New Member Experience R&D
C4SF Research Team

Members: Carla, John-Michael, James, Jaoyi, Larry, Jacob, Phoebe, Caitlin, David

May 18, 2016

PROBLEM

How can we improve the new member experience at C4SF Hack night?

OUR APPROACH

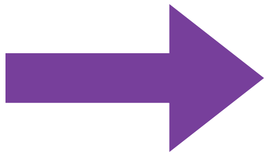
User-centered design: The people who face the problem have the key to the solution.

WHY?

- Improve new member sentiment
- Increase retention
- Increase meetup growth
- Improve C4SF project success!

PROJECT ROADMAP

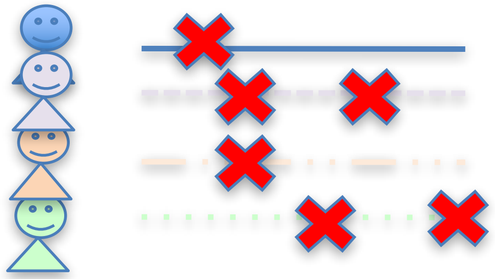
Interviews



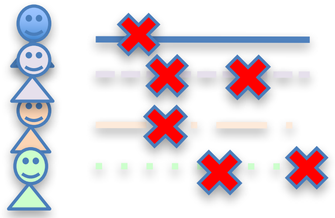
PROJECT ROADMAP

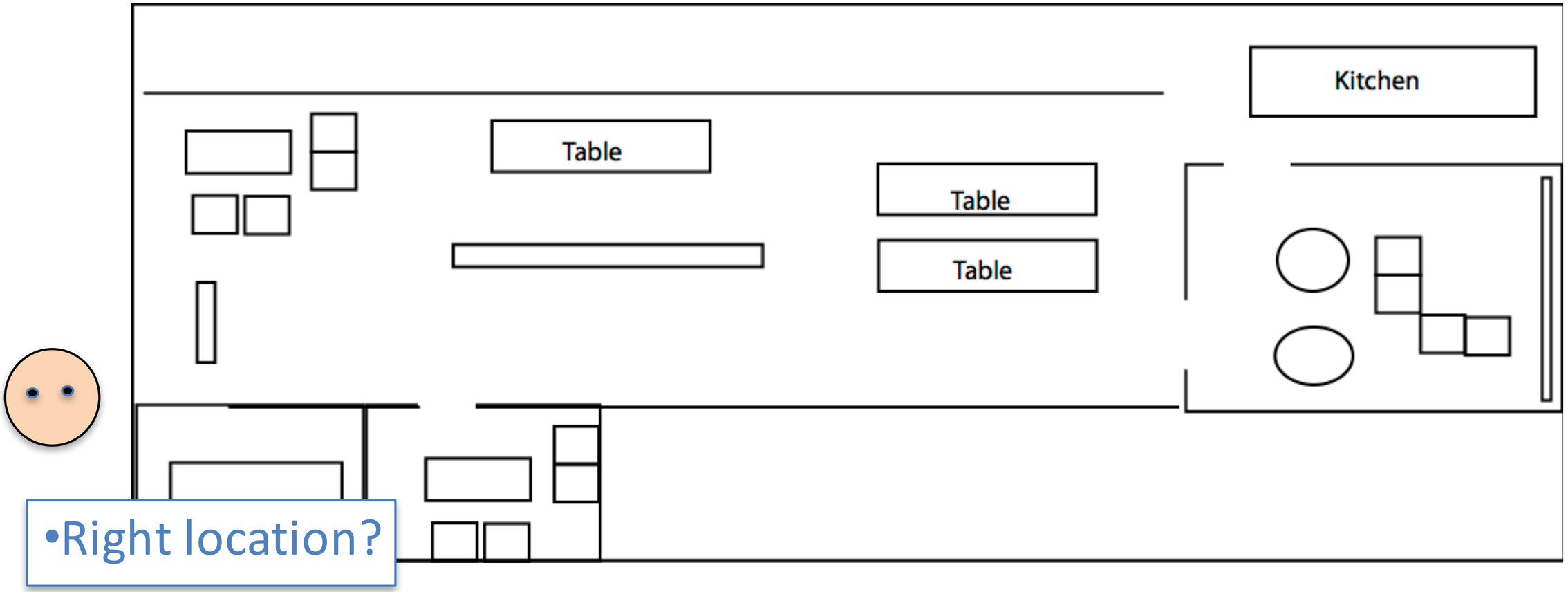
Interviews

Personas,
Journey map,
Pain point IDing



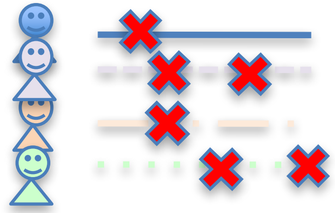
Pain points

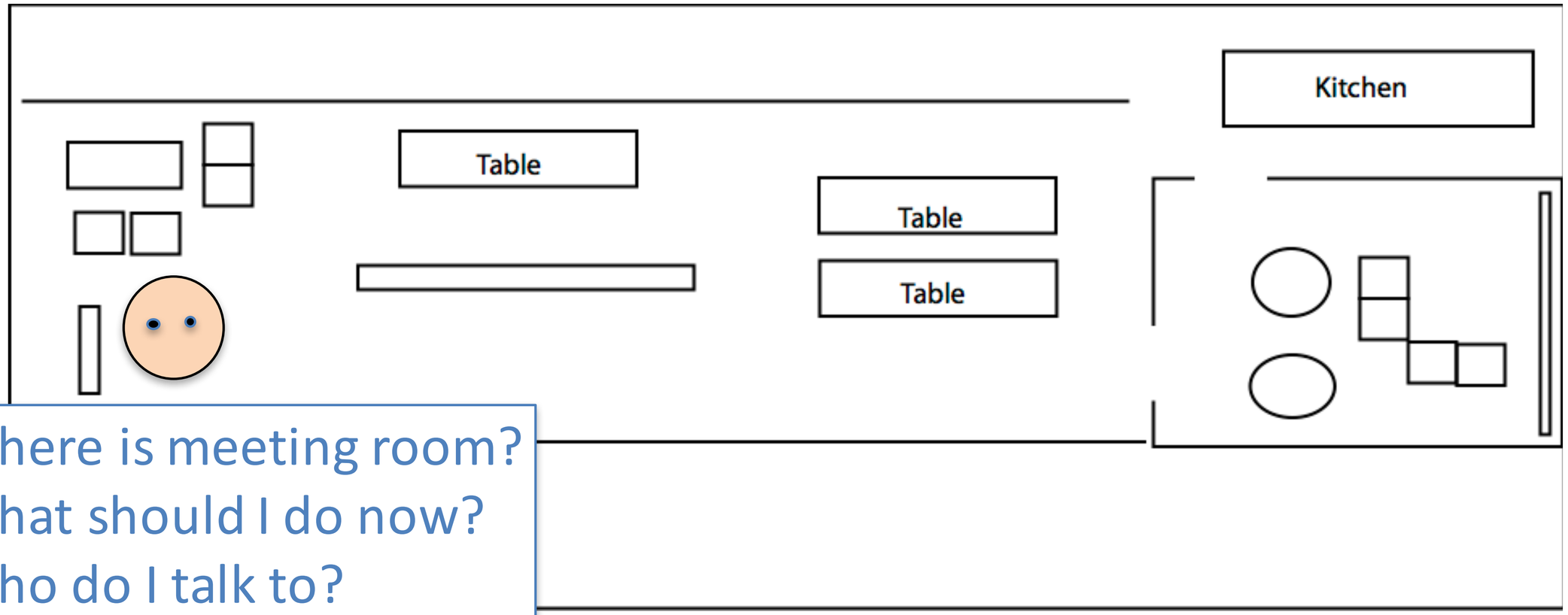




- Right location?

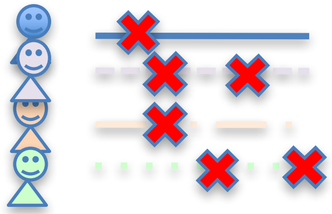
Pain points

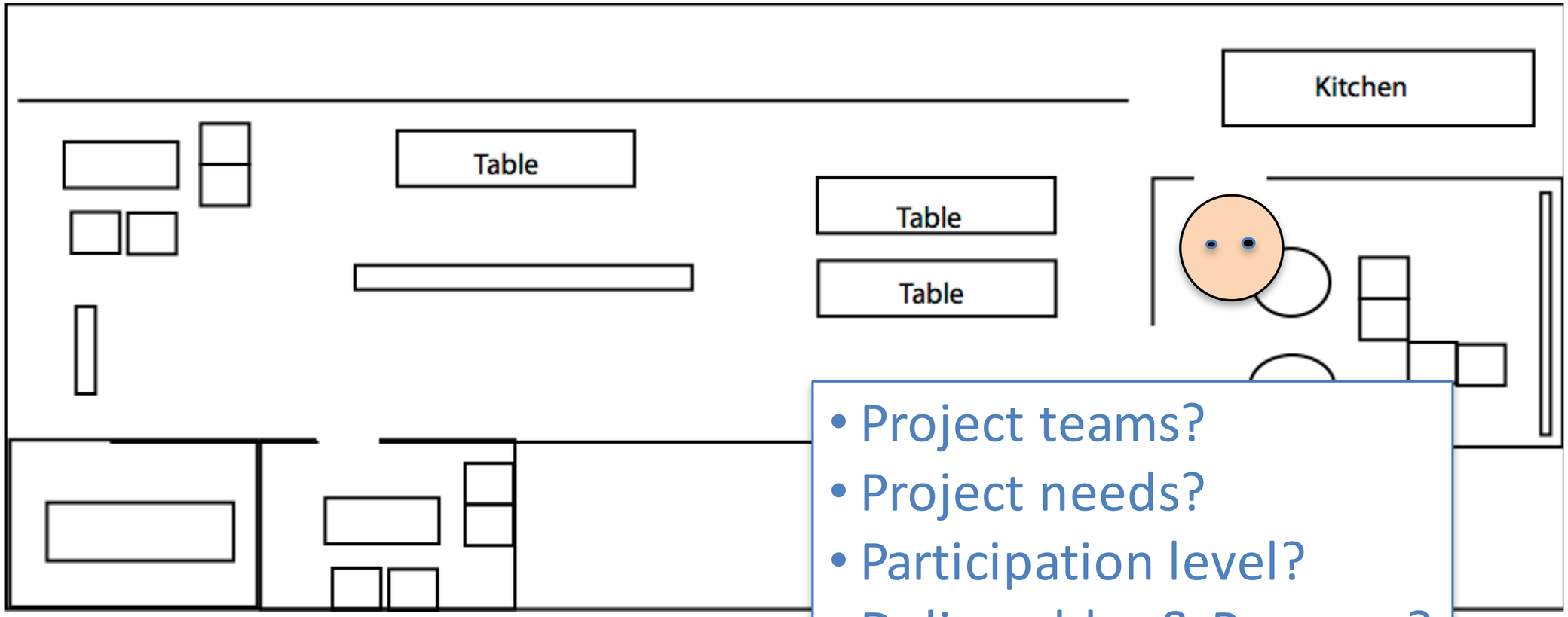




- Where is meeting room?
- What should I do now?
- Who do I talk to?
- Do I fit in?

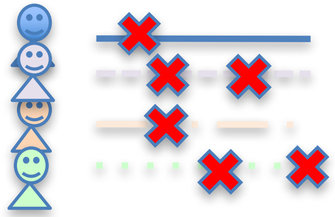
Pain points



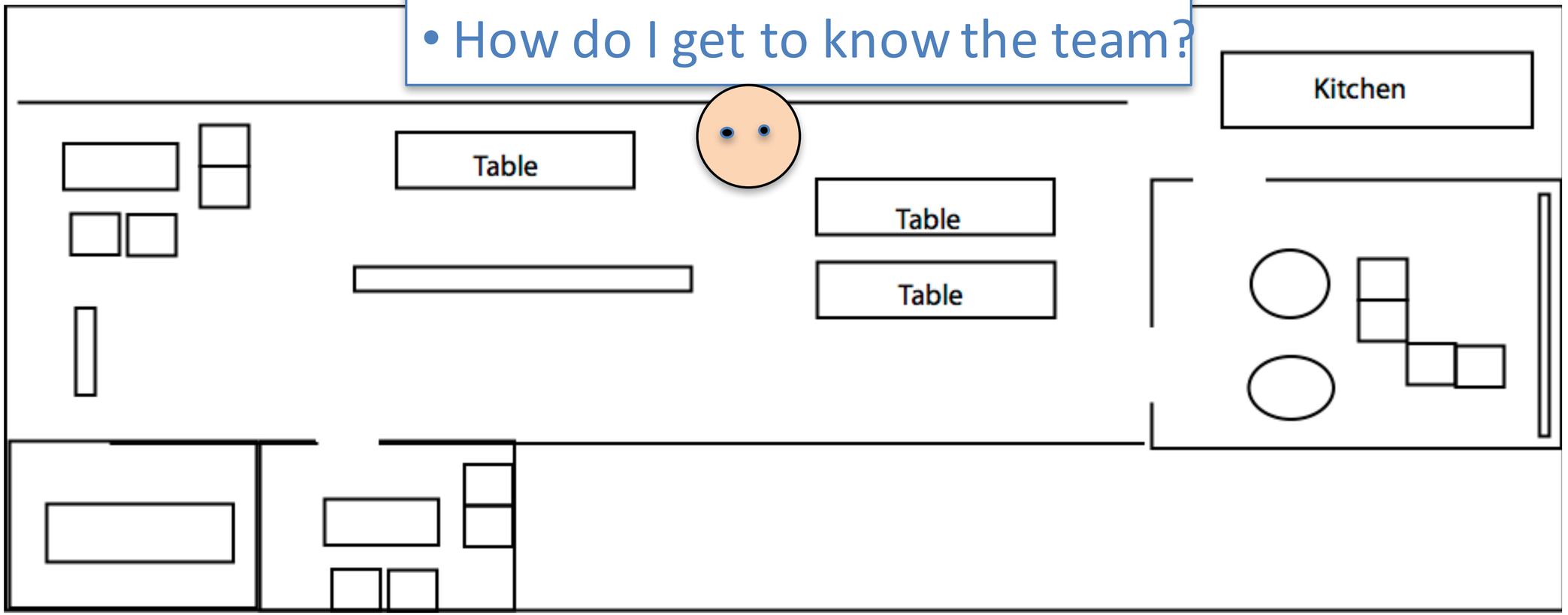


- Project teams?
- Project needs?
- Participation level?
- Deliverables & Progress?

Pain points



- Am I interrupting?
- How do I get to know the team?



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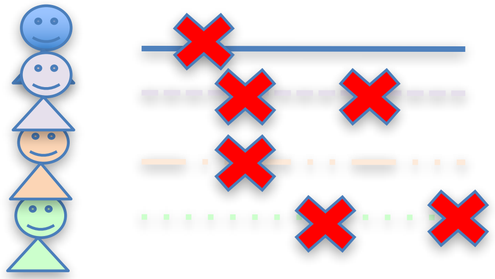

Brainstorms,
Sketching solutions

PROJECT ROADMAP

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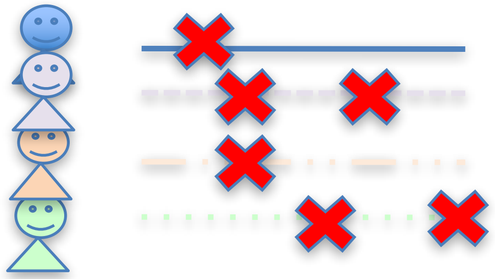


Brainstorms,
Sketching solutions

Prototyping,
Gathering feedback

Current phase

C4SF New Member Survey

Thanks for taking this survey! It will take 2-3 minutes. Your answers will help us improve the experience of all new members to C4SF!

Is this your first time at a C4SF meeting?

- ○ Yes
- ○ No - I have been here _____ times before

How difficult or easy was it to know that this is the correct location for the Code for SF meetup?

	1	2	3	4	5	
Very difficult	○	○	○	○	○	Very easy

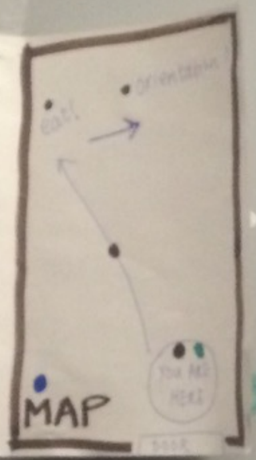
How difficult or easy was it to open the door to this C4SF meetup at Code for America?

	1	2	3	4	5	
Very difficult	○	○	○	○	○	Very easy

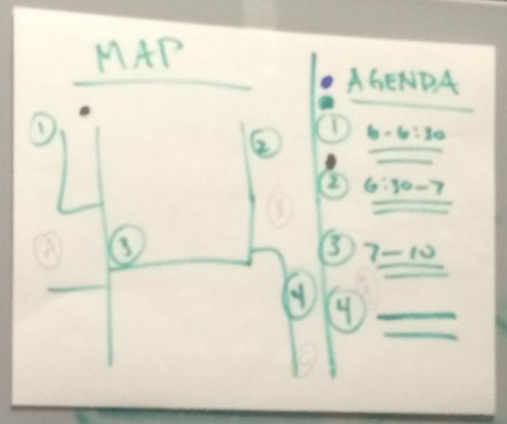
AGENDA

6:00 EAT/SOCIALIZE

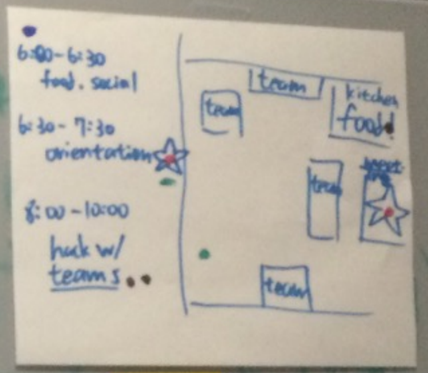
6:30 ORIENTATION

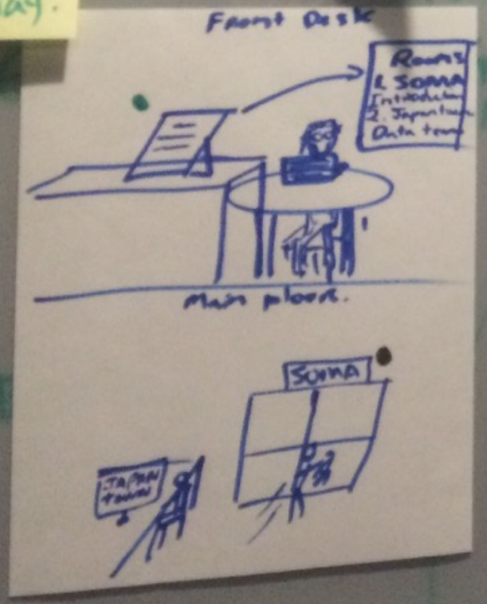


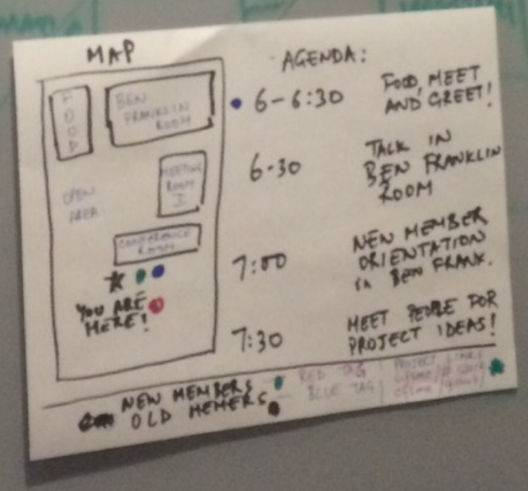
more arrows than display!

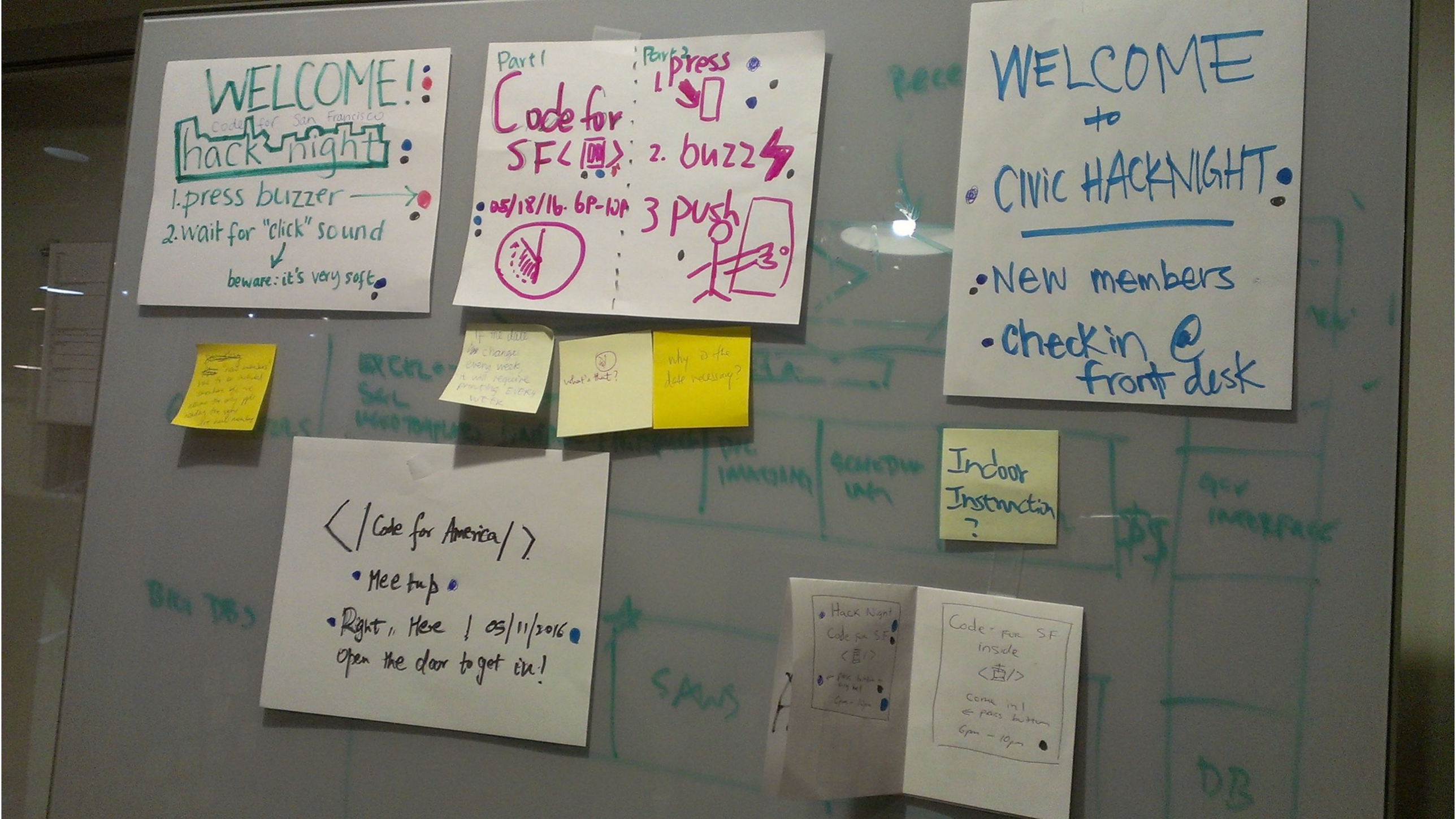


many options! many numbers!



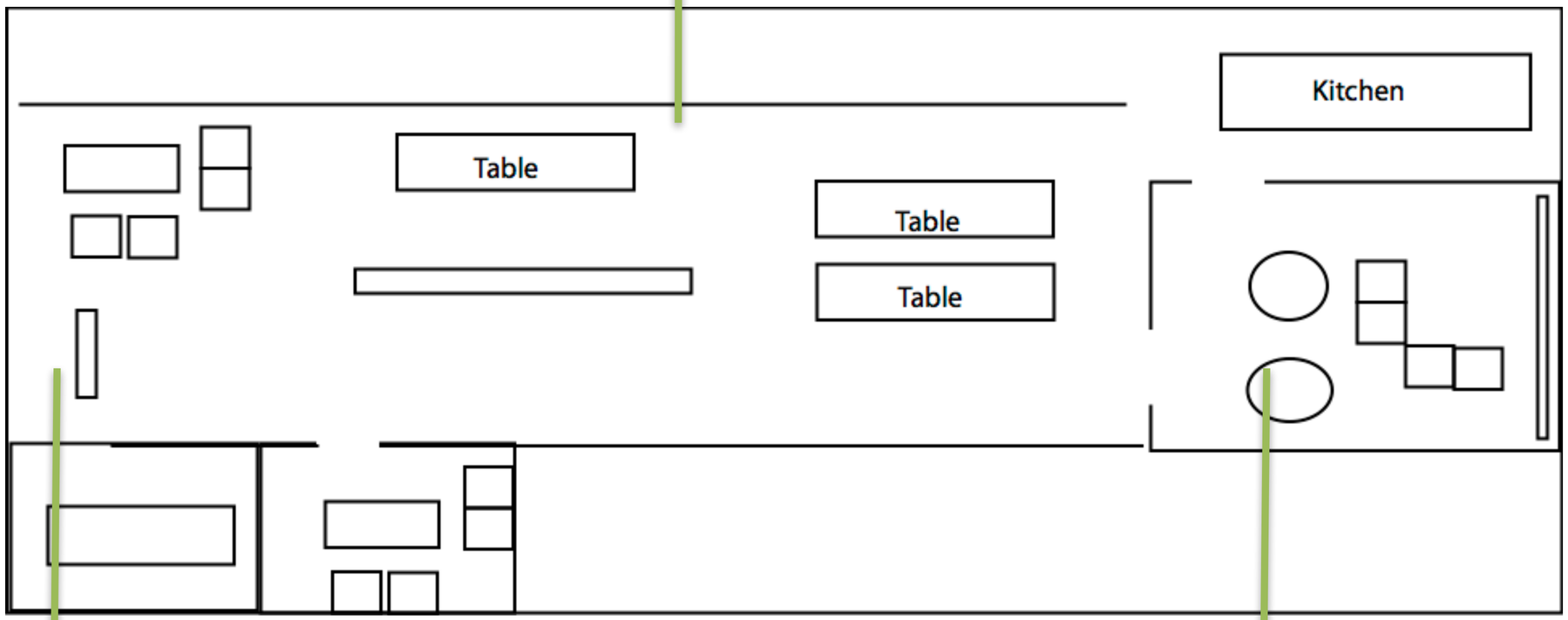





WELCOME!
Code for San Francisco
hack night
1. press buzzer
2. wait for "click" sound
beware: it's very soft
Part 1
Code for SF
05/18/16 · 6P-10P
Part 2
1. press
2. buzz
3 push
WELCOME to CIVIC HACKNIGHT
• New members
• check in @ front desk
Indoor Instruction ?
</ Code for America />
• Meetup
• Right, Here ! 05/11/2016
open the door to get in!
Hack Night
Code for SF
Code for SF inside
come in!
6pm - 10pm

Improvements & Solutions

Improvement: Easier to approach teams
Solution: ambassador program, etc



Improvement: Better information
Solution: Signage, etc

Improvement: More team details
Solution: team gallery, matching

NEXT

- Continue iterating on new signage
- Gather more feedback from new members
- Kick off planning and execution for other pain points

WHO?

We’re looking for anyone with experience or interest in UX, User-Centered Design, HCI, design thinking, or anything related.

If you care about better understanding the needs of people so you can build better solutions, we’re your team!

What **questions** do you have?

And find us at #research in sfbrigade on Slack!