



User Scenario | Shawna

Knowledge Seeker

"I don't want to stay stagnant...
What's my next step?"

First Visit to PMI.org

Background

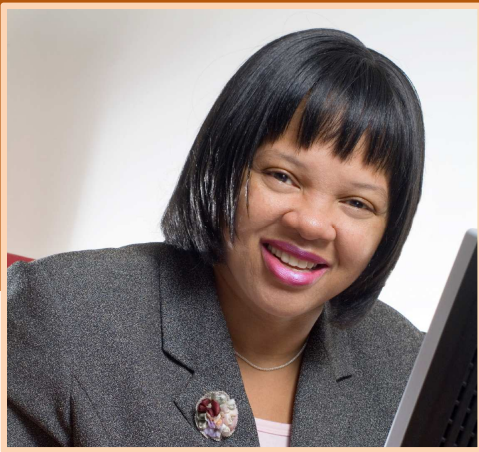
It's after dinner Thursday evening and Shawna is browsing the web on her laptop, casually catching up with social media. She visits LinkedIn and notices an article that a colleague posted with some good tips for running effective meetings. The article was blogged by someone in project management. After reading the article and realizing she works on projects all the time, she starts looking at job descriptions to see what the requirements might be to get hired in project management. She'd also like to get an idea of salaries. Halfway through a job description that requires a PMP, she notices a PMI advertisement in the right column. Intrigued, Shawna clicks on the PMI ad and is taken to the PMI.org home page.

PMI.org Home

Initially, she quickly visually scans the homepage to see if the site does in fact have information relevant to her interests. She looks at a few content items in close detail, passively gathering information about the level of credibility PMI has (by seeing events and other indicators of an active organization). Shawna then sees a call out that says *"take the next step in your career"* regarding the PMP. This resonates with her, so she clicks it.

PMP Credentials Screen

Shawna is taken to the PMP overview screen. As before, she scans the page to confirm the content is relevant, and then starts to read the details. She is a bit taken back by the amount of investment involved, but a header to right that says "PMP for the non-project manager" and so she navigates to this section. In plain language, the PMP for non-project managers describes the benefits (and challenges) of getting PMP certified without any other formal project management training. The content confirms that some of the many "special projects" Shawna has dumped on her desk might count towards a PMP. The content also references the less stringent criteria for a CAPM. While Shawna is still just gathering information and not ready to make a decision, she is



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intrigued enough to invest a little more time. Some media thumbnails referencing Webinars catches her eye so she gravitates towards a "Is a PMP right for me?" graphic and clicks it.

Webinar

Shawna views the webinar, and while she is interested in the PMP more than before, she realizes the decision to pursue one will require a big commitment. So she decides she'd like to investigate more about PMI and other ways to get involved with the organization. She clicks on the "Membership" tab to learn more about becoming a member.

Membership

Once on the membership overview screen, Shawna scans the page and sees a list of benefits—some of which resonate with her, while others seem unimportant. At this point, Shawna decides to Google PMI to see what comes up about the organization by way of reviews or other viewpoints. She leaves the PMI.org site.

End of Scenario
