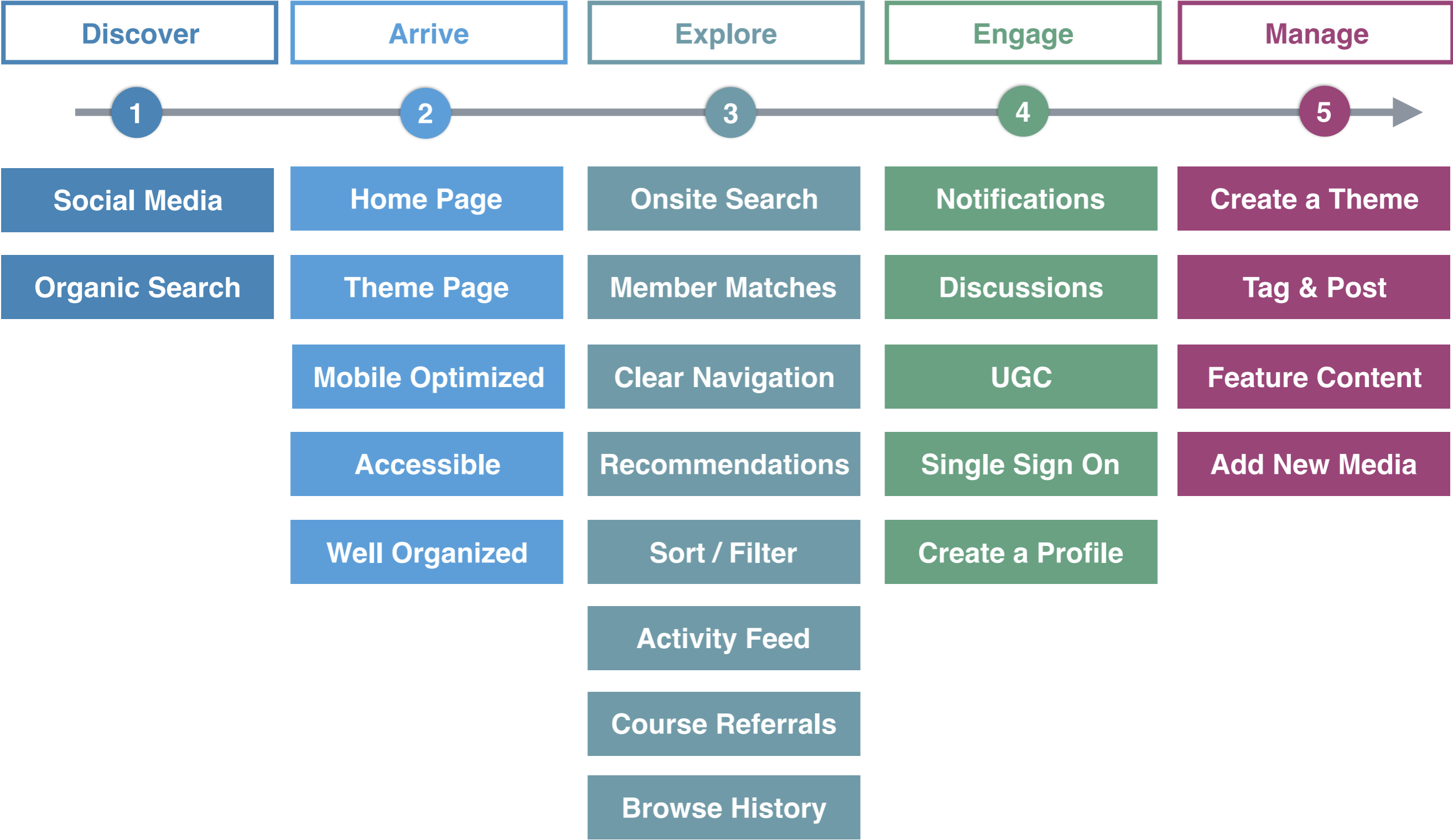


# MIT Open – Key Feature Set



3 User Stories

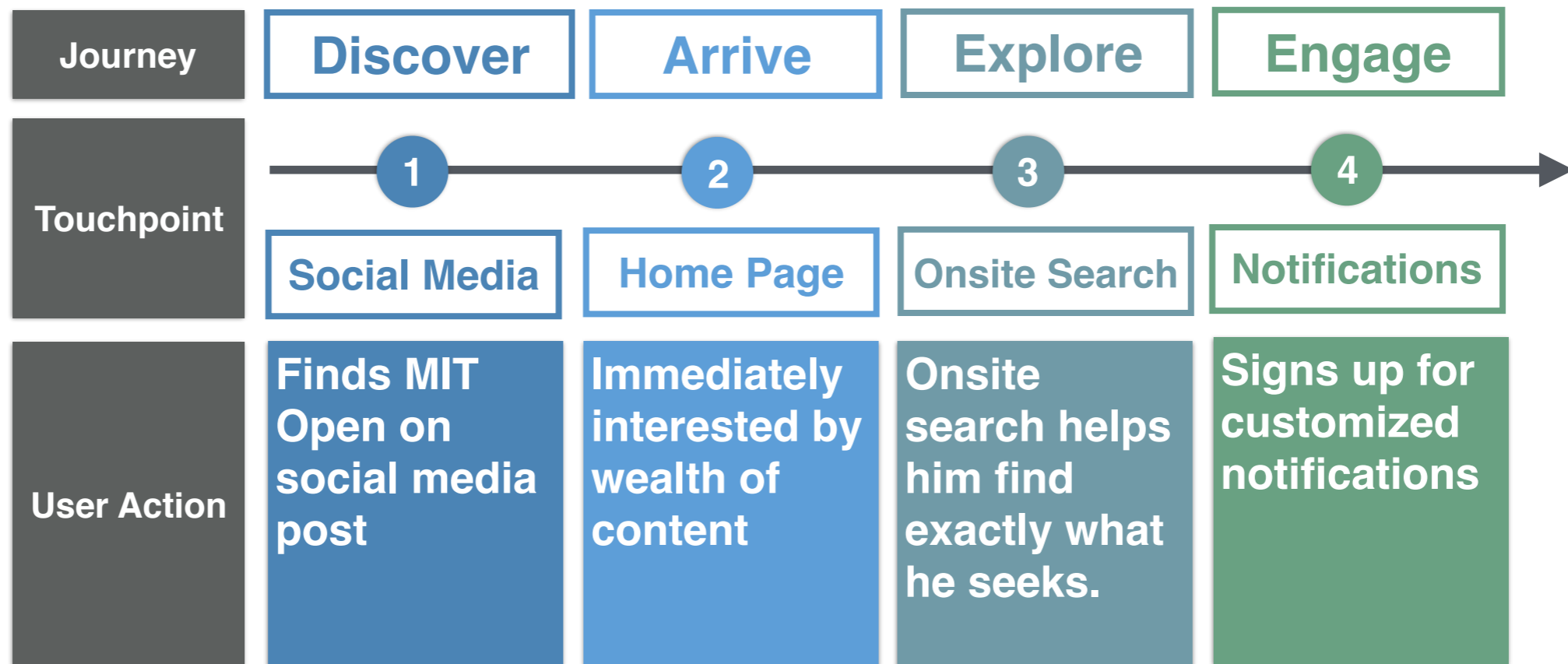
## First time visitor



My name is Ramon. I'm 32 years old, and I attend a small community college in Brazil

I don't have top-notch educational resources in my town, but I'm smart and ambitious.

I'm looking for a way to expand my professional opportunities through education.





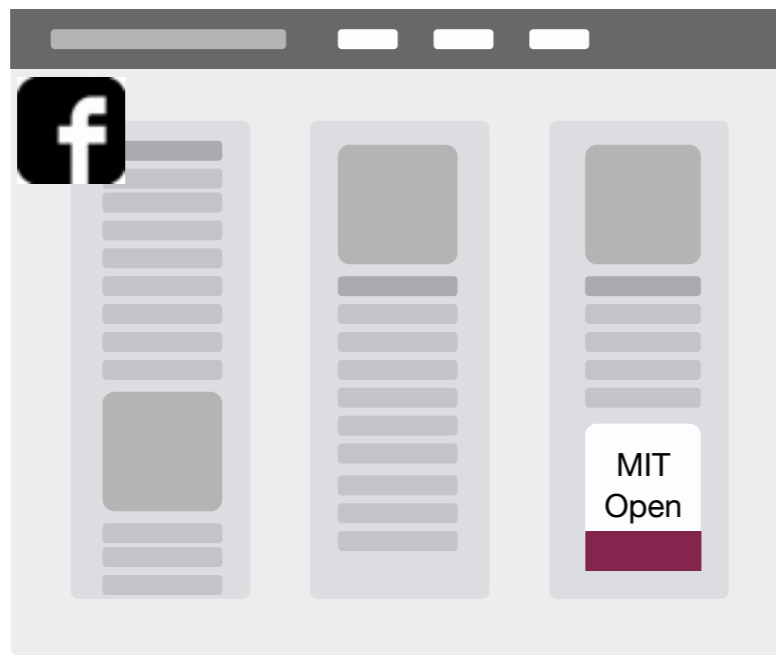
## First Time Visitor

Ramon from Brazil

# 1. Discover

## Social Media

Ramon is reading through his **favorite social media feeds** — a nightly ritual — and comes across mention of MIT Open. Curious, he decides to click.

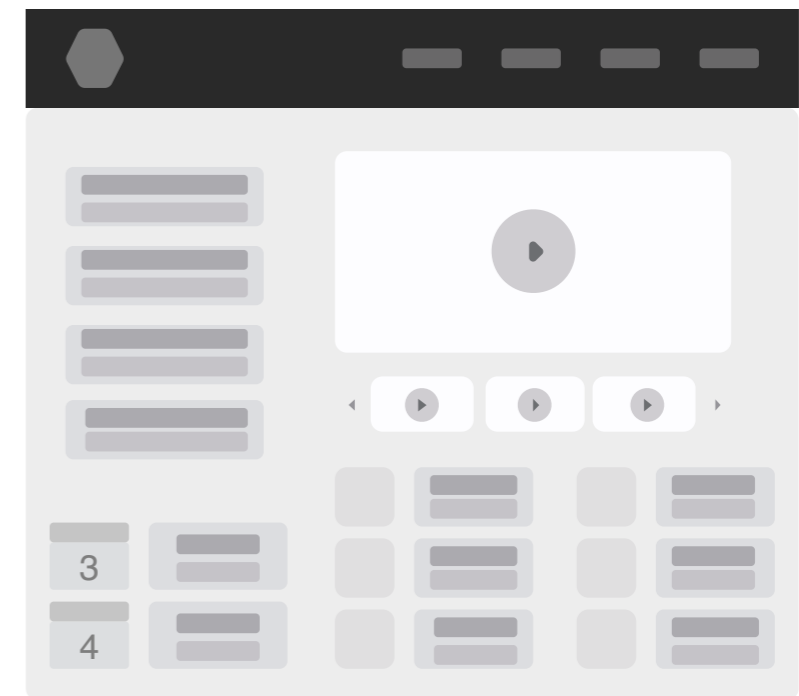


I love MIT! I followed an OCW course last year. Maybe I can **find something interesting**.

# 2. Arrive

## Home Page

On MIT Open, Ramon discovers a **universe of learning**. Spends the next 45 min's exploring videos and discussions on various topics.



This is amazing!  
I had no idea that MIT offered so much content **all in one place**.



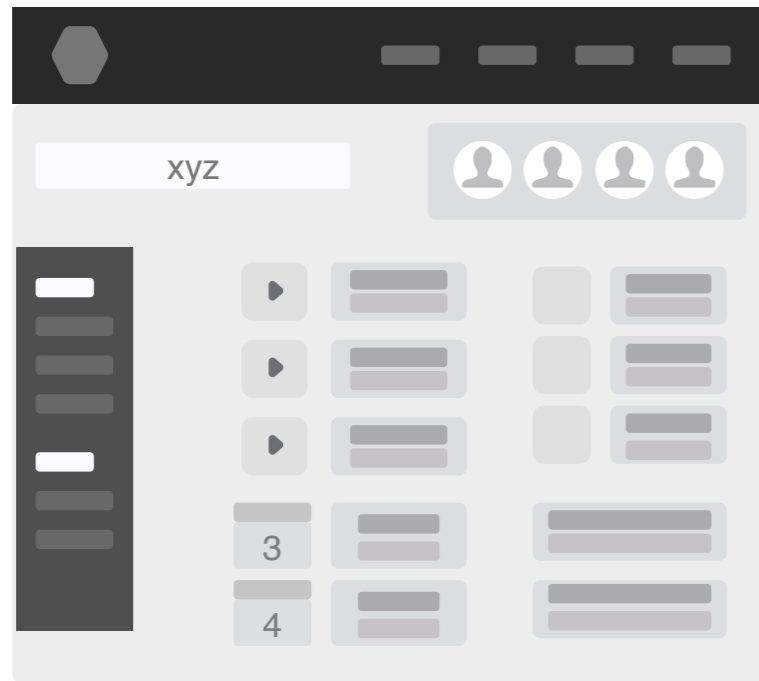
## First Time Visitor

Ramon from Brazil

### 3. Explore

#### Onsite Search

Searches MIT Open for a topic that interests him. Results are **comprehensive, well arranged, and categorized** by media type and popularity.

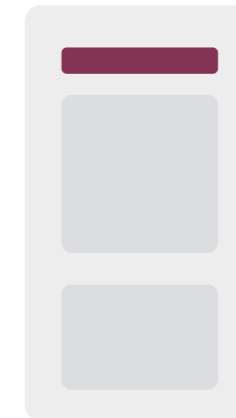


These results are far more useful than anything I've found before. MIT Open **surfaces the best content** that MIT creates.

### 4. Engage

#### Mobile Notifications

Ramon discovers a course that he's very interested in. He signs up...



**MIT Open is like a service** to help me keep up with all the amazing learning resources that are produced by MIT!



## Active Member

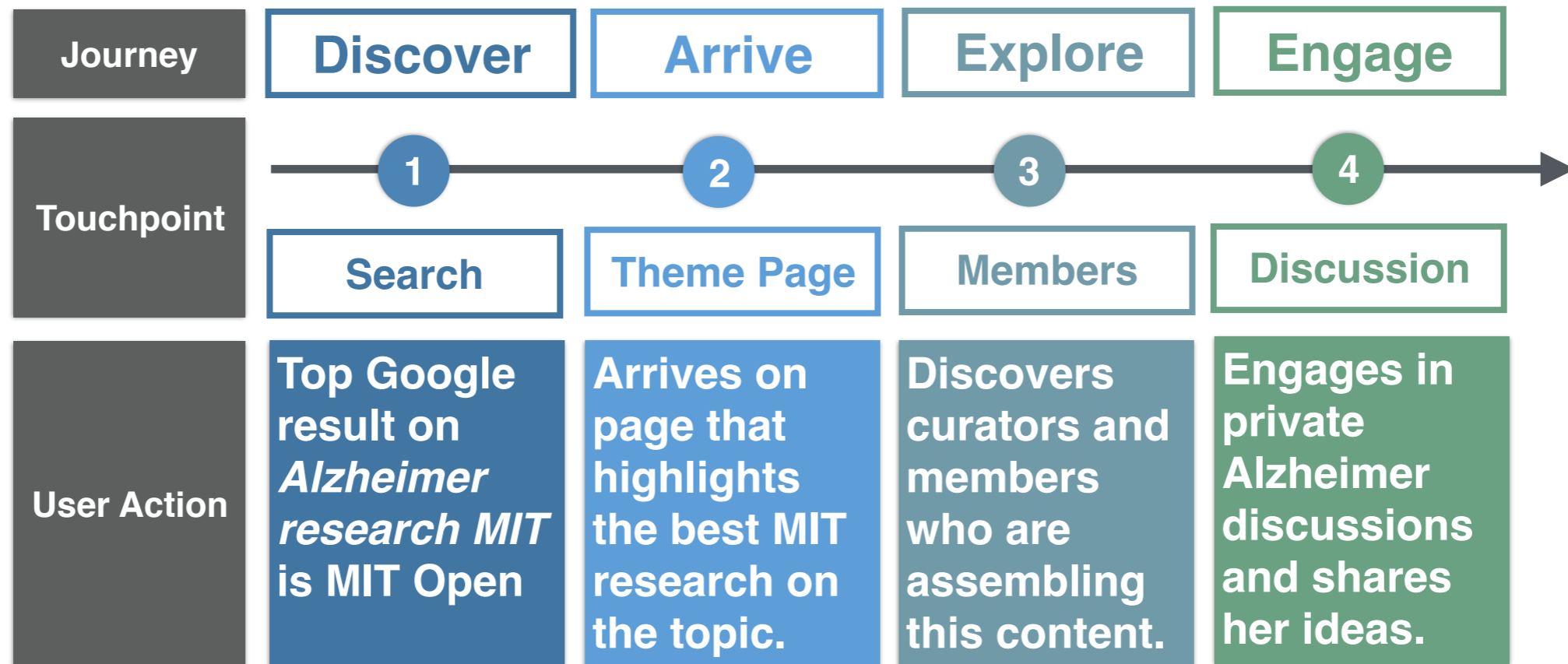
Recent MIT Alumna.

Course 9 major 2011.

Works in biotech firm in Hong Kong, but dreams of entrepreneurship

Specializes in Alzheimer's research

Looking to reconnect with other alumni





## Active Member

Hsu from Hong Kong

# 1. Discover

## Organic Search

Hsu does a search for a topic in Alzheimer's research. One of the **top Google results** is from MIT Open as a top result. She's curious and clicks to learn more.

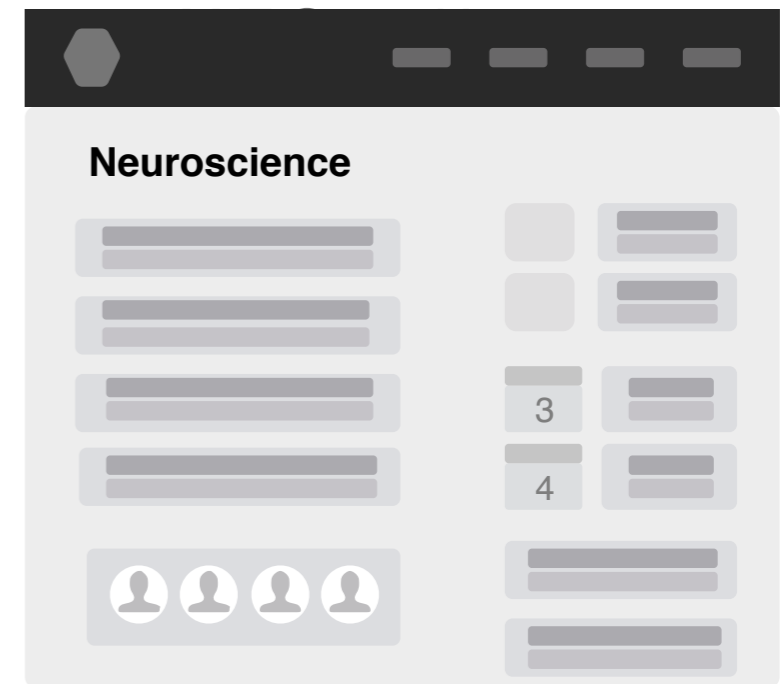


I recognize the author of this article. I'm surprised that MIT Open **ranked so high on Google**. Must be solid content.

# 2. Arrive

## Theme Page

Hsu arrives at the Neuroscience theme page. She discovers a space where **featured news, research, media and events** are being actively discussed.



OK, now I'm impressed. MIT Open **curated the best content** in my domain and made it easy to browse



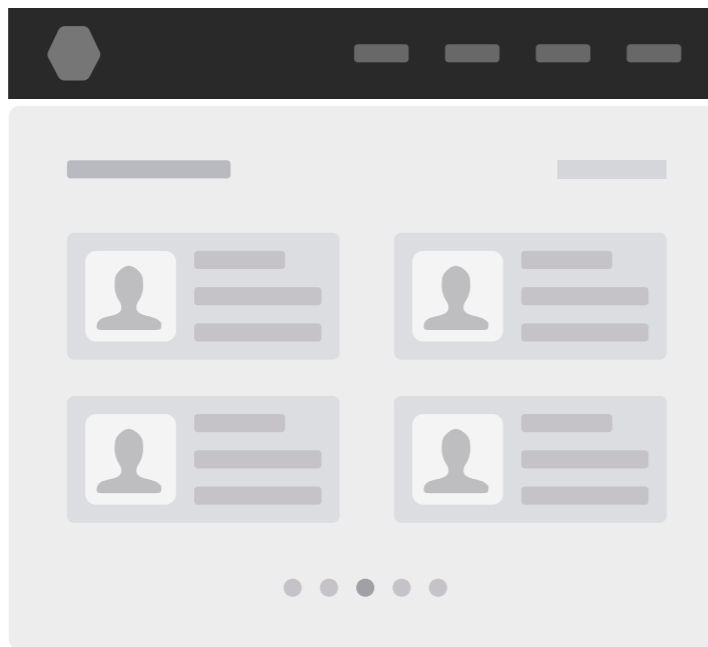
## Active Member

Hsu from Hong Kong

### 3. Explore

#### Member Matching

Hsu starts **browsing member profiles** of MIT people who are active on the site. She discovers a few people nearby who she'd like to connect with.

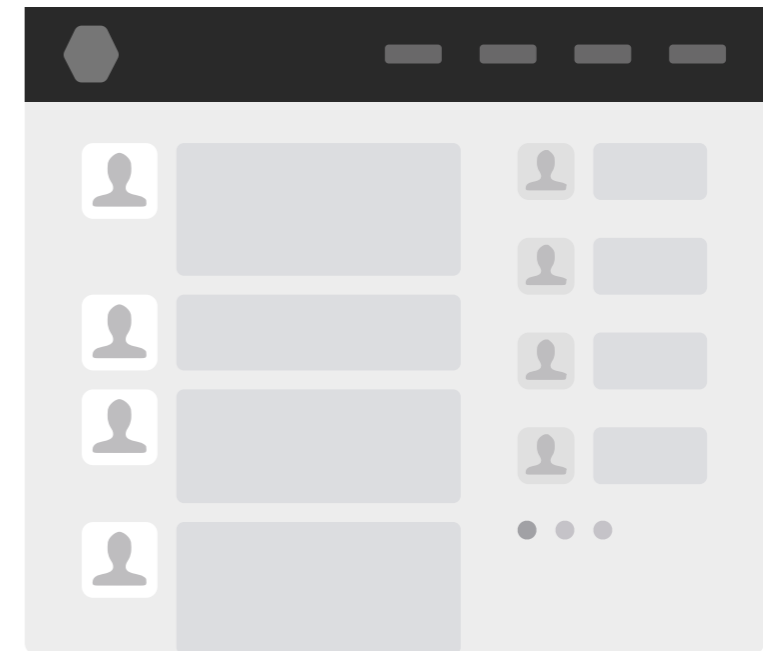


I want to **make a connection** with several of these people. Some could help me think through my ideas on a biotech startup.

### 4. Engage

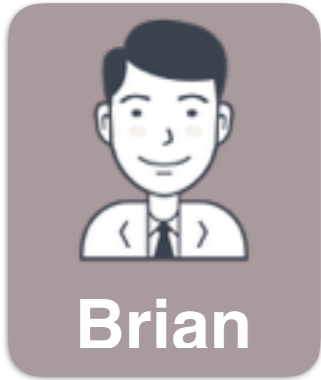
#### Discussion

Hsu actively **engages with several members** about her startup ideas and gets great feedback. She's invited to speak at upcoming MIT event



It's funny, but through MIT Open it's like **I feel more connected to MIT** than when I was actually there.





## Theme Page Curator

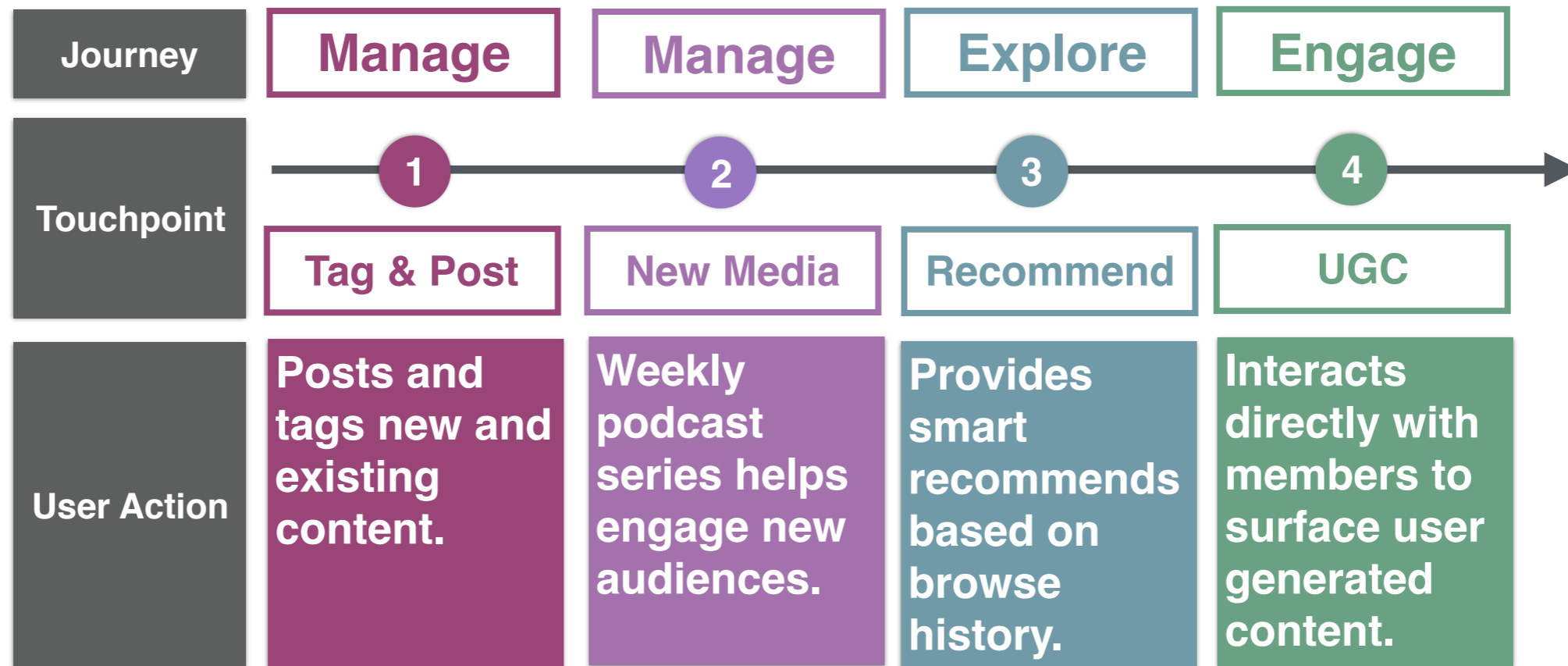
Studied at University of British Columbia

Earned a Micromasters in Supply Chain Management

Standout student.

Admitted to MIT to complete SCM Masters

Working with his MIT Professor to increase enrollment





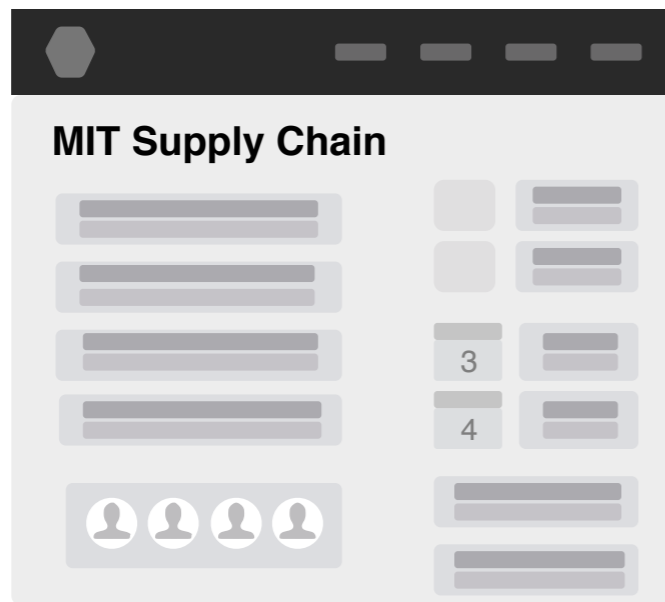
## Active Member

Brian from MIT

# 1. Manage

## Tag and Post

Brian easily creates an MIT Open Supply Chain page. He and colleagues simply **tag and post** the best MIT content. Posting daily questions to his followers keeps the site active.

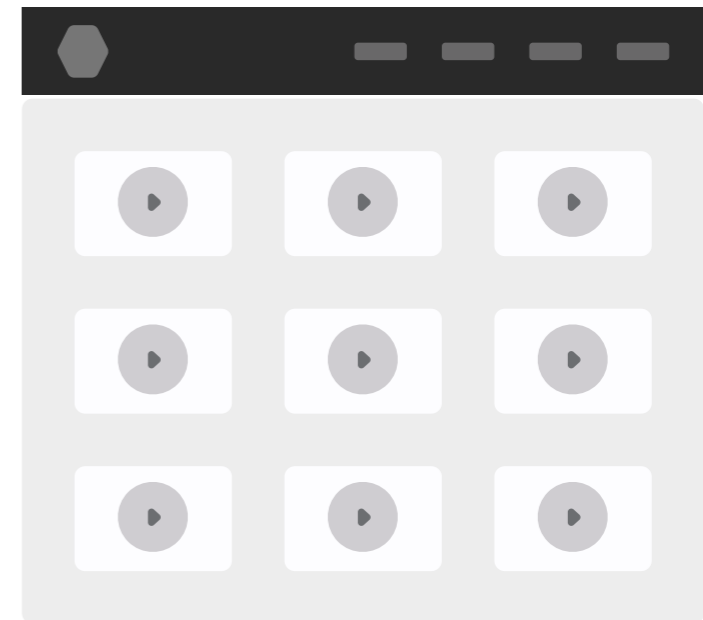


By creating a theme page, we're much more likely to **increase course enrollment**, and even define how the field should be taught.

# 2. Manage

## New Media

Brian produces a **rapid and inexpensive podcast series** - he conducts brief interviews with key MIT researchers and global learners. Traffic and enrollment rises steadily.



The podcasts help us to humanize what we're teaching. They're a great **entry point to the topic** and for sparking online conversations.



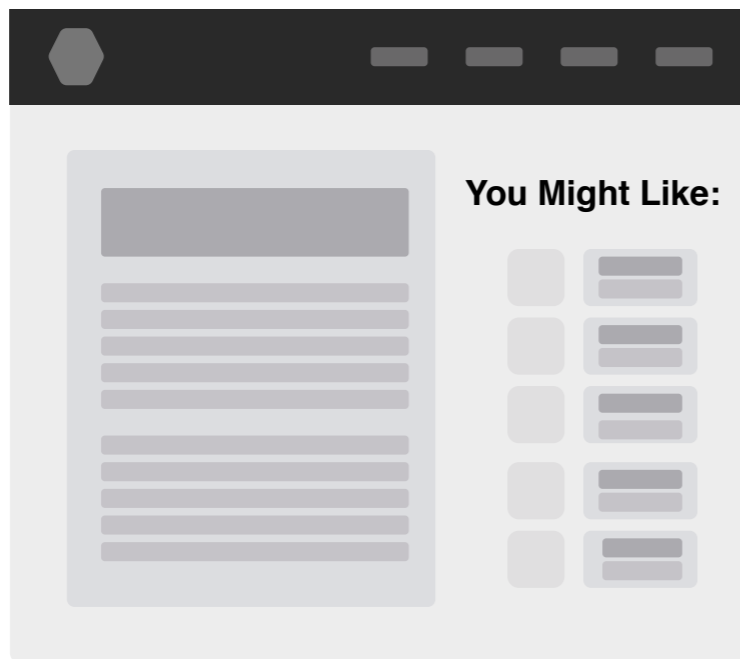
## Active Member

Brian from Hong Kong

### 3. Explore

#### Recommendations

As traffic increases, MIT Open offers increasingly smart recommendations to members based on their **stated preferences & browse history.**

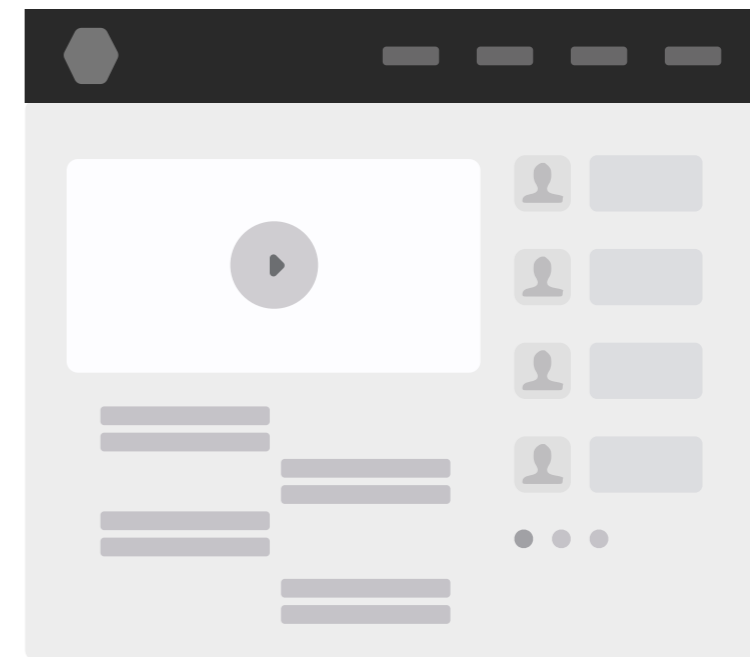


We're seeing our **session lengths increase** through "soundbite media" combined with our recommendation engine.

### 4. Engage

#### UGC

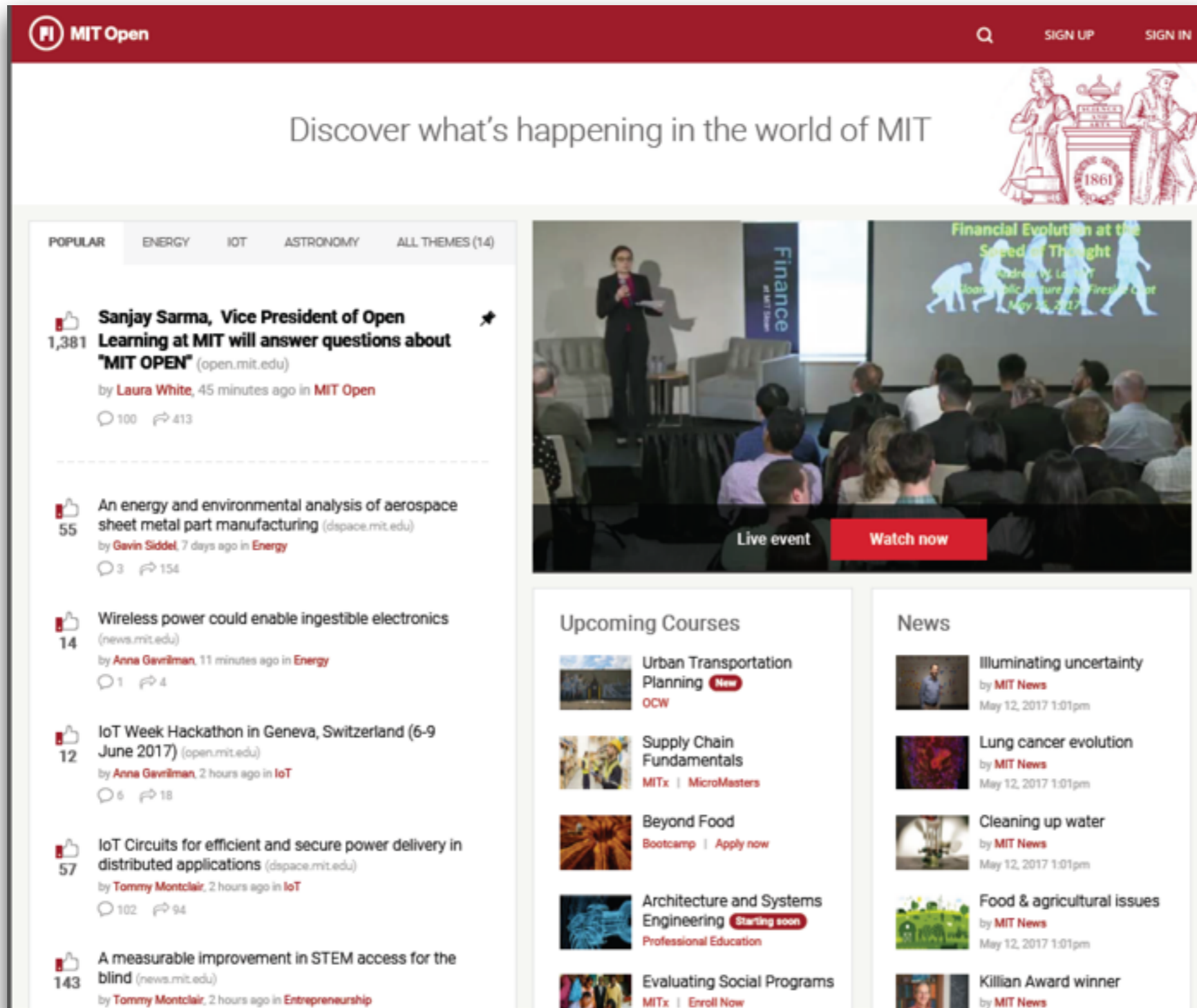
Brian actively solicits and **features user generated content** from learners, members and alumni. "Flash webinar" groups discuss key topics.



Enrollment — By maintaining a constant buzz around our main course offerings, we're **creating a center of influence** for the entire

# Early Sketches

# MIT Open: Home Page



The screenshot shows the MIT Open website interface. At the top, there is a red navigation bar with the MIT Open logo on the left and search, sign up, and sign in options on the right. Below the navigation bar is a large white banner with the text "Discover what's happening in the world of MIT" and the MIT crest on the right. The main content area is divided into several sections. On the left, there is a "POPULAR" section with a list of articles, each with a thumbnail, title, author, and date. The top article is by Sanjay Sarma, Vice President of Open Learning at MIT. The middle section features a large video player for a "Live event" titled "Financial Evolution at the Speed of Thought" by Lo, MIT, with a "Watch now" button. Below the video player are two columns: "Upcoming Courses" and "News". The "Upcoming Courses" section lists several courses with their respective thumbnails and status (e.g., "New", "Starting soon", "Enroll Now"). The "News" section lists several news items with their thumbnails and dates.

**MIT Open**    🔍    SIGN UP    SIGN IN

Discover what's happening in the world of MIT

POPULAR    ENERGY    IOT    ASTRONOMY    ALL THEMES (14)

**Sanjay Sarma, Vice President of Open Learning at MIT will answer questions about "MIT OPEN"** (open.mit.edu)  
by **Laura White**, 45 minutes ago in **MIT Open**  
100    413

**An energy and environmental analysis of aerospace sheet metal part manufacturing** (dspace.mit.edu)  
by **Gavin Siddel**, 7 days ago in **Energy**  
3    154

**Wireless power could enable ingestible electronics** (news.mit.edu)  
by **Anna Gevrilman**, 11 minutes ago in **Energy**  
1    4

**IoT Week Hackathon in Geneva, Switzerland (6-9 June 2017)** (open.mit.edu)  
by **Anna Gevrilman**, 2 hours ago in **IoT**  
6    18

**IoT Circuits for efficient and secure power delivery in distributed applications** (dspace.mit.edu)  
by **Tommy Montclair**, 2 hours ago in **IoT**  
102    94

**A measurable improvement in STEM access for the blind** (news.mit.edu)  
by **Tommy Montclair**, 2 hours ago in **Entrepreneurship**  
143

**Financial Evolution at the Speed of Thought**  
Address by Lo, MIT  
MIT Sloan Public Lecture and Fireside Chat  
May 11, 2017

Live event    Watch now

**Upcoming Courses**

- Urban Transportation Planning **New** OCW
- Supply Chain Fundamentals MITx | MicroMasters
- Beyond Food Bootcamp | Apply now
- Architecture and Systems Engineering **Starting soon** Professional Education
- Evaluating Social Programs MITx | Enroll Now

**News**

- illuminating uncertainty by MIT News May 12, 2017 1:01pm
- Lung cancer evolution by MIT News May 12, 2017 1:01pm
- Cleaning up water by MIT News May 12, 2017 1:01pm
- Food & agricultural issues by MIT News May 12, 2017 1:01pm
- Killian Award winner by MIT News

# MIT Open: Home Page (cont.)

**127** MIT Researchers devise efficient power converter for internet of things (news.mit.edu)  
by **Alice Pote**, 3 days ago in **IoT**  
221 61

**67** MIT vs. IDEO: Opposing Approaches Design the Internet of Things (wired.com)  
by **Giovanni Di Milla**, 20 minutes ago in **IoT**  
103 39

**14** A study on cybersecurity start-ups : a financial approach to analyze industry trends, entrepreneurship ecosystems and start-up exits (wired.com)  
by **Anna Gavrilman**, 2 hours ago in **Entrepreneurship**  
5 8

**16** New technology could offer cheaper, faster food testing (sciencemag.org)  
by **Tommy Montclair**, 11 minutes ago in **Entrepreneurship**  
12 17

**170** MIT research shows Solar energy collection and its utilization for house heating (nytimes.com)  
by **Alice Pote**, 3 days ago in **Energy**  
89 54

**155** Energy efficient operating systems and software (dspace.mit.edu)  
by **Sar Heidar**, 2 days ago in **Energy**  
65 61

**57** IoT Circuits for efficient and secure power delivery in distributed applications (dspace.mit.edu)  
by **Tommy Montclair**, 2 hours ago in **IoT**  
102 94

**143** A measurable improvement in STEM access for the blind (news.mit.edu)  
by **Tommy Montclair**, 2 hours ago in **Entrepreneurship**  
113 81

[See all →](#)

### Upcoming Events

**2017**  
May **15**  
10:00a–5:00p  
Building: NS1

**2017**  
May **16**  
12:00p–4:00p  
Building: NS1

**2017**  
May **19**  
12:00pm to 1:30pm  
Building: ESS

**2017**  
May **22**  
3:00p  
Building: w16

[See all →](#)

### Publications

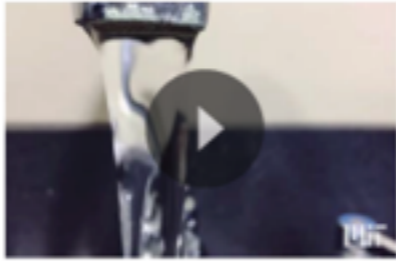
Title of an amazing paper that's really quite long which would then wrap multiple lines  
*Author name*


Title of an amazing paper that's really quite long which would then wrap multiple lines  
*Author name*





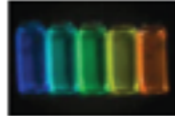
Title of an amazing paper that's really quite long which would then wrap multiple lines  
*Author name*

[See all →](#)

### Videos

  
New method removes micropollutants from water  
by **Institute of Science**

  
New coating could prevent pipeline clogging  
by **MIT**

[See all →](#)

# MIT Open: Theme Page

The screenshot shows the MIT Open website interface. At the top, there is a dark red header with the MIT Open logo on the left and search, sign up, and sign in options on the right. Below the header, the page title is "Theme: Entrepreneurship" with a dropdown arrow. A search bar on the right contains the text "Search entrepreneurship". The main content area is divided into two columns. The left column features a "POPULAR (5)" tab and a "NEW (83)" tab. Below these, there is a "Sort by: Most active" dropdown. The list of posts includes: "MIT launches 'The Engine', a new venture for world-changing entrepreneurs" (201 likes, by Erdin Beshimov, 10 minutes ago), "Announcing the next MIT Beyond Food Bootcamp in Taiwan" (114 likes, by Erdin Beshimov, 45 minutes ago), "A measurable improvement in STEM access for the blind" (143 likes, by Tommy Montclair, 2 hours ago), "A study on cybersecurity start-ups : a financial approach to analyze industry trends, entrepreneurship ecosystems and start-up exits" (14 likes, by Anna Gavrilman, 2 hours ago), "New technology could offer cheaper, faster food testing" (16 likes, by Tommy Montclair, 11 minutes ago), and another instance of "A measurable improvement in STEM access for the blind" (143 likes, by Tommy Montclair, 2 hours ago). The right column is titled "Courses" and lists: "Beyond Food" (Bootcamp | Apply now), "You Can Innovate: User Innovation & Entrepreneurship" (MITx | Enroll now), "Entrepreneurship 101: Who is your customer?" (MITx | Enroll now), "Entrepreneurship 102: Do you have a product?" (MITx | Enroll now), "Managing Innovation and Entrepreneurship" (OCW), and "Designing and Leading the Entrepreneurial Organization" (OCW). A "See all" link is at the bottom of the courses list. Below the courses is an "Upcoming Events" section with: "The Engine Webcast" (May 15, 11:00a - 1:00p | Watch now (online)) and "The Emergence of Market Structure" (May 15, 4:15p - 5:45p | Building: E52-432). A partially visible "Idea Hub" event is at the bottom.

MIT Open

Theme: **Entrepreneurship** ▾

Search entrepreneurship

POPULAR (5) NEW (83)

Sort by: Most active ▾

**201** MIT launches "The Engine", a new venture for world-changing entrepreneurs (open.mit.edu)  
by Erdin Beshimov, 10 minutes ago  
76 80

**114** Announcing the next MIT Beyond Food Bootcamp in Taiwan (open.mit.edu)  
by Erdin Beshimov, 45 minutes ago  
54 24

**143** A measurable improvement in STEM access for the blind (news.mit.edu)  
by Tommy Montclair, 2 hours ago  
113 81

**14** A study on cybersecurity start-ups : a financial approach to analyze industry trends, entrepreneurship ecosystems and start-up exits (wired.com)  
by Anna Gavrilman, 2 hours ago  
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**14** A study on cybersecurity start-ups : a financial approach to analyze industry trends, entrepreneurship ecosystems and start-up exits (wired.com)

**Courses**

**Beyond Food**  
Bootcamp | Apply now

**You Can Innovate: User Innovation & Entrepreneurship**  
MITx | Enroll now

**Entrepreneurship 101: Who is your customer?**  
MITx | Enroll now

**Entrepreneurship 102: Do you have a product?**  
MITx | Enroll now

**Managing Innovation and Entrepreneurship**  
OCW

**Designing and Leading the Entrepreneurial Organization**  
OCW

See all →

**Upcoming Events**

**2017** The Engine Webcast  
May 15 11:00a - 1:00p | Watch now (online)

**2017** The Emergence of Market Structure  
May 15 4:15p - 5:45p | Building: E52-432

**2017** Idea Hub

# MIT Open: Theme Page (cont.)

**16** **New technology could offer cheaper, faster food testing** (sciencemag.org)  
by **Tommy Montclair**, 11 minutes ago  
 12 17

**143** **A measurable improvement in STEM access for the blind** (news.mit.edu)  
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[See all →](#)

### Upcoming Events

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 **May 15** 11:00a - 1:00p | [Watch now \(online\)](#)

**2017** **The Emergence of Market Structure**  
 **May 15** 4:15p - 5:45p | Building: **E52-432**

**2017** **Idea Hub**  
 **May 15** 12:00p - 4:00p | [Webinar \(online\)](#)

[See all →](#)

### Publications

Title of an amazing paper that's really quite long which would then wrap multiple lines  
*Author name* April 2017

Title of an amazing paper that's really quite long which would then wrap multiple lines  
*Author name* April 2017

Title of an amazing paper that's really quite long which would then wrap multiple lines  
*Author name* April 2017

[See all →](#)

### Recently Active

**2345** **900** **845** **1009** **12** **876**

[GIVE TO MIT](#)