Scenario

Patrick has heard about the website from his lecturers and other students at Charles Darwin University.

Patrick follows a link from his course note announcements and wants to know more about the prize money for the Coding Fair. He notes there are other events of interest to him, namely the *Industry Employer Speed Dating* event.

Patrick decides he wants to register for the Code Fair, and finds this process intuitive and efficient. Patrick talks about it with his classmates and they think about visiting the site also.