Assignment 5: Sell-In

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Our Team

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SymSys
HAI Track ‘25

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PhD

Value Proposition

Turn Your Passion Into Purpose

We want social impact to be **aligned with people's passions** so they can do impactful work for the long term

We want to **leverage their skills to help small and local non profits** that are dedicated to systemic change

Sanity Check
One-liner is catchy and memorable, yet specific to our mission

Problem & New Solution Overview

Problem:

1. Upon entering university, students forego their social impact passions in pursuit of high paying, but less meaningful, jobs
2. Nonprofits, governments, and social enterprises need more talent

Solution

A platform that aims to establish a dedicated pipeline for social impact work for undergraduate students, focusing on mentorship, internships, and community

3 Task Clarification

1. **Find a mentor**

Encourage students that selling-in is possible

2. **Find a job**

Provide students with job opportunities that they can apply to

3. **Find a community**

Connect people with similar social impact related passions

Outline of Talk

01
Sketching explorations

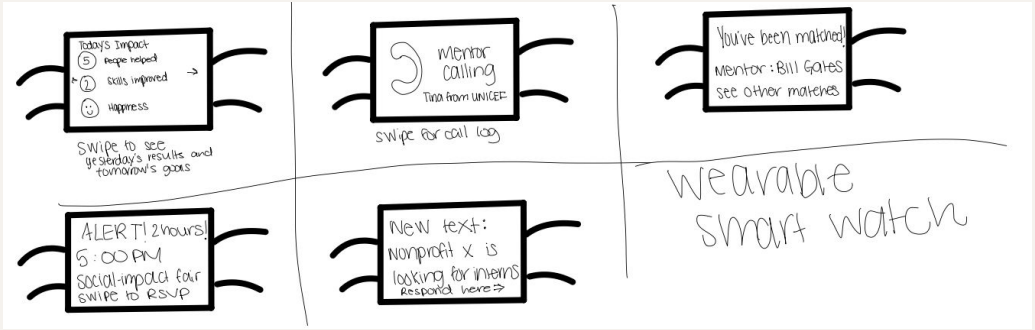
02
Selected interface & rationale

03
Low-fi prototype

04
Testing

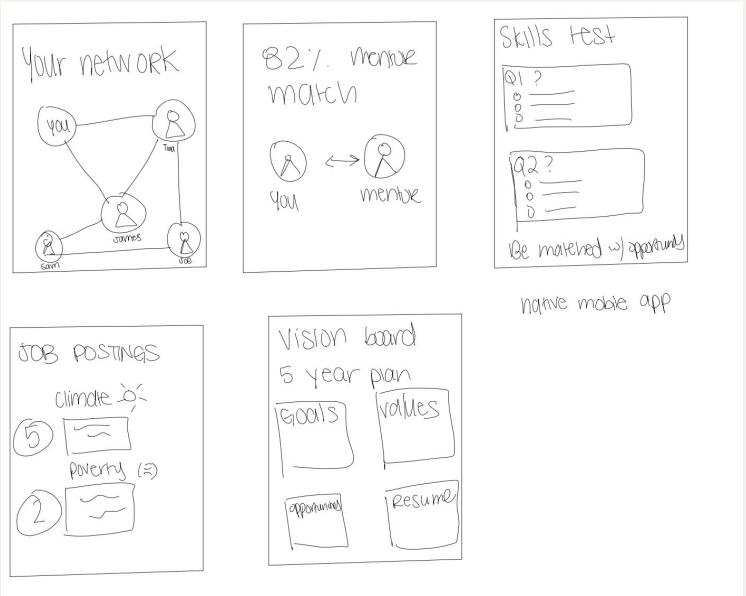
Sketching Explorations

Smart watch



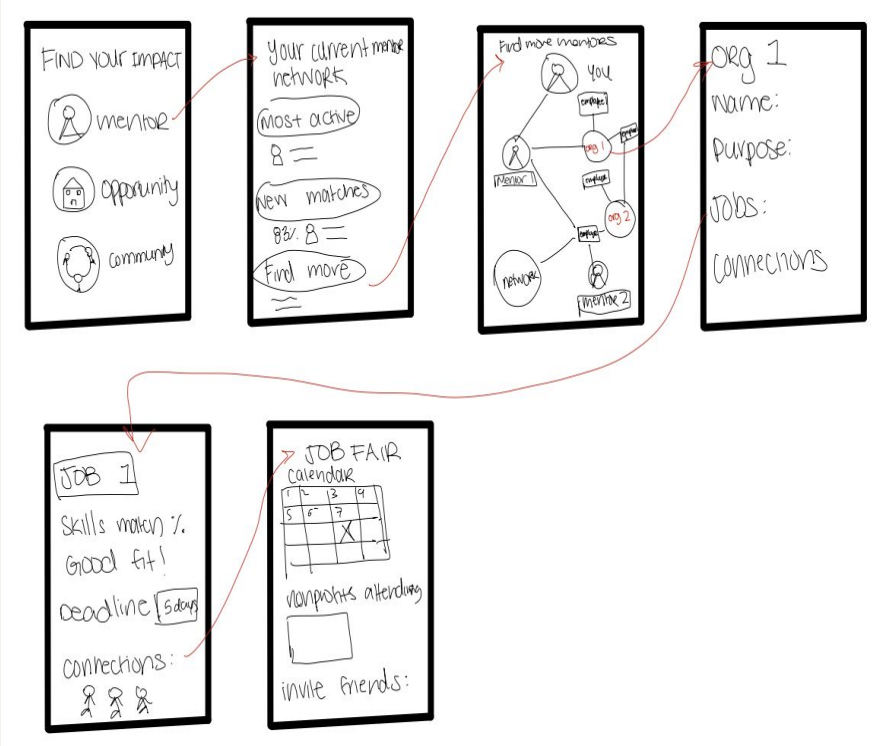
VR

Mobile

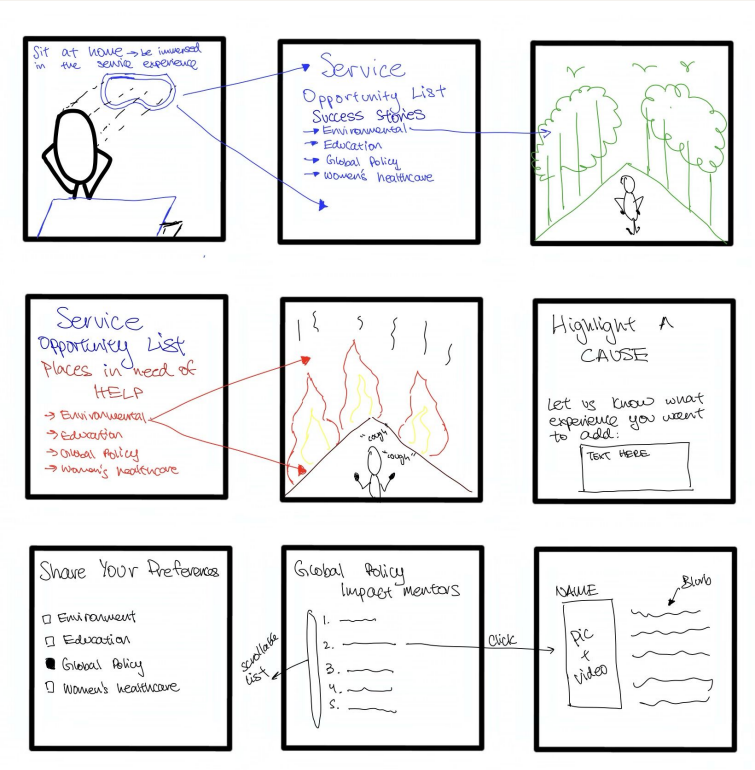


Final 2 Sketches

Mobile



VR



Mobile

Pros	Cons
Wide reach and less tech barriers	Less lifelike and meaningful
Maximizes accessibility and convenience	People may feel disconnected from the impact of their work (especially when it is remote)
Integration with Other Apps	
Customizable User Experience	

*Full list in appendix

VR

Pros	Cons
More interactive and visual, helping our users see the impact of remote opportunities up front	Less user friendly
Users feel more connected to remote service opportunities, leading to increased empathy and understanding.	Might be culturally insensitive to have a platform that immerses users in another culture (more logistical and ethical issues)
Allows users to interact with environments, situations, or challenges in ways that traditional platforms can't provide.	Creating high-quality, realistic AR experiences can be technically challenging and expensive.

*Full list in appendix

Comparing 2 Platforms

Considering the target audience and the goals of the platform, a mobile and web first approach seems more practical. It aligns with the lifestyles and tech habits of undergraduate students.

A mobile platform is ideal for students who often rely on their smartphones for daily activities. Mobile allows for quick access to mentor communications, internship updates, and community engagement.

User Accessibility: Mobile: Most undergraduate students have smartphones, ensuring broad accessibility and frequent check-ins.

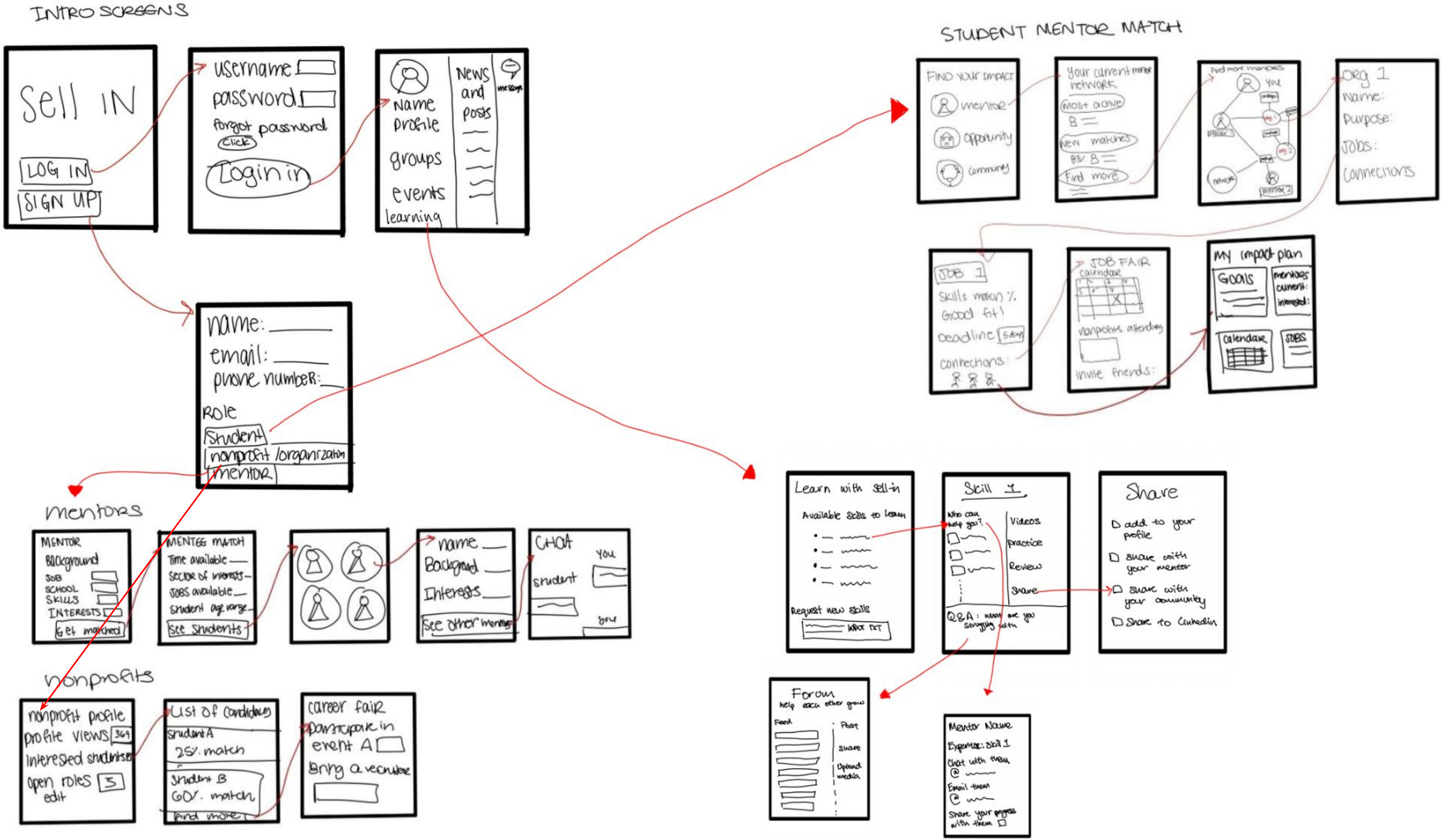
Engagement and Experience: Mobile: Direct, efficient, and aligned with how many students currently engage with information and communities.

Why is the design you chose superior?

Since this is a platform targeting undergraduate students, nonprofits, and mentors the mobile design is superior due to its accessibility, user experience benefits, and alignment with current tech trends.

The mobile design is user friendly, efficient, and applicable to a variety of groups and contexts.

The VR version would be too limiting in its implementation


INTRO SCREENS
Sell IN
LOG IN
SIGN UP
username
password
forgot password
click
Login
Name
profile
groups
events
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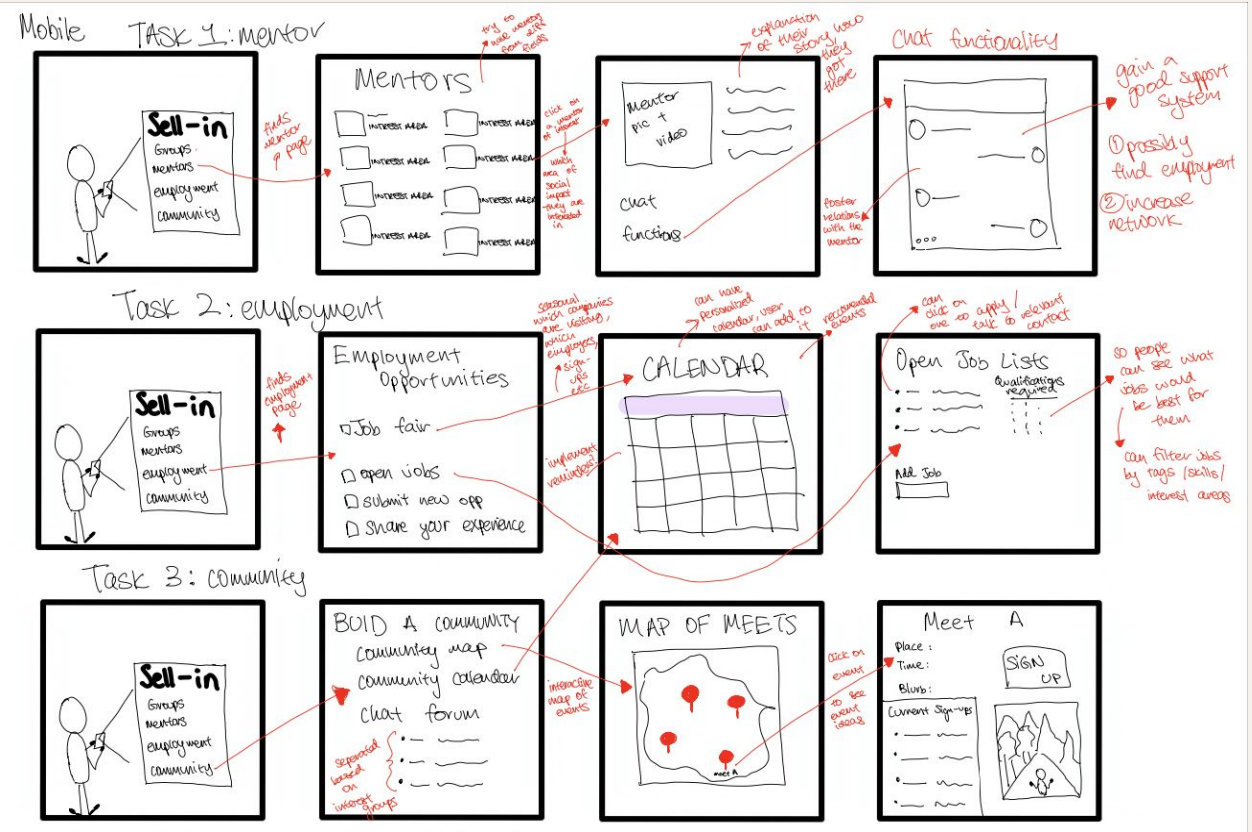
News and posts
messages
name:
email:
phone number:
Role
Student
nonprofit /organization
mentor
STUDENT MENTOR MATCH
FIND YOUR IMPACT
mentor
opportunity
community
your current mentor network
most active
new matches
Find more
Find more mentors
you
org 1
name:
purpose:
jobs:
connections
JOB 1
Skills match %
Good fit!
deadline
connections:
JOB FAIR
calendar
nonprofits attending
invite friends:
My impact plan
Goals
mentors current: interested:
calendar
JOBS
mentors
MENTOR
Background
JOB
SCHOOL
SKILLS
INTERESTS
Get matched
MENTEE MATCH
Time available
Sector of interests
JOBS available
student age range
See students
name
Background
Interests
See other mentees
CHAT
you
student
nonprofits
nonprofit profile
profile views 369
interested students
open roles 3
edit
List of candidates
student A
25% match
student B
60% match
find more
career fair
participate in event A
bring a recruiter
Learn with Sell-in
Available skills to learn
Request new skills
Skill 1
Who can help you?
Videos
Practice
Review
Share
Q&A: what are you struggling with
Share
add to your profile
share with your mentor
share with your community
share to LinkedIn
Forum
help each other grow
Feed
Post
share
Upload media
Mentor Name
Expertise: skill 1
Chat with them
Email them
Share your progress with them

3 task flows


Mobile
TASK 1: mentor
Sell-in
Groups
Mentors
employment
community
finds mentor page
Mentors
try to make memory start from here
click on a mentor's name
which area of social impact they are interested in
mentor pic + video
chat functions
explanation of their story, how they got there
foster relations with the mentor
Chat functionality
gain a good support system
① possibly find employment
② increase network
Task 2: employment
finds employment page
Employment Opportunities
Job fair
open jobs
submit new opp
share your experience
seasonal, which companies are visiting, which employers sign-ups etc
implement reminders
CALENDAR
can have personalized calendar, user can add to it
recommended events
Open Job Lists
Qualifications required
Add Job
can click on one to apply / talk to relevant contact
so people can see what jobs would be best for them
can filter jobs by tags (skills / interest areas)
Task 3: community
BUILD A community
community map
community calendar
chat forum
separated based on interest groups
interactive map of events
MAP OF MEETS
click on event to see event details
Meet A
Place :
Time :
Blurb :
SIGN UP
Current Sign-ups

Testing methodology

a. Participants: demographics, recruitment, compensation

Demographics: undergraduate students, nonprofit leaders, and potential mentors

Recruitment: LinkedIn networks, social media, referrals

Compensation: Thank you notes, project updates, cookies/small meal

b. Environment and apparatus

We developed a paper model/prototype for our app on notability and tailored our actions to the user's moves.

We used an ipad and swiped between the different flows. Asked participants on zoom to take the call on their ipad, if possible.

Procedure: Team Member Roles, Description of Process

1) Facilitator: Saniya, Observer/note-taker: Shardul

2) Facilitator: Shardul, Observer/note-taker: Saniya

3) Facilitator: Saniya, Observer/note-taker: Shardul

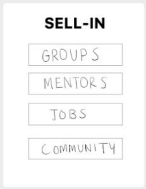
4) Facilitator: Anavi, Observer/note-taker: Sara

5) Facilitator: Anavi, Observer/note-taker: Sara

For Zoom interviews: One observer/note-taker, one person to switch between the tabs

For In-person interviews: One observer/note-taker, one person to move around the pages on a phone

Low-Fi Prototype Bird's Eye View



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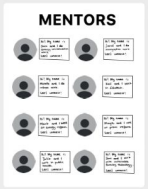

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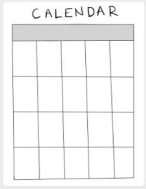
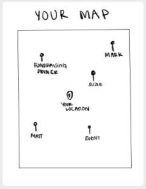




Description of Process

Provide users with deeper insight into "Sell In"

Establish the context for users

Introduce a hypothetical situation: users aim to link with mentors seamlessly, seek opportunities for social impact, and have installed the Sell In app and set up a profile

Showcase the system

Observing participants as they completed three specific tasks

Participants were prompted to vocalize their thoughts and clearly state their intentions at every stage, allowing us to assess both their grasp of the app and their desired actions

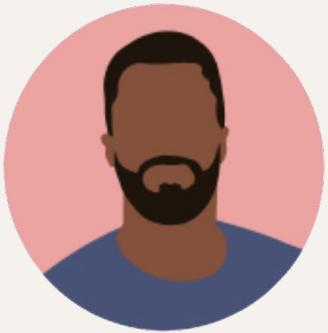
After each task, we sought users' opinions on the app's usability: which features felt intuitive and straightforward? Which ones were ambiguous, and what caused the confusion? Once all three tasks were done, we gathered final feedback, suggestions for enhancements, and checked if they had any inquiries for us.

Usability goals and key measurements

1. **User ease to use**
   - Minimal errors and good navigational heuristics in the app
   - Measure: number of errors per task
2. **Efficiency**
   - Quick and intuitive navigation
   - Measure: task completion time, number of questions asked per task

Interviewees

Yasmin



Ani

Emma

Claire

Alpa

Process and Bottom Line Data

Users were easily able to maneuver finding the available mentors, “chatting” with mentors

Bottom Line: Little to no errors across the participants for the first task and task completion time was under 10 seconds.

Users were able to find the community/group, but were confused about the difference between the two

Bottom Line: Only 1 error in joining the community, but task completion time was more than 20 seconds as there was confusion about what the task was asking for.

Users were unsure about how to review the community/groups that they have joined

Bottom Line: 3 errors across the 5 participants and task completion was around 20 seconds on average.

Other Observations and Comments

Participants emphasized wanting to see more information about non-profit organizations

Participants (No. 4 commented on this at the end) **fared better in tasks when there were less options** and simple user interfaces

Participants struggled with the task of looking back at what they have already done — **navigation issues**

Participants (emphasized by No.3) wanted **the map to be clearer and more descriptive.**

Participants wanted **more information about the mentors** on the mentor scrolling page.

When asked to rate if they would use this platform from 1-10, the **answers from the users were 7, 7, 8, 8 and 5**. The participant with the lower score is also the user that was recorded with the most amount of errors and was also the only mentor particpant.

Implications

Feedback from platform users indicates:

Groups/Communities: Participants want more clarity on the groups and communities sections, how to join them and how to see which ones they are a part of.

Non-profit involvement: Mentors want a clearer way to view and interact with nonprofit organizations.

Engagement Opportunities: Participants are keen to engage directly with opportunities, emphasizing the need for features that facilitate active participation in the sector.

Streamlined Functionality: Participants expressed confusion when there were too many buttons or options, hence simplification on some of the main task pages may be required.

Changes

UI Improvements

Adding a back button on each screen: Users felt that without a home screen icon on the top nav bar and a missing back button, they did not know how to exit the current interaction

Adding a default landing page: Some users mentioned that having a “default” option when opening the app is helpful to avoid the first use decision making in terms of what to do with the app. The first interaction that the users have with the app is choosing between group, mentorship, or jobs and we could default to mentorship while having the other features easily available.

Add information about the mentors rather than pictures: Users were confused about which mentors to choose — should have information about the mentors rather than pictures.

Add previews to names in community maps: Users wanted a preview description besides the names in the community map pins as reminder to who the person is or what kind of event they might be organizing without having to tap on each pin

Analysis and Next Steps

Our product benefits from and relies on network effects — our lofi testing could not test this.

This can be tested by asking more people if they would join this platform as network effects is based on large groups of people. The user interface would change depending on the size of communities, groups and the number of events.

Issues were mostly in the user interface rather than functionality.

Complete another round of testing with the new edits based on feedback from our participants.

Test mentors

Mentors are very important for our first task. Our product needs to be easy for them to use.

Thank you!

Appendix

Best idea: Mobile

Pros:

- Wide reach and less tech barriers
- Maximizes accessibility and convenience
- Push Notifications ➜ Direct engagement with users through timely updates, reminders, and calls to action.
- Integration with Other Apps ➜ Potential for integration with social media, calendars, or payment apps for seamless user experience.
- Cost-Effective Development ➜ Mobile app development can be more cost-effective compared to creating specialized AR hardware experiences.
- Customizable User Experience ➜ Mobile apps can adapt to user preferences and behaviors over time, offering a more tailored experience.
- Easier to update mobile app and integrate with a web version

Cons:

- Less lifelike and meaningful
- People may feel disconnected from the impact of their work (especially when it is remote)

Appendix

VR

Pros:

More interactive and visual, helping our users see the impact of remote opportunities up front

Users feel more connected to remote service opportunities, leading to increased empathy and understanding.

Allows users to interact with environments, situations, or challenges in ways that traditional platforms can't provide.

App can be accessible to anyone, anywhere

The immersive experience might motivate more users to get involved and be more impacted by their service

Much cheaper than organizing physical trips for community impact

Users can explore challenging or dangerous service environments without any physical risk.

AR can be tailored to each user's learning pace and interest areas.

App can be easily updated to reflect current events or newly arising service opportunities.

Cons

Might be culturally insensitive to have a platform that immerses users in another culture (more logistical and ethical issues)

As AR apps are still uncommon, the learning curve may be steep

Less user friendly

Requires more access to technology and less intuitive

Ethical issues: Users might feel they're "doing enough" by just using the app, reducing actual
on-the-ground volunteer work.

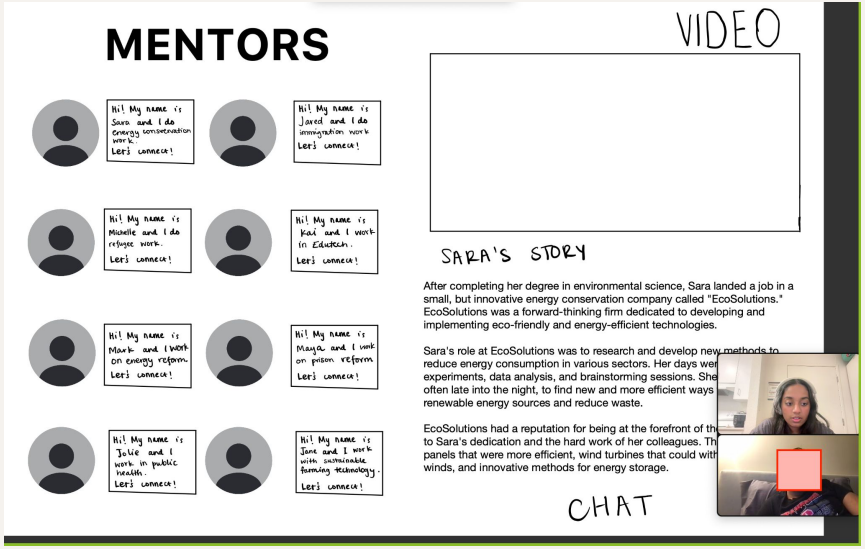
Creating high-quality, realistic AR experiences can be technically challenging and expensive.

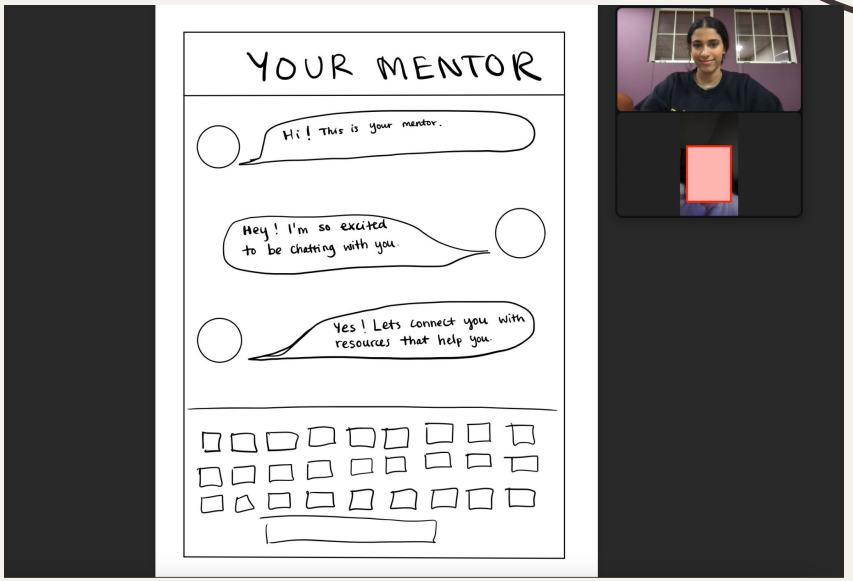
Keeping the app updated and ensuring accurate representation requires regular maintenance and oversight.

Users might engage with the AR experience more for its novelty than for a deep understanding or commitment to the cause.

Service is often for the people that you are helping, not to benefit ourselves and hence this “immersive” experience may be directing too many resources into bettering the experience of the volunteers/workers rather than those who are actually in need.

Zoom Interview





Script

Facilitator: “Hello! How are you today?”
Facilitator: “We invite you to experience a preliminary version of a platform we're developing. The primary mission of this platform is to create a streamlined pathway for undergraduate students into social impact work. It emphasizes mentorship, internships, and community engagement.”
Facilitator: “For our prototype, please imagine these paper mock-ups in front of you as the digital interface of our platform. Feel free to 'tap' on the paper as you would on a real screen, and Saniya, over here, will assist by presenting the subsequent screens based on your choices.”
Facilitator: “We'll be observing various elements, such as where you 'tap' and any impressions or feedback you might offer. You might see us taking notes, but please continue as naturally as possible.”
Facilitator: “Our goal is to understand how you organically interact with our platform and assess the intuitiveness of specific features. Let’s start with the onboarding process. As you navigate, please share your thoughts aloud.”
Facilitator: "Great! To begin with, can you try finding a mentor in your field of interest?"
Facilitator: "Thank you. Now, one core feature of our platform is to help you discover internships in the social impact sector. Could you try accessing internship opportunities?"
Facilitator: "Next, we'd like you to explore the community engagement section. Can you try joining a community or group?"
Facilitator: "Lastly, can you review the mentors and communities you've connected with or joined?"
Facilitator: "On a scale of 1-10, how likely are you to utilize each of the features we explored today?"
Facilitator: "Finally, how likely are you to recommend our platform to a fellow undergraduate student?"

Incident	Severity
“How can a mentor see nonprofits?”	3
“How can a mentor also be connected to opportunities or volunteer with nonprofits?	3
“I wish I could see the network of other mentors and students like the student view has”	2

LOG OF CRITICAL INCIDENTS
Alpa

Incident	Severity
“There are a lot of possible choices, I’m not too sure what I want to see next”	4
“Are there more mentors — can I scroll?”	3
“Can I edit the calendar myself?”	1

LOG OF CRITICAL INCIDENTS
Ani

Incident	Severity
“Where do groups lead to?”	4
“Can pairs of people sign up for this platform?”	3

LOG OF CRITICAL INCIDENTS
Emma

Incident	Severity
“Can I adjust settings on the map?”	2
Asks about the first few buttons and what they do — seems confused	3
Spends extra time on the mentor page - “Do I know if they’ve been successful mentors before”	2

LOG OF CRITICAL INCIDENTS
Claire

Incident	Severity
“Can I see more information about the mentor before I click?”	3
“Is there a back button?”	3
“I wish I could see the network of other mentors and students like the student view has”	2

LOG OF CRITICAL INCIDENTS
Yasmin