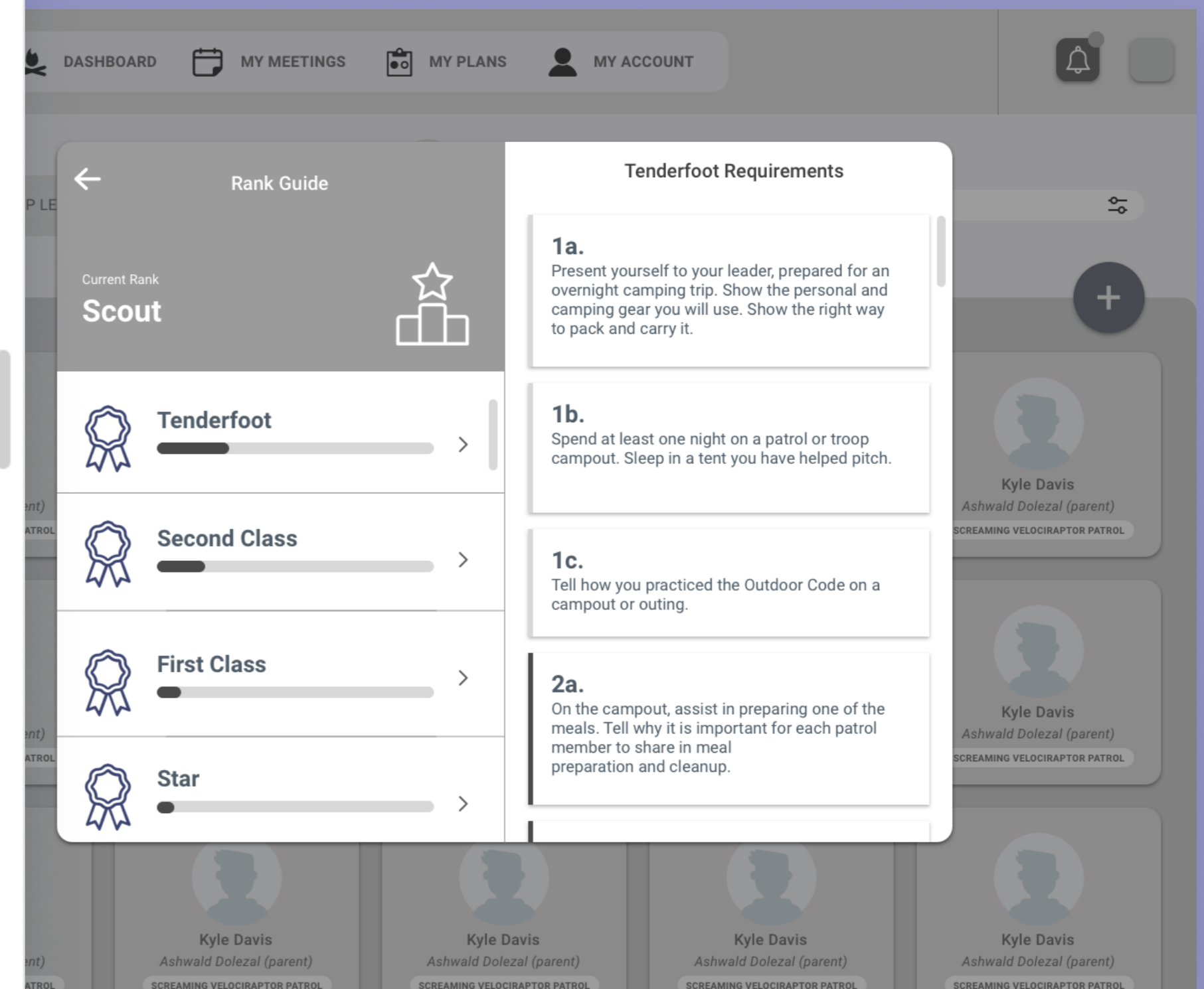
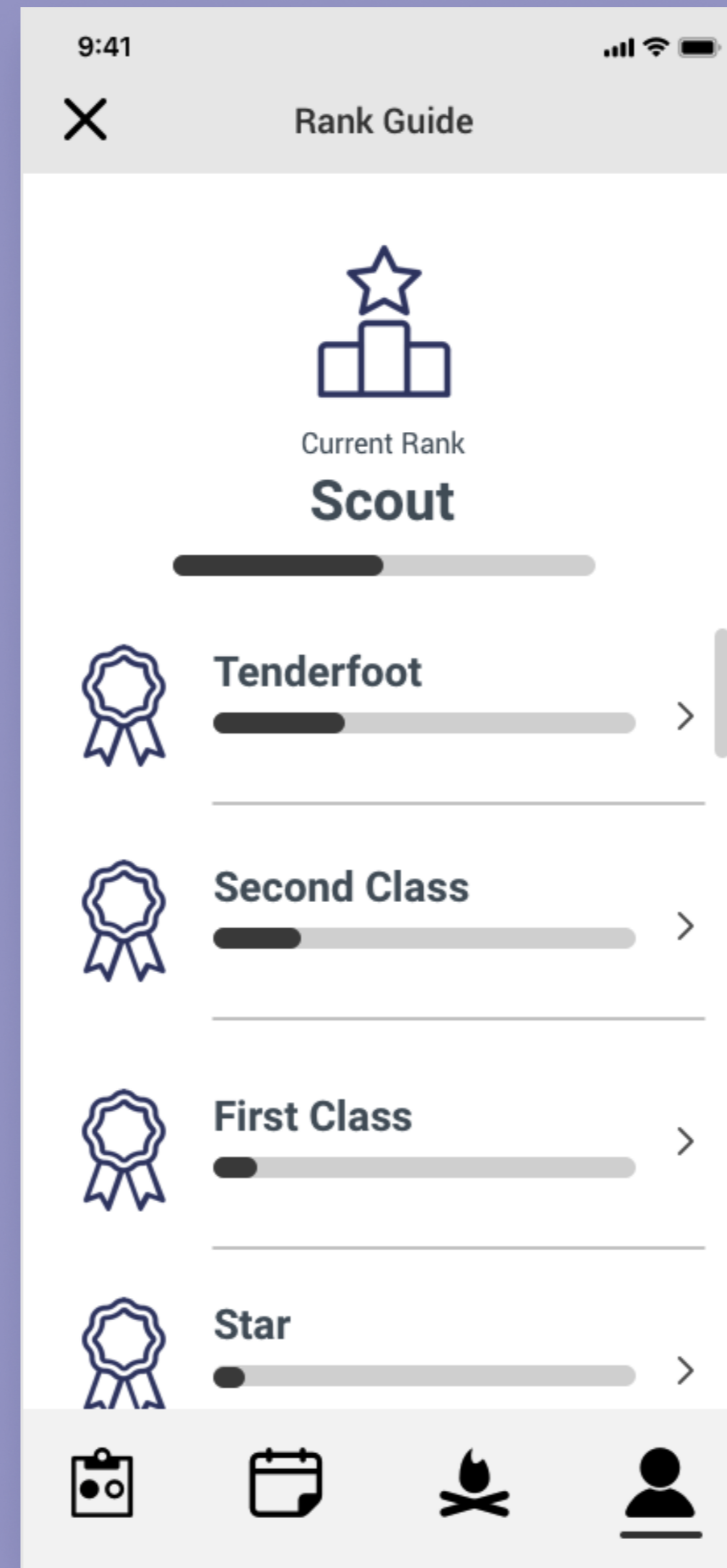




JOSH LINE

CASE STUDY

Scouts BSA Leader App



Overview

Background

In order to guide scouts to a higher rank within Scouts BSA (formerly Boy Scouts of America), youth leaders and troop leaders meet in-person and plan what will be done over a year on paper in a conflagration of groupthink and preference. Troop leaders will lend guidance to what is possible, but it is largely up to the youth leaders as to what they will work on within a given month (and year).

Scoutbook, an app used to manage the entire scouting experience, is starting to show its age despite being designed in-house at Scouts BSA a year ago. The app isn't serving the needs and work of troop leadership due to a distinct lack of features relevant to guiding scouts to where they need to be.

The Problem

Scouts BSA has a scout retention problem. Youth leaders and troop leaders need a way to help their scouts rise in rank so that scouts feel engaged and rewarded for their progress. Scouts who don't make it to the rank of Scout First Class within the first year are 80% likely to drop out of Scouts BSA.

Scouts BSA tasked me with learning as much as I could about the organization, how scouts rise in rank, and how plans and meetings are created, so that I could design an app that will serve the needs of the troop leadership in keeping scouts on track.

Problem Statement

Youth leaders and troop leaders need a way to help their scouts rise in rank so that scouts feel engaged and rewarded for their progress.

Design Question

How might we help youth leaders level up their scouts to increase scout participation and engagement?

My Role and Responsibilities

Research & consolidation: I performed domain research, desk research, interviewed former youth leaders, created personas, and wrote all user stories for each persona.

Design execution & validation: For this project, I designed an iterative series of high-fidelity wireframes, as well as testing prototypes.

Leadership: I partnered with the product manager and development team and led discussions and structured ideation sessions with the client and creative teams.

Timeline

November 2019 - January 2020

Tools

Sketch

InVision

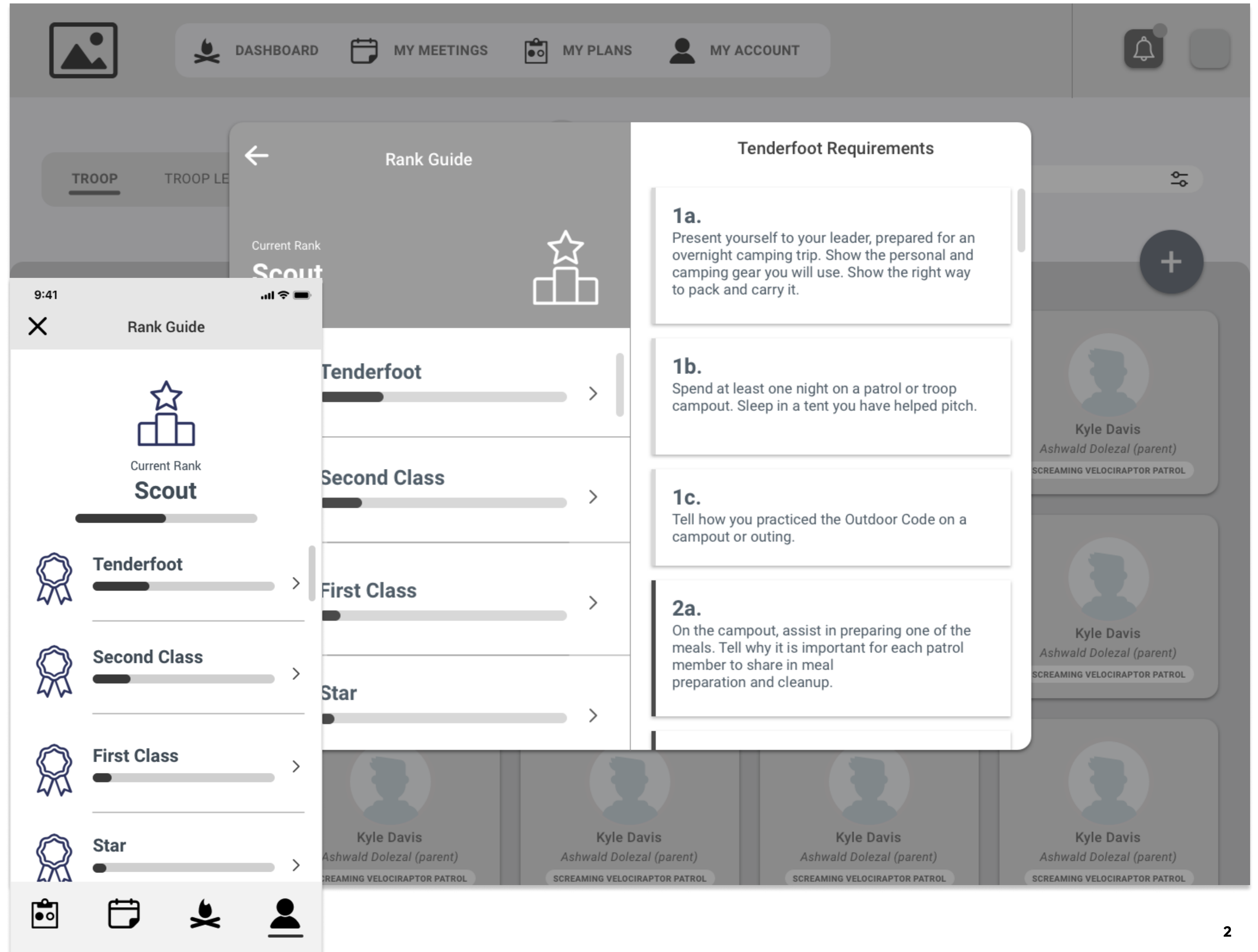
Google Sheets

Zeplin

Solution

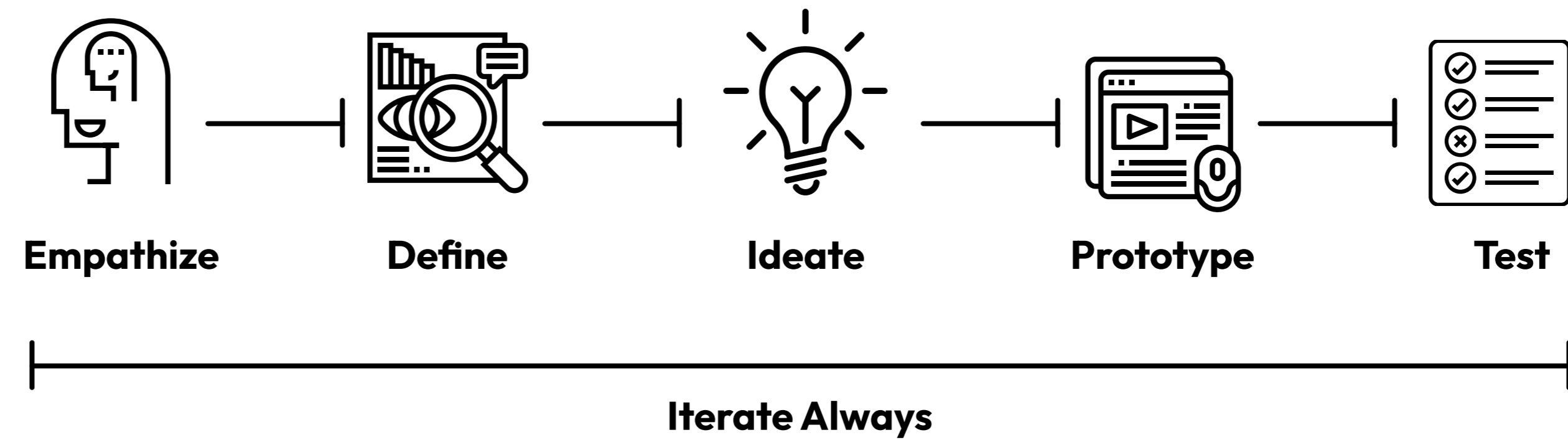
I designed the Scouts BSA Leader app, a system that helps youth leaders and troop leaders understand where their scouts are (by rank and badge) and what they'll need to do (recommendations) to efficiently achieve the rank of First Class and beyond.

The app uses **assistive technology** that trains on facets to learn and suggest program features (activities, events, games, and materials) in the building of plans and meetings **in order to provide for opportunities of friction and lift necessary to rise in rank in the organization.**



My Design Process

My design process for the Scouts BSA project follows roughly the EDIPT process: Empathize, Define, Ideate, Prototype, Test, with iteration as needed across the phases. This wasn't necessarily by design, but I had to understand the user, their context of work, and the problem before hopping into wireframes or Sketch.

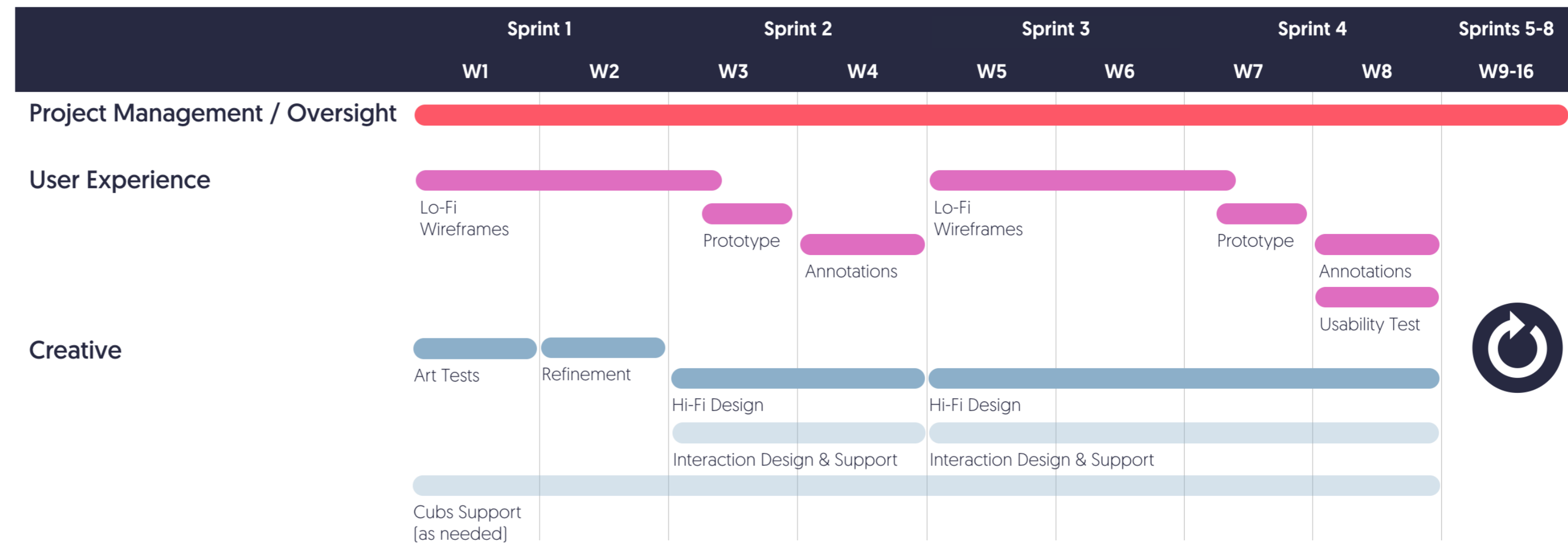


Project Schedule

As you can see, no research or discovery was planned or scheduled for this particular project. I was able to perform a deep read of all the relevant manuals and do a few interviews with former youth leaders to better understand the problem and what scouts do to secure ranks within the organization.

Needless to say, we had a tight window to start to deliver to the SBSA product teams and development teams.

Sprint Delivery Cadence



Screens Per Sprint	
Lo-Fi	8
Hi-Fi	6
Animation	2

Empathize

Process: Business Objectives / Desk Research

EMPATHIZE

Business Objectives

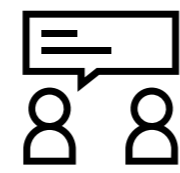
Our creative team received the following business objectives within a project charter. I kept these business objectives in mind when designing experiences for the users - youth leaders and the troop leaders.



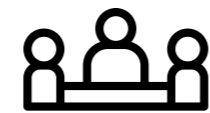
Help youth leaders level up their scouts in rank to increase retention.



Simplify the online experience for youth leaders.



Simplify communication between youth leaders and troop leaders.



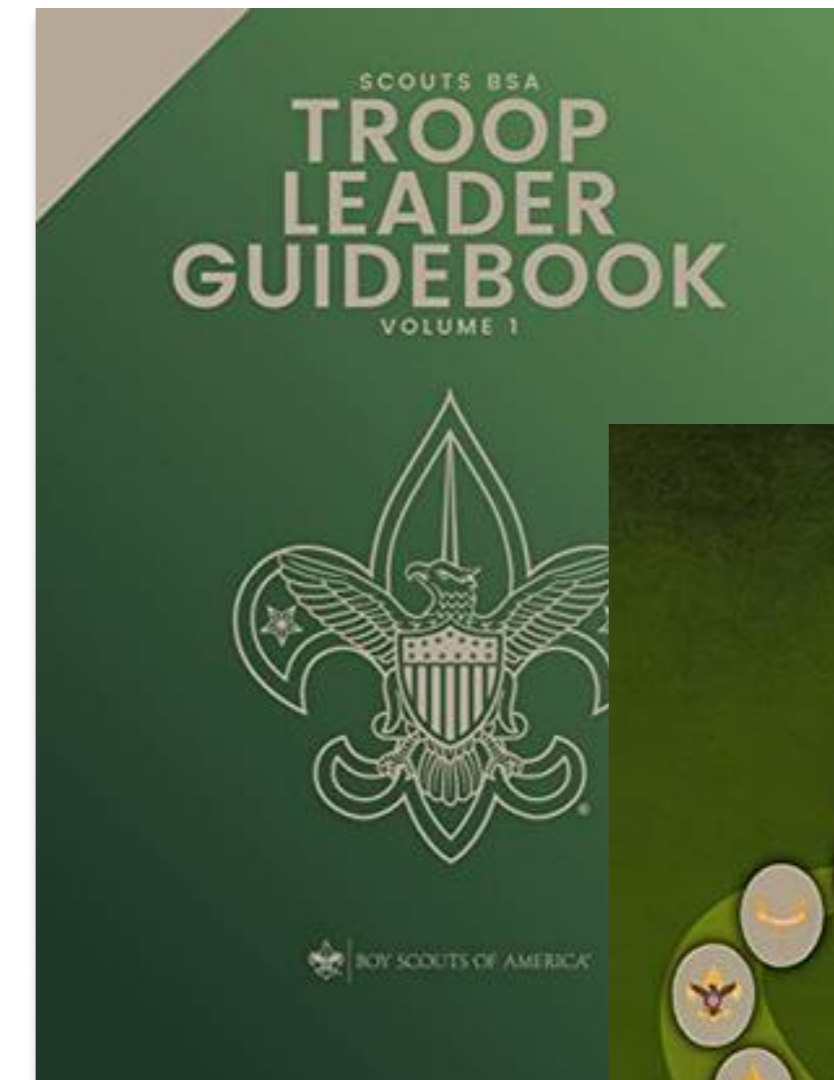
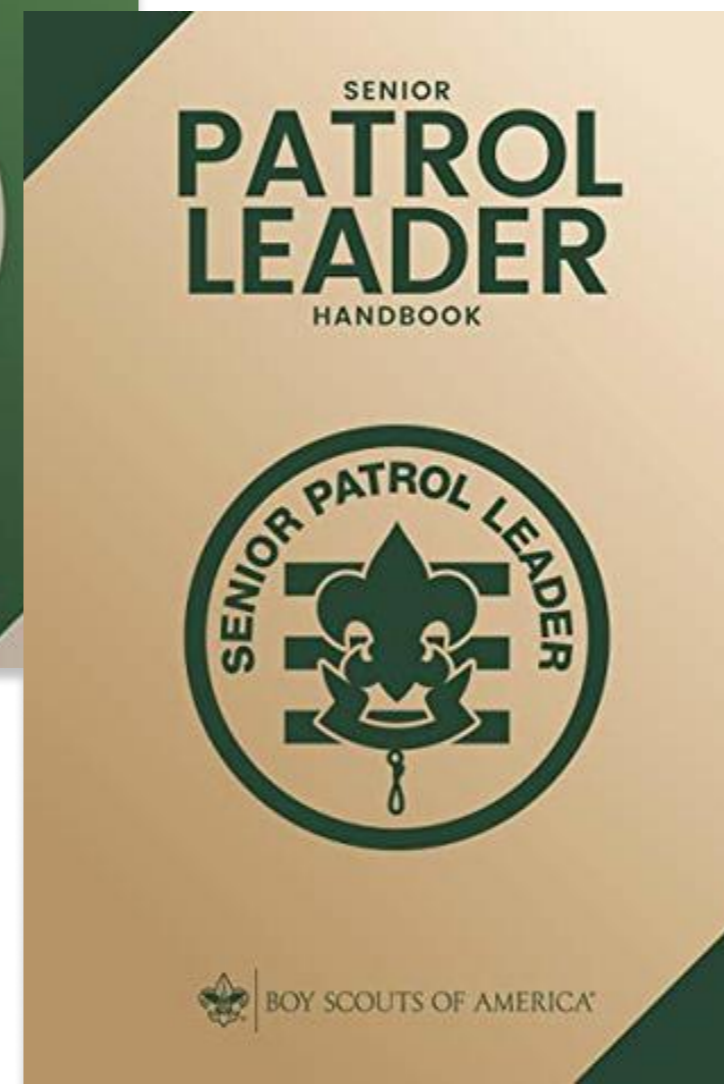
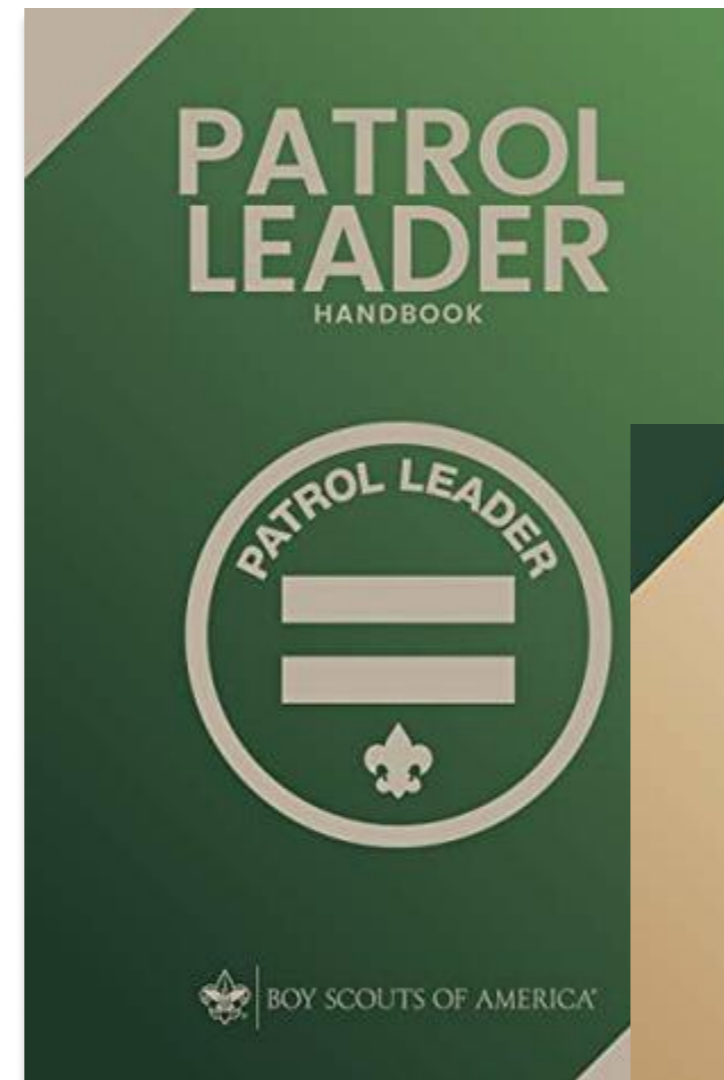
Simplify communication between patrol leadership council.

EMPATHIZE

Desk Research

I studied the following handbooks to analyze the duties of youth leaders and troop leaders. It shouldn't go unstated as to how much information there was to comb over in order to understand the entire ecosystem in which youth leaders, troop leaders, and scouts interact.

I was unable to receive permission to contact current scouts to validate their experience when it comes to leading the troop or reasons for staying/leaving the organization. I did, however, have a few informal interviews with former youth leaders through a couple of connections.



Define


Process: Empathy Maps / Personas / Ecosystem Map

DEFINE

Empathy Maps

After speaking to troop leaders and youth leaders, I performed some analysis and synthesis to organize insights from these discussions into empathy maps. I selected empathy maps to get a better sense of who these people are, what they need to do their Scouts BSA work, and what they need to guide scouts to higher ranks.

My internal creative team was very excited to have this information summarized in this manner as it helped them empathize with the people who will use the product and helped organize their thinking and understanding.



Bill

<ul style="list-style-type: none"> • Process is paper-based • Everything is done by committee • Proud to volunteer for SBSA • This is how they learn about the world out there • Compromise is good for these kids • They lose their paper, though • Constantly have to remind them of what they have to do • Three children • Married • Pennsylvania Native. 	<ul style="list-style-type: none"> • This will never work • The manuals have always worked... • I am reminding these kids a lot, though • I took this on to help kids but it's a lot of butting heads w/ parents • Why do I have to parent other children? • Can this make my life easier?
SAYS	THINKS
<ul style="list-style-type: none"> • Reviews Annual Plan • Reviews Monthly Plan • Reminds youth leaders to collect money • Makes suggestions about what they should be working on - manual • Sits in on Patrol Leadership Council meetings • Submits badge documents to merit badge counselor • Calls parents when there is an issue with a Scout • Attends meetings and main events; helps present annual plan • Connects with external sponsor • Sends plans back for revisions • Works with the Patrol Leadership Council on budget. 	<ul style="list-style-type: none"> • Concerned about the future of SBSA • Feels like he has to walk on eggshells • Feels more scrutiny than in years past • Suspicious of this app working for his troop.
DOES	FEELS

THE COMMUNICATOR

GOAL

- Decrease number of Scouts leaving the organization.
- Help Scouts learn how to create plans and meetings.
- Help Scouts rise in rank.
- Know what is happening with his troop.

PAINS

- Needs to know what is going on...
- Kids can only do so much
- Teach kids how to plan own year
- Scouts leaving before First Class.

GAINS

- Wants to review monthly and annual plans
- Wants to add comments to guide Scouts
- Wants a way to guide Scouts to First Class
- Wants to be in the know.

Related Documents

[Empathy Maps](#) APPENDIX

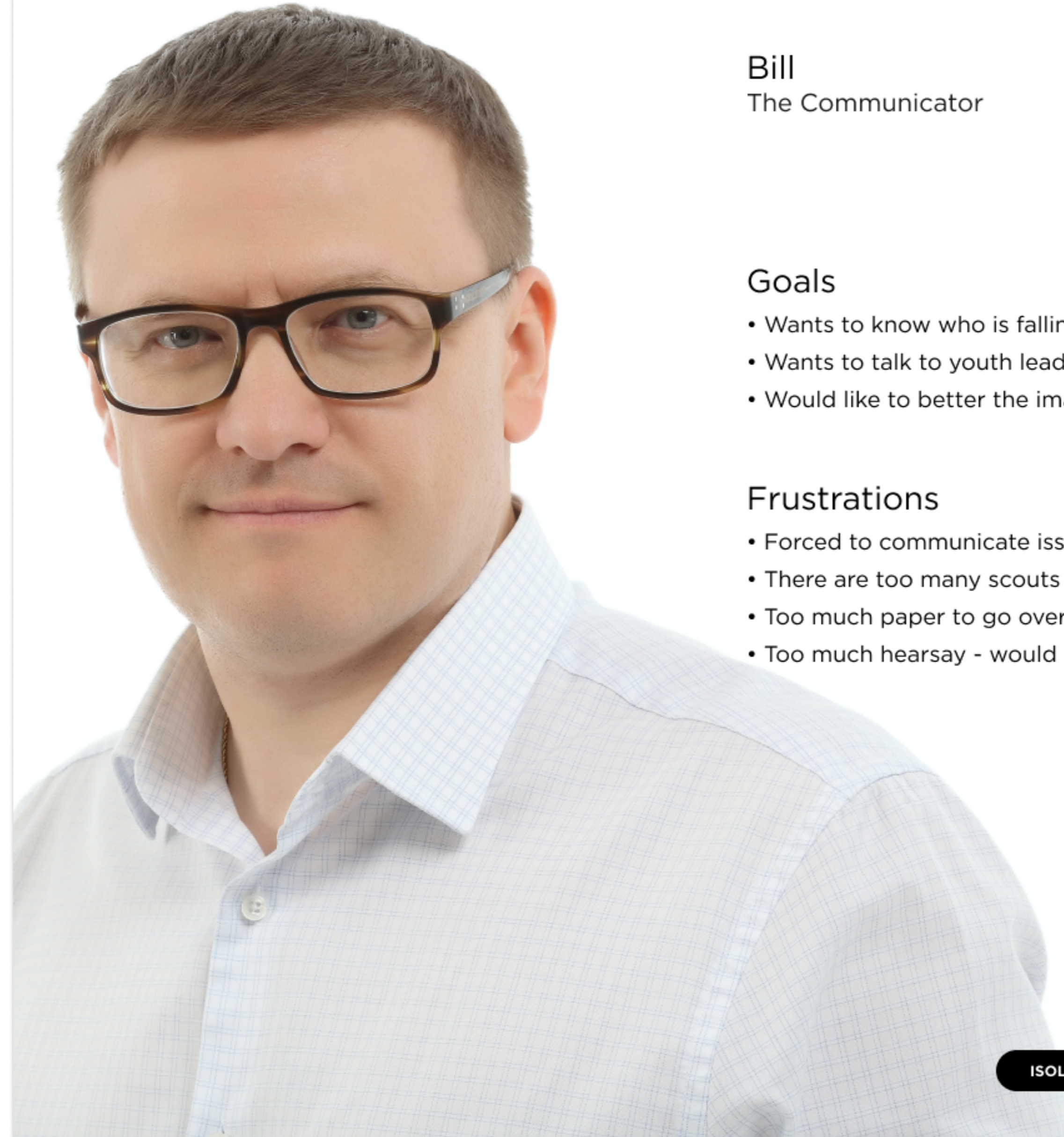
DEFINE

Personas

For those feeling a bit overwhelmed by the empathy map presentation, I created personas to help our leadership team understand these types of leaders (troop and youth leaders) and what needs to be done to assist them in promoting scouts to a higher rank within the organization.

Related Documents

[Personas](#) APPENDIX



Bill
The Communicator

Troop Leader

Goals

- Wants to know who is falling behind in the troop.
- Wants to talk to youth leaders in a safe way (2 TLs present).
- Would like to better the image of SBSA.

Frustrations

- Forced to communicate issues over chat boards.
- There are too many scouts to account for their attrition.
- Too much paper to go over - especially for volunteer position.
- Too much hearsay - would like an accurate picture of troop.

ISOLATED

UNAWARE

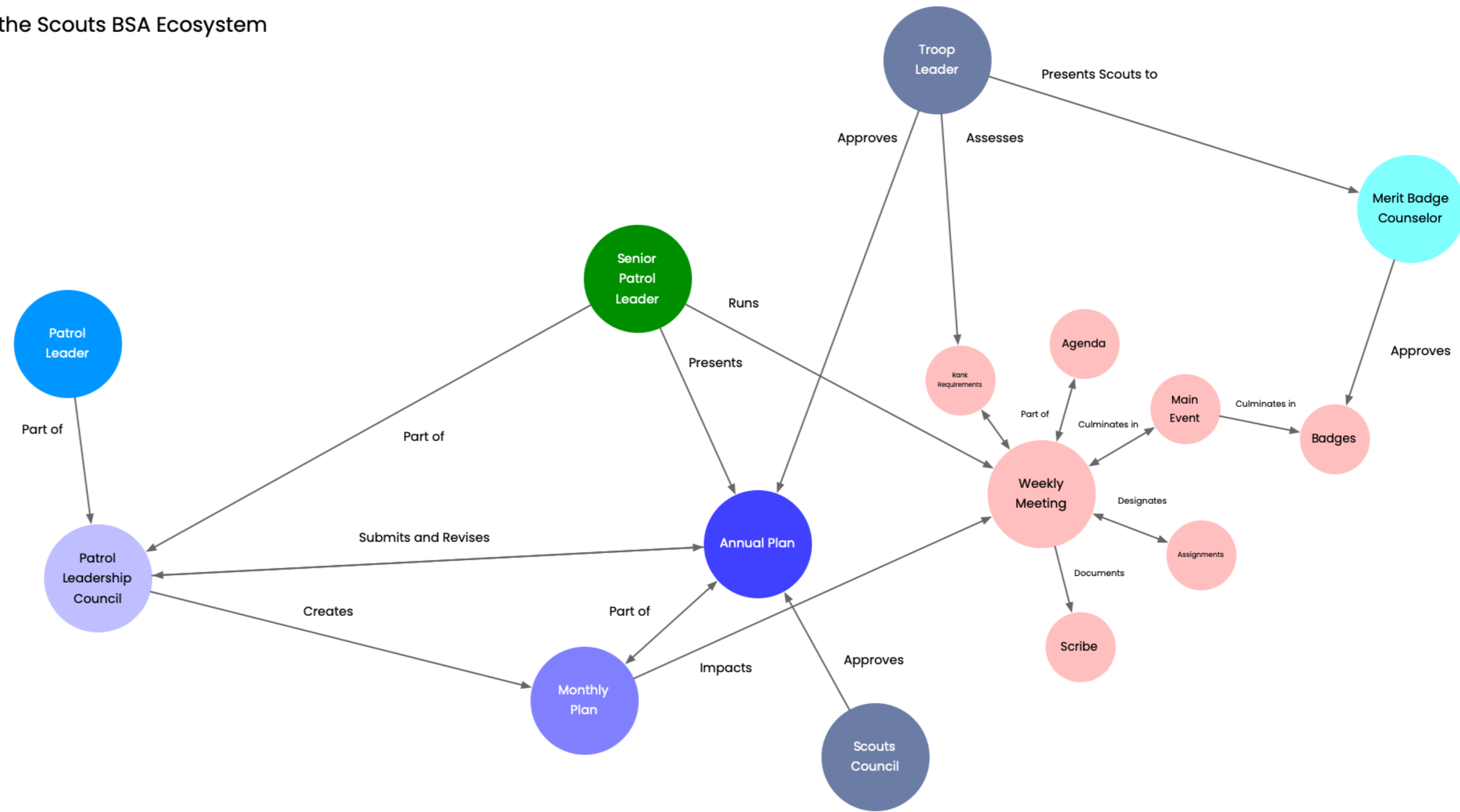
CONCERNED

DEFINE

Ecosystem Map

To validate my understanding of the Scouts BSA ecosystem, I created a map showing all of the parties and their relationships. The Scouts BSA product owner and stakeholders vetted this map and verified that it was an accurate depiction of the relationship between the leaders, plans, and meetings.

Understanding the Scouts BSA Ecosystem



Related Document

[Ecosystem Map](#) APPENDIX

Ideate

Process: Current Workflow (Who Does What) / Current Workflow (Planning a Meeting) / Experience Objectives / User Stories / Initial IA Map / Future Workflow (Planning a Meeting) / Future Workflow (Running the Meeting) / Site Maps

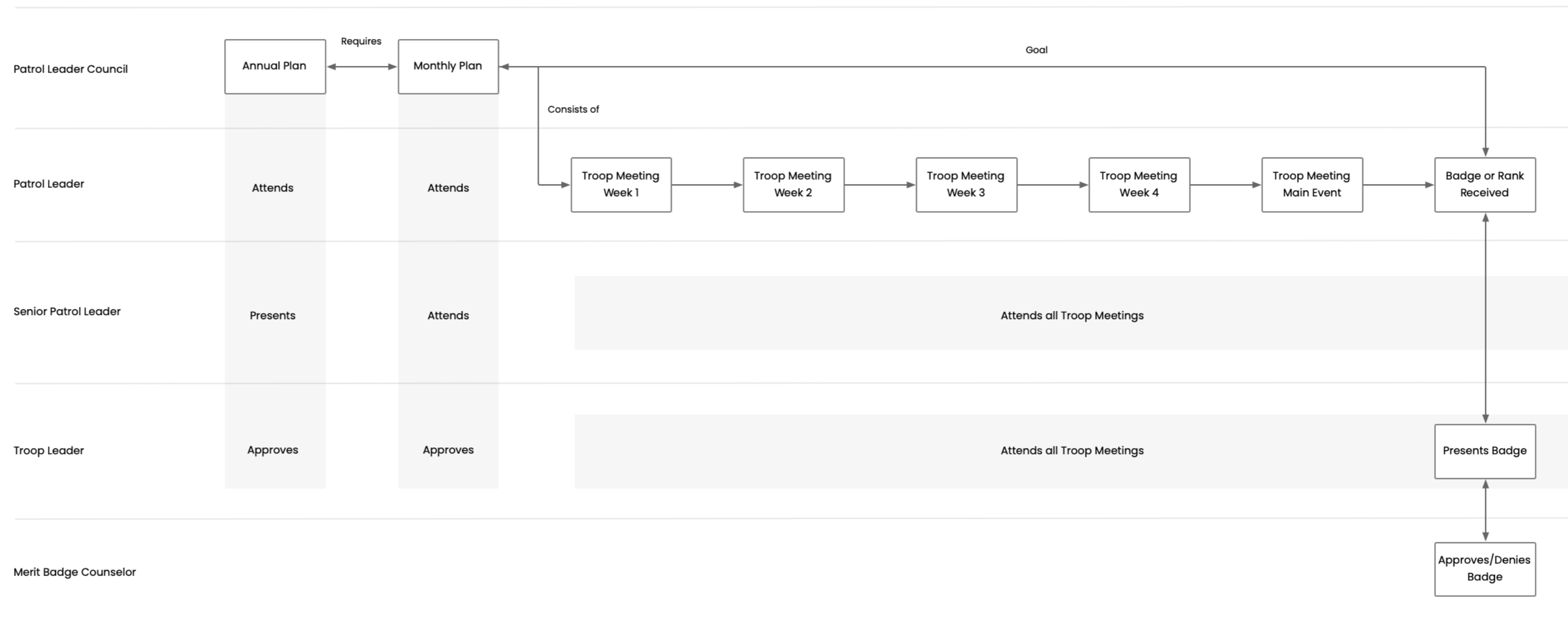
IDEATE

Current Workflow Who Does What

The current workflow for troop planning is an in-person and paper-based process that is based on the annual plan - a rough skeleton of what the troop will work on over time.

In discussions with Scouts BSA’s SMEs and former youth leaders, this workflow felt considerably ad hoc and not particularly helpful or useful when looking for recommendations for what the troop should do next. Groupthink tends to take over and the loudest voice dictates what should be worked on during a particular month.

Current Workflow – Who Does What



Related Document

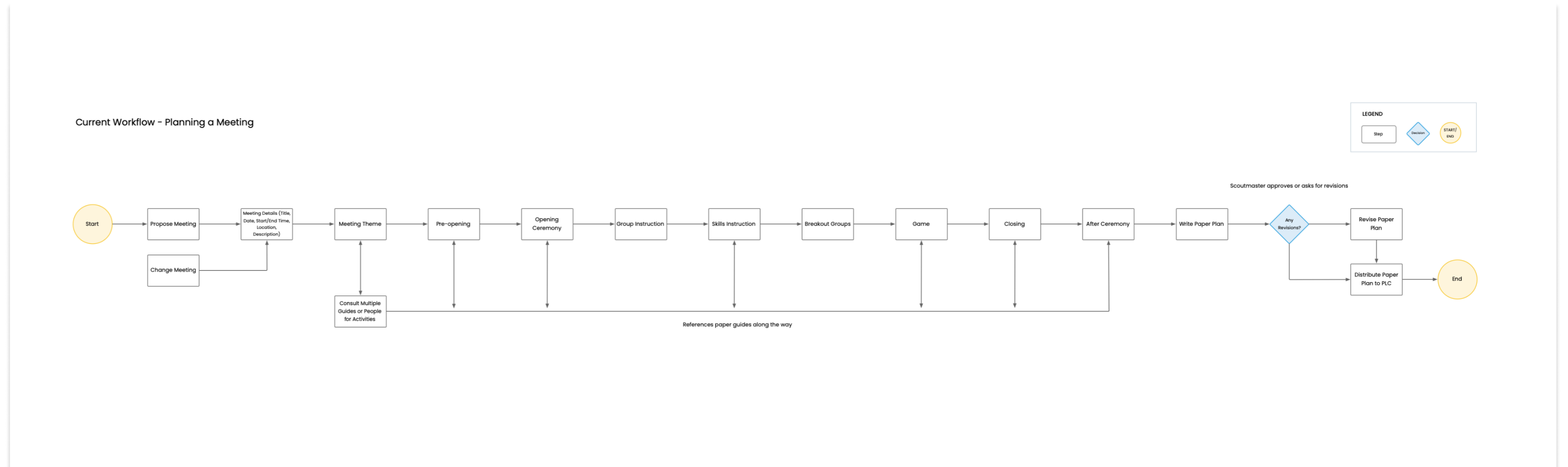
[Current Workflow - Who Does What](#) **APPENDIX**

IDEATE

Current Workflow Planning a Meeting

The current planning process is done in-person within Patrol Leader Council meetings. Within these planning sessions, weekly meetings and activities are proposed according to the theme within the ratified Annual Plan. Handbooks and leadership are consulted to suggest activities for each week's meeting. When all the sections of each meeting have been agreed upon by council, the scribe or senior patrol leader will capture the meeting plan on paper. Each document will then be distributed to the troop and youth leaders for their records and safekeeping.

What could go wrong?



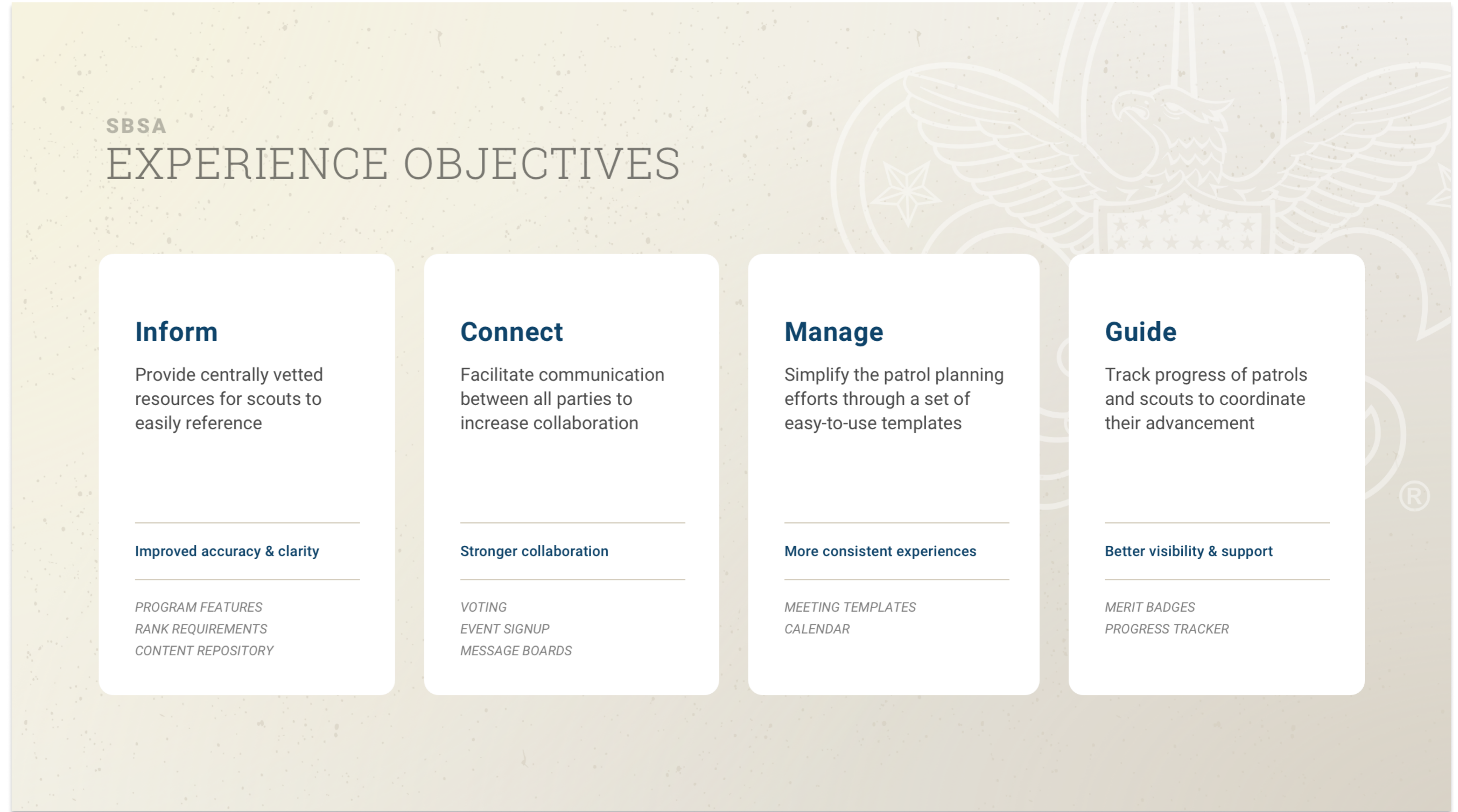
Related Document

[Current Workflow - Planning a Meeting](#) **APPENDIX**

IDEATE

Experience Objectives

After reviewing SBSA's business needs, as well as the needs of youth leaders and scoutmasters, I generated a number of experience objectives to better frame the lo-fi and hi-fi experience. These objectives were presented to senior management at SBSA, and they stated they were enthusiastically on board with the direction of these objectives.



Related Document

[Experience Objectives](#) **APPENDIX**

IDEATE

User Stories

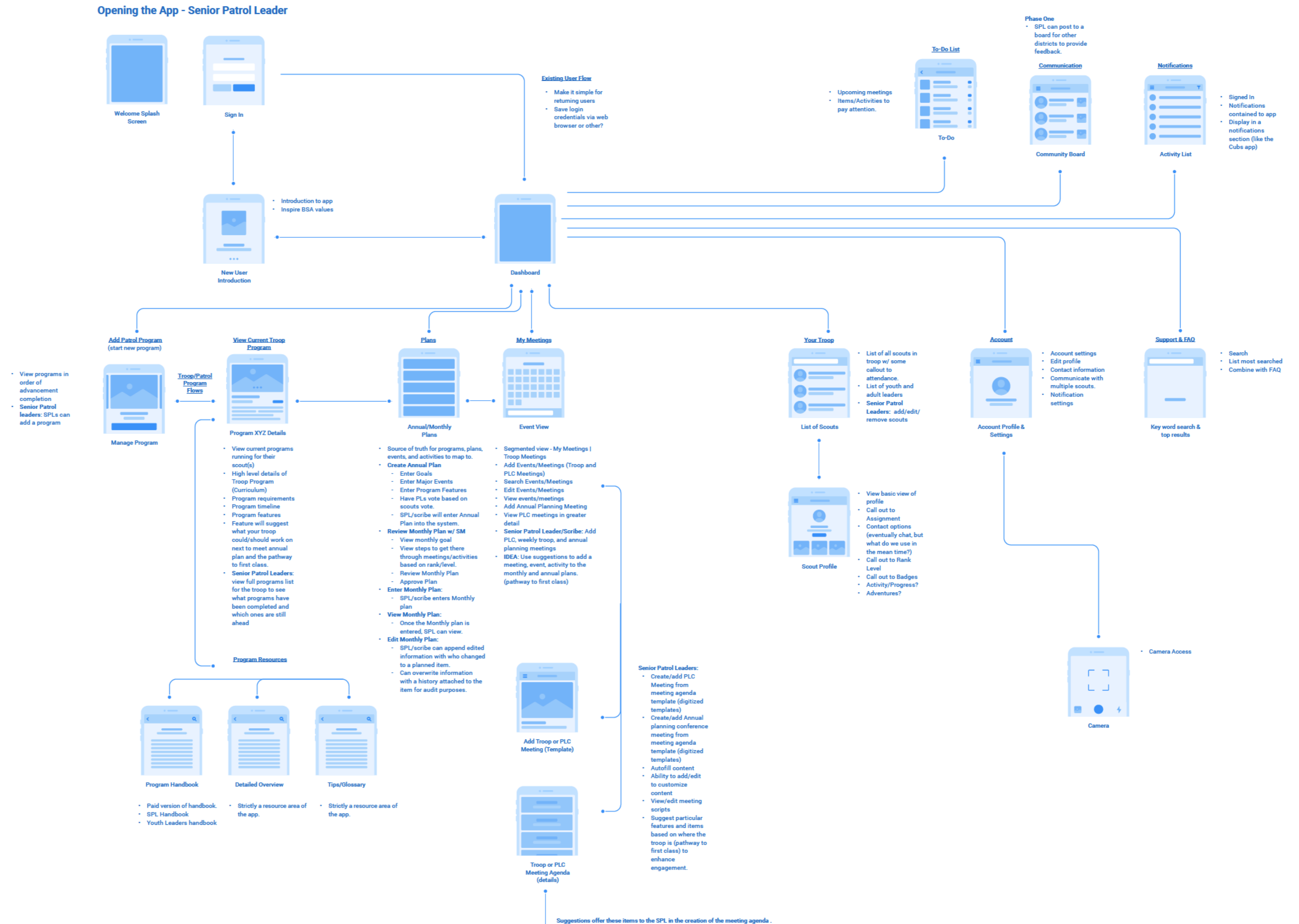
After documenting the planning and meeting workflow, I moved on to writing all of the user stories from the perspective of the user and their needs, as well as business objectives. The user stories were then delivered to SBSA for approval and product and requirements definition.

Epic	Activity	User Story	User
Sign In/Sign Up	Sign In	As a Senior Patrol Leader, I need the ability to sign in to the app using my email address so that I can plan, track, and communicate with Scouts and youth leaders/leaders.	Senior Patrol Leader
My Patrol(s)	View Troop	As a Senior Patrol Leader, I need the ability to view my troop members so that I can plan meetings, track progress, communicate with Scouts, and work with leaders/youth leaders.	Senior Patrol Leader
	Add/Remove Scouts from Troop	As a Senior Patrol Leader, I need the ability to add or remove scouts from the troop so that I can keep the troop information up-to-date.	Senior Patrol Leader
	View Scouts in Troop	As a Senior Patrol Leader, I need the ability for the app to update based on information from the Scout Book app so that duplication of entry can be removed.	Senior Patrol Leader
	View Scout Profile	As a Senior Patrol Leader, I need the ability to view individual Scouts profiles, contact options, badges earned, and other personal details so that I can effectively communicate with each patrol leader, Scout, and leadership.	Senior Patrol Leader
	View Scout Progress	As a Senior Patrol Leader, I need the ability to view individual Scout progress so that I can assist them and keep them further engaged in the organization.	Senior Patrol Leader
	Track Attendance	As a Senior Patrol Leader, I need the ability to track Scout attendance so that I can impact Scout engagement and help them stay on track to achieving First Class.	
My Account	Create/View Profile	As a Senior Patrol Leader, I need the ability to create a profile so that Scouts identify who is communicating with them.	Senior Patrol Leader
	Contact Information	As a Senior Patrol Leader, I need the ability to add/edit my contact information so that Scouts and other leaders can contact me.	Senior Patrol Leader
	Notification Settings	As a Senior Patrol Leader, I need the ability to modify my notifications so that I am alerted when Scouts or other leaders contact me.	Senior Patrol Leader
	Multi-Child Configuration	As a Senior Patrol Leader, I need the ability to push notifications to multiple Scouts so that my patrol(s) is kept up-to-date with notices and pertinent information.	Senior Patrol Leader
Program Features/Merit Badges/Rank Requirements	Program Features	As a Senior Patrol Leader, I need the ability to view themed modules and information so that I can easily plan programming for my troop within short-term planning, long-term planning, and annual planning.	Senior Patrol Leader
	Rank Requirements	As a Senior Patrol Leader, I need the ability to view a curriculum that encompasses rank requirements so that I can view the entire landscape/offering.	Senior Patrol Leader
	Rank Requirements - Communication	As a Senior Patrol Leader, I need the ability to read information on rank requirements so that I can communicate with a Scout when they appear disengaged.	Senior Patrol Leader
Progress Tracker + Advancement Recommendations	Progress Tracker	As a Senior Patrol Leader, I need the ability to track progress/attendance on each Scout and my entire troop so that I can engage with my scouts and communicate any needs or changes to patrol leaders and leadership.	Senior Patrol Leader
	Progress Tracker	As a Senior Patrol Leader, I need the ability to view how other troops are performing so that I can motivate my Scouts and communicate any needs or changes to leadership.	Senior Patrol Leader
	Progress Tracker	As a Senior Patrol Leader, I need the ability to view a projection of how my troop will perform this year based on current activities/engagement and changes to the activities/engagement so that I can visualize how change can be made.	Senior Patrol Leader
	Advancement Recommendations	As a Senior Patrol Leader, I need the ability to view suggested advancement recommendations for my Scouts so that I can quickly identify ways to advance individuals as well as the entire patrol.	Senior Patrol Leader
	Advancement Recommendations	As a Senior Patrol Leader, I need the ability to have advancement recommendations sent to the troop and individual Scouts so the Scouts can be better motivated and engaged.	Senior Patrol Leader
	Assessment Tool	As a Senior Patrol Leader, I need the ability to assess how the troop has performed against a plan so that we can make modifications or changes to the plan going forward.	Senior Patrol Leader
Calendar (Annual Plan)	Annual Plan Checklist	As a Senior Patrol Leader, I need the ability to view an online shared checklist so that I know that we, as a troop, have everything ready to go for the annual conference.	Senior Patrol Leader
	Suggestions for Pathway to First Class	As a Senior Patrol Leader, I need the ability receive advancement suggestions so that the Scout can move in rank and move toward increased engagement (pathway to First Class).	Senior Patrol Leader
	Annual Plan Priorities	As a Senior Patrol Leader, I need the ability to record the priorities I feel are most important for the next year so that they can be digested by other organizational members.	Senior Patrol Leader
	Annual Plan Draft	As a Senior Patrol Leader, I need the ability to create a general outline of next year's program so that it can be shared to other people.	Senior Patrol Leader
	Annual Plan Vote	As a Senior Patrol Leader, I need the ability to present the list of priorities and the range of options so that they can be pared down and shared to the PLs and Scouts for their input.	Senior Patrol Leader
	Annual Plan Invitation	As a Senior Patrol Leader, I need the ability to invite multiple members to the conference so that invitation information will be added to online calenders.	Senior Patrol Leader
	View Annual Plan Vote	As a Senior Patrol Leader, I need the ability to have a troop member (or myself) capture the results of majority vote for the troop goals for the year so that this information can be reviewed in an annual plan review.	Senior Patrol Leader
	Annual Plan Goals for Year	As a Senior Patrol Leader, I need the ability to add goals to a shared troop calendar so that all troop members know what the goals are for the year.	Senior Patrol Leader
	Annual Plan Major Events	As a Senior Patrol Leader, I need the ability to have a troop member (or myself) capture the results of the major events for the year so that this information can be reviewed in the annual plan review.	Senior Patrol Leader
	Annual Plan Conference Information	As a Senior Patrol Leader, I need the ability to add major events to a shared troop calendar so that all troop members know what the events are for the year.	Senior Patrol Leader
	View Annual Plan Vote	As a Senior Patrol Leader, I need the ability to have a troop member (or myself) capture the results of a majority vote for the program features for the year so that this information can be reviewed in the annual plan review.	Senior Patrol Leader
	Edit Meeting Calendar	As a Senior Patrol Leader, I need the ability to add other relevant events to the calendar for the annual planning process so that the calendar can be rounded out.	Senior Patrol Leader
	Review Meeting Calendar	As a Senior Patrol Leader, I need the ability to review the complete calendar with the troop so that the group can approve.	Senior Patrol Leader
	Troop Committee Review	As a Senior Patrol Leader, I need the ability for the Troop Committee to review the plan so that they can approve/disapprove with revisions.	Senior Patrol Leader
	Revise Monthly Plan	As a Senior Patrol Leader, I need the ability to send a rejected plan to the PLC so that revisions can be made to the plan.	Senior Patrol Leader
PLC Monthly Plan	As a Senior Patrol Leader, I need the ability to plan with others the troop program for the upcoming month so that the troop isn't left with anything to do.	Senior Patrol Leader	
Add Plan to Calendar	As a Senior Patrol Leader, I need the ability to announce the plan and distribute it electronically so that all troop members have a copy of the plan.	Senior Patrol Leader	
Calendar (Monthly Plan)	Add Monthly Plan	As a Senior Patrol Leader, I need the ability to work with patrol leaders in the PLC so that the monthly plans are designed with the goals and objectives of the annual plan.	Senior Patrol Leader
	Add Monthly Plan	As a Senior Patrol Leader, I need the ability to work with the PLC to draft a monthly plan online so that each patrol is working from the same source of truth (with varying activities per rank requirements).	Senior Patrol Leader
	Suggestions for Monthly Plan	As a Senior Patrol Leader, I need the ability to pull on program features, merit badges, rank requirements and advancement information so that I can make informed decisions on what can be delivered in meetings.	Senior Patrol Leader
	Digitized Templates for SPLs and PLs	As a Senior Patrol Leader, I need to give my PLs the ability to use some other method besides PDF to transcribe important meeting information so that I can reference meetings in the future and not have to re-work the wheel on each meeting.	Senior Patrol Leader
	Suggestions for Monthly Plan	As a Senior Patrol Leader, I need the ability to see digital examples of Troop meetings so that we can view best-in-class meetings as a model.	Senior Patrol Leader
	View Shared Calendar	As a Senior Patrol Leader, I need the ability to view a shared Monthly calendar so that I know what events/meetings/etc are coming in the short-term.	Senior Patrol Leader

IDEATE

Initial IA Map

After writing the user stories, I created an information architecture map/screen flow so that the SBSA product team could ultimately weigh in on the features necessary to reach a MVP candidate. Very little was removed from the map; they wanted to do it all.

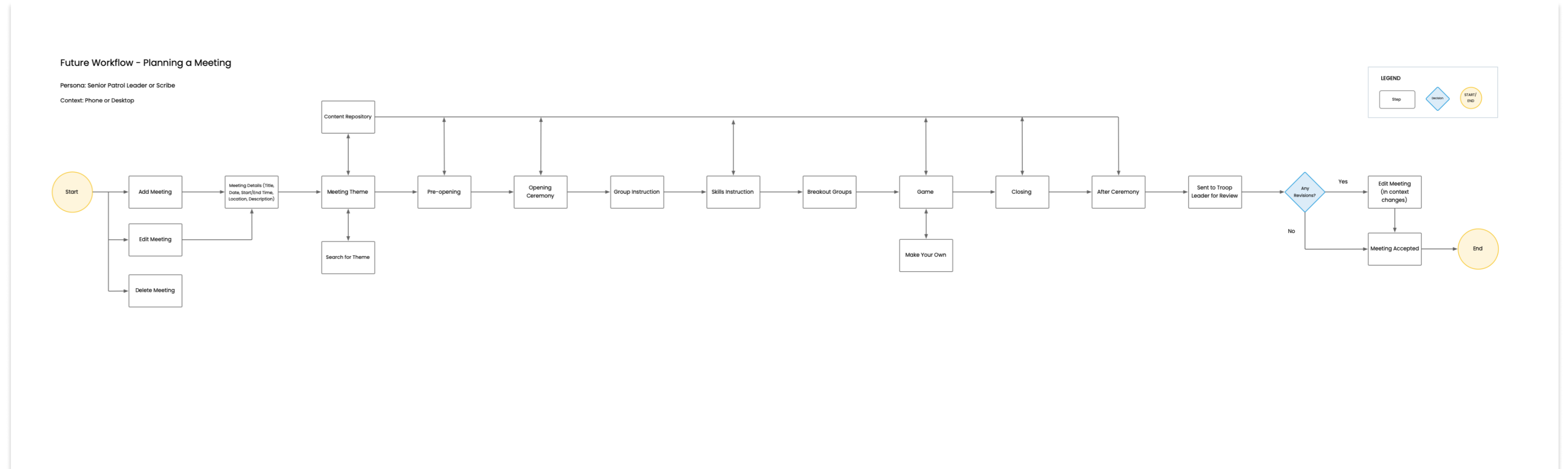


Related Document

IDEATE

Future Workflow Planning a Meeting

Taking a meeting, a paper-based process, and moving it to digital was a bit of an undertaking. This new workflow provides the senior patrol leader the ability to add, edit, or delete a meeting from their desktop, tablet, or phone. In adding or editing a meeting, certain sections of a meeting would connect to a content repository tagged with various facets to pair activities, games, and other activities, with the meeting theme. Over time the pairing of content would seed and train the system in offering recommendations on how to quickly move to the First Class rank and subsequent ranks.



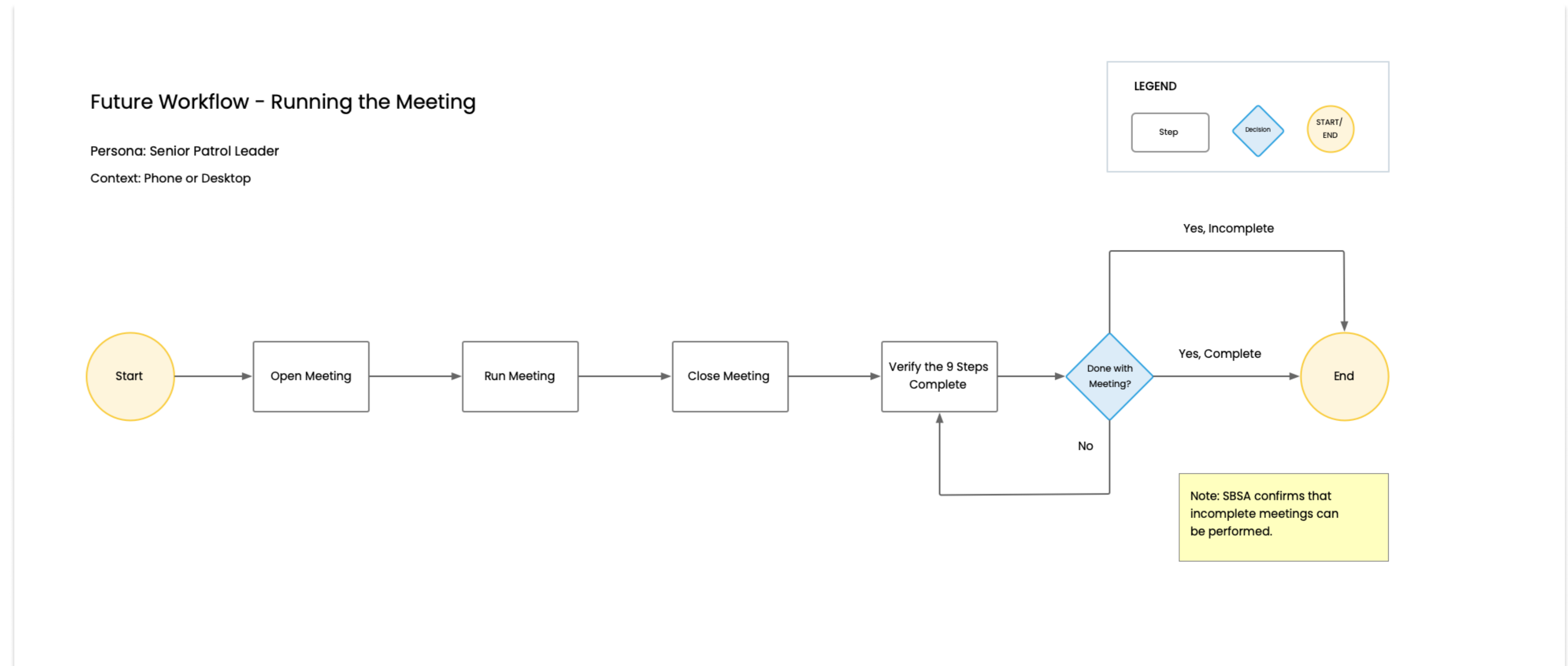
Related Document

[Future Workflow - Planning a Meeting](#) **APPENDIX**

IDEATE

Future Workflow Running the Meeting

Proposed changes to the meeting workflow will have the youth leader run through a checklist to indicate that each item is complete. When the youth leader concludes the meeting, they will be asked how many of the activities they performed so that the organization can see how much of each meeting is being performed. This feedback will give SBSA a better understanding of what parts of a meeting may need to be tweaked in moving from a paper-based to digital experience.



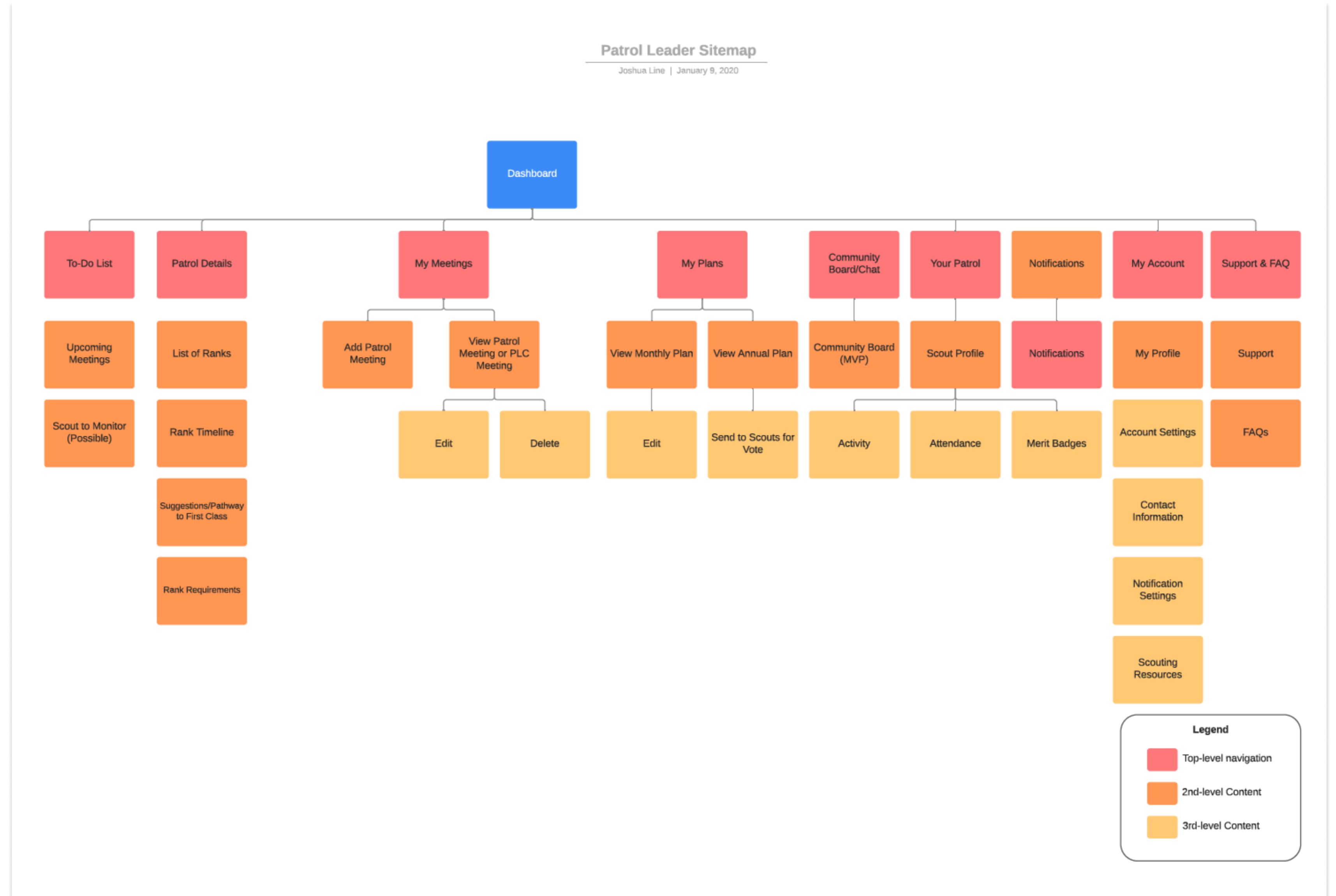
Related Document

[Future Workflow - Running the Meeting](#) **APPENDIX**

IDEATE

Site Maps

To round out this particular phase in the product design lifecycle, I was asked to create a site map so that the Scouts BSA product team and my design team could visualize the hierarchical relationships between the navigation and the app content for each type of user.



Related Document

Site Maps **APPENDIX**

Prototype

Process: High-Fidelity Wireframes / Revised IA Map

PROTOTYPE

High-Fidelity Wireframes Dashboard

After the youth leader or troop leader has signed in, they will view a dashboard with sections dedicated to Resources, Handbook, Calendar, Training, and Communications. The leader will swipe their way through the screens to get to a section they need to access. Tab navigation also exists to get to the most important areas (Plans, Meetings, Dashboard, and Troop).

Notifications and suggestions appear within view, as well as a section dedicated to leveling up the scouts - Quest to First Class.



Related Document

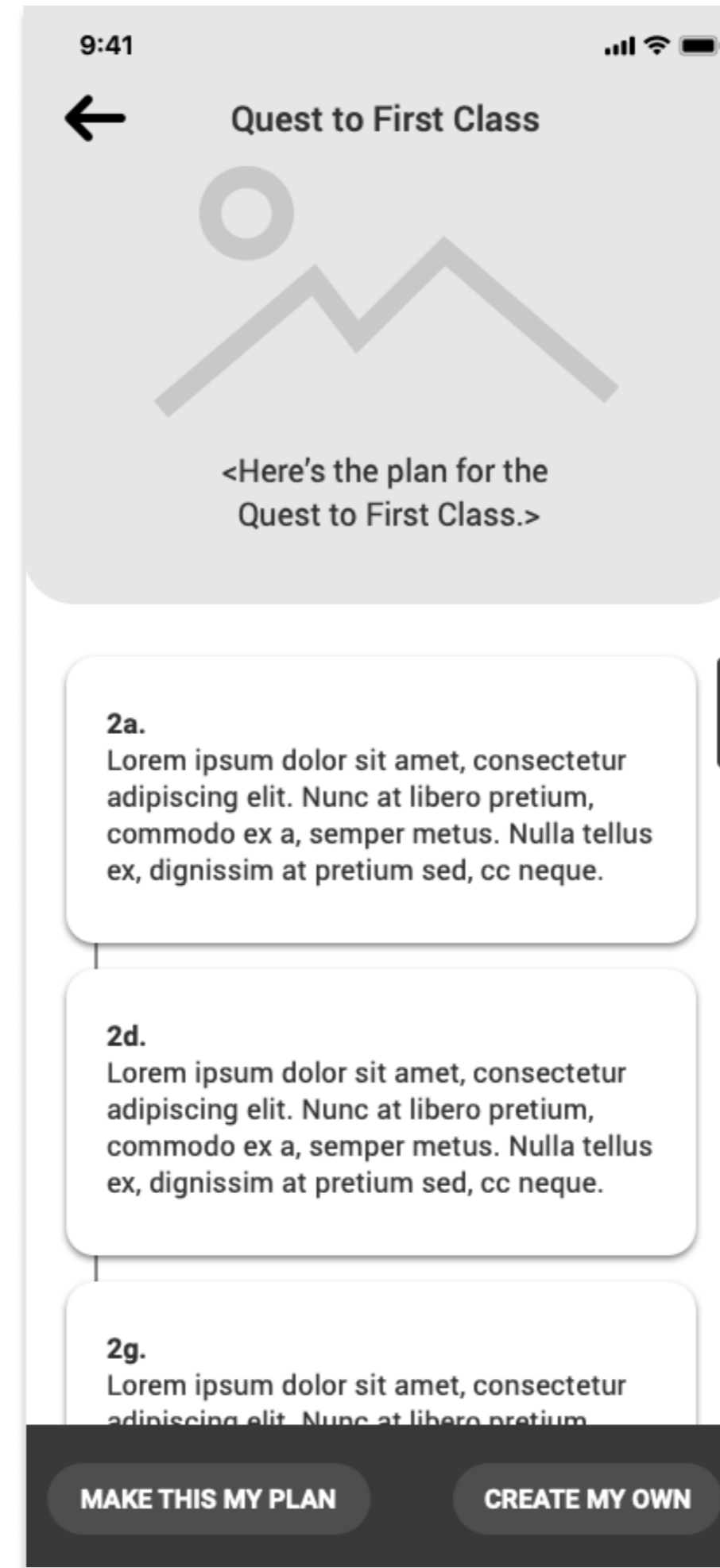
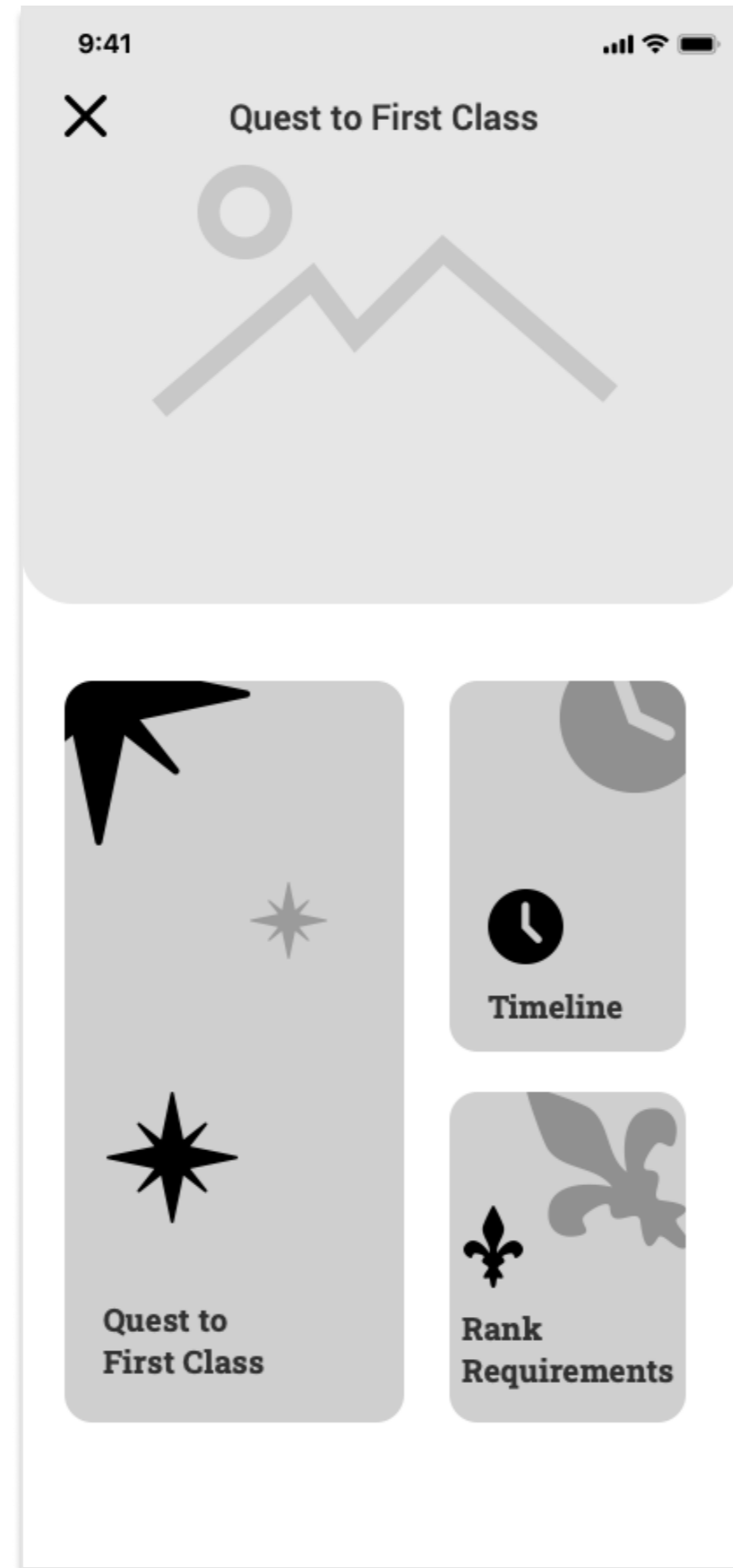
[High-Fidelity Wireframes Deck](#) **APPENDIX**

PROTOTYPE

High-Fidelity Wireframes Quest to First Class

In the Quest to First Class section of the app, the youth leaders can view recommended plans to make their own, as well as rank requirements, and very targeted timelines to help level up their scouts to the rank of First Class and beyond.

Recommended plans don't stop at First Class. Scouts BSA plans to create recommended plans for other ranks (Quest to Eagle Scout, for example).



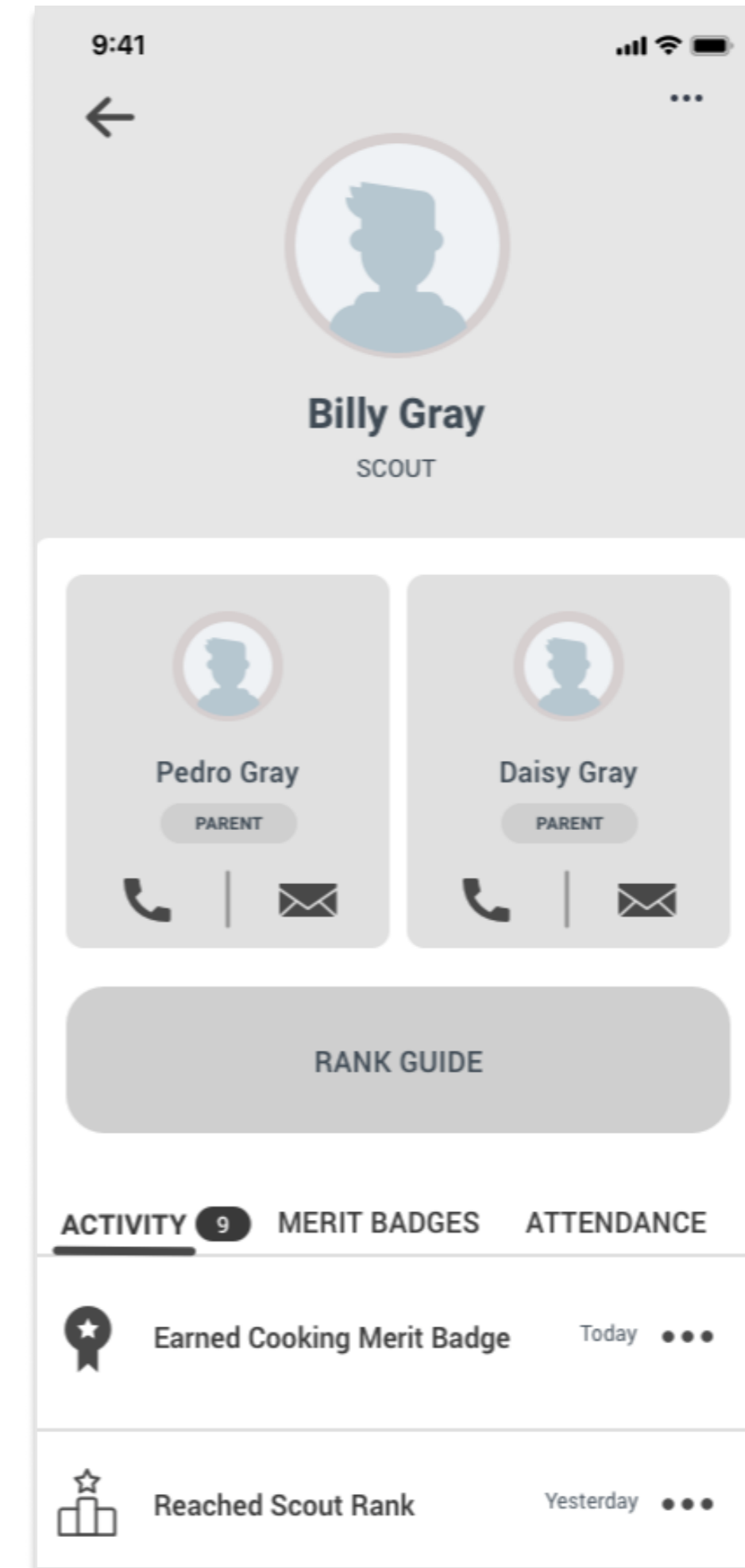
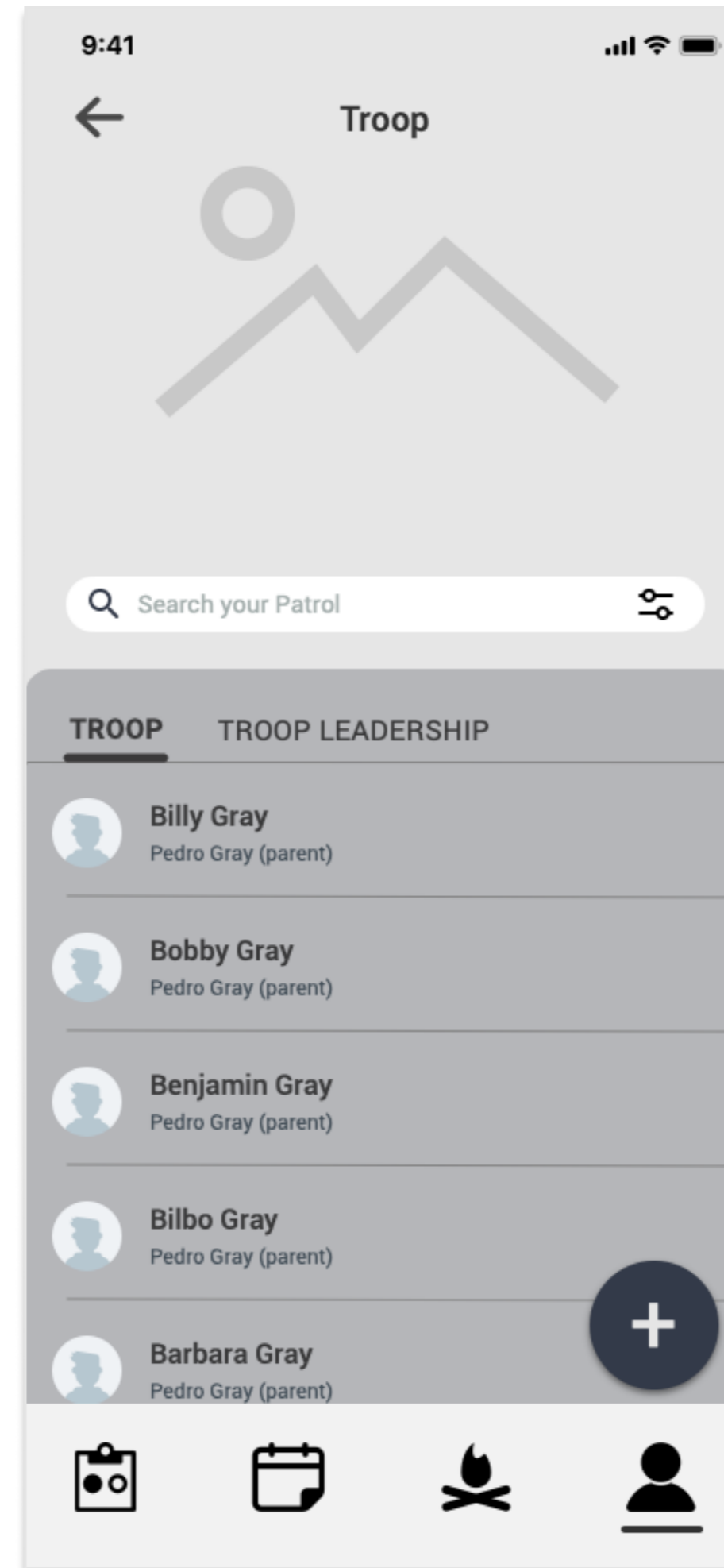
Related Document

[High-Fidelity Wireframes Deck](#) **APPENDIX**

PROTOTYPE

High-Fidelity Wireframes Troop & Scout Profile

I designed out a section dedicated to maintaining and communicating with the troop/individual scout. The youth leader can quickly drill down to locate scout or troop leadership profiles to communicate important information to that individual. From the scout profile, the youth leader can contact the scout's parents (for any absences or concerns), view scout activity, merit badges earned, the scout's attendance, the scout's rank achieved, and their rank requirements (needed or achieved).



Related Document

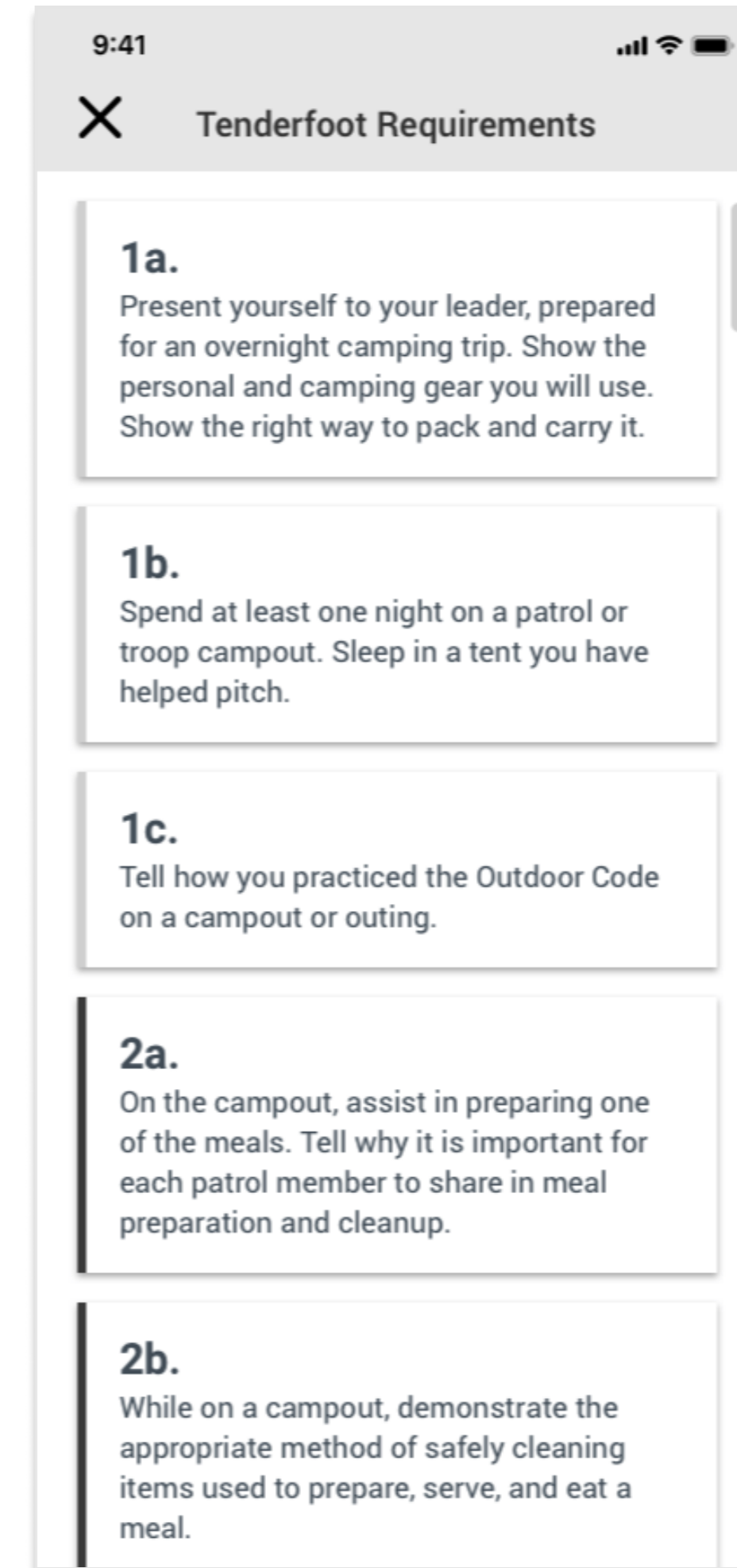
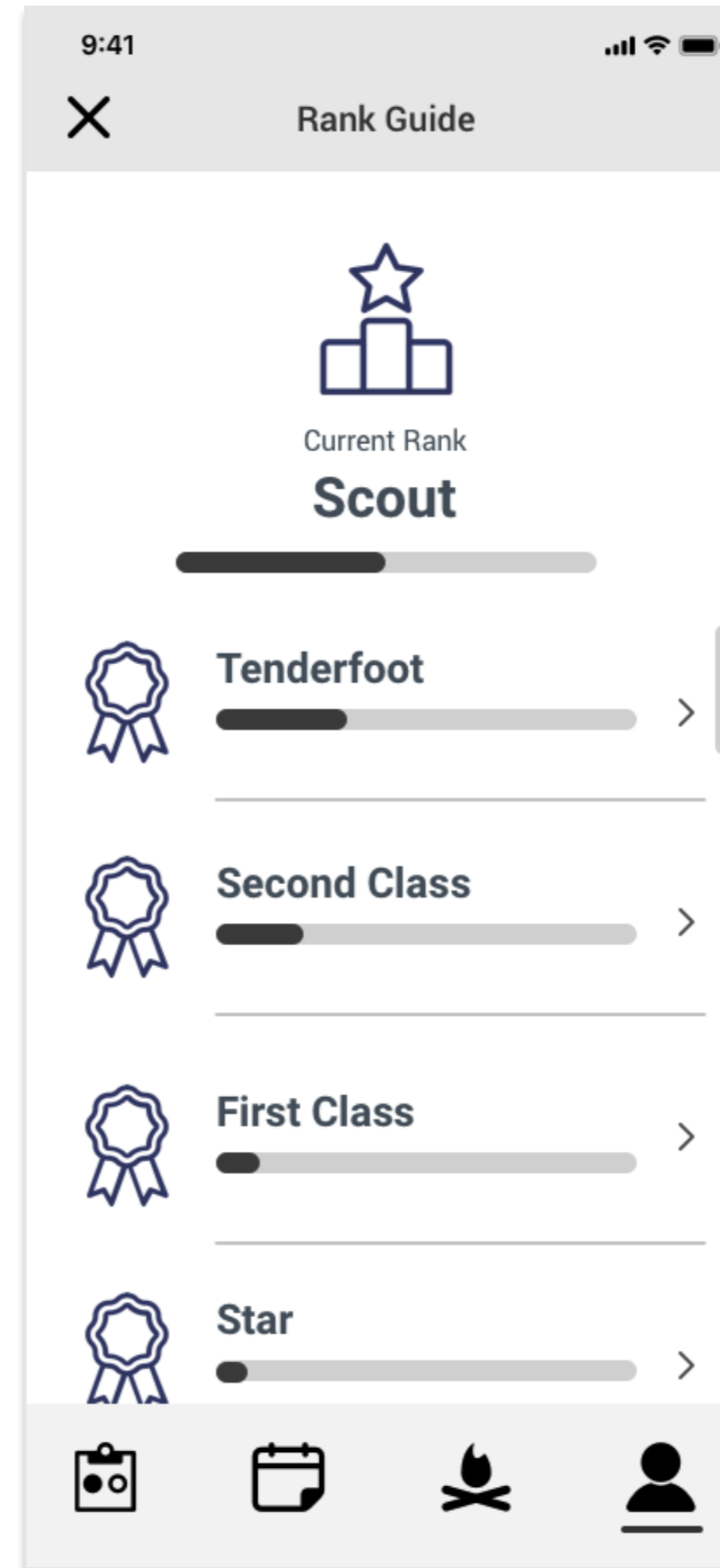
[High-Fidelity Wireframes Deck](#) **APPENDIX**

PROTOTYPE

High-Fidelity Wireframes Rank Guide & Rank Requirements

The Rank Guide shows scout progress towards all possible ranks. The Rank Requirements screen shows progress toward completing an individual rank.

These screens help show the youth leader where a scout is within an individual rank, but also where they are within the entire Scouts BSA rank system.



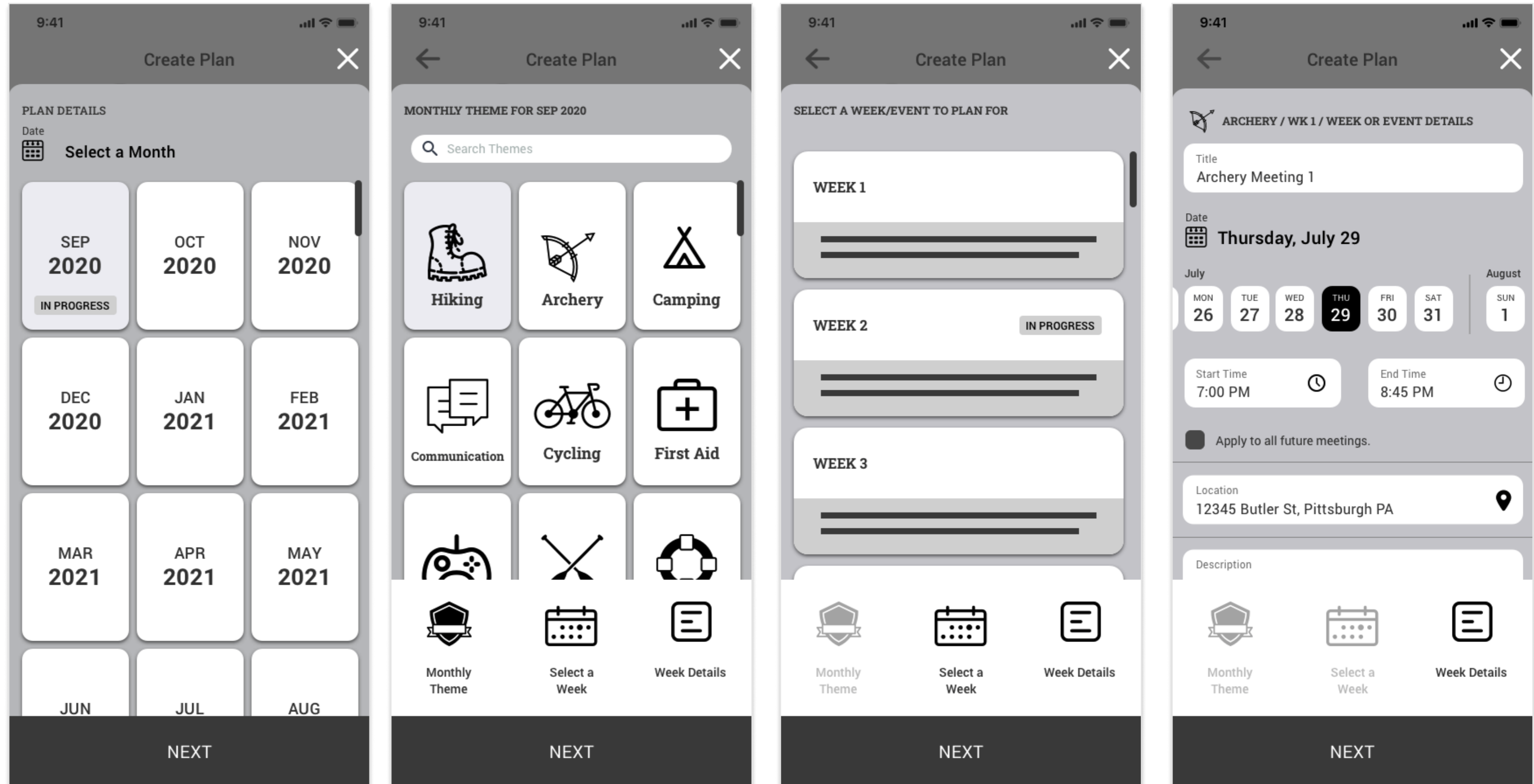
Related Document

[High-Fidelity Wireframes Deck](#) **APPENDIX**

PROTOTYPE

High-Fidelity Wireframes Create a Plan

To create a plan, the youth leader would select a month, theme, week, and any details about where the troop will meet. Each section of the plan is clearly labeled for a sense of place in the planning process. Content will be made available based on the theme selected by the youth leader. The troop leader will then review the plan to verify that it fits the monthly/annual plan and it is appropriate for the current theme.



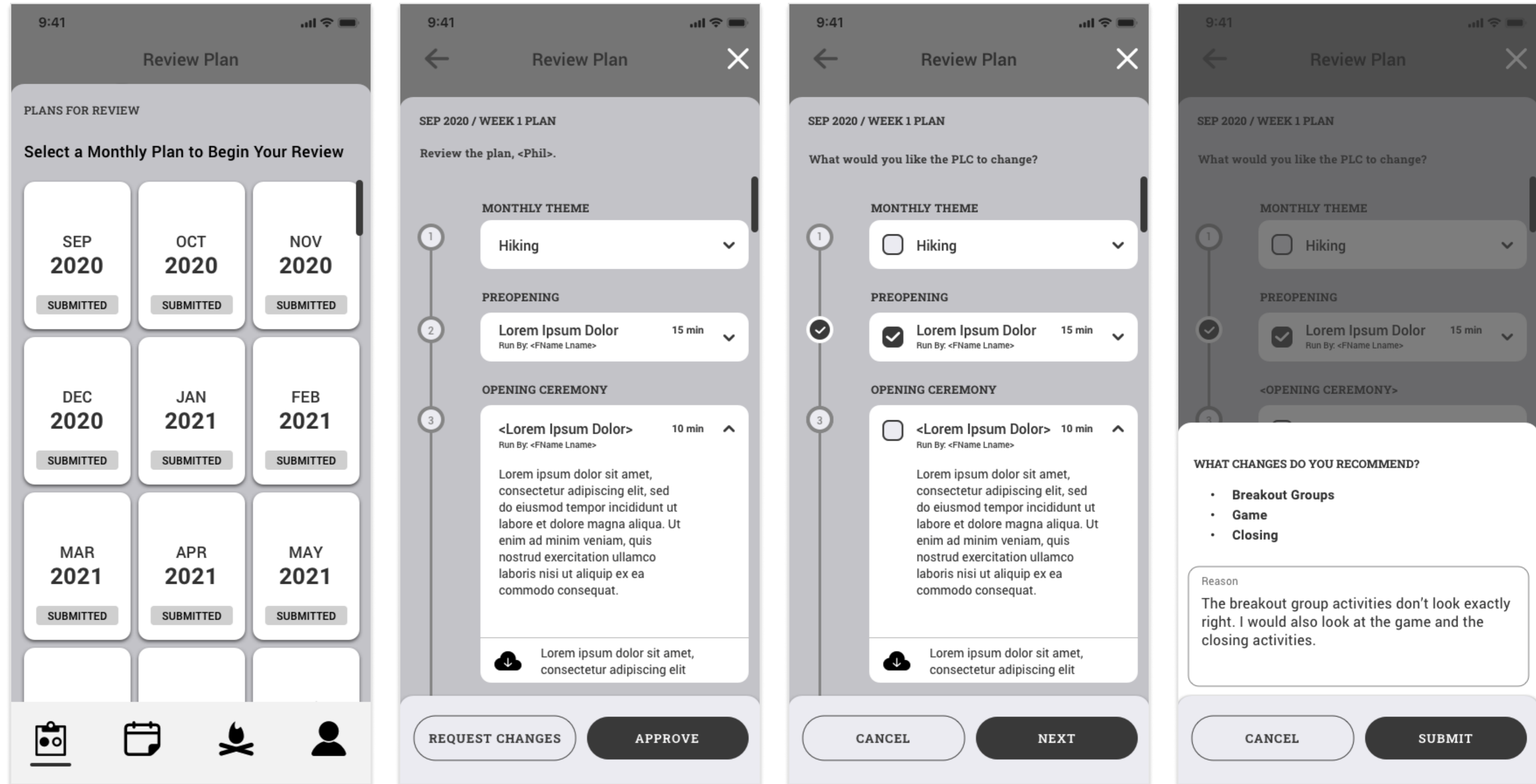
Related Document

High-Fidelity Wireframes Deck **APPENDIX**

PROTOTYPE

High-Fidelity Wireframes Troop Leader Reviews Plan

After a monthly plan (or annual plan) has been generated by a youth leader, the troop leader will receive notifications that a plan is ready for review. The troop leader will review each plan month-by-month and week-by-week with a summary that either approves the plan or requests changes from the patrol leadership council. An optional notes section will provide context to any proposed changes.



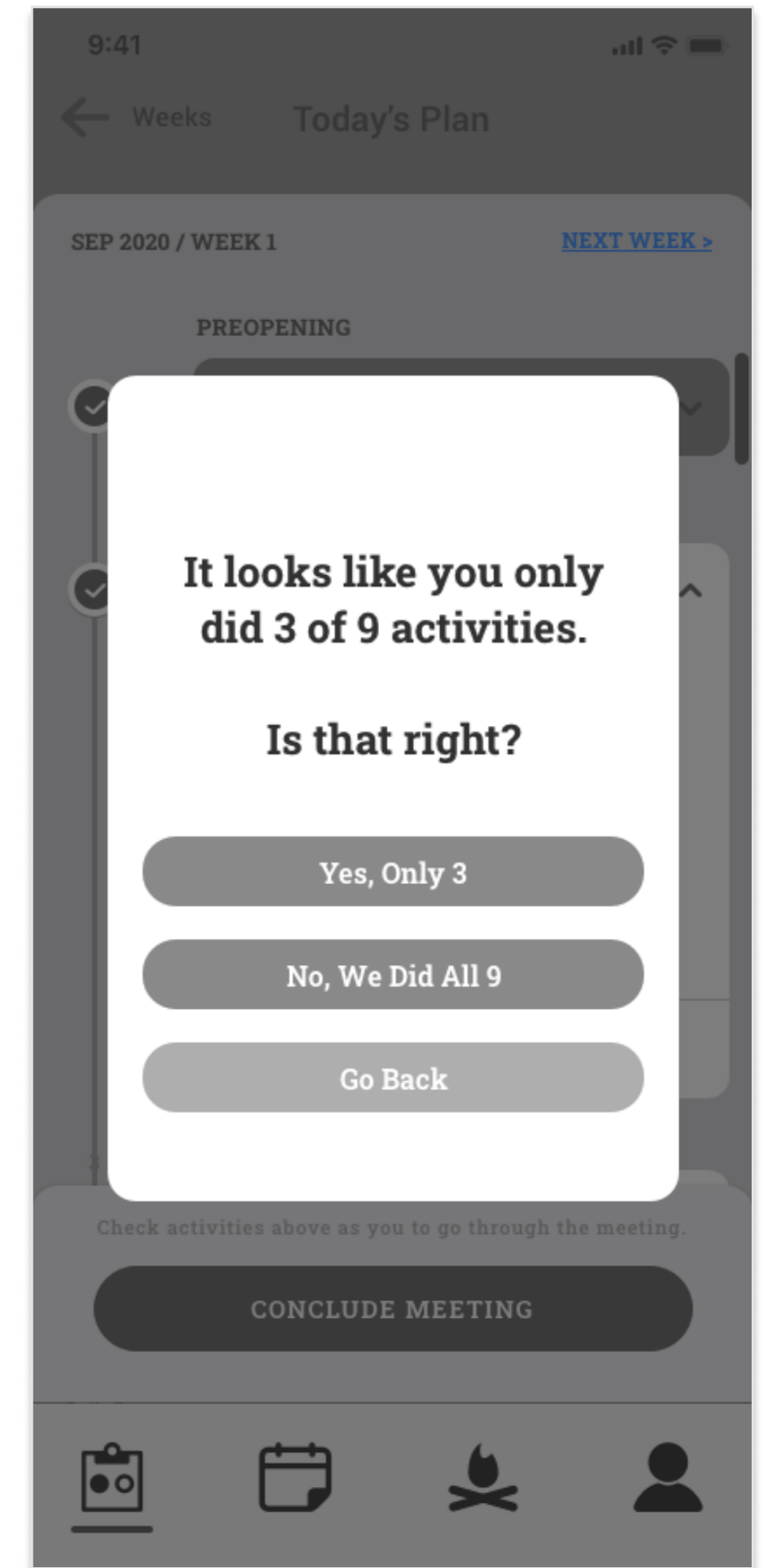
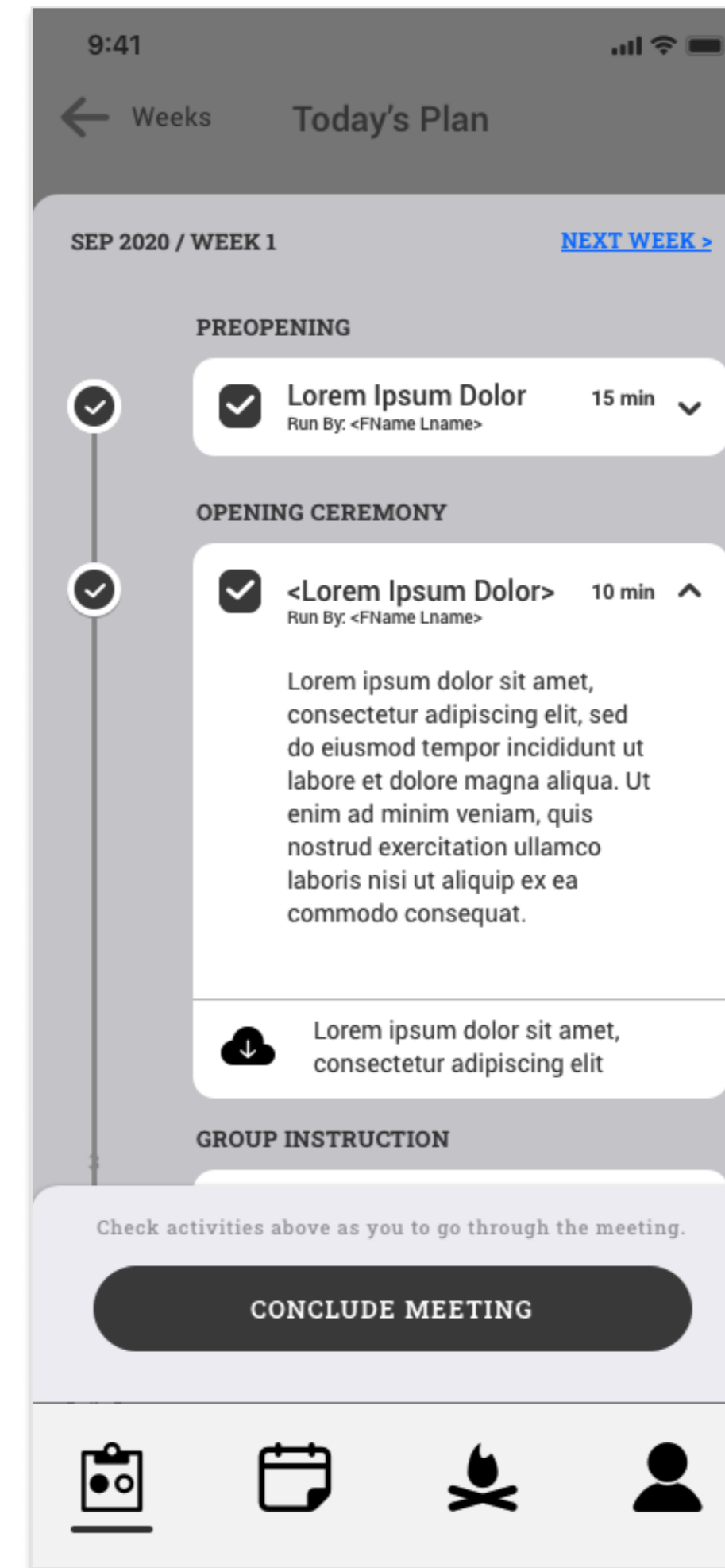
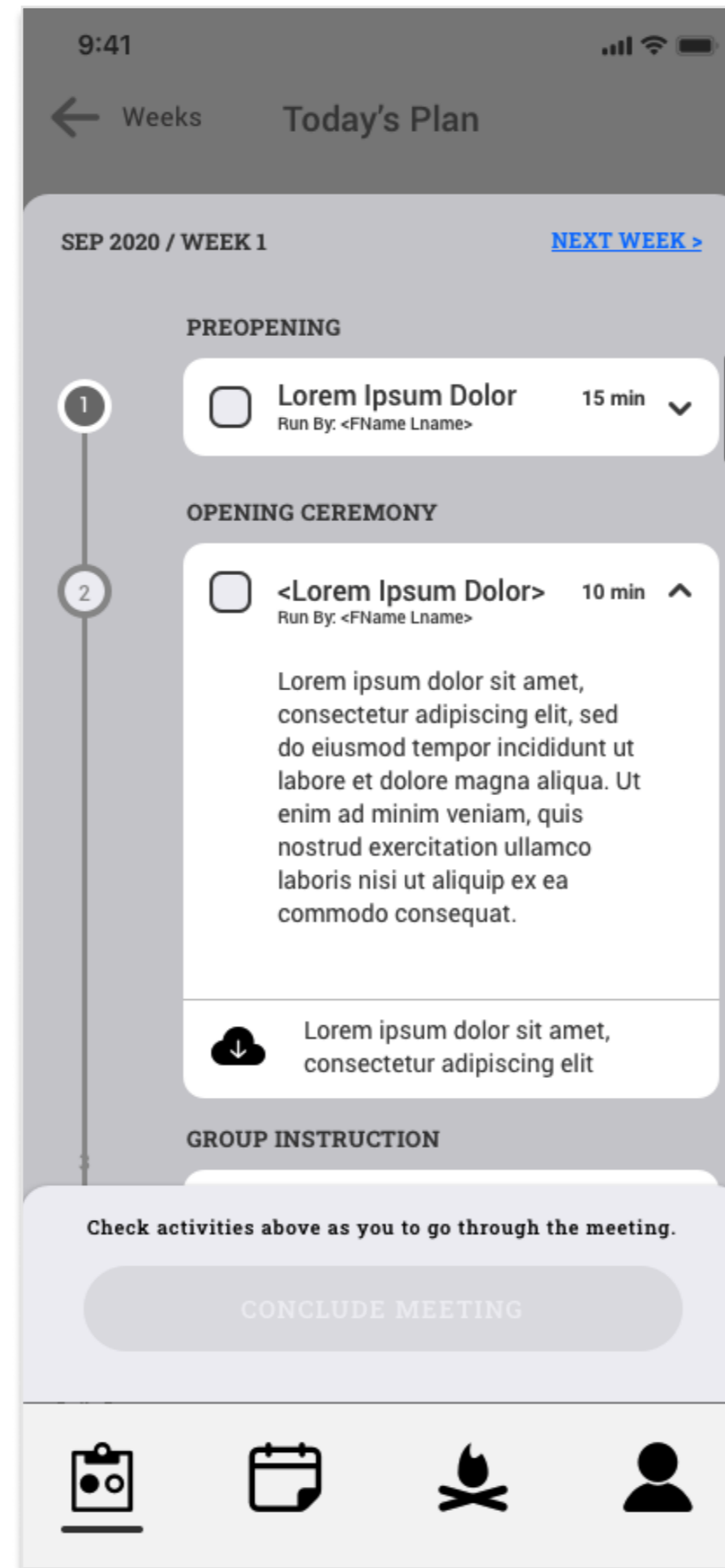
Related Document

High-Fidelity Wireframes Deck **APPENDIX**

PROTOTYPE

High-Fidelity Wireframes Today's Plan/Meeting

When a plan has been approved, the plan will be set to active and the patrol leader or senior patrol leader can then run a meeting. When the youth leader opens today's plan, they will make their way through a checklist so that they and the troop leader know how much of the meeting was completed and what was accomplished.



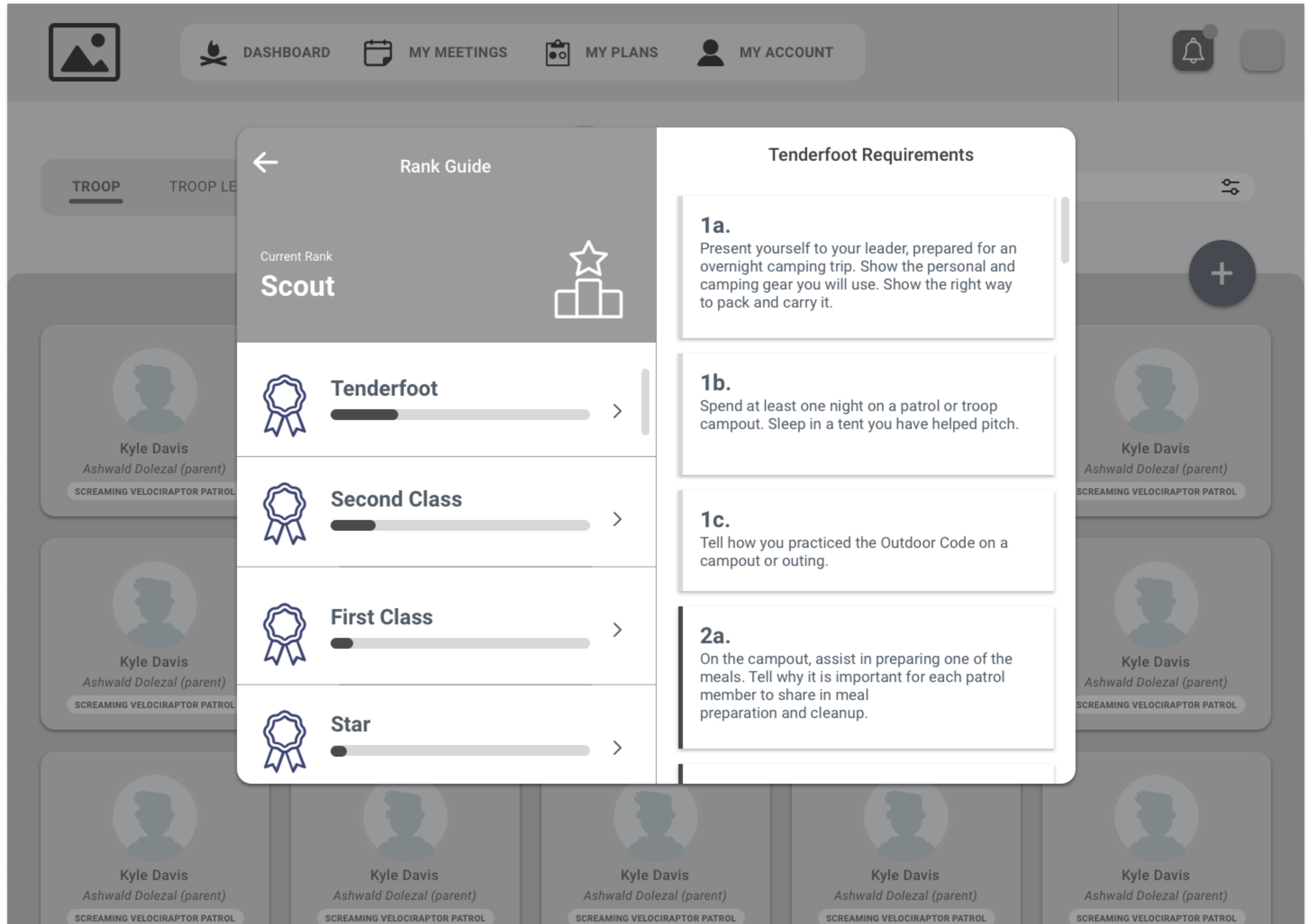
Related Document

[High-Fidelity Wireframes Deck](#) **APPENDIX**

PROTOTYPE

High-Fidelity Wireframes Desktop Version

As youth leaders will more than likely be entering this experience through laptops or desktops it was desired by Scouts BSA to take the responsive app and port it to desktop. I designed twelve representative high-fidelity wireframes to provide guidance to the design and development teams how the mobile patterns could display within the desktop version of the app.



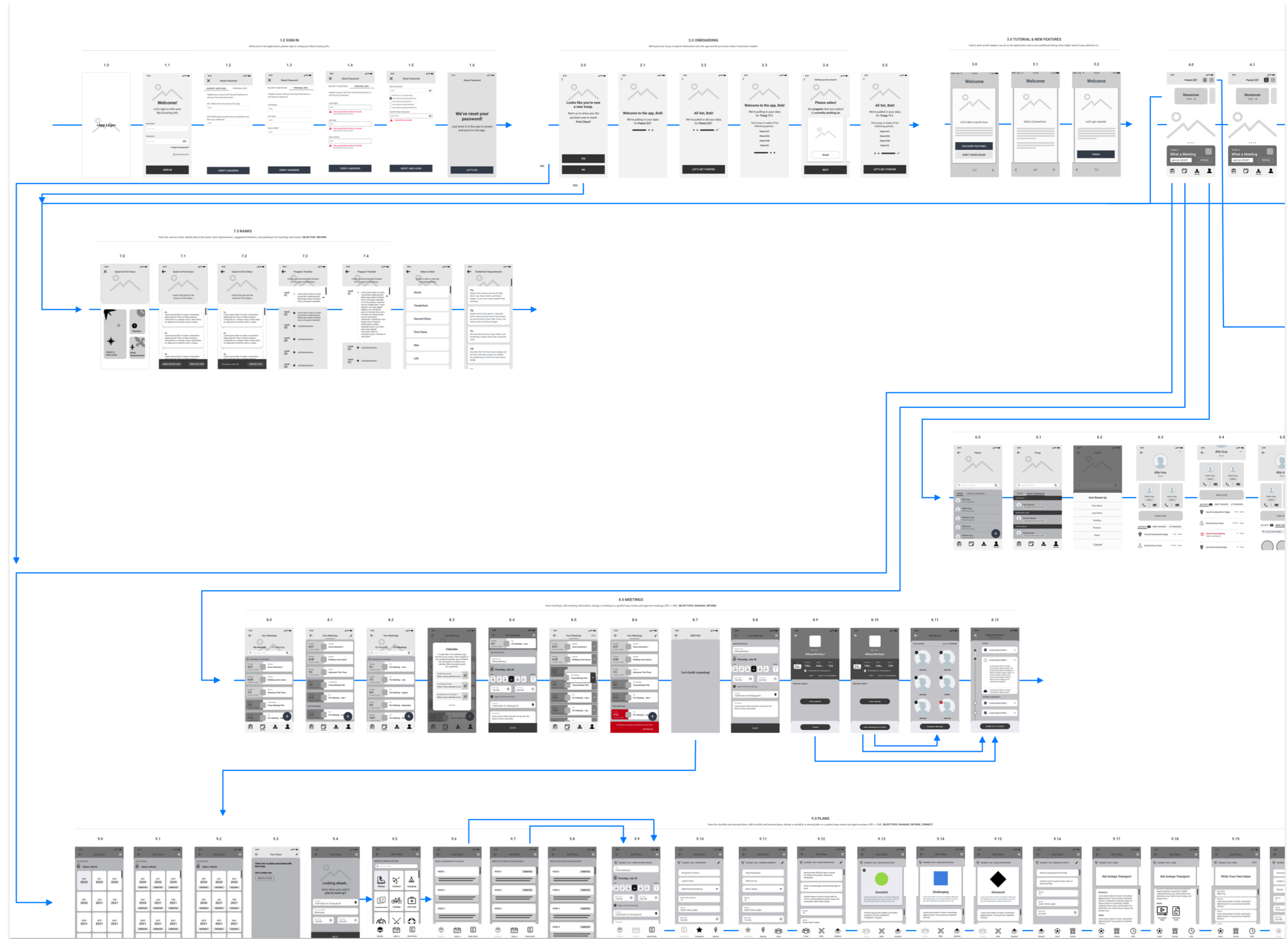
Related Document

[High-Fidelity Wireframes Deck](#) **APPENDIX**

PROTOTYPE

Revised IA Map Screen Flow

As each section was wireframed, reviewed, and approved, I updated the IA Map/screen flow to reflect any changes to the screens, as well as any connections between sections of the app.



Related Document

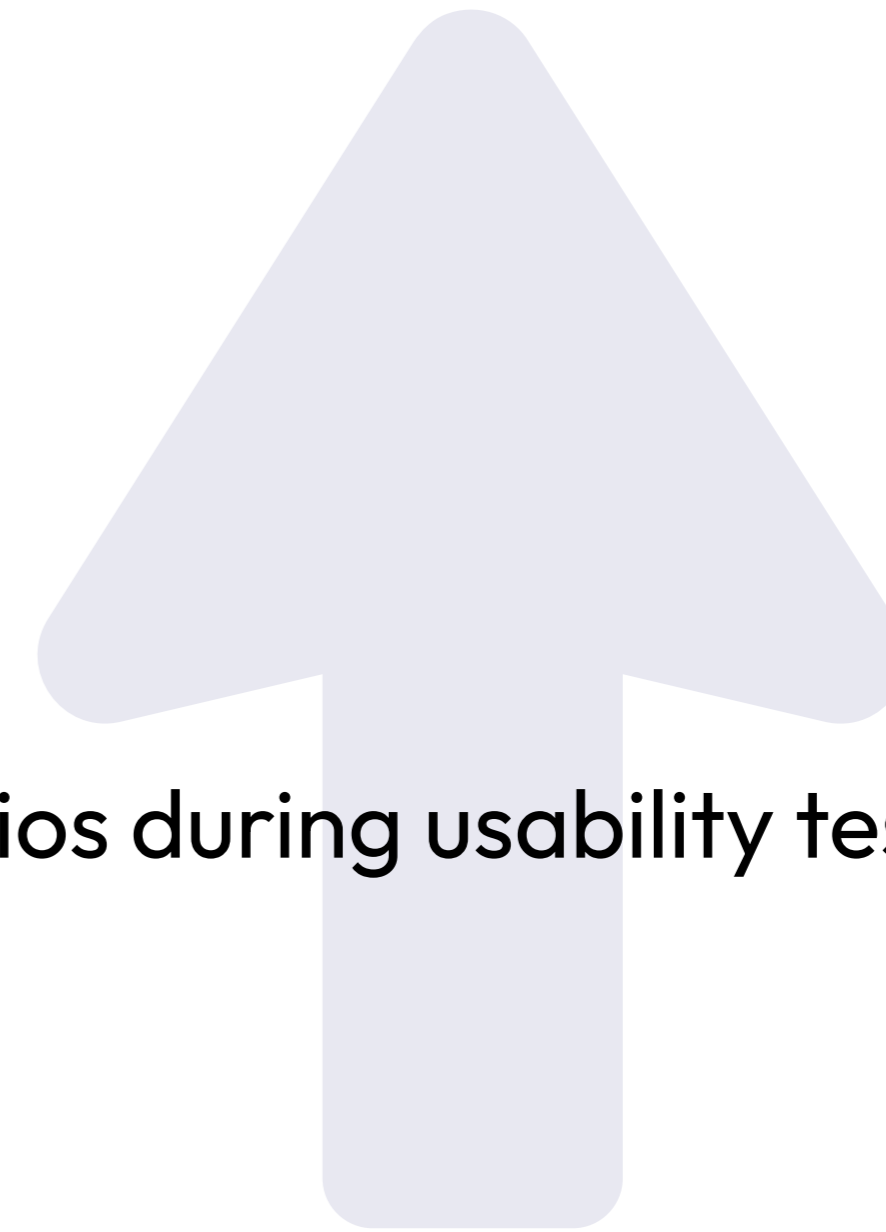
Revised IA Map - Screen Flow

APPENDIX

Results

SBSA considered this engagement a success. After delivering the wireframes and assets to the client, we discovered that 88% of participants were able to get through all of the scenarios in usability testing.

88% success rate for all scenarios during usability testing.



What I Learned

Don't Remove the Fun

We had to understand the ethical bind of introducing machine learning in assisting the scouts' planning process. Who benefits from introducing this technology? Who shapes and dictates the elements of an effective plan? The goal of this project wasn't to take away the serendipitous feel of arriving on a theme for a month but to add training wheels to what felt like a very undirected planning process.

Designing for the Inaccessible

SBSA is highly sensitive about providing access to existing scouts, let alone youth leaders and scoutmasters. To get a perspective into the lives of youth leaders and their interactions with scouts, I did quite a bit of desk research and talked to a few former senior patrol leaders about their experience in running meetings and presenting annual plans before the SBSA council. It would have been beneficial to talk to existing scouts to better understand why they stay with or leave SBSA during their first year.

Usability Matters

One concern I had for this project was whether the designs I provided would be tested for usability issues. I had to trust that someone from SBSA would perform the usability testing in due time. I learned from the R&P account manager a month after the project ended that SBSA had performed testing and that the designs had tested extremely well (87%+ pass for all scenarios) with the youth leader and troop leader participants.

APPENDIX

Empathy Maps



Bill

THE COMMUNICATOR

<ul style="list-style-type: none"> • Process is paper-based • Everything is done by committee • Proud to volunteer for SBSA • This is how they learn about the world out there • Compromise is good for these kids • They lose their paper, though • Constantly have to remind them of what they have to do • Three children • Married • Pennsylvania Native. 	<p style="text-align: center;">SAYS</p>	<p style="text-align: center;">DOES</p> <ul style="list-style-type: none"> • Reviews Annual Plan • Reviews Monthly Plan • Reminds youth leaders to collect money • Makes suggestions about what they should be working on - manual • Sits in on Patrol Leadership Council meetings • Submits badge documents to merit badge counselor • Calls parents when there is an issue with a Scout • Attends meetings and main events; helps present annual plan • Connects with external sponsor • Sends plans back for revisions • Works with the Patrol Leadership Council on budget. 	<p style="text-align: center;">THINKS</p> <ul style="list-style-type: none"> • This will never work • The manuals have always worked... • I am reminding these kids a lot, though • I took this on to help kids but it's a lot of butting heads w/ parents • Why do I have to parent other children? • Can this make my life easier? <p style="text-align: center;">FEELS</p> <ul style="list-style-type: none"> • Concerned about the future of SBSA • Feels like he has to walk on eggshells • Feels more scrutiny than in years past • Suspicious of this app working for his troop.
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PAINS

- Needs to know what is going on...
- Kids can only do so much
- Teach kids how to plan own year
- Scouts leaving before First Class.

GAINS

- Wants to review monthly and annual plans
- Wants to add comments to guide Scouts
- Wants a way to guide Scouts to First Class
- Wants to be in the know.

GOAL

- Decrease number of Scouts leaving the organization.
- Help Scouts learn how to create plans and meetings.
- Help Scouts rise in rank.
- Know what is happening with his troop.



Freddy

THE SECOND

- We've always planned on paper
- We agree on what we're going to work on
- Sometimes I do what is most fun to me
- I never thought about doing this on an app or on my computer
- The patrol leaders do lose their papers, though
- It's kind of hard thinking of what to do next (in a year)
- Everything is really disorganized
- It's a challenge keeping kids involved in SBSA
- Sure, there are manuals but it's like choose your own adventure.

SAYS

- I'm hoping this works for my patrol leaders
- I just want a way to make things organized
- Can we make order out of all this mess?
- Can this make my life as a senior patrol leader easier?

THINKS

- Plans monthly meetings
- Plans for the entire year
- Submits plan to troop leader
- Receives revisions from troop leader
- Squabbles with other patrol leaders on what we are working on
- Asks for attendance reports and money from patrol leaders
- Will call if Scout is absent
- Looks up activities, games, etc. to do in meetings
- Asks other people how they have done activities on msg boards
- Reads manual or refers scouts to the correct manual.

DOES

- Uncertain how the troop is performing
- Uncertain about what to do during a meeting or a particular month
- Resentful that loudest voice on PLC usually wins
- Wants to be seen as competent leader.

FEELS

PAINS

- Wants to know what is going on
- Wants to support the troop
- Everything is on paper - easily lost
- All decisions go through a paper manual
- Loudest voice wins in PLC meetings
- So many Scouts leaving in first year.
- Loss of control.

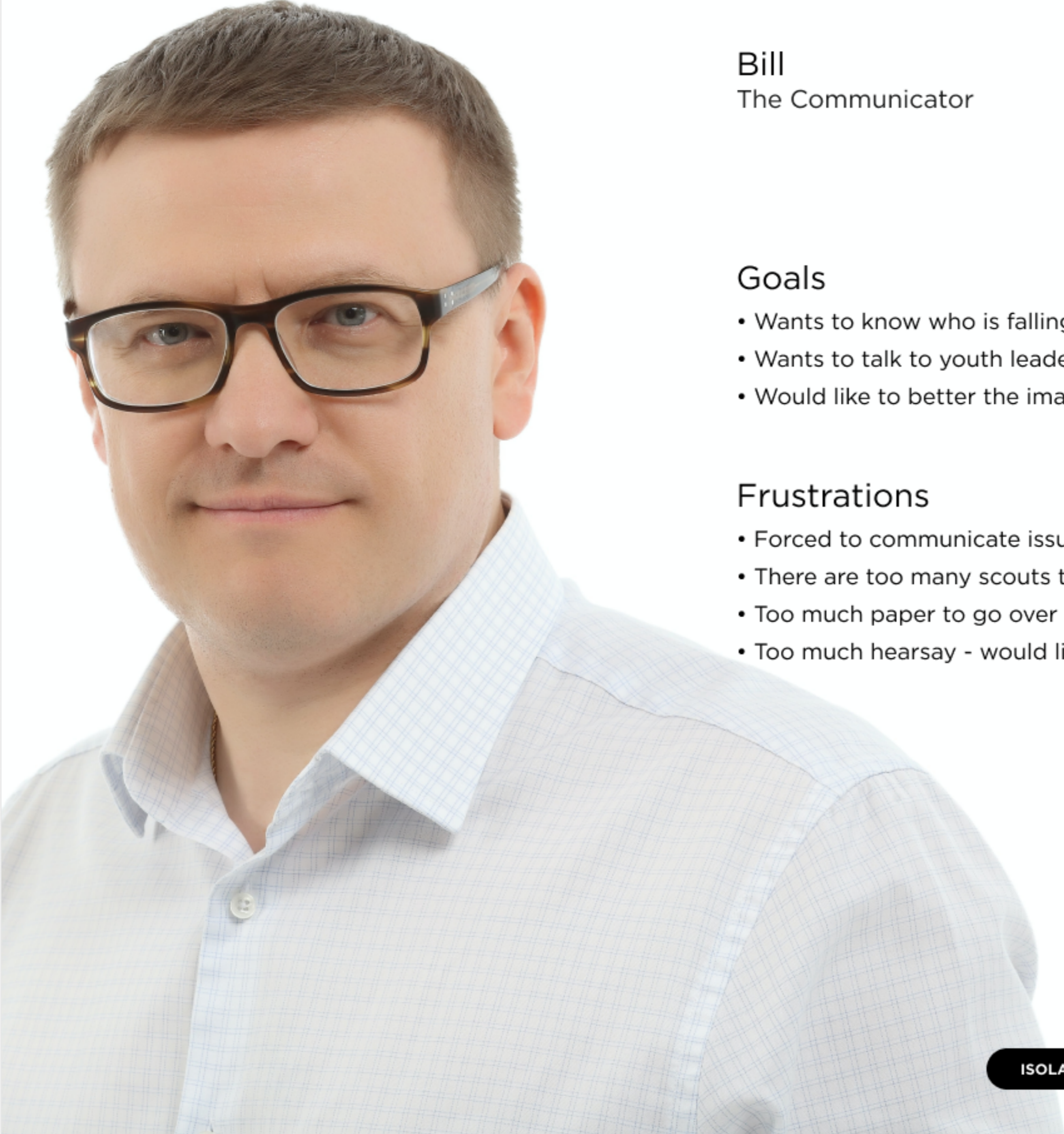
GAINS

- Wants to know attendance
- Wants a way to build plans and meetings
- Comfortable working on the computer.

GOAL

- Keep Scouts involved in the troop and PLC.
- Know what is going on to avoid conflict/problems.
- Build better plans through better resources.
- Know how to get my Scouts to higher ranks so they can feel confident.

Personas



Bill
The Communicator

Troop Leader


Goals

- Wants to know who is falling behind in the troop.
- Wants to talk to youth leaders in a safe way (2 TLs present).
- Would like to better the image of SBSA.

Frustrations

- Forced to communicate issues over chat boards.
- There are too many scouts to account for their attrition.
- Too much paper to go over - especially for volunteer position.
- Too much hearsay - would like an accurate picture of troop.

ISOLATED UNWARE CONCERNED



Freddy
The Second-In-Command

Senior Patrol Leader

Goals

- Make sure scouts are showing up for meetings.
- Make sure scouts are paying what they owe.
- Communicate progress to the troop leader.
- Make sure troop is sticking to the monthly/annual plan.
- Lead, but also have fun during his time at SBSA.

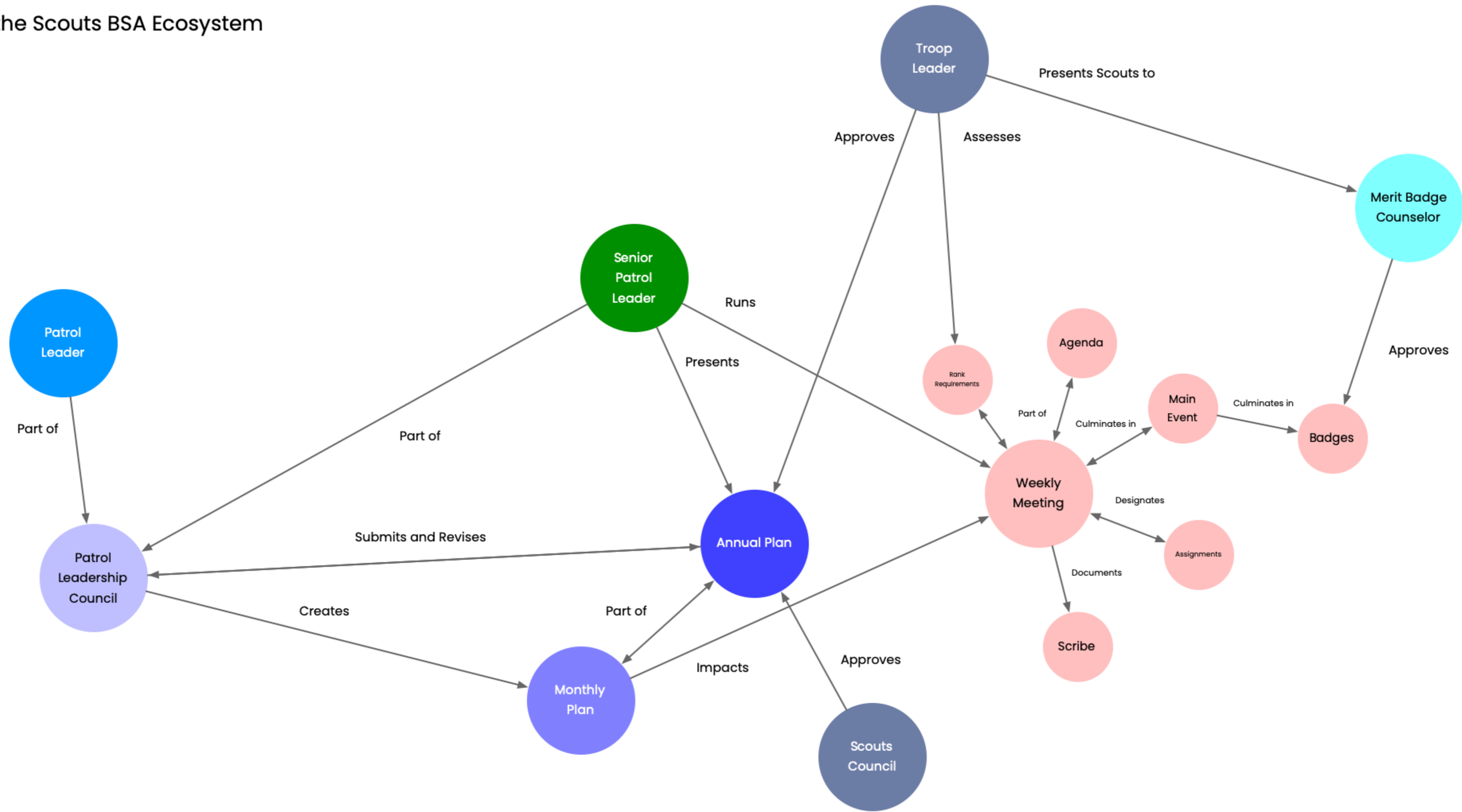
Frustrations

- No way of taking attendance beyond paper.
- Planning process is too paper-based.
- Selection of activities is restricted by what is on-hand at meetings.

LEADER APPRENTICE GUIDE

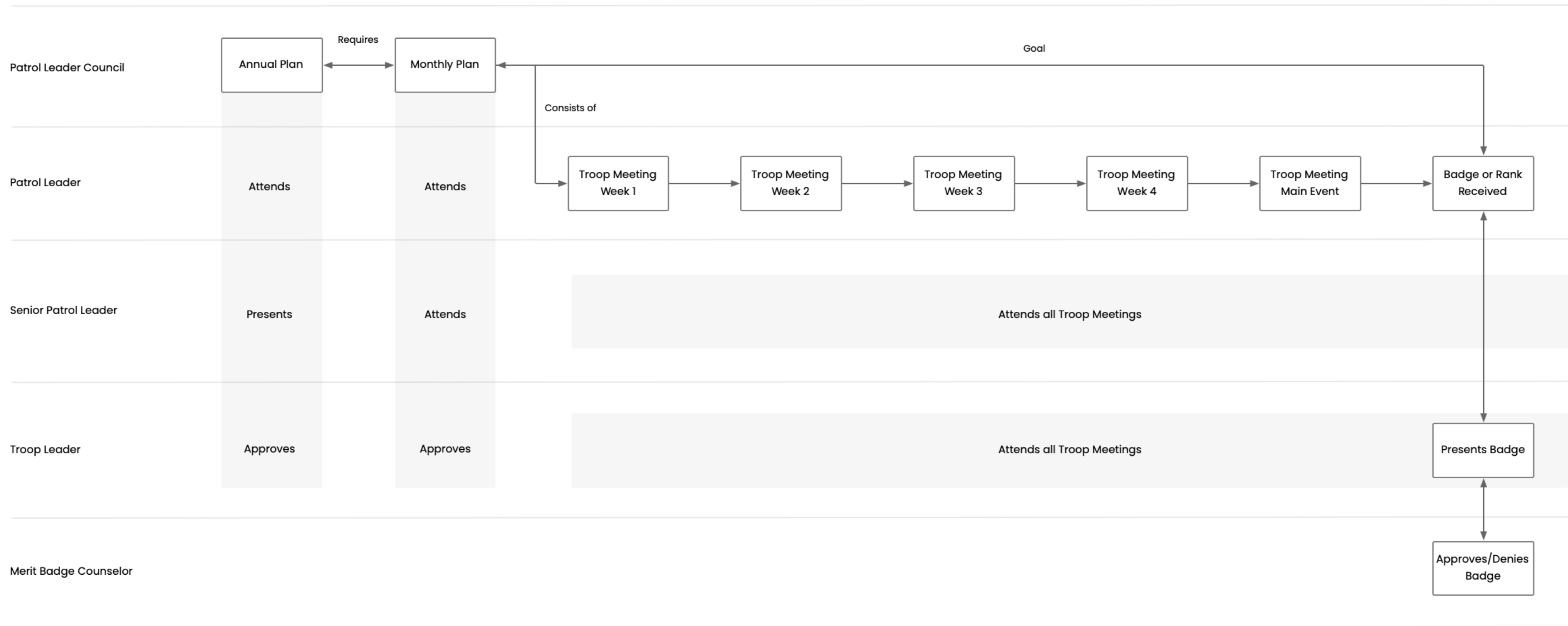
Ecosystem Map

Understanding the Scouts BSA Ecosystem



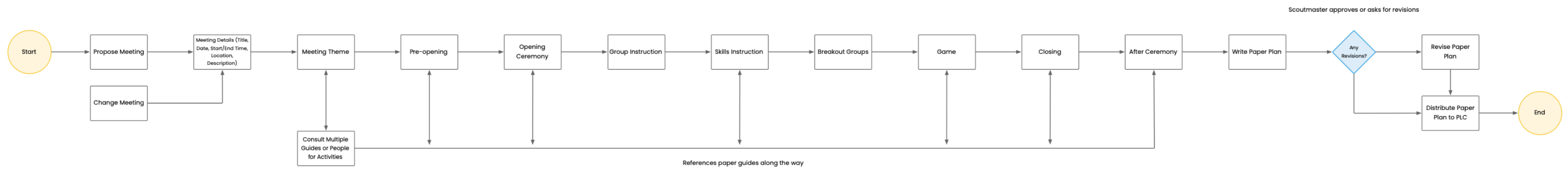
Current Workflow - Who Does What

Current Workflow - Who Does What



Current Workflow - Planning a Meeting

Current Workflow - Planning a Meeting



Experience Objectives

SBSA EXPERIENCE OBJECTIVES

Inform

Provide centrally vetted resources for scouts to easily reference

Improved accuracy & clarity

PROGRAM FEATURES
RANK REQUIREMENTS
CONTENT REPOSITORY

Connect

Facilitate communication between all parties to increase collaboration

Stronger collaboration

VOTING
EVENT SIGNUP
MESSAGE BOARDS

Manage

Simplify the patrol planning efforts through a set of easy-to-use templates

More consistent experiences

MEETING TEMPLATES
CALENDAR

Guide

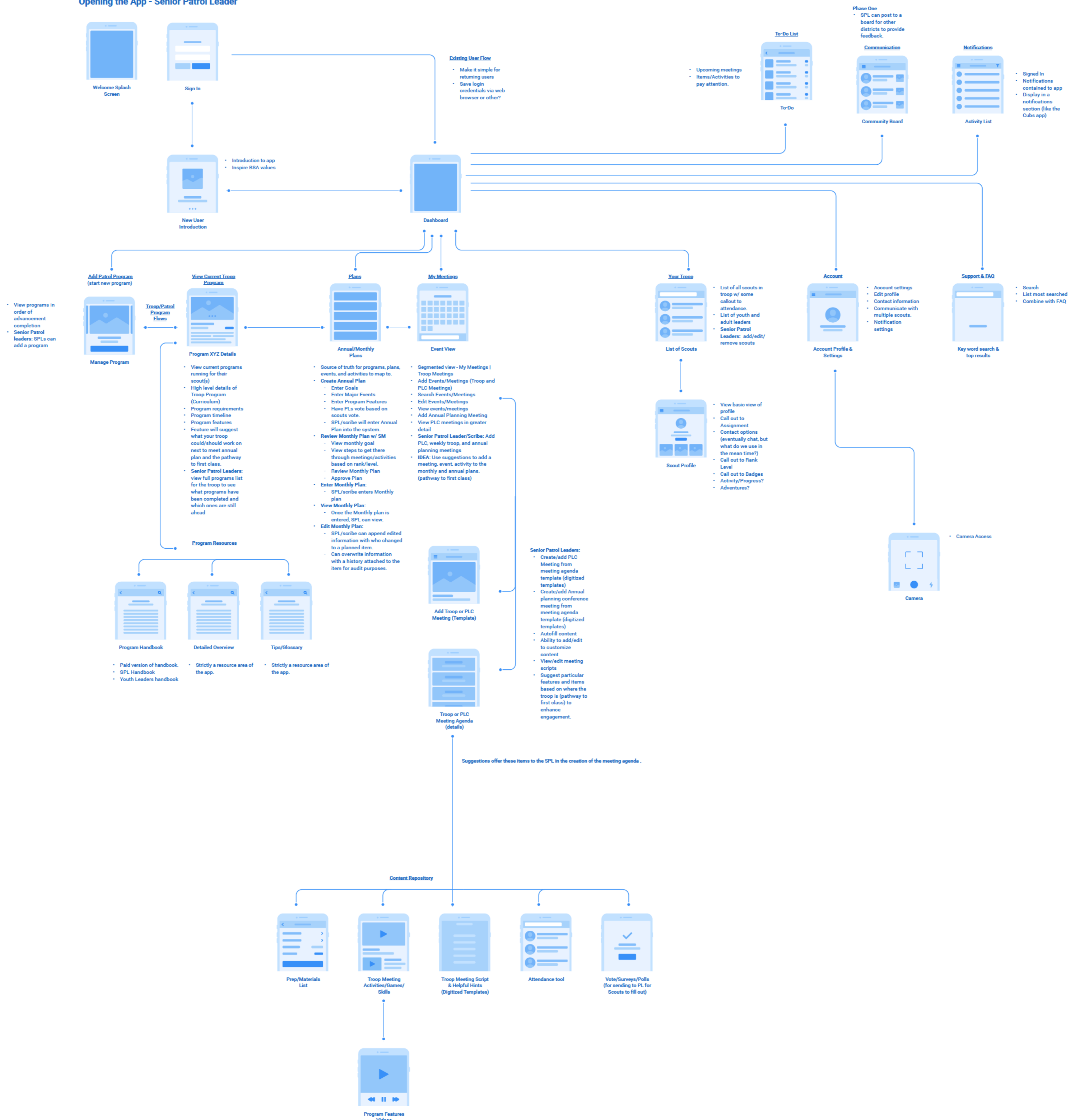
Track progress of patrols and scouts to coordinate their advancement

Better visibility & support

MERIT BADGES
PROGRESS TRACKER

Initial Information Architecture Map

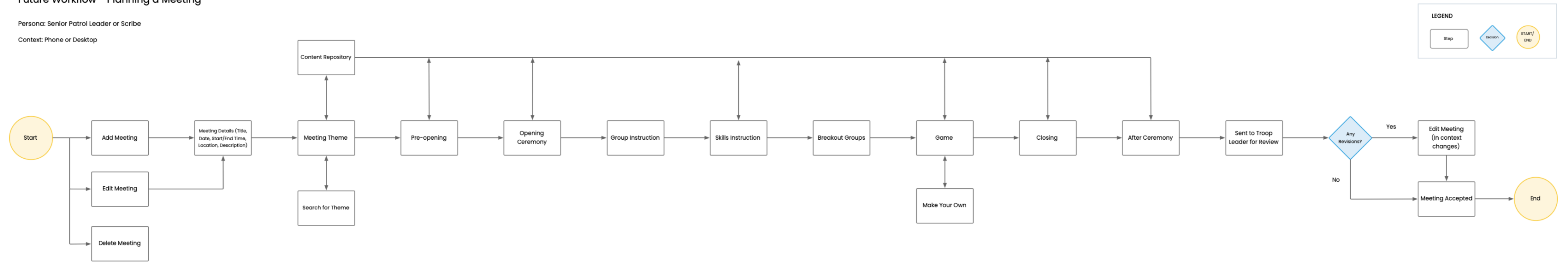
Opening the App - Senior Patrol Leader



Future Workflow - Planning a Meeting

Future Workflow - Planning a Meeting

Persona: Senior Patrol Leader or Scribe
Context: Phone or Desktop

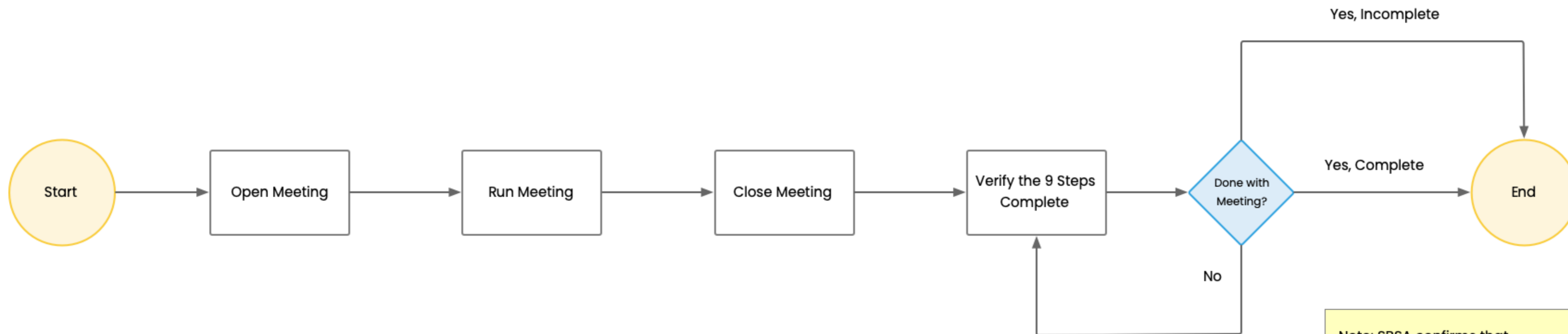
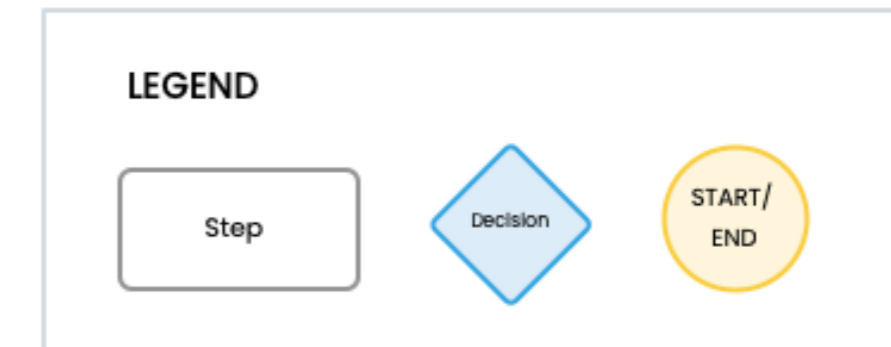


Future Workflow - Running the Meeting

Future Workflow - Running the Meeting

Persona: Senior Patrol Leader

Context: Phone or Desktop

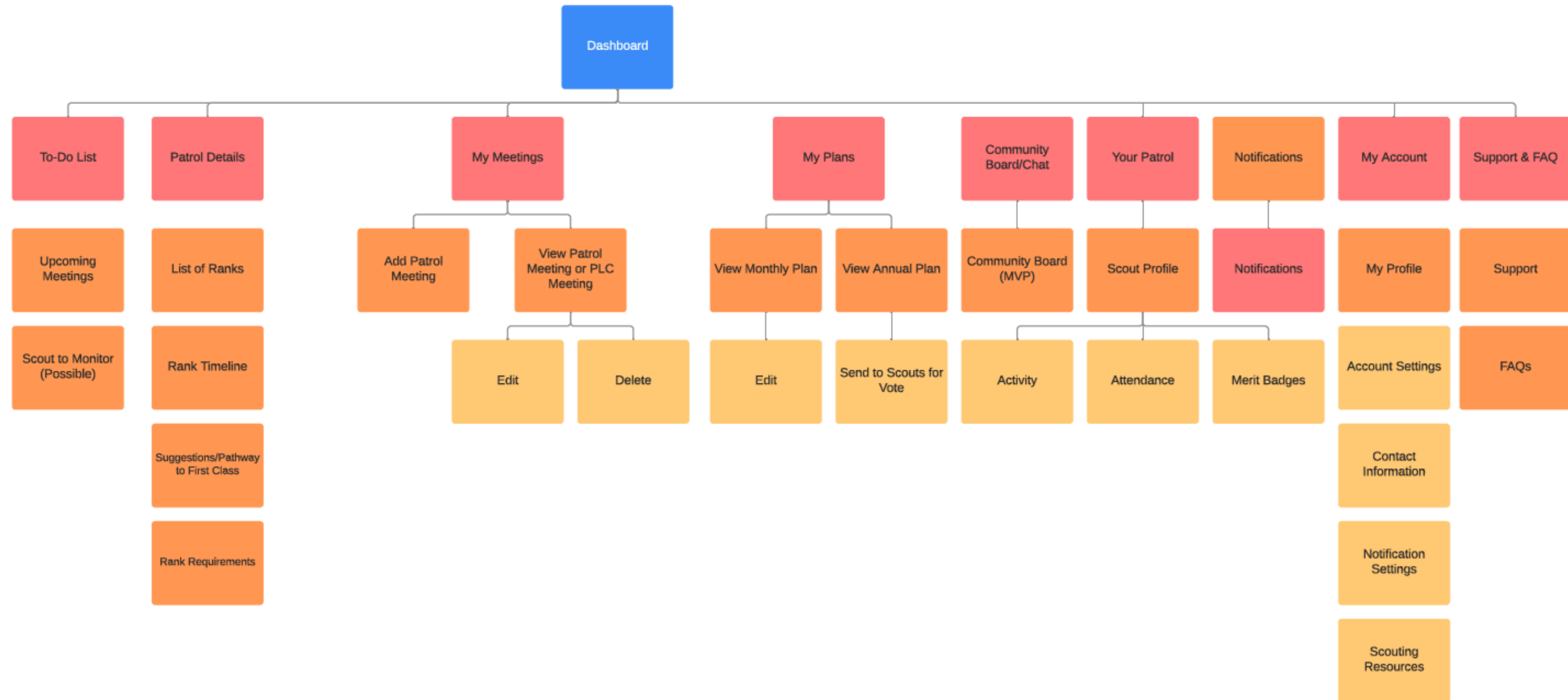


Note: SBSA confirms that incomplete meetings can be performed.

Site Maps

Patrol Leader Sitemap

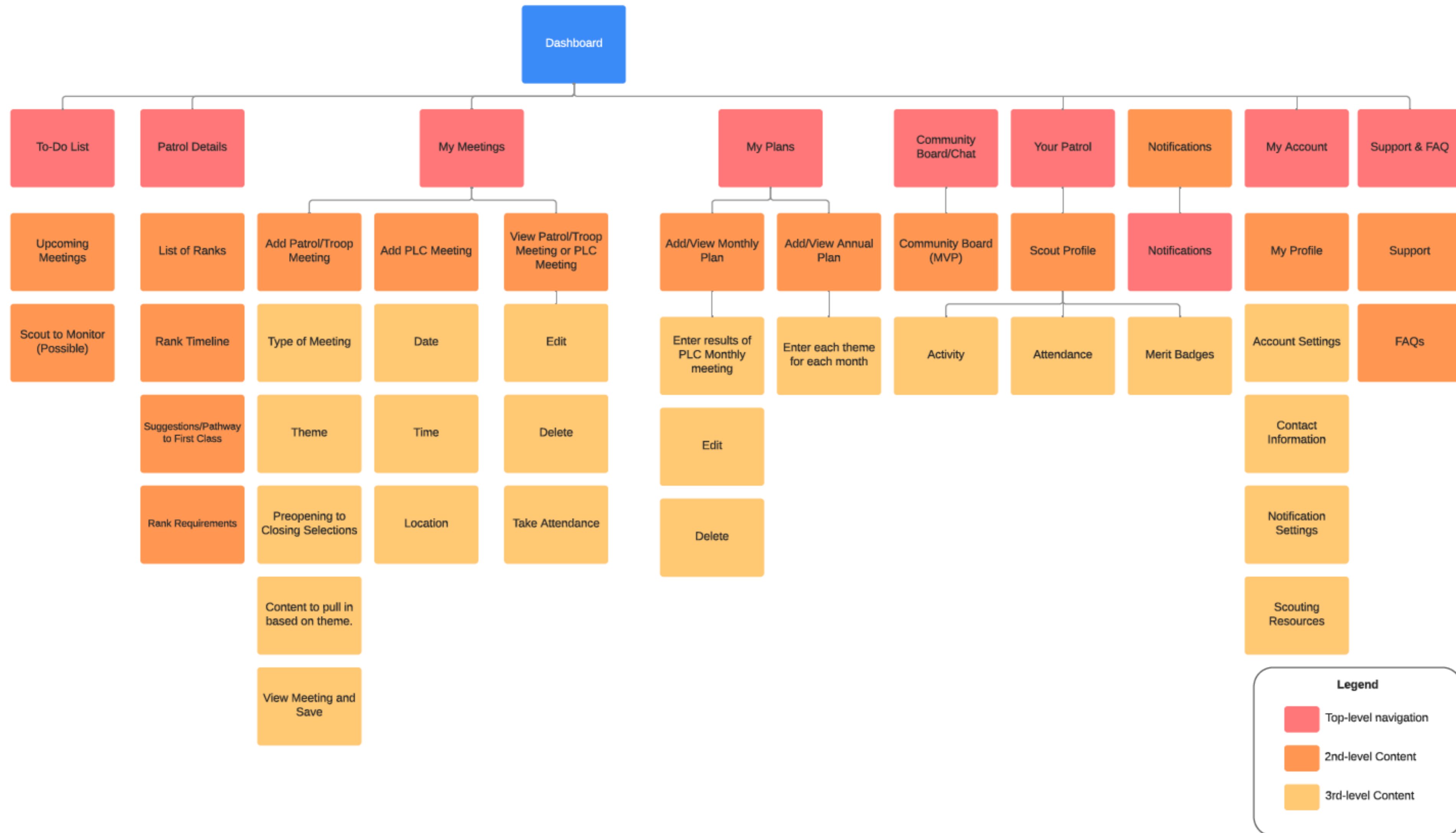
Joshua Line | January 9, 2020



Legend

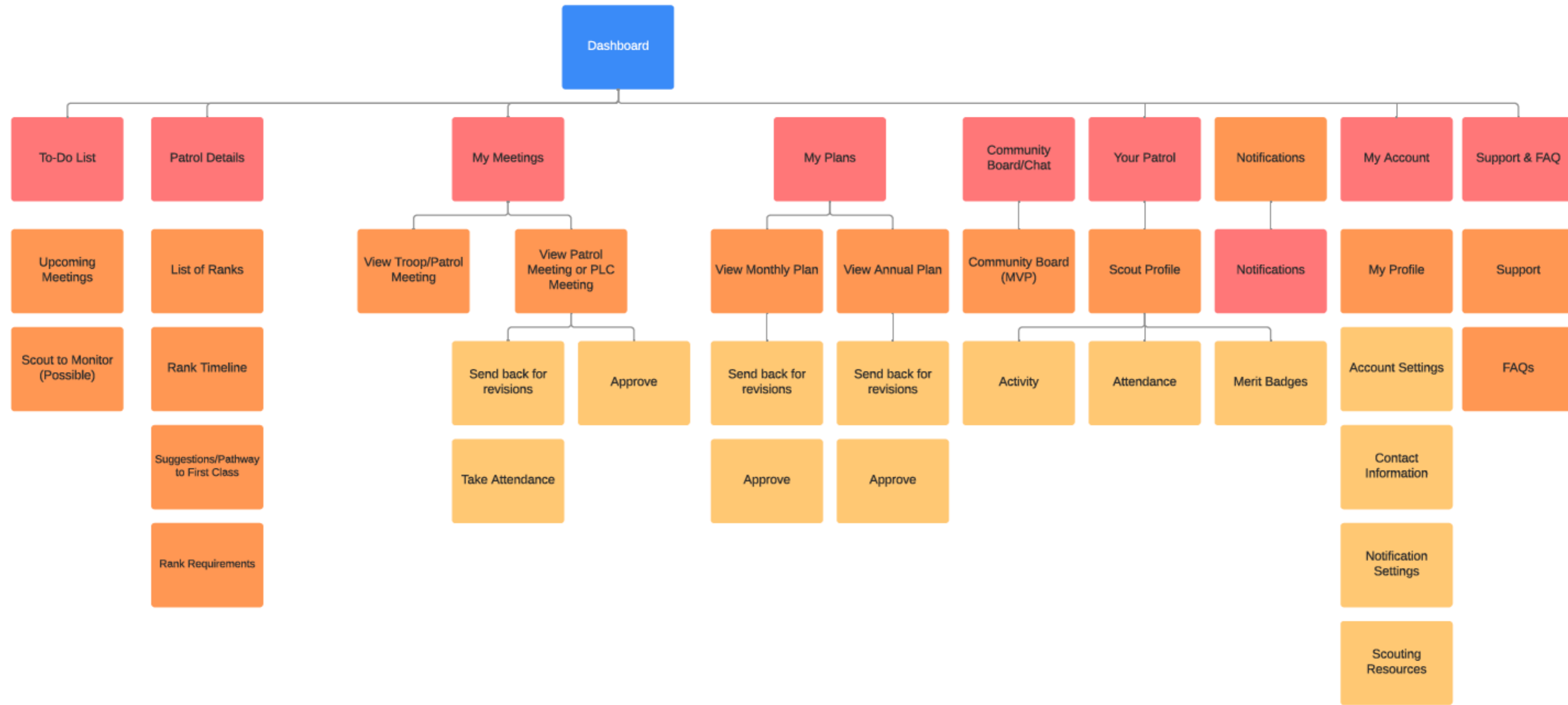
- Top-level navigation
- 2nd-level Content
- 3rd-level Content

Senior Patrol Leader Sitemap



Scoutmaster Sitemap

Joshua Line | January 9, 2020



Legend

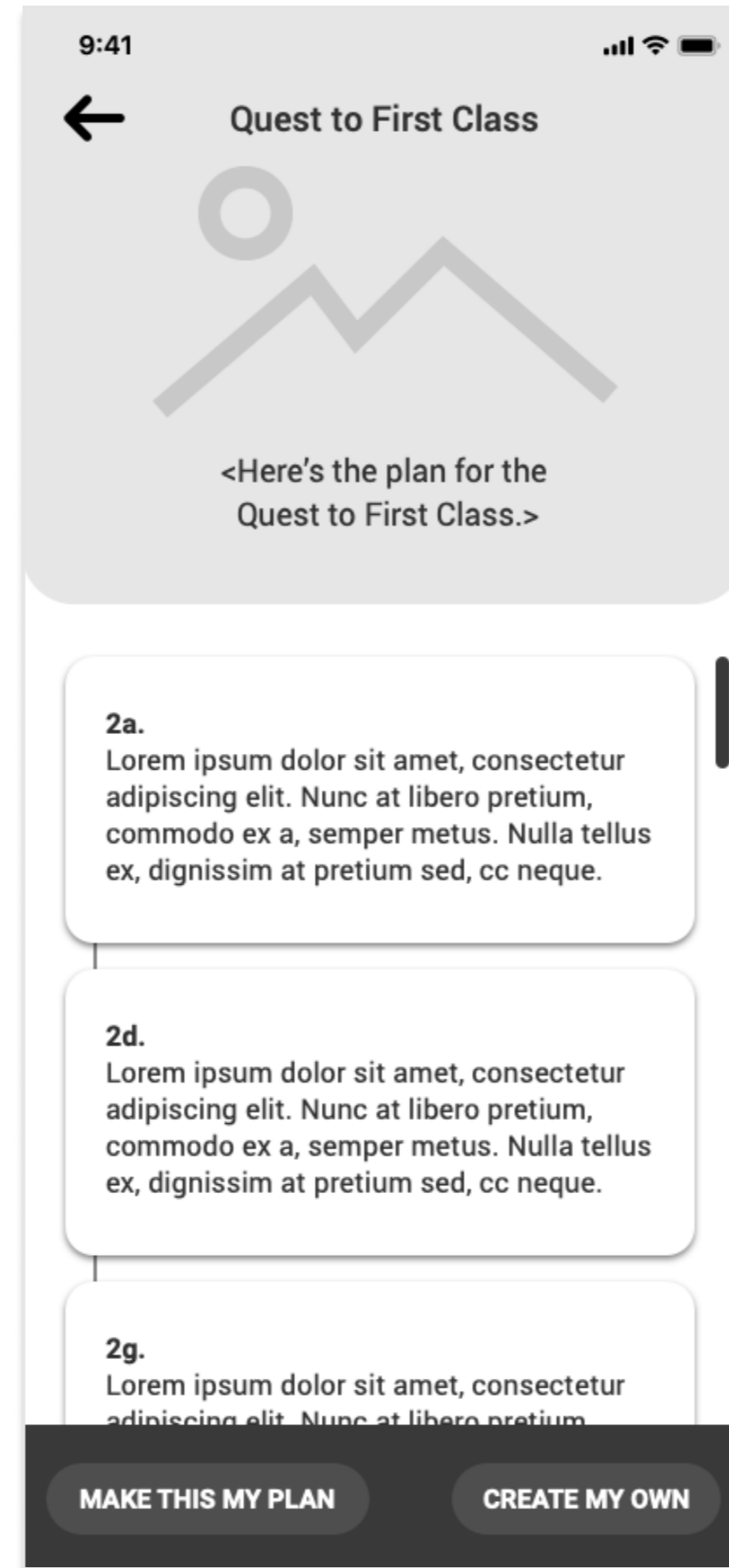
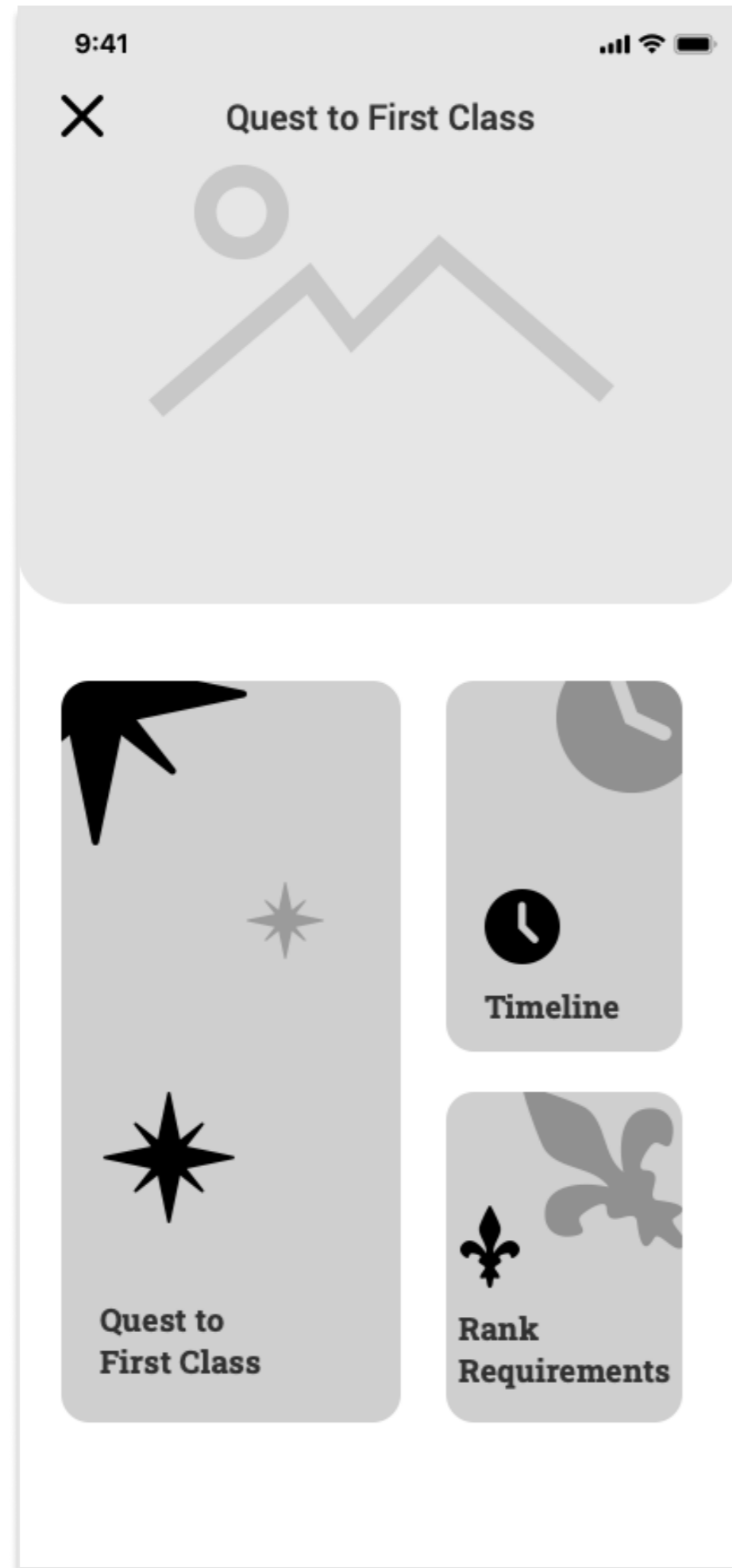
- Top-level navigation
- 2nd-level Content
- 3rd-level Content

High-Fidelity Wireframes

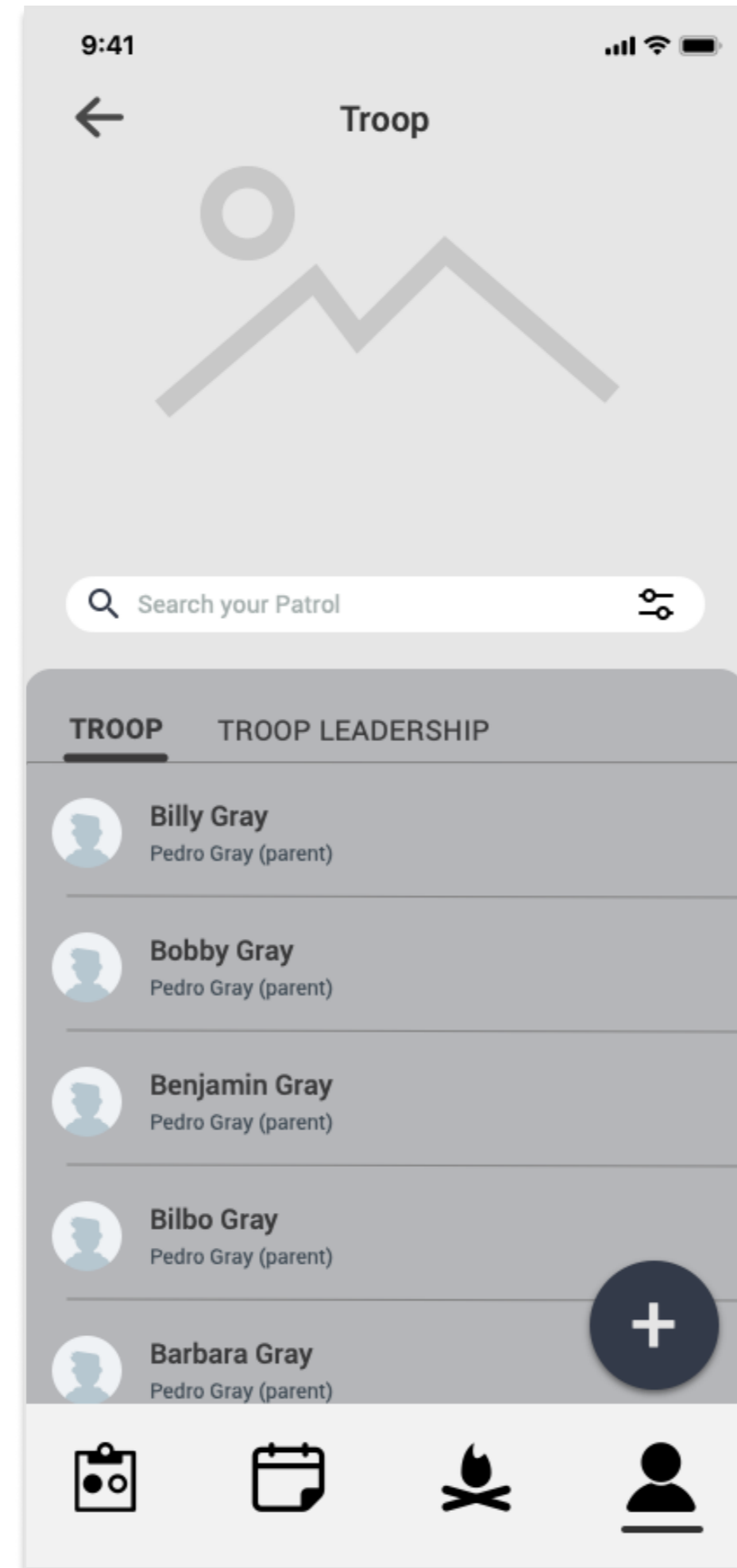
Mobile Wireframes



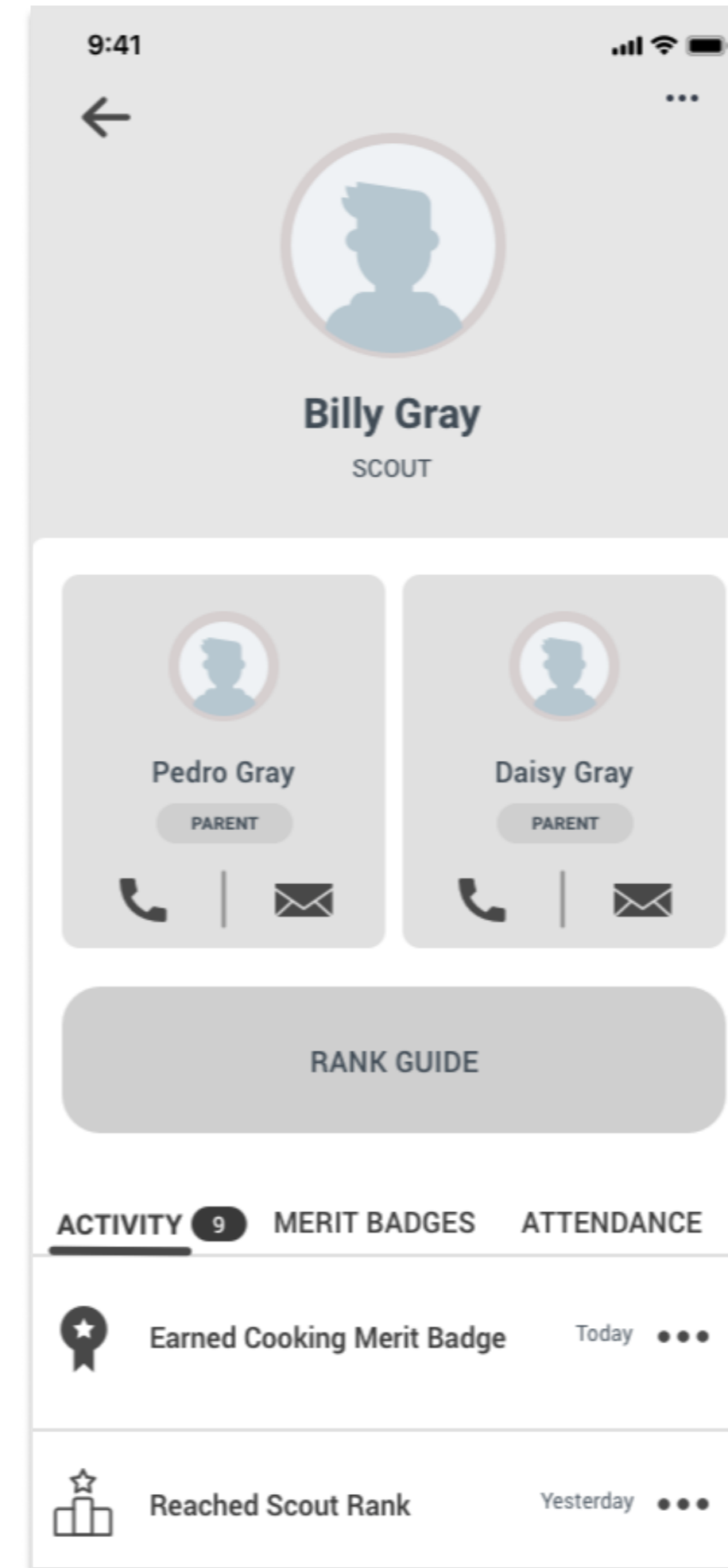
Mobile - Dashboard



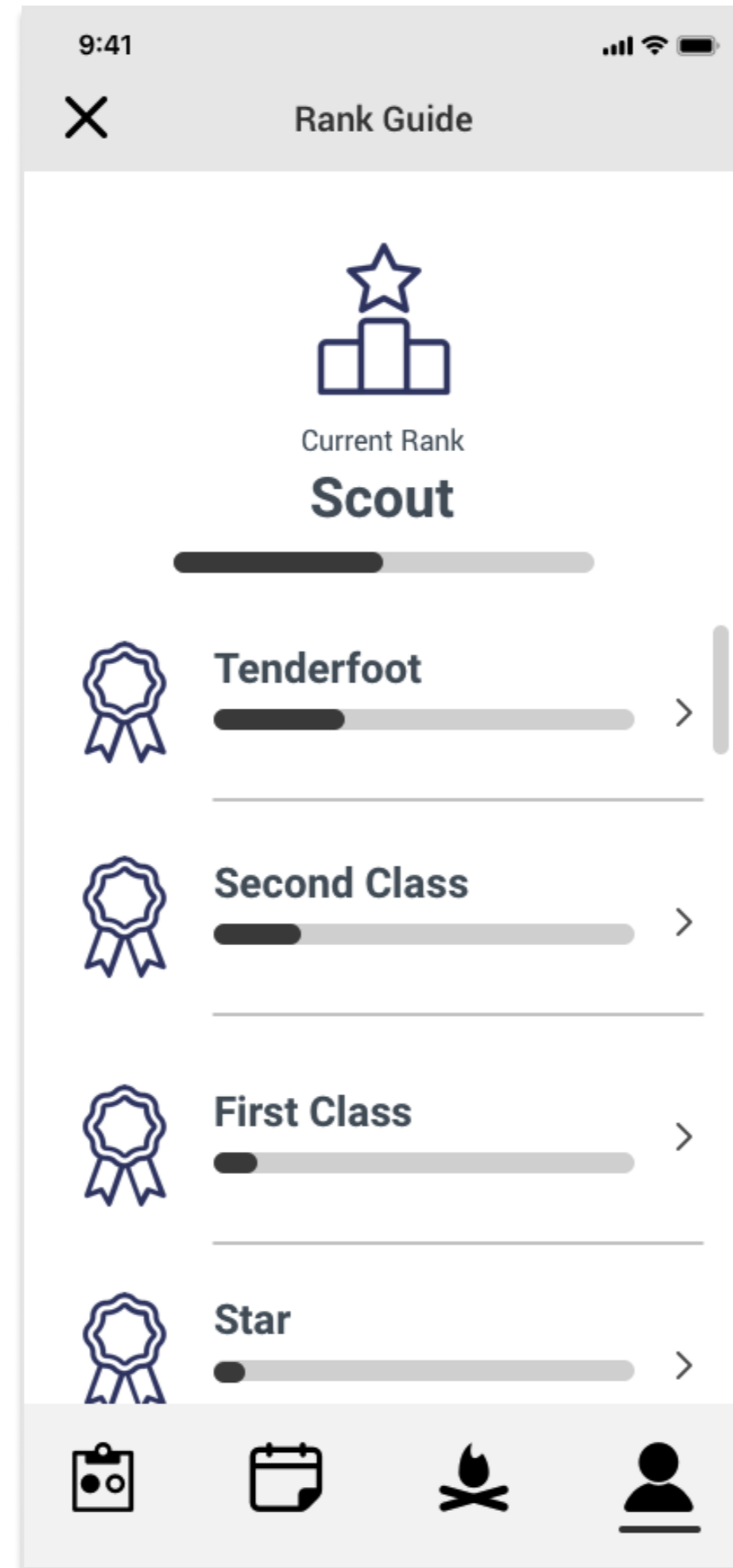
Mobile - Quest to First Class



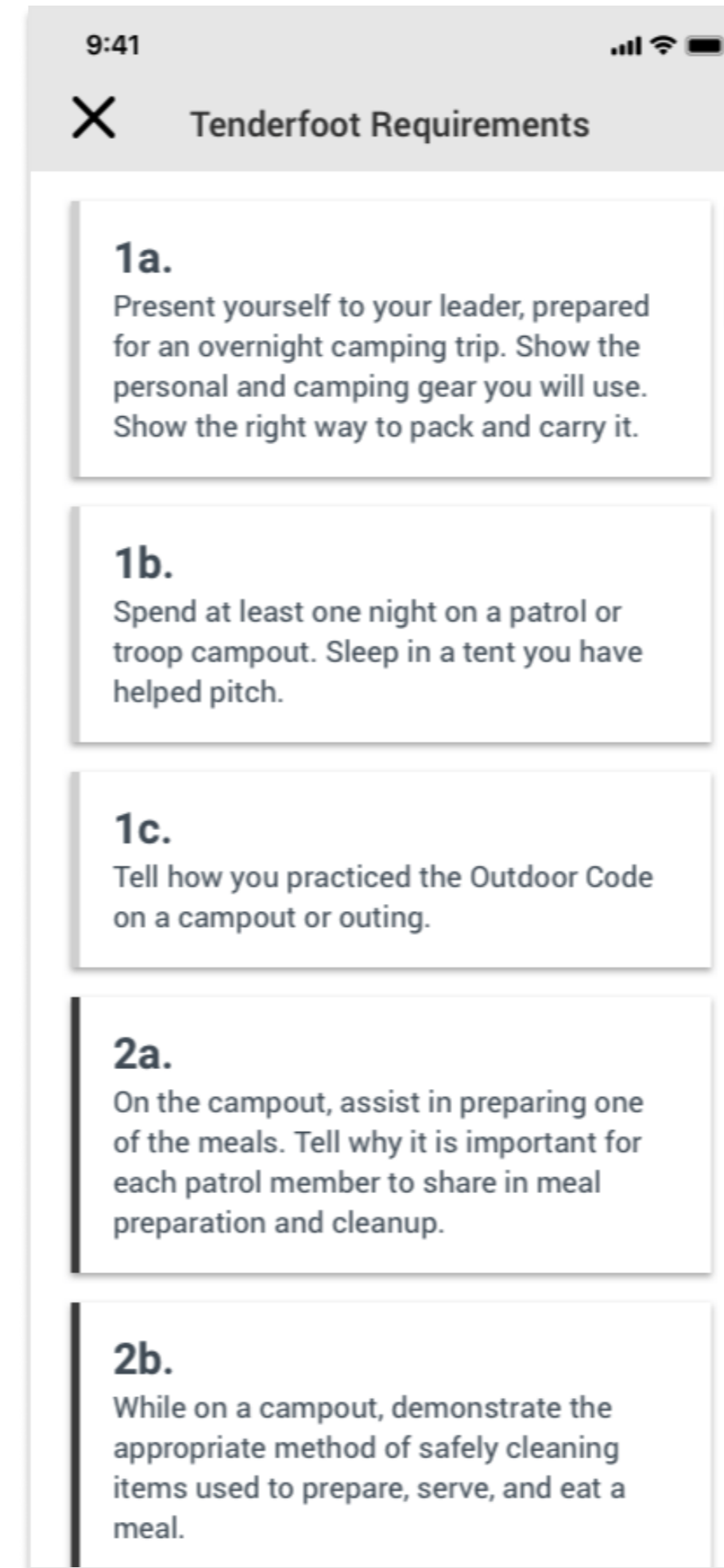
Mobile - Troop View



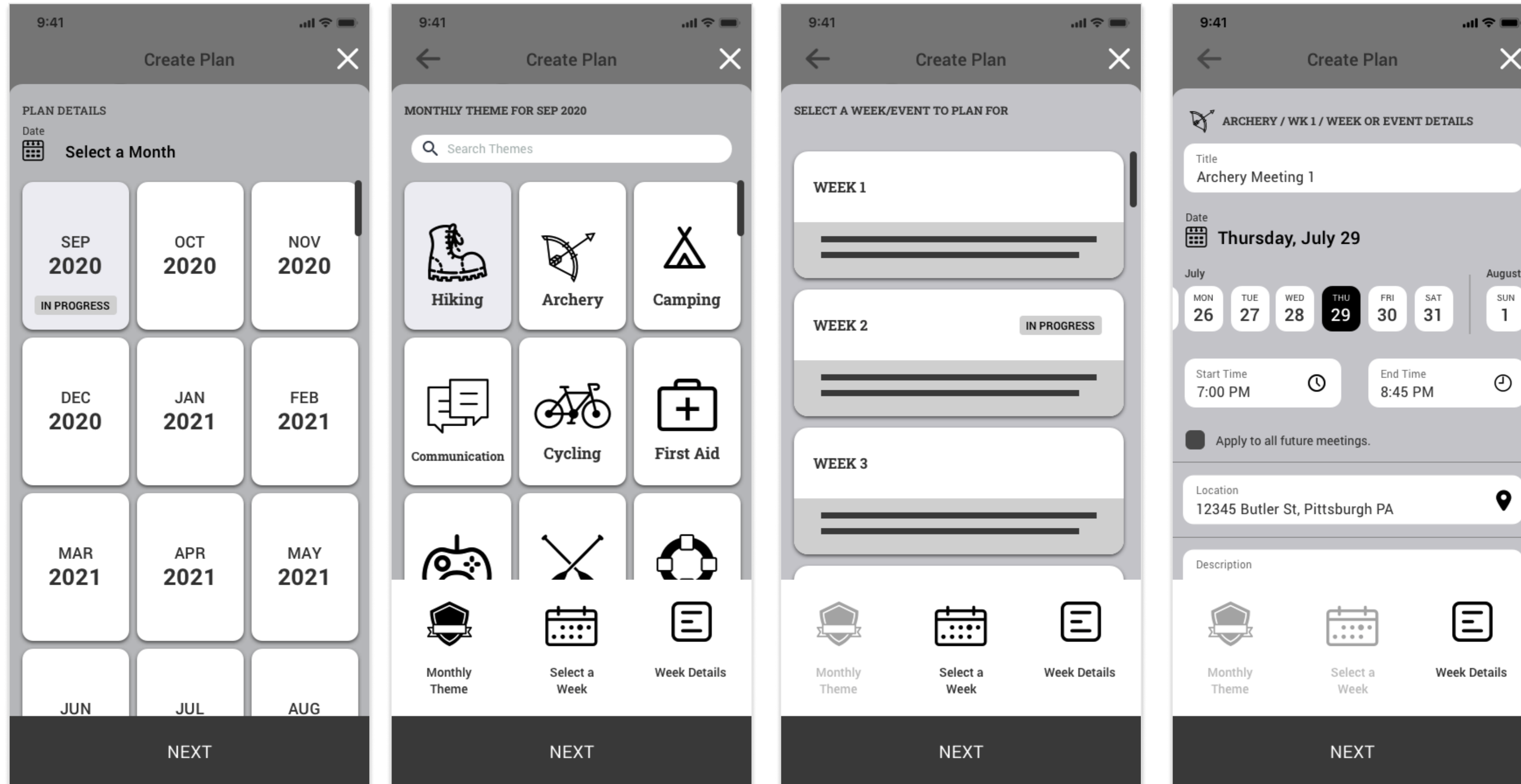
Mobile - Scout View



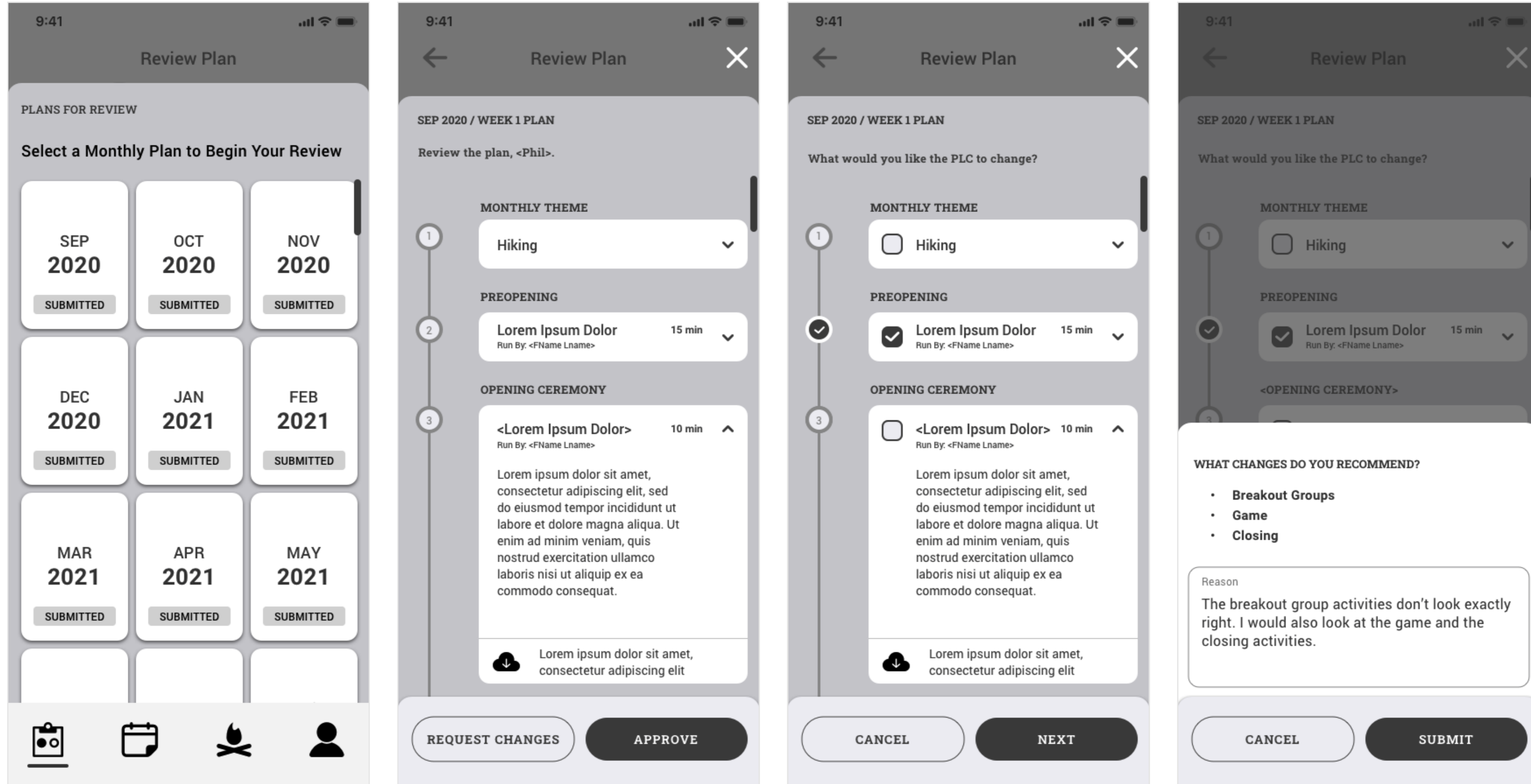
Mobile - Rank Guide



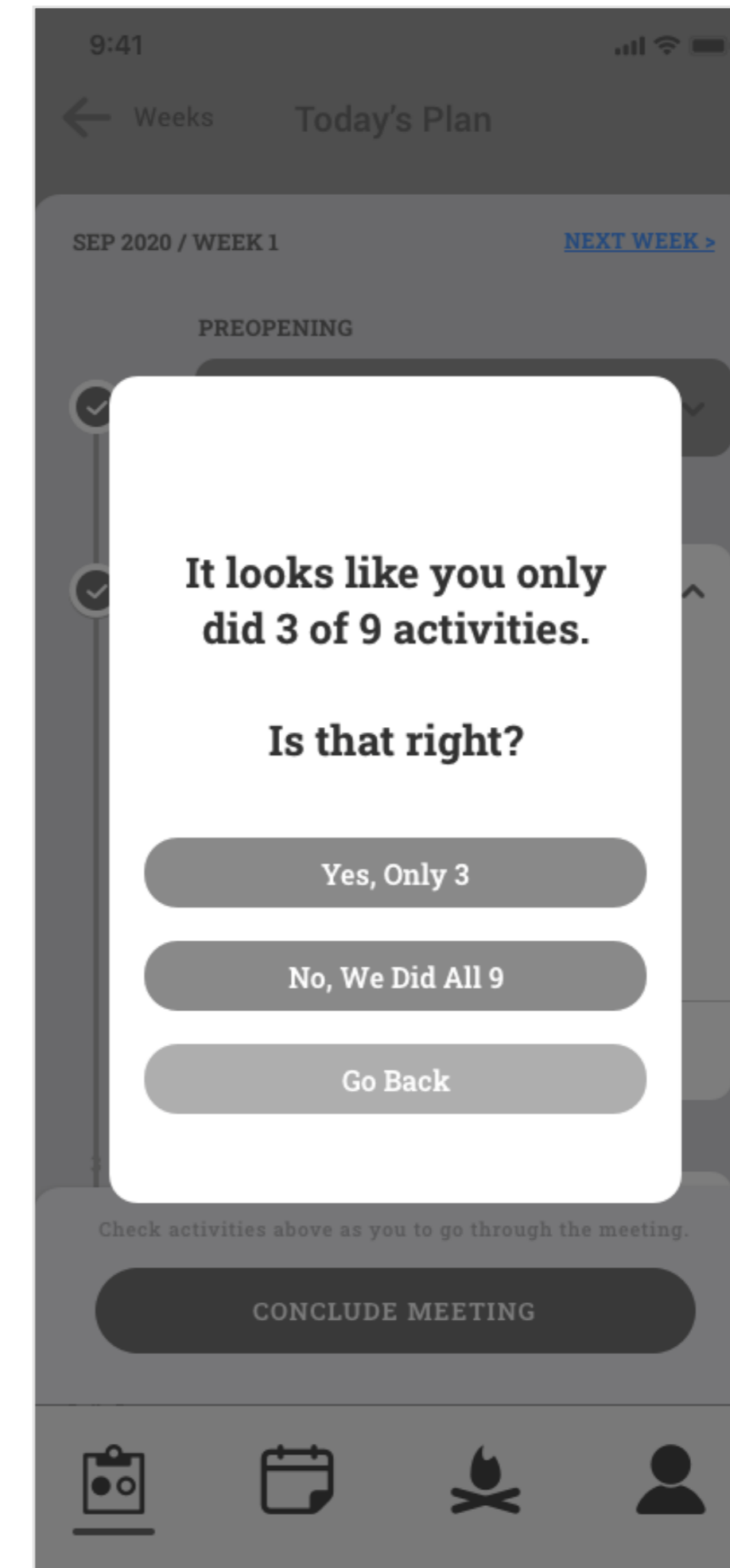
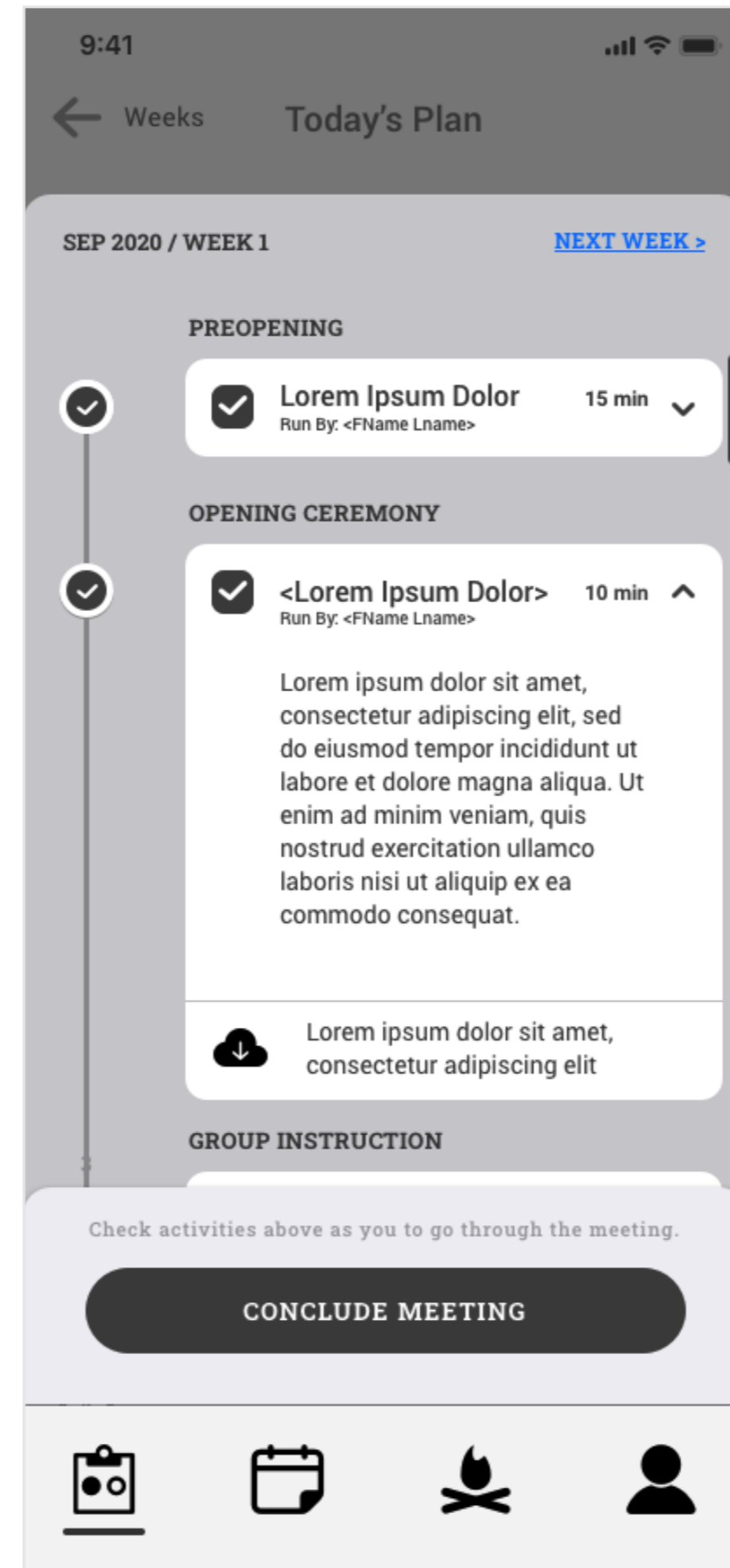
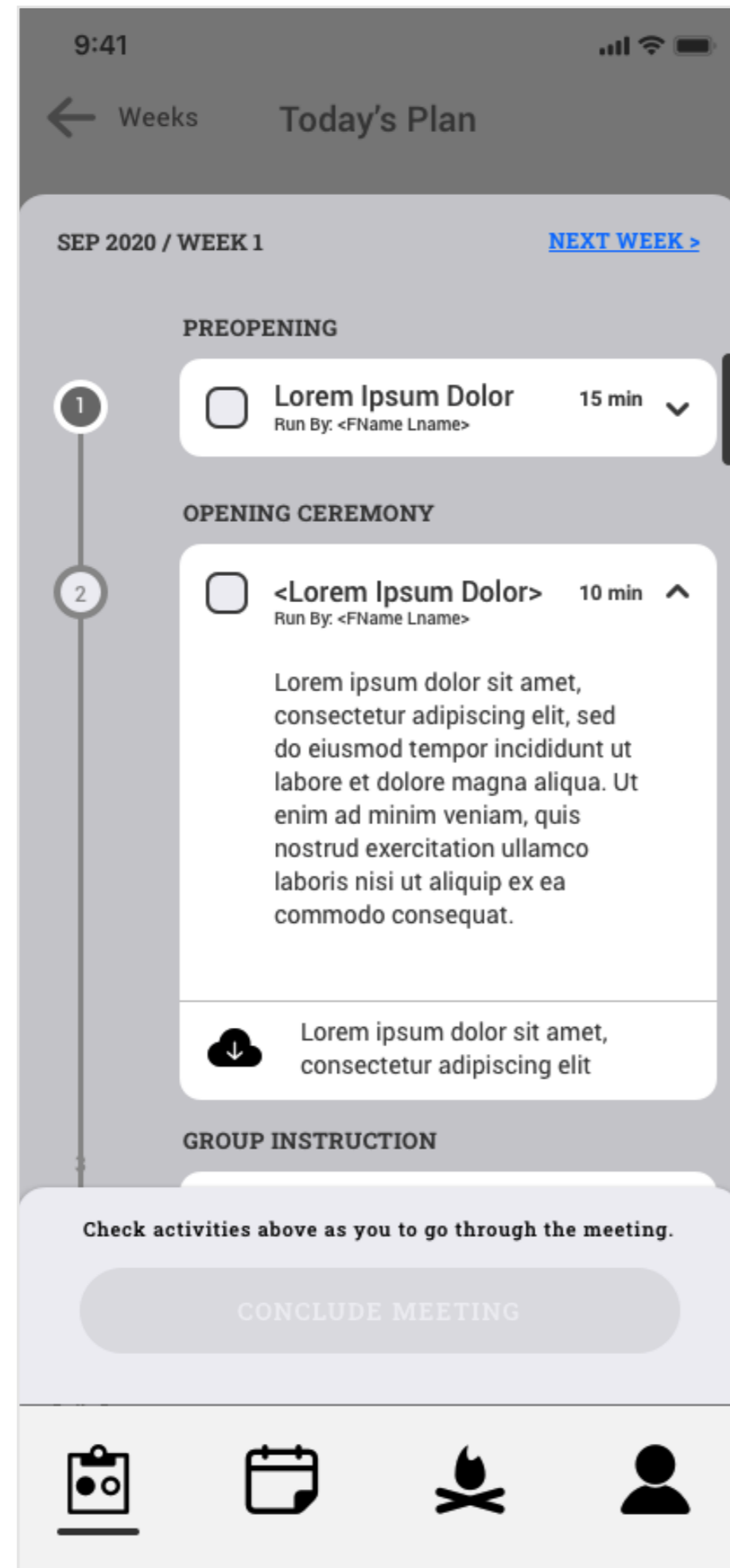
Mobile - Rank Requirements



Mobile - Youth Leader - Create a Plan

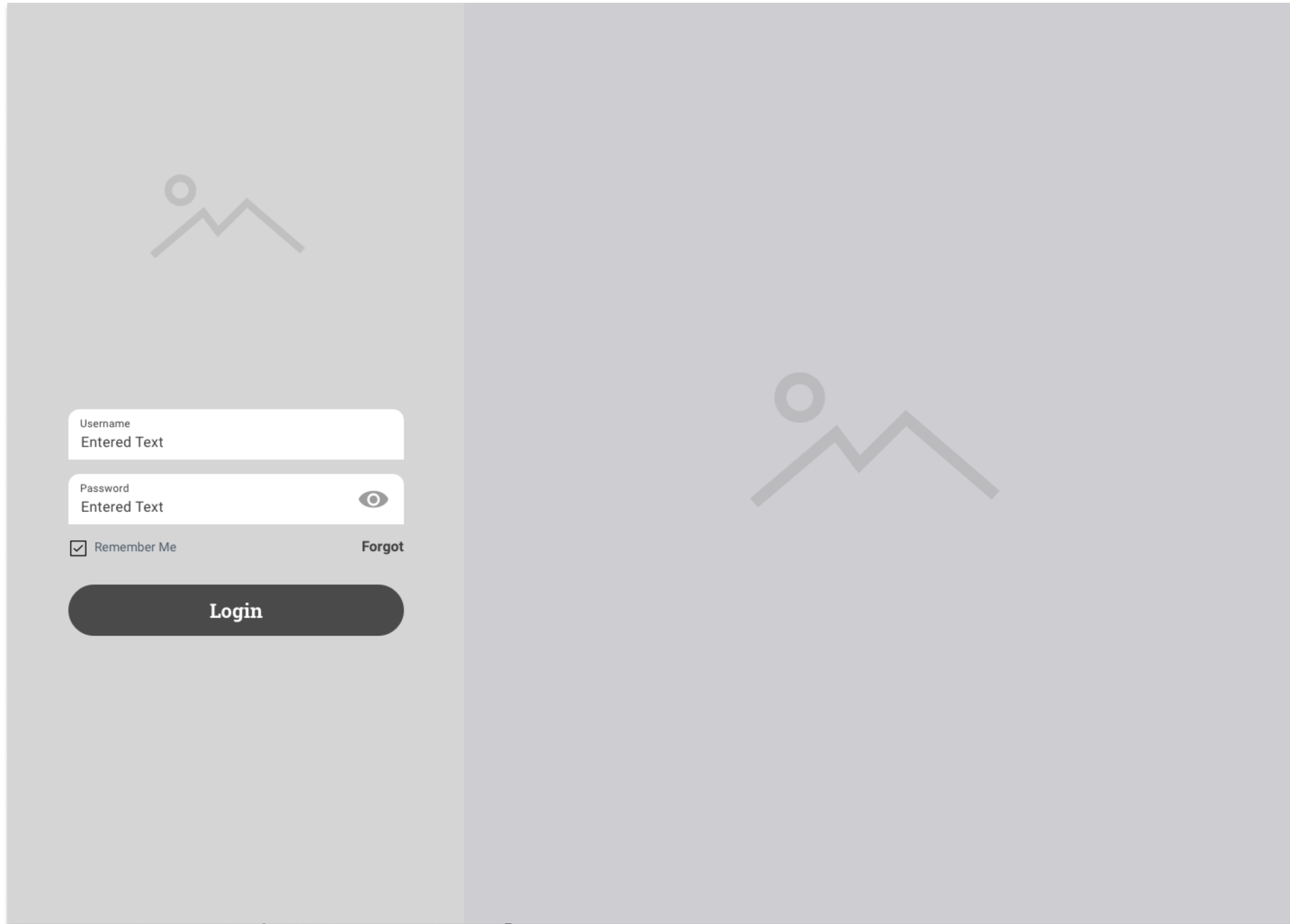


Mobile - Troop Leader - Reviews Plan

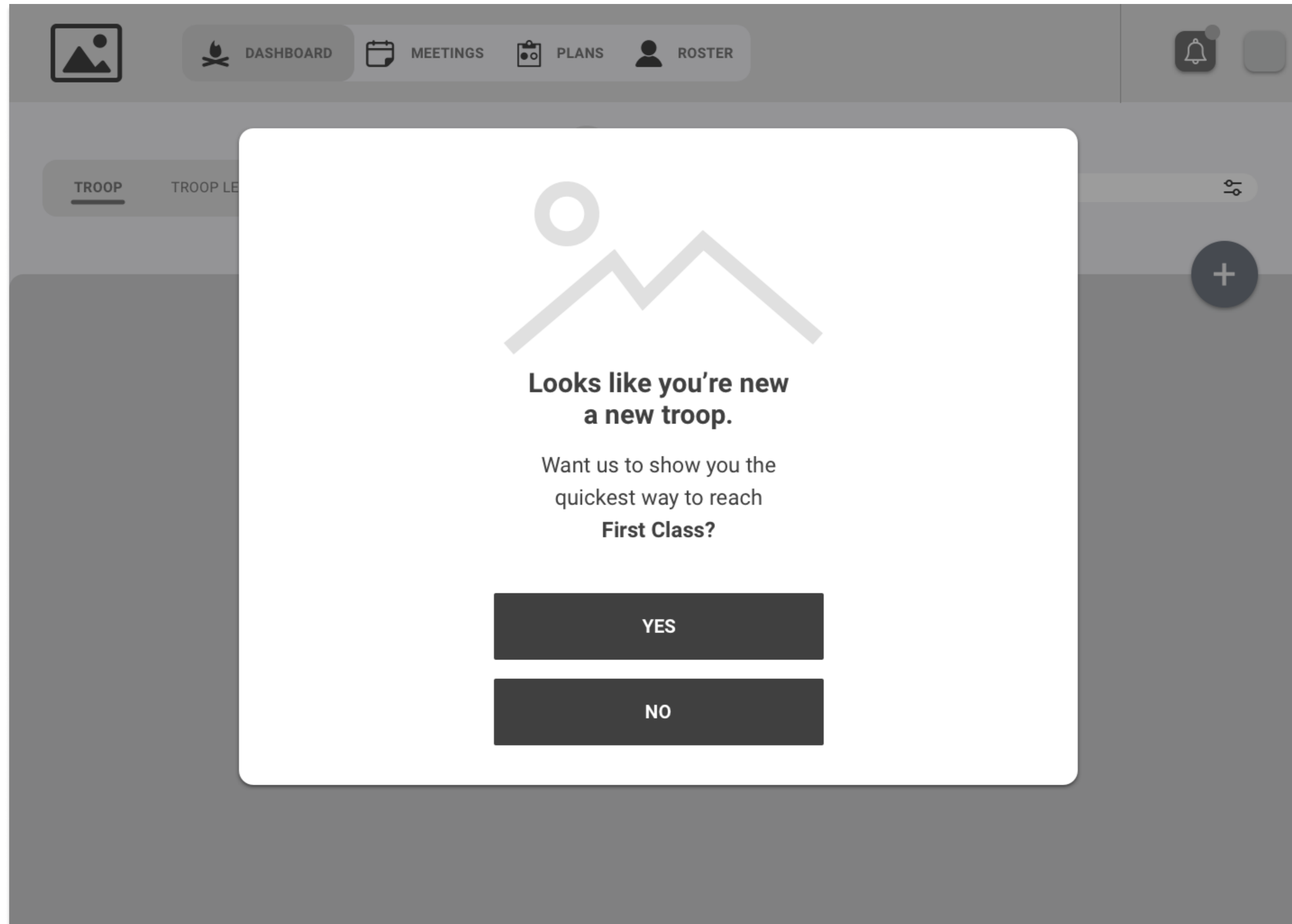


Mobile - Today's Plan/Meeting

Desktop Wireframes



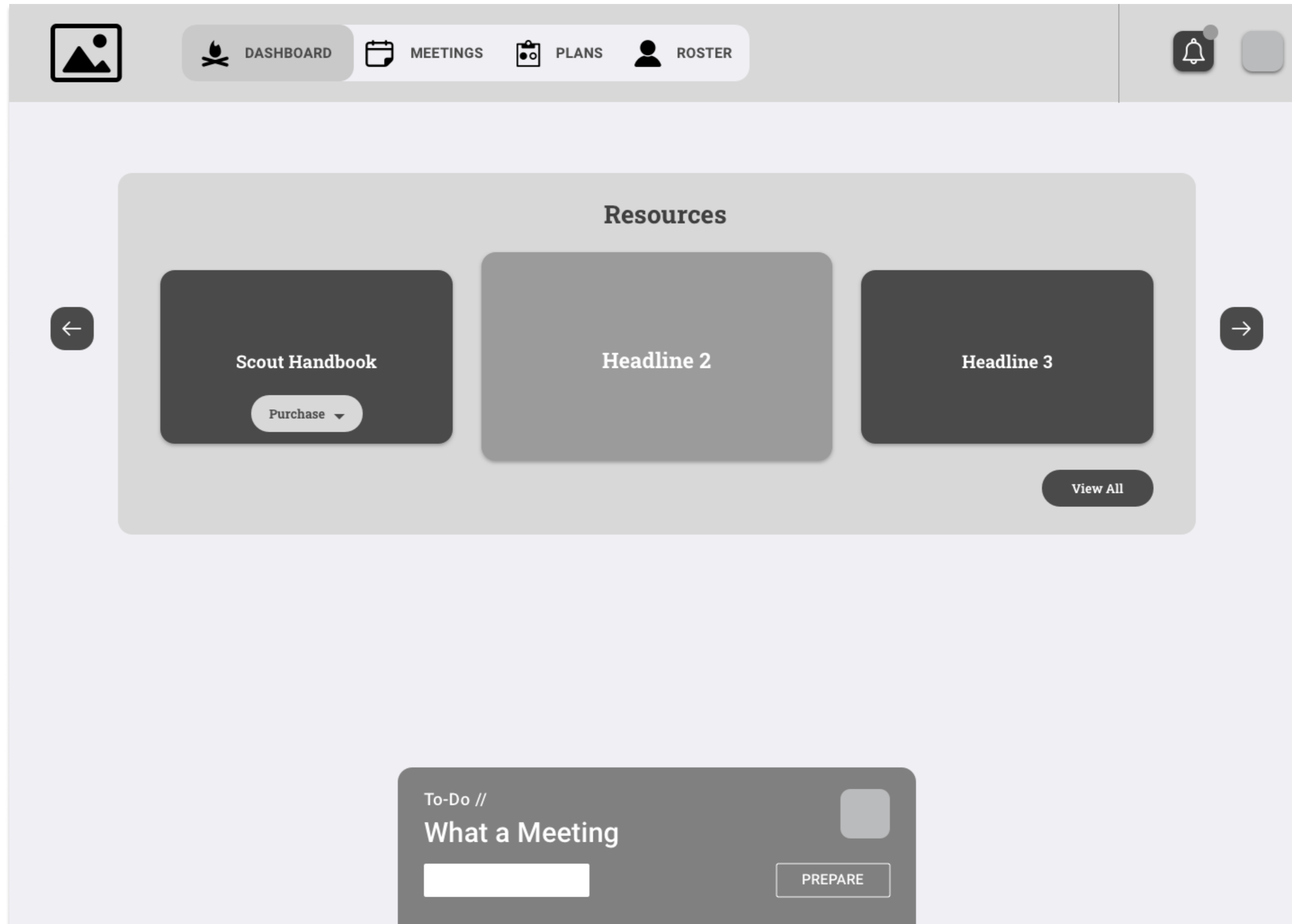
Desktop - Login Screen



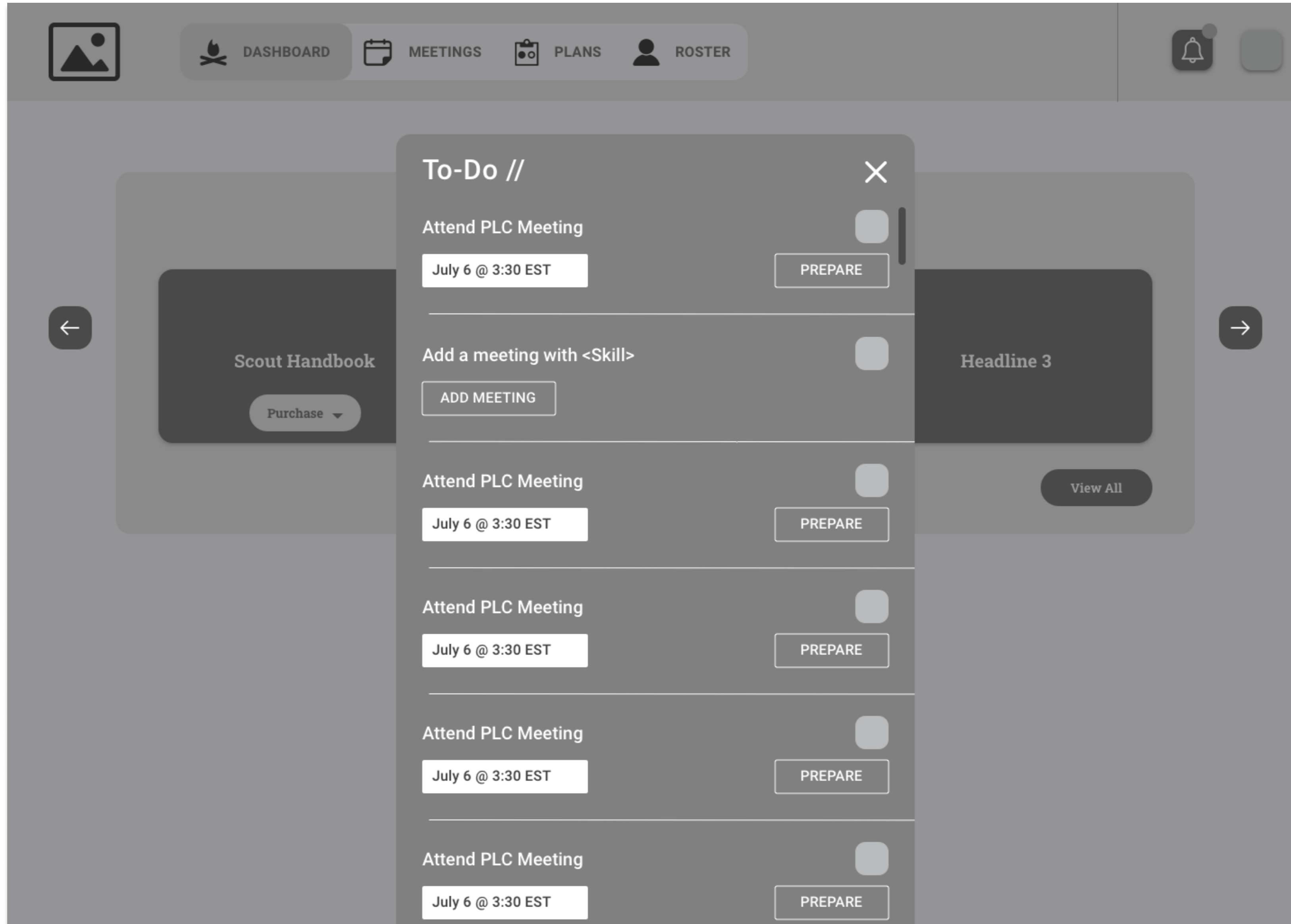
Desktop - Modal



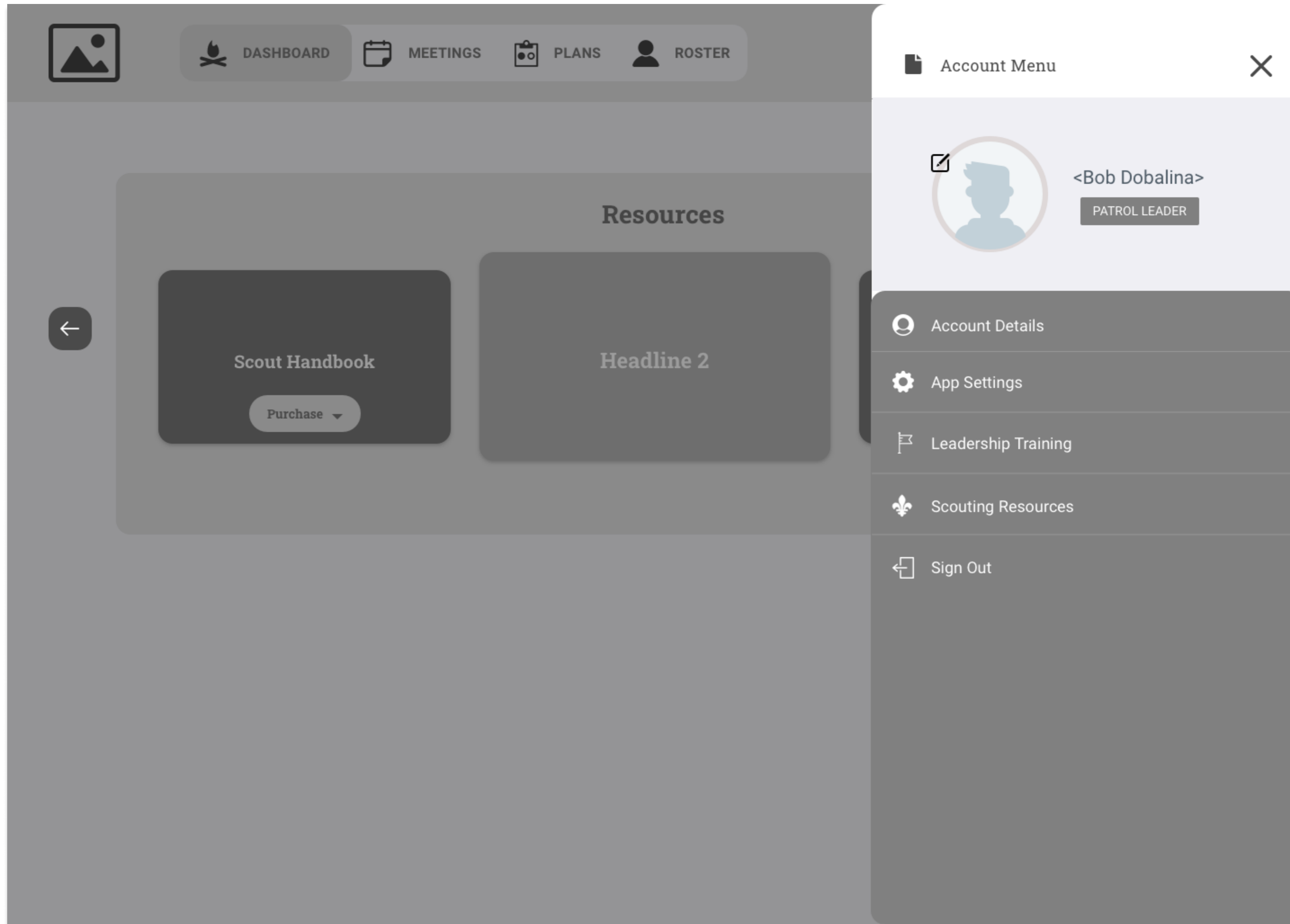
Desktop - Feature Modal



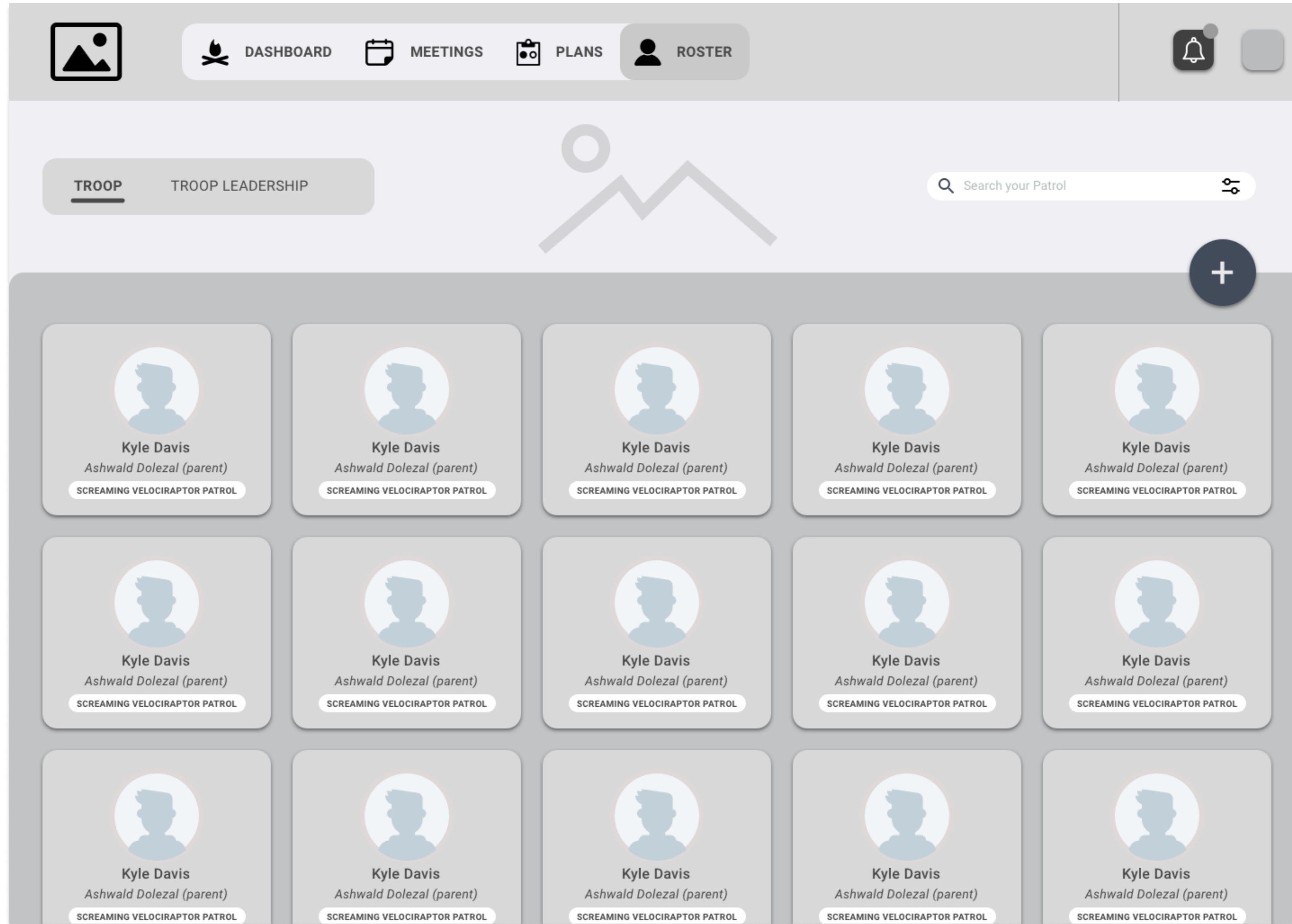
Desktop - Dashboard



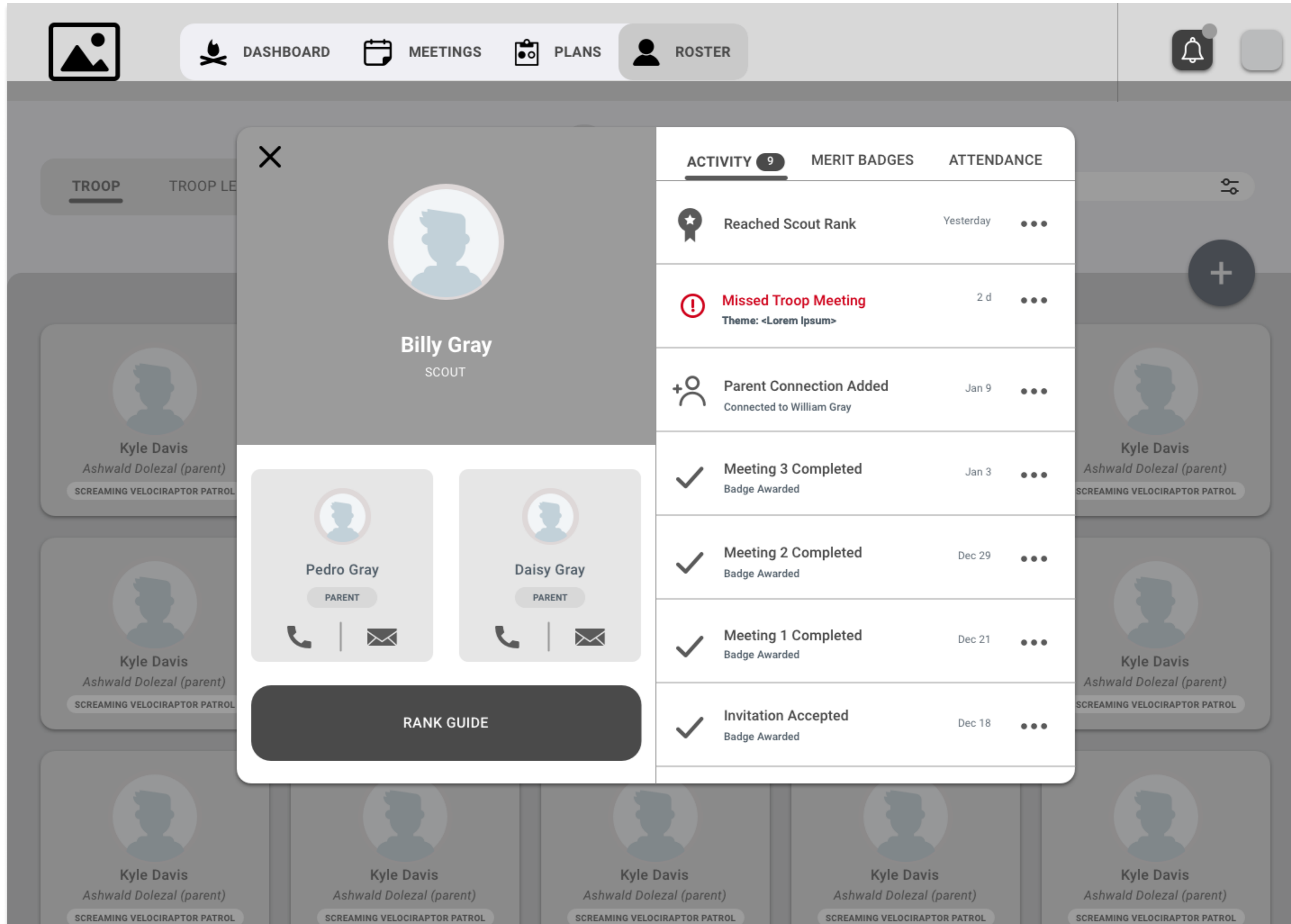
Desktop - Slideout



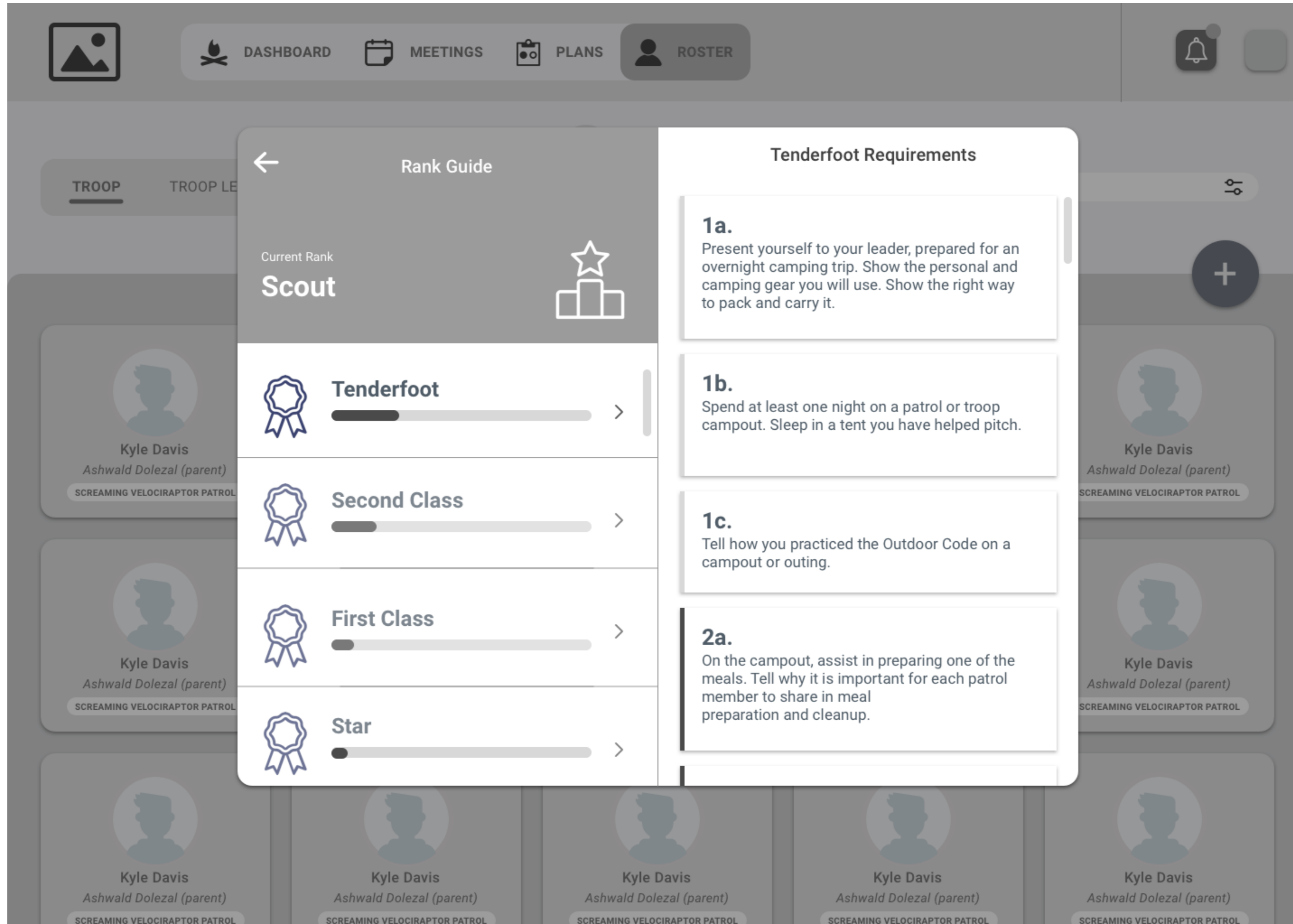
Desktop - My Profile Flyout



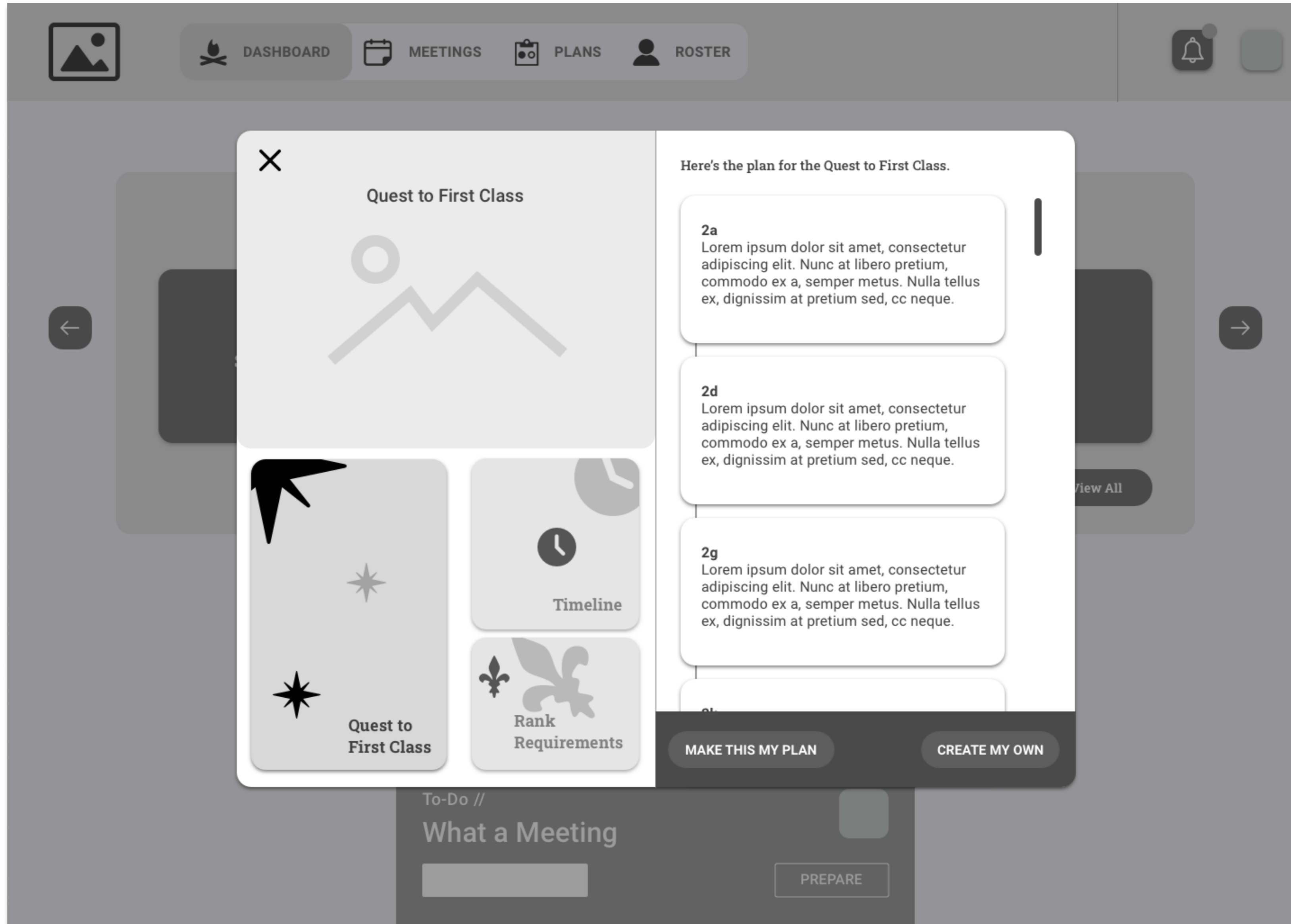
Desktop - Troop View



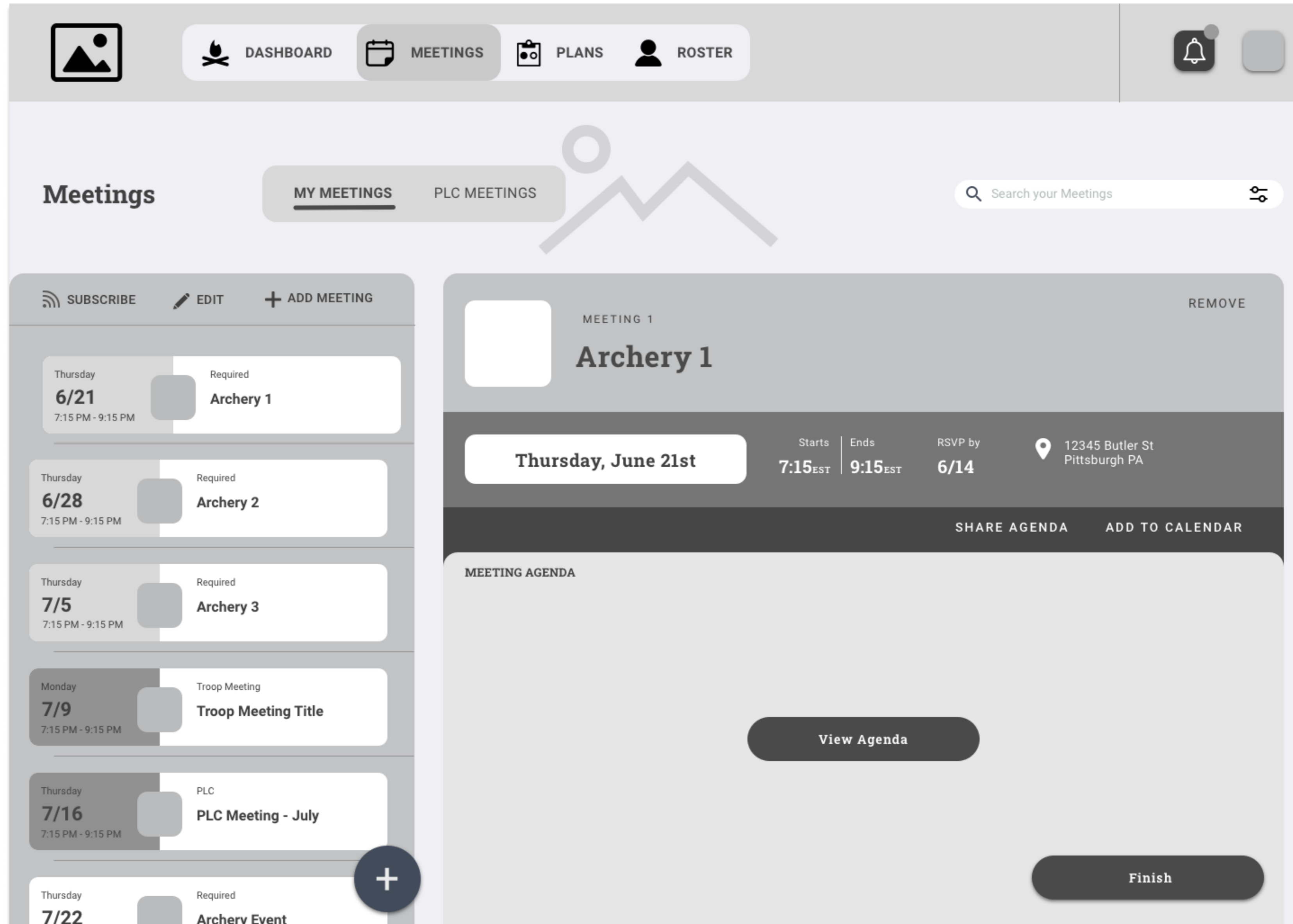
Desktop - Scout Profile



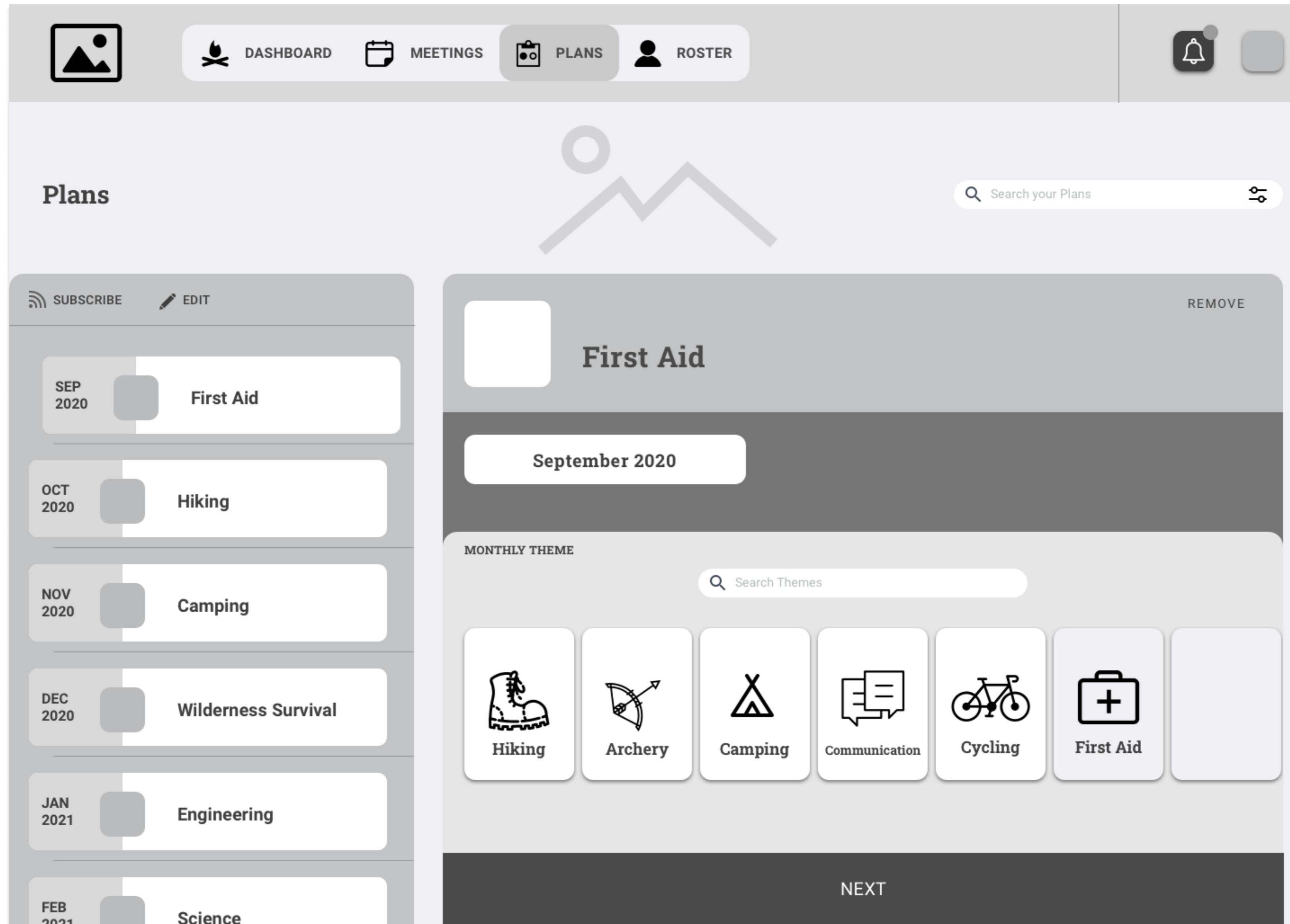
Desktop - Rank Guide & Requirements



Desktop - Rank Guide & Requirements

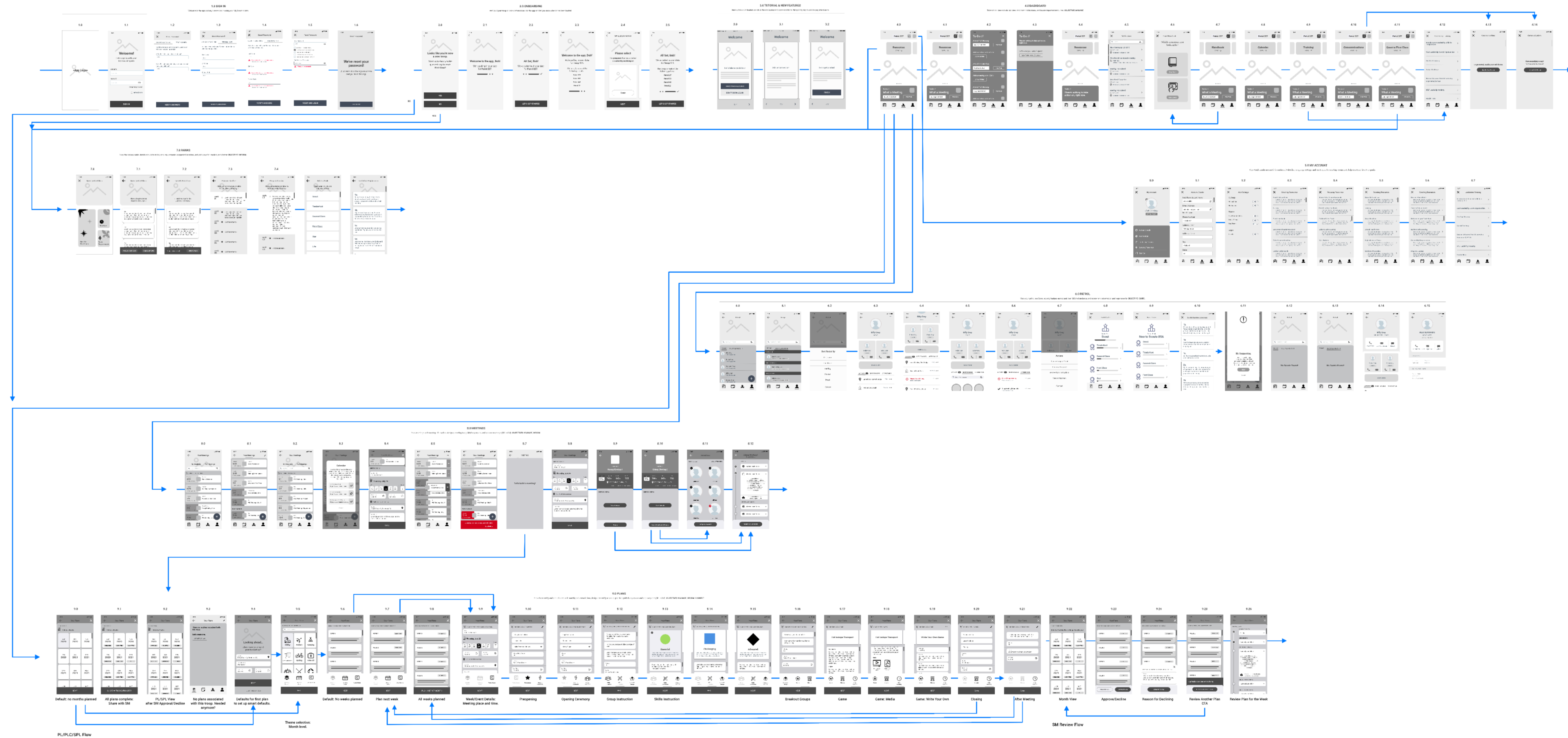


Desktop - Meetings and Meeting Selected



Desktop - Plans

Revised Information Architecture Map



10 INDEX & SUPPORT

10.1	INDEX
10.2	SUPPORT

See the following pages for more information:

- 10.1 INDEX
- 10.2 SUPPORT

Thank you for reading!