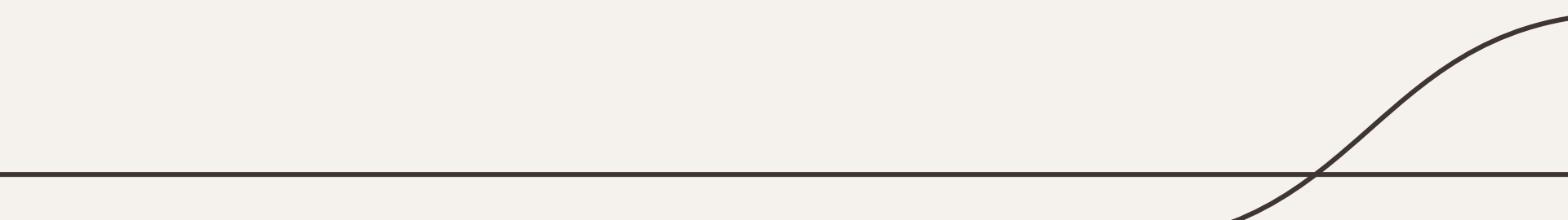




Assignment 8: Sell-In

Anavi, Shardul, Saniya, Sara





social impact

United States

Search



Try Premium for \$0

Jobs

Date posted

Experience level

Salary

Company

On-site/remote

Easy Apply

All filters

social impact in United States

5,001 results

Set alert



Top Creators Operations Strategist Graduate - 2024 Start (MBA)

TikTok

Seattle, WA

\$91.2K/yr - \$143.6K/yr · Medical, 401(k), +1 benefit



4 connections work here

Promoted



Business Partnerships and Sustainability Value Lead

Cargill

Minneapolis, MN

5 company alumni work here

Promoted



Crowd Science Intern (Available June 2024)

Arup

New York, NY (Hybrid)

\$26/hr - \$37/hr



Actively recruiting

Promoted



Graduate Sustainable Investment Advisory Consultant (Available 2024)

Arup

San Francisco, CA (Hybrid)

Associate Advisor

The Behavioural Insights Team · New York, NY 4 weeks ago · 346 applicants



\$64,000/yr - \$70,500/yr · Hybrid · Full-time · Entry level



201-500 employees · Public Policy Offices



See how you compare to 41 applicants. [Try Premium for free](#)



Skills: Qualitative Research, French, +8 more

Apply

Save

About the job

- Full time
- Flexible working options: flexible start and finish times, work-from-home, and compressed hours
- Starting salary: \$64,000 - \$70,500 per year, plus benefits
- This is an entry-level role recommended for those with 1-3 years of professional experience
- Based in: US (Remote)

social impact in United States

About the job

Passionate about behavioral science? Looking for a new opportunity at a successful organization dedicated to creating social impact? If so, we want to hear from you.

The Behavioral Insights Team (BIT) is a global leader in using behavioral research to design services, policies, and interventions that improve pe



Messaging



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

Our Team



Anavi Baddepudi

Computer Science
AI track '25



Sara Bukair

Computer Science
HCI track '25



Saniya Vashist

SymSys
HAI Track '25



Shardul Sapkota

First year Computer Science
PhD

Talk Outline

1. Heuristic evaluation results
2. All UI and product revisions
3. Prototype implementation status
4. Demo

Heuristic evaluation results: High level summary

21 Severity 3
9 Severity 4

~ 31% of total violation were severity 3 and 4

Heuristic evaluation results: High level summary

Design and UI

UX

Personalization and User Profiles

App's Values and Purpose

Design, UI, and UX

Design and UI:

- Enhance **consistency** in design elements like color schemes and patterns.
 - Improve help/**documentation** and UI functionality.
 - Avoid excessive use of caps lock for better **readability and accessibility**.
 - **Differentiate page designs** for finding jobs and events.
-

Design, UI, and UX

Design and UI:

- Enhance **consistency** in design elements like color schemes and patterns.
- Improve help/**documentation** and UI functionality.
- Avoid excessive use of caps lock for better **readability and accessibility**.
- **Differentiate page designs** for finding jobs and events.

UX:

- Refine the "**Find a community**" task flow.
 - **Provide more information** after signing up for events or applying to jobs.
 - Reconsider the emphasis on **location as a primary filter**.
 - **Clarify the app's purpose** throughout the user's interaction.
 - Encourage **long-term engagement** and deep connections.
-

Personalization and Aligning Values

Personalization and User Profiles:

- **Expand** sorting and filtering options for personalization.
- **Include a user profile section** for achievements, resumes, and skills.

App's Values:

- **Reinforce the app's values** and social impact throughout the user experience.
 - Emphasize fostering a **sense of community and longevity** in social impact efforts.
-

Heuristic evaluation results: High level summary

Design and UI:

- Enhance consistency in design elements like color schemes and patterns.
- Improve help/documentation and UI functionality.
- Avoid excessive use of caps lock for better readability and accessibility.
- Differentiate page designs for finding jobs and events.

UX:

- Refine the "Find a community" task flow.
- Provide more information after signing up for events or applying to jobs.
- Reconsider the emphasis on location as a primary filter.
- Clarify the app's purpose throughout the user's interaction.
- Encourage long-term engagement and deep connections.

Personalization and User Profiles:

- Expand sorting and filtering options for personalization.
- Include a user profile section for achievements, resumes, and skills.

App's Values and Purpose:

- Reinforce the app's values and social impact throughout the user experience.
 - Emphasize fostering a sense of community and longevity in social impact efforts.
-

Revisions not addressed

- Task flows **not working well** or buttons not functioning → these have been fixed with the implementation and some were limitations of figma
 - **Help and Documentation** for how to support mentees → A walkthrough in an ideal prototype of the app
 - Event **history** or Jobs applied → Having a profile page with details would address this, but we have found a workaround for the time being
 - **Type and Distance** is undefined → Consistency with other apps that have distance based filtering and type options are self-descriptive
 - **RSVP'ing for an event** and alignment with overall values of the platform → Events are important and joining communities is an additional task flow that we envision to implement in another iteration. For now, we focus on highlighting recurring events from the same non-profits/clubs.
 - Workflows for **mentors** → Beyond the scope of the app implementation/design
 - Application **materials** for a job → Link them to the non-profits job portal
-

Overall HE Violations

User Interface & Navigation

- **Severity 4:** Issues with tab visibility, inconsistent event access, and navigation problems.

Content & Information Display

- **Severity 3:** Unclear icon functions, poor labeling, repetitive descriptors, excessive text without visuals, overuse of uppercase text, and ambiguous default option wording.

System Status & Feedback

- **Severity 3:** Lack of clarity in job application status and missing input fields in chat.

Functionality & Features

- **Severity 3:** Absence of a history page, no save option for searches or tags, and no direct return function in chat.

Help & Documentation

- **Severity 3:** Ambiguity in metrics and profile access, with insufficient mentor guidance.

Inclusion & Community Focus

- **Severity 3:** Missing non-profit sections, oversimplified mentor profiles, and event-focused community aspects.

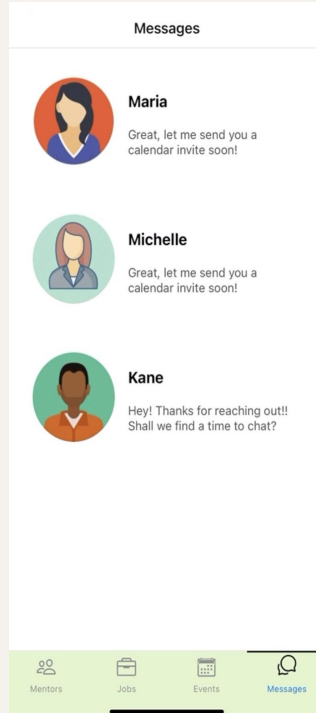
Role Clarity & User Control

- **Severity 3:** Unclear roles during signup and lack of mentor type indication.
-

UI and product revisions: Navigation



Before

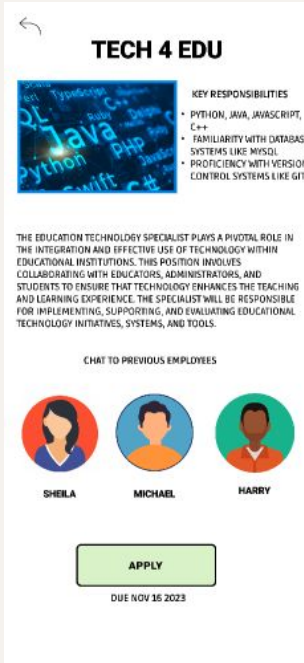


After

Change: Added description for each navigation tab, current tab identification, and relevant icons

Reason: For first-time users, it might not be obvious to them what each tab represents.

UI and product revisions: Non-Profits



Before

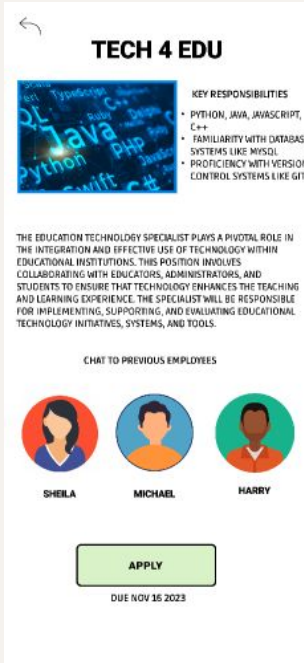


After

Change: Added non-profit description

Reason: To help users develop empathy towards the work the non-profits are doing

UI and product revisions: UPPER Case



Before



After

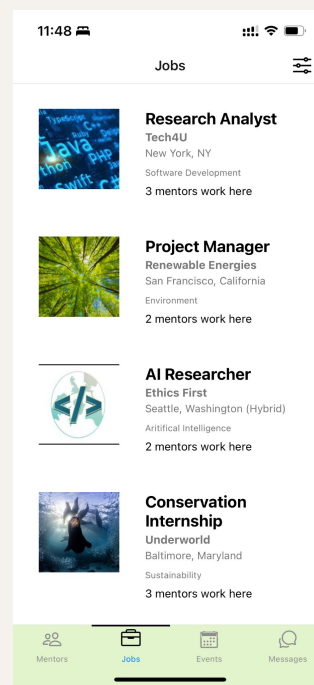
Change: Removed all CAPS texts

Reason: To make reading text quicker and easier on the eye

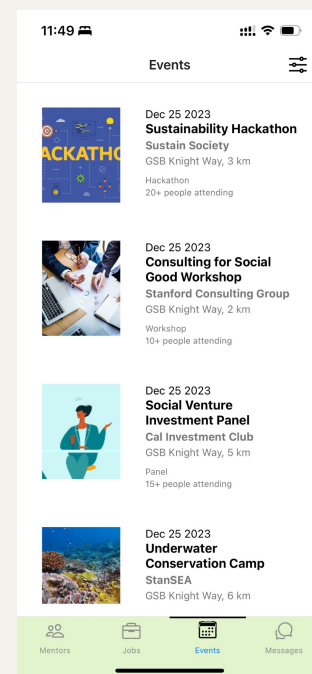
UI and product revisions: Different Designs



Before



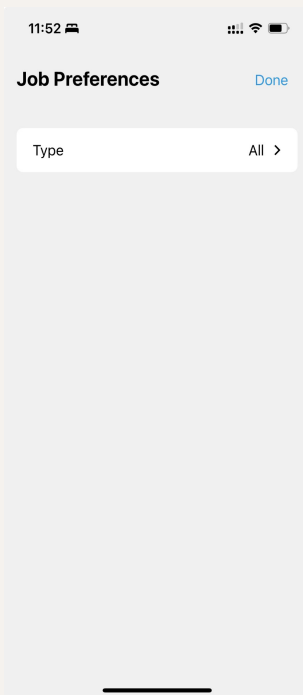
After



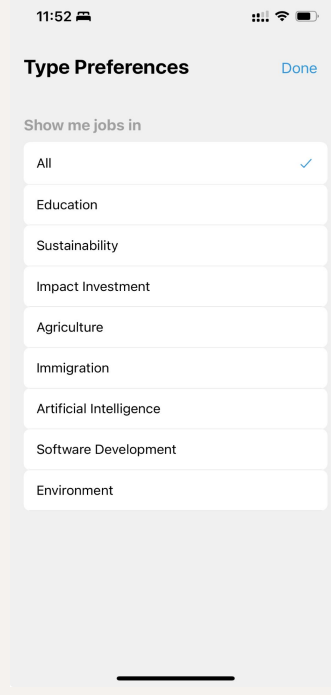
UI and product revisions: Job Tags



Before



After



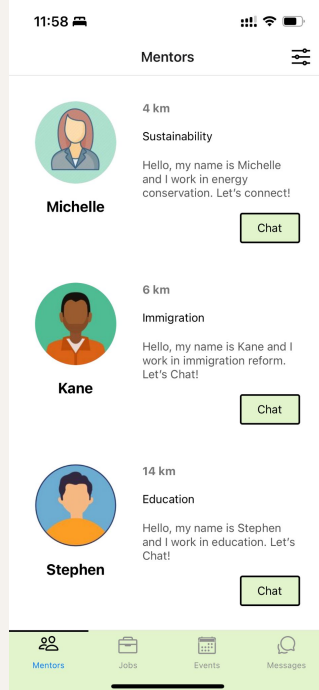
Change: Added selection for the filter, so it is easier to select from commonly used preference settings

Reason: To help make the workflow easier

Task 1 revisions: Filter bar, Mentor Type



Before



After

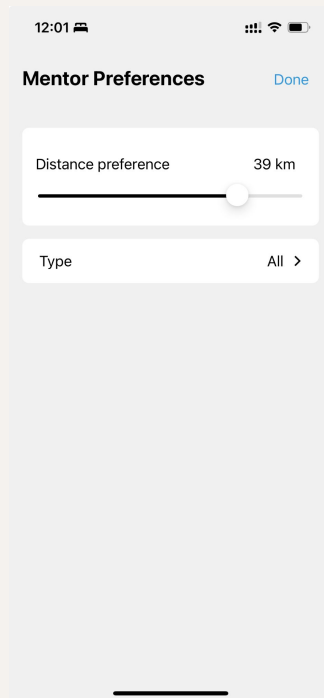
Change: Changed filter bar and added mentor type

Reason: Made the design consistent across the tabs and give an option to users to hide the preferences when they don't need it

Task 1 revisions: Type Definition



Before



After

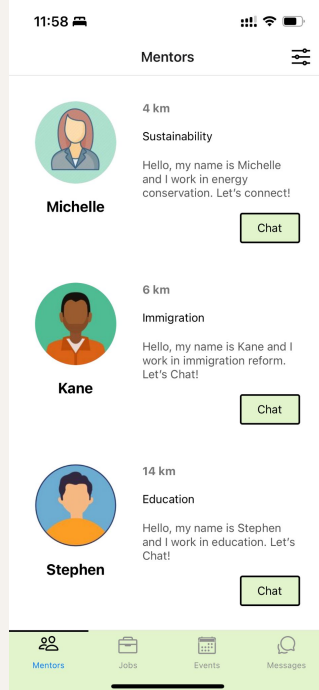
Change: Type changed from “any” to “all”

Reason: Type: Any is more programmer/system oriented language and thus less friendly

Task 1 revisions: Missing Mentor Type



Before



After

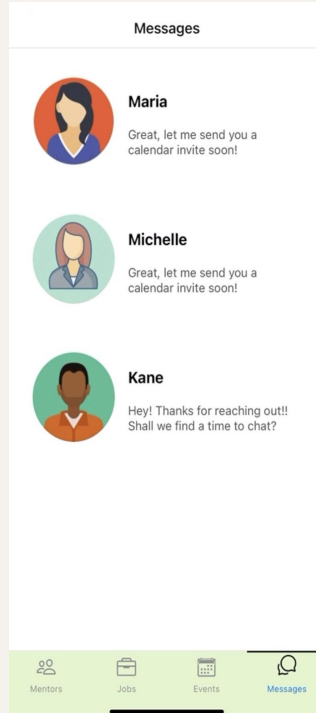
Change: Type changed from “any” to “all”

Reason: Type: Any is more programmer/system oriented language and thus less friendly

Task 1 revisions: Shortcut to see messages



Before



After

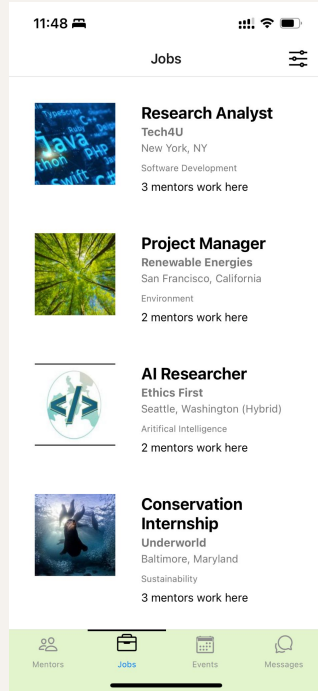
Change: Added a messages tab in the navbar

Reason: Quickly access messages and resume conversations

Task 2 revisions: Jobs Tab



Before



After

Change: Added location, mentors working here, non-profit name, and type of job

Reason: To give users quick feedback and resources available to them to chat with the mentors working in these places

Task 2 revisions: Applied Job Response



Before



After

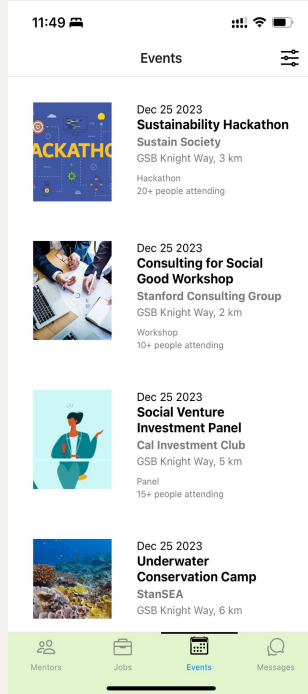
Change: Grey out the Applied button upon applying for a job

Reason: To give feedback to the users that they have already applied to a position or rsvp'ed for an event

Task 3 revisions: Events Tab



Before



After

Change: Highlight event, add date, location, and how many people are attending the event

Reason: To give users an idea of how big the event is going to be

Task 3 revisions: Event Details



Before



After

Change: Add Description of the non profit/club as well as the event

Reason: To give users an idea of the communities that they can join or reach out to

Progress towards usability goals

The revised changes help our usability goals of **task success** and **efficiency of tasks**. They are focused on improving user experience and engagement in our app.

For example clear **tab descriptions reduce the time and effort** users spend figuring out where to go for specific functions, leading to more efficient navigation and task completion.

Easy access to history saves users time in recalling or reconstructing their past engagements, making it more efficient to reflect on their experiences and apply these insights to future activities

And by providing direct information about the **non-profits and their projects**, users can **quickly decide where to contribute**, streamlining their decision-making process, and enhancing their task success of finding an opportunity

Prototype implementation status

Framework/tools being used

Github

React Native

Expo

Prototype implementation status

Implemented features

- Mentors (profiles)
 - View Profile
 - Send Messages
 - View Message History
 - Filter by category of impact work and distance from the mentee
- Jobs (with filters)
- Events (with filters)
- Messages

c. Unimplemented features & plans to finish

Implemented all features

Prototype implementation status

Implemented features

- Mentors (profiles)
 - View Profile
 - Send Messages
 - View Message History
 - Filter by category of impact work and distance from the mentee

Prototype implementation status

Implemented features

- Jobs
 - Filter by type
 - View Job Description and Non-profit Description
 - View Mentors working in the company
 - View Mentor Profile/Chat with Mentors through the Jobs Tab

Prototype implementation status

Implemented features

- Events
 - Filter by type and distance
 - View description about the non-profit hosting it as well as the event itself
 - View the number of people going to the event
 - View Mentor Profile/Chat with Mentors
-

Prototype implementation status

Wizard of Oz techniques

- Pre-loaded **chat** in mentor profiles due to prototype limitations in simulating real-time interactions.
 - **List of job opportunities** available to "apply" for without filtering for user skill-set or experience.
 - Automatic redirection to mentor or **mentee page** in the prototype, whereas the final application will restrict access based on registered account type (mentor or mentee).
 - Pressing on **“Apply”** and **“RSVP”** changes to **“Applied”** or **“RSVPed”** as if you had already done that
-

Prototype implementation status

Hard-coded aspects

- Hard-coded **users, jobs, events**, and related information in the app.
 - Direct population of **user and mentor bios**, as well as event details.
 - Mentor profile information, including bios, **introductory videos**, and tags for location and interests, were hard-coded.
 - **Number of mentors** that work at job
 - Preloaded job and networking event details, including descriptions, **scheduling**, venues, and recommended invitees.
 - **Pre-set chat and messaging** components
-

A minimalist design featuring a white background. A thin, dark horizontal line runs across the top. A smooth, dark curve starts from the left edge, dips down, and then rises to meet the horizontal line. Another similar curve is positioned at the bottom right, starting from the bottom edge and rising to meet the horizontal line. In the center, the word "DEMO" is written in a large, bold, black serif font.

DEMO

