THE MIT OPEN JOURNEY

JOURNEY	Aware				Arrive			Explore		Engage						Manage			
	A	B	C	D	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
MOMENT	Email engagement	Notifications / Alerts	Referrals	Social Media	Responsive / Accessibility	Look and Feel / Orient	Mission / CTA Messaging	Browse / Search	Consume Content	Create a Profile	Comment / Like / Share	Create new content	Search / find someone	Follow People / Topics	Message Someone	Create Theme	Tag / Link Content	Upload Content	Manage Theme Lander
FEATURE	Weekly Newsletter	Email Alerts	Google Results	Social Posts	Mobile Optimized	Simple navigation	Compelling Content	Sort / Filter by Theme	Content Detail Page	Member Profile	Share Content	Post Content	View Member Profiles	Configure Notifications	Private Message	Create Themes	Link to Content	Post New Content	Feature Content
			MIT cross-links		Accessible Content	Well organized landing page	Newsletter sign up	Recommended Content	Offsite Content Referrals		Tag Content		See Similar Members	Follow Members					Delegate Role
ROLE							Ask Questions	Activity Feed	Seamless Transtions		Rate and Comment								
Visitor								See Related Profiles	MIT Ecosystem Single Sign On										
Member									Track Viewed Content										
Curator								Customized Feed	Build a Content List										