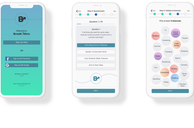
Breakthru

An app that helps people find their passion



Project Overview

Breakthru is a native IOS app designed to help people find their passion in life. This was a 10 week project that I worked on during my time at Brainstation. During this project I carried out a mix of quantitative & qualitative through primary & secondary research, created and user tested my MVP, and delivered a final high-fidelity interactive prototype.

Role	Timeline	Tools	Project Type
Product Designer	10 Weeks	Pen & Paper Sketch Figma Invision	Academic

View My Prototype

Foreword

The reason I chose this particular project was twofold. I wanted to choose a problem that I could resonate with and that was also affecting people today. It took a long time for me to land where I am today in my career journey and I'm still only really getting started. It made me wonder - is there a better way to help people like me who have struggled to find their way in life? This was the initial guiding question for my investigation.

Part One

Research

Problem Space

The problem space I chose to explore was why people have a hard time finding something they are passionate about in their work. This problem touches on many different areas in life and it holistically is the only way to start tackling the problem. Psychologically, people are often crippled by the overwhelming choice of deciding what to do with their career. There is always this sense that maybe the grass is greener on the other side. Hays Canada reported 47% of Canadians as being unsatisfied with their current employment. With this in mind, I looked at a couple of factors that mind hinder people's satisfaction at their current employment.

48% of workers **left their employment** because it **didn't meet their expectations**

It can cost between **$75-$150 / per hour** for a **career counsellor**

The **average number of jobs** someone will have throughout their **career is 12**

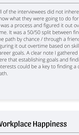
65% of children entering grade school **will work in careers that don't exist yet**

How Might We...

How might we help people find their passion at work so that they don't end up working unfulfilling jobs throughout their careers?

Primary Research

With sufficient secondary research to go off of, it was time to ask the people about their experiences on the journey to finding career success. I created an interview script, established my participant criteria, and then proceeded to interview 4 people over zoom. After organizing the findings, I boiled down my insights in a mapping exercise and came up with these 4 themes.


Interview Script

Introduction

Warm Up Questions

Task Specific Questions

Education

School proved to be an inefficient resource to prepare one for the workforce. It offered limited preparedness for what to expect in the workforce. This is an issue because there is a disconnect between what one learns in school and what one can actually expect in the workforce.

Career Discovery

All of the interviewees did not inherently know what they were going to do for work, it was a process and figured it out over time. It was a 50/50 split between finding the path by chance / through a friend and figuring it out overtime based on skills and career goals. A clear note I gathered from here that establishing goals and finding interests could be a key to finding a career path.

Mentorship

Guidance was both passive and direct but it definitely was a factor in steering a person's career choices. One of my interviewees was heavily influenced by their parents while the others had sporadic conversations with friends and family that helped point them in a good direction.

Workplace Happiness

A common theme for workplace happiness really centered around the culture and colleagues. Both having people to rely on / call a friend as well as them being able to challenge and help you grow professionally was the most important factor. Being able to develop and thrive in the environment is crucial to my interviewees success.

Competitor Analysis

	Fuel50	Gladeo	Job Bank
Skill Evaluation	✓	✓	✓
Career Planning	✓	✗	✓
Career Guidance	✓	✓	✗
Inspiration	✗	✓	✗
Information	✓	✓	✓
Pros	Good for companies looking to retain employees	Has good information on many different career paths	Has an extensive listing of jobs as well as statistics
Cons	Not as good for entire planning out of a career change	Website very static with no call to action — only for the US	Does not offer full package of building a career change plan

Before I was ready to start creating my persona — I needed to scope out the market and see what was already out there. I found a few competitors in the market that offered similar services however, they did not yet have an app for this service. Similarly, they lacked a unique experience centered around helping users discover their passion. There was an opportunity to create a full suite solution that would guide the user through the process.

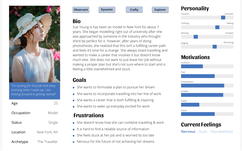
Part Two

Synthesis

Persona

With my interviews completed and new insights to guide me, it was time to create user personas. I used my interviews as the basis for their creation and took the pain points from each of my interviewees to create two unique personas. They each had the same problem but from two perspectives I was able to better capture the entirety of the problem.

Persona #1


Alexander Jones User Persona

Goalless | Intelligent | Inquisitive | Driven

Bio

Alex has been interested in history since he was a young boy. He always loved learning about early civilizations and understanding how they developed into what they are today. He naturally thought becoming a professor would be the answer to his career question but soon found that it was not the right path for him. He felt like he was disappointed and anxious about history, he realized that becoming a professor was not the life he saw for himself. He decided it was time to make a change and he started his journey to finding a career that is outside of school. He feels unprepared for the future and is overwhelmed by his next steps.

Goals

- He wants to learn new skills for the workforce
- He wants to find something that he's passionate about
- He wants to be challenged in his new career
- He wants to be figure out his next steps ASAP

Frustrations

- Lack of confidence in education is the right approach
- Wasn't considered any other sessions he'd like to pursue
- He feels as though he needs to make this change soon
- Feels underprepared for anything outside of education

Personality

Introvert / Extrovert
Analytical / Creative
Goal Oriented / Flexible
Detail Oriented / Big Picture
Practical / Imaginative

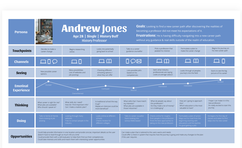
Motivations

Stability
Independence
Recognition
Security
Growth
Contribution

Current Feelings

Confused | Curious | Anxious

Persona #2


Sue Young User Persona

Observant | Dynamic | Crafty | Explorer

Bio

Sue Young is has been an model in New York for about 7 years. She began modeling right out of university after she was approached by someone in the industry who thought she would be a great fit for the industry. Since her promotions, she realized that this isn't a fulfilling career path and feels it's time for a change. She always loved travelling and thinks that this could be a great opportunity for her to see much more. She does not want to just leave her job without making a proper plan but she's not sure where to start and is feeling a little overwhelmed and stuck.

Goals

- She wants to formulate a plan to pursue her dream
- She wants to incorporate travelling into her line of work
- She wants a career that is both fulfilling & inspiring
- She wants to wake up everyday excited for work

Frustrations

- She doesn't know how she can combine travelling & work
- It is hard to find a reliable source of information
- She feels stuck at her job and is worried to too late
- Nervous for the future of not achieving her dreams

Personality

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Analytical / Creative
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Practical / Imaginative

Motivations

Stability
Independence
Recognition
Security
Growth
Contribution

Current Feelings

Nervous | Curious | Anxious

Experience Mapping

Now I needed to further dive into the pains and feeling for my primary persona. Through this mapping exercise I outlined the opportunities there were to intervene and create unique solutions. It gave me perspective on each part of the journey and made me reflect on the thoughts and feelings one may have while trying to discover their career.

Andrew Jones

Age 25 | Single | Student

"I don't know what I want to do with my life"

Persona | Touchpoints | Channels | Doing | Emotional Experiences | Thinking | Doing | Opportunities

Part Three

Ideation

Persona