

YMCA National Personas

Y Mindset



Security Focused Shelly



Enrichment Focused Emily



Fitness Focused Fran



Social Seeking Sal



Security Focused Shelly

"I want the best for my kid and I don't want to have to worry too much"

Bio

Shelly is a 30-year-old single mom with a baby. She has a full-time job and often must work late. Because of this, she needs a way to be sure her daughter is safe and happy while she's at work. She can't afford to hire a nanny and wants to find a nurturing place for her child.

Needs and Goals

- **Safety:** Wants kid to be cared for by quality staff in a safe facility.
- **Convenience:** Needs childcare to be easy to drop off and pick up at without breaking the bank.
- **Family Time:** Values quality time with her kid.
- **Peace of Mind:** Doesn't want to have to be worrying that her kid is safe and happy while she is at work.

Barriers

- Shelly doesn't know anyone who goes to the Y so can't be sure about comfort level she will feel with her kid in childcare there
- Sometimes has difficulty getting off the waitlist for high demand childcare programs
- Shelly doesn't have a lot of extra money to spend on childcare
- Doesn't want to give up too much time with her kid

Behaviors

- Does extensive research for anything she tries for herself or her family
- Tries to keep dinnertime sacred
- Talks to adults in child's life to form relationships and stay updated
- Drops her kid off while she exercises at the Y



Enrichment-Focused Emily

"The Y is a great place for my kids to spend time to grow as people, athletes, and engaged citizens"

Bio

Emily is a stay at home Mom with two kids. Emily is super invested in her kids' lives. She likes to keep her kids in lots of after school and summer activities. Emily's daughter loves playing soccer and basketball at the Y and her son loves any program with Legos or art. It is important to Emily and her partner that the kids are learning and growing as much as possible.

Needs and Goals

- **Programs:** Programs that continue to challenge and entertain her kids
- **Knowledge:** Wants to be in the know about upcoming programs and events
- **Volunteering:** When her schedule allows, tries to volunteer/coach her kids' activities
- **Care:** Wants to make sure her kids are surrounded by caring and invested adults

Barriers

- Emily finds that the most popular programs fill up quickly and she can't get her kids in
- With her kids in so many activities, sometimes there are not enough options for more advanced programs
- Emily worries about coordinating transportation to and from activities for two kids who take part in different programs at the same time

Behaviors

- Constantly preparing for the next season (particularly summer) by researching programs that her kids will be interested in
- Emily became a member of the Y so she can have first dibs on programs and get discounted prices
- Often checks the website/social media to see if there are any pictures of her kids
- Signs up for the next program immediately after one ends



Fitness Focused Fran

"The Y puts me at ease, so that I can get in the zone."

Bio

Fran loves food and she struggled to maintain a healthy weight until she discovered exercise in her late 20s. Now fitness is part of her lifestyle. Fran and her husband work full time. He is a morning person and goes to the gym before sunrise. Fran prefers to exercise after work when she has more energy. They try to coordinate their workouts on the weekends.

Needs and Goals

- **Health:** Maintain her weight, strength, and cardiovascular health.
- **Variety:** She has some go-to workouts on the treadmill and elliptical, but likes to mix it up with new workout options.
- **Comfort:** Fran wants to feel at ease at the gym. Hip music and trendy athleisurewear are NOT for her.
- **Give Back:** She has reached a moderate level of success in her life that affords her a bit of time, money, and experience to help others in her community.

Barriers

- Fran is self-conscious and may lack the confidence to join in a program, new workout, or volunteer opportunity if it feels intimidating or unwelcoming.
- Fran and her husband do not have children at home and it sometimes can be difficult to meet and bond with others without the shared experience of parenting.
- It is hard to justify the cost of a Y membership when it sometimes feels like she is only using the treadmill and elliptical machines. She can find a no-frills gym with that equipment for less money.

Behaviors

- Tends to workout on her own during the week, but goes to the gym with her husband on the weekends.
- Sticks to herself at the gym. She is friendly with the staff and recognizes many of the regulars, but she is there to focus on her workout.
- She'd like to learn about ways to volunteer to help others in her community, but doesn't know how to get started.



Social Seeking Sal

"The Y is my second home. It is where I go to see familiar, friendly faces."

Bio

Sal has been widowed for over 5 years. His wife was the social one in their marriage. Without her around, Sal found himself alone with nothing to do. Sal joined the Y for the indoor track – so that he could stretch his legs even in bad weather. He found that his social life picked up considerably and he now considers the people at the Y to be like family.

Needs and Goals

- **Socialization:** Talk to people about current events, life, and living.
- **Purpose:** Find a reason to get out of bed in the morning and create structure in his daily routine.
- **Respect:** Be recognized as a person that provides value in his community.
- **Exercise:** Keep his body moving so that he won't lose physical mobility.

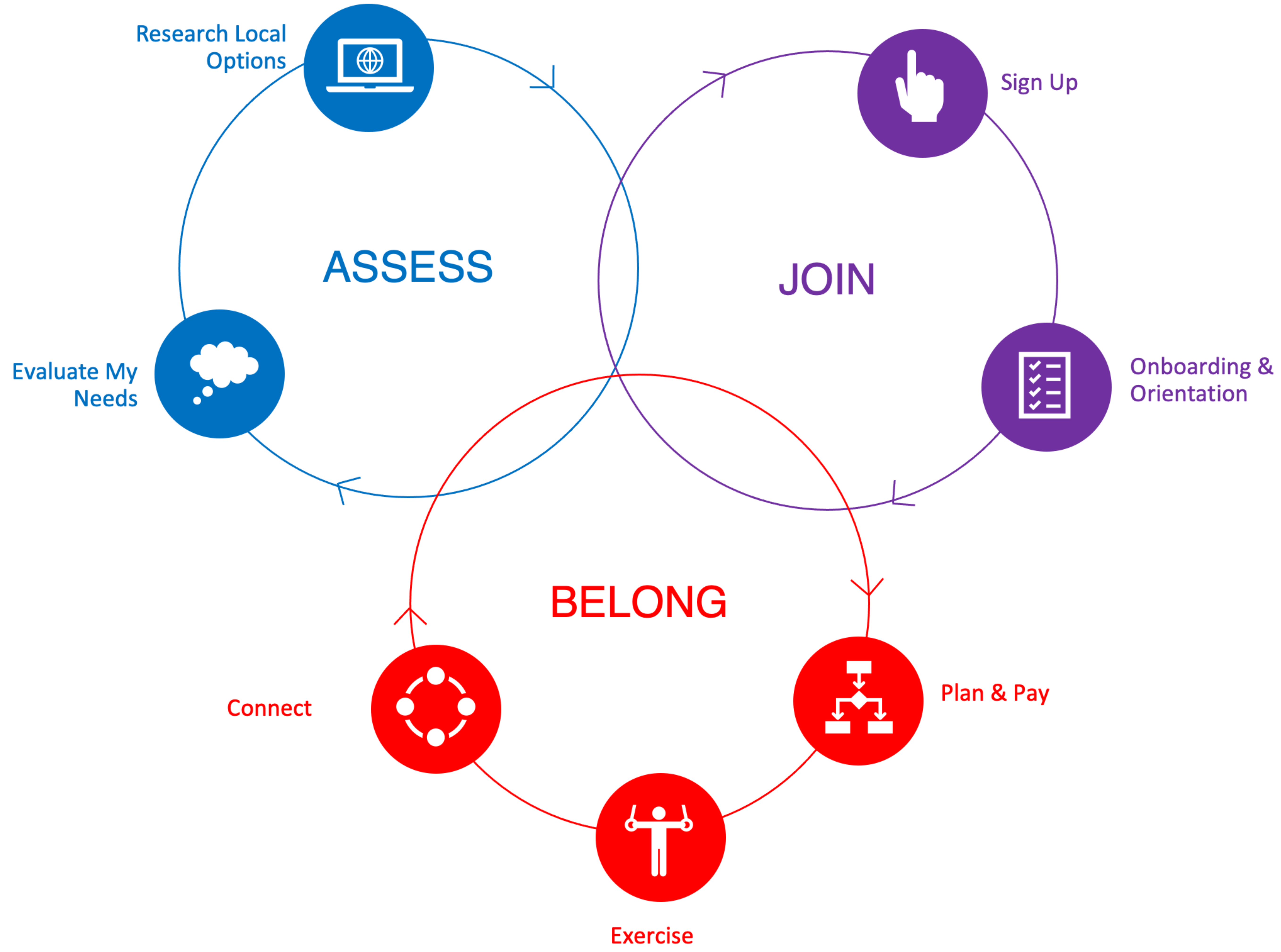
Barriers

- Getting around in bad weather is challenging for Sal. He doesn't like driving in pouring rain or when the roads haven't been cleared of snow.
- Sal is not comfortable with anything digital. That means that he often doesn't receive email messages or alerts when an event is cancelled.

Behaviors

- Goes to the Y twice a day: To exercise in the morning and to play cards or board games with a group of seniors in the afternoon.
- Relaxes in the Y lobby with the newspaper and a cup of coffee before his morning exercise.

Membership



Membership Journey Map

PHASES

ASSESS

JOIN

BELONG



EVALUATE NEEDS



RESEARCH OPTIONS



SIGN UP



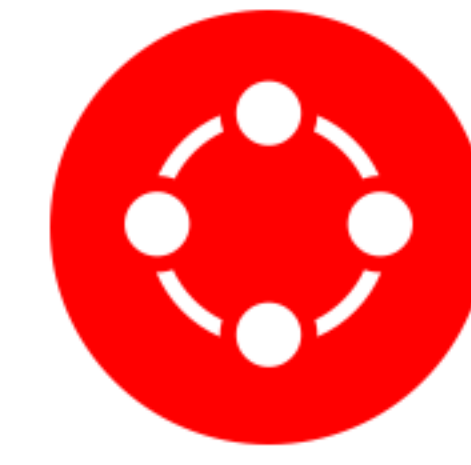
ONBOARDING & ORIENTATION



PLAN & PAY



EXERCISE



CONNECT

CUSTOMER NEEDS

- Help me take control of my health & wellbeing
- Help me find care for my child while I exercise
- Give me a way to socialize with inclusive people in my community
- Expose me to diversity in my community
- Make me feel good about myself
- Help me connect with my family
- Make it easy to participate in programs (lower cost and priority registration)
- Give me a way to make a positive impact on my community
- Help me find ways to fill my day productively
- Give me a sense of belonging
- Help me understand the cost
- Show me what I get with membership
- Help me find financial aid or discounts
- Help me understand what the organization stands for
- Help me assess the organization's reputation in the community
- Help me understand what other members are like
- Show me the variety of activities and programs available to members
- Help me determine what membership says about me
- Show me how my membership impacts my community
- Help me evaluate the value that I will get for my money
- Help me compare the benefits of local options
- Show me what my children can do here
- Answer my questions quickly and clearly

- Make it easy for me to sign up at my convenience
- Give me simple and clear membership options
- Help me reinstate a lapsed or cancelled membership
- Help me apply for financial aid and track the status of my application
- Help me use my Silver Sneakers benefit

- Introduce me to new equipment, classes, or events
- Encourage me to try something new
- Help me maximize my time at the Y
- Remind me to sign up for a healthy & wellness evaluation
- Help me evaluate the benefits of personal training sessions
- Make staff accessible to answer my questions and demonstrate how things work

- Show me what is available this week
- Tell me if there are changes to the regular schedule
- Point out special events
- Help me carve out time to get to the Y
- Make it easy for me to get to the Y
- Remind me to sign up for limited availability classes or special events
- Help me find space for my personal belongings (e.g., lockers)
- Help me understand when my child can be watched while I workout
- Show me where or how I can workout when I travel
- Make it easy for me to pay my membership dues
- Provide me with assistance when I can't pay my membership dues

- Make me feel welcome in group exercise class
- Help me get the most out of my personal training sessions
- Help me transition between my hectic life outside the Y and me time at the Y
- Provide me with the equipment I need to be successful
- Provide me with facilities to clean up after a workout
- Give me an opportunity to participate in drop-in games (e.g., pickleball, basketball)

- Provide me with space to relax and socialize
- Help me find ways to interact with my family
- Make it easy to meet new people
- Provide me with opportunities to bond with staff & members
- Help me feel connected, even when I can't physically come to the Y
- Help me show care for my fellow members

- Security
- Enrichment
- Fitness
- Socialize

Program Participation Journey Map

PHASES

CUSTOMER NEEDS

PLAN

PARTICIPATE



EVALUATE NEEDS

RESEARCH PROGRAMS

SIGN UP

PREPARE

GET STARTED

IN THE GROOVE

WRAP UP

STAY CONNECTED

- Help me expose my child to something new
- Help me try something new
- Help me find care for my child while I work
- Help me give my child the same experience I had as a child (legacy)
- Help my child learn teamwork
- Help me or my child meet new people
- Give me a way to socialize with inclusive people in my community
- Expose me or my child to diversity in my community
- Help me or my child gain confidence and skills
- Provide my child with structure during the summer

- Help me understand what skills will be learned
- Help me understand the cost
- Help me understand the time commitment and schedule
- Help me find financial aid or discounts
- Show me how others have experienced the program
- Answer my questions quickly and clearly
- Help me understand how competitive the program is
- Help me understand how the program is structured and what is provided
- Tell me where the program will take place and what the grounds/facility looks like
- Help me find programs that fit my family's schedule
- Help me determine what participation says about me

- Make it easy for me to sign up at my convenience
- Let me request my child be placed on a team/in a cabin with a friend
- Help me apply for financial aid and track the status of my request
- Provide clear communication around wait lists
- Make it easy for me to sign up for multiple programs at once
- Simplify the process if I'm a returning participant
- Give me preferential treatment as a member of the Y

- Help me plan transportation and logistics
- Help me coordinate family schedules around the program
- Make it easy for me to access prerequisite reading
- Help me or my child get excited with photos and videos
- Help me plan what to pack or bring to the program
- Make me or my child feel welcome before the program starts
- Help me acquire the necessary equipment
- Set my expectations for communication during the program

- Communicate expectations clearly for me or my child
- Help me or my child become acquainted with the leader of my program
- Make it easy for me or my child to get to know other participants
- Help orient me or my child to the facility and equipment
- Help me or my child connect with others
- Tell me when there is a change in schedule

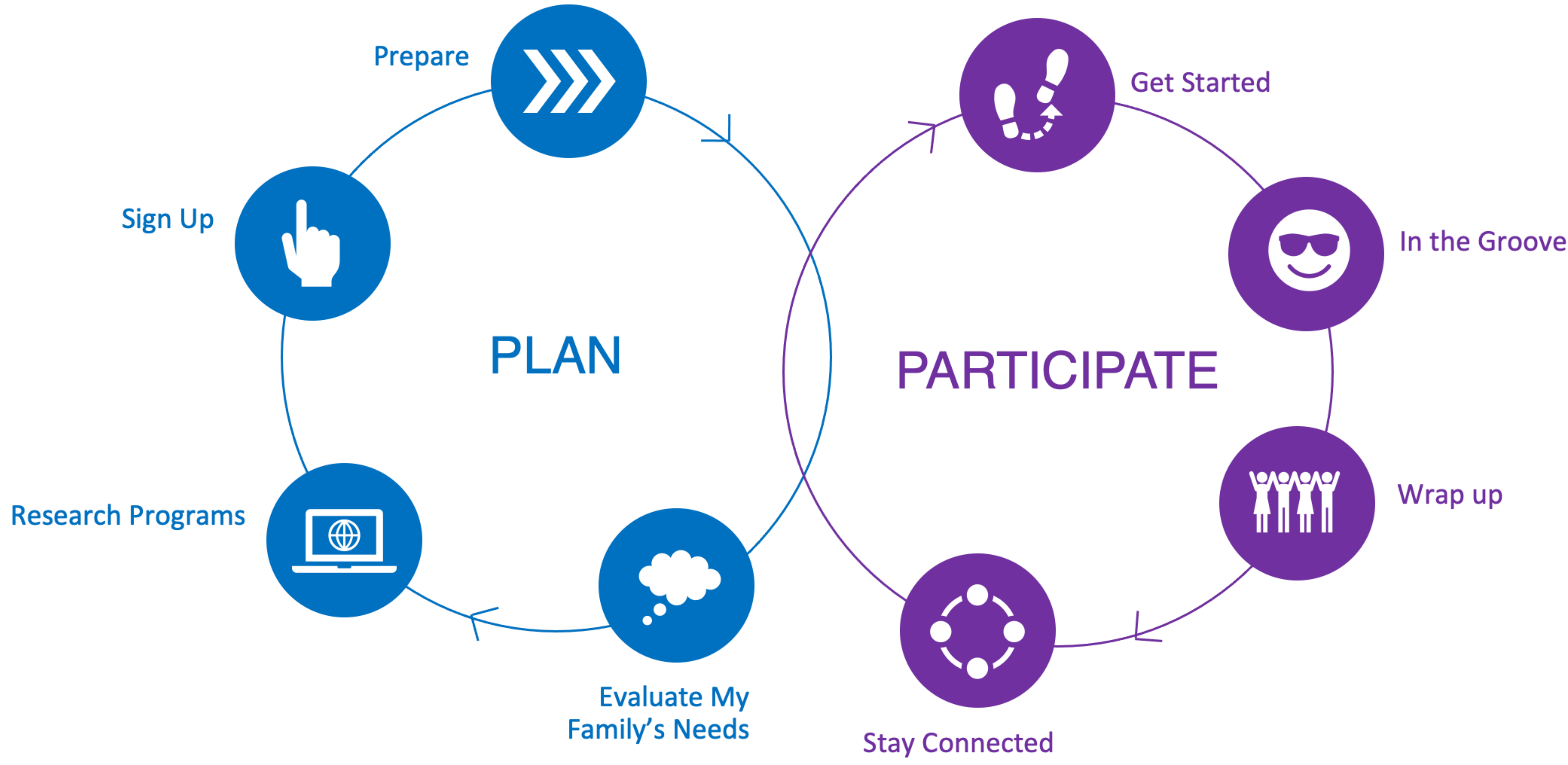
- Show me what my child is doing in the program
- Help me understand when I can observe my child in the program
- Tell me how to best support my child during the program
- Help me communicate with my child while he/she is away (camp)
- Give me an opportunity to purchase program paraphernalia
- Provide feedback about my child's experience and/or progress
- Provide me or my child with equal opportunities (e.g. playing time)
- Help my child complete homework (afterschool care)

- Give me the opportunity for sign up again for the future
- Help me see what I or my child has accomplished
- Remind me to share contact information with new friends
- Help me show others the experience I or my child had

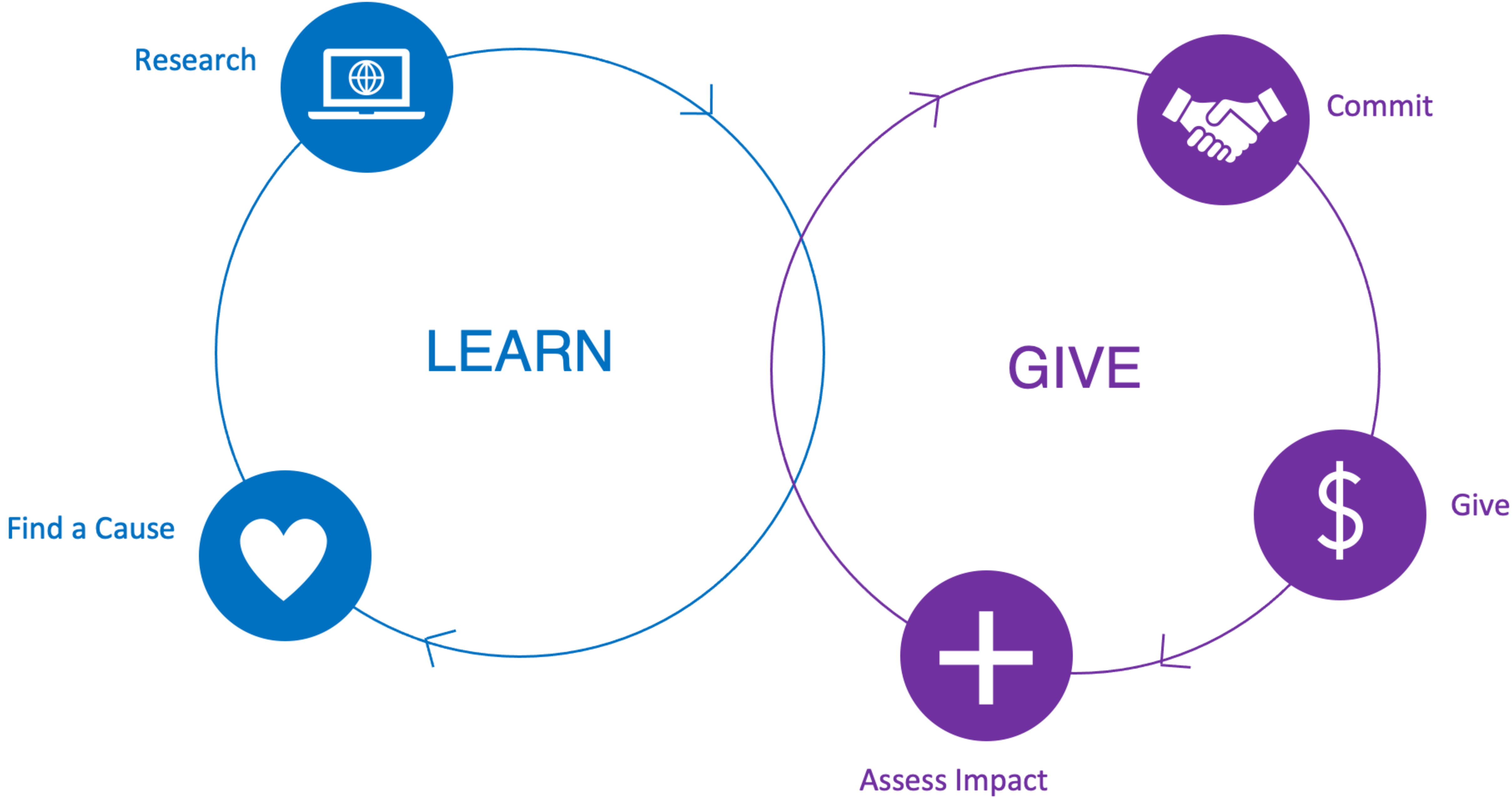
- Help me reminisce about my or my child's experience
- Reach out to me or my child on special occasions
- Help me show pride in my program
- Tell me about similar programs in the future

- Security
- Enrichment
- Fitness
- Socialize

Program Participation



Volunteer & Donate



Volunteer & Donate Journey Map

PHASES

CUSTOMER NEEDS

LEARN

GIVE



FIND A CAUSE



RESEARCH



COMMIT



GIVE



ASSESS IMPACT

- Show me how the cause impacts me and my community
- Bring community needs to my attention
- Give me a way to connect with inclusive people in my community
- Expose me to diversity in my community
- Make me feel good about myself
- Help me give back to my community
- Help me model good citizenship for my children
- Give me an outlet to share my expertise
- Let me ensure that a specific program is sustainable for future generations
- Help me find ways to fill my day productively and purposefully
- Make it easy for me to introduce others to all that the Y does
- Help me share my good fortune with others
- Stir my nostalgia for my own childhood experiences

- Help me experience the organization before I decide to commit
- Help me understand what is needed
- Help me fulfill my required community service hours
- Help me understand the skills needed and the requirements of service
- Help me understand the time commitment, and schedule
- Help me find ways to do something constructive with my child
- Help me see how the Y has positively impacted members of the community
- Show me personal stories and experiences from those that have been helped by the Y
- Help me evaluate which causes are most in need of my time or money
- Show me how my donation dollars will be used
- Make me aware of specific needs that the Y has
- Help me determine what giving to this organization says about me

- Help me understand how best to prepare for volunteering
- Help me fit volunteering into my schedule
- Give me a variety of commitment levels
- Make it easy to volunteer with others
- Help me feel confident that I can make a difference
- Help me understand the training, and background checks required

- Help me give others the same experiences that I can afford for myself or my child
- Let me make an impact on the Y organization and its members
- Allow me to help in areas where I am passionate
- Allow me to share my skills with others
- Provide me with a proven model and/or training materials that I can follow
- Show me how to effectively coach others
- Provide examples of how others have been effective
- Make it easy for me to give when and how I choose
- Make it easy for me to recruit other people to give
- Help me share my story of giving with others

- Show me how I am adding value
- Show me how to get further involved
- Make me feel fulfilled and rewarded
- Help me feel appreciated
- Show me how the Y is making my community a better place
- Help me show my gratitude for everything that the Y does for the community
- Share the progress that is being made towards specific goals in my community

- Security
- Enrichment
- Fitness
- Socialize