

insight development process

DESIGN RESEARCH

METHODS

interviews

ethnographic
research

survey
evaluation

literature
review

narrative
inquiry

TOOLS

jobs-to-be-done

user response
sorting

observation
analysis

defining user
groups

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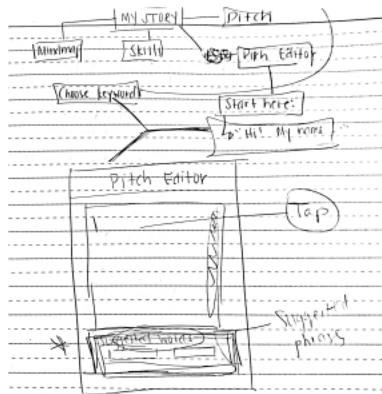
INSIGHT
STATEMENTS
validated by:

- PAINS
- GOALS
- MACRO TRENDS
- OPPORTUNITY

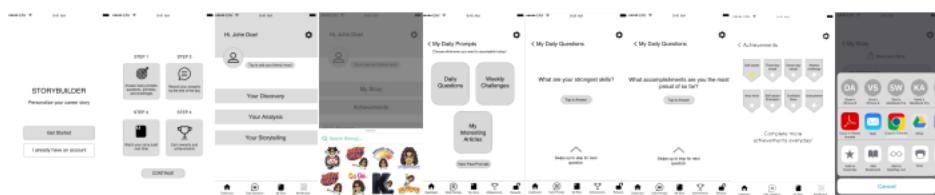
designing and prototyping

UX RESEARCH AND DESIGN

USER FLOW V.1



LO-FI GOAL: FEATURE PRIORITIZATION



odyssey: final concept

UX/UI DESIGN



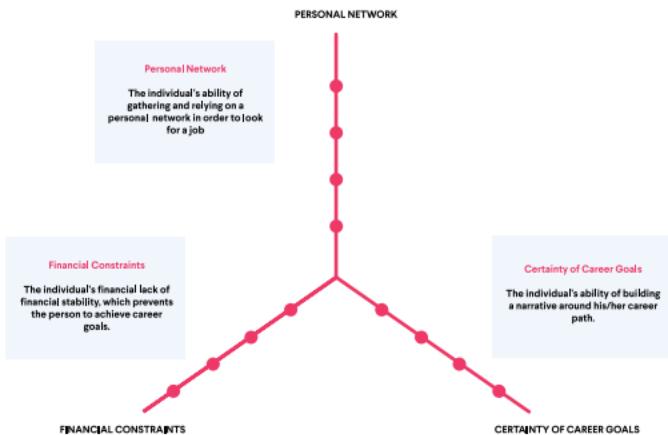
Odyssey is an app that helps career changers craft an impactful professional narrative for their next career move by helping them identify transferable skills, strengths, and experiences.

persona framework

UX RESEARCH AND DESIGN

The following model situates the two user personas across three axis that represent variations in the personas' career behaviors and patterns. These axis do not encompass all the unique patterns of the people of the US.

However, the research revealed that people's response to similar circumstances was best explained by their ownership of a personal network, their financial constraints, and their amount of certainty of career goals.



persona archetype [example]

UX RESEARCH AND DESIGN

Joe, Wishful Career Changer

"I went into finance because that's where I got hired right after college. Now 5 years later I'm wondering if this is really what I want to be doing."

Pains

- Not satisfied with his current job situation, his job doesn't align with his values and he has poor work/life balance
- Wants to change career but doesn't know where to go next
- He's unsure what skills he has to offer apart from finance
- Needs money to keep up with his profligate lifestyle

Emotions

- Uncertain, anxious
- Proud
- Overwhelmed
- Doubtful about his skills
- Afraid
- Pressured

Goals

- Define his "dream job"
- Create a cohesive narrative for his professional path
- Be able to sustain his lifestyle or making a choice about his lifestyle
- Expand his personal and professional network
- Learn new skills

PERSONAL NETWORK

Personal Network

As an experienced financial worker, Joe knows a lot of people in his industry, but not outside.

Financial Constraints

Joe has been used to an affluent lifestyle and does not have any financial constraints that prevents him to change his career.

Certainty of Career Goals

Joe feels unhappy, but does not have a clear goal to where to branch out because he considers his only valuable skills are finance related.

FINANCIAL CONSTRAINTS

CERTAINTY OF CAREER GOALS