

LIME

LOW INCOME & MINORITIES IN EDUCATION

VALUE PROPOSITION: MAKING DREAMS ACCESSIBLE

PROBLEM/SOLUTION OVERVIEW: INSTITUTIONAL RACISM AND CLASSISM PRESENT UNIQUE BARRIERS TO LOW-INCOME AND MINORITY STUDENTS. WE PROPOSE A PARTIAL SOLUTION THAT INTRODUCES THEM TO DIFFERENT CAREER PATHS, PROVIDES THEM WITH INFORMATION ABOUT ACADEMIC OPPORTUNITIES, AND ALLOWS THEM TO UPLIFT OTHER STUDENTS BY SHARING THOSE OPPORTUNITIES WITH THEIR PEERS .

SIMPLE TASK: TAKE A PROFESSION QUIZ

NO CHANGE

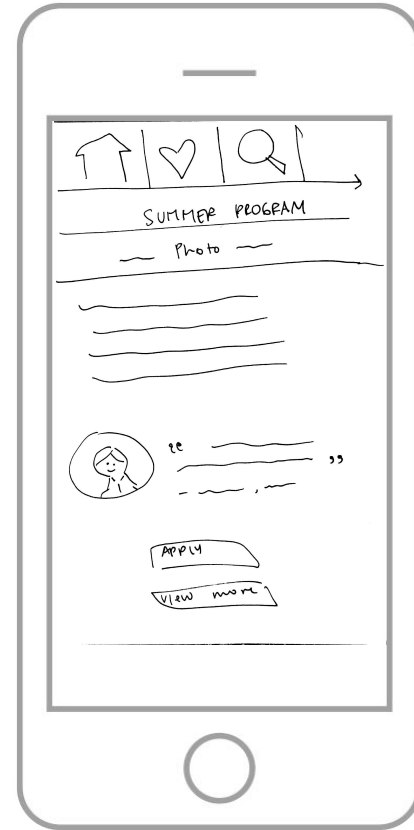
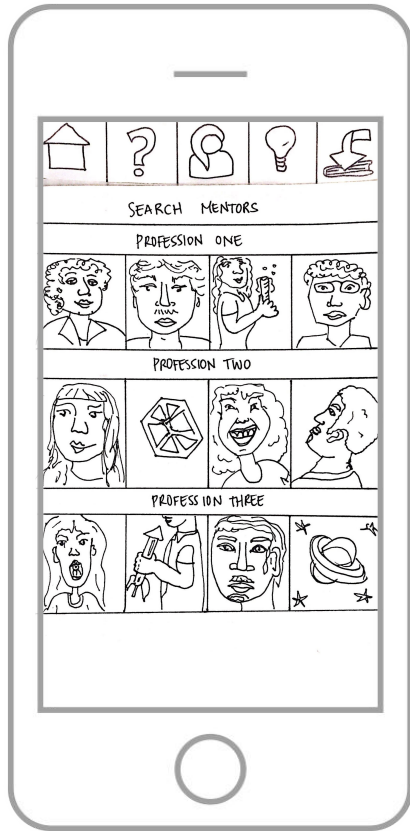
MEDIUM TASK: FIND AN OPPORTUNITY

NO CHANGE

COMPLEX TASK: ADD AN OPPORTUNITY FOR OTHERS

NEW EMPHASIS ON PEER SHARING

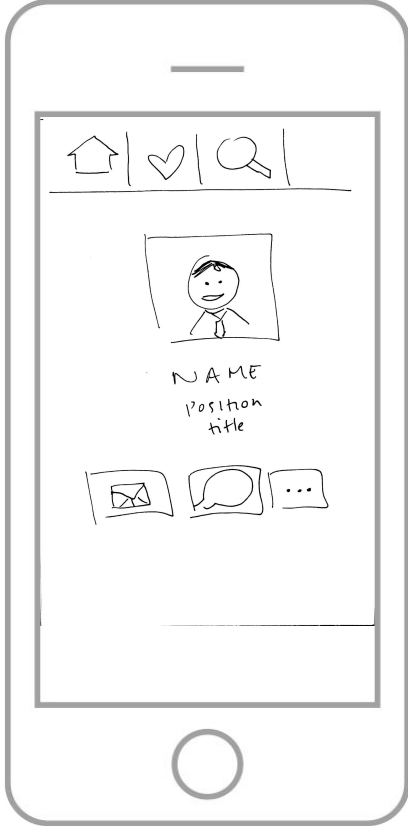
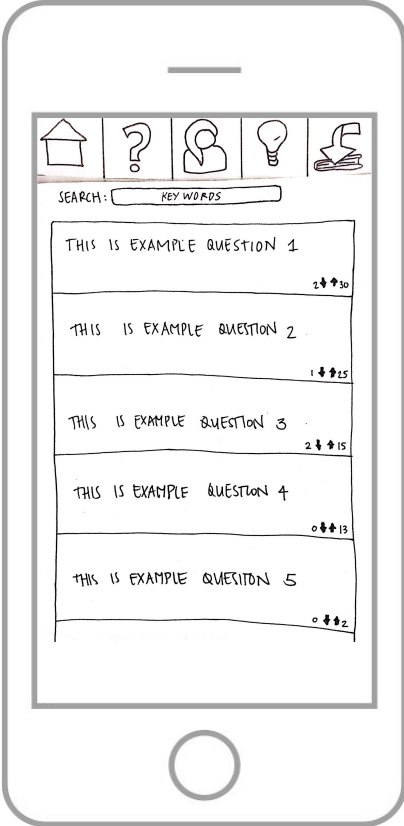
MAJOR DESIGN CHANGE #1: FOCUS ON PEER EXPERIENCES RATHER THAN MENTORS



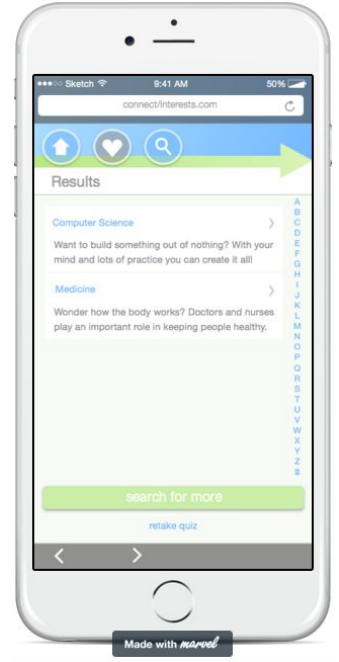
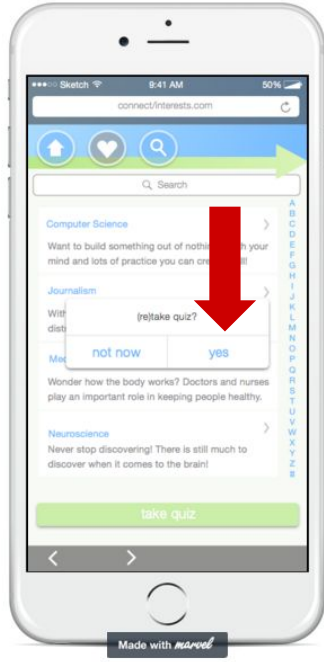
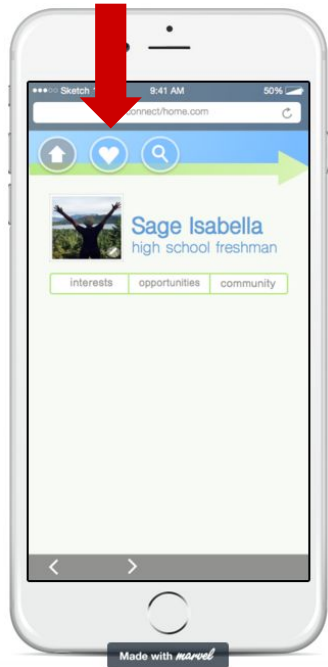
MAJOR DESIGN CHANGE #2: MORE SELF-EXPLANATORY ICONS



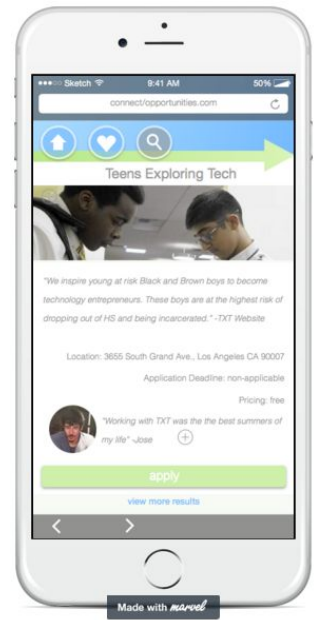
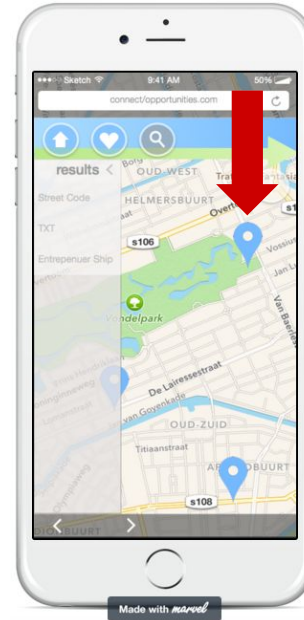
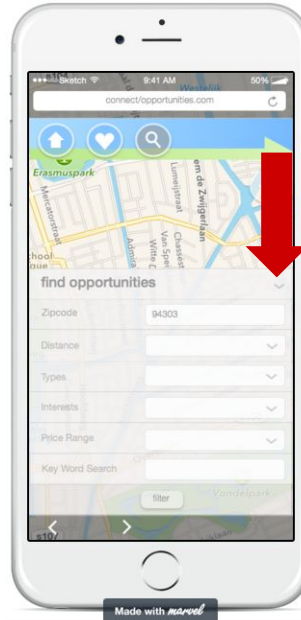
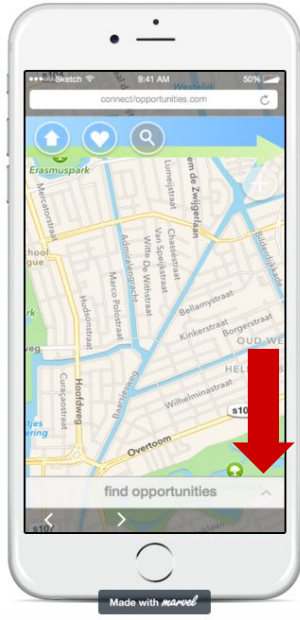
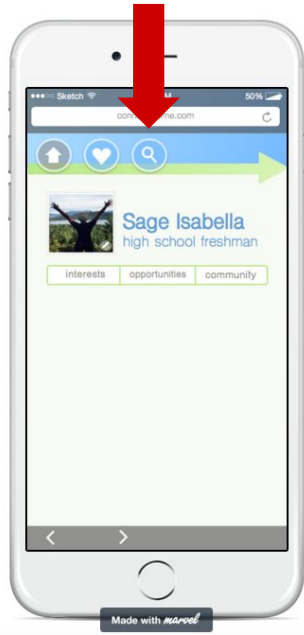
MAJOR DESIGN CHANGE #3: EMAILING PEOPLE VERSUS ASKING QUESTIONS



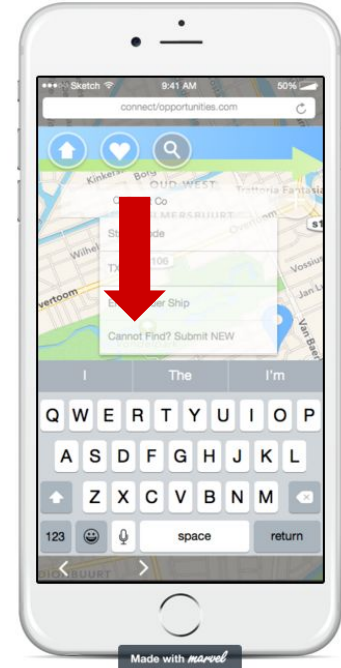
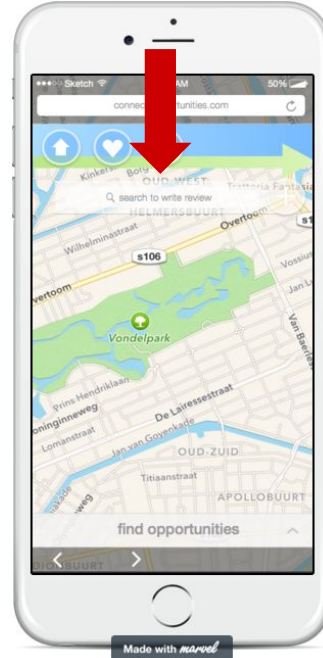
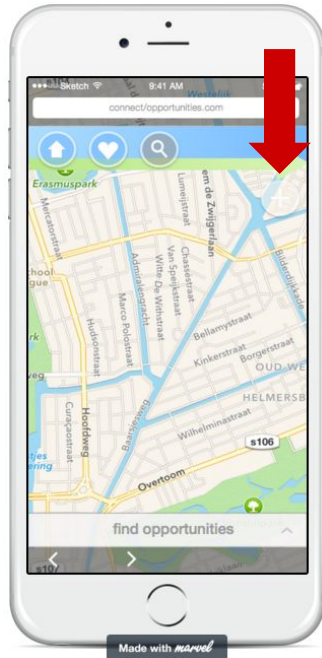
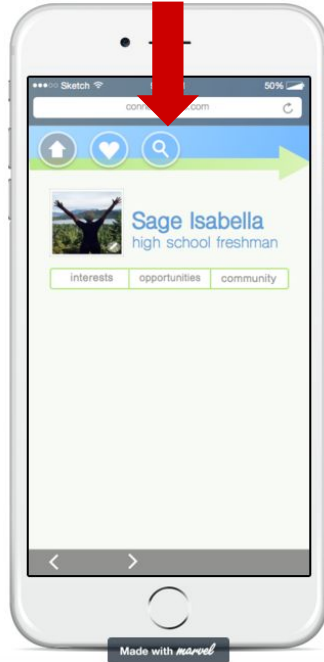
SIMPLE TASK: TAKE A PROFESSION QUIZ



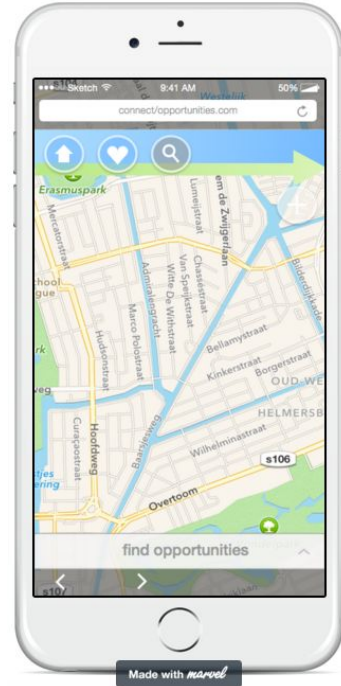
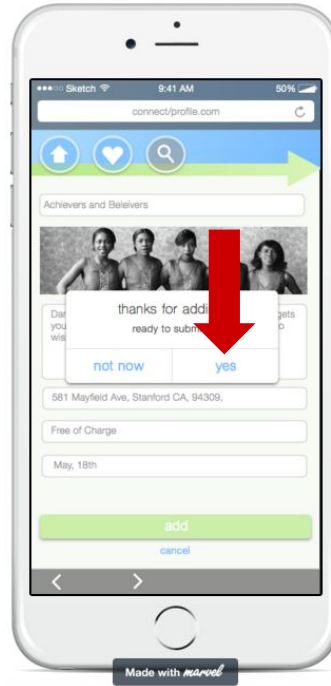
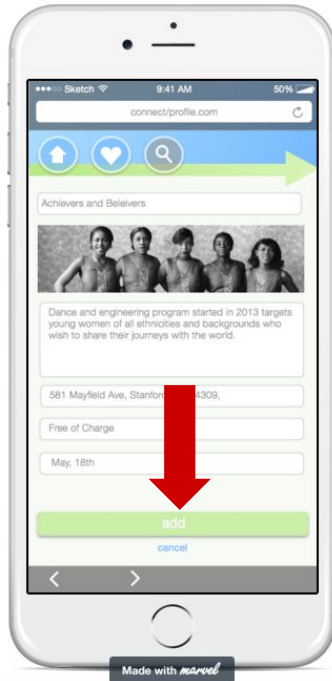
MEDIUM TASK: FIND AN OPPORTUNITY



COMPLEX TASK: ADD AN OPPORTUNITY FOR OTHERS (PART ONE)



COMPLEX TASK: ADD AN OPPORTUNITY FOR OTHERS (PART TWO)



REVIEW ON MARVEL SKETCH

POSITIVES

- EASY TO USE
- UI KIT
- PLUGIN

NEGATIVES

- MIRROR APP COSTS \$4.99



LIMITATIONS/TRADE OFFS (WHAT WAS LEFT OUT AND WHY)

- NO FULL PROFESSION QUIZ - WE ANTICIPATE OUTSOURCING THAT
- NO ACTUAL DATABASE - THAT'S FOR LATER
- NO REAL USERS - OBVIOUS REASONS
- NO MODERATION PROCESS FOR SUMMER PROGRAMS - THAT'S FUNCTIONALITY FOR US, NOT FOR USERS

WIZARD OF OZ TECHNIQUES / HARD-CODED FEATURES

- EVERYONE GETS THE SAME QUIZ RESULTS
- EVERYONE GETS THE SAME LIST OF OPPORTUNITIES AFTER FILTERING
- UNIFORM USERNAME/PASSWORD
- CAN'T CUSTOMIZE NEW OPPORTUNITIES