



Doyle Capstone Project: Designing for Innovation
Project Documentation Guide

Capstone Project
Upkey Virtual Internship Program Fall 2020
November 2020

PRESENTED BY

Co-Chairs: Casey Nicole Alomia & Marek Straczek

Team 1: Brainstorming, User Experience Research & Insights, Project Planning

Team Lead and Coordinator: Long Dinh

Contributors: Casey Nicole Alomia, Hassan Fayyaz, Rifah Nawar

Team 2: Prototype, User Feedback, and Presentation

UI Prototype Design and Development: Casey Nicole Alomia

User Feedback Collection: Rifah Nawar and Martin Wairimu

Presentation: Sakshi Chhabra and Nina Shah

Respondents to the User Experience Survey

This survey was given as an assignment by the project heads to gather insights on interns' experiences in the VIP Program.

- Aastha Yagnik
- Fernanda Contreras
- Hassan Fayyaz
- Imaan Jaffer
- Khalid Rahim
- Kutorglo Prince Wells
- Joseph Aserios
- Long Dinh
- Marina Macias
- Muzammil Ahmad Shakeel
- Nina Shah
- Rifah Nawar
- Sakshi Chhabra

PRESENTED TO

Gerald Doyle, Capstone Project Instructor at Upkey
Emmanuel Ndifor, Head of Growth at Upkey
Bori Kim, Software Quality Assurance Engineer at Upkey
Jonathan Batiste – Mentorship and Capstone Project Coordinator at Upkey
Viktor Dimitrievski, Vice President of Technology & Development at Upkey
Amir Badr, Chief Executive Officer at Upkey
and other Upkey organization members

SPECIAL THANKS:

TO ALL VIP Fall 2020 Live Session Speakers (by order of appearance):

Addy Feuerstein – Founder and CEO at Ezcheck
Arne Duncan – Former US Secretary of Education at US Government
Anthony Ciccarone – Senior Executive at Nuveen
Katy Smithy – Founder + Chief Marketing Officer at Smallwave Marketing
Robye Scott – Workforce Strategic Initiatives & Economic D&I, EEO/AA/HR at World Business Chicago
Brian Shulman – Founder and CEO at Voice Your Vibe
Bav Roy – at Boston Consulting Group
Jenny Zhou – at Bain and Company
Mark Metry – Founder and CEO at Human 2.0
Laura Du – Investor at Afore Capital
Jay Andrew – Founder and CEO at Ripple Effect
Lorena Pulido – Financial Wellness & Education Coordinator at The Resurrection Project
Alex Lawrence – Asst. Dean, Director of MBA Admissions and Financial Aid at UCLA Anderson School of Management
Alison Lu – Contracts Manager at NASA
Jordan Bender – Managing Director at Goldman Sachs
Tiana Conley – Vice President of Global Cereal for the Kellogg Company
Terry D. Kramer – Faculty Director of the UCLA Anderson's Easton Technology Management Center
Hal Hershfield – Associate Professor at UCLA Anderson School of Management
Andres Terech - Adjunct Associate Professor at UCLA Anderson
Brett Trueman – Professor at UCLA Anderson School of Management at UCLA Anderson
Paul Habibi – Lecturer at UCLA Law & UCLA Anderson School of Management
Josh Stern & Paul Chen – at UCLA Anderson
Jennifer Walske – Visiting Scholar at Berkeley-Haas, Adjunct Assistant Professor at UCLA Anderson
Paris de l'Etraz, PhD – Managing Director, Venture Lab at IE Business School
Jennifer Eilers – Financial Advisor at Baird
Benjamin Teichman – Managing Director at Park Avenue
Van Ewing – Managing Principal, Financial Advisor, General Agent at Hunken Ewing Financial
Nikon Pascual – Senior Recruiter at Guardian Life
Nathan Wilson – Director of the Undergraduate Minor in Entrepreneurship at UCLA Anderson
David Goldsmith – Founder at MoonHut
Kate Montonaga, Tarang Lal, and Zoe Aerin – at UCLA Anderson

Lilian Abou Hamdan – Human Resources Generalist, AI in HR, Gamification in L&D, HR – Tech Consultant, Recruiter, CV Writer, Volunteer Consultant, Researcher at Bank Audi
Guardian Life
Cindy Hunt – CCO at Journeous; Pam Baker – CEO at Journeous

To all Upkey mentors

Special mention to Akshay Goswami, a mentor to Casey Nicole Alomia: "Thank you for expanding my awareness and knowledge in management consulting and for training us through case studies. This has helped me prepare for my dream career in consulting."

To All Upkey VIP Intern Colleagues of Fall 2020 Cohort

Message from the Project Head

17 November 2020

Greetings everyone,

I am Casey Nicole Alomia, a fellow Upkey VIP Intern in Manila, Philippines. I am a senior undergraduate student in industrial engineering at De La Salle University. Some of the classes I have taken relevant to this project involved product design, cognitive ergonomics, and management information systems.

On behalf of the Capstone Project Team: Designing for Innovation, it is with great pleasure that we present to you our envisioned desktop version of the new Upkey Learning Management System (LMS) Platform which we have carefully planned and designed for the next generation of Upkey Virtual Internship Program Interns. This project is not only dedicated to them, but this serves as our way of expressing our immense gratitude to the Upkey organization, to all invited speakers, to all mentors and to all of Upkey's partner institutions and organizations. Your hard work, commitment, and passion in imparting your knowledge, experience, and expertise have delivered so much impact and positive changes into our personal and professional lives.

To all the speakers, wherever you are right now even if you're on the other side of the world presenting your live sessions, you had no idea that behind the scenes, there are many interns like us who have become so inspired and motivated. This enabled us to bring out the inner talents and potential that we have kept for so long. Because of this, we are even more confident in expressing ourselves to our network and in delivering our best work in our respective capstone projects.

I would also like to take this opportunity to express my sincerest gratitude to Gerald Doyle, our Capstone Project Instructor, for providing guidance and support to the whole team and for believing in my potential and capacity as a leader. With that, I am truly honored and humbled to be assigned to this role. I would also like to personally commend Long Dinh for his pro-active role in working on the assigned tasks and for taking the initiative to lead many parts of the capstone project. This has eased my workload as a project head. To the rest of the team especially to Sakshi, Nina, Martin, Rifah, and Hassan, I applaud you for your hard work. Without your dedication and commitment to this project, this will not be possible. It is also an honor to work with you as a very diverse team gifted with so much talent, passion, and determination. To our respondents in our surveys, your ideas have helped us so much understand your perspective and with this, we are delighted to give you the opportunity to let your voices be heard as we co-create this project.

I hope this project may be useful to Upkey's future developments. In addition, we have also provided suggestions with new guidelines and mechanics to further

advance Upkey's features that will accommodate all kinds of needs as possible to every Upkey VIP Intern.

To end, I would like to say congratulations to everyone for completing the Upkey Virtual Internship Program. I hope you would be able to use all the lessons and talks by applying it not only to serve our own interests or to build personal prestige or reputation. But rather, we should use these to inspire others and to make a difference in our communities. Because the true secret to happiness is found when we see people's smiles on their faces when we give. We should also live by with great principles such as integrity, compassion, and service. I also highly encourage you to share the new internship opportunities openly to your friends, classmates, and colleagues.

To the entire Upkey team, I would like to thank Amir Badr, CEO of Upkey for starting this vision into action that empowers many students' lives worldwide. To Emmanuel Ndifor for being there supporting and guiding us throughout the program for six weeks. To Bori Kim for ensuring that the activities in our internship experiences are properly organized and delivered well. To Jonathan and Viktor, thank you for your services that continuously make Upkey a very proactive and student-oriented career development organization.

Thank you everyone and I am looking forward to meeting you all again in the Upkey Alumni groups.

Sending you good vibes,



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For easy interaction and proper guidance of the project documentation, you may visit
the link to the prototype: <https://invis.io/3YZD7YW7NBX>

I. INTRODUCTION

The Upkey Virtual Internship Program aims to provide educational and career-readiness tools and services to high school students, college students, and graduates. The main features cover activities through live sessions conducted by industry leaders and partners to impart their knowledge and experiences. The weekly live sessions cover topics in career and business opportunities, communication, strategic analysis, finance, and developing personal investments. Other activities include completing assignments and deliverables, Friday presentation blocks, mentorship, and working on capstone projects.

The Capstone Project serves as one of the highlights of the Upkey VIP Program as this provides opportunities to interns to build their work experience in a virtual environment. Teamwork, pro-active collaboration, performing the assigned tasks, and integrating the deliverables into a final product in the best quality possible serve as some of target skills and competencies expected to be developed in every intern who are participating in the Upkey VIP Program.

A. The Doyle Capstone Project: Designing for Innovation

Just like with any other organization, the project team believes that it is necessary to establish the vision, expected outcomes, and objectives of the project. This set of principles enables our team to believe that we are responsible and accountable in delivering growth to the future of Upkey.

Vision: To make Upkey become the world's leading organization that promotes educational and career-readiness tools, programs, and work opportunities for students.

Expected Outcome: Upkey students and participants are to be fully equipped with relevant business skills, exhibit exceptional abilities and competent performance. In addition, we would like to ensure that all participants (students, invited speakers, and sponsors) are very satisfied with the services and programs delivered by Upkey.

Objectives:

- Develop ideas and strategies that aim to enhance the virtual learning environment and career success of Upkey student interns
- Identify areas for improvement of Upkey's current program and look for ways to improve/resolve issues or add certain features

- Create a workable prototype or Minimum Viable Product/Project (MVP) of the redesigned version of Upkey.

II. Methodology

A. Pre-Planning Phase

- In the initial stages of the Capstone Project, Mr. Gerald Doyle, our Capstone Project Instructor provided the team a project case in the form of a document word file. The contents of the document include the key objectives, mechanics, accompanied guides and procedures of the Design Thinking process (See Appendix A).
- The project heads developed an assignment - survey questionnaire for all team members to answer. The questionnaire requires the team members to provide a brief information about themselves and to give a qualitative assessment on the performance and user experience on the current Upkey VIP Program. The other sections of the questionnaire allows respondents to provide new ideas and ways to improve the VIP Program and to give suggestions on how Upkey could ensure that the quality of the services are well-maintained at the best condition possible. A template of the survey questionnaire can be found in Appendix B.
- The respondents' assignments were received by the project heads. All responses and answers were collected and reviewed. Relevant statistics such as user background/demographics, along with student experiences on the technical features of the Upkey VIP Program can be found in Appendix C.

Specific inputs from the respondents may also be viewed in Appendix D, which heavily served as the basis for the overall prototype/product planning and development.

B. Planning Phase

Brainstorming Session

Upon reviewing the responses, the team members compiled all of the respondents' answers by developing insights, propositions, solutions, and recommendations for improvement.

Insights and Recommendations based on the User Experience Survey on the current Upkey VIP Program (by Team 1 members):

1. Insights: We think that interns currently do not have a channel of communication towards capstone project hosts/companies. Due to the sheer number and confusion as well as pre-expectations, students will feel disconnected if their needs are not addressed by the companies/hosts. There are no feedback systems present that give students a sense of progression towards their participation and resulting deliverables. It is difficult to audit competency amongst participants for companies to take them in and work on projects as they have a responsibility to ensure their reputation and quality of work is maintained

Propositions: Similar to how Upkey have a audit by writing when we first start the program, companies can create a question form for interns to answer and let the company know their field knowledge competency (it should be worded in a way that if participants do not know about how to approach the problem, they would not be able to answer even with the help of Internet if the company so desire). They can then have the initiative to open the communication channel.

Alternatively, they can create an open-question form for questions in their field (if applicable) to assess participants' flexibility, creativity, authenticity and capacity for learning and training if they so desire. To address difficulty in language barrier, we can leverage Upkey's large capital of diverse language speaking population to translate if so desire (in some case lost in translation is unavoidable, or by someone with a lack of field knowledge, the form can be translated based on textbooks database of the respective country - not available as of date, but might be open in the future)

With the virtual format, Upkey with the leverage of various professionals in various fields can help build a database of example progression in career choice, and let students have a grasp of possible choices, expectations, alternatives. Students, with their preconceptions of their career choice before joining, should have a map of some kind on their own, and with the introductions of topics, students can add notes on their map, modify it, or create an alternative map based on what they learned.

2. Insights: this is mainly due to prior commitments (school, work, etc.). We can build a database like demographic (location, time zone) and free time of week database. From that, we can create cohorts for people with similar free time (translated to HQ time zone), This will be use in determining DELTA later.

Insights: We are currently lacking an alternative method for students not available during live session to actively participate and ask questions.

Proposition: A possible solution is DELTA program: students with time conflict will have a DELTA that are available to them to watch the recording (less than 1 day), to post questions (limit to most desirable questions so they don't flood the question section to allow Presenter to answer them in a allowable commitment time), and assign mentors with time conflict free that match with students (explore in more details below). This would require Upkey to negotiate with the Presenter to ask them to answer questions aside from the live session. These answers can be posted as a video on the module. If there are students that fell through the crack with their mentors, we can have a cohort leader-mentor system that requires additional commitment to coach other participants and have their questions forwarded by the cohort leader to their mentors.

The DELTA can be accommodated through the LMS, to consolidate the currently dispersed communication methods. The prototype then, should house the modules (OFFLINE & ONLINE) that students can access, the communication channels that they can see and join (might be based on interests, or in conjunction with Slack, introduction into other fields so they can have the opportunity to learn from different perspective)

Improvements upon current tools:

We can create a chatbot that can filter out important insights (this would require participation from the community to upvote helpful chat messages) on the current communication channel (Slack). We can encourage people to create group chats with people that they share interest with (like-minded people) by first assigning them to smaller cohort and let them have a more intimate conversation/ OR create group chats based on the survey form of what they are interested in. Insightful comments on topics can be picked up by the bot from different communities. Students with excellent understanding of the topic can help participate in fostering growth on fellow students (and for everyone to see, they can be pinned under the dashboard each day)

3. Insights: This is to ensure that all of the students and participants get full attention from the mentors. Like the Lunchclub, Upkey can introduce a system of one-to-one meeting of the participants with their mentor

Possible solution: Upkey would take a survey of all the participants and the mentors at the beginning of the internship. Then it would choose a mentor from the same time zone with the participant by going through the survey info where both of them would be providing it. Like Lunchclub, same interests could be given

a priority and for a prior heads up, a bio could be used by which both of the concerned persons could get a glimpse of each other. By making it happen in the same time zone, clashes with other meetings could be avoided. A database can be made and an autobot could be used to pair up the same time zones and algorithms could be used in this regard. Moreover, a track sheet could be used where it would be ensured that no overlapping happens. Each of the meetings can range between 10-15 mins which would be enough. Moreover, a team of participants could be used as volunteers to manually look after the fluency of the process.

C. Prototype Development

The project team decided to develop a new version of the Upkey VIP Platform incorporated with Learning Management System tools designed similarly to universities' online learning platforms. It is believed that the new system could cover all concerns, suggestions, and ideas provided by the Upkey VIP intern respondents.

In the following sections of this portion, a walkthrough of the redesigned Upkey VIP Platform (desktop version) will be accompanied with the proposed mechanics of the main features of the VIP Program and the functional activities of the prototype.

To be properly guided, you may visit the link to the prototype for easy navigation and interaction:

<https://invis.io/3YZD7YW7NBX>

i. The Upkey VIP Dashboard

The VIP Dashboard serves as the first webpage to be visited by the users, particularly the Upkey VIP interns.

The dashboard features a sidebar with icons for Dashboard, Modules, Conference Project, Discussion Thread, Slack, Calendar, Settings, and User Support. The main area has a "Welcome back, Gerald Doyle!" message and a "COMING UP THIS WEEK" section. The "Coming Up This Week" section includes a banner for "UPKEY's VIP FALL EDITION WEEK 5", a map of the world with session locations, and two sessions listed: "1 Session" on Tuesday, November 3rd from 10:00-11:00 AM and "2 Sessions" on Thursday, November 5th from 11:00-12:00 PM and 01:00-03:00PM. To the right, there are "Time Watch" settings for Tokyo, Japan, and "Upcoming Session" details for "Starting an Entrepreneurial Mindset Part 1" by Paris de L'Erez, PhD, with a "LIVE NOW!" button and a "Click here to set reminder" link. The footer shows "Week 5: Entrepreneurship".

Week 5: Entrepreneurship
During this week, you will learn from academic and career entrepreneurs about the mindset of an entrepreneur, how to generate a business idea from everyday problems, and the process to take an idea from conceptualization to market.

During this week, your submission is simple.
Note: This is an individual project.

- Pick any problem you see in your community
- List several pain points from that problem
- Think about a solution (Product or service)
- Create a 1 pager or a video pitch
- Present your ideas to your group on Friday
- Submit your pitch on Friday

Weekly Presentations
Friday, November 6th

Block 1: 09:00 AM - 10:30 AM
Block 2: 11:00AM - 12:30 PM
Block 3: 01:00 PM - 02:30 PM

Submit Assignment

Invite your friends to join Upkey's FREE Live Event



Figure 1. The Main Dashboard of the Upkey VIP Platform

Based on Figure 1, at the leftmost part, we have the page navigation sidebar. It provides access to the main pages of the modules, capstone project, discussion spaces, calendar, settings, and user support .

On the rightmost part of the dashboard, the timewatch displays the location, local times and dates of the intern participant and for Upkey's headquarters. The dashboard displays the header welcoming the intern participants and a banner with illustrations that demonstrates the topics to be discussed for the given week.

Below the banner are the rectangular elements that allow the user to view the upcoming live sessions for the week. Hovering over one of the elements will display the local date and time of the upcoming session converted to the participant's local time.

2 Sessions 10:00-11:30 AM 01:30-02:30PM Monday, November 2nd	1 Session 10:00-11:00 AM Tuesday, November 3rd	2 Sessions 11:00-12:00 PM 01:00-03:00PM Thursday, November 5th
The sessions according to your local time (JST) will be held on: Tuesday, November 3rd 1:00-2:30 AM 4:30-5:30 AM See day →	1 Session 10:00-11:00 AM Tuesday, November 3rd	2 Sessions 11:00-12:00 PM 01:00-03:00PM Thursday, November 5th

Figure 2. Live Session Links in the Upkey VIP Dashboard

The live session will be accessed by clicking/tapping on the hyperlink in the box that indicates the meeting time. All the time of the meeting will be based on Upkey HQ time.

Clicking on the box itself will open a window that indicates the time, topic, presenter, linkedin hyperlink, session link, etc shown in Figure 3.

The screenshot shows a weekly conference schedule from Monday, 2nd of November to Friday, 6th of November. The days are color-coded: Monday (light blue), Tuesday (purple), Wednesday (yellow), Thursday (pink), and Friday (orange). Each day has a corresponding date below it. Below the calendar, there is a section for "Monday, 2nd of November 2020" which lists two events: "Becoming an Entrepreneur - Part 1" and "Entrepreneurial Mindset". Each event has three buttons: "See more info", "Get Zoom Access", and "Watch Recording".

Figure 3. The live session link from the Dashboard is redirected to a page in the module for Week 5 - Entrepreneurship

The screenshot shows a "Week 5: Entrepreneurship" section and a "Weekly Presentations" section. The entrepreneurship section contains text about the week's learning objectives and submission details. The weekly presentations section lists three blocks: Block 1 (09:00 AM - 10:30 AM), Block 2 (11:00AM - 12:30 PM), and Block 3 (01:00 PM - 02:30 PM). A "Submit Assignment" button is located at the bottom right of the presentation section.

Figure 4. This section is part of the VIP Dashboard. This serves as a reminder for participants for the upcoming assignment to be submitted by the end of the week.

Other open free events that allow participants from outside Upkey will be posted in the same page as the dashboard so that Upkey interns may be encouraged to promote and invite their classmates and colleagues (See Figure 5).

Invite your friends to join Upkey's FREE Live Event



Figure 5. Free Open Event Posters displayed in the main page of the VIP Dashboard

ii. Modules

Upon clicking the modules icon in the page navigation sidebar, the main page of the modules are displayed. This houses all of the sub-pages that will navigate to the weekly topics and sponsored courses.

Modules

Weekly Topics

- Week 1 - Intro to Careers**
Oct. 05, 2020 to Oct. 09, 2020
9 Mandatory Sessions
3 Presentation Blocks
Attendance Rate: 9/9
Assignment successfully turned in.
Recordings now available!
- Week 2 - Communication**
Oct. 12, 2020 to Oct. 16, 2020
6 Mandatory Sessions
3 Presentation Blocks
Attendance Rate: 5/6
Assignment successfully turned in.
Recordings now available!
- Week 3 - Strategic Analysis and Financial Literacy**
Oct. 19, 2020 to Oct. 23, 2020
7 Mandatory Sessions
3 Presentation Blocks
Attendance Rate: 7/7
Assignment successfully turned in.
Recordings now available!
- Week 4 - Business & Careers Investing In Yourself**
Oct. 26, 2020 to Oct. 30, 2020
8 Mandatory Sessions
3 Presentation Blocks
Attendance Rate: 7/8
Assignment successfully turned in.
Recordings now available!
- Week 5 - Entrepreneurship**
Nov. 02, 2020 to Nov. 06, 2020
5 Mandatory Sessions
3 Presentation Blocks
Attendance Rate: 5/5
Assignment successfully turned in.
Recordings now available!
- Week 6**
Nov. 09, 2020 to Nov. 13, 2020
5 Mandatory Sessions
1 Presentation Block
Attendance Rate: 5/5
Assignment successfully turned in.
Recordings now available!

Sponsored Courses

- Data Science & Machine Learning**
XYZ University through Coursera
Sponsored by Upkey
Course Complete!
Eligible for Data Science Capstone Project with ABC Company
- Investment Banking Fundamentals**
Free course provided by Goldman Sachs
Course Complete!
Eligible for Finance Capstone Project with Goldman Sachs
- EXPLORE MORE SPONSORED COURSES**

Figure 6. The Modules Page of the Upkey VIP Platform

Mandatory Weekly Topics

To demonstrate the functionality of this webpage, we click on Week 1 – Intro to Careers. The page displays the overview portion of the weekly module.

Modules

Week 1 - Intro to Careers

Conferences

Select a day to view sessions

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
5th of October	6th of October	7th of October	8th of October	9th of October

Week 1 - Overview

This week will kick launch Fall VIP 2020 and we will be working with all students to provide the best possible experience for all over the next 6 weeks.

For any questions, please contact VIP@UPKEY.COM.

Submission: For this week, you are expected to complete a SMART goal self-assessment and submit this on or before Friday, Oct 9. You can find the self-assessment in your daily schedule or resource section.

Please let us know if you have any questions or concerns.

Emmanuel Ndifor
Ex. Dir - VIP

Resources

The Ultimate Job Search Guide
by Author Name
Category: Book

Work Management Essentials
by Speaker Name
Category: Keynote/Presentation File

Assignment

SMART Goals Assessment
by Upkey
Category: Essay/Presentation
Due on the 9th of October 2020

Case Study on Work Management
by Organization XYZ
Category: Report/Research Paper
Due on the 9th of October 2020

Figure 7. The Modules Page for Week 1 - Intro to Career with Overview

To find the live sessions, we can demonstrate by accessing one of the tabs. In this case, we have selected “Monday - 5th of October”.

The screenshot shows the Upkey platform's interface. On the left is a vertical sidebar with icons for Project, Discussion Space, Stack, Calendar, Settings, and User Support. The main area features a colorful illustration of four people interacting with a large screen displaying a bar chart. Below the illustration, the word "Conferences" is centered above a grid of five colored boxes representing the days of the week: Monday (blue), Tuesday (light blue), Wednesday (orange), Thursday (pink), and Friday (red). Each day box contains the date: 5th of October, 6th of October, 7th of October, 8th of October, and 9th of October respectively. Under the "Monday" section, there is a list of three scheduled events:

Time	Event Description	Actions
09:00 AM - 09:30 AM CST	FALL 2020 VIP: Program Introduction Speaker: Amir Badr Founder and CEO @Upkey	See more info Get Zoom Access Watch Recording
09:30 AM - 10:00 AM CST	Learning Management System (LMS) Orientation Speaker: Victor Dimitrievsky VP of Technology @Upkey	See more info Get Zoom Access Watch Recording
10:00 AM - 10:30 AM CST	Attendance Tracker Demo by Ezcheck Speaker: Addy Feuerstein Founder and CEO @Ezcheck	See more info Get Zoom Access Watch Recording

Figure 8. The Modules Page for Week 1 - Intro to Career for Monday, 5th of October

Conferences

On this page, the user may view all the available live sessions on the given day.

Please take note that the buttons located on the rightmost sections currently do not have their own webpages, however, we have listed the main functions of each button accordingly:

- The “See more info” button will display the description of the session.
- The “Get Zoom Access” button will open a webpage containing the Zoom Access links such as User ID, Password, and Meeting Link. Another button is to be included labeled as “Add to Calendar”. This will allow the user to sync the event into their own third-party calendars (e.g. Google). Please take note that all live sessions/events will be automatically added into the Upkey VIP Calendar page, without the need for users to manually add the event into the calendar.
- The “Watch Recording” button will lead to a webpage that contains the Zoom recording of the session. After the live session is over (usually less than 24 hours from the lecture), students can come back and visit the video if they so desire.

*Suggestions for Attendance Checking:

Many intern participants are having a concern over the attendance checking issues especially for those who are unable to attend the live session. It is suggested if we could provide a Q&A portion in between the video recordings. We can ask 2-3 questions and by the end of the recording a unique code is generated. The participant copies the unique code and forwards this to a built-in attendance checking app or widget. The unique code is generated only when it detects that the user has watched the entire recording from start to finish and has correctly answered the questions.

Resources

The screenshot shows a 'Resources' section with two items listed:

- The Lean Startup** by Eric Ries (Category: Book)
 - [See more info](#)
 - [View Online](#)
 - [Download File](#)
- Keynote on Entrepreneurship** by Speaker Name (Category: Keynote/Presentation File)
 - [See more info](#)
 - [View Online](#)
 - [Download File](#)

Figure 9. The resources section in the Modules page

- Books - This will house classes, modules created by the Universities and Companies as a way to educate students on topics, and a way for students to earn the certificate that they have the qualifications.
- Handouts/Notes - In this section, we will have a day-by-day separation of handouts/notes, or the host (Upkey) can upload the handouts in a list structure based on the day it was uploaded. We will also upload the PowerPoint slides with speaker notes (if available) of every tutorial, lecture, or session as soon as that particular session ends.

Assignments

Assignment

Entrepreneurship Project
by Upkey
Category: Essay/Presentation
Due on the 6th of November 2020

Lean Canvas Model Template - Case Study
by Organization XYZ
Category: Template
Optional Assignment

See more info
Submit Assignment
Peer Review Results

See more info
Submit Assignment
Peer Review Results

Figure 10. The assignments section in the Modules page

- Personal Essays/Presentations
 - At the end of each week the student will have a presentation submission. This can be accommodated as is (live presentation day on Friday). Peers divided into break-out rooms can cross-attend each other. (See Figure 11 as exhibited on Week 5 from the main dashboard)
 - If the students require peers in their Presentations but are not able to be online during the live presentation time frame, they should have the option to do a recorded format & peer-review form: reach out to their peers either in their mentor groups or their cohorts of similar college majors or career goals. They can do so in Slack.

Week 5: Entrepreneurship

During this week, you will learn from academic and career entrepreneurs about the mindset of an entrepreneur, how to generate a business idea from everyday problems, and the process to take an idea from conceptualization to market.

During this week, your submission is simple.

Note: This is an individual project.

1. Pick any problem you see in your community
2. List several pain points from that problem
3. Think about a solution (Product or service)
4. Create a 1 pager or a video pitch
5. Present your ideas to your group on Friday
6. Submit your pitch on Friday

Weekly Presentations
Friday, November 6th

Block 1: 09:00 AM - 10:30 AM
Block 2: 11:00AM - 12:30 PM
Block 3: 01:00 PM - 02:30 PM

Submit Assignment

Figure 11. Assignment/Presentation for Week 5 displayed at the main dashboard.

- Case Studies
 - Referring to Figure 10, partners of Upkey can provide case studies that are optional for students to participate to understand the topic

- more thoroughly (or an alternative* for the Personal Essays/Presentations.)
- *: Students should still do a presentation at the end of the week, in either a live presentation format or a recorded format & peer-review form.

Sponsored Courses/Specialization

Sponsored Courses

The screenshot shows a grid of sponsored courses. The first course, 'Data Science & Machine Learning', is offered by XYZ University through Coursera, sponsored by Upkey. It is marked as 'Course Complete!' and eligible for a Data Science Capstone Project with ABC Company. The second course, 'Investment Banking Fundamentals', is a free course provided by Goldman Sachs. It is also marked as 'Course Complete!' and eligible for a Finance Capstone Project with Goldman Sachs. To the right of these cards is a large button with a plus sign and the text 'EXPLORE MORE SPONSORED COURSES'.

Figure 12. Sponsored courses in the main modules page

- **From Universities**
 - Universities can help participants who want to earn certificates that can help them in their career path by guiding them to the materials (Link to Section I.B.a. Books) and help them improve their skills with official classes, additional modules
- **From Companies**
 - Companies that want trained interns can do so by providing in-house modules that can be shared in Section I.B.a. Books. Or, they can partner with third-party learning services to allow students to learn about skills that are currently in use at their company.

The screenshot shows a section titled 'Chapters' with five colored boxes labeled 'CHAPTER 01' through 'CHAPTER 05'. Below each chapter box is its due date: 'due on 10 October', 'due on 17 October', 'due on 24 October', 'due on 31 October', and 'due on 07 November'. Below the chapters is a horizontal line. Underneath the line, there are two sections: 'Lesson 1' containing the text 'Introduction to Data Science and Machine Learning' and a blue 'Select Lesson' button; and 'Lesson 2' containing the text 'Python Programming' and a blue 'Select Lesson' button.

Resources

The Ultimate Data Science Handbook
by Author Name
Category: Book

View Online
Download File

Week 1 Handouts - Data Science
by XYZ University
Category: Keynote/Presentation File

View Online
Download File

Figure 13. Sample lessons and resources of the Sponsored Course in Data Science and Machine Learning.

iii. Capstone Project

A list of projects that fit into these categories should be listed here so that the students have a clear view of what projects are available.

Capstone Project

Current Projects

You may select only up to 2 projects until 26 October 2020 at 11:59 PM CST

Doyle Capstone Project: Designing for Innovation
Sponsored by Upkey

Add another PROJECT

Available Projects

Doyle Capstone Project: The Upkey Foundation Sponsored by Upkey	Entrepreneurship Project Sponsored by IE Business School	Marketing and User Behavior Analysis Sponsored by Kindred
Finance and Data Analysis Sponsored by World Business Chicago	Research Capstone Project Sponsored by Project Moonnut	Decarbonizing Shipping Sponsored by Verne
Adaptive Communication Sponsored by Journeous	Social Media Strategy Sponsored by Gift Card Bank	Virtual Reality Project Sponsored by Praxis Labs

Figure 14. The main page for the Capstone Projects in the Upkey VIP Platform

Mechanics of the Capstone Projects:

After selecting their project/s. The page will now display the information of the project, contact information of the project hosts. In this case, the Doyle-Capstone Project: Designing for Innovation is chosen (See Figure 15a).

Capstone Project

Doyle Capstone Project: Designing for Innovation

The screenshot shows a web page for the Doyle Capstone Project. At the top, there's a blue banner with the text "PROJECT HIGHLIGHTS" and a white cloud icon. Below it, the text reads: "This project applies Design Thinking Principles & Strategies to Advance the Upkey VIP User Experience". A red "SELECT PROJECT" button is located at the bottom right of the banner. Below the banner, there's a section titled "How to join" containing five steps. Further down, there's a section titled "Objectives" with three bullet points. The overall layout is clean and modern, typical of a professional project management platform.

How to join

Step 1: Click the SELECT PROJECT button located at the rightmost part of project highlights banner.
This wil automatically register into Upkey's system.

Step 2: Be sure to see the message "You are now part of this project"

Step 3: Join the Slack Channel: #doyle_capstone_option3

Step 4: Connect with Gerald Doyle, the Project Manager of the Capstone Project

Step 5: Perform your assigned tasks and deliverables.

Objectives

- What is a new 21st century student voice -- and action -- strategy that will enhance learning, student success and career readiness to launch and (re)career trajectories - now?
- How might Upkey join you, in a co-creative and co-participatory manner, to unleash the creativity, innovation and wonder that is within us?
- What's a minimum viable product and project that you/we might prototype in the next 2-3 weeks?

Figure 15a. The page for the Doyle Capstone Project: Designing for Innovation

A description of things that the company has achieved, a link to their website, and a guided tour, etc. can be seen here if they want to include it. An objective description on what type of work is done is located here.

Project Mechanics

The Process: 60-90 minutes of initial thinking, observations, reflection, and writing

The Idea: Complete an entire first pass as an exploration of your ideas

Gain Feedback: Forward/share with several members of the Doyle Capstone Group or others within the Fall 2020, Upkey VIP

Share with me: Begin to share with me once you complete these steps.

The Steps and Tools:

Step 1: Identify an Opportunity

Step 9: Develop Concepts

Step 2: Scope your Project

Step 10: Create Napkin Pitches

Step 3: Draft your Project Brief

Step 11: Surface Key Assumptions

Step 4: Make your Plans

Step 12: Make Prototypes

Step 5: Do your Research

Step 13: Get Feedback from Stakeholders

Step 6: Identify Insights

Step 14: Run Learning Launches

Step 7: Establish Design Criteria

Step 15: What's Next

Step 8: Brainstorm Ideas

Skills you will gain

Design Thinking

Creative Thinking

Consumer Behavior Analysis

Project Planning

Critical Thinking

Designing Surveys

Project Management

User Experience

Getting Feedback

Product Design

User Interaction

Agile Principles

Visual Prototyping

User Research

Presentation Skills

Figure 15b. Continued: the page for the Doyle Capstone Project: Designing for Innovation

Projects listed here should list what types of skills in these categories are needed or what skills you will gain after the project. If they want to search for interns to work for projects, they can employ students that have passed their modules/exams.

*As an alternative for looking for students that have finished modules, they can team up right from the beginning of the program and provide us with the necessary mentorship to work on scalable solutions.

iv. Discussion Spaces

The Discussion Spaces serves as a new main feature for the Upkey VIP Platform for students to interact and engage in a forum-like discussion. The topics are organized into different categories and Upkey participants are free to create posts and respond to threads. In this way, important updates and announcements may remain in the Slack channel while other topics for discussion beyond the live sessions can be done in the discussion spaces.

Discussion Spaces

Click on any topic to view and join discussions



Figure 16. The main page for the Discussion Space in the Upkey VIP Platform

Mentorships

The mentorship space allows Upkey Interns to choose their mentor. Based on several concerns, some interns are having a hard time keeping up with their mentors' schedule due to time zone differences and some topics that are being discussed by the mentors do not appeal to the participant which may have resulted in mentee absences. Therefore, new guidelines have been proposed by the Upkey VIP interns to further improve in this area (See Figure 16b).

Discussion Spaces

Mentorship

The image shows the main page for the Mentorship Discussion Space. At the top, there is a blue banner with a white cloud icon and the text "UPKEY HIGHLIGHTS" followed by "Introducing the Upkey VIP Mentorship Space". Below the banner, there are two main sections. On the left, a purple box contains the text "Check out the list of participating mentors who are ready to help you!" and "Register now and choose your mentor!". A red "JOIN NOW" button is located at the bottom of this section. On the right, a yellow box displays "Mentee Application Status as of 09 October 2020". It lists the "Official Mentor" as Mr. X, CEO of ABC Company, with meetings every Wednesday from 1:00-2:00 PM CST, specializing in MANAGEMENT CONSULTING. The status is listed as "Approved!". To the right, it lists "Optional Mentorships Registered": Week 1 - Data Science with Ms. Y, Week 2 - Design Thinking with Mr. G, and Week 5 - Agile Development with Ms. J. A note at the bottom says "Please wait for e-mail invites from your mentors".

Figure 17a. The main page for the Mentorship Discussion Space in the Upkey VIP Platform

Mentorship

<p>Guidelines:</p> <p>The Mentorship Space: There will be two types of mentorships: • Official mentorships • Optional mentorships</p> <p>For VIP-Interns: • All VIP Interns should select 1 (one) OFFICIAL mentor according to their preferred field of interest or main area of concern. • VIP Interns may meet other mentors from different fields when mentors provide free weekly optional sessions. This will give opportunities for interns to explore other fields.</p> <p>For Mentors: • Mentors are expected to guide and lead training sessions if necessary to develop the skills for a VIP Intern to reach his/her career goal. This only applies to official mentorships. • Mentors may accommodate 10-15 student interns in their weekly official mentorships. • Mentors may provide weekly optional mentorship sessions to invite other interns to get an overview of the field of specialty concerned.</p> <p>Selection Process to accept intern applicants into the official mentorship sessions: • Mentors may conduct an interview to get to know the intern applicants and to determine whether their career goals and interests match the mentors' field of specialty.</p>	<p>Example Mentorship Space for One VIP Intern</p> <p>Official Mentorship: Management Consulting with Mr. X, CEO of ABC Company Meetings every Wednesday 1:00-2:00 PM CST</p> <p>Optional Mentorships Registered: Week 1 - Data Science with Ms. Y, Data Scientist & Researcher at DEF Industries</p> <p>Week 2 - Design Thinking with Mr. G, UI/UX Designer at XYZ Labs</p> <p>Week 5 - Agile Development with Ms. J Software Developer and Project Manager at PQR Corporation</p>
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BACK TO MAIN PAGE

Figure 17b. Guidelines for joining mentorship sessions

For a clearer view of the guidelines, you may read here:

Guidelines:

The Mentorship Space:

There will be two types of mentorships: official mentorships and optional mentorships.

For VIP-Interns:

- All VIP Interns should select 1 (one) OFFICIAL mentor according to their preferred field of interest or main area of concern.
[Revised: Student interns may register for 2-3 official mentors and when accepted they should select only one official mentor]
- VIP Interns may meet other mentors from different fields when mentors provide free weekly optional sessions. This will give opportunities for interns to explore other fields.

For Mentors:

- Mentors are expected to guide and lead training sessions if necessary to develop the skills for a VIP Intern to reach his/her career goal. This only applies to official mentorships.
- Mentors may accommodate 10-15 student interns in their weekly official mentorships.
- Mentors may provide weekly optional mentorship sessions to invite other interns to get an overview of the field of specialty concerned.

Selection Process to accept intern applicants into the official mentorship sessions:

- Mentors may conduct an interview [revised: or may provide a survey questionnaire] to get to know the intern applicants and to determine whether their career goals and interests match the mentors' field of specialty.

-----END OF THE MENTORSHIP GUIDELINES-----

More information on the Mentorship System

- We can build a database like demographic (location, time zone) and free time of week database. Mentors and Mentees will be going through the survey info where both of them would be providing it. From that, we can create cohorts for people with similar free time, and assign mentors with time conflict free that match with students.
- Same college majors or career goals could be given a priority and for a prior heads up, a bio could be used by which both of the concerned persons could get a glimpse of each other.
- A track sheet could be used where it would be ensured that no overlapping happens, and a team of participants could be used as volunteers to manually look after the fluency of the process.
- Both of the mentors and mentees would be providing their time zone and preferable hour for discussion. That way, they could be paired up so that the overall process of mentorship remains convenient for everyone
- If possible, one-to-one session between a particular mentor and mentee could be arranged. In this case, time zone and preferable hours would be given the maximum priority.
- (Optional: If there are students that fell through the crack with their mentors, we can have a cohort leader-mentor system that requires additional commitment to coach other participants and have their questions forwarded by the cohort leader to their mentors. If the mentors allowed the cohort leaders to invite their peers, they can be invited to join their mentor-peer group.)
- For students that seek mentors in their respective areas of college majors or career goals, they can choose so from the list of mentors.

Networking

For networking, we will have a forum-like interface where people will navigate to the appropriate threads/posts to connect. Interns may paste their LinkedIn profile links as a thread reply to the posts. On the other hand, interns may also provide a link to their articles and posts for other participants to view their work.

Discussion Spaces

Networking

The screenshot shows a blue header bar with the text "UPKEY X LINKEDIN" and "Grow your network with fellow Upkey VIP Interns". Below the header, there is a white cloud icon. A call-to-action button at the bottom right says "Click on any topic and join the discussion!". The main content area contains four cards:

Topic	Views	Posts	Status
Networking Tips and Guidelines	11 views	02 posts	Following
Drop your LinkedIn Profiles & Connect	56 views	05 posts	Following
LinkedIn Posts & Articles	47 views	10 posts	Following
Find Support	47 views	10 posts	Following

Figure 18a. The Networking Discussion Space of the Upkey VIP Platform

New notifications will appear at the bottom of the page, and replies from your post can be accessed here (see Figure 17b).

The screenshot shows two sections: "New Posts" and "New Replies to your thread".

New Posts

How To Build Your Personal Brand on LinkedIn by UserX
Post something interesting. Grab your readers' attention with a cool catchphrase
Connect and build your network

New Replies to your thread

Hi my name is UserX.
Let's connect!

User Y: Request sent!
User Z: It's my pleasure to connect with you. Cheers!

Figure 18b. Continued. The Networking Discussion Space of the Upkey VIP Platform

Subject Matter Experts

This is the place where people with expertise can answer questions from interns about their job experiences, questions about specific technical knowledge that subject matter experts can point to resources for them to search for answers, etc (See Figure 18).

Discussion Spaces

Subject Matter Experts

The screenshot shows a section titled "UPKEY" with a white cloud icon. Below it is the text "Explore various fields with our Subject Matter Experts". A call-to-action button says "Click on any topic and join the discussion!". Below this are four cards representing different fields:

Topic	Views	Posts	Status
Forum Tips and Guidelines	11 views	02 posts	Following
Business & Management	56 views	05 posts	Following
Technology & Design	47 views	10 posts	Following
Marketing & Research	47 views	10 posts	Following

Figure 19. The Subject Matter Experts Discussion Space of the Upkey VIP Platform

Industry Sponsors/Partnerships

This is where Upkey VIP Interns get to know more about Upkey's Partner Organizations and Industries (see Figure 19).

The screenshot shows a sidebar with icons for Dashboard, Monitor, Captain Project, Discussion Space, Stock, Calendar, Settings, and User Support. The main area has a blue header with a white cloud icon and the text "UPKEY" followed by "Expand your knowledge on various industries with our sponsors". A call-to-action button says "Click on any topic and join the discussion!". Below are five cards representing different sponsors:

Sponsor	Views	Posts	Status
World Business Chicago	56 views	05 posts	Following
MoonHut	56 views	05 posts	Following
The Resurrection Project	47 views	10 posts	Following
Guardian Life	47 views	10 posts	Following

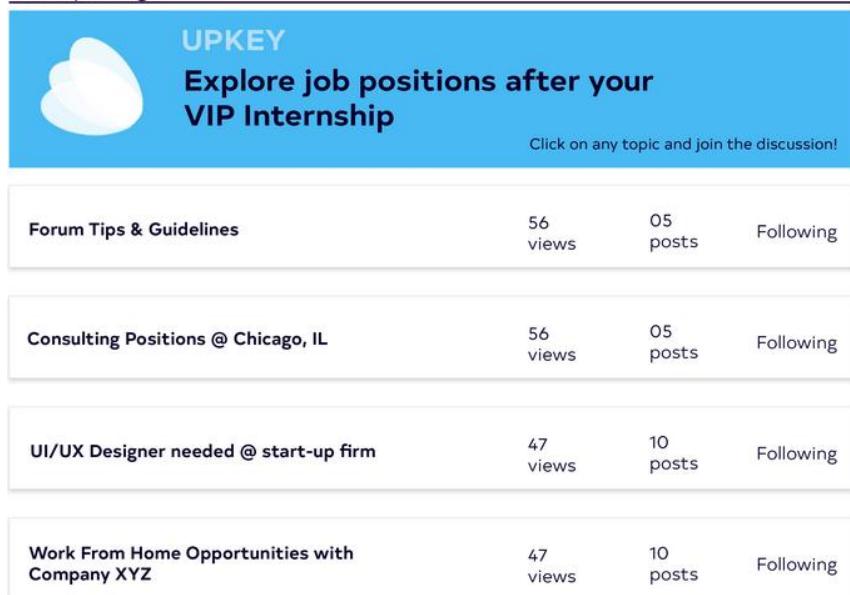
Figure 20. The Industry Sponsors Discussion Space of the Upkey VIP Platform

Job Openings

- Companies can post Job Openings and their requirements and let students participate on the companies' sites.
- Updates on your post and new post notifications can be seen at the bottom of the page
- Upkey can arrange a virtual job fair, where the candidates would be paired with their potential employers on the basis of their VIP performance, college major and other concerned interests. Interviews could be set up between them. This would enable employment of a vast number of qualified students from around the world. Alongside, the employers would have a wide range of choices.

Discussion Spaces

Job Openings



The screenshot shows a discussion space titled "Job Openings" under the "UPKEY" section. The main header reads "Explore job positions after your VIP Internship". Below the header, there is a call-to-action: "Click on any topic and join the discussion!". The discussion board lists four topics:

Topic	Views	Posts	Status
Forum Tips & Guidelines	56 views	05 posts	Following
Consulting Positions @ Chicago, IL	56 views	05 posts	Following
UI/UX Designer needed @ start-up firm	47 views	10 posts	Following
Work From Home Opportunities with Company XYZ	47 views	10 posts	Following

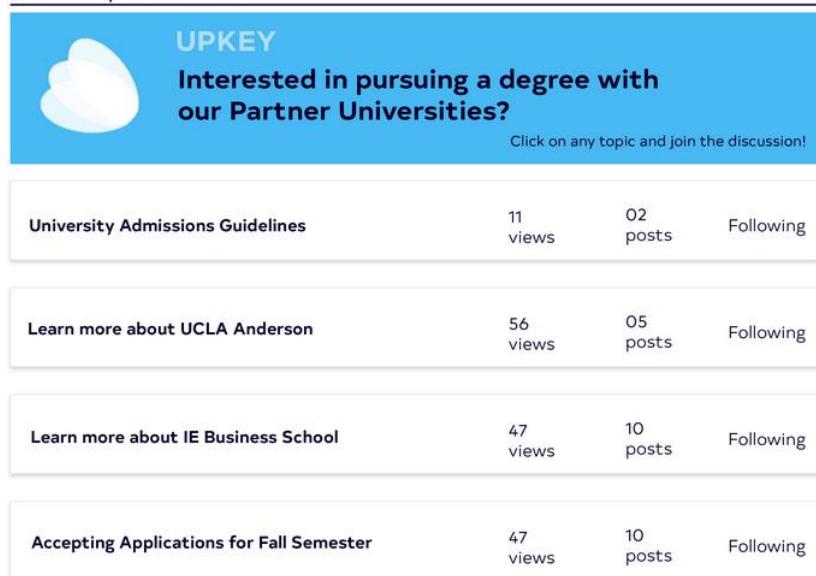
Figure 21. The Industry Sponsors Discussion Space of the Upkey VIP Platform

University Admissions

This discussion space allows Upkey VIP Interns to inquire more about University Admissions with Upkey's Partner Universities. Privileges such as scholarships, funding, or access to University facilities or program may be given to accepted Upkey VIP intern applicants (see Figure 21).

Discussion Spaces

University Admissions



The Upkey platform's University Admissions discussion space features a blue header with the Upkey logo and the text "Interested in pursuing a degree with our Partner Universities?". Below the header, a call-to-action button says "Click on any topic and join the discussion!". The main content area displays four discussion topics in a grid:

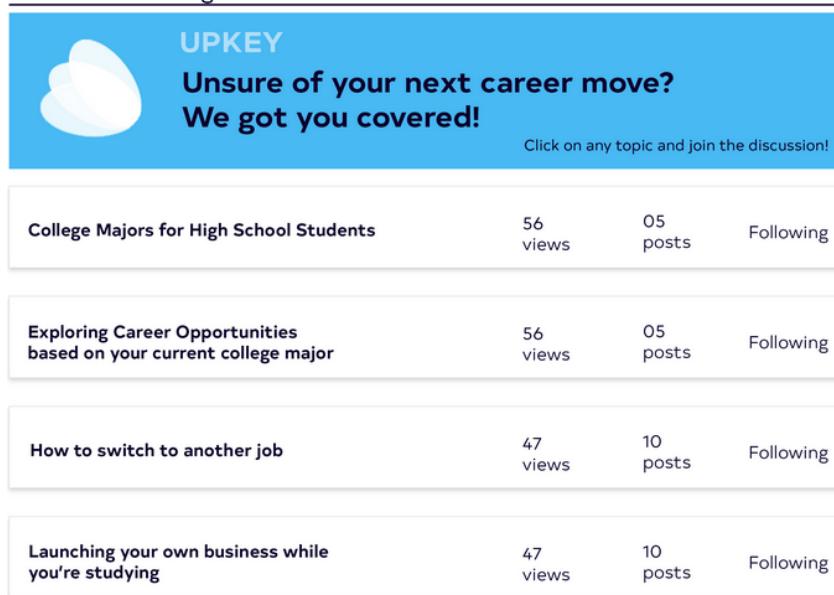
Topic	Views	Posts	Status
University Admissions Guidelines	11 views	02 posts	Following
Learn more about UCLA Anderson	56 views	05 posts	Following
Learn more about IE Business School	47 views	10 posts	Following
Accepting Applications for Fall Semester	47 views	10 posts	Following

Figure 22. The University Admissions Discussion Space of the Upkey VIP Platform

Career Counseling

With the virtual format, Upkey with the leverage of a number of professionals in various fields can help build a database of example progression in career choice, and let students have a grasp of possible choices, expectations, alternatives. Students, with their preconceptions of their career choice before joining, should have a map of some kind on their own, and with the introductions of topics, students can add notes on their map, modify it, or create an alternative map based on what they learned.

Career Counselling



The Upkey platform's Career Counseling discussion space features a blue header with the Upkey logo and the text "Unsure of your next career move? We got you covered!". Below the header, a call-to-action button says "Click on any topic and join the discussion!". The main content area displays four discussion topics in a grid:

Topic	Views	Posts	Status
College Majors for High School Students	56 views	05 posts	Following
Exploring Career Opportunities based on your current college major	56 views	05 posts	Following
How to switch to another job	47 views	10 posts	Following
Launching your own business while you're studying	47 views	10 posts	Following

Figure 23. The Career Counseling Discussion Space of the Upkey VIP Platform

Resume Building

- After the Sam course, Upkey with the leverage of a number of professionals in various fields can help students add notes, modify it, or create an alternative resume based on what they learned.
- There can be activities, workshops housed by Industry Partnerships that can help students put in skills for their resume.

Resume Building

The screenshot shows a discussion board titled "UPKEY" with a blue header. The header features a white cloud icon and the text: "Having trouble crafting your resume? Your Upkey colleagues & mentors are up to the rescue! Click on any topic and join the discussion!" Below the header, there are four discussion topics listed in a grid:

Topic	Views	Posts	Status
Resume Forum Tips & Guidelines	56 views	05 posts	Following
Resume Writing Tricks & Hacks for High School Students	56 views	05 posts	Following
Resume Writing Tricks & Hacks for College Students	47 views	10 posts	Following
Resume Writing Tricks & Hacks for Working Professionals	47 views	10 posts	Following

Figure 24. The Resume Building Discussion Space of the Upkey VIP Platform

The Upkey Experience

In this discussion space, Upkey VIP Interns may do the following:

- Upkey VIP Alumni may share their stories on how Upkey changed their personal and professional lives, as well as the new opportunities that were presented to them after completing the program.
- Upkey VIP Interns of the given cohort may ask questions or seek help with the alumni and the Upkey team.
- Areas for improvement and student concerns may also be discussed here.

v. Slack

In an effort to consolidate the communication channels with the interface of Upkey's VIP LMS, we integrate Slack into the LMS

- As an improvement to the current Slack channels, we might integrate bots into cleaning messages that do not belong to that channel (e.g. we'll use

- bots to clean every message about attendance, Linkedin, meeting time and link, etc.) and redirect the user into the correct channel to do so.
- Another improvement we might have is to use a bot to select most useful/helpful comments out, or pinned messages by the Upkey staffs, into a end-of-the-day section/email notification where Upkey interns with limited interaction due to various reasons can quickly see what happened today, and decide to jump in at specific comments to see the context and full discussion if so desire.

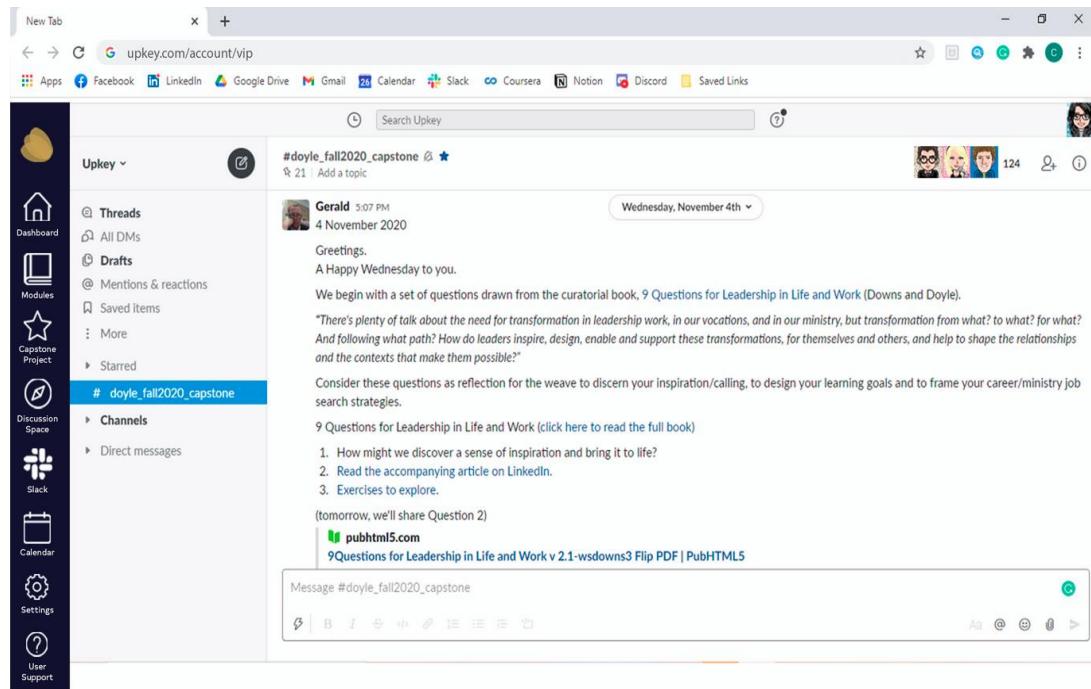


Figure 25. The Slack Interface of the Upkey VIP Platform

vi. Calendar

- We plan to have integration of Calendar to support Upkey interns. We can do so by providing them with the downloadable Calendar File Format and load into their respective calendar choice (Google, Apple, etc.). Alternatively, we can integrate these Calendar API and an autoload configuration for Upkey events.
- Please take note that all live sessions/events will be automatically added into the Upkey VIP Calendar page, without the need for users to manually add the event into the calendar. Mentor section after having their time decided will also automatically update the calendar.

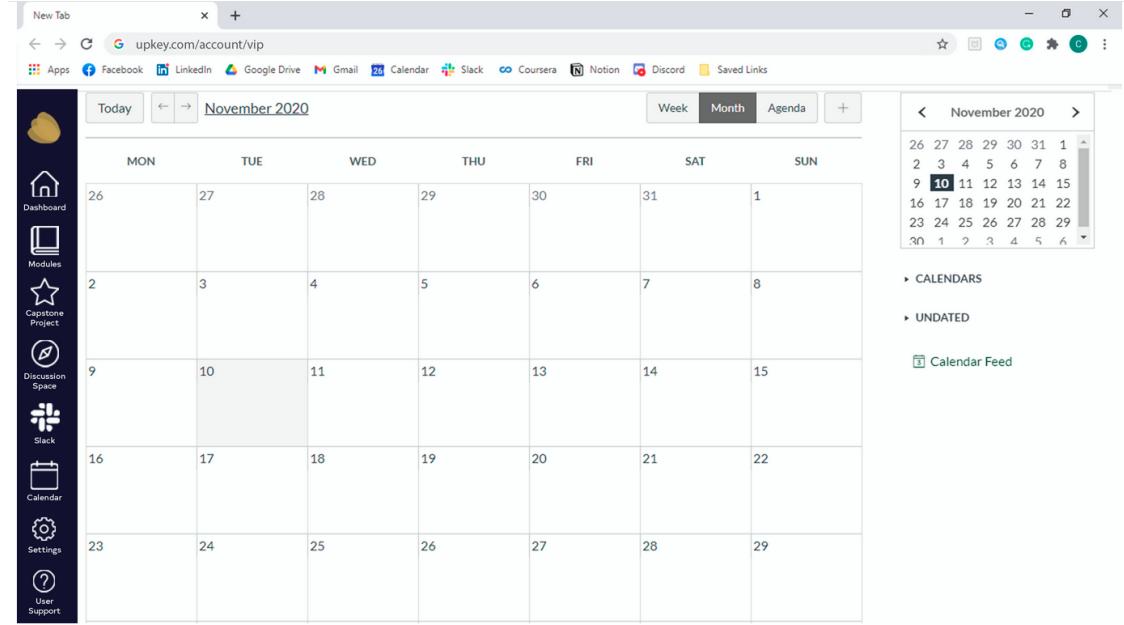


Figure 26. The Calendar Interface of the Upkey VIP Platform

vii. Settings & User Support

- This is where the FAQ section will be held. Question such as attendance issue and google form to sent to Upkey team for missed attendance can be reached here
- There can also be a chat section that filters out questions that are in the FAQ section for auto chatbot response to the FAQ page, if not then direct it to Upkey staff.
- There can be an Emergency button that can be pressed when an emergency or time sensitive event happens such as getting kicked out of meetings, etc. To avoid overuse of this button, Upkey can limit the usage if they detect that the reason for pressing the button is not valid.
- Users can change his/her local time zone in the settings section, enable mail-in notification and ability to select what to be notified through email (such as Urgent messages sent by Upkey team, Weekly plans, etc.)

III. RESULTS AND FEEDBACK ON THE PROTOTYPE

The team members are asked to collect insights and feedback from fellow Upkey VIP Interns who are not included in the project. However, only 10 respondents are able to provide their feedback due to time constraints and limited manpower of team members to perform the activity.

In general, the responses mostly provide positive feedback and some interns have given suggestions to improve the user interface of the prototype. Table 1 summarizes all of the main concerns and feedback provided to the prototype testers. To view the specific responses gathered from the respondents, please refer to Appendix D.

Table 1. Summary of the Results and Feedback on the Prototype

Main Concern/Feedback	The Project Team's Solution
The webpage doesn't completely fit in 100% zoom.	For the project team: Reduce the size of the webpage display by modifying it through the software designing app/Adobe Photoshop. For the user: Adjust the display size in their web browser settings.
Place recordings and resources at the dashboard	This would make the dashboard overcrowded. Therefore, the recordings and resources can be accessed on the Modules section.
The webpage appears overwhelming and should be a bit more minimal	Research and recreate the UI design in a simple or slightly minimalist look. Perform a usability testing on more participants to verify the respondents' concern.
Provide a tutorial or short demo on navigating the Upkey VIP Platform	This will be provided later on.
Add more space in between page elements such as banners, icons, posters, text, etc.	This can be solved by the project team by making modifications through the software designing app/Adobe Photoshop.
Eliminate too much information at the time watch.	The local times and locations of the users and the Upkey Headquarters can be retained. While other links such as ongoing and upcoming live sessions may be placed as a separate webpage element.

IV. CONCLUSION

The Capstone Project serves as a requirement for Upkey VIP Intern participants to gain work experience by honing their skills and working together with a diverse group of colleagues in a virtual environment.

The micro-project titled as “Designing for Innovation” is aimed at improving the internship user experience with the application of Design Thinking principles. Various steps such as brainstorming, research, and planning serve as the preliminary steps that led to the development of the Minimum Viable Product (MVP) in the form of a new desktop prototype platform incorporating Learning Management System tools and services. Afterwards, feedback and responses from testers have been received to support future developments on the current prototype.

The project team envisions that the capstone project and the prototype that has been produced could be of great use to Upkey’s future developments in the area of technology, design, and product innovation.

V. RECOMMENDATIONS

The Upkey VIP Platform developed by the project team has certain limitations in presenting it as its own Minimum Viable Product (MVP). Therefore, we have also laid out possible recommendations or additions for improvement in the upcoming future developments.

1. It is recommended to produce more web pages on some elements or buttons that currently do not have access. To address this case, the project team requires more committed and skilled team members who are proficient in the use of softwares and editing tools such as Adobe Photoshop.
2. The discussion spaces can be further improved with more engaging elements or buttons such as “write post”, “reply on thread”, “follow post” and so on.
3. Pop-up notification messages can be used in place of informing the user of updates or announcements. Some examples could cover the following:
 - a. Notify the user that a new recording, resource, or assignment has been uploaded into the platform.
 - b. Notify the user of ongoing and upcoming live sessions.
 - c. Notify the user of replies to threads in forums, and so on.

VII. APPENDIX

Appendix A

Upkey VIP, Fall 2020, Designing for Innovation, Micro-Project (by Gerald Doyle)

Becoming a leader is synonymous with becoming yourself.

It is precisely that simple, and it is also that difficult.

-Warren Bennis

Option # 3

Upkey VIP, Fall 2020

Designing for Innovation

24 October 2020

- What is a new 21st century student voice -- and action -- strategy that will enhance learning, student success and career readiness to launch and (re)career trajectories - now?
- How might Upkey join you, in a co-creative and co-participatory manner, to unleash the creativity, innovation and wonder that is within us?
- What's a minimum viable product and project that you/we might prototype in the next 2-3 weeks?

1. The goal of this project is for you - and a small team if you so choose - to identify in-person and virtual learning and engagement ideas from a student-centric point of view gathered through a student designed listening process/strategy, as opposed to relying on historical literature or inferred insights from higher education faculty and administrators.
2. Upkey believes that during Covid19, institutions need an effective, consistent, and meaningful approach to listening to students virtually including capturing, elevating, and sharing their preferences, insights, needs, and challenges.
 - a. *However, we absolutely believe that this innovation must be led “by students, for students, and of students.”*
3. Upkey believes that we need to do a better job at preparing and graduating students - from high school and college - across the socioeconomic spectrum, particularly low-income students, first-generation students, immigrants, and students of color - and those marginalized and who face substantial challenges and hurdles wherever they live, study and work.
 - a. *However, we believe that we can and must act now to demonstrate movement and momentum and progress.*
4. The current pandemic has created a significant student communication void and revealed systemic fractures in society with regard to access, opportunity, diversity, inclusion -- and equity.
5. Every part of society needs better strategies for listening and communicating with students -- and their families -- in a virtual context.

6. Universities also need a better idea of what students enjoyed/appreciated/benefitted from during the spring term virtual experiment- in the interest of identifying, highlighting and celebrating the kinds of teaching strategies that promote greater learning and community engagement for students working in a virtual context.
7. Identifying opportunity spaces where students can thrive in a in-person and/or virtual environments will present a great deal of calm and progress during this uncertainty we are part of, and making sure that campuses are communicating messages that are understood by students in the modality that works for them will be critically important during any virtual experiences in the coming year.

The Process:

- 60-90 minutes of initial thinking, observations, reflection and writing

The Idea:

- Complete an entire first pass as an exploration of your ideas

Gain Feedback:

- Forward/share with several members of the Doyle Capstone Group or others within the Fall 2020, Upkey VIP

Share with me:

- Begin to share with me once you complete these steps.

The Steps and Tools

Step 1: Identify an Opportunity

Step 2: Scope your Project

Step 3: Draft your Project Brief

Step 4: Make your Plans

What is?	What if?	What wows?	What works?
Step 5: Do your Research Step 6: Identify Insights Step 7: Establish Design Criteria	Step 8: Brainstorm Ideas Step 9: Develop Concepts Step 10: Create Napkin Pitches	Step 11: Surface Key Assumptions Step 12: Make Prototypes	Step 13: Get Feedback from Stakeholders Step 14: Run Learning Launches Step 15: What's Next

Sources: The Designing for Growth Field Book (Leidtka, Ogilvie, and Brozenske)

24 October 2020

Doyle

Appendix B
Upkey Survey Questionnaire Assignment for Team Members
(by Casey Nicole Alomia)

Hello and thank you for joining **Capstone Project 3: Designing for Innovation**

In this project, we will be developing a workable product or project that aims to fulfill our vision and objectives for Upkey.

Vision: To make Upkey become the world's leading organization that promotes educational and career-readiness tools, programs, and work opportunities for students

Expected Outcome: Upkey students and participants are to be fully equipped with relevant business skills, exhibit exceptional abilities and competent performance. In addition, we would like to ensure that all participants (students, invited speakers, and sponsors) are very satisfied with the services and programs delivered by Upkey.

Objectives:

- Develop ideas and strategies that aim to enhance the virtual learning environment and career success of Upkey student interns
- Identify areas for improvement of Upkey's current program and look for ways to improve/resolve issues or add certain features
- Create a workable prototype or Minimum Viable Product/Project (MVP) of the redesigned version of Upkey.

Before we begin on any task or project, I would like to have you answer this survey form so we could get to know you more, your visions, ideas, and expectations for our Capstone Project.

Please send your responses to Casey Nicole Alomia **and** Marek via DM.

I. Basic Information

- Name/Nickname:
- Country:
- Local Time Zone (e.g. CST, EDT, PST):
- Time of the day you are free in CST (e.g. 8 AM to 12 PM CST):
- Have you completed/currently a (please highlight):
 - o High School

- Undergraduate
 - Graduate
 - Working professional
- Are you willing to work (please highlight):
 - Individually
 - Teams (Invite/select members)
 - Entire Group (All 14 members will work together)
- We will be doing the main activities in developing our project. Please highlight at least 3 activities you would like to learn or participate in:
 - Brainstorming
 - Develop Project Plan
 - Survey and Research
 - Make Prototypes
 - Get feedback from users
 - Presentation

II. Assessing the Current Performance and Student Experience on Upkey's VIP Program

1. What is Upkey to you?
2. What certain features, programs, topics, and activities that appear relevant and useful to your educational and career-readiness needs? What are your **positive experiences**? You may describe briefly or in detail.
 - a. Zoom Meetings/Conferences
 - b. Communication channels (e.g. Slack, E-mail, LinkedIn)
 - c. Hands-on Activities and Assignments
 - d. Mentoring
 - e. Networking
 - f. Capstone Projects

- g. Weekly Topics
 - h. University/Industry Partners
 - i. Others
3. In which features, programs, topics, and activities have you encountered issues or negative experiences? You may describe briefly or in detail.
- a. Zoom Meetings/Conferences
 - b. Communication channels (e.g. Slack, E-mail, LinkedIn)
 - c. Hands-on Activities and Assignments
 - d. Mentoring
 - e. Networking
 - f. Capstone Projects
 - g. Weekly Topics
 - h. University/Industry Partners
 - i. Others

III. New Ideas/Ways to Improve Upkey's VIP Program

1. If you will be given the chance to add/remove/change any feature, program, or activity in the Upkey VIP Program, what would it be and why?
2. Based on your answers from the previous question, what are your suggestions to improve it?
3. For our Capstone Project, what kind of product or project do you wish to create given the chance you could redesign/improve Upkey's VIP Program (e.g. Website, Mobile App, Software, etc.). Feel free to attach simple visualizations if you wish.

IV. Quality Control and Performance on Upkey's VIP Program (optional, but highly recommended)

1. How do you ensure that the **expected outcome*** for our Upkey VIP student "graduates" have been achieved?
2. In what ways can you determine the level of satisfaction of our student interns undergoing the VIP Program?

3. In what ways can you ensure that no student-intern is ejected or voluntarily leaves Upkey's VIP Program?

4. Based from your answer on **II. #3 (“negative experiences”)**, in what ways can you try to resolve the issues/problems you have encountered?

V. Comments/Suggestions/Questions

If you have any, feel free to write them here.

Appendix C

UPKEY Student Experience Qualitative Survey (by Hassan Fayyaz)

Abstract:

What is the survey about? These excel charts and graphs are meant to provide a visualization of the data we gathered from online surveys provided by students

Why are we conducting this survey? This will provide Upkey an understanding of their student satisfaction and the areas they need to improve.

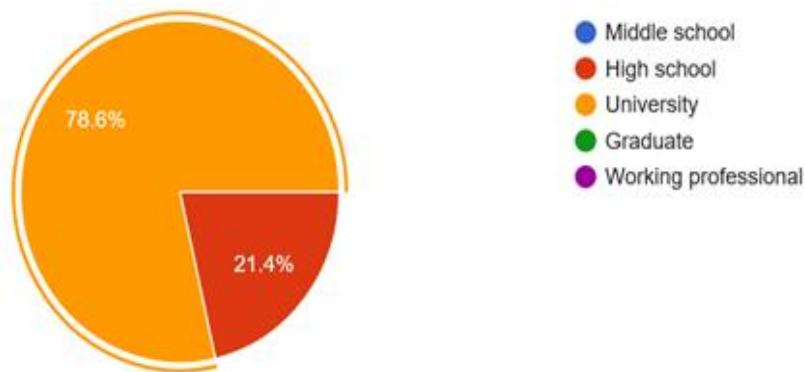
Who is this survey being conducted for? It is made for Upkey to improve its Virtual Internship Program

Participants Educational Background

Total number of students who participated: 14

University students: 11 out of 14 or 78.6%

High School students: 3 out of 14 or 21.4%



Question#1: What is Upkey for the participants?

These are students response to the above question:

- A great platform to learn and grow.
- Great Platform
- Sort of my first day at work or means to get familiarise with the corporate settings

- Upkey is more like a Lift that has helped in propelling me towards achieving my goals.
- An opportunity for professional and personal training prior to business
- A learning opportunity
- Upkey is something that helped me learn how to better myself, how to motivate and discipline myself. It was a stepping off point for me towards better opportunities and larger network, and a chance for me to learn the basics of entrepreneurship and leadership
- An E-Learning company that provides people, primarily students and individuals hitting the job market soon, and especially minorities to emphasize diversity and inclusion, the tools to succeed in networking, internships, personal branding, and resumes, among other benefits. Upkey wants to help people and level the playing field to help provide opportunities for people who otherwise would not receive them.
- Everything! My social media, my internship, my first experience as a mentor, the first global tool to engage with many cultures. The best experience I've had as a student.
- An internship to improve skills and network
- A Playground where motivated individuals come to learn and apply.
- A learning opportunity
- A way to learn more and have a chance with on the job experience.

My response to the above question as a participant:

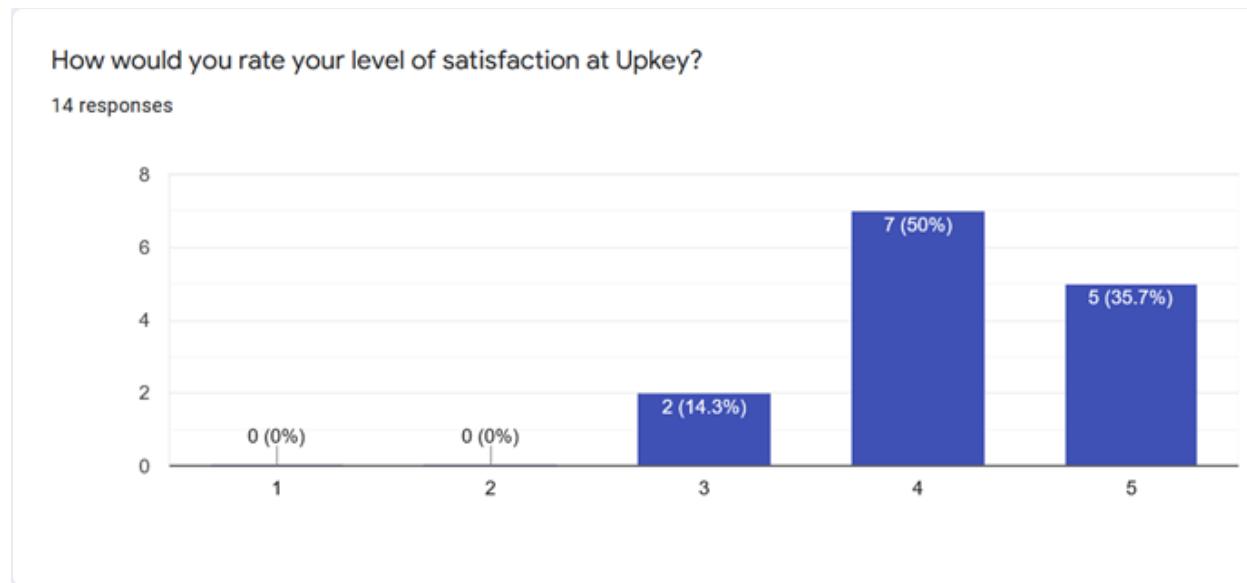
Upkey, for me, is a learning platform for students where they get to meet and learn from each other. For this internship, I have learned a lot from people rather than relying on internet searches completely. For me, it is a learning experience that you can otherwise not get by working individually on projects by yourself. At Upkey, we meet people, we interact with them, and we learn from their knowledge along with building connections.

Student Satisfaction Bar Graph

Question#2: What features, programs, topics, and activities that appear relevant and useful to your educational and career-readiness needs? What are your POSITIVE experiences?

Note: For the below graph, **x-axis** represents **student satisfaction level** (based on a scale of 5) whereas **y-axis** represents the **number of participants**.

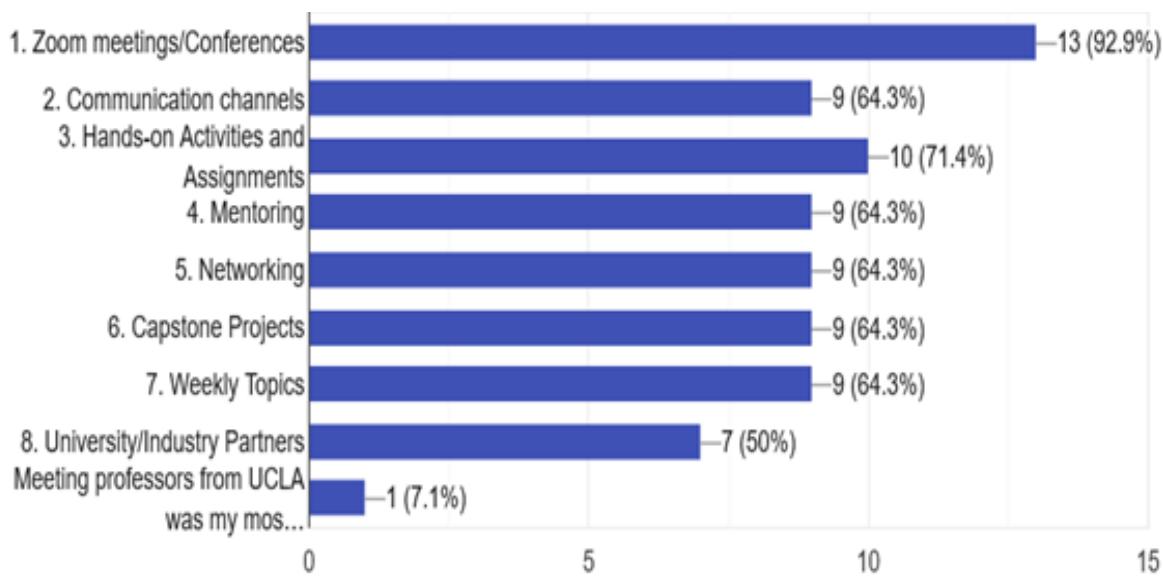
Graph#2:



Question#3: What features, programs, topics, and activities that appear relevant and useful to your educational and career-readiness needs? What are your **POSITIVE** experiences?

Note: The higher the rating of the program, the more the positive experience.

Graph#3:



Question#4: What features, programs, topics, and activities have you encountered ISSUES or NEGATIVE experiences?

Table#4:

Names of Programs	Students Who Faced Negative Experiences
Zoom meetings/Conferences	2
Communication Channels	4
Hands -on Activities & Assignments	3
Mentoring	5
Networking	3
Capstone Projects	5
Weekly Topics	2
University/Industry Partners	1
Other	2
Total Participants	14

Graph#4:

Students Who Faced Negative Experiences



Other:

There will be a one week where all the sessions of that week will be collectively decided by the participants of the program. They can vote for the speakers or niche experts to whom they want to listen next.

Appendix D

(Collated by Casey Alomia)

Respondent's Answers to the Survey Questionnaire Assignment

- I would like to add a bit more technology based portion to the VIP program because I feel as if technology is a huge part of our everyday life. It is important to know a little bit about it, (ex coding or animation) or even just the technology industry in general.
- I would have zoom calls that you guys already have and maybe add like a kahoot at the end for fun!
- I think a mobile app would be great to make for Upkey. Everyone always has their phone on them making it easy to access, it would be fun as well. We could have like the home page and an options menu on the side that could include the dashboard, assignments, announcements, contact info. And even a quiz or like an Upkey game for fun of some sort. Like maybe a game where you get to build your own career or something.
- If I have the chance to improve something in Upkey it would be the resume helper, or generator, because I feel it has to be improved in order to help people in a more professional way, for better jobs and for a better presentation.
- Perhaps you can improve the questions, and it can be specialized for each person, and the major or job they're applying to.
- Maybe improve the resume generator, or even create one, one more specialized in young people like recently high school graduates or even people who is still in high school, freshmen in college or college students, young people in general, people who has 0 (zero) experience in this, and might not have someone who has experience in this.
- You can ensure this by doing surveys or comparison between people who have used Upkey and people who didn't and their professional outcome.
- Anonymous surveys, and their opinions on it, I can be anonymously so they can feel free or better by giving their honest opinion.
- If they want to leave voluntarily, maybe make it more interesting or with simpler activities, and perhaps they living because of time or work, but if they're ejected because of behavior, then you can't do much, it's an educational issue.
- I would try to resolve them, but in general it is more a connection or a app problem, but in the mentor issue, maybe assure they know how to manage bad days or under pressure and feel free with their mentored.
- Upkey, for me, is a learning platform for students where they get to meet and learn from each other. For this internship, I have learned a lot from people rather than relying on internet searches completely. For me, it is a learning experience that you can otherwise not get by working individually on projects by yourself. At

Upkey, we meet people, we interact with them, and we learn from their knowledge along with building connections.

- Meeting professors from UCLA was my most favorite experience of the internship, I learnt a lot from the professors about personal and professional growth.
- My networking experience was great because of mainly slack, and Friday presentations.
- Weekly topics were really student focused and really helped me reevaluate and grow on a personal level.
- I emailed the Ukey team regarding several technical and assignment-related issues but heard no response back.
- My experience with my mentor has been great. However, the only issue was that I was assigned the mentor almost when the internship is about to end. It would have been much help to have someone by your side from the very beginning.
- For one week, the information for the weekly assignment was unclear to me. But, all the rest of the weeks was pretty clear on instructions
- If I change the Upkey program, I will divide the students into groups for zoom meetings rather than inviting all 500 students for every session except the ones that were with the guest speakers.
- If an Upkey team member works with a maximum of 100 students, it will make the students experience more engaging as they will have a chance to connect with the Upkey team members and ask them questions. I have not yet gotten a chance to speak with any Upkey team member face to face via zoom. I have even tried approaching the Upkey team via email on some troubles that I was facing but heard no email response back. It made my experience less engaging.
- The only person who replied to me was the CEO Amir and Gerald, but I know it is not their duty to manage the technical issues as they work more on the managing aspect of the business. I also reached out to Gerald regarding some information on college credits, he responded to me. But the problem is that the technical issues I had were not resolved, even after reaching out three times via email.
- Though I do not blame any team member for that, and I think that it is the learning structure that should be addressed by the Upkey team. A total of more than a thousand students are hard to manage and to make learning more effective, Upkey must arrange small group sessions.
- I have not thought much about it. I think the website works well, and it is highly engaging. So, I would like to leave it up to you guys whatever you choose, and I am willing to work on either of the given projects.
- The best way is to approach students is to ask them individually about the problems they faced. But most will not be willing to give a positive criticism as they would be afraid of being perceived negatively by the Upkey team. So, the

best option would be to send out an online survey not asking for the student's name and adding an incentive to fill the survey.

- Make Upkey more engaging and make students feel like they belong here. Make them feel like the Upkey team is always present and willing to help them through their journey as an intern.
- Either hire more employees or make the learning experience more structured. But, hiring more people would be costly and inefficient for the business. Therefore, by making the learning experience more structured, Upkey can benefit hugely.
- Upkey to me, is more like a graduate school or my first day in the corporate world. Upkey has offered me the opportunity to get to know more about happenings in the world today from financial literacy, the ability to learn on your own and assume responsibility. It has also offered me the opportunity to get familiarise with the corporate settings.
- Capstone project stands out for me. My field of study involves identifying problems and outlining steps to solving them. The capstone projects is helping to prepare me do this. I will develop the act to work in a team, research, broaden problem solving skills etc.
- Zoom Meetings/Conferences : These challenges are mostly due to network or internet connectivity.
- Duration needs to be extended. Students can be given little stipends to cater for expenses. A module that can be offered both online and offline.
- With the extended duration for the program, the program can target recent graduates that are willing to commit at least 3months to get hands on experience like what Upkey is currently doing. Continuing students might not have all the time for such commitment Upkey deserves and so wouldn't harness a lot from the program.
- Little stipends to support internet data would help. Upkey can partner organisations that would need short services from recent graduates. It can sort of be a paid internship so we can focus on learning knowing that the expenses are taken care of.
- A module that is both offline and online can help all regardless of network connectivity. Many of us miss some of the meetups due to poor internet connectivity. With the offline module, we could help resolve this challenge.
- An LMS(Learning Management Software) software that would incorporate all the tasks upkey currently does. With these, upkey wouldn't have to be sharing zoom links, slack links and so on. All the data that we will generate would be on the LMS platform for easy access. We could consider building the product to support offline mode.

- Either upkey improve staff strength or reduce intake of interns so there's proper monitoring and coaching.
- Rolling out surveys to get their feedback
- Upkey can help place some successful graduate in jobs or support those who intend to be entrepreneurs.
- Upkey is a learning experience and a chance to participate in a project for a company that is helpful for the community
- Zoom Meetings/Conferences - It works for my time zone, and the topics covered are diverse and interesting
- Communication channels (e.g. Slack, E-mail, LinkedIn) - It works and I get answers from others
- Hands-on Activities and Assignments - Activities is close to the things that we learned
- Mentoring - My mentor is helpful in giving me a look at his experience in a professional work environment, and giving me advice on questions that I have
- Capstone Projects - I like that we have choices for projects, and if I do not have a company matched, I still have projects that help Upkey
- Weekly Topics - Topics are interesting and that I generally interested in them
- Zoom Meetings/Conferences - Some meetings that I really like have time conflicts with my class in my university and for me access to past recordings sometimes doesn't show up when I have free time to watch them
- Communication channels (e.g. Slack, E-mail, LinkedIn) - It gets really clogged up with messages that have dedicated channels, and it's hard to keep track of the flow of information presented
- Hands-on Activities and Assignments - Some of the activities is hard to do due to my circumstances not fit with the activities
- If I can add a feature, I would like a recap of the chat activities through the Slack channels, a FAQ and common solution section.
- If I can change a feature, I would like an alternative way for attendance to be checked: a way to filter out time-specific chats such as meeting infos for the day, out-of-place chats, etc., a website for commonly asked questions and request site, a reflection on topics perhaps?
- If there is a way for us to watch live case examples for topics that are presented, I think is it beneficial for us to better understand topics. For example, a case example on financial decisions made and how we can understand it presented at us through information channels such as news.
- If we have a site on the dashboard that address FAQ, or a request sites for things such as attendance, it might be helpful for students
- Zoom Meetings/Conferences : they were really usefull, informative and órgano de but some failed to be engaging

- Communication channels (e.g. Slack, E-mail, LinkedIn) : e-mail was not very good since I didn't get some of the announcements, or requirements for Friday's presentations. But slack was really good.
- Hands-on Activities and Assignments : the activities and assignments, specially with mentors were really useful to fully dive into a subject
- Mentoring : amazing, just a little bit bad on the consistence
- Networking : Amazing, and really useful
- Capstone Projects : confusing and bad experience (got kicked out of first internship
- because of nationality and age)
- Weekly Topics : Great organization, approach and really holistic, we saw all interesting and business related topics as well as personal growth which I really liked.
- University/Industry Partners : Really open and informative
- I would let students interact with the teachers and partners one on one, enabling more engagement, interaction and connection.
- On the website, make a separate section for the weekly presentations requirements as well as class work. As well as the section for the students to enroll if they want to interact to a specific teacher/mentor on a zoom
- An ed-tech platform that focuses on the personal and professional of students and prepares them for a challenging future.
- I found everything relevant to me, as I am very passionate about entrepreneurship, it is a must for me to have knowledge of every field whether it's marketing, finance, or management.
- The issue I encountered was of time zone difference only. Due to that, I was unable to late night and early morning sessions.
- Upkey is a educational platform where individuals help one another to grow personally and professionally. Through professional development and projects Upkey ensures that students are ready to launch into the real world.
- Communication channels (e.g. Slack, E-mail, LinkedIn) – Although Slack is a great means of communication it is hard to keep up with important information because there are many individuals in the program. Also, since I am not familiar with the app I don't know how to join groups.
- Mentoring – Mentoring has been helpful because I get one on one advice on how to improve my professional brand image and confidence.
- Networking- Networking has been harder due to the online transition, but I hope there are still ways to network online by making meaningful relationships.
- I would add in features where it clearly outlines the schedule of everyday and assignments due. Most students have to rely on Slack or each other to find information. For individuals that cannot attend the live sessions it is harder to

keep up with assignments that are not posted on the Dashboard. I would add in a calendar of details on the Dashboard with links and necessary information on each day instead of having different files disorganized on the website. I would also add in more engagement instead of speakers dictating most of the program. More activities and hands on experience would be helpful.

- I want to create a better and more efficient website for the Upkey program and a mobile app for individuals that don't have access to a laptop or computer. A mobile app would be useful to get immediate notifications and updates on daily requirements and meetings. On the website I would add in a calendar that shows the links and details for every day so it is more organized. I would also add in weekly folders where everything for the week can be attached in there. Also, I would add in a FAQ and attendance portal, so it is easier to track attendance instead of manually keeping track through Google Forms.
- Weekly surveys to determine level of satisfaction can help the VIP Program progress. We can add in a section next to attendance on the Dashboard where interns can select how satisfied they are for the end of that week with the material learned.
- We can ensure this issue by having weekly check ins through a form to make sure that everyone is still participating.
- Moving forward the program needs to thoroughly go through applicants information to make sure they are serious and qualified because some interns are not as serious or responsible to have a position at Upkey.
- Upkey to me is the doorway for networking. This platform has let me know people from all around the world and also has let me understand my inner potential that seemed to remain dormant until now
- One thing that I'd like to add in Upkey is the provision for one to one chat in the end of the capstone with potential recruiters by matching student profiles. Also I think Upkey should strictly abide by student profiles and update them regularly based on one's performance here in the platform
- I'd work more on the management side. For example, I'd like to work with the tech team, structure their plans, see how the results are coming out, make a proper flow for tracking the student profiles and their activities in the internship, make a system where they are being graded according to their performance and update that on their profile and in the end, work with a recruiters' team to match students with their potential employers
- UPKEY is platform which provides with an opportunity to network and grow professionally. It has also provided me with the opportunity to work on my ideas and help the world with open hands.

- UPKEY is platform which provides with an opportunity to network and grow professionally. It has also provided me with the opportunity to work on my ideas and help the world with open hands.
- I believe we should keep the attendance optional and let students learn and follow the recordings as per their time zones. As long as they are doing assignments on time I believe more than enough to keep a track of individual performances.
- Mobile app, I still don't agree that Slack is the best app to communicate in groups
- I thoroughly enjoying their opportunity and wish to be connected with UPKEY and grow from an intern to mentor to strategic lead.
- Upkey is one of the most professional experiences I will have as a high school student. It is probably the best source of extracurricular knowledge I have now.
- Hands-on Activities and Assignments - This is really efficient, it keeps the student accountable.
- Capstone Projects - This is perhaps the best thing about the internship, it gives real life experience.
- University/Industry Partners - The sessions by Universities are important, it provides professional learning.
- I would like to change the mentorship system, it's tedious and hard to keep track of.
- Mentors can directly share their contact details, like LinkedIn. Basically, the communication between the student and the mentor can be improved
- We can create a website or a service that assigns free online courses available online to the student based on his need or curriculum.

Appendix E

Feedback on the Prototype

Collated by Rifah Nawar

Respondent #1 - so one is that the page doesn't completely fit in 100% zoom. two I'm not sure if Slack can be incorporated into the upkey site. Like you have it to open slack and keep the tabs in the upkey site but I don't think that is possible. Three I think putting a tab with all of our capstones is a good idea because personally I don't like my capstone and would have prefered a different one. the calendar is a nice touch. Maybe note that adding a google calendar option so those who want to incorporate the dates can do it in one button. Also I cannot find the recoding section or the announcements section. Maybe make it a bit easier to find if it is there.

Respondent #2: I would just say make sure there's also a link on the left for recordings and resources, but other than that I love it!

Respondent #3: Great! Keep it up

Respondent #4: I think it's good it's nice that you kind of made it more organized but I think it needs to be a bit more minimal too so it doesn't overwhelm the user

Respondent #5: I've checked the future Upkey Prototype, and I must confess this is fantastically awesome. If this is what we had for the fall VIP Intern, it would have been very easy for all of us.

- 1) for every submitted assignment, there should be an indicator that an assignment has been submitted, and if an assignment is yet to be submitted, the indicator will shown unsubmitted assignment. The indicator can come inform of a badge or a star just beside the assignment tab. So, for every weekly assignment submitted, the student will have a star (☆) beside the assignment tab to indicate successful submission.
- 2) The time zone, there should be an automatic time converter that will convert the student's time to Upkey's time. This will make the students up at alert, and will reduce the numbers of people that miss sessions due to time differences.
- 3) If you can create a tab for every week, with all the recordings, and announcements, and resources for each week, just as we have it in the current Upkey website, but you should make yours more flexible than the current Upkey's.
- 4) If there's anything you can do to make the new version very easy to surf in the internet, it would be awesome. Like you should make it more faster to access than the current Upkey version.

5) There should be a demo for new users. Like a short tutorial video that will teach each students how to navigate the site, and how to locate important informations on the site. Also, a short tutorial video that will teach students how to handle the Slack application, how to use the Zoom App. This is really important for starters, for those that have limited exposure on online activities.

6) You should adopt an easy verification means for students to assess the site. Because I observe some students are complaining of Captcha.

HONESTLY and SINCERELY I LOVE THIS PROJECT, THE INTERFACE IS MAGNIFICENT

These are my observations, and suggestions for improvement

Respondent #6: more space in between dashboard. module etc more space between welcome back Gerald and the description. don't put too much description on the right side :)

Respondent #7: Looks great! Especially the time watch part considering all interns are from various different places.

Respondent #8: looks soo organized

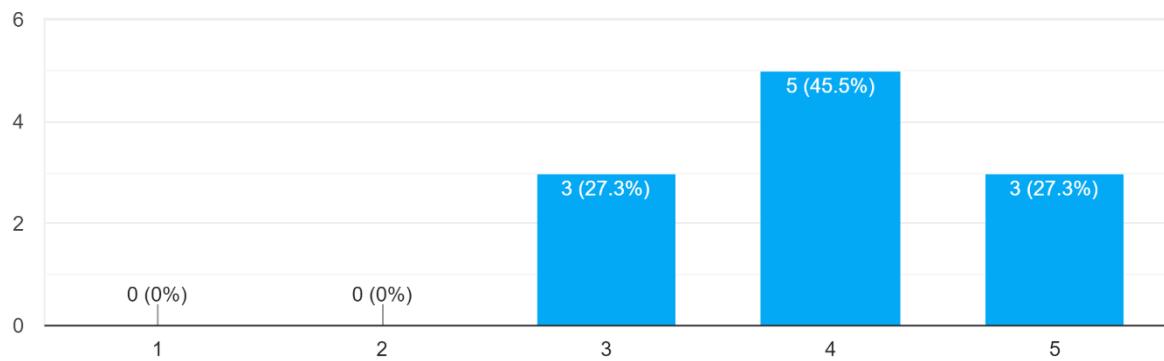
Respondent #9: Looks good. Well done

Respondent #10: Awesome work to you and your team

Collated by Martin Wairimu

On a scale of 1 to 5 , how would you rate the interaction with the prototype?

11 responses



Is it user- friendly?

11 responses

Yes

Yes it is

Yes! It's awesome!

Yes, I think so.

Totally

What is one thing that you like about the prototype?

11 responses

Clear and precise

It's nicely done.

I like that there I can see all the capstone projects available, so that I could select one accordingly.

It has more information than the current dashboard

The new design

It's design

I love the user interface and design of the website.

Flexibility

Straight to the point.

It looks great

Easy to understand, overview

What is one thing that you think can be improved to make the interaction better?

11 responses

Less written content

1. The zoom animation should be more sleek.
2. When I zoom in, I should be able to view other areas while zoomed in.
3. Images appear pixelated when zoomed in.

The animations and the graphics.

Having fewer items on the screen

It is fine

It's interactivity with the user

N/A

Acknowledge Feedbacks

Loading time.

Connection to slack, or private messaging

Do you have any further Feedback

11 responses

N/A

None for now.

I like the format, and the only thing I would improve on is the animations and the graphics (to make it look more minimal). Other than that everything looks great!

Apart from reducing the clutter on the screen, none. Great job

It is a great design. Nice work

Just make it better

Nope!

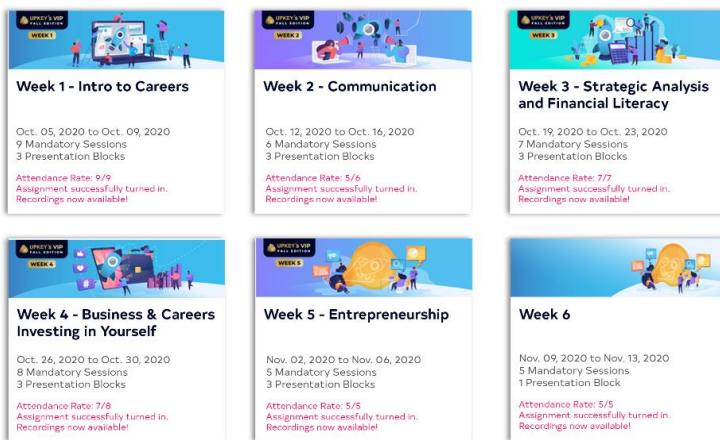
Absorb feedbacks and suggestions

Great job regardless.

Appendix F

Prototype Attributions by Casey Alomia

All Banners, Logos, and Poster Images are owned by Upkey.



Software and Websites used:

Adobe Photoshop 2020

InvisionApp

Font used: Typold Font Family

Link: <https://www.cufonfonts.com/font/typold>

Icons used for the Page Navigation Sidebar:

User Interface Pack from Flaticons

Links: <https://www.flaticon.com/icon-packs/2947980>

Links: <https://www.flaticon.com/icon-packs/786190>

Color Codes:

#FFFFFF, #020729, #51BFF0, #7990F7, #F7C261, #F265A5, #FB0155