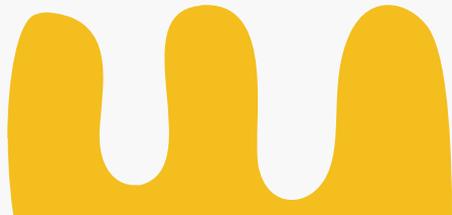


POV, HMW, Experience Prototypes

Assignment 2

Grace Miller, Ginelle
Servat, CJ Indart, Riley
Pittman



Agenda

Revised Project
Domain

Additional Needfinding

POVs | HMWs

Solutions & Experience
Prototypes

What's Next?

Appendix



Our Team



CJ Indart



Ginelle Servat



Grace Miller



Riley Pittman



Revised Problem Domain

~~Old Project Domain - Concerns about post graduate
life~~

NEW Project Domain - Support surrounding
post-graduate job search



Additional
Needfinding Results



Old Interviews

Sara

Needs... A way to find a fulfilling job and high quality of post-graduate life

Alexandra

Needs... The comfort of balance between her future and staying true to her passions

Emily

Needs... A better way to connect with Stanford Athletes in the professional world

Trevor

Needs... Adequate resources to secure satisfaction with chosen career path



Old Interviews

Sara

Needs... **A way to find** a fulfilling job and high quality of post-graduate life

Alexandra

Needs... The comfort of balance between her future and staying true to her passions

Emily

Needs... **A better way to connect** with Stanford Athletes in the professional world

Trevor

Needs... **Adequate resources** to secure satisfaction with chosen career path

Old Interviews

Support system around finding a job

Needs... **A way** to find a job and high-quality post-graduate

Needs... **A better way to connect** with Stanford Athletes in the professional world

Needs... **Adequate resources** to secure satisfaction with chosen career path



NEW Interviews

Sharon

Former Career Coach for
Stanford CareerEd
Southern California
(Interviewed over Zoom)

Julia

Medical Device Sales for
Boston Scientific
Seattle, WA
(Interviewed in-person)



Sharon's Empathy Map

Say

Studied English at Stanford

Has worked at the career center since sophomore year

Sometimes, advice from younger professionals is more accessible than advice from field leaders

She was scared to reach out to coaches and mentors in college

Students typically come to the career center for resources when they already have an idea of what to do

She is currently looking for next steps after her career center job ends

Getting her first job at the career center was a "dumb lucky" strike

Many of her professional mentors are her managers at work

It's hard for her to find community and connections for niche career fields

Think

Tracks concerns students bring into the career center to deeper, underlying issues

"This is their journey...I want to be helpful, not controlling"

Students react positively when she shares that she's a Stanford alum navigating the job seeking process

"I don't know where to start looking for alumni" really means "I don't actually know what my interests are"

Sometimes can't figure out what to say to help a student feel better

Students have anxiety and preconceptions about reaching out to alums in industry

People feel defeated by the job market

"Some things in life are certain: death, taxes, and the job search"

Do

Clearly tells mentors in her life that she views them as mentors to facilitate career-focused conversations

Largely directs students to resources that can help solve their direct questions about specific job application issues

Starts the I Need A Job Cohort to create community for seniors who are still job seeking in spring quarter

Seeks connections with professionals in niche fields that she finds interesting

Tells students there are no dumb questions about the job search

Approaches networking as an opportunity to genuinely connect with someone whose job you legitimately think is cool

Works halfway through the resource with students to make sure they're following through

Feel

Unrooted in her own professional life

Stressed about money

Sometimes at a loss for what to say to reassure students about the job search

Wants to be helpful

Peace - "the job search is a system you don't actually have much control over"

Comforted by community in the job search

Sharon's Empathy Map

Say

Young Stanford grad job searching while working as career counselor

Studied English at Stanford

Has worked at the career center since

Sometimes, advice from younger professionals is more

Many of her professional mentors are her managers at work

It's hard for her to find community and connections for niche career fields

Think

It's hard to give students (and herself) purpose if they don't already have it

Tracks concerns students have

"This is their journey...I want to be helpful, not controlling"

Students react

People feel defeated by the job market

search"

Do

Focuses on networking and community building

Clearly tells mentors in her life that she views mentoring as a career conversation

Largely directs students to resources that can help solve their direct questions

Starts the I Need A Job Cohort to create community for seniors who are still job

Sees with students to make sure they're following through

Feel

Helpless against the forces of the job market

Unrooted in her own professional

Stressed about money

have much control over"



Julia's Empathy Map

Say

Graduated from Indiana University

Joined workshop with 14 others from her class

Said that the workshop she joined in college connected her to companies

"Almost a slam dunk you could get a job with one of the companies from the workshop"

Said it was hard to keep track of which companies are responding back, which you need to reply to, etc.

Said it could be helpful to have a formal way to stay organized in this and something that tells you which companies you still need to respond to, etc.

Those who didn't have a job by second semester senior year felt the stigma of being behind others

There's a lot of pressure. Everyone puts so much pressure around your first job, but in reality it's just your first job

Think

Figured this would set her up well as she wanted to do medical device sales

Would help her secure a job easier in the future

She knew she was going to be okay because everyone in the workshop received a job from one of the companies

Worried that covid would change her chances

"I need to get ahead of others and begin my job searching as a sophomore"

She played the game perfectly and had a job by the beginning of senior year, so she wasn't stressed the rest of the year about that

I wish this was simpler and more intuitive

Thought that the workshop was a simple and intuitive way to connect and find jobs

Initially thought first job extremely important, now thinks "it's only my first job, not last"

Do

Studied marketing and operational management at Indiana University

Joined a workshop in college that helped her network and reach companies

Met Boston Scientific (current employer) through that

Interviewed a couple of times a year with Boston Scientific to stay connected

Was going to intern at Boston Scientific junior year before Covid happened, but then just interviewed senior year for full time

All her classmates in the workshop all worked to stay in touch with these companies and they all got jobs

Used an Excel sheet to keep track of responding to companies, but it wasn't efficient

A friend missed her 2nd round interview and another didn't check their spam email and didn't stay updated

The people without jobs second semester senior year had to go to career fairs and such, which they resented

Feel

secure

Sense of community and comradery within the group

stressed

togetherness

comfort

Disappointed

Annoyed

Anxious, worried to miss something

Julia's Empathy Map

Say

Graduated from Indiana University

"Almost a slam dunk you could get a job with one of the companies from the workshop"

Those who didn't have a job by second semester senior year felt the stigma of

Hard to keep track of companies replying to you

Joined 14 other class

Said the works in college her to

this and something that tells you which companies you still need to respond to, etc.

Do

Studied operations management in Indian

Interviewed a couple of times a year with Boston Scientific to

Used an Excel sheet to keep track of responding to

Actively stayed in touch with companies each year

Joined college her new comp

Met Ben (current through that

touch with these companies and they all got jobs

jobs second semester senior year had to go to career fairs and such, which they resented

Think

Figured this would set her up to want to dev

Worried that covid would change her

I wish this was simpler and more intuitive

Always felt confident b/c of her workshop experience, and it gave her a leg up

Worked a job futu

She got a job because the workshop received a job from one of the companies

of senior year, so she wasn't stressed the rest of the year about that

"It's only my first job, not last"

Feel

Secure

stressed

Annoyed

Felt a large sense of community and security through workshop

Stressed about the workshop group

Disappointed

Key Insights

Sharon

- CareerEd gives resources for specific jobs, **not guidance**
- **Difficult to reassure students emotionally** during the job process
- Despite being a career coach, **anxious and currently unemployed**

Julia

- Her **workshop** group proved **extremely valuable**
- She missed an interview due to an **over cluttered email box**
- **Sense of community** helped her job search



POVs | HMWs

Trevor: Old POV

- **We met...**
 - Trevor, a recently graduated **behavioral therapist** working in Menlo Park
- **We were surprised to notice...**
 - that despite already being out of college, Trevor was **far more concerned about quality of life** and whether he had an accurate gauge on what job was best for him than he was about getting hired
- **We wonder if this means...**
 - that Trevor feels **disconnected from good information** about career options and trajectory.
- **It would be game changing to...**
 - help Trevor **create the lifestyle he wants.**

Julia: New POV #1

- **We met...**
 - Julia, an Indiana University graduate currently working for **Boston Scientific in medical device sales**.
- **We were surprised to notice...**
 - that she **missed a second round interview** because she missed the email in her inbox.
- **We wonder if this means...**
 - she felt **overwhelmed** by the amount of emails in her inbox.
- **It would be game changing if...**
 - people **never had to worry** about missing opportunities because of a cluttered inbox.



Julia POV #1: HMW

How might we redesign email notifications to capture the user's attention?

How might we make email checking a habit?

How might we make checking emails more engaging?



Julia: New POV #2

- **We met...**
 - an Indiana University graduate currently working **her first job** at Boston Scientific, which was **offered to her through a workshop**.
- **We were surprised to hear...**
 - that some of her **friends felt isolated and behind** in the post-graduate job search, **Julia felt more supported** due to the workshop
- **We wonder if this means...**
 - that **community strongly influences confidence or anxiety** in the job search.
- **It would be game changing to...**
 - create **a way for students to feel connected and supported** during the post-grad life



Julia POV #2: HMW

How might we make job applications a social activity?

How might we make students applying for jobs together feel like a team?

How might we encourage students to actively stay connected once they've met?



Sharon: New POV #3

- **We met...**
 - We met Sharon, a 2021 Stanford graduate who **recently left her two-year position as a career coach** for Stanford CareerEd and is **now job seeking**.
- **We were surprised to notice...**
 - that despite working professionally in career services, Shannon **still feels uncertain** about what she should do with her own life and career.
- **We wonder if this means...**
 - that she's **worried the next step in her career won't help her achieve her life goals**.
- **It would be game changing to...**
 - help **align professional goals with life goals**.



Sharon POV: HMW

How might we help students identify their strengths and connect it with career paths?

How might we help students match their ideal lifestyle and income milestones to a career?

How might we help students share and learn from each other's interests and journeys?





Solutions &
Experience Prototypes

How might we make checking emails more engaging?



Solution: Create a **continuous scroll for daily work emails**



Assumption: Emails in this format will **hold users' attention**



What we'll do: Have people look at a normal email interface (Outlook, Apple Mail) and then have them compare it to the continuous scrolling way.

Ask them:

1. Which interface was more intriguing?
2. From which interface did you remember more content?
3. Could you see yourself clearing junk this way?



Experience Prototype #1 - Email Reels

Who participated?

Three randomly selected Stanford undergraduates at Old Union
They fit our product market – use email regularly

What worked?

- ✓ Each person was intrigued by the interface
- ✓ Users could see themselves using it to clear their junk
- ✓ Users remembered more specific information from the new interface

What didn't work?

- ✗ Users had to scroll within each reel to view the full email
- ✗ Difficult to view inboxes with lots of emails

Main Takeaways

- ★ Users appreciate the new design
- ★ Users could see themselves using this

How might we make students applying to jobs together feel like a team?

- **Solution:** Create a dating-app style platform that matches students into pods of 5-10 students seeking similar careers
- **Assumptions:** Students will want to collaborate instead of compete with their career matches
- **Test:** Get two people looking for similar jobs and have them talk for 5 minutes, then ask them questions about their experience



Experience Prototype #2 - Speed Dating

Who participated?

Four randomly recruited Stanford undergraduates at Old Union
They fit our product market – all were job searching

What worked?

- ✓ Students felt more hopeful after conversations
- ✓ One pair exchanged contact information
- ✓ Mixing academic years (sophomore and senior) reduced competition

What didn't work?

- ✗ Conversations were initially awkward
- ✗ The mixed-grade pair did not exchange contact information

Main Takeaways

- ★ Connecting with students job searching in a similar field raises morale
- ★ After one conversation, participants were willing to connect further
- ★ Mixing ages and demographics can reduce competition



How might we help students match their ideal lifestyle and income milestones to a career?

- **Solution:** Career database searchable by criteria important to the user
 - **Assumptions:** Students who don't know what job they want post-college do know what lifestyle they want
 - **Test:** Google Form that asks about ideal lifestyles and if they know what career path they want
- 

Experience Prototype #3 - Career Database

Who participated?

Six randomly recruited Stanford undergraduates at Tresidder

What worked?

- ✓ Most were unsure of their desired job title
- ✓ Most want to align work with lifestyle preferences

What didn't work?

- ✗ Further testing should explore whether a database would provide students with attractive options

Main Takeaways

- ★ Students know the lifestyle they want, but not the career path



—→ What's Next?

Solutions Moving Forward

Email Reels

Speed Dating

Career Database



Solutions Moving Forward

~~Email Reels~~

Speed Dating

~~Career Database~~



Solutions Moving Forward

- ★ Addresses POVs and project domain
- ★ Community-building aspect aligned with well-being
- ★ Received overwhelmingly positive feedback



Ethical Considerations



User Bias

Users may subconsciously swipe on teammates of similar background or demographics



Safety

Social media platforms are susceptible to harassment and abuse without good moderation



Equal Access

Ensure that everyone is matched into a group regardless of characteristics including class year, major, etc.

The background features abstract, colorful shapes in the corners. Top-left: a pink hand-like shape overlapping a yellow circle. Top-right: a yellow shape overlapping a blue shape. Bottom-left: a blue shape overlapping a yellow circle and a pink shape. Bottom-right: a blue shape overlapping a pink circle and a yellow vertical oval.

Thank you!

HMW Brainstorming

Julia #1

1. How might we automatically flag emails related to critical opportunities?
2. How might we make email inboxes less visually overwhelming?
3. How might we remind people of important emails?
4. How might we make mail checking a habit?
5. How might we make the interviewing process more predictable?
6. How might we make the job process not rely on emails?
7. How might we prioritize important emails in a user's inbox?
8. How might we create a smarter system for filtering emails?
9. How might we redesign email notifications to capture the user's attention?
10. How might we reliably auto-discard junk emails?
11. **How might we make checking emails fun?**

Julia #2

1. How might we leverage workshops to foster a sense of community in the job search?
2. How might we make job applications a social activity?
3. How might we make the job application and search process enjoyable?
4. How might we make the job search not feel like a race?
5. How might we motivate students through the job search process?
6. **How might we help students applying to jobs together feel like a team?**
7. How might we use community to boost confidence?
8. How might we make workshops more common as pre-graduate professional training?
9. How might we create buzz surrounding referring one another to jobs/sharing opportunities?
10. How might we connect college students who are seeking similar jobs?
11. How might we create a network of unemployed college graduates?
12. How might we encourage students to actively stay connected once they've met?
13. How might encourage collaboration among students rather than competition?

Sharon

1. How might we connect students with career professionals who are willing to give them advice in an approachable context?
2. How might we expose students to opportunities in niche career paths?
3. How might we show students a wider variety of options?
4. How might we connect students with professionals with whom they share things in common?
5. How might we help students identify their strengths and connect it with career paths?
6. **How might we help students match their ideal lifestyle and income milestones to a career?**
7. How might we help students share and learn from each other's interests and journeys?
8. How might we create clearer avenues to self-employment?
9. How might we demystify the job market for new graduates?
10. How might we make sure people meet their life goals?

Solutions Brainstorming

How might we make checking emails fun?

1. Email bingo app
2. Email insights and analytics -- provide users with fun insights about their email habits (such as average response times)
3. UI plugin that makes inbox visually sleeker
4. Highly customizable email interface (like iphone widget)
5. AI filter to get rid of spam and mailing lists
6. **Application that creates TikTok scroll for daily work email**
7. Social networking app that lets your friends leave notes on your inbox
8. Email with intermittent rewards for checking
9. Accountability bot for emails that sends you reminders and gives you streaks for organizing your inbox
10. BeReal but for checking your email once a day (retains anonymity if we share screenshots)
11. Sound effects on various functions (like when you trash an email)

How might we help students applying to jobs together feel like a team?

1. Gamifying the job search and turning it into a team-based challenge
2. Match students in the same academic field to encourage job searching together
3. **Create a dating app-style platform that matches students into pods of 5-10 students seeking similar careers**
4. Form accountability partners based on student personalities/not career interests
5. Platform for exchanging mock interviews with peers
6. Create a platform on which career professionals offer mentorship for pods of self-selected job applicants who are interested in their career field
7. Job application database with social media elements (connect with friends, share job opportunities, refer friends to job postings, reach milestones suggested by the app)
8. Workshops that connect students of similar interests and brings in companies in relevant fields
9. Group application progress tracker that lets students share their updates
10. Workshops or digital pods led by young career professionals who just got hired in a career field of interest
11. Virtual job search collaboration spaces, where students practice interviewing with each other, look over resumes, etc.

How might we help students match their ideal lifestyle and income milestones to a career?

1. Create a platform on which niche industry professionals post profiles of their careers and offer mentorship
2. Career database searchable by criteria important to the user (salary, location, hours per week, with people vs. introverted, etc.)
3. Platform that demystifies the job market (explains industry trends and where/when to apply to get reliably hired)
4. Virtual job shadowing platform where professionals can post days in the life
5. **Job of the day app that prompts with a niche job concept every day**
6. Speaker of the day, 2 minute video given each morning with new speakers/careers
 - a. Could provide what they do and way to reach out to them if interested
7. Providing access to speakers who are leaders in various industries
8. Opportunities for one-day (or really short-term) internships
9. Social media network to connect applicants with professionals willing to invite anyone to shadow for a day
10. Lifestyle to income translator to help students project required income for a desired lifestyle based on location, etc
11. CoolWorx platform for long-term niche careers,

Additional Brainstorming

(Other forms and information in Team 2 folder
https://drive.google.com/drive/folders/1nqc_gqr4rZEGhyMVtIme7QTHSdsdC85E?usp=drive_link)

10/9

Sample povs - Julia

We met Julia, a college graduate currently working for Boston Scientific in medical device sales.

We were surprised to notice that she secured a full-time job offer early during her senior year from just one workshop, despite a lack of sales internship experience.

We wonder if this means there is more to job readiness than conventional work experience.

It would be game-changing to create welcoming environments for people of different work backgrounds and paths to professional success.

We met Julia, an Indiana University graduate currently working for Boston Scientific in medical device sales.

We were surprised to notice that she missed a second round interview because she missed the email in her inbox.

We wonder if this means she felt overwhelmed by the amount of emails in her inbox.

It would be game changing if people never had to worry about missing opportunities because of a cluttered inbox.

We met Julia, an Indiana University graduate currently working at her first job, at Boston Scientific.

We were surprised to notice that she initially thought her first job was a significant factor in her overall career, but she now sees it as just a step in the process.

We wonder if this implies college graduates often feel a pressure to find the “perfect” job straight out of college as a way to establish success.

It would be game-changing to inform of the different ways college graduates measures career success.

We met Julia, an Indiana University graduate currently working at her first job, at Boston Scientific, which was offered to her through a workshop

We were surprised to hear that some of her friends felt isolated and behind in the post-graduate job search, Julia felt more supported due to the workshop.

We wonder if this means that community strongly influences confidence in the job search.

It would be game-changing to create a way for students to feel connected and supported during the post-graduate job search.

10/9

Sample povs - Shannon

We met Shannon, a 2021 Stanford graduate who recently left her two-year position as a career coach for Stanford CareerEd and is now job seeking. We were surprised to notice that despite working professionally in career services, Shannon still feels uncertain about what she should do with her own life and career. We wonder if this means that there aren't many actionable resources available to help students choose their career path, even through designated programs like Stanford's career center. It would be game-changing to help students figure out what they want to do with their lives.

We met Shannon, a 2021 Stanford graduate who recently left her two-year position as a career coach for Stanford CareerEd and is now job seeking. We were surprised to notice that despite having many resources at her fingertips for helping students in the job search, Sharon still feels at a loss to help students feel cheerful about their prospects. We wonder if this means that one of the biggest issues students face during the job search is overcoming emotional barriers. It would be game-changing to dispel negative emotion surrounding the job search for new college graduates.

We met Shannon, a 2021 Stanford graduate who recently left her two-year position as a career coach for Stanford CareerEd and is now job seeking. We were surprised to notice that Shannon was the leader of one of Stanford's only in-person community support groups for job-seeking seniors, which she personally founded. We wonder if this means that there isn't much community surrounding the job search for soon-to-be college graduates. It would be game-changing to help job-seeking college seniors feel less alone.

Good POVs

1.

We met Julia, an Indiana University graduate currently working for Boston Scientific in medical device sales. We were surprised to notice that she missed a second round interview because she missed the email in her inbox. We wonder if this means she felt overwhelmed by the amount of emails in her inbox. It would be game changing if people never had to worry about missing opportunities because of a cluttered inbox.

2.

We met Julia, an Indiana University graduate currently working her first job at Boston Scientific, which was offered to her through a workshop. We were surprised to hear that some of her friends felt isolated and behind in the post-graduate job search, Julia felt more supported due to the workshop. We wonder if this means that community strongly influences confidence or anxiety in the job search. It would be game-changing to create a way for students to feel connected and supported during the post-graduate job search.

3.

We met Shannon, a 2021 Stanford graduate who recently left her two-year position as a career coach for Stanford CareerEd and is now job seeking. We were surprised to notice that despite working professionally in career services, Shannon still feels uncertain about what she should do with her own life and career. We wonder if this means that she's worried the next step in her career won't help her achieve her life goals. It would be game-changing to help align professional goals with life goals.

HMWs - first POV

1. How might we automatically flag emails related to critical opportunities?
2. How might we make email inboxes less visually overwhelming?
3. How might we remind people of important emails?
4. How might we make mail checking a habit?
5. How might we make the interviewing process more predictable?
6. How might we make the job process not rely on emails?
7. How might we prioritize important emails in a user's inbox?
8. How might we create a smarter system for filtering emails?
9. How might we redesign email notifications to capture the user's attention?
10. How might we reliably auto-discard junk emails?
11. How might we make checking emails fun?

HMWs - second POV

1. How might we leverage workshops to foster a sense of community in the job search?
2. How might we make job applications a social activity?
3. How might we make the job application and search process enjoyable?
4. How might we make the job search not feel like a race?
5. How might we motivate students through the job search process?
6. **How might we help students applying to jobs together feel like a team?**
7. How might we use community to boost confidence?
8. How might we make workshops more common as pre-graduate professional training?
9. How might we create buzz surrounding referring one another to jobs/sharing opportunities?
10. How might we connect college students who are seeking similar jobs?
11. How might we create a network of unemployed college graduates?
12. How might we encourage students to actively stay connected once they've met?
13. How might encourage collaboration among students rather than competition?

HMWs - third POV

1. How might we connect students with career professionals who are willing to give them advice in an approachable context?
2. How might we expose students to opportunities in niche career paths?
3. How might we show students a wider variety of options?
4. How might we connect students with professionals with whom they share things in common?
5. How might we help students identify their strengths and connect it with career paths?
6. How might we help students match their ideal lifestyle and income milestones to a career?
7. How might we help students share and learn from each other's interests and journeys?
8. How might we create clearer avenues to self-employment?
9. How might we demystify the job market for new graduates?
10. How might we make sure people meet their life goals?

Solutions - How might we make checking emails fun?

1. Email bingo app
2. Email insights and analytics -- provide users with fun insights about their email habits (such as average response times)
3. UI plugin that makes inbox visually sleeker
4. Highly customizable email interface (like iphone widget)
5. AI filter to get rid of spam and mailing lists
6. Application that creates tiktok scroll for daily work email
7. Social networking app that lets your friends leave notes on your inbox
8. Email with intermittent rewards for checking
9. Accountability bot for emails that sends you reminders and gives you streaks for organizing your inbox
10. BeReal but for checking your email once a day (retains anonymity if we share screenshots)
11. Sound effects on various functions (like when you trash an email)

Solutions - How might we make students applying to jobs together feel like a team?

1. Gamifying the job search and turning it into a team-based challenge
2. Match students in the same academic field to encourage job searching together
3. **Create a dating app-style platform that matches students into pods of 5-10 students seeking similar careers**
4. Form accountability partners based on student personalities/not career interests
5. Platform for exchanging mock interviews with peers
6. Create a platform on which career professionals offer mentorship for pods of self-selected job applicants who are interested in their career field
7. Job application database with social media elements (connect with friends, share job opportunities, refer friends to job postings, reach milestones suggested by the app)
8. Workshops that connect students of similar interests and brings in companies in relevant fields
9. Group application progress tracker that lets students share their updates
10. Workshops or digital pods led by young career professionals who just got hired in a career field of interest
11. Virtual job search collaboration spaces, where students practice interviewing with each other, look over resumes, etc.

Solutions - How might we help students match their ideal lifestyle and income to a career?

1. ***Create a platform on which niche industry professionals post profiles of their careers and offer mentorship***
2. Career database searchable by criteria important to the user (salary, location, hours per week, with people vs. introverted, etc.)
3. Platform that demystifies the job market (explains industry trends and where/when to apply to get reliably hired)
4. Virtual job shadowing platform where professionals can post days in the life
5. ***Job of the day app that prompts with a niche job concept every day***
6. Speaker of the day, 2 minute video given each morning with new speakers/careers
 - a. Could provide what they do and way to reach out to them if interested
7. Providing access to speakers who are leaders in various industries
8. Opportunities for one-day (or really short-term) internships
9. Social media network to connect applicants with professionals willing to invite anyone to shadow for a day
10. Lifestyle to income translator to help students project required income for a desired lifestyle based on location, etc
11. *CoolWorx platform for long-term niche careers, searchable by college degree*

Top 3 Solutions

1. Application that creates tiktok scroll for daily work email
 - a. Critical Assumption:
 - i. Emails presented in this format will hold users' attention
 - b. **Test:**
 - i. Go up to a few people and show them normal email interaction, and then have them compare it with the scrolling way -- ask them questions after: which was more interesting? What content did you see in each? Stuff like this
2. Career database searchable by criteria important to the user (salary, location, hours per week, with people vs. introverted, etc.)
 - a. Critical assumption:
 - i. Students who don't know what job they want post-college do know what lifestyle they want (income, location, etc.)
 - b. **Test:**
 - i. Google form that asks what job they want and questions about their lifestyle preferences
3. Create a dating app-style platform that matches students into pods of 5-10 students seeking similar careers
 - a. Critical Assumption:
 - i. Students will want to collaborate instead of compete with their career matches
 - b. **Test:**
 - i. find 2 people looking for similar jobs and have them talk for 5 min, then ask them questions
4. BeReal but for checking your email once a day
 - a. Critical assumptions:
 - i. Users are okay with sharing an aspect about their inbox

Create a dating app-style platform that matches students into pods of 5-10 students seeking similar careers

Questions for them after they talk:

1. Do you feel more or less hopeful about the job search?
2. Would you want to do that again?
3. Would you feel more compelled to help each other or compete if you continued connecting?

Application that creates tiktok scroll for daily work email

Questions for them after they do the experience:

1. Which interface was more intriguing?
 - a. Tiktok one -- it's newer
 - b. Similar
 - c. Tiktok
2. From which interface do you feel like you remember more content?
 - a. Normal one (because you individually click each one)
 - b. Tiktok
 - c. Titles - first, other - tiktok
3. Which interface is it easier for you to clear your junk (with swiping feature)?
 - a. Tiktok one
 - b. Tiktok
 - c. Tiktok, but both
4. Could you see yourself clearing your inbox this way?
 - a. Yes
 - b. Yes
 - c. Depends on inbox - yes for personal, but maybe no for work b/c it's too many

Google form

Career database searchable by criteria important to the user (salary, location, hours per week, with people vs. introverted, etc.)

“What salary would you be truly content with?”