



TelmexConnect:

Mobile(?) social network for
low-income students

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Nextlab Fall 2008
Milestone #1



The pitch

"TelmexConnect" is a network for linking Telmex Foundation Fellows, both professionally and socially. TelmexConnect will be a medium for them to exchange ideas, collaborate on projects, find career and professional advice, and effectively reach more of their peers. The network will encourage these students to motivate each other and obtain resources to pursue their ambitions both inside and outside of school using web and mobile technologies.



Background

- **Telmex Fellows**

- 10,000 students from low-income areas with excellent academic records
- Enrolled in colleges throughout Mexico
- Receive stipend, computer, and net access
- Huge potential to impact social development of their communities

- **How to realize the value that they can generate together?**



Existing Solution: interactuando.org

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Screenshot of <http://www.interactuando.org>.

- Too broad?
- Confusing?
- Useful?
- Used by anyone?



Similar Solution

Image removed due to copyright restrictions.

Screenshot of webpage for Gates Millenium Scholars - Scholar Connection.

•Is this what we want?



Related Solutions: Social

- Can this do it?

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Screenshot of webpage for Facebook.



Related Solutions: Professional

Image removed due to copyright restrictions. Screenshot of webpage for LinkedIn.



Related Solutions: Interest

Image removed due to copyright restrictions. Screenshot of webpage for civilrights.org Student Activity Network.



Related Solutions: Interest

Image removed due to copyright restrictions. Screenshot of webpage for Carolina Student Biotechnology Network.



Mobile?

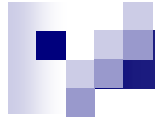


Related Solutions: Answers

Image removed due to copyright restrictions. Screenshot of webpage for Mosio.

■ Related Solutions: Mobile Connections

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Open questions

- Why will students use the network?
 - What will they get from it?
 - What will they generate?
- Can/should we break away from the facebook model?
- How can / should we incorporate mobile devices?



Solutions

- Conceptual solution first priority
 - Making interactuando.org more user-friendly. Create a direction for the website. Will this suffice?
 - Incorporate mobile technology to get more hits to website.
- Create incentive system where the direct incentive is mobile minutes
- Involve current fellows in actively improving the networking system themselves



Questions?

MIT OpenCourseWare
<http://ocw.mit.edu>

MAS.965 / 6.976 / 6.034 NextLab I: Designing Mobile Technologies for the Next Billion Users
Fall 2008

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