DashJob
Job Application Tracker

DashJob is a personal dashboard designed for job seekers to manage and track their applications with ease. Instead of juggling spreadsheets, emails, and multiple portals, users get a single platform to monitor job progress, shortlist status, and overall application performance.

- Role : Student Designer

- Tools : Figma , Prototyping , Wireframing

- Duration : 2 weeks

- Type : Concept Project

PROBLEM STATEMENT

Job seekers often feel lost while applying across multiple platforms. Key challenges include:

- Difficulty keeping track of applied jobs and deadlines.

- No clear analytics on success rates of applications.

- Overwhelming clutter in existing job portals.

- Lack of motivation due to absence of visual progress tracking.

DashJob aims to simplify this by giving users a clear, motivating dashboard that tracks job applications and progress visually.

RESEARCH & INSIGHTS

From interviews with fresh graduates and working professionals:

- Users want a simple application tracker that feels like a progress report.

- Visual charts and KPIs (shortlisted, rejected, pending) keep motivation high.

- Export options (CSV, PDF) help users share progress with mentors or career coaches.

- A dark, minimal theme helps reduce screen fatigue during job search.

USER PERSONA

Aditi Verma

Age	22
Education	Btech Graduate
Status	Single
Occupation	Fresher
Location	Pune

Personality

Ambitious   Organized   Introvert

Brief Story

Aditi is a final-year student who has applied to more than 30 companies through LinkedIn, Naukri, and referrals. She often loses track of deadlines, forgets which role she applied for, and feels demotivated when she can't visualize her progress. She wants a simple, motivating tool to track all her job applications in one place without juggling Excel sheets and emails.

Goals

- Track all job applications in a single dashboard. See clear analytics on progress (shortlisted, rejected, pending).
- Stay motivated with visual progress and success indicators.
- Save time by reducing manual tracking on spreadsheets.

Frustrations

- Forgets interview dates or deadlines. Feels overwhelmed with multiple platforms and emails.
- No clarity on which applications are progressing.
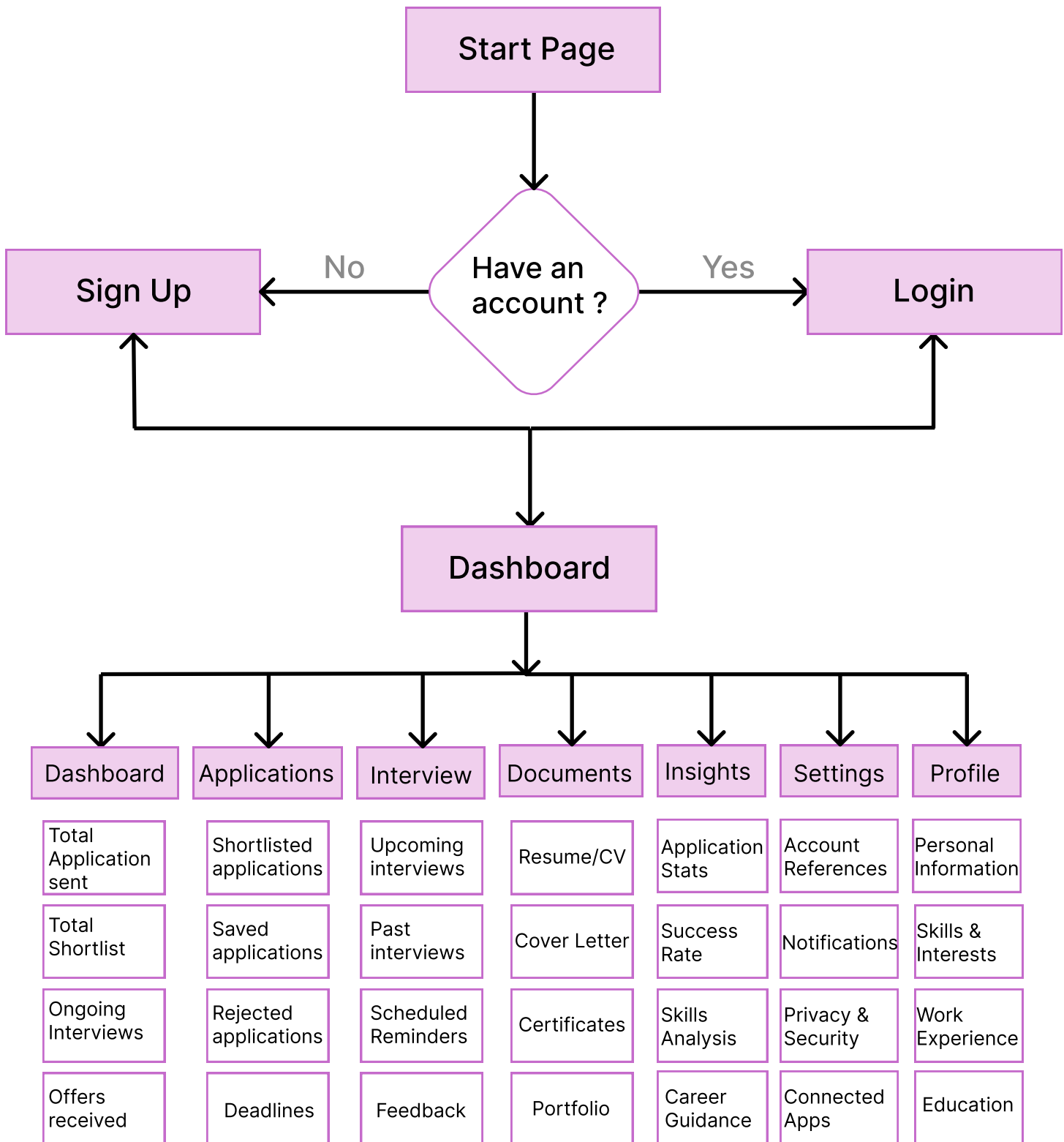- Gets demotivated after repeated rejections.

Needs

- A centralized job application tracker.
- Notifications/reminders for deadlines and interviews.
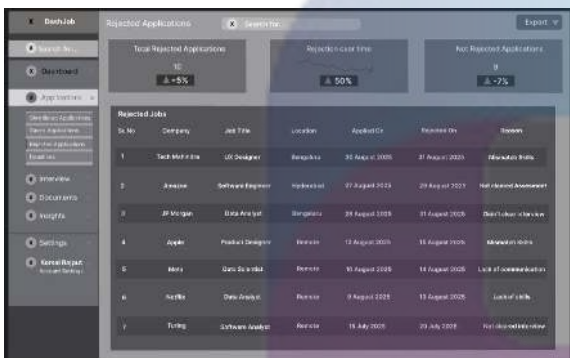- Analytics on job application success.

Motivation

- Wants to land her first tech job quickly.
- Wants to feel "in control" of her career journey.
- Needs encouragement during the stressful job search phase.
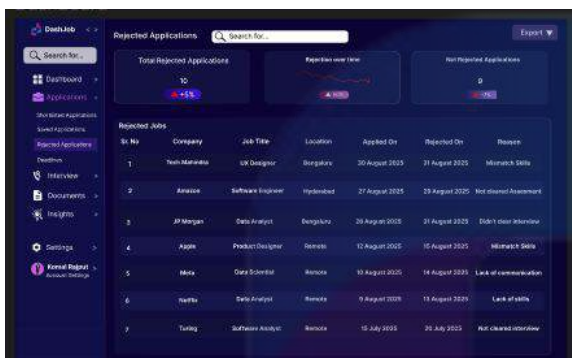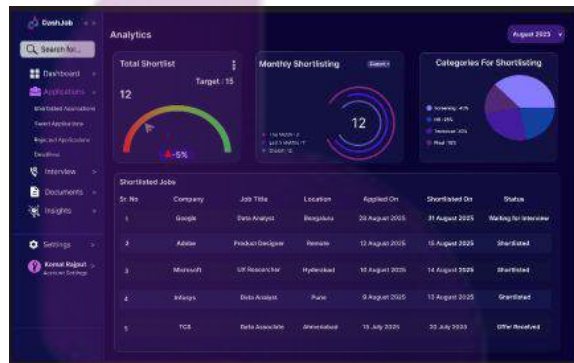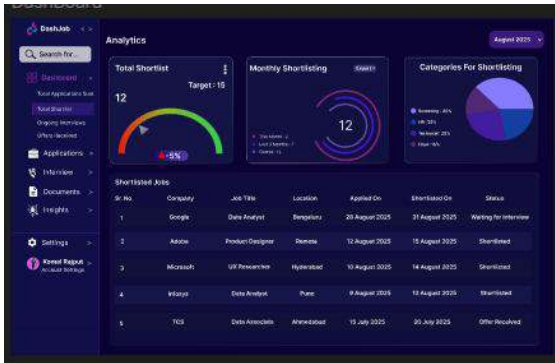
INFORMATION ARCHITECTURE

Start Page

Have an account ?

No → **Sign Up**

Yes → **Login**

Dashboard

Dashboard	Applications	Interview	Documents	Insights	Settings	Profile
Total Application sent	Shortlisted applications	Upcoming interviews	Resume/CV	Application Stats	Account References	Personal Information
Total Shortlist	Saved applications	Past interviews	Cover Letter	Success Rate	Notifications	Skills & Interests
Ongoing Interviews	Rejected applications	Scheduled Reminders	Certificates	Skills Analysis	Privacy & Security	Work Experience
Offers received	Deadlines	Feedback	Portfolio	Career Guidance	Connected Apps	Education

LOW - FIDELITY WIREFRAME

View the full interactive prototype here :

LINK

HIGH - FIDELITY FRAMES

Connected UI screens with interactive flow to simulate user navigation (Dashboard → Applications → Rejected Applications).

OUTCOMES & LEARNING

Outcomes :

- Created a structured platform that simplifies job applications and interview tracking for users.

- Designed a clean and intuitive dashboard to provide quick insights into job status.

- Balanced analytics + usability to keep it beginner-friendly.

Learnings :

- Learned how to design progress-driven dashboards for everyday users.

- Wireframing first helped in refining user flow before visual design.

- Understood the importance of information hierarchy in reducing user confusion.

Figma Prototype

[LINK](#)

Designing DashJob helped me understand how structured job management tools can simplify a candidate's journey. From applications to interviews, every feature was built to reduce stress and increase efficiency.

This project reinforced the importance of user-centered design, clear information architecture, and seamless navigation in building impactful digital products.

Thank you for reviewing my case study !