

Helping Voces Vitales Costa Rica Impact more Women: Designing an Online Mentoring Platform

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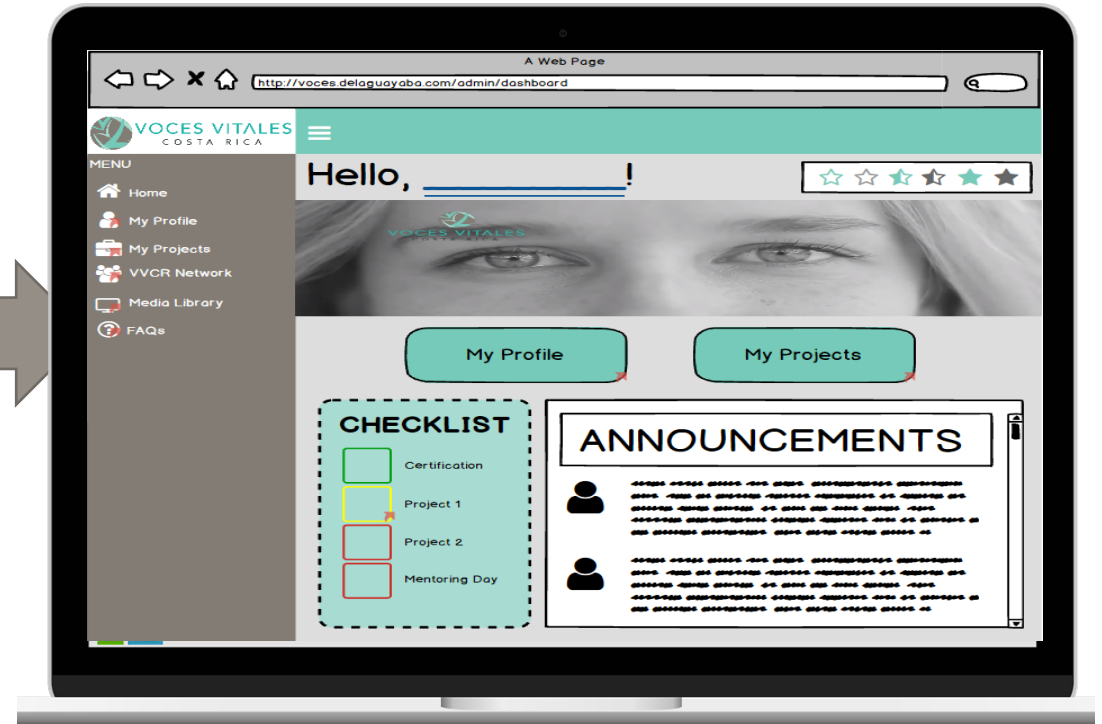
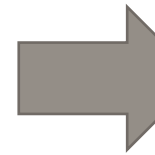
Who are we?







WPI



Goal: Assess and enhance current technology usage by VVCR through a centralized platform to fit the long term needs of the organization.

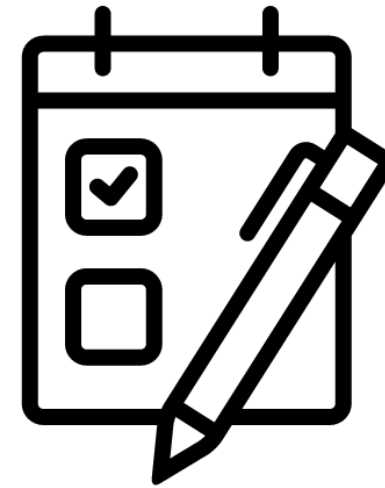


Objectives

- Objective 1**  **Define the needs and desires of VVCR**
- Objective 2**  **Design an updated website**
- Objective 3**  **Design a customer relationship management (CRM)**
- Objective 4**  **Create an Implementation Guide**



Sponsor Meetings



Survey

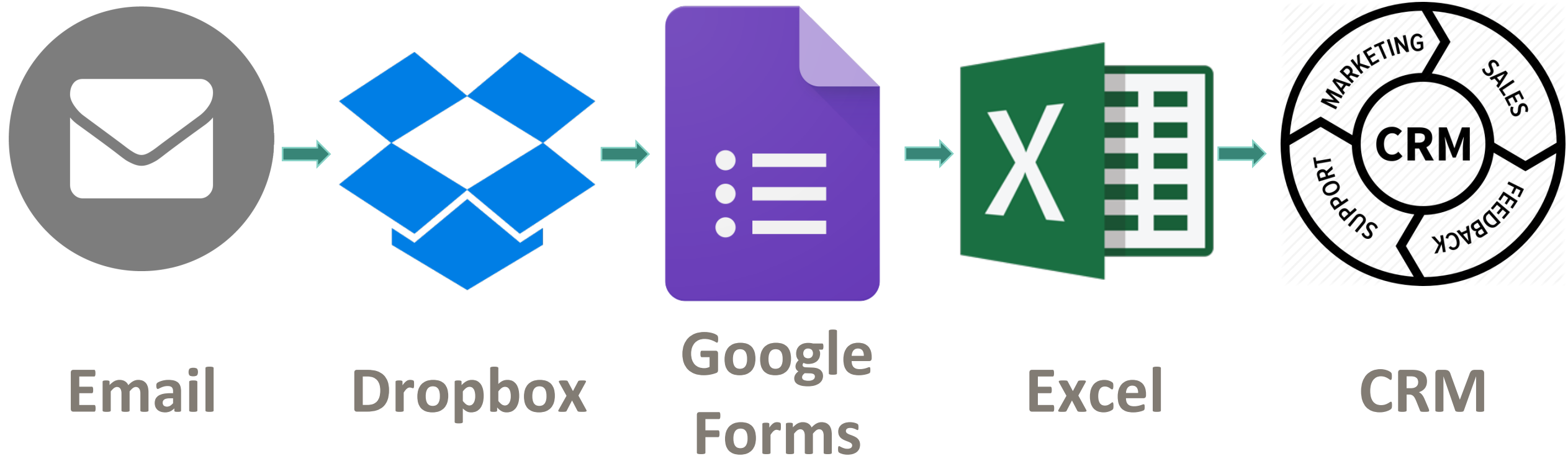


Participant
Observation

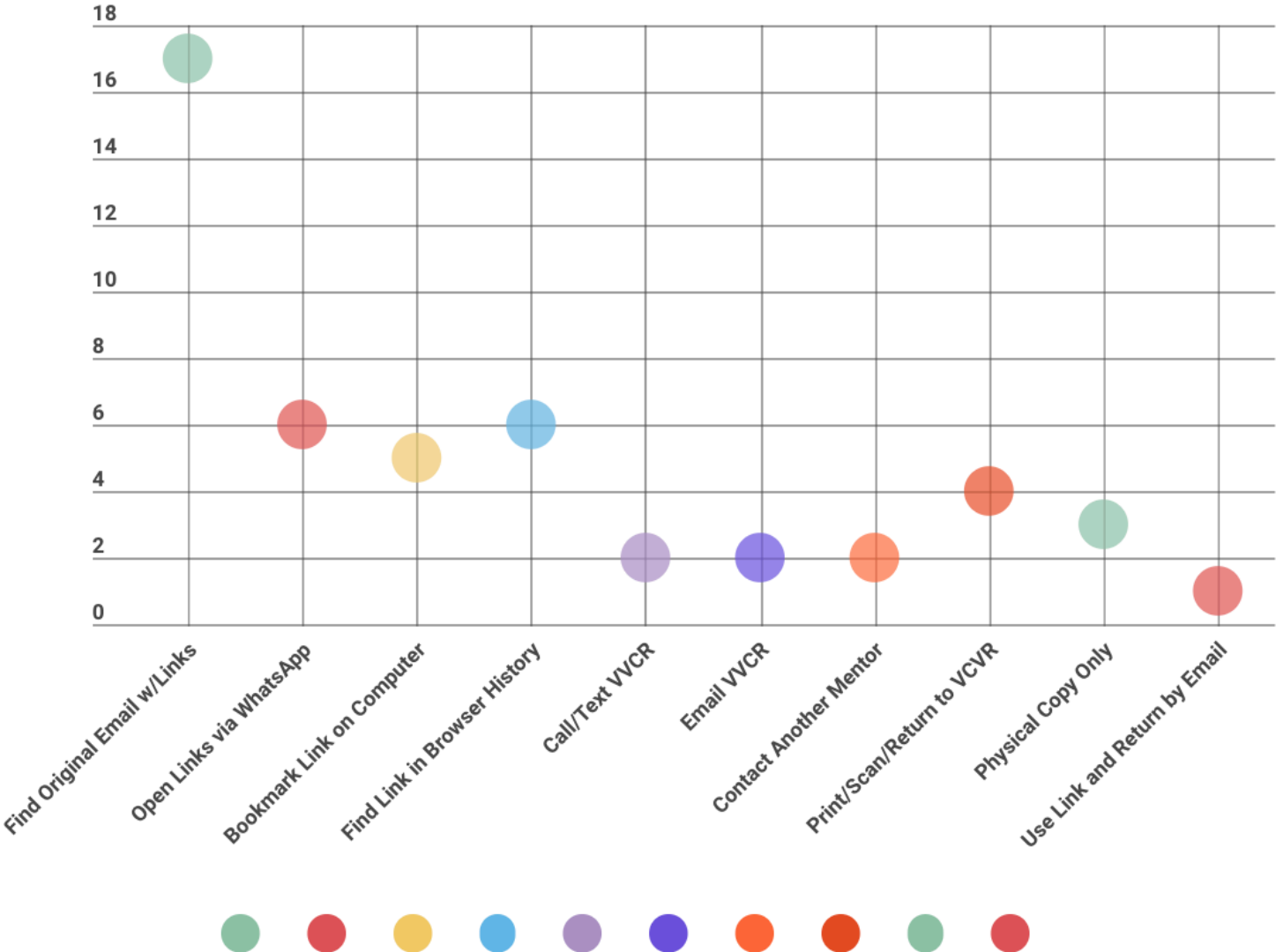
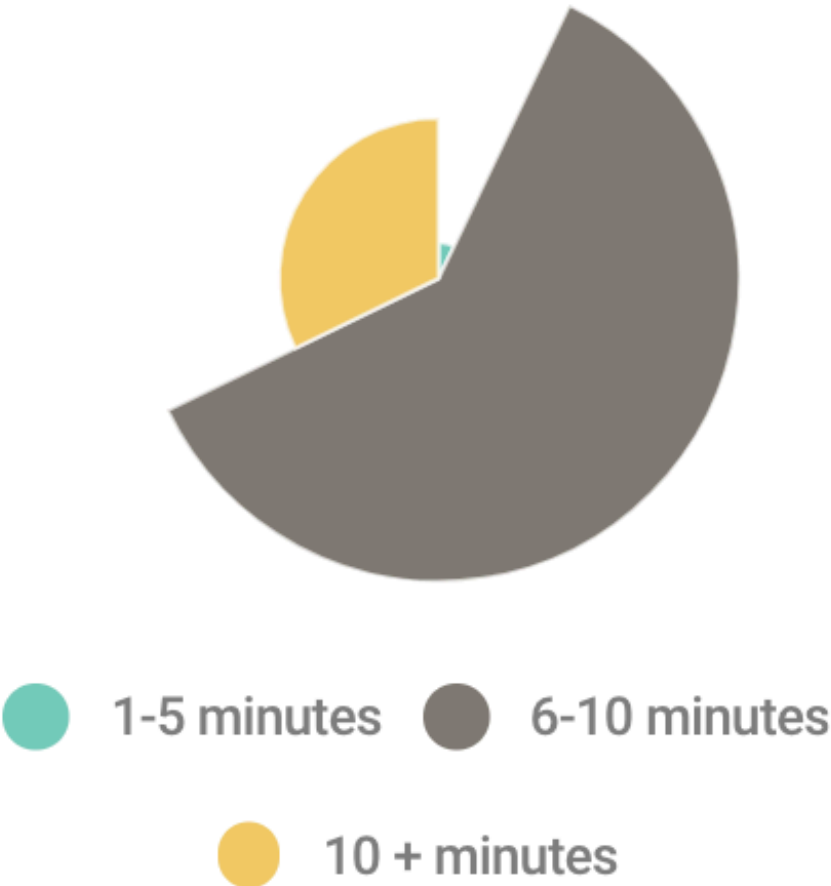


Focus Group

Current Mentoring Process



Findings



COMMUNICATION

ORGANIZATION

EFFICIENCY

Features Prioritization

Website

- #1** Documentation Upload/Download
⇓
- #2** Calendar
⇓
- #3** FAQ Board
⇓
- #4** Media Library

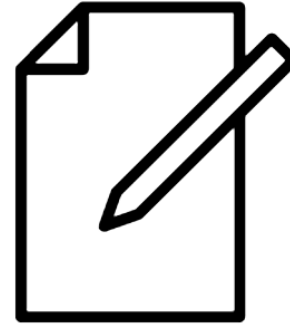
CRM

- #1** Indicators & Metrics
⇓
- #2** Checklist
⇓
- #3** Profiles
⇓
- #4** Achievement Badges

Our Design Process



Meet With De La Guayaba



Design
Definition



Generate Mockups in
Balsamiq

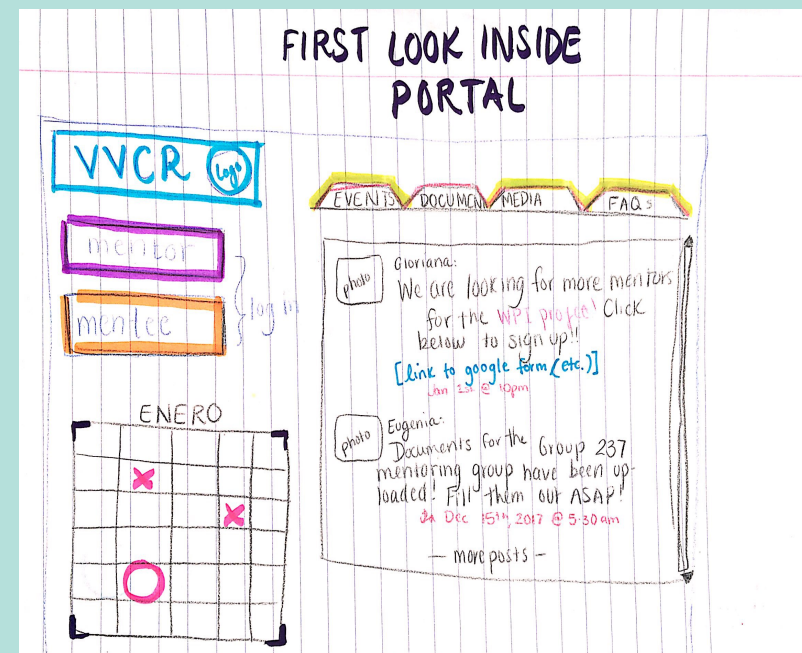
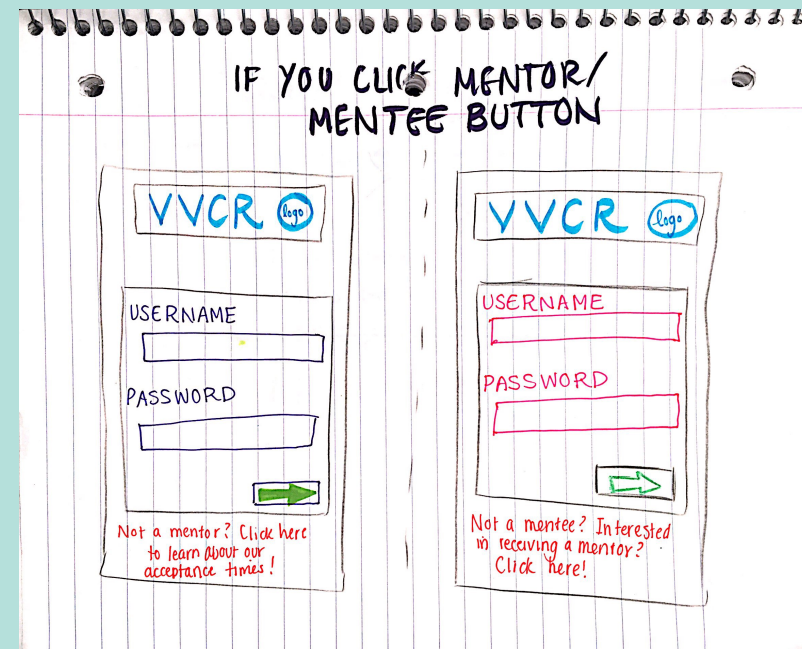
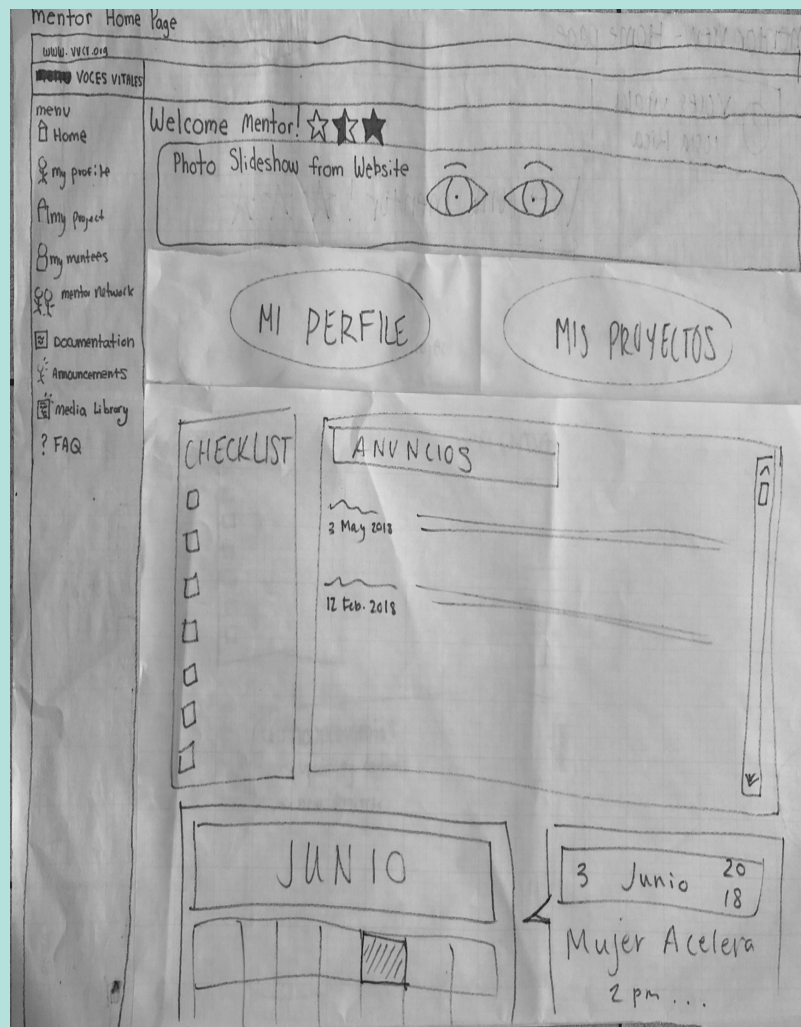
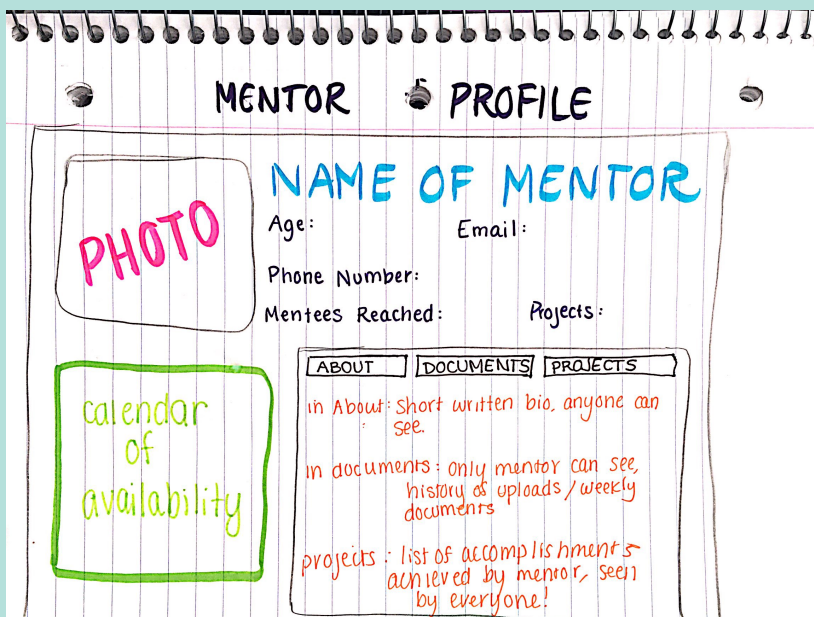
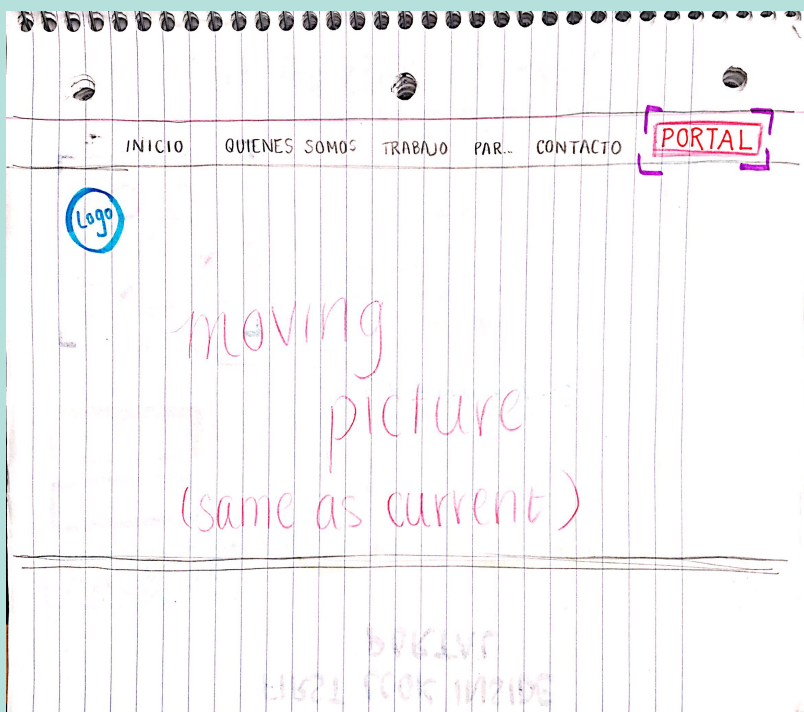


Focus Group
Feedback

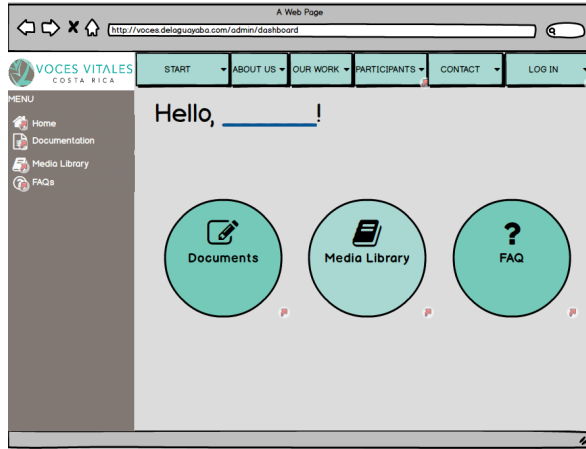


Prototype &
Finalize Design

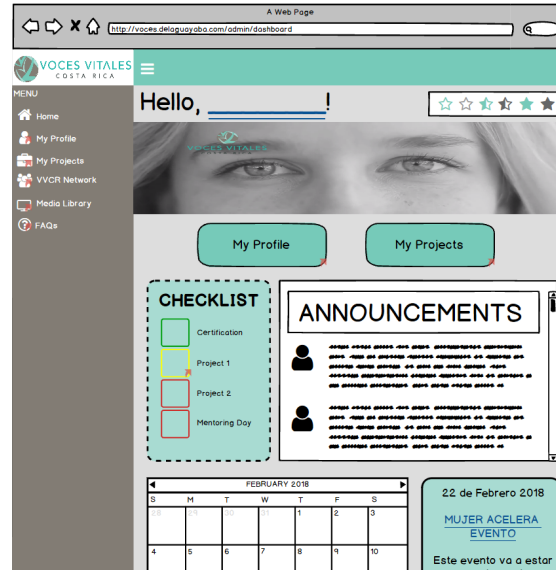




Website



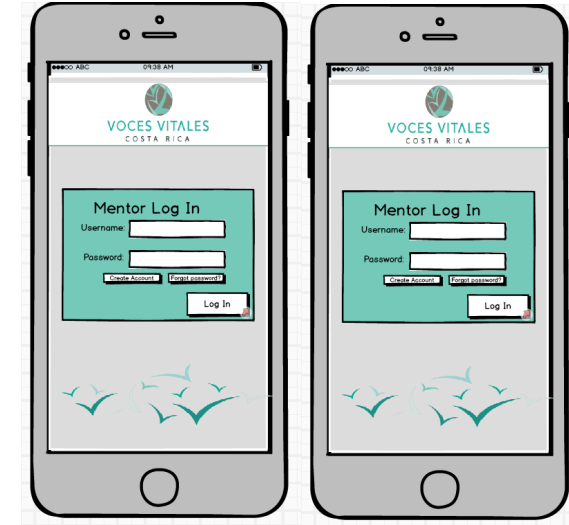
Mentor View



Admin View

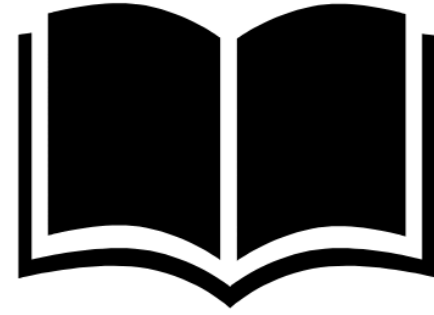


Mobile Views

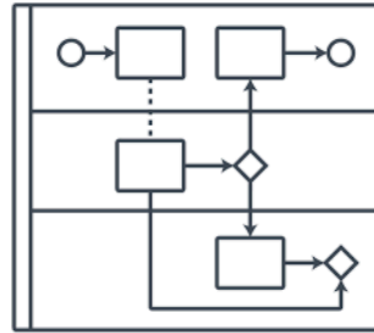


Deliverables

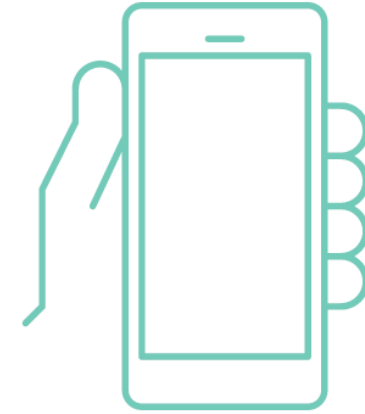
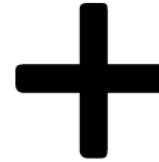
Implementation Guide



**Mockups & Training
mentors to navigate
the systems**



**Site Map
Diagrams**

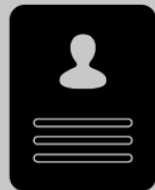


**Future
recommendations
for VVCR**

Recommendations

☆☆☆☆☆

- Raise awareness & build excitement through a launch campaign
- Guide mentors through the systems during training
 - Have every mentor create a CRM login/profile during training
- Require mentors to like the Mentor Facebook page to maintain & promote social media
- If funds are available we would encourage you to increase the contact with De La Guayaba until the central CRM is built





Conclusion

Acknowledgments



Voces Vitales: Eugenia and Gloriana

**Our Mentors: Laura Cespedes, María Jiménez, Erica Salas,
Graciela Soto**

**The Mentors who completed the survey and came to the focus
group**

De la Guayaba

Marcela Music

WPI Advisors: Steve McCauley and James Chiarelli

Thank You!

