

Mix09

THE NEXT WEB NOW

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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.

- work tracking
- ubicomp/spaces
- streamline/efficiency
work/life balance
millennial generation
- work for your own
flex time
- organize your work
- moving away from 9
- more dynamic
corporate
- spaces, technology, c
reducing waste
- carpool, sharing, tree

Assumptions

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

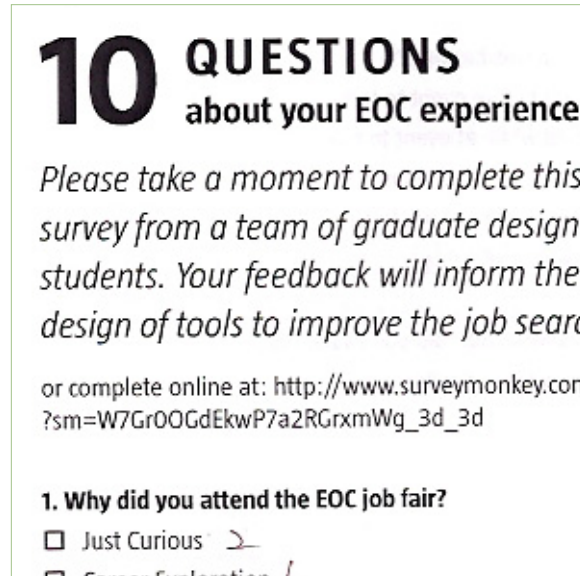
People aren't very comfortable networking, want to be more effective

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

need for more
trust & transparency
in process/feedback

how do you get
feedback? Do
you want it?

how can you
create recognition
feel memorable

- give ppl. awareness
of self, & sense of
what others want
to see. how is it
facilitated...

- balance of projection
vs. feeling
(3rd perspective)

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

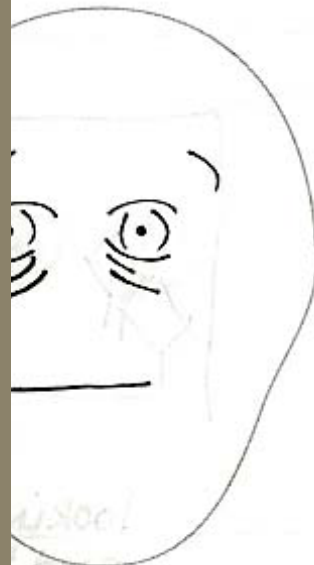
Explore modes and quantity of communication & related emotions

INSIGHT

People have a hard time recalling and reflecting on experiences

Friday - 2.20.09

How you are feeling about Confluence in the



How for the face you drew.

As a result I'm
to the day's events
ld be (or feel I

Friday - 2.20.09

Making Faces

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

For your best interview

you felt



yawn
(exhausted,
not bored)

you looked



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

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 thinking

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

Information Gathering Activities for Agent

Activity/Device	Purpose/Details	Thoughts/Emotion
chatting/ update. spoke to Kyle about his job	reviewed the job description from 1000 Chicago	B/c I think Kyle is such an awesome designer
chatting w/ friend. a bit above		made me feel less dissatisfied about my rejection.
chatting w/ friend		I sometimes feel sad to hear about the job
chatting w/ friend		hurt sometimes I get bored of myself
chatting w/ friend		He "scolded" me for saying "Told me I should be a designer"
chatting w/ friend		Saying "Told me I should be a designer"
chatting w/ friend		Told me I should be a designer
chatting w/ friend		Told me I should be a designer

Expert Interview

WHAT

Discussion with
recruiter

WHY

Explore successful
networking approaches
and areas for
improvement

INSIGHT

Individuals could
leverage recruiter's
tools

our company

bios
• judy wert
jeff wert
our team

areas of expertise
disciplines & industries

Judy Wert

Judy cofounded Wert & Company, Inc. in 1995, with the vision of synthesizing her recruitment expertise and interests in design and business. She oversees all functions, including the client service and candidate development efforts. In addition, she is actively involved in design organizations and institutions, frequently contributing as a sponsor, speaker and/or moderator.

After earning a BFA in graphic design at University of Michigan in the late seventies, Judy worked in design and design management for several leading firms. She developed an extensive network of contacts and an understanding of major design communities, among them Los Angeles, Chicago, Minneapolis and New York. It was in New York that she began her recruiting career in the early 1990s.

Judy's education and professional experience give her a designer's right-brain approach to problems, and a left-brain executive's skill for completing search assignments across disciplines and industries. She takes a distinctively creative, empathetic approach to client service. She is honest and direct. For her, it's about quality of process, enduring dialogue and n

ABOUT US
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WERT & COMPANY

Analog Twitter

WHAT

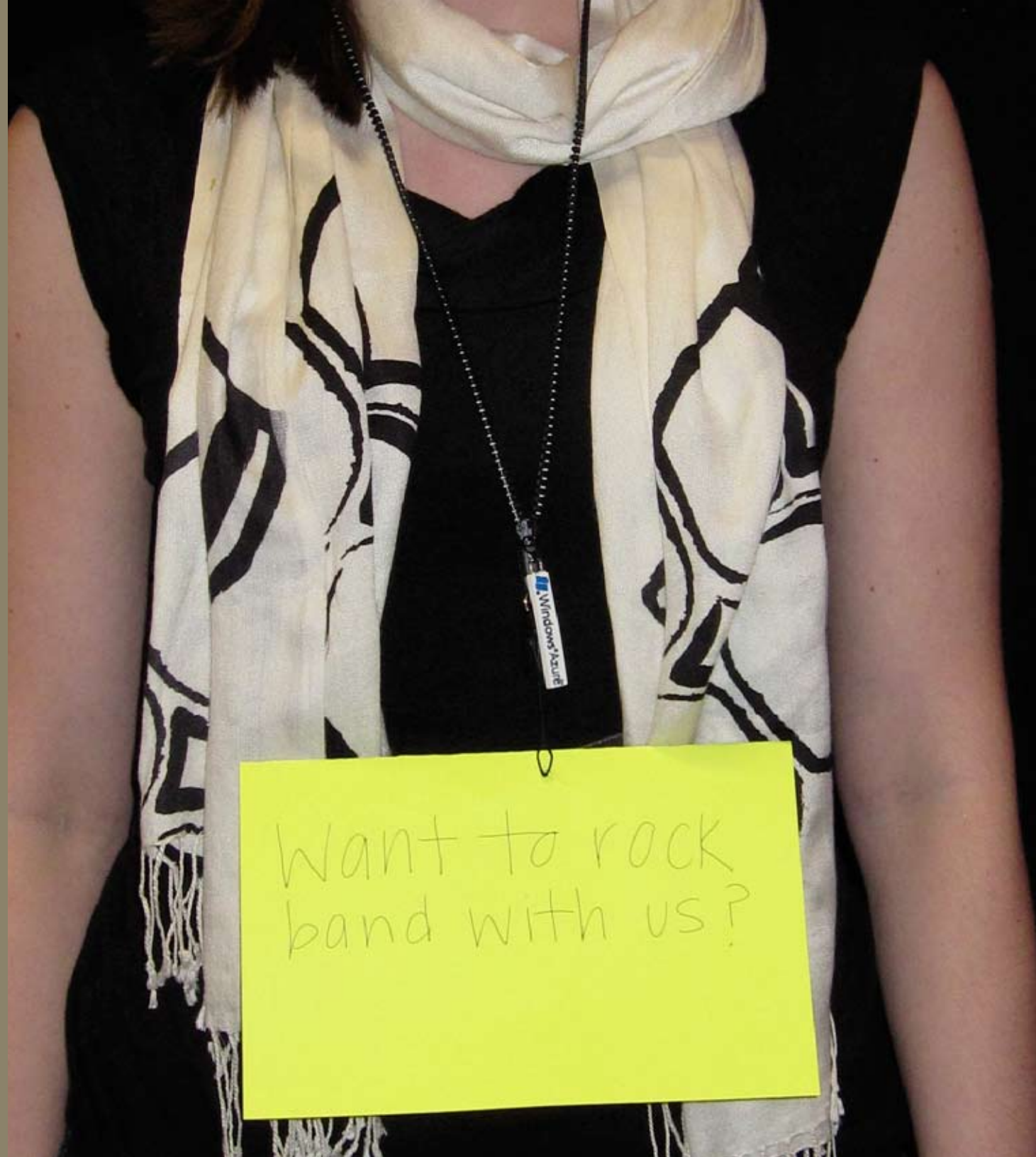
User wears tag at event

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

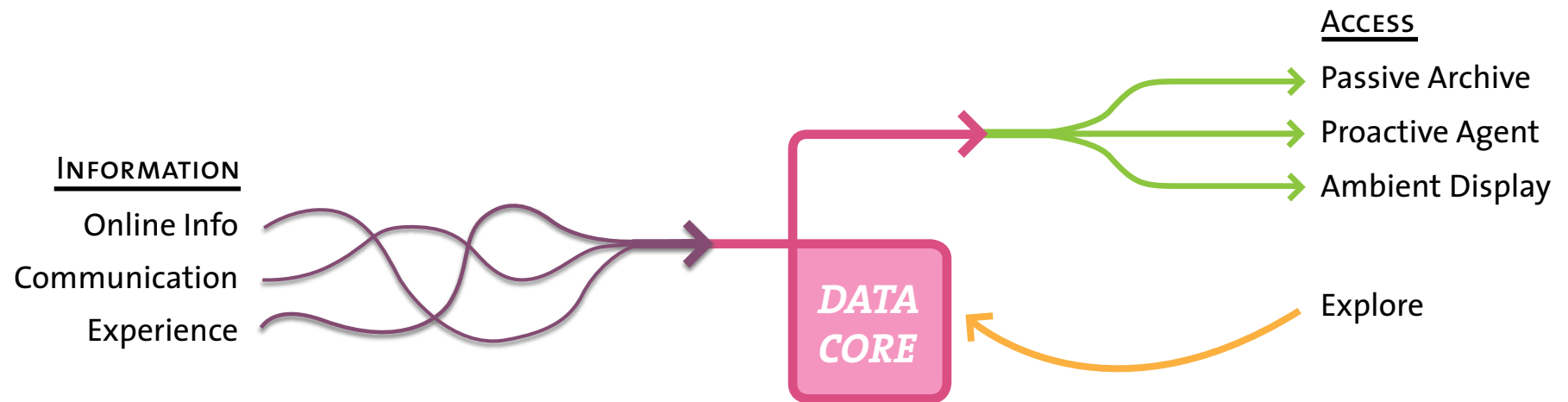
Visualizations leverage connections

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

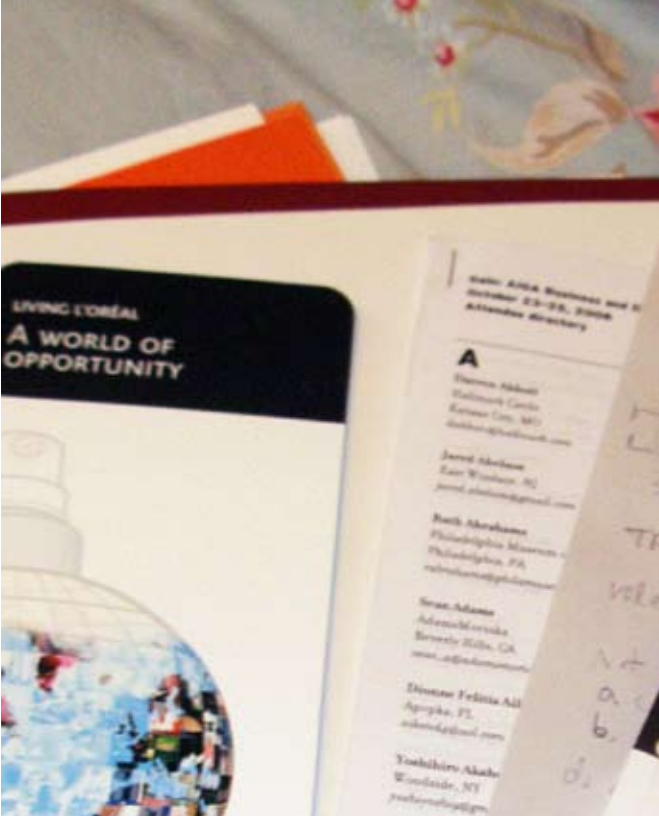
CURRENT BEHAVIOR

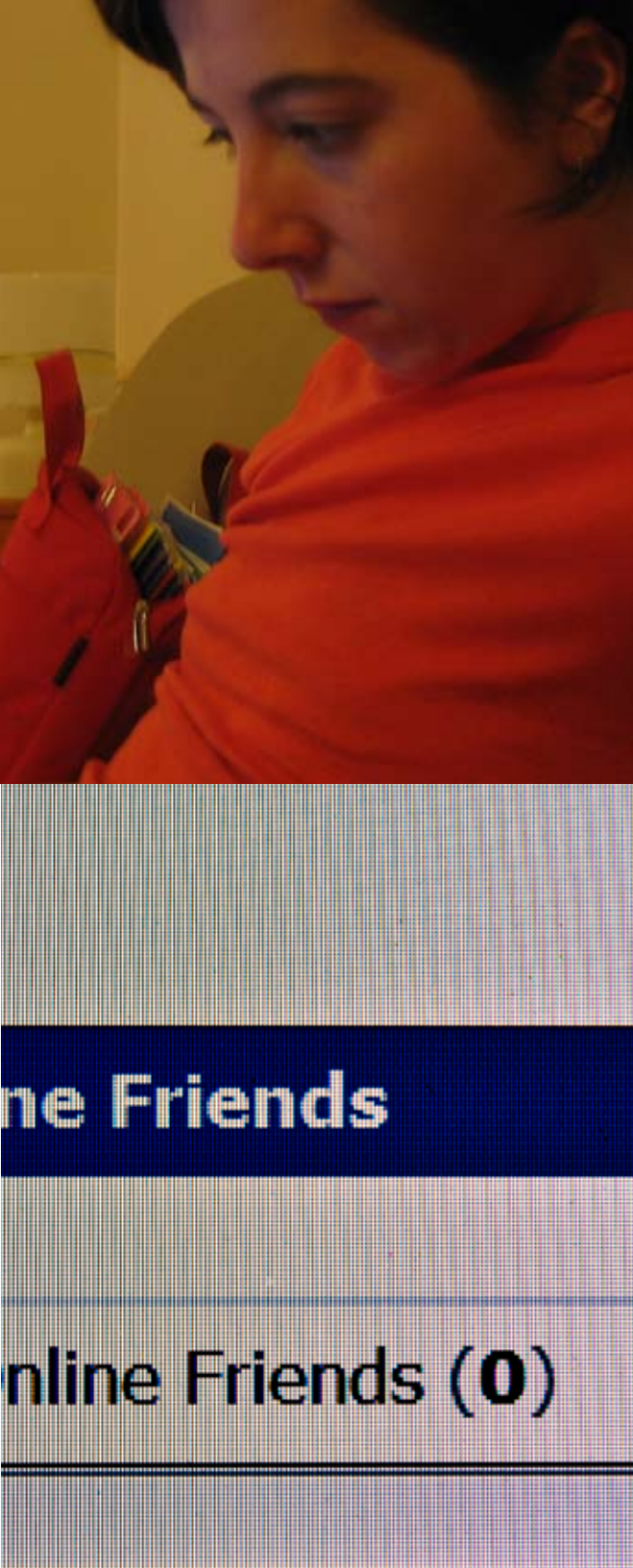
Natural conversationalist
Extensive communication
Large network

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.”

...asked me about the position of an interface Designer position.

...your offer, and it sounds like you would like to discuss with you, the salary and basically I'd negotiate?

Well, I am interested in what you are offering.

Does (no constraints): I have 1.5 years of enterprise software, 1.5 years, that gives me solid experience in the field of software field and not to mention a very good program at Google in the direction of 105-110.

...what you are offering is very good, but I am not sure with Adobe, if you purely want to improve myself.

Well, Ok, that is good to know. I have experience in the field of software field for 1.5 years, that

Negotiation
Oct 9, 2008

Interview prep – In
Oct 15,

...strenuous daily life as a grad student, organized project, master paper, 2 classes, and this semester I am well organized or I don't know in some parts of my life

Google - Mountain View

UX team

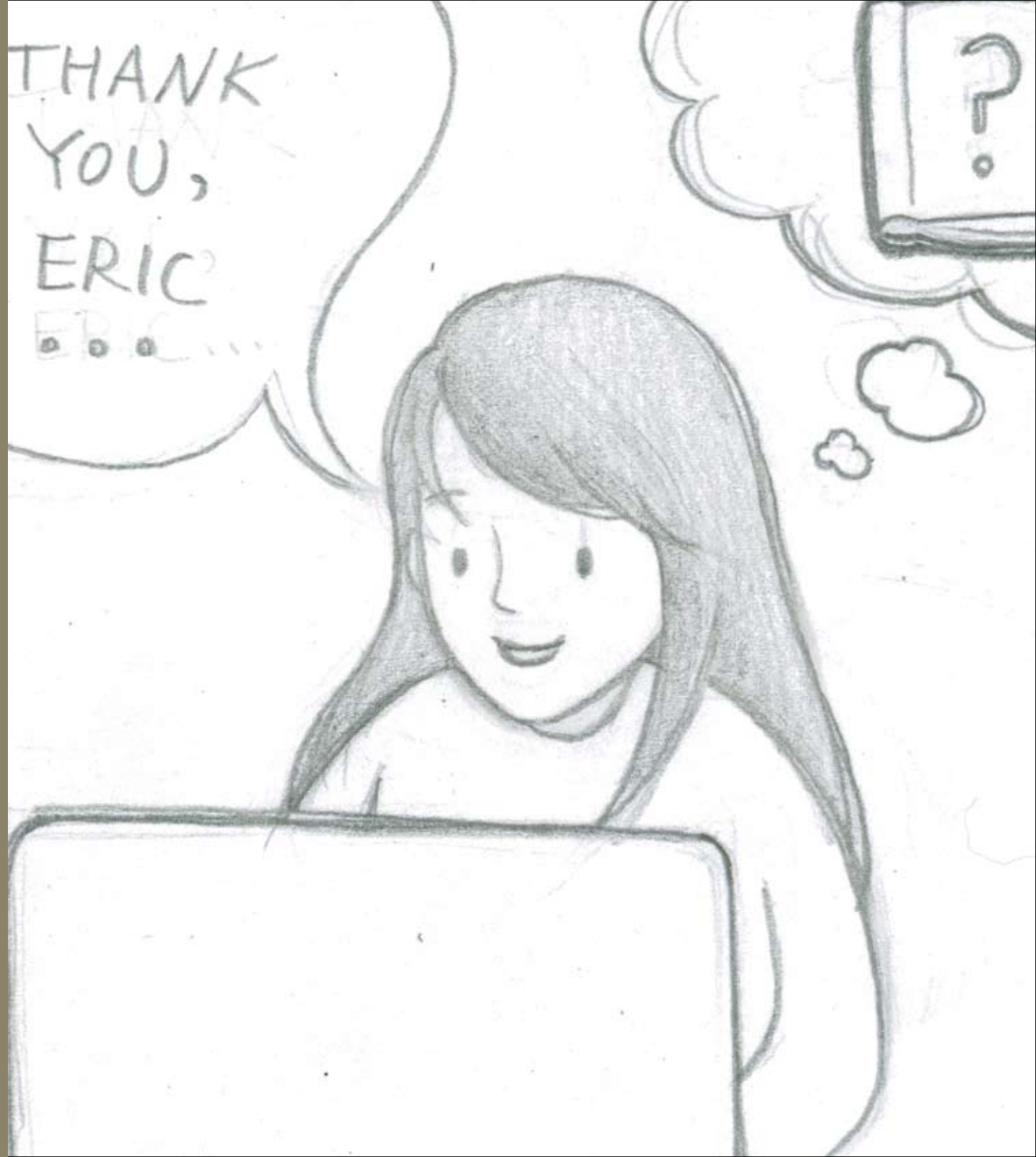
Contact Kelly Nakata this week so.

INTRO RESEARCH CONCEPT NEXT STEPS

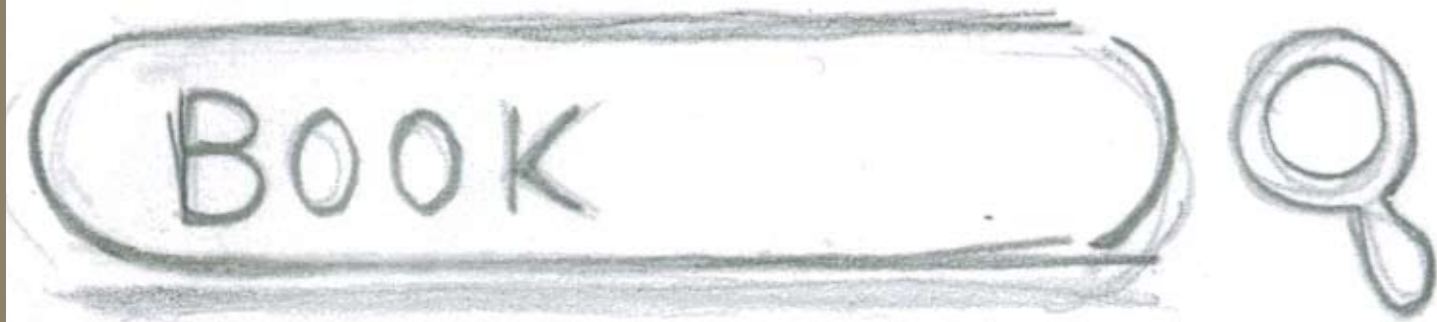
Little Black Book

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.”

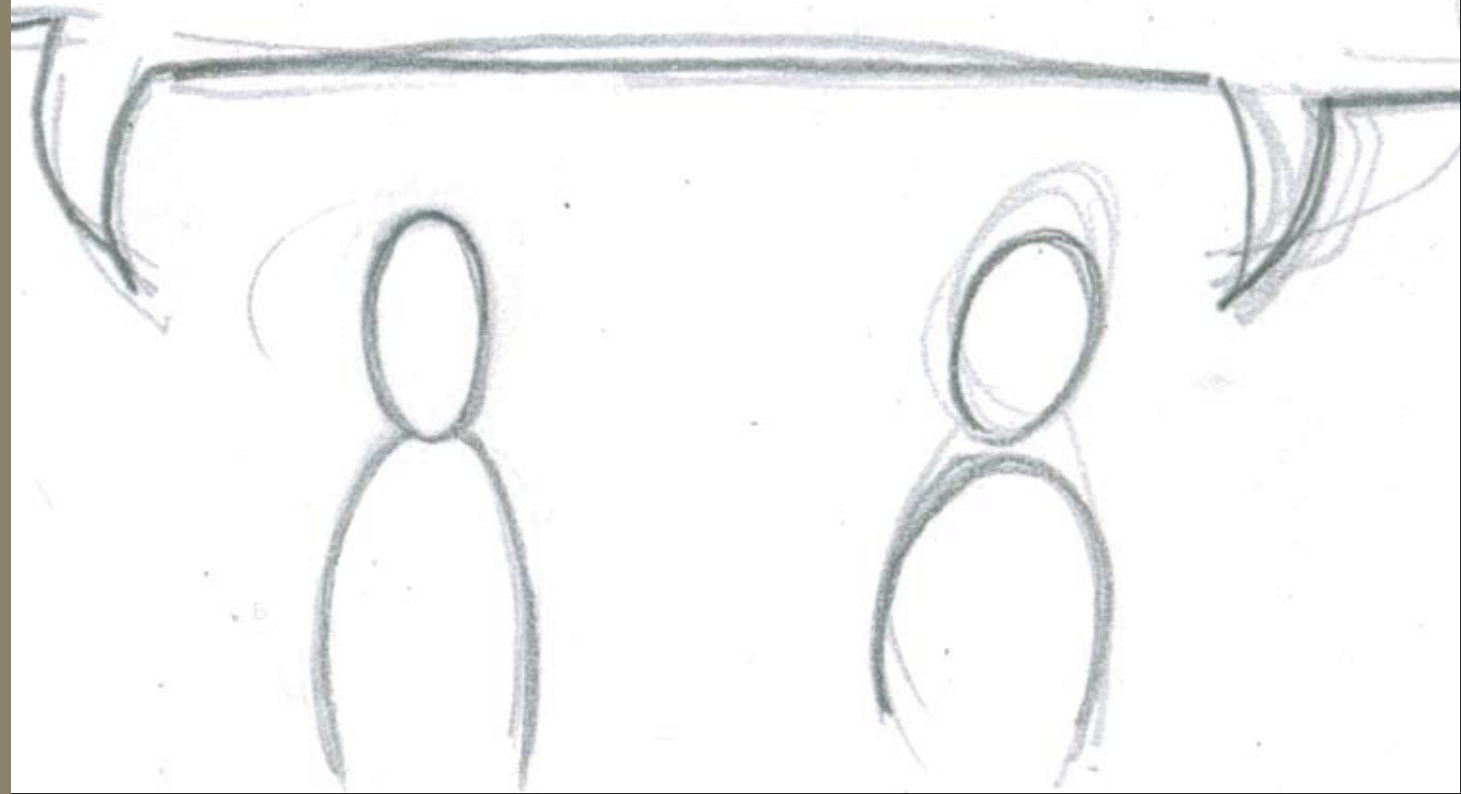


She is shown the relevant portion of the conversation. She mentions the book in her note, and wishes the interviewer luck for his upcoming talk for which he used the book to prepare.

ERIC: _____

BOOK _____

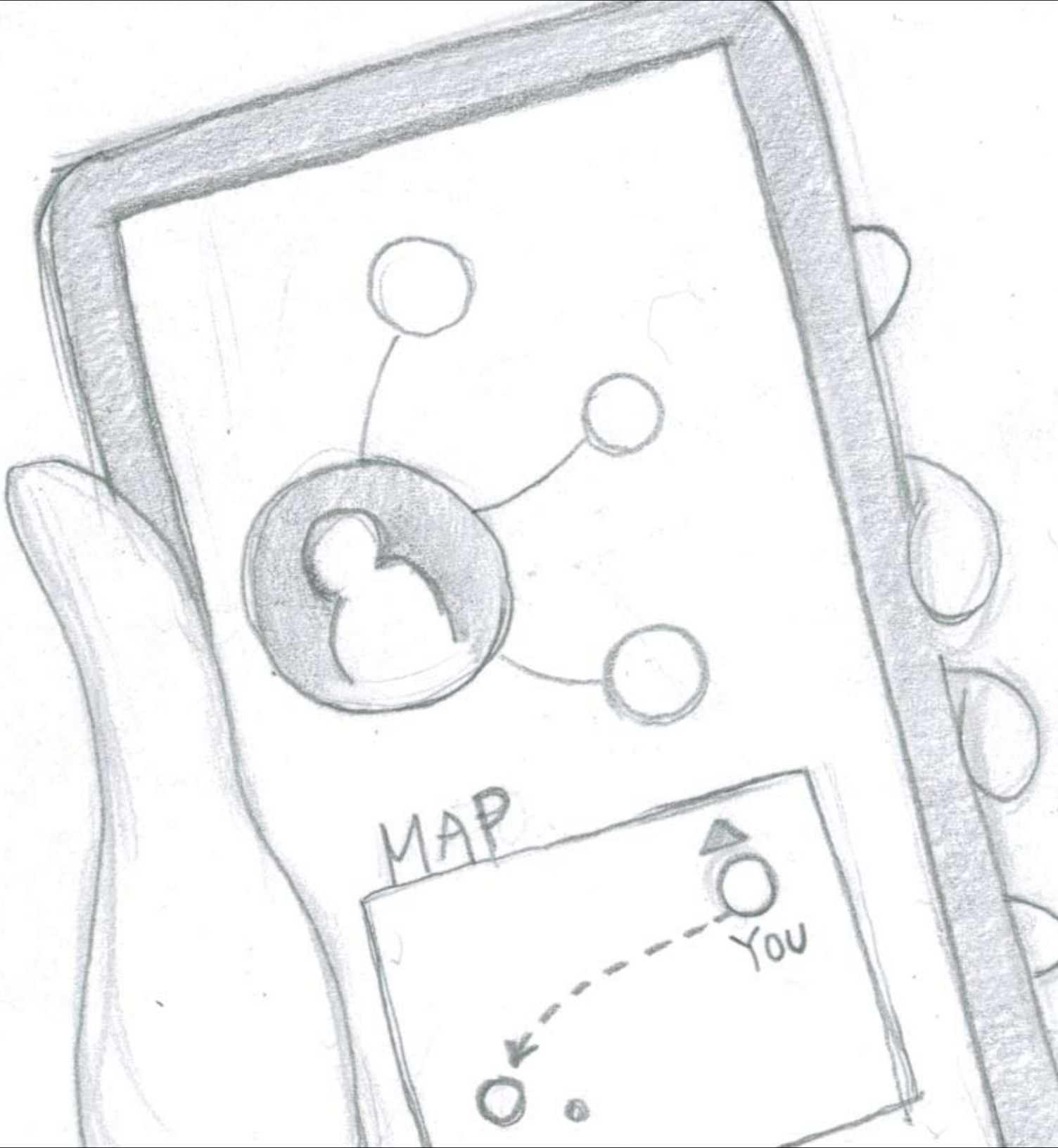
DANA: OH YES, _____





Wingman

Sally attends a
reception
after a lecture.



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



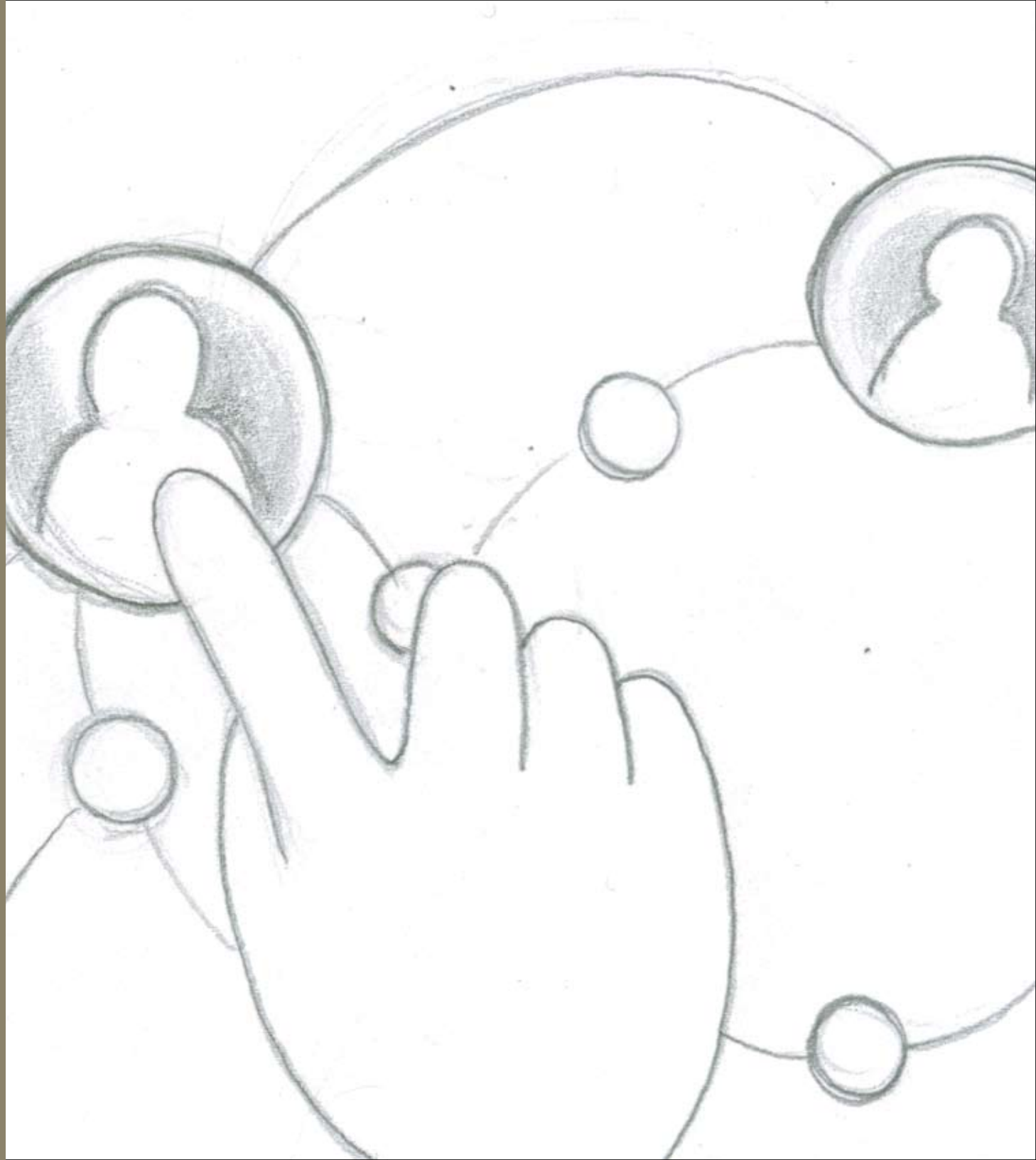
Sally mentions Bill to Liz in conversation and finds out he's taken a new job. The system records the information, updating Sally's database.

Pathfinder

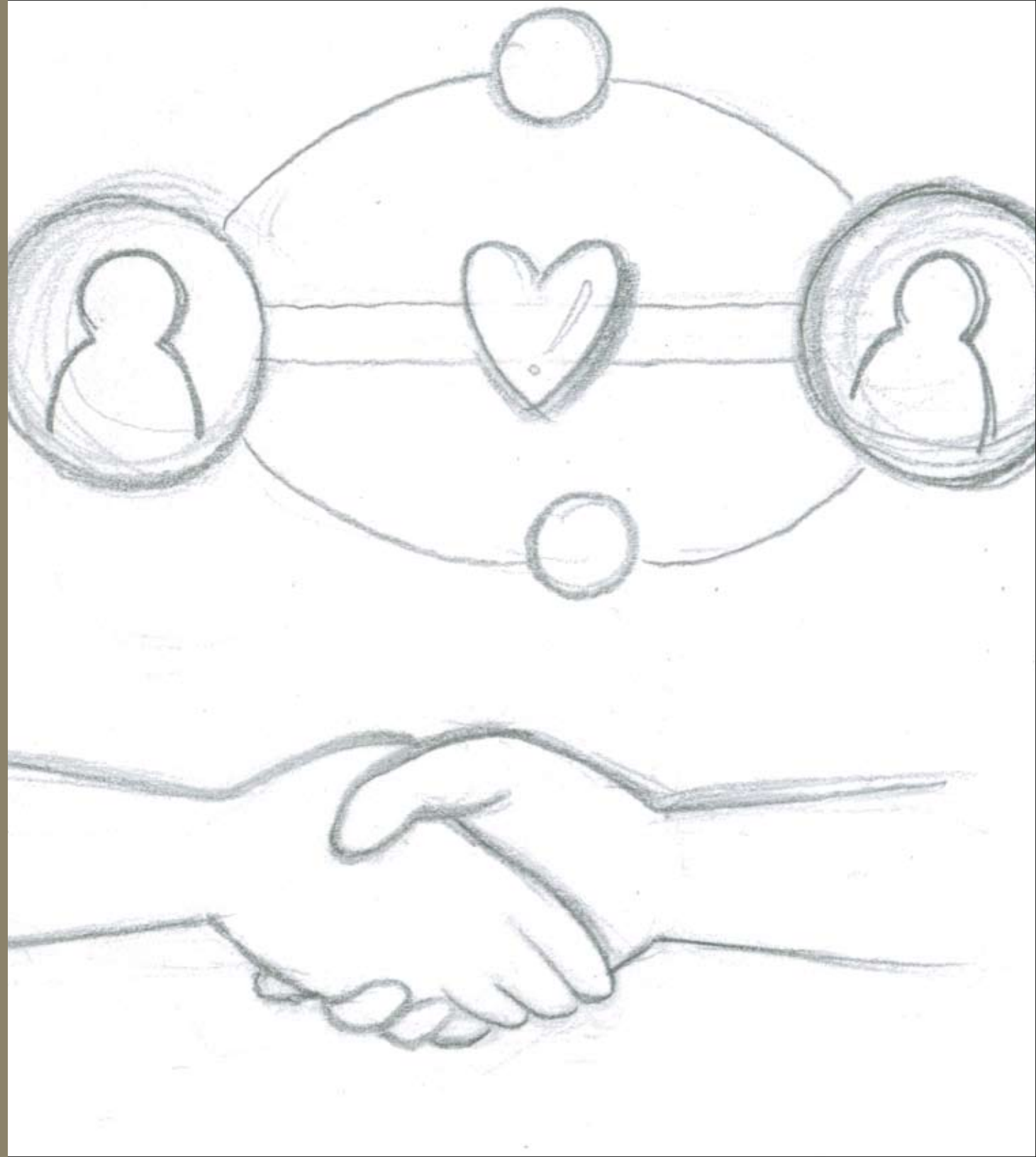
Alex is preparing for a trip by researching the people he's going to interview with.



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