MIT Hive 2.0

Next steps
2.13.17

MIT Hive: **Why** do it?

- MIT has already engaged with millions of **digital learners** through MITx and OCW.
  - But it's generally a *one-way conversation* (expert → learner) without major opportunities for *meaningful interaction*s for the learner.

- At the same time, we know there is a large community of *MIT faculty, students* and *alumni*:
  - who are doing interesting, **undiscovered** work
  - who are looking for ways **to share** their passion and knowledge
  - who want to **stay engaged** with the Institute and the world, for personal and professional reasons.

- Therefore, we want to create a platform to engineer more **interactive** forms of **peer-to-peer** engagement between MIT students/ alumni, and the outside world, around areas of **strategic impact**.

MIT Hive: **What** should it look like?

The Product Vision

"A vibrant, enduring, self-perpetuating

digital community

of MITx learners and

the MIT community (students, alumni & faculty)

who find value in

their shared connections and

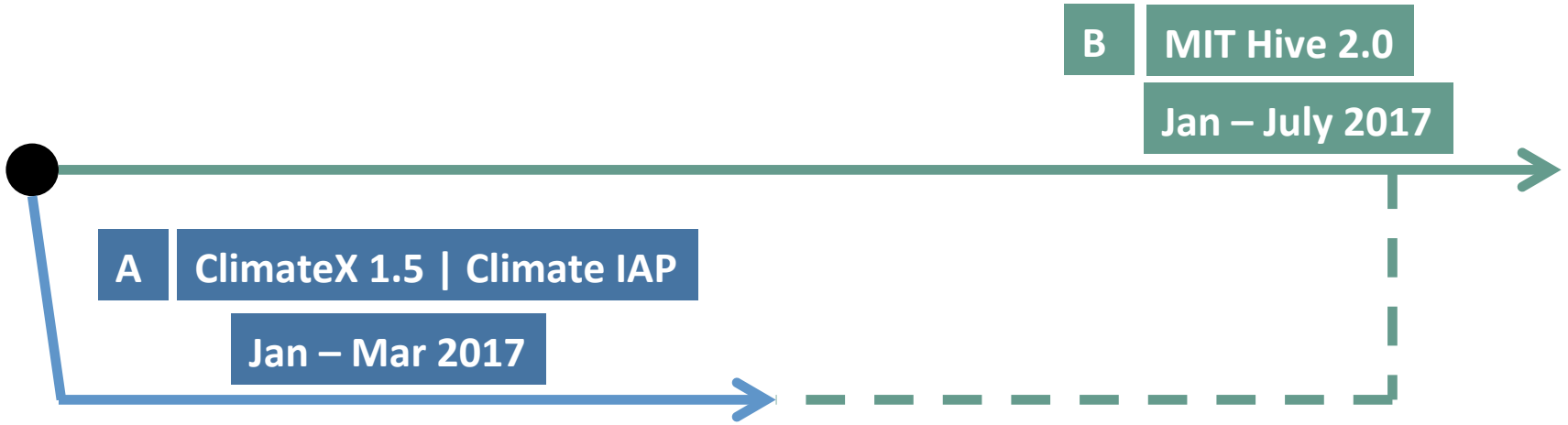
their passion for problem-solving, and

whose activities create value for MIT."

The Measured Outcomes

1. High levels of engagement
   - Traffic
   - Membership
   - Interaction
   - Return visits
   - User generated content
2. Balanced audience levels
3. Sustained connections
4. Addressing real problems
5. Enhances MIT reputation

MIT Hive: **Where** are we heading?



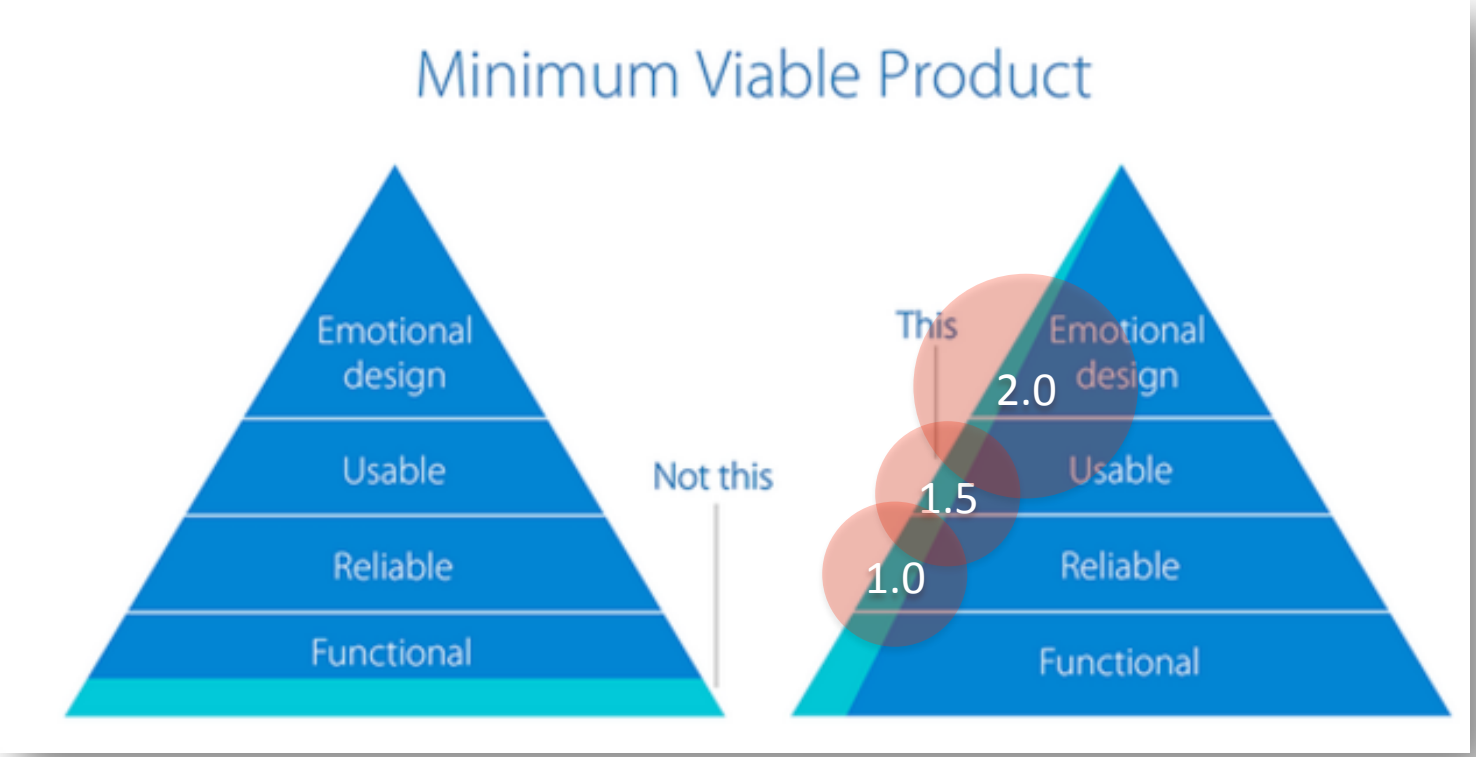
1. Significant improvements to the existing user experience.
2. Continued engagement through community mgr.
3. Capture / publish 3-5 min videos on MIT people doing interesting climate work.
4. Heavy organizing presence around IAP campus activities.

1. Explore a new domain
   - Climate action
   - K-12 STEM teachers
2. Design, prototype and test:
   - A better user experience
   - Expanded set of services
3. Build and release a production version.

MIT Hive 2.0 – **Where** should we go next?

K-12 STEM TEACHING		
Organization	People Interviewed	Potential Opportunities
STEP Woodrow Wilson	Eric Klopfer Justin Reich Claudia Urrea Angela Belcher	No immediate opportunities
Edgerton Center	Kim Vandiver Bob Veith	Partner to assist in creating a K-12 teacher science and math training program with local private schools.
MIT Museum	John Durant Brindha Muniappan PA d'Arbeloff	Pilot w/ MIT Museum's NordAnglia schools (140+) partnership: Maintain momentum following onsite teacher development bootcamps.
Lemelson – MIT	Stephanie Couch	Pilot with teacher development program for inserting "Invent" curriculums into schools.
u-Lab	Otto Scharmer Adam Yukelson	Partner with u-Lab to merge common engagement goals and learnings towards a shared platform.

MIT Hive 2.0 – **How** should we do it?



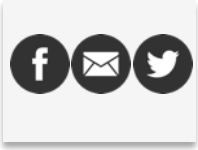
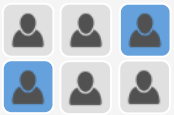
Hive 2.0 – **How** should we do it?

MIT Hive

1.0	1.5	2.0
Be scrappy	Stay rapid and shallow	Sharpen our services
Start a conversation	Highlight MIT talent thru video	Design to hook
"Canned" community site features	Reduce UX friction	Step into new domains
Webinars	Follow social media best practices	Establish the journey / process
	Promote exploratory browsing	Connect to campus activity
		Connect to MIT content assets
		Create social points
		Mobile, intuitive and fun

Hive 2.0 – **How** should we do it?

-------- The Community Engagement Funnel ------->

Activate	Arrive	Consume	Join	Connect	Interact	Contribute	Collaborate
							
Use MIT networks to highlight Interesting people and their work.	Define services and orient visitors to options	Watch soundbites of insight and info. Go deeper if you want.	Start interacting with a like-minded community.	Discover people nearby with similar interests	Make connections on topics that matter.	Earn status by engaging and posting and interacting.	Develop and execute an idea as a group / team.

ClimateX 1.0	**Test Basic Services** / stand up some rough features	
ClimateX 1.5	**Clarify Services** / make UX improves to reduce friction	
ClimateX 2.0 K-12 STEM 2.0	**Sharpen the services** / practice the “Hooked Model” through features	

MIT Hive 2.0 – **How** should we do it?

Potential Hive 2.0 Services
(based on user feedback)

1.5

"I want to learn more about ideas coming from MIT"

Videos and Webinars
Case Studies

Bite-size Interviews w/ MIT students / faculty.

1.5

"I want to interact with a like-minded community"

Profiles / Messages
Topic Forums

People connections
Topic conversations

2.0

"I want to interact with experts (for professional development)."

Mentor Matchmaking
Office Hours

Webinars / Private Expert advice

2.0

"I want to explore deeper content from MIT"

Funnel towards MIT assets

Curate / tag content: MITx / OCW / News

Pop-up IAPs

2.0

"I want to make the world better, but I need help and a method"

Better integrate with campus activities.

u-Lab / CoLab / SOLVE / d-Lab / Challenges

Open source case studies.

MIT Hive 2.0: Proposed Schedule

- Jan-Feb ("keep learning")
  - Talk to additional audiences.
  - Explore new opportunities/partnerships
- Mar-Apr ("start sprinting")
  - Design, prototype and test updated journeys:
    - Uncommitted users (curious / transactional)
    - Committed users (participant/contributor)
- Apr-Jul ("build something")
  - Build and release a production version of Hive for Climate and K-12 STEM Education.

Appendix

- Expenses to date
- 4 User Behaviors
- Hooked Model
- 10 Key Themes
- What we've done to date
- Performance indicators
- Hive 2.0 Workshop concepts

MIT Hive: The **4 User Behaviors** we observed

The **Curious**

Uncommitted

Mild interest in the topic

Looking for a diversion

Won't come back without a hook

The **Participant**

Committed to the domain

Highly engaged, wants to do more.

Not sure how to participate.

Looking for suggestions.

The **Utility Seekers**

Uncommitted

Looking for a specific benefit – information, career, etc.

Low investment in the site over others

The **Contributor**

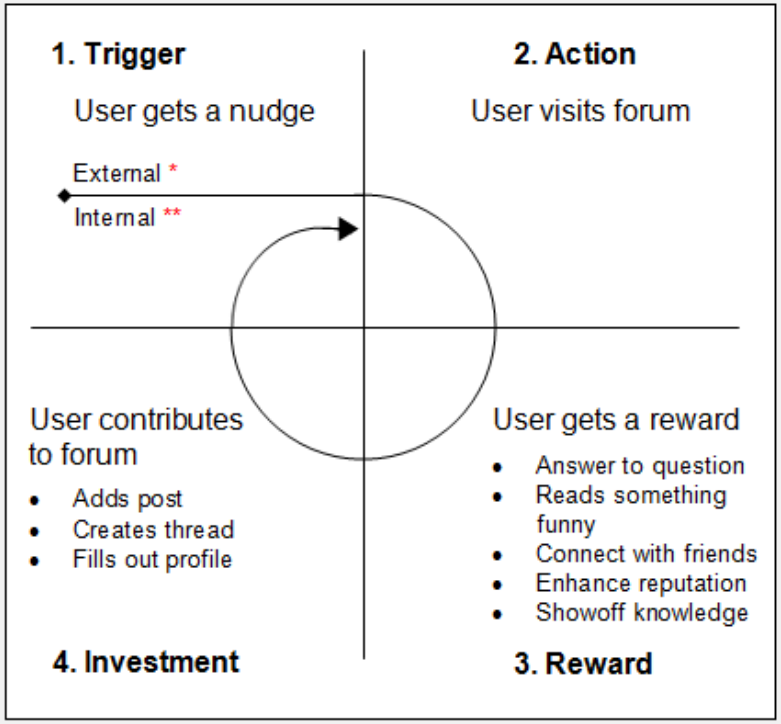
Committed to the domain

Motivated to share his/her work.

Altruistic and engaged

Sees clear benefit in contributing

The Hooked Model Applied to Forum Software



*** External Triggers may include:**

- Link/advert on main site
- Email Alert
- Search engine result

**** Internal Triggers may include:**

- Bored
- Curious
- Seeking connection

MIT Hive: The 10 **key themes** that emerged

1. “Outsiders” are drawn to the MIT brand for the chance to **get closer to MIT “experts”**
2. There is a **surplus** of “interesting and undiscovered” work going on at MIT.
3. Video is the biggest driver of traffic / engagement. Capture rapid, **bite-sized** and sharable conversations at low cost.
4. Support **mixed commitment levels**: Edutainment for the curious / Transactional for the engaged.
5. Committed users want to take action and work with others, but have **little time**
6. Create a **simple and focused** value proposition.
7. Make it **mobile-friendly**, intuitive and fun.
8. Increase engagement by reducing **UX friction** barriers in profiles, messaging and posting.
9. Increase session length by promoting **exploratory browsing** through related content
10. Drive repeat visits through alerts, **notifications** and social status indicators

MIT Hive: **What** we've done so far

	BSD Discovery	**BSD Prototypes**	**ClimateX 1.0 & 1.5**
	Jan – Jul 2016		Aug – Dec 2016
Domain	Entrepreneurship		Climate Action
User research	Surveyed: 3700 Interviewed: 40	User testing: 15	Surveyed: 300 Interviewed: 6 Analytics: 800 users
Audiences	MITx Learners Bootcamp Alumni MIT Alumni MIT Staff		MITx Learners MIT Alumni MIT Grad Students
Service themes	Peer-to-peer learning Mentorship Matchmaking	Team Challenges	Peer to peer learning
Platform		Paper prototypes	Drupal Commons
Prototype features we tested		Create profile Messaging Challenge flow Collaboration tools	Create profile Messaging Topic forums Videos / Webinars

MIT Hive: ClimateX performance measures

Sep 15 – Nov 30 2016

Site	1300 sessions (55% return visits) 752 users; 2.6 pages / session; 3:30 duration
Engage	% Users 45 18 13 9 15 # Sessions 1 2-3 4-9 10-25 25-100
Video	936 views; 3973 minutes; 4:14 average duration
Social	55K impressions on Twitter; 175 followers; 101 likes
Mktg	Acquisition: 30 / 30 / 30 / 10 - Direct, Email, Social, Org Search
Members	850 subscribers; 650 members; 25% MIT / 75% Non
Demo's	18-34 = 60% of audience (70/30 M/F) 55-64 = 20% of audience (50/50 M/F)
Geo	50% US Top countries (<10% each) Nigeria, Egypt, Lithuania, UK, Columbia, Brazil, Australia, Mexico, Canada

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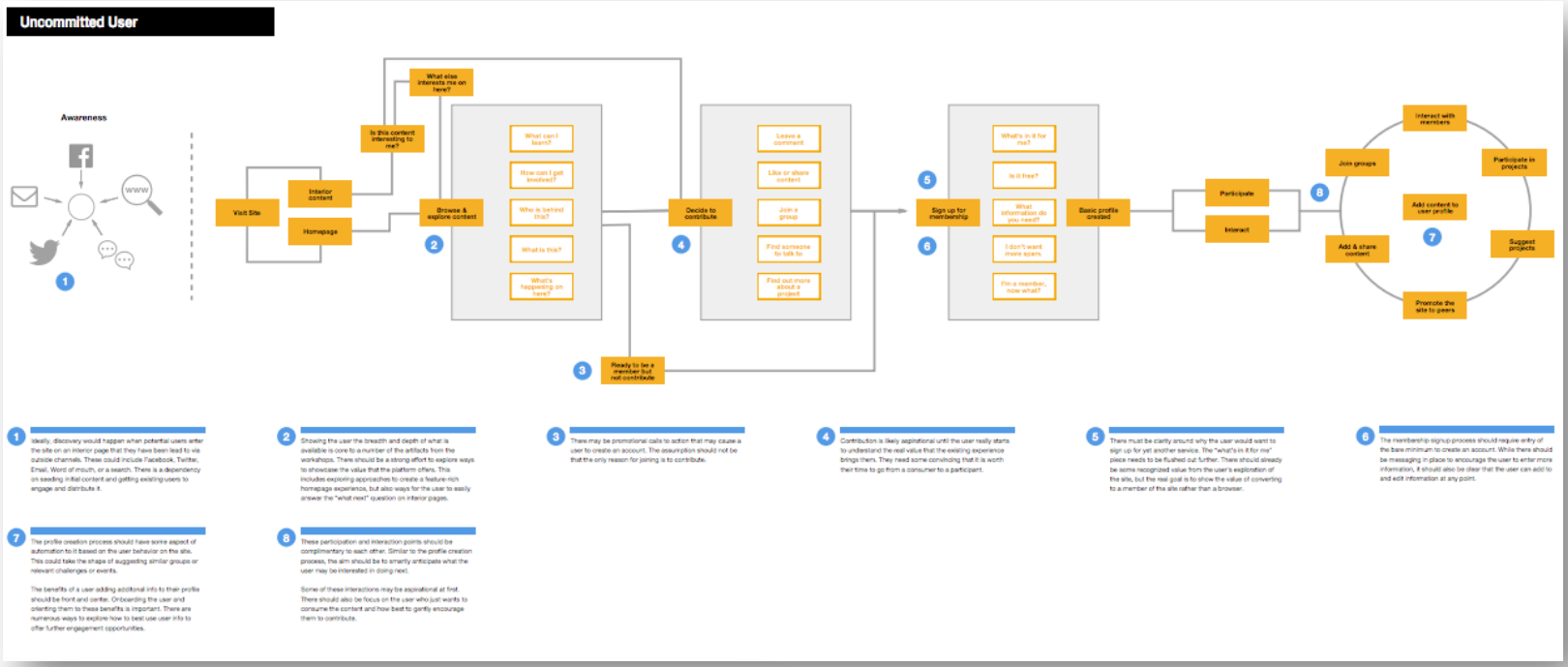
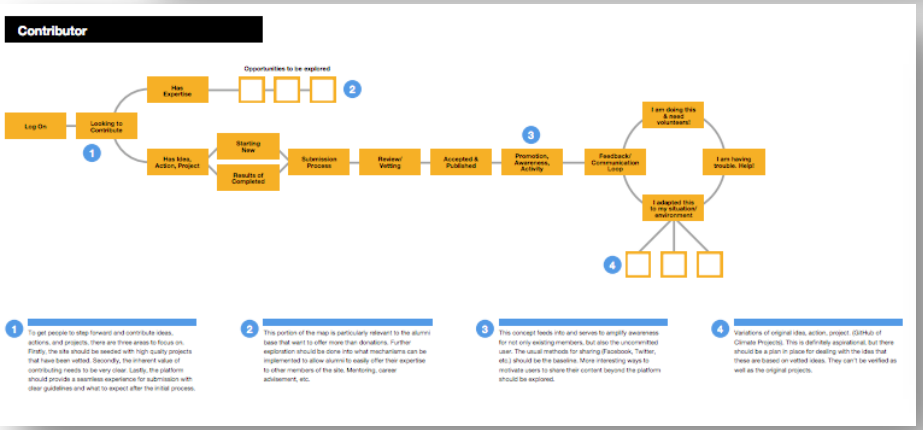
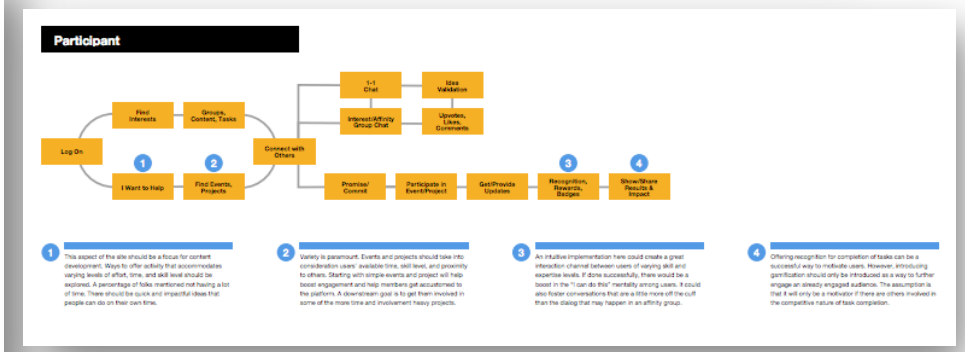
ClimateX 2.0: Journey Design



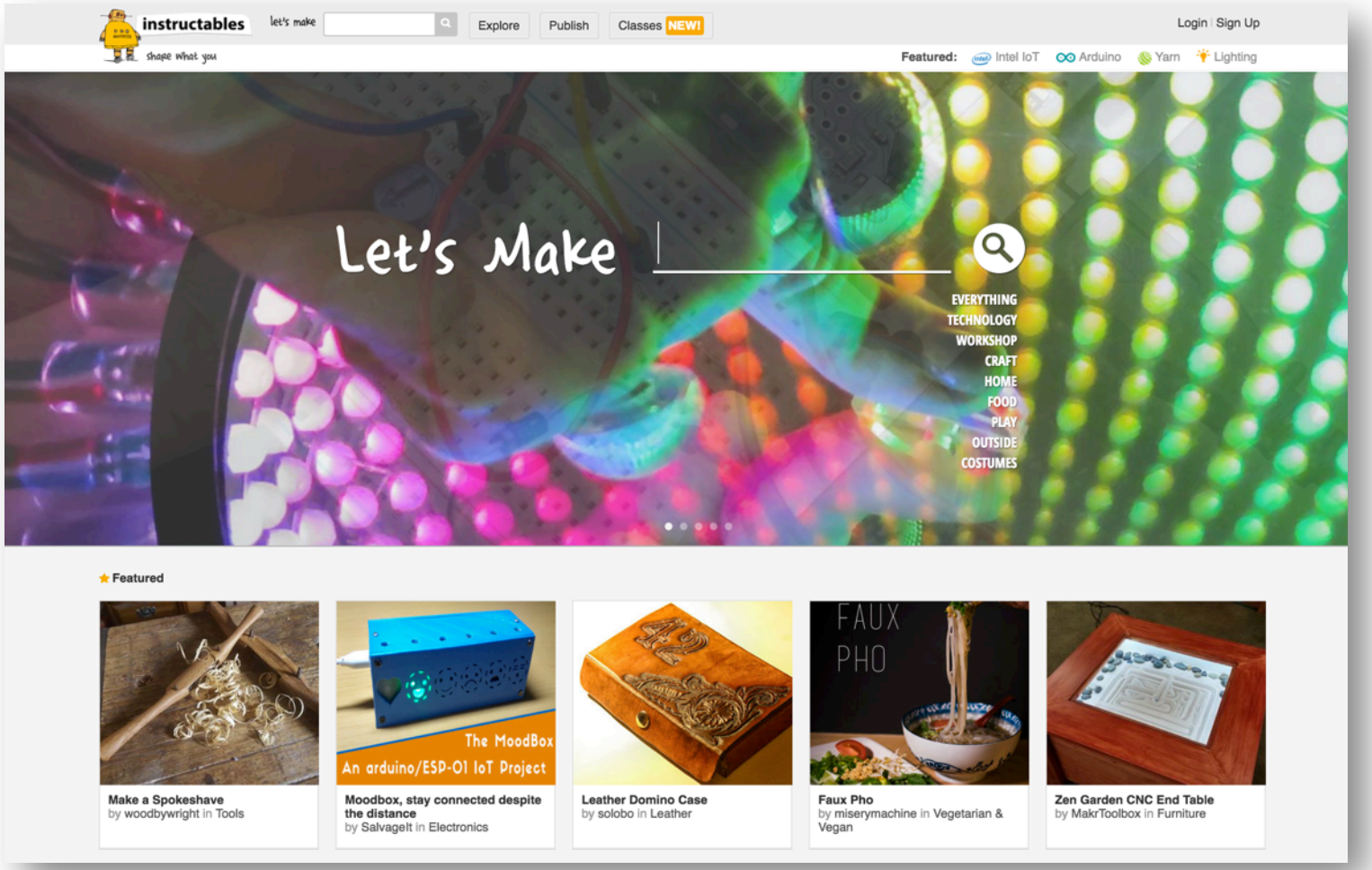




ClimateX 2.0:

Adventure Cards 5
Immediate Activity 5
Show me what I am signing up for 5
Seed site with templates 3
What can I achieve in... 2
Tag me, Show Me 1
I want to _____ 1
Simple calls to action
I want to learn [open webinars]
I want to join [topic groups]
I want to contribute [engage in a challenge]

Sample design patterns to follow



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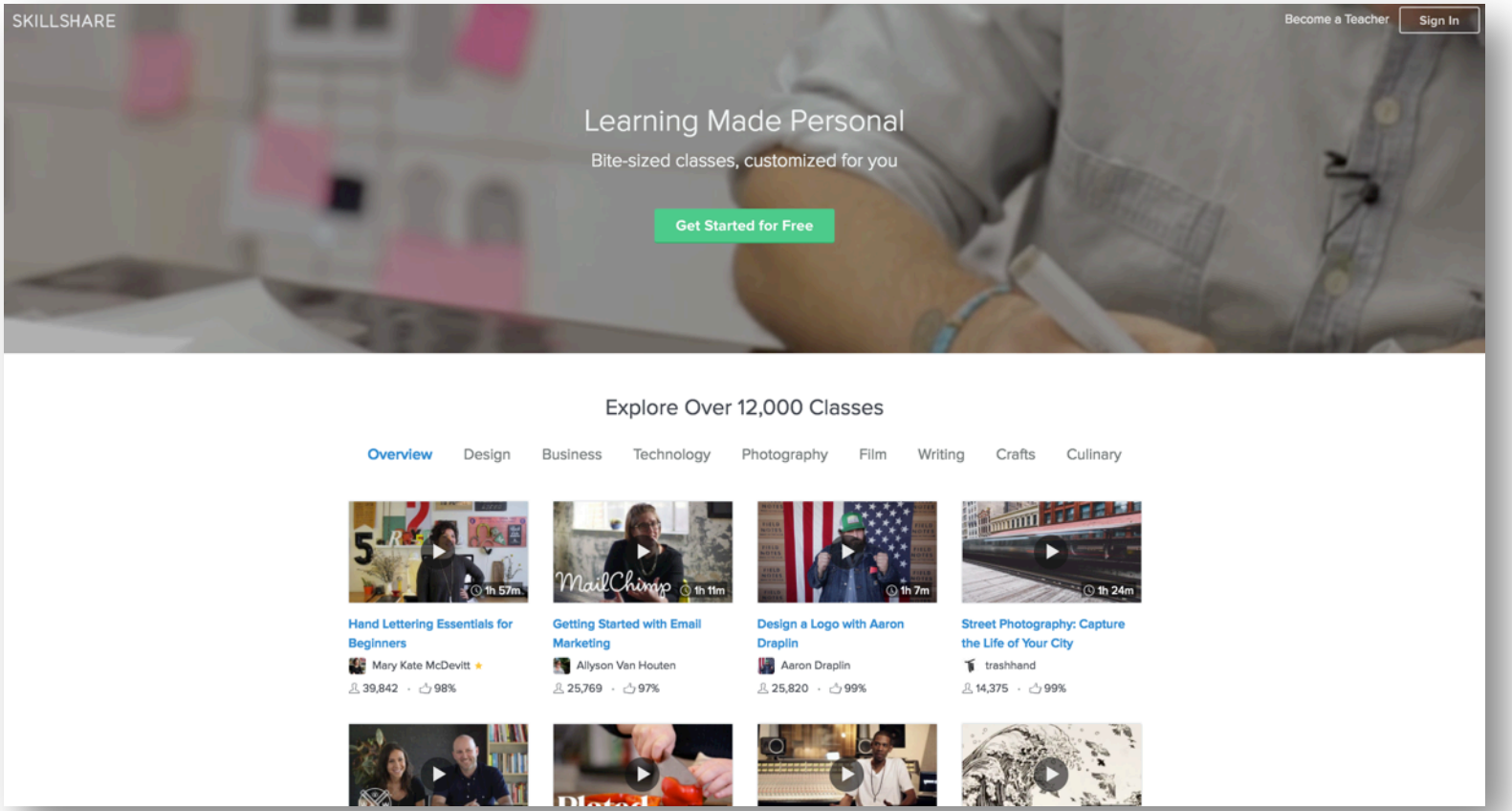
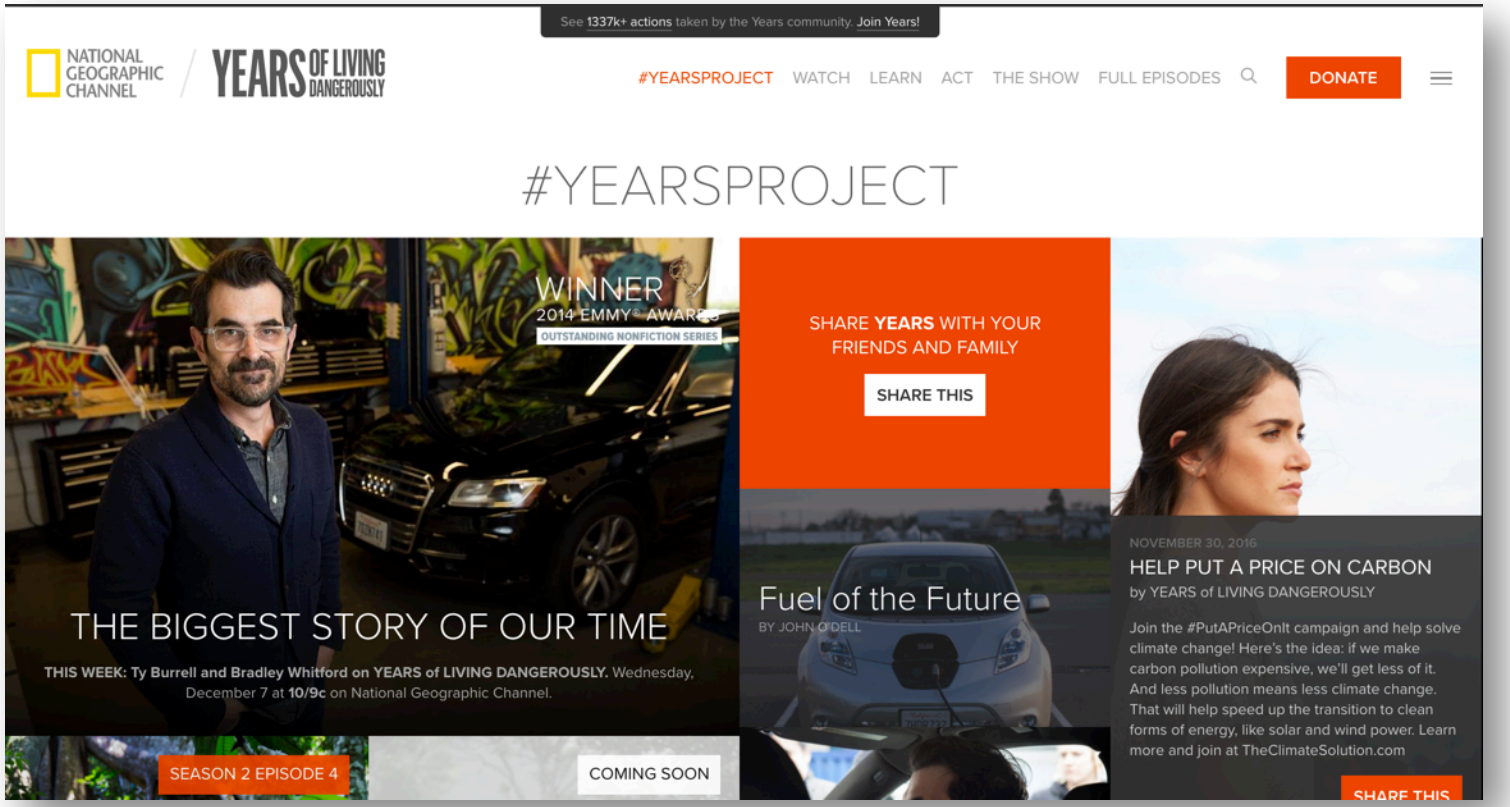
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