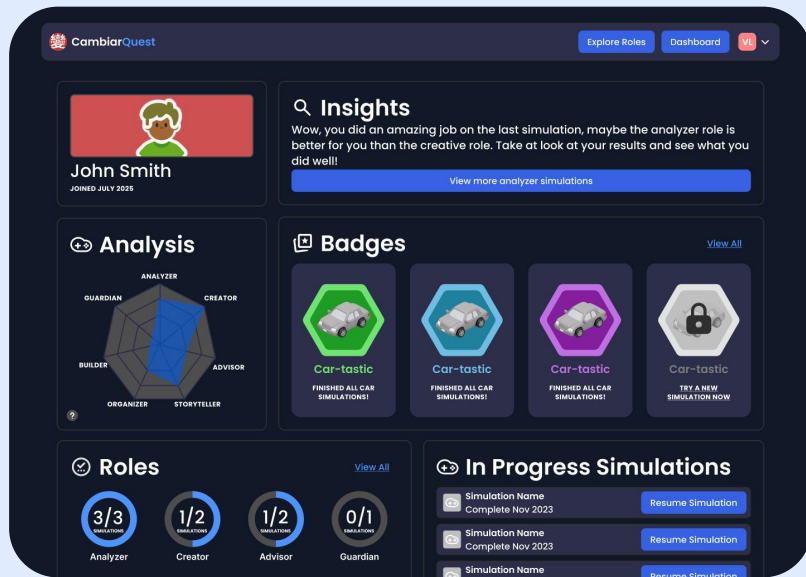
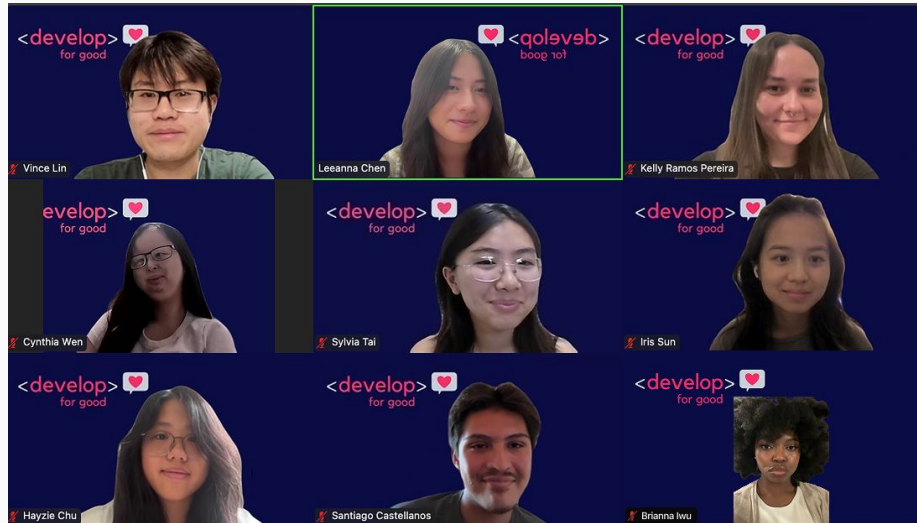


QuestTreks

Engaging & Personalized
Career Exploration



Who are we?



Product Lead: Ibraheem Masood

Team Mentor: Chinmay Amin

Product Manager: Leeanna Chen

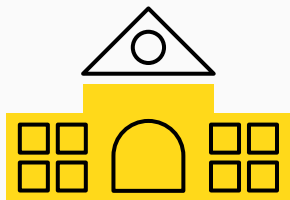
Design Manager: Cynthia Wen

Designers:

- Vince Lin
- Kelly Ramos
- Santiago Castellanos
- Hayzie Chu
- Brianna Iwu
- Sylvia Tai
- Iris Sun

About QuestTreks

QuestTreks, a project of **Cambiar Education**, helps high school students build durable skills to confidently explore careers and prepare for their future paths.



Brief Overview

Career guidance platform
for high school students



Goal

Equip students with durable
skills to explore career
options confidently



Approach

Combines simulated career
experiences with real-world
opportunities

Project Objectives



Career guidance

To provide scalable, personalized career guidance.



AI-powered reflection

Pairs immersive career simulations with AI-powered reflection tools.



Fun and informative

Go beyond static information, connect to real-world opportunities, and tailor action plans.

User Research

Cambiar received feedback from **100** students in May 2025.

Users wanted:

A visually appealing platform

Personalized experience

Balance of fun, function, and realism



Target User

QuestTrek's primary users are **high school students**, mainly those in 9th and 10th graders.

Motivations (what drives them)

- Curious about their **future** and **career possibilities**
- Want independence in **exploring outside school structures**
- Students from under-resourced schools or backgrounds who may **lack access to career counseling**

Pain points (what stops them)

- **Lack of personalized career guidance** and counseling resources.
- **Overwhelmed** trying to connect interests to career paths
- **Difficulty understanding** what meaningful next steps look like after high school.

Competitor Analysis

We found that **competitors often lack personalized guidance and ongoing career mentorship**, leaving learners without consistent support in navigating their career journey.



Big Future



Roadtrip Nation



Find your Grind

Functional Requirements

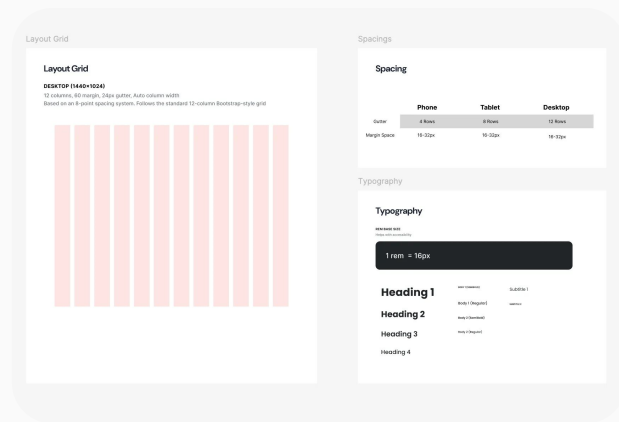
- **Welcome Screen** provides context about the current state of the app
- **Role Types Carousel** allows users to explore a set of predefined role types and enter simulations affiliated w/each type
- **Simulation** allows users to see first-hand what careers pertaining to their chosen role type are like in a gamified format
- **Dashboard** displays role types and simulations the user has explored and their potential next steps
- **Nova (AI counselor)** interacts with users to assist them in gaining career insights from their simulations



Branding & Design System

Style Guides

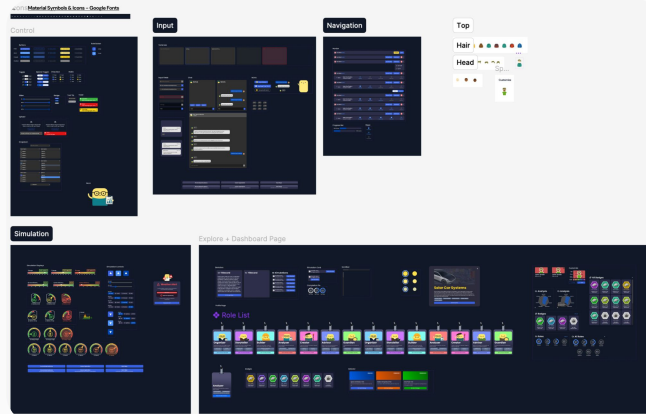
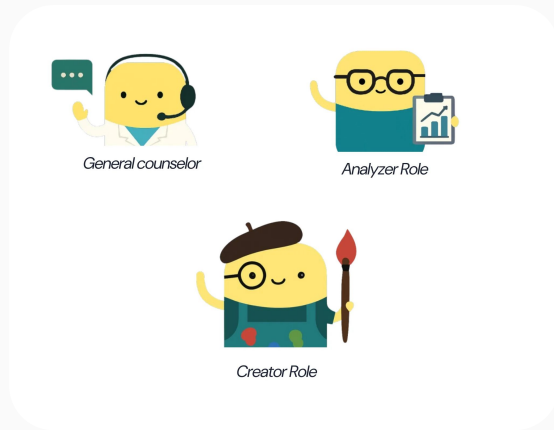
- Blue and yellow color for **energetic, youthful, and exciting**.
- We designed **the layouts, typography, and color guides** for consistency.



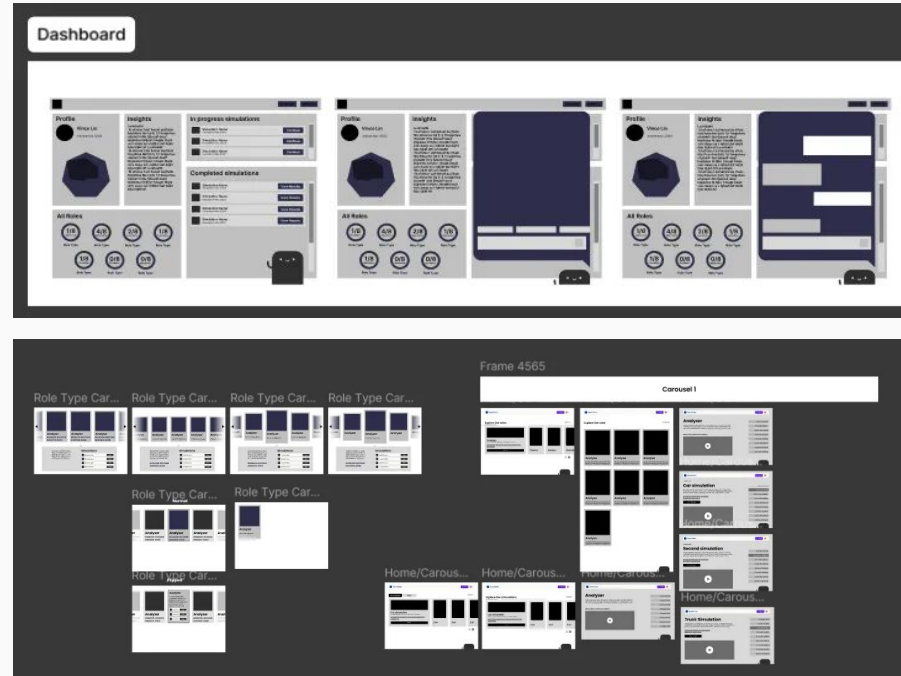
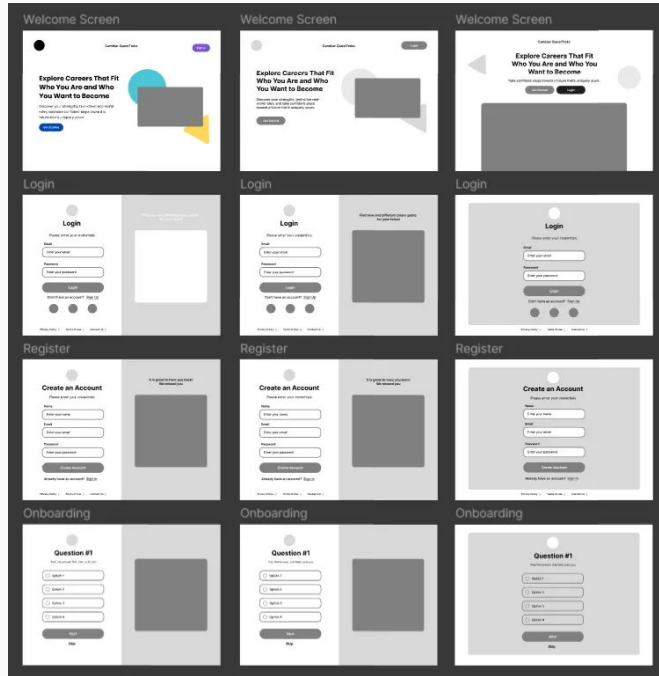
Branding & Design System

Components

- **Nova, an AI career counselor:** fun, approachable advice and encouragement.
- **Component library** for consistency and efficiency.



Low-Fidelity Prototypes

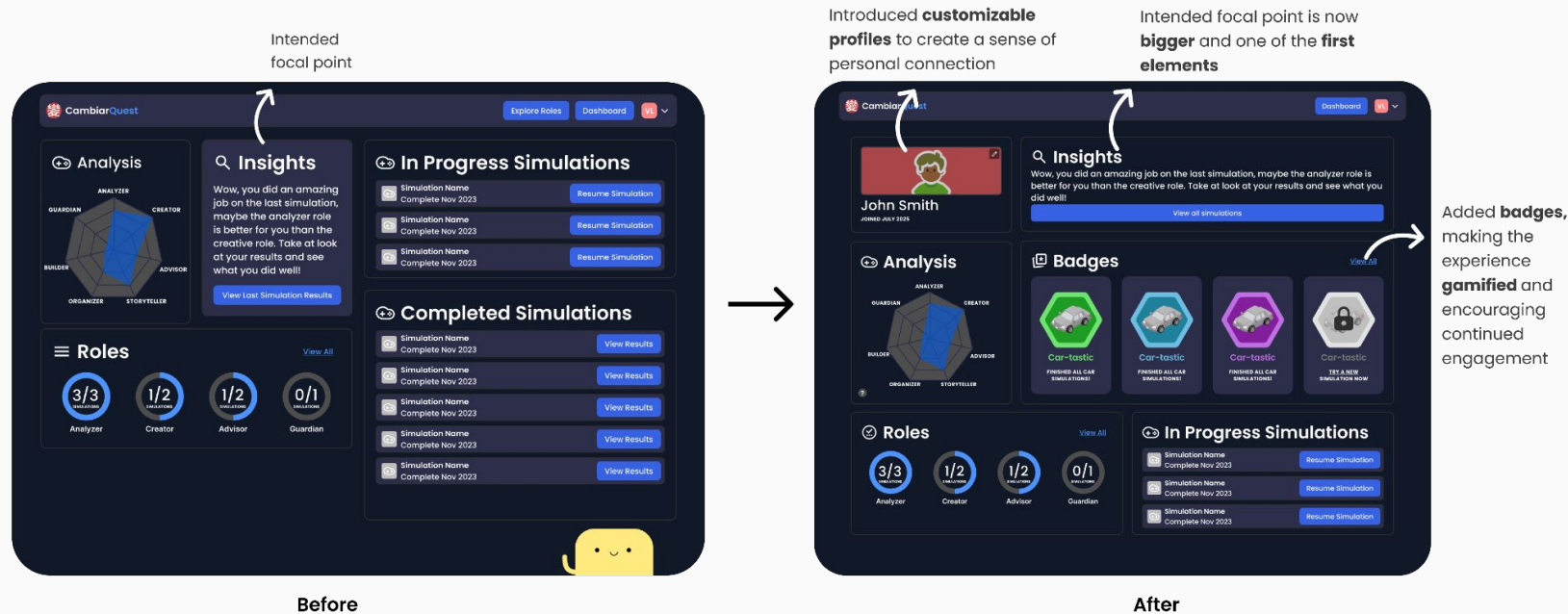


User Testing

Cambiar had 10 students provide feedback three times in July into early August on DGF's designs. We also had feedback from the client and the team mentor.

User Testing Improvements

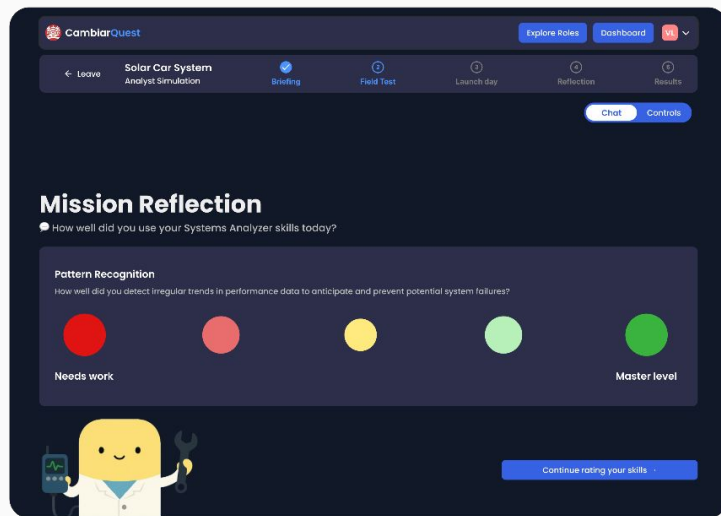
1. Cluttered and text-heavy dashboard layout



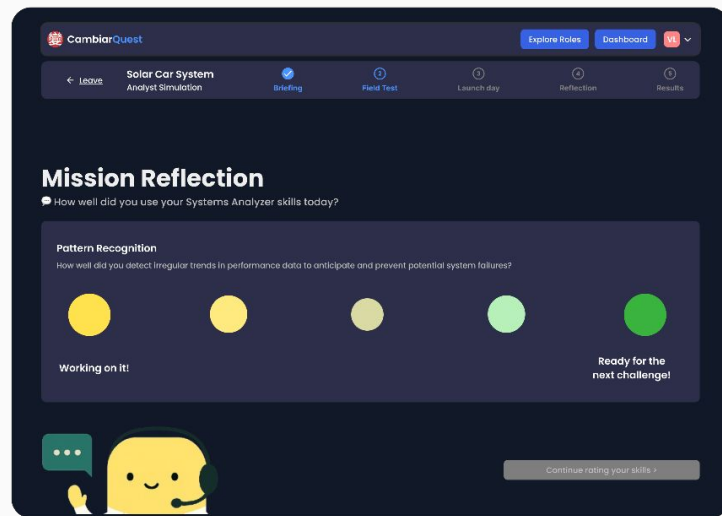
User Testing Improvements

2. Use of red and green to indicate “good” or “bad”

Green and red could bias users toward green unintentionally.



Before



After

User Testing Improvements

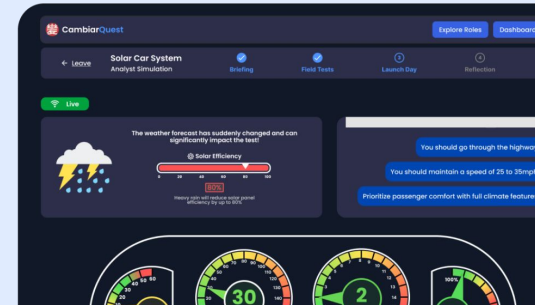
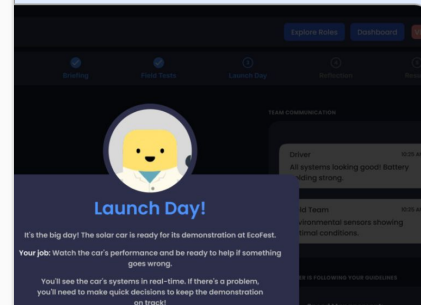
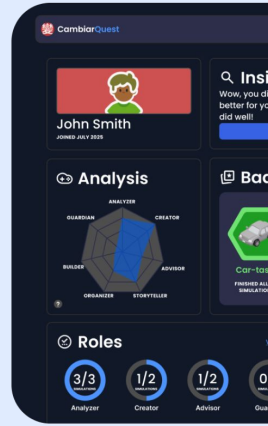
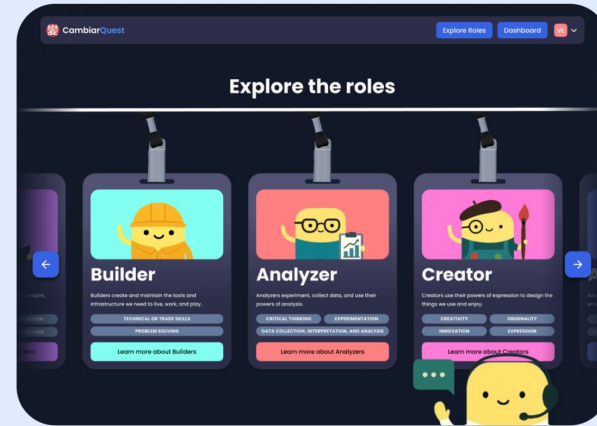
3. Dashboard lacked immersive, game-like experience

Feedback: it didn't capture the excitement or realism they expected.

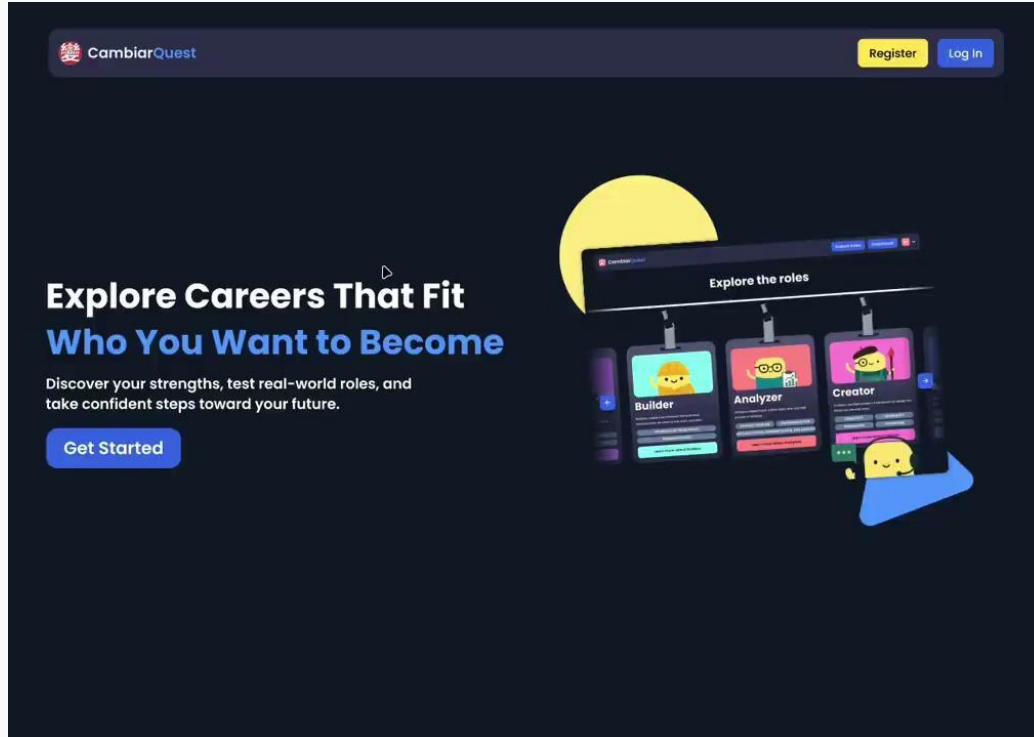


Final Designs

A culmination of our work.



Onboarding



Welcome Page
greet user

Register Page
for new users

Personal Info Page
tailor your background

Explore



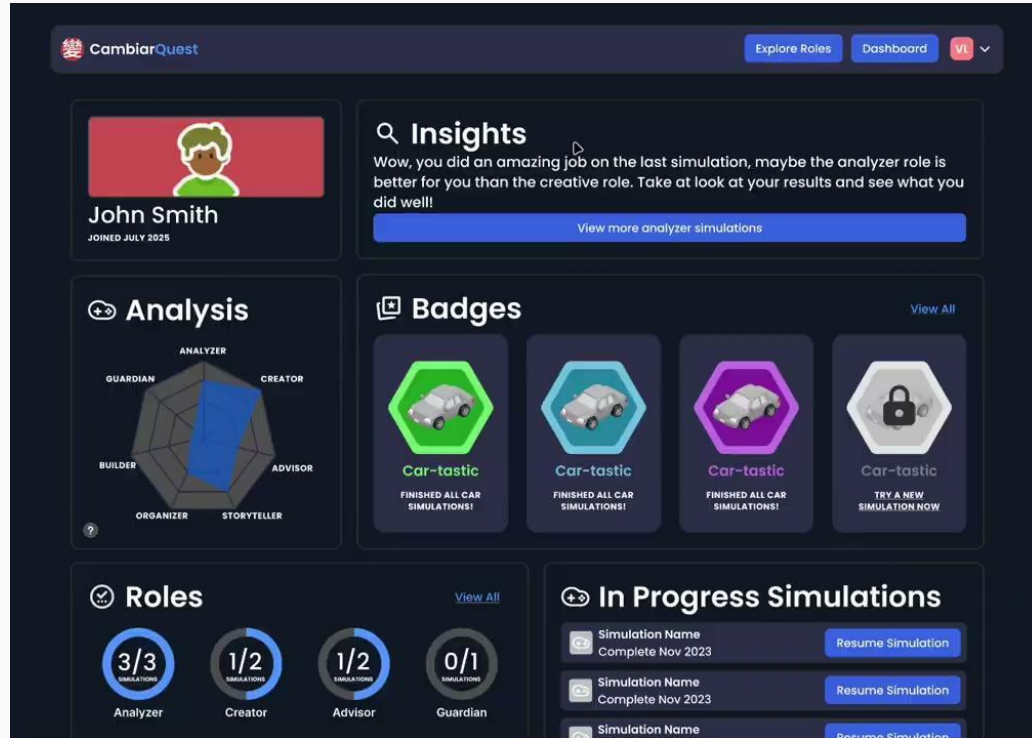
Role Carousel

Select different roles to learn about

Learn More Page

Learn about the role

Dashboard

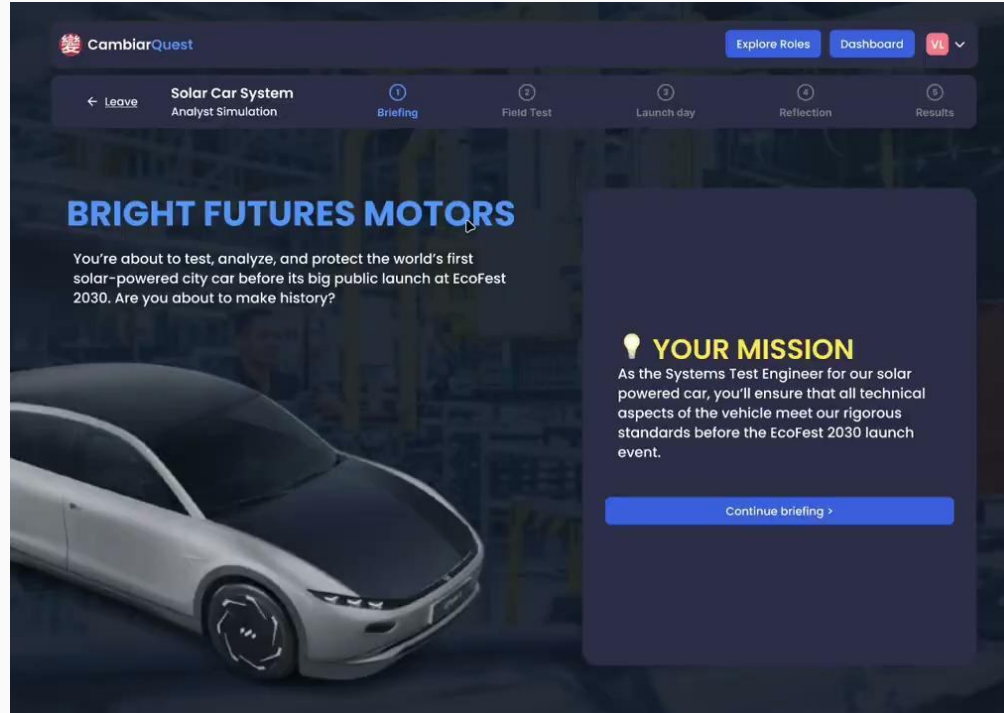


Profile Customization
change your character

Insights & Analysis
for career growth

Badges & Roles
progress checking

Simulation



Briefing

Learn about the simulation

Field Day

Play around with the simulation

Launch Day

Put your skills to the test

Reflection

Talk to NOVA about your experience

Future Steps

Designs will be handed over and coded up by a firm under Cambiar Education.

Cambiar is now better equipped to give high school students the durable skills they need to confidently explore career options and be better prepared for their chosen paths.

Once fully deployed in two years...

105,000 students

will access the platform

33,000 learners

will complete one cycle of career exploration and receive personalized career counseling

//

These designs incorporate student preferences for a visually appealing, consistent, and intuitive user interface, embracing a "video game aesthetic" with clear navigation and simple, yet engaging, color schemes. Furthermore, the prototype reflects valuable feedback on our AI guide, Nova, allowing for personalization and a dynamic presence that resonates with young users. The designs also prioritize reducing visual clutter and excessive text to make the platform easy to navigate.

//

- Client Testimonial

Lessons Learned



Lessons Learned



Rapid iteration and early failure detection accelerated our path to optimal designs



Implementing quick feedback loops and **maintaining open dialogue with clients about design decisions**, we transformed initial misalignments into collaborative problem-solving opportunities



Regular check-ins with clients helped translate design decisions into business value, fostering trust in the design process

Thank You!

Any questions?