

The Nestperience by Co-Nest

Halina Rachelson, Hui Yin Chee, Intan Salim, Katrina Carlton, Natalia Soto Kure

University of British Columbia

COMM 388

April 04, 2017

Disclaimer: "UBC SEEDS Program provides students with the opportunity to share the findings of their studies, as well as their opinions, conclusions and recommendations with the UBC community. The reader should bear in mind that this is a student project/report and is not an official document of UBC. Furthermore readers should bear in mind that these reports may not reflect the current status of activities at UBC. We urge you to contact the research persons mentioned in a report or a SEEDS team representative about the current status of the subject matter of a project/report".

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The Nestperience

by Co-Nest

Intan
The Interviewer



Huiyin
The Planner



Katrina
The Prototyper



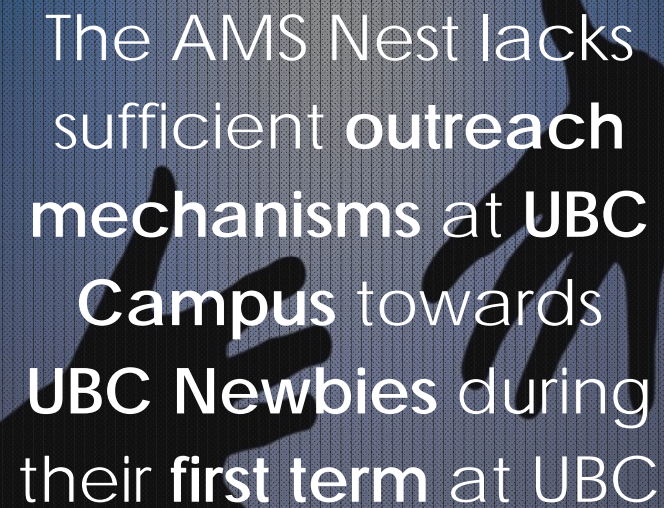
Natalia
The Critic



Halina
The Analyst



What is the problem?



The AMS Nest lacks sufficient **outreach mechanisms** at **UBC Campus** towards **UBC Newbies** during their **first term** at UBC



Previous Attempts

Website

Newsletter via Ubyyssey

App (discontinued)

Signage

Directory & Maps

First Week Events



Target Audience



Vince



Maria



Huang



User Group: UBC Newbies

Focus Group



"Food & ATM"

Lorena, exchange student



"Groovy & Social"

Eric and Eshah, first years



"Lively"

Christian, exchange student



"Social"

Riley, first year



"Dance & Community"

Tracy and Hapriyah, first years



"Yoga, coworking, food"

Cloe, exchange student

The Solution

AMS
Welcome
Package

AMS
Scavenger
Hunt



Why is our solution different?



Benefits & Outcome



"Get Them Early"

Open

Enthusiastic



Image Source: AMS

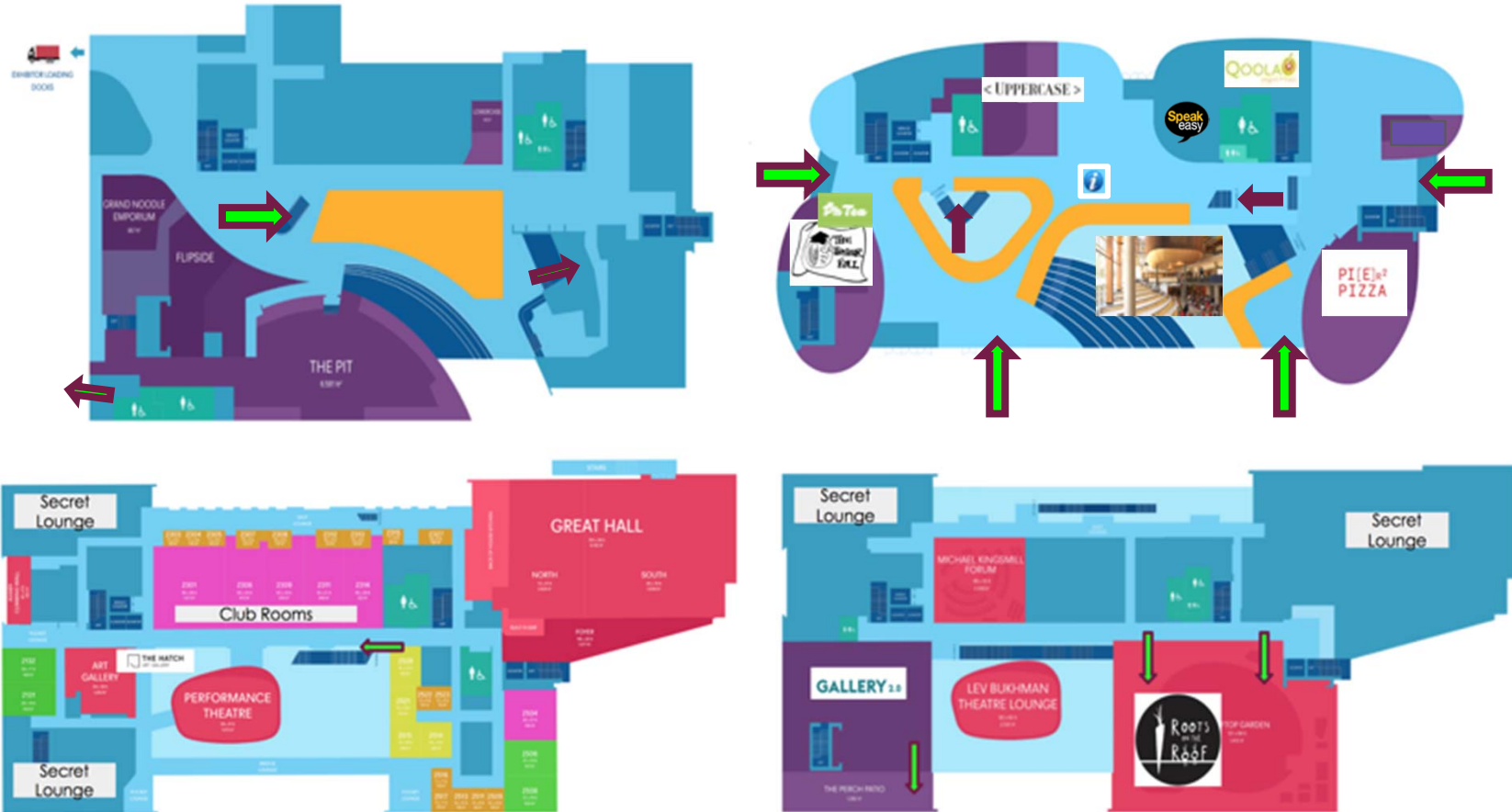
Affinity
Loyalty
Involvement & Happiness
Less Confusion & Discomfort
Acupuncture Approach

Success Measures

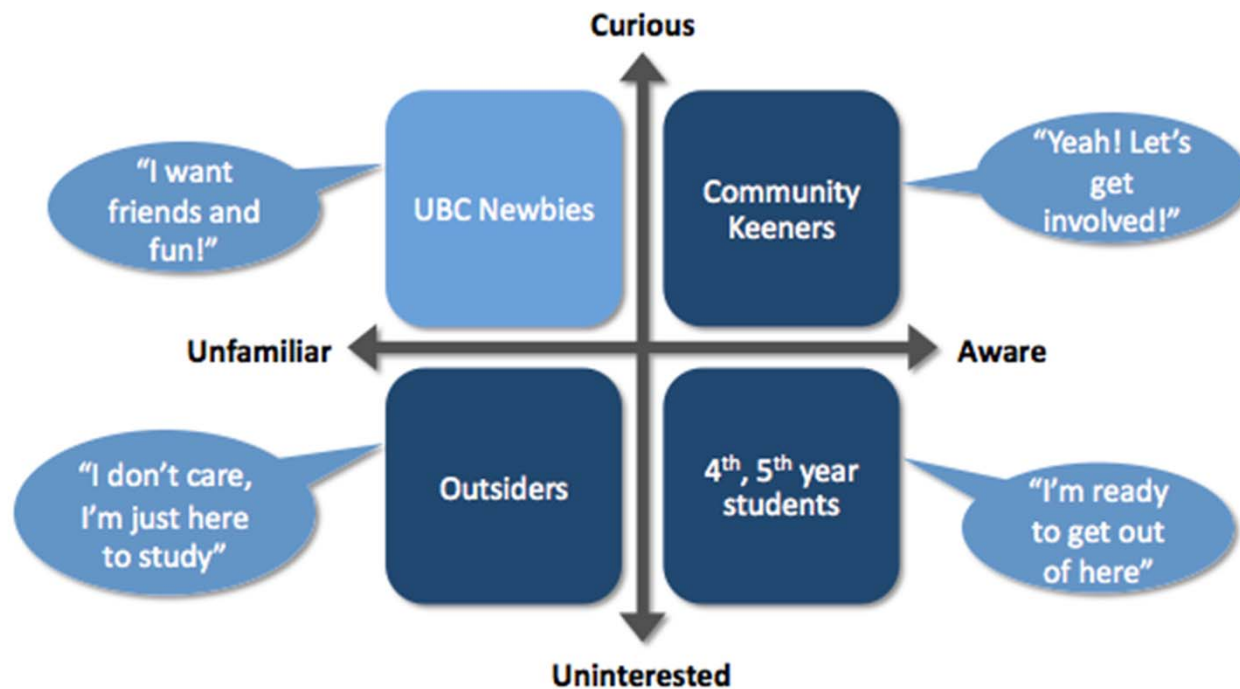


Appendix

1) 4.17 User Journey Map



2) 4.15 User Group Definition Approach



3) Prototype Food Template



COME CHECK US OUT AT THE AMS NEST!



Works Cited

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