



Bad Day Good Day



Philip Q.



Gabe S.



Michelle W.

Value Proposition

Bad Days, Good Days: All Careers Have Them

Be well informed of your career path





Problem & Solution

- People don't have enough information outside of their network regarding the positives and negatives of jobs.
- We propose a solution to provide a platform to read, share, and interact with stories of personal good and bad day experiences for different careers, to gain a new perspective on these careers.



Road Map

- Design Evolution
- Current UI
- Ideas for Future Enhancement
- Summary



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Needfinding



Jess S.

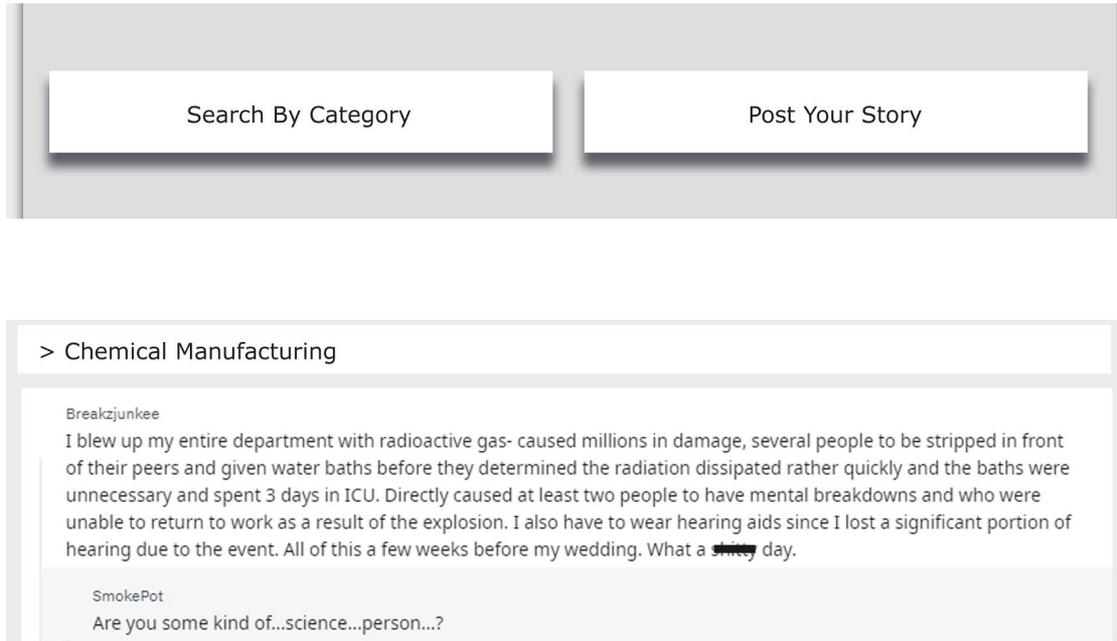
Regarding her position:
“I feel alone in this world.”



Josh L.

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

Experience Prototype - Bad Day



Sketches

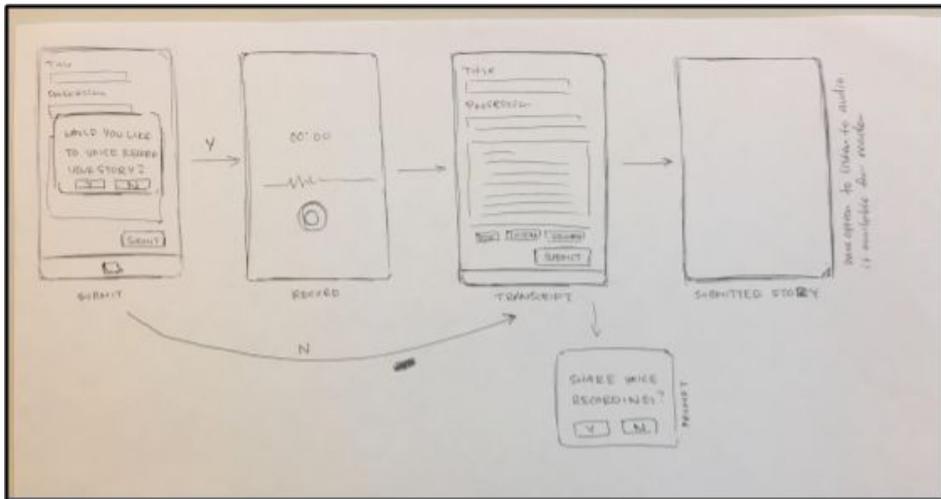


Figure 6: Speech-to-Text Transcript for Forum Submission Storyboard (Phone)

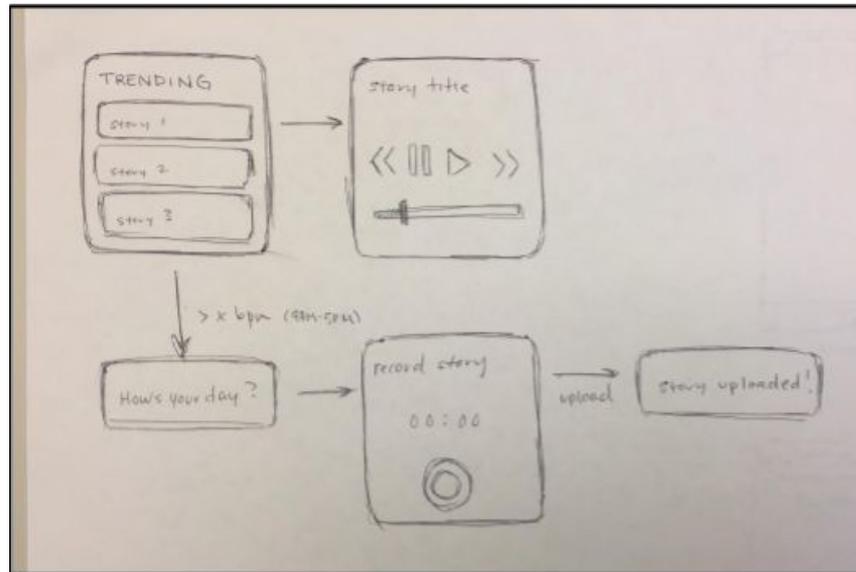


Figure 7: Heart Monitor for Audio Podcast Submission (Watch)



Representative Tasks

- **Simple Task** - Research about careers through reading stories of good and bad days on the job.
- **Medium Task** - Allow the user to share stories that they agree with or find helpful.
- **Complex Task** - Submit stories of personal experiences for other people to read about and learn from.

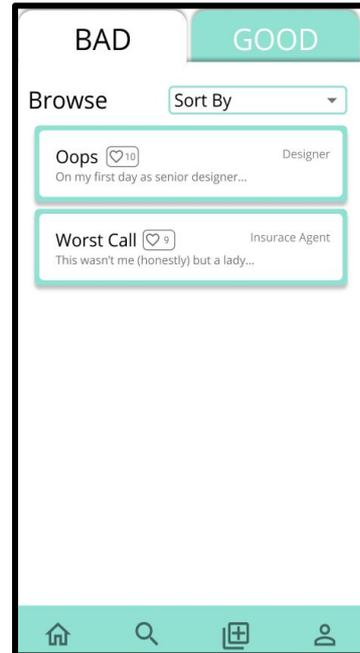
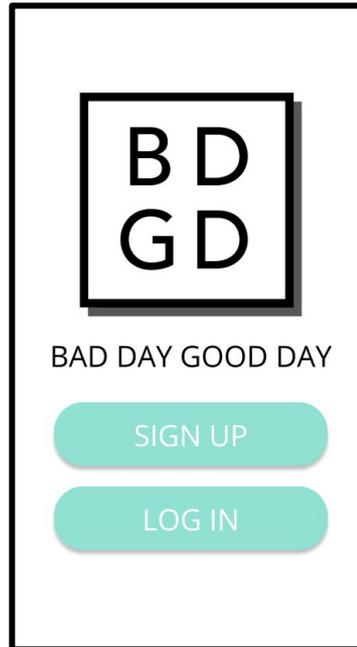


Additional Tasks

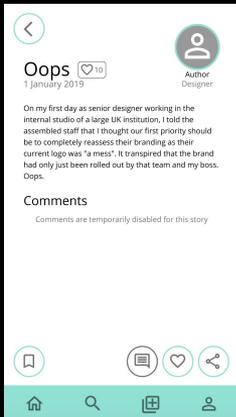
- **Simple Task** - Create/Login an account
- **Medium Task** - Direct message another user
- **Medium Task** - Look at liked/saved stories



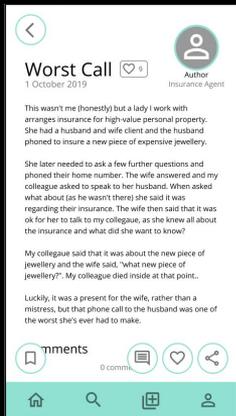
Medium-Fi Prototype



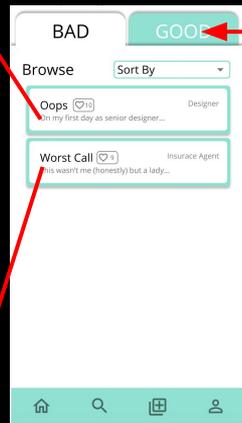
Task Flow 1 - Read a good/bad day story



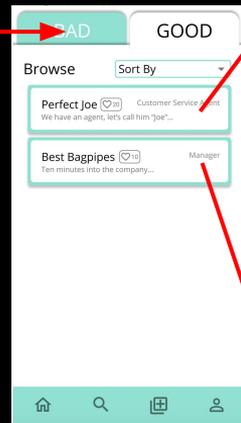
Story Article - Bad 1



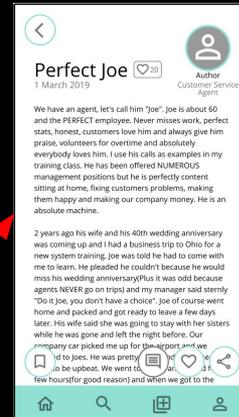
Story Article - Bad 2



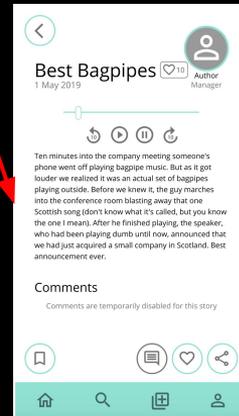
Home Screen - Bad



Home Screen - Good

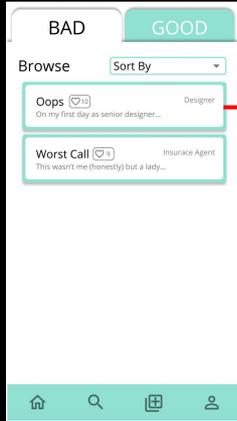


Story Article - Good 1



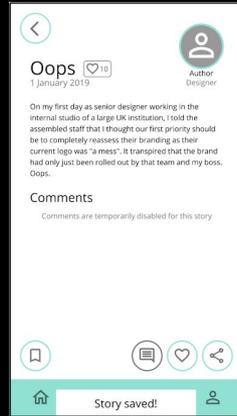
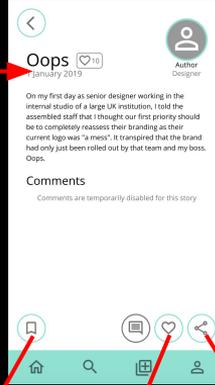
Story Article - Good 2

Task Flow 2 - Like/Save/Share Stories

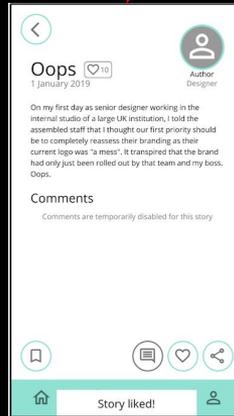


Home Screen - Bad

Story Article - Bad



Save

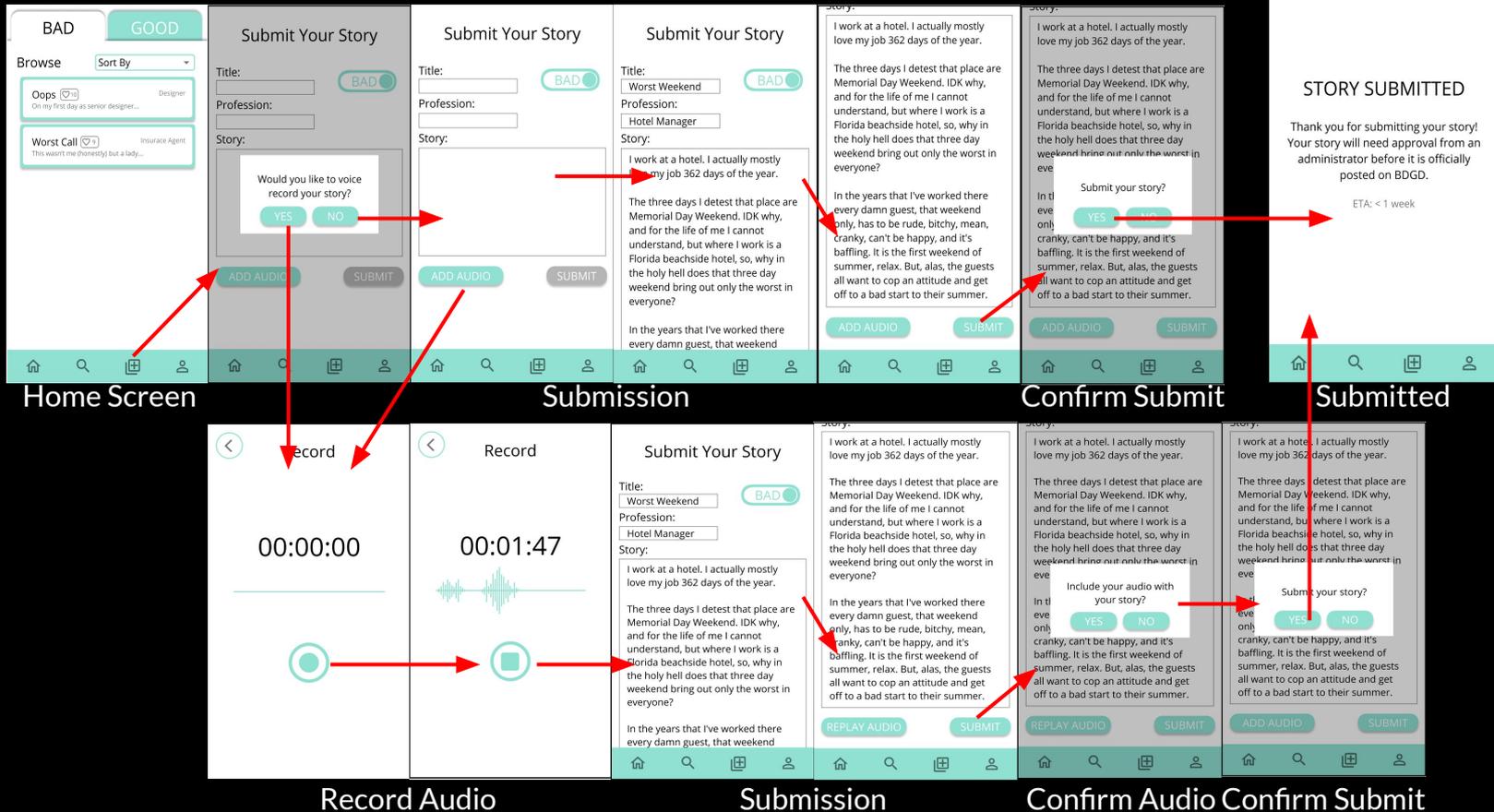


Like



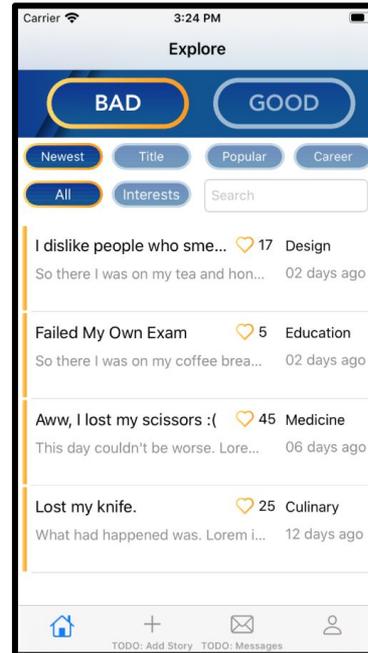
Share

Task Flow 3 - Submit a Story





High-Fi Prototype





Road Map

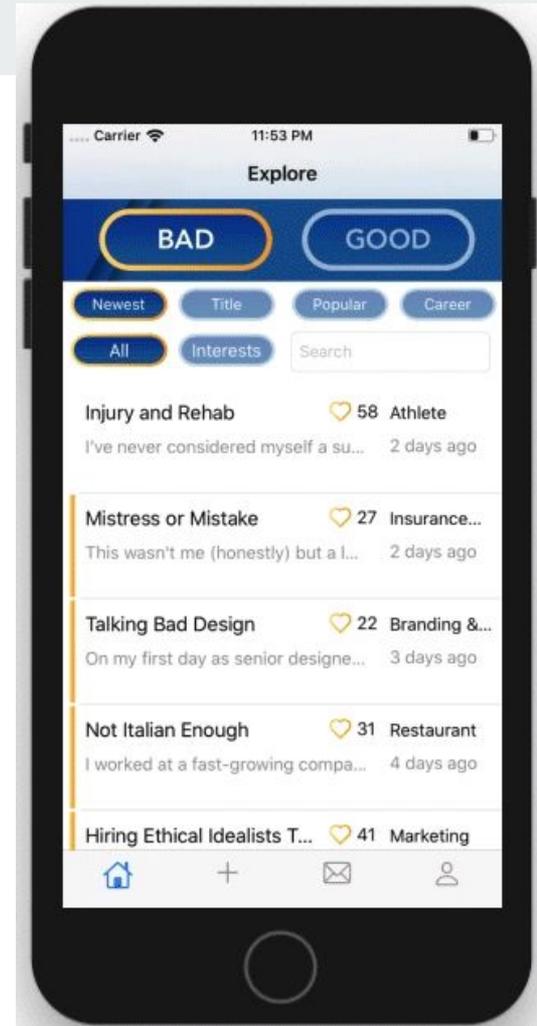
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Task 2

- Medium Task - Like/save/share stories



Figure 2: Task flow to like/save/share stories

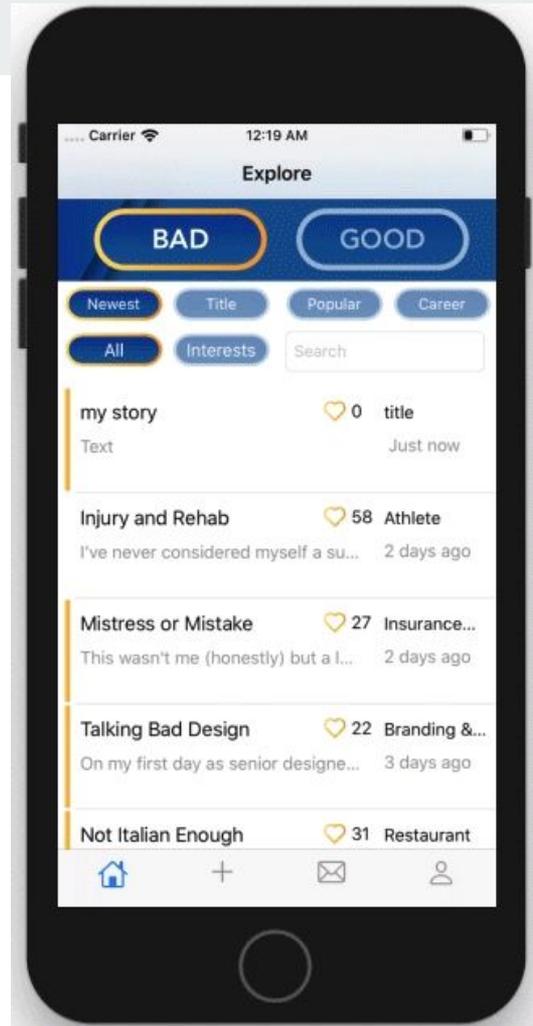


Task 3

- Complex Task - Submit a story

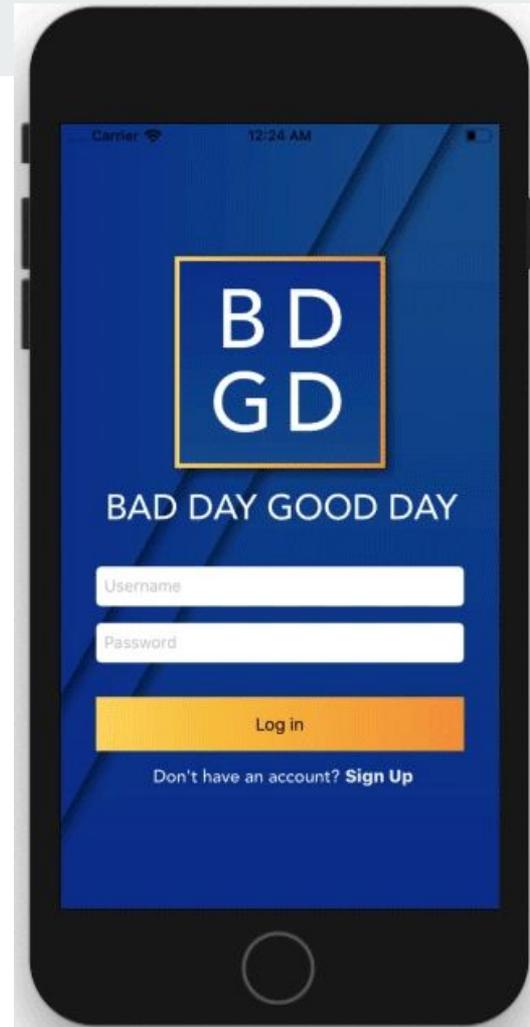


Figure 3: Task flow to submit a story



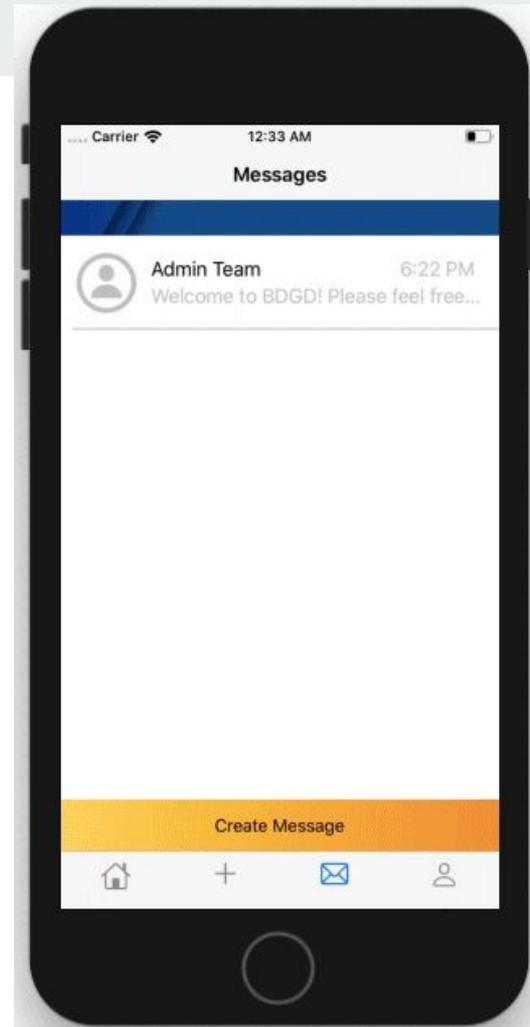
Task 4 (Additional)

- Simple Task - Create/Login an account



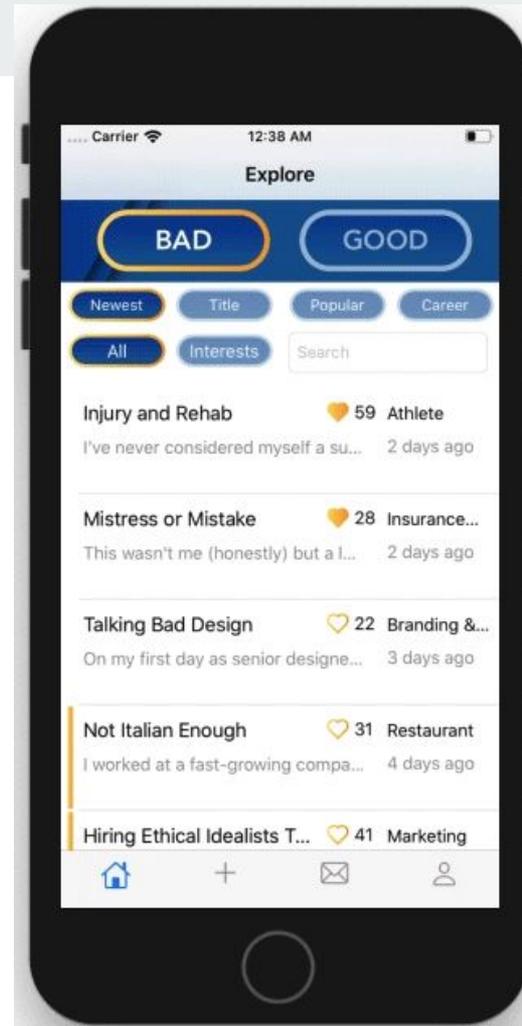
Task 5 (Additional)

- Medium Task - Direct message another user



Task 6 (Additional)

- Medium Task - Look at liked/saved stories





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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 



ask

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Updated Tasks

- **Simple Task** - Research about careers through reading AMA's.
- **Medium Task** - Vote on questions the user wants answered.
- **Complex Task** - Post a question to a professional.
- **Medium Task (for professionals)** - Answer questions in their thread.
- **Complex Task (for professionals)** - Set up an AMA thread.



Features to add

- **Implement this design in Swift and Xcode.**
 - Feasibility
- Finalize layout of the app
- Implement:
 - Direct Messaging (Currently WoZ)
 - Back-end for storing users and AMA threads.



Feedback on the idea

- Novelty of idea for specific focus on careers?
 - Similar to Quora and Reddit but for careers
- Incentives for professionals to use?
 - Platform to plug?
- Thoughts on the initial design layout?



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Summary

- Described Design Evolution
- Showed current UI
- Revealed new direction and design
- Feedback