JOBCY

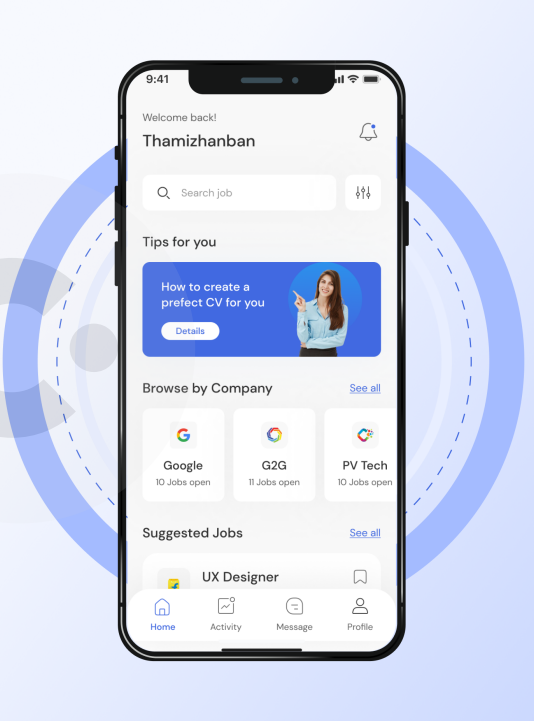
Bē Case Study

Job Seeker App

UX UI Design

Design Tools

Fi Ai Ps


9:41
Welcome back!
Thamizhanban
Search job
Tips for you
How to create a prefect CV for you
Details
Browse by Company
See all
Google
10 Jobs open
G2G
11 Jobs open
PV Tech
10 Jobs open
Suggested Jobs
See all
UX Designer
Home
Activity
Message
Profile

My Role	Platform	Duration
UI/UX Design	Android, IOS	2 Weeks

Project Objective:

In the dynamic job market, current platforms create challenges for job seekers, leading to frustration and missed opportunities. Recognizing this, our intuitive job seekers app aims to provide a seamless and user-friendly experience, empowering individuals in their pursuit of meaningful employment.

Problem Statement:

In the dynamic job market, current platforms create challenges for job seekers, leading to frustration and missed opportunities. Recognizing this, our intuitive job seekers app aims to provide a seamless and user-friendly experience, empowering individuals in their pursuit of meaningful employment.

Project Goal:

Develop a user-centric job seekers app for streamlined job searches, improved profiles, and comprehensive career support.

User Goal:

Secure meaningful employment through efficient job searching, enhanced profile visibility, and effective networking.

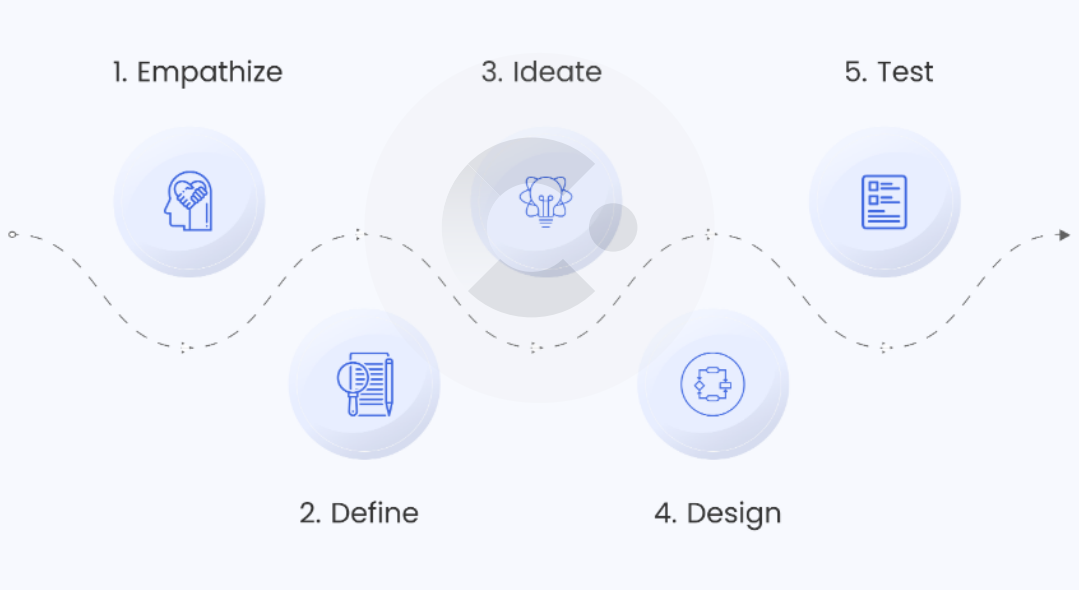
Business Goal:

Establish a successful and sustainable platform, attracting a large user base and potentially generating revenue through premium features.

Projected Outcomes:

- Improved job search efficiency.
- Increased profile visibility and attractiveness to employers.
- Enhanced user satisfaction through transparent application tracking.
- Strengthened professional networks and collaboration opportunities.
- Empowered job seekers with effective interview preparation resources.

Design Thinking Process


1. Empathize
3. Ideate
5. Test
2. Define
4. Design

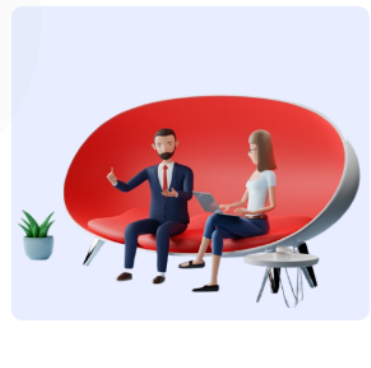
1.Empathize:

Qualitative research:

Qualitative research methods, such as user interviews and focus groups, are employed to delve into the subjective experiences and opinions of potential users. These methods provide nuanced insights into job seekers' needs, preferences, and challenges, guiding the development of a user-centric job seekers app.

User Interview Questions:

1. How do you currently search for jobs, and what frustrates you about the process?
2. What features do you find most valuable in a job-seeking platform?
3. Can you recall a recent challenge while applying for a job online?
4. How do you prefer to track your job applications and their statuses?
5. What information is essential for you when considering a job opportunity?



Interview Insights

Pain Points

Fragmented Job Search: Users often find the job search process fragmented and time-consuming across various platforms.

Limited Profile Visibility: Users may struggle to effectively showcase their skills and experiences on existing platforms, limiting their visibility to employers.

Networking Challenges: Users face challenges in networking, with limited opportunities to connect with professionals and peers in their industry.

Insufficient Interview Preparation: Users may lack easily accessible and tailored resources for effective interview preparation.

Lack of Personalization: Users feel frustrated with generic job recommendations that don't align with their skills and career goals.

User Needs

Efficient Job Search: Users need a platform that allows them to quickly and efficiently find relevant job opportunities.

Personalized Experience: Users seek a personalized experience that tailors job recommendations based on their skills, preferences, and career goals.

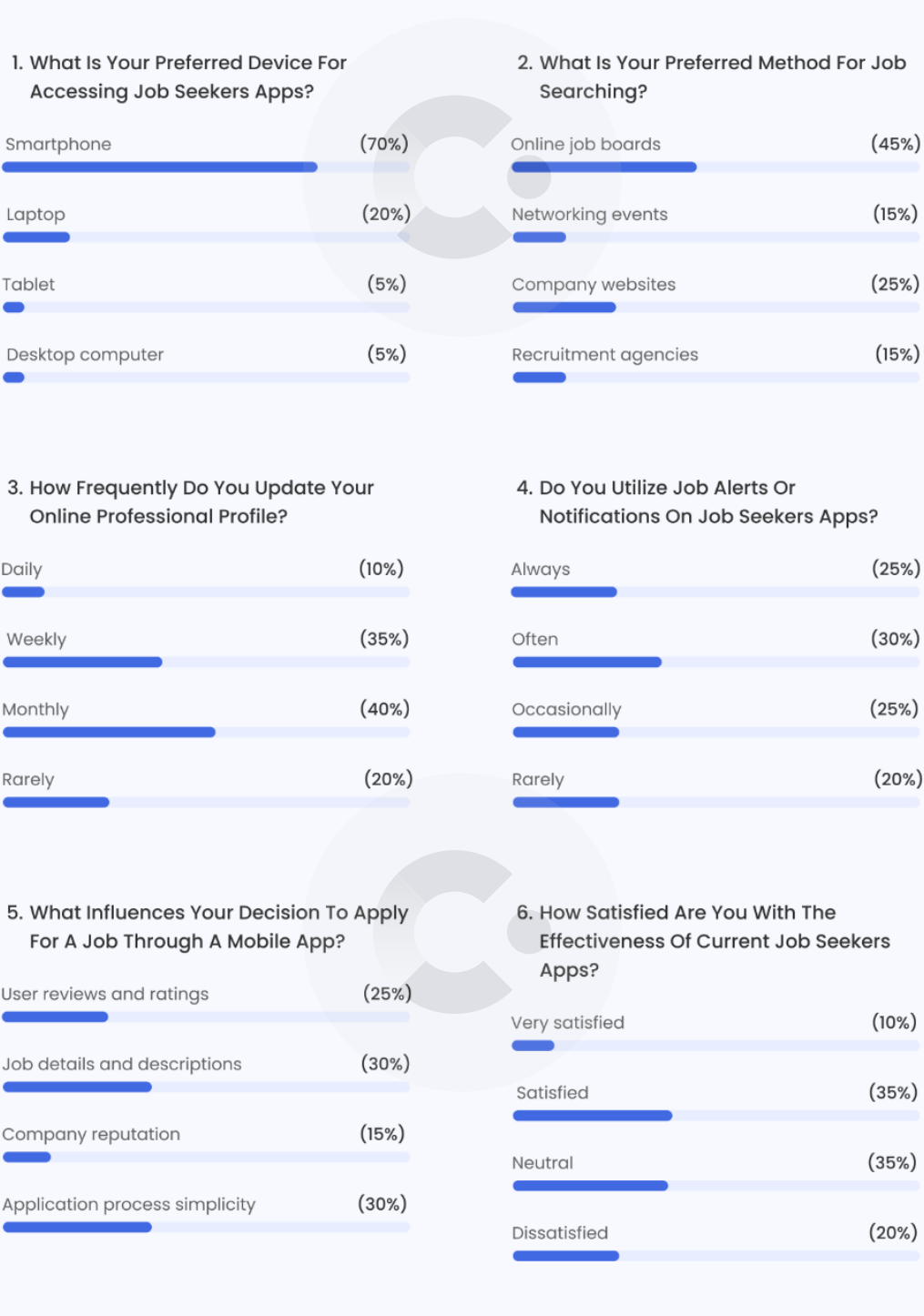
Clear Application Tracking: Users require a transparent and user-friendly system to track the status of their job applications in one central location.

Mobile Accessibility: Users prefer a mobile-friendly app that allows them to engage in job-seeking activities on the go.

Interview Preparation Resources: Users need resources and tools to prepare for interviews, including sample questions, tips, and interactive features like mock interviews.

Quantitative research:

Quantitative research for the job seekers app involves gathering numerical data through methods like surveys and analytics to objectively measure user behaviors, demographics, and preferences, providing statistical insights crucial for informed decision-making and performance evaluation.



1. What Is Your Preferred Device For Accessing Job Seekers Apps?

Smartphone	(70%)
Laptop	(20%)
Tablet	(5%)
Desktop computer	(5%)

2. What Is Your Preferred Method For Job Searching?

Online job boards	(45%)
Networking events	(15%)
Company websites	(25%)
Recruitment agencies	(15%)

3. How Frequently Do You Update Your Online Professional Profile?

Daily	(10%)
Weekly	(35%)
Monthly	(40%)
Rarely	(20%)

4. Do You Utilize Job Alerts Or Notifications On Job Seekers Apps?

Always	(25%)
Often	(30%)
Occasionally	(25%)
Rarely	(20%)

5. What Influences Your Decision To Apply For A Job Through A Mobile App?

User reviews and ratings	(25%)
Job details and descriptions	(30%)
Company reputation	(15%)
Application process simplicity	(30%)

6. How Satisfied Are You With The Effectiveness Of Current Job Seekers Apps?

Very satisfied	(10%)
Satisfied	(35%)
Neutral	(35%)
Dissatisfied	(20%)

2. Define

User persona:

In Job seekers to understand the user better I gather insights from user interviews, this helps me further understand user needs. I have created two different personas which represent two different scenarios.

"I believe in the power of networking and mentorship. Every connection is an opportunity for growth."

S.Velmurugan

22 year old, recent graduate

Biography:

He is passionate about coding and aspires to secure an entry-level position in a tech company.

Needs and Goals:

- Access to entry-level job opportunities in the technology sector.
- Guidance on creating a compelling resume and portfolio.

Pain Points:

- Lack of experience and uncertainty in the job application process.
- Difficulty standing out among other entry-level candidates.

Motivation:

- To kickstart her career in technology and find a supportive community for professional growth.

"In tech, staying stagnant means falling behind. I'm on a constant quest for challenges that push my limits."

Y.Vahitha Begam

24 year old, 2 years experience.

Biography:

She is experienced but wants to transition into a leadership role in a dynamic company.

Needs and Goals:

- Access to mid-level and leadership job opportunities.
- Resources for refining leadership and managerial skills.

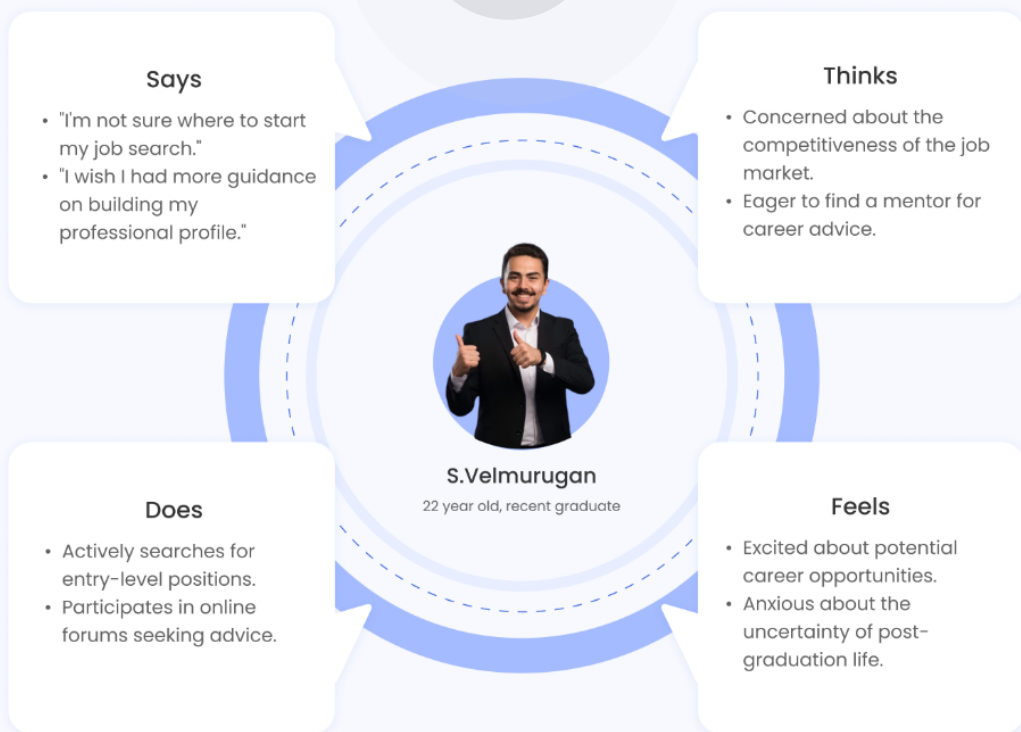
Pain Points:

- Limited avenues for showcasing leadership skills in the current role.
- Uncertainty about how to make a successful career transition.

Motivation:

- To advance his career, take on more responsibilities, and contribute at a higher level.

Empathy Mapping


S.Velmurugan
22 year old, recent graduate

Says

- "I'm not sure where to start my job search."
- "I wish I had more guidance on building my professional profile."

Thinks

- Concerned about the competitiveness of the job market.
- Eager to find a mentor for career advice.

Does

- Actively searches for entry-level positions.
- Participates in online forums seeking advice.

Feels

- Excited about potential career opportunities.
- Anxious about the uncertainty of post-graduation life.

3. Ideate

User Journey Mapping:

A user journey map visualizes the steps and experiences that a user goes through when interacting with a product or service. Here's a simplified user journey map for a job seekers app, focusing on the stages a user might go through:

S.Velmurugan

22 year old, recent graduate

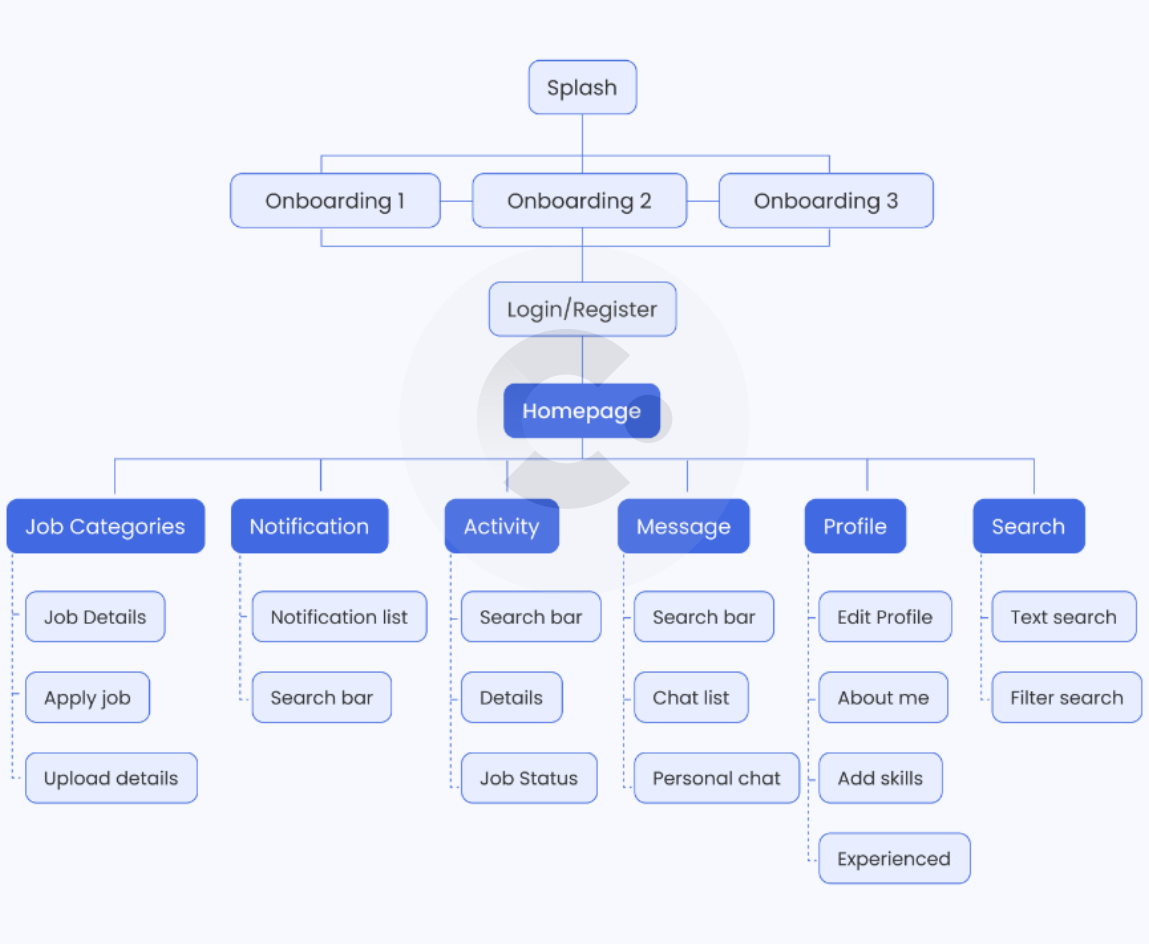
Scenario: Job Search Journey

S.Velmurugam a recent graduate, is eager to kickstart his career. He hears about a new job seekers app and decides to give it a try.

Stage	Discovery and Onboarding	Profile Creation	Job Search	Application and Tracking	Job Offer and Acceptance
Touchpoint	User discovers the app through app store recommendations or online searches.	User navigates through profile creation screens.	User explores the job search feature.	User finds a job of interest.	User receives a job offer.
Action	Downloads and installs the app.	Fills in personal details, adds resume, and highlights skills.	Sets filters for job preferences and starts browsing.	Applies through the app and tracks application status.	Reviews the offer details and accepts through the app.
Experience	Onboards by creating a profile and setting preferences.	Uses prompts and tips for an optimized profile.	Receives personalized job recommendations.	Receives confirmation emails and updates on application progress.	Celebrates the successful job hunt.
Emotions	Excitement	Anxiety	Curiosity	Nervousness	Accomplishment
Thoughts	Excited about exploring new job opportunities.	Hopeful that a well-crafted profile will attract employers.	Excited about the variety of job options.	Optimistic about application success.	Grateful for the opportunity.

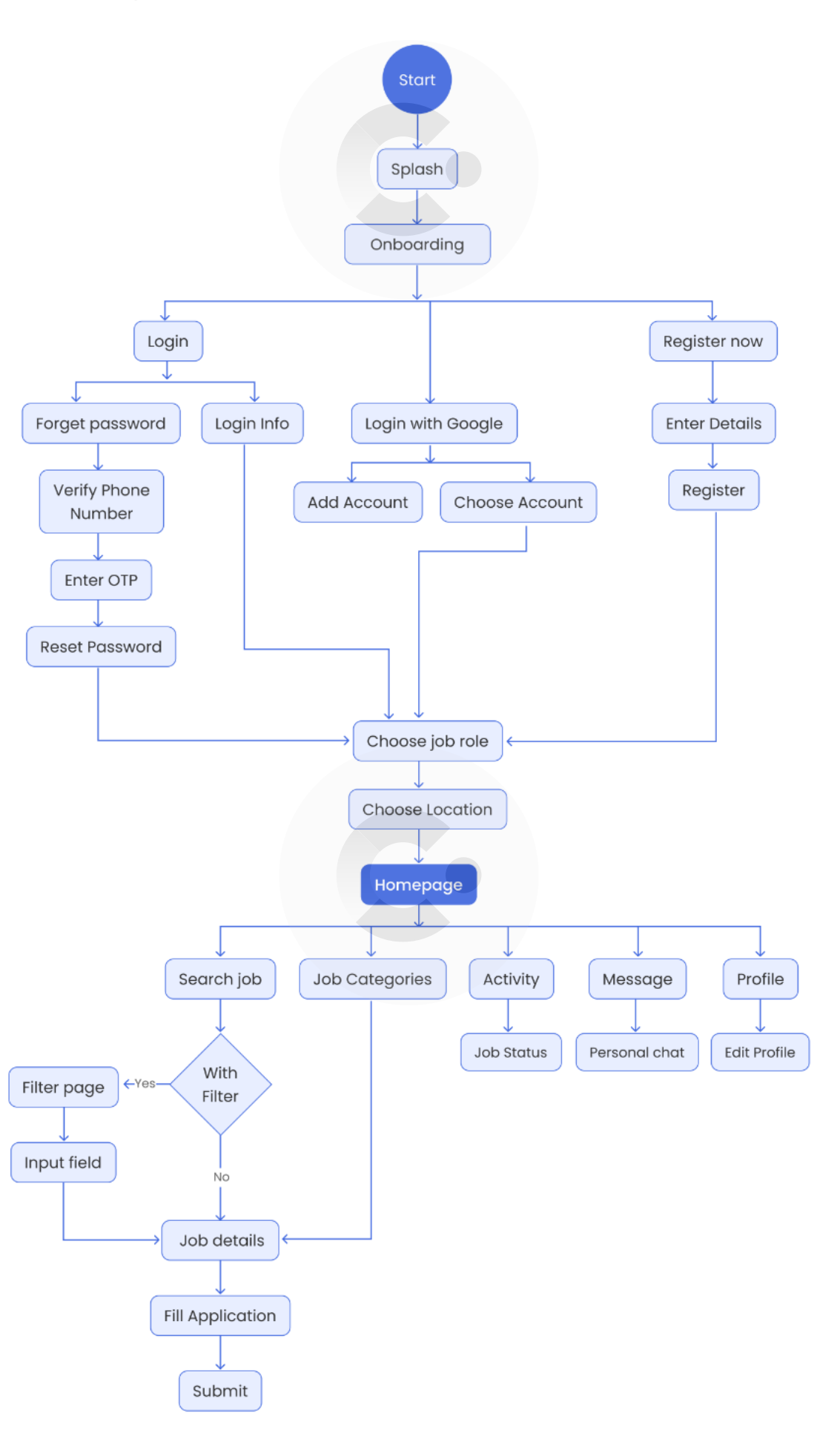
Information Architecture

Information Architecture (IA) involves organizing, structuring, and labeling content in a way that makes it easy for users to find and understand. Here's a simplified example of the Information Architecture for a job seekers app:


Splash
Onboarding 1
Onboarding 2
Onboarding 3
Login/Register
Homepage
Job Categories
Job Details
Apply job
Upload details
Notification
Notification list
Search bar
Activity
Search bar
Details
Job Status
Message
Search bar
Chat list
Personal chat
Profile
Edit Profile
About me
Add skills
Experienced
Search
Text search
Filter search

User Flow:

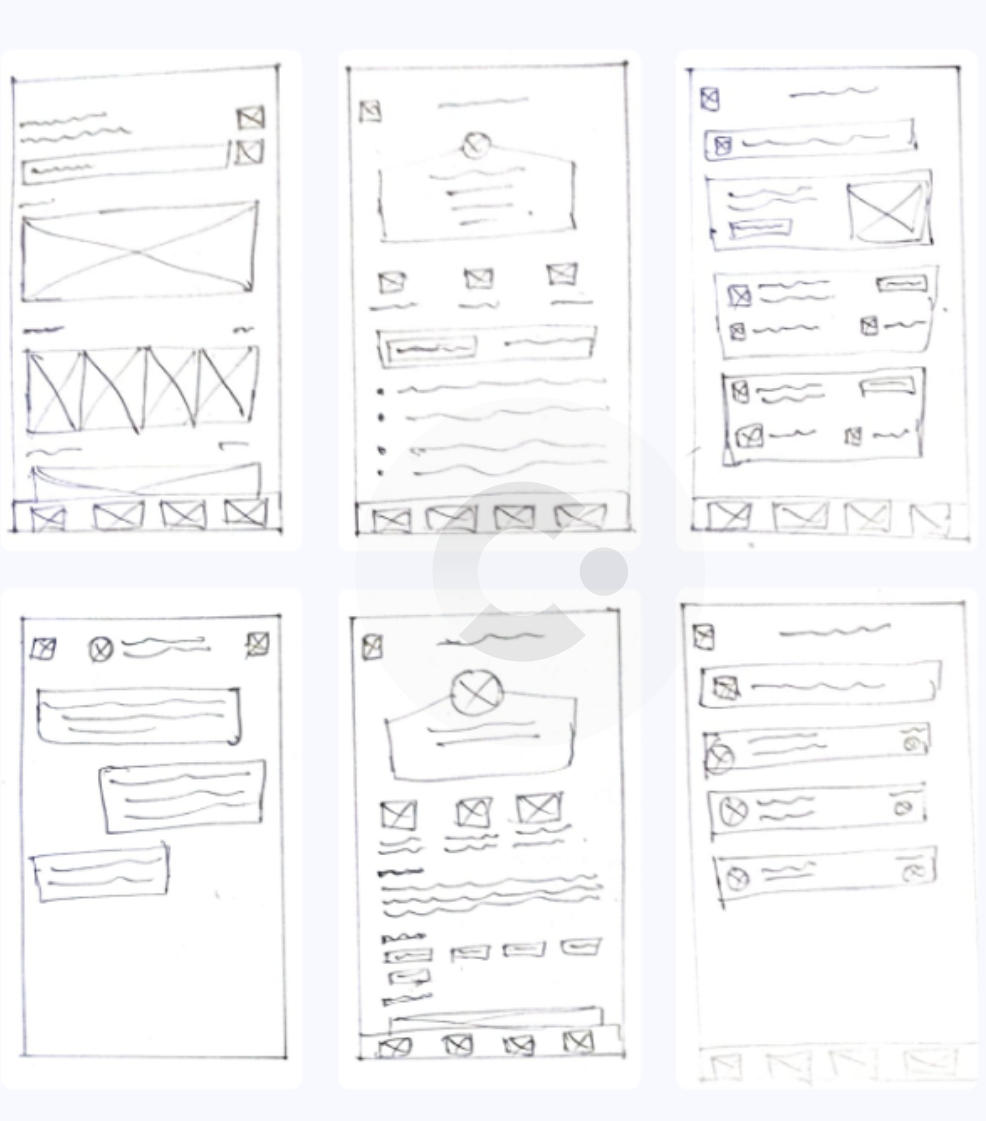
Creating a visual representation of a user flow map involves illustrating the steps a user takes to accomplish a specific goal within the app. Here's a simplified user flow map for a job seekers app, focusing on the process from job search to application:


Start
Splash
Onboarding
Login
Register now
Forget password
Login Info
Login with Google
Enter Details
Verify Phone Number
Add Account
Choose Account
Register
Enter OTP
Reset Password
Choose job role
Choose Location
Homepage
Search job
Job Categories
Activity
Message
Profile
Job Status
Personal chat
Edit Profile
With Filter
Yes
Filter page
Input field
No
Job details
Fill Application
Submit

4. Design

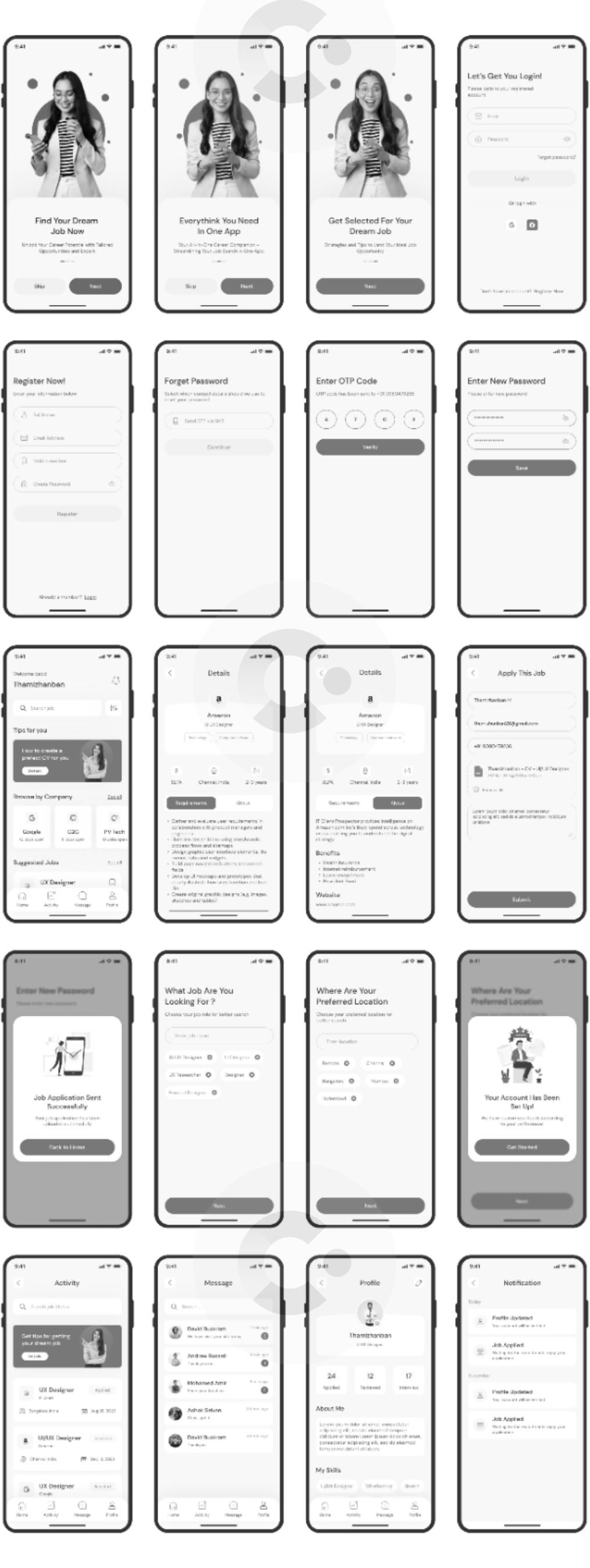
Low-fidelity wireframe:

The low-fidelity wireframe provides a basic structure for the app's key screens and features, focusing on simplicity and functionality. Actual low-fidelity wireframes would be visual representations with rough sketches or basic shapes to outline the placement and interaction of elements.



High-fidelity wireframe

Creating a high-fidelity wireframe involves adding more detail, visual elements, and a closer representation of the final design. Since I can't provide an actual visual wireframe here, I'll describe the key components you might find in a high-fidelity wireframe for a job seekers app.


Find Your Dream Job Now
Everything You Need In One App
Get Selected For Your Dream Job
Let's Get You Login!
Register Now!
Forget Password
Enter OTP Code
Enter New Password
Thamizhanban
Details
Apply This Job
Job Application Sent Successfully
What Job Are You Looking For ?
Where Are Your Preferred Location
Your Account Has Been Set Up!
Activity
Message
Profile
Notification

Style Guide

Typography:

Poppins

Light - Regular - Medium - Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ - 0123456789

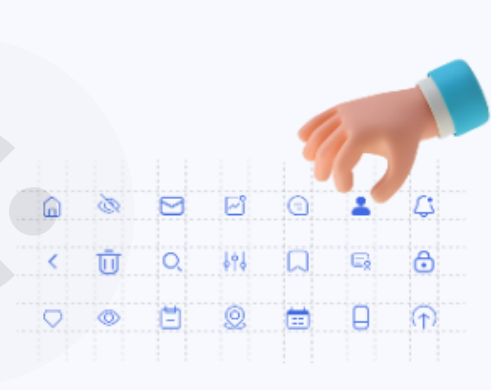
abcdefghijklmnopqrstuvwxyz - 0123456789

Color Palette

#4169E1	#E8EEFF	#333333	#606060

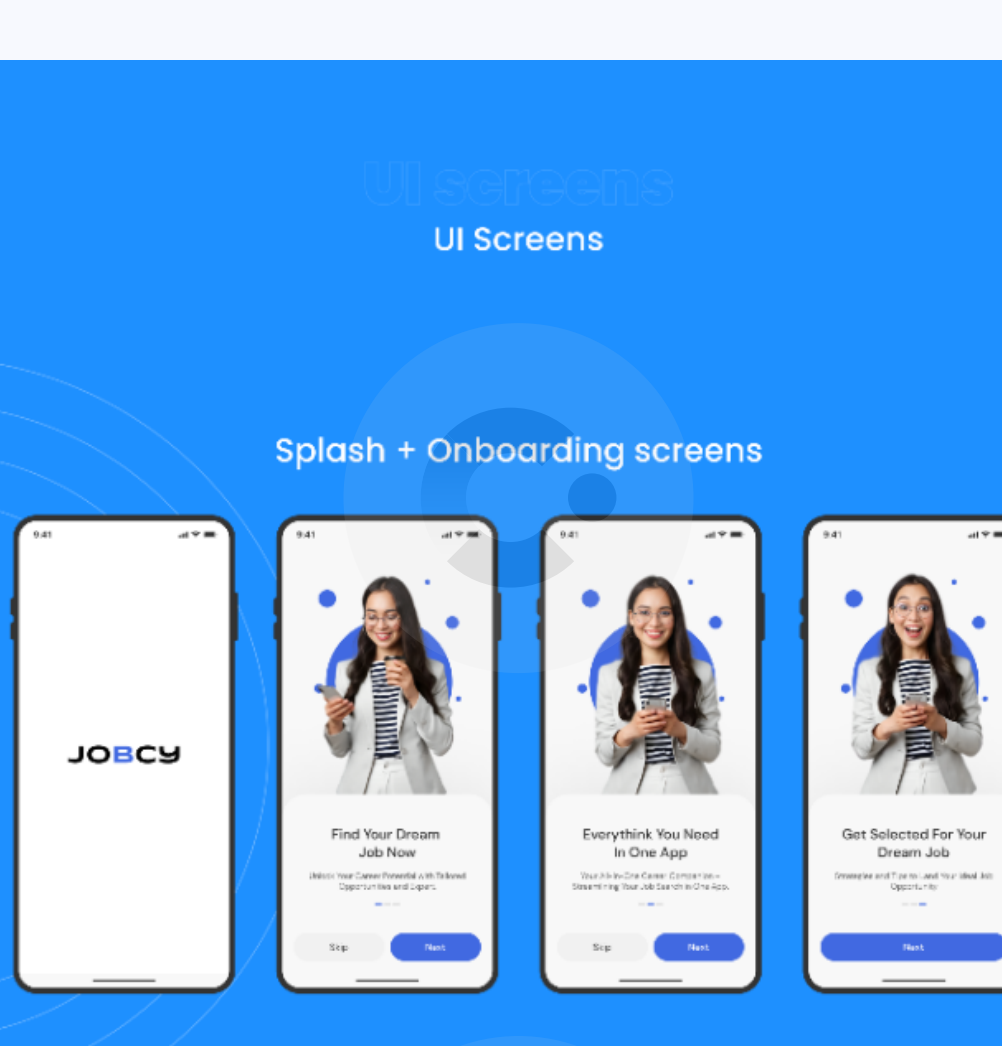
Iconography

"Iconography employs visual symbols or icons to convey information, enhance navigation, and provide intuitive representation within user interfaces."

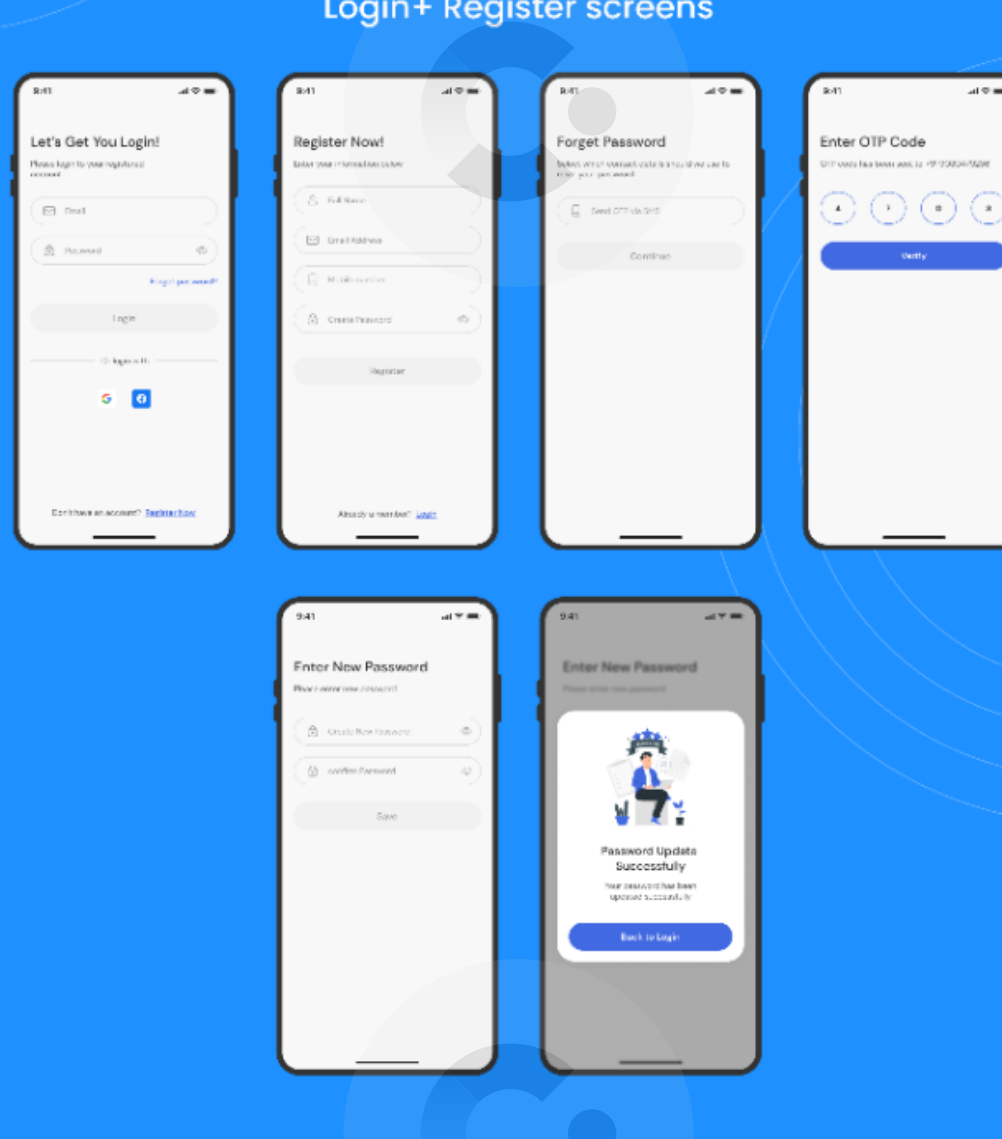


UI Screens

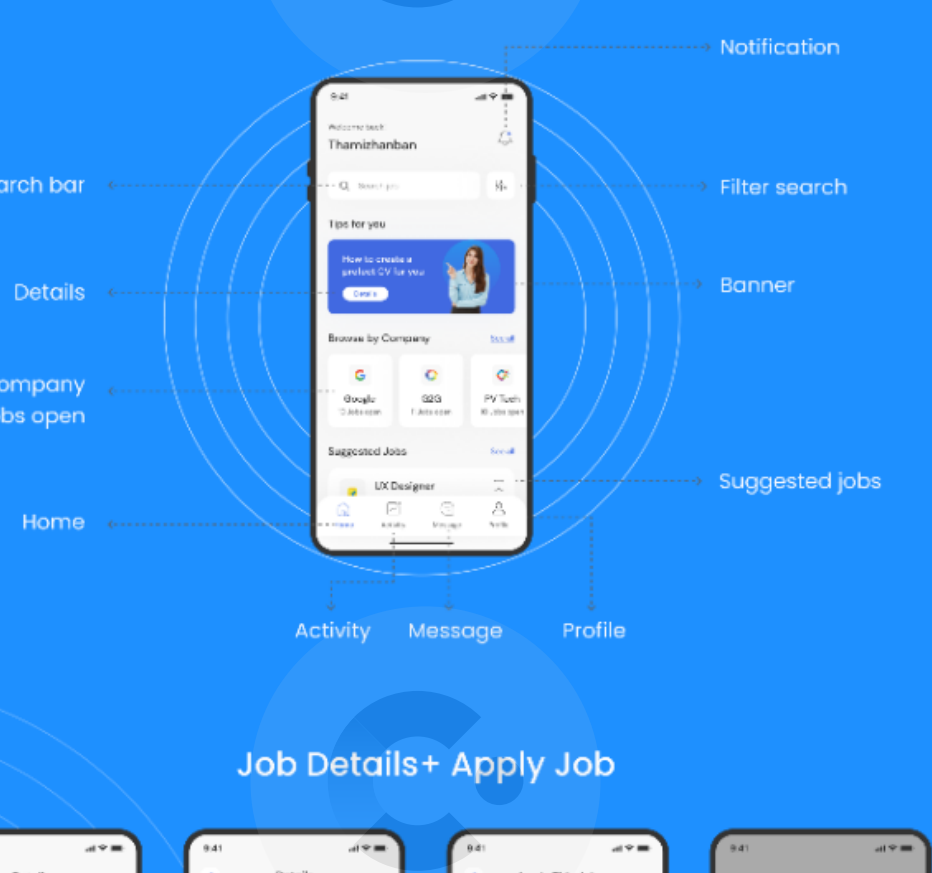
Splash + Onboarding screens


JOBCY
Find Your Dream Job Now
Everything You Need In One App
Get Selected For Your Dream Job

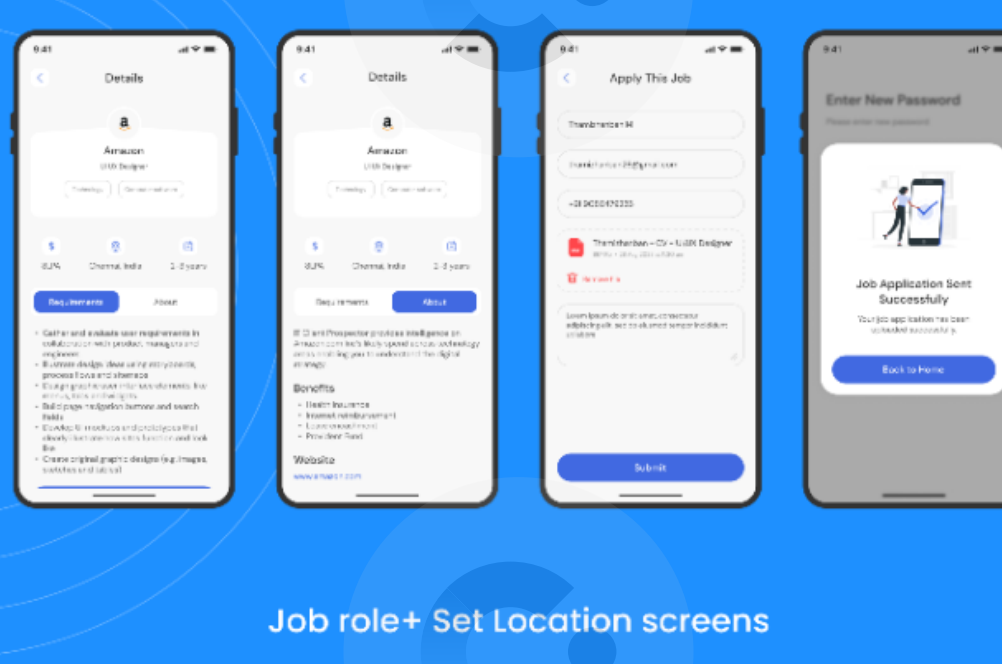
Login+ Register screens


Let's Get You Login!
Register Now!
Forget Password
Enter OTP Code
Enter New Password

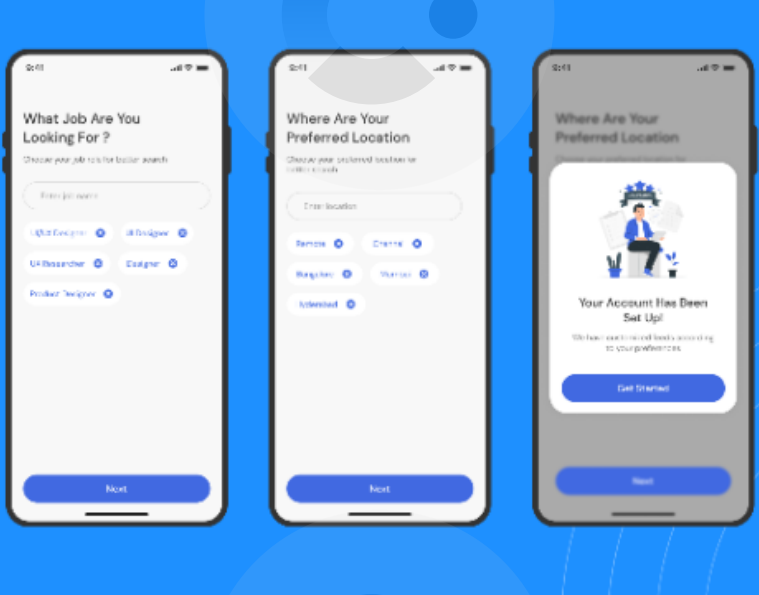
Home screens


Search bar
Details
Company Jobs open
Home
Activity
Notification
Filter search
Banner
Suggested jobs
Message
Profile

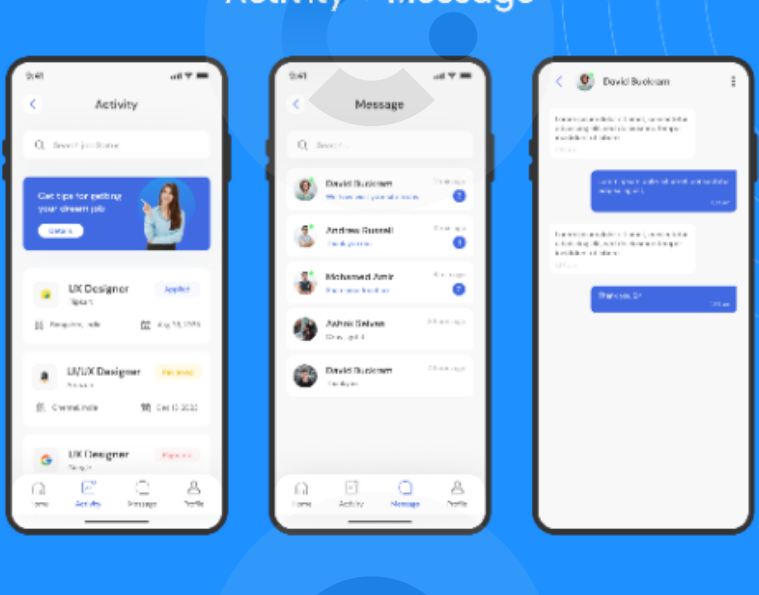
Job Details+ Apply Job


Details
Apply This Job
Enter New Password

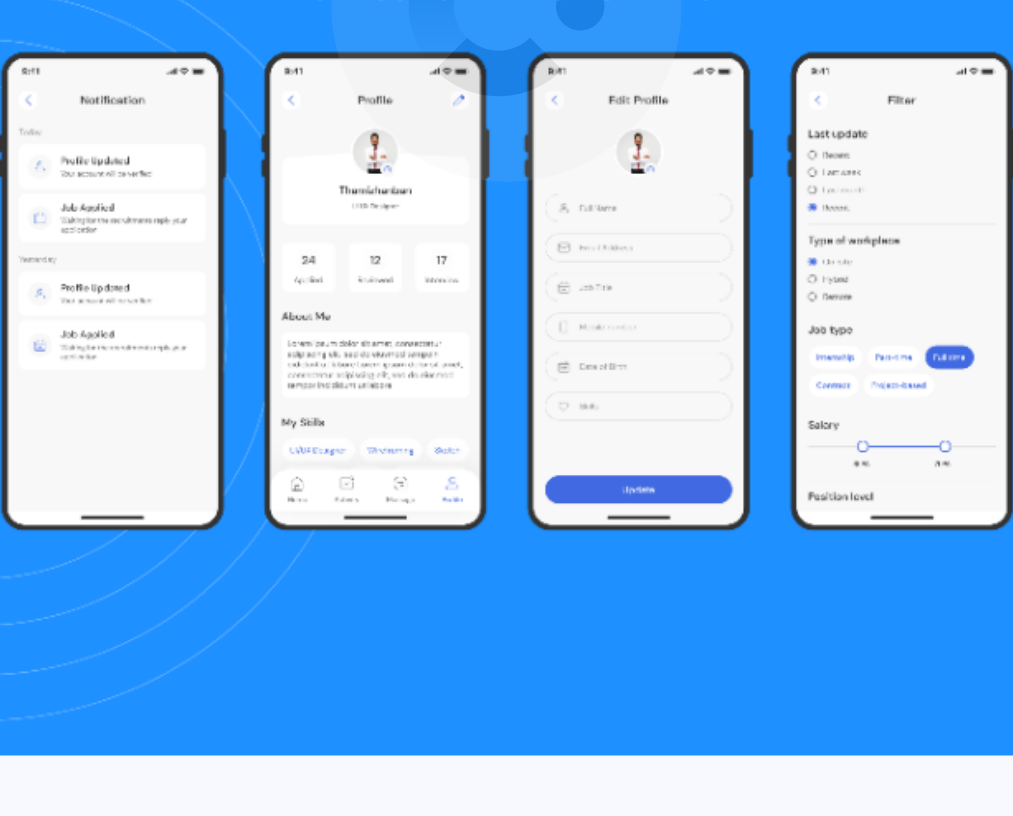
Job role+ Set Location screens


What Job Are You Looking For ?
Where Are Your Preferred Location
Your Account Has Been Set Up!
Next
Get Started

Activity + Message

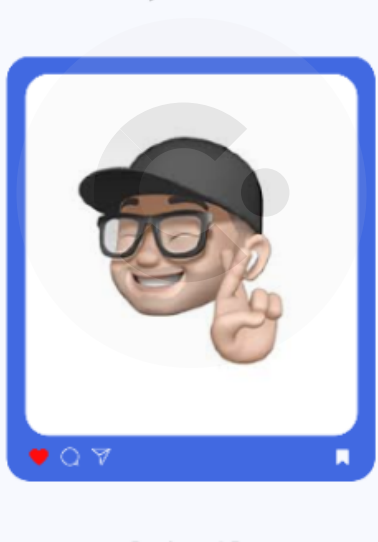

Activity
Message
UX Designer
UI/UX Designer
UX Designer

Notification + Profile +Filter


Notification
Profile
Edit Profile
Filter
Thamizhanban
About Me
My Skills
Update
Last update
Type of workplace
Job type
Salary
Position level

Thank you for your time!

Like and share feel free to leave in comments would love to know your feedback



Designed By

Thamizhanban