











MSBoston 2014 Delegate Experience Map

STAGES	Event Registration	Preparation	Arrival & Orientation
DOING	<div><div>Forms</div><div>Payment</div><div>Status Confirmation</div></div>	<div><div>SkyTeam Travel Agency</div><div>Create Presentation</div><div>Itinerary Planner</div></div>	<div><div>Logan Airport</div><div>Currency Exchange</div><div>City Tour</div><div>MSBoston Mobile</div></div>
THINKING	<div>How much does registration cost? Are there different packages? Is there a deadline for registration? Should I register online or on site?</div>	<div>How do I get to Boston? What research do I have to present? Is my research relevant? Which events do I want to attend?</div>	<div>How do I get to the hotel? Where can I exchange money? What can I see in Boston? How can I keep track of the event?</div>
FEELING	<div>The clarity of the registration page pleases me and puts me at ease. I am proud to be a member of this privileged, professional group.</div>	<div>Travel plans can be frustrating. I am glad to have BI's resources. They are considerate of my time. My research takes precedence.</div>	<div>I appreciate the thoroughness of the event. Exhibition and Meeting spaces are well-organized. BI's foresight speaks to my needs. I am well-informed and prepared.</div>

