

Aware

Arrive

A

B

C

D

E

Email engagement

Notifications / Alerts

Social Media

Responsive / Accessibility

Look and Feel / Orient

Weekly Newsletter

Email Alerts

Social Posts

Mobile Optimized

Simple navigation

As a member I receive weekly newsletters about new content that I care about, so I feel compelled to return to MIT Open

As a member, I receive alerts when content I care about is posted, so I feel compelled to return to MIT Open

As a Visitor, I learn about MIT Open through exposure on my social media channels

As a Visitor on a mobile phone, the site is clearly optimized for easy mobile usage, so I can use it "on the go."

As I visitor I can immediately see a set of simple navigation or search options, so I know how to use the site.

Accessible Content

Well organized landing page

As a visually impaired Visitor, I can easily use my accessibility tools to navigate the site and consume content.

As a visitor, the site feels organized and easy to navigate, so I want to explore it further

Explore

F

Mission / CTA
Messaging

Compelling
Content

As a Visitor, I can see courses, videos/podcasts, research papers, news articles, and upcoming local media events that are available to consume.

Newsletter sign
up

As a Visitor, I can easily sign up for a newsletter that gives me a weekly update on new content that I care about, so I feel connected to MIT.

Ask Questions

As a member I can ask questions in advance for upcoming media events, so I can feel engaged with the topic.

G

Browse /
Search

Sort / Filter by
Theme

As a Visitor, I can sort/filter content by theme, so I can find what interests me.

Recommended
Content

As a Visitor, I can see course suggestions based on my browse history or last click, so I can discover new content.

Activity Feed

As a Visitor, I can see a (sortable/filterable) feed of the latest activity on the site, so I know what's happening right now.

See Related
Profiles

As a Visitor I can see all researchers in a theme, so I know who I want to follow or message.

Customized
Feed

As a Member, I see a filtered view of my feed based on my subscription interests, so I see only what I care about.

H

Consume
Content

Content Detail
Page

As a Visitor, I can watch videos, listen to podcasts, and read papers or posts, so I can learn more about topics I care about.

MITX OCW
Course Referrals

As a Visitor, I can leave the site to visit edX or OCW, to learn more about topics I care about.

MIT Ecosystem
Single Sign On

As a Member, my credentials let me easily access MITx courses, so I don't have to log in twice.

Track Viewed
Content

As a Member, I can see a running list of content I've consumed, so I can track what I've learned.

Build a Content
List

As a Member, I can organize the content that interest me, so I can queue up what I learned next.

I

Create a
Profile

Member Profile

As a Visitor, I can create a profile, so I can interact with MIT Open content and other members.

Engage

J

Comment /
Like / Share

K

Create new
content

L

Search / find
someone

M

Follow People
/ Topics

N

Message
Someone

Share Content

As a Visitor, I can share content I like with others.

Post Content

As a Member, I can post new content (videos, posts, research papers) to MIT Open, so I can share and gain credibility in the community.

View Member
Profiles

As a Visitor, I can look at the profiles and site activity of members, so I can learn more about them.

Configure
Notifications

As a Member, I can sign up for, configure and receive email notifications when new content is added to a theme.

Private Message

As a Member, I can private message other members, so I can connect with people who interest me.

Tag Content

As a Member, I can tag content by theme, so it's easier to find for me and others.

See Similar
Members

As a Member, I can see all members who have similar thematic interests, backgrounds, or live near me, so its easy to find people like me.

Follow Members

As a Member, I can follow other members, to know when they post something on the site.

Rate and
Comment

As a Member, I can rate/comment on content, so I can share and exchange ideas with other members.

Manage

O

Create Theme

Create Themes

As a Curator, I can create new themes or subthemes, so I can better organize and present the content I'm uploading.

P

Tag / Link Content

Link to Content

As a Curator, I can link to existing content, in order to create my theme page.

Q

Upload Content

Post New Content

As a Curator, I can post new content (videos, posts, research papers) to MIT Open, in order to create my theme page.

R

Manage Theme Lander

Feature Content

At a Curator, I can feature content in my Theme Lander

Delegate Role

As a Curator, I can name other Theme Owners, so they can help me with my Lander page