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# REGISTRATION WORKSHOP

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PRESENTED BY



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# REG INITIATIVES WORKSHOP



Chelsea Long  
PRODUCT MANAGER

## REGISTRATION VISION 2018

- Athlete Profile Unification
- Registration Experience
- Event Administration



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SR. UX DESIGNER

There are multiple places to access & manage data



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# ATHLETE PROFILE UNIFICATION

- One destination for ALL account management
  - Merging CTLive & Athlinks profile functionality
- Provide a slim and seamless user experience
  - Pre & Post Registration
  - Pre & Post RaceDay
  - Email Communication
  - Directives for Account Login

TODAY

The Athlete facing race experience is managed across multiple services



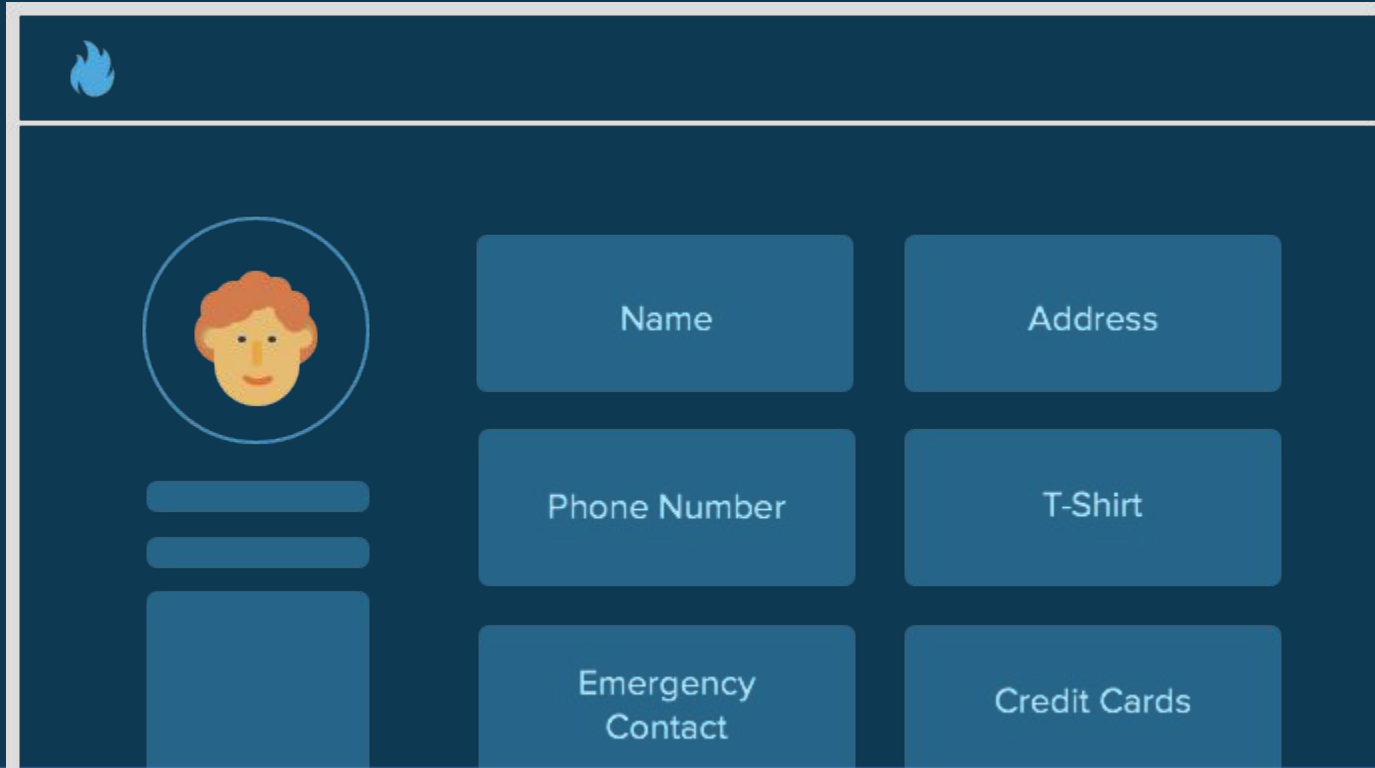
PROGRESS

Merging CTLive & Athlinks profile data



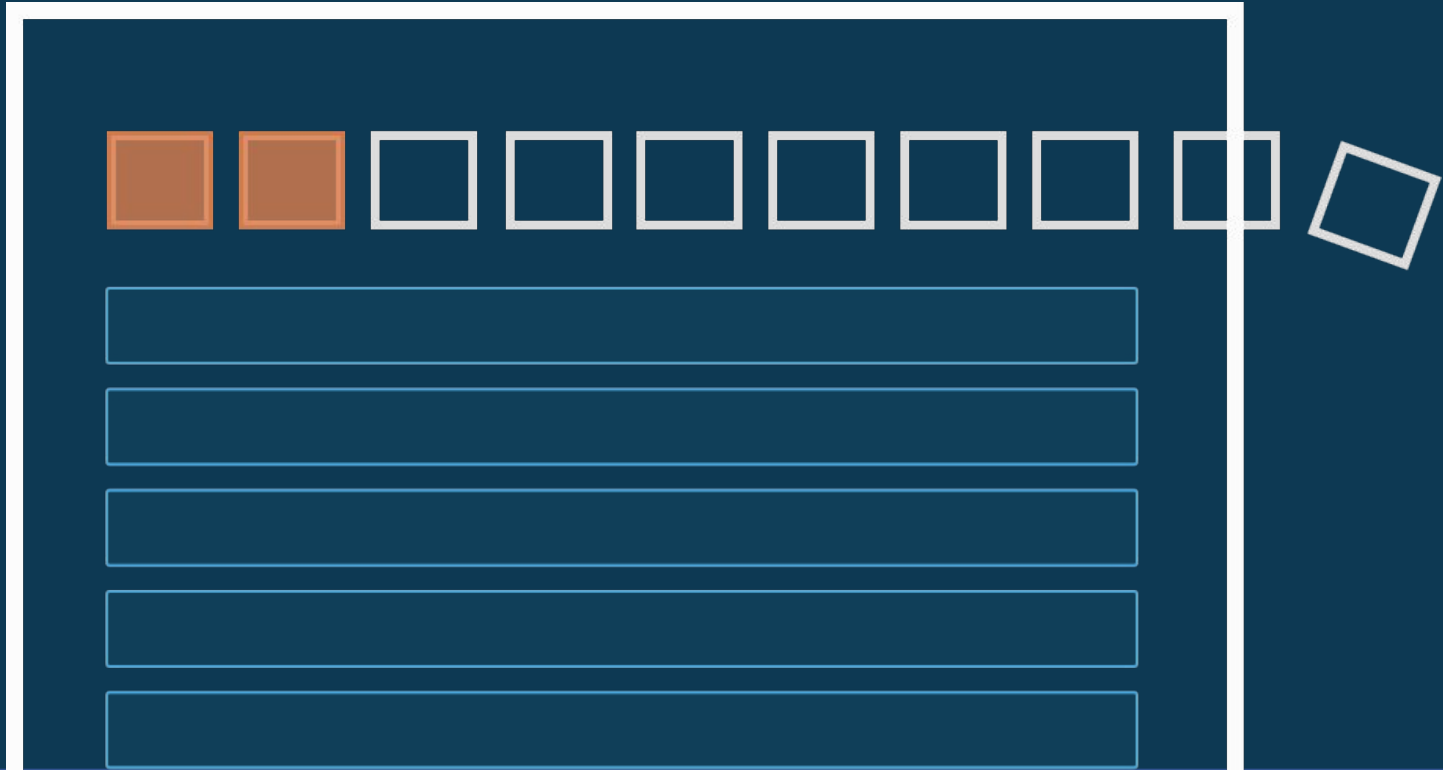
# TOMORROW

One destination that provides a unified, seamless Athlete experience



TODAY

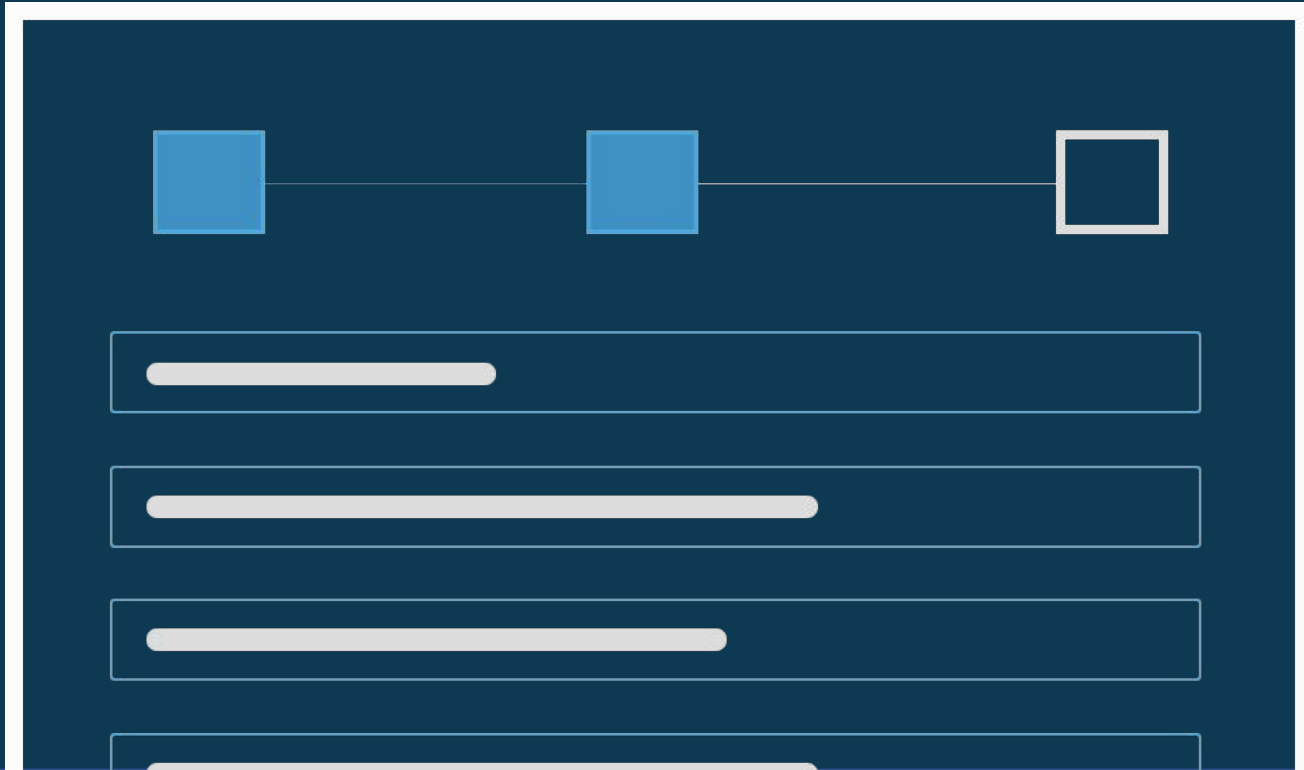
Multiple slides and too many clicks to register





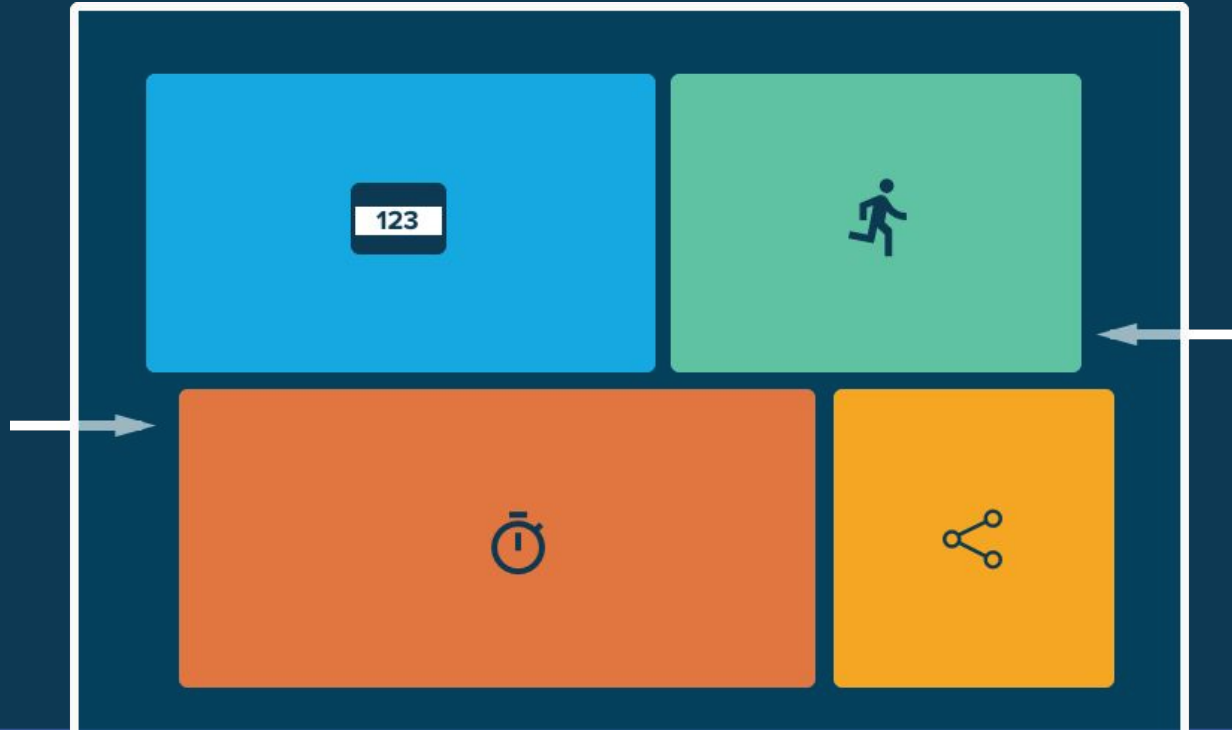
2018

Simplify the athlete registration process



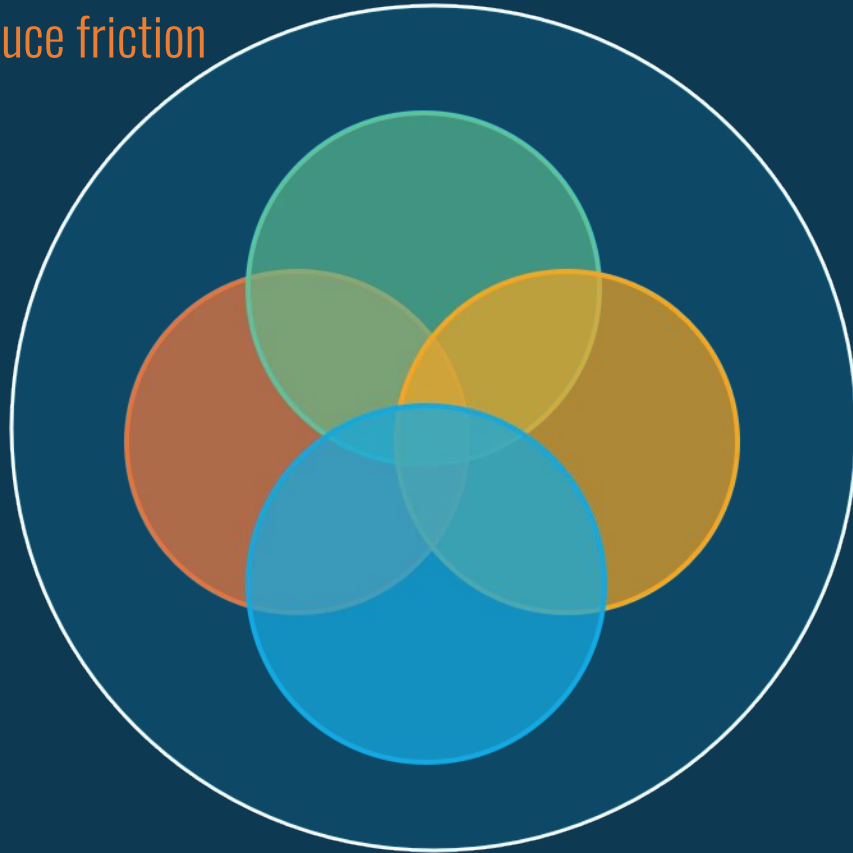
TODAY

Multiple platforms serving multiple purposes



# THE FUTURE

Unify the parts to reduce friction



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# REGISTRATION UX LABS

- 1:1 Interviews
  - 15 minutes sessions
  - Uncover the jobs to be done around event management
  - Sign up sheets are posted outside of BOARDROOM WEST



**QUESTIONS?**

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**THANK YOU!**

