

Persona's name [1]	David					
Journey goal [2]	Help customer find what albums a artist has					
	Step 1	Step 2	Step 3	Step 4	Step 5	Goal
User action(s)	Customer Enquires about artist. Use front page search and input name	Pick artist from list of matches.	Select album from list	Check album review but want to see albums with same genre	Select Album to check stock and rating	Customer wants album, confirm stock and check genre to locate in store
System response	Check db for Artist. Return list of artists	return artist details from db and redirect to artist page	return Album details with stock level from db. redirecting to album page	Redirect to genres page and get similar albums from db	redirect to album page and get info from db	Display all info including genre
Potential problems	Artist name spelt wrong or no artist	Link not correctly set up				

[1] This has to come from your proto-persona profile

[2] What is the goal? I.e. buying a book or adding a friend to their social network profile.