

Career Connections

Colorado Technology Foundation
& Denver Public Schools

Universal Mind



We are Universal Mind.

Universal Mind

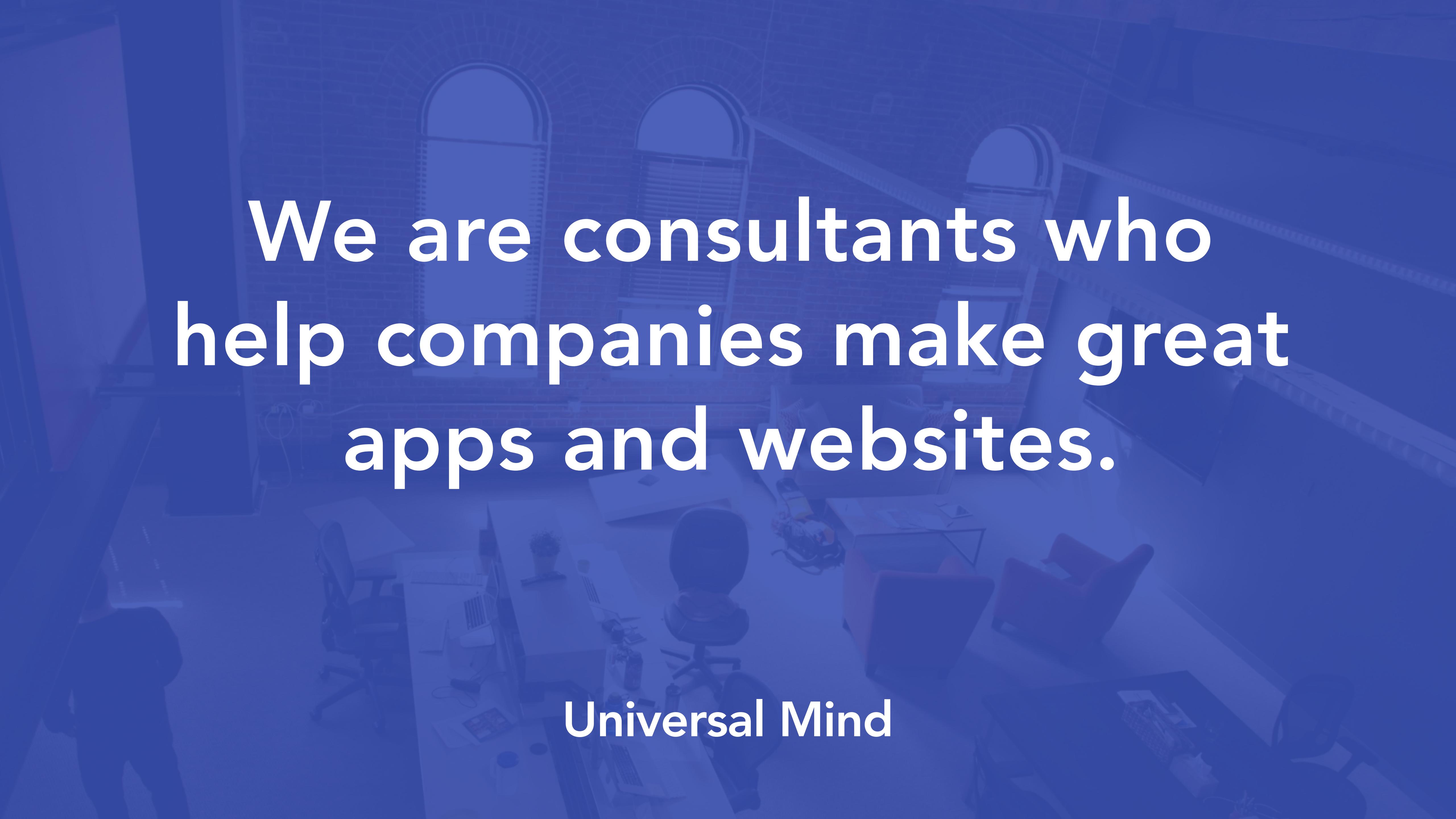


We are creators of
digital connections
that redefine futures.

Universal Mind

Types of Companies

- ▶ Traditional companies do or make something they sell to consumers.
- ▶ Consultants have expertise, and sell their time to people who need help.



We are consultants who
help companies make great
apps and websites.

Universal Mind



What do you want to do?

Welcome,
Scott

Upcoming Calendar Events

Ultimate Frisbee
James A. Dillon Park

11:03 am

Our Expertise

- ▶ Strategy: What should your website do? How will it make money?
- ▶ Design: What do people need? How should it work? How should it look?
- ▶ Development: Make the website.
- ▶ Project Management: Keep the project on track.

Sales Demand Gen Practice Evangelists

- ▶ Make introductions to companies
- ▶ Meet, investigate, understand; create contracts and get signatures

Marketing Operations Finance

- ▶ Understand our customers and how to talk about Universal Mind
- ▶ Make the organization run financially - monitor sales force



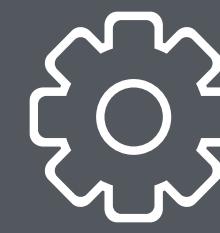
Strategy

- ▶ Research what a company should make and how to organize their team
- ▶ Education: Economics, Psychology, Design
- ▶ How to compete: Learn a lot about everything
- ▶ Salary: \$60k - \$140k



Design

- ▶ Design the interface for the website
- ▶ Education: Architecture, Graphic Design, Art
- ▶ How to compete: Learn to code or do research
- ▶ Salary: \$40k - \$130k



Development

- ▶ Program in HTML, JavaScript, Java, C++, .NET
- ▶ Education: Computer science, math, architecture
- ▶ How to compete: learn design too!
- ▶ Salary: \$50k - \$150k



Project Management

- ▶ Manage expectations and timelines
- ▶ Education: Background in development, strategy, or design
- ▶ How to compete: Learn as much as you can about development, strategy, and design.
- ▶ Salary: \$60k - \$130k

How we work

Universal Mind

SOLUTION FRAMEWORK



Kickoff Workshop



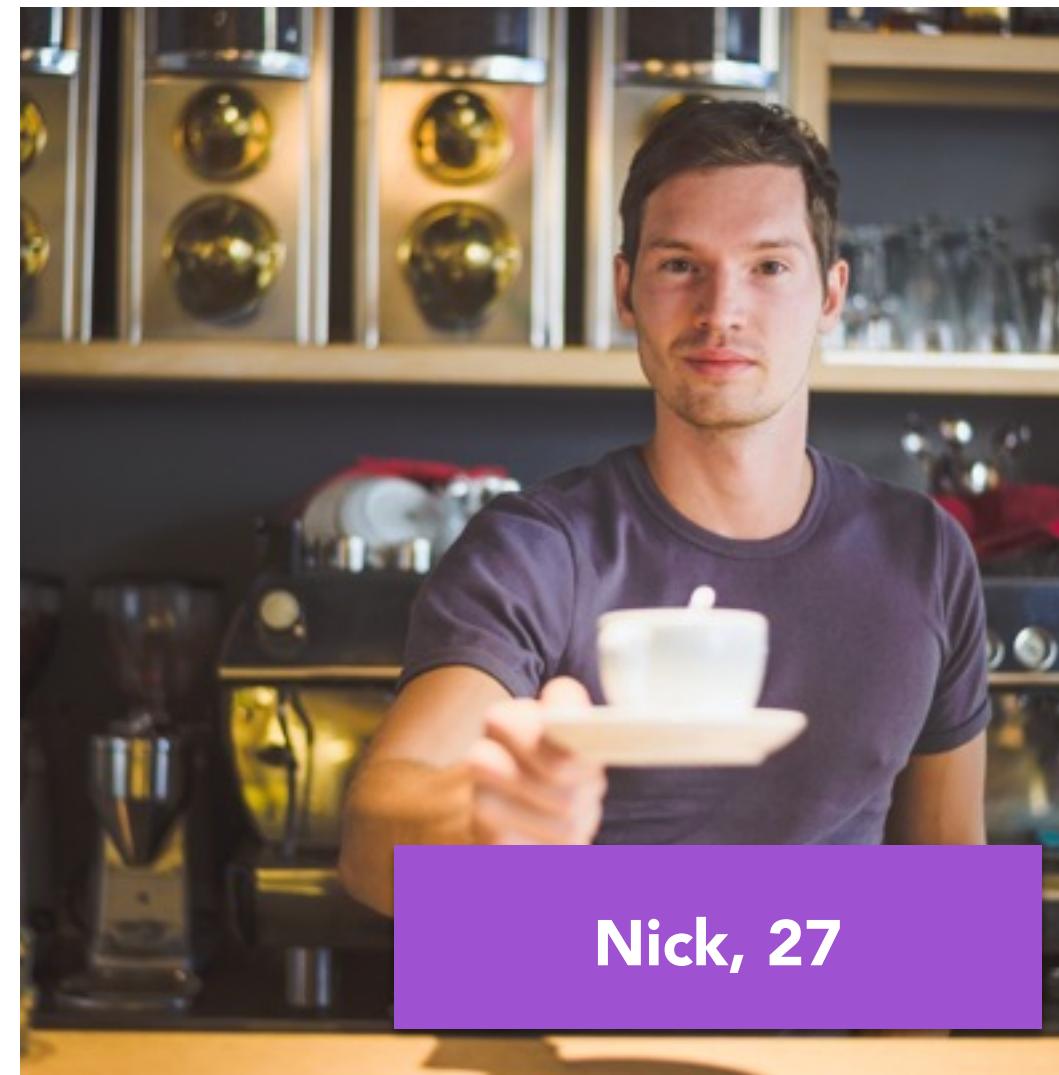
Customer Interviews



Karen, 26



Stephanie, 34



Nick, 27



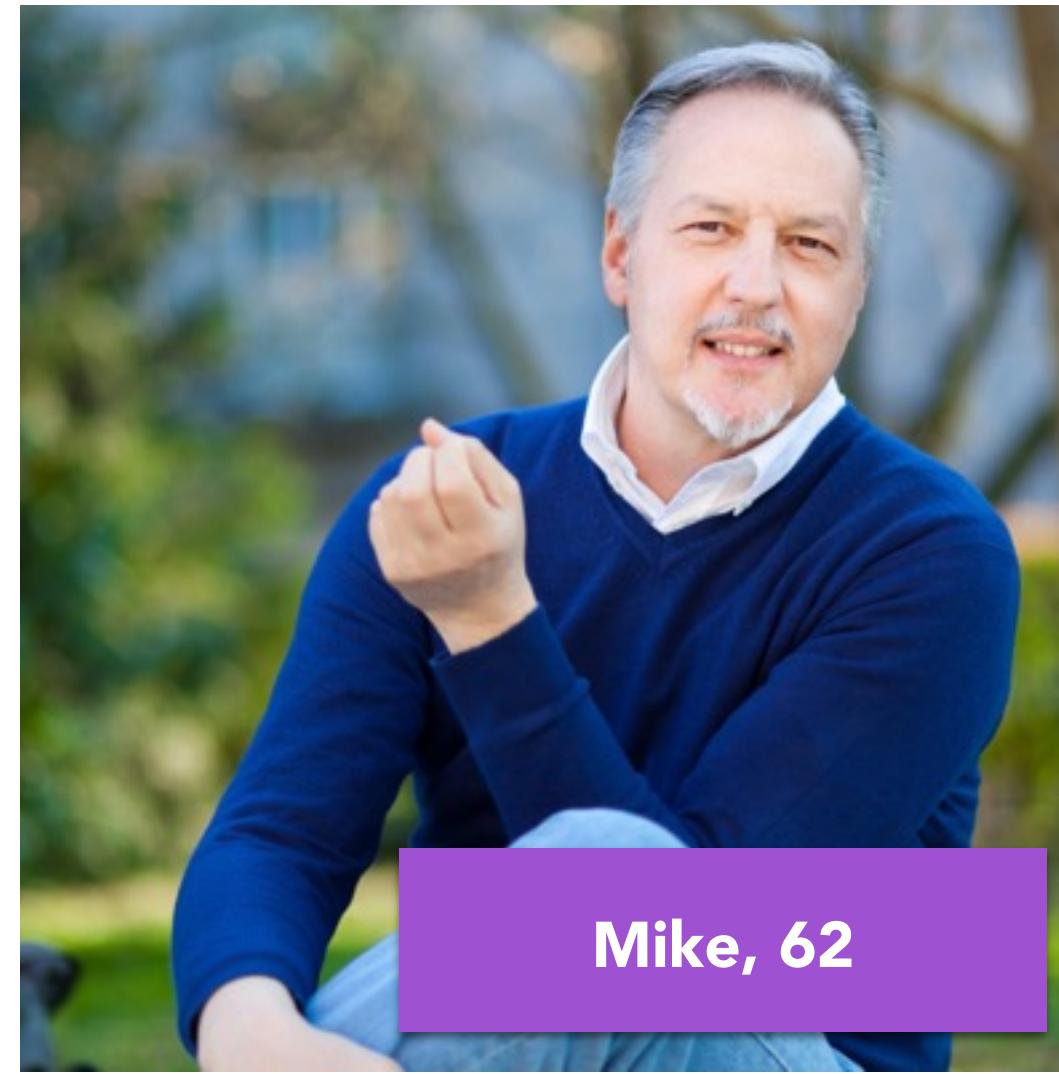
Les, 64



Stephanie, 55



Dan, 45



Mike, 62



Alicia, 33

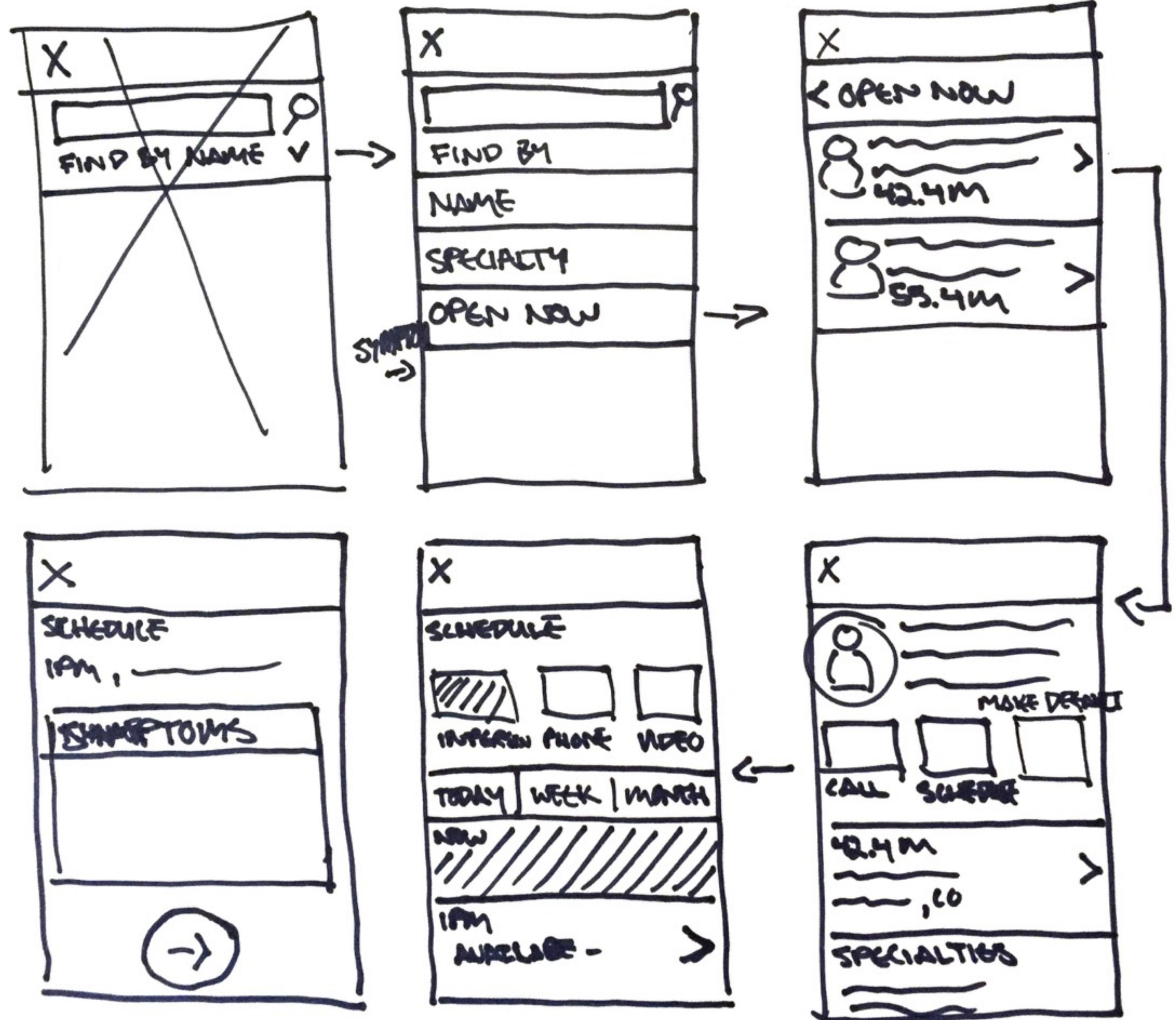
Competitive Analysis



Brainstorming



Sketching



Wireframes (software “blue prints”)

1

The dashboard features a large, bold 'Peak Points' total of 3,025. Below the total, there is a section for 'Alerts' with a 'Switchback Salads' coupon offer. At the bottom, there are four navigation icons: 'Health Tracker' (heart icon), 'Find a Doctor' (doctor icon), 'Symptom Finder' (cross icon), and 'Your Plan' (checklist icon).

2

The Symptom Finder screen displays a search result for 'I have a cut'. It shows three treatment options: 'Stitches' (\$50 - \$150), 'Infection' (\$100 - \$250), and a note about finding a nearby Pharmacy. There is also a camera icon with a photo placeholder at the bottom.

1

Dashboard

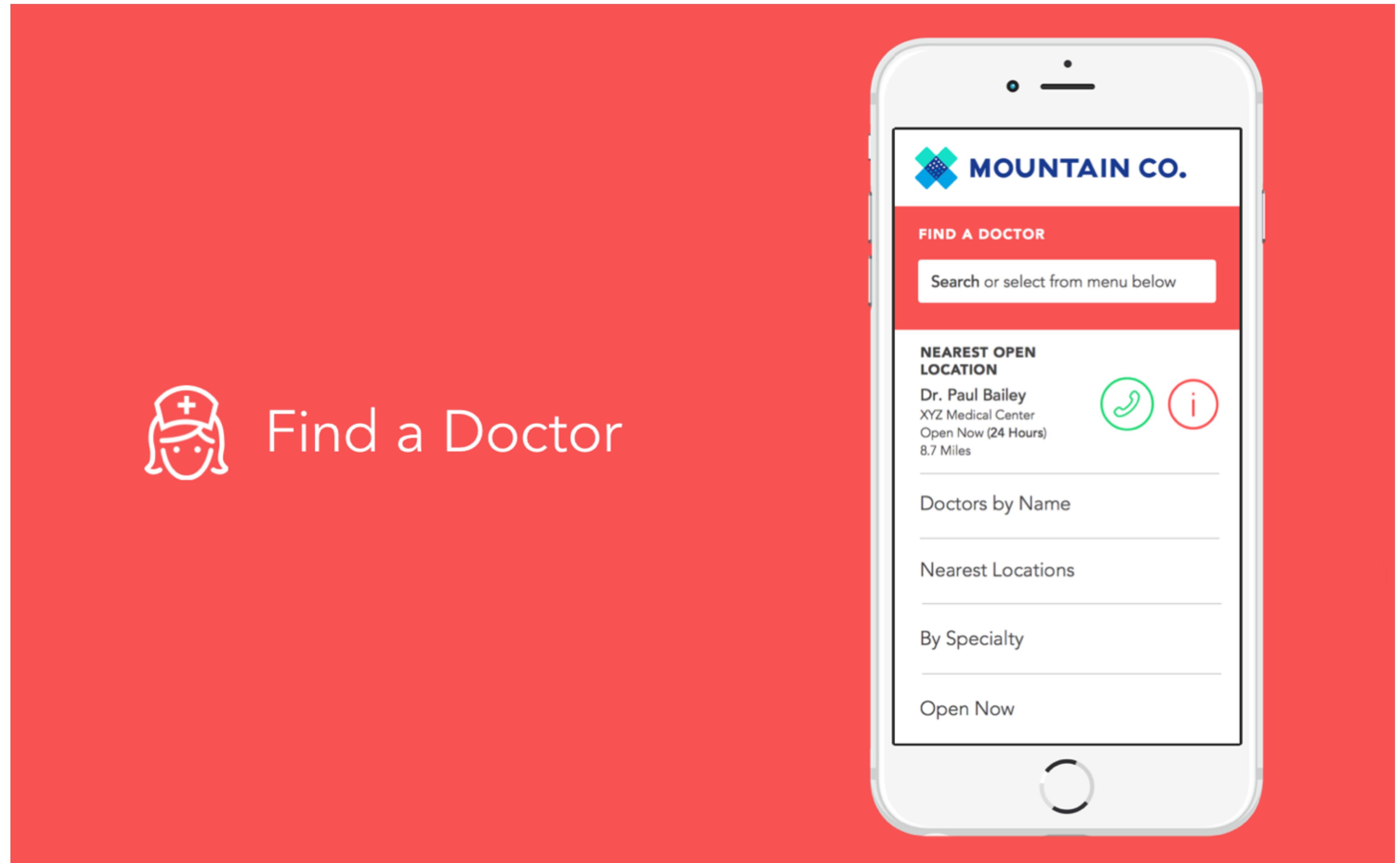
The Dashboard is an overview of everything the app has to offer. The “peak points” is a concept that encourages preventative care by earning points on daily steps and using coupons or offers from the local community.

2

Symptom Finder

The Symptom Finder allows for a quick search and offers suggestions on where you can go to seek treatment and an estimate of what it might cost. You can also upload a photo who will respond within minutes via phone.

Visual designs



Programming & QA & Deployment



Delivery



CREATIVE MORNINGS

DENVER

TM

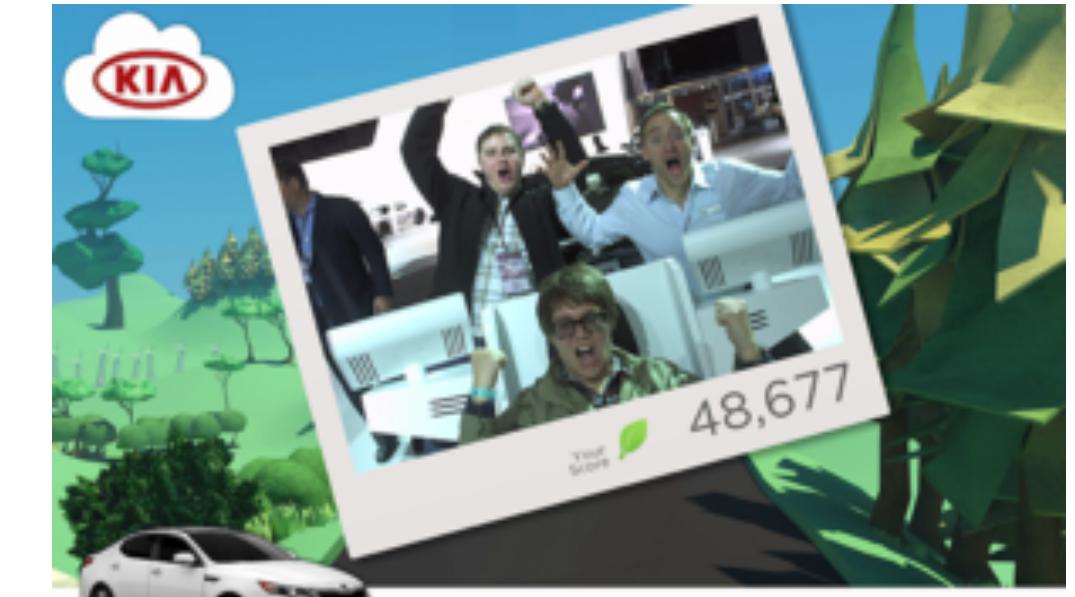
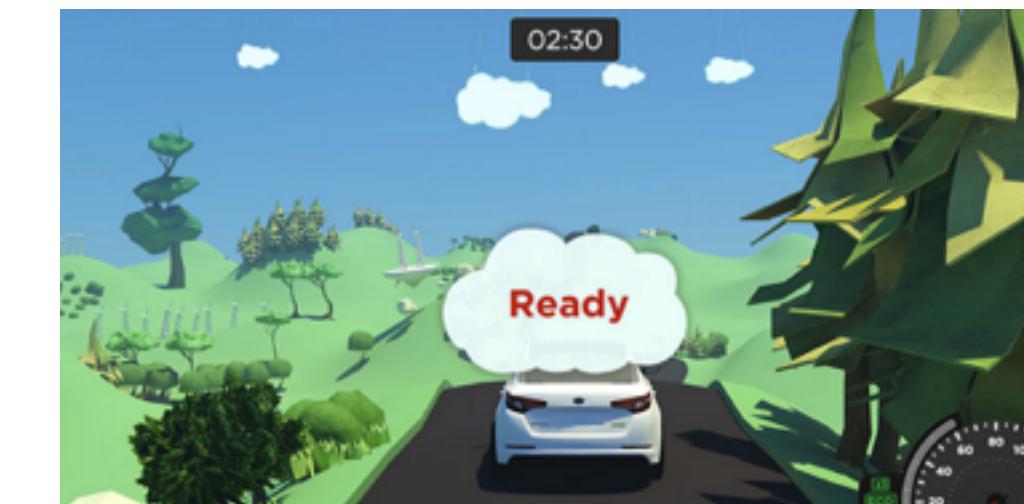




Case Studies

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Automotive Retail Experience



Kia Optima Hybrid



A 12-member team came together utilizing a methodology tailored to gaming projects.



They 1st worked to create a design document.



A non-racing game was built to teach users how to drive economically.



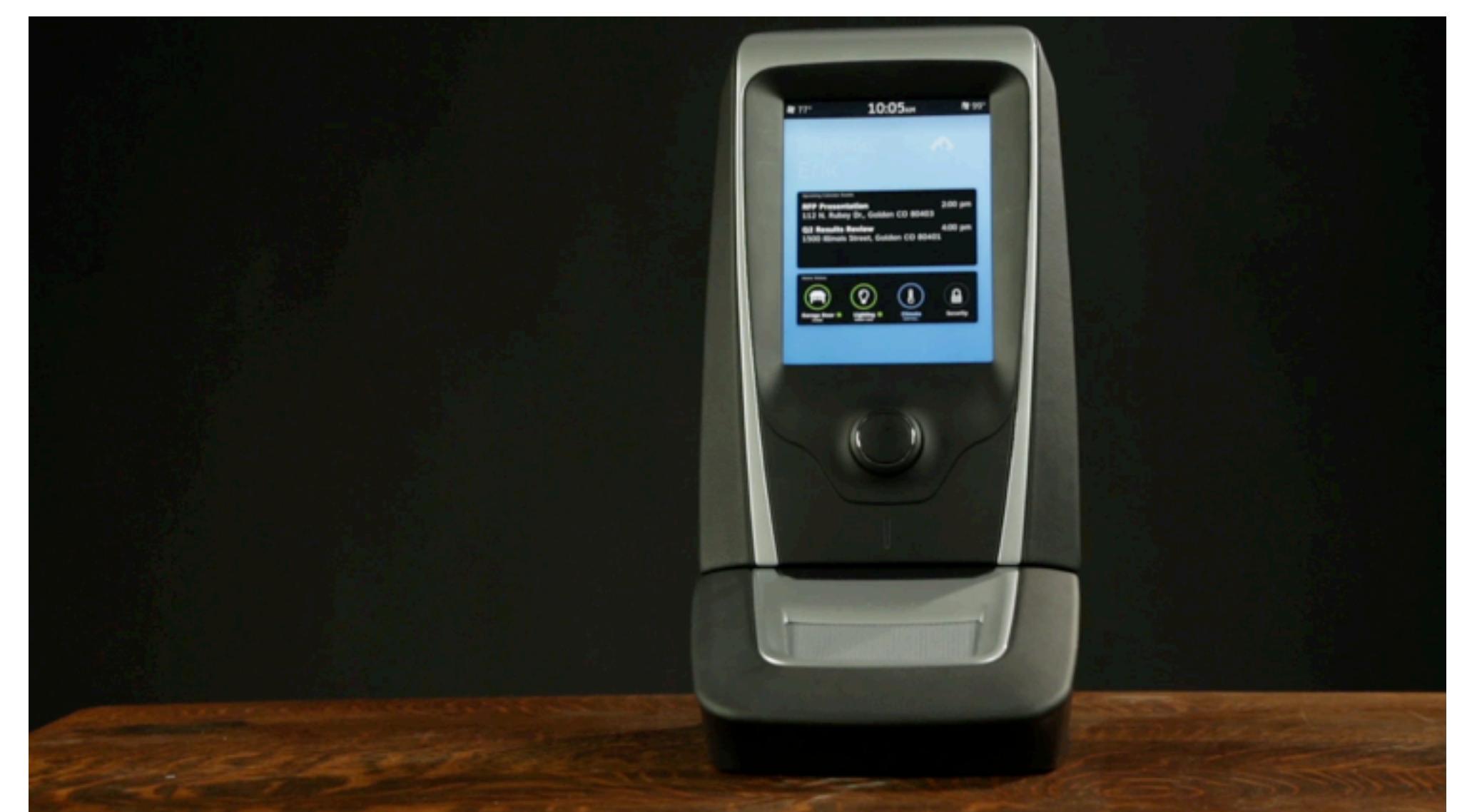
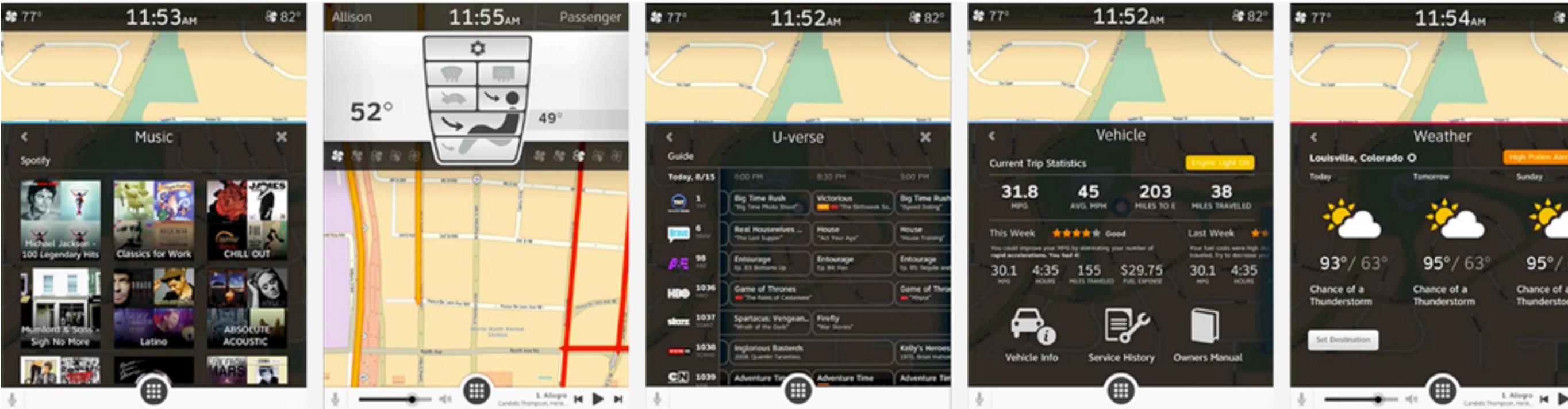
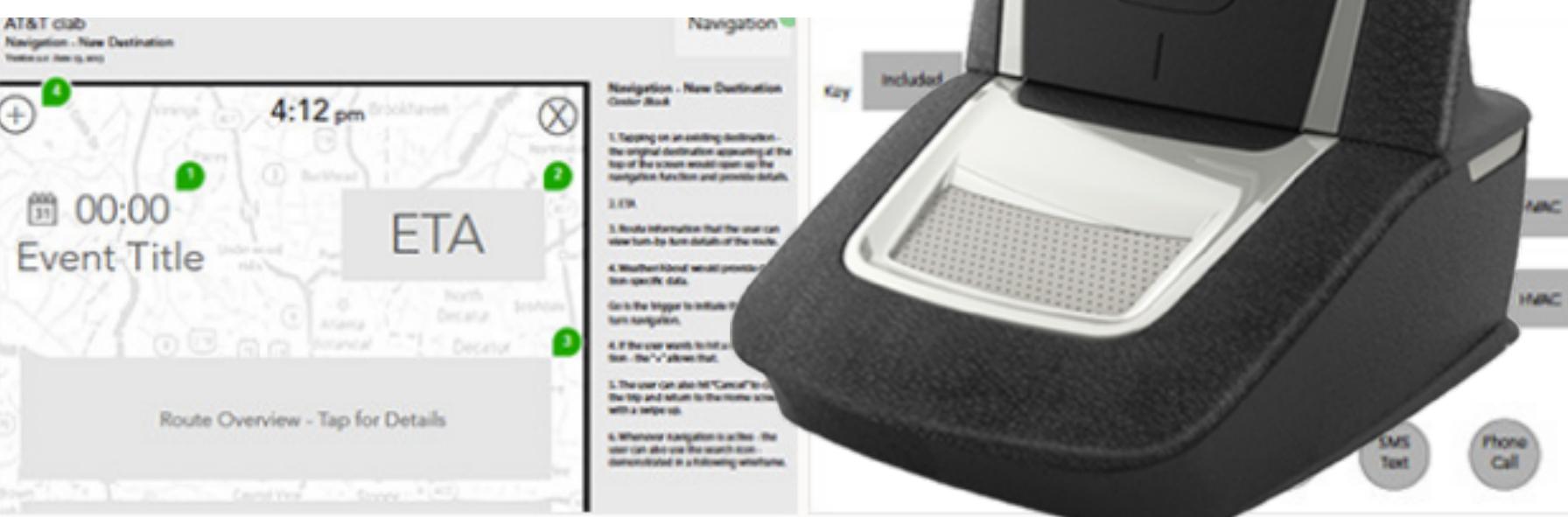
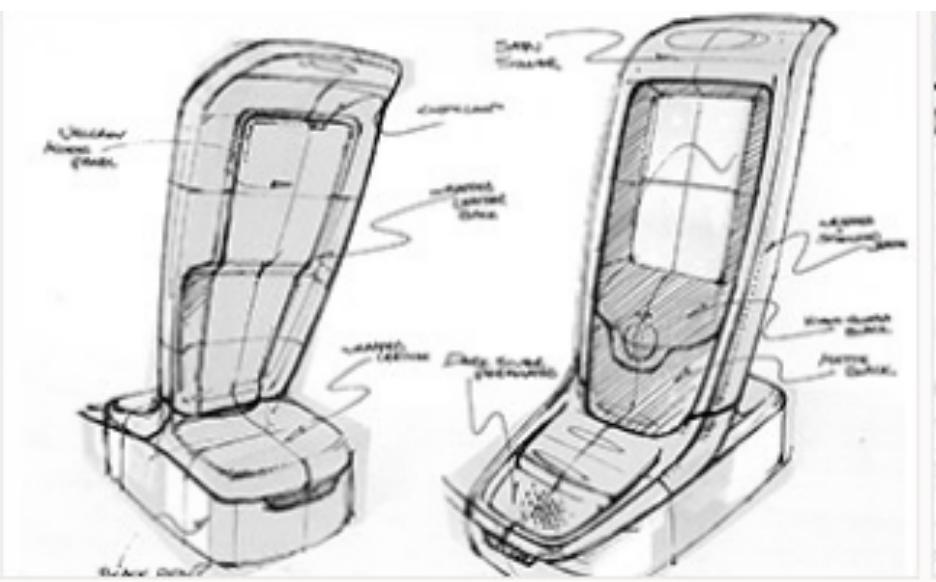
The game went through different versions for testing and feedback.



The team finished with integrating hardware to make the game feel more like a real car.

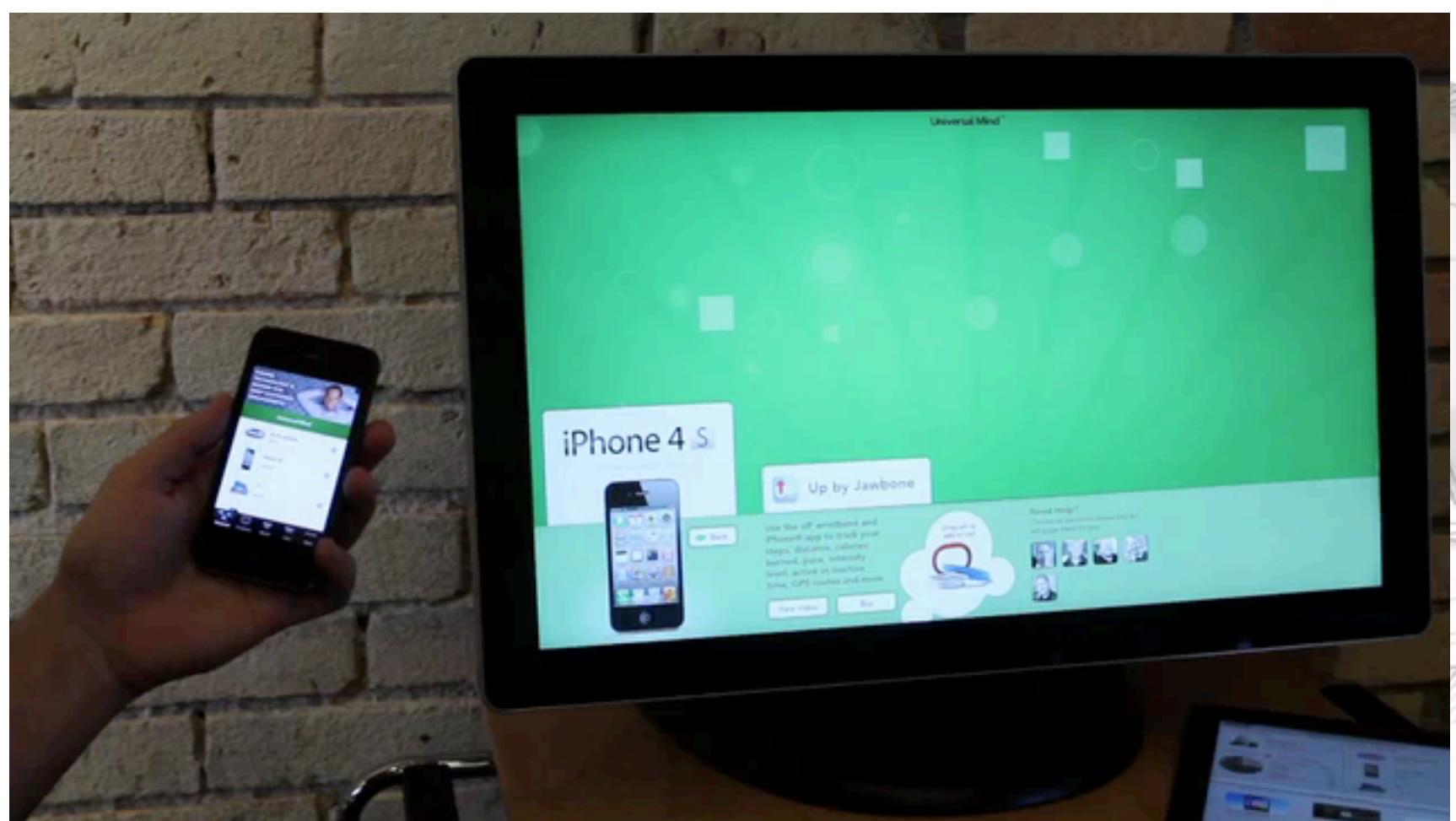
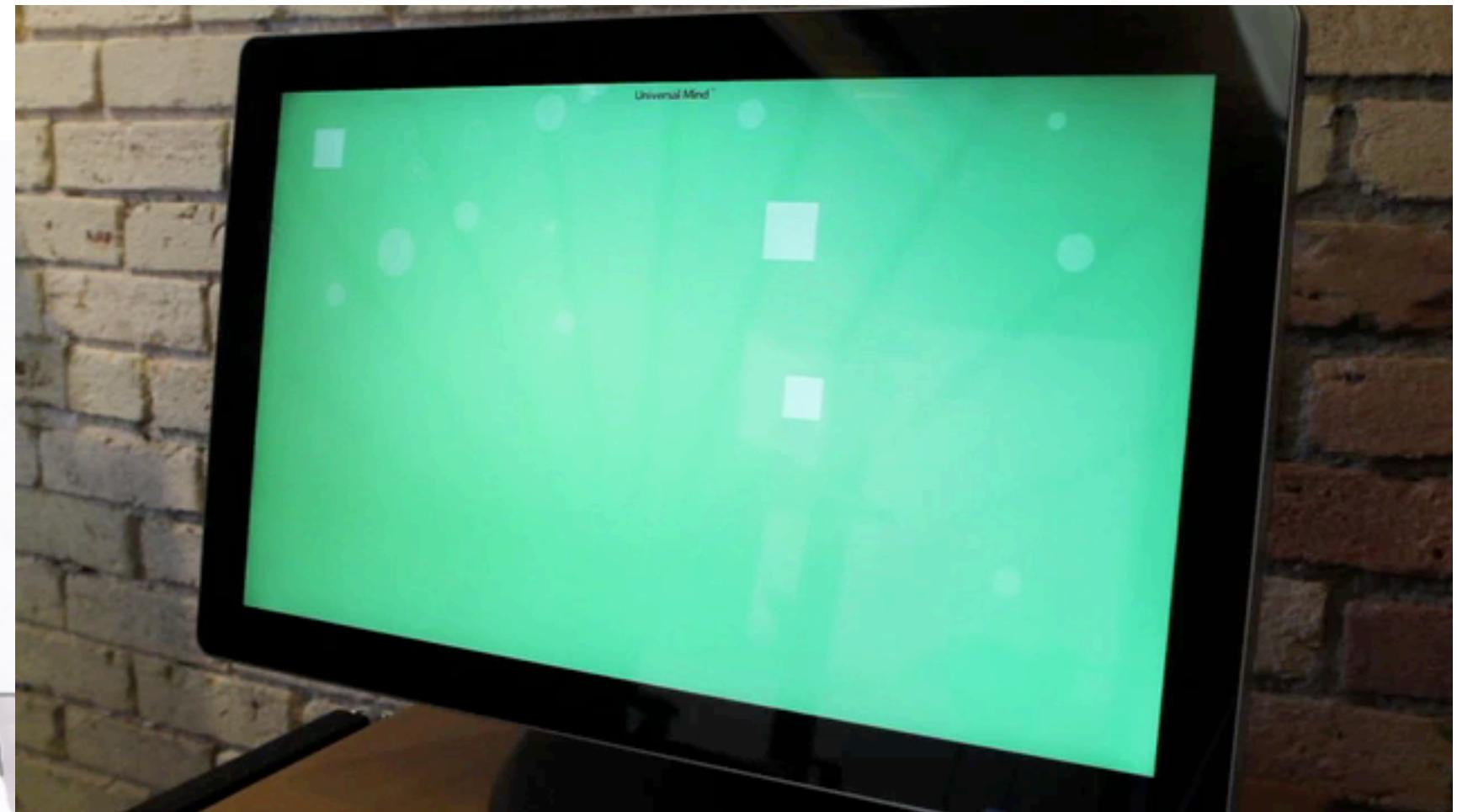
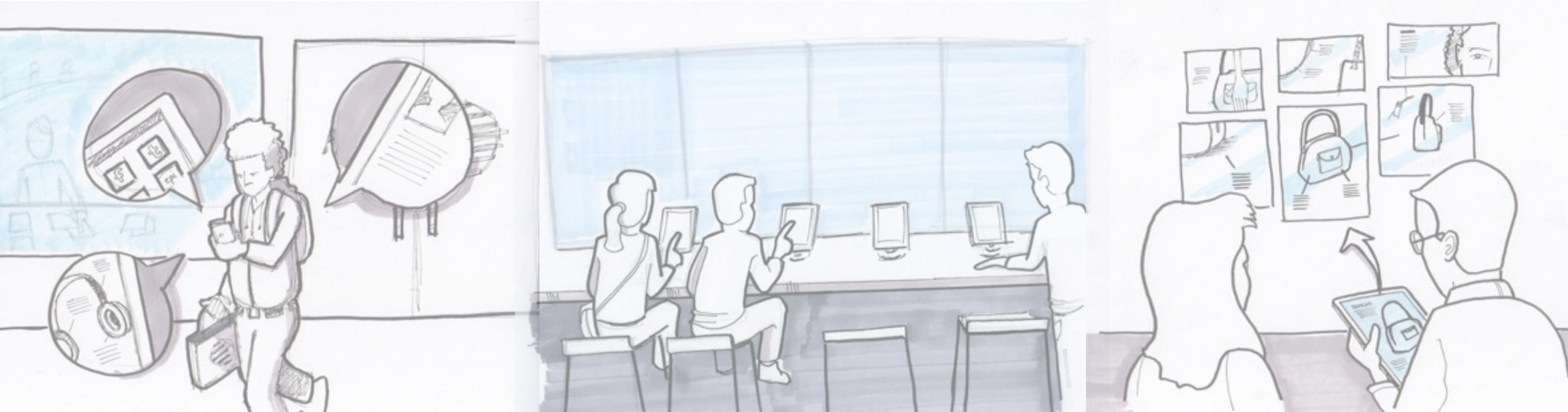
AT&T

Car 2 Go



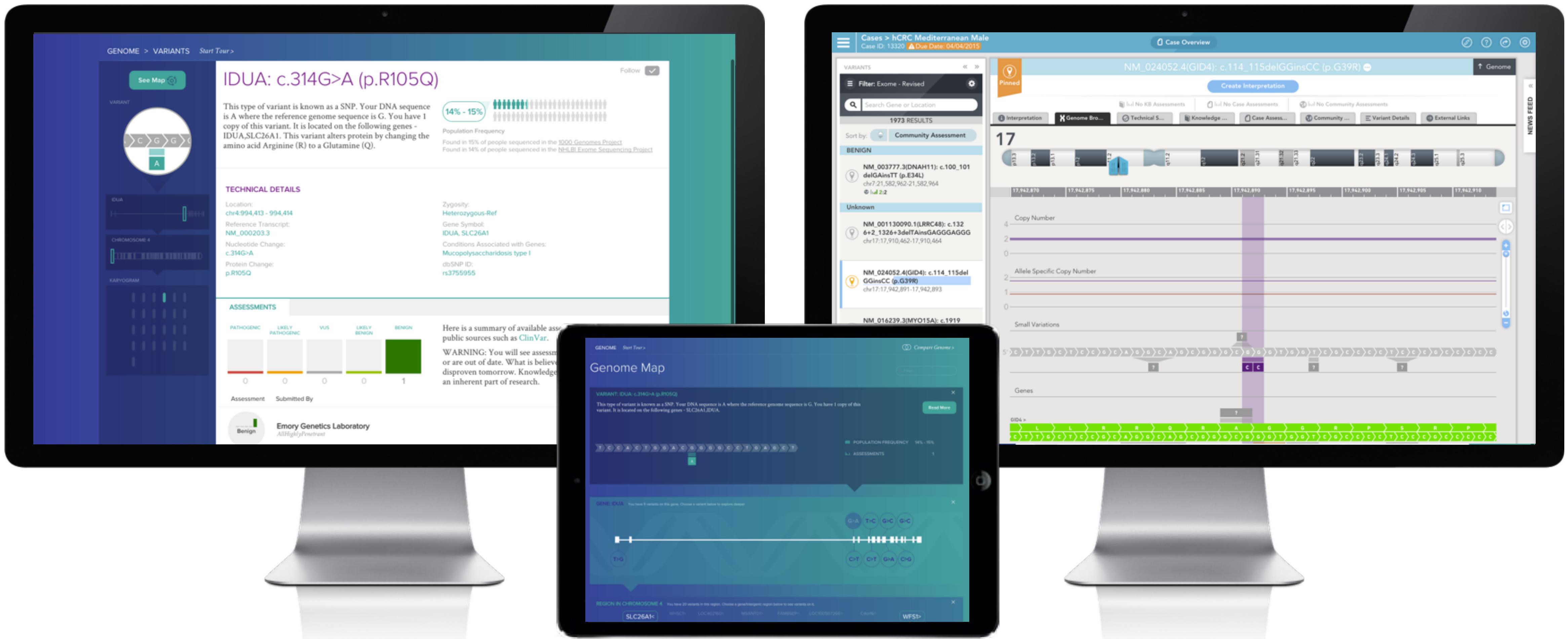
AT&T Retail Exploration

Michigan Ave.

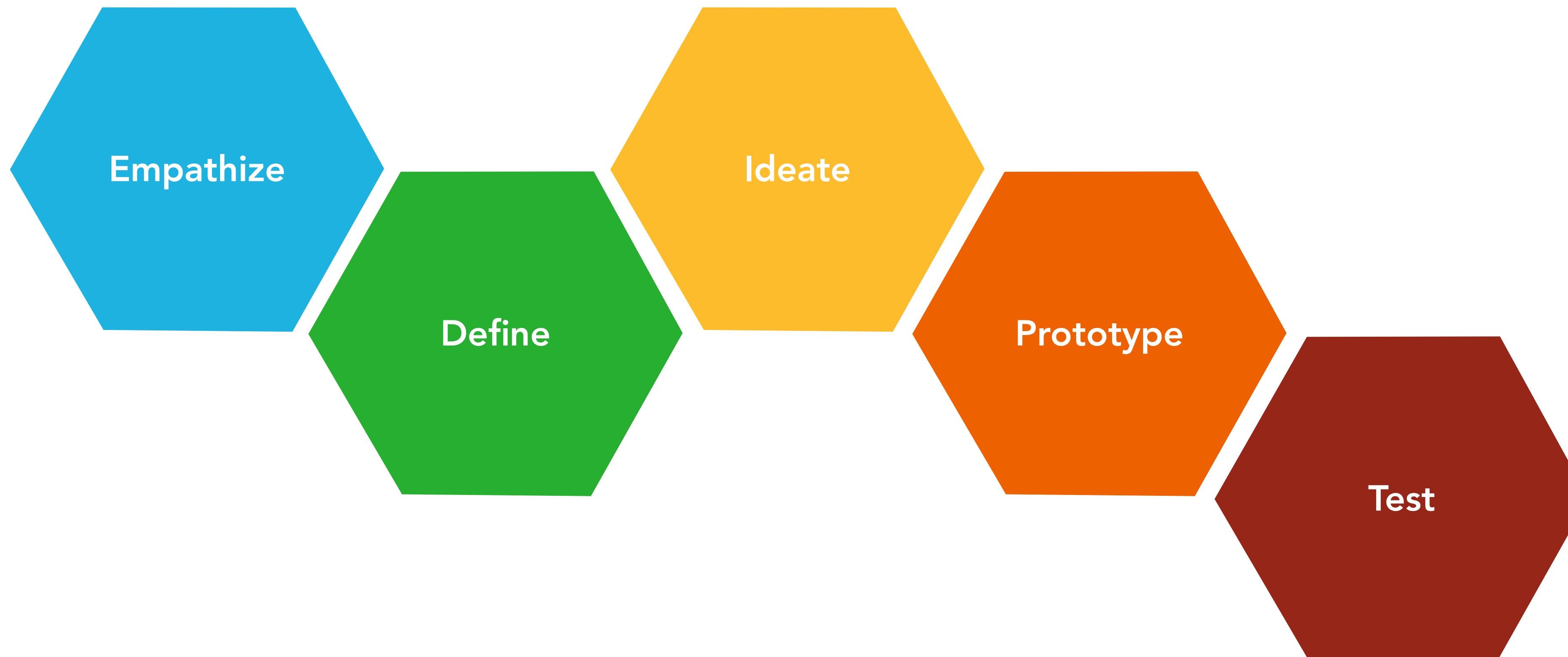


Complete Genomics

Genomes + Voyager



Design Thinking



source: <http://dschool.stanford.edu/>

Our exercise today: *Design the ideal phone.*

- ▶ What should it do?
- ▶ How should it work?
- ▶ When would you use it?

Design the Ideal Phone

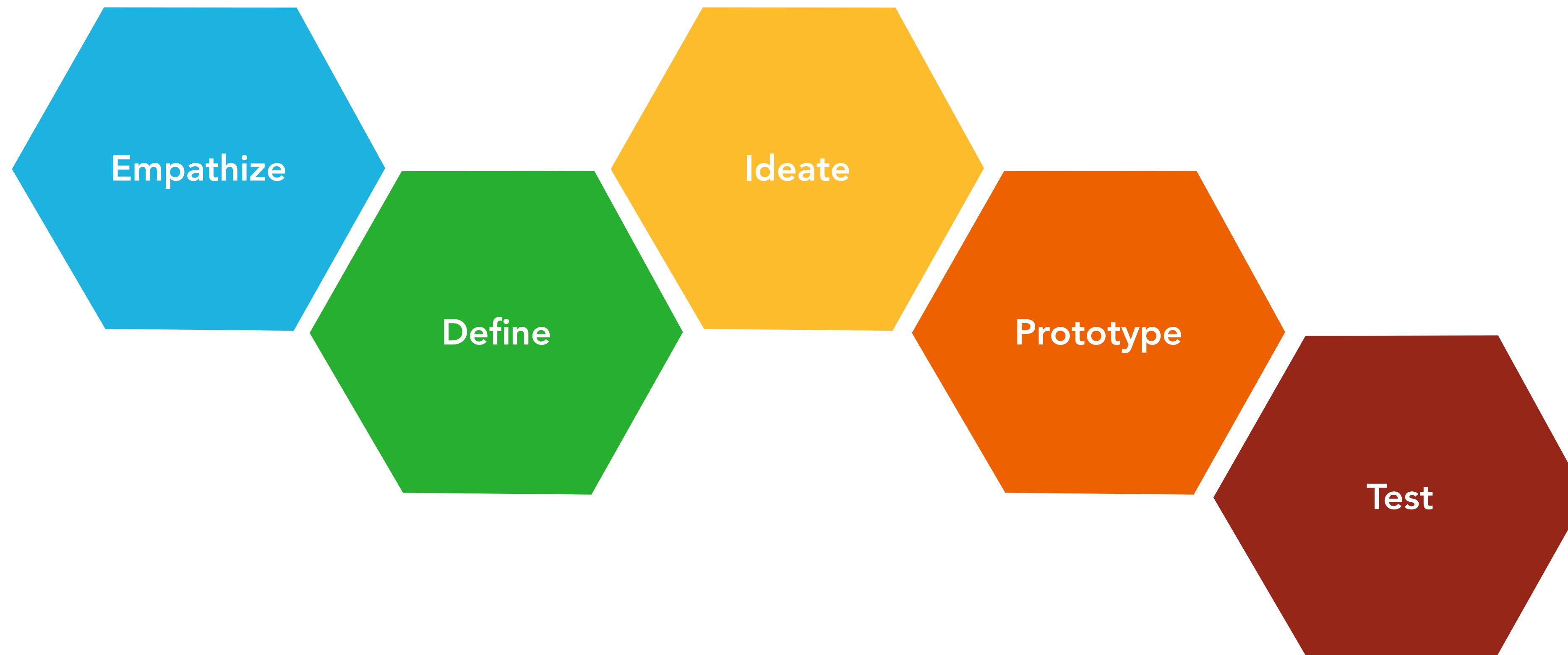
Draw - 3 minutes

Sketch your idea here



How did that feel?

Design Thinking - Human Centered Design



source: <http://dschool.stanford.edu/>

Our exercise today: *Design something meaningful and useful for your partner.*

- ▶ What do they need?
- ▶ How do they think?
- ▶ When would they use it?

New Mission: Design something **useful and meaningful** for your partner

1) **Interview**, 8 mins (2 x 4 mins)

Notes from your 1st interview

2) **Dig Deeper** 6 mins (2 x 3 mins)

Notes from your 2nd interview

Reframe the problem

3) Capture findings, 3 mins

Goals and Wishes:

What is your partner trying to achieve?

Insights:

What's something you see that they don't?

4) Point of View, 3 mins

Partner's name

needs a way to

Partner's need

because (or “so that” or “but”)

Insight

Generate alternatives to test

5) Sketch at least 4 radical ways to meet your partner's need, 5 mins

Write your problem statement here

Four large, empty rectangular boxes with dotted borders, arranged in a horizontal row, intended for users to draw their ideas.

6) Share your solutions & capture feedback, 10 mins (2 x 5 mins)

Notes

Iterate based on feedback

7) Reflect and sketch a new solution, 10 mins

Sketch & note details. Use additional paper as needed.

Test your idea

8) Share your solution and get feedback, 8 mins (2 x 4 mins)

Notes

Reflect on what you've learned

9) Think about your next steps, 5 mins

What worked well?

What could be improved?

What questions do you need to answer?

What ideas do you have?

Thank you.

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