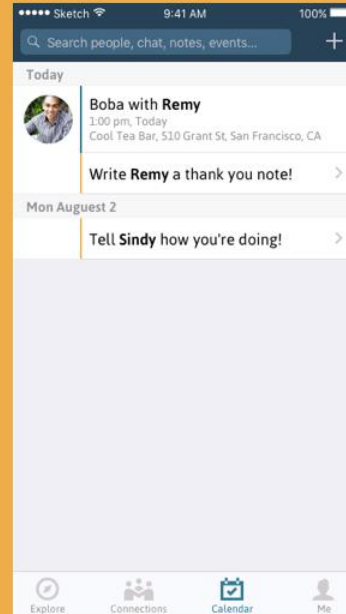
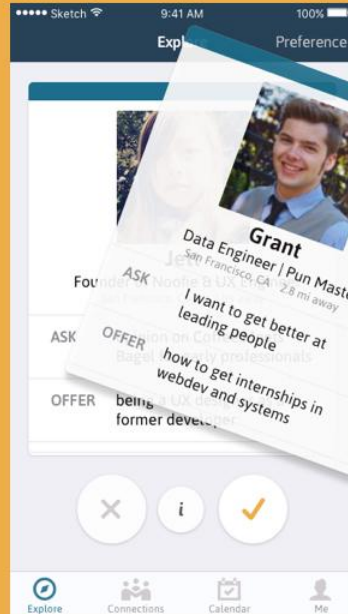
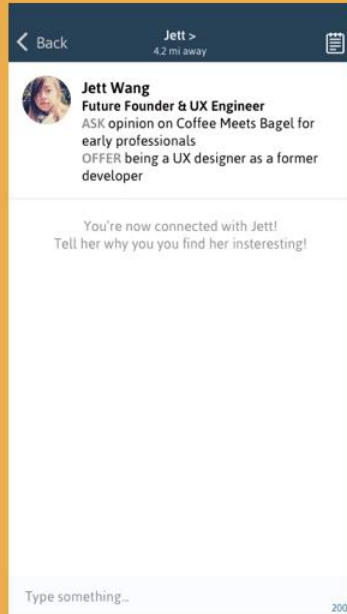


Noofie

Career hunt is better with your pack



Context

Noofie started as my final, individual project at General Assembly in 2016.

We had the freedom of choosing our own problem of interest, and carve our own path towards it...

How to professional mentorship?

What's so cool about it? How do I get one?

Strategy

SPACE

| | LinkedIn | Glassdoor | Purple Squirrel | Alumni/Communities | Mentorship Programs | Noofie |
|------------------------------------|----------|-----------|-----------------|--------------------|---------------------|--------|
| entry level friendly | ✗ | 🎉 | ? | ? | 🎉 | 🎉 |
| flexible | 🎉 | 🎉 | 🎉 | ✗ | ✗ | 🎉 |
| long term personal growth | ✗ | ✗ | ✗ | ? | 🎉 | 🎉 |
| short term job search & interviews | 🎉 | ? | ? | 🎉 | ✗ | 🎉 |

After examining current industry landscape, I realized that there isn't really any systemized thinking addressing my specific problem. I could only go so far from the thinking of others...

I need to learn the rest from the people.

Expert Interviews

I asked 5 classmates that were ahead of the networking game. I picked their brains on why they think they were more successful, how did they get here overtime, and if they had any tips. I hoped to see patterns in their success.

“ *[Making professional connections] was a lot easier with people just a little ahead of you, as opposed to managers or executives.*

Narrow down target users to young professionals only

“ *... I was helped a lot by a few people on my way up, and I've been doing the same for other people since then.*

Foster a generative community for peer mentorship

Insights from Users



“ I’ve had the best luck in one on one situations, and yes, face to face.

One to one messaging
Smooth scheduling offline meetings



“ It’s really important to follow up after your coffee chats and stay in touch. And I think that’s where most potentials fall through.

Automatic follow up nudges and reminders



“ As mentees, you need to be specific about what you’re looking for. And oftentimes you realize they[mentors] are gaining things from you too.

Profile fields specifying “ask” & “offer”

Insights from Competitors



2 role system

Mentors select potential mentees first, so mentees have the social signal and confidence to reach out



Limited matches per day

Prevents selection overload and encourages considerations for quality over quantity



Tinder-like interface

Familiar, casual & efficient for expressing interest in people



Personas



Johnny Java

Sophomore at CS@Parkland

Looking for...

☒ Mentor ☐ Mentee

Ask

Help on getting my first internship

Offer

League of Legends carry

Sindy Sequel

Senior in CS@Illinois

Looking for...

☒ Mentor ☒ Mentee

Ask

Advice on getting a fulltime job at Facebook

Offer

Advice on startup life

Remy React

Data Engineer at Facebook
Ad's Team

Looking for...

☐ Mentor ☒ Mentee

Ask

Things to do in IL

Offer

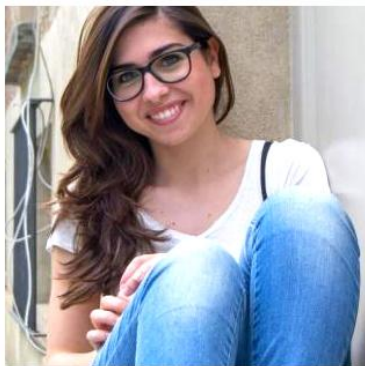
Advice on life @ Facebook

Biography

Story & Scenario

Behaviour

Goals & Needs



Sindy Sequel

Senior in CS@Illinois

Looking for...

☐ Mentor ☐ Mentee

Ask

Advice on getting a fulltime job at Facebook

Offer

Advice on startup life

Biography

- Champaign, IL
- Female, 21
- Senior @ UIUC
- Study CS
- Past intern @ intel and stratup
- Dreams to work for FB

Story & Scenario

"Do you happen to know anybody at Facebook?"

Sindy has been successful and her career path and has gone through 2 internship programs. She really wants to work for Facebook fulltime and has talked to her peers that interned there, but she was hoping for a stronger referrer to boost her chance.

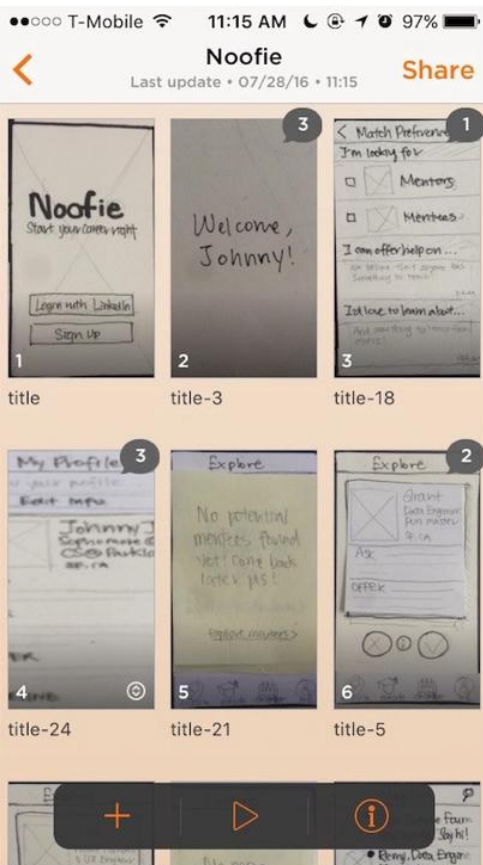
Behaviours

- Actively job seeking, but has a top company and a couple idea ones
- Uses her peers to learn about the company, and loves to share her thoughts on her experiences at startups

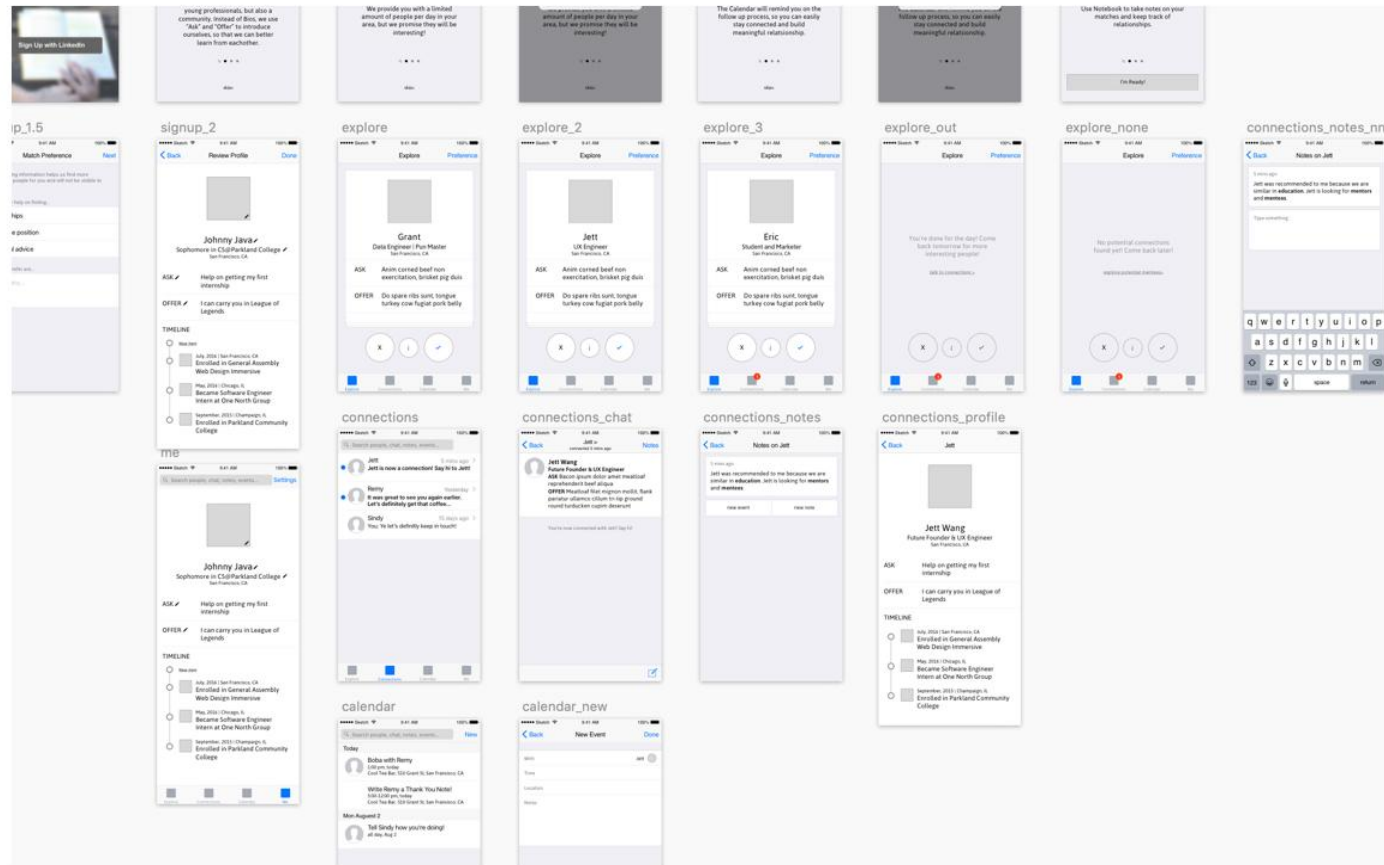
Goals & Needs

- Getting dat referral to FB
 - validation on skills
 - interview process
 - what she can do
- Even if she didn't get the job, a mentorship so she could try later
- Potentially help others trying to get into startups

Paper Prototype



Wireframe Prototype



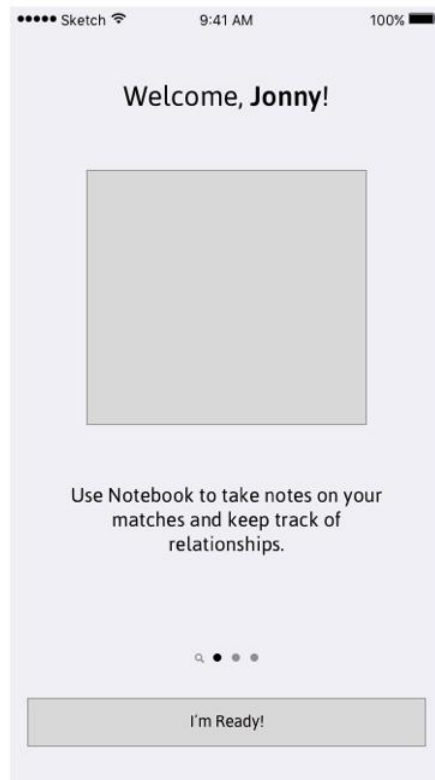
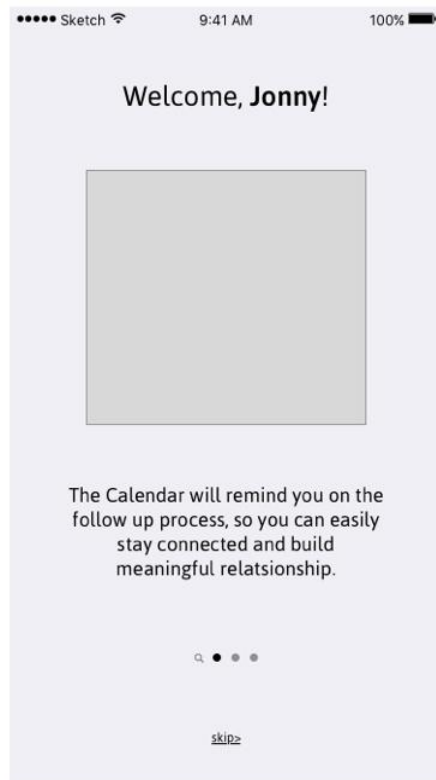
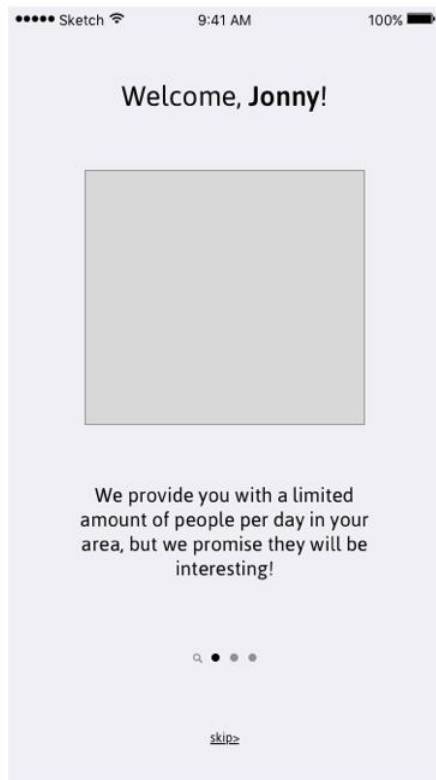
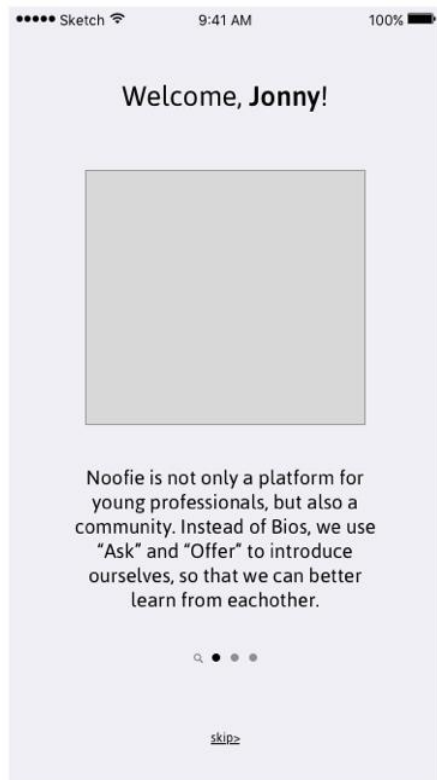
User Testing

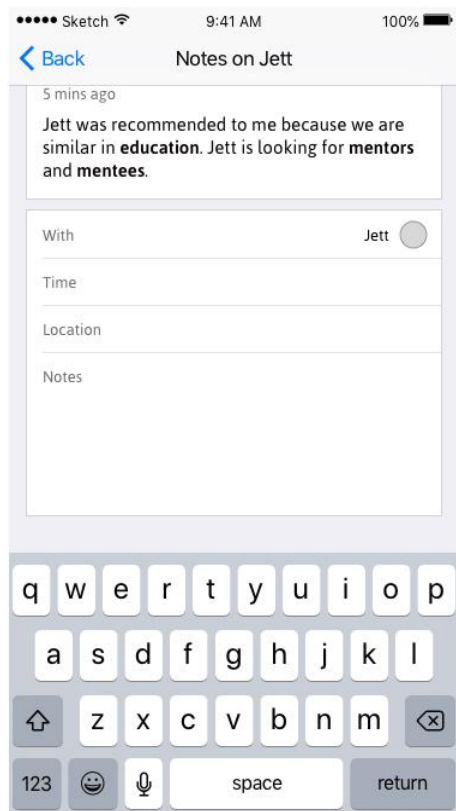
I drafted my classmates in person as testers. Most of them were indeed intended audience of my design. For each session, I introduced the purpose of my app, and had my testers... have at it as if they just downloaded the app.

4 Iterations: Paper → Wireframe 1 → Wireframe 2 → Mid Fidelity

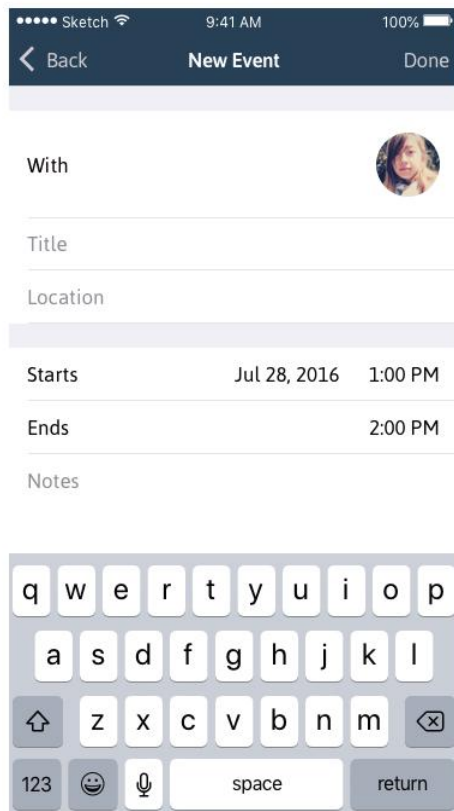
Introducing Onboarding

Although users seemed to understand the interfaces, they expressed confusion over the the networking process. I included a onboarding process in my iterations to help users develop the mental framework needed for the app.





before



after

“ (long pause)... oh is this where you create a calendar event or something? I feel like I've never see it this way.

Changed Event Creation from inline to a more familiar modal pop up

Type something... 200

Description



Boba with Remy

1:00 pm, Today
Cool Tea Bar, 510 Grant St, San Francisco, CA

Write Remy a thank you note! >



Jett Wang

5 mins ago

You are now connected with Jett! Say hi!



Jett Wang

5 mins ago

You are now connected with Jett! Say hi!

5 mins ago

Jett was recommended to me because we are similar in **education**. Jett is looking for **mentors** and **mentees**.



Type something...

200

Description



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1:00 pm, Today
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Type something... 200

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Type something...

200

Description



Boba with Remy

1:00 pm, Today
Cool Tea Bar, 510 Grant St, San Francisco, CA

Color Palette



UI Components

Professional

Asap Medium

trustworthy reliable credible

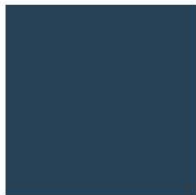
Asap Regular



#605856



#1C6E8C



#274156

Noofie

Fedorka One Bold

The massive Newfoundland is a strikingly large, powerful working dog of heavy bone and dignified bearing. The sweet-tempered Newfie is a famously good companion and has earned a reputation as a patient and watchful "nanny dog" for kids.

Newfoundland Dog Breed Information -
American Kennel Club



#44355B



#D1495B



#EDA449

fun energetic approachable

Asap Regular

Personable

Asap Medium

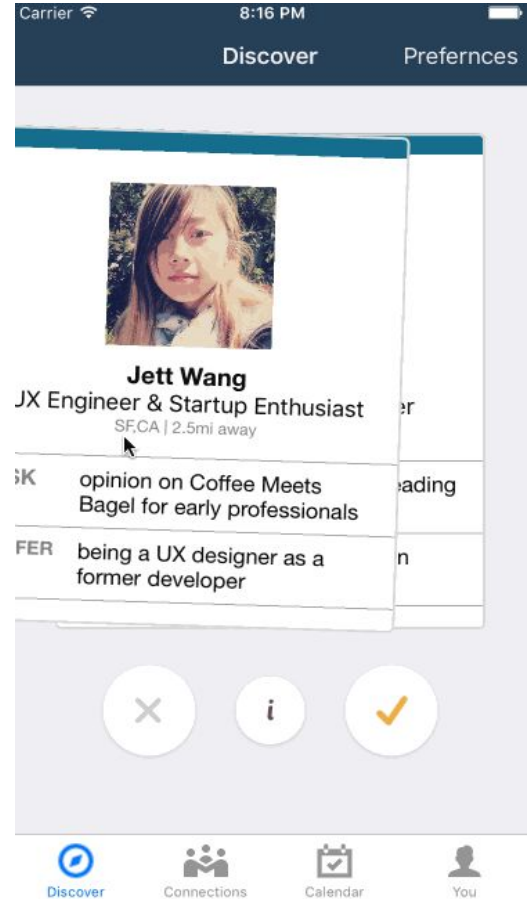
Conclusion

By the end, there seemed to be no more confusions with the interfaces and interactions, nor with the “networking process” introduced inside the app.

But of course, the biggest question still remains...

“Does this actually work?”

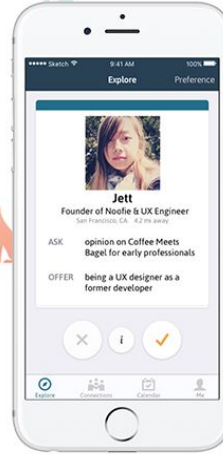
And that I would have to find through product prototyping :)



So there's more...!

Noofie

[Home](#) [What Is It?](#) [How It Works](#) [Join](#)



CAREER HUNT IS BETTER WITH YOUR PACK



Land Your First Jobs

Understand company hiring styles and gain interview process insights from your peers that had just done it.

Build Your Network

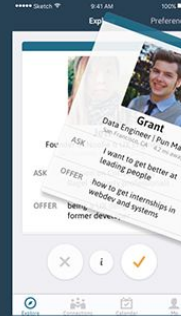
Gain professional connections, friendships and even new skills from simply sharing your professional experience.

COUNT ME IN!

Landing Page

HOW IT WORKS

HOW IT WORKS



Discover

Quickly swipe through interesting people in your area



Connect

Connect with them and plan information interview meet ups



Maintain

Keep track of your connections with Notes and Calendar



Ask & Offer model empowers mentees and encourages mutually beneficial connections

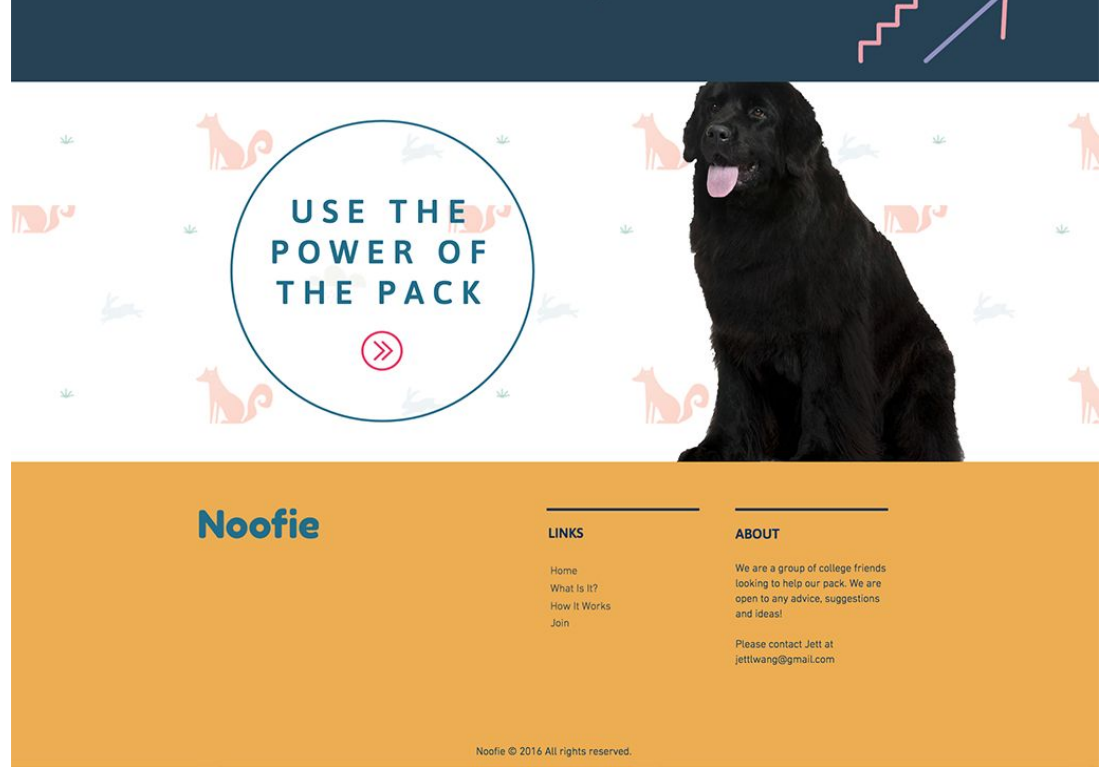


Notes function helps you keep track of your connections and makes every connection more memorable



Calendar sends you smart reminders to follow up so you can always keep your connections strong

Landing Page



Landing Page

Noofie

CAREER HUNT IS BETTER
WITH YOUR PACK

Jett Wang, 7/24



A platform that
connects students
and young
professionals to
jobs through
each other

HOW

RIGHT PEOPLE

We focus on people in early careers only because we know they are highly motivated to contribute

BEST OF BOTH
WORLDS

We tackle the sweet spot between job search and mentorship, so our users can get the best of both worlds in one app

DESIGN

We utilize design to address social painpoints our users can focus on exchanging knowledge and making connections

PRODUCT



Discover



Connect



Maintain

PROBLEM

Gap between education and workplace expectations

Overwhelming job search & interview **loopholes**

Ineffective early career networking process

SPACE

| | LinkedIn | Glassdoor | Purple Squirrel | Alumni/Communities | Mentorship Programs | Noofie |
|------------------------------------|----------|-----------|-----------------|--------------------|---------------------|--------|
| entry level friendly | ✗ | 🎉 | ? | ? | 🎉 | 🎉 |
| flexible | 🎉 | 🎉 | 🎉 | ✗ | ✗ | 🎉 |
| long term personal growth | ✗ | ✗ | ✗ | ? | 🎉 | 🎉 |
| short term job search & interviews | 🎉 | ? | ? | 🎉 | ✗ | 🎉 |

DISCOVER

- Card-swipe interface allows low pressure rapid browsing
- Ask & Offer** model empowers mentees and reduces un-interesting connections for mentors
- Uneven discovery process** accommodates mentor painpoints by letting them pick from only mentees are already interested in them

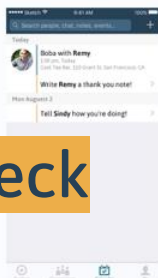


CONNECT



- Location proximity** promotes in-person interaction, which leads to more effective communication
- Limited characters** saves both parties time and frustration
- Notes** function helps users keep track of their connections and makes every connection more memorable

MAINTAIN



We send out **smart reminders** on everything so our users always keep their connections strong

- Than
- Inter
- Statu

Pitch Deck

IMPACT

17.3 M
STUDENTS

are expected to enroll in undergraduate programs nationwide every year

60%
COLLEGE
SENIORS

plan on entering the job force immediately after graduation

50%
MILLENNIALS

rates "personal values and ambitions" very influential in professional decisions

MILESTONES

I2S: launch on campus, Intern to Student, occasionally Professional to Student

P2S: professionals across nation can still use the app without consent of their companies

B2S: integrate with companies seeking talents at career fairs, Business to Student directly through their employees

B2C: expand to cities, where companies can directly connect with all job seekers

BUSINESS

- Plan A:** charge by **number of recommendations cards** that exceeds the daily limitation
- Plan B:** short-term **subscription** model, meet-all-you-can in the subscription time
- Plan C:** **advertisement/job board** once enough users
- Plan D:** pure **enterprise**, companies pay to use platform as talent market

