Behavior Analysis

Sitting
Searching
Reading
Clicking
Scrolling
CHALLENGES

1. Discovering other career options that might be a better fit for you
2. Deciding which career path to pursue
3. Finding out what skills or experience are needed in new career path
4. Building the skills and experience required for new career
5. Rebranding you past experience to be considered for first job in new career

SOLUTIONS

1. Suggest other careers based on your experience, skills, and interests
2. Easily compare different career paths by the factors you find important
3. List skills and experience to develop to prepare for new career
4. Suggest ways to build skills and experience
5. Show the key words and verbs to use when describing your past experience to show how it is relevant for new career
The design and user experience will be successful if:

- the site demonstrates enough value on the first visit for the user to create an account
- the user gets practical, actionable advice on first visit (or learns something new and interesting)
- it is quick and easy to create the user profile (import past experience, skills, and interests)
- the user feels less anxiety and more clarity when thinking about their future career
The users are people who are thinking about switching careers. They are not satisfied with something about their current work situations (i.e., pay, work environment, professional development, alignment of work and interests).

Some are unsure about what kind of work they would like better. Others feel stuck in their current situation and don’t know how to start making a change to the kind of work they would like to be doing instead.

Our websites help these users by making it easier to answer these two questions:

1. What kind of work would I rather be doing?
2. How do I transition to a different career?

Users are already reading articles online that hint at what other careers are like, but these articles don’t make it easy to compare career options or identify key skills to build. Other advice for career changers can be overly general — it won’t tell you which skills are most important to build, or what words to use when retelling the story of your past work experience. Our site will make it easier to decide on a new career path and make the transition to that next job.
This UI will be found:

- on the internet (through a URL)
- on a personal laptop (used at home, not work)
Screen Size

1366 x 768
Erin Foster

Age: 31  
Occupation: Graphic Designer  
Familiarity with Technology: High  
Favorite Website: Creative Bloq  
Work Experience: 9 years  
Favorite Brand: Apple

Erin is a graphic designer at an advertising agency. She got into this line of work because she loves design, but now she’s frustrated with the pay and the stress of working in a high-pressure environment where she has to get things right the first time. She’s done agency work her whole career and is ready for something different.

She’s been reading a lot about changes in the tech industry, especially how some companies are really starting to value designers and iterative design processes. It sounds like user experience design is the kind of work she would enjoy doing. However, she’s not sure how to transition from graphic design to UX design.

Erin is trying to figure out what skills she needs to build before she applies for a UX position. She’s also wondering how to revise her resume and portfolio website to make herself seem well-suited for a UX role. Erin doesn’t want to go back to school, but she might be willing to take a class or two part-time.
Henry Liu

Age | Occupation | Familiarity with Technology
--- | --- | ---
24 | Strategy Consultant | Med

Favorite Website | Work Experience | Favorite Brand
--- | --- | ---
Lifehacker | 1.5 years | Google

Henry graduated from the University of Southern California with a degree in business almost 2 years ago. Since then, he’s been working as a Strategy Consultant for Deloitte. He applied for the consulting job during his senior year in college because many of his friends were applying to similar jobs.

It hasn’t taken him long to realize that he really doesn’t enjoy this kind of work. He’s starting to think that he needs to get a different kind of job — the sooner, the better. While Henry has some work experience and a clear idea of what he doesn’t want to do in his next job, he doesn’t know what types of jobs might be a better fit for him.

Some of Henry’s friends are working in technology companies, so he thinks there might be something for him in the tech industry, but he really has no clue about what kinds of roles there are. He’s also open to the idea of going back to school for a master’s degree but he doesn’t know what kind of degree he should get.
Katrina is a junior at UC Berkeley majoring in English and Italian. She loves food, fashion, Netflix and Hulu, travelling abroad, and documenting her life’s adventures on Instagram and her Medium blog.

When Katrina thinks about her career prospects, she feels a little overwhelmed. She knows that her writing skills will serve her well in whatever she does after college, but she has too many interests to choose from.

So far, she’s had 2 summer internships, a part-time job, and a semester abroad in Italy. She did a publishing internship with a travel guide company, a marketing internship with an online media company, and she currently works part-time as a member of the student food collective.

Katrina liked some things about her past work experience, disliked other things, and feels like there is still so much for her to explore. But as she approaches her senior year, she feels like the pressure is on to find the kind of internship that will lead to a full-time job after college.
Use Case Scenario

Erin is searching online for how to make a career transition:
1. She clicks on a link for our website (no name yet, but it’s a tool for career changers)
2. She searches for UX designer
3. She discovers a helpful summary of the UX design role (lists of typical activities, key skills, and specific action verbs that could be used on her resume)
4. She is prompted to sign in with her LinkedIn account
5. After signing in, the summary of the UX design role highlights the similarities and differences between the UX role and her experience on LinkedIn
6. She likes the specific suggestions on how she can build the kinds of skills and experience to transition to this new role

Henry is searching online for guidance on career paths:
1. He clicks on a link for our website
2. He signs in with LinkedIn to go through our guided career path discovery process
3. He answers a series of questions about his past experience and current interests
4. He gets a ranked list of different job role suggestions
5. He clicks on one role, discovers a helpful summary that includes comparisons to his current experience
6. He keeps exploring the other roles and learns that there are all these other career options for him
This website will help users find some clarity in their career path. For people like Henry and Katrina, it will answer their questions of “What kind of work should I do next?” It opens up the possibilities for them, helps them compare their options, and ultimately helps them decide what kinds of jobs to pursue. For people like Erin, the website will answer the question of “How do I make this change?” By comparing roles and past experience on an individual level, and making specific recommendations suited to each individual, the website will help career changers start moving forward in their career change with a little more confidence.
Formal Collage

CLARITY

CONFUSION