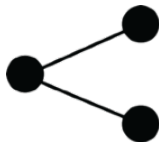


Audience Journey



03. SHARE

Action

Prompt friends to experience the festival with them.

Painpoint

Individuals often struggle to coordinate their busy schedules to attend events together.



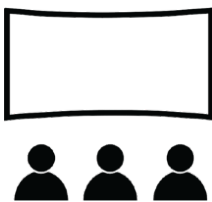
Pre-festival

Festival

Post-festival

Audience Journey

04. EXTEND



Action

Continue their experience by attending VIFF events hosted after the festival.

Painpoint

If members receive email updates they aren't curated to their personal preferences.



Pre-festival

Festival

Post-festival