

INTRODUCTION TO HUMAN-COMPUTER INTERACTION

PROJECT PLAN

INTERN.IT – INTERNSHIP MADE SIMPLE

Prepared by:

Aldin Kovačević

Haris Muhibić

Proposed to:

Samed Jukić, Assist. Prof. Dr.

Dželila Mehanović, Teaching Assistant

31.03.2019.

Table of Contents

1. Introduction.....	3
1.1. Motivation.....	3
1.2. Research Questions.....	3
2. Target Audience.....	4
2.1. User Groups.....	4
2.2. User Groups Interaction.....	4
3. Planned Innovations.....	4
3.1. Human-Centered UI.....	4
3.2. “Skill Center”.....	4
3.3. “Best of the Best”.....	5
3.4. Intern/Company Mode.....	5
4. Interface Design Specification.....	5
4.1. Theming.....	5
4.2. Interface Patterns.....	5
5. Functional Design Specification.....	6
5.1. Technology Stack.....	6
5.2. Data Processing.....	6
6. Usability Specification.....	6
7. Proposed Timetable.....	7
8. References.....	7

1. Introduction

In the fast-paced and digitally-driven world of today, it can be relatively hard for people just stepping into the employment world to find suitable work environments that will accept them. That is the main driving idea behind Intern.it: a platform that offers favorable employment opportunities to students and postgraduates, and easy candidate evaluation to the companies in an efficient and time-saving manner.

What differentiates this product from its competitors is that it mainly focuses on students, allowing companies to have easier access to resumes, test results and rankings of potential employees while eliminating intermediaries that head hunting companies are using. That way, both time and money are saved, and companies are given more choice. This method is especially useful when looking for interns and entry-level employees, since these types of employees can be hard to find, and are not important enough to be hired through relatively expensive head hunting companies.

The product is a web-based platform whose main functionality is connecting students and companies. The content offered by the platform is high-quality because, apart from providing a detailed database of potential candidates, all claims on the profiles are supported by proof and evaluation results in order for companies not to waste their time on candidates who do not meet the requirements. The platform is created in a user-friendly manner with easy-to-use design and intuitive navigation and search in order to make using the platform as easy and efficient as possible.

1.1. Motivation

As previously mentioned, finding suitable work prospects in today's environment can be a challenging task. Driven by this fact, as well as our own personal struggles to be employed as young graduates, we were motivated to come up with a digital solution which elegantly overcomes these issues, finding it more approachable than conventional employment services.

1.2. Research Questions

In order to create the most efficient and approachable employment platform for our task, which focuses on human interaction, simplicity and ease-of-use, and utilizes the advantages gained by exploring the aspects of human psychology, we have singled out several important research questions we wish to cover with our design. These questions are as follows:

1. Does a nicely designed and laid-out UI give a higher incentive to candidates and company representatives to use an online employment matching system?
2. Does a particular color scheme impact the employer's hiring decisions when it comes to prospective candidates?
3. Does a more simple and intuitive UI impact a person's decision to acquire new skills?
4. Does a page-generated ranking impact the candidate's attitude/the company's appraisal of the candidate?

By answering these questions via our implementation process, we will concentrate on bringing about a product that is tailored to real user needs, and which will, hopefully, provide an incentive to increase the hiring/employment rate in today's companies.

2. Target Audience

2.1. User Groups

Our vision is particularly suited to two different types of user groups:

1. students/postgraduates who are looking to improve their existing skills, and/or find a prospective internship/full-time job in the leading industry companies.
2. company representatives (HR) who are looking to find young, passionate and highly skilled interns/future employees.

2.2. User Groups Interaction

When it comes to realizing contact with our intended user groups, a selected group of company representatives and potential student users will be surveyed in order to determine if a service like ours is necessary, and to spark interest for our platform. After this initial appraisal, a comprehensive list of functional and non-functional requirements will be specified.

Later down the line, an open beta will be available to prospective students to play around with the functionalities, and provide necessary suggestions and feedback. In the meanwhile, selected companies will be able to take part in a closed beta, in order to view the gathered user data, experiment with available options and decide if the functionalities provided by our product suit their needs.

3. Planned Innovations

In order to position our product among the vast sea of competitors, and differentiate it from the rest, we have decided to implement several important innovations.

3.1. Human-Centered UI

The main innovation that our product brings to the table is a user interface stemming from the principles of human psychology, which feels comfortable and natural to the user. We will focus on creating a simple and streamlined user experience, with no unnecessary distractions on the page, allowing for maximum productivity and product enjoyment.

3.2. “Skill Center”

Following our principal UI concepts, we will be introducing the “Skill Center” - a separate part of the product designed to provide standardized, scalable evaluations for job applicants, containing detailed, personal data about each user's skill-set. Apart from evaluations, which will be used by the companies (and other users) to accurately value the applicants' expertise (facilitating the

employment process), the “Skill Center” will also offer skill enhancements: professionally and meticulously crafted series of lectures, courses and educational material that will serve to improve both the user’s skills and his/her individual skill points.

3.3. “Best of the Best”

Building onto the previous innovation point, we will also introduce a “Best of the Best” module: a real-time scoreboard containing the points gathered by users when they sign up/get evaluated by Skill Center. We hope that this innovation will incite competitiveness among the applicants, and increase overall motivation and desire for personal improvement.

3.4. Intern/Company Mode

Since our product is intended to be used by both the job applicants and company representatives, it will feature two separate modes of operation: intern mode and company mode. Through these two interface designs, we will strive to target the exact audience the interface is intended for, containing only the features and workflows relevant to that particular user group.

4. Interface Design Specification

4.1. Theming

The main concept around which the UI design will revolve is “progressive truthfulness”. Defined in “The Design of Design” by Frederick Brooks as “... perhaps a better way to build models of physical objects... Start with a model that is fully detailed but only resembles what is wanted. Then, one adjusts one attribute after another, bringing the result ever closer to the mental vision of the new creation, or to the real properties of a real-world object.” In author’s words, “... starting with exemplars that themselves have consistency of style ensures that such consistency is the designer's to lose.”

Instead of having to create components from a blank canvas, we will use already established and proven design patterns, specifying only the changes necessary to accommodate to our own functionalities. By using proven patterns, we will ensure that our UI/UX will feel familiar and be approachable to all users.

4.2. Interface Patterns

Before the initial work on UI/UX design and implementation commences, we will conduct an extensive research pertaining to our audiences. For each of our targeted user groups, we will explore the following concepts:

1. color schemes – people working in company environments and students (prospective applicants) do not perceive and react to colors in the same way. We will determine which color scheme and combination works best in which environment, and come up with a color palette which best suits to all user groups.

2. design patterns – conduct a research into student and company design preferences to see how they react to different types of interfaces. We should try to accommodate both groups with a familiar UI/UX, which is both modern and simplistic enough for easy retention.

We hope that the end result of our research will provide us with enough valid feedback to satisfy all parties involved, and create a one-of-a-kind business experience.

5. Functional Design Specification

5.1. Technology Stack

For the purposes of implementing our UI and the concept of “progressive truthfulness”, we will be utilizing VueJS, a progressive JavaScript framework, which is approachable, versatile and performant. In our component design, we will use Semantic UI, a natural-language-focused front-end library.

The combination of VueJS, which is lightweight and highly usable, and Semantic UI, which uses noun/modifier relationships, word order and plurality to intuitively link concepts and implementations, brings about a pleasant overall experience, and ease of development.

5.2. Data Processing

All user data that comes to our system as input, whether it be from the registration process or the Skill Center evaluations, gets converted to “Skill Points”, a concept created to easily differentiate prospective employees from students who do not yet meet the qualifications necessary for a job posting, or people looking to cheat the system by submitting false or untrustworthy data.

By converting the data to Skill Points, we are automatically generating a ranking list using them as a rule of measurement. In this manner, we are creating a sorted list of potential employees and providing it directly to the HR departments of our client companies, thus eliminating head-hunters and other middlemen in the process. Through this process, we are creating a unique concept in which a user’s data becomes his/her personal “head-hunter”.

6. Usability Specification

In order to make sure that our product conforms to all necessary design and usability specifications, we have defined several criteria that should be respected by our system:

1. The users should be able to familiarize themselves with the crucial system features in no longer than 10 minutes of active use. An introductory “wizard” will be available to guide newly signed up users through the basic system features.
2. Three click rule – the user should be able to find any piece of information or access any functionality in no more than 3 clicks.
3. The UI/UX should pay respect to the principle of affordance – each page component should be placed at such a position as to be easily noticeable and recognizable by users, given their

previous experience with similar, well-designed sites. The overall look and feel of the page should garner user attention and seem inviting rather than overwhelming.

4. Even though the system is heavily dependent on user data, it should not over-clutter the pages, in order to both protect user privacy and decrease user fatigue while using the system. Instead, relevant data should be appropriately formatted and displayed in an elegant manner.

This is an initial draft of the usability specification, which might change in the course of product development.

7. Proposed Timetable

In order to streamline our development process, we came up with a proposed development timeline. The values specified here are a “guesstimate”, and subject to change as we move further along the implementation, or as new considerations appear.

Week	Timeframe (dates)	Planned Activity
0	18.03 – 24.03	Project Proposal
1	25.03 – 31.03	Project Plan
2	01.04 – 07.04	User survey, requirement specification
3	08.04 – 14.04	Wireframe/Mock-up and creation of design standards
4	15.04 – 21.04	Landing page, Contact, About
5	22.04 – 28.04	Login/Register
6	29.04 – 05.05	Company/Intern Mode, Offerings
7	06.05 – 12.05	Profile
8	13.05 – 19.05	Skill Center
9	20.05 – 26.05	The Best of the Best
10	27.05 – 02.06	System testing/user acceptance testing
11	03.06 – 09.06	Bug fixes/release

8. References

1. Brooks, F. (2010). The design of design. Upper Saddle River, N.J: Addison-Wesley.
2. Theming | Semantic UI. (2019). Retrieved from <https://semantic-ui.com/usage/theming.html>
3. Freeman, M. (2017). Interactive Information Visualization. GitHub.