



Meeting with IABC(Feb 8 @11 a.m.)

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Needs/ Opportunities

- Clearly highlight the advantages of joining IABC and the different memberships.
- Make the backend easy to use so it is more manageable and less time consuming.
- Easy navigation on the website so people can look for information faster and easily.
- A method for taking payments on the website(for job postings, events etc.)
- Redirect people to information that can be found at the international website.
- Set up 2-way communication from the board to the members and vice versa(blogs, presentations.)
- Let members post stories, blogs etc easily and directly on the website.
- A sign up/ sign in option where members can easily track their events, accreditations etc.
- Create an option where employers can post jobs themselves.

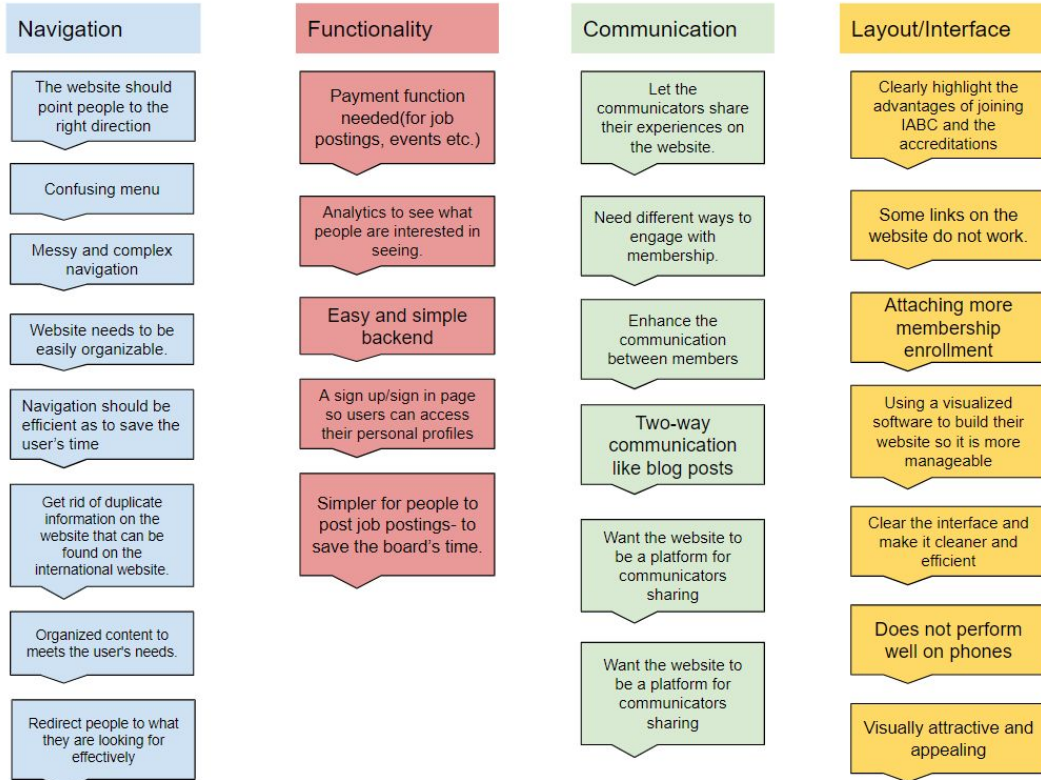
Target Customers

- Communications Professionals(Members):
 - Student/Entry Level: These users want to join IABC to add accreditations to their resumes and build connections to find jobs.
 - Medium level- These users are looking for connections/ opportunities to expose them to leadership roles/experience and also to maintain their accreditations.
 - Senior level- These users are willing to give back to the community by offering their experience and guidance to entry/medium level professionals.
- Organizations who are looking for professionals in communications/ organizations who are going to sponsor events or make donations.

Carryover Customers

- These are customers who are necessarily not our targeted customers but are customers who might still benefit from the website.
- Communicators who are not a part of the regina chapter but might be looking for knowledge/ guidance that IABC may offer(potential members.)
- People looking to gain information on pursuing communications as a profession.

Affinity Diagram - Categories of importance



User Story Maps

<https://landofooo.storiesonboard.com/m/geonosians>