

Superheroes

Enabling virtual connections and
meaningful conversations



Problem Statement

How might we provide genuine and meaningful connections for job seekers so that they feel uplifted during COVID-19?

Over 1.7 million people have lost their jobs

People urged to go home as lines form around Centrelink offices due to coronavirus, Stuart Robert admits not anticipating MyGov demand - Politics



How did we approach the **problem**?

Scope

Job seekers

Persona 20 - 50
years old

Job seeking
support
(emotional)

Methodology

Desktop
background
research

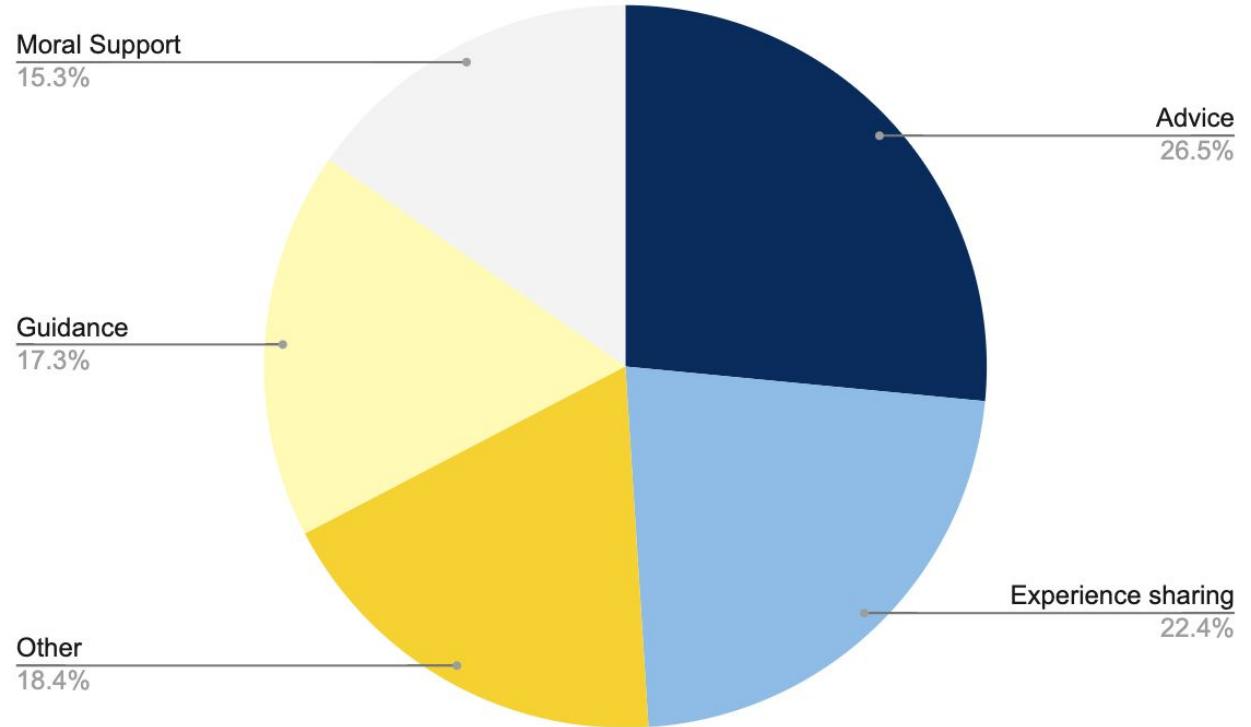
SWOT

Survey
Completed
(67)

Semi Structured
Interview
(6)

Key Findings

Advice and Experience Sharing



ARCHETYPE

Job-seeker



Name: Miranda Kent

Age: 31

Gender: Female

Occupation: Customer

Service

Location: Sydney

PERSONAL BIO

Customer service employee that lost her job as her role is no longer required in the COVID-19 environment.

She is looking to transition to Tech after completing an up-skill bootcamp at Institute X.

FRUSTRATIONS

It is harder to build a genuine network without having the opportunity to meet people face to face.

Unsure what her next steps are.

BEHAVIOR & HABITS

Goes to family and friends for support

GOALS

Financial security, career transition

NEEDS

Advice for moving forward and connections with people in the tech industry

Shared experiences and empathy from others

PLATFORMS USED FOR CONNECTIONS

Institute X provides mentoring and networking platforms (at a cost)

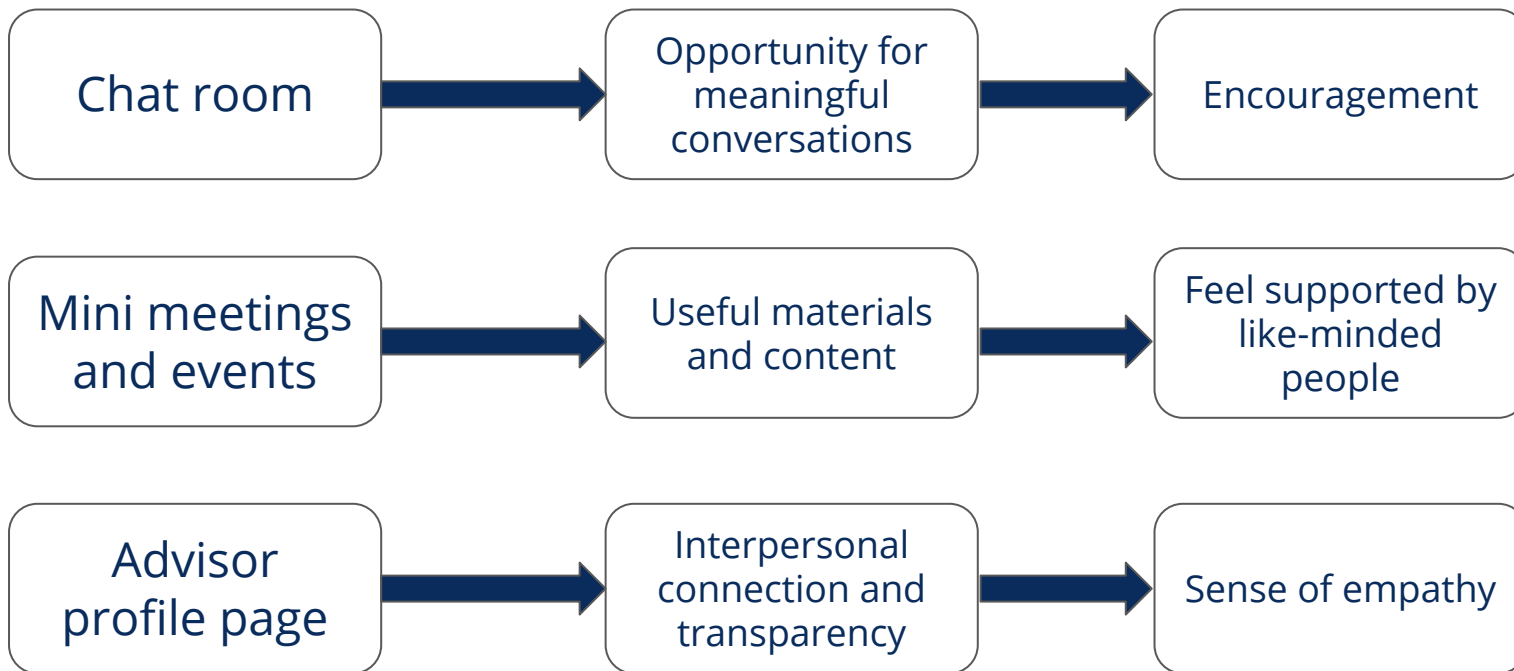
LinkedIn

But how to mingle and exchange contacts?

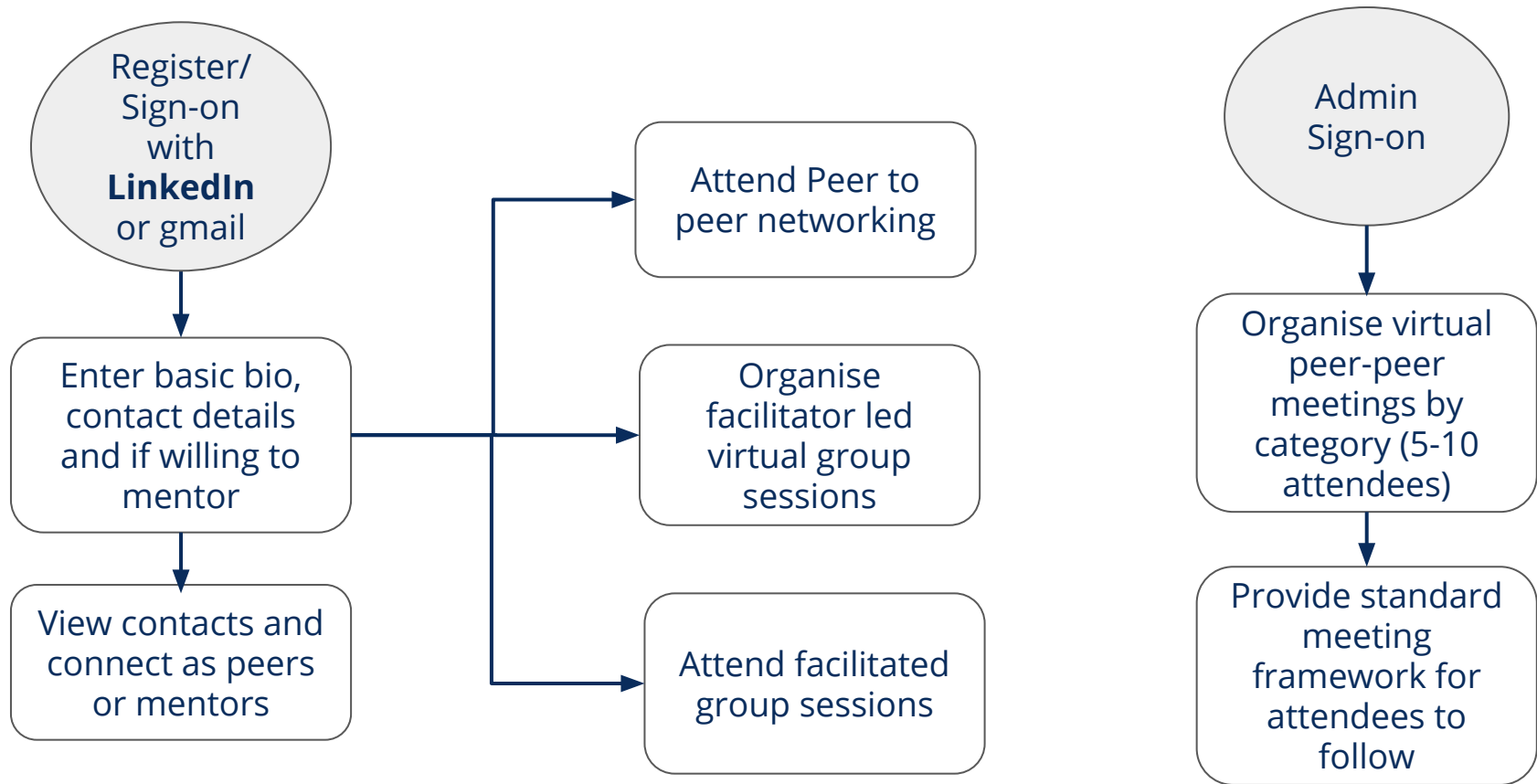
Feature and benefit

FEATURE

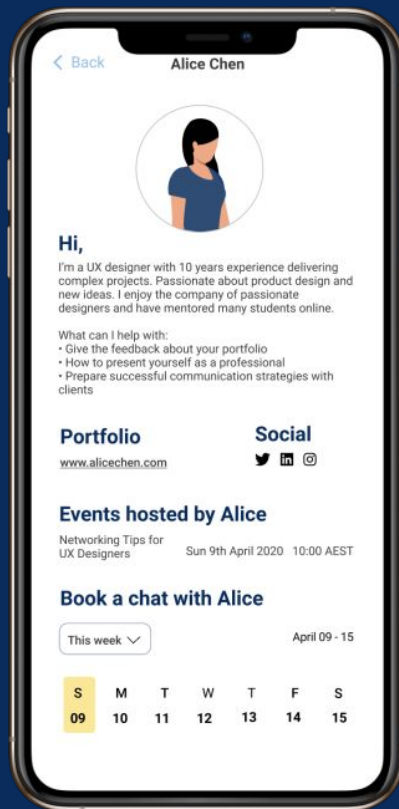
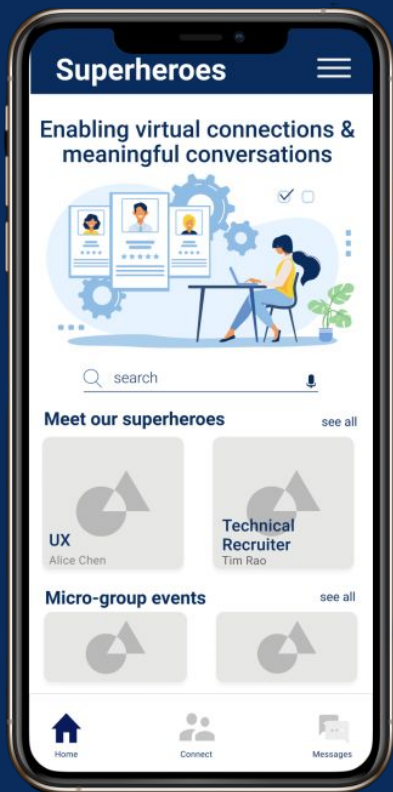
BENEFIT



Solution (high level)



Hi-fi prototype



Scale

What happens when COVID-19 subsides?

What we ask from you

Questions? Reach out to our Hero team

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