Band Page

Band logo & name

Nav: About, Music, Shop, FB/Twitter

Tour dates
+ link to
Ticketmaster

News flash
- Big photo/video
- Caption / preview of article

Contact, copyright info

to previous news stories
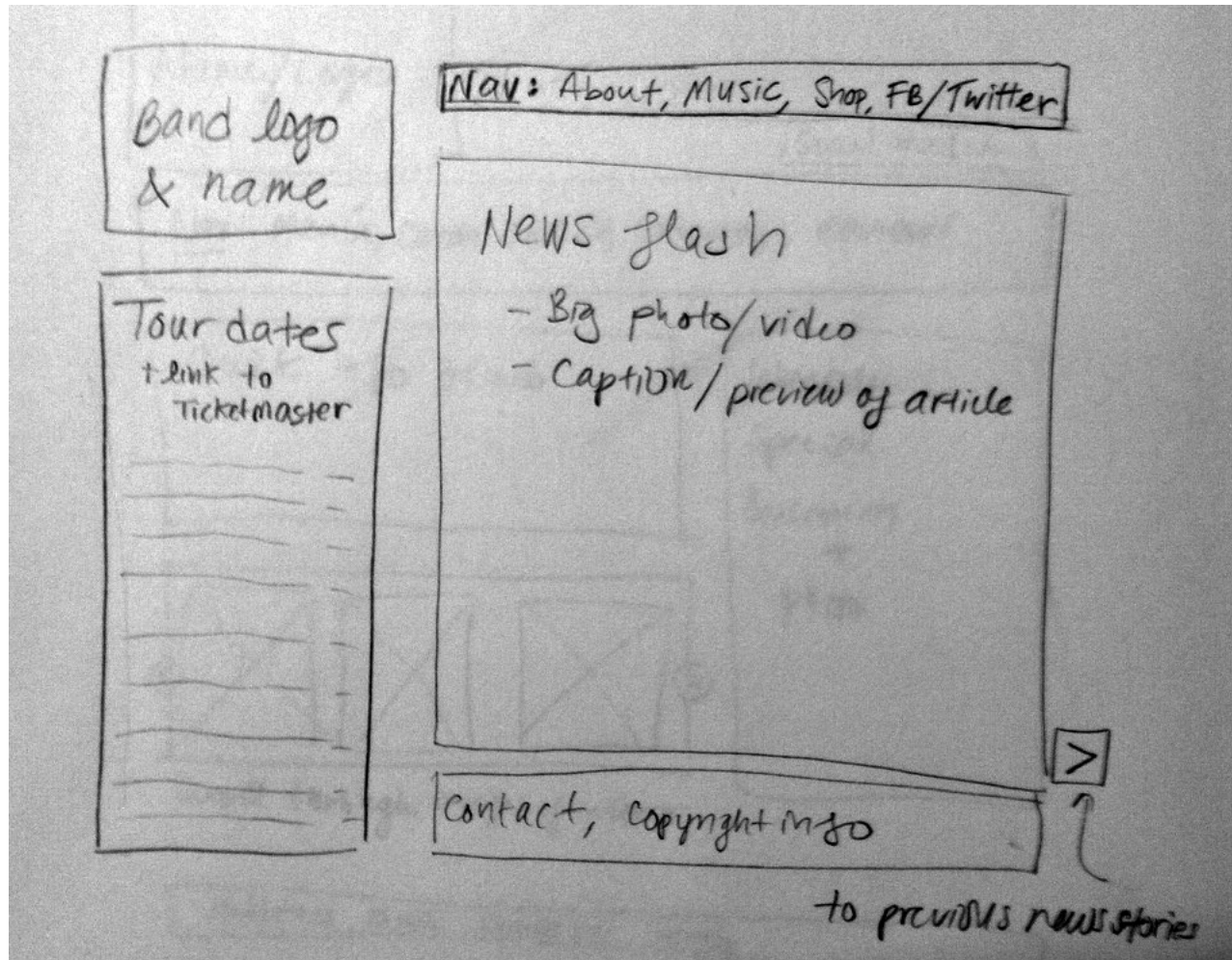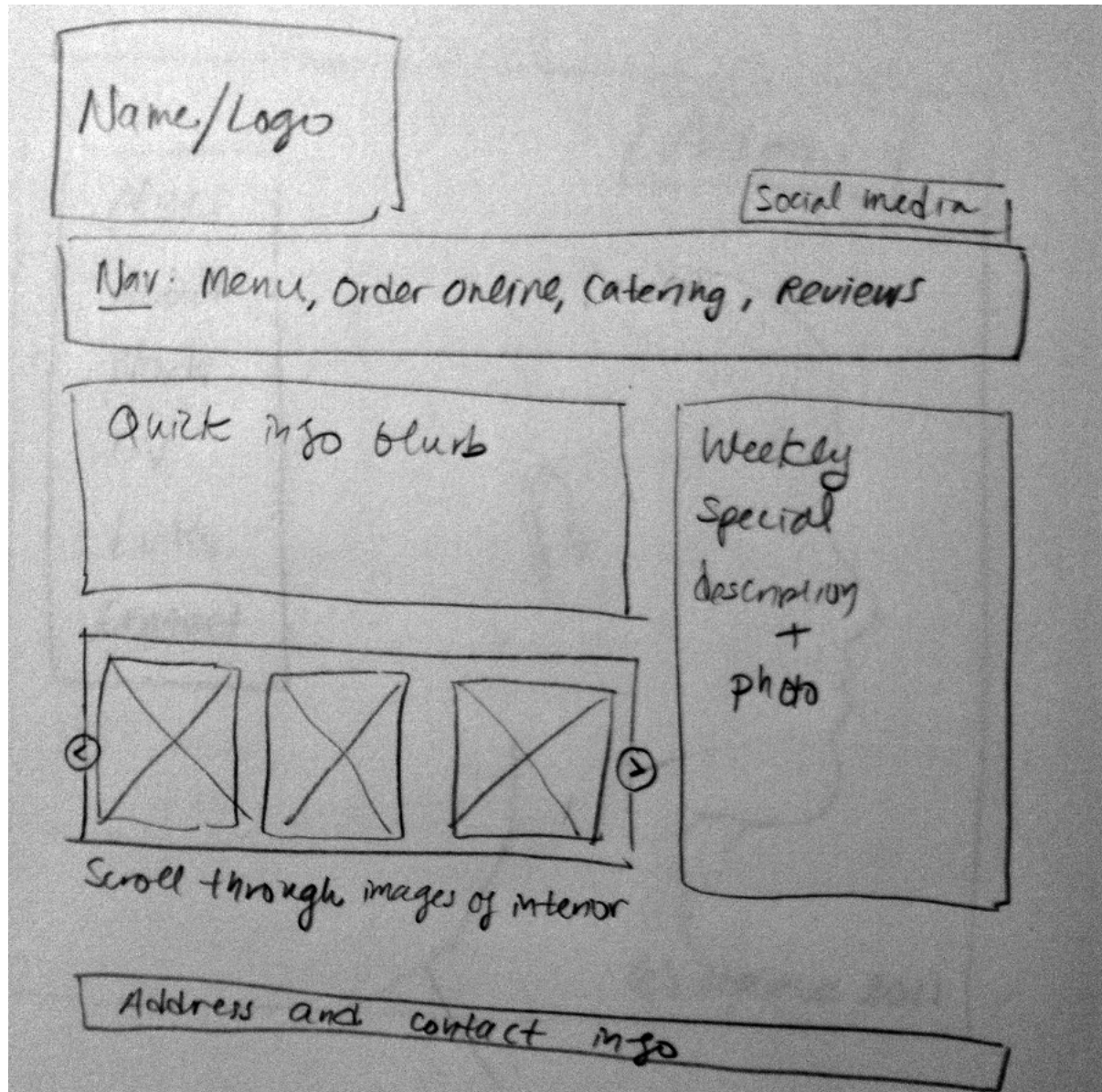
User stories:

1) Ruth, 21, found this page via Google after finding the band on iTunes. She wants to see when they are playing in her hometown and buy tickets for her and three friends.

2) Tom, 15, got a link to this homepage from a friend who has similar taste in music. He wants to browse this page to read about the band and hear sample audio tracks.
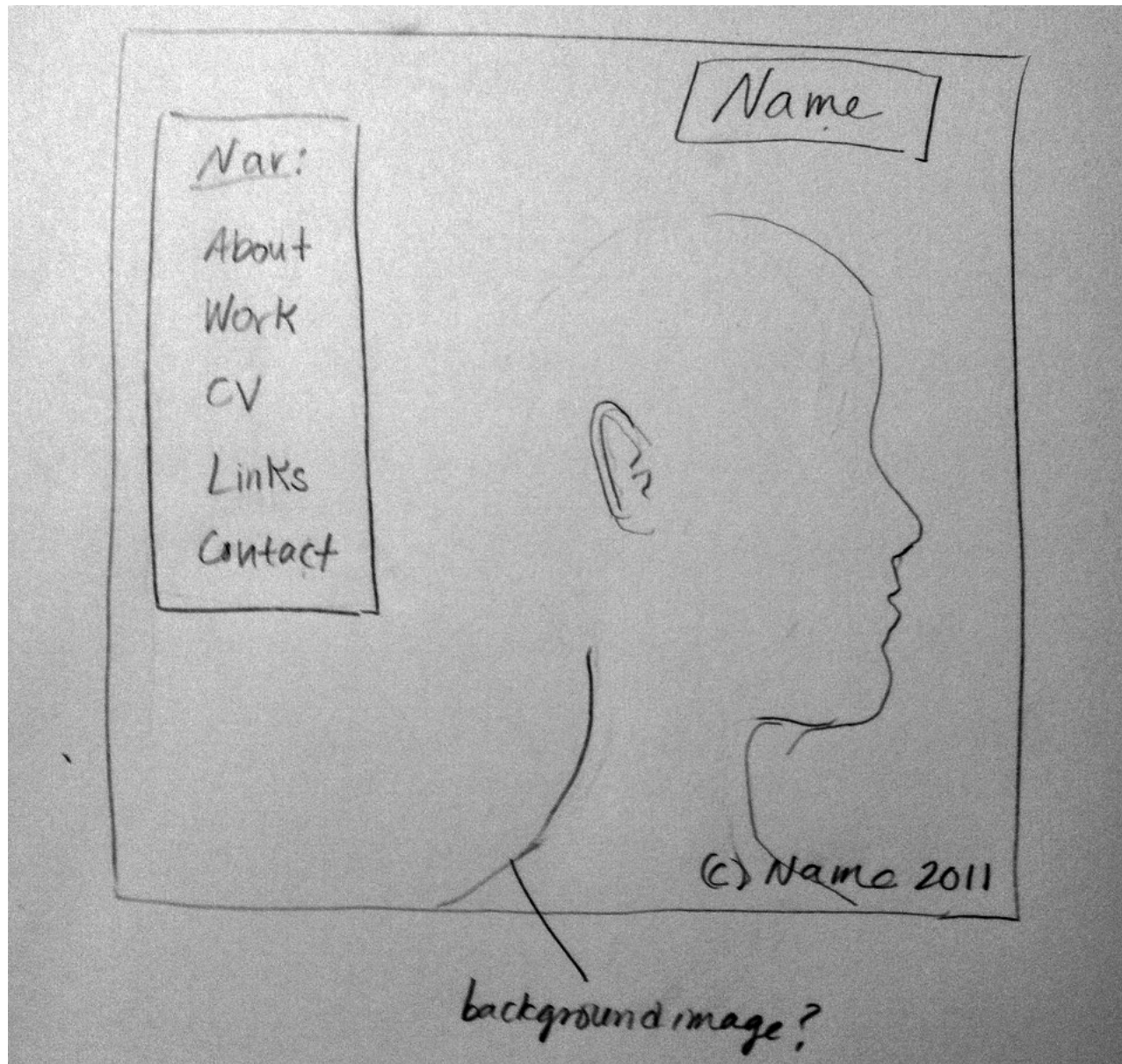
Restaurant

User stories:

1) Mark, 25, found the website for this restaurant after browing a city's web page. He is looking to go there with his girlfriend for their anniversary and wants to make sure that there are things on the menu that they like. He also wants to see the decor in the restaurant to make sure it is formal enough for the occasion.

2) Ivan, 20, is a college student who saw this restaurant nearby and found its page on Google. He wants to order food online for his entire fraternity house. He wants to look at the menu and prices, and see if there are any group deals that they can take advantage of.

Portfolio

User stories:

1) Wanda, 19, a student at an art school, knew this artist while she was still studying at the art school. She wants to view this alum's portfolio to see examples of the work completed in a class that she is now taking herself.

2) Denise, 35, is a traveling curator looking for artists to participate in a themed group show at her gallery. She found this artist on LinkedIn and is browsing her work, educational background, and past exhibitions. She will need to contact the artist by phone or e-mail.