Call to actions for nomorehashtags.com

1. Purchase from black owned businesses on the website
   a. Go to "shop" link
   b. Select business OR search item user is searching for
   c. Results are yielded
   d. User goes through results
   e. Adds item to cart
   f. Continues to shop OR check out
      i. If continues to shop, repeat
   g. If check out:
      i. User can log in OR quick check out
   h. If user logs in
      i. Enter credit card info
      ii. Gains loyalty points
      iii. Loyalty points accumulate
      iv. Receive discount
   i. If quick check out
      i. Prompts user asking if they want to create account
      ii. If yes, go to h.
      iii. If no, enter credit card info
         1. Purchase

2. Get users to engage with/share content
   a. User looks at top stories on main page
      i. If those do not appeal, user can search keywords for story
      ii. User can choose content from tabs at top of page
   b. User finds appealing content
   c. User reads content
   d. User is given option to comment/post to other social media platform