

CURRENT EXPERIENCE

PCLS CONTENT

This **experience map** details the current 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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Staffer enters content creation phase	Staffer interacts with Publicist
	Publicist interacts with Director and AD
	Director and AD interact with Publicist

Event is approved	Publicist interacts with content
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Publicist creates content alone	Content interacts with staff and audience
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