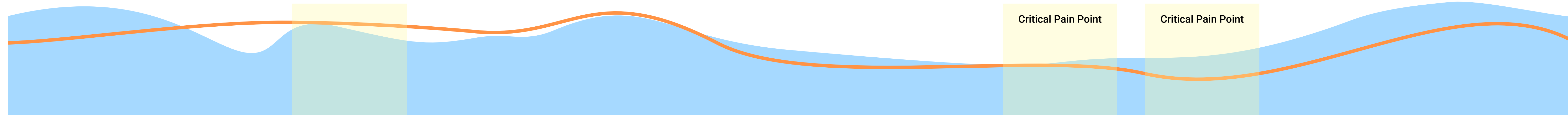


### Emotion Map

- Pain Points
- SAHRC
- Partner Organization



## Entice      Enter      Engage      Exit      Extend

### Touchpoints

<b>First Contact</b> SAHRC learns of a prospective organization through connections and establishes contact with them through email.	<b>In-depth Organization Research</b> Both organizations conduct in-depth research to gain a greater understanding of each other.	<b>In-person Meeting</b> SAHRC's Research Coordinator and the other organization's representative meet for introductions and further discussion.	<b>Discuss Vision and Goal Alignment</b>	<b>Create a Timeline</b> Establish a schedule and deadlines to map out what will happen in the collaborative effort and when.	<b>Further Email Discussions</b> Further discussions about logistics are held over email.	<b>Event Organization</b> As the event day draws closer, specifics of the event are decided.	<b>Setup Booth</b> SAHRC and the other organization can touch base before the event begins.	<b>Event Occurs</b> SAHRC members attending the booth promote their mission in an attempt to recruit potential participants for future studies.	<b>SAHRC gains exposure</b> The event comes to a close and SAHRC's efforts lead to an increased awareness of their presence.	<b>Followup on the Event</b> SAHRC and the other organization discuss to see if they may want to work together again in the future, or if there are more upcoming event opportunities.
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### SAHRC

"Who is this organization?"	"What research information does this organization have available?"	"Will our vision and goal resonate with them?"	"I need to be clear about what SAHRC wants out of this."	"Will they be accepting of the proposed timeline?"	"We've established the foundation of the project. Where do we go from here?"	"What is the event schedule like? Where are we on it?"	"Is everyone here? Is all of the equipment ready?"	"How do we catch people's attention?"	"How were we perceived?"	"Will the organization be willing to work with us again?"
"Who should I address the email to?"	"What are their goals and objectives?"	"If something happens and we don't meet, would they be open to rescheduling?"	"Are they interested? If not, then how do I make them more interested in working with us?"	"They say that they want to help the South Asian demographic. How committed are they to that?"	"How responsive will they be? Will I get replies very quickly, or will I have to wait for hours, even days?"	"We should begin to prepare our pitch. How will we get people interested in our cause?"	"How many people will be here at the event?"	"I hope we can effectively convey that there is a whole other part of medicine to our prospects."	"Are people going to talk about us? Will they spread the word of our mission?"	"Are there similar events like these in the near future?"
"Who will be the primary contact?"	"What is their demographic?"	"I need to make sure to put a face to their name."	"Are we on the same page?"		"Is there anyone else that I should include in these emails?"		"Reaching out and recruiting research participants is our greatest priority."	"Are we creating a lasting impression of SAHRC?"	"Will any of the people we've talked to be willing to volunteer for future research studies?"	"How can I remain in contact with the organization?"

### Goals

Discover the organization and gauge interest.	Come to a greater understanding of what the organization is and what they do.	Create a good first impression to help make sure that the other organization is willing to collaborate.	Communicate SAHRC's objective and get the other organization interested.	Present a realistic set of goals that will ensure that the project will end up as a success.	Make sure that the event will be mutually beneficial for both SAHRC and the organization.	Make final preparations for the event.	Setup with minimal complications to both SAHRC and event workers.	Reach out to event participants to give exposure to SAHRC and its goals.	Increase public awareness about SAHRC and gain prospective research participants.	Establish a lasting connection with the organization.
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### Partner Organization

### Thoughts

"What is SAHRC?"	"What is SAHRC's vision?"	"Why would SAHRC like to work with my organization in particular?"	"Where do our values align?"	"What is my part in all of this?"	"Are we meeting deadlines as specified in the timeline?"	"Where will SAHRC best fit in the event schedule?"	"Is SAHRC ready to go? If not, is there something I can do to help that?"	"Are there any problems that have arisen that require my attention?"	"How did the event turn out?"	"Did SAHRC achieve their goal of community outreach and gaining exposure?"
"Are their goals relevant to my organization's?"	"Does their work overlap with my organization?"	"How long will this meeting take? Where does it fit into my schedule?"	"What is SAHRC looking to gain from this? How will this impact the South Asian community?"	"How much time, dedication and resources is expected for this project?"	"What can I do to assist them?"	"I have to focus on the other organizations attending the event, as well."	"Are the rest of the organizations okay?"	"Are the organizations doing fine?"	"I need to gather data about the event's reception to see what can be improved next time around."	"Will the results make them willing to work with us again?"
"Their offer sounds interesting, but I'd like to know more before I commit to connecting with them."	"Is their goal something that I'd like to support?"	"Will the tone of the meeting be casual or professional?"	"How will working with SAHRC benefit my organization?"	"How feasible is this plan? Will it cause scheduling conflicts for my organization?"	"Are all discussions going to be held through email from here on out?"		"Are there last minute issues that need to be looked into?"	"I hope nothing goes wrong."		

### Goals

Find out about the SAHRC and schedule a meeting to speak in detail.	Learn more about SAHRC and both their vision and goal.	Judge SAHRC's credibility through first impressions of the Research Coordinator.	Assess how well my organization's and SAHRC's values align and see how we can mutually benefit.	Gauge how the project will proceed and determine if the proposed timeline is viable or not.	Ensure that both organizations are on task and that deadlines are being met.	Begin organizing the event.	Check in to see if each organization attending the event is prepared.	Host the event and deal with any rising problems.	Assess the event's reception via participant feedback, organization data, etc.	Reach out to SAHRC to hear their results and see if future collaborations are possible.
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**SOUTH ASIAN  
HEALTH RESEARCH  
COLLABORATIVE**

**Objective** - Contact organizations and scout for venues for events to promote SAHRC.



**Persona**

**Aman Singh**  
SAHRC steering committee member

Wants to plan events and get his team onboard to promote SAHRC, but is concerned about time constraints, scheduling and approval issues.

**Emotion Map**

Yellow Pain Points

Blue SAHRC



Idea    Planning    Venue    Production    Execution

**Touchpoints**

<b>Ideation</b> A SAHRC member has an idea for a potential event or research.	Email sent out to Research Coordinator for event approval.	Research Coordinator looks over initial idea for any red flags, then responds with approval.	<b>Planning</b> Initial plan is drawn out for event, with proposed scheduling, manpower and budget needed.	Plan is brought up in working team meeting and discussed with core members of SAHRC.	Changes are emailed back and taken into account.	Emails sent out to potential venues with information on SAHRC's mission and plans.	A few places get back to SAHRC for further discussions in person.	<b>Event Organization</b> Determine scheduling and material preparations for the event.	Relevant members emailed for participation request as speakers or to make materials for the event, like posters, pamphlets or surveys.	Final materials are emailed back to the coordinator and then event takes place.
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**Thoughts**

"Who is this event for?" "Could this event work?" "Does the team have anyone who can go to this?"	"I hope the coordinator understands what I'm going for." "Will we be able to get the team onboard?" "Will this be done in time for the proposed date?"	"Are there any potential issues we might run into with this event?" "Will the team give me good feedback on this?"	"Who's available during the proposed time?" "I'm going to need assistance from some members for the seminars." "We need to get attendees."	"Will the team be able to secure funding for this?" "Will people be available for the proposed time?" "Do we need to make any changes?" "Does this align with SAHRC's goal?"	"Can we make these changes in time for the proposed dates?" "Is there anyone else on the team we can get on board for this?"	"The venue needs to be within budget yet large enough for the seminars." "Venues will need to have appropriate equipment for a seminar."	"Is this place the right fit?" "Will we be able to setup our event at this location?" "Do we feel this is an appropriate location to teach people about the work we're doing?"	"What exactly do we need for this event?" "Who needs to be in charge of what?" "What types of things will our designated speakers be speaking on?"	"I hope this person is willing to work on this, as they'd be a good fit to represent SAHRC's work." "Does the information on our items convey our mission effectively?"	"The planning is done now. We just need to execute." "I should touch base with the speakers periodically to make sure we're on track." "Is the event going to succeed at promoting SAHRC?"
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**Goals**

Formulate an event to promote SAHRC's work.	Get initial approval for event from Research Coordinator.	Determine if there are any potential issues with this event.	Make sure the event can work and that there is enough support from SAHRC to get it going.	Get approval to move forward with the event from leaders and core members.	Determine if changes are needed and if they can be done in time.	Find an appropriate venue for this type of promotion event.	Look further into a venue and communicate with the owners to see if they are interested.	Get scheduling done for the event and ensure speakers can be there.	Finalize materials needed for the event as well as any speakers.	Finalize materials for the event and let the team know of the progress.
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