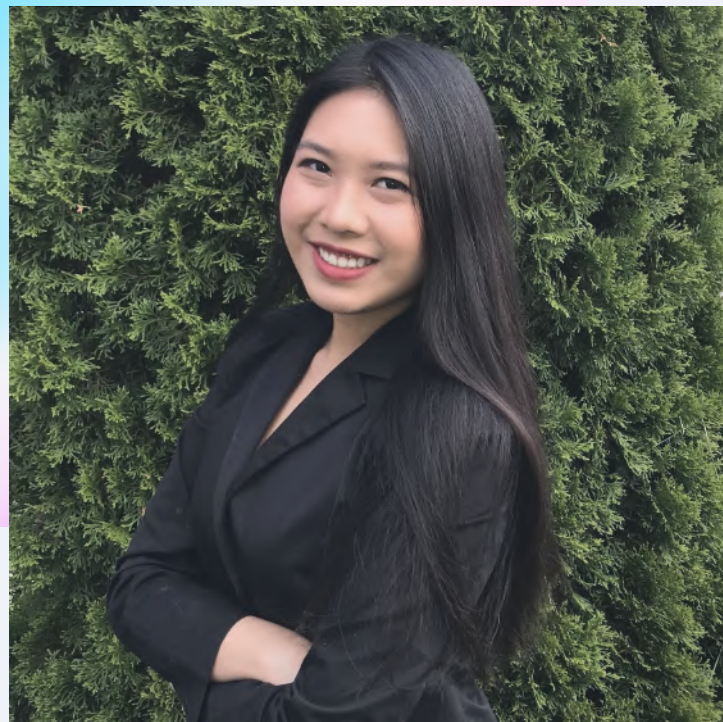




**play-full**

# Meet the Team



**Stephanie Lee-Chan**

UX Researcher & Designer



**Michael Quach**

UX Designer



**Edith Yim**

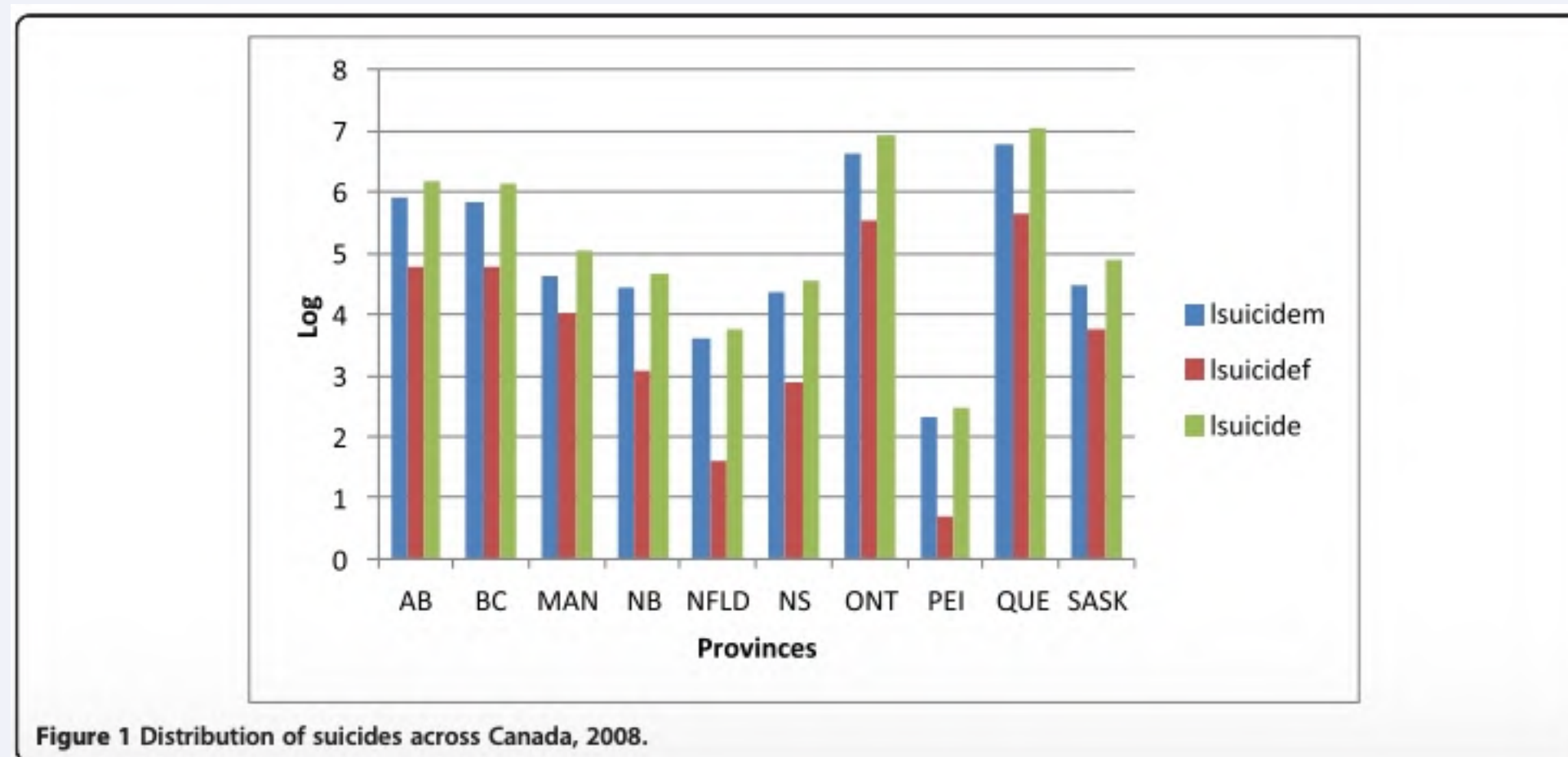
UX Designer



# 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 Jalles 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

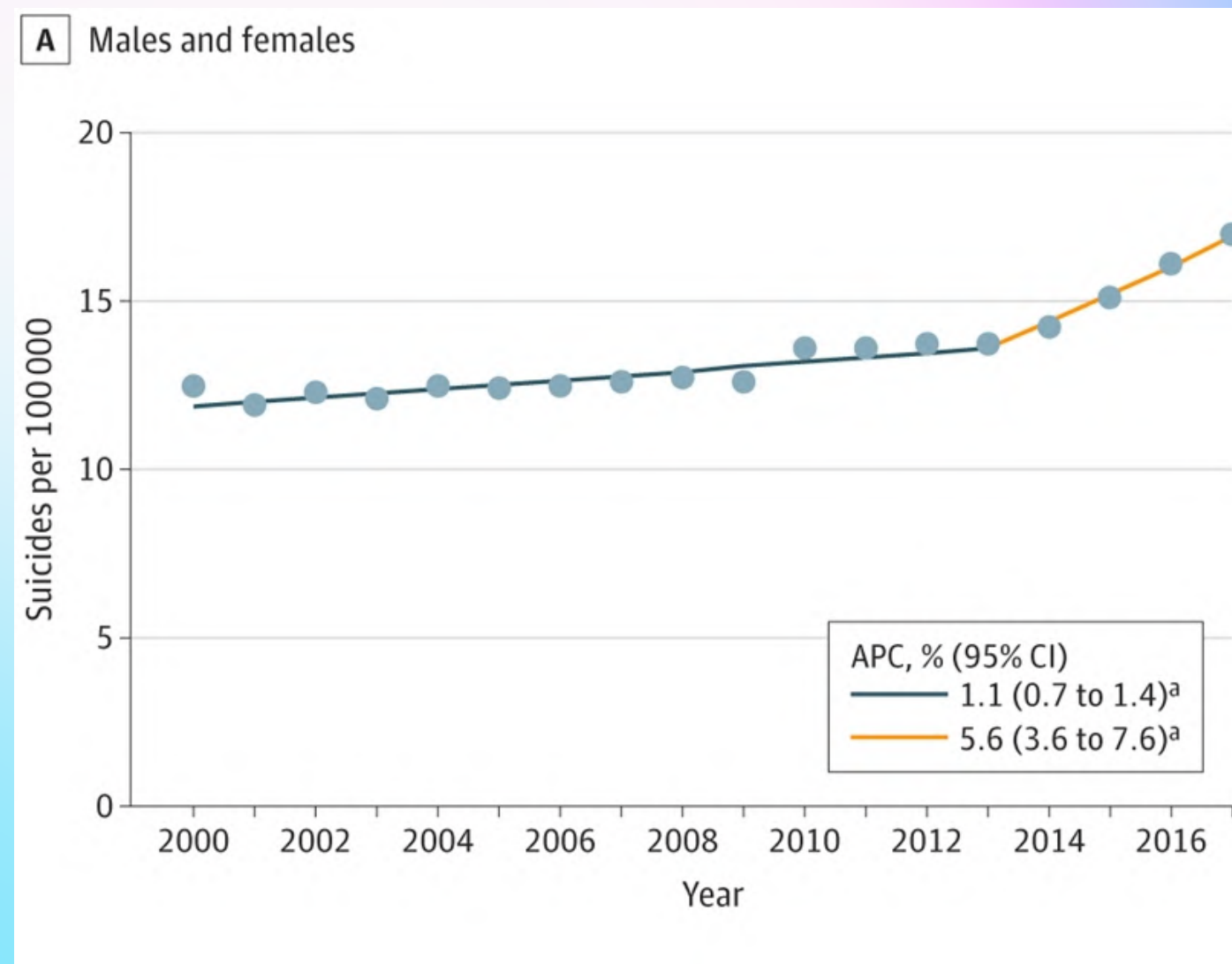
Our app is designed with the goal of finding meaning by learning about and securing positions in your desired field



# More Background Research

– ABRAHAM LINCOLN

# Suicide is the **2nd** Cause of Death for Young People



(CAMH 2022)

(Oren et al. 2019)

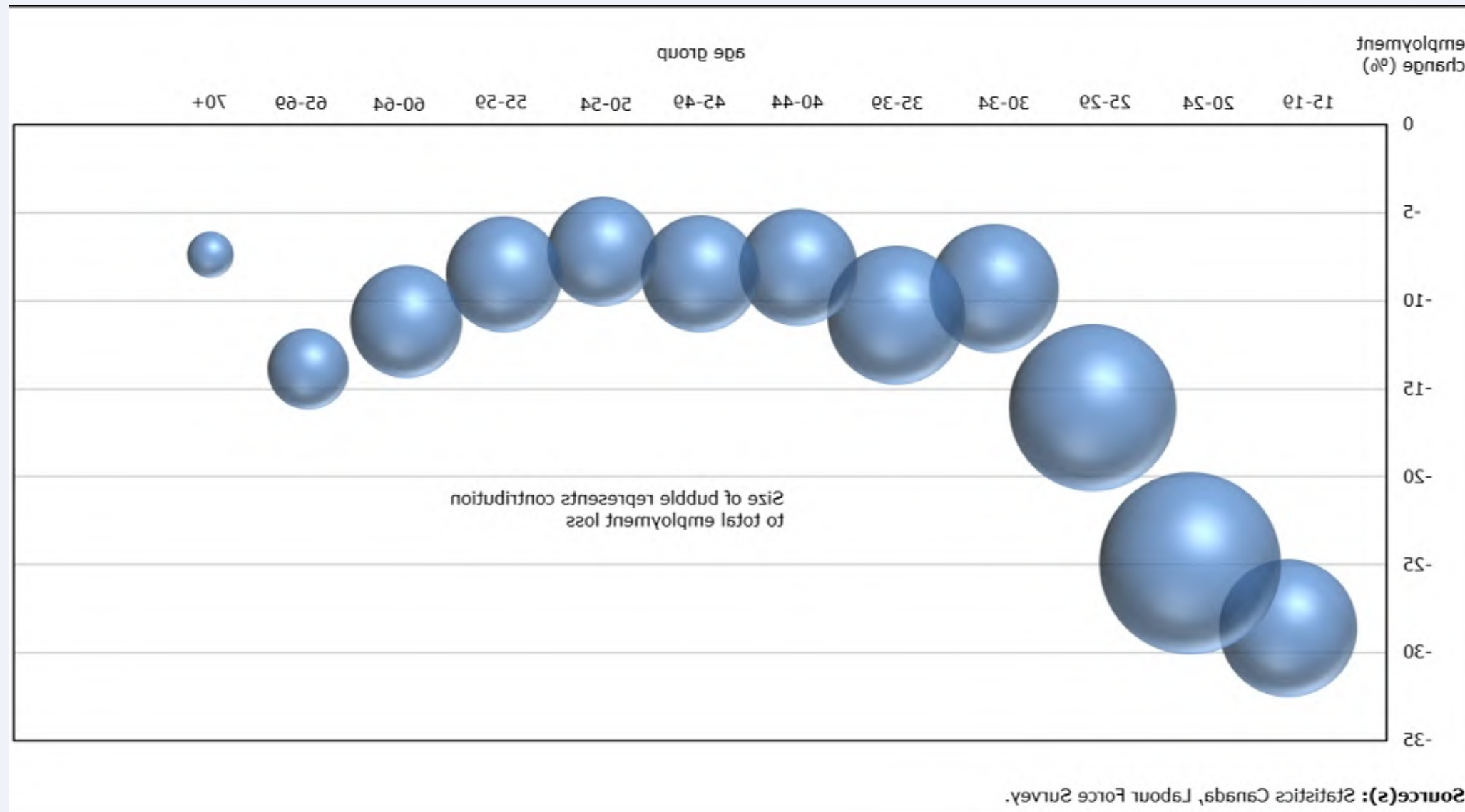


# Covid-19 Amplified This

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

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

**30+** Survey responses  
9 questions

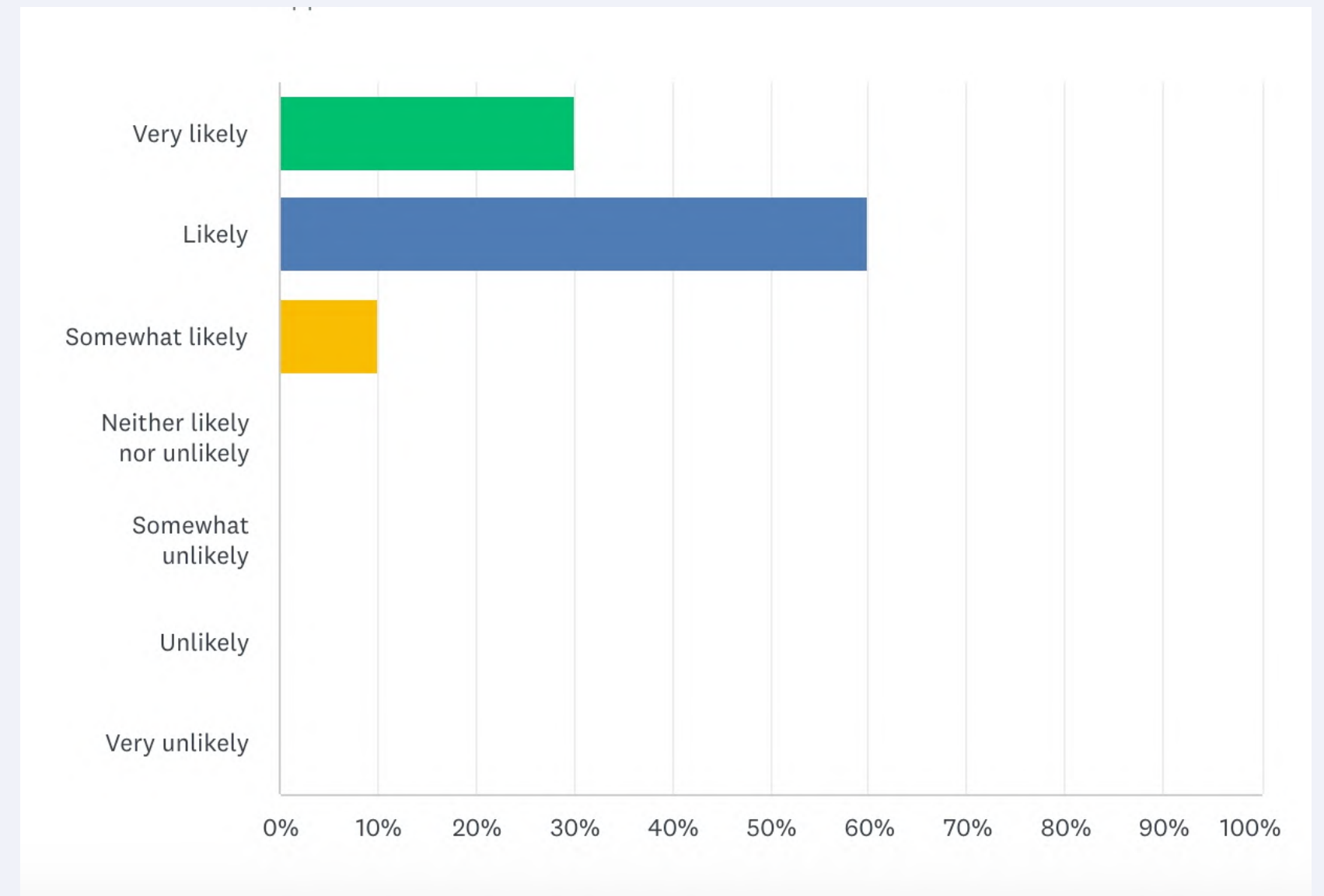
**Usability testing** in person



# 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

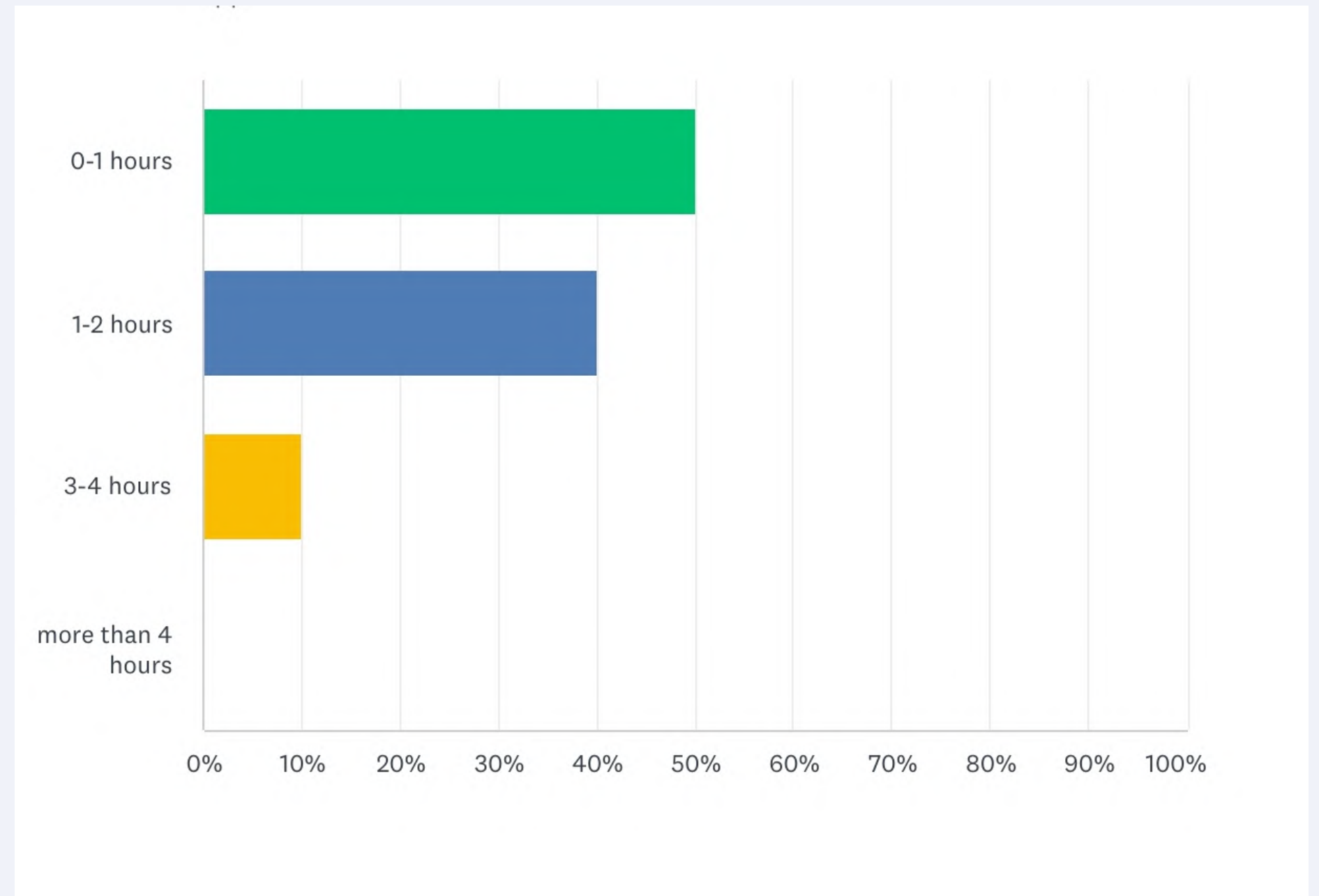
**How many hours in a day  
would you devote to  
learning a new skill/hobby?**

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

“ Learning by playing is like  
playing sports rather than just  
reading a textbook to study it

#### 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 indivual with many interests. She tries to learn new skills or career paths in her spare time.

#### Core needs

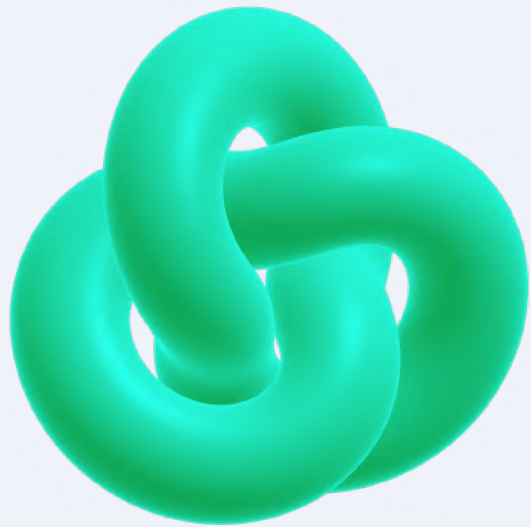
- Need to find a way to learn about different career fields and develop different skills
- Needs a reliable and fun way to learn
- Wants to see that her hard work is contributing towards something

#### 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

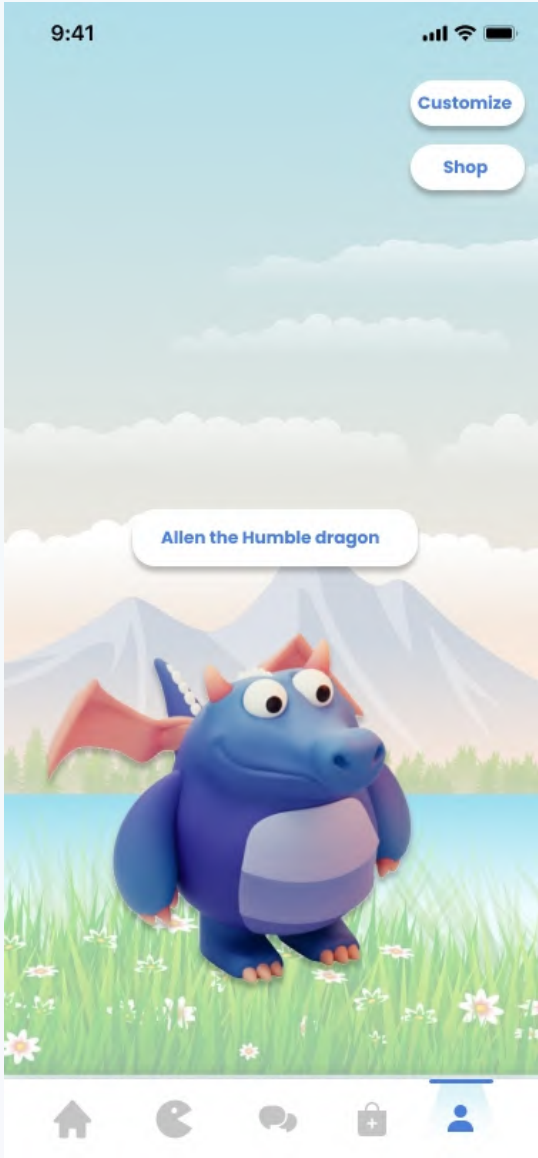
Low-income backgrounds face additional barriers

# Our Prototype: Features Based on Research



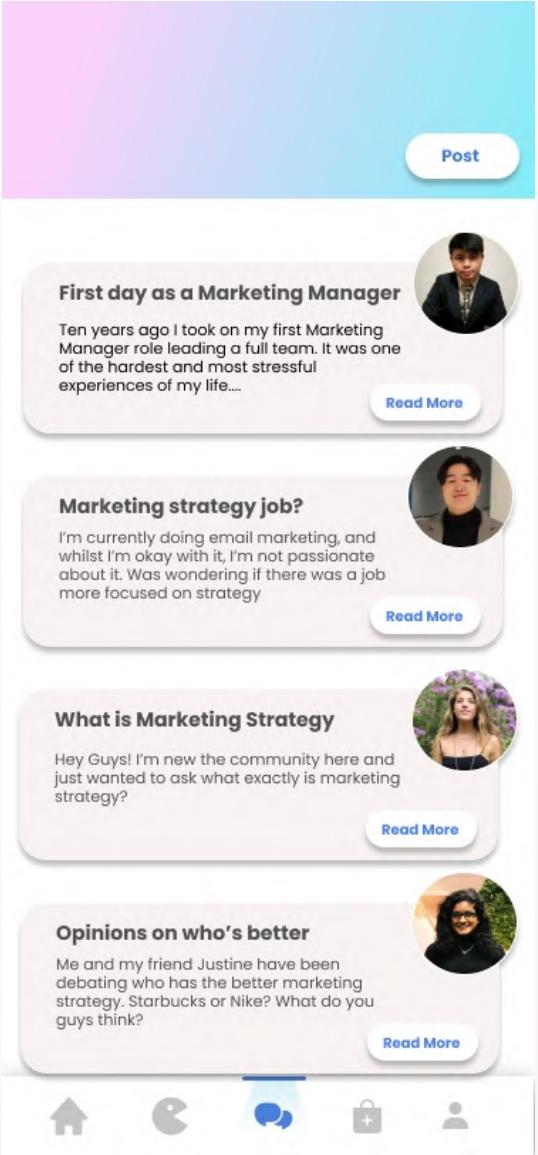
## Feature 1

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



Pitch

## 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!**