COM520 Assignment

Introduction

Task Centre Design vs user-centered Design

For this project, I decided to incorporate both TCD and UCD aspects within the overall design. The tasks must be simple and straightforward with no complexities, functioning in an ordered manner each accessible with no prior knowledge of the pages or site. The user-centered aspect comes in form of relevant illustrations and well laid out forms, each unique and non-dependant on the previous. My reasoning for this is because job seekers and employers alike do not want to struggle with the creation of accounts and doing their respective tasks. Even so, we live in a visually centered world where if there is an abundance of text or visually unappealing aspects to a site, it would immediately be judged and often categorized as unprofessional, leading to a lack of user engagement.

Analysis of Sites

The Attached Excel Document analyses various other job sites and critically analyses them.

User Group

The website is done for the Steady Paycheck Agency, which focuses on advertising and pushing jobs in the field of Information Technology to graduates with a relevant background. Hence there will be two user groups which I will be discussing below, Employers & Job Seekers.

Employers

Employers will be looking to post listings for positions on the site, advertising and gathering responses accordingly. They will need to be able to view all listings whether they be drafts, active, or expired with the appropriate options available to each. They should also be able to see the responses to the respective job listings in their own individual enclosure. Employers must have a job creation-centered view as they would not want to search for any open positions themselves.

Tasks & Goals

- Sign up
- To post a job, employers must be able to sign up and create a profile by inputting data.
- Post a job
- Once registered or signed in, they can post a job by filling out a form discussing details.
- View Potential Candidates
- Once posted, a list of candidates can be viewed under the relevant job position.

Experience Levels

- Posters would usually be higher up in the organization and have some experience with creating listings and recruiting suitable candidates.

Required Information

- Username
- Password
- Company Information
- Job Listings

Job Seeker

Job Seekers will be looking to find open vacancies at multiple companies based on search parameters in their local area. They would also want to upload and have easy access to their CV and personal information. Moreover, a way to create a CV easily and effectively which they can use to apply would be ideal for Seekers.

Tasks & Goals

- Sign up
- Seekers can sign up to the website in order to upload their CV and easily apply for jobs
- Create CV
- They can create a CV based on 3 major parameters and follow the process step by step in order to produce a template
- Search
- The search would allow Seekers, Signed in or not, to search for a specific job in their area and display the results to be further examined
- Apply
- Once a job has been found users can apply for it accordingly

Experience Levels

- Job Seekers would be inexperienced and often freshly graduated, not having much knowledge of applying for jobs.

Required Information

- Username
- Password
- Education & Qualifications
- Work Experience
- Skills & Technologies

User Analysis (Aims primarily at identifying the main user goals)

Personas

All personas were created with the help of an online template and the profile pictures are all AI-generated from thispersondoesnotexist.com.

A. Build 2 personas of a typical Jobseeker

Jennifer Wellman

"Good art is a talent, good design is a skill, luckily I have both"

Age: 22
Work: Student
Family: Single
Location: Hampshire
Character: The Castaway

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Outgoing | Confident | Minimalist

Goals

- Grow reputation in the industry
- Create a unique and defining art style
- Improve and build on current portfolio

Frustrations

- Projects that are not well structured
- Poor communication
- Hardware that cant keep up with specialised software

Bio

Having recently completed a BA in Graphics design, Jennifer is eagerly looking for an agency where she can learn and gain experience in a real-world scenario. She's often involved with external classes and qualifications and strives to make her art a statement that is uniquely hers, attempting to stand out and establish herself in the industry. She struggles to collaborate with others due to her overbearing personality, and does not shy away from helping them when they ask questions. She hates the when things are unclear and not well structured, as there is too much room for error to occur. In the short term, she wants to build a professional portfolio that showcases her work.

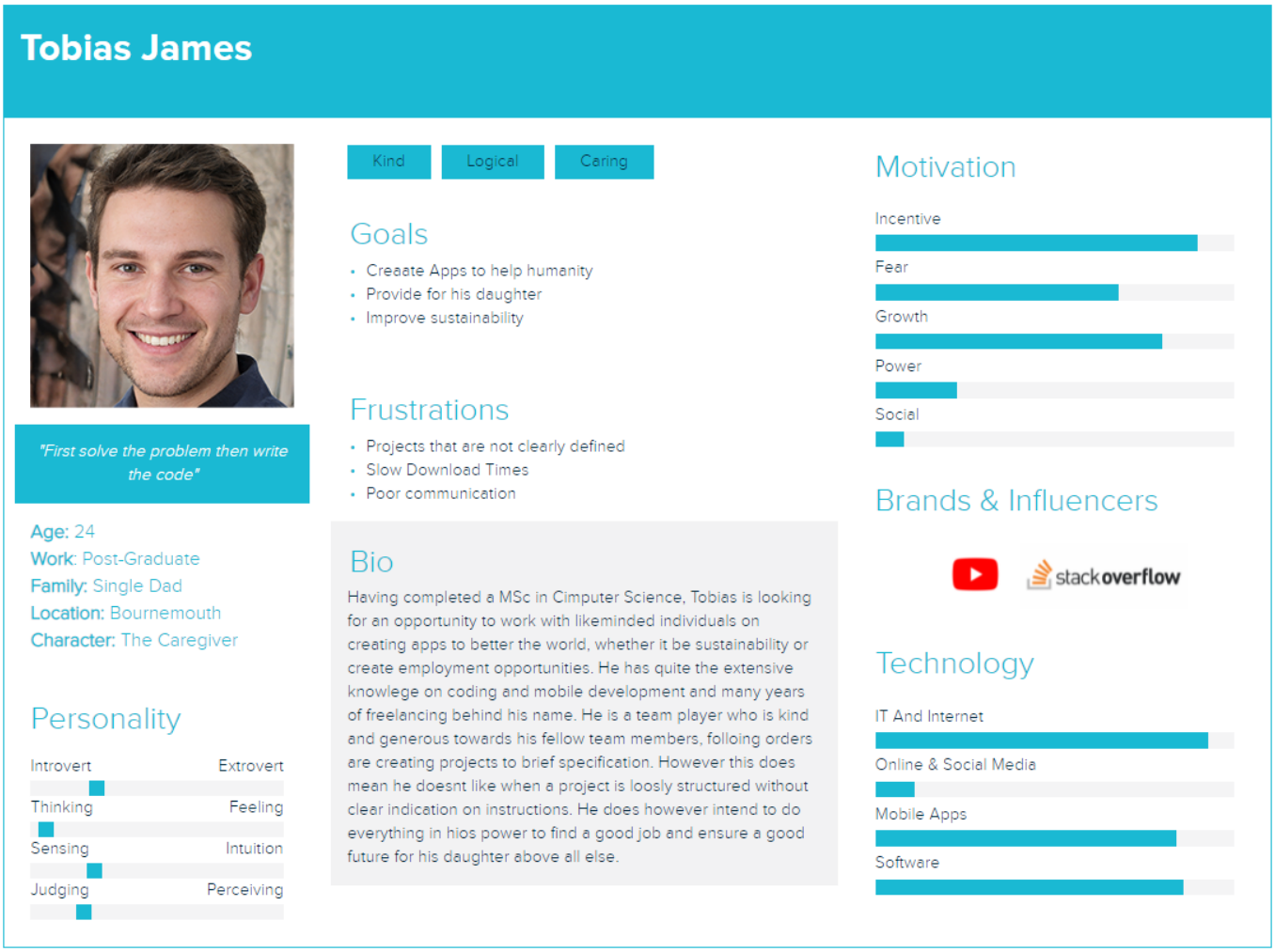
Motivation

Incentive
Fear
Growth
Power
Social

Brands & Influencers

Technology

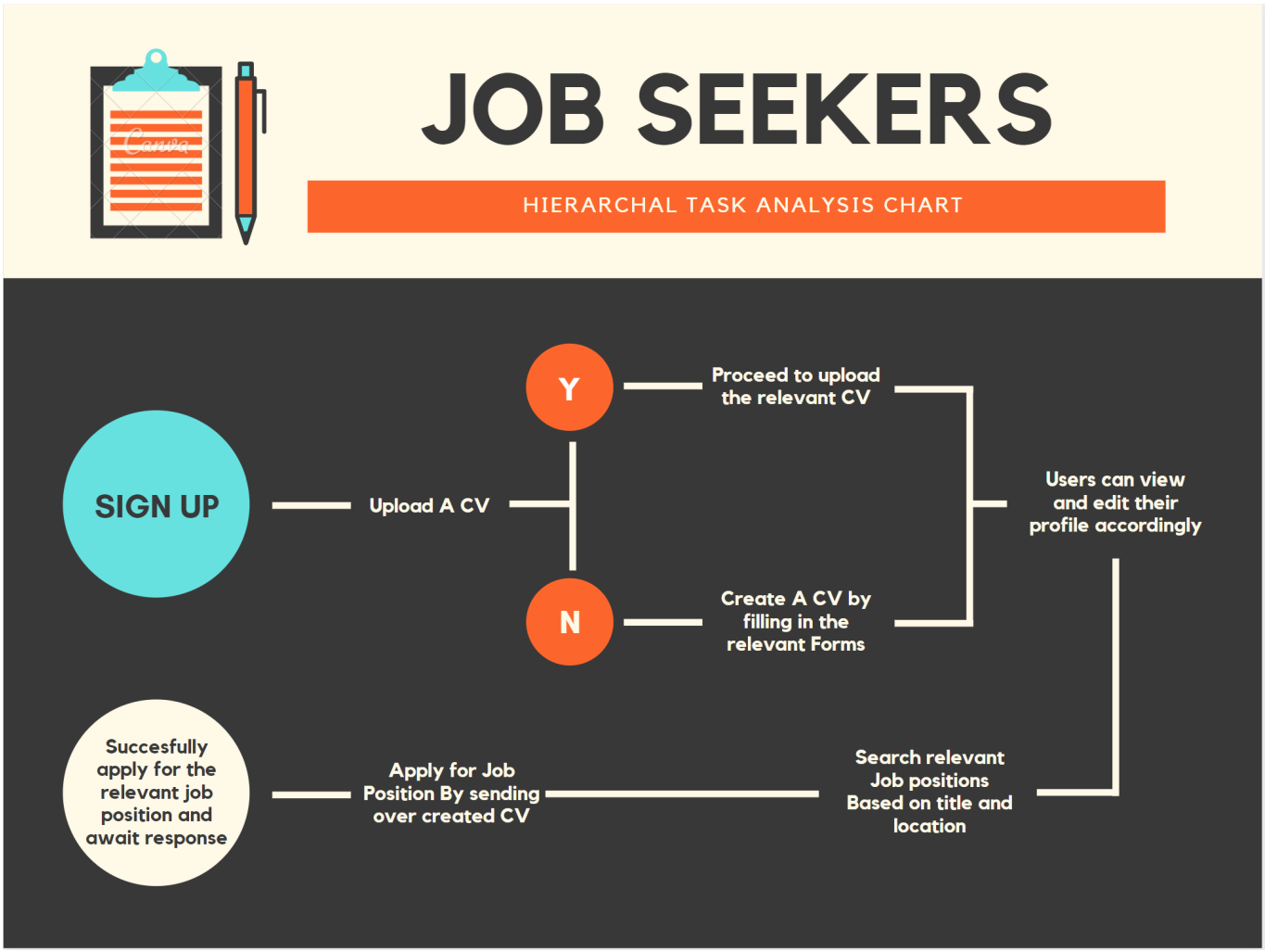
IT And Internet
Online & Social Media
Mobile Apps
Software



Task Analysis (Aims primarily at identifying the main system tasks)

- Register to the website
- Login to the website
- Create a CV
- Fill out forms with personal information
- Education
- Qualifications
- Work Experience
- Upload CV
- Update profile
- Use the navbar to navigate between pages
- Search for a Job
- Enter Job Title
- Enter Job Location
- Press search to Navigate
- Narrow Search Results
- Select Salary Range
- Select Within Range.
- Examine Jobs by clicking
- Read the job description.
- Apply for a job

Hierarchal Task Analysis chart



B. Build 2 personas of a typical Employer

Silva Mtgumbe

"Strive to do better, and then some more"

Age: 46
Work: CEO
Family: Single
Location: Bournemouth
Character: The Leader

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Cunning | Ambitious | Courages

Goals

- Grow Brand Globally
- Launch a public IPO
- Increase yearly users by 10%

Frustrations

- Not Meeting Deadlines
- Complexity in simple tasks
- Non-User-friendly design

Bio

Having worked his way up from a low-paying apprenticeship position, Silva had steadily climbed the ranks at his old job till he decided to start a new business venture with a small team of colleagues. The product they developed was a commercial success in his area and steadily grows yearly with new users as they expand their reach over the UK. This involves him finding and recruiting suitable employees to help with company growth. He is in the process of launching an IPO by the end of this month as he sets his sight on global growth. He does get annoyed when employees don't perform as intended and they miss deadlines. As he embraces structure he is also often found complaining about complex solutions for simple day-to-day tasks. Employees respect his decisions and visions as he is quite knowledgeable in his field and ambitious in his goals.

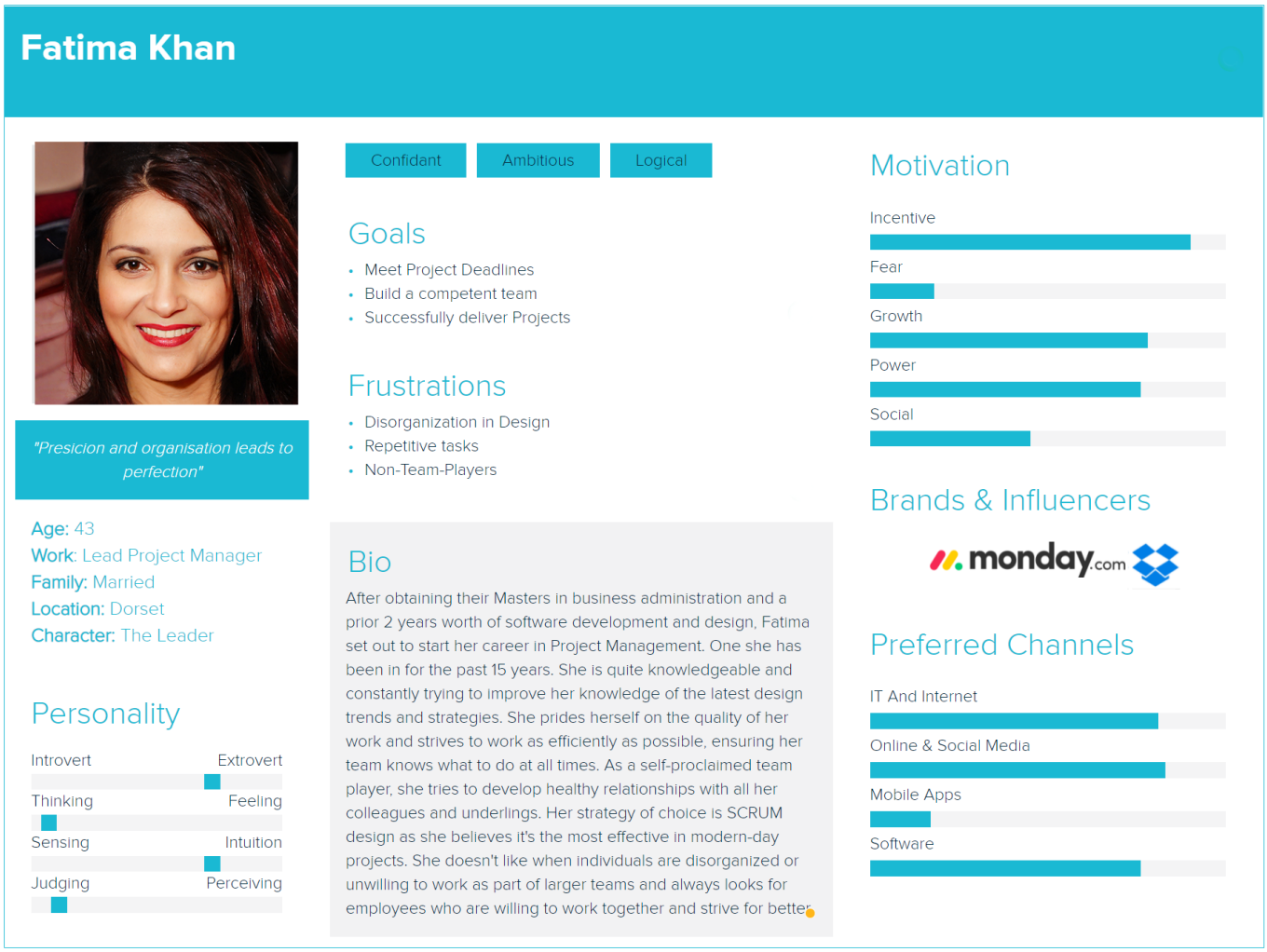
Motivation

Incentive
Fear
Growth
Power
Social

Brands & Influencers

Preferred Channels

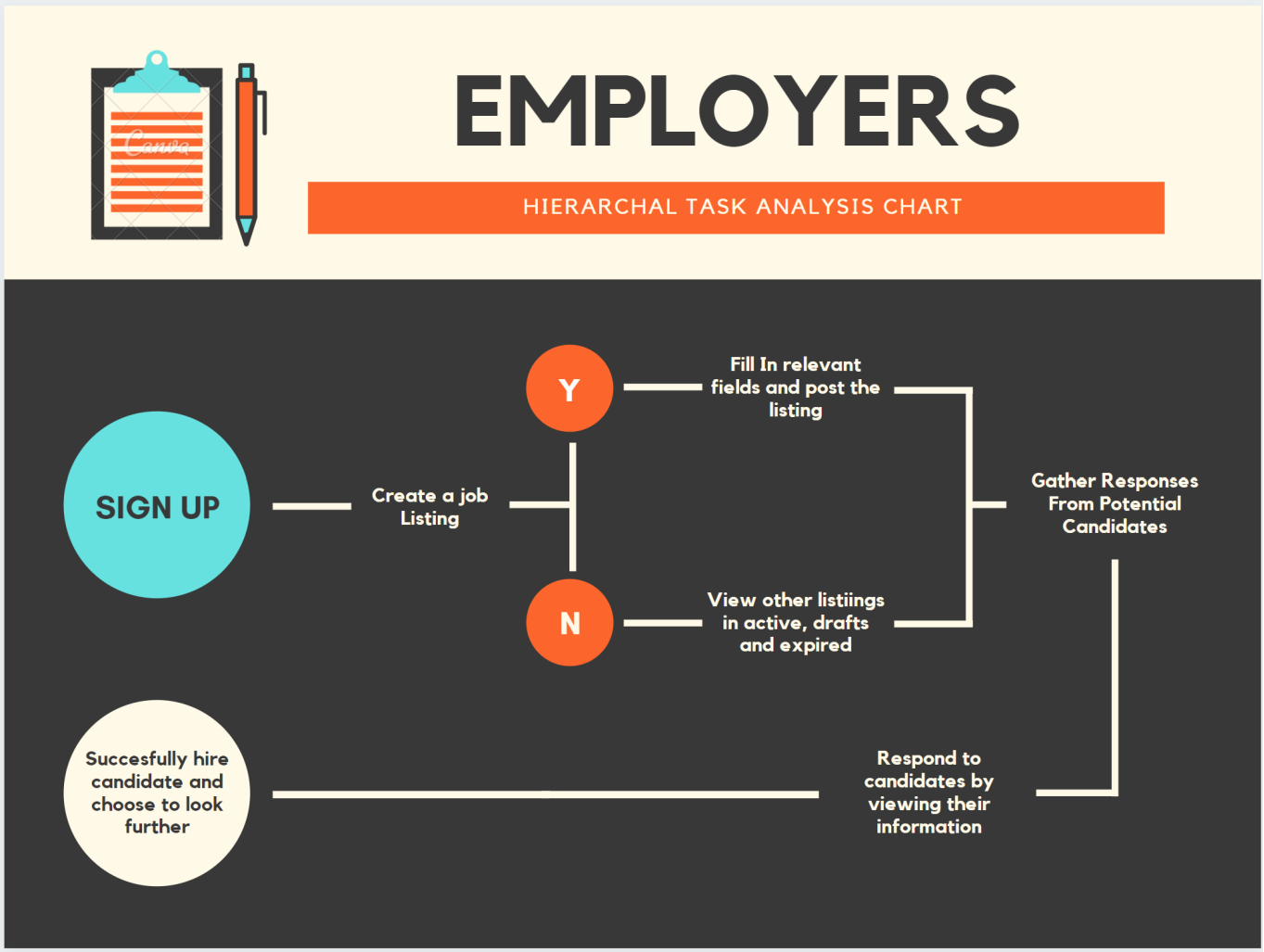
IT And Internet
Online & Social Media
Mobile Apps
Software



Task Analysis (Aims primarily at identifying the main system tasks)

- Register to the website
- Login to the website
- Update company profile.
- Use the navbar to navigate between pages
- Create new listings
- Update Details
- Create Descriptions
- View Listings
- Drafts
- Active
- Expired
- Add the job description.
- View responses to postings listed

Hierarchal Task Analysis chart



Design Proposition

I decided to use Adobe XD due to its extensive plugin lineup, providing illustrations and icons to make for a coherent and modern design throughout my prototype. The sharing and online design viewer is also relatively easy to use and share.

The project itself contains a login and sign-up view, CV uploading and creation sections, A search functionality for Job Seekers, and a dashboard for employers to post and view responses on job applications.

As I am relatively inexperienced with this tool, especially for a project of this scale there are some quirks that make it hard to navigate. Most noticeably on the qualification section of the CV creator where you have to click the arrow twice to progress through.

https://xd.adobe.com/view/8c4b7818-08ca-4b0e-bec9-bb5afca0440e-d918/

Logo

For the logo, I decided to make use of a simple circular logo with cursive SP to represent the Simple Paycheck company. The purple colour is a symbol of leisure and elegance and shows the sophistication of the situation.

Icon Size	Full Size

Testing & Integration

Participant Reviews

To test my proof of concept Prototype, I had 5 willing participants individually fill out the tables listed below. giving me a clear indication of their experience with the prototype.

No.	Criteria	Description	[(Very Poor) 1 – 10 (Perfect)] Scale
1	Interfaces	Search, sign up (Jobseekers & Employers), Sign in or Login in, CV or Profile and Job Description.	9
2	Regional Structure	Layout should be clearly identified according to HCI theories (Modern or Classic).	9
3	Colour scheme	Colours should be carefully selected and consistently applied throughout the system interface.	9
4	ICON Design	You should consider icon designs guidelines in terms of audience, size, simplicity, lighting, perspective, style and metaphorical context.	9
5	Data Model	Dummy data for demonstration purposes. Data set includes at least login details for either JS or EM, Job search key words (2 or 3) 5 Records.	8
6	Visibility of system status	The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.	8
7	Aesthetic and minimalist design	Dialogues should not contain information which is irrelevant or rarely needed. Every extra unit of information in a dialogue competes with the relevant units of information and diminishes their relative visibility.	7
8	Content	Contents are relevant and displayed according to HCI theories	8
9	Usability	System is easy to use and Minimize the user's memory load by making objects, actions, and options visible. The user should not have to remember information from one part of the dialogue to another.	9
10	User Experience	Overall experience with system	7

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10	User Experience	Overall experience with system	10

Metacritic

After tallying up the scores from the reviews above I was able to determine the average experience with the prototype accordingly. Allowing me to see first hand which areas I should improve on if I wish to continue with this project.

No.	Criteria	Metacritic = AVG. of score
1	Interfaces	88
2	Regional Structure	82
3	Colour scheme	88
4	ICON Design	80
5	Data Model	68
6	Visibility of system status	78
7	Aesthetic and minimalist design	82
8	Content	78
9	Usability	90
10	User Experience	84

Overall Metacritic = 81.8

To improve on this prototype the first thing that would need to be addressed is the addition of dummy data for demonstration purposes. Due to my lack of knowledge in using the tool I could not find a way for users to actually input data in the prototype and check whether it matches a set of data for either job seekers and employers. Moreover, the Job search displays 5 records upon clicking but are not individually addressable. This is something that could be achieved through better knowledge of the software and experience in designing as I read up about hover states in the documentation but couldn't quite figure out how they work. If these were however added my overall score would definitely have bettered itself.

As for the system keeping users informed about what is going on, through appropriate feedback, I could have improved this by including more responsive popups for each button click or again utilise hover states to change colour upon hover. This would have visually indicated the interactivity of the system buttons and drastically reduced the number of pages I added to the prototype, as the current system changes button colours only after the click. Tooltips could also have allowed the system to visually indicate what data is required or the destination buttons, such as the continue found in CV creation, would have taken users.

Ensuring the prototype contents are more relevant and displayed according to HCI theories would have been achievable by better repositioning some buttons on forms. At current some buttons such as the submit and delete ones on employers listing modal are quite far apart, meaning users would have to use longer mice drags to reach destination buttons. Simply putting them next to one another would have made this much more user friendly and increase ease of use.

However, the overall perception of my prototype is relatively positive with a large emphasis on the usability of the project. This is quite an achievement for me as I am not familiar with the design of this sort. With a better knowledge of the Adobe XD prototyping tool I would have been able to improve this score. However, for now, I would call the project a success and one that sufficiently sets out to achieve its initial purpose.