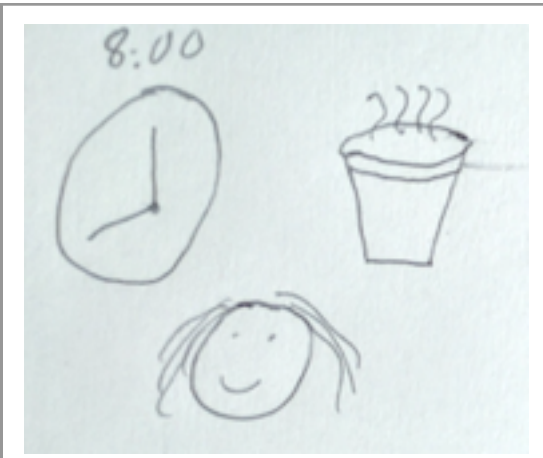


Existing Meeting Story Map for Kara's Meeting



Kara gets to work promptly at 8:00am, coffee in hand, ready for a productive day. She feels good but is a little stressed about a ton of unanswered emails



Kara goes to the conference room 5 minutes early. She has a regular status meeting. She starts the conference call. 2 people call in. 5 people attend in person.



At 9:08, she starts the meeting. She's frustrated because they start late, and John is missing.



Kara follows her agenda, and takes notes in her notebook. She puts square checkboxes next to followup ToDo items.



Two people go off topic, arguing about a color scheme. Everyone else stops being attentive. Kara gets annoyed and finally interrupts them. "Take that offline".



After the meeting, Kara returns to her office. She feels good about her team's progress. But she wishes the meeting was shorter. She starts typing her summary, for her team, and boss.



John barges into her office. "Woah! What did I miss?" Kara's annoyed because John skipped the meeting.



"Just read the summary email, John." Kara hates repeating herself. She emails her notes, and feels relieved. Now she can tackle her growing email list.

Summary of findings

Kara is a 30-year-old middle manager at a digital agency.

She has bi-monthly status meetings with her team. She uses a conference line, takes notes, and sends a summary to her boss afterwards.

She wishes these meetings were shorter, because her employees' time is precious.

Many team members feel meetings are too long, or not necessary.

Many users responded that meetings go off topic.

The summary emails are helpful to remind everyone of key points and ToDos.

Other users explained that somebody records meeting minutes to share with others.