

User Need 1

Information About CAUT, Their Advocacy Activities and Becoming a Member

- Easy access to information on benefits of CAUT membership and how to sign up.
- Have quick access to information on CAUT's advocacy efforts.
- Give users opportunity to engage in advocacy efforts.

Personas in this Group

- Faculty Association
- General Public
- Member / Stakeholder
- Partner / Affiliate
- Committee
- Media
- Politician / Bureaucrat

NEEDS

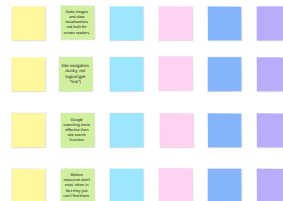
How do users interact with features/content that meets this goal? What do they need when they interact with features/content that meet this goal?



CHALLENGES

What challenges or pain points do they face when trying to achieve this goal?

How do they feel? What things might they say (quote)? What are they thinking?



ADMIN GOALS

How can these features/ content be improved from an admin management perspective? What are your goals for this user need?



What Content/Features meet these needs? (Include and indicate current or future content/features)

Existing Content/Features



Future Content/Features



Acquire and Share
the Latest
Information Through
Events and other
Knowledge
Resources

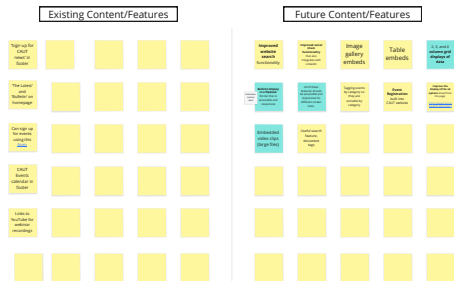
1. Be seen as an excellent source of knowledge and information resource.
2. Facilitate the discovery and use of knowledge resources.
3. Motivate users to sign up to the newsletter and events.

- Faculty Association
- General Public
- Member / Stakeholder
- Committee
- Media
- CAUT Staff
- Defence Fund

How do users interact with features/content that meets this goal? What do they need when they interact with features/content that meet this goal?

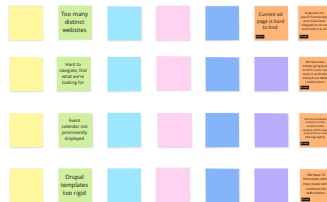


What Content/Features meet these needs? (Include and indicate current or future content/features)



What challenges or pain points do they face when trying to achieve this goal?

How do they feel? What things might they say (quote)? What are they thinking?

[illegible]

How can these features/ content be improved from an admin management perspective? What are your goals for this user need?

User Need 3

Networking for Building Relationships and Career Advancement

- 1. Foster a sense of community amongst CAUT web users.
- 2. Help users discover others in a similar professional space through easy access to an association directory and ability to contact other associations.
- 3. Ability to find jobs and fill positions.

Personas in this Group

- Faculty Association
- Job Recruiter / Seeker
- Member / Stakeholder
- Partner / Affiliate

NEEDS

How do users interact with features/content that meets this goal? What do they need when they interact with features/content that meet this goal?



CHALLENGES

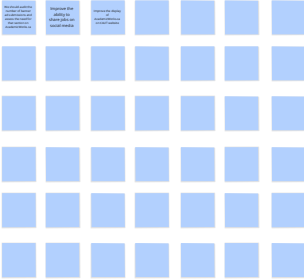
What challenges or pain points do they face when trying to achieve this goal?

How do they feel? What things might they say (quote)? What are they thinking?

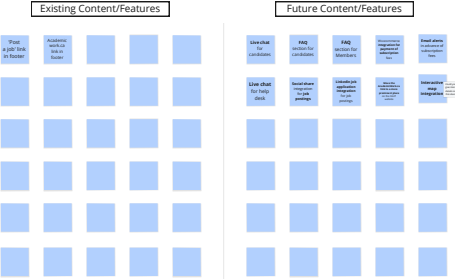


ADMIN GOALS

How can these features/ content be improved from an admin management perspective? What are your goals for this user need?



What Content/Features meet these needs? (Include and indicate current or future content/features)



Membership Experience

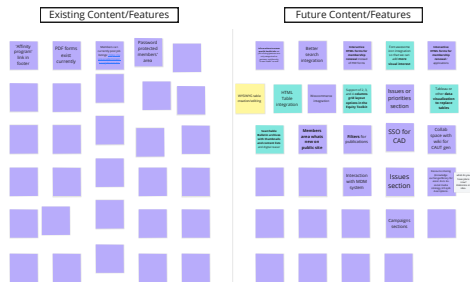
1. Facilitate self-serve functions for members and logged in non-members.
2. Simplify onboarding and renewal processes for users and admins.

- Member / Stakeholder
- Faculty Association
- CAUT Staff
- Job Recruiter / Seeker
- Defence Fund
- Partner Affiliate

How do users interact with features/content that meets this goal? What do they need when they interact with features/content that meet this goal?



What Content/Features meet these needs? (Include and indicate current or future content/features)



What challenges or pain points do they face when trying to achieve this goal?

How do they feel? What things might they say (quote)? What are they thinking?



How can these features/ content be improved from an admin management perspective? What are your goals for this user need?

