

open 

PROBLEM

GA current students and alumni:

- have gained new skills but do not have avenues to use them after graduation
- want to stay current on emerging trends
- sharpen their skills
- build their portfolio

HYPOTHESIS

Current GA students and alumni want to build upon their skills and connect back to the global GA community

ASSUMPTIONS

General Assembly students are:

- Eager and willing to spend additional time on GA-related work outside the classroom
- Looking for additional projects to work on
- Desire to collaborate with other General Assembly students

MARKET

- 70K students
- 150K students + alumni + employers

COMPETITIVE ANALYSIS

GA beta site

- mostly a job/project posting board
- relied on heavy GA moderation
- no quality assurance or ownership

Open IDEO

- participants are at varying levels of knowledge and commitment
- doesn't have a unifying community
- sponsorship is a plus

USER VALIDATION

Survey: Part Time Class

- 50 participants
- 40% of students feel like part of the GA family
- 35% of students agreed that they have sufficient opportunity to showcase skills
- 60% of students are supporting their in-class experiences with out of class opportunities at GA
- 70% of students want to spend more time on GA related work

QUALITATIVE FINDINGS

- Students feel that they are missing the "real world" context for their work at GA
- Students feel that there is less collaboration amongst students than they expected
- Students feel that they do not spend enough time practicing what they have learned
- Students are looking for project opportunities with timelines and deliverables

PERSONAS

PARTICIPANTS



STUDENT



ALUMNUS



INSTRUCTORS



SPECTATORS



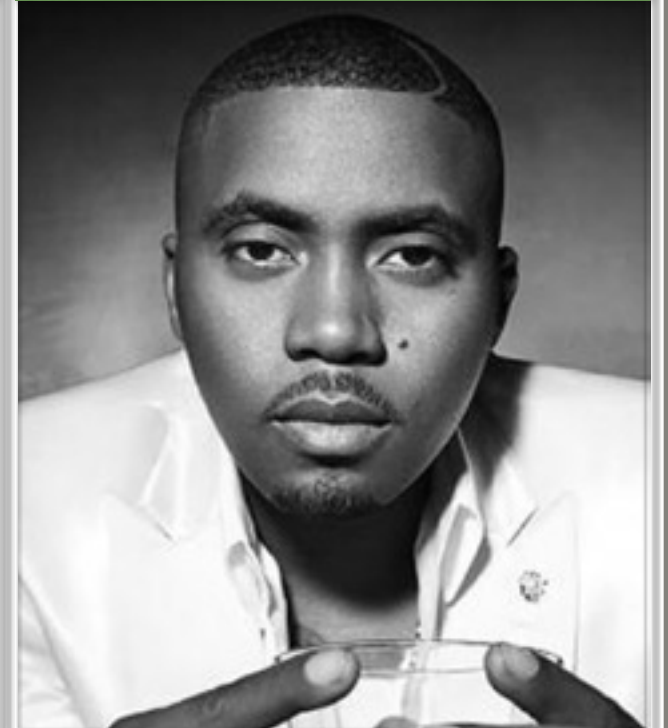
PROSPECTS



EMPLOYER



INVESTOR



TYPE 1. PARTICIPANTS

pains:

1. trends vs. legacy
2. doing > talking
3. 'boiling the ocean'

goals:

1. powerful relationships
2. portfolio boost
3. unceasing

habits:

1. life—long learning
2. ideating
3. balancing work + play

TYPE 2. SPECTATORS

pains:

1. pipedreams
2. scams
3. money > meaning

goals:

1. connect with talented folks
2. become a talented folk
3. create + establish with talented folks

habits:

1. searching for purpose
2. promoting good
3. establishing lasting communities

STUDENTS

pains:

1. not enough projects
2. lack of avenues to apply skills
3. lack of opps for structured collab.

habits:

1. learning new methodology
2. satisfying purpose
3. maintaining personal // pro. relationships

goals:

1. build portfolio
2. meaningful employment
3. no pressure

ALUMNI

pains:

1. minimal communication
2. losing personal connection with GA
3. after graduation, you're on your own

goals:

1. balancing thirst // portfolio boosting
2. recruiting
3. fearless pitching // ideation

habits:

1. extracurricular team collab.
2. pro. advice // mentorship
3. ambitious problem—solving

INSTRUCTORS

pains:

1. student disengagement
2. rust // father time
3. lack of feedback

goals:

1. constant student engagement
2. mentoring // encouraging growth
3. attracting new students

habits:

1. life—long pro. learning
2. personal dev.
3. maintaining pro. relationships

PROSPECTIVE STUDENTS

pains:

1. student loans
2. nothing near me
3. sedentary folks // no passion

habits:

1. social media
2. seeking opps.
3. cultivating brand // talents

goals:

1. unique edu. opp.
2. résumé booster
3. meaningful employment

EMPLOYERS

pains:

1. immaturity
2. lack of focus
3. lack of experience

goals:

1. optimal talent acquisition
2. quick turnovers
3. lasting partnerships

habits:

1. reading [terrible] résumés
2. interviewing [wrong] candidates
3. cultivating pro. relationships

INVESTORS

pains:

1. wasting time
2. wasting money
3. dated ideas

goals:

1. marketability
2. pro. relationships
3. pooling incredible ideas

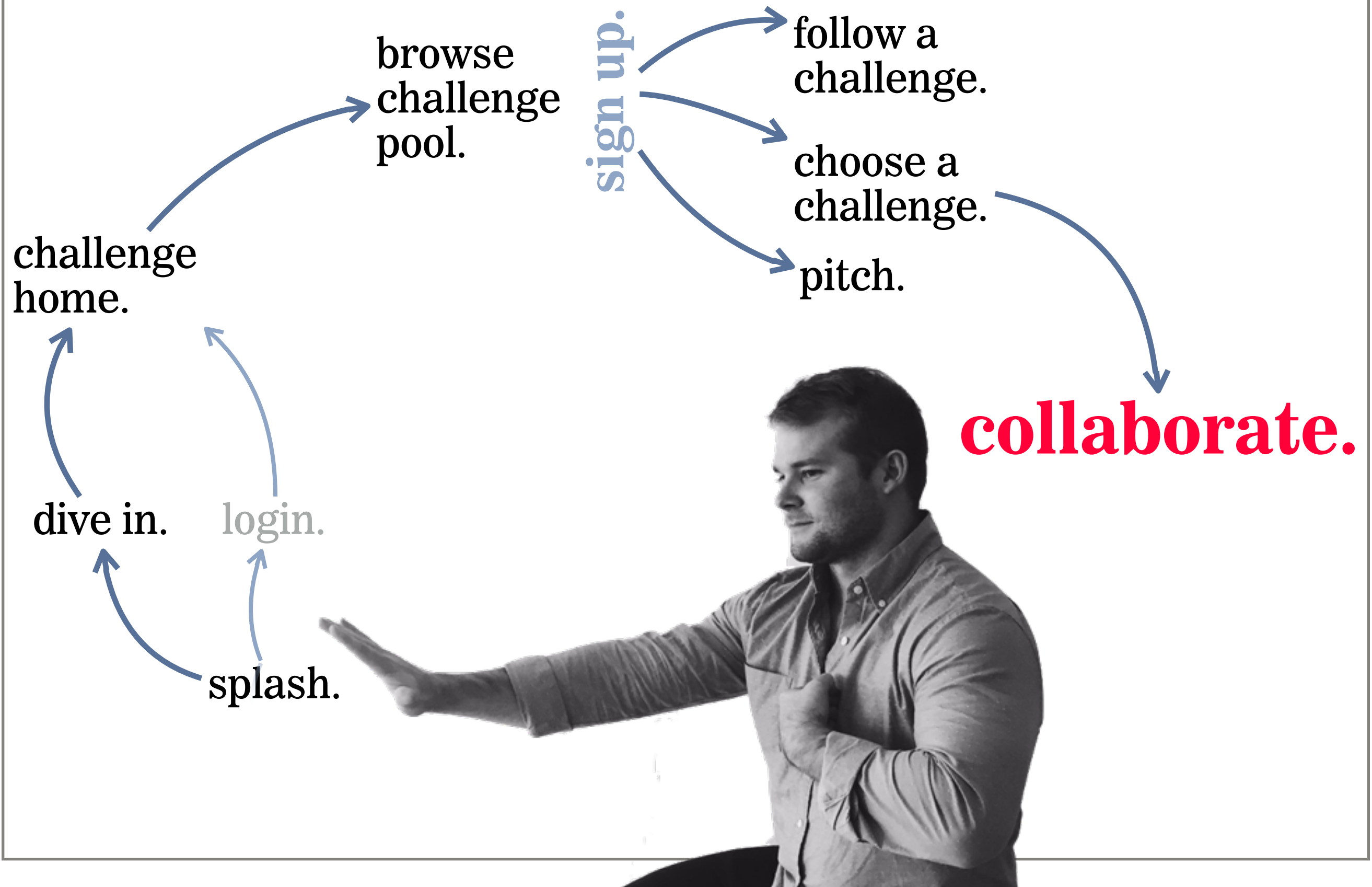
habits:

1. meetings + forecast
2. stocks // digital prophecy
3. schmoozing

CURRENT

STUDENT FLOW

LET'S DO THIS.



“I JUST WANT TO CONTINUE THE HAPPY FEELINGS..”

goals:

1. build portfolio
2. meaningful employment
3. no pressure

pains:

1. not enough projects
2. lack of avenues to apply skills
3. lack of opps for structured collab.



CURRENT IMMERSIVE STUDENT

HOW DOES A CHALLENGE WORK?

MOCKUP

ENGAGE CHALLENGES

Do you have an idea? Pitch it. Collobrate. Sharpen your skills.

DIVE IN!

ENTER

The coaches who will endorse your ideas are associated with:

Google

amazon

 reddit

tumblr.

YAHOO!

stripe

GO LIVE

PROTOTYPE

NEXT STEPS

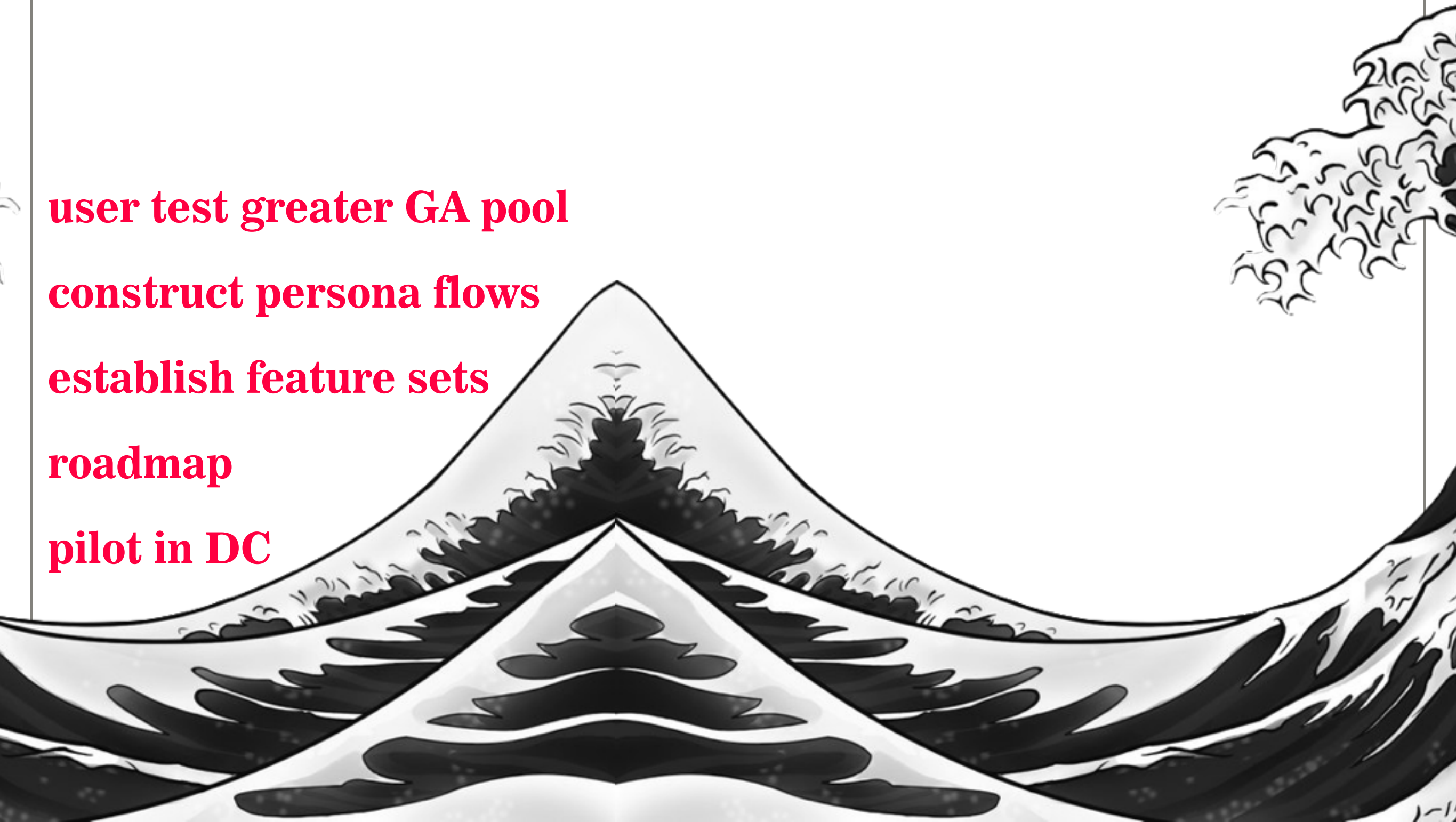
user test greater GA pool

construct persona flows

establish feature sets

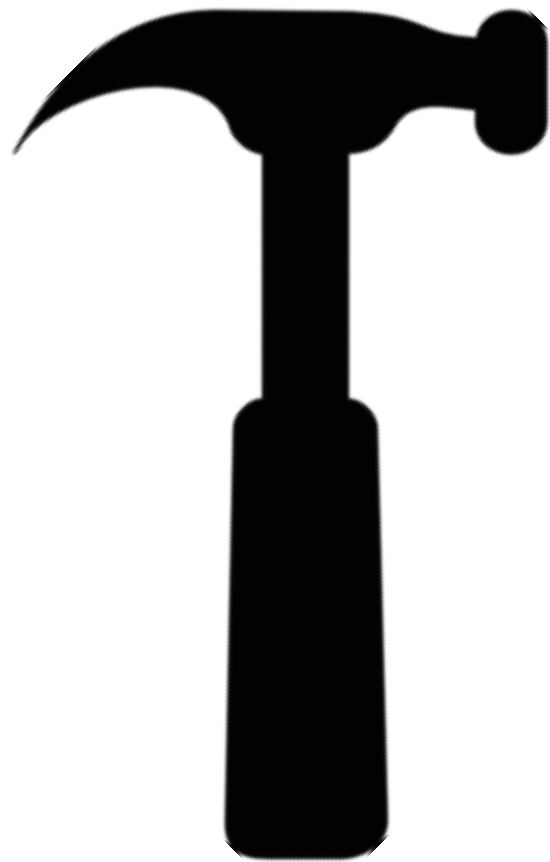
roadmap

pilot in DC



open **GA**

LET'S DO THIS.



HAMMER TIME