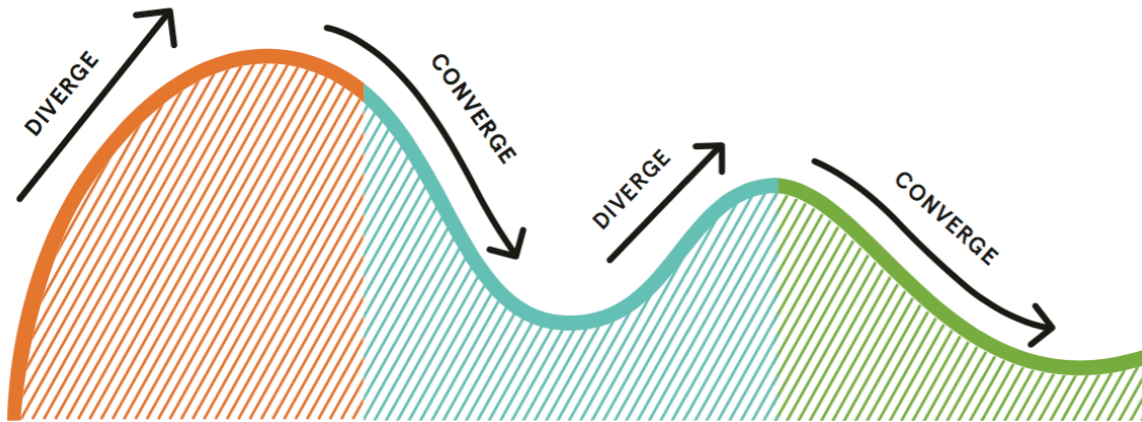# New member experience project

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

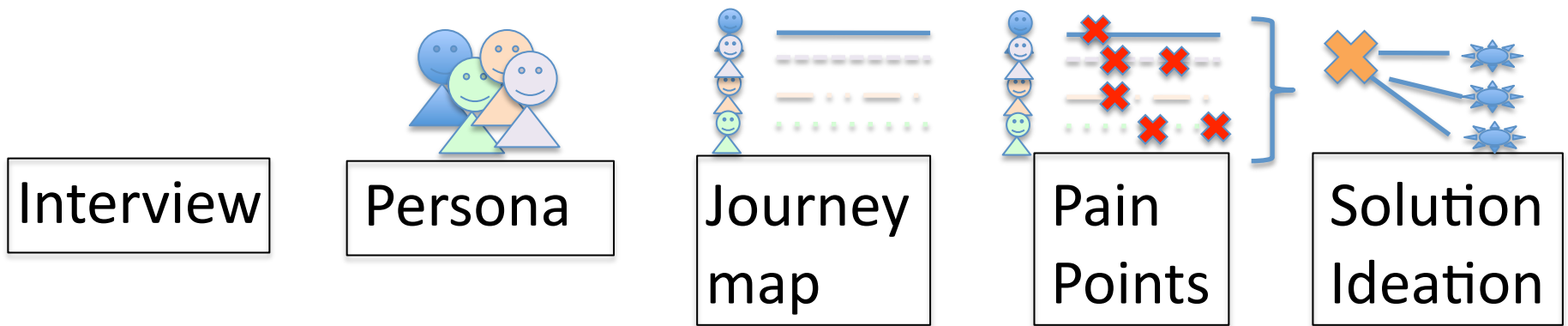# Human- Centered Design

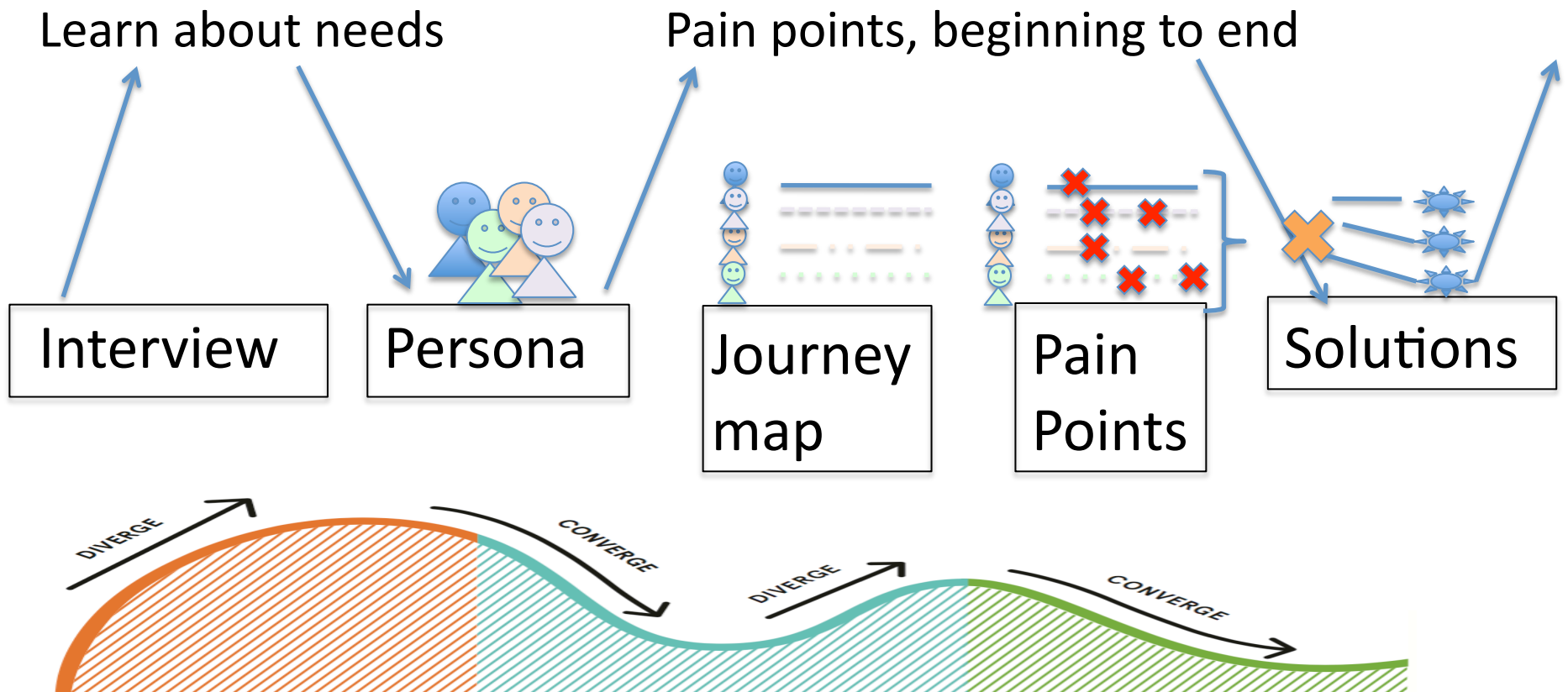- People who face the problem have the key to the solution

- Approach:

DIVERGE

CONVERGE

DIVERGE

CONVERGE

Methods

Learn about needs   Pain points, beginning to end

Interview   Persona   Journey map   Pain Points   Solution Ideation

Methods

Interviews ->Personas

CfSF Brigade Persona Map

| Persona	Apprentice	Helper	Visionary		Doer	
Goal:	Learn	Have purpose	Create		Act	
Need(s):	Mentor / Team / Buddy	Effective team / Defined purpose	Enabler	Growth Enviro. / Ecosystem	A plan	Vision
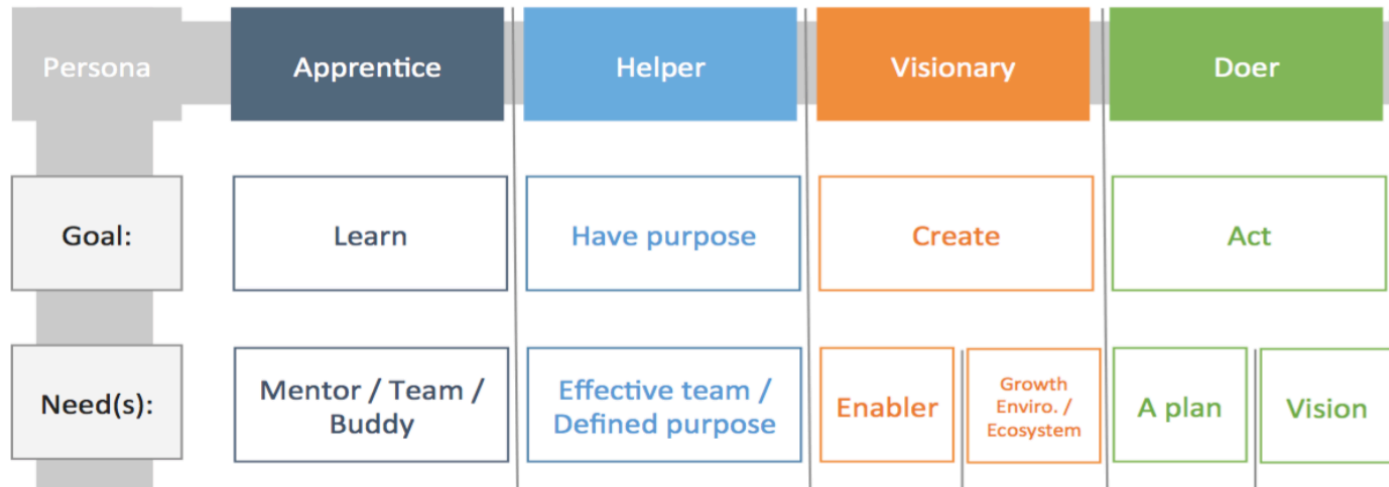
- Apprentice: improve or learn
- Helper: help the community
- Visionary: solve a specific problem
- Doer: work on existing problems
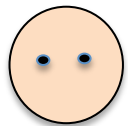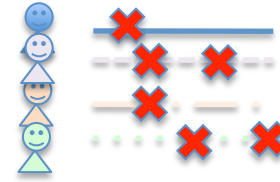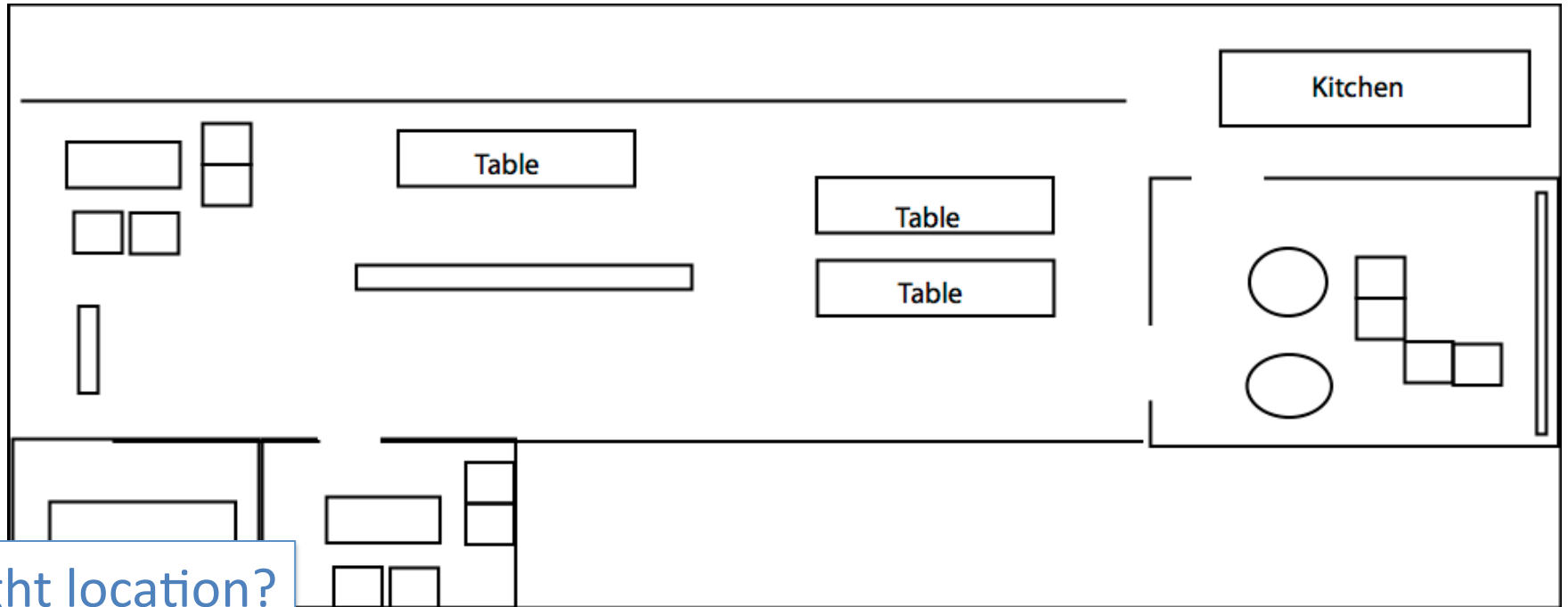
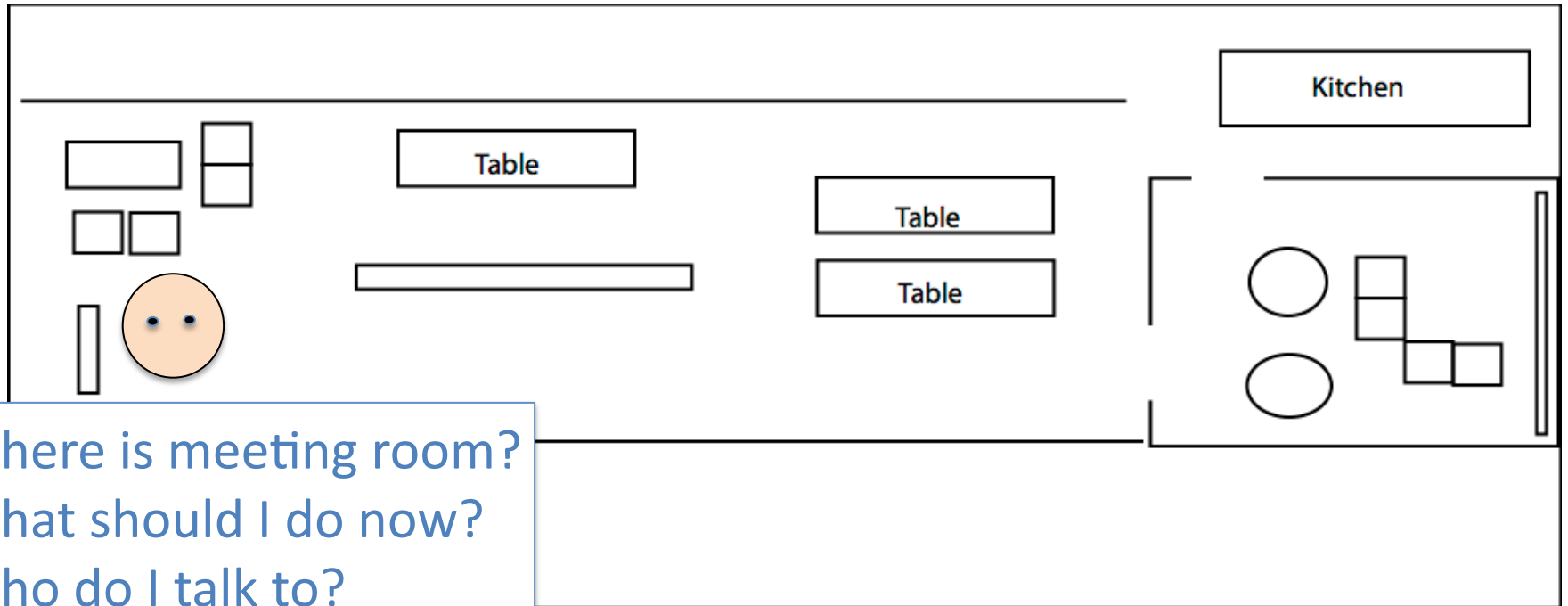# Persona experiences
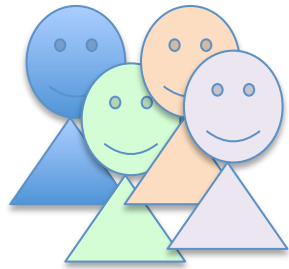
Journey
map

Pain
Points

Pain points

Kitchen

Table

Table

Table
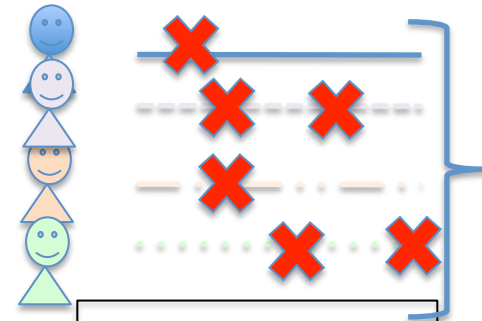
•Right location?

Pain points

Kitchen

Table

Table

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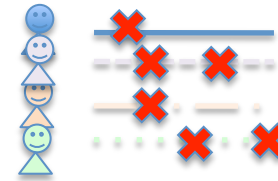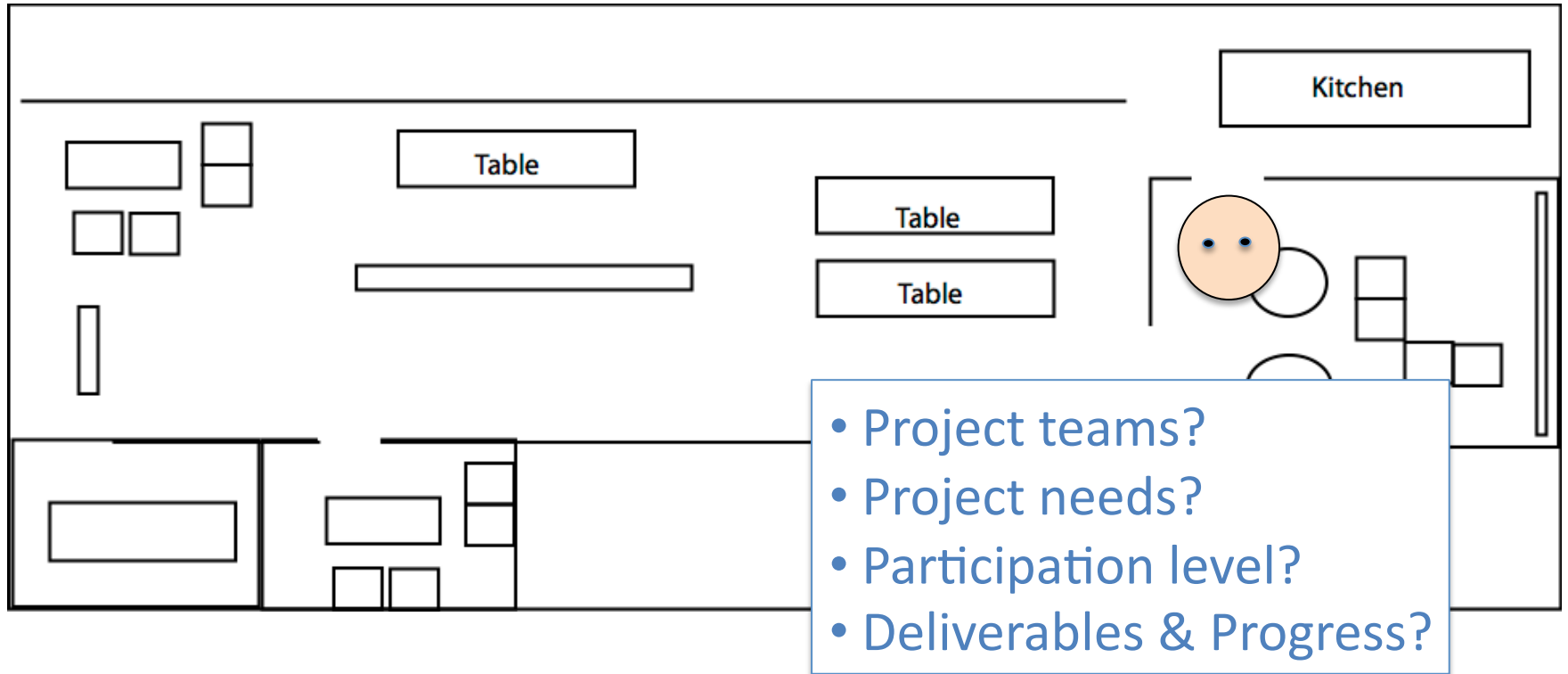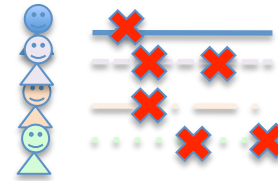
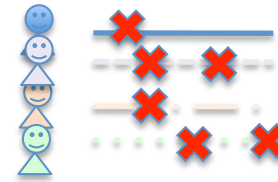- Where is meeting room?
- What should I do now?
- Who do I talk to?
- Do I fit in?

Pain points

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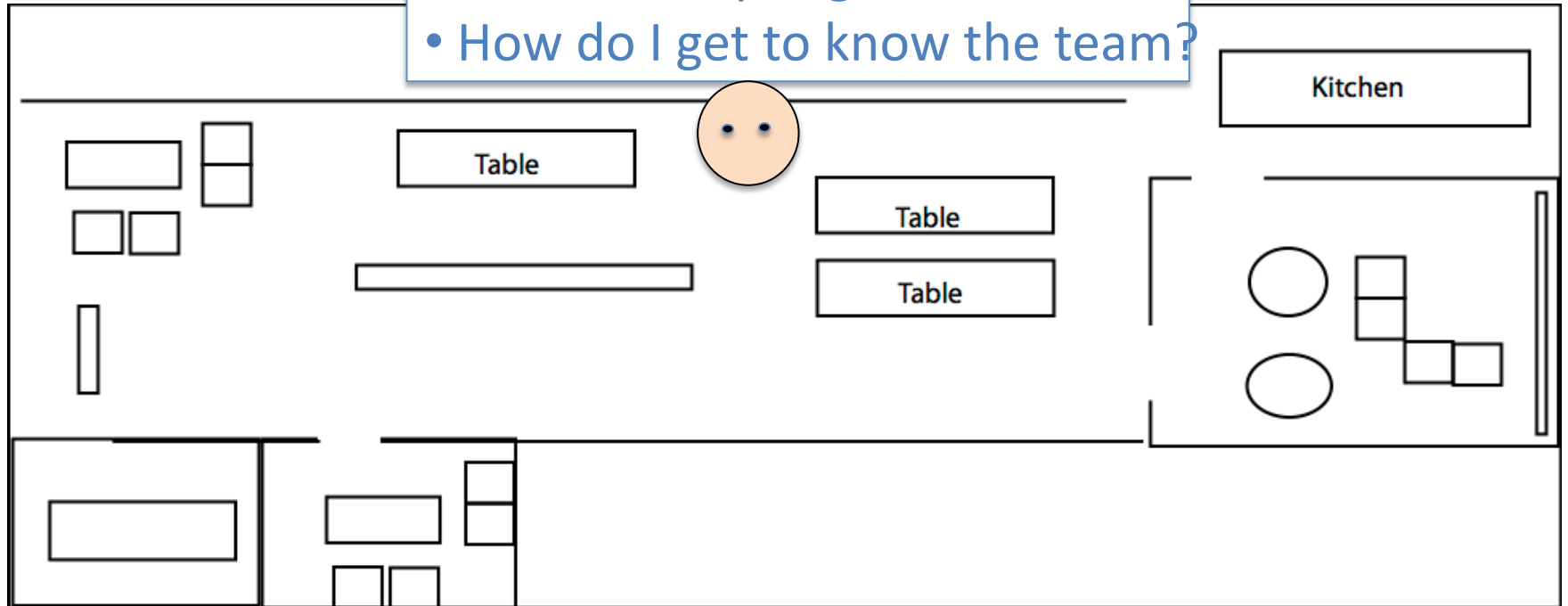- Project needs?
- Participation level?
- Deliverables & Progress?

Pain points

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

Table

Table

Table

Kitchen

Pain points (Apprentice)

Pain points (Helper)

Kitchen

Table

Table

Table

Helper
• How to help & contribute?

Pain points (Doer)

Kitchen

Table

Table

Table

Doers
•Available tasks?

Pain points (Visionary)

Kitchen

Visionary
• How do I recruit?

Table
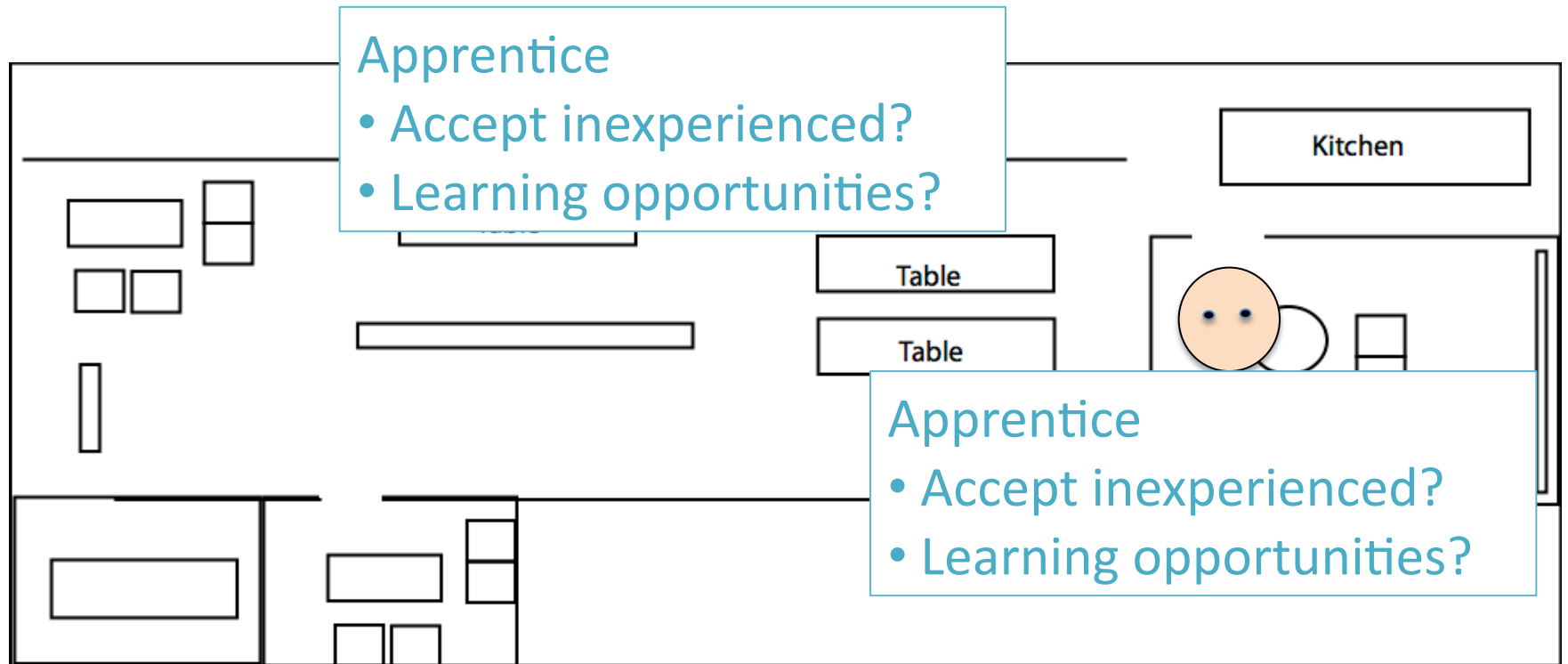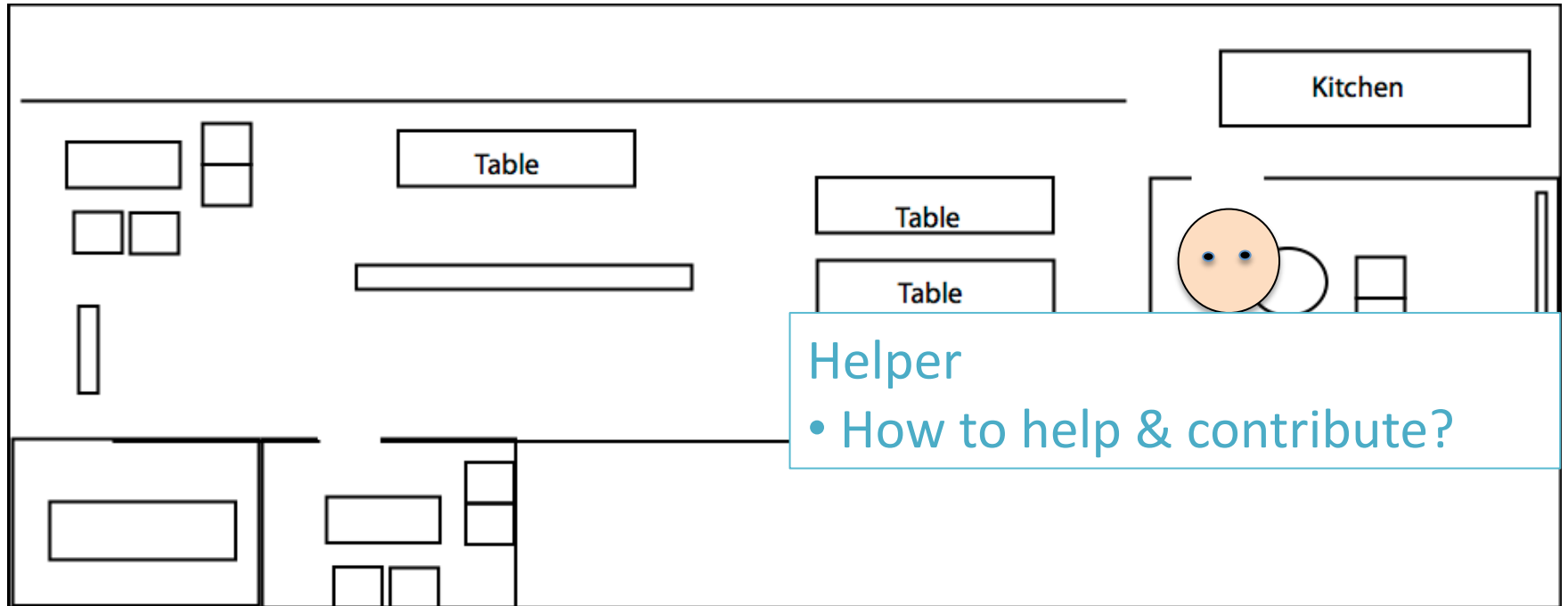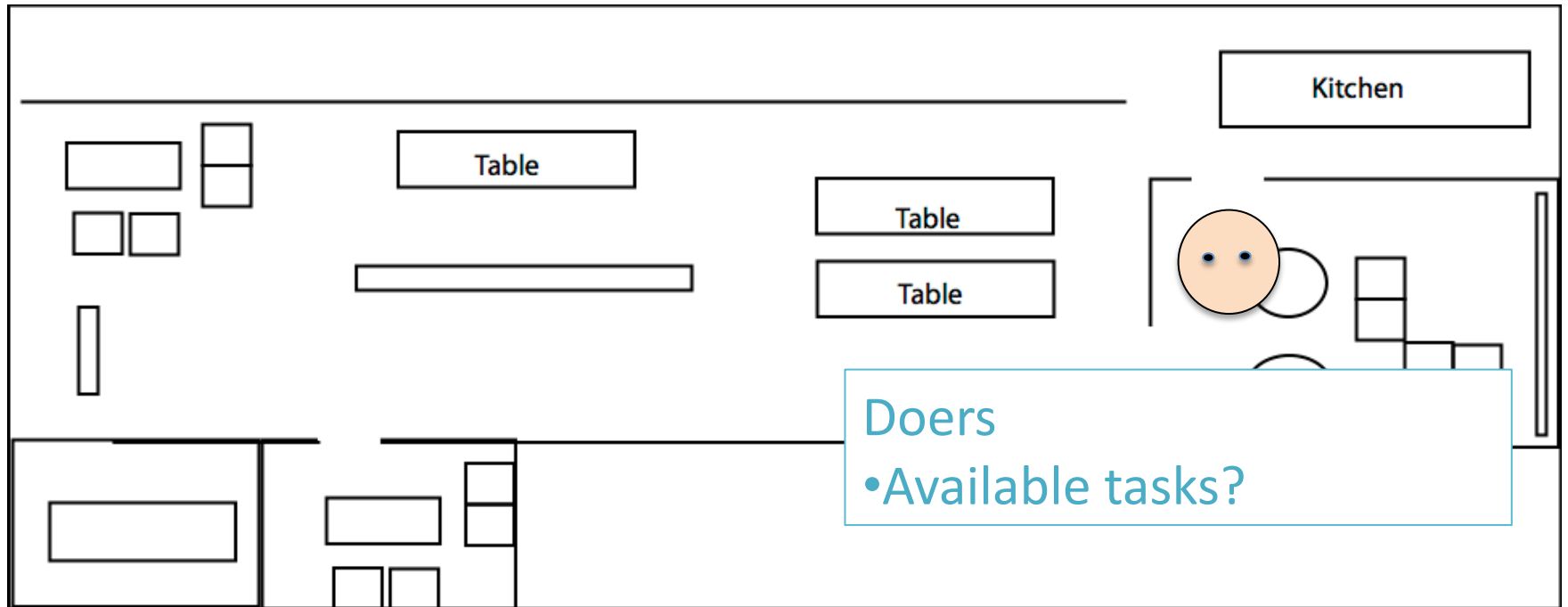
Visionary
• Appropriate pitch?
• How to pitch?
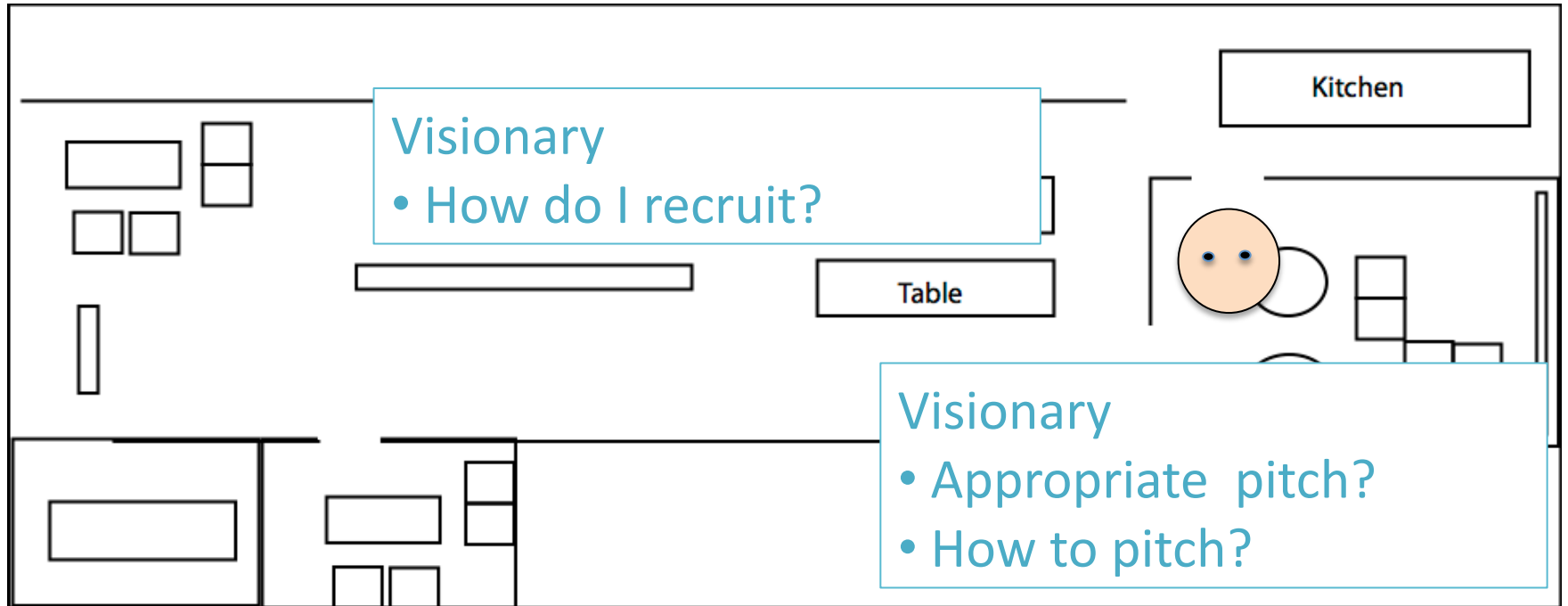
Pain points ->

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?
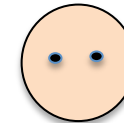- Who do I talk to?
- Do I fit in?

4. Learning Opportunities

Apprentice
- Accept inexperienced?
- Learning opportunities?

2. Team Details

- Project teams?
- Project mission & needs?
- Participation level?
- Deliverables & Progress?
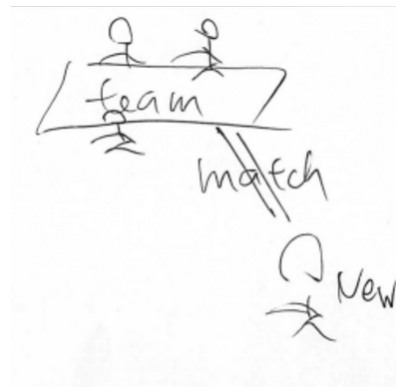
Helper
- How to contribute?

Doers
- Available tasks?

Five Problem domains ->
ideating solutions & recommendations
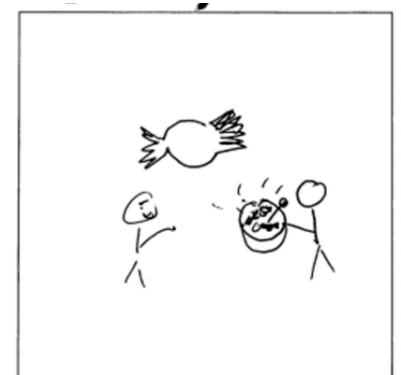
Recommendations- "how might we...."
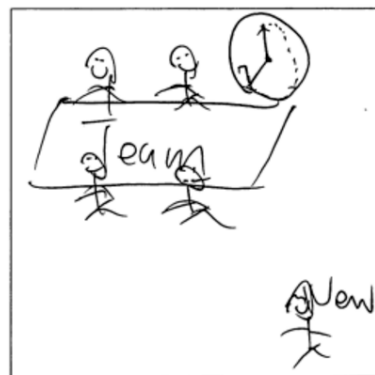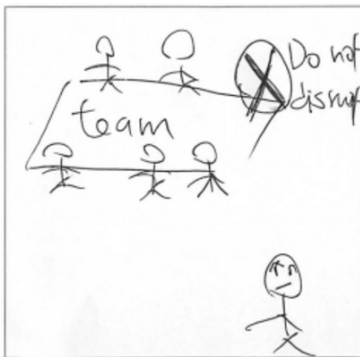
- 1. HMW visually describe agenda & location?
  - **Signs, agenda, badge, new member zone, etc**

- 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

- Interviewee:

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