The Doyle Capstone Project: Designing for Innovation

VIP FALL 2020

PRESENTED BY

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

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Presentation: Sakshi Chhabra & Nina Shah

OUTLINE

1. Overview
2. Vision
3. Objectives
4. Expected Outcome
5. Methodology
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To interact with the prototype, please visit the link here:
https://invis.io/3YZD7YW7NBX

1.OVERVIEW

★ The Upkey Virtual Internship Program aims to provide educational and career-readiness tools and services to high school students, college students, and graduates.

★ Main features cover activities through live sessions conducted by industry leaders and partners to impart their knowledge and experiences.

★ 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.

1.OVERVIEW: *Capstone Project*

★ 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.

VISION

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

OBJECTIVES

★ To develop ideas and strategies that aim to enhance the virtual learning environment and career success of Upkey student interns.

★ To Identify areas for improvement of Upkey's current program and look for ways to improve/resolve issues or add certain features.

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

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.

★

METHODOLOGY: *Design Thinking Process*

Step 1: Identify an Opportunity

Step 2: Scope your Project

Step 3: Draft your Project Brief

Step 4: Make your Plans

METHODOLOGY: *Design Thinking Process*

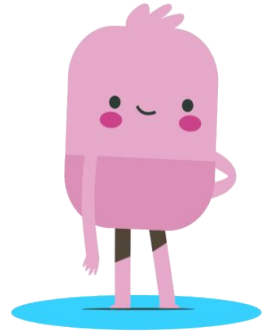| What is?	What if?	What wows?	What works?
Step 5: Do your Research Step 6: Identify Insights Step 7: Establish Design Criteria	Step 8: Brainstorm Ideas Step 9: Develop Concepts Step 10: Create Napkin Pitches	Step 11: Surface Key Assumptions Step 12: Make Prototypes	Step 13: Get Feedback from Stakeholders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

METHODOLOGY
A. Pre Planning Phase

★ The project team reviewed the Project Case provided by Gerard Doyle .

★ The project heads developed an assignment - survey questionnaire for all team members to answer.

★ The respondents' assignments were received by the project heads. All responses and answers were collected and reviewed.

★ Responses and insights were compiled into relevant statistics and summaries
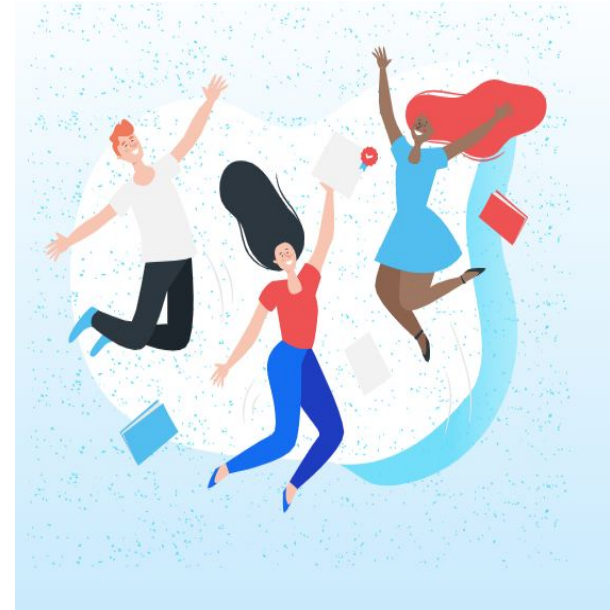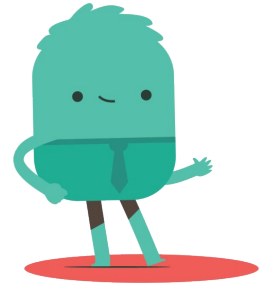
METHODOLOGY
B. Planning Phase: Brainstorming Sessions …*(contd)*

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

★ Later on the basis of Insights from user feedback, prepositions were made

METHODOLOGY
C. Insights & Propositions

INSIGHTS	PROPOSITIONS
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	Companies can create a question form for interns to answer and let the company know their field knowledge competency . They can then have the initiative to open the communication channel.

METHODOLOGY
C. Insights & Prepositions

INSIGHTS	PROPOSITIONS
We are currently lacking an alternative method for students not available during live session to actively participate and ask questions.	Creating a 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

METHODOLOGY
C. Insights & Prepositions

| INSIGHTS	PROPOSITIONS
Lack of full attention to students and participants from the mentors.	Upkey can introduce a system of one-to-one meeting of the participants with their mentor. 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. A track sheet could be used where it would be ensured that no overlapping happens.

METHODOLOGY
D. Prototype Development

The project team decided to develop a new version of the Upkey VIP Platform incorporated with Learning Management System tools and cover all concerns, suggestions, and ideas provided by the Upkey VIP intern respondents

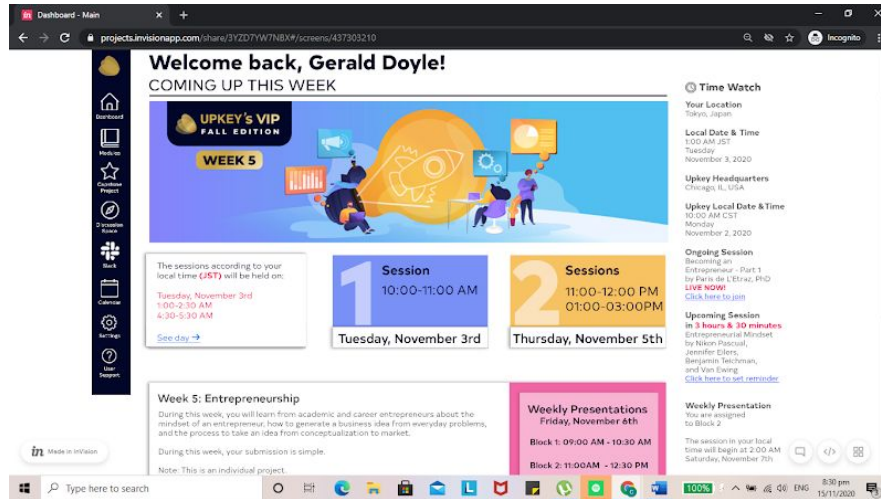To interact with the prototype, please visit the link here:
https://invis.io/3YZD7YW7NBX
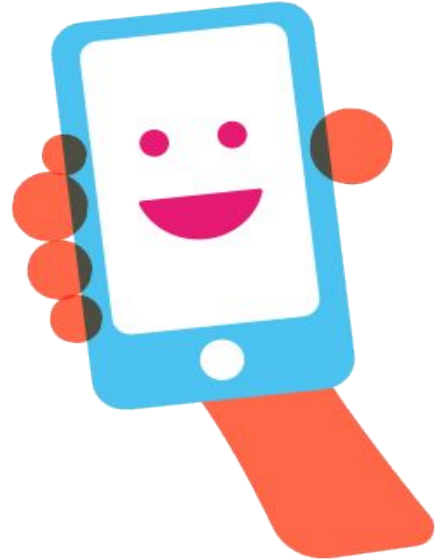
METHODOLOGY
D. Prototype Development:
Main Dashboard of the Upkey VIP Platform
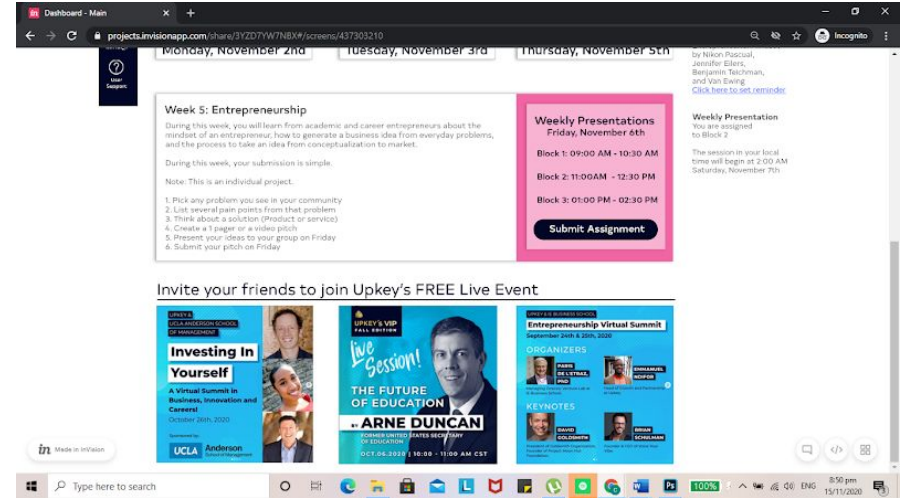
The VIP Dashboard serves as the first
webpage to be visited by the users

METHODOLOGY
D. Prototype Development :
Live Session Links in the Upkey VIP Dashboard

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

METHODOLOGY
D. Prototype Development : *The live session link from the Dashboard is redirected to a page in the module for Week 5 – Entrepreneurship*

Conferences

Select a day to view sessions

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2nd of November	3rd of November	4th of November	5th of November	6th of November

Monday, 2nd of November 2020

10:00 AM – 11:30 AM CST

Becoming an Entrepreneur - Part 1
Speaker: Paris de l'Etraz, PhD | Managing Director, Venture Lab
@ IE Business School

See more info
Get Zoom Access
Watch Recording

01:30 PM – 02:30 PM CST

Entrepreneurial Mindset by Jennifer Eilers,
Benjamin Teichman, Van Ewing, and Nikon Pascual

See more info
Get Zoom Access
Watch Recording

METHODOLOGY
D. Prototype Development :

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.

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

METHODOLOGY
D. Prototype Development : Modules
Upon clicking the modules icon in the page navigation sidebar, the main page of the modules are displayed that will navigate to the weekly topics and sponsored courses

METHODOLOGY
D. Prototype Development

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

METHODOLOGY
D. Prototype Development

The resources section in the Modules page

Resources

**The Ultimate Job Search Guide
by Author Name**
Category: Book

[See more Info]

[View Online]

[Download File]

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

[See more Info]

[View Online]

[Download File]

METHODOLOGY
D. Prototype Development

The assignments section in the Modules page

Assignment

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

See more info

Submit Assignment

Peer Review Results

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

See more info

Submit Assignment

Peer Review Results

METHODOLOGY
D. Prototype Development
Sponsored courses in the main modules page

Courses provided by universities & companies

METHODOLOGY
D. Prototype Development

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

Chapters

CHAPTER 01	CHAPTER 02	CHAPTER 03	CHAPTER 04	CHAPTER 05
due on 10 October	due on 17 October	due on 24 October	due on 31 October	due on 07 November

Lesson 1

Introduction to Data Science and Machine Learning   Select Lesson

Lesson 2

Python Programming   Select Lesson

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

METHODOLOGY
D. Prototype Development

The main page for the Capstone Projects in the Upkey VIP Platform

METHODOLOGY
D. Prototype Development

The page for the Doyle Capstone Project: Designing for Innovation

Capstone Project

Doyle Capstone Project: Designing for Innovation

PROJECT HIGHLIGHTS

This project applies Design Thinking Principles & Strategies to Advance the Upkey VIP User Experience

SELECT PROJECT

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?

METHODOLOGY
D. Prototype Development

The page for the Doyle Capstone Project: Designing for Innovation

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 2: Scope your Project
Step 3: Draft your Project Brief
Step 4: Make your Plans
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

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

METHODOLOGY
D. Prototype Development

The main page for the Discussion Space

Discussion Spaces

Click on any topic to view and join discussions

Mentorship	Networking	Subject Matter Experts
Industry Sponsors	Job Openings	University Admissions
Career Counseling	Resume Building	The Upkey Experience

METHODOLOGY
D. Prototype Development

The main page for the Mentorship Discussion Space in the Upkey VIP Platform

Discussion Spaces
Mentorship

UPKEY HIGHLIGHTS

Introducing the Upkey VIP Mentorship Space

Please read the General Guidelines here

Check out the list of participating mentors who are ready to help you!

Register now and choose your mentor!

JOIN NOW

Mentee Application Status as of 09 October 2020

Official Mentor:
Mr. X, CEO of ABC Company
Meetings every Wednesday
1:00-2:00 PM CST
MANAGEMENT CONSULTING

Status: Approved!

Optional Mentorships Registered:
Week 1 - Data Science with Ms. Y

Week 2 - Design Thinking with Mr. G

Week 5 - Agile Development with Ms. J

Please wait for e-mail invites from your mentors

METHODOLOGY
D. Prototype Development

Guidelines for joining mentorship sessions

Mentorship

Guidelines:

The Mentorship Space:
There will be two types of mentorships:
- Official mentorships
- 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.
- 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 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 to get to know the intern applicants and to determine whether their career goals and interests match the mentors' field of speciality.

Example Mentorship Space for One VIP Intern

Official Mentorship:
Management Consulting with Mr. X, CEO of ABC Company
Meetings every Wednesday 1:00-2:00 PM CST

Optional Mentorships Registered:
Week 1 - Data Science with Ms. Y, Data Scientist & Researcher at DEF Industries

Week 2 - Design Thinking with Mr. G, UI/UX Designer at XYZ Labs

Week 5 - Agile Development with Ms. J Software Developer and Project Manager at PQR Corporation

BACK TO MAIN PAGE

METHODOLOGY
D. Prototype Development

The main page for the Networking Discussion Space in the Upkey VIP Platform

Discussion Spaces
Networking

UPKEY X LINKEDIN
Grow your network with fellow Upkey VIP Interns
Click on any topic and join the discussion!

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

Similar designs & aesthetic are present for: The main page for the Subject Matter Experts, Industry Sponsors, Job Openings, University Admissions, Career Counseling, Resume Building.

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
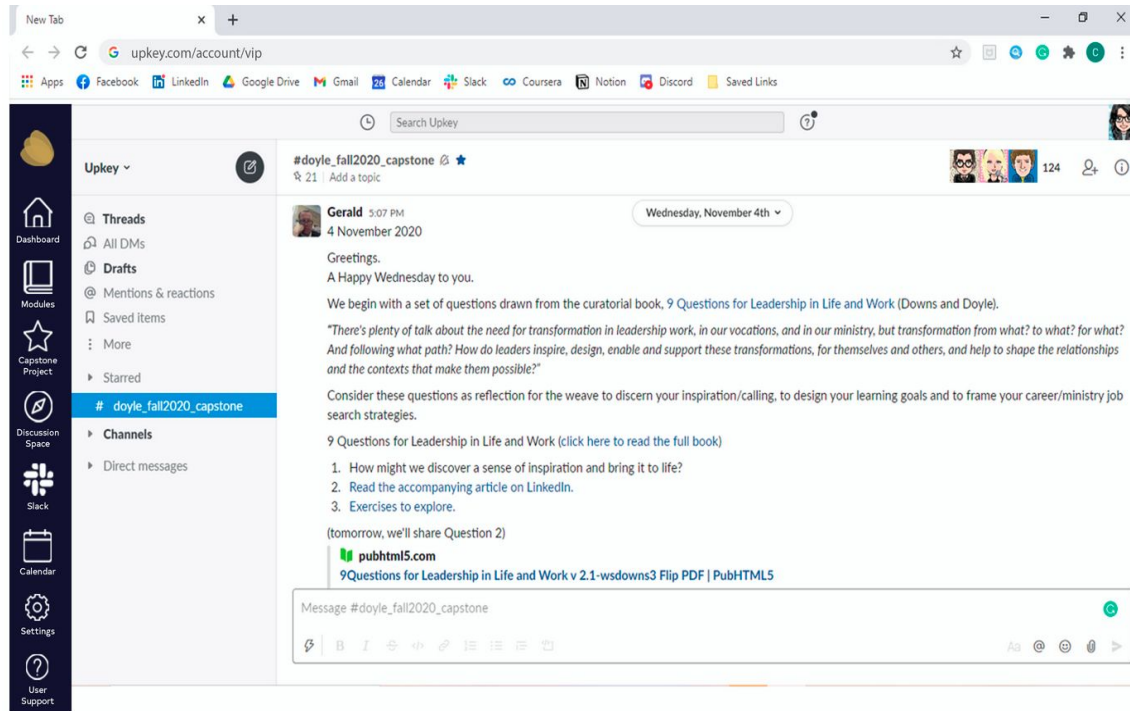
New Replies to your thread

Hi my name is UserX. Let's connect!

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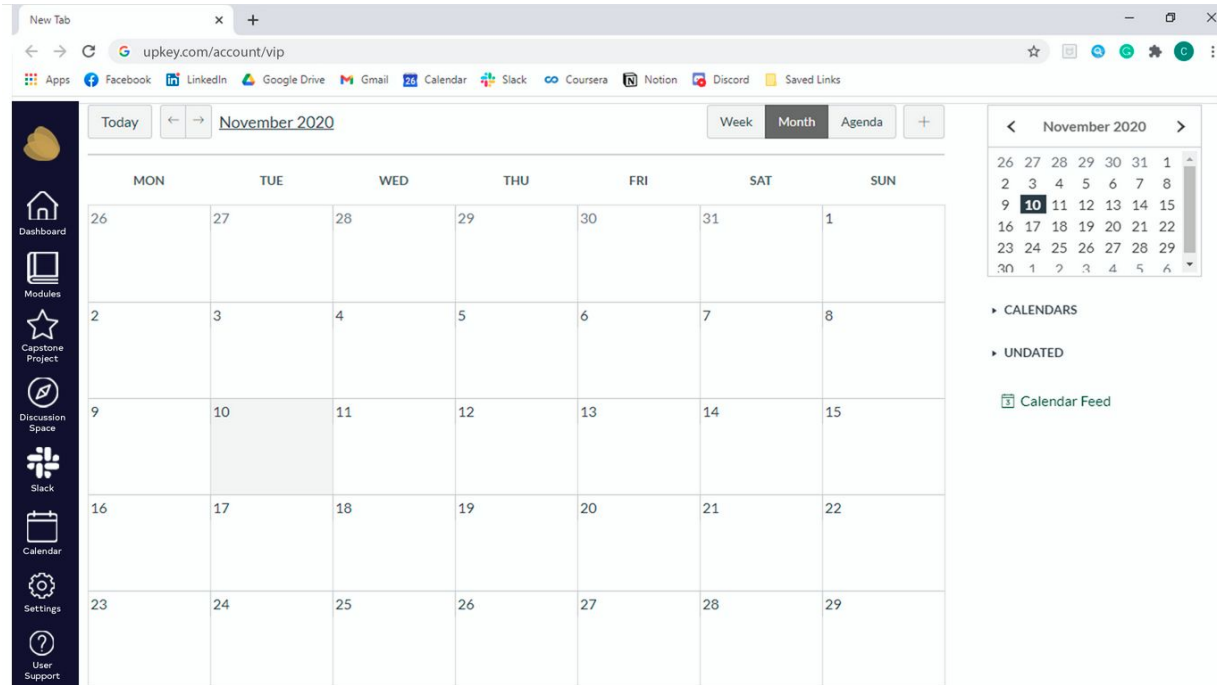User Z: It's my pleasure to connectwith you. Cheers!

METHODOLOGY
E. Slack

The main page for the Slack App in the Upkey VIP Platform

METHODOLOGY
F. Calendar

**The main page for the Integrated Calendar in the Upkey VIP Platform**

RESULTS & FEEDBACK ON PROTOTYPE

FEEDBACKS/CONCERNS	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.

RESULTS & FEEDBACK ON PROTOTYPE

FEEDBACKS/CONCERNS	SOLUTION
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	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
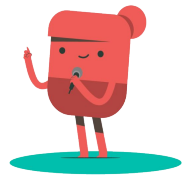
CONCLUSION

★ 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.

★ "Designing for Innovation" is aimed at improving the internship user experience with the application of Design Thinking principles.

★ Design thinking process has 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.

★ Feedback and responses from testers have been received to support future developments on the current prototype.

RECOMMENDATIONS

★ 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.

★ 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.

★ 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.

A Powerpoint Presentation prepared & organized by Sakshi Chhabra & Nina Shah

Exclusively made for the Doyle Capstone Project: Designing for Innovation

Noted & Approved by
Casey Nicole Alomia
(Project Head)