

Context

Flippin is designed to support individuals navigating **career transitions** — whether changing industries, re-entering the workforce, or seeking new purpose in their professional lives. Flippin’s goal is to help users **“flip the page”** on their career stories by providing a safe, community-driven space to **connect with peers, share experiences, find shadowing opportunities**, and **join communities** that keep each other motivated through change.

The app is typically used during **periods of exploration and uncertainty**, when users are seeking motivation, mentorship, and a sense of belonging as they redefine their careers. Within the prototype, users should be able to **browse and join events, engage with peers, and learn about shadowing opportunities** to gain real-world insight into potential fields. Ultimately, the app helps users build confidence, find encouragement, and stay connected throughout their professional transformation journey. Finally, we hope our users landed a more satisfying job after exploring different experiences.

Design Tools

We used **Figma** as our primary design and prototyping tool due to its collaborative features and strong support for interactive user flows.

The prototype was designed for **mobile devices**, optimized for the **iPhone X (375 x 812 px)** frame.

While Flippin is intended to be a cross-platform mobile app, the [prototype](#) is best experienced on **iOS devices** using **Figma’s mobile preview mode**.

Operating Instructions

General Information

- The prototype flow starts at the **onboarding screen** and progresses to the **home page**, where users can explore different interactive sections.
- The current prototype supports **one run-through per task**, designed for testing user flows such as onboarding, connecting with peers, and exploring shadowing opportunities.

- **Typing actions** (e.g., profile setup or text inputs) are simulated – click anywhere on the pop-up keyboard to autofill text.
- The **“Sign Up”** path is currently active to demonstrate how a new user enters the Flippin community.
- Use the **X icon** on the top left to return to previous screens.

Onboarding

Note: In this demo, onboarding represents a **first-time user** setting up their profile and exploring available communities.

Steps:

1. From the welcome screen, click **“Sign Up.”**
2. Use the simulated keyboard pop-up to auto-fill name, email, and verification steps.
3. Answer onboarding prompts or skip them – these questions are designed to personalize community recommendations:
 - **Current Career Stage:** select one or skip.
 - **Goals:** choose motivations like “Explore new industry,” “Find mentorship,” or “Build confidence.”
 - **Interests:** select areas such as tech, creative arts, or entrepreneurship.
 - **Preferred Connection Style:** one-on-one mentoring, peer circles, or shadowing.
4. Once complete, the user is taken to the **Home page**.

Home Page

Main Sections:

- **Stories Feed:** vertically scroll to explore shared stories from other members transitioning careers.
- **Navigation Bar:** appears persistently across all screens with icons for Home, Opportunities, Add Reflection, Communities, and Profile.
 - **Home:** returns to this main landing page.
 - **Communities:** explore user groups and join new ones. (*One flow is active for demonstration.*)
 - **Opportunities:** navigate to a page where users explore shadowing opportunities and other events relevant to their transitions.

- **Add Reflection:** users can write their own reflections, sharing their personal experience with the community
- **Profile:** displays a static user summary and their reflections

Exploring a Community

Each community page includes a **banner image, group bio, member count**, and a **“Join/Leave”** toggle button (non-functional in prototype).

Users can scroll vertically through **top posts**, organized by engagement.

Each post includes:

- **Pin Icon:** save inspiring posts.
- **Comment Icon:** view or simulate responses.

Note: Only the “AspiringLawyers” group currently supports full interaction.

Opportunities

The **Opportunities Page** serves as a central hub where users can explore professional events, networking sessions, and shadowing opportunities that support their career transition journey.

Each section is designed to help users discover and join experiences that align with their goals and interests.

Users can scroll vertically through three key sections:

- **Today:** Features highlighted events happening soon, such as *Lawyer Meet and Greet (Palo Alto, CA)* and *Artist Shadowing (San Francisco, CA)*. Each card displays an event image, title, location, date badge, and a **Join** button (non-functional in prototype).
- **Your Events:** Displays events the user has signed up for or hosting.
- **Shadowing:** Highlights shadowing experiences for users seeking mentorship and real-world exposure, such as *Law Firm Shadow Day* or *Creative Studio Observation*.

At the top, users can toggle between **All Events, Shadowing, Open Mics**, and **Coffee Chats** filters to refine the displayed opportunities. A **search icon** in the top-right corner is included for future functionality.

Note:

All event cards (besides mentor Christina), filters, and search interactions are static and meant for visual and flow demonstration. Event details, images, and participation states are hard-coded for testing purposes only.

Sharing a Story

1. Tap the **“+”** icon in the bottom tool bar to create a post.
2. Add a **title, text content, community** and either **text or photo** (simulated entry).
3. A pre-scripted **“Story Shared!”** message confirms the post.
4. Posts appear in the Stories Feed upon completion.

Shadowing Opportunities

Users can discover peer-recommended **shadowing experiences** to explore potential career paths.

The shadowing list is static and includes examples such as:

- **“1-Week Design Sprint with UX Mentor”**
- **“Observe Marketing Strategy Workshop”**
- **“Shadow a Career Coach for a Day”**

Clicking on a listing opens a **detail preview**, showing a sample description and a **“Request to Join”** button.

Note: These requests are simulated for testing user experience flow.

Limitations, Wizard of Oz Features, and Hard-Coded Items**Limitations**

Several Figma-based and design-stage limitations were encountered:

- Real-time **chat, matching, and booking** functionality could not be implemented – these are simulated through button transitions.

- **Typing and data entry** are limited to pre-filled fields or simulated input triggers.
- Figma's limit of two animations per click restricts complex actions (e.g., joining a group + seeing a success pop-up simultaneously).
- **Media uploads** (such as adding images or resumes) are not supported.
- Navigation between pages (e.g., Home ↔ Communities) uses **fade transitions** rather than dynamic slide animations due to Figma constraints.

Wizard of Oz Techniques

To emulate real behavior, the following Wizard of Oz methods were used:

- **Pre-scripted chat replies** simulate peer interaction.
- **Fake shadowing confirmations** mimic booking feedback.
- **Community suggestions** are shown based on static onboarding paths.
- **Post interactions** (likes, pins, comments) are preset to appear dynamic but are non-functional.

Hard-Coded Items

- All user data, mentor profiles, and shadowing experiences are **manually entered placeholders**.
- "Peer Stories" and "Trending Topics" are **static text entries** inspired by interview insights.
- Comment sections display **pre-filled responses** to simulate engagement.
- Navigation elements and notifications are **non-interactive UI components**.

Summary

Flippin enables people to **share stories, find encouragement, and access shadowing experiences** during their professional transitions.

Although the current prototype focuses on the **user experience flow** rather than functionality, it captures the core of the app's vision: **empowering people to flip into their next chapter together**.