

Team 2

Manas, Armita, Alex, Cate

Meet the team



Manas
Khadka



Armita
Hosseini



Alexander
Belfiore



Cate
Celio

Problem Domain

How do people navigate entering / changing fields in their professional lives?

- What types of social channels do they use for this?
- It's commonly seen as stressful and a hassle - is this actually true and if so, why???
- What is 'success' in this space for different people?



Who We Interviewed:

Name	Sammy	Regina	Hannah
Occupation	Lawyer	Pre-medical Student	Freelance Artist / Journalist
Int. Location	Boba Shop	Zoom	Living Room
Description	<ul style="list-style-type: none">● Previously worked in tech sales for startups● Recently transitioned into a lawyer position● Values important connections and sets networking goals	<ul style="list-style-type: none">● Experience working with children● Research in pathology and neuro● Preparing for medical school● Considering other options; public health	<ul style="list-style-type: none">● Works 4 jobs that are temporary in nature● Developing skills and connections in theatre production● Constantly on the lookout for task-based opportunities● Intimate work setting and culture

What we asked:

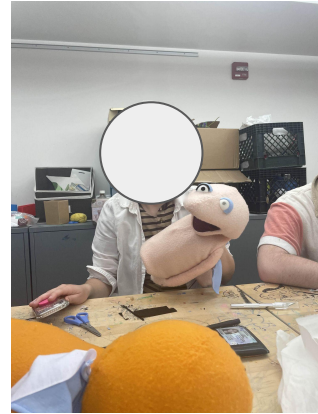
Generally...

- What do you do? / what are you working towards professionally?
- How do you navigate looking for opportunities in your profession?
- What are some social aspects to your profession?

Specifically...

- Tell me about your journey into law from tech
- Why do you struggle more with digital forms of communication professionally?

Interview Results: Extreme User Hannah



Interview Results - Hannah

- Creates a lot of short term plans + goals for her profession
- Is constantly thinking:
 - What am I going to do next? Who am I going to ask to make it happen
- Has a negative emotional response to reaching out to connections through email
 - Stressful, therefore averse
- “I ask my boyfriend’s dad to help review my professional emails”
- “I do not consider my phone a social space”

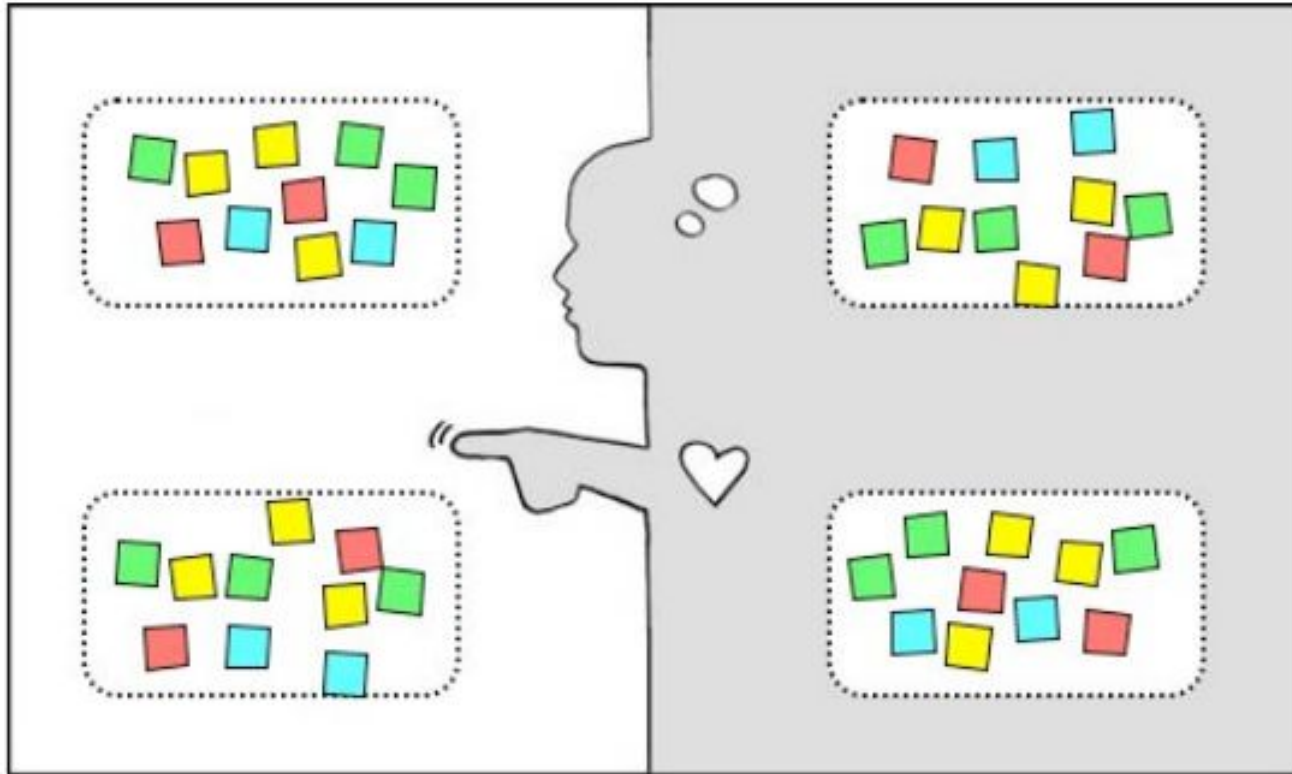
Interview Results - Sammy

- Pushes herself to go out of her comfort zone and meet people who are doing what she wants to do
 - Cold Emailing
 - Talking to employers after events and career fairs
- “It’s my goal to talk to at least 1-2 attorneys from all the most prominent litigation shops in the bay area”
- Cares a lot about personal values + aligning it with work
- Believes that creating a narrative / elevator pitch based on her strengths helped her find a job that was the best fit for her

Interview Results - Regina

- Committed to long-term career prep
- Prioritizing
 - Education
 - Portfolio and skill building
- Is developing connections with industry members & pros
- Worried about work-life balance and competition in the field

Analysis: Needs & Insights



Sammy



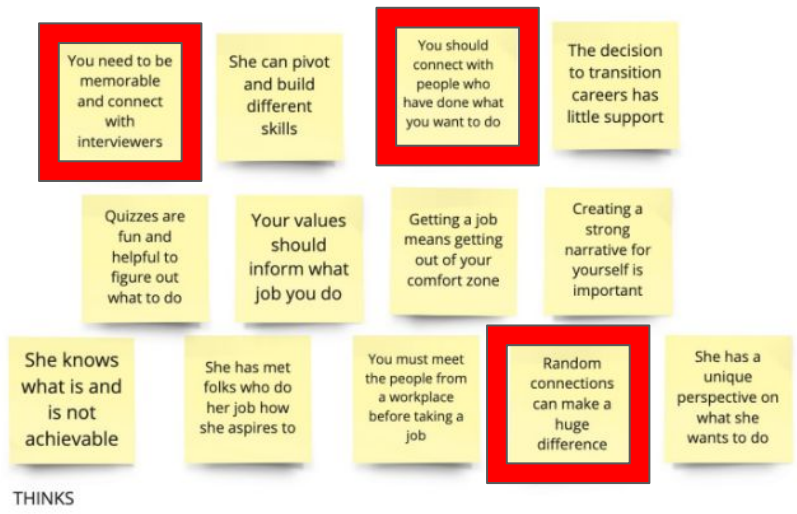
DOES



FEELS



Sammy



Regina

The expectations of future med school students is very high

Odds increase by 30% because of additional experience from gap year

Wants to work with kids when she finishes up med school

Must have good GPA, leadership experience, research experience, community work, clinical experience

Studying for the MCAT needs to begin multiple years before start of med school

Took almost a year for her to get her research position

Taking a gap year is highly important towards getting into a good school

Timeline for med school is tough since you have to commit to it early

Passionate about science; it was her primary motivator to begin the premed track

She would love to be a pediatrician

Maybe med school isn't the right path for her

Pursuing med school requires a lot of personal sacrifice

It would be hard for her to prioritize building/spending time with a family with many jobs in the medical field

Thinks often about the years of med school and residency and if it will pay off for a better career

Jobs at hospitals are often hard to get

Public health major is a potential alternative to med school

Taking a gap year is basically necessary for her to get into a competitive med school

The main reason that someone chooses not to pursue med school is the process of applying

Doctors generally don't have a great work-life balance

Perception is that it doesn't have the same benefits that other jobs have

Says

Thinks

Works a ton of hours at various paid and unpaid jobs

Plans to take a gap year to get more clinical hours to improve application for med school

Has to put up with a boss who is kind of incompetent at tutoring job

A couple of her jobs involve working with kids, something she wants to do in the future

Had an easy time getting volunteer job in hospital

Teaches sewing at a homeless shelter for fun

Research allows her to gain leadership experience since she is one of the more senior members there

Works hard to maintain good grades

Had to constantly check for research position to open up before she got job

Spent sophomore year trying to gain experience for her med school application

Nervous that her future job would not allow her to spend lots of time with her family

Content but maybe a little unsatisfied with what a public health major (no med school) would do for her career

Nervous that her application won't have the requisite amount of experience in various fields

Stressed about her commitments piling up

Worried that it will be hard to get a job in the future

Enjoyment at pursuing a job in a science-based field

Worried that people who have known they wanted to go to med school for longer will have a leg up on her

Worried that her future job will not have the work-life balance she desires

Excited at the prospect of having a job that allows her to work with kids

Nervous about applying for med school

Does

Feels

Regina



Insights

- Professional communication is extremely important and people prioritize that in their professional journeys
- Despite a diversity of contexts, preparing for one's career . . .
 - Demands a lot of time
 - Can be very stressful
- Personal connections were the most important factor
- Developing Pattern:
 - Hard to cold email, hard to put yourself out there at events
- Surprise: Everyone understood what they needed to do professionally

Key Learnings

- People get stuck at different parts of navigating professional communication
- Even when people understand what they need to do, it is hard to bring themselves to do it
- Despite strong beliefs for connecting with humans . . .
 - it is hard to cold email or put yourself out there at various events
- gaining skills are not as hard as networking

What's Next

- More interviews!
 - What about people who are figuring out their goals?
 - What about people who DO NOT primarily rely on personal connections?
- Explore the narratives of older demographics who are in a transient job situation