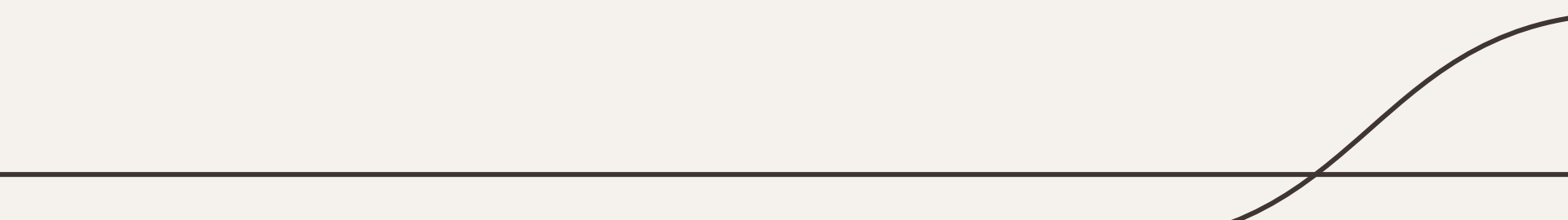# Level Up

daily, bite-sized tasks and experiences that makes career growth and exploration fun and achievable

Team

Taralyn

Class of 2026
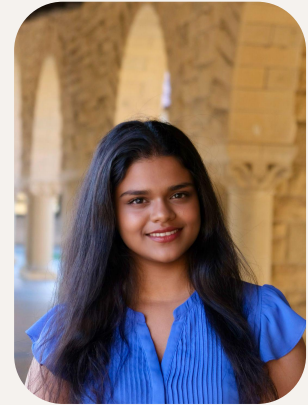Computer Science,
Human Computer
Interaction

Nick

Class of 2024 (2025???)
Mechanical Engineering,
Product Realization

Maroua

Class of 2026
Computer Science,
Human Computer
Interaction

Varsha

Class of 2026
Computer Science,
Human Computer
Interaction

Context

POV

We met Danna, a high achieving high school senior. We were surprised to notice that despite her frustration with the self-destructive, competitive Bay Area culture, she fed into it. We wonder if it means that Danna has an internal fear of going against the status quo. It would be game changing if we can maintain a sense of fulfillment and value in doing something unconventional.

HMW

HMW empower young individuals to explore future possibilities without feeling restricted by convention?

Solution

Providing unconventional tasks to drive career growth and development

Refined Problem

➢ Young people feel large amounts of stress surrounding academic and career development

➢ Professional goals can feel large and unachievable

➢ There is a lack of guidance and support surrounding the less technical aspects of career development (ie: soft skills such as networking or creativity)

Refined Solution

"Our solution breaks looming career challenges into bite-sized, novel tasks. Through daily experiences, users steadily "Level Up", building valuable career-oriented skills and exploring new opportunities they might not have considered, all while tracking their progress over time."

Why "Level Up"?

➤ **Progress**

- Suggests a sense of measurable progress
- Users are advancing their skills in small, meaningful ways

➤ **Gamification**

- Goal of app is to make career development easier and more fun!

➤ **Opportunities**

- Users will have access to new, improved opportunities
- Users are trying things they wouldn't otherwise do

Value Proposition

✅ Bite-Sized Tasks

Break career-development into achievable daily tasks

✈ New Experiences

Feature novel and out-of-the-box activities

✏ Track Progress

Add a degree of motivation and engagement to skill-development

☆ Achieve Goals

Ultimately acquire skills and reach career goals

Market Research

Masterclass

MasterClass is a web-based learning platform offering video-based courses taught by experts across various fields.

What worked for them?

➤ **High-Quality Content:** Engaging and well-produced modules make learning fun and immersive.

Story-Driven Approach: Courses go beyond basic skills, integrating personal experiences and stories.

What didn't work for them?

➤ **Lack of Depth:** Some modules focus more on storytelling and entertainment, sometimes lacking comprehensive knowledge.

Limitations in Interaction: Pre-recorded lessons limit real-time engagement and hands-on practice.

Masterclass

MasterClass is a web-based learning platform offering video-based courses taught by experts across various fields.

What sets our solution apart?

➤ Hands-on learning tasks and progress tracking, promoting deeper learning and community sharing, which MasterClass lacks.

Implications for our Solution

➤ We should focus on developing depth in skills and ensuring both breadth and depth in content, especially in soft skills.

Goosechase

A gamified scavenger hunt app blending real-world challenges with virtual experiences.

What worked for them?

➤ **Gamification for Engagement:** Allows high engagement through elements such as earning points and competing on leaderboards.

➤ **Customization:** Added personalization as users can create their unique, tailored scav hunts.

What didn't work for them?

➤ **Niche Appeal:** Focus on scavenger hunts can limit app's appeal to broader audiences who are looking for long-term engagement.

Limitations in App Interaction: While the app promotes real-world activities, it doesn't provide much ongoing interaction within the app itself to keep users engaged.

Goosechase

A gamified scavenger hunt app blending real-world challenges with virtual experiences.

What sets our solution apart?

➤ Level Up offers career-focused, actionable tasks with clear goals in mind that provide measurable outcomes. This ensures that users can see tangible progress and self-improvement, unlike Goosechase's more casual focus.

Implications for our Solution

➤ We should ensure that while promoting real-world engagement, users remain engaged with the app throughout their entire journey. Further, it's important to offer a diverse range of skills and tasks to avoid limiting the app to a very niche audience.

Habitica

Habitica is a task manager that gamifies habit-building, with users earning rewards for completing real-world tasks.

What worked for them?

➤ **Gamification for Engagement:** Provides gamified extrinsic motivators for non intrinsically motivated tasks.

➤ **Communal Accountability:** Promotes group quests and keeping each other accountable, creating a supportive network for habit building.

What didn't work for them?

➤ **Complexity for Casual Users:** While the gamification can draw in some users, those who have simple ways of going about completing tasks can be overwhelmed with overly complex systems, thereby deterring them away.

Habitica

Habitica is a task manager that gamifies habit-building, with users earning rewards for completing real-world tasks.

What sets our solution apart?

➤ Our solution has a simple and goal oriented approach: users will not complete complicated immersive tasks but instead carry out real life tasks and watch their skills level up over time.

Implications for our Solution

➤ Creating collaborative tasks or team challenges, similar to Habitica's quests, could help Level Up build a stronger sense of community around career exploration.

Khan Academy

Khan Academy is an educational platform offering video tutorials and exercises in academic subjects, with self-paced learning.

What worked for them?

➤ **Tailored Learning:** Khan Academy's progress tracking and tailored exercises ensure learners are consistently challenged and continue to grow.

Mastery-Based Learning: Emphasizes learning concepts deeply before proceeding, allowing users to master topics.

What didn't work for them?

➤ **Limited Interactivity:** Khan Academy lacks real-time, hands-on interactivity, reducing engagement for learners who prefer more dynamic learning environments.

Narrow Focus on Academics: Highly focused on academic subjects, leaving gaps in skill-building in areas like soft skills or career exploration.

Khan Academy

Khan Academy is an educational platform offering video tutorials and exercises in academic subjects, with self-paced learning.

What sets our solution apart?

➤ Level Up offers a broader range of task types, focusing on both soft and technical skills needed for career growth, not just academic knowledge.

Implications for our Solution

➤ We should look into the creation of personalized tasks based on users' progress, ensuring tailored skill development.

➤ Encouraging users to master certain skills (have multi-levels) before progressing could create more meaningful growth in their career exploration journey.

Tasks

Simple

Develop communication skills

Get better at technical interviews

Improve resume

Moderate

Track personal progress over time

Reflect on tasks and progress

Create a roadmap for achieving goals

Complex

Compare progress with other people
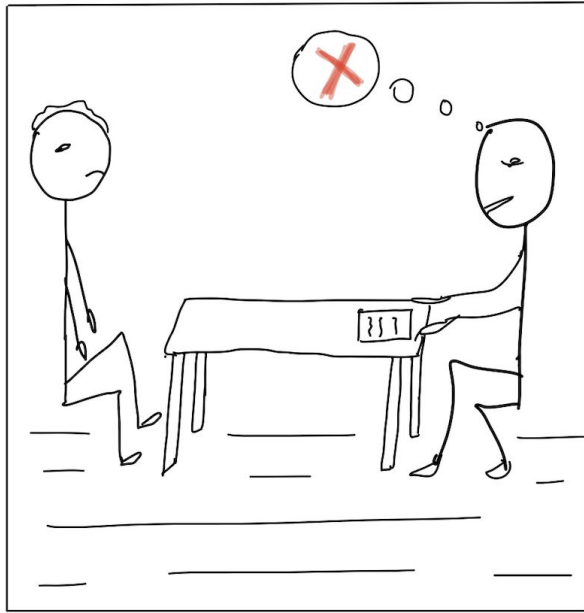
Gain certification or universal proof of skill development

Tasks

Simple
Develop communication skills

~~Get better at technical interviews~~

~~Improve resume~~

Moderate
Track personal progress over time

~~Reflect on tasks and progress~~

~~Create a roadmap for achieving goals~~

Complex
Compare progress with other people

~~Gain certification or universal proof of skill development~~

Storyline

Nick, a novice Level 1 professional, starts out by failing an interview. He realizes he needs to take action and **work on his communication skills**. Luckily, he is presented with an outline of various tasks he can do to improve this skill. We follow Nick as he networks with strangers, applies to jobs on LinkedIn, and works on a project with a team; all while "Leveling Up" and **tracking his skill development over time**. The video ends with Nick, now Leveled Up to Level 100, in line for another interview. While in line, he greets his colleagues and they **compare their progress with each other**. The video ends with Nick doing well at the final interview, thanks to his Leveled Up communication skills!
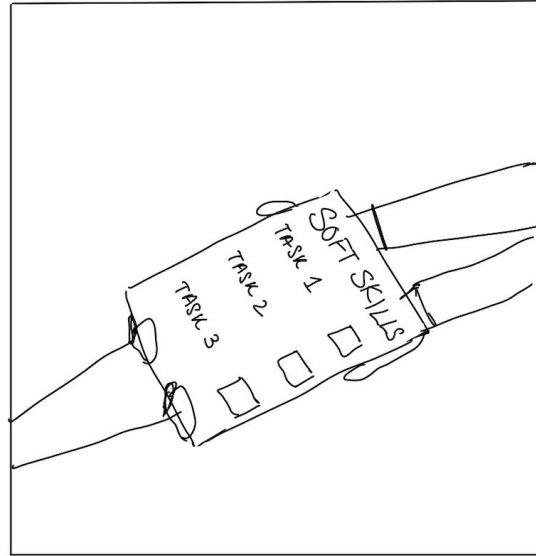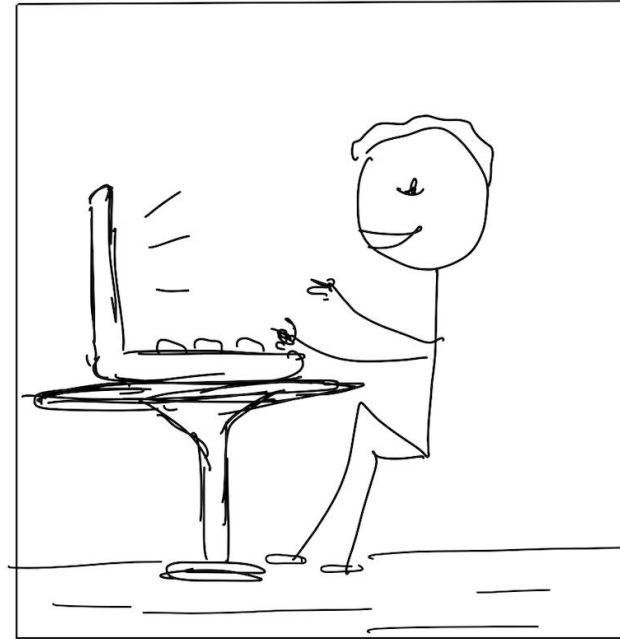
Storyboards
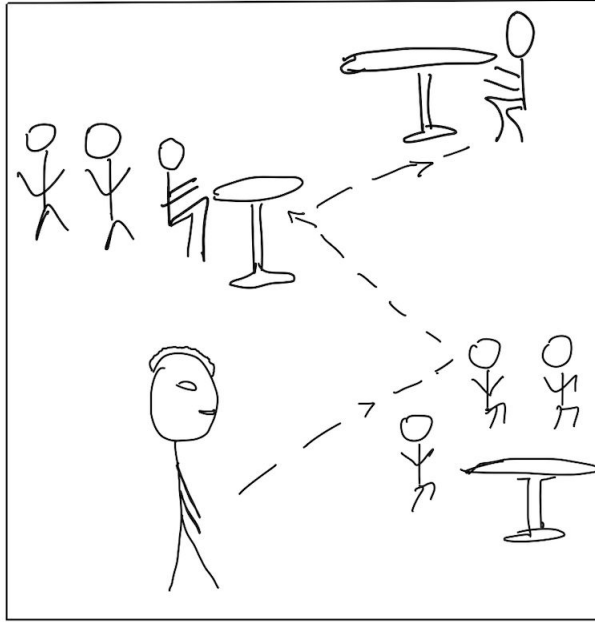
The first task is to strike up conversations with strangers
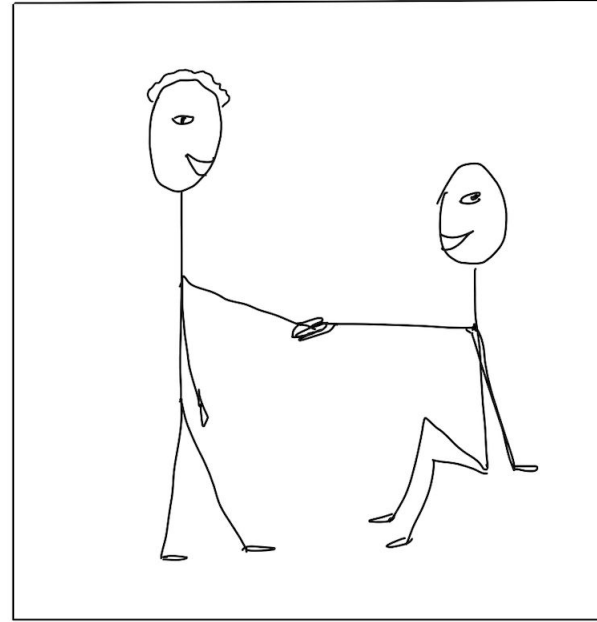
He meets many new people!

After completing the task, he "levels up"

The next task is to interact with recruiters and apply to jobs via LinkedIn

His progress is being updated - he levels up again! } moderate task

His last task is to work on a team

He repeats with the other colleague
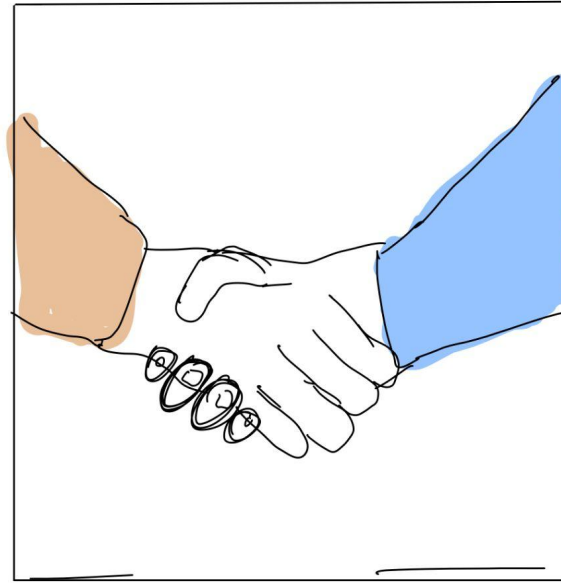
He achieves his goal— does well at the interview and lands a job
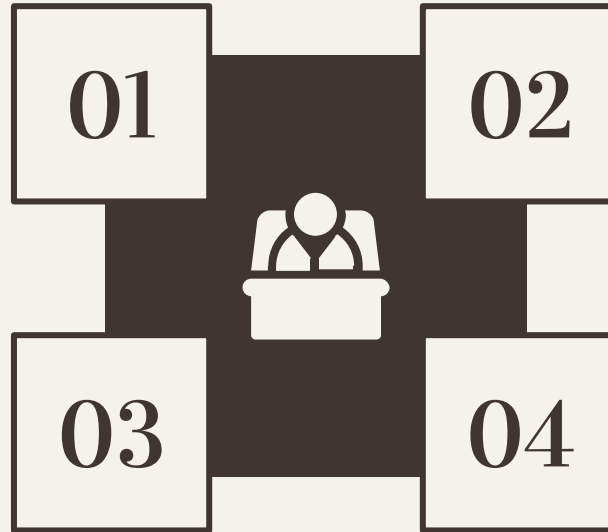
Values and Ethical Implications

Design Values

Privacy

We commit to getting user consent before using their data and sharing their progress with contacts.

Positivity

We commit to approaching every user with optimism and positivity regardless of their progress, opting for optimistic encouragement to accomplish tasks.

01

02

03

04

Accessibility

We commit to only assigning tasks that are achievable by every user regardless of disability status.

Sustainability & Society

We commit to providing training to earn skills useful to entering the workforce.

The Tarot Card of Tech: *the forgotten*

Who's excluded from the service?
Individuals who lack the time to invest in reaching the desired skill level.

Who's excluded from the development?
We primarily worked with professionals or students aiming to advance academically or professionally, unintentionally excluding those focused on learning skills for non professional purposes.

How would their experience look like?
Individuals looking for instant results may feel frustrated by slower progress. Those interested in social skill-building may feel the profession-oriented tasks are irrelevant and a waste of time.

How would our product change if we reversed our assumptions?
We would offer faster-paced modules for quicker results and introduce more social skill focused content to appeal to users seeking instant and practical outcomes.

THE
FORGOTTEN

◆

When you picture your user base, who is excluded? If they used your product, what would their experience be like?

Whose perspective is missing from product development?

Pretend the opposite of your assumptions about your core user are true—how does that change your product?

The Tarot Card of Tech: *the big bad wolf*

What could a bad actor do with your product?
A bad actor might tamper with the tasks, creating tasks that might endanger or discomfort users. Similarly, user data could be misused, emphasizing need for clear consent and data protection

What would predatory and exploitative behavior look like with your product?
Some individuals may introduce cut throat, toxic behaviors into the environment, causing stress for others.

What product feature is most vulnerable to manipulation?
The completion and submission of tasks can be manipulated as users can falsely claim progress or mastery of skills without actually completing task

Who could be targeted with your product?
Recent graduates or students, with little exposure to the professional world can be vulnerable to exploitation, as they may be pressured into achieving fast results in a competitive environment.

THE
BIG BAD WOLF
◆

What could a bad actor do with your product?

What would predatory and exploitative behavior look like with your product?

What product features are most vulnerable to manipulation?

Who could be targeted with your product?

Concept Video

https://youtu.be/6alqjBD_CSU