MIT Open — Key Feature Set

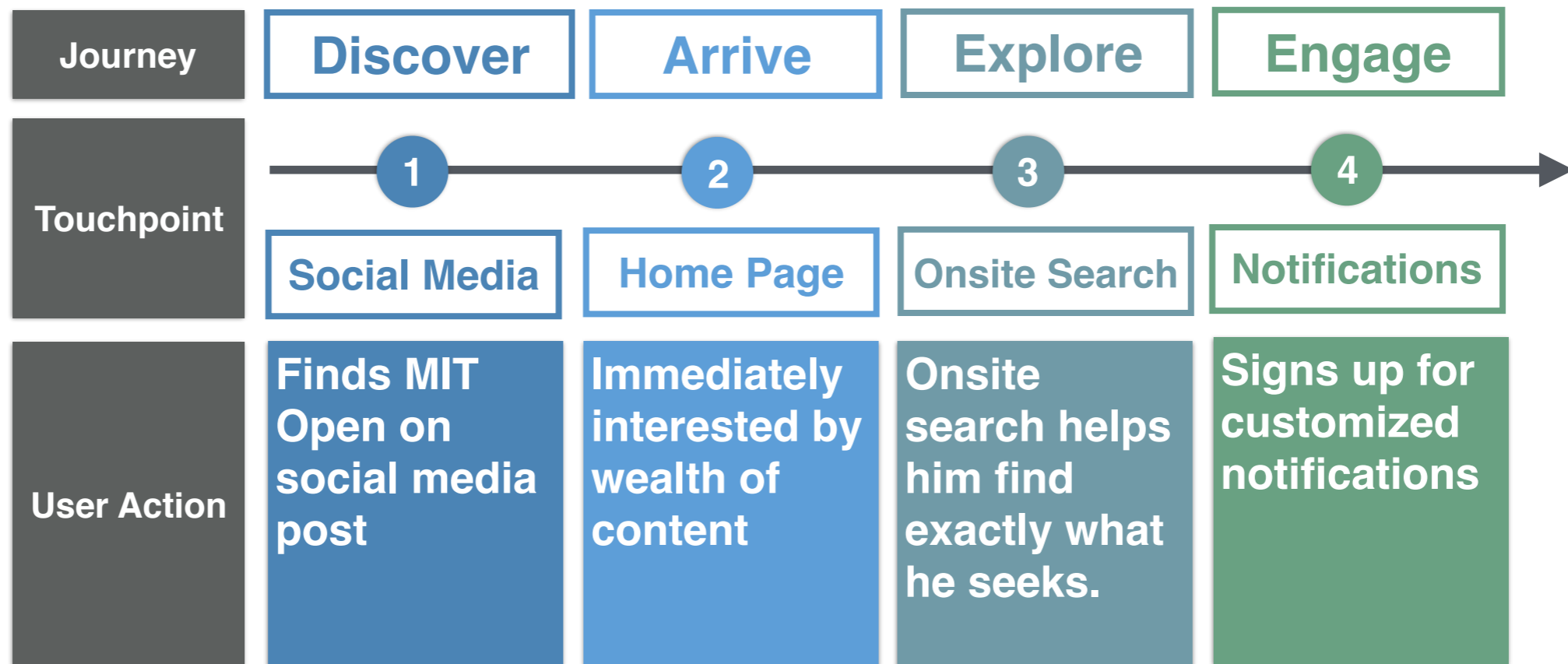| Discover	Arrive	Explore	Engage	Manage
1	**2**	**3**	**4**	**5**
Social Media	Home Page	Onsite Search	Notifications	Create a Theme
Organic Search	Theme Page	Member Matches	Discussions	Tag & Post
	Mobile Optimized	Clear Navigation	UGC	Feature Content
	Accessible	Recommendations	Single Sign On	Add New Media
	Well Organized	Sort / Filter	Create a Profile	
		Activity Feed		
		Course Referrals		
		Browse History		

3 User Stories

First time visitor

Ramon

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.

Journey	Discover	Arrive	Explore	Engage
Touchpoint	1	2	3	4
	Social Media	Home Page	Onsite Search	Notifications
User Action	Finds MIT Open on social media post	Immediately interested by wealth of content	Onsite search helps him find exactly what he seeks.	Signs up for customized notifications

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.
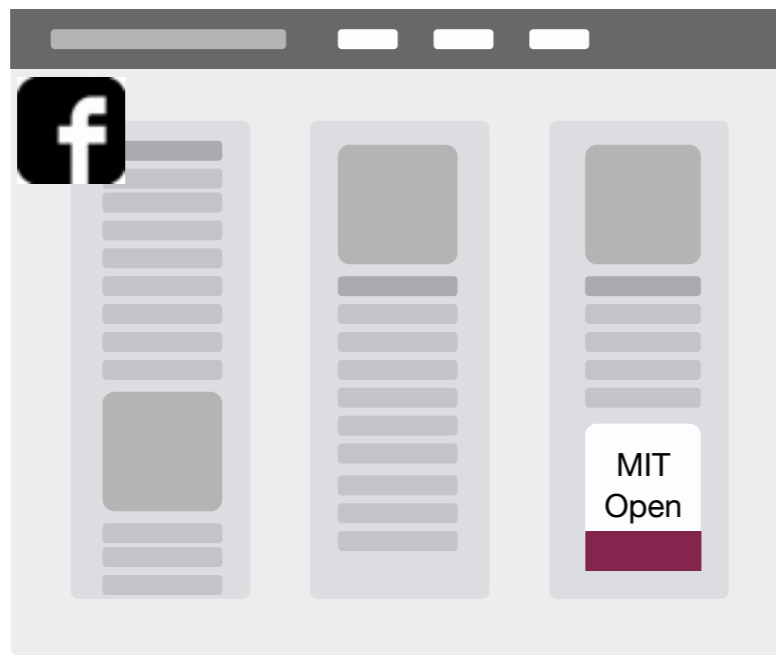
MIT Open

> 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.

3

4
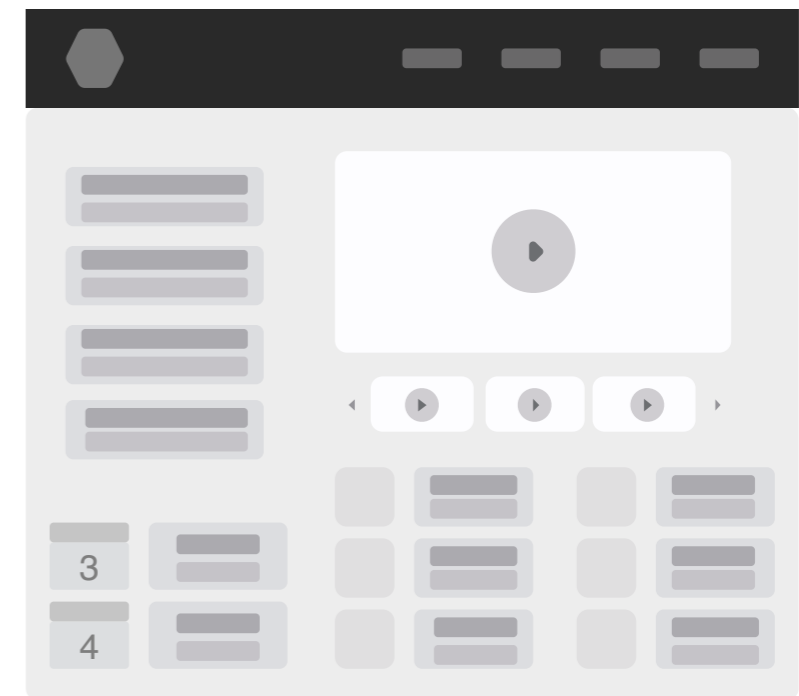
> This is amazing! I had no idea that MIT offered so much content **all in one place**.

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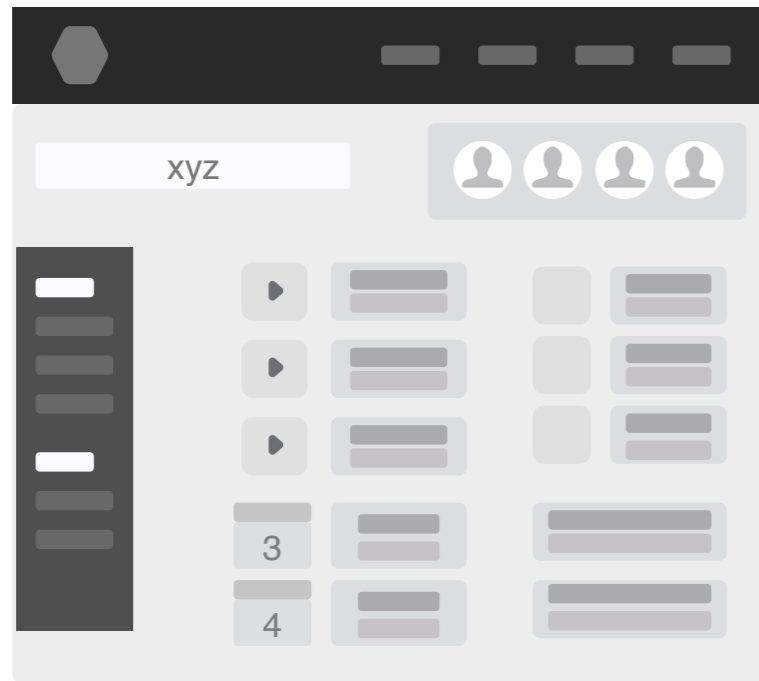
These results are far more useful than anything I've found before. MIT Open **surfaces the best content** that MIT creates.

4. Engage

Mobile Notifications

Ramon discovers a course that he's very interested in. He signs up…
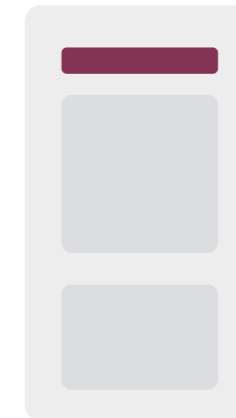
MIT Open is like a service to help me keep up with all the amazing learning resources that are produced by MIT!

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

Hsu

Journey	**Discover**	**Arrive**	**Explore**	**Engage**
Touchpoint	1	2	3	4
	Search	Theme Page	Members	Discussion
User Action	Top Google result on *Alzheimer research MIT* is MIT Open	Arrives on page that highlights the best MIT research on the topic.	Discovers curators and members who are assembling this content.	Engages in private Alzheimer discussions and shares her ideas.

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.

Neuroscience

3

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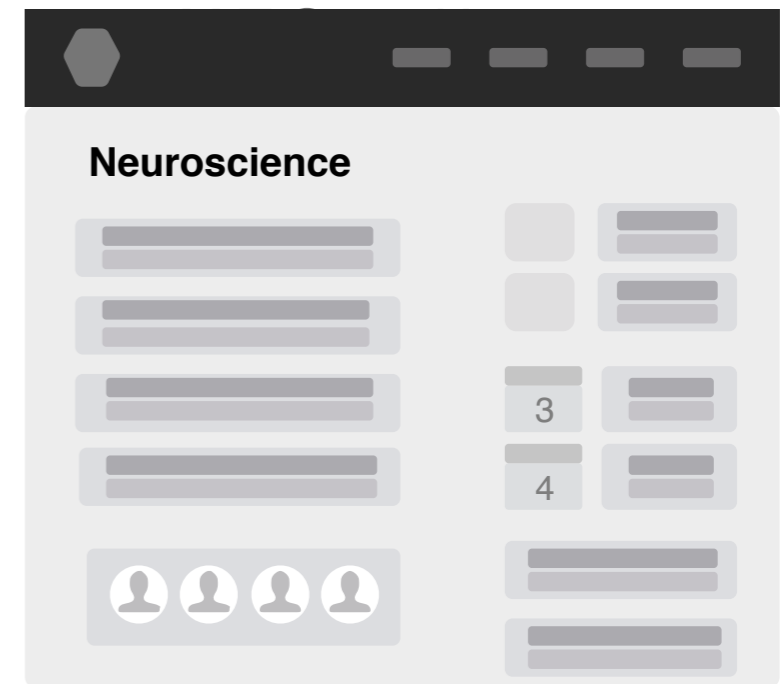
> OK, now I'm impressed. MIT Open **curated the best content** in my domain and made it easy to browse

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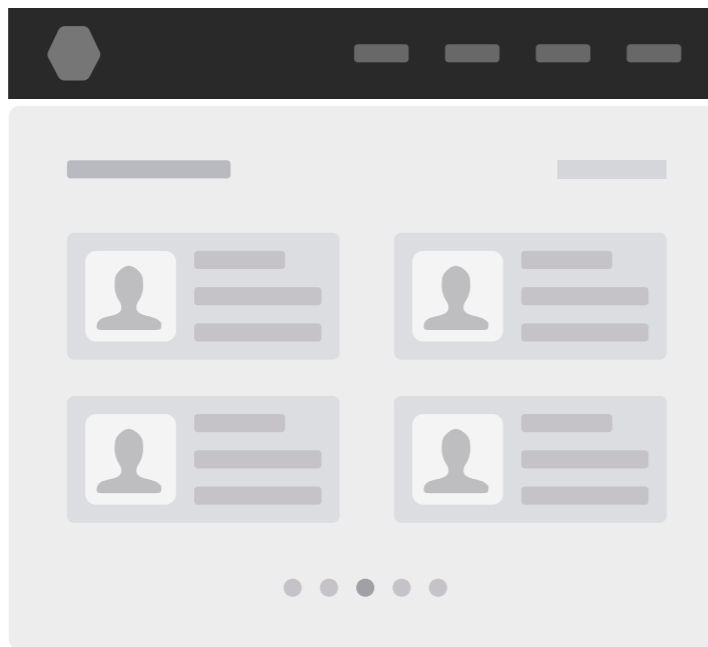
I want to **make a connection** with several of these people. Some could help me think through my ideas on a biotech startup.

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
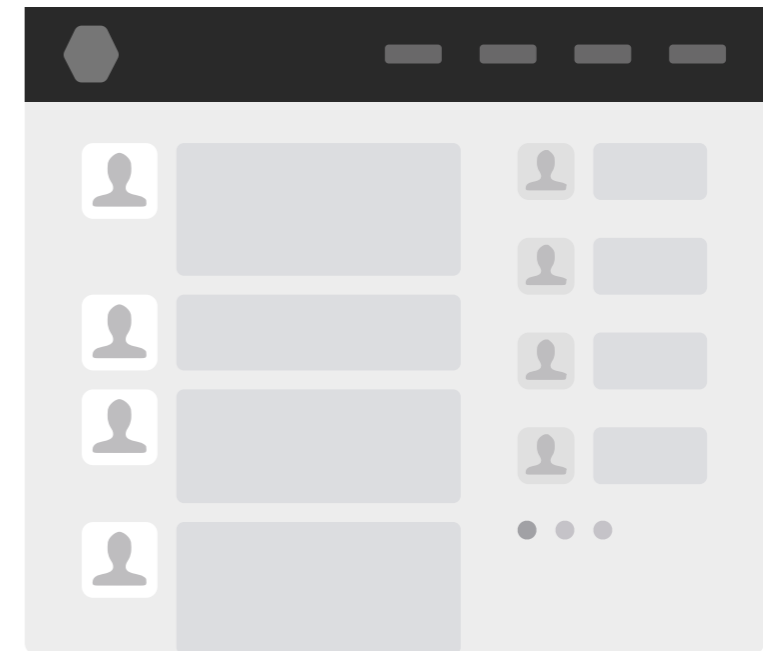
It's funny, but through MIT Open it's like **I feel more connected to MIT** than when I was actually there.
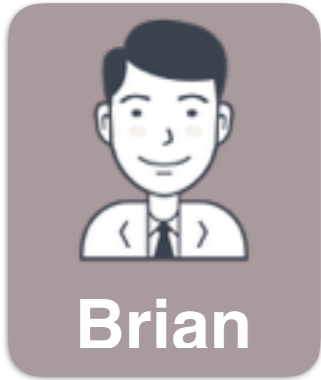
Theme Page Curator
Studied at University of British Columbia
Earned a Micromasters in Supply Chain Management
Standout student.
Admitted to MIT to complete SCM Masters
Working with his MIT Professor to increase enrollment

Brian

Journey	**Manage**	**Manage**	**Explore**	**Engage**
Touchpoint	1	2	3	4
	Tag & Post	**New Media**	**Recommend**	**UGC**
User Action	Posts and tags new and existing content.	Weekly podcast series helps engage new audiences.	Provides smart recommends based on browse history.	Interacts directly with members to surface user generated content.

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.

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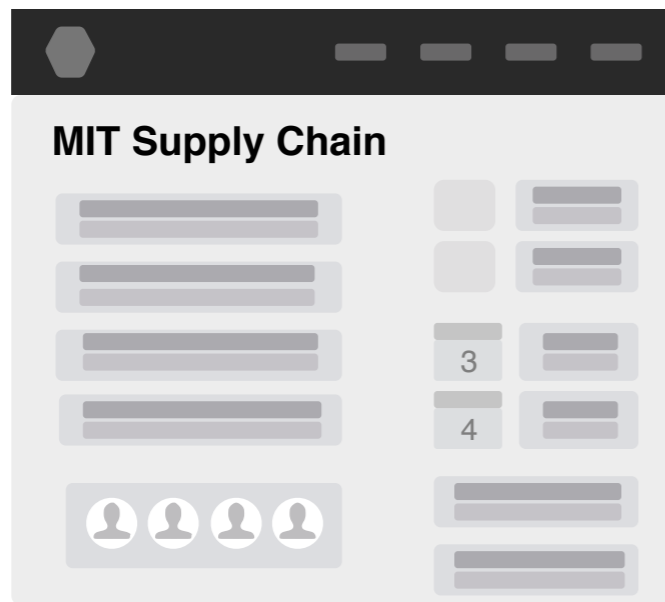
By creating a theme page, we're much more likely to **increase course enrollment**, and even define how the field should be taught.

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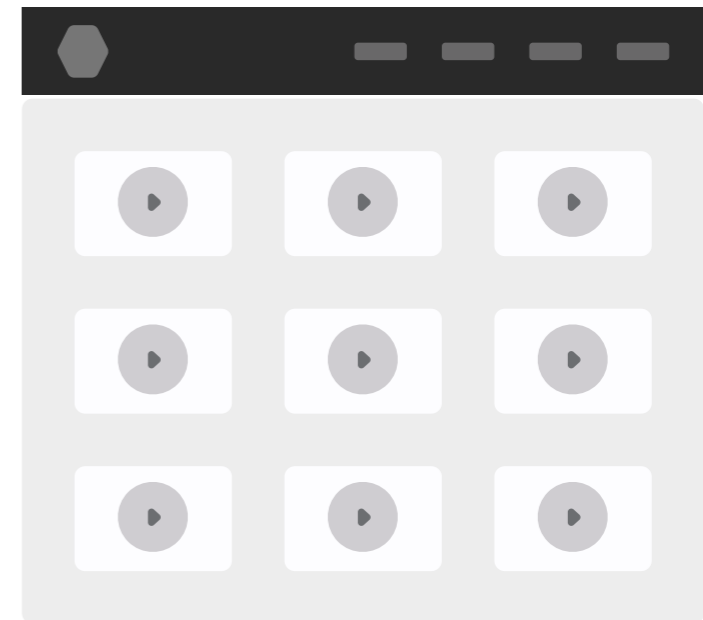
The podcasts help us to humanize what we're teaching. They're a great **entry point to the topic** and for sparking online conversations.

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.**

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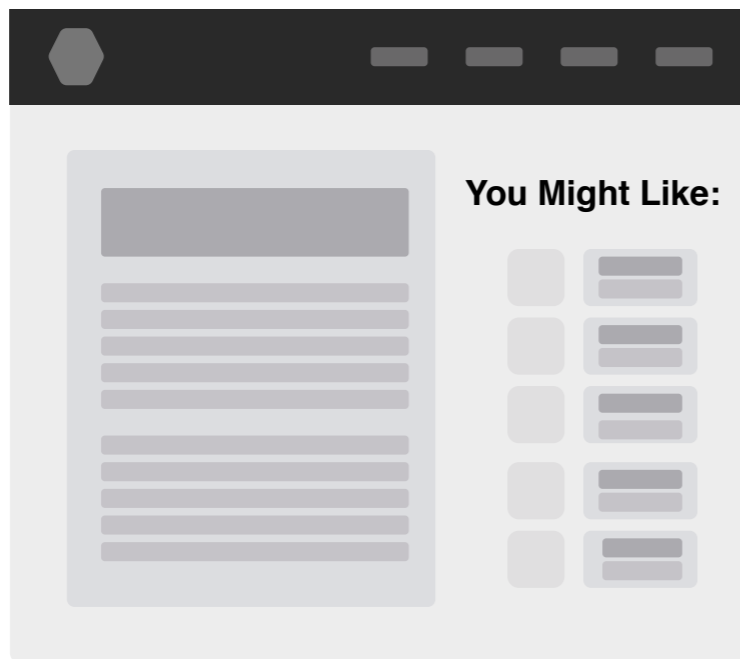
We're seeing our **session lengths increase** through "soundbite media" combined with our recommendation engine.

4. Engage

UGC
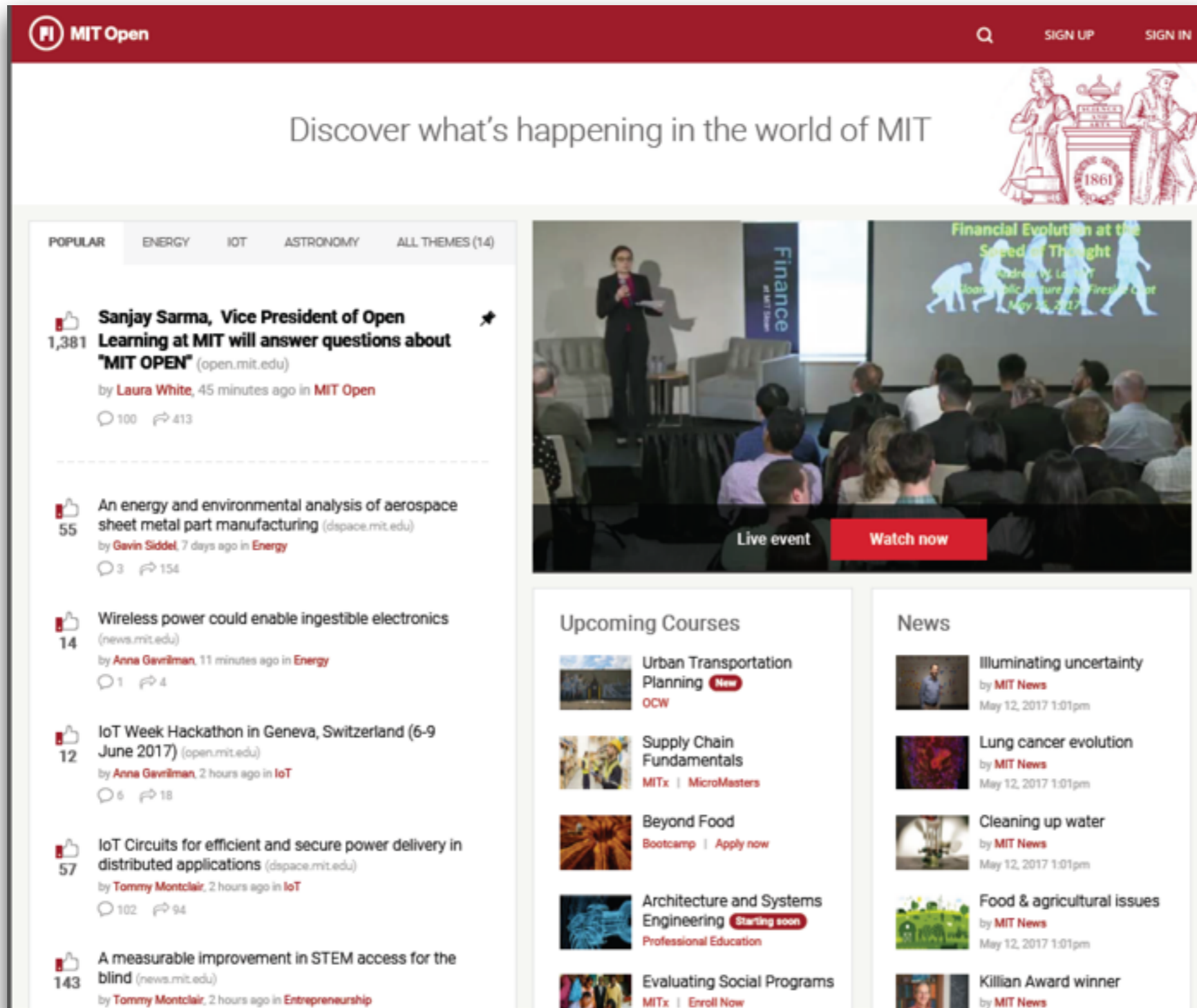
Brian actively solicits and **features user generated content** from learners, members and alumni. "Flash webinar" groups discuss key topics.
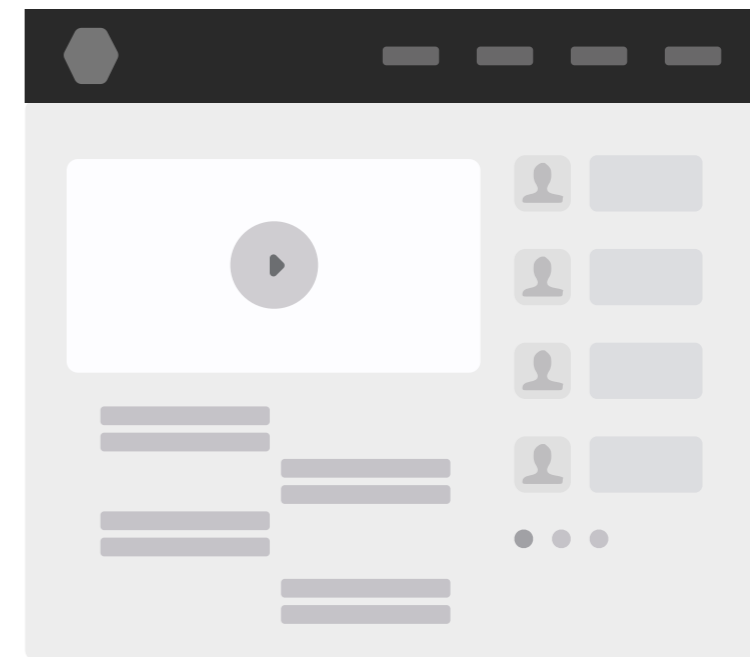
Enrollment — By maintaining a constant buzz around our main course offerings, we're **creating a center of influence** for the entire

Early Sketches

MIT Open: Home Page

MIT Open: Home Page (cont.)

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

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

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

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

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

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

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

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

See all →

See all →   See all →

Upcoming Events

2017 May 15   MIT Museum Exhibitions
10:00a–5:00p
Building: N51

2017 May 16   Idea Hub
12:00p–4:00p
Building: N51

2017 May 19   Puppet Show and Playtime
12:00pm to 1:30pm
Building: E55

2017 May 22   Pathos Student Ensemble
3:00p
Building: w16

See all →

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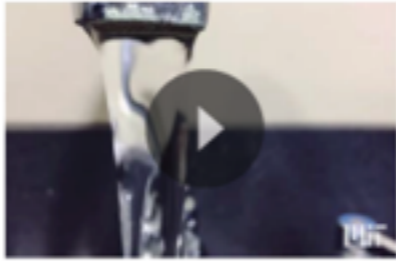
Title of an amazing paper that's really quite long which would then wrap multiple lines
Author name

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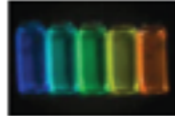
Title of an amazing paper that's really quite long which would then wrap multiple lines
Author name

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

MIT Open: Theme Page (cont.)