

## Do, be, feel table

This document was predominately written with support from the client, so most of the perspectives are client perspectives. Added another perspective from the contact, who is really the other main stakeholder in the equation.

Who	Do	Be	Feel
User (predominately the client)	I want the CRM to keep a record of how my contacts relate to each other and supply this information as a visualisation	<ul style="list-style-type: none"> <li>• Easy to use</li> <li>• Very intuitive</li> <li>• Visual</li> </ul>	<ul style="list-style-type: none"> <li>• Low or no frustration</li> <li>• Highly convenient</li> <li>• I want it to feel exciting to learn more about my contacts and their relationship context (e.g. how their professional roles relate to one another for work colleagues)</li> </ul>
User (the client)	Enable me to see list of events	<ul style="list-style-type: none"> <li>• Informative</li> <li>• Easy to scroll through, with events being searchable by title or description or even through a particular contact or occasion</li> <li>• Potentially all event summaries on one page only</li> <li>• Events load quickly; so high availability too</li> </ul>	<ul style="list-style-type: none"> <li>• I want to feel like I know everything about upcoming events</li> <li>• ...and to feel organised, I want to feel prepared and in control of my schedule</li> <li>• and empowered/motivated /relaxed because in I am control</li> </ul>
User (the client)	The app should send invitations to my contacts	<ul style="list-style-type: none"> <li>• Fast, not fiddly</li> <li>• Should already have information about all contacts</li> <li>• I want to be able to record a proposed event's title, description, place and time</li> <li>• I should be able to choose multiple contacts to send same invitation to when writing an invitation</li> </ul>	<ul style="list-style-type: none"> <li>• I want the invitation process to feel easy and not require multiple steps like multiple clicks</li> <li>• The app should feel easy to use and intuitive, fast and not cause frustration</li> <li>• It feels convenient to send an event to multiple contacts at once, not heaps more steps involved compared with having a single recipient</li> </ul>
User and their contacts	The app should help me maintain positive and connected relationships with loved ones, friends and colleagues	<ul style="list-style-type: none"> <li>• Something that helps me to remember the key events in my life</li> <li>• Facilitates my being able to mentally dump relationship to-dos, like making a repeat catch up date</li> <li>• Sends me reminders to contact people in a formal way so that you don't grown more distant</li> </ul>	<ul style="list-style-type: none"> <li>• Connected</li> <li>• In control of what's happening socially</li> <li>• Less stressed by having to remember key events</li> </ul>
Contacts	Receive an invitation to an event which ideally creates a way from me to make a record of the event in a separate app, i.e. an ical file in my own email inbox	<ul style="list-style-type: none"> <li>• Easy to use with a digital calendar app if I don't personally use Citrus Contact</li> </ul>	<ul style="list-style-type: none"> <li>• Friendly</li> <li>• Easy to engage with</li> <li>• Convenient</li> </ul>