

Job Search

“

Analysing and redesigning the
job search experience

Case Study

The Challenge

The goal of this project is to understand the patterns of job search, to analyse the needs of a user while looking for a job and redesigning existing elements based on insights found from the research

What I Did

- > Research Plan
- > Conducting Competitive Analysis
- > User Interview
- > Ideating
- > Creating UserFlows
- > Usability Testing

Research Goals

- Understand common job portals
- Identify areas of job application that could be improved
- Determine User needs and frustrations when applying
- Define common expectations

Approach

1. Conduct Competitive Analysis, evaluate Usability Heuristics
2. Analyze findings, strengths and weaknesses
3. Talk to people who are actively applying for jobs to learn about their experience with job applications
4. Gather User needs and painpoints
5. Write How Might We around User Needs
6. Ideate new solutions around HMW
7. Sketch down ideas
8. Wireframe
9. UI Design for Job Details card(when user is signed in vs new user)

Competitive Analysis

There are a lot of Competitors out there offering different features. Eventhough LinkedIn, Glassdoor, Indeed are like the big cats in the business, I only considered to analyse the website which were offering the same features as my project. I shortlisted Naukri, Monster, and Timesjobs for my market analysis.

Competitor	Year of establishment	Keyword Ranking	Features	Job Category
Monster.com	1994	Poor	Job search, Career tips, Assessments, Resume Services, Paid services	Company Location Function Recruiter Skills Govt Jobs Fresher jobs
Naukri.com	1997	Relevant but not accurate	Jobs, Resume Writing, Courses, Certifications, Interview Preparation	IIT/IIM Govt Jobs International Gulf Jobs Walkins
TimesJobs	2004	Accurate	Jobs, Recruitment Services	Function Role Location Gulf IT Non-IT

Initially, I created a content inventory of the websites. After this, I analysed the websites in detail and evaluated the heuristics like Navigation, Job details cards, CTA placements, and other details that Users look out for.

- Understanding the competitors will teach what has worked and what doesn't. It gives insights into people's needs and requirements in similar cases.

In depth Analysis

Findings

- Candidates find it most difficult or feel stuck while writing Objective or Summary Statement.
- They also find it hard to explain gap in their career. They have problem with putting up Employment History.
- Managers are actually looking for Educational Qualifications, Relevant Experience, A short resume which is on point.
- There isn't enough guidance on how to make use of the job portal to the fullest.
- 28% people find their jobs *online*.
8% find through friends/family
10% Campus placements
8% Recruiters
6% Internships
- Sometimes Resumes aren't enough to assess the candidate.
- Job Descriptions are sometimes vague.
- It is also important to evaluate if the candidate is a cultural fit to the company.

Monster

MONSTER

Features

- Premium Features for recruiters include Response management, Highlight job post etc
- AI, Conversational Interaction Resume Database Access, Social Job Ads and other services for recruiters which are unique
- It has a blog which have huge data on dos-donts, tips, suggestions, research findings which will help recruiters and candidates find exactly what they are looking for.

Weakness

- When there are no search results found, it lands to an empty page with no CTAs or relevant information.
- No share option for Job posting card
- Search results for the keyword "monster" displays huge amounts of irrelevant posts

Naukri



Features

- More CTAs instead of Ads.
- Premium benefits for both Candidates and recruiters.
- Widely used across India.
- Search results land directly to the website.
- Good categorization of filters.
- Chat with candidates to discuss about the opportunity

Weakness

- No immediate Apply Now CTA for a Job. User has to redirect to another page for more details and job application.
- Share option is not a primary feature.

Timesjobs

TIMESJOBS

Features

- For the same search criteria, TimesJobs had more results than other websites.
- Recently collaborated with Radio Mirchi for Job Campaign called Ready Steady Jobs.

Weakness

- Doesn't have Advanced Search options unlike other sites.
- Job Alerts and Ads at irregular intervals which disrupt user's search experience.
- More number of results but some of them are totally irrelevant to the search criteria.

Analysing the Job detail card.

I run the task : to find a UX Job in Hyderabad, for an entry level candidate. The search results were different for different websites. I understood the pattern and the information placed on the card.

Job posting card comparision

Search Criteria : **Job**- UX, **Location** - Hyderabad, **Experience** - Entry Level.

TIMESJOBS

GENUINE IT BACKDOOR
GRAB RIGHT JOB
0 - 3 yrs Hyderabad/Secunderabad
Job Description: GENUINE IT BACKDOOR JOBS HYDERABADDescription:Share Java , DotNet , Testing , ...
KeySkills: python , software testing , ado.net , java , devops , asp.net , php
APPLY
Posted few days ago

irrelevant results

naukri.com

UX Designer II
DataRPM India Private Limited
4-6 yrs Hyderabad
Product management, Prototype, Interaction design, Agile, Product design...
Not disclosed
Posted 4 days ago

UX Designer
F5 NETWORKS INNOVATION PRIVATE LIMITED
1 - 6 years Not Disclosed Hyderabad
Posted: 1 day ago | Openings: 1 | Job Applicants: 247
REGISTER TO APPLY | LOGIN TO APPLY | SEND ME JOBS LIKE THIS

no direct Apply now CTA

CTA found after clicking on the job card

MONSTER

Walk-in derive for freshers or experienced on UI/UX designers for min 2 yrs for secunderabad.
SKML Enterprises Private Limited
Hyderabad / Secunderabad 0-2 Years Not Specified
Gather user requirements - Translate concepts into user flows, wireframes, mock-ups and prototypes that lead to intuitive user experiences. - Establish, promote and ensure design guidelines, best practices ...
Skills: Illustrator, Coreldraw, Photoshop,CSS, Ux, Front End, Ui Development, Javascript, HTML, Web Design...
Posted: 11 days ago | Walkin Job

Unclear, long Job Title

Insights

Insights from the Competitive Analysis and User Study

I noted down all the important details found from competitor websites and User Research. I also Gathered information from Facts and observations that were already made on Job Search patterns.

Painpoints

Why should I register to apply?

Registration is tedious

Is this job relevant to me?

I want to know about the salary details

I feel forced to write a summary for the application

- Insights gathered need to be analysed and synthesized into data that can be used to frame problems and craft solutions.

Ideating

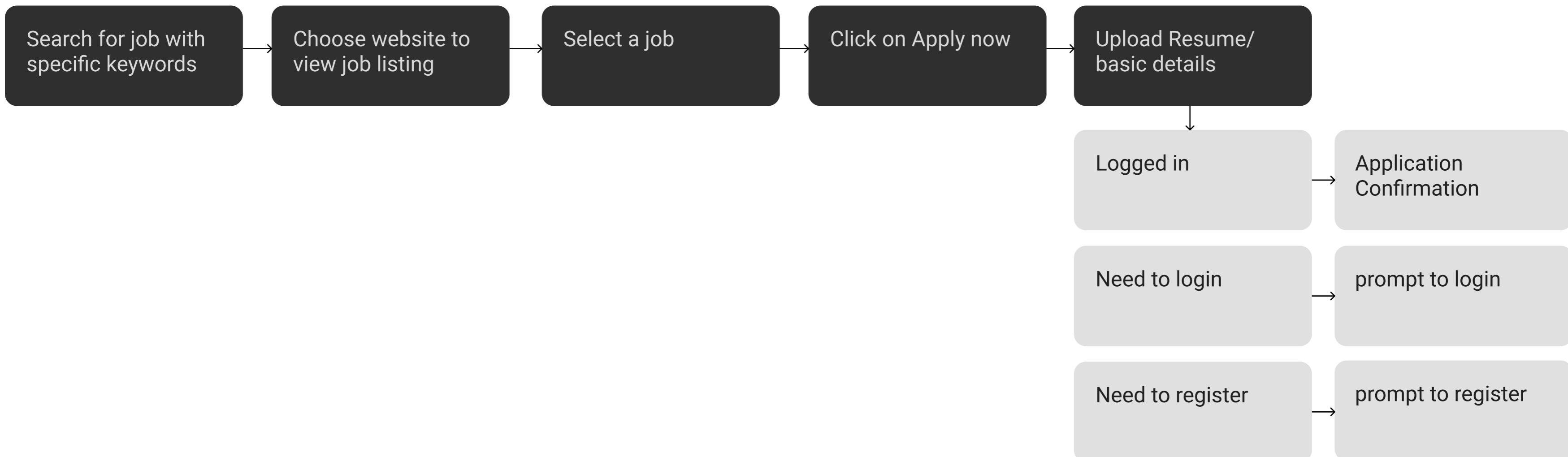
How might we simplify the Application Process	How might we reach more people while recruiting	How might we improve the overall experience
<ul style="list-style-type: none">- Reduce the number of questions. Limit the questions to basic and important information like qualification, skills and experience details.- Second stage of Assessment done by AI in the form of conversational UI- Quick view tab to look at more details - Job description, Requirements, About the company, Key Skills etc- Provide supporting text, or sample/example text while filling in details. <p>Metrics</p> <ul style="list-style-type: none">- Bounce rate- Number of Applications- Number of successful Applications- Time taken to complete an Application successfully	<ul style="list-style-type: none">- Social Advertisements on the jobpostings- Referral system which will benefit both users in some way <p>Metrics</p> <ul style="list-style-type: none">- KeyWord ranking- Number of indirect Applicants- Page visits	<ul style="list-style-type: none">- Make share primary feature, since, 18% jobs are learnt from friends- Add Recruiter Details, Adding a face increases trust- Blogs to educate users about how they can make the most out of the website.- Add success stories so candidates can learn about the application process <p>Metrics</p> <ul style="list-style-type: none">- Number of blog visitors- Number of CTA clicks on primary card and secondary card- Number of shares

After prioritizing the needs, I brainstormed to get some ideas on how the needs can be fulfilled

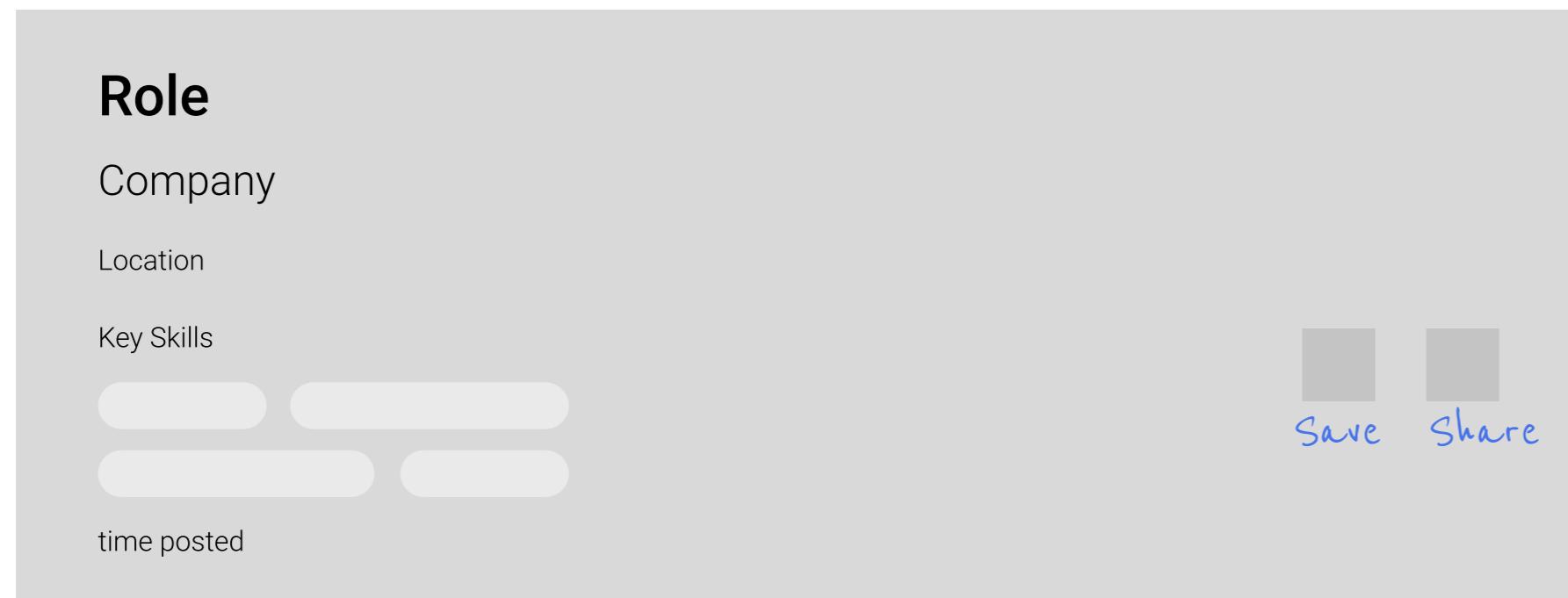
User Journey

People tend to skip the process when they are asked to login or register in the begininng of their journey. I designed the user journey so that he is not interrupted during the process. User selects a job, Clicks on Apply Now, Uploads resume or basic details, Prompt appears with auto-filled email id, user needs to proceed by entering password.

So I created the same UI for cases when user is logged in an not logged in. The difference in both the cases comes after the user applies for a job.



Sketching out idea for Job Detail card



This advanced sketch adds more features to the job detail card. It includes a 'See less' button and an 'Apply Now' button. Below the main card, there's a dropdown menu with tabs for 'Job Description', 'Requirements', 'About Company', and 'Other Details'. A 'Name role' section and a 'Connect' button are also present. Handwritten notes explain the 'See less' functionality and an additional 'Apply Now' button at the bottom.

Actions(primary)

By clicking on See more, the user can see more details, Recruiter details Connect with recruiter Job Description Requirements About Company etc

Usually to see more about the details, 1. User will be redirected to another page or 2. The details open in a popup beside the listing.

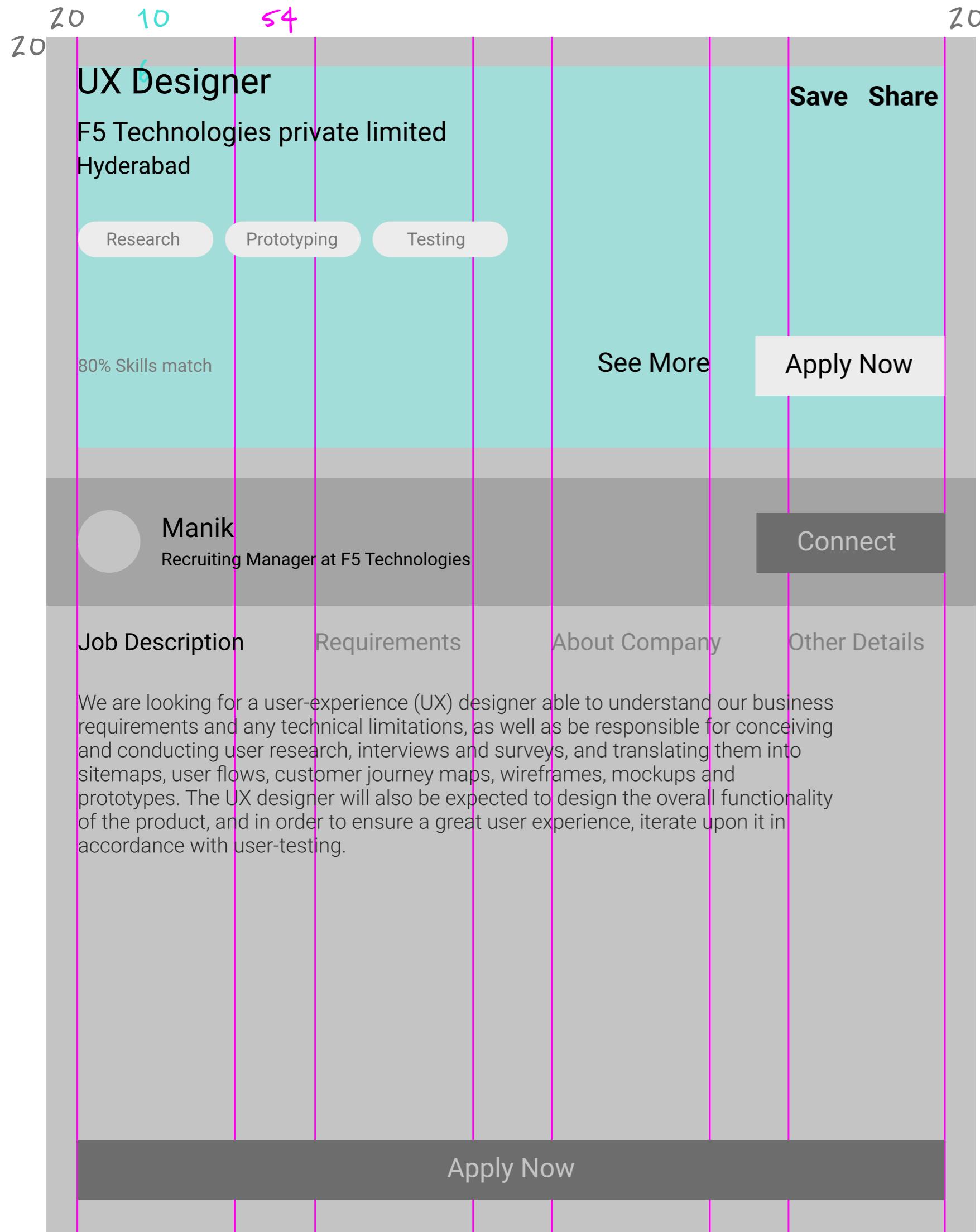
I placed the details in a drop down format so that User can have a quick overview of what he needs. I also placed the details tabs horizontally instead of vertical alignment so that the user need not travel far down the page. It helps the user learn more about the details without occupying much screen area.

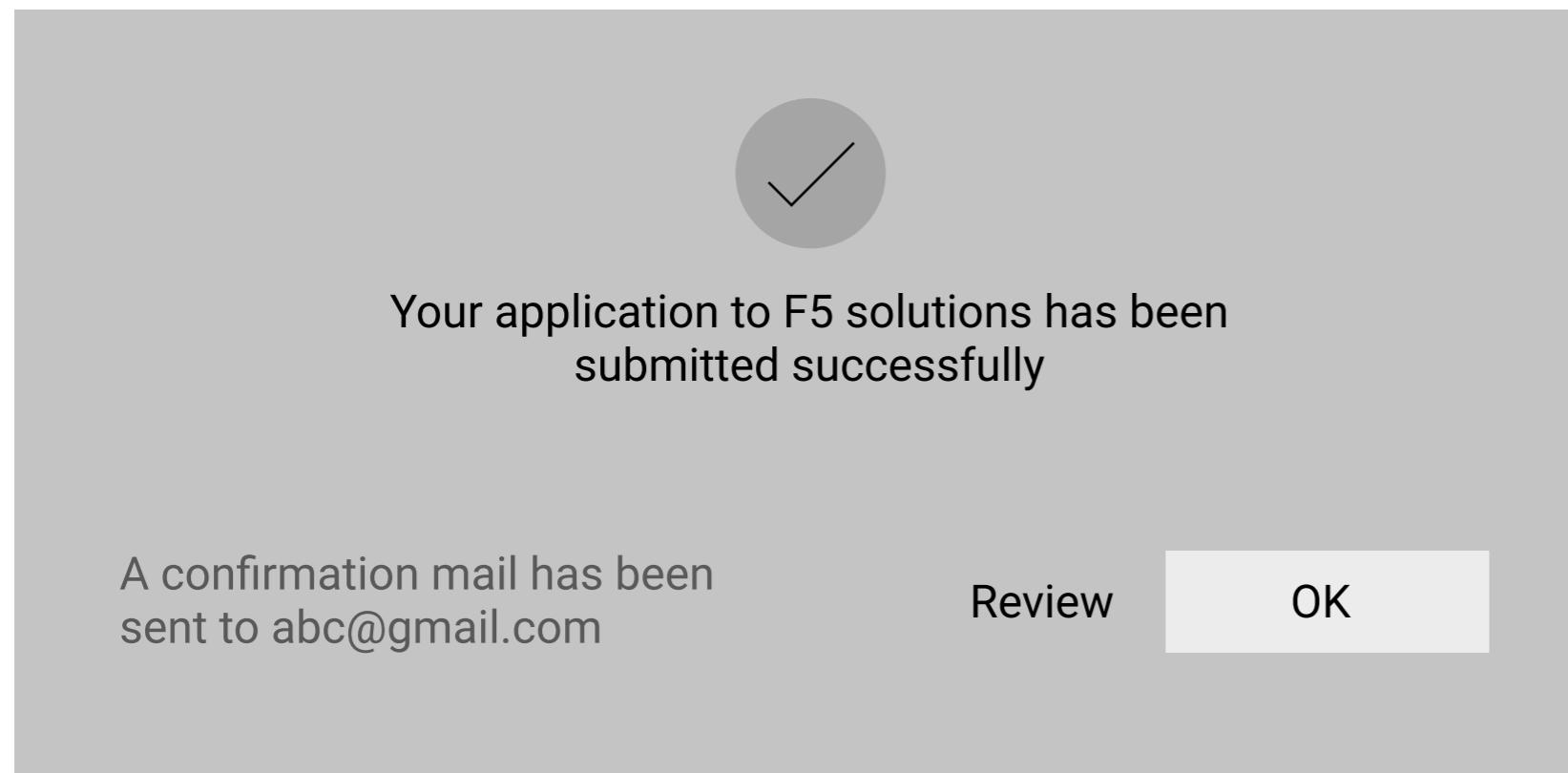
Additional CTA on the bottom so the user need not go up to Apply. (It is placed there to accomodate itself with the users eye flow)

- I placed the content based on where it is expected to be or where its placement would make sense.

Wireframe

Now that we have the content prioritized. Let's focus on organizing with real data in a wireframe which will guide me in building the final layout.

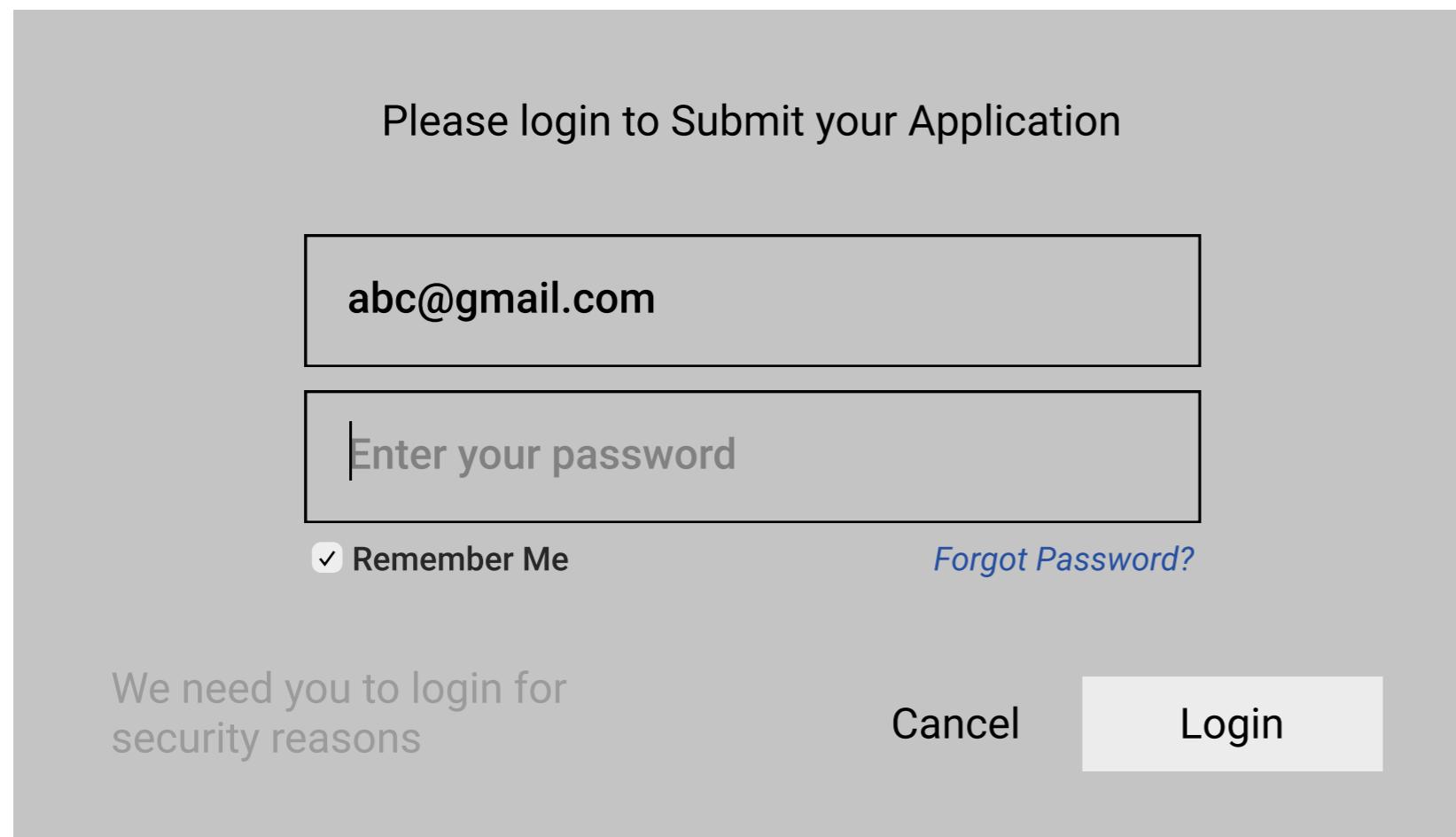




1. When the user is logged in.

User is acknowledged with a success message.

User can click on Ok to close the window and click on review button to check the details he submitted



2. When the user is not logged in.

User clicks on Apply now

Fills in details(resume, mailid)

Pop up is shown with login form which has *mailid* autofilled
User has to enter password to complete the submission

Prototype

Job Detail Card

UX Designer 80% Skills match

F5 Technologies private limited
Hyderabad

Key Skills

Research Prototyping Testing

See less

Apply Now



Manik

Recruiting Manager at F5 Technologies

Connect

Job Description

Requirements

About Company

Other Details

We are looking for a user-experience (UX) designer able to understand our business requirements and any technical limitations, as well as be responsible for conceiving and conducting user research, interviews and surveys, and translating them into sitemaps, user flows, customer journey maps, wireframes, mockups and prototypes. The UX designer will also be expected to design the overall functionality of the product, and in order to ensure a great user experience, iterate upon it in accordance with user-testing.

Apply Now

When user is logged In

Your application to F5 solutions has been submitted successfully



A confirmation mail has been sent to abc@gmail.com

Review

OK

When user is not logged in

Please login to Submit your Application

abc@gmail.com

Enter your password

Remember Me

[Forgot Password?](#)

We need you to login for security reasons

[Cancel](#)

[Login](#)



I am using a monotone color scheme, with a primary color and other colors muted to grey. This can help in emphasizing the content of the page