



Future State - A day in the life GlobalScot

Carol, 38, Active GlobalScot helping multiple businesses

CEO of a contemporary textiles company in Milan

Goal: ?

Stage	Aware	Login/Register	Onboarding	Explore/Learn	Participation	Contribute	Feedback	Recognition	Ongoing
User needs		<p>I need to: Update my profile.</p> <p>So that: Other network users can access my expertise.</p>			<p>I need to: Interact with others in the network.</p> <p>So that: I can benefit from their knowledge and expertise and they can also benefit from mine.</p> <p>I need to: Access requests</p> <p>So that: I can provide any assistance required.</p>	<p>I need to: Access event information.</p> <p>So that: I can attend events and network with others.</p> <p>I need to: Access requests</p> <p>So that: I can provide any assistance required.</p>			<p>I need to: Update my profile.</p> <p>So that: Other network users can access my expertise.</p>
Doing	Carol hasn't visited the GlobalScot website for few months and notices it has completely changed on her next visit. Carol remembers an email from the GlobalScots team about a new website/features but didn't click on it at the time.	Carol tries to login and notices the process has changed and needs to provide additional details to finish setting up her new profile/account.	The onboarding process gives Carol a tour of the new features and gives her more confidence navigating the new website as well as sparking interest in many of the new features.	Carol spends time browsing through Scotland's Pulse and viewing a few active threads. She also views what events are currently going on and signs up to a relevant textiles event. Scotland's Pulse and the Challenges section are of particular interest to Carol as she is passionate in seeking out opportunities for Scottish businesses as well as her own and likes the satisfaction of helping to empower young businesses.	Carol returns to the site more regularly now and takes part in a lot of textile related threads on Scotland's Pulse and starts making connections all over the world, allowing her to collaborate with others and expand her business network. She actively takes part in the GlobalScot and International Network challenges to recruit new members, create events and help companies expand into foreign markets.	Carol spots an opportunity to bring together GlobalScots of different disciplines and take advantage of their collective knowledge to help promote and improve textile & fashion exports from Scotland. She creates her own GlobalScot challenge which incorporates multiple events. Bringing together GlobalScots in different sectors from all over the world to get involved in networking and workshops to help solve export issues and promote Scottish goods as market leading.	Carol receives great reports and feedback from the network about her challenge/events leading to lots of new business and opportunities. She gets invited to lots of new events to appear as a speaker and continues to make more connections to expand her network.	A staff member from the GlobalScots teams gets in touch with Carol to talk about the fantastic work she has been doing on the network and offer to Spotlight her profile to promote her expertise and what she has achieved with the network.	After being spotlighted and all the connections Carol has made on the network it has led to increased business and opportunities. She has opened new offices in two other countries and even used the network to recruit from the pool of student/alumni that can access the network. She has also opened up new trade networks to Scotland to ensure she gets the best products and promote Scotland abroad at the same time. Carol was invited to the GlobalScots awards where she received a contribution award.
Thinking	This looks very different. I think I remember seeing something about a new website and features.	Oh I need to give additional detail. They already know who I am. What is this additional detail for? I will continue the process to see what additional functionality the service now has.	This seems to be a much improved experience. There are features here that I had wished it had before.	This seems like a self service website now rather than the lengthy hand holding of before. I can now connect directly with other people. The opportunities we now have to collaboration are exactly what I've been looking for.	The challenges are a great addition and the knowledge sharing within the network is allowing me to continually learn more about my industry and introduce me to others.	I have a great idea I just hope there is enough interested people to help make it a success. I will need to put a lot of work into it but I could get a lot of opportunities from it.	I really feel like I have had an impact on the network. Its got lots of people talking.	I finally feel valued within the network.	The new self service network and website have allowed me to make far more connections and given me new opportunities. I wouldn't have know where to start with some of my new achievements before this.
Feeling	Sad	Frustrated	Neutral	Neutral	Happy	Happy	Excited	Excited	Excited
Process & channels									
Touchpoints	Email, Mobile	Mobile	Mobile	Mobile	Website, Mobile	Mobile, Face to Face	Website, Mobile	Website, Mobile	Website, Mobile, Face to Face
Pains	Often engages with companies needing help, but rarely is kept up to date with the impact of her help.				Doesn't feel as valued as longer standing GlobalScots.	Would be keen to help businesses beyond the networks typical criteria (e.g. startups).			
Gains				Likes to have the opportunity to explore new methods in collaboration with others.		Likes the satisfaction of helping to empower young businesses.	Expanding her own business network		
Possible problems		Existing GlobalScots could be annoyed that they need to refresh or add additional data to their account.				Capacity to create events may depend on Eventbrite/ Whitespace			
Ideas & Opportunities		Make it clear to users this will enhance their experience on the network and increase their connection possibilities.	Once the user updates their profile give them a tour of the new features. This can be on screen popup/hot spots and an email to their inbox.	As before on a users first view of the page we could hot spot and explain features when there possible uses.			A possible opportunity to gamify profiles to an extent. Star rating, feedback like trust pilot, endorsements like LinkedIn etc.		Awarding GlobalScot's for there commitment and participation in the network.
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