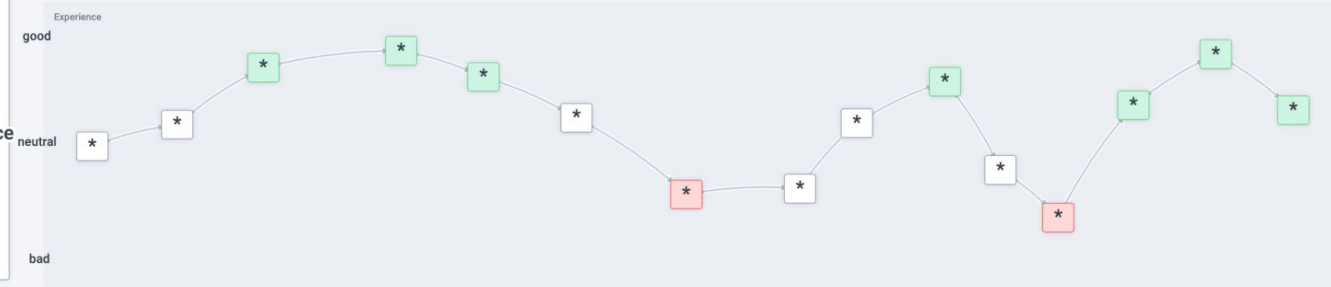
Customer Journey - Self Serve
Free/pro user

steps/process	find pricing page	activate free account	start designing free event		schedule / share event	host event	become loyal customer
Goals	find an event software that is free to use	create an account quickly and easily	quickly discover if this software is easy to use, edit, and can accommodate needs	create an event from scratch	share a calendar invite or e-vite to guests	host a fun and engaging event with no issues	Trust platform to design and host events (ongoing and increasing)
actions	search for free virtual events, enters website, finds pricing page	Discovers a 'try for free' option, is directed to create account, enters the create event flow	automatically enters the create flow, follows the steps on the left panel and finished the steps	needs to ensure the event will accommodate guests and layouts will function correctly	needs to find the event link to send out invitation, also needs to make sure the event page is set up for guests to land on	arrive to event early, confident to manage event, monitor event, make announcements, manage music, manage other hosts and presenters, help troubleshoot her own attendees, and be able to enjoy the event herself. To have a successful event.	remembers and associates the platform with a positive virtual event experience. Comes back to site to host another event

experience



pain points

- user needs to find how to get a free account
- user starts creating the event and doesn't know if they are doing it correctly or if they are adding the right amount of seats per guests
- doesn't know where to find their event link or how to distribute the event invite
- host might feel overwhelmed with all the responsibility of hosting an event on a new platform alone
- might not have been able to test the event or preview
- user returned to our website but might not be able to find their account since there is no pathway to 'sign in'

opportunities

- for now, we have a 'try for free' button on the landing page and this helps free users find what they need fast
- the free creation flow needs some revisions - the flow jumps etc
- maybe in-app link to support center
- Add a creating an event step by step guide - guide that goes through each tab
- Guide on prepping for your event - that highlights sharing, inviting, prepping, previewing, and permissions
- in-app link to support center
- host checklist could be helpful here
- maybe a reminder email days before event with event link and a reminder to preview the event
- Eric's idea of logged in, returning user land straight into their event dashboard would solve this frustration, but would need a back to site button
- Create a sign in button
- if no sign in button - follow up email with a link to their dashboard