MTBC STEMfire
Volunteer Connection Platform

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Abstract

STEMfire (stemfire.com) is a website that connects educators and industry volunteers to promote STEM (Science, Technology, Engineering, and Math) fields in North Texas schools. Our team was recruited to evaluate and improve the website’s design and user experience. With the help of our sponsor, the Metroplex Technology Business Council (MTBC), we conducted focus group sessions with educators and industry professionals. Based on their feedback, we created sketches, wireframe diagrams, and user stories to develop our vision for the website. Using these as a guide, we crafted a compelling new STEMfire experience by streamlining educator-professional connections and building a simple and effective online interface.

Results

Based on user feedback, we created an updated version of the STEMfire website with a more dynamic and engaging user experience. We updated the overall user interface to increase accessibility and improve information display.

We added dashboards for educators and professionals to better allow educators to monitor the progress of their events and professionals to better automate connections.

We improved automated messaging to update professionals on upcoming events.

Impact

STEMfire works to enhance the education of students in North Texas by bringing industry professionals to schools and classrooms. The site gives educators an opportunity to directly interface with these professionals, so both sides can collaborate and create a better experience overall for the students.

There is already an existing user base for the website, and our contributions have been focused on enhancing the quality of their experience, and updating the website based on their feedback.

Architecture

Simplified existing pages to clarify goals and make information more accessible.

Added dashboards for easier monitoring of a user’s events and to facilitate connections by recommending events.

Summary

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