Michelle Lee

Parent looking for a Code Camp for their child

"Enroll Now" button in Navbar

For Students - General Page

"Let's get After School Classes / private lessons"

After School Classes

Private Lessons

Finds the Code Camps section / link on this Page

Code Camps in Navbar

Code Camps in Footer

Lands on codeforfun.com

Scrolls on Homepage

About page via navbar

Finds the Code Camps section / link on this Page

Clicks to "Learn More"

Clicks to "Enroll Now"

Code Camps Page

Apply & Make Payment

Select Course, Age, Schedule, & No. of kids + Sees price AND and filters

Will also explore simplifying the checkout process if possible, for all formats of courses.

Marcus James

Parent looking for an after-school program

```
"Enroll Now" button in Navbar ──────────── For Students -
                                           General Page
                                                │
                                                ▼
   "Let's get a          Code Camps          Finds the After-
   camp / private   ────────────────────────  school classes
   lessons"                                    section / link on
                      Private Lessons          this Page


   After-school classes in Navbar

   After-school classes in Footer


 Lands on       Scrolls on Homepage      Finds the After-      Clicks to "Learn More"
 codeforfun.com ───────────────────────  school classes   ───────────────────────────   After-school
                 About page via navbar    section / link on    Clicks to "Enroll Now"    classes Page
                ───────────────────────   this Page        ───────────────────────────
                                                                                              │
                                                                                              ▼
 Apply & Make      Selects level, schedule (& sees price)    Course Page          Select Course
 Payment        ◄───────────────────────────────────────     opens           ◄──    and Age
```

Maria Cortez

Parent looking for specialized training for child

"Enroll Now" button in Navbar

For Students - General Page

"Let's get a camp / after-school class"

Code Camps

After School Classes

Finds the Private Lessons section / link on this Page

Private Coaching in Navbar

Private Coaching in Footer

Lands on codeforfun.com

Scrolls on Homepage

About page via navbar

Finds the Private Lessons section / link on this Page

Clicks to "Learn More"

Clicks to "Apply Now"

Private Coaching Page

Semi-Private (1:4)

Mentor (1:1)

Picks # of sessions

Picks # of sessions

Application Form

Application Form

Patricia Laurent

Parent of a high-school student

Samar Hossein

High school student that wants CS learning

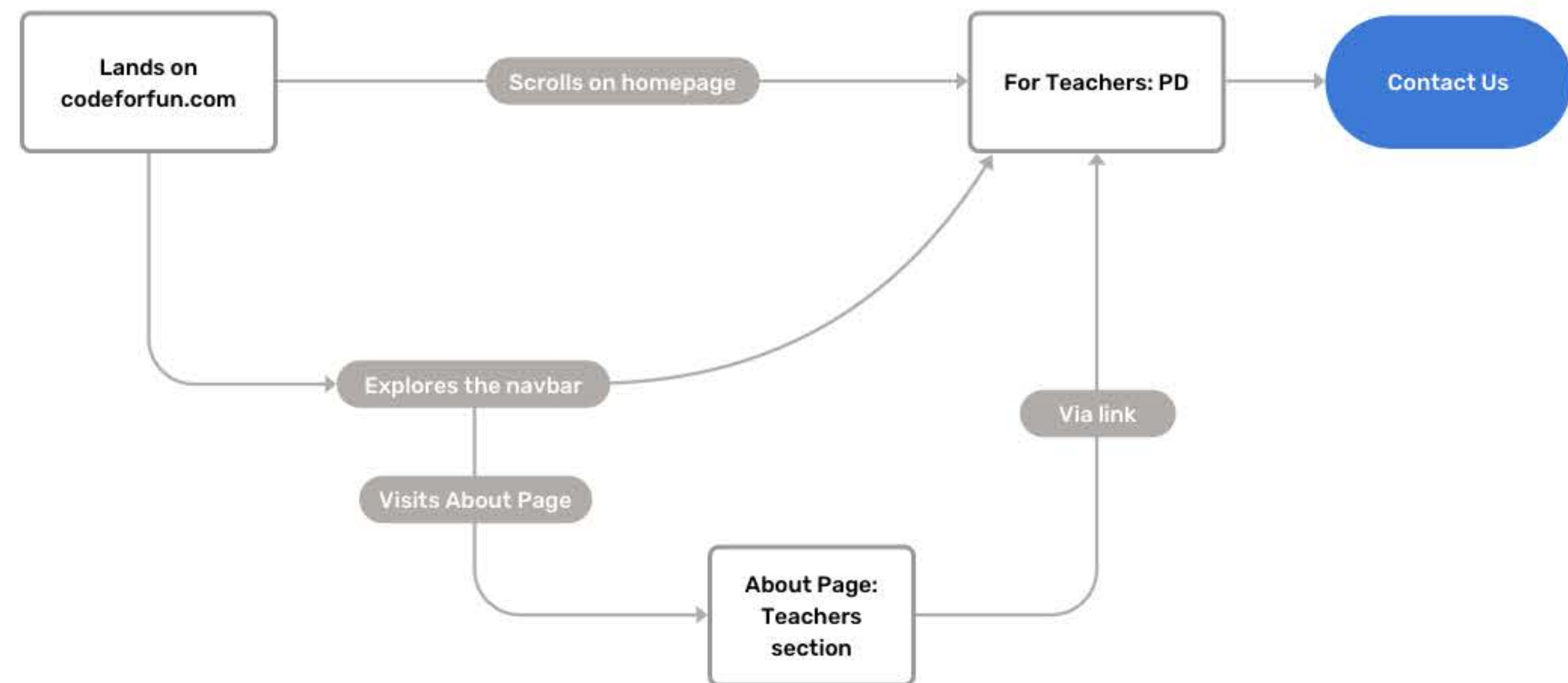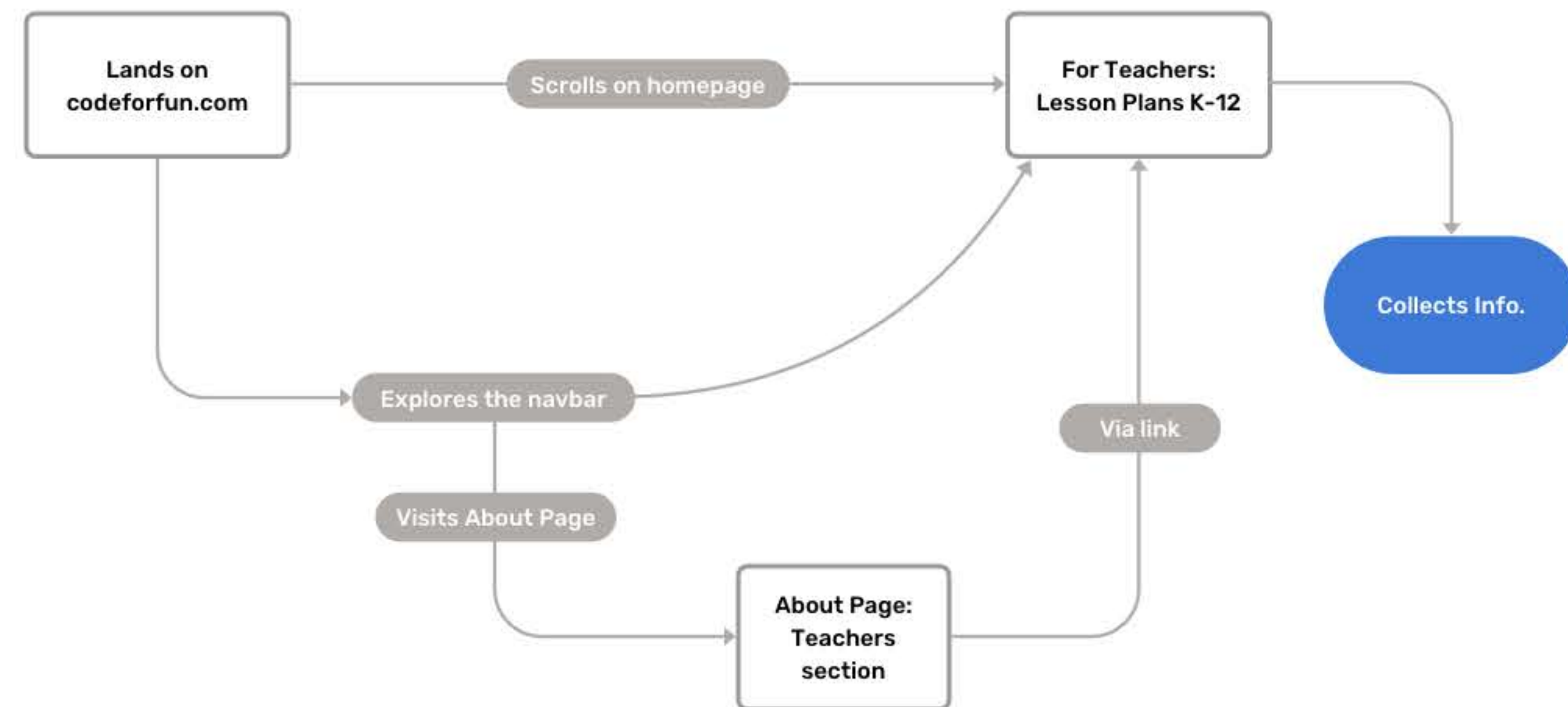Navbar - For Students - HHS

Clicks HHS in Footer

Lands on codeforfun.com

Scrolls on Homepage

About page via navbar

Finds the HHS section / link on this page

Hack High School page

Enroll via Form

Explores the rest of the website

Nancy Chang

Teacher looking for Professional development / Lesson plans

Looking for PD

```
Lands on                 Scrolls on homepage          For Teachers: PD  →  Contact Us
codeforfun.com

        Explores the navbar                              Via link

        Visits About Page        About Page:
                                 Teachers
                                 section
```

Looking for Lesson Plans

```
Lands on                 Scrolls on homepage          For Teachers:
codeforfun.com                                        Lesson Plans K-12  →  Collects Info.

        Explores the navbar                              Via link

        Visits About Page        About Page:
                                 Teachers
                                 section
```

Tony Fernandez

Supporter: Who makes a donation / gives a grant

Lands on codeforfun.com

- Clicks Donate in Navbar
- Clicks Donate in Footer
- Scrolls on Homepage
- About page via navbar

Finds the Donor section on this Page

- Clicks to "Learn More"

Donation Page

- Clicks "Make Donation"

- Clicks "Make Donation"

Choose Frequency, Amount, and Complete payment details