MIT Open — Key Feature Set

1. Discover
   - Social Media
   - Organic Search
   - Mobile Optimized
   - Accessible
   - Well Organized

2. Arrive
   - Home Page
   - Theme Page

3. Explore
   - Onsite Search
   - Member Matches
   - Clear Navigation
   - Recommendations
   - Sort / Filter

4. Engage
   - Notifications
   - Discussions
   - UGC
   - Single Sign On
   - Create a Profile

5. Manage
   - Create a Theme
   - Tag & Post
   - Feature Content
   - Add New Media
   - Activity Feed
   - Course Referrals
   - Browse History
3 User Stories
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.
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

- **Journey**
  - **Discover**
    - Top Google result on *Alzheimer research MIT* is MIT Open
  - **Arrive**
    - Arrives on page that highlights the best MIT research on the topic.
  - **Explore**
    - Discovers curators and members who are assembling this content.
  - **Engage**
    - Engages in private Alzheimer discussions and shares her ideas.

- **Touchpoint**
  - **Search**
  - **Theme Page**
  - **Members**
  - **Discussion**
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.

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

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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.
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.

![Image of member profiles]

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.

![Image of discussion]

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

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**Journey**

**Touchpoint**

**User Action**

1. **Manage**
   - Posts and tags new and existing content.

2. **Manage**
   - Weekly podcast series helps engage new audiences.

3. **Explore**
   - Provides smart recommends based on browse history.

4. **Engage**
   - Interacts directly with members to surface user generated content.
By creating a theme page, we’re much more likely to **increase course enrollment**, and even define how the field should be taught.

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.

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.
3. Explore

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

4. Engage

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

We’re seeing our session lengths increase through “soundbite media” combined with our recommendation engine.

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: Theme Page

Theme: Entrepreneurship

Courses
- Beyond Food Bootcamp | Apply now
- You Can Innovate: User Innovation & Entrepreneurship | Enroll now
- Entrepreneurship 101: Who is your customer? | Enroll now
- Entrepreneurship 102: Do you have a product? | Enroll now
- Managing Innovation and Entrepreneurship | OCW
- Designing and Leading the Entrepreneurial Organization | OCW

Upcoming Events
- The Engine Webcast
  - 11:00a - 1:00p | Watch now (online)
- The Emergence of Market Structure
  - 4:15p - 5:45p | Building: E52-432
- Idea Hub