

STAGES	WANTING SOMETHING	VISITING WEBSITE	EXPLORING CONTENT	CONSUMING CONTENT
ACTIONS	Recognizes unfulfilled state Decides to visit website	Opens webmail & newsletter link Uses SOO website Waits for site to load	Browses using visuals Examines content Gets family help	Attempts to use content Encounters barrier(s) Seeks Assistance Abandons content
FEELINGS	Hopeful, curious Bored, lonely impatient	Excited, curious Impatient, confused	Pleased, comfortable focused Overwhelmed, uncertain	Excited Discouraged, anxious
TOUCHPOINTS	Email Newsletter SO website	Email Staff, volunteer, coach SO links	Site content Family member	Site content Staff
PAINPOINTS	Unsure where to go	Long URL Heavy site	Faded images Complex text Fixed buckets	Requirements not indicated
OPPORTUNITIES	1. Promotion on Social Media 2. Simplified URL	1. Bookmark 2. Alternate URL 3. Simplify site content	1. Category icons 2. Clear photos 3. Revised taxonomy	1. Clearly stated requirements 2. Metadat (tags) 3. One-click buttons