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jmwalley@gmail.com
www.jasonwalley.com
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Jason Walley
walleyjm@email.uc.edu
Graphic Designer
University of Cincinnati
www.jasonwalley.com

EXPERIENCED
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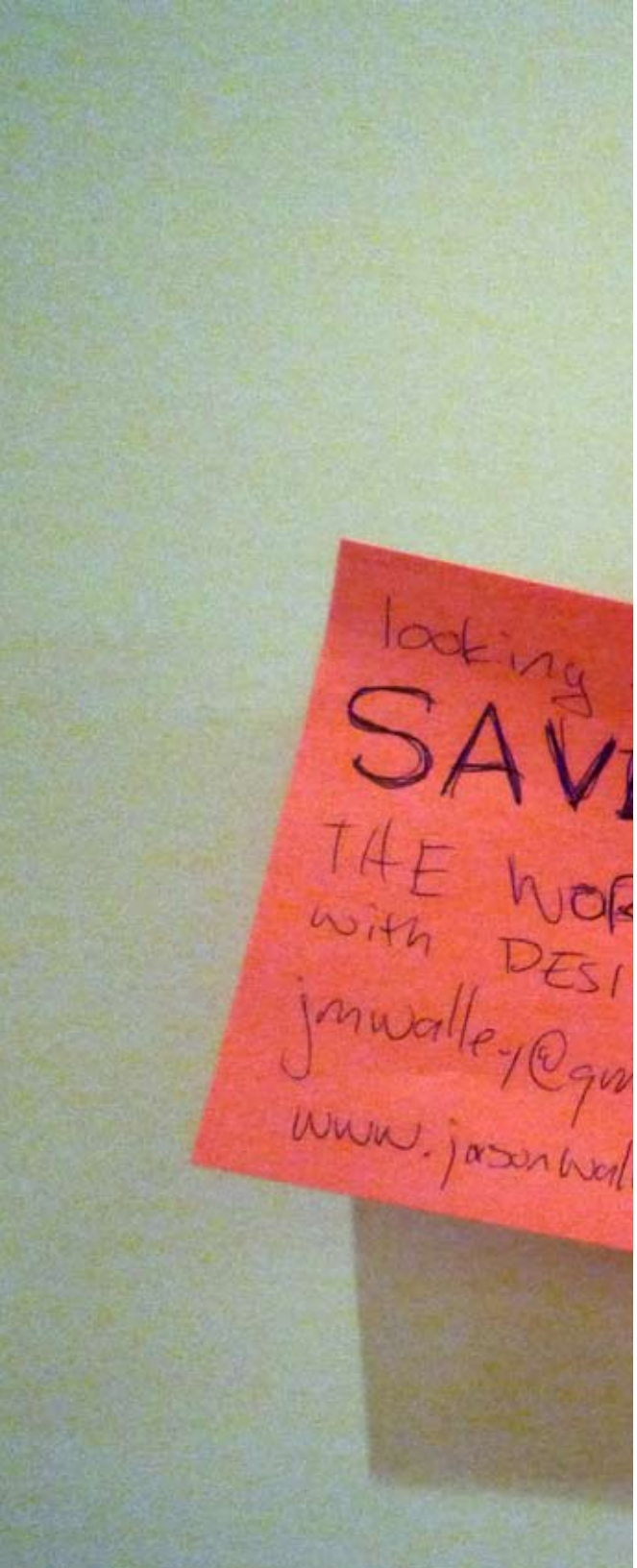
JOSHUAPERSKY@HOTMAIL.COM

*Networking is tough.*

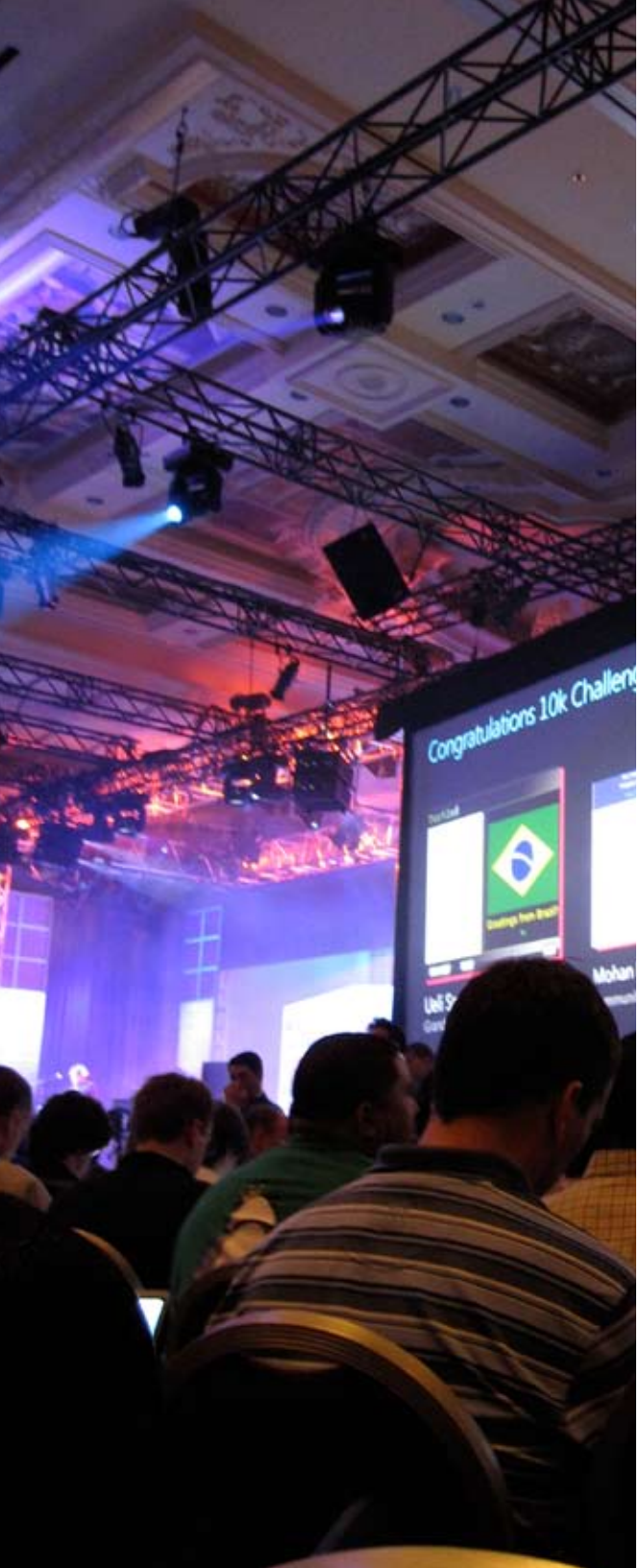



# *New Ways of Working*

## Concept Presentation

Graduate Studio II
Shelley Evenson & Bruce Hanington with Monica Gonzalez

Team 5th Base
Maria Emerson, Carlos Gutierrez, Karl Nieberding
Sarah Phares, and Daisy Yoo




## Microsoft Design Challenge

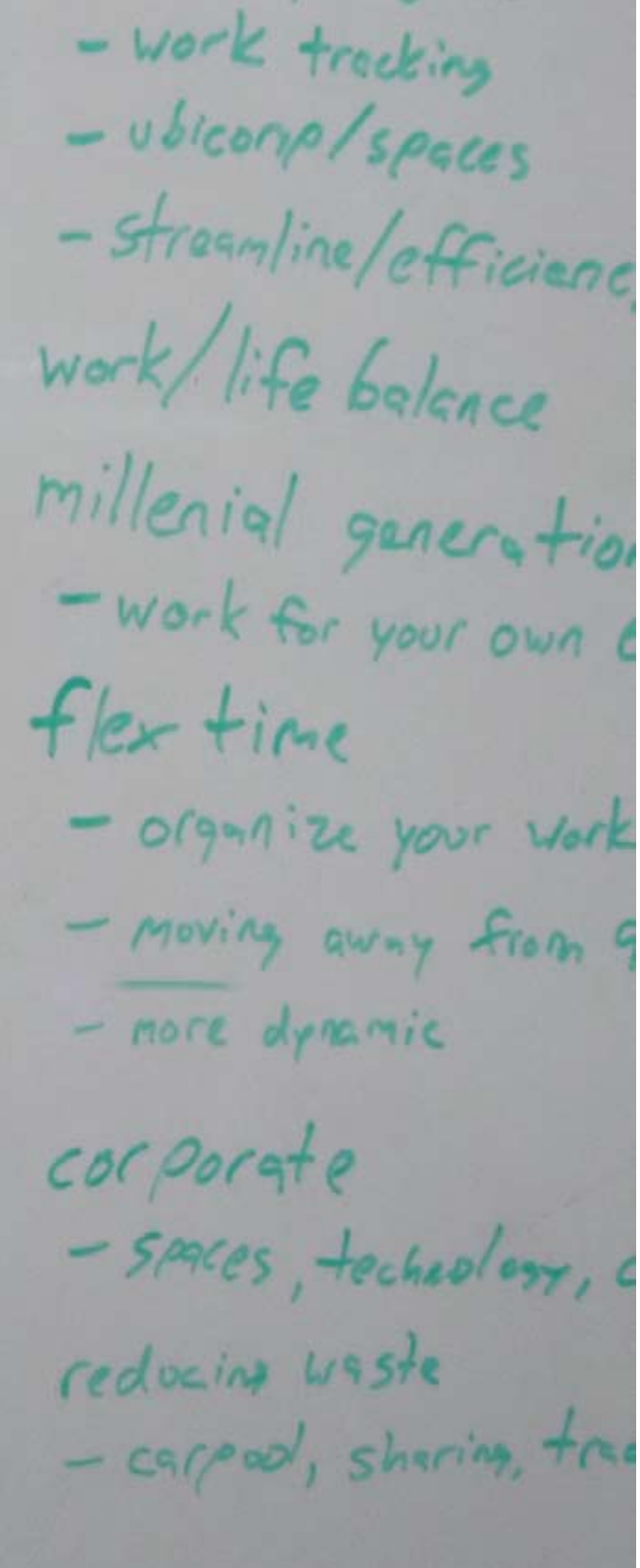
How can tools and services support new ways of working?

## Focus

Giving young professionals tools to better manage networking process, to maintain and grow relationships

## Audience

Recent college graduates to workers in their 30s who value a successful career and strong social network.

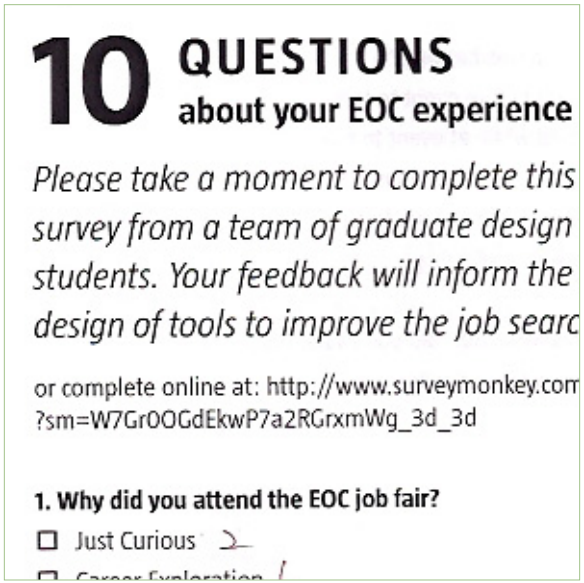


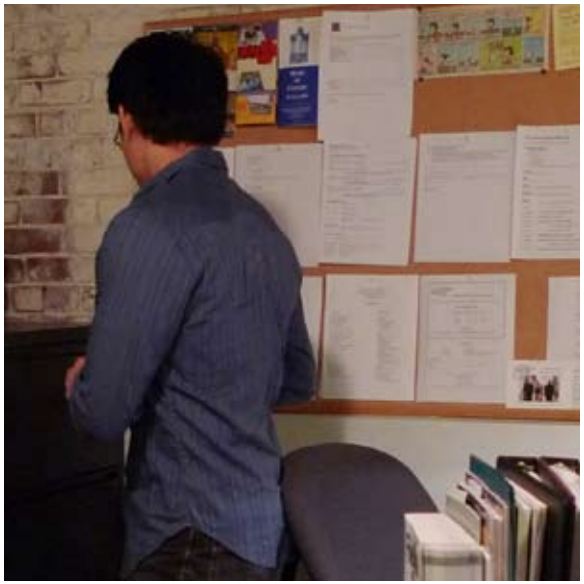

## Assumptions

Online tools don't facilitate face-to-face interactions

People aren't very comfortable networking, want to be more effective

# Exploratory Research Overview



## *Analysis*

Literature review
Competitive analysis
Trend analysis

## *Data gathering*

Campus job fair
Online survey

## *Touchstone tours*

Job seekers
Employers
Counselors

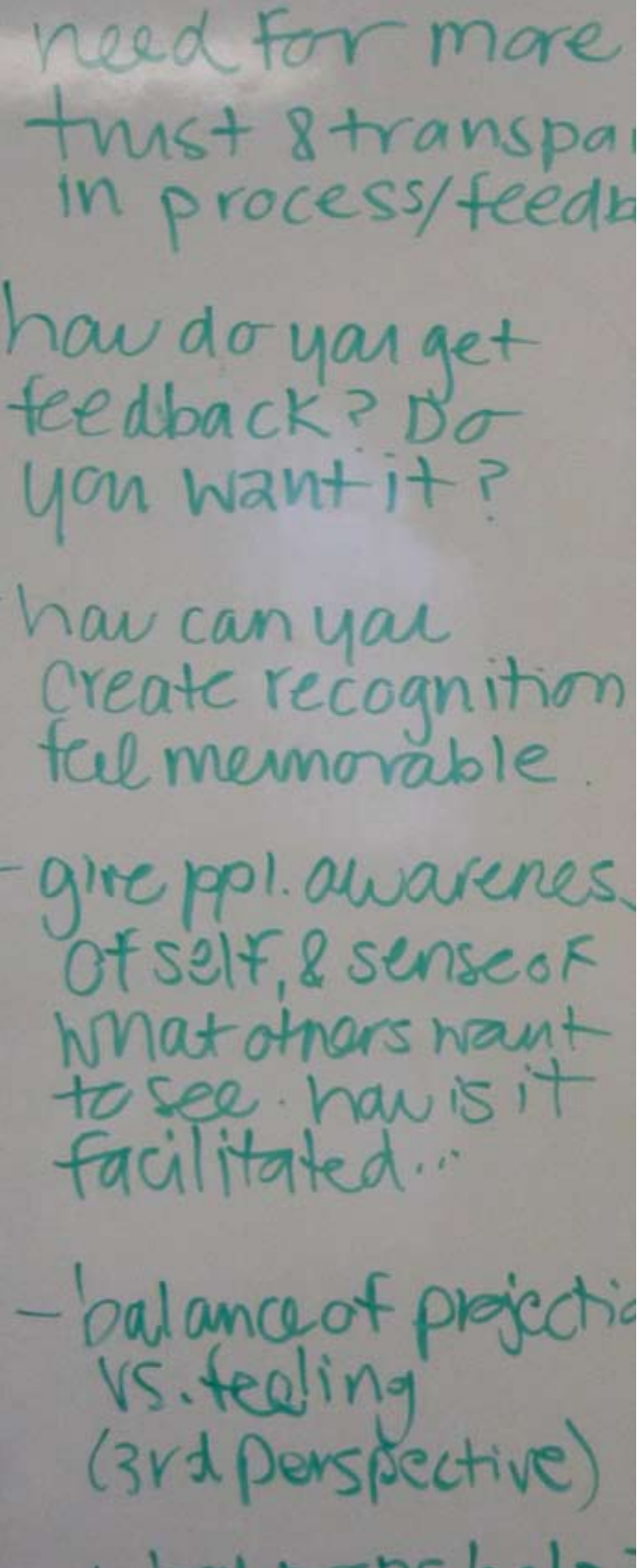
## Exploratory Insights

Personal connections seen as valuable but not utilized

People comfortable interacting face-to-face, but do primarily when job-searching

Character is important, but difficult to ascertain.

Face-to-face meeting is key




## Generative Exploration Areas

Personal network visualizations

Self presentation methods

Face-to-face introductions

Current management systems

*6th Degree Search*

**WHAT**

Users map common connections

**WHY**

Understand how people are related through their network

**INSIGHT**

There are many ways to visualize connections

*Wingman*

**WHAT**

Actress is as agent for date-searcher

**WHY**

Identify desires for agent, assist searcher in identifying and engaging interests

**INSIGHT**

Opportunities are situational

*Confluence Journal*

**WHAT**

User records feelings about interviewing experience

**WHY**

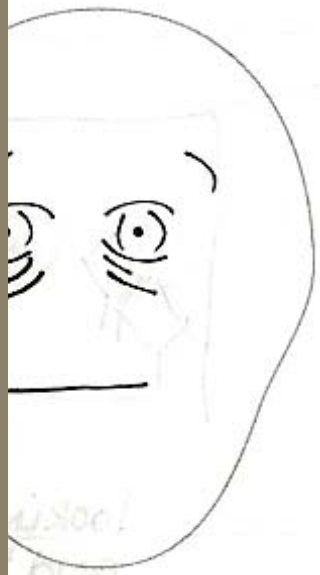
Explore modes and quantity of communication & related emotions

**INSIGHT**

People have a hard time recalling and reflecting on experiences

Friday – 2.20.09

w you are feeling about Confluence in the



y for the face you drew.

s a result I'm
o the day's events
ld be (or Feel I
)

Friday – 2.20.09 day

## Making Faces

please draw how you felt during the interview and draw what you thou
you looked like.

**For your best interview**

you felt

you looked

please write a caption of what you thought the interviewer was thinkin

he told me I was poised and well spoken

**For your worst interview**

you felt

you looked

please write a caption of what you thought the interviewer was thinkin

What is going on?

*Job Search Communications Journal*

**WHAT**

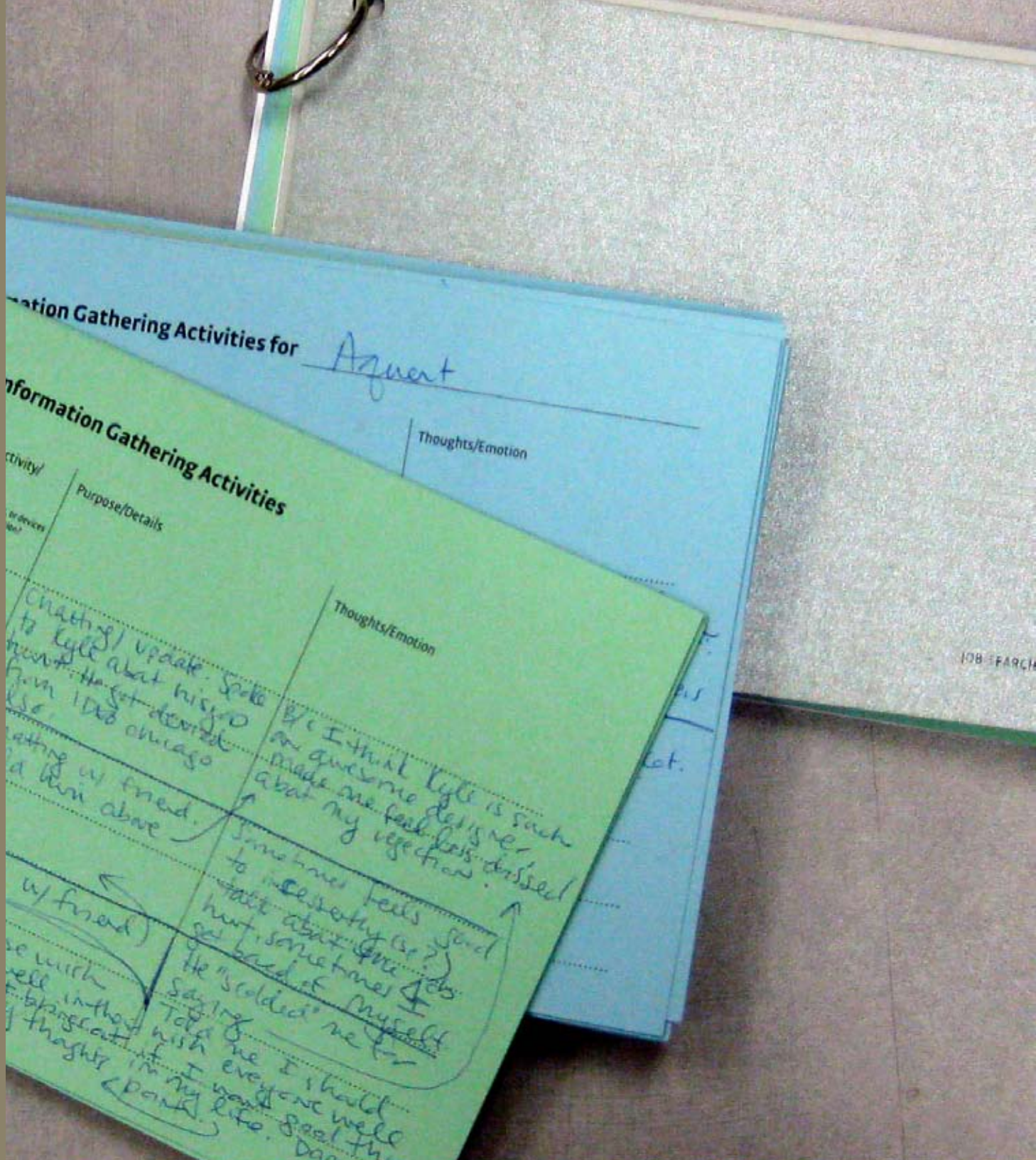
User tracks communication during 1 week of job search

**WHY**

Explore modes and quantity of communication & related emotions

**INSIGHT**

Maintenance is a huge manual effort



*Expert Interview*

**WHAT**

Discussion with recruiter

**WHY**

Explore successful networking approaches and areas for improvement

**INSIGHT**

Individuals could leverage recruiter's tools

*Analog Twitter*

**WHAT**

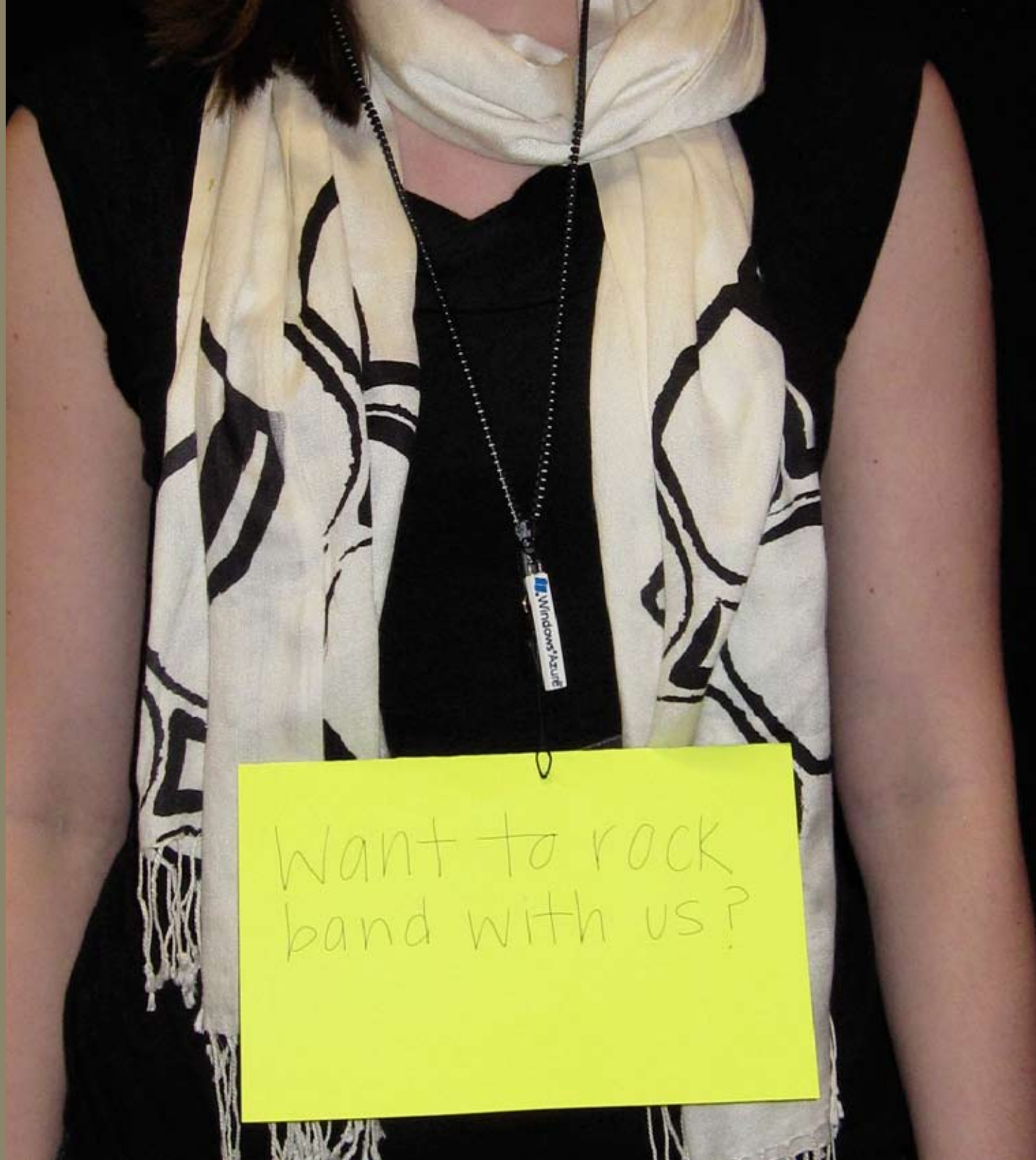
User wears tag at event

**WHY**

Test effectiveness of tagging in making face-to-face connections

**INSIGHT**

People need dynamic and targeted information



## What we saw

Databases assist in recruiters' success

Maintenance is huge manual effort

Opportunities are situational

People have hard time recalling

Connections exist but are not obvious

## What it means

Personal database=personal success

Technology enables efficiency

Contextual prompts beneficial

Recording allows for reflection

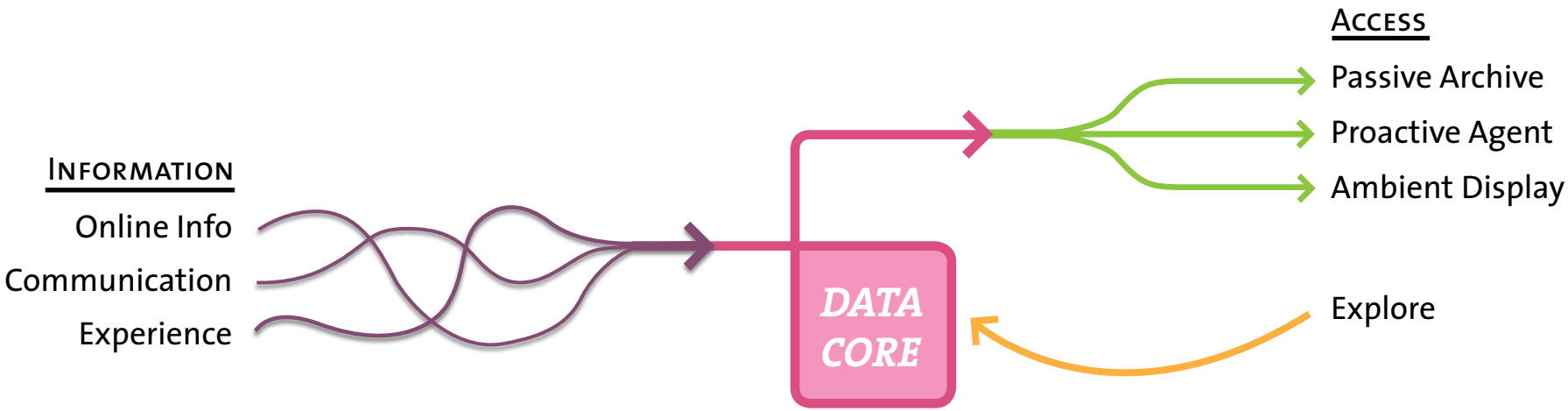
Visualizations leverage connections

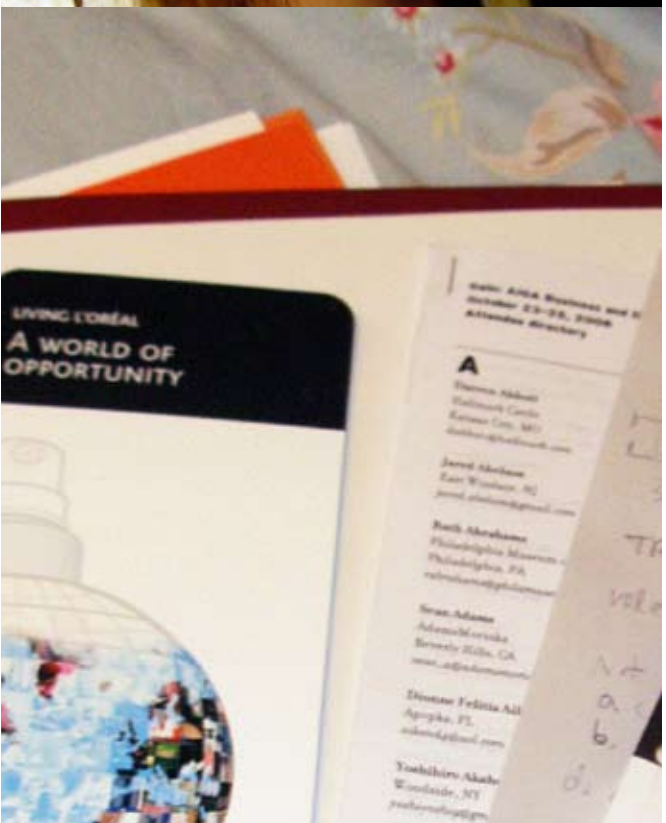
Personal networking tool that synthesizes information and better enables people to manage & develop meaningful relationships as part of a fulfilling career.

“I’m your GPS,
journalist,
business development coach,
trend finder,
social worker,
and psychologist.”

*Judy Wert*
*President, Wert & Co*

# Concept Model






# **Persona 1:** *Social Butterfly*

Dana, 30
Established professional

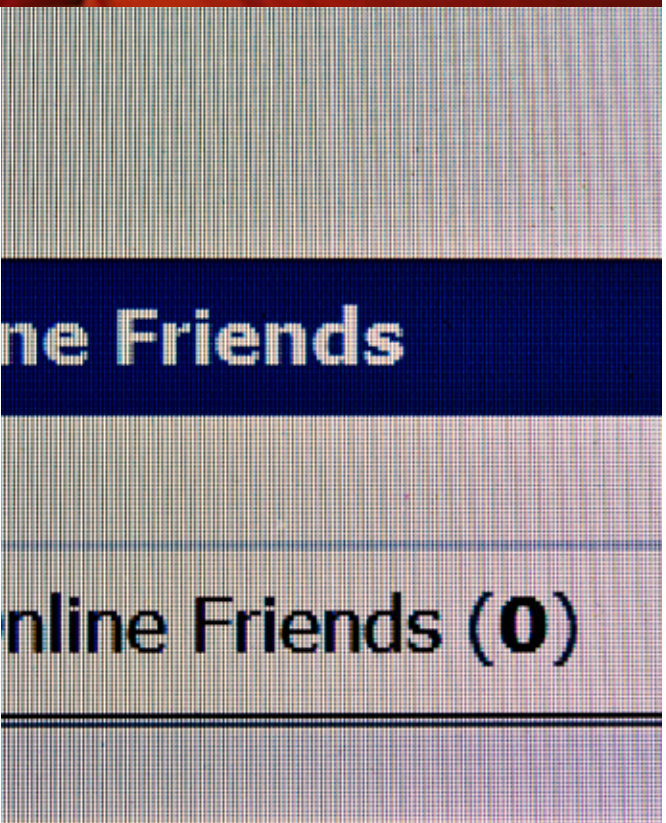
**CURRENT BEHAVIOR**

Natural conversationalist
Extensive communication
Large network

**GOAL**

Manage large network

*"I wish I had an application to track communication"*




# Persona 2: *Turtle*

Sally, 27
Comfortably employed

**CURRENT BEHAVIOR**

Rarely initiates conversation
Infrequent communication
Small network

**GOAL**

Gain & maintain contacts
Build networking abilities

*"I should probably network more but I just don't have much motivation."*

# Persona 3: *Worker Bee*

Alex, 25
Searching for job after grad school

**CURRENT BEHAVIOR**

Extensive preparation & research

**GOALS**

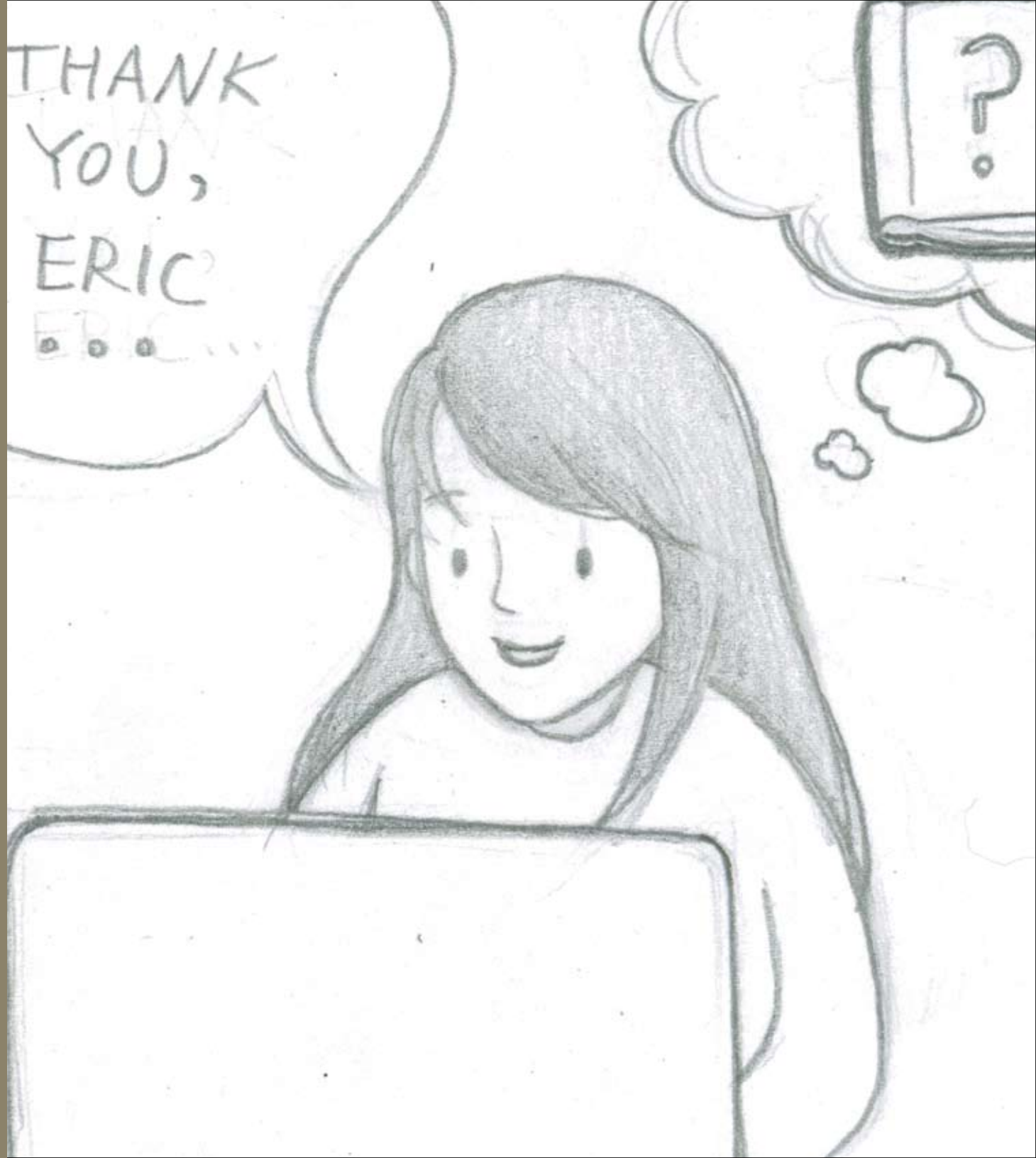
Streamline preparation process
Identify valuable information

*"I like to make sure I'm prepared for everything."*

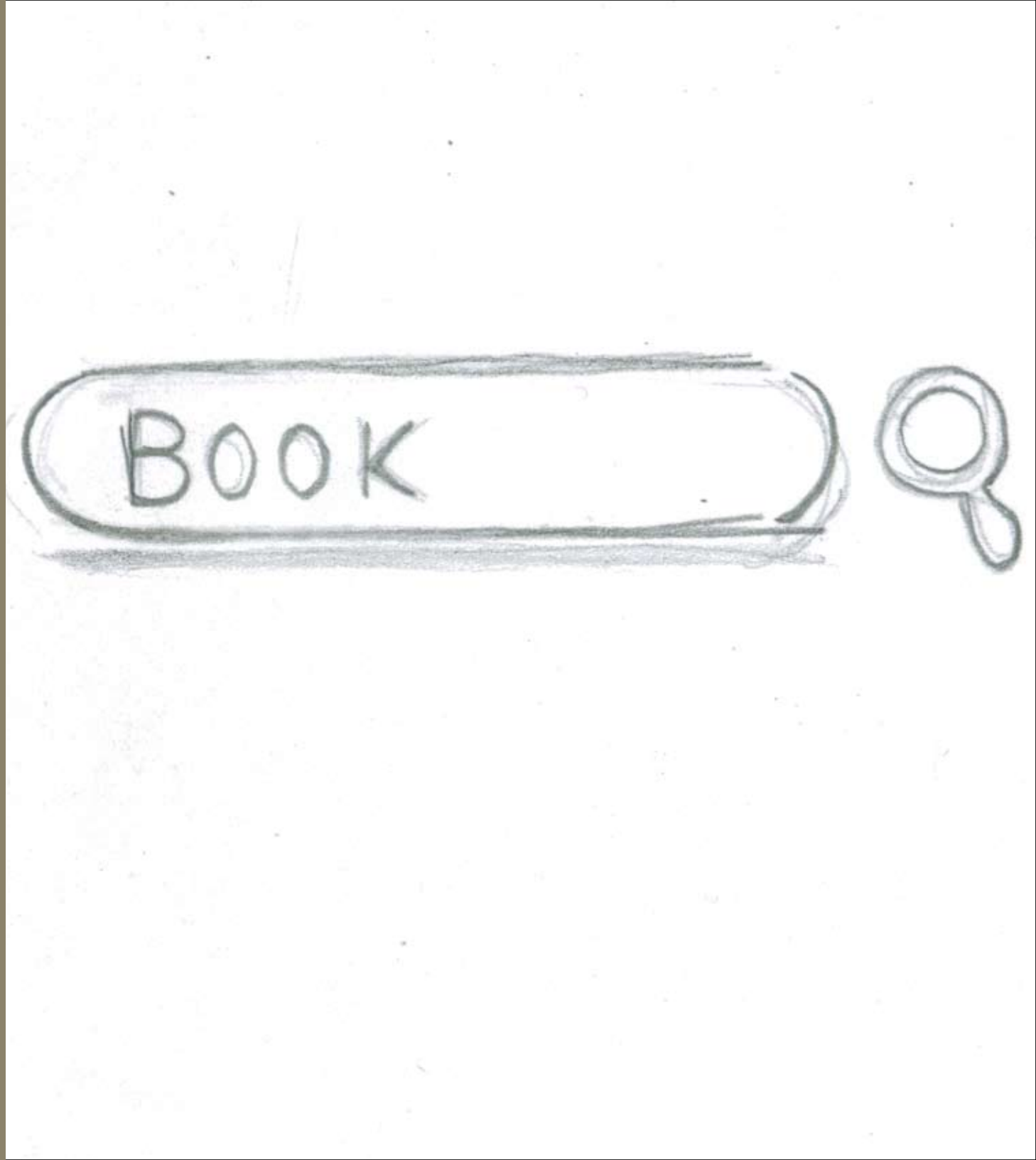
*Little Black Book*

Dana is writing a thank-you note after an interview and wonders "What was that book he mentioned?"

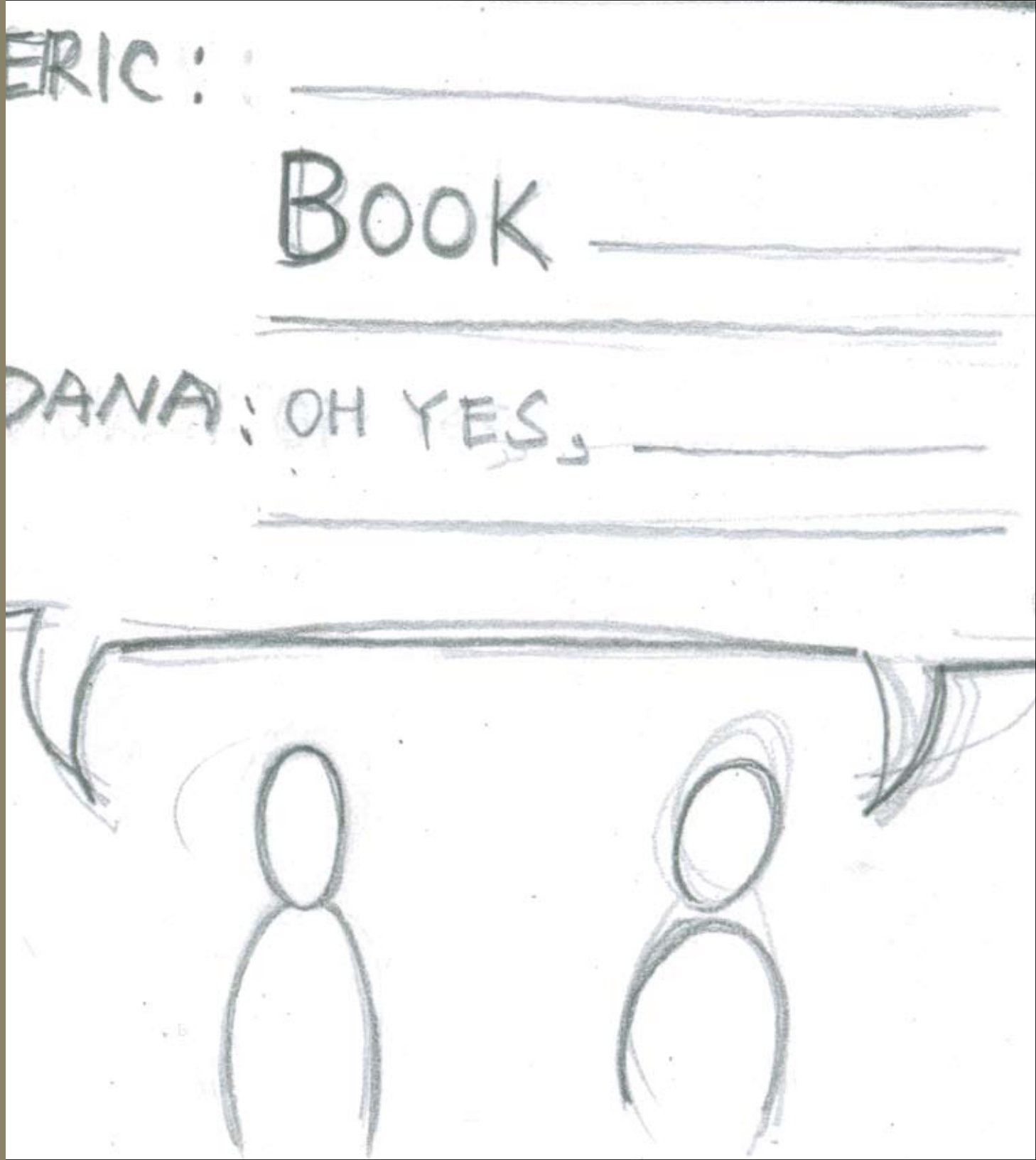
Luckily, the system has transcribed the conversation and integrated it into Dana's database of information.



Dana searches using the keyword “book.”

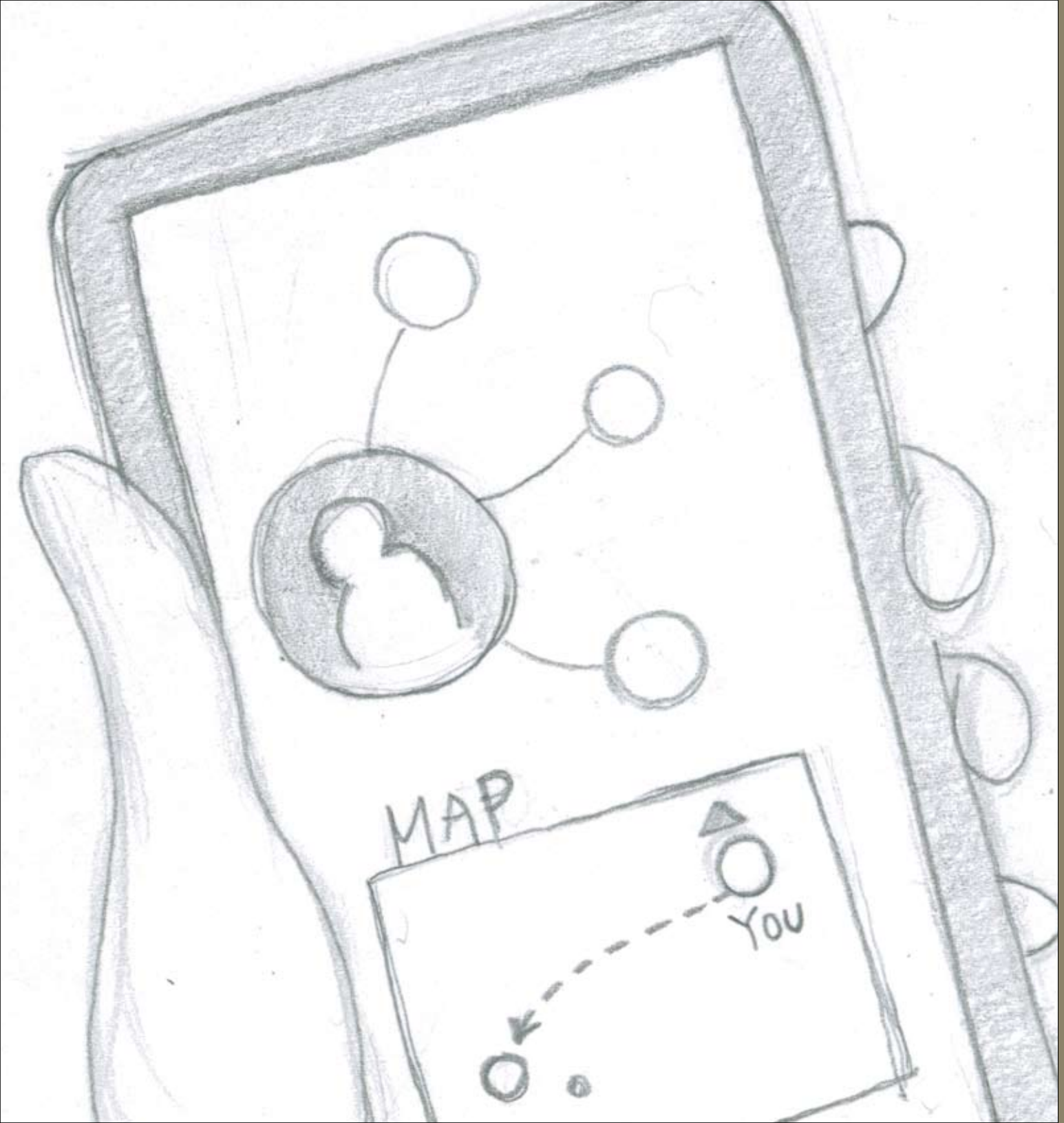


She is shown the relevant portion of theconversation. She mentions the book in her note, and wishes the interviewer luck for his upcoming talk for which he used the book to prepare.



*Wingman*

Sally attends a reception after a lecture.



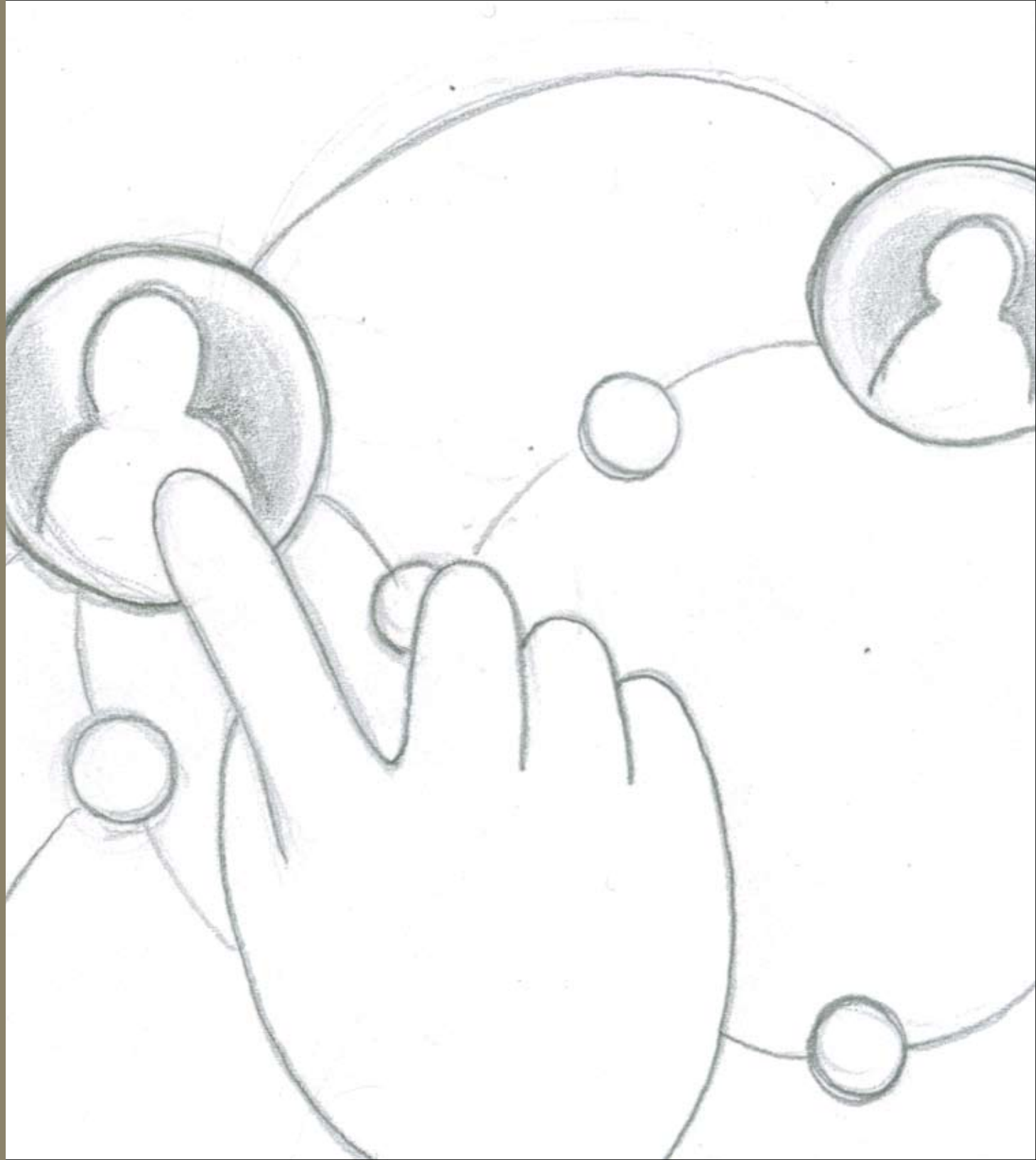

System alerts Sally that Liz is there, and visualizes connections related to Judy: Bill and Allison.

Sally mentions Bill to Liz in conversation and finds out he's taken a new job. The system records the information, updating Sally's database.

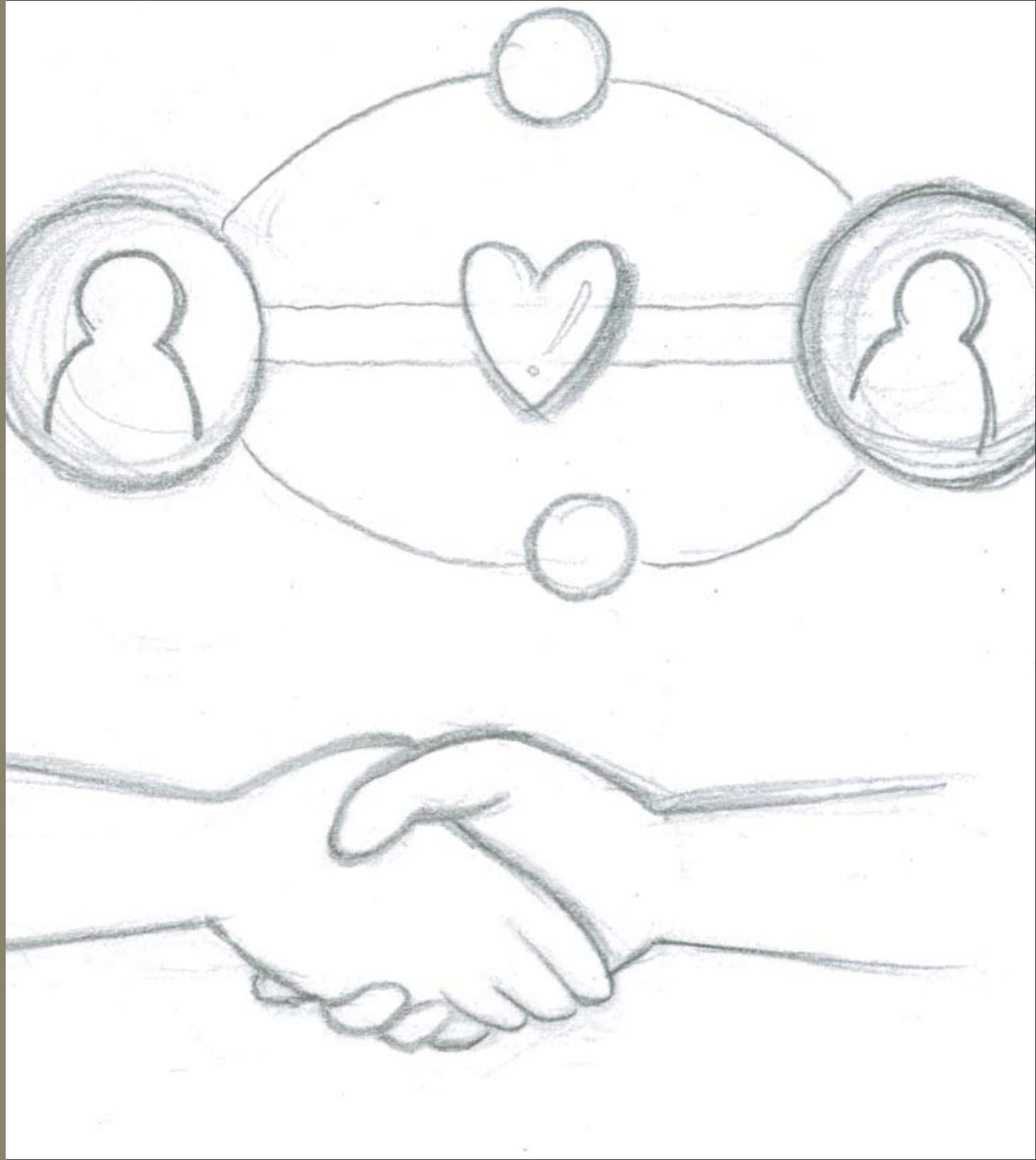
*Pathfinder*

Alex is preparing for a trip by researching the people he's going to interview with.

The system shows how they fit into his existing network, and allows him to view consolidated profile information.



He meets them, and afterwards has an active connection to the interviewers. Later, he explores other network connections through the interviewers.



## Next Steps

Concept refinements
Privacy issues
Navigation and interface
Prototype iterations