



Assignment 6: Sell-In

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Our Team



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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

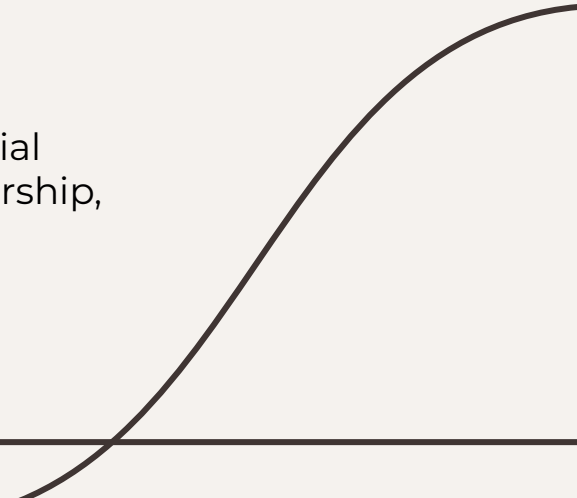
Problem & Initial Solution Overview

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



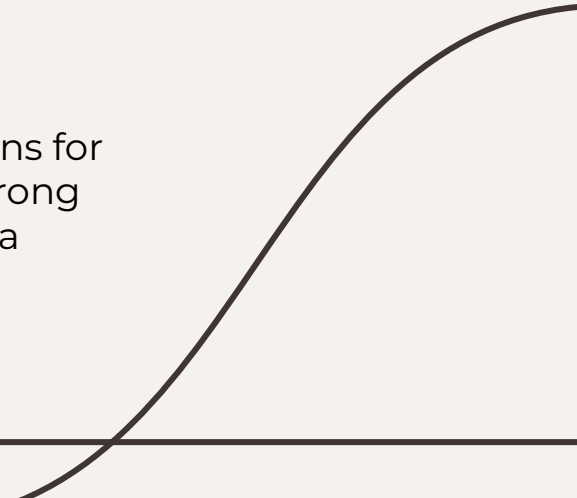
Problem & New Solution Overview

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 dedicated to fostering mentorship connections for undergraduate students in the social impact space, with a strong emphasis on supporting students find internships and build a community through their mentor relationships.



Values in Design

- **Inclusivity**
 - Students from all backgrounds are encouraged to join and use their skills to help
- **Empathy**
 - Students develop empathy for the nonprofits and projects they work with
- **Community**
 - Students feel like they are a part of a network of social good (helping the NGOs and society, and using those skills to help their companies)
- **Meaning**
 - Students find meaning through their social impact work and gain access to mentorship
- **Flexibility**
 - Opportunities are tailored to the students goals and schedules as well as nonprofits needs. Our platform should be fun, and not feel like work.
- **Long-term impact and sustainability**
 - Not just a 1-time volunteer event, but a sustainable cycle of giving with meaning
- **Learning by doing**
 - Encouraging lifelong learning of students through real-world projects, not just classes
- **Knowledge sharing and expanding**
 - Have students share their own skills and knowledge with nonprofits and vice versa
- **Step outside comfort zone**
 - Encourage students to try new things, develop new skills, and work on projects they may not have exposure to in their day to day academic life

Design Features that Encode These Values

- **Inclusivity**
 - Diverse student and mentor **representation**
 - **User generated events** that show up as community events **open to anyone** on the platform
 - Students can **choose to chat** with any mentor from the list of available mentors
- **Empathy**
 - **Community building** and **event engagement** where they can meet like-minded people and share resources for supporting one another for a sense of belonging
 - The **mentor profile page** where they share the stories of their journey and how they overcame challenges
 - **Job opportunities** from NGOs through which students learn the scope of their impact work and challenges that the students can help out with.
- **Community**
 - Community building through **networking events and meetups** that mentors, NGOs, or students themselves can add and organize
 - **Chat with mentors or other mentees** advised by the mentor, which students can find from the **mentor profile page**.
- **Meaning**
 - Students find meaning through their social impact **job opportunities** and **conversation** with mentors and their **peer network** in the app.

Design Features that Encode These Values

- **Flexibility**
 - Students and mentors can **schedule meetings** that fit their schedule through **the chat**
 - Mentors and events list can be **filtered** by pre-set criteria
- **Long-term impact and sustainability**
 - By design, the app is focused on **long-term job opportunities** from NGOs rather a 1-time volunteer event
 - The relationship with mentors is focused on long term connections where they can **revive existing chats** to get advice at different points in their life
- **Learning by doing**
 - By **connecting students to internships and job opportunities**, students get a first hand experience to learn about social impact work
- **Knowledge sharing and expanding**
 - Through **conversations with mentors** and other like-minded people they find during **events**, students get the chance to learn and share new ideas
- **Step outside comfort zone**
 - By focusing on social impact events and internship and job opportunities, the app encourages students to try new things, develop new skills, and work on projects they may not have exposure to in their day to day academic life

Ethical Implications and Value Tensions

1. **Work ↔ Compensation**

- a. Encouraging students to give back without compensation introduces ethical risks. Is it fair to have people work on projects without payment?
- b. Solution: We will make these projects mutually beneficial for all parties involved. Students will feel impact with these opportunities, and gain new skills and experiences in the process.

2. **Student Involvement ↔ Lack of inclusivity**

- a. If we limit this platform to just students, is this platform inclusive?
 - b. Solution: Encourage anyone, at all stages of their lives/careers can give back. We can market to struggling students, but not limit this platform to only them.
-

Stakeholders Overview

Direct

- Students
- Mentors who have dedicated their careers to social impact
- NGOs they're paired with

Indirect

- Communities the nonprofits are helping
 - Students' schools
 - Centers for Career and Professional Development
-

3 Task Clarification

1. Simple: Find a mentor

Encourage students that selling-in is possible

2. Moderate: Find a job

Provide students with job opportunities that they can apply to

3. Complex: Find a community

Connect people with similar social impact related passions

Usability goals & key measurements

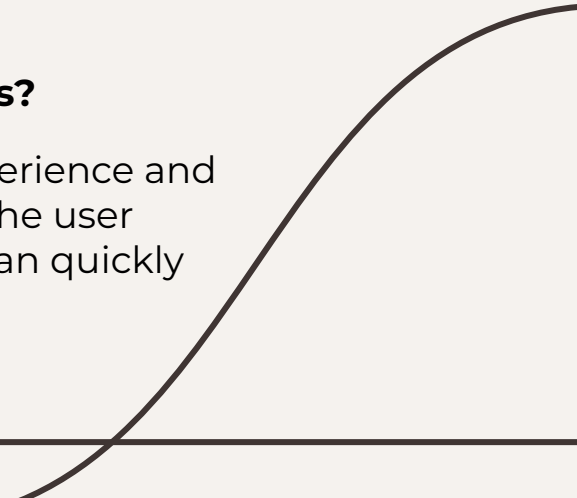
1. **Goal 1: User ease to use**

- Minimal errors and good navigational heuristics in the app
- **Key measurement:** Number of errors per task

2. **Goal 2: Efficiency**

- Quick and intuitive navigation
- **Key measurement:** task completion time

How is your product progressing towards hitting these goals?

- We've revised our prototype features to enhance user experience and efficiency. We reduced redundant features to make sure the user experience is more efficient and easier to use, and users can quickly navigate where they need to go, with less errors per task.
- 

Progress towards Usability Goals

1. **User ease to use**

- Removed the map interface that we used to pin for events around the users to simplify the interface
- Changed the calendar to be a list of events because there was a confusion around who can add events

2. **Efficiency**

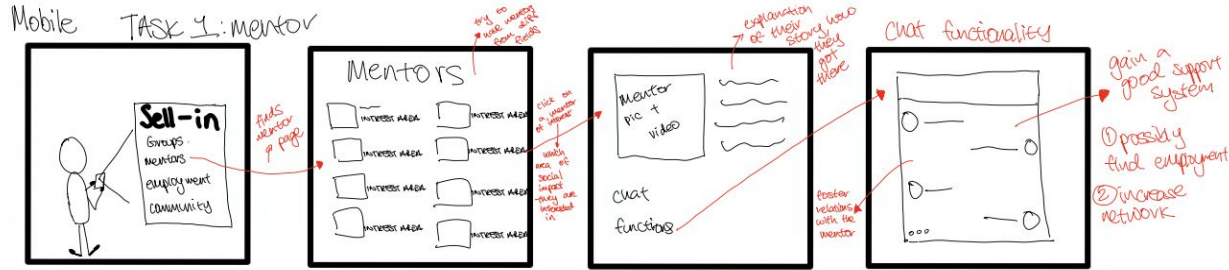
- Changed the landing page from having the tabs for jobs/mentors/events to default to mentors
 - Added a bottom menu navigation bar to quickly switch to jobs/events
 - Added a chat button next to the icon of the mentors, in addition to having it in their profile page, so students can quickly resume or start chats
-



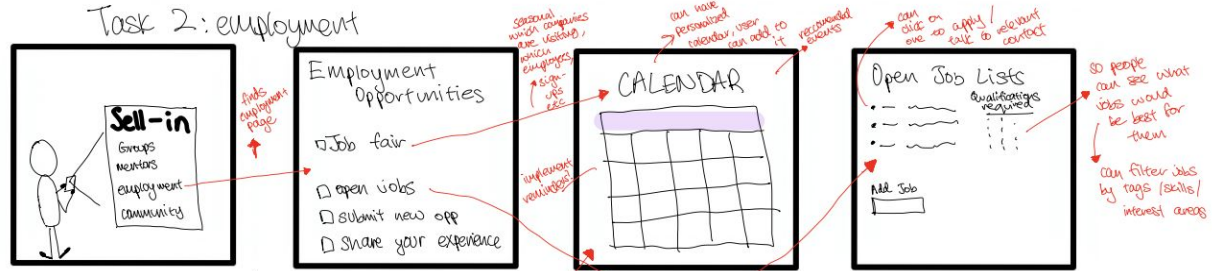
Task Flow Development

Stage 1: 3 task flows : Old

Simple



Moderate

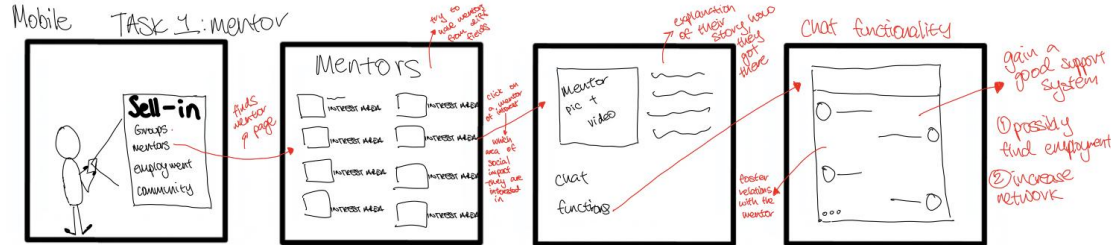


Complex



Stage 1: 3 task flows : New

Simple



Moderate



Complex

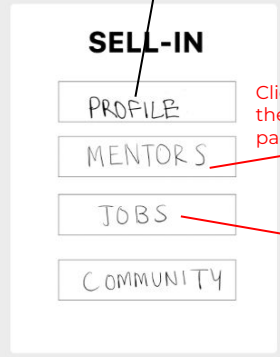


Main task flow change:
Removed map of meets because of feedback

Stage 2

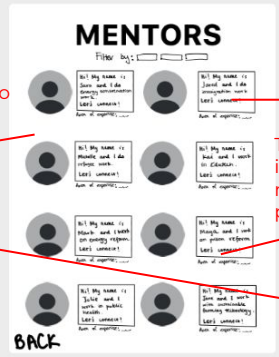
Removed confusion with the Groups/Community, and instead a page to look at your profile

Landing Page



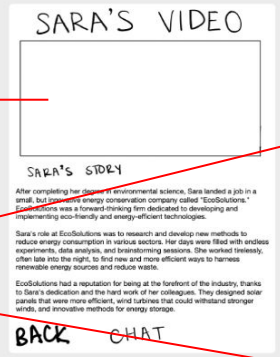
Click to get to the mentor page

Mentor list page



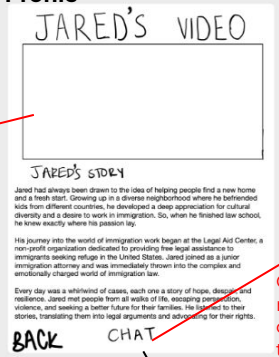
Added back button for back navigation

Example Mentor Profile



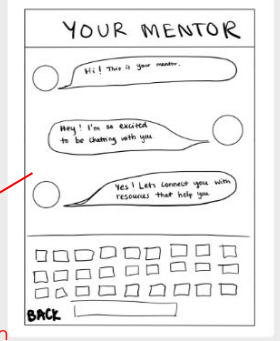
Takes to individual mentor profiles

Example Mentor Profile



Got good feedback for this part, so was the same

Example Mentor Profile



Chat with mentor option at the bottom

Click to next page

Stage 2 of Development

Employment landing page

EMPLOYMENT OPPORTUNITIES

JOB FAIR

OPEN JOBS

SUBMIT NEW OPP

SHARE YOUR EXPERIENCE

BACK

6

Calendar for community events and job fairs

CALENDAR

CALENDAR						

7

List of all open jobs that sell-in is aware of

OPEN JOB LISTS

- Job Opp 1
Description [add to list]
QUALIFICATIONS REQUIRED
C++, Python
- Job Opp 2
Description [add to list]
Spanish proficiency
- Job Opp 3
Description [add to list]
Public Speaking
- Job Opp 4
Description [add to list]
Econ Major

BACK

8

"Join" Page

BUILD A COMMUNITY

Join a Group

COMMUNITY CALENDAR

BACK

9

From community page on previous page, takes user to being able to see different groups / back to the calendar

Click from previous page

Click to see timeline of events

Click to see job listings page

Calendar leads to event calendar

People can access meets here

Removed unnecessary buttons, and removed map for simplicity

Added back button for back navigation



Medium-fi Design Changes



Major design change #1

How should we organize the user's home page?

SELL-IN

PROFILE

MENTORS

JOBS

COMMUNITY

1

Removed confusion with the Jobs, Profile, and Community, and instead added a page to simply identify whether you were a mentee or mentor

Goal 1: User ease to use. Minimal errors and good navigational heuristics in the app. Users find it easier to create an account and log in by first identifying whether they are a mentor or mentee.

Goal 2: Efficiency. Quick and intuitive navigation. Task completion time of creating an account and logging in decreased by reducing to 2 buttons

ARE YOU A

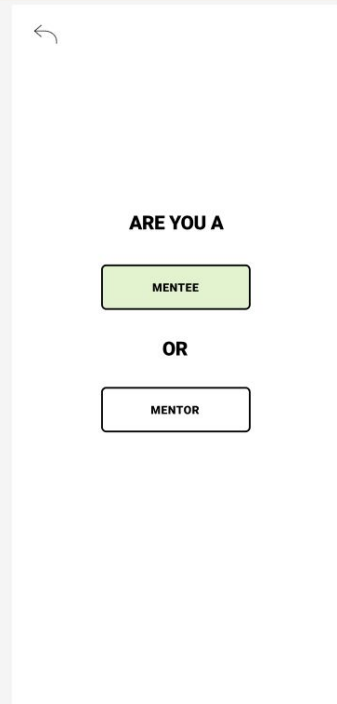
MENTEE

OR

MENTOR

Major design change #1

How should we organize the user's home page?



Feedback from studio:

Prioritize the platform as one to facilitate mentorship and meaningful connections with role-models in social impact. Jobs and community are secondary.

Change:

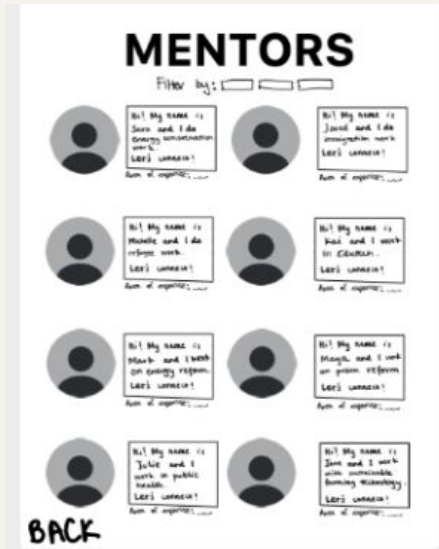
Added a simple page where being a mentee versus mentor are selected

Rationale:

Reducing confusion and emphasize the platform's purpose to bridge divides between mentors and mentees

Major design change #2

Making mentor search easier and more organized

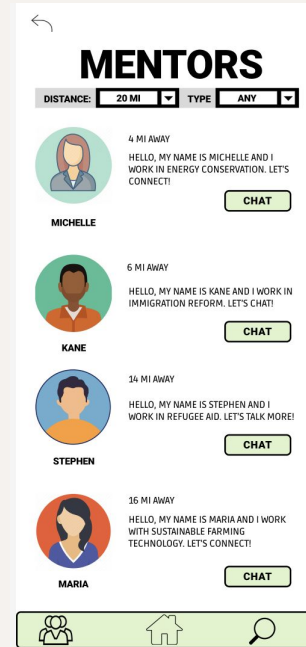


Added a filter to sort through mentors by location, and type

Add a quick chat button so they can easily connect

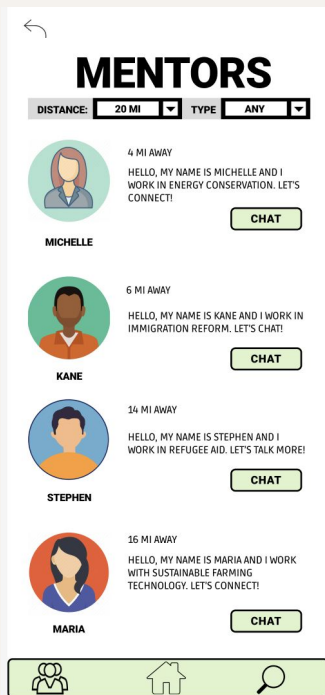
Goal 1: User ease to use. Minimal errors and good navigational heuristics in the app. Users find it easier to find mentors through these filters

Goal 2: Efficiency. Quick and intuitive navigation. Task completion time to chat with mentors decreased by adding a chat button



Major design change #2

How can we make finding a mentor easier?



Feedback from studio:

Make connecting with a mentor more convenient and effective. Have effective filters.

Change:

Added a filter to sort through mentors by location, and type. Added a quick chat button so they can easily connect

Rationale:

Increasing engagement with mentors and ease of accessibility/usage

Next steps:

Add a search button so people can search by name, as well as by company/organization

Major design change #3

How can we make finding, and applying for, a job easier?



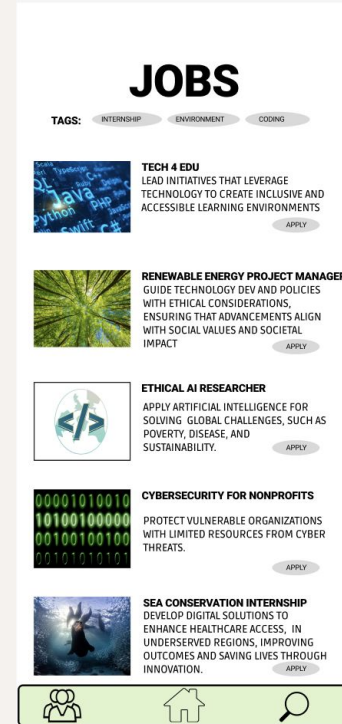
Added a tag feature for jobs and an easy apply button

Added filtering by tags

→

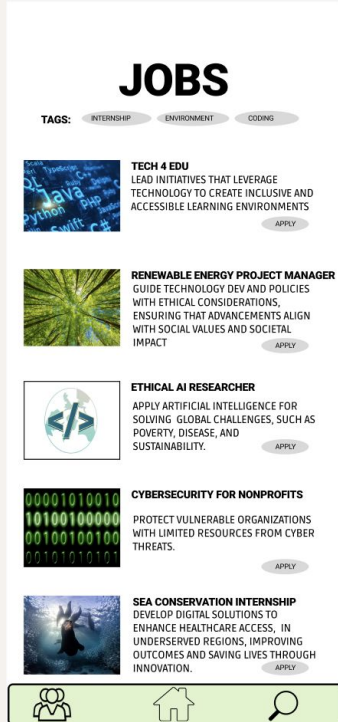
Goal 1: User ease to use. Minimal errors and good navigational heuristics in the app. Users find it easier to find jobs through these filters

Goal 2: Efficiency. Quick and intuitive navigation. Task completion time of finding and applying for a job decreased by adding a chat button



Major design change #3

How can we make finding, and applying for, a job easier?



Feedback from studio:

Be able to apply for jobs directly without adding it to the “wish list.” Search through opportunities beyond qualifications/skills, but general areas.

Change:

Added a tag feature for jobs and an easy apply button. Added filtering jobs by tags

Rationale:

Increasing engagement with different opportunities and effectiveness of applying for jobs. Enhance ease of accessibility/usage

Next steps:

Add a specific job search by name/company feature, instead of just tags
See where mentors/connections work

Simple task part 1: Find a mentor

SELL-IN
TURN YOUR PASSION INTO PURPOSE

LOG IN
SIGN UP

User logs in to see pre-saved information

SIGN UP

jane@example.com
.....
.....

q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123 space return

Log in or sign up

Enter information for first time

LOG IN

jane@example.com
.....

q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123 space return

Log in

Mentor/Mentee have different flows

ARE YOU A

MENTEE

OR

MENTOR

Identify if mentee or mentor

Mentees can go see the mentor list

MENTORS



MICHELLE



KANE



STEPHEN



MARIA

4 MI AWAY
HELLO, MY NAME IS MICHELLE AND I WORK IN ENERGY CONSERVATION. LET'S CONNECT!

CHAT

6 MI AWAY
HELLO, MY NAME IS KANE AND I WORK IN IMMIGRATION REFORM. LET'S CHAT!

CHAT

14 MI AWAY
HELLO, MY NAME IS STEPHEN AND I WORK IN REFUGEE AID. LET'S TALK MORE!

CHAT

15 MI AWAY
HELLO, MY NAME IS MARIA AND I WORK WITH SUSTAINABLE FARMING TECHNOLOGY. LET'S CONNECT!

CHAT



See list of mentors and/or go directly to chat

MICHELLE'S VIDEO



MICHELLE'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 FORMERED 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 THRELESSLY, 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 HERE!

Chat with interested mentor

See mentor profile



MICHELLE

HI JANE, IT IS SO NICE TO TALK TO YOU! WHEN ARE YOU AVAILABLE TO MEET?

YES! I CAN'T WAIT. HOW'S 7PM ON FRIDAY. SHALL WE DO COUPA @658?

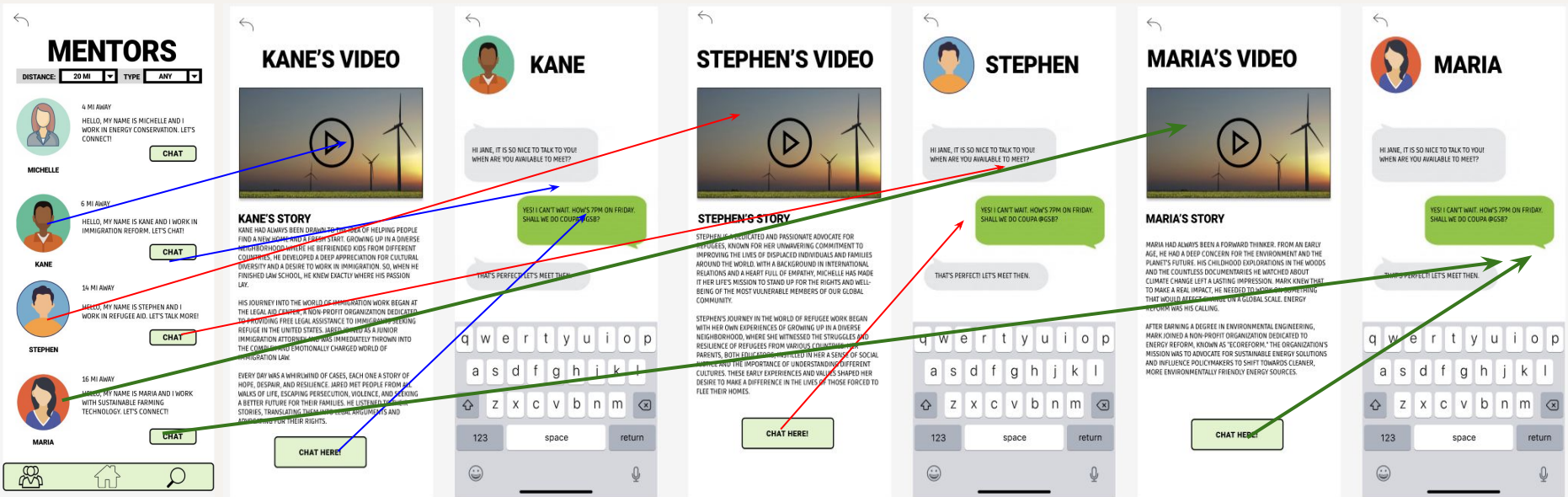
THAT'S PERFECT! LET'S MEET THEN.

q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123 space return

Chat with mentor

Simple task part 1: Find a mentor (pt 2)

Direct chat Kane button takes the user to the chat, while clicking on the person's picture leads to the profile



See list of mentors and/or go directly to chat

See mentor profile

Chat with mentor

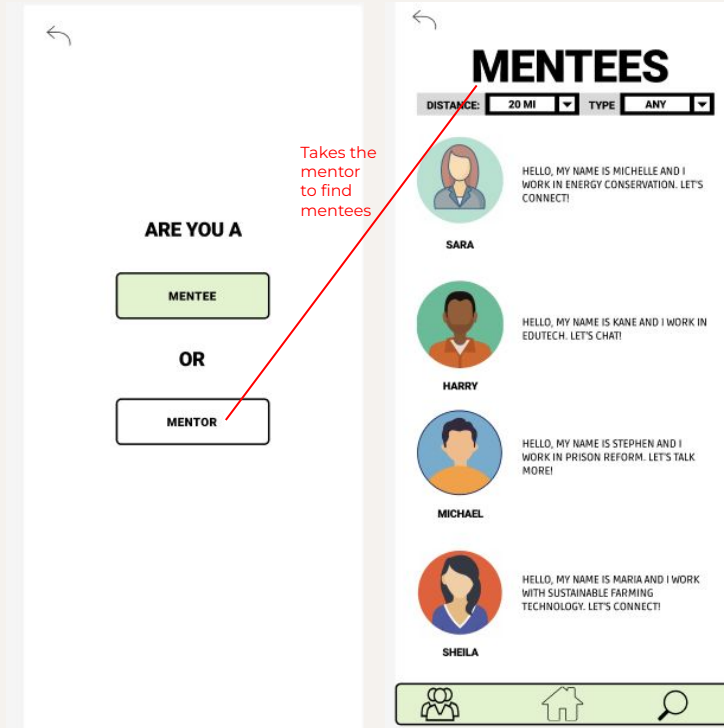
See mentor profile

Chat with mentor

See mentor profile

Chat with mentor

Simple task part 2: Find a mentee



Identify as mentor

See list of mentees

Moderate task: Find a job

MENTEES

DISTANCE: 20 MI TYPE ANY

SARA
HELLO, MY NAME IS MICHELLE AND I WORK IN ENERGY CONSERVATION. LET'S CONNECT!

HARRY
HELLO, MY NAME IS KANE AND I WORK IN EDUTECH. LET'S CHAT!

MICHAEL
HELLO, MY NAME IS STEPHEN AND I WORK IN PRISON REFORM. LET'S TALK MORE!

SHEILA
HELLO, MY NAME IS MARIA AND I WORK WITH SUSTAINABLE FARMING TECHNOLOGY. LET'S CONNECT!

Identify as mentee

JOBS

TAGS: INTERNSHIP ENVIRONMENT CODING

TECH 4 EDU
LEAD INITIATIVES THAT LEVERAGE TECHNOLOGY TO CREATE INCLUSIVE AND ACCESSIBLE LEARNING ENVIRONMENTS

RENEWABLE ENERGY PROJECT MANAGER
GUIDE TECHNOLOGY DEV AND POLICIES WITH ETHICAL CONSIDERATIONS, ENSURING THAT ADVANCEMENTS ALIGN WITH SOCIAL VALUES AND SOCIETAL IMPACT

ETHICAL AI RESEARCHER
APPLY ARTIFICIAL INTELLIGENCE FOR SOLVING GLOBAL CHALLENGES, SUCH AS POVERTY, DISEASE, AND SUSTAINABILITY.

CYBERSECURITY FOR NONPROFITS
PROTECT VULNERABLE ORGANIZATIONS WITH LIMITED RESOURCES FROM CYBER THREATS.

SEA CONSERVATION INTERNSHIP
DEVELOP DIGITAL SOLUTIONS TO ENHANCE HEALTHCARE ACCESS, IN UNDERSERVED REGIONS, IMPROVING OUTCOMES AND SAVING LIVES THROUGH INNOVATION.

See list of jobs with apply button

TECH 4 EDU

KEY RESPONSIBILITIES

- PYTHON, JAVA, JAVASCRIPT, C++
- FAMILIARITY WITH DATABASE SYSTEMS LIKE MYSQL
- PROFICIENCY WITH VERSION CONTROL SYSTEMS LIKE GIT

THE EDUCATION TECHNOLOGY SPECIALIST PLAYS A PIVOTAL ROLE IN THE INTEGRATION AND EFFECTIVE USE OF TECHNOLOGY WITHIN EDUCATIONAL INSTITUTIONS. THIS POSITION INVOLVES COLLABORATING WITH EDUCATORS, ADMINISTRATORS, AND STUDENTS TO ENSURE THAT TECHNOLOGY ENHANCES THE TEACHING AND LEARNING EXPERIENCE. THE SPECIALIST WILL BE RESPONSIBLE FOR IMPLEMENTING, SUPPORTING, AND EVALUATING EDUCATIONAL TECHNOLOGY INITIATIVES, SYSTEMS, AND TOOLS.

CHAT TO PREVIOUS EMPLOYEES

SHEILA **MICHAEL** **HARRY**

APPLY

DUE NOV 16 2023

Clicking on the job has the application hyperlinked, other employees to talk to, and job descriptions

Complex task: Find a community

MENTEES

DISTANCE: 20 MI TYPE: ANY

SARA
HELLO, MY NAME IS MICHELLE AND I WORK IN ENERGY CONSERVATION. LET'S CONNECT!

HARRY
HELLO, MY NAME IS KANE AND I WORK IN EDUTECH. LET'S CHAT!

MICHAEL
HELLO, MY NAME IS STEPHEN AND I WORK IN PRISON REFORM. LET'S TALK MORE!

SHEILA
HELLO, MY NAME IS MARIA AND I WORK WITH SUSTAINABLE FARMING TECHNOLOGY. LET'S CONNECT!

Identify as mentee

Community icon takes you to community events

EVENTS

DISTANCE: 20 MI TYPE: TECH

SOCIAL VENTURE PANEL DISCUSSION
HEAR FROM SOCIAL ENTREPRENEURS WHO SHARE THEIR EXPERIENCES, CHALLENGES, AND INSIGHTS INTO STARTING AND RUNNING IMPACT VENTURES. [RSVP](#)

CONSULTING SOCIAL GOOD WORKSHOP
A CONSULTING WORKSHOP WHERE STUDENTS CAN MEET WITH PROS AND LEARN ABOUT CONSULTING FOR SOCIAL GOOD. [RSVP](#)

SUSTAINABLE DEVELOPMENT HACKATHON
HELLO, MY NAME IS STEPHEN AND I WORK IN PRISON REFORM. LET'S TALK MORE! [RSVP](#)

CODE FOR INCREASED SECURITY
HELLO, MY NAME IS MARIA AND I WORK WITH SUSTAINABLE FARMING TECHNOLOGY. LET'S CONNECT! [RSVP](#)

SEA CONSERVATION INTERNSHIP
HELLO, MY NAME IS MARIA AND I WORK WITH SUSTAINABLE FARMING TECHNOLOGY. LET'S CONNECT! [RSVP](#)

See list of events with RSVP button

Clicking on event sees other RSVPs, and RSVP hyperlink

CONSULTING 4 SOCIAL GOOD WORKSHOP

WHEN: NOV 19TH 2023
WHERE: GSB KNIGHT WAY

DON'T MISS OUT ON THIS TRANSFORMATIVE EVENT! REGISTER NOW TO SECURE YOUR SPOT AND BE A PART OF THE SOCIAL IMPACT REVOLUTION.

BY PARTICIPATING IN THE "EMPOWERING CHANGE" WORKSHOP, YOU'LL LEAVE WITH THE KNOWLEDGE AND TOOLS TO MAKE A TANGIBLE IMPACT IN YOUR COMMUNITY AND SOCIETY AT LARGE. WHETHER YOU'RE JUST STARTING YOUR JOURNEY IN SOCIAL IMPACT OR LOOKING TO ENHANCE YOUR EXISTING INITIATIVES, THIS WORKSHOP WILL EQUIP YOU WITH THE SKILLS AND INSIGHTS NEEDED TO DRIVE CHANGE EFFECTIVELY AND ETHICALLY. JOIN US FOR AN INSPIRING DAY OF LEARNING, COLLABORATION, AND EMPOWERMENT. TOGETHER, WE CAN CREATE A BRIGHTER AND MORE SUSTAINABLE FUTURE.

20+ GUESTS HAVE RSVP'D INCLUDING

SHEILA **MICHAEL** **HARRY**

[RSVP](#)

Prototype Implementation Overview

Tool: Figma

Pros:

- Collaboration (multiple people can work on it at once)
- Easy to get feedback and test it (shareable link to access)
- Easy to use and user friendly interface

Cons:

- Displaying the prototype through various screens can be difficult to navigate and demonstrate
 - Limited functionality to automatically go through screens - requires user to click through rather than automatically showing all functionalities
-

Design Tool: Figma (more details)

Pros

- Easy to collaborate on and share prototypes for testing
- Well documented and ton of resources available on the internet
- Existing library of tools and design framework using grids and alignment makes it easy to use

Cons

- Steep learning curve to navigate design components, frames, which seem a little unintuitive at first
 - Some functionalities like search/filtering are harder to simulate
 - Difficult to debug some transitions especially for complex task flows that require many frames
-

Limitations of Figma: Summary

- **Simulating workflows:** While we can simulate workflows, we could not test the consequences of offering mentors or job opportunities
 - **Testing:** Harder to test 1) user feedback on the network or communities that are built around the different impact focus topics 2) how willing people are to reach out to mentors, how willing mentors are to connect with students, how long these conversations last and how fruitful these conversations can be.
 - **Hardcoded features:** The number of job opportunities presented as well as the number of mentors, the range of interest groups that the mentors represent are also hard-coded into this platform, which limits our ability to test the network aspects of our platform
 - **Conflicting workflows:** We were unable to set the security presets for mentors and mentees and the direct workflows that they can access because our simulation doesn't allow for processing of user input / there is no backend database that we can access.
-

More: Prototype implementation

- Limitation in simulating actual outcomes of mentorship or job opportunities within the med-fi prototype.
 - Inability to test the more crucial elements of our application, such as the long-term use and network effects.
 - Incapability to gather user feedback on the networks or communities formed around various impact-focused topics.
 - Lack of testing for the dynamics of personal connections that the platform aims to foster:
 - The level of users' willingness to initiate contact with mentors.
 - The mentors' responsiveness to connecting with users, especially students.
 - The duration and productivity of the conversations between users and mentors.
 - The preset number of job opportunities and mentors on the platform, and the fixed range of interest groups represented by mentors, which constrains testing the networking features of our platform.
-

Hard-coded Items

- Mentor profiles, jobs, events, and related information as it is hard to get new mentors/jobs/events onto the platform
 - Directly populated the mentor bios, introductory video, and location tags so we could focus on the user interface and task flows
 - Dialogue and messaging components as well as alerts to users were preloaded
 - Job and networking events, such as the descriptions, scheduling, venues, and recommended invitees from nonprofits and mentors were pre-set
-

Wizard of Oz Elements

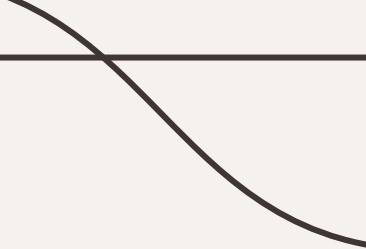
- The mentor profiles are already filled out and a chat is already established. This is because the prototype cannot take in user input and simulate real-time responses and interactions, and hence there is already a pre-loaded chat.
 - The user is given a list of job opportunities that they can “apply” for, without any checks for the user’s required skill-set or experience, because this prototype does not have the capability to filter user characteristics input.
 - Joining a community straight away takes the user to a forum page of a large group of users, combating the cold-start problem of having few users on a platform that requires a multitude of users to flourish.
-

Wizard of Oz Elements

- The security check which takes you to the mentor or the mentee page now happens automatically, whereas in our final application, we would only allow accounts that are registered to mentors to continue on through the mentor page, and the accounts that are registered as mentees to continue through to the mentee page. Right now, any tester of the med-fi prototype will be able to do both.

Appendix

Figma Prototype



Thank you!
