Assignment 4: Concept Video

Flippin: Team 1

Our Team

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Problem

Job seekers rather stay in a field they are used to, even if it is unfulfilling. Furthermore, by speaking with well-experienced individuals, we learned that no person's career trajectory is clear-cut, and without self-confidence to pursue new contexts, someone might be miss out on life changing positions.

Solution

Mid-Career Transitioners

Match users with peers who also want to take more risks. They hold each other accountable for saying yes to new things, take action on career exploration, and share reflections afterward. We believe this will build social reinforcement and reduces fear of failure.

What we wanted...

"1-2 Syllables"

"Cute"

"Easy to Remember"

"Something like switch or flip"

"What if we square the word"

Introducing...

Flippin

Flip Your Future

- We liked that it was simple, incorporated the word flip, and can be used in positive connotation like "What's fizzin?"
- Our one-liner sparks curiosity in what a "flipped" future might be.
- Value Proposition: Features of our platform may be incorporated in other brands but approaches the problem from an individual self-learning perspective. Instead, we are valuing the collaboration and mentorship our interviewees owe their career switches to.

Market Research

01

LinkedIN Career Explorer

Feature within LinkedIN that helps users understand how their current skills transfer to new roles.

WORKS WELL

Offers data-driven insights, visualizes transferable skills, integrates existing professional network.

NOT SO WELL

Offers low community support, lacks action accountability, relies on users to reach out to mentor

Implication: Users would value career path insights and a large network of professionals to be accessible and visualized.

Path Forward

A nonprofit initiative that empowers individuals to explore, prepare for, and transition into meaningful new roles, especially after a break from the workforce.

WORKS WELL	NOT SO WELL
Visualized re-entry paths, offers low-risk opportunities, uses mentorship/workshops/job matching.	Lacks focus on long-term career trajectory, preferring a short-notice job matching, and has limited peer and mentors.

Implication: Switching careers is not always about having employment and seeking another, it also means supporting those who have large gaps of employment. We also want to make sure give adaptive feedback and empower individuals through a community.

Path Forward

Filters   RESET

Work location   ?

Select all that apply to you

Job type

☐ Technical

☐ Corporate

Required experience   ?

Select all that apply to you

Required career gap   ?

Select all that apply to you

Reddit

A social news and entertainment platform where users post photos, stories, tips, and more onto "subreddits," or topic-based communities.
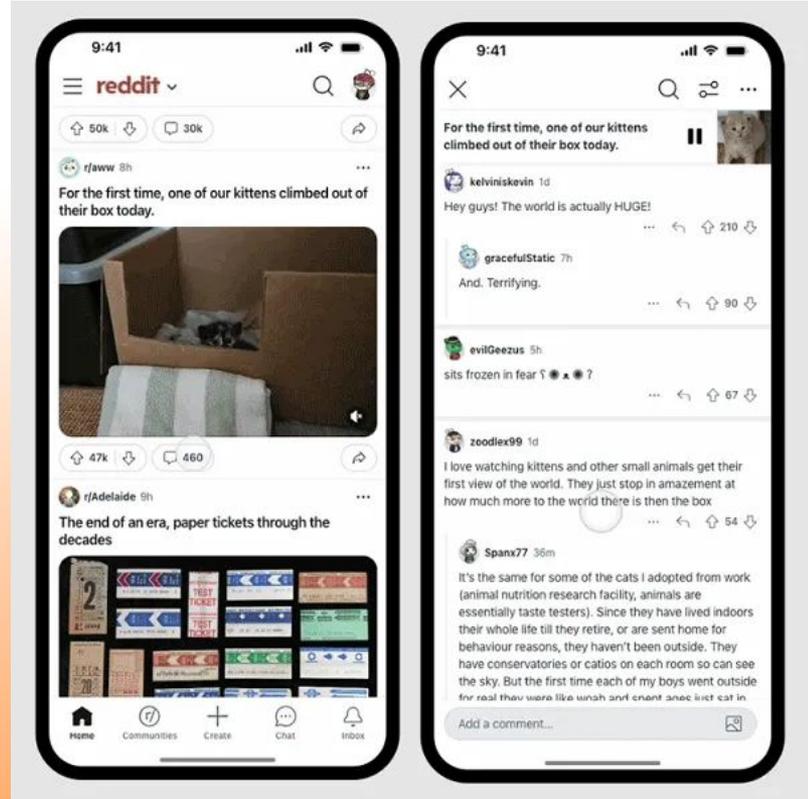
WORKS WELL

Anonymous, comfortable to share personal stories, empower communities through niche relatableness, support career subreddit.

NOT SO WELL

Only offers emotional and social support, but does not incite action. No verification for the information posted.

Implication: Users value anonymity and having an answer/peer for every story, question, conflict, or interest.

Forage

A platform that connects students and career explorers through short, project-based virtual programs designed by leading companies.
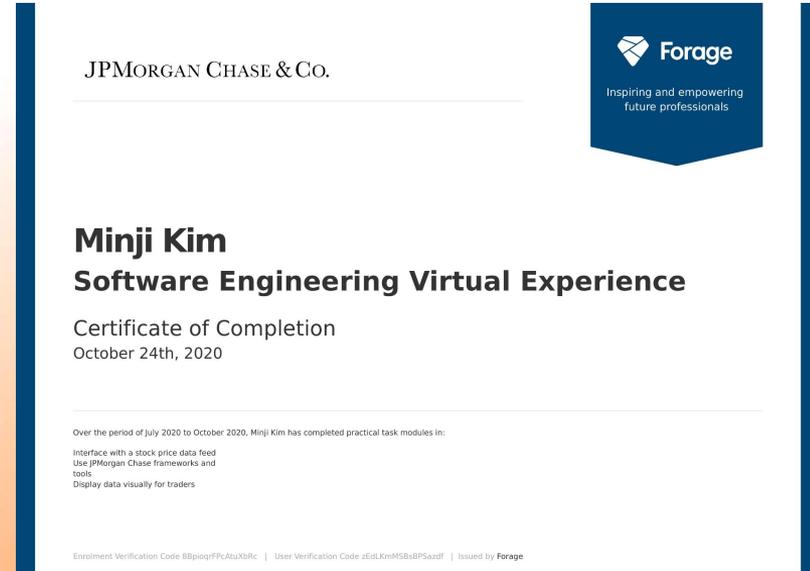
WORKS WELL	NOT SO WELL
Content-based heavy, program modules are very practical, well-vetted curriculum.	Solely content-based and individually driven programs. No in-person opportunities.

Implication: Users want to know what it is like to work for a large well-vetted corporation. Further, quiz-based and module-based curriculum is engaging for a user.

JPMorgan Chase & Co.

Forage
Inspiring and empowering future professionals

Minji Kim
Software Engineering Virtual Experience

Certificate of Completion
October 24th, 2020

Over the period of July 2020 to October 2020, Minji Kim has completed practical task modules in:

Interface with a stock price data feed
Use JPMorgan Chase frameworks and tools
Display data visually for traders

Enrolment Verification Code 8BpioqrFPcAtuXbRc | User Verification Code zEdLKmMSBsBPSazdf | Issued by Forage

	LinkedIn	(logo)	Reddit	(logo)	Flippin
Mentorship Opportunities	✅	✅	❌	❌	✅
Community Building	❌	✅	✅	❌	✅
Practical, Emotional, and Social Support	❌	❌	❌	❌	✅
Focus on Career Education	✅	✅	❌	✅	✅

Our Values in Design

02

Values in Design

Our design is guided by a human-centered philosophy that prioritizes **emotional connection, inclusivity, and growth through community**. While many platforms focus on providing information or opportunities, we focus on **how people feel, learn, and transform** during their career transitions.

1. Belonging Over Comparison

Career transitions often feel isolating. Our platform turns that isolation into community by fostering shared journeys. Instead of competing, users grow together by celebrating progress, not perfection. Every feature, from peer circles to reflection prompts, is designed to build a sense of "I'm not alone."

2. Empowerment Through Vulnerability

True confidence comes from acknowledging uncertainty. We normalize the ups and downs of transition by creating a space where sharing failures, doubts, and lessons is as valued as sharing achievements. This redefines success as progress, not performance.

3. Mentorship Made Human

Mentorship shouldn't feel transactional or intimidating. Our design integrates mentorship as part of daily interaction. Mentors drop into discussions, offer feedback, and grow alongside users. This relational design removes hierarchy and builds mutual trust.

The Big Bad Wolf

What could a bad actor do with your product?

Bad actors or peers could exploit social sharing features—turning encouragement into judgment or pressure. Visibility may lead to **mocking**, **anxiety**, or **fear of judgment**, especially for vulnerable users.
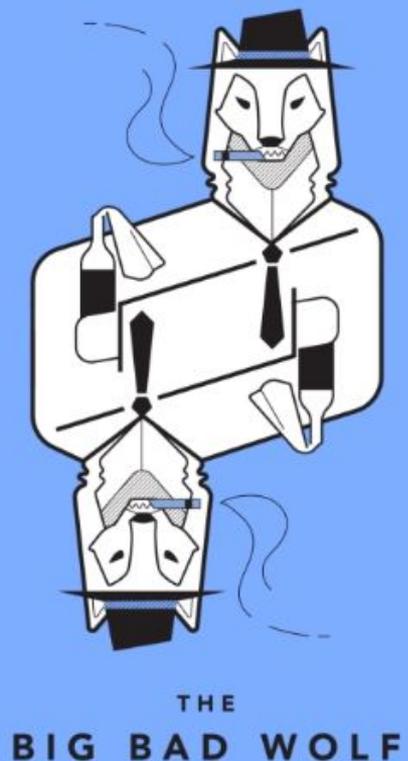
Value Tension:
 Authenticity vs. Emotional Safety – openness builds community but increases exposure.
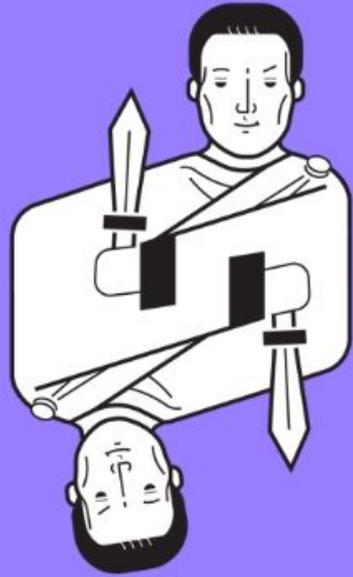
At-Risk Groups:
 Low self-esteem users • Younger users • Marginalized groups

Ethical Implications:

- AI to flag harmful language

- Positive feedback prompts

- Reflections private by default

THE
BIG BAD WOLF

The Backstabber

- **Privacy & Emotional Safety**
  Career transitions involve sensitive sharing – breaches of privacy could cause shame or fear of exposure.
  - **Ethical Implications:** Default anonymity, user-controlled visibility, no third-party data sharing.
- **Mentorship Power Dynamics**
  Mentors could misuse authority or give harmful advice.
  - **Ethical Implications**: Mentor guidelines, misconduct reporting, early red-flag detection.
- **Algorithmic Bias**
  Matching systems may reinforce inequality or exclude marginalized users.
  - **Ethical Implications**: Bias audits, transparent matching, user override or rematch options.

THE
BACKSTABBER

The Scandal

What is the worst headline about your product that you can imagine?
"Social media platform lures innocent career explorer to murderer and meets their demise"

Main User Concerns:

- Privacy and safety in peer matching

- Sharing sensitive career info (NDAs, company insights)

- Exposure to unverified or bad actors, scams, or fake mentors

Ethical Implications:

- **Identity verification** for in-person meetups & mentor roles (optional levels).

- **Meeting safety features:** check-ins, public meetup suggestions, no-home visits policy.

- **Privacy controls:** limit sharing of sensitive info; NDA/content flags for professional posts.

- **Monetization guardrails:** ban selling of mentorship services on-platform unless verified.

THE
SCANDAL

Tasks

03

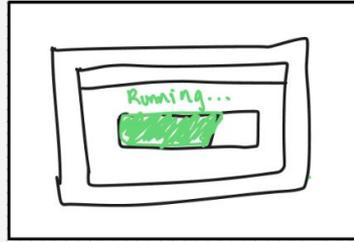| Simple	Moderate	Complex
Read stories or reflections from others going through similar stages of career transitions	Document my progress and get feedback from others making transitions	Discover opportunities to shadow someone in a different career in my area
Join a group of people with similar career transition goals		

Storyboard

03

MC = Main character
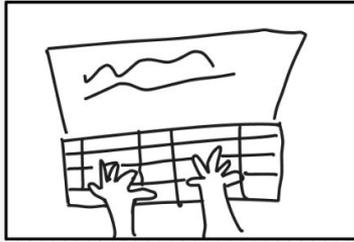
Panel 1: Eagle-eye POV of MC typing. Showing MC is a SWE professional

Panel 2: Running... | Running some type of code of program
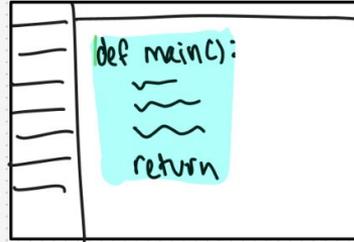
Panel 3: def main(): return | selecting code and deleting code

Panel 4: def fi | Typing out code
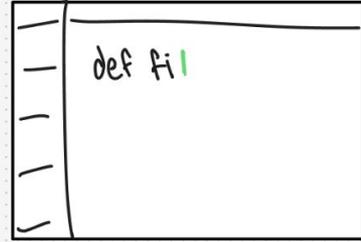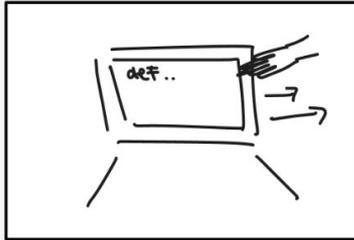
Panel 5: def .. | Pulling out code as piece of paper, away from computer screen
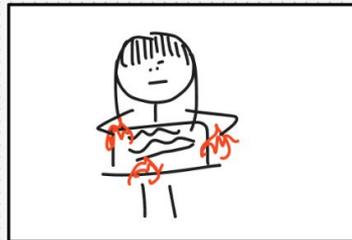
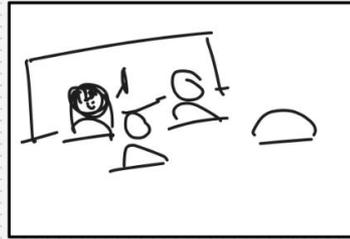**Panel 6:** Simulating the feeling of burnout by having the MC burn the piece of code paper

Panel 7: Peer support | feeling burnt out... swe | have you tried flippin | MC is burnt out so they text to Peer Support and get recommended to use Flippin

Panel 8: PULL | MC is pulled out of her chair into new "careers"

MC is disoriented and confused in new environment
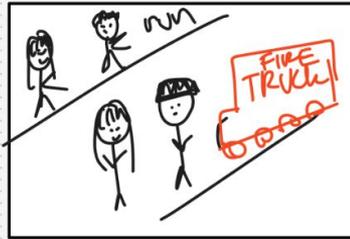
First career MC tries out teaching students in a classroom

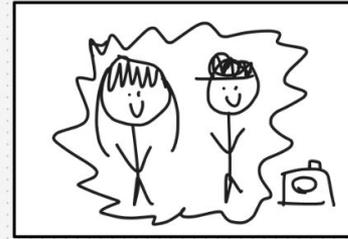Student on their phone not paying attention

MC (teacher) grabs student phone and transitions to next career (dances)

MC is now learning from a mentor how to dance with fans. Transition to last career (firefighting)

MC learns about firefighting career from an actual firefighter and trains with him.

MC takes a photo of her experience to share with others

MC pins picture of experience to a bulletin board. Other people see and discuss what happened / reflect on experience

Video

04

Appendix

05

- <u>Market Research</u>

- <u>Stakeholder & Ethical Implications</u>

- <u>Tasks</u>

THANK YOU