



Future State - Prospect GlobalScot

Mya, 46, Used GlobalScot network once before

Founder/CEO of a motivational speaking and communications company

Goal: Seeking advice around a specific complicated IP issue

Stage	Aware/Inspiration	Research	Decision	Registration/Access	Search	Participation	Learn	Contribute	Ongoing
User needs				<p>I need to: Apply for membership.</p> <p>So that: I have GlobalScot status and I can undertake GlobalScot activities.</p>		<p>I need to: Update my profile.</p> <p>So that: Other network users can access my expertise.</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: 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: Update my profile.</p> <p>So that: Other network users can access my expertise.</p>
Doing	Receives an email which announces a new and improved platform for the GlobalScot network with an easy sign up and larger network.	Clicks the call to action in the email to see what the promised improvements looks like.	The site is much improved. The case studies are relevant and the network seems to be much larger. The introduction of GlobalScot influencers is also interesting.	Signs up as a GlobalScot prospect. Finds the online sign up straight forward and goes through the ID&V process. Awaits confirmation email. Receives a successful confirmation email and clicks the email call to action to access the service. Accesses the network and notices how active it is.	I'm going to search for IP topics. Finds various conversations around IP issues. One stands out as one of the GlobalScots seems very knowledgeable on the topic. She seems to be very active commenting on a few of the other IP conversations as well.	The conversation continues online with no real resolution for Mya, but the GlobalScot is in Edinburgh for a meeting that week and offers to meet up with Mya to try and get to the bottom of her problem. Now in a one to one situation Mya is able to articulate her problem and the other GlobalScot helps to answers Mya's problem. They spend some time talking afterwards about the network and the other opportunities it could offer.	Mya spots a few events happening in some of the foreign markets she would like to explore and applies to attend a couple and even contacts one of the GlobalScot organisers to possibly appear as a key speaker in one of those foreign markets.	Mya is a very active networker online and offline. She and puts on her own events with the help of the GlobalScot fund and event planner. This also gives her staff the opportunity to present in their areas of expertise as well and improve their skills. She is also very active on the network helping other users with the knowledge she has built up on her own business journey.	Mya has been invited to be a GlobalScot influencer (teir 2) in recognition of her participation and the excellent help and support she has to offer to the network through her events and workshops.
Thinking	I've used the GlobalScots website in the past but found the service terrible, the website dated and cumbersome. I didn't use the service again after that experience.	If they have improved this I could find it useful. It had potential, it was just a very bad user experience. I don't have time to look in great detail just now, I will come back to it after lunch.	This looks much better. I might be able to use this now. With all these active users I could even find out about my IP issue. I'm going to sign up as a GlobalScot as I have a lot to offer in my field. Lets see how it goes.	That was easy enough. No where near as manual and labour intensive as I thought it would be from my previous experience. Great I'm in. That didn't take long at all. Now time to take a look around. There is a lot of active conversations going on.	I'm going to join this conversation and ask my question. This thread seems very relevant to my situation.	I'm worried I might not get a resolution to my problem here and I've wasted my time again. It would probably be much better to meet face to face as I don't think I'm getting my problem across correctly, I'm much better at expressing my self in person. That was great and I really need to check out the events section on the network.	This is a great opportunity to elevate my business profile internationally.	This network has really given my business a platform to get our expertise out there and expand. Its a fantastic community.	Wow fantastic! This has really given me and my business additional value and helped being taken seriously in foreign markets.
Feeling	Frustrated	Neutral	Happy	Happy	Happy	Excited	Happy	Excited	Excited
Process & channels									
Touchpoints	Email	Email Website	Website	Website Email Website	Website	Website Face to Face	Website	Website Face to Face	Website Mobile Face to Face
Pains	Has no desire to use the GlobalScot website again.		Doesn't know where to find people with specific experience of scaling a business fast who he can learn from.		Finds GlobalScots to be self important and difficult to interact with.		Confident and active networker but feels her demographic and unique offering can hinder her from getting her foot in the door.		
Gains						Confident communicator with her own established network.	She knows how to use her Scottishness to garner trust.	She has a reliable workforce behind her.	She is regarded as a specialist in her field.
Possible problems	Bad previous experience could put some users off.		We need lots of relevant info accessible on the website to give people confidence this is the right network for them.			Online interactions could go either way, positive or negative.	Capacity to create events may depend on Eventbrite/Whitespace		
Ideas & Opportunities	Social and email marketing with the new look and feel promoting a fresh new GlobalScot experience.			Should be a hassle free, future proof sign up process. GlobalScot verification should be quick.	Comprehensive search with filters allowing users to do many different search from the same component.				Promoting GlobalScot's for there commitment and participation in the network.
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