

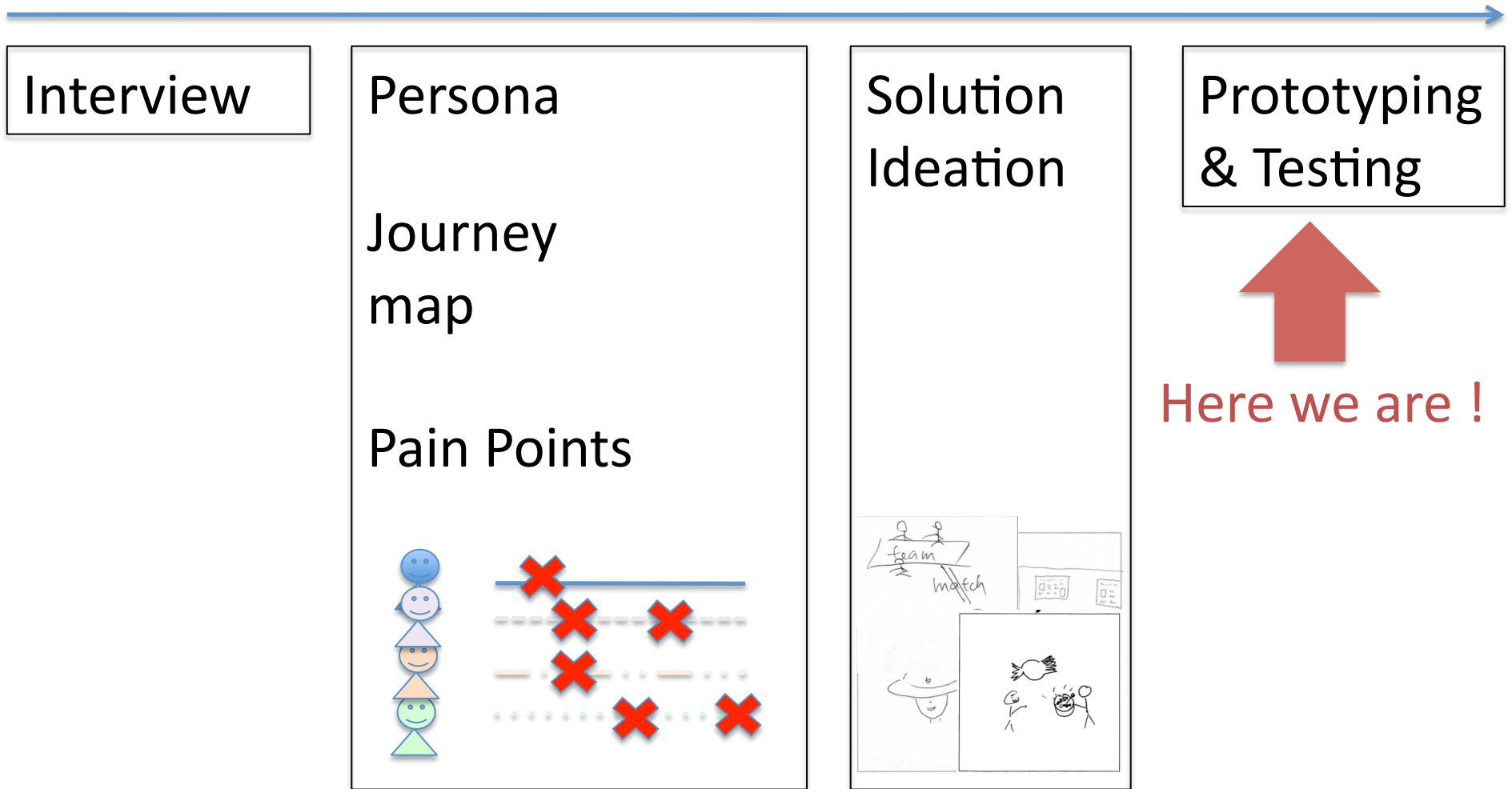
New member experience project

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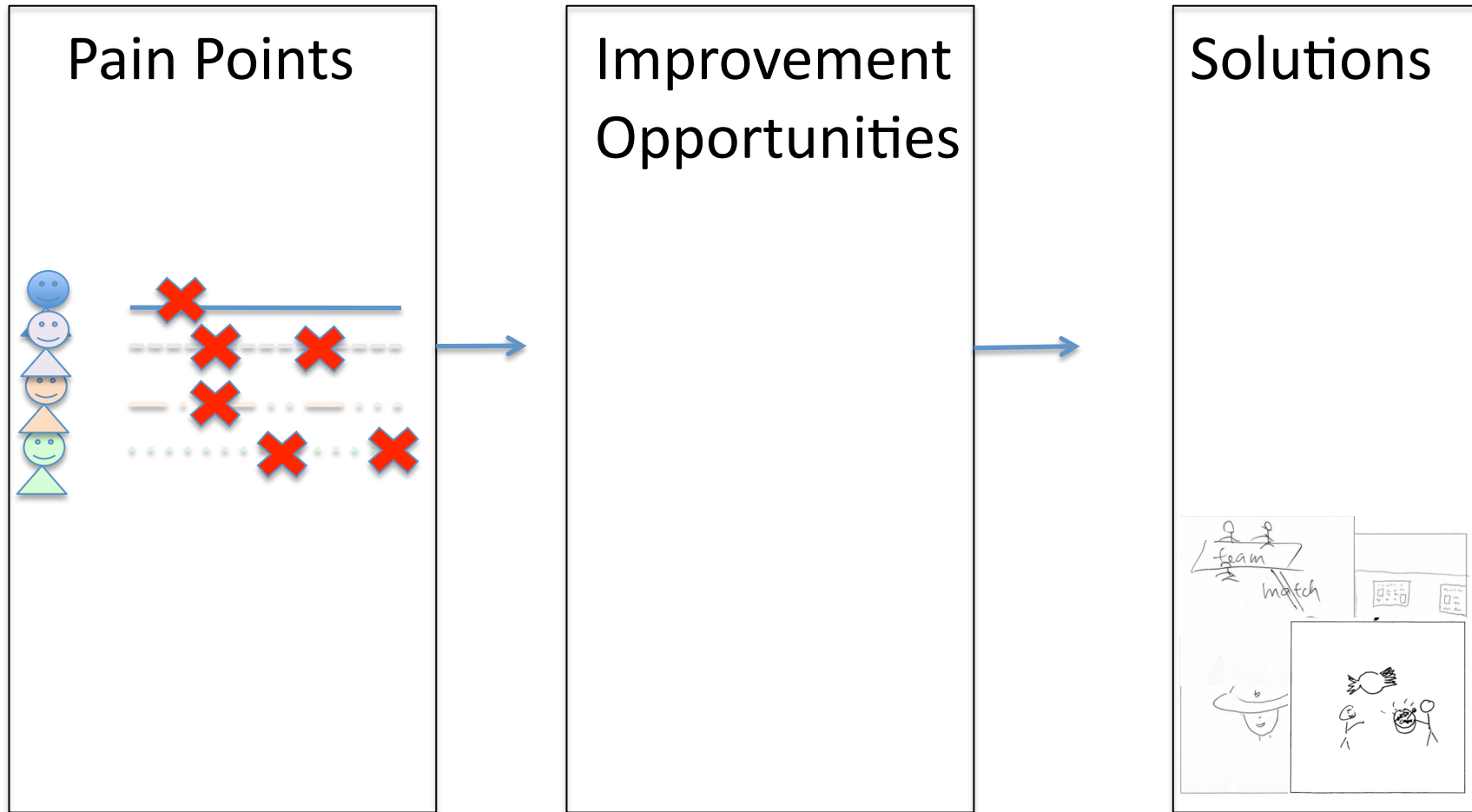
What is new member experience project?

- Goal: to help improve new member experience at code-for-sf hack night
- Approach: user-centered design
 - People who face the problem have the key to the solution

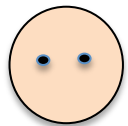
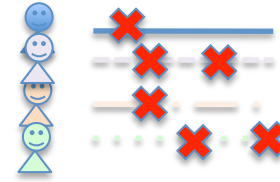
What is the road map of the project?



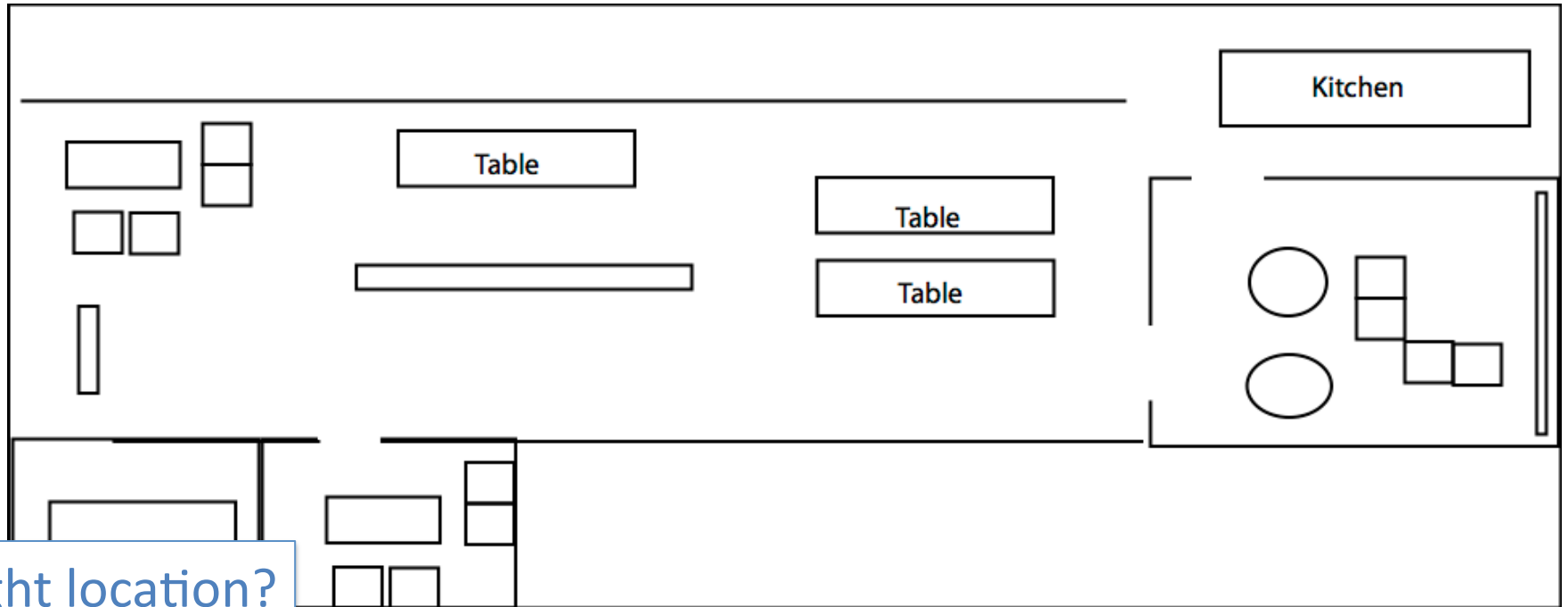
What did we find?



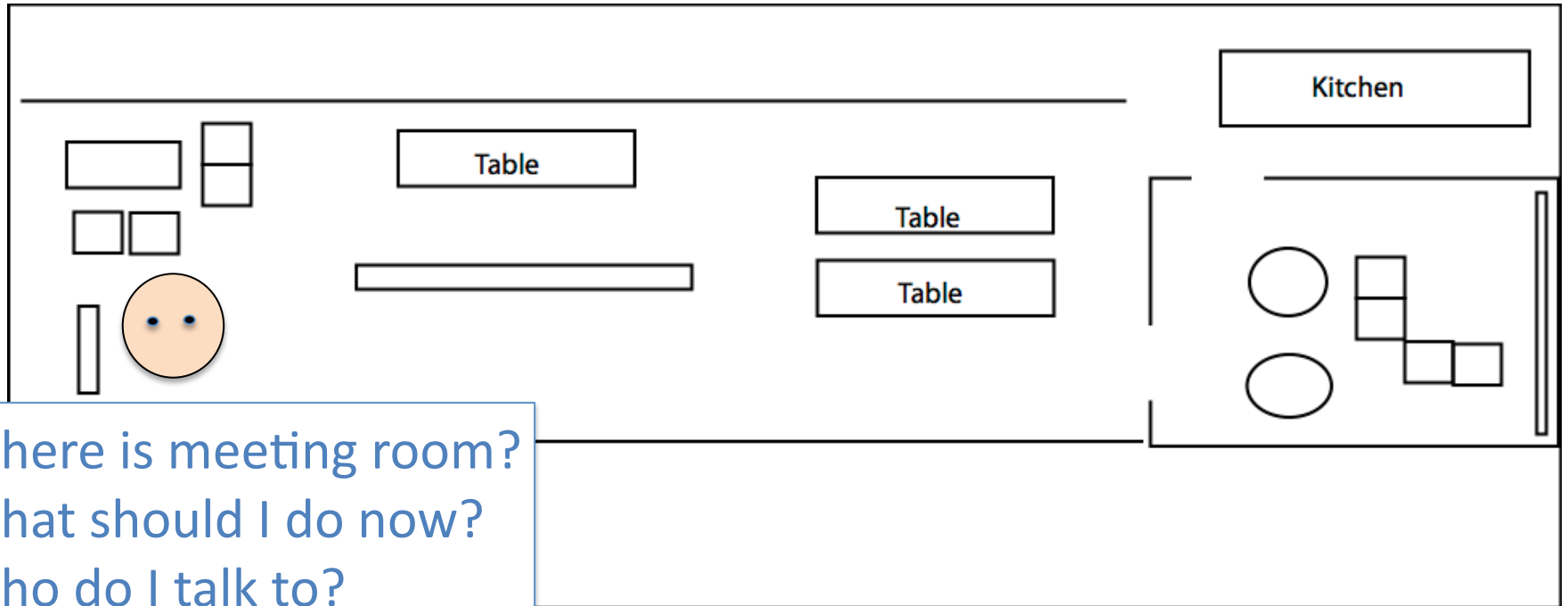
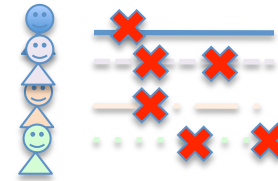
Pain points



•Right location?

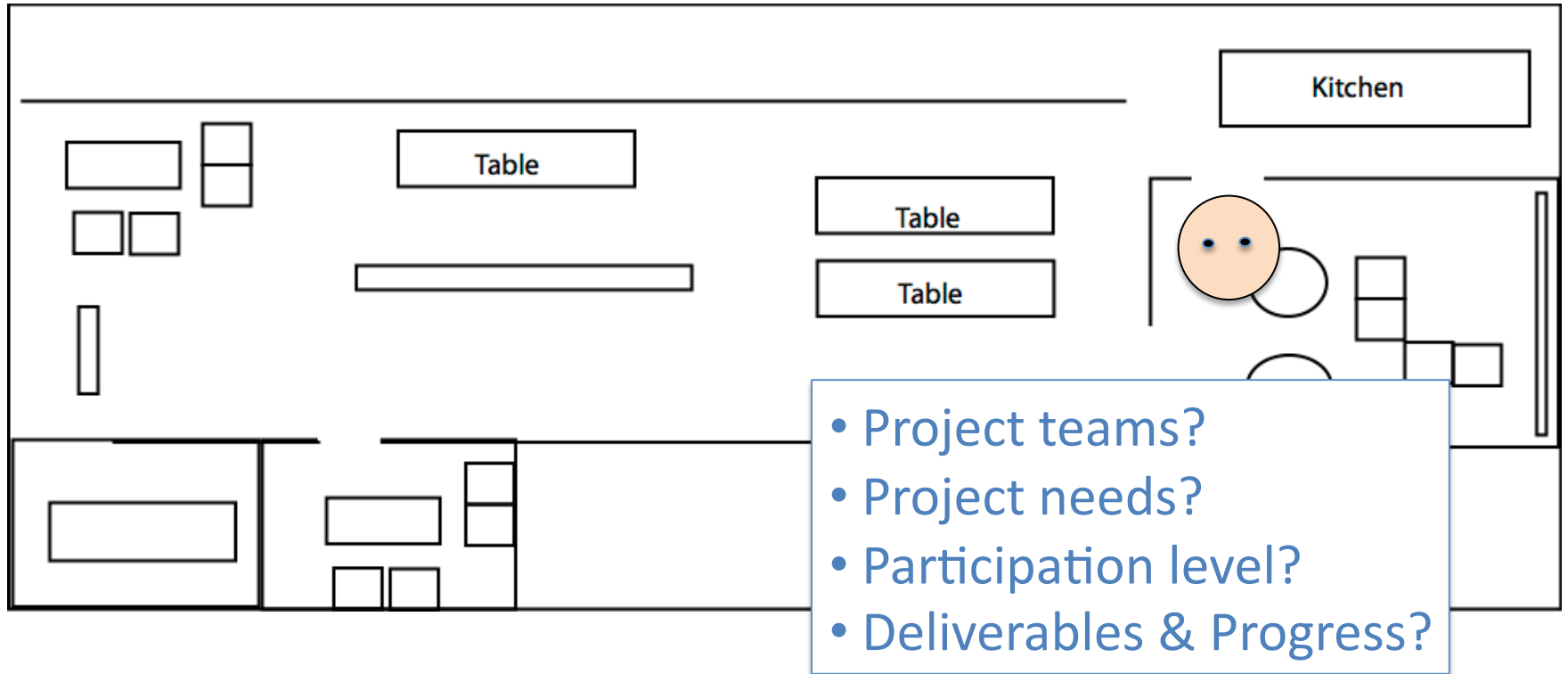
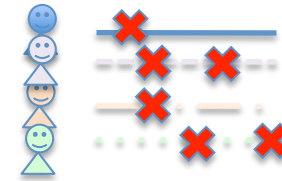


Pain points

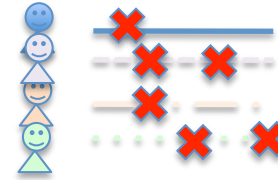


- Where is meeting room?
- What should I do now?
- Who do I talk to?
- Do I fit in?

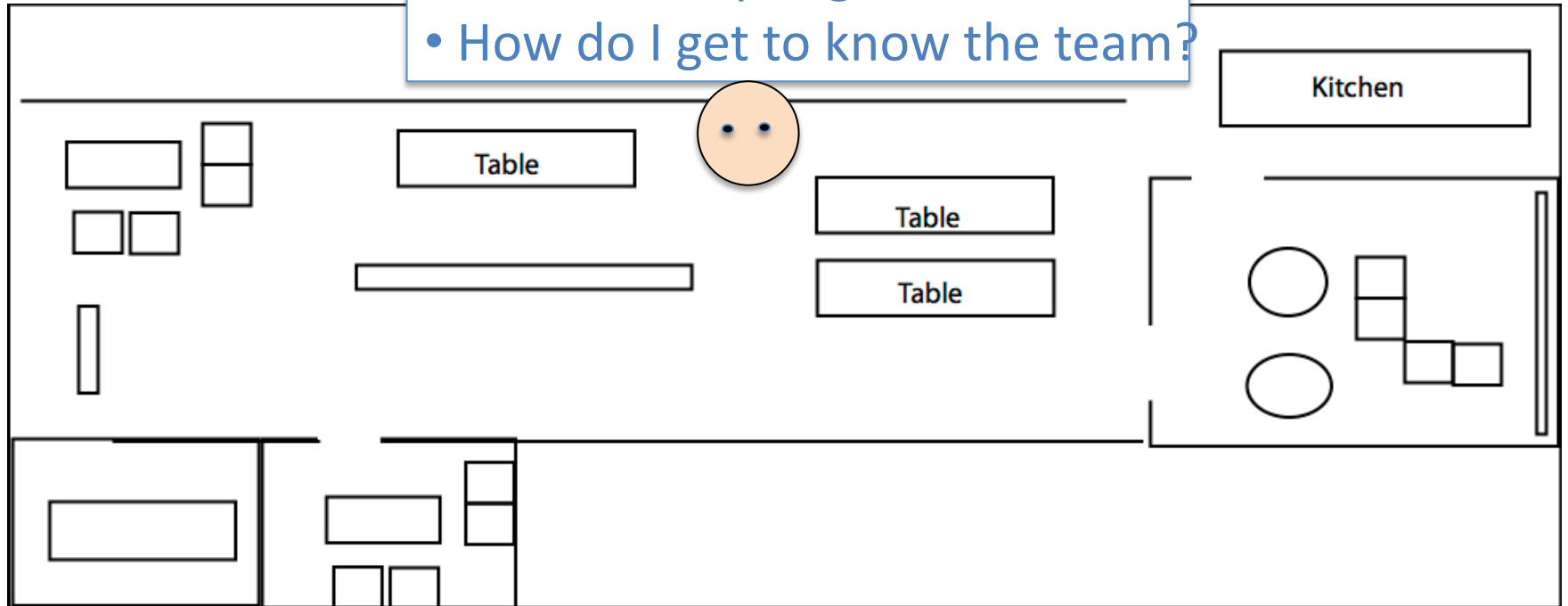
Pain points



Pain points

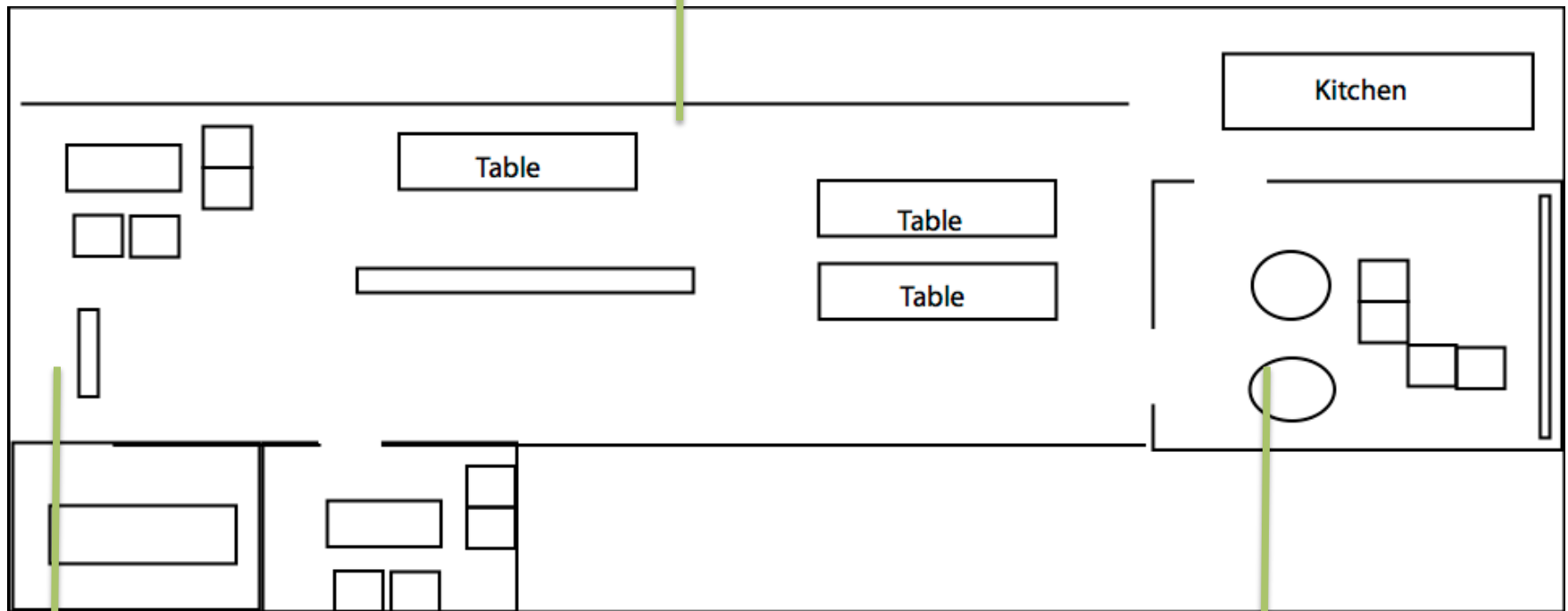


- Am I interrupting?
- How do I get to know the team?



Improvements & Solutions

Improvement: Easier to approach teams
Solution: ambassador program, etc



Improvement: Better information
Solution: Signage, etc

Improvement: More team details
Solution: team gallery, matching

Next steps: prototyping & testing

- **Better signs (easiest)**
 - large signs that describe hack-night agenda and room/team location
- **Ambassador program (easiest)**
 - team rep badge & no disturb sign

Acknowledgement

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