



# Notes

May 21, 2025

# CX Strategy & Future Mailing Overflow

Invited panubolu@gmail.com Daniel Martin margueritembailey@gmail.com  
Nihan Durmaz Perri McCammon luciddraft@gmail.com Maria Gutin  
Khadijah Ibrahim Yelena F Dominic Bradley kaylayasuda0@gmail.com  
kellie.ann.truesdell@gmail.com shockflash00@gmail.com curiouser.ca@gmail.com  
lisahimelstieb@gmail.com rachelbeyerlein@gmail.com  
jeremylangdon22@gmail.com LX Cast clintondavidfoster@gmail.com  
decarinakoraljka@gmail.com nesrieamri2000@gmail.com LX Cast  
Suyen Stevenson leah.a.ellis21@gmail.com camilla.startev@gmail.com  
katherinechiu5@gmail.com mlanelawton@gmail.com hanan.khalif99@gmail.com  
Tech Fleet Newsletter Project Pauline Gefin miamkim.lee@gmail.com  
amber.an.bo@gmail.com Katerina Berezina jagruthin18@gmail.com  
Finequity Project Mahdi Ebrahimi melanielane.uxd@gmail.com  
rachel.beyerlein@lewagon.org Veena Sodhani ~~Morgan Denner~~  
~~salome.ms.design@gmail.com~~ ~~neha0476@gmail.com~~

Attachments 📎 CX Strategy & Future Mailing Overflow

Meeting records 📄 Transcript 🎙 Recording

## Summary

Tech Fleet Newsletter Project led a workshop with participants including Katerina Berezina, Nihan Durmaz, melanie I., Khadijah Ibrahim, and Daniel Martin to apply the customer life cycle stages to three personas: potential members, current members, and funders. The group brainstormed core and secondary elements to build awareness and support for each persona, focusing on website content, social media, personalized communication, and engagement strategies. The discussion covered specific ideas for each

stage of the life cycle and persona, as well as content for newsletters and social media to engage members and funders.

## Details

- **Meeting Start and Introductions** Katerina Berezina greeted everyone, and Tech Fleet Newsletter Project also said hello and mentioned it was their first time leading this workshop. Tech Fleet Newsletter Project confirmed Katerina Berezina was on the research team and working with Cadia ([00:00:00](#)).
- **Logistics and Agenda** Tech Fleet Newsletter Project indicated the meeting would start a few minutes late to allow participants to join. Nihan Durmaz noted that Morgan could not attend and asked about the agenda, specifically mentioning CX mapping and a mailing audit ([00:02:32](#)). Tech Fleet Newsletter Project clarified the workshop was focusing on parts three and four of a five-part series and that the mailing audit was not currently on the agenda ([00:04:27](#)).
- **Referencing Previous Work** Nihan Durmaz shared a link to another project by FIC as an example for their current work on flowcharts ([00:05:32](#)). Tech Fleet Newsletter Project displayed the FIC's work, which included a brainstorming session on a life cycle funnel ([00:07:29](#)). Nihan Durmaz explained that the FIC's funnel considered the tech fleet as a whole, from discovery to becoming a mentor ([00:08:36](#)).
- **Discussion on Life Cycle Stages** Tech Fleet Newsletter Project then began explaining the different stages of the customer life cycle: awareness, engagement, consideration, conversion, retention, and loyalty . They provided examples for each stage and emphasized the importance of nurturing leads and building customer relationships .
- **Applying Life Cycle to Personas** Tech Fleet Newsletter Project introduced three personas: potential members, current members, and funders, and the group started to brainstorm how to support and build awareness for potential members ([00:19:13](#)). Katerina Berezina questioned if all stages of the life cycle were applicable to current members. melanie l. agreed that current members could still continuously convert in various ways ([00:20:32](#)).
- **Brainstorming Awareness for Potential Members** Katerina Berezina suggested using the website, social media, and social media ads to build awareness for

potential members. Tech Fleet Newsletter Project asked the group for their thoughts and proposed using sticky notes to record ideas for each level of the funnel ([00:22:04](#)).

- **Time Management and Technical Issues** Tech Fleet Newsletter Project asked how much time to allocate for brainstorming, and Nihan Durmaz suggested starting with 15 minutes. Nihan Durmaz encountered a technical issue while trying to add stickies for current members but resolved it ([00:23:55](#)).
- **Progress and Time Extension** Tech Fleet Newsletter Project checked on everyone's progress, and Katerina Berezina indicated they were still on the first persona. Nihan Durmaz suggested needing more than five minutes, and Katerina Berezina proposed another 15 minutes ([00:36:22](#)). Tech Fleet Newsletter Project decided to move to the next persona after confirming with the group, allocating another 15 minutes ([00:41:38](#)).
- **New Participant and Catch-Up** Khadijah Ibrahim joined the meeting and asked for a summary of what had been discussed ([00:41:38](#)). Tech Fleet Newsletter Project explained they were working on the customer life cycle, applying it to different member segments, starting with potential members and using sticky notes for each stage ([00:48:14](#)).
- **Project Progression** Tech Fleet Newsletter Project indicated that the team had completed the sections for potential and current members and was moving on to the funders section ([00:57:36](#)). The next step involved designing the core experience for each of the three personas based on the information gathered ([01:14:26](#)). Daniel Martin suggested that this might be a faster process due to potentially copying information from previous exercises ([01:15:48](#)).
- **Time Allocation and Next Steps** Tech Fleet Newsletter Project initially suggested allocating 15 minutes for each section, but after Daniel Martin's input, they proposed starting with 10 minutes per persona. Daniel Martin also suggested changing the color of copied stickies for clarity ([01:14:26](#)) ([01:16:36](#)). Tech Fleet Newsletter Project mentioned that there would be a part three to cover the user journey, flowcharts, site map, content outline, and future customer experience flow ([01:27:39](#)).
- **Core Elements for Potential Members** Tech Fleet Newsletter Project outlined the core elements for potential members, including website resources, promotion of the master class and project openings, a beginner section, emphasizing exploration without pressure, learning via social media, personalized emails

post-application, highlighting long-term members, recognizing participation with badges, outlining different paths, and sharing testimonials. Secondary elements included suggesting next steps, follow-up calls, referral encouragement, behind-the-scenes looks on LinkedIn, interactive polls, LinkedIn awareness, strong presence, possible discounts, and exclusive content. Attendees generally agreed with these suggestions ([01:50:35](#)).

- **Core Elements for Current Members** For current members, the core elements identified by Tech Fleet Newsletter Project were providing connection opportunities, outlining different paths, promoting roles with clear expectations, keeping members informed about openings and classes, gathering feedback, offering personalized newsletter content, presenting the newsletter as key communication, highlighting member successes, quick newsletter signup links, thank you messages, invitations to contribute, clear focus sections, and an easy onboarding process ([01:51:48](#)). Secondary elements included skill specialization guidance, featuring member stories, highlighting graduate success, enabling deeper community connection, recognizing participation with badges, and rewarding long-term contributors. Attendees seemed to agree with these points ([01:54:36](#)).
- **Core Elements for Funders** Tech Fleet Newsletter Project presented the core elements for funders, which included sharing partnership, funding, and outcome information on the website, clearly explaining the mission and value, communicating the long-term vision and financial breakdowns, offering simple sponsorship tiers, one-on-one calls, invitations to demo days, newsletter updates with outcomes, providing impact metrics and partner logos, budget transparency, sharing examples of funding impact, presenting data via infographics, and highlighting Techfleet's unique training approach ([01:55:47](#)).
- **Newsletter and Social Media Content** Tech Fleet Newsletter Project discussed the content for the newsletter and social media, stating that it would include impact reports. They also mentioned using warm introductions from current supporters for outreach ([01:56:57](#)).
- **Partnership Information and Engagement** Tech Fleet Newsletter Project outlined sharing details about partnerships, funding, and outcomes on the website. For secondary engagement, they proposed offering strategic involvement in advisory boards or collaborative discussions and sending quarterly impact updates with visuals and metrics ([01:56:57](#)).

- **Supporter Engagement and Recognition** Tech Fleet Newsletter Project suggested inviting supporters to member stories or alumni talks and providing small thank you videos. They also proposed celebrating supporters with a public thank you on the website, newsletter, and at events, as well as featuring them in the annual report and offering speaking opportunities ([01:56:57](#)).
- **Workshop Feedback and Timeline Clarification** Nihan Durmaz and Katerina Berezina thanked Tech Fleet Newsletter Project (Suan) for leading the workshop, with Katerina Berezina noting it was great. Nihan Durmaz inquired about a Friday deadline, which Tech Fleet Newsletter Project was not aware of and indicated the current work would likely roll over to the next sprint, but they would double-check ([01:58:11](#)).

## Suggested next steps

- ☐ Tech Fleet Newsletter Project will double check if the current task needs to be completed by Friday.

*You should review Gemini's notes to make sure they're accurate. [Get tips and learn how Gemini takes notes](#)*

*Please provide feedback about using Gemini to take notes in a [short survey](#).*



# Transcript

May 21, 2025

# CX Strategy & Future Mailing Overflow - Transcript

00:00:00

**Katerina Berezina:** Hello everyone.

**Tech Fleet Newsletter Project:** Hi, Katina. How are you?

**Katerina Berezina:** Doing good. How are you doing?

**Tech Fleet Newsletter Project:** Good. We'll see. We'll see. This is my first time doing this workshop.

**Katerina Berezina:** Oh, exciting.

**Tech Fleet Newsletter Project:** I don't know if I'd call it that. We'll see how it goes. Um,

**Katerina Berezina:** Yeah, it's first time for most of us. So,

**Tech Fleet Newsletter Project:** yeah, not a two-hour workshop, I have to say, though. Um, all right. I have to see if I have everything. So, you're on the research team.

**Katerina Berezina:** Yes. Yes, that's right. On research,

**Tech Fleet Newsletter Project:** Great. And who are you working with?

**Katerina Berezina:** uh, Cadia, she's also on the research team.

**Tech Fleet Newsletter Project:** Okay.

**Nesrine Amri:** Bye guys.

**Tech Fleet Newsletter Project:** Hi Narin, how are you

**Nesrine Amri:** I'm good.

00:02:32

**Tech Fleet Newsletter Project:** doing? Well,

**Katerina Berezina:** Will we start five minutes after?

**Tech Fleet Newsletter Project:** probably. Yeah, I'm just um it seems that I have to admit people in so I'm kind of monitoring that. So, yeah, 11:05 will start. We got two more minutes.

**Katerina Berezina:** Excellent. Thank you.

**Tech Fleet Newsletter Project:** How's everyone's week going?



**Nihan Durmaz:** Oh, hello.

**Tech Fleet Newsletter Project:** Hi, Nihan.

**Nihan Durmaz:** Hello. My week is going busy, but it's okay. How are you all guys doing?

**Tech Fleet Newsletter Project:** Yep, I hear you on the busy part.

**Nihan Durmaz:** So, Morgan can't join us today, right?

**Tech Fleet Newsletter Project:** No. Um, and this is um like the five-part um workshop. So, we're going to see what we can get done and you know, if there are any really outstanding questions, then we'll just kind of put it on the the side and we'll address it with him later.

**Nihan Durmaz:** Um the last one on pig jam is CX mapping.

00:04:27

**Tech Fleet Newsletter Project:** Yes.

**Nihan Durmaz:** So it's this one, right?

**Tech Fleet Newsletter Project:** Yes. It's that one. And I'll drop the link in the chat as well.

**Nihan Durmaz:** Thank you. Um Morgan also mentioned mailing audit. Is

**Tech Fleet Newsletter Project:** Yes.

**Nihan Durmaz:** it part of this? I can see mailing audit card here in the template. Do you know that part too?

**Tech Fleet Newsletter Project:** No, we may not even get to that from what he said. So, um, and it's not it's not listed on there yet.

**Nihan Durmaz:** Okay.

**Tech Fleet Newsletter Project:** you know. So, for now, we're going to like kind of focus because I think we hit the first two parts and there's it's there are five parts. So, um we're going to kind of focus on three and four and see, you know, what we can how much we can get done in the time we have and, you know, take it from there.

**Nihan Durmaz:** Sure. So do you know where should we start

00:05:32

**Tech Fleet Newsletter Project:** Um well

**Nihan Durmaz:** flowchart

**Tech Fleet Newsletter Project:** I will one second

**Nihan Durmaz:** and I want to also drop a link to chat from another project if I see fake.

Uh since some examples on our chart is their examples, I wanted to see what they've done. Uh maybe it's not totally you know um the same as ours but definitely it's can give an idea to us of the person.

**Tech Fleet Newsletter Project:** Okay. So, drop it in the chat and I'll

**Nihan Durmaz:** Uhuh.

**Tech Fleet Newsletter Project:** put it up and then I'll start sharing my screen and we'll

**Nihan Durmaz:** Sure.

**Tech Fleet Newsletter Project:** get started. Um,

**Nihan Durmaz:** They've done a lot but they had many you know um brainstorming

**Tech Fleet Newsletter Project:** Okay, give me one second. I

**Nihan Durmaz:** All

**Tech Fleet Newsletter Project:** got

**Nihan Durmaz:** right.

**Tech Fleet Newsletter Project:** I have way too many different accounts. So, okay. Uh All right. Um, let me see.

00:07:29

**Tech Fleet Newsletter Project:** All right, bear with me, folks. Tech difficulties and sharing my screen.

**Nihan Durmaz:** No worries. Take your time and thank you for sharing on screen. So yeah, in the meantime, we can all look at FIC's, you know, fam board what they've done.

**Tech Fleet Newsletter Project:** Okay. So, I think you can see it now. Yeah. Okay. So, this is where we are um as far as our tech fleet. So, awesome. So, I got two screens going. I will kind of monitor both. Um so the part we are on is part three. So NH has actually dropped in the FIC. Um I believe they have done their core is what you're talking about. So, um, yeah, I'm going to actually start the recording and, um, Nihan, since you had brought this up, do you want to like tell us anything about this or

00:08:36

**Nihan Durmaz:** Sure.

**Tech Fleet Newsletter Project:** or just have everyone look? It's up

**Nihan Durmaz:** Yeah.

**Tech Fleet Newsletter Project:** to you.

**Nihan Durmaz:** Um, what would be the best?

**Tech Fleet Newsletter Project:** Um, I guess since you know a little bit about it, then

**Nihan Durmaz:** Okay.

**Tech Fleet Newsletter Project:** just kind of throw it out because it'll it'll just prompt

**Nihan Durmaz:** Sure.

**Tech Fleet Newsletter Project:** everybody. So, I'm going to start the recording now and then we'll jump in.

**Nihan Durmaz:** Okay. Um, so they had a brainstorming on a life cycle life cycle funnel here and uh it was my uh question to Morgan. are we going to focus on newsletter or you know tech fleet as a whole? So he said as a whole. So ours kind of match with theirs. Um when we look at you know tech lead as a whole as a website you know someone is uh discovering. Um so maybe we can also uh share our ideas how uh people get aware of tech fleet and then put stickies here and then how they engage with tech fleet.

**00:09:39**

**Nihan Durmaz:** um how they you know consider to stay or take classes or maybe subscribes to newsletter and then conversion retention and then maybe become a mentor become a agile coach and you know stay in tech fleet. Um and after stickies uh they summarized all the takeaways here. Um and then what they did that I don't remember. Let's discover together. Um

**Preeti Anubolu:** Actually I am in FIC I can tell you. Yeah. So uh

**Nihan Durmaz:** sure.

**Preeti Anubolu:** is it Yeah. Is it okay to talk? Yeah.

**Nihan Durmaz:** Yes. Please

**Preeti Anubolu:** Yeah.

**Nihan Durmaz:** go ahead. Welcome.

**Preeti Anubolu:** Yeah. Yeah. Yeah. So they actually build a life cycle funnel for the different members and um I'm putting the stickies. They built a core experience here and um for the seekers and uh for the owners and different members who come there and then they went and we we kind of built the flowchart uh uh for the different um touch uh touch points of the customer experience like we build the uh like looking at the awareness what who are the users who will be involved in this and what are the pain points.

00:11:05

**Preeti Anubolu:** Yeah.

**Tech Fleet Newsletter Project:** So, where did you get the stickies from as far as placing them there?

**Preeti Anubolu:** Um actually uh we

**Pauline Gefin:** It

**Preeti Anubolu:** kind

**Pauline Gefin:** was

**Preeti Anubolu:** of

**Pauline Gefin:** a It was a client. Sorry, I'm also FIC and I was there. It was a like actual clients.

**Tech Fleet Newsletter Project:** So it was from like a client takeaway.

**Preeti Anubolu:** Yes. Yeah.

**Tech Fleet Newsletter Project:** It's okay. All right. So um

**Nihan Durmaz:** Uh, we

**Tech Fleet Newsletter Project:** thank

**Nihan Durmaz:** built up our personal Suan. Maybe we can get um ours from uh oops where what was the workshop's name? From our personal empathy maps.

**Tech Fleet Newsletter Project:** Mhm. All right. So, we're going to hop over to here. So, um, we're going to be designing the customer life cycle. And for most people, I'm not sure if I'm just going to read through it. Um, it's based on this top down.

00:12:26

**Tech Fleet Newsletter Project:** So, it starts off with awareness. And the awareness stage is the most vital because it's the start of the customer journey. In the awareness stage, prospects and leads will be made aware of your brand. The idea, excuse me, here is simple. The customer has an issue, want or need, and your brand is presented as a solution. You want to get them thinking about your brand, product, or service. This is usually done through some strategically placed ads or organic campaigns that bring top of the funnel traffic. So, your awareness, the example is create awareness through blog posts, events, and other mediums. The second form afterwards is engagement. Let's assume you run a real estate agency. Whenever someone makes a big purchase, they tend to reach out and voluntarily engage with the brand before following through with a conversion. Maybe the lead will follow you on social media, schedule a consultation, or even send an email asking some questions.

00:13:24

**Tech Fleet Newsletter Project:** You can see how this effort beforehand is necessary for a larger purchase. However, it's not always considered a part of the customer life cycle. With everyday purchases like an instore product or a subscription to a company like Netflix. Put in other words, if you run a B2B business, you most likely will need to include this stage as part of your customer life cycle. But that may not be the case if you are in a B2C space. So the example would be to nurture leads with targeted content such as email sequences and newsletters. The next one down is the consideration. Now it's time to really show the lead what you're made of. The consideration stage is where you will take everything they've learned and evaluated which brand best suits their needs. The goal here is to nurture your leads and constantly but subtly remind them that you're the best option. Typically, this is considered the middle of the funnel.

00:14:24

**Tech Fleet Newsletter Project:** There are a few ways to go about this, but leads in the stage must be handled with care. One wrong move on your part, missed opening, or even poorly worded message can send the lead marching in the opposite direction. To avoid that, here are some questions that your messaging should be answering for leads in this stage. What is unique about your product? What specific features set you apart from the rest? What can you add to sweeten the deal and outshine your competition? Here, it's all about pushing the lead to pull the trigger. For a lot of brands, that means bringing out the big guns and doing whatever it takes. But at this point in the funnel, your advertising strategy can either make or break you. This goes back to what we were saying before and understanding your customers through and through. Knowing precisely what leads need to see at this stage can end up saving you some big bucks in ad spent.

00:15:20

**Tech Fleet Newsletter Project:** And that example is focus on what your unique selling points and value proposition is. The next one is conversion. Congrats. You've just made

another sale and gained a new customer. Your job is done. Or is it? In truth, the battle is only half won at this point. Sure, you made a sale and hopefully your profit margins have gone up, but it's not exactly over. You still have to prove that you've provided for the customer. What you provided for the customer is valuable for them. After all, your customers are not just another dollar sign in the company's bank account. You started a relationship with this customer, and you need to make sure it's strong. How's that done? Well, for a lot of companies, the end goal is always conversion. Although that's not entirely wrong, you still have to think about a few things to knock off the customer's socks.

**00:16:14**

**Tech Fleet Newsletter Project:** like how can you make the onboarding process quick, easy, and as enjoyable as possible? How can you structure this relationship so that the customer can potentially make another purchase? How can you improve the relationship and the customer's experience with your product or service by upselling? Keep in mind, this is not as simple as suggesting a more expensive option. And that example would be the lead becomes the customer after making a transaction. Conversion. Whoops. Sorry. Retention. The journey doesn't end with a conversion. The conversion simply opens up the door to more possibilities. This all narrows down to retention. How do you treat the customer after the sale and what you plan on doing to maintain this relationship? Again, it's customer relationships that are selling. Car salespeople do a great job at this and it's worth taking a chapter or two from their book.

**00:17:15**

**Tech Fleet Newsletter Project:** If you ever bought a car from a car lot, think about your experience there. Sure, there will be some horror stories, but the vast majority of people always mention the high level of service. Using the three points above, let's think about how a good car salesman executes them. They always show you all odds and ends of the car, showcasing all the cool gadgets and features that you'll get to enjoy. They always make sure you know their name, you're given their card, and you become your and becomes your best friend on the lot. This ensures that you'll think of them next time you want to buy a car or suggest where to buy buy a car to friends or family. A large majority of a car salesman job is making calls to previous customers, telling them about

the new offers, trade-ins, end of the year sales, so that they can get more money out of you. If the experience is good the first time, why wouldn't you want to buy a better car from a great salesman?

**00:18:15**

**Tech Fleet Newsletter Project:** That might be a lot of information for a single point, but it's all to prove that the funnel stages don't necessarily stop with the conversion. You have to keep the conversation going. So you turn new users into power users. You monitor their health score and you upsell them. Which leads us to loyalty. These are our super fans. Companies thank their loyal customers and offer them the best of what they have to offer. Why? The simple answer is that they are a loyal customer, one that has stuck with your brand. made several purchases and gotten to know you as much as you've gotten to know them. They're not just a customer anymore. They are brand advocates. It means that you have someone that bleeds your brand colors, someone who readily recommends you to family and friends, and someone that brings your company value in more ways than just money.

**00:19:13**

**Tech Fleet Newsletter Project:** The customer lifestyle marketing is tricky at this point because you have to put in a ton of effort to get a customer to this stage. Few people will reach this point in the funnel, but that's nothing to get upset about. They made it here because they're fans of your brand. That means their contributions need to be recognized and they need to be treated like royalty. So, you offer bonuses for long-term customers and provide a referral or affiliate program. So, does that make sense? Does anyone have any questions? All right. So, we have three funnels, right? We have three different personas that were built out that Karina built these gorgeous cards for, right? So, we have our potential members, our current members, and our funders. So we are going to start with our potential members and figure out from top down how would we support and build awareness for our potential members for this persona?

00:20:32

**Tech Fleet Newsletter Project:** Does anyone have any ideas that stand out?

**Katerina Berezina:** I think I have a question now. If we are thinking about two different member categories, one is potential and one is current.

**Tech Fleet Newsletter Project:** Mhm.

**Katerina Berezina:** The current is basically already at the conversion stage.

**Tech Fleet Newsletter Project:** Yes.

**Katerina Berezina:** So do we then need to consider the earlier stages like we still need to continue raising awareness for those who are current. I'm just trying to think if all stages would be applicable.

**Tech Fleet Newsletter Project:** Mhm. Um I believe that each for each member even though a current member has already has a conversion there still needs to be ways in which to engage them so that they still are an active current member.

**Katerina Berezina:** Okay, sure.

**Tech Fleet Newsletter Project:** Great. And I think someone else had their hand raised.

**Katerina Berezina:** Melanie had a hand raised.

**melanie I.:** Yeah, I was just going to make that same point. I was just going to say even though they're already a member, they can still continuously convert member in a variety of ways.

00:22:04

**melanie I.:** Um yeah, so you covered it.

**Tech Fleet Newsletter Project:** Okay, great. Thank you.

**Katerina Berezina:** Thank you. Um, so for building awareness for potential members, would things like information on our website or social media or maybe social media ads be relevant for building awareness?

**Tech Fleet Newsletter Project:** What do you think group? Sounds good. So, how do you want to work this? Do you want me to put like a like a timed thing uh for each section as we kind of go through? How do you want to work through this?

**Nihan Durmaz:** Yeah, you can set the time and then we can go through all the personas.

**Tech Fleet Newsletter Project:** Okay. Um. All right.

**Katerina Berezina:** So we will be putting the ideas on sticky notes right

**Tech Fleet Newsletter Project:** Yeah.

**Katerina Berezina:** for each level of the funnel. Oh, okay. Sounds good. Sure.

**Tech Fleet Newsletter Project:** And if there are any other questions, let me know.



00:23:55

**Tech Fleet Newsletter Project:** And um you can always refer back if you want to look at the FIC if that helps out um in your process, but you can also go back to what was done previously in the beginning part of our workshop. And how much time do you think I should set it for?

**Nihan Durmaz:** Let's start with 15 minutes then we'll go from there.

**Tech Fleet Newsletter Project:** Thank you, Nihan. All right.

**Nihan Durmaz:** Um, so yeah, I have a problem putting stickers on a current member. Um, I'm trying to uh bring these stickies front, but it's not helping. Any ideas?

**Tech Fleet Newsletter Project:** So you can't bring the sticky over from somewhere.

**Nihan Durmaz:** Yeah. on a current members file. It just disappears. I'm trying to uh

**Tech Fleet Newsletter Project:** What are you trying to copy over?

**Nihan Durmaz:** I'm just trying to for example for engagement. I'm trying to put a sticky. Okay, now it worked.

**Tech Fleet Newsletter Project:** Okay.

**Nihan Durmaz:** Somehow it wasn't working.

00:36:22

**Nihan Durmaz:** Okay, thank you. I'm sorry. Never mind.

**Tech Fleet Newsletter Project:** No words. Okay, where is everyone at? Is every is everyone done? Everyone still working.

**Katerina Berezina:** I am still on the first persona.

**Tech Fleet Newsletter Project:** Okay. Is everyone else do you want a couple more minutes to work on it?

**Nihan Durmaz:** Yeah. Yes, please.

**Tech Fleet Newsletter Project:** All right. So, what do you what do you think? Maybe five more minutes.

**Nihan Durmaz:** Um I'm on current members then we have founders too. Maybe more than five minutes. I know.

**Katerina Berezina:** Maybe another 15.

**Nihan Durmaz:** Yeah.

**Tech Fleet Newsletter Project:** Okay. So, you want 15 for the first one.

**Nihan Durmaz:** For to finish up all the personals.

**Tech Fleet Newsletter Project:** Yeah. But, um, Katarina, you had mentioned that you wanted extra time to still work on this one, the f the first one.

**Katerina Berezina:** Yeah.

00:41:38

**Katerina Berezina:** Oh, you wanted to break it down by uh personas. Yeah, sure. Or if majority are done, we can move on to the next one and I will just catch up.

**Tech Fleet Newsletter Project:** Okay. So, where is everyone else at? Is it okay to move on for the the next persona? Yes. Okay. So, we're going to move on to the next one and I'll give it another 15 minutes. Awesome. Here we go.

**Khadijah Ibrahim:** Hi everyone. Um this is Cadia here. So I just joined the meeting a few minutes ago and um I can see where everyone's on and what everyone's working on, but I would like to know what else all else you guys have worked on so that I could um catch up with

**Tech Fleet Newsletter Project:** Sure.

**Khadijah Ibrahim:** you guys. If anyone doesn't mind explaining, I'd really appreciate

**Tech Fleet Newsletter Project:** We are working on our customer life cycle.

00:48:14

**Tech Fleet Newsletter Project:** So right now everyone is working on the current members. Um the first the first funnel at the top is actually the potential. So if you want to start there that would be great. Um so basically if you look kind of following the screen we're going through and we're putting sticky notes for each um segment. So for the potential members we go through the life cycle of six different points. It's top down. So it starts from awareness and then it goes into engagement, consideration, conversion, retention and loyalty. And you can kind of breeze through here over at the um the different paragraphs that break down the sections to kind of see what they're looking for and you can hop on in.

**Khadijah Ibrahim:** Okay, thank you so

**Tech Fleet Newsletter Project:** You're welcome. All right. Where is everyone at with the second one?

**Nihan Durmaz:** I'm just done.

**Tech Fleet Newsletter Project:** You're done. Everyone else at a good spot.

00:57:36

**Katerina Berezina:** Yes, I'm at the end of the current members too.

**Tech Fleet Newsletter Project:** Okay, great. So I guess we will move on to the last one which is for the funders. Okay. Is everyone done with this one as well? Are we still working on it?

**Nesrine Amri:** I am done. But like what's the next step after this?

**Tech Fleet Newsletter Project:** Well, I I just need to see if everyone is done first and then we will look at what we the key takeaways and um I may have to ask prei um because this is the question that I have is in your workshop, excuse me, did you move on to section three or section four? Um, is she still on the call? I can't really see. Okay. Um,

**Katerina Berezina:** I don't see pretty on the call right now.

**Tech Fleet Newsletter Project:** okay. Um and then there was somebody else from FIC.

01:14:26

**Tech Fleet Newsletter Project:** All right. The question that I had is that the next part is designing the core experience right based on what we just did or do we hop over to the user journey which is section three as well. But this is right here. So I'm thinking that this might be here for a reason. I know in the FIC I believe they had mentioned and maybe Nihon you can jump in as well that they did most of their core from the client intake. So um we we can use the information that we've taken from these three personas if everyone's done with that and we can work on the core experience for each section. You know, it's we have the potential members, we have the current, and then we have the founders.

**Nihan Durmaz:** Yeah, it makes sense.

**Tech Fleet Newsletter Project:** Okay. So, um do we want to start off with the the um the 15 minutes for each as well? Does that work?

01:15:48

**Katerina Berezina:** So are we doing the part four now or we are doing the summaries

**Tech Fleet Newsletter Project:** I

**Katerina Berezina:** for

**Tech Fleet Newsletter Project:** believe

**Katerina Berezina:** the

**Tech Fleet Newsletter Project:** I

**Katerina Berezina:** funnels?

**Tech Fleet Newsletter Project:** I believe we're going to pop into the core

**Katerina Berezina:** Mhm.

**Tech Fleet Newsletter Project:** and do that since we have the info for here and then we will roll into we may not have enough time for it but dependent we we can also start that part. Daniel, you have a question.

**Daniel Martin:** Yeah. Um, my assumption is we're probably just copying copying and pasting the stickies from the previous exercise to this one. So, it should probably take less time for each each uh core group or demographic.

**Tech Fleet Newsletter Project:** Okay. So, what

**Daniel Martin:** Just answer

**Tech Fleet Newsletter Project:** what

**Daniel Martin:** your

**Tech Fleet Newsletter Project:** time

**Daniel Martin:** question.

**Tech Fleet Newsletter Project:** what

**Daniel Martin:** Yeah.

**Tech Fleet Newsletter Project:** time do you think? Five minutes.

**Daniel Martin:** Yeah.

01:16:36

**Daniel Martin:** Five five minutes to 10 minutes per persona tops.

**Tech Fleet Newsletter Project:** All right, let's start with 10 and see how it kind of

**Katerina Berezina:** Thank

**Tech Fleet Newsletter Project:** works

**Katerina Berezina:** you.

**Tech Fleet Newsletter Project:** because I know when we get down to the funders, we have less info or less stickies on that one.

**Daniel Martin:** Mhm.

**Tech Fleet Newsletter Project:** Does that work?

**Daniel Martin:** Yep. Sounds good to

**Tech Fleet Newsletter Project:** All right, so let's start off with 10.

**Daniel Martin:** Sorry, I just want to add maybe you should just change the stickies that you've copied over from the life cycle funnel to green so you know which one is uh copied over.

**Tech Fleet Newsletter Project:** That sounds great. Okay, where are we at? Do you think we should add another five minutes? Is everyone finished? Okay, I see a thumbs up that you're finished. Yes. Okay, great. Um, just a little disclaimer. I um we are on severe thunderstorms so I'm hoping that my internet does not crash out.

**01:27:39**

**Tech Fleet Newsletter Project:** So um yeah, let's move on to the second one with another 10 minutes. All right. Is everyone good with um number two? Okay, great. All right. So, we're going to start uh the last one which is funders. I'll leave it at 10 and just, you know, give me a thumbs up if you finish earlier. Okay. Is everyone good with this? Are we still working on it? Okay. All right. So, we have about like 10 minutes left. So, let's kind of go over just what we did so far because there will definitely be uh part three and um for the stuff that we didn't get to um but that's okay because there's still more stuff to go. So, as you kind of follow on the screen, right, we we still have the user journey and um going through those three personas and then creating the flowcharts, the site map, the content outline, and here too, future customer, which is the last part.

**01:49:19**

**Tech Fleet Newsletter Project:** It was supposed to be the overflow was the the future customer experience flow. And Morgan knows that, so he will facilitate that. So just at this point, does everyone feel that they were able within the time allotted able to get everything that they wanted to get in there? Yes. Okay. All right. Um because again, you know, we're going to roll into a different, you know, another extension of this workshop. So it's still open to you know continuously uh work on it you know for others that weren't able to make this meeting. So for the core um I just want to make sure because again you know we're doing it under a time thing is that you know for each one there is the the primary the core itself and then the secondary. So, we definitely want to make sure that we identify them and I guess we'll just go over the potential members first.

01:50:35

**Tech Fleet Newsletter Project:** So, we'll just kind of see where you guys are at. So, at the core, we definitely want to have website resources. We want to promote the master class and project openings. We want to have a beginner section dedicated to resources to get up to speed in the community. Emphasize ability to explore without pressure. Learning about TechFleet through social media. Personalize email after the application submission. Highlight long-term members through testimonials. Recognize members for their participation in the community. Badges for taking several master classes or participating in several projects. That's an awesome idea. Outline different paths within techfleet. Several courses leading to aert. share testimonials, success stories from the TF graduates and then for does everyone agree with that? Okay. And then for secondary we have suggest next steps like master classes projects based on master classes completed.

01:51:48

**Tech Fleet Newsletter Project:** We have follow-up calls or chats about amount the amount of time after onboarding for support referrals through encouraging current members to invite people from their network. Great idea. share behind-the-scene looks at team projects on LinkedIn. and interactive polls and Q&A sessions. Awesome. Creating awareness of tech fleet on LinkedIn. Maintaining a strong presence. I just moved it. Just lock it. Possible discounts for firsttime master class signups. And I think there's one more left. And offer exclusive content for long-term subscribers. Does everyone agree with that? Or do you want to move anything out of the core into the secondary or vice versa? Okay, great. So for our current members within our core, we have provide opportunities to connect with current active members or graduates. We have outlined different paths within TF several courses leading to assert.

01:53:17

**Tech Fleet Newsletter Project:** Promote roles like a mentor, agile coach and team member. Make it easy to step up clear expectations and support. Uh keep members

informed about new project openings and master classes. Members provide feedback on experiences. some personal personalized content allowing the members to choose the content the way they want to see it in the newsletter. Present the newsletter as a key communication channel for updates and opportunities. Highlight recent challenges current members faced and showcase how the members overcame their challenges and place quick signup links for the newsletter in the existing TF material. for example, like the user guide, being notified of events, classes, discounts, etc. Send thank you messages, endorsements on the newsletter or LinkedIn. Invite them to give talks, write medium posts, or be mentors. Have clear focus sections for current members explaining upcoming projects, master classes, new community features, or what's coming up. Make the onboarding process easy and quick with very few clicks.

01:54:36

**Tech Fleet Newsletter Project:** And I think I got everything. Present the newsletter as a key communication channel for updates and opportunities. I think I got everything. Um, all right. So for the secondary we have skill specialization. Identify the gaps in them. Provide clear paths for how to grow within the community. Feature stories and achievements of members. Highlight the stories of how Techfleet helped graduates. Enable users to connect deeper in the community through events and resources. Recognize members for their participation in the community. Badges for taking several master classes or participating in several projects. reward long-term contributors with uh shoutouts or special offers like a master class. Awesome. So, how do we feel about everything with that? Again, we can move something out of the core or move something into the core. Okay, great.

01:55:47

**Tech Fleet Newsletter Project:** All right. So our last one is the funders and which is a little less but still important. We have at the core to share information about partnerships, funding and outcomes on the website. Clearly explain the mission and value of techfleet. Communicate that on the website social media. Long-term vision or sustainability plan. financial breakdowns and the different functions monetary contributions go towards. Offer simple sponsorship tiers or donation options. Offer one-on-one calls. Invite to demo days or sponsor Q&As's. Share updates in the

newsletter with real outcomes. Provide a funkit impact metrics testimonials and partner logos. Be transparent about budget needs and alignment. share examples of what their funding would enable. Present funding impact numbers through easy infographics. Highlight the unique approach that Techfleet train SER service leadership and agile methodologies in ways no one else does.

**01:56:57**

**Tech Fleet Newsletter Project:** Write about impact reports in the newsletter and social media. Outreach through warm intros from current supporters. Share information about the partnerships, funding, and outcomes on the website. I think I got everything. And for our secondary we have uh offer strategic involvement in advisory boards or collaborative discussions. Send quarterly impact updates with visuals and metrics. Invite them to member stories or alumni talks in techfleet. Provide small surprises like thank you videos. Celebrate with a public thank you website newsletter and event. feature them in your annual report. Offer chances to speak at events or panels in Techfleet. So, does that sound good to everybody at this point? Awesome. Awesome. Well, I definitely appreciate all the time and work that you guys gave to this. And does anyone have any questions? I hope I can answer.

**01:58:11**

**Nihan Durmaz:** Thank you for leading the workshop, Suan.

**Katerina Berezina:** Yeah,

**Daniel Martin:** Yes. Thank you.

**Katerina Berezina:** no questions. But congratulations on leading a great workshop.

**Tech Fleet Newsletter Project:** Thank you. Thank you. Appreciate it. So, um, again, if you need to pop in and kind of look around and, you know, change something, definitely continue to do so. But, yeah, definitely be proud of what we did. There's a lot a lot of stuff done. So congratulations to everyone.

**Nihan Durmaz:** Um, one question Suan, do you

**Tech Fleet Newsletter Project:** Yes.

**Nihan Durmaz:** know that we need to get this done by Friday because there are lots to do still?

**Tech Fleet Newsletter Project:** No, not that I know of. I



**Nihan Durmaz:** Okay,

**Tech Fleet Newsletter Project:** know that

**Nihan Durmaz:** great.

**Tech Fleet Newsletter Project:** we were supposed to just get through um three and four and then we'll kind of go through because sprint one we we started this and there was no way that you know we could possibly finish it. So, I'm pretty sure that at this point in time we'll kind of roll it over, but I will double check for for sure. All right, awesome. Well, thank you so much and um yeah, enjoy the rest of the day. Hopefully, it's not storming by you and for me, I'm going to try to keep dry.

**Nihan Durmaz:** Yeah, I keep dry.

**Katerina Berezina:** Stay safe.

**Nihan Durmaz:** but,

**Tech Fleet Newsletter Project:** Thanks.

**Katerina Berezina:** Bye everyone.

**Daniel Martin:** I

**Tech Fleet Newsletter Project:** Bye.

**Daniel Martin:** think everybody. Bye.

**Nesrine Amri:** Think.

**Transcription ended after 01:59:48**

*This editable transcript was computer generated and might contain errors. People can also change the text after it was created.*