

Connecting Your Universe

Team

5th Base

Designers:

Maria Emerson
Carlos Gutierrez
Karl Nieberding
Sarah Phares
Daisy Yoo

...Who's in your universe today?

...Who might you get introduced to?

...Who do you dream of meeting?

Course

Graduate Studio II

Advisors:

Shelley Evenson
Bruce Hannington

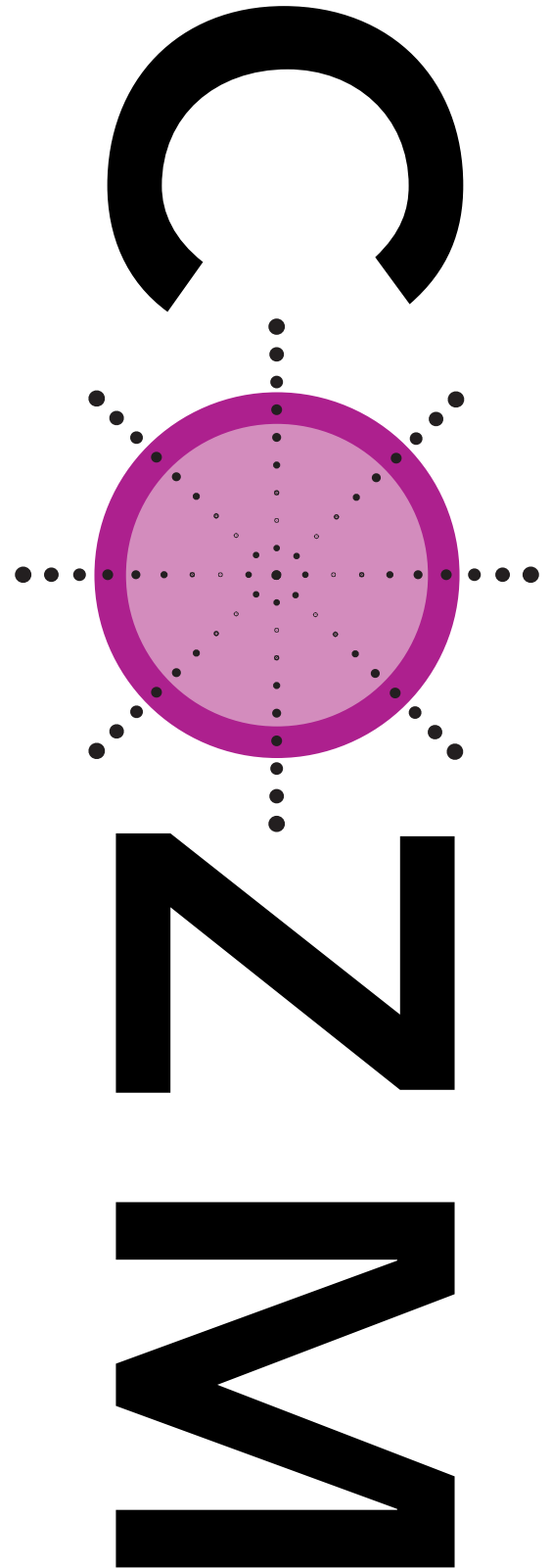
Microsoft Design Challenge 2009

New Ways of Working

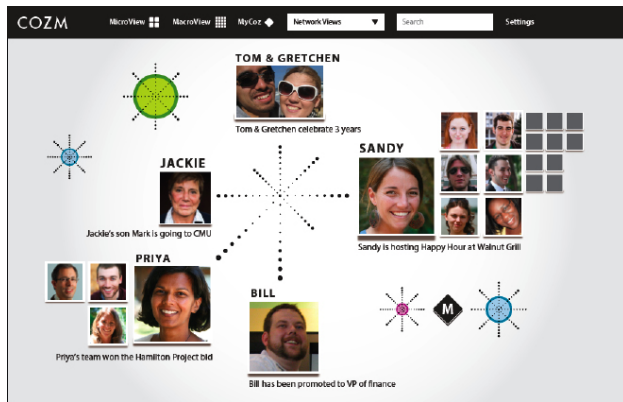
Liasion:

Monica Gonzalez

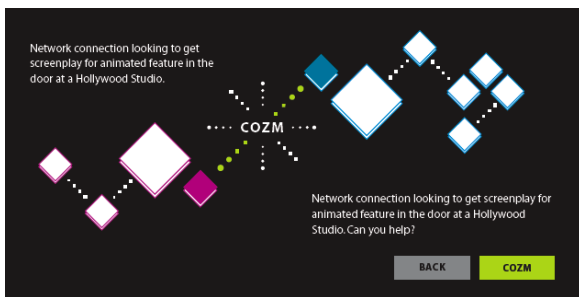
Introducing



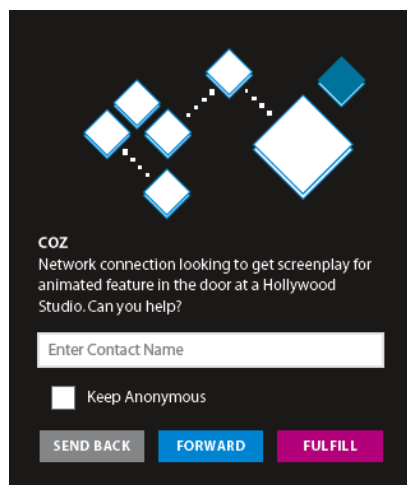
on the Web



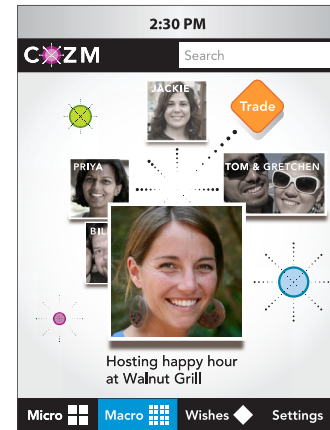
Daily Cozm



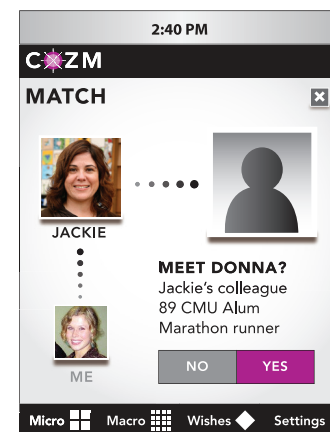
Connecting wishes



and on the Go



Quick View



Meeting matches



Wish granting

project definition

We began by defining an area of focus, and came up with a dating metaphor. We explored this area through a territory map in which we related the phases of dating with phases of a job search.



exploratory research

Trend Analysis
Literature Review
Competitive Analysis
Surveys
Touchstone Tour
Interviews/Directed Storytelling

10 QUESTIONS
about your EOC experience

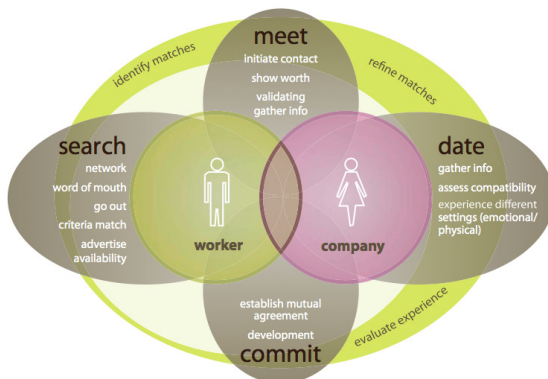
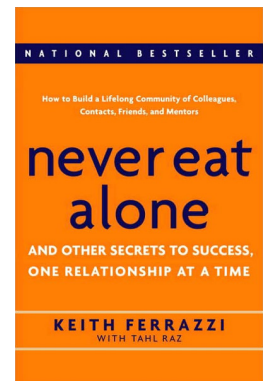
Please take a moment to complete this survey from a team of graduate design students. Your feedback will inform the design of tools to improve the job search.

or complete online at: http://www.surveymonkey.com/s.aspx?sm=W7Gr0GdEkWp7a2R0xmWg_3d_3d

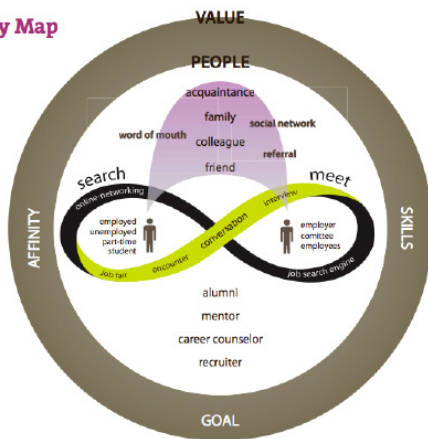
1. Why did you attend the EOC job fair?

- ☐ Just Curious 2
- ☐ Career Exploration 6
- ☐ Networking 4
- ☐ Internship search 20
- ☐ Job search 12
- Other Free Stuff

2. How many people did you intend to talk to today?



Territory Map



What we saw:

Users tailor profiles across applications to address different audiences
Employers try to discern character from any sources available
Seekers and employers find it difficult to discern each other's needs and interests
Online networking does not translate to real world meeting.
Networking is viewed as "fake"

What it means:

Enable targeted profile presentation and management across applications
Give users greater awareness and control of public data
Facilitate more immediate and transparent communication of interests
Leverage technology to bring people together offline
Create meaningful connections based on shared values

generative research

6th-degree search
Wingman
Job fair journal
Job search journal
Expert interview
Analog twitter

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:

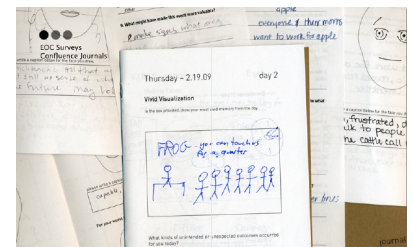
Personal database=personal success
Technology enables efficiency
Contextual prompts beneficial
Recording allows for reflection
Visualizations leverage connections



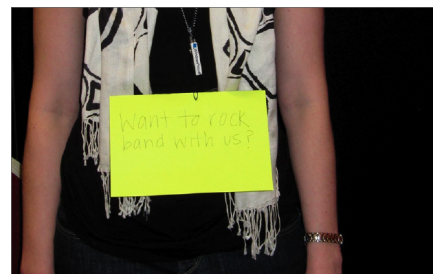
6th-degree search



"Wingman" dating-assistant



Job fair journal



Analog Twitter

evaluative research

We hosted a speed dating with user group to validate concepts, and got feedback on interface designs by walking users through tasks and getting feedback.

Speed dating feedback:

Trust is essential, want reason for matches and sense of privacy.

Match based on multiple dimensions

Let the system learn from you.

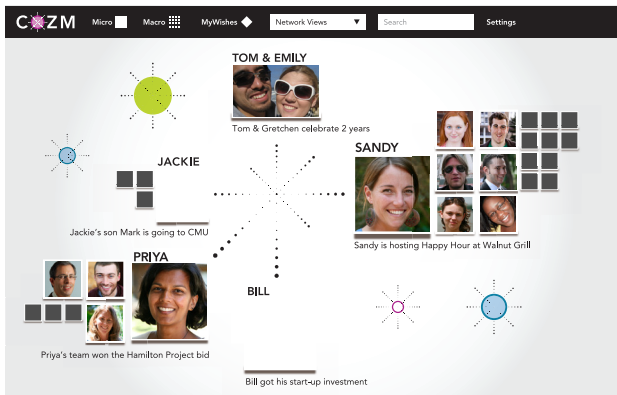
Make it favor/need based

No time limit for conversations needed, but allow those in demand to set one.

Give people hint of why they're matched.

Let it tell you about the people around you everyday.

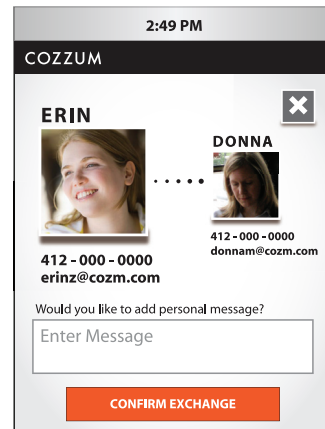
Selected Interface Feedback:



COZM connection globes need to be labeled as something special. It's unclear what the circles mean and why I'd want to click.



Screen Feedback: Solid/dotted lines are confusing, seem to signify opposite of what they mean. (Here, dotted is really an existing connection. Not clear that you drag to accept meeting.



Language of skip is confusing, sending message should only be backup option.



The faces are more important than the names when seeing who helped your wish. Geography could also be interesting.

what we learned

social networks are leveraged for professional purposes

professional networking feels 'fake'

people trust connections made through their existing network

face-to-face still matters most

experts can make networking connections others aren't aware of

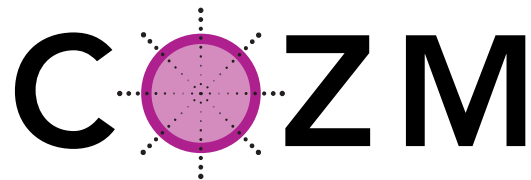
networks are strengthened through asking favors and giving help

networking opportunities are situational

meaningful connections between people provide the most benefit

status messages are meaningless

and what we made



meet others similar to you through people you know and trust

send out wishes and connect people to grant the wishes of others

check your daily view of people you will see today and their recent news

make face-to-face connections to new people out in the real world

get connected to friends of friends of friends who can fulfill your wishes

*A network of dreams.
A universe of rewards.*

What do you wish for?