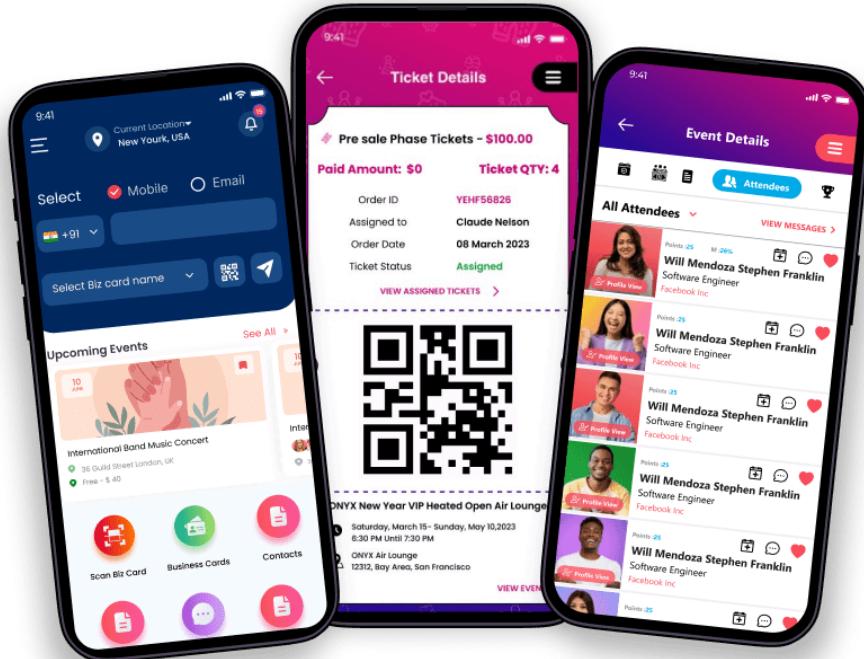


# 7-Day OPS Diagnostic Mini Case Study Sample

Event Marketplace – Event Creation Workflow Audit

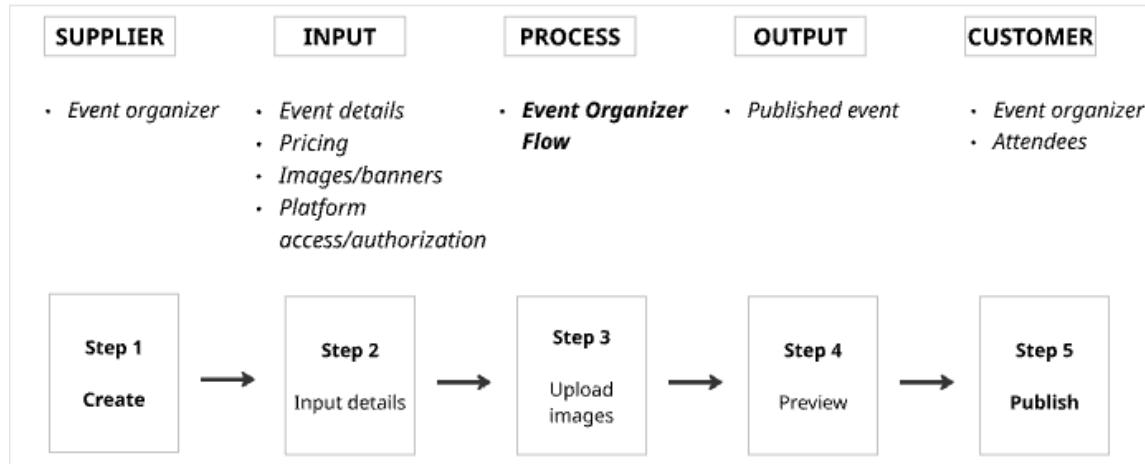


## 1. Case Overview

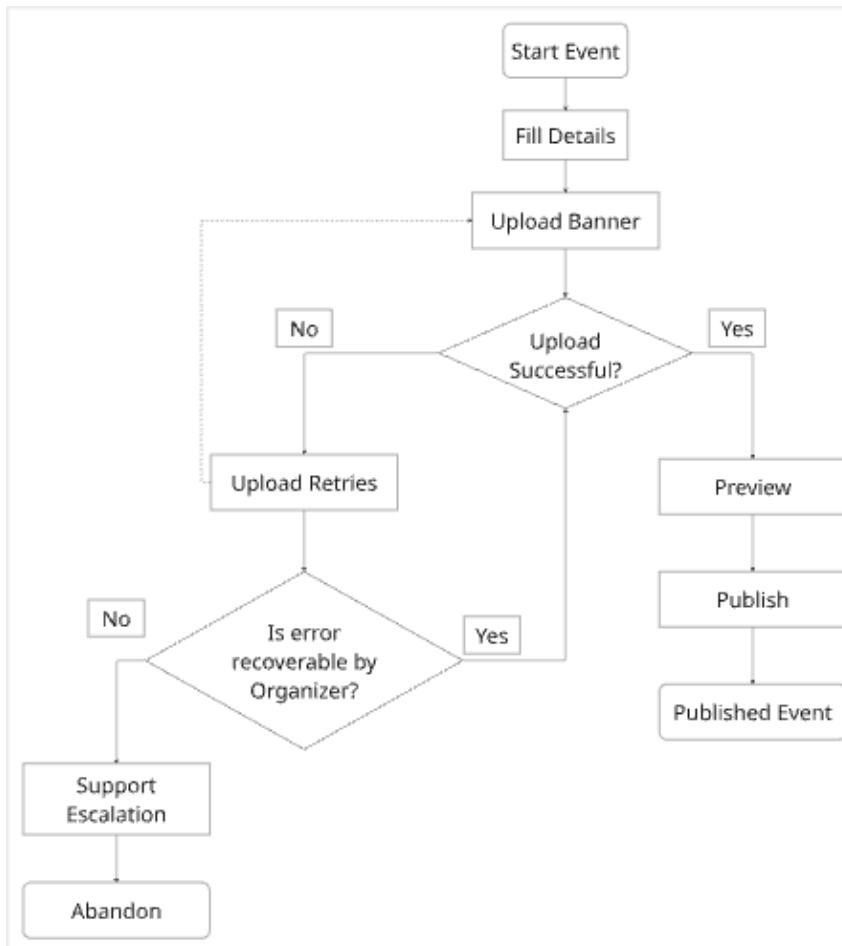
A fast-growing event marketplace noticed that event organizers were taking too long to create events — and many abandoned the process midway. Complaints appeared random, making the real issue hard to trace.

Workflow audited: **Event Organizer Flow** — creating an event on the platform.

## 2. SIPOC Summary



### 3. As-Is Workflow Diagram

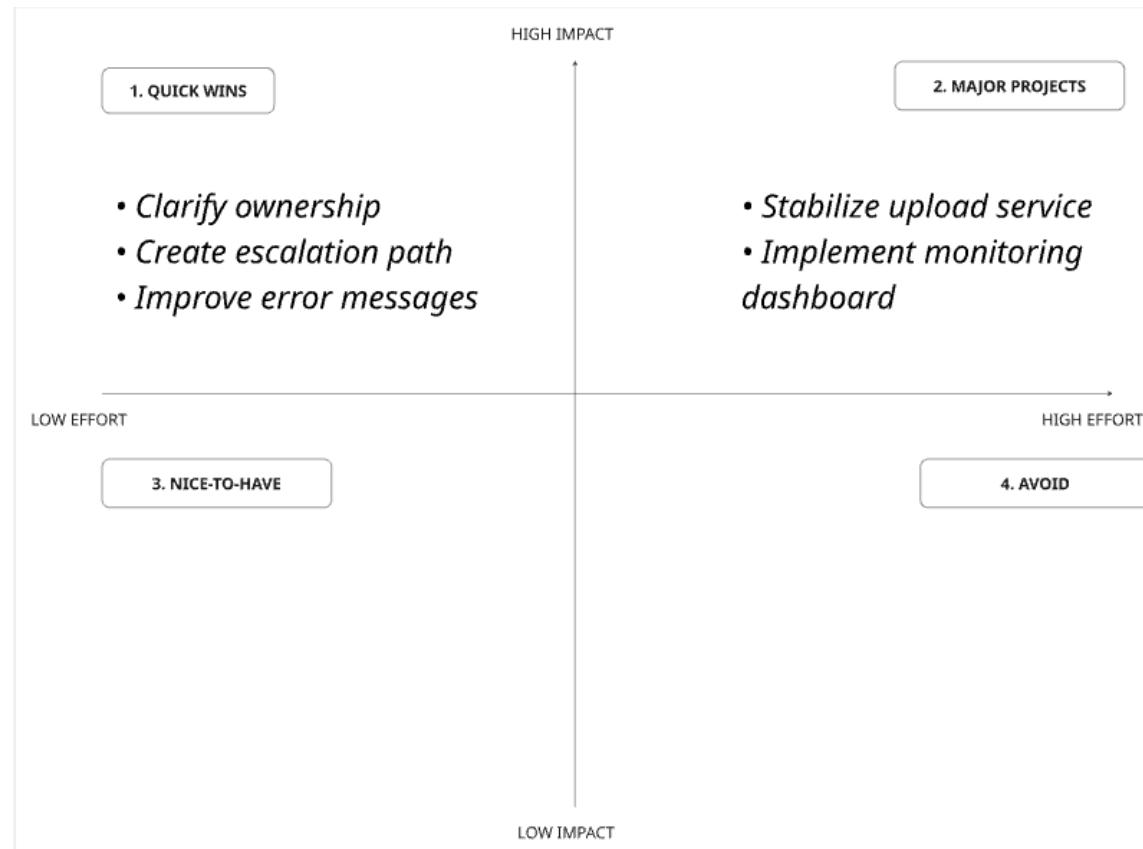


### 4. Issues Identified

- Event creation flow contained unnecessary steps.
- Image/banner upload failed intermittently.
- Upload retries required multiple attempts.
- Support lacked tools to resolve upload failures.
- Ownership of upload bug unclear across Product/Ops/Support.
- Escalation path unclear.
- Preview step required reload after failed upload.
- Organizers unclear on image size/format requirements.
- Auto-save did not function consistently.
- Platform error message too generic ("Upload failed")
- No monitoring dashboard for failed uploads.
- Product team unaware of scale of the issue.

- Support ticket tagging inconsistent → poor reporting.
- No fallback option for upload failure.
- Delay directly increased event abandonment rate.

## 5. Priority Matrix



## 6. 30-Day Mini Roadmap

- Week 1 – Clarify ownership & define escalation workflow.
- Week 2 – Fix upload retry logic; improve error messages.
- Week 3 – Implement basic monitoring dashboard.
- Week 4 – Validate improved flow with real organizers; finalize SOP.

## 7. Scope Disclaimer

This engagement is an audit-only service. No implementation, no redesign of product features, no SOP rewriting, and no tool setup are included.

Deliverables focus strictly on clarity, root-cause identification, and prioritized next steps.

## 8. Expected Impact

Based on similar marketplace audits, the expected measurable improvements after applying the 30-day roadmap are:

- Reduce event creation abandonment rate by ~15%.
- Decrease banner upload-related support tickets by ~20–25%.
- Improve time-to-publish for event organizers by an estimated 10–15%.
- Increase issue traceability to near 100% through clear ownership and escalation.

Overall Expected Outcome: With stabilized upload flow, clarified ownership, and a unified escalation path, the marketplace is projected to reduce event abandonment by approximately 15% within 30–60 days — without new hires or major rebuilds.