

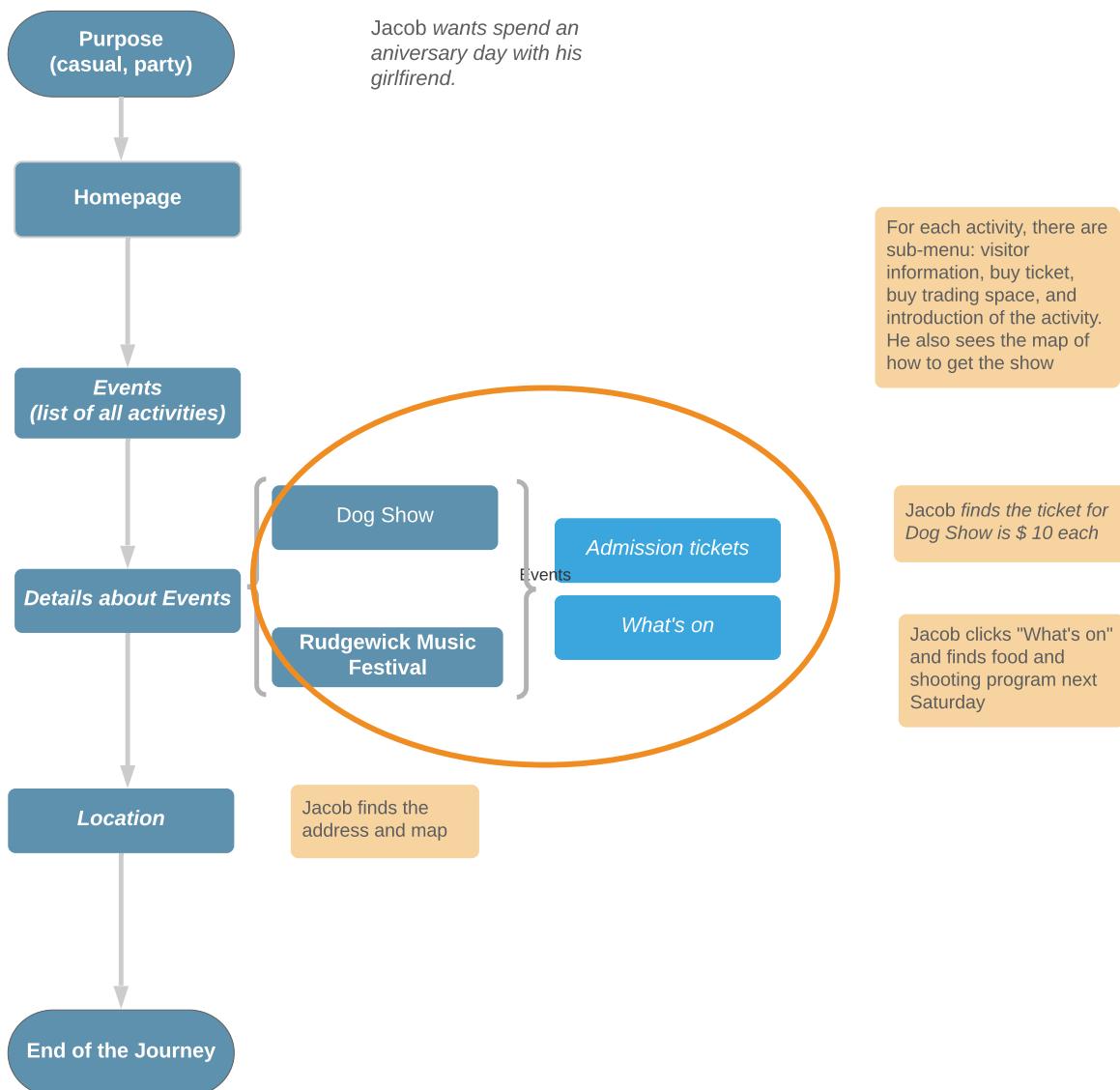
Task Model

Task model is a flow chart that shows how users interact with the improved website. Each block in the task model represents a part of the user's process. To make the website more user-friendly, we interviewed users who might use the website and might be convinced to go to the show. The following task models demonstrate how two typical types of users navigate the website, get information and make decisions



Jacob, 20, Vet tech and bartender

Jacob loves animals and music; he wants to find some activities in the country show Next weekend. Jacob wants to spend a weekend with his girlfriend at the Rudgewick Show





Sandy, 55, Pediatric Nurse and Farmer

Sandy likes country show because she like seas of people especially there is lots of kids, and this fair is great for family fun; most importantly, she thinks this event is a part of farm lifestyle.

