# Communities of Practice Playbook | User experience

**1** What are your personas?

**2** What are the community members' and the community ecosystem's needs?

**3** Specify the needs for each persona

**4** What do they already use / have in place today?

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**5** How satisfied are they with the solutions they use today?

**6** How important is this for each persona to get the job done?

**7** What is the room for improvement? Reflect on how it could be done better