

# User Journey Flowchart - Natural History Museum Website

Logical Decision Flow and User Pathways

**USER PERSONAS**

**Mobile User (45%)**  
Walking around city, need quick decisions  
Priority: Hours, location, admission

**Desktop Planner (35%)**  
Family planning, research exhibits  
Priority: Programs, accessibility, events

**Tourist (20%)**  
Visiting Cardiff, unique experiences  
Priority: Directions, highlights, Thursday special

**SUCCESS METRICS**

Conversion Rate: more than 15%

Thursday Bookings: +200%

Membership Signups: +50%

Bounce Rate: less than 40%

Time on Site: more than 3 minutes

Return Visitors: more than 25%

