#### **USER JOURNEY - BOOKING FUNNEL**

What's available + for how much:
PIZZA AND PLAY (core brand concept)
- book online to get bonus play points

## Get an idea of pricing/ package line logic and themes

#### Get an idea of add-ons

(themes - sports, etc; categories - "extra snacks" "desserts" "celebration items" "gluten-free" "party favors" "extra play")

\$50 deposit required to reserve, do it all online quickly (refundable as credit only)

# When it's available: LOOK FOR IDEAL TIME

reserve

#### **Check calendar**

get started

(calendar displays busier times, max # available, in-context promos - required packages for time slot options, like taking over store slot)

Contextual - (optional) enter # adults + kids (clearer guest count policy; or place a hold and use

Invitation Assistant)

#### **RESERVE FOR FINITE # OF GUESTS**

Create account (e-mail/ password or Facebook)
Pick a package/ add-ons

(add-ons are categorized, condensed, all on one page - total cost calculated when each is selected; promo discounts displayed in more visible cart area)

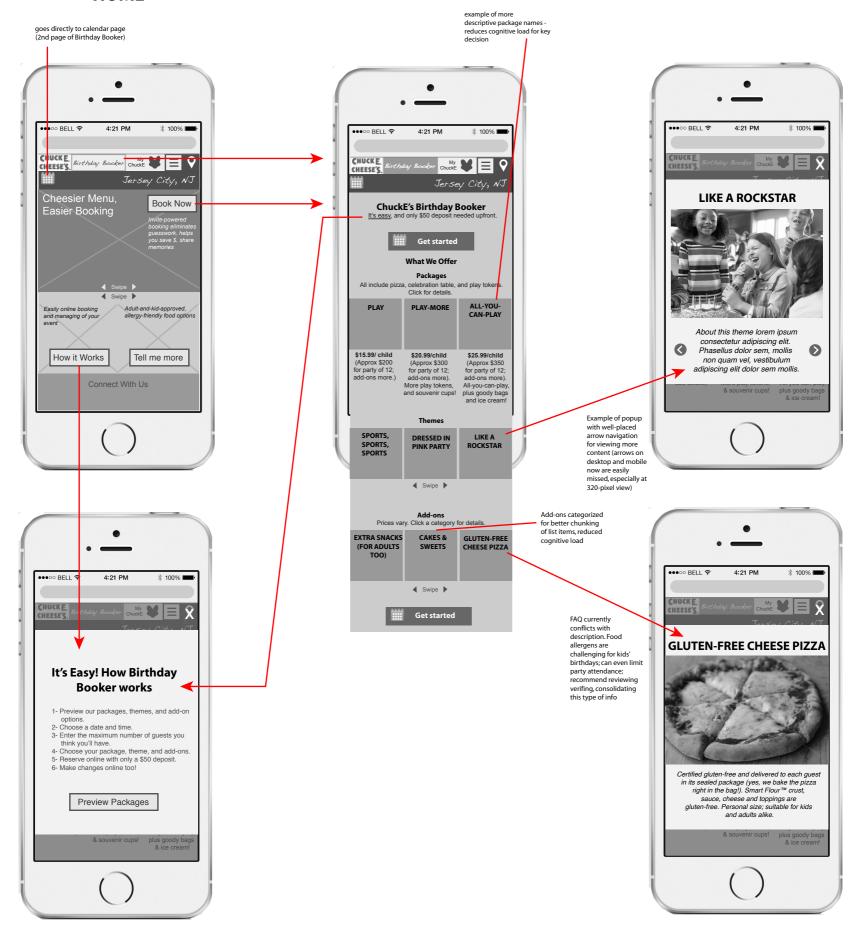
(or)

#### **USE INVITATION ASSISTANT**

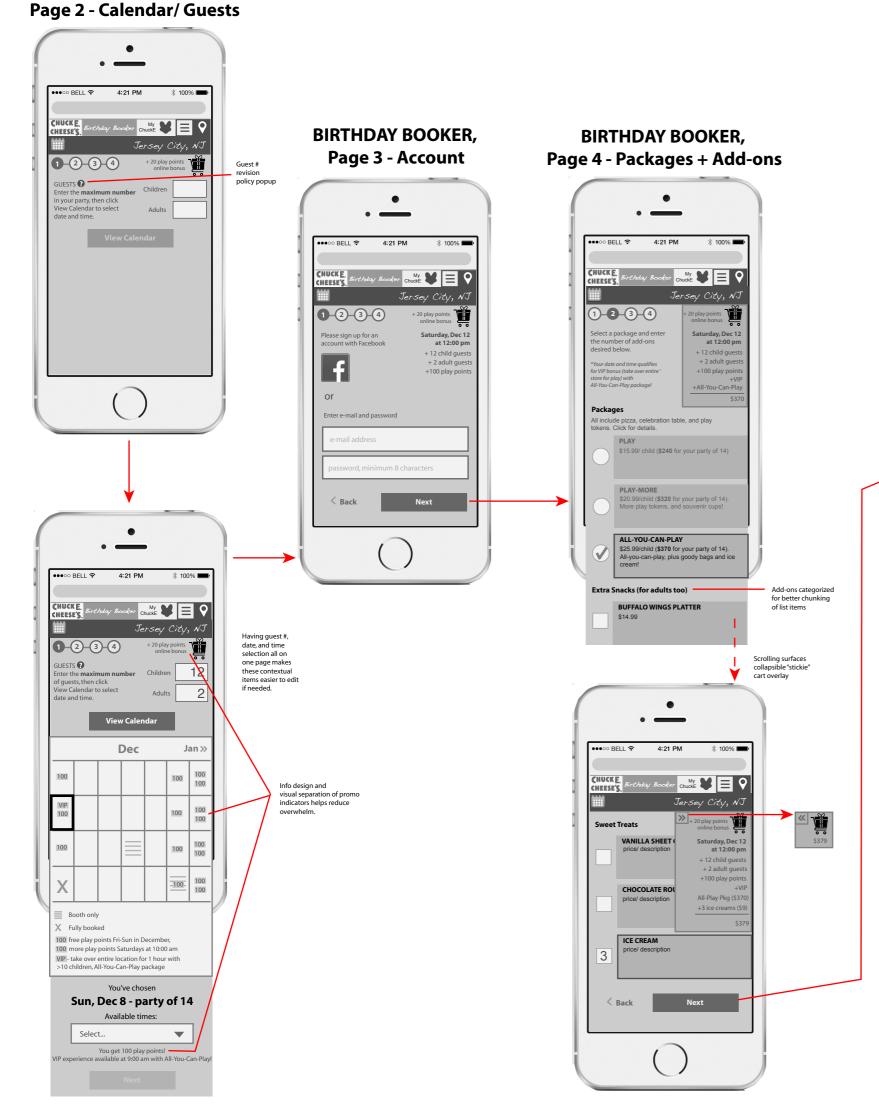
Choose date/time, Invite guests, have system suggest package/ menu for RSVPs

#### **HOME**

# BIRTHDAY BOOKER LANDING



### BIRTHDAY BOOKER,



#### **REMAINING BIRTDAY BOOKER SCREENS**

