



Challenge

Digital technologies have made possible bringing people who are far away closer together, but they have also increased the distance among those who are already close by. In this digital era, the way people gain motivation has also changed: receiving recognition from others in channels such as social media is now important for improving confidence and maintaining motivation, for moving forward and trying new things.

These changes, in the context of college life, pose different challenges: "How can we use technology to bring people closer and develop positive links? How can we help students to connect to other young people in the real world? How to lead them to new experiences that complement their academic formation? How can we help them remain motivated?"

Looking for an answer to these challenges at Tecnológico de Monterrey, one of the leading universities in Mexico and the world, we have designed BlueMer.

What is BlueMer?

BlueMer is a digital platform, currently in the prototyping stage, offering a collaborative and interactive environment, along with merit recognition, where students pursuing similar goals and interests can find others students and work together despite geographical or logistical limitations. These shared goals must be positive to the student, specific, and reachable. Available categories vary among cultural, sports, artistic, student groups, or any other area in which the student is interested to achieve new goals.

In the platform, social connections are formed, and the blend of all these gives place to a big support network built by students, for students. As extra help, BlueMer offers information about the different resources that are available to students to support them in achieving their challenge, such as: physical spaces, available mentors or other digital applications.

The stages experienced by users can be summed up as: setting a new goal, sharing it in BlueMer, connecting with other students, gain motivation and encourage their colleagues, work together in the challenge, periodically report progress, and finally, receive recognition for the achieved goals. This last experience is lived by users from three perspectives: the first, self-recognition and satisfaction in achieving the proposed goal; the second, public recognition by sharing an achievement in BlueMer, receiving community ratings and winning digital medals in the user profile; and the third perspective, by validating the merits of other users, demonstrating a sense of collaboration and mutual trust.

Finally, social connections made in BlueMer have the potential to escape digital borders, managing that students can connect in the real world to share, collaborate, and build new, healthy relations as they advance in the journey of achieving their dreams and objectives.

Learning outcomes

- The connections that students make in BlueMer offer an opportunity to develop a sense of belonging, inclusion, and collaboration
- Choosing their own challenges and taking part in new activities gives empowerment to students, facilitates the creative process, and promotes self-discipline and commitment
- As they advance in the achievement of their own goals, students gain motivation and confidence, improving their soft skills
- BlueMer promotes mental and physical plenitude for their students, by offering a vast set of extracurricular activities and possibilities that complement academic formation.

Return on investment

- It will connect 91.200 students across the 26 campus of Tecnológico de Monterrey, in Mexico.
- Linking the digital world to the real world: digital interactions and recognitions become motivation to engage in the real world, building positive experiences
- Users can find information about the resources (physical and digital) the university offers, maximizing the use of all the products and services on campuses
- Preference and interaction data collected by this platform could be an important asset in the future to improve the services offered to students