Educational Technology : Career Path Guidance

Inbar K.   Philip Q.   Gabe S.   Michelle W.

Road Map

- Initial POV

- Additional Needfinding Interviews

- Revised POV's

- Top HMW's

- Experience Prototypes

Initial POV

Orestis I.

- We met Orestis, a software engineer who grew up in Cyprus and went to university in France.

- We were amazed to learn that Orestis had an interest in software engineering, but he did not pursue it until after taking a Java class at his university which caused him to switch majors from chemical engineering.

- **It would be game changing to give students the opportunity to learn about careers earlier in their academic career.**

Additional Needfinding

Tiffany S.

Jess S.

Xinyi B.

Josh L.

Additional Needfinding

Tiffany S.

- Was encouraged by her parents to pursue a career in science and a role where jobs are readily available.

- She wanted a career that taught and tested different skills and a position that would constantly challenge her.

- She is content with her current job as a physician, although it is harder than she had expected.

- **Regarding pursuing a career… "talk to people who have been doing their job for a while as well as new hires. The beginning and end of careers are very different in terms of lifestyles, families, etc."**

Additional Needfinding

Jess S.

- Graduate from UNC Chapel Hill with a degree in sociology and education.

- After graduating she was deciding between a career in teaching (Teach For America) or in ministry.

- Currently the director of worship and creative arts for a local church.

- **Regarding her position… "I feel alone in this world."**

- Wants to connect with a mentor she can learn from.

Additional Needfinding

Xinyi B.

- Currently a Master's student at the University of Washington studying linguistics.

- Parents had careers in engineering and nursing. They discouraged Xinyi from pursuing the same career because "they take up a lot of time."

- Her career interests are in computer science and linguistics.

- **Her school has career fairs but the university only allows students in specific majors to go to specific career fairs.**

Additional Needfinding

Josh L.

- 14-year-old high school sophomore.

- Enjoys gaming and hanging out with friends.

- His mother has a career in business and his father is a subway engineer.

- Interested in an architecture career or gaming career.

- Regarding discussing his academics and future with his counselor…
  "my guidance counselor is really nice, but…I don't find it that helpful."

Revised POV's

Tiffany S.

Jess S.

Xinyi B.

Josh L.

Additional Needfinding POV (1)

Tiffany S.

- We met Tiffany, a 35-year-old physician who attended UCLA (undergrad and med school).

- We were amazed to learn that although she recommends talking with a variety of people in a field of interest, she also believes mentoring will only take one so far without personal experience.

- It would be game changing to have mentoring be something that helps people gain personal experience.

Additional Needfinding POV (2)

Jess S.

- We met Jess, who is a 28-year-old director of worship and creative arts for a church ministry next to Palo Alto High School.

- We were amazed to learn that even at her age and position, Jess feels unsure about reaching out to mentors or being a mentor herself.

- It would be game changing to be able to comfortably connect Jess with a mentor who also worked in her career field.

Additional Needfinding POV (3)

Xinyi B.

- We met Xinyi, who is a 24-year-old Master's student at the University of Washington.

- We were amazed to learn that her school did not support a way to learn about internships in disciplines outside of the ones that she is studying.

- It would be game changing to have colleges support students in different majors explore internship not in their majors.

Additional Needfinding POV (4)

Josh L.

- We met Josh, a 14-year-old sophomore in high school.

- We were amazed to learn that although his school provides him with a counselor and schedules sessions to discuss his academics in a one-on-one conversation, he doesn't feel comfortable talking with an adult about his career preferences and relies more on friends and friends of friends to help.

- It would be game changing to help him make informed choices on career paths in an environment where he feels comfortable openly discussing his thoughts and interests.

Additional Needfinding POV -> Top HMW

Top HMW with their POV

HMW connect people in similar professions? HMW inform others to become interested in a profession? HMW make professionals more confident to mentor? HMW provide tools to make professionals be more confident? HMW organize career meetups for anyone to attend? HMW make mentorship less daunting? HMW make searching for a mentor easier?

HMW help people become aware of career path options? HMW help answer people's questions about a profession? HMW gather answers to people's common questions about a profession? HMW better inform people who are curious about a profession? HMW connect people who have similar questions? HMW better inform professionals so that they are more comfortable being mentors? HMW provide a comfortable environment for people to meet up? HMW provide answers to specific questions regarding a career? HMW teach lessons that come from personal experience through mentorship? HMW use mentorship to guide individuals who are clear about their career choice into specialities? HMW connect mentees with people both early on in their careers and more veterned professionals? HMW accurately prepare people for the intensity and difficulty of a career?HMW help people interested in careers where jobs are not readily available?HMW develop a small group environment for mentorship? HMW more accurately depict the flexibility and skillset of different careers? HMW prepare and mentor students interested in careers that present diverse challenges? HMW give resources to students interested in fields which need to be chosen early on? HMW connect similar minded people for mentorship? HMW incorporate mentorship into professions that don't have it built-in within their education? HMW incentivize young people not yet thinking about careers to consider mentorship? HMW find professionals who are eager to mentor students pursuing their career path? HMW provide an incentive for professionals to mentor students? HMW create new benefits that can come from mentoring? HMW connect college students to internships that do not line up with their major? HMW provide a space where students can approach varying companies during a career fair without restriction of the university? HMW encourage colleges to support students who pursue careers outside of their major? HMW help colleges publicize internships to their entire student body? HMW make looking for internships easier for students? HMW provide internship guidance to students seeking information? HMW help students gain information about specific fields explore other career options? HMW develop a safe and private platform for people to mentor each other? HMW help students meet people working in careers that they are interested in? HMW provide guidance and education regarding unique interdisciplinary fields (not careers solely based in one discipline)? HMW leverage private messaging to connect professionals and students? HMW educate undergraduates about masters degrees and programs? HMW incorporate financial motivations and interests into searching for careers? HMW provide more information surrounding time commitment of careers beyond what people have seen first hand? HMW provide resources to students earlier in the job application cycle? HMW directly connect high school students to professionals? HMW make the process of choosing a career path less stressful or uncomfortable?

HMW eliminate career path choices? HMW utilize friends to help each other make career choices? HMW make high school students more open to talking with adults? HMW make school counseling more effective? HMW provide career answers to high schoolers in a convenient way? HMW present information to high school students in a non-intimidating way? HMW connect high schoolers with relatable mentors? HMW create an environment for students to connect with mentors? HMW lower a student's discomfort with meeting/talking to mentors? HMW provide resources for learning about less traditional career paths (gaming).

Top HMW with their POV

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Top HMW with their POV

- **HMW eliminate career path choices?** Dark Horse

- **HMW help people become aware of career path options?**
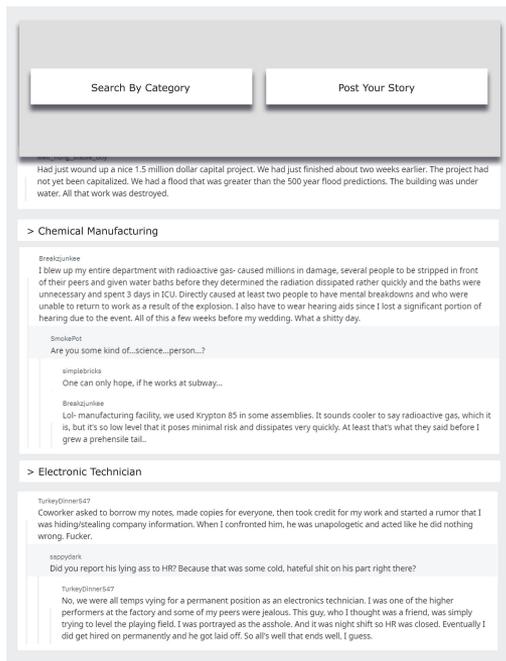
- **HMW make mentorship less daunting?**

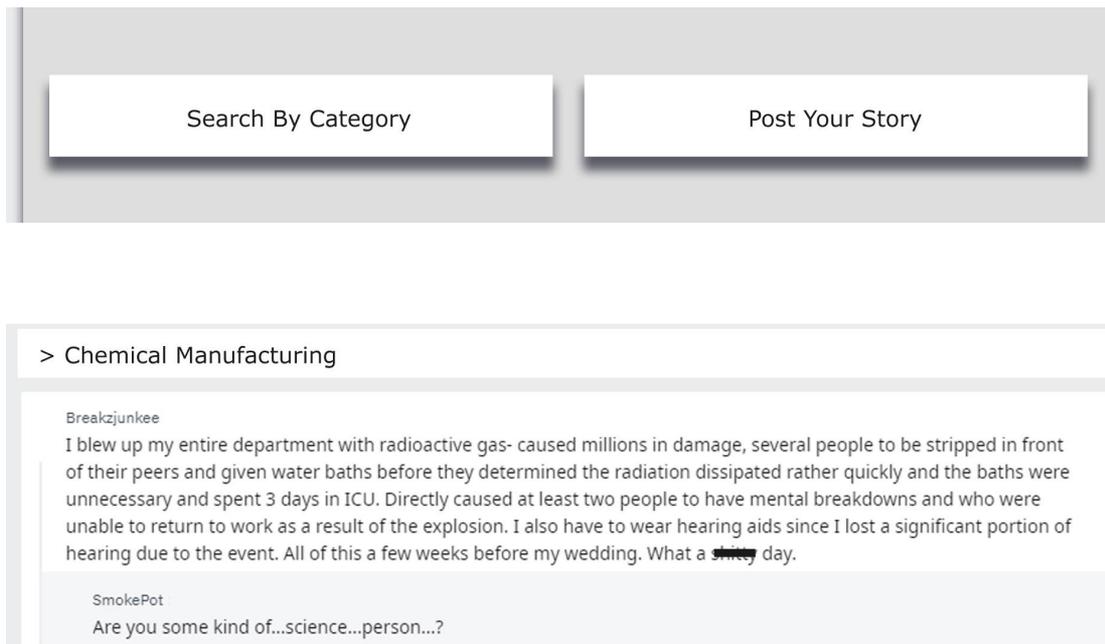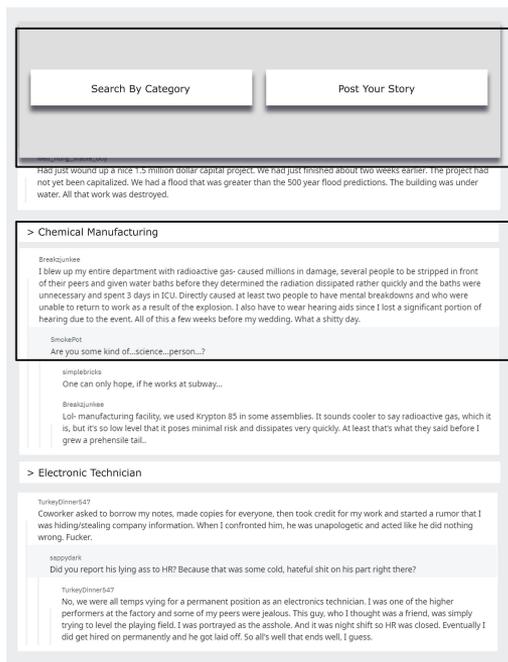# HMW eliminate career path choices? Dark Horse

Josh L.

- We met Josh, a 14-year-old sophomore in high school who lives in New York.

- We were amazed to learn that although his school provides him with a counselor and schedules sessions to discuss his academics in a one-on-one conversation, he doesn't feel comfortable talking with an adult about his career preferences and relies more on friends and friends of friends to help.

- **It would be game changing to help him make informed choices on career paths in an environment he feels comfortable openly discussing his thoughts and interests.**

Experience Prototypes (1) - Bad Day

- Tests the assumption that people gain insight from listening to other people's negative stories

- Provides users the details of a bad day one can experience in a given career.

Experience Prototypes (1) - Bad Day

Experience Prototypes (1) - Bad Day

Kate B.

- Would find such an application helpful and informative.

- Not comfortable posting but would be a reader.

- Questions validity of posts.

- Sees use in finding career and finding companies to work for.

- **"Not knowing the downsides of roles is definitely an issue."**

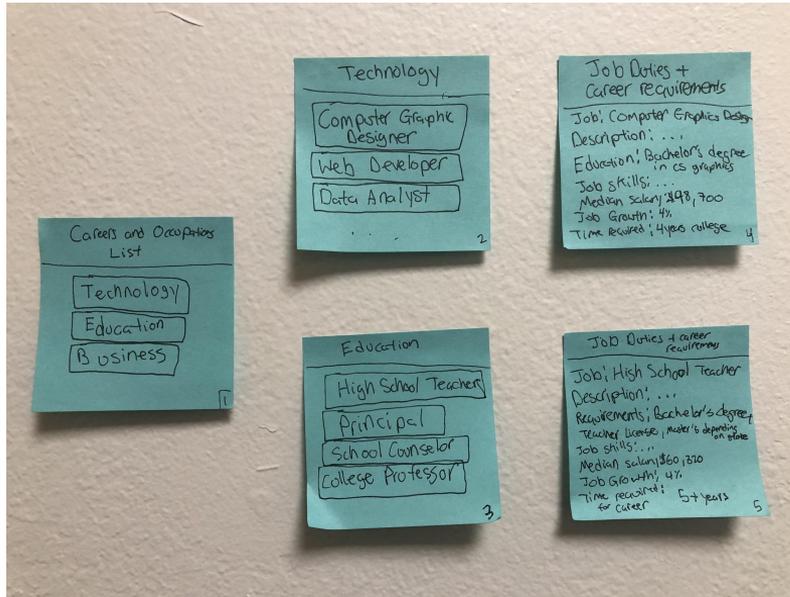- Result: Tests the assumption that people gain insight from listening to other people's negative stories. **---VALID---**

HMW help people become aware of career path options?

Josh L.

- We met Josh, a 14-year-old sophomore in high school who lives in New York.

- We were amazed to learn that although his school provides him with a counselor and schedules sessions to discuss his academics in a one-on-one conversation, **he doesn't feel comfortable talking with an adult about his career preferences** and relies more on friends and friends of friends to help.

- It would be game changing to help him make informed choices on career paths in an environment he feels comfortable openly discussing his thoughts and interests.

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Experience Prototypes (2) - Career Resources

- Tests the assumption that people will make choices about careers based on how long it takes and how many resources they must use to obtain that career.
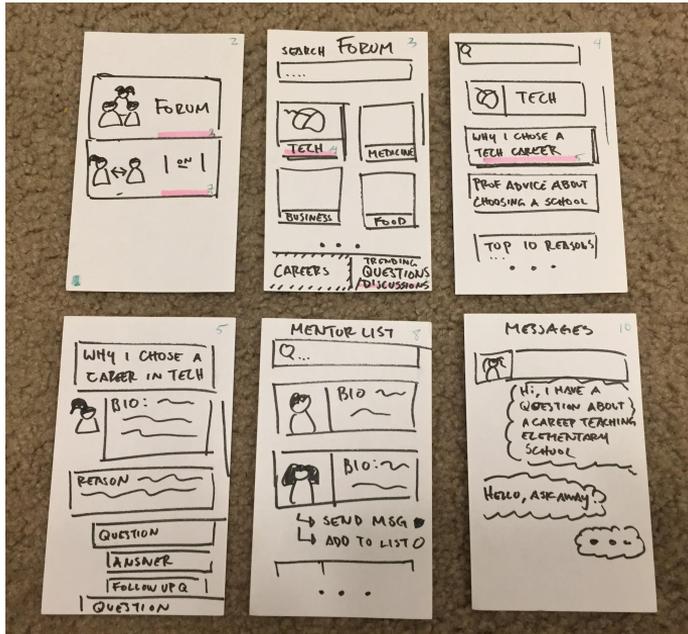
Experience Prototypes (2) - Career Resources

- We asked Jane what information she cared most about.

- Average salaries about careers was very informative.

- Wanted additional information such as impact of career on society.

- **Jane found layout to be serviceable but desired more information.**

- Result : Tests the assumption that people will make choices about careers based on how long it takes and how many resources they must use to obtain that career. **--INVALID---**

HMW make mentorship less daunting?

Jess S.

- We met Jess, who is a 28-year-old director of worship and creative arts for a church ministry next to Palo Alto High School.

- We were amazed to learn that even at her age (28) and position, **Jess feels unsure about reaching out to mentors or being a mentor herself.**

- It would be game changing to be able to comfortably connect Jess with a mentor who also worked in her career field.

Experience Prototypes (3) - Mentors & Answers

- Tests the assumption that an uncomfortable component of mentorship is not having control of when the mentoring occurs.

Experience Prototypes (3) - Mentors & Answers

Max M.

- Junior at a university in Barcelona, Spain and studying sports medicine.

- "I think this would be really helpful."

- "I prefer to be mentored in person. Face to face. But I see how this might be preferred by other people."

Experience Prototypes (3) - Mentors & Answers

Gio C.

- Junior at Berkeley studying chemical engineering

- **"So many of my classmates are stressed out about their future careers and how to connect with mentors."**

- "Honestly, the idea is awesome! I'd totally use it."

- Result : Tests the assumption that an uncomfortable component of mentorship is not having control of when the mentoring occurs. **---VALID---**

Summary

Result: Tests the assumption that people gain insight from listening to other people's negative stories. **---VALID---**

Result: Tests the assumption that people will make choices about careers based on how long it takes and how many resources they must use to obtain that career. **--INVALID---**

New assumption that when people make career choices they take consideration on that career's impact on society.

Result: Tests the assumption that an uncomfortable component of mentorship is not having control of when the mentoring occurs. **---VALID---**

NEXT STEP : Continue modifying our prototype and discuss which prototype to continue to develop and how.

Educational Technology : Career Path Guidance
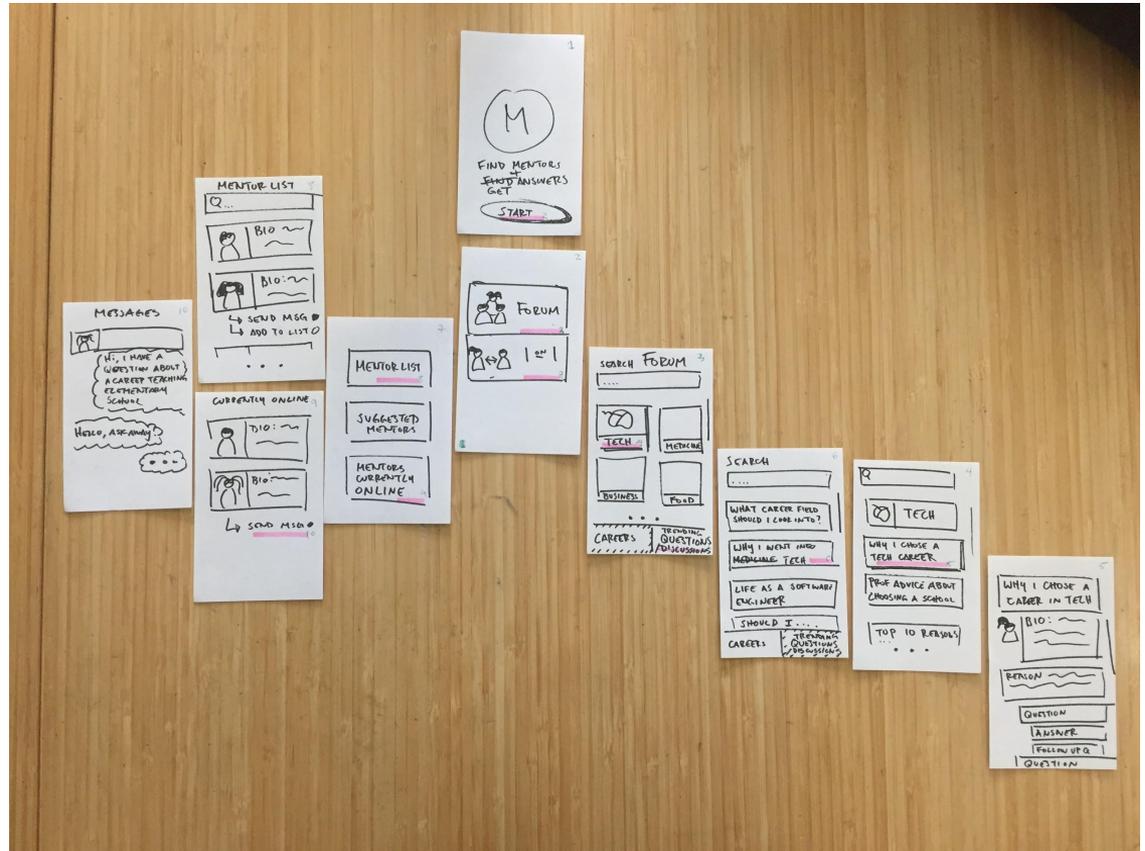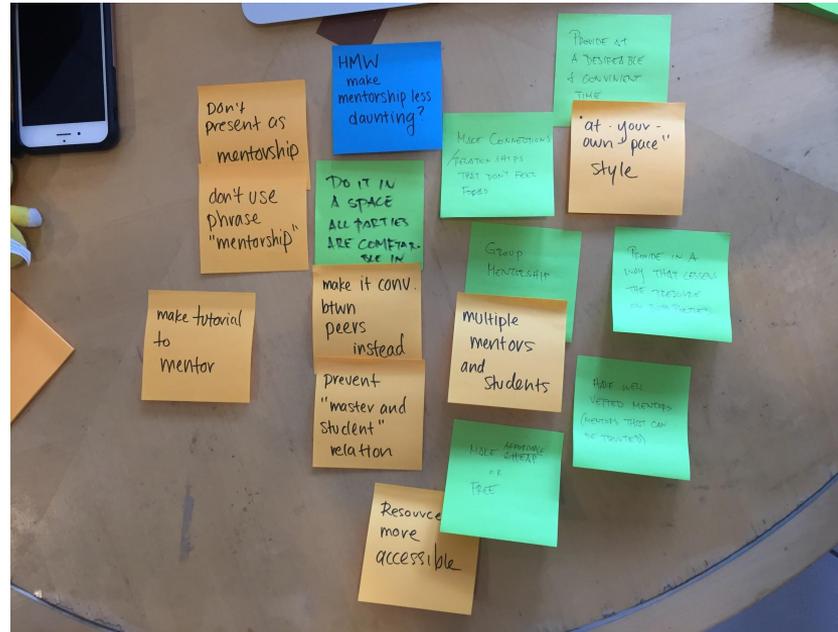
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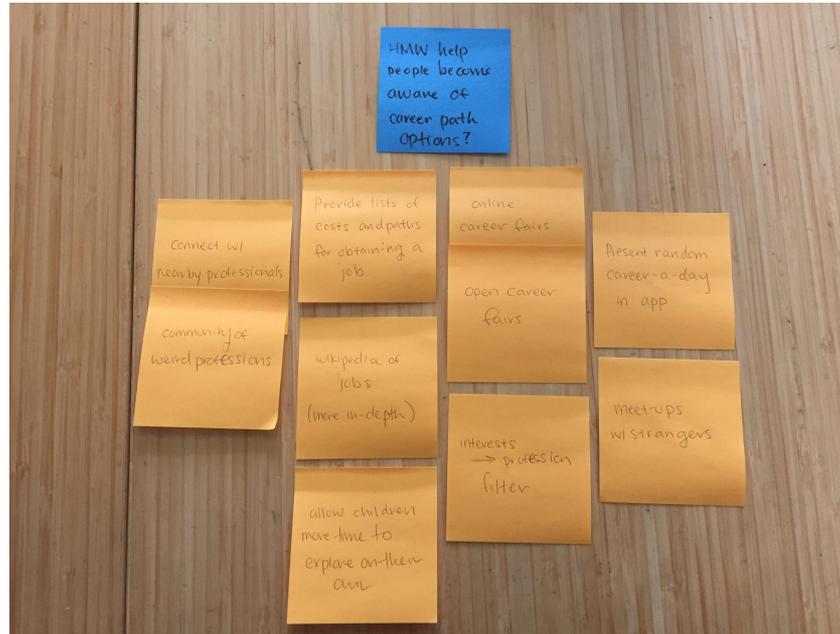Philip Q.

Gabe S.

Michelle W.

Prototype (3)

HMW make mentorship less daunting?

HMW help people become aware of career path options?

HMW eliminate career choices?