

Process Flow: Example member sign-up



Season Announce Landing Page	Booking info	Membership plans	Sign-up form	Confirmation page
<p>Notes</p> <p>User lands on page from frequent-booker announcement email</p>	<p><i>The booking page presents a variety of helpful links</i></p>	<p><i>A page showing a range of member plans</i></p>	<p><i>A customer sign-up form that tags user with membership</i></p>	<p><i>Landing page when user clicks link in email</i></p>
<p>Content overview</p> <ul style="list-style-type: none"> Programme listing Promoted events Interview with X musician 	<ul style="list-style-type: none"> Online booking discount Booking FAQs Group and Package booking details 	<ul style="list-style-type: none"> Overview of membership benefits Prices 	<ul style="list-style-type: none"> Qualifying statement Link to terms and conditions Short privacy statement 	<ul style="list-style-type: none"> Thank you Promo for Season listings Update my details
<p>Attitude/motivation</p> <p>User typically shows high levels of engagement here, wanting to browse programme</p>	<p>Lots of information here won't be relevant to everyone. User will be quickly impatient if not finding relevant info.</p>	<p>User is engaged, but will easily be overwhelmed by benefits. Wants to easily compare. Avoid decision fatigue</p>	<p>Impatient and frustrated</p>	<p>Looking to leave the site so ensure that user does not miss season listings</p>
<p>Call to action</p> <p>Prominent call to action on Ways to book during the Priority period</p>	<p>Sign-up for our Members discount and Priority</p>	<p>Sign-up now and book now</p>	<p>Check your email for confirmation</p>	<p>Thank you. Don't miss anything campaign link</p>

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Notes				
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Attitude/motivation				
Call to action				