

1. Research - job search websites

Sources:

- <https://dk.indeed.com/?from=gnav-jobsearch--jasx>
- <https://www.jobindex.dk/jobsoegning/koebenhavn>
- <https://dk.jooble.org/job-salgsassistent-butik/K%C3%B8benhavn>
- <https://findajob.dwp.gov.uk/search>

Findings:

Websites related to job searching are mostly focused on usability - their design is not complicated, color palettes are usually limited to three colors, typography also remains on the simple side with use of sans-serif fonts such as Arial or Helvetica. Main purpose of such websites is to make it easy for users to navigate through categories and find job offers they are looking for, therefore use of conventional design seems to win over complex structures and layouts.

Content is normally purely related to finding a job, there is a search engine with option of choosing a type of job and location, as well as other categories such as salary range, contract type, job type, date of when the offer was posted. In most cases there's also an option to sign up for e-mails about job offers that have just appeared on the website.

Examples:

Search bar - usually contains two questions - what (type of job you're looking for) and where (location).



hvad
Jobtitel, søgeord eller virksomhed

hvor
By eller område

Søg efter job

[Poster dit CV](#) - Det tager kun få sekunder

[Arbejdsgivere: Opslå et job](#) - Din nye medarbejder er her


Log ind ...eller tilmeld dig her  

Jobindex | 22.600 job i 15.068 jobannoncer

Din jobøgning ▾ Jobannoncer ▾ Virksomhedsprofiler ▾ Test dig selv ▾ Inspiration ▾ Vejledning ▾ For arbejdsgivere

Søg

▾ Flere søgemuligheder



Søg!

What?
for example job, company, skills

Where?
for example city, county or postcode

Search

[Advanced search](#)

Afstand:

op til 25 kilometer ▼

Jobtype

Fuldtid (604)

Fast (476)

Deltid (321)

Midlertidig (39)

Praktikplads (20)

+ mere »

Område

København (1122)

Albertslund kommune (184)

Frederiksberg (114)

Ballerup (55)

Greve (45)

+ mere »

Virksomhed

Københavns Kommune (165)

The Danish Stem Cell Center (123)

Netto ApS & Co.KG (114)

FØTEX (69)

Region Hovedstaden (58)

+ mere »

Titel

Butiksassistent under 18 år (50)

1. assistent (23)

Salgsassistent (15)

Souschef (13)

Filtrér din søgning

Område ^

- ☐ Storkøbenhavn (5426)
- ☐ Nordsjælland (1212)
- ☐ Region Sjælland (1422)
- ☐ Fyn (912)
- ☐ Region Nordjylland (1036)
- ☐ Region Midtjylland (2960)
- ☐ Syddjylland (1510)
- ☐ Bornholm (55)
- ☐ Skåne (2860)
- ☐ Grønland (178)
- ☐ Færøerne (4)
- ☐ Udlandet (549)
- ☐ Danmark (13398)

Kategori ^

- > Informationsteknologi (382)
- > Ingeniør og teknik (173)
- > Ledelse og personale (409)
- > Handel og service (300)
- > Industri og håndværk (95)
- > Salg og kommunikation (351)
- > Undervisning (253)
- > Kontor og økonomi (660)
- > Social og sundhed (293)
- > Øvrige stillinger (631)

Opslagsdato ▼

Med filtre

Opsætningsdato

For i dag

For de sidste 3 dage

For de sidste 7 dage

For alle dage

Løn

Hvilken som helst

På 11000 DKK

På 26000 DKK

På 52000 DKK

Øvrige

Jobtype

Alle

Fuld tid

Midlertidigt

Deltid

Praktik

Afstand indenfor

Dit område

8 km afstand

16 km afstand

24 km afstand

40 km afstand

80 km afstand

Search categories

Jobmail

Tilmeld dig vores jobmail og få besked om nye stillinger, som passer til dine søgekriterier fra flere end **4410** websider om job.

e-mail

Du kan til enhver tid afmelde vores jobmail.

Tilmeld dig nu

Det er gratis!

Be the first to see new **Medarbejder Søg** job i **København**

Min e-mail:

Aktiver

Når du opretter en Jobagent eller modtager anbefalede jobs, accepterer du vores **Vilkår**. Du kan ændre indstillingerne for dit samtykke når som helst ved at afmelde dig, eller som beskrevet nærmere i vores vilkår.

E-mail subscription

2. Digital communication targeted towards international audience

Sources:

- <https://international.kk.dk/>
- <https://studyindenmark.dk/>
- <http://studycph.dk/>

All these websites are targeted towards international audience - newcomers to Denmark, speaking more specifically. What do they have in common? They all cover variety of topic relevant to target audience - accommodation, working, finances, studies, transport, social network etc. Structure of information varies a lot, but it's still easy to navigate through each website, in most cases it's also possible to search it. On those websites it's probably possible to find an answer to all of the most common questions which can be bothering foreigners who have just came to new country.

3. Use of the findings

After doing research on job search websites and digital communication targeted towards international audience we were able to choose the most important conventions we want to implement in our solution.

- A) Structure and content of the job search page - we decided to stick to the traditional approach and keep things as simple as possible, in order to make use of the website more intuitive to the user. It's also important in terms of Gestalt principles - it's very likely that past experience of users will make it easier for them to navigate through the website when it follows common conventions. Our job search subpage contains typical search bar with two questions, after searching for the job more categories appear. Subscription for getting e-mails about new job offers is also available. Color palette is very simple and minimalistic, as well as typography.

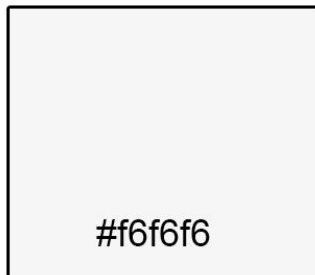
- B) Overall content of the website - to make the website as useful as possible, we want to cover the most common and troublesome topics for international students who have just moved to Denmark, which we chose basing on the insights we gained from research on digital communication targeted towards international audience. Therefore our website is supposed to contain information about finding a job, accommodation and making new friends.



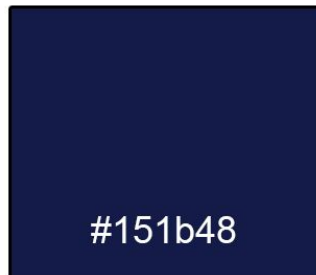
menu

hover link

COLOR SCHEME



#f6f6f6



#151b48

TYPOGRAPHY

~ Arial - body text

ICON AND BUTTONS



Sign up

Subscribe

PARAGRAPH STYLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas a euismod nibh, vel volutpat magna. Proin hendrerit diam sit amet dui varius, non lobortis justo tempus. Donec tincidunt est eu consequat euismod. Fusce non finibus mauris, vel porta tortor.

5. Microcopy and copy

Main goal of the website is to provide any needed information for international students and international citizens in regards to moving in and living in Denmark, ex. finding accommodation, getting a job and expanding their social network in Denmark. Our main focus of the prototype is “find a job” segment.

Microcopies in the website are used to lead users where to click to find wanted content, give information where it leads them by using simple self-explanatory phrases and what they gain, also providing examples and instructions for the inputs.

Sign in

Name

John Doe

Password

.....

Don't have an account? Sign up here!

SIGN IN

What?

for example job, company, skulls

Where?

for example city, area, postcode

Subscribe to get notifications with new job offers!

for example gmail@gmail.com

Find accommodation **Find a job** **Make friends** **Contact us**

Copy of the main page has an introduction, explaining the basic use of the website, what can they find here and what is the purpose of it, serving the idea of the site that it can help to find accommodation and a job, also providing more information about upcoming events motivating to go out and socialize.

The official Ministry of Higher Education and Science website is dedicated to inform international citizens about everything they need to know moving in to Denmark. You can find relevant information about living, working and doing business in the city.

Every week we write articles, providing needed tips and information about more unknown, but very much needed things, such as talking to your landowners, helping out with interview tips, announcing weekly events and so much more.

6. Think Aloud Test

We conducted a Think Aloud Test with 5 participants based on 5 different questions:

1. What do you think is the purpose of the website?

All of the participants found that the page was created to help people get around finding accommodation, a job and socialize. Out of 5, 3 participants noticed, that it was dedicated towards international students and citizens.

2. What is the purpose of the featured articles?

4 out of 5 found it hard to understand what is the connection between the articles, as one of them seems more important than the other (i. e. one article seems to be more about essential documentation you would need, the other just tips for an interview). But all of them agreed that it more or less to provide some kind of more generic information.

3. How to create an account?

3 out of 5 participants found the sign up link quickly by going to the sidebar with the log in form. Others had more trouble finding it, commenting that the link doesn't stand out and it's harder to read with such a small font.

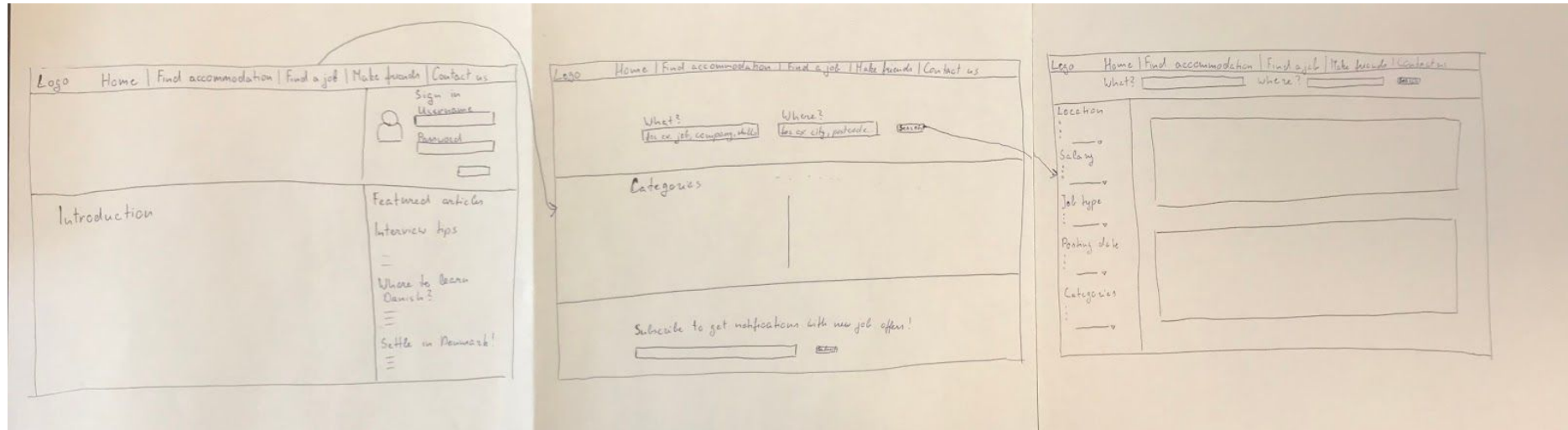
4. What can you do on the main page?

All of the participants got around the webpage and listed navigation bar with subpages, sign in form and the introduction where you can gain more basic information. Since the majority of the participants didn't understand the purpose of the articles, this was not mentioned.

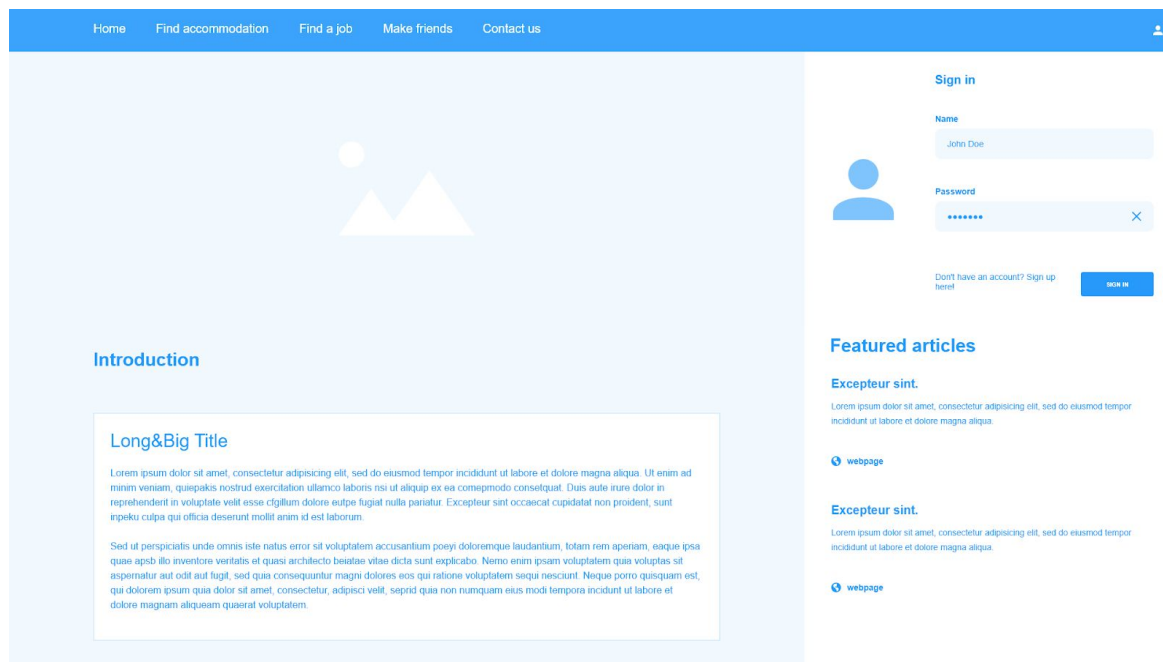
5. Where can you search for jobs?

All of the participants got it quickly, stating that it is in a very noticeable area in the main top navigation bar where they would usually search for it.

Based on the results, the goal of the webpage is clear. However, majority of the participants didn't understand the purpose of the "Featured Articles", and we think that a great way to fix that would be changing the title and adding a description to help understand the message. Some of the participants had trouble finding where to register, and the best way to highlight it is to have a separate button instead of a link, it would be easier to see that there is an option. Additionally, we got feedback that it would be nice to have an alternative path to navigate subpages, since there is no information if it's an actual job site or you would only get referenced to different job application webpages. In that case it would be good to make cards under the "Introduction" segment to add that kind of information and then leading them to the subpage.



7. Wireflow8. Lo-fi and hi-fi prototypes



What?

for example job, company, skills

Where?

for example city, area, postcode

SEARCH

Categories

Lorem ipsum
Lorem ipsum
Lorem ipsum
Lorem ipsum
Lorem ipsum
Lorem ipsum
Lorem ipsum
Lorem ipsum
Lorem ipsum
Lorem ipsum

Subscribe to get notifications with new job offers!

for example gmail@gmail.com

SUBSCRIBE

What?

for example job, company, skills

Where?

for example city, area, postcode

SEARCH

Location ↓

Salary ↓

Job type ↓

Posting date ↓

Category ↓

Jobs

Job title Company name

1h ago

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Job title Company name

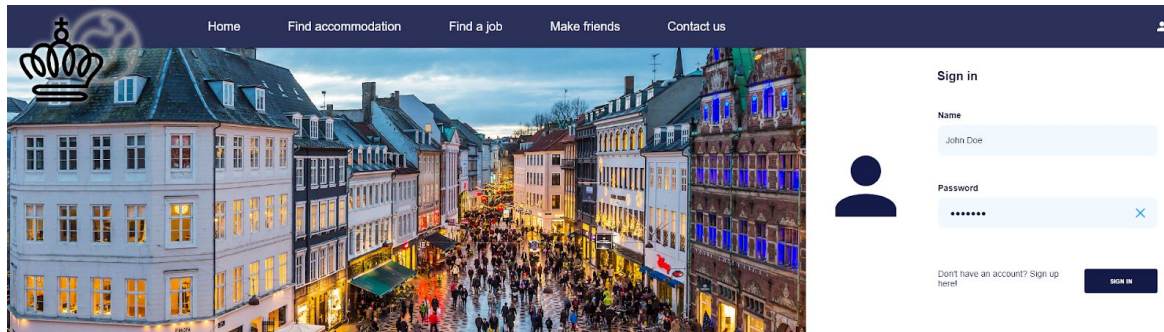
1h ago

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Job title Company name

1h ago

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut ero labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco portt laboris nisi ut aliquip ex ea commodo consequat.



Sign in

Name

John Doe

Password



Don't have an account? Sign up
here!

SIGN IN

Featured articles

Settle in Denmark!

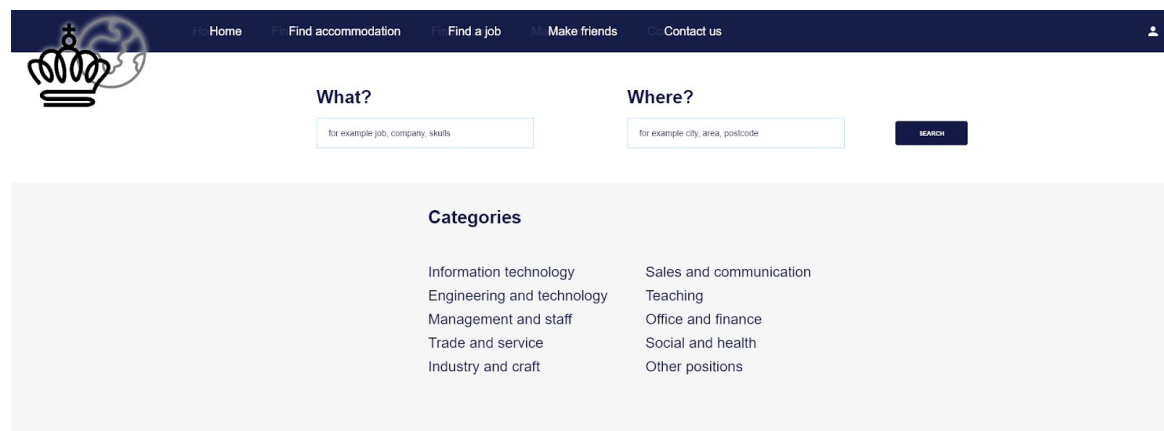
Moving in to a new country can be stressful and exciting, but the most important part is to learn what you need to do before and after you completely settle.

🌐 [webpage](#)

Interview tips.

Finding a job without any knowledge of Danish language can be quite challenging. We have collected some articles that will help you bypass the stress and teach you what you need to know before going to a job interview.

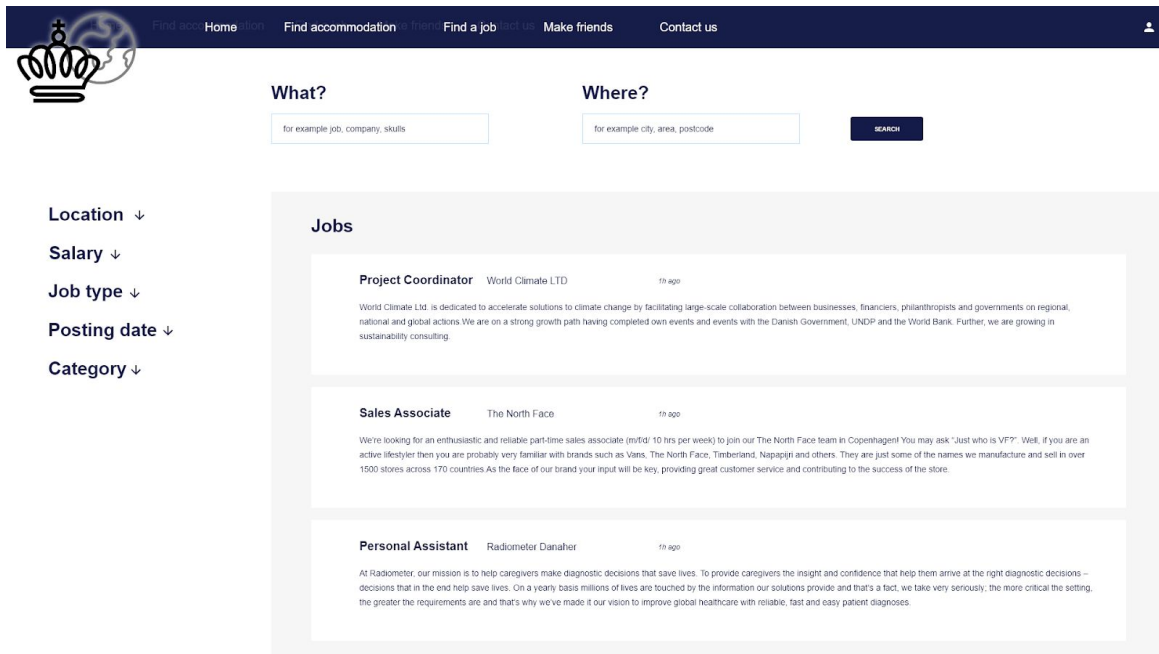
🌐 [webpage](#)



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<https://xd.adobe.com/view/265aa51f-a830-4ece-4470-80d7015744c0-506b/>