

## Example Community

## JOURNEY MAP

PROJECT

EXPORT DATE

## Regular / Superuser

1 - Awareness	2 - Browsing	3 - Reason to join	4 - Registration form	5 - Confirmation email	6 - Clicks link	7 - First Contribution	8 - Response	9 - Consume best content.	10 - Join newcomer group.	11 - Career progression check.	12 - Follow top members	13 - Get community digests.	14 - Share your work.
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## CUSTOMER JOURNEY

1 - Awareness Customer becomes aware of the community and visits the platform.	2 - Browsing Visitor browses the community for information they need or to find something interesting.	3 - Reason to join Member finds a reason to join the community.	4 - Registration form Member completes registration form process.	5 - Confirmation email Members opens confirmation email.	6 - Clicks link Clicks confirmation link.	7 - First Contribution Member asks a question or replies to an existing question.	8 - Response Members receives a terrific response to first contribution.	9 - Consume best content. Members reads the best articles/expertise shared in the community.	10 - Join newcomer group. Newcomers join a cohort for their work / what they've tried and get feedback from a designated mentor.	11 - Career progression check. Members can use a community tool or benchmarking survey to check their salary.	12 - Follow top members Members gets to know and learn about the top community members.	13 - Get community digests. Members receive weekly digests of community activity.	14 - Share your work. Members share field reports of their work / what they've tried and get feedback
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Typical Community Member

NOTES AND REQUIREMENTS

<p>SEO optimisation for search traffic.</p> <p>Community tab on company homepage.</p> <p>Promotion to customers via email.</p> <p>Social ads.</p>	<p>Clear community value proposition. Clear display of latest, interesting, content.</p> <p>Federated or cognitive search tool to enable members to browse.</p> <p>Shows whether question has an accepted solution or best answer.</p>	<p>Requires clear option to search content and sign-up for the community (if they can't find answer to question).</p>	<p>Simple registration form requiring the least amount of information. Reinforcement messages about community value. SSC with other accounts. One click social sign in desirable.</p>		<p>Requires an email with a clear subject line which won't fall into the spam filter.</p>	<p>Requires a 1-click email confirmation link and little other information.</p>	<p>Clear CTA to ask questions on community site.</p> <p>List of unanswered questions.</p> <p>Direct message or on-site tutorial to guide members to a first question.</p> <p>Welcome email guiding members to a first contribution.</p>	<p>Sub 24-hour response.</p> <p>Answer marked as a 'best answer'.</p> <p>Response is with clear sense of empathy.</p>	<p>Automated email listing top 3 articles of content members have shared in the community.</p> <p>On-site CTA clearly showing the community's best resources.</p>	<p>Setup group for newcomers and invite by email after 48 hours.</p> <p>Direct message from community manager or mentor to join.</p>	<p>Invite members to submit their salary and career level anonymously.</p> <p>Initiate discussion for members to share concerns.</p> <p>Find recruiters to answer questions.</p> <p>Record webinar on career progression with expert and share video.</p>	<p>Email to follow the top community members.</p> <p>On-site CTA to follow the top community members.</p> <p>Targets desire to build an identity, with other members.</p>	<p>Curated digest email by community manager.</p>	<p>Template field reports document.</p> <p>Promotion of field reports in digest.</p> <p>Promotion of field reports on social media and other channels.</p>
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## EMOTIONAL STATE

## CHANNEL USAGE

[illegible]

## EXAMPLES

A collage of screenshots from various web pages, including Stack Overflow, Spotify, and a community forum, illustrating the user's search for a solution to a problem. The screenshots show a search for 'Friends disappearing from spotify activity', a Spotify account page, a community forum post about missing friends, a Spotify account page, a Stack Overflow question about a missing friend, and a community forum post about a missing friend. The user is looking for a solution to a problem where friends disappear from their Spotify activity feed.