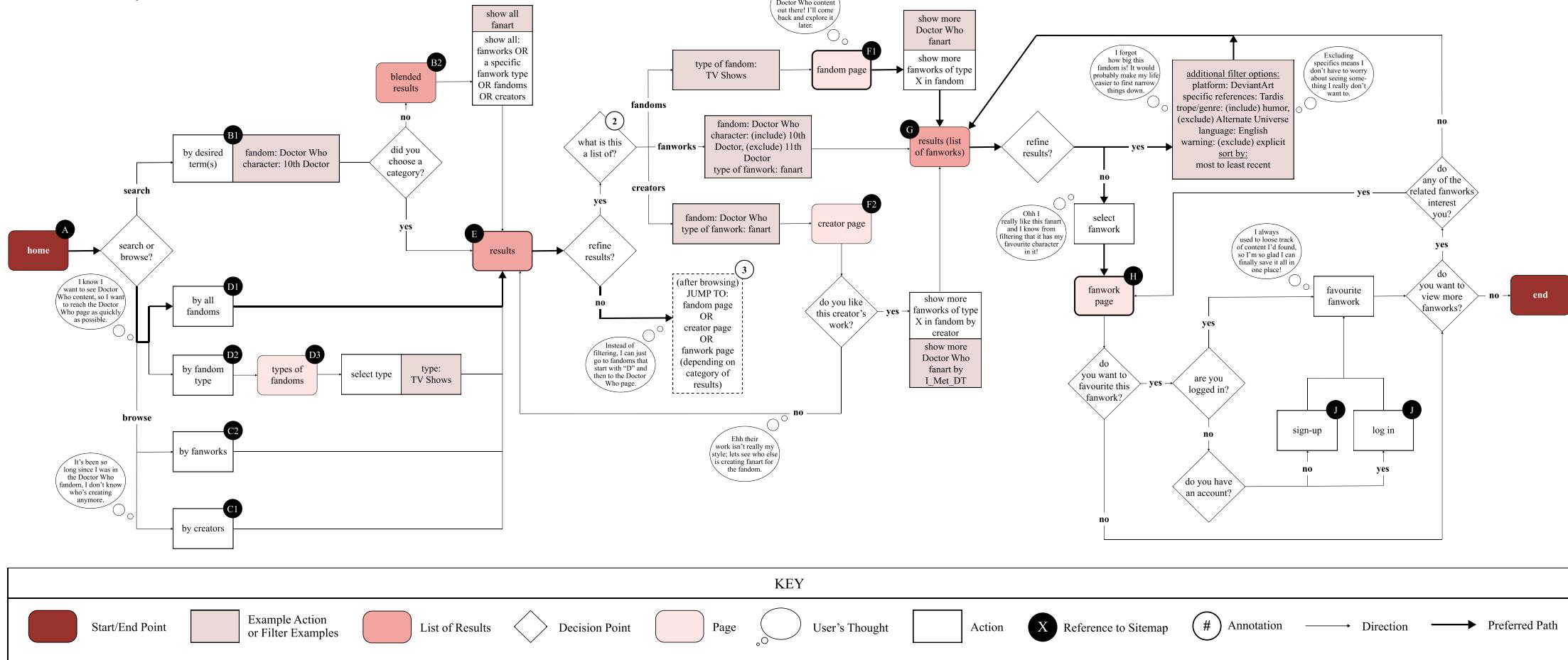


Figure C

**Goal:** You used to be really into Doctor Who and loved browsing through fanart, but you stopped watching<sup>(1)</sup> the TV Show and searching for content online around 5 years ago. You want “to get back into” the fandom, but don’t really know what’s been going on since you left. To help re-immersing yourself, you want to find and save recent fanart of your favourite character, the Tenth Doctor.



(1) While the Wireframes are more specific and clarify the fandom as Doctor Who - New Who, for the sake of space, Doctor Who is just used here and considered its own, complete fandom.

Doctor Who was also chosen here and for the Wireframes as it is generally a large, well known fandom.

(2) Similar to the purpose of the Blended Results page [B2], this is an important distinction to make as not all results can be narrowed down by the same set of facets.

(3) The user will be looking at either a list of fandoms, fanworks, or creators. If the user, for example, is looking at a list of creators and clicks on one of the results, they will be brought to that creator's page.

While this seems like a shorter process moving forward in the User Journey, the list of results the user will have the option to browse through, especially for fanworks, will likely be much longer than if filters were not used. Using this format helped me avoid crossed lines and made the User Journey less cluttered as my other option would have been to include the “refine results?” decision point three times after [2], one for each category.