

Group 6: Okonomiyaki Kimchi Bratwurst

DECO3200 A4 Final Prototype and Documentation

Sustainable Development Goal 8.5

[Canva Presentation Link](#)

[Demo Video Link](#)

[Figma App Prototype Link](#)

[FigJam Group Work Link](#)

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Table of Contents

Introduction.....	01
Design Process.....	02-03
Core Functionality.....	04-06
Technical Requirements.....	07
Set Up Instructions.....	08-09
Known Issues.....	10-12
Business Impact.....	13
Future Work.....	14-15
References.....	17
Appendix.....	19-60
Presentation Slides.....	19-25
Week 10 Work.....	26-33
Week 11 Work.....	34-51
Week 12 Work.....	52-58
Week 13 Work.....	59-60

Introduction

terasu is our solution to secure decent work for career starters and boost economic growth Australia



Terasu is a hybrid digital and physical experience. It focuses on self-reflection, goal-setting, and mentorship. The target audiences are career starters, working professionals, and educational institutions.

[Figma App Prototype Link](#)

[Demo Video Link](#)

Through an iterative research, design and user testing process, we developed the terasu prototype. It emerged out of a need to address **targets 8.5 and 8.6** as part of the **United Nations Sustainable Development Goal (SDG) 8**. The targets focus on equitable decent work for youth and are currently off track in Australia (Goal 8, n.d.).

The following four key insights shaped the rationale for the final terasu prototype:

1

Australia's **youth unemployment rate** has risen in recent years and **currently sits at 9.5%** (Jobs and Skills Atlas, 2024). Entry-level job seekers struggle with skill gaps (Recruitment Difficulty Update to May 2024).

2

Our primary user research showed that while **61% of career starters feel soft skills are very valuable**, 41% lack confidence in them. Our main goal is for career starters to confidently be their authentic selves through strong soft skills.

3

Our first low-fidelity prototype was **comMEtted, it proved to be too complicated**. Testers also felt that it lacked purpose. We focused on what worked well, such as the Wall of Motivation and the buddy system within the app.

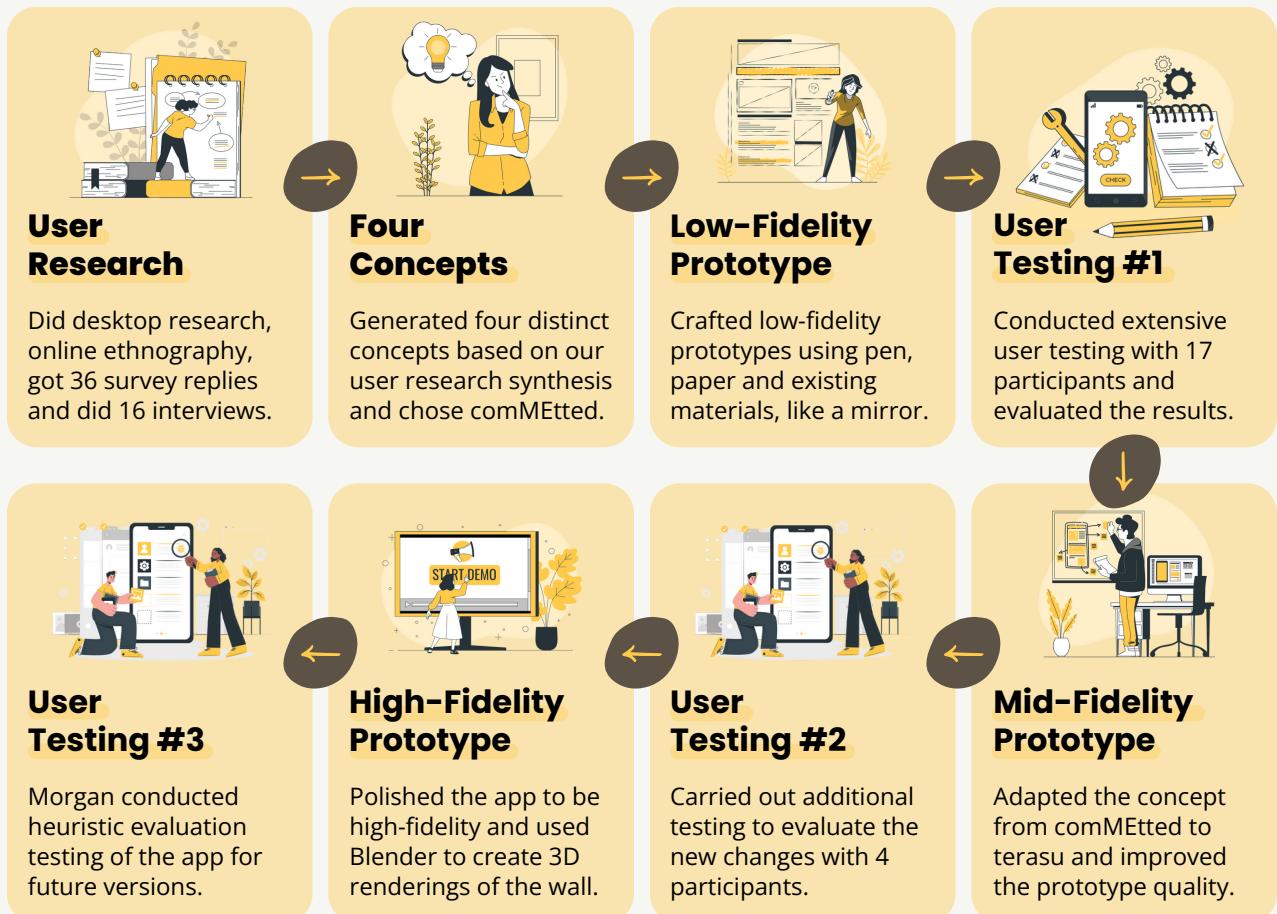
4

We developed terasu and did two more rounds of user testing. This led to refining the mentorship system and creating **two apps, effectively expanding the target audience**. We unified the wall and the mirror into one experience.

Design Process

From early concept to high-fidelity prototype

The following flow chart outlines the key steps in the 12 week design process:

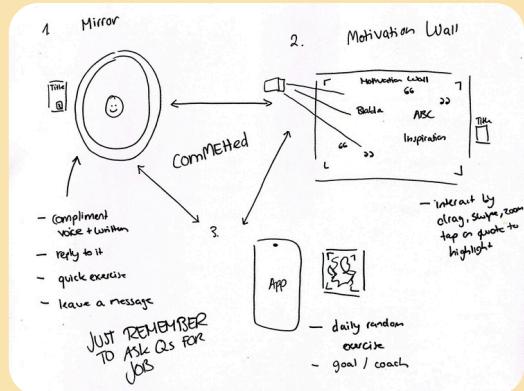


Comparison from one of our origin sketches to a final rendering of terasu.

Iteration was fundamental to the outcome of terasu

Our process allowed for three major iterations underpinned by important changes:

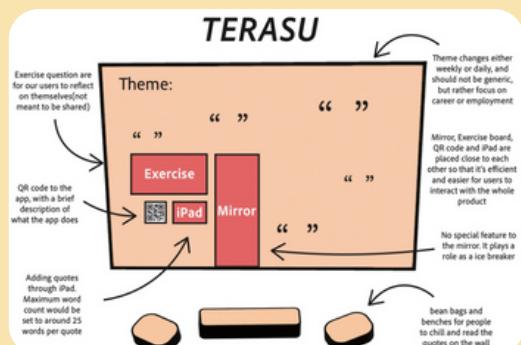
Iteration #1: Concept to ComMEtted



Key changes from Iteration #1:

- Created comMEtted after doing a design critique of our four concepts
- The mirror and wall are placed in separate campus areas to motivate and attract career starters to the app.
- The app focuses on goal-setting and accountability through a buddy system.

Iteration #2: ComMEtted to terasu



Key changes from Iteration #2:

- In Iteration 2, the wall and the mirror were combined
- The mirror is no longer interactive
- There is a daily or weekly themed reflection exercise that users can add their answers to via an iPad

Iteration #3: Mentees and mentors apps



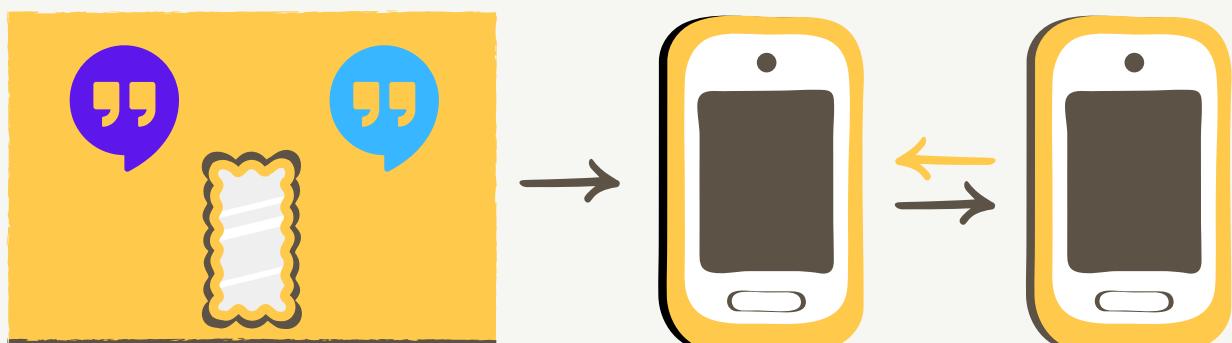
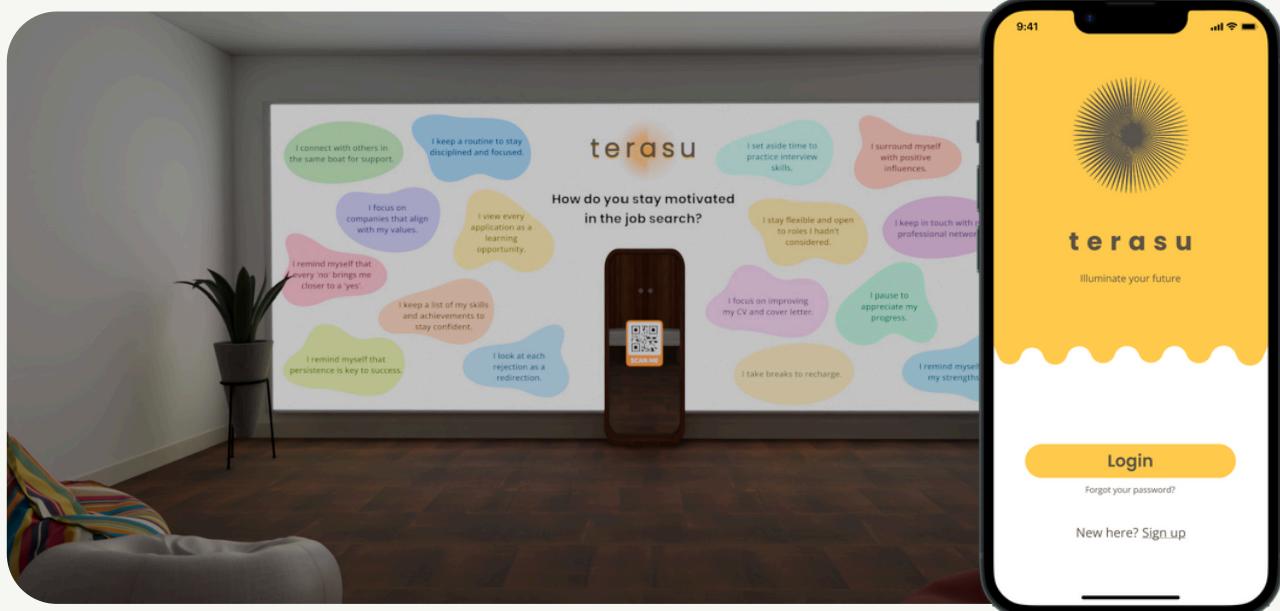
Key changes from Iteration #3:

- Buddy system was transformed into two separate apps, one for mentees and one for mentors (similar to Uber having a driver and user app)
- Instead of accountability, the focus is now on mentorship
- Mentors can get LinkedIn certificates

Core Functionality

Summary: the form and function of terasu

terasu offers a distinct user experience in both the physical and digital realms. The Wall of Motivation was a highly valued feature from the first round of user testing and became the centrepiece of the physical installation. The mirror acts as a form of attraction and encourages users to scan the QR code. **The terasu app allows for a more personalised, private experience that focuses on long-term skill development.**



Wall of Motivation

- Situated across educational campuses in an open plan area with seating
- Features a prompt around career advice and guidance
- Mirror with QR code

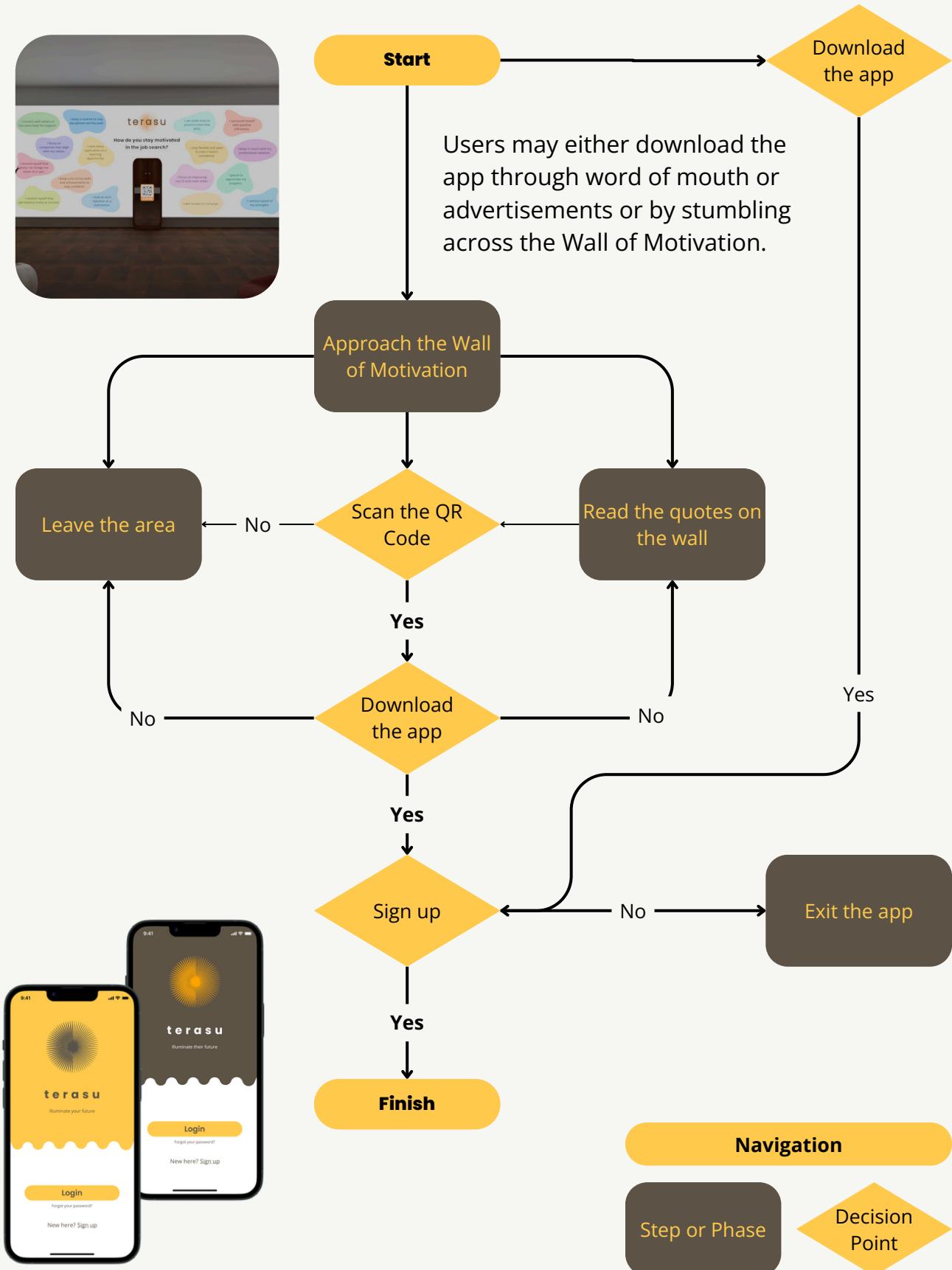
Mentee App

- **Mentee app** allows for personalised goal-setting, soft skills exercises and connecting with mentors
- **Mentors** can accept mentees' requests, offer mentorship and share terasu certificates on LinkedIn

Mentor App

Flow Diagram: the form and function of terasu

Outlining the **interaction flow between the Wall of Motivation, QR Code and app.**



Design Principles: the form and function of terasu

While **terasu is still in the early development stage, it was created with six core design principles** in mind to form a strong foundation. These were inspired by Martin Tomitsch and Morteza Pourmohamadi, two unit guest lecturers. Tomitsch introduced us to life-centred design principles (Tomitsch, 2024), while Pourmohamadi spoke about cognitive design principles (Pourmohamadi, 2024).

1



Purpose over profit

Our first round of user testing showed a lack of clear purpose in regards to our prototype. We addressed this moving forward, because **purpose is key**. Our ultimate goal is to empower career starters for the greater good of Australia.

2



Interconnection

Our second round of user testing revealed that we had managed to create a working **system** and **balance** between our components. This was reflected in the feedback that we got from our participants.

3



Sufficiency

We ensured to focus only on the **important components** and removed any unnecessary complexity that did not add value to the overall experience.

4



Long-Term Thinking

As we are tackling SDG 8, we want to adopt a long-term thinking approach to ensure **our solution is impactful for the next generations** to come. Former career starters can take on mentorship roles and give back this way.

5



Consistency

Our user interface design of the app focuses on **design patterns**, including familiarity, contrast and visual hierarchy. A **goal of future versions** is to also **address accessibility** this way to ensure terasu is truly for everyone.

6



Storytelling

terasu is inspired by a **Japanese myth** and the Wall of Motivation also hones in on personal quotes. We found that participants had strong engagement with the wall since the first round of user testing. **Storytelling is our strength**.

Technical Requirements

Our final concept incorporates both **physical** and **digital elements**. We aim to support career starters in improving their soft skills by delivering an **interactive experience**. Below is the list of hardware and software needed for implementation.

Hardware

- Display Wall: to project quotes on the wall
- Mirror: to grab user attention
- QR code: placed on the wall for guiding users to the app's landing page
- A device (smartphone/tablet) to scan the QR code and access the app
- Wi-Fi Connection: Stable internet for syncing app data and accessing content.
- Chairs and bean bags: for people to relax

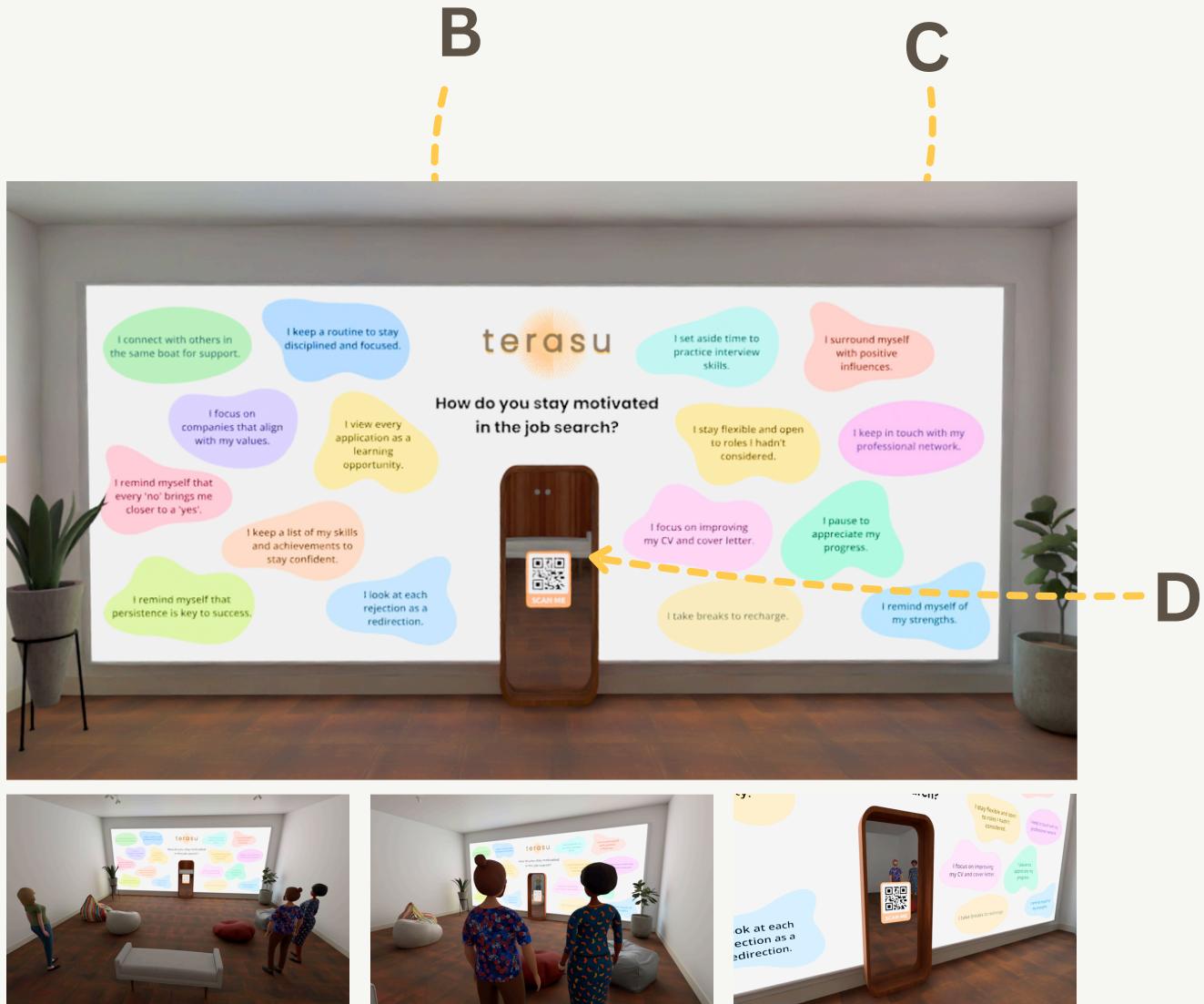


Software

- App: Mentee Interface and Mentor Interface
- Operating System
- Web Browser
- Figma based App Prototype
- QR code Generator

Set Up Instructions

Motivational Wall



A. Position the mirror at the center of the motivational wall. It acts as an icebreaker to draw people's attention to explore and engage with the wall.

B. Set the career theme which changes periodically. This theme encourages people to think about their career journey and get fresh inspiration.

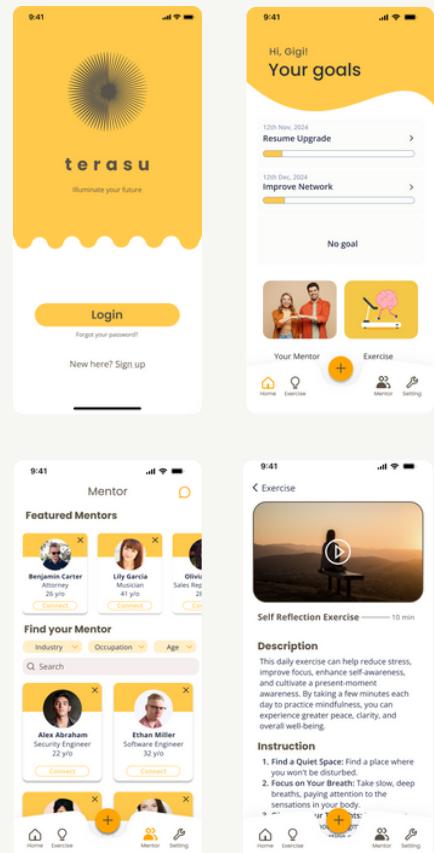
C. Surround the theme with quotes and messages that serve to motivate people by providing them with insightful words that connect to their career development.

D. Place QR Codes for people to add their own quotes through their device or install the App for more experience of "terasu".

App "terasu"

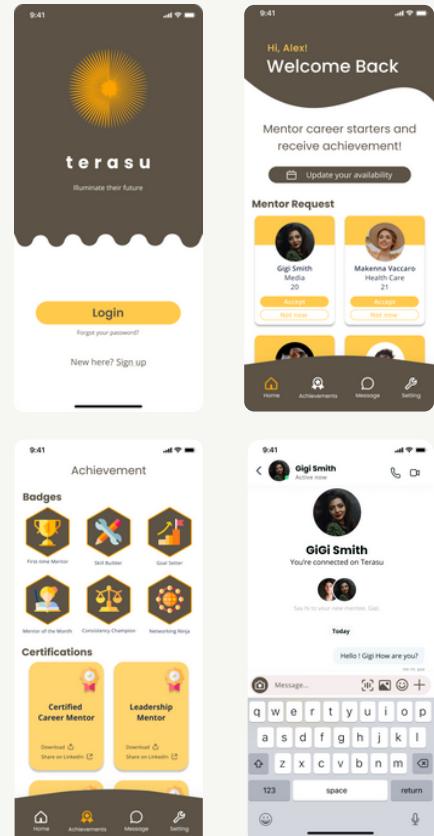
Mentee Interface

1. **Sign up and create a profile** by filling in your basic details, including your career experience and soft skills they want to develop.
2. Once logged in, explore the **goal-setting** feature and establish your first set of career goal or skill-building objectives.
3. Browse through **skill-up exercises**, career insights, and more within the app.
4. **Connect with a mentor** by browsing profiles of experienced professionals. You can send a request to connect with mentors who align with your career aspirations.
5. **Track your progress**, update goals, and receive personalized feedback or tips from your mentor to stay on course.



Mentor Interface

1. **Sign up and create a profile** by providing relevant information such as your professional background, experience, and areas of expertise.
2. **Update the schedule** so that mentees can see when you are available and send you a request.
3. Once you accept the request from mentees, message or call to discuss their goals and what they look for. **Maintain regular communication** with mentees, provide guidance, and track their progress.
4. As you engage in mentoring activities, the app will track your contributions and provide **in-app rewards and certifications** for your mentorship efforts. It can be showcased on platforms like LinkedIn.



Known Issues

Previous user testings – Issues

We conducted three user tests for the concept prototypes which are presented below. While most user testing from 1-2 is addressed, the third user testing results in a cosmetic rather than a massive issue. Because of this, we plan to improve the product even further in the future. The following table shows the changes made in each user testing stage.

	User Testing 1	User Testing 2
Mirror	<ul style="list-style-type: none">• Clarity of instructions• Interactive elements• Privacy options• Alternative interaction methods• Motivational impact of QR code• Clarity of Wall of Motivation's relation to Mirror	<ul style="list-style-type: none">• Simplify QR code instructions and prompts.• Ensure clarity of all inputs and questions.
App	<ul style="list-style-type: none">• Clearer instructions• Better button visibility• Improved page title terminology• More personalized features• Smoother and quicker onboarding process• Option to explore before downloading	<ul style="list-style-type: none">• Simplify post-scan experience (App Store or clearer web browser).• Improve onboarding clarity (goal setting, question wording).• Enhance app navigation and goal-setting instructions.• Redefine buddy system as a mentorship program.
Wall of Motivation	<ul style="list-style-type: none">• Difficulty finding 'Add Quote' feature• Understanding exercise instructions• Generic content not directly relevant to career growth	<ul style="list-style-type: none">• Career starters preferred reading quotes from industry professionals and felt less inclined to contribute their own.• Make it more clear

Known Issues

Final User Testing (3): User Interface issues – Mentee

We conducted a heuristic evaluation on the high-fidelity mentee user interface prototype, prioritizing it due to its complexity and easier access to target users. We plan to extend this evaluation to the mentor UI to streamline the connection process for mentors and career starters.

1

Major issue with page interaction

Ensure each box on the exercise page is properly linked.

Fix UI interaction for better page connections.

Ensure all exercise page links are functional.

Ensure the exercise page aligns with the overall design.

2

Minor issue with ui accessibility

Make buttons larger for easier interaction.

Ensure menu buttons are easy to click for all users.

Fix button size for consistency.

Increase the size of the "X" button and arrows.

Visually differentiate completed answers by coloring them in the settings.

Add a "Save and go to the next question" button.

Known Issues

User Interface issues - Mentee user interface

3

Possible ideas of implementation

Gamify mentor interaction (e.g., points system) with opt-out by default.

Apply CRO strategies (e.g., Uber Labs) to improve user experience and UI efficiency.

Implement folder structures for goals with subgoals.

Add LinkedIn button to view mentors' profiles.

Implement a notification system to remind users to check goals after inactivity.

Overall Findings

- **Notifications:** There is a recurring need for better visibility (e.g., notifications for when user is inactive).
- **Button Size and Interaction:** Multiple participants noted issues with button size and interaction across the mentor and exercise pages.
- **Gamification:** Gamification ideas (points, badges) were suggested, with opt-out functionality preferred by some participants.
- **Consistency in UI:** Several feedback points highlighted consistency in design and interaction, particularly around mentor and exercise pages.

From the heuristic evaluation, the primary issues were cosmetic, with comments suggesting potential for expanding features through business and creative ideas. User testing revealed a need for clear notifications, consistent button design, and optional gamification to enhance user experience. A consistent design language can further improve usability. From this testing, understanding accessibility became a key emphasis for future iterations, as targeting different user types introduced a diverse set of accessibility needs.

BUSINESS IMPACT

Value proposition + Target users

Value Proposition

Complements LinkedIn Learning Platform

Focus on soft skills development rather than oversaturated hard skills
Win-win for both mentors and mentees

Revenue Stream Options

1. Revenue Stream Options
2. Not-for-profit volunteering
3. Government & Education partnerships
4. Subscription service

Funding Strategy

1. Not-for-profit fundraising and grants
2. Grant support through partnerships
3. Angel investments

Who is terasu for?

1

2

3

Career starters (Mentees) including recent school leavers and career changers

Professionals (Mentors) with at least 1 year experience who are looking at giving back through their time and knowledge

Higher education institutes including universities, TAFE and vocational colleges

Future Work

Size the Market – 5th Year Goal

Market Statistics

In terms of the Australian market, we believe that in five years we can reach 500,000 career starters, which is 15.2% of the total population aged 15-24 in Australia (Australian Institute of Health and Welfare, 2024). We also aim to partner with 50 universities and TAFEs, 50% of 102 total institutions in Australia (TAFEs in Australia, n.d. & Australian Trade and Investment Commission, n.d.). Finally, we hope to reduce the youth unemployment rate from 9.5% to 4% to match the general unemployment rate (Jobs and Skills Atlas, 2024). The following is Terasu's five-year growth plan to size its market and address SDG 8.

500,000

Reach Career Starters

(Australian Institute of Health and Welfare, 2024)

50

University and TAFE Partnerships

(TAFEs in Australia, n.d. & Australian Trade and Investment Commission, n.d.)

4%

Reduce youth unemployment rate

(Jobs and Skills Atlas, 2024).

Future Work

The plan outlines both product optimization strategies and the quarterly breakdown of our one-year roadmap, from initial stakeholder engagement to full product integration.

Q1



Engage Key Stakeholders

- 1.Optimise the Mentee interface issues and then user test with the mentors for the User interface since we need more input.
- 2.Engage directly with uni student populations to establish a user base.
- 3.Secure partnerships with at least 3-5 universities to integrate Terasu into their career services.
- 4.Engaging with top recruiting firms for initial pilot access.
- 5.Approach companies for partnerships or endorsement.

Q2



Pilot Program & Product Launch

- 1.Initiate an accessibility plan with the partner universities to approach career starters.
- 2.Collect data on user engagement, feature preferences, and areas for improvement.
- 3.Based on feedback, optimize user interface and product features for seamless student and recruiter experiences.

Q3



Product Implementation & Expansion

- 1.Gradually expand Terasu's reach by onboarding additional universities and recruiters.
- 2.Enhance Features: By rolling out additional tools for recruiters and students, such as advanced profile search filters and skills tagging.
- 3.Refine Customer Journey: Streamline the process for students to connect with recruiters directly.

Q4



Full Product Integration & Scaling

- 1.Complete Product Rollout: Make Terasu available to a larger student base across all partner universities.
- 2.Marketing Campaign: Launch a campaign targeting students and recruiters, positioning Terasu as a complementary tool to LinkedIn.
- 3.Monitor & Scale: Tracking usage metrics, user satisfaction, and engagement rates to refine and expand as needed.

Overall, our approach is to prioritise target users and to optimise our product for full integration into main stakeholder: universities. We plan to bring a supportive community to the new generation of workforce through terasu.

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Appendix

[Canva Presentation Link](#)

[Demo Video Link](#)

[Figma App Prototype Link](#)

[FigJam Group Work Link](#)

Presentation Slides

[Canva Presentation Link](#)

Slides 1 - 2

PITCH DECK

Sustainable Development Goal 8

Group 6: Okonomiyaki Kimchi Bratwurst

aoma3382
jplu8728
msch8495
yjeo3239



(Sydney New Year's Eve, n.d.)

Presentation Slides

[Canva Presentation Link](#)

Slides 3 - 4

Unemployment rate dips below 4 per cent, but job creation slows almost to a halt

By business reporters Michael Janda and Rhiana Whitson

Employment Statistics

Thu 19 May 2022

(Whitson & Janda, 2022)

01 August 2024

EDUCATION

Youth barometer paints a bleak picture of young Australians in 2024

(Walsh, 2024)

'Ghosted': Young worker reveals brutal reality of trying to find a job right now

(Foster, 2024)

Australian Economy

Recent migrants, young Aussies, hit hardest by job losses

Leith van Onselen

Friday 23 August 2024

(van Onselen, 2024)

2

Australia, we have a problem

Australia is facing **multiple issues** regarding decent work and economic growth

 **Rising youth unemployment**
Youth unemployment rate is at **9.5%** compared with **4.1%** overall unemployment rate (Jobs and Skills Atlas, 2024).

 **Skills mismatch**
Recruiters struggle to find **quality applicants**, while entry-level job seekers face **skill gaps** (Recruitment Difficulty Update to May 2024).

 **Soft skills vs hard skills**
Research shows that soft-skill jobs will **grow 2.5x** faster than any other jobs ("Soft-Skills" Enhancing Future Careers, 2024).

3

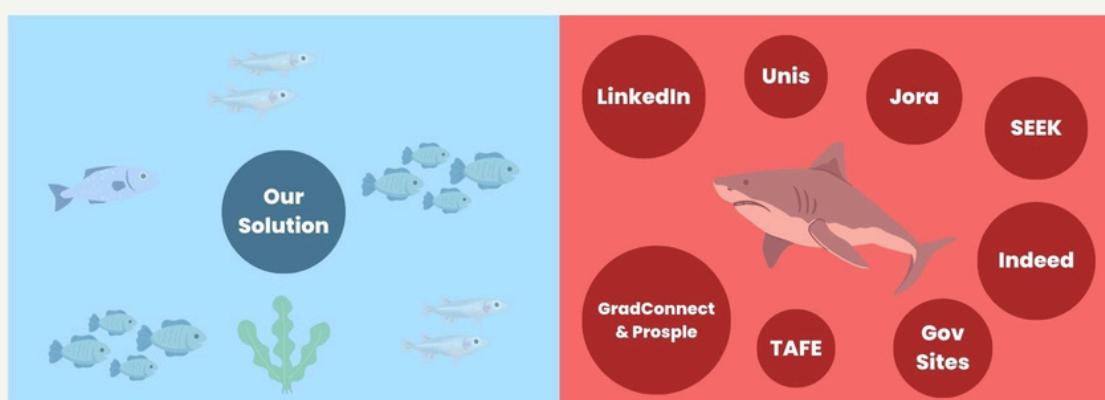
Presentation Slides

[Canva Presentation Link](#)

Slides 5 - 6

Blue vs red

Similar to the upcoming US elections, we had to make a **strategic decision**



4

Introducing terasu

A self-reflection, goal-setting and mentorship experience



Motivational Wall

A space where people can share and find motivation during their career starting journey



Mentee Interface

Grow confidence through skill up, goal settings, mentorship program



Mentor Interface

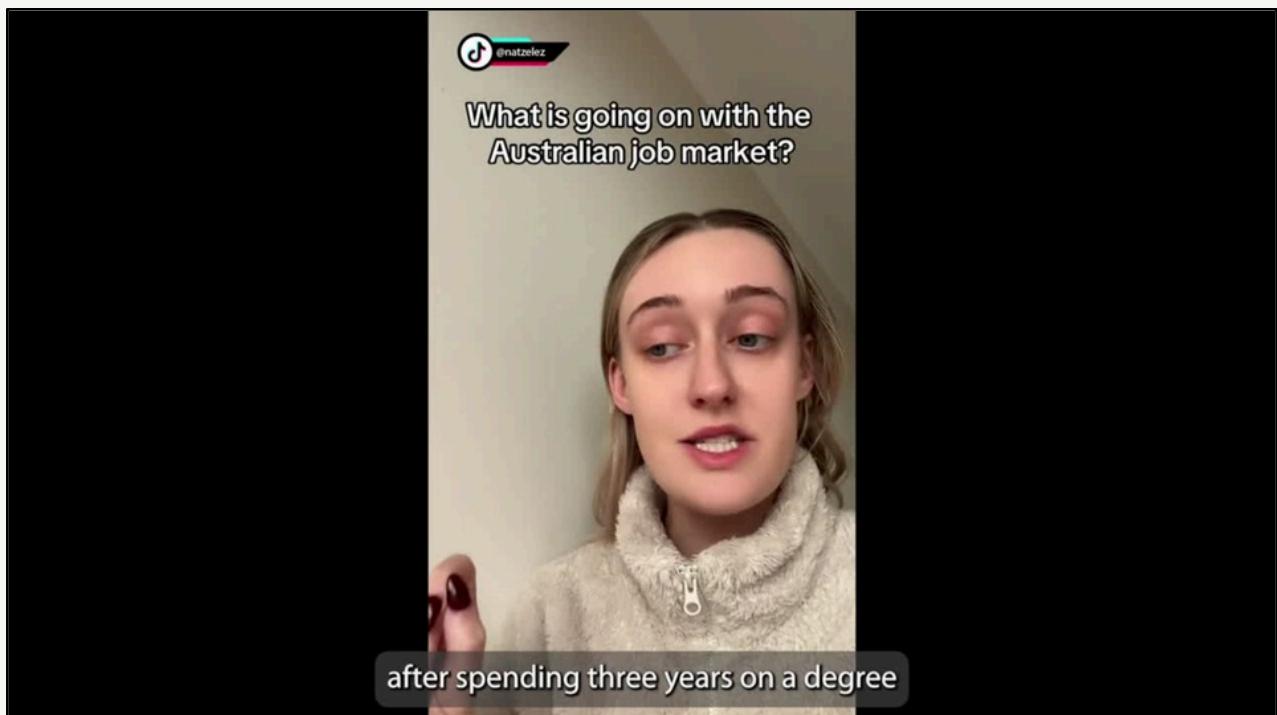
Interact with career starters and showcase volunteer through certificate on LinkedIn

6

Presentation Slides

[Canva Presentation Link](#)

Slides 7 - 8



Let's talk business

terasu offers a **unique opportunity** to seize a new growth market

Value Proposition

Complements LinkedIn Learning Platform
Focus on soft skills development rather than oversaturated hard skills
Win-win for both mentors and mentees

Revenue Stream Options

1. Not-for-profit volunteering
2. Government & Education partnerships
3. Subscription service

Funding Strategy

1. Not-for-profit fundraising and grants
2. Grant support through partnerships
3. Angel investments

A portrait of a woman with dark hair and glasses, wearing a patterned top. To her right is a circular logo with a yellow sunburst design and the word 'terasu' written next to it. The background of the slide features a vertical yellow bar on the left side.

Presentation Slides

[Canva Presentation Link](#)

Slides 9 - 10

Who is terasu for?

Initially just for career starters, we have expanded our **target market**



1 2 3

Career starters (Mentees) including recent school leavers and career changers

Professionals (Mentors) with at least 1 year experience who are looking at giving back through their time and knowledge

Higher education institutes including universities, TAFE and vocational colleges

9

Size the Market

In Australia
5 Year Goal



500,000
Reach Career Starters
(Australian Institute of Health and Welfare, 2024)

50
University and TAFE Partnerships
(TAFEs in Australia, n.d. & Australian Trade and Investment Commission, n.d.)

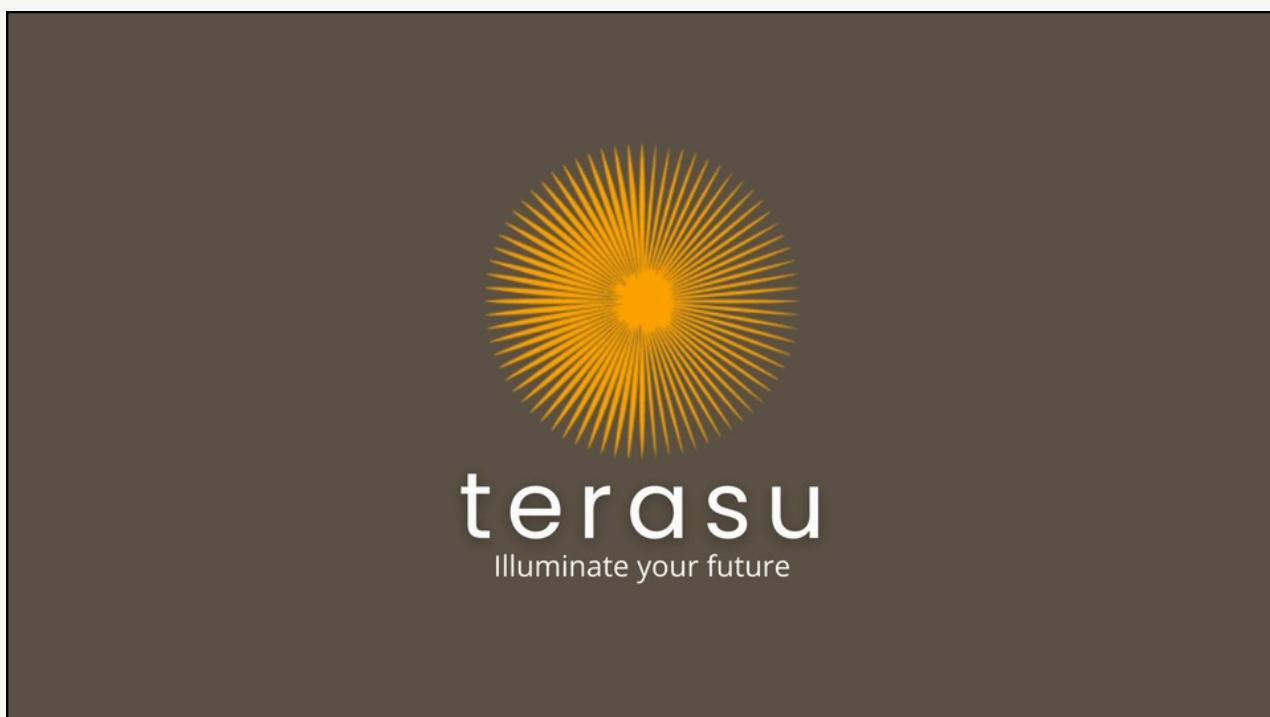
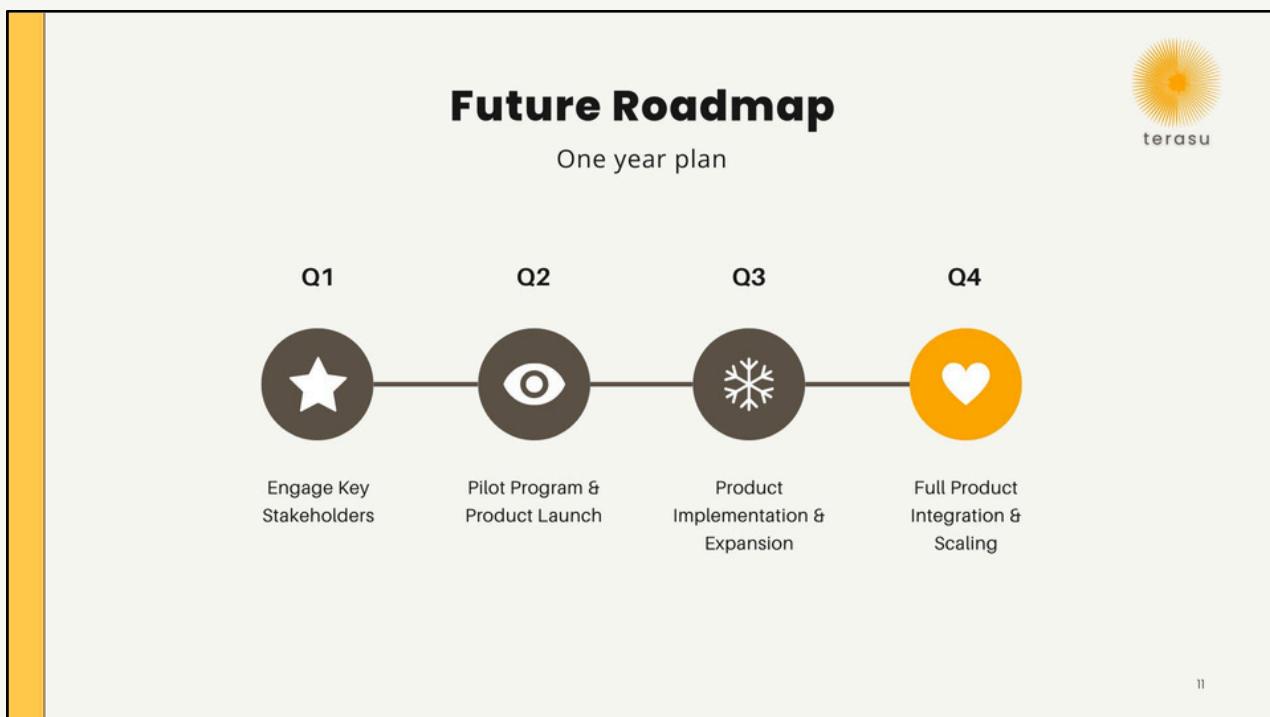
4%
Reduce youth unemployment rate
(reference.)

10

Presentation Slides

[Canva Presentation Link](#)

Slides 11 - 12



Presentation Slides

[Canva Presentation Link](#)

Slides 13 - 14

Thank you

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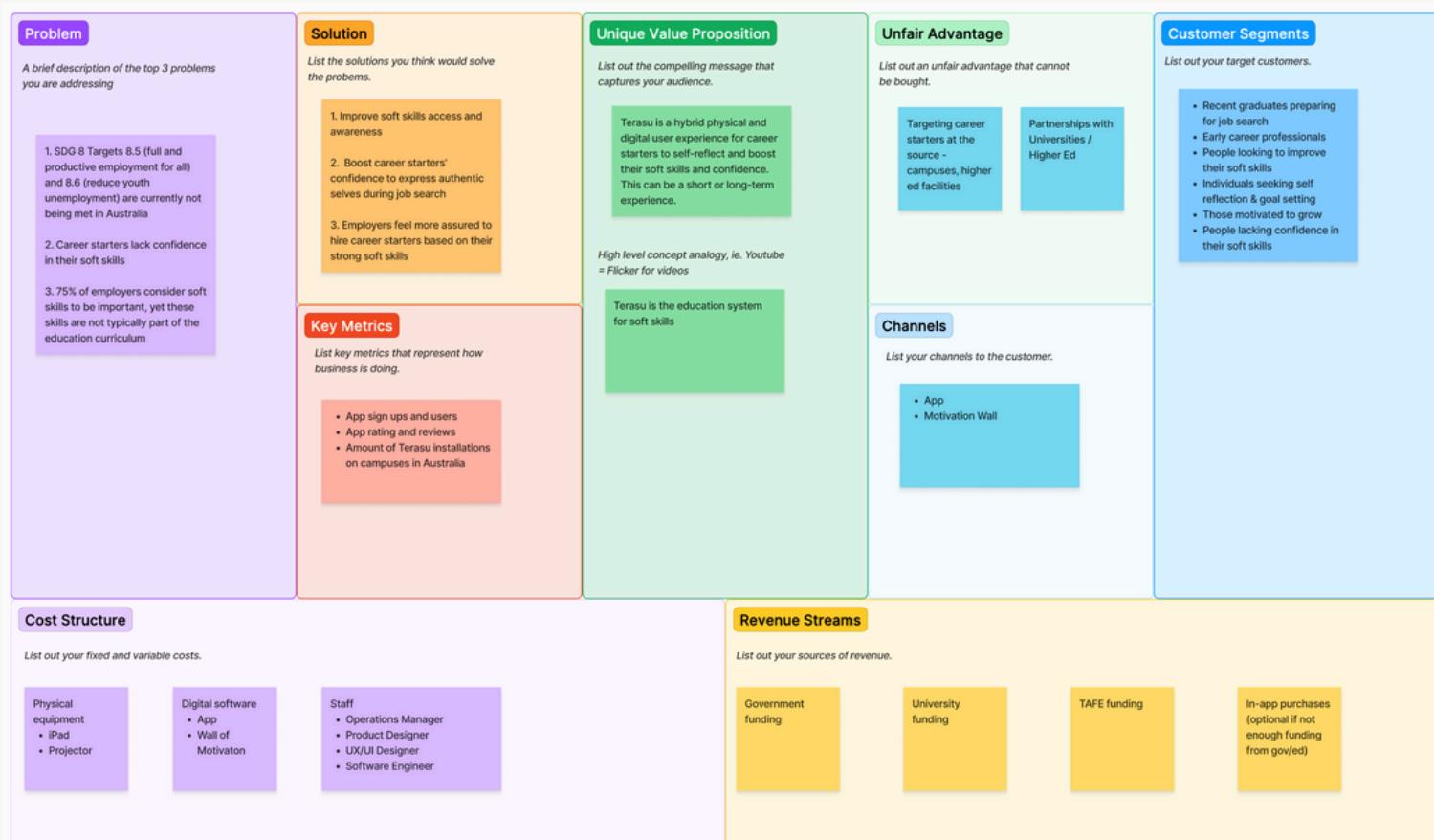
Week 10 – Feedback and Lean Canvas

[Figjam Link to Group Work](#)

Feedback on Mid-Sem Report



Lean Canvas

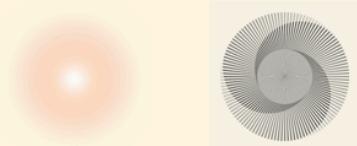


Week 10 – Design Moodboard

[Figjam Link to Group Work](#)

Logo and Colour Ideas and Inspiration

Logo Ideas



Colour Ideas

<https://www.color.adobe.com/color-theory/color-meaning.html>

Orange is bright and full of energy. Happy, playful, fun, powerful and attention-grabbing are all emotions that you can infuse into your brand message with the colour orange. A lot of tech brands use orange, possibly because it channels the optimism and youthful energy a tech startup might want to convey.

<https://www.color.adobe.com/color-theory/color-meaning.html>

Yellow connotes cheerfulness and adds a pop of refreshment to your palette. "It's a very strong colour that draws the eye, so I use it sparingly as a accent colour most of the time," says Ackerman. Like red, it can also act as a siren for alerts and bold, informational messages.

<https://www.color.adobe.com/color-theory/color-meaning.html>

Green is one of the most versatile colours in the colour wheel, thanks to its widespread use in everyday life. Traffic signs and traffic lights all use green and the shade of green you choose can convey vastly different messages. Its ties to nature can lend products a healthy feel, while a brighter hue is often used in financial applications. "Toned down, it can be really soothing and relaxing, but if it's a super vibrant green, it's more refreshing and energetic," adds Ackerman.

<https://www.color.adobe.com/color-theory/color-meaning.html>

Blue is calming, soothing and friendly. It's often a fail-safe, neutral choice and can take on a variety of meanings depending on how you use it. Blue is a trustworthy colour and scores of brands in all industries capitalise on this colour to build a positive image for themselves. Alternatively, blue can evoke sadness, evidenced in common phrases such as "feeling blue" or "blue Monday". This is partially because blue is on the cold end of the colour spectrum, as opposed to warm colours like red and orange. But again, different shades of blue evoke different emotions; keep this in mind when you choose a palette.

<https://www.color.adobe.com/color-theory/color-meaning.html>

"Purple is a very elegant colour. It signifies loyalty, so if you want to build trust, the colour purple is a great choice," says Ackerman. In addition to trust, purple is often seen as mysterious. This rich colour is traditionally feminine and also has ancient ties to royalty and luxury.

<https://www.color.adobe.com/color-theory/color-meaning.html>

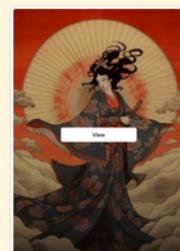


Amaterasu, the Radiant Japanese Goddess of the Sun, is often seen as the mother of the sun goddesses of this radiant Japanese...

<https://www.canva.com/color/color-meaning.html>

Amaterasu, Japanese Imperial Goddess of the Sun, is often seen as the mother of the sun goddesses,...

<https://www.canva.com/color/color-meaning.html>



Amaterasu, Goddess of the Sun, is known as...

...

Deep blue, orange-red, & yellow-orange



Dynamic and playful, this deep blue, orange-red, and yellow-orange color combination is bold, vibrant, and energetic. Contrasting deep blue with warm orange evokes feelings of energy and excitement, while a great deal of warm colors are playful. This palette is ideal for adventure sports, theme parks, adrenaline train, amusement parks, and food and beverage packaging.



28 best color combinations for your next design | Midflow Blog

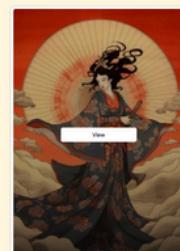
Color is the most powerful tool for...

<https://midflow.com/color-combinations/>

What colors go with bright orange?

Bright orange can be used with a number of different colors. It could form an autumnal palette alongside cream, olive green, reds and browns, or pop next to bold purples. If you want to temper orange's intensity, pair with white. It can also work well alongside blue, which is its complementary color on the color wheel. The colors that pair well with bright orange include:

- Blue
- Brown
- Burgundy
- White
- Purple
- Mimosa



Amaterasu, Goddess of the Sun, is known as...

...

<https://www.canva.com/color/color-meaning/bright-orange/>



FFFFFF

FFCA4B

FFA500

Week 10 – Design Moodboard

[Figjam Link to Group Work](#)

Final Designs



Final Logo Designs



Week 10 – Design Moodboard

[Figjam Link to Group Work](#)

Font Ideas and Final Font

Font Ideas

Scale Category	Typeface	Weight	Size	Case	Letter spacing
H1	Roboto	Light	96	Sentence	-1.5
H2	Roboto	Light	60	Sentence	-0.5
H3	Roboto	Regular	48	Sentence	0
H4	Roboto	Regular	34	Sentence	0.25
H5	Roboto	Regular	24	Sentence	0
H6	Roboto	Medium	20	Sentence	0.15
Subtitle 1	Roboto	Regular	16	Sentence	0.15
Subtitle 2	Roboto	Medium	14	Sentence	0.1
Body 1	Roboto	Regular	16	Sentence	0.5
Body 2	Roboto	Regular	14	Sentence	0.25
BUTTON	Roboto	Medium	14	All caps	1.25
Caption	Roboto	Regular	12	Sentence	0.4
OVERLINE	Roboto	Regular	10	All caps	1.5



Material Design
Basic principles, visual language, system.
Material Design is an aesthetic system...
© Google LLC



Amaterasu - Japanese Mythology's Radiant Sun Goddess...
Epicene Amaterasu, Japan's radiant sun...
goddess, her enigmatic origins, and s...
[generatepairtiful.com](#)

Fontjoy - Generate font pairings in one click. Today's designers choose the best font combinations. Mix and...

[Fontjoy.com](#)

Fontjoy - Generate font pairings in one click. Today's designers choose the best font combinations. Mix and...

[Fontjoy.com](#)

Poppins

Poppins

Open Sans

terasu

Boost your confidence and soft skills

Click (Generate) to create a new font pairing. (Lock) to lock fonts that you want to keep, and (Edit) to choose a font manually. The text is editable, try replacing it with your company name or other copy.

The goal of font pairing is to select fonts that share an overarching theme yet have a pleasing contrast. Which fonts work together is largely a matter of intuition, but we approach this problem with a neural net. See Github for more technical details.

Poppins is a sans serif font that is modern and straightforward

Open Sans is good for accessibility

Serif fonts are good for:

- Trust
- Respect
- Authority
- Formality

Companies like:

- Financial companies
- Law firms
- Insurance companies
- Consultants

Sans Serif fonts are good for:

- Straightforward
- Modern
- Trust
- Sophisticated
- Tech-focused
- Cutting-edge

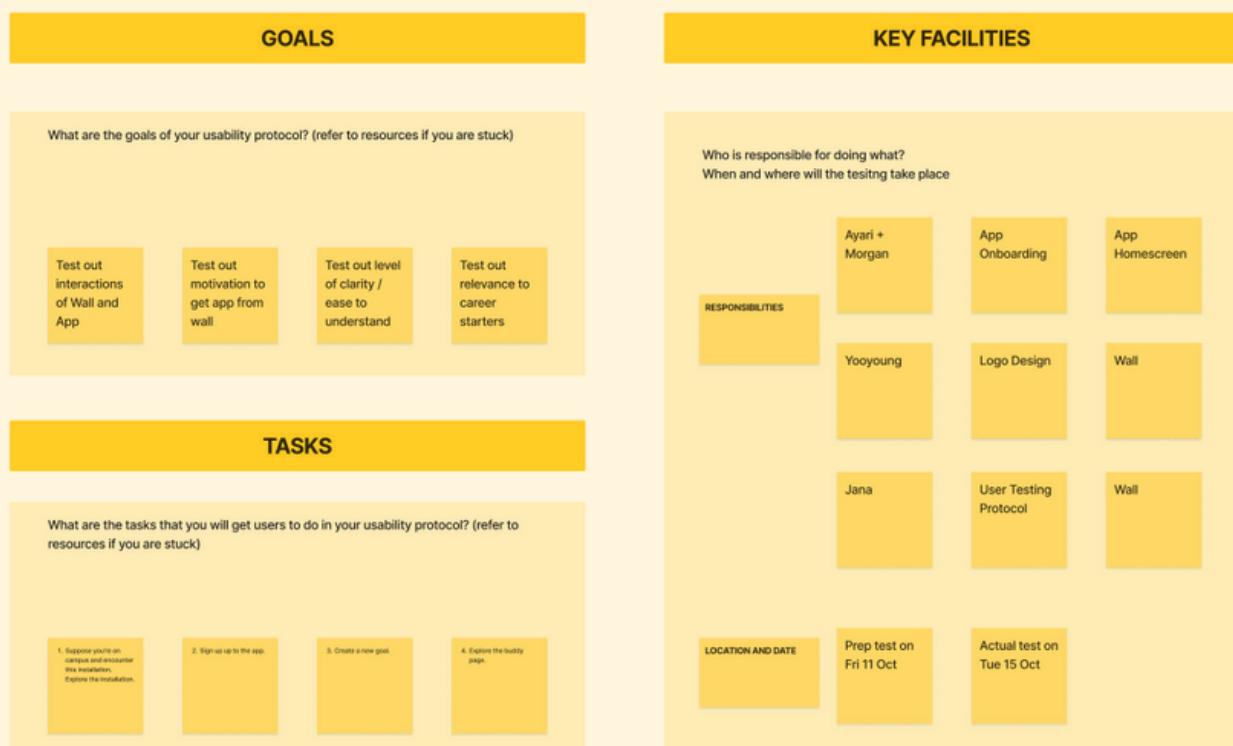
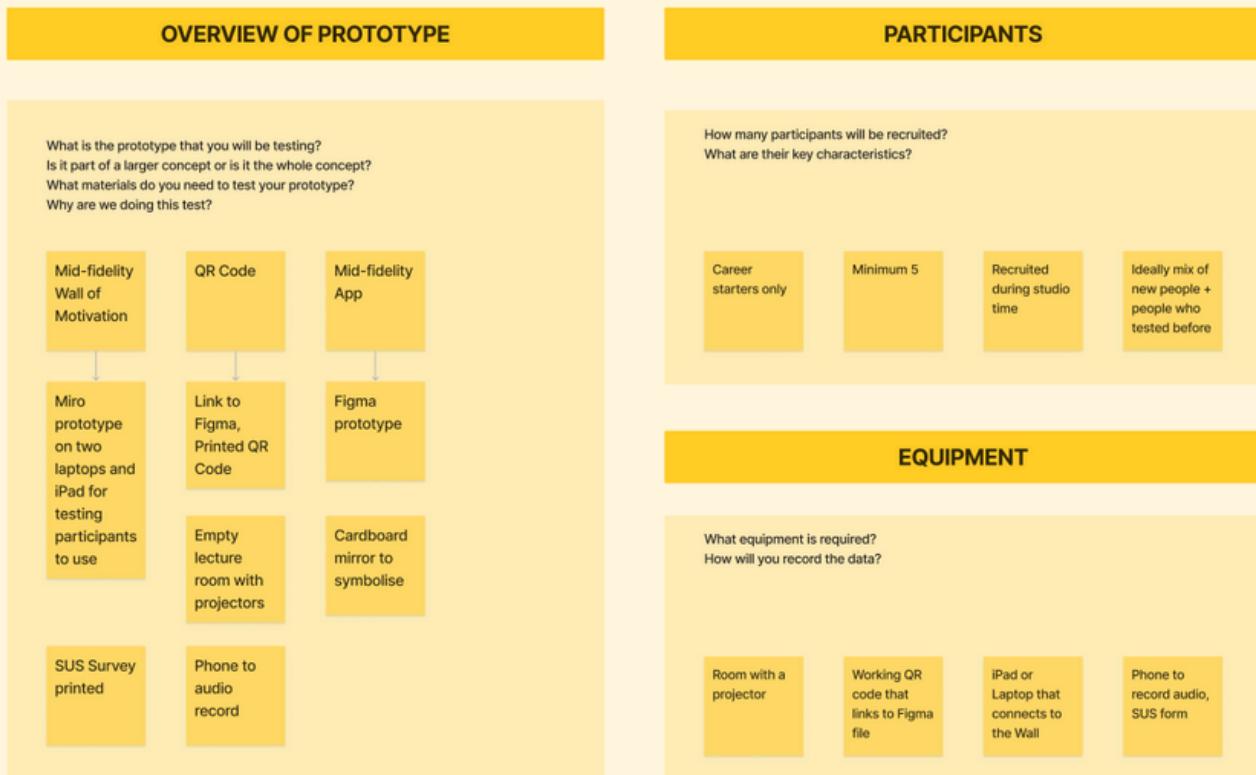
Companies like:

- Tech companies
- Fashion brands
- Start-ups

Week 10 – Preparation for User Testing Round 2

[Figjam Link to Group Work](#)

Overview of User Testing Plan



Week 10 – Preparation for User Testing Round 2

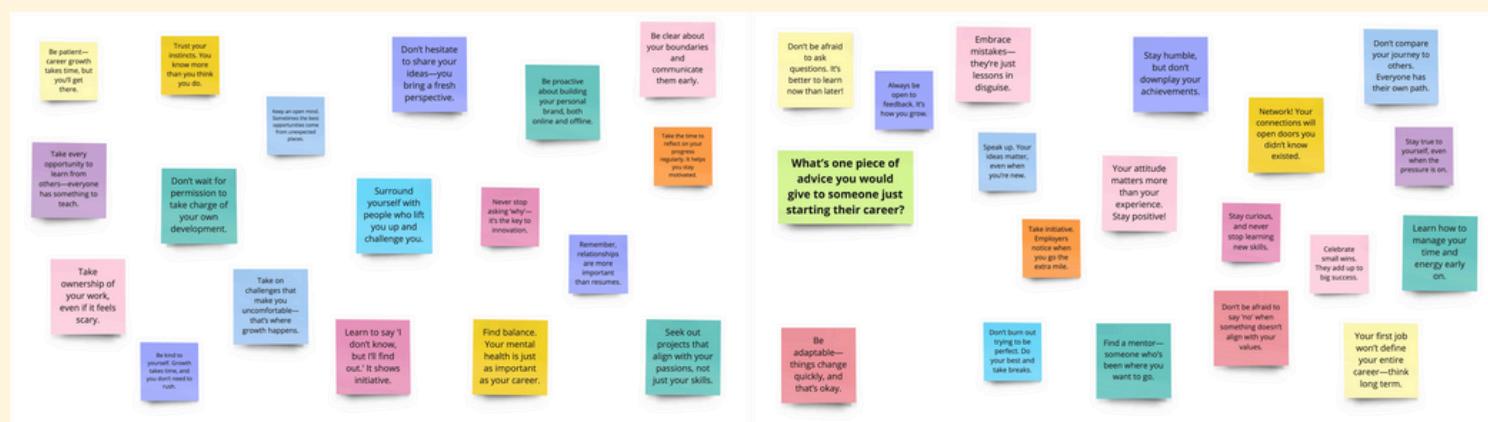
[Figjam Link to Group Work](#)

Motivational Wall Visualisation on Miro

Wall Version 1



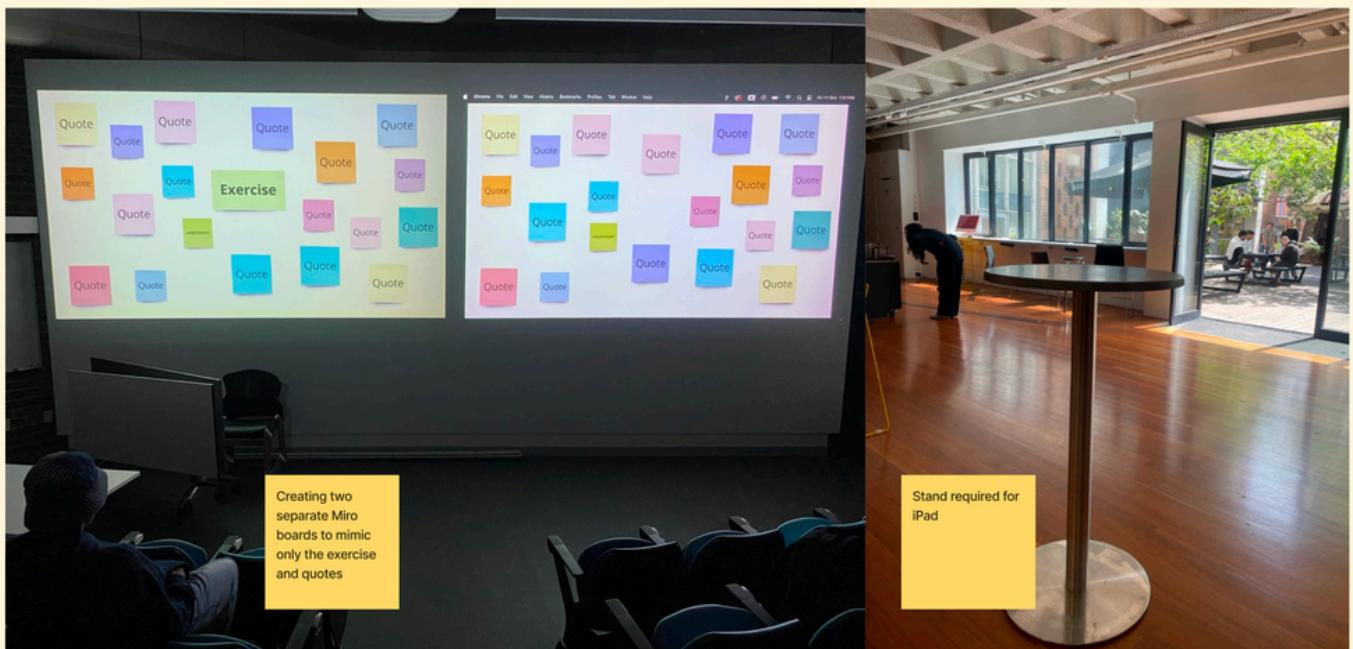
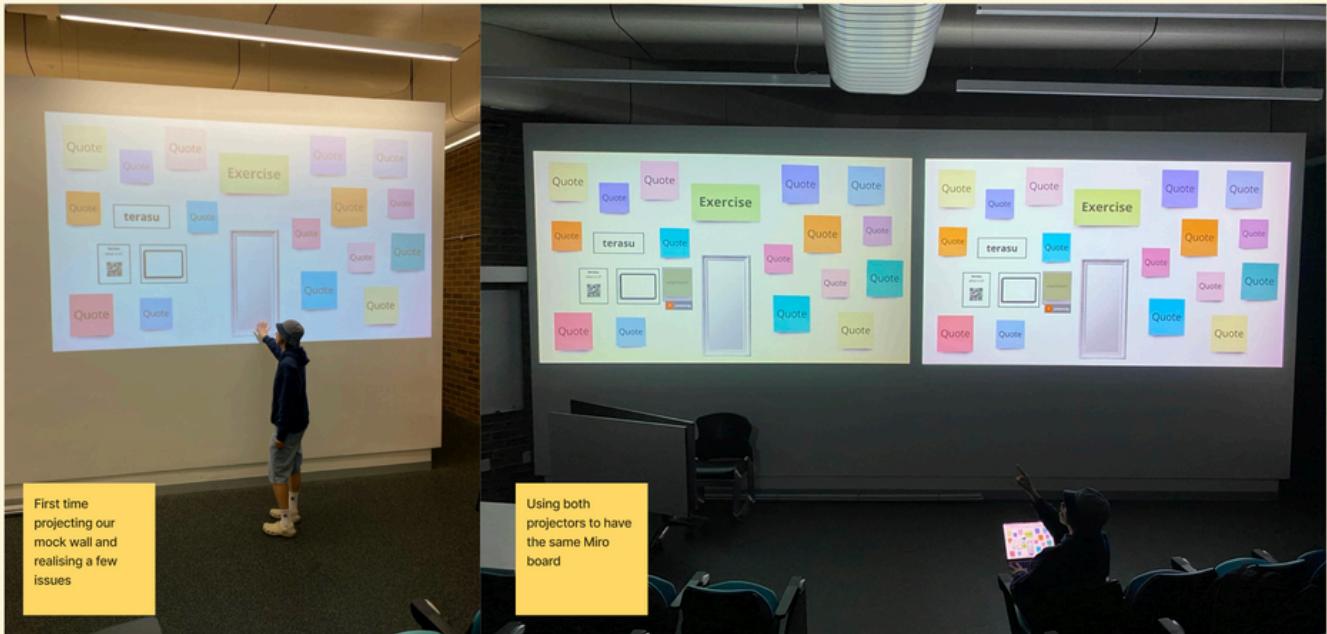
Wall Version 2



Week 10 – Preparation for User Testing Round 2

[Figjam Link to Group Work](#)

Pre-Test Photo



Week 10 – Preparation for User Testing Round 2

Figjam Link to Group Work

User Testing Protocols

<p>DECO3200 User Testing Protocol Group 6</p> <p>A4: User Testing Round 2 User Testing Protocol</p> <p>1. Introduction</p> <p>Hi [Participant's name]. My name is [Tester's name]. Thank you for your participation in our user testing as part of the DECO3200 Interactive Product Design Studio. This study will take about 15-20 minutes.</p> <p>Our project is based on Goal 8 of the UN Sustainable Development Goals, which is about decent work and economic growth. Our focus is on career starters and their soft skills. With our solution, we want to help career starters feel confident about themselves during the job search.</p> <p>The point of this test is to evaluate our prototype and not you. So, please don't worry if you are unsure of anything, this is exactly the type of feedback we are after. We can also stop anytime.</p> <p>The structure of this study is pre-test questions, tasks, a survey and post-test questions. As you complete the tasks, it is important that you speak your thoughts aloud, so I can better understand why you are making certain choices.</p> <p>2. Consent Form</p> <p>Before we get started, can you please sign this consent form.</p> <p><u>Hand over printed consent form to participant.</u></p> <p>With your consent, I would also like to start audio recording so I can transcribe this session to save time. Your information will only be used for this study and is entirely anonymous. Is that okay?</p> <p><u>Start audio recording with mobile phone.</u></p> <p>3. Questions Check</p> <p>Do you have any questions?</p> <p><u>Pause for participant to answer and respond as required.</u></p> <p>Let's get started with the pre-test questions.</p> <p style="text-align: center;">1</p>	<p>DECO3200 User Testing Protocol Group 6</p> <p>Use the Google spreadsheet to evaluate how the participant interacts with prototype</p> <p>Wall of Motivation</p> <p>Task 1: Suppose you're on campus and encounter this installation. Explore the installation.</p> <p>App</p> <p>Depending on whether they have scanned the QR code on their own from the last task, phrase the task differently using either version a or b.</p> <p>Task 2a: Sign up up to the app.</p> <p>Task 2b: You've already scanned the QR code on your own. Continue the process and sign up to the app.</p> <p>Task 3: Create a new goal.</p> <p>Task 4: Explore the buddy page.</p> <p>8. SUS Survey</p> <p>Please fill out this survey to understand your overall experience.</p> <p>Hand over printed SUS form to participant.</p> <p>9. Post-Test Interview Questions (Unstructured)</p> <p>Based on the participant's interaction with prototype (behaviour, comments, feedback) and SUS form, ask questions to better understand their experience.</p> <p>Possible Questions:</p> <p>How did you find the overall experience? What did you struggle with or find most difficult? How successful do you think is this experience in inspiring career starters to self-reflect and motivate themselves to build up their soft skills? How would you improve the experience?</p> <p style="text-align: center;">3</p>
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<p>DECO3200 User Testing Protocol Group 6</p> <p>4. Pre-Test Interview Questions (Structured)</p> <p>Question 1: Do you consider yourself at the start of your career?</p> <p>Question 2: How confident are you in your soft skills?</p> <p>Question 3: What steps do you currently take to improve your soft skills?</p> <p>Great, that was it. Let's move onto the testing part.</p> <p>5. Goal</p> <p>The goal of this prototype is to inspire career starters to self-reflect and motivate themselves to boost their soft skills.</p> <p>6. Scenario</p> <p>If participant is a career starter use this script</p> <p>To test this prototype, please be yourself. You do not have to assume a persona.</p> <p>If participant is not a career starter use this script</p> <p>To test this prototype, I would like you to assume a persona.</p> <p>Select one of the two personas</p> <p>Persona 1: Your name is Chris. You are a recent graduate with multiple internship experiences under your belt. You're a confident, social butterfly who makes opportunities happen rather than waiting for them to pop up. You are in the running for multiple graduate job opportunities and feel unsure about which one you should care most about.</p> <p>Persona 2: Your name is Lisa. You graduated two years ago and are desperate for a full-time job. You're shy and spend a lot of your time procrastinating with video games. You worry about your mental health due to low self-esteem from a lot of job application rejections. You have an analytical mind and struggle with your soft skills.</p> <p>7. Tasks</p> <p>Let's get started with the tasks. Some of the tasks are explorative. You can ask for assistance any time if you feel stuck. Please remember to speak your thoughts aloud.</p> <p style="text-align: center;">2</p>	<p>DECO3200 User Testing Protocol Group 6</p> <p>References</p> <p>This user testing protocol is a combination of the following resources:</p> <p>Britt's tried and tested user testing plan</p> <p>Eidel, O. (2024, May 18). Usability Evaluation Protocol Template. OpenRegulatory. https://openregulatory.com/or_template/usability-evaluation-protocol/</p> <p>Glover, B., Bloodworth, A., Ogle, D., & Thomson, G. (2009, March 16). User Testing Protocol [Community]. Fluid Project Wiki. https://fluidproject.atlassian.net/wiki/spaces/fluid/pages/11610784/User+Testing+Protocol</p> <p style="text-align: center;">4</p>
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Week 11 – User Testing Round 2

[Figjam Link to Group Work](#)

Participants' Consent Forms

Consent Forms

Consent Form

Thank you for participating in our user testing research.
We will be audio recording your session to allow us to observe
your session and benefit from your comments after the session.
Please read the statement below and sign where indicated.

I understand that my user testing session will be audio
recorded.
I grant JANA PLUMM permission to use this recording for
internal use only, for the purpose of improving the designs
being tested.

Signature: Chris
Print your name: Chris
Date: 15/10/24

Consent Form

Thank you for participating in our user testing research.
We will be audio recording your session to allow us to observe
your session and benefit from your comments after the session.
Please read the statement below and sign where indicated.

I understand that my user testing session will be audio
recorded.
I grant JANA PLUMM permission to use this recording for
internal use only, for the purpose of improving the designs
being tested.

Signature: Jeff
Print your name: Jeff
Date: 15/10/24

Consent Form

Thank you for participating in our user testing research.
We will be audio recording your session to allow us to observe
your session and benefit from your comments after the session.
Please read the statement below and sign where indicated.

I understand that my user testing session will be audio
recorded.
I grant JANA PLUMM permission to use this recording for
internal use only, for the purpose of improving the designs
being tested.

Signature: Jane
Print your name: Jane
Date: 15/10/24

Consent Form

Thank you for participating in our user testing research.
We will be audio recording your session to allow us to observe
your session and benefit from your comments after the session.
Please read the statement below and sign where indicated.

I understand that my user testing session will be audio
recorded.
I grant JANA PLUMM permission to use this recording for
internal use only, for the purpose of improving the designs
being tested.

Signature: Karen
Print your name: Karen
Date: 15/10/24

Week 11 – User Testing Round 2

[Figjam Link to Group Work](#)

SUS Forms and Evaluation

SUS Forms

30f#

System Usability Score Survey

Strongly Disagree Strongly Agree

- I think that I would like to use the system frequently
- I found the system unnecessarily complex
- I thought the system was easy to use
- I think I would need the support of a technical person to be able to use this system
- I found the various functions in this system were well integrated
- I thought there was too much inconsistency in this system
- I would imagine that most people would learn to use this system very quickly
- I found the system was very cumbersome to use
- I felt very confident using the system
- I needed to learn a lot of things before I could get going with this system

Scanned with CamScanner

4d

System Usability Score Survey

Strongly Disagree Strongly Agree

- I think that I would like to use the system frequently
- I found the system unnecessarily complex
- I thought the system was easy to use
- I think I would need the support of a technical person to be able to use this system
- I found the various functions in this system were well integrated
- I thought there was too much inconsistency in this system
- I would imagine that most people would learn to use this system very quickly
- I found the system was very cumbersome to use
- I felt very confident using the system
- I needed to learn a lot of things before I could get going with this system

Scanned with CamScanner

4f

System Usability Score Survey

Strongly Disagree Strongly Agree

- I think that I would like to use the system frequently
- I found the system unnecessarily complex
- I thought the system was easy to use
- I think I would need the support of a technical person to be able to use this system
- I found the various functions in this system were well integrated
- I thought there was too much inconsistency in this system
- I would imagine that most people would learn to use this system very quickly
- I found the system was very cumbersome to use
- I felt very confident using the system
- I needed to learn a lot of things before I could get going with this system

Scanned with CamScanner

4b

System Usability Score Survey

Strongly Disagree Strongly Agree

- I think that I would like to use the system frequently
- I found the system unnecessarily complex
- I thought the system was easy to use
- I think I would need the support of a technical person to be able to use this system
- I found the various functions in this system were well integrated
- I thought there was too much inconsistency in this system
- I would imagine that most people would learn to use this system very quickly
- I found the system was very cumbersome to use
- I felt very confident using the system
- I needed to learn a lot of things before I could get going with this system

Scanned with CamScanner

SUS Evaluation

Participants	Q1: I think that I would like to use this system	Q2: I found the system useful	Q3: I found the system easy to use	Q4: I thought that I would need the support of a technical person to be able to use this system	Q5: I found the system was easy to use	Q6: I thought there was too much inconsistency in this system	Q7: I would imagine that most people would learn to use this system very quickly	Q8: I found the system was very cumbersome to use	Q9: I felt very confident using the system	Q10: I needed to learn a lot of things before I could get going with this system	sum of odd numbers	sum of even numbers	sum of odd numbers - 5	sum of even number	SUS score	Grade
Participant 1.	3	2	3	2	3	3	4	3	3	4	16	14	11	11	55	D
Participant 2.	5	2	5	1	5	1	4	1	5	1	24	6	19	19	95	A
Participant 3.	4	1	3	1	4	1	5	2	4	1	20	6	15	19	85	A
Participant 4	5	1	5	1	5	1	4	2	3	2	22	7	17	18	87.5	A
															Average	80.625

Week 11 – User Testing Round 2

Figjam Link to Group Work

Google Spreadsheet Testing Notes and Evaluation

Google Spreadsheet for Testing - Improvement notes			
P1	Goal feature = have only one main goal in the onboarding - goes to the main home page with just one goal so the user can add up to three goals at a time.	motivational goal setting where the user gets "good job" page once they're done with their task, half way through their task, one step away from finishing your goal, finishing goal	
P2	new app feature = add description at the top of the buddy page		
P3	make the iPad board as an explainer with QR code rather than on the web browser on the phone	have experience level for the filter adding quotes through the app	have suggestion of the goals = answer the questions and then goal setting with AI generated
P4		add the story of terasu next to the mirror	questions → goal setting (based on the questions they answered, AI suggests goals to users)
			certificate for mentoring a buddy

General Insights		
<p>Quotes are clear but need to be more concise and need more credibility in the quotes (with writers' names)</p> <p>Morgan</p>	<p>goals are unclear in the home page and need more clarity why it's all filled out</p> <p>Morgan</p>	<p>ui is good but need slight adjustment (eg shadow effects)</p> <p>Morgan</p>

Week 11 – User Testing Round 2

Figjam Link to Group Work

Think Aloud Summary and Evaluation

Think Aloud Transcripts



Think Aloud Evaluation

On the Wall

You know what's interesting? I find this very motivating.

But overall it's very colourful, very interactive. They're like little cards. Like getting influenced.

I can imagine people going crazy over this. Everyone's been talking about it.

Yeah, it's something fun to use. I'm reading it, too. I've got a lot of things to sort of motivate and lift me, too.

Oh, this is the people... it's like a contribute.

On the QR Code

What is this QR code for? I'm not understanding it at the moment.

I mean, the QR code is that I'm not sure about what it is.

Sai am I assuming that I can scan this QR code to help me contribute? Do the board?

Interactions with QR Code and Mirror

I would scan the QR code.

On the QR Code

Yeah, yeah! If I were here, then it would! [Scan the code]

On the Mirror

I look at myself in the mirror. Check myself out, yeah.

Confusion about Plus

On the iPad

What is it? I don't know what it is. I'm not understanding the buttons.

On the iPad

Yeah, I think this should be a plus sign. It's kind of like a minus sign. I think it should ensure the question.

On the iPad

What is it? I have no idea. So that's not very clear.

Options on Buddy Function

On the Buddy Function

I know what it does, so much. It's kind of like a rating app. Maybe it's like Connect 4.

On the Buddy Function

I feel confused, but I just... Yeah, I don't know what it is. I think it's a rating system, but I'm not sure.

On the Buddy Function

Another thing is the people who usually would use this app, they would probably not think the goal, the career goal, is very, very private.

On the Buddy Function

If I enter matches, then it automatically matches me with other person? Or am I picking them? I would pick them, but I don't know if it's a rating system, or just a matching system.

On the Buddy Function

Wait, my buddy is responsible for checking in with me? If I wanted you to check my progress every week, I would have to check in with him. So he needs to go through this app?

On the Buddy Function

I like to connect or something.

On the App Interface

On the App Home

I also recently add a search button.

On the App Home

Or maybe it'll be the option to upload your resume, update your location, [Be sure steps to get started] and then add a goal with microtargets

On the App Home

A little bit confused about this plus button. Am I adding a goal?

On the App Home

I think it's fine. I think it's maybe just a bit confusing with the other buttons, but I'm sure that's just like a type of thing.

On the App Interface

I think it's really good. I might just be a bit confused with the other buttons, but I'm sure that's just like a type of thing.

On the App Onboarding

On the App Onboarding

I don't know what the button was before.

On the App Onboarding

Earlier writing and everything.

On the App Onboarding

I have this like information could be provided. What might happen if I click this button? So I'd really appreciate some information or some examples.

On the App Onboarding

OK, I also don't know what questions it's about to ask me.

On the App Onboarding

Yeah, I don't understand. It is like a web page, which I don't understand the purpose of clicking the shadow or here.

On the App Onboarding

Why do you want to add, the same should be in here. I think it's better to have the shadow or here.

On the App Onboarding

Yeah, I think the only thing is that for the comment or the feedback, there should be the button here to get the link.

On the User Experience

Yeah, because for me personally, I don't care what's on there based on my friends and what they say, but I think they don't exactly sell a lot of multiple goals.

On the User Experience

If you gave me the suggestions on goals that I didn't have, I would probably go with it. I feel like a lot of people don't write goals cause they don't like it. I don't know what goals I should have.

On the User Experience

Yeah, I can tell the you guys have a great system like a system where the whole product...

On the User Experience

It's clearer than last time. I really enjoy the interface.

On the User Experience

I think it's a great interface on what the actual skills are. So I'm doing well in my personal skills! Am I doing this the right goal? Yeah, I feel like I'm doing well in my personal skills. I feel like I'm not doing everything of LinkedIn around.

On the Buddy Function

The buddy, the buddy system is really helpful. I think it's great to give your skillset.

On the Buddy Function

I like the matching thing, the buddy.

On the Buddy Function

Yeah, he is happy to share it with my buddy. That's cool. I think it makes a lot of sense.

On the Buddy Function

Networking!

On the Buddy Function

I feel like the buddy is kind of the meeting I need to have with my buddy to make sure we're on the same culture, because in Canada and the US, we call it a cultural fit. So, we cut off a buddy. I don't know the culture in India.

On the Buddy Function

I think they're people in India, and they're not as tech-savvy as us. So, I think if I'm going UX, they're like the people in India. So, I think if I'm going to be happy to convert or switch.

Week 11 – User Testing Round 2

Figjam Link to Group Work

Think Aloud Transcripts - Jeff (Pages 1 - 4)

Interviewer: Alright, so we are recording. Actually I'll just put this right here. Alright, so we'll get ready with some pre-questions similar to last time. Now I know that you are a career starter. How confident are you in your soft skills?

Jeff: 10 out of 10.

Interviewer: What steps do you currently take to improve your soft skills?

Jeff: Play around.

Interviewer: Like just life?

Jeff: No, it's like you learn from play, right?

Interviewer: Okay, you learn from like experiences.

Jeff: Yeah, exactly.

Interviewer: Okay, okay. Alright, so the goal of our prototype is to inspire career starters to self-reflect and motivate themselves to improve soft skills. To test this prototype, please be entirely yourself. You do not have to assume a persona since you are already a career starter. Alright, let's get started with the tasks. So our tasks are explorative in nature, so they might be a little bit, you know, vague. So you can ask for assistance anytime if you feel stuck, and please remember to speak your thoughts out loud. Alright, so suppose you're on campus and you're walking around and you encounter this installation. This is supposed to be a mirror. I obviously couldn't carry the whole mirror over. But anyway, just so you know that that's supposed to be a mirror. Anyway, you're coming in through the doors and you're exploring the installation.

Jeff: Did you put this here?

Interviewer: Huh? No, no, no. That was already here. Alright, please think aloud. And like imagine you're walking in here for the first time.

Jeff: Okay, cool. Alright, I'm walking here. What should I do next?

Interviewer: Explore.

Jeff: Okay, what's one piece of body you can give to someone just starting your career? That is a really good tip for me to know how to interact with these things. Is that software or just like program?

Interviewer: What do you think of kind of, what do you think this is? Like if you were to walk in here, pretend that this is one big wall. It wouldn't be on two different projectors. It would be one big wall.

Jeff: Okay, got it. That's interesting. Yeah, this is a big wall. Okay, I got it. It's a big wall. Oh, yeah, don't compare your journey to others. Everyone is very positive. Be patient. Career and growth take time. You know what's interesting? I find this very motivating.

Interviewer: Okay, that's good. Who do you think, like what do you think these quotes are coming from?

Jeff: I think maybe it's coming from the people who are in the industry or in the career for a while. Coming from like a generation, like my mom and dad have been career for a long time.

Interviewer: Okay, yeah.

Jeff: And some of the quotes I can see is coming from very successful people. But that is definitely pretty good.

1

Interviewer: Yeah.

Jeff: Like the trust your instinct. I think, yeah, I really like this one. I saw a lot of like successful people. They could say that many, many times, but I also agree with that.

Interviewer: Okay.

Jeff: And yeah, it's pretty good. It's pretty, it's pretty, yep. I would like this, some of the quote could be like shorter or concise, for example, like just only keep the trust in your instincts.

Interviewer: Yeah. Gotcha.

Jeff: Because for example, like you know more than you think you do. It's kind of like elaborated like the first sentence.

Interviewer: Yeah, sure.

Jeff: But overall it's very colourful, very interactive. When I just walk in the room, I already being captured by this board.

Interviewer: Awesome. Okay. So just to help you out of it, because of course it's not the ideal scenario how we'd want it. But ideally these would be of course one wall. The mirror would be against the wall. Then you'd have this QR code right next to it. And then this iPad would be like also against the wall.

Jeff: Okay, got it.

Interviewer: Pretend it's like this now to keep exploring.

Jeff: So I look at the board and also the mirror.

Interviewer: Yeah, so what do you think of the mirror? So the mirror is just a mirror this time. I know that last time when you tested it, it was showing you stuff. But it's not doing that right now.

Jeff: You know one thing I found to be very important is that every time you look at a mirror, you have to love yourself.

Interviewer: Yeah.

Jeff: That's one of the things I think is really important.

Interviewer: Yeah.

Jeff: But I think one of the most important things, if I'm actually out of the top, you can just stop me by the way.

Interviewer: No, no, no, please go ahead. I want to hear what you're thinking.

Jeff: Because I think this quote is really good. But the one thing, okay, some people are like, some people, some of the quotes, they will be convinced or they will motivate them. But sometimes they won't know that, okay, where's the quote coming from?

Interviewer: Yeah.

Jeff: Because based on human psychology is that the human will trust the people who become more successful. For example, trust with Nixon. I think one time I saw Joe Biden say that once. But I wonder if you guys just say trust with Nixon is from Joe Biden. That would be more convincing.

2

Interviewer: So seeing like who has said these quotes kind of thing to make you feel better, like have a name attached to it.

Jeff: I mean, I'm okay with that. But like some people would like believe that, okay, they would rather to trust the people who is already successful.

Interviewer: Yeah, okay. So right now it looks like these are all quotes from people who know what they're doing. What about exploring this area here a little bit? Like this one right here. This one? No, not here. This one.

Jeff: I already saw this one. What is terasu? I don't know. I do answer. Oh, magic. Is that the same?

Interviewer: It's the same. Yeah. So essentially, essentially the idea is that you can add your answer. Like so you can add a quote on the wall.

Jeff: Yeah.

Interviewer: So it doesn't have to come from like a successful person. It can be from a career starter as well.

Jeff: But for example, what if I become very successful? I leave like 10 years ago, but after 10 years I become very successful.

Interviewer: Yeah, if you're around the uni and you come in here and you're like, it's basically, so I don't know if this made sense to you. Please like talk through it. But like because you came in here and you said the quotes look like they came from people who are very successful. And then, but would you want to like add your own, like if you're reading the what's one piece of advice, do you feel like you want to add to it?

Jeff: Yeah, of course. Why not? What if I become very successful? I mean, if I become very successful after 10 years.

Interviewer: But you don't have to be like, you know, very successful to answer this. Do you think it can only be answered by like successful people?

Jeff: You don't have. I mean, it doesn't have to. But some people, again, like some people is really only convinced by successful people. But it's like human psychology, you know.

Interviewer: Yeah, yeah, yeah.

Jeff: OK. Yeah. But I would just say, for example. For example, like that.

Interviewer: Beautiful. That's nice. What do you feel when you do that?

Jeff: I mean, it is good because, you know, you know, yeah. That's one story I went to like Orlando like last summer. It's like the space, it's like a NASA like Space Center. But I saw like a ton of quote is from Ronald Reagan. I said, JFK is about one thing like they say about is that, OK, the future is only belong to people who is has quite a courage. Yeah, it's basically like that. But it's really, really cash on my eyes, you know, because that's actually say from JFK.

Interviewer: OK.

Jeff: Ronald Reagan. And what if like you erase the name?

Interviewer: OK.

Jeff: How's it going to people?

Interviewer: Yeah. Nice one. OK. So now you've added a quote. Are you at all interested in the QR code?

Jeff: Oh...

Interviewer: Would you be interested in scanning that or not?

Jeff: I mean, the QR code is that I'm not too sure about what it is.

Interviewer: Because there's not much information, right? We just have a QR code.

Jeff: Yeah, I saw it. It's like maybe just because it's like set up, it's like in the classroom. Some like some future maybe will left.

Interviewer: All right. It's not really part of. Yeah, it doesn't look like a proper testing environment right now.

Jeff: Yeah. If I just like add some color in the middle.

Interviewer: Yeah, OK, well, we're moving on now because we're pretending that you wanted to scan the QR code. And now you are basically your next task is sign up to the app.

Jeff: Who designed this?

Interviewer: These guys. These two.

Jeff: That's so cute.

Interviewer: Yeah, right. It's very cute.

Jeff: Oh.

Interviewer: And remember to think out loud.

Jeff: OK, OK, OK, OK. I can see it's like very, very cool style.

Interviewer: Yeah, they have really good taste. What do you think about terasu?

Jeff: Yeah, good name. Japanese name, right?

Interviewer: Yeah.

Jeff: Oh, yeah, by the way, just let you guys know I have like a very high standard on the UI. Yeah. I think the only thing is that like the comment or like the testimony here could be the font here is just like too small.

Interviewer: Yeah.

Jeff: And also in the first time, like description under the title is, again, it's also too small.

Interviewer: OK.

Jeff: You want it to be like a visual hierarchy, right? So you wanted to make sure that people can scan the title first and then scan the description next. And yeah, this one could be smaller than this one, than the description under the title.

Interviewer: Yeah.

3

4

Week 11 – User Testing Round 2

[Figjam Link to Group Work](#)

Think Aloud Transcripts - Jeff (Pages 5 - 8)

Jeff: Because you want to know how people are going to scan it.
Interviewer: Sure.
Jeff: So you want to know how people are going to scan it. And also, yeah, the icon here could be smaller. But overall, I think it's really, really good.
Interviewer: OK, cool.
Jeff: It's really creative. OK, that's pretty much the App Store. Yeah, I think in the real life, like Apple, they usually just have like a notification say that you wanted to jump into the Apple Store page or not.
Interviewer: Yeah. Oh, true. It's not like a website. It'll be like, do you want to open the Apple Store? OK, right. Fair.
Jeff: Yeah, be careful on that.
Interviewer: Yeah. That's all right. Yeah. No, this is great. You're giving really good feedback.
Jeff: This logo is so good.
Interviewer: Yooyoung did the logo. He loves the logo. OK, so your task was to sign up.
Jeff: Yeah, I know. I'm just trying to give some feedback.
Interviewer: OK, fair, fair, fair.
Jeff: OK. Yeah, because one thing I'm wondering, like, why you guys want to add, like, some shadow in here in the logo?
Interviewer: OK, so you don't like the shadow? Because it doesn't, why does it not look like a button?
Jeff: No, because, yeah, I found it's like, because I found a lot of, like, people adding here, but it usually is like, I know you guys try to emphasise on that.
Interviewer: Cool.
Jeff: But I think I already know that I'm going to, what you're going to do next.
Interviewer: So it doesn't need the extra shadows, what you're saying. You prefer it more simple.
Jeff: I just don't understand the purpose of adding the shadow in here.
Interviewer: OK, fair, fair, fair.
Jeff: Yeah. But again, I have a high...
Interviewer: No, no, no, please, don't apologise. This is the point. You're supposed to be critical.
Jeff: I have a very high standard, like, on UI.
Interviewer: We love high standard.
Jeff: OK, yeah, this one, yeah. So for the sign up page, very creative, very clear. Yeah, again, just like smaller text in the box.

5

Interviewer: Too small or needs to be smaller?
Jeff: The text needs to be smaller.
Interviewer: Needs to be smaller, OK.
Jeff: In the box.
Interviewer: In the box, OK.
Jeff: Yeah. Yeah, like the temp text. Yeah, again, the sign up button, I don't understand why it's just... And also, yeah, because another way you guys want to add a shadow is that try to use the color. If you want to add the shadow color, just try to use the color the same as the...
Interviewer: Oh, OK, same as the...
Jeff: Yeah, try to play around with it.
Interviewer: Yeah, that's an idea.
Jeff: Yeah, because usually... And also, this is like a pure black, right? Is it a pure black?
Interviewer: No, I don't think so. The shadow? It's like a brown... Oh, pure black, probably.
Jeff: Yeah, I feel like because it's a pure black, it's like a very, very high contrast. Yeah. And yeah, try to avoid that.
Interviewer: OK.
Jeff: Yeah, that is pretty good. Welcome, setup.
Interviewer: What do you think of this?
Jeff: Welcome, setup three, go to get started. Could it be more clear file on that? The goal one, the goal two, goal three? Maybe just, for example, set up what kind of a goal. Like what examples?
Interviewer: Yeah, what examples are first on the go forward? OK, yeah.
Jeff: Yeah. And for the UI side, it's really clear. Maybe, yeah, like in here, again, in the bottom here, just add some more padding.
Interviewer: Oh, yeah, more like margin.
Jeff: Yeah, the margin. Setting three, go question. Answer truthfully so you get to experience personally. Yeah. Should I say that? Because, so answer truthfully, I think, yeah, there's no problem. But again, if you guys want to do better, you can just shorten the description. OK? On the questions.
Interviewer: Yeah.
Jeff: What is the current goal as a career started?
Interviewer: What do you think of these questions?
Jeff: Yeah, it's pretty good. I like it.
Interviewer: Oh, yeah, you like it.

6

Jeff: Yeah, it's very straightforward. Yeah, I know what should I do next. And also in here, the very confident, somewhat confident, slightly confident. That's kind of pretty much the same for me.
Interviewer: Yeah.
Jeff: Could I be like a more kind of like differentiate each other? For example, very confident. OK, I know what is very confident looks like. Yeah. But somewhat confident.
Interviewer: Huh?
Jeff: OK. Maybe could say, Oh, so. For example, like, hesitate. Yeah. How often do you set a career goal for attractive? Because OK, because for me, like the career goal and projecting here usually just kind of like usually the people, if I was like a goal, they only have like one big long term goal and then breaking down to a small goal. Because if the people just kind of like often to have like set up a career goal, which means that they are not have a consistent to work in that towards like one goal.
Interviewer: OK.
Jeff: Yeah, because yeah, that's kind of like that's pretty. Yeah, I know that. That's pretty much like how people set a goal for something. They want to start a company just like set a goal. And this question.
Interviewer: So that one's a bit trickier to answer. How often do you set career goals or objectives?
Jeff: Yeah, because I because you can't really put a number on it.
Interviewer: Yes.
Jeff: Yeah, because for me personally, is that you and also based on my friends and also people I know that they don't usually set a lot of multiple goals. For example, they want to set up one goal. For example, I have a friend, he says he want to go to the US for the PhD. Just set a goal. That's it. Actually, if you want to just break it down to small goals.
Interviewer: Yeah, gotcha.
Jeff: OK. Because ultimately, like if you only have one goal, for example, the thing they are doing just for one thing for a better life. What kind of support would it be helpful for your right now? Right now? Yeah. This one's pretty good.
Jeff: OK, so before you keep going, you've done successful and all good. So now your next task is create a new goal. So maybe head back to the homepage just to do that. So how would you do that? Can you talk me through that?
Jeff: OK. So like in here, your goal is, yeah. Yeah, this one is, yeah, the first page, the homepage is pretty clear. It's very clear.
Interviewer: What do you think about the goals kind of you just signed up, but there's already some goals filled out.
Jeff: LinkedIn upgrade. Did I fill like this? It's kind of like, oh, it's like.
Interviewer: What did you think that was? LinkedIn upgrade.
Jeff: It's kind of like pushing me to help my career development. OK, so you think it's like a recommendation, even though what do you think about the bar, the fact that the bar is filled out already halfway through?

7

Interviewer: Yeah, OK. All right, so maybe I'll give you some background, and then you can see what you think of that. So our original idea was that the buddy keeps you accountable for your goals. So it's somewhere where you have a goal, and then they can keep you in line and be like, hey, how are you doing with this goal and stuff like that? It's supposed to make more motivation kind of thing to fulfil your goals.
Jeff: Another thing is that the people who usually would not share their life goal. And also one thing is that sometimes the people is really hard to find a common goal. Like, sometimes people are really hard to find a common goal, like in the way and to meet each other. Even though they have a similar goal, like the way they want to go. But it is still very hard. And also I think the goal, the career goal, is very, very private things.

8

Week 11 – User Testing Round 2

[Figjam Link to Group Work](#)

Think Aloud Transcripts - Jeff (Page 9)

Interviewer: OK, OK. Yeah. So if it's private, if you scroll down, you can actually also share this with someone you know, like someone more like a friend who you want to share this with. So basically you have several options. We have the option that you can be matched to a random person and share your goal with. Or you can basically share this with a friend. So you can tell your best friend, hey, I would like to add you to this app to keep me accountable. Do you have a preference? What are your thoughts about the options?

Jeff: Yeah, first of all, for me personally, I wouldn't like share too much about life goal. Like with a lot of people.

Interviewer: It's just an option. You don't have to do this.

Jeff: This is kind of like an ethical consideration because the idea is really good. But the one thing is that the people usually when they come into like life goal or career goal. They wouldn't like really want to share it.

Interviewer: OK. But what about a personal friend or a family member or like a parent or someone like that? Like if you have a mentor in your life who's like a close friend already, you would feel not comfortable sharing like your goals?

Jeff: It depends on like how or like what's the parents looking for because. Yeah, because I had like this experience. Because yeah, because like sometimes with me and my mom and dad have a very different values and different like a way of life.

Interviewer: So you personally you wouldn't want to like interact with the buddy.

Jeff: Because yeah, because like if you want to know like that person have a goal because sometimes on the social media, it's just kind of a dating app.

Interviewer: So for you it's a private thing. Fair enough. That's good to know. Let's get the SUS form for you and. Some post questions that then were done and you've helped us immensely. So take your time. Did you kind of now especially comparing it to the last time when you did it right? Like how did you kind of find the overall experience? Do you see improvements to it? Is it more enjoyable this time? Like tell me about this.

Jeff: Yeah, I can feel like you guys already build like a system like a system around the whole product. I know like OK, it just should be like interact with first and interact second. And it's kind of like OK, after I interact, what should I do next and what should I do next? It's like I have a very clear kind of like. It's clearer than last time. I just want the board and also the app. I can see the connection. I can see the connection between that.

Interviewer: Yeah. OK, any tips in terms of what to improve, how to improve the experience?

Jeff: Yeah, I think maybe just thinking about like, like the one you mentioned, like a life goal. Maybe just try to encourage people to share the life goal. Yeah, in some of the way.

Interviewer: Thank you, Jeff. I appreciate it.

Week 11 – User Testing Round 2

Figjam Link to Group Work

Think Aloud Transcripts - Gil (Pages 1 - 4)

Interviewer: Okay, so with your consent, we've got all that sorted. Now let's get started with some pre-test questions. We already know that you're a career starter. Remind me again, how confident are you in your soft skills?

Gil: Soft skills would be like a six or seven.

Interviewer: Okay, and what steps do you currently take to improve your soft skills?

Gil: The biggest one would be like talking around people almost.

Interviewer: Okay.

Gil: Like people in my class, I go up to them and like talk to them and introduce myself.

Interviewer: You make an active effort with that?

Gil: Yeah, active effort.

Interviewer: Cool, okay.

Gil: Because I recognise that I probably need to improve that.

Interviewer: Okay, that's good to know. Awesome. All right, so now let's move on to the actual testing. You don't need to assume a persona. You're already a career starter. We'll get started with the first task. So suppose that you're on campus, and I know this isn't the perfect setup.

Gil: Yeah.

Interviewer: We were supposed to be in a different lecture theatre. The idea is that this is supposed to be all one wall.

Gil: I like this, yeah.

Interviewer: You still have the mirror. However, I'm going to give you the tip right now that the mirror doesn't do anything this time. So that's why it's just cardboard.

Gil: Yeah.

Interviewer: But anyway, just suppose you're on campus, you encounter this installation, explore the installation.

Gil: So I see a mirror, and I see two large boards, or like pinup boards with different quotes and like pieces of advice. I would sit...

Interviewer: Oh, sorry, no, that's just how it's supposed to prop it up.

Gil: Okay.

Interviewer: I'm sorry. Imagine it's just a mirror. Yeah.

Gil: Okay. Yeah, it's just a mirror. I look at myself in the mirror.

Interviewer: Check yourself out. Okay.

Gil: Check myself out. Yeah. Maybe look at the quotes again. Yeah. Get an idea of what I'm supposed to do. And then maybe I'd interact with the mirror? Or...

Interviewer: Okay. Yeah, you can try.

1

Gil: And I'm stuck. I don't know where to go from here.

Interviewer: Okay, maybe explore this side of the wall a little bit.

Gil: What's one piece of advice you would give someone just starting their career?

Interviewer: What does that make you think?

Gil: It's people, like community input. Other people give their own little quotes of what's helped them, maybe.

Interviewer: Okay, cool. So you think that this is from people like yourself kind of thing?

Gil: Yeah.

Interviewer: Okay. Okay. Maybe come back a little bit because yeah, ideally, this is supposed to all be like the mirror is supposed to be on the wall.

Gil: Yeah.

Interviewer: So that would be the ideal setup.

Gil: Yeah.

Interviewer: So kind of stay in this area.

Gil: I would scan the QR code.

Interviewer: Okay, you would do that first. Perfect. All right, Yooyoung is going to help you because Yooyoung has the actual Figma prototype.

Gil: Okay.

Interviewer: This will just lead to a web version which isn't very good.

Gil: Okay, cool.

Interviewer: So you've actually, before we move into that, I'll just tell you real quick something because we skipped over something. But that's perfect because we want to find out why we skipped that. So essentially we have the iPad here.

Gil: Yeah.

Interviewer: And the iPad is supposed to kind of give you an idea of you can either hit what is this installation about or you can add your answer, meaning you can actually add to the quotes.

Gil: Right.

Interviewer: What would you, like, would you want to add to the quotes or would you be someone who's not really, just want to watch and you don't want to add?

Gil: Maybe it's my first time. I wouldn't add.

Interviewer: Okay.

Gil: First time I just like observe.

2

Interviewer: Yeah. But also is it not very clear? Like, was it not very clear?

Gil: It wasn't that clear.

Interviewer: Yeah. Okay.

Gil: I guess. It was probably because the brightness was done on the iPad. Yeah.

Interviewer: Okay.

Gil: What is terasu?

Interviewer: Okay. So hypothetically that would, yeah, I know we just literally prototyped it. So that would give you a little bit of explanation of what this installation is about, what the app is about. But you can add your answer if you then tap that and then it would take you down.

Gil: So I add my little quote and then that would go up there.

Interviewer: That's right. That's right. Okay, cool. But perfect. So you've given us some good explanations there. So now you can get started with your next task, which is sign up to the app.

Gil: Okay.

Interviewer: Yeah, yeah. You can do that.

Gil: Oh, is that Figma or is that?

Interviewer: It's Figma. Yeah, I know it looks like that. It's all right. Yeah, it's cool. What do you think so far of the layout?

Gil: I think it's really good. I really like this.

Interviewer: The aesthetic of it?

Gil: Yeah. Log in. I'll sign up. I'm going to do my stuff. That's really easy to do. And then I set three goals.

Interviewer: What do you think these goals are?

Gil: Maybe goals going forward for my career starter.

Interviewer: Okay, cool. So do you think this is straightforward as well?

Gil: I think a little information could be provided. What these goals could or should be.

Interviewer: Okay.

Gil: Based on what I'm saying there, I'd probably do a goal. Actually, I don't know. Yeah, I'm assuming a big goal for my career starter. So I'd maybe like some suggestions or some examples.

Interviewer: Yeah. Okay, cool, cool, cool. Yeah. Continue.

Gil: Yep. Questions and truth, please. Where's your current goal? It's a quiz, right there. Get my first job. What skills do you want to do? Do you want me to do this?

Interviewer: Yeah, go for it. I mean, you can be quick with it as well. You don't have to do it seriously. Oh, it's getting a bit dodgy now, isn't it? It's kind of keeping things at the moment. Everything's still like parts are greyed out kind of thing. Like, yeah, if you want to see what's going

3

on. So like... You can type again and go back to deselect. Ah, you can deselect. Okay, cool. All right, now you're in the homepage. Perfect. What do you think of the homepage?

Gil: I really like the design. It's really good.

Interviewer: Okay, so nice, simple UI. What do you think of here? We've got some goals already ready to go at the middle here. You just signed up, though. What's your impression of that?

Gil: I think it's fine. I think it's maybe just a bit confusing with the progress made, but I'm sure that's just like a Figma thing.

Interviewer: Yeah, so you technically... So if they were maybe empty, but you'd like to already see maybe some things suggested based on your previous goals that you were saying.

Gil: Or maybe it'd be like upload your resume, upload your LinkedIn.

Interviewer: Okay, some like basic steps to get started. Cool. Yep, I like that. All right, so your next task is create a new goal.

Gil: Create a new goal, okay. So press the plus icon.

Interviewer: Cool, that's clear.

Gil: That's pretty intuitive. And then write my goal in.

Interviewer: Yep, that's it. You don't have to fill that in. Perfect. And now your next step is... And then your next step is explore the buddy page. And for this one, this is one of our main testing areas too. So please feel free to talk through as much as possible of what you think it is, what's going on.

Gil: I see this buddy page in the bottom. And then I'd look through my buddies. Probably my friends that I added. Or like connections like LinkedIn. Find your buddy.

Interviewer: Would you want to connect with... Let's pretend these are strangers. You don't know them.

Gil: Yeah.

Interviewer: Would you feel comfortable connecting? What do you think they're for also?

Gil: I think they're people in my industry maybe. Like if I'm going UX, they're like UX people. But yeah, I'd be happy to connect or match.

Interviewer: Okay, great. We also, if you scroll down, we have the option also that you can assign your own buddy. So you can kind of select a friend or family member or someone who you assign to... So essentially to give you some background information, the buddy is kind of hold you accountable for your goals.

Gil: Right.

Interviewer: So it's just to have someone there to know, hey, you were going to work on your communication skills and you were going to do these tasks. How far have you come along with that? Just someone to remind you, hey, how's it going? So they would get a version of the app to be like to see how you were tracking along and get notifications.

Gil: To me, that would make sense to have randoms then.

Interviewer: So what did you think the randoms were for? They were just to connect, like network?

4

Week 11 – User Testing Round 2

[Figjam Link to Group Work](#)

Think Aloud Transcripts - Gil (Page 5)

Gil: Yeah, exactly.

Interviewer: Okay, gotcha, gotcha. So you wouldn't feel comfortable connecting with a random person to share your goal and accountability with?

Gil: I feel comfortable, but I just... Yeah, I don't know. Didn't make sense to me at first. It reminds me a lot of LinkedIn, kind of. I assume. Share with friends.

Interviewer: Do you like the buddy page? Do you feel like, would you change anything about it? Anything that you would not like to see or you'd see differently?

Gil: Who would the featured buddies be? Would they just be like...

Interviewer: No idea. Morgan, who would the featured buddies be?

Morgan: Like, there will be a settings where you can put your bio and stuff. Also, yeah, I guess based on your career and stuff like that, yeah.

Interviewer: Okay, that makes sense then.

Gil: Cool. Find your buddy.

Interviewer: So maybe something we have to think about is if we want to include some kind of networking, because it's either going to be networking or goal accountability.

Gil: Yeah. I also reckon add a search button.

Interviewer: Oh, true. Yeah, that's a good one. Okay, awesome. Well, you've done great. Here's the SUS form. You've done this whole experience with the mirror before. So what did you think of this experience? Was this an improvement or did you prefer the previous experience? Like, what did you think of the whole interaction that you've just had?

Gil: I think it's a lot easier to understand now. Before it was just the mirror, because now you have the app. I don't think you had the app before, did you?

Interviewer: Well, we did. Yeah, we did actually, but it was kind of a separate entity.

Gil: Oh, yeah, yeah. But with the app, it makes a lot more sense. I really enjoy the interface. Yeah. That's a really good job. I think a bit more information on what the actual career starter is. So am I doing this in for yourself skills? Am I just doing this to get goals? Yeah, a bit more information. Because I'm kind of basing everything off LinkedIn almost.

Interviewer: Yeah, yeah.

Gil: Apart from that, everything's really good.

Interviewer: Awesome. Thank you so much for that. Really appreciate it.

Week 11 – User Testing Round 2

Figjam Link to Group Work

Think Aloud Transcripts - Eva and Kate (Pages 1 - 4)

Interviewer: Okay cool, awesome. So let's get some pre-questions out of the way. Do you both consider yourself career starters?

Both: Yes.

Interviewer: Do you guys have questions about that name, because we've had a few people be like, what's a career starter?

Both: No.

Eva: I'm starting my career. Right? The early stages of my career.

Interviewer: How confident are you in your soft skills?

Kate: Not very.

Eva: Not very.

Interviewer: Oh, you guys are the first ones who actually said not vary. Everyone else is like 10 out of 10.

Kate: Are you serious?

Interviewer: Yeah, literally, literally. What steps do you currently take to improve your soft skills?

Kate: I don't take any.

Interviewer: Okay.

Eva: Improve soft skills? Yeah, I don't know. I like to ask around about how people do their interview, how their interview process was like, so that the star method, reading up about that. Get some advice. Ask people who's already incorporate to see how they dress for interviews.

Interviewer: Okay, cool. That's perfect. All right, so since you both are career starters, you don't have to assume a persona. We'll just get straight into the tasks. You're doing it together, so feel free to bounce ideas off each other and talk. Be as critical as possible. This is honestly a mid-fidelity range, and some of it's a bit dodgy. Ideally, we were supposed to test this in another lecture room, but we're in a lecture space and we're not in a lecture room. In our original lecture there, they were supposed to be together and flat on the wall, and we're going to have the mirror against the wall, and the QR code and the iPad also against the wall. Just pretend that this is all against the wall. The mirror also is supposed to look like a mirror, but yeah, we're just playing imagination today. All right, so your first task is suppose you're on campus and you encounter this installation. Explore the installation.

Eva: Do you walk around?

Interviewer: Yeah. Pretend you just came in and you're like, you know.

Eva: Okay, so we're together, right? Okay, so what's one piece of advice you would give to someone just starting their career? Oh, this is like people... It's like a contribute.

Kate: It's like a good advice, yeah.

Eva: Yeah, where people are contributing. Do you have anything to say to anyone? I have nothing to say because I haven't started my career.

Kate: Yeah, I couldn't say anything.

Eva: Yeah, I think this should say add one piece of advice. I think this should emulate the question.

Interviewer: Oh, that's a good one. So have the prompt there, add your answer, and then you scan the QR code for anything else that you want to see.

Eva: What is this QR code for? I'm not understanding it at the moment.

Interviewer: We'll find out. So would you want to scan the QR code? Is that something you scan yourself?

Kate: Yeah, yeah. If I was here, then I would.

Eva: Yeah.

Interviewer: OK, cool. So this is terasu. So your next task is sign up to the app. Yeah, please think aloud.

Eva: OK, sign up to the app.

Kate: OK, I don't initially see anything that tells me to sign up, so I'm a bit confused. I would say begin your journey, OK, well now I want to...

Eva: Yeah, get. And then I'll get it, and I'm on the app, and then I will sign up.

Kate: I'm so confused.

Interviewer: What are you confused about?

Kate: When I was on the first page before, can I go back?

Interviewer: Can you reset her, Morgan?

Kate: Yeah, wait. What is this page? I don't understand what this page is.

Eva: Yeah, I also don't understand. Is it like a web app?

Interviewer: Yeah, so you scan it, and it goes to the web browser. And you can look through what's the actual TerraSue app and those kind of things.

Kate: So this is the website that explains the app, or it has a part of the app on it?

Interviewer: Yeah, it explains it.

Eva: Shouldn't it go to the App Store?

Interviewer: Probably. I think in the future what we'll do is we'll use the iPad. The iPad would be bigger, and it would show you what app... And it would show you what is it. And you can add to the wall, and then this would take you straight to the App Store.

Eva: Yeah, I think that's a better flow. That's the flow that would happen.

Kate: So now I get, and then I can sign up here. That's pretty. And then I would click in all these fields. Cute. Sign up. Easy. Done.

Eva: And then set three goals to get started. OK, what kind of goals are you? Academic goals? Career goals? You need more context on that.

Eva: I like to read through it.

Interviewer: Okay, yeah. So ideally we'd have a big open room, bean bags around. You can kind of just chill and see the big room. It's supposed to be big, obviously. But yeah, that's perfect. You guys have nailed it. So I would think that someone come in who says the quotes look like they're from very... famous people, but does that mean that can also be from... meaning celebrities, business people, successful people? Or do you think that these quotes come from someone... would you prefer to see a name there or a background of who said this? Or are you happy to just see it anonymously and have a read?

Eva: I like that it's anonymous.

Kate: I don't mind if it's anonymous. If there was a name there, if they put Kate M, I wouldn't know who Kate M is.

Interviewer: But if it's like Obama or something like that, you'd be like, oh, so it's just celebrity quotes.

Eva: Wait, what if there was job title coming from product managers? But I don't want that.

Interviewer: You like the anonymous.

Eva: I like that it's anonymous.

Kate: It might make it more obvious if it's a quote, though, if you had a name.

Eva: From product manager or grad.

Interviewer: Okay, fair enough. And you already read the prompt and you kind of were thinking, what would you say about this? So let's maybe explore this area here a little bit. What do you think of this?

Eva: What is terasu? I have no idea.

Kate: I don't know what is terasu. Can I click that? Or is that the question?

Interviewer: So hypothetically, we'd have an iPad. We weren't able to do this today, unfortunately, because we borrowed this iPad. But yeah, so the idea is that you can be like, oh, what is this installation about? Get some more information. And then, yeah, if you wanted to, what do you think is add your answer?

Eva: Terasu is the name of your installation?

Interviewer: Yeah, yeah, yeah.

Eva: So that's not very clear.

Kate: Yes, I don't understand that.

Eva: So I am assuming that I will scan this QR code in order to contribute to this board.

Interviewer: Oh, OK. So we've got this right now. Add your answer.

Kate: I thought you were typing in there, but I don't know what the QR code is for.

Eva: OK, typing in there is asking you what is this installation? Wouldn't you say like...

Interviewer: Ah, so you think it's like that's the question. Add answer to this question.

Interviewer: Yeah. That's it, you don't have to put anything. All good. You can just go continue.

Kate: But it needed more context.

Eva: What kind of goals are you asking?

Kate: OK, I also don't know what questions it's about to ask me.

Interviewer: OK, so you'd maybe like to understand more like what is the purpose of the questions.

Kate: I don't remember what the button was before. I think it just said get started or something.

Interviewer: Oh, OK. Yep, yes. So it needs to be more... It needs to make sense to kind of be like, these questions will help us better understand you or something like that.

Kate: Yeah, I thought I...

Eva: Or is this supposed to help you reach your goals?

Interviewer: See what happens.

Kate: OK. Start.

Eva: So what is your current goal as a career starter? Something. Build skills.

Kate: Which career?

Eva: Get my first job. And then what skills do you want to improve?

Kate: Maybe show up next? Oh, this one's a pretty good one. How confident do you feel about this?

Eva: I think I'm pretty confident.

Interviewer: Do these questions now make a bit more sense?

Eva: Yes.

Kate: Yeah, I know what you mean by them, but I feel like... It's kind of... So it needs to be context-based. Better wording and everything.

Interviewer: Yeah, All right, so now you've made it to the homepage, both of you. Yes. What is your impression? Like, what are you seeing? Talk me through it.

Eva: I like it. It's a cute homepage. I can see there's a menu bar down here. A little bit confused about this plus button. Am I adding a goal?

Interviewer: OK, yep, yep, yep. That's actually your next task, is to create a new goal.

Eva: OK, so I was right. You are adding a new goal.

Kate: Then I would press plus. Also, I feel like your logo should be here if you have one.

Interviewer: Yeah, yeah, yeah, definitely. But yeah, good idea to add the logo.

Kate: Yeah, cute.

Week 11 – User Testing Round 2

Figjam Link to Group Work

Think Aloud Transcripts - Eva and Kate (Pages 5 - 7)

Interviewer: That's all. Yeah, you don't need to add anything there. That's basically it.

Eva: I like it, yeah.

Interviewer: So you can just scroll that down again. All right, in your last task, and this is something where we'd love for you to be as critical as possible and just as honest as possible because we're still working that one out quite a bit, is the buddy page. So please explore the buddy page and let us know your thoughts, what you think it is.

Eva: All right, cool. So I'm on the buddy.

Kate: Yep.

Eva: And featured buddies. I'm assuming these are people who have already advanced in their careers and they're extending out a mentorship hand. Oh, and I can find a buddy based on my industry, based on what industry I'm looking to move into, what occupation I want, age. I think age... it's redundant.

Kate: Yeah, it's redundant.

Interviewer: Okay, fair.

Eva: Industry, occupation, definitely. Maybe company. Maybe experience.

Kate: Yeah, experience level.

Eva: Company too.

Kate: Yeah, I think company is better.

Interviewer: What do you think the buddy is for?

Kate: Like a mentor.

Eva: A mentor. Yeah, even someone who would sort of talk me through my portfolio, like review my portfolio or something like that.

Interviewer: And so if you now scroll down a little bit, you can see share with friends, terasu for a buddy. What do you think that is?

Kate: Oh God, I have no idea.

Eva: Share with friends. Oh, I'm just inviting my friend to join this app with me. Is it?

Interviewer: So just to give you context, because we need feedback on this, because this is something we're still very much work in progress based on the last testing. We got a lot of feedback on that. So the idea is that this is a goals app for soft skills, and you can basically assign a buddy, someone in your personal network, like a friend or family member, to hold you accountable for your goals. So they get a version of the app so they can see notifications of like, oh, Eva has just completed this goal. Is that supposed to be like someone to kind of be like, hey, how are you doing? Or is that supposed to be like, hey, how's your job search? So it's not necessarily supposed to be that, but right now it looks very networky. But tell me what you like or don't like about what I just talked about, like having accountability. Is that something you would like to see or do you prefer the networking? Do you want both?

Eva: Wait, my buddy is responsible for checking in with me.

Interviewer: Yeah, it would be someone in your, someone a friend or a family member. It would be like a close person.

5

Eva: Wait, I have a question.

Kate: When you said buddy, did you mean one of these guys or one of these guys?

Interviewer: That's exactly the point. Right now it's kind of set up where you can kind of get a random, like get someone, you know, like that, those people. But the original idea was it's supposed to be an accountability buddy, so to speak. And yeah, so we're kind of, so it's either you can add someone from these guys, you can match with one of those and they hold you accountable or you can assign like a close friend or like someone like that. But that's why it's right now set up for both. But we're trying to understand do people prefer like a networking opportunity with people that with random people or do you prefer like, no, I really want to keep, like we had someone before but I want to keep giving people. I mean, I don't want to keep, like with a close friend. I don't want to have some, you know, random see my, my goals at the moment.

Kate: And what's the point of having, because when I understand buddy, they're like a mentor and that's the kind of... And that's someone I would be like, hey, I want to get into UX at a company like whatever. And then they would help me with these goals. And if I don't share my goals with them, how are they supposed to help me?

Eva: Also, if I wanted you to check my progress every week, I'll just ask you, why do I need to go through this app? You know what I mean?

Kate: I would feel weird being like, Eva, have you're done you're nag nag nag...

Interviewer: So you would rather keep it kind of to yourself and only want to be interested in networking essentially.

Kate: Yeah, I'd be happy to share it with my buddy that I picked because I feel like that makes a lot of sense.

Interviewer: Where do you think these people come from? Like, do they kind of are like LinkedIn people? Are these LinkedIn connections or like would they have their own app account? Like what's in it for them kind of thing as well?

Kate: I was assuming it was people who had volunteered their time. I don't know what's in it.

Interviewer: Okay. So they could maybe put it as a certificate on LinkedIn and be like, I'm a buddy on, on terasu.

Eva: I like that. That's cool. I have a question though. If I select match, does it automatically match me with this person? Or am I just picking like I would like to be matched with?

Interviewer: Yeah. That's a good point. Obviously it would have to be like a consent way. They have to like be like, yeah, I want to match giving too much dating by the way. We had that before as well.

Kate: I feel like connect or something.

Eva: Connect or something. Connect could be better. And then maybe there's an avenue for you to type a little. Hey, I'm really impressed with your portfolio. Hey, I would like for us to buddy up because I'm very interested in working with Salesforce and yours.

Kate: Yeah, like a reason why, why you want a little intro to them rather than just like a match. I'm able to type in a message to them, but I'm connected. When you connect similar to LinkedIn where you can put a little message.

Interviewer: Yeah. That's awesome. Thank you. You've given us so much information there. We'll just have a quick SUV survey now. You guys have done it.

6

Kate: So cute. Your yellow might be a little too light.

Eva: Bumble, I like it.

Interviewer: All right. So like, what did you struggle with or find most difficult in engaging with this installation?

Kate: This or?

Interviewer: Just the whole thing, the whole thing. Cause it's one kind of part, right? But maybe like, what were some points for you as a career starter? Like, do you find this helpful? Cause we're trying to touch on soft skills, right? Which is something that isn't really a taught thing and it's something that's quite hard to nail. So just kind of get an understanding of like, what do you think of this experience in terms of that?

Eva: I think it's really cool. If I was someone who was like into my career, I would definitely put something on the board. I would engage with it. I like that.

Kate: I can imagine people going crazy over this. Everyone likes to write their advice. Like getting influence.

Eva: Yeah. It's something fun to use. I like reading it too. Like it's giving me some sort of motivation and like, cool.

Interviewer: Okay. Awesome. And would you use this app? Like the whole goal setting, like, does that something that appeals to you? Like setting soft skill goals?

Kate: Yeah.

Eva: I think it's quite good.

Kate: If you gave me like suggestions on goals that I could have, that might be helpful as well. Cause I feel like a lot of people don't write goals cause they're like, I don't know what goals I should have.

Interviewer: Totally. That makes sense.

Kate: I like the matching thing, the buddy.

Eva: Yeah. The buddy, the buddy system is really helpful. I think.

Interviewer: Awesome. Okay.

Eva: A good way to grow your skillset.

Kate: Yeah.

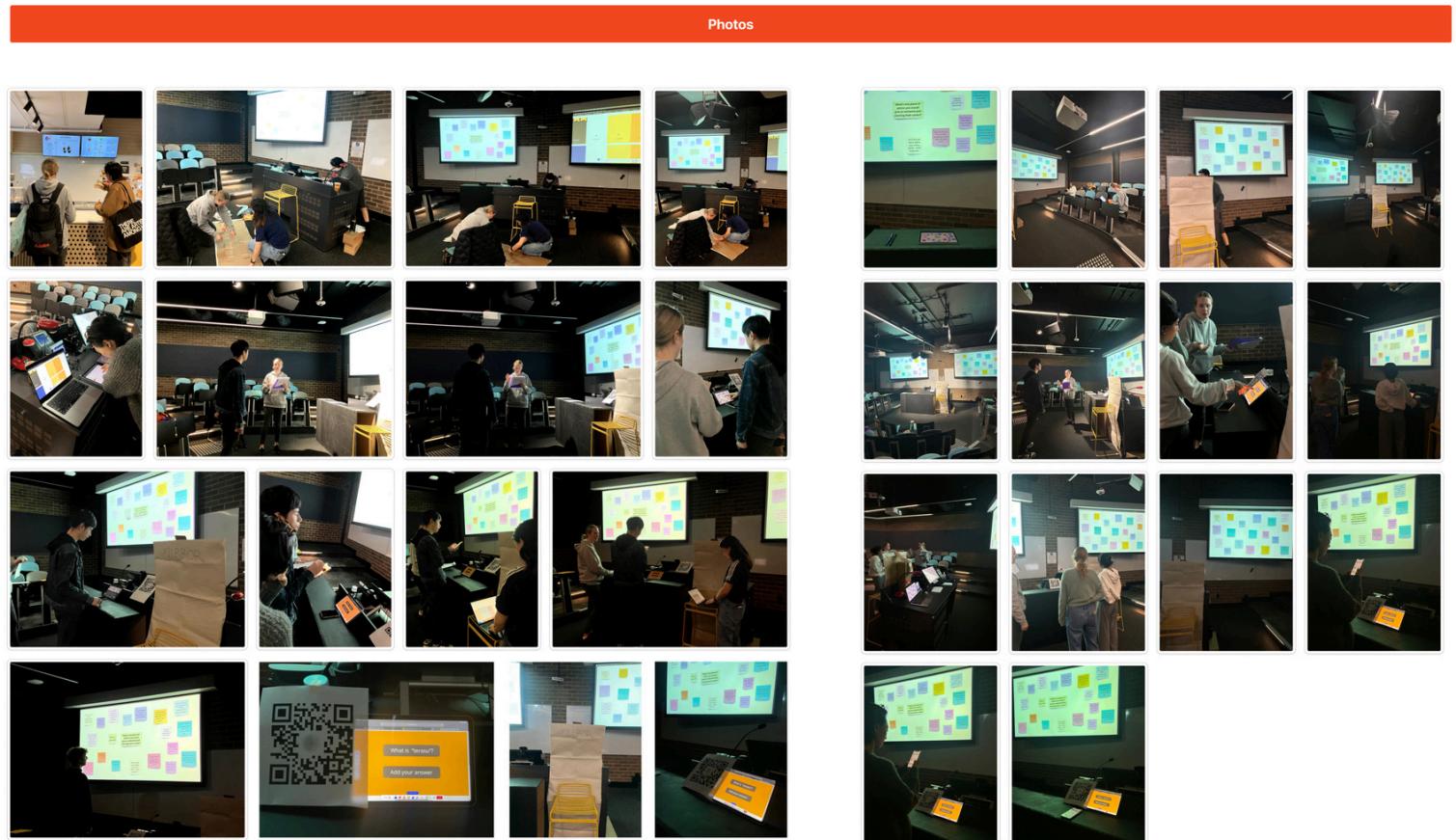
Interviewer: Perfect. Thanks guys. That's.

7

Week 11 – User Testing Round 2

[Figjam Link to Group Work](#)

User Testing Photographs



Week 11 – User Testing Round 2

[Figjam Link to Group Work](#)

User Testing Summary + AI Summary

Summary of User Testing

- Our 1st round of user testing had a SUS average score of 77.5, which slightly improved on the 2nd round of user testing to 80.6
- We tested with 2 people who tested our prototypes in our 1st round and 2 people who had never tested our prototypes before
- The mirror and the wall gather people's attention
- Participants feel engaged and motivated by the quotes on the wall and enjoy reading them rather than wanting to participate in giving feedback (career starters don't know what to add)
- Confusion about purpose of the QR Code and iPad, particularly around the phrasing of "What is terasu" and "Add your answer"
- Participants enjoyed the simplicity and UI design of the app
- Instead of going to a web browser once QR code is scanned, should go directly to App Store OR make the web browser more clear
- Onboarding had some confusion around what goals to set, the type of goals and would like examples of goals
- Onboarding questions needs better wording
- Participants should not have to jog their memory to remember, so need to make sure that everything is clear (inputs, questions, etc)
- Clarity on app navigation and goal setting instructions on the home page is needed - while the plus button is intuitive once you instruct people to add a goal, if this is not happening they don't know what it is for
- Buddy system needs the most work - people assume this is networking, borrow this from their LinkedIn knowledge, say it looks like LinkedIn - need to make this unique, but also familiar to people and decide if we want to focus on accountability coaching or networking
- What's in it for the buddies? If you're using someone close to you, why would you not just talk to them about it?

FIGJAM AI SUMMARY

The screenshot shows two main sections: 'User Interface Feedback' and 'App Functionality Suggestions'. Under 'User Interface Feedback', it says 'Users appreciate the clear interface design.' and 'More information on career starter and goal suggestions are requested.' Under 'App Functionality Suggestions', it says 'Adding a search button on the home screen is recommended.' and 'Clarification on the plus button's function is needed.' A blue box at the bottom right contains the text 'Summary of think aloud sticky notes'.

Summarized with AI - October 19, 2024

App feedback and user engagement

- User Interface Feedback**
 - Users appreciate the clear interface design.
 - More information on career starter and goal suggestions are requested.
 - Suggestions on setting goals for users who may struggle with it are desired.
- App Functionality Suggestions**
 - Adding a search button on the home screen is recommended.
 - Clarification on the plus button's function is needed.
 - Users find the app design appealing but suggest improvements for progress tracking.
- Buddy System Improvements**
 - Users find the buddy system helpful for skill growth.
 - Clarification on how matching works and the purpose of the buddy system is needed.
 - Suggestions to match buddies based on industry and occupation are made.
- QR Code and Onboarding Clarity**
 - Users express confusion over the purpose of QR codes.
 - More information and examples are requested during the onboarding process.
 - Clarify on app navigation and goal setting instructions is needed.
- Wall Interaction and Engagement**
 - The interactive wall design is engaging and motivating.
 - Users enjoy the community input and anonymous contributions.
 - Suggestions for shorter and concise quotes on the wall are made.

Copy Link

Summarized with AI - October 19, 2024

Enhancing user experience and features

- Clearer goals and quotes**
 - Home page goals need more clarity and purpose.
 - Quotes should be more concise and credible with attributed writers' names.
 - Suggested goal setting based on AI-generated questions.
- UI adjustments for better user experience**
 - UI is good but needs slight adjustments like shadow effects.
 - Experience level filter and adding quotes through the app.
 - Consider making the iPad board an explainer with a QR code.
- App feature enhancements**
 - Add a certificate for mentoring a buddy.
 - New app feature: description at the top of the buddy page.
- Motivational goal setting**
 - Implement motivational feedback pages throughout task completion stages.
 - Provide a "good job" page at different task completion milestones.
- Simplifying goal setting process**
 - Simplify onboarding with one main goal, allowing users to add up to three goals later.
 - Enhance goal setting by suggesting goals based on user responses.

Copy Link

Summary of Google Spreadsheet Notes

Week 11 – Demo Video Concept

[Figjam Link to Group Work](#)

Promo Video Examples Research

Examples of Promos

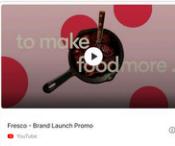
iPhone 16 Pro Promo



Introducing iPhone 16 Pro | Apple
YouTube

Instantly grabs attention with strong opener, powerful music
Slow, confident narration
Sleek, tech sound effects - whooshes, sci-fi
Examples of how the product is used using UI motion graphics
Graphics and text help with explanation
3 key words. Logo. CUT.

Fresco Promo



Fresco - Brand Launch Promo
YouTube

Strong motion graphics - simple but effective
Chill music
No narration, just text
Sound effects support narrative
More of a teaser

Adobe Experience Cloud Promo



Introducing Adobe Experience Cloud | Make it better...
YouTube

Strong start with stock footage
Explaining problem space
Positive, uplifting music
How it solves the problem, explaining each part
Examples of how the product works
Tagline at the end

Video production insights

- Video production techniques
 - Graphics and text are used to aid in explanation.
 - Examples of product usage are shown through UI motion graphics.
 - Strong motion graphics are employed for simplicity and clarity.
- Motion and music impact
 - Different approaches include slow, confident narration and chill music.
 - Sound effects are utilized to support the narrative.
 - Graphics are used at the end for emphasis.
- Visual storytelling
 - Various methods like breaking the 4th wall and using facial expressions are employed.
 - Strong storytelling techniques evoke empathy and engagement.
 - Classical music and somber tones are used to set the mood.

Copy Link

Versace Campaign



Versace House Party | The Pre-Fall 2020 Campaign
YouTube

Strong set up and story
No dialogue, just facial expressions
Classical music

Starbucks Promo



Every Table Has A Story
YouTube

Somber music to start with
Strong storytelling, elicits empathy
No narration, actor dialogue only

Atlassian Ad



"The Contract" | Zach Woods and Jira | Atlassian
YouTube

Break the 4th wall immediately, grabs attention
Narration adds humor
Using a famous actor

Week 11 – Demo Video Concept

Figjam Link to Group Work

Promo Video Tips Research

Tips

[adobe.com/au](https://www.adobe.com/au/creativetools/video/discover/promo-video.html#-text>To get started...</p><p>Spend time pinpointing exactly what message you want to convey.</p><p>Human beings are always looking for a story and we're always more engaged when we find it.</p><p>Consumers respond better to an appeal to their values and beliefs than to a hard sell.</p><p>Make a storyboard and shot list</p><p>Just because you're selling something doesn't mean you can't do it with style.</p><p>How to Make a Standout Promo Video
If you have an exciting product you know your consumers will love, 90%... <a href=)

Over 83% of marketers say promo videos bring positive ROI and 68% of consumers say they prefer to learn about a product by watching a promo video.

A product demo video shows your product in action by taking a dive into its features and benefits. It gives viewers an opportunity to see your product used in everyday life, which ultimately leads to conversion.

If you're looking to increase site traffic, generate leads, and convert visitors to recurring customers, you can't go wrong with a well-crafted testimonial video.

Why are you creating this promotional video?

Who is your intended target audience?

What action do you want them to take?

refine your animation's Transitions from one scene to the next for a more polished result.

Let's enhance the transition between scenes further by introducing background animations.

It's about telling a story that resonates with your audience, showcases your brand, and achieves your marketing campaign goals.

Every step in scripting, designing, recording, and editing will allow you to improve your message.

Step 1: Identify your goal

Step 2: Choose a direction

- **Introductory:** tell your audience who you are, explain your mission, etc.
- **Explanatory:** explain how something works (like your product or a specific feature)
- **Problem/solution:** show the old way/new way and how your product is the solution
- **Narrative:** use story elements (like plot, conflict, resolution, etc) to subtly introduce or explain something
- **Drive action:** get the audience to do something (i.e. — shop now)
- **Product-focused:** introduce or showcase a specific product or feature
- **Testimonial:** interviews, quotes, soundbytes, etc, with customers around a specific topic or theme
- **Endorsement:** use of celebrity or influencer approval / likeness
- **Informative:** educate your audience about something specific, tutorial-style, etc.
- **Entertainment:** delight or inspire your audience using story, humor, etc.



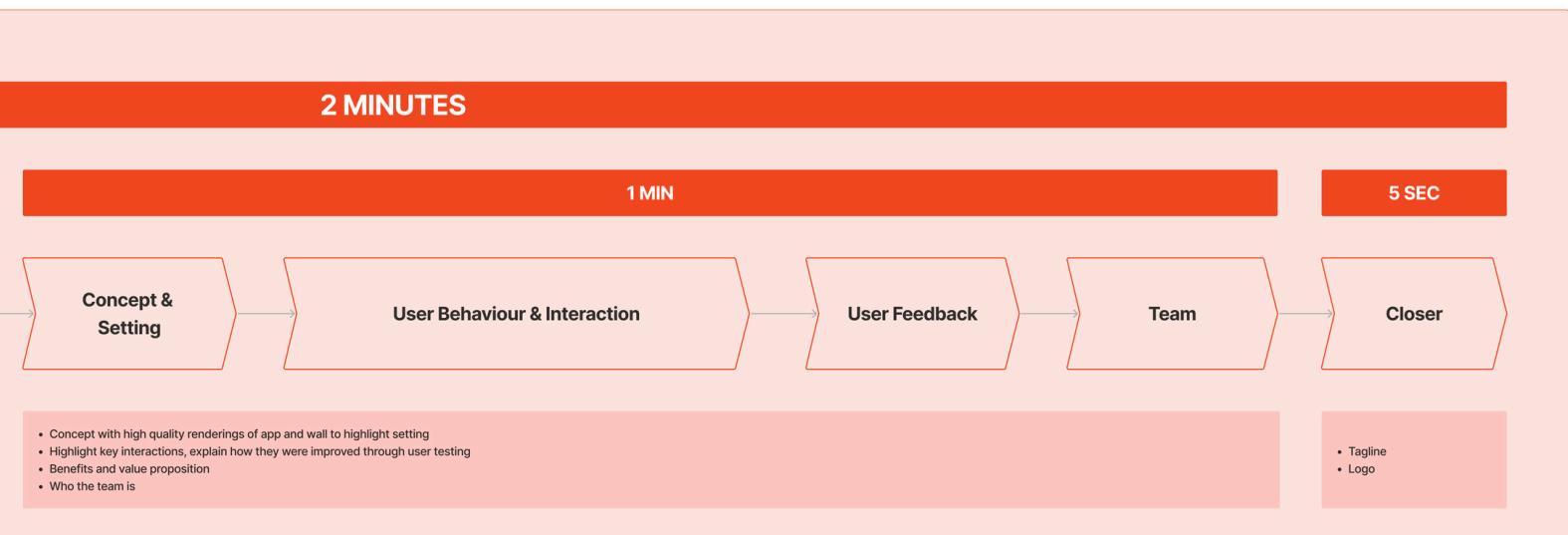
Week 11 – Demo Video Concept

[Figjam Link to Group Work](#)

Promo Video Tips Research



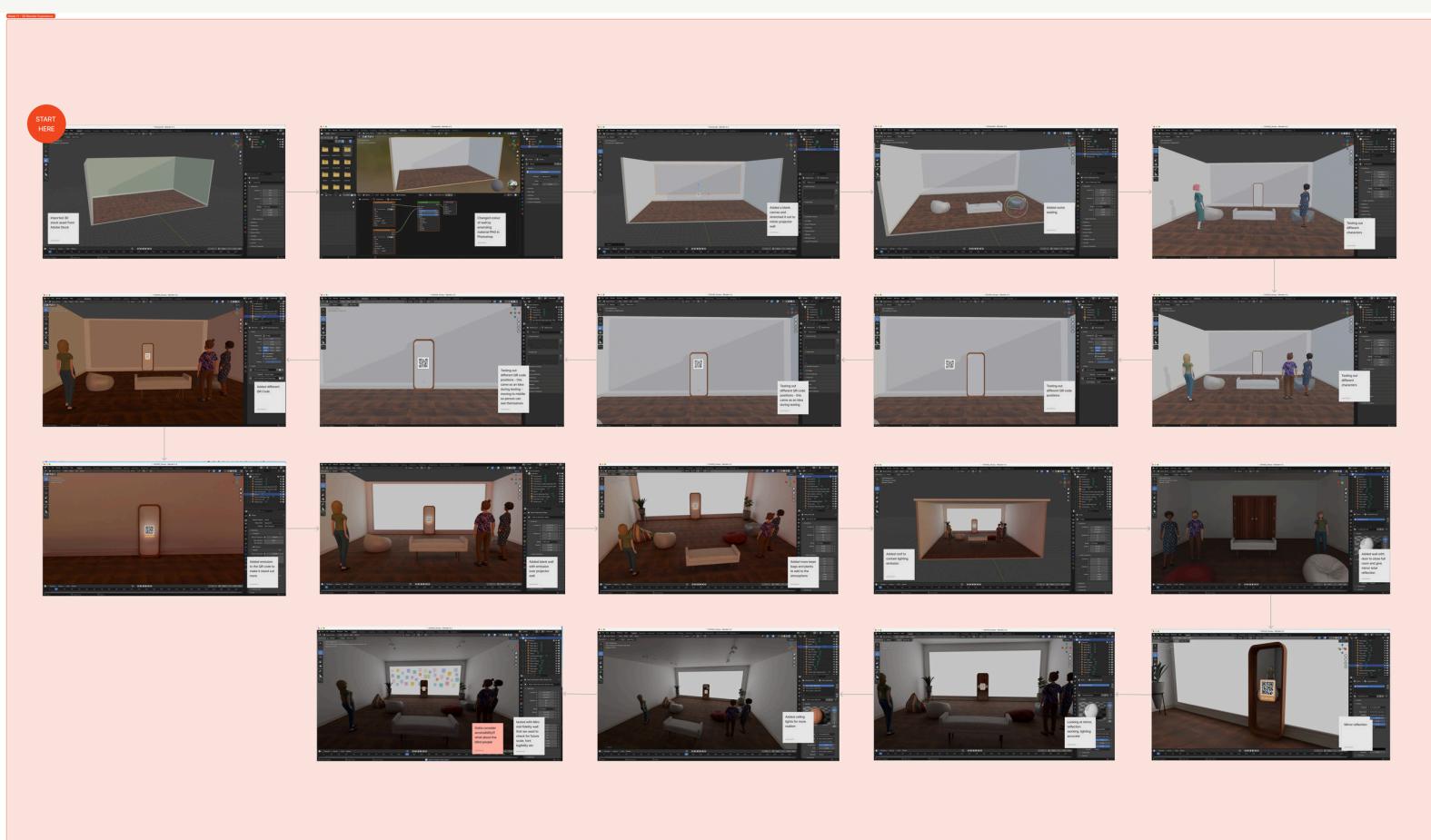
Zoom In



Week 11 – 3D Blender Experience

[Figjam Link to Group Work](#)

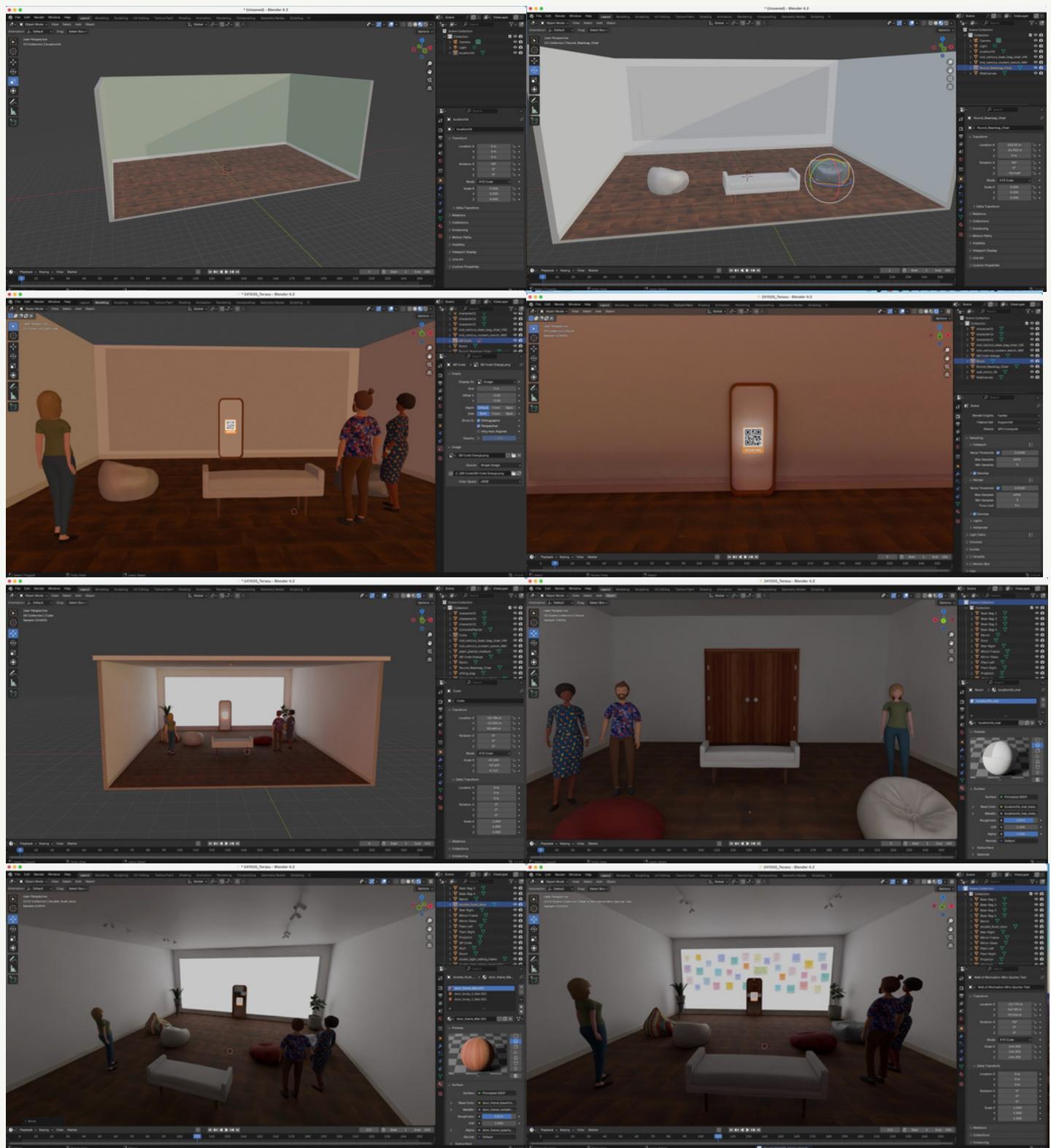
Overview of Process through Screenshots



Week 11 – 3D Blender Experience

[Figjam Link to Group Work](#)

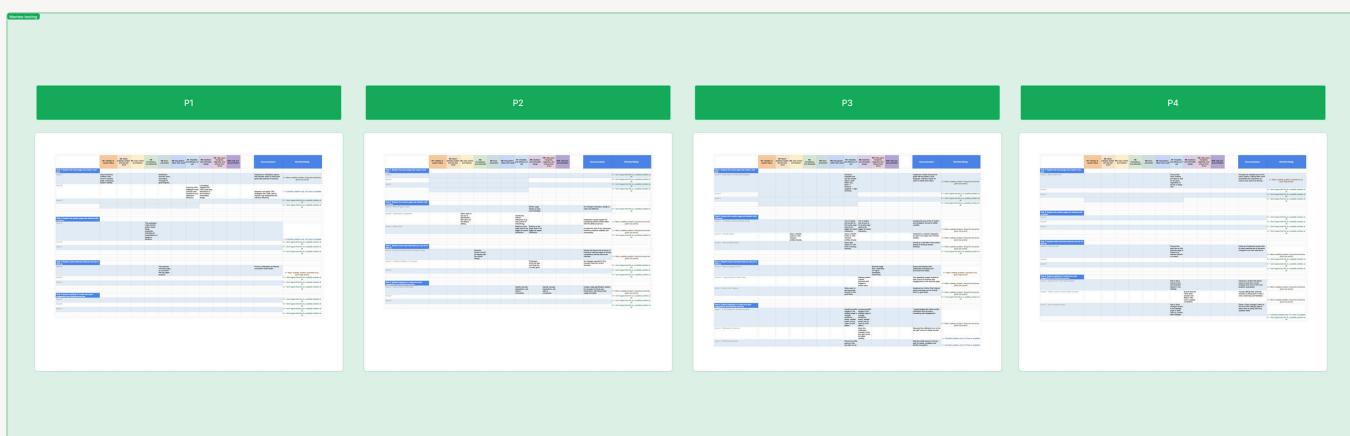
Closer Screenshots



Week 12 – Mentee testing

[Figma Link to Group Work](#)

Heuristic evaluation of 4 user testings



[Heuristic evaluation spreadsheet link](#)

What we need to test	Tasks
1. App onboarding process 2. App buddy process	1. Task 1: Explore the home page and create a new goal 2. Task 2: Explore the mentor page and network with a mentor. 3. Task 3: Explore some exercises that you can do to skill up 4. Task 4: Explore settings to curate your goal suggestions and featured exercise

Week 12 – Mentee testing

[Figma Link to Group Work](#)

Heuristic evaluation analysis and findings

To fix now	Later iteration	Future integration with more funding	Overall
Major issue with page interaction	Minor issue with ui accessibility	Possible ideas of implementation	<ul style="list-style-type: none">Notifications: There is a recurring need for better visibility (e.g., notifications for when user is inactive).Button Size and Interaction: Multiple participants noted issues with button size and interaction across the mentor and exercise pages.Gamification: Gamification ideas (points, badges) were suggested, with opt-out functionality preferred by some participants.Consistency in UI: Several feedback points highlighted consistency in design and interaction, particularly around mentor and exercise pages.
Ensure each box on the exercise page is properly linked.	Make buttons larger for easier interaction.	Gamify mentor interaction (e.g., points system) with opt-out by default.	
Fix UI interaction for better page connections.	Ensure menu buttons are easy to click for all users.	Apply CRO strategies (e.g., Uber Labs) to improve user experience and UI efficiency.	
Ensure all exercise page links are functional.	Fix button size for consistency.	Implement folder structures for goals with subgoals.	
Ensure the exercise page aligns with the overall design.	Increase the size of the "X" button and arrows.	Add LinkedIn button to view mentors' profiles.	
	Fix one of the answers to the questions in the settings to visually differentiate completed answers by filling them with color.	Implement a notification system to remind users to check goals after inactivity.	
	Add a "Save and go to the next question" button.		

Week 12 – Video Script

[Figma Link to Group Work](#)

Video script for the voiceovers pg 1

DECO3200

Video Script

Group 6

A4: Video Script

1. The Problem

[00:00 - 00:15]

Social media excerpts (videos, comments) of career starters having trouble breaking into the employment market in Australia.

Visual and Audio: Social media excerpts with sources as lower third text

Audio: Breaking into the Aussie job market as a career starter can be a tough experience.

2. The Solution

[00:15 - 00:40]

Unconfident person stock (maybe even emoji of person shrugging) followed by flashing up different soft skills and statistic of employers valuing soft skills

Visual: Soft skills examples

Audio: Our research found that people starting their careers lack confidence in their soft skills. Soft skills are personal qualities that are non-technical and applicable to all jobs. 75% of employers value soft skills with 38% valuing them over technical skills. Our solution? Introducing terasu.

3. Concept & Setting

[00:40 - 01:10]

Introduction of terasu, the story behind it and the basic concept idea

Visual: Graphics of strong soft skills leading to confidence leading to job. Logo flashes up. Amaterasu image pan and zoom. Illustration of terasu components.

Audio: Terasu aims to help career starters build confidence through soft skills in order to showcase their authentic selves.

Inspired by the Japanese myth of the sun goddess Amaterasu, terasu is a hybrid digital and physical self-reflection, goal-setting and mentorship experience.

Week 12 – Video Script

Figma Link to Group Work

Video script for the voiceovers pg 1

DECO3200

Video Script

Group 6

It features a physical motivation wall on higher education campuses with a QR code on a mirror, and an app.

4. User Behaviour & Interaction

[01:10 - 01:30]

User behaviour and interactions within the process

Visual: 3D recordings and app recordings edited together with annotations

Audio: Users can add a quote directly to the Wall of Motivation through the QR code or just be inspired by the messages. For more personalised soft skills development and mentorship, there's the terasu app.

We have two versions - one for career starters and one for mentors. They share a similar onboarding experience. Career starters can set goals, complete personalised exercises based on their goals and connect with a mentor.

Mentors can join terasu as volunteers and share this as a certification on LinkedIn. Mentors can accept mentee's connection requests and interact with them through messages and calls.

5. User Feedback

[01:30 - 01:45]

Benefits to terasu

Visual: User quotes flashing up

"I feel like you really built a system"

"A good way to grow your skillset"

"I find this very motivating"

Audio: But don't just take our word for it, here's what people have said after experiencing terasu:

Week 12 – Video Script

[Figma Link to Group Work](#)

Video script for the voiceovers pg 1

DECO3200

Video Script

Group 6

6. Team

[01:45 - 01:55]

Introducing the team and why we care

Visual: Zoom screen recording of us discussing, talking, smiling

Audio: Our team has a vested interest in terasu, because we identify with our target audience of career starters. We believe that a brighter future for career starters is a brighter future for Australia. We are team terasu.

7. Closer

[01:55 - 02:00]

Visual logo with tagline and sound effect

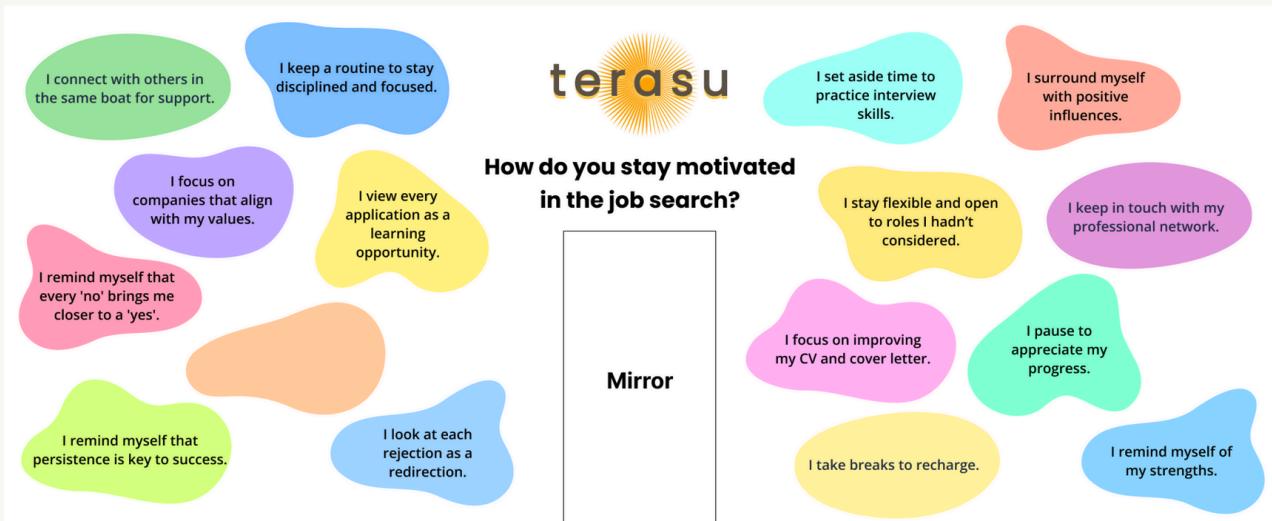
Visual: terasu. Illuminate your future.

Week 12 – Final Wall of Motivation

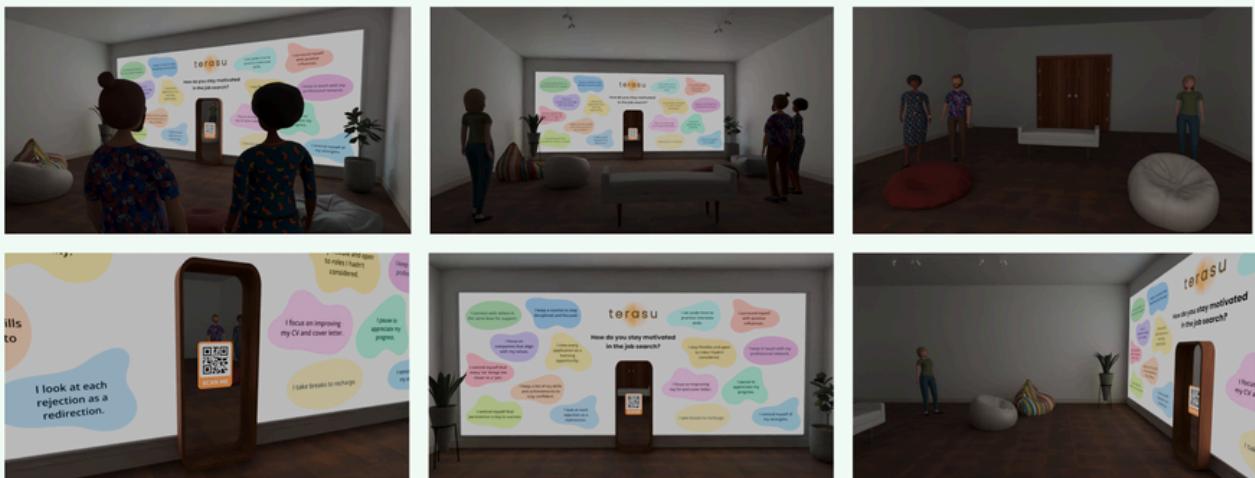
[Figma Link to Group Work](#)

Mockup Final

Figma Mockup Final



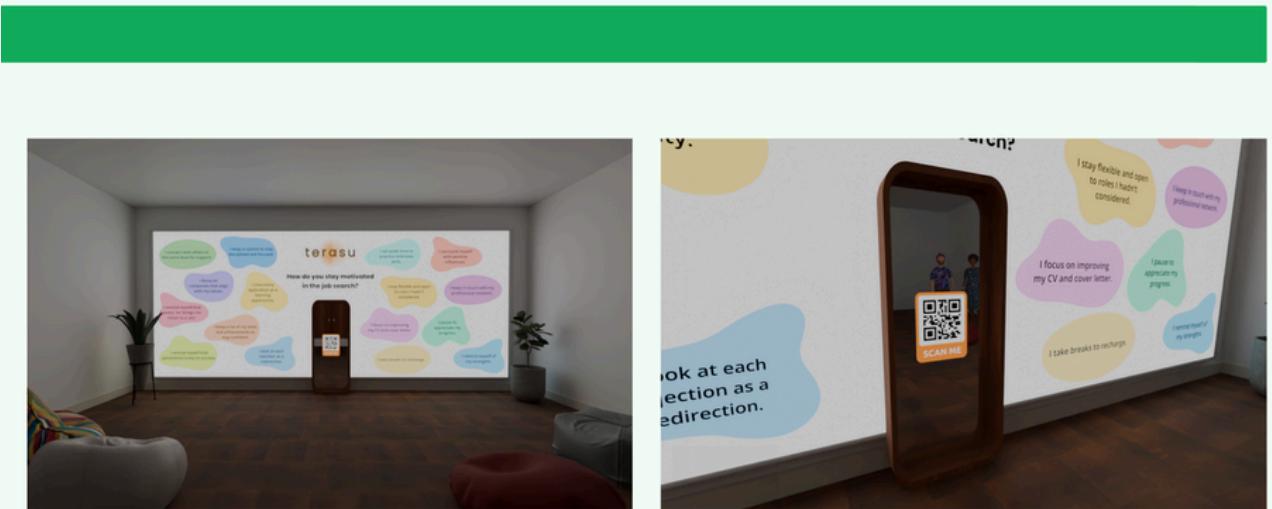
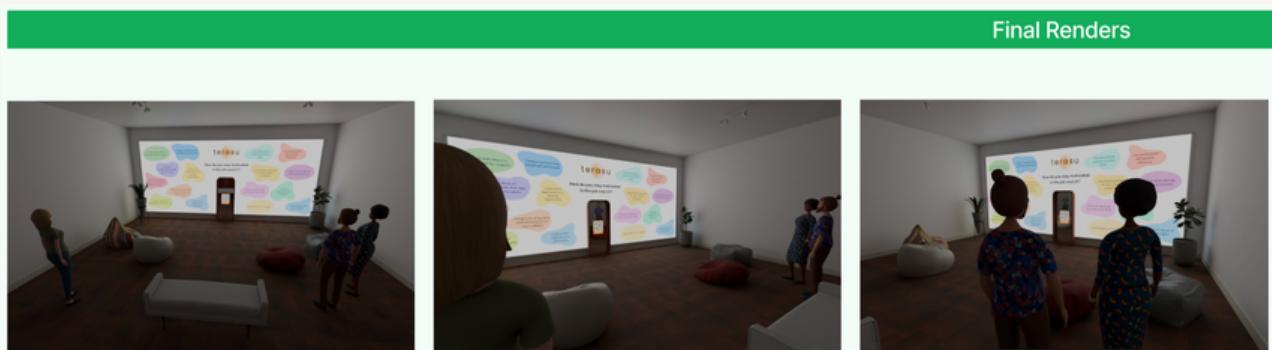
Screenshots



Week 12 – Final Wall of Motivation

[Figma Link to Group Work](#)

Final Renders



Week 13 – Presentation

Figma Link to Group Work

Final Pitch Presentation (linked)

Presenation Structure



Pitching structure

Understand WHO we are presenting the pitch to:
Students (our target audience)



use hero's journey"
hero's world first (state the problem - what the world is with this issue)

SELL THE PROBLEM -
Show all of the problem/conflicts existing products are not addressing

Hero (US) swooping in to give them a solution to that problem - how does the solution solve the problem highlighted earlier

Show your weakest point - show how exactly we're going to address how we're going into a market that's saturated with a new idea/concept

Week 13 – Presentation

[Figma Link to Group Work](#)

Presenation Individual Notes

Jana

Notes

- **Slide 1 - Limbic Opener**
 - Raise your hand if you are going into the new year looking for a job or internship opportunity
- **Slide 2-3 - Problems**
 - The current Aussie job market is a mess
 - These are some recent headlines that show this
 - Australia, we don't just have a problem. We have problems. List 3 problems.
- **Slide 4 - Blue & Red Ocean**
 - Similar to the upcoming US elections, we had to make a strategic decision
 - Jump into the red ocean, which is highly saturated and cut-throat or embark into the blue ocean which is riskier because it is uncontested but has so much more room for growth
 - Something the red ocean has in common are job boards and a focus on hard skills
 - Our solution is different. Ayari will tell you why.

Morgan

Notes: next steps in terms of business and what we would do

Next steps:

- Talk about key stakeholders of who we will approach fund = recruiters (can gain access to the brightest and/or enthusiastic students) , government (economy boost using Terasu), universities (integrate in the system to bring more students)
- Launching the product into the market
- Next steps: Engage the market, implementation and roll out of the product would work, and how it will work in the real world (customers environment), how we see it in reality the product will be used (the steps of the users)
- Key insights - why this a problem
- Use it as complementary to LinkedIn rather than going against LinkedIn
- USP
- Next steps: how many users we would want to reach

Closing Statement:

With Terasu, we're not just providing skills; we're igniting careers. By inspiring confidence, honing soft skills, and equipping them with essential resources, we're empowering career starters in Australia to shine brightly in the job market.

Together, let's illuminate the path to a brighter future for Australia's career starters--Terasu!

OR

Terasu: Illuminating the path to a brighter future for Australia's career starters.

Yooyoung

Future Outlook: Sell an idea of how Terasu can look like

- What can this become
- How can it be scaled:
 - show how exactly we're going to address how we're going into a market that's saturated with a new idea/concept - **we're breaking barriers!**
- what's possible (dominating 30% of the market):
 - How to make business impact (product revenue): A chart that shows the increase in career starters gaining access to opportunities with Terasu (creating a vision for the viewers of what Terasu can entail) Vs the current career starters opportunity level

Ayari

Process:

Hero (US) swooping in to give them a solution to that problem - how does the solution solve the problem highlighted earlier