By
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Date
May 10

Capstone Project

Career Center For Designers x Pixel Pioneers

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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

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1

Background & Context

Sponsor: Career Coach for Designers, LLC
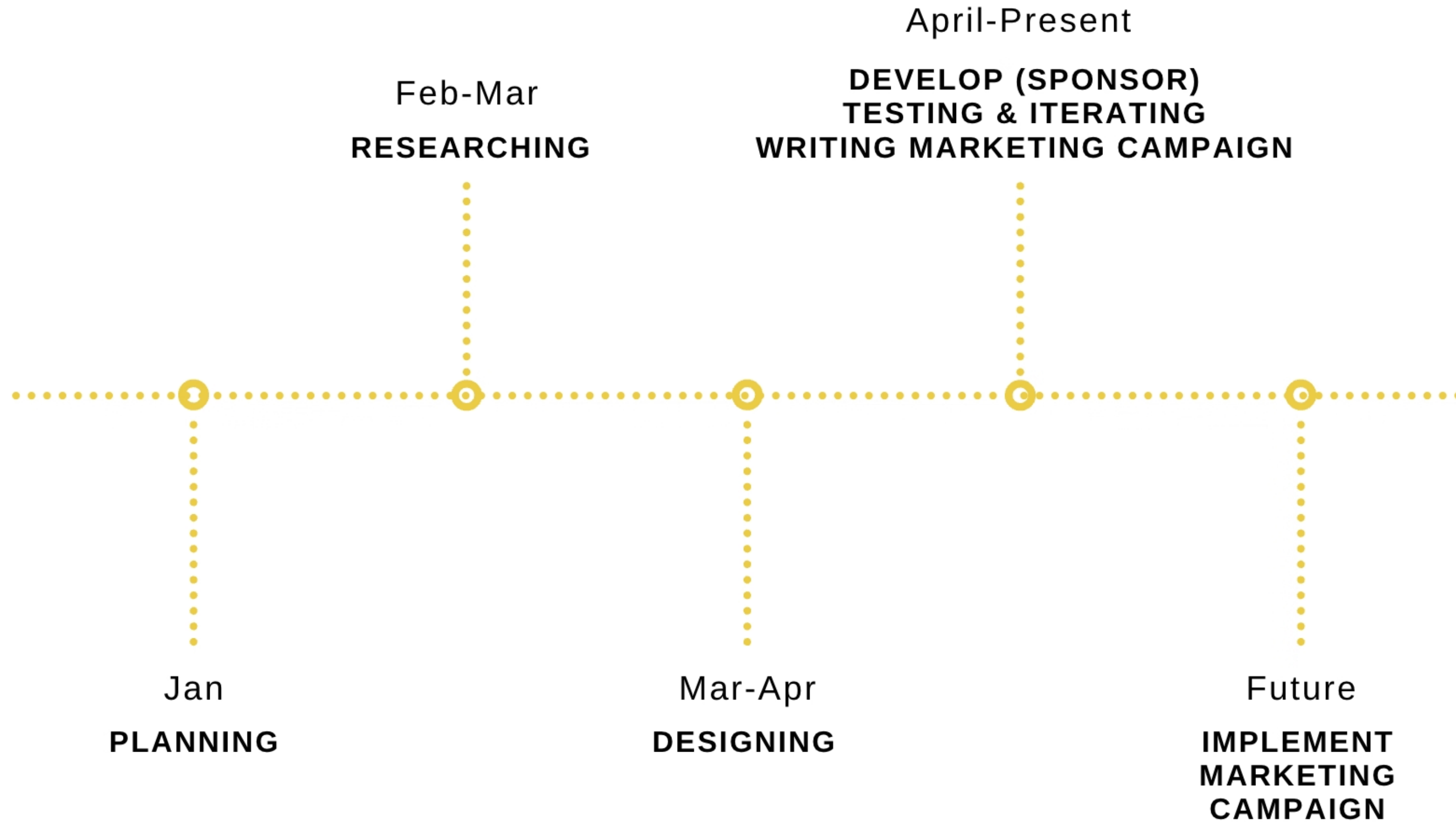A startup career coaching business for aspring designers.

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

April-Present

DEVELOP (SPONSOR)
TESTING & ITERATING
WRITING MARKETING CAMPAIGN

Feb-Mar

RESEARCHING

Jan

PLANNING

Mar-Apr

DESIGNING

Future

IMPLEMENT
MARKETING
CAMPAIGN

CC4D x Pixel Pionners

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

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Ethical Consideration

Inclusivity Initiatives

Testimonials with Brand Integrity

Pricing Transparency

Privacy Protection

User Feedback Responsiveness

Concern:

Not accommodating diverse perspectives could alienate users.

Concern:

Lack of authentic testimonials may weaken trust in the brand.

Concern:

Pricing opacity leads to user distrust.

Concern:

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

Concern:

Ignoring user feedback diminishes satisfaction and engagement.

Solutions:

Promote inclusivity through diverse representation in content and testimonials.

Solutions:

Share genuine experiences from satisfied customers to reinforce brand credibility.

Solutions:

Implement transparent, straightforward pricing without hidden charges.

Solutions:

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

Solutions:

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

Solution Approach:
Prototype & Marketing Campaign
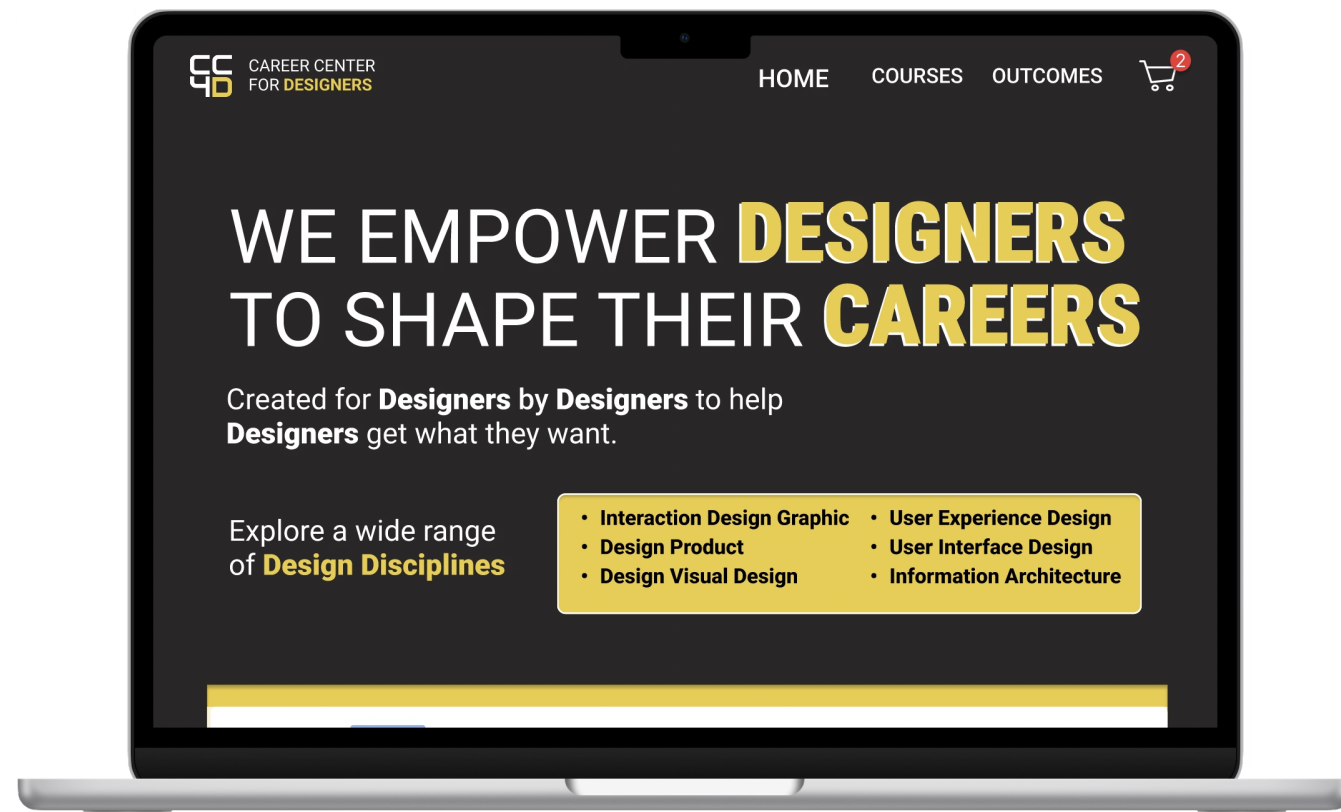
Prototype A
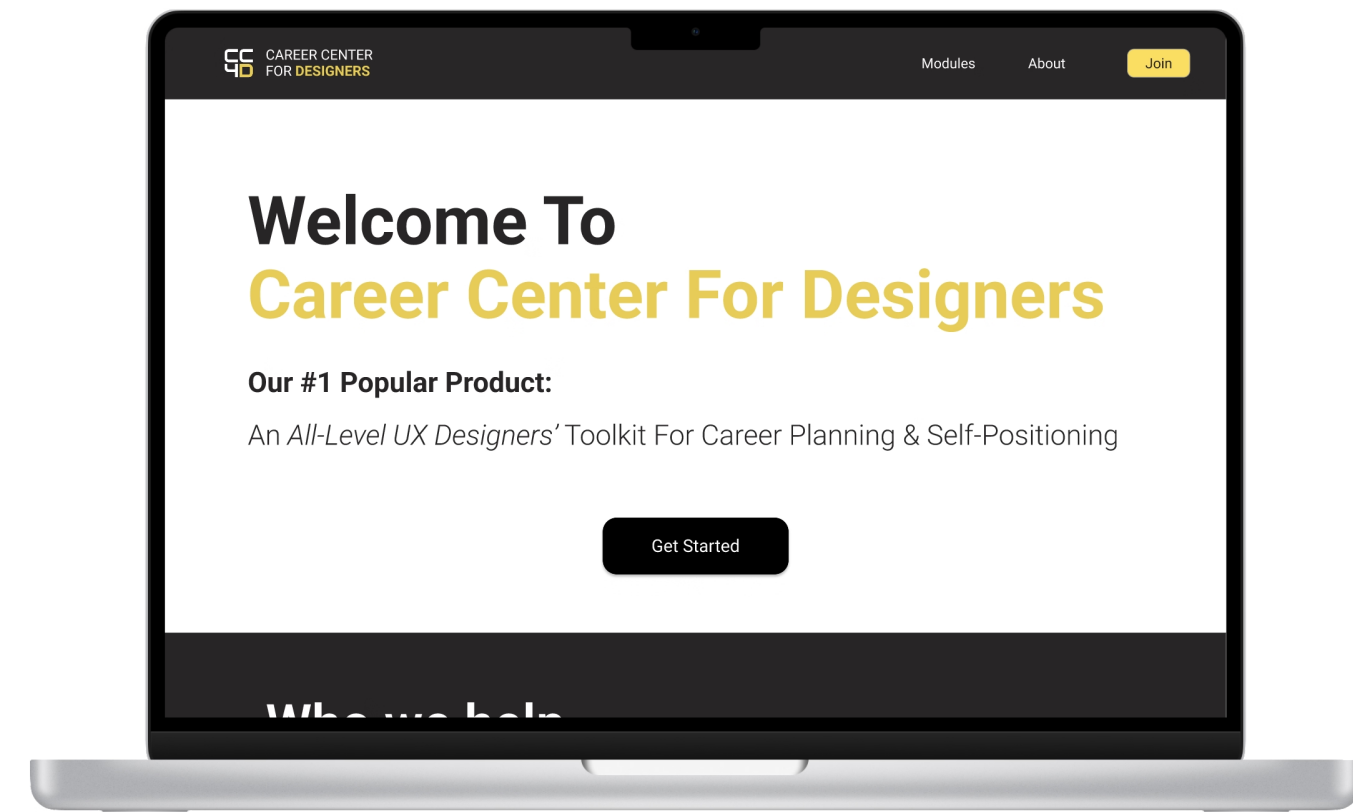
Prototype B

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

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Prototype A
Home Page

Discount Options to attract potential customers

Designers sharing real experiences with CC4D's product through **Testimonials**

Targeted Designer mentioned to clearly show who we helped

Product Teaser Video that shows a nutshell of the module content
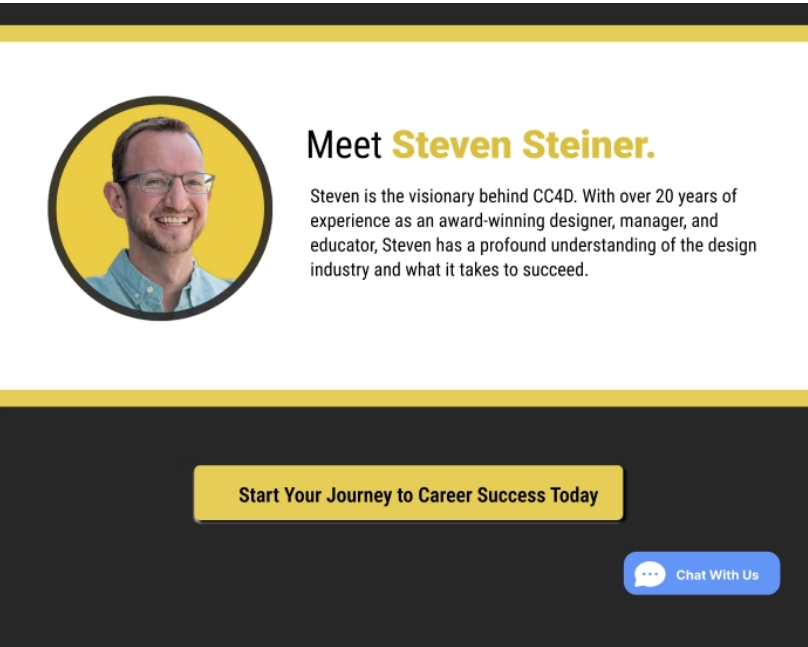
Chatbot for 24/7 customer support

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Prototype A
Courses & Outcomes Pages
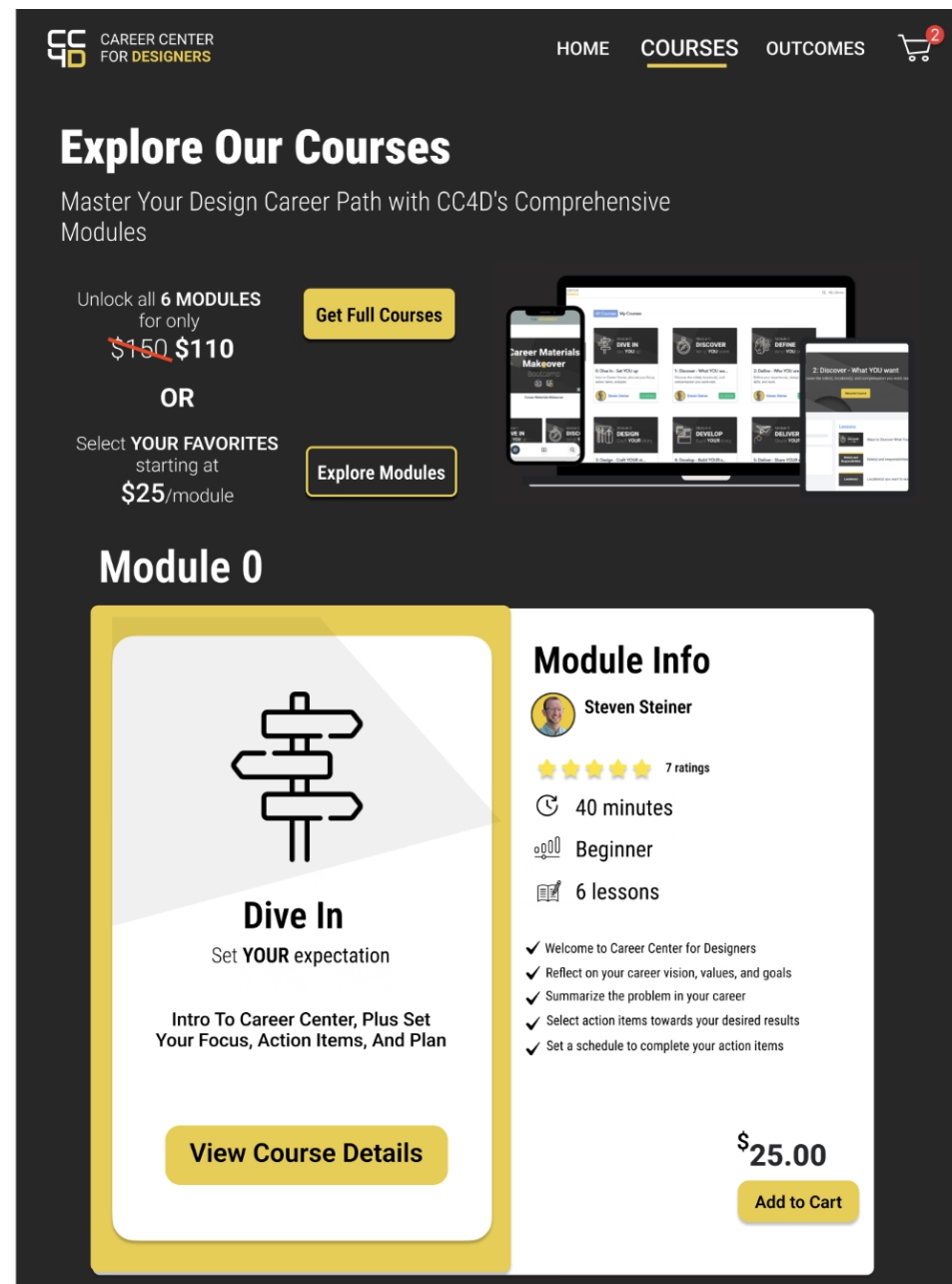
Clear CTA Buttons lead users to gain access to full courese

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

Tangible Outcome included to better interests potential users

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Prototype A + Prototype B
Modules Detail Page

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

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Prototype B
Home Page

Clear CTA button lead users to explore more about the courses

Who we help section showed our range of target audience clearly

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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.
>
> **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 @ PitchBook Data

Load More

Purchase:

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

$130

Single Module Starting At

$25/Module

Explore All Modules

Customer Testimonials to build trust to potential customers

Clear Price Point to set up expectations

CTA Buttons leading to other CC4D's services

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

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

Start Your Career Journey Here

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

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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

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User Testing & Validations #1

Prototype A

Prototype B

Key Insights

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

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

Ideas For Improvements

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

- **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.

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Solution Approach: Marketing Plan

Approaches
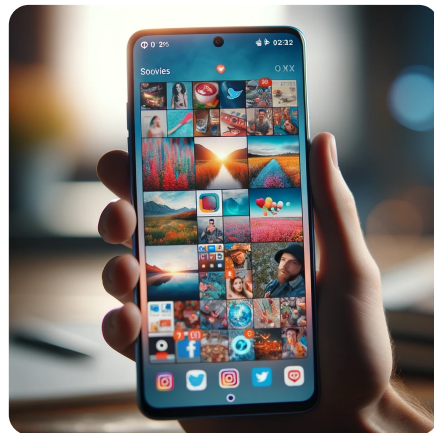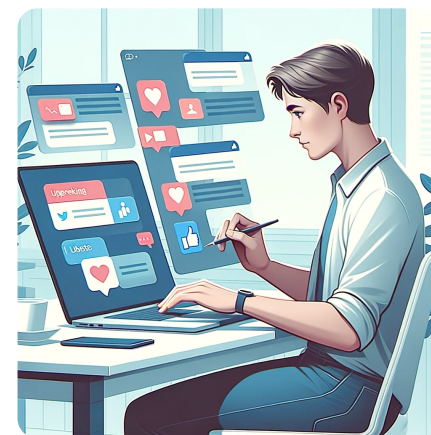

Social media posts

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

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Thank You.