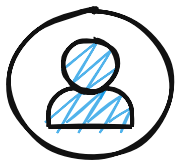# CommunityInsights.AI CUSTOMER JOURNEY MAP
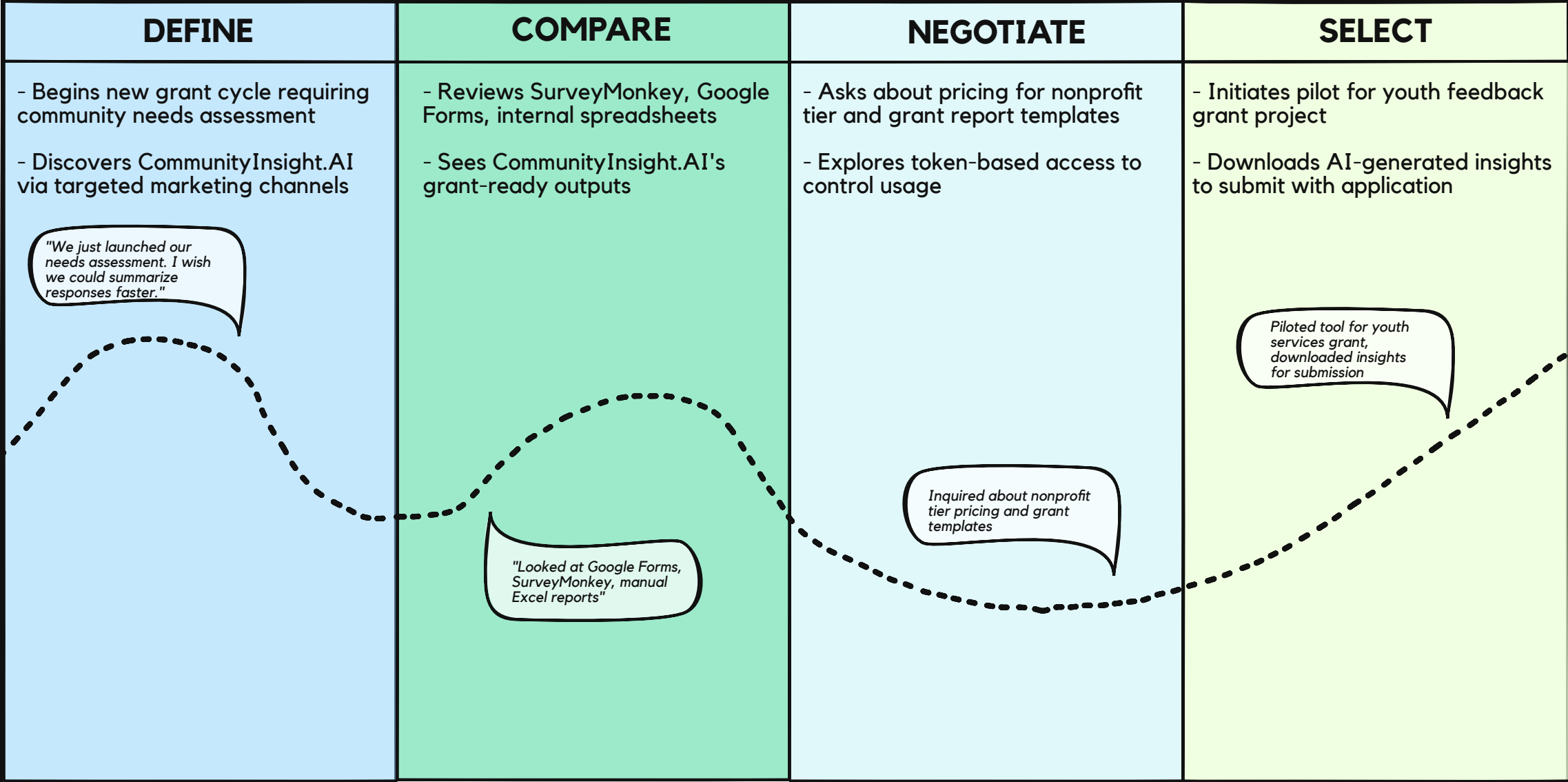
Grant-Seeking Nonprofit Leader

Leads a small-to-mid-size nonprofit responsible for community programs and fundraising. Collects feedback from surveys or forums but struggles to turn it into compelling stories for grants. Lacks time, technical tools, and staff to analyze qualitative data efficiently.

EXPECTATIONS
- Wants to automate survey analysis to support grant proposals
- Needs quick, visual summaries to share with funders
- Values ethical data handling and plain-language dashboards

DEFINE	COMPARE	NEGOTIATE	SELECT
- Begins new grant cycle requiring community needs assessment - Discovers CommunityInsight.AI via targeted marketing channels	- Reviews SurveyMonkey, Google Forms, internal spreadsheets - Sees CommunityInsight.AI's grant-ready outputs	- Asks about pricing for nonprofit tier and grant report templates - Explores token-based access to control usage	- Initiates pilot for youth feedback grant project - Downloads AI-generated insights to submit with application

"We just launched our needs assessment. I wish we could summarize responses faster."

"Looked at Google Forms, SurveyMonkey, manual Excel reports"

Inquired about nonprofit tier pricing and grant templates

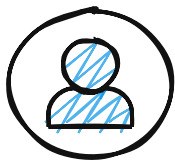*Piloted tool for youth services grant, downloaded insights for submission*

💡 **OPPORTUNITIES**
- Upsell PDF reporting tool
- Provide grant storytelling templates

📊 **OWNERSHIP + METRICS**
- Reports submitted with AI charts
- Weekly logins and insights generated
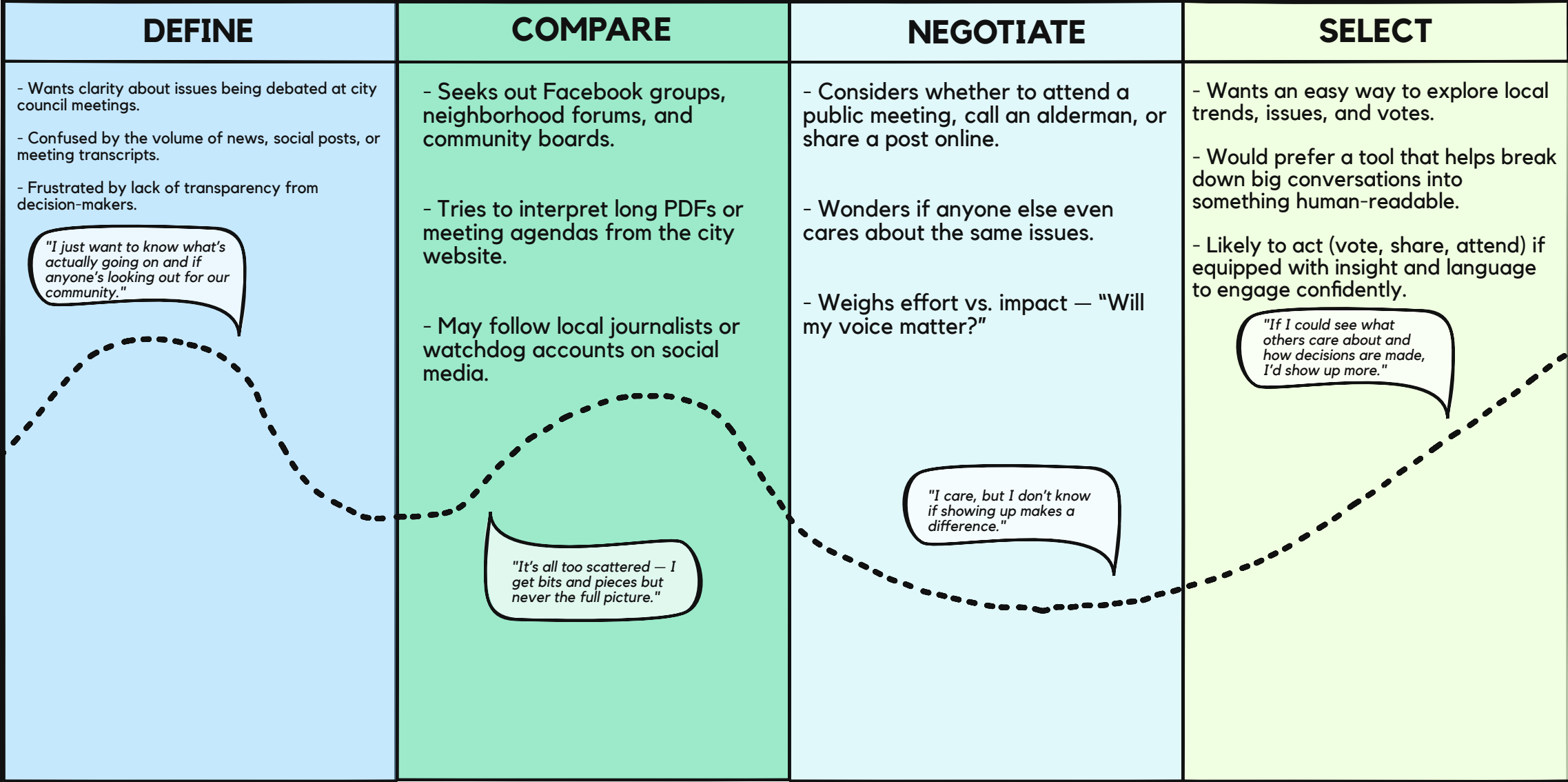
CommunityInsights.AI CUSTOMER JOURNEY MAP

Concerned Local Resident
Wants to understand what's happening in their neighborhood and make sense of decisions made by local officials.

EXPECTATIONS
- Transparent, simplified access to civic data and discussion.
- Personalized notifications about issues in their district or neighborhood.
- Feeling empowered and informed enough to act on local issues.

| DEFINE	COMPARE	NEGOTIATE	SELECT
- Wants clarity about issues being debated at city council meetings. - Confused by the volume of news, social posts, or meeting transcripts. - Frustrated by lack of transparency from decision-makers. *"I just want to know what's actually going on and if anyone's looking out for our community."*	- Seeks out Facebook groups, neighborhood forums, and community boards. - Tries to interpret long PDFs or meeting agendas from the city website. - May follow local journalists or watchdog accounts on social media. *"It's all too scattered — I get bits and pieces but never the full picture."*	- Considers whether to attend a public meeting, call an alderman, or share a post online. - Wonders if anyone else even cares about the same issues. - Weighs effort vs. impact — "Will my voice matter?" *"I care, but I don't know if showing up makes a difference."*	- Wants an easy way to explore local trends, issues, and votes. - Would prefer a tool that helps break down big conversations into something human-readable. - Likely to act (vote, share, attend) if equipped with insight and language to engage confidently. *"If I could see what others care about and how decisions are made, I'd show up more."*

💡 OPPORTUNITIES
- Provide real-time summaries of local meetings or policy proposals.
- Highlight trending community issues with digestible visual insights.
- Offer "explainers" that demystify city processes and budgets.

📊 OWNERSHIP + METRICS
- % increase in civic engagement in pilot areas
- Surveyed increase in perceived civic confidence
- Shares or downloads of insight summaries

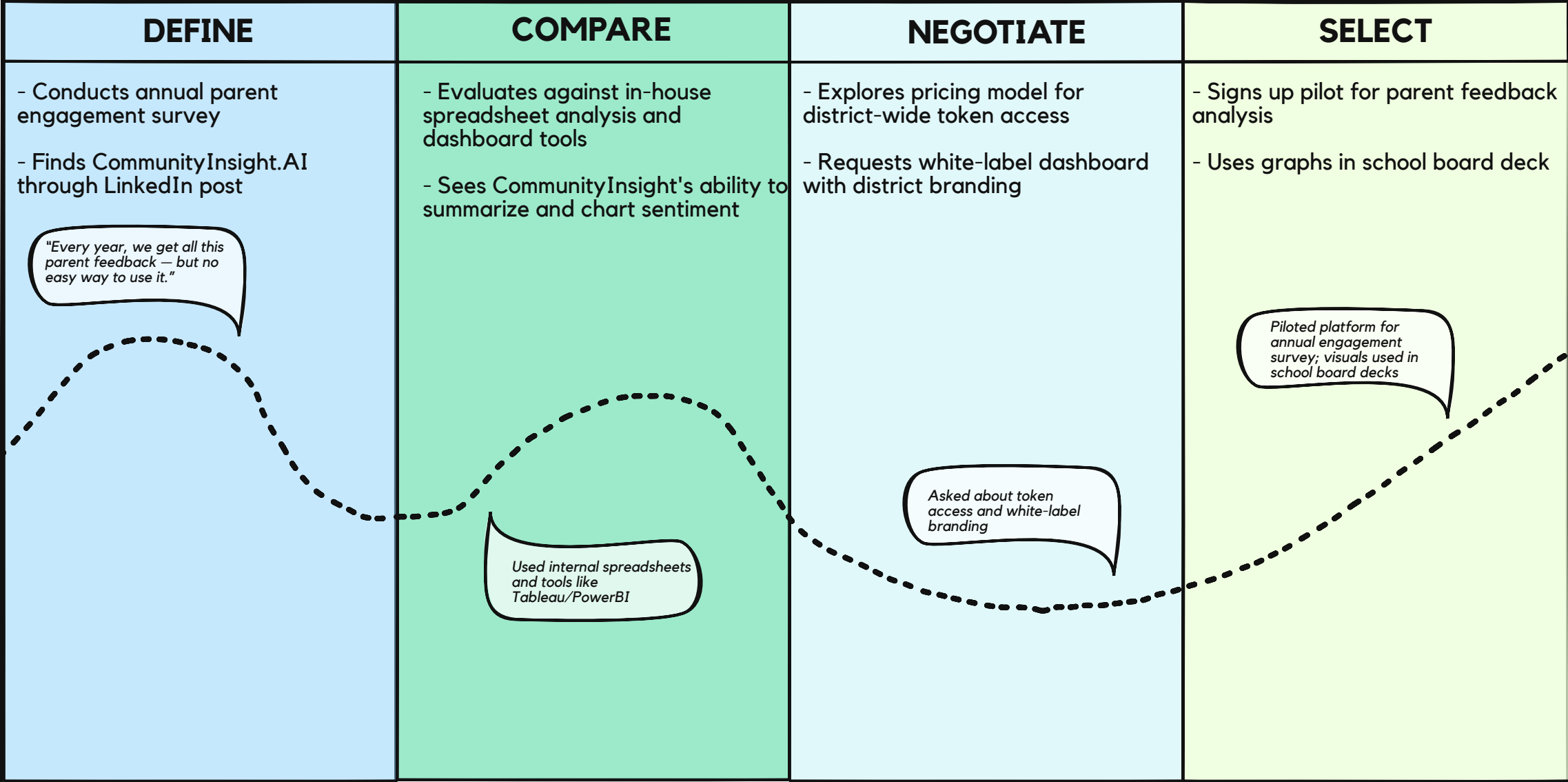# CommunityInsights.AI CUSTOMER JOURNEY MAP
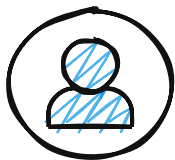
School District Communications Officer

This persona handles communication for a school district and gathers frequent open-text feedback from parents. They need tools that are quick, visual, and easy to present to administrators and board members without needing technical skills.

EXPECTATIONS
- Needs to synthesize open-ended parent feedback
- Wants easy tools without involving IT or analysts
- Values quick turnarounds for board presentations

DEFINE	COMPARE	NEGOTIATE	SELECT
- Conducts annual parent engagement survey - Finds CommunityInsight.AI through LinkedIn post	- Evaluates against in-house spreadsheet analysis and dashboard tools - Sees CommunityInsight's ability to summarize and chart sentiment	- Explores pricing model for district-wide token access - Requests white-label dashboard with district branding	- Signs up pilot for parent feedback analysis - Uses graphs in school board deck

"Every year, we get all this parent feedback — but no easy way to use it."

Used internal spreadsheets and tools like Tableau/PowerBI

Asked about token access and white-label branding

Piloted platform for annual engagement survey; visuals used in school board decks
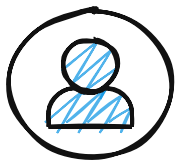
💡 OPPORTUNITIES
- Offer seasonal insights packages (Fall, Spring)
- Enable multilingual summary exports

📊 OWNERSHIP + METRICS
- Dashboards downloaded per quarter
- Data reused across multiple schools

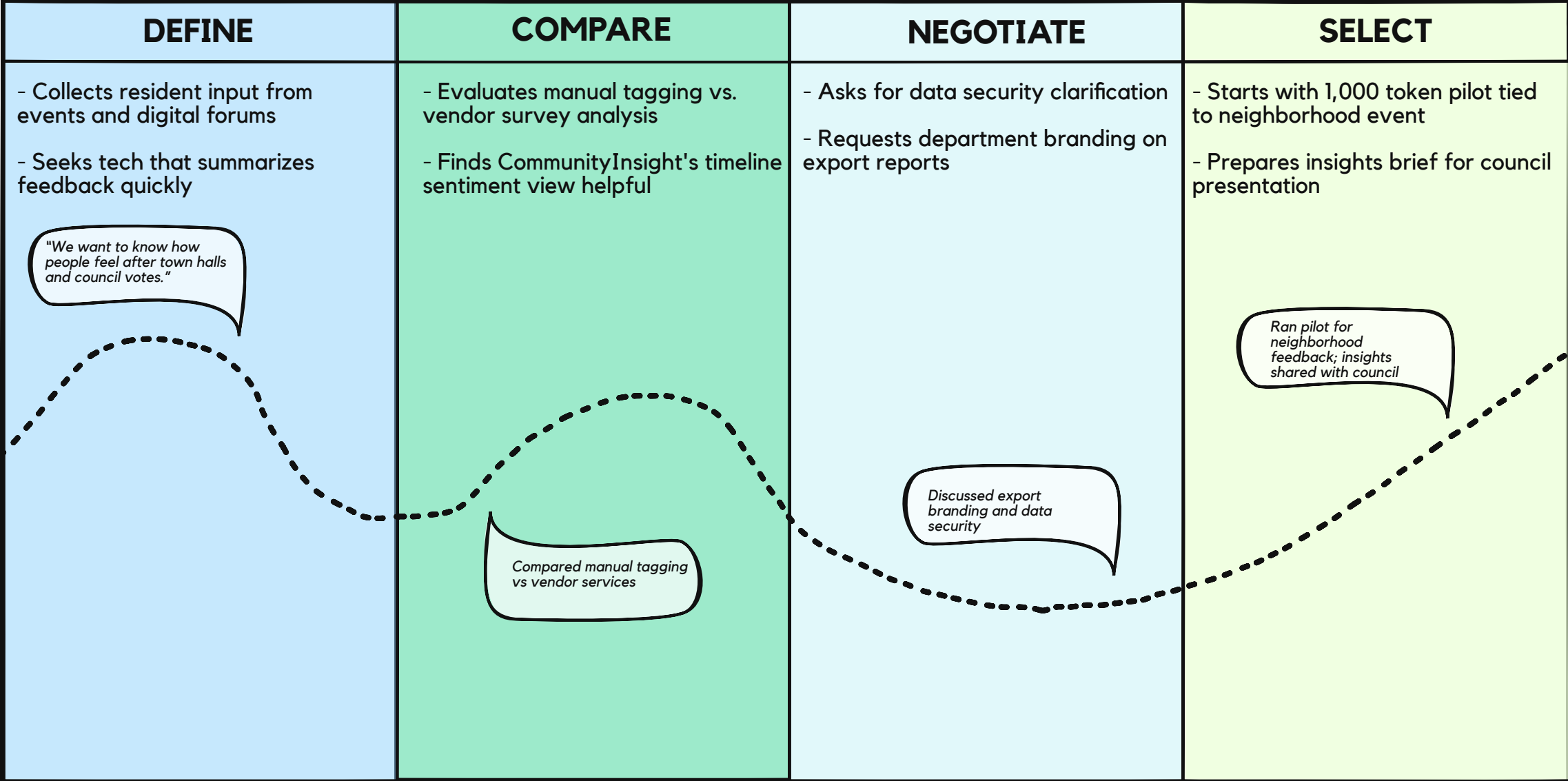# CommunityInsights.AI CUSTOMER JOURNEY MAP

Local Government Policy Advisor
This persona works in a city department tasked with gathering feedback on events or legislative decisions. They need dashboards that help translate public input into meaningful metrics and narratives for policy-makers.

EXPECTATIONS
- Wants to gauge public sentiment on proposed initiatives
- Needs dashboards to share with council members
- Prefers easy-to-use tools with exportable visuals

DEFINE	COMPARE	NEGOTIATE	SELECT
- Collects resident input from events and digital forums - Seeks tech that summarizes feedback quickly	- Evaluates manual tagging vs. vendor survey analysis - Finds CommunityInsight's timeline sentiment view helpful	- Asks for data security clarification - Requests department branding on export reports	- Starts with 1,000 token pilot tied to neighborhood event - Prepares insights brief for council presentation

"We want to know how people feel after town halls and council votes."

Compared manual tagging vs vendor services

Discussed export branding and data security

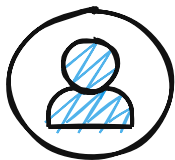*Ran pilot for neighborhood feedback; insights shared with council*

💡 OPPORTUNITIES
- Offer auto-generated community reports
- Enable feedback clustering by ward or district

📊 OWNERSHIP + METRICS
- Number of dashboards used across departments
- Reports shared with public monthly
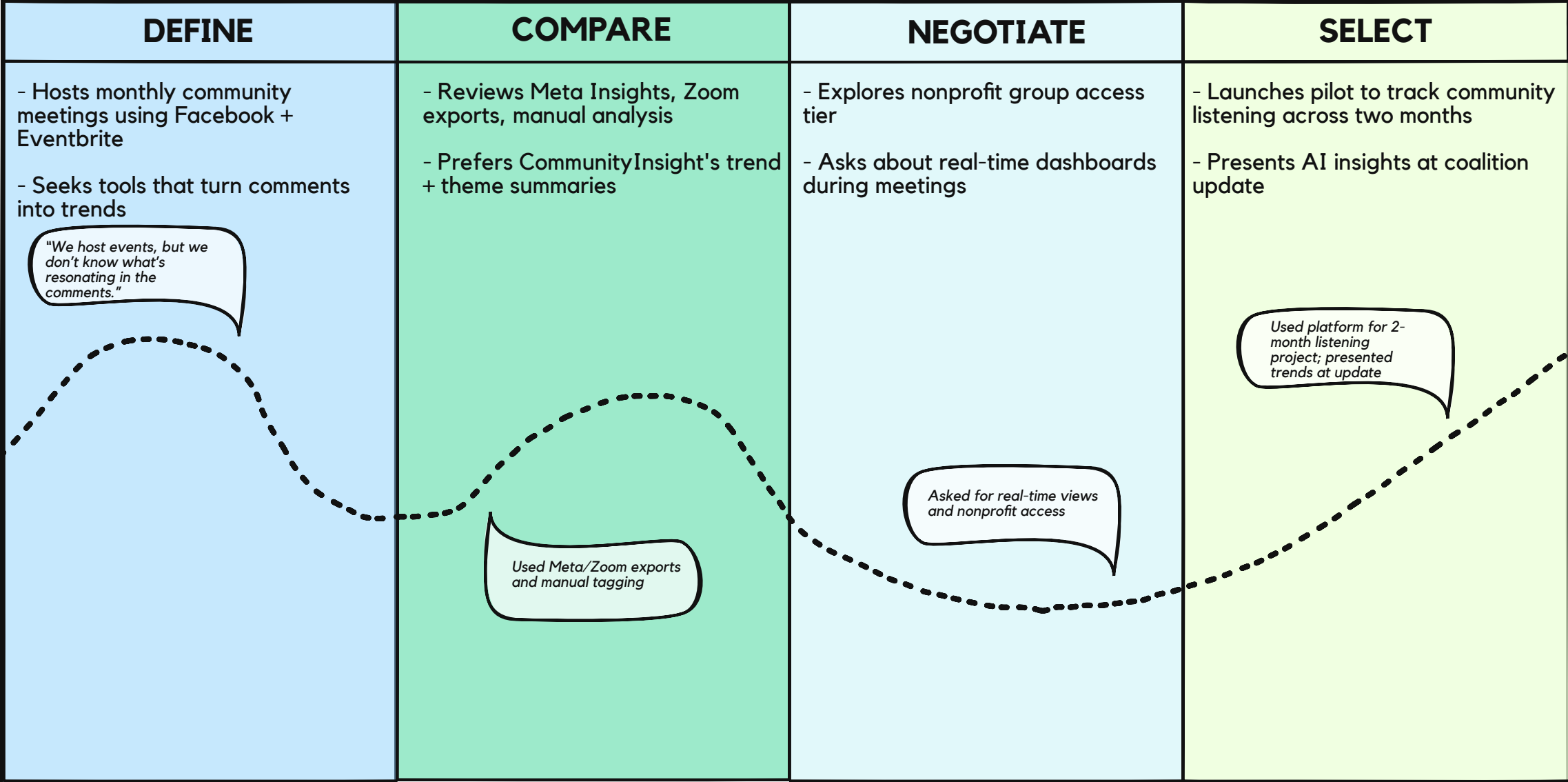
CommunityInsights.AI CUSTOMER JOURNEY MAP

Community Coalition Leader

This persona runs a local coalition of neighborhood groups. They manage online event posts, comment threads, and community discussion — and need a better way to extract meaningful insights for updates and advocacy.

EXPECTATIONS

- Wants to understand community engagement across events and platforms
- Needs clear storytelling insights for town hall updates
- Prefers collaborative dashboard sharing

DEFINE	COMPARE	NEGOTIATE	SELECT
- Hosts monthly community meetings using Facebook + Eventbrite - Seeks tools that turn comments into trends	- Reviews Meta Insights, Zoom exports, manual analysis - Prefers CommunityInsight's trend + theme summaries	- Explores nonprofit group access tier - Asks about real-time dashboards during meetings	- Launches pilot to track community listening across two months - Presents AI insights at coalition update

"We host events, but we don't know what's resonating in the comments."

Used Meta/Zoom exports and manual tagging

Asked for real-time views and nonprofit access

Used platform for 2-month listening project; presented trends at update
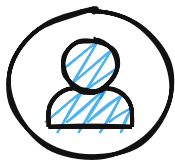
💡 OPPORTUNITIES

- Enable co-owned dashboards across coalition orgs
- Incentivize engagement with impact summaries

📊 OWNERSHIP + METRICS

- Engagement heatmaps shared with members
- Monthly sentiment shift reports downloaded
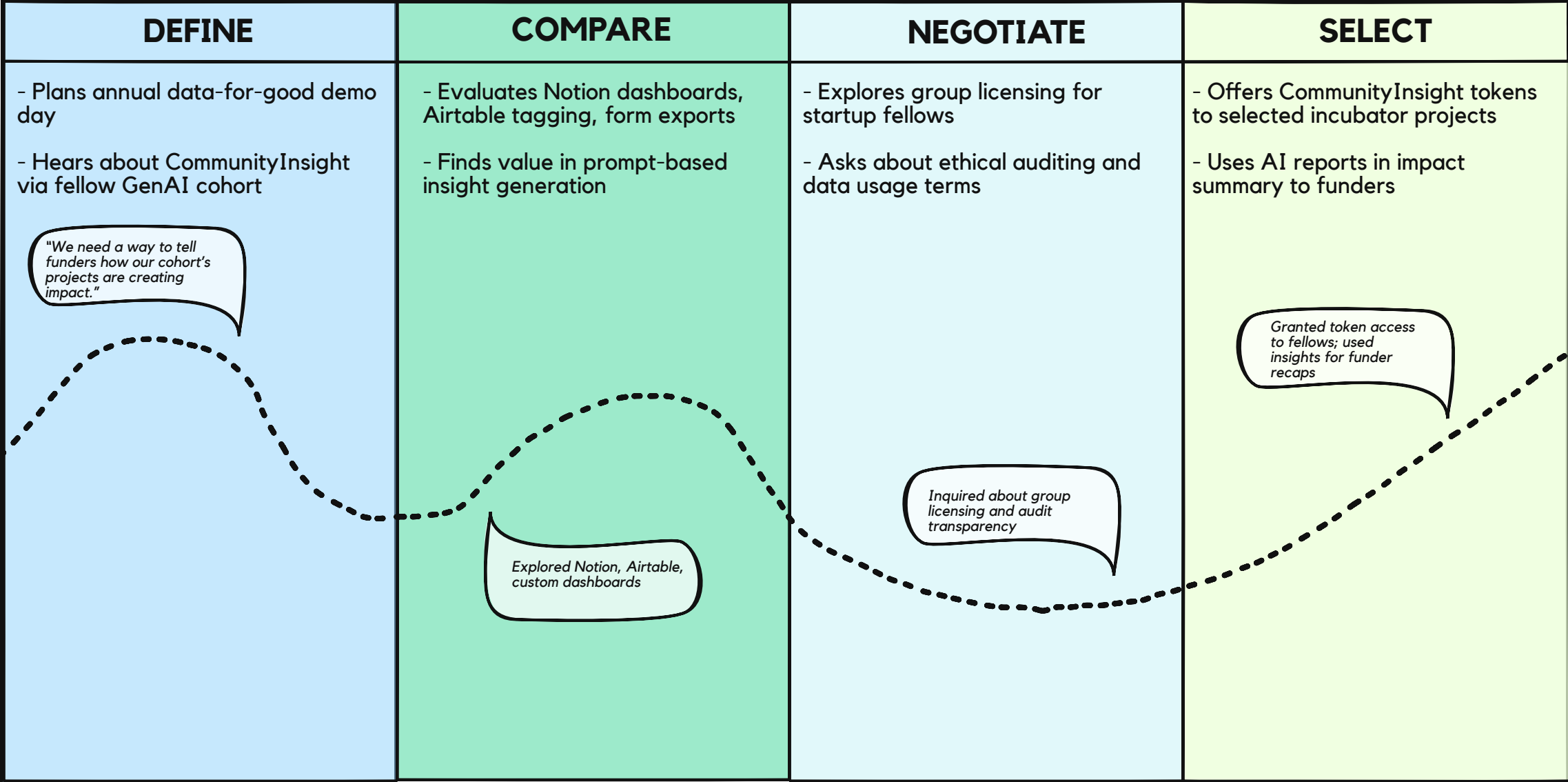
CommunityInsights.AI CUSTOMER JOURNEY MAP

Civic Incubator Program Director
This persona runs an incubator for civic tech or AI for good programs. They want to equip their participants with an easy insight generation platform and report on the impact of their program to funders and the public.

EXPECTATIONS
- Wants to equip cohorts with easy insight tools
- Needs to demonstrate collective impact from program participants
- Looks for responsible AI partners

DEFINE	COMPARE	NEGOTIATE	SELECT
- Plans annual data-for-good demo day - Hears about CommunityInsight via fellow GenAI cohort	- Evaluates Notion dashboards, Airtable tagging, form exports - Finds value in prompt-based insight generation	- Explores group licensing for startup fellows - Asks about ethical auditing and data usage terms	- Offers CommunityInsight tokens to selected incubator projects - Uses AI reports in impact summary to funders

"We need a way to tell funders how our cohort's projects are creating impact."

Explored Notion, Airtable, custom dashboards

Inquired about group licensing and audit transparency

Granted token access to fellows; used insights for funder recaps

💡 OPPORTUNITIES
- White-label dashboard builder for program use
- Partner on AI for Good speaker panels

📊 OWNERSHIP + METRICS
- Cohort usage tracked per project
- Number of funder-facing reports generated