

FUTURE EXPERIENCE

PCLS

CONTENT

This **experience map** details the future content development process.



Provided by: Strategy Hackers

NARRATIVE	INTERACTIONS/ OPPORTUNITIES
Staff member arrives at work ready for the day	Staffer interacts with unread emails
Staffer checks books in and out	Staffer interacts with local patrons
Staffer brainstorms program ideas	Staffer enters content creation process
Staffer closes up feeling disempowered by lack of feedback on programming	Staffer was denied interaction with content creation process

Staffer sees a need for their patrons	Staffer evaluates patron interactions
Staffer determines need is widespread	Staffer moves to emergency evaluation

Staffer determines need is non-emergent	Staffer proceeds to next phase
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Staffer concludes they have the needed resources	Staffer has the opportunity to move further in planning
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Staffer checks calendar and is excited to find open availability	Staffer excitedly moves forward in development
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Staffer determines audience and event structure	Staffer interacts with outreach coordinator
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Event is determined ready for promotion	Staffer proceeds to next phase
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NARRATIVE	INTERACTIONS/ OPPORTUNITIES
The event is ready to be promoted	Staff has opportunity to create content
The staff member begins developing content	Staff member interacts with brand guidelines
Staff member sends content to publicist	Publicist interacts with content
Publicist approves event	Publicist interacts with staff, offers feedback
Staff receives feedback from publicist	Staff interacts with content to make edits
Staff sends edited content to publicist	Publicist interacts with edited content
Publicist approves content	Publicist interacts with staff internally
Staff views content then Publicist can release content	Publicist interacts with audience by releasing content

