

Multi-platform job search service to help new college grads

Ángela Coello

Project overview



The product:

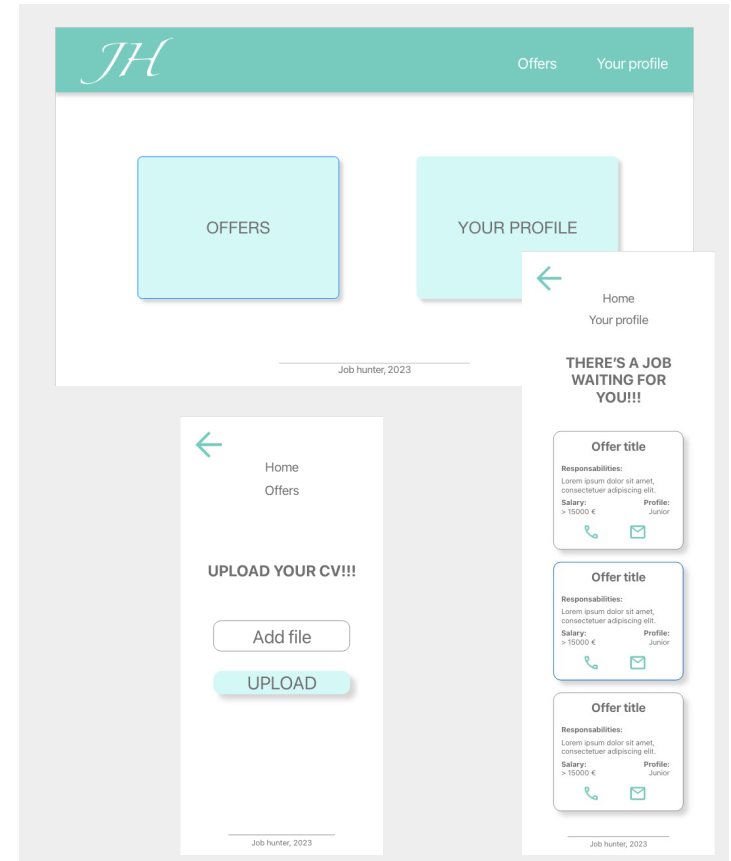
The product consists of a responsive website to search the first job for new grads.

Target users: new grads.



Project duration:

July 2023



Project overview



The problem:

Getting the first job before finishing a degree is a great challenge. It is a very difficult task sometimes. Because of that new grads need somewhere to search their new job.



The goal:

The goal of this project is to design a responsive website that help new college grads to find their first job.

Project overview



My role:

UX Researcher and UX/UI Designer.



Responsibilities:

- User research.
- Wireframing.
- Prototyping.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps
- Competitive audit
- Ideation

User research: summary



Some interviews and empathy maps have been conducted in order to understand the user's feelings, needs and behaviors.

User personas have been specially useful. The new college grads have great difficulty in finding their first job and need somewhere to search it.

User research: pain points

1

Management

The new college grad needs a way of communication with employers.

2

Information

The new college grads need some place where they can search job offers for juniors.

3

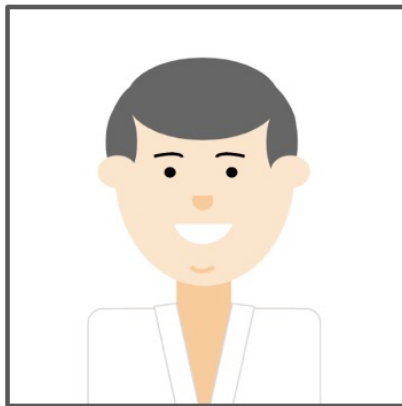
Employment

Employers need somewhere to call for juniors.

Persona: Francisco García

Problem statement:

Francisco is a Business owner who needs a platform where publish his employment offers because he needs junior employees.



Francisco García

Age: 49

Education: Computer Engineer

Hometown: Madrid, Spain

Family: Wife, 1 cat

Occupation: Business owner

"Juniors are our future"

Goals

- Find juniors for his company.
- Manage and efficient Talent & Culture system at his company.

Frustrations

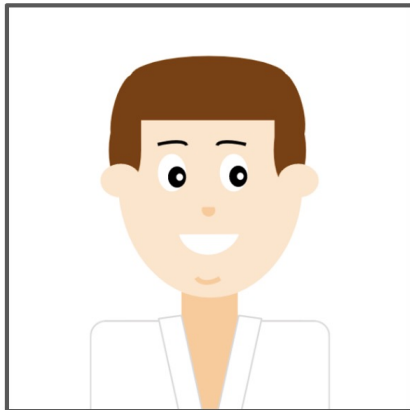
- Not finding appropriate juniors.
- Not having a good team.

Francisco is a renowned Computer Engineering and owns a big Engineering company. However, currently he is frustrated because the market needs more and more specific profiles and it is difficult to find them. Because of that he needs somewhere to contact with new college grads and show them his employment offers.

Persona: Óscar Pérez

Problem statement:

Óscar is a Computer Engineer who needs a platform where publish his CV and search employment offers because he needs a first job as a Junior Computer Engineer.



Óscar Pérez

Age: 22

Education: Computer Engineer

Hometown: Salamanca, Spain

Family: Father, mother, 1 brother

Occupation: New college grad

"Technology is my dream"

Goals

- Improve his technical skill and learn more code languages.
- Find a job as a Junior Computer Engineer.

Frustrations

- Not finding a job as a Junio Computer Engineer.
- Not being able to contact any employer.
- Not being able to find somewhere to upload his CV.

Óscar is a 22-year-old boy who is passionate about technology. He started coding at the age of 15 and is excited to improve his skills and find a job as a Junior Developer because he has just finish his degree. However, he is not able to find a job nor a platform where uploading his CV.

User journey map

Mapping Óscar's user journey revealed how helpful it would be for a new college grad to find a website for job searching.

Persona: Óscar Pérez

Goal: Find a job as a Junio Computer Engineer

ACTION	To find job offers	To communicate with employers	To find upload his CV
TASK LIST	Tasks A. Think about what jobs to find. B. Find the job offer. C. Being accepted for the interview.	Tasks A. Think about what he needs to ask or know. B. Find the employer contact. C. Contact with the employer.	Tasks A. Think about current CV state. B. Find the where uploading the CV. C. Uploading.
FEELING ADJECTIVE	<ul style="list-style-type: none">• Excited about the interview.• Thoughtful of the result.	<ul style="list-style-type: none">• Thoughtful of the questions.• Hopeful of getting an efficient answer.	<ul style="list-style-type: none">• Satisfied.
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• Better skills as a job searcher.	<ul style="list-style-type: none">• Better communication skills.• More professional relationships.	<ul style="list-style-type: none">• Better positioned.

Competitive audit

This competitive audit analyzes the main competitors and their weaknesses and strengths regarding the application that is designed here.

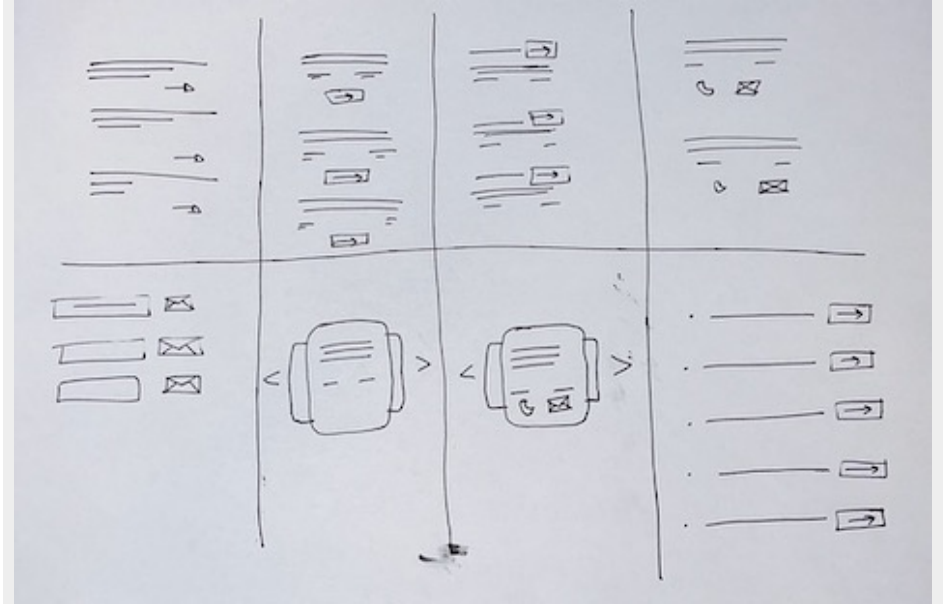
	Competitor type (short or address)	Location(s)	Product offering	General information				
				Price (€ - \$555)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
My App	-	Spain	job offers from employers, curriculum uploading	\$	www.myapp.com	Small	Juniors	Manager specialized in offers for Juniors
Year jobs	Indirect	Spain	job offers from employers	\$55	www.yourjobs.com	Large	Juniors Seniors	Manager for Juniors and Seniors
Job finding	Indirect	Spain	job offers from employers	\$5	www.jobfinding.com	Small	Juniors Seniors	Manager for Juniors and Seniors

First Impressions		Interaction (what needs work, okay, good, or outstanding)			
Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation
Very good + Visually appealing + Easy to use + Responsive Good + Visually appealing + Easy to use Okay + Confuse appealing + Easy to use	Very good + Visually appealing + Easy to use + Responsive Good + Visually appealing + Easy to use Okay + Confuse appealing + Easy to use	Very good + Job offers information + Profile section Good + Profile section Okay + Section for updating profile - Lack of profile section	Good + Available in 3 languages + Icons are friendly Good + Available in 2 languages Needs work + Available only in 1 language - Menu items are confused	Good + Easy to find options Good + Easy to find options Okay + Easy to find options - Homepage is too busy	Good + Easy to navigate + Clear interaction with elements Good + Easy to navigate Okay + Clear interaction with elements - Needs a search option

Visual design		Content	
Brand identity		Tone	Descriptiveness
Good + Good combination of colors + Good distribution of elements Okay + Good combination of colors - Bad distribution of elements Need works - Sheriff font		Friendly and direct Serious and indirect Friendly and direct	Good + All necessary information included + All important sections included Good + All necessary information included Good + Enough information included

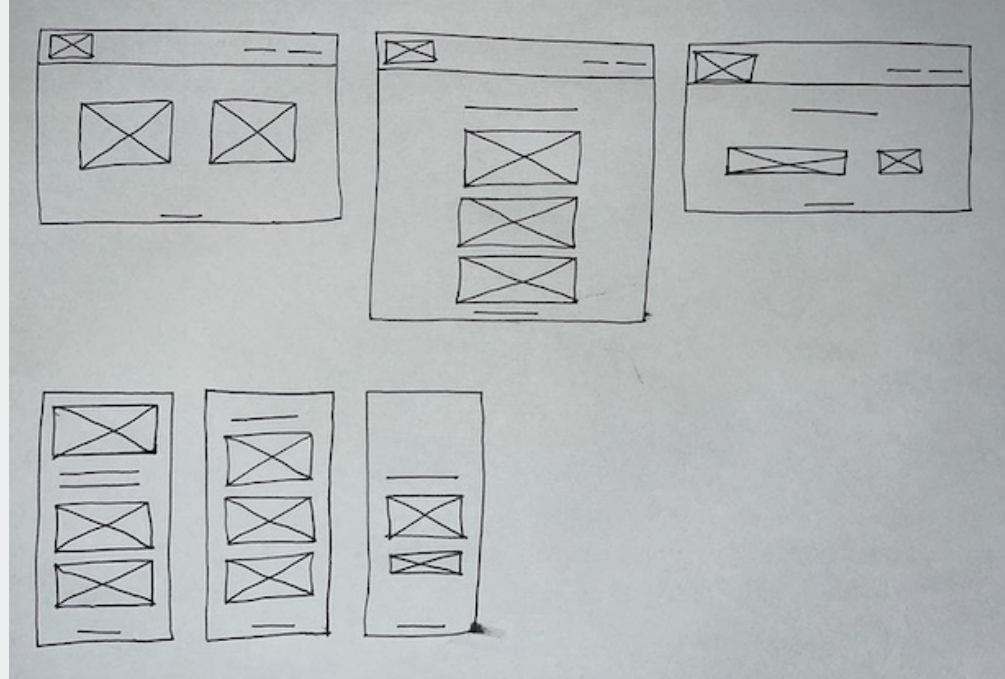
Ideation

Here are some ideas after analyzing competitors. The goal is to create a simple application for job finding.



Paper wireframes

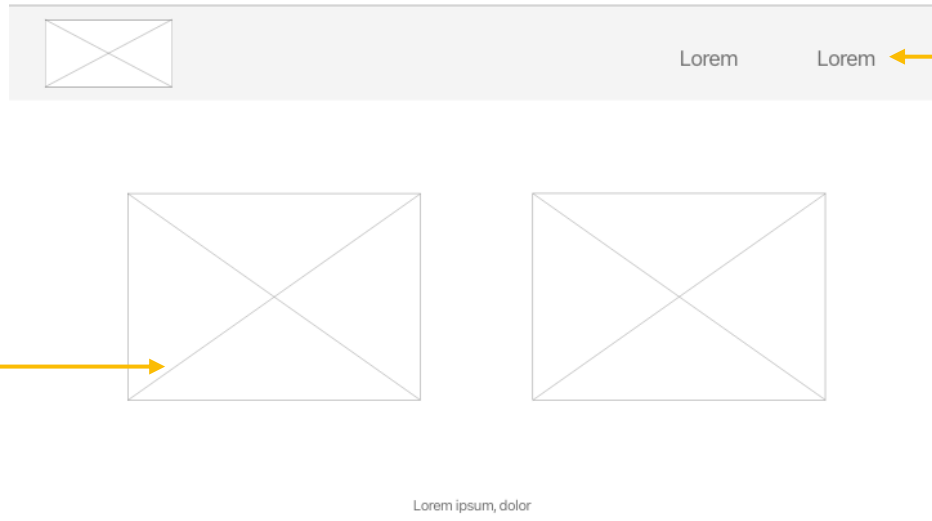
Basic paper wireframe that shows the main screens and components of the first app version.



Digital wireframes

Desktop version Home
page

Buttons to
each section.



Navigation
menu.

Digital wireframes

Mobile version Home
screen

Navigation menu.



Buttons to
each section.



Lorem ipsum

Lorem ipsum

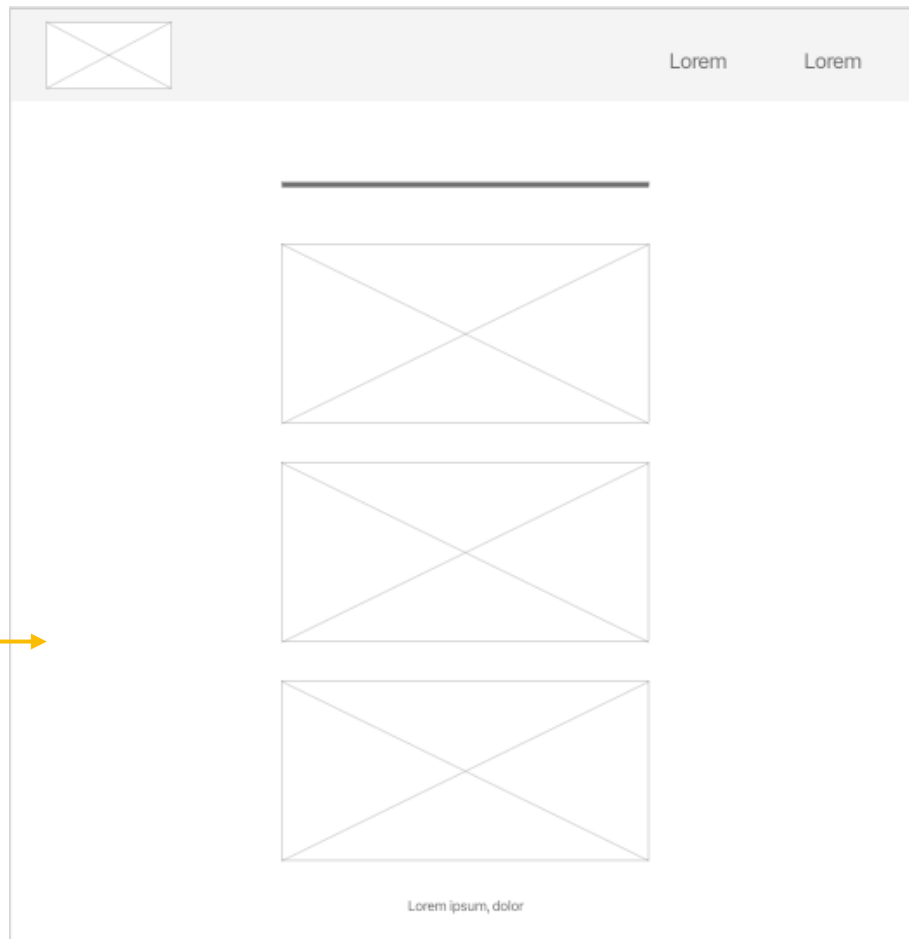


Lorem ipsum, dolor

Digital wireframes

Desktop version Offers
page

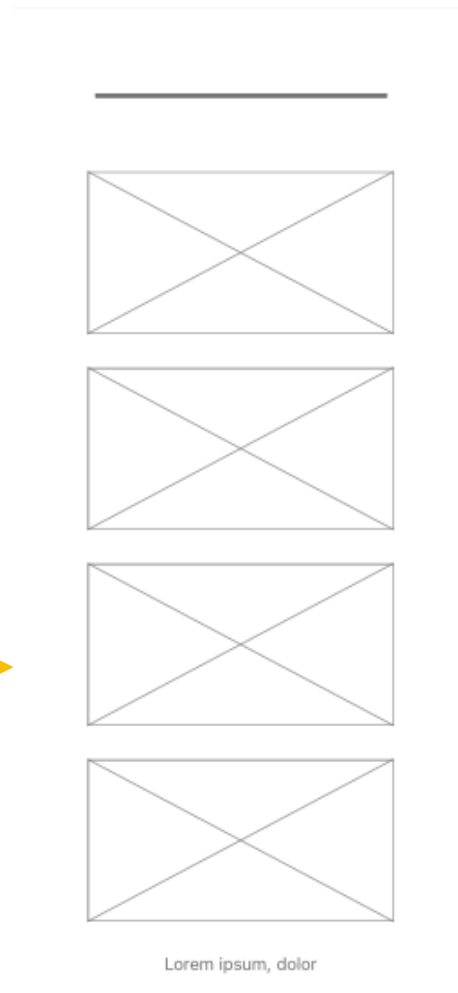
List of job
offers.



Digital wireframes

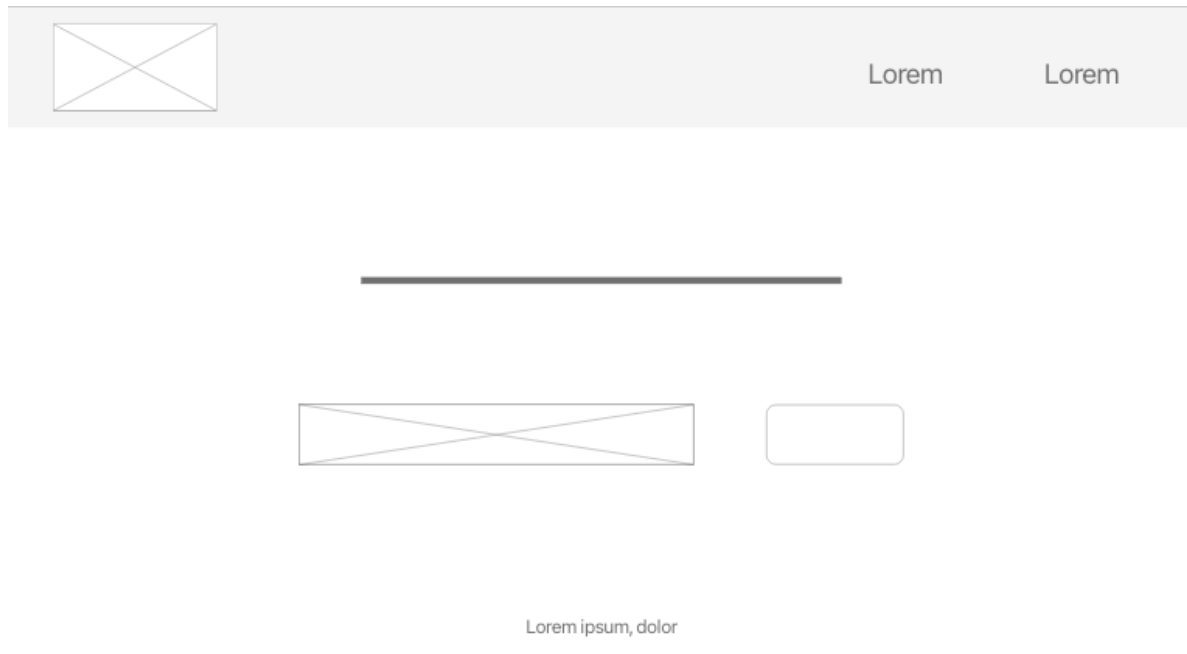
Mobile version Offers
screen

List of job
offers.



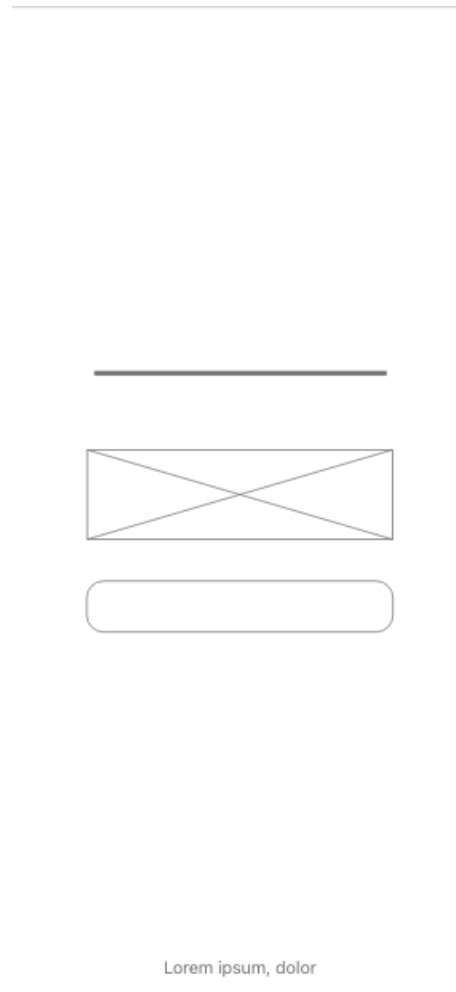
Digital wireframes

Desktop version Curriculum
page



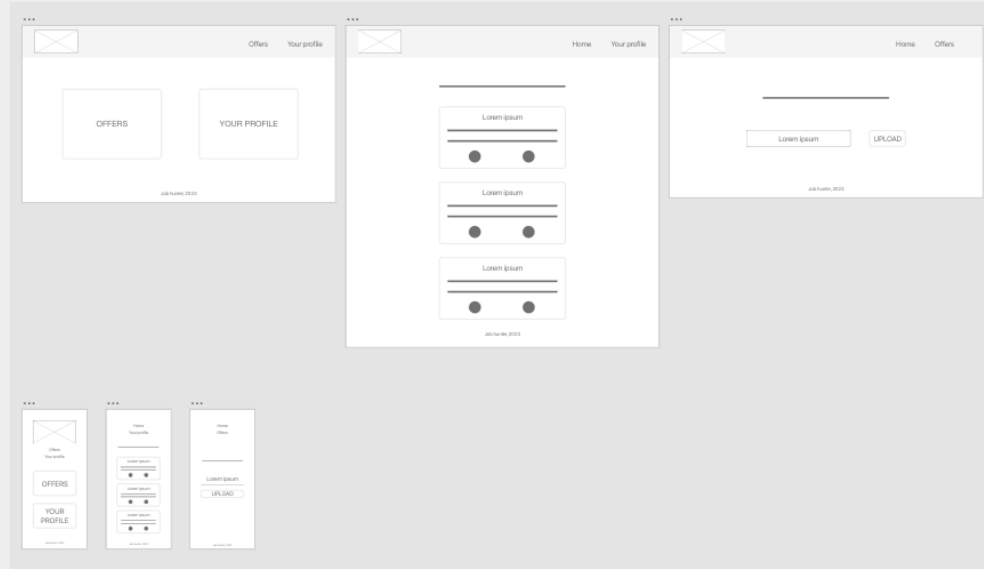
Digital wireframes

Mobile version Curriculum
screen



Low-fidelity prototype

Responsive Low-Fidelity
prototype made with Adobe XD



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Spain, remote



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

Two usability studies have conducted. Findings from the first study helped the designers to transform wireframes into mockups and the second from the low-fidelity prototype to high-fidelity prototype.

Round 1 findings

- 1 Open the app.
- 2 Look for a job for juniors.
- 3 Return to home page.

Round 2 findings

- 1 Upload your e-mail.
- 2 Find an alternative way to go offers page.
- 3 Close the app.

Usability study: findings

These are the main findings uncovered by the usability study.

1

Finding

People are confused about the profile junior or senior of the offers.

2

Finding

People have difficulty uploading their CV.

3

Finding

People have difficulty looking for an alternative way to go to Home page.

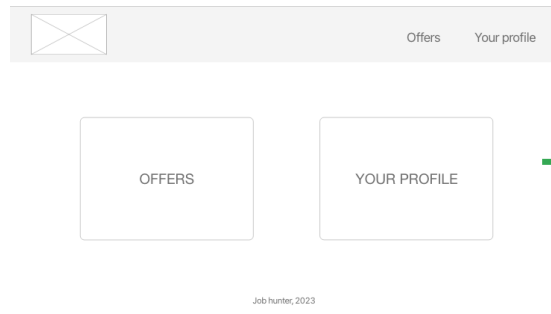
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Desktop version. Home page

Before usability study



After usability study



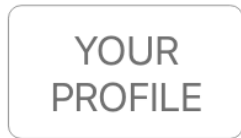
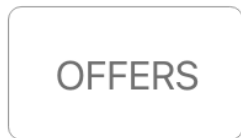
Mockups

Mobile version. Home screen

Before usability study



Offers
Your profile



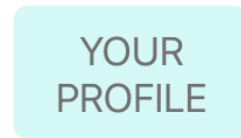
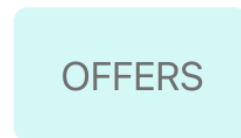
Job hunter, 2023



After usability study



Offers
Your profile

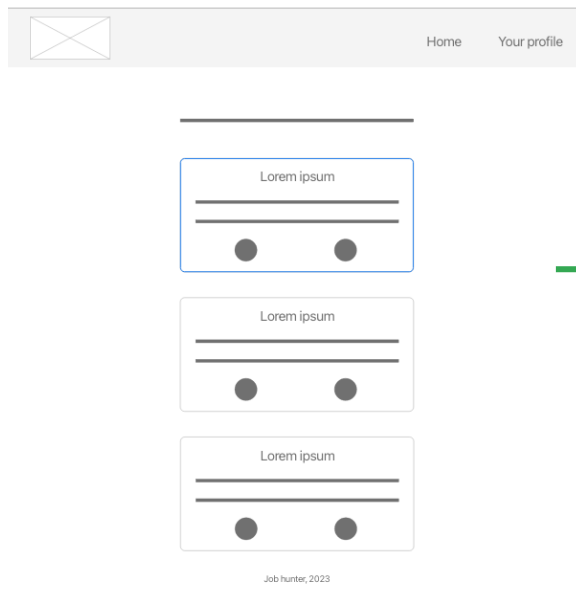


Job hunter, 2023

Mockups

Desktop version. Offers
page

Before usability study



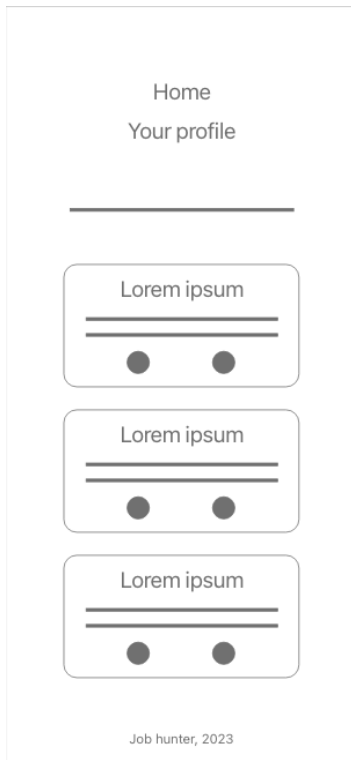
After usability study



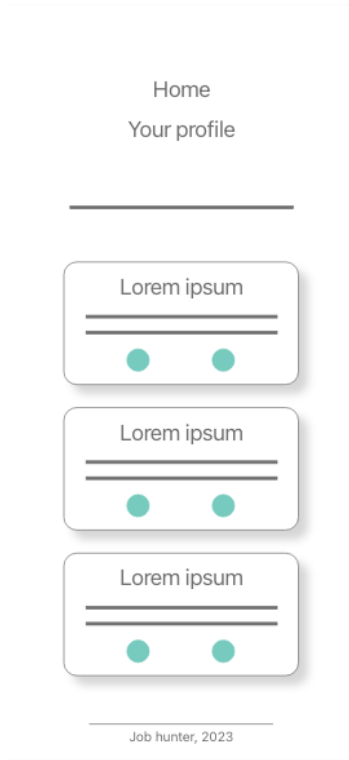
Mockups

Mobile version. Offers
screen

Before usability study



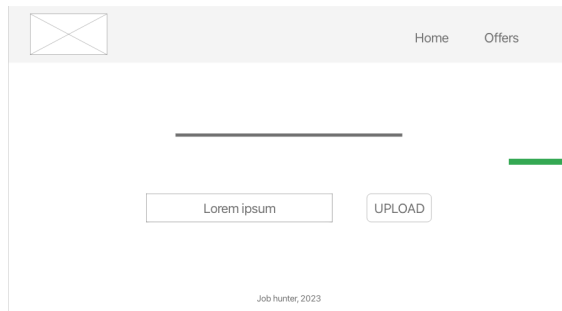
After usability study



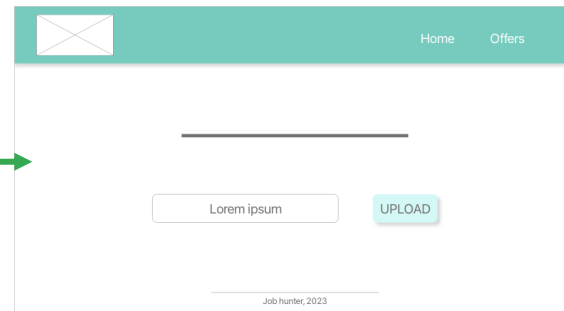
Mockups

Desktop version.
Curriculum page

Before usability study



After usability study



Mockups

Mobile version. Curriculum
screen

Before usability study

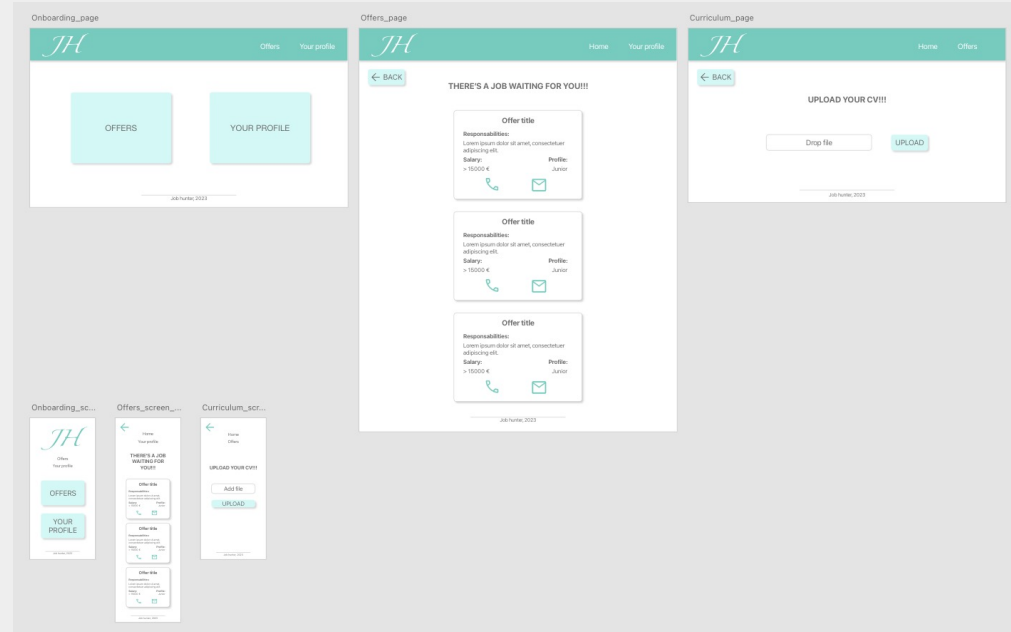


After usability study



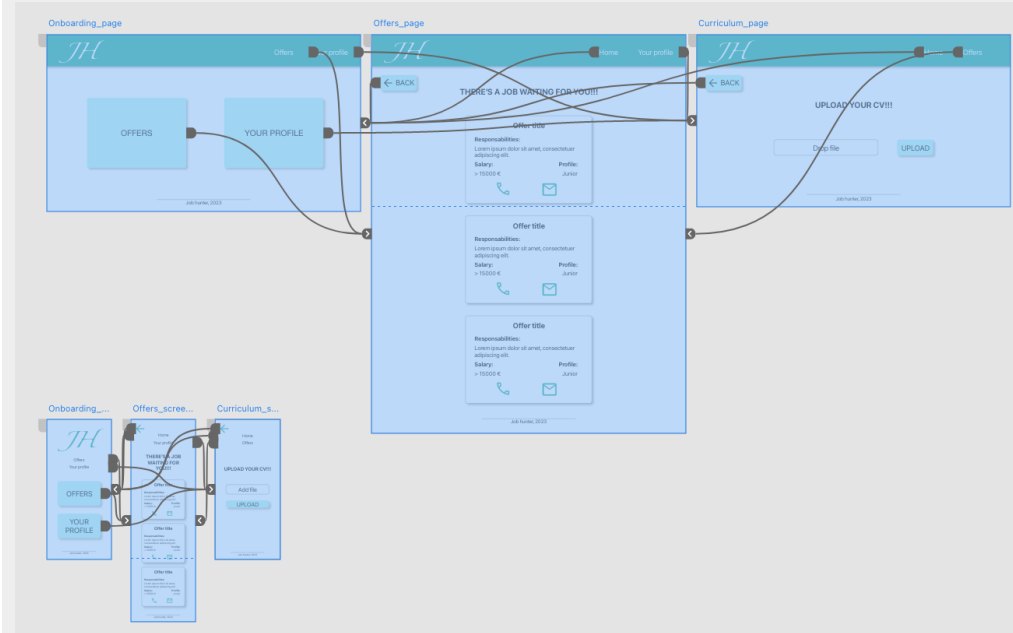
High-fidelity prototype

High-fidelity prototype
without flow



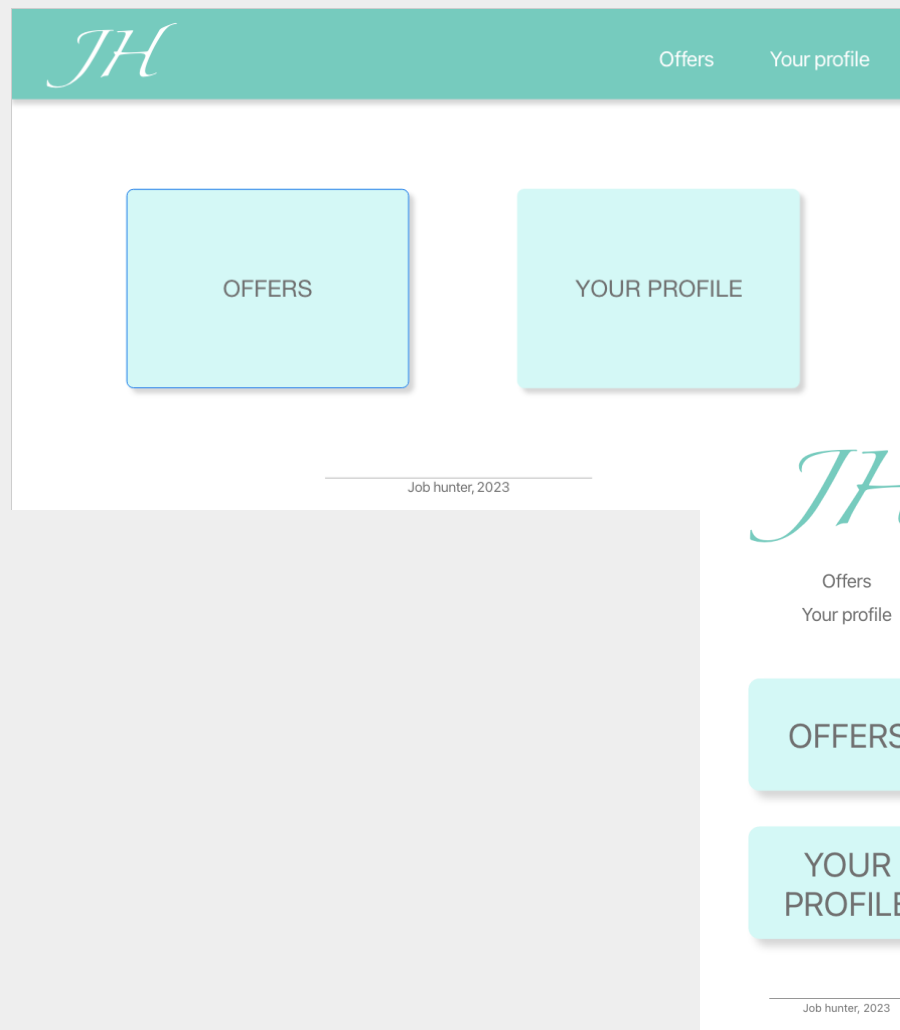
High-fidelity prototype

High-fidelity prototype
with flow



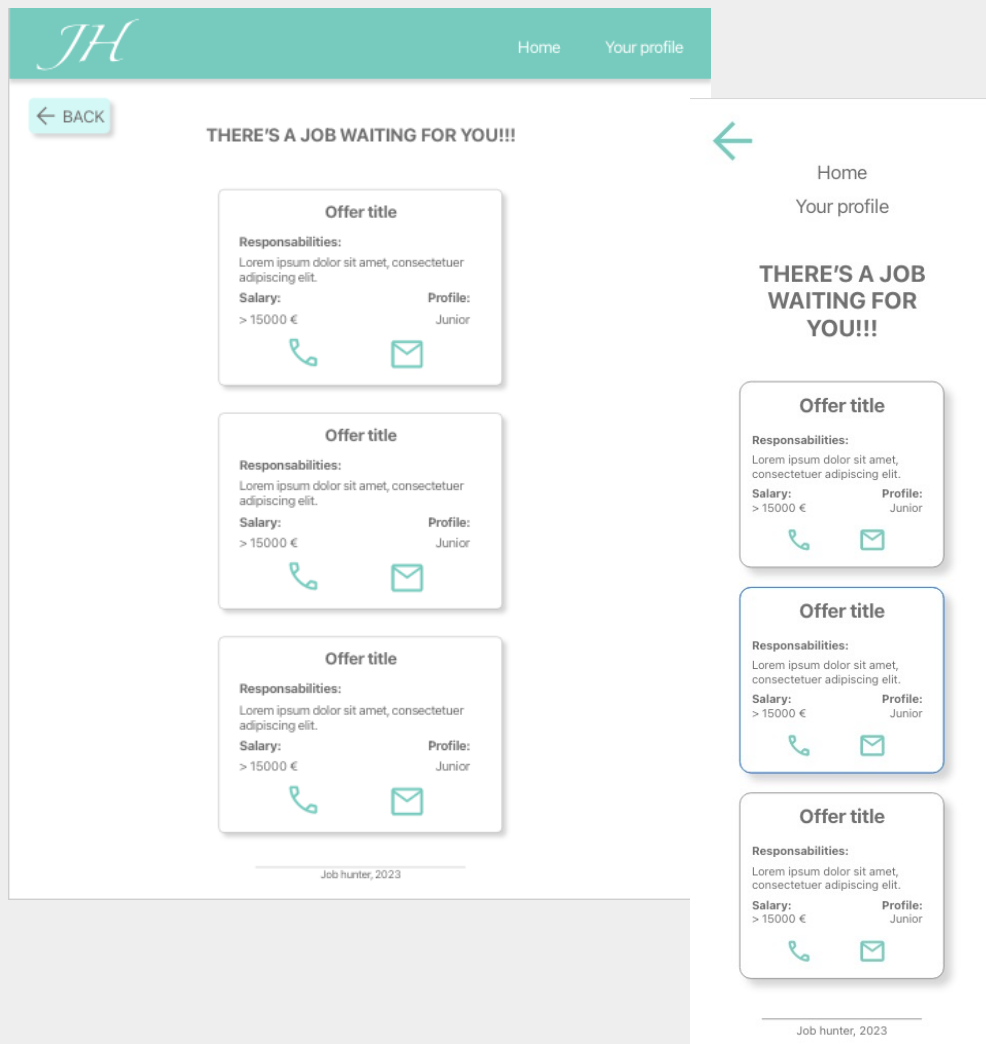
High-fidelity prototype

Responsive Home page



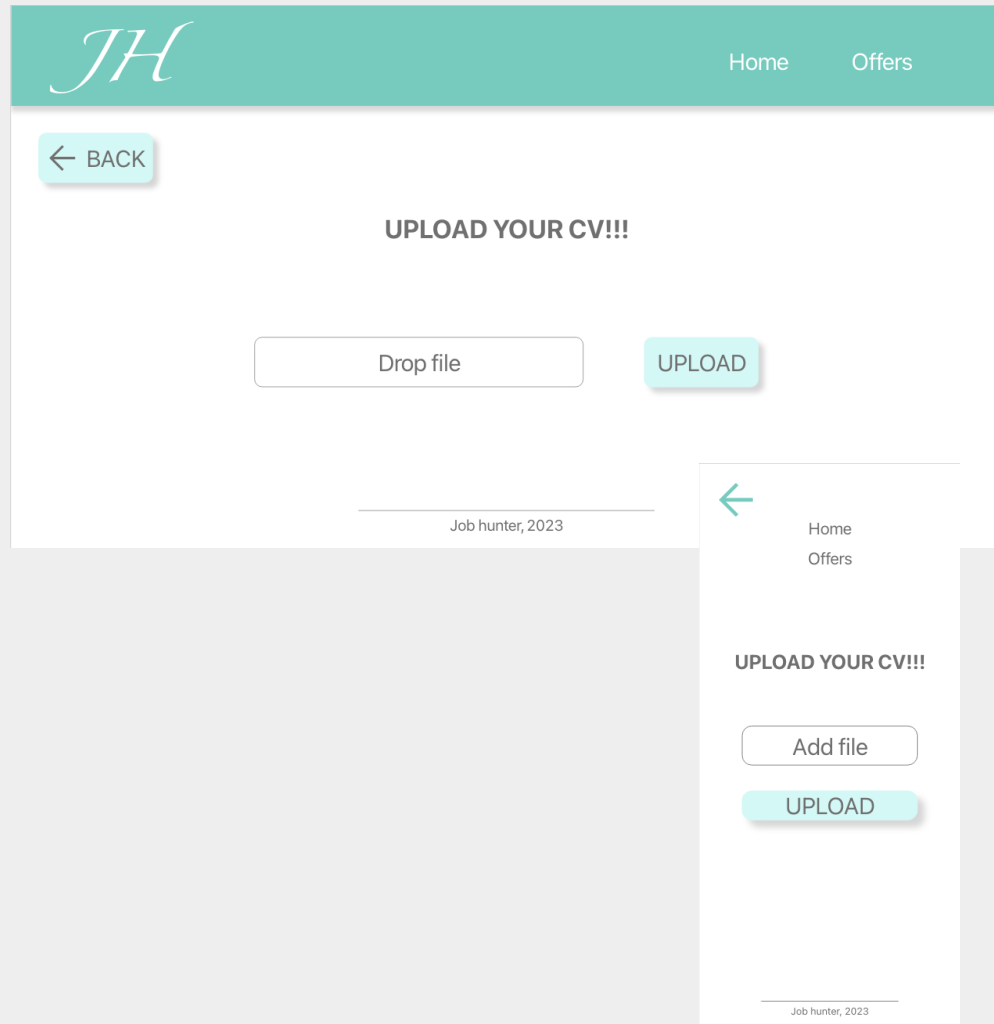
High-fidelity prototype

Responsive Offers page



High-fidelity prototype

Responsive Curriculum
page



Accessibility considerations

1

It is accessible to people who have vision impaired because of the color palette and the alt text.

2

Focal point, landmarks and heading have been emphasized in order to get a better accessibility.

3

Navigation is more comprehensible because of the icons and alternative ways that are included in the design.

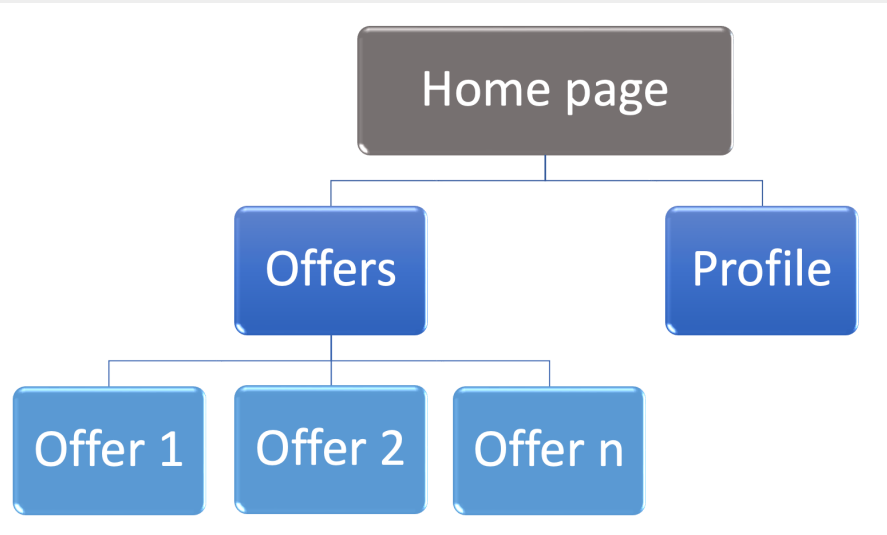
Responsive Design



- Information architecture
- Responsive design

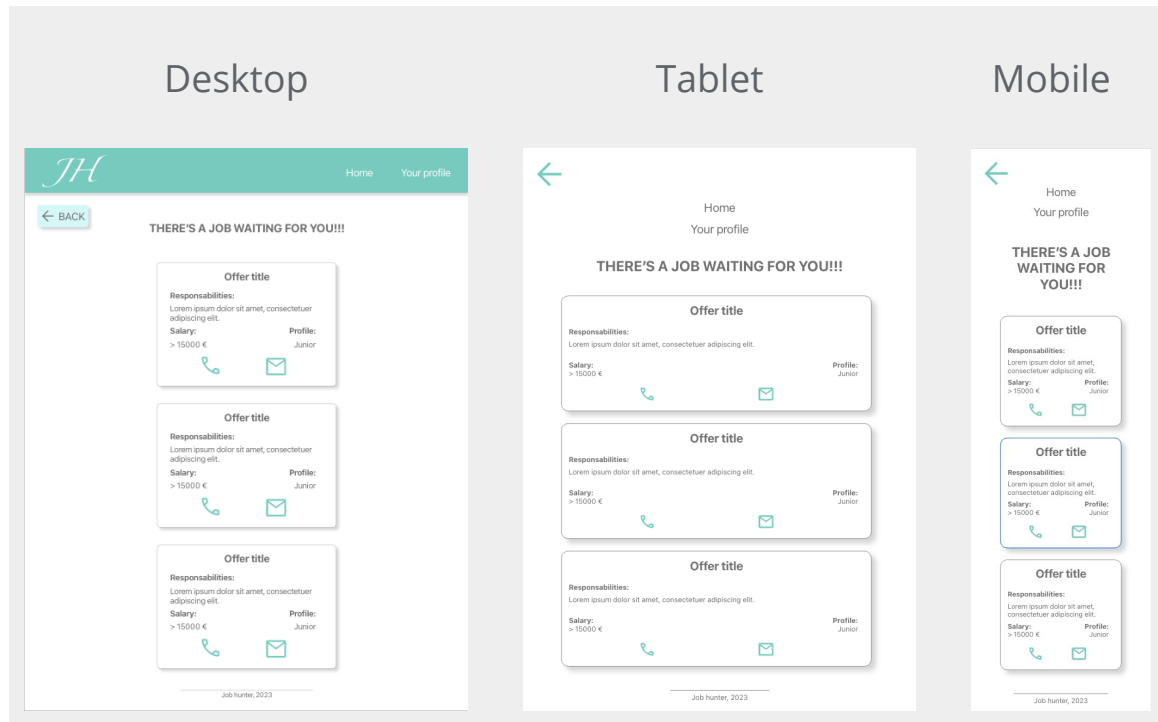
Sitemap

This sitemap guides the organizational structure of each screen of the responsive design.



Responsive designs

The design has been made for desktop, tablet and mobile version.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like the center of the employment offers, understanding their profile and getting them the opportunity to apply for and offer or upload their curriculum.



What I learned:

While designing coding tutorials website, I have learned that UI design is not enough but it is also necessary to pay attention to a UX design because the most important is the users understanding.

Next steps

1

To study the user experience with the app in order to identify new needs.

2

To study usability in order to detect possible problems that had not been considered and to solve them.

3

To identify new useful functionalities and start a new version of the app.

Let's connect!



Thank you for your time reviewing this work on portfolio website. If you'd like to see more or get in touch, my contact information is provided below:

Email: xxx@gmail.com

Phone: 000 000 000

Thank you!