### [Together Culture](http://www.togetherculture.com)

Case Study

### Together Culture is a Community Interest Company that gathers a membership community united in their desire to help create a more equitable and ecological creative economy. It provides facilities, creative leadership and entrepreneurial skills development, momentum, structure, and resources for people to come together and make change happen.

The company aims to transition from their current manual system for managing customer data to a digital Customer Relationship Management (CRM) solution. The following are their requirements:

* Data mine and look at people coming into the funnel and progressing through our Community Journey.
* Create appropriate tags and searches which both appear on the dashboard and are searchable in a relational database to identify activity trends from which we can surmise insights about behaviour.
* All users should be able to log into a password protected members-only area
* An administrator can add members once they’ve signed up via our website (this is something our helpers team could do) and indicate predominant interests at the beginning of the relationship: caring, sharing, creating, experiencing, working. We aim to see how that shifts as members settle into the community.
* An administrator should be able to differentiate between membership types (Community Members, Key Access Members, Creative Workspace Members)
* An administrator should be able to search for individual members and non-members to see all of the events and visits they’ve made to Together Culture
* An administrator should be able to search specific events or time periods to see how many guests we had, and who those guests were
* An user should be able to express their interest to become a member by creating a profile that is then authorised by an administrator.
* A member should be able to view and book onto our full series of digital content modules
* A member should be able to see a dashboard view of the benefits that they are using and benefits they have not utilised. To deliver a sense of value.
* A member should be able to see the information they contributed about their interests and intentions as a member when they join and in orientation.

The company also has some “nice to have” requirements:

* A member should be able to see suggestions about events and activities that they might enjoy based on data gathered by the CRM from past experiences.
* A member should be able to see the digital connections board: things people need and things people would like to offer as part of our timebank and skills library.
* A member should be able to view member documents and chat with each other online (eventually we just have one go-to online members’ area)

User stories

User types external: Community Members, Key Access Members, Creative Workspace Members

Usertypes internal: admin and helpers?

As marketing user (admin) I need admin access to manage campaigns

As operations manager(admin) I need to manage resources so that rooms are ready events

As a member I need to see my booked activities in the calendar

As a member I need to change my payment details so that I can stay active

As a member I should be able to view and book onto the full series of digital content modules

As a member I should be able to log into a password protected members-only area so that I can update my preferences

As a member member I should be able to see a dashboard view of benefits I am using and benefits not utilised

As a member I should be able to see the information they contributed about my interests and intentions when I they join and in orientation

As a member I need to view the data which together culture has on me and how they use that data

As a member I need to view planned community events

As a member I need to be able to end / edit my membership when I want

As a member I should

be able to see suggestions about events and activities based on previous experience

be able to see the digital connections board

be able to view member documents

Be able to chat online with other members

As a prospective member I should be able to express interest to become a member by creating a profile that is then authorised by an administrator

As an administrator I need to search for individual members and non-members to see all of the events and visits they’ve made to Together Culture

As an administrator I need access to the database so that I can identify activity trends from which we can surmise insights about behaviour

As an administrator, I need to be able view information about members

As an administrator, I need to be able to suspend, remove, ban and edit user’s memberships

As a creative workspace member,I need to see which workspaces are available

As a creative workspace member,I need to see when the workspaces are open and when they are booked up

As a user I need to view the benefits I am using

As a user I need to view the benefits I am not using

As an administator I need to view which members have been to which event

As an administrator I need to be able to differentiate between different membership types

As a member I need notifications on upcoming events and important information