

WeaveWork

INFO 4125/5125: Project
Management
Professor: Dr. Cleare
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Meet the **Team.**



Vannessa Wong



Huong Pham



Bella Besuud



Willy Swenson



Maïté Sadeh



Isabella Chen



Jordan Levine-Schenk

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Context & Problem Solution

What is the problem and how can we solve it?

Problem Context

COMPETITIVE ANALYSIS

	  LinkedIn, HandShake	 CUELINKS, OADI Blast
Strength	<ul style="list-style-type: none">• Wider range of people to choose from• Storytelling personal experiences• Engaging and inviting	<ul style="list-style-type: none">• Catered to Cornell community• Shows people's interests as clearly as their profession
Weakness	<ul style="list-style-type: none">• 5 person connection limit• Strict word limit-invites; does not compound monthly	<ul style="list-style-type: none">• Low participation rate, where people don't actively engage or respond
Opportunities	<ul style="list-style-type: none">• Facilitate meeting scheduling on messaging platform	<ul style="list-style-type: none">• Implement more intuitive IA for easier navigation• Provide customized home feed
Threats	<ul style="list-style-type: none">• Other third-party sites for job search: Indeed, Monster, JobRecruiter	<ul style="list-style-type: none">• LinkedIn & Handshake (widely used by Cornellians)

Through user research and personal experiences gathered from Cornell students and alumni within our immediate network, we identified a **fragmented networking system and opportunities to connect for career enrichment.**



Lack of prompt responses or getting “ghosted”

Overwhelmed by daunting appearance of networking; don't know where/how to start

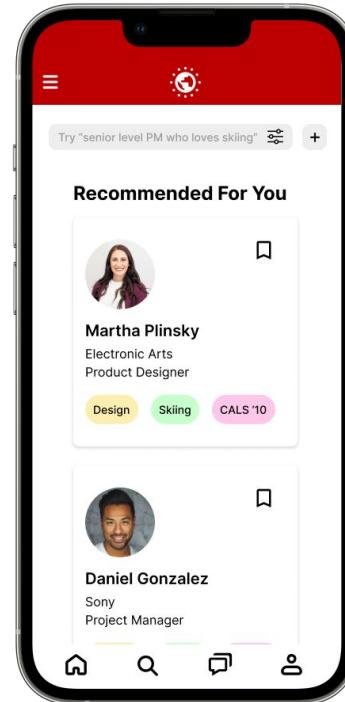
Unable to find connections with similar interest easily or quickly

Remembering to follow-up and maintain relationship due to busy college life

PROJECT SOLUTION

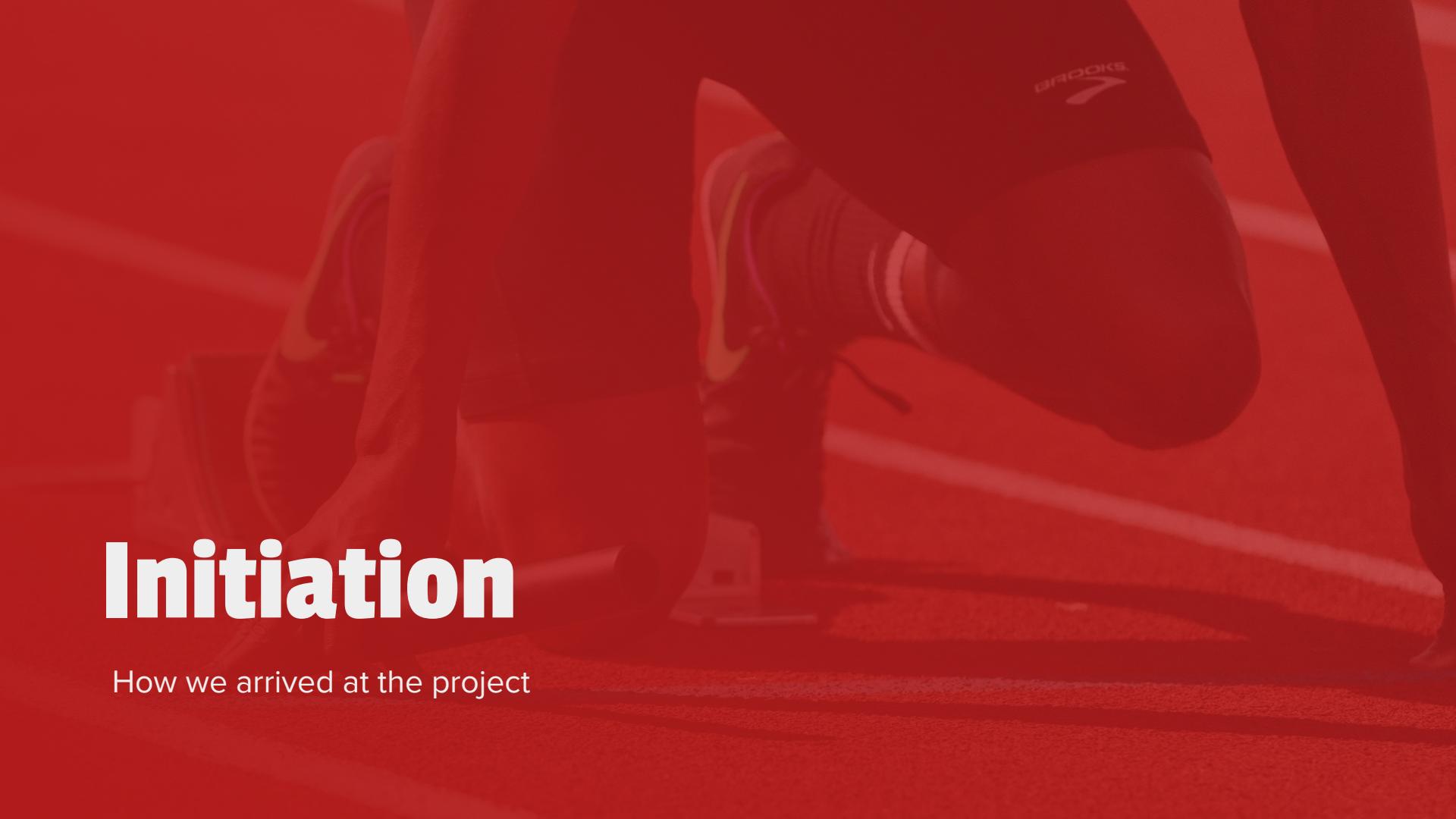
Introducing WeaveWork

- In a play of words of “**we’ve work(ed at__)**” and **weaving a network**, we built the MVP of an app that provides **a networking hub and a supportive environment for students to engage with networking in a stress-free way.**
- Our platform offers unlimited connection requests, advanced search functionality for niche interests, and customized profile recommendations.
- Unlike other competitors like Cornell OADI Blast, LinkedIn and Cornell Chatter, this innovative approach **simplifies networking by offering user-friendly features**, such as *transparent chat availability and direct messaging, clearer availability UI and networking onboarding and efficiency modules.*



Initiation

How we arrived at the project



Problem Statement

Cornell students want to learn about different experiences from students, alumni and professionals but find networking **difficult, overwhelming** and **draining**.



Networking can seem like an obstacle due to **late or lack of responses, obscure search filters, pressure to perform**, and a learned behavior of connecting just “to get a job”.

~10K+ students who are looking for internship opportunities

~4K students (Student Research by the Numbers, n.d.) looking for research opportunities

~3.5K+ students (Cornell University, 2021) looking for a full-time job

~1K+ students (Cornell Engineering, n.d.) looking to join project teams/clubs

Mission Statement

We want to encourage students to form meaningful connections through a personalized approach to networking.

We aim to build an inclusive and supportive platform for Cornell undergraduates that fosters exploration, collaboration, and communication about shared and new experiences, guiding students as they navigate their career paths with confidence.

Reducing the inefficiencies and stress associated with network outreach not only **enhances students' confidence** but also encourages the **formation of deeper, more authentic relationships** beyond the initial coffee chat.

Social Impact Statement

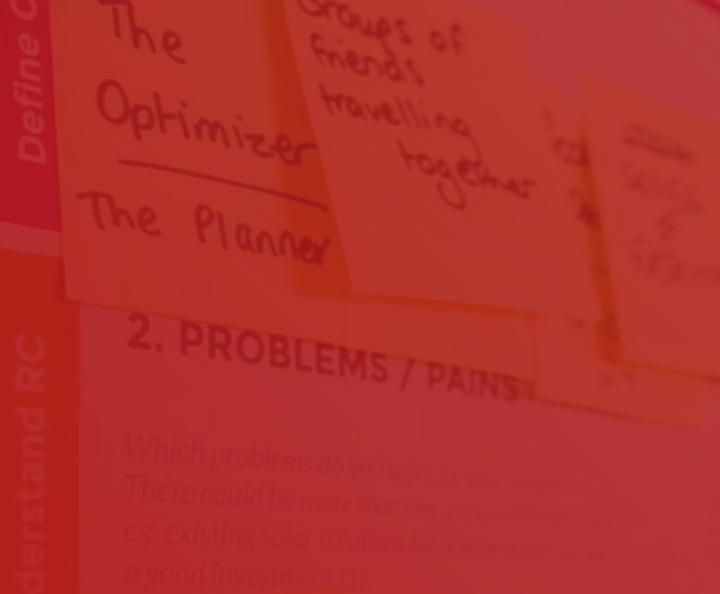
Addressing the challenges of networking for Cornell students is crucial for fostering an inclusive educational environment.

- Many students, particularly those from underrepresented backgrounds or those navigating unfamiliar career paths, **often feel isolated and uncertain** when seeking guidance from alumni.
- By **streamlining the networking process**, we can help these students leverage the valuable alumni network, equipping them with **insights and connections** that may otherwise remain out of reach.
 - This is essential for fostering **collaboration and learning across diverse fields**, bridging gaps between students and alumni with **varying majors, experiences, and backgrounds**.



Planning

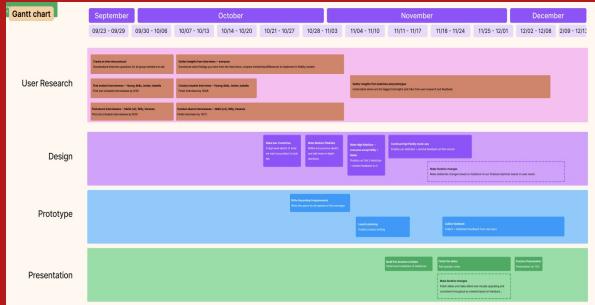
How do we actualize our vision



Project Planning

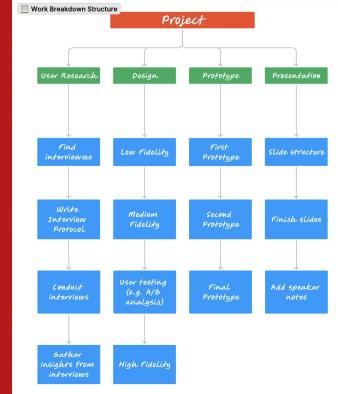
Gantt Chart

Developed chart to set internal deadlines, and track progress to ensure accountability and alignment with project goals.



Work Breakdown Structure

Helped visualized task flow as a team; segmented into: UX, design, prototype, presentation



To-do spreadsheet

Displayed to-do's for the entire semester, broken down into tasks for internal monitoring for each member

#	Member	Deadline	Task	Status	General Notes
1			START DEFINITION	-	
2			Define project requirements & scope	-	general availability
3			WEEK 1 (Mon 9/23 - Mon 9/29)	-	
4			Market research (Mon 9/23)	Completed	
5			Competitor analysis (Mon 9/23)	Completed	
6			Customer interviews (Mon 9/23)	Completed	
7			Design requirements (Mon 9/23)	Completed	
8			Design wireframes (Tue 9/24)	Completed	
9			Design prototypes (Tue 9/24)	Completed	
10			Design final design (Tue 9/24)	Completed	
11			Design presentation slides (Tue 9/24)	Completed	
12			Tuesday (9/25)	-	
13			Case Analysis Draft Review	Completed	Nicole & Delta make current changes if any and then move to final review
14			Research L. S. - Interview	Completed	
15			Wednesday (9/26)	-	
16			Interview L. alum open to connect (Delta x2)	Completed	make a copy for your interview then add into our google doc
17			Interview L. alum open to connect (Delta x2)	Completed	make a copy for your interview then add into our google doc
18			Thursday (9/27)	-	
19			Interview L. alum open to connect	Completed	make a copy for your interview then add into our google doc
20			FRI (9/28)	-	
21			Case Analysis Final Review	Completed	make a copy for your interview then add into our google doc
22			WEEK 2 (Mon 9/30 - Mon 10/4)	-	
23			Finish up F&F (Delta)	Completed	No notes based on presentation going to present
24			Finish up F&F (Delta)	Completed	No notes based on presentation going to present
25			Finish up F&F (Delta)	Completed	No notes based on presentation going to present
26			SATURDAY (10/5)	-	
27			WEEK 3 (Mon 10/6 - Mon 10/12) - FALL BREAK	-	
28			Finish & finalize presentation + speaking parts	Completed	
29			For Case Analysis	Completed	
30			Over weekend	-	
31			Beta	Completed	
32			Wednesday (10/16)	-	
33			Research information for respective speaking part classes	Completed	
34			Wednesday (10/16)	-	
35			WEEK 4 (Mon 10/21 - Mon 10/27)	-	
36			Finish presentation + make activities	Completed	
37			WEEK 5 (Mon 10/28 - Mon 11/3)	-	

Set Deliverables

Action Items

1. User Interviews

- Alumnis who are open to networking
- Students who are currently networking or looking to learn more about networking

Time frame: 4 MONTHS

Due to limited time, we opted for **Quick User Research & Rapid Prototyping**

User Research Insights

Conduct user interviews to find insights and back up the need for the product. User interviews include student and alumni interviews of about 15-20 minutes long, with a unique question set for each user group.

High Fidelities

High fidelity designs of the networking platform made on Figma to provide a clear and tangible vision of the product, making it easier to gather feedback.

Prototype

Prototyped demo of the networking platform: original design with possible demonstrated integration with existing platforms (LinkedIn, Handshake, Cornell login)

2. Figma Prototype

- Low fidelities
- Medium/High Fidelities
- Prototypes

Execution

How we make the magic happens



Work Division Based on Strength

UX Research

Work divided evenly amongst team members

Developed interview protocol (x2): student interview, alumni interview

Each member interviewed 1 person, either current student or Cornell alum

Sorted through interview notes and compiled gathered insights

UI Design & Report

Varied skill levels across areas of data science, Figma, and overall project work

Set up two teams in which people would focus most of their energy in: Writing Team, Design Team

Writing Team → Handled most of the writing for the reports in the milestones

Design Team → Focused on the Figma prototypes and prototype flow

Interview Insights

Main Interview Takeaways

Difficult to gauge if alumni are open to networking (e.g., coffee chats or referrals).

Reliance on LinkedIn or career-related events like fairs, but these lack personalization.

Wish for better tools to find networking opportunities and conversation starters.

User-friendly interfaces and features that simplify networking while making it feel less transactional

Product Requirements

Clear indicators showing when users are open to networking, available for chats, or willing to offer referrals.

Unlimited connection requests to enable seamless networking

Advanced Search functionality provide robust filtering options

Customized profile recommendations based on mutual interests

Low-Fidelity Mockups

Onboarding/Sign up

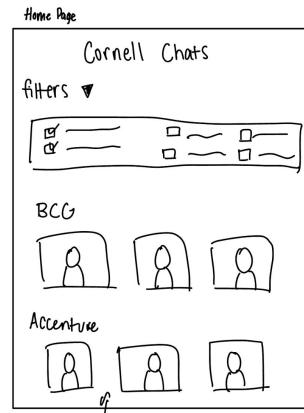
Allows users to sign up and create a personalized profile to tailor their experience and networking opportunities.

ON BOARDING: Log in / Sign up

The Onboarding/Sign up section consists of two screens. The first screen, titled "WELCOME", features a "Cornell Chats" logo with two stick figures, a "skip for now" button, and a note for existing account holders. The second screen, titled "Upload a Photo", contains fields for Name, I am (Alumni or Student), Graduation Year, Major, Field of Interest, and a "continue" button.

Home page

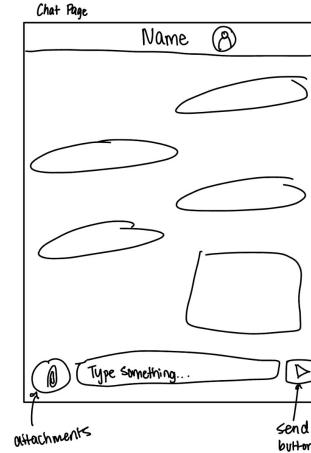
Displays recommended alumni to explore with a filtration system to help discover and connect with the right individuals.



example filtered by company.

Chat page

Allows students and alumni to reach out & message to set up a coffee chat



attachments
send button

Search type: Web

Date: Last 3 months

+ NEW

Last updated: 3 hours

Total clicks

55

Total impressions

6.71K

Average CTR

0.8%

Average position

51.8

Monitoring

How we know whether it's working

Monitoring

Project Schedule Tracking

Continuously updated the Gantt Chart, and Todo spreadsheet as needed as project requirements changed.

Quality Control

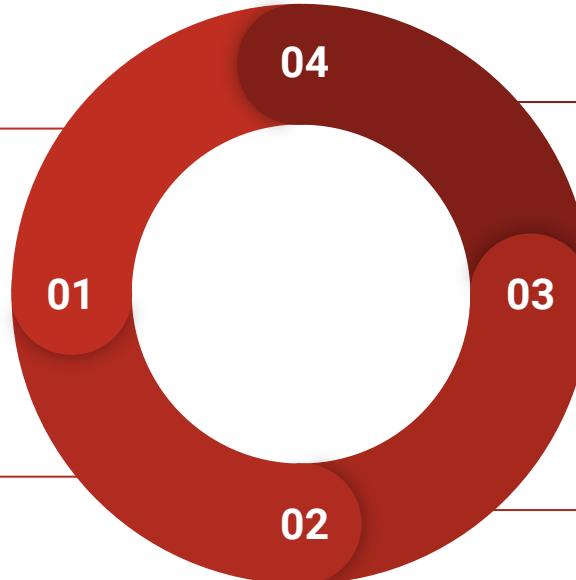
Regularly assessed deliverables for milestones to ensure quality submission. Assigned proofreader for milestone reports, designer for slide deck, and gave feedback for figma prototype iterations

Challenge: Completion of affinity map for interviews → compensated by holding in-depth discussions to ensure all insights informed the prototype.

Challenge: Optimizing meetings with partial attendance by providing thorough updates to absent members, making it easy for them to contribute afterwards. Balancing work allocation based on strengths while ensuring active participation from members at all stages

Communication

Ensured we were constantly communicating and clearly relaying relevant information to those who might have missed class (text, async agenda, todo spreadsheet, google doc comments). Held weekly status checks to discuss progress, roadblocks, and assign deliverables.



Challenge: Editing content in Milestone 2 to meet the word limit while preserving the integrity of everyone's contributions.

KPI Requirements

1. 20 early adopters after 2 weeks of launch
2. 50% of adopters to make a connection and actually meet (virtually or in-person)

A photograph of a woman with long dark hair and glasses, smiling warmly at the camera. She is holding a baby wrapped in a light-colored, textured blanket. The background is a soft-focus indoor setting.

Control Project Close

Wrapping up the journey

Progress Assessment

Within the semester, we have:

01

Finalized a functional prototype with core features tackling pain points for final presentation

02

Compared against our initial outlined expected deliverables

03

Turned in 3 milestone reports & case analysis

Remaining challenges & managing plans:

Continue fleshing out the high-fidelity as the rapid prototype might not fully address the user pain points with limited iterations

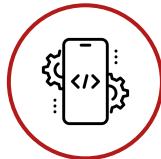
Conduct more extensive user testing with prototype, continuously monitoring feedbacks

Adjust prototype as needed based on user feedback to ensure ease of use and pleasing interface

Based on that, we outline some concrete next steps to continue and built upon the progress made in the future



Next Steps



Backend for app development

Write the code so platform can be accessible on both desktop and mobile versions.



Develop targeted marketing strategy

Based on consumer and marketing research, develop marketing initiatives that are geared towards our target demographic.



Deployment onto mobile and other platforms

Once mobile and app development complete, fully deploy to be used by the public.



Track user engagement and success post launch

Analyze trends and product use following the launch to see if and how it can be improved. Send out user surveys to gain initial feedback.

Live Demo

See our [working prototype](#)



Risk Management Analysis

A red-toned background features a silhouette of a person walking away from the viewer, carrying a briefcase. Above the person is a large, semi-transparent speech bubble containing three question marks. Behind the person, several large, dark red dominoes are shown falling in a chain reaction towards the right side of the frame.

Every innovation comes with challenges & a plan

Risk Management Analysis



Our plans

Mitigation Plan	Contingency Plan
<p>Proactive User Engagement and Platform Refinement:</p> <ul style="list-style-type: none">• Early-Stage User Research: Deep engagement with Cornell students and alumni to understand needs and preferences• Beta Testing: Build interest and refine the platform with direct user feedback• Highlighting Unique Features:<ul style="list-style-type: none">◦ Unlimited connection request◦ Niche search capabilities◦ Customized recommendations <p>Strategic Marketing and Institutional Support:</p> <ul style="list-style-type: none">• Marketing Campaigns: Emphasize differentiation from existing solutions• Collaborations<ul style="list-style-type: none">◦ Partner with Cornell institutions, clubs, and alumni networks◦ Build a robust initial user base through these affiliations	<p>Activation Criteria:</p> <ul style="list-style-type: none">• Adoption below 25% of projected targets in six months• User engagement metrics 30% below expectations <p>Pivot Approach:</p> <ul style="list-style-type: none">• Integrate with LinkedIn and CuELinks for seamless user transition• Enhance user experience by extending existing platform functionalities <p>Targeted Outreach and Incentives:</p> <ul style="list-style-type: none">• Influential Alumni Testimonials: Leverage endorsements to drive credibility• Exclusive Networking Events: Attract users through high-value engagement opportunities• Strengthening Cornell Partnerships: Collaborate with Cornell-affiliated groups, career services, and clubs.

Reflection

What We Learned



What We Learned

01

Initiation: Generating ideas as a team can be challenging, especially in the early stages of working with a new group. It's important to foster open communication while being mindful of others' perspectives during ideation.

02

Planning: Flexibility and adaptability is crucial during planning, as unexpected challenges or opportunities often arise. Setting internal deadlines ahead of major milestones provided valuable buffer time, allowing us to address delays while still delivering high-quality work.

03

Execution: Establishing clear roles, responsibilities, and timelines ensures that everyone understands their tasks and can collaborate efficiently to meet objectives. Setting clear meeting agendas helped our team stay organized and maintain efficiency throughout the execution phase.

04

Monitoring: Regular check-ins and performance tracking are essential to keep the project aligned with goals. Using milestones to evaluate progress helps identify and resolve issues early before they become major roadblocks.

05

Project Close: Closing a project is smooth when milestones and deliverables are completed on time. Reflecting on successes and challenges as a team ensures valuable lessons are documented.

**Thank
you!**