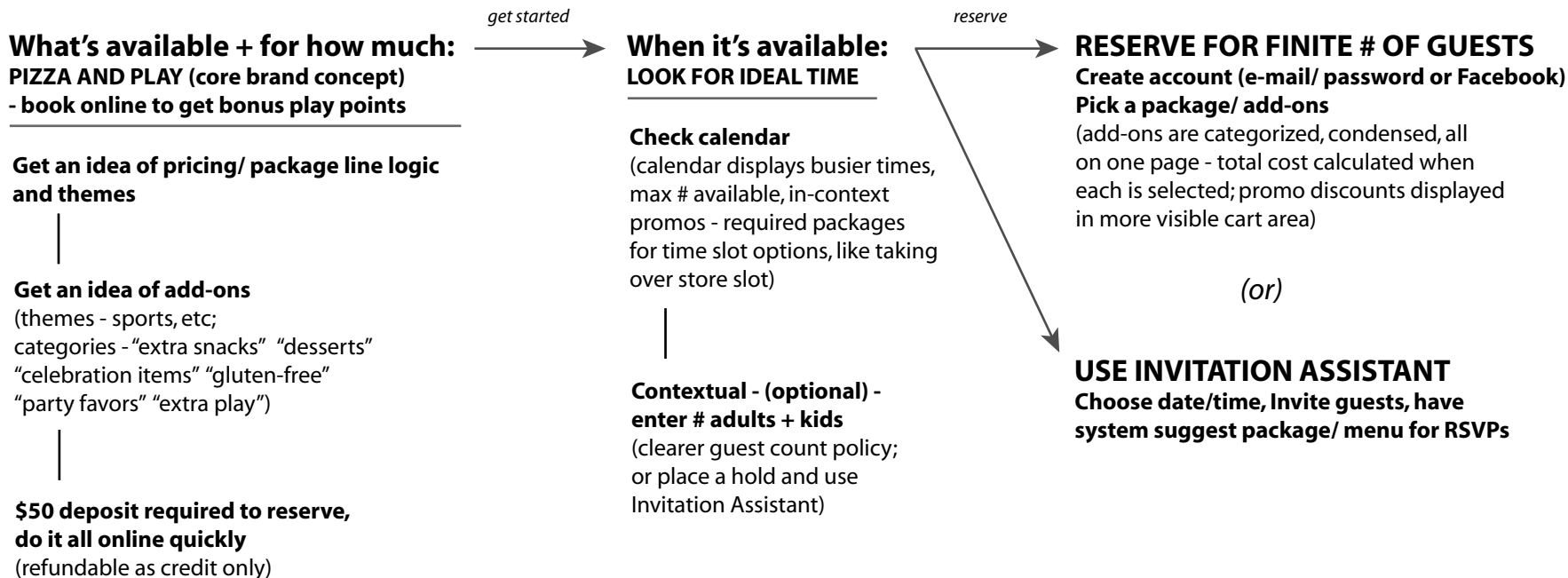
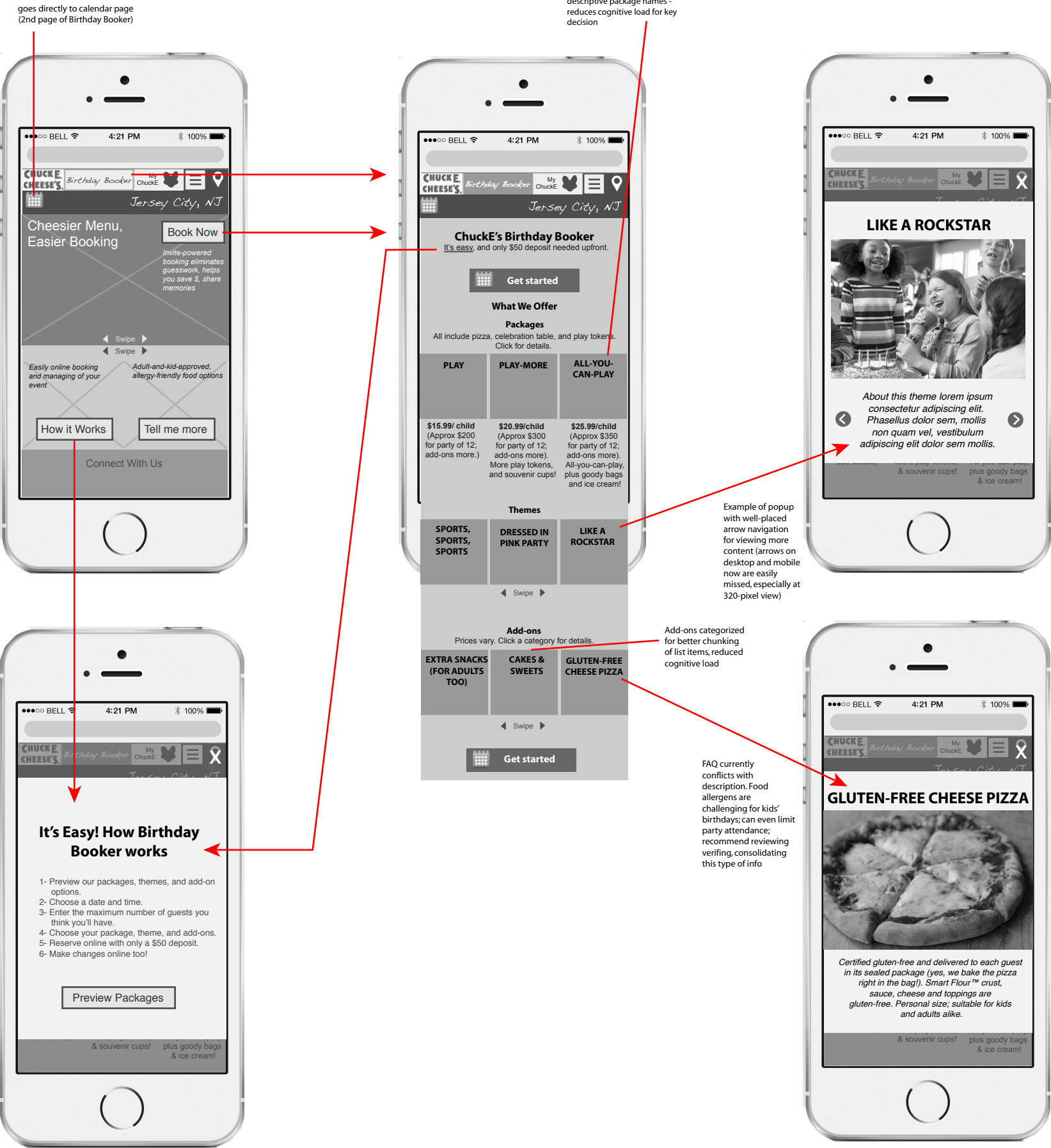


## USER JOURNEY - BOOKING FUNNEL

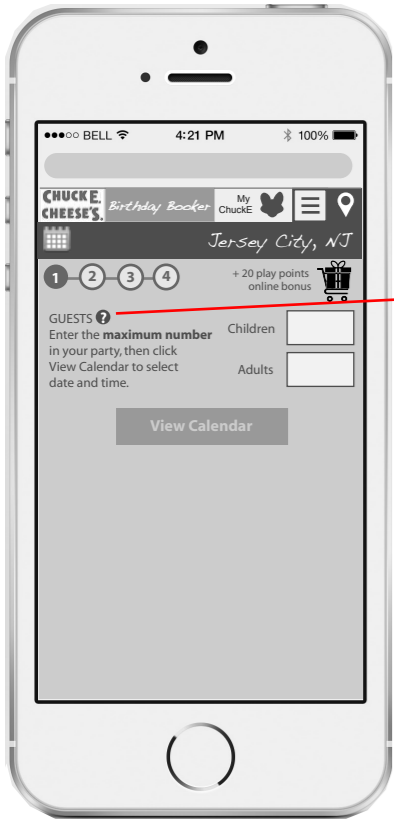


BIRTHDAY BOOKER  
LANDING

HOME



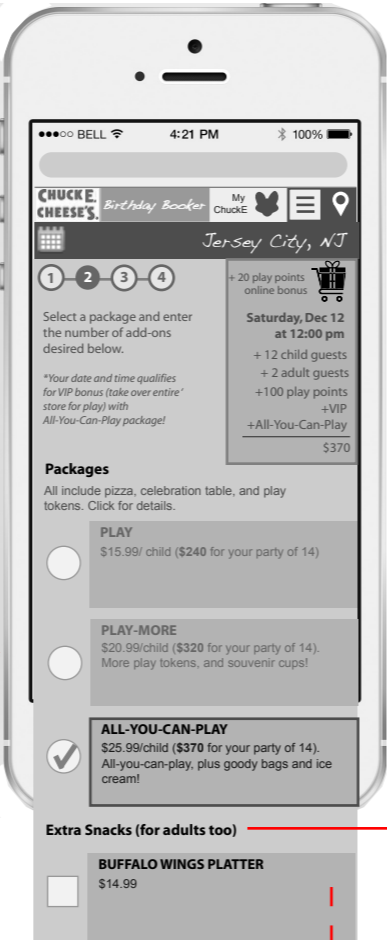
BIRTHDAY BOOKER,  
Page 2 - Calendar/ Guests



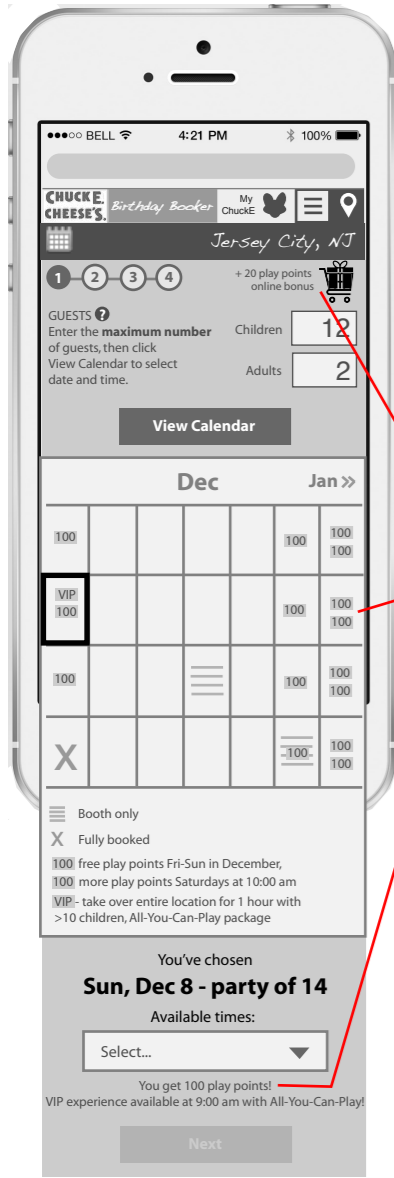
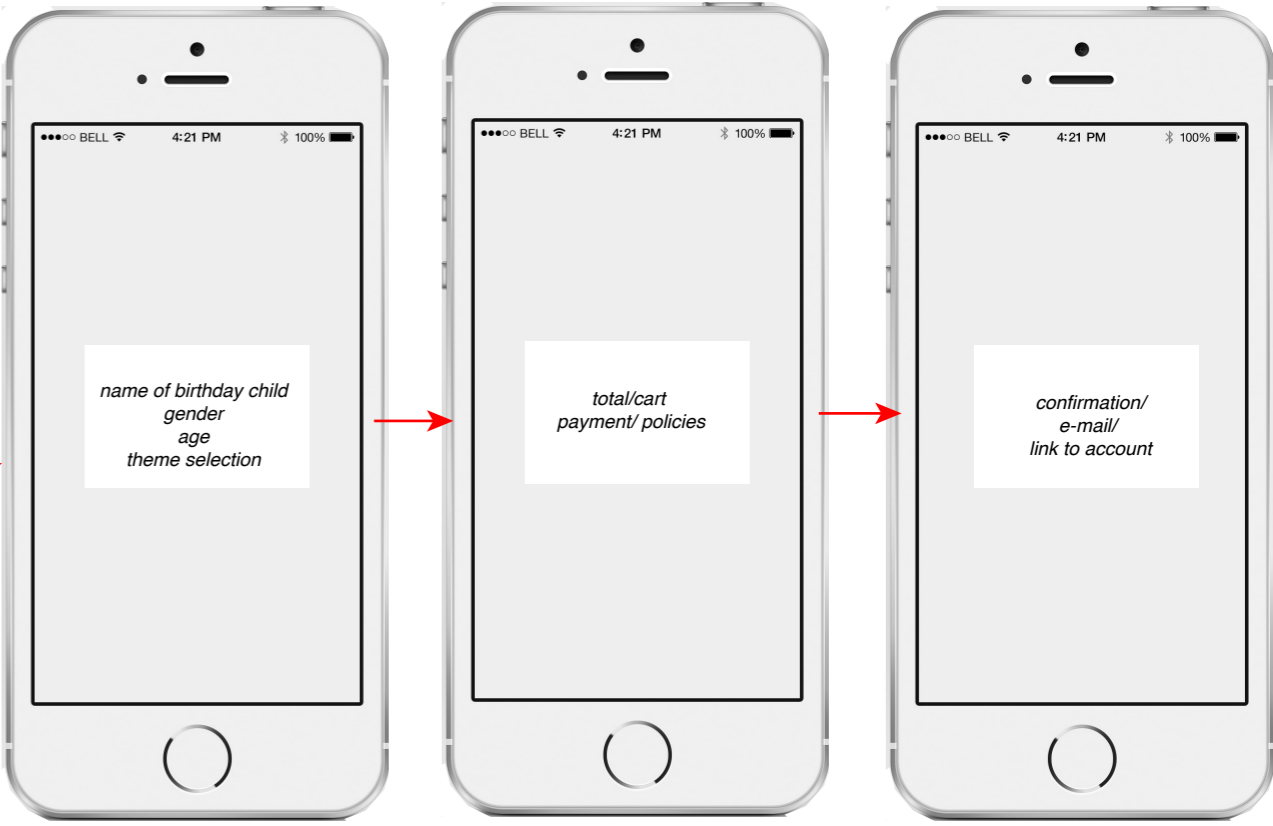
BIRTHDAY BOOKER,  
Page 3 - Account



BIRTHDAY BOOKER,  
Page 4 - Packages + Add-ons



REMAINING BIRTHDAY BOOKER SCREENS



Guest #  
revision  
policy popup

Having guest #,  
date, and time  
selection all on  
one page makes  
these contextual  
items easier to edit  
if needed.

Info design and  
visual separation of promo  
indicators helps reduce  
overwhelm.

Add-ons categorized  
for better chunking  
of list items

Scrolling surfaces  
collapsible "stickie"  
cart overlay

