SELL-IN

TURN YOUR PASSION INTO PURPOSE

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[**Med-fi Prototype Link**](#)

Target Audience:

Our target audience are college students with a desire to work in social impact fields, which we define as an occupation that overall has positive change on the people or natural environment, working at non-profit organizations, and service-related fields. We want to provide these students with motivation and incentive to stay in these fields and not seek other jobs because of "sell-out" culture, through providing mentorship opportunities, communities surrounding focus topics and overall awareness about jobs available.

Design Tools:

Our chosen design tool for the med-fi prototype was Figma. We decided on this platform as it allowed us to simulate different workflows and buttons that the users could click and interact with, while also mimicking what our final UI would look like, using Wizard of Oz techniques.

Tasks:

Simple task: Find a mentor

Moderate task: Find a job

Complex task: Find a community

Operating Instructions:

The main navigation tool that we are using is a bottom navigation bar to ensure that our main three tasks are easily and quickly accessible. Our navigation bar will lead the user to the "Home" landing page, which is where the list of mentors will be located. The list of mentors, in the final prototype, should allow for filters. Users can scroll through the list of mentors, click on them for more information and chat with them, either with the instant chat function or chatting through the mentor specific profile page.

Our next main page is the community page, which is also accessible through the bottom navigation bar. The task of building a community is done through the events page, where users can access events using a filter based on location and focus area (the filter has been hardcoded due to limitations with our chosen platform).

Our last main page is the search bar, which aims to tackle the third task where we have a job search option, where users will be linked to the job page, which offers jobs based on location and topic as well as preferred requirements and experience.

We have also implemented back buttons based on user testing feedback, so users can back navigate as well as always come back to the main home mentor page whenever required.

Limitations:

One limitation of our med-fi prototype is that while we can simulate workflows, we could not test the consequences of offering mentors or job opportunities, which is arguably the more important aspect to our application. We believe that our value proposition is in the long term

implications of using our application as well as benefiting from the network effects of our platform. Thus, we cannot test user feedback on the network or communities that are built around the different impact focus topics. We were also unable to test our certain aspects of the personal connections that we hope to build — 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. 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. Another limitation is that we cannot 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. Hence, the separate workflows for the mentor and the mentee can be accessed by any user.

Wizard of Oz:

Our Wizard of Oz elements include:

1. 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.

2. 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.

3. 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.

4. 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.

Hard-Coded Items:

For our current med-fi prototype, we hard-coded our users, jobs, events, and related information. We also directly populated the user and mentor bios, as well as the event details. . All of the mentor profile information in the app including the mentor bio, their introductory video, and the tags communicating their location and interests were hard-coded for this version of the app. Moreover, the job and networking events, such as the descriptions, scheduling, venues, and recommended invitees from nonprofits and mentors, were preloaded. The dialogue and messaging components, as well as the alerts intended for users, were also pre-set.