

# Selfsuite®

## Product development strategy

Prepared by Glenn Greenhill 2nd May 2019

# Providing career advice is a complex process that combines:

1. Analysing the personality and interests of the child
2. Revealing the full range of education/training options
3. Projecting potential employment outcomes
4. The promise of satisfaction, fulfilment and reward
5. Consideration of the family's financial resources
6. Involvement of parents, teachers, advisers, peers
7. Guidance, emotional support and practical experience
8. Delivery of a path, plan and objective
9. Engagement, motivation and autonomy of the child

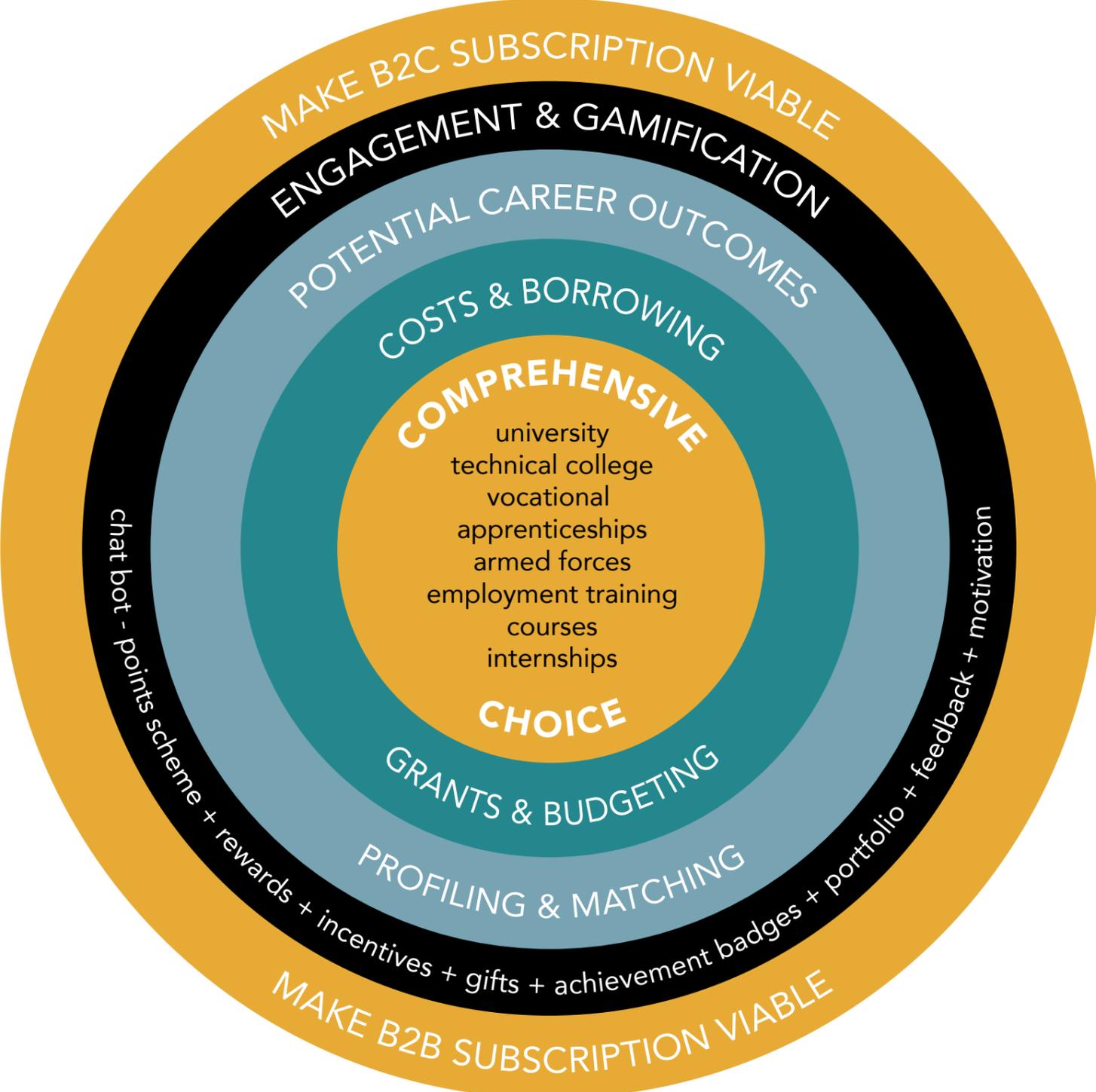
# A conceptual approach was defined



Provide students, their parents, teachers and advisors with a flight-deck to take control of the education selection process

Use computer gaming techniques to engage and empower young people

# The product is structured to deliver a subscription revenue business model



# To successfully enter a market means defining a space in which to be unique

## Selfsuite®



### UCAS

### LifeSkills

Created with BARCLAYS



immersive  
beautiful  
engaging  
enjoyable  
effective  
enlightening  
private & personal  
compelling  
habit-forming  
accessible  
memorable  
affordable



### HOT COURSES

LIST YOUR COURSES ONLINE



### Kudos



### KEY

TRAINING  
unlocks potential  
apprenticeships, recruitment,  
learning and development

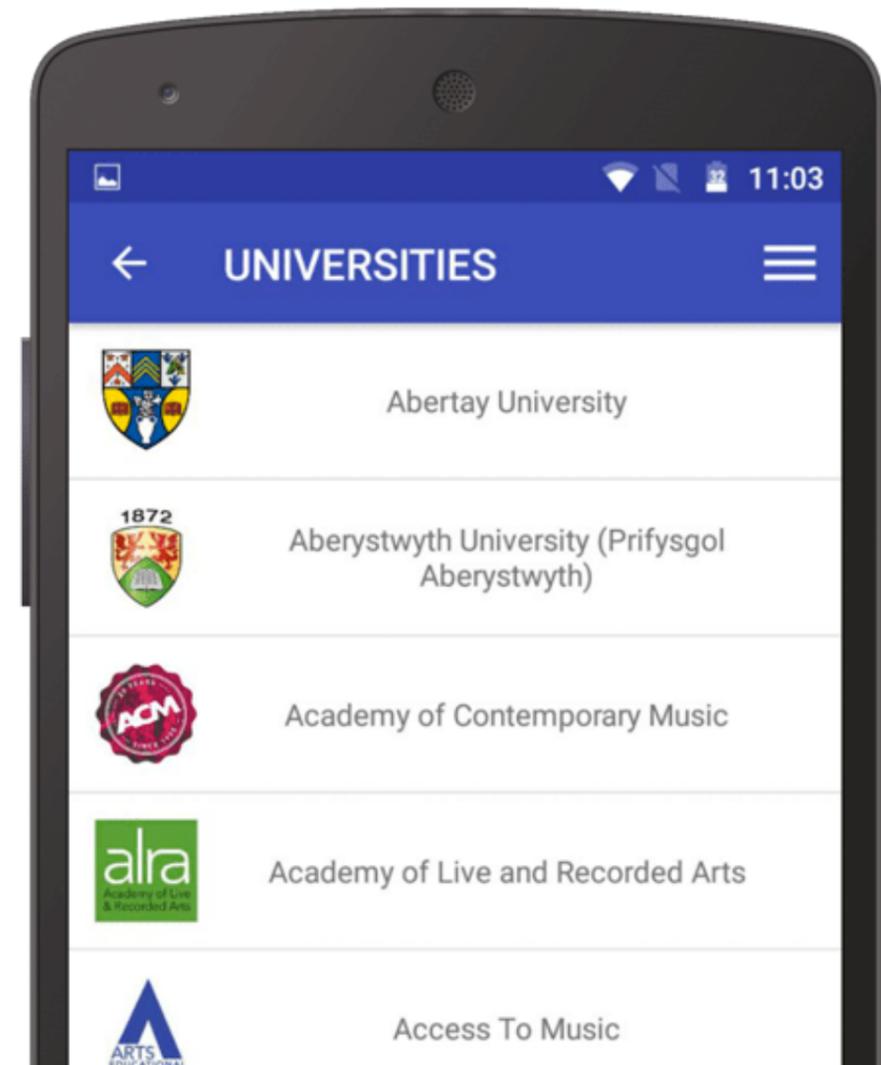
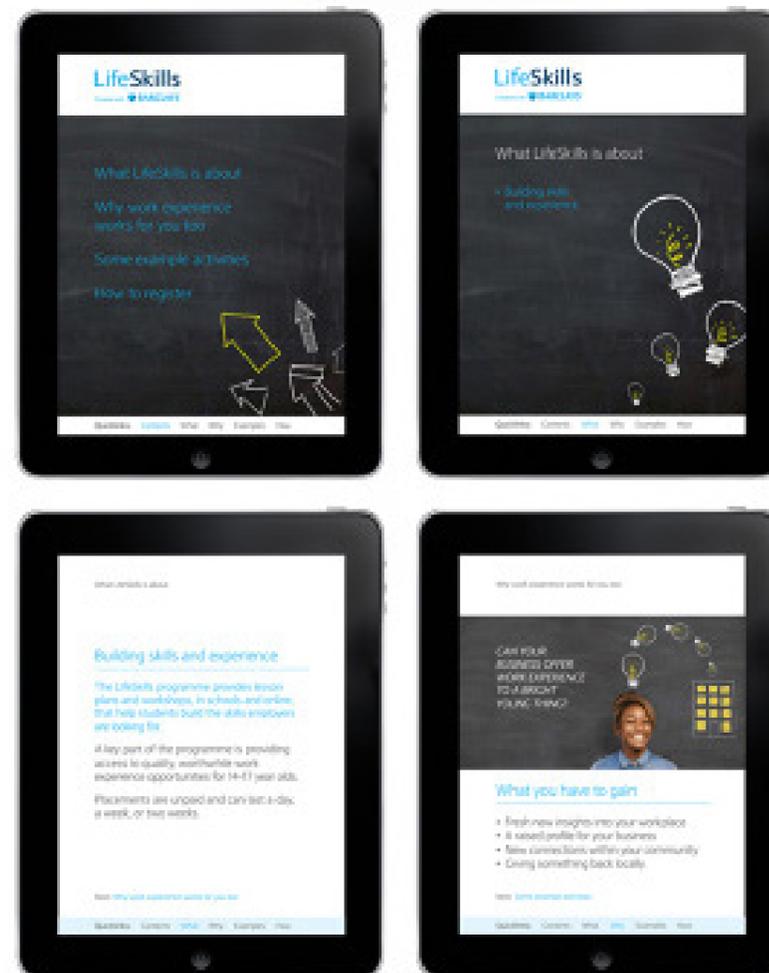
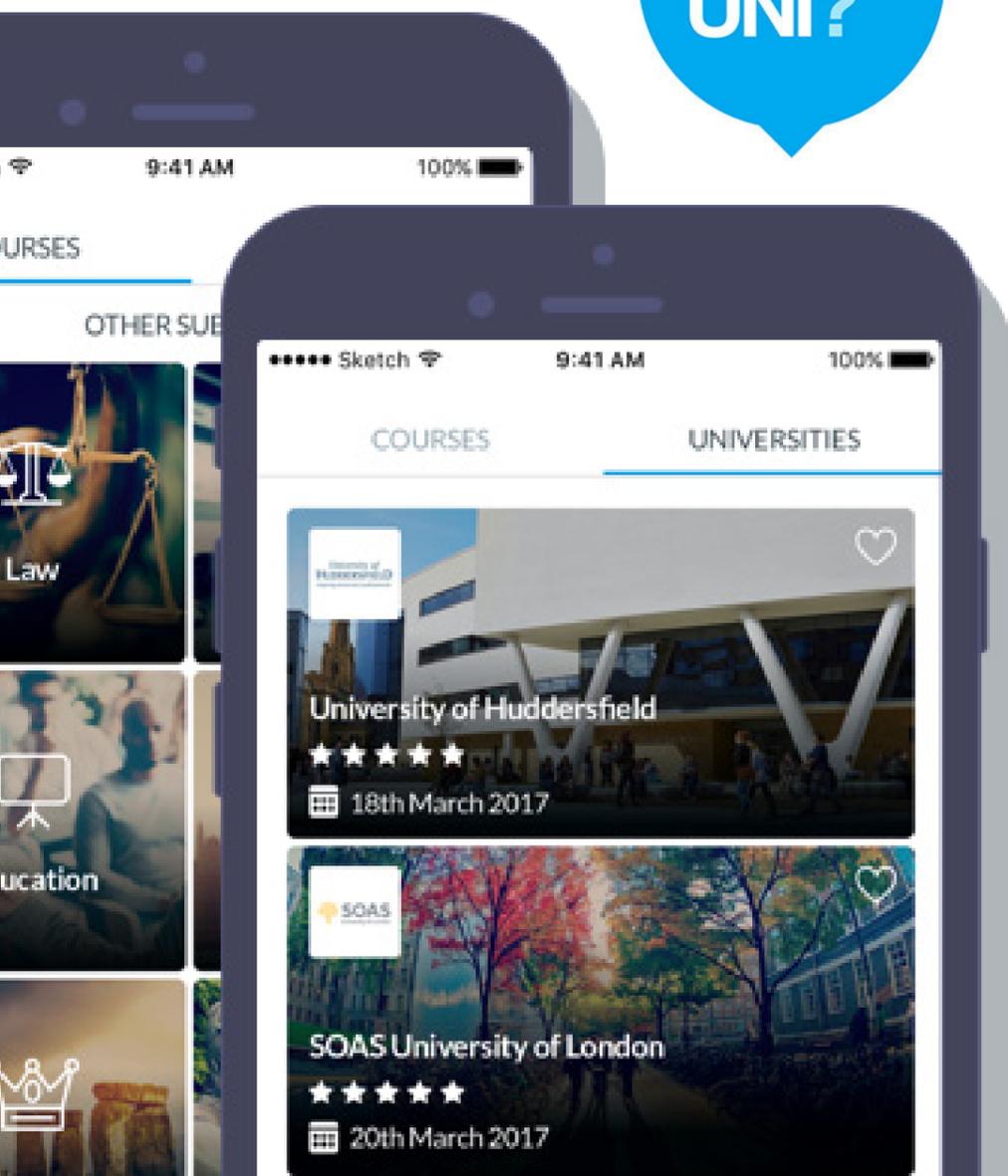
### eCLIPS

A PRODUCT FROM

### adviza



# A few brands have purpose designed mobile apps or responsive websites



# Teens are not actually addicted to their phones they *are* addicted to games and engagement with social media...

*According to the study, 60% of teens—those between the ages of 13 to 17—say that spending too much time online is a “major” problem facing their age group, with about nine in 10 teens dubbing it a problem. More than half of teens (54%) say they spend too much time on their cellphones, and 41% say they overdo it on social media. According to Common Sense Media, teens spend an average of nine hours a day online, compared to about six hours for those aged eight to 12*

*... Any way you cut it, it's a lot of time staring at a screen.*

Teens do have access to large screens



Teens do get support from their parents



Parents do like to engage with their kids



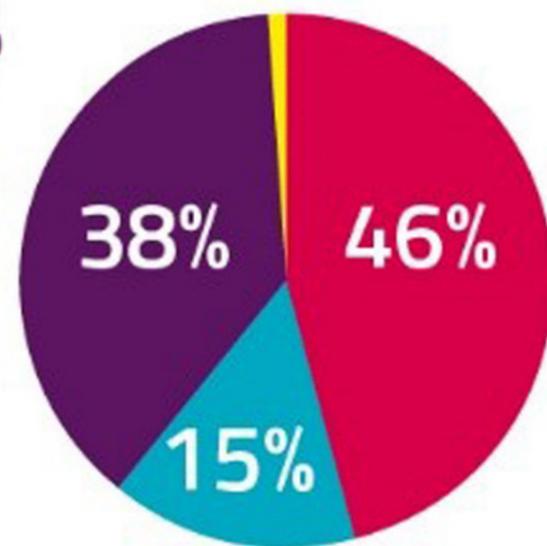
# The Smart-TV screen is an opportunity



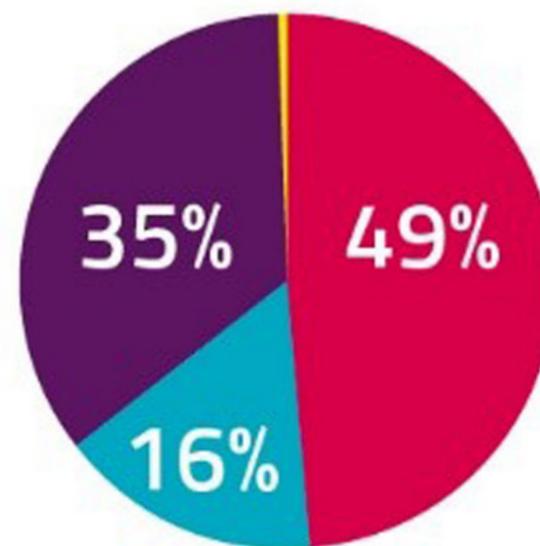
# Why children spend time online

Among those who watch both YouTube and TV programmes on a TV set, nearly half of children aged 12-15 (49%) prefer watching content on YouTube. Children in the study overwhelmingly preferred watching YouTube (almost all children watched it daily) and Netflix, to any other platforms. The study found most of the children's viewing on YouTube fell into three broad categories: 1. Tutorials on the hobbies and passions 2. Vloggers and community, 3. Sensory videos. Many children enjoyed videos which included 'satisfying' noises – such as other people making and playing with slime, or opening presents.

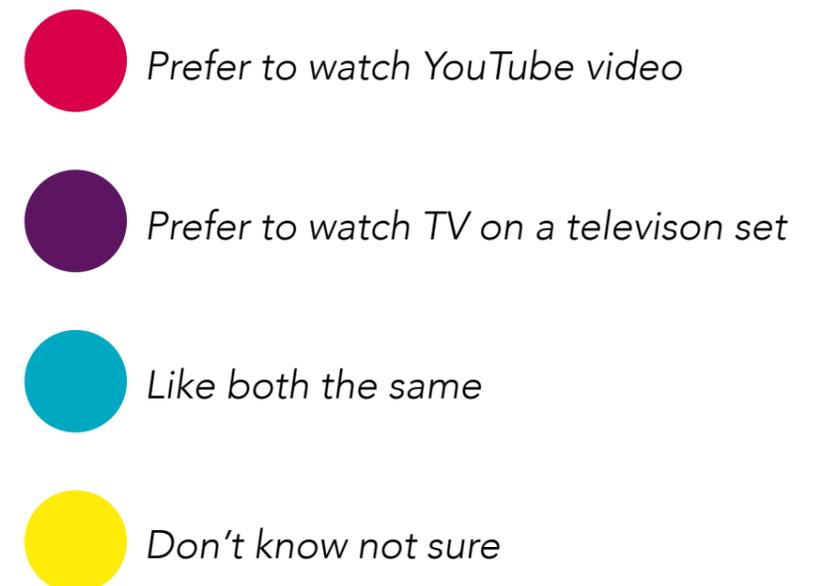
## Aged 12-15



2017



2018



# Career advice is too complex for mobile

s - Overview

## Kudos

CAREERS ▾ I'm interested in... 🔍 ⚙️ 👤

### Learning

- Subjects
- College courses
- Uni courses

### Working

- Careers ▾
- Work Areas ▾
- Types of work
- Apprenticeships
- Job vacancies

### Me

- My profile
- My assessments ▾
- My personality style
- My Plans
- My documents ▾
- General information

### My Profile

Your profile is all about you. You can view your shortlisted subjects, careers and qualifications as well as review your plans and goals.

#### My shortlists

90%

- Careers **9 Careers** →
- Work areas **5 Work areas**
- Subjects **6 Subjects** →
- College courses **0 Courses**
- Uni courses **1 Course** →

#### Me

100%

- MyFuture **100% completed** →
- MyPersonality **100% completed** →
- MySkills **100% completed** →

#### My Plans

10%

**MY PLANS**

### To do

- Make sure you add some actions 📅 to your favoured items
- You've added a lot of favoured careers. Use **Compare Careers** to help you decide.
- Start** working on your personal statement.

### My documents

 **CAREER JOURNEY**

# About Kudos from Cascaid Software

## Key Features



### Four starting points

We know young people have different levels of maturity and motivation when it comes to exploring their future options so we've added flexibility to Kudos by allowing them to start their journey of discovery in four different ways. Users can choose from 'MyFuture', 'Explore Subjects', 'Explore Work Areas' and 'Explore Careers' as a starting point, ensuring a truly tailored experience.



### Destination support

We know that the wealth of options available to young people can make choices at 16 and 18 daunting. Kudos can help them plan their personal progression with information on Apprenticeship, further education and University options. Students can discover courses and Apprenticeships, create CVs and Personal Statements to support their applications and get feedback from their tutor/adviser.



### Impartial, engaging information

We know how important it is for every young person to explore the full range of learning, training and career options. Kudos provides students with everything they need to make an informed decision about a career, such as what's involved, what skills employers are looking for, how to get into the career and, most importantly, how well suited the career is to them. Along with LMI, this helps to ensure that students can make fully informed decisions.



### Integrated management suite

We know that Kudos works best when students can discuss their results with a teacher/adviser. Kudos includes access to CASCAID Manager where teachers and advisers can track activity and get intelligence to plan interventions. Reports for each student can be downloaded to support guidance interviews, follow-up discussions and interactions with parents. In the latest version teachers/advisers can see how Kudos has helped each cohort progress.

# Xello/Cascaid/Kudos = £25m+ revenue

Kudos is a career planning computer program used mostly in schools for young people deciding on their career choices and what qualifications they may need for particular career paths. It is designed primarily for use in the United Kingdom, and is used by public and government-operated schools. It is aimed at students aged 13–20 years. The Kudos software is available online formats. It is one of a range of career resources produced by CASCAiD, a Loughborough University company.

## *Overview*

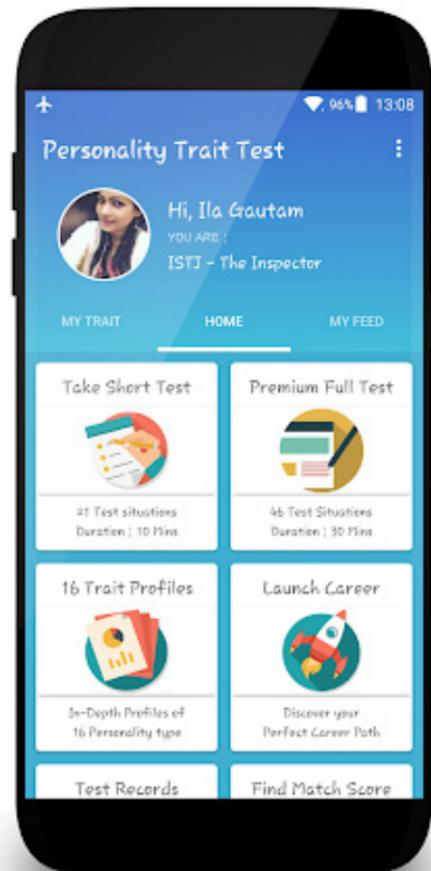
Young people answer a set of 50 questions, followed by a further 67 questions should the user wish to do so. The responses for each question could be one of five answers: dislike very much, dislike, does not matter, like and like very much. This will then give the person a list of careers that match their preferences from the questions.

They can then click on these careers and it will enable them to look at the aspects of the career and the qualifications needed for it.

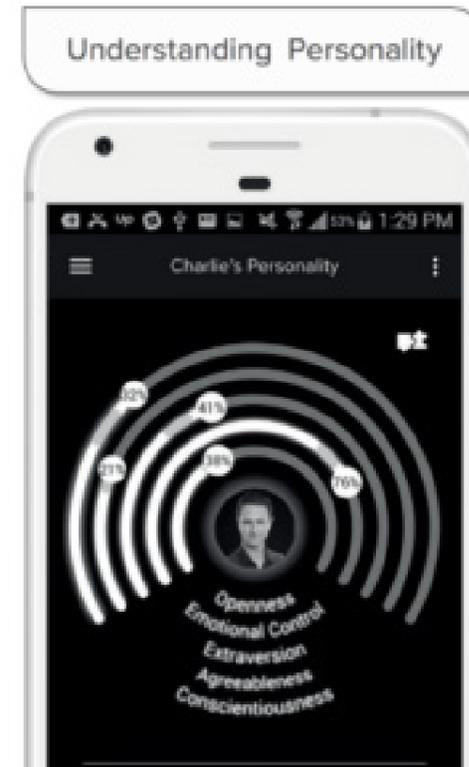
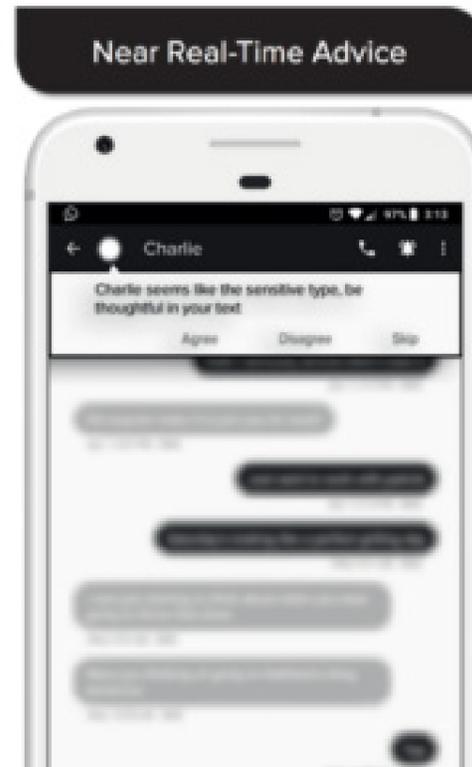
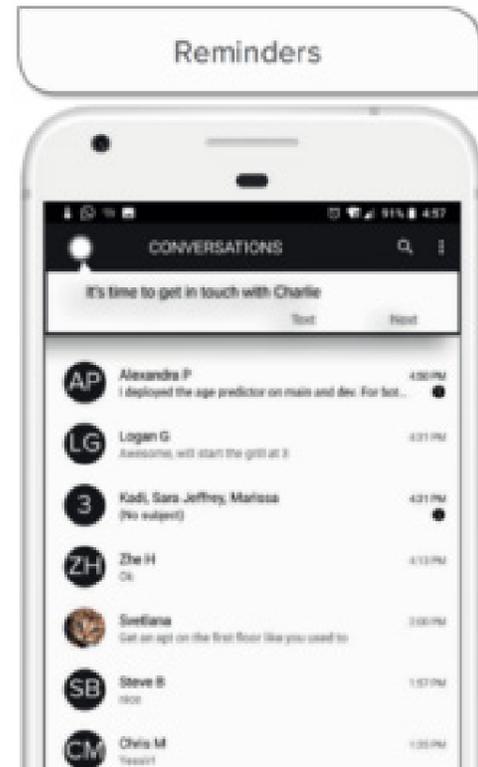
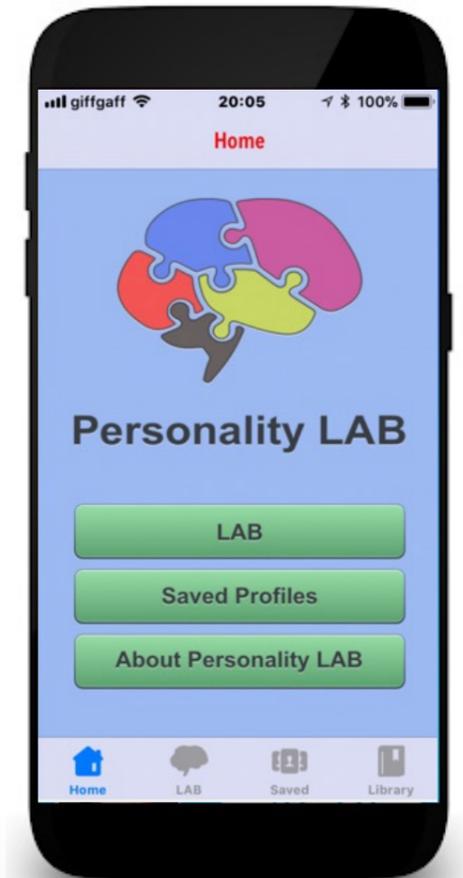
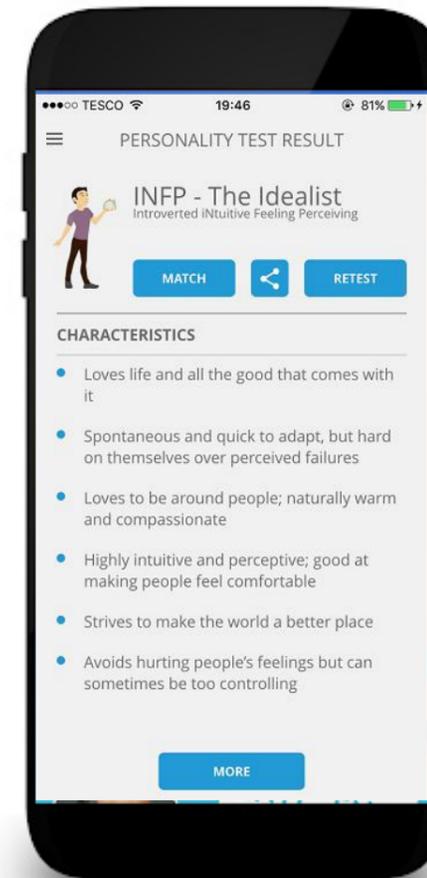
Source: < [https://en.wikipedia.org/wiki/Kudos\\_\(computer\\_program\)](https://en.wikipedia.org/wiki/Kudos_(computer_program)) >

<https://www.cascaid.co.uk/news-case-studies/xello-cascaid-join-forces-strengthen-impact-future-readiness/>

# Personality profiling is a common app



[www.ucas.com/careers/buzz-quiz](http://www.ucas.com/careers/buzz-quiz)



# Integrated mobile app to capture data

ACTIVITIES  
& HOBBIES

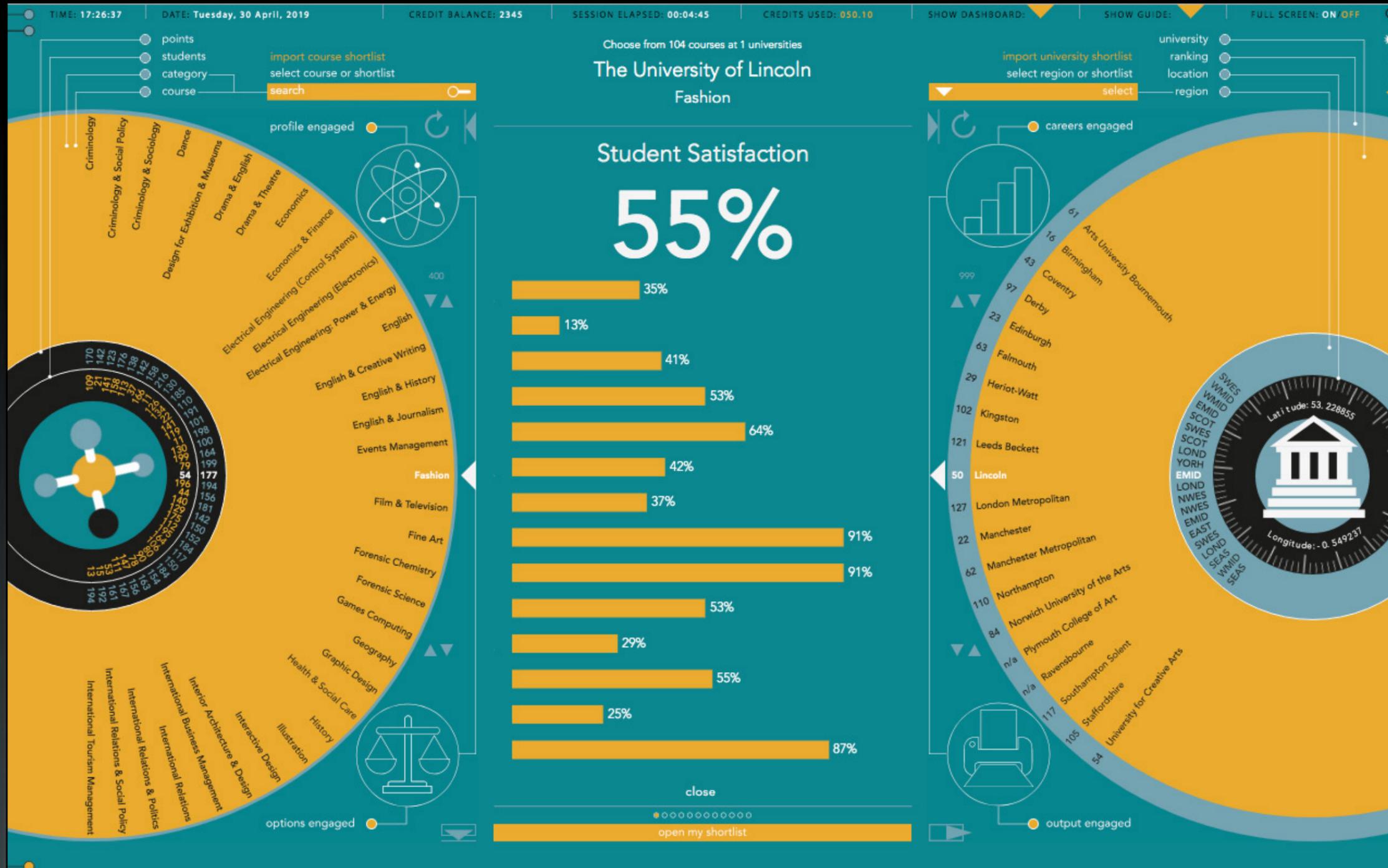
SOCIAL  
CONTENT



IMAGES  
& VIDEO

SCHOOLWORK  
& PROJECTS

# Usable on tablet, laptop and desktop



# Which design has more teen appeal?

Overview

**Kudos**

CAREERS - I'm interested in...

**My Profile**

Your profile is all about you. You can view your shortlisted subjects, careers and qualifications as well as review your plans and goals.

**My shortlists**

90%

- Careers 9 Careers
- Work areas 5 Work areas
- Subjects 6 Subjects
- College courses 0 Courses

**Me**

100%

- MyFuture 100% completed
- MyPersonality 100% completed
- MySkills 100% completed

**My Plans**

10%

MY PLANS

To do

- Make sure you add some actions to your favoured items
- You've added a lot of favoured careers. Use **Compare Careers** to help you decide.

TIME: 17:26:37 DATE: Tuesday, 30 April, 2019 CREDIT BALANCE: 2345 SESSION ELAPSED: 00:04:45 CREDITS USED: 050.10

Choose from 104 courses at 1 universities

**The University of Lincoln**

Fashion

Student Satisfaction **55%**

35% 13% 41% 53% 64% 37% 91% 91% 29% 55% 25% 87%

close open my shortlist

Overview

**Kudos**

CAREERS - History

**MyFuture**

How do you feel about... Think carefully before answering these questions. Your MyFuture career ideas are based on these answers so try to be as clear as possible.

Working with babies, children or teenagers	Dislike Very Much	Dislike	Does Not Matter	Like	Like Very Much
Working outdoors in any weather	Dislike Very Much	Dislike	Does Not Matter	Like	Like Very Much
Working in an office	Dislike Very Much	Dislike	Does Not Matter	Like	Like Very Much
Selling or encouraging sales	Dislike Very Much	Dislike	Does Not Matter	Like	Like Very Much
Using your hands in a skilful way	Dislike Very Much	Dislike	Does Not Matter	Like	Like Very Much

2% completed FINISH LATER

TIME: 14:40:53 DATE: Friday, 03 May, 2019 CREDIT BALANCE: 2345 SESSION ELAPSED: 00:00:35 CREDITS USED: 050.10

**Rapid Career Finder**

LEVEL TWO: PERSONAL INTERESTS ANALYSER

INVESTIGATIVE REALISTIC ARTISTIC SOCIAL ENTERPRISING CONVENTIONAL

None Low Some High Max

Select Job Zone

NO PREPARATION REQUIRED 1  
SOME (TRAINING/EXPERIENCE) 2  
MEDIUM (SCHOOL EDUCATION) 3  
HIGH (COLLEGE/UNIVERSITY) 4  
EXTENSIVE (POST GRAD/PHD) 5  
ALL PREPARATION LEVELS ALL

**Career Selector**

- Actors
- Broadcast News Analyst
- Choreographer
- Copywriter
- Director: Stage/Movie/Television/Radio
- Instructional Designer & Technologist
- Interior Designer
- Legislator
- Music Director
- Poet/Lyricist/Creative Writer
- Public Relations Specialist
- Radio/Television Announcer
- Reporter/Correspondent
- Singer
- Administrative Law Judge/Adjudicator
- Art Director
- Editor
- Fashion Designer
- Film & Video Editor
- Industrial-Organisational Psychologist
- Lawyer
- Music Composer & Arranger
- Musician/Instrumentalist

Job Zone/Preparation Level 1 2 3 4 5 ALL

Your Career Shortlist

- Broadcast News Analyst
- Copywriter
- Poet/Lyricist/Creative Writer
- Public Relations Specialist
- Radio/Television Announcer

# Bootstrap to working prototype

1. Progress launch bundle to functional modules of: University, Profiling, Interests, Career and Portfolio;
2. Develop and integrate into the apps a range of 'micro' games that allow the user to evaluate themselves;
3. Prepare a sophisticated backend resource to present factual data and collect user behavioural data;
4. Progress to 'private' user trials as soon as possible;
5. Identify partners to progress development of gamification, machine learning, A.I. capabilities.

# Continue to seek a funding source

1. Affinity business (Games, recruitment, education)
2. Business sponsor (Technology/Machine Learning)  
(seeking lateral expansion.diversification)
3. Crowd-funding (non-equity platform)
4. Sponsorship/endorsement  
(Brand that wants to enhance image in youth market)
5. GovStart programme
6. Tech Development Grant

Note: Angel funding is not being considered

# Prototype Production Worklist

1. Prepare update of University database;
2. Comparison personality profiles of historic figures; film stars, business people, authors, creatives;
3. Build wireframe of Armed Forces section;
4. Build interfaces of Personality, Interests and Career;
5. Construction Backend;
6. Convert University module to become Vocational;
7. Transfer Registration elements from mobile;
8. Construct basic Portfolio "drag and drop" module;
9. Organise User Trials with school/parents get feedback.

# Promotion & Marketing Worklist

1. Shoot videos of users operating Selfsuite;
2. Set-up animation software to produce demo footage;
3. Edit footage to produce explainer videos;
4. Update social media posts to Selfsuite branding;
5. Devise launch promotion;
6. Devise press/blog release;
7. Set-up Selfsuite Careers Advice blog;
8. Convert YouTube channel to Selfsuite;
9. Convert Instagram profile to Selfsuite;
10. Seek FMCG promotional tie-in campaign.

# Development reality check...

*"You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new."* Steve Jobs

*"No-one knows anything for certain. It's best to build the product you believe in, give it your best shot and learn from experience. Whatever anyone says, what **works** and is **liked**, will always be decided by the user."*

Glenn Greenhill

Selfsuite®

[selfsuite.com](https://selfsuite.com)