**PROBLEM**
Generation-Z teens face constant pressure to succeed and excel in the pursuit of their careers aspirations. From our research, we found that many teens have placed themselves on a linear path to achieve their career goals, and might miss out on exploring other ventures and activities that can bring joy and a sense of purpose to their lives.

**SOLUTION**
Palette is an app that helps Gen-Z teens in the process of discovering and growing their explorations beyond perceived limits. We aim to disrupt the current exploration process in Gen-Zs through using an unconventional starting point - a selfie. This will help teens place themselves in different contexts and roles, followed by areas of explorations that we will surface in the app.

**MAKING EXPLORATIONS AS EASY AS TAKING A SELFIE**

**TAKE CHALLENGES**
Take part in bite-sized activities that represent combined filters you have selected in your selfie.

**SNAP A SELFIE**
Share your experience or results to engage and connect with other users.

**GET INSPIRATION**
Pick two filters (Art + Food) of activities you enjoy or are curious to explore.

**UTILIZING USER-CENTERED DESIGN FROM INSIGHTS TO SOLUTION**

**Research**
Using life mapping exercises, we found that teens were surprised when they saw how elements of their lives were interconnected upon externalizing and reflecting on their experiences.

**Ideation**
Encouraging exploration became our key focus as we started to ideate possible solutions. We found that a frictionless entry point was important to start the exploration process.

**Design**
Selfies are used as the entry point to our app because teens identify and relate to this experience. Selfies will kick-start two flows: active exploration and inspiration through influencers and content.

**Evaluate & Iterate**
We went through two rounds of iterations - concept validation, and user testing. We identified that our app should feel fun, consist of low effort, bite-sized tasks, and allow for reflection.