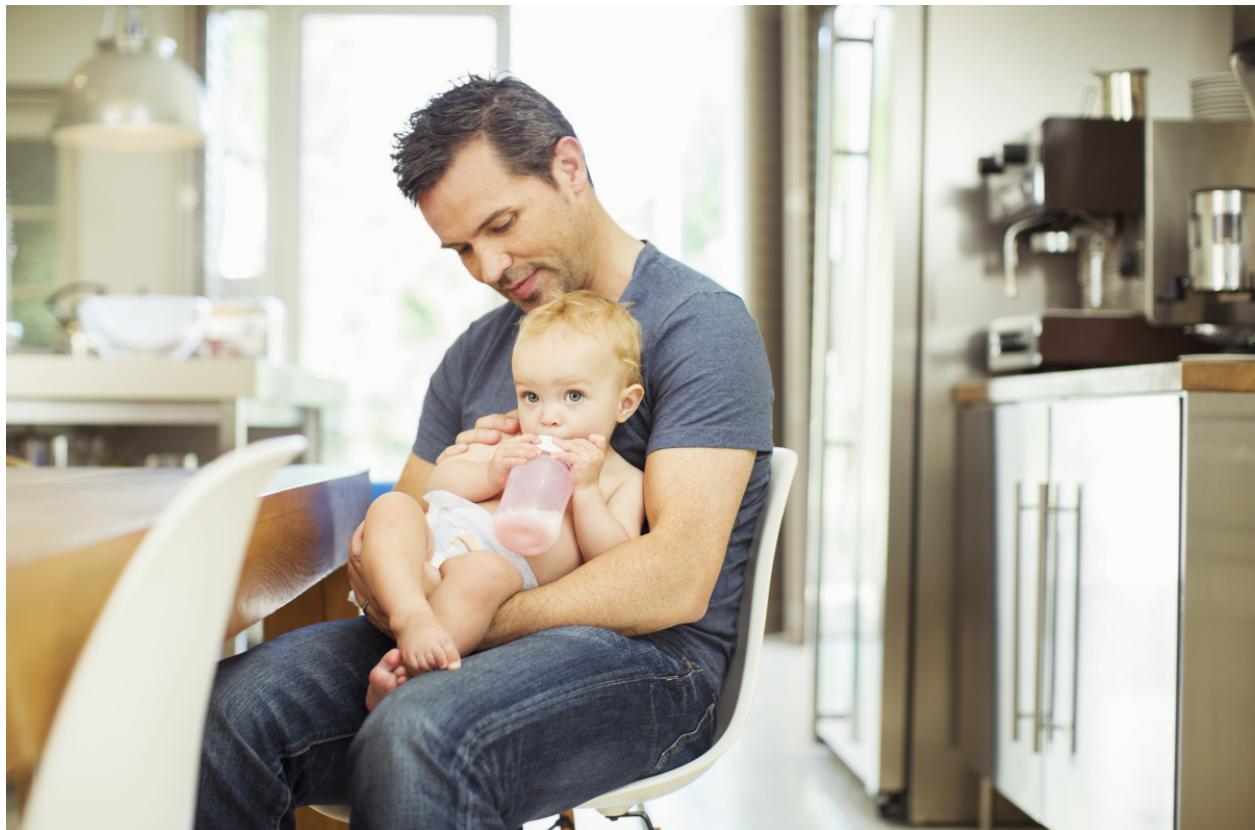


P2 REPORT - Design Alternatives

Team T-Rex: Yuan Gao, John Hinkel, Oriana Ott, Auzita Irani



Demographic:

Stay-at-home dads

Problem/their objective:

Returning to work or seeking employment

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1 INTRODUCTION

Our group chose to focus on creating something to enable stay-at-home dads to easily look for work. We used a literature review to understand the make-up of our demographic and their priorities (because a significant body of research exists in this field). This literature review helped us conduct a pilot survey to understand in greater depth how stay at home dads go through the job search process, the barriers they face, and their goals and priorities in returning to work. We used this information to brainstorm a list of conceptual areas on which to focus our attention, and from that list, we chose specific topics for which to brainstorm solutions. We were able to come up with three designs that cater to the different needs expressed by stay-at-home fathers. Within this report, we will describe each design in detail, provide the material we used to explore each concept, and describe the process we used. For each design we will include:

- **Narrative Walkthrough/storyboard:** a full explanation of the various components of the design and how they work together to produce the overall design
- **Justification:** The reasoning behind the evolution of each design
- **Pros and Cons:** Benefits and drawbacks of each design
- **Feedback:** What people during the poster session generally thought about our design
- **Future Directions:** Addresses how our design will evolve for P3
- **The sketches** we made while brainstorming to communicate our ideas, as well as later sketches as we moved to more general conceptual frameworks.

2 DESIGN CRITERIA

what are we using to inform our brainstorming.

2.1 Demographic

The important characteristics of the users of the system:

- Men
- With at least one child under the age of 18
- Almost all married, or have a partner who is employed.
- Primarily middle-aged, white, highly educated.
- Diverse interests and job experiences.

2.2 Objectives

- Help fathers find employment
 - Facilitate the job search and application process
 - Usability criteria to keep in mind: effectiveness and utility
- Address current barriers in re-entering the job market and allow fathers to overcome those barriers
 - Stigma/people's stereotypes
 - Developing connections

- The application process
 - Lack of opportunities
 - Lack of opportunities meeting their needs/schedules
 - Not used to professional settings
 - Being current in their field
 - Getting more education: has its own barriers
- Help fathers find employment opportunities that meet their and their families' needs
 - Opportunities with flexible hours that allow time at home
 - Usability criteria to keep in mind: must be safe and robust
- Be accessible to a diverse population of stay-at-home fathers.
 - Engenders trust in the user
 - Usability criteria: Flexibility, Safety and Robustness
- Reduce social isolation
 - Provide online and offline connection
- Increase intellectual engagement
- Be well organized
 - Topics the system addresses should be clearly delineated and not lumped into catch-all categories.
 - Does not require significant learning period to understand how to use the interface
 - Easily recognizable interface
 - Usability criteria to keep in mind: Findability, Memorability, Learnability, Efficiency

3 DESIGN PROCESS

3.1 Brainstorming

After defining our targeted demographic and choosing a specific problem to focus on, our team began a brainstorming session for solution ideas. Our brainstorming session was developed using the following steps:



3.1.1 Design implication analysis

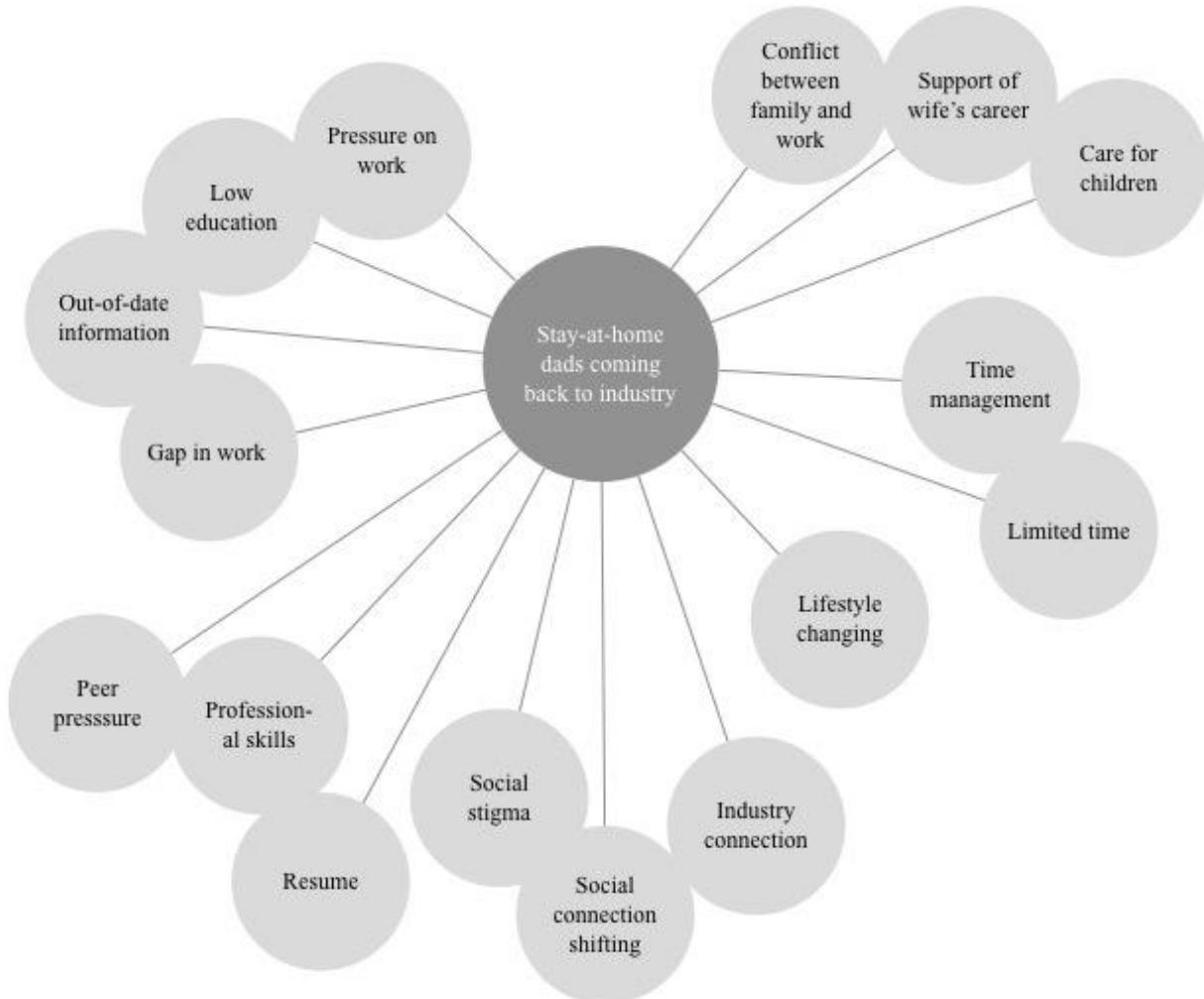
We used the information from our P1 report to develop a list of user priorities and design implications to guide our brainstorming sessions. We drew on the demographic information, priorities gathered from our literature review and user survey, and the usability factors we decided were important to focus on. By focusing on these elements, we generated a list of specific points we could use as a mental guideline to focus our brainstorming process and keep our ideas relevant to the group for which we are

developing this product. We can use this list to continue to assess the benefits and drawbacks of any ideas we create.

3.1.2 First brainstorming: Gathering Broad Concepts

In our first brainstorming session, we used a 7-minute timer to guide our brainstorming. For seven minutes, we said out loud whatever concepts came to our mind regarding stay-at-home career problems. As everyone was saying these ideas, we had a scribe writing every idea that was said. We decided that the concepts we brainstormed did not necessarily need to be a solution or a design idea (thus allowing us to not be restricted and can think broadly about the problem space). We used 7 minutes as our minimum amount of time to brainstorm in order to be certain to come up with creative solutions.

We generated many relevant ideas, inspired by the research we had done on the topic and the guidelines we established in P1. From this list, we highlighted several categories we saw as encompassing multiple ideas we had or being of particular interest to us (either because they seemed especially important to our population or because they were especially novel). We used these categories as our starting point for our second brainstorming session. (See Appendix for Brainstorming 1).



3.1.3 Second brainstorming: Gathering Design Ideas

In this session, we brainstormed more specific ideas to solve the problem. The ideas were based on keywords that we had come up with in the first brainstorming session.

3.2 Idea selection

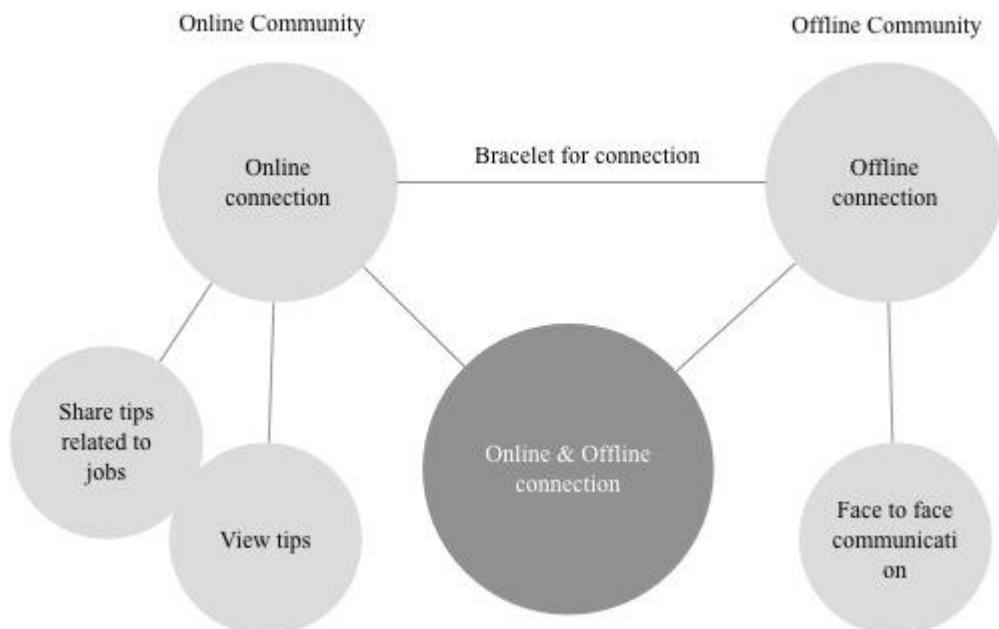
From the brainstorming session, we found several broad ideas. During our idea selection session, we combined and modified these ideas into design concepts (shown below).

- 1) Social connection/networking: Exclusive
 - a. Offline solution
 - b. Online solution
 - c. O2O system
- 2) Resources for stay at home dads keeping in touch of industry
- 3) Building skills while out of work
 - a. System that can motivates stay at home dads to get through the job process.
 - b. Resources that allow stay at home dads improve skills.
 - c. Allow people to log process
 - d. Track progress in job application

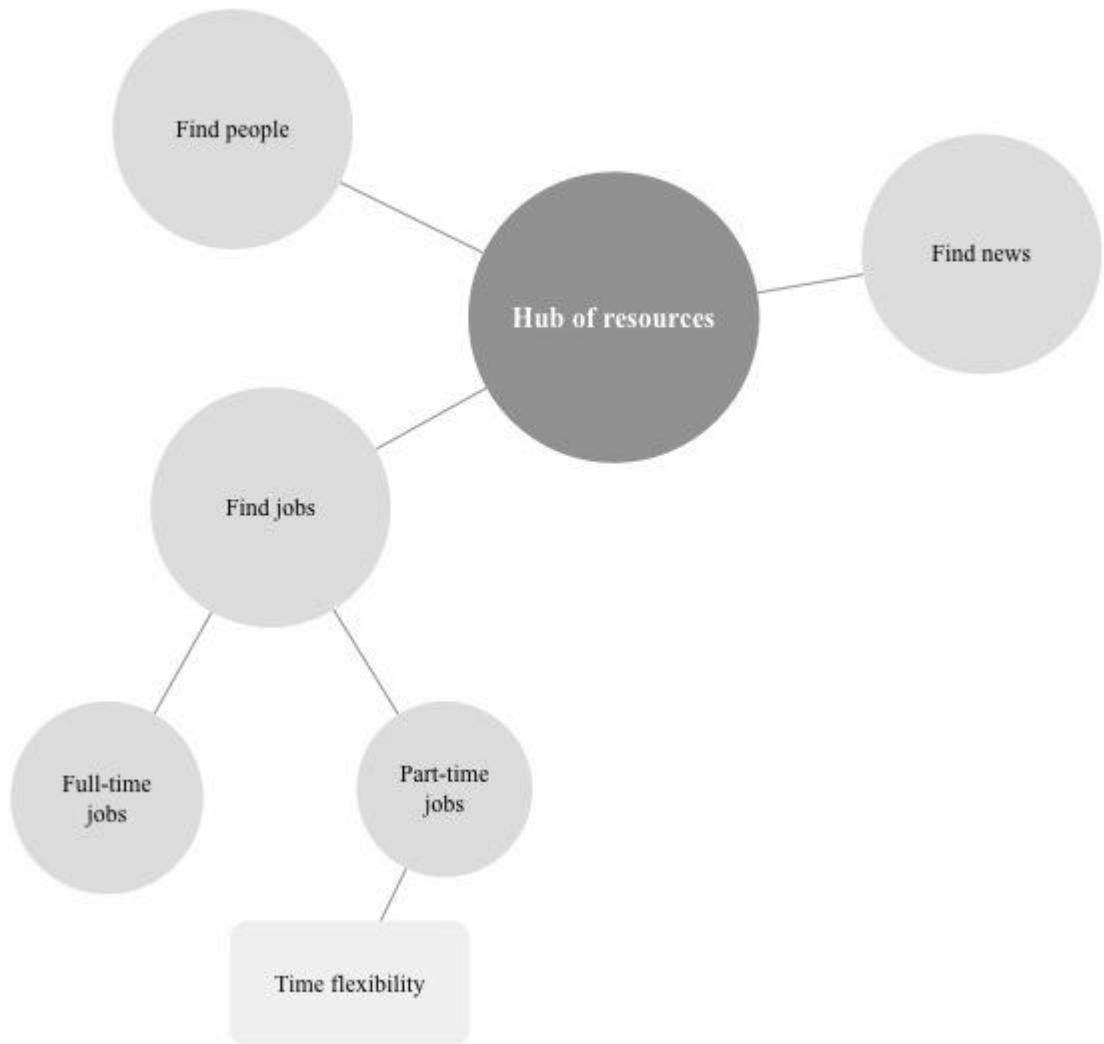
3.3 Modification of ideas

We made the functions and purposes of these three designs explicitly clear by drawing graphs. These graphs (shown below) easily show the structure and key components of each system.

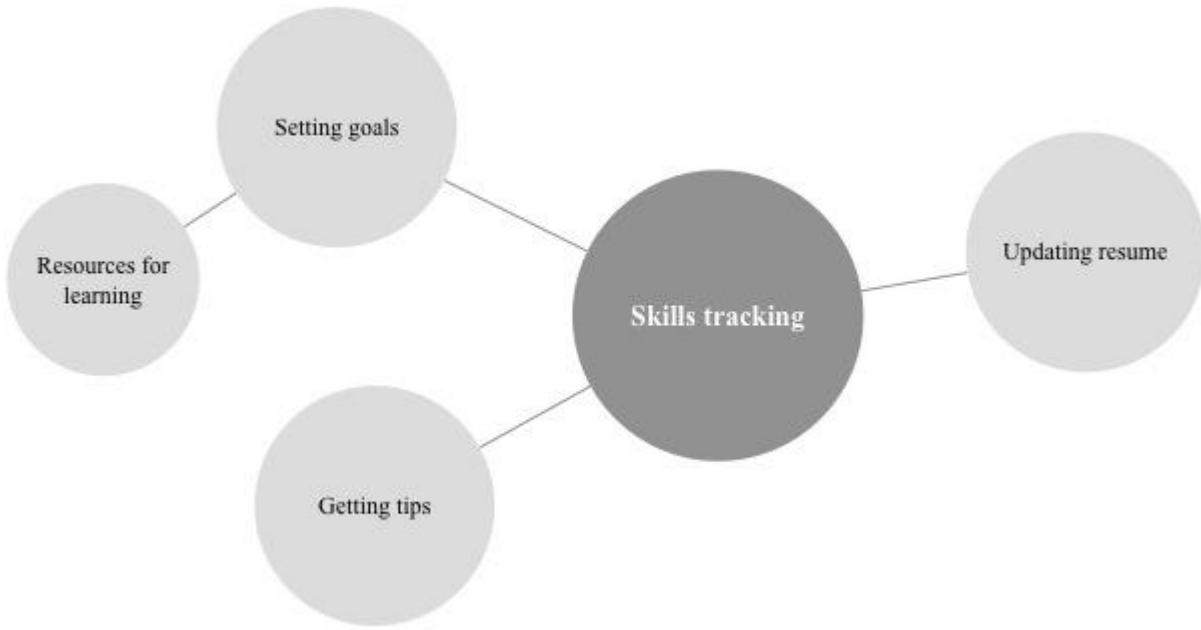
Design 1:



Design 2:



Design 3:

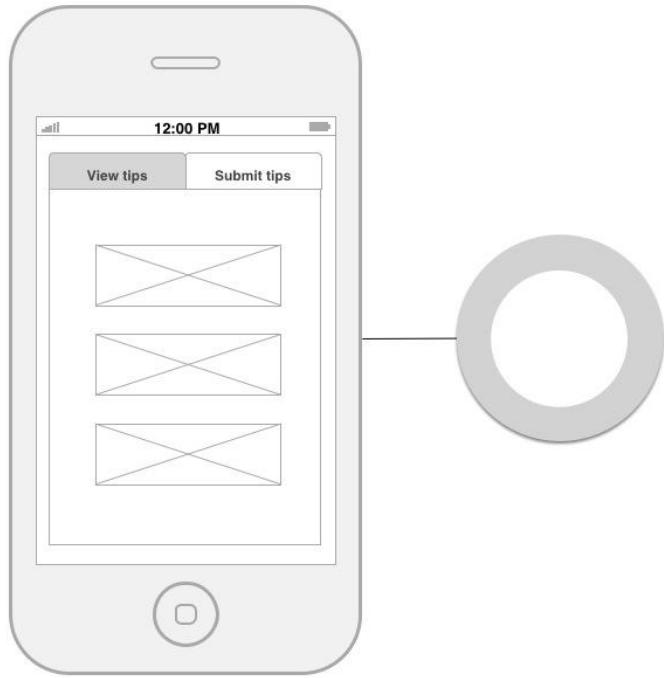


3.4 Sketching and poster making

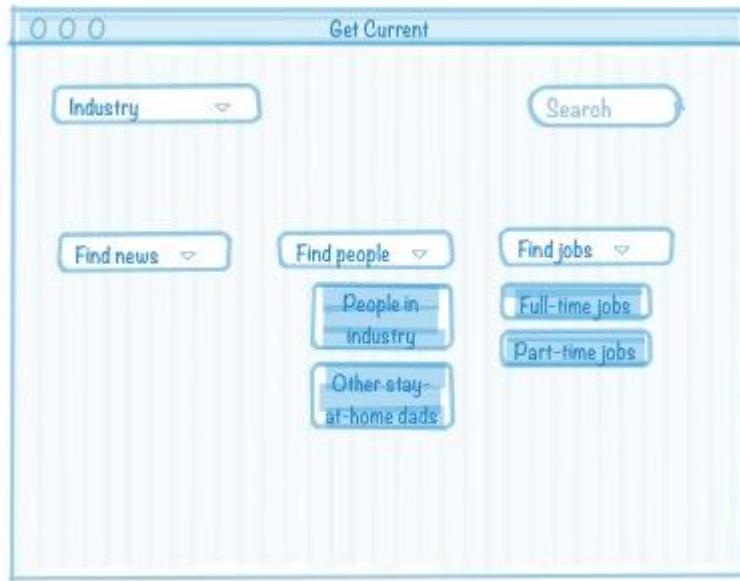
3.4.1 Sketching

We drew basic paper prototypes for each design concept. We went through several stages of sketches. Our first round of sketches allowed us to brainstorm design ideas as a group and come up with possibilities for the basic concepts of each design. Then, simpler sketches were created to represent each concept for the poster session with a minimal specific design features (we planned to alter the specific design in later steps of this project). These sketches are shown on the image of our poster found in the Appendix of this report. Then, we created additional sketches to consider the feedback we received from the poster session (shown below). The sketches were all intended to be low-fidelity prototypes showing basic functions of each concept.

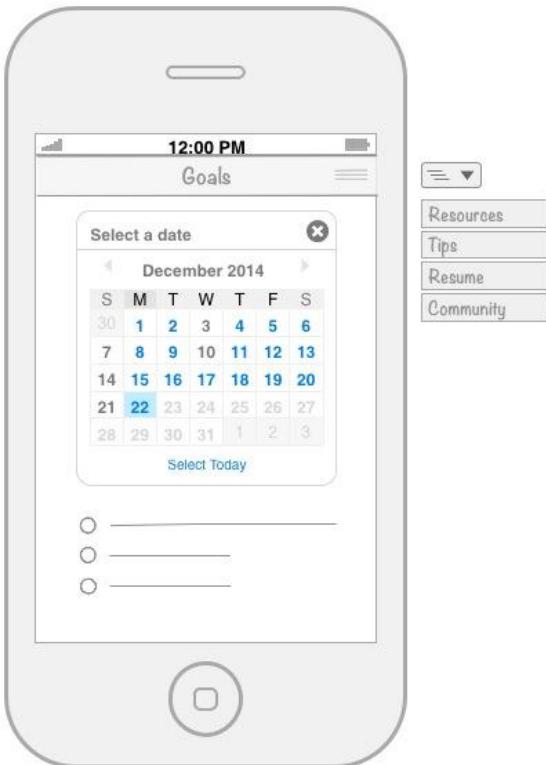
Design 1:



Design 2:



Design 3:



3.4.2 Poster making

We put the three ideas on our poster according to the structure graphs and sketches shown in previous pages. The poster includes the introduction of our targeted demographic and their problem, as well as concepts that outline our three ideas. A picture of our poster can be found in the Appendix section of this report.

3.5 Poster session

During the poster session, we prepared a simple survey with questions to ask people evaluating our design. This helped us effectively gather feedback, but the most important part of the poster presentation was talking to different people face-to-face to get real-time feedback.

We used a reference sheet with detailed descriptions of each design and questions to ask visitors in order to get useful feedback. (See Appendix: Poster Session Reference Sheet). We recorded the comments and responses visitors gave us as well. (see Appendix: Poster Session Visitor Comments)

We used a google survey to ask general questions regarding all our designs and ask visitors' preferences. (See Appendix: Poster Session Survey and Poster Session Survey Responses)

The survey will be discussed further in a specific description of each design (in the next section).



4 DESCRIPTION OF DESIGNS

4.1 Design 1: NFC-enabled wearable/website

4.1.1 Narrative Walkthrough

Our first design is a “physical social network”. This term is appropriate because we are connecting stay at home dads in a different way than traditional social networks. The physical component is an NFC-enabled discrete wearable technology. The NFC chip inside the wearable device will be encoded with two things: the contact details of the wearer, and the username and password to gain exclusive access to a portion of a website for stay at home dads. This creates a physical connection by enabling stay-at-home dads to see who is in their network, engage in conversation with the other “member”, and exchange contact details by tapping their wearable item to the other person’s phone. However, there are various aspects of this idea that need to be explained in more detail:

- **Discrete wearable device**

The wearable needs to be discrete because, from our literature review and case studies in P1, we saw that there is a stigma attached to being a stay-at-home dad. Therefore, if the wearable is too conspicuous, the stigma will be transferred to the wearable (i.e. people will instantly be able to recognize this demographic). That’s why we need to make the wearable discrete; it needs to be visible (in order to facilitate the physical connection), but only stay-at-home dads should know the purpose of the wearable.

- **How the wearable increases physical connection**

This wearable will increase physical connection because it would be an easy indicator to stay-at-home dads of people in their network. If a stay-at-home dad sees that another dad has the wearable, then that provides a perfect excuse to approach that person and say “Hey! You’re wearing the same device I am. My name’s____”. The wearable will act as a conversation starter and facilitate the exchange of contact details via the information stored on the NFC chip.

- **Content of the website**

The website will contain space allowing users to

- 1) submit tips that will help stay at home dads get back to work
- 2) view the tips that have been submitted
- 3) provide feedback on the tips.
- 4) connect with industry professionals

This is where the exclusivity that the wearable provides (the username and password) comes into play. For example, only people with the username and password would be allowed to contribute to the feedback section. The entire site should still be viewable by anyone, and professionals already in the workforce (CEOs, HR people, etc.) should be able to submit tips, connect with stay at home dads, and view feedback. The reason behind restricting certain core functionality only to people with the username and password is that it builds reliability. All stay-at-home dads would be able to know that the feedback they are seeing is actually an accurate reflection of their thoughts since only other stay-at-home dads will have the ability to contribute to that section of the site. In addition, from

the case study we did (and from our literature review), we found that stay-at-home dads really want to connect with people already in the workforce, so that's why we gave anyone the ability to submit tips.

In addition to all of this, users need a way to distribute the wearable and recruit more trusted members, so there will also be a button that allows users to order the wearable for distribution.

4.1.2 Justification

From the research we conducted for P1, we found that stay-at-home dads would benefit from a sense of community, and building camaraderie amongst this small population would help us achieve the goal of making the transition back into the workplace easier. As we discussed the ways in which exclusivity could be achieved, we hit upon the idea of having a physical object that could easily be identified and help stay-at-home dads easily connect to other stay-at-home dads that have the same object. We thought about a bracelet that could have NFC embedded in it because it would be easily accessible by a wider population of mobile phone users, but the wearable could take a variety of forms. The sense of identification with the community increases through a wearable like a bracelet, and at the same time, the wearable allows a more personal connection to take place through immediate recognition of someone belonging to the same group.

4.1.3 Pros and Cons (John and Oriana)

1) Pros:

- Exclusivity of membership
 - Creates sense of community
 - Engenders trust in shared information
- Provides a physical component to networking:
 - Encourages in-person interaction
 - Provides physical locus of interaction in addition to a handshake, increases intimacy in a formal setting
 - Memorable novelty

2) Cons:

- Visibility can be stigmatizing
- Exclusivity may preclude networking with established professionals
- Potential cost of hardware:
 - To produce
 - To purchaser
 - How do new members get the wearable/to purchase one? where is the cost placed
- Potential lack of desirability of using an extraneous wearable
- Wearable is an extra object to be remembered.

4.1.4 Feedback

The feedback we got for this design was that it was quite novel and realistic. People loved the idea of connecting the physical world to an online application. It brings in a new type of digital interaction and also provides a sense of community. It also provides the user group with a sense of identity and passive connection to other people in similar situations. It also

has a very natural interaction because the first thing people do when they meet for the first time is shake hands. They thought that it was very innovative and interesting, but they had concerns that limiting the use to an exclusive population may be harmful to the purpose of gaining jobs, as it limits the connections they can make. Some however, felt that the exclusivity would promote trust. They also felt that users may need more incentive to join and suggested that we incorporate perks like including field knowledge and coaching into the network. They also expressed concerns about the group being too small to actually make connections and felt that people could possibly never run into another wearer of our NFC-enabled object. They also suggested that if one stay at home father is making progress in improving a skill, he can show his friends and hence increase his focus and get other fathers interested in it. Another issue that came up was that of the transfer of stigma. People may not want to buy a device that singles them out as single dads and they may be mistrustful of it because it needs many unknown people to make it work.

So while this design has a few drawbacks, it was still considered to be a good and novel idea, and people really liked the direction in which it was heading.

4.1.5 Future Directions:

We can address many of the potential drawbacks of the current design by using them to inform usability criteria going forward.

Form factor must be carefully considered. If the device is too noticeable, that might add to the stigma surrounding stay-at-home fathers. We may also want to make parts of the website accessible to non members. We should also consider how members get the wearable device. Will it be a free part of the social network funded through other means, or will other people need to purchase it and place orders. If it's not included free as part of the social network, then that may de-incentivize people to join the network.

4.2 Design 2: Getting Current Application

4.2.1 Narrative Walkthrough

1) Narrative

This application will allow users to bring together the many, often overwhelming sources of information they require to get current in their field or industry in order to reenter the job market. This will cater to fathers who have a particular domain in which they work (or are interested in getting into). On the site, they will select their desired field and be presented with selections tailored specifically to their needs in that domain, such as architecture, design, human resources,, or whatever other field they are looking for. Once they have chosen that category, they can select what types of information the aggregator will add for them. It can streamline many categories of people and networking oriented sites by accessing not just one, but many networking websites. LinkedIn, Facebook, and Twitter contacts will be gathered in one place, but filtered by their relevance to the job seeker's needs. Similarly, they can access news in their field and read the latest discoveries, interviews, and journal articles highlighted in one convenient application.

2) Content, collating means of connecting to:

- a) Social media sites such as LinkedIn, Facebook, Google+, Ello, Twitter, Blogger,
- b) Designs 1 and 3
- c) Job listing sites such as CareerBuilder, Monster, Indeed, etc.

- d) News sites specific to different industries such as Business Insider, Nature, Science, Engineering and Technology, Nurse Insider News, etc.

4.2.2 Justification

The main problem we saw with the current job search websites was that they do not inform the user about the current skills or requirements that are needed for a particular job, thereby making it tough for stay at home dad's to re enter the workforce as they do not know the current trends and interests of the workforce. This might make stay-at-home dads less well prepared to apply because they don't have updated skills. We want to provide a one stop website for stay at home dads to learn about the latest trends and developments in the industry and for them to take steps towards improving (and thus increasing) their chances of being hired.

4.2.3 Pros and Cons

1) Pros:

- Allows user to easily figure out information about how to get up to date in their chosen field by aggregating all pertinent information into one place.
- Allows user to connect with other professionals who are already working
- Collate a variety of resources in one place

2) Cons:

- Might overload the user with too much information
- Links out to many different sites
- Might not always be reliable
- Might require a significant amount of maintenance
- Might require additional subscriptions/payment to access journal articles
- May not have all the information people want
- May be restricted to certain industries.

4.2.4 Feedback

The feedback that we got for this design was very mixed. People thought that it was a little novel and highly realistic. They felt that it was conservative and very replaceable and felt that they could get the information we were providing from the internet directly. It could provide great value to dads that might fight problems such as getting things done while kids are demanding their attention 24/7. Someone suggested that we pull up to date information from other compilation sources instead of investing our time into doing it ourselves. They also felt that it could be hard and take a great amount of work and sometimes a google search may be people's first choice. So a more innovative way to present the information may help. Some, however, felt that it was a simple but very powerful idea to aggregate the industry news. But since it's already done by magazines and list services that are industry specific, the users may need more incentive to use the product. The general consensus was that it doesn't specifically cater to stay at home dads and if people could talk to experts in the field it would be better. An idea that was presented to us was to consider an apprenticeship program that would connect dads to unpaid apprentice programs that would allow them to get real exposure to current skill sets that they would require. People also felt that it would be hard to build a very up to date job database just for stay at home dads as the job information is very scattered. In other

words, it would take extensive effort to filter out those positions specifically designed for stay at home dads. Also, the effectiveness and sphere of influence of a job database like this compared to already existing ones is unknown.

4.2.5 Future Directions

The idea of being able to connect with professionals currently working in a desired field is very important, so that concept of this design will be integrated into Design 1 (the NFC-enabled wearable/website idea).

4.3 Design 3: Goal Tracking Application

4.3.1 Narrative Walkthrough

1) Narrative:

This application allows users to create a customizable portfolio of goals and how they intend to accomplish them. Users can add long term goals such as getting a job, criteria such as flexibility to allow time with the kids, and short-term goals such as filling out 10 applications. Users can create series of short term goals that help them reach long term goals, such as applying to programming courses, getting professional certificates, and getting promotions to increase earnings in the long term. This system will also track users' progress and allow them to see how far along they are and how close to achieving their goal. Completed goals will be saved and available so that users can easily view and add them to their resume on the application.

2) Content:

- a) Customizable
- b) Short term goals
- c) Long term goals
- d) Professional Development: this could include courses that the user is taking (listed on the website), conferences they are researching, individuals they aspire to connect with.
- e) Skill Building: This might include their personal aspirations to improve on a skill they are working on, or resource they can use to achieve that goal.
- f) Educational goals or programs: this might have links to online resources such as online courses or online degrees that they are working on, or applications to schools they are applying to.
- g) Financial goals or programs: this might allow users to find budgeting information or place their financial goals next to their job objectives so they can compare how salaries fit into their and their families' monetary needs.

3) Could connect to:

- a) Design 1
- b) Design 2
- c) Social Media Sites such as Facebook, LinkedIn, etc.
- d) Other goal tracking services or devices such as fitbit

4.3.2 Justification

The biggest aim in the creation of this idea was to motivate stay at home dads so that they have a set of goals they can begin working toward. It helps to keep them focused and

allows them to feel like they are making more personal and professional progress because they are taking the effort to update themselves according to the requirements of their desired field of work, making this progress is aided by things like educational goals or programs. If stay at home dads feel like they are building relevant skills, they will feel more confident about going back into the workplace because they will feel more prepared and knowledgeable.

4.3.3 Pros and Cons

1) Pros:

- Allows users to track progress on many things in one place
- Motivates users to follow through with progress on goals
- Helps keep track of steps of multi-step tasks
- Tracks objectives over time
- Stores a wide variety of goals in one place

Cons:

- Users must be intrinsically motivated
- Requires some learning to use
- Similarity to other platforms
- Lack of specificity to demographic

4.3.4 Feedback

People didn't like this idea very much because they felt it was too conservative and very realistic and therefore didn't offer much to the user. People didn't feel like it would specifically solve the needs of the user group mentioned. They also felt that it didn't differ from other task lists and believed that incorporating coaching from other users or personalized advice from professionals would be more helpful. They thought that it was something users wouldn't use because it simply seems like a list of skills that you check off as you build. Some, however, felt that it was the most important part for the target user group. It would help them schedule and take small steps towards achieving their final goals. The suggestion we got was to create a skill builder, one that would aggregate skills listed on most current industry resumes and offer tutorials on those skills. People also saw this aligning with the philosophy of online courses. Since the number of years a stay-at-home dad has been out of the industry would determine how out of date his skills are, the application can have different modes to show how that particular field has evolved since he left his career.

4.3.5 Future Directions

The idea of showing users how to improve their professional skills is the most popular aspect of this design and could be integrated with other concepts such as Design 1. Creating a category called "professional development" that would allow users to submit tips and provide feedback for that specific category would incorporate this functionality very well.

5 APPENDIX

5.1 Actual Poster



Team T-REX

Yuan Gao, Auzita Irani, John Hinkel, Oriana Ott



Demographic:
Stay-at-home fathers



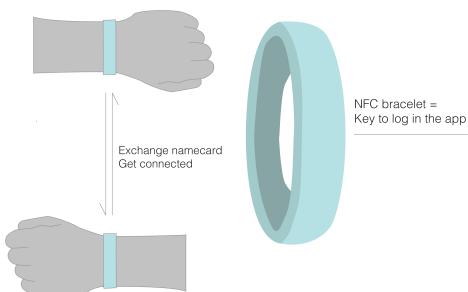
Problem / their objective:
Returning to work or seeking em-
ployment

Connection Bracelet

Bracelet with NFC (Near-Field communication). Tapping the bracelet to a phone:

- 1.) Exchanges contact details with another person
- 2.) Displays the username and password necessary to access a website. The website will contain tips for helping stay at home dads return to work, ways to submit tips, and ways to give feedback on tips.

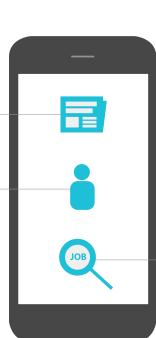
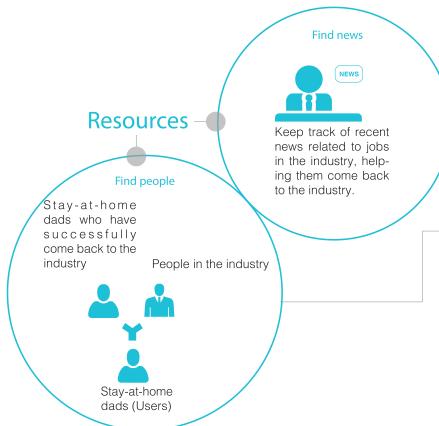
Only people with the bracelet can access the site ("exclusivity principle"). The website will allow for users to order more bracelets for distribution.



Pro: through exclusivity of membership, members know tips are reliable
Con: People might not want to wear a bracelet like this.

Offline connection

Online connection



Get Current

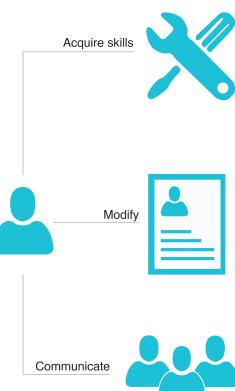
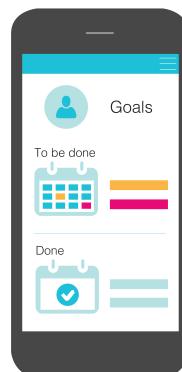
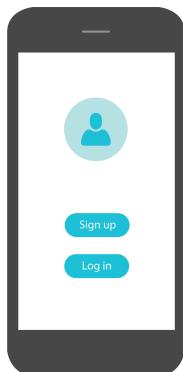
Allows stay at home dads to get current with industry. Allows users to select a specific industry that they want to become current on. Once an industry is selected, the system has two different "sections": one for professional development and the other for job seeking. The professional development section has a link to a page of journal articles and other resources (helps users educate themselves) as well as a "people" link where users find others in the industry. The job seeking section takes users to external job searches for that industry.

Pro: Puts all information necessary to get current in an industry into one place.
Con: Might overload the user with too much information.

Skills Building

This solution involves an app to help stay-at-home dads that haven't worked recently to improve their professional skills. Users of the system will set goals or tasks for themselves that are related to their field and get resources from the app (such as learning materials or online classes). Users can update their resume as they acquire needed skills and track the progress of their goals. Tips and suggestions are also provided to help users improve their professional skills.

Pro: A good reminder and resource for stay-at-home dads to improve their professional skills when at home.
Con: It is hard to keep users motivated to accomplish goals they set.



5.2 Design Cycle Mockup

Brainstorming Session 1:

- Interview questions so they can help prepare
- Stay at home dads already working in the industry help novices
- **Build connections**
- Tips and tricks on answering interviewing questions about why they left their job
- Help with salary negotiations. How to leverage their experience as a stay at home dad in the industry.
- Job-based identity social network
- keep in touch with previous working company to continue relationship as resource
- Parent portfolio
- Meetup with industry
- Statistics on how many stay at home dads have gone back to work successfully, where they are going to work, whether they are working in the same industry, salary levels, how they are coping with the pressures
- **Connect with people in the industry who are stay at home dads or have connections with other stay at home dads**
- Skill suits
- Linkedin for stay at home dads
- Career advice from other wives/women
- **Stay at home dad video resume builder**
- Helping stay at home dads find careers that still allow them to work from home
- Part-time jobs
- Find jobs in daycares
- Policies related to their work. how do you get them to have equal recognition as stay at home mom
- Resume gap eraser
- **Tips for alternative ways of making money (house additions, things like that that don't necessarily take away from their kids)**
- **Badge only visible to other stay at home dads**
- Nfc-enabled bracelet that acts as a passport into a stay at home dad website so only wearers of the bracelet can get in.
- **Invisible at work networks for stay at home dads**
- On-the-spot advice for negotiations
- **Cross-career skill building workshops. (parenting/industry)**
- **How stay at home dads continue improving on their skills while taking care of the child.**
- **Ways of helping people catch up on industry/get current**

5.3 Poster Session Reference Sheet:

We are interested in helping stay-at-home fathers overcome the barriers they face when trying to reenter to workforce.

Our three main ideas are:

- 1) An nfc chip bracelet that allows users to access a website to share tips to return to work and connect with other members of this chip based network.
- 2) An online space for fathers to organize their goals, work application and or skill development or maintenance process.
- 3) An application that would help fathers stay current in their particular field or industry by helping them find news, resources, people, and jobs.

General Questions

What do you like about this concept?

What don't you like about this concept?

Connection Bracelet:

Bracelet with NFC (Near-Field communication). Tapping the bracelet to a phone:

- 1) Exchanges contact details with another person
- 2) Displays the username and password necessary to access a website. The website will contain tips for helping stay at home dads return to work, ways to submit tips, and ways to give feedback on tips

Only people with the bracelet can access the site ("exclusivity principle"). The website will allow for users to order more bracelets for distribution.

Pro: through exclusivity of membership, members know tips are reliable, tangible

Con: People might not want to wear a bracelet like this. Group is already isolated. Cost.

Would the benefits outweigh the cost?

Would you use a wearable object as a key and as a virtual business card?

What would you like about this model? What would prevent you from doing so?

Does the exclusivity appeal to you?

Skills Building

This solution involves an app to help stay-at-home dads that haven't worked recently to improve their professional skills. Users of the system will set goals or tasks for themselves that are related to their field and get resources from the app (such as learning materials or online classes). Users can update their resume as they acquire needed skills and track the progress of their goals. Tips and suggestions are also provided to help users improve their professional skills.

Pro: A good reminder and resource for stay-at-home dads to improve their professional skills when at home. Helps keep track of many different types of features. Customizable.

Con: Does it need a feature to keep users motivated on their goals? Requires learning process. Has many different features, not all may be relevant to all users.

Would this motivate you to develop your skills or pursue your goals?

What types of features would you use?

Would having extraneous features make you less likely to use this concept?

Get Current

Allows stay at home dads to get current with industry. Allows users to select a specific industry that they want to become current on. Once an industry is selected, the system has two different “sections”: one for professional development, and the other for job seeking. The professional development section has a link to a page of journal articles and other resources (helps users educate themselves) as well as a “people” link where users find others in the industry. The job seeking section takes users to external job searches for that industry.

Pro: Puts all information necessary to get current in an industry into one place. Can also help people apply to jobs. Can be used to stay connected while not looking for jobs as well as for the actual job search.

Con: Might overload the user with too much information. Links out, might not always be reliable, and requires a significant amount of maintenance. May not have all the information people want. May be restricted to certain industries.

What kind of resources would be relevant/ would you want?

Would you use this kind of website?

What kinds of sources do you use to stay current, get news and network in your field?