

TelmexConnect Milestone #2

Team:

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& two anonymous MIT students

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Some related solutions...

Social: Facebook

Professional: LinkedIn

Screenshots of webpages removed due to copyright restrictions.

Academic: Gates
Millenium Scholars
"Scholar Connection"

Interest Based:
civilrights.org "Student
Activist Network"

Needs Assessment (Why?)

- Optimize the existing solution?
- Introduce a mobile network?
- What is the lack the Fellows perceive?
- What are their expectations?
- Feedback from our project partner (Telmex)

Our Needs Assessment Strategy

- Discussion with project partner
- Disseminate a survey to around 200 Fellows
- Collaborate with a focus group

Survey:

- Multiple revisions to arrive at an optimum number of questions ,effectively framed
- Translated to Spanish (multiple reviews)
- 200 Fellows selected by project partner
- Measures taken to make sure the group has a mix of Fellows who are active members of Interactuando.org as well as those who are not
- Distributed online via Surveymonkey

The Survey!

Survey for Telmex Fellows

Hello! Congrats on being a recipient of the Telmex Foundation So would like to learn from you about your experiences as Fellows of individuals. We would like to use your valuable feedback/suggesti Telmex Fellows' Community! We request you to take a few minut questions.

BASIC INFO

Age _____

Gender _____

City _____

What is your area of study? _____

What are your hobbies? _____

Telmex Foundation Feedback

1. How many Telmex Fellows within your University do you know
(choose one option)

- a) less than 10
- b) 10-30
- c) 30-50
- d) greater than 50 (please mention an approximate number _____)

2. How many Telmex Fellows do you know or collaborate with
(choose one option)

- a) less than 10
- b) 10-30
- c) 30-50
- d) greater than 50 (please mention an approximate number _____)

3. What social networking sites are you currently a member of? *(2 options)*

- a) Hi5
- b) Metroflog
- c) Facebook
- d) MySpace
- e) Others *(please specify)* _____

4. a) Are you a member of Interactuando.org?

- Yes
- No

10. How do you keep in touch with your friends?

	Most often	Sometimes	Rarely	Never
Email				
Phone calls				
SMS				
Social networking website				
Meeting in person				

11. What do you use your personal mobile phone for?

	Most often	Sometimes	Rarely	Never
Calling friends				
SMS				
Checking email/web browsing				

____ I don't use a mobile phone

12. On an average, how much do you spend each month as mobile phone charges?

13. If you were given a chance to connect via SMS with 10,000 Telmex Fellows, what would you most likely say? :)

Thank you! We may need further feedback from you, which is entirely optional, if you would like to be a part of our study please provide us an email id _____

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networking sites?

- Yes
- No
- Maybe



Massachusetts Institute of Technology

Project: Telmex Connect

The survey in Spanish

9. ¿Qué tan útil te sería si pudieras entrar en contacto con otros becarios Telmex para colaborar y discutir sobre temas relevantes como:

	Muy relevante/útil	Algo relevante	No estoy seguro	Para nada útil
Temas académicos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oportunidades de empleo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hobbies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Otros (especificar)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. ¿Estarías interesado en formar parte de un sitio social exclusivo para la comunidad de Becarios Telmex?

- Sí
- No
- Tal vez

11. Si tu respuesta fue SI, ¿preferirías que este sitio estuviera ligado a tus cuentas actuales en otros sitios de redes sociales?

- Sí
- No
- Tal vez

12. ¿Cómo te mantienes en contacto con tus amigos?

	Regularmente	Algunas veces	Raras ocasiones	Nunca
Email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Survey: Typical questions

Do they connect with Telmex Fellows within/outside their universities?

How do they connect with Telmex Fellows?

Awareness of the existing website

- 4 a) Are you a member of Interactuando.org?
 - Yes
 - No
- b) If Yes, how often do you use Interactuando.org?
 - Everyday
 - At least once per week
 - A few times each month
 - Never

Is there a perceived need for more interaction among Fellows

8. How useful would it be if you could connect and collaborate with other Telmex Fellows to discuss common issues like:
(please check appropriate boxes)

	Very useful	Somewhat useful	Not sure	Not at all useful
Academics				
Career Opportunities				
Hobbies				

Survey: Typical questions

Level of mobile/internet usage

-how often do they access internet/from where?

-mobile phone primarily used for (SMS/ voice calls/browsing)

How do the Fellows currently network

3. What social networking sites are you currently a member of?

(You may choose multiple options)

- a) Hi5
- b) Metroflog
- c) Facebook
- d) MySpace

e) Others *(please specify)* _____



Salient points from discussion with project partner

- Around 5000 Fellows currently registered on the website
 - it is mandatory for them to register during their tenure as Fellows
- “Interactuando.org” was intended to be an open space for academic collaboration and social networking.
 - the community of Fellows isn’t very clear about this
 - presently the website is more directed towards social networking

Discussion with project partner

- A new solution should focus more on collaboration at the **academic** and **professional** level
 - create knowledge within the community
 - encourage mentoring
- Our proposed incentive based system and ideas for establishing an academic/professional networking were found promising

Proposed two-level course of action

- **Increase activity on the website by:**

throwing open competitions/challenges (would act as an incentive to use the website)

TelmexConnect :Click a Pic! Take a picture with as many Fellows, maybe with a Telmex sign in the field of view (would encourage them to meet)

Telmex Connect : Creative Answers!

- **Incentivize current members to encourage more Fellows to join the Telmex Connect network.**

Collaborate with a focus group

- Conversation with a group of 5-7 Fellows (*before the end of this week*)
- Make them feel a part of this team, learn about their ideas for better networking
- Would they be interested in connecting with other Telmex fellows for: career advice/academic help/goal-setting and leadership development ?
- Connect with former Fellows.
- Assess how useful the role of a mentor would be

Questions?



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