USER FLOWS

USE CASE-01 *Find information about the Daytime Village and make purchase*

Call to action SEE MORE

1 ┈┈┈▶ Featured Info ┈┈┈┈┈┈┈┈┈┈┈┈┈▶

HOME ┈ **2** ┈▶ **INFO** ┈┈┈▶ iHeartRadio Music Festival Info ┈┈┈▶ Daytime Village Info

Call to action BUY NOW

3 ┈┈┈▶ **PURCHASE** ┈┈┈▶ Daytime Village Info ┈┈┈▶ Make Purchase

ticketmaster.com

USER FLOWS
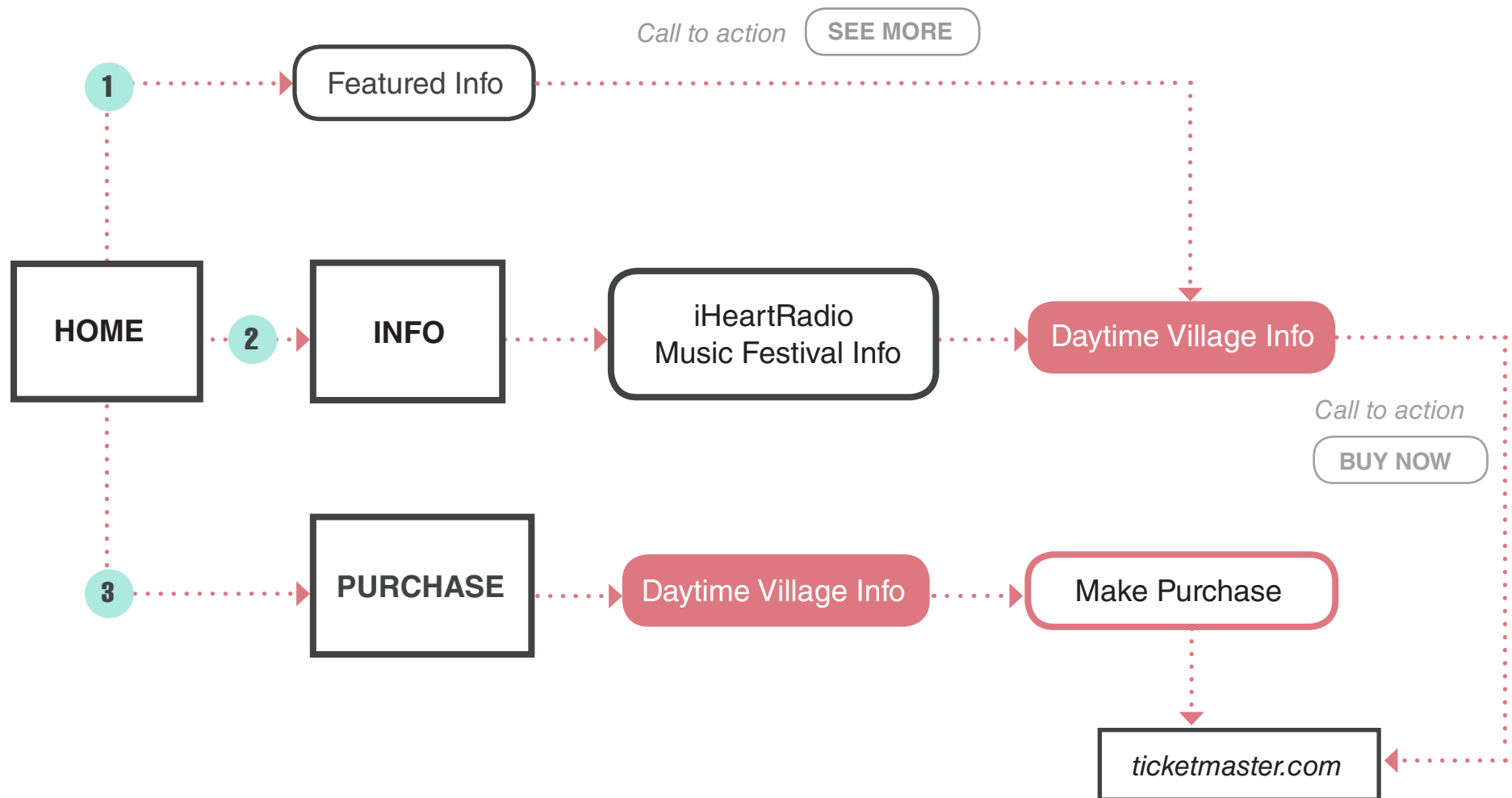
USE CASE-02 *LineUp Artists and Previous event's highlight*

1 → Featured gallery

Call to action
SEE MORE

2 → GALLERY → 2015 Highlight

Call to action
LOAD MORE

2014 Highlight

HOME

2 → LINEUP → LineUp Artists → Artist's Profile website

1 → Featured LineUp

Call to action
SEE MORE

USER FLOWS
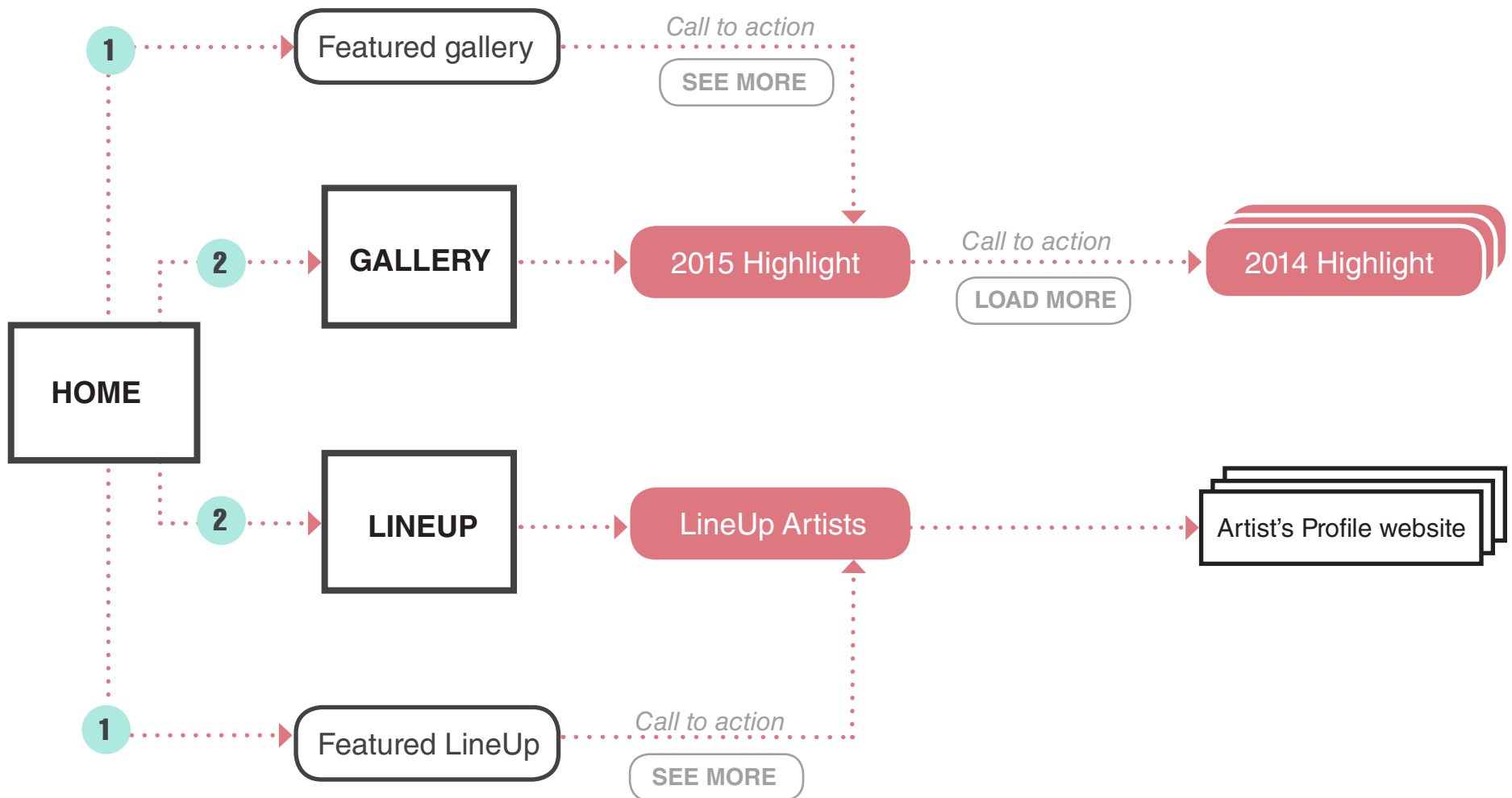
USE CASE-03 *Updates and Sign Up for newsletter*

ASSETS NEEDED
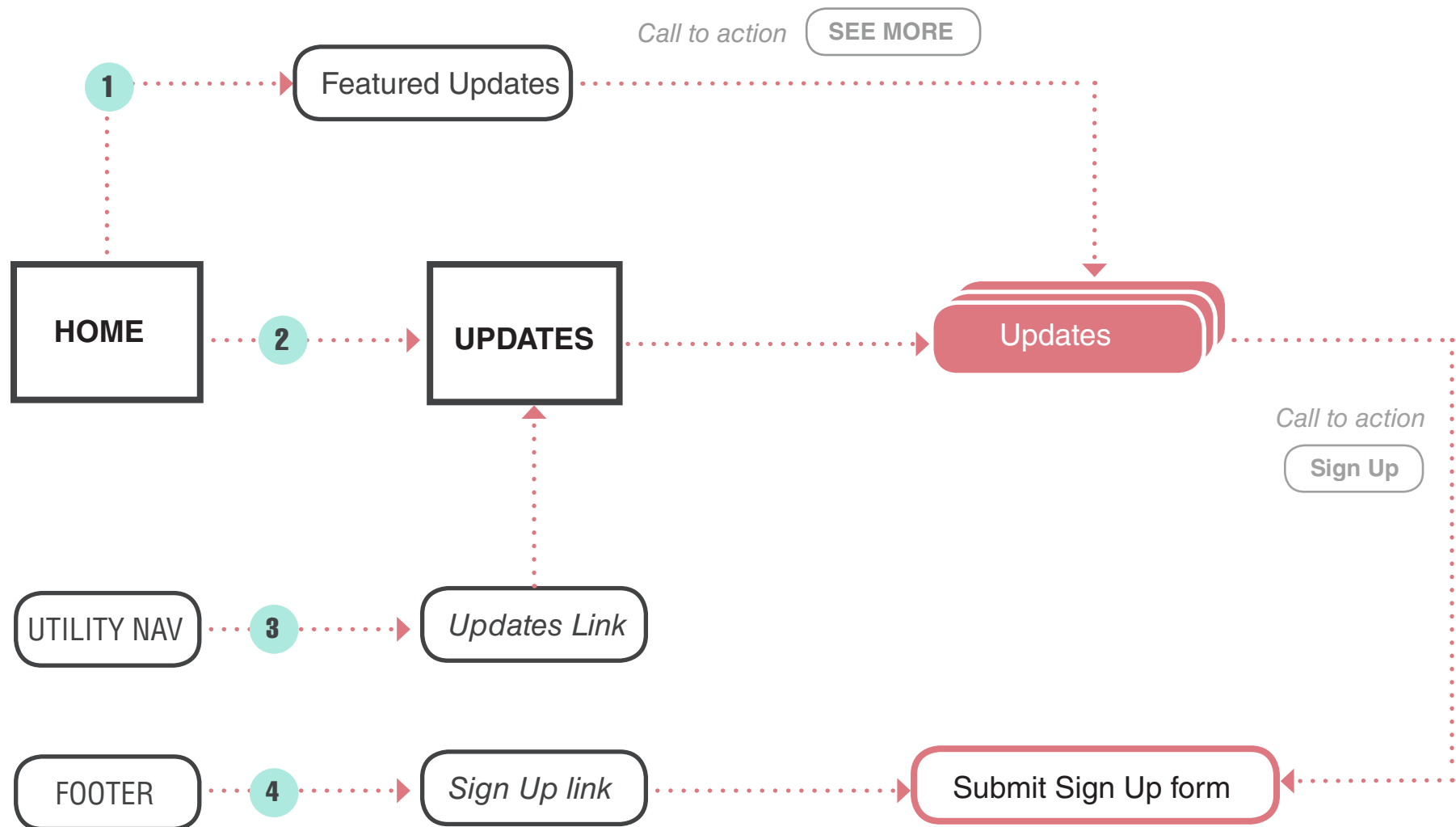
High Quality Photos and Videos of
Coming Event
Previous Event

More detail information of
Main event
Daytime Village
MGM resort
Location & Map
Contact Information

FAQ content
Sign Up for newsletter set up

CONTENT PRIORITIZATION

HOME	LINEUP	PURCHASE	INFO	UPDATES	GOODIES	GALLERY
Timer	LineUp Artist-01	Music Fest *(info & purchase)*	Music Fest	Ways to win	Shop	2015 Highlight
Brief info	LineUp Artist-02	Daytime Village *(info & purchase)*	Daytime Village	News		2014 Highlight
LineUp Artist	LineUp Artist-xx	MGM Resort *(info & booking)*	MGM Resort	Sign up for newsletter		2013 Highlight
Purchase			Location& Map			
Updates			Partners			
2015 Highlight			FAQ			
Partners						

Utility nav	Social links	Updates	Search

Footer	Purchase	Shop	Sign up for newsletter	Date & Time, Contact info	Location& Map