

CATALYST BLUEPRINT

LAB HOST
GUEST
BOTH

USER ACTIONS	Learn about service	Sign up	Complete user profile	List instrument	Complete lab profile	Input payment information	Receive membership cards
PHYSICAL EVIDENCE	Email invitation Conference pop up Membership card Web search, website visit Direct mail/POS	Website Email confirmation	Website	Website	Website	Website	Membership cards Website
FRONT OF STAGE INTERACTION	Display email invitation Interact with pop-up visitors Display service benefits (FAQs, video, "How it Works")	Collect sign up information Confirm lab affiliation Confirm authorization to list instruments	Collect profile information Connect to social media including Research Gate & LinkedIn	Collect instrument information	Collect lab information Collect email addresses	Collect payment information Confirm registration Notify re: shipment of membership cards	
BACK OF STAGE INTERACTION	Generate email invitation link Create conference materials Generate explanatory content Generate direct mail	Cross-reference email with existing listings (.edu, .gov) Create user account Create lab account Generate confirmation email Process confirmation	Add information to user account Link to social media accounts Pull profile data from social media accounts Auto populate profile	Add instrument to lab profile Cross-reference instrument information with existing listings Generate instrument list Add machine to database	Generate email invitation Complete lab profile	Link account to payment service Confirm payment information	Generate and send membership cards Activate membership benefits

CATALYST BLUEPRINT

LAB HOST
GUEST
BOTH

	Learn about service	Sign up	Complete user profile	Search for instrument	Request instrument	Accept request	Confirm visit
USER ACTIONS	Learn about service	Sign up	Complete user profile	Search for instrument	Request instrument	Accept request	Confirm visit
PHYSICAL EVIDENCE	Email invitation Conference pop up Membership card Web search, website visit Direct mail/POS	Website Email confirmation	Website	Website	Website Printed estimate	Email Website Mobile app	Email Website Mobile app
FRONT OF STAGE INTERACTION	Display email invitation Interact with pop-up visitors Display service benefits (FAQs, video, "How it Works")	Collect sign up information Confirm lab affiliation	Collect profile information Connect to social media including Research Gate & LinkedIn	Collect instrument information Display instrument comparison	Collect booking information Update calendars Provide cost estimate with print option	Prompt host to review request Display guest profile and request details	Prompt guest to confirm visit Display confirmation
BACK OF STAGE INTERACTION	Generate email invitation link Create conference materials Generate explanatory content Generate direct mail	Cross-reference email with existing listings (.edu, .gov) Create user account Generate confirmation email Process confirmation	Add information to user account Link to social media accounts Pull profile data from social media accounts Auto populate profile	Cross-reference instrument information with existing listings Generate instrument list Generate comparison	Display instrument availability Create booking record Generate estimated cost Send instrument request to host	Send confirmation	Update calendars Generate request summary Notify lab manager of confirmation

CATALYST BLUEPRINT

LAB HOST
GUEST
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USER ACTIONS

Receive reminder	Go to lab	Lab tour	Use instrument	Leave lab	Rate and review experience
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PHYSICAL EVIDENCE

Email Mobile app Website	Mobile app Membership card	Membership card/ nametag	Mobile app	Mobile app	Email Website Mobile app
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FRONT OF STAGE INTERACTION

Display guest reservation reminder Prompt guest to review lab rules	Display guest arrival alert Display lab location map		Display end-of-reservation reminder Display updated instrument, profile data Display availability	Display visit completion alert and prompt final steps Display receipt Display print option	Display review/rate screens Prompt reviews via email
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BACK OF STAGE INTERACTION

Generate reminder for host and guest Generate walking directions and lab rules	Generate guest arrival alert		Generate end-of-reservation reminder Generate updated fee if extending time Display updated cost and schedule	Generate alerts Update payment due Process payment Update instrument history Update lab and guest information Send receipt, thank you from Catalyst	Update profiles with ratings and reviews
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