GRANDAD .digital

HEART
FRAMEWORK

How your Website can Match Your Vision

HEART

A human-centred framework that balances emotion, clarity and action, designed to turn first interest into long-term relationships.

| Hook | Engage | Act | Reserve | Trust |

Scan to learn more about HEART or visit
grandad.digital/latest-news/heart-framework

Using your HEART Resources

You've downloaded two practical tools:

- Brand Positioning Map - showing you where your brand sits
- Customer Journey Map - showing you how your website performs

Both of these resources have been designed to help you evaluate whether your website reflects the wonder, individuality and value of your in-person experience, revealing the steps you need to take to relieve your organisation's digital pain.

When you're ready

Once you have completed these exercises, review them with your team and work together to identify any recurring themes, pain points and opportunities. Then, let us know what you have discovered. We'll take a look at your findings and provide you with practical, strategic feedback tailored to your venue.

Let's create a website as joyful, memorable, accessible, effortless and as friendly as your venue. That's how you build an audience that returns, that's how you turn cultural ambition into commercial results.

Scan to send us your results or visit
grandad.digital/latest-news/heart-framework/heart-downloads

Ready to show your website some love?

Independent venues create wonder in real life experiences. Your digital experience should do the same.

Give Danie a call or drop her a line to start your digital transformation

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Brand Positioning Map

Align your digital presence with your real-world experience

Step 1: Plot your physical venue

Ask yourself honestly:

- Does your space feel more premium or more standard?
- Is your programming and atmosphere generic, or highly individual?

Mark where your in-person experience sits.

Step 2: Plot your website

Now repeat the exercise for your website.

- Does it feel distinctive?
- Does it communicate value?

Mark it on the same chart.

Step 3: Identify misalignment

For example, if your venue sits in the top-right quadrant (Premium + Individual) but your website lands closer to Standard + Generic, you've found your misalignment. Draw an arrow from where your website sits to where your venue sits, that's the change your website needs.

The misalignment is where opportunity lives, use it to guide action:

- Too generic? Review the design to bring vibrancy and bring in functionality that gives your customers a personalised experience
- Too standard? Bring in bespoke recommendations, rich content and seamless, iFrame-less journeys

Premium

Generic — — — — — — — — — — — **Individual**

Standard
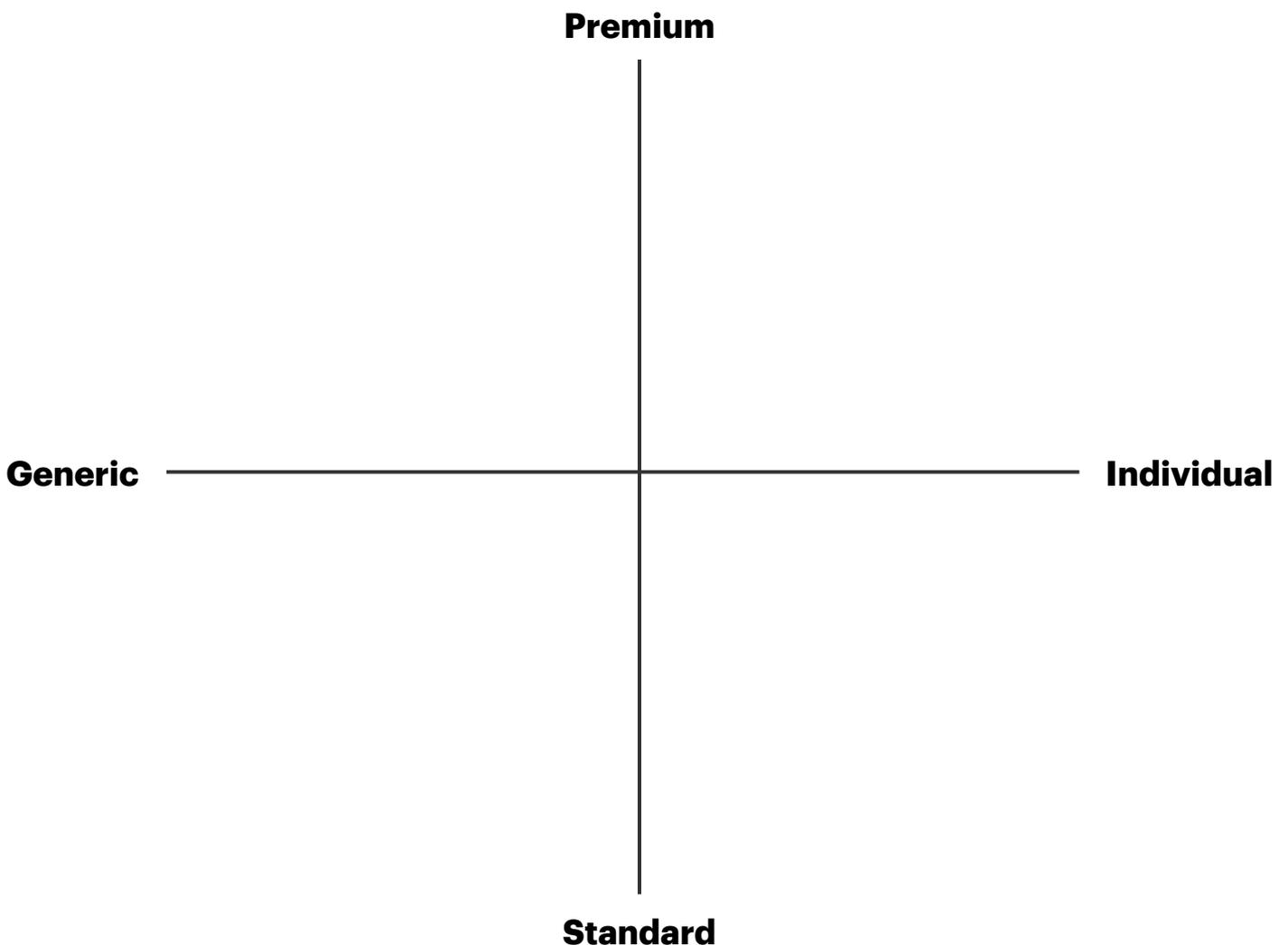
Customer Journey Map

Design your website around real audience behaviour

Step 1: Define your audience persona

Drill down into your target audience. Specificity drives clarity.

For example:
- A busy creative professional who books last minute and lives in the city
- A retired couple who value heritage programming and have access requirements
- A 37-year-old parent looking for family-friendly events during the half-term break

Step 2: Map their journey through HEART

Work across the table from left to right - what are your customers experiencing, thinking and feeling as they move through your website.
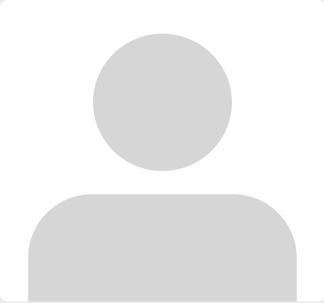- Where are they frustrated? Where are they finding what they need with ease?
- What is the customer's goal at this stage? Where do they want to go vs where are you guiding them?
- Are they excited to see their favourite show or confused trying to find information?
- How could you upsell at this stage? How could you build trust with your audience?
- Which stage sees the highest drop off? Where are you losing trust?

Step 3: Be honest about pain points

Your map should reveal where friction exists and where you are losing revenue. It's important to have clarity at this stage, a pain point now is an opportunity later.

Turn the exercise into a roadmap. Look at what is working and what could be improved.

What actions can you take now? Where should you look for outside help and advice?

Customer Name

Age

Occupation

Location

More info/ notes

Journey steps	Hook	Engage	Act	Reserve	Trust
User actions					
Goals and experiences					
Feelings and thoughts					
Opportunities					
Pain points					