

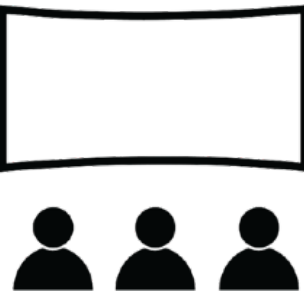
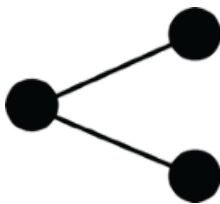
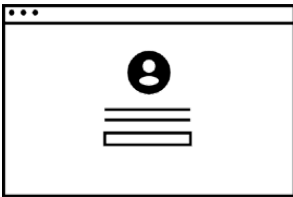
Audience Journey

01. LEARN

02. COMPARE

03. SHARE

04. EXTEND



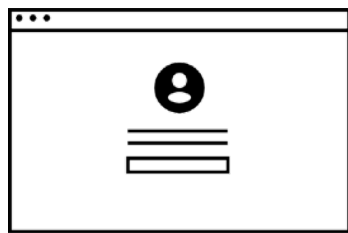
Pre-festival

Festival

Post-festival

Audience Journey

01. LEARN



Action

People learn about VIFF and its films

Painpoint

Scattered information about films and festival operations makes it challenging for newcomers to engage.



Pre-festival

Festival

Post-festival