Workday Universal Profile

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01
The
Problem

Explaining the current Workday system

Motivation

- Struggling Computer Science Majors @ USC

Current Workday System: workday®

Industry Leading Platform

- Over 50% of Fortune 500 companies utilize Workday and their HR Systems.

- Over 26,000 companies use Workday for talent management and HR related tasks.

Challenges/Frustrations with Current System:

Repetition

- Account creation for each company
- Repeated personal information questions

Poor Resume Parsing

- Poor parsing having lead users to manually correct re-edit each application
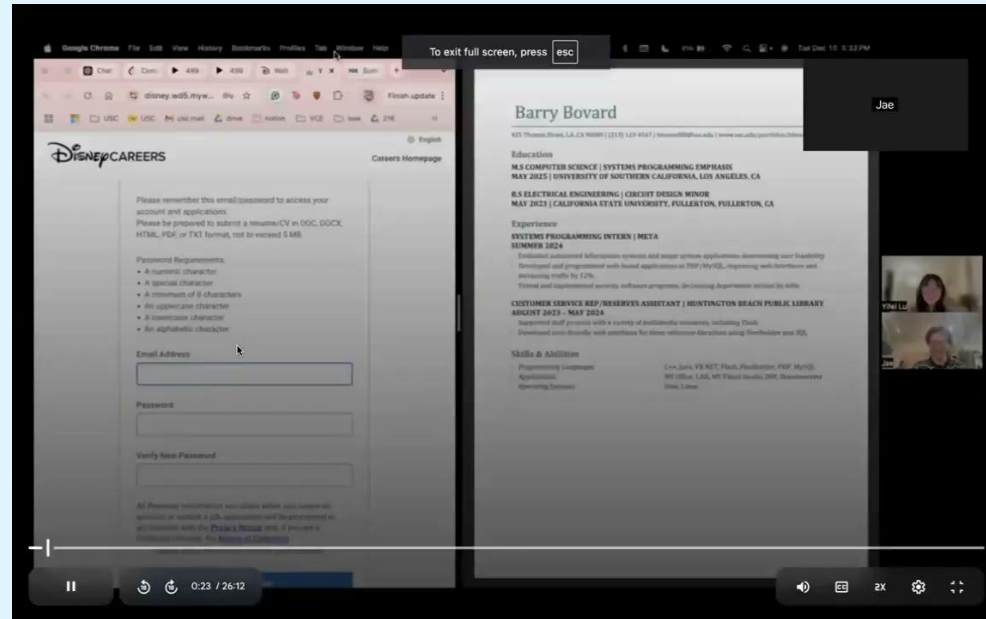
Time Consuming

- Failures to current system leads to longer times spent on application itself

Limited Tracking

- Inability to track applications after submissions

Demo of Current System

Key Issues in Current System

Failed Parsing

- Ineffective parsing, leading to manual re-editing/manual entry or deletion of application parts (Education, work experience, address)
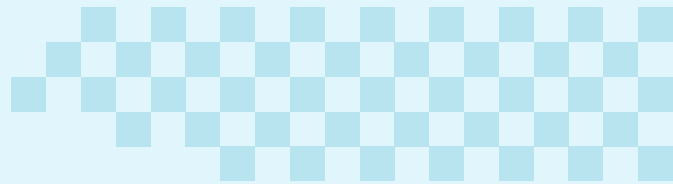
Redundant Questions:

- Voluntary disclosure, veteran status, education, having to repeat this for each application

- Leading to user frustration and unmotivated to further apply to more jobs

Time Consumption

- Increased overall time consumption that can be avoided

Our proposed solution:

Universal Profile
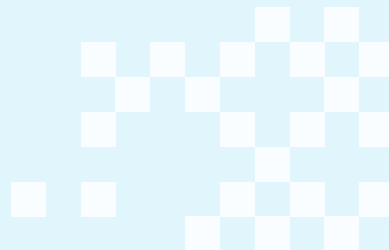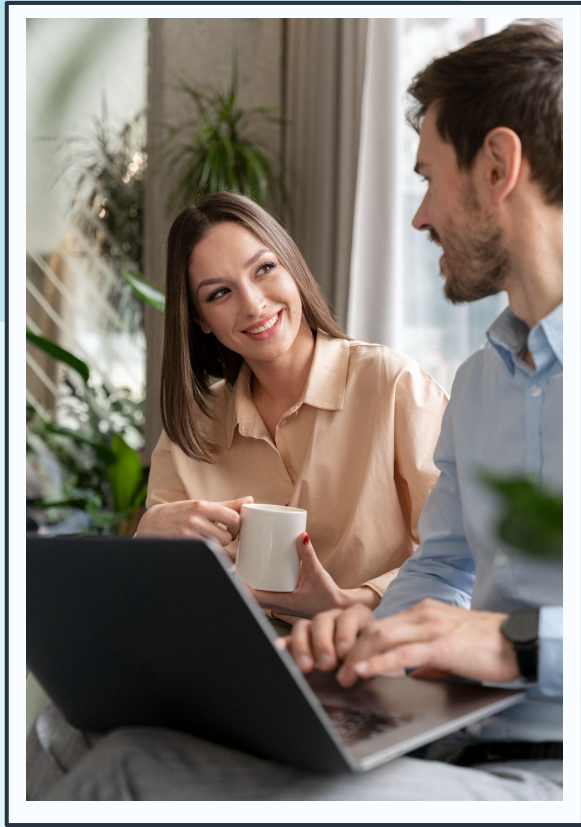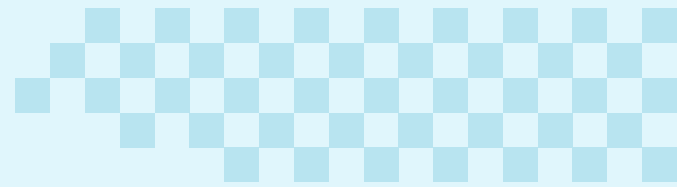
02

How to Solve

Specific areas we decided to tackle
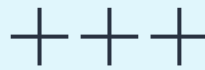
Research Questions

- What are the factors that influence an applicant's decision of applying to specific companies?
- How does the post application process impact user application submissions?
- How important is the smoothness and efficiency of the application process to job applicants and companies?
- How would the implementation of a universal profile on Workday affect the extent of benefits of this workflow improvement for individual applicants?
- How does the requirement of creating multiple company-specific profiles impact the number of job applications submitted by candidates?

Seeking Vision in Solution

User Benefits

1. Save Time: Eliminate redundant tasks
2. Reduce Stress: Simplify workflows
3. Apply More: Encourage seamless job application processes for users.

Vision of Solution

Universal Profile System

- Centralized profile containing data for user job application information

Streamlined Application Workflow:

- Auto-fill and standardized, minimal company-specific questions

Application Tracking Dashboard:

- Application tracking centralization with real-time status updates and notifications

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Project Plan

Research

Interviews

Testing

Prototyping
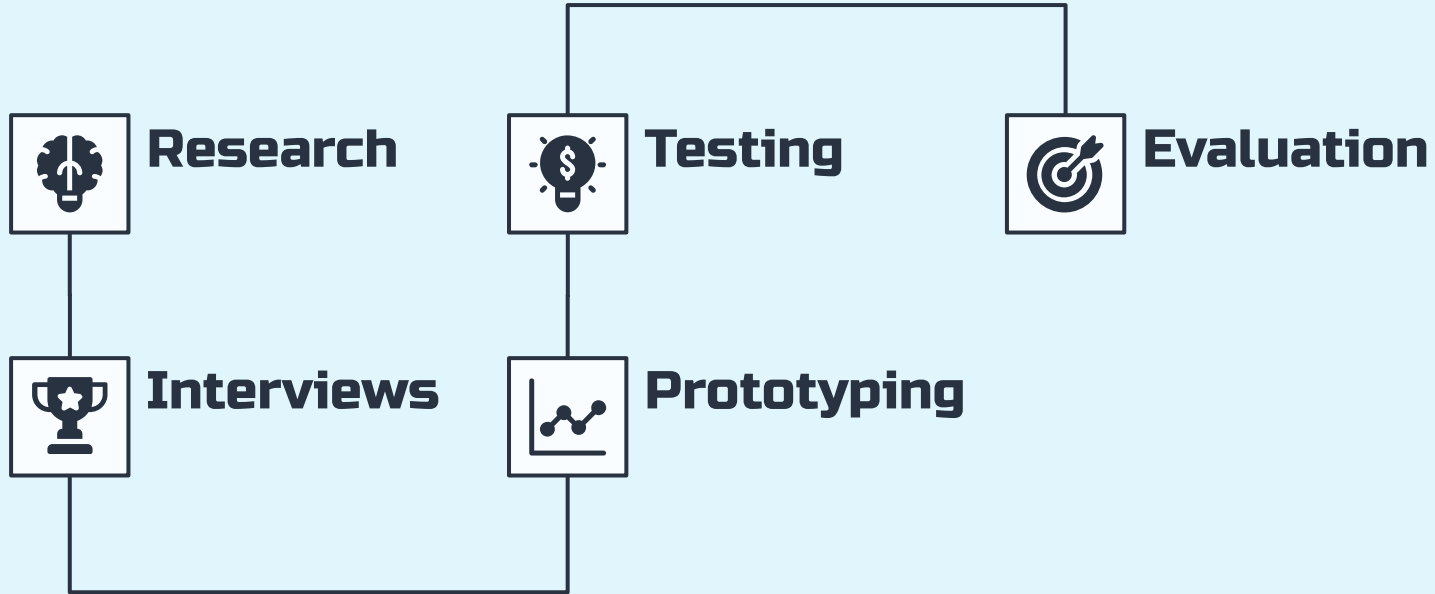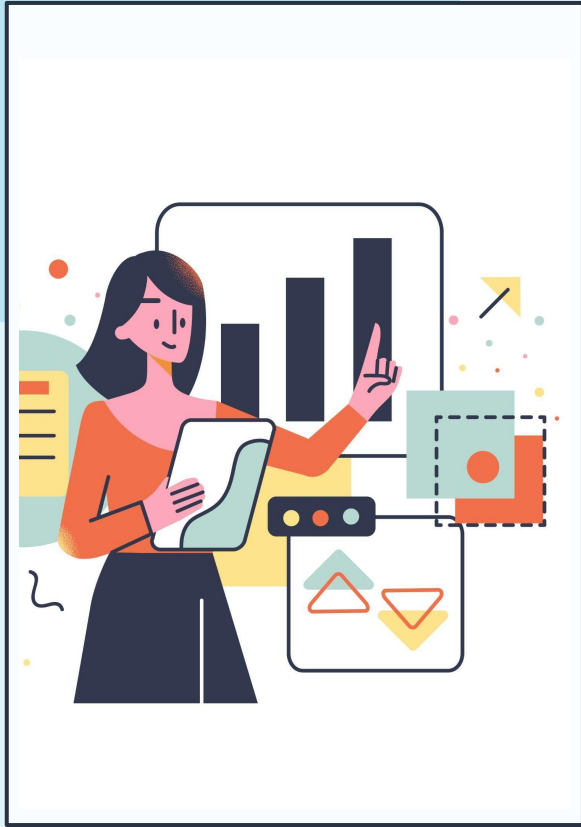
Evaluation

03
Collect Data

How we are collecting data to answer the RQs

Usability Methods

Cognitive Walkthrough

Our chosen user inspection method
Alternative method: heuristic evaluation

Interview

Our chosen user inquiry methods
Alternative method: survey

Cognitive Walkthrough

Task 5: Apply for the role for company B.

1. After clicking "Apply" from the end of Task 4
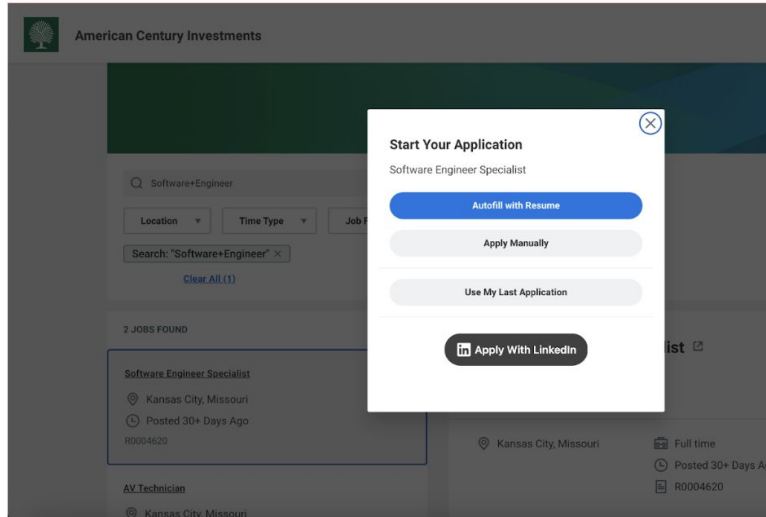
Example of a screen of expected step

Example of one user step and analysis

Task 2:
From career home page, search for a role you would like to apply to in company A.

User's Step	Analysis Question	Group Determination
Sign in	1. Will users try to achieve the right result?	Yes, the user is wanting to login to apply for jobs.
	2. Will users notice that the correct action is available?	No, the correct action is to verify the email, but the user might not see it. They might sign in initially without verifying their emails
	3. Will users associate the correct action with the result they're trying to achieve?	Yes, they do after seeing the error message of directly signing in without verification.
	4. After the action is performed, will users see that progress is made toward the goal?	.Yes, the sign in button leads them to the candidate home.

DISNEP CAREERS

English | Sign In

Careers Homepage

BE YOU. BE HERE. BE PART OF THE STORY.

Sign In

An email has been sent to you. Please verify your account.

Email Address

scli@usc.edu

Password

••••••••••

Sign In

Don't have an account yet? Create Account

Forgot your password?

Privacy Policy

workday

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BE YOU. BE HERE.
BE PART
OF THE
STORY.

Sign In

An email has been sent to you. Please verify your account.

Email Address

scli@usc.edu

Password

•••••••••

Sign In

Don't have an account yet? Create Account

Forgot your password?

Privacy Policy

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CW Priority List

Ranking	Issue	Reasoning
1	Needing to create multiple accounts for different companies' job applications	This has the highest ranking because the user expressed negative feelings towards it, and it is testable using prototypes.
2	Confused on where to find the job applications on the platform	This issue has the second highest ranking because it is important for the user to find their incomplete/complete applications so that they can keep track of their applications, reducing the number of unfinished applications.
3	Verify email text is easily negligeable	This just caused user confusion, and is also a rather easy text format change, so it has a lower ranking.
4	Search and filter functionality sometimes not helpful	This is the lowest ranking as it is more of a technical difficulty rather than user experience/interface centric.

Interview

Semi-structured
- Have a set of basic questions ready
- Allows probing

Outdoor location / virtual based on user preference
Record user screens
Thematic analysis post-interview

Task: apply for two jobs from different companies as Barry Bovard

Interview structure

Part 1

Demographic questions
Pre-observation study
probing questions

Part 2

Observation study
Questions regarding the
experience during
observation study

Part 3

More analytical questions

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Interview Demographic

Participant #	Age	Major	Grade/Experience	Gender
Participant 1	21	Computer Science	First-year masters student	Female
Participant 2	21	Computer Science/Business Administration	Senior	Female
Participant 3	20	Computer Science	Sophomore	Female
Participant 4	20	Computer Science Games	Junior	Male

Number of occurences based themes, color coded in themes

Number of occurences based on code, pattern coded in code, color coded in themes

Legend:
- User fatigue
- System redundancy
- User experience issue
- Lack of efficiency
- Gulf of evaluation
- Instructions clarity
- Application process
- Workday as an employee platform
- Basic functionality
- System flexibility and efficiency of use
- User perspective
- Application process
- Workday as an employee platform
- Design UI Layout
- System workflow
- Efficiency of questions
- Application process
- Increase efficiency
- Improve consistency
- Reduce repetition for efficiency
- Increase in productivity
- Interface
- More job applications
- Less time spent

X-axis categories and values:
- User fatigue: 34
- System redundancy: 25
- User experience issue: 4
- Lack of efficiency: 2
- Gulf of evaluation: 2
- Instructions clarity: 4
- Application process: 2
- Workday as an employee platform: 3
- Basic functionality: 2
- System flexibility and efficiency of use: 1
- User perspective: 3
- Application process: 3
- Workday as an employee platform: 3
- Design UI Layout: 3
- System workflow: 1
- Efficiency of questions: 4
- Application process: 1
- Increase efficiency: 5
- Improve consistency: 2
- Reduce repetition for efficiency: 21
- Increase in productivity: 1
- Interface: 5
- More job applications: 5
- Less time spent: 1

Number of occurences based on subcode, pattern coded in code, color coded in themes

Legend:
- User fatigue
- Duration
- User entered information repetition
- Interface search functionality
- Skills Section
- System workflow
- Gulf of evaluation
- Instructions clarity
- Notifications
- User fatigue
- Gulf of evaluation
- Basic functionality
- System workflow
- User perspective
- Company recommendation
- Time uncertainty
- Workday as an employee platform
- Workday division
- Design UI Layout
- See listings all at once
- Straightforward hierarchy
- Efficiency of questions
- Application process
- Resume parsing
- Application: more streamlined questions
- Profile: Information centralization
- Saving info
- Autofill
- Separate saves
- Bank of responses
- Effective application tracking integration
- Form filling
- Form design
- More job applications
- Less time spent

Issues to tackle

Redundancy in profile creation

Not streamlined company app questions

Inaccurate resume parsing

Lack of application tracking

Repetitive input of basic information
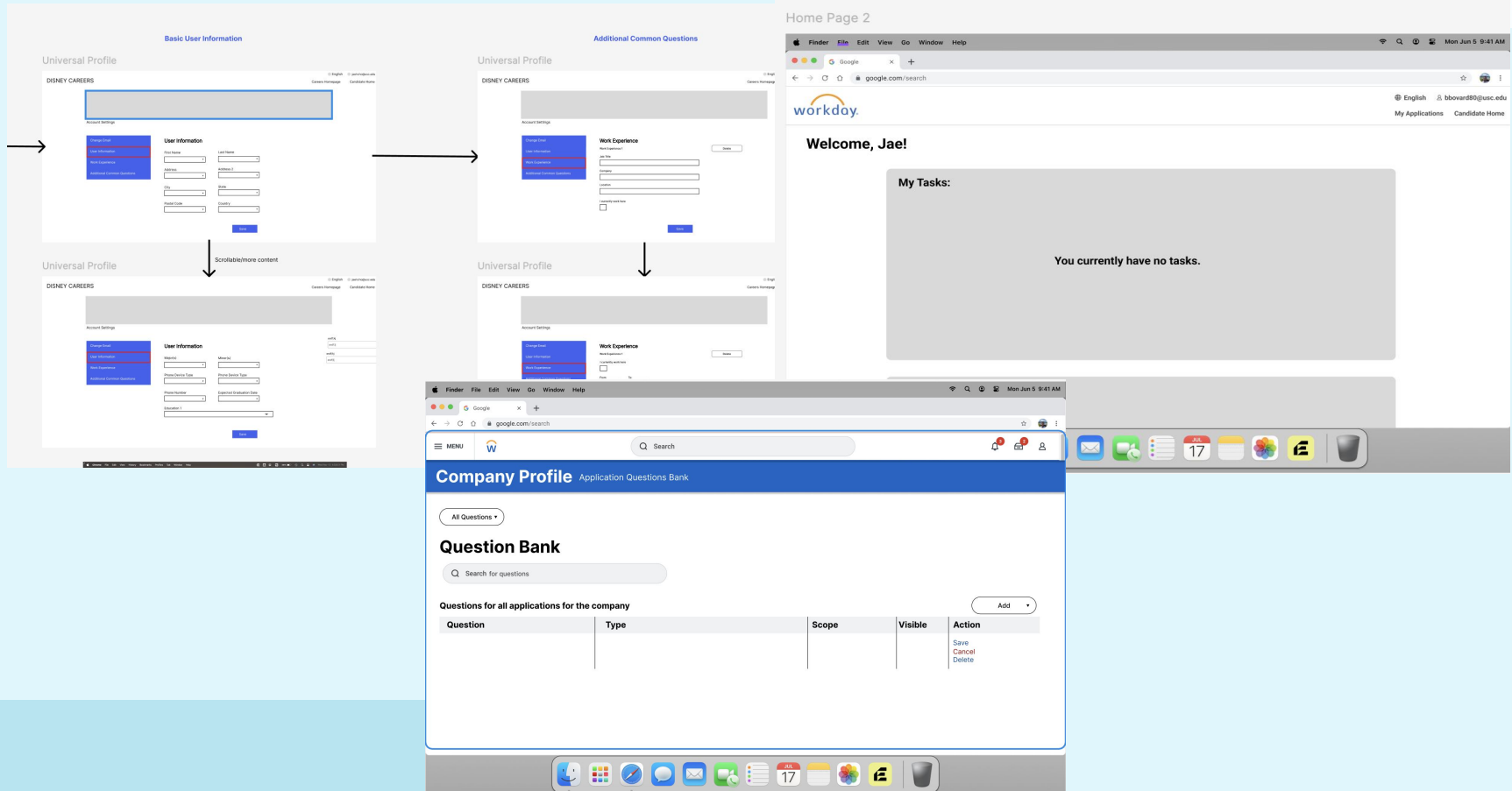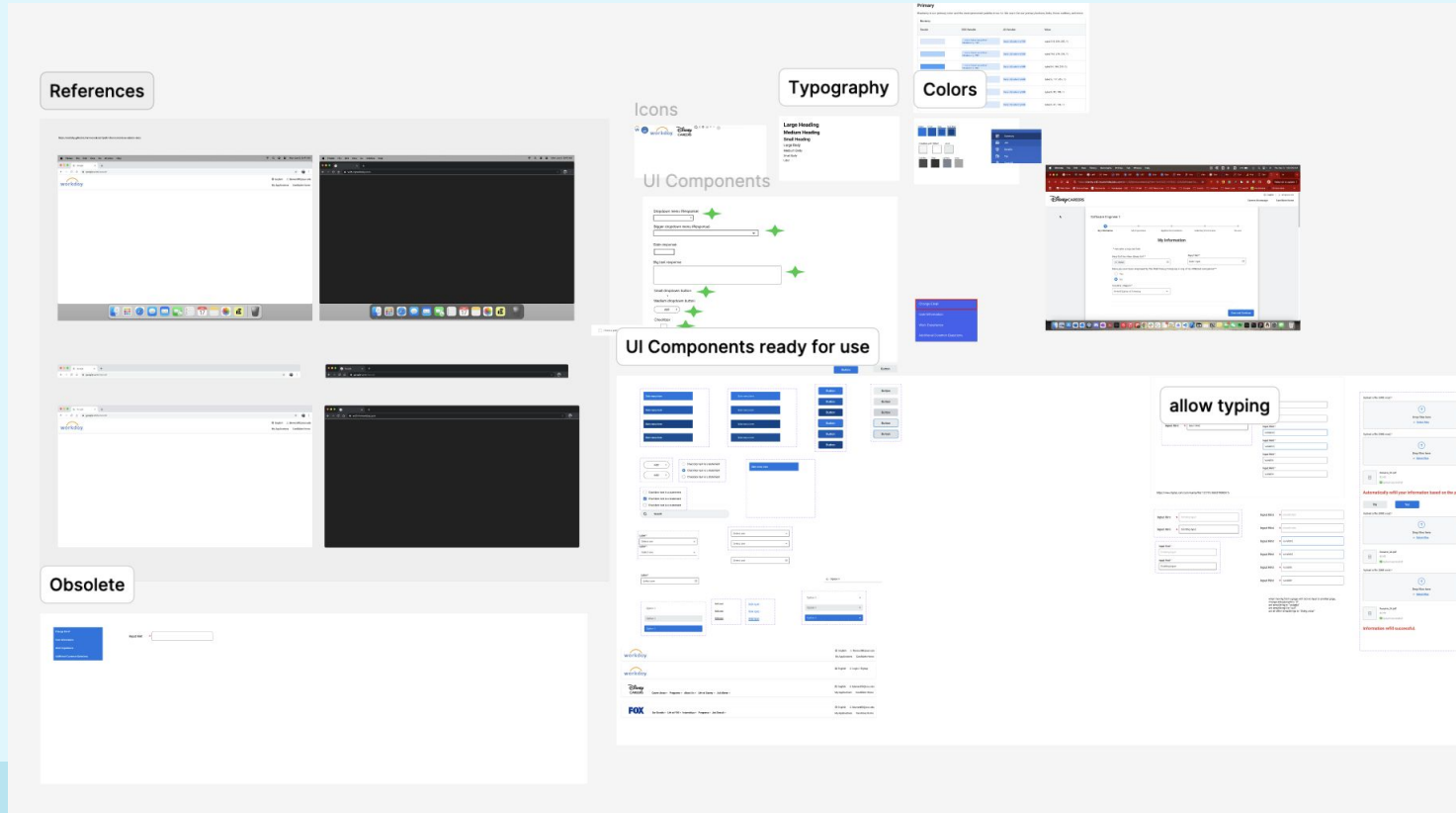
Lack of status updates and communication

04

Our Treatment

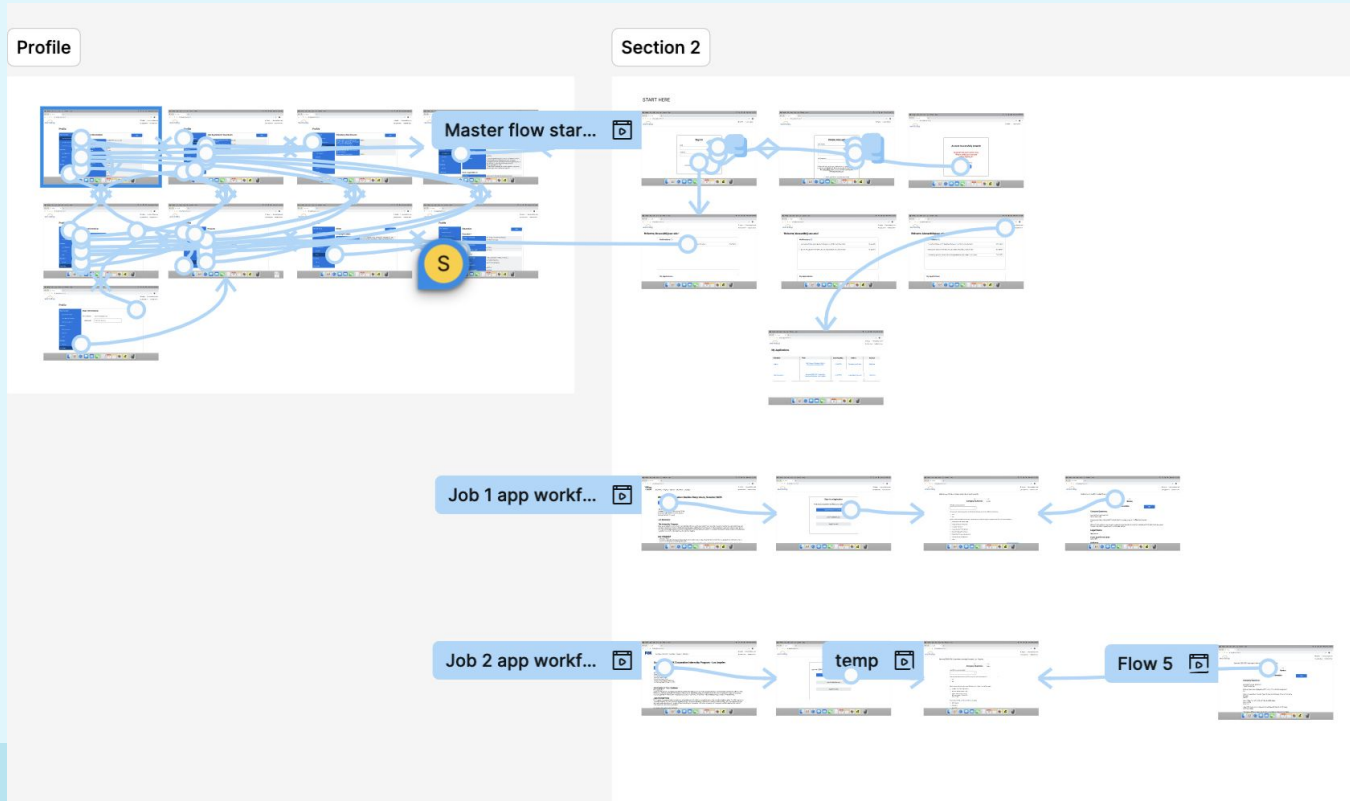What our final treatment is and the evaluation of it

Implementation: Figma Prototyping (Pt. 1)

Implementation: Figma Prototyping (Pt. 2)

References

Obsolete

Icons

Typography

Large Heading
Medium Heading
Small Heading
Large Body
Medium Body
Small Body
Label

Colors

UI Components

UI Components ready for use

allow typing

Primary

Implementation: Figma Prototyping (Pt. 3)

Demo of Proposed System
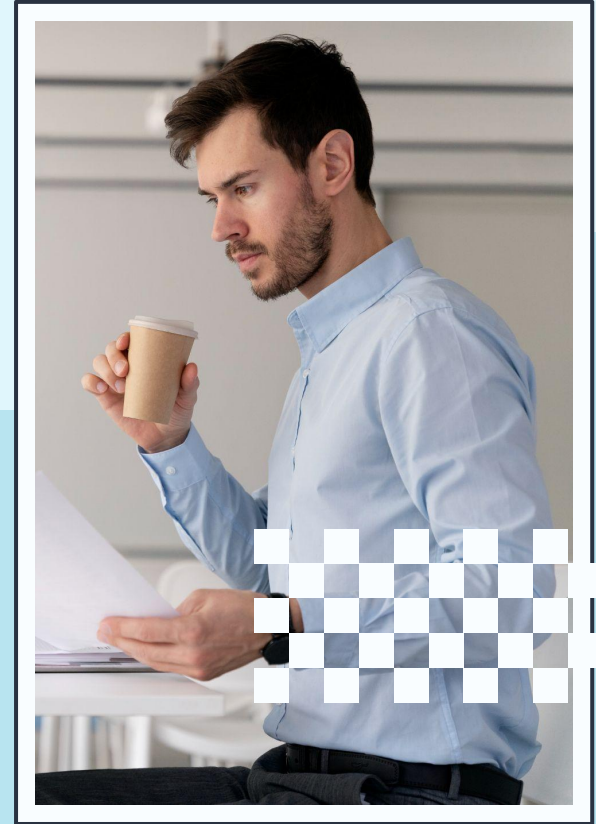
Demo of Proposed System

Usability Testing

Moderated Remote Usability Testing

Time as metric

Moderation method: Concurrent Think Aloud + Retrospective probing

Within Subject Experiment Design

Comparative

Example: Participant 4

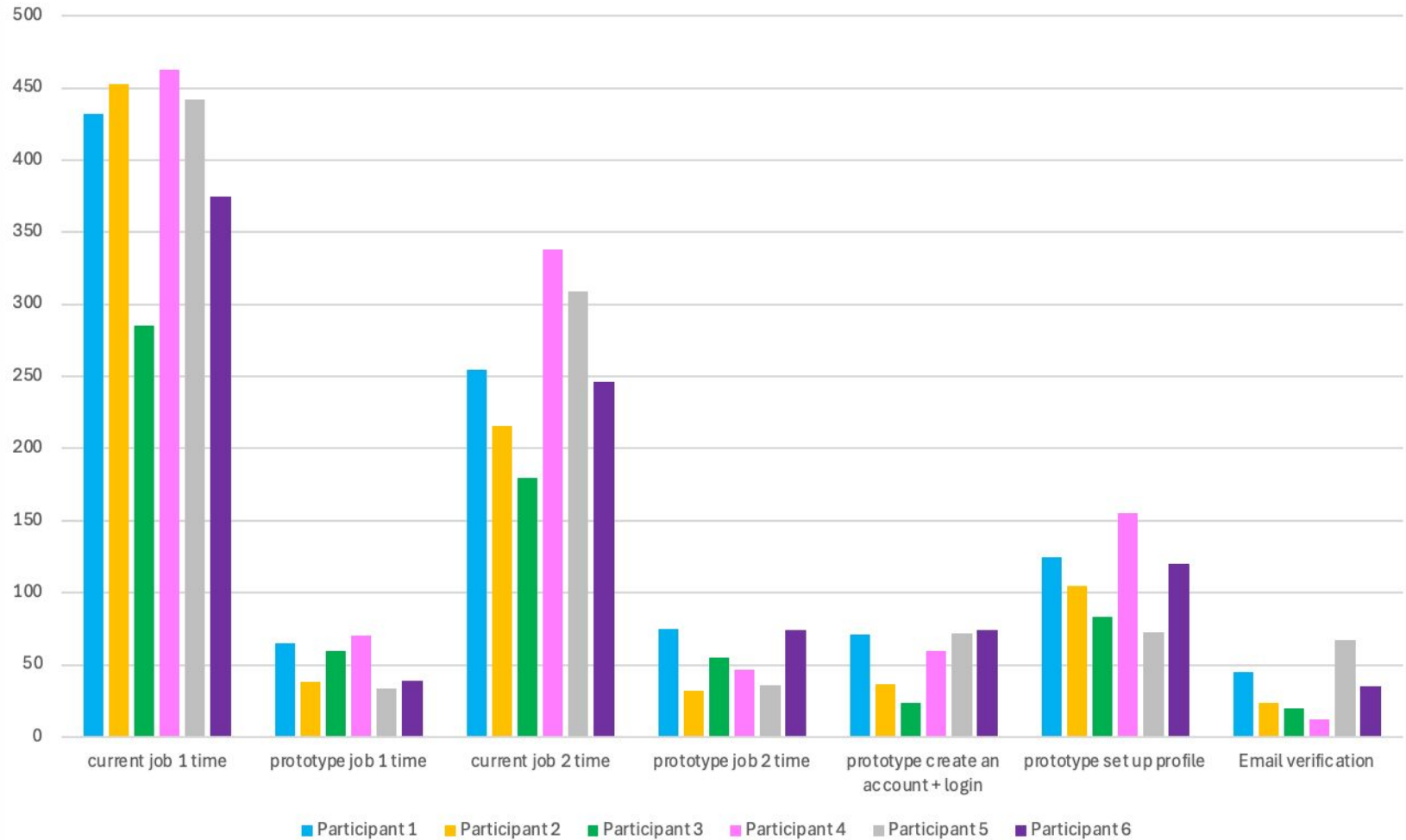| Task (current system)	Time	Desc
From job 1 description to create an account	81 secs	User already signed up before so had to change to a different email.
Verify email	12 secs	
Job 1 application with autofill	370 secs	Some questions needed intervention because the participant did not know the answer as the persona, which affected the time. Resume parsing is also not great.
Job 2 create account (no verification step) and application without autofill	338 secs	Some questions needed intervention because the participant did not know the answer as the persona, which affected the time. No resume parsing option. No work experience questions, so faster.

Example: Participant 4

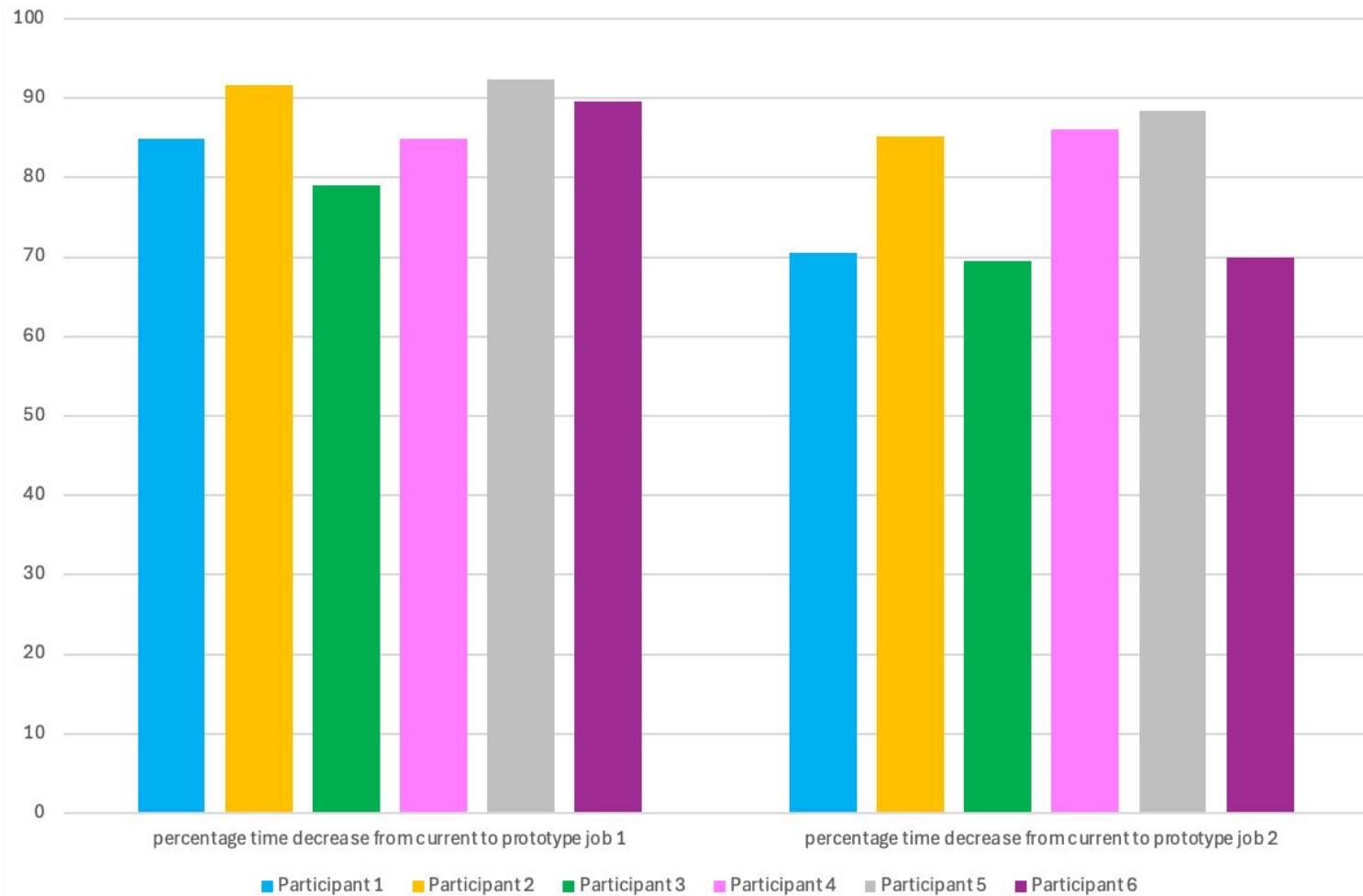| Task (proposed system)	Time	Desc
Create account	40 secs	Need to add on the verify email time duration from the previous set of tasks to account for email verification
Sign in to account	20 secs	Did some pausing because of technical difficulty with the text field
Set up profile	155 secs	Setting up the universal profile
Job 1 application with universal profile	70 secs	
Job 2 application with universal profile	47 secs	

Time Analysis

Participant #	Current job 1 time (s)	Prototype Job 1 Time (s)	Current job 2 time (s)	Prototype Job 2 Time (s)	Prototype create an account + login (s)	Prototype set up profile (s)	Email verification (s)	Percentage time change from current to prototype job 1	Percentage time change from current to prototype job 2	percentage time decrease from current to prototype job 1	percentage time decrease from current to prototype job 2
1	432	65	255	75	71	125	45	-84.95%	-70.59%	84.95%	70.59%
2	453	38	216	32	37	105	24	-91.61%	-85.19%	91.61%	85.19%
3	285	60	180	55	24	83	20	-78.95%	-69.44%	78.95%	69.44%
4	463	70	338	47	60	155	12	-84.88%	-86.09%	84.88%	86.09%
5	442	34	309	36	72	73	67	-92.31%	-88.35%	92.31%	88.35%
6	375	39	246	74	74	120	35	-89.6%	-69.92%	89.6%	69.92%

Time for applications

Our findings

- On average, the participants spend 408.3 seconds on the first job application using the current Workday system compared to 51 seconds using our prototype. There is an average of 87% decrease in the time required to apply for the first job.
- For the second job application, participants spend an average of 257.3 seconds on the current Workday system compared to 53.2 seconds when using the prototyped system.
- The average time saved by switching from the current Workday system to the prototype when applying for job 1 is 357.3 seconds and job 2 is 204.1 seconds.
- This means that there is a potential of users being able to apply to 5 more jobs within the same time frame when using the proposed system.

User feedback

Positive

- ALL six participants preferred our proposed system over the current Workday system.

Areas of Improvement

- Centralized job searching capabilities
- Handling of multiple resumes for different types of jobs

05
The
Future

What we did and what we can do moving forward

Threats/Limitations

- The scope of our targeted audience is currently enrolled college students who major in a Computer Science-adjacent field. The interviews and usability testing recruited those targeted audience from USC. This finding only limits to USC enrolled students who major in a Computer Science-adjacent field.
- Figma prototypes, although interactive, they might produce unrealistic results.
- Usability testing has a lot of intervention and gives the participant a persona instead of freely explore. This might fail to expose some faults in the treatment.
- Some user interviews/testing encountered technical difficulties, which might influence the accuracies of results.

Future Challenges/Improvements

- Technical Challenges
  - Multiple resume/profile creation (Ex: user has multiple resume for different roles/concentrations)
  - All companies that utilize Workday to have roles within Workday (scaling/privacy related issues)
  - Close to perfect resume parsing integration
- More participants within the study and more diverse group
- Combine more modes of user inspection/inquiry methods
- Would an increase in simplified workflows increase in overall competition? (Since everyone would be on the same playing field, would this increase competition/make job hunting harder or easier?)
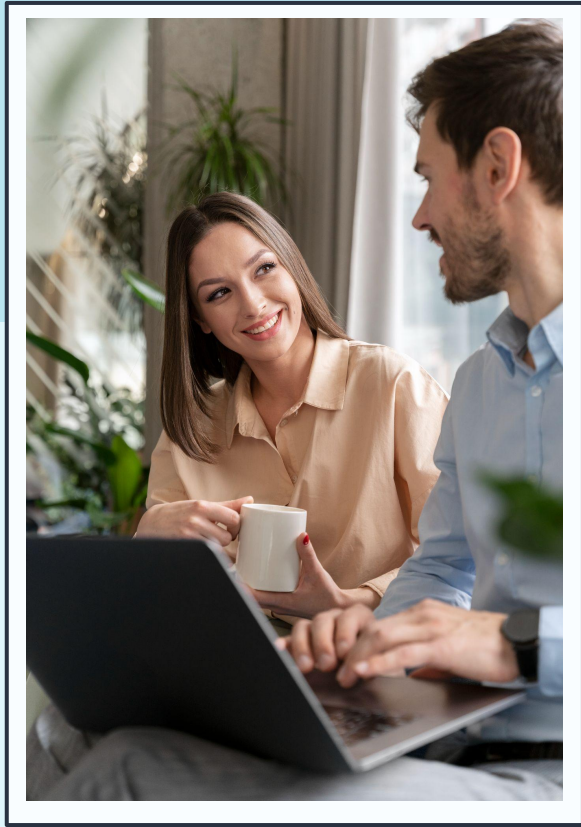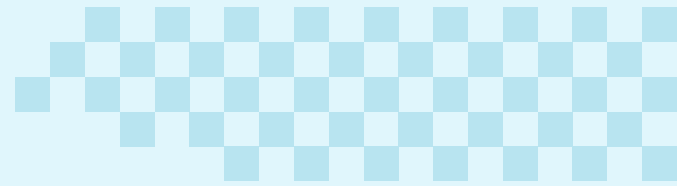
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Conclusion

Overall Sentiments

Overall

- Highlights the significant challenges faced by applicants using the current Workday system, including redundancy, inefficiencies, and frustration
- Our universal profile prototype delivers a transformative solution with a 87% reduction in time for Job 1 applications and a 79% reduction for Job 2, the system drastically cuts down the time and effort required.
- Addresses key factors influencing applicant behavior, such as ease of use, streamlined workflows, and reduced stress, empowering users to submit more applications in a competitive job market.
- The prototype empowers applicants to submit more applications during this competitive job market, aligning with applicant needs, ultimately establishing a more effective, user-friendly recruitment process for Workday users.

THANKS!

ANY QUESTIONS?

RESOURCES

Images

- https://www.google.com/url?sa=i&url=https%3A%2F%2Fkadence.com%2Fen-us%2Fan-introduction-to-data-collection-in-marketing-research%2F&psig=AOvVaw2hXdxdDndCdmSh-KXr4wYg&ust=1733987322247000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCLi09qSUn4oDFQAAAAAdAAAAABAE
- https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.shutterstock.com%2Fsearch%2Finterview-infographics&psig=AOvVaw2WOy6Y1hfyJwoo7AxfSjib&ust=1733991499962000&source=images&cd=vfe&opi=89978449&ved=0CBQQjRxqFwoTCNiXk_Kjn4oDFQAAAAAdAAAAABAE