<table>
<thead>
<tr>
<th>USER ACTIONS</th>
<th>Learn about service</th>
<th>Sign up</th>
<th>Complete user profile</th>
<th>List instrument</th>
<th>Complete lab profile</th>
<th>Input payment information</th>
<th>Receive membership cards</th>
</tr>
</thead>
<tbody>
<tr>
<td>PHYSICAL EVIDENCE</td>
<td>Email invitation</td>
<td>Conference pop up</td>
<td>Membership card</td>
<td>Web search, website visit</td>
<td>Direct mail/POS</td>
<td>Website</td>
<td>Collect lab information</td>
</tr>
<tr>
<td>FRONT OF STAGE INTERACTION</td>
<td>Display email invitation</td>
<td>Interact with pop-up visitors</td>
<td>Display service benefits (FAQs, video, “How it Works”)</td>
<td>Collect sign up information</td>
<td>Confirm lab affiliation</td>
<td>Confirm authorization to list instruments</td>
<td>Collect profile information</td>
</tr>
<tr>
<td>BACK OF STAGE INTERACTION</td>
<td>Generate email invitation link</td>
<td>Create conference materials</td>
<td>Generate explanatory content</td>
<td>Generate direct mail</td>
<td>Cross-reference email with existing listings (.edu, .gov)</td>
<td>Create user account</td>
<td>Create lab account</td>
</tr>
<tr>
<td>USER ACTION</td>
<td>LAB HOST</td>
<td>GUEST</td>
<td>BOTH</td>
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<tr>
<td>Email invite</td>
<td>Email confirmation</td>
<td>Email</td>
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<td>Website</td>
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<tr>
<td>Sign up</td>
<td>Collect booking information</td>
<td>Collect booking information</td>
<td>Collect booking information</td>
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</tr>
<tr>
<td>Complete user profile</td>
<td>Collect profile information</td>
<td>Collect profile information</td>
<td>Collect profile information</td>
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<tr>
<td>Search for instrument</td>
<td>Collect instrument information</td>
<td>Collect instrument information</td>
<td>Collect instrument information</td>
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<tr>
<td>Request instrument</td>
<td>Generate cost estimate with print option</td>
<td>Generate cost estimate with print option</td>
<td>Generate cost estimate with print option</td>
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<tr>
<td>Accept request</td>
<td>Prompt host to review request</td>
<td>Prompt host to review request</td>
<td>Prompt host to review request</td>
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</tr>
<tr>
<td>Confirm visit</td>
<td>Prompt guest to confirm visit</td>
<td>Prompt guest to confirm visit</td>
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</tr>
</tbody>
</table>

### PHYSICAL EVIDENCE
- **Email invitation**
- **Conference pop up**
- **Membership card**
- **Web search, website visit**
- **Direct mail/POS**

### 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

### USER ACTIONS
- **Receive reminder**
- **Go to lab**
- **Lab tour**
- **Use instrument**
- **Leave lab**

### PHYSICAL EVIDENCE
- **Email**
- **Mobile app**
- **Website**
- **Membership card**
- **Membership card/nametag**

### 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**

### 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**

### LAB HOST GUEST BOTH
- **Rate and review experience**
- **Email**
- **Website**
- **Mobile app**
- **Display review/rate screens**
- **Prompt reviews via email**
- **Display review/rate screens**
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- **Prompt reviews via email**