GradLife: Visualizing Life After College

Agenda

Introduction

Situation

Solution & Breakdown

Conclusion

Focus

Where are the best states for a new college graduate to live?

How do I find the state that best fits my work industry?

1,900,000

Number of students that graduated with a bachelor's degree in 2018

Factors to Consider

"Can I afford to live here?"

Cost of Living

"How much do I make in my preferred career field?"

Average Earnings

"What can I do in my free time around here?"

Entertainment

"Is this a diverse place I would want to live in?"

Demographics

"Would I like the day to day weather?"

Climate

"Do I feel safe here?"

Crime

Factors We Highlight

Cost of Living

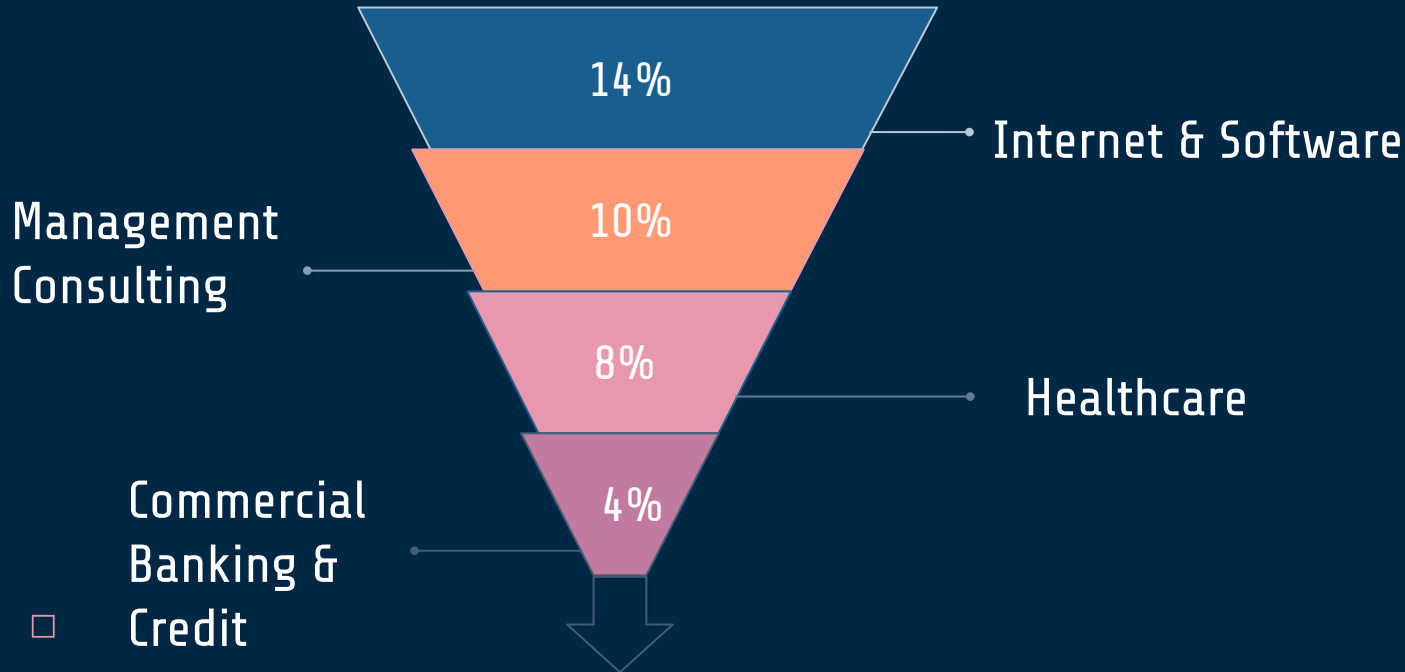How easily can someone support themselves

Demographics

Young people value diversity

Entertainment

What enjoyable things to do exist around a specific location

What Industries Do UVA Students Work In?

14% — Internet & Software

Management Consulting — 10%

8% — Healthcare

Commercial Banking & Credit — 4%

UVA Class of 2019 First Destinations Report

Introduction -- **Situation**-- Solution -- Conclusion

User Persona: Sarah Graham

Recent graduate from the UVA School of Nursing

MAJOR

INTERESTS

Likes to go out to eat at restaurants

Athletic and likes the outdoors

Wants to feel safe

CONCERNS

PREFERENCES

Appreciates having diverse friends

No preference for climate

Does not mind a slightly higher cost of living

Where should Sarah live?

Taking a look at other industries...

Leyton Cole
Seeking a job in the professional services industry.
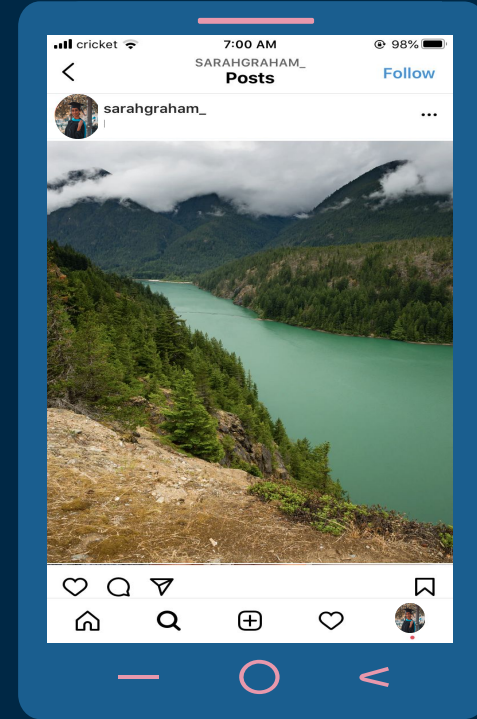- Top priority: Safety
- Location match: Virginia

Alysia Dalton
Seeking a job in information technology.
- Top priority: High earnings
- Location match: Washington

Sarah's New Home

WASHINGTON!

"Hiking with beautiful views in a beautiful state"

Conclusion

→ User friendly data visualization tool

→ Compare top state choices for their preferred industry

→ Room for their preferences to influence their decision

Questions and Comments

Sources

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