

## FEWD C7 PROJECT BRIEF

### 1) Client: Generation Hong Kong

### 2) The Project: Create a webpage for alumni engagement.

### 3) Who we are?

Generation is an international NGO founded in 2014 by McKinsey & Company that transforms education to employment systems to prepare, place, and support people into life-changing careers that would otherwise be inaccessible.

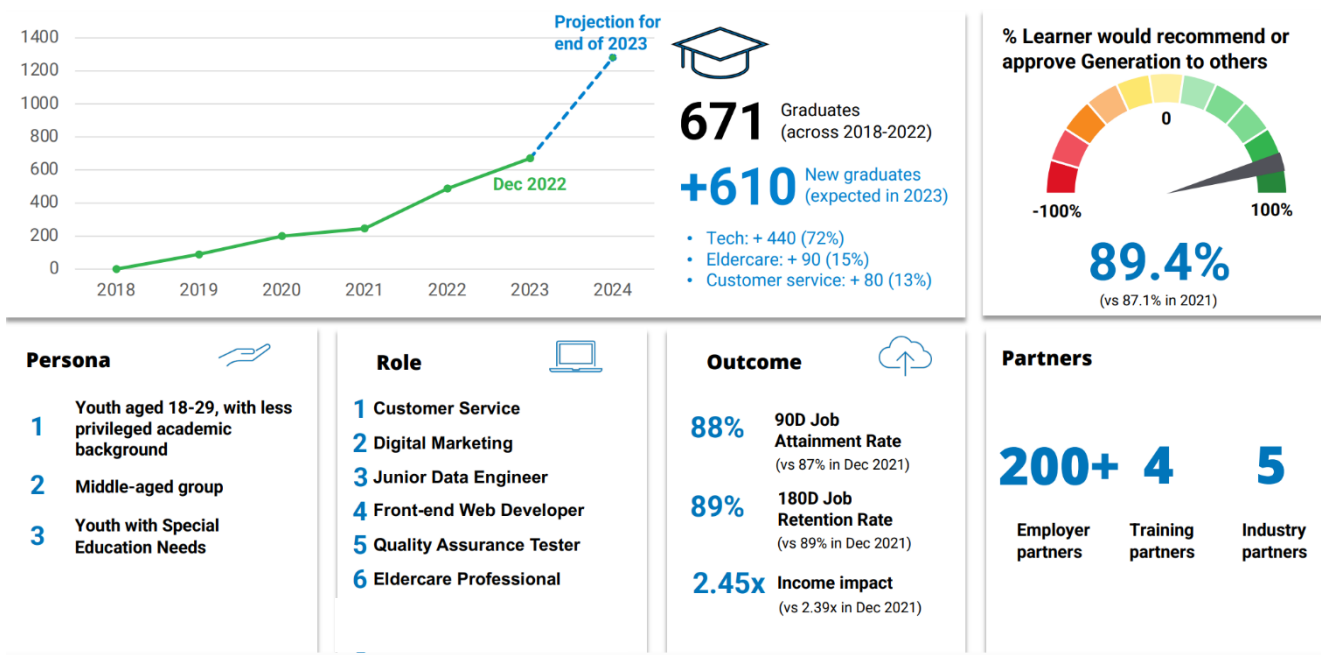
In 2018, Generation Hong Kong (Gen HK) was formally established to bring Generation's proven approach to address the employment challenges in Hong Kong.

### 4) Services we provide ....

- We serve three groups of people (persona):
  1. Youth 18 – 29 years old with less privileged academic background
  2. Youth with Special Education Needs (SEN)
  3. Mid-career who want to switch career and Carer who want to enter the workforce again after staying home to take care of their children or parents
- Industries that we focus on are:
  1. Technology
  2. Customer service
  3. Elderly care
- 8 – 12 weeks Bootcamp Training programs (as of 22 May) we offer:
  1. Digital marketing
  2. Junior data engineer
  3. Front-end web developer
  4. Customer experience and hospitality management (previously known as Customer service and suspended during COVID-19, this program will be launched again under this new name in Q3)
  5. Manual quality assurance testing
  6. Guardians of the silver age - eldercare talent training

| Persona  | Industry / Profession | Training Programs  |
|--|-----------------------|--|
| Youth 18 – 29 years old with less privileged academic background | Technology            | - Digital marketing<br>- Junior data engineer<br>- Front-end web developer<br>- Manual quality assurance testing |
| Youth with Special Education Needs (SEN)                         | Customer service      | - Customer experience & hospitality management   |
| Mid-career or Carer  | Elderly Care          | - Guardians of the silver age - eldercare talent training  |

## 5) Impact we (Gen HK) achieved between 2018 and 2022



## 6) Why the Project?

This year (2023) is Gen HK's 5<sup>th</sup> anniversary. We are calling all alumni, i.e. alumni of all our bootcamp / training programs to 'come home'. This is the first step of our alumni engagement initiative for building an alumni community where our alumni can:

- continue to support and learn from each other,
- become Gen HK's ambassador,
- be Gen HK's volunteer.

By re-connecting with our alumni, Gen HK want to know how they are doing, so that:

- we can support them while they are building their careers, which includes refreshment courses, coaching, etc.
- Share their life-changing stories. Stories are more powerful than slogans, when people resonate and inspired by the alumni's stories, they will be keener to find out more about our programs and be more ready to see how Gen HK can help them. In the end, we hope more people can be benefited.

## 7) Target Audience:

Alumni of Gen HK bootcamp training programs. Please note that we have three groups of alumni (as per the persona), the way we connect with them is quite different.

## 8) Project Scope

Design a webpage for alumni engagement, which includes the following key components:

- Webpage design and development.
- Interactive elements to engage and increase stickiness of the page, such as quiz and games.
- Content creation which includes the following sections:
  - Account Sign-up
    - The sign-up feature should allow alumni to register for an account on the

website by providing their name, email address, and other relevant information. Once registered, alumni can access additional features of the webpage, such as alumni highlight, event update, messaging with other alumni, and more. (Items listed below.)

- Alumni spotlight:
  - Impact stories to inspire and motivate others. This can include interviews, features, and profiles of alumni who have made an impact in their field or alumni stories of how the bootcamp trainings help their career and change their lives.
- Alumni referral program
  - The idea is to that alumni are our best ambassadors, when they share with their friends and family, the trust is already there, as the alumni are real-life examples of how life-changing the program can be.
  - Alumni will be rewarded for any successful referral. The more the number of successful referrals, the higher the reward will be.
- Volunteer opportunities
- Forum:
  - A platform where they share their resources and facilitate discussion.
- Industry trend and development
- Life-long learning
- Events updates:
  - Announcement of the latest alumni events.

#### **9) Deliverable:**

- A visually appealing, user-friendly, responsive and engaging webpage encompassing the above components that is accessible on both desktop and mobile devices.
- The webpage must be shareable in social media applications.

#### **10) Project Deadline**

- **Aug 2023**