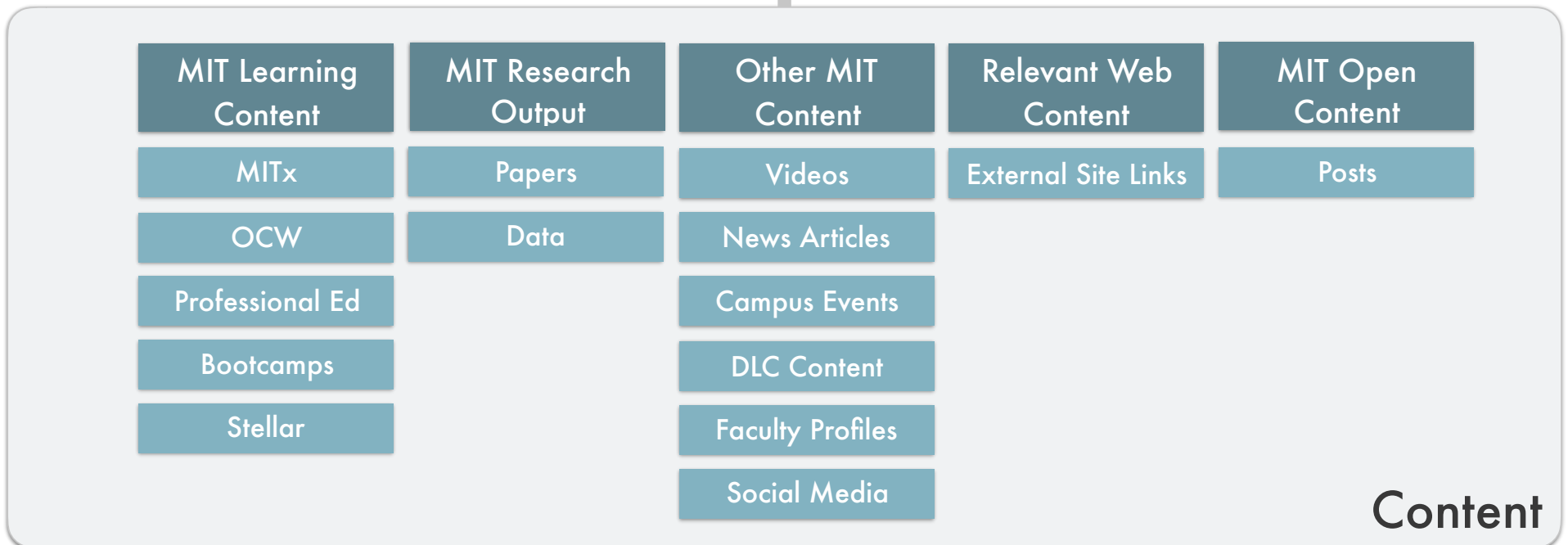
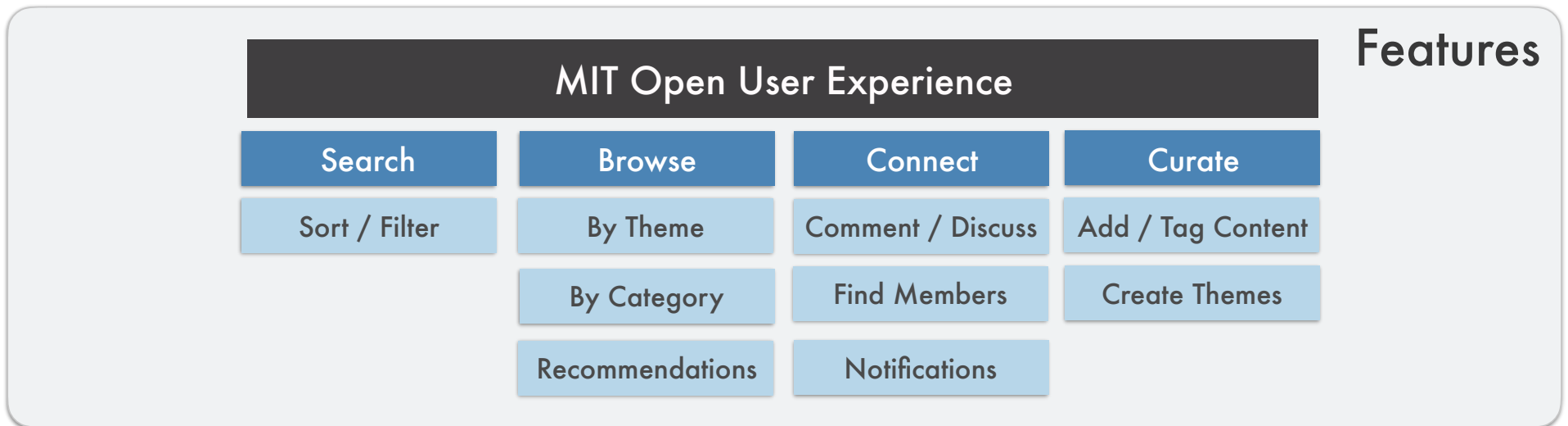


MIT Open: Experience Strategy

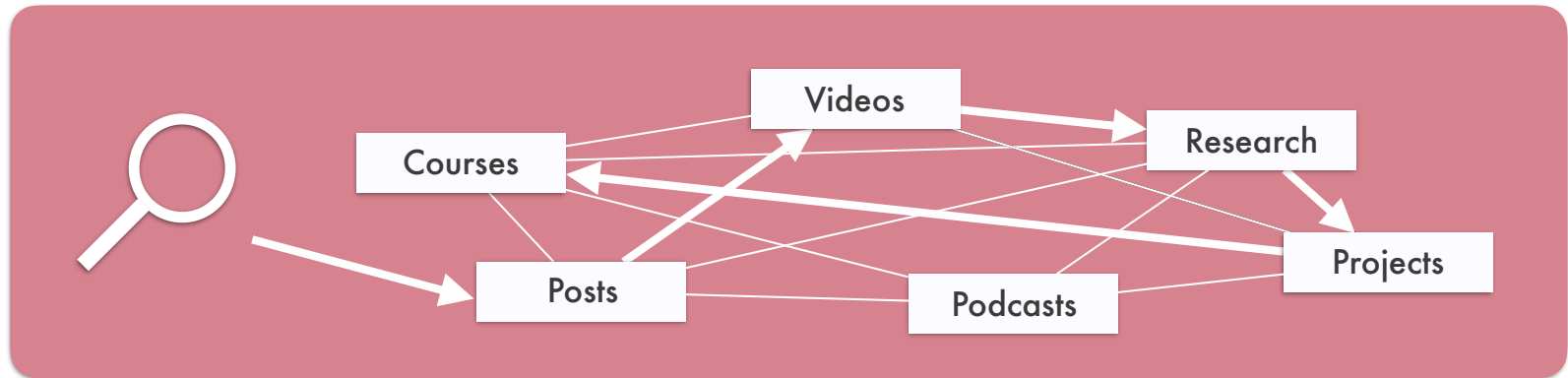
Draft 11/22/17

MIT Open creates a simple way for Learners and the MIT Community to connect with MIT content and each other.

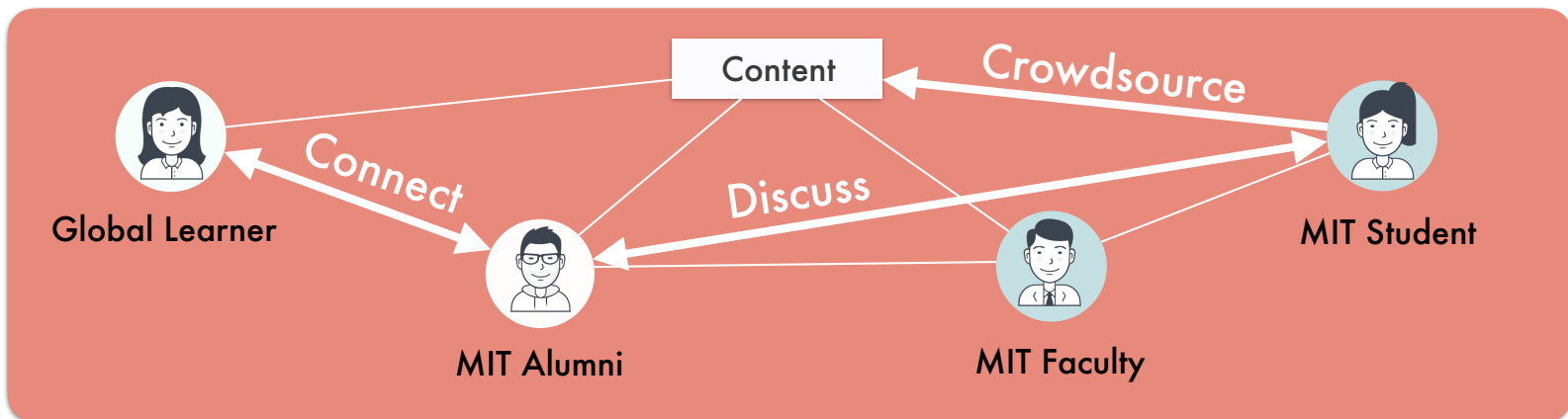


MIT Open offers two basic services

1. It makes a broader range of MIT content far more *discoverable* and *interconnected*.

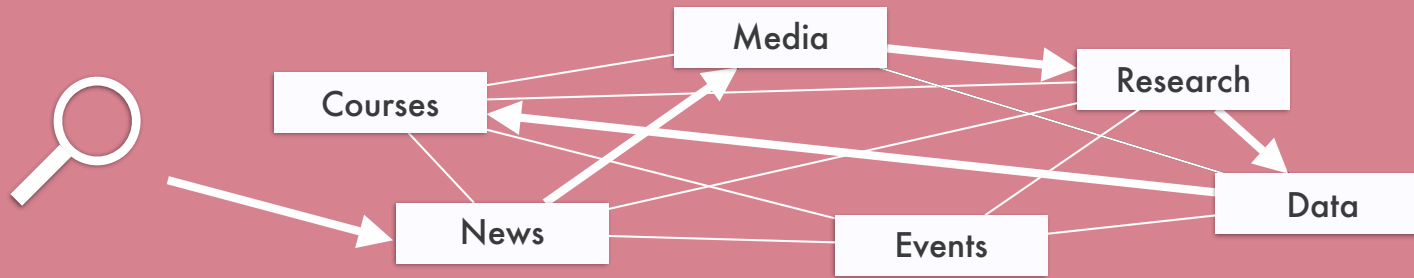


2. It makes MIT feel more *accessible* allowing MIT Community and global learners to *engage* around the content they value most.



Value to Users

1. Make MIT content more discoverable



Global Learner

As a Global Learner or MIT Student

I want to **Easily find the content** that interests me most

So I can Advance my educational / professional goals and feed my curiosity



MIT Student

As a MIT "Expert"

I want to **Curate and share the content** that I consider most important.

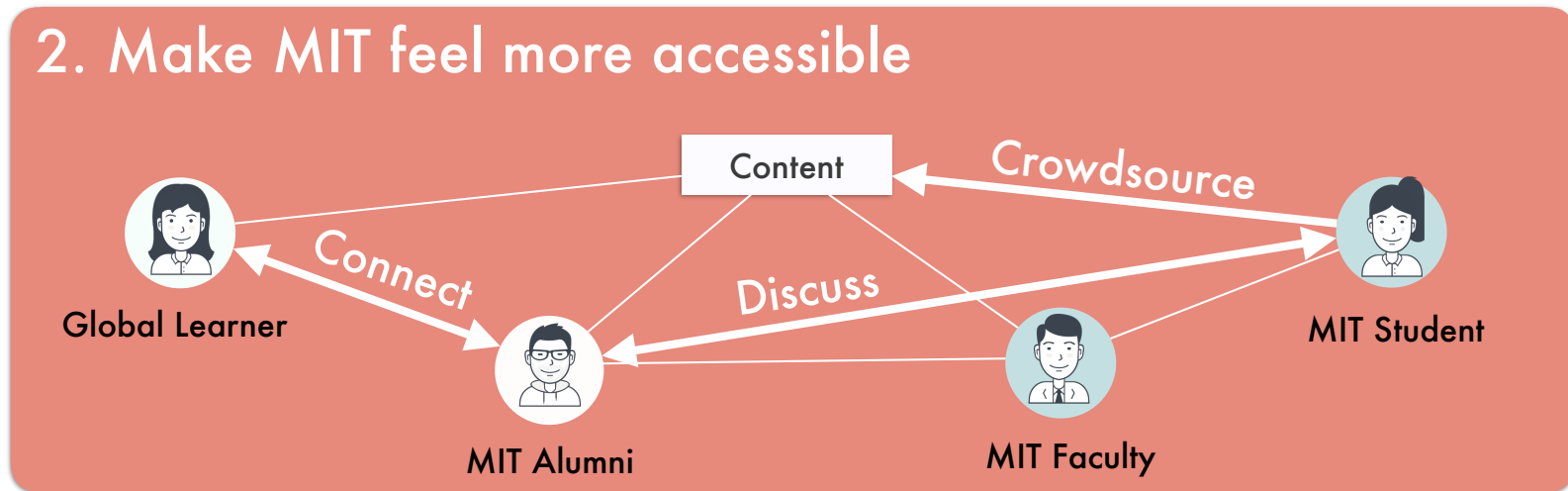
So I can Better expose my work and influence a domain of knowledge



MIT "Expert"

Value to Users

2. Make MIT feel more accessible



Global Learner

As an MIT Learner or MIT Student
I want to **Engage directly with my peers** in the MIT community and outside world
So I can Gain real-world knowledge & form connections with similar people.



MIT Student

As an MIT "Expert"
I want to **Build a community** of students and learners around a discipline
So I can Get more learners engaged around content relevant to my domain.

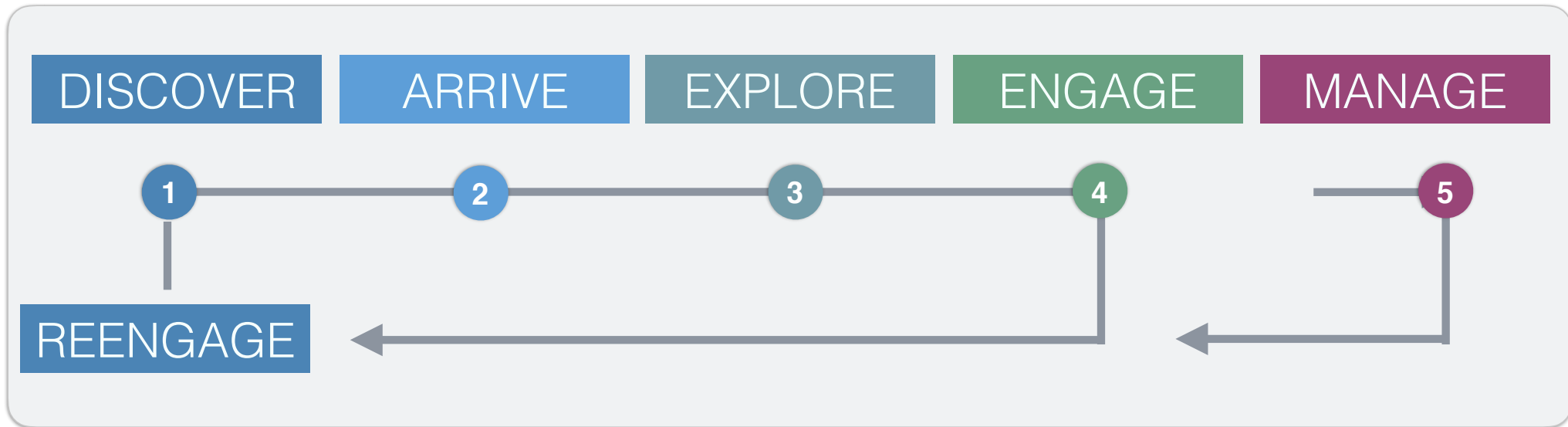


MIT "Expert"

The MIT Open User Journey

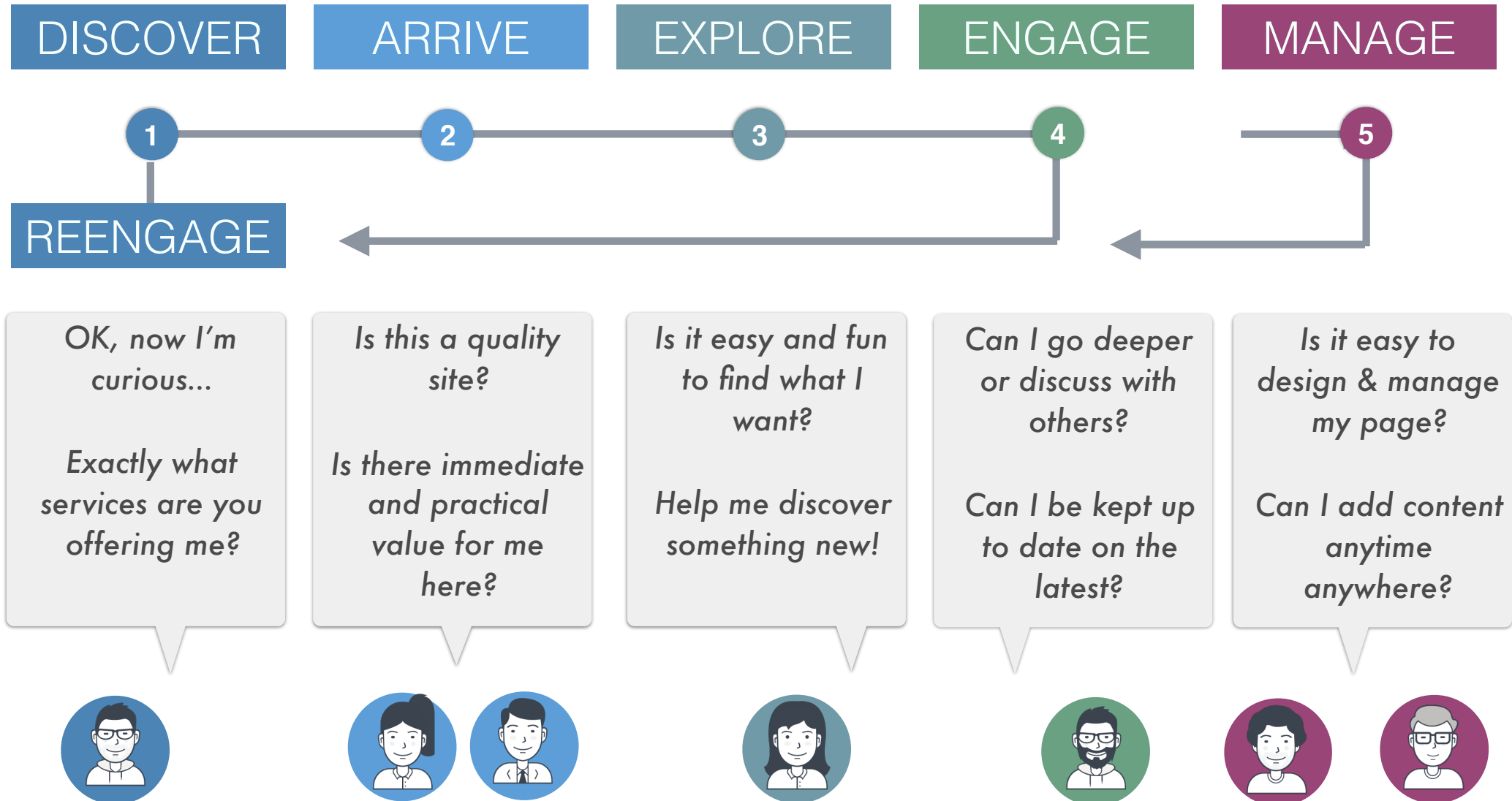
The User Journey

The MIT Open user journey will be designed around a classic engagement funnel

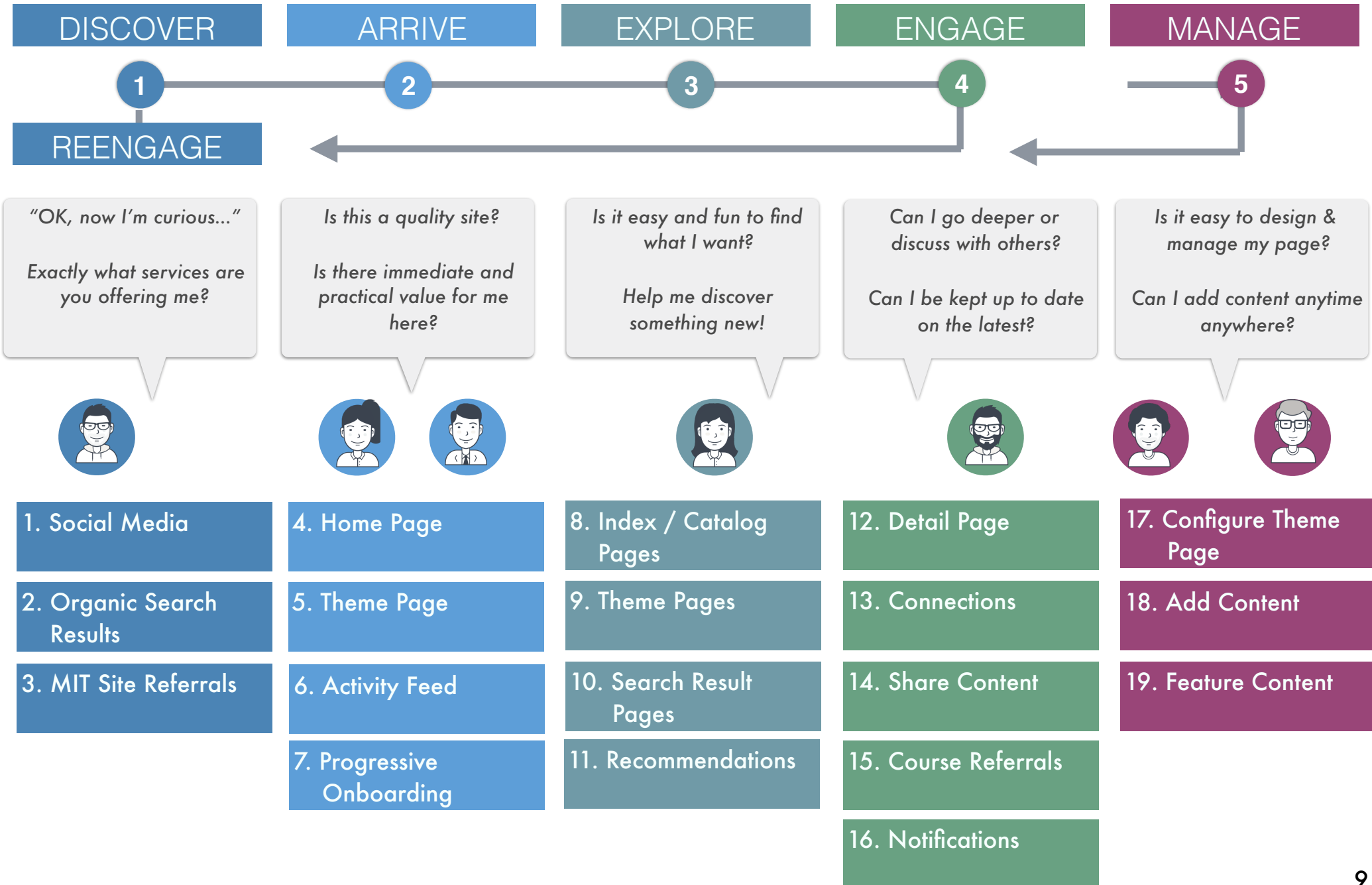


The User Journey

We align each moment of the journey with user goals to engineer deeper engagement over time.



The User Journey



Three User Stories

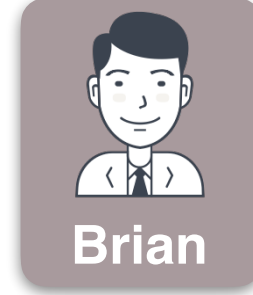
Visitor



Member



Curator



First time visitor



My name is Ramon. I'm 32 years old, and I attend a small community college in Brazil

I don't have top-notch educational resources in my town, but I'm smart and ambitious.

I'm looking for a way to expand my professional opportunities through education.

Journey	Discover	Arrive	Explore	Engage
Touchpoint	1. Social Media	4. Home Page	10. Onsite Search Results	15. Course Referrals
User Action	I discovered MIT Open through my social media feed.	I was most interested by the breadth of content I saw	Onsite search helped me find exactly what I wanted across multiple media.	I discovered and easily signed up for a course that I never knew existed.

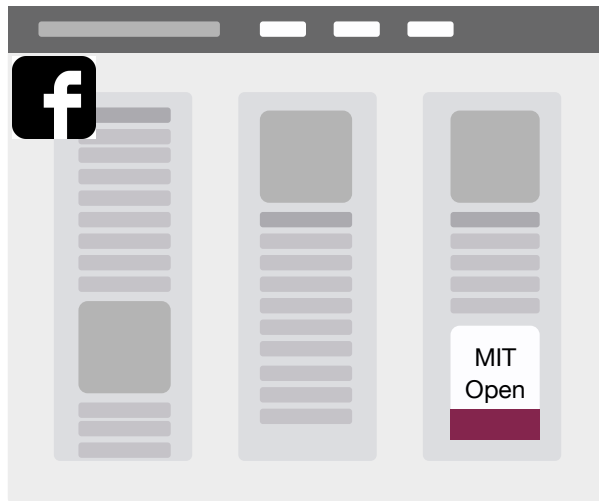


First Time Visitor
Ramon from Brazil

Discover

1. Social Media

Ramon is reading through his favorite social media feeds – a nightly ritual – and comes across mention of MIT Open. Curious, he decides to click.

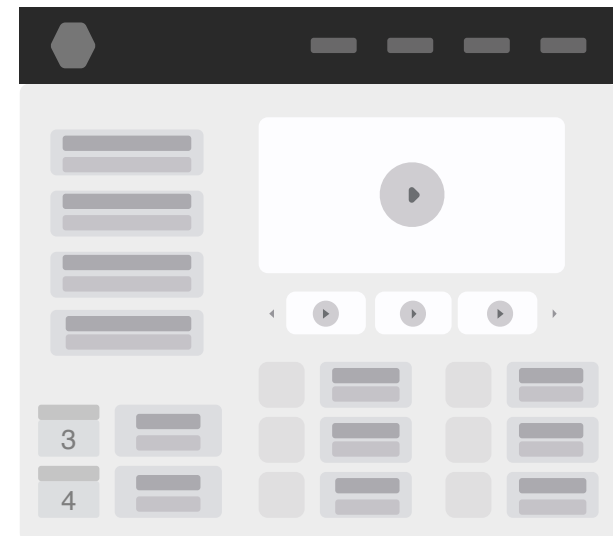


I love MIT! I followed an OCW course last year. Maybe I can find something interesting.

Arrive

4. Home Page

On MIT Open, Ramon discovers a universe of learning. Spends the next 45 min's exploring videos and discussions on various topics.



This is amazing!
I had no idea that MIT offered so much content all in one place.

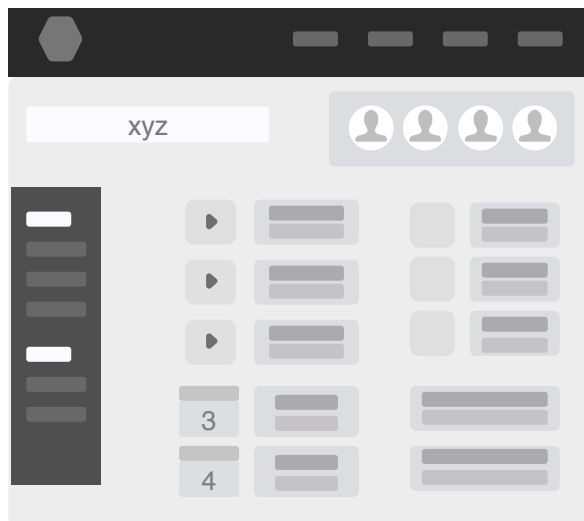


First Time Visitor
Ramon from Brazil

Explore

10. Onsite Search

Searches MIT Open for a topic that interests him. Results are comprehensive, well arranged, and categorized by type and popularity.



These results are far more useful than anything I've found before. MIT Open surfaces the best content that MIT creates.

Engage

15. Course Signup

Ramon discovers a course that interests him. He signs up for the course and begins to seriously consider a *MicroMasters*.



Exactly what I've been looking for! MIT Open connected me with content that advances my educational goals.

Active Member



My name is Hsu. I'm 25 years old – a Course 9 alumna specializing in Alzheimer's research.

I work in a biotech firm in my native Hong Kong, but I want to start my own business.

I miss the buzz of MIT innovation and I'd love to reconnect with other alumni

Journey	Discover	Arrive	Engage	Engage
Touchpoint	2. Organic Search Results	5. Theme Page	13. Connections	16. Notifications
User Action	MIT Open was a top result when I ran a Google search for "Alzheimer Disease."	When I landed on MIT Open, I was impressed by the quality of content.	Digging deeper, I wanted to connect with experts who ran the page	The updates on new content & discussions keep me coming back regularly.



Active Member
Hsu from Hong Kong

Discover

2. Organic Search

Hsu does a search for a topic in Alzheimer's research. One of the top Google results is from MIT Open as a top result. She's curious and clicks to learn more.

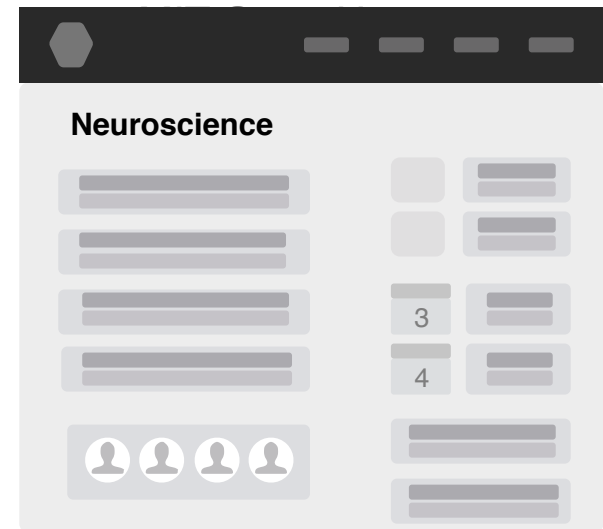


I recognize the author of this article. I'm surprised that MIT Open ranked so high on Google.

Arrive

5. Theme Page

Hsu arrives at the Neuroscience theme page. She discovers a space where featured news, research, media and events are being actively discussed.



OK, now I'm impressed. MIT Open curated the best content in my domain and made it easy to browse



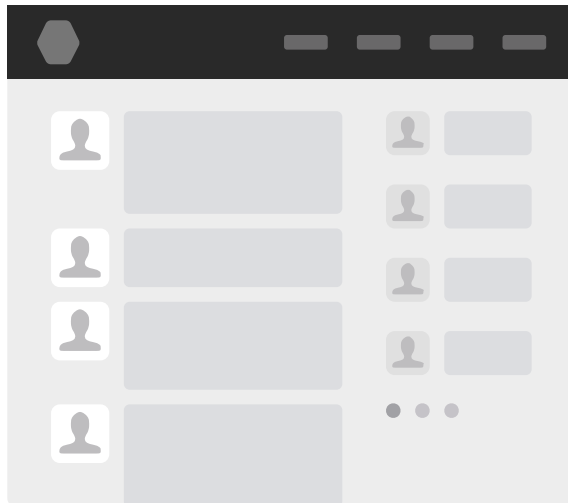
Active Member

Hsu from Hong Kong

Explore

13. Connections

Hsu starts browsing the active discussions and posts. She connects with members about her startup ideas and gets great feedback.

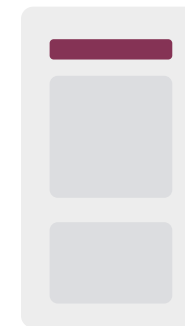


I want to make a connection with several of these people. Some could help me think through my ideas on a biotech startup.

Engage

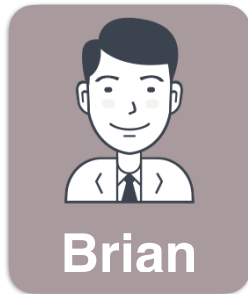
16. Notifications

Hsu subscribes to a weekly updates on the latest activity across MIT Open. She becomes an active contributor and is eventually invited back to MIT to speak at an event.



I love these updates. It's funny, but through MIT Open it's like I feel more connected to MIT than when I was actually there.

Theme Page Curator



Hey, I'm Brian. I studied Business Management at the University of British Columbia.

I earned my *MicroMasters* in Supply Chain. As a top student, I was admitted to MIT to complete my degree.

Now, I've created an SCM theme page with my MIT advisor to increase enrollment in *MicroMasters*.

Journey	Manage	Manage	Explore	Engage
Touchpoint	17. Configure Theme Page	18. Add Content	11. Recommend's	14. Share Content
User Action	Creates a new page dedicated to a key research theme and populates it easily.	Recruits a team of colleagues who add content regularly	System provides smart recommendations	Interacting regularly with other members produces new user-generated content.



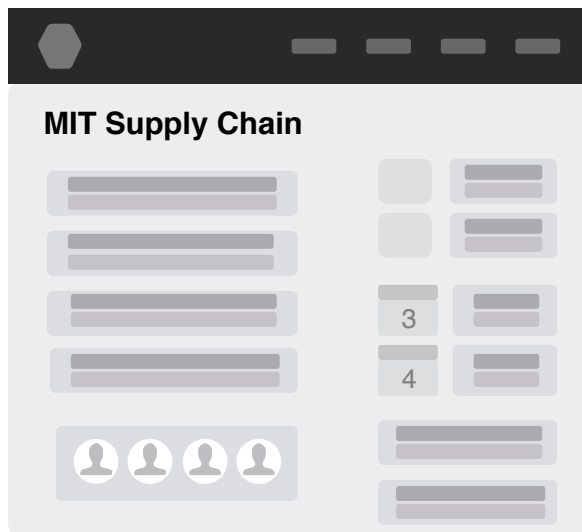
Active Member

Brian from MIT

1. Manage

17. Configure Theme Page

Brian easily creates an MIT Open Supply Chain page. He configures the page to display the types of content he and his Professor want to represent this domain.



By creating a theme page, we're much more likely to increase course enrollment, and even define how the field should be taught.

2. Manage

18. Add Content

Over the next 8 weeks, Brian and his colleagues link to and upload all the best content they can find from the MIT environment and outside.



These forms make it super easy to assemble and populate my Theme Page ... AND enlist my colleagues to help me.



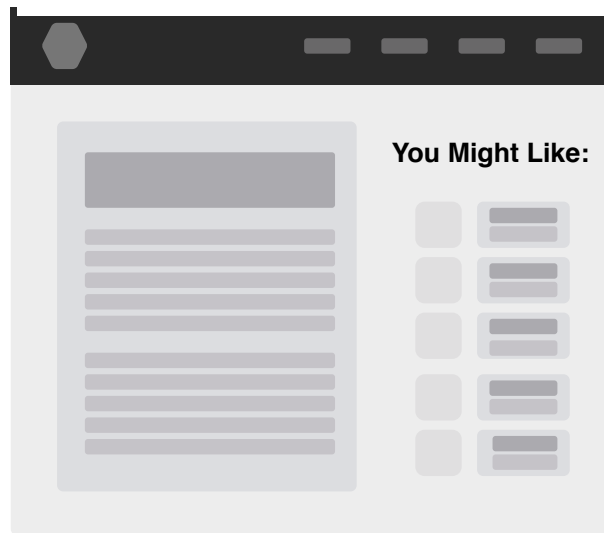
Active Member

Brian from Hong Kong

3. Explore

11. Recommendations

As traffic increases, MIT Open offers increasingly smart recommendations to members based on their stated preferences & browse history.

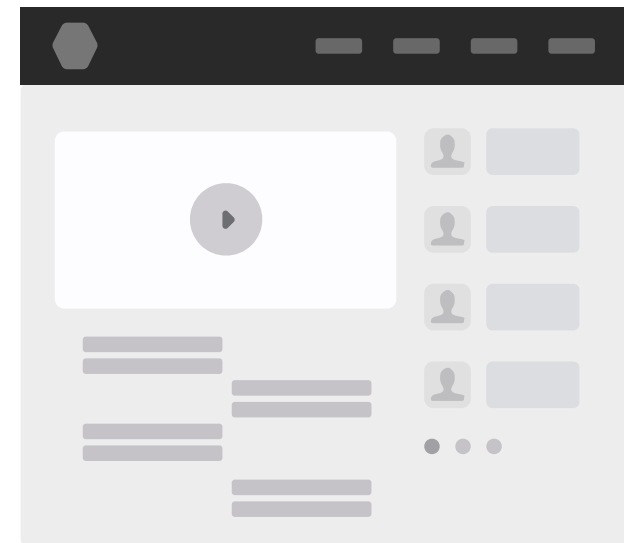


The recommendations are a great feedback loop. Knowing what content is most popular helps us adjust content strategy. More podcasts!

4. Engage

14. Share Content

Brian actively solicits and features user generated content from learners, members and alumni. "Flash webinar" groups discuss key topics each week.



By maintaining a constant buzz around our main course offerings, we're creating a center of influence for the entire field.

Early Sketches

MIT Open: Home Page

1

Highlights from most popular content across all themes

2

Upcoming courses automatically drawn from aggregated list

MIT Open Q SIGN UP SIGN IN

Discover what's happening in the world of MIT

POPULAR ENERGY IOT ASTRONOMY ALL THEMES (14)

1,381 **Sanjay Sarma, Vice President of Open Learning at MIT will answer questions about "MIT OPEN"** (open.mit.edu)
by **Laura White**, 45 minutes ago in **MIT Open**
100 413

55 **An energy and environmental analysis of aerospace sheet metal part manufacturing** (dspace.mit.edu)
by **Gavin Siddel**, 7 days ago in **Energy**
3 154

14 **Wireless power could enable ingestible electronics** (news.mit.edu)
by **Anna Gavrilman**, 11 minutes ago in **Energy**
1 4

12 **IoT Week Hackathon in Geneva, Switzerland (6-9 June 2017)** (open.mit.edu)
by **Anna Gavrilman**, 2 hours ago in **IoT**
6 18

57 **IoT Circuits for efficient and secure power delivery in distributed applications** (dspace.mit.edu)
by **Tommy Montclair**, 2 hours ago in **IoT**
102 94

143 **A measurable improvement in STEM access for the blind** (news.mit.edu)
by **Tommy Montclair**, 2 hours ago in **Entrepreneurship**

Financial Evolution at the Speed of Thought
by **Didier W. Loeb**
Moore's Public Lecture on the Fireside Chat
May 12, 2017

Live event Watch now

Upcoming Courses

- Urban Transportation Planning **New** OCW
- Supply Chain Fundamentals MITx | MicroMasters
- Beyond Food Bootcamp | Apply now
- Architecture and Systems Engineering **Starting soon** Professional Education
- Evaluating Social Programs MITx | Enroll Now

News

- illuminating uncertainty by MIT News May 12, 2017 1:01pm
- Lung cancer evolution by MIT News May 12, 2017 1:01pm
- Cleaning up water by MIT News May 12, 2017 1:01pm
- Food & agricultural issues by MIT News May 12, 2017 1:01pm
- Killian Award winner by MIT News

3

Streaming video highlights recent learning events.

4

MIT News feed offers latest updates / categorized by theme

MIT Open: Home Page (cont.)

1

Any qualified member can submit relevant content.

127 MIT Researchers devise efficient power converter for internet of things (news.mit.edu)
by **Alice Pote**, 3 days ago in **IoT**
221 61

2

Crowdsourcing tools: Tag / share / comment / upvote all submitted content.

155 Energy efficient operating systems and software (dspace.mit.edu)
by **Sar Haidar**, 2 days ago in **Energy**
65 61

57 IoT Circuits for efficient and secure power delivery in distributed applications (dspace.mit.edu)
by **Tommy Montclair**, 2 hours ago in **IoT**
102 94

143 A measurable improvement in STEM access for the blind (news.mit.edu)
by **Tommy Montclair**, 2 hours ago in **Entrepreneurship**
113 81

Upcoming Events

- 2017 May 15** MIT Museum Exhibitions 10:00a–5:00p Building: NS1
- 2017 May 16** Idea Hub 12:00p–4:00p Building: NS1
- 2017 May 19** Puppet Show and Playtime 12:00pm to 1:30pm Building: E55
- Pathos Student Ensemble 3:00p Building: w16

Publications

Title of an amazing paper that's really quite long which would then wrap multiple lines
Author name

See all →

New method removes micropollutants from water
by **Institute of Science**

New coating could prevent pipeline clogging
by **MIT**

See all →

3

Featured upcoming events and research publications

4

Broad range of media offered – podcasts and videos.

MIT Open: Theme Page

1

Theme pages bring together the best content – curated by qualified content experts.

2

Themes offer a means to break the “course” metaphor and aggregate content across a domain.

MIT Open

Theme: **Entrepreneurship** ▾

Search entrepreneurship

POPULAR (5) NEW (83)

Sort by: Most active ▾

- 201** MIT launches "The Engine", a new venture for world-changing entrepreneurs (open.mit.edu) by **Erdin Beshimov**, 10 minutes ago
76 80
- 114** Announcing the next MIT Beyond Food Bootcamp in Taiwan (open.mit.edu) by **Erdin Beshimov**, 45 minutes ago
54 24
- 143** A measurable improvement in STEM access for the blind (news.mit.edu) by **Tommy Montclair**, 2 hours ago
113 81
- 14** A study on cybersecurity start-ups : a financial approach to analyze industry trends, entrepreneurship ecosystems and start-up exits (wired.com) by **Anna Gavrilman**, 2 hours ago
5 8
- 16** New technology could offer cheaper, faster food testing (sciencemag.org) by **Tommy Montclair**, 11 minutes ago
12 17
- 143** A measurable improvement in STEM access for the blind (news.mit.edu) by **Tommy Montclair**, 2 hours ago
113 81
- 14** A study on cybersecurity start-ups : a financial approach to analyze industry trends, entrepreneurship ecosystems and start-up exits (wired.com)

Courses

- Beyond Food**
Bootcamp | Apply now
- You Can Innovate: User Innovation & Entrepreneurship**
MITx | Enroll now
- Entrepreneurship 101: Who is your customer?**
MITx | Enroll now
- Entrepreneurship 102: Do you have a product?**
MITx | Enroll now
- Managing Innovation and Entrepreneurship**
OCW
- Designing and Leading the Entrepreneurial Organization**
OCW

See all →

Upcoming Events

- 2017**
May 15
The Engine Webcast
11:00a - 1:00p | Watch now (online)
- 2017**
May 15
The Emergence of Market Structure
4:15p - 5:45p | Building: E52-432
- 2017**
Idea Hub

3

Theme pages will serve to highlight and upsell future courses.

MIT Open: Post Detail Page

1

Read latest posts from community members.

2

Participate in ongoing discussion around key topics

The screenshot shows the MIT Open website interface. At the top, there's a navigation bar with the MIT Open logo, a search icon, and 'SIGN UP' and 'SIGN IN' links. The main content area is titled 'Theme: Entrepreneurship'. The primary post is by Michelle SY Min, titled 'MIT Launches the Engine, a new venture for world-changing entrepreneurs'. The post text is a placeholder Lorem Ipsum. Below the post are options to '12' upvote, 'edit', and 'delete', and a 'Comment on this post...' input field with a 'Submit' button. The comment section shows 13 comments, sorted by 'Best'. Visible comments include one from Samantha Davies (13 minutes ago) with 23 upvotes, one from Will Onuoha (13 minutes ago) with 2 upvotes, and one from Paul Hughes (15 days ago) with 33 upvotes. The right sidebar features a 'Submit a New Post' button, a 'You might be interested in...' section with three recommended posts, a 'Recently Active' section with four member avatars and counts (2345, 900, 845, 1009), and a 'Courses' section listing 'Beyond Food', 'You Can Innovate: User Innovator Entrepreneurship', 'Entrepreneurship 101', and 'Entrepreneurship 10: have product?'.

3

Recommended content based on popularity and relevance.

4

Connect directly with other members.

MIT Open: Course Directory Page

1

Find all MIT digital courses in one place – paid or free.

The screenshot shows the MIT Open Course Directory page. At the top, there is a dark red header with the MIT Open logo on the left and search, sign up, and sign in options on the right. Below the header, the main content area is titled 'MIT Open Courses'. It features a search bar with the placeholder text 'Search courses...' and a link for 'Advanced search'. The page is organized into several sections: 'New Courses' and 'Popular Courses' are presented in two columns. 'New Courses' includes 'Urban Transportation Planning' (OCW), 'Supply Chain Fundamentals' (MITx | MicroMasters | Enroll Now), 'Beyond Food' (Bootcamp | Apply Now), 'Architecture and Systems Engineering' (Professional Education), and 'Evaluation of Social Programs' (MITx | Enroll Now). 'Popular Courses' includes 'Linear Algebra' (OCW), 'Becoming an Entrepreneur' (MITx), 'Introduction to Computer Science' (MITx), 'Classical Mechanics' (OCW), and 'Intro to Calculus' (OCW). Below these, there is a section for 'Open Learning Programs' which is further divided into three categories: 'MicroMasters' (Supply Chain Management, Data, Economics & Development Policy, Principles of Manufacturing), 'Bootcamps' (Entrepreneurship, IoT (Internet of Things), Innovation: Future of Sustainability), and 'Professional Education' (Quantum Computing, Architecture and Systems Engineering, Data Science). The footer is dark and contains the MIT logo, a 'GIVE TO MIT' button, and contact information for MIT Giving, edX, and the Office of Digital Learning. Copyright information for 2016-2017 is also present.

2

Robust search traverses all learning assets.

3

Courses organized by popularity or relevance.