



JULIA

Tech meetup organiser

Julia runs a meetup organisation for members with an interest in web development. She has two co-organisers to help out keeping the community running afloat. Julia uses a wide range of platforms and tools to host and manage her events, but she has found it to be too time-consuming and unproductive.

Here is Julia's current journey showing what steps and interactions are involved in creating an event and managing the community.

GOALS & EXPECTATIONS

- Carry out a research to find appropriate services and venue to host the event within a set timeframe
- Stay up to date in communicating with the community and services relative to setting up the event
- Find affordable marketing techniques to promote the upcoming event via digital platforms in order to stand out from competitor groups

	PRE-PLANNING STAGE	MEETING WITH CO-ORGANISERS	RESEARCH & BOOK SERVICES	SET UP EVENT VIA PLATFORMS	MANAGE PLATFORMS & ANSWER ENQUIRIES	SET UP VENUE & HOST EVENT
ACTIVITIES	<p>Finish work as an R&D Engineer for the day. Her shift pattern is from 08:00 to 16:00</p> <p>Gone to pick up her daughter from the after-school activity and arrive home a little later than usual due to rush hour traffic</p> <p>Frequently on the mobile phone to check emails to her organisation when performing routinely domestic tasks</p>	<p>Hold a meeting with two co-organisers via Hangout call to discuss ideas and plans for the next event</p> <p>Determine what date and time to set and how the financial cost will cover event-hosting platforms, and services</p> <p>Decisions are made on who will act on specific tasks to set up an event. List of tasks are added to Trello board and assigned to each organiser</p>	<p>Check statistic levels of attendees to previous events to ensure what is the ideal maximum size of capacity for the upcoming event</p> <p>Research online for recommendations and reviews of services and venues and check out their website for more information</p> <p>Contact either through a telephone call or email for enquiries and booking</p>	<p>Write a draft of what content to add to event post for event hosting and social media platforms</p> <p>Add keywords for SEO and other marketing purposes to be widely advertised</p> <p>Add and publish the necessary details to the event post on each platform, including images and videos</p>	<p>Log in to each platform to see if any high-level issues need to be taken into action (e.g. member violating terms and condition). Take action if any encountered</p> <p>Check and answer messages within the community platform and email services, mostly relative to enquiries on the upcoming event</p>	<p>Check that all services provided for the venue are on track through communication (calls, emails, SMS)</p> <p>See the attendance list to see the number of members confirming their place to the event. Create a checklist of attendees using Google Doc to see all names in one place</p> <p>Enter the venue and start setting up all services provided</p>
FRUSTRATION	<p>Leading a busy life means less time to check in all platforms to ensure that everything is running smoothly</p>	<p>Running a meetup organisation through digital platforms are costly alone. Having a small spending budget means limited choices in hiring services</p> <p>Lack of services could demotivate future event attendees</p>	<p>Affordable services may not be available to use on that date</p> <p>Communication via emails can be too long if a phone call is not an option</p> <p>Disagreements may occur with venues on running the event</p>	<p>Details have to be repeatedly added on each platform. Not all platforms have the same structure; details may have to be revised before adding</p> <p>Due to cost, lack of marketing tools means promoting the event can be challenging in the competitive market</p>	<p>Not all platforms offer a push notification service. Have to check in frequently to ensure there are no high-level issue taken place</p> <p>Receive a high volume of messages and may miss out reading some or not to be able to catch up with all</p>	<p>Checking in every platform to see and calculate the total of attendees</p> <p>Time-consuming to create a checklist of attendees in one document</p> <p>Not all services come accordingly to plan and may cancel in short notice</p>
EMOTIONS						
OPPORTUNITIES	<p>The tool could include an online/offline status of all organisers, so it is aware that the platform is taken care of at that moment</p>	<p>Have an in-built diary to keep track of progress and finance throughout event planning. Add a rating and review feature on planning progress and members' satisfaction and experience at the particular event</p>	<p>Could include an in-built feature of recommended services and venues</p> <p>It could also have a dates slot for organisers to book a service</p>	<p>Add an in-built analytical tool to see previous traffic, and data to get insight of publishing an event in appropriate time and what are the most used SEO keywords</p>	<p>Add a customisable push notification service. Such as high level alerts will have a unique sound and appearance so organiser are aware and can respond immediately</p>	<p>Have a built-in checklist feature where a member confirmed their place to the upcoming event; they will be automatically be added to the list</p>