

Teens know about:

painting
drawing
photography
writing
film
music
theater

Teens don't know about:

motion graphics
animation
industrial design
typography
cinematography
music composition
CGI art
costume design
fashion design
playwriting
screenwriting
journalism
set design
game design
sound engineering
makeup art
foley art
lighting design
illustration
arts administration
curation
graphic design
interaction design
information design

GURU

TO CONNECT, EXPOSE & INSPIRE

A social network for teens to explore and pursue their future in a creative profession.

Teens are largely unaware of the creative professions that are possible. While they are aware of general fields, such as film and painting, they don't know that these fields are simply jumping off points to a much deeper range of professions.

GURU is an online social network that builds teens' career awareness by identifying the deeper professions within web content (videos, articles, news stories, etc.) as they surf the web during their everyday activities. GURU connects teens to professionals in these career areas and tracks their career interests as they surf, building content collections that they can share with peers and parents as they build a creative and promising future.

The Journey

Unaware

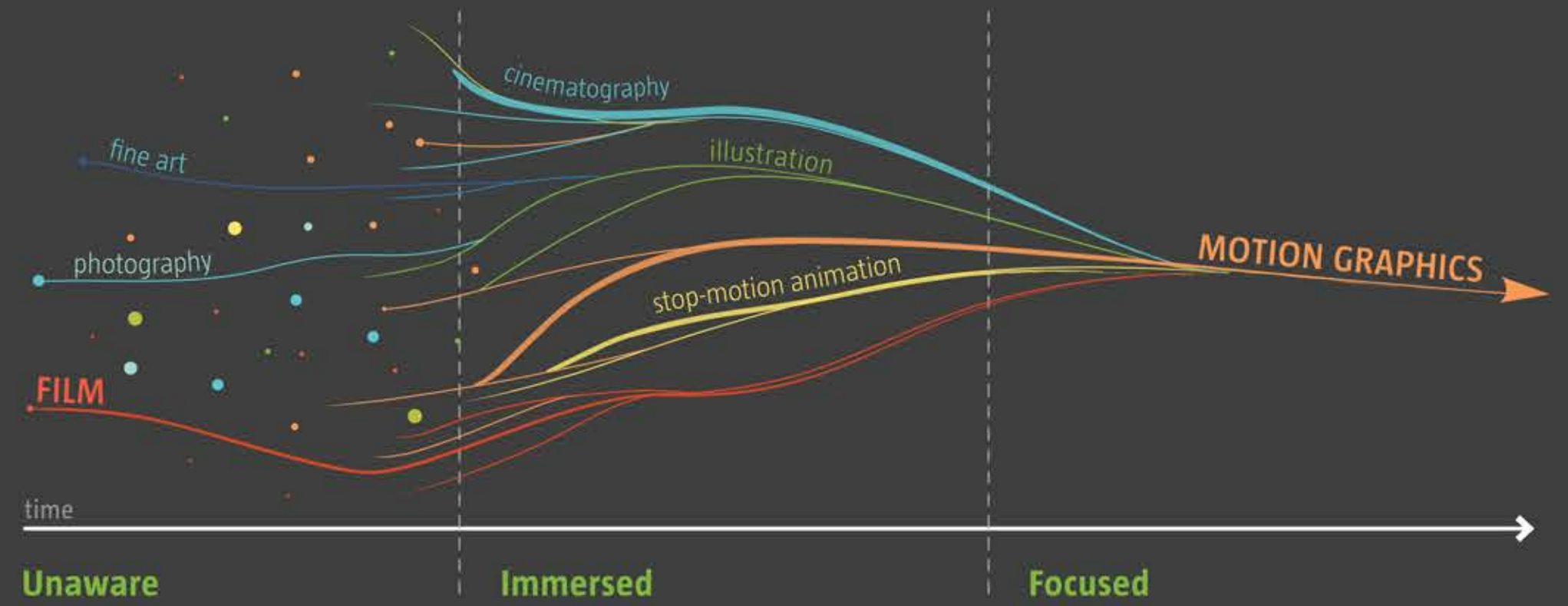
Minimal knowledge of careers and uncertain of interests.

Immersed

Exploring numerous career interests, gaining information directly from professionals, and sharing interests with friends.

Focused

Focused educational and career interests. Making informed decisions with parents about the future.



GURU Highlights

1. Professional Page

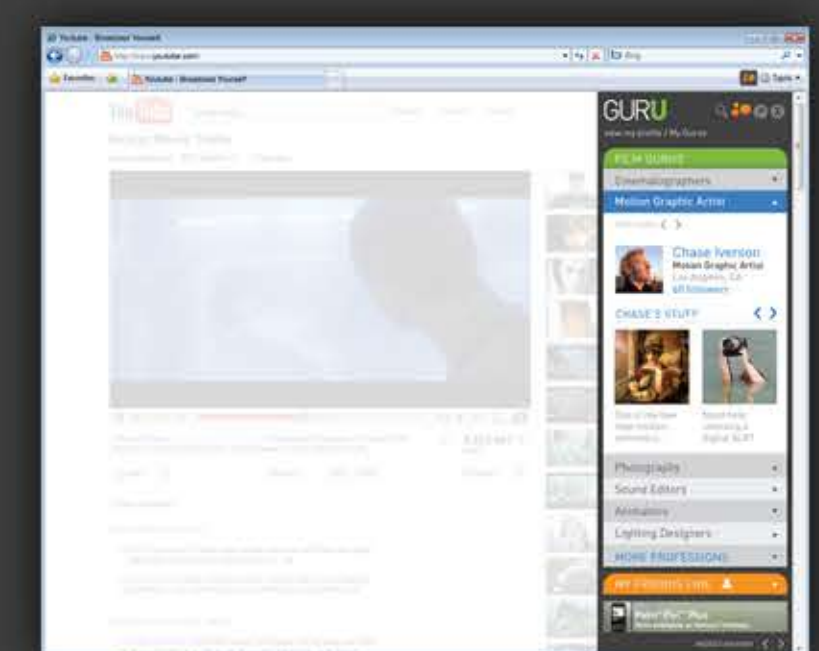
Professionals post day-in-the-life stories, work samples, inspirations, and answer questions on their message boards.

2. Browser Sidebar

The sidebar tracks teen surfing patterns to suggest customized recommendations about careers and professionals to connect with.

3. Teen Page

Teens explore and share their collections, follow professionals and develop their interests.



Microsoft Design Challenge 2010
Service Meets Social

Carnegie Mellon
Design

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