

LOW-FI PROTOTYPE



Flippin

FLIP YOUR FUTURE

OUR TEAM



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AGENDA

01

SKETCHING

02

PROTOTYPING

03

TESTING

04

REFLECTION

PROBLEM

A person's career trajectory is hardly ever clear-cut, but **unfulfilled job seekers** nowadays are partial to staying in fields they have experience in rather than exploring fields out of their comfort zone, potentially **missing life changing opportunities**. We wanted to know what does it take to encourage others to *flip their futures?*

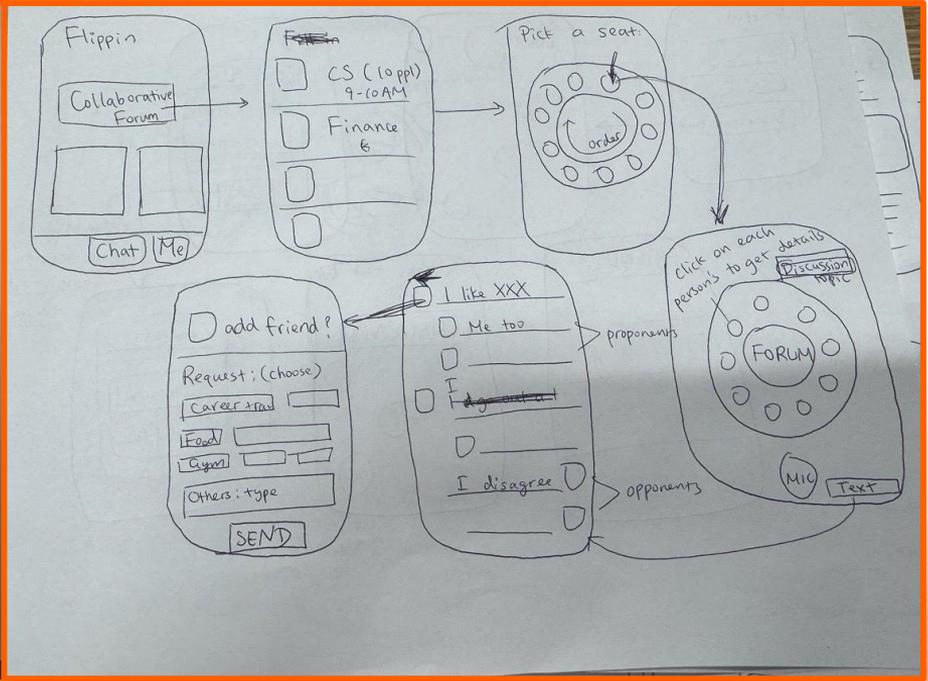
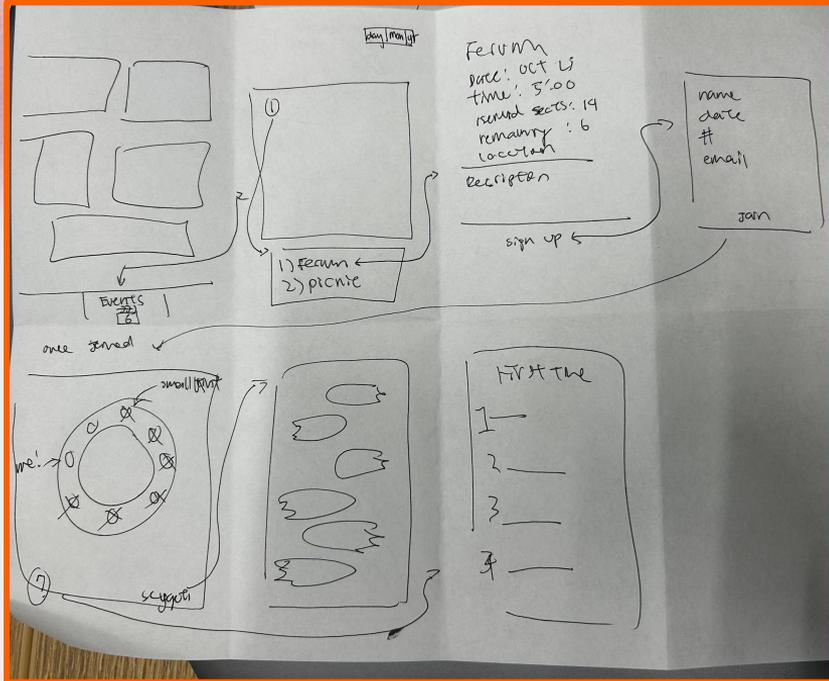
SOLUTION

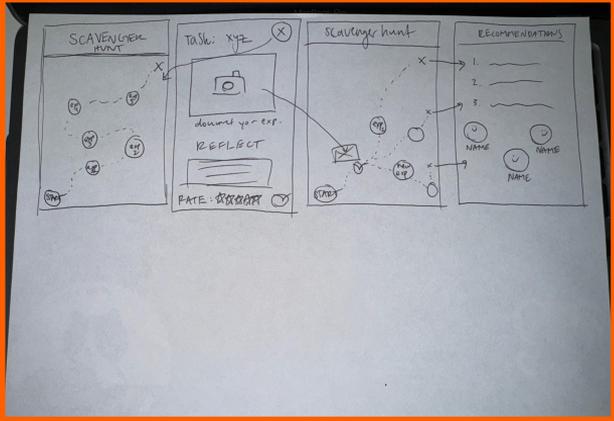
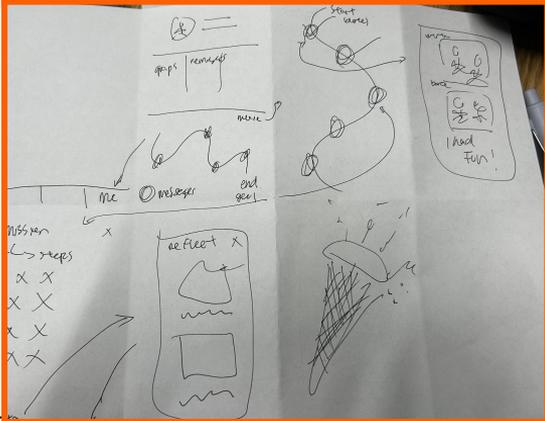
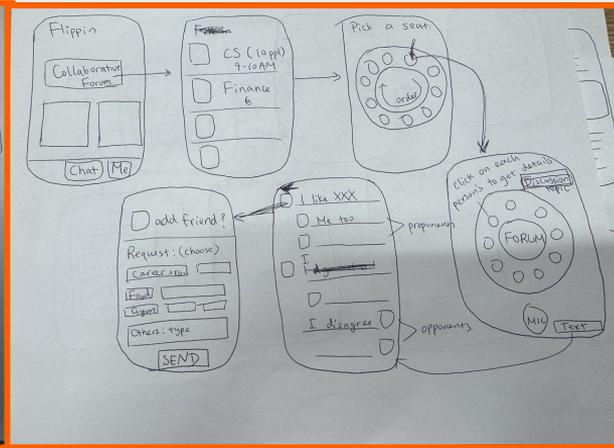
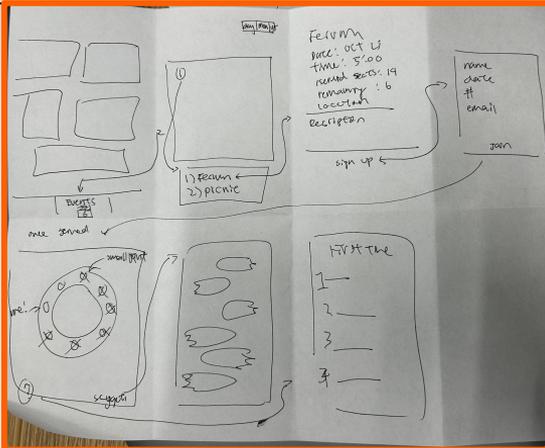
Matching users with others peers, so they can hold each other accountable for saying yes to new opportunities, taking action on career exploration, and sharing reflection about their learning experiences. **Goal:** Use community support to **reduce the fear of failure.**

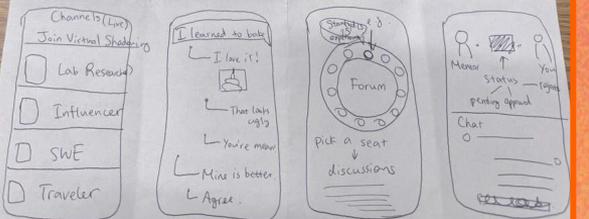
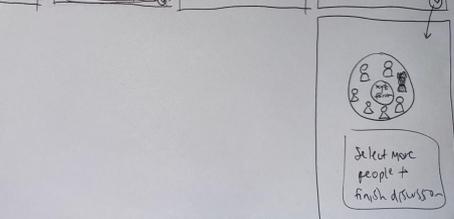
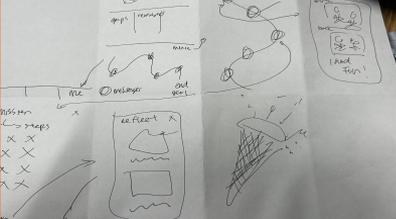
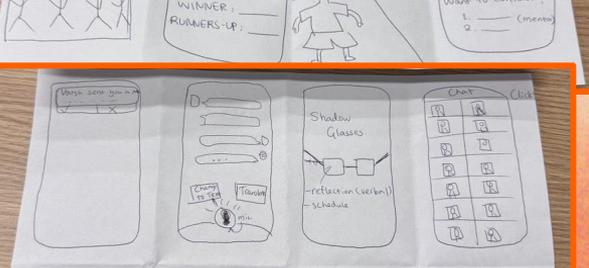
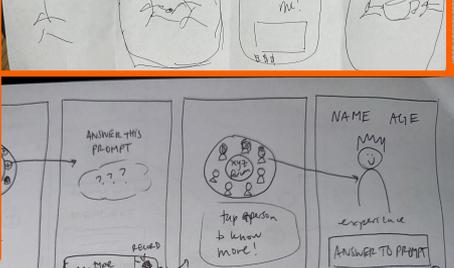
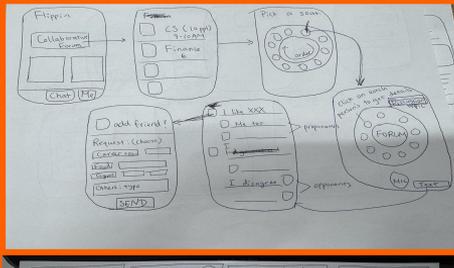
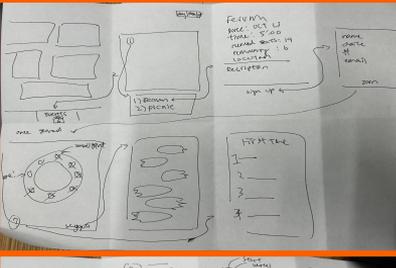
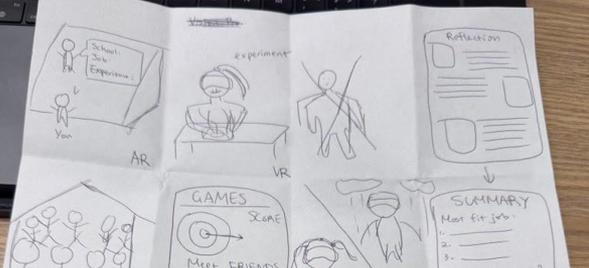
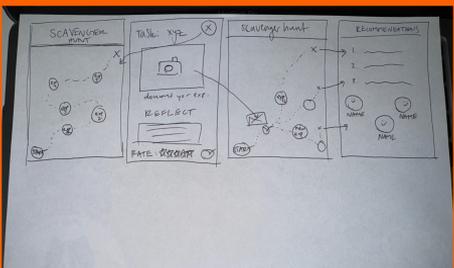
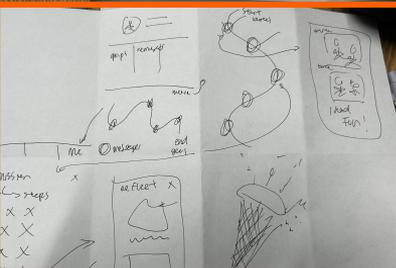
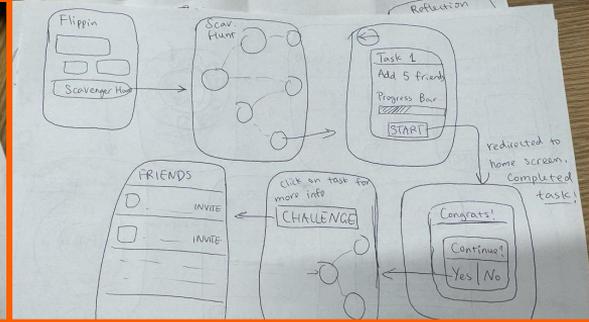
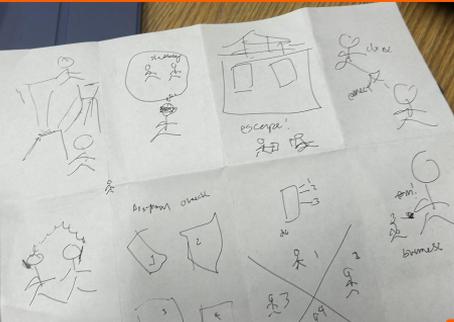
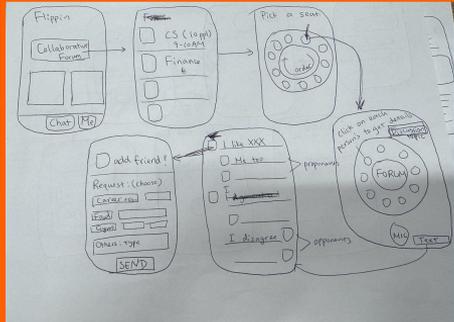
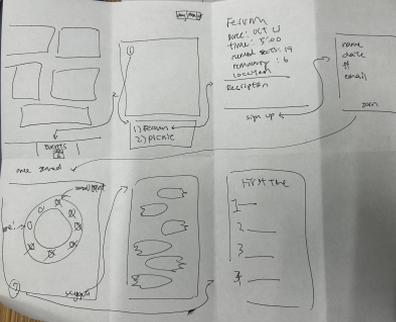
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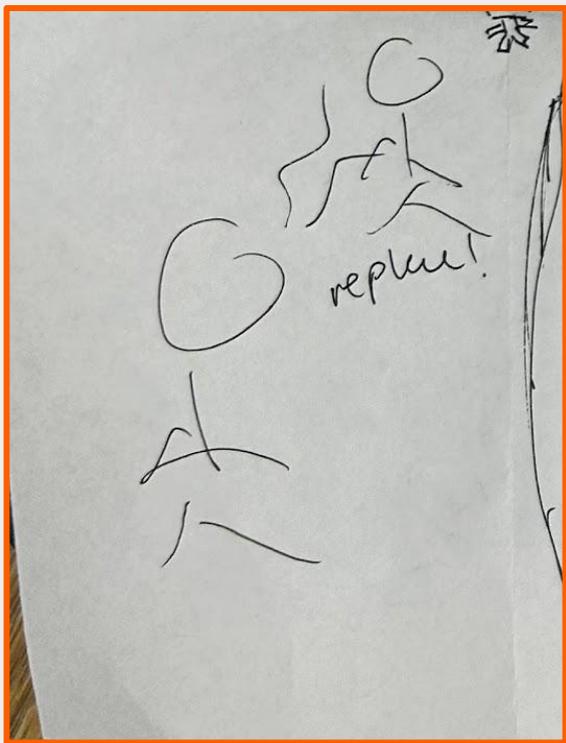
SKETCHING

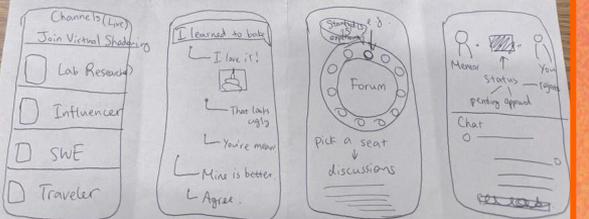
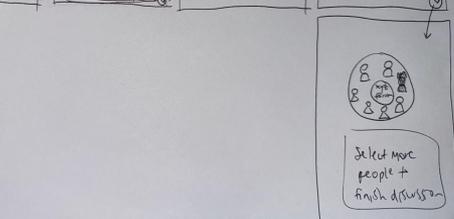
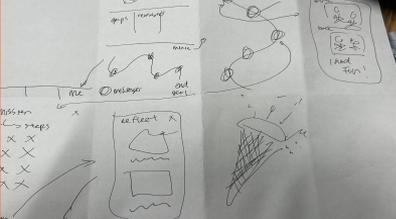
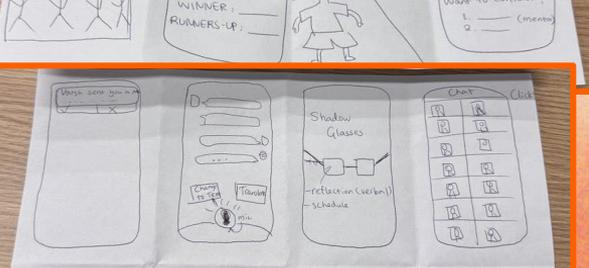
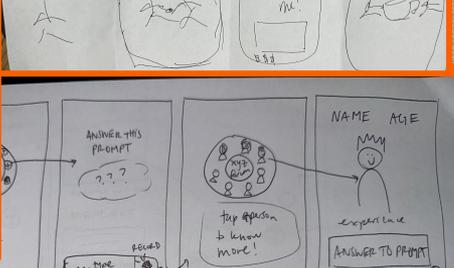
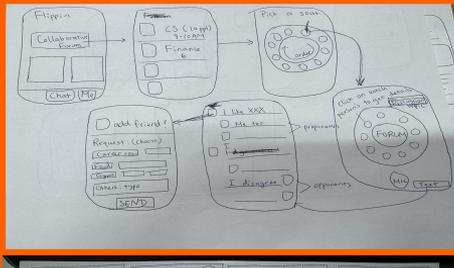
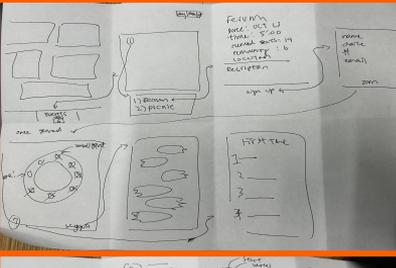
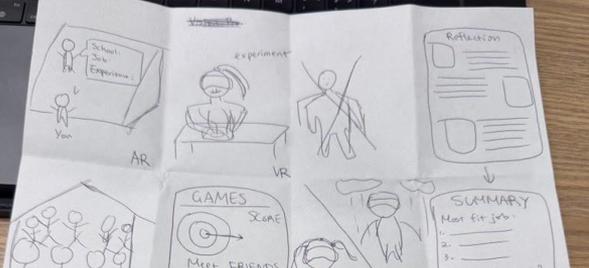
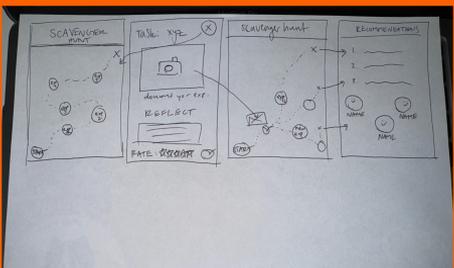
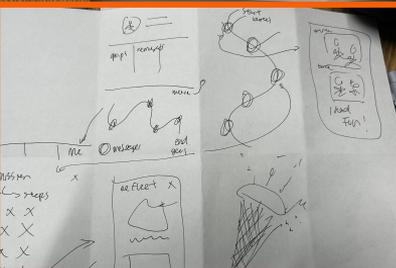
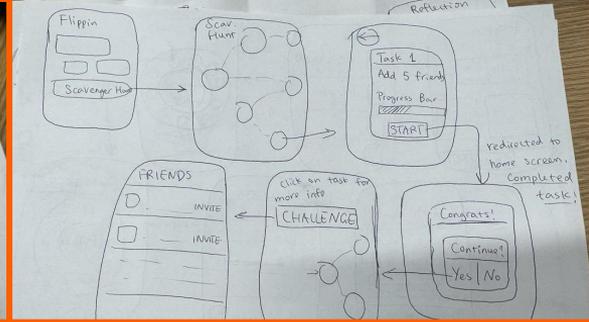
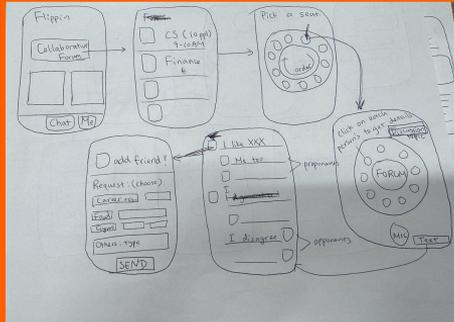
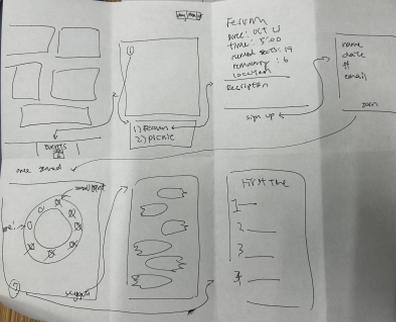
A lot of it...











REALIZATIONS

01

MOBILE

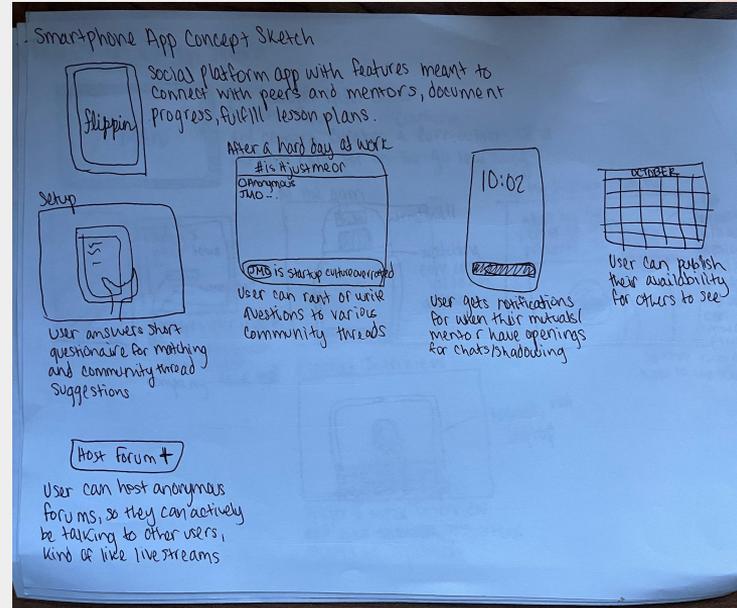
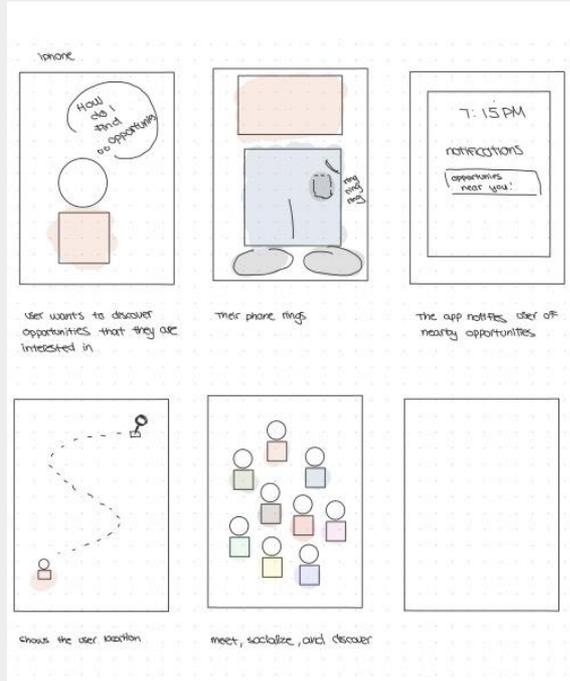
02

VR

03

TABLET

MOBILE



VR

concept - VR

Sketch 1: User is in a VR headset, ready to start. Text: "User is in a VR headset, ready to start." "VR headset" "VR headset" "VR headset"

Sketch 2: User is in a VR headset, ready to start. Text: "User is in a VR headset, ready to start." "VR headset" "VR headset" "VR headset"

Sketch 3: User is in a VR headset, ready to start. Text: "User is in a VR headset, ready to start." "VR headset" "VR headset" "VR headset"

Sketch 4: User is in a VR headset, ready to start. Text: "User is in a VR headset, ready to start." "VR headset" "VR headset" "VR headset"

Sketch 5: User is in a VR headset, ready to start. Text: "User is in a VR headset, ready to start." "VR headset" "VR headset" "VR headset"

Sketch 6: User is in a VR headset, ready to start. Text: "User is in a VR headset, ready to start." "VR headset" "VR headset" "VR headset"

Sketch 7: User is in a VR headset, ready to start. Text: "User is in a VR headset, ready to start." "VR headset" "VR headset" "VR headset"

Sketch 8: User is in a VR headset, ready to start. Text: "User is in a VR headset, ready to start." "VR headset" "VR headset" "VR headset"

Sketch 9: User is in a VR headset, ready to start. Text: "User is in a VR headset, ready to start." "VR headset" "VR headset" "VR headset"

Sketch 1: VR headset. Text: "VR headset"

Sketch 2: Person at a desk. Text: "select people you want to share with"

Sketch 3: Person at a desk. Text: "Follow footsteps"

Sketch 4: Person at a desk. Text: "hands-on and immersive"

Sketch 5: Person at a desk. Text: "access to global agencies in home space"

VR Concept Sketch

VR Program that stages a ^{sped} ~~fast~~ up day-in-the-life of a certain career position. It starts from the moment a person wakes up until bed again. ~~throughout~~ ~~the~~ ~~day~~ ~~for~~ ~~this~~ ~~concept~~ ~~we~~ ~~will~~ ~~pretend~~ ~~the~~ ~~user~~ ~~wants~~ ~~to~~ ~~be~~ ~~a~~ ~~teacher~~

User will be prompted tasks to complete throughout the day. For this concept, we will pretend the user wants to be a teacher.

Getting Ready

Arrive at School

First Period

Second Period

Lunch Break

Task: Make an agenda for the day

Task: Lecture about algebra using the notes from the curriculum

Task: Tommy is ~~the~~ distracting the class. Call out to Tommy and bring the classroom's attention back to you.

Task: Chat with other teachers to plan week's curriculum

... Repeat for all 7 periods. Teacher will be challenged by troublesome kids and expected to grade assignments, report to other teachers, etc...

VR # : X (33/50)

FLIPPING

Profile

Forum

Settings

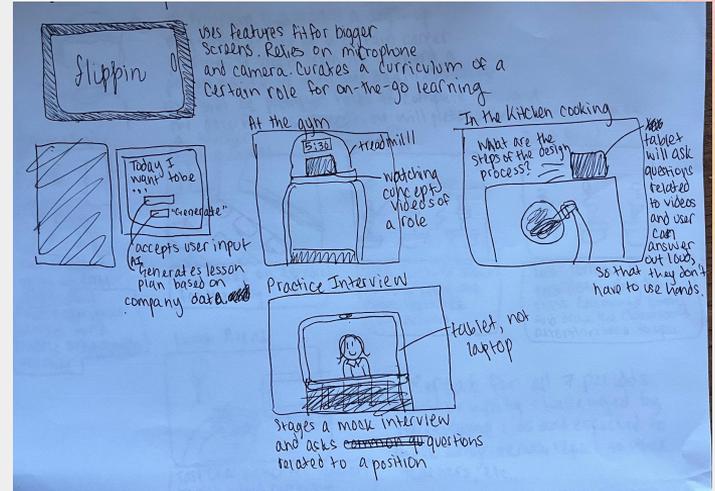
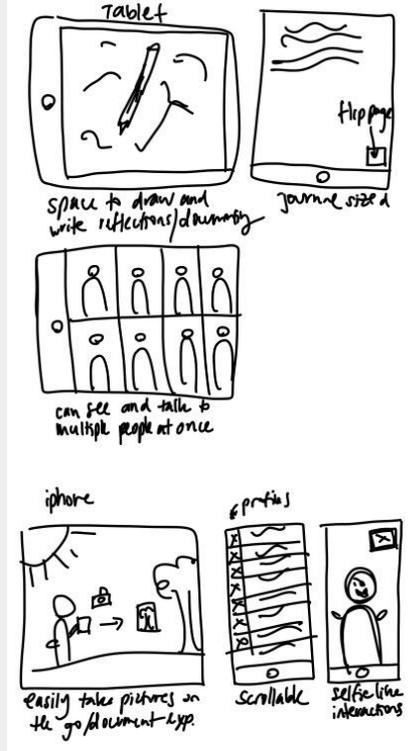
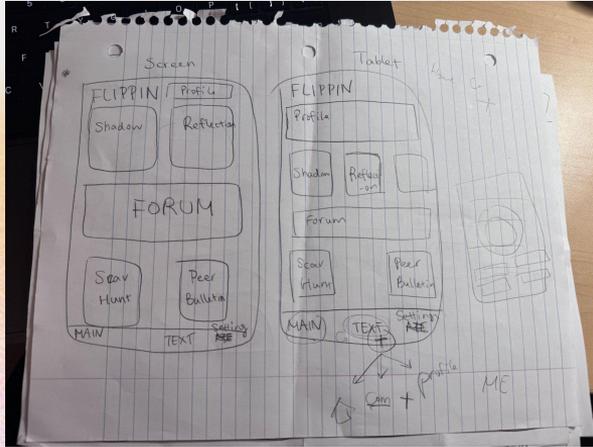
SEARCH

POST

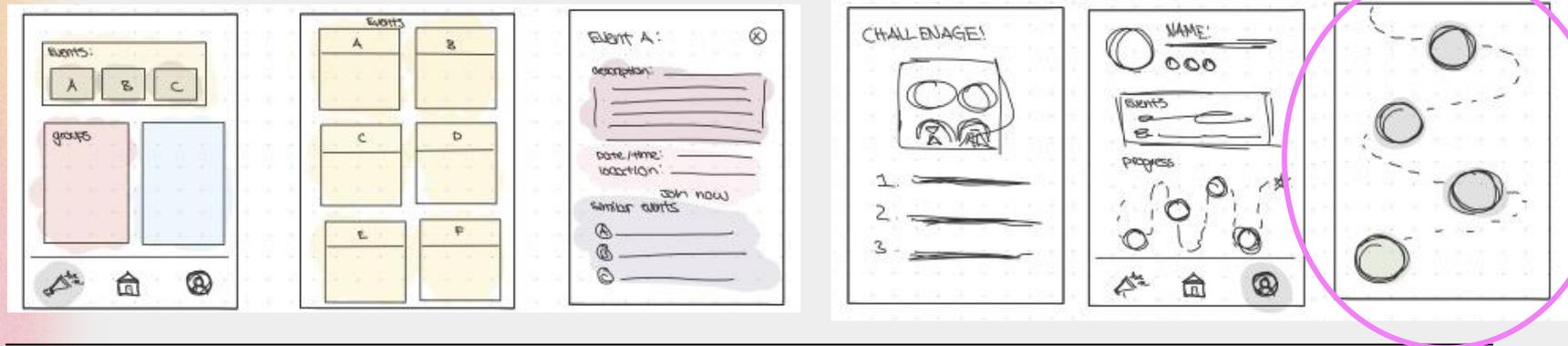
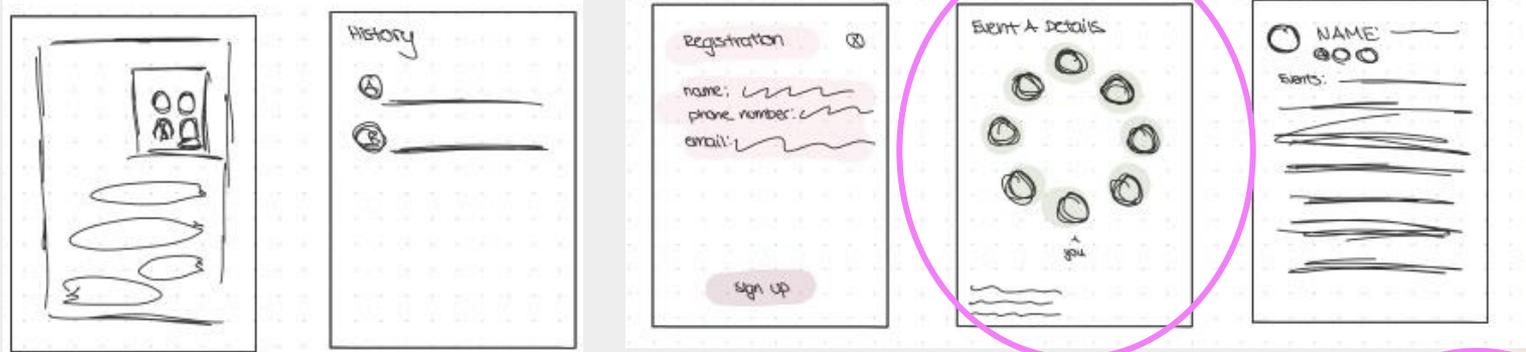
SETTING

#

TABLET



MOBILE EXPANDED



VR EXPANDED

Scenario: Day in the life of a MATH TEACHER

Task: Make an agenda for today

AGENDA

- _____
- _____
- _____
- _____

Suggestions:

- Workbook pg 3-5
- Grade last weeks homework

Next slide >>

TASK: Work through Example 3 on the whiteboard

$$\begin{array}{r} 3x + 3 = 6 \\ - 3 = -3 \\ \hline 0 = 3 \\ 3x = 3 \end{array}$$

TIP: Talk out loud as you work through the problem

Next slide >>

All key screens are visually and sound immersive

TASK: Answer Tommy's Question

Note: Division is a math process for even separation of a specified amount of items

Next slide >>

Task: Get students back on task

Class Control Techniques:

- o Clapping
- o Raising voice
- o ~~~

Next slide >>

MOBILE – PROS AND CONS

| | |
|--------------------------------|---------------------------------|
| Portable | Small |
| Camera, Microphone, and Audio | Not as immersive |
| Familiar & Intuitive | Requires dexterity |
| Scrollable | Have to scroll for more content |
| Feature Flexibility | |
| Emphasizes Social Connectivity | |

VR – PROS AND CONS

| | |
|--------------------------------|--------------------------------|
| Hands-on, Full-body Experience | Long Set-up |
| Functions in VR App | Can Only Be Done in VR app |
| Immersive Shadow Experience | Not Portable |
| Comfortable | Not Accessible |
| Private & Safe | Requires Technical Proficiency |
| | |

SOCIAL CONNECTION
& ACCESSIBILITY

VS

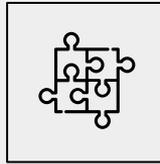
IMMERSION

WHY MOBILE APP?



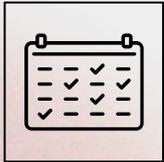
OUR GOAL

Connecting our users with a community



OUR VALUES

Accessibility for as many people, abilities, and languages



LEARNING

Sharing stories and advice is how we want to empower our users



KEY INITIATIVES

Offers a wide range of feature design and implementation

02

LOW-FI
PROTOTYPING

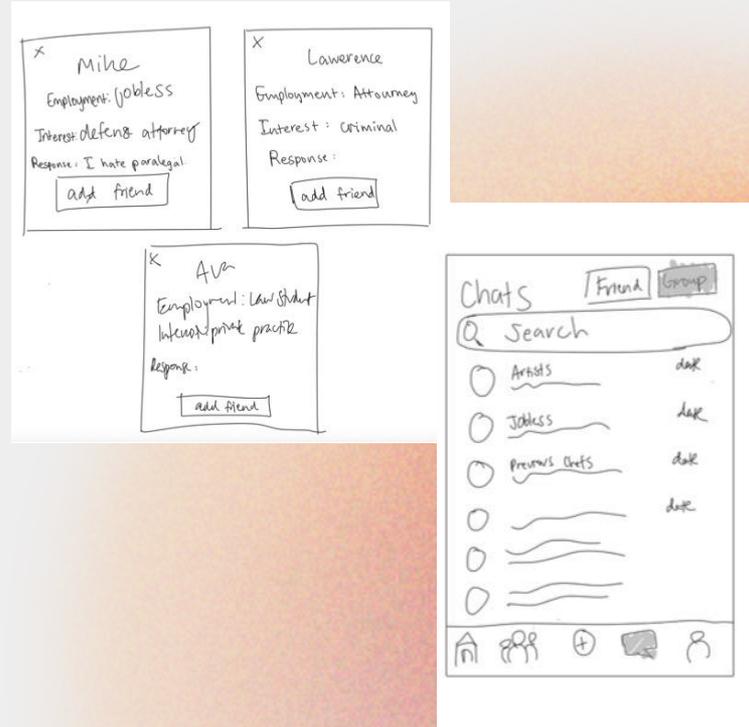
PROTOTYPE CONSTRUCTION

Prototype was drawn on Figma as a group and then printed out.

Prototype Features + Screens:

- Login Page
- Task Bar with 5 Views: Home, Communities, New Reflection Post, Chats, and Profile
- Paper Button + Pop-up Screens

In Test Mode: Place the appropriate screen/pop-up in front of the user.



OUR THREE TASKS



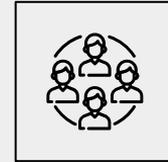
SIMPLE

JOIN A GROUP OF
PEOPLE WITH SIMILAR
TRANSITION GOALS



MODERATE

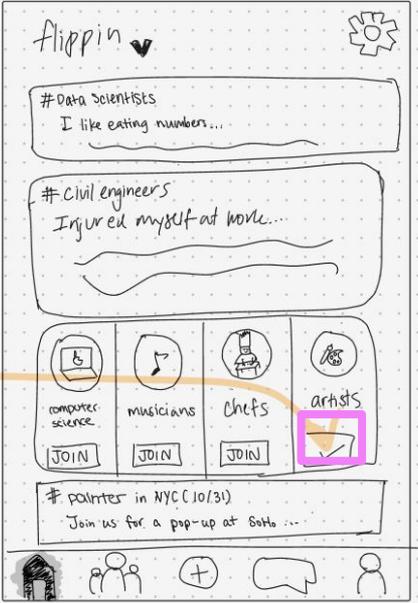
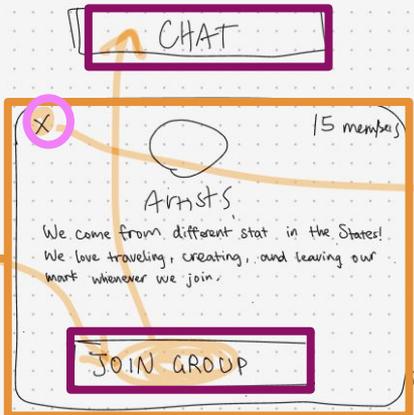
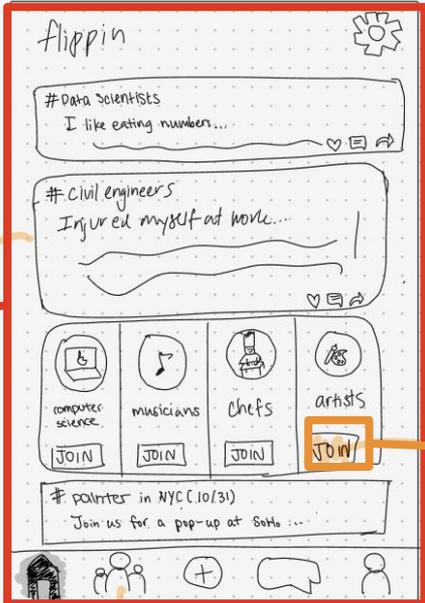
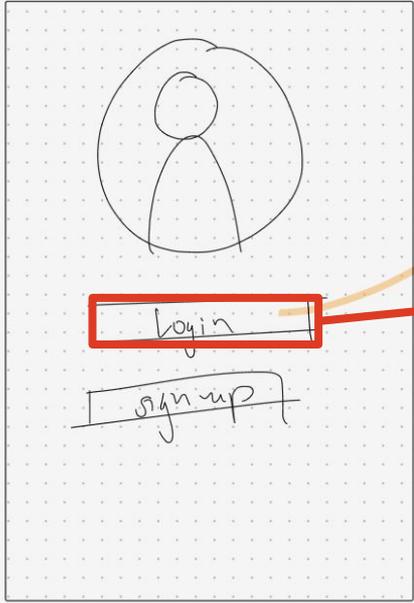
DOCUMENT PROGRESS
AND GET FEEDBACK
FROM OTHERS



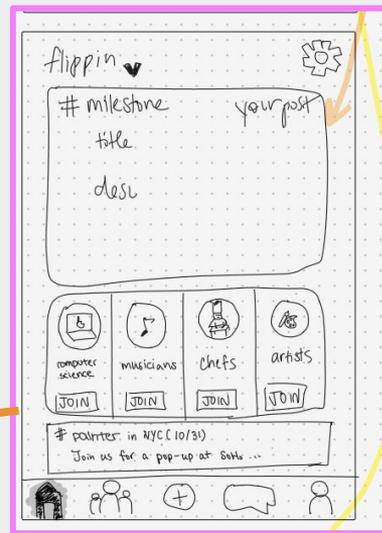
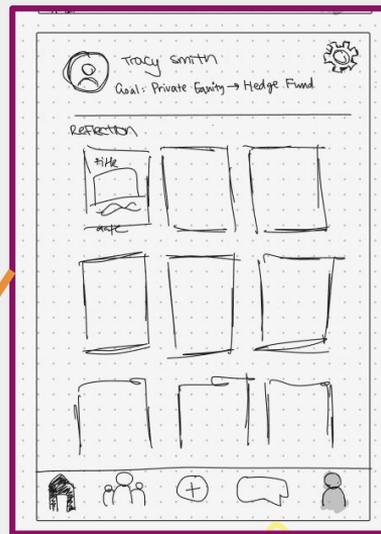
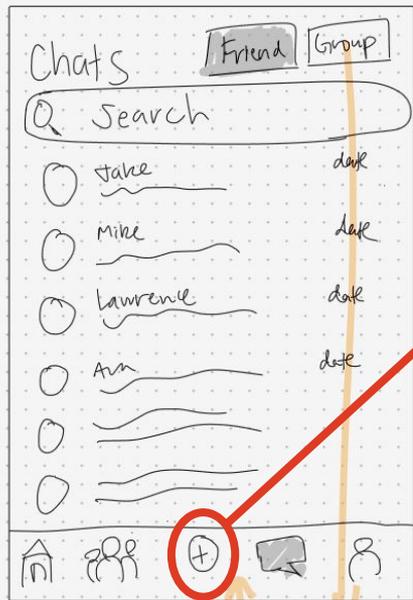
COMPLEX

DISCOVER
OPPORTUNITIES TO
SHADOW SOMEONE IN A
DIFFERENT CAREER

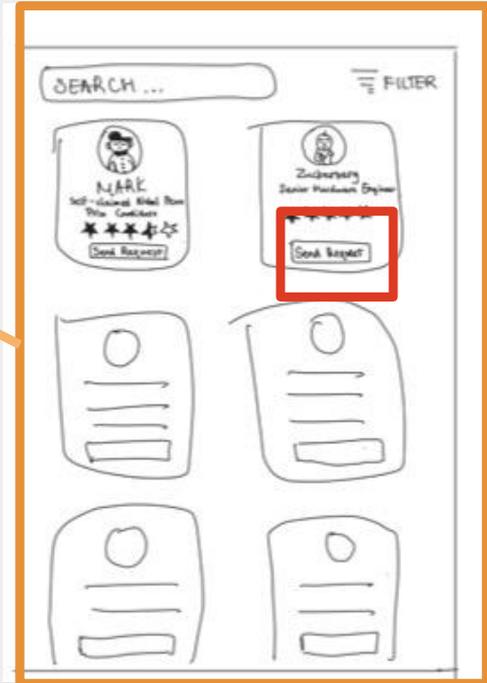
TASK: Imagine you've just signed up for this platform and want to connect with other artists. How would you go about joining a group of artists



TASK: Now imagine you've been part of this group for a few weeks. You want to document your progress by posting a reflection. Show me how you would do that.



TASK: Imagine you want to explore shadowing opportunities. You're hoping to find someone nearby who's open to being shadowed. How would you find and sign up for one of these opportunities?





03

TESTING PROCEDURE

TESTING METHODOLOGY

PARTICIPANTS

- Sought career transitioners (past or current)
- Preferably in the 25-50 year old range
- No Stanford students

ENVIRONMENT

- Various campus locations
- Approached mostly at tables

PROCEDURE

- Introduced ourselves and explained our project
- Asked prepared scenarios from our script
- Asked them to try to think out loud
- Asked three post-testing questions

MEMBER ROLES

- Greeters/Testers: Cecilia & Ana
 - Notetakers: Jenny & Vivi
-

USABILITY GOALS AND METRICS

ROBUST

Minimal Error Rates
Measure: # of misclicks

DISCOVERABLE

Learn new features over time
Measure: # of screens
visited

OUR PARTICIPANTS



Tiffany

Age: 28
Quit research job,
currently
searching



Hindi

Age: 31
Interested in
statistics



Minyi

Age: 54
Switched from
Chemistry to AI
Science



Erik

Age: 35
Switched from IT
to Photographer

04

Reflection

PROCESS DATA

Two testers were confused on what public and private posting meant

Three testers had difficulty locating shadowing opportunities

Two testers were confused on what "communities" entails

All testers associated the "+" button with posting

All testers joined a group without misclick

All testers described the UI as "human-centered"

BOTTOM LINE DATA

ROBUST

Minimal Error Rates
Measure: # of misclicks

4

Misclicks among 4
participants

DISCOVERABLE

Learn new features over time
Measure: # of screens
visited

7.75

Screens where
visited on average

OTHER OBSERVATIONS

We were surprised

We wonder if...

We were excited

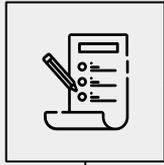


Two testers were hesitant to press the wrong thing

We should change our **forum layout**

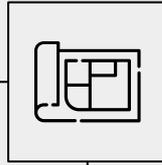
One tester transitioned to a photographer after a free shadowing program

IMPLICATIONS



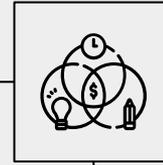
SHAPE

Circle shapes, especially without labels, are more open to the wrong interpretation



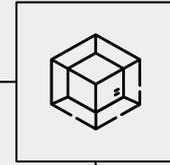
LAYOUT

Users couldn't find our shadow opportunities because of unintuitive layout



COMPLEXITY

Lacks complexity that accommodates a users location, interests, etc.



CONTEXT

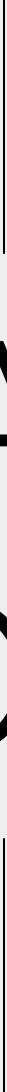
Users would appreciate small nuggets of information to learn about the app features.

DESIGN CHANGES

- **Login and Onboarding:** SSO option.
 - **Shadowing Discovery:** Relabel/reframe the communities task view. Implement filters like location, rating, and interest field for easier discovery.
 - **Feedback and Progress Tracking:** Users want AI-aided summaries, integrated journaling, and structured feedback loops to document growth.
 - **Forum Interaction:** Live forum audio is engaging, but users request clearer mic/camera cues and a designated speaker or moderator.
 - **Help Icon:** Add a question mark icon to confusing features of the UI, which contains small descriptions of a button or feature.
-

TESTING COULDN'T REVEAL...

- How testers would **interact** with the app had we **not** been there
 - What the **success rate** of reaching out to a mentor would be
 - How **often** a user would post/interact with a community they join
-



THANK
YOU!

A vertical line runs down the center of the page. The background features a soft, multi-colored gradient transitioning from orange at the top to purple and pink at the bottom, with a white central area.

Appendix

- Concept Sketches Report
- Pros/Cons + Interviews + Script