

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	