

UX project- Optimization of a website

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Short summary of the project

- This UX project is related to the analysis and research of the website zaplata.bg, along with its main competitor - jobs.bg, as well as the five most successful websites in the world in the same category - jobs and employment.

Through the applied heuristic and competitive analyzes as well as some thought on the marketing and the technical side of the website, this project will uncover the problems of zaplata.bg, their solutions and recommendations for providing a better website to the user base.

This project is the product of the assignment given to me through the UX online course at [udemy.com](https://www.udemy.com), created by Brendan Bolton-Klinger.

Competitive analysis

- Through a competitive analysis done by the site [similarweb.com](https://www.similarweb.com), I managed to find the five most used websites in the field of employment and jobs, to see how they work, whether they cover all the evaluative points with which zaplata.bg will be evaluated and what can be taken and applied from these best websites to zaplata.bg
 - [indeed.com](https://www.indeed.com) - The American version of jobs.bg, dominates the US marketplace for job seeking and employment websites with a monthly visit of 270.5m people, of which 57.60% are in the United States.
 - [Glasdoor.com](https://www.glassdoor.com) - Again American, with a monthly visit of 54.95m. people, of which 81.01% are from the United States.
 - hh.ru - The main Russian website, offering job listings with a monthly visit of 40.11m. people of which, 90.24% are in the Russian Federation.
 - mynavi.jp - The main Japanese website serving 38.64m. people a month, of which 97.91% are in Japan.
 - naukri.com - The main Indian site for job seeking and employment, with a monthly visit of 30.53m. people , of which 93.94% are in India.

Evaluative factors for a good website:

Technical Factors

The best websites are maintained and repaired, and their support, though active, should be never conscious to users.

Does the site work at all? Are crashes existent?

Is there easy and intuitive navigation available to visitors for quick, logical and easy access to site features?

Is the speed good? Are graphics, video, and audio elements optimized?

* Optimization gives the site the speed it needs to load faster.

Is the site code clean and neat?

* This additionally provides speed and the low chance of crashes or bugs in different browsers as well as a high chance of properly displaying the site in different browsers.

Is the search engine optimized?

* Search engines are a basic method of finding information about a product or something else in a variety of different areas, a well-optimized search engine is a huge asset, especially to buying and selling websites, as well as information-driven websites.

Is the design easy on the eyes and intuitive?

* Good design makes the site not only memorable, but in combination with other factors, it makes visitors want to come back.

Is there a good choice in colors?

* Most commonly, 2-3 major colors combine to create a complete tone and mood for the site. Excessive use may result in attention being diverted from the essential parts of the site.

Is the text easy to read?

* Especially important if the site is visited by older people. The classic combination is black text on a white background.

Are the graphics complementary to one another?

* This contributes to the overall look of the website .

Are images with high resolution well optimized?

* As an important means of embellishment, the images must be optimized so as not to delay the full load on the page on which they are depicted.

Is there a sufficient amount of blank space?

* Blank space is important because it contributes to the overall mood of the site and prevents the feeling of congestion and the loss of attention from visitors.

Are there enough links of high quality?

* The external links on the site determine where the site is searching for with search engines.

* High quality websites are advertised on other high quality sites or on sites that are industrially related to each other.

Structural factors

Good websites are well-organized and follow a specific structure in relation to the market they are targeting.

They should be targeted at a specific group of people.

Aesthetic-Functional Factors

These are the factors affecting the aesthetics of the website - design, graphics, text, images, color palette

Speed test

- I did a mid-speed test through the website - gtmetrix.com; This site, in addition to the boot rate information on the main page of the website, also provides information directly related to the overall technical structure - assessing how well the site is made using A-F grading; The site evaluates to what extent and how well are implemented coding languages such as: JS, CSS, different elements and characteristics like the server structural elements, image characteristics, resources, etc.
(Test Region: Vancouver - Canada, via Firefox desktop browser) The analysis showed the following:

Comparative scale - the average boot speed of google.com (2.0s)

- indeed.com - 2.1s
- glassdoor.com - 8.4s
- hh.ru - 13.2s
- mynavi.jp - 4.7s
- naukri.com - 5.9s
- jobs.bg - 7.8s
- zaplata.bg - 7.6s

- In the results shown, we need to include the regional context that in the countries where they are most used, the sites would boot faster (the exception makes glassdoor.com)

The results show that some of the websites give their visitors a good loading speed as a clear winner is Indeed.com, while glassdoor.com has a mediocre speed connection with its 8.4s. The foreign websites, as well as jobs and zaplata are hard to evaluate since the test region is not in a domestic territory, but I, personally know that jobs and zaplata have good loading speeds, and we can conclude that so do the others, the point of the speed test is to show that good loading speed is mandatory for every website.

Other statistics:

- The average visit time per user for these five sites is 5.76m.
- The average visit rate is 6.74 pages / visit.

These statistics could mean that, since these websites are the top 5 most commonly used in the world, they offer their user base a quick and easy way to complete their tasks, taking an average person 6 minutes and close to 7 pages per visit to search for a job, apply for it, and exit the website.

After an in-depth analysis of the above mentioned factors, the five sites, as hh.ru was more difficult to analyze because of the lack of English language optimization on the site, the cumulative information I divide into three parts:

Common strengths

- Locally good page loading speed (exception - glassdoor.com)
 - Good organization and specific functional structure.
- Easy user orientation, such as overall design and navigation, is beneficial to visitors (exception mynavi.jp)
 - Well structured and functional code.
- The aesthetic-functional elements are good - the color palette is not distracting nor does it hurt the ability to work on part of the users, the text is in a good font and does not hurt the eyes during long reading, according to gtmetrix, the images on the main page of the websites are well optimized and they don't damage the overall speed of the sites. (Exception - indeed.com, where these image elements are largely non-existent.)
 - Each search engine on the site is at a relatively good level and finds relatively accurate results. (Exception is indeed.com, whose search engine is at an extremely high level of sophistication).
 - All five sites have mobile apps for android and apple that are supported and upgraded.

Common/ individual weaknesses

- The speed of glassdoor.com and hh.ru - according to gtmetrix analysis, these two sites must seriously minimize the number of redirects on the main page, which is the main reason for their slow loading.
- At mynavi.jp there is a large sliding space on the main page that advertises and explains the site's functions, which is useless, it can be replaced with a large logo and several keywords below so it briefly and clearly relays the same message, along with the fact that a logo is lighter on loading on the main page than a whole unnecessary high-resolution image slider. There is also a partial English version of the site where there are unnecessary advertisements in Japanese, albeit the overall functional structure of the website is usable for English speaking users.
- Mediocre mobile search engine (filters that do not make it easier to search for job ads, there is a lack of user support (Naukri.com, glassdoor.com), according to a number of dissatisfied user reviews on the Android website.

Exclusive features

- Each of the five websites, fulfill their role of offering users the opportunity to search for and apply for job advertisements and the ability of companies to post job advertisements in their respective countries and other parts of the world.
- What elevates, however, some of the five sites over the others with the same goal is that they are multi-functional, they have unique features that contribute to the overall good experience of their users and these exclusive attributes to them overcompensate their weaknesses.

- Feature I:

An extremely thorough and informative search engine. This feature is inherent to indeed.com, one of the main reasons why the site is so well-known and well-visited, along with the simple and extremely easy interface, this search engine creates a sense of familiarity by working on the same principle as google by showing multiple additional suggestions that complement the already-written job keyword.

The screenshot displays the Indeed website's search interface. At the top, navigation links include 'Find Jobs', 'Company Reviews', 'Find Salaries', 'Find Resumes', and 'Employers / Post Job'. On the right, there are links for 'Upload your resume' and 'Sign in'. The main search area has two input fields: 'what' (containing 'ux') and 'where' (empty), followed by a 'Find Jobs' button. Below the 'what' field, a dropdown menu lists suggestions: 'ux', 'ux designer', 'ux design', 'ux research', 'ux director', 'ux manager', 'ux ui designer', 'ux lead', 'ux ui', and 'ux remote'. To the left of the suggestions, there are sections for 'ux jobs', 'My recent searches' (listing 'trademark' and 'Mobile Version'), and 'Sort by: relevance - date'. Below that is a 'Salary Estimate' section showing ranges from \$70,000 to \$115,000. The bottom left shows 'Job Type' with 'Full-time' selected. On the right side of the search area, there is an 'Advanced Job Search' section with a checkbox to 'Be the first to see new ux jobs' and an email input field. Below that is another checkbox to 'Also get an email with jobs recommended just for me' and an 'Activate' button. At the bottom right, there is a 'User Experience Manager salaries in United States' section showing a salary of '\$107,877 per year' based on 3,385 salaries.

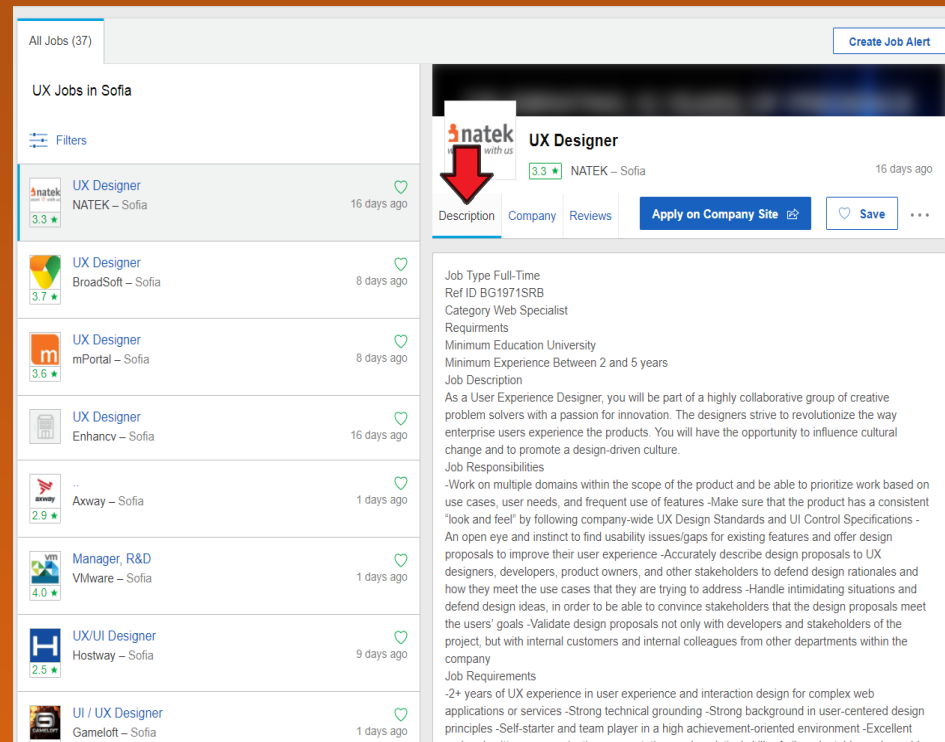
This search engine shows additional combinations with the word "ux" not only working positions, but also "ux remote" showing not only the job but the place as well; combined work fields ("ux ui") and some ux divisions ("ux research", "ux director", "ux manager").

• Feature II:

Additional information about a result after a search (description of the listing, company description, company reviews) - glassdoor.com

Again, this is a method that collects multiple potential queries to users on a single page instead of trying to search for (yourself or not) on their own.

This feature shows what the ad is showing, shows additional information about the company itself that posted the ad, and shows other people's reviews.



All Jobs (37) [Create Job Alert](#)

UX Jobs in Sofia

Filters

UX Designer
NATEK – Sofia
16 days ago

UX Designer
BroadSoft – Sofia
8 days ago

UX Designer
mPortal – Sofia
8 days ago

UX Designer
Enhancv – Sofia
16 days ago

UX Designer
Axway – Sofia
1 days ago

Manager, R&D
VMware – Sofia
1 days ago

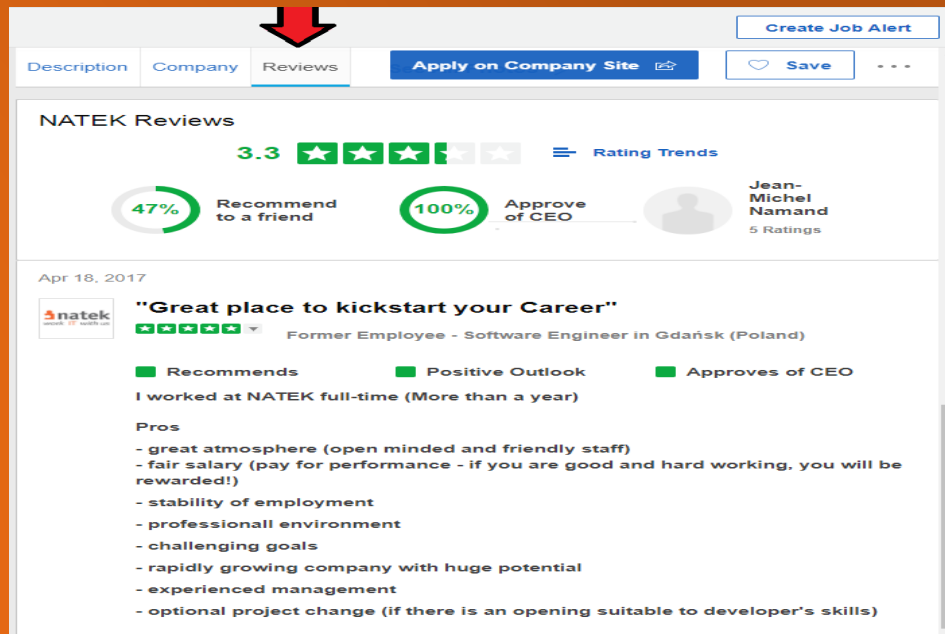
UX/UI Designer
Hostway – Sofia
9 days ago

UI / UX Designer
Gameloft – Sofia
1 days ago

UX Designer
NATEK – Sofia
16 days ago

[Description](#) [Company](#) [Reviews](#) [Apply on Company Site](#) [Save](#) ...

Job Type Full-Time
Ref ID BG1971SRB
Category Web Specialist
Requirements
Minimum Education University
Minimum Experience Between 2 and 5 years
Job Description
As a User Experience Designer, you will be part of a highly collaborative group of creative problem solvers with a passion for innovation. The designers strive to revolutionize the way enterprise users experience the products. You will have the opportunity to influence cultural change and to promote a design-driven culture.
Job Responsibilities
-Work on multiple domains within the scope of the product and be able to prioritize work based on use cases, user needs, and frequent use of features -Make sure that the product has a consistent "look and feel" by following company-wide UX Design Standards and UI Control Specifications - An open eye and instinct to find usability issues/gaps for existing features and offer design proposals to improve their user experience -Accurately describe design proposals to UX designers, developers, product owners, and other stakeholders to defend design rationales and how they meet the use cases that they are trying to address -Handle intimidating situations and defend design ideas, in order to be able to convince stakeholders that the design proposals meet the users' goals -Validate design proposals not only with developers and stakeholders of the project, but with internal customers and internal colleagues from other departments within the company
Job Requirements
-2+ years of UX experience in user experience and interaction design for complex web applications or services -Strong technical grounding -Strong background in user-centered design principles -Self-starter and team player in a high achievement-oriented environment -Excellent



[Description](#) [Company](#) [Reviews](#) [Apply on Company Site](#) [Save](#) ... [Create Job Alert](#)

NATEK Reviews

3.3 [Rating Trends](#)

47% Recommend to a friend 100% Approve of CEO

Jean-Michel Namand 5 Ratings

Apr 18, 2017

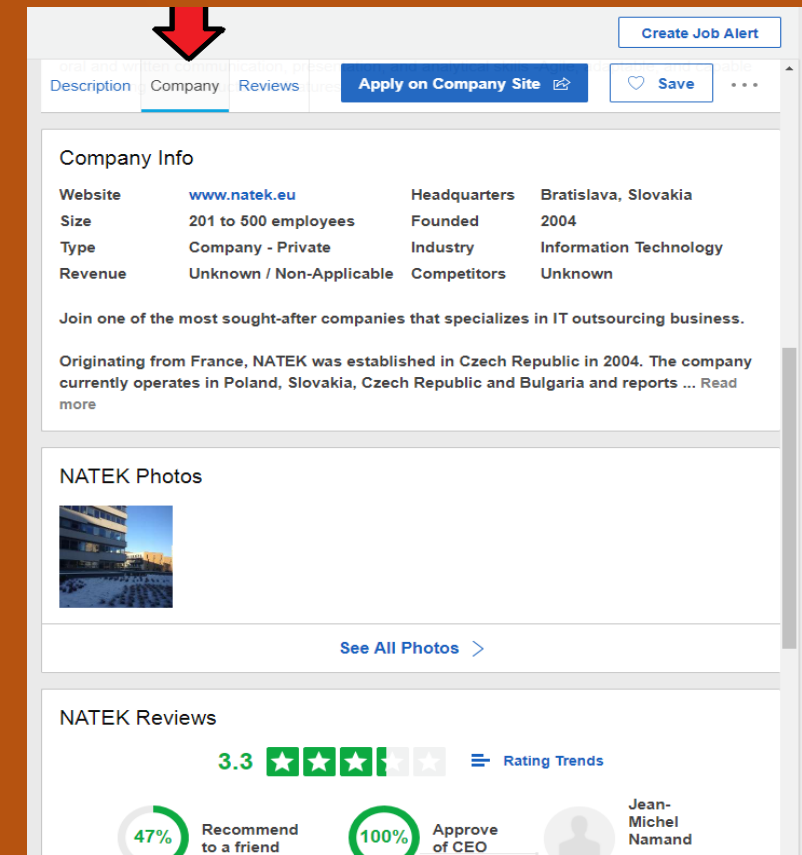
"Great place to kickstart your Career"
Former Employee - Software Engineer in Gdańsk (Poland)

☒ Recommends ☒ Positive Outlook ☒ Approves of CEO

I worked at NATEK full-time (More than a year)

Pros

- great atmosphere (open minded and friendly staff)
- fair salary (pay for performance - if you are good and hard working, you will be rewarded!)
- stability of employment
- professional environment
- challenging goals
- rapidly growing company with huge potential
- experienced management
- optional project change (if there is an opening suitable to developer's skills)



[Description](#) [Company](#) [Reviews](#) [Apply on Company Site](#) [Save](#) ... [Create Job Alert](#)

Company Info

Website	www.natek.eu	Headquarters	Bratislava, Slovakia
Size	201 to 500 employees	Founded	2004
Type	Company - Private	Industry	Information Technology
Revenue	Unknown / Non-Applicable	Competitors	Unknown

Join one of the most sought-after companies that specializes in IT outsourcing business.

Originating from France, NATEK was established in Czech Republic in 2004. The company currently operates in Poland, Slovakia, Czech Republic and Bulgaria and reports ... [Read more](#)

NATEK Photos

[See All Photos](#)

NATEK Reviews

3.3 [Rating Trends](#)

47% Recommend to a friend 100% Approve of CEO

Jean-Michel Namand

• Feature III:

- Payload information - glassdoor.com - A useful add-on that saves time when searching by users and, in the meantime, providing them with important payroll information and how it correlates with pay in the specific workspace in the country.

The screenshot shows the Glassdoor website interface. At the top, there's a navigation bar with links: glassdoor, Jobs, Company Reviews, Salaries, Interviews, Know Your Worth, Sign In, Write Review, For Employers, and Free Job Postings. Below this is a search bar with 'ux' entered, a location dropdown set to 'New York, NY', a 'Salaries' dropdown, and a 'Search' button. The main content area displays 'UX Salaries in New York City, NY' with 52 salaries reported, updated on Jun 28, 2017. It includes a section 'How much does a UX make in New York City, NY?' and a 'Salaries by Company' table. A red arrow points to the 'Related Job Search' section on the right, which lists jobs like Human Resource, Accountant, Healthcare, and Receptionist with their respective salaries.

Company	Job Title	Salary
IBM	UX	\$XX,XXX
General Assembly	General Assembly	\$XX,XXX
Prolific Interactive	Prolific Interactive	\$XX,XXX

Heuristic / comparative analysis of zaplata.bg and jobs.bg

- Things that work:

- Fundamental features of the site work well, do not crash, you can sign up (as an applicant or a company), posting is free with additional paid options.
- The speed according to the test above shows that zaplata.bg loads a bit faster than jobs.bg.
- Optimization in three languages (Bulgarian, English and Russian) while jobs.bg has only two languages (Bulgarian and English)
- The overall design is nice, the size of the text is good, it is read without damaging the eyes, and the choice of dark blue creates a sense of relaxation as this psychological effect has been well established. Also, the ads of the company are in the same background as the site logo and the company logo, which helps the site to be remembered and easily recognizable by its users.
- The content of the main page is centrally focused, which contributes to the overall sense of order and draws the attention of the users where it should be. Additionally, the available graphics from other fields in the background of the page are accurately applied, everything seems to be part of a whole, the presence of a white field and the lack of ads contribute to the feeling of affinity and order.



Free CV tools and cover letters are available.

- The personal menu of each individual account is good, with no extra links, easy to use and navigate..

- Additional options are available for selecting specific filters, automatic bidding for selected filters, notices, application history.

Functions "selected filters" and "selected ads" are missing in jobs.bg.

The personal menu in zaplata.bg with the similarity of the text and its add-ons creates a feeling of greater order, unlike jobs.bg

The screenshot shows the 'Creating CV' page on the ZAPLATA website. The top navigation bar includes links for Account, My CVs, My Files, Cover Letters, Applying, Selected ads, Selected filters, Settings, and Automatic application. The main form is titled 'Creating CV' and has a 'Back to CV list' button. It contains several input fields: 'CV Language' (set to Bulgarian), 'Format' (set to European format), and 'CV Title'. Below these is a section for 'Personal Particulars' with fields for First name, Middle name, Last name, Telephone, Mobile, E-mail, Nationality, and Date of Birth (with Day, Month, and Year dropdowns). There is also a 'Current Living Location' section with Country and City dropdowns, and an Address field. A 'Save' button is at the bottom right. On the left side of the form, there are expandable sections for Image, Work Experience, Education, and Languages.

The screenshot shows the 'Account Settings' page on the ZAPLATA website. The top navigation bar is similar to the previous page. The main content area is titled 'Account Settings' and lists several sections with counts and 'Show' links: 'My CVs [0]', 'My Files [0]', 'Cover Letters [0]', 'Where you applied [0]', 'Selected ads [0]', 'Selected filters [0]', 'Account Settings', and 'Automatic application'. On the left side, there is a box showing user information: Name, E-mail, and Registered on. The bottom of the page features a footer with 'ZAPLATA recommends:' followed by links to various services like Education and training, Labour Agency, Ministry of Labour, etc. There is also a row of links for PRICES, STANDART TERMS, CONTACTS, QUESTIONS, MOBILE VERSION, ABOUT ADVERTISING, and MEGABOARD. At the very bottom, there are links for Real Estate, Cars, Ads, Printing house, News, and Auto, along with a copyright notice for Rezon Media.

*On the main page:

- No intuitive user / business signifier (icon / text), this creates a sense of disorientation for people who first visit the site, forget easily or are not the best at website navigation.

1) Is the place where most of the signposts are most likely to appear on the pages of most websites, whereas 2) "Employers" and "Applicants" are the actual links to the website login/registering window, there are missing indicators showing the existence of such actions or separating them from the other two links - "search" and "publishing".

2)

Find a job Create job ad Employers Applicants

БГ RU

ZAPLATA
Job offers

Keywords Category Settlement

Monthly salary (gross in BGN)
200 BGN 10,000 BGN

FIND JOBS

Additional criteria
☐ Only ads of type „URGENT“

Check out the latest job offers in Bulgaria and abroad.

1)

Newest job offers in Zaplata.Bg

Главен експерт обществени поръчки	14:40 часа на 20.07
Sofia	
ГРАДИНАР	14:38 часа на 20.07
Rousse	
Сервизен специалист	14:30 часа на 20.07
Sofia	
Шофьор	14:30 часа на 20.07
гр.Плевен	
СЛУЖИТЕЛИ ЗА НОВ МАГАЗИН - ЛЮЛИН /КООПЕРАТИВЕН ПАЗАР/	14:23 часа на 20.07
Sofia	
Специалист TP3	14:22 часа на 20.07
Sofia	
ПРОДАВАЧ - КОНСУЛТАНТИ	14:04 часа на 20.07
Plovdiv	
Консултант продажби - електронни цигари - SKY CITY	14:03 часа на 20.07
Sofia	
Фризьор/ка	14:03 часа на 20.07
Sofia	

Proxiad Bulgaria

ROLLPLAST

ANAKATECH

Domino's

blu global

BILLA

onboardcrm

bic-int

enterpays

УНИТЕТ ООД

TOM TAILOR

BS KONSTRUCTIA

Castello

Doit77

SWECO

SafeCharge

endava

TOMMY HILFIER

AVANTA

Cardwell Card

natek work IT with us

GLOBAL BRANDS

Original design

The original design features a blue header with navigation links: [Find a job](#), [Create job ad](#), [Employers](#), and [Applicants](#). On the right, there are flags for BG and RU. The main content area has a large 'ZAPLATA' logo and the text 'Job offers'. Below this, there are three input fields: 'Keywords' (a text box), 'Category' (a dropdown menu), and 'Settlement' (a dropdown menu). A 'Monthly salary (gross in BGN)' section includes a range slider from 200 BGN to 10,000 BGN. A prominent 'FIND JOBS' button is located below these fields. To the right of the button, there is a link for 'Additional criteria' and a checkbox labeled 'Only ads of type URGENT'. At the bottom, a text prompt says 'Check out the latest job offers in [Bulgaria](#) and [abroad](#).'

Suggested design

The suggested design is a wireframe showing a grey header with four placeholder icons. The third icon from the left is circled, and an arrow points from it to a login box containing the text 'Log in- employers' and 'Log in- candidates'. To the right of the login box are language selectors for 'BG' and 'ENG'. The main content area is titled 'ZAPLATA' and contains three placeholder boxes at the top. Below these is a large 'FIND JOBS' button. To the right of the button are two input fields, one with a small square icon to its left. At the bottom of the main area is a long horizontal placeholder box.

After a click on the signifier icon, a field to the left appears on the same window without reloading the page (easily implemented with JS) with two links – “Log in” for employers and applicants which then spawns a new field to insert the username and password so log in can commence on the same page. Even though the suggested design adds one more click of the mouse in order to complete the action, it follows a very widely accepted model of web design, which creates familiarity with the website and therefore easier navigation.

Update: as of late August, 2017, zaplata has put a signifier for log in/registering.

Вход и регистрация за [Applicants](#) | [Employers](#) БГ RU

ZAPLATA.BG

Job offers

Keywords

Category

Settlement

Monthly salary (gross in BGN)

200 BGN 10,000 BGN

FIND JOBS

[Additional criteria](#)

☐ Only ads of type „URGENT“

Check out the latest job offers in [Bulgaria](#) and [abroad](#).


Unfortunately it's still not as good as it should be, since the signifier and the field for log in is moved to the left, rather than the right, which is the de facto model for most websites on the internet making the “right” way the intuitive way.

Furthermore the text „Вход и регистрация за“ (Log in and registration for) stays the same no matter what other language the website is viewed with.

- After a thorough analysis of the biggest Bulgarian rival of zaplata.bg - jobs.bg, interesting features were found that work better at jobs.bg

- Field for indirect customer service - jobs.bg

Top 10 employers

- 1 Съдърланд Глобъл Сървисиз България ЕООД 
- 2 SENSATA TECHNOLOGIES BULGARIA Ltd. 
- 3 Sixty K Plc - International Contacts Centres 
- 4 Paysafe Bulgaria EOOD 
- 5 Happy Bar & Grill 
- 6 TeleTech Eastern Europe EAD 
- 7 ЕС БИ ТЕК (ГЛОБЪЛ) ЛИМИТЕД - КЛОН БЪЛГАРИЯ КЧТ 
- 8 UniCredit Bulbank AD 
- 9 ИЗИ КОНСУЛТ ООД 
- 10 Джъмбо ЕС.Б ЕООД 

виж Top 50 >>

Business news

coBuilder: Разширяваме екипа си в България почти тройно до две години




Бистра Папазова, управител на софтуерната компания, пред Economy.bg

Любимият въпрос на интервю за работа на Кристин Киркова, Andreew Investment Group



Какъв въпрос обича да задава тя на кандидатите и какво цели с него?

55% ръст на сделките за офис площи през първото полугодие



Пазарът на офиси остава движен от IT и BPO компании, които генерират около 70% от търсенето на първокласни площи

[Contacts](#) | [Prices](#) | [Q&A - Users](#) | [Q&A - Companies](#) | [Terms and Conditions](#) | [Privacy Policy](#) | [Cookies](#)





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1)

[jobs.bg](#)
[Career](#)
[Courses](#)

[Login and Registration](#)
[Companies](#)
[Users](#)



Questions and answers - Users

What is Jobs.bg?
Jobs bg is a career media. Over 70 000 companies in Bulgaria from all business sectors use Jobs bg to publish more than 30 000 job positions monthly. The number of applications sent in a month exceeds 2 000 000. Jobs bg is part of The Network.

What is The Network?
In 2006 Jobs bg became part of The Network - the largest international alliance of the leading job boards in over 130 countries. In partnership with The Network expert positions in European institutions, as well as in leading international companies open for candidates from Bulgaria are published in Jobs bg.

Does Jobs.bg participate in the recruitment process?
Jobs bg is a media. Jobs bg is not a recruitment agency and does not participate in any way in the recruitment process, nor in the consequent communication and negotiation process between the companies and the candidates.


Do the company registrations get verified?
Jobs bg applies the leading standards to ensure the reliability of the service. All companies pass a strict validation procedure at the time of registration before being able to publish job ads. For more information see [Questions and answers - Companies](#).

Do the job ads get checked before being published?
Jobs bg checks the content of all job ads in correspondence with the legal norms and the website's policy prior to being published. For more information see the website's terms and conditions.

2)

[jobs.bg](#)
[Career](#)
[Courses](#)

[Login and Registration](#)
[Companies](#)
[Users](#)



Questions and answers - Companies

This is a new section in Jobs bg where you will find useful information related to using the website as a recruiter/company. On this page you can get acquainted with the main terms for use of the website. The terms applied in Jobs bg aim to create and sustain reliable and fair environment for the users and the companies using the website.

What is required to create a company account in Jobs.bg?
Jobs bg applies the leading standards that ensure the reliability of the service. In regard to online services, contrary to the physical world, the reliable identification requires extra steps.

The validation during registration protects not only the candidates above all, but also the companies themselves from possibly becoming subject to misappropriation of their identity by non-authorized persons, which might considerably harm their reputation.

To create a company account in Jobs bg, you need to complete the online registration request form. Upon completion of the registration request, you will receive email message(s) to confirm it.

To ensure that the registration request is filed by authorized persons representing the company, identification via bank transfer, which is mandatorily remitted from a corporate account of the legal entity requesting the registration (in the amount of 1 BGN excluding VAT), is required.

In order for the registration request to be concluded and the publishing of job ads to be allowed, it is required that the company details registered in the bank system match completely the details filed in the registration request form.

These steps are necessary to verify that the registration request is filed by the company.

- This field not only saves time and effort on users and businesses registered on the site who would lose it without experience and waiting for direct contact with the site's help team but also saves time and effort on the team by providing quick FAQ- Response type for both users and businesses. The implementation of these two links saves time and effort on both sides - users / companies and IT specialists/ customer support.

- It is important to note that the two pages that are made to answer the most frequently asked questions for users and companies at the bottom have a link to a direct connection with a customer service department, the implementation of such a link at the bottom On both pages shows that the process of offering help is designed entirely to meet the needs of consumers.

- Clicking the link for additional help is already leading the user to a direct contact page with the help department, leaving the direct link as the last option for aid.

Using the available free credits not for their intended use but to publish more than one copy of the same job ad in order to achieve greater visibility disturbs and confuses the users and is also incorrect towards the rest of the companies. Because of this Jobs.bg does not allow such duplication. At the same time, in case the position has not been filled, there are no restrictions to continue the job ad upon its expiration.

Why is it not allowed to publish job ads in locations different from the work location, nor add other locations that differ from the work location in the job description?

Jobs.bg requires that the location where the candidate will be based upon being hired is specified in the field Work location. When browsing job ads, after having selected specific location, the candidates expect that the work location of the job ads they are viewing corresponds to the selected location. Filling in a differing work location is incorrect and misleading for the candidates, and as such is not allowed by Jobs.bg.

In the absence of this condition, employers from all over the country would publish ads in cities different from the work location only because they might possibly have candidates from these cities. This will lead to thousands of ads from the whole country being published with incorrect work location in each large city and it will become impossible for the candidates to search by location. To avoid this, the policy of the website requires the work location to be filled in correctly and does not allow to add other locations in the job description that differ from the work location as filled in the specified field.

The correctly specified information in the ads directly reflects upon the image of the company among the candidates. We expect that socially responsible companies will strictly apply this requirement.

In case a company wishes candidates to relocate from another location, an option to promote the job ad in additional locations is available. The option is paid in order to guarantee that it will be used only when absolutely necessary.

Do you have a question?
You may ask your question [here](#)

Contacts | Prices | Q&A - Users | Q&A - Companies | Terms and Conditions | Privacy Policy | Cookies

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jobs.bg Career Courses Login and Registration Companies | Users БГ

Have a Question?

Name:*

Email:*

Comment:*

Key: 

Enter Key:* (Copy the letters/numbers from the blue field. Use lowercase letters.)

Send

Contacts | Prices | Q&A - Users | Q&A - Companies | Terms and Conditions | Privacy Policy | Cookies

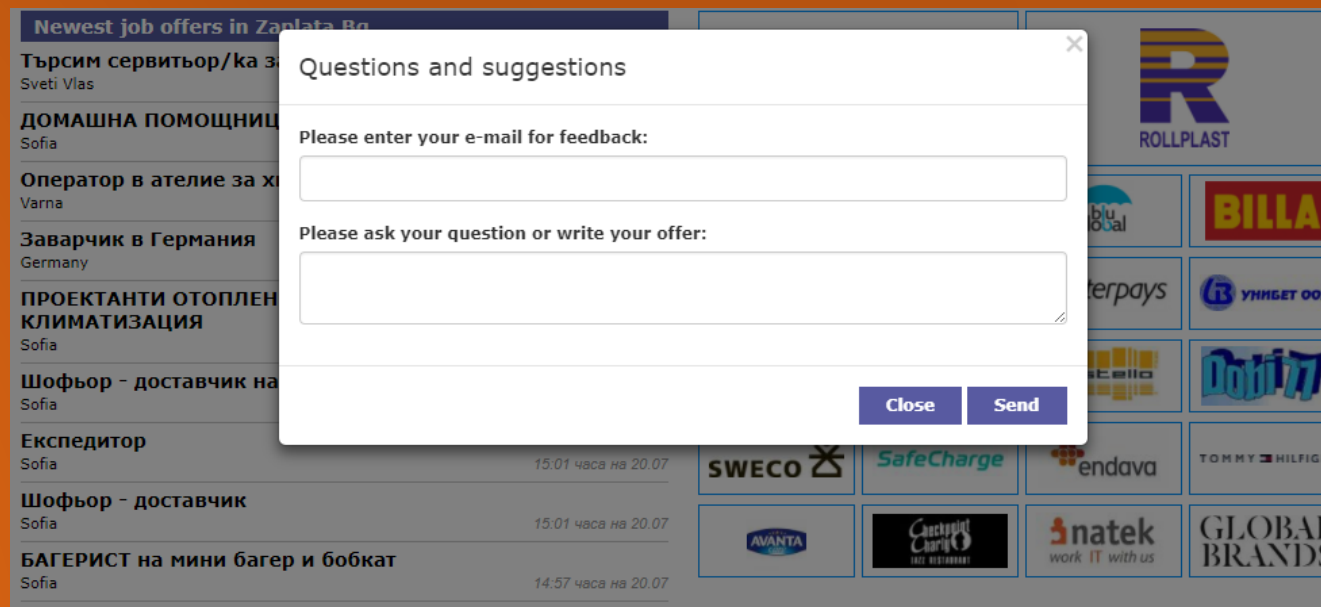
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* The link to "questions" leads to a field of direct contact with the site's client support instead of being the last search option in jobs.bg after a section for users / companies with a short FAQ



Proposal: Implement a system similar to jobs.bg, where the most frequently asked questions section is first available and a link to the customer support department is offered at the bottom and as a “last resort” type of option.



* In the lower part of the main page:

This field is automated, unlike jobs.bg, the automation of this field, i.e. It's automatic movement from left to right can create a sense of lack of control in people who carefully choose or read slower, and hence feelings of dissatisfaction

Newest job offers in Zaplata.Bg

Търсим сервитьор/ка за ресторант на морето	15.07 часа на 20.07
Sveti Vlas	
ДОМАШНА ПОМОЩНИЦА	15.06 часа на 20.07
Sofia	
Оператор в ателие за химическо чистене	15.05 часа на 20.07
Varna	
Заварчик в Германия	15.03 часа на 20.07
Germany	
ПРОЕКТАНТИ ОТОПЛЕНИЕ, ВЕНТИЛАЦИЯ И КЛИМАТИЗАЦИЯ	15.03 часа на 20.07
Sofia	
Шофьор - доставчик на материали	15.02 часа на 20.07
Sofia	
Експедитор	15.01 часа на 20.07
Sofia	
Шофьор - доставчик	15.01 часа на 20.07
Sofia	
БАГЕРИСТ и бегер и бобкат	14.57 часа на 20.07
Sofia	



Job offers from SELECTED PROFESSIONAL AREAS:



Administrative activities



Drivers and couriers



Cars, garages, gas stations



IT, Telecommunications



Banking, finance and consultancy services

.....

ZAPLATA recommends:

Education and training Labour Agency Ministry of Labour Employment Agency Commercial register Labour Code Legalization Translations

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Suggestion: Stop the JavaScript command for the automated slides and implement bigger centrally- placed arrows which are moved by the user himself, similar to jobs.bg.



Job offers from SELECTED PROFESSIONAL AREAS:



Administrative activities




Drivers and couriers



Cars, garages, gas stations



IT, Telecommunications



Banking, finance and consultancy services

* Link – „CONTACTS“

The link to "CONTACTS" leads to a page that can be aesthetically improved, rather than being intangible text.

Original design

Suggested design


ZAPLATA


[Find a job](#)

[Create job ad](#)

[Employers](#)

[Applicants](#)

 BG

 RU

Contacts

Phone: 02/9699139

Phone: 02/9699162

Phone: 02/9699145

Phone: 02/9699170

Phone: 02/9699186

Phone: 087 7762665

e-mail: m.draganova@bulinfo.net

Работно време: 9:00 - 17:30 /без събота и неделя/.

РЕЗОН ООД

София 1000, ул. Карнеги 11а

Ф.Д. 1182/95 - CFG

VAT Identification code BG121184622

ZAPLATA recommends:

Education and training Labour Agency Ministry of Labour Employment Agency Commercial register Labour Code Legalization Translations

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ZAPLATA

Find a jobCreate job adEmployersApplicants

BG

RU

Contacts

Contact us by phone:

Phone: 02/9699139

Phone: 02/9699162

Phone: 02/9699145

Phone: 02/9699170

Phone: 02/9699186

Contact us by email: m.draganova@bulinfo.net

Working hours: 9:00 - 17:30 (weekends are off days)

Rezon OOD

Sofia 1000, Karnegij st. 11a

F.D. 1182/95 - CGC

VAT Identification code

BG121184622

ZAPLATA recommends:

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* The link to general terms leads to a page of totally unformatted text that would confuse users and businesses alike because of the poor location of important information.

ZAPLATA [Find a job](#) [Create job ad](#) [Employers](#) [Applicants](#) BG RU

General Terms and Conditions

Zaplata.bg is a site owned by „REZON” Ltd., registered under company file no. 1182/1995 on the docket of the Sofia City Court, UIC: 121184622, VAT ID no: 121184622, with with registered seat and address of management at 11A, „Carnegie” str., Sofia, phone: +359 2 145 9699, e-mail: admin@zaplata.bg. „Rezon” Ltd. is part of group of companies united under the brand „Rezon media” offering printing and advertising services and development of sites.

Any person who has loaded zaplata.bg in his/her browser or was transferred to zaplata.bg should acquaint with the General Terms and Conditions. The person should immediately leave the site if he/she does not want to become a user, and/or to provide data and information, and/or to access data and information.

The working language of Zaplata.bg is Bulgarian.

By using Zaplata.bg users shall be bound by our General Terms and Conditions.

Registration and user services

Zaplata.bg grants its users the right to benefit from the services provided after registration. The registration procedure is organized in details on the site and contains specific guidelines for facilitation and help.

User registration of type „Employer” - User wishing to publish ads for job vacancies.

User registration of type „Applicant” - User wishing to apply for job vacancies.

Obligations of the user

Type of employer:

Only Employers (organizations, traders, etc.) can publish ads for job vacancies in Zaplata.Bg.

In Zaplata.Bg can be published ads only for actually existing job vacancies for which is provided corresponding position with the employer, as well as for real jobs.

Zaplata.Bg does not advertise homeworking.

Zaplata.Bg is entitled to delete ads with obscene content and ads conflicting to Internet ethics or having clearly immoral content and ads that do not relate to the offering of specific work position.

Employers violating or not complying with the General Terms and Conditions are not entitled to compensation and their ads shall be deleted.

Zaplata.Bg is entitled to refuse re-registration or activation of Employer committed more than one breach of these rules.

Zaplata.Bg is entitled to ban publications from certain IP addresses, e-mails or phones that violate the rules on posting ads in Zaplata.Bg

Zaplata.Bg reserves the right to update the rules for posting ads, and employers are required periodically to familiarize with them. New rules on posting ads shall enter into force on the day of their announcement on the site.

In one ad, employers may declare one type of job opening.

Zaplata.Bg is entitled to cancel registrations of employers not complying with the rules for posting ads.

Payment for services provided by Zaplata.bg is done in the following ways:

- In cash /EasyPay/;
- Visa, MasterCard, Visa Electron;
- By a bank transfer;
- On ATM
- ePay.bg;
- PayPal.com.
- Bitcoin

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Weekly tombola of Zaplata.bg

In the lottery can participate every employer who has published a paid ad (or reinforced paid ad) during the relevant period.

The award is Smartphone iPhone 7.

The desire for participation states the last step in publishing the ad.

The employer participate in the lottery with all its paid (or reinforced during the week paid) ads for the week, which has requested to participate.

The winner will draw by special software on the last working day of the week After drawing the winner, we will draw another two extra players - winners spare. In order to drawing any reserve player may replace the winner if the latter can not be opened as conditions for receiving the prize.

Representative Zaplata.bg will contact each winner by a phone call to inform him of winning and to arrange how to obtain it. The winner receive the award within the next working day to 16:00, on address 11A, „Carnegie” str., Sofia, the Rezon Ltd office, personally

The weekly winner consents to use a picture of the award to promote Zaplata.bg. If the winner is not present to receive his award within the prescribed period, the prize is awarded to the next participant reserve.

Amendment of the General Terms and Conditions

The General Terms and Conditions may be amended at any time by „Rezon Ltd.” in order to increase quality of existing services and the introduction of new service. Amendments may also result from changes in the Bulgarian legislation.

„Rezon” Ltd. reserves the right to change the General Terms and Conditions at any time at its sole discretion. Amendments shall be published on the official page of the site and shall enter into force from the day of their publishing. Users should review updates of the General Terms and Conditions and should conform to them.

Settlement of disputes. Applicable Law

All disputes arising in the relations between site users and „Rezon Ltd.” in connection to the site shall be resolved by mutual agreement, and if no agreement is reached before the competent courts in the city of Sofia and according to the Bulgarian legislation.

Protection of personal data

Visit [the page with our policy for personal data protection](#) to get acquainted with it.

ZAPLATA recommends:

Education and training Labour Agency Ministry of Labour Employment Agency Commercial register Labour Code Legalization Translations

PRICES **STANDART TERMS** **CONTACTS** **QUESTIONS** **MOBILE VERSION** **ABOUT ADVERTISING** **MEGABOARD**

[Real Estate](#) [Cars](#) [Ads](#) [Printing house](#) [News](#) [Auto](#)

Proposal: Transform the whole page of unformatted text into stylized sections with bigger text and better signifiers for the different columns, since the plain text implies to the user that the stakeholders of the site don't really care whether the website is easy on the eye to their user base.

At the bottom of this page there is a link to the privacy policy of the site, whose text is also unformatted and of a small size, this link would be better to move to the main page of the site, under the section "ZAPLATA Recommends "because it is a section of information to which a greater number of people are interested.

General Terms and Conditions

Please visit the [page](#) with the General Terms and Conditions for use of websites owned by „Rezon” Ltd.

ZAPLATA recommends:

[Education and training](#) [Labour Agency](#) [Ministry of Labour](#) [Employment Agency](#) [Commercial register](#) [Labour Code](#) [Legalization](#) [Translations](#)

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* In profile settings

Need more languages to create a CV.
In jobs.bg a CV can be written in 12 languages,
while in zaplata.bg only two - Bulgarian and English.

ZAPLATA Find a job Create job ad Employers Applicants БГ RU Exit

[Account](#) [My CVs](#) [My Files](#) [Cover Letters](#) [Applying](#) [Selected ads](#) [Selected filters](#) [Settings](#) [Automatic application](#)

Creating CV

[→ Back to CV list](#)

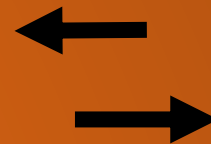
CV Language:* Bulgarian
Format:* Bulgarian
English
CV Title:*

Personal Particulars

First name:*
Middle name:*
Last name:*
Telephone:*
Mobile:*
E-mail:*
Nationality:*
Date Of Birth:* Day Month Year
Current Living Location
Country:* Select Country
City:* Select City
Address:*

[Save](#)

[Image](#)
[Work Experience](#)
[Education](#)
[Languages](#)



jobs.bg Logout Start Page | Main Menu | Messages Career Courses БГ

[← обратно](#)

My CV

Here you can create a CV. If you want to create a new CV, click on the button below.

[+ New CV](#)

New CV

CV language:* - Choose -
- Choose -
Български
English
Deutsch
Français
Русский
Español
Italiano
Türkçe
Limba română
Ελληνικά
Srpski jezik
Nederlands

[Contacts](#) | [Prices](#) | [Q&A](#) - [Users](#) | [Q&A](#) - [Companies](#) | [Terms and Conditions](#) | [Privacy Policy](#) | [Cookies](#)

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* The search engine

The search engine is not optimized, showing more results than it should, even with applied filters.

There is no advanced search function similar to that at indeed.com, which offers additional words to the original written.

While the search engine at zaplata.bg offers results that are already sought by the user, the indeed.com search engine offers additional words from its own system, based on google.com.

ZAPLATA Find a job Create job ad Employers Applicants

Change search

Keywords: ux

Category: [dropdown]

Settlement: [dropdown]

Type of employment

- ☐ Full time
- ☐ Part-time
- ☐ Temporary/Seasonal/Project
- ☐ Permanent

Ads from

- ☐ Company/Organization
- ☐ Agency Recruitment

Monthly salary (gross in BGN): 200 BGN 10,000 BGN

SEARCH

Only ads of type **URGENT**

ZAPLATA recommends:

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PRICES STANDART TERMS CONTACTS QUESTIONS MOBILE VERSION ABOUT ADVERTISING MEGABOARD

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Find Jobs Company Reviews Find Salaries Find Resumes Employers / Post Job Upload your resume Sign in

indeed

what: ux

where: [dropdown]

Find Jobs Advanced Job Search

ux jobs

My recent searches

- trademark - 12 new
- Mobile Version - 12 new
- ux - texas - 9 new

» clear searches

Sort by: relevance - date

ux

- ux designer
- ux design
- ux research
- ux director
- ux manager
- ux ui designer
- ux lead
- ux ui
- ux remote

Be the first to see new ux jobs

My email: [input field]

Also get an email with jobs recommended just for me

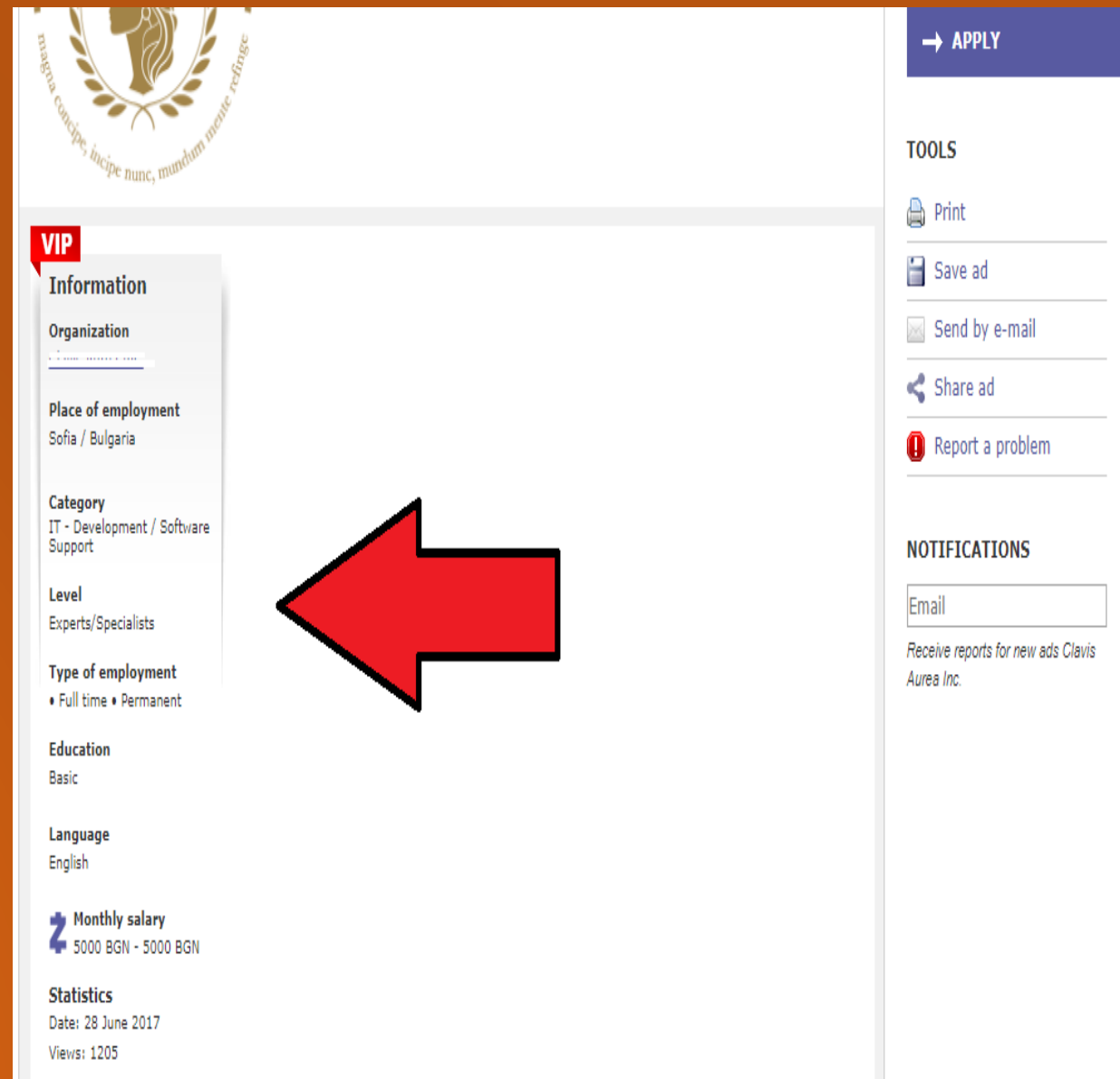
Activate

You can cancel email alerts at any time.

- The search results page

In the section providing information about the job ad, the text and icons are too small and are hard to read, the reading of such small text starts to hurt the eyes after a while, and creates a feeling of frustration.

Proposal: This entire column of information should be twice as big to make the text easy to read .



The screenshot shows a job advertisement page. At the top left is a logo with a laurel wreath and the Latin motto "magna concipe, incipe nunc, mundum mente refinge". Below the logo is a red "VIP" tag. The main content area is divided into two columns. The left column, titled "Information", contains the following details: "Organization" (with a sub-header "Organization"), "Place of employment" (Sofia / Bulgaria), "Category" (IT - Development / Software Support), "Level" (Experts/Specialists), "Type of employment" (Full time • Permanent), "Education" (Basic), "Language" (English), "Monthly salary" (5000 BGN - 5000 BGN), and "Statistics" (Date: 28 June 2017, Views: 1205). A large red arrow points from the right towards this "Information" column. The right column contains a blue "APPLY" button at the top, followed by a "TOOLS" section with links for "Print", "Save ad", "Send by e-mail", "Share ad", and "Report a problem". Below the tools is a "NOTIFICATIONS" section with an "Email" input field and the text "Receive reports for new ads Clavis Aurea Inc."

* In the mobile app of zaplata.bg

According to the statistics provided by similarweb.com, over 1/3 of the users of the site are using the mobile application (32.39%), while 58/103 people have voted with the maximum of 5 stars on the Android app site, however 32 / 103 of them have given the app a 1/5 star rating.
Total installations - 10,000 - 50,000

There are complaints related to:

Slow or complete absence of page loads when searching for ads.

- The application's lack of follow-up to where the user has gone while searching in the list of ads, when opening an ad and returning to the list of ads, the application returns users to the top of the page rather than where they last arrived before clicking on an ad .
- Lack of active support for the app - According to the Android site, the app was released on October 15, 2015 and its current version is still 1.0.

* In the mobile app of jobs.bg

The mobile application of jobs.bg has been downloaded between 100,000-500,000 times as 109/1472 of the voters have given a 1 star rating and 1,081 / 1472 have given the 5 star rating to the app on the android site.

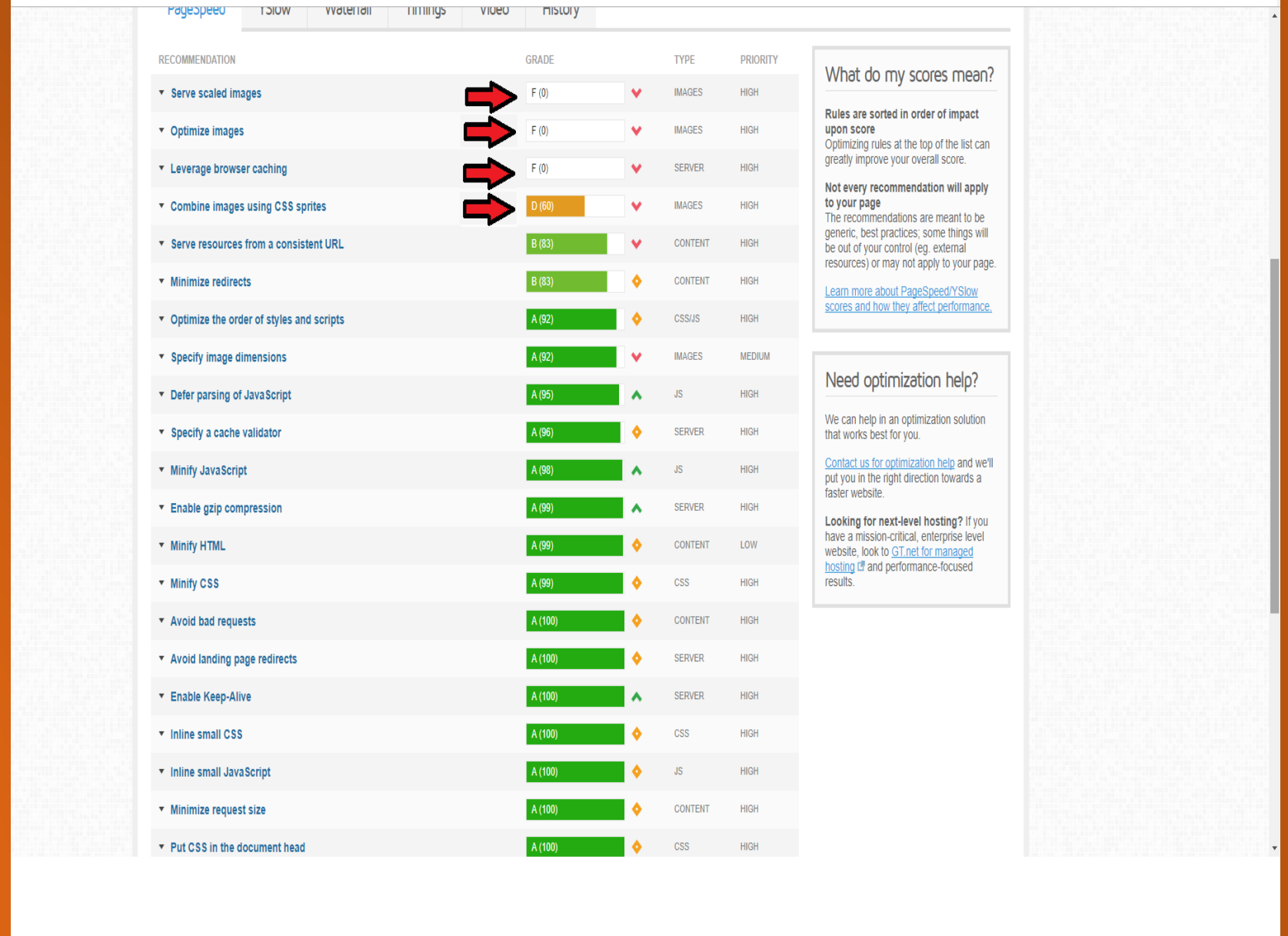
There are complaints related to:

- Extremely slow loading of pages when searching for ads
- Automatic return to the main page of the site after an ad review
- Lousy capacity to remember searches from last use.
- Misalignment of search results with the same filters on a computer and phone.
- Unlike zaplata.bg, jobs.bg actively supports their mobile version with frequent new releases, correcting old problems.

* In a technical aspect

According to gtmetrix's suggestions, zaplata.bg needs serious image optimization on the main page as well as better image sizing, use of the browser caching function, along with the suggestion to combine css sprite images.

There are also mild proposals to reduce the number of redirects, with less redirects the site's speed would be improved.



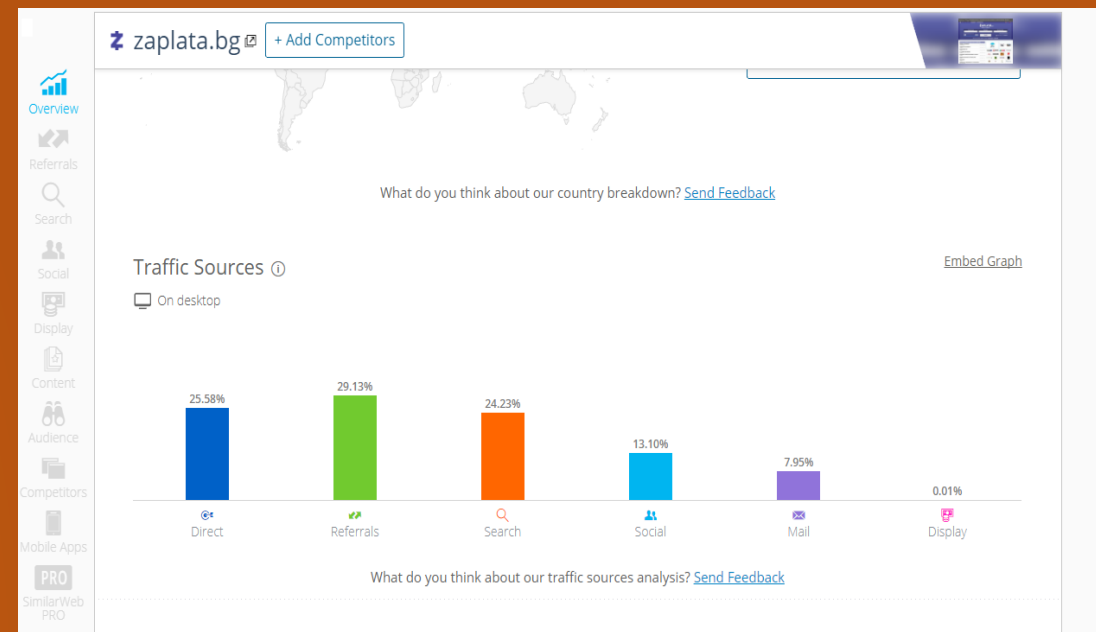
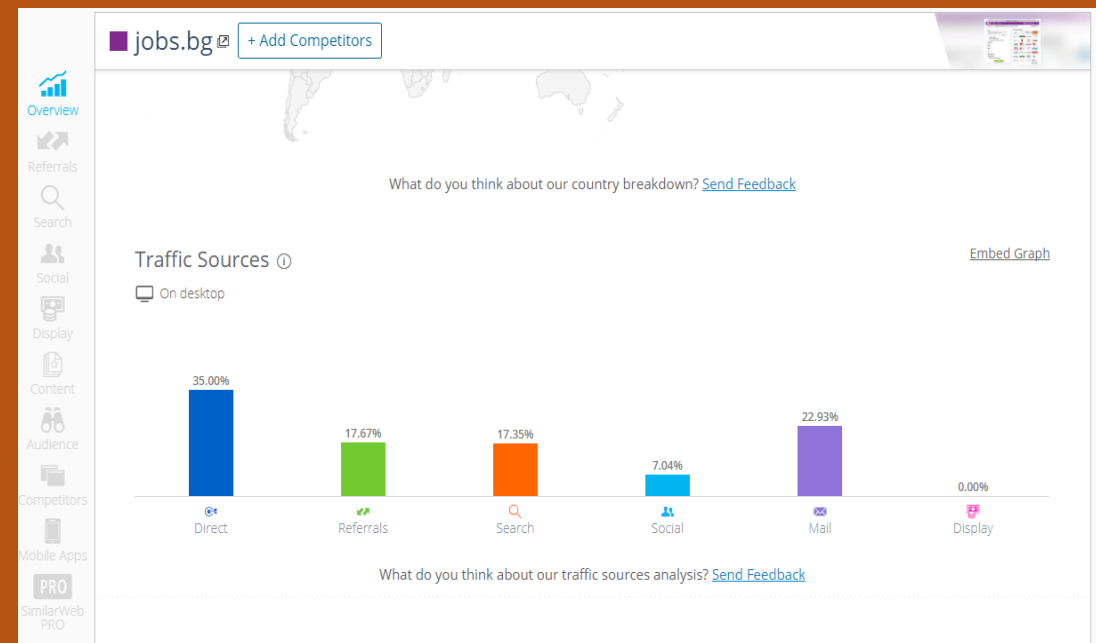
* In a marketing aspect

Through similarweb.com I've gotten a marketing type analysis for zaplata and jobs.bg

Direct traffic means, that a user has gone to the website without having to search for it in a search engine or through a referral link. Which means that users have previously gone there and know the website and simply type either "j" or "jobs" in their default search window and press enter to directly go to the website.

Through this analysis we can safely concur that jobs.bg is the more popular site, even if we didn't already know it, since it has a higher direct traffic source than zaplata.bg, which also explain the lower referral, social and search traffic sources.

Further comparative analysis is needed.

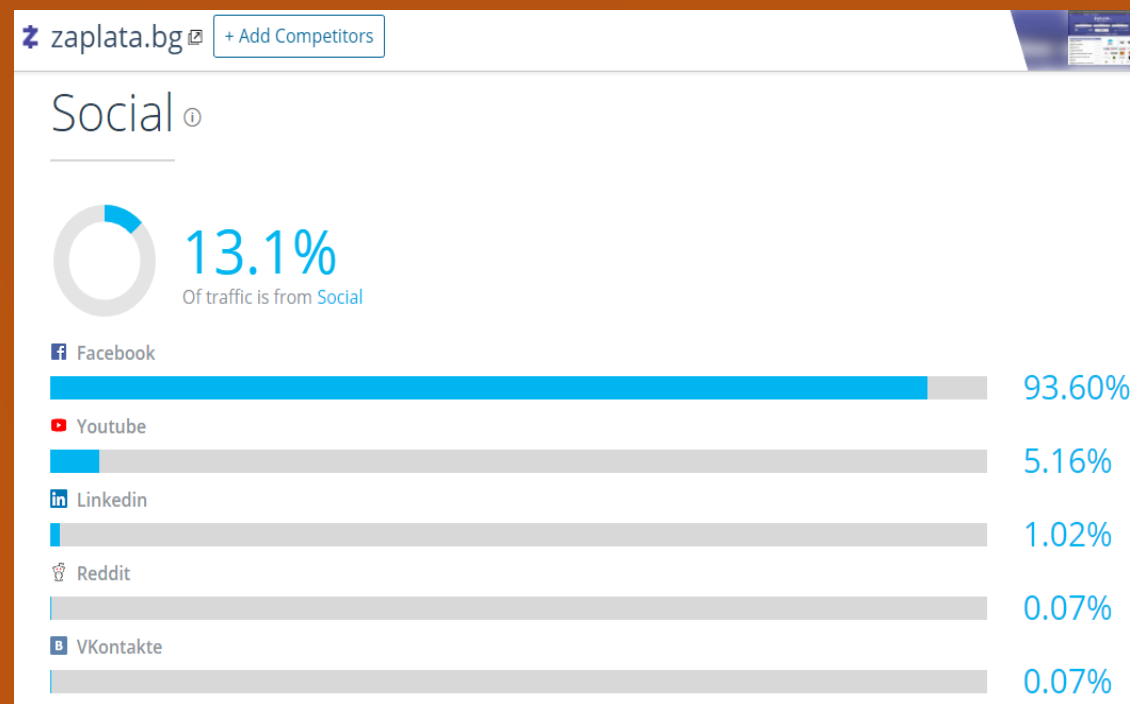
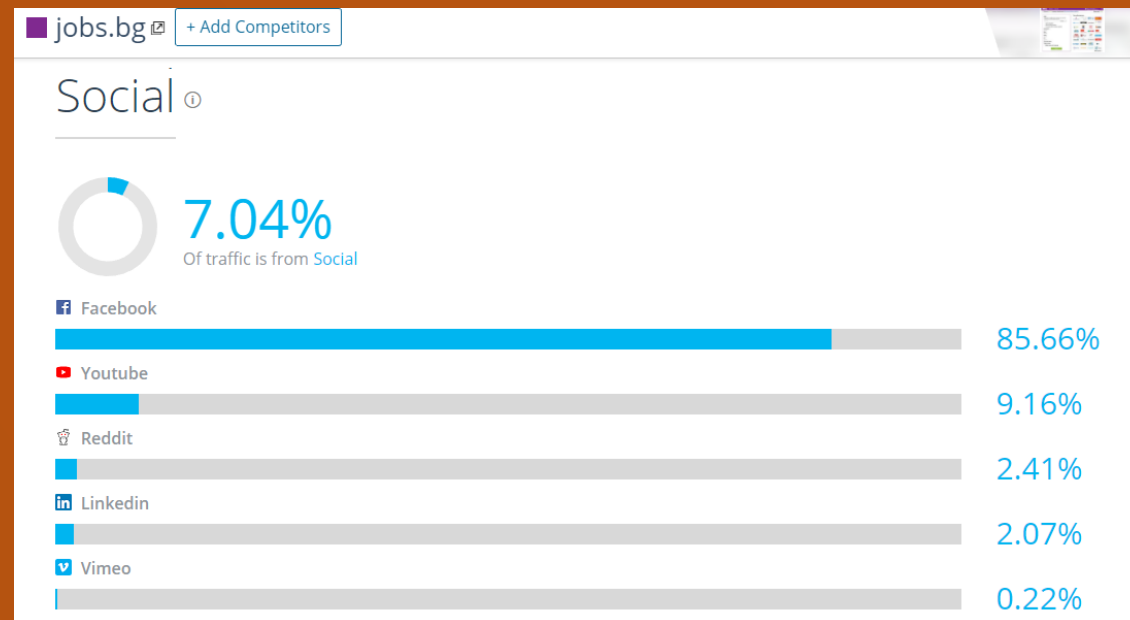


The social traffic sources describe how many people visit the website through the social media.

Jobs.bg has a lower social traffic percentage than zaplata.bg but it has more social networks comprising its social traffic, than zaplata.bg which is more important.

It's more important since jobs has better coverage in the global social media network, which means that it has a better chance at being remembered by someone who visits more than one social media network and sees one of their ads, basically seeing an ad for a certain website on more than one big website leaves a bigger impression on the person.

The recommendation for zaplata.bg is to start advertising or increasing their presence on websites like Youtube, LinkedIn, Reddit, Twitter and Instagram if possible.

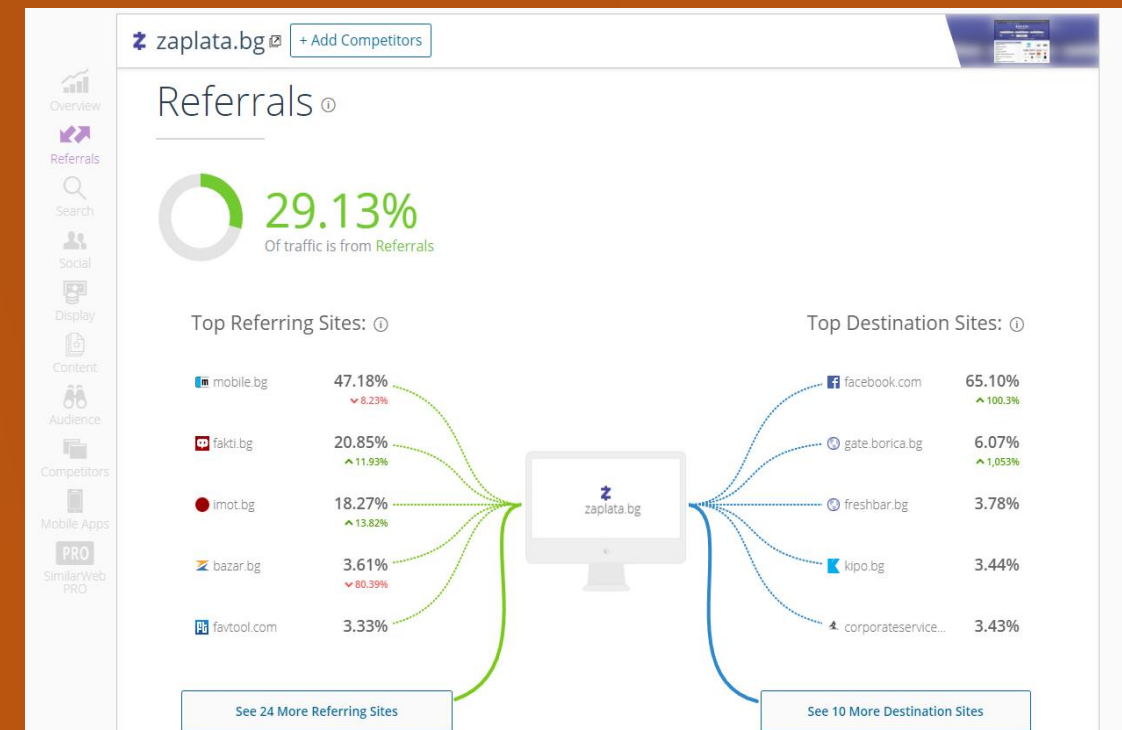
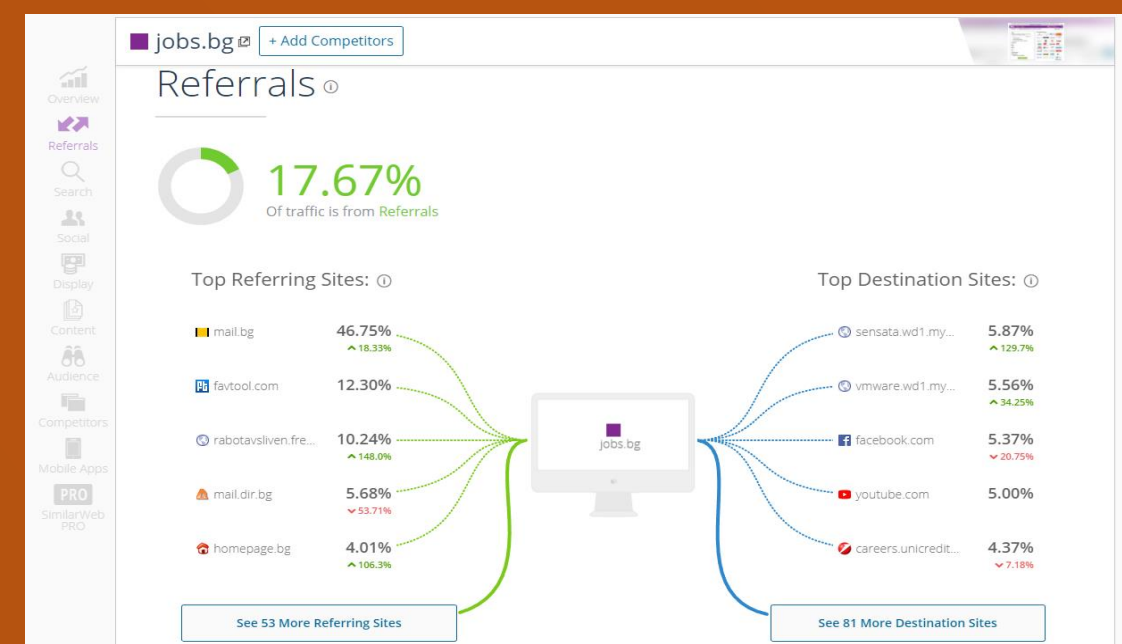


Referrals mean that other websites are sending traffic to the analyzed website. As it's seen zaplata.bg has the overall better referral traffic sources, since the top referring websites are one of the most visited on Bulgaria (mobile.bg, imot.bg, bazar.bg, facebook.bg) While jobs.bg has mail.bg, facebook and youtube.

If possible, the websites: abv.bg, vbox7.com, zamunda.net would be great additions to the referral traffic sources since they are in the top 10 most visited websites in the country and their addition through an ad campaign would definitely increase the overall referral traffic.

So, the overall marketing strategy I would recommend is:

Since jobs.bg is the more popular site as seen in the comparison with direct traffic percentages, zaplata.bg must overcompensate this fact with social networking expansion as well as a domestic ad campaign in other very popular Bulgarian websites, in order to increase social and referral traffic, from which, in time, it would ultimately increase it's direct traffic, if the users are happy with the core services provided.



End Overview

Zaplata.bg is a website with excellent fundamental features, good domestic speed, good language optimization, its design is well made and memorable. It has features inherent in the most widely used sites in the field of employment and jobs.

Zaplata.bg, however, has problems with certain pages and their formatting, there are shortcomings in the function of making CV's and cover letters, the login field for users and companies is relatively disorienting and there are some problems with image optimization on its main page .

If the proposed solutions are implemented, the site will get a better aesthetic look and better functional qualities, it will be easier for users and firms alike to work with it, furthermore the user support will be easier on users as well as the support team.

Of course, if it's possible, a powerful search engine, like the one in indeed.com, should be implemented (through the heavy use of JavaScript commands), as well as additional information like reviews and fundamental information about the companies who post job ads, in a similar fashion like glassdoor.com. If these exclusive features are provided for the website, zaplata.bg will attain a dominant position, in a functional aspect over any other website in the field of job seeking and employment in Bulgaria.