



Assignment 2: Sell-In

Anavi, Shardul, Saniya, Sara



Our Team



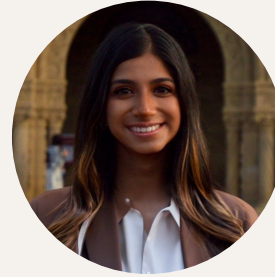
Anavi Baddepudi

Computer Science
AI track '25



Sara Bukair

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First year Computer Science
PhD

Problem Domain

Young professionals learning about
and interested in working on social
impact activities

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New Interviews



Avi

**International Student completing
a Master's in Product Management**



Kristine

**Assistant Director @ Seeds of
Change, Stanford University
Program**



Gabriela

**Researcher and Data Analyst @
VMware Women's Leadership
Innovation Lab**

Methods



Avi

**International Student completing a
Master's in Product Management**

- **Mode: In-Person**
 - **Interviewer: Shardul Sapkota**
 - **Notetaker: Saniya Vashist**
 - **Compensation: Thank you email**
-

Our Questions for Avi

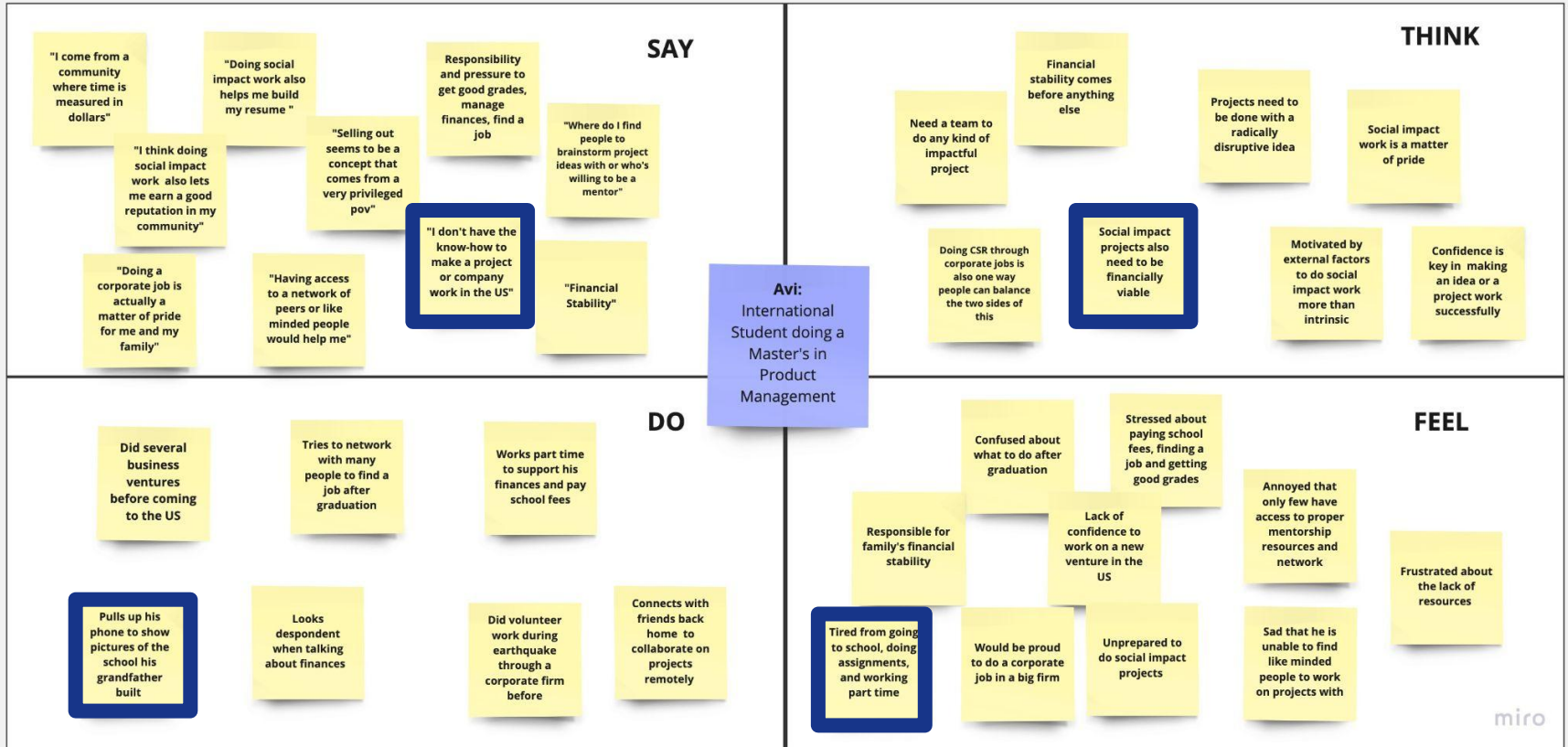


Avi

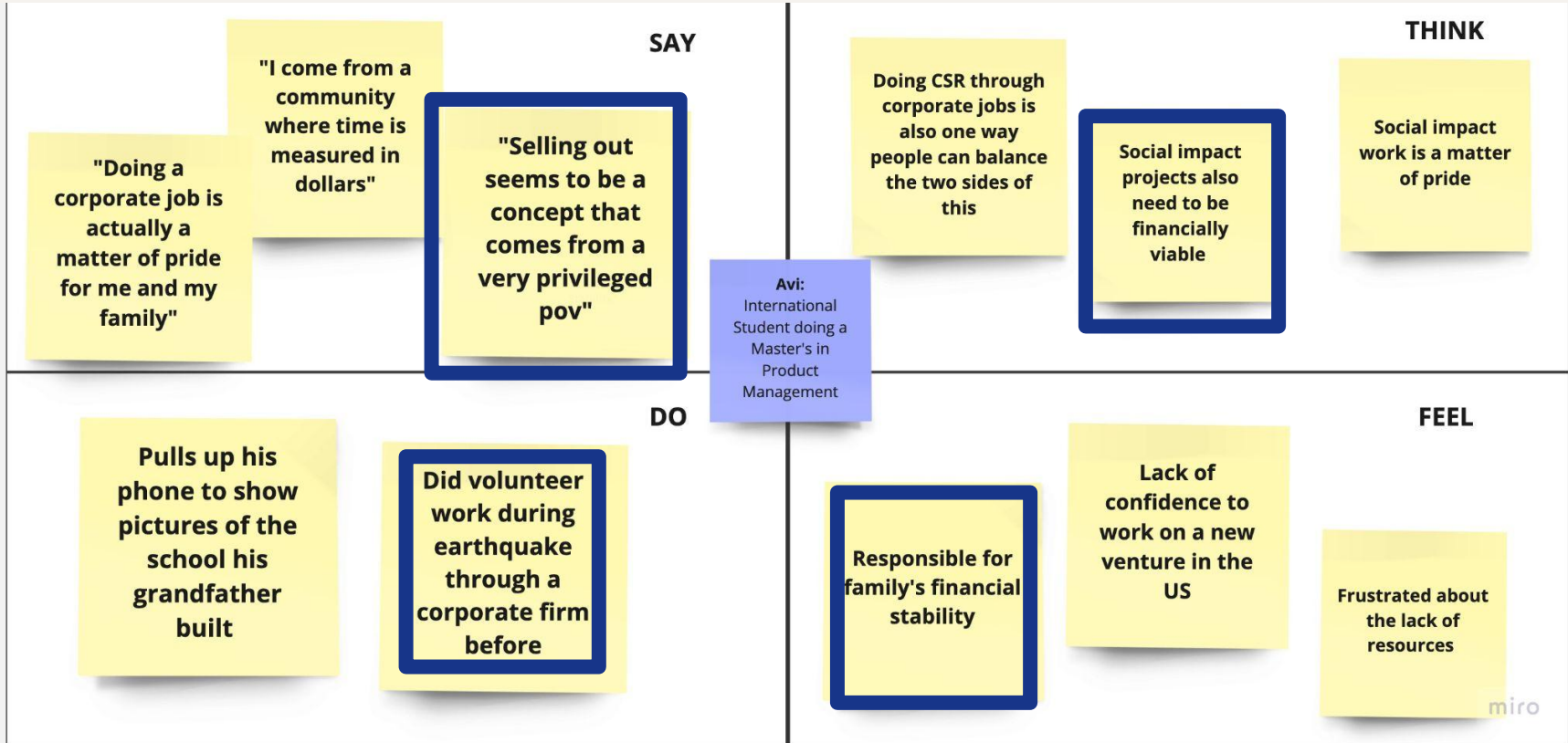
**International Student completing a
Master's in Product Management**

- **What factors affected your decision to do a corporate role compared to a startup or pursue one of your passion projects full time?**
 - **What ambitions did you have when entering college and how did goals fare with where you are now?**
 - **How have you managed to engage with your desire to give back to the community?**
 - **How do you see your current job in light of the impact you hoped to make after graduating college?**
-

Empathy Map



Empathy Map (Key Info)



“Working a corporate job is actually a matter of pride for me and my family”

—**Avi**

Methods



Kristine

Assistant Director @ Seeds of
Change, Stanford University
Program



Gabriela

Researcher and Data Analyst @
VMware Women's Leadership
Innovation Lab

- **Mode: In-Person**
 - **Interviewer: Sara Bukair**
 - **Notetaker: Anavi Baddepudi**
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-

Questions for Kristine & Gabriela



Kristine

Assistant Director @ Seeds of Change, Stanford University Program



Gabriela

Researcher and Data Analyst @ VMware Women's Leadership Innovation Lab

- What do you find most empowering about your work with Seeds of Change? Can you tell a story about a time you felt proud of a student's development (either a mentor or mentee)?
- Based off of your research what do you believe is the reason for minority communities being underrepresented in leadership positions?
- How would you measure meaningful social-impact work?
- What do you think are barriers for students who want to pursue social-impact careers? Can you think of a story that displays these struggles?

Key Quotes

“[after doing social impact work abroad] When I was in my mid 20’s I was like... I need a job, I need stability, and where can I find enough alignment?”

–**Kristine**

Key Quotes

“Financial security when your young, allows you to not have to professionalize at that moment in time”

–Kristine

Key Quotes

“When I was doing my undergrad in Brazil, I had to pick a marketable degree. While there were other things I may have wanted to work with, I had to think about what would get me a job at the end of the day.”

–Gabriela

Key Quotes

“Impact can look very different based on what you are researching. It’s hard to tell whether your initiative is actually impacting something.”

–Gabriela

Initial POVs

We met a dedicated CSRE student at Stanford

We were surprised to notice that even though she's super passionate about social impact, especially in education, she's very open about the fact that it's not typically seen as a stable or financially secure career choice.

We wonder if this means that she might weave through a career that balances both her impactful aspirations in educational reform and a desire for a stable, lucrative career.

It would be game-changing to find a way to merge this desire for impactful work in educational policy with a career path that doesn't make her compromise on stability or financial security.

Initial POVs

We met a Stanford Twi professor, who works in spirituality and language teaching.

We were surprised to notice his reflection on the role of helping people unlock their sense of self as a source of fulfillment.

We wonder if this means his passion for helping others find and feel fulfillment and maintain their sense of self stems from noticing a prevalent loss of personal values and identity amongst individuals as they navigate through academia and into the corporate world.

It would be game-changing to apply his insights and experiences on a broader scale. Imagine if, from college onward, there were robust mechanisms to remind people of their roots and values continuously.

Revised POV: Arpan

We met a dedicated 23-year-old SWE at Google, working to secure financial stability.

We were surprised to notice how he continues to code in the evening, despite the fatigue from his day job as a SWE, to work on his passion projects

We wonder if this means he believes that programming and startups are the only way to do impactful projects.

It would be game changing to provide him with alternative ways to work on social impact issues than programming outside of his work, so as not to add to his fatigue.

Revised POV: Avi

We met an International student in his mid-twenties doing his Master's in PM, who wants to give back to his country and community.

We were surprised to notice that he wants to do social impact work to primarily build his resume and land a corporate job.

We wonder if this means he cares about external factors like stronger resume and perceived social status

It would be game changing to find a way for him to professionally develop himself through impact work

HMWs for Arpan

- HMW empower this SWE to allocate some of his time to social impact projects?
- HMW we help this SWE find or create opportunities for making a difference within the constraints of their current job at Google?
- HMW build a support network or community within Google for like-minded employees who want to balance financial and meaningful social contribution?
- HMW develop a mentorship program to guide young engineers to align their career goals with their passion for social good?
- HMW establish partnerships between corporations and social impact organizations to allow employee engagement in meaningful projects?
- HMW develops time management tools and strategies for young professionals striving for this balance?
- HMW we build awareness / educate on the various social impact projects that are ongoing in the area?
- HMW help translate his passion into actionable steps that can help communities he cares about?
- HMW compartmentalize and streamline easy ways to make social impact without taking too much time of working professionals?
- HMW support the personal social-impact related projects of professionals in the workforce?
- HMW create space for every day social impact into the corporate world without taking too much time or energy from people who work there.

HMWs for Avi

- HMW provide him with resources that align with his values without compromising his principles while advancing his career?
- HMW ensure he is not wasting his time when trying to pursue social impact activities?
- HMW find financially lucrative opportunities for him that are also social-impact oriented?
- HMW celebrate the idea of individuals dedicating themselves to their career goals?
- HMW we promote social impact projects to him while he is in college?
- HMW connect him to a community that is grounded by his same goals and values?
- HMW help manage his time better so that he can afford to do more advocacy work?
- HMW reduce the personal unethical implications that come with working in a big company?
- HMW find easy ways to make his corporate job more socially responsible?
- HMW we find projects that benefit him in his future professional pursuits?

Our Top 3 HMWs

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- How might we ensure Arpan is gaining personal and professional development when pursuing social impact activities?

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- **How might we ensure Arpan is gaining personal and professional development when pursuing social impact activities?**
 - **How might we increase Arpan's engagement with social impact projects happening near him?**
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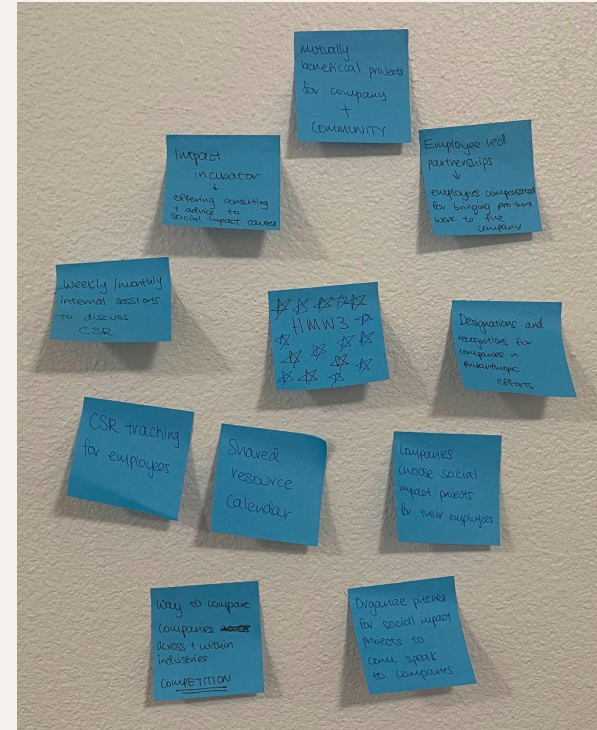
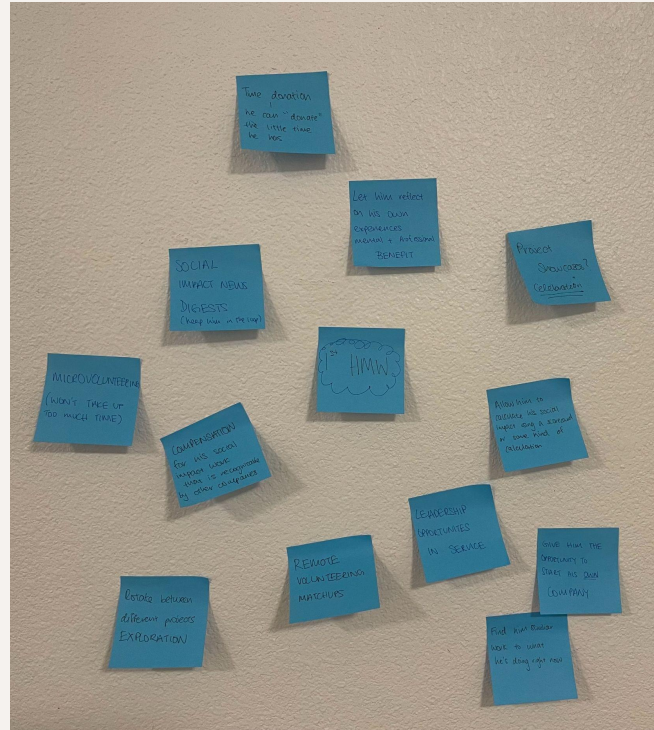
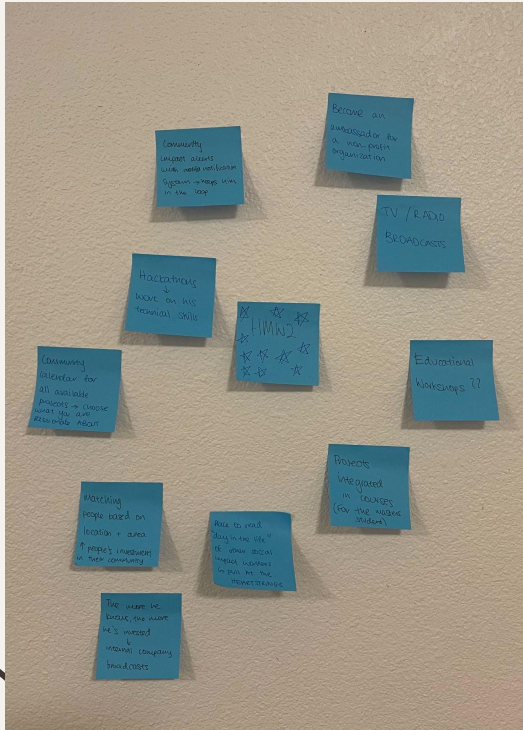
Our Top 3 HMWs

- **How might we ensure Arpan is gaining personal and professional development when pursuing social impact activities?**
- **How might we increase Arpan's engagement with social impact projects happening near him?**
- **How might we incentivize companies to care about social causes and help employees to contribute to nonprofits? (Avi)**



HMW → **Solutions**

Brainstorming Process





01

How might we ensure Arpan is gaining personal and professional development when pursuing social impact activities?



**Social impact work is hard to
measure and attribute to
people.**

**Social impact work is hard to
measure and attribute to
people.**

**What if we could reward good
people for doing good things?**



01

How might we ensure Arpan is gaining personal and professional development when pursuing social impact activities?

Our solution: A social impact “scorecard” - personalized social impact scores based on contributions to different causes



01

How might we ensure Arpan doesn't feel like he's wasting his time when trying to pursue social impact activities?

Our solution: A social impact “scorecard” - personalized social impact scores based on contributions to different causes



A social impact “scorecard” - personalized social impact scores based on contributions to different causes

Key Assumptions

- People are **competitive** and want to do better than other people
- People want to **quantify** their social impact achievements
- People will feel **motivated** to continue to help the community with this scorecard
- People **enjoy** seeing their investment towards social impact activities be quantified.

Our Experience Prototype

Ask participants to appropriately dispose trash and take a picture of it. Then tell the same participant to do the task as a **competition** and show them how they compare to other people.

Our Experience Prototype

Ask participants to appropriately dispose trash and take a picture of it. Then tell the same participant to do the task as a **competition** and show them how they compare to other people.

First, without any quantification, tell them to dispose the garbage and follow up on how they felt.

Second, give them a green badge and show them a leaderboard by sharing a google doc and following up with them

Recruitment

Who are they?

- 5 Participants
- 3 of them identified as being interested in social impact, 2 did not

How were they recruited?

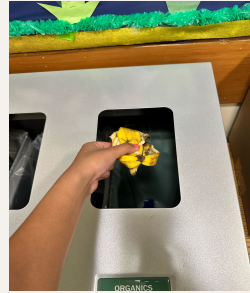
- Slack channels/GroupMe's through different dorms

Why are they relevant?

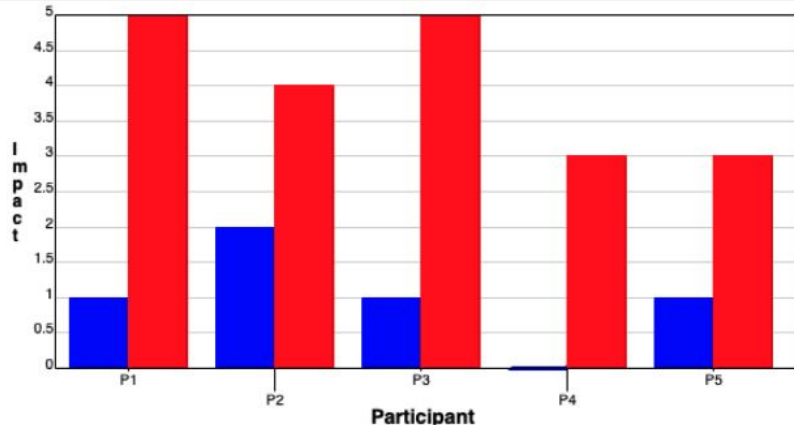
- They represent a diverse range of interests, and are all students who could potentially constitute extreme/average users/non-users

Our Experience Prototype

We received pictures, verbal feedback, written feedback



Our Results: Amount of Trash thrown away



Red: Yes leaderboard
Blue: No leaderboard

Rank	Name	Score
1		5
1		5
2		4
3		3
3		3

Participants who were informed of the leaderboard system recycled and disposed of trash significantly more than those who weren't.

Key Findings

What worked

- People sent many more pictures in when there was a shared platform where they were being compared to their peers
- People wanted to participate more when there was a public leaderboard

What didn't work

- One participant noted that it was annoying to have to take pictures every time when disposing the trash

Implications

- Our assumptions were **validated**: people enjoyed the social aspect of doing impact related activities and seeing their social impact quantified, although the process of measuring impact work can be fatiguing for users, and may be hard to measure for us in more abstract scenarios.



02

How might we increase Arpan's engagement with social impact projects happening near him?



02

How might we increase Arpan's engagement with social impact projects happening near him?

Our solution: Notify people interested in social impact work about local volunteer opportunities



Notify people interested in social impact work about local volunteer opportunities

Key Assumptions

- People **enjoy** doing impromptu social impact work even if they do not have the skill
- People are **motivated** by convenience and proximity of opportunities
- People **prefer** to engage in social impact work that does not require training or skills, so they can contribute without needing additional preparation, and saving them time
- People prefer to apply skills they've already developed rather than learn new ones.

Our Experience Prototype

Asking participants who are both **closeby** and further away to do **origami** for a charity.

Finding people who have **never done** origami before and asking them to **watch** a YouTube video and follow up on their experience.



Recruitment

Participants:

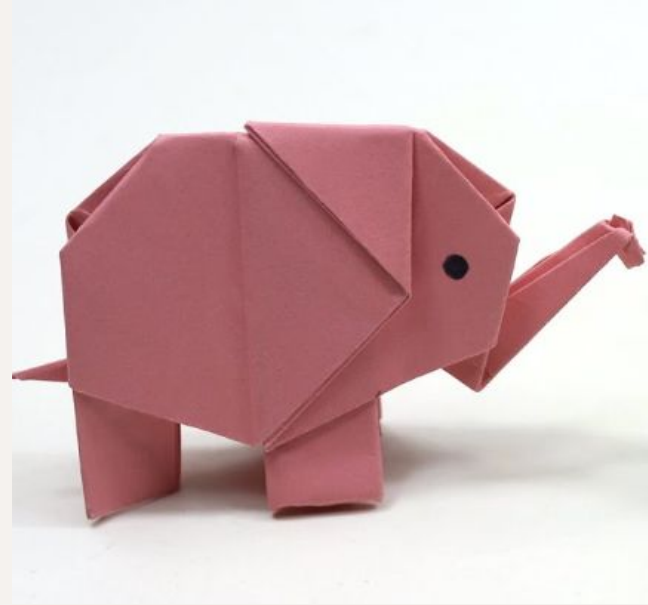
- 4 Participants, none were experienced in origami
- 3 of these participants were reached out to via text
- 1 of these participants were recruited from my dorms (close and proximity and high convenience scenario)



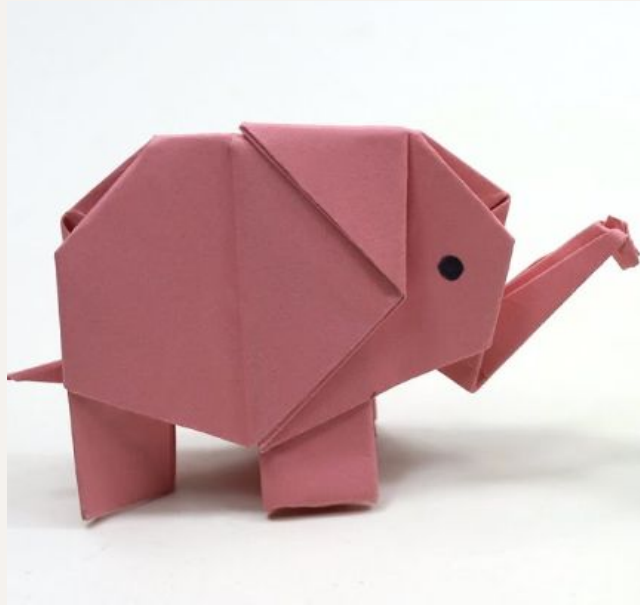
Results: Participant with closest proximity



Results: Participant with closest proximity



Results: Participant with closest proximity

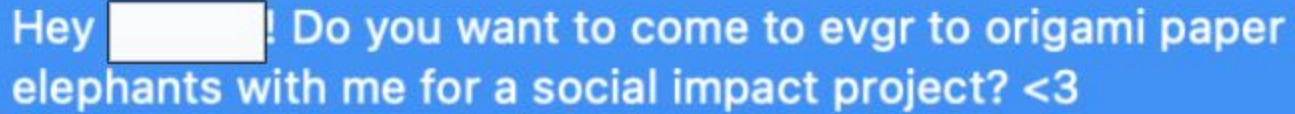


- Although trying very hard, this participant was **unable to complete** the task due to difficulty.
- When asked to reflect on the experience, she said that she would've loved to **contribute** with a **skill** she was **good** at

Results: Other Participants

Hey ! Do you want to come to evgr to origami paper elephants with me for a social impact project? <3

Results: Other Participants



Hey [redacted]! Do you want to come to evgr to origami paper elephants with me for a social impact project? <3

- None of these participants showed up, although some said that they would've been interested.
- When asked to reflect on why they didnt come, participants referenced the inconvenience of coming to Evgr to do this.

Key Findings

What worked

- The participant in closest proximity (on my floor), engaged in the project largely because of convenience.
- Although she enjoyed engaging in a new skill (origami), she still mentioned that she would love to apply her stronger skills in the future.

What didn't work

- We were expecting more students to engage, however, their disengagement and reflections insinuated that convenience and physical proximity to the task are important for volunteer work.

Implications

- Our assumptions were **validated**. People doing volunteer social impact work are far more likely engage if it is convenient for them.



03

**How might we incentivize companies to care about social causes and allow employees to contribute to nonprofits?
(POV: Avi)**





03

**How might we incentivize companies to care about social causes and allow employees to contribute to nonprofits?
(POV: Avi)**


Our Solution: Allow employees to get compensated for social impact work, by encouraging big companies to sponsor their social impact projects





Allow employees to get compensated for social impact work, by encouraging big companies to sponsor their social impact projects

Key Assumptions

- People are **motivated** by financial compensation to do social impact work
 - People are **more likely** to do social impact work if they are financially compensated
 - People are **comfortable** receiving compensation for their social impact work
- 

Our Experience Prototype

Pay people to ‘write a letter to children struggling with literacy’ to simulate a “purchase” of their social impact activity

Our Experience Prototype

Pay people to ‘write a letter to children struggling with literacy’ to simulate a “purchase” of their social impact activity

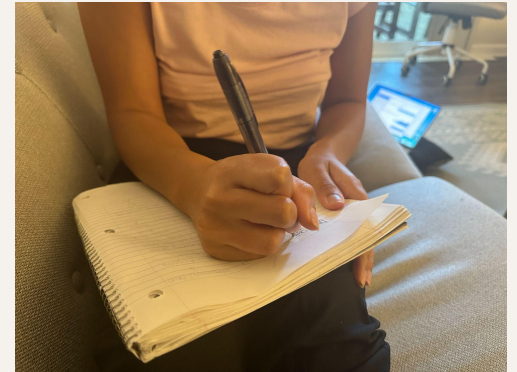
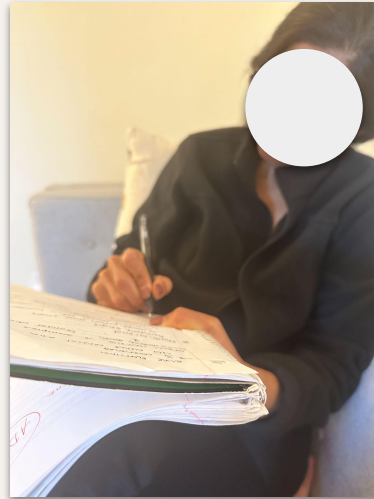
First, ask participants to write the letter for free.

Second, ask participants to write the letter for \$1

Our Experience Prototype

Participants: 5 participants

- Across different age ranges and demographics
- Recruited through friends, group chats, and referrals
- Participants had different interests in social impact work, representing a relevant crowd of potential average users



Key Findings

What worked

- People were initially more likely to want to write letters for \$1
- People rated saying they felt better after writing the letters

What didn't work

- After writing the letter, a lot of people felt uncomfortable receiving the compensation
- Felt guilty for accepting money for something that's a noble cause

Implications

- Our assumptions were **validated initially** when motivated by money, although there were **retractions** after, possibly because of limitations in our experience prototype (next steps).

Summary of the 3 solutions and key findings

Competition and Community

- Creating a leaderboard system for throwing away trash increased people's excitement and ability to do more work.
- Social impact is enriched when people interact with each other.

Convenience Enables Volunteer work

- We especially believe that pro bono/ volunteer work requires that opportunities being marketed to people must both match their skillset, and be convenient in other ways (physically close, etc)

Paid Work Attracts Participants, But Results Vary

- Initially, paid opportunities are more likely to attract participants on working on these projects
- Although limitations on our projects potentially misconstrued the results



Final Solution

01

A social impact “scorecard” - personalized social impact scores based on contributions to different causes



Final Solution

01

A social impact “scorecard” - personalized social impact scores based on contributions to different causes

Although we would like to further consider:

03

Allow employees to get compensated for social impact work, by encouraging big companies to sponsor their social impact projects

Final Solution

Ethical Implications

- Choosing impact over more financially viable paths can be representative of personal privilege. This is why solutions 1 and 2 represent solutions in which users can either get paid or still personally/ professionally benefit from doing this work.

Who does it serve?

- This solution serves newly grads who are interested in deploying their skills for social impact projects and would like to either get compensated, or gain personal development for their work.
- This could serve companies to help with PR, and shift their mission (3)

Who might it leave out?

- People who are unable to enter these spaces at bigger companies
- People who work on social impact projects that are hard to quantify
- People who do not have access or time to document their social impact work

Next Steps

- 1) Revisit and evaluate solution (3) and (1) and look at different combinations of these solutions, synthesize to find what works based on our prototypes
- 2) Consider ethical implications of our solutions and brainstorm amendments to make our solution more inclusive and productive
- 3) Begin the concept video brainstorming, etc for Assignment 3

Appendix

- **HMW initial list Draft**
- **POVs**
- **HMW to Solution Brainstorming Photos**
- **Empathy Maps**
- **Consent Forms**