

## 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

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Interviews with former  
Google interns

4

Blog posts  
analysis

**PERSONAS**  
**AFFINITY ANALYSIS**  
**USER JOURNEY MAP**

## KEY FINDINGS & RECOMMENDATIONS

1. Relocated 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.
2. Accessibility, resourcefulness, and support from mentors/hosts are important for interns' success.  
**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 [here](#) to open the diagram on draw.io, or [open the diagram](#) on a different window.

## 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](#)
- [The Journey of a Google Tech Intern](#)
- <https://thispersondoesnotexist.com/>

## USER JOURNEY MAP FOR SUMMER INTERNS AT GOOGLE

