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## About This Document

A PR/FAQ is a vision document that describes what a product or solution could be, also referred to as a “Press Release” and “Frequently Asked Questions” document leveraged through Amazon’s innovation process to drive clarity of ideas. As the Swinburne Data for Social Good Cloud Innovation Centre works through challenges with public sector organizations, PR/FAQ’s are created to share some of the innovation and ideas people worked on to share what could be a future solution to a complex challenge. Please recognize this information is a vision statement published to encourage people consider new and creative ways to solve problems and is not to be viewed as a formal press release announcing an active product or service.

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## Press Release

# Machine Learning streamlines digital career decision making

Early career starters now can access personalised career pathways based on their skills interest

Melbourne, VIC - December 15, 2020. Junior Consultants from The Data Experience have launched a platform that advances decision making for early career progression, allowing individuals to discover different career paths for themselves and generate new goals. Using machine learning from other individual's historical career pathway data. Honeycomb, enables early career starters to plug in their interests and current skills to generate potential new career pathways and understand the skills they need to develop, in order to get to their goal.

In the early stages of a professional career, an individual may find several different pathways of interest they may wish to explore. This process can provide levels of uncertainty about career direction as well as the struggle to advance learnings, build relationships and highlight experiences in a meaningful way. For many early career progresses, currently there is no effective method to maintain their skills and remain connected to an organisation while advancing their career.

“You have to venture through particular pathways to get where you want to go,” said Hamish, Junior Consultant at TDE. “There’s going to be other Hamishes to hire if I don’t maintain a connection once I complete my placement”. “This platform will be able to give me a framework to follow, and I like knowing that someone else has done something similar to what I want to do. I trust that path and have the confidence to follow it. If I want to do something different, I can but knowing I have something to look back on as a guide is reassuring”.

Early career professionals now have the ability to harness opportunities by generating career paths from being exposed to new skills, industries and types of jobs. Individuals will now have a method to support their career path, develop their skills and achieve their goals, as their career progresses. The platform will draw on historical information from established individuals in their career as well as early career starters. This information will be able to populate the different pathways others have taken, and individuals can use it to help take advantage of opportunities. “I am now aware and interested in different industries and



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pathways I didn't know existed" Christina, Junior Consultant at The Data Experience. With time it is expected historical data surrounding career profiling will be drawn from the Department of Education and Training and that Swinburne will partner with the Department overtime to continue evolving the machine learning concept of generating pathways to assist early career progression.

"I can definitely see this being used, it enables us to professionally understand and see the path individuals have followed and be proud when people do well or change their paths allowing for a personal touch connection" William Davey, Co-Founder of The Data Experience.

The joining process is simple and contains a few steps. The first step of finding your career path, is filling out a short survey on past soft and hard skills accomplished in the past the user then arranges these skills in sequential order on their past timeline using the 'drag and drop' feature. The user would then select their interests all these answers would populate their downloadable virtual CV. After selecting interests, the user must select a core career focus area and a sub focus area from a range of provided categories. The user is then taken to the view of all the possible career pathways of others who share the same focus. Using the library of skills the user then filters by the specific set of skills they would like to learn, and the user is left with certain career paths that are most similar to them. The user then selects a career path and becomes a guide to use in creating their own personal path. Using the library of skills, the user can add or remove any skills they want in order to create a career path that suited their goal. Once the career path has been created, it is added to the users timeline, and will show past achievements, skills to be developed in the future and what stage they are currently situated in which is then added to the users virtual CV.

The user now has the opportunity to build up their own CV by adding a bio, photos as well as past jobs and experiences. For a user to learn more about one of their colleagues, they can go to the Honeycomb home page and click on a profile and view their CV and timeline. Once the user has finished with their timeline, they can continue to achieve each skill and advance through their timeline. Once the user has reached the end of their timeline, they must set a new goal and develop more skills.

If you want to learn more about career decision making and finding the right career path for you, head to our website [www.honeycomb.com.au](http://www.honeycomb.com.au) for more information.

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## FAQ

### Early career starters FAQ's

**Q: How will it help me in achieving my goals?**

A: Research and understanding our customer's pains, tasks and goals has reinforced the common feeling of uncertainty among our users when it comes to narrowing on a career direction or path. This platform aims to assist in formulating an early career starters career goals and direct them on a career path suited to them.

**Q: What is the benefit of using it?**

A: The platform provides assistance in deciding on a goal based on your interests and skills. Therefore, it helps alleviate uncertainty as it acts as a tool to allow a user to follow a career pathway another has taken, and create their own based on a

user's skills and interests which can be changed/alterd as new achievements and skills are added throughout their career progression.

**Q: How will I be supported?**

A: Our vision for this platform is that it will be implemented from the top-down of an organisation. With leaders taking charge and highlighting its importance. The support we offer is in the form of video tutorials which will support the user in setting up their account/profile and help them if they are feeling lost or unsure of the next steps or need more support throughout their journey.

**Q: How are you going to find my career path, what is it based off?**

A: The chosen career path will be generated based on the early career starter's skills, interests additionally they must select a core career focus and a sub focus from these things it will then generate pathways which are most suited to them.

**Q: Can I use it on my phone? Do I have to use a laptop/desktop?**

A: The initial prototype will be best suited for use on a laptop/desktop as we are creating a website. Over time we are expecting, a mobile app is to be created for convenience, accessibility and greater functionality.

**Q: Is there a cost associated with using this service?**

A: There would be no cost associated with the use of this service. This price strategy may change with time and scale of the platform. If an organisation would like to see additional features incorporated into the platform that differs from what is currently being offered this could cause a pricing shift to our current proposed model.

**Q: What are the privacy consideration of this platform?**

A: This platform looks to extract historical career information from the user to be able to generate career paths and skills. Other than this information, we are not looking to take any personal information about the user. From an external user perspective, they will only be able to view an individual's virtual CV which only contains information the individual wants to share.

**Q: What will customers be most disappointed about in your initial release?**

A: This Cloud Innovation Centre challenge was done undertaken in a short time frame of four weeks which meant features that our customers desired could not be implemented into our platform within this timeframe. There are numerous features we look to incorporate in the future.

**Q: Where do I get help? What if I have questions?**

A: Over time we will incorporate a 'support' tab which will provide support to the user in the form of tutorial videos to help setting up an account, and throughout their journey. A 'chat box' feature will allow a user to get answers to any real-time queries.

**Q: What happens if a skill I want to select isn't in the library?**

A: We have tried to include as many skills as we can in the comprehensive library however if a skill is not included there is a field called 'other' which allows a user to type in the skill they desire into the field.

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## Organisation Stakeholder FAQ's

**Q: How often will the website be updated?**

A: When an individual makes a change the website automatically makes changes according to what they have selected or changed in their profile.

**Q: Who else is using it?**

A: Majority of our customer research was administered at The Data Experience, where we interviewed various personas which this platform would be beneficial for and the positive impact it could make in their lives. We look to implement it into their twelve-month placement year to ensure their junior consultants are finding their career paths, developing their skills and achieving their goals. Over time we see this platform expanding into other organisations to help their people find their direction and achieve their goals.

**Q: How do we know what the customer needs?**

A: Using Amazon CIC methodology we went through numerous stages of customer research. Conducting a working backwards workshop initially to understand customer pains, gains, feelings, influences and tasks. From this workshop, we then conducted a survey to determine the desired features our customers wanted, asking our customers to rank them based on their level of importance/priority of that particular feature. Our mission is to create a platform that fulfils our customers' needs at the core of our purpose.

**Q: Who maintains and controls the platform?**

A: Our dedicated team of developers will maintain, control and upgrade our platform.

**Q: Is data collected at all through this application?**

A: The only form of data that will be collected is user historical career information. Which will enable us to generate their career paths, based on their skills and interests.

**Q: What data will this platform use?**

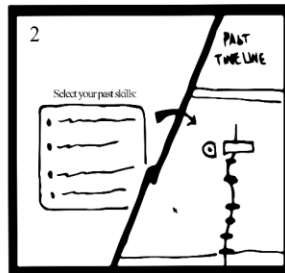
A: Historical career data from alumni students as well as new students. We see the possibility of drawing information from the Department of Education and Training to be able to continue to evolve the machine learning capabilities to generate more detailed career pathways across multiple industries and jobs.

## Visuals

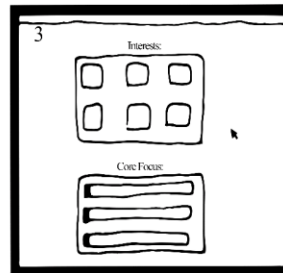
### Honeycomb Application Storyboard



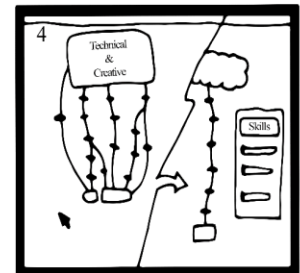
Sofia is a 23 year old student who has just started a placement. She is an early career progressor who has the opportunity to further develop skills which will aid her in achieving her career goals but she doesn't know where to start. She discovers Honeycomb and begins her career journey.



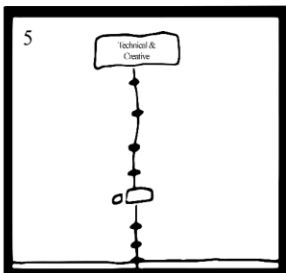
Sofia thinks about what soft skills and hard skills she has done in her past. She enters these skills into the correct area then drags the skills in a sequential order to create her own timeline.



Sofia can now start thinking about her future. After selecting her general interests of IT and Design, Sofia now decides what focus she wants her career path to follow. Sofia must now select a core career focus area and a sub focus area. Sofia chooses a technical core focus with a sub focus in creativity.



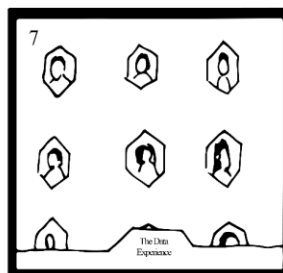
Sofia is now shown all the different career paths that have a technical core focus, and a sub focus of creativity. Sofia can now filter by a specific set of skills and can see all the different career paths that other people have followed that include these skills. She then selects a career path and that becomes a guide to creating Sofia's own personal path.



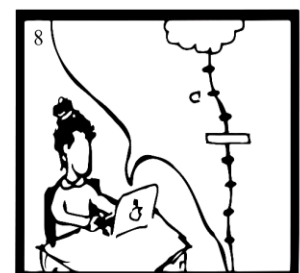
Once the personalised career path has been created, it gets added to Sofia's timeline. Her timeline now shows her past achievements, what skills she will develop in the future and what stage on the timeline she currently is.



Sofia's timeline is now added to her virtual CV. Sofia now has the opportunity to build up her CV by adding a bio, photos, as well as her past jobs and experiences.

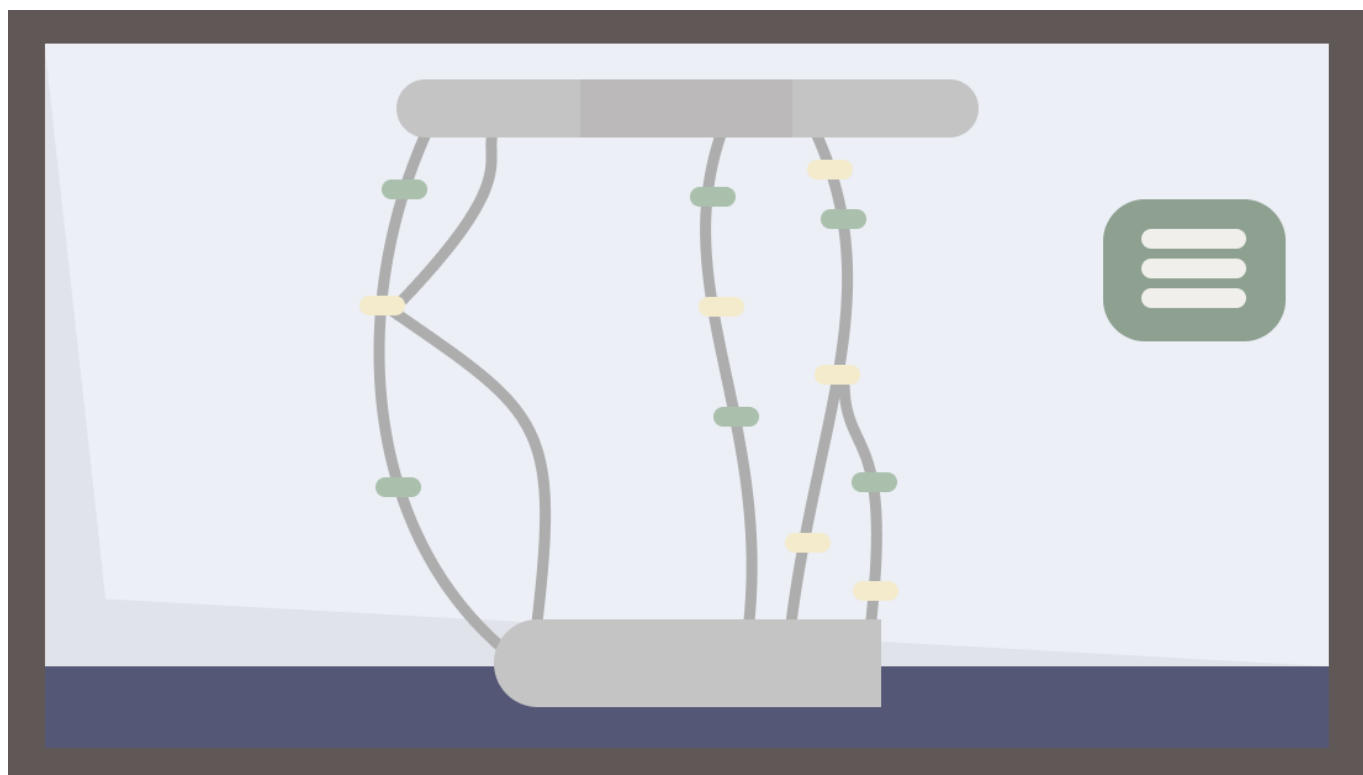


Now that the timeline process is completed, Sofia can get to know more about her colleagues using the Honeycomb view. By clicking on a profile, Sofia can access other people's CVs and view their timelines as well as their own career paths.



Sofia can now continue to achieve each skill and advance through her timeline. After she has reached the end of each timeline she has to set a new goal and develop more skills. Sofia is now on her way to achieving her career goals.

## Honeycomb Application experiential prototype



*Wireframe view of how the career pathway would be generated and displayed through machine learning.*

## Honeycomb Application experiential prototype



*Conceptual prototype of individual's career timeline and mapping future opportunities based on current skills.*