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Educación en Orientación Vocacional

# Your Career Unfold

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Educación en Orientación Vocacional

# Your Career **Unfold**




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- UI Kit
- Wireframes
- MockUps
- UI Kit, Wireframes, and Mockups

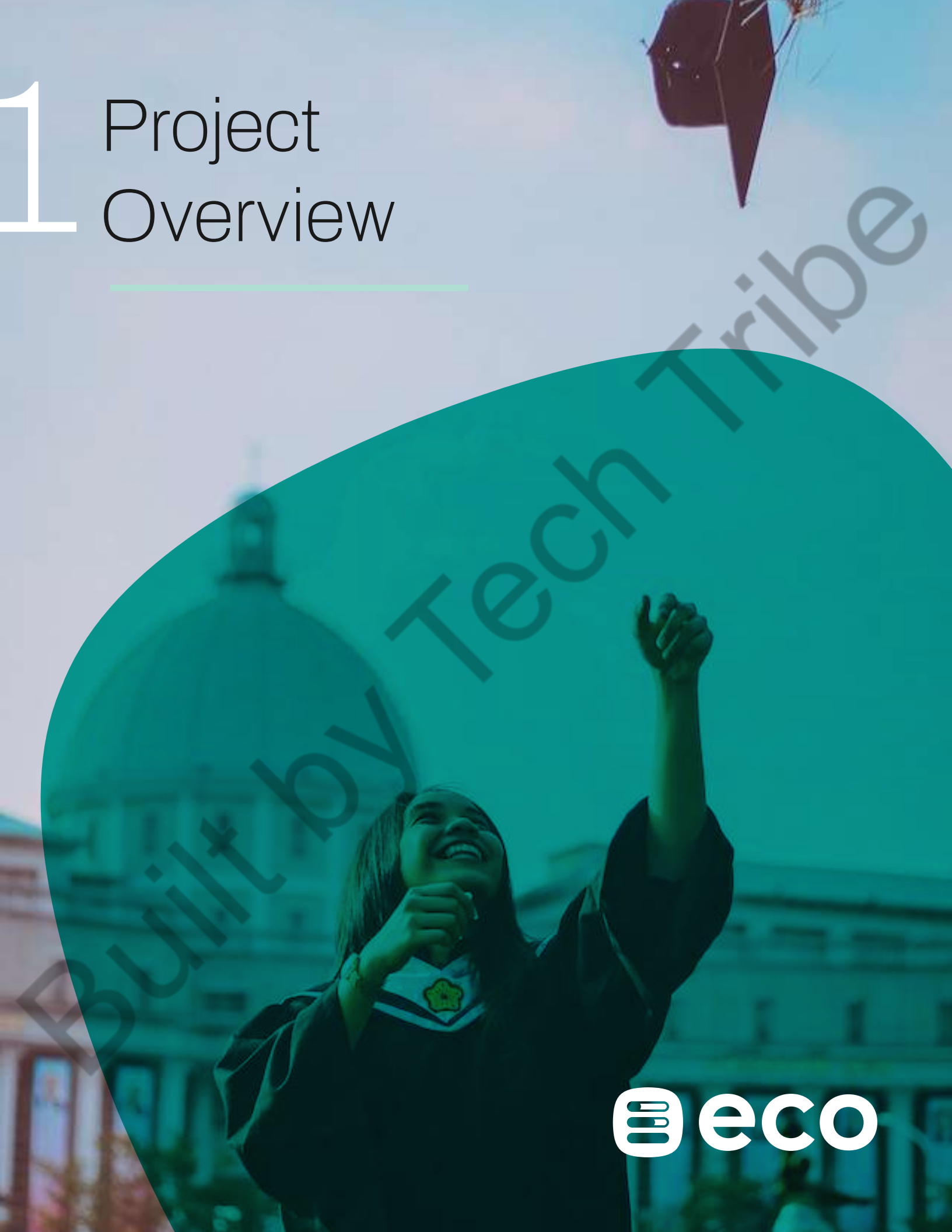
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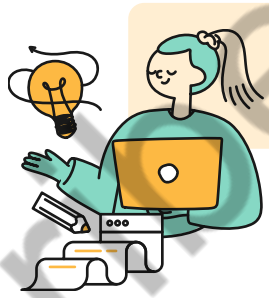
# 1 Project Overview



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# Project Overview





ECO, the Educational Career Orientation web application, is a solution designed to revolutionize career guidance and educational planning for high school students across Latin America. It empowers students to make informed career decisions and equips career counselors with powerful data visualization tools for effective guidance.

## The Main Idea:

The central idea behind ECO is to address the unique challenges faced by high school students in Latin America regarding career guidance. These challenges include limited access to trained career counselors and a lack of specialized tools to interpret assessment test results effectively. ECO's core concept is to offer personalized insights into students' strengths, aligning them with suitable career paths.

## Inspiration and Concept Development:

ECO's inspiration arises from the real-world challenges encountered by high school students across Latin America. Many students, despite their potential, make career decisions without adequate guidance, which can lead to dropout rates or underemployment.

The concept was further shaped by recognizing that career counselors, while dedicated, may not always possess specialized training in interpreting assessment test results. ECO addresses this issue by utilizing data from specialized tests, such as those offered by Central Test, to provide students with personalized insights.

## The Reason Behind the Project:

The core reason behind ECO is twofold. Firstly, it aims to empower students to make well-informed career decisions, reducing the risk of dropout and underemployment. Latin America, like many regions, faces this challenge, and ECO acknowledges the pivotal role that career counselors play in this context. The platform equips counselors with valuable data visualization resources to enhance their effectiveness.

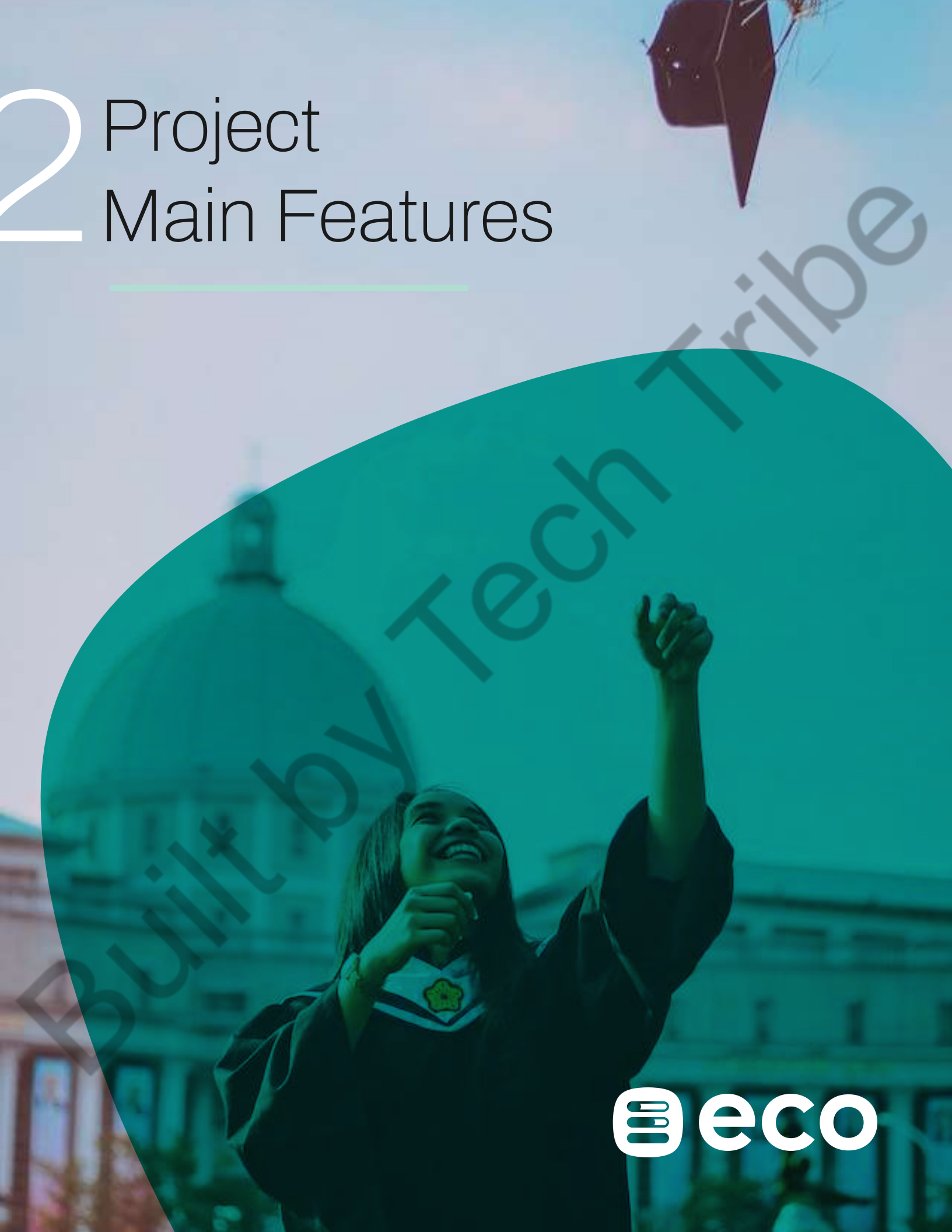
Secondly, ECO recognizes the significance of private-sector education choices in Latin America. Students and parents invest significantly in private education, and having a reliable assessment of career choices is essential to ensure that this investment leads to successful and fulfilling careers. ECO's data-driven insights ensure that this investment in education is well-placed.

## Summary:

ECO's mission is to provide a comprehensive and data-driven solution to the critical problem of career guidance, benefiting students, parents, educational institutions, and career counselors in Latin America. It seeks to empower students, support career counselors, enhance the value of education investments, and ensure well-informed and successful career journeys for all.

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# 2 Project Main Features



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# Project Main Features

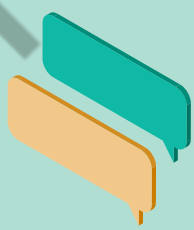
## Personalized Test Insights

Discover your strengths and weaknesses with our specialized assessments from Central Test. These assessments guide high school students to explore more about themselves, suggesting the best career paths based on their annual growth. With yearly tests, students receive personalized insights, ensuring their career decisions stay current and well-informed. It's their journey, made clearer.



## Notifications

Stay in the loop with ECO's notification feature, receiving timely updates about your career journey. From test completion reminders to appointment schedules, our notifications keep both students and counselors informed and engaged throughout the exploration process.





## Automated Scheduling

After completing a test, students enjoy the convenience of an instant appointment with a counselor, ensuring prompt discussions about their results. The system aligns with the counselor's availability, eliminating scheduling conflicts and manual coordination for a streamlined and efficient experience.



## Data Visualization Tools

Visualizes students' futures clearly. Counselors leverage ECO's data visualization tools, translating complex information into easily understandable graphics. From an overview of all assigned grades to insights on individual classrooms and detailed student profiles, counselors gain actionable data.

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# 3 Competitor Analysis



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# Competitor Analysis

| | eco | maia learning | unifrog | kuder navigator |
|---|---|---|---|---|
| Career Assessment Test | ✓ | ✓ | ✓ | ✓ |
| Career Recommendation | ✓ | ✓ | – | ✓ |
| Data Visualization | ✓ | ✓ | ✓ | ✓ |
| User Friendly | ✓ | ✓ | ✓ | – |
| Spanish Available | ✓ | – | – | ✓ |
| Counselor-Student Communication | ✓ | – | – | – |

unifrog

Global presence but stronger in Europe.

kuder

Global presence but stronger in USA.

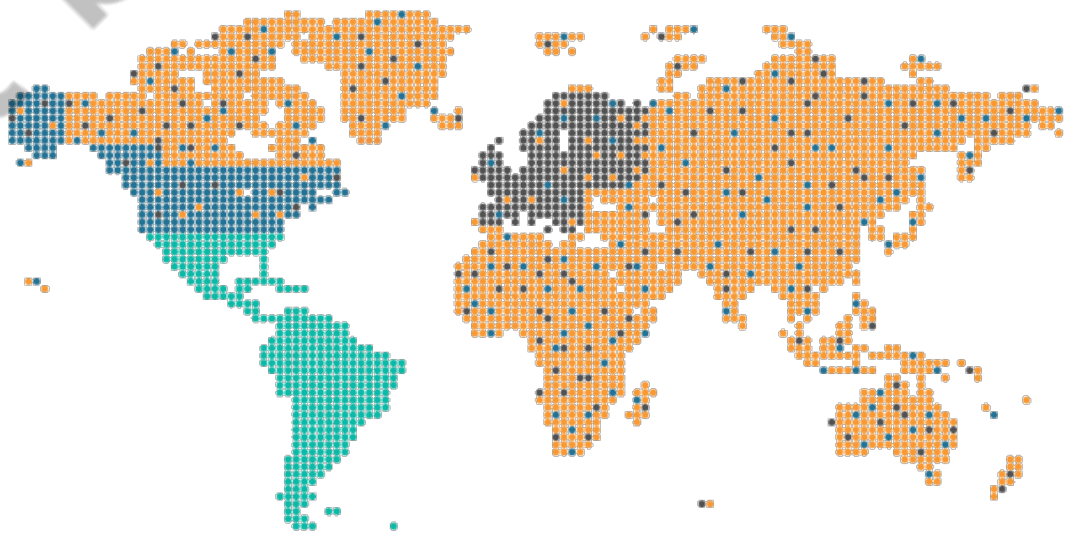
maialearning

Global presence.

eco

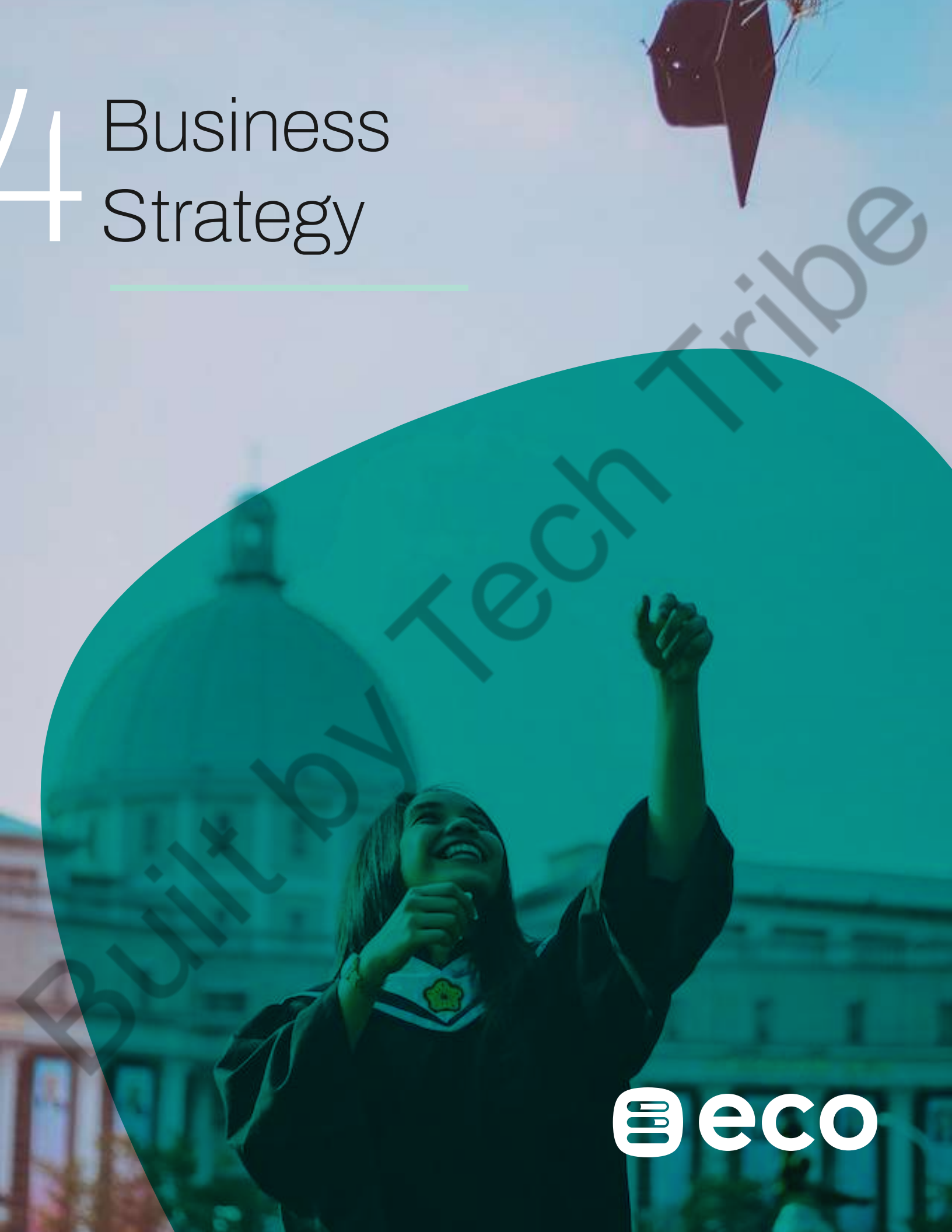
Educación en Orientación Vocacional

Future presence in Latin America



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# 4 Business Strategy



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# Business Strategy



## Opportunities:

ECO provides personalized career tools in Spanish for high schoolers across Latin America, we're aiming to solve the issue of limited resources. With access to these tools, students can make informed decisions about their future careers, empowering them to navigate their paths with clarity and purpose.

## Advantages:

**Localized Expertise:** Understanding of the Latin American education and career landscape.

**Reliability:** Collaboration with Central Test a leading global expert in talent assessment, ensuring the reliability and accuracy of the insights provided to students.

## Key Metrics:

- Number of Users (both students and counselors)
- Number of Educational Institutions
- Success rate of students in their career choice

## Business Model:



**Annual Licensing**
for High Schools



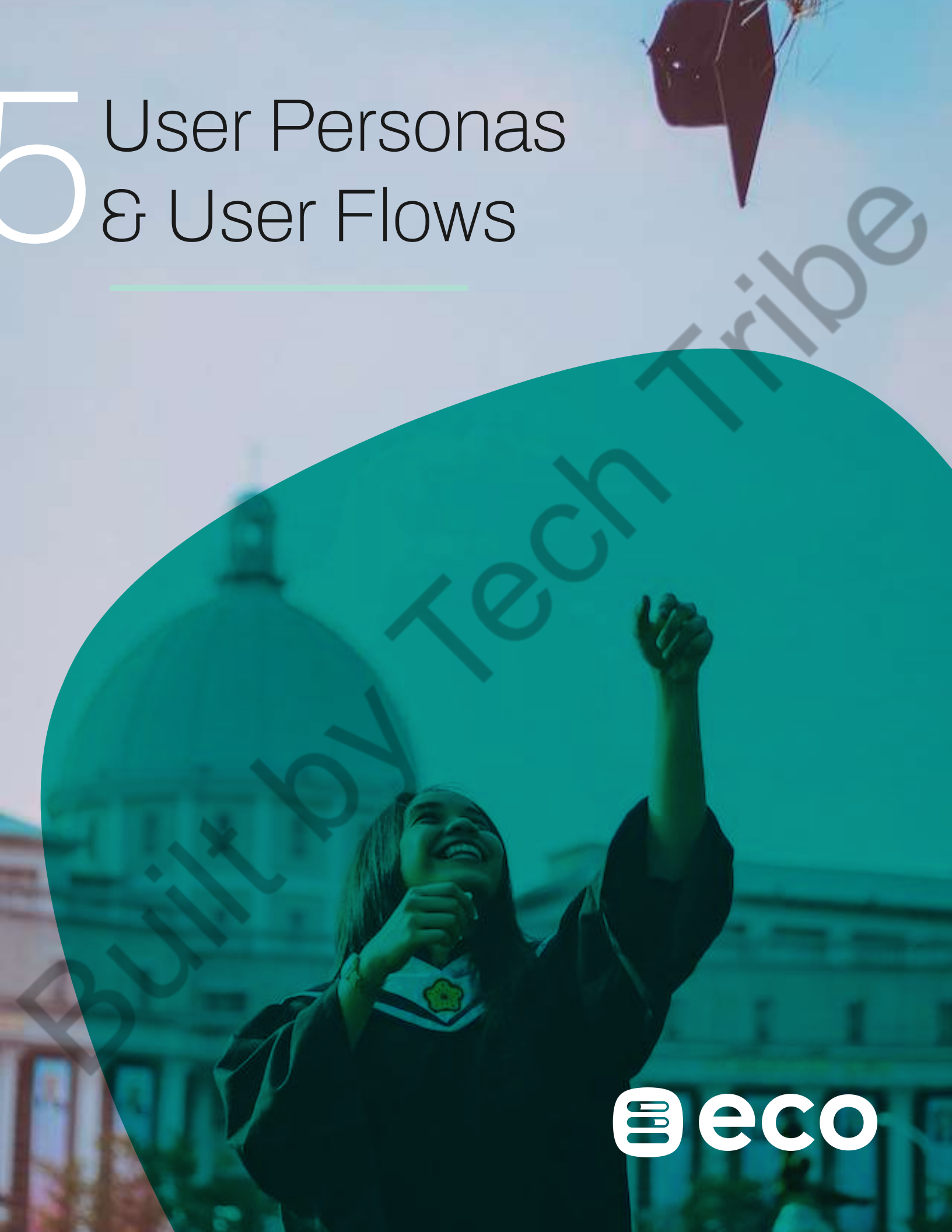
**Sponsor Ads**
From Colleges and Universities



**Premium Subscription**
for Student from Public Schools

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# 5 User Personas & User Flows



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# Counselor



## Joaquin

Age: 42
Nationality: Ecuador

"As a career counselor, I want a platform to assess the skills and interest areas of high school students so that I can provide the right career advice for them."

Joaquin is a passionate career counselor who guides high school students to choose the right career path. Along with that, he also conducts soft skill training and provides academic assistance.

### GOALS

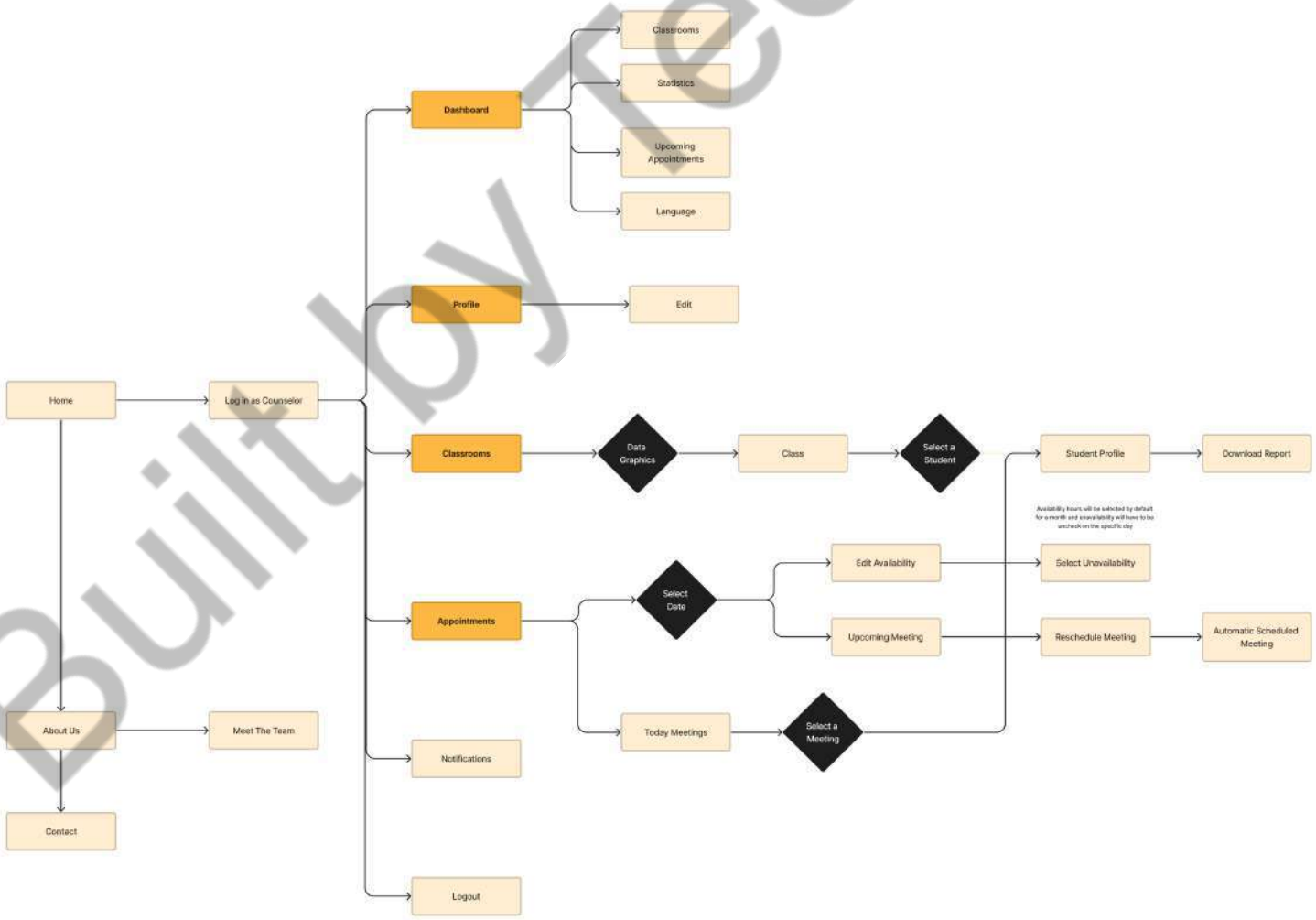
- Offer professional counseling services for students to choose the right career path based on their skills and areas of interest.
- Help parents of high school students who need guidance with their children's career.

### PERSONALITY

Motivated
Active
Passionate

### FRUSTRATIONS

- Students don't seek guidance as most of them are unclear on the career path to choose.
- Unable to find a platform which helps career counselors assess high school students based on their skills and provide the proper guidance.




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# Students



## Diego

Age: 17
Nationality: Ecuador

"As a high-achieving student in grade 12, I want to leverage ECO's resources to explore the right career path for me, one that matches my innovative and creative personality."

Diego is a high school student in Ecuador, currently in grade 11. He doesn't have a clear career path in mind and lacks in interest in exploring suitable careers at this time. He always believes he has time to figure it out. His plan is to attend college as he sees fit in the future without a specific career direction.

### GOALS

- Aims to finish high school comfortably and explores interests and passions
- To enter the workforce after high school/college without a concrete career plan

### PERSONALITY

Organized
Practical
Hardworking

### FRUSTRATIONS

- Feels pressure to have a clear plan for his future (by his family and friends)
- Compares himself to peers who seem more focused or ambitious



## Isabela

Age: 19
Nationality: Ecuador

"As a high school student, I want to take a firm decision about my career so that I can work towards it."

Isabela is a motivated high school student with a passion for science and technology. She excels in subjects like math and physics and seeks to gain deeper insights to make a well-informed career decision as she is passionate to become a civil engineer or computer engineer.

### GOALS

- Isabela is eager to gain insights into potential career paths related to her passions.
- She want to understand various educational routes available, including university programs, training, and specialized courses.

### PERSONALITY

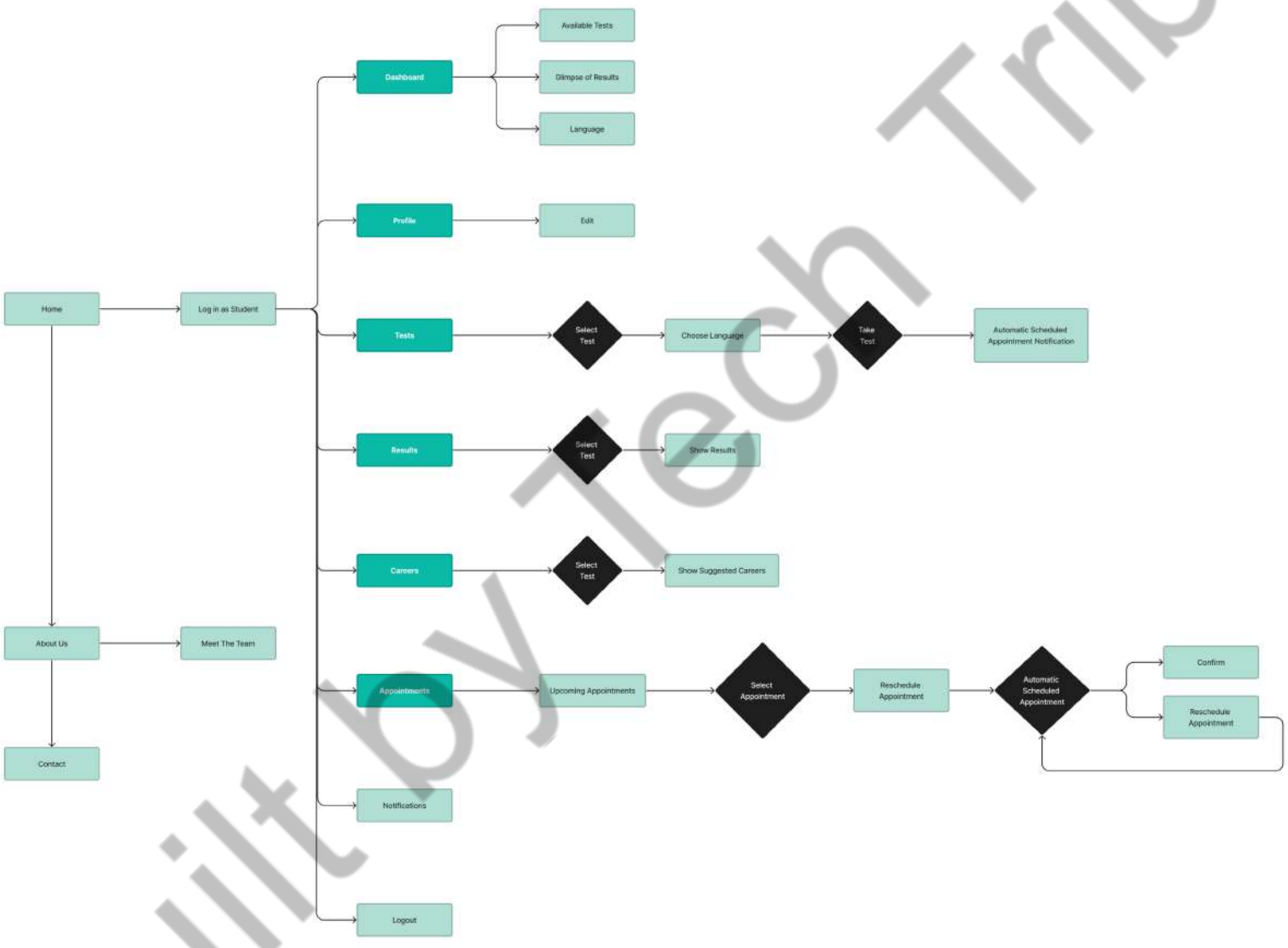
Analytical
Loyal
Passive

### FRUSTRATIONS

- Sarah feels uncertain about where to begin their journey towards higher education and career planning..
- She have limited exposure to professionals or experts in her chosen fields.

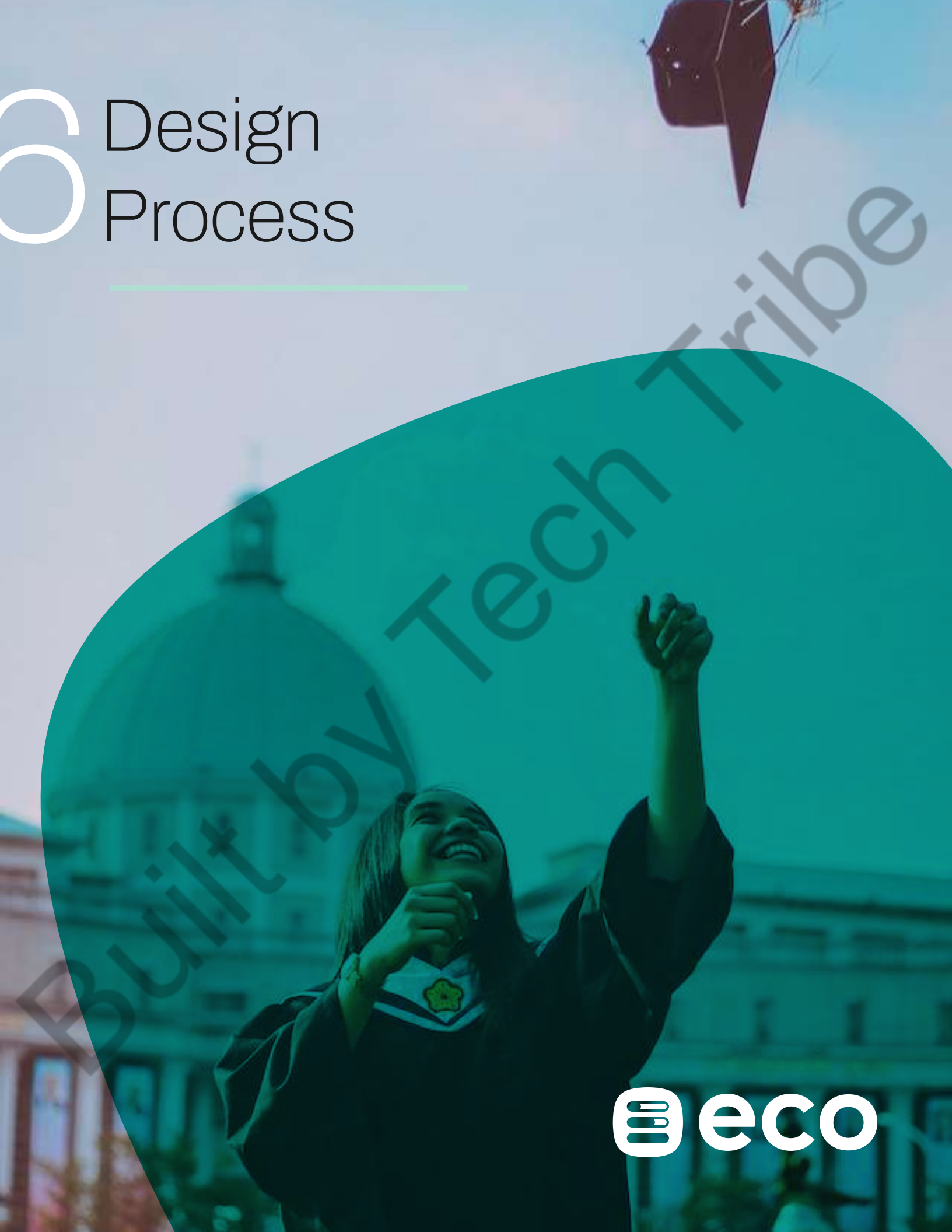
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# Students




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# 6 Design Process



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# Branding

The ECO logo integrates a success staircase, a bar chart for data insights, and the letter E, symbolizing progress, data emphasis, and platform identity, respectively.

## PRIMARY LOGO

Educación en Orientación Vocacional

The Spanish logo serves our Latin American audience, ensuring accessibility and relatability to Spanish-speaking high school students.

Educational Career Orientation

## SECONDARY LOGO

## FAVICON

In the logo, the letter "O" for initial of Orientation stands out in vibrant yellow, while the "E" and "C" in green, creating a distinct visual identity.

**Green:**
Represents growth and harmony, aligning with the idea of progress and personal development within ECO's guidance.

**Yellow:**
Symbolizes warm, knowledge, and potential, signifying the enlightening and empowering aspect of career guidance provided by ECO.

**Growing Green**
#0AB9A6

**Sunshine Yellow**
#FDB943

**Black and Dark Gray:**
Exclusively used for contrast within the UI, complementing the green and yellow colors.

**Dark Gray**
#494949

**Matte Black**
#191919

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# Typography

## Archivo Bold, Regular, and Thin

| | | | |
|---|---|---|---|
| D1 | **64px** | 4rem | **Data** |
| D2 | **48px** | 3rem | |
| D3 | **36px** | 2.25rem | |
| **H1** | **36px** | 2.25rem | **Headlines and Titles** |
| **H2** | **24px** | 1.5rem | |
| **H3** | **20px** | 1.25rem | |
| **H4** | **16px** | 1rem | |
| Regular | **16px** | 1rem | **Body** |
| small | **14px** | 0.875rem | |
| xsmall | **12px** | 0.75rem | |

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# Iconography

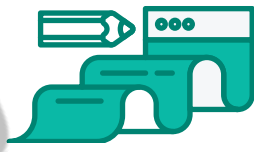


The line icons represent default stages, while the solid icons indicate clicked stages.

# Illustrations

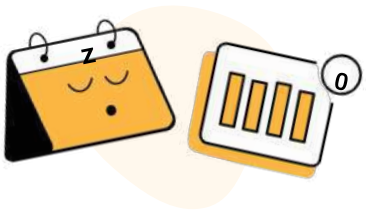
We use illustrations; isometric, dual-color line drawing, and hand-drawn style illustrations to connect with our student users, making our platform engaging and relatable for students.



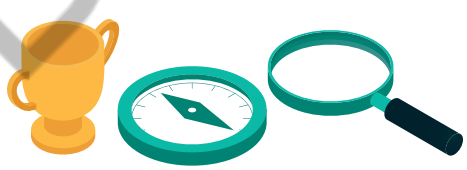


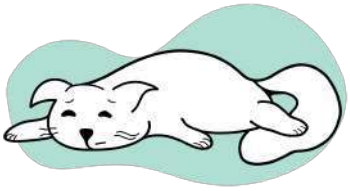












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# UI KIT

### Primary Button (Student)

Main Button

Main Button

Main Button

### Secondary Button

Line Button

Line Button

Line Button

### Side Navigation

Dashboard

Dashboard

Dashboard

### To-do List

- Consult with Advisor
- Take A Personality Test
- Upload A Photo
- Complete Your Profile

### Career Explorer

**Top 3 careers**



Marketing
95%



Data Science
92%



Finance
85%

### Personality Result




Explorer

### Test Card



**Professional Profile**

Duration: 30 mins
Question: 20

A skill text description is crucial for quick, effective communication. It offers clarity, ensuring that your core competencies are easily understood.

Take Test

### Appointment Card

Fri
27

**Appointment Confirmed**
Skill test Counselling

**Counsellor**
with Chris Jefferies

**Time**
06:00 -6:30pm

**Venue**
Room 18, Building B

Another slot ?

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# UI KIT

## Primary Button (Counselor)

Main Button

Main Button

Main Button

## Available Time

9 AM - 10 AM

9 AM - 10 AM

9 AM - 10 AM

## Appointment Card

09 AM — Elena M. Gomez — Career Counseling — Another slot ?

09 AM — Elena M. Gomez — Career Counseling — Another slot ?

09 AM — Elena M. Gomez — Career Counseling — Another slot ?

## Test Toggle for Class

Available Tests

Professional Profile
Active

Vocational Test
Disable

## Career Card

**Science, Health, and Environmental Conversation**

Emergency physician 67%

Clinical psychologist 65%

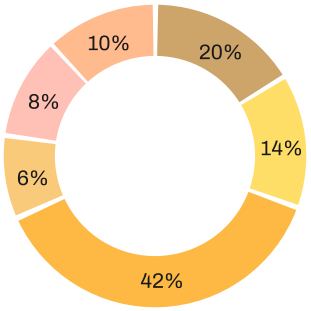
Occupational therapist, speech therapist, audiologist and orthoptist 63%

## Class Card

Grade 11-B
No.of students: 40
Instructor: Edward Grad

60 %
of students competed Test 1

## Class Pie Chart




Grade 11A

- **42%**: Science, Health, and Environmental Conversation
- **14%**: Social, Education, Art, Sports, and Tourism
- **20%**: Business Policies and Human Resources
- **10%**: Technology, Industry, Production and Security
- **8%**: Sales, Communication, and Marketing
- **6%**: Administrative, Numerical, and Legal Area

## Analyzing

Select Grade: Select Grade

Select Test: Select Test

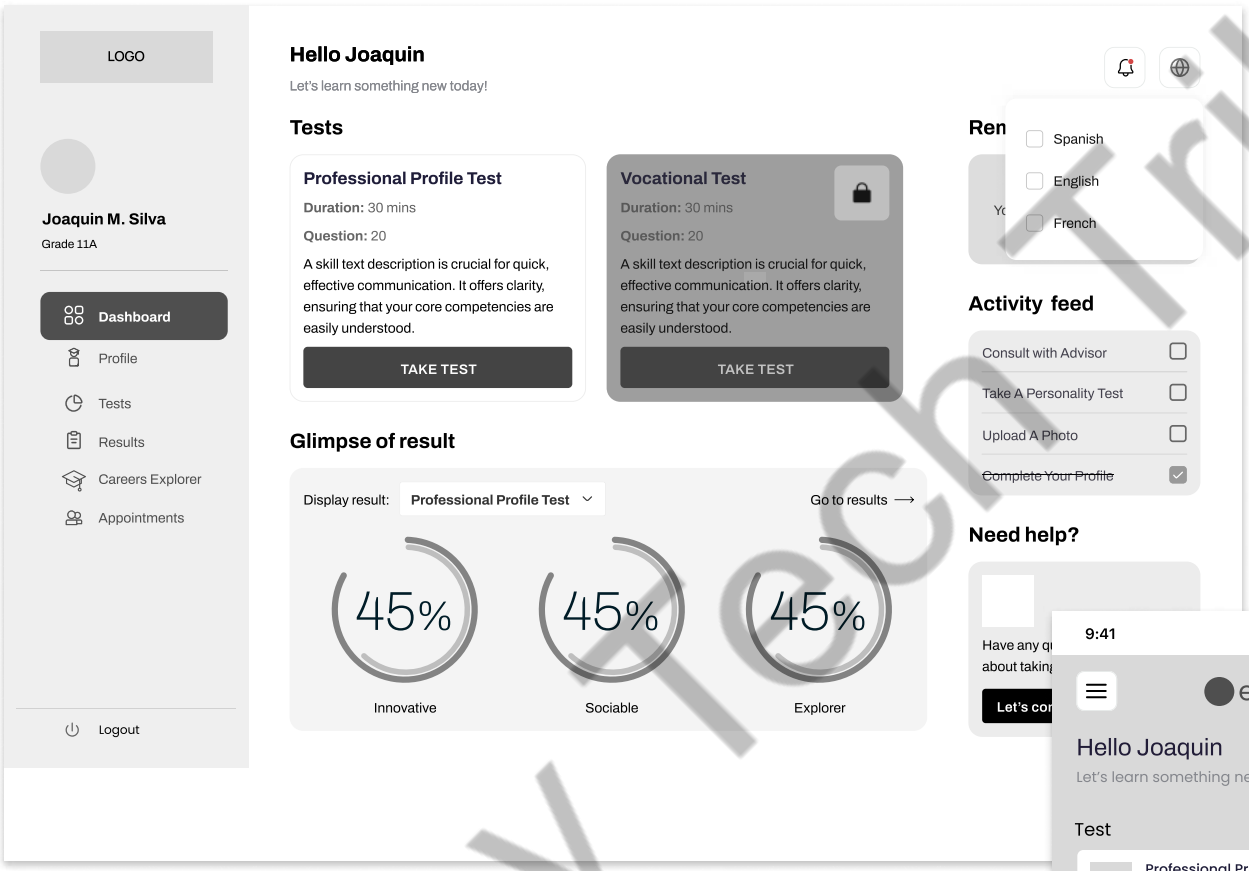
## Appointment

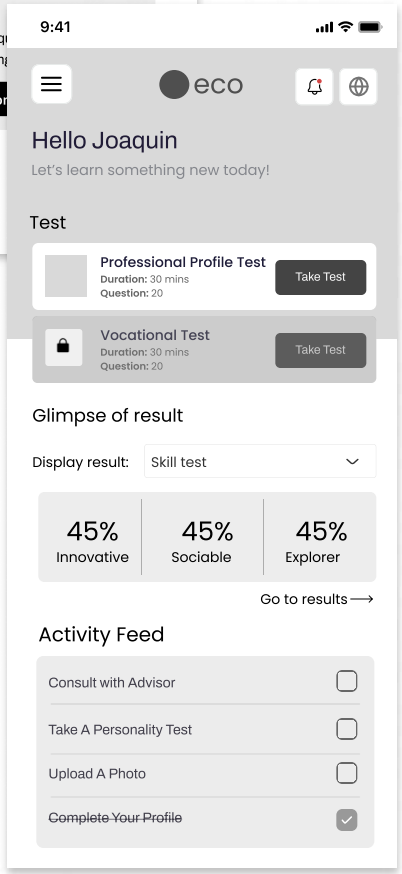
Wed 25 — **Georgia Josh** — Grade 10-A — 09:00 - 09:30 — Room 18, Building B — Start

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# Wireframe

## Student Dashboard

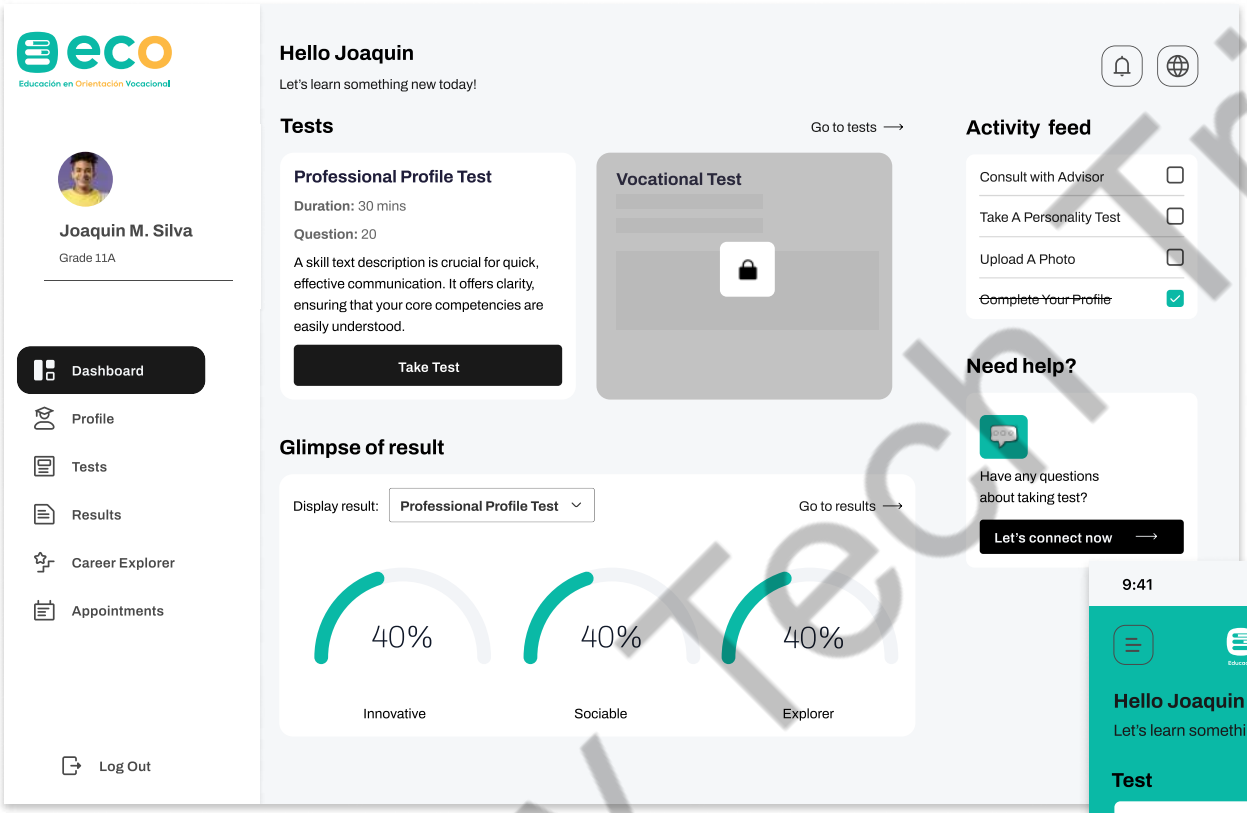


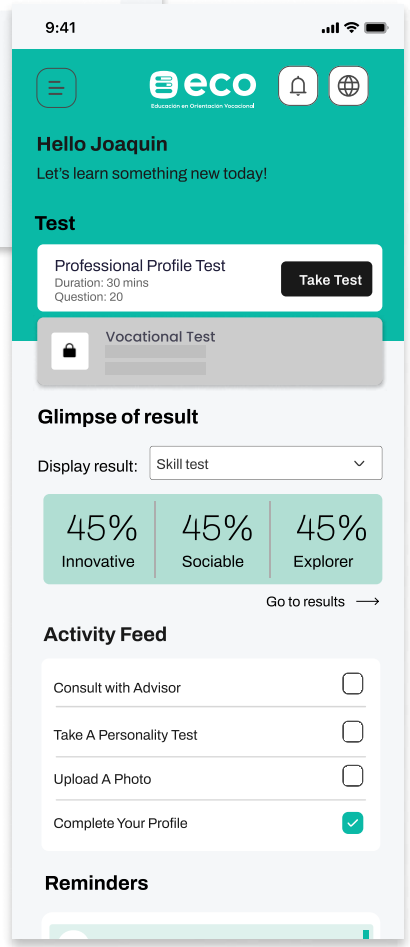




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# Mockup

## Student Dashboard

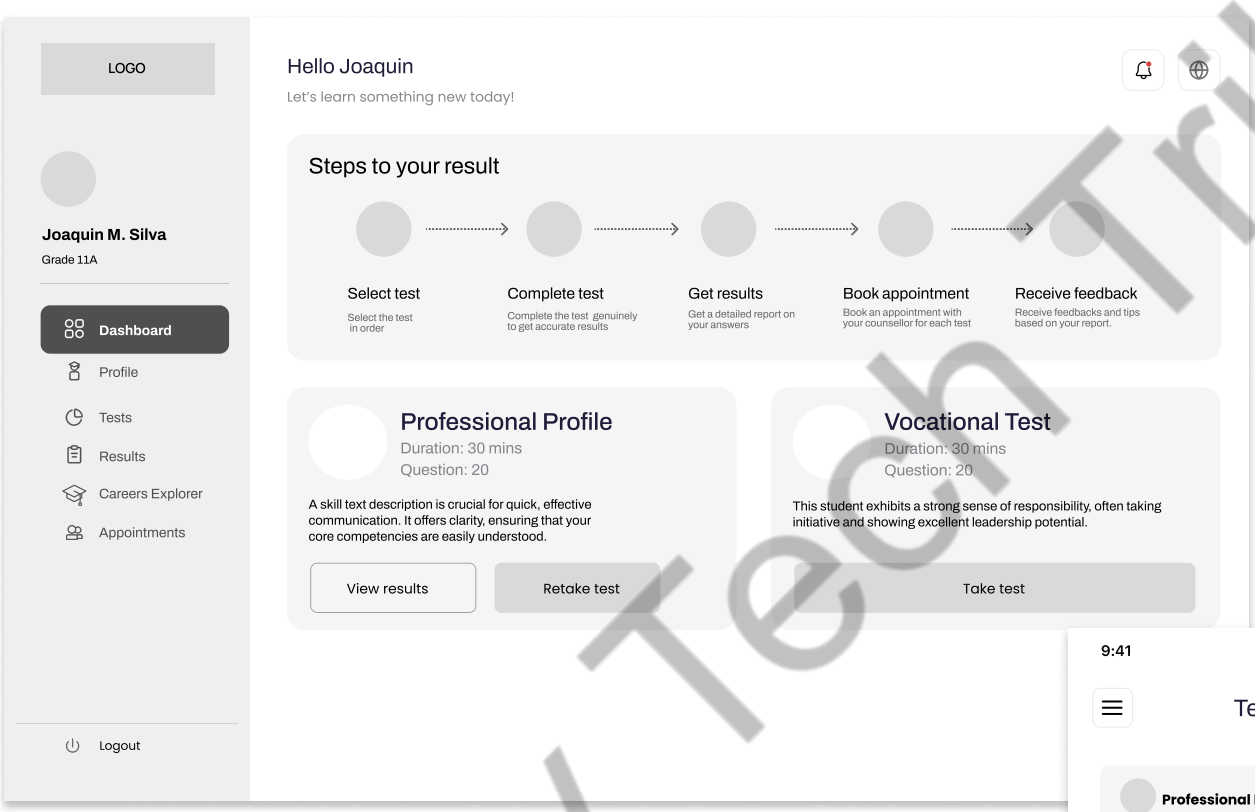


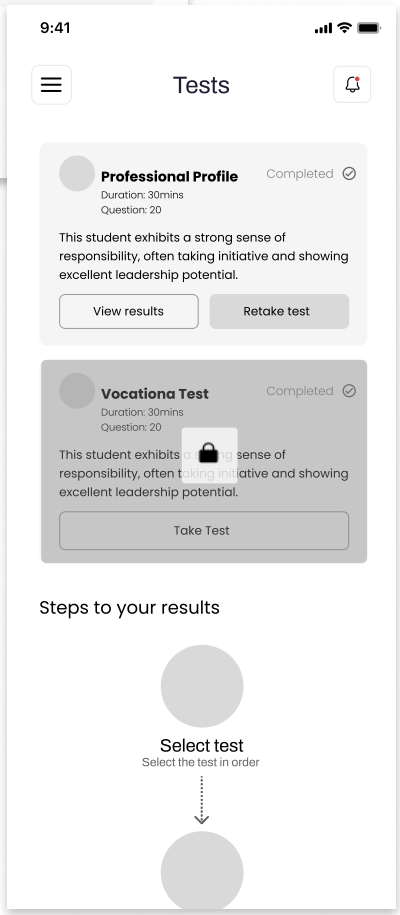




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# Wireframe

## Student Tests

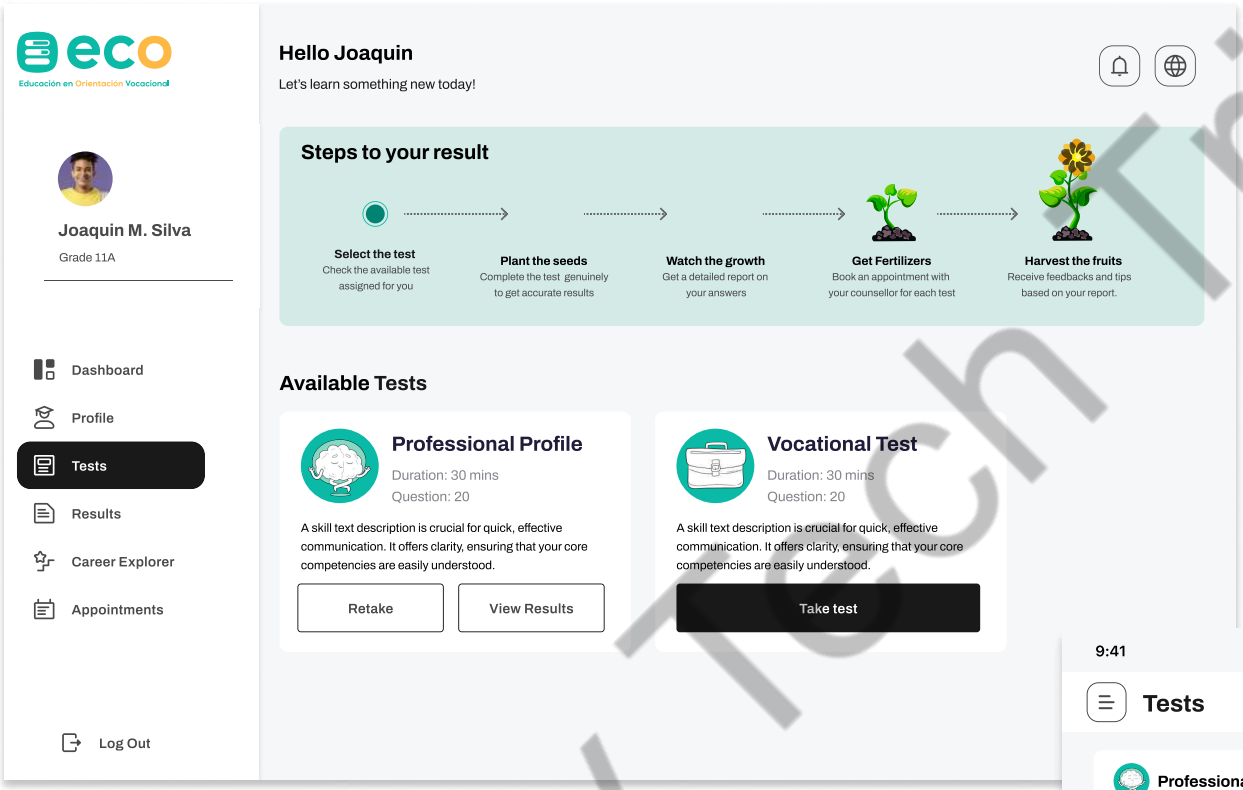


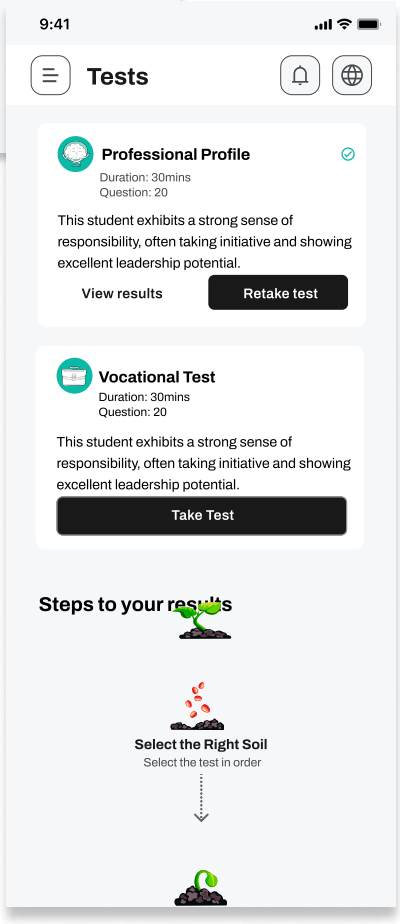




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# Mockup

## Student Tests

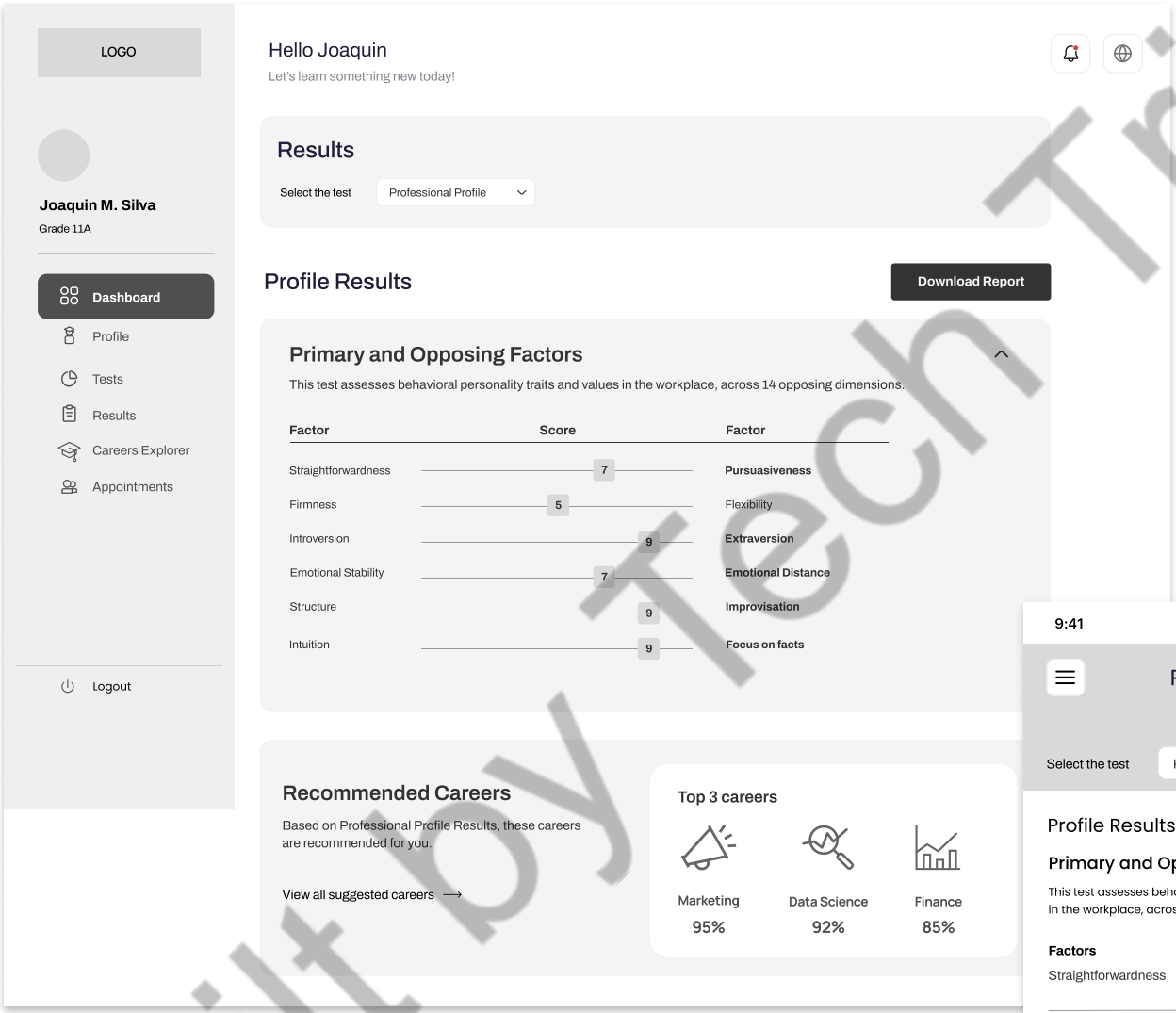


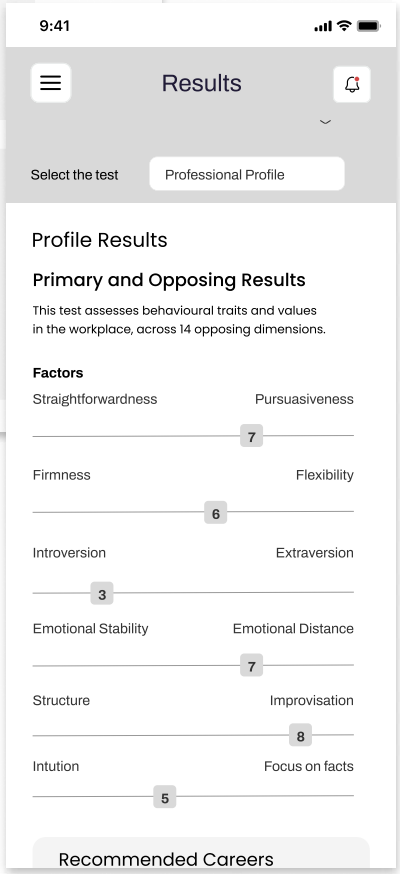




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# Wireframe

## Student Results

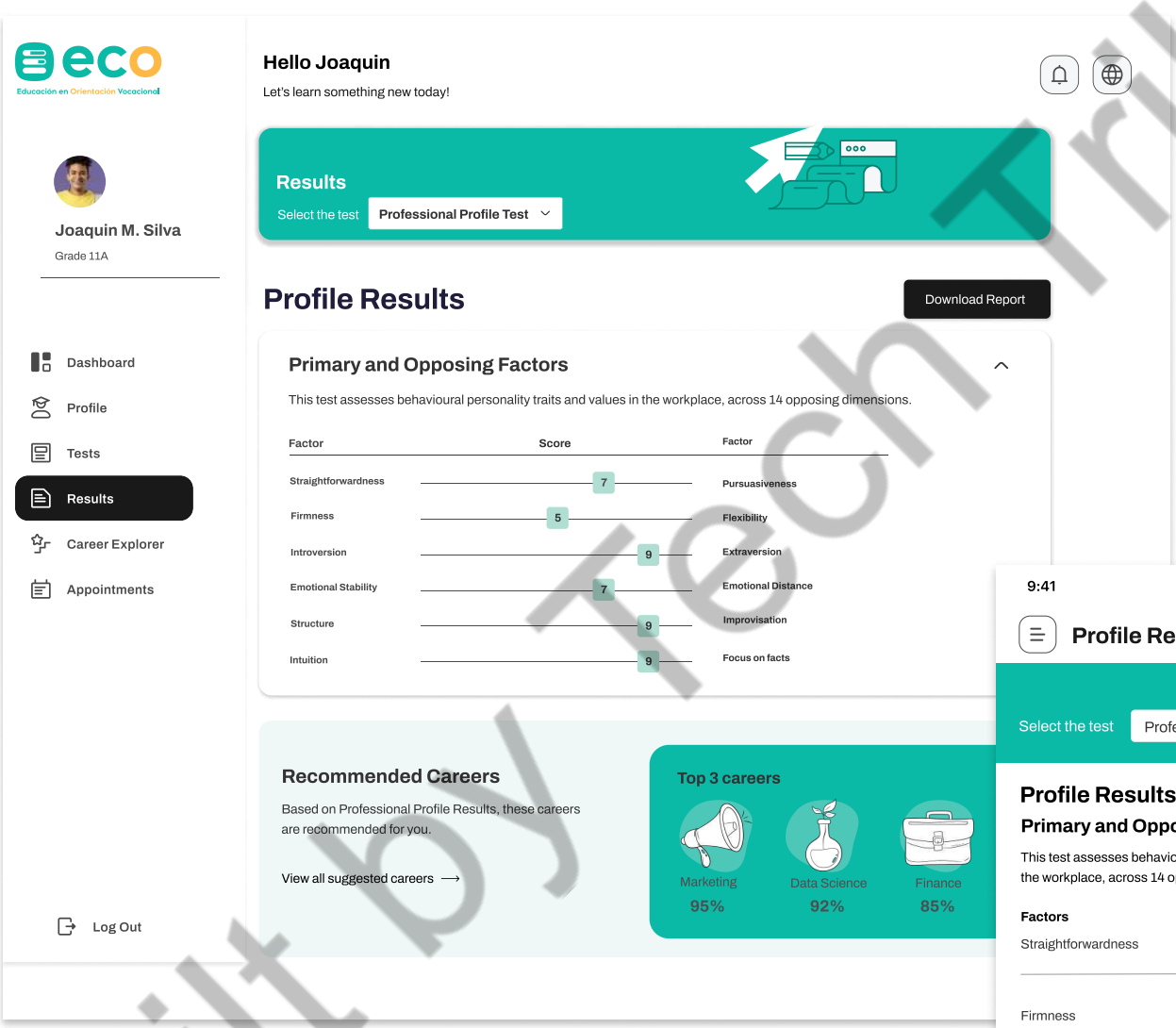


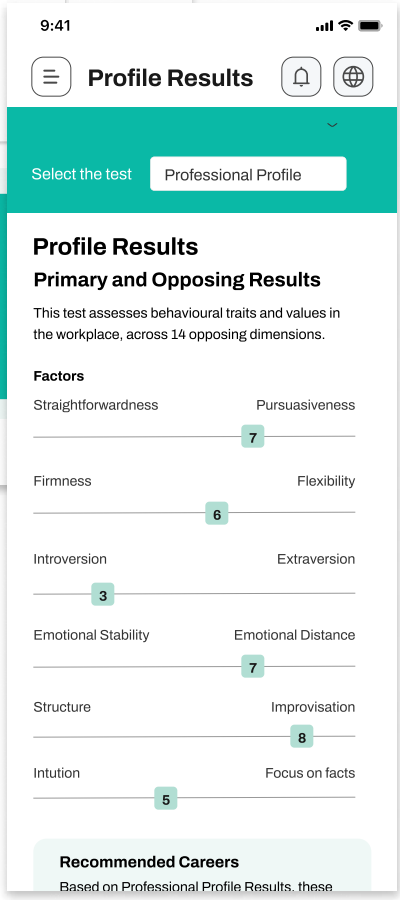




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# Mockup

## Student Results

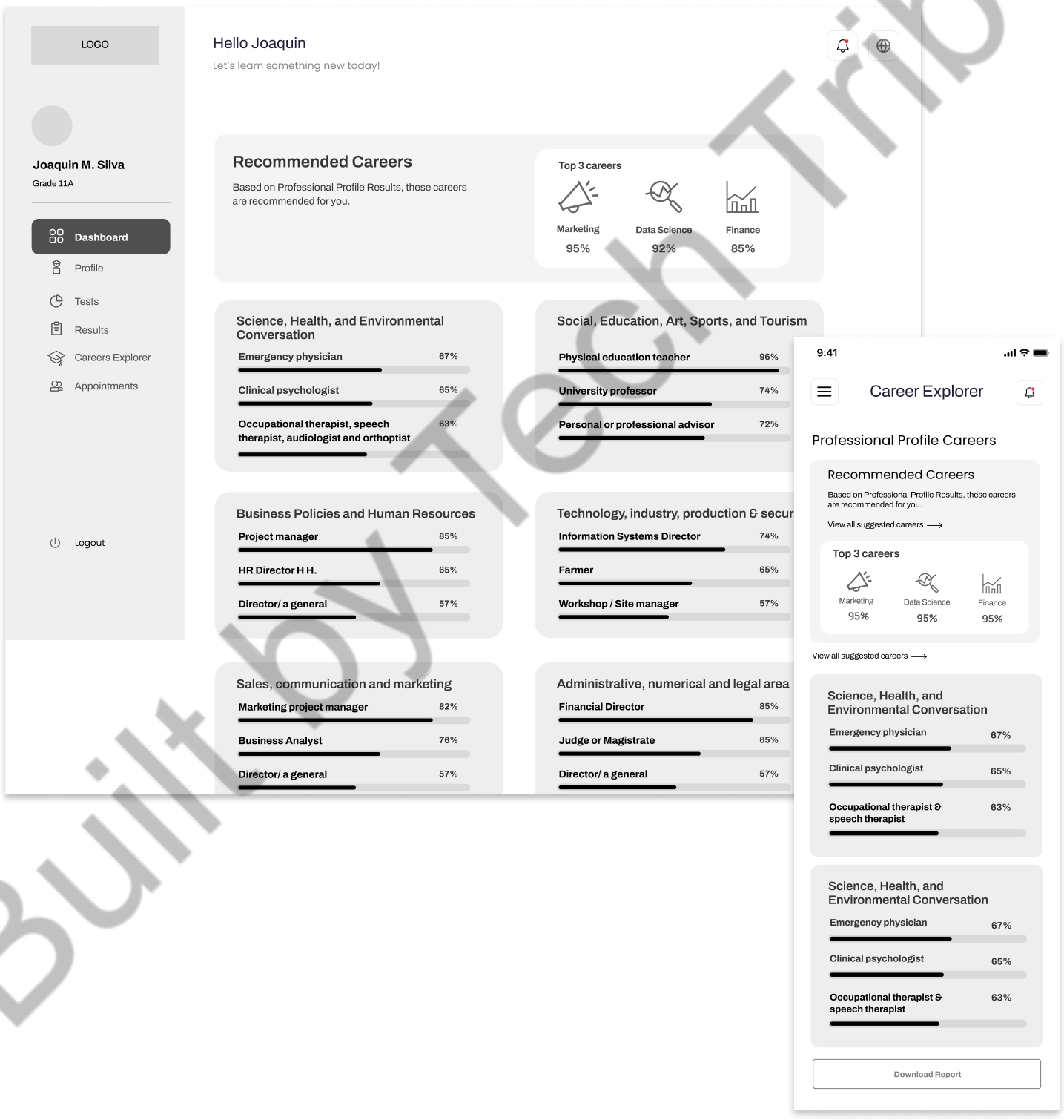



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# Wireframe

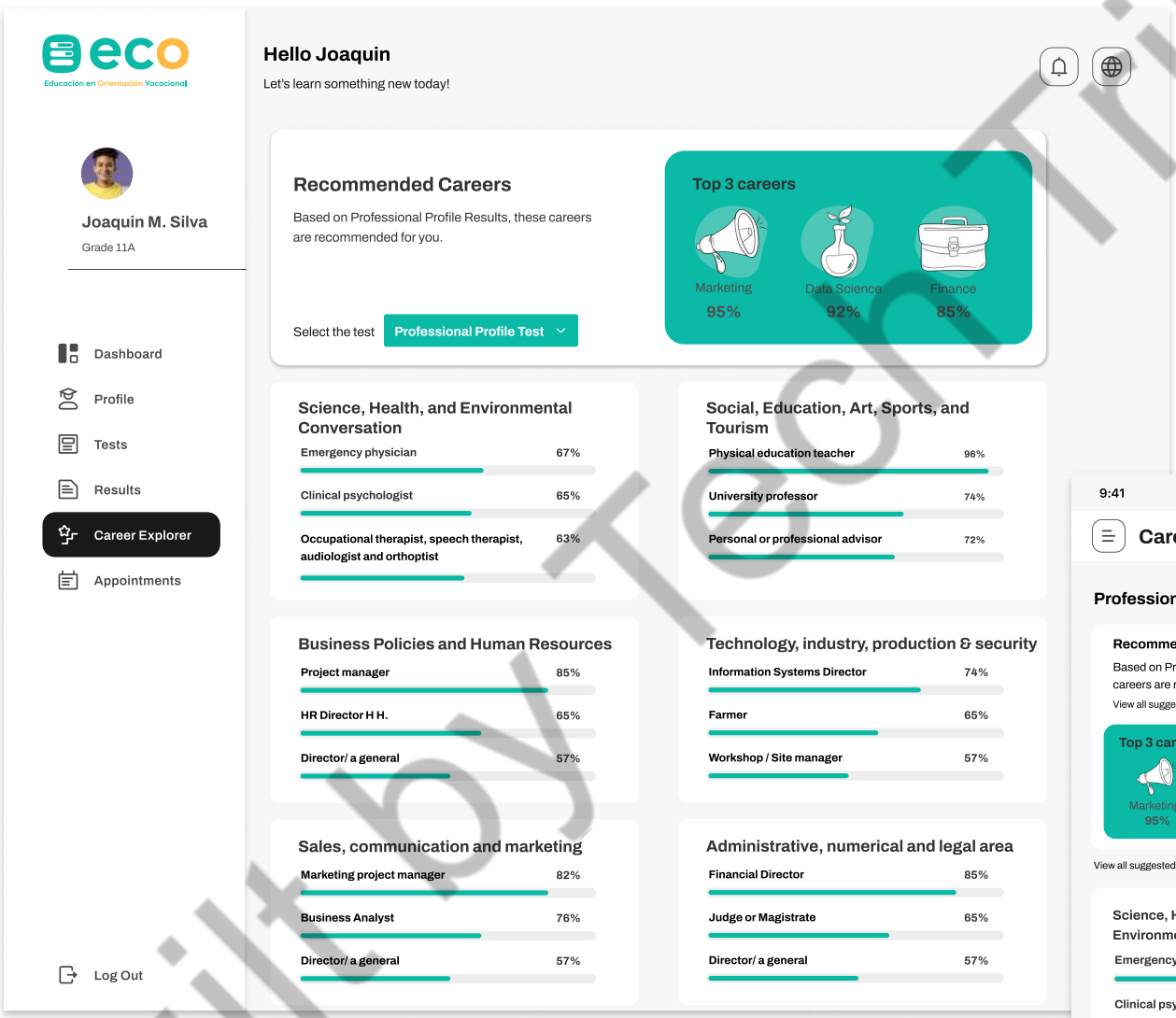
## Student Career Explorer

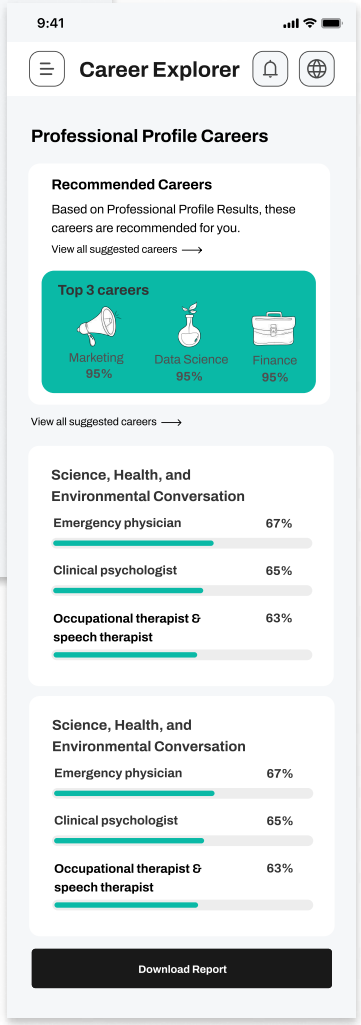



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# Mockup

## Student Career Explorer

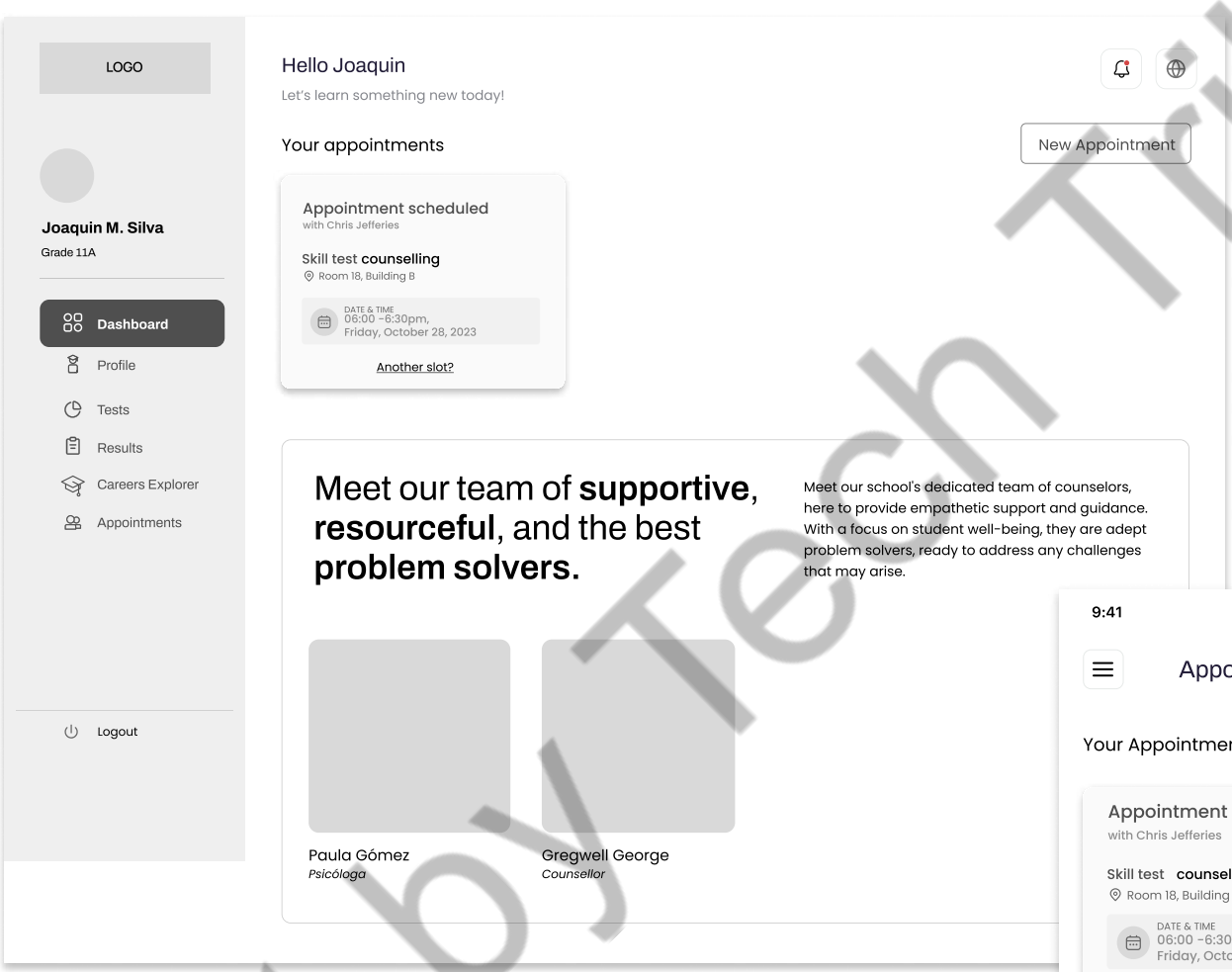


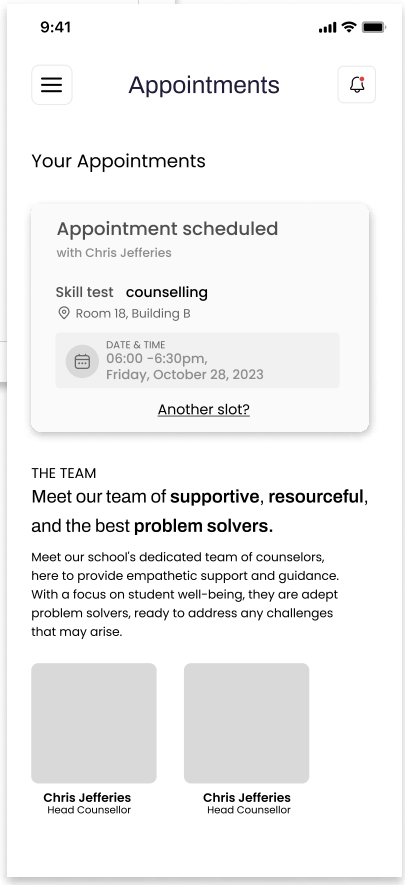




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# Wireframe

## Student Appointment

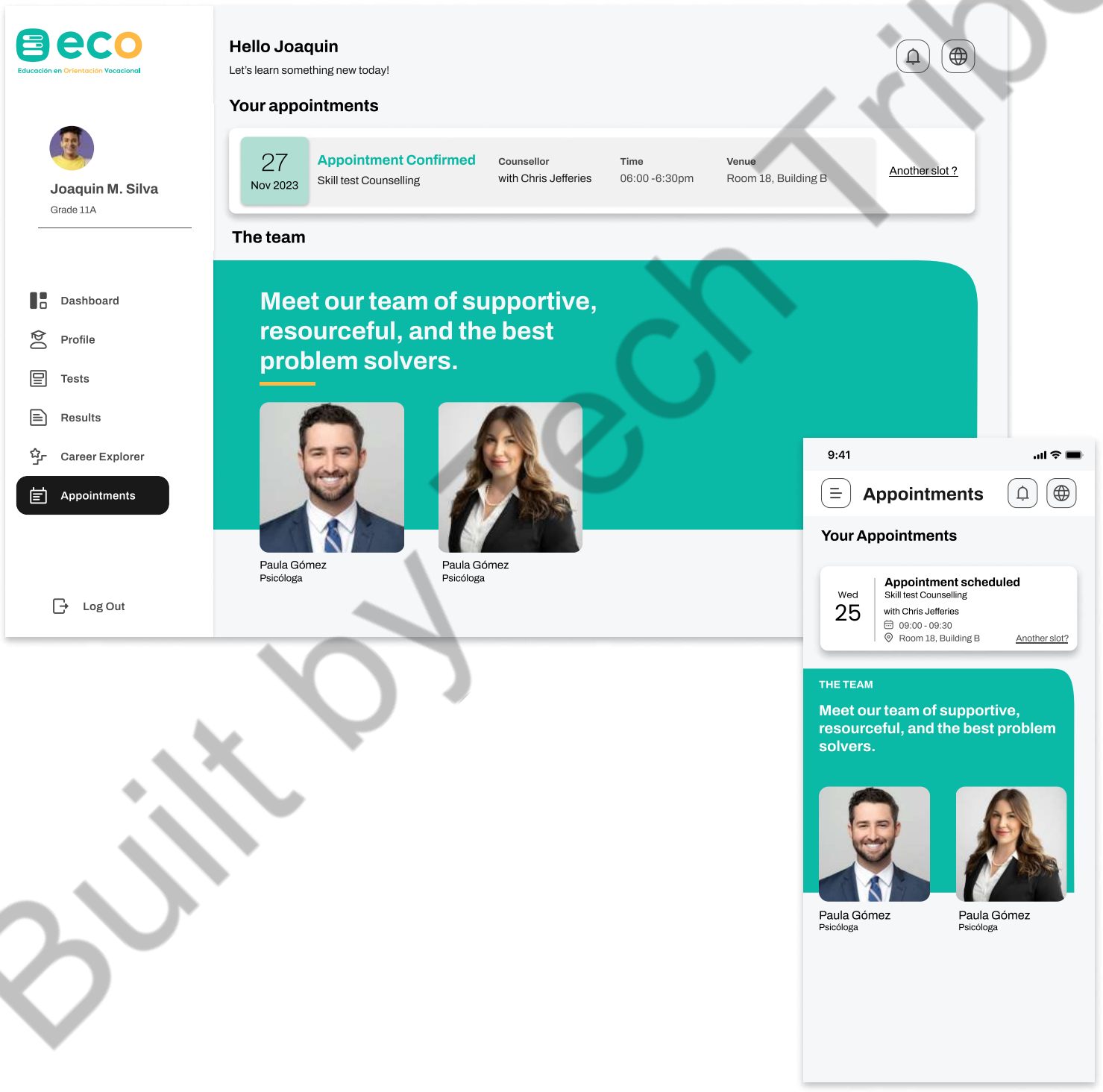



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# Mockup

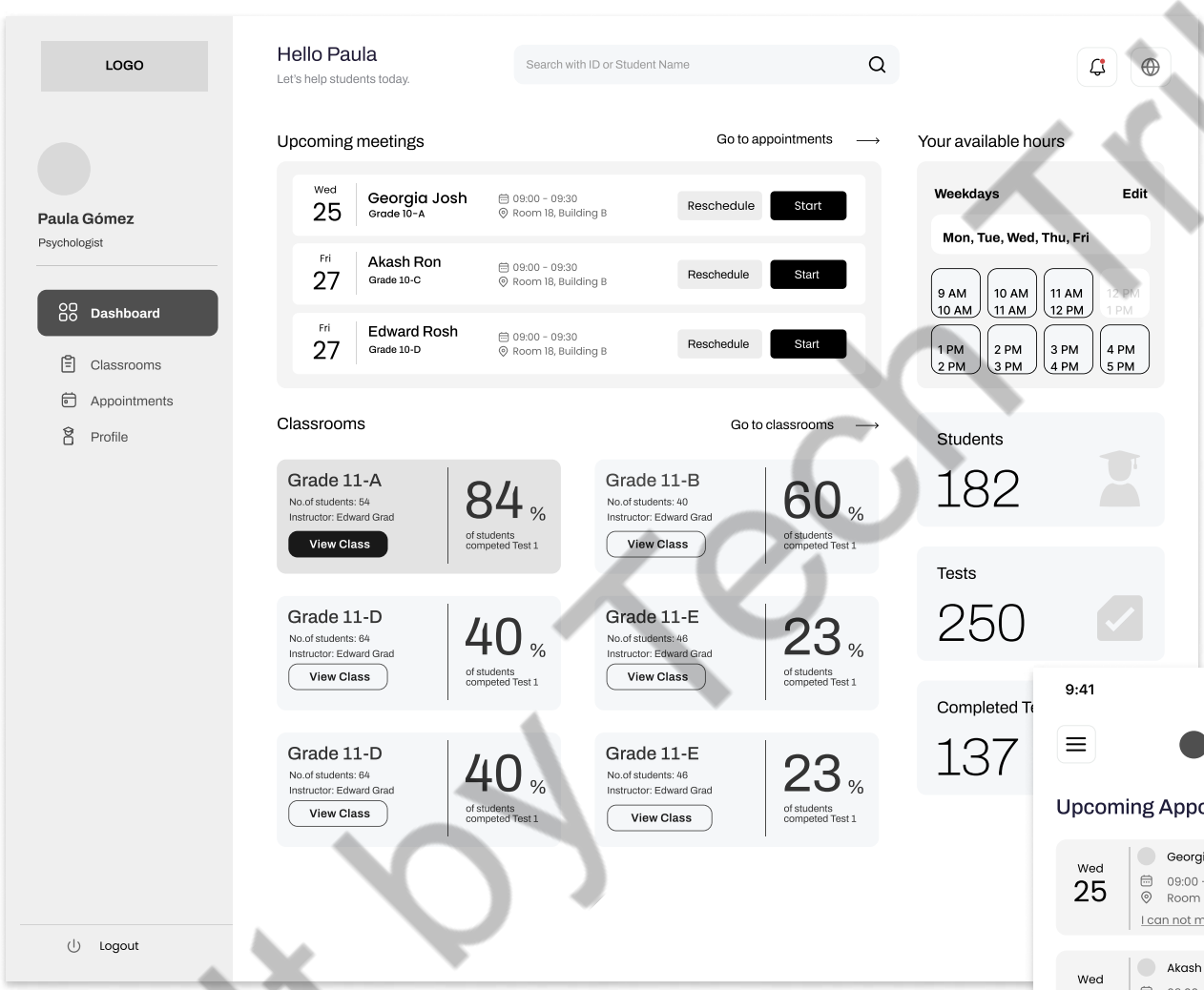
## Student Appointment

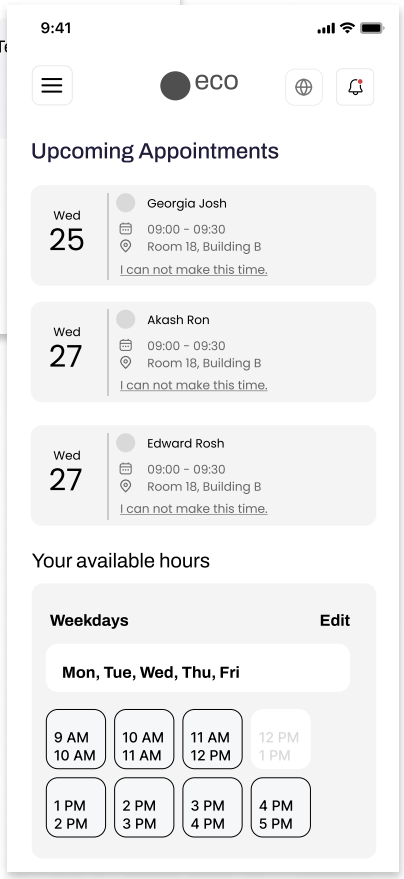



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# Wireframe

## Counselor Dashboard

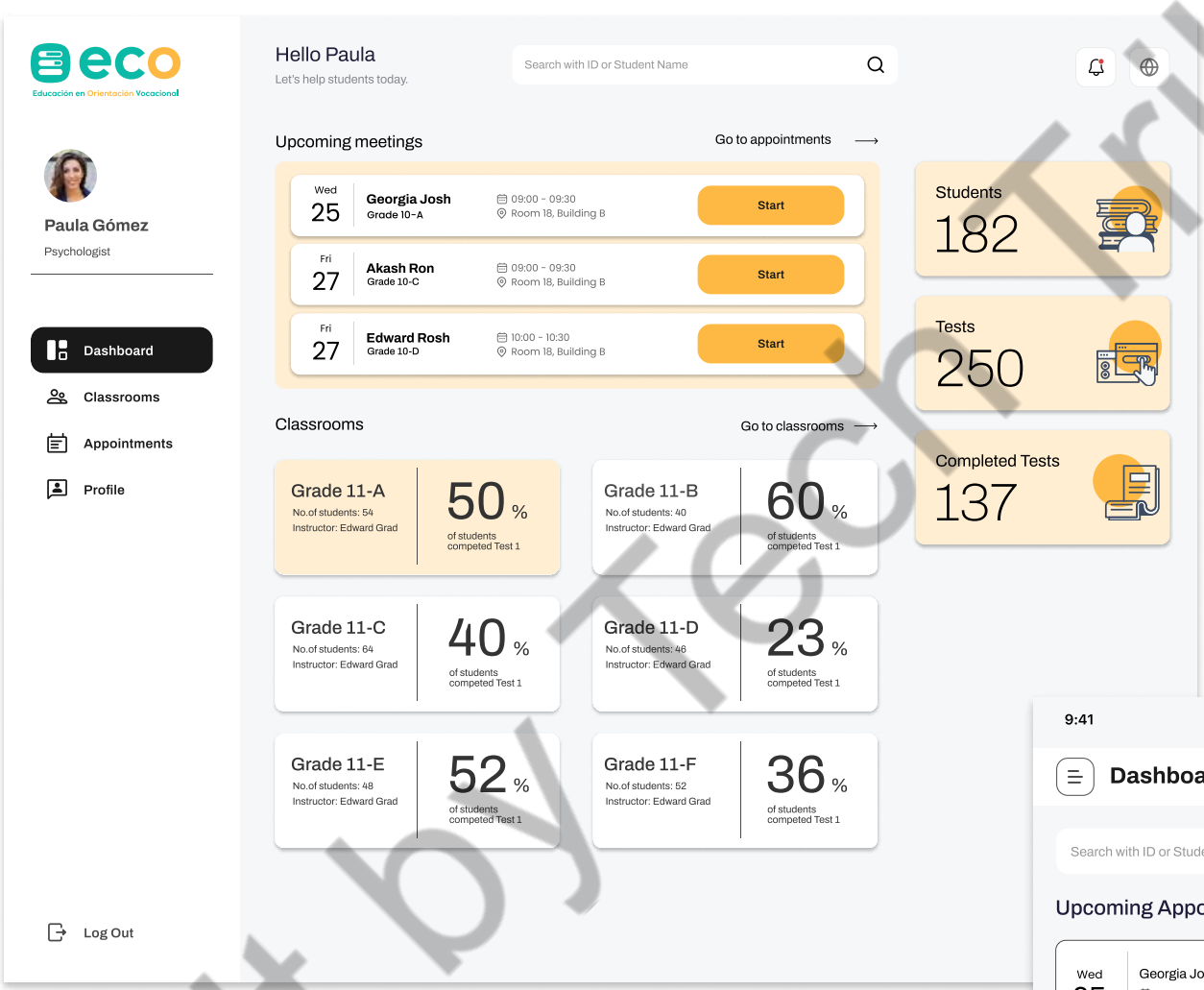


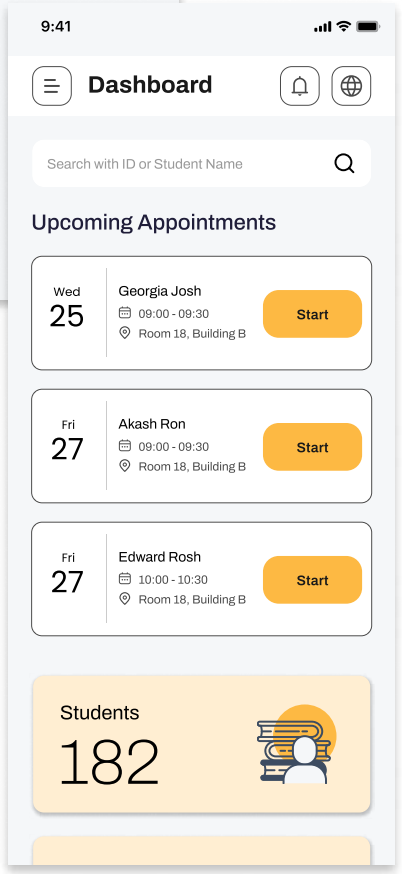




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# Mockup

## Counselor Dashboard

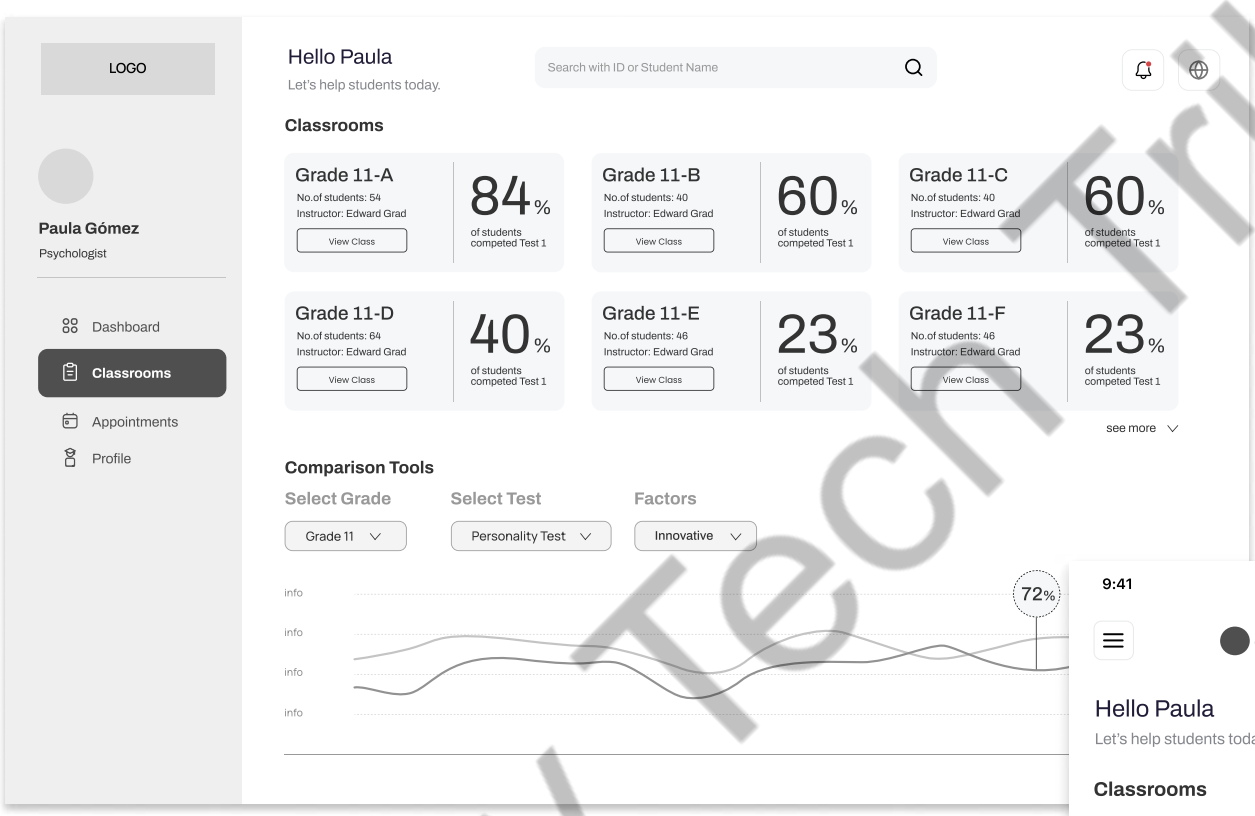


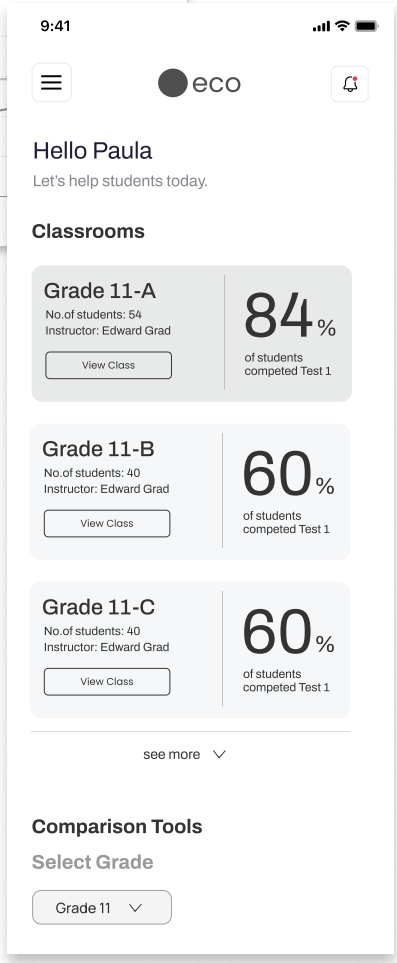




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# Wireframe

## Counselor Classrooms

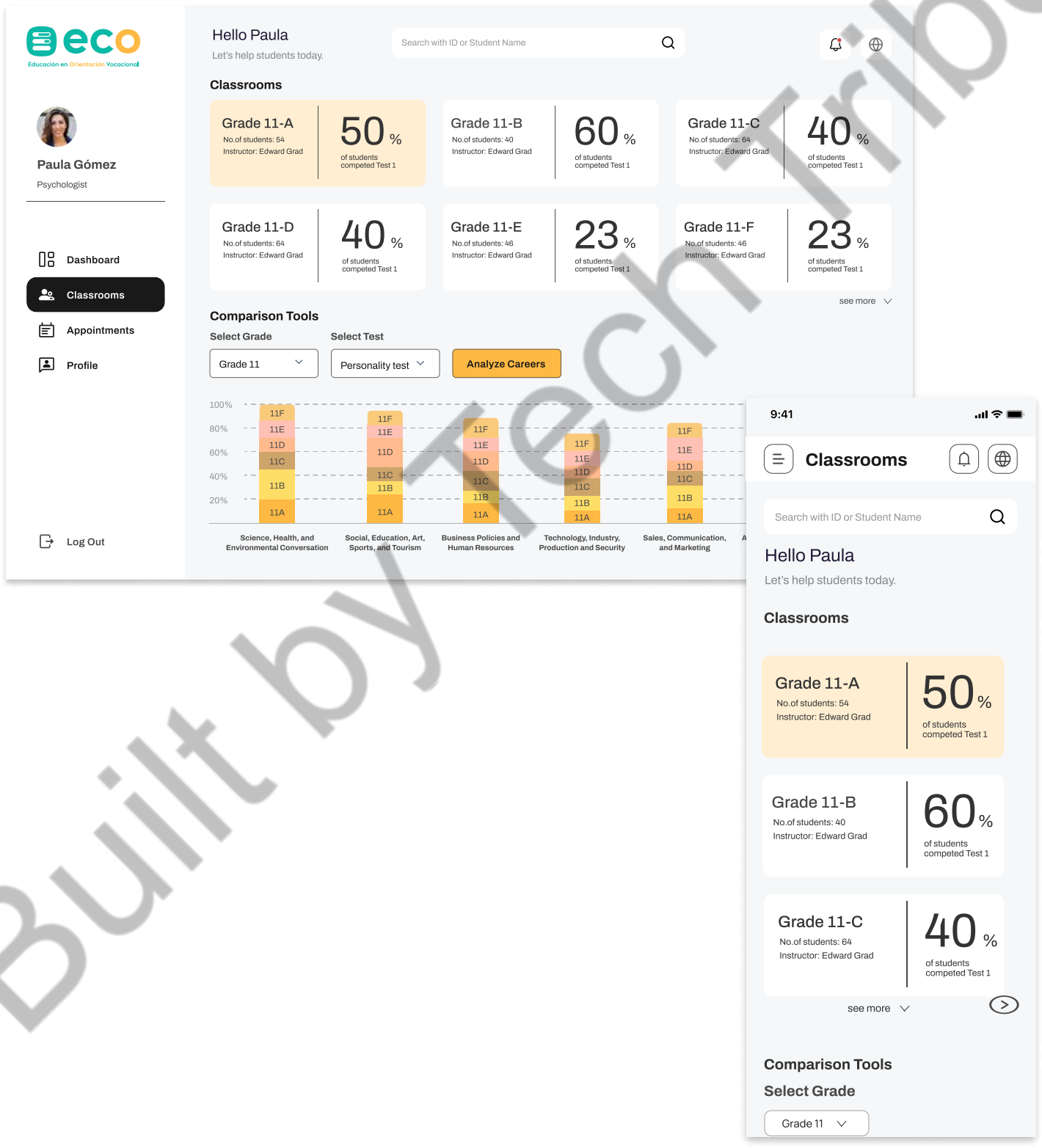



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# Mockup

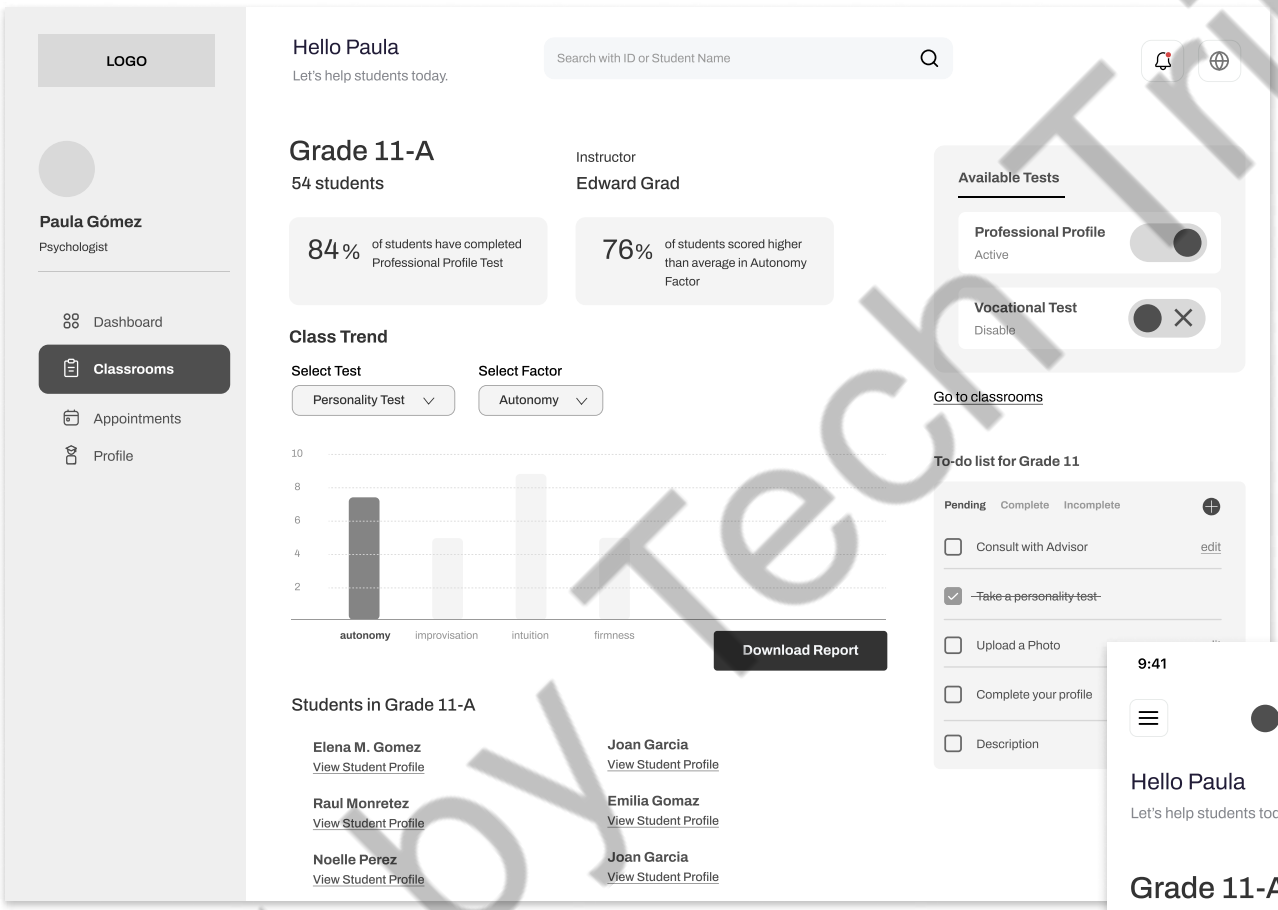
## Counselor Classrooms

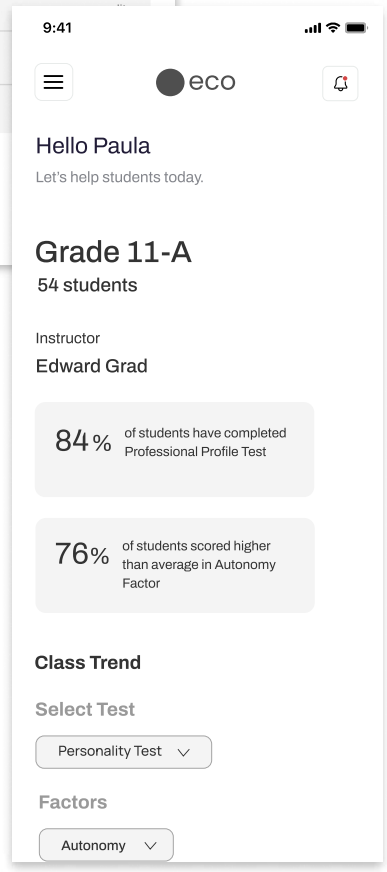



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# Wireframe

## Counselor Classroom Details

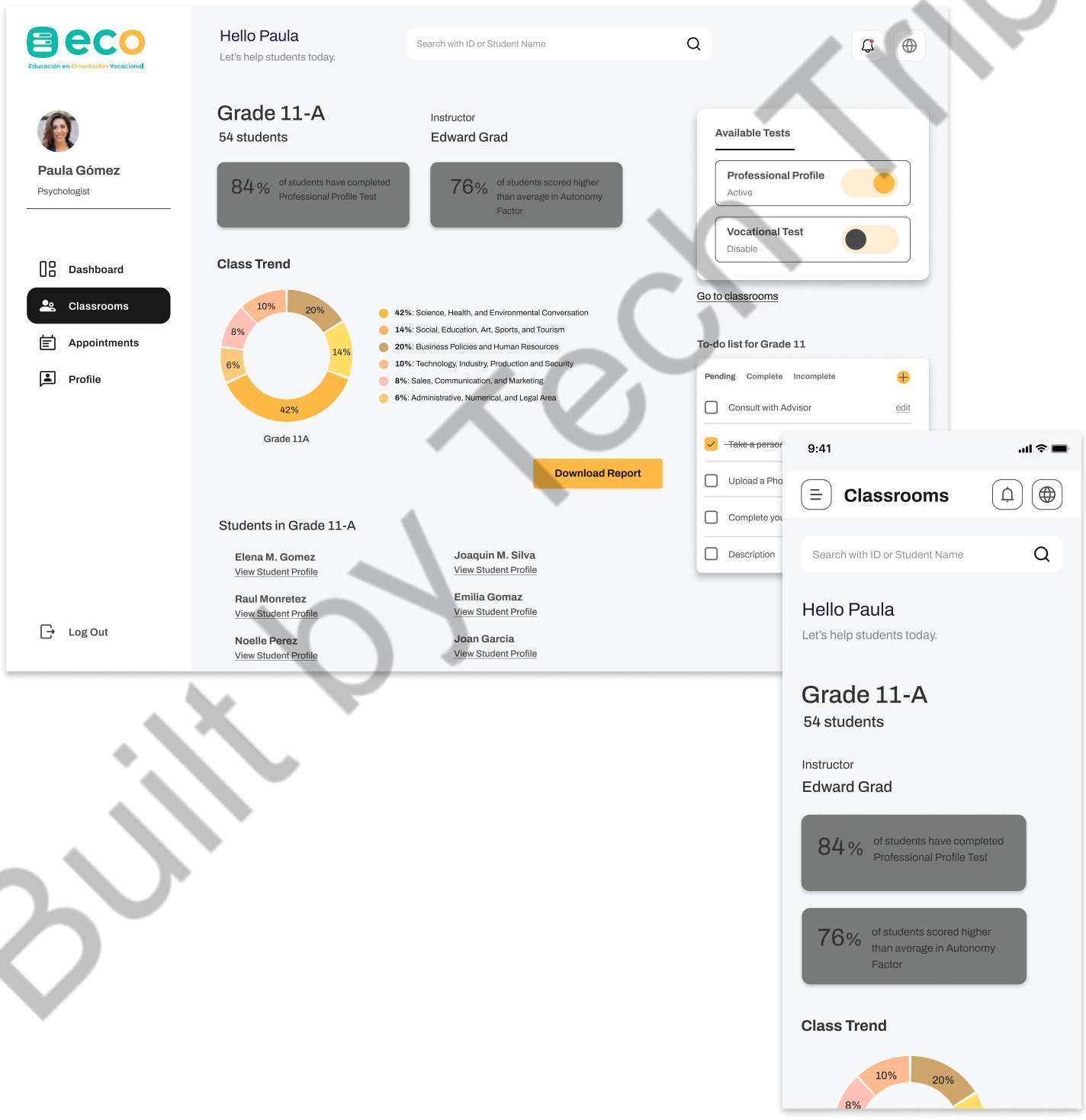



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# Mockup

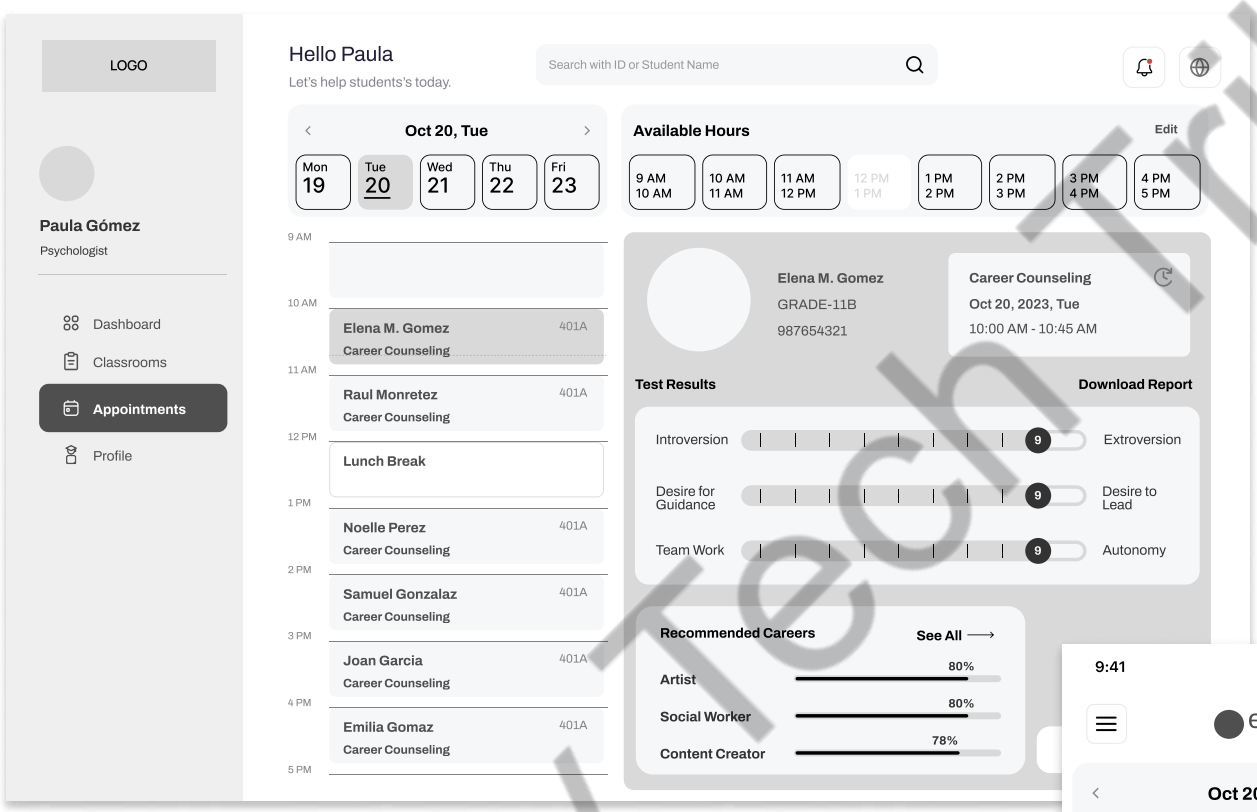
## Counselor Classroom Details

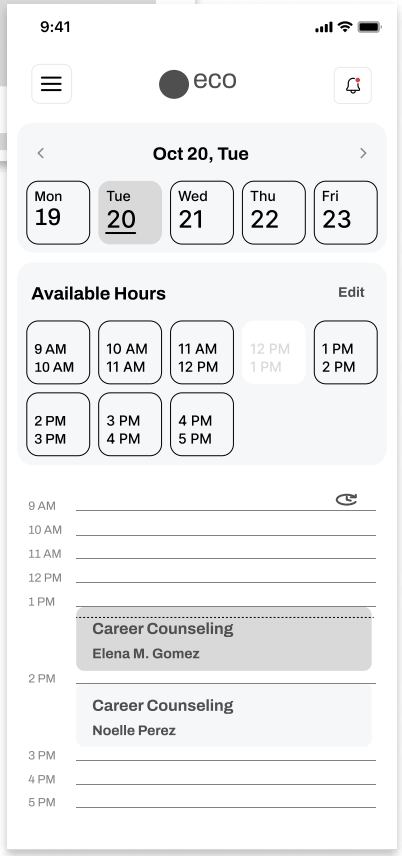



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# Wireframe

## Counselor Appointments

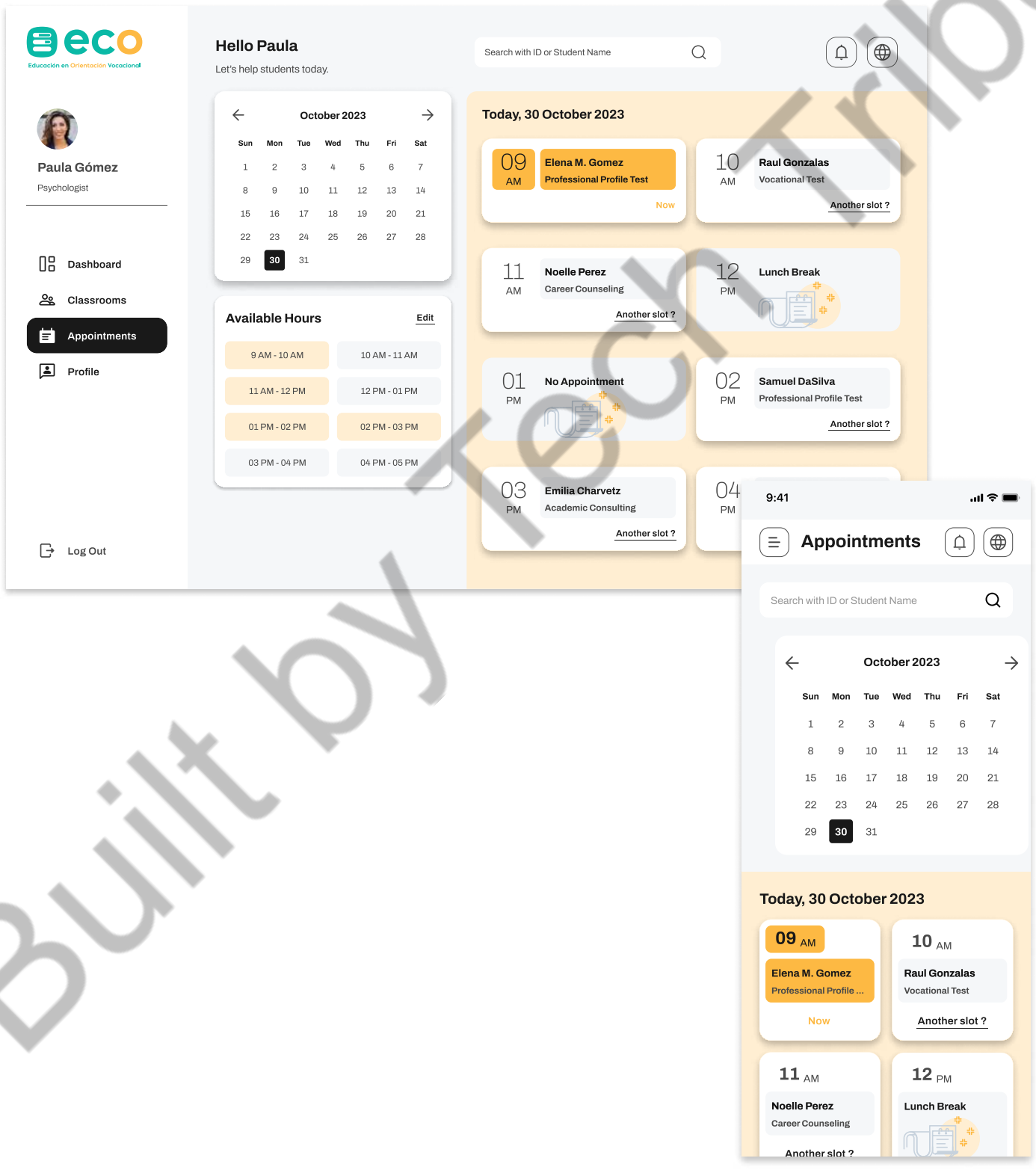



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# Mockup

## Counselor Appointments



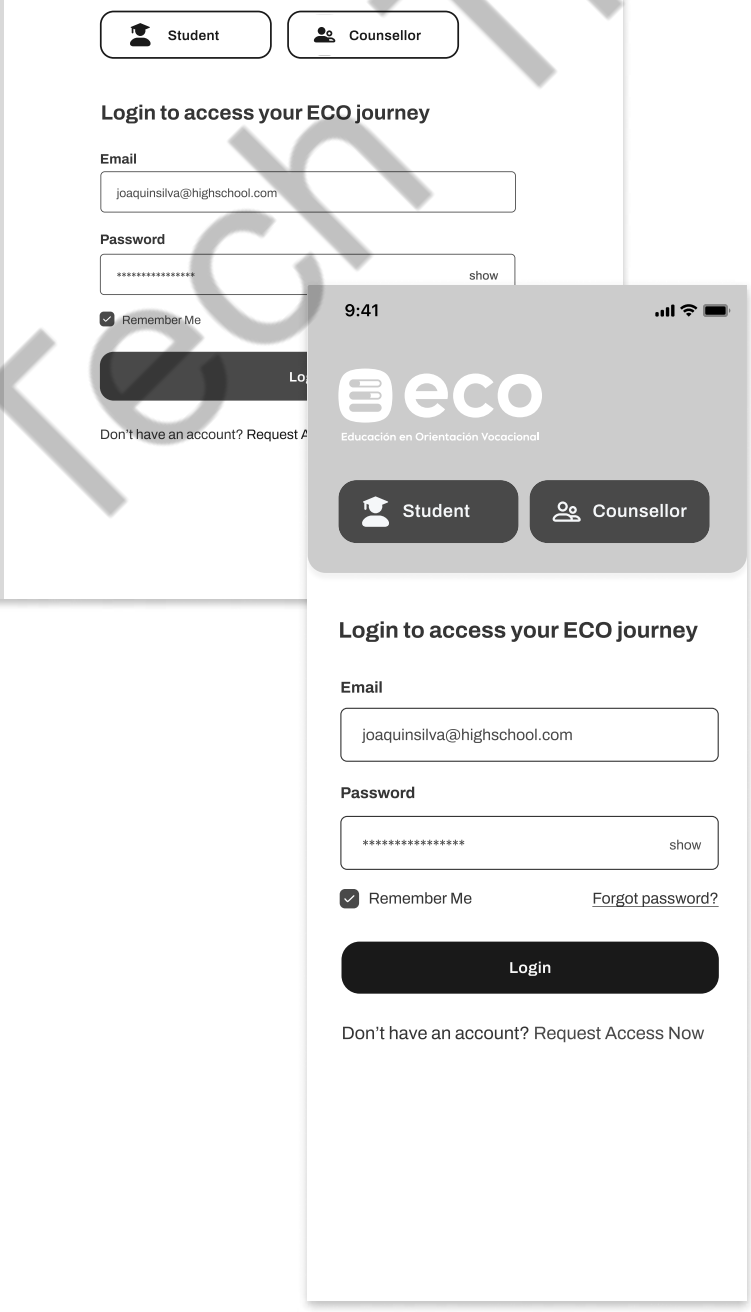

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# Wireframe

## Log in

**64%** of high school students in Latin America lack clarity regarding their post-graduation career paths. **ECO** strives to address this issue with data-driven solutions for informed decision-making.

eco
Educación en Orientación Vocacional

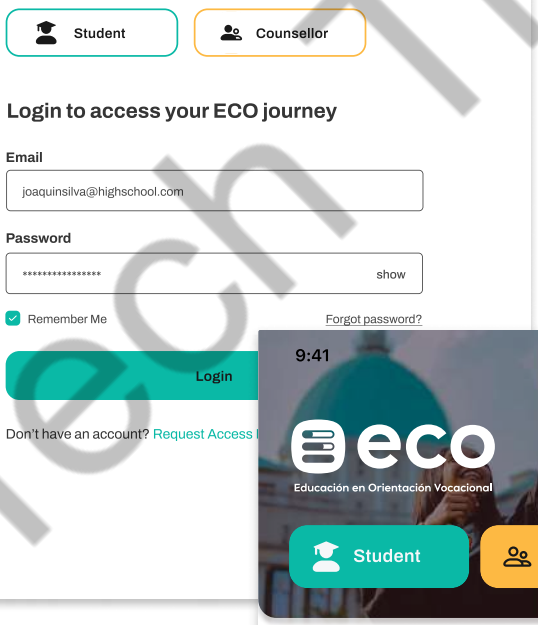


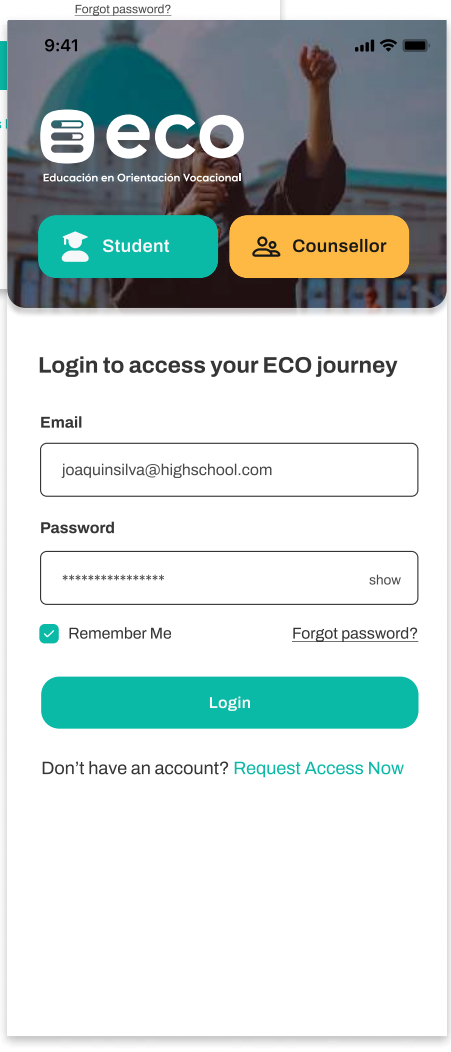

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# Mockup

## Log in



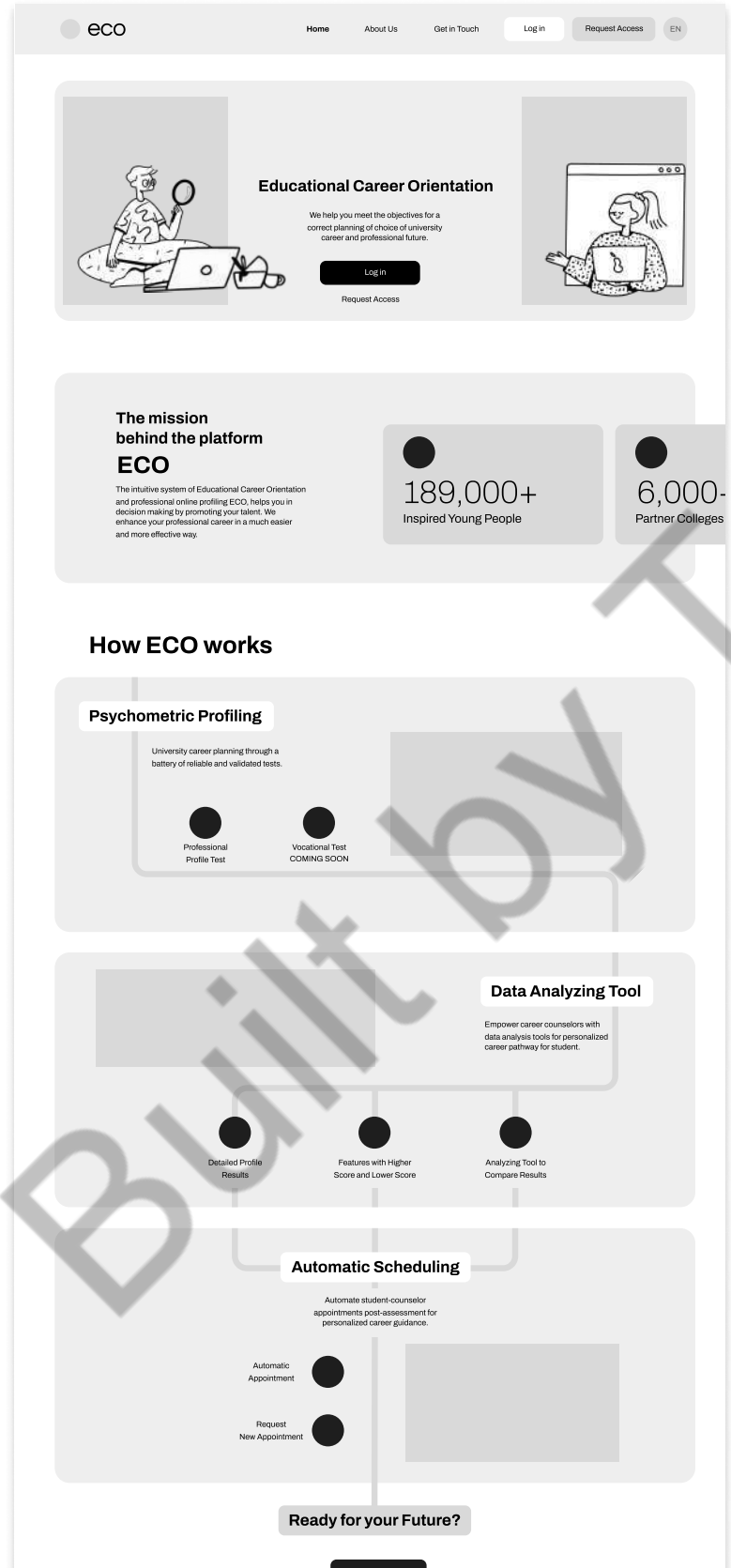



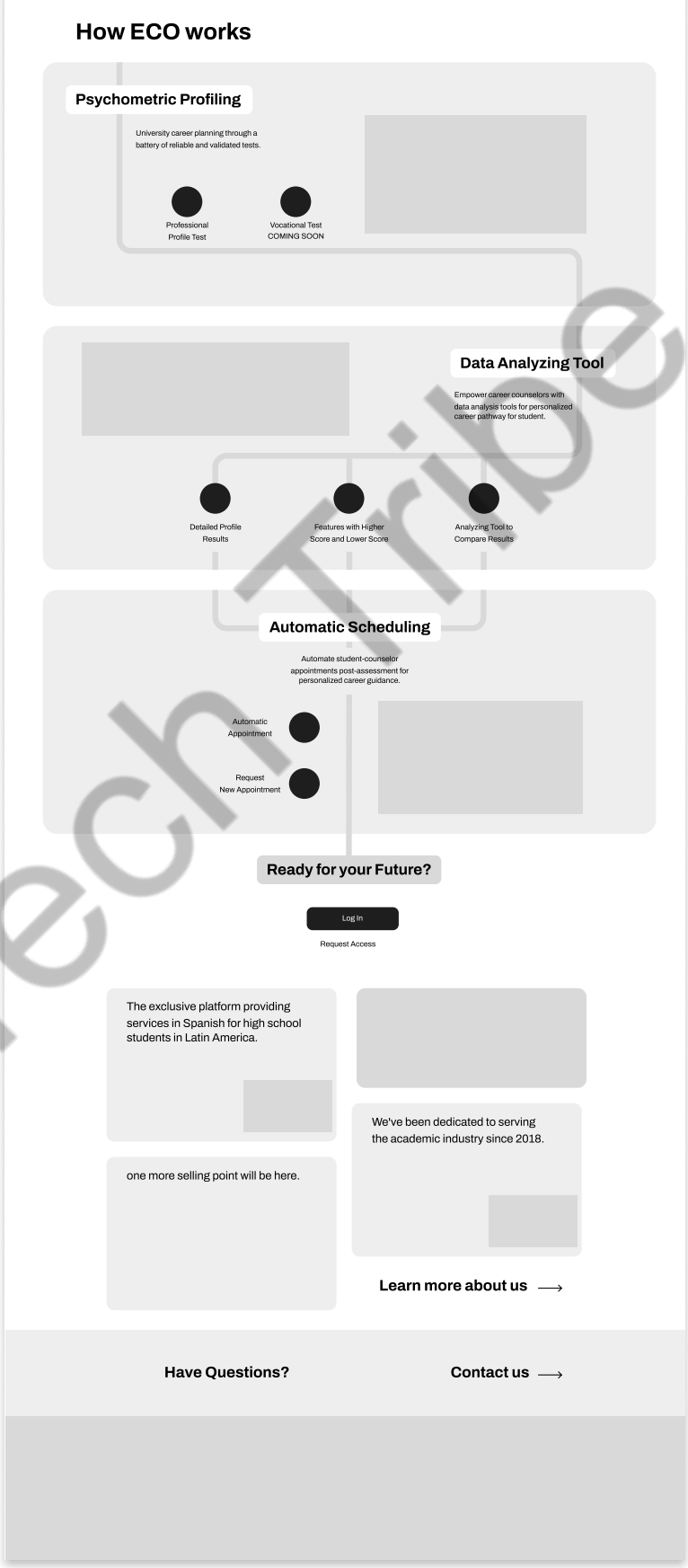




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# Wireframe

## Website

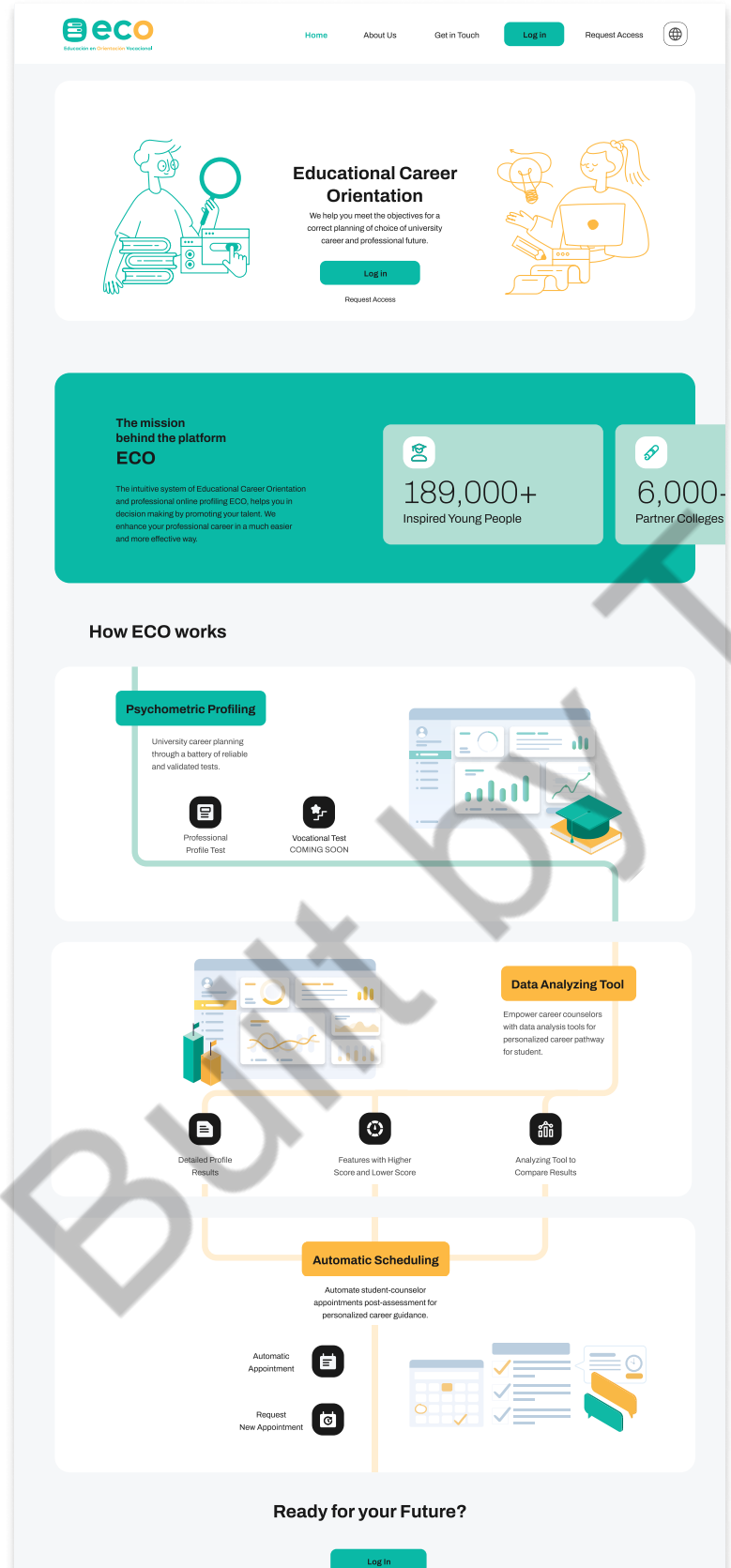


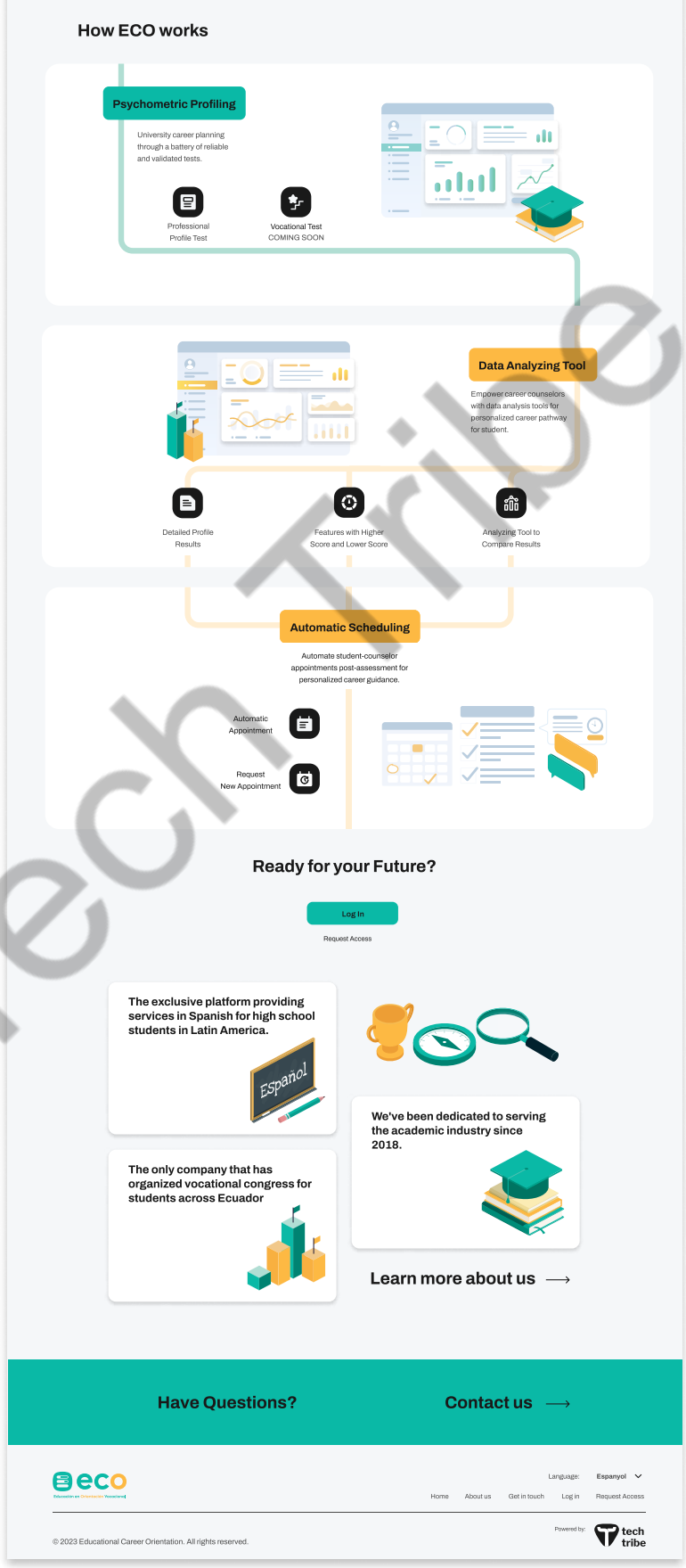




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# Mockup

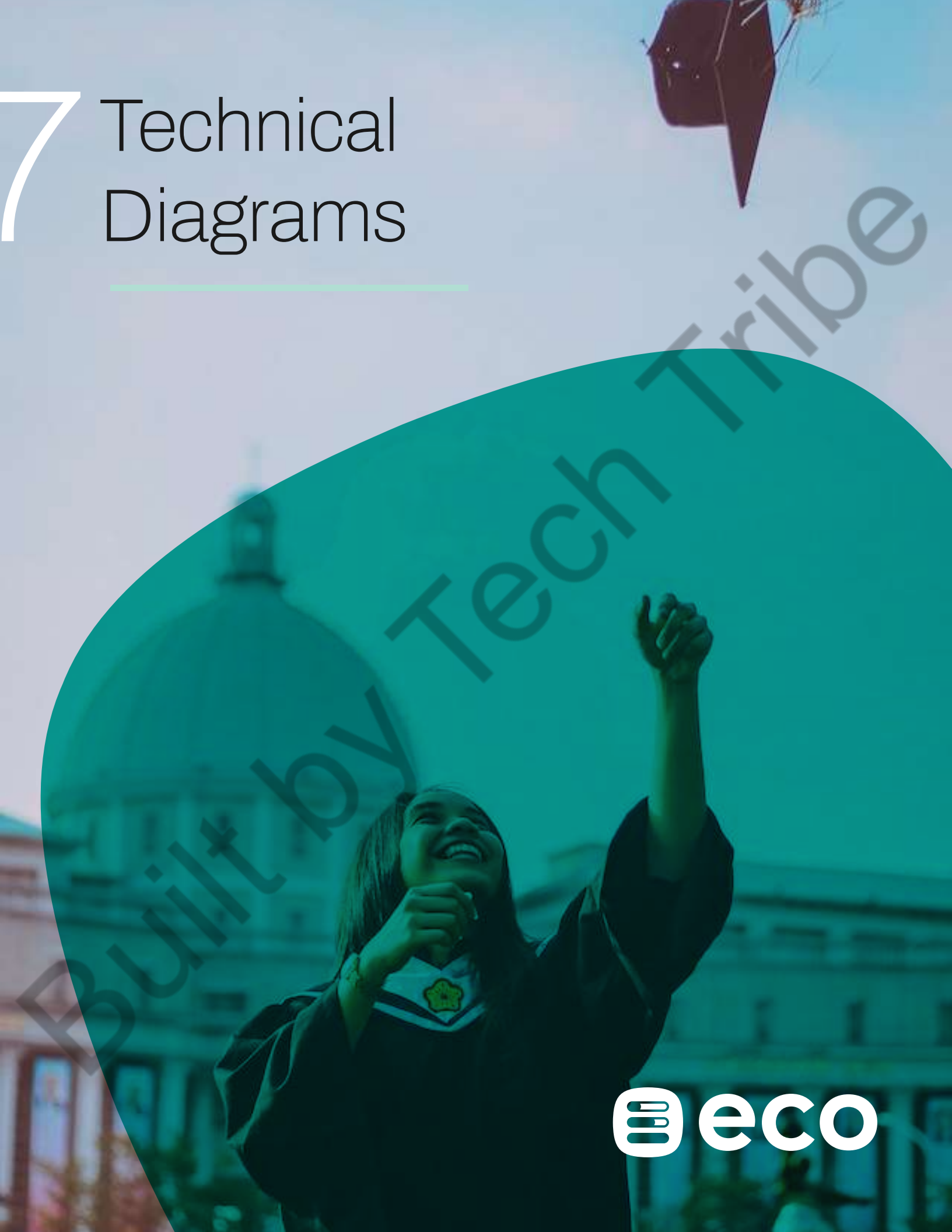
## Website



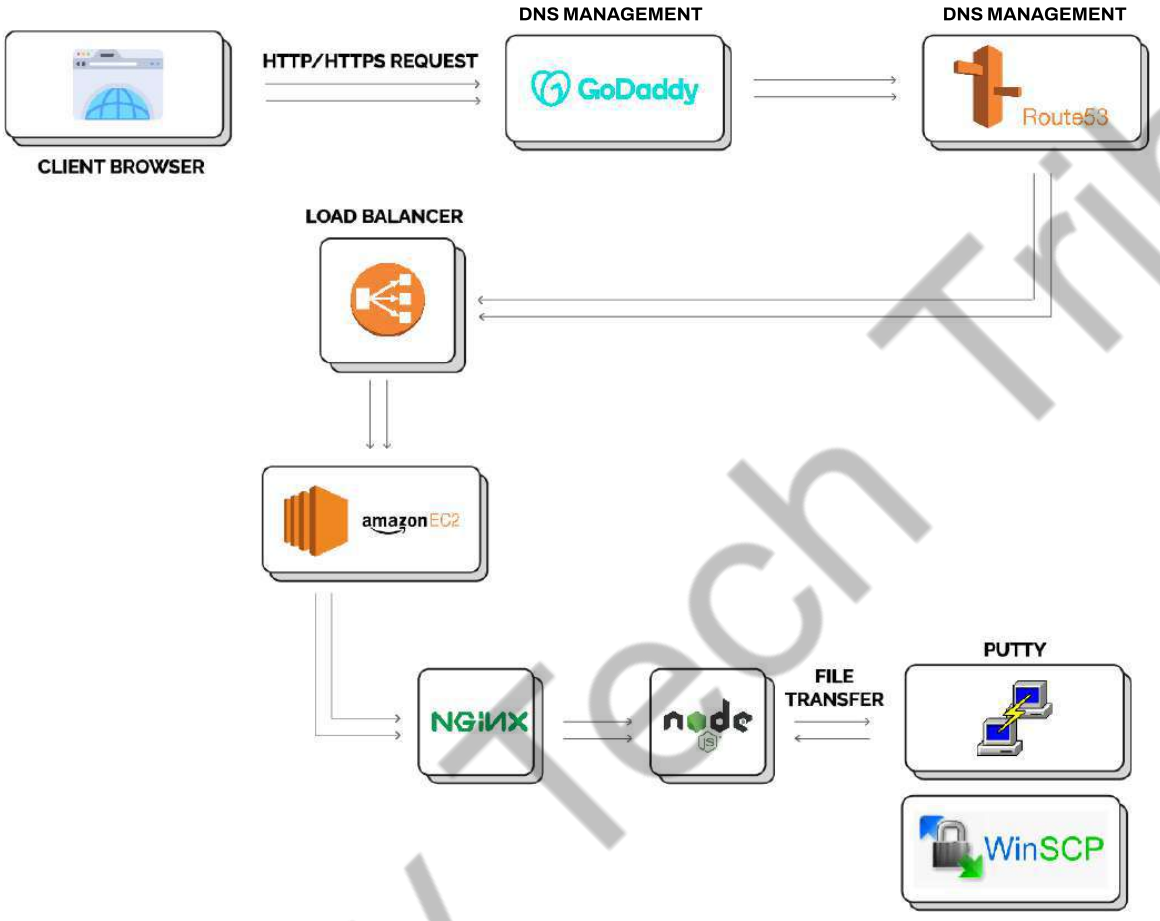

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# 7 Technical Diagrams



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# Deployment Infrastructure




# Technology Stack

**DESIGN**

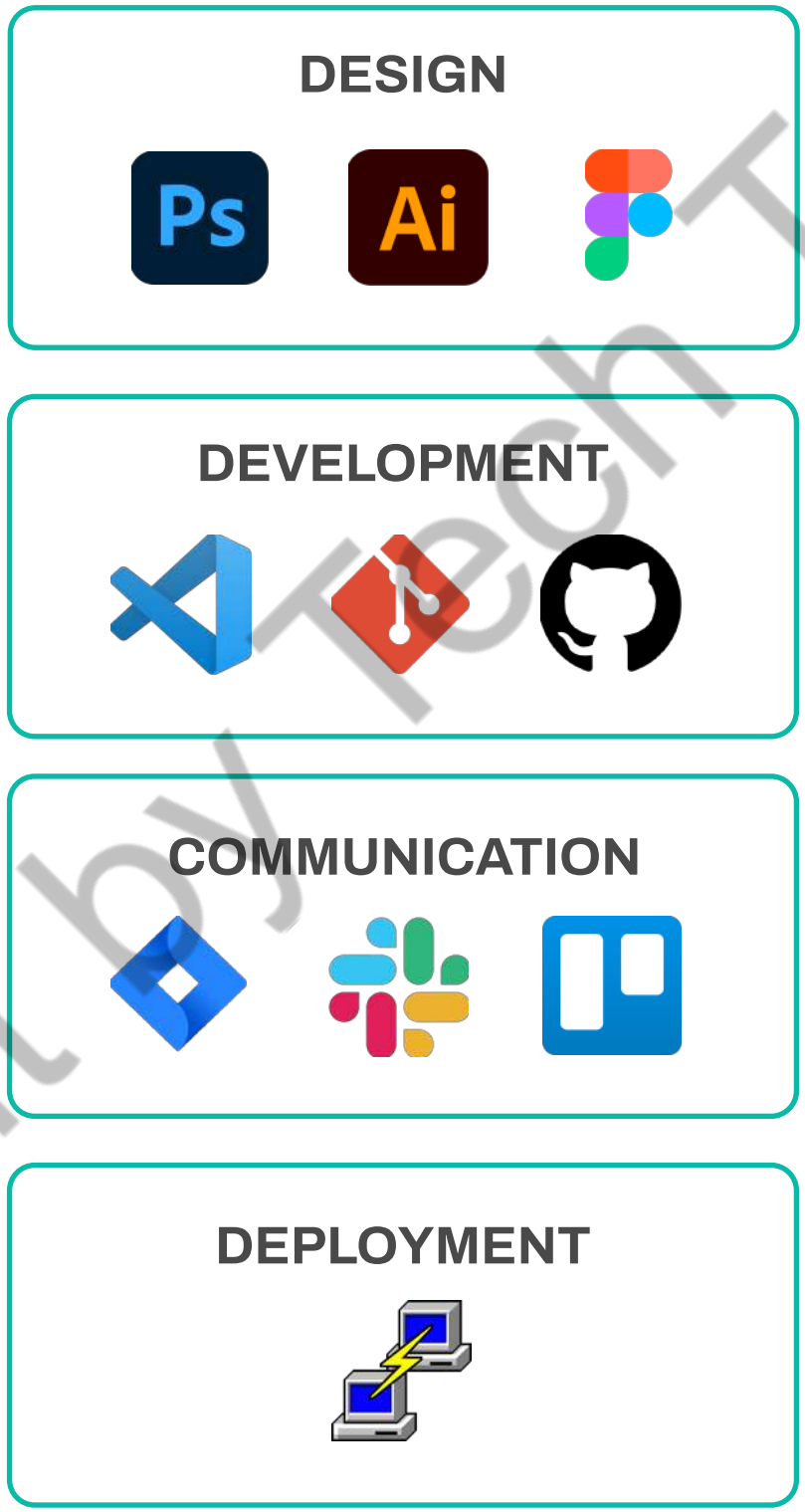
**COMMUNICATION**

**DEVELOPMENT**

**DEPLOYMENT**

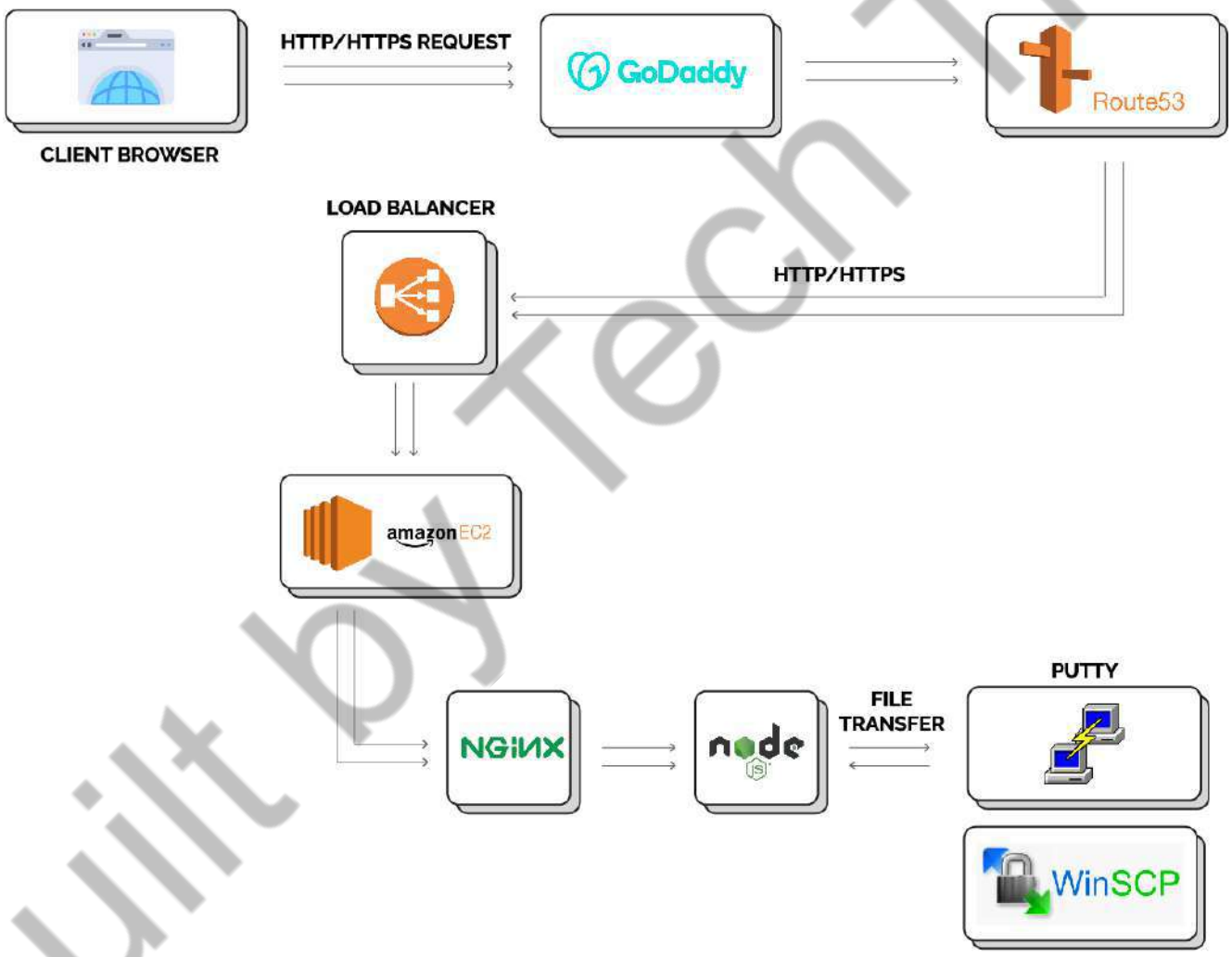
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# Technology Stack




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# Deployment Infrastructure




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# 8 Meet The Team

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# Meet The Team



## Cindy Charvet

**Front End Developer & Project Manager**

in/cindy-charvet/

Web designer and developer with 3+ years of experience in HTML, CSS, WordPress, and recently JavaScript and project management. Proficient in crafting visually appealing web solutions, I excel in ensuring efficient project delivery and communication.



## Rajat Chauhan

**Lead Developer**

in/rajat-chauhan/

Full-stack developer with 4+ years of experience using Redux, HTML, CSS, React, and Express.js. Currently using React JS for front-end development and NodeJs for backend development. Loves to dive into logical troubles to pave a path for scalable solutions. Possesses a never-ending thirst for knowledge.



## Kyaw Shane

**Product Designer**

/in/kyawshane/

A self-taught Art Director with over a decade of experience in the advertising and marketing industry. Passion for engaging with audiences/users and solving their problems through the combination of technology and creativity.



## Rahasadat Emami

**Full Stack Developer**

in/raha-emami/

Began her educational journey in the field of chemical engineering but eventually found a deep interest in programming.



## Anjali Rajesh

**User Interface Designer**

in/anjali-rajeshh/

Skilled in UI/UX design, animation, graphic design, and product design. Committed to evolving UX capabilities for a comprehensive, user-centered approach.



## Salman Shahzad

**Visual & Product Designer**

in/salman-shahzad-design/

A skilled designer in UI/UX, animation, graphic design, and product design, having six years of experience in advertising and marketing. I am dedicated to enhancing user experiences through accessibility and a user-centered approach.



## Priscilla Morales Garcia

**Full Stack Developer**

/in/priscilla-moga/

Visual Information Designer with 3+ years of experience in the design field. Knowledge of UX and recent interest and approach to web development (HTML/CSS/JS).



## Jannet Magdeline

**Full Stack Developer**

in/magdeline-jannet/

Software Developer with experience in HTML, CSS, Javascript, Java & PHP. Curious to learn and work with new technologies.

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# 9 References



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