HMW improve visibility and clarity of hacknight-related information?
20160413

From the earlier Personas-JourneyMaps-PainPoints ideation sessions, we summarized 9 main areas of improvements. In this brainstorming session, we brainstormed ideas to address the confusion new members felt at the hacknight due to insufficient guidance/ information.

This file was created on 2017/02/10.

–Jaoyi

Decisions of implementations
1. Better and more welcoming door sign
2. A map of the hacknight space
3. An agenda of the hacknight
4. "Talk to me first" stickers
5. Greeter (communicate with Anthony)
6. Have a team + team needs call at the orientation

Brainstorming question- how to improve visibility and clarity of hacknight-related information? 20160413

Brainstorming ideas-
- **Unclear about location when 1st visit**
    1. A phone number to call
    2. Large & Better Sign at the door
    3. Have a welcome sign taped to the table "Welcome to C4SF"
    4. Publish a picture on meetup

    Not clear what to do first, food? Social?
    1. To-do flyer for new members
    2. Agenda
    3. New member table/ new member zone
- **Unclear directions for rooms, food, meeting spaces, etc**
    1. Map or floor map
    2. Printed arrows on the floor
    3. Signs in Stages (e.g door-> open space -> meeting room)
    4. Greeters (in addition to doorman)
    5. Web display of event details and rooms
- **Unclear agenda**
- **Not sure who to talk to**
    1. Stickers for roles: Coders, UXers, helpers, leaders, etc
    2. Sticker for "Talk to me first " / "Team Leads"/ "Core Team"
    3. Have a team role call during orientation
    4. Orientation first
    5. Ice breaker
- **(Additional pain point) Feeling uninvolved, unengaged, without a sense of belonging**

1. Signs that welcome non-coders/ everyone at the door
2. You might be.... (Word cloud for roles)
3. Welcome non-coders/ everyone in the orientation
4. Greeters