

International Networks

D1 Beta Assessment

14th May 2020

Criterion:

User Centred

Evidence:

Customer journey maps



GlobalScot













Carol - GS: active GlobalScot

"I want to feel like my contribution is valued."

Carol is the CEO of a financial services company in Milan. She is an active GlobalScot who is currently helping multiple businesses. Carol likes how being a GlobalScot helps expand her business network and find new ways to collaborate with others. She often engages with companies that need help, but she is rarely kept up to date with the impact of her help. She would like to be able to see the value of her input.

She isn't invited to many GlobalScot events, so she sometimes she doesn't feel as valued as longer-standing GlobalScots.

Carol would be keen to help businesses who are earlier in their business journey, like start-ups.

Stage	Awareness	Login/register	Explore/learn	Participate	Contribute	Ongoing
Customer goals	I want to use my experience to help other businesses so that I can contribute to the Scottish business community and expand my business network	I want to get access to the network so that I can see what has changed	I want to see what's happening on the network so that I can find opportunities to connect with companies that need my help	I want to interact with others on the network so that I can share my expertise with them	I want to get involved with projects that are relevant to my experience so that I can use my knowledge to support the Scottish economy.	I want to update my profile so that others can access my expertise
Customer actions	Carol gets an email from the GlobalScot team explaining how the GlobalScot website has changed. She clicks on the link in the email to check it out.	Carol has to validate her profile and fill in additional information	Carol browses the community feed section and has a look at what events are coming up	Carol responds to a few questions on the community feed.	Carol sees an alert on her dashboard about a project to help recruit more GlobalScots in Italy. She joins the working group.	Carol's company has opened up a new branch in France so she updates her profile to include France as a country that she has connections with.
Customer thinking	I wonder what the GlobalScot site is like now. It's been a while since I logged on because it wasn't really that easy to use.	I thought I already had an account? Why do I need to give them more information?	It looks like there are a lot of interesting conversations happening and plenty of opportunities to connect with companies and other GlobalScots.	It's great that I can communicate directly with businesses that need help, and it's easy to follow up and find out how my advice has helped.	This is a great opportunity to really make a difference here in Italy. There are so many talented business leaders here who could could help Scottish companies get their foot in the door.	I want people to know that I can help them with questions about France as well as Italy.
Customer experience						
Touchpoints						
Gains				Feels like her contribution is valued	Likes being able to collaborate with other GlobalScots to achieve a common goal	
Pains		Being asked to provide extra information				
Opportunities					Finding a way to show GlobalScots that their contribution to projects has been appreciated (thank-you emails, certificates, Spotlight profile, etc)	
Risks				Lack of engagement on the Community Feed		







Jordan- GS: used the GlobalScot service before - positive experience

"GlobalScot was key to getting my foot in the door in America, but I don't know if it could do the same for me in China."

Jordan is the founder of a large data analytics company based in Edinburgh. When he was considering expanding his company's services into the USA, his SE account manager connected him with Elaine, a GlobalScot who is the CEO of a data services company in San Francisco. Elaine introduced Jordan to some key influencers in the Californian tech industry, which led to his company securing a collaboration with an American company.

Jordan now wants to expand his business into the China, but the language barrier and cultural differences are proving to be a challenge. His account manager has moved on and he's not sure how to access the GlobalScot service without her support.

He uses LinkedIn occasionally, but he would prefer for someone set up one-to-one connections for him rather than spending time searching for networking partners online.

Stage	Awareness	Login/register	Explore/learn	Participate	Contribute	Ongoing
Customer goals	I want to get information about expanding my business into China so that I can grow my company.	I want to get access to the network so that I can get support for my business.	I want to see how easy it is to get support on the network so that I can see if it's worth my time.	I want to get support to expand my business into China so that I can grow my business.	I want to share the knowledge I have gained so that I can help others	I want to access market insights and reports about the new markets I'm operating in so that I can keep up to date with what's happening there.
Customer actions	Jordan gets an email about the new GlobalScot network and how it has changed. He clicks on the link to check it out.	Jordan goes through the application process.	Jordan sees that there are a lot of members on the site. He does a search for GlobalScots in China and clicks on a few profiles.	Jordan sends a help request to a GlobalScot in China who works in the tech sector and she sends a message back. They set up a time to have a Skype call to talk in more detail.	Jordan posts about his experience as a Scottish business expanding into China on the community feed.	Jordan visits the news and features section to read insights about doing business in China.
Customer thinking	This looks like it could be interesting - GlobalScots was key to my success in America. But I'm not sure I have time to try to search for people to help me online.	This seems pretty straightforward.	There are some interesting GlobalScots in China on here - I wonder if one of them could be the mentor that I'm looking for?	I can't believe how helpful she has been - it's amazing that she's willing to take time out of her busy work day to help me.	I like how easy it is to connect with other businesses and share our knowledge. I've got a lot of comments on my post - it seems like it's been really helpful.	I like that I can access information that will help me grow my business.
Customer experience	😊	😊	😄	😊	😊	😊
Touchpoints						
Gains				Gets access to expert advice	Feels connected to the Scottish business community	Access to knowledge
Pains	Lack of time					
Opportunities					Peer-to-peer support	
Risks			Not enough GlobalScots on the network	GlobalScots don't respond	Lack of engagement on the community feed	News and features not kept up to date













Mya - NGS: used the GlobalScot service before - negative experience

"It's clear that their time is more valuable than yours."

Mya is the founder/CEO of a motivational speaking and communications company. She used the GlobalScot service once before, but she found the GlobalScots to be self-important and difficult to interact with. She is tired of how long she must wait for the assistance that she requests, and she has no desire to use the GlobalScot website again.

Mya is a confident and active networker, but she feels her demographic and unique offering can hinder her from getting her foot in the door. She would like advice around a complicated IP issue, but she is not sure where to get it.

She is known as a specialist in her field and has a reliable workforce around her, but she would like to be taken more seriously as a woman in foreign markets and wants to elevate her business profile internationally.

Stage	Awareness	Login/register	Explore/learn	Participate	Contribute	Ongoing
Customer goals	I want to get advice around a complicated IP issue so that I can take the next steps in product development.	I want to get access to the network so that I can get support for my business.	I want to see what the network has to offer so that I can decide whether it's worth my time.	I want to find someone with expertise in IP issues so that I can get an answer to my questions.	I want to share the knowledge I have gained so that I can help others	I want to elevate my business profile internationally so that I can be recognised as an expert in my field.
Customer actions	Mya's business colleague mentions that she has been using the new GlobalScot platform to get support. She convinces Mya to check out the site to see if she can get an answer to her question.	Mya has to re-validate her account and update her profile in order to get access.	Mya sees that there are a lot of members on the site. She does a quick search and clicks on a few profiles.	Mya finds two GlobalScots with IP experience and sends them both help requests. They both respond within a few days.	Mya puts a post on the community feed sharing what she has learned about how to manage her IP issue. She gets responses from a few Scottish businesses experiencing similar issues and they start a group chat.	Mya continues to visit the site and connect with business leaders both in Scotland and abroad.
Customer thinking	I really don't think GlobalScot can help me. I had to wait ages to get answers the last time I used it and the GlobalScots were so full of themselves. But my friend wants to think it's really helpful for me, so I guess I'll check it out.	I thought I already had an account - why do they need more information from me?	I'm surprised by how many people are on here - but the real question is, will any of them actually respond to me if I ask for help?	I can't believe how quickly I was able to get answers - this is such a big difference to my last experience with GlobalScots.	I like how easy it is to connect with other businesses and share our knowledge.	I feel like I'm really making connections and getting my name out there. That can be really hard to do, especially on a global stage.
Customer experience						
Touchpoints						
Gains				Feels connected to business experts	Feels connected to the Scottish business community	Increased business profile
Pains	Doesn't trust the network	Why am I having to provide this extra information?				
Opportunities	To re-engage with network members who had a negative experience				Peer-to-peer support	
Risks			Not enough GlobalScots on the network	GlobalScots don't respond		













Neville - GS: inactive GlobalScot

"I like the cocktail parties the GlobalScot team puts on, but other than that, I'm not really involved with them anymore."

Neville is an inactive GlobalScot who is retired and living in Singapore. He sits on multiple business and cultural boards.

Neville doesn't have much contact with his account manager anymore, so he doesn't feel as connected to the GlobalScot network. However, he feels that if he was matched with the right companies, he could use his experience to help them succeed. He would love to bring Scottish cultural businesses to Singapore.

Neville doesn't feel confident interacting online and doesn't use social networking sites. However, he enjoys the social events that are held for GlobalScots.

Stage	Awareness	Login/register	Explore/learn	Participate	Contribute	Ongoing
Customer goals	I want to connect with the GlobalScot community again so that I can use my experience to help Scottish companies in Singapore.	I want to get access to the network so that I can see if there are any opportunities for me to get involved.	I want to see how the network works so I can decide whether I'm going to be able to use it.	I want to chat with some of my old GlobalScot friends so I can see what they've been up to	I want to collaborate with my peers so that we can help bring Scottish businesses to Singapore.	I want to attend GlobalScot events so that I can meet my peers face-to-face.
Customer actions	Neville gets a phone call from a fellow GlobalScot telling him about the new GlobalScot network and urges him to go check it out.	Neville discovers that he has to re-validate his account and update his profile in order to get access. He phones the helpline to get them to help.	Neville sees a few names that he recognises under the members area. He clicks on their profiles.	Neville finds two GlobalScots in Singapore who he hasn't connected with in a while. He sends them a message and they start chatting.	Neville sees an alert on his dashboard inviting him to join a project group for GlobalScots in Singapore. He clicks on the email and joins.	Neville sees that there is a networking event happening in his area and registers.
Customer thinking	I haven't done anything with the GlobalScots for ages. I'd like to get involved again, but I'm not sure about this new website. I don't use social networking sites.	I thought I already had an account - why do they need more information from me? This is very confusing.	It's great to see some familiar faces - it would be good to get in touch with some of these people again. This site is much easier to use than I expected it to be.	It was pretty easy to send them a message. I haven't talked to these guys in ages and it sounds like they've been working on some really interesting projects.	It's great to have a space where I can talk to other GlobalScots in my area and we can come up with ideas for how to help Scottish companies who want to come here.	It was so easy to register - only one click. I can't wait to see everyone.
Customer experience						
Touchpoints						
Gains			Feels more confident about interacting online	Feels connected to the GlobalScot community	Feels like his contribution is valued	Feels connected to the GlobalScot community
Pains	Doesn't use social networks	Why am I having to provide this extra information? This is confusing.				
Opportunities					Finding a way to show GlobalScots that their contribution to projects has been appreciated (thank you emails, certificates, Spotlight profile, etc)	Webinars and online events
Risks	Not being able to convince him to get online					Lack of opportunities for GS to connect in person due to the pandemic










Sam - NGS: has never used the GlobalScot service

"It's difficult to get time with the right people."

Sam is the managing director of a small but fast-growing technology business. He has never heard of GlobalScot and doesn't know where to find people with specific experience of scaling a business fast who he can learn from.

Sam sees business networking as a necessary evil but he and his team lack confidence in reaching out for help. He is considering expanding his businesses into a non-English speaking market, but he's not sure exactly what sort of help to ask for.

He is very driven and full of energy, but he's not confident that his business is big enough to get help from very senior business leaders.

Stage	Awareness	Login/register	Explore/learn	Participate	Contribute	Ongoing
Customer goals	I want to get support to help me scale my business so that we can expand and be more profitable.	I want to join the network so that I can get support for my business	I want to see who is on the network so that I can see if there is anyone who can help me.	I want to get help from a GlobalScot with expertise in scaling a business so that I can learn from their experience	I want to become a GlobalScot so that I can give back to the Scottish business community.	I want to find events to attend so that I can continue to expand my network
Customer actions	Sam sees a post about the new GlobalScot network on his Twitter timeline. He clicks on the link.	Sam fills in the application form	Sam goes to the search section to see who is on the network.	Sam sends a help request to a GlobalScot in China who works in the same sector and has scaled up several businesses. The GlobalScot responds and they start a discussion.	Sam has expanded his business into several other countries with the support of GlobalScots, and feels he is now in a position to help other companies. He fills in a form to upgrade his membership.	Sam searches for events in his area and registers for a few upcoming events.
Customer thinking	I've never heard of GlobalScot before - I wonder if they could help me with the questions I have about expanding overseas?	This is pretty straightforward - I didn't expect it to be this easy.	It looks like there are a lot of really interesting people on here who might be able to help my business.	It's great that I can contact business experts directly with my questions.	This network has been so valuable to my business - I'd love to be able to help other Scottish companies that want to grow. I hope my application is accepted.	It's great that there are so many events where I can connect with other business leaders and learn from their experience.
Customer experience	☹️	😊	👉	😊	😊😊	😊😊
Touchpoints	 			 		 
Gains				Likes being able to contact experts directly	Likes having the opportunity to help support other businesses	Likes being able to connect with other business leaders
Pains	Has never heard of GlobalScots and isn't sure he can trust it					
Opportunities					To grow the G5 pool with users who are already part of the community	Webinars and online networking
Risks	Need to ensure that social media posts reach our audience - they may have never interacted with SE.		Not enough GlobalScots on the network	GlobalScot doesn't respond	Keeping members engaged if their application is rejected	Lack of opportunities for G5 to connect in person due to the pandemic