



## Leah's User Journey

### Sign up for membership

	Awareness	Research & Consideration	Sign up for membership	Follow up
Action	Search on web	Arrived on our website Read articles	Fill up membership form	Receiving newsletters Send feedback
Typical Questions	Which organization should I belong to?  How do I find organization good fit for me?  What does this organization do?	What have they accomplished?  Who is receiving benefits from this organization?  What subjects they cover?	What benefits will I receive by doing this?  I want to make sure there's no too much burden.	How/when do I get contact from this organization?
Emotions/Feelings	Curious Enthusiastic Engaged Keen to rush in	Unsure Subjective Trying to judge	Eager Inspired	Optimistic Nervous Unsure what's happen next?
We need to...	Be present, ensure that we are found.  Give confidence in us as an organization and give them reason to contact us.	Show our past success stories, best practices.  Display info, our history, mission, goals.  Be open, honest.	Get them to really understand what is involved.  Establish good relationship.	Keep them informed with relevant info.  Communicate frequently.  Ask for feedback on how we're doing to ensure the members happy and engaged.
Experience				
Leah said...	"I like to contribute to community. What should I do... let's search on web. There's bunch of local non profit organization"	"This one looks good. Let's see what they are doing."	"They focus on social justice. This is good fit for me."	"They are pretty active. Let's see what is the next event."