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

Navigation

The website should point people to the right direction

Confusing menu

Messy and complex navigation

Website needs to be easily organizable.

Navigation should be efficient as to save the user's time

Get rid of duplicate information on the website that can be found on the international website.

Organized content to meets the user's needs.

Redirect people to what they are looking for effectively

Functionality

Payment function needed(for job postings, events etc.)

Analytics to see what people are interested in seeing.

Easy and simple backend

A sign up/sign in page so users can access their personal profiles

Simpler for people to post job postings- to save the board's time.

Communication

Let the communicators share their experiences on the website.

Need different ways to engage with membership.

Enhance the communication between members

Two-way communication like blog posts

Want the website to be a platform for communicators sharing

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Layout/Interface

Clearly highlight the advantages of joining IABC and the accreditations

Some links on the website do not work.

Attaching more membership enrollment

Using a visualized software to build their website so it is more manageable

Clear the interface and make it cleaner and efficient

Does not perform well on phones

Visually attractive and appealing

User Story Maps

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