



Georgia Tech Buzz Buddies

Duration: 7 days Role: UX designer

Connecting new students to experienced members of the Georgia Tech community, guiding them academically, professionally, and socially.

Understand *Research.*

The Context

Georgia Tech currently makes strong efforts in welcoming new students, as well as helping their adjustment to a new environment. The university focuses on students acclimating to this next stage of life by providing various services. Many services involve experienced students advising the incoming students.

Existing Programs

- » GT1000 - freshman orientation course lead by seniors and juniors
- » GT2000 - transfer student orientation course lead by seniors and juniors
- » FASET - new student orientation in the summer

Shortcomings

- » Limited enrollment availability
- » Short duration
- » Impersonal mentor/mentee relationship

Strengths

- » Strong screening process for mentors
- » Application + Interviews
- » Good academic advising
- » Allows new students to connect with each other

I interviewed students who are currently freshman just starting out their second semester to understand the mentees. I also interviewed several experienced students who currently act as mentors in some way to gain insights into the role and its responsibilities

Goals

- » Strengthen the community
- » Help new students adjust to campus life
- » Mentor and mentee discovery
- » How can a student become a mentor
- » How to connect mentors to mentees

How might we...

For the mentors

- » Make sure the relationship is symbiotic
- » Keep the mentor to mentee ratio manageable
- » Have a thorough succinct screening process

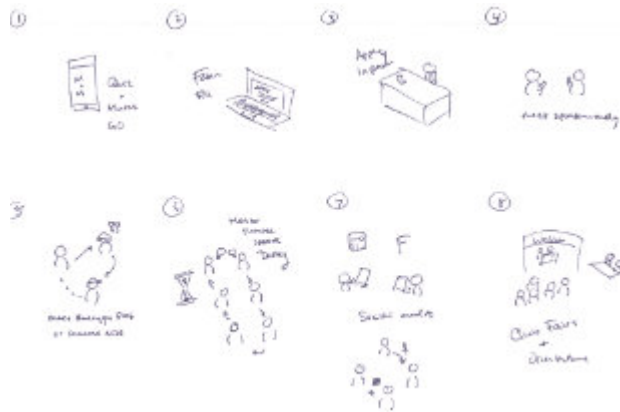
For the mentees

- » Reduce the stress and anxiety of starting out in a new place with new responsibilities
- » Create a short intuitive onboarding process
- » Select reliable and dedicated mentors

Ideate

Think.

I used the crazy 8's brainstorming exercise to think of possible ways to create the mentor/mentee connection keeping in mind how to design the whole experience.



Results

1. Questionnaire
2. Online Application
3. Apply + Interview in an office
4. Spontaneous meeting
5. Indirect connections
6. Speed-dating scenario
7. Social Media
8. Club fairs + Orientations

In order to have an effective screening process for the mentors and a convenient way for the mentors and mentees to communicate several of the ideas were combined

Also taking into account discovery I created storyboards for each perspective



The mentor

creates an account → applies → interviews → uses quiz to set preferences → advises

Designing an experience
not limited to the app

The mentee

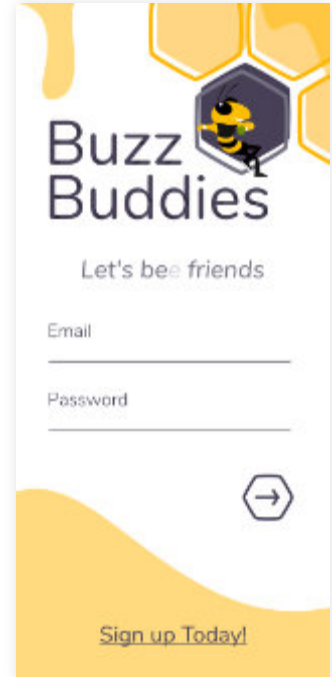
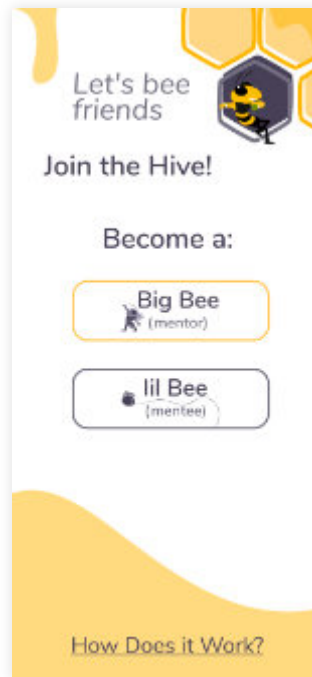
creates an account → uses quiz to set preferences → asks for advice, friendship, etc.

Design

Do.



Bringing together the Georgia Tech community the application utilizes the school colors and mascot, a bee named Buzz

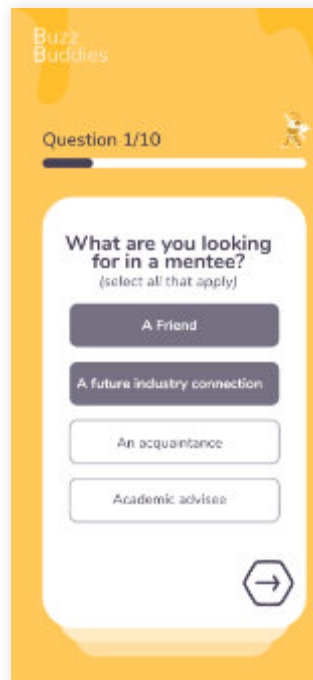
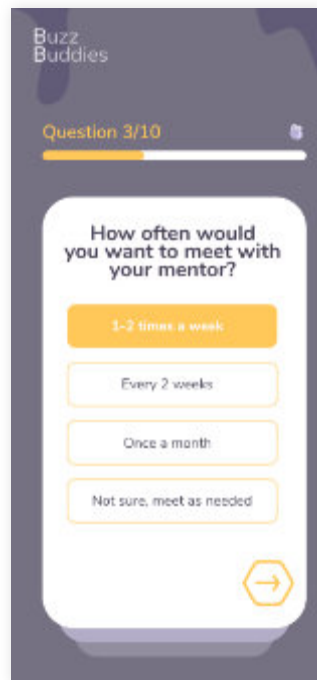


Mentee

Mentor

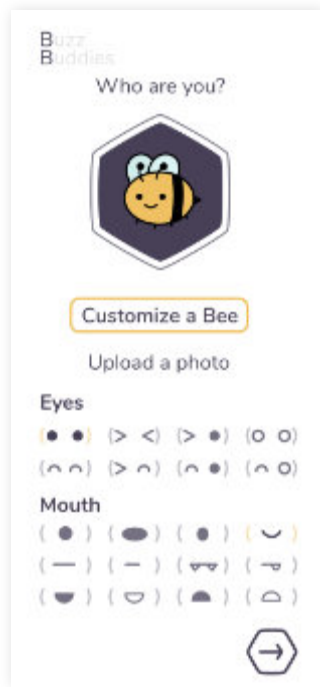
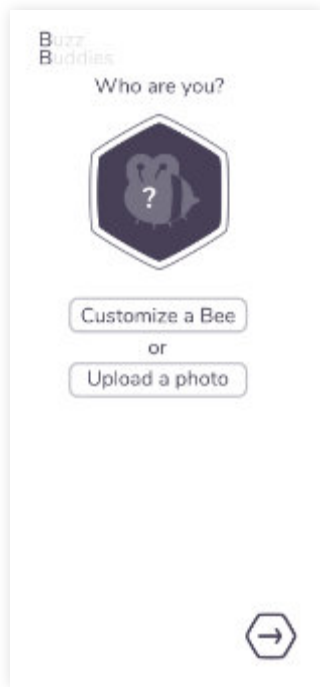
Quiz to Determine

- » Background
- » Relationship
- » Concerns
- » Availability
- » Interests



Quick and concise onboarding experience for both the mentor and mentee

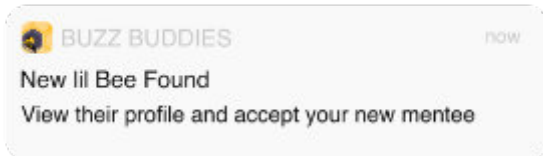
Gathering information to use for the matching process



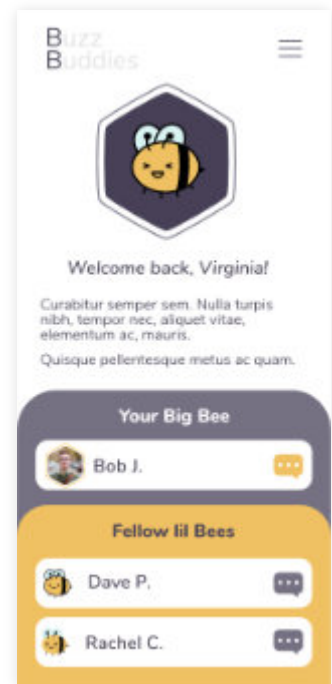
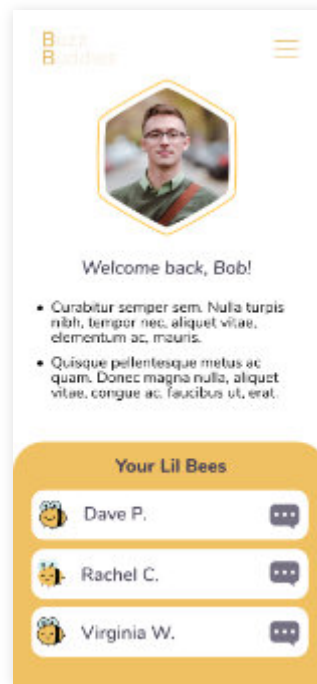
Because new students are more hesitant to share their personal info including their photo

I included the option to customize a bee that represents them.

Allowing for self expression while boosting school spirit and keeping the implementation simple for the development (custom bee vs a person)



The Profile view provides advice and recommendations. It allows the user to contact their mentor/mentee. They can also see their pending connections.



The Messaging view would strive to be consistent with current text message and direct message system standards

There would also be conversation starters provided to help with initial contact.

