Sell-In
Turn Your Passion Into Purpose

Assignment 5: Low-fi Prototype

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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
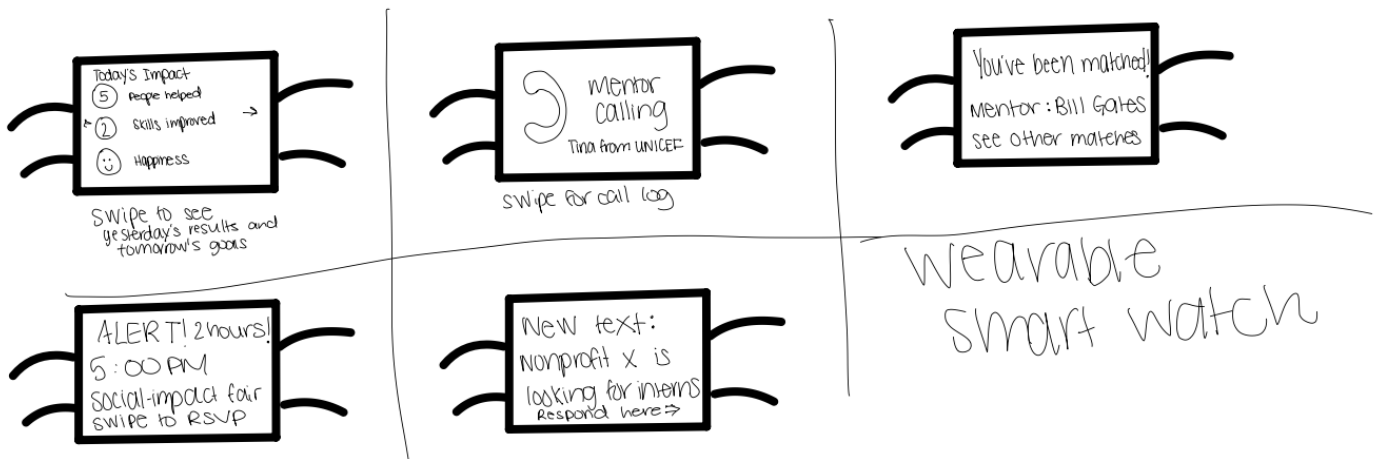
Sketches

Concept Sketches

1. Smart Watch

Fig: This is our realization for a **Smart Watch**, where the interactions are limited to taps and wipes to accommodate the form factor of the watch screen.
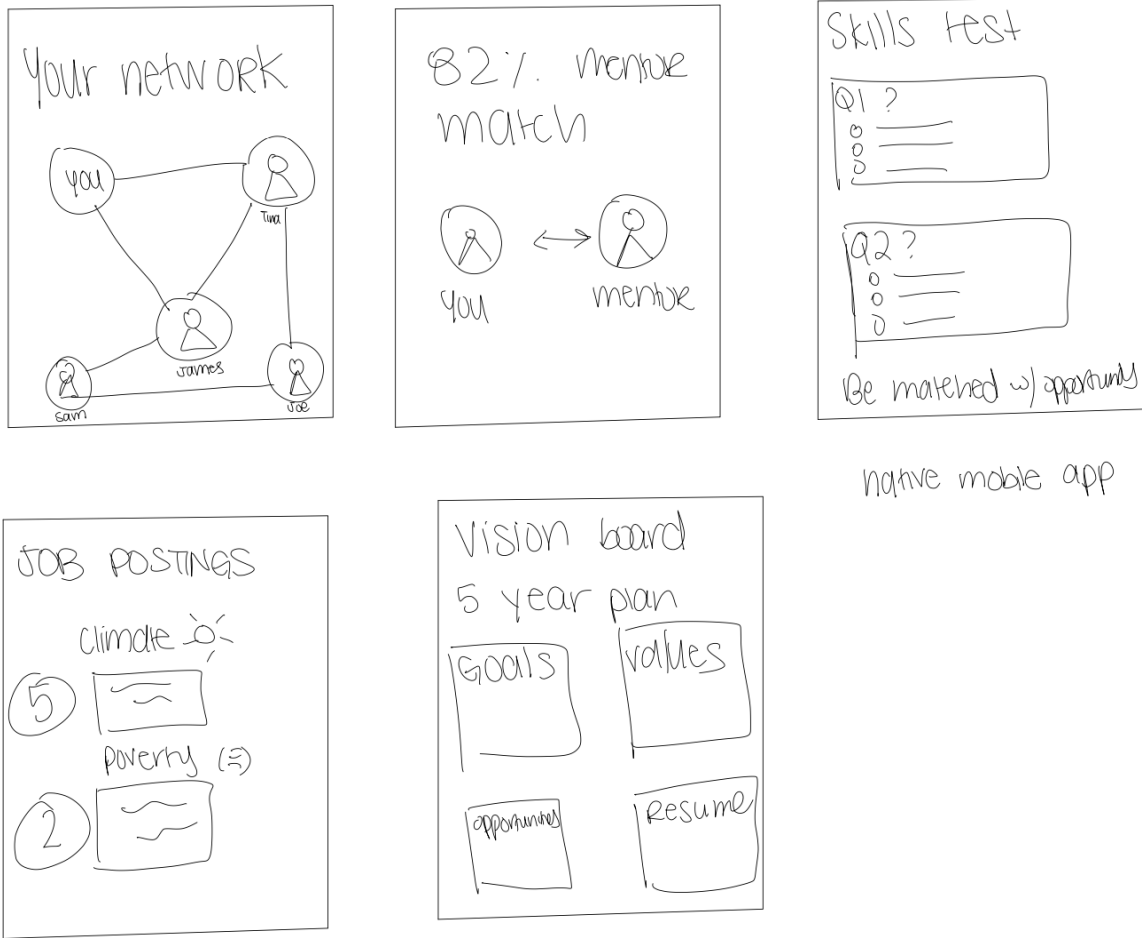
2. Mobile phone

Fig: This is our realization for a **Mobile Phone App**, where the interactions include navigating a network map, getting a mentor match percentage to understand compatibility, skills match, job search, and a place to design your vision board for your impact goals.

3. VR

Panel 1: walks through locations in need of help

Panel 2: hears stories from those in need — can scroll through avail. mentors

Panel 3: Choose mentors — Scroll through sub-communities

Panel 4: Mentor Conversations

Panel 5: Community Meet-ups

Fig: This is our realization for an **Virtual Reality Experience**, where the interactions are immersive for getting mentorship walk throughs, watching and listening to recorded stories of those whose life your work will directly impact, interacting with mentors and meeting/networking with your community in a virtual environment.

Top 2 Storyboards

We decided to further flesh out the storyboards for the mobile and VR apps as the wearable functionality was limited in terms of the screen based interaction and limited us from delivering key features/experiences of our apps like exploring events nearby or conversing with a mentor.

1. Mobile

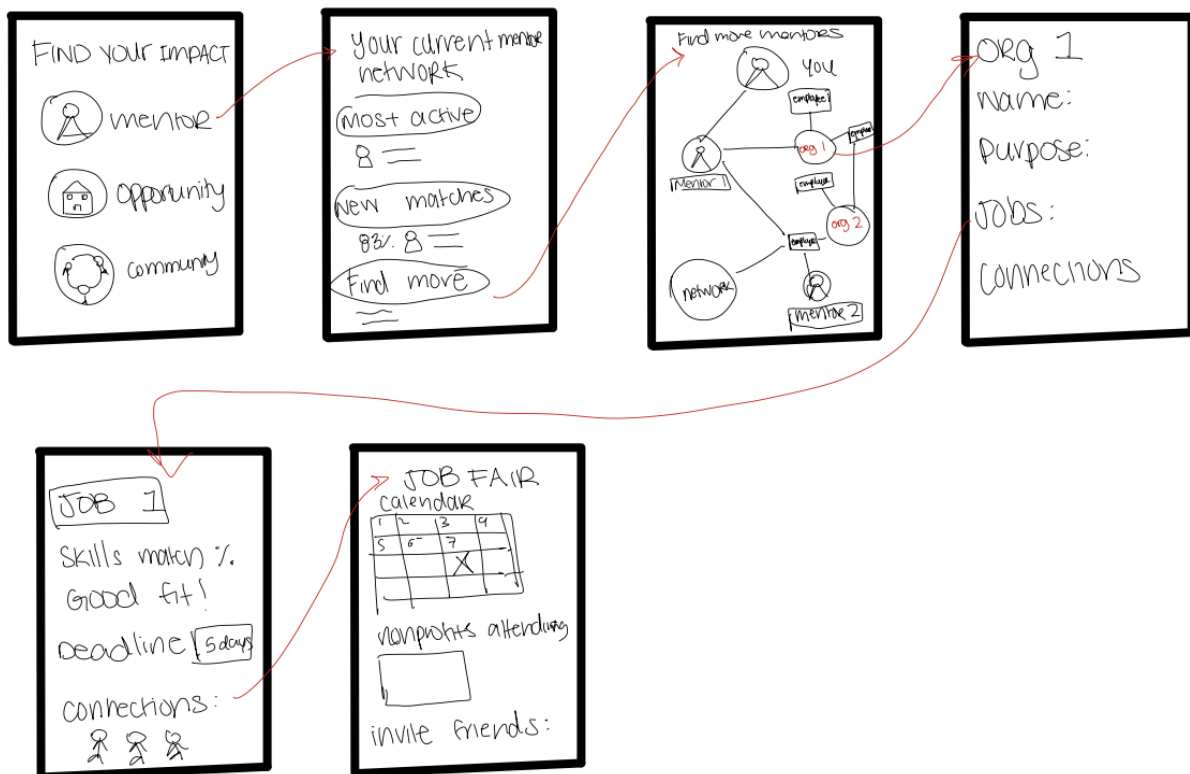**Fig:** Storyboard for our mobile interactions with mentor match and network exploration, skill and referral based matching of jobs, and job fair.

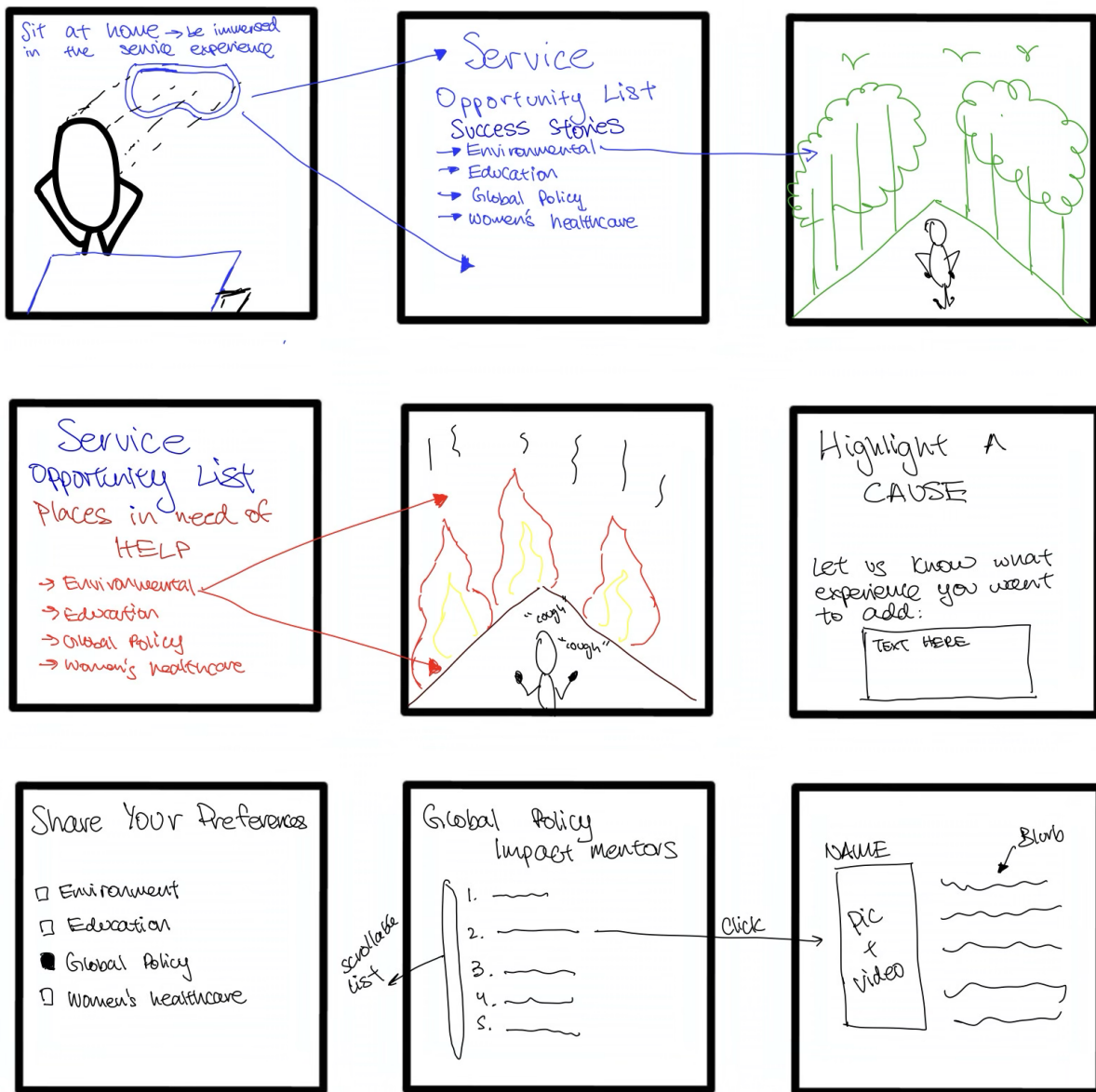## 2. VR

Fig: Storyboard for our VR interaction with with immersive experiences to view a story, explore the circumstances around communities or areas that you might be keen on supporting, and mentor search based on preferences.

Comparison of the two storyboards

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)

AR

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.

We decided to go with the mobile phone realization to build our final low fi prototype. **One of our** key considerations was that the interactions in a virtual environment, while highly convenient, could reduce actual impact work as people might feel good about doing the work virtually. We consider face to face interactions with the community that people are trying to seve an important aspect of our app as we believe it provides a strong anchor to ground their work. **In addition,** our app being targeted to college students, the greater access to mobile phones meant that our app would reach more users.

Lowfi Prototype

We drew our prototype using Notability in iPad. We then printed these individual screens and one of the team members acted as the computer to move these screens in response to user interactions.

Key Features and Functionality

1. Profile for user and mentors and non profits
   a. Users can view their own profiles
   b. Users can also view the profiles of the mentors that includes their intro.
2. Chat with a mentor or join chat forums based on interest
   a. Through the mentor profile, users can chat with the mentors
   b. Users can join community chat forums that are based on broad interests
3. Employment portal
   a. Users can search for job opportunities
   b. Users can share their experience of working for a non profit
   c. Users can search for job fairs
   d. Nonprofits can submit a new opportunity
4. Calendar of community events
   a. Users can view the calendar to plan for and attend future events organized by non profits or mentors
5. Map of community events
   a. Users can view and join events based identified as pins on a map

Novelty of interface design

Our focus is on creating an app that can accommodate users (college students), mentors, and nonprofit. **First**, the novelty in our interface design comes from including a student centered feature set through a one stop interaction with mentors and non profits. **Second**, our app includes community calendar and map to include an interactive view of events and meetup opportunities tailed to enrich student's access to impact opportunities. **Third**, we include familiar features from other frequently used apps (e.g., chats or forum based interaction like slack or glassdoor reviews to rate non profits).

Task Flows
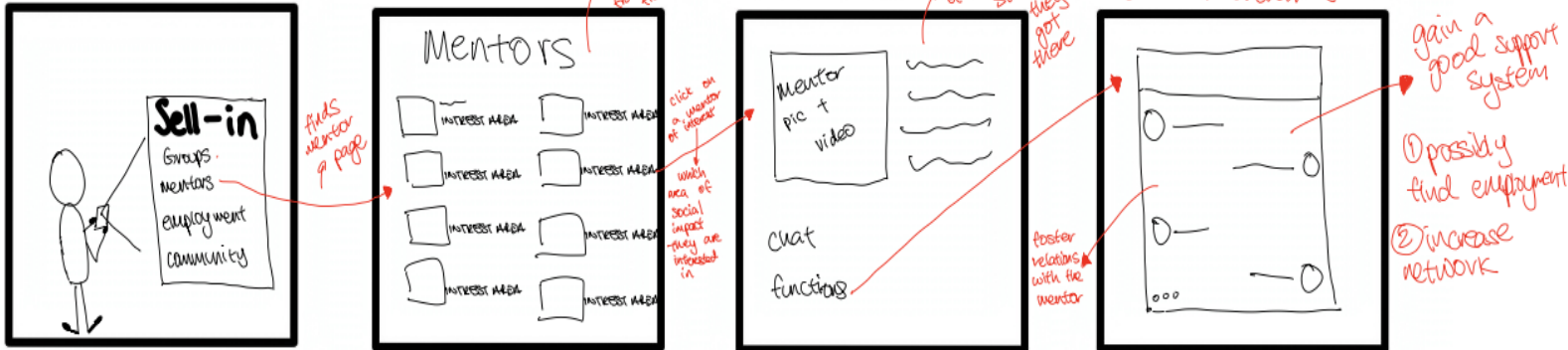
Fig: Simple, medium, and complex task screens and task flows of finding a mentor, job, and a community, respectively.

Bird's eye view the LowFi Prototype

SELL-IN

- GROUPS
- MENTORS
- JOBS
- COMMUNITY

1

MENTORS

2

SARA'S VIDEO

SARA'S STORY

After completing her degree in environmental science, Sara landed a job in a small, but innovative energy conservation company called "EcoSolutions." EcoSolutions was a forward-thinking firm dedicated to developing and implementing eco-friendly and energy-efficient technologies.

Sara's role at EcoSolutions was to research and develop new methods to reduce energy consumption in various sectors. Her days were filled with endless experiments, data analysis, and brainstorming sessions. She worked tirelessly, often late into the night, to find new and more efficient ways to harness renewable energy sources and reduce waste.

EcoSolutions had a reputation for being at the forefront of the industry, thanks to Sara's dedication and the hard work of her colleagues. They designed solar panels that were more efficient, wind turbines that could withstand stronger winds, and innovative methods for energy storage.

CHAT

3

JARED'S VIDEO

JARED'S STORY

Jared had always been drawn to the idea of helping people find a new home and a fresh start. Growing up in a diverse neighborhood where he befriended kids from different countries, he developed a deep appreciation for cultural diversity and a desire to work in immigration. So, when he finished law school, he knew exactly where his passion lay.

His journey into the world of immigration work began at the Legal Aid Center, a non-profit organization dedicated to providing free legal assistance to immigrants seeking refuge in the United States. Jared joined as a junior immigration attorney and was immediately thrown into the complex and emotionally charged world of immigration law.

Every day was a whirlwind of cases, each one a story of hope, despair, and resilience. Jared met people from all walks of life, escaping persecution, violence, and seeking a better future for their families. He listened to their stories, translating them into legal arguments and advocating for their rights.

CHAT

4

MICHELLE'S VIDEO

MICHELLE'S STORY

Michelle Thompson is a dedicated and passionate advocate for refugees, known for her unwavering commitment to improving the lives of displaced individuals and families around the world. With a background in international relations and a heart full of empathy, Michelle has made it her life's mission to stand up for the rights and well-being of the most vulnerable members of our global community.

Michelle's journey in the world of refugee work began with her own experiences of growing up in a diverse neighborhood, where she witnessed the struggles and resilience of refugees from various countries. Her parents, both educators, instilled in her a sense of social justice and the importance of understanding different cultures. These early experiences and values shaped her desire to make a difference in the lives of those forced to flee their homes.

CHAT

5

KAI'S VIDEO

KAI'S STORY

Kai had always been a firm believer in the transformative power of education. Growing up in a family of educators, he saw firsthand how knowledge could change lives. He was also a tech enthusiast, always on the lookout for innovative ways to make learning more accessible and engaging. So, when the opportunity to combine his passion for education and technology came knocking, he jumped at the chance.

Kai joined a small but ambitious Edutech startup called "EduGlobe." The company was founded by a group of educators and tech experts with a mission to revolutionize education by harnessing the potential of technology. They believed that every student, regardless of their background or location, should have access to high-quality education.

CHAT

6

MARK VIDEO

MARK'S STORY

Mark had always been a forward thinker. From an early age, he had a deep concern for the environment and the planet's future. His childhood explorations in the woods and the countless documentaries he watched about climate change left a lasting impression. Mark knew that to make a real impact, he needed to work on something that would affect change on a global scale. Energy reform was his calling.

After earning a degree in environmental engineering, Mark joined a non-profit organization dedicated to energy reform, known as "EcoReform." The organization's mission was to advocate for sustainable energy solutions and influence policymakers to shift towards cleaner, more environmentally friendly energy sources.

CHAT

7

MAYA'S VIDEO

MAYA'S STORY

Maya was a woman of fierce determination and a heart full of compassion. From a young age, she had been acutely aware of the injustices that occurred within the criminal justice system. Her grandfather's wrongful imprisonment for a crime he did not commit had left a profound mark on her. She knew that prison reform was her calling, and she was determined to make a difference.

Upon completing her degree, Maya joined a nonprofit organization dedicated to advocating for prison reform called "Justice Renewed." The organization's mission was to address the systemic issues plaguing the criminal justice system, including overcrowding, harsh sentencing, and the lack of rehabilitative programs for inmates.

CHAT

8

JOLIE'S VIDEO

JOLIE'S STORY

Jolie was a woman on a mission to protect the well-being of her community. From a young age, she had been drawn to the field of public health, driven by a profound desire to make a positive impact on the lives of those around her. Her journey into this critical domain began as she pursued her education in epidemiology and public health management.

After completing her master's degree, Jolie joined a government agency responsible for public health initiatives in her region. She was assigned to a diverse and dynamic team, working on projects aimed at improving the overall health and well-being of the community. Jolie's dedication was evident from the start, and she quickly earned a reputation as a passionate and results-driven public health advocate.

CHAT

9

JANE'S VIDEO

JANE'S STORY

Jane was a woman deeply connected to the Earth, with a passion for sustainability and a vision for a greener future. From her earliest memories, she had felt a profound connection to the land, thanks to her upbringing on a family farm. As she watched the world grapple with the challenges of modern agriculture, she knew that her mission was to find innovative ways to balance food production with environmental preservation.

After obtaining her degree in environmental science, Jane found her calling in the emerging field of sustainability farming technology. She joined a startup called "EcoGrowTech" that aimed to revolutionize farming practices using cutting-edge technology, all while minimizing environmental impact.

CHAT

10

YOUR MENTOR

11

EMPLOYMENT OPPORTUNITIES

- JOB FAIR
- OPEN JOBS
- SUBMIT NEW OPP
- SHARE YOUR EXPERIENCE

12

CALENDAR

OPEN JOB LISTS

- Job Opp 1 — QUALIFICATIONS REQUIRED: C++, Python
- Job Opp 2 — Spanish proficiency
- Job Opp 3 — Public Speaking
- Job Opp 4 — Econ Major

BUILD A COMMUNITY

- COMMUNITY MAP
- COMMUNITY CALENDAR
- CHAT FORUMS
  - COMMUNITY ✗
  - SUSTAINABILITY
  - LEGAL ADVOCACY

YOUR MAP

MEET MATT

PLACE:
TIME:
BLURB:

SIGN UP

CURRENT SIGN-UPS

Overall Task Flow Interaction of our LowFi Prototype
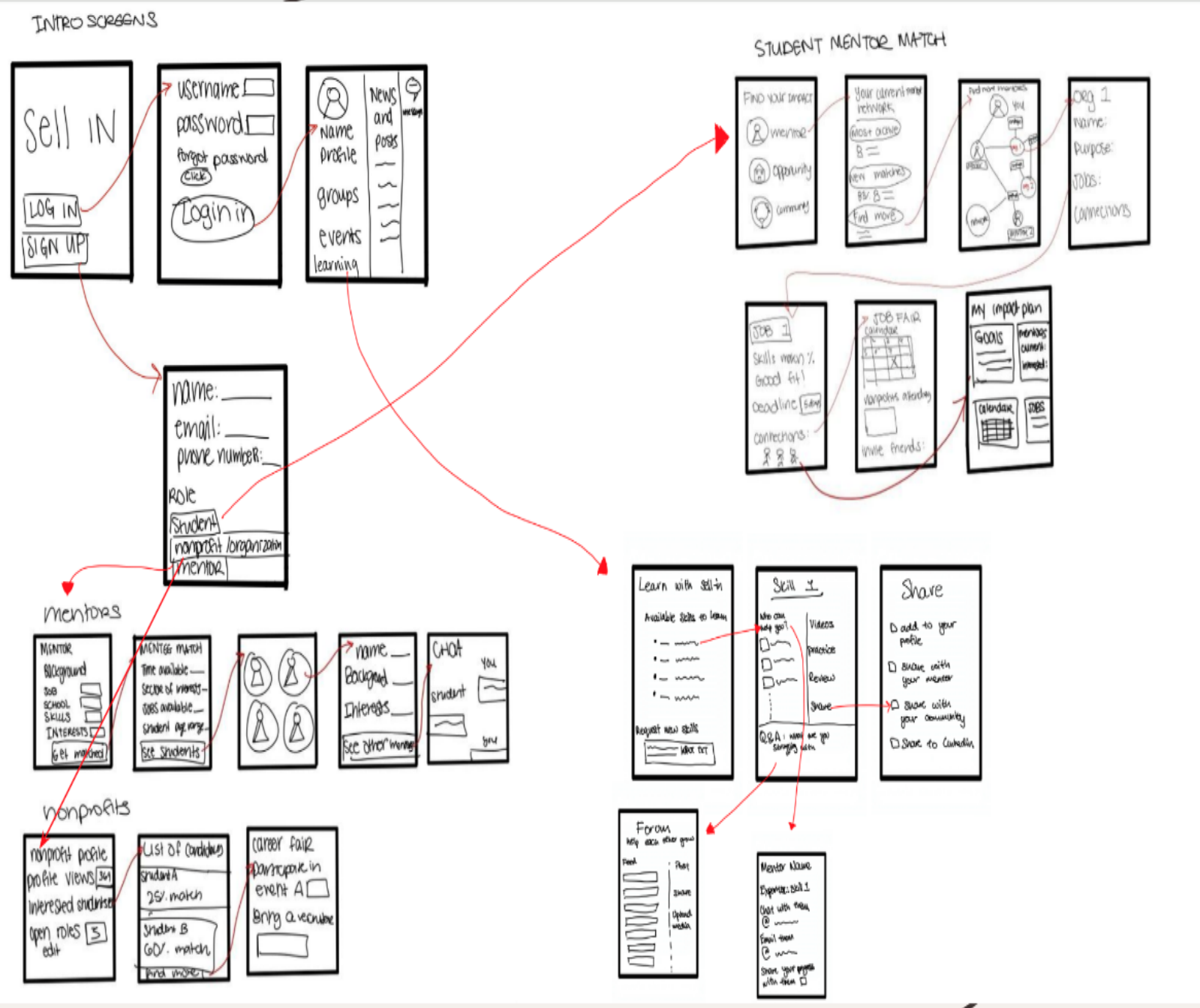

Fig: Overall lowfi prototype with the three task flows of finding a mentor, job, and community.

Usability Testing

Limitations

One of the limitations in our usability testing was that given the users were told to perform high level interactions like "find a mentor" or "search for a job", we feel that those instructions might have given away the interactions that users should've figured out on their own to test the intuitiveness of the design. We wonder if users would know from the get-go whether the current naming of the buttons are clear enough without a walkthrough.