



pathseeker



Philip Q.



Gabe S.



Michelle W.

Road Map

- Problem
- Our Solution
 - Initial Prototype
 - Final Prototype
 - Tasks & Demo
- Making it Real

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Problem

How might we help people make better informed decisions about their career choices?



reddit



blind



TELLONYM



CareerVillage.org



JUMPSTART

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Solution

Professional-driven forums to read, ask, and share advice for users to gain new perspectives on different careers.

Value Proposition

Everyone seeks a different path. We can help you along yours.

Video



Needfinding



Jess S.

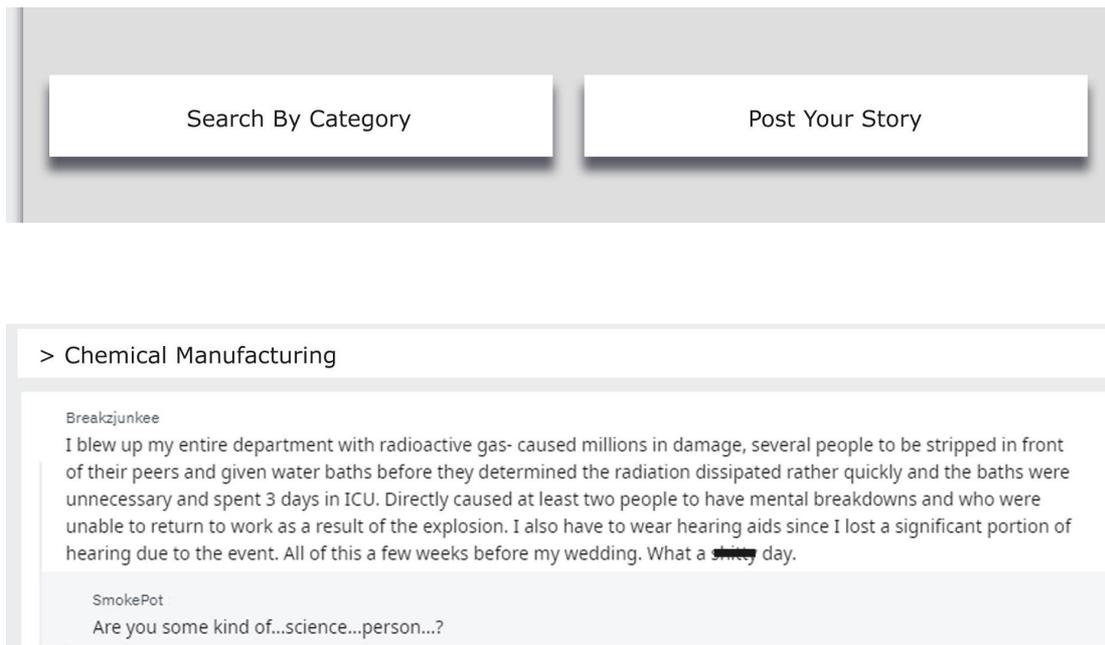
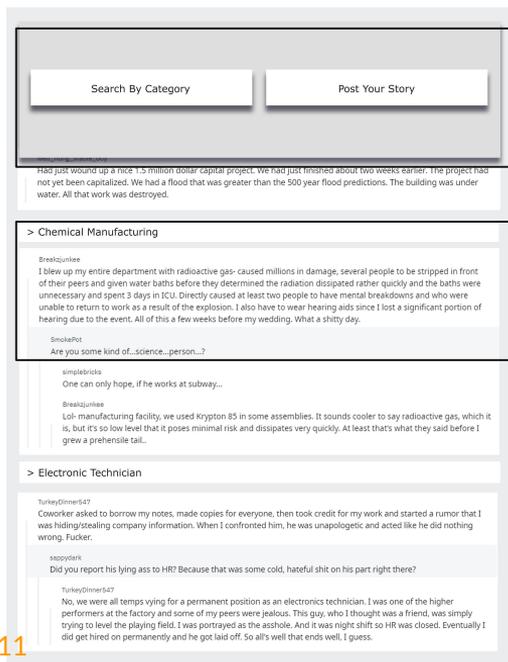
Regarding her position:
“I feel alone in this world.”



Josh L.

“My guidance counselor is
really nice, but...I don't find
them very helpful.”

Experience Prototype - Bad Day



Low-Fi Prototype

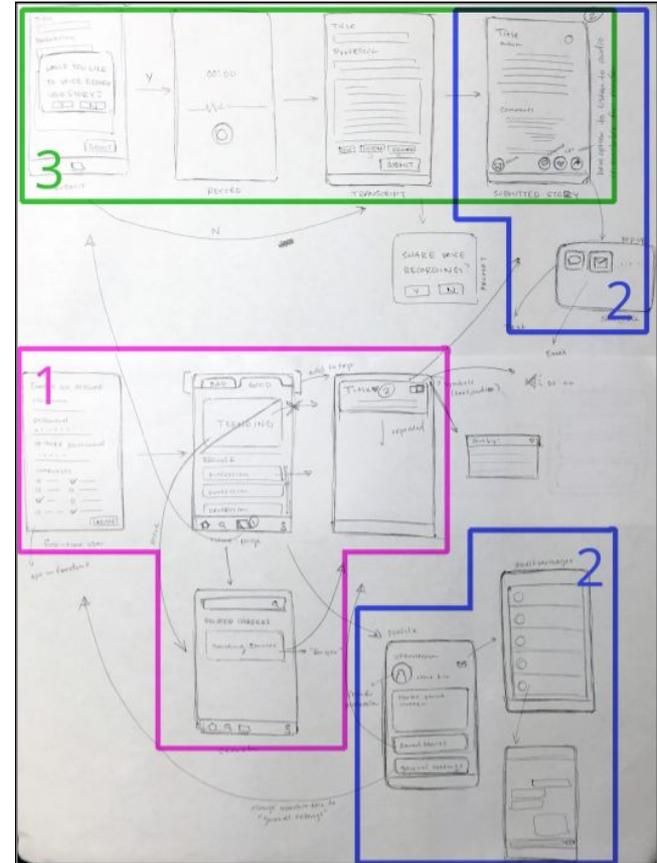
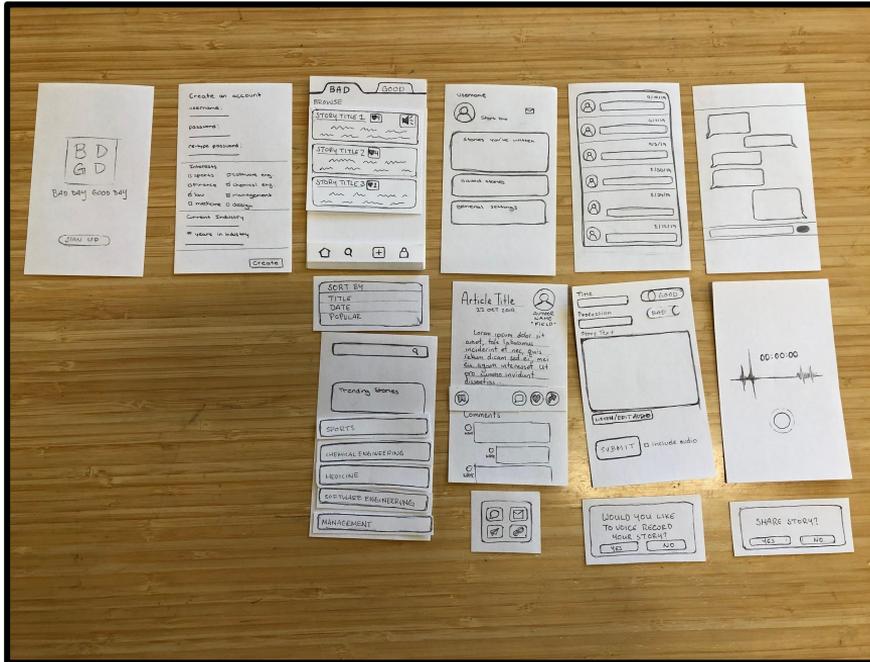
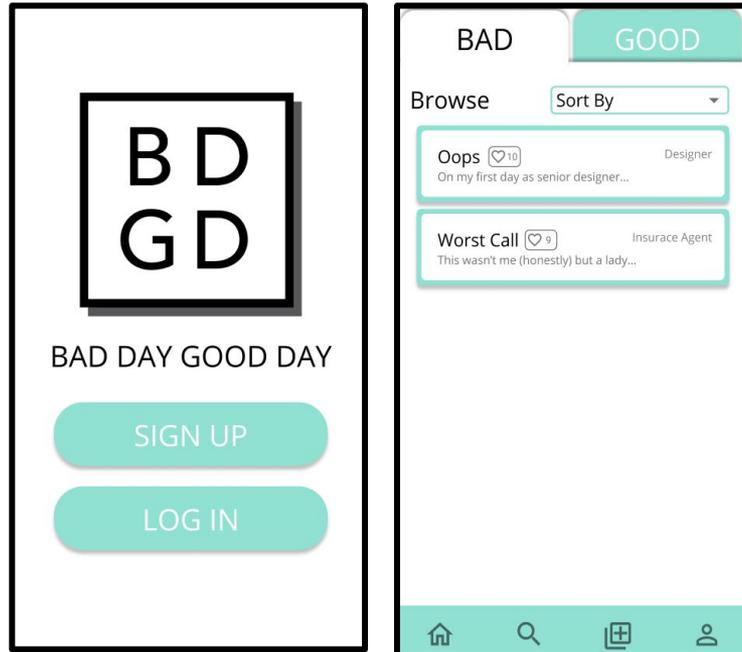


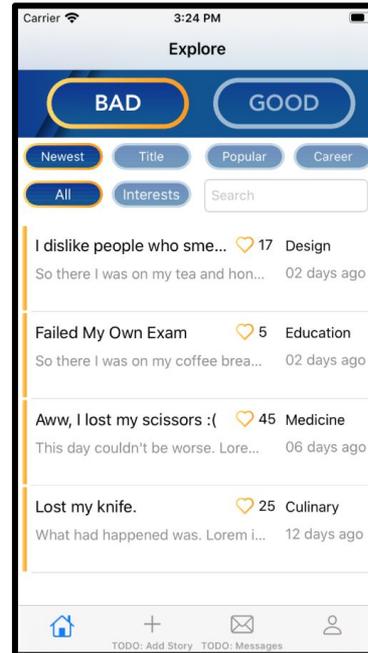
Figure 8: Task storyboard highlighting our three tasks: (1) research about careers, (2) like and save stories, and (3) submit stories



Medium-Fi Prototype



High-Fi Prototype





ask

Active Forums (5) 

 **Glen Keane** 
Animator
• Active Now 

Forum Topic
All things animation! I'll be answering your questions and some faq's about animation and the animation industry.

 **Kelly J.**
Nurse
• Active Now 

Forum Topic
What to focus on during your undergraduate studies, and what you need to know about nursing school.

...

Recent Forums

 **Monica S.**
Software Engineer
8 Jan 2020 

Forum Topic
How to land a software engineering job, and tips and trick to technical interviews.

Animator 

Glen Keane 
Los Angeles, California
• Active Now

About
Former animator at Walt Disney Animation Studios. Lead character animator for Ariel (The Little Mermaid), Beast (Beauty and the Beast), Aladdin (Alladin), Rapunzel (Tangled), and more.

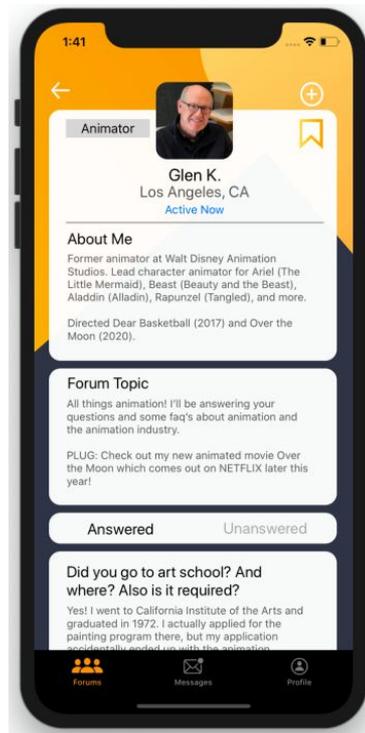
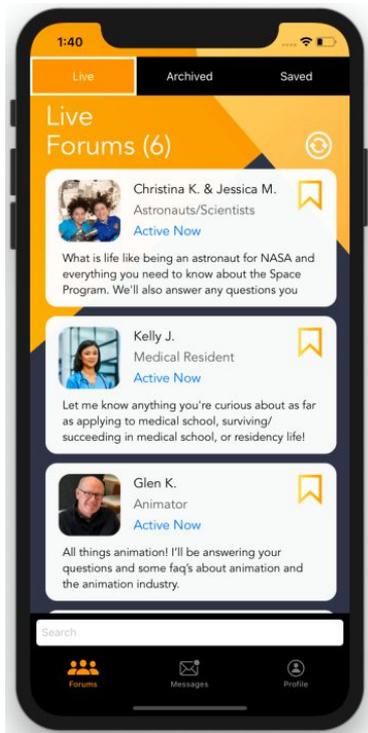
Directed Dear Basketball (2017) and Over the Moon (2020).

Forum Topic
All things animation! I'll be answering your questions and some faq's about animation and the animation industry.

Did you have to go to art school?
Yes! I went to California Institute of the Arts and graduated in 1972. I actually applied for the painting program there, but my application accidentally ended up with the animation department.

What advice would you give to a student applying to art school?
30 

Lab Usability Study Interface



New Name and Logo



ask



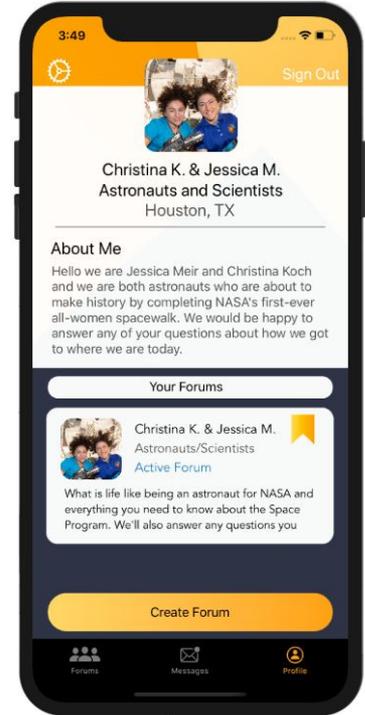
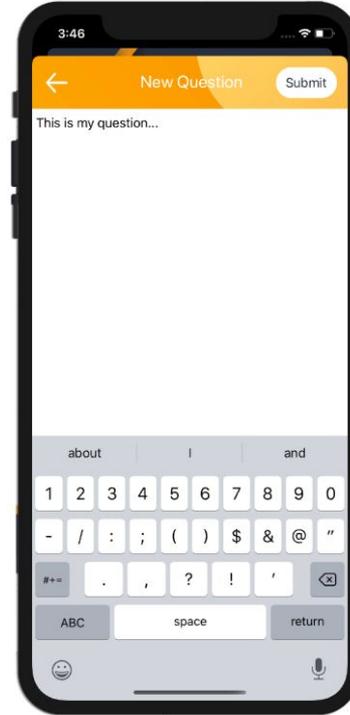
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New UI Additions

- Log In
- Asking a New Question
- User Profile
 - Create Forum



Major UI Changes

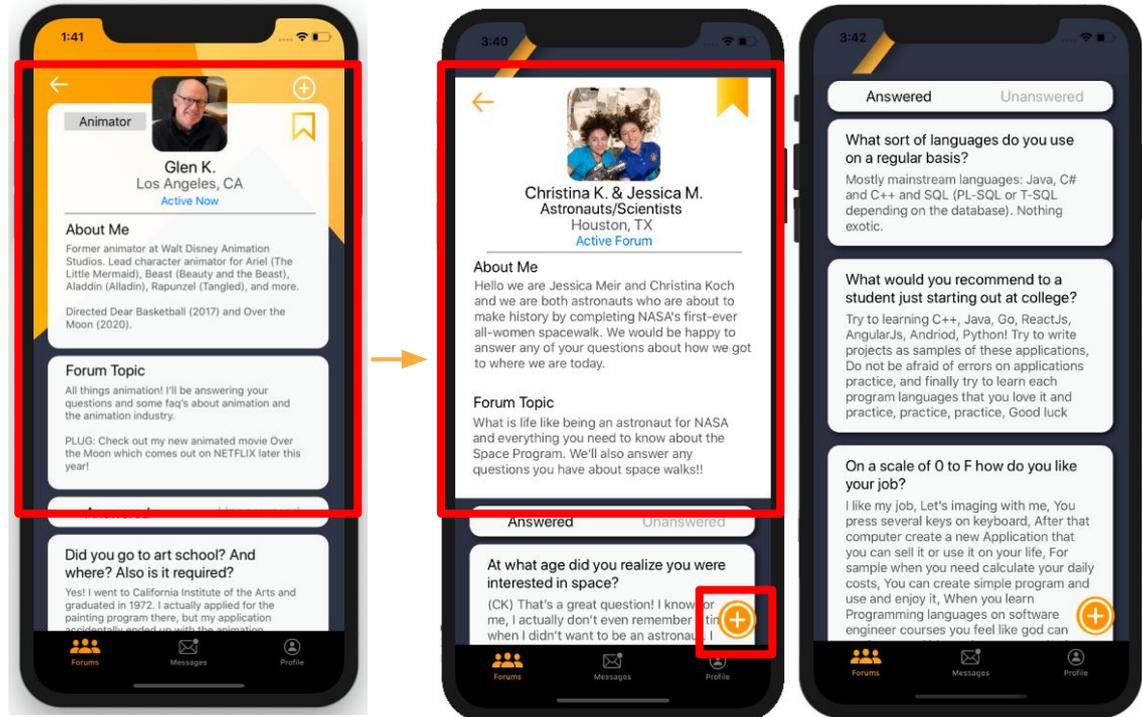
- Forums Screen

- Moved search bar
- Updated tab labels



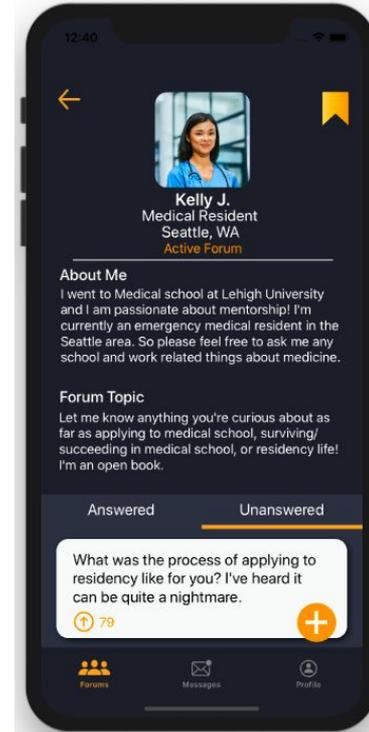
Major UI Changes

- Professional Forum
 - Changed into section
 - Combined forum info sections
 - Moved “ask a new question” button



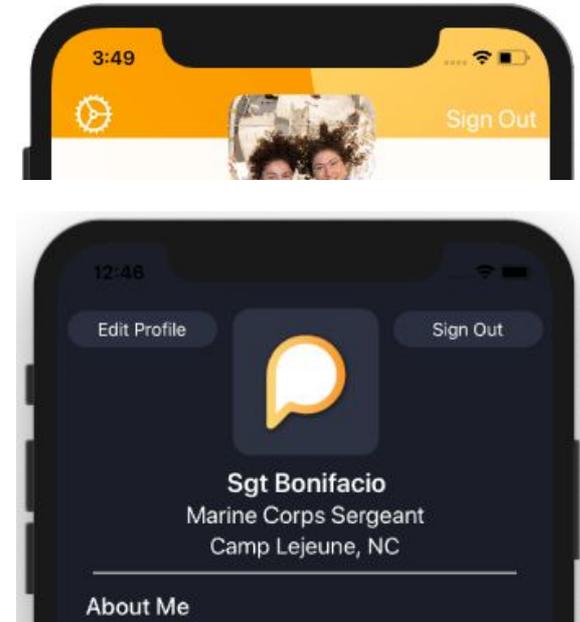
Field Usability Study

- UI changes
 - “bookmarked” instead of “saved”
 - Utilizing a solid, dark background
- Younger participants completed tasks easily
- Older participants had some confusion



Hi-Fi Prototype 3

- Change gear icon to “Edit Profile”
 - Gear gave older user issues
- Younger participants completed tasks easily



User Interface

- Tasks and Interface Descriptions
 - For non-professionals:
 - Simple: Find a forum related to interests
 - Medium: Bookmark a forum and access it later
 - Complex: Ask a new question on a forum
 - For professionals:
 - Simple: Update your profile information
 - Medium: Create a forum
 - Complex: Post a FAQ and answer it on created forum

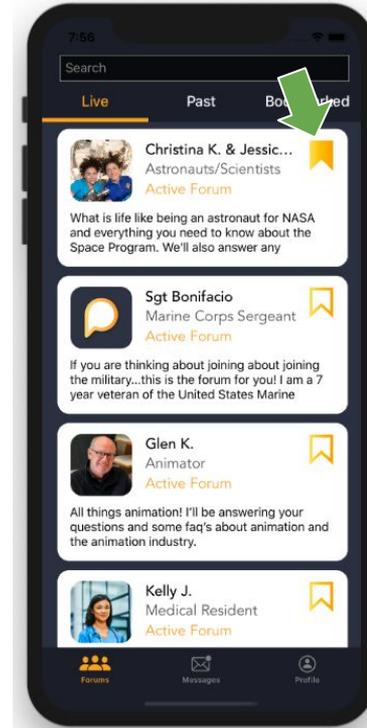
Simple Task (non-professional)

Find a forum related to your interests



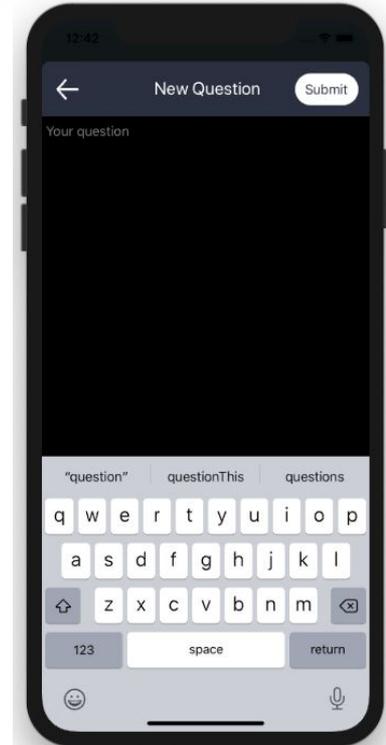
Medium Task (non-professional)

Bookmark a forum



Complex Task (non-professional)

Ask a new question



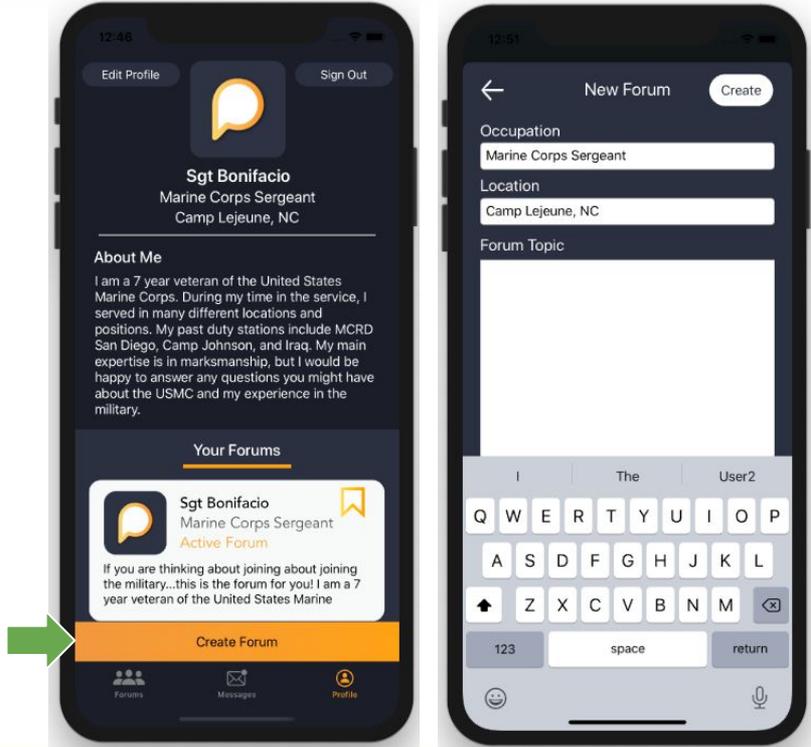
Simple Task (professional)

Update your profile info



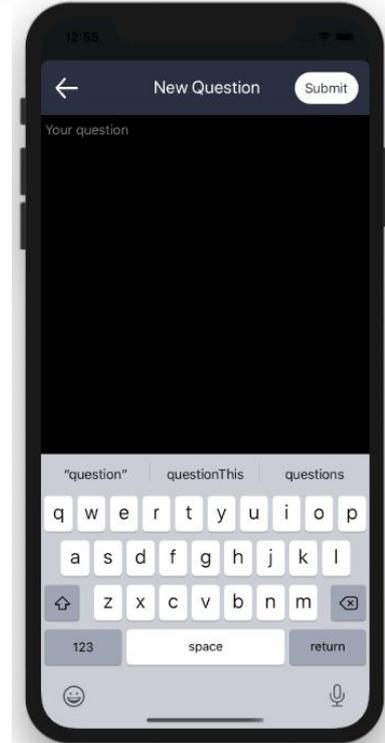
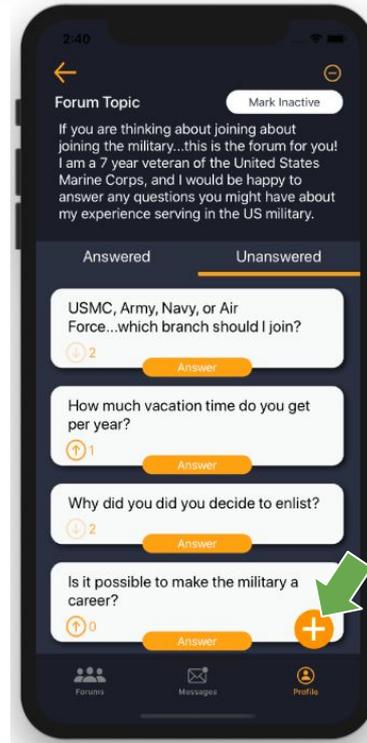
Medium Task (professional)

Create a forum



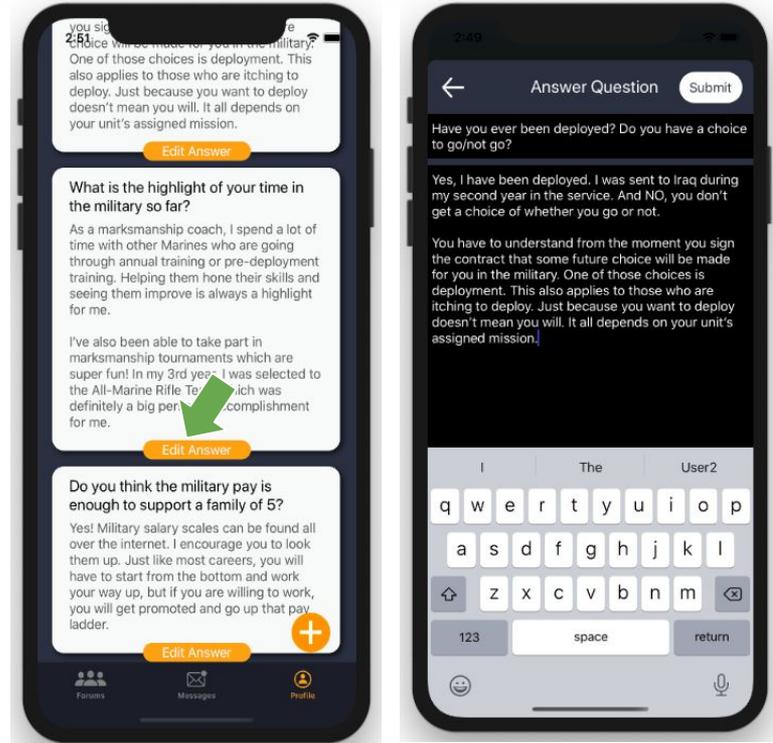
Complex Task (professional)

Post a FAQ and answer it



Complex Task (professional)

Post a FAQ and answer it





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Demo

Implementation



Future Features

- What is missing?
 - Uploading custom pictures
 - Publish and Unpublish button
 - Additional filtering
- Further develop the business model

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Revised Business Model

- Paying professionals at first is a good idea, to gather users but most likely not sustainable.
- Contact companies for employees who might do ama's for the app.
- University or high school partnership.
- Partner with career websites such as “indeed”.
- Revenue Stream: promote job postings.



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Everyone seeks a different path.

We can help you along yours.