

A-1	Walking skeleton (simplest sale)	B-4	Select specific seats	C-6	Secure electronic ticket delivery
A-2	Browse concerts and select ticket types	B-5	Send physical tickets	D-1	Spread sales honestly
A-3	Find local concerts	C-1	Suggestions on album sales pages	D-2	Handle large crowds
A-4	Improve filtering	C-2	Suggestions based on customer data	D-3	Large venue support
B-1	Search on artist	C-3	Suggestions based on customer behaviour	E-1	Later
B-2	Offer other local dates	C-4	Improve event detail page		
B-3	Offer other dates at other locations	C-5	Up- and cross-sell at ticket sale		