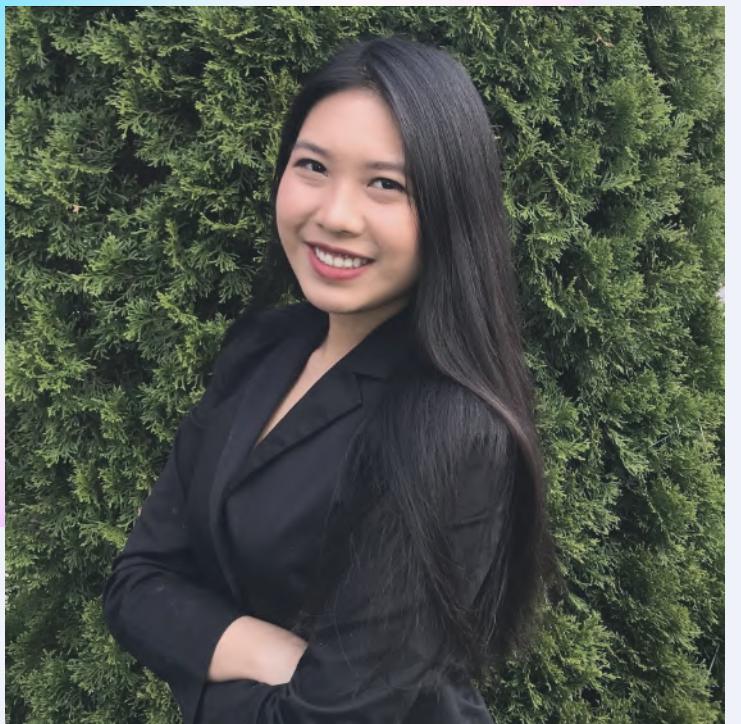




play-full

Meet the Team



Stephanie Lee-Chan

UX Researcher & Designer



Michael Quach

UX Designer



Edith Yim

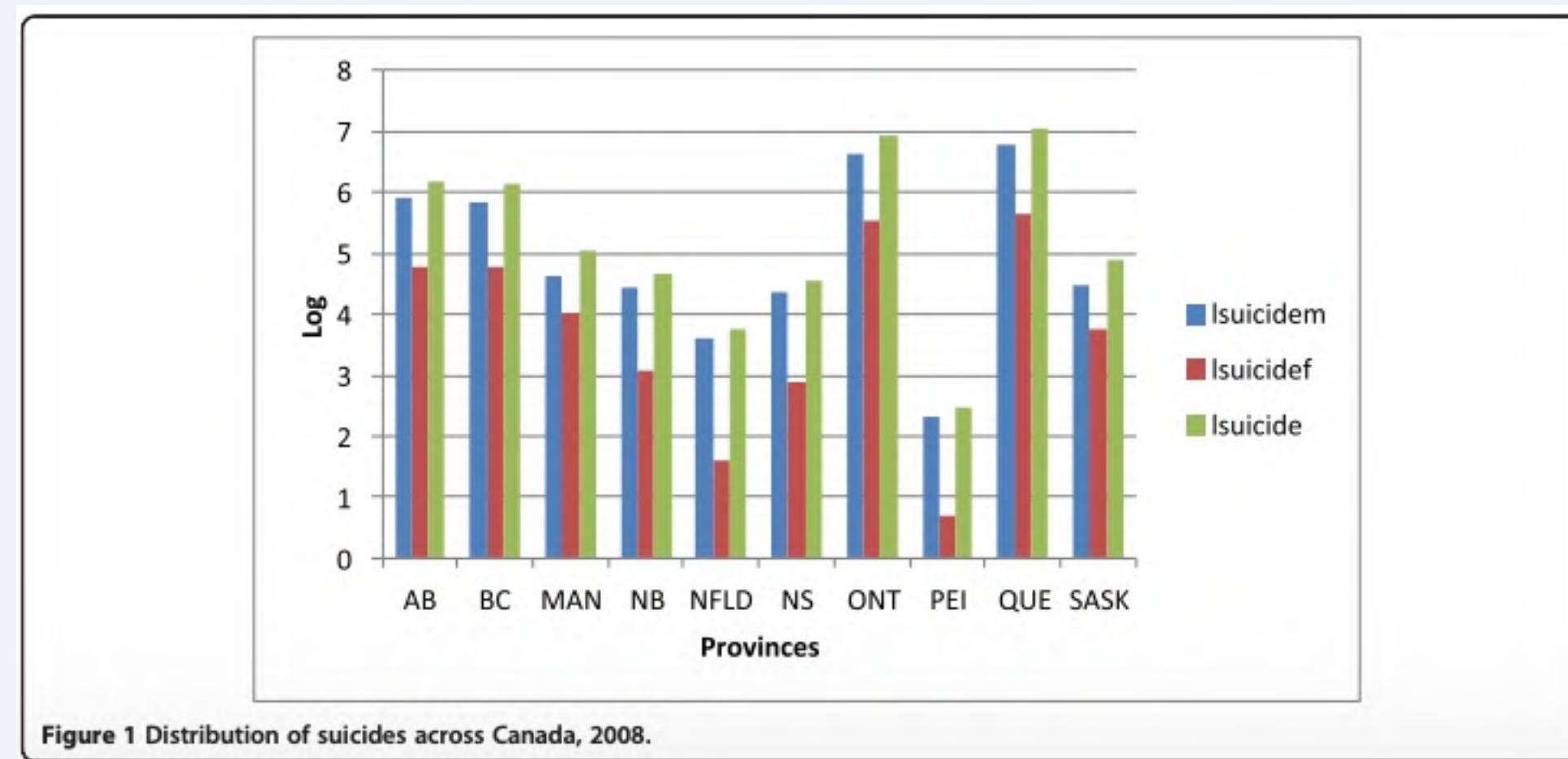
UX Designer



**How might we
intentionally
explore what
matter to us?**

DESIGN CHALLENGE HOSTED BY UNIVERSITY
OF LAURIER

The 3 primary determinants of suicide are unemployment, income and age



(Andresen and Jelles 2015)

(CDC 2022)

The Problem Statement

How can we learn about and break into different careers in the most engaging and effective way?



Our Solution



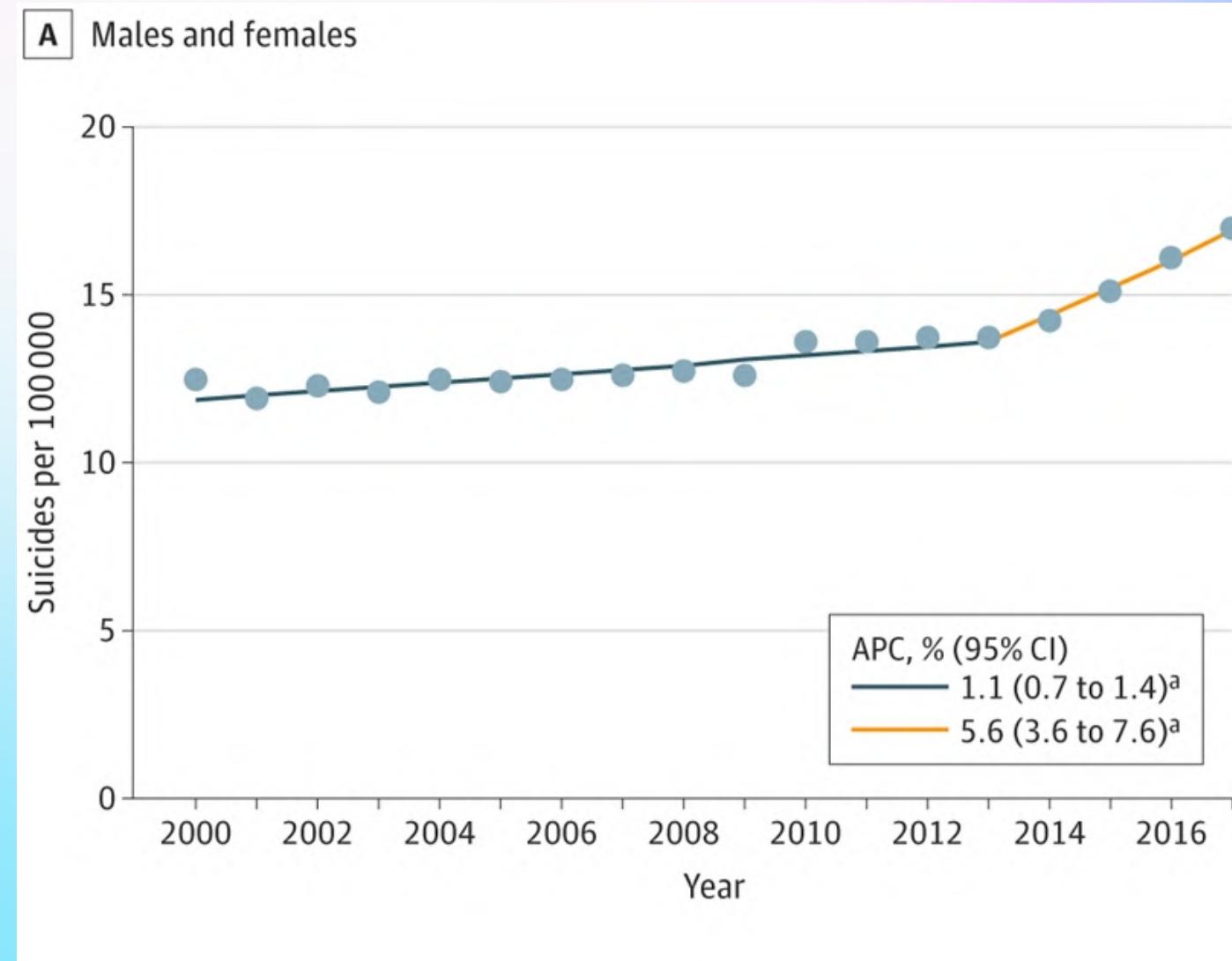
Play-full, an app designed for accessible & meaningful career support

Our app is designed with the goal of finding meaning by learning about and securing positions in your desired field

More Background Research

– ABRAHAM LINCOLN

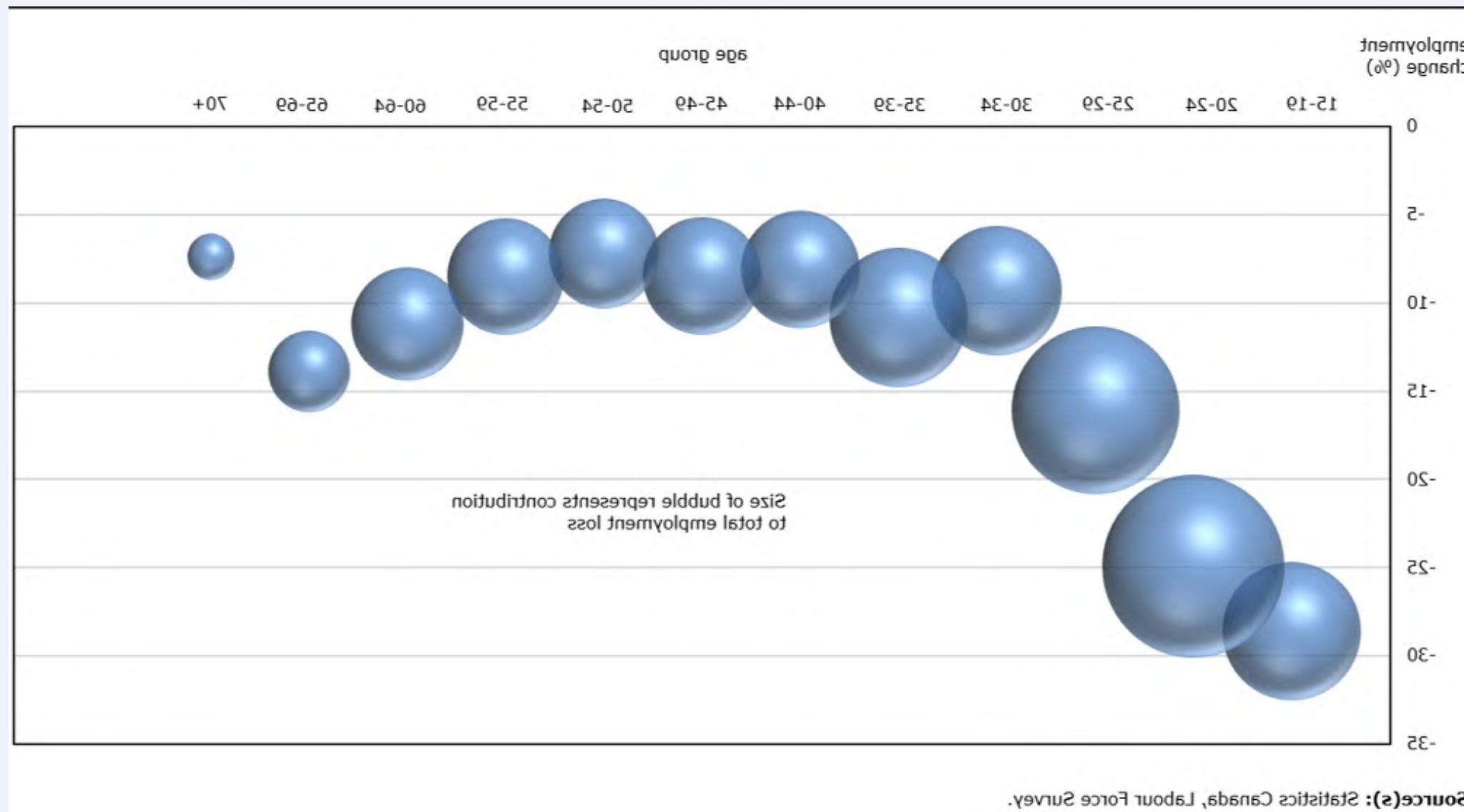
Suicide is the 2nd Cause of Death for Young People



(CAMH 2022)

(Oren et al. 2019)

Covid-19 Amplified This



Youth unemployment
was down
-33.0%
among ages aged 15
to 24

(Statistics Canada 2021)

Covid-19 Amplified This

Number of youth in
hospital after suicide

Tripled

Employment Insurance was the

highest rate recorded

since 1976 at

3 million people

User Research

– ABRAHAM LINCOLN

UX Research Methodology

Snowball recruiting

**In-depth one-on-one 30 minute
interviews**

7 questions

**30+ Survey responses
9 questions**

**A/B testing in person with
feedback**

Usability testing in person

Survey for digitally accessing career advice and support

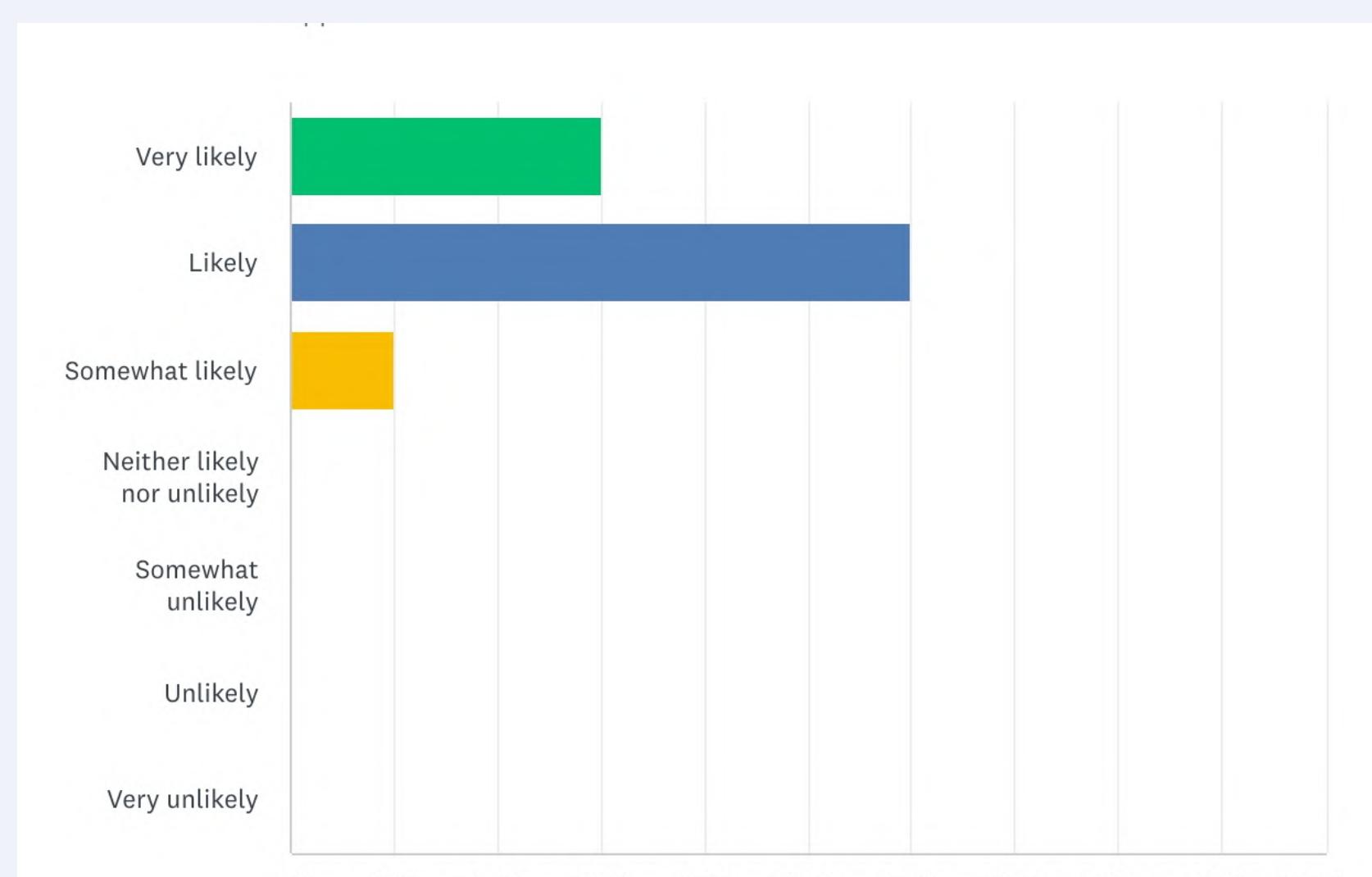
THIS IS A SUBHEADLINE

**Do you think a reward system
would help you stay motivated in
learning new things?** (On a scale of 1 to 7:

1 = Very unlikely, 2 = Unlikely,

3 = Somewhat unlikely, 4 = Neither unlikely or likely,

5 = Somewhat likely, 6 = Likely, 7 = Very likely)



Survey for digitally accessing career advice and support

THIS IS A SUBHEADLINE

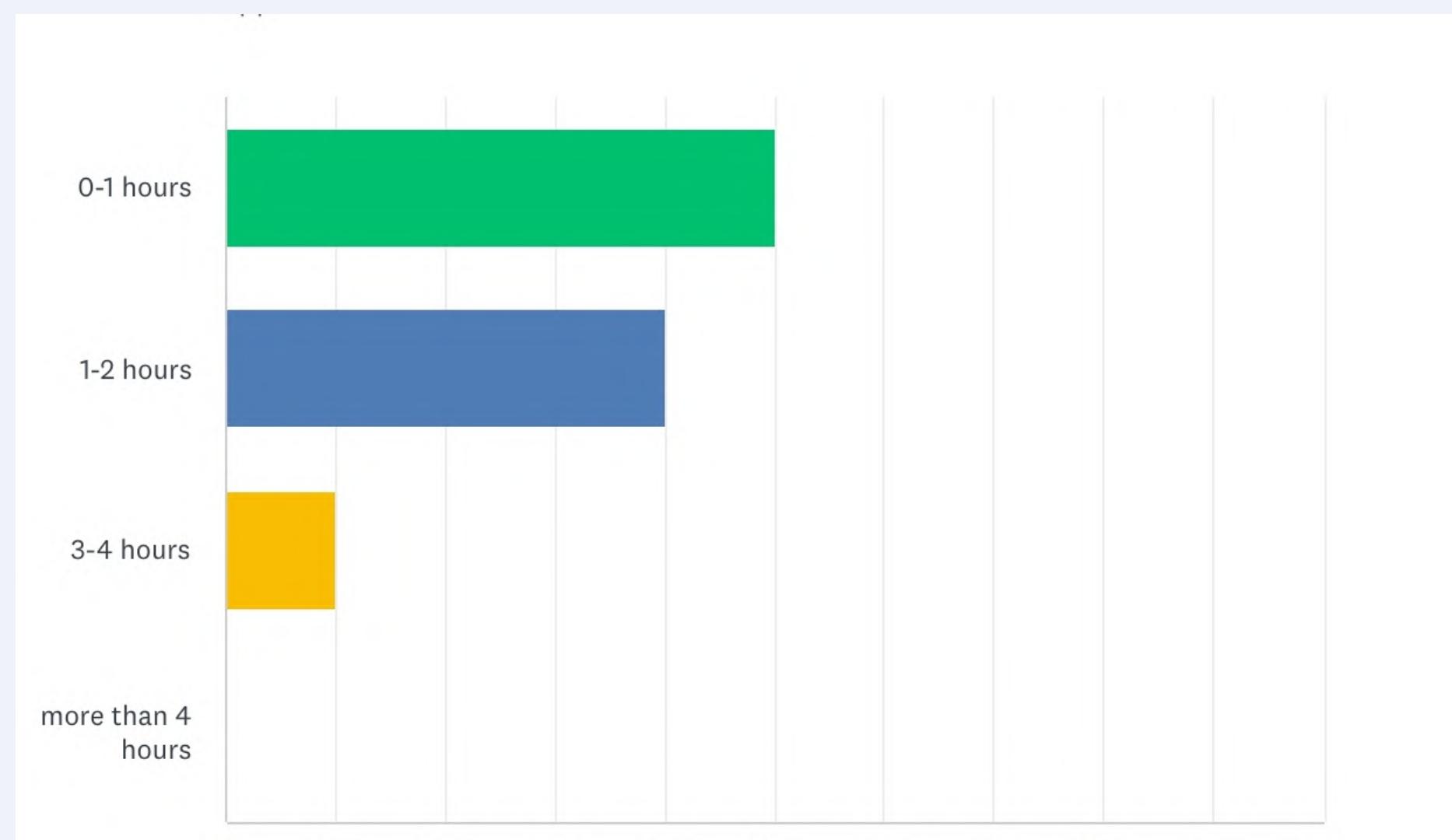
**How many hours in a day
would you devote to
learning a new skill/hobby?**

0-1 hours

1-2 hours

3-4 hours

more than 4 hours



“I find **learning** apps with gamification **fun** because of the competitive nature. You can get recognition on the top 3 board, recognized by others, and it is more **engaging**. We like to be **recognized** for our **efforts**.”

– Interview Research Participant

Target Audience

Ages 16-24

Based on background research, in-depth interviews, and surveys

Students looking to pivot careers, or explore

Young people facing unemployment problems, especially over Covid-19

Young people needing a sense of purpose in their life for their mental health

The gamification of learning acts as an extra motivator

The community competition aspect promotes sense of achievement

User Persona

THIS IS A SUBHEADLINE

Kristin Watson



AGE	18
EDUCATION	Bachelors in Software Engineering
OCCUPATION	Student
LOCATION	Toronto
TECH LITERTE	High

Bio

Kristin is a freshman coming into her first year of university. She went into a bachelors in Software Engineering as she was told that it was the best career choice for her back in Highschool. However Kristin is a deep individual with many interests. She tries to learn new skills or career paths in her spare time.

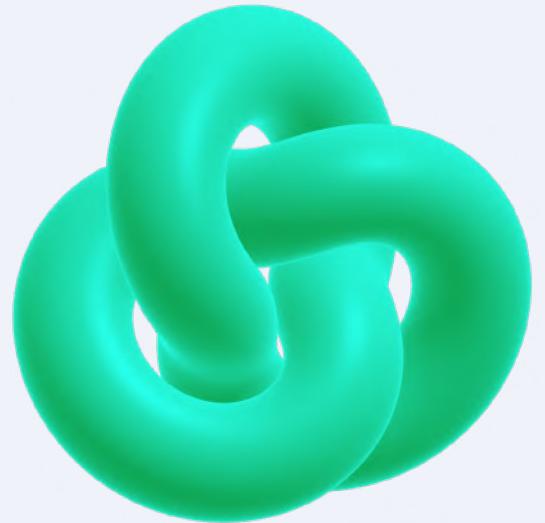
Core needs

- Need to find a way to learn about different career fields and develop different skills
- Needs a reliable and fun way to learn
- Wants to see that her hard work is contributing towards something

Pain Points and Frustrations

- Anxious and Nervous to start learning new career options
- Lack of engagement means loss of motivation overtime
- Current methods could not be effective enough

User Pain Points



Anxious & nervous to start learning about new career options

Lonely & discouraging learning new skills for careers

Lack of engagement = loss of motivation to learn

It is difficult to accurately research new career options

Current resources limiting in options

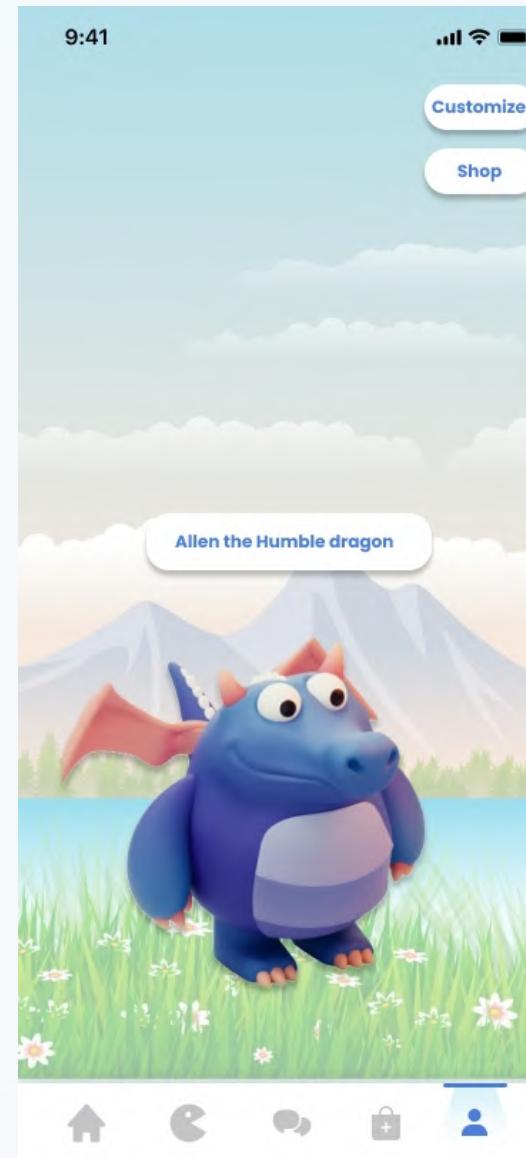
Low-income backgrounds face additional barriers

Our Prototype: Features Based on Research



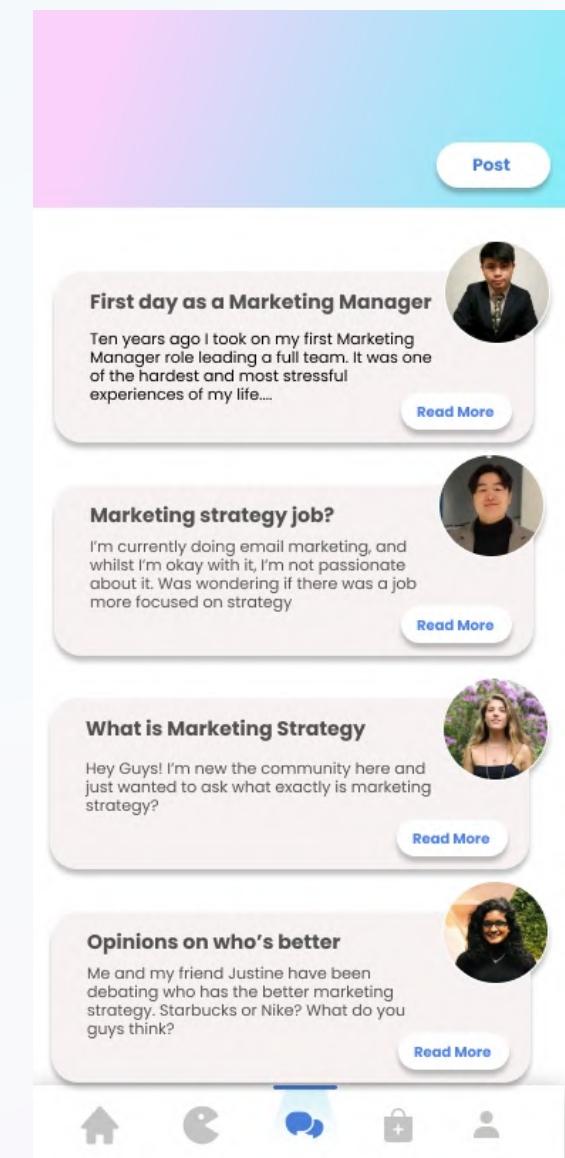
Feature 1

Learn by playing & win awards



Feature 2

A figure that gets you motivated to learn



Feature 3

Connect with communities to feel support & mentorship

Feasibility & Next Steps

Business Considerations

Partner with businesses to add in features

Go to Market Plan

Potential paid ads or product/program placement



Technical Considerations

Quality of life changes

More features with the avatars

More unique types of games to play

Metrics

Quickness of time during usability testings

Amount of new users

Heat map and most popular clicks

Our Prototype: Demo



Thank you!