

Background: Sam is already on Within3, as a member of the Benez ad board. Since she already belongs to a community we can personalize her experience of Hep C Q&A with recommendations for participation, based on her past participation/relationships in Benez.

1. Sam receives Invitation to Hep C Q&A Community

- She [accepts the email invitation](#)

2. She sees a Welcome screen, and is prompted to provide info about her areas of expertise

She is shown some pre-selected tags, which are the platform's suggestions for her areas of expertise, based on her past activity in another community

- She is asked to confirm or choose additional tags that represent her top areas of expertise
- She clicks on the link to [view/customize profile](#)

3. She lands on her Hep C Profile Summary, which launches an FTE tour

- First bubble: Tags explanation
- Second bubble: Connections explanation (follows/following summary)
- Third bubble: "Follows" tab explanation
- After the third bubble, [click on the "Follows" tab](#)

4. On the Follows screen, she sees a place where she can manage all the things (people, tags, content) she follows (subscribes to)

- She sees member follow recommendations
- She sees tag follow recommendations, and clicks ["see more tags"](#) to see more suggestions
- She [selects two additional tags](#) to follow
- Now, she decides to visit the Q&A community itself. [Click on the Q&A tab in the global nav](#)

5. She lands on the Hep C Q&A community home page

- She sees a list of all questions by order of recency (default)
- She sees recommendation at top, and [forwards a question to 6 people in her network](#) (network could be determined based on any broad measures of commonality, (e.g. being in the same community with someone, private messaging, follow))
- She *receives immediate recommendation for next action* (e.g. message that says thanks, she's helped "connect" people/knowledge transfer, and why that matters, etc., and go see what it will take to become a "connector" in the community...)
- Then, another example: she [answers a question](#) and receives an immediate recommendation to [view Brad's profile](#) because you share similar strengths, based on your answer.

6. She views Brad's Hep C profile

- She sees that he's a "critic" and an "educator"
- She sees the tags he's active/expert in, his connections, the questions he's asked and answered in this community
- She decides to click to [follow Brad](#)
- She [sends a 1-click message](#), e.g. "hey there, follow me back" message

----- [Fast forward 9 questions later] -----

7. Sam [returns to the Q&A tab](#)

- She sees an enticement to status/achievement, e.g. "answer 1 more question to unlock "educator"

badge”

- She [filters the list](#) to see questions we recommend she that she answer, based on the areas of expertise she indicated in her profile
- She [answers a question](#)
- She sees a message that she’s unlocked the “educator” badge
- She clicks to [“view other educators”](#) in the community

8. She lands on the “Badges” subsection, under the Networks tab

- She sees a network map of “educators”
- She sees where she sits relative to her peers, what it takes to be an educator, what it means, and what privileges this status grants.
- She [views “starters” network](#) (just another example of the same idea)

9. She [views “Tags”](#) tab (under Networks)

- She sees a list of the top 10 tags with network maps of members associated with them
- She [applies a secondary filter](#) to view a specific type of network associated with a tag, (e.g. educators, critics, etc.)
- She [clicks on a few more tags](#) to see who’s at the center of the network for each tag (status motivation)
- She can [mouse-over/click different member nodes](#) to see stats for that member in the map
- She can [“follow”](#) a member from within the map

10. Next, she [goes to Hep C Messages tab](#) because she sees a badge notification

- The new message says that someone has sent her a question, which has a badge in this community, because of its importance. We could imagine a scenario where she receives a message like this because she’s an educator, which means that people outside her “network” can also forward her questions, (which in turn allows her to grow her reputation much more quickly)
- Note: the point of this screen is just to show what Messages looks like at the community level, and how much more specific you can get with the communication types at this level.

----- *[Break to another scenario, by switching communities]* -----

12. She [clicks on the member hub](#) (her name in the toolbar)

- She sees that there’s a badge notification next to messages for the Benez ad board
- She [clicks on the badge notification](#), which deep links her into Ad Board messagesmake badge

13. She arrives at her Benez messages page

- She sees a “Nudge” from the moderator
- She clicks on [“Comment on this question”](#) from the nudge message

14. She lands on the Benez question detail page

- She [adds a comment](#) on the question and sees an immediate recommendation: e.g. “she’s close to meeting her scorecard goals”
- She clicks [“view scorecard”](#)

15. She views her Benez Profile

- She sees her scorecard here...

THE END