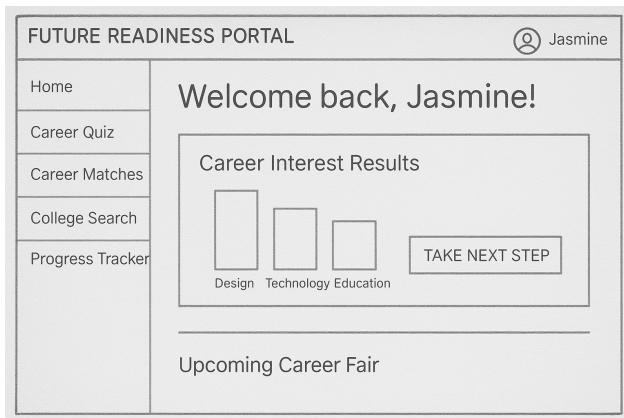
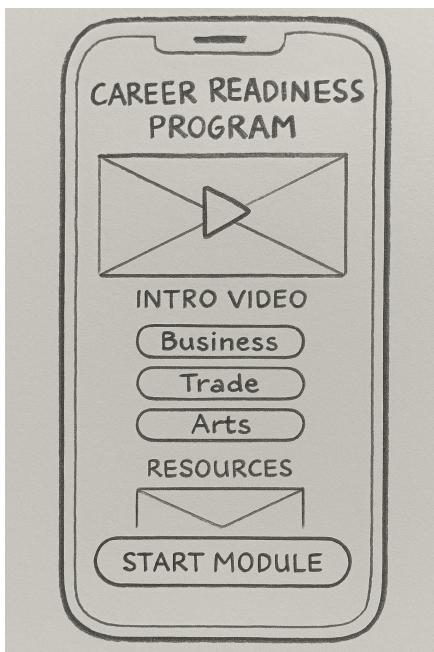


Sketches

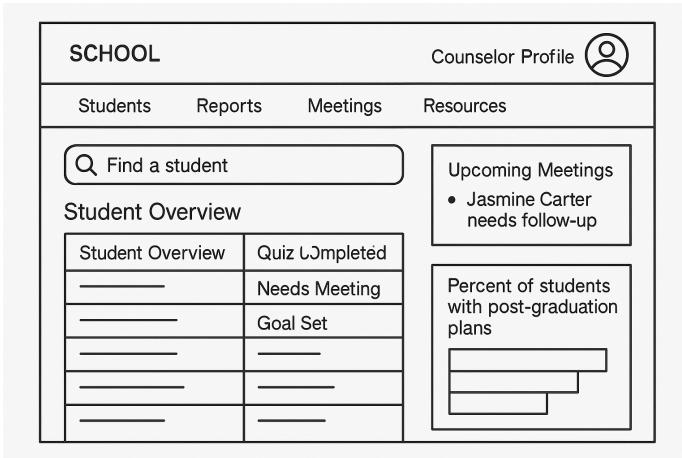
1. Jasmine Carter Dashboard Sketch



2. Marcus Thompson Mobile App Sketch



3. Mr. Alan Rivera Dashboard Sketch



Personas

1. Student Persona – “Jasmine Carter”

Occupation: High school junior

Interests: Psychology, social media, volunteering, learning about future careers

Goals: Get into a good college that matches her interests, figure out what career path fits her strengths

Motivators: Wants to feel confident about her future and make her family proud

Bio: Jasmine is a curious but overwhelmed student who feels that her school doesn't provide enough help figuring out life after graduation. She wants guidance, hands-on opportunities, and real examples of what different careers are like.

2. Counselor Persona – “Mr. Alan Rivera”

Occupation: High school counselor

Interests: Mentoring students, education reform, community outreach

Goals: Help students make informed decisions about college or career paths; ensure each student has a realistic post-graduation plan

Motivators: Believes every student has potential but lacks access to proper resources and personalized guidance

Bio: Mr. Rivera wants to provide workshops and regular check-ins but is overworked and lacks tools that track student goals effectively. He needs better systems to monitor student interests and progress throughout the year.

3. Teacher Persona – “Ms. Olivia Chen”

Occupation: English teacher and senior class advisor

Interests: Writing, literature, and developing critical thinking skills in students

Goals: Help students connect classroom learning to real-world applications

Motivators: Wants students to see education as preparation for life, not just tests

Bio: Ms. Chen feels frustrated that standardized testing overshadows creativity and career exploration. She supports programs that integrate practical skills and college readiness into the curriculum.

4. Administrator Persona – “Dr. Emily Greene”

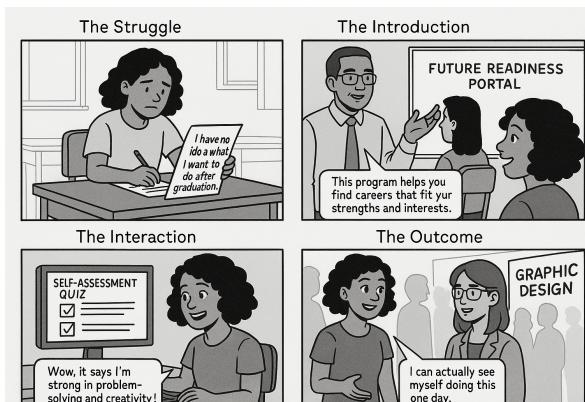
Occupation: Principal at a public high school
Interests: Education leadership, student success metrics, community partnerships
Goals: Increase graduation rates, improve college and career readiness outcomes
Motivators: Wants to modernize her school's approach to guidance and curriculum
Bio: Dr. Greene faces pressure from the district to improve test scores while also preparing students for real-world success. She's open to innovative solutions like career fairs, mentorship programs, and self-assessment tools.

5. Parent Persona – “Marcus Thompson”

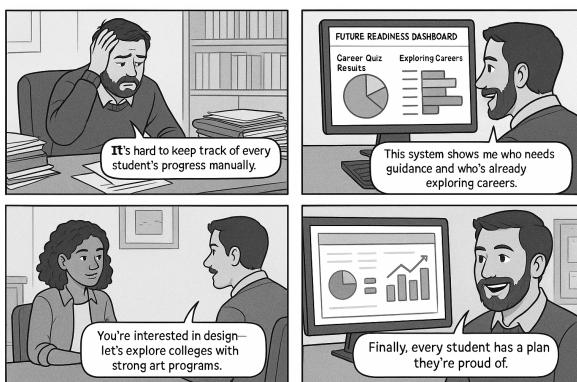
Occupation: Construction supervisor and father of a high school sophomore
Interests: Family, financial stability, supporting his son's education
Goals: Ensure his child is ready for adult life—whether college or a trade
Motivators: Wants his son to have better guidance than he did, without wasting money on unnecessary college debt
Bio: Marcus worries schools only focus on academics and not life skills or job readiness. He supports school partnerships with local businesses for internships or trade exposure.

Story Boards

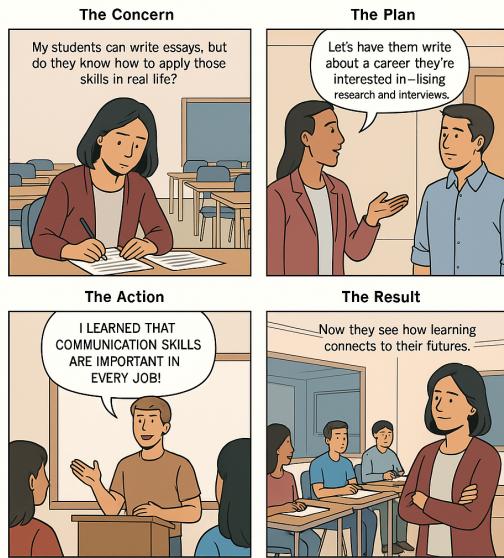
1. Jasmine Carter’s Storyboard



2. Mr. Alan Rivera’s Storyboard



3. Ms. Olivia Chen's Storyboard



4. Dr. Emily Greene's Storyboard



5. Marcus Thompson's Storyboard

