PROMINEO TECH

Career Services Assignment 5 – Attend a Meetup

Instructions: Find a technology meetup or networking event and attend it (either virtually or in-person). Search sites like Eventbrite.com, Meetup.com or do a search like this "[name of your city] + technology meetup. You can also ask your classmates or post the question on LinkedIn and see what recommendations you get.

If possible, go with fellow students or alumni. Answer the following questions below.

Which meetup did you attend?

The Cheat Code for Digital Transformation by argodesign

What did you learn?

Meaningful participation on platforms creates value. The platform that you create must have ways to interact in a meaningful way. People just existing on a platform isn't enough to make the platform worthwhile. As a designer, you want the site to draw people in and immerse them. Design and user experience plays a large role in this. The motivations behind people using the platform should be mapped out in order to avoid blind spots in the code.

It allows the designer to make improvements in connectivity between providers and consumers. It is always important for a platform to define its purpose and center around providing the best experience possible while centering on that purpose. Keeping values in mind allows better interactivity and loyalty of users.

Muddying up the purpose of the platform with extra unnecessary features can be dangerous. It's best to maintain a clear purpose to fulfill a core need. The monetary source may not be as straightforward as a broad user. The source of revenue can come from very specific parties, such as on Craigslist with job postings. The common user doesn't pay to use the site but the job posters pay to list on the site.

Roadmapping is important to attract the right demographics and determine their interests. If the right processes aren't in place on the platform, the purpose of the platform may become too diluted and too cumbersome to use.

Did you meet anyone new?

I realized after attending the event, that this is a more informational meeting. The viewers were hidden from each other but there was a Q&A session at the end. I did not meet anyone new.

Career Services Assignment 5 – Attend a Meetup

After attempting to look for another event, I was unsuccessful in finding a meetup for a day that I would be available. There definitely aren't any in person meetups available to me since I am in a very small town.