



# Future Forward

Informing high school students on career choices

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## Problem

How to **reduce stress** in students graduating high school?

## Research

“Stress is the **#1** health concern for high school students.”

- Global Organization of Stress (G.O.S.)



**34%** of teens have skipped important meals due to stress



**36%** of teens have reported losing sleep due to stress



**30%** of teens have felt too exhausted due to stress

- 2014 survey by American Psychological Association

## Interviews

Why are high school students increasingly getting stressed?

“They grew up learning to **fear failure and chance.**”

- Thurman Carey

“They’re always trying to make an **impression** in school.”

- Derrick Pascal

“No idea what kind of **career choices** they want to take.”

- Jennifer Ramirez

“The pressure and feeling of being **overwhelmed.**”

- Samuel Garnier

## Solution

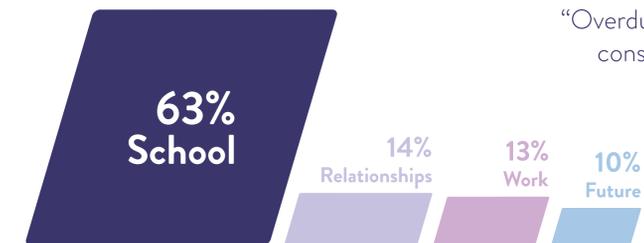
**Inform** high school students on career choices and opportunities.

## About

Future Forward is a mobile application providing career resources and job opportunities for high school students as well as their parents and teachers. Its purpose is to alleviate stressful emotions associated with career choices and expose students to different jobs and opportunities.

## Survey

What do high school students stress about?



“Overdue assignments, high expectations, time consuming stuff, the pressure of the future.”

- College Freshman, 19 years old

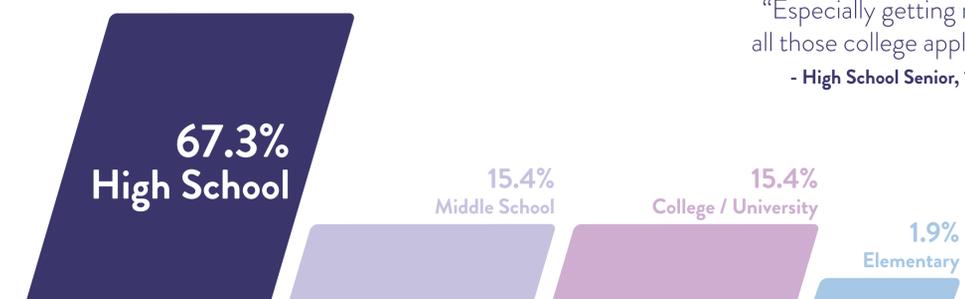
How do high school students usually handle their own stress?



“I just endure it and try to get through what needs to be done.”

- High School Sophomore, 16 years old

When should high school students start planning?



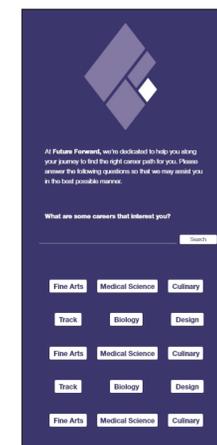
“Especially getting ready for all those college applications.”

- High School Senior, 18 years old

## Insights

- ◆ For some children, they don't know how to manage stress well, and it becomes more challenging to manage as they get older with additional problems such as family finances, grades, and bullying at school
- ◆ High school students don't always know what their planning for the future such as what path they should take or if their motivation is for happiness, money, or to satisfy others
- ◆ Some students are too focused on grades, social appearances, and clubs that they become increasingly distracted from planning their futures

## Touchpoint



### Interests

Students select interests when building their profiles. This is to provide an accurate and personal experience.



### Explore

The explore page will be filled with relevant information and other resources depending on the student's interests.



### Chat

Instructors are able to be in contact with their students and provide connections and resources for them.