



The Searcher

He is in a transaction mindset. He has done his research and knows exactly what he wants to buy. He will most likely use the Search function to go directly to the relevant product.



Search (internal or external)

The user wants to buy an iPhone 7, so he runs an "iPhone 7" search from the Fnac site or Google.



Search results page

A list of iPhone deals appears and the user selects one of them.



iPhone page

The user is viewing the iPhone 7 deal details and decides to buy it.



Continue Shopping popup

As soon as he hits the buy button a popup appears with a confirmation message and a list of recommendations, one of them about the Apple Photo group of products.



The Browser

He is in a comparison mindset. He knows the category of the product he wants to buy (e.g. Tablets) and wants to get there and select whatever stands out.



Product category page

The user is looking for headphones, so he goes to the Music section using the left nav. He notices a banner at the top of the page about Apple Music related products.



Apple Music page

He clicks on the banner and lands on the Apple Music page. He scrolls down and sees a list of products among them the Beats Solo headphones.



Apple products comparison page

He follows the link to the headphones comparison page.



Product details page

He finds the headphones that suit his needs and goes to the product details page to find out more.



The Discoverer

He is in an educational mindset. He is here to learn about products he may be interested in buying immediately or in the future.



Left Nav fly-out menu

The user wants to see what accessories could be useful for his training, so he hovers the Sport category on the left nav. He notices a banner about the Apple Sport passion proposition.



Apple Sport page

He clicks on the banner and lands on the Apple Sport page. He scrolls down and sees a list of products among them the AirPods.



Apple AirPods page

He clicks on the AirPods to find out more.



Fnac AirPods details

He follows a link to purchase or view the Fnac details of the product.



Home page

The user is looking for a gift for his mother and notices a link at the top of the page about Mother's Day.



Fnac Mother's Day

He follows the link and lands on a page with a variety of gift ideas for Mother's day.



Apple Passions page

He thinks his mother is keen on training so he clicks on Sport.