



CASE STUDY

CUSTOMER EXPERIENCE

About

“The NBMBAA organisation was conceived in 1970 to help Blacks coming into the corporate sector, largely for the first time, share experiences and insights to help make the journey easier. By nurturing these new professionals, the organization helped early members navigate and, ultimately, succeed in unfamiliar and frequently challenging environments. It is those professionals who have risen up and reached back to bring up the next generation of Black professionals through providing coaching, guidance and mentoring.”

- nbmbaa.org

The NBMBAA event attracts audiences that range from MBA students, entrepreneurs and professionals. A major component of the event is a career fair where large corporations like Microsoft, Target, Wells Fargo, FedEx interview attendees for open positions. The show floor also has the presence of very large brands looking to hire the best talent.

Challenge

The biggest challenge for the event is creating the right educational, social and networking opportunities for the different audiences based on their needs. Research that was conducted onsite revealed that those connections did not happen organically. The online experience needed to drive the attendees to the onsite experience that best met their need. This would result in a more targeted onsite experience.

Personas

Andrea Barnett

User Persona



AGE 34
OCCUPATION Account Manager
STATUS Single

Hard working Focused Practical

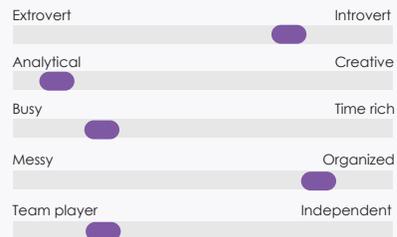
ABOUT

Andrea is an Account Manager who is successful at her job and wants to advance her career. She loves meeting like-minded individuals with similar goals and interests. She loves a glass of wine in the evening and hanging out with friends on weekends.

GOALS

- To be able to network with other business professionals
- To have a mentor that can give her insight into how to grow her career

PERSONALITY



BRANDS



Jeremy Grand

User Persona



AGE 54
OCCUPATION Business Owner
STATUS Married

Decisive Resilience Ambitious

ABOUT

Jeremy is a self made businessman who knows how important time is to a business. He believes technology plays a huge role in assisting in growth of his business. He has an interest in different ventures ideas beyond his primary business. Spends free time with family and close friends.

GOALS

- Find new ways to nurture and grow current business
- To gain financial investment into a new business idea

PERSONALITY



BRANDS



Bianca Reynolds

User Persona



AGE 23
OCCUPATION MBA student
STATUS Single

Adventurous Curious Determined

ABOUT

Bianca is an MBA student with a part time job who is looking to leverage the knowledge she has acquired in business school into a successful career. She is also hoping to increase her earning potential since she is about to graduate from her masters program. She has lots of friends and has a fairly active social life.

GOALS

- Professional Growth
- Wants to increase her earning potential

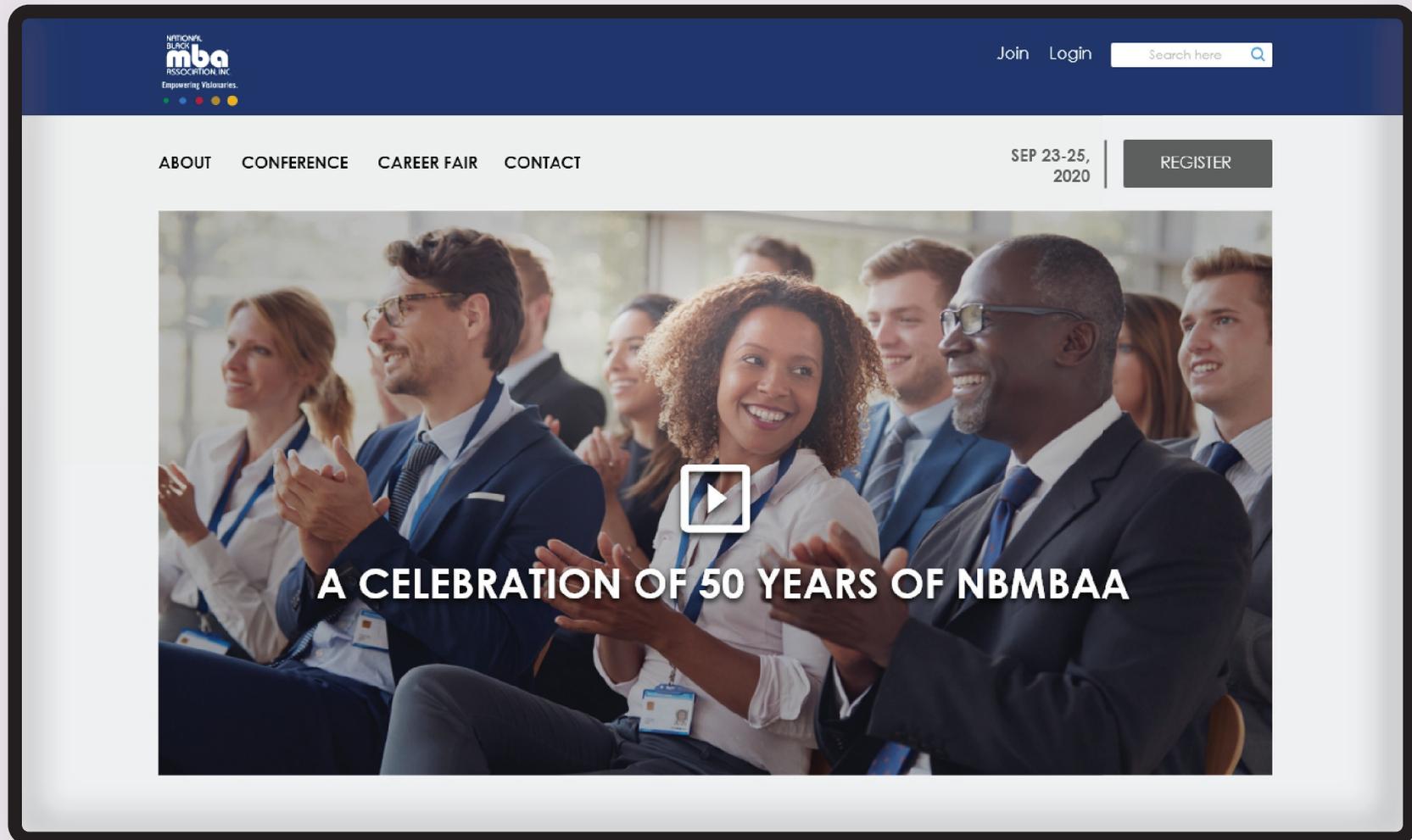
PERSONALITY



BRANDS



Design



Brand palette



Font - Century Gothic

ABCDEFGH

Wireframes

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A CELEBRATION OF 50 YEARS OF NBMBA

WHY ATTEND?

Conferences participants will have access to over **200** corporate and academic partners

Connect with **20,000** members who are part of a strong and growing network

FEATURED SPEAKERS

Andrew Barrett	Frank Barrett	Brian Brantner	Patrick Brantner	Janet Grant
Andrew Barrett	Frank Barrett	Mark Brantner	Andrew Brantner	Frank Brantner

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THE WHY?

WHY ATTEND?

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Access to over
200
corporate and
academic partners

Connect with
20,000
members of a strong and
growing network

FEATURED SPEAKERS



Andreea Barnett
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Frank Barnett
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Ronnie Henderson
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Bianca Reynolds
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Jeremy Grand
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George Diaz
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Frank Barnett
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Nick Mendoza
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Andreea Barnett
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Megan Hudson
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THE WHO?

THE WHAT?

CONFERENCE



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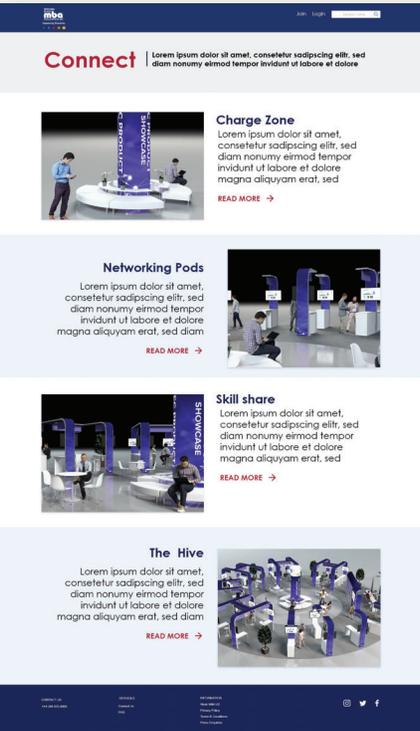
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Connect



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