

MIT Hive

User Experience Strategy

5/26/16

“The MIT Hive is a vibrant, enduring, self-perpetuating digital community of MITx learners and the MIT core community of students, faculty, and alumni, who find value in their **shared connections** and their **passion for problem-solving** and whose activities create value for MIT.”

1. Agility:

Informed and explicit guesses about audience needs in order to follow a nimble development path of prototype, learn and iterate.

2. User Centered Design:

Guided by a mission to create experiences that are useful, usable, and desirable for our users.

3. Compromise:

Informed and explicit tradeoffs against long term goals to establish a foothold for pilot release.

- 1. Quality of Participants**
- 2. Value of Connections**
- 3. Scalable and Sustainable**
- 4. MIT-Centric Tool**
- 5. Positive Outcomes**

1. Quality of Participants:

The MIT Hive should bring together participants who share the same values, principles, ambition, intellect and perseverance as MIT community members.

To accomplish this, we expect to employ MITx learner “gatekeeping” and “tiering,” using proxy measures like MITx grades or progress, and competitive activities like challenges and contests.

This may reduce community size, but it allows us to better engineer community values and principles.

(Pilot targets 300-500 participants @ 40 L : 30 A : 20 S : 10 F)

2. Value of Connections:

The MIT Hive should provide clear value to all participants, by advancing their career goals, and benefit both campus and non-campus audiences.

Although all Hive connections are valuable, we place particular value on peer-to-peer MITx learner connections, and cross-audience connections.

3. Scalable and Sustainable:

The MIT Hive should grow its member base without requiring excessive additional resources to support the community.

We want to engineer the crowdsourcing of user-generated content, not create a magazine.

Features should also be designed to allow for the eventual participation of a large user base.

We anticipate ongoing resources for some level of community management, feature development, and expert content creation.

4. MIT-Centric Tool:

The MIT Hive's activities should represent the brand and spirit of MIT. It's features should build upon its existing programs and infrastructure where possible.

Shared problem-solving is our best hypothesis for catalyzing the community engagement that is central to MIT and the MIT Hive's mission.

We should leverage “challenges” or problems that already exist as much as possible, rather than creating new ones.

We should transcend campus silos by supporting existing programs (MicroMasters, u-lab, MIT Enterprise Forum, d-lab, Climate Co-lab, Alumni Association, Trust Center, Venture Mentoring Services)

5. Positive Outcomes:

The MIT Hive should create measurable positive outcomes both within its four walls, and also through offline or parallel success stories that positively impact both MIT and its participants.

There will be three categories of positive outcomes:

- Those that demonstrate activity and engagement with MIT Hive*
- Those that demonstrate benefits for MIT campus or programs*
- Those that demonstrate personal benefits for those who participate.*

5. Positive Outcomes:

Hive Engagement

1a Quality connections: The number of online exchange between members.

1b Engagement: The length of time and activities recorded per session on the Hive.

1c Retention: The number and frequency of return visits to the Hive; average length of Hive membership.

1d Referrals: The number of members who join on a member invitation.

1e Global Membership levels: Sustained membership numbers despite attrition.

1f User reported value: Ratings from Hive members.

1g Scalability: Ratio of User-generated content (UGC) to Hive staff-created content.

1h Sustainability: Cost of ongoing improvements in relation to community growth.

Campus Benefits

2a MitX Members: Hive members who sign up for MITx / MicroMasters (+ other edX courses?)

2b MITx Certificates: Hive members who sign up as MITx verified/credentialed learners

2c MIT GEB: Bootcamp enrollments

2d Competitions: Campus competition participation

2e Residential enrollments: Hive members who apply for MIT exec ed or degree programs.

2f Donations: Hive members who make MIT campaign donations

Member Benefits

3a Making connections: Find someone (cofounder, coach, mentor), Sustained connections.

3b. Creating change: Attitude change, Apply to (school, job, competition), Start a venture

3c. Achievement: Get admitted (school, job), Place/win a competition, Get funding.

3d. Sharing: Teach or coach others, Improve the community with content.

3e. Solving: Create innovative solutions to real problems.

“I want to advance my career through learning”



1. “As an **MITx learner**, I want to make connections to get peer feedback, coaching/mentorship, expert advice, and in-person meetings with fellow MITx learners, so I can advance my career.”



2. “As an **MIT alumni**, I want to reconnect with campus activity, find new connections, and share my own expertise as a or mentor, so I can advance my career **or recruit new talent.**”



3. “As an **MIT faculty member** (or grad student), I want my teaching to reach smart learners around the world, make connections that further my research, or solve I particular technical challenge, so I can advance my career.



4. “As an **MIT student**, I’m looking for ways to do something outside MIT’s four walls, or back in my home community, so I’m looking for contacts, experts, and fellow travelers, to help advance my career.”

Our Challenge



MITx Learners



MIT Alumni

Q: How to bring together such a diverse group of people with such a broad range of goals, and so many competing interests, in typically low-engagement digital settings?

Hive Design Principles

Focus on learning.

Surface points in common.

Advance personal / career goals.

Engineer modes of engagement.



MIT Faculty

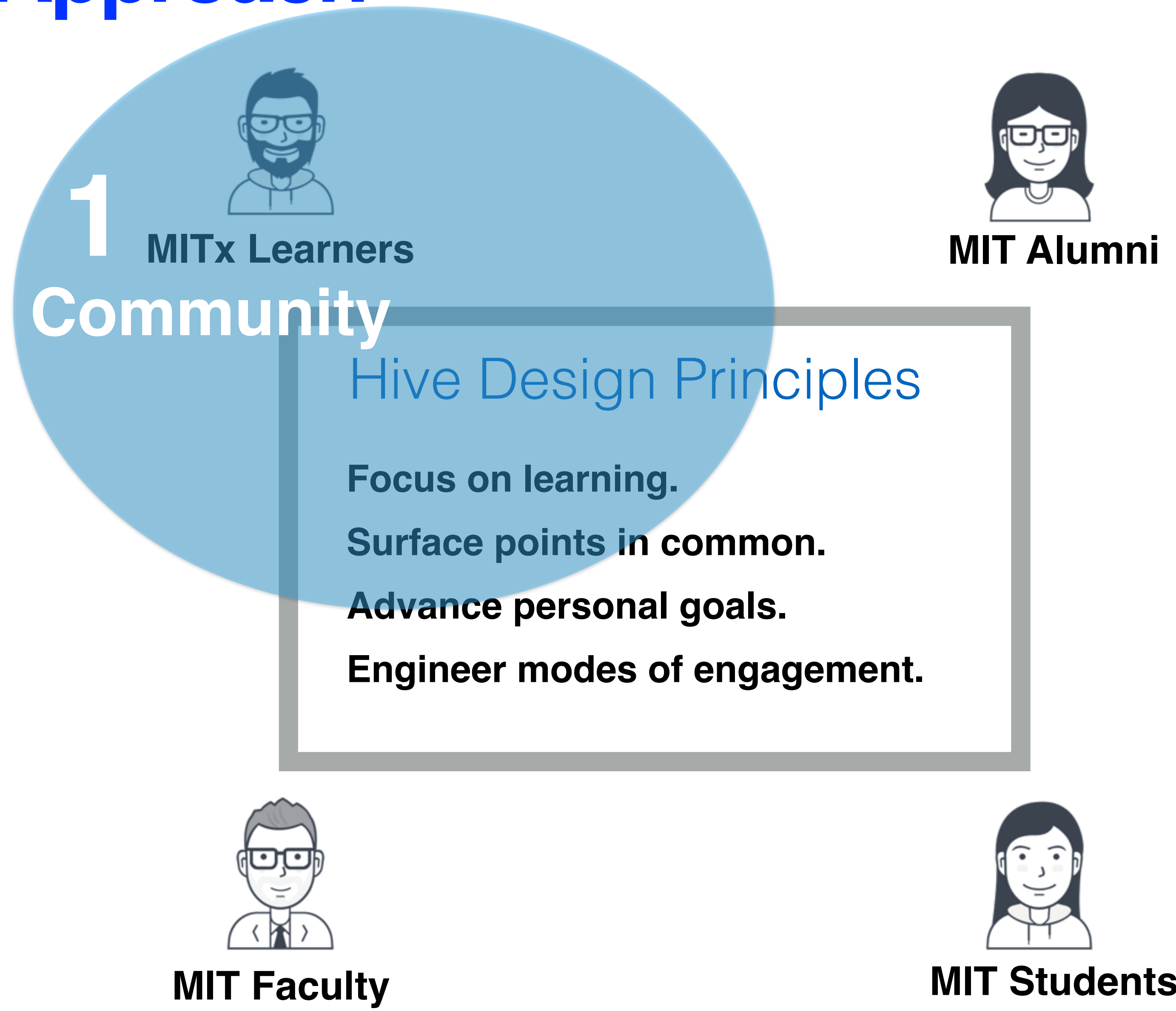


MIT Students

Our Recommended Approach

1. Start with MITx Learners.

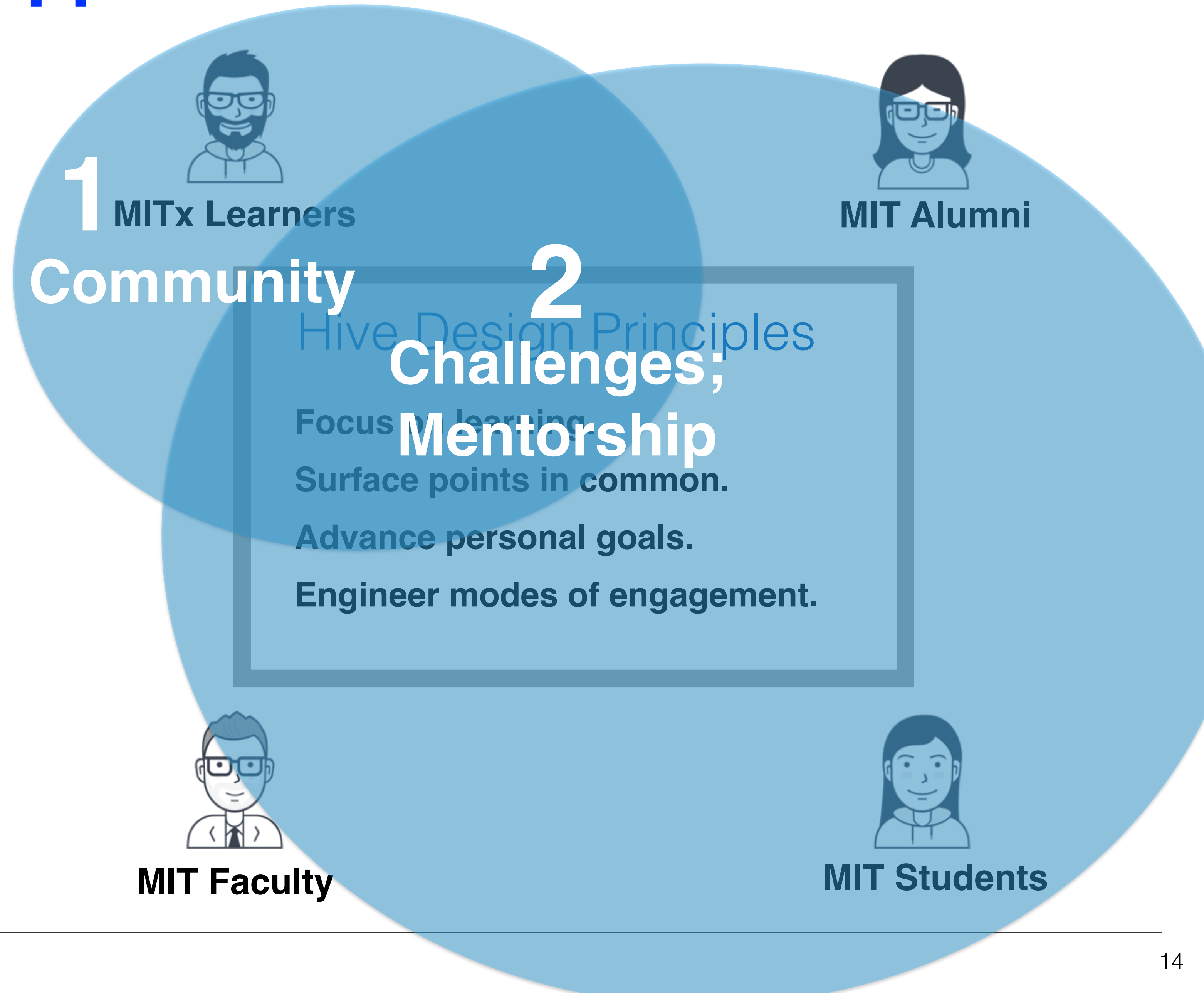
Address what matters most to them in order to add value to the MITx experience and create a rich foundation for a digital learning community.



Our Recommended Approach

2. Develop engagement strategies to expand audiences.

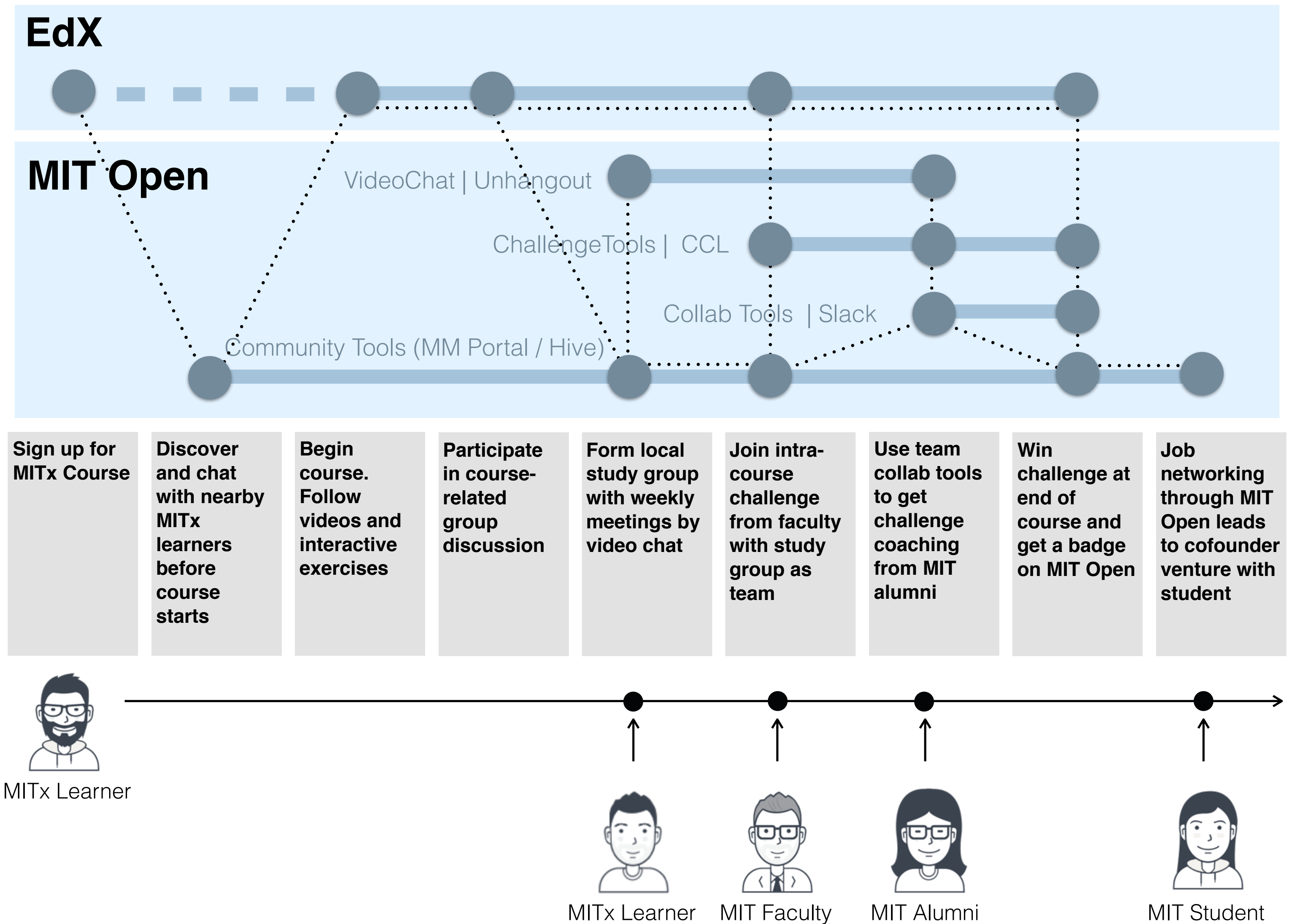
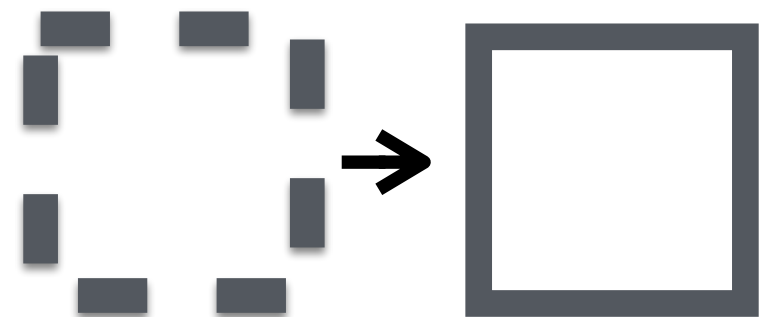
Experiment with digital versions of typically MIT activities like group problem solving for real-world challenges, mentorship, and industry involvement.



Our Recommended Approach

3. Design for the whole journey

Use prototype testing and 3rd party solutions as experimental compromises, but strive to balance UX value of seamlessness with our ability to use campus, commercial, or commodity solutions.





Thinks

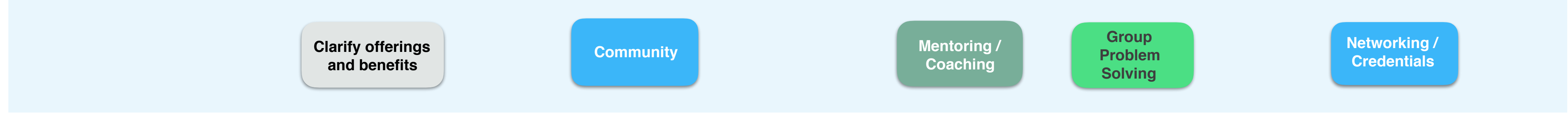
- How do I advance my career?
- I want to learn about my passion
- What's out there?

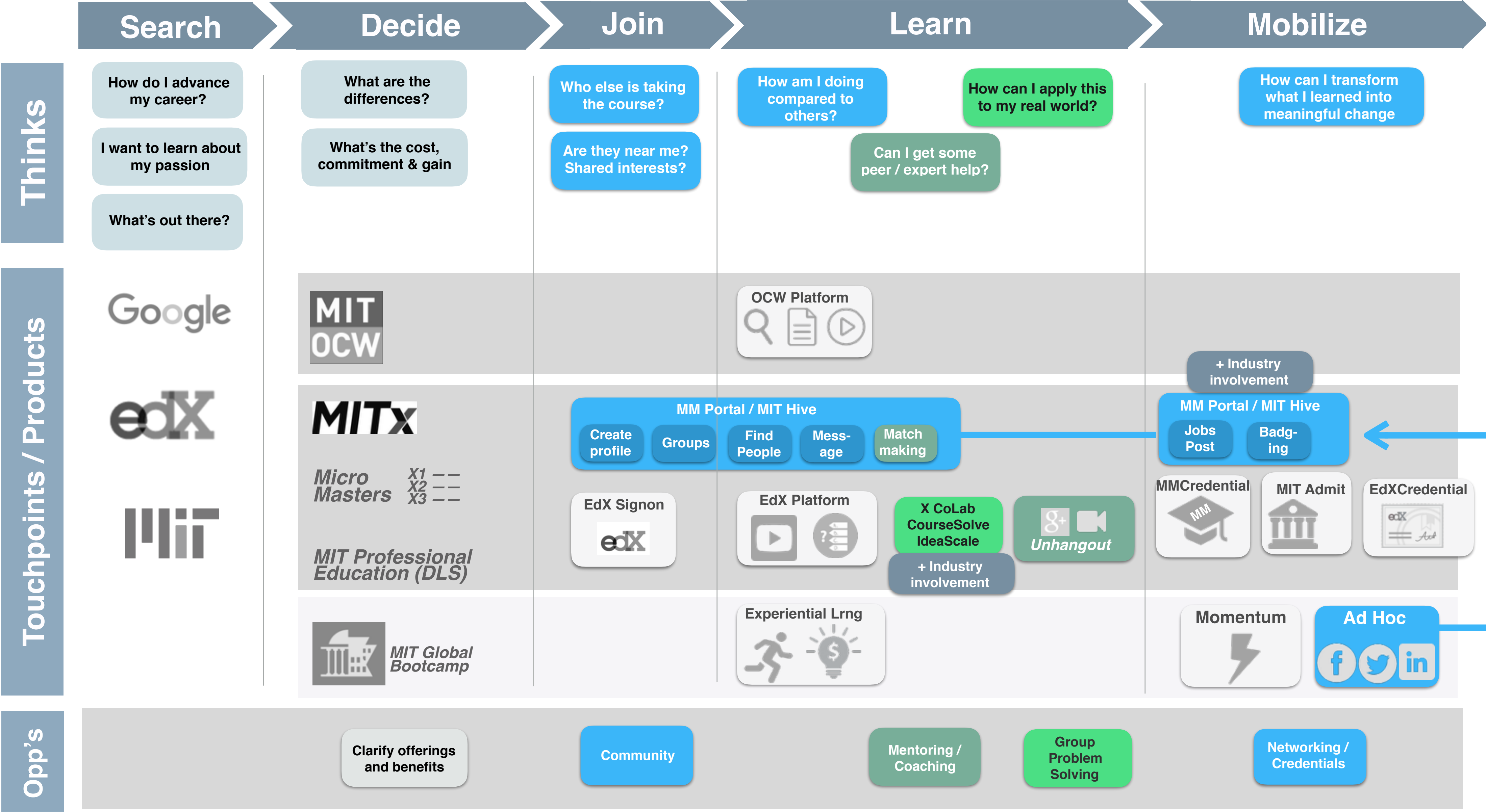
Touchpoints / Products



| Discover | Decide | Join | Learn | Mobilize |
|--|--|---|---|--|
| <p>What are the differences?</p> <p>What's the cost, commitment & gain</p> | <p>Who else is taking the course?</p> <p>Are they near me? Shared interests?</p> | <p>How am I doing compared to others?</p> <p>Can I get some peer / expert help?</p> | <p>How can I apply this to my real world?</p> | <p>How can I transform what I learned into meaningful change</p> |
| <p>MIT OCW</p> | <p>OCW Platform</p> | <p>MITx</p> <p>Micro Masters X1 --- X2 --- X3 ---</p> <p>MIT Professional Education (DLS)</p> | <p>MM Portal</p> <p>EdX Signon</p> <p>EdX Platform</p> <p>Ad hoc extras Unhangout</p> | <p>MIT Global Bootcamp</p> <p>EdXCredential</p> <p>MMCredential</p> <p>MIT Admit</p> <p>Momentum</p> <p>Ad Hoc</p> |

Opp's





Recommended feature sets

| | Networking | Mentorship | Challenges |
|-------------------------|------------------|------------------|------------------|
| Create / Import Profile | Required | Optional Feature | Optional Feature |
| Affinity Groups | Required | Optional Feature | Optional Feature |
| Find People | Required | Optional Feature | 3rd Party Option |
| Message | Required | Optional Feature | 3rd Party Option |
| Social Media Feeds | Required | | |
| Bulletin Board | Optional Feature | | |
| Post Content | Optional Feature | | |
| Collaborate | | 3rd Party Option | 3rd Party Option |
| Matchmaking | | Optional Feature | |
| Scheduling | | Optional Feature | |
| Videochat | | 3rd Party Option | 3rd Party Option |
| Team Formation | | | Optional Feature |
| Challenge Admin | | | 3rd Party Option |
| Badging | Required | | |

Legend:

- Required (Blue circle)
- Optional Feature (Grey circle)
- 3rd Party Option (Black circle)

Development sequencing

| | Networking | Mentorship | Challenges |
|-------------------------|------------|------------|------------|
| Create / Import Profile | ● | ● | ● |
| Affinity Groups | ● | ● | ● |
| Find People | ● | ● | ● |
| Message | ● | ● | ● |
| Social Media Feeds | ● | | |
| Bulletin Board | ● | | |
| Post Content | ● | | |
| Collaborate | | ● | ● |
| Matchmaking | | ● | |
| Scheduling | | ● | |
| Videochat | | ● | ● |
| Team Formation | | | ● |
| Challenge Admin | | | ● |
| Badging | ● | | |

- 1** Prototype test Community / Networking features with key audiences.

 Converge Hive goals with Micro-Masters portal. Build basic community features and make them available to all MITx certificate learners.
- 2a** Partner with Coursolve, xCoLab, IdealScale or OI Engine. Work with these 3rd party tools to live-test challenges. Test hypotheses around mentorship and alumni / industry engagement.
- 2b** Further research & small experiments with challenge coaching & high touch mentorship to better understand needs.
- 3** Use challenges, certificates, and other forms of achievement to test impact of badging on community engagement.

Boeing Professional Education

Proposed Solution

The System Engineering and Architecture Hive will help:

1. Boeing employees who are taking DLS courses in Systems Engineering and Architecture to advance their career through:
 - Networking with other Boeing employees or MIT community members.
 - Challenges posed by Boeing leadership & SEA faculty in which these employees compete to be recognized.
 - Badging or other forms of merit that make their accomplishments visible to leadership and peers.
 - Coaching from MIT alumni or MIT core community or Boeing experts.
2. Boeing leadership to accomplish the following:
 - Develop, identify and promote internal Boeing talent through real-world problem-solving.
 - Crowdfund innovative solutions to real-world problems within the organization.
 - Create situations that promote cross-functional teamwork and creative thinking that improves morale.
 - Network and collaborate with MIT faculty and researchers to better understand problems and their solutions.
3. MIT faculty accomplish the following:
 - Collaborate directly with industry leaders and employees to gain valuable information that will inform their research and teachings.

Supply Chain MicroMasters

Proposed Solution

The Supply Chain MicroMasters Hive will help:

1. SCM candidates and residential students who have passed two or more MicroMasters courses (and potentially also residential students) to advance their career through:
 - Networking with each other, or SCM alumni or industry members.
 - Challenges posed by some combination of SCM faculty, alumni and industry members in which they compete to be recognized.
 - Coaching from SCM alumni or industry members to form relationships
2. Help SCM-related alumni and industry members identify and hire SCM talent.

U-Lab

Deliver a more powerful set of tools for u-Lab members to network and collaborate with each other.

Bring together u-Lab participants to address focused real-world problems.

ClimateX

Create a climate oriented MITx / OCW curriculum.

Bring together MITx Learners and MIT Alumni to solve real-world climate challenges.

Create a network of concerned climate-change learners who can share ideas.

MIT Global Entrepreneurship Bootcamp

Provide a more focused digital platform for engaged Bootcampers to find connections, form partnerships, and give feedback.

Deliver a platform for mentorship services.



SOLVE

Create a means for MITx learners to participate in the SOLVE conference despite distance.

Help track and organize SOLVE problem solving activities during off season.

Expand the SOLVE range of activities through mentorship

MIT Enterprise Forum (Mexico Hub)

Create a platform that allows Mexico Hub entrepreneurs to work in partnership with industry and NGOs to share solutions that address local problems

