

By

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Date

May 10

Capstone Project

Career Center For Designers x Pixel Pioneers

Our Team!

Pixel Pioneers



Erica Zhang

Informatics



Yishi Zheng

Informatics
Communication



Jennifer Feng

Informatics
Business Minor



Tiffany Chung

Informatics

Together, we are: UX Designers, Product Managers, Marketing Specialists

Background & Context



Sponsor: Career Coach for Designers, LLC

A startup career coaching business for aspiring designers.

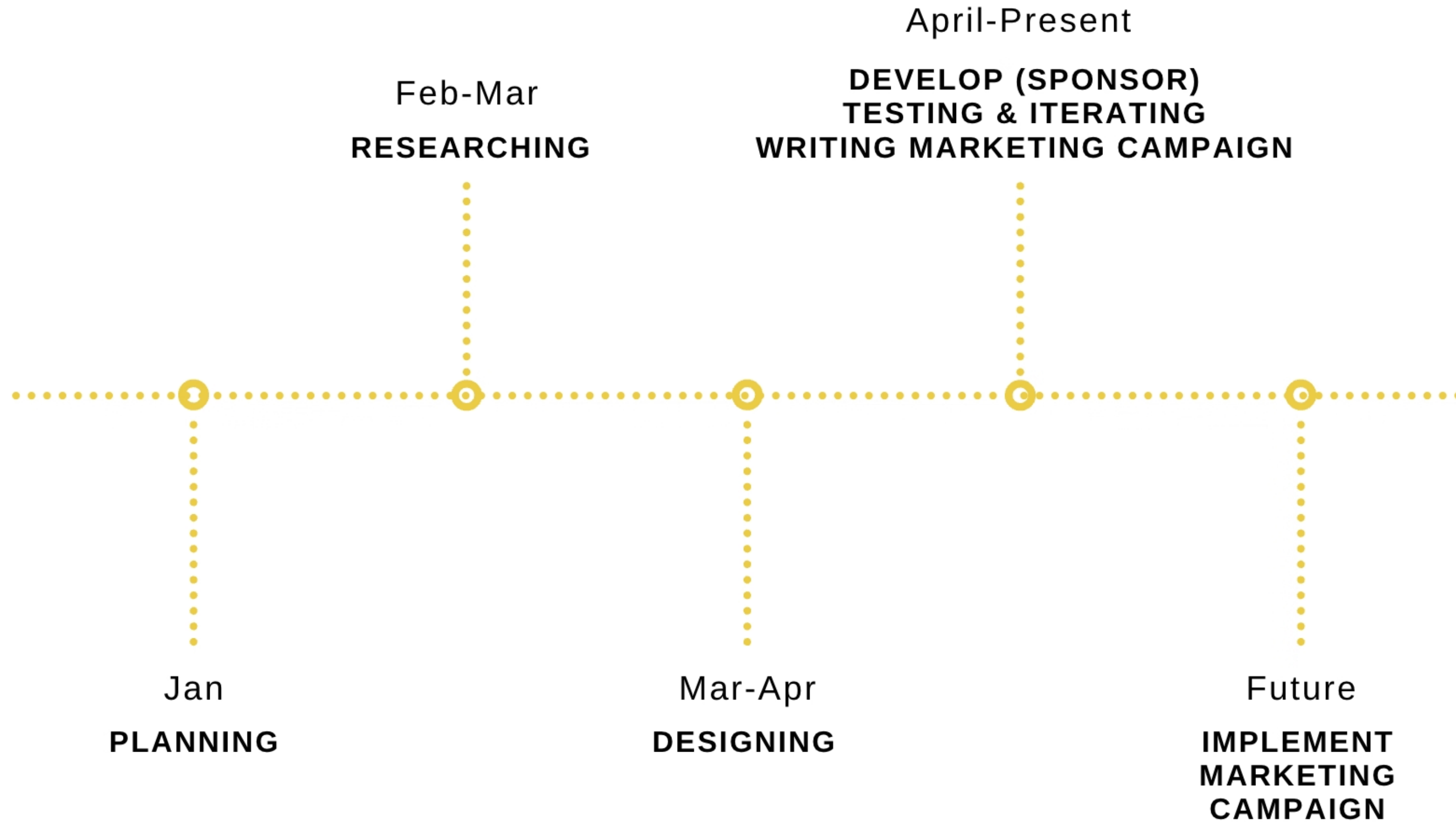
Owner: Steven Steiner


Signature product: Career Center for Designers (CC4D)

Our Goal: effectively demonstrating the value of CC4D
so that aspiring designers can buy a membership.

Sponsor request: 1. Usability testing + iterate design
2. Marketing campaign plan

Timeline





How might New and Experienced Designers gain the value of what is available to them inside the Career Center for Designers so that they can purchase a membership to receive that value from CC4D?

Research Insights

20

Literature
Reviews

- Incorporating best practices and trends
- Focus on skill and career development

20

Market
Researches

- Competition and User Expectations
- Business Model Recommendations

9

Survey
Responses

- 66.7% lack coaching experience
- 77.8% prefer concise content and easy navigation

7

In-depth
Interviews

- Main Challenges and Concerns
- Expectations for Career Coaching



Starter



Transitioner



Advancer

Coco She/Her

- 21 yrs old
- **College senior** majoring in Informatics
- **Limited experience in UX design** but eager to enter the field
- **Seeking intern opportunities, mentorship, and guidance from experienced professionals**

Anjali She/Her

- 33 yrs old
- **8 years of experience** as an **architect**, now **transitioning to UI/UX design**
- Limited exposure to UI/UX design practices and methodologies
- **Want to expand skills in digital design and user experience, seek self-paced courses & mentorship**

Adrien They/Them

- 27 yrs old
- **5 years of experience** as a **Product designer** in a digital agency
- Specializing in web and mobile apps
- **Struggling to find confidence**
- **Seeks opportunities for professional growth and career advancement**, open to mentorship and training to be in the next level

Ethical Consideration



Inclusivity Initiatives

Concern:

Not accommodating diverse perspectives could alienate users.

Solutions:

Promote inclusivity through diverse representation in content and testimonials.



Testimonials with Brand Integrity

Concern:

Lack of authentic testimonials may weaken trust in the brand.

Solutions:

Share genuine experiences from satisfied customers to reinforce brand credibility.



Pricing Transparency

Concern:

Pricing opacity leads to user distrust.

Solutions:

Implement transparent, straightforward pricing without hidden charges.



Privacy Protection

Concern:

Inadequate data privacy measures can erode user trust and increase breach risk.

Solutions:

Ensure stringent data security practices and accessible, clear privacy policies.



User Feedback Responsiveness

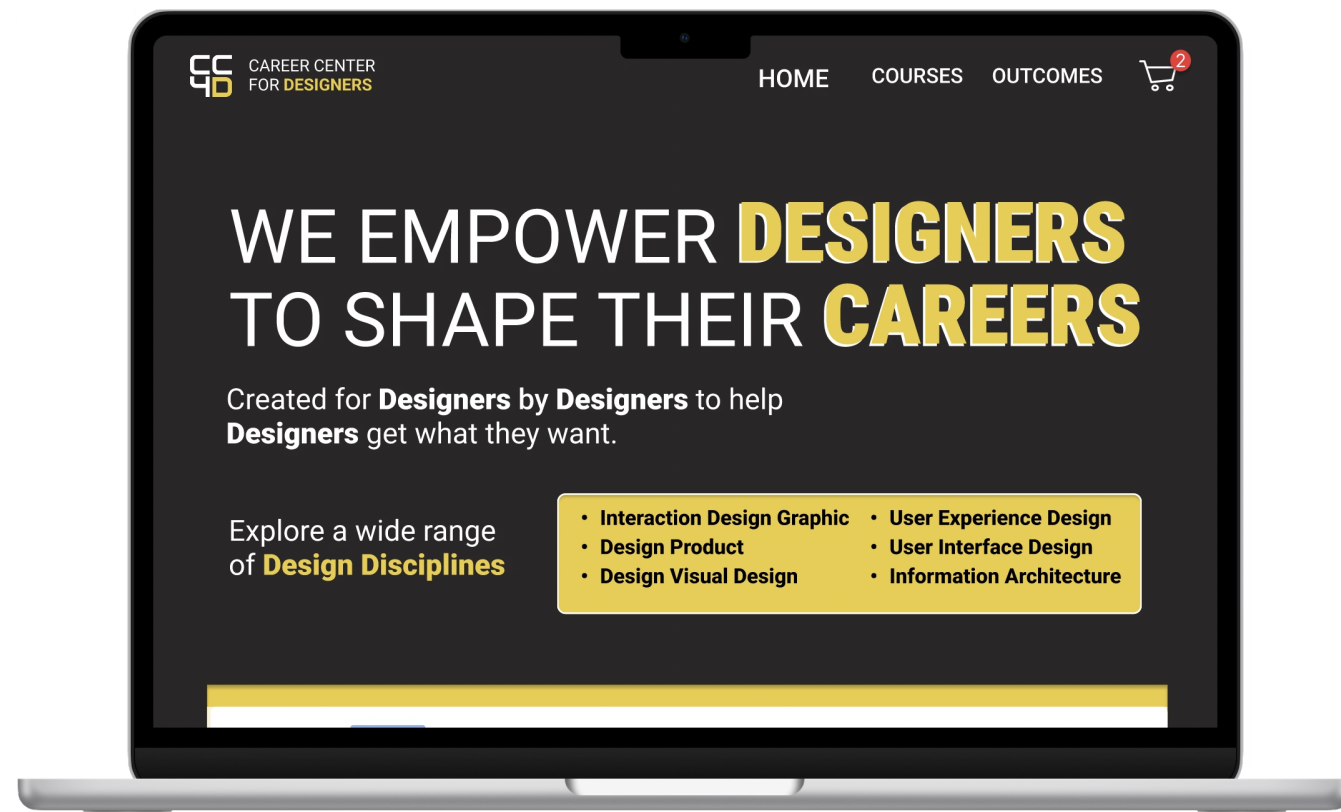
Concern:

Ignoring user feedback diminishes satisfaction and engagement.

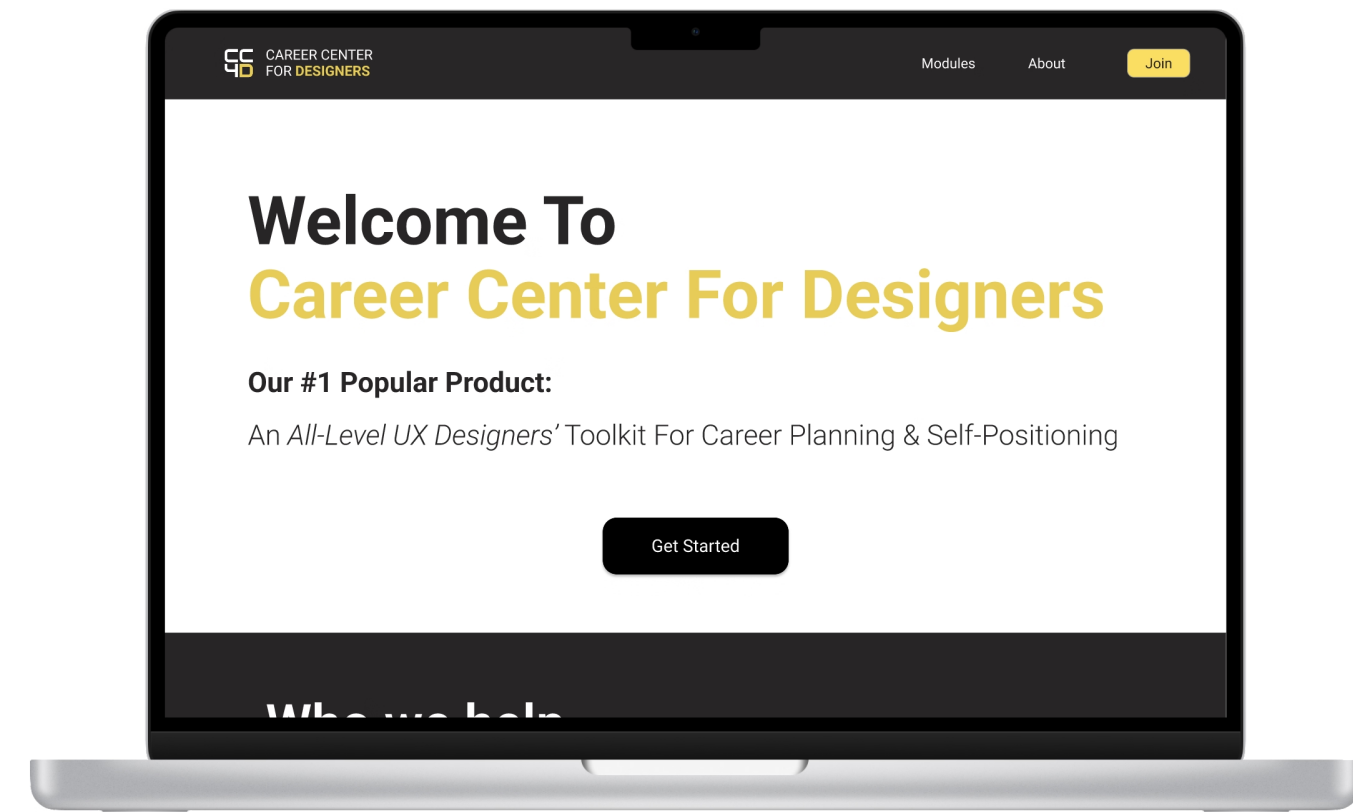
Solutions:

Embrace proactive feedback integration and continual refinement based on user insights.

Solution Approach: Prototype & Marketing Campaign



Prototype A



Prototype B

1. **Prototype A & B Common Features:** Interactive product section, Testimonials to boost customers' trust, Clear price points
2. **Marketing Campaign Plan:** For product promotion, A/B Testing, and brand exposure

Prototype A

Home Page



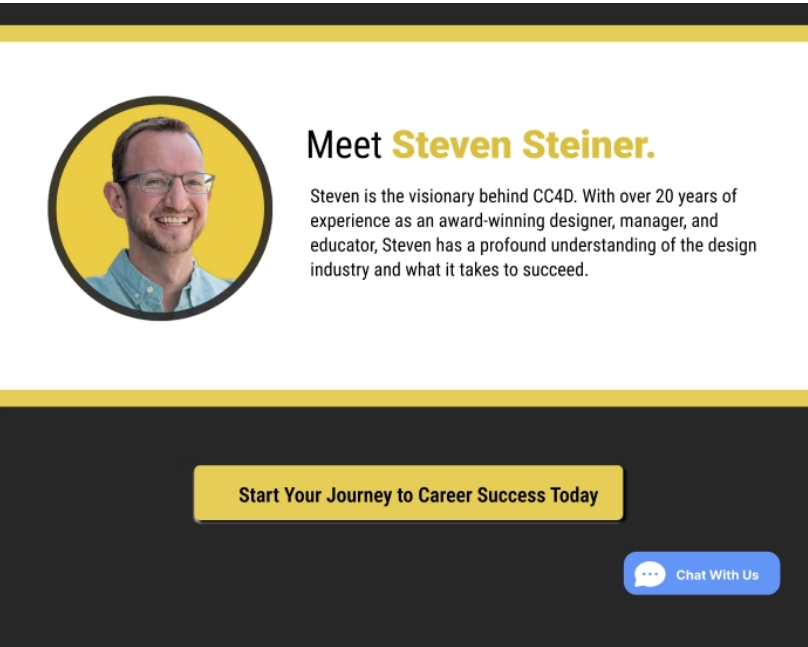
Product Teaser Video that shows a nutshell of the module content

Targeted Designer mentioned to clearly show who we helped

Designers sharing real experiences with CC4D's product through Testimonials



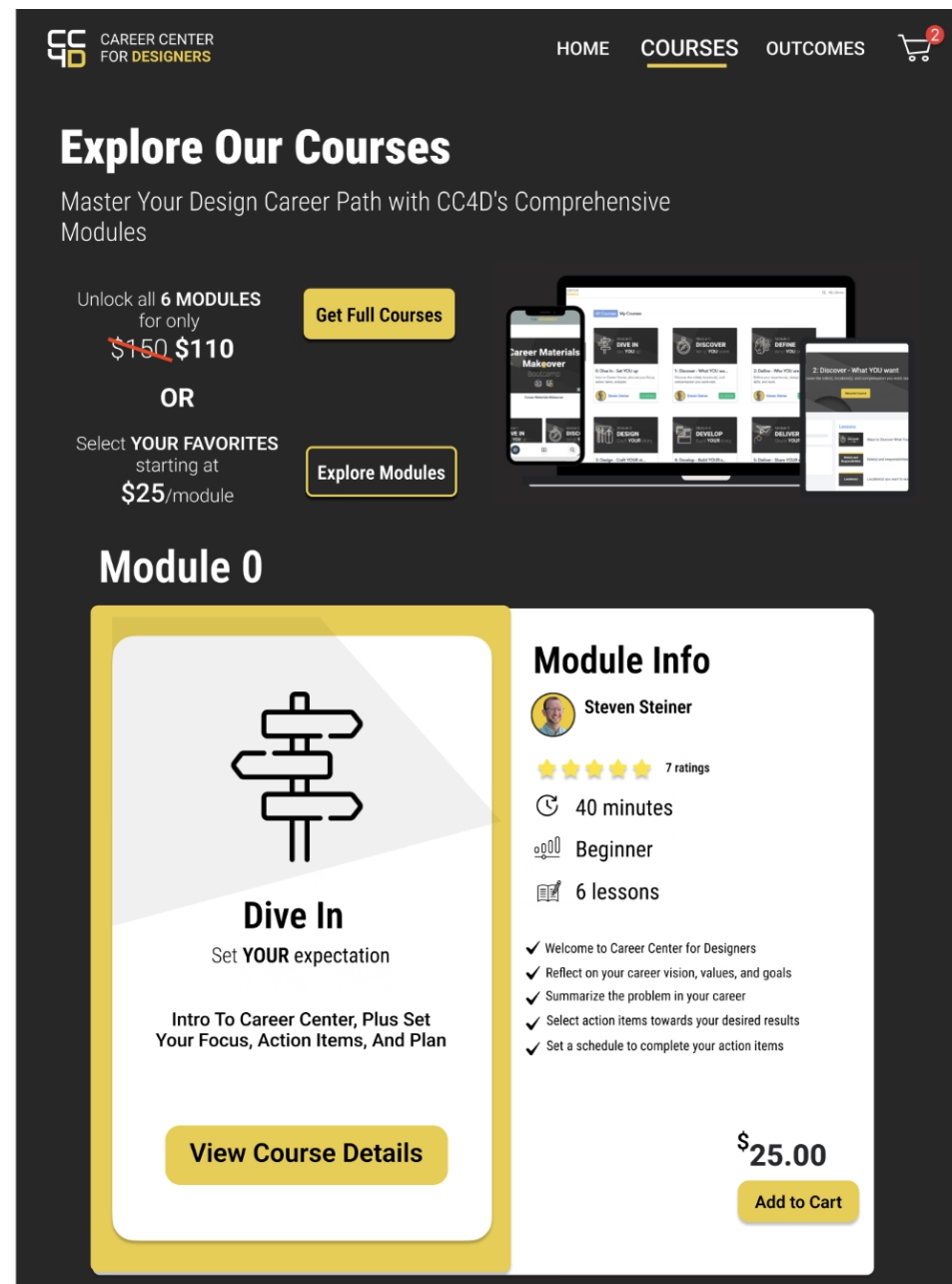
Discount Options to attract potential customers



Chatbot for 24/7 customer support

Prototype A

Courses & Outcomes Pages



Clear CTA Buttons lead users to gain access to full course

Module Content Overview & Structure, including course duration, difficulty, number of lessons, etc.



Tangible Outcome included to better interests potential users

CAREER CENTER FOR DESIGNERS

HOME COURSES OUTCOMES

Module 1: DIVE IN

Set **YOU** up

What you'll learn

- Define Your Career Path**
Leverage The Your Career Assessment Scratchpad For Clarity, Values Alignment, Goal Setting, And Ongoing Progress
- Craft Your Career Problem Statement**
Utilize Your Career Problem Statement MadLib To Articulate A Clear Problem Statement To Guide Career Actions And Overcome Obstacles Effectively
- Select Your Career Action Items**
Craft A Personalized List Of Actionable Steps Using The Provided Your Action Items Checklist For Targeted Career Progress
- Schedule Your Career Goals**
Establish A Structured Timeline Using The Provided Your Goals Schedule Matrix To Efficiently Track Progress Toward Career Objectives

Get instant access!

Buy for \$25

Module 2: Discover What YOU Want →

Steven's approach helps YOU come into your own. Show up, do the work, and feel supported to be truly you and have confidence in what you bring to the design process.

Elyse C
Product Designer @ TalentReef

For any boot camp graduate that doesn't feel ready to land a job, I highly recommend Steven as he will not only build up your confidence but also take your skills to the next level.

Timothy T
Sr. UX Designer @ Capital One

I am a designer with ~4yrs of experience and contacted Steven to help me get compensated accordingly... In the end, he helped me get a 42% salary increase with my current employer.

Haley B
UX Designer @ PichBook Data

Prototype A + Prototype B

Modules Detail Page

Detailed Content included for each module trailer users with the actual product.

CAREER CENTER FOR DESIGNERS

HOME COURSES OUTCOMES

Module 2: DISCOVER

Module 3: DEFINE Who YOU are

What you'll learn

- Define Your Career Path**
- Select Your Career Action Items**
- Evaluate Your Career Problem Statement**
- Craft Your Career Problem Statement**
- Get instant access!**

Buy for \$25

Module 4: Design Craft YOUR Story →

Steven's approach helps YOU come into your own. Show up, do the work, and feel supported to be truly you and have confidence in what you bring to the design process.

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CAREER CENTER FOR DESIGNERS

HOME COURSES OUTCOMES

Module 4: DESIGN

Module 5: DEVELOP Build YOUR story

What you'll learn

- Develop Your Career Path**
- Develop Your Career Problem Statement**
- Develop Your Career Action Items**
- Develop Your Career Goals**
- Get instant access!**

Buy for \$25

Module 6: Discover What YOU Want →

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Prototype B

Home Page



Welcome To Career Center For Designers

Our #1 Popular Product:

An All-Level UX Designers' Toolkit For Career Planning & Self-Positioning

Get Started

Clear CTA button lead users to explore more about the courses



Who we help section showed our range of target audience clearly



Who we help

Starters	Transitioners	Advancers

How we help

Explore Our Self-Paced Set Of Modules To Guide You To Get What You Want Next At Any Stage Of Your Career.

Explore All Modules Now

Our Learning Outcomes

What you will get out of our featured product: Career Center for Designers

- 01**
Envision Your Next Step
Discover your current position in your career journey and uncover your next move
- 02**
Expand Your Skill Set
Deep dive for the realm of the design field with our comprehensive pathway
- 03**
Stay Ahead of the Curve
Elevate your design career by keeping pace with the ever-evolving world of design.

Prototype B

Home Page Continue

What Our Students Say

Don't take my word for it, See what your fellow designers are saying

Steven's approach helps YOU come into your own. Show up, do the work, and feel supported to be truly you and have confidence in what you bring to the design process.

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UX Designer @ PitchBook Data

[Load More](#)

Purchase module bundle or buy single module from **Career Center for Designers**

Purchase: **\$130**

Single Module Starting At **\$25/Module**

[Explore All Modules](#)

Customer Testimonials to build trust to potential customers

CTA Buttons leading to other CC4D's services

Steven Steiner's Intro Video, demonstrating his personality and experiences

Clear Price Point to set up expectations

Career Coach For Designers & Career Community For Designers

Check Out Our Other Services

Career Coaching For Designers

Personalized coaching tailored to help you get what you want next in your career journey

[View More](#)


Career Community For Designers

Private community of Designers, like you, to help you get what you want next in your career journey

[Join Our Community](#)

Meet Our Career Coach That Supports Your Journey

Meet Our Coach



Designer By Trade. Coach At Heart.

Steven Steiner helps Designers in their career journeys with the right levels of industry knowledge, rigor, and moral support.

We Successfully Help Designers Get Hired By

Apple Google Meta Microsoft

Notion WarnerMedia

Community Stats

10K+ courses taught	300+ community members	10+ modules available
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[Start Your Career Journey Here](#)

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We guarantee 100% privacy - Your information will not be shared - Membership Terms & Conditions

Prototype B

Modules

This page will be an overview of the modules CC4D provided. There is also a detailed info page for each module, which has the same layout as prototype A as our sponsor requested.

Interactive Product Intro Section, categorizing modules by defined customer segments: Starter, Advancers, and Transitioners

Career Center for Designers Modules

Modules About [Join](#)

All Modules Starters Transitioners Advancers

Module 1
Dive In
Intro To Career Center, Plus Set Your Focus, Action Items, And Plan

Module 2
Discover
Discover The Role(S), Location(S), And Compensation You Want Next

Module 3
Define
Define Your Experiences, Design Process, Skills, And Tools

Module 4
Design
Design Your Bio, UX Toolbox, Case Studies, And Contact Information

Module 5
Develop
Develop Your Resume, LinkedIn Profile, And Personal Portfolio

Module 6
Deliver
Deliver When You Network, Apply, Interview, And Negotiate Offer(S)

Purchase Modules As A Bundle For \$130

[Purchase As Bundle Now](#)

User Testing & Validations #1



Key Insights



Ideas For Improvements

Prototype A

- **Clear info layout** for course & CC4D mission, easy to grasp
- **Bullet points boost readability**, user-friendliness

- **Simplify landing page & visualize** CC4D's story
- **List module durations** for effective learning planning

Prototype B

- **Clear sign-in/join button & module navigation**
- Focus on career coaching, not e-courses
- **Unclear module content** on product page

- **Add visuals** for clarity on product page
- **Business Model Reconsideration** - Stick to single class and bundles for pricing
- **Redesign testimonials** UI, make it non-clickable

User Testing & Validations #2



Key Insights



Ideas For Improvements

Prototype A

- **Navigation** improved; hero section still **lacks engagement**.
- Content **informative** but **text-heavy** and unclear for the target audience.

- Add **interactive** elements to the hero section.
- **Streamline** text and **clarify** target audience details.

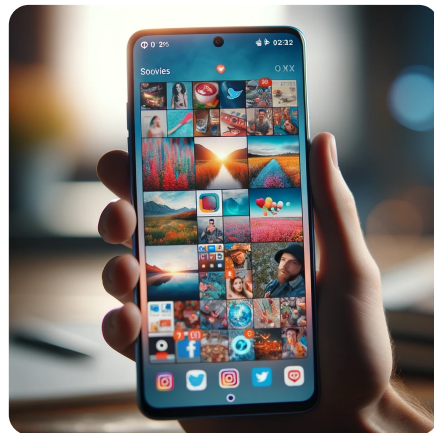
Prototype B

- Main product clear, **sub-products** hard to find; **insufficient** trial content.
- '**Buy for...**' button placement **pressures** users prematurely.

- Expand free trial content for **better product evaluation**.
- **Optimize CTA placement** to reduce early purchase pressure.

Solution Approach: Marketing Plan

Approaches



Social media posts



Sponsored Ads

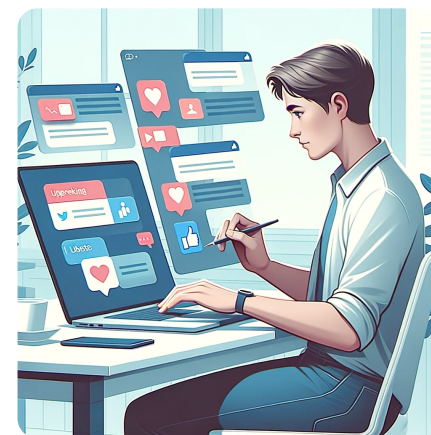
Implementation



Posting Calendar



Crafting Messages



Post Messages

Evaluation

How to tell if the campaign is working?

- Social media data
- Website traffic
- Survey question ("How did you hear about us?")





Next Steps Beyond Capstone

- Guarantee a seamless handover of project assets, including design files and marketing materials, to our sponsor
- Implement and evaluate marketing campaigns
- Open communication with sponsor & keep connected

By
Pixel Pioneers

On
May 10

Thank You.