JRNY

begin your journey to a new career

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overall problem

8 million individuals are currently unemployed in the US¹

62% of firms struggle to fill open trade skill positions²

31 million positions will open due to baby boomer retirement²

16% of high school students planned on taking vocational classes³

[1] www.bls.gov/news.release/empsit.nr0.htm [2] www.adeccousa.com/employers/resources/Pages/skilled-trades-in-demand.aspx [3] www.popularmechanics.com/home/how-to/a3972/4305487/

contextual inquiries

husky bike shop

professionals excited to teach others

on-the-job training

some issues common, others more rare

farestart

no experience needed prior to applying

many classes go unfilled

information is spread by word of mouth

unemployed individual OKING

FORA

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

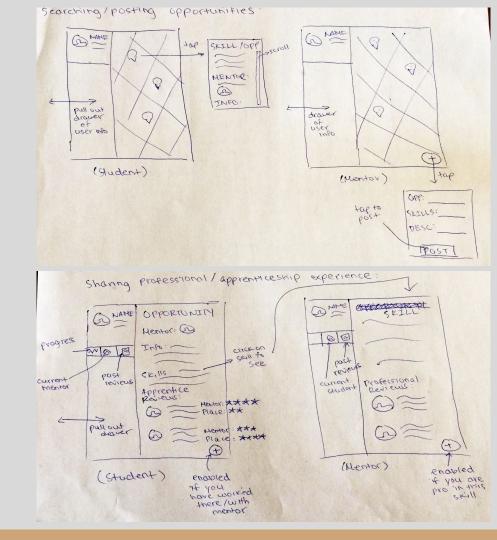
design sketches

design 1

searching for opportunities

posting opportunities

sharing apprenticeship experience sharing professional experience



design 2

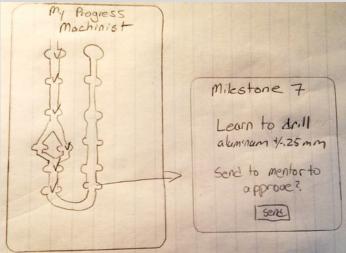
searching for opportunities

learning about a trade

posting opportunities

tracking progress

Welcome to JRNY Choose the answer Based on your What skill are you training? below that best answers, the best describes you? Machinist V skill for you is: what traits to you look for ? O Striped Unicorn Machinist O Dependeble Your attention to deto. 1 and desterity gives you a 89% match O Bear with antennas D Quick learner O Well-dressed slug D Flexble Find Match Thearn more about muchilist D Team Player OELMO 1/10 Next match Find Match n_ My Progress

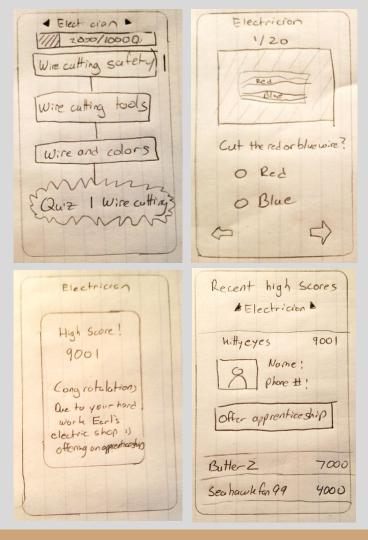


design 3

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?"

(Noositions) Not Where to stort?? I'll Welcome to JENY try this. What sounds Most appealing. OPUZZIES OLEGOS DEGREE oprowing ~ ISKIP After some more questions... I like this one ... I'll osk him some questions! You seem tike a LOCKSMITH or ELECTRICIAN! 7top= Find Mentor. Leoin More New Match

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 国 HI, Alice! This blueprint is saying ... How hove This means been 100 pts doing skills learned: on FP FFI. Proctice New The next morning I think I've mastered reading bluepints! 8:00AM JENY 222... "Your mentor has approved a new skill!" +50 pts 0 Input new Skill 10 0 0 0 きちの天 SUBMIT 0

summary

push yourself to explore crazy ideas

focus on increasing user participation

do not lose sight of original problem

