ASSIGNMENT #1: NEEDFINDING

Team *Alles Gut*: Lucy Zhu, Zheng Lian, Xiaohai Liu, Cathy Wang



Education for social mobility









XIAOHAI

LUCY

CATHY



5

People interviewed

17-25

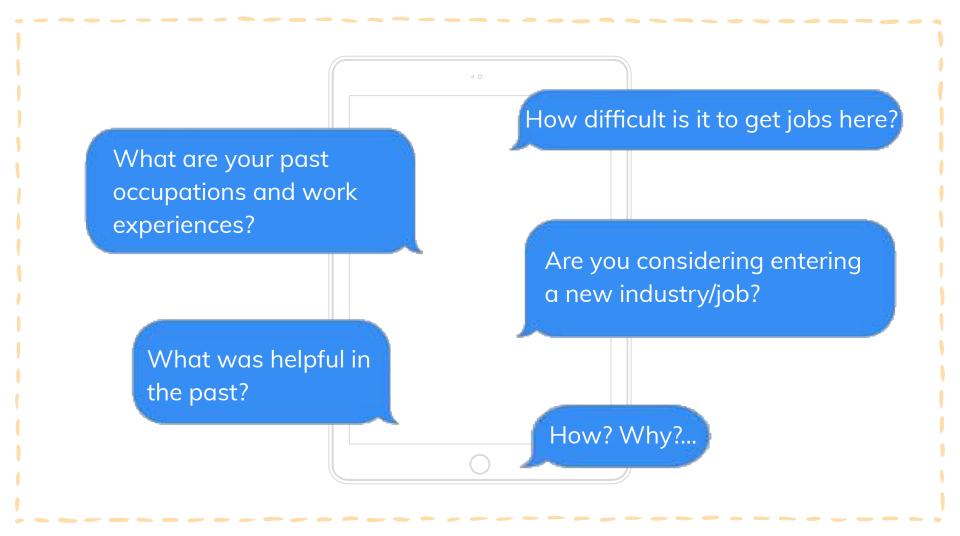
Age range

3:2

Male to female ratio



University Ave. Palo Alto







JINCHEN

24 Student @Sofia University

"I am not a traditional student, nor an industry professional, I am STUCK"



SEAN

25 Skin Specialist @Forever Flawless

"I love skin"



ANGIE

18 Cashier @T4

"My mother cannot support us financially as a single mom"



BROOKE

17 Barista @Peet's Coffee

"I've been working since I was 11"



JERRY

21 Student @Stanford University

"CS to fashion was an 180 degree turn for me"



Say

- → Grew up in an underfunded region
- → Forensic pathology(FP) feels intimidating
- → Supported by single mom
- → Dropped out of school

Do

- → Frequent hand gestures to organize thoughts
- → Confident mannerism
- → Very candid about personal experience

Think

- → Job competition is an obstacle
- Certified educational programs are helpful but scarce and out of reach
- → Gender discrimination could be an impediment in FP

Feel

- → Slight doubt about fitting into the field of FP
- → Intimidated
- → Stuck
- → Motivated

Say

- → Trust people's suggestions
- → Likes working, wants to feel independent
- → Started working since 11

Think

BROOKE

- → Against taking an unenjoyable path
- → Personal experience has great value
- Online resources are helpful career guidances

Do

- → Guarded at first
- → Nervous chuckles at some phrases
- → Multitasking effortlessly

Feel

- → Stressed
- → Overwhelmed
- → Unsure
- → Serious

Say

- "It all boils down to if you have the balls to talk to people"
- "Only thing that stops you from doing things is yourself"
- → "Just had to convince people to bet on me and watch them do it"

Do

- → Relaxed
- → Eyes looked away
- → Laid back and reflective
- → Sat back up in between, excited

Think

- → He is equipped to do fashion without formal training
- → Ability to get a job depends on your willingness to take the leap
- → Vision more important than technicality in the field of fashion

Feel

- → Ballsy
- → Confident
- → Independent
- → Uncertain of future, but hopeful
- → Inspired



- Most think a sense of **independence** is important, but are grounded by **financial constraints** and **influenced by people** around them
- All value exposures to professional experience and advice
- Some fields require great **professionalism**, others are about **connections and visions**
- Many people go to **YouTube/videos** rather than journals and articles
- Professional training programs are usually **not accessible**, **unaffordable**, and/or too **competitive**



- How to pinpoint **professional subdomains** that require our attention?
- How to bridge the gap between professional programs and the underprivileged population?
- How do we make people feel confident and independent to pursue their career?
- How do we **lower the opportunity cost** for people pivoting to a new career?

INSIGHTS

Professional experience and advice are valuable

People value social and financial independence

People usually find themselves disconnected from certain fields of professions

NEEDS

To meaningfully and effectively connect with industry professionals

To pursue self-actualizing career pressure-free

To gain access to various fields of profession



We focused on: Connections with industry professionals Pivot to a new industry with low opportunity cost Foreseeable paths to career development



Any questions?

APPENDIX

Signed Consent Forms Interview Question Guide Interview Pictures Interview Recording Unabridged Interview Analysis