"People" page proposal

This doc is part of *People web project*

Background

After re-evaluating DI objectives and values, we're structuring our activities around deeper engagement, learning, inclusivity, and transparency. We want the people page to represent our effort. As an example of an active community, we look up to is Berkman Klein Center for the Internet & Society at Harvard University.

Who is the page for?

Through a journey map exercise we've identified three major tasks that makers will want to accomplish when landing on this page.

Makers are practitioners who are interested in new perspectives on an issue, acquiring new skills, and applying what they are learning about in their daily work. This group is most diverse in terms of experience and backgrounds.

Jobs to be done:
- Improve knowledge on a topic through experts that express their ideas or perspectives on the digital space
- People heard the name in the news, social or other channels and searched the name.
- Heard about the Digital Initiative from a friend or colleague

Consideration:
- Do my professional interests align with the mission of this org?
- Do I find people on the page to be experts and can I learn something new, or unexpected?
- Can I participate or contribute?
- Do I relate or see myself part of the community?

Engagement:
- Find what they were looking for or learned something new
- Sign up to the newsletter
- Started a conversation elsewhere
- Made a new connection or found out about an opportunity

Sharing:
- They built a new connection
- Shared or took away an interesting concept or idea
- Returned to the site

Other pathways to consider:
Faculty and researchers
On the current page, some people land here to understand who are other faculty at HBS who do work in digital.
Future affiliates
People who are looking to get involved in some way or apply for a program, certificate or a position.

https://miro.com/app/board/uXjVOYVAHSI=/

What are the goals of the page?

Engage community through active participation to promote change - We're shifting towards more engagement and two way conversation between us and the audience. We believe we can take part in promoting change to help solve the issues we cover and it's more effective through engagement. Instead of passively putting out content, we want to get feedback and provide more opportunities to connect. This page can help us define how we interact with the community, how the community interacts amongst themselves and how you can become part of it.
- Think of a metric to measure active participation through or dashboard and increase it by 15%.

Expand our network beyond Harvard and promote an inclusive DI community - This page could be an opportunity to tell who we are and showcase people who

engage with us on our mission and vision. We want to expand our network beyond Harvard and explicitly welcome people from outside by telling a relatable story where people could see themselves. Work we've done for the latest Summit project on DEI has become a priority and we wish to share what we're thinking and feature people we envision should be part of the conversation when it comes to building tech.

- Define 5-10 **internal** categories of profiles including those that are underrepresented in tech or on our site and measure how we're doing against those categories over time. What's the make up of people who are featured.

Draw people in by seeing people with relatable profiles to drive interest that could lead to more people engaging - As we connect with more people, some may be in same area of interest, which could attract others to engage with us. The profiles may be changing and this page will evolve over time but it's always interesting to see people you may know or people like our visitors.

- Feature interesting info about people that our audience can relate to, people who have engaged with DI, possibly coming from diverse backgrounds.

Make this page fun as a starting point for building community - incorporate a fun feature that could make people smile and and make it feel like the page was built by humans for humans. Casual, witty and entertaining. If the page makes people smile and feel more comfortable, it could break through some of HBS stereotypes, that HBS is only for select individuals.

- Have at least 1 fun (non-offensive) element on the page

Link individual profiles and create sub-communities to promote exploring other people - group similar profiles to create more ways to meet more community members. A contingent of people who focus on a topics, for example inclusive design. Individual people pages is an entrance point how can we let people explore profiles in a story-like way, full of characters. Change the labels on the main page into categories that makes sense from outside of HBS/Harvard. We want to organize in a way that works for our audience, the global audience that we claim to have.

- Increase click through from 11.5% to ~20%

Early Ideas

We brainstormed and prioritized ideas and here are the top 3:

- A world map of people
  - A visualization of highlighted community members. Those showcased would be reflective of our full community, "representatives" that cover a wide range of perspectives and walks of life so visitors to the page can see themselves and feel like they belong.
  - Story of the DI through this representation by reflecting our values in content and design decisions, and the perspectives we think are important to hear from to advance tech.
  - People, which would round up everyone on the map in one place; Place, breakdown by where people are located; Topic, segment people into areas of focus; Connect, group people based on what they can offer our community or a roundup of social channels to connect through if the first idea is too complex.

- Co-created people pages
  - Co-created people pages would allow for more of our community/their voices to be visible on our site and give avenues for individuals to interact with each other.

- Automated email introductions
  - Amongst all the featured people on our site, there would be an email that gets sent out once you have a published profile on our site. Asking if they would like to occasionally get introduced to other people in our community.

https://miro.com/app/board/uXjVOetbjtc=/

Concepts

Content rich profiles

Our visitors are looking to learn from experts and improve knowledge on a topic, so we provide them with short snippets about the featured person and their contribution.

We will create a new content type that will describe an idea, perspective or reflect on their contribution to the DI. A piece that is easy to consume and create: a couple

sentences, short video or audio and links to work they did for the DI or outside.

Lumumba Seegars

I am passionate about equity in the workplace, especially within modern technology organizations.

Through my work as an HBS assistant professor and researcher, I connect with companies and share my learning with the broader world to help effect change Lumumba Seegars

LinkedIn

Connect

Twitter

Follow @luseegars

MANAGING IN THE DIGITAL ECONOMY

Most importantly when thinking about ERGs and leading a company is to be empathetic and listen. Here is a video interview to describe what you can do as a leader

Lumumba Seegars on inequality and agency in ERGs

PROJECT

Most important thoughts from the interview, a quick summary so I can learn something quickly and click if I'm interested.

DATAFORGOOD.ORG

MEET OTHERS

MANAGING IN THE DIGITAL ECONOMY

↓

Candice Morgan
equity in the workplace

Mike Luca
experiments and addressing DEI

Laura Monotoya
global AI

Christine Ortiz
we're all designers

Community

Our community is doing important work and has interesting ideas to share. Explore their diverse ideas and perspectives

MEET PEOPLE

MANAGING IN THE DIGITAL ECONOMY

↓

Lumumba Seegars

Here is what we've learned on ERGs ad inequality from a video episode with Lumumba, in short, listen and be empathetic.

Meet Lumumba →

Candice Morgan
equity in the workplace

Mike Luca
experiments and addressing DEI

Laura Monotoya
global AI

Christine Ortiz
we're all designers

MEET OTHERS

ARTIFICIAL INTELLIGECE AND MACHINE LEARNING

↓

James Mickens

❚❚ All data science is political. It's impossible to take a dataset and analyze it in a 'perfectly objective' way Because you're always going to be putting some type of value judgment ON THERE."

Meet James →

Reveal Photo	Reveal Photo	Reveal Photo	Reveal Photo
Candice Morgan	Candice Morgan	Candice Morgan	Candice Morgan

We're hiding the photos to emphasize the ideas and perspectives that are behind our community.

Meet the team

Failing robot	Catbot!

Expand your world

A visualization, network, connectivity, clusters. Interactive presentation from data, to explore the community. Tying people together, if you know someone you should look into more people. If you land on Dan Mall, connect to Christine Ortiz.

Makers, academics, generalists. I'm at the business end or highly technical. How people want to be represented.

Learn from experts

in Tech

in Business
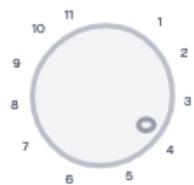
We have perspectives across the business technology space. Explore the visual to meet our community.

Topic filters

MANAGING IN THE DIGITAL ECONOMY

MANAGING IN THE DIGITAL ECONOMY

MANAGING IN THE DIGITAL ECONOMY
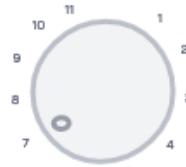
MANAGING IN THE DIGITAL ECONOMY

Learn from experts

in Tech

11
10   1
9   2
8   3
7   4
6   5

in Business

11
10   1
9   2
8   3
7   4
6   5
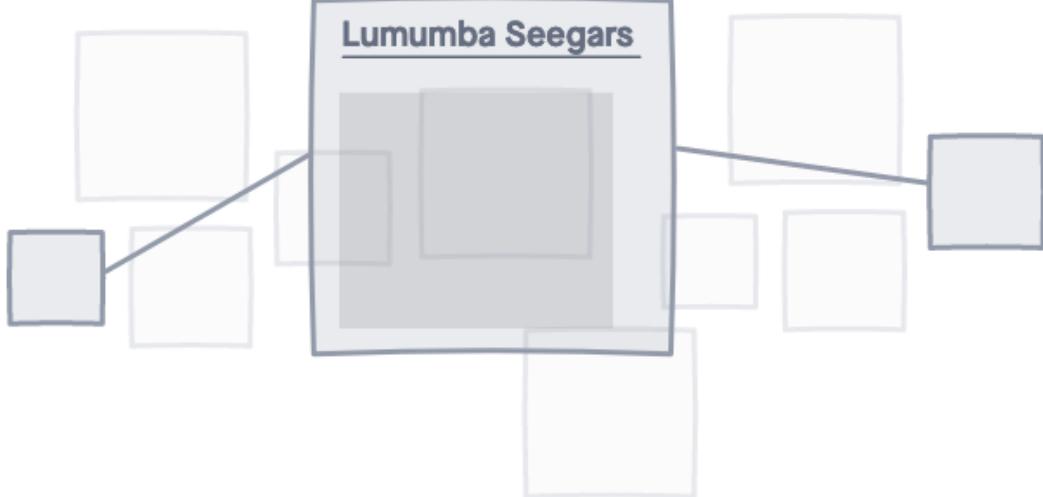
Lumumba Seegars

We have perspectives across the business technology space. Explore the visual to meet our community.

Topic filters

MANAGING IN THE DIGITAL ECONOMY   MANAGING IN THE DIGITAL ECONOMY

MANAGING IN THE DIGITAL ECONOMY   MANAGING IN THE DIGITAL ECONOMY

Transparency

More about people we're connected to and why instead of the number of people featured. Describing what we do and making this page about DI. This will require the least updating or maintaining of people profiles and will be a place to learn about the DI.

Community connect

Send new people an email to ask if they want to participate in occasional 1:1 connections. People should be able to select cadence and number of people they want to connect with. Generate automated introduction that will look like introduction email from DI to both people. And a suggestion on how to get started.

People page is the sorting tool. Profile page is a way to get connected. Leverage existing platforms like Linkedin.

Focus Questions

What story do we want this page to tell? Are we telling the story of the DI through our community? *community that follows our community guidelines

- DI is welcoming and relatable
- Maybe unexpected for Harvard

- Support all people from different backgrounds and value ideas above titles
- Makers can find people and content interesting to them

How do we provide avenues for our community to connect with one another?

- Through learning something interesting about people featured
- Promote connection and engagement amongst people featured
- Provide ways to follow work and potentially connect or work together

Conversations

What is the purpose/mission of this community?
The community fosters connections of people who work on problems of how business and technology can serve humanity. We convene at events and publish content from our community to connect the research and knowledge coming out of HBS to the greater technology, business and academic community in hopes to advance tech that benefits society.

To be sounding boards for one another as they do hard work
- related people could be helpful for the person who is featured

To create unlikely collaborations and as a result, super cool work

- **are we being objective when selecting people to feature on our site?**

When do people get a profile on our site?
- People who wrote an article, featured in a video or event
  - what about students participating on the platform? have an option to create a self-managed DI profile?

How can we create opportunities for active participation for site visitors?
Funnel of engagement:
1. Platform - read the student blog
2. Core site - explore DI content

3. Summit gathering - an yearly event open to the public
4. Medium events - smaller events mostly for Harvard community
5. Community conversations and workshops - smaller group sessions
6. Speak, write or feature in a video for DI

   - events are only once a year
   - can we broaden Q&A or leverage VideoAsk more
   - what's the future for the cohort? can it ever be self-managed? other ways we can get to self-managed.
   - do people email di inbox? what about just digital inbox?
   - start with connecting people amongst themselves. see if we can open that opportunity to the broader audience.
   - can we promote other projects or engagements? if we do not have a lot of active participation opportunities.
   - linkedin group of people to connect

How can we recommend relevant content?
- Group people by topic
- Gather info, search key words or some other info? Linkedin profile
- **What are other possible groupings of profiles?**
  - Maker, Generalists, Theorists
  - by highlighting unexpected people & groupings of people that individually challenge what you thought and together share our view for the future of tech & biz

What content about a person is most interesting?
Can we add an expert advice to the profiles? Was social campaign promoting a resource/article was successful?

Possible profile fields
  - name
    - pronouns
  - where i'm based
  - my day job
  - my interests (related to the intersection of tech and orgs)
  - my connection to the DI
  - interaction badges/icons might be fun which would include the following:

           - events
           - interview
           - article
           - faculty
           - speaker

     - a fun fact about me
        ■ what tech thing they loved as a kid, what tech they love now?
     - reach out to me if…

- if someone contributed content, maybe include note from author about the piece.
- Advice or idea from an expert
- Include a snippet from Q&A if participated in an event
  - other content ideas?

How do we "show" what people are about rather than tell?
less formal and "phonebook" look like?
visual representation of what community is to us
what type of work are people doing? is there a way to promote it on our website without it getting outdated. Maybe we date each project, so if it is older you could see it?

Managing people profile build vs. doing it ourselves?

give highlighted community members the reigns on building/updating their profiles within criteria we set

How can the page be welcoming/inviting? How can it make you feel like you belong?
see people you identify with
not formal/stiff photos
see photos of people connecting or gathering, even if with masks, update these regulalry
there's a sense of humor or playfulness that's relatable & draws you in

allow people to post different photos not limited to just their head shot, tell a story of that person through photos

show where people are from?
demonstrate that not everyone has a harvard degree, or even a degree?

surprised or confused… as in i thought Harvard would be different and exclusive, but it seems just maybe it isn't what I thought?
this is not what i expected, ooo interesting people, this feels like a community i want to be part of

How do we make this page fun?
cat profile - https://cyber.harvard.edu/people/friday
primary.com - https://www.primary.com/pages/team?ref=footer_6
how is it presented on the site
a question with tech they love

How is the community growing/building/advancing?
Example of an active community org https://cyber.harvard.edu/

https://miro.com/app/board/o9J_ltTJSFw=/