

User Journey mapped to Features

USER ENGAGEMENT JOURNEY						
	AWARE	CONSUME	ENGAGE	CONNECT	ACTIVE LEARNING	
	1	2	3	4	5	6
1.0	Create Profile	Share	View			
1.5			Post and Comment	Participate & Chat		
2.0					Find & Message	Meet & Co-Create
					Mentor & Advise	

CORRESPONDING FEATURES BY VERSION						
	1. Email activate / Re-engage	2. Social Media Presence	3. Compelling Content	4. Learning Events	5. Networking / Engagement	6. Team / project collab process
1.0	- Newsletter	- FB / TW	- Webinar replays - General news	- Webinars	- Profile / Msg	
1.5	+ Alerts / Notify	+ FB / TW	- 3 min videos - MIT news	- Local Events (IAP)	- Affinity views	
2.0	- Alerts / Notify + - Referrals	- ROI based	- More videos - Curated content	- Live events	- Upvoting - Matchmaking	- uLab / Lemelson Process