

# *Lookout*

Product Buds  
Fall 2020 Project Jam Protothon  
Team 9

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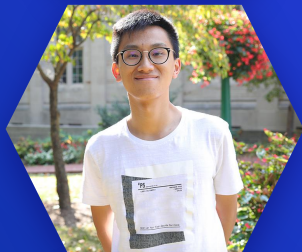
## **Naomi Chao ([in/naomi-chao1](#))**

I have a non-identical twin sister! // Cal Poly SLO Class of 2024



## **Kaushal Rao ([in/kaushalrao101/](#))**

Avid hip-hop music producer // UCLA Class of 2021



## **Lucent Ting ([in/lucentting0617/](#))**

NFL aficionado // Indiana University Class of 2021 (Dec 2020)



## **Gautam Venugopal ([in/gautam\\_venugopal](#))**

Soccer fanatic // Purdue University Class of 2021

# What's Wrong?

Students are not showing up to classes or fully engaging in their classroom environment!

An estimated **15%** of all U.S. students are chronically absent prior to COVID-19

**24%** drop in student engagement numbers between grades 5 to 10



# User Prioritization

These issues have been amplified by COVID-19 and virtual learning.

Low-income, African American and Hispanic middle school students are most severely impacted.

On average, this subset loses **12 months** worth of learning when forced into virtual learning from March 2020 to January 2021

# User Personas

**Mentee:** Javier, 12



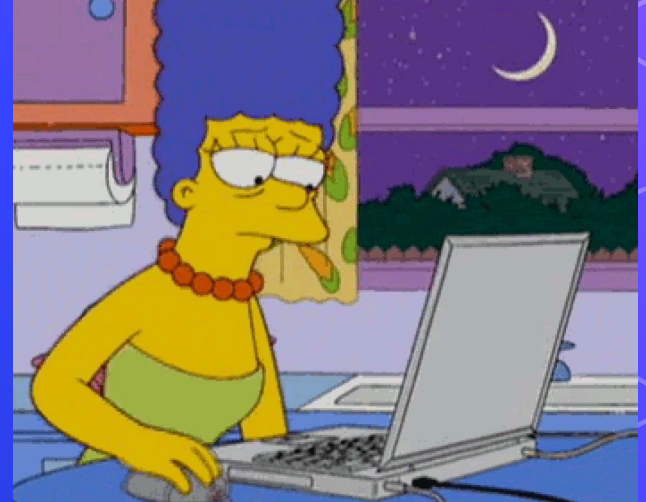
"I don't understand my math homework!"

**Mentor:** Michael, 17



"I can't coach soccer anymore!"

**Teacher:** Michelle, 48



"My students aren't coming to class!"



# User Pain Points

- A **lack of in-person support** for social anxiety when adjusting to a new environment
  - Particularly significant for low-income minority students
- **Bullying among peers** is significant among middle schools

In 2019, an estimated **19%** of children in grades 9-12 experience bullying on school property.

# Proposed Solution

A web-based mentorship platform that facilitates the creation of localized mentor-mentee relationships

***Lookout***

# Stakeholder Gains from Solution

## Mentee

- ⬡ Confidence
- ⬡ Motivation to achieve academic goals
- ⬡ Social Skills
- ⬡ Better grades and test scores

## Mentor

- ⬡ Lasting friendship
- ⬡ Social skills
- ⬡ Diverse experiences and resume building
- ⬡ Sense of fulfillment

## Schools / Teachers

- ⬡ More engaged and better performing students
- ⬡ Lower burden for teachers
- ⬡ Better reputation and funding
- ⬡ Higher student retention and enrollment



# MVP Feature Set

## Profile Builder

For mentors/mentees

## Calendar Syncing

For mentors/mentees

## Matching Workflow

For administrators

## Home Portal

For mentors/mentees

## Training Resources

For mentors

# Mentor/Mentee Profile & Calendar Scheduling

## Hello, Mentee!

*Let's build your profile.*

Choose your avatar!

Choose File

Name:

Gender:

Grade Level:

Is English your first language? ☐ Yes ☒ No

I need help with:  English  Maths  Social Skills

Interests and Hobbies:  Tennis  Videogames

Preferred contact method:

Parent's phone number:

Parent's e-mail:

Other preferences:

Build your calendar!

## Welcome to Lookout, Javier!

*Let's add time slots to your calendar.*

Select your available times on 05/17:

01:00 AM

02:00 AM

03:00 AM

04:00 AM

05:00 AM

06:00 AM

07:00 AM

☒

Confirm

26

27

28

29

30

31

1

# Administrator Matching


[Logout](#)

## Welcome back, Michelle!


Ler's make a match.

### Mentee List


Search By Name

**Javier Gomez**  
Number of logins: 9

[View Profile](#)

**Charles Davis**  
Number of logins: 0

[View Profile](#)


**Jose Santos**  
Number of logins: 3

[View Profile](#)

[Logout](#)

**Michelle Kane**  
michelle.kane@randomhigh.edu  
Administrator

### Mentee Profile

**Javier Gomez**

Cender: Male

Grade Level: 6th Grade

English as first language? **No**

Mentorship Areas: English, Maths, Social Skills


Interests and Hobbies: Tennis, Videogames

Preferred contact method: Phone call

Other preferences: I want to meet someone who can teach me how to be a better tennis player!


### Available Mentors

☒

**Michael Smith**

[View Profile](#)

☐

**Joe Johnson**

[View Profile](#)


[Confirm](#)

# Home Portal for Mentors & Mentees

[Logout](#)

## Lookout

Michael Smith  
michaelsmith  
Mentor



Change Avatar

Edit Profile

Gender: Male

E-mail: [michaelsmith@gmail.com](mailto:michaelsmith@gmail.com)


Mentorship Areas: Spanish, English, Being a friend

Interests and Hobbies: Tennis, Piano

Preferred contact method: Phone call

Other preferences: I enjoy the Hispanic culture and I want to practice my Spanish with natives!

YOUR MENTEE



Send Javier a message!

Upcoming meetings and chats

YOUR ADMINISTRATOR

Michelle Kane  
[michelle.kane@randomhigh.edu](mailto:michelle.kane@randomhigh.edu)

Send Michelle an e-mail

Mentor Resources

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# KPIs & Metrics

## Secondary Metrics

Mentee grade improvement, changes in school attendance, number of registered mentors/mentees on platform



## Primary Metrics

Post-meeting surveys, number of successfully completed mentor-mentee meetups (and % change over time)

## Secondary Metrics Pt. 2

User traffic (# of logins), % of completed surveys, length of a particular engagement between a mentor and a mentee

# Go-To-Market Planning

1

Primarily target gov't programs, corporate sponsors, and wealthy private schools

2

Coordinate partnerships between sponsors and low-income schools in need of this platform

3

Incorporate a “tiered” pricing system, scaled according to the district's student body size



# Future Iterations & Validation

## User Experience

- ⬡ Automated matching
- ⬡ ML-driven autofill in profile building
- ⬡ Mentor shortlisting for mentees
- ⬡ In-built audio+video interface for meetings
- ⬡ In-built games+activities

## Data Collection & Incentives

- ⬡ Points-based incentive system for mentors and mentees
- ⬡ Associated data/tracker infrastructure for keeping track of attendance, points, and rewards