



Design Thinking Methods for Career Planning

Catherine Most | @c_the_most
Lindsay Gordon | @lgor

 #GHC18

WELCOME!



As you come in and sit down, say hi to your neighbor and ask them one of the following questions!

- Are you a paperback or e-reader kind of person?
- What makes you feel alive?
- What's one interesting thing you did in the last week?



Catherine Most

UX Researcher
catherinemost@gmail.com



Lindsay Gordon

Career Coach for Analytically
Minded People
coaching@alifeofoptions.com

OUTCOMES



- Understand and apply design thinking methods to career satisfaction
- Experience tools and frameworks to assess your career satisfaction
- Develop a new way to design your career to fit your needs
- Gain confidence and feel empowered in making career decisions
- Make a new friend sitting next to you today :D

ROADMAP FOR TODAY



1. Acknowledge common career pressures



2. Introduction to Design Thinking



3. Empathize with yourself as the User

i. Uncover your current job satisfaction

ii. Discover your values and what's important to you



4. Build your needs into a User Persona and identify how it differs from your current job

FLAVORS OF CAREER PRESSURE



The Noise

Pressure from family, peers, society or self-doubt

Self-Inflicted

Perfectionism, hours worked, tasks taken on, expectations, etc

"They always knew"

Assumption that successful people always knew what they wanted to do

Passion!

Creates pressure, there's only one, you should know it by now

EXERCISE 1:

Identify Career Pressure



The voices around me are saying:

 I should be a...

 I have to...

 My career must...

What impact does the pressure have on you?

What would be possible if you could relieve that pressure?

DESIGN THINKING

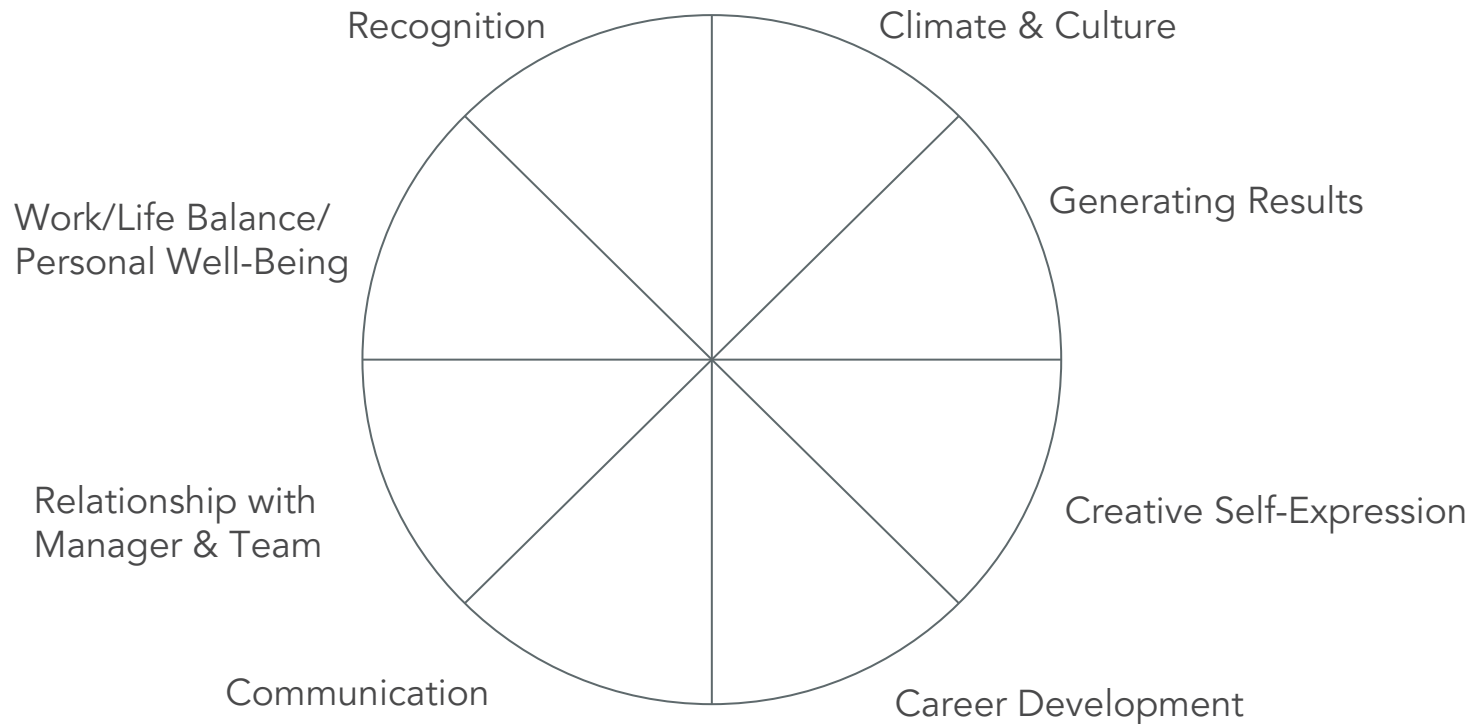


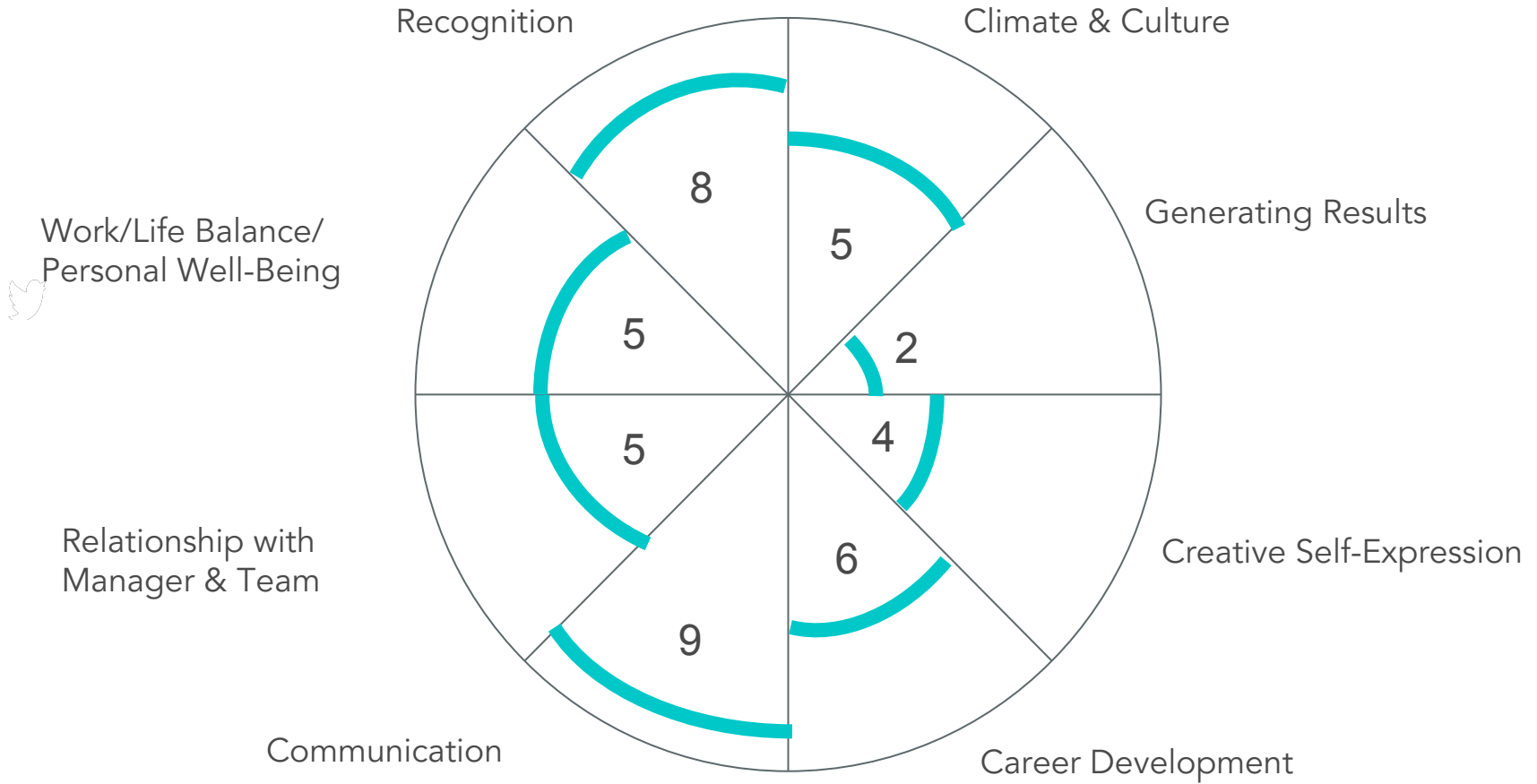
Usually we're so hard on ourselves about our career, what if we used EMPATHY instead, as we do with our users

EMPATHIZE

Understand or relate to ~~someone else's~~ emotional experience
your own!

EXERCISE 2: Current Job Satisfaction





EXERCISE 3: Values



Life Decisions

(choosing a college, moving to a city, leaving a job, taking time off, deciding to have kids, etc)


Motivations

(wasn't feeling challenged, needed adventure, closer to community, costing me my health, etc)

DEFINE

Analyze observations from the Empathize stage and synthesize them in order to define the core problems

USER PERSONAS




■ **WHAT:** a way of documenting the needs, behaviors and motivations of the target user

■ **WHY:**

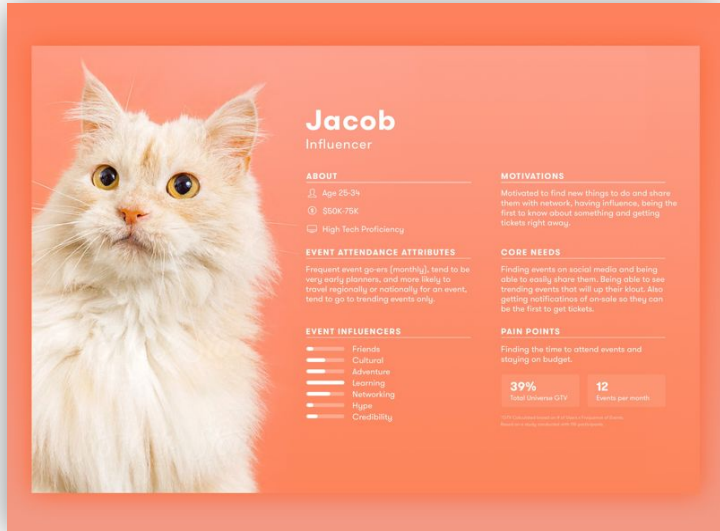
- Distill down what is most important
- Aid in communicating your story to others for feedback
- Keep focused on the core needs of the user

USER PERSONAS

 **WHAT:** a way of documenting the needs, behaviors and motivations of the target user **(you planning your career)**

 **WHY:**

- Distill down what is most important **(to YOU in a job/career)**
- Aid in communicating your story to others for feedback **(in an interview, to your manager, etc)**
- Keep focused on the core needs of the user **(instead of all the pressure about what we SHOULD want in a job)**



Jacob
Influencer

ABOUT
 📅 Age 28-29
 💰 \$50K-75K
 📌 High Tech Proficiency

EVENT ATTENDANCE ATTRIBUTES
 Frequent event goers (monthly), tend to be very early planners, and more likely to travel regionally or nationally for an event, tend to go to trending events only.

EVENT INFLUENCERS

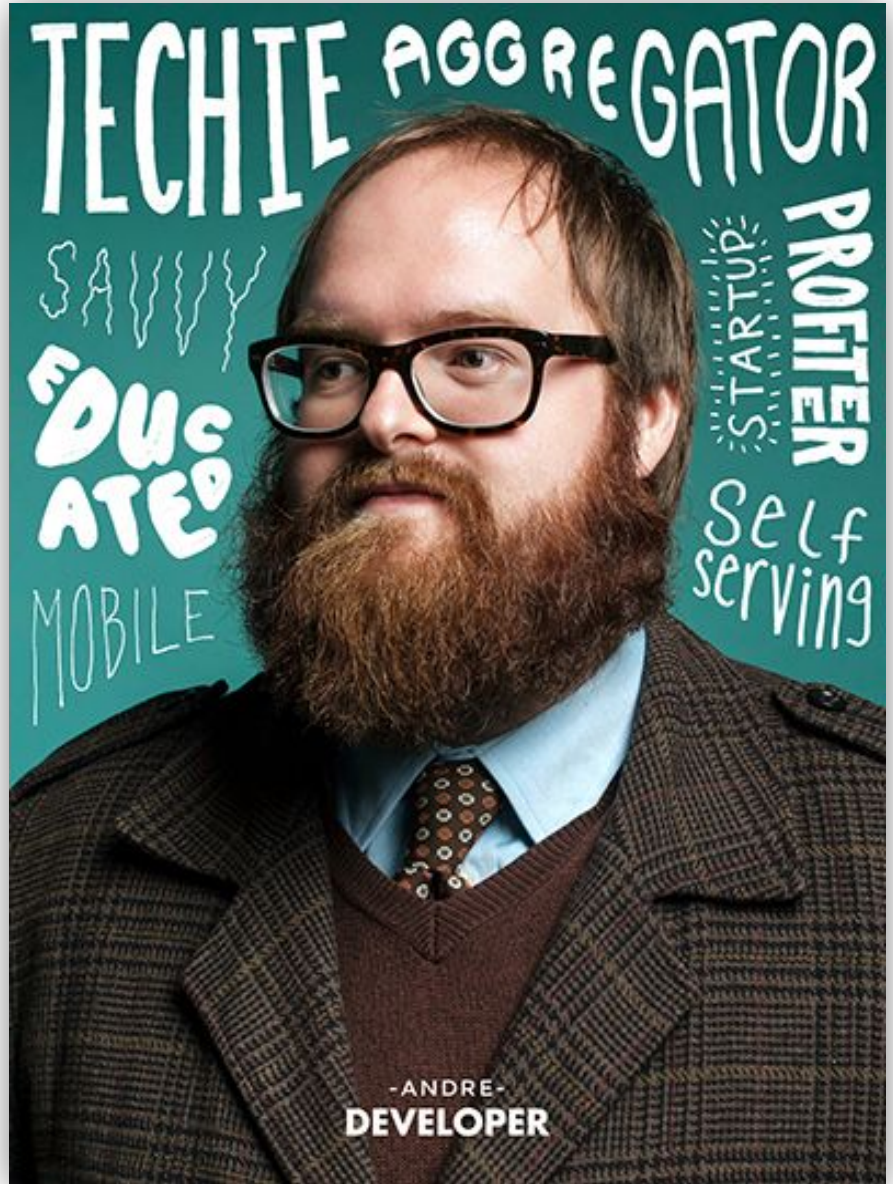
- Friends
- Cultural
- Adventure
- Learning
- Networking
- Huge
- Credibility

MOTIVATIONS
 Motivated to find new things to do and share them with network, having influence, being the first to know about something and getting tickets right away.

CODE NEEDS
 Finding events on social media and being able to easily share them. Being able to see trending events that will go their best. Also getting notifications of on-sale so they can be the first to get tickets.

PAIN POINTS
 Finding the time to attend events and staying on budget.

39% Total Expense QTY 12 Events per month



TECHIE AGGREGATOR

PROFITER

STARTUP

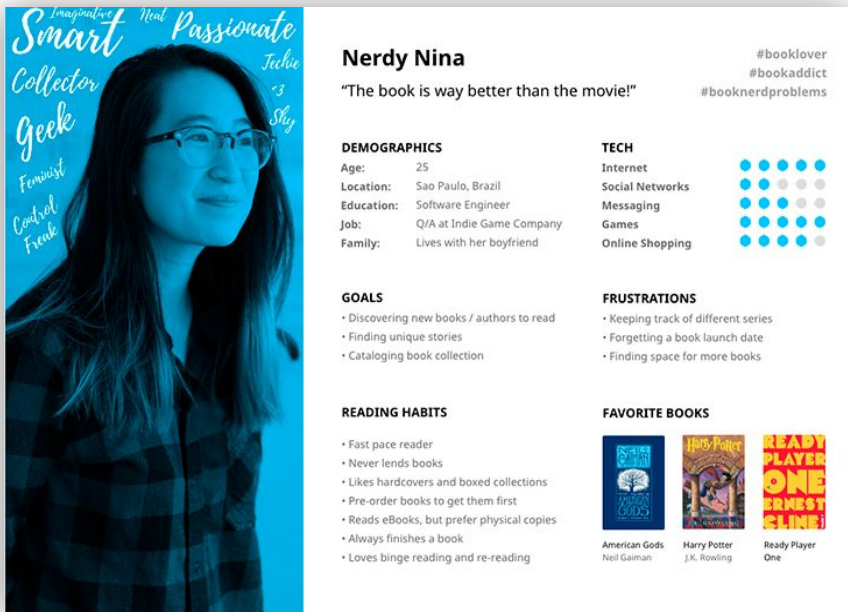
SELF SERVING

SAVVY

EDUCATED

MOBILE

**- ANDRE -
DEVELOPER**



Imaginative Smart Collector Geek Feminist Control Freak

Neat Passionate Techie or Shy

Nerdy Nina

"The book is way better than the movie!"

#booklover
#bookaddict
#booknerdproblems

DEMOGRAPHICS
 Age: 25
 Location: Sao Paulo, Brazil
 Education: Software Engineer
 Job: Q/A at Indie Game Company
 Family: Lives with her boyfriend

TECH

- Internet
- Social Networks
- Messaging
- Games
- Online Shopping

GOALS

- Discovering new books / authors to read
- Finding unique stories
- Cataloging book collection

FRUSTRATIONS

- Keeping track of different series
- Forgetting a book launch date
- Finding space for more books

READING HABITS

- Fast pace reader
- Never lends books
- Likes hardcovers and boxed collections
- Pre-order books to get them first
- Reads eBooks, but prefer physical copies
- Always finishes a book
- Loves binge reading and re-reading

FAVORITE BOOKS

- American Gods - Neil Gaiman
- Harry Potter - J.K. Rowling
- READY PLAYER ONE - ERNEST CLINE

EXERCISE 4: Create a Persona of Yourself

“

#

”

“Your Personal Tagline”
How would your friends describe you?

Mantras you live by
Describe your motivations in
hashtags

Motivations & Values

What drives you to get out of bed every morning?
What motivates you to contribute to a team or project?

- _____
- _____
- _____

Pains & Frustrations

What leaves you drained or infuriates you to deal with?

- _____
- _____

Drivers

What influences your decisions at this time?

Flexibility

Autonomy

Compensation

Culture

Growth



From the values exercise!

Motivations & Values

What drives you to get out of bed every morning?
What motivates you to contribute to a team or project?

- Growth
- Health
- Adventure

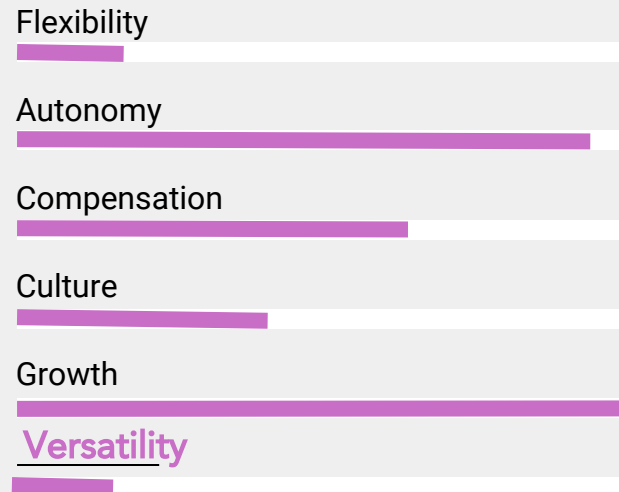
Pains & Frustrations

What leaves you drained or infuriates you to deal with?

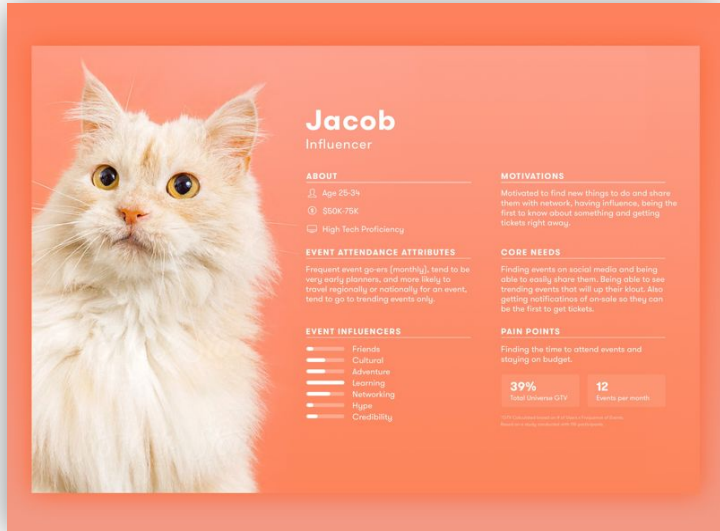
- Lack of team communication
- Zero room for creativity

Drivers

What influences your decisions at this time?



From the wheel exercise!



Jacob
Influencer

ABOUT
 📅 Age 28-29
 💰 \$50K-75K
 📌 High Tech Proficiency

EVENT ATTENDANCE ATTRIBUTES
 Frequent event goers (monthly), tend to be very early planners, and more likely to travel regionally or nationally for an event, tend to go to trending events only.

EVENT INFLUENCERS

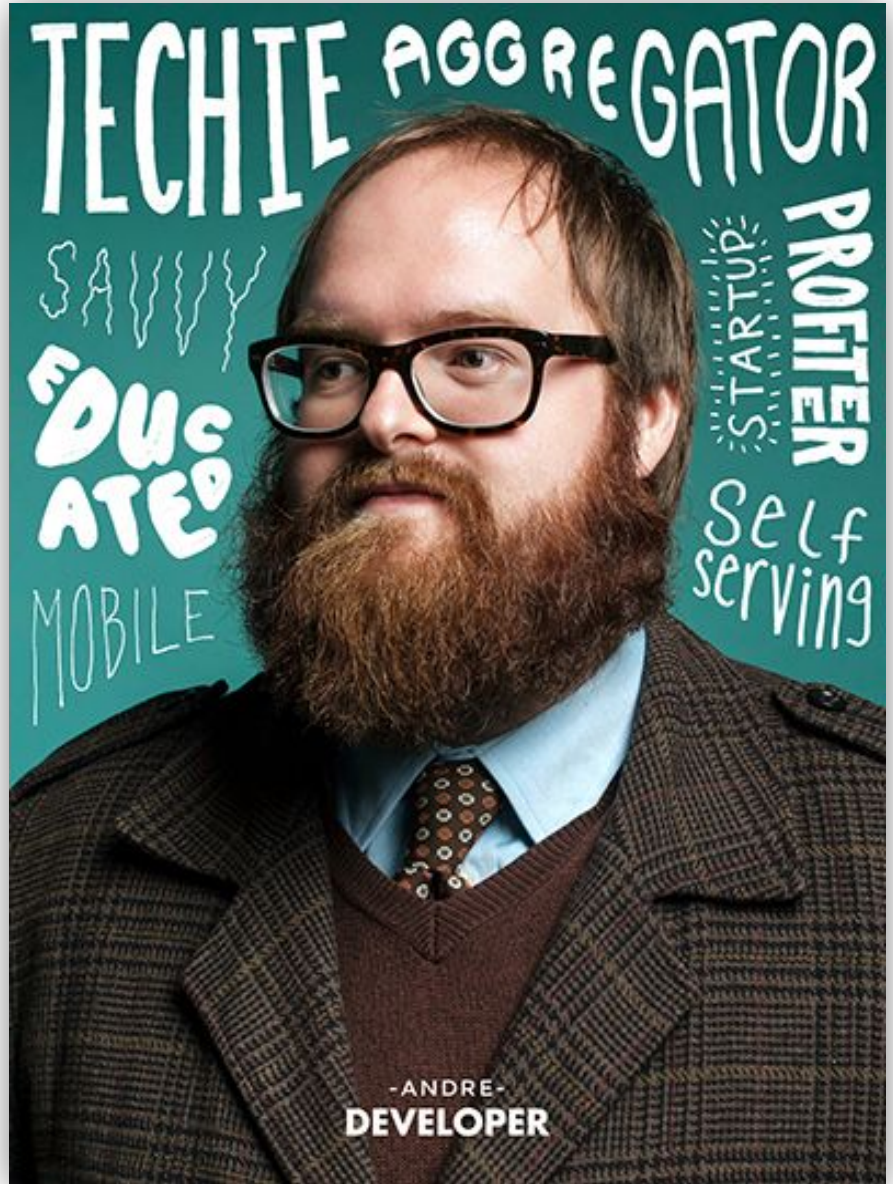
- Friends
- Cultural
- Adventure
- Learning
- Networking
- Huge
- Credibility

MOTIVATIONS
 Motivated to find new things to do and share them with network, having influence, being the first to know about something and getting tickets right away.

CORE NEEDS
 Finding events on social media and being able to easily share them. Being able to see trending events that will up their book. Also getting notifications of on-sale so they can be the first to get tickets.

PAIN POINTS
 Finding the time to attend events and staying on budget.

39% Total Expense QTY
 12 Events per month



TECHIE AGGREGATOR

PROFITER

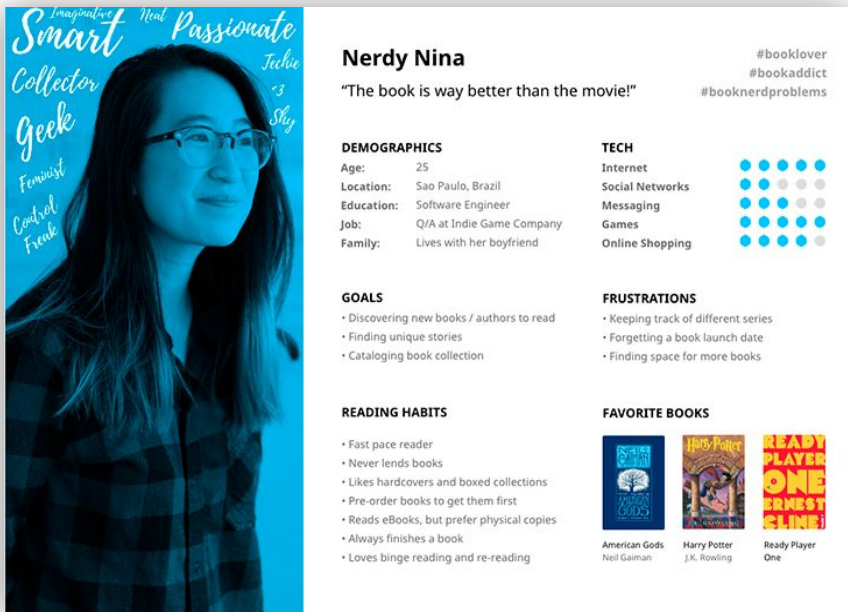
STARTUP

SELF SERVING

EDUCATED

MOBILE

**- ANDRE -
DEVELOPER**



Imaginative Smart Collector Geek Feminist Control Freak

Neat Passionate Techie or Shy

Nerdy Nina

"The book is way better than the movie!"

#booklover
#bookaddict
#booknerdproblems

DEMOGRAPHICS
 Age: 25
 Location: Sao Paulo, Brazil
 Education: Software Engineer
 Job: Q/A at Indie Game Company
 Family: Lives with her boyfriend

TECH

- Internet
- Social Networks
- Messaging
- Games
- Online Shopping

GOALS

- Discovering new books / authors to read
- Finding unique stories
- Cataloging book collection

FRUSTRATIONS

- Keeping track of different series
- Forgetting a book launch date
- Finding space for more books

READING HABITS

- Fast pace reader
- Never lends books
- Likes hardcovers and boxed collections
- Pre-order books to get them first
- Reads eBooks, but prefer physical copies
- Always finishes a book
- Loves binge reading and re-reading

FAVORITE BOOKS

- American Gods - Neil Gaiman
- Harry Potter - J.K. Rowling
- READY PLAYER ONE - ERNEST CLINE

EXERCISE 5:

Comparing Your Persona To Reality



- How does your persona compare to your current role/situation?
- What's out of alignment between your current role/situation and your persona?
- What changes do you want to make/actions do you want to take based on that information?

INSIGHTS AND NEXT STEPS



Share a nugget of insight

Declare a concrete next step

Feedback Form



www.catherinemost.com/ghc2018

DESIGN THINKING



Just took time to understand today
Next up is prototyping and testing!

SO REMEMBER...



- Be aware of the pressures that exist that don't take your individual personality and needs into account
- Be kind to yourself and use EMPATHY when thinking about job fit, just as we would with a user
- Honor your needs, your motivations and your drivers when making decisions

“When you remember that you are

always playing the infinite game of becoming more and more yourself

and

designing how to express the amazingness of you into the world,

you can't fail.”

- Designing Your Life

Thank You

Catherine Most

@c_the_most

catherinemost@gmail.com

Lindsay Gordon

@lgor

coaching@alifeofoptions.com