JRNY

begin your journey to a new career

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overall problem

8 million individuals are currently unemployed in the US\(^1\)

62% of firms struggle to fill open trade skill positions\(^2\)

31 million positions will open due to baby boomer retirement\(^2\)

16% of high school students planned on taking vocational classes\(^3\)

contextual inquiries
professionals excited to teach others

on-the-job training

some issues common, others more rare
no experience needed prior to applying
many classes go unfilled
information is spread by word of mouth
unemployed individual

word of mouth
understanding expectations/requirements
knowing the work environment
tasks
student tasks

- sharing apprenticeship experience
- searching for local opportunities
- learning about a trade skill
- measuring personal training progress
mentor tasks

- sharing local opportunities
- sharing professional experiences
design sketches
design 1

searching for opportunities
posting opportunities

sharing apprenticeship experience
sharing professional experience
design 2

searching for opportunities
learning about a trade

posting opportunities
tracking progress
design 3

tracking progress
learning about a trade

searching for opportunities
posting opportunities
storyboards
design focus

searching for trade opportunities

questionnaire - “I know nothing about trades. Where do I begin?”
map - “How do I find a mentor?”
reviews - “What is this workplace/mentor like?”
info - “How do I find more information?”
After some more questions...

You seem like a LOCKSMITH or ELECTRICIAN!

Find Mentor
Learn More
New Match

I like this one... I'll ask him some questions!

Welcome to JRNY
What sounds most appealing
- Puzzles
- Legos
- Drawing
  SKIP
design focus

tracking progress

milestones - “What are the expectations/requirements of this trade?”
experience points - “How am I doing so far?”
exercises - “How do practice on my own time?”
achievements - “What skills have I mastered so far?”
Later that evening

This blueprint is saying...
This means...

How have I been doing?

Hi, Alice!

100 pts

Skills learned:

Practice | New

The next morning

I think I've mastered reading blueprints!

Input new skill

Submit

8:00 AM

Zzz...

JRN: Your mentor has approved a new skill! +50 pts
summary

push yourself to explore crazy ideas

focus on increasing user participation

do not lose sight of original problem
start your journey