Buying item from Amazon

user sees search box   →   list of items that are related to their search →
user types in product looking for   clicks on item that they want

→ product information (prices, colors, description) →   button that says 'Proceed to checkout'
selects quantity, color, etc. and adds to cart   clicks on proceed to checkout button

→ billing information to finalize sale
___enter in info and sale is completed

Searching for Onion dip on Google

user sees search box → multiple pages with results for onion dip → web page with recipe for onion dip -->
types in 'onion dip'   clicks on most desirable site for recipe   copies down or prints recipe, returns to Google

user sees search results again
repeats the process or leaves Google

Petition

sees 'Start a petition' button → takes to page to enter basic information for petition →
clicks button   user enters in basic info

user is prompted to enter in additional information → user views preview of and is prompted to publish
user puts in additional info   user publishes petition

Call to Action

1. Spotify button to direct user to Spotify online page
2. IMDB link so user can read more about TV show

Spotify CTA

user sees reads about song and has interest in listening to it → directed to Spotify online page
user clicks on Spotify button   listens to song

IMDB CTA

list of up and coming tv shows →   page about TV in more detail with IMDB button
user clicks on TV show they have interest in   user clicks on IMDB button

→ directed to IMDB TV show page
    reads up on TV show, decides to watch or not