

# Association

What I want as an association:

1. A place where I can facilitate the employment of underrepresented groups that I work with in the tech industry. As part of that, I also want to make sure that the people I work with, whether they are my community or the companies I work with are protected, so that only "serious" candidates and "serious" companies can benefit from this platform. That means only candidates or companies that I invite get to be on the platform. Of course, other associations on the platform can do the same and I have no influence over their decision as to who can be on the platform or not.

1. I want to be able to see and track the impact of my work. Ideally I have a dashboard with the most important KPIs for me available.

1. I would like have a place where I can record all the initiatives I run (e.g. bootcamps, hackathons or deploy(impact) ;) ) and I can assign them to candidates who completed them like badges, thereby implicitly showing companies what kind of skills candidates demonstrated in order to complete these initiatives.

A place where I can maintain my own profile with information that is relevant for candidates and companies, which helps create more exposure for my mission/values.

## Problem Statement:

TechForAlliance Associations working with underrepresented groups in the tech industry face challenges in facilitating employment opportunities and ensuring the platform's integrity. They need a platform that allows them to invite and manage candidates and companies, guarantee data privacy compliance, showcase their initiatives, and track the impact of their work. Associations seek a solution that empowers them to create a meaningful impact and promote diversity and inclusion in the tech sector effectively.

## Persona's Pain Points:

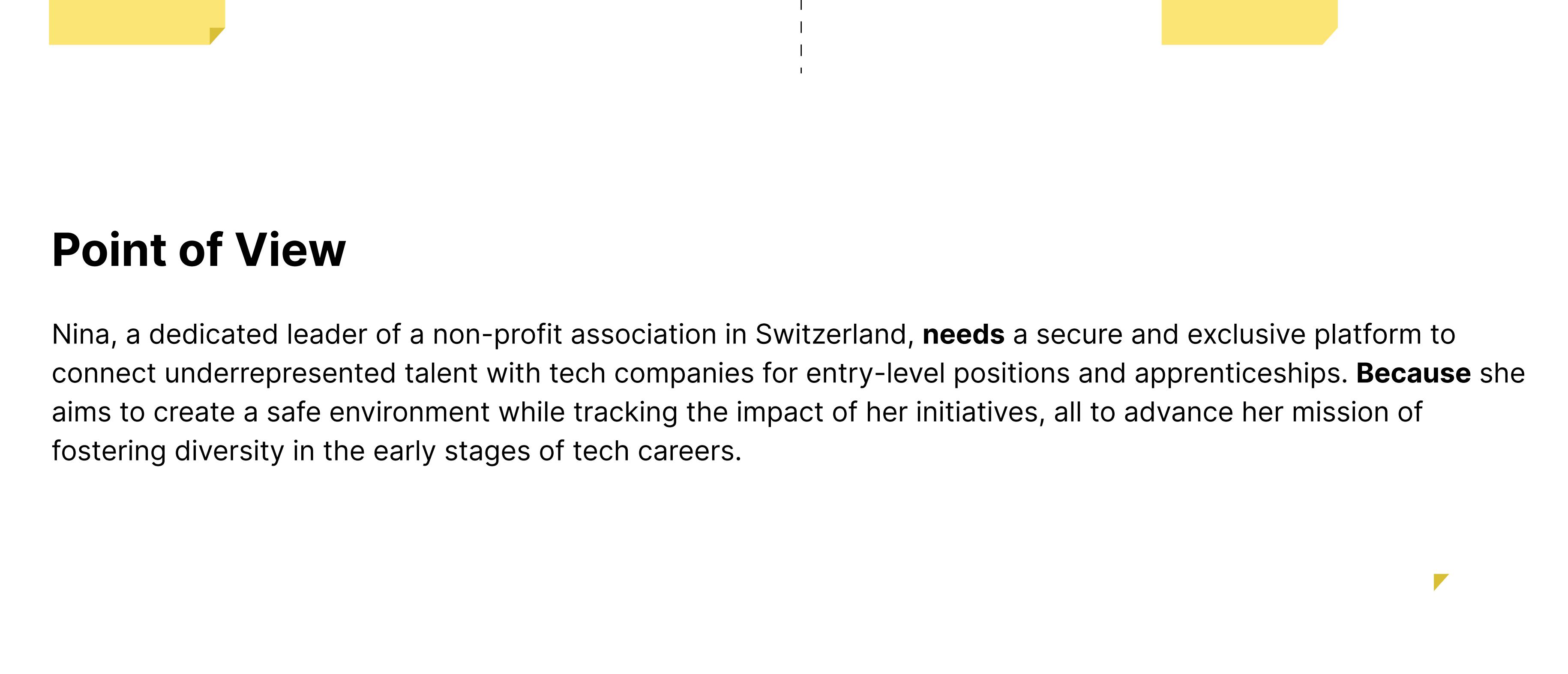
- Limited Control Over Invitation Process:** TechForAlliance may face challenges in controlling the invitation process, especially when inviting candidates or companies to join the platform. Ensuring that only "serious" candidates and companies get invited could be a potential pain point.
- Complex Account Creation:** The process of creating new accounts, particularly for association representatives, may be perceived as complex or restrictive. They may need to rely on administrators to invite them, which could be less efficient.
- Managing Initiative Records:** TechForAlliance may find it challenging to efficiently manage and record all the initiatives they run. This includes assigning completed initiatives to candidates as badges, which could be time-consuming.
- Data Privacy Compliance:** Ensuring that all candidates and companies on the platform accept data processing terms could be a significant concern. Maintaining compliance with data privacy regulations is crucial.
- Mass Invitation Handling:** Handling mass invitations to create accounts for multiple individuals might require a streamlined and user-friendly process. Uploading files or copy-pasting emails should be efficient and error-free.
- Association Exposure:** TechForAlliance may need an effective way to present their association profile on the platform to gain exposure and promote their mission and values.
- Training Needs:** Providing adequate training for association representatives on how to use the platform effectively is essential. This should be integrated into the user interface for convenience.
- Access to Reporting:** TechForAlliance requires access to meaningful reports and dashboards to track the impact of their work and monitor platform engagement. This could be challenging if the reporting tools are not user-friendly.



**Seeing the details in sharp relief will give you the chance to translate your empathy into a design that better accommodates your users' needs and removes (or alleviates) as many pain points as possible.**

## Customer Journey Map

**A customer journey map is a research-based tool. It examines the story of how a customer relates to the business, brand or product over time. As you might expect — no two customer journeys are identical. However, they can be generalized to give an insight into the "typical journey" for a customer as well as providing insight into current interactions and the potential for future interactions with customers.**



### Empathy mapping

This empathy map provides a deeper understanding of the candidate persona's thoughts, emotions, and behaviors, helping us design a platform that caters to their needs and enhances their experience.

When we create an empathy map, we'll gain a deeper understanding of our users' needs, and therefore the people we want to design for. An empathy map will help us uncover the secrets hidden with our user research and help us define a problem statement which is centered around our users' needs. This will have a chain reaction on our entire design process, and lead us to create a product or service which solves user problems and is therefore widely adopted when put to market.

**An empathy map is a visualization tool which helps us sum up what we learned from design research to help us better understand our users**

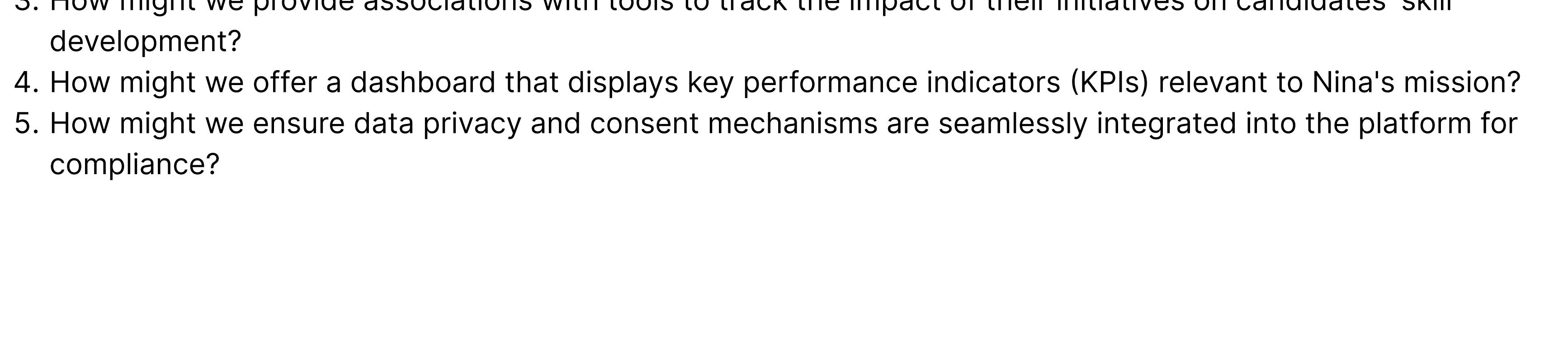
1. How might we create a secure and exclusive onboarding process for both candidates and companies to ensure the platform's integrity?

2. How might we enable associations like Nina's to easily invite and manage candidates and companies on the platform?

3. How might we provide associations with tools to track the impact of their initiatives on candidates' skill development?

4. How might we offer a dashboard that displays key performance indicators (KPIs) relevant to Nina's mission?

5. How might we ensure data privacy and consent mechanisms are seamlessly integrated into the platform for compliance?



## Point of View

Nina, a dedicated leader of a non-profit association in Switzerland, **needs** a secure and exclusive platform to connect underrepresented talent with tech companies for entry-level positions and apprenticeships. **Because** she aims to create a safe environment while tracking the impact of her initiatives, all to advance her mission of fostering diversity in the early stages of tech careers.

## How Might We?

**"How Might We" (HMW) questions are short questions which come from our Point Of View (POV) statement. They help to open up the design challenge and inspire brainstorms and other ideation sessions to generate a wide range of solutions.**

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