
USER CASE SCENARIO: MARIA, 32 YO, JOURNALIST, LIVING IN BUCHAREST

Facebook



Our Work/Project 1



Homepage



Ressources/Interviews



About Us



Ressources/Interviews/
Social Sharing

After her workday, Maria is checking her Facebook feed and she notices a link shared by one of her best friends. The link grabs her attention because it mentioned something about children literature, a subject that Maria is very fond of.

She clicks on the link and she lands on the page that describes the project she saw promoted. Maria is now on the **The New Storytellers** page that belongs to the NGO **Cu alte cuvinte**. This is actually a subpage, describing in details one of the projects that the NGO has just started a few months ago.

After reading about the project, Maria decides to find out more about this NGO. She clicks on the **Homepage** where she reads the mission of the organization then she scrolls down to the resources part.

That intrigues her and she clicks on the **Interview section** to see different opinions and positions from people working in education.

As a last thing, she is curious to find out more info about the people who founded the organization and she is checking the **About Us** section and the LinkedIn Profiles associated with the people.

Finally, she decides to promote this organization on her Facebook page, by **sharing the interview she just read**.
