STAGES	PREVIOUS MILESTONE ANNIVERSARIES	FIRST POST- ASK A QUESTION	CURRENT EVENT DOCUMENTATION	OLD EVENT UPLOAD	SEEKING INSPIRATION & BEST PRACTICES FROM PEERS	SHARING ON LINKEDIN GROUPS
ACTIONS	Gets a notification that she's completed two years at work.	Considers writing her first post- Accesses the text field and thinks about what to type.	Attends an all-day workshop on leadership in media management.	Comes across an achievement photo from the previous year in her phone and wants to share it	Wants to view peers and industry influencers' activity to understand best practices of content sharing	Wants to ask questions about next steps on the Advertising Professionals LinkedIn group
FEELINGS	NEUTRAL	UNCERTAIN	DISTRACTED	ANNOYED	EMBARRASSED	CONFUSED
THINKING/ PAIN POINTS	"I didn't remember I finished 2 years at work myself until the notification. I wish I felt more celebrated." "As time goes by, you start disregarding your old milestones. I wish they could all be celebrated."	"I'm unsure of what to write about. Is it this too little? Too much? Too trivial? Wish I had more guidance." "My post is important and time-sensitive, I don't want it to get lost in my network's feed."	"I want to post content and my thoughts about this exciting event realtime but it's too much effort to go into the app when I'm multitasking at the event."	"Accessing really old media can be painful via the LinkedIn media upload interface wrt scrolling down multiple times & no filtration."	"Acccesing posts via the Search bar is too complicated. But accessing people's cumulative activity via their profile notifies them. I don't want to appear like I'm stalking their complete profile."	"I often forget which groups I'm a part of on LinkedIn because they're hidden away. I wish there was an easier way to share my thoughts and questions there."
OPPORTUNITIES	Actively Looking For New Roles	First Post	Current Event Documentation	Old Event Upload	Seeking Inspiration & Best Practices From Peers	Sharing on LinkedIn Groups
	- Make career anniversaries a celebratory experience that motivates user to share that experience with their network. - Celebrate people's trajectory since they first started using and recording their milestones on their profile.	- Provide dynamic prompts in the text box suggesting ideas for the user's first post. - Onboarding for first time users to explain benefits of posting, and ease them into the process. - Offer multiple prompts and appropriate formats for posting content.	- Create a quick access feature for quick post-writing and media documenting. - Enable live event documentation.	- Introduce external entry point- Enable media sharing to LinkedIn directly from the phone's photo library.	- Enable quick access to people's activity page without necessarily having to access their profile every time.	- Enable quick access to posting on groups.