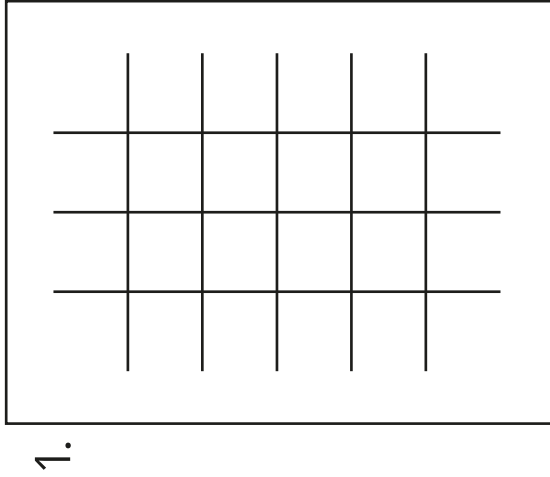
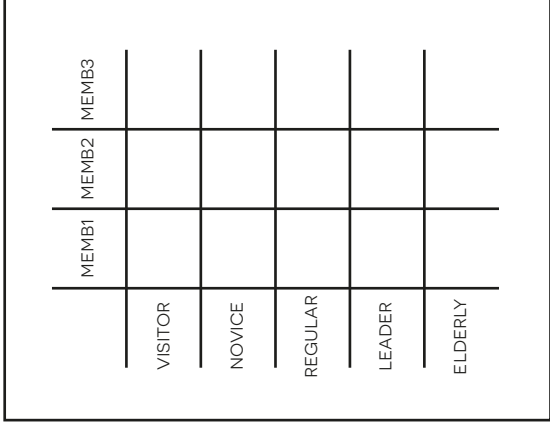


# MEMBER LIFE CYCLE

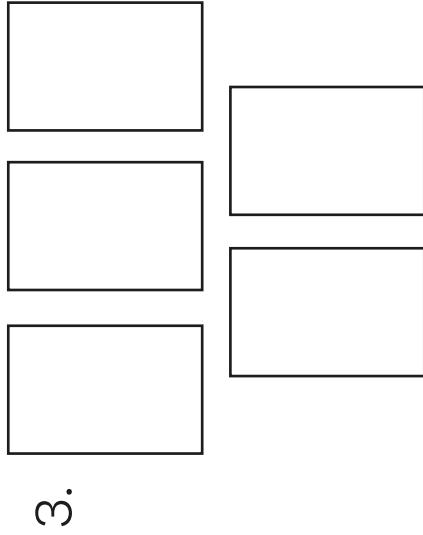
MEMBERS HAVE DIFFERENT LEVEL OF INVOLVEMENT OVER TIME. IN ORDER TO MATCH THE NEEDS FROM THE MEMBERS AT EACH STAGE, YOU COULD PERFORM THIS MEMBER LIFE CYCLE BRAINSTORM. IN THIS BRAINSTORM YOU WILL LOOK AT DIFFERENT KIND OF MEMBERS IDENTIFIED AT THE PURPOSE EXERCISE AND SEE HOW THE REQUIREMENTS OF THE MEMBERS AT DIFFERENT STAGES CHANGE IN THEIR LIFE CYCLE.



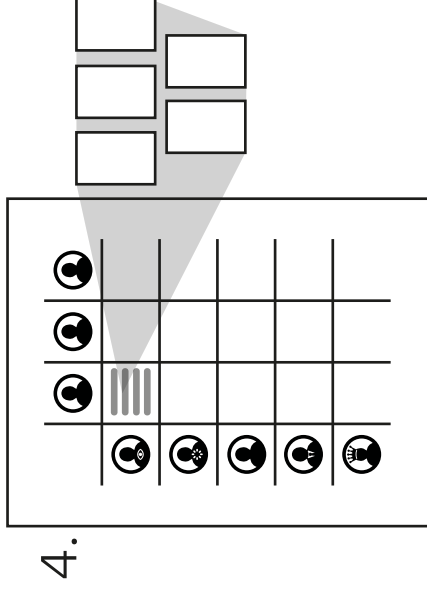
DRAW A GRID OF 4X6 ON A BIG PIECE OF PAPER



WRITE YOUR DIFFERENT KIND OF MEMBERS ON THE TOP AND THE DIFFERENT STAGES ON THE LEFT (VISITOR, NOVICE, REGULAR, LEADER, ELDERLY)



PICK 3-5 CARDS FROM THE MEMBERS, COMMON GROUND OR CONTRIBUTION HEURISTICS, THAT WOULD CHANGE OVER TIME IN THE DIFFERENT PHASES OF THE MEMBER'S LIFE CYCLE. WE SUGGEST: MOTIVATORS, TARGETED REQUEST, THRESHOLD.



FOR EACH OF THE CARDS, WRITE DOWN IN THE CELL HOW THE PLATFORM SHOULD BE DESIGNED FOR THE PERSONA IN THAT CERTAIN PHASE OF THE MEMBER LIFECYCLE.

# MEMBER LIFE CYCLE

IN THIS BRAINSTORM YOU  
WILL LOOK AT DIFFERENT  
TYPES OF MEMBERS AND  
MAP THEIR REQUIREMENTS  
AT DIFFERENT STAGES.



2-4 PERSONS



3 HOURS