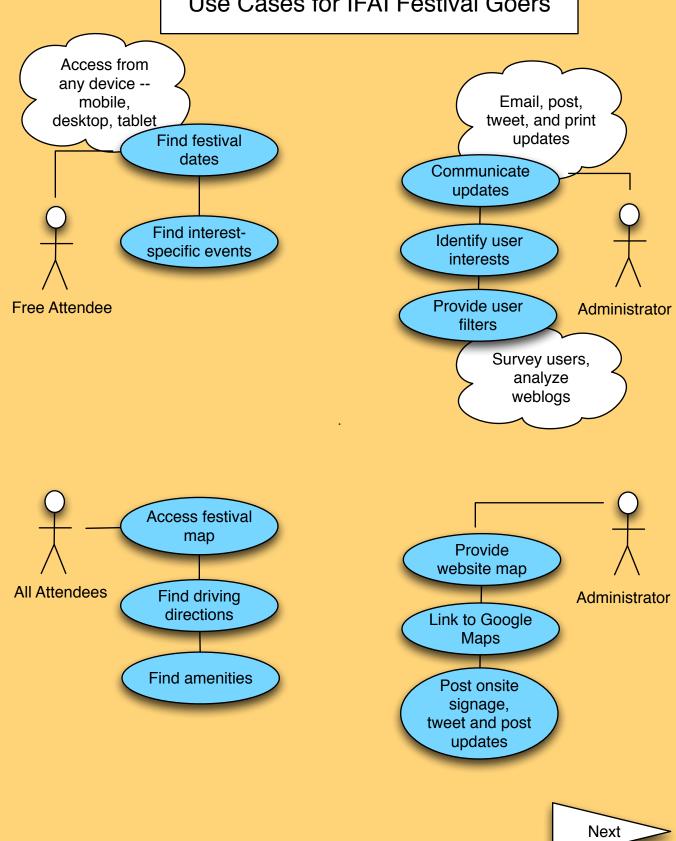# Use Cases for IFAI Festival Goers

Access from any device -- mobile, desktop, tablet

- Find festival dates
- Find interest-specific events

Free Attendee

Email, post, tweet, and print updates

- Communicate updates
- Identify user interests
- Provide user filters

Administrator

Survey users, analyze weblogs

All Attendees

- Access festival map
- Find driving directions
- Find amenities

- Provide website map
- Link to Google Maps
- Post onsite signage, tweet and post updates

Administrator

Next

Use Cases for IFAI Festival Goers

Paying Attendee

- Find ticket prices
- Find event descriptions

Administrator

- Display ticket prices on website
- Display event descriptions
- Post, tweet updates

Idea & Tour Attendees

- Obtain program updates
- Find event descriptions

Administrator

- Display ticket prices on website
- Display event descriptions
- Post, tweet updates

Next

Use Cases for IFAI Festival Goers

Weekending Families

- Find family-friendly events

Administrator

- Optimize SEO for festival website
- List festival in local event directories
- Post, tweet updates

Festival Donor

- Donate online
- Obtain fundraising status updates
- See how my contributions are spent

Administrator

- Provide for online donations
- Post, tweet, and email updates
- Post online reports