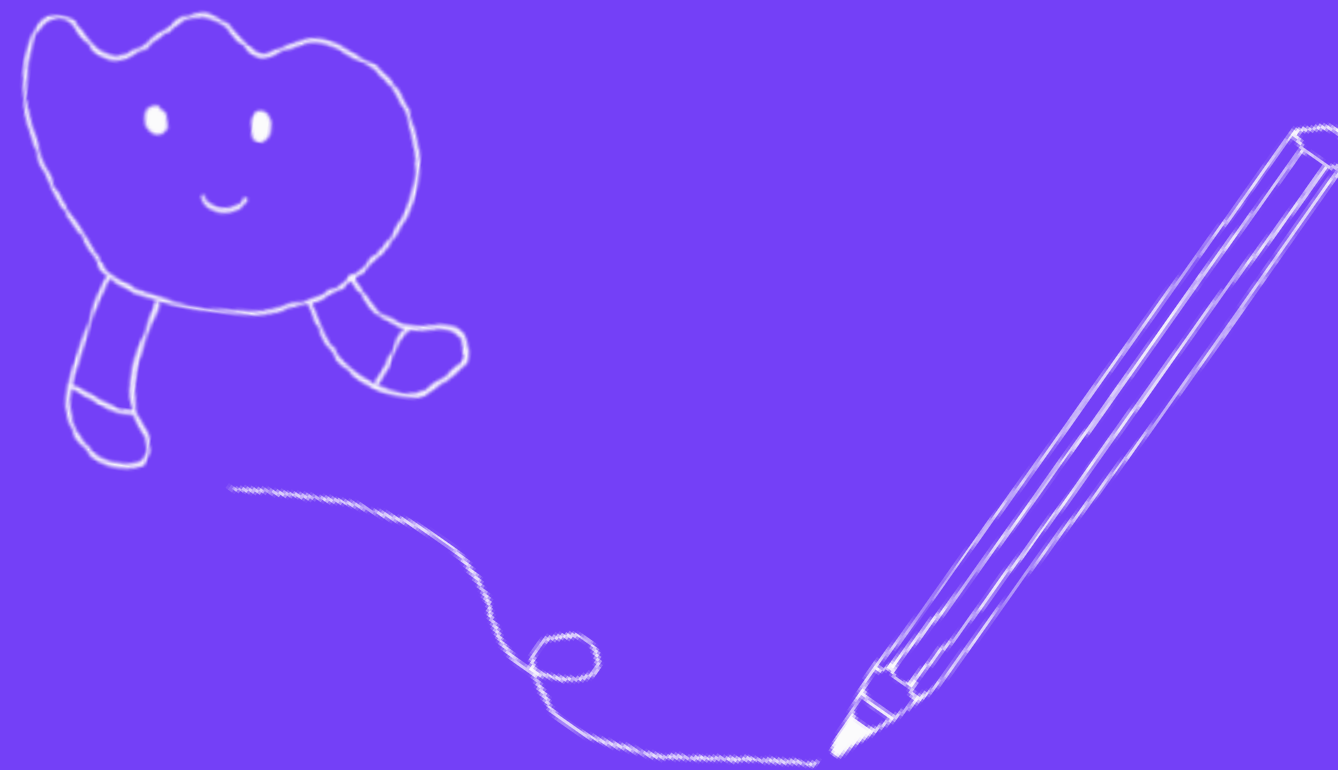


Life Des[ai]gn

Fidan Gadimbayli
Giannis Oikonomou
Yerko Opazo
Frederik Evenepoel



Barcelona
2024

01. DEFINING THE PROBLEM

Our Story



John, 26
Passion



Yerko, 31
Genesis



Frederik, 23
Inspiration



Fidan, 26
Paradigm

01. DEFINING THE PROBLEM

This is a common issue...

21%

Layoffs in 2023-2024

58%

Career Changes in Middle Age:

75%

Majority of people feeling lost in
their career

15%

Displacement of jobs in 2027 due
to automation and AI

SOURCE: WORLD ECONOMIC
FORUM

02. RESEARCH

Experience economy

An important change in the way people consume

01. Entertainment

03. Escapist

02. Education

04. Aesthetic

01.DEFINING THE PROBLEM

Our Vision



01. Inspiration

03. Genesis

02. Passion

04. Paradigm

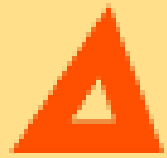


02

Research

Current Landscape

AI Career Coach



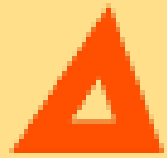
careerspro
WouldYouRatherBe

sapia

Phai by sapia.ai

Current Landscape

AI Career Coach



Numerous Resources

careerspro
WouldYouRatherBe

Encourages Career Exploration

sapia

Phai by sapia.ai

Authentic Interaction

Industry Expertise

Current Landscape

AI Career Coach



Numerous Resources

Fragmented Interface
Scope Inconsistencies

careerspro
WouldYouRatherBe

Encourages Career Exploration



HOWEVER...

Lengthy Onboarding
No User Input

sapia

Phai by sapia.ai

Authentic Interaction

Industry Expertise

Lack of Actionable Advice
No Breakdown Of Goals

**CAREER
LEVITATING
COACH**

**PERSONALITY &
CAREER TEST**

**CAREER ORIENTATION
EXPERT**

**PERSONALIZED
CAREER
COUNSELING**

02. RESEARCH

Custom GPTs

**PALM
CAREER
READER**

Personalization

Insights

Mentor

Interactive

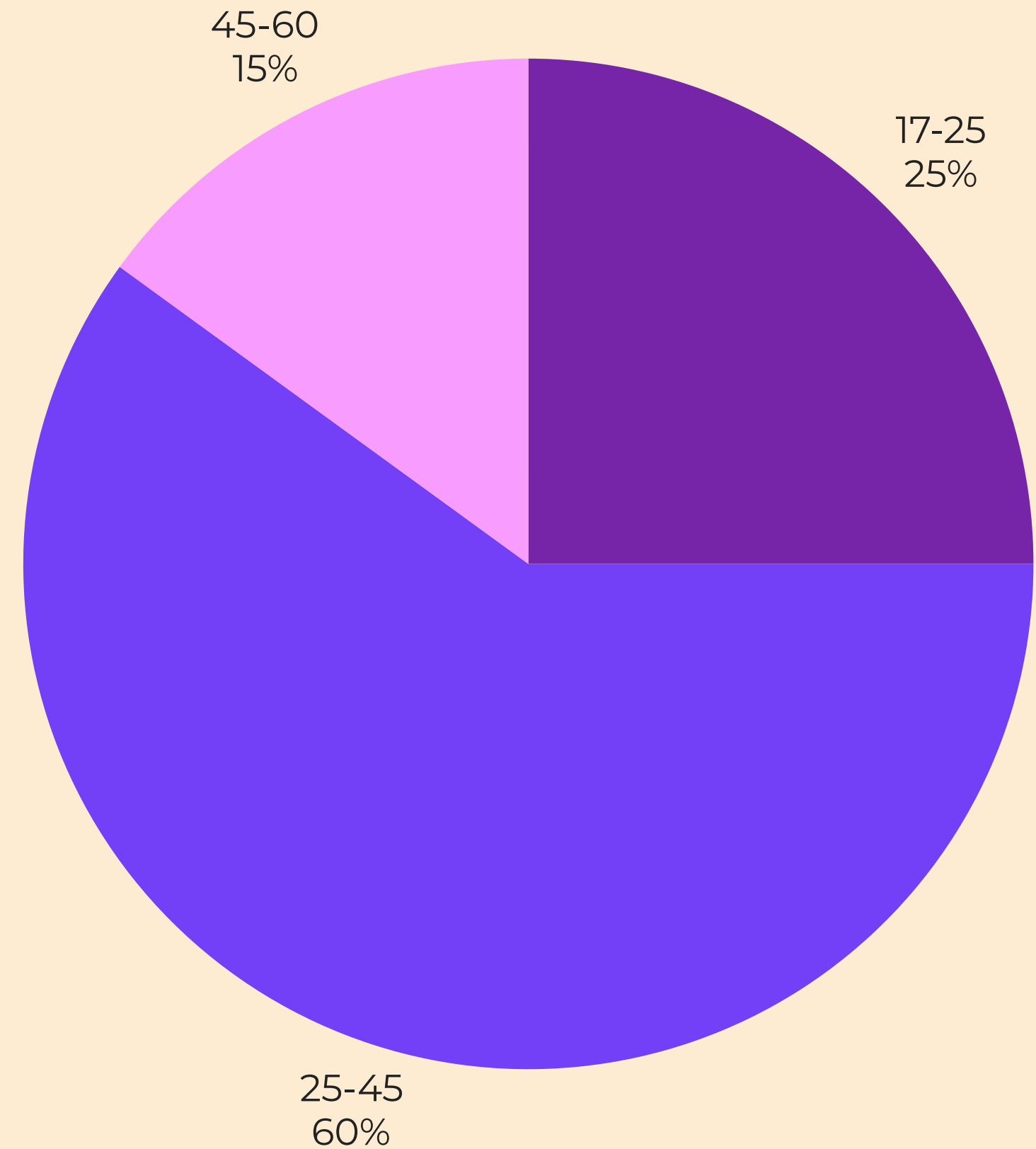
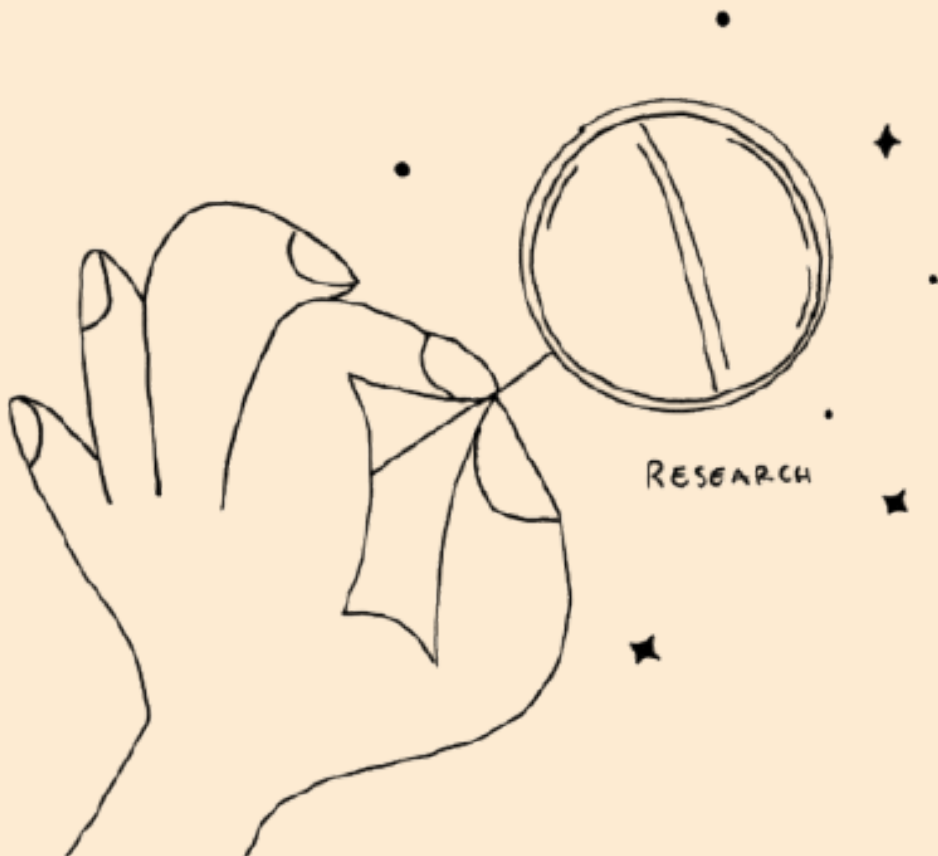
SCRIPTED

**TRADITIONAL WAY OF
LOOKING AT JOBS**

ASSERTIVE

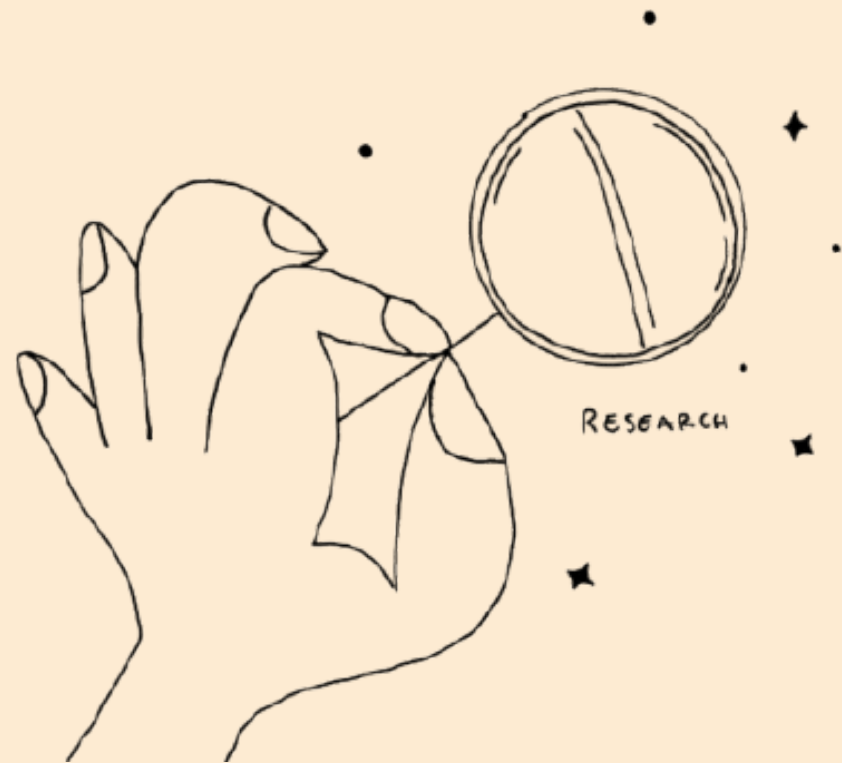
02. research

User Research: Demographics



02. research

User Research: Pain Points

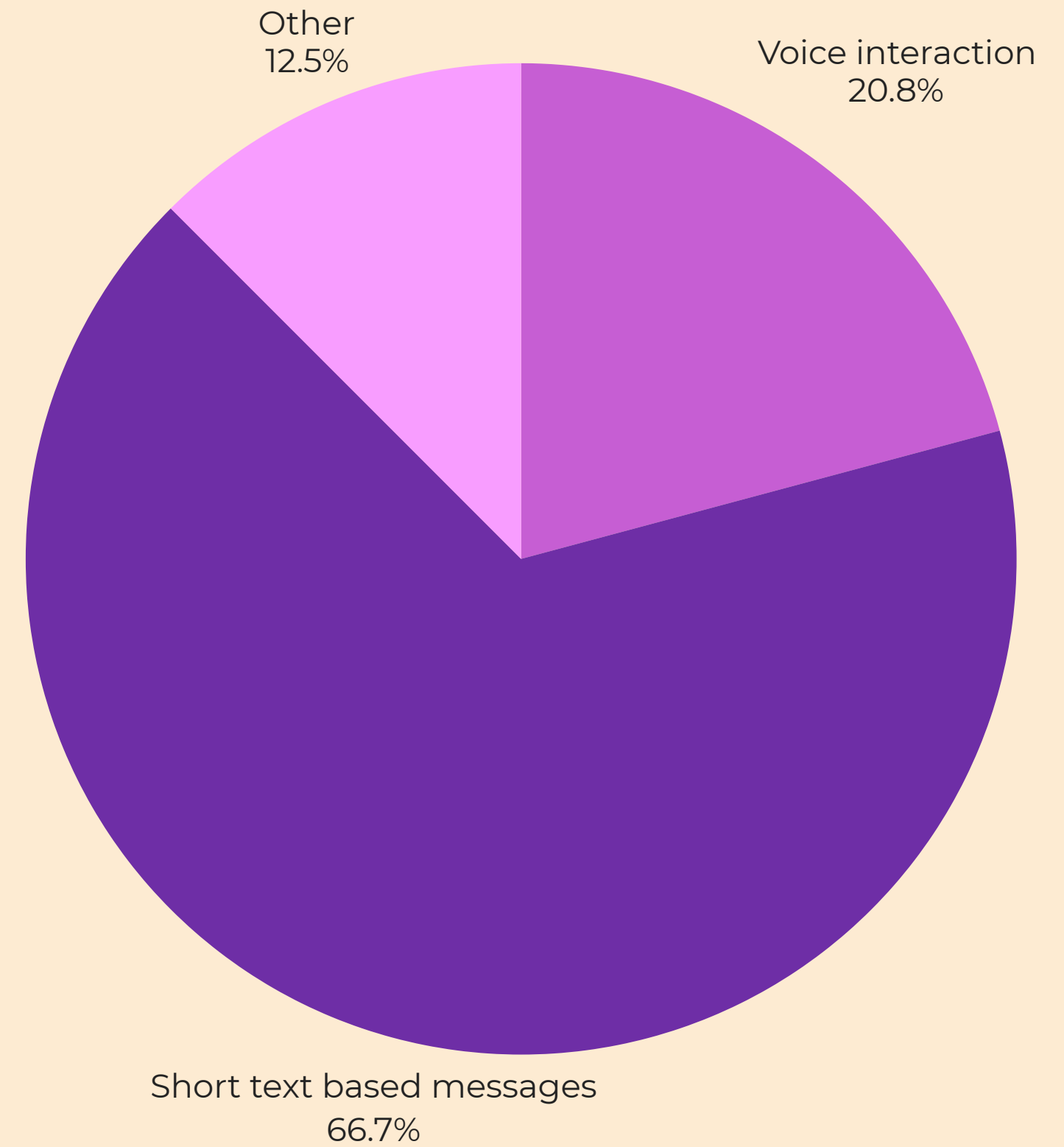
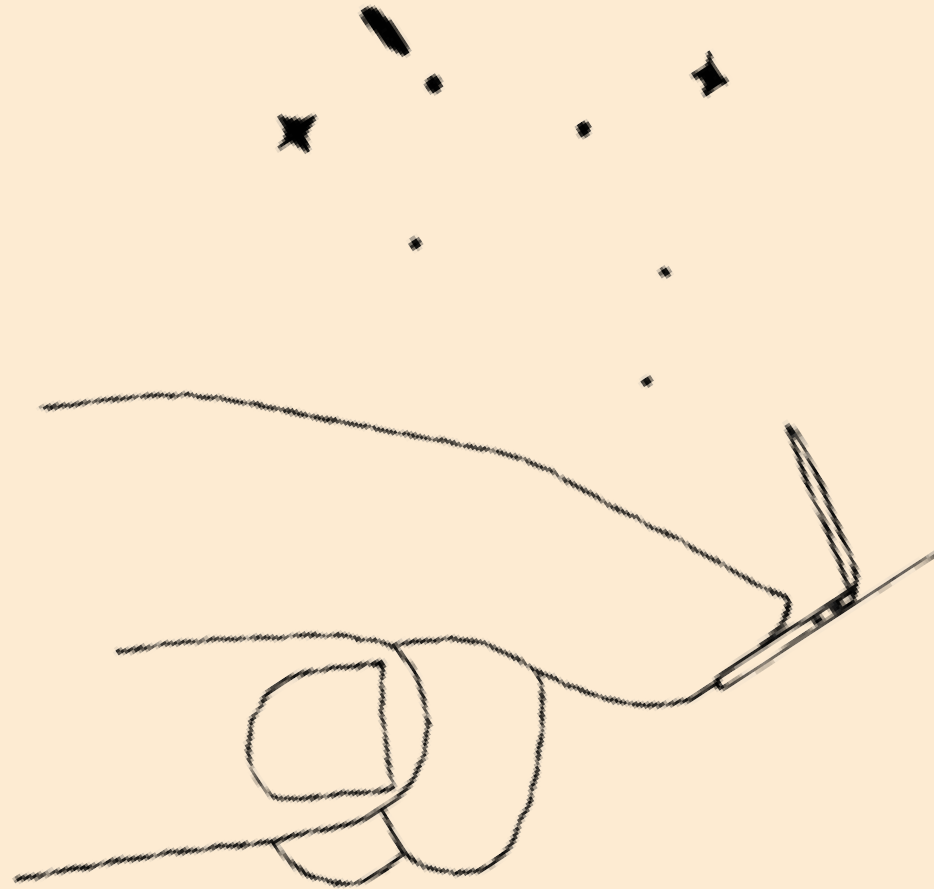


Lack of time for
Personal Development

Unclear career
goals

Lack of structured
mentorship programs

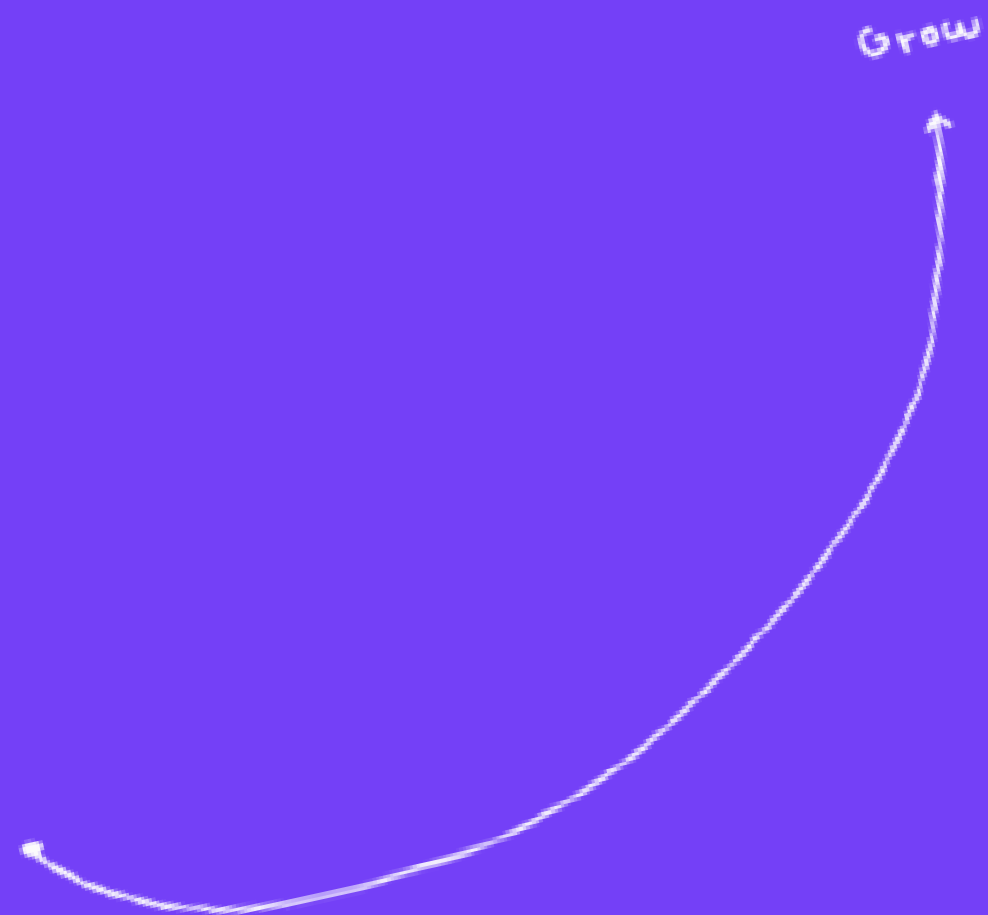
Preferred Interaction Style:



02. RESEARCH

Value Proposition

Redefining career discovery through:



Personalized, Future-Proof Career Plans

Actionable Career Guidance

Progress-Based Exploration

Driving Social Change

TARGET 10.1



REDUCE INCOME INEQUALITIES

By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average.

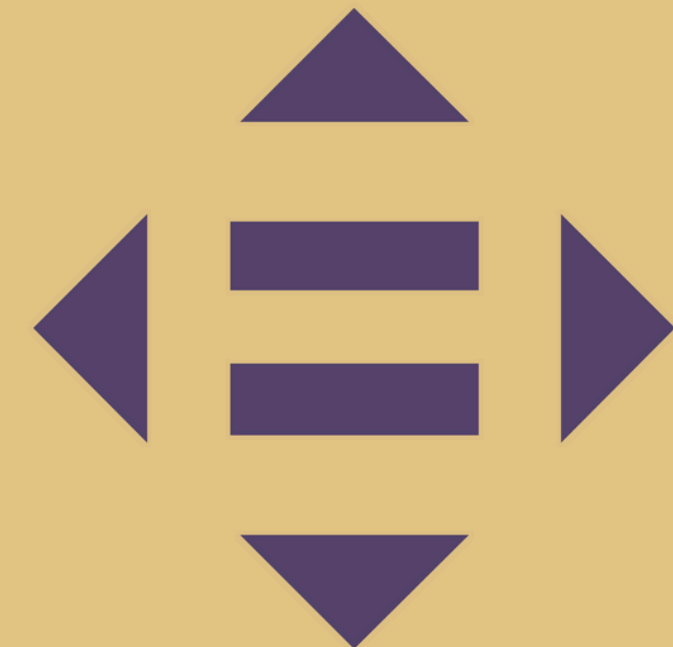
TARGET 10.3



ENSURE EQUAL OPPORTUNITIES AND END DISCRIMINATION

Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard.

10 REDUCED INEQUALITIES



A Strategic Overview

STRENGTHS

- Accessibility & Scalability
- Data-Driven Insights
- Cost-Effective
- Tailored Plans
- Inclusivity

WEAKNESSES

- Lack of Human Touch
- Engagement Challenges
- Complexity In Execution

OPPORTUNITIES

- Government Partnerships
& Collaborations
- Integration with
Productivity Tools

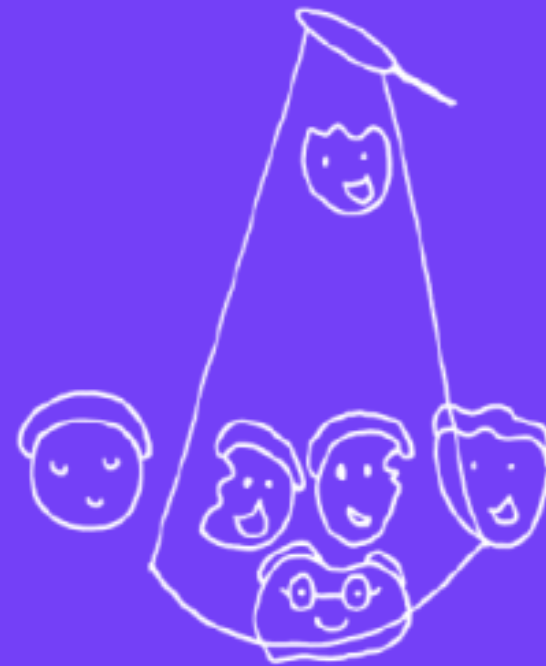
THREATS

- User Hesitancy
- Competition
- Economic Downturns
- Bias (gender, racial, age,...)

02. RESEARCH

Target Audience

**Professionals Preparing for
Workforce Changes**



**Students Exploring Career
Options**

New Fields Transitions

02. RESEARCH

User Persona

Emma Martinez, 30
Career uncertain



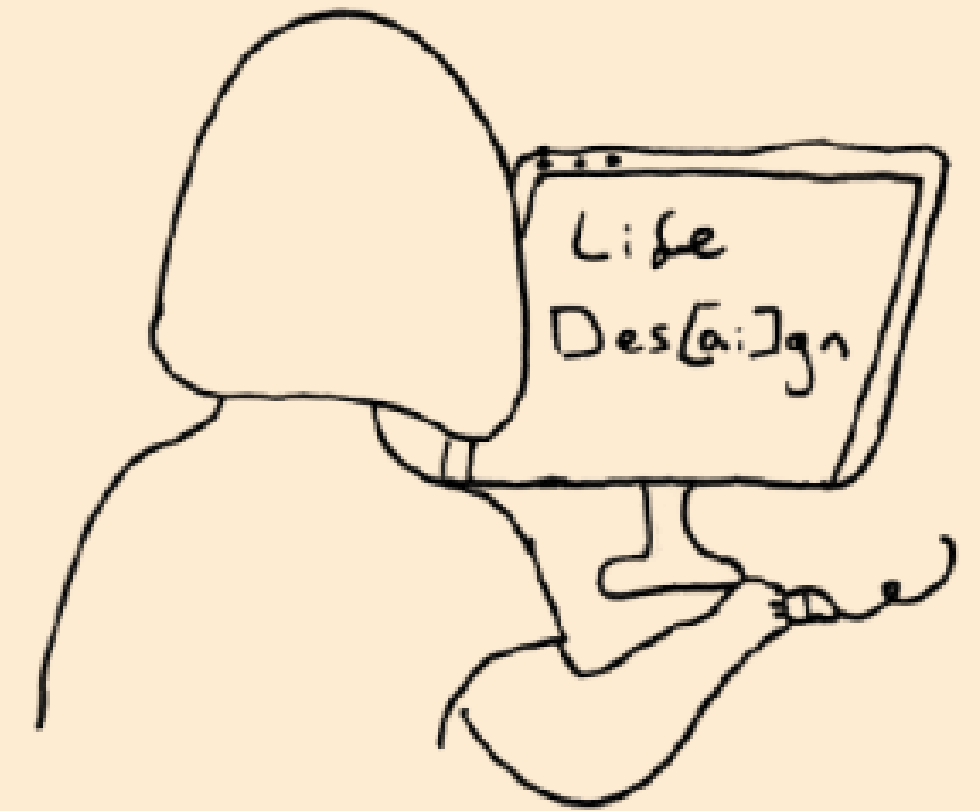
Storyboard



Feeling lost



— Searching for answers,
thinking



Finding
Life Des[ai]gn

**Engaging with the
platform**



Receiving guidance



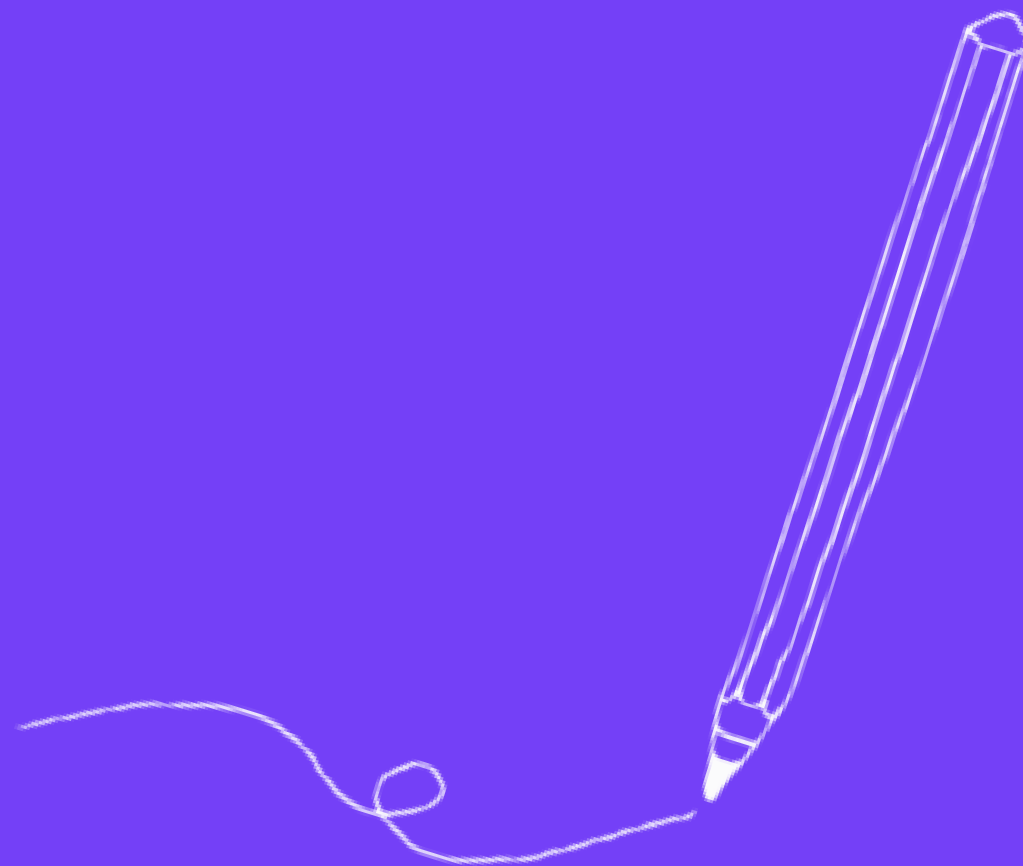
**Feeling empowered
flourishing**



Project Journey

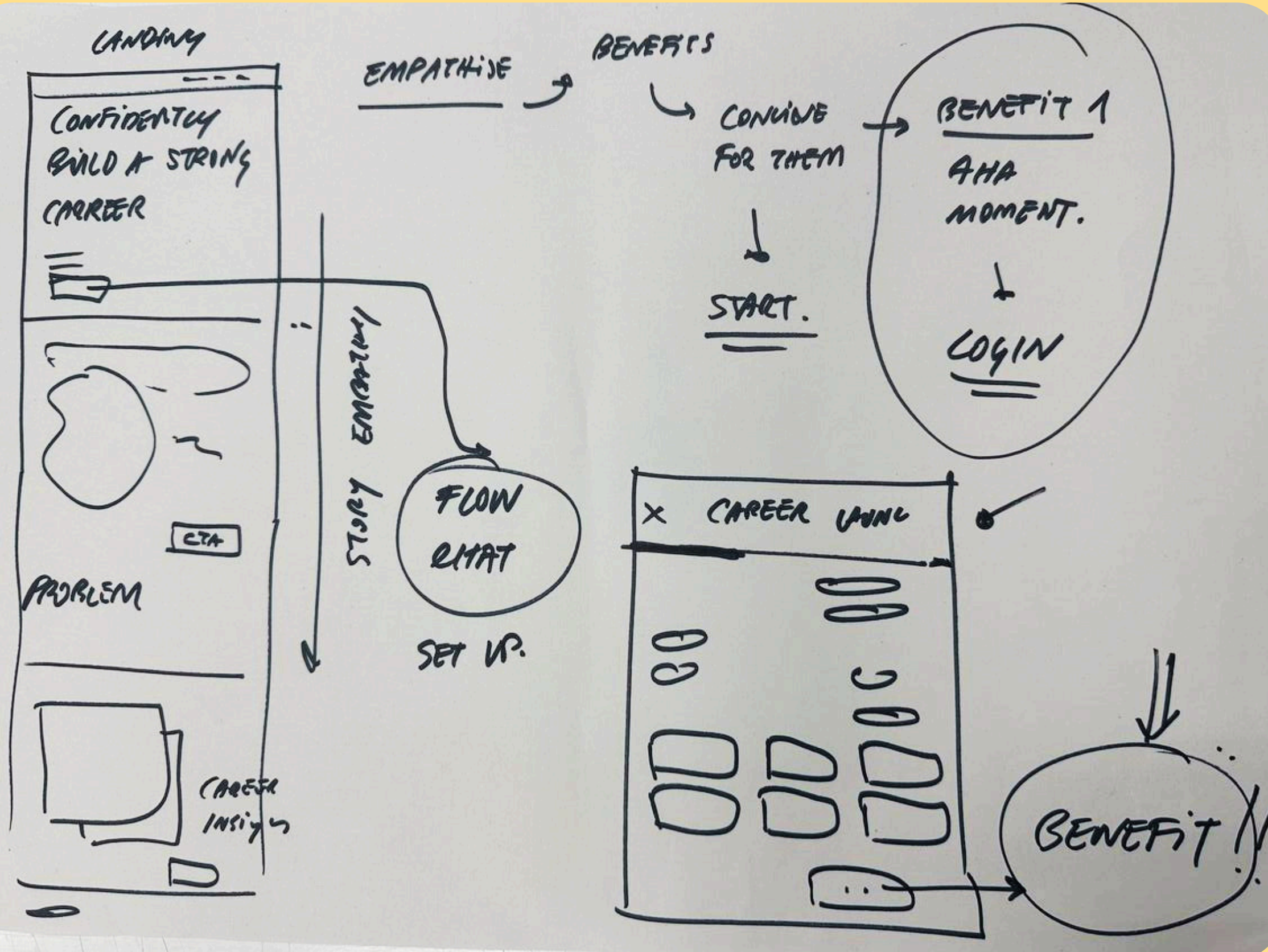
03

DESIGN PROCESS



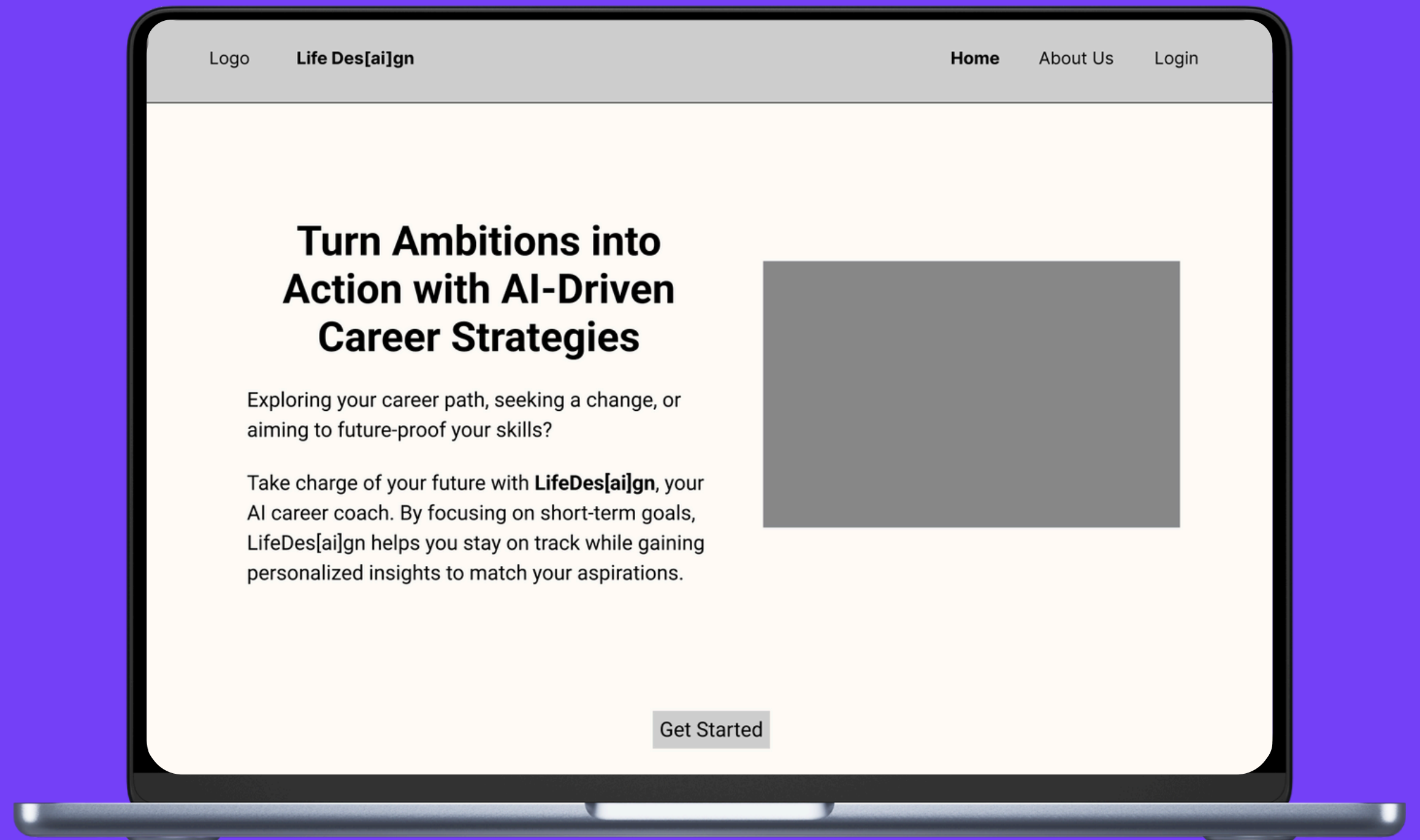
03. DESIGN PROCESS

Concepts & Inspirations



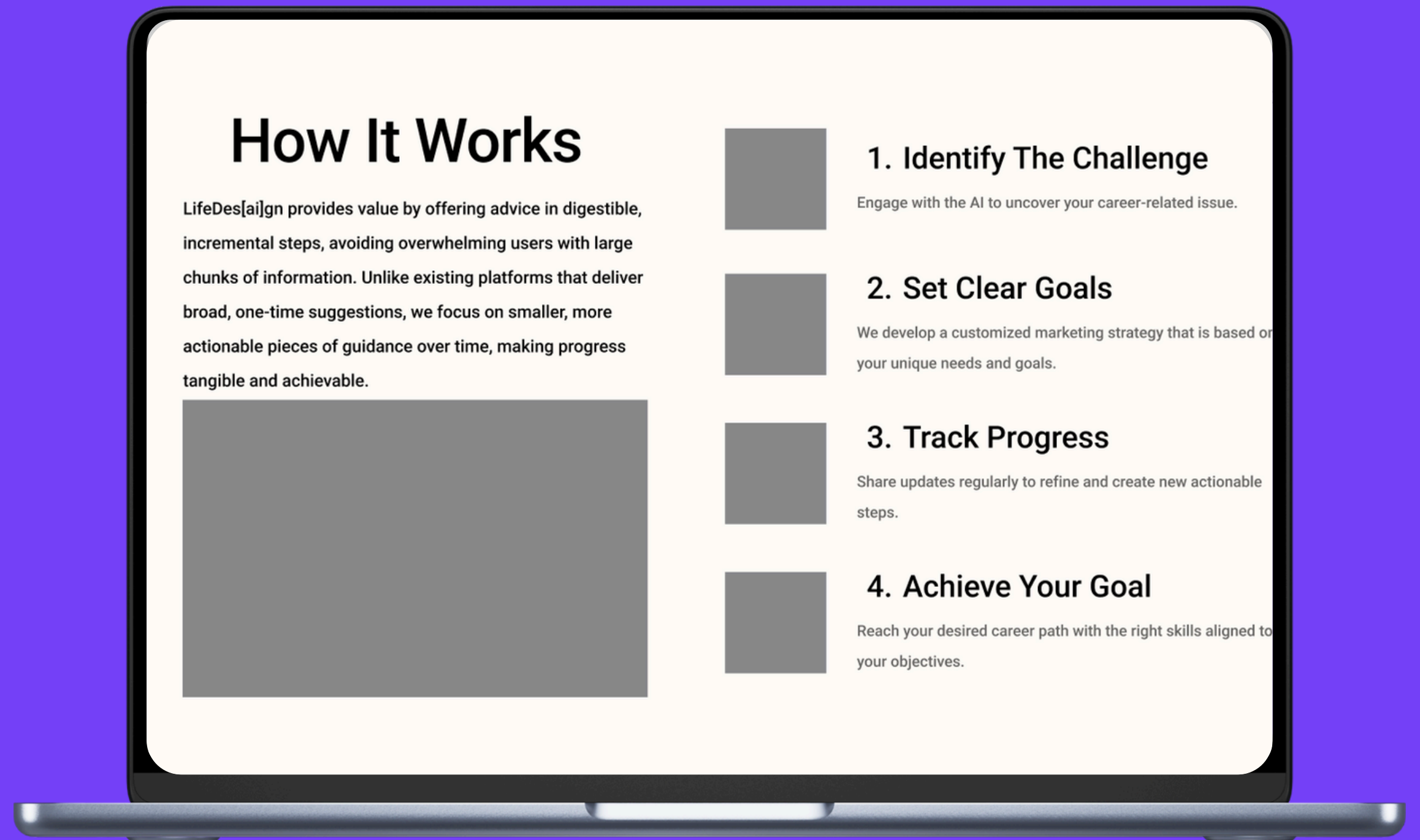
03. DESIGN PROCESS

Low-Fidelity Prototype



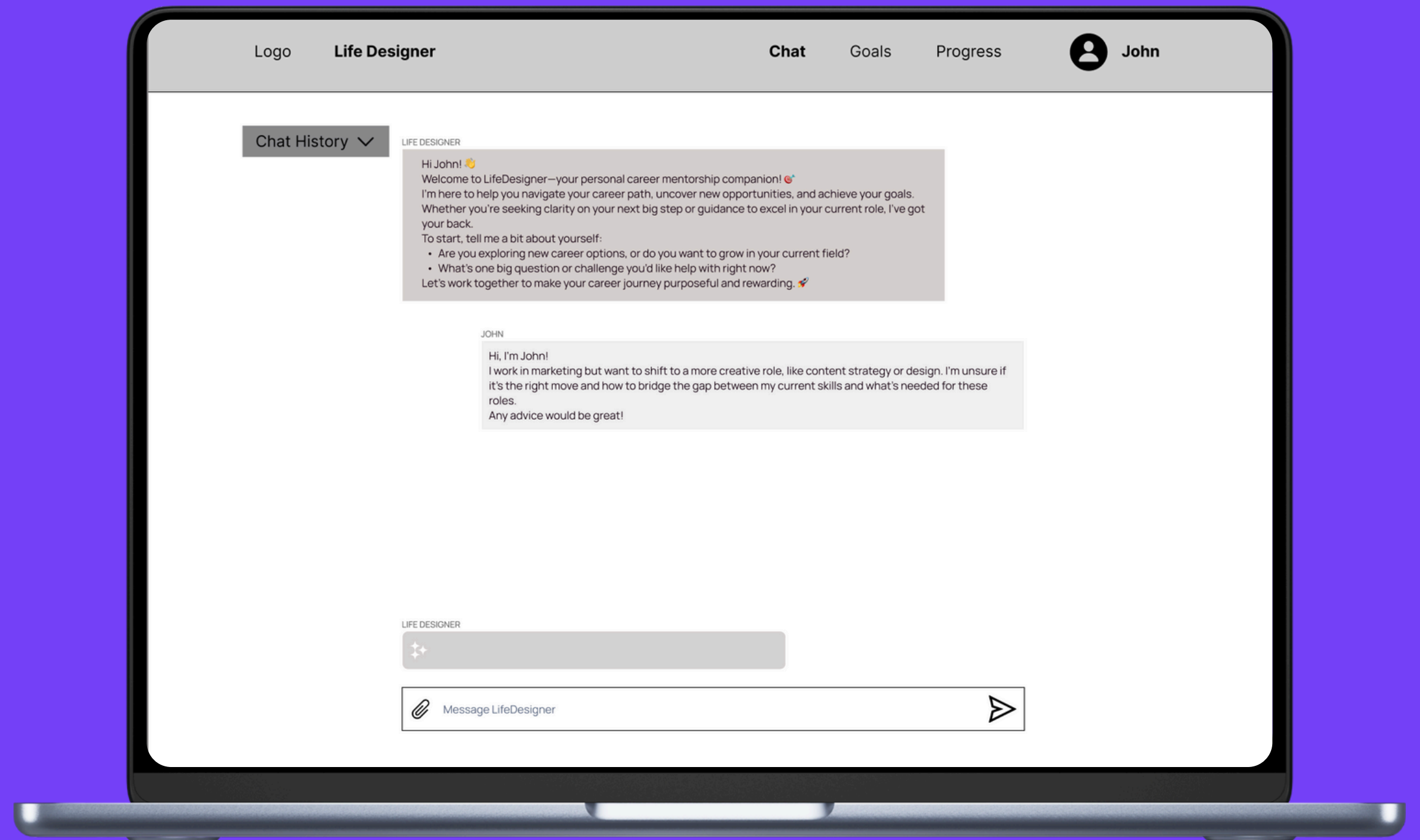
03. DESIGN PROCESS

Low-Fidelity Prototype



03. DESIGN PROCESS

Low-Fidelity Prototype



Crafting the Visual Identity

professional
treasure they
engaging
straight forward
comforting



Personality

**Purple
SF Compact**

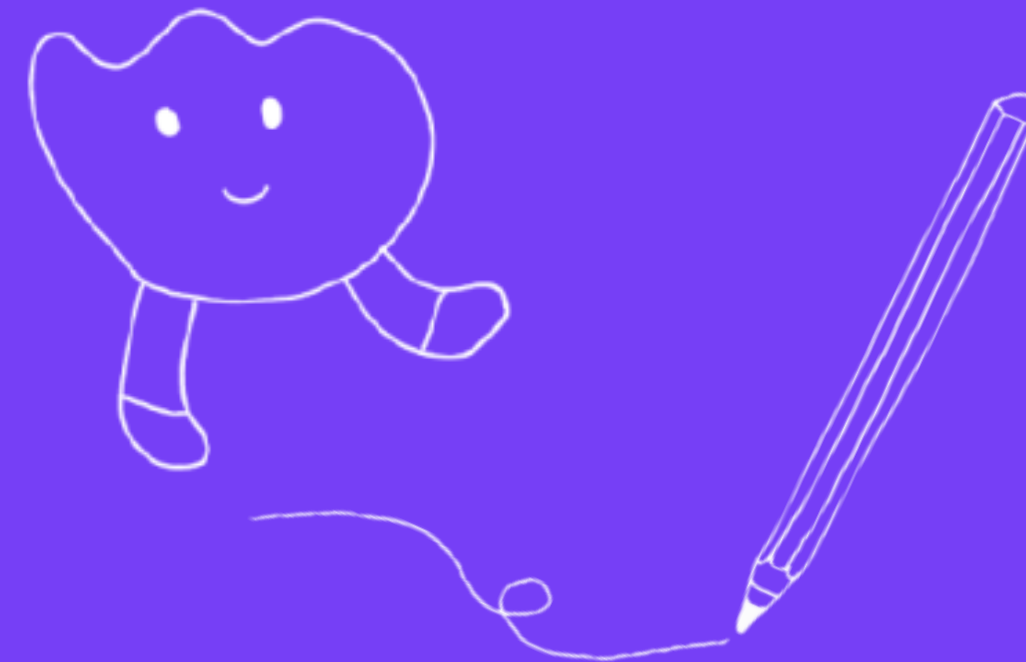
**From Life Designer to
Life Des[ai]gn**

**Graphic identity with
hand made drawings**

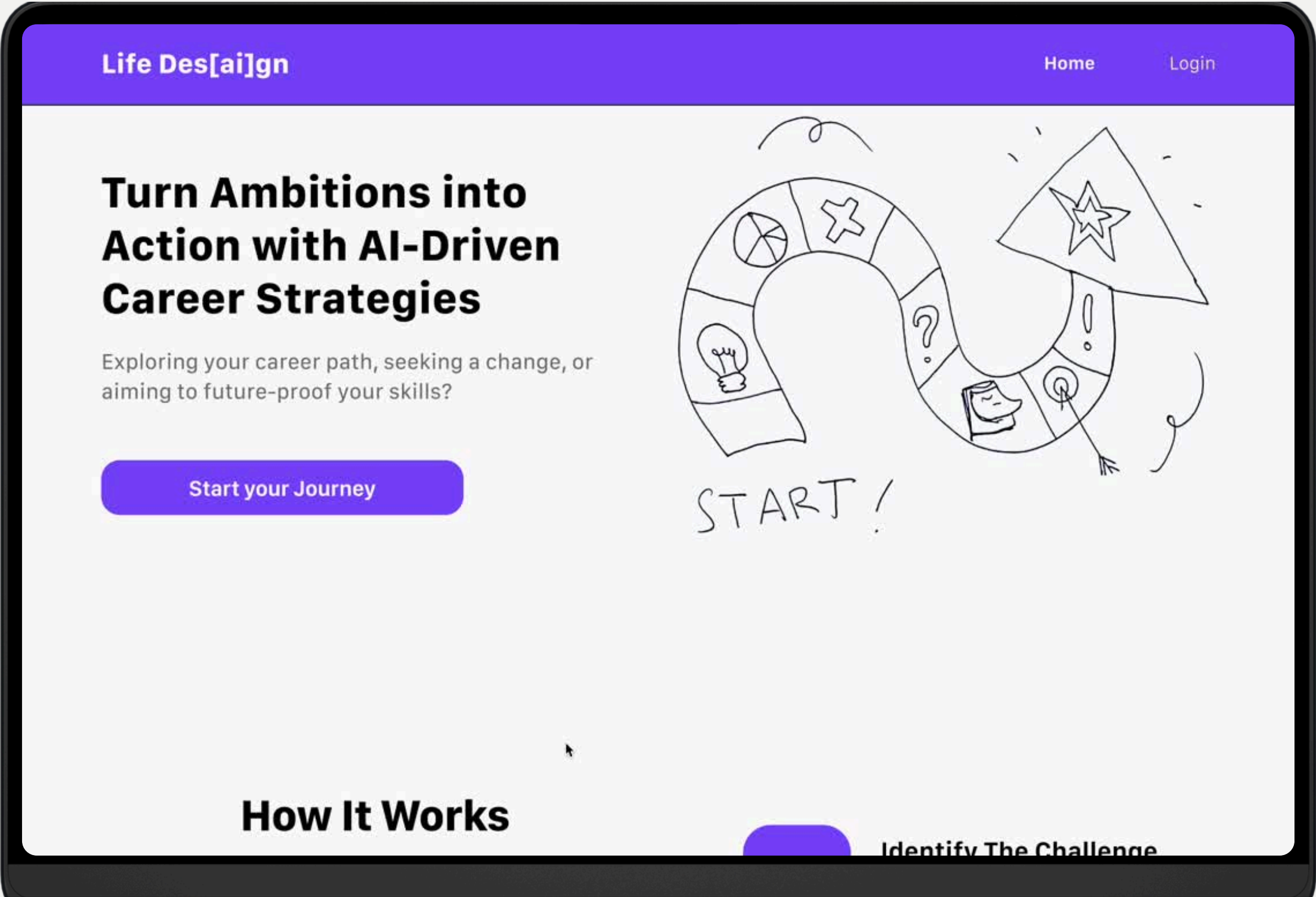
Crafting the Visual Identity

ChatBot Name: Lify

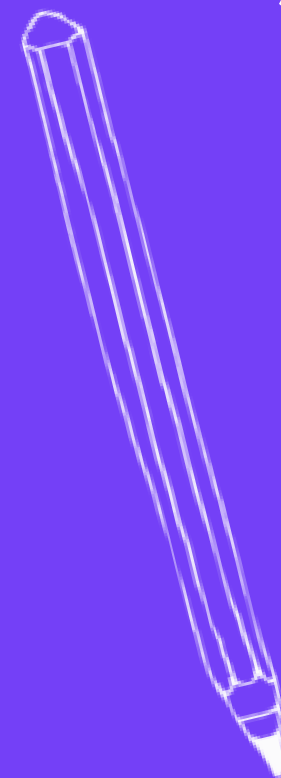
Emotional connection
Improves user experience
Increases engagment
Enhances brand voice



High Fidelity Prototype



Project Journey



04

DEVELOPMENT

04. DEVELOPMENT

Development- Tech stack

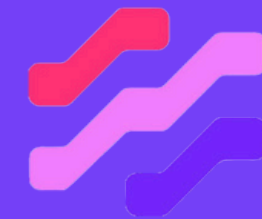


{.js}
JavaScript



04. DEVELOPMENT

Development- ChatBot Creation



Langflow

Challenges & Solutions

Time

Aesthetics

Functionality

Branding & Identity

Complex Feedback

Crazy 8

Design Thinking

Testing

Reiteration

Simplicity

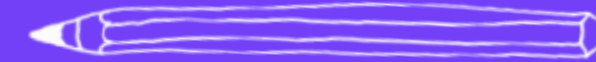
NEXT STEPS

Advanced Features

**Soft Skills and Emotional Intelligence
Coaching**



360-Degree Career Simulation Platform



Hyper-Personalized Learning Modules

NEXT STEPS

Marketing



Social Media

SEO

Educational Events

Networking Events

NEXT STEPS

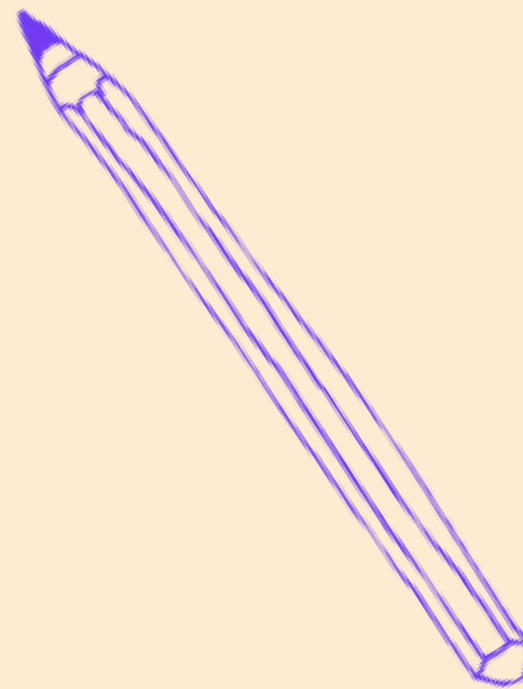
Revenue

Government Funding

Educational Institutions

White Label Licensing

Affiliate Marketing & Referrals



NEXT STEPS

Acceleration & Incubation Programs

The logo for 500 Startups, featuring the number "500" in a large, bold, dark blue serif font.

500 Startups

The logo for Techstars, featuring the word "techstars" in a bold, black, sans-serif font, followed by a small green horizontal bar.

Techstars

The logo for Y Combinator, featuring an orange square with a white "Y" inside, followed by the word "Combinator" in an orange, sans-serif font.

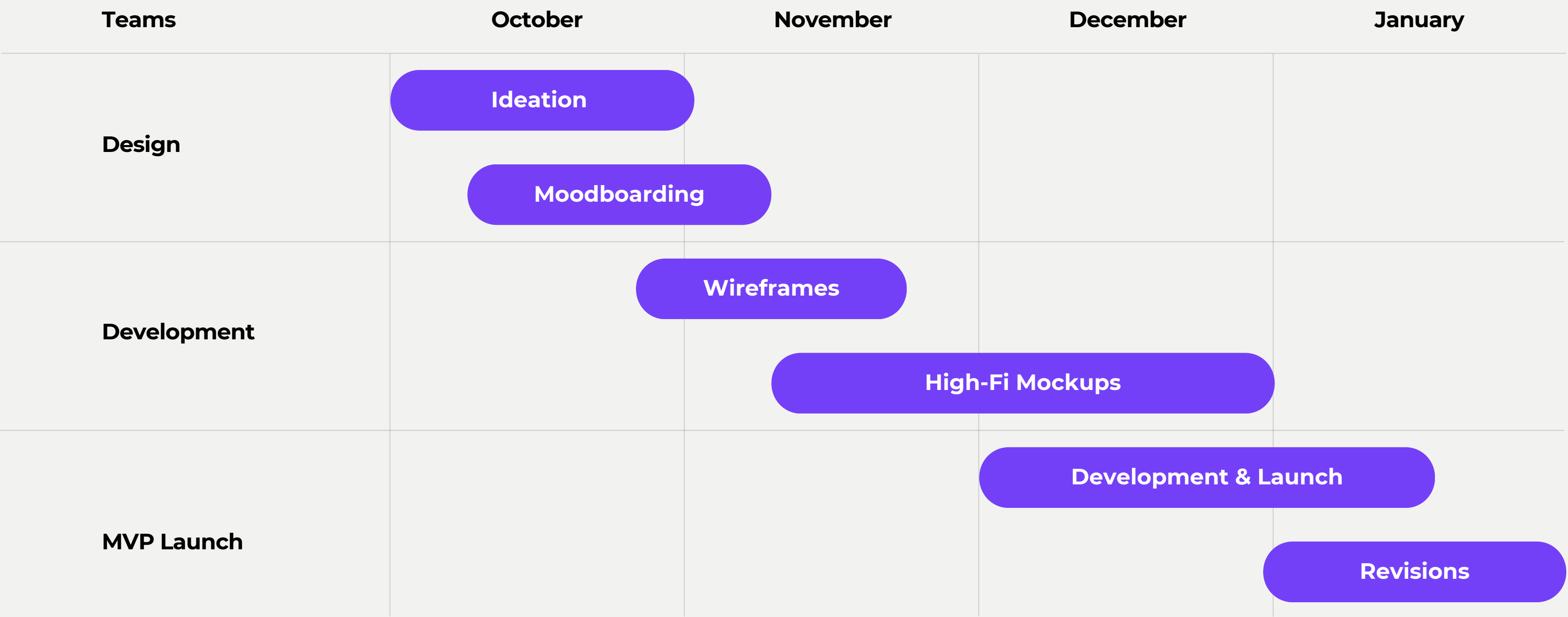
Y Combinator



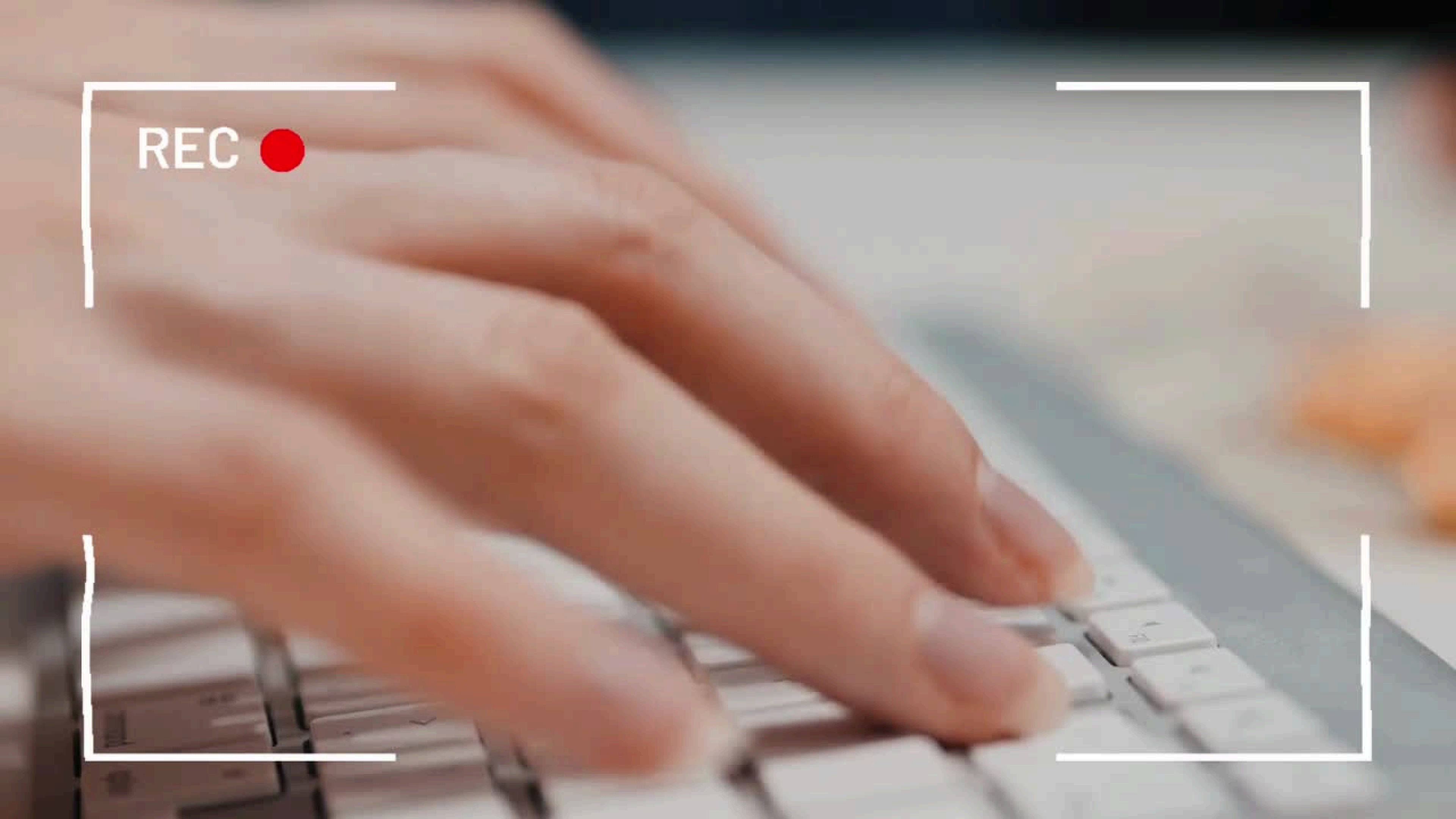
Product Hunt

ACTIVATION

Project Timeline



REC ●



Conclusion & reflexions

Thank You

