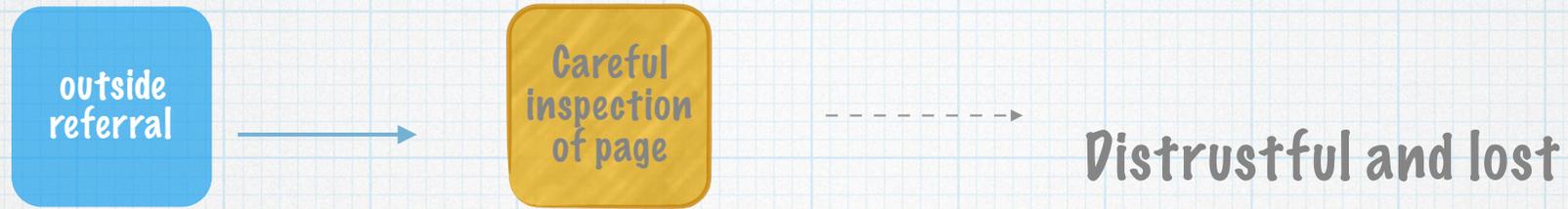


# User Journeys

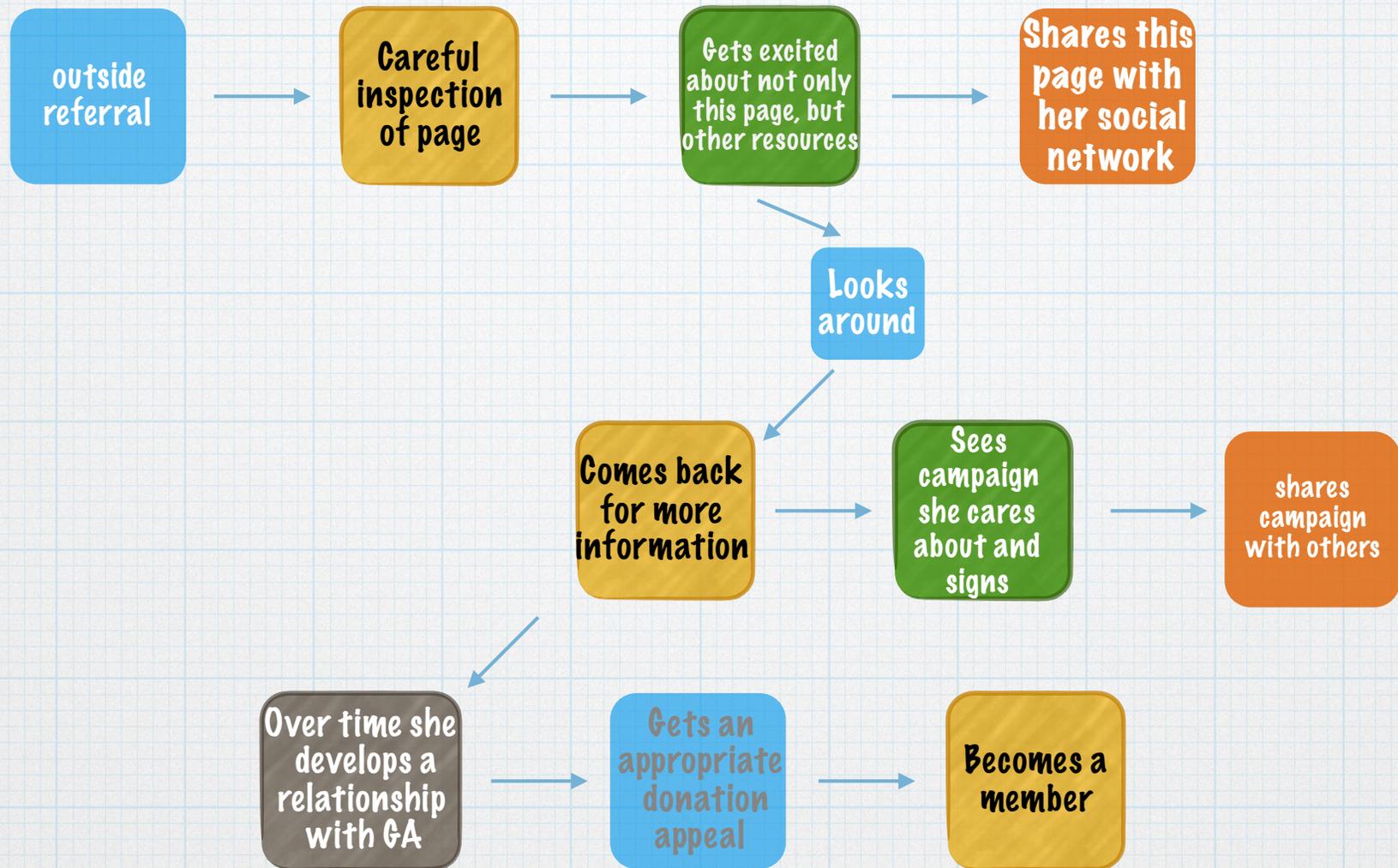
# Sally - 27 years old

- \* Sally works in Political Consulting in Washington, DC
- \* She recently became an Aunt, and combined with a few other things going on in her life makes her care much more about the earth.
- \* She is also particularly aware as to the chemicals in her life. The story of Stuff opened her eyes.
- \* Sally also cares deeply about how people are treated at work.
- \* Her family and friends often follow her lead because of her researcher tendencies - they trust her, she investigates.
- \* Sally does not have roots in the environmental movement, and her primary source of information is the internet, but she is careful as to whom she puts her trust in.



- \* Stumbled across Green America from a blog article listing resources including one of GA's articles. The blog mentioned that enough time had passed that it didn't know if the information was still valid. Sally was so interested in the subject that she still clicked the link. However the page did appear badly outdated, and gave her no confidence in the information contained. Also, while she was curious if they had any more current articles that were of interest for her, she did not see any signs of life pointing her to a current, living website. She thinks the organization behind the website is either dead or has moved on.

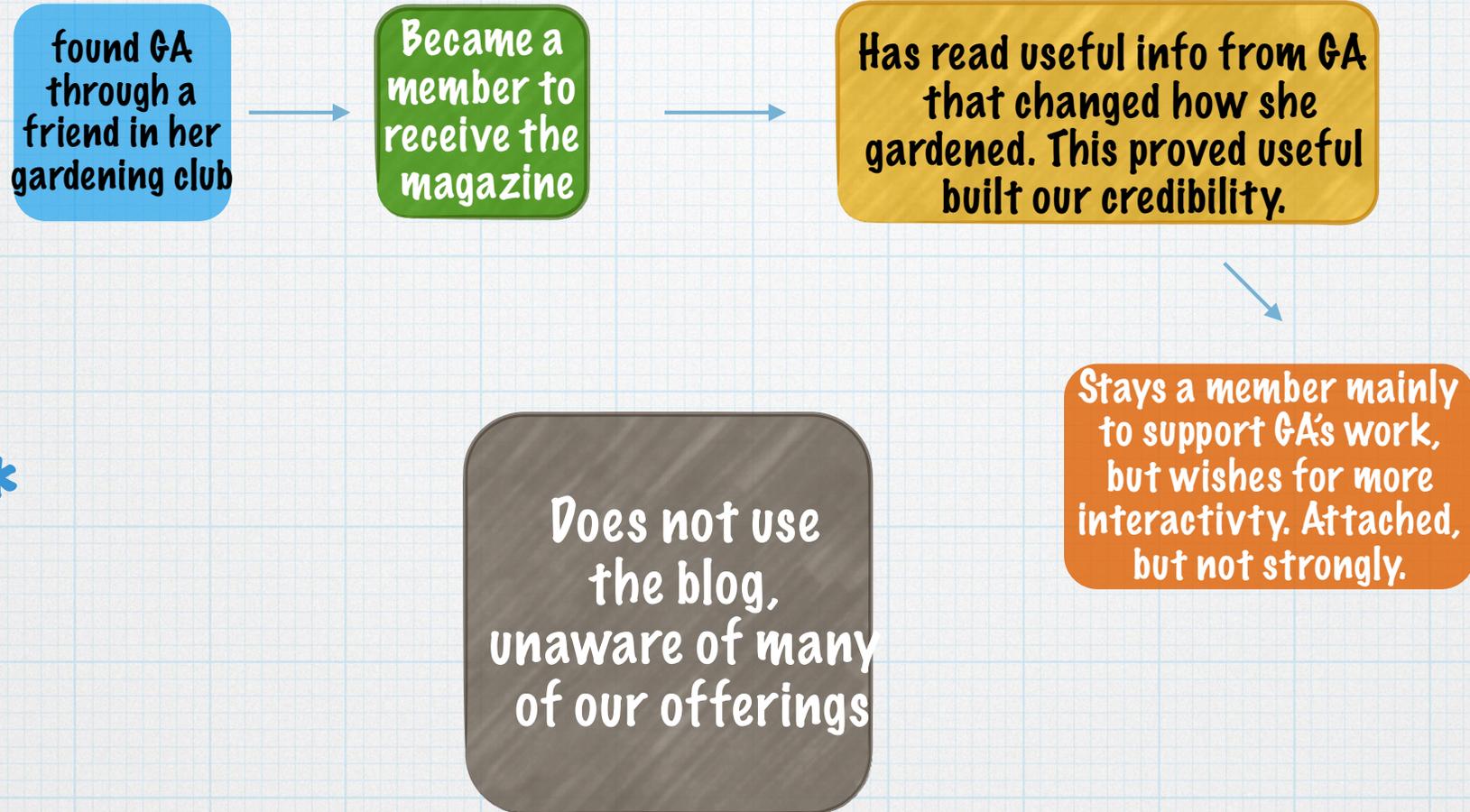
# But wait, what if this had happened?



# Angie - 48 years old

- \* Building her own Green Business, formerly worked in financial services.
- \* Passionate about living green and spreading it economically since 2008
- \* Naturally evolved into the green movement
- \* Has a solar water heater, a solar cooker, and an earth composter
- \* While she is currently a member, she does not feel engaged as a member. She would like to feel more involved, and would like to be able to share directly with other members.
- \* She is unaware of the variety of resources that GA offers, and does not come to us as a potential resource, but she does trust us.

# Angie's current journey



# David - 63 years old

- \* Works as a Radiologist in Chicago
- \* Sustainer because he believes in our work and would miss us if we were gone.
- \* He is a father and grandfather- wants them to have a world they can be healthy in
- \* Biggest way he lives green is socially responsible investing
- \* Would be interested in reviews and/or ratings of products
- \* Finds it challenging to fit green into other values (like aesthetics/history)
- \* Highly values the magazine, and uses the NGP for a reference, occasionally uses GA for help in purchasing

# David's current journey

First Used  
NGP when  
we were  
Co-Op

Because he  
repeatedly  
used GA's resource,  
he sees us as  
a community  
resource.

Reads most  
of the  
magazine

Sustainer level member  
because he believes in  
all the work we do. Fairly  
attached.

Still uses NGP  
occasionally  
but not in  
love with it, less  
useful to him

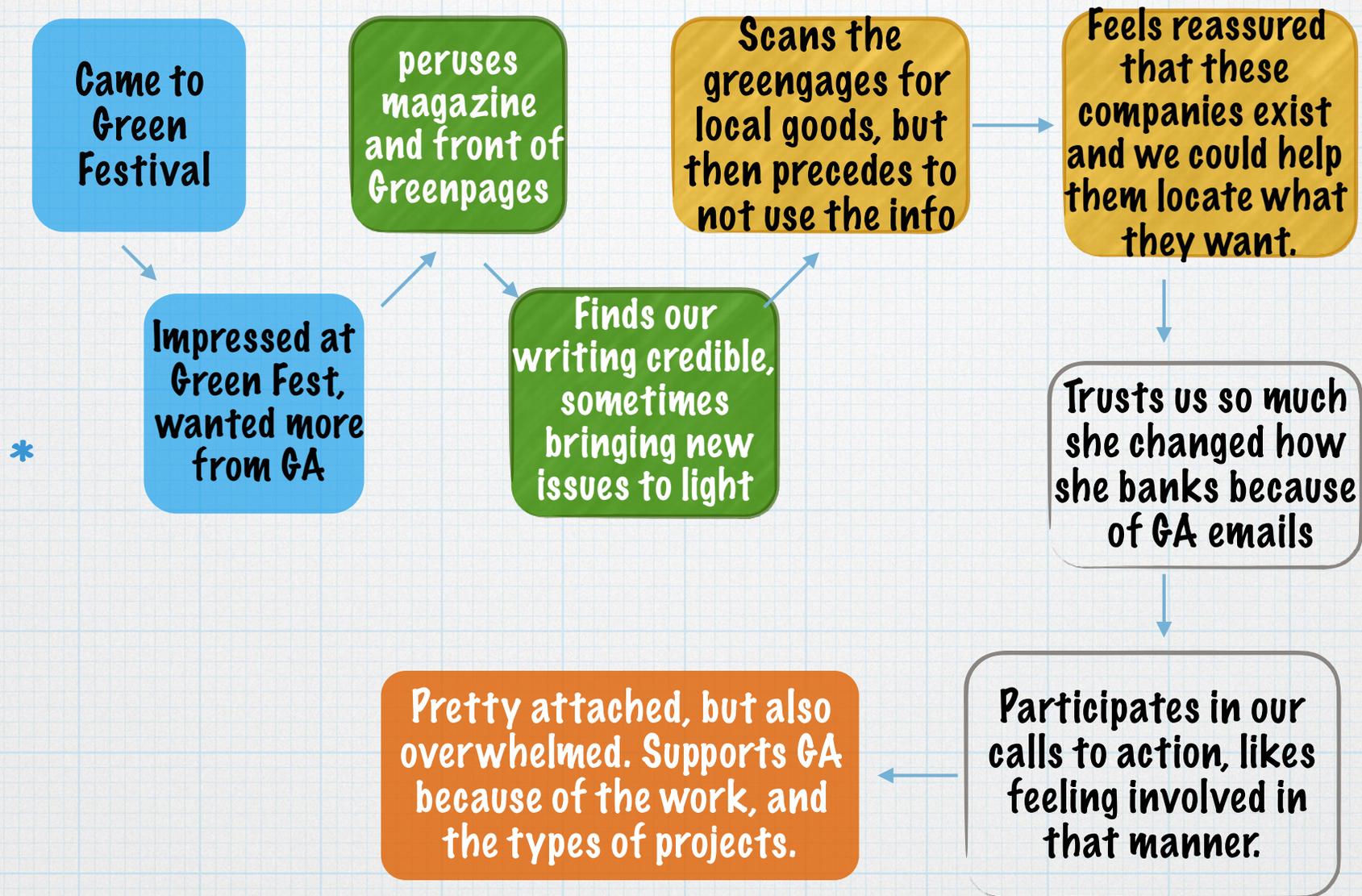
Values GA's practical advice, but  
also values how good he feels to  
be a part of the broader mission.  
Occasionally participates in  
actions.



# Karla Ann - 51 years old

- \* SAHM of 16 year old son, 21 year old daughter in Pacific Northwest
- \* Regular financial supporter of GA, sees the need for the work GA does
- \* Composts, recycles, and reuses
- \* Mentioned bug spray
- \* Trust is important to her, and she trusts us
- \* Shops at Whole foods and Thrive
- \* Can't keep up with the number of emails we send so she has a special folder for them so she can reference them later
- \* Likes being able to sign petitions
- \* Has tried new things because of GA

# Karla Ann's current journey



# Andrés - 35 years old

- \* Mexican/American Independent Contractor in NC
- \* Married with a two year old boy
- \* Very in demand with his business, has little time to spare
- \* Tries to use environmentally friendly building materials whenever possible
- \* Views food as the building blocks of his body and therefore invests in good food materials
- \* Neither he nor his wife have time to cook on a regular basis so finding nourishing places to eat is a high priority
- \* Takes pride and ownership in his work, wants to make a positive impact
- \* He has tradesmen learning under him.

# \* Andrés current journey

He was asked by the family he is currently doing work for to find and install a green tv in the house they are renovating. He mentions this to the woman working the lunch stand at the health food store, who suggests looking at GA for resources.

Googles "Green America tv". Fortunately he passes "Go Green America tv" and finds us at #5.

He clicks on the link, and skims the article. He thinks it is outdated and wants to see if there is anything more up to date on the rest of the site.

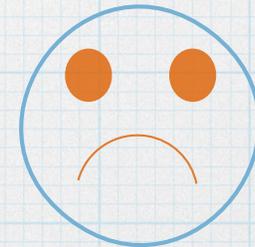
Because there is no easy way for him to find more relevant content on that page, or search from that page he clicks on the logo hoping to go to the homepage because he thinks highly of the woman who sent him to us.

He looks at the homepage, but unsure of where to go that might produce more up-to-date content he types "tv" in the search bar and hits enter.

It is dated Summer 2008 - even older than the first result he had that was too old. He is disappointed, and heads to google to find more current information. He is also not likely to return as he associates GA with out-of-date content.

Now he is on the results page. The first result is the one he had already decided was too out-of-date to be much help. All but one of the top results is either not relevant or clearly out-of-date. He clicks on the one that looks like it may work.

This sends him to a basically blank page with another search bar. He thinks this is weird, but types "tv" and hits enter again.



# Franklin - 20 years old

- \* 1st generation Hmong, lives in St. Paul, works at Target part-time
- \* 1st generation college student currently attending St. Paul College for CyberSecurity AAS degree
- \* Father works on farm share, mother cleans houses
- \* He also helps on the business side of his father's farm share to help translate written documents, sometimes pitching in during the busy season to harvest and sell.
- \* Concerned about the chemicals his parents are exposed to, they feel they cannot safely ask for safer chemicals because of cost.
- \* Concerned about how the weather might affect the farm.
- \* He feels responsible for taking care of his family as English is much easier for him.

# Franklin

- \* Franklin was recently assigned a paper in his Poli Sci class to write on a political topic that is relevant to his personal experience. He decides to write on worker protections.

# Tina - 36 years old

- \* African-American mom of three in Alabama, part-time Medical Assistant
- \* 2 of her children have asthma
- \* 2 of her children have food allergies (different allergies)
- \* She struggles to provide her children with the proper food to eat
- \* Has to utilize food banks to stretch her families food dollars, but finds them lacking for foods that her children can actually eat
- \* Concerned about the air quality in her apartment, unable to move because she would rather live in a worse space on a better block versus a better space in an unsafe neighborhood
- \* She wonders what happened to make her children have these allergies
- \* Concerned about what she can do to try and make sure her children can have healthier children

# Tina

- \* Tina discovered at a financial planning day at her local church run by a volunteer financial planner that she might be able to afford to buy a house for less than her current rent. She is excited about this possibility knowing that she could garden to grow some of her food, as well as ensure better air quality. She went to her local branch of a big bank where she was denied. Given her job and kids needs it has been a slow process to find helpful resources that adequately cover all of her needs.

# Tina #2

- \* Tina has heard something about GMO's, but wants more information. She needs to know if it is important enough that she should be paying attention to if her kids eat it, and also what she can do if it is important. One of her doctor's patients tells her about the GMOI Cheerios campaign, so she starts there.

# Problems we don't know about

- \* Technology interference (where technology interferes rather than assists)
- \* deterrent user interface
- \* interacting with economic and racial demographics
- \* unsuccessful attempts are unknown why they are not successful