

Think & Feel?

See?

Keep things
simple,
accessible,
and
manageable

Ability to
serve as a
recruitment
tool for
possible new
members

Nothing they
particularly
love about
the site now
that needs to
stay

Say & Do?

Hear?

Joanne

"Promote
communication
profession as a
profession"

"Provide
opportunities
for members
to grow"

Users of site
are from all
different
stages of
careers

"Opportunity
to meet
others and
make those
connections"

There are
different levels
of
memberships

"Looking for
ways for us
to learn from
each other"

Pain

Gain

Lack of two way
communication
and
engagement
with members

Increased
amount of
engagement and
ability to learn
from each other