

UX Careers

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Gamifying UX Careers

The challenge presented to our group focused on creating an experience for User Experience (UX) Design students that teaches them about the design and UX industry. Our goal is to inform and create a meaningful experience for students about UX Careers. This challenge will expose us to potential jobs for the future, statistical employer/career data, and the UX environment. We are striving to combine knowledge and information in a fun and creative way that appeals to current UX students.

Our vision for this project is to create an app that allows you to have your own avatar and explore the different types of UX careers that are available. You will be able to complete different tasks depending on what career you choose, you will earn coins based on the salaries each job has and have the opportunity to work your way up in the UX industry. This is a fun way to educate first-year UX students, aspiring UX students, and those who want to know more about UX Design, about the possible careers they can pursue in the future. This app will basically be a simulator, users will be able to experience what a UX Designer does, trying out all different kinds of UX careers, how much they earn, and different opportunities that might come their way. Our goal is to give the users an idea of what UX career they would want to pursue in the future with their degree, while also making it fun and easy to learn.

Competitive Analysis

Our product/system is an app that allows the user to find and search jobs within the User Experience Design field. The information that the app gives the user will be presented in a fun way, through applications such as games and rewards. Currently, there are no career searching applications that focus exclusively on UX jobs. Most applications that are similar to our product/system are for the large majority of people, finding jobs in all fields not just UX. Similar

products include applications such as MyBlueprint popular amongst high school students, LinkedIn the most popular job search app for both recruiters and applicants, and Indeed which allows the user to search millions of jobs based on many different factors. The main premise of our application is to find jobs within the UX field to allow those searching for jobs in UX to learn more about what different jobs are available to them and what they are. There is nothing on the market that compares to that as of right now. That being said, the other job applications on the market today can do the same thing but in much broader searches that do not give you the same experience. Our application focuses on being descriptive of the careers in UX and rewards the user for their interest.

	Our Application	Other Applications on the Market
Searches Jobs in UX?	✓	✓
Gives Detailed Descriptions of UX Jobs?	✓	✗
Rewards Users for Using?	✓	✓
Interactive Games for Learning about UX Careers?	✓	✗
Premium Subscriptions?	✗	✓
Overwhelming Amount of Information?	✗	✓

Content

For the topic UX careers, the content needed for our project is based on two categories. The first main category of content is focused on specific UX jobs and careers. The second main category is focused on apps and mobile games. For UX jobs, we need a collection of various jobs that a UX designer could pursue. Specifically, some of the top, most popular, and emerging careers that are in demand in 2022. Content about the basics of the design thinking process and

how a UX designer utilizes the five steps is needed. A basic description and examples of some common UX tasks and skills are required for our project. A UX researcher is essential for learning about user needs and wants. We need content about the job responsibilities, duties, and tasks of a UX researcher. This content is repeated for each job, which needs to include what they do, skills or education needed, job description, and responsibilities. The content needs to show us what a typical day in their life looks like. The jobs we need content for include but are not limited to: a UX Designer, UX Writer, Information Architect, UI Designer & Developer, UX Strategist, UX Architects, UX Developers, Usability Analysts, Project Managers, Interaction Designers, Product Designer, Interaction Designers, and Visual Designer. A subcategory of content needed is the difference between UX and UI design. Specifically, what these titles mean, how are they similar/different and what type of skills are needed for jobs in those fields. Another subcategory of content is the types of deliverables and projects that careers in UX are expected to produce. For each job or career, we need information about their respective salaries, including a range of income per year. In addition, a comparison chart or table showing how salaries differ depending on location/country. The last subcategory of content for UX jobs is the different levels and career journey of a UX Designer. This includes information about internships, junior, senior, and lead positions. Content about what can be expected at each of those job level positions, how to advance your career, and ways to get into the UX industry.

Since we intend to create a mobile app that gamifies UX careers, our second main category is content focused on the requirements of designing a game. This category will help guide and inform our project whereas the first main category focuses on the content needed for our experience. This needs to include the components and resources necessary for creating, designing, and playing the game. Content on existing game objectives and how they can be

incorporated into an app. Another subcategory of content is game rules, procedures, and mechanics, focusing on how to design an easy user experience in an app. Another category is needed for primary and secondary research about games and app design. This includes testing other mobile apps, playing online games, and testing the usability of games/apps. Some secondary research and content needed are tools and programs that can help us design our experience. This needs to be an app, website, or program that allows for collaboration/team sharing. This also includes content on inspirational mood boards, colour palettes, themes, and styles to help guide our design process. Another vital content category needed is research about our users. With an experience designed for first-year students, we need data on their behavioral patterns with mobile devices and how competent they are with technology/apps. In addition, a category for their existing knowledge of UX/UX careers, and topics they have a desire to learn. Overall, the content required for our project will teach our users about UX careers, guide our research and design process.

The UX Plan

The design process of definition, design, research, prototyping, testing, and iterations, will be the basis for our group when creating an application for different UX careers. Our first task is defining and understanding the topic and creating a *how might we* statement. This statement will be the foundation of our project, which helps guide our research and design process. Background knowledge, information, and context about UX careers are essential so all group members are responsible for this task. The next set of steps is collecting and gathering research on the topic of UX careers, games/applications, and our targeted audience. To design our vision, we need to pick a research method that best suits our needs, which will be a collective task for all group members. This includes gathering information about UX and game apps, jobs

within the UX industry, how much each position earns, and their respective responsibilities and tasks. Gathering this set of statistics, data and information will be Alex's responsibility. The next set of research needed for our vision includes the career journey within the UX industry so our application can allow users to experience different job/experience levels. In addition, we need research about first-year UX students at Wilfrid Laurier, specifically their current knowledge on UX careers and what career options they want to pursue. Using their input, feedback and data will help define and narrow down our topic and design. Emma will be responsible for those sets of tasks. The final part of our research and design process is gathering inspiration for our vision based on current game applications and UX apps on the market. This leads to the next step of creating a colour palette, typography, icons, symbols, and logo that will be the basis of our brand/experience. Aliyah will be responsible for these tasks. As a team, our group will need to pick a program and design different levels of prototypes for our application. All members will be responsible for creating low fidelity prototypes and Aliyah will be responsible for transferring those ideas into medium and higher fidelity prototypes and iterations. Emma and Alex will be in charge of testing these prototypes, collecting participants, and running experiments/usability tests. The next task is to analyze the data and suggest improvements based on the results of the tests. Alex and Emma will be responsible for sorting/organizing the data and Aliyah will implement those changes on the prototypes. For the final parts of our vision, all members will be designing and creating different sections of the final design, working together to create the final product. The last tasks are for all members to create a set of rules and objectives for the gamified app and run final usability, experience, and satisfaction tests.