

ABOUT
US

OUR
SERVICES

ALUMNUS
DONOR PROGRAM
2022-2023

CONTACT
US

ALUMNUS
DONOR PROGRAM

WE THROW UNFORGETTABLE DINNER PARTIES



by ora

planned, not yet changed

- put footer on every page
- instagram icon
- mobile adjustments



told by ora

discussion points

- where instagram icon will go on pages
- team member card link to **full** page?
- how many featured guests on humans page



Home

about

- [learn more](#)
- [join us](#)

humans

- [meet the homies](#)

dinners

- [see past dinners](#)

join us CTA

- [join us](#)

footer links



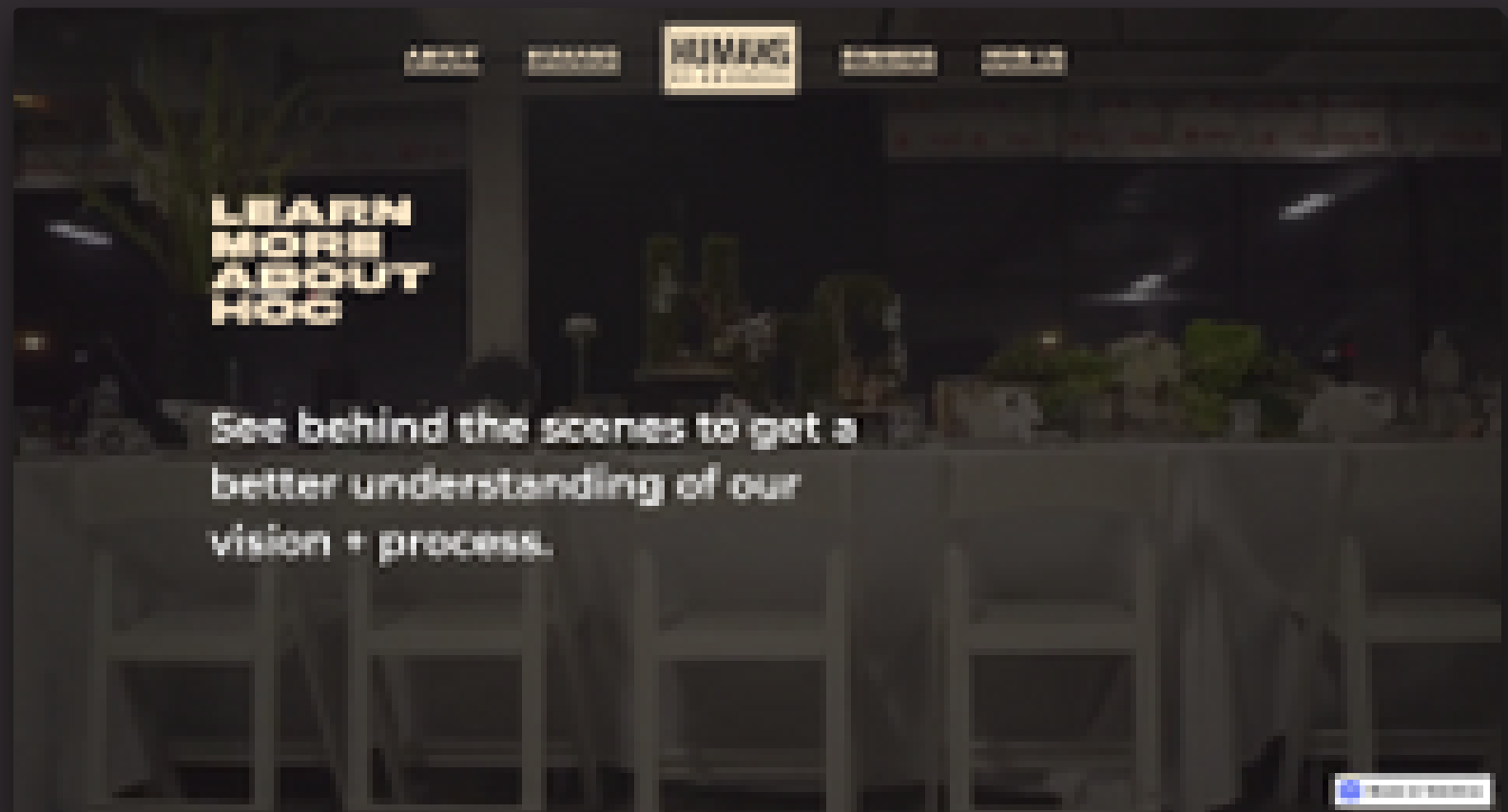
told by ora



told by ora

about

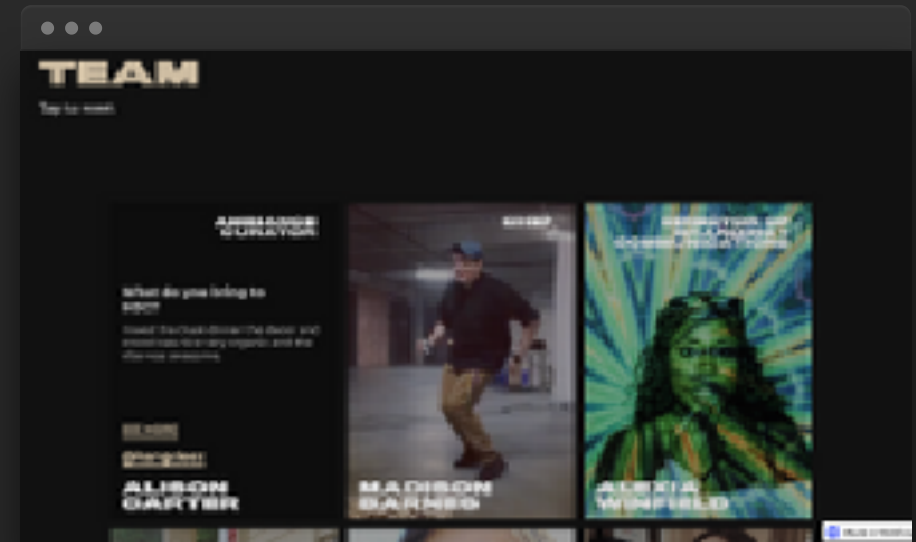
- mission
- vision
- process video
- ticket explanation
- join us



told by ora

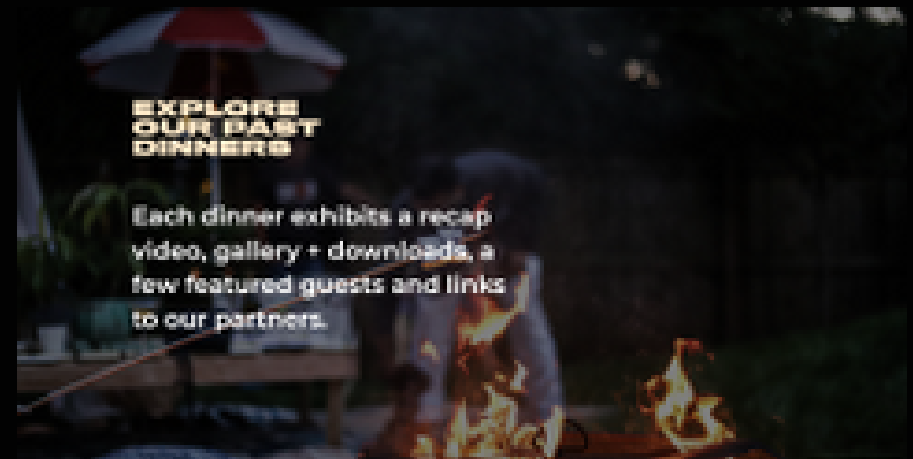
humans

- meet the homies
- featured guests



told by ora

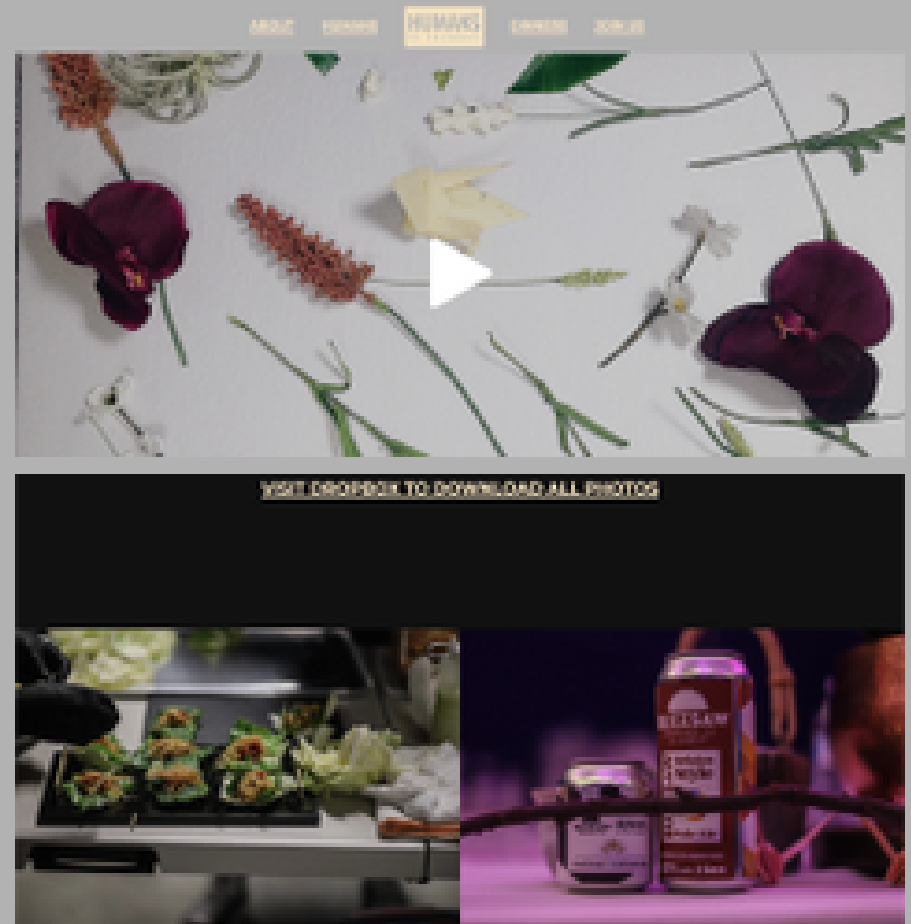
Past Dinners



told by ora

Dinner Collection Elements

dinner details, featured human, partners, join
us



told by ora

"join us" form layout

- what info is necessary to screen guests vs collect later in process?

EMAIL

FIRST NAME

LAST NAME

PRONOUN
☐ She/her ☐ He/him ☐ They/them

INSTAGRAM HANDLE

PHONE NUMBER

SUBMIT



- changes to make
- questions/concerns from walkthrough
- how to use CMS
- timeline dependent on today's conversation



Business Goals for HOC site

what is the current business model?

- SEO
- future direction
- main users of site/current assumptions
- guest list strategy



told by ora

what searches on google do you hope will
bring up HOC as a result?



told by ora

Hypothetical Use Cases

1. ticket sales
2. educate prospective guests
3. showcase previous guests/dropbox
4. ?? attract future partners ??
5. ?? local networking ??



how will we know

- conversion rates
- ?????



told by ora