

Research Methods In Human Centered Design

Leading Mind Labs Project 2 - Major Research Summary Report

The Question

How might we design a digital platform for entrepreneur hubs to create the best possible “intrinsic motivated interactions” between its members and their mentors.

The Reason

Entrepreneurs live their everyday working life in a very unique environment which requires them to succeed in to thrive and survive in their goals. Mentors on the other hand can play the major role in these life styles as they can mold and form these entrepreneurs towards better results and performance while finding the right skill sets for their own business and additions to their already successful businesses. These unique life styles can be further enhanced through better and more effective connections to create a “symbiotic” system within an application.

The goal behind this research was to understand and inform the stakeholder of the requirements to boost entrepreneurs and mentors potential interactions by using their intrinsic motivations to establish a synergy within or outside these environments between entrepreneurs themselves and their mentors more effectively. Through our research, we analyzed many different data from variety of effective research tools in order to incorporate the best possible synergistic environment for this application between it's members.

The Methods

Our methodology was through using AEIOU observation method to obtain organized and useful data in the field in micro level details. We used AEIOU standardized format and visited two different entrepreneur hubs “Communitech” in Kitchener, Ontario and “CSI” in downtown Toronto to increase our quantity of data to benefit our research in the long run.

We visited these hubs in the teams of two and observed and recorder five main aspects of entrepreneurs work life inside these hubs as of what their actions are, what type of environment they prefer, types of interactions they have, different objects that they use and finally how many different types of users were using these entrepreneur hubs.

After gathering the data, we analyzed the data along with data gathered by other groups which was conducting this research through different methodologies. Ultimately we came up with some insights and ideas for the intended application which are presented in the following pages.

The Insights

Competition Is A Great Motivator

A good dose of competition can always help when looking for the right people to get involved with. It always shows the motivated individuals from the rest and can prove useful. This can be the case for both entrepreneurs and mentors who are active in the scene to achieve their goals free of any biases and can be directly linked to their performance in the field. This competition is not based on how they perform comparing to others but more on how they can achieve the proper standard to seize the possible opportunities while they are available.

Let The A.I. Do The Work

Public recognition is easier to achieve when its generative rather than self-advertised. Entrepreneurs always struggle to be recognized in the market by their clients, their possible mentors or their peers for more connections.

This can be made easier when their efforts are automatically shown to wide range of already interested individuals and groups to find their potential and proven record comparing with self advertisement which can have it's own flaws and struggles saving time for the entrepreneurs or mentors to focus on their achievements.

How Serious Are You?

Our research shows mentors are always more interested in entrepreneurs who take things seriously and professionally. They need to invest on entrepreneurs who are following up with their tasks and show more interests overall for the time the mentor is going to invest considering their busy schedules. Same goes for entrepreneurs when it comes to trusting their mentors. This trust can be built when users have proven tracks of their activities in the field and in return, interested individuals have a means to access these records resulting in a more informed and trusted connections and investments on the base of eagerness and actual work.

Symbiotic System(Synergy)

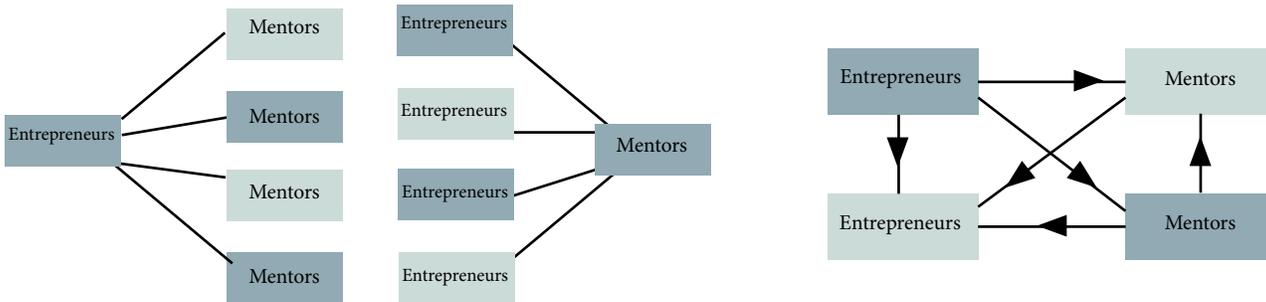
Mutual benefits are always welcomed in a synergy. The entrepreneurs and mentors can both benefit from their connections whether through other mentors or other entrepreneurs. This is a two way relationship which is not only to benefit entrepreneur but also can benefit the mentors as well. This synergy can help better and more tailored connections.

Tracking Hours

Tracking user hours can mark their success. Tracking both entrepreneurs and mentor hours can be very beneficial as it can mark their activities and the time they spend on for their tasks. This will be a very good and accredited source for anyone trying to make contact with them as it clearly shows their performance in entrepreneur/mentor relationships. The main point to validate these tracks is that it has to be approved and validated(Anonymously) by both sides of those activities which is the mentor and entrepreneurs.

Teams Are Better (Diversity)

As per our research entrepreneurs and mentors always prefer to have teams to work with them rather than one to one interactions. They can start working towards a bigger goal and also it will save them a lot of time. Connections between entrepreneurs and mentors are not mutually exclusive. There are many cases of these innovators seeking their peers. Entrepreneurs seeking to build connections to other entrepreneurs to find new collaborations and strengthening their initiatives and mentors seeking new connections to form better alliances and enhance their mentorship and business capabilities.



The Ideas and Concepts

Ideal Match

Entrepreneurs and mentors can be promoted based on their follow ups, finishing projects and mentor's recommendations to more connections of their choice criteria which are closer to their ideals. When reached a specific hours of actual proven activity with their entrepreneurs/mentors they will be promoted through the system to choose from a range of possible connections considering their preferred categories. Both the promoted user and the requested connections will have the access to the records of each other's work and tracked records to establish a better connection and trust. These requests will be pending decision upon the approval of the other side of these connections.

Entrepreneur / Mentors rewarding module

Entrepreneurs will have a chance to get promoted in the app as they follow and accomplish their projects to have a chance to be introduced to higher level mentors.

The ranking system can be very beneficial to promote the more active users and ultimately rewarding them with more quality connections. Featured mentors will have the chance to get connected with other mentors as an unlocked feature after fulfilling required hours in a month with other mentors/entrepreneurs in their target industry.

This can be a solid way of both tracking the mentor hours and incentivizing the efforts they put through mentorships.

Team Builder

Though appropriate algorithms, the app will be able to promote a feature called team builder for the featured mentors. This new feature will give the mentors ability to make a team of 5-8 entrepreneurs who can be suggested to that mentor as they already requested to be mentored by them. The mentor can make this team basis of all the pending requests which are in his team builder profile to make the best team for a specific project and improve the overall efficiency of the entrepreneurs involved.