



JRNY

begin your journey to a new career



grace qiu - team organizer
jonathan oh - developer
joe santino - developer
austin meyers - designer
bruce wen - developer

overall problem

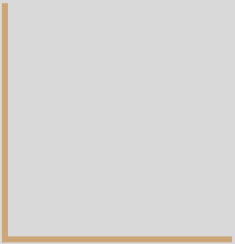
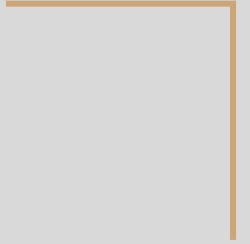
8 million individuals are currently unemployed in the US¹

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

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

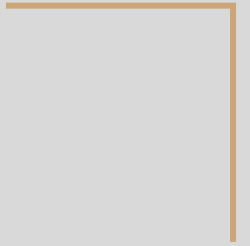
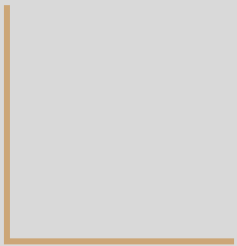
LOOKING
FOR A
JOB

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

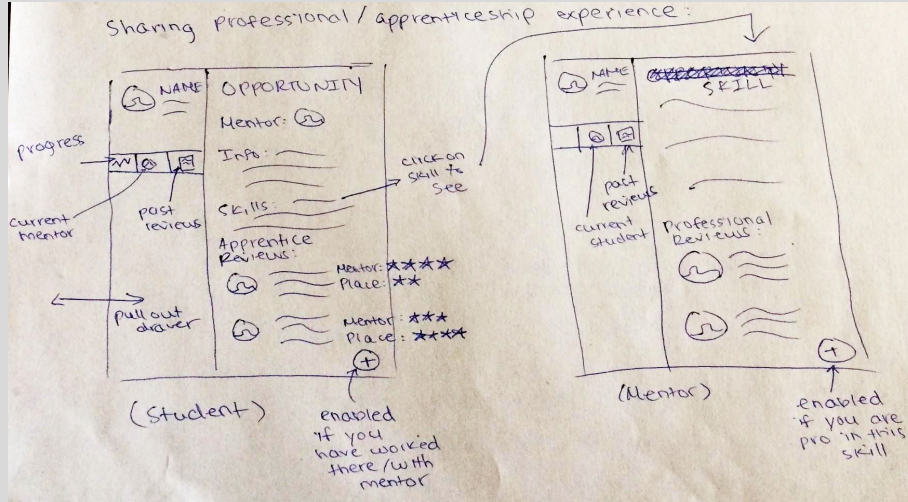
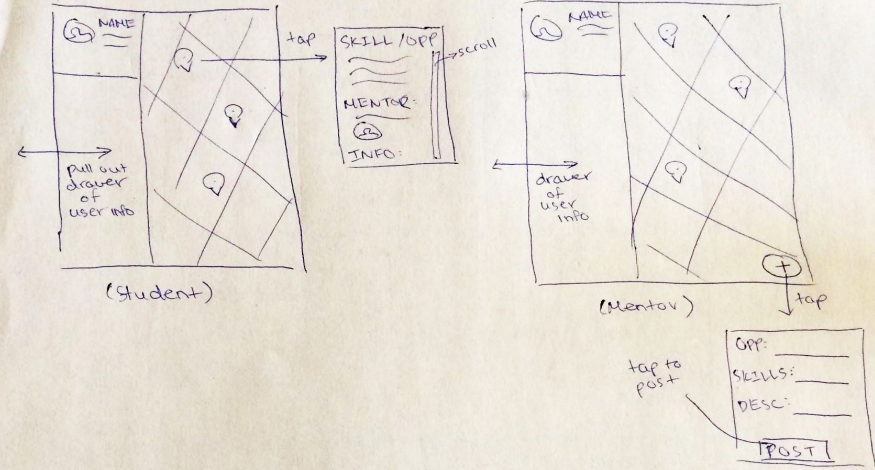
searching for opportunities

posting opportunities

sharing apprenticeship experience

sharing professional experience

Searching/posting opportunities



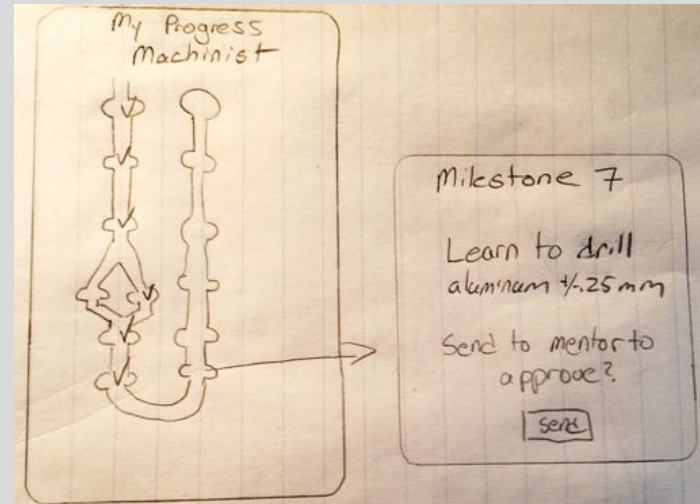
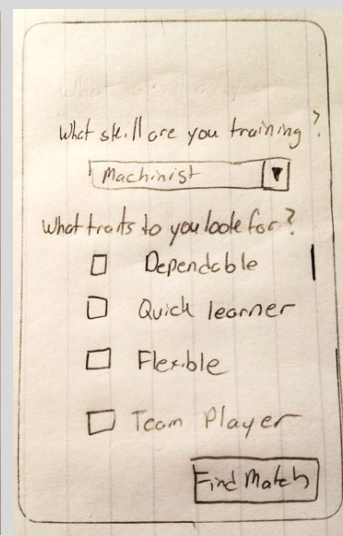
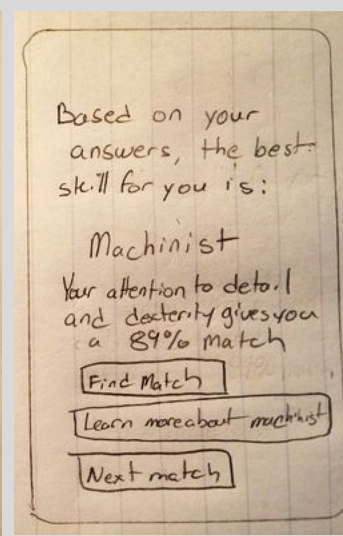
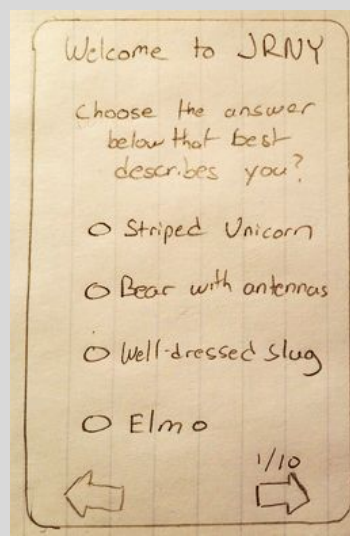
design 2

searching for opportunities

learning about a trade

posting opportunities

tracking progress



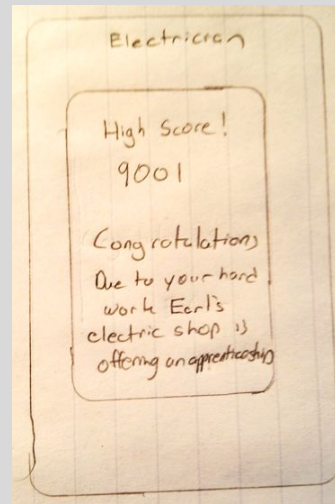
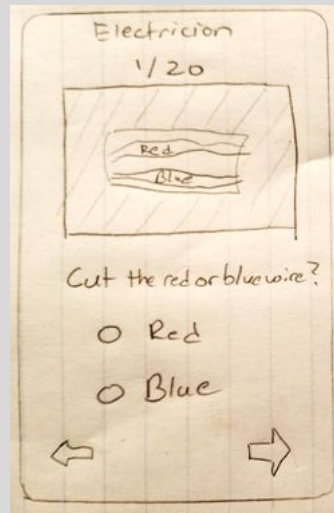
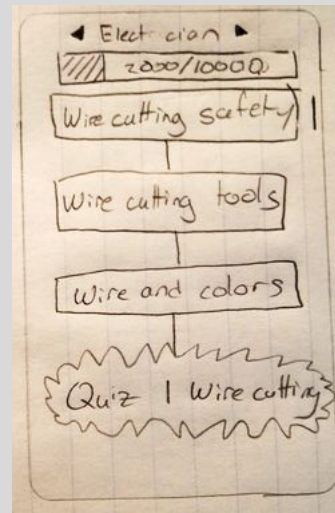
design 3

tracking progress

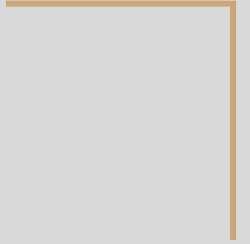
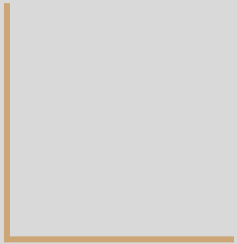
learning about a trade

searching for opportunities

posting opportunities



storyboards



design focus

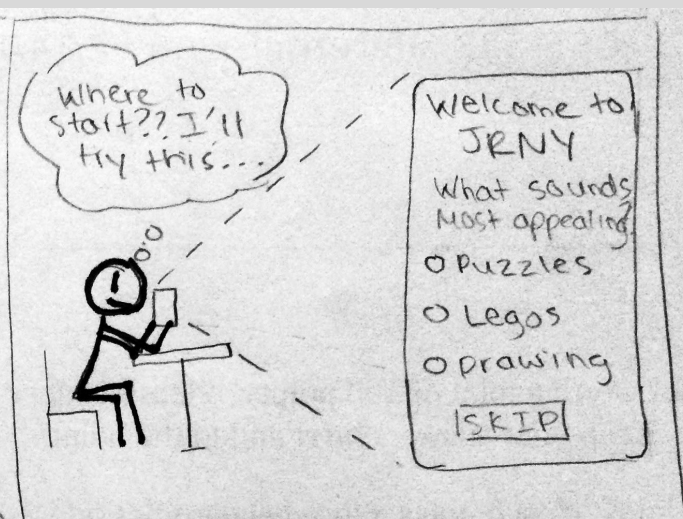
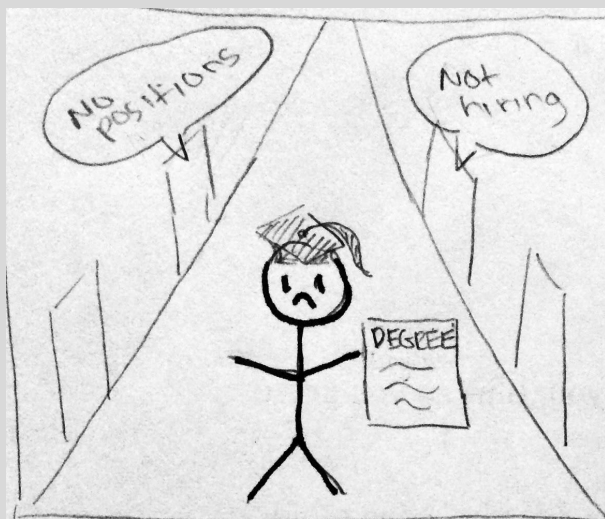
searching for trade opportunities

questionnaire - "I know nothing about trades. Where do I begin?"

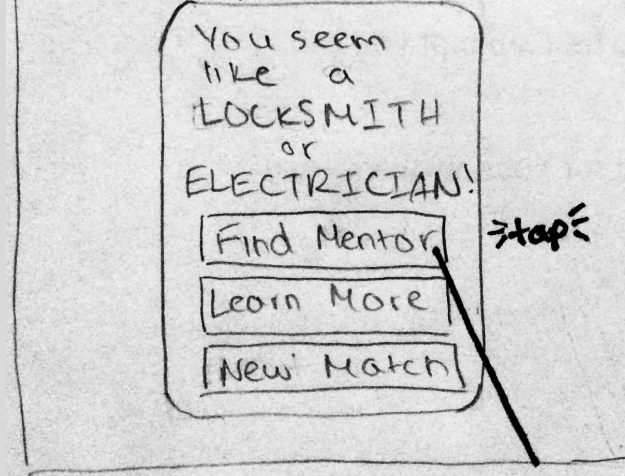
map - "How do I find a mentor?"

reviews - "What is this workplace/mentor like?"

info - "How do I find more information?"



After some more questions...



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?"



summary

push yourself to explore crazy ideas

focus on increasing user participation

do not lose sight of original problem



start your
journey