

# Planning for Post-College Life

Team 2: Easing Life Transitions

# Our Team



**Amelia**

Senior  
Math & CS



**Chris**

Junior  
SymSys



**Jasmine**

Senior  
MS&E & CS



**Tiff**

Senior  
SymSys & English

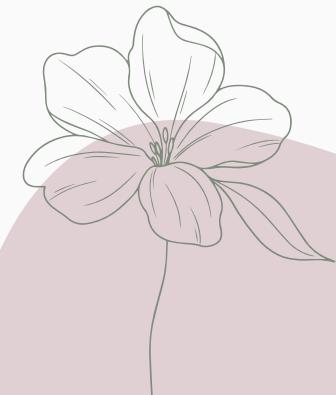




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# Initial PoV

Rachel, from Week 1 interviews



# Rachel

Recent NYU Grad

Started a job in marketing in a borough in NYC away from her college friends

Living alone for the first time



# Initial PoV

**We met** Rachel, a recent NYU graduate who just started living alone in a new NYC neighborhood away from her college friends, and working FT

**We were surprised to notice** that she felt too old for her same-aged friends still in college but too young for her work friends

**We wonder if this means** she is unable to relate to people who are in different life stages than her, even those whom she is close to in age

**It would be game-changing** to help her find common ground with the people she associates with despite being in different life stages

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# Needfinding

Round 2



# 4 Additional Needfinding Interviews



## Madelynn

A&M Senior

Interning at company she'll return to FT after graduating



## Mihir

International student, Senior  
Moving to San Diego to start a new job after graduating



## Mindy

UCSB Senior

Considering various grad programs and jobs



## Quinn

UT Austin graduate

Switched jobs and moved back home to Arizona

# Insights - Madelynn

Leans on company for community—they provide her with mentors and pre-defined groups of people with shared interests she can join



# Insights - Mihir

Looking forward to a new “socially stimulating” environment in San Diego

Has a small pre-established community of family and friends in San Diego that eases overwhelming nature of moving to a new place



## Insights - Mindy

Not knowing what people's lives after graduation are like makes it hard to narrow down post-graduate options

Goes to coffee shops when in a new place and makes a judgement on the "vibe" of the community based on the people there



## Insights - Quinn

There is **tension** between securing a job quickly and spending time to consider more options and find the “right job”

Found community in a new place through online groups and workplace social events





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# New PoVs

# PoV - Enrique



**We met** Enrique, a recent ASU graduate in accounting and new house owner; now working as a financial controller at a mid-sized startup.

**We were surprised to notice** that he felt dissatisfied with resources to plan out his less-conventional career path and post-college plans.

**We wonder if this means** that the ‘set menus’ (i.e., post-college pathways presented by college counselors and advisors) did not reflect his priorities as a homeowner, strong saver and investor.

**It would be game-changing to expose** college students to more unconventional college and post-graduate paths.



## PoV - Mindy

**We met** Mindy, a UCSB Senior simultaneously exploring job and grad school opportunities.

**We were surprised to notice** that Mindy cares more about people's day-to-day life/social experiences rather than their overall views of their job or grad school program.

**We wonder if this means** that the lack of ability to actually visualize herself in any of the post-grad paths she's considering makes her indecisive about her next steps.

**It would be game-changing to** give Mindy an honest look into the day-to-day lives, social interactions, and experiences of people pursuing the paths she's considering.



## PoV - Mihir

**We met** Mihir, a Senior and international student at Virginia Tech who is moving to San Diego after graduating to become a chip engineer.

**We were surprised to notice** that Mihir is less worried about finding communities for niche activities like hang gliding and aviation than for finding communities to participate in more generic recreational activities (bar hopping, hiking).

**We wonder if this means** that he feels overwhelmed by the challenge of finding a tight community when there are a large number of people who could share his interests.

**It would be game-changing to** increase Mihir's ease in finding and deepening friendships from more casual activities beyond his niche hobbies.



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# Experience Prototypes



**How might we** give college students  
the skills and tools to map out  
potential decisions and priorities of  
their post-graduate paths?

# Experience Prototype 1



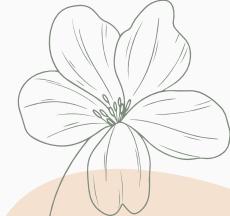
## Solution

Connect with people who  
are a few steps ahead of  
you in different  
post-graduate pathways



## Assumption

Comparing and contrasting  
different pathways will  
make people less  
overwhelmed by their  
post-graduate decisions



# Prototype 1: Comparing Pathways



Jake  
BYU Junior, Accounting

**Experience**

**Series Accounting Analyst** Burnbrae  
Jun 2020 - Present - 1 yr 8 mos

**Accounting and Reporting Manager** Radeus Labs, Inc.  
May 2017 - Feb 2020 - 2 yrs 10 mos

**Assurance Analyst** EY  
Aug 2015 - Apr 2017 - 1 yr 9 mos

**Accounting Major** Saint Mary's College of California  
Aug 2011 - May 2015 - 3 yrs 10 mos

**Assurance Intern** EY  
Jun 2014 - Aug 2014 - 3 mos

**Experience**

**Associate** Boston Consulting Group (BCG) - Full-time  
Jan 2020 - Present - 2 yrs 1 mo

**Summer Financial Analyst** Goldman Sachs  
Jun 2019 - Aug 2019 - 3 mos

**Director of People** Cougar Consulting Group  
Dec 2018 - May 2019 - 6 mos

**Student Advisor** Bryant Young University Marriott School  
Oct 2018 - Jun 2019 - 8 mos

**Private Wealth Management Operations Summer Analyst** Goldman Sachs  
May 2018 - Aug 2018 - 4 mos

**Experience**

**Global Vice President & Head of Finance** Turing.com - FutureTense  
Jul 2021 - Present - 7 mos

**Vice President of Finance** Jobbox.ai  
Apr 2020 - Jul 2021 - 1 yr 4 mos

**Head of Finance Innovation & Operation Excellence** Samsung  
Mar 2019 - Apr 2020 - 7 yrs 2 mos

**Finance Management Consultant** Google  
Feb 2012 - Mar 2013 - 1 yr 2 mos

**Global IT Finance Manager** EY  
Mar 2009 - Feb 2012 - 2 yrs 10 mos

**Experience**

**Accountant** Demand  
Oct 2018 - Present - 4 yrs

**General Ledger Accountant** Golden Gate University  
2013 - 2018 - 5 yrs

**Accounts Payable Specialist** TechLink Systems  
2011 - 2012 - 1 yr

**Staff Accountant & Tax Associate** Frances K. Wong, CPA  
2010 - 2011 - 1 yr

**Accounting Assistant** William Hinton & Company, CPA  
Feb 2008 - Apr 2008 - 3 mos

**Experience**

**Education**

**Bachelor of Science - BS, Accounting and Scandinavian Studies** Brigham Young University  
2019 - 2019

**See all positions**

**Experience**

**Global Vice President & Head of Strategy** Washington University in St. Louis - Olin Business School  
Mar 2009 - Present - 12 yrs

**MS, Computer Science** Southern Illinois University, Carbondale  
2001

**See all positions**

Created portfolio of LinkedIn profiles with similar educational background to user and diverse career paths

Which profile(s) were the **most helpful**? The **most unhelpful**? Why?

Which profile(s) **surprised** you? Why?

Do you feel less/the same/more **overwhelmed** about your post-graduate plans?

Do you feel less/the same/more **confident** about your post-graduate plans?

How did these profiles **change** your view of your post-graduate life?

Which person would you want to **connect** with?

Surveyed user

# Prototype 1: Results



## What worked

- Confirmed our assumption that learning about different post-graduate pathways decreased feeling of being overwhelmed about post-graduate plans (participant said they were *less* overwhelmed after looking at profiles)

## Surprises

- Confidence level in post-graduate plans did not change, even though participant felt less overwhelmed

## New Learnings

- Knowing that your first job is not your entire career (through seeing examples) helps decrease feelings of being overwhelmed by finding the perfect first job
- Feeling a strong connection with one profile /pathway was more valuable than seeing a variety of paths



**How might we** give college students a honest, approachable look into the daily lives of people who are in post-graduate paths they're interested in?

# Experience Prototype 2



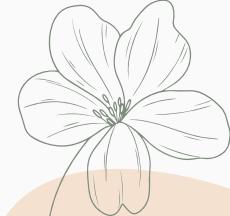
## Solution

Spend a day with someone living in a city you're interested in moving to to get a sense of what a typical day looks like



## Assumption

Knowing a local peer's routine gives you more knowledge of what *your* life could look like in that place



# Prototype 2: Day in Your Future City

**What to do in DC**  
Jan 19, 2022 at 11:13 PM

**Breakfast:** Actually wake up  
**Breakfast:** Call Your Mother (Jewish Deli Bagels) in Georgetown and walk around M street (new shops, balloons)  
Head down to the waterfront view of the Potomac, Arlington VA. Swing through the embassy of Ireland and the embassy of Sweden (super cool photography exhibit currently set up there by Helene Schmitz, and it's free to enter!).  
If it's summer, skip by quick ice skating maybe (it's free \$10!) It's about 20m from the Washington Harbor outdoor ice rink right next door (very cute fairy lights and reads and stuff set up there)  
If it's spring, enjoy the paper printing cherry blossoms literally everywhere.  
Then we take the 33 bus down to the national mall; if you're feeling adventurous we swim through the completely free Smithsonian natural history museum, or maybe you're feeling a little more sophisticated today - BOOM also completely free national gallery of art.  
Lunch is either pizza/fruit and cheeses (easy things only) OR there's a super neat daily food truck row on the national mall (I think it's T St Street) with everything from gyro to fried chicken sandwiches to burritos, or maybe you're feeling a bit pretentious and some ice cream. Those food trucks are by the national mall (edge view of the Washington Monument), the Capitol Building and a bunch of other cool buildings! If you're lucky you get a P.D.O.S. Flyby in the 3-helicopter convoy.  
Then throw on some shades and hop some tree strollers, ride down the ball sloping by the White Memorial, Lincoln and the reflecting pool, MLK monument, Vietnam Memorial, Korean Memorial, Declaration of Independence Memorial, etc. Finally dinner at one of DC's many superb restaurants (ramen? pho? fusion Indian? spicy pizza place? duck terrine? \$3 falafel sandwiches?) and dessert from Georgetown Cupcake maybe?  
And then maybe do a tour of Georgetown's canals at night, maybe a movie at AMC down by the waterfront? Or hit up a club in Adams Morgan (idk what you like to do, OR! Go to a Capt game, a Washington football game? A Wizards game? A Nationals game? Maybe a comedy show at the Kennedy Center? Or an open mic night at one of DC's improv clubs? Lots of options, but don't get CAVIO.  
Bedtime by 10pm because I am an old man.

A Day in DC  
Jan 19, 2022 at 11:13 PM

9 am: get breakfast at a cafe  
10 a.m.: make way to National Mall to look at monuments, museums etc.  
1 p.m.: go to Kennedy Center or other lookout point  
2 p.m.: grab lunch  
3 p.m.: walk around Georgetown  
5 p.m.: walk around another neighborhood  
7 p.m.: dinner

Note Jan 19, 2022  
Jan 19, 2022 at 11:13 PM

A Day in DC - for a new resident  
9:00: wake-up  
9:30am: Grab a bagel at Call Your Mother Deli + Coffee at Compass Coffee  
10:00am: morning walk along Potomac waterfront from West End / Foggy Bottom to Georgetown  
12:00pm: lunch in Georgetown at Chain Tacos + cupcakes at Baked + Wired  
2:30pm: walk to Dupont Circle, see Kramer's Books  
4:00pm: Metro to Gallery Place/Chinatown + Dinner at Delikayn Ramen  
9:00pm: Metro to Adams Morgan for bars/speakeasies (+ scope out restaurants/stores)

this would be the ideal place to live



Connor  
DC local  
22 years old



Harris  
DC local  
22 years old



Kendall  
DC local  
21 years old



Jessica  
Georgetown student  
21 years old



Yasi  
Stanford Senior  
21 years old  
Moving to DC after graduating

Obtained typical weekend day schedules from DC locals

Gave schedules to user

# Prototype 2: Results



## What worked

- Confirmed our assumption that access to individuals' schedules provides a "local lens" on a city
- This prototype "contextualizes what's possible in the city"

## What didn't work

- Not personalized enough
  - Participant will have a demanding job, so while she was stoked about doing the routine, felt it wouldn't be realistic for her lifestyle
  - Participant is vegetarian—are restaurant recommendations accessible?

## Surprises

- Less priority on the fun activity recommendations and more focus on how practical the routines would be for the day-to-day of her life

## New Learnings

- Identity and culture factors play into usefulness of itinerary
  - *"I'd want to know what life would be like as an Indian-American in DC, like what restaurants have good Indian food"*





**How might we** help Mihir turn casual friendships into lasting friendships?

# Experience Prototype 3



## Solution

Create events that a group of people want to do that aligns with all of their schedules



## Assumption

People are more willing to hang out with acquaintances when they don't have to plan

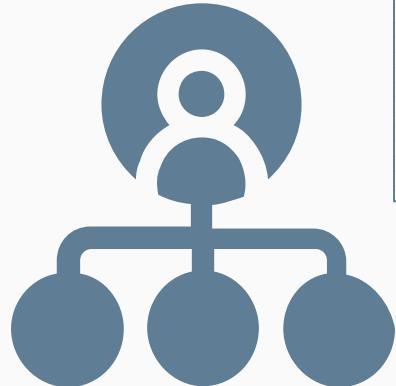
# Prototype 3: Hassle-free Hangouts



**Ellena**  
UC Berkeley Senior



**Liza**  
UT Austin Senior



Asked for 3 individuals user wants to get to know better, and user's calendar

Great news! Sara, from your CalHawaii club, would love to join you for **lunch at Wiki Wiki Hawaiian BBQ**, a Hawaiian restaurant <15m walk from Berkeley's campus, next **Saturday, January 29th at noon**. Are you down?

Related to relationship to person

Convenient

Aligns with calendar

Created events for user and each individual they listed

# Prototype 3: Results



## What worked

- Confirmed our assumption that people are more likely to hang out with individuals they don't know as well if there is a plan created for them
- Excitement around attending the majority of curated events

## What didn't work

- Some participants wanted to get to know individuals that did not live close to them
- Activities were not always personal enough in terms of cost, past experience
  - *"Sounds fun, but I wouldn't want to go spend money with someone I don't know super well"*

## Surprises

- Some participants were more excited about the longer, more established plans (e.g. long hikes) while others felt stressed by them
  - *"Serious events stress me out to do one-on-one"*

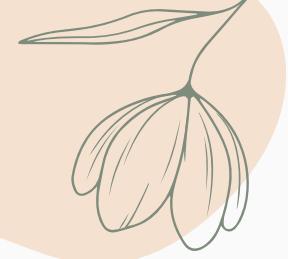
## New Learnings

- No one brought up being nervous about spending more 1:1 time with someone—the activity itself seemed to be the most important indicator of excitement around event



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# Summary



# Key Learnings



1

**From Prototype 1**

Feeling connected to a particular path is more assuring than being exposed to many paths



2

**From Prototype 2**

Learning about things you could imagine doing on a normal weekend is more valuable than discovering novel activities in a new place



3

**From Prototype 3**

People are excited to participate in curated hangouts if logistical constraints are viewed as minimal

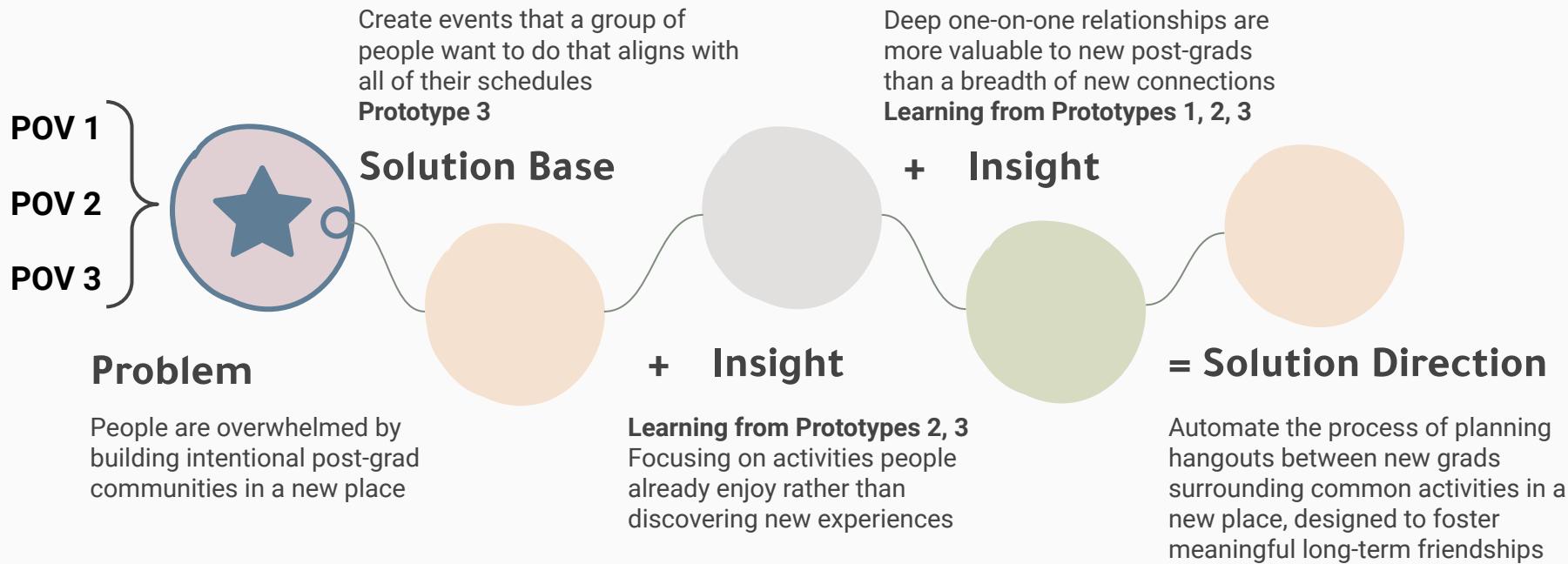


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**From Prototype 3**

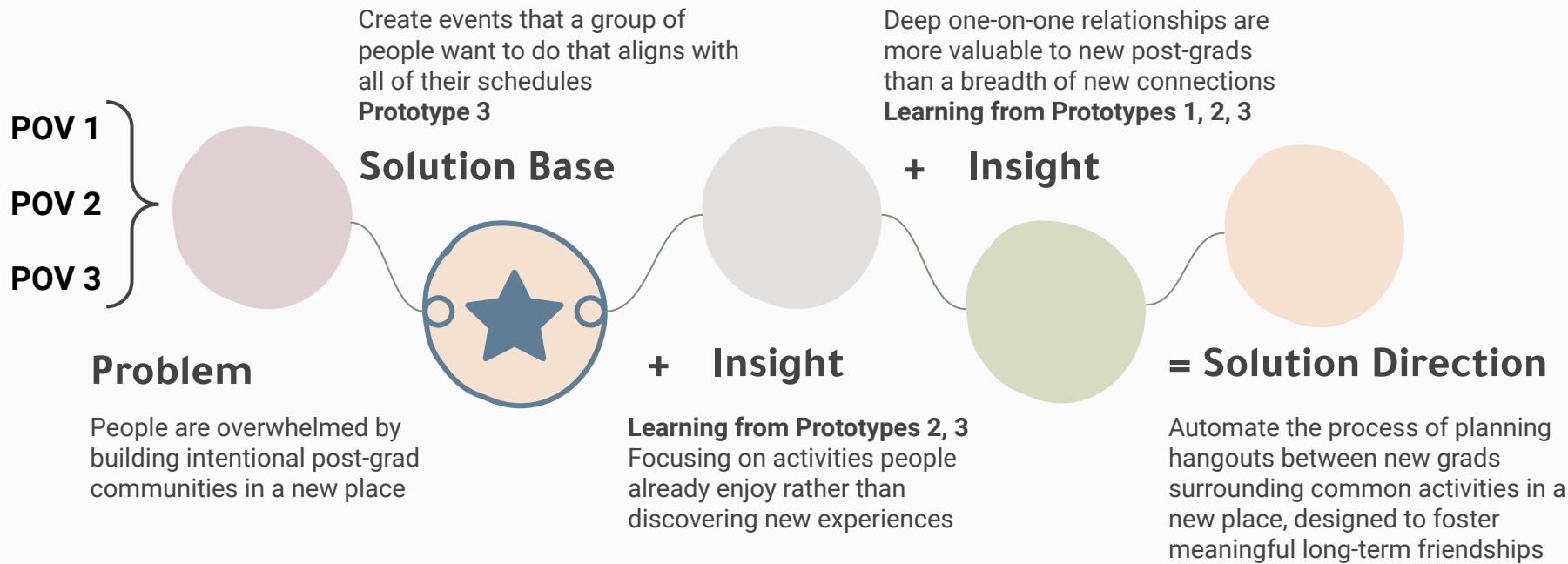
People are more excited to get to know someone one-on-one while doing an activity they already know they enjoy

# Our key learnings are shaping our solution direction.



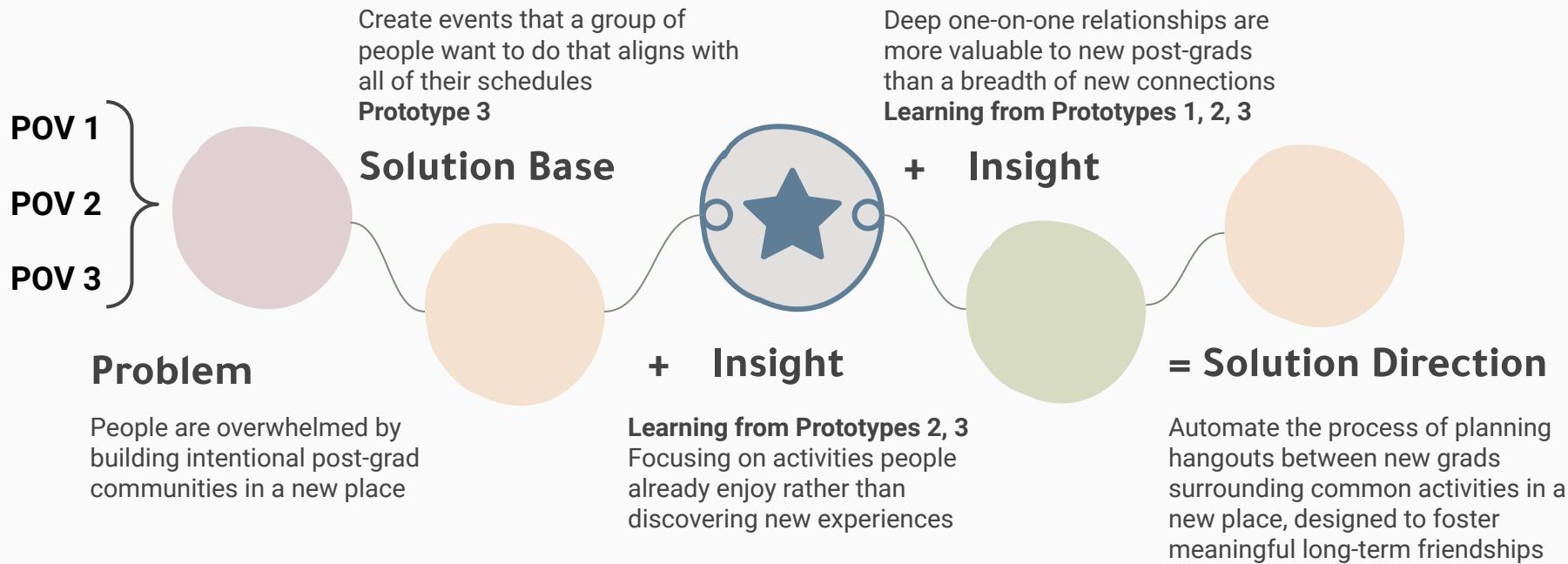
*Potentially leaves out: people in rural areas, people who are uncomfortable meeting up with strangers, introverts*

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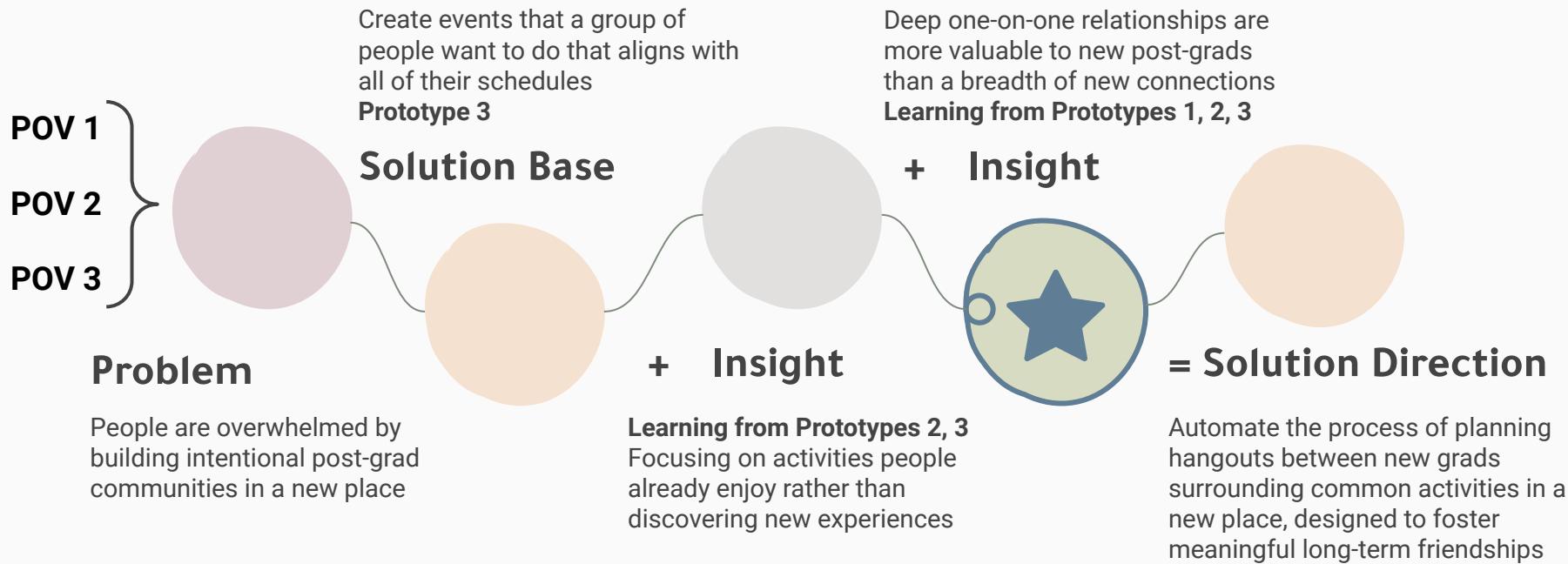
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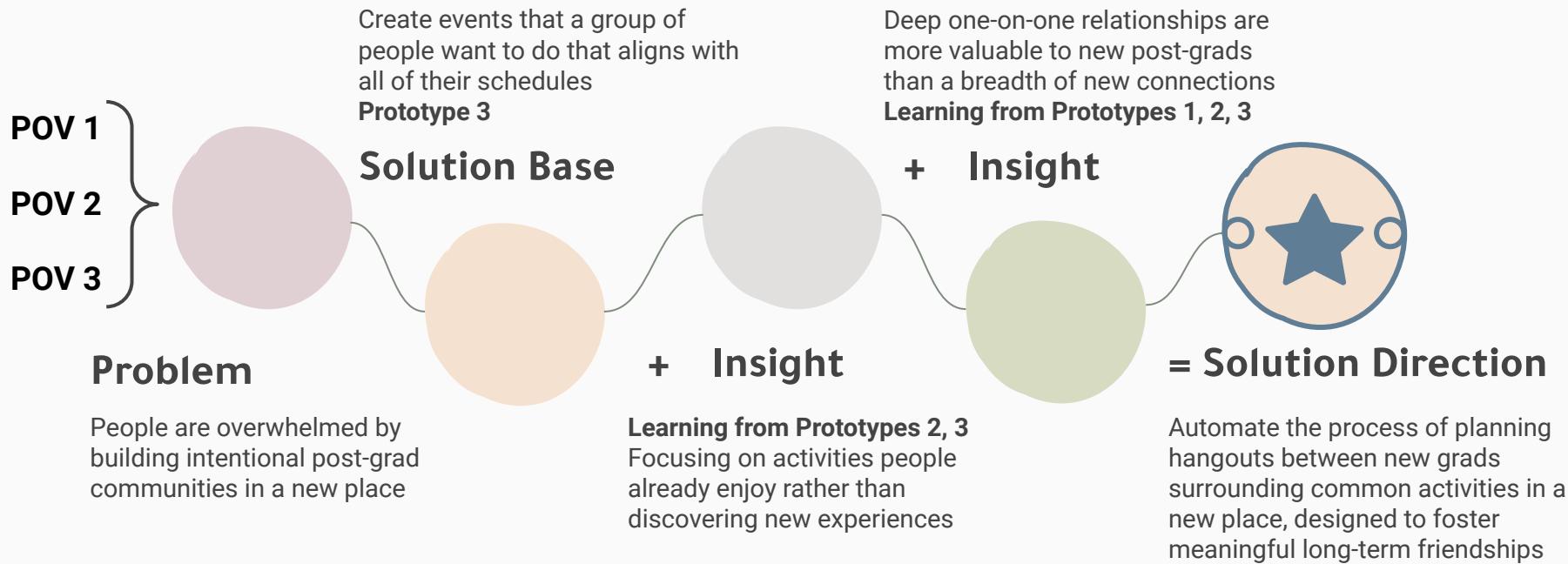
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*Potentially leaves out: people in rural areas, people who are uncomfortable meeting up with strangers, introverts*

# Our key learnings are shaping our solution direction.



*Potentially leaves out: people in rural areas, people who are uncomfortable meeting up with strangers, introverts*

# Next Steps

1

Flesh out our solution direction and scope

2

Market research

3

Concept video

4

Website

# Questions?

# 6 Appendix



# Solutions Brainstorm 1

How might we give college students the skills and tools to map out potential decisions and priorities of their post-graduate paths?

- a. Create a mind-map/decision tree app where you can map in decision dates and different pathways
- b. Visualization of pathways (e.g. images and videos of SF if you're moving to different paths)
- c. Give a way for people to look at contingencies instead of set plans
- d. Send a visualization to other people to get feedback/further information from other people looking at different paths
- e. Get connected to people who are a few steps ahead of you in different pathways \*
- f. Connect with college advisors and other advisees
- g. Allow people to post their own pathways so other students can see them
- h. Connect in the storytelling aspect of decision trees - what will people's lives actually look like on these different paths
- i. Resumes made more approachable and personable -- connect to HMW 2
- j. Get companies to share pathways of employees
- k. Decision tree linked to financial literacy; somehow we're able to think about financial considerations \*\*\*
- l. When you're looking at a job: what things to think about -- rent, applying for financial deadlines, and steps
- m. Building a community in a new place of people who graduated a few years older than you
- n. See all the different pathways of people a bit ahead/older than you
- o. Type in what you want to be, somehow see a "where are they now" "what did they do when they were my age" from people who were interested in what you're interested in when they were your age \*\*\*
- p. Colleges could be the motivator here; partnership with alumni networks

# Solutions Brainstorm 2

How might we give college students a honest, approachable look into the daily lives of people who are in post-graduate paths they're interested in?

- a. Collect day-in-life videos from people across different industries for people interested in those industries to watch
- b. Reflections on what people are thinking in the moment
- c. Simulating a normal day of what you would experience; e.g. what would it be like to live here as a community member for a day \*\*
- d. Score on the app is boosted if you've attached day in the life videos; visibility
- e. Visualizing or understanding what it might look like to fulfill financial responsibilities, e.g. budgeting, utility bills \*
- f. Sharing little things about finding meaning in people's lives; e.g. routines like what Enrique was talking about \*
- g. Seeing what makes people happy about their life, e.g. eating lunch every tuesday with another grad student!
- h. Storytelling along the lines of previous dissatisfaction
- i. Encouragement for people who are in a similar boat to you but are less far along
- j. Create a community of mentors/mentees in similar situations\*\*
- k. Best way to personalize is to see different options, e.g. with millions of people
- l. Making the decision map very flexible for different paths and goals
- m. Get different schools or companies to post different updates of their day; kind of along the lines of live tweets of your day \*\*
- n. 'City tours' for new grads or new people who move into the city / AirBNB for people who want to get a feel for the city \*\*\*
- o. Company specific: one employee does an update every hour, so there's a database of companies with updates on their days
- p. More interested in a company where they have hourly updates/more specific information
- q. Decision maps/goal specific maps
- r. Every day, company could share calendar of one of their employees
- s. Have people in different jobs / grad programs share highlights of the day every day for a month

# Solutions Brainstorm

How might we help Mihir turn casual friendships into lasting friendships?

- a. Text reminders to hang out with people you've met; reminder to check in with people -- or reminders to text them, etc
- b. List close friends and it will remind you to reach out
- c. Community app that gives existing niche groups etc. discounted access to other activities and spaces
- d. Sharing of adjacent activities app
- e. Automatic creation of events that a group of people want to do / align with all of their schedules
- f. Suggesting of friends in nearby areas/spontaneously recommend friends in the vicinity
- g. The ability to create some sort of specific goal or activity oriented community with incentives for consistency
- h. Type in basic information about yourself, e.g. age and things you like to do; you would be notified when people with those same characteristics are doing something / who is going (such as soccer game) \*
- i. Every time you create a group activity and maintain it you make some \$\$ to incentivize it
- j. Get to have a day with someone who lives in the city and works at somewhere you work at, sponsored by the company or get discounts at partnering locations where the fun activity takes place
- k. As a part of an apartment tour, you could also get a tour with someone that lives in that neighborhood of the cool places to hang out, coffee shops, restaurants, places where people your age frequent
- l. Local community could plug smaller events that are important to the local scene for people new to the community to see
- m. Local community tour
- n. Shadowing a day in the life of someone at a certain company, "career hosts"
- o. Taking someone you don't know out to a "niche hobby" gives you a discount for that hobby (ex: free hang glider rental)
- p. Mentor / mentee relationship between someone new to a company / city and someone more established in their life routine
- q. Follow up on tour group in the area

# Building Experience Prototypes

	Prototype 1	Prototype 2	Prototype 3
Artifacts	Portfolio of LinkedIn profiles	Itinerary of things to do in DC	Personal calendar
Roles	<b>Customer:</b> Current college students	<b>Customer:</b> College student planning to move to DC after graduating <b>Actors:</b> DC locals	<b>Customer:</b> College students graduating soon <b>Actors:</b> Acquaintances (we pretended to know their schedule / willingness to participate in hangouts)
Scene / Environment	Digital; Google Doc created for sharing LinkedIn profiles	Digital, shared itineraries through text, DC area	Digital, Google Forms

# Prototype 3: Surveys 1 and 2

**Survey 1.** Questions below repeated 3x to learn about 3 individuals user would like to get to know and what they have in common with them

Who is someone you want to get to know better in your life, and how you do know them / what do you have in common with them? \*

Short answer text

How likely are you to hang out with that person next week? \*

1      2      3      4      5

Why? \*

Short answer text

**Survey 2.** Activities curated for each of the three individuals user indicated on survey 1. Examples activity shown below

Great news! Sara, from CalHawaii, would love to join you for lunch at Wiki Wiki Hawaiian BBQ, a \* Hawaiian restaurant <15m walk from Berkeley campus. Next Saturday, January 29th at noon.  
Are you down?

Yes  
 No  
 Maybe

Why did you choose the answer choice above? Please be as detailed as possible. \*

Long answer text