PROTOTYPE

BALDVIN | JÚLÍANA | LAUFEY

RESEARCH ON
CONVENTIONS REGARDING DESIGN, CONTENT AND FUNCTIONALITY

Design

Most of the websites we researched on were very similar, they are plain and almost every single page uses sans-serif fonts. If there are any kind of signs of design on the pages, they resemle most to flat design.

Colors for the wesites are different. Blues, reds, white, black colors are being used. We see important information in outstanding color from the colorscheme.

The backgrounds are white/gray so the buttons are very outstanding, specially when they ar the only button there. They use colors to emphasize the navigation links and buttons to apply for a job or similar action. The user is clearly directed where to navigate and use different features on the site.

Content

Right courner is always used for Search, Language and Login.

Job seachbar is always the first thing you see when opening the page. It is big and the length covers 70% of the screen. The search button is always on the right.

Navigation bars are used a lot, some with a dropdown with more information. On other websites you have to click on the link to see more options.

Functionality

Make a CV is a function that we discovered while researching. There you can create a simple cv if you dont have one, with all of the information the companies would like to know about the applier.

RESEARCH ON
DIGITAL COMMUNICATION TOWARDS AN INTER-NATIONAL AUDIENCE

In our research we found that websites targeting an international audience included these features:

- Advice on how the danish job market works

- Help building a CV

- Videos from other expats talking about living in denmark and finding a job

- Information about denmark and danish culture in general

- how the Danish labour market works, including formalities, working conditions   and workplace culture

- Offer multiple language options – default english

- Offer to create profile

- help learning danish

SOLUTIONS

Design
We will design our website in the style of flat design. Flat design is simple, easy and functual. From our research we see that it works for similar websites.

Home Page Direct Link Button
We want to have a direct link on the home page of ufm.dk to our job portal website. Now it is way too hard to find imformations about working in Denmark. With a simple button on the home page it will simlify the process for the user to find information without to have to search.

Drop Down
In our research we have found it more convenient to use a drop down navigation to see further options. It maked the jobhunt more easy and faster.

Create a CV function
We will have a "Create a CV" button visible on our website.Applying with a CV increases the chances of being hired.

This feature is good for the user. He can get to know Denmark more, read about the culture and probaby very good use in job interviews.

Language
We will offer the user to translate the website to different languages, but to start with we have Danish and Ensglish.
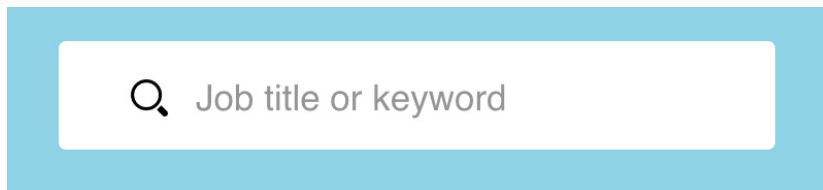
Sorce of information
When we offer a good source of information to the webpage relevant to applying for jobs in Denmark we gain more respect and users trust the website more.
The features we will use are:

- Information about the job market in Denmark

- Information about Denmark and Danish culture

- Tips on moving to Denmark

- After I move to Denmark

COPY AND MICROCOPY

We used copy and microcopy to guide users through the webpage and make it easier to navigate, for example by putting keyword or job title/area in the search field.

Applying for a job can be confusing especially in a new country so we added guidelines and answers to questions that users might have to make the process easier and give them ideas about what to write in each section.

Q   Job title or keyword

Professional summary
Write 2-3 sentences about your professional experience.

e.g. Passionate graphic designer with 5 years of experience and track record of..

We wanted to establish trust by adding "your information is secure" on the account setup page so that the user knows that their data is protected.
We also wanted to anticipate customer concerns by highlighting information like terms of service and privacy policy.

SIGN UP

Your information is secure. By signing up you confirm that you accept our Terms of Service and Privacy Policy.

Already have an account? Log in

STYLE TILE
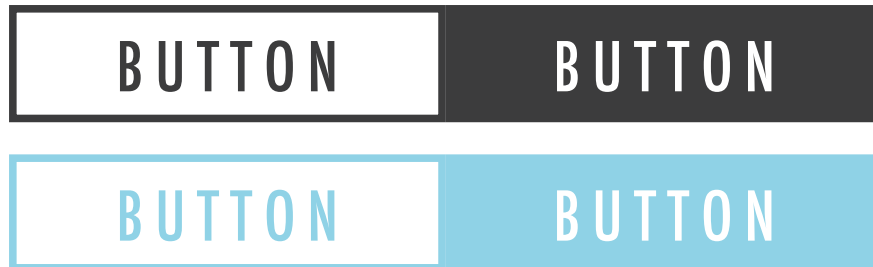
COLORS

BUTTONS

BUTTON BUTTON

BUTTON BUTTON

ADJECTIVES

SIMPLE MINIMAL FUNCTIONAL EASY

TITLE Font: FUTURA BOLD

SUBTITLE Font: FUTURA MEDIUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Font: Helvetica Light

WIREFLOW
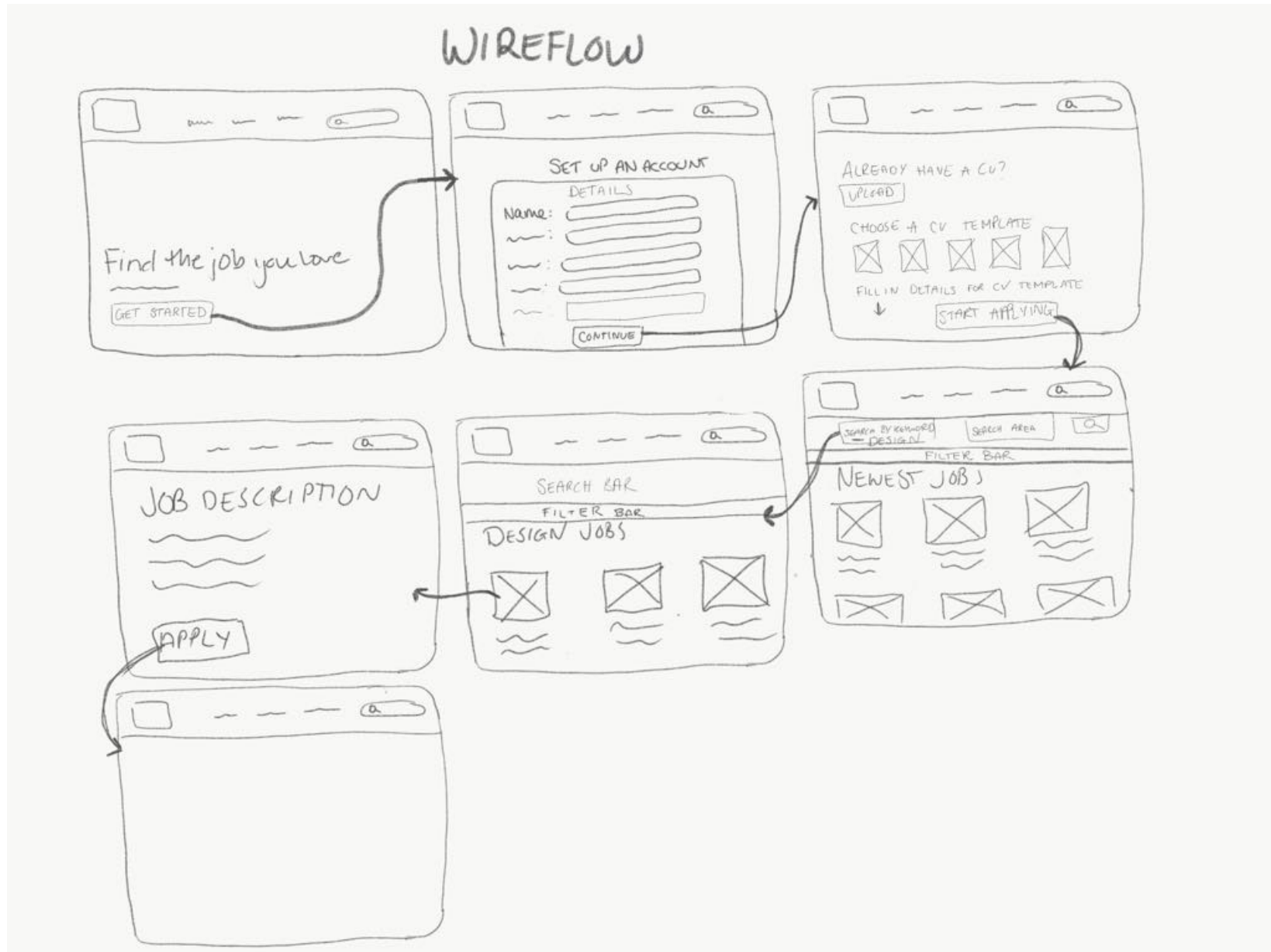
FROM LOW-FIDELITY TO HIGH-FIDELITY
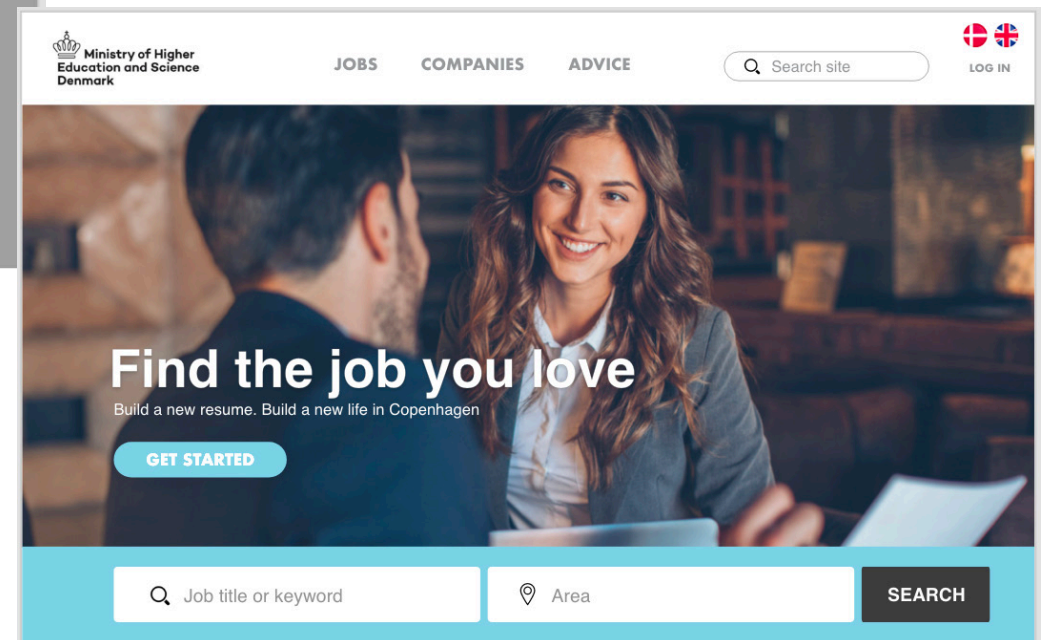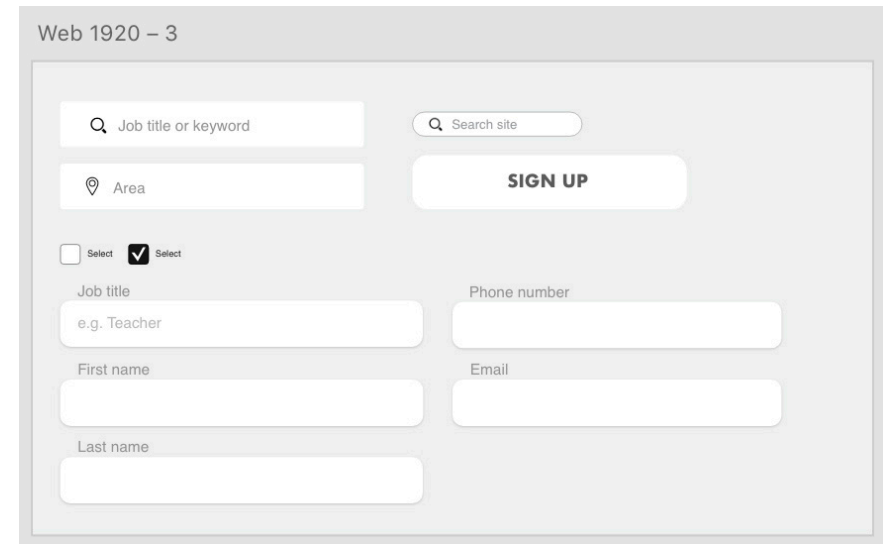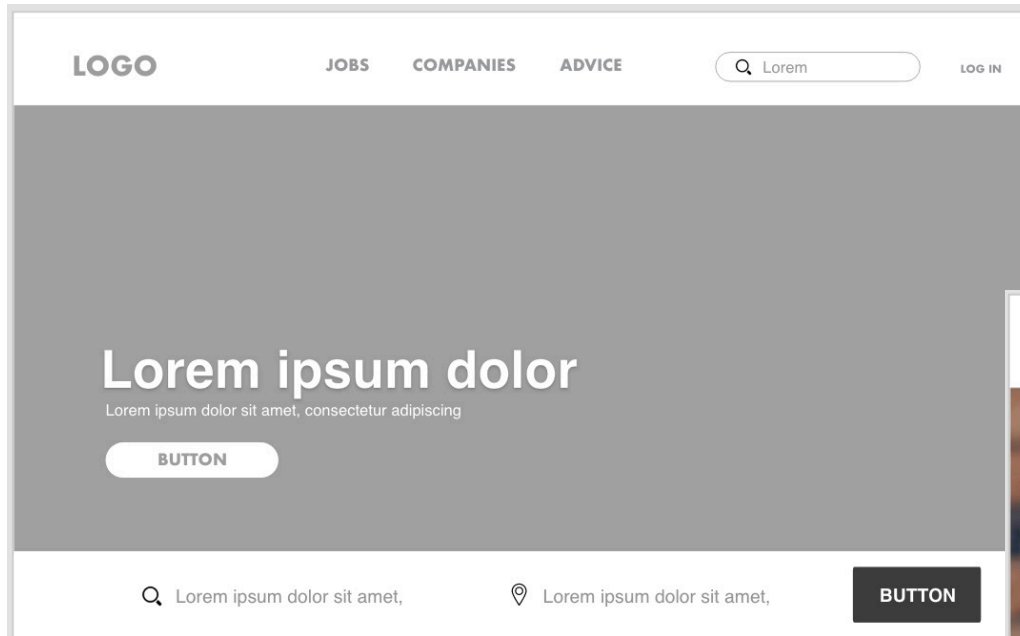
THINK ALOUD TEST

Introduction

Our main objective was to test what a user would experience when going through the process of making a CV while applying for a job. Our study was conducted with a sample of 9 participants, all of whom were students at KEA. They were recorded by phone.

Results

The test took an average of 5 minutes per user to finish. Video recorded by phone.

Where to start the application on the XD prototype was obvious for all participants.

No serious technical errors were reported.

Participants went through the process without having to ask questions where to go next.

Links and information were visible and easy to follow, but there were few minor comments that were pointed out to us for improvement.

2 participants pointed out improvements regarding Linkedin.

3 participants pointed out improvements regarding email feedback.

3 participants pointed out improvements regarding a link missing in CV is complete section.

Improvements

Here are described improvements for the website after comments from participants when going through the CV application.

There needs to be a visible information where you can ad linkedIn profile in the section filling out the application form for the CV. It is possible to add linkedIn profile in the additional information link but it is not enough presentable for the user.

In your "CV is completed" section, there needs to be a button beside the download button. Where you have the option to go back to the application form to reform/fix your CV. Before continue to start applying section.

In create your free account section, there needs to be an option for the user to have emails sent to them when new jobs are added to the website.