

Semester 5 Internship

Portfolio

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1. Introduction of the company

Metaverse Solutions is a start-up company that aims to help MBO and VO students as well as job-seekers make informed unbiased career decisions. They aim to do that through a WebXR application that would simulate different job experiences that people can try for themselves and through an unbiased AI that would help guide the students/jobseekers toward what they should try first.

2. The assignment

2.1 Description of the assignment

As a UX/UI designer, I am tasked with leading the design process for a web app that will house a WebXR experience. This app will aim to help MBO and VO students, as well as job seekers, explore various career options through immersive simulations and AI-guided recommendations. Some of the deliverables include a user-centric design, high-fidelity prototypes, and documentation based on user research, usability testing, and industry best practices.

2.2 Problem/Opportunity

In the Netherlands, 1 in 3 students switches their field of study, delaying their entry into the job market. Additionally, 20% of employees change jobs each year, influenced by factors such as labor shortages and inflation. These trends decrease the staff in key sectors like plumbing, nursing, and electrical work. The project aims to reduce these inefficiencies by providing a platform that offers real-world-like job experiences and career guidance to help people make informed, unbiased career decisions.

2.3 Goal

The primary goal is to create an engaging, user-friendly web-based career exploration platform for Dutch students and job seekers. The UX/UI design should make it easy for users to explore the apps' features intuitively, helping them stay engaged and make

informed career choices. The ultimate objective is to develop a high fidelity prototype that can be used for when the app would be coded in the future.

3. Research questions

The research questions are important as they provide a structured approach to addressing the main challenges of this project. By asking specific questions, I ensure an active investigation. Each question breaks down complex aspects into manageable inquiries, allowing me to target pain points and opportunities effectively.

3.1 Main question - How can the UX/UI design of the Web-based career exploration platform be tailored to create an engaging and user-friendly experience for Dutch pre-university students and job seekers, making it easy and intuitive to navigate seamlessly to the most important features of the app?

3.2 Sub questions

1. What factors influence students' and job seekers' decision to continue using the platform for career exploration?

I need to know what keeps people coming back to the platform, so I can design features that users actually enjoy and find useful. Behavioral analysis will show me how they use it, and competitive research lets us see what works well on other platforms.

2. What content and information do target users expect to find when exploring careers and educational opportunities online?

A good platform needs to deliver the right content, so I'll ask users what kind of information they want, and also check out what similar platforms are offering to make sure I am covering all the bases.

3. What are the current best practices in UX/UI design for career exploration platforms aimed at pre-university students?

To make sure the design is relevant, I will look at what's considered best practice in the industry and how the best career platforms are designed. This will give me a clear idea of what works.

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4. How can previous research on Dutch students' career exploration habits inform the design of the platform?

I don't need to start from scratch. There's already research on how Dutch students explore careers, and by using that, I can shape the design to match their real-life habits and preferences.

5. Which specific elements from successful career platforms should be integrated into the new design?

By studying what works well on other platforms, I can figure out which features are crucial for a smooth and intuitive experience. This helps me design a platform that highlights the important stuff without cluttering the interface.

6. How do users currently explore career options, and how can these actions be translated into an intuitive digital experience?

Watching how people look for career information helps me translate their habits into a digital experience that feels natural. Prototypes let me test these ideas and improve them based on real feedback.

7. What design elements improve user engagement and help create a seamless career exploration experience?

I want to keep users interested, so I'll test different design ideas and see which ones users engage with the most. User testing will show me, again, what works and what needs improving.

8. How does the platform impact users' career decisions and education path choices?

Ultimately, I want the platform to help users make smart decisions about their careers. Testing different versions and asking users for feedback would help me see what designs make the biggest impact.

4. Approach

4.1 Double diamond

Consisting of four phases the double diamond methodology allows for a structured and iterative design approach.

- In the first ***discover phase*** I would gather information through users and market research.
- The second ***define phase*** is where I would clearly establish the problem and opportunities.
- The third ***develop phase*** is where create and test prototypes.
- The final phase is ***deliver*** where I would have to present the ready prototype.

4.1 Discover phase

My first step was to perform an in-depth analysis of the problems associated with developing a web-based platform that effectively showcases and promotes the distinct features of our to be career exploration tool. This analysis led me to formulate research questions that will guide the project. These questions are crucial for understanding user needs, emotional motivations, and ensuring that every following phase is driven by specific objectives rather than mere assumptions.

Another crucial step involved identifying the risks associated with the project activities and integrating them into the [Project Plan](#). I needed to anticipate potential delays and

challenges that could arise. By proactively addressing these risks, I was able to create a project schedule that accommodates possible setbacks and keeps me on track. Structuring the project plan ensured that all phases are aligned and that the dependencies between tasks are clearly defined. For instance, I recognized that user interviews and competitor analysis must be conducted early on to guide the design process; any delays in these areas would impact the following phases. By understanding these dependencies, I was able to

develop a [Dependency Map](#) for the project, illustrating how the various activities are interconnected.

As I developed the project plan, I created a [Gantt Chart](#) that outlines the tasks and establishes timeframes to assist in managing the project's timeline. It provides a visual representation of my progress from the Discover phase, where I currently am, to the Define, Develop, and Deliver phases. By organizing and managing the project workflow in this manner, I can ensure that I meet deadlines and milestones systematically on time.

At this stage of the project, I have been concentrating on researching various websites to gather inspiration for the Web-based career exploration platform. By observing how other organizations present their career-related content, I am identifying best practices and potential areas for innovation that can help make our platform unique. I believe these insights will be crucial as I move into the design phase.

In summary, the activities I have undertaken so far are interconnected steps that contribute to establishing a strong foundation for the project. These tasks have enabled me to create a clear project roadmap while addressing multiple learning outcomes. Each step builds upon the previous one, ensuring the project remains well-organized and ultimately leading to an effective solution for the career exploration platform.

5. Learning outcomes

5.1 Professional Duties - doing the problem analysis as well as formulating the research I did demonstrate my professional duties. Furthermore the structure of the whole project aims to paint clear objectives as well as ensure that the design process goes smoothly.

5.2 Situation - Orientation - by examining different UX research methodologies and selecting the most appropriate ones for this project, I am using my skills to align with real-world limitations. Choosing methods that are balanced between effectiveness and efficient time use and resources demonstrates my ability to navigate the complexities of project constraints.

5.3 Future-Oriented Organization - developing the Project Plan has enhanced my skills in future-oriented thinking. This involves creating a Dependency Map and anticipating potential risks. Constructing a Gantt Chart showcases my capability to plan, organize, and manage a project with a clear future perspective. Recognizing the long-term scope of the project reflects my strategic thinking and adds to this learning outcome.

5.4 Investigative Problem Solving - By examining projects from multiple perspectives, I become skilled at recognizing potential issues and struggles in the UX/UI design process. Spotting problems and devising solutions often demands thinking creatively. This cultivates innovation and originality in my design approach, enabling me to devise unique and impactful solutions that distinguish the project. By actively identifying potential problems, I contribute to risk management in UX/UI projects. This not only conserves time and resources but also prevents user dissatisfaction.

5.5 Personal leadership - Even though there is a team in the company they are developing a totally different part of the project which leaves me alone to manage everything. While still new, I like this way of working as it allows me to develop my self-management skills and also keeps me even more accountable.

5.6 Targeted interaction - I am having daily interaction with my mentor as well as the other from the company in the form of a discord stand-up. I also have a teams meeting with my university mentor. Through these meetings I keep track if I am going in the right direction with the internship.
