

ASSIGNMENT #2: POVs & EXPERIENCE PROTOTYPES



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INTRODUCTION



Team Uno



★ ZHENG



★ XIAOHAI



★ LUCY



★ CATHY



Education for social mobility

INITIAL POV





JERRY
21
Student
@Stanford University

“CS to fashion was an 180
degree turn for me”

“

We met

Jerry, a 21-year-old Stanford student formerly doing CS but has been exploring a new career path in fashion since the past gap year.

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“

We were amazed that
he started a new career
largely through personal
interactions and learning from
others' experiences.

—••—

“

It would be game-changing
to help him establish effective
and meaningful connections
with industry professionals.

—••—

“

So, with that in mind...

—••—

ADDITIONAL NEEDFINDING



MEET OUR INTERVIEWEES



Stacey

30s

Software Engineer
@Bay Area



Kay

29

Evening and Student Supervisor
@ Bowes Art and Architecture
Library



Rob

56

CEO and Co-Founder
@MyData.Health

We learned...

Work experience is crucial but professional training matters for promotion

Celebrities and key influencers

Lifelong learning!

REVISED POVS AND HMWS



Revised POV

We met Stacey, a software engineer in her 30s who just returned to Bay Area and is actively looking for jobs.

We were amazed to realize that she educates herself by following the industry celebrities on media such as Twitter.

It would be game-changing if she could feel more in sync and relevant to the rapidly evolving tech industry.



HMW

→ Aggregate information generated by industry celebrities to facilitate the learning experience entering an industry?

Revised POV

We met Kay, a 29-year-old Evening and Student Supervisor at Bowes Art and Architecture Library at Stanford.

We were amazed that although she feels ready and confident about transitioning from a gallery job to library, she is enrolled in part-time training program on library studies.

It would be game-changing if the required qualifications can be achieved more accessibly and affordably.



KAY

HMW

- Ensure that her feelings of confidence reflects her abilities?

Revised POV

We met Jerry, a 21-year-old Stanford student formerly doing CS but has been exploring a new career path in fashion since the past gap year.

We were amazed that he started a new career largely through personal interactions and learning from others' experiences.

It would be game-changing to help him establish effective and meaningful connections with industry professionals.



HMW

→ Highlight industry novice's talents and visions to be more readily discovered and picked up by industry professionals?

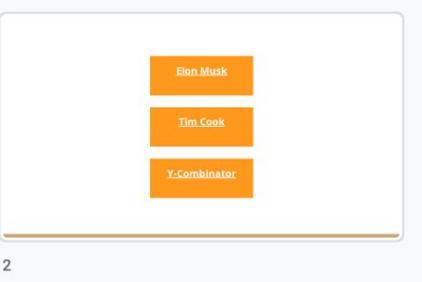
“

Top 3 HMWs
to
PROTOTYPES!

—••—

EXPERIENCE PROTOTYPE #1 - TECH'S IT





Elon Musk

Elon Musk is a South African entrepreneur, engineer, and investor. He is the CEO of Tesla, SpaceX, and Neuralink, and co-founder of The Boring Company. He is known for his bold vision and leadership in electric vehicles, space exploration, and artificial intelligence.

Dribbble

3

Tim Cook

Tim Cook is an American businessman and the CEO of Apple Inc. He has been with the company since 1997 and became CEO in 2011. Cook is known for his focus on user experience and his role in leading Apple's transition to a more sustainable future.

Dribbble

4

Y-Combinator

Y-Combinator is a startup accelerator based in Cambridge, Massachusetts. It was founded by computer scientist Paul Graham in 1998. The program provides funding, mentorship, and resources to help entrepreneurs build successful companies.

Dribbble

5



Yulou
CS Student
@Stanford

Assumption

Using a platform to access to **aggregated information** on news and trends would make individuals feel more **connected and in sync** with the tech industry.

WHAT WORKED?

He instantly understood the
target audience

He instantly understood how
to **navigate through** the app
prototype

WHAT DIDN'T?

His search for information is
usually **not a people-centric**
process, thus not likely to
discover this app on his own

He feels more **kept up** with the
industry celebrities

LEARNED?

He associated the model with
a similar Chinese app that
**allows fangirls stay closely in
loop**

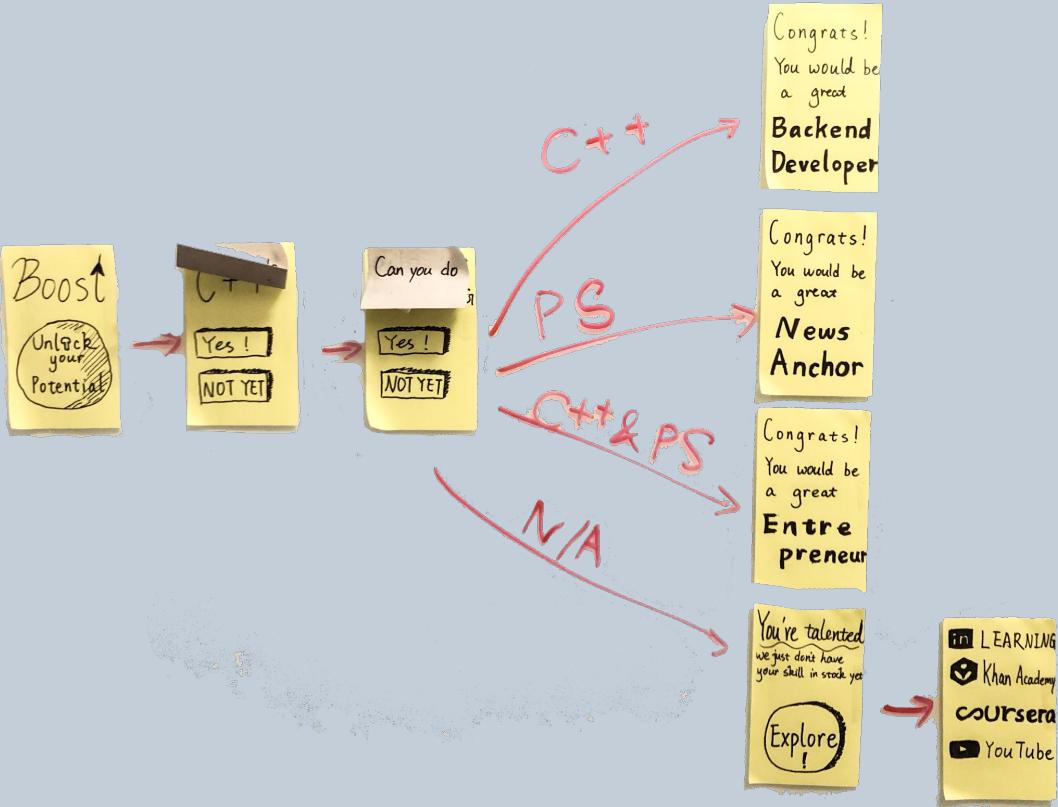
Potential users of this app are
those who **self-select** into this
kind of information sourcing

ASSUMPTION EVAL

Our assumption is **valid** that
this app does make our users
feel **more connected** and
relevant by getting
comprehensive information
about something of their
interests

EXPERIENCE PROTOTYPE #2 - BOOST





Ally
SSP Associate
@Stanford

Assumption

Through **recognizing the set of skills one has**, he or she would feel **more confident** about finding jobs that suit the particular skill set.

WHAT WORKED?

She picked up the task
effortlessly

Intuitive interface

WHAT DIDN'T?

She **didn't** feel like there was
a boost of confidence

LEARNED?

She felt like she would be more **confident** if she could get **more validation** from going through the quiz

She thought **low-level, concrete skills** are **not sufficient** for matching people to jobs and self-checking

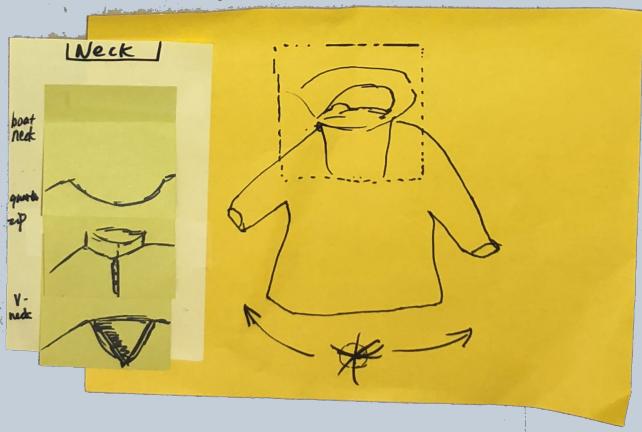
She suggested **more high-level, abstract questions** such as: "Have you picked an outfit for others?"

ASSUMPTION EVAL

Pleasant and reacted positively to seeing the final page of job match

EXPERIENCE PROTOTYPE #3 - FITUP





McArdle

28

Visual Storyteller

@SF

Assumption

Taking out the **hard requirements** on technicality would elicit more **creative expressions** from individuals in the fashion industry and help them better **demonstrate ideas and vision**.

WHAT WORKED?

The interface was **instantaneously** intuitive

Right away recognized where the decorator/overlay would go on the garment

Incorporated his **aesthetic tastes** into his testing

WHAT DIDN'T?

Confused the spin-around icon with a different usage

Felt a bit **underwhelmed** by the **limited** features our prototype offered; difficult to envision what it would feel like to use it in real life

LEARNED?

“It’s hard to feel super creative
in a short time”

It is often better to **entrust the participant** with the freedom
to mess around with our
prototype

ASSUMPTION EVAL

He seemed pleased and entertained to play around with the drag-n-drop features of the interface, even though we couldn’t give him the freedom we wished due to material constraints.

SUMMARY



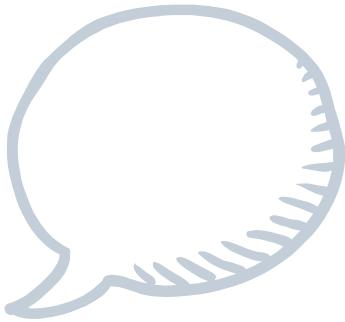
★ SUMMARY ★

What did we learn?

- Individual variations
- Accuracy of design

Next step?

FitUp! But with more freedom and better 😊



THANKS!

Any questions?

APPENDIX

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Experience Prototype Pictures

Interview And Testing Pictures

2nd Round Interview Question Guide

2nd Round Interview Consent Forms

2nd Round Interview Notes

2nd Round Interview Empathy Maps

2nd Round Interview Recordings



Full Analysis(Unabridged everything, please read)

Final Written Report