



Amara, Anant, Kia, Ryan, Simon

Final Project Update

What We Did

The following is a snapshot of our team's process during this project:

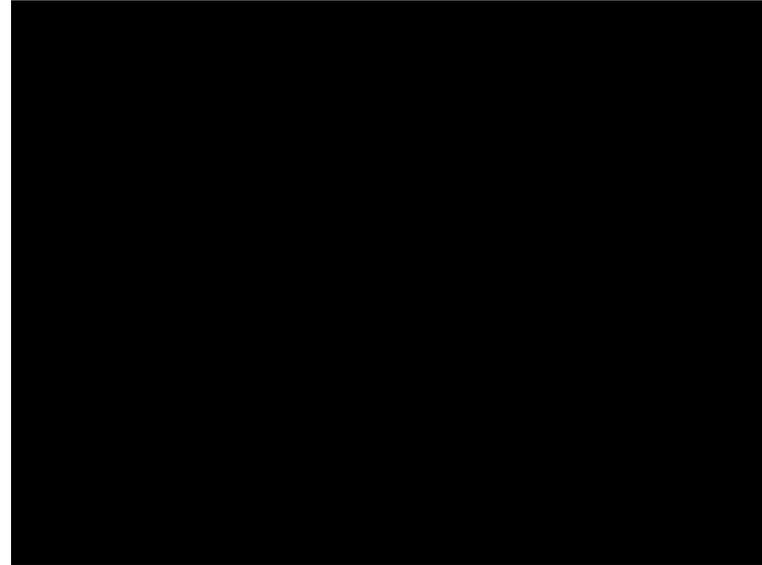
1. We did primary research.
2. We defined Pando's needs.
3. We conducted user research.

4. We created user personas.
5. We defined our problem statement.
6. We developed our idea.

Promotional Video

In addition to the presentation we have attached a promotional video appealing to students and the lack of sustainability oriented education they are receiving in schools.

In the following slides we present research, a user persona, and a working prototype of students bringing sustainable magenta techniques to their local neighborhoods.



High School Student Insights

Primary Research Results

After interviewing high school students first we noticed that their main focuses currently in life were to get through class, get through extracurricular activities, and hang out with friends.

Those who were slightly older however were mainly focused on college applications and thinking about what they wanted to write for their college essays.

Goals:



Class



Activities



Friends



College



65%

“I’m currently thinking about applying for college and doing several projects that I hope to write about in my essays.

This sounds like a really cool idea but I’m currently too busy with my other projects”

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Community Service Research

LAUSD x Pando Community Service



Pando's Magenta House program already meets LAUSD's community service learning requirements.

One of the most popular extracurricular activities that high school students do is community service. In fact, one of LA Unified School District's graduation requirements is for students in their 10th and 11th grade year to complete a service learning project- which is a team community service project (hours not applicable) We understand that Pando's Magenta House program already meets this requirement.

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Why stop there...?

Often times student don't stop there for
community service

Community Service Research

LAUSD x Pando Community Service

In diving deeper into what high school students already do - we found that a lot of students like to make an impact through community service outside of this requirement.

Students Complete Additional Service Hours



30% of every class is inducted into the National Honors Society. With each member having to complete 15-30 hours of community service annually

User Persona

Jen Abbey

15 yrs, Sophomore

Jen does very well in all of her classes, but she uses extracurriculars to differentiate herself. She is active in NHS

Time and energy are Jen's biggest assets and they're in short supply

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“

“I’m targeting the Ivy’s after high school. I don’t really have time for activities that don’t add to the strength of my application”

Transparency

What **Pando**[™] Needs

To empower young people to not only care about, but take action to remedy critical sustainability issues in the community while still exploring new opportunities for the Magenta House project.

With this in mind and the fact that we established that Pando is already capitalizing on LAUSD's Service Learning requirements for graduation... What if we continued to capitalized on the other extracurricular community service hours that students are participating in.

Introducing Magentify

Magentify is an offshoot initiative of the Magenta House Program.

The Goal: Pair local families with teams of students who provide “magenta” recommendations for their houses

This will provide students with: leadership experience and community service hours that they can later apply to college applications if they choose to.

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Magentify Demo

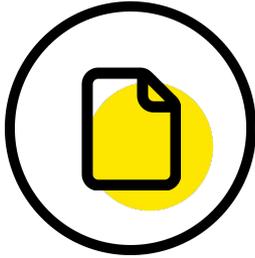
**This link leads to the
live prototype of the
website**

<https://kemccorm3.wixsite.com/my-site>



Pando[®]

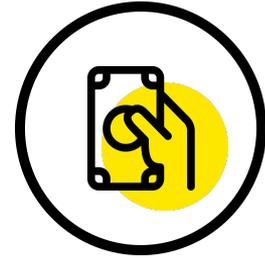
Magentify Outcomes



We supply the entire program for teachers so that they don't have to create any of the content! All they have to do is deliver it to the student. Once a few students go through the program they can teach the next generation.



Since the program is almost entirely student run it takes pressure off of teachers while allowing students to practice team building and leadership skills that they can take beyond the classroom.



This program aims to provide hands on learning for students to make local homes more energy and water efficient.

Similar Solutions:

There are several organizations in existence that employ a similar model:



Design For America is a national organization

- University Students employ collaborative design thinking practices
- hands-on-projects within the community.



The Sustainability Project is a student organization

- Allow to students to pursue passions in sustainability
- Students work with community partners to form eco-friendly solutions

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Magentify

Magentify would incorporate the direct community impact aspect of these initiatives but would instead be targeted towards high school students who are looking to make direct community impact by helping homeowners and renters make their homes Magenta. Students would also be able to participate multiple times through multiple semesters.

Analysis

Next Steps

1. Start developing out the matching system that would pair student teams with homeowners
2. Pando will pitch the program and its materials to neighboring schools. Find at least one participating school.
3. Magentify will run an experiment program with a small class no bigger than 15 students. Goal is to gain feedback (Students enter via application only)

Future Steps



In the future, we hope this program will become a community for students to gain experience not only in making homes more energy and water efficient but provide them with tools for problem solving in their future endeavors.

As a result we hope that in the next 7-10 years:

- **5-6 districts will have implemented the Magentify program in their school curriculums.**
- **2-3 entire neighborhoods completely magentified and seeing a reduction of costs in their water and power bills**
- **A strong community of students learning from one another and passing down the Magentify curriculum to new incoming students.**



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