CTA and UI Flow

CTA: Buying an Item on Amazon

Homepage	List of Results	Item Page	Added to Cart
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Search for Item	Click Desired Item	Click "Add to Cart"	Click "Proceed to Checkout"

Sign in Screen	Review Order
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Enter User Info	Click "Place Order"
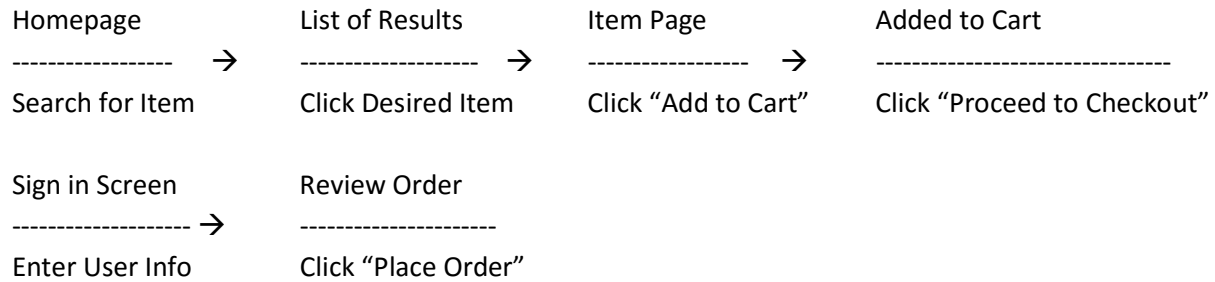
CTA: Searching for "onion dip" on Google

Homepage	Homepage	Search Results	Directed to clicked link
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Type "onion dip"	Click "Google Search" (Enter)	Clicks desired website	

CTA: Submit a petition on https://petitions.whitehouse.gov/

Homepage	Sign in Screen	Petition Info
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Clicks "Start a Petition"	Clicks "Sign in"	Fill in and Submit
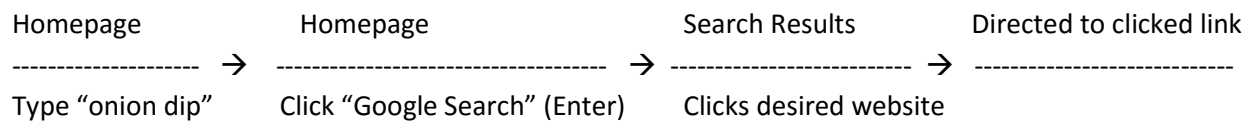
Movie and Video Game Review Site

CTA: Find Netflix Recommendations

Homepage	Streaming Recommendations	Netflix Recommendations
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Click "What to Stream"	Click "Netflix"	
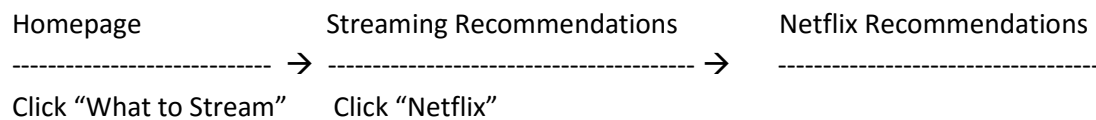
CTA: What to see at the movie theater

Homepage	New Releases Page	Directed to Movie Review
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Click "New Releases"	Click "Box Office Pick"	