



UNLEASH YOUR INNER ZEST WITH

PASSION JUICE

SUBMITTED BY RHEBSA ELSA ANIL

SUPERVISOR - BONNE ZABOLOTNEY

MASTERS IN INTERACTION DESIGN EMILY CARR UNIVERSITY OF ART + DESIGN

TABLE OF CONTENTS

- I. Acknowledgements
- II. Land Acknowledgement
- III. Key Words
- IV. Abstract
- V. Introduction
 - Problem Statement
 - Goals and Objectives
 - Significance of the study
 - Why passion matters in the workplace
- VI. Research Questions
 - Findings from the Interview
- VII. Studio explorations
- VIII. Passion Juice
 - Addressing user pain points
 - Key Features
 - Why an App?
 - Journey Map
 - Screens and Visuals
 - Logo Design
 - User feedback
- IX. Conclusion

X. Reflection

XI. Appendices

XII. Bibliography

- Ethics board Certificate
- Raw data from the interview
- Questionnaire

I. Acknowledgement

I want to express my appreciation to all those who have helped me complete this thesis during the two years of my master's program in Interaction Design at Emily Carr University of Art + Design.

First and foremost, I am genuinely grateful to my Thesis supervisor, Bonne Zabolotney, for her guidance, unwavering support and insightful feedback throughout the thesis process. Her expertise and encouragement have shaped this work and my development as a designer.

I also wish to thank my internal supervisor, Haig Armen, for dedicating their time and expertise to provide feedback and guidance that greatly enhanced the quality of this thesis. Furthermore, I appreciate the faculty, staff, and peers at Emily Carr University for their support, inspiration, and scholarly discussions, which have significantly influenced my understanding of interaction design.

Finally, I want to thank my family and friends for their support, patience, and encouragement throughout this journey.

This thesis would not have been possible without each person's help and contributions. Thank you all for being part of this transformative journey.

II. Land Acknowledgement

Throughout my time in academia, I've been exposed to acknowledgements of the land ranging from brief and scripted to reflective and elaborate. However, I've realized that these acknowledgements lack depth without actions that bring about lasting change. Through conversations with Indigenous and non-Indigenous individuals, I've had a realization: the research I've been involved in owes its existence and growth to the ancestral caretakers of the land, particularly the *Skwxwú7mesh* (Squamish) *Səlílwətaʔ/Selilwitulh* (Tsleil Waututh) and *xʷməθkʷəy̓əm* (Musqueam) nations of the Coast Salish people. This stewardship has been marked by colonization that stripped the land of its resources, culture and identity to make room for white settler communities, a legacy that continues today.

As someone new to this environment, I understand my responsibility to reflect deeply on how I move by respecting Indigenous knowledge and cultural practices. It's essential for me to fully grasp the history of this place before taking on the task of caring for it. As a step in this journey, I embrace an ethos focused on accountability for this place. This means recognizing our connection with ecosystems through our interactions with nature and being mindful, thoughtful and intentional in understanding their impact.

III. Key Words

Passion, Careers, Passion-Career Alignment, Community Engagement, Learning, Well-being, Mentorship.

IV. Abstract

Over the course of my research, I have come to understand that Passion plays a huge role in how we make decisions about our lives. Passion is often described as a source of joy from engaging in activities that bring fulfilment and deeply influence our sense of identity and purpose. This study delves into the core concept of passion, defining it as a feeling of enthusiasm or excitement toward doing something one loves.¹ These passions can be expressed through many activities such as baking, writing, art, journaling and sports, providing individuals with a means to channel their enthusiasm and connect with their chosen pursuits. The research delves into passion's role in shaping careers and its close relationship with happiness, satisfaction and personal growth.

Passion is seen as a driving force – a motivation that compels individuals to engage with it.² However, according to a recent Deloitte survey of 3,000 full-time U.S. workers from various career levels and industries, only 20% claim they are truly passionate about their jobs.³ According to an article written by Erin Falconer titled Six Obstacles Keeping You from Pursuing Your Passion, people often encounter obstacles that hinder their ability to pursue their passions. These challenges include limitations in terms of time and money, a lack of inspiration, self-confidence and the isolating nature of pursuing one's passions without the guidance of a mentor or support system. To further support the above findings, I conducted an online survey among undergraduate and Graduate students of Emily Carr University to understand the different factors that hinder individuals from pursuing/growing their passion. The responses narrowed down to:

¹ Britannica Dictionary defines Passion as a strong feeling of enthusiasm or excitement for something or about doing something

² Jathanna, Clarissa. "Passion-That Driving Force!" *LinkedIn*, 23 Jan. 2018, www.linkedin.com/pulse/passion-that-driving-force-clarissa-jathanna/?trk=public_profile_article_view.

³achimowicz, Jon M. "3 Reasons It's So Hard to 'Follow Your Passion.'" *Harvard Business Review*, 15 Oct. 2019, hbr.org/2019/10/3-reasons-its-so-hard-to-follow-your-passion.

- Lack of Time
- Lack of finances
- Fear of Judgement
- Limited Connections
- Limited Resources
- Lack of clear path/Direction

(Refer to Appendix 1.3 for the Google form results)

My research aims to bridge the gap between passion and careers by considering this alignment crucial for creating an environment where individuals can possibly integrate their passions into their profession, ultimately contributing to well-being.

After conducting surveys among the students at Emily Carr University, I have discovered a clear divide among individuals: those who have already found their passion and those still searching for it. Interestingly, both groups face challenges, such as lack of resources, time constraints, financial difficulties and a lack of knowledge or confidence when turning their passions into viable careers. These everyday struggles highlight the importance of overcoming these barriers and promoting the exploration and development of passions. The primary goal of my thesis is to shed light on the dynamics of passion and address the obstacles that hinder its integration into professional life. Through this research, I aim to bring to light why it is important to be passionate about your profession and how people can align their passions with their career paths, creating a society where pursuing one's passion is not an individual pursuit but an essential aspect of overall life satisfaction and well-being.

As part of aligning passion with career, I designed the app **Passion Juice**, a platform crafted to empower students and professionals to explore and nurture their passions. Passion Juice brings people together within this space, providing them with the resources and networks to turn their passions into potential careers.

Passion Juice facilitates the sharing of knowledge and guidance, ensuring that mentors and fellow enthusiasts contribute to achieving one's dreams.

V. Introduction

In today's world, where people face opportunities in a highly connected society, passion has become increasingly significant when discussing personal achievement, motivation and overall life satisfaction. This paper analyses passion by recognizing its forms, exploring its implications across different aspects of human experience, and addressing the gap between passion and career. When I started my thesis, I wanted to explore how my passion for design turned into a career. I dived into my journey as a designer and reflected on finding and nurturing passion, which eventually led me to establish myself professionally.

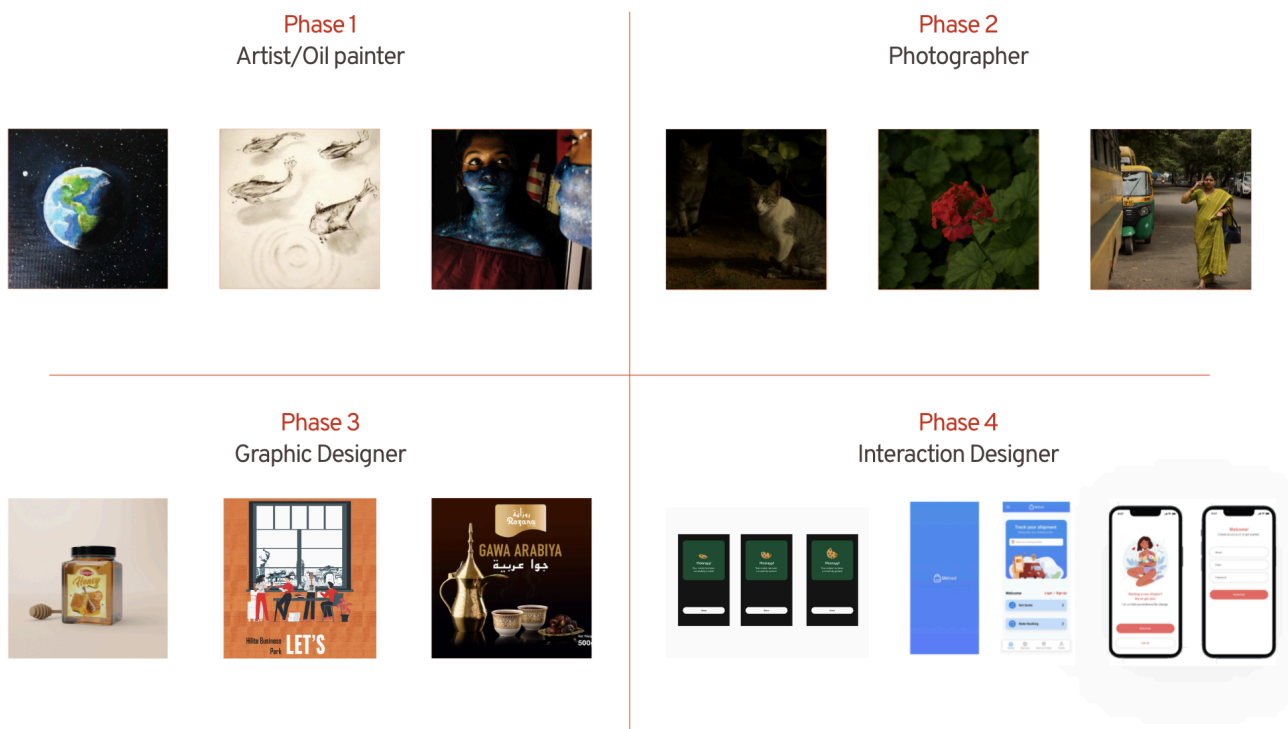


Diagram 1 depicts my journey of becoming a Design Professional through different phases.

Looking back on my journey, I pondered whether design was my passion. Initially, diving into design brought me joy. However, as time passed, my enthusiasm waned due to being confined to a space without room for exploration. My creative spark felt stifled as I focused solely on meeting the client's requirements. This led me to question my passion. For now, I've decided to set that inquiry and by the conclusion of my thesis, I'll have found an answer.

During this investigation, I asked myself important questions that formed a crucial part of looking back on my path in the design field. Reflecting back on my Journey, these were some of the questions I asked myself:

What driving factors led me to pursue a career in design?

During my childhood, I started drawing and painting as a hobby. However, as time passed, I naturally incorporated art into different aspects of my life to express myself. In my studies, in subjects like science and social science, I found that creating visual mind maps helped me better understand complex concepts.

As I dedicated myself to practising and improving my skills, my parents recognized the importance of my growing passion for art. As I grew older, they actively encouraged me to pursue a career in art/design. Their guidance was crucial in directing me toward a path aligned with my love for art and design.

What underlying reasons caused a delay in discovering my passion for design?

I quickly discovered my passion for art. When I think about how it gradually developed into a pursuit of design, I was able to recognize and nurture my artistic inclinations thanks to the environment and people around me during my early years. Their guidance helped me commit to design at a young age.

What valuable skills did I acquire throughout my journey in design?

As I look back on my journey, I've developed various skills. It all started with my love for painting, which eventually led me to explore photography and graphic design and later to the UI/UX design world. This progression has allowed me to cultivate a skill set that includes hands-on talents and proficiency in different software applications. Moreover, my journey has given me an understanding of design principles and methodologies that are fundamental to the field.

Was the journey to become a design professional ultimately rewarding and worthwhile?

I cannot confidently assert that being a design professional is inherently rewarding, considering I haven't started my career yet. However, I do recognize the rewards I have already gained. One of the benefits is the knowledge enrichment within the design field. This professional development phase has allowed me to contribute meaningfully to the design community through freelance projects, collaborating with fellow designers who share similar passions and constantly improving my skill set. I am satisfied with my progress so far, and I eagerly anticipate stages in my career to validate further the inherent rewards of being a design professional.

How do I envision my passion for design evolving in the future?

My passion for design will continue to flourish in the future. I have only scratched the surface of the design landscape, representing 20% of what there is to learn. My natural curiosity for design serves as a driving force that is constantly pushing me to seek insights into this field. Going forward, I am committed to maintaining consistency in my practice and further honing my skills through professional collaboration. Given how dynamic and ever-evolving the design industry is, I understand the importance of embracing continuous learning. This proactive mindset keeps me motivated to stay updated on industry trends and advancements, ensuring a journey of growth and expertise in design.

Problem Statement

Based on the online survey I conducted among undergraduate and graduate students of Emily Carr University (Refer to Appendix 1.3 for the Google form results), Individuals find it challenging to figure out their passions or encounter obstacles such as lack of time and finances, fear of judgement, limited connections, resources and lack of clear path/direction which prevent them from pursuing their passions as careers. This led me to my first research question within this problem space: **What challenges do people face when they try to turn their passion into a career?**

To further back up my survey findings, I interviewed ten individuals to understand if they face similar challenges. Their responses involved difficulty pursuing a passion-turned-career due to lack of motivation, easily distractedness, insecurity and lack of exposure/resources. (Refer to Appendix 1.2 for the responses from the interview) After analyzing the results from the interview, I understood that It is essential to address these challenges to create a society where individuals can align their passions with their career paths, leading to personal development and well-being. To address personal development and well-being, one of my research inquiries within this framework is: "What are the beneficial effects on overall well-being resulting from a profound passion for one's profession?" This question will be discussed in subsequent sections of the paper.

Goals and Objectives

My app, **Passion Juice**, is a dedicated platform where users can discover like-minded individuals who share similar passions and goals. This collaborative space encourages users to support and develop their passions together. This envisioned platform aims to empower users by offering mentorship opportunities for knowledge enrichment and fostering real-time community engagement through a chat feature centred around their passions. My ultimate goal is to help users understand the career possibilities of their passions by promoting learning and mentorship. Within the app, users can showcase their passions, goals, and

interests on their profiles, making connecting with "passion buddies" who share their interests and aspirations easier. Furthermore, users will have access to various mentors from industries who can provide personalized guidance and enrich their knowledge in line with their passions.

The real-time chat feature encourages users to engage in conversations with passion seekers and mentors. Community discussion forums will also be available to share experiences and seek advice on topics related to various passions and careers. Users can stay up-to-date with industry trends, seize opportunities to track their goals and progress and share their achievements, milestones, and challenges within the community to receive feedback and support.

The event calendar feature offers information about workshops, seminars and events that are in line with users' interests. Additionally, users have the option to create and promote their events, fostering a supportive community environment.

One standout aspect of the app is its capability to facilitate collaboration among users on passion projects. This hands-on approach encourages skill development within the community. Passion Juice strives to empower users by providing a platform that combines passion-based partnerships, mentorship opportunities and an active community. The app aims to redefine individuals' journeys by promoting learning experiences and mentorship for a fulfilling and prosperous future enriched with passionate professionals.

Significance of the study

Why is it essential to turn your passion into your career? Or why is it important to be passionate about your profession? In today's world, people have their own perspectives and passions. "Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid."⁴ this quote, commonly circulated on the internet and often misattributed to Albert Einstein,—emphasizes the importance of recognizing and nurturing our individual strengths. Dedicating a portion of our lives to a job we're not passionate about

⁴ Pettigrew, Todd. "Why We Should Forget Einstein's Tree-Climbing Fish." *Maclean's Education*, 14 Nov. 2022, education.macleans.ca/feature/why-we-should-forget-einsteins-tree-climbing-fish/.

decreases the chances of achieving desired outcomes like promotions, salary increases or bonuses. It is not the best option for your overall well-being.

People starting off with their profession often choose between prioritizing gains or pursuing their passions when exploring career paths. While financial stability is essential, integrating passion into work leads to happiness and well-being. Recognizing one's talents and passions is a step towards achieving a fulfilling professional life.⁵

After reading an online article titled “Top 15 reasons why Passion at work is important” by Chitra Reddy, I have understood that Passion plays a role in shaping individuals' professional lives. It acts as a point, enabling them to stay focused and attentive amidst potential distractions. Engaging in work driven by enthusiasm sparks creativity and generates unique ideas. If you think about it, passion instills a desire for excellence, motivating people to excel in their fields and surpass expectations. Those who are passionate refuse to settle for results; instead, they actively strive for outcomes, infusing a sense of purpose into their professional contributions.

The article goes on to point out how enthusiasm injects vitality into work, leading to increased excitement and productivity. Its ability to inspire creates a working environment that fosters growth and teamwork. Embracing passion in the workplace reduces stress, enhances job satisfaction, and alters perceptions of workload, with passionate individuals viewing their jobs as sources of joy. Cultivating and supporting passion within the organization creates an atmosphere that promotes employee collaboration and boosts productivity.

Based on this reading, I've come to understand that passion is a driving force that propels individuals beyond their expectations, resulting in fulfilment and achievement. People find contentment by nurturing their love for tasks with passion, fuelling their pursuit of goals and leading to feelings of accomplishment.

Dr Martin Luther King Jr's powerful words, “No work is insignificant. All labour that uplifts humanity has dignity and importance and should be undertaken with

⁵ Reddy, Chitra. “Top 15 Reasons Why Passion at Work Is Important.” *Wisestep*, 29 Nov. 2019, content.wisestep.com/passion-at-work/.

painstaking excellence.”⁶ A quote from his book, *Strength to Love*,” published in 1963, reminds us about the importance of enthusiastically approaching our work, showcasing our greatness regardless of the task. In essence, embracing passion is vital for growth and career achievement as it greatly influences motivation and success in life.

Why Passion Matters in the Workplace

Research conducted by Deloitte reveals that a staggering 88% of employees are dissatisfied with their jobs, and only 12% are passionate about their Jobs.

Recognizing this challenge, employers are increasingly understanding the importance of instilling enthusiasm in their workforce.

Passion holds weight in today's landscape, and it serves as a crucial element for achieving success. Murtaza Khurshid's articles, "10 Reasons Why Pursuing Your Passion Can Boost Your Career Success" and "Career Choices, The Importance of Aligning Your Passion with Your Profession," both featured on LinkedIn, underscore how aligning interests with professional endeavours can positively impact career progression.

Nonetheless, while passion plays a role in growth, as showcased on LinkedIn, it represents just one facet of the diverse professional ecosystem illuminated by the platform. Beyond pursuits, LinkedIn stands out as a player in the broader professional sphere. Beyond being a job search and networking tool, it serves as a dynamic hub for tracking industry trends, gauging job satisfaction levels and staying informed about evolving employment landscapes. Leveraging its data resources offers insights into professional networks, sought-after skill sets and how economic or societal changes impact career trajectories.

Based on the article, pursuing your passion can result in heightened job satisfaction, enhanced productivity and a sense of fulfilment—all contributing to advancement such as:

⁶ "The 50th Anniversary of Martin Luther King Jr.'s 'All Labor Has Dignity'." *Beacon Broadside*, Beacon Press, 3 Mar. 2018, www.beaconbroadside.com/broadside/2018/03/the-50th-anniversary-of-martin-luther-king-jrs-all-labor-has-dignity.html.

1. Increased Motivation - Genuine enthusiasm for your job naturally amplifies your motivation levels, resulting in enhanced productivity and success.

2. Ignited Innovation - Passion propels individuals to think outside the box and generate ideas.

3. Nurtured Expertise - Devoting. Effort to your passion fosters skill development, leading to expertise in your field and making you an asset to employers.

4. Boosted Confidence People who pursue their passions often possess levels of self-confidence because they engage in activities they enjoy and believe in. This confidence translates into improved performance and success at work.

5. Enhanced Resilience - Pursuing one's passion cultivates resilience, enabling individuals to persevere through challenges and find solutions.

Finding joy and contentment in activities that align with your passions can bring happiness to all aspects of life, including your goals and aspirations.

Through my research, I have noticed that following a passion can greatly influence motivation, creativity and skill enhancement. These qualities are evident in both my work and personal experiences. Through my research, I have observed how being passionate about your work can spark creativity and foster expertise, qualities that are highly valued by employers. The resilience gained from this aligns with the challenges faced by students at Emily Carr University who strive to connect their passions with their professional paths.

The joy and satisfaction that accompany work driven by passion are also central to my thesis. They form the basis of my project, **Passion Juice**, which merges Passion with Careers. From the interviews I conducted, I have come to the understanding that nurturing your passion not only enhances growth but also leads to career success. Both my own journey and the insights from my research indicate that following your passion can indeed enhance your career prospects.

VI. Research Questions

My research delves into how passion influences our paths and decision-making. Exploring how passion brings fulfilment and shapes our identity, I aim to understand its impact on career growth and personal development. I investigate how people use their passions to fuel their enthusiasm and build connections with their careers.

The main objective of my research is to bridge the gap between interests and career aspirations. Through the creation of the app **Passion Juice**, I aim to provide a platform that empowers individuals to pursue their passions and potentially translate them into careers. My findings suggest that aligning one's work with one's passion is beneficial not only for satisfaction but also for societal well-being.

By addressing the obstacles hindering individuals from integrating their hobbies with their professions, my thesis advocates for a society where passion and career coexist harmoniously, leading to a happy workforce. This project goes beyond academia; it strives to foster a culture where work becomes a journey of passion, fostering creativity, skill development and genuine joy.

What barriers limit people from pursuing their passions and career decisions?

When I examined the challenges that prevent people from aligning their passions with their career choices, I uncovered a landscape. After analyzing a survey that I conducted, several common barriers emerged. These include time constraints, financial limitations, fear of judgment, limited connections, scarce resources and a perceived lack of direction. Through in-depth interviews with individuals, I gained insights into the obstacles they face when pursuing their passions. Below is the summary of the findings, which will be discussed in more detail later in the paper. Prishali shared her journey of overcoming difficulties by making adjustments, seeking advice, and staying persistent.

Tripti emphasizes the struggle and how lacking motivation can hinder the pursuit of passion.

Vanshika highlighted the challenge of getting easily distracted and stressed the importance of focusing on one's path to finding passion.

Aditya expressed that he didn't encounter obstacles and had a smooth journey in discovering and pursuing his passions.

Akshitha reflected on her college days and acknowledged occasional self-doubt but showed resilience in decision-making during challenging times.

Tarun recognized that fear of inadequacy is a common barrier but encouraged a shifting mindset towards doing one's best given the circumstances and resources available.

Rhema went through a journey filled with insecurities and low self-confidence in the fashion industry. However, with the support of her family, self-education, online learning and positive feedback on her projects, she overcame these obstacles. At this point, she realized how important diverse perspectives are in enriching design.

These personal stories highlight the challenges individuals face when pursuing their passions. From struggles to barriers, each narrative offers valuable insights into the intricate relationship between personal drive, resilience and the outside world when finding a fulfilling career aligned with one's passion.

2. What strategies can be implemented to integrate passion into career decisions?

To understand the concept of transitioning your passion into your career better, my research led me to read an article published on LinkedIn titled “Turning your passion into your profession” by Himma Nazar. My understanding of the article is that when it comes to distinguishing between passion and career, we often overlook the fact that the two are tightly intertwined. Many of us dismiss our passions as hobbies without considering the possibility of turning them into careers. Historically, professions have been associated with financially stable occupations, where people dressed in suits work in offices. This stereotype limits

our perspective and makes it difficult to see how passion and profession are connected. In terms of work, a profession refers to paid work accompanied by qualifications, while passion involves an intense drive or enthusiasm for something. Ideally, one's passion can become one's vocation; however, making this transition is often seen as daunting.

To transform your passion into a vocation starts by identifying your interests. This may be easy for some individuals, while it may require reflection, for others. Passion can be found in things that bring you joy or happiness. Once you have identified your passions the next step is to nurture and develop them further. No matter your age, whether you're 15 or 50 it's never too late to pursue your interests and engage in studying them.

After analyzing the results from the survey I conducted at Emily Carr University, I understand that many individuals fear criticism or ridicule. However, taking the path of turning your passion into a career can lead to a fulfilling life. It doesn't stop there; ongoing dedication and investment in your passions are crucial for professional growth. Like professionals continuously strive for improvement, investing in the pursuit of your passion turned profession ensures long-term success and satisfaction

3. Are there mental health benefits when aligning one's passion with one's career?

Engaging in activities that bring you joy can impact your confidence and self-esteem. It's like a boost that lifts your spirits and reminds you of your capabilities.⁷ Pursuing your passions goes beyond hobbies; it reminds you that you can achieve your goals. Sometimes, life can feel overwhelming, and immersing yourself in something that truly matters to you protects you from stress and burnout. An article posted in the New York Times named "Why Following Your Passions Is Good for You (and How to Get Started)" explains the findings from "The Annals of Behavioral Medicine," a study published in 2015. Based on the study, pursuing your passion both lowers stress and contributes to greater happiness overall. Researchers found that participants who engaged in hobbies

⁷Block, Dr. Alison. "Discover Your Passion and Improve Your Mental Health." [Dr. Alison Block. dr.alisonblock.com/discover-your-passion-and-improve-your-mental-health/](https://dr.alisonblock.com/discover-your-passion-and-improve-your-mental-health/). Accessed 16 Feb. 2024.

were 34 percent less stressed and 18 percent less sad during the activities, as well as for some time after.⁸

According to an article by Dr. Alison Lock titled “Discover your Passion and Improve your Mental Health,” the satisfaction of accomplishing something outweighs the challenges and pressures we face daily. Embracing your passions gives life purpose and direction and sets a path for you to follow, adding meaning to every step of your journey. It protects you from those moments when everything seems devoid of significance. Passions are not just activities; they hold the power to alleviate stress. After a day at work, imagine taking a run or curling up with an engaging book related to one of your passions. Your passion becomes like a rescue team providing solace and rejuvenation during times. To further understand the importance of passion in your life and work, I would like to briefly write about Rhema’s (A participant I interviewed) experience with passion turning into a career. During the early stage of my research, I spoke to Rhema about her career journey, and she mentioned how it was only when she decided to pursue her passion she felt like she was finally taking charge of her life and, for the first time, she was behind the wheel and no longer in the passenger seat. This statement has impacted me deeply, and I started focusing on the reason behind why it is important to turn your passion into your career. This further led me down the rabbit hole of one’s mental and physical benefits, Passion stories, and Psychology behind passion and motivation.

Passions are more than hobbies; they are training grounds for boosting self-esteem. Overcoming challenges related to our interests is akin to exercising our self-confidence muscles. Include a 2nd quote from Dr. Alison here to support your statements. Whether organizing a Baking Sale or navigating through chaos, each achievement strengthens our belief in ourselves. Unleashing Resilience and having a passion empowers individuals to overcome life's obstacles and serves as a role model for resilience. It acts as a guiding force that helps navigate through strengths and limitations. When faced with situations at work, one's passion becomes a motivating factor that uplifts and inspires.

⁸ Schumer, Lizz. “Why Following Your Passions Is Good for You (and How to Get Started).” The New York Times, 11 Oct. 2018, www.nytimes.com/2018/10/10/smarter-living/follow-your-passion-hobbies-jobs-self-care.html.

What are the Joys of Pursuing Passions? Whether engaging in activities or contributing to the community, pursuing passions offers mental and physical strength. It's not about the activity but about finding happiness in the process itself. Passion is contagious. It goes beyond experiences. Have you ever witnessed how teachers ignite a love for learning among their students? Some Movies inspire their audience. Passion not only benefits oneself, but it also encourages those around them.

.

4. How does aligning passion with career choices contribute to personal and professional success? -

Picture waking up with excitement for the day, not solely because it's the weekend but because you truly adore what you do. When your passion and occupation harmonize, work transcends being merely a means to earn money. It becomes a wellspring of joy and contentment. This sense of fulfillment extends beyond making Mondays tolerable; it transforms them into opportunities for growth and meaningful achievements.

Unleashing the power of motivation is akin to possessing a superpower. When your work aligns with your passions, a profound sense of purpose propels you. Challenges morph into stones toward progress, and setbacks become chances to exhibit resilience. This motivation becomes a tool for attaining success.

Passion and continuous learning are deeply intertwined. When you have a passion for your work, every project becomes a pathway to acquire skills and knowledge. The desire to excel in your field naturally fuels motivation, leading to self-improvement and personal development. It's not about climbing the ladder; instead, it's about forging an authentic path toward achieving your goals.

Passion nurtures; it ignites innovation within us. When our professional endeavours align with our passions, our minds transform into the ground where creative ideas can thrive and flourish. Transforming problem-solving into an

exhilarating adventure of a task is a remarkable shift. It's not about completing a job; it's about actively seeking solutions. Bringing fresh perspectives to your industry. Passion plays a role in overcoming obstacles in any career path. When faced with failures and challenging times, your unwavering passion for what you do acts as a driving force that keeps you going. The combination of resilience and enthusiasm turns hurdles into stones, ensuring that setbacks are merely detours on the road to success.

When you genuinely radiate enthusiasm for your work, it is reflected in your attitude, dedication, and productivity. This authenticity helps establish a brand identity. Others are naturally drawn to your energy and commitment, which opens doors for collaboration, mentorship opportunities, and expanding networks.

In essence, merging your passion with your profession is a journey, than merely a strategic decision. It inspires growth while making the process as fulfilling as reaching the ultimate destination. Rather than searching for a job, it's important to find what truly makes you passionate and let that guide you toward a satisfying and successful career. One of the challenges people face when deciding on their careers is figuring out their passions and how they can be incorporated into their chosen paths. The lack of guidance and resources for making these decisions only makes it more complicated.

It is crucial to address the disconnect between a person's passions and their career choices. This not only promotes well-being but also boosts productivity and performance in the workplace, reduces health concerns, encourages innovation and creativity, improves employee retention rates, fosters a positive organizational culture and has positive economic impacts on individual's lives as well as society as a whole. The research is based on a framework that combines principles from psychology, career development and organizational behaviour. These principles provide a foundation for exploring the relationship between individual's passions and their career choices.

Findings from the Interview

I decided to conduct interviews to explore how individuals uncover and cultivate their passions because interviews provide an in depth look into experiences. I spoke with ten individuals to delve into the nature of passion and how it influences both their lives and careers.

During the interviews, participants shared moments of realization, where their passions were ignited by achievements, fulfillment in specialized roles or challenges faced in life. They described passion using their perspectives, portraying it as a source of joy or a driving motivator in their lives. Their current pursuits span from filmmaking to space exploration, highlighting the paths people take to pursue what they love. Below is a summary of the interview.

1. Can you describe when you realized you were passionate about something?

What triggered that realization?

Gowtham's passion arises from a desire to achieve and excel.

Prishali's Happiness, contentment and a sense of purpose aligned with an activity trigger passion.

Tripti discovered her passion for a lifestyle during a time of poor health. She realized the importance of staying healthy at all times and found a passion for fitness.

Aditya Finds satisfaction and joy in trying out activities, which sparks passion.

Matthew Prioritizes passion above everything. Is motivated to bring value to others.

Akshitha discovered her passion for design through the joy of playing with colours and textures.

Tarun recognizes passion through feelings of excitement, eagerness and curiosity.

2. How do you define "passion" in the context of your life and career?

For Gowtham, Passion is a source of joy that keeps an individual happy and connected in both work and personal life.

Prishali explains that passion is a driving force that brings happiness, contentment, and direction to professional pursuits.

Tripti said passion brings happiness, peace, and excitement while encouraging a healthy lifestyle.

For Vanshika, Passion is enthusiasm for an activity, subject or goal that provides satisfaction and happiness.

Matthew said passion is a way to express one's uniqueness and contribute value to others through design.

3. Do you currently have anything that you are passionate about

Each participant has articulated a passion that they're actively exploring and enjoying.

Gowtham is engrossed in the world of filmmaking, fascinated by the technologies and tools that bring stories to life on screen.

Vanshika is cultivating a positive and healthy lifestyle, experimenting with different approaches to personal well-being.

Aditya combines his love for food with his zeal for travel, enjoying the discovery of new cuisines and places.

Matthew is delving into his major, interior design, finding joy in exploring his professional passion.

Akshitha is excited by the ever-evolving field of design, specifically finding new materials to work with as an interior design major.

Tarun's passion lies at the intersection of architecture and design, particularly in its impact on people and spaces. Rhema finds her passion in designing clothes, bringing her creativity to life through fashion.

Thomas has been captivated by aviation, and his passion has expanded to encompass all things related to space and rockets, indicating a deep-rooted interest that extends beyond airplanes to the broader field of aerospace.

Their passions, ranging from creative arts to exploration, design, and technology, reflect a dedication to personal growth and a deep connection with their chosen fields of interest. Each participant's engagement with their passion suggests a strong alignment with their personal identities and life choices.

4. What steps or experiences led you to discover your passion or interests?

Prishali says personal experiences and encounters with friends and colleagues have influenced the discovery of passion. To explain in detail, Prishali spoke about how she discovered her passion for experimental makeup when she started helping out her roommates with different makeup looks for various occasions. With consistent compliments and demand for her skills from close friends and family, her passion for makeup grew.

Akshitha discovered excitement and fulfillment in design during their college years.

Tarun's early involvement in the process of home design sparked an interest in architecture.

For Rhema, it was the stress from her full-time job that led her to find solace in creativity through designing.

Thomas said internet platforms like YouTube have played a role in nurturing an interest in aviation and space exploration.

5. Have any influential mentors or role models played a role in your passion discovery? If so, who are they, and how did they inspire you?

Prishali, Vanshika, Akshita and Aditya said they don't specifically have any influences or mentors in their journey of discovering their passion.

Matthew draws inspiration from his father's nature and leadership skills in the field of home renovation and design.

Tarun: Although he doesn't have a role model, he has been influenced by the process of designing his home.

Rhema's sources of inspiration include social media influencers and her family members.

Thomas said he finds inspiration in SpaceX's achievements in the field of rocketry.

6. Can you share a specific project or initiative that you are particularly passionate about? What about it excites you?

Prishali said she is dedicated to improving her lifestyle and making changes.

Vanshika's passion is her focus on growth and self-improvement.

Aditya said he is currently planning an itinerary to explore places and indulge in street food experiences throughout India.

Matthew mentioned he is working on designing a restaurant called "the crazy kid."

Akshitha explained that she eagerly awaits seeing her design sketches come to life and become a reality.

Tarun says his motivation lies in growing his design firm and achieving success.

Rhema said she took up the task of designing her wedding outfits to showcase her creativity and personal touch.

For Thomas, it is his excitement that stems from SpaceX's goal of colonizing Mars.

7. Have there been any obstacles or challenges on your journey to finding your passion? How did you overcome them?

Prishali and Aditya haven't encountered any obstacles along their journey

Vanshika said she faced challenges with getting distracted. However, she overcame them with determination.

Akshitha mentioned that during her college days, she had doubts, But she managed to persevere through them.

Tarun's fear of not being good enough to achieve greatness.

Rhema was able to overcome her insecurity and low confidence with the support of her family.

Thomas faced the challenge of opportunities in his region when it came to joining aviation-related clubs or groups.

8. How does your passion align with your long-term career goals and aspirations?

In terms of aligning their passions with long-term career goals, respondents vary in their perspectives. Prishali views her passion as instrumental in achieving a purposeful and happy career but doesn't provide specific details.

Tripti, on the other hand, sees no direct correlation between her passion and long-term career goals. Instead, she emphasizes the importance of maintaining a healthy lifestyle and having a clear mindset to overcome career obstacles.

Vanshika believes that cultivating a positive lifestyle influenced by her passion will contribute to her long-term career objectives.

Aditya expresses that following his passion brings happiness and a sense of refreshment. Akshitha integrates her passion directly into her profession.

Tarun, driven by a passion for architecture, intends for it to be the primary force guiding his career. Rhema envisions transitioning to designing full-time as she gains more experience.

In contrast, Thomas acknowledges a misalignment between his passion for rockets and his career goals, attributing it to prioritizing comfort over passion. He hints at a potential shift in perspective under certain circumstances, such as witnessing a rocket launch.

9. In what ways has pursuing your passion positively impacted your personal life, relationships, and overall well-being?

Pursuing passions has had a significant positive impact on individuals in various ways. For Prishali, it has led to improvements in personal relationships and enhanced her overall well-being, though she hints at other positive effects without specifying.

Aditya has found that his passion serves as a coping mechanism, helping him manage stress and clear away unwanted thoughts.

Tarun attributes his passion to providing clarity and direction in his career, enabling him to set concrete goals for his future.

Meanwhile, Rhema experiences an increase in productivity and happiness, attributing this uplift to the fulfillment she finds in something meaningful outside of her work. Collectively, these experiences underscore the diverse benefits of engaging with one's passions, from mental health improvements and relationship enhancements to career guidance and personal fulfillment.

10. Do you believe that everyone has a passion, or is it something that not everyone discovers?

The consensus among the respondents is that everyone has the capacity to find their passion, though the journey to discovery and the timing can greatly vary. Prishali believes finding one's passion requires introspection, trying new things, and an open mind.

Tripti and Vanshika note that while everyone has a passion, recognizing it can sometimes be challenging, with realization potentially coming later in life for some.

Aditya and Akshitha echo this sentiment, highlighting that the discovery of passion can occur at different stages for different people. Tarun views passion as a journey of self-discovery that yields varying results based on individual effort and motivation.

Rhema observes a range of passion-filled engagements, from those integrating it into their careers to those who prioritize financial gain. Thomas, through personal experience, asserts that everyone has something they love, underlining the universal potential for passion. Together, their perspectives reinforce the idea that

while everyone has inherent passions, the path to uncovering and embracing these interests is a deeply personal experience influenced by various factors.

11. How do you maintain and nurture your passion over time? What keeps the flame alive?

Prishali emphasizes the importance of ongoing education, community involvement, and embracing new challenges to cultivate interest.

Tripti and Vanshika focus on the end result, keeping the ultimate goal in mind as motivation.

Akshitha integrates her passion into her professional life, finding a balance between routine and excitement to stay motivated.

Aditya dedicates specific time each week to engage with his passion, ensuring regular involvement.

Tarun advises against monotony in pursuing passions, suggesting a variety of activities to keep the interest alive. Rhema aims to gradually surpass her previous achievements, fostering growth and sustained interest.

Thomas finds inspiration in exploring the internet, learning about new developments in his field, and sharing discoveries with others. Collectively, these strategies highlight the importance of continuous engagement, learning, and setting new goals to keep the passion alive and thriving.

12. How do you balance pursuing your passion with the practical aspects of life, such as financial stability and responsibilities?

Balancing passion with the practical aspects of life, such as financial stability and responsibilities, is achieved through various strategies by the respondents.

Prishali advocates for a balanced approach involving efficient time management, setting clear priorities, adaptability, incorporating passion into daily routines, seeking support networks, continuous learning, budgeting, delegating tasks, self-care, frequent assessments, and recognizing achievements.

Vanshika emphasizes the importance of thoughtful planning, realistic goal-setting, and integrating passion with one's career to achieve personal fulfillment alongside financial stability.

Aditya manages this balance by dedicating specific hours during weekends to his passion and employing budgeting to maintain financial stability.

Tarun is focused on making his passion a full-time career, which requires making deliberate decisions that support both his passion and financial well-being.

Thomas has not yet had to balance passion with practical life aspects but expresses a desire to keep his passion separate from his career to maintain it as a source of relaxation and enjoyment, distinct from the pressures of practical life responsibilities.

13. What advice would you give someone still searching for their passion or struggling to define their interests and goals?

The respondents offer thoughtful advice to those searching for their passion or struggling to define their interests and goals, emphasizing exploration, openness, and patience. Prishali advises promoting self-discovery, trying new things, and keeping an open mind to what truly fulfills and gives meaning to life.

Vanshika suggests exploring diverse activities, reflecting on what brings joy, embracing curiosity, being patient, seeking guidance, trying new experiences, and trusting the self-discovery process.

Aditya encourages continually trying new things without restrictions and maintaining an open mindset.

Tarun recommends introspection and patience, emphasizing that there is no rush in finding one's passion, as everything will manifest in its own time.

Thomas, while candidly stating he is still navigating his own path, advises trying anything and everything to discover personal likes and dislikes. Collectively, their advice underscores the importance of exploration, patience, and an open mindset in the journey towards discovering and defining one's passion and goals.

14. How would you advise or guide someone to discover their passion in life and grow it?

To discover and grow one's passion, the respondents offer a range of guidance emphasizing exploration, resilience, and openness to learning. Prishali advises boosting curiosity through diverse activities, facing challenges with tenacity, and embracing a lifestyle of continuous learning alongside networking, experimentation, and self-reflection.

Vanshika suggests exploring varied interests, seeking mentorship, and nurturing passion with continuous learning and perseverance.

Aditya recommends trying new activities to find what brings satisfaction and happiness.

Tarun emphasizes ensuring genuine passion over fleeting fads and the importance of community with like-minded individuals.

Thomas encourages fully immersing oneself in one's passion while keeping final goals in mind.

15. Would you describe yourself as someone with a fixed mindset (someone who believes passion is fixed and cannot be changed) or someone with a growth mindset? (Someone who believes that passion is developed over)

Regarding mindset, Prishali, Vanshika, Aditya, and Thomas all express a growth mindset, believing that passion can develop and evolve over time through experiences and learning. They see the potential for change and growth in their interests and abilities.

16. Are you someone who would be willing to grow your passion along with like-minded people?

Prishali believes in the value of sharing experiences and working collaboratively to enhance enthusiasm and development.

Vanshika also sees great benefit in sharing experiences with those who have similar interests.

Aditya views it as an opportunity for enjoyable experiences and the creation of good memories.

Tarun implies a connection between a growth mindset and the evolving nature of passion, suggesting a positive outlook on collaborative growth.

Thomas simply affirms his openness to growing his passion with others, reflecting a universal interest among the group in collaborative and communal development of their passions.

17. How do you feel about being guided by experienced individuals when it comes to growing your passion and possibly turning it into your career?

The respondents unanimously value the guidance of experienced individuals in the development of their passions and potential career paths. Prishali appreciates the insightful information and accelerated learning that advice from seasoned professionals can provide, aiding in navigating the path from passion to profession.

Vanshika emphasizes the value of such guidance for both personal and professional growth.

Aditya sees the benefit in helping to decide whether to maintain an activity purely as a passion or to develop it into a career.

Tarun highlights the importance of mentorship in making the transition from passion to career, especially in setting financial, social, and personal priorities.

Thomas, while not inclined to turn his passion into a career, is enthusiastic about learning from experts who have made significant achievements in their fields. Collectively, they recognize mentorship and experienced guidance as crucial for growth, decision-making, and navigating the complexities of aligning passion with professional aspirations.

VII. Explorations

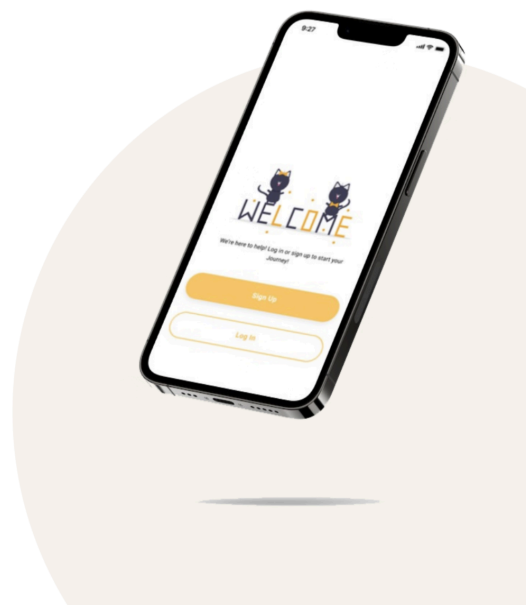
As a part of my studio Project, I made an application called Collect and Connect, which is a platform for passionate individuals to transform their hobbies, interests, and experiences into vibrant collections of pictures, descriptions, and cherished memories. To understand the app better, below are the key features:

COLLECT & COLLECT

Collect & Connect

Introducing Collect & Connect, the ultimate platform for passionate individuals to transform their hobbies, interests, and experiences into vibrant collections of pictures, descriptions, and cherished memories.

This innovative app empowers users to share their passions with the world while forging meaningful connections with like-minded enthusiasts from around the globe.



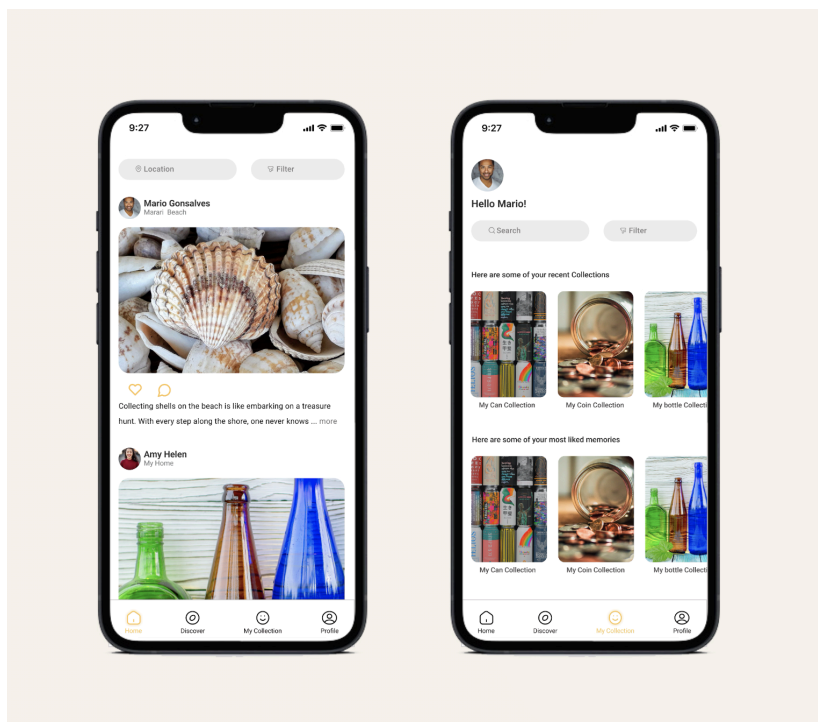
Create Personal Collections: With Collect & Connect, you can curate and customize your interests. Whether you're an artist, dancer, culinary expert or vintage car enthusiast, this app lets you showcase your passions through a mix of captivating images and engaging descriptions.

Capture Memories: Relive memories by adding anecdotes and cherished moments to your collections. Attach photos, videos or voice notes to bring your

passions to life. Whether it's your grandmother's recipe or the story of your solo backpacking adventure, Collect & Connect transforms them into meaningful stories worth sharing.

Discover New Passions: Discover interests and hobbies beyond your own with the help of the app's search and recommendation system. Explore a world of passions that align with yours and connect with individuals who share similar interests. You can comment on their collections seek advice or simply engage in conversations centered around passions.

Connect with Enthusiasts: Become a thought leader in your niche by sharing your expertise on Collect & Connect. This platform provides an opportunity for those with knowledge to establish themselves as leaders in their fields.



Share Your Expertise: Users can share some helpful tips, insights, steps, and step-by-step guides to support others in their growth journeys.

Private and Public Collections: You have the option to choose whether you want to keep your collections private, share them with a group of people or make them public for everyone to view. Your privacy and convenience are important.

This innovative app empowers users to share their passions with the world while forging meaningful connections with like-minded enthusiasts from around the globe.

How would this app benefit its Users?

Promotes creativity and Individuality by allowing individuals to showcase their talents and unique ideas.

Encourages a sense of fulfilment by fostering self-expression.

Encourages exploration by allowing users to have the opportunity to delve into an array of hobbies and interests leading to learning and personal growth.

Discovering hobbies and interests becomes more accessible contributing to an enriched life.

Connecting with Like-Minded Enthusiasts The App facilitates the formation of communities and connections, among people who share passions and interests. Strengthens bonds while encouraging collaboration among enthusiasts.

Preserving Memories and Knowledge The app serves as a repository for memories and experiences, ensuring that valuable knowledge and insights are preserved. Users can revisit their collections to relive their experiences or share them with others.

Cultural Exchange and Appreciation The app promotes cross-cultural interactions as individuals from different backgrounds share their hobbies and interests. Collect and Connect fosters appreciation for cultures and traditions through shared experiences.

Enhancing Mental Well-being: Engaging in one's passions while sharing them with a community can boost health levels while reducing stress. Users find purposefulness and satisfaction in pursuing their hobbies.

Economic Possibilities Provides chances for individuals to earn money from their passions like selling artwork, merchandise or providing sessions. Encourages

entrepreneurship and the ability to generate income, for people who enjoy hobbies and are enthusiasts.

Building a Community and Providing Support Establishes a feeling of connection for users who have interests or may feel isolated in their real-life communities. Offers a network of assistance, for individuals dealing with difficulties associated with their hobbies or interests.

In the environment of my studio class during the phases of my thesis work, I reached a point where I was uncertain about the direction to take. Passion Juice was born from exploration and academic study. The app I designed, Collect & Connect, started as a project. As I delved further into the design process, a multitude of possibilities unfolded before me. It felt like the app was a channel through which my thesis potential materialized into something concrete. As the app structure evolved, so did the trajectory of my thesis, with Collect & Connect forming the basis for Passion Juices thesis.

Passion Juice transformed beyond being a project; it became a realized vision that blended practicality and inspiration drawn from our classroom's energy. What initially started as a class task bloomed into an application that reflects the essence of my journey and sets the stage for my future career aspirations.

VIII. Passion Juice

The app **Passion Juice** is a platform for students and working professionals to find the right resources and connections to help transform their passions into potential careers with the right guidance from mentors and fellow passion seekers.

Addressing user pain points

Lack of Motivation

Passion Juice tackles the issue of motivation by introducing a feature called **"Passion Buddy."** This feature enables users to connect with individuals who share goals, fostering teamwork and reliance on each other to achieve tasks. Through cultivating passion partnerships, users can experience motivation, personal development, job satisfaction and reduced stress levels. This creates an environment that aids in accomplishing shared goals.

Lack of resources and Knowledge

The app introduces **"Find My Mentor,"** seamlessly connecting users with experienced professionals in their chosen passion field. Upon connection, users access valuable resources published by the mentor, initiate detailed conversations to acquire specialized knowledge, explore the mentor's success stories, and gain insights into their career beginnings. This feature empowers users to learn directly from industry experts, providing a personalized and enriching mentorship experience.

Having too many passions

Being a "wide achiever" rather than a "high achiever" often characterizes individuals with diverse passions. According to Rosen's TED talk "How to find your passion and make it your job"⁹, people with multiple passions can explore them simultaneously by splitting their interests across part-time, freelance, and contract jobs. The app recognizes this scenario, offering users to follow and manage each passion separately so users can seamlessly navigate, engage, and track progress in each area of interest, thus providing users with the flexibility to assess and decide which passion to transition into a full-fledged career or continue growing all their passions simultaneously, embracing the wide achiever identity.

Financial Constraints

⁹"How to Find Your Passion and Make It Your Job." *YouTube*, uploaded by TEDx Talks, 19 Nov. 2018, <https://youtu.be/8Swu8iiuFx4>.

Many individuals abandon their passions due to financial constraints and uncertainty about the financial viability of pursuing them. The app's "Find My Mentor" feature addresses this by connecting users with experienced professionals without financial obligations. Users can offer points to mentors, serving as valuable experience on the app, creating a mutually beneficial exchange where both mentor and user gain valuable insights and expertise without the burden of monetary constraints.

Furthermore Passion Juice allows mentors to link the points (which counts as mentoring experiences) they receive to career networking platforms like Indeed and LinkedIn which would be beneficial for Mentors for several reasons.

Increased Profile Visibility - By linking mentoring experiences from the app to websites like LinkedIn and Indeed, mentors can showcase their expertise and dedication to growth effectively. This could enhance their visibility among employers, recruiters and peers.

Validation of Credentials - Incorporating mentoring experiences from the app into LinkedIn and Indeed profiles allows mentors to validate their skills and knowledge.

Networking Opportunities - Utilizing mentoring experiences across platforms can create networking opportunities for mentors. Mentors who have effectively guided others through career challenges or professional milestones may attract connections and opportunities from professionals seeking guidance.

Incorporating mentoring experiences alongside accomplishments on platforms like LinkedIn can help mentors align their career goals with their commitment to growth. This alignment can attract opportunities that support the mentor's career path. By sharing mentoring experiences on job networking platforms, mentors can feel more engaged with their communities. Acknowledged for their contributions to other's professional development. This recognition may enhance their reputation among colleagues. Increase their visibility. Connecting mentoring experiences across platforms allows mentors to gain insights into the

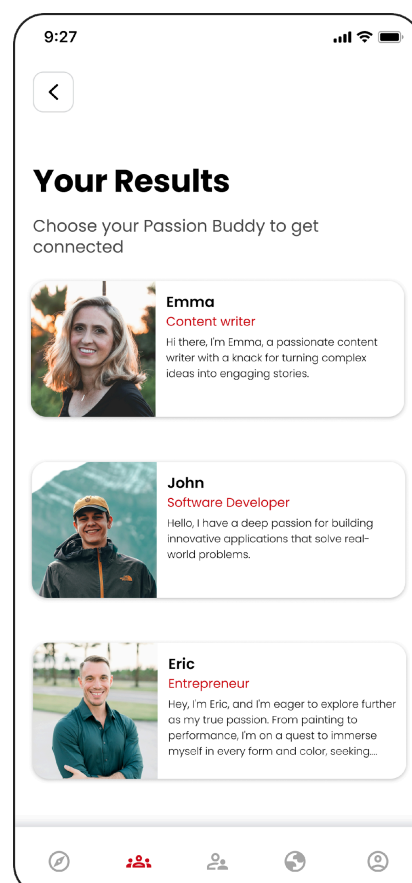
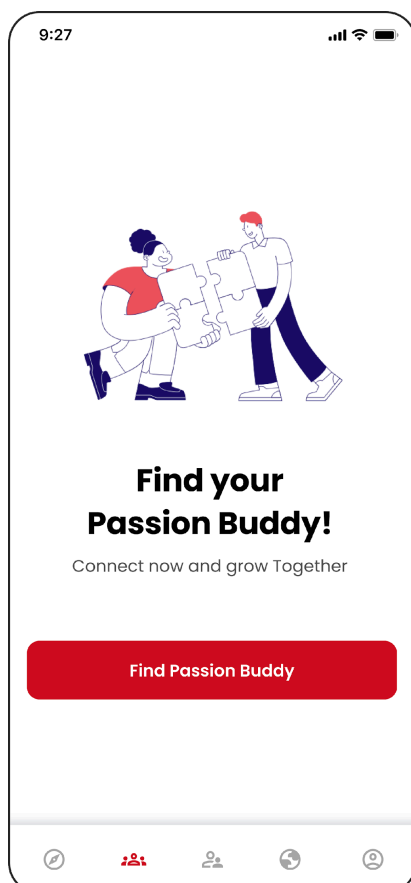
effectiveness of their mentorship efforts over time. Data analytics tools integrated into these platforms can provide mentors with metrics and feedback on the impact of their mentorship relationships, enabling them to improve and refine their mentoring skills.

Key Features of the app

Passion Buddy Matching

Users can showcase their passions, goals and interests on their profiles. This helps match users with "passion buddies" based on shared interests and aspirations. "Passion Buddy Matching" introduces an approach, to interactions where individuals showcase their passions, dreams and hobbies through personalized profiles.

The platform employs a matching system that enables users to provide an overview of their objectives. This process carefully analyzes the information shared by users to identify interests and shared goals.



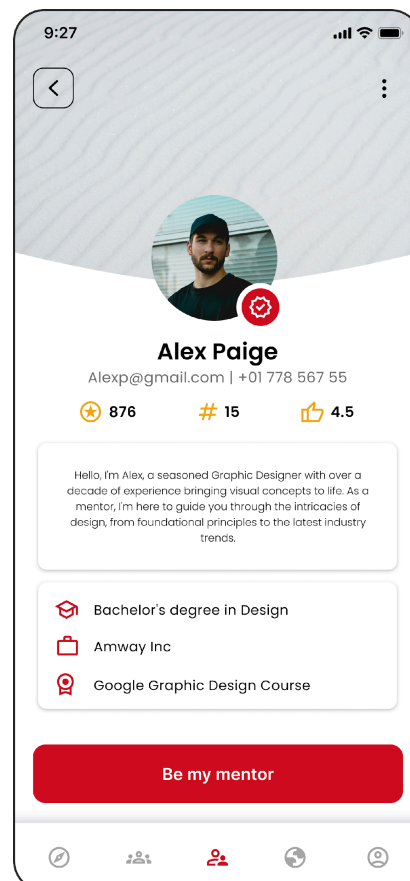
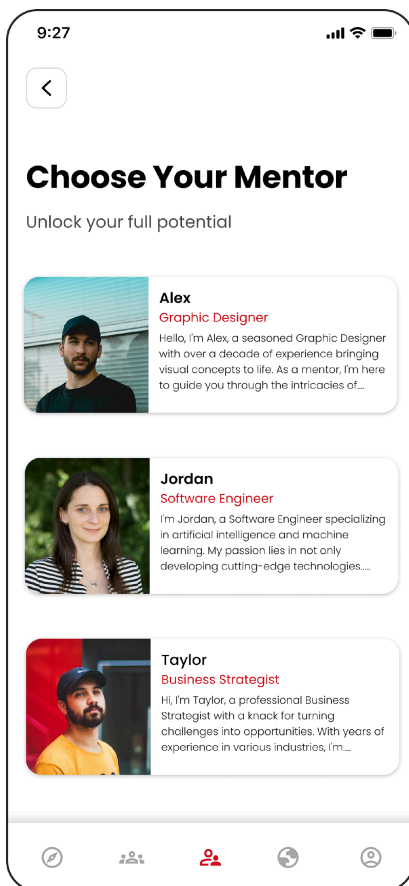
When the system identifies overlapping interests and aspirations it connects individuals together forming what are known as "passion buddies." These friendships are established on enthusiasm than mere chance encounters. The concept aims to move beyond networking by nurturing relationships that are inherently more profound and fulfilling.

Users who become passion pals can share experiences, collaborate on projects, or offer support to one another in their pursuits. This approach not only enhances user engagement but also contributes to community development. Individuals with interests are brought together, creating a platform for them to connect, exchange ideas and potentially establish relationships.

By focusing on interests and common objectives this model creates an environment where users are more likely to encounter minded individuals expanding their social circles in ways that transcend superficial connections. The main goal of "Passion Buddy Matching" is to promote participation on the platform by connecting users with like-minded individuals who share similar beliefs and interests.

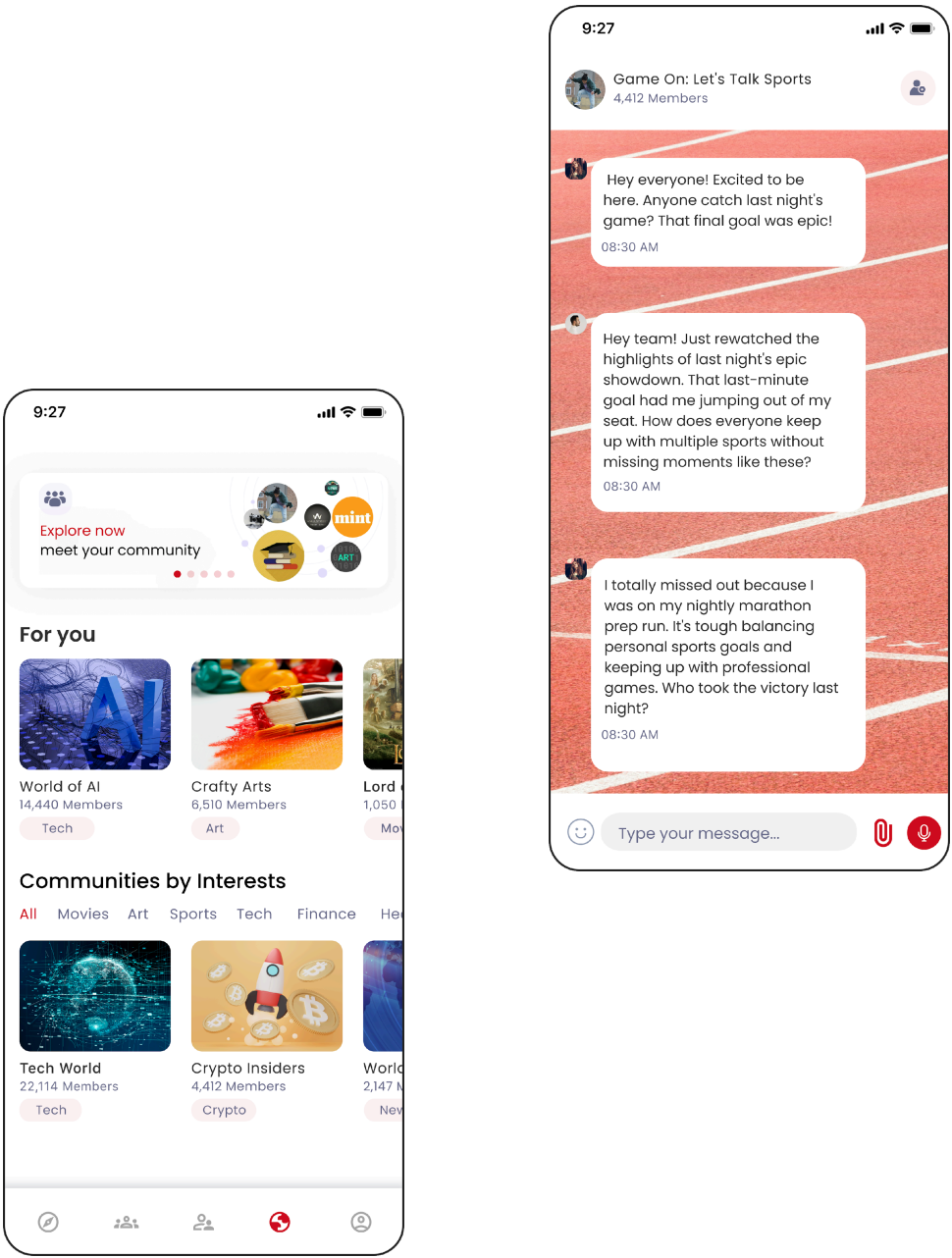
Mentorship Platform

Users can access a pool of mentors from industries. And connect with mentors who offer personalised guidance and enrich your knowledge in alignment with your passions.



Community Chat

Users can engage in real-time conversations with their fellow passion seekers and mentors through the chat feature. Users can participate in community discussion forums, sharing experiences and seeking advice on passion-related topics.



Collaborative Projects

This feature enables users to collaborate on passion projects, creating a hands-on learning experience. It encourages teamwork and skill development among community members. Passion Juice empowers users to explore the career potential of their passions fully by providing a platform that combines passion-based partnerships, mentorship opportunities, and a vibrant community. The app aims to redefine how individuals approach their journeys by promoting learning and mentorship for a more fulfilling and prosperous future.

The feature called "Collaborative Projects" aims to help users work on projects related to their shared interests.

Opportunities for Collaboration

Passion Juice users can team up with others who have passions or interests to work on projects together. The platform serves as a hub for those seeking minded partners to collaborate on practical projects.

Hands-On Learning Experience

Engaging in projects provides users with hands-on learning experiences. Active participation in these initiatives enables users to apply and enhance their skills in real-world scenarios, deepening their understanding of their chosen passion.

Promotion of Teamwork

The feature aims to foster teamwork, among members of the community. By collaborating on projects users can leverage each others strengths, share knowledge and collectively contribute towards the success of the project.

Skill Enhancement

Collaborating on projects not only allows users to utilize their existing skills but also facilitates their development. Users have the opportunity to learn from one another, gaining insights and experiences that complement their skill sets.

Passion Driven Partnerships

The collaborative element of the projects stems from the shared interests or passions of the users, creating a meaningful bond between partners who are driven by a goal or enthusiasm.

Mentorship Opportunities

Beyond working, PassionConnect also offers mentorship opportunities where users can benefit from the guidance and advice of more experienced community members, helping them grow personally and professionally.

Lively Community

PassionConnect contributes to building an engaged community where users can connect not only through projects but also through shared learning experiences, fostering a supportive environment for pursuing their interests.

Transformative Journeys

PassionConnect aims to revolutionize how individuals approach their growth by emphasizing learning and mentorship. The platform encourages a mindset towards professional development, leading to a more fulfilling and successful future for its members.

In essence Passion Juice "Collaborative Projects" feature serves as a tool that promotes hands on learning, collaboration, skill enhancement, passion driven partnerships, mentorship opportunities and an active community. It aligns with the mission of reshaping journeys by providing a comprehensive platform, for exploring and nurturing ones passions.

Why an App?

An application like "Passion Juice" offers benefits compared to platforms when it comes to addressing the challenges individuals face when blending their hobbies with their professional pursuits;

1. Accessibility: Unlike mentorship programs or local organizations that may have limitations based on location, an app is accessible to anyone with a smartphone or internet access. This accessibility ensures that people from different backgrounds and locations can access resources, connect with mentors and engage with minded individuals, irrespective of physical distance.

2. Convenience: An app enables users to access materials and interact with mentors. Participate in community discussions at their convenience, regardless of time or place. This flexibility accommodates schedules and allows users to pursue their interests on their terms—be it during a commute, a work break or from the comfort of their homes.

3. Personalization: Apps can offer users tailored recommendations, customized content and mentorship opportunities based on their interests, objectives and preferences. This personalized approach ensures that users receive support and guidance aligned with their passions and career aspirations, thereby enhancing the user experience and effectiveness of the platform.

Furthermore apps can facilitate real time interactions, collaborative projects and engaging opportunities through features such, as chat forums, group discussions, and virtual events.

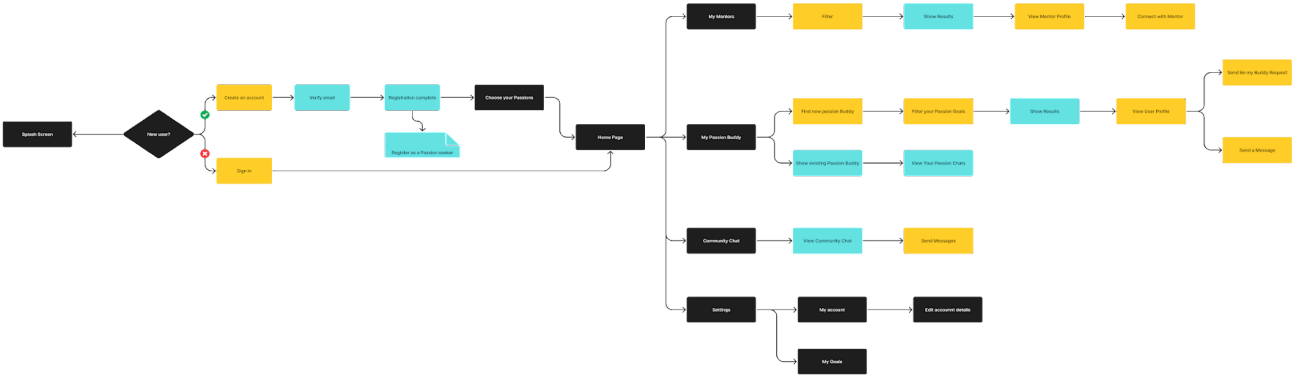
This interactive feature fosters a sense of community promotes information sharing. Encourages participation creating a lively and supportive environment, for pursuing interests and advancing careers.

Scalability; Applications have the capacity to reach an diverse audience serving as platforms for building connections exchanging resources and disseminating knowledge globally. This scalability enables the program to expand its reach to an user base and facilitate collaboration, networking and growth across boundaries.

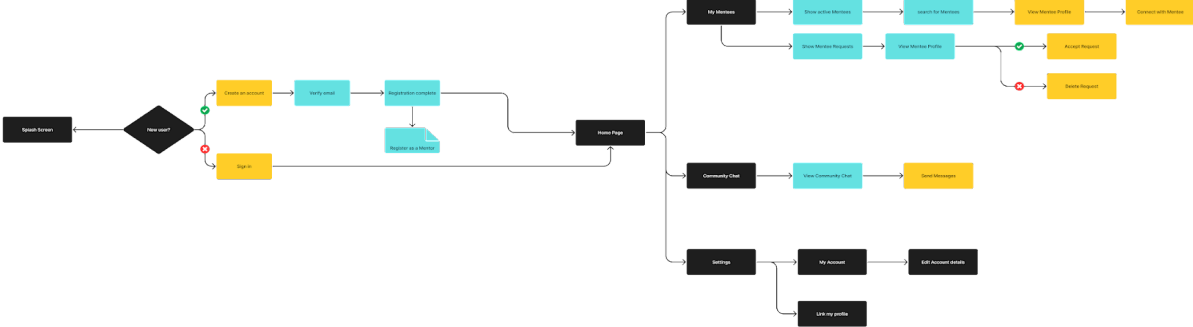
In response to these findings, I designed the app "Passion Juice" to bridge the gap between passion and profession. This innovative platform serves as a facilitator for individuals seeking to translate their passions into vocations. The app's key features include "Passion Buddy Matching," "Find My Mentor," and "Collaborative Projects," which assist users in overcoming obstacles, finding inspiration, accessing resources and connecting with minded peers and seasoned professionals.

Journey Map

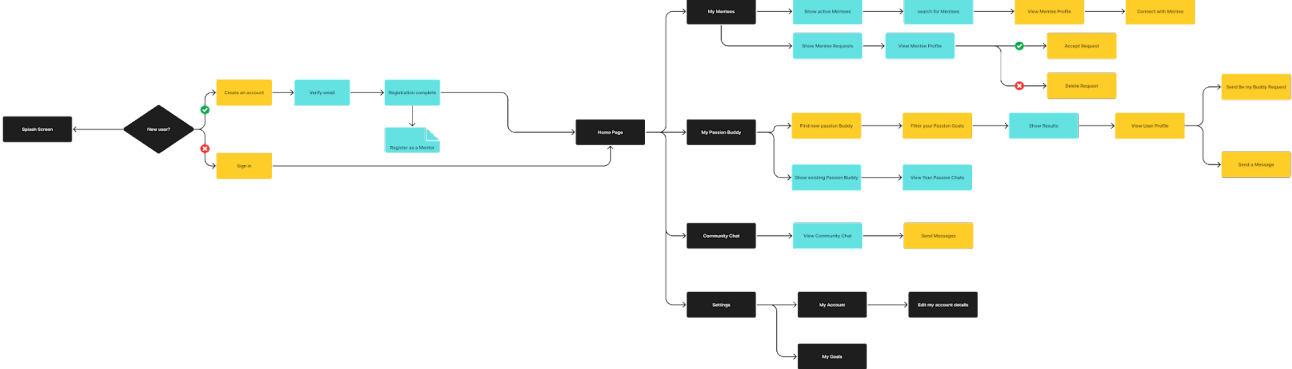
PASSION SEEKER



MENTOR



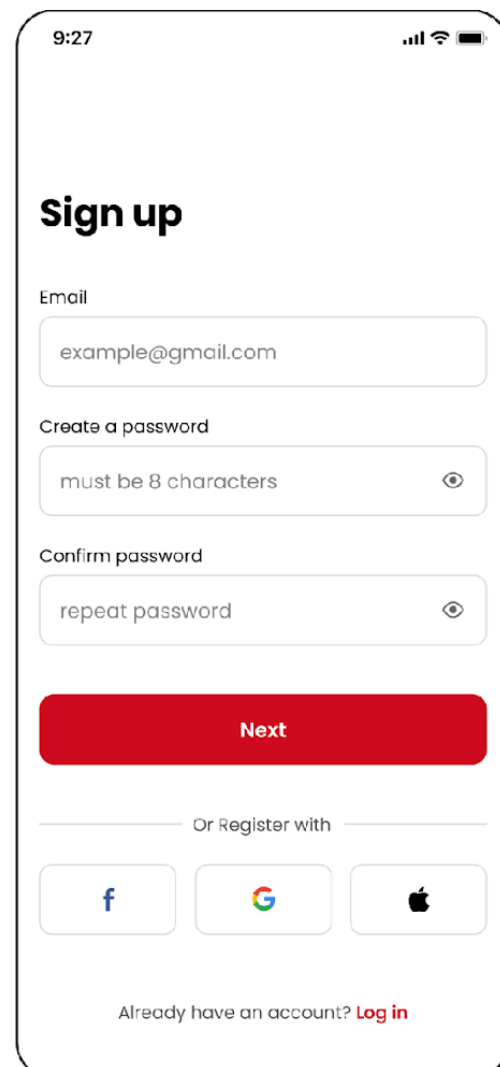
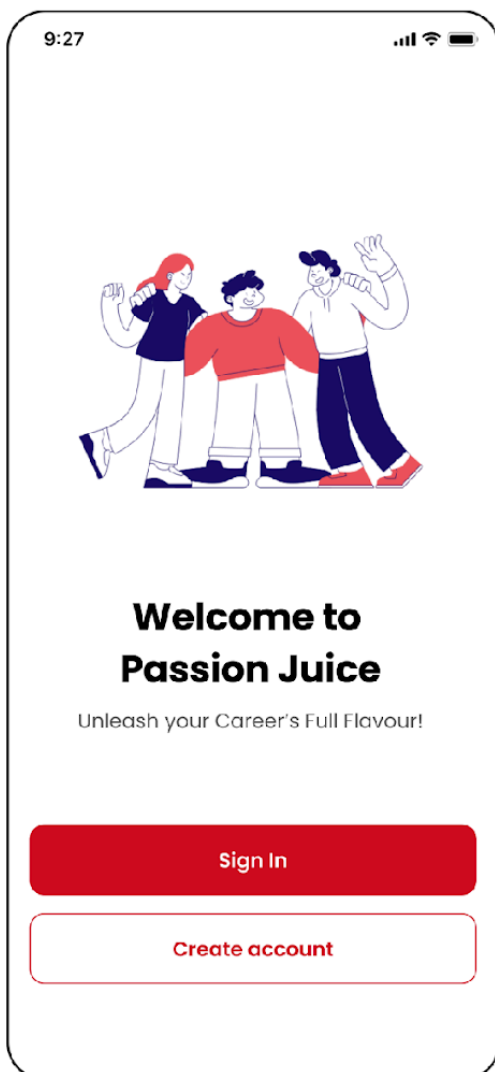
MENTOR +PASSION SEEKER

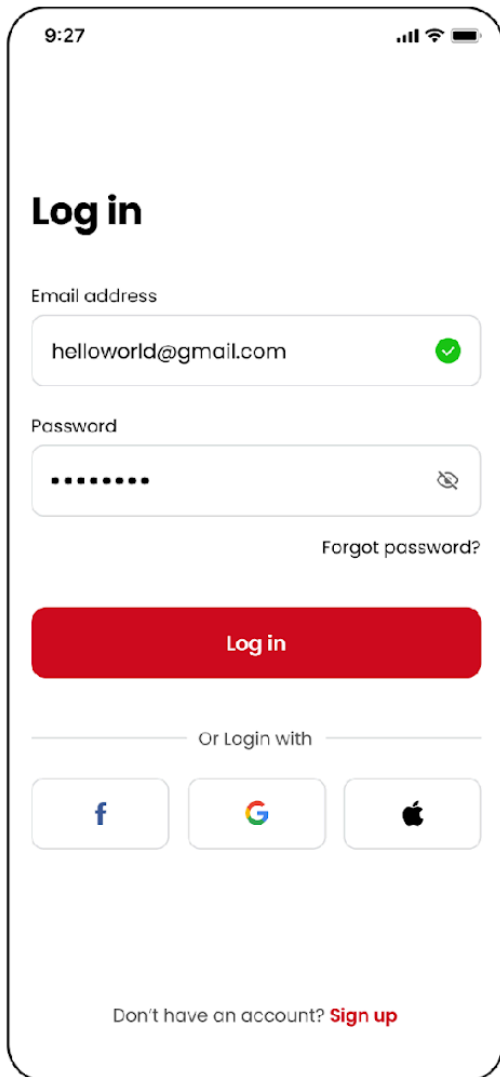


Screens and Visuals

Onboarding

From the splash screen, the user can either log in or create an account. If the user already has an account, they can simply log in. If not, the user can use the Create an Account form to fill in their details and register as a new user. Once new users sign up, they will then have to choose if they want to access the app as a passion seeker (a user who wants to explore and nurture their passion) or as a mentor (a user who wants to mentor passion seekers)





9:27

Log in

Email address

helloworld@gmail.com ✓




Password

..... 🔒

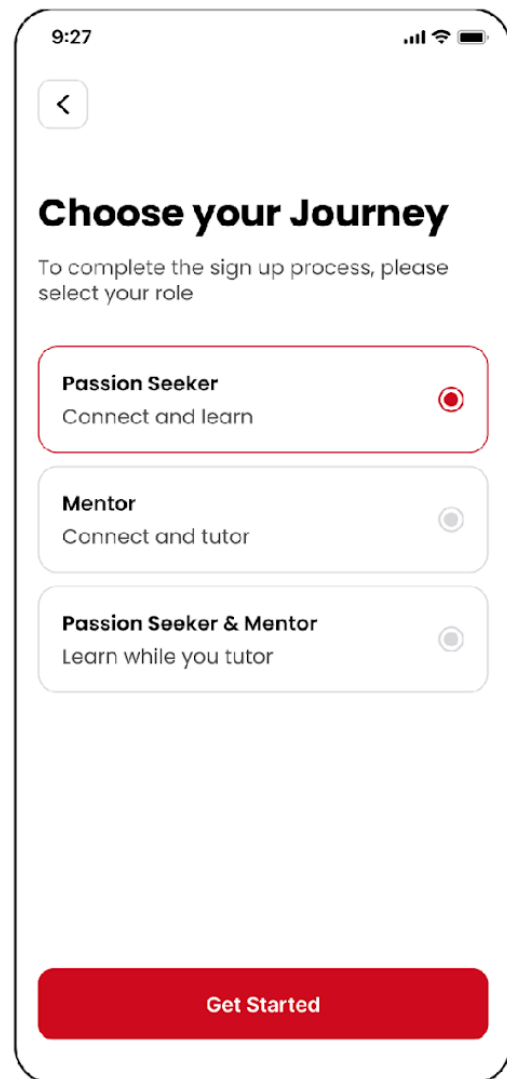
[Forgot password?](#)

Log in

Or Login with

Don't have an account? [Sign up](#)



9:27

<

Choose your Journey

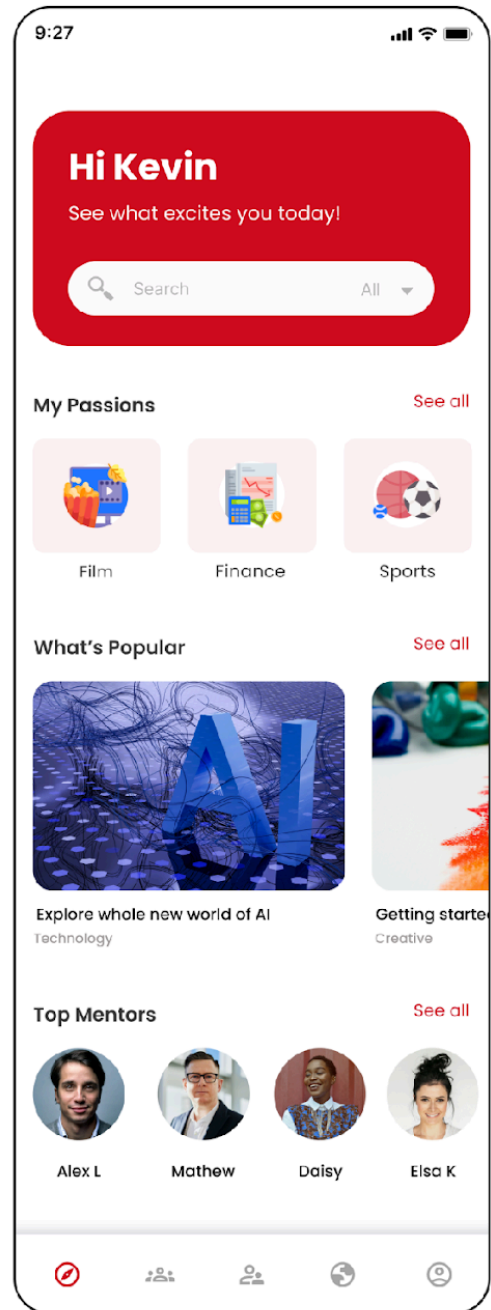
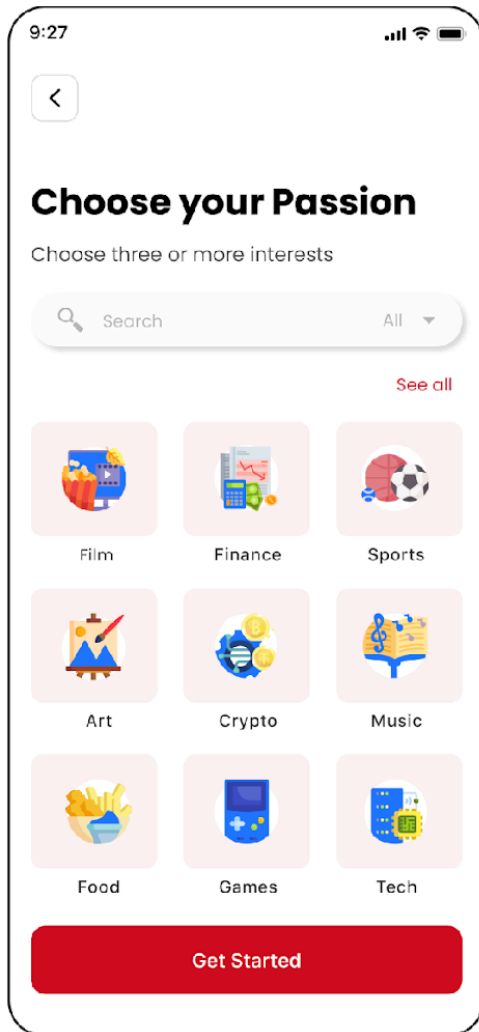
To complete the sign up process, please select your role

- Passion Seeker**
Connect and learn ☒
- Mentor**
Connect and tutor ☐
- Passion Seeker & Mentor**
Learn while you tutor ☐

Get Started

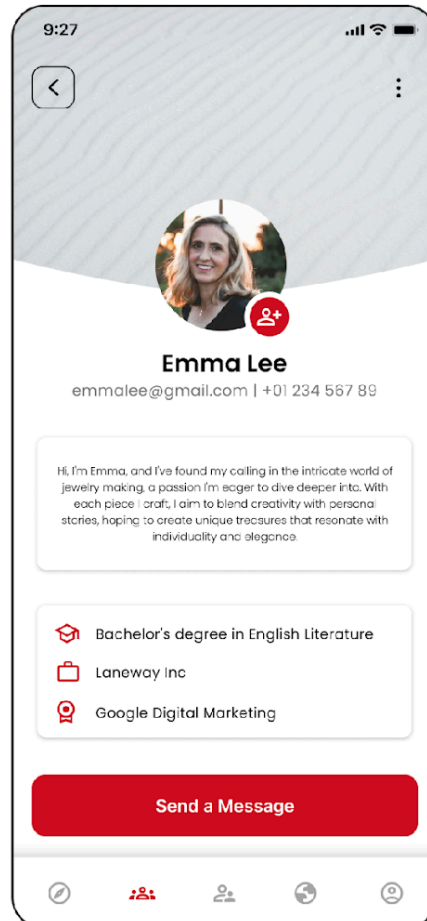
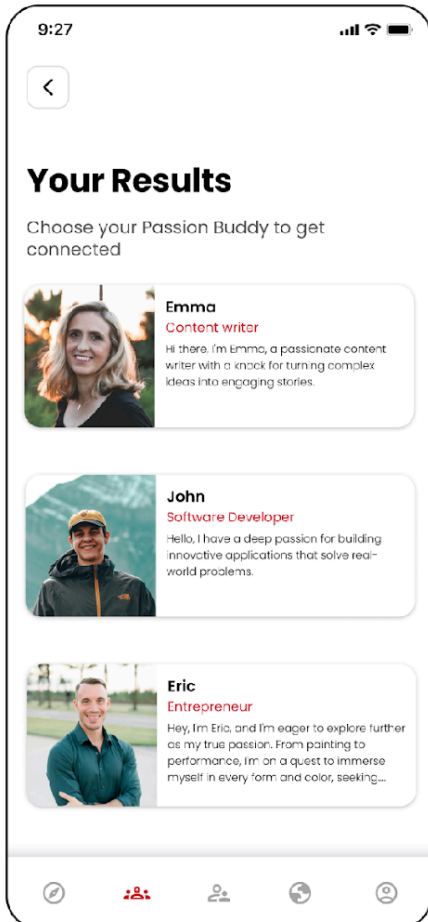
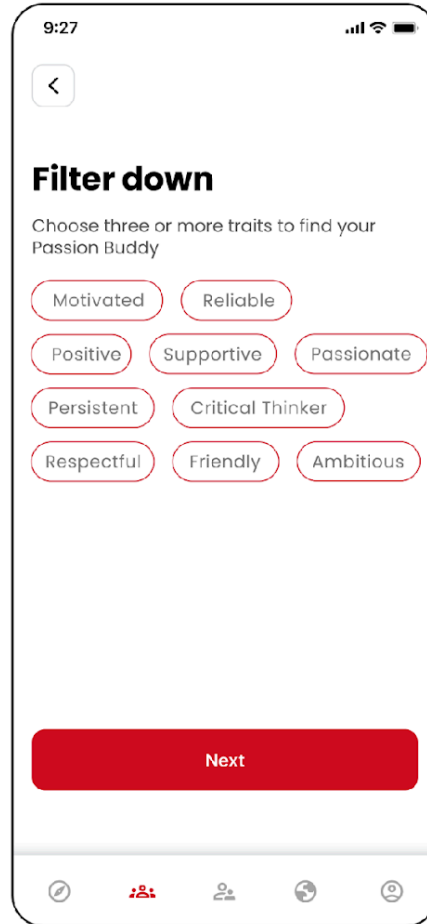
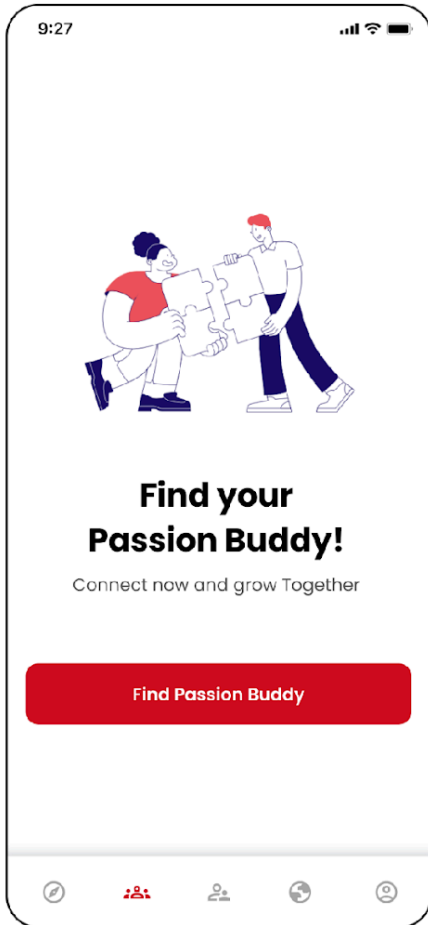
Homepage

After the onboarding process, the user will then be asked to choose from the different passions in the categories listed. Once the user has done so, the user will be navigated to the home page where they can see their passions, explore different interests and navigate to different features and screens from the homepage.



Find your passion buddy.

From the bottom nav bar on the homepage, the user can click on the passion buddy icon to find their like-minded fellow passion seeker. Once the user clicks this icon, it takes them to the Find My Passion Buddy screen, where the user will be asked to pick from different filter options to get results. Once this is done, the results will show up. To get to know their potential passion buddy better, the user can go to their profile for more details and even choose to send them a message or add them as their passion buddy.



Find your Mentor

This is for users looking for the right mentor to guide them through their journey of passion and career. Users can Navigate to the Find My Mentor tab from the bottom navigation bar. Similar to finding your passion buddy, users will have to filter down options such as qualifications, rating and experience to find their perfect mentor. Once the filtered results are shown, the users can navigate to each mentor profile to get to know them in detail and then decide whether they want to send a Be My Mentor request.

9:27

<

Find Your Mentor

Pick a your options from the Dropdown

Education

Choose from dropdown

Experince

Choose from dropdown

Skills

Choose from dropdown

Rating

Choose from dropdown


Next

9:27

<

Choose Your Mentor


Unlock your full potential



Alex

Graphic Designer


Hello, I'm Alex, a seasoned Graphic Designer with over a decade of experience bringing visual concepts to life. As a mentor, I'm here to guide you through the intricacies of...



Jordan

Software Engineer

I'm Jordan, a Software Engineer specializing in artificial intelligence and machine learning. My passion lies in not only developing cutting-edge technologies...




Taylor

Business Strategist

Hi, I'm Taylor, a professional Business Strategist with a knack for turning challenges into opportunities. With years of experience in various industries, I'm...

9:27

<



Alex Paige


Alexp@gmail.com | +01 778 567 55


★ 876


15

👍 4.5

Hello, I'm Alex, a seasoned Graphic Designer with over a decade of experience bringing visual concepts to life. As a mentor, I'm here to guide you through the intricacies of design, from foundational principles to the latest industry trends.

 Bachelor's degree in Design

 Amway Inc

 Google Graphic Design Course

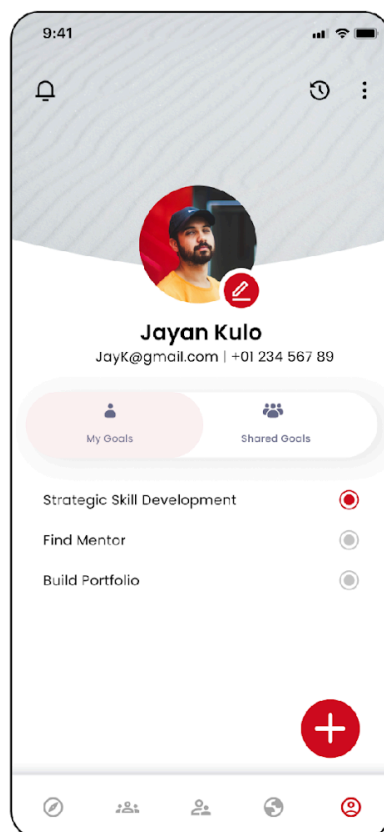
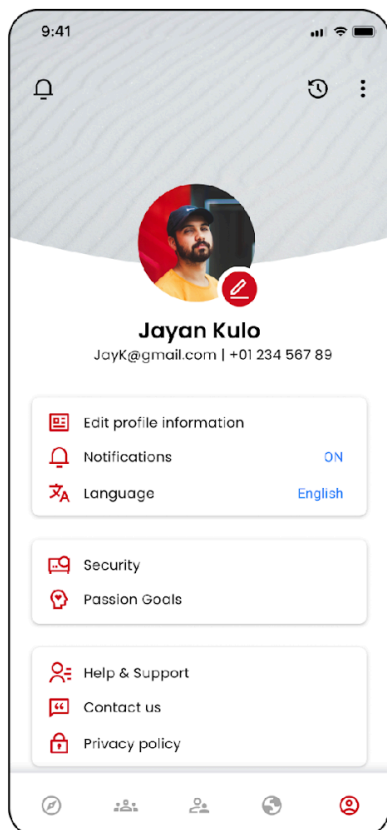
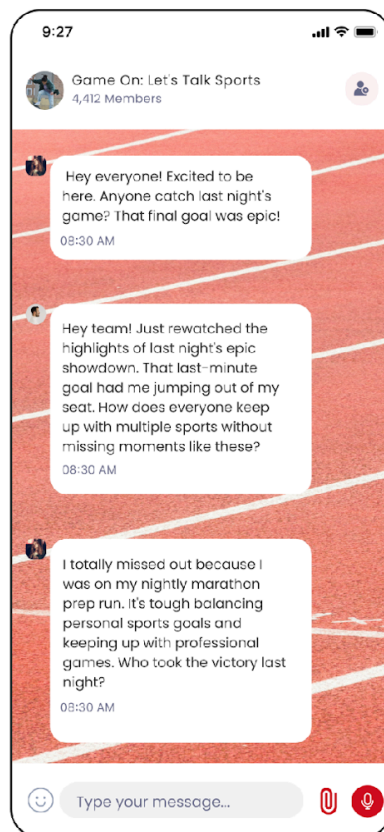
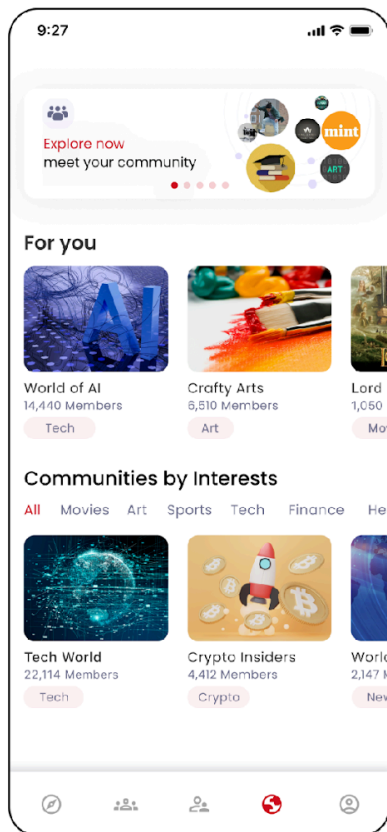
Be my mentor

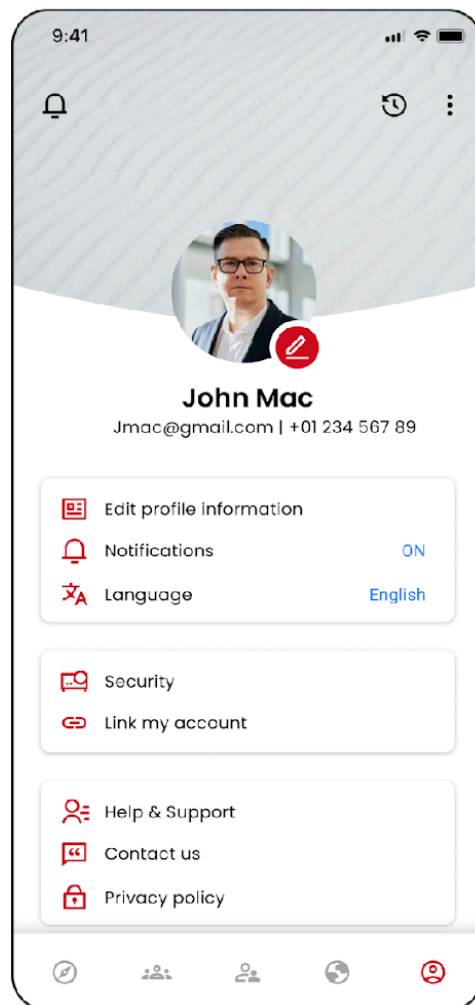
3

Community and Passion Goals

For users looking for the right Passion community to be a part of they can go straight to the my community chat where they can dive into diverse passion groups, meet new passion buddies and keep up with the latest career buzz. Users have the liberty to explore by being part of different groups as well as take part in community conversations via community chat.

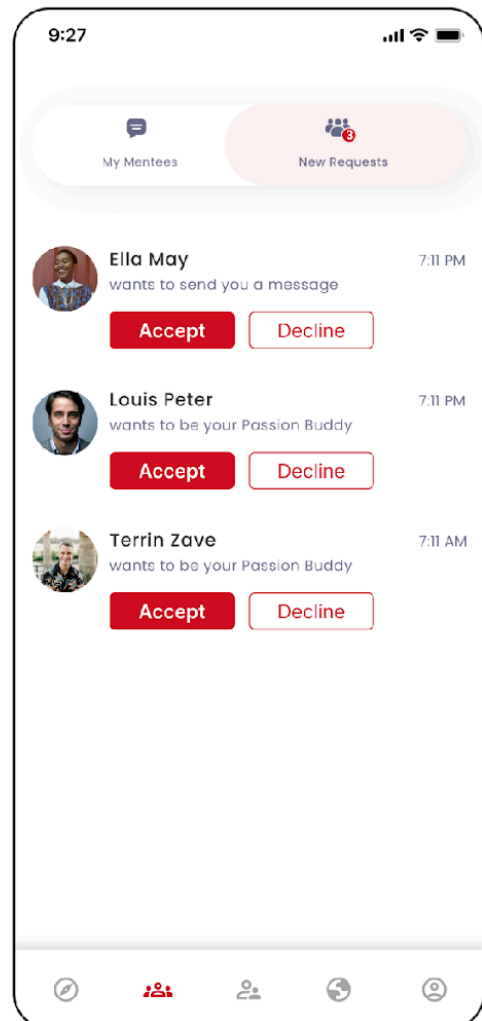
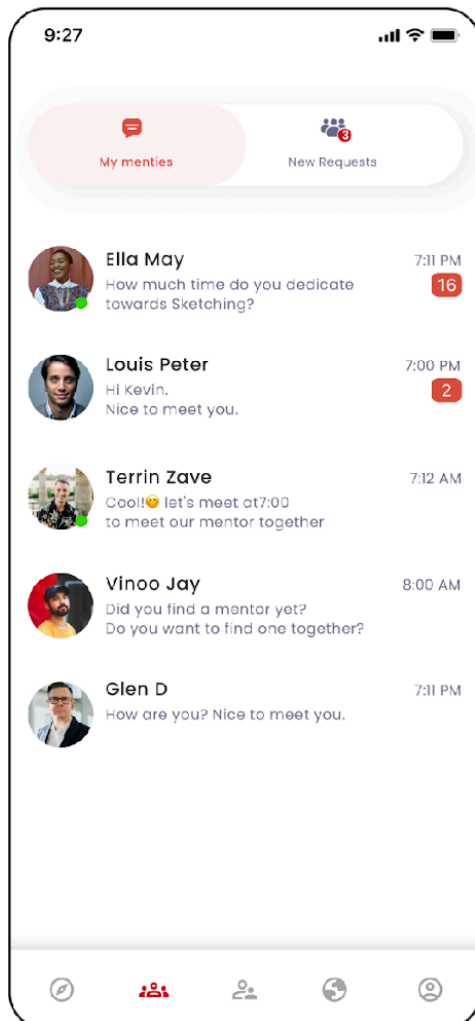
To keep track of one's goals and share them with their fellow passion buddy, users can navigate to their profile, where they will find the My Goals option. The two-tab feature lets users easily keep up with their self-goals and shared goals.





My Mentees

For users who have logged onto the app as Mentors can find the my mentees icon from the homepage. Here Users can view their chats with mentees as well as pending requests. To accept a be my mentor request mentors can view the users profile before making a decision. Mentors can also view their profile to update their information as well as link their profile to networking platform such as linked and indeed.



Logo Design



When designing the logo for my app, Passion Juice, I wanted to ensure it resonated deeply with the personal nature of passion, as everyone has their own unique interests. I had two initial ideas in mind for the logo.

The first concept was inspired by the inside of a passion fruit, which is tightly packed with seeds. This imagery struck me as a perfect representation of the app's feature, Passion Buddy. This feature helps users connect with others who share similar passions, allowing them to collaborate and pursue their interests together. Just like the seeds in a passion fruit are close to each other, users can find and connect with many passion buddies, coming together to follow their passions.

The second logo idea was much more personal. Growing up, every time I visited my hometown, my grandmother and mother would make me passion fruit juice,

which is one of my favorite drinks. To me, this wasn't just a refreshing beverage; it was their way of showing their love and passion. Passion, in a broader sense, also means love—something you're deeply connected to. This was a deeply personal memory for me, and I wanted to bring that personal touch to the app.

Ultimately, I decided to go with the second logo. It felt closer to my heart and aligned perfectly with the theme of passion as something very personal. By choosing this logo, I aimed to add a personal touch to the whole application, making it not just a tool for finding like-minded individuals but also a platform that evokes the warmth and love of shared passions.

User Feedback

Passion Buddy Matching

Pros: The feature "Passion Buddy Matching" effectively addresses motivation issues by connecting individuals with interests and objectives, fostering teamwork and mutual support. The focus on building relationships rather than just networking enhances user engagement significantly.

Recommendation: To enhance the reliability of the matching algorithm, consider implementing a feedback system where users can share their experiences with their passion companions.

Community Chat

Pros: The time chat functionality and community discussion boards enable users to connect, share insights, and seek help, fostering a sense of community.

Suggestions: Enhance the user experience by introducing moderation tools to maintain a respectful community environment. Resource Center;

Positive: A hand-picked selection of resources that cater to user's interests fosters learning and helps them stay informed about industry advancements.

Recommendations

Incorporate a rating system for resources to aid users in identifying the pertinent content.

Collaborative Initiatives

Positive: The feature on "Collaborative Projects" promotes learning, teamwork and skill enhancement, aligning well with the app goals.

The focus on projects driven by passion and mentorship opportunities is commendable.

Recommendation: Introduce a feedback mechanism for projects to evaluate success and pinpoint areas for improvement in endeavours.

Overall Assessment

Positive: Passion Juice provides a platform addressing user needs through interactions, mentorship and practical learning experiences.

Recommendation: Consistently gather user input to enhance functionality based on evolving community needs and preferences.

Consider incorporating gamification elements for increased user engagement, like achievement badges or rewards for participation. Passion Juice seems like a crafted application aimed at supporting users in turning their passions into careers. By offering mentorship, fostering a sense of community and facilitating projects, the app takes an approach to personal and career growth.

IX. Conclusion

This study has uncovered insights, into the obstacles individuals encounter when trying to integrate their Passion with their careers. After conducting research, including surveys conducted among students at Emily Carr University it is evident that barriers such as resources, time constraints, financial challenges and self doubt hinder many people from fully pursuing their interests.

Passion Juice offers a solution to support professional growth by addressing common user challenges such as lack of motivation, resources and expertise. Through community engagement curated resource hubs, mentorship opportunities and collaborative initiatives, the app nurtures connections driven by passion that lead to learning experiences and personal fulfillment.

User input has played a role, in enhancing the apps features ensuring it stays attuned to the evolving needs and preferences of its user community. Users suggested feedback channels incorporating reminder functionalities and I found that adding elements of gamification demonstrate a commitment to enhancement and user centric design.

At its core, Passion Juice embodies a vision of empowerment that motivates individuals to pursue their passions with confidence and purpose. The app cultivates a community of passion enthusiasts while equipping them with the tools and guidance for success, leading not only to career growth but also fostering a culture of fulfillment and well-being. By acknowledging the impact of passion-fueled pursuits, we pave the way for a future where work transcends utility and becomes a deeply gratifying expression of our authentic selves.

X. Reflection

Looking back on completing my thesis, I feel a mix of emotions. Satisfaction from the work put into researching and writing a sense of achievement after months of dedication and some nerves about what lies. Immersing myself in the subject matter, grappling with concepts, gathering data and constructing arguments have all been parts of this academic journey. It wasn't a road; there were moments of frustration and doubt along the way. Also, instances of clarity and unexpected insights kept me moving forward. Each chapter in my thesis represents not only work but also showcases my growth in resilience and personal development.

I take pride in what I have achieved and'm thankful for the support system. Mentors, supervisors, colleagues and family members. Who guided me towards my goals. As I submit my thesis I am ready to defend my ideas engage in discussions and debates and make contributions to the field of knowledge within my area of study.

Beyond the challenges this thesis has had an impact on me. My approach to design has matured with insights gained along the way. My reasons, for designing have become sharper while my perspective has broadened.

This experience has truly transformed the way I tackle design tasks—considering them carefully approaching them with greater creativity and recognizing the profound influence design exerts, on peoples lives. As I wrap up this section I eagerly anticipate embracing hurdles solving issues and exploring countless possibilities that await me in the future.

XI. Appendix

1. Ethics board Approval

Emily Carr University Research Ethics Board (ECU-REB)

Research + Industry Office
520 East 1st Avenue
Vancouver, BC V5T0H2

+1 604 844 3800 ext 2848
ethics@ecuad.ca



CERTIFICATE OF RESEARCH ETHICS APPROVAL

The Emily Carr University Research Ethics Board approves the following project:

File #	Title	Principle Investigator:	Other Investigators
100570	Navigating Through Your Passion	Dr. Bonne Zabolotney, Rhebsa Elsa	

The current approval dates are:

Approval Date	Expiration Date
January 2, 2024	March 31, 2024

The nature of the approval is as follows:

Type of Event	Type of Review	Approved Documents
New Approval Process	Delegated Review	Invitation/Consent Form, Recruitment Letter, Survey Questions, Interview Questions

It is the researchers' responsibility to meet all research ethics requirements in the jurisdictions in which the research takes place. The procedures and protocols described in this certification must be followed closely. Note the following conditions associated with this approval:

- ☐ For multi-site or partnered research, researchers are required to comply with all research ethics requirements that apply. Researchers are expected to share notice of this approval with partners, sites of research, or other research ethics review boards, as applicable.
- ☐ If changes to the approved application and documents are required by new partners, sites of research or other research ethics boards, researchers are required to inform the ECU-REB of these changes.

Researchers are required to report anticipated changes, adverse incidents, and project completion for further research ethics review. All reporting is managed through the research portal on the Research Management System Process Pathways Romeo - <https://ecuad.researchservicesoffice.com/>. Login and complete "event" reports for changes, adverse conditions, renewals, and the completion of this research ethics file.

This research ethics approval is in compliance with Tri-Council guidelines (TCSP2 2022) and Emily Carr University policies and procedures.

Christian Blyt
Sophie Gauer
Review Co-Chairs, Emily Carr University Research Ethics Board
Emily Carr University of Art + Design

1.2 Raw data Collected from Interviews with Participants

Interview Questions.

1. Can you describe when you realized you were passionate about something?
What triggered that realization?

Gowtham - There is always a thin line between being shy and being scared to try new things. You can hear your inner self talking and how badly it requires you to achieve it and do it with all the best you have. That's the feeling which triggers my dopamine and shows how passionate I can be towards it.

Prishali-When I would regularly experience happiness, contentment, and a strong feeling of purpose when doing a certain activity or following a certain passion, I knew I had reached this realization. My enjoyment, values, and skill set in that particular field lined together to be the trigger.

Tripti:

The content feeling of being healthy and glowing inside out is when i realised what i am passionate about . Passion towards having healthy lifestyle with a balanced diet and workout, i came to that realisation when i was at my best health and mental state.

Vanshika: I would experience excitement and happiness while doing the specific task it triggers out when i start to connect that one specific task with everything around me .

Aditya- Whenever I get lot of satisfaction like nothing else after performing some new activity. My first realisation about being passionate about something was in 8 years back.

Being satisfied with the activity I performed and seeing other people's happy faces was my trigger point.

Matthew- When it comes to prioritizing the significance of various aspects in life, my passion surpasses everything else. I am willing to give up everything and have no regrets in order to pursue it. My motivation is to bring value to others through my passions.

Akshitha - My younger self always found joy in playing with different colors, textures and forms. Arranging and re-arranging the furniture gave me the sort of satisfaction that nothing else could, and this is when I knew I was passionate about Interior Design.

Tarun - I guess realizing that you have found your passion would be when you tend to be excited over it, are eager and curious to know and delve into the different aspects about it and it is something that is constantly lingering on your mind.

Rhema- I have always been a creative person, but I realized my passion for creating clothing designs when I got butterflies just thinking about it. I would spend more time doing that than in my active full-time job. I would stretch, sacrifice sleep, and get so enthusiastic just to learn more about the fashion world. Also, another key aspect of passion I recognized was that I stopped caring about money when it came to making clothes. Just the satisfaction of making a perfect piece and my customers appreciating my work was more than enough.

Thomas - I've always loved rockets, airplanes and anything that could fly as far as I can remember. I think it stemmed from when my dad used to get me toy airplanes when he got back from his business trips.

I've never really had that one big moment that made me realise that I was passionate about space and rocketry, but rather a ton of small moments that moved me.

Something that really solidified my passion recently, was when I spent the night watching SpaceX's first attempt at a launch for it's Starship vehicle. Watching its engines roar for the first time put me in a moment of euphoria I've never experienced elsewhere. I can't really describe the feeling.

2. How do you define "passion" in the context of your life and career?

Gowtham : Passion is something I do out of pure joy to keep myself happy and connected in both work and personal life.

Prishali-For me, passion is what keeps me devoted to and enthusiastic about engaging in pursuits that provide me happiness, contentment, and a feeling of direction. It becomes a powerful drive in pursuits both personal and professional, surpassing simple curiosity

Tripti:

.Passion to me is what gives to happiness and peace. Something that excites you to wake up in the morning and work towards it to shape it even better.

Vanshika: Passion is enthusiasm for particular activity , subject or goal , it gives you satisfaction and happiness for the work you are doing.

Aditya: Passion is something which would not make me feel exhausted and I could keep on going and still be satisfied with it.

Matthew: I put myself into the interior design field because I see my passion for designing and art aesthetic. I believe passion is something to make yourself special and unique among other people.

Akshitha - There are certain situations that life throws at you , both in professional and personal life. Giving you all the reasons to give up. But you try to find for that ONE reason to hold on to and that where the passion comes in.

Tarun - I believe that it is important to have something that you are passionate about, whether it is in a personal or professional setting. Having this passion is what motivates and drives you in life and everything else usually revolves around it.

Rhema- I am not speaking for everyone, but for me personally, my life would be so monotonous and sad if I didn't have anything to smile about every morning. Sure there are people whose passions are their jobs, but for people like me, I think it's important to have a clear distinction between my full-time job where I am required to do tasks by someone else, and with passion, I would want to do it at my own pace and comfort.

Thomas - Up until grade 10 I think, I thought my passion and career would go hand in hand with each other but with every year that went by it felt more unrealistic. Ultimately, my end goal in life would probably be to retire early and comfortably without having to worry about money, and I now realise that making my passion my career wouldn't really make that happen, and if it's possible, then it's a gamble that I don't want to take.

I've settled on treating my passion as a hobby, perhaps, this would be better since I've heard of stories where people tend to resent their career after years of working in the field even though they've chosen a path they're passionate about.

3. Do you currently have anything that you are passionate about?

Gowtham : Yes, I love films and I am passionate about film making. I love to deep dive under the making of films like towards the technologies and tools used in it.

Prishali-My interest was slowly revealed to me via a process of self-reflection, trying out different things, and seeing what spoke to me. My interests have been greatly influenced by significant situations.

Tripti:

I am passionate about embracing situations and how I deal with it

Vanshika: currently i am trying to have a positive and healthy lifestyle and just working out on myself and trying out different things.

Aditya: I am passionate about mainly about food and travelling. I love to try new cuisines from different cultures and also how to cook them. I am very fond of exploring new places, in a group or even solo.

Matthew: The thing I'm currently enjoying is to explore my passions in interior design, which is my major.

Akshitha - Yes! In the field of design, there is always something new and exciting. As an interior design major, I am most passionate about finding new materials to work with.

Tarun - I am passionate about architecture + design and how it affects people and spaces.

Rhema- I am passionate about designing clothes

Thomas - Pretty much the same answer mentioned in question 3. Airplanes sucked me into the field and now I'm a fan of anything that has to do with space and rockets.

4. What steps or experiences led you to discover your passion or interests?

Prishali-The experience with friends or with colleagues at work made me passionate about how important it is to have stable and positive surrounding.

Vanshika- the people whom i work and talk to day to day life thats its important to have a positive and healthy lifestyle

Aditya: Trying out new things.

Matthew: Having already dedicated three years to college, I am unable to afford the luxury of discontinuing my education and returning, thus forcing me to focus on moving forward.

Akshitha - Initially, I wasn't very sure of what i wanted to pursue, but was very sure of what i did not want to. I gave design a try, and immediately found it very exciting! The entire process of crafting spaces that resonate with both beauty and practicality aligned with my thoughts.

My aspiration is to secure a career that ignites my passion, and interior design seems to be the perfect fit for me. I envision a future where I am not confined to monotonous and mundane tasks, fearing the possibility of being replaced by automated machinery. (Such as mixing the paint can)

Tarun - The design of my home - Being part of a creative process at a young age was a big motivation to pursue architecture.

Rhema- Honestly, I think my full-time job always stressed me out one way or other, and because of that stress, I had to find another creative way to destress myself, and that's how I found my passion for designing.

Thomas - The internet especially Youtube was a huge influence on me in that regard. It opened up a completely new world with tons of other people sharing what they thought about the field. I'd binge watch anything that had to do with airplanes, rockets and space. Everything I'd learned about the field would've been through the internet. Another interest I found out about was building radio controlled airplanes.

In retrospect, I guess ever since I put my passion in the backseat, I think the steps I've taken towards it have pretty much stopped since highschool.

5. Have any influential mentors or role models played a role in your passion discovery? If so, who are they, and how did they inspire you?

[Explain whether you have any mentors or role models who have helped shape your viewpoint and motivated you to follow your interest]. Their leadership and accomplishments have inspired me.

Prishali-No such influences was there for me in particular
Vanshika - there have not been any sort of influence for me so far.

Aditya: No influence so far.

Matthew: I think it's my father, who is a straightforward guy who always knows what he wants. Regarding the home Reno and design, he doesn't seems like need help from me, he is always the leader personality.

Akshitha - Nope.

Tarun - No particular role model but rather the process of being involved in the design of my home.

Rhema- Too many. Every day, different people inspire me. From social media influencers to people in my own family.

Thomas - My liking for rocketry wasn't profound until SpaceX came along. The way they perfected the once thought impossible concept of reusable rockets ignited a flame in me. I still get goosebumps watching videos of the Falcon 9 landing on its own. Now, the fact that they're creating the biggest rocket in existence to go to mars, honestly sounds like science fiction. It's amazing how quickly they're breaking down barriers and advancing this fast in field of rocketry.

6. Can you share a specific project or initiative that you are particularly passionate about? What about it excites you?

[Explain the project/initiative], and [indicate certain elements that inspire fervour] is what excites me.

Prishali-The specific project i am passionate about at present is me and getting myself into a healthier lifestyle

Vanshika- there is no just project that i am working but i am working on myself .

Aditya: At present I am working on preparing a long itinerary to explore places in Inda combined with exploring street food and different local cuisines.

Matthew: Maybe a Chinese guy is designing a French restaurant in Canada???
And the restaurant's name is "the crazy kid" .

Akshitha - My first real project. The notion of my sketches or designs coming into reality was my wildest dream! And when I actually saw it happen, I knew exactly why i am in this field of design.

Tarun - Growing my design firm is what I'm particularly motivated about. Being the creative head of a firm and directly influencing decisions that affect the client is something that is very interesting for me.

Rhema- Designing my wedding outfits was the first real project I took on, and till today, it was the most stressing yet exciting thing I've ever done. Trusting myself to make me look the best on my most special day.

Thomas - It's not a project I've been a part of, but SpaceX's end goal of colonising mars, its something that excites me quite a bit. Humanity becoming an interplanetary species, I mean just the word interplanetary makes me giggle. It's absolutely mindblowing how we could potentially be living in different planets soon. Probably not in my lifetime, but mindblowing nonetheless. Imagine visiting another planet like it's the same as just visiting another country. I can't think of anything better that excites me.

7. Have there been any obstacles or challenges on your journey to finding your passion? How did you overcome them?

Prishali-Talk about the difficulties I had and how I overcome them. This may have involved adjusting my strategy, asking advice, or being persistent.

Tripti:The lack of motivation from within is what has contributed as one of the obstacles

Vanshika: getting distracted easily was the obstacle i faced .

Aditya: No obstacles so far.

Akshitha - Nothing really was an obstacle, but it was during those college days (especially on those hard days, where everything had gone wrong) I question myself if i was in the right place or not. But I'm glad I stuck onto the decision of going forward.

Tarun - There's always been a fear of not being good enough but I have changed that thinking to doing and delivering your best within your given circumstances and resources.

Rhema- Yes, insecurity and low confidence were the biggest two obstacles I faced when following my passion. Having no formal training or experience in the fashion

world, it was scary to see how amazing everyone else was in the field. The moral and emotional boost from my family, research and learning online and of course the appreciations I got after completing many projects was helped me overcome them. The amazing part about design is there no one design is better than the other. It's all just different perspectives.

Thomas - Not really. I guess the only challenge I've faced is that India (where I'm from), particularly Kerala, a state in the southern part of India, don't really have clubs or groups related to aviation or space.

8. How does your passion align with your long-term career goals and aspirations?

Prishali-My passion helps me achieve my long-term professional goals, which include [describe how your passion helps you achieve your work goals], leading to a purposeful and happy career

Tripti:

.There is no direct relation with my long term career goals and my passion, although having a healthy lifestyle promotes clear mind set which will help me in overcoming any obstacles i have to achieve my career goals.

Vanshika: keeping up with positive lifestyle would help me in long term carrer goals.

Aditya: Following my passion keeps me happy and also makes me feel refreshed.

Akshitha - My passion is what makes my profession.

Tarun - My passion towards architecture is what I intend to have as my primary driving force in my career.

Rhema- Once I get enough experience, I plan to transition to designing full-time.

Thomas - Just like in question 3, mine doesn't align with my career since it doesn't really support my life goal. As much as I'd like to follow my passion, I think my primal instincts for a comfortable life outweigh my interests. I obviously wouldn't always be of the same opinion depending on whether If I was watching a rocket launch at the moment, cause then I'd say screw it and dive head first to do what I love, but in the end I don't think it really matters.

9. In what ways has pursuing your passion positively impacted your personal life, relationships, and overall well-being?

Prishali-My personal life has benefited from pursuing my passion in that it has improved relationships, increased general well-being, and [name positive affects].

Aditya: It has helped me to deal with stress and getting over unwanted thoughts.

Akshitha -

Tarun - I've been able to define a proper career path and goals for my future.

Rhema- I become more productive and happier because I knew there was something outside my work that I actually cared about.

10. Do you believe that everyone has a passion, or is it something that not everyone discovers?

Prishali-Everyone, in my opinion, is capable of finding their passion, although doing so may call for some introspection, trying new things, and having an open mind.

Tripti:

.I believe everyone has a passion but it can be hard to distinguish it and the realisation might come later than expected

Vanshika- everyone has a passion about something or other but for some it is easy to find and for some it is hard to find

Aditya: In my opinion, Everyone. Some people realise it early in their life some late.

Akshitha - In my perspective, everybody has a passion towards something. The point is when do they actually discover it.

Tarun - Passion is a path of self discovery. It is applicable for everyone but reaps differently based on each one's efforts and motivation.

Rhema- I know a lot of people whose jobs and passions are the same and I also know people who are trying to make their passions their full-time jobs. And there are also people who are just chasing money.

Thomas - Speaking from personal experience, everyone I know have something that they love. I haven't really seen anyone without a passion. So yeah, I believe everyone has one.

11. How do you maintain and nurture your passion over time? What keeps the flame alive?

Prishali- [Explain tactics] to [keep and cultivate my interest], such as ongoing education, being involved in communities, and taking on new tasks

Tripti:

.Thinking of the end result.

Vanshika - thing about how the end result will be

Akshitha - Since I have pursued my passion into professional life, I have to keep going and is not something i can give up on. Some days are very monotonous, but there are also very exciting days, consciously knowing the balance between the two keeps me going.

Aditya: I try my best to takeout time for my passion once or twice a week.

Tarun - Try and avoid being monotonous with your efforts towards your passion

Rhema- Doing more than what I did the previous day.

Thomas - Just surfing the internet sparks my flame pretty much since it has everything on there. Learning about new things that are happening in the field and talking about it with other people. That's pretty much it honestly.

12. How do you balance pursuing your passion with the practical aspects of life, such as financial stability and responsibilities?

Prishali-A balanced approach to life necessitates the adoption of a set of tactics for juggling passion and practical tasks. These techniques include efficient time management, establishing distinct priorities and objectives, being adaptable, incorporating enthusiasm into everyday activities, looking for a network of support, ongoing education, budgeting, delegating, taking care of oneself, doing frequent assessments, and acknowledging accomplishments.

Vanshika- Balancing passion with practicalities involves thoughtful planning, time management, and setting realistic goals. Integrating passion into a career aligns personal fulfillment with financial stability, while addressing responsibilities with strategic prioritization

Aditya: Usually I try to takeout few hours during weekends. Budgeting helps me maintain my financial stability.

Tarun - I intend to make my passion a full time career and have to take conscious decisions that can support my financial well being too.

Thomas - I haven't had to experience this yet, but this was what I was referring to when I was talking about not choosing my passion as my career. I wouldn't want the practical aspects of life be attributed to my passion. I think I'd want my passion to be something I could relax with, and to keep it that way, I'd probably have to keep it separate from my career.

13. What advice would you give someone still searching for their passion or struggling to define their interests and goals?

Prishali-My recommendations would be to [provide counsel], promote self-discovery, try new things, and maintain an open mind to the possibility of finding what genuinely fulfils and gives meaning to life.

Vanshika-Explore diverse activities, reflect on what brings joy and fulfillment, and embrace curiosity. Be patient, as passions often evolve. Seek guidance, try new experiences, and trust the journey of self-discovery

Aditya: Keep trying new things, try not to have any restrictions and be open minded.

Tarun - Try introspecting a little and there's no rush towards finding your passion. Everything has its own time to manifest.

Thomas - Honestly I don't think i'm in a position to give advice since I'm still finding my way, but I guess I'd tell them to just try anything and everything. You wouldn't know what you like and dislike unless you try it.

14. How would you advise or guide someone to discover their passion in life and grow it?

Prishali-Without a doubt, the suggested guideline for discovering one's passion includes boosting curiosity through a variety of activities, encouraging tenacity in the face of difficulties, and cultivating an attitude of never-ending experience-based learning. Furthermore, networking, experimentation, skill growth, and self-reflection are crucial elements. It's important to have an equilibrium between enthusiasm and pragmatism as well as to be open to exploring nontraditional avenues. Along the road of discovering and developing one's passion, the advice also recommends acknowledging little victories to support an optimistic outlook.

Vanshika-Explore diverse interests, reflect on what excites you, seek mentorship, and stay open-minded. Nurture your passion through continuous learning, practice, and perseverance.

Aditya: Try out new activities and if they give you satisfaction and happiness, you may want to explore more of it.

Tarun - Make sure that what you're pursuing is genuinely your passion and not just a fad. Once you're sure about it, I believe the interest towards growing it will nurture organically but also finding like minded people who share your interest is important going forward.

Thomas - Well, I'd tell them to dive into it head first and don't look back, but to also keep your final life goal in the back of your mind.

15. Would you describe yourself as someone with a fixed mindset (someone who believes passion is fixed cannot be changed) or someone with a growth mindset? (Someone who believes that passion is developed overtime)

Prishali-I see myself as having a growth mentality, meaning that with knowledge and experience, passion may expand and change over time.

Vanshika-I don't have personal beliefs or a mindset. However, I go with the concept of a growth mindset, recognizing that passions can evolve and be developed over time through exploration, learning, and experience.

Aditya: Definitely growth Mindset. I believe multiple activities could be a passion and passion may develop or even fade away with time.

Thomas - I truly believe that passion is something that is developed overtime (growth mindset). I wasn't hooked on rockets and space in the beginning, it's something that I've come to love over time.

16. Are you someone who would be willing to grow your passion along with like minded people?

Prishali-Yes, indeed. I really think that sharing experiences and working together may help someone's enthusiasm grow and develop.

Vanshika- yes it would be great sharing experiences with like-minded people

Aditya: Yes, that would be a great experience and chance to create good memories.

Tarun - Growth mindset as your outlook and passion evolves as you grow older.
Thomas - Yes

27. How do you feel about being guided by experienced individuals when it comes to growing your passion and possibly turning it into your career?

Prishali-I appreciate receiving advice from seasoned people since it offers insightful information, speeds up the learning process, and facilitates navigating the journey from passion to successful profession.

Vanshika-Seeking guidance from experienced individuals is often valuable for personal and professional growth.

Aditya: I would appreciate having guidance from an experienced person as it would help me decide to keep that activity just as a passion or turn it into a career.

Tarun - Having mentorship while deciding to convert your passion into your career is very important. Having the guidance of someone experienced is essential in setting your financial, social and, personal priorities in order.

Thomas - I'd love that. Although I wouldn't want to turn it into my career, I'd still love learning from people who've made their mark on the field.

1.3 Questionnaire

Navigating through your passion

Greetings, as a part of an Ongoing Academic research study I am doing a short online survey which aims to explore the concept of

passion finding

from

a design perspective. You

are being invited to participate in this study as you fit the specific criteria, which include being an undergraduate, or graduate student, working professional between the ages of 18 to 60, as well as retired individuals.

The purpose of the study, Navigating through your passion is to help people discover, explore and potentially pursue their life's passion. This study also aims to explore how design principles can be strategically used as a transformative tool to direct and empower people on their journey toward the discovery, exploration, and realisation of their passions. I look forward to your positive response and participation in this valuable research endeavour.

* Indicates required question

1. 1.) What comes to mind when you think of passion?

2. 2.) Is there something in your life that you are passionate about? *

Mark only one oval.

- ☐ Yes
☐ No
☐ Not Sure
☐ Prefer not to say

3. 3.) In the event that you are uncertain or have yet to identify your passion, would * you be interested in exploring a range of options to help determine your areas of interest?

Mark only one oval.

- ☐ Yes
☐ No
☐ Not Sure
☐ Prefer not to say

4. 4.) Are you someone who would prefer to explore/grow your passion by yourself * or with like minded people?

Mark only one oval.

- ☐ By myself
☐ With like minded people
☐ Not Sure
☐ Prefer not to say

5. 5.) If you are someone who is excited about exploring different passion options or if you are excited to grow your passion, is there anything that is stopping you from doing so? *

Mark only one oval.

- ☐ Yes
☐ No
☐ Prefer not to say

6. 6.) If the answer to the above question is yes, explain in short what factor stops you from doing so?

7. 7.) Can you think of an image that represents your passion? if so please attach the image below.

Files submitted:

8. 8.) Would you be open to starting any specific passion clubs with your peers or with people who share similar interest as you? *

Mark only one oval.

- ☐ Yes
☐ No
☐ I'm not sure.
☐ Prefer not to say

9. 9.) Have you ever come across any platforms (apps or websites) that help you discover or grow your passion? *

Mark only one oval.

- ☐ Yes
☐ No
☐ Prefer not to say

10. 10.) If the answer to the above question is yes, were these platforms useful? *

Mark only one oval.

- ☐ Yes
☐ No
☐ I'm not sure
☐ Prefer not to say

11. 11.) If there was a platform that enables you to discover and connect with local/remote passion clubs (such as music club, dance club, baking for beginners) would you be open to using it? *

Mark only one oval.

- ☐ Yes
☐ No
☐ Maybe
☐ Prefer not to say

12. 12.) If there was a platform where you could potentially meet similar minded people to discover and grow your passion, what do you expect the ultimate outcome to be?

13. 13.) In what way do you think having a passion has/will benefit you?

XII. Bibliography

1. Asana, T. "11 Benefits of Teamwork in the Workplace (with Examples) [2023]." *Asana*, 13 Nov. 2023, asana.com/resources/teamwork-in-the-workplace.
2. Avenue, N. "What It Takes to Turn Your Passion into a Career." *Forbes*, 20 Feb. 2014, www.forbes.com/sites/nextavenue/2014/02/20/what-it-takes-to-turn-your-passion-into-a-career/?sh=43bdd7d9117d.
3. Block, Dr. Alison. "Discover Your Passion and Improve Your Mental Health." *Dr. Alison Block*, dralisonblock.com/discover-your-passion-and-improve-your-mental-health/.
4. Nazar, Himma. "Turning Your Passion into Your Profession." *LinkedIn*, 4 Aug. 2021, www.linkedin.com/pulse/turning-your-passion-profession-himma-nazar/.
5. "How Will Liking Your Job Help You Succeed?" *USC MAPP Online*, appliedpsychologydegree.usc.edu/blog/how-liking-your-job-will-help-you-succeed.
6. "Is It Important to Be Passionate About Your Work?" *Arizona Alumni*, alumni.arizona.edu/career-lab/resources/it-important-be-passionate-about-your-work.
7. Khurshid, Murtaza. "Career Choices: The Importance of Aligning Your Passion with Your Profession." *LinkedIn*, 6 Mar. 2023, www.linkedin.com/pulse/career-choices-importance-aligning-your-passion-murtaza-khurshid/.
8. Csikszentmihalyi, Mihaly. *Flow: The Psychology of Optimal Experience*. Harper & Row, 1990.
9. Moeller, J. "Passion 101." *Psychology Today*, www.psychologytoday.com/us/blog/passion-101/201705/passion-101-0.
10. Nyinst. "10 Reasons Why Pursuing Your Passion Can Boost Your Career Success." *LinkedIn*, 2 Mar. 2023, www.linkedin.com/pulse/10-reasons-why-pursuing-your-passion-can-boost-career-success/.
11. Perri, Vince. "Align Your Career with Your Passion: Discover Your Unique Ability." *LinkedIn*, 25 Sept. 2023, www.linkedin.com/pulse/align-your-career-passion-discover-unique-ability-vince-perri/.
12. Reddy, Chitra. "Top 15 Reasons Why Passion at Work Is Important." *Wisestep*, 29 Nov. 2019, content.wisestep.com/passion-at-work/.

13. Semaan, J. "What I Learned from Helping 5000 People Find Their Passions." *Medium*, 7 July 2016,
medium.com/the-mission/what-i-learned-from-helping-5000-people-find-their-passions-d4ad45c6e813.
14. Team, B. E. "How Do Psychologists Define Motivation?" *BetterHelp*, 14 Dec. 2023,
www.betterhelp.com/advice/psychologists/how-do-psychologists-define-motivation/.
15. Vallerand, R. J. "On the Psychology of Passion: In Search of What Makes People's Lives Most Worth Living." *Canadian Psychology / Psychologie Canadienne*, vol. 49, no. 1, 2008, pp. 1–13, doi:10.1037/0708-5591.49.1.1.
16. Vallerand, R. J. "The Role of Passion in Sustainable Psychological Well-Being - Psychology of Well-Being." *SpringerOpen*, 21 Mar. 2012,
psywb.springeropen.com/articles/10.1186/2211-1522-2-1.
17. "How to Find Your Passion and Make It Your Job | Emma Rosen | TEDxYouth@Manchester." *YouTube*, 19 Nov. 2018,
www.youtube.com/watch?v=8Swu8iiuFx4.
18. Duckworth, Angela. *Grit: The Power of Passion and Perseverance*. Scribner, 2016.
19. Investopedia. "The Power of Passion and Perseverance." *Investopedia*,
www.investopedia.com/articles/pf/12/passion-success.asp.
20. "Heart Health Month: Find and Follow Your Passion." *Your Health & Well Being*,
yourhealthandwellbeing.org/heart-health-month-find-and-follow-your-passion/.
21. Schumer, Lizz. "Follow Your Passion? It's Not That Simple." *The New York Times*,
<https://www.nytimes.com/2018/10/10/smarter-living/follow-your-passion-hobbies-jobs-self-care.html>