Hopes and Fears

10 minutes

Use this activity to gain an understanding of goals, hopes, and fears.

Hopes

Feeling welcome

Smooth teamwork

Contributing in manageable ways

Reach many parts of the community - new voices and persepctives

Fears

Lots of work

Getting Started

Getting started in MURAL

ADD ELEMENTS

- **Add sticky notes** by double clicking on the mural
- **Add text and other elements** by dragging them from the sidebar
- **Add images** by dragging them in from your computer
- **Add links and other files** by pasting them into the mural (⌘ + V)

EDIT ELEMENTS

- Double click Sticky Notes, Text Boxes and Titles to edit their text
- Right click any element for more options

NAVIGATE THE MURAL

- Pinch to zoom in and out
- Two finger swipe to move around
- Check Zoom Settings if you're using a mouse

Problem Statements

We recognize that the new member experience could be improved, and we need a way to ensure that new members feel welcome, are able to contribute, and inspired to return.

5 minutes

Persona 1: New member new to tech field

Persona 2: Repeat member

Persona 3: New member w/ lots of tech experience

Empathy Map

30 minutes

Use this activity to gain an understanding of how new members think, feel, what they do and say.

Says

Thinks

Does

Feels

Engaged

Not engaged

Developing skills

Give Back

Connection

Nervous

Positive feelings

Intimidated

Frustrated

Parking Lot

Who are the other stakeholders and partner?

Great diversity, naturally

If we spent more time on the recruiting, what could happen?

How can we keep people up to date and enable them to jump back into a project after being away for a while

Design Thinking: Starting a Project / Pitching a Project (How do we hear about needs in the community? And make it easy for gov / community leaders to pitch to us / ask for our help)

How to recruit more regular volunteers that are also government officials

Not being able to engage very specific skillset on the spot

Some people start following the meetup, and don't attend for a few months

It would be nice to have new members that have skills like project management and communications

Empathy Map

Use this activity to gain an understanding of how new members think, feel, what they do and say.

Persona 3: New member w/ lots of tech experience

1 Reference Materials / Wanting to see visual status

4 Figuring out what to work on

2 Project Info

3 Scheduling/Productivity / Organization

8 Skills & Utilization + Time

Says

Thinks

Does

Feels

4 Starts to contribute in some way

2 Onboarding

Learning

Chill

Stoked

Let down

Struggling

Empathy Map

Use this activity to gain an understanding of how repeat members think, feel, what they do and say in the context of onboarding new members.

Why are you here?

Getting to know you chit chat

Specific project convo

Call to action

My mission

How to get someone involved

Is the new person worth investing time in?

Unfamiliarity w/ the group

Unsure of new person duties

Persona 2: Repeat member

Says

Thinks

Does

Feels

This is a title...

Introduces

4 Shares onboarding resources

Works on their project

Sits with people they know

Thankful / Optimistic

Part of the Group

Project progress

Problem Statements

We recognize that the new member experience could be improved, and we need a way to ensure that new members feel welcome, are able to contribute, and inspired to return.

Big Ideas

30 minutes

Persona 1: New member new to tech field

Persona 2: Repeat member

Persona 3: New member w/ lots of tech experience

Connection

Buddy

Networking

Developing skills

4

Tutorials and skill development sessions

Constraints = ★ ★
Fewer decisions to make

4 Shares onboarding resources

Communications, onboarding tools

Guide / Bite-sized tasks to get started

8 Skills & Utilization + Time

Visibility of project activity and actionable needs

Human Resources

4 Figuring out what to work on status

Match making

Digital pre-work