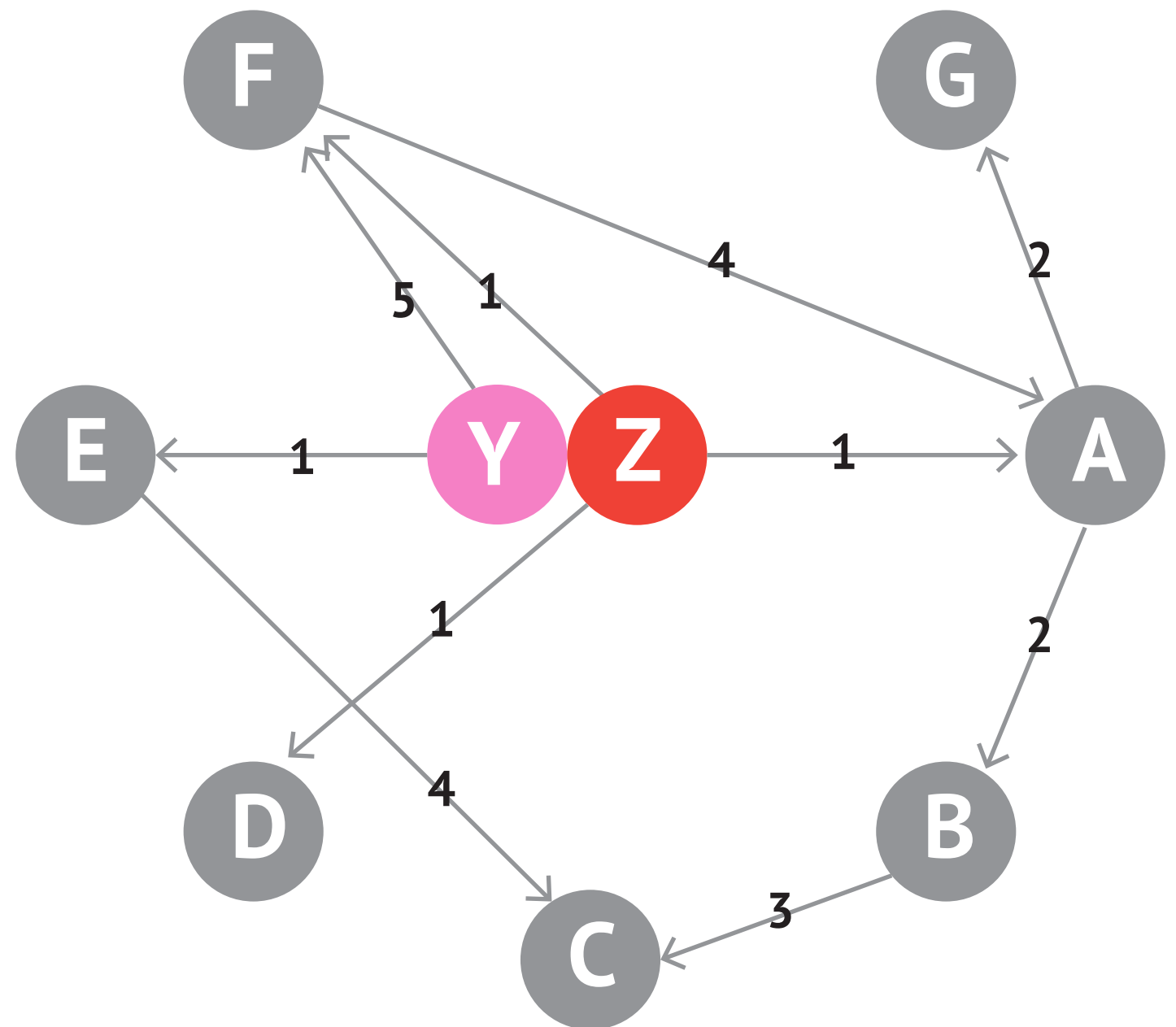


GoCast Experience Map

Experience, in a particular meetup, could be a function of the social graph.

Z is the organizer
Y is the co-organizer
A&B&E are expanders
A&C&F are anchors
D&G are participants

1 is a direct connection
2 is an indirect connection (to YorZ)
3 is an very indirect connection (to YorZ)
4 is a redundant forward
5 is a redundant invitation



The goal of the business is to move users along this trajectory:

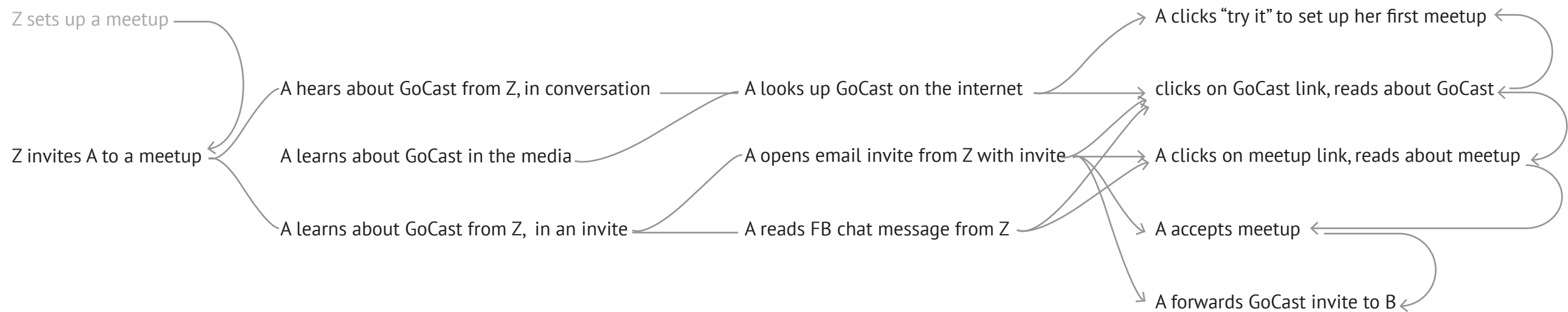
NEWBIE → NOVICE → VETERAN → ENTHUSIAST

The goal of the experience is to move users along this trajectory:

AWARENESS → INTEREST → INITIATION → IMMERSION → WRAP-UP → EXTENSION

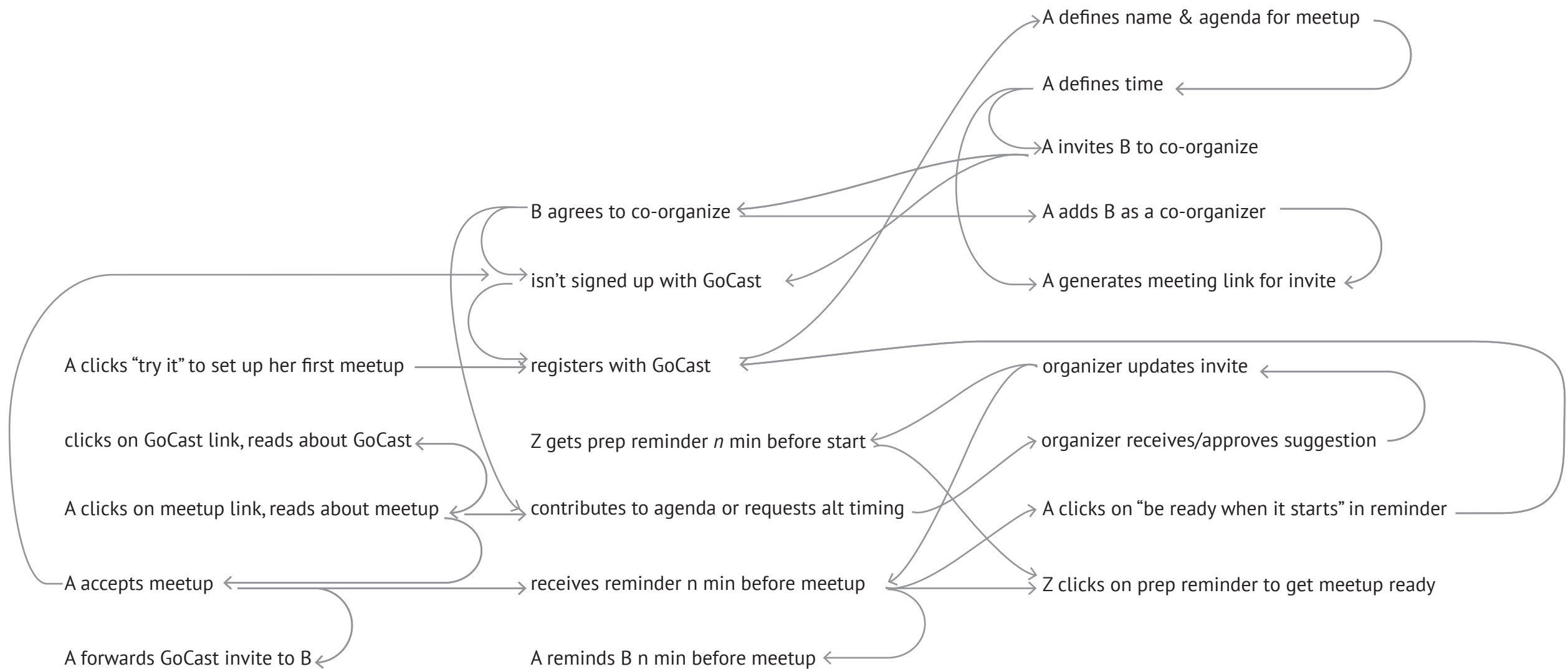
AWARENESS

INTEREST



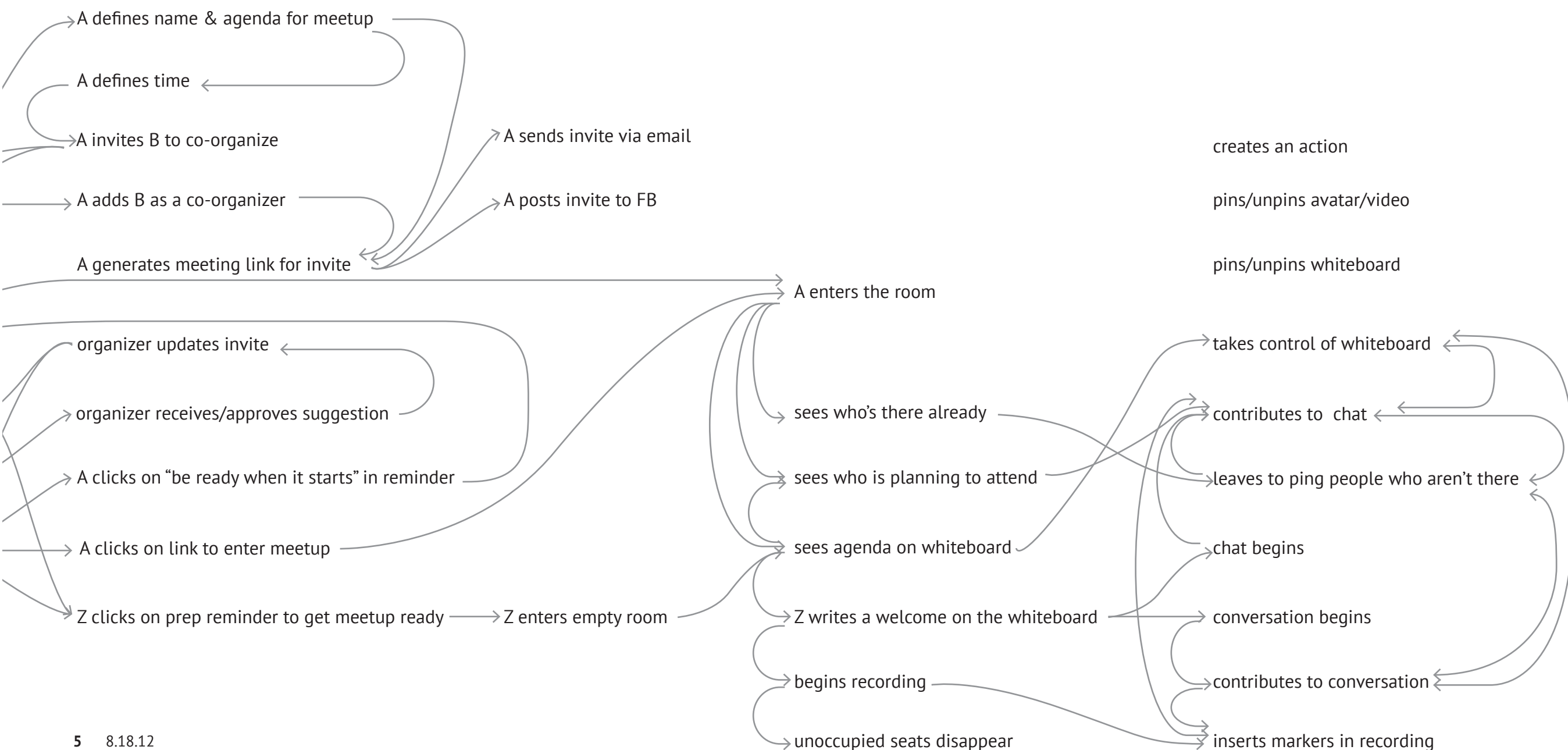
INTEREST

INITIATION



INITIATION

IMMERSION



IMMERSION

WRAP-UP

EXTENSION

creates an action

pins/unpins avatar/video

pins/unpins whiteboard

takes control of whiteboard

contributes to chat

leaves to ping people who aren't there

chat begins

conversation begins

contributes to conversation

inserts markers in recording

5 minute warning from system

selects "snooze"

selects "continue indefinitely"

organizer signals ending

conversation continues

marks current whiteboard/chat stream

organizer ends meetup

whiteboard displays all actions

system packages recording

participants edit actions

organizer prompted to create follow-up

organizer distributes recording/actions

organizer views/edits recording