

030301

# Job Portal Prototype

Mateusz Walowski  
Esther Wanyama

Link to our XD prototype

<https://xd.adobe.com/view/90f18a29-1779-4e55-42e2-30028896e8de-e6c0/?fullscreen&hints=off>



Ministry of Higher  
Education and Science

## Images



## Typography

**HEADER**

**SUB HEADER**

Body text

## Color Scheme

HEX: 363636

HEX: ffffff

HEX: e4500e

HEX: 484695

HEX: f6f6f6

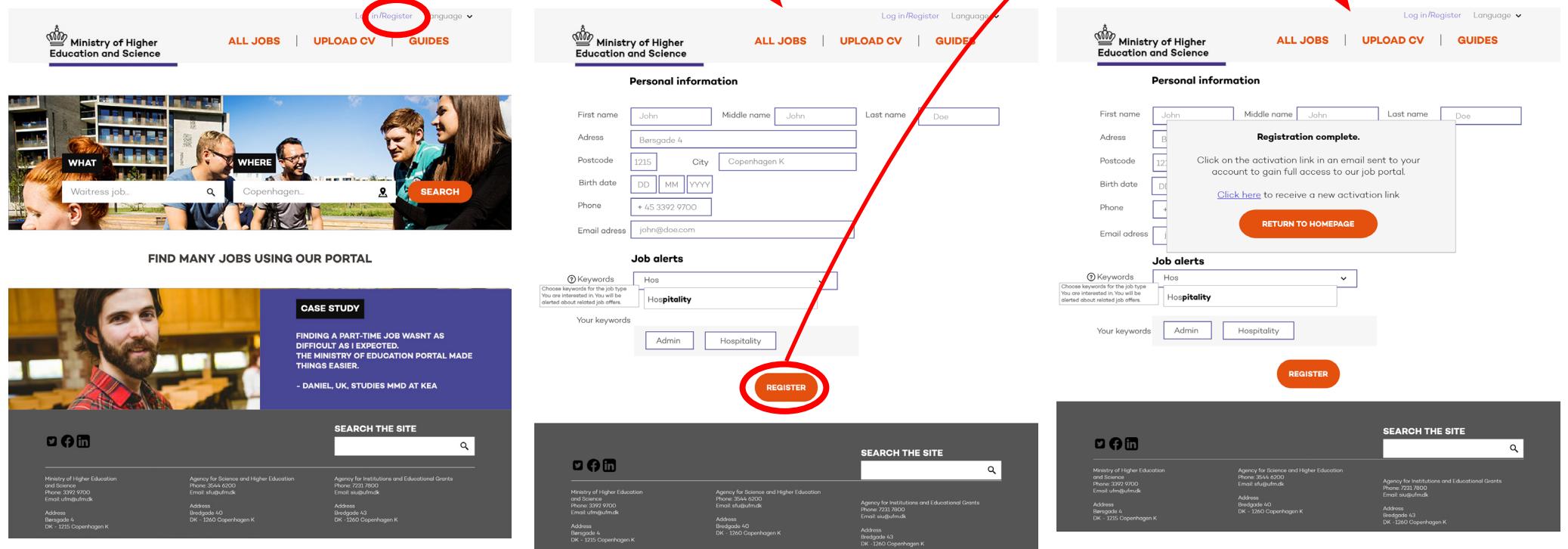
## Icons



## Button

**SEARCH**

# Wireflow



In our prototype we have chosen to focus on two interactions.

One of them shows how users could create a new account, by going to “Register“ on top of the page, fill out registration form and then click on “Register“ below that form. After that they would get a pop-up window asking them to check their email account and click on activation link to activate their account. Pop-up window includes a button that would return user to the homepage.

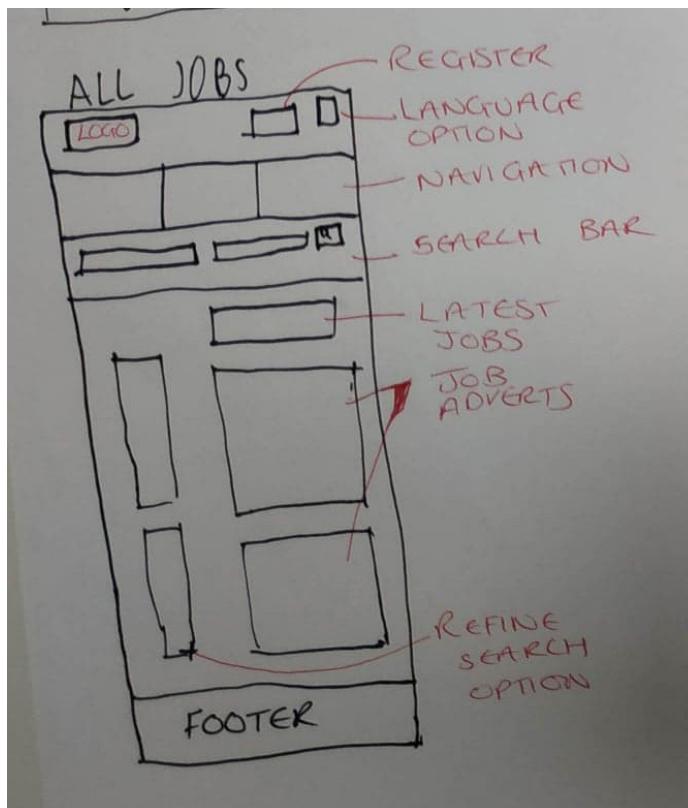
Second interaction in our prototype simulates looking for a job offer. User would be able to type in keyword and location in the search bar located in the middle of the homepage, and click on “Search“. From there the user would be taken to a page showing results matching said keywords and location. User would then use filters on the left to refine search results. After finding a suitable job offer, user could click on “Learn more and apply for this position “. Clicking on that button would take user to different page, offering many more information about said job offer. Below job offer there would be 2 buttons, one allowing the user to apply, and other one that would return to search results.

# Wireflow

The wireflow illustrates the user journey through the Ministry of Higher Education and Science website:

- Homepage:** Shows a banner with two people looking at a screen displaying a waitress job in Copenhagen. A red arrow points from the "SEARCH" button to the search results page.
- Search Results Page:** Displays a search interface with "WHAT" (Waitress) and "WHERE" (Copenhagen). It shows four job listings:
  - THALES:** Production Assistant position in Østerbro. A red circle highlights the "LEARN MORE AND APPLY FOR THIS POSITION" button.
  - COOP:** Student Assistant position at FDB Møbler in Albertslund. A red circle highlights the "LEARN MORE AND APPLY FOR THIS POSITION" button.
  - HVIDOVRE KOMMUNE:** Two student assistants to the Citizens Service in Hvidovre. A red circle highlights the "LEARN MORE AND APPLY FOR THIS POSITION" button.
  - TT-Netværket:** Student Assistant Telecom Engineer in Copenhagen S. A red circle highlights the "LEARN MORE AND APPLY FOR THIS POSITION" button.
- Detailed Job Listing Page:** Shows a specific job listing for a **PRODUCTION ASSISTANT (INTERNSHIP)** at **THALES**. The page includes details like location (Østerbro), responsibilities (Assembly & test of the Veo cameras, Working alongside & shipping Online Offers), and requirements (About the job: We are looking for a student assistant who will solve administrative tasks at FDB Møbler). A red arrow points from the "SEARCH" button on the search results page to this detailed view.
- Footer:** Both the search results and detailed job pages include a footer with social media links (Twitter, Facebook, LinkedIn), a search bar, and contact information for the Agency for Science and Higher Education and the Agency for Institutions and Educational Grants.

# Process



Screenshot of a job search interface. The header includes the Ministry logo, Log in, and Language selection. Below the header, there are three main buttons: All jobs, Upload/edit CV, and Guides. A search bar and filter options are present. The main content area shows a table with columns for Filter job offers, Location, Experience, and a summary row. The summary row indicates "xxx results found". A sidebar on the left contains a "Refine" section with dropdown menus for Language, Location, and Job Type, and an "Apply" button.

Filter job offers:	xxx results found
Location: - Norreport	
Experience:	
Apply filters	

Screenshot of the Ministry of Higher Education and Science website. The header features the ministry logo, Log in/register, and Language selection. Below the header, there are links for All jobs, Upload/edit CV, and Guides. A search bar and location input field are also present. The main content area displays a section titled "Latest positions" with three dark green rectangular boxes, each containing placeholder text. At the bottom of the page, there are three columns of contact information for different agencies.

Ministry of Higher Education and Science

Address: Bredgade 4  
DK - 1260 Copenhagen K

Agency for Science and Higher Education

Address: Bredgade 40  
DK - 1260 Copenhagen K

Agency for Institutions and Educational Grants

Address: Bredgade 43  
DK - 1260 Copenhagen K

# Process

The screenshot shows a job search interface. At the top, there's a header with the Ministry of Higher Education and Science logo, a 'Log in/Register' button, and a 'Language' dropdown. Below the header are three navigation links: 'ALL JOBS', 'UPLOAD CV', and 'GUIDES'. The main search area has two input fields: 'WHAT' (containing 'Waitress...') and 'WHERE' (containing 'Copenhagen...'), followed by a 'SEARCH' button. A sidebar on the left allows refining search results by language (English checked, Polish, Danish, German, French), location, and job type, with a 'FILTER' button. The main content area displays four job listings:

- THALES**: Production Assistant, Location Østerbro. About the job: There is a big global interest for our product, and to support our growth we are now looking for a Production assistant to be part of our production team. Your responsibilities:
  - Assembly & test of the Veo cameras
  - Warehouse work
  - Packing & shipping Online Offers[LEARN MORE AND APPLY FOR THIS POSITION](#)
- coop**: Student assistant, Location Albertslund. About the job: We are looking for a student assistant who will solve administrative tasks at FDB Mebler. The Student Assistant must refer to Head of FDB Furniture, where the team, besides you, consists of a number of dedicated and competent colleagues who are all passionate about their iconic design furniture. You will work with a strong brand in a rapid positive development.[LEARN MORE AND APPLY FOR THIS POSITION](#)
- HVIDOVRE KOMMUNE**: Two student assistants to the Citizens Service, Location Hvidovre. About the job: We are looking for two student assistants who will work with serving citizens in our information and contact center. Your responsibilities:
  - Visiting in the Information
  - Help for self-service by our citizen PCs.
  - Easy table-case handling[LEARN MORE AND APPLY FOR THIS POSITION](#)
- TT-Netværket**: Student Assistant Telecom Engineer, Location København S. About the job: You will become part of the roll out team and our main task is to implement the network upgrades in accordance with the plans year on year. Your responsibilities:
  - Assisting in following up with respect to projects
  - Assuring progress
  - Assuring timely reporting[LEARN MORE AND APPLY FOR THIS POSITION](#)

At the bottom, there's a footer with social media icons (Twitter, Facebook, LinkedIn), a search bar labeled 'SEARCH THE SITE', and links to various government agencies and their addresses.

We started designing our website with a sketch on paper. We managed to create the overall layout of the page, as well as decide what aspects and interactions we will focus on in our prototype. Our layout was based on features commonly found on various job sites, such as separate search boxes for keyword and location, option to filter results by language or job type, or having a guides section featuring information useful to foreigners.

First version made in XD was made using 12 column grid, with job offers covering 3/4 the page width and filters covering remaining 1/4.

In the next iteration of XD prototype we decided on our first color scheme, using various shades of grey for backgrounds and font, and blue for buttons and bar diving header from job offers.

In our final version we have decided to change the color of buttons and links in navigation to orange, as well as adding a line diving job offers for better readability, icons with links to social media and search bar for searching content on the website.

# Research on conventions regarding design, content and functionality.

## Functionality

From the research conducted there were several conventions which become prominent within many sites.

Overall the home page included all the information the user may need, reducing the use of navigation. The common features found included:

- Job search options:

- this option allowed the user to filter the jobs in by field, salary, location and term.
- Additionally, the users have the ability to search using various keywords.

- Support guides to improve employability.:

- CV improvement guides
- Job market insights

- Log-in portal:

- Users have the ability to register to personal accounts where they are able to contain all their information towards applying for a job. This includes having the ability to:

- Upload a CV
- Further refine their preference
- Receive email-alerts
- Faster application process.

- Printing capability:

- The user has the ability to easily print the job they have selected, where the printing page has a simplistic layout.

## Content

Conventional content found on the job-search sites included information which would improve the users employability. These were mostly displayed in the form of articles, with clear header, sub-headers and body-text organised using columns to separate the different elements of the page. Hyperlinks, referring to different content of the site were also common. For example:

“If you are looking for jobs in sectors facing skills shortages, you will often be exposed to a large pool of vacancies via the main jobsites. “

The content hierarchy for the site follows a convention where content regarding finding a job is prioritised, either in-line order or through colour contrast. Content relating to providing support to improve employability is displayed next, with information for employers least prominent. The text is communicated in a clear and straight-forward way, however in a conversational manner.

- Hierarchy

- Sequential
- Matrix
- Credibility

## Aesthetic

The sites follow many conventions increasing their credibility. Common design features include:

- Navigation is displayed in the header
- Search bar is also displayed in the header;
- The log-in/ registration option in close proximity
- Logos are positioned in the header, aligned left

# Digital Communication Research

From the desk-top research conducted to understand the communication targeted towards an international audience, the following conventions arose:

## Language

We found that the site used different tone of voice, depending on the information being communicated. For information regarding the process of gaining the relevant documentation, a more formal, matter-of-fact approach is taken, however still in a conversational manner.

“There are a number of practical issues to address when moving to Denmark. This page will provide you with an overview of the things to take care of.”

However, for information regarding social integration or less important topics, the tone becomes more causal and enthusiastic.

“Denmark has a lot to offer for expats who appreciate great food, beautiful scenery, and a relaxed atmosphere. Are you ready for moving to Denmark?”

## Copy Write Example

### TIPS FOR A GOOD CV

The CV is a summary of your professional and academic capabilities, outlined in short summaries, to let the employer find the information they're looking for quickly!

#### A GOOD CV STRUCTURE

##### PERSONAL DETAILS

Outlined on the top of your CV, your personal details should include practical information, such as your name, address, phone-number, email address, nationality and date of birth.  
For further exposure, we recommend including a professional LinkedIn and Twitter account.

[Increase your employability with our guide to professional social media accounts.](#)

##### STUDIES

Include, in chronological order, your academic experiences. With your most recent or current on the top. State the name of the institution, certificates

### FIND MANY JOBS USING OUR PORTAL



#### CASE STUDY

FINDING A PART-TIME JOB WASN'T AS DIFFICULT AS I EXPECTED.  
THE MINISTRY OF EDUCATION PORTAL MADE THINGS EASIER.

- DANIEL, UK, STUDIES MMD AT KEA

# Use of our research findings in our prototype

In our prototype we used following conventions and design elements found during our research:

- Tone of voice: conversational and enthusiastic, also formal for important information
- Search options
- Clear navigation
- Learning Danish option – integrating into the culture
- Case study: story and experience from another international student
- Important info on how to get documentation: CPR, taxes etc.
- Design features:
  - Made job search easy to find
  - Used shortcuts
  - Used guides for example (improve cv)
- Used conventions:
  - Header – navigation, log in, language
  - Logo location
  - Footer – information about company, social media icons

# Test Results and future Alterations

In order to make changes and understand the user experience of our prototype, a short survey, five second test and think aloud test was conducted on 5 participants:

## Short survey

A short survey was conducted to gain a general understanding of our test users.

Questions included:

1. What is your age?
2. How would you describe your level of computer literacy from a scale of 1-4?  
1 poor (understand minimum level, not very technical)  
4 good (I can easily navigate and use different programs; I can easily troubleshoot different problems)
3. Do you have experience with job search websites?

In conclusion, the average user was in their mid-twenties (26), considered themselves to be above average in regard to computer literacy and have previous experience with using a job search website.

From this, we were able to identify the users to be a part of our target audience, allowing their contribution to our research to be more credible.

# Five Second Test

We decided to conduct five second test to see user's first impressions of our prototype

We showed users our homepage for five seconds and then asked following questions.:

1. What page are you on?
2. What does this page offer?
3. Who do you think the target audience is?
4. What are your impressions of the design of the page?
5. Can you tell who the sender is?

Results:

1.,2.

All the users were able to determine that our prototype shows a website where one can look for job offers, with the phrase "Find many jobs using our portal" being the first and main indicator of website's purpose.

3.

Testers were able to determine that our page is targeted to students, most likely because of the student's quote on the page and because of the sender.

4.

One person noted that page's design is slightly confusing and cluttered because of the pictures that might take too much of user's attention.

5.

Logo on the top and the footer helped determine that page's sender is Ministry of Higher Education and Science.

The screenshot shows the official website of the Ministry of Higher Education and Science. At the top right, there are links for 'Log in/Register' and 'Language'. Below the header, there are three main navigation buttons: 'ALL JOBS', 'UPLOAD CV', and 'GUIDES'. The main content area features a large banner with a collage of images related to education and employment. Overlaid on this banner are two search input fields: 'WHAT' containing 'Waitress job...' and 'WHERE' containing 'Copenhagen...'. To the right of these fields is a red 'SEARCH' button. Below the banner, the text 'FIND MANY JOBS USING OUR PORTAL' is displayed. To the left of this text is a portrait of a young man with a beard. To the right is a dark blue sidebar with the heading 'CASE STUDY' and the quote 'FINDING A PART-TIME JOB WASN'T AS DIFFICULT AS I EXPECTED. THE MINISTRY OF EDUCATION PORTAL MADE THINGS EASIER.' attributed to '- DANIEL, UK, STUDIES MMD AT KEA'. At the bottom of the page, there are social media icons for Twitter, Facebook, and LinkedIn. The footer contains contact information for three different agencies: the Ministry of Higher Education, the Agency for Science and Higher Education, and the Agency for Institutions and Educational Grants.

# Think Aloud Test

To gain a more comprehensive understanding of how our target audiences perceived the website design and observe their experience, a think aloud test was conducted.

The test was conducted in an isolated area, with the user assigned to their own desk, to increase privacy to focus on the tasks and to provide sense of comfort for open feedback.

## Questions

1. How do you find support about writing a CV?
2. How would you register for an account on the site?
3. Can you search for job?
4. Can you search for a any topic on the site?
5. How would you go to the homepage?

After conducting the test, which on average concluded after 6 minutes, several common themes arose:

### Q1.

- Users expected to see a navigation option for writing a CV
- The guides page, found in the navigation bar wasn't easily considered
- After a "CV support" button wasn't found, users resorted to the "guides" page as a last resort

### Q2.

- All users were able to find the register button, however were directed to the log-in option as there wasn't a large enough spacing.
- All users were able to easily complete the form.
- Some users identified the confirmation pop-up as a warning, with no clear indication on how to proceed. This feature had mixed response.

### Q3.

- All users were able to follow the sequence provided on the homepage to search for a job
- Some users also preferred to click on all jobs, to then use the refine options found on the left hand side of the screen

### Q4.

- The search bar was easily found in the footer.
- Many users would have preferred it to be conventionally placed in the header.

### Q5.

- all users instinctively clicked on the logo
- More than half of the users were comfortable with the site not having a home-button

# Conclusion

From the tests conducted, future iterations the site would be made, which include:

- Ensuring adequate spacing between the register and log-in buttons. Although users were able to locate the feature at the top-right hand side of the page, it appeared as one button due to their proximity.
- Relocating the search bar to a more conventional area, such as the header would allow the users to navigate the site more efficiently. Although the home page provides direct links to job offers, other resources, such as CV support may be easily located using the search feature.
- Increase the use of micro-copy to prompt the user about more resources available on site. This would have improved the effectiveness of the navigation bar.

