

Boeing Frontiers: A New Beginning

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The Problem

- Problem: The Difficulty of Building a Network Within Boeing as an Intern & Employee
 - Importance of Networking in Internship
 - Difficult to Network in Virtual Environment
 - Current/Past Interns



Our Solution

- 'Boeing Frontiers'
 - Software
 - Slack
 - LinkedIn
 - Facebook
 - Helps Connect
 - Employees with Interns
 - Employees with Employees
 - Interns with Interns
 - Benefits
 - Security
 - Simplicity
 - Formality



Boeing Frontiers: Connecting Interns with Mentors

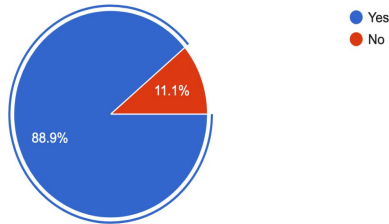
- Social Networking Platform for employees and interns.
 - Auto matching System: Recommends employees to interns based on interest areas
 - Match potential mentors/interns based on a search criteria
 - Department
 - Job title
 - Past experiences
 - Facilitated communication between Mentors and Students
 - Instant Messaging
 - Group Chats
 - Notifications
 - Schedule Meetings
 - Mobile Support



Student Survey Data

Do you think that the networking experience can be improved?

27 responses

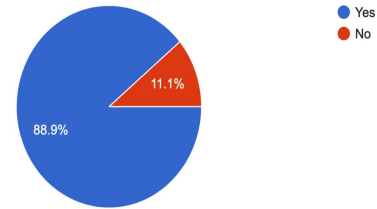


“I think the best way to improve the networking experience is to allow the intern to search for the particular person they want to reach out to rather than asking Charlie for a list of people. It is not difficult for the interns, but it adds a lot of time for Charlie and other coordinators across the nation.”

- Anonymous Intern

If there was an application that allowed interns to connect to Boeing employees directly similar to LinkedIn, would you use it?

27 responses

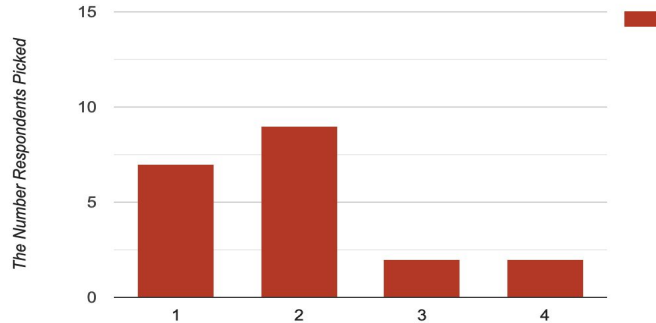


“I don't think networking is very easy because I have tried to network with people, and they are either unavailable or don't reply. The back and forth emailing situation isn't always the best.”

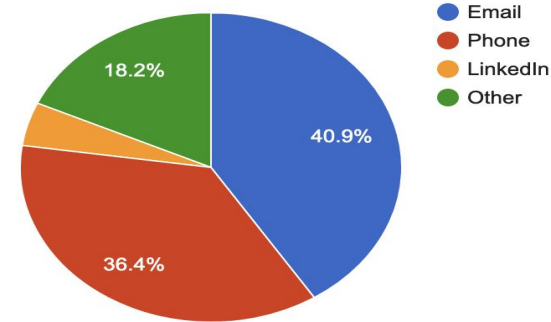
- Anonymous Intern

Employee Survey Data

On a scale of 1 to 5 how is the current method of connecting with Boeing Interns (where 1 is not efficient and 4 is very efficient)?



How do you communicate or connect with current Boeing Interns?



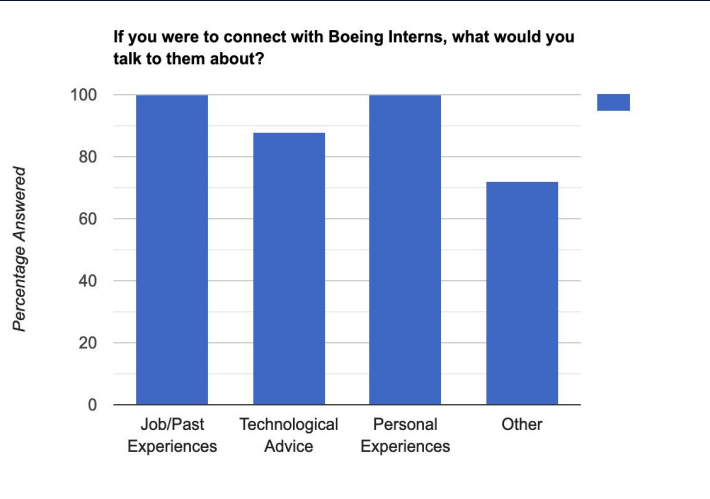
“One of the main ways I have been introduced to interns is through mutual connections in Boeing. However, I feel this is a lucky coincidence and there aren’t sustained resources/databases.....”

- Anonymous Employee

“I’ve had instances where I referred a HS intern to someone else and the fact they were external made the person hesitant to connect/respond. So, if there was a way to tangentially prove association with Boeing even as a HS intern that would be an improvement.”

- Anonymous Employee

Employee Survey Data



“There isn’t an easy way that identifies points of contact across the company within specific areas or people who have certain experiences/skillsets. Example: if I wanted to contact a refurbishment expert on a military aircraft program, I wouldn’t know where to start other than talking to the co-workers on my program and hope that they know someone who knows someone who knows someone.”

- Anonymous Employee

“Right now Insite Org Charts don’t always give a good perspective of the job role that someone plays. For example, [an] IPT in Common Products would not be shown as associated with any of the team members of the products they support. So having a method that you could flag co-workers would allow someone to more easily trace members of a team and find who they need or want to talk with.”

- Anonymous Employee

Cost Analysis - Similar Platforms

- Slack (150k development costs - Ours costs 80% less)
- LinkedIn (80k development costs - Ours costs 62.5% less)
- Discord (60k development costs - Ours costs 50% less)
- Twitter (100k development costs - Ours costs 60% less)
 - Approach similar to recent IPOs Doximity in specialty

Advantages via Cost: Specialty Target Market, Intern Help, Demonstrated Interest, Improved Transparency



Price Category	
Operational Costs*	\$7,000
Development Costs	\$25,000
Overhead/Misc.	\$3,000
Total	\$35,000

Cost Analysis - Year on Year End

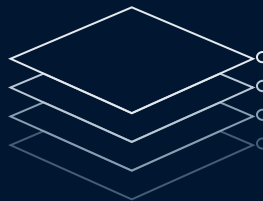


● Approximate Development Cost

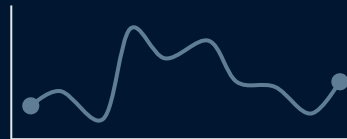
● UI/UX Design

● Project Management

● Overhead



Quality Assurance:
Interns - Free



Project Management -
Incorporate Existing
Structures



Workflow Overhead
- Servers not
needed year round

Benefits



**Increased
Productivity**



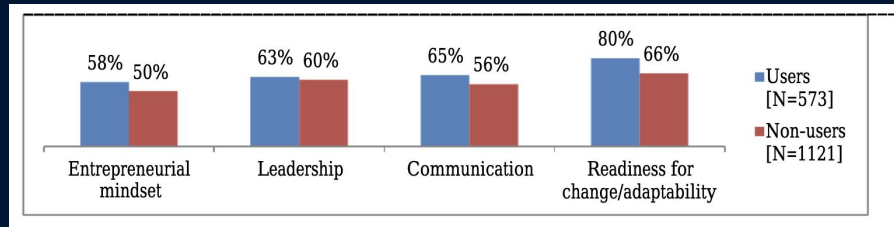
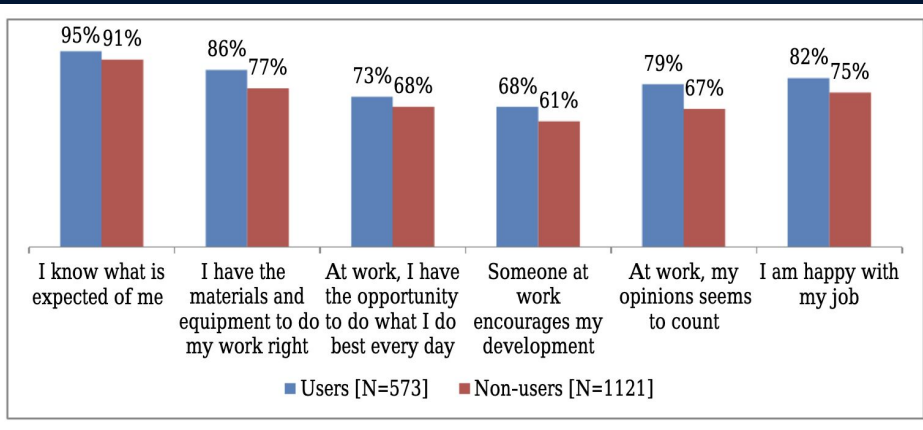
**Increased
Transparenc
y**



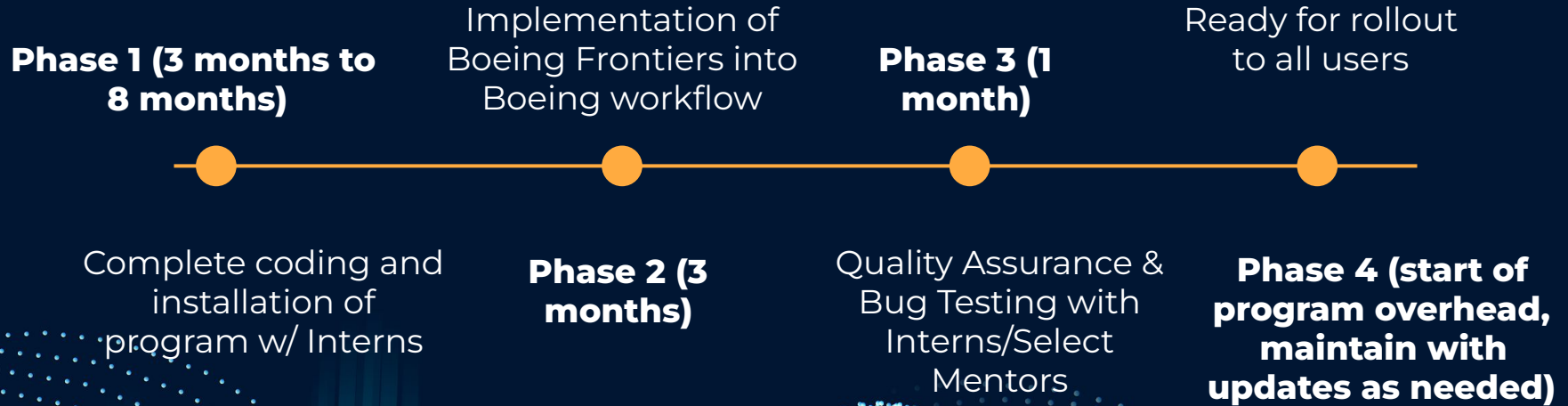
**Increased
Employee Morale**



**Greater Retention
of Interns**



Implementation: Timeline



Implementation - Associated Risks/Mitigation

Risks:

- Adaptability & Adoption are not widespread, too few mentors/employees to engage
- Program lacks support
- Content is repeated from multiple sources

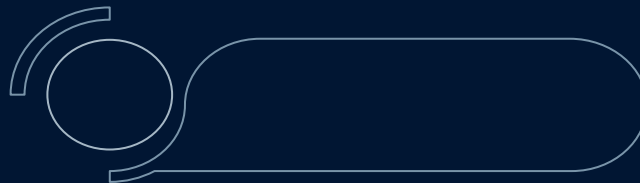
Mitigation:

- There will always be a market and a set number of users
- Internship is valuable to students, students can contribute to the updating of the code
- Centralization of all assignments & ideas should be stressed



Frontiers: Why It Is Necessary

- Special designed for mentors and students to communicate easier
 - Suitable for both younger students and more mature mentors
- Embedded with Boeing Directory Service
 - Able to lookup Boeing employee by name, department, etc.
- Can Schedule Meetings
- Mobile and Desktop Support
- Product created by Boeing Interns



Visuals

Boeing Frontiers

Message

Contacts

Notifications

Bruno Esteban



Position: High School Intern
Education: Peninsula High School
Bio: Hello my name is Bruno Esteban and I am interested in Software Engineering and I am interested in attending USC or UCSD.

Edit Profile

Account Settings



Bruce Wayne

Type your message here

Message

Upload File

Monday 26th July 2021 19:24

☐ Team Meeting: [3:00-4:30]

☒ Tech Talk: Satellite Operations [10:00-11:00]

☒ Networking #4 [12:30-1:30]

Suggested Connections

1



James Cameron
Space and Launch Systems Engineer
Education: USC, LMU

2



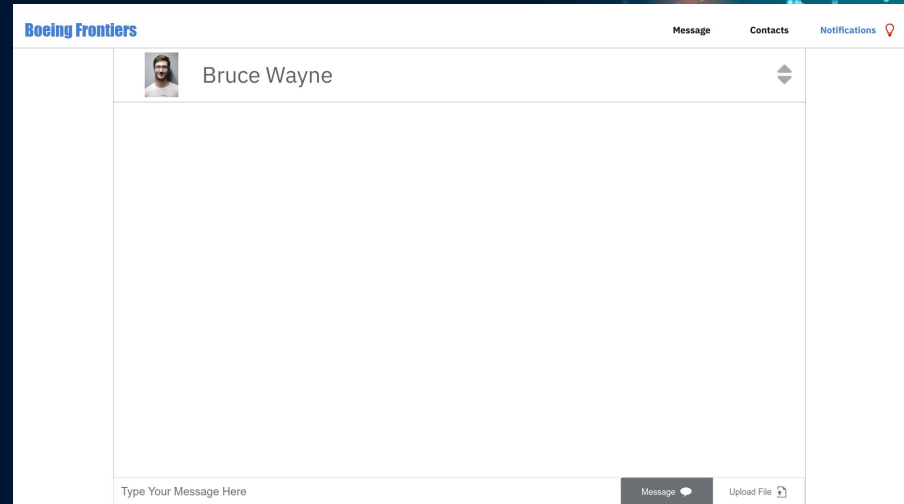
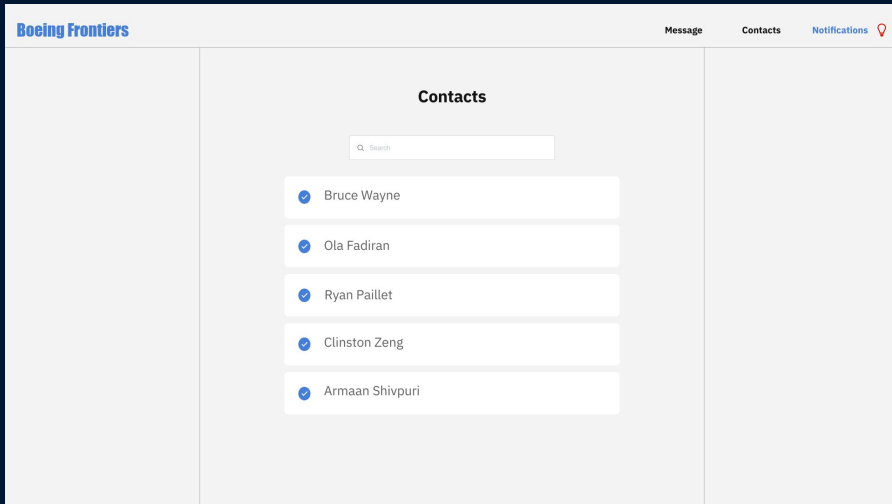
Martin Scorsese
Systems Engineer Lead
Education: University of Michigan, UCSD

3

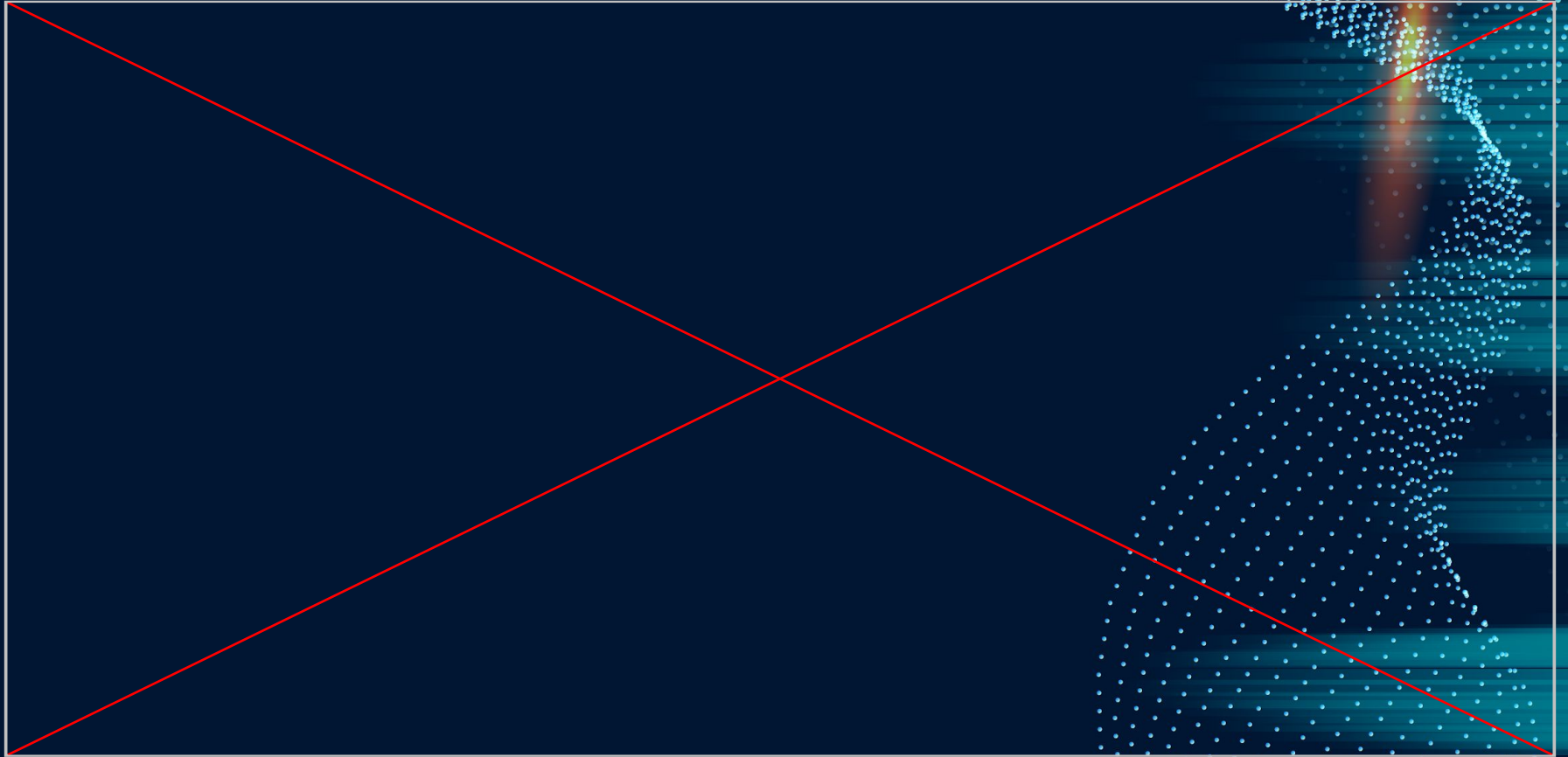


Bruce Wayne
High School Intern
Education: Palos Verdes High School

Visuals



The Algorithm



Thank you for listening!



Next Steps:

- Program a rudimentary UX/UI design and implement the algorithm
- Host or distribute information to all Boeing Employees and Interns on the software and gauge responses
- Add more functionality & incorporation into Boeing specific workflow

Bibliography:

- DiPolo, Meagan. "Internal Social Media Boosts Employee Engagement and Trust." *Institute for Public Relations*, 28 Jan. 2021, instituteforpr.org/internal-social-media-boosts-employee-engagement-and-trust/.
- Men, Linjuan Rita, et al. "Examining the Effects of Internal Social Media Usage on Employee Engagement." *Public Relations Review*, JAI, 24 Jan. 2020, www.sciencedirect.com/science/article/abs/pii/S0363811120300011.
- "A Spiral of Voice? When Employees Speak up on Internal Social Media." *Journal of Communication Management*, www.emerald.com/insight/content/doi/10.1108/JCOM-03-2019-0050/full/html.

Discord and Email

- Discord:
 - 140 million+ active users
 - Popular among teens
 - Includes features not interested for adult users
 - Custom emoji integration
 - Customizable theme-focused chat groups
 - Integration with Video Games
- Lacking integration with Boeing Directory Service
 - Cannot look up people based on name/title
 - Cannot Schedule Meetings
- Widely used in Business and Professional Setting
 - Almost everyone has an email account
 - Communication Record
 - Sent/Receive Email Records
 - Forwarding
 - Not widely used as primary communication channel among teens
 - Many teens don't check their email
 - No instant messaging for most email clients
 - Not widely used on mobile devices
 - Many teens exclusively communicate using phones



Cost Analysis - Testing & Designing

01

Market Research

Will there be widespread adoption of such a program?

Will it accomplish its intended goal?

02

Quality of Life

In creation of the program, how will we incorporate diverse ideas?

03

Program Functionality

Provides an opportunity for future interns to utilize, help push the program forward

