

Miss Jasz Social Project

Jasmine M. Woods, MBA

Project overview



The product:

This project is for young professionals who are looking for a mentor in their career field. This project helps professionals create community as well.



Project duration:

August 12, 2023-August 27 2023

Web 1920 - 1

Home

About Us

Account

Directory

YOUNG PROFESSIONALS MATTER



Young Professionals Matters



Who We Are

Young Professionals Matters is a platform that aims to help young professionals transition from college to work. We understand the challenges that come with starting a new role or post-graduate life, and we want to provide support. Our platform provides access to mentors who can offer guidance and advice based on their experience. Additionally, our community offers a space for young professionals to connect with their peers and share their experiences. We believe that by joining our network, you can gain the support you need to achieve your career goals.

Our Why

Creating an online community for young professionals

Project overview



The problem:

The problem is that young professional feel like they do not have a mentor or community. Young professionals schedules do not always allow them to attend in person networking events.



The goal:

To connect young professionals with mentor in professional and foster a sense of community.
To create a space for young professionals to network virtually.

Project overview



My role:

Lead UX Designer



Responsibilities:

User research, wireframing, prototyping, and usability studies

Understanding the user

- User research
- Personas
- Problem statements

User research: summary



The research I conducted help me with assumptions and bias that I created. I believe that this was not a good social project. After the usability studies the findings that were presented challenges my bias. This project will help young and working professionals network virtually and to create a community with in itself.

Persona 1: Liam Dior

Problem statement:

Liam Dior is a young pro who needs a mentor because colleagues are not providing support..



Liam Dior

Age: 30

Education: MBA

Hometown: Longview, Texas

Family: Single with pet

Occupation: Financial Advisor

"Everything is happening for me not to me"

Goals

- Find community for work
- Seeks mentor to help with new position

Frustrations

- Struggle with finding communities. Looks online at Reddit and Quora.
- Struggle to find someone in career field.

This user is struggling with this new position and support from coworkers. This user feels alone with entry level role and is seeking community. However, struggles to find it.

Persona 2: Anoir West

Problem statement:

Anoir West is a newlywed who needs to find virtual ways to network because work schedule[



Anoir West

Age: 27

Education: Bachelor

Hometown: Los Angeles, CA

Family: Married

Occupation: News Reporter

“Preparation meets opportunity”

Goals

- Like to network with others in career field
- Seeks like minded individuals to collaborate with.

Frustrations

- Struggle with networking due to work schedule.
- Struggle to find someone in career field because of work home balance.

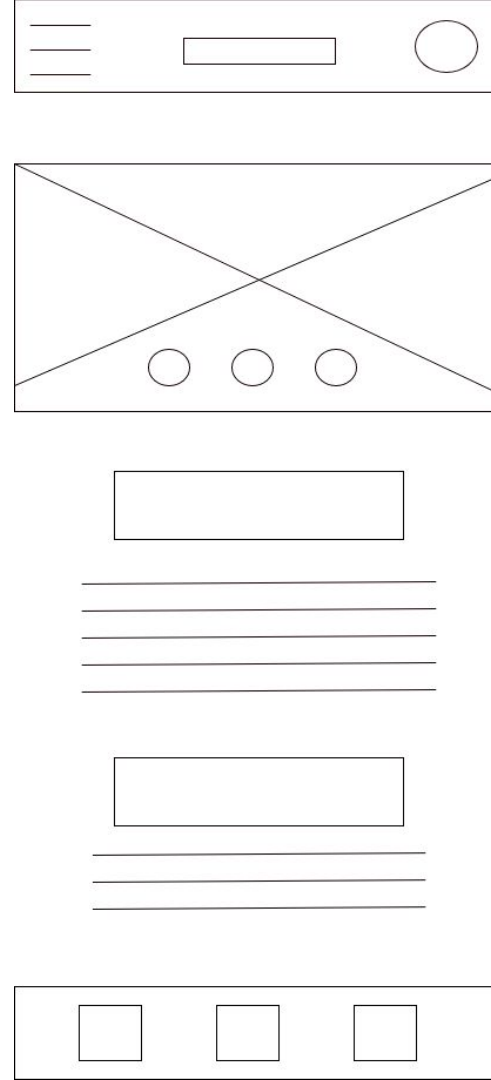
This user is struggling with networking with individuals in career field because of work life balance. User wants to collaborate with other not able to attend networking events because of work schedule.

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Digital wireframes

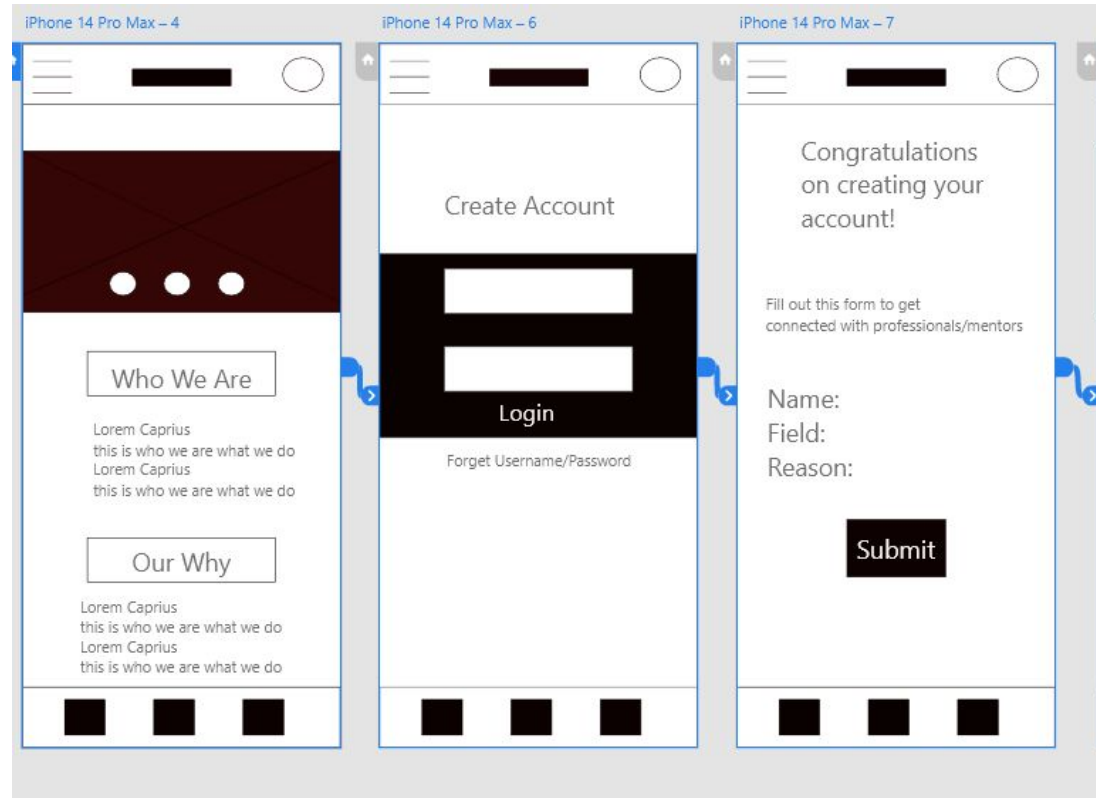
These wireframes had the user in mind. With the target being young professionals who are looking for mentor



Letting users know our why on the homescreen to know its purpose.

Low-fidelity prototype

<https://xd.adobe.com/view/2170c46d-4fb6-411d-bc8c-67fbad4171b4-7423/>



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

1

Users felt hopefully

Users believe app will be useful for graduates and new professionals.

2

Users wanted more

Users wanted to see how they will be connected with potential mentor.

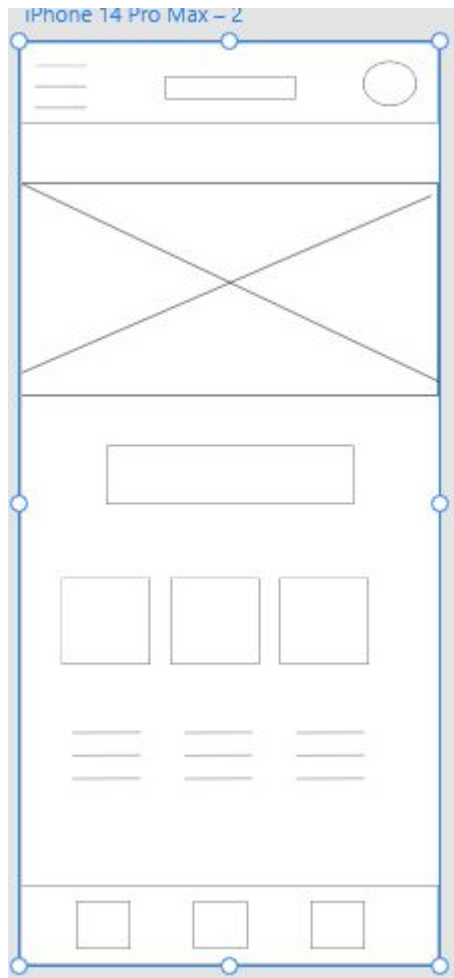
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Our users wanted to physically see the mentors on the screen.

Before usability study



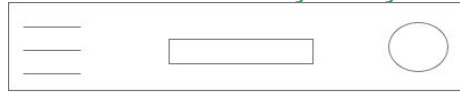
After usability study



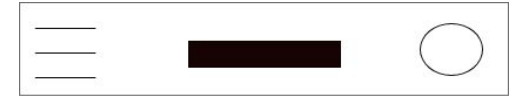
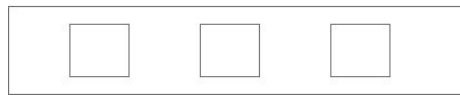
Mockups

The user did not like a lot of information in the create account screen.

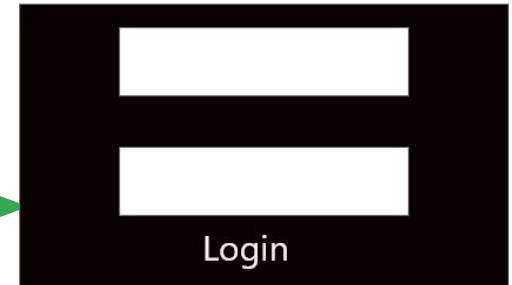
Before usability study

A horizontal rectangular box representing a header. On the left, there are three horizontal lines stacked vertically. In the center, there is a rectangular input field. On the right, there is a circular button.

After usability study

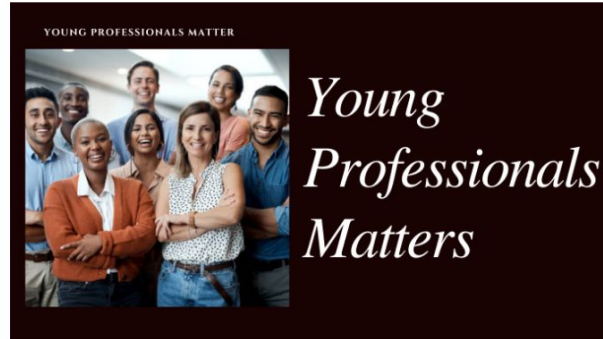
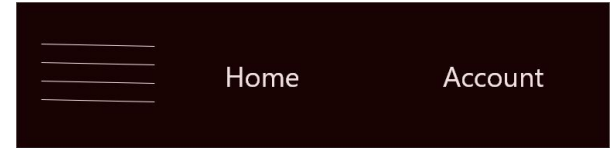
A horizontal rectangular box representing a header. On the left, there are three horizontal lines stacked vertically. In the center, there is a solid black rectangular button. On the right, there is a circular button.A vertical rectangular box representing a form. It contains two rectangular input fields stacked vertically.A series of five horizontal lines stacked vertically, representing a list or a set of input fields.A single horizontal line, representing a single input field or a separator.A horizontal rectangular box representing a footer. It contains three small square icons or buttons arranged horizontally.

Create Account

A dark rectangular box representing a screen. It contains two white rectangular input fields stacked vertically. Below the input fields, the word "Login" is written in white text.

Forget Username/Password

Mockups



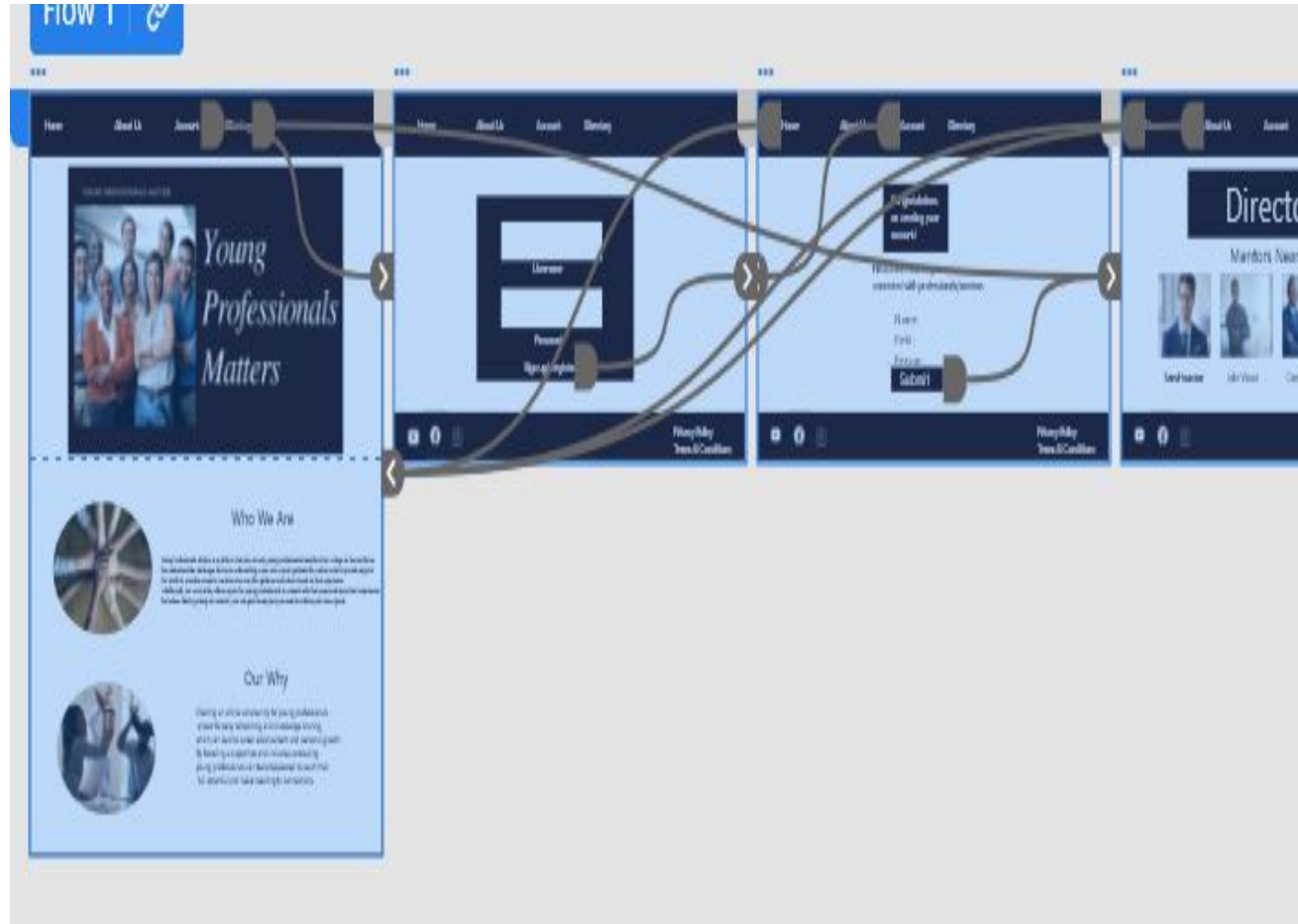
Who We Are



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High-fidelity prototype

<https://xd.adobe.com/view/d758eeb0-1a71-42ac-af23-38c72a58d614-820b/>



Accessibility considerations

1

The accessibility consideration is this design will be large text for visual impaired.

2

Another accessibility considerations creating read text on screen for those with hearing impairments.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This design brought hope to one of the participants. "This app will be essential for graduates on their post grad journey." - Arlaina M.



What I learned:

I learned that I truly add value to the world.
The designs I create are special.

Next steps

1

This next step in this project is to apply findings in usability studies. To enhance the user experience.

2

The step after that is to test the high fidelity type. To see if findings have enhanced the user experience.

Let's connect!



Thanks for reviewing my case study.

If you would like to connect email me at missjasz11@gmail.com.