

**NEXT
STEP**

Davide Parizia

Google

Project overview




The product:

Responsive website, adaptative for each kind of device's size, and with a dedicated mobile app that allows new college graduates to quickly search and apply for jobs that fit their interest and knowledge.



Project duration:

1 month - December 2021

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Explore jobs


School


Major


Grad month

Grad year

Search


Home


Your applications


Profile

Project overview



The problem:

A lot of new college graduates find it difficult to apply for their first job and, above all, find something that really interests them.



The goal:

With our product, people can easily search for jobs that they like in few steps. They just have to enter their college, their major and graduation month and year and they will be able to browse through a lot of available jobs until they find the one or ones that capture their interest and apply for it or them.

Project overview



My role:

Lead UX designer, UX researcher.



Responsibilities:

- User research
- Wireframes
- Mockups
- Low & High fidelity prototypes
- Accessibility considerations

Understanding the user

- User research
- Personas
- Problem statements

User research: summary



I conducted interviews and created empathy maps to understand how new college graduates search for jobs after the graduation and which problems do they often face trying to understand how to improve and solve these kinds of pain points to help users to overcome them and to make our product more user-centered in order to cover and predict the majority of the problems users would encounter.

I can say that some assumptions that i made before starting the user research have been confirmed by conducting interviews on users and creating personas, but there were also other issues that i had not taken into account in my initial assumptions.

Persona 1: Sarah

Problem statement:

Sarah is a girl graduated in Computer Science who needs a way to search for jobs that accept new graduates because she has already lost a lot of time applying for jobs that were looking for experienced graduates.



Sarah

Age: 24

Education: Graduated in
Computer science

Hometown: Turin, Italy

Family: Lives alone

Occupation: Jobless

"I lost a lot of time for companies that rejected me because of my experience"

Goals

- Possibility to search for jobs by entering grad month and year.

Frustrations

- "Lot of times, I apply for a job, send them a CV but at the end I discover they are looking for a student that is not just graduated"

Sarah is a 24-year-old that graduated in Computer Science last year. She's very frustrated because lot of jobs she applied for are looking for a student that is not just graduated. She spent maybe hours and hours learning about the company's field but at the end she was rejected for this reason.

Persona 2: Elia

Problem statement:

Elia is a student who needs a way to quickly view future possible jobs he can apply for because he's not very sure about what he will do.



Elia

Age: 23

Education: Graduating in Art

Hometown: Milan, Italy

Family: Dog

Occupation: Student

"I'm often unsure about what will I do after college"

Goals

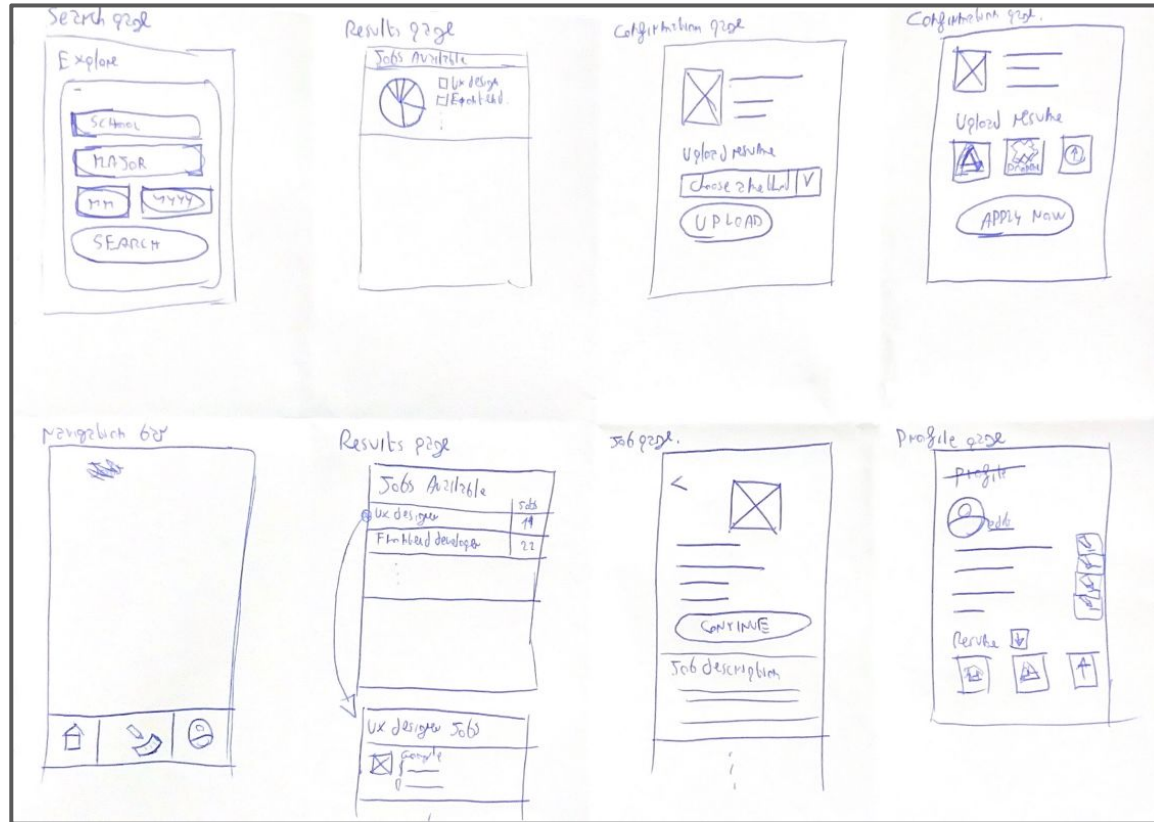
- A way to understand possible future jobs in order to evaluate them.

Frustrations

- "It's quite scary not to know which kind of jobs will wait for me"

Elia is a 23-year-old that study art in Milan and lives with his dog. He's attending the last year of his college but he is not very sure of the future jobs' possibilities that will wait for him after he will graduate. He wanted to know which kind of jobs he will be able to apply for in order to decide which one is made for him the most.

Ideation

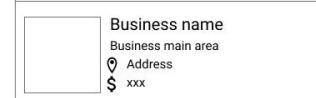
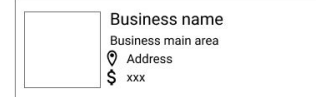
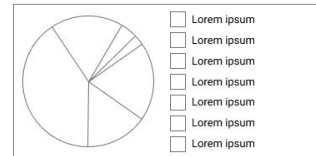


Digital wireframes

The results page is the most important page in this kind of products. This page includes all the most important and useful information a user might need when searching for a job.

Chart that shows percentages of jobs available

< Jobs available

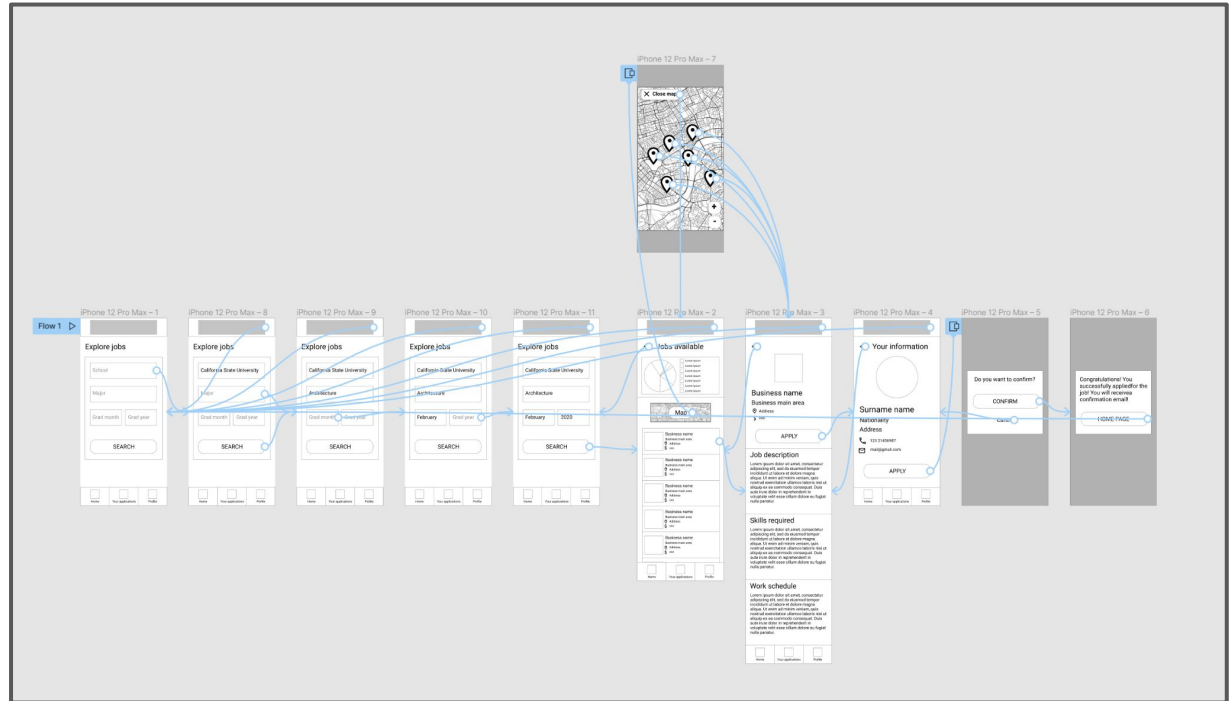


Map that shows the position of jobs found

Each job's post has the indication of the salary or a range of the salary.

Low-fidelity prototype

<https://www.figma.com/proto/Y28FjKSnlCAYvG5uFKKnD8/Next-Step?node-id=4%3A218&scaling=scale-down&page-id=0%3A1&starting-point-node-id=4%3A218>



Usability study: parameters



Study type:

Unmoderated usability study.



Location:

Italy, remote.



Participants:

6 students that are going to graduate, 3 men and 3 women.

1 men and 1 woman have visual impairments.



Length:

About 20 minutes each.

Usability study: findings

I focused the usability study I conducted mainly on the navigation and how easy it was for users to reach some pages.

It revealed very important problem that that struggled the users while they were navigating the low fidelity prototype.

1

Confirmation page

Users feel tricked when they click on the “APPLY” button and there is no confirmation page.

2

Near jobs

Users feel frustrated finding jobs near them.

3

Applications

Users have trouble finding their applications

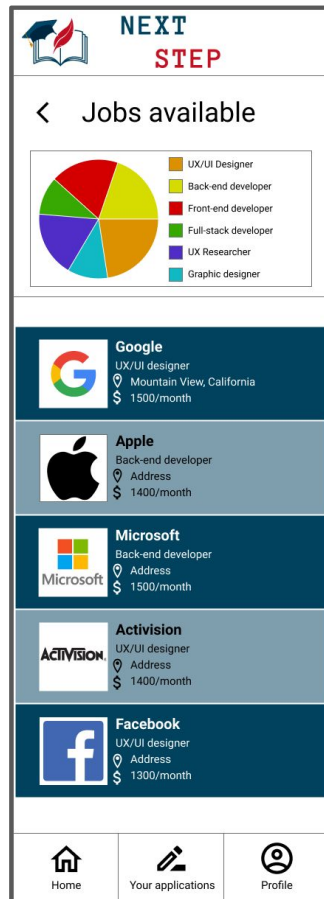
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

I found out an insight that based on the theme that: Users feel frustrated finding jobs near them, I added a map view to locate jobs.

Before usability study



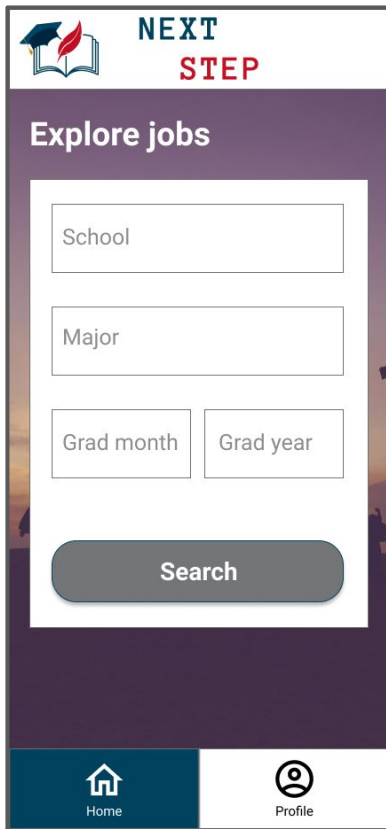
After usability study



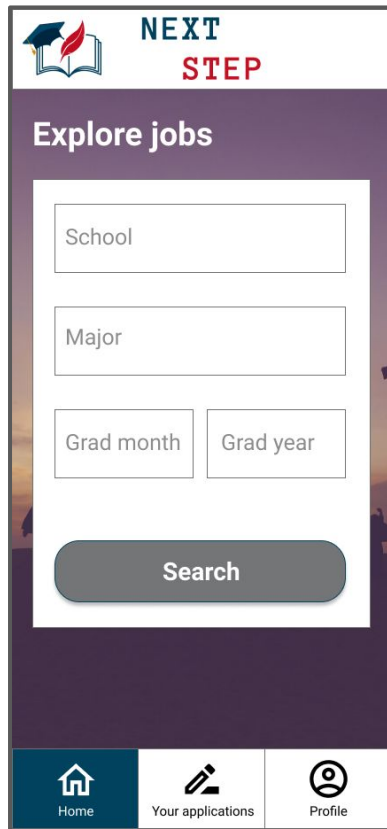
Mockups

I found out an insight that based on the theme that: Users have trouble finding their applications, I added an additional tab in the navigation bar so users can quickly reach their previous applications without have to pass through the profile page.


Before usability study



After usability study







Mockups

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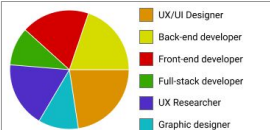
Explore jobs


Search


HomeYour applicationsProfile


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< Jobs available



Map




**Google**
UX/UI designer
Mountain View, California
\$ 1500/month


**Apple**
Back-end developer
Address
\$ 1400/month

**Microsoft**
Back-end developer
Address
\$ 1500/month


**Activision**
UX/UI designer
Address
\$ 1400/month

**Facebook**
UX/UI designer
Address
\$ 1300/month

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< Google

**Google**
UX/UI designer
Mountain View, California
\$ 1500/month

Select the job

Job description

We need a UX/UI Designer to join our team and lead the design and user experience of all Ragnar technical products including: website, mobile app, e-commerce site, virtual event platform, photo system, and registration system. The hired UX/UI Designer will be responsible for strategically thinking through all stages of the design process and executing with great attention to detail.

Skills required




2-3 years of UX Design experience


Experience creating wireframes, mockups, and prototypes using Sketch, Figma, Adobe or similar technologies

Understanding of user research and conducting actual research sessions and usability testing


Work schedule

We support a variety of alternate work schedules that provide additional flexibility to our employees. Schedules range from standard 40 hours over a five day work week while others may be condensed. These condensed schedules provide employees with additional time away from the office and are in addition to our Paid Time off benefits.

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< Your information






Smith Josh

England
London
Washington Street, 9
📞 123 21456987
✉️ smithjosh@gmail.com

Upload your resume

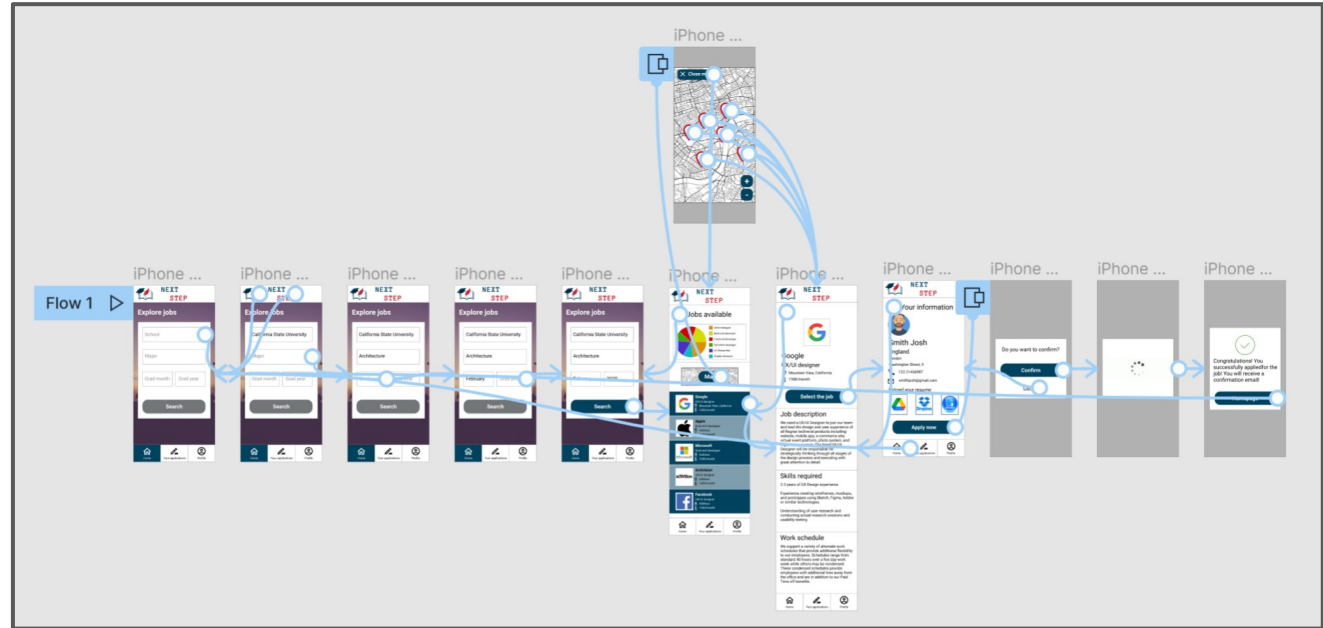


Apply now

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High-fidelity prototype

<https://www.figma.com/proto/Y28FjKSnICAYvG5uFKKnD8/Next-Step?node-id=13%3A223&scaling=scale-down&page-id=13%3A2&starting-point-node-id=13%3A223>



Accessibility considerations

1

Good color contrast ratio allows text to be read easily, even for people with low vision.

2

The usage of well-known icons, such as back arrow, avatar icon for account and so on, helps the user easily navigate the application.

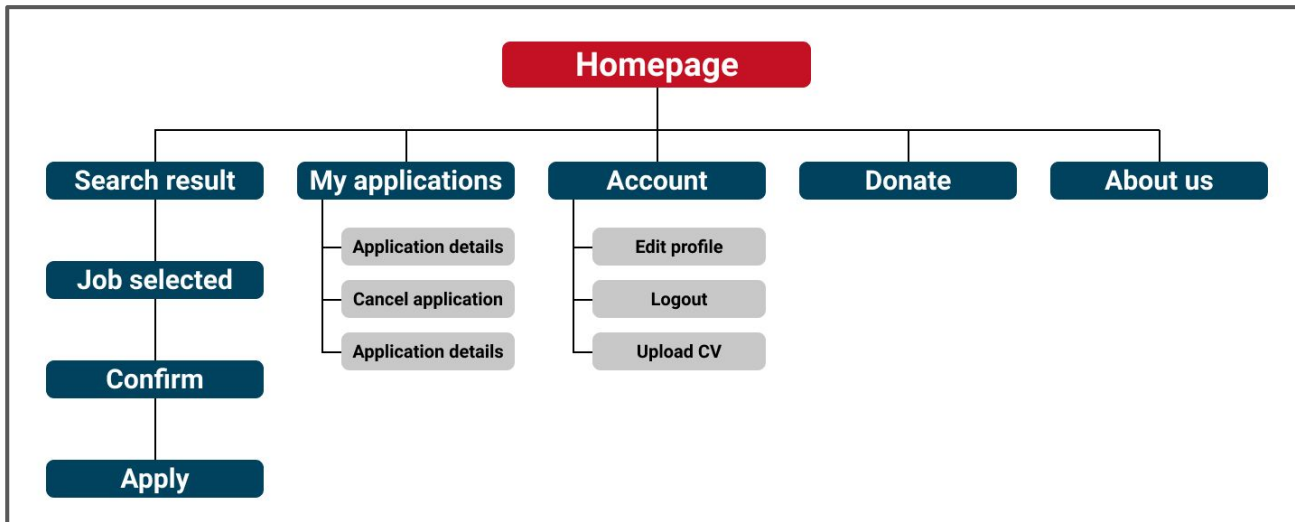
3

Thanks to alternative text in images users that are visually impaired can easily navigate and complete the renting process using a screen reader.

Responsive Design

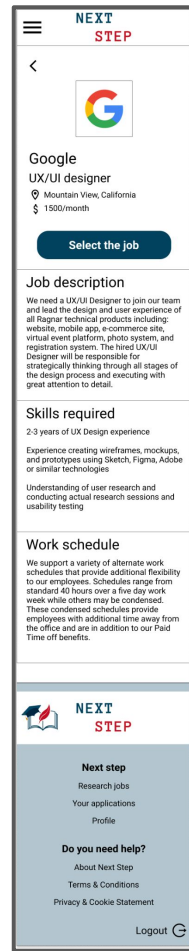
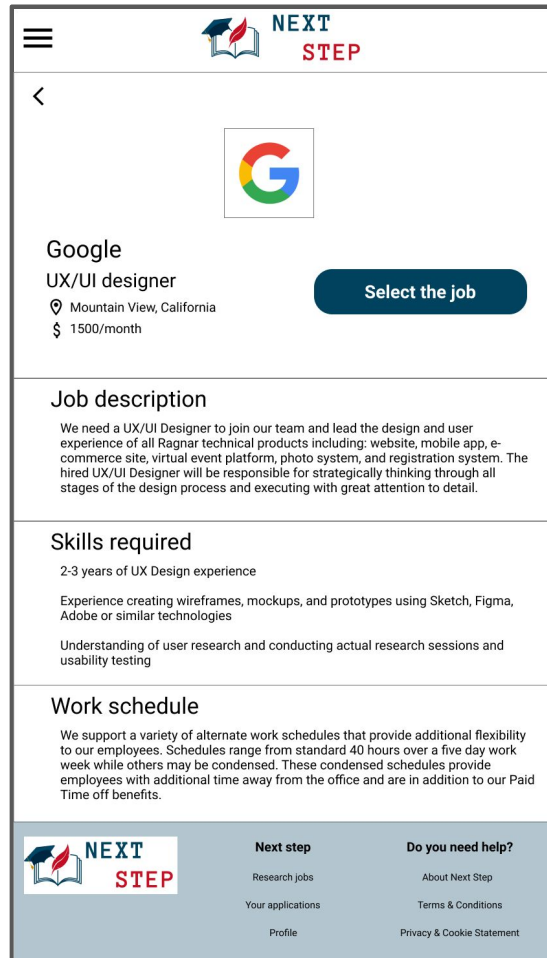
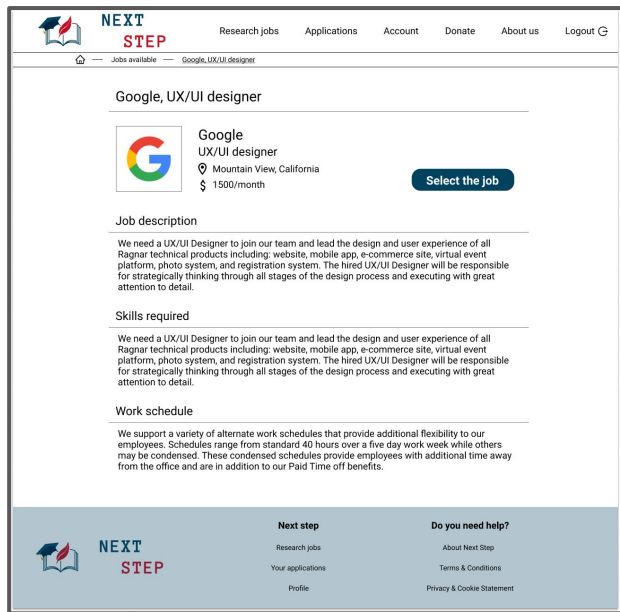
- Information architecture
- Responsive design

Sitemap



Responsive designs

Both the mobile, tablet and desktop versions have the same information, just showed in a different way.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Due to the careful attention on users' need, Next Step can help future graduates make the correct decision for future jobs they will apply for.



What I learned:

Throughout all the research and design processes I learned how difficult it is for college students decide which jobs really fit their interest and passions, but thanks to that, I learned how important it is to constantly research and iterate on designs on this kind of projects.

Next steps

1

Conduct a usability study to check if the last design iterations address all the users' pain points or not.

2

Conduct a usability study as soon as we launch the complete website in order to understand whether we address all the different problem a user can have while using our website or if we've missed something.

3

In the meanwhile, continue researching to determine if there are new areas where I have to focus my attention on.

Let's connect!



Thank you for your attention on my work on Next Step!

If you want to know more or get in touch with me, my email is provided below.

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In addition if you are interested about myself or about my other works you can visit my website.

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