



Future State - Company user

Sam, 32, Never used GlobalScot network

Managing Director of small but fast growing technology business

Goal: Considering moving into a non-English speaking market

Stage	Aware/Inspiration	Research	Decision	Registration	Search	Participation	Learn	Contribute	Ongoing
User needs				I need to: Register for GlobalScot services. So that: I can access the advice and support on offer.	I need to: Submit a request for assistance. So that: I can get targeted advice for my business.		I need to: Access event information. So that: I can attend events and network with others.	I need to: Interact with others in the network. So that: I can benefit from their knowledge and expertise and they can also benefit from mine.	I need to: Update my profile. So that: Other network users can access my expertise.
Doing	Meets a GlobalScot at an international trade convention where he was looking for more information on moving into a non-English speaking market.	Looks at the GlobalScots website and finds a wealth of information that is available to tap into.	Feels this might be a good online platform for him to ask questions as doesn't like networking.	Finds the online sign up straight forward and goes through the ID&V process on his mobile phone.	Accesses the GlobalScots search to find if there is anyone he can reach out to in the countries he would like to expand to. Finds 4 different GlobalScots and messages each of them with initial introduction and questions.	Three GlobalScots get back to him the same day with answers to his questions and a host of possible connections for him to look into further. One particular GlobalScot is a specialist in the tech sector and they agree to setup a meeting with a one of the GlobalScots contacts.	Sam has now been using the network for a while and finds the on hand knowledge and collaboration a fantastic resource. He particularly likes the Spotlight feature and has approached a spotlight GloablScot for recruitment.	Sam has applied to become a GlobalScot after finding the help invaluable. He has now expanded into two non-English speaking countries and wants to give back to the network.	Sam regular contributes to the network now he is a GlobalScot and has even taken part in a GlobalScot challenge and helped recruit three more GlobalScots in the countries he has expanded to.
Thinking	I hate networking, but I guess have to do it.	This might help me avoid those awkward networking events. I prefer to work online. I will think about joining this network.	I don't have a clue where to find the right people this looks like it could be the answer. I am going to sign up and see what happens.	This process seems very easy and up to date. I like it.	There is a lot of people on here. I will surely find one that can help me. I just hope they are reactive.	This GlobalScot seems a perfect match I'm really glad he replied. He could be the mentor ive been looking for.	I've been looking for the best people to recruit. This person could be the one I've been searching for.	I think I'm ready to make the leap. This is a fantastic opportunity to give back and help make new connections.	This has really helped with my confidence in business and I now enjoy making new contacts on the network.
Feeling									
Process & channels									
Touchpoints	Face to Face	Google search Website	Website	Website Mobile Website	Website	Website Face to Face	Website	Website Mobile	Website Mobile Face to Face
Pains	He doesn't know GlobalScots exist.		Doesn't know where to find people with specific experience of scaling a business fast who he can learn from.		Not sure if he knows exactly what help he is asking for.		Needs to recruit the best people but the local talent pool is limited.		
Gains					Happy that there is Increasing support for entrepreneurs in Scotland.		Edinburgh is gaining a reputation globally as a well regarded tech hub.	As his team grows he is afforded more time to build relationships.	He has a lot of energy and drive.
Possible problems	Current GlobalScots to be actively promoting the new network website.	Google keyword searches will need to be looked at, and social media posts should be promoting the new website.	We need lots of relevant info accessible on the website to give people confidence this is the right network for them.			Possibility for inactive members to put off new members to the service.			Possibility of network becoming stagnant if there are to many inactive users and only a small number of active members who cant support all the requests.
Ideas & Opportunities				Should be a hassle free, future proof sign up process giving users the option to do ID&V on their mobiles.	Comprehensive search with filters allowing users to do many different search from the same component.	Section for mentors or GlobalScots labeled as willing mentors.			Active members keeping the network an exciting place to connect, support each other and expand business knowledge.
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