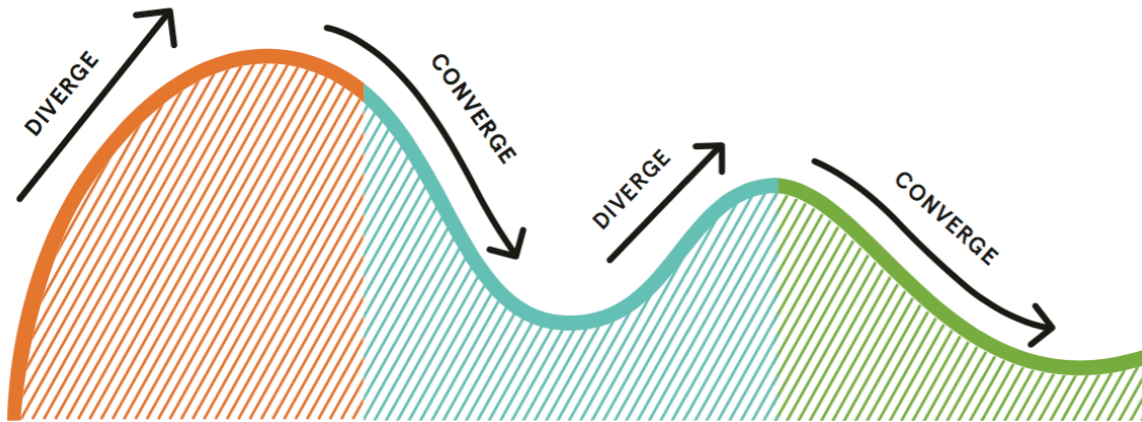


New member experience project

- Methods- Human-centered design approach
- Personas
- Persona experiences & pain points
- Recommendations

Human- Centered Design

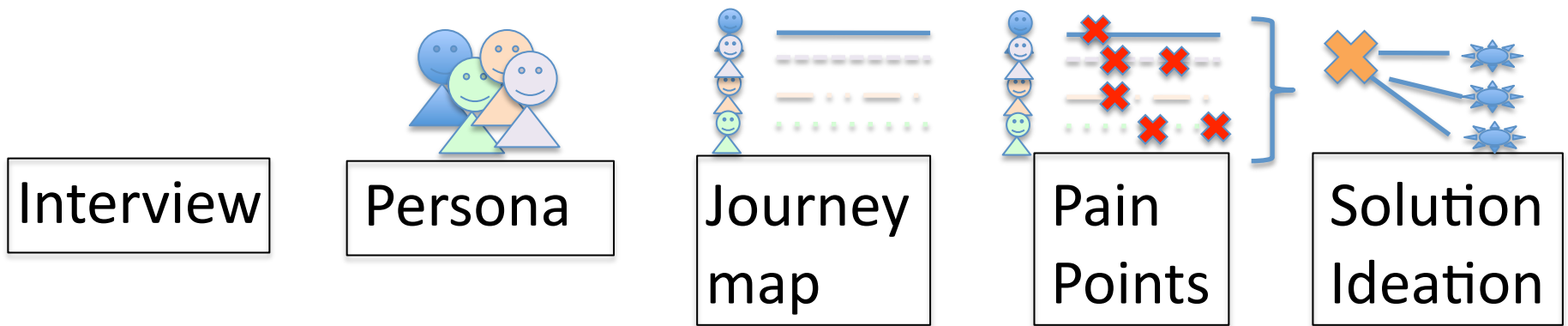
- People who face the problem have the key to the solution
- Approach:



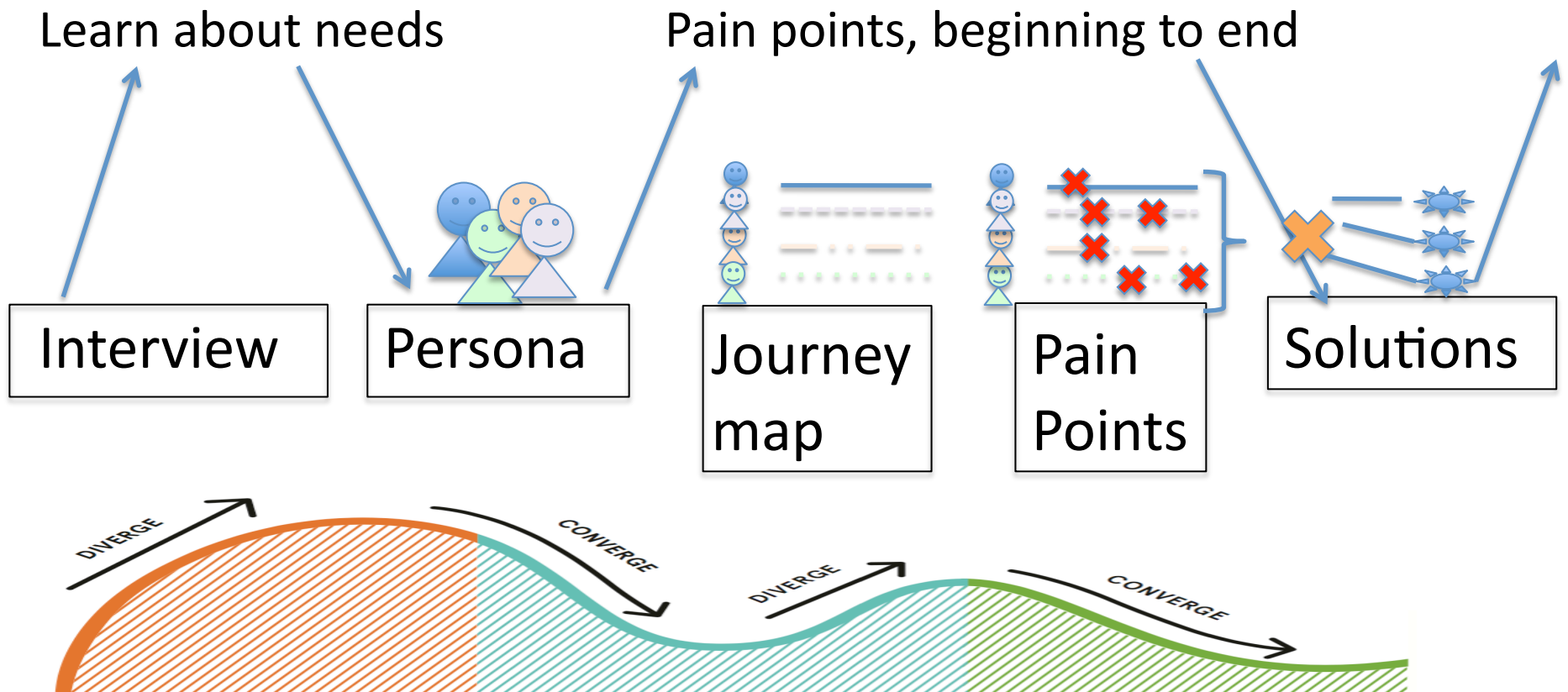
Methods

Learn about needs

Pain points, beginning to end

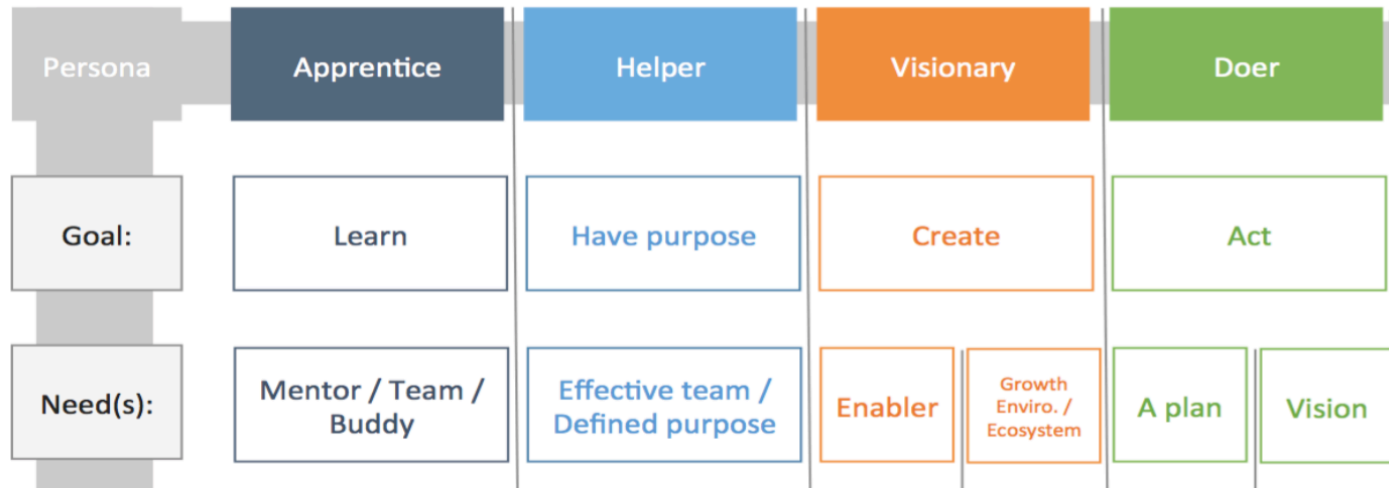


Methods



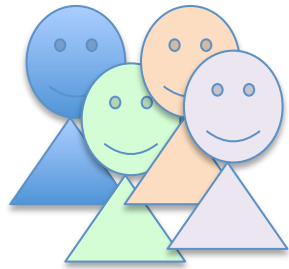
Interviews -> Personas

CfSF Brigade Persona Map

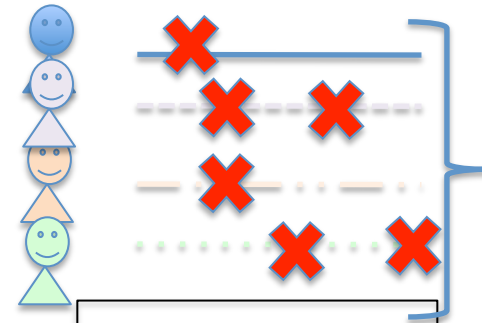


- Apprentice: improve or learn
- Helper: help the community
- Visionary: solve a specific problem
- Doer: work on existing problems

Persona experiences

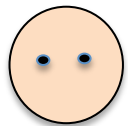
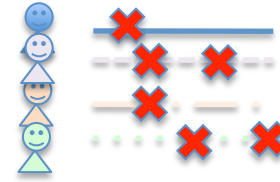


Journey
map

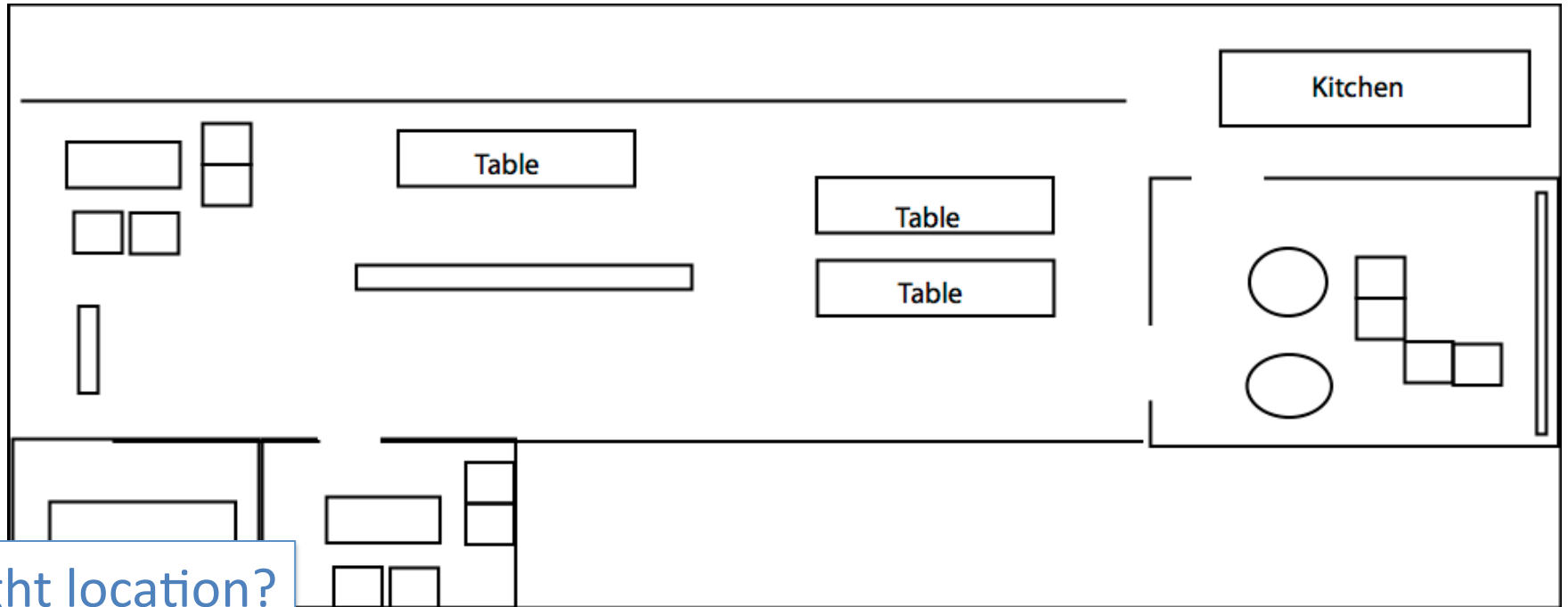


Pain
Points

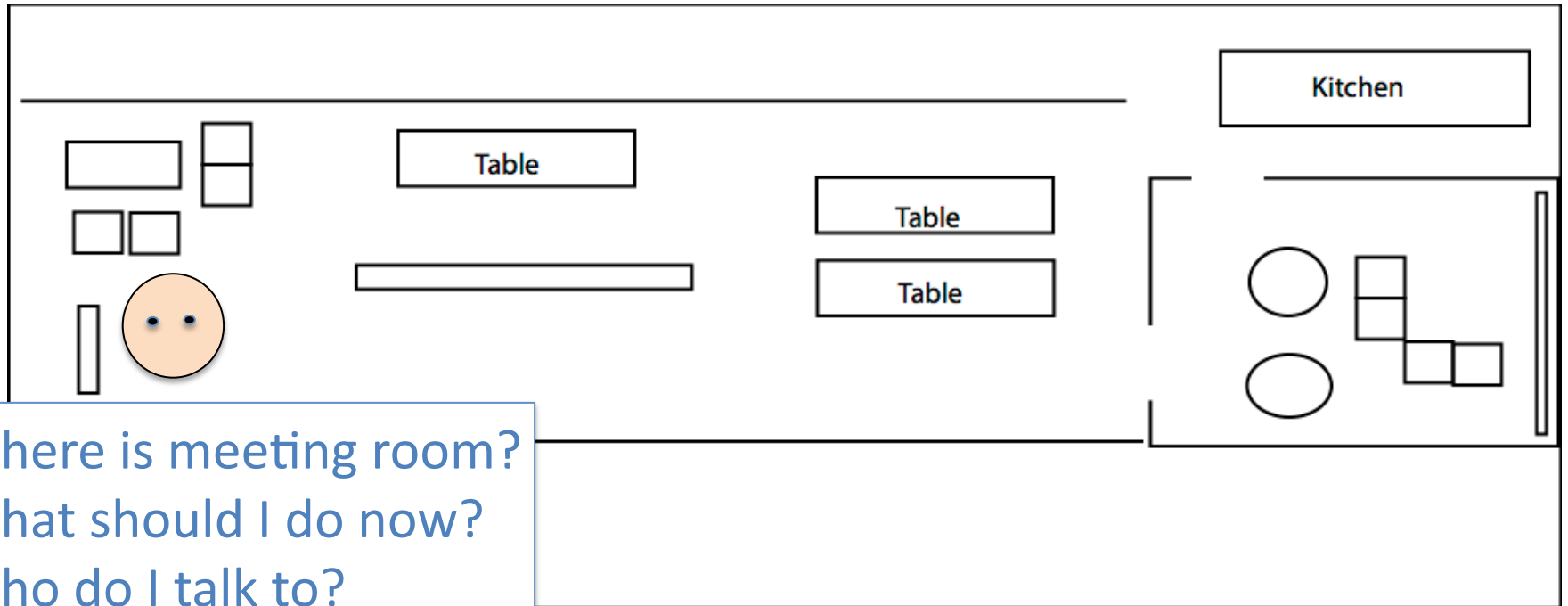
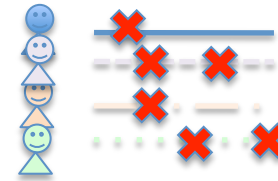
Pain points



•Right location?

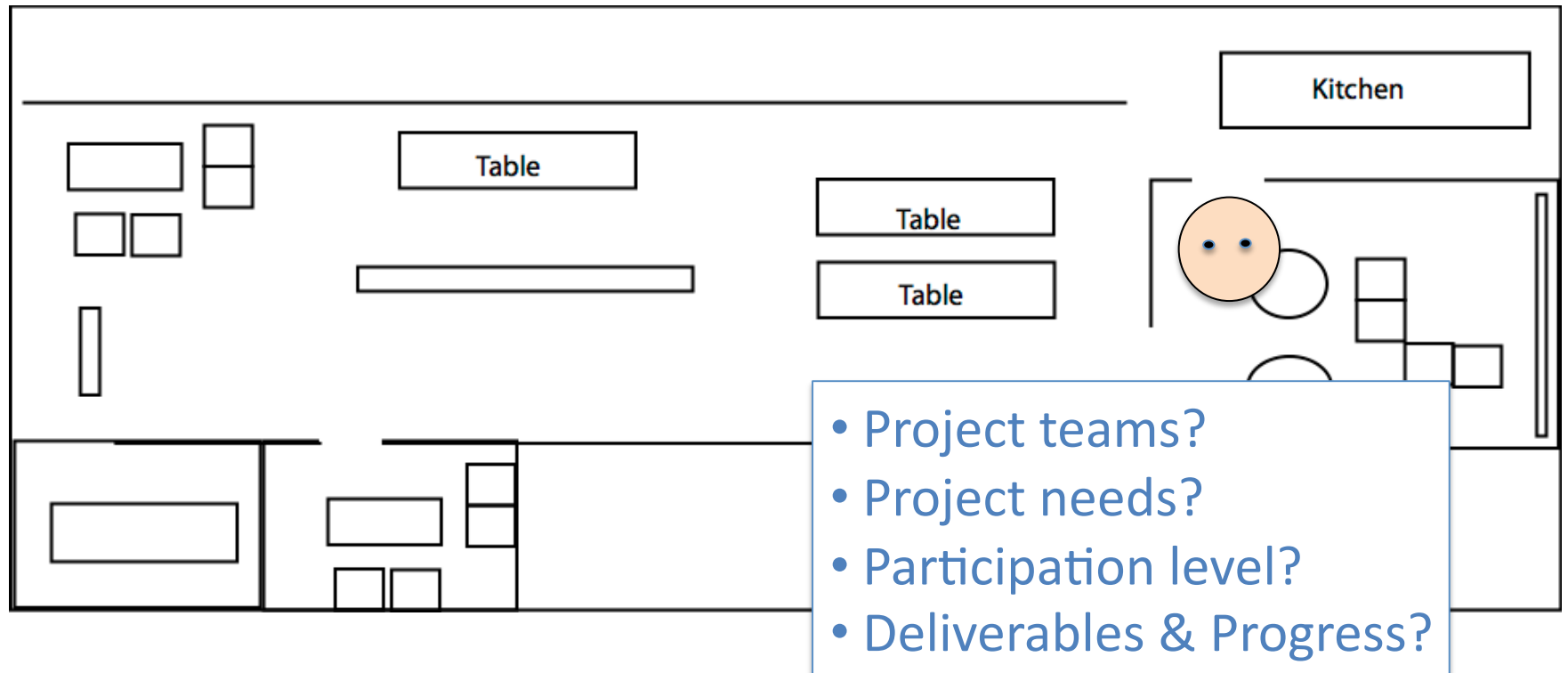
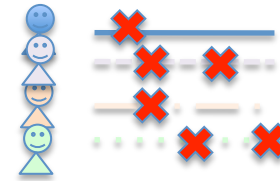


Pain points

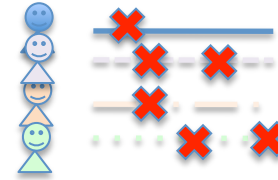


- Where is meeting room?
- What should I do now?
- Who do I talk to?
- Do I fit in?

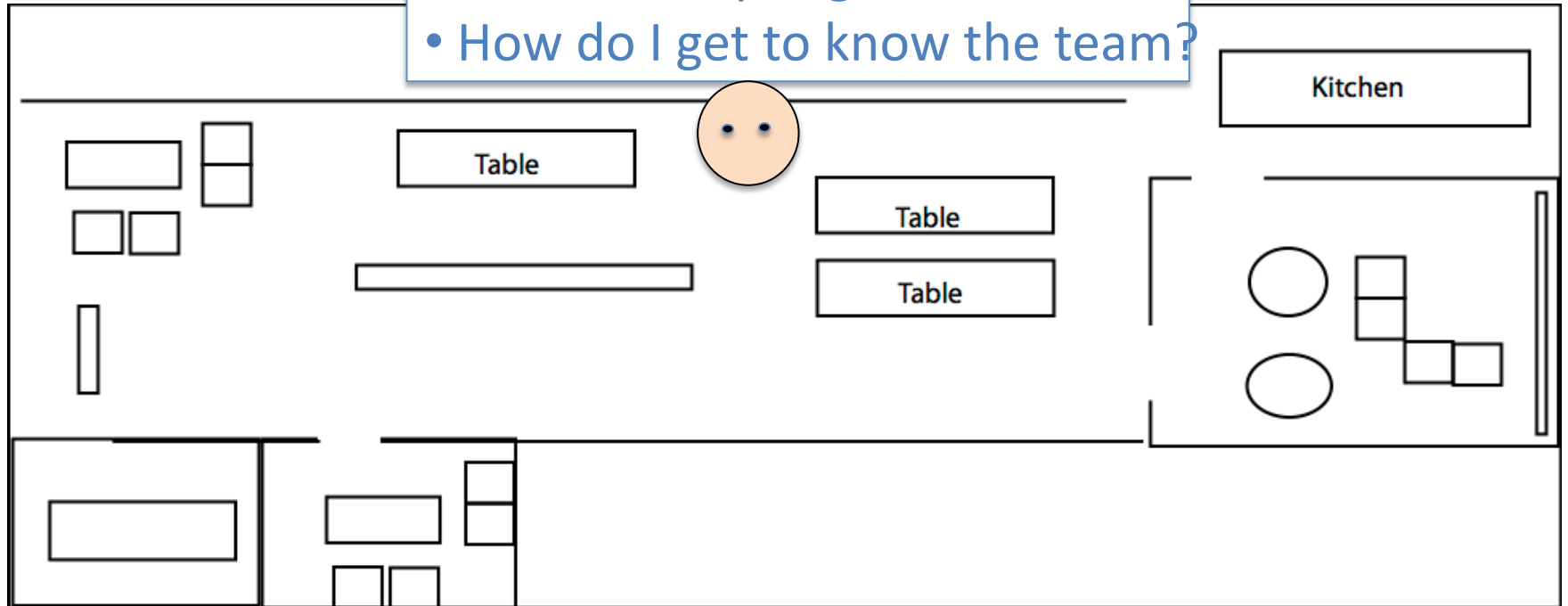
Pain points



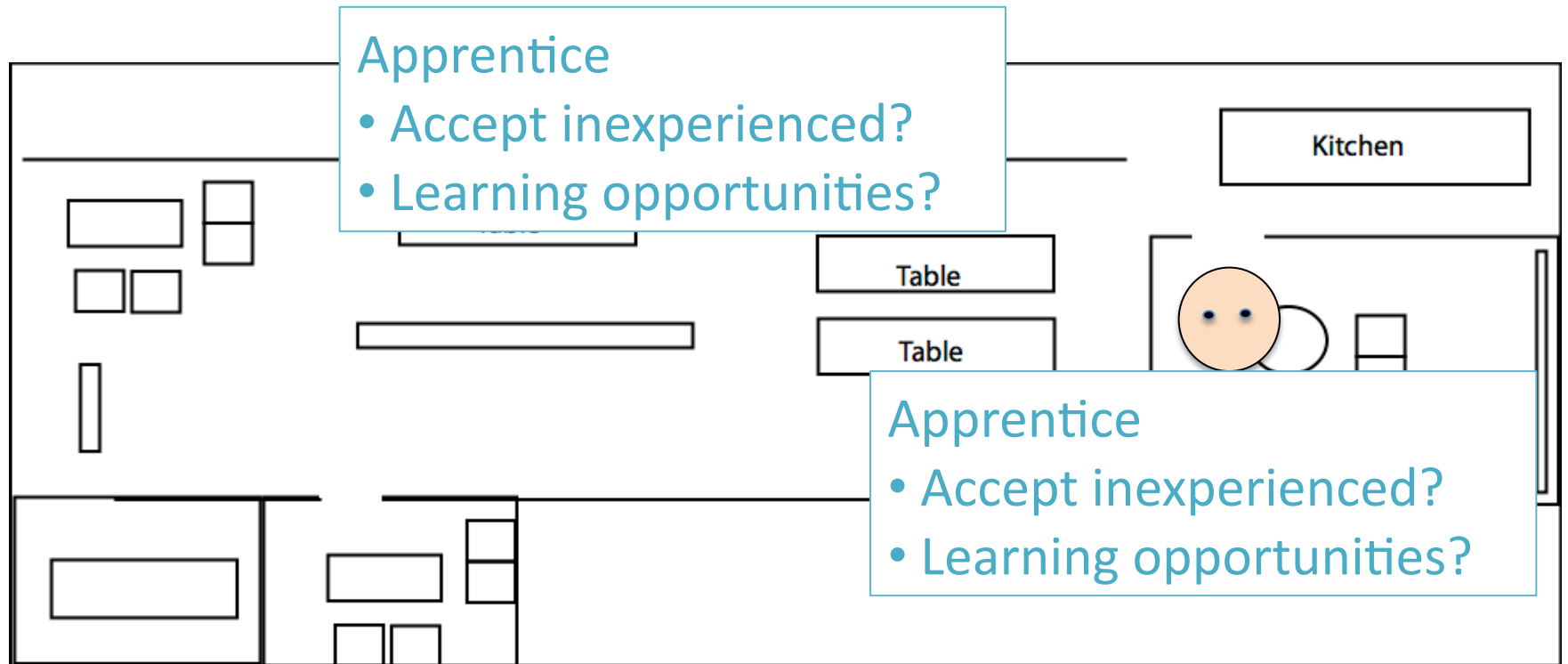
Pain points



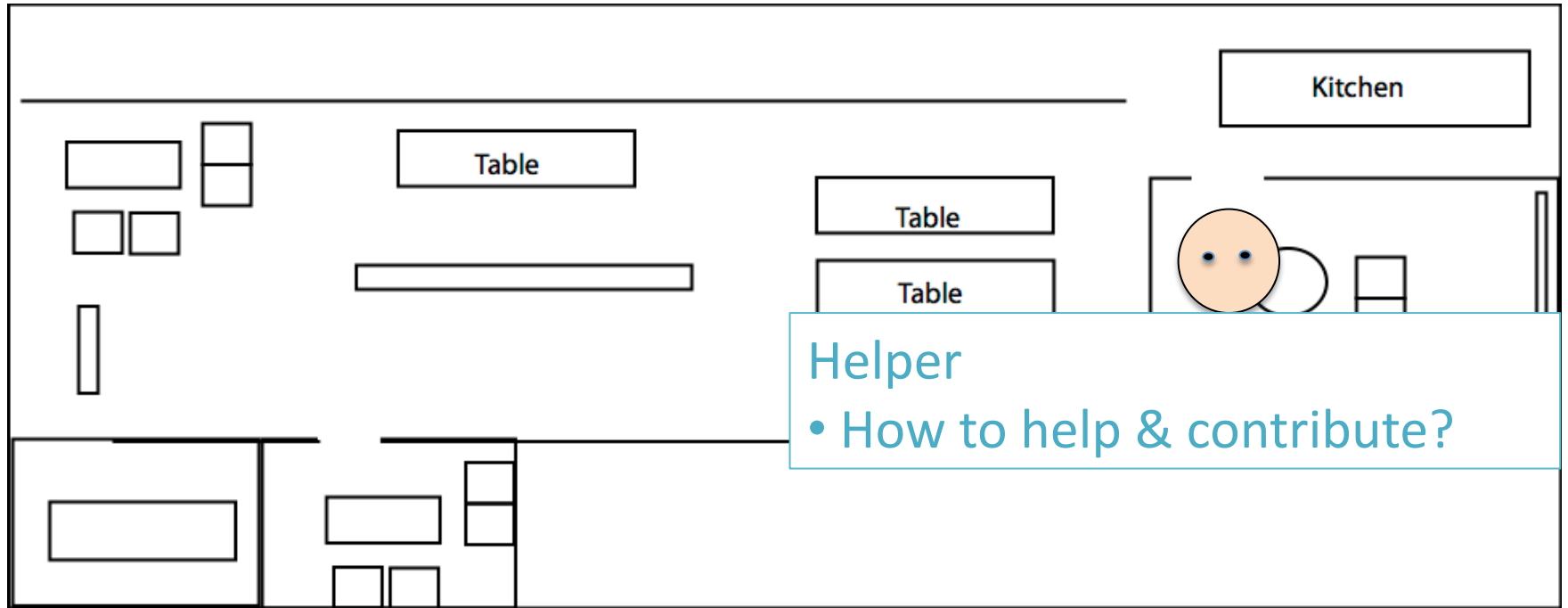
- Am I interrupting?
- How do I get to know the team?



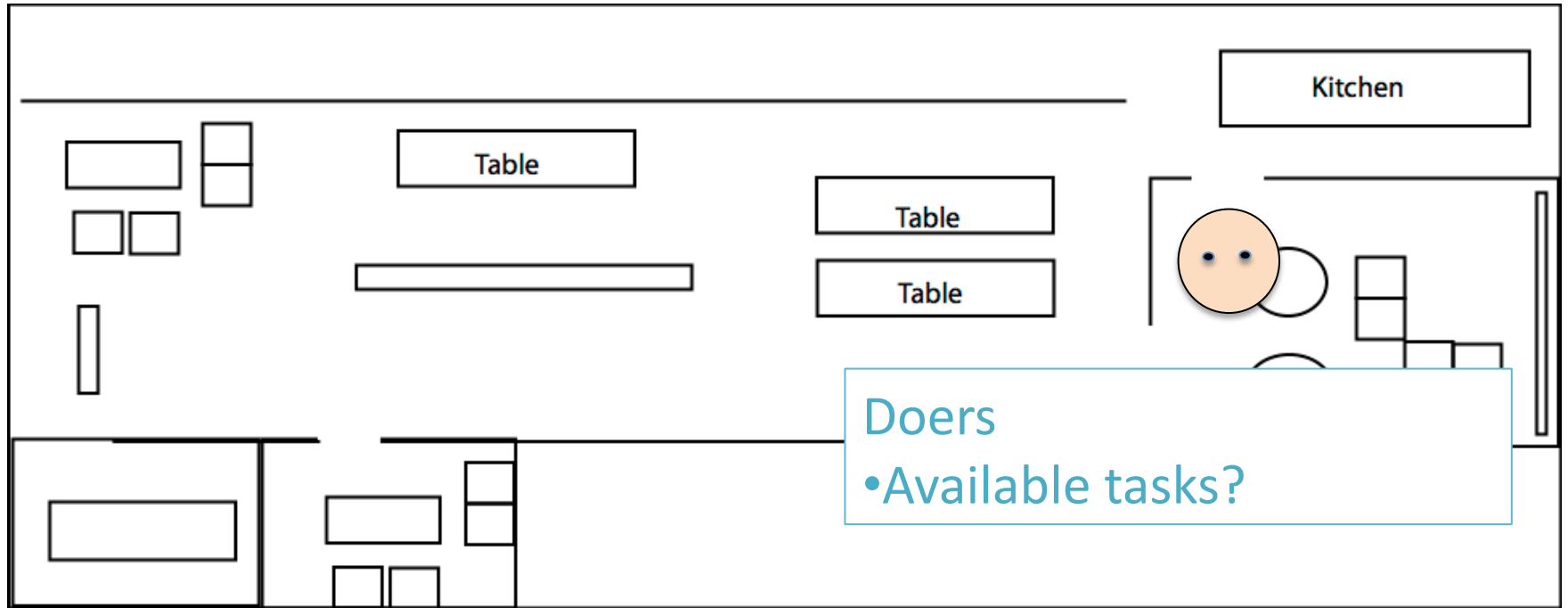
Pain points (Apprentice)



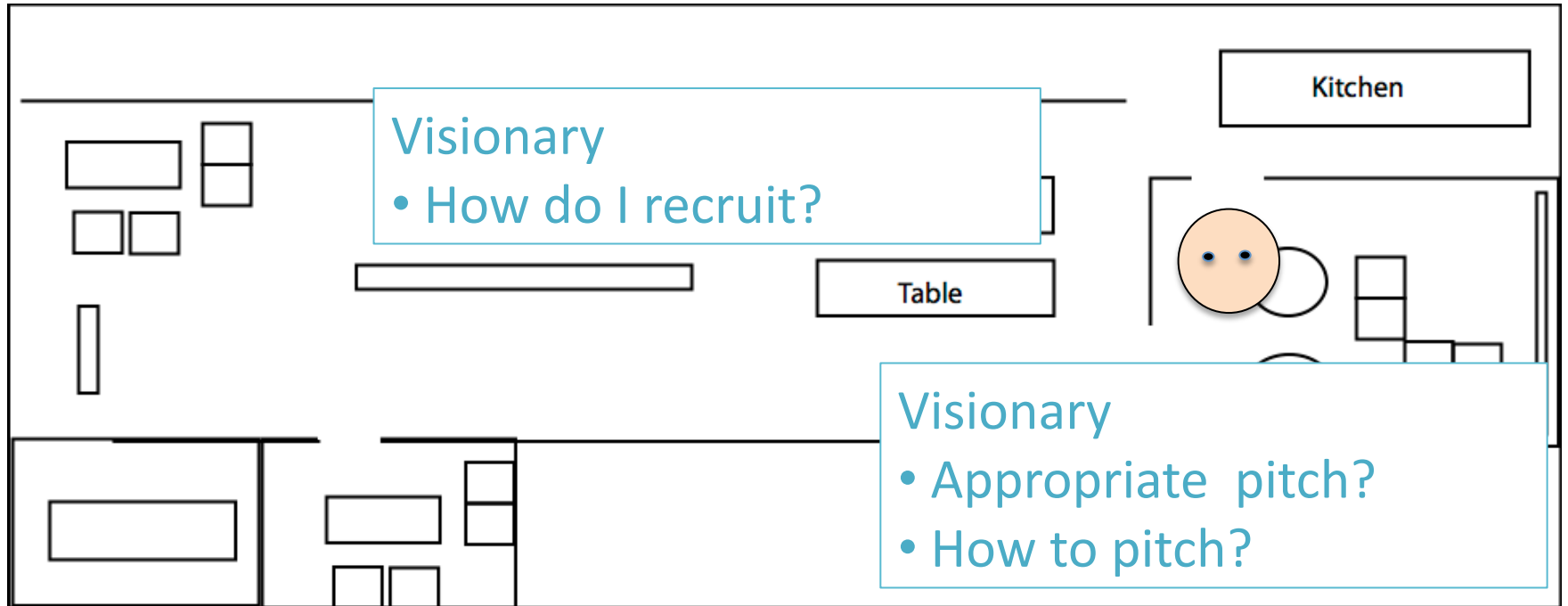
Pain points (Helper)



Pain points (Doer)



Pain points (Visionary)



Pain points ->

Converging onto 5 problem domains

3. Team Approaching

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

5. Team Building

Visionary

- How do I recruit?

Visionary

- Appropriate pitch? How?

1. Location & Agenda

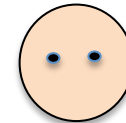
- Right location?

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

4. Learning Opportunities

Apprentice

- Accept inexperienced?
- Learning opportunities?



2. Team Details

- Project teams?
- Project mission & needs?
- Participation level?
- Deliverables & Progress?

Helper

- How to contribute?

Doers

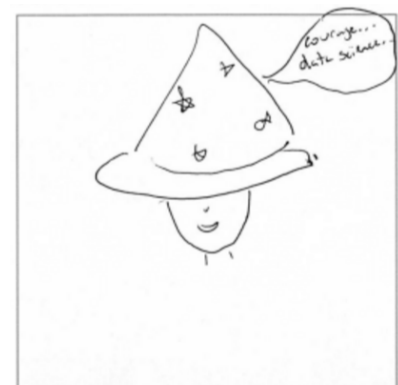
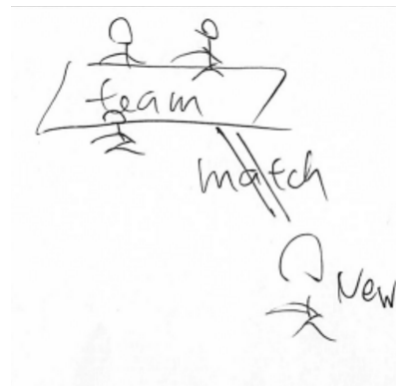
- Available tasks?

Five Problem domains ->

ideating solutions & recommendations

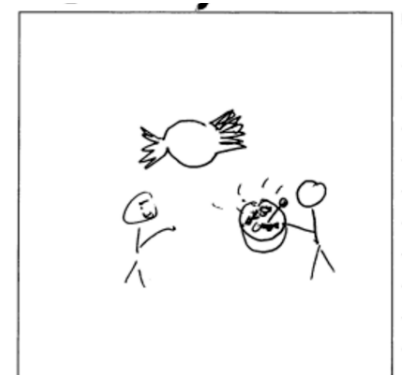
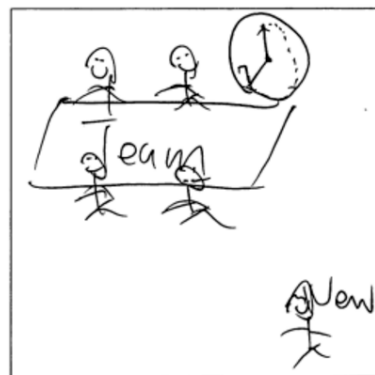
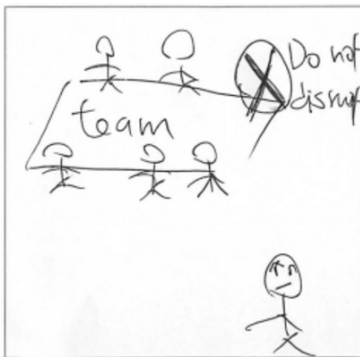
Recommendations- “how might we....”

- 1. HMW visually describe agenda & location?
 - Signs, agenda, badge, new member zone, etc
- 2. HMW provide more team details & connect teams and new members?
 - Team gallery, matching mechanism,



Recommendations- “how might we....”

- 3. HMW make it easy to approach project teams?
 - Visual: team greeter badge, no disrupt sign
 - New member on-boarding
 - Welcoming atmosphere



Recommendations- “how might we....”

- 4. HMW create learning opportunities?
 - Mentorship system
 - Code- buddy
- 5. HMW facilitate team building?
 - More tools (pencils, papers, whiteboards, tables)
 - Recruitment & matching mechanism

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
- **Team gallery (desirable)**
 - project details & needs
- **Match-making service (useful)**
 - to connect new members with teams

Acknowledgement

- Contributors: Carla, John-Michael, James, Jaoyi, Larry, Jacob, Phoebe, Caitlin, David
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