RESEARCH QUESTION

HOW CAN WE MAKE GOOGLE SUMMER INTERNSHIP EXPERIENCE EVEN BETTER?

Google has been the dream internship destination for many college students. This research aims to explore how Google can offer an even better internship experience.

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METHODOLOGY

3

Interviews with former Google interns

4
Blog posts
analysis

PERSONAS
AFFINITY ANALYSIS
USER JOURNEY MAP

KEY FINDINGS & RECOMMENDATIONS

- Recolated interns face difficulties evaluating transportation factors when searching for apartments.
 Recommendation: Provide shuttle bus route on map along with the relocation guide after sending the internship offer.
- Accessibility, resourcefulness, and support from mentors/hosts are important for interns' success.
 Recommendation: Mentors should commit to respond within three
 - **Recommendation:** Mentors should commit to respond within three hours or assign a secondary mentor to interns. Mentors and interns should also establish a mutually proactive communication system for effective mentorship.
- 3. Interns of smaller group feel hard to with people like them.

 Recommendation: Create online support communities for specific roles of interns across different offices.
- 4. Interns may not have experience dealing with taxes before.

 Recommendation: An exit package that includes relevant contacts and documentations should be prepared for interns.

THE DATA

Click <u>here</u> to open the diagram on draw.io, or <u>open the diagram</u> on a different window.

USER JOURNEY MAP FOR SUMMER INTERNS AT GOOGLE





· Settling down

1. Google offers National

in NYC, while providing

room openings and

2. For interns who found

housing by themselves, it

could be hard to determine

were as the locations were

only provided by text before

prospective interns to better

the internship started.

3 A visualized bus route map

could be provided for

select housing options.

where the shuttle bus stops

Corporate Housing for interns

spreadsheet for interns to find

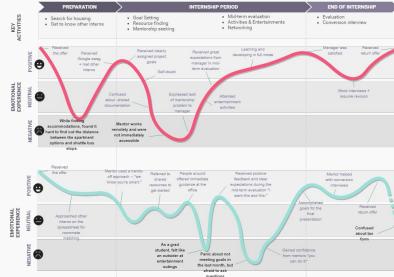
Task Assignment

Mentorship

secondary role

Documentation

with the project.



1. The fact that each team have to submit a detailed proposal for internship

headcounts resulted in clearly articulated internship goals, which were seen as very

1. Mentors who allow interns to explore their interests while providing resourceful

guidance and accessible means of communication are appreciated by interns.

1. Google does great job documenting resources for interns to familiarize themselves

2. However, sometimes interns may still need mentor's guidance to interpret data and

1. Interns may feel intimidated by the mentors at first, or tried to hide their feelings and

2. Mentors should establish a communication system with the intern that entails who

1. Google offers a lot of activities for interns, some are intern-only, and some are

company'wide events. Interviewees participated an avg. of 3 Google-held events

2. Tailor-made communities can be created for interns who represent smaller groups

at Google intern. Suggestions include grad-only intern happy hours, UX intern online

find relevant resources. When mentors are not around, interns may feel lost.

questions. These feelings should be minimized.

· Recreational activities & Networking

throughout their internship period.

communities for all US interns at Google, etc.

should be proactive asking what guestions, and how,

Mentors and managers who cannot commit to timely instructions (responding

within 3 hours) should be considered to be replaced or supplemented by a

· Conversion preparation

1. Mock interviews prepared interns well

for succeeding in a conversion

2. Assistance from mentor also had

1. Providing an exiting package with

may help interns file their tax.

instructions and contacts information

great influence on interns'

interviews

· Exiting the program

preparedness for conversion

REFERENCES

- My Summer as an MBA Intern at Google
- What It's like to Be a UX Design Intern at Google
- Here's What It's Like to Intern at Google, Uber, and 5
 Other Top Tech Companies
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- https://thispersondoesnotexist.com/