

# Enhancing the Member Experience: Delivering more features, more fun

Members will experience clean screen views and increased self-service account management functionality

Members will be able to combine multiple products into a single transaction (e.g. volunteer roles and membership)

Many member experiences have been simplified for greater ease and efficiency





# Registration Experience for New Members

Search

Register/Signup

Checkout/Cart

Submit Order

Confirmation

Search

Registration/Signup

Checkout/Cart

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Confirmation

1

## How would you like to participate?

First, select participation type:

- Search Troops
- Search Events
- Start a Troop
- Volunteer

During the initial search individuals can search by\*:

- Radius from zip code
- troop number
- grade level

The screenshot shows the Girl Scouts website home page. At the top, there is a green navigation bar with links for GIRL SCOUTS, OUR PROGRAM, SHOP, COOKIES, FOR ADULTS, and FOR GIRLS. A blue speech bubble on the left says "Welcome to the home page." The main heading is "How would you like to participate?". Below this, there are four options, each with a photo, a description, and a button:

- SEARCH TROOPS:** Participate in weekly troop activities throughout the school year. (Photo of four girls in green vests holding cookies)
- SEARCH EVENTS:** Participate in short term events throughout the school year and summer. (Photo of five girls in white shirts and blue shorts jumping in the air)
- CREATE A TROOP:** Participate in weekly troop activities throughout the school year. (Photo of three girls in blue vests holding a sign that says "D.A.T.C.Y. TROOP")
- VOLUNTEER:** Participate in short term events throughout the school year and summer. (Photo of three girls, one in a green shirt, one in a white shirt, and one in a grey shirt, looking at something together)



\*Once initial results are displayed, individuals can further narrow their search using sort and filter.

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2

## Search results

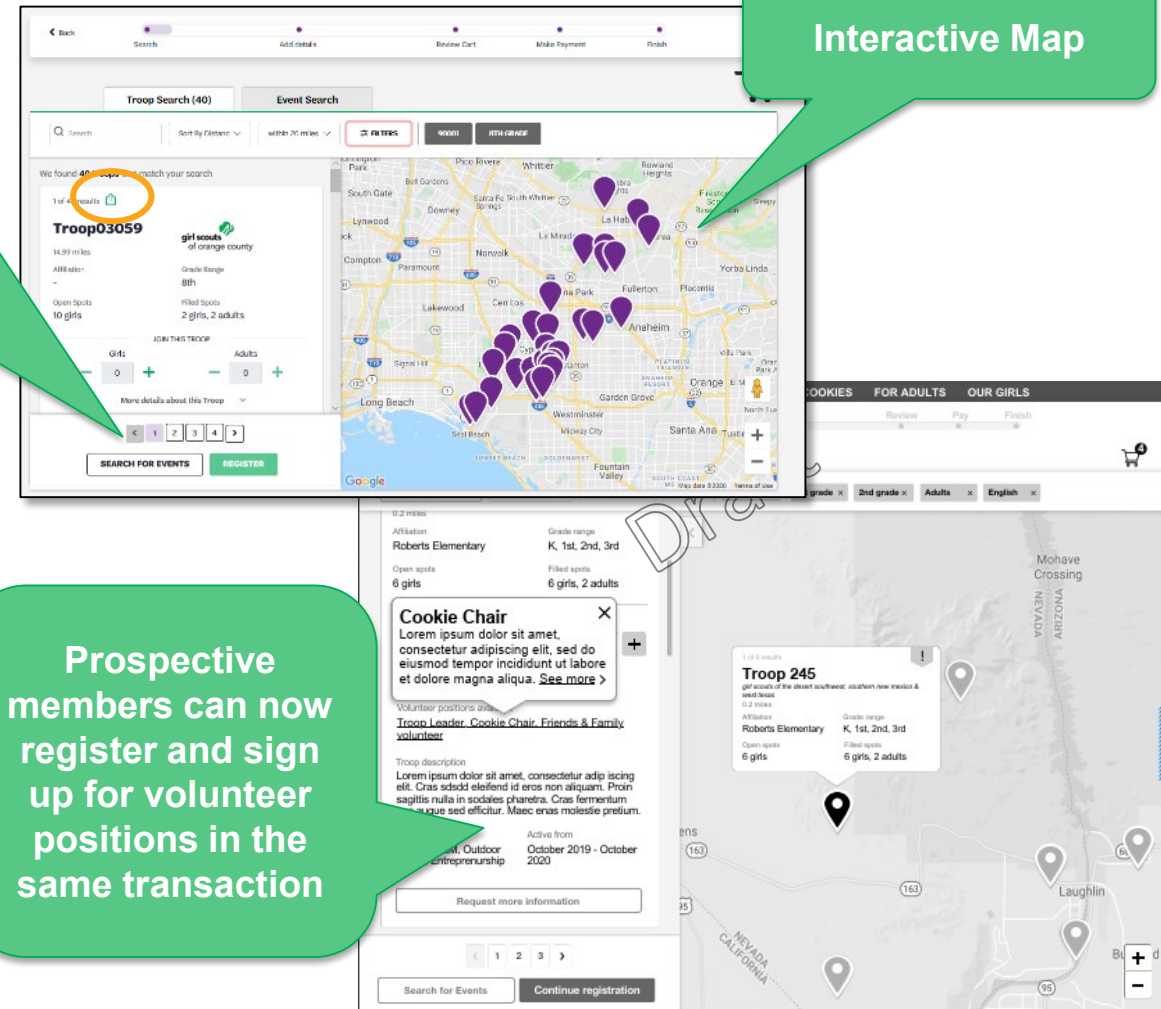
For troops that meet their search criteria, they will see:

- Troop Number
- Council
- Affiliation (school or other institution associated with the troop)
- # of openings
- Grade
- # of current members (girls/adults)
- Link to additional troop details

This side of the screen will show a scrolling list of all matches. When a prospective member finds a troop they would like to join, they will click JOIN on the troop listing

Prospective members can now register and sign up for volunteer positions in the same transaction

Interactive Map



Search

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Confirmation

After finding a troop, it's time to JOIN/register, since this is a new member, they will be asked to create an account.

1

Welcome to Girl Scouts, Close

## Create an account!

First name	Email address
<input type="text" value="Liliana"/>	<input type="text" value="VS2.0TestAcct+11@gmail.com"/>
Last name	Create password
<input type="text" value="Jimenez"/>	<input type="password" value="*****"/>
Phone number	Confirm password
<input type="text" value="5551231234"/>	<input type="password" value="*****"/>
Zip/Postal code	<input type="checkbox"/> I agree with <a href="#">GSUSA privacy policy</a>
<input type="text" value="08054"/>	<input type="checkbox"/> I agree with <a href="#">terms and conditions</a>
	<input type="checkbox"/> SMS opt in - <a href="#">standard data and text messaging rates apply.</a>
	<input type="checkbox"/> Email opt in - I agree to receive <a href="#">transactional emails from GSUSA.</a>



Search

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2

## Complete registration - add membership details:

- general information - phone, email, address
- Girl information – birth date, grade, ethnicity, race, school, participation type
- adult information – gender, ethnicity, race

The screenshot shows the 'Add membership details' page on the Girl Scouts website. The page is divided into several sections:

- Navigation:** Includes links for 'ABOUT GIRL SCOUTS', 'OUR PROGRAM', 'SHOP', 'COOKIES', 'FOR ADULTS', and 'OUR GIRLS'. There are also links for 'Participate', 'Search', 'Join', 'Add details', 'Cart review', 'Pay', and 'Finish'.
- Membership List:** A list of three members:
  - 1. Jane Doe, Troop 245, Troop 177
  - 2. Jean Doe, Troop 245
  - 3. Girl participant
- Form Fields:**
  - Participation type:** Dropdown menu with 'Troop member (girls)' selected.
  - Troop(s):** Dropdown menu with 'Troop 177' selected.
  - Grade:** Dropdown menu.
  - First name:** Text input field.
  - Last name:** Text input field.
  - Street Address:** Two text input fields for 'Street address line 1' and 'Street address line 2'.
  - ZIP code:** Text input field with '77401' entered.
  - City:** Text input field with 'Bellevue' entered.
  - State/Province/Region:** Dropdown menu with 'TX' selected.
  - Country/Region:** Dropdown menu with 'USA' selected.
  - Ethnicity:** Dropdown menu.
  - Race(s):** Dropdown menu.
  - Birth date:** Date picker with '07/01/2013' entered.
  - Caregiver 1:** Form with fields for 'Caregiver first name' (Jane), 'Caregiver last name' (Doe), 'Caregiver phone number' ((123) 456-7890), and 'Caregiver email address' (janedoe@gmail.com). A checkbox 'I am the caregiver' is checked.
- Membership Summary:** A table summarizing the memberships:

Membership Summary	
1. Jane Doe	
Troop Leader	Troop 245
Cookie Chair	Troop 177
Membership	\$25.00
2. Jean Doe	
Troop Member	Troop 245
Membership	\$25.00
Council fees*	\$5.00
3. Girl	
Troop Member	Troop 177
Membership	---
Council fees*	---
<b>Subtotal (3 memberships)</b>	<b>---</b>



Search

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1

## Enter payment details

- *Credit card, program credits, request financial assistance*

2

## Submit order

Upon submission:

- payment processed
- troop-to-member affiliation created
- Internal invoice created and payment recorded



Search

Register

Checkout/Cart

Submit Order

Confirmation

## System triggers and sends order confirmation via email.

- Look and feel of the order confirmation will be slightly different and will include all products in the order





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## Highlights - create account and member details functionality

- The new requirement to **Create an Account** will improve overall member experience and reduce follow-up for missing account information.
- Throughout this workflow, individuals will have the opportunity to “request help/ask for someone to contact them for assistance”.





# Member Experience


myAccount

# myAccount (replaces “MyGS”)


Portal for member self-management of their household memberships and participation.



Gateway to managing household member accounts



Initially created when a person begins the “Create Account” workflow to purchase a new membership or registers for a non-member event



Most often used during renewal process or to update account information or troop participation



Accessed through a link on the council website



# myAccount navigation and page views

Home Page/Landing Page – “one-stop-shop for member household account management”

1

## Dashboard

- Summary view of household members
- Summary view of troop involvement
- Portal to account management

Left Menu

Summary View of Household Memberships

Summary View of Troop Participation

The screenshot displays the myAccount dashboard for a Girl Scout manager. The page features a green header with navigation links: 'Donate', 'Find A Council', 'En Espanol', 'My Account', 'Logout', 'Join', and 'Volunteer'. A search bar is located in the top right. The main content area is divided into several sections:

- Left Menu:** A vertical navigation menu with options: 'My Account', 'My Household', 'My Troop(s)', 'My Profile', and 'My Events'.
- Welcome, Momthreegirls MgrOne!:** A central message area.
- My Household Memberships:** A table listing household members and their participation in Troop 02051.
- My Household's Events:** A list of upcoming events, including 'Monthly patch program' and 'Cyber camp'.
- My Troops:** A section for Troop 02051, showing meeting times, program levels, roles, and membership status.

Name	Troop(s)	Participation	Status
Momthreegirls MgrOne	Troop02051	Troop Co-Leader	• ACTIVE MEMBERSHIP
Alica Mgr1	Troop02051	ambassadors	• TIME TO RENEW MEMBERSHIP
Mgr1	Troop02051	ambassadors	• MEMBERSHIP PENDING
Emmie Mgr1	Troop02051	ambassadors	• ACTIVE MEMBERSHIP

Meeting time	Program level	Role	Expiring members	Open spots
Bi-weekly Wednesday 2:15 PM - 3:45 PM	ambassadors	Troop Co-Leader	8 girls 3 adults	6 girls -2 adults

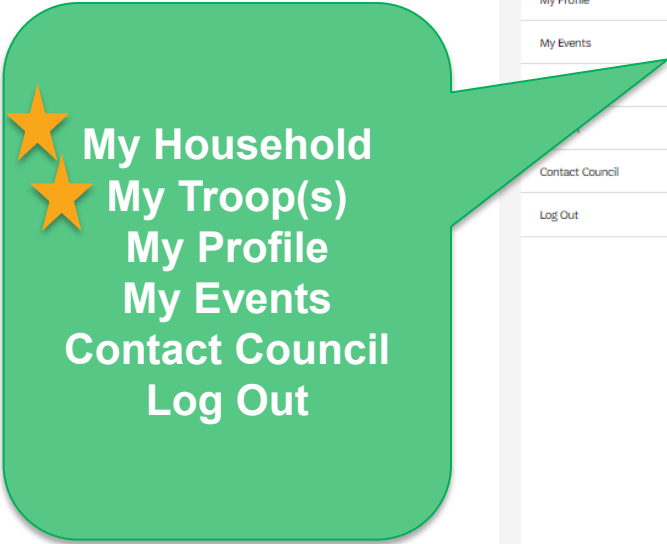


# myAccount navigation and page views

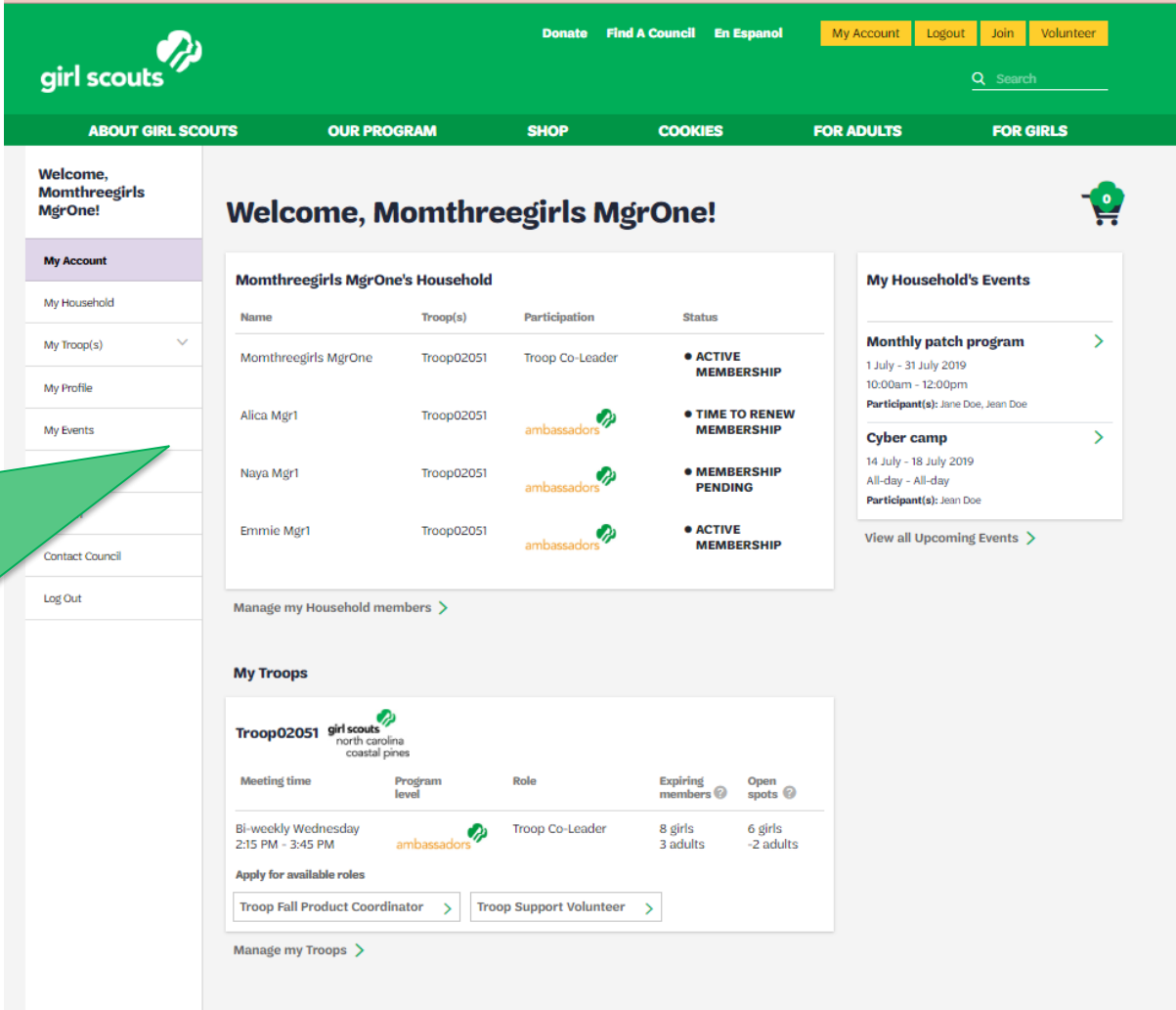
2

## Left Menu Column

Portals to member information, participation details and account management options



- My Household
- My Troop(s)
- My Profile
- My Events
- Contact Council
- Log Out



The screenshot shows the 'myAccount' page for a Girl Scouts manager. The header includes the Girl Scouts logo, navigation links (Donate, Find A Council, En Espanol), and user options (My Account, Logout, Join, Volunteer). The main content area is titled 'Welcome, Momthreegirls MgrOne!' and features a left-hand navigation menu with options like 'My Household', 'My Troop(s)', 'My Profile', 'My Events', 'Contact Council', and 'Log Out'. The main content is divided into sections: 'Momthreegirls MgrOne's Household' (a table of household members with their participation and membership status), 'My Troops' (a table of troop details including meeting times, program levels, roles, and open spots), and 'My Household's Events' (a list of upcoming events like 'Monthly patch program' and 'Cyber camp').

Name	Troop(s)	Participation	Status
Momthreegirls MgrOne	Troop02051	Troop Co-Leader	● ACTIVE MEMBERSHIP
Alica Mgr1	Troop02051	ambassadors	● TIME TO RENEW MEMBERSHIP
Naya Mgr1	Troop02051	ambassadors	● MEMBERSHIP PENDING
Emmie Mgr1	Troop02051	ambassadors	● ACTIVE MEMBERSHIP

Meeting time	Program level	Role	Expiring members	Open spots
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# myAccount – my household and my troop tabs (parent view)

Example: primary caregiver to multiple girls; active in multiple volunteer roles

	My Household	My Troop/s
Features	<p>Detailed information for all household members including:</p> <ul style="list-style-type: none"> <li>troop affiliations</li> <li>volunteer roles</li> <li>membership dates</li> <li>renewal checkboxes</li> <li>membership cards</li> </ul>	<p>Detailed information for all household members' troop affiliations including:</p> <ul style="list-style-type: none"> <li>current role (volunteer, member)</li> <li>program level</li> <li>membership status (current/expiring)</li> <li>open spots</li> <li>open volunteer roles</li> </ul>
Benefits	<ul style="list-style-type: none"> <li>Clear and consolidated view of all household memberships</li> <li>Ability to renew multiple household members in a single order</li> </ul>	<ul style="list-style-type: none"> <li>Clear and consolidated view of all household members' troop participation information</li> <li>Highlights open volunteer opportunities</li> </ul>

# myAccount – my troop tab (troop leader view)

Example: troop leader manages membership for troop participants

	<b>My Troops</b>
<b>Features</b>	<p>Review and edit troop details</p> <ul style="list-style-type: none"><li>• Meeting details (time, place)</li><li>• View contact information for troop volunteers</li></ul> <p>Detailed breakdown of existing troop members (adults and girls)</p> <ul style="list-style-type: none"><li>• Membership status (current/expiring)</li><li>• Renewal checkboxes</li><li>• Membership cards</li><li>• Ability to register new troop members</li></ul>
<b>Benefits</b>	<ul style="list-style-type: none"><li>• Clear and consolidated view of all troop members' troop participation</li><li>• Highlights opportunity to expand participation on behalf of existing and new members and open volunteer opportunities</li></ul>