



Hana

Scenario

Hana is planning a Friends of the Library book sale. She has experience in organizing small events, but does not know how to use modern tools to help prioritize tasks, raise event awareness, coordinate book sale staffing, or complete sale transactions. She searches online for a reliable event organization guide, and information on promotional templates, volunteer signups platforms, and free or low-cost payment tools that she can use.

Expectations

- Hana is looking for easy how-to guides or videos, customizable templates, task checklists and free event planning tools that she can start using.
- She needs a reliable site that works well on her laptop as well as her phone.
- She wants relevant information for small businesses or non-profits.

Discover

1. Searches online for event planning help
2. Clicks a link to site from shared community post or Google search.

There's so much out there—how do I know what's legit?

I just need something simple that actually works.

I hope there's a quick way to see what's actually useful.

Is this made for big nonprofits or someone like me?

Explore

3. Browses home page and main sections.
4. Looks for templates or starter kits.

Engage

5. Downloads a checklist and editable flyer.
6. Reads a how to guide on marketing and community outreach.

Finally - this checklist is exactly what I needed!

I wish I could tweak this flyer for our theme - how do I edit it?

Implement

7. Uses checklist to plan logistics.
8. Shares the flyer on social media.
9. Refers back to the site when facing a snag.

Okay, I can actually do this.

Ugh, where was that budgeting document again?

Opportunities

- The site can engage Hana with a “Start Here” section to grab her attention.
- Use tags like “For Beginners” or “No Budget”
- Include short “how to use this” tooltips.
- The site can also offer editable resources in Canva, Google Docs and PDF formats, that can be used on mobile devices.

Internal Ownership and Metrics

- The site will simplify Hana’s fundraiser efforts by offering her reliable resources, easy-to-use templates and checklists, and details about free or low-cost tools.
- The site’s analytics will demonstrate engagement and problem areas.
- The use of a feedback form will allow for the user experience to be managed.