

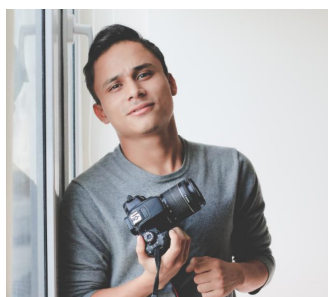
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[AIGA Arizona website](#)

User stories for AIGA Arizona website

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User 1: Newbie Lucy/Lewis



Position

Young designer,
digital

Age

18-29

Motivation

Lucy/Lewis is a young designer with lots of interests, like illustration, photography and design. They are still figuring out their careers. They've heard of AIGA AZ but don't really know what it's about.

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- As a new designer and site visitor I want to see upcoming events so I can decide on which to attend:
 - Engaging event graphics and descriptions on homepage.
 - Users should be able to register for events without having to take too many steps.
 - Click to view more information about the event and see links to related events.
 - Users should be able to filter events by type and cost.
 - Users should be able to tell which events are free.
 - Users should be able to see event price information listed on AIGA AZ site (instead of just on Eventbrite).
 - As a new designer and site visitor I want to be able to easily sign up for events so I can get to know others in my field:
 - Integrated event signup on site rather than link to external ticketing through Eventbrite.
 - Button to register from homepage.
 - Labeling or some other visual cue to show which events are sold out before the user has to click on the event information page and then again on to the event registration platform, Eventbrite.
 - As a new designer and site visitor I want to understand the value of AIGA AZ so I can decide if it's for me:
 - Membership tab in main navigation leads to a page with a general overview of membership.
 - Benefits information shown higher in hierarchy in page architecture.
 - Membership rates

- As a new designer and site visitor I want to learn about AIGA AZ programs to find events aligned with my interests:
 - General overview of programming under the program tab of the main navigation (this button currently does nothing).
 - Full list of programs under the program page with short descriptors of each and links out to individual pages with more information.
 - Program pages should include engaging, authentic photography on programming information pages for each initiative.
 - Program pages should include photo and a way to contact board members responsible for each initiative on program detail pages.
 - Users should be able to easily find events related to each program initiative page.

- As a new designer and site visitor I want to learn about AIGA AZ as an organization to help me decide if I want to join:
 - About page should include a welcome message to new visitors.
 - About page should include a general overview of the chapter and how it works.
 - About page should explain membership to new visitors.

- As a new designer I want mentorship resources to help me make the right decisions about my career:
 - Mentorship opportunities should be easy to find in the Resources section.
 - Blog posts and articles related to starting out as a new designer should be linked to related content.
 - Mentorship information should be easy to find under “Get Involved” section.
 - There should be clear action steps for potential mentors and mentees visiting the Education + Mentorship page.

- As a new designer and site visitor I want to find events related to my interests so I can attend events I am interested in:
 - Users should see related events on event pages.
 - Users should be able to filter events to show by type or price point.

- As a new designer and site visitor I want to get resources so I can do my job better:
 - Blog posts and articles related to starting out as a new designer.
 - List of local vendors and printers.
 - Discounts to professional development opportunities, including AIGA Arizona events.

User 2: Professional Penny/Joe



Position

Early to mid-level designer, developer, illustrator or UX designer

Age

30-49

Motivation

Penny/Joe have been working for some time. They are confident in their skills but know there is always more to learn. They want to connect with other designers to build their network and see what might be next in their career.

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- As a creative professional and site visitor I want to learn about networking events so I can expand my network:
 - User needs to be able to identify events by the type of interaction.
 - User needs to be able to filter and sort events.
 - As a creative professional and site visitor I want to learn about other creative professionals so I can learn about working in other environments:
 - Blog posts should feature community members.
 - Content should focus on local people, events and issues.
 - Site should encourage networking and making connections.
 - As a creative professional and site visitor I want to see when an event is sold out so I don't waste time trying to sign up for it:
 - Labeling or some other visual cue to show which events are sold out before the user has to click on the event information page and then again on to the event registration platform, Eventbrite.
 - Quicker event registration process for user.
 - As a creative professional and site visitor I want to see related events when I am on a website so I can quickly see other events of interest to me:
 - Link to related or upcoming events from other event detail pages.
 - Link to related events on Program initiative pages.
 - As a creative professional and site visitor I want to see what is going on in the local design community so I can get a better idea of the trends, issues and market of my local design community:
 - Users can see recent social media posts from the organization and their interaction with the community.
 - Recent blog posts and articles show users there is up-to-date information on the site.
 - Content features highlight local designers, members and board members.
 - As a creative professional and site visitor I want to see work by other designers so I can be inspired to create:
 - User is able to easily access member portfolios.
 - User can easily find content related to the local design community.

- As a creative professional and site visitor I want tips and resources related to my career so I can progress and succeed at my job:
 - User can easily find content related to career topics.
 - User can easily find resources to help them do their job, including local print vendors and suppliers.

- As a creative professional and site visitor I want to see local job opportunities so I can keep my options open and my career moving forward:
 - User can easily navigate the national jobs and local jobs board.
 - User can clearly identify and apply for job postings.
 - New jobs are easy to find in prominent areas for the user to locate.

User 3: Eager Eloise/Edward



Position

Early to mid-level designer, developer, or UX designer

Age

30-49

Motivation

Eloise/Edward are experienced designers. They feel confident about their design skills and want to spend some of their free time giving back to their profession. They're interested in mentoring young designers or even doing something out of their normal role at work.

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- As a site visitor and an experienced designer looking to give back, I want to find information about volunteer opportunities so I can give back to the local design community:
 - User is able to easily locate mentorship and volunteer information.
 - User is able to find related mentorship and volunteering opportunities in program information pages.
 - As a site visitor and an experienced designer looking to give back, I want to learn about AIGA AZ as an organization so I can understand where there may be volunteer opportunities of interest to me:
 - About page should include a welcome message to new visitors.
 - About page should include a general overview of the chapter and how it works.
 - User should be able to easily find an overview of the AIGA AZ programming and initiatives.
 - As a site visitor and an experienced designer looking to give back, I want to sign up for volunteer opportunities so I share my experience with young designers:
 - User is able to easily fill out a form to apply for mentorship and volunteer opportunities.
 - Forms prevent errors and give feedback to the user to input information correctly.
 - User is able to sign up for updates to mentorship and volunteering programs.
 - As a site visitor and an experienced designer looking to give back, I want to contact someone from the board so I can find out more about volunteering:
 - User is able to easily find the appropriate board member to contact for questions.
 - Board member information is easy to find in the pages for the initiatives they lead.
 - User is able to fill out a form without error.
 - Forms prevent errors and give feedback to the user to input information correctly.
 - As a site visitor and an experienced designer looking to give back, I want to meet other professionals so I can learn and grow my skills and career:
 - User is easily able to find networking events.
 - User is easily able to find information about board members.

User 4: Business Bri/Brian



Position

Agency owner,
business owner
or executive

Age

30-49

Motivation

Bri/Brian are running a business, whether they own it or they have a high leadership position. They want to strategically partner with or support local agencies to get their company out in the community. They believe in supporting important local causes.

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- As a business owner and potential sponsor I want to learn more about AIGA Arizona as an organization so I know I am putting my money and support behind the right cause for my business:
 - User is able to easily locate information about the chapter and how it is run.
 - User is able to easily locate information about the chapter leadership.
 - User is able to easily locate information about the chapter members, collaborators and partners.
 - User is able to easily locate information about the chapter mission.
 - User is able to easily locate information about chapter programming (events).
 - User is able to easily locate information about sponsorship opportunities.

 - As a business owner and potential sponsor I want to easily find sponsorship opportunities so I can donate my services or support the organization in the areas of most impact to my business:
 - User is able to easily find an overview of levels of sponsorship.
 - User is able to easily find information about the benefits of sponsorship.
 - User is able to fill out a form without error.
 - Forms prevent errors and give feedback to the user to input information correctly.

 - As a business owner and potential sponsor I want find the correct person to contact on the board so I can make further inquiries about sponsorship or ask about opportunities not listed on the website:
 - User is able to easily find the appropriate board member to contact for questions.
 - User is able to fill out a form without error.
 - Forms prevent errors and give feedback to the user to input information correctly.

 - As a business owner and potential sponsor I want to see what other organizations support AIGA Arizona so I can see if the partnership makes sense for my business and to ensure there are no conflicts:
 - User is able to easily find what other organizations support or sponsor the chapter.