**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**
5. Stickers for roles: Coders, UXers, helpers, leaders, etc
6. Sticker for "Talk to me first " / "Team Leads"/ "Core Team"
7. Have a team role call during orientation
8. Orientation first
9. 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