

# OUTLINE OF TEST SESSION/ PLAN

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INF 385 P - Usability

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## SCOPE

To understand common tasks, such as applying for jobs through customized searches and searching for companies, that users' execute on *Indeed*. Additionally, learn about any pain points users are facing during their process, and what changes can be made to enhance their experience.

## PARTICIPANT FOCUS GROUP

For this research project, these are the following criteria we will follow to screen the focus group:

- Current or recent graduates
- Graduate students less than 35 years of age
- Prefer using a laptop/ desktop
- Individuals looking for jobs apart from UX/ HCI

## USER FLOWS TESTED

Below we outline two flows, and the sequence of tasks that could possibly capture these flows.

### 1. Applying for a job

For this task, we will present a scenario for the participant in which they are asked to search for a preferred job role/company/location, fill in personal information, upload their resume, and, ultimately apply for the job. We are also considering advanced search filters as a part of this flow.

Below is the flow which will help us capture the success of the above task:

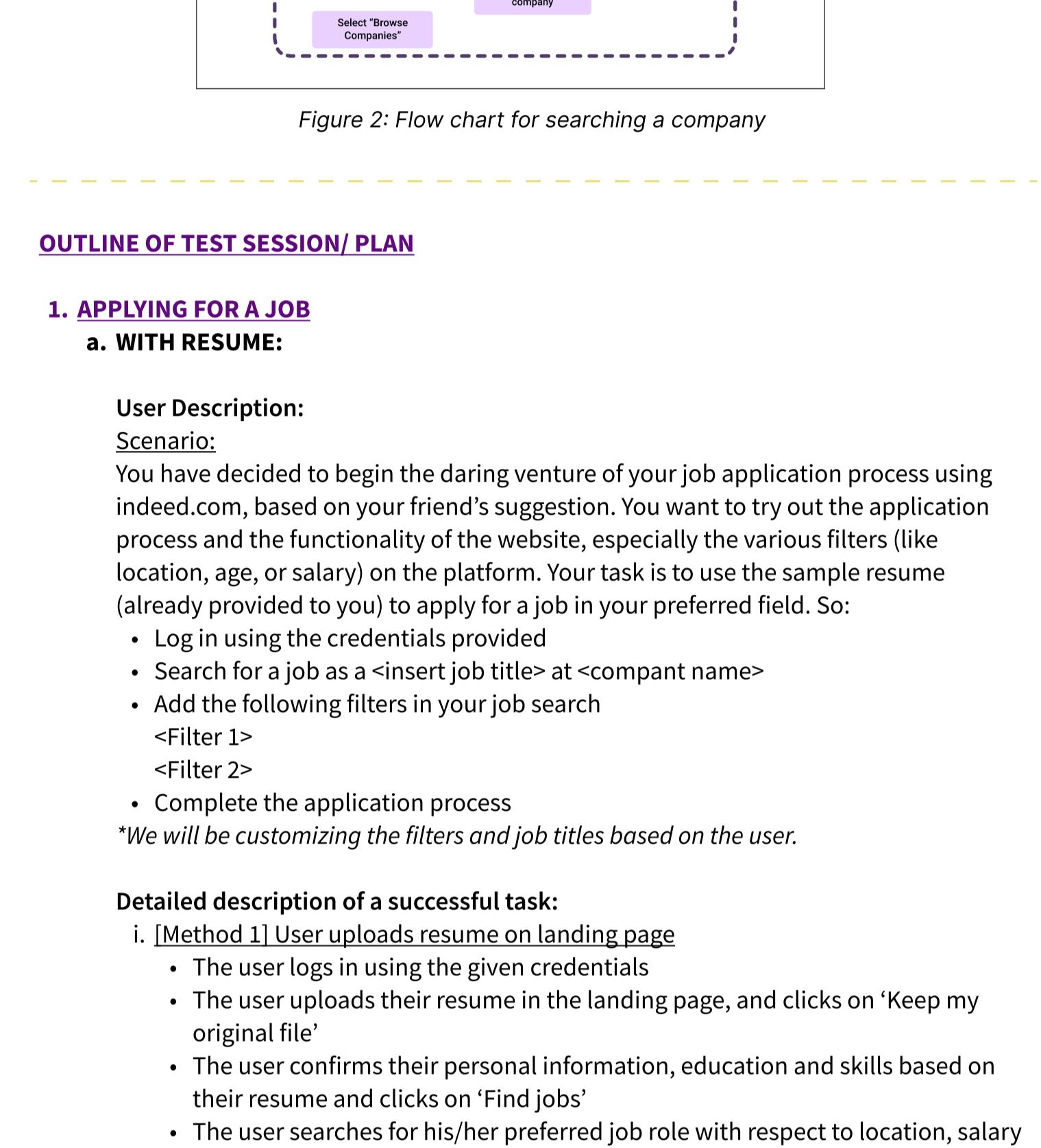


Figure 1: Flow chart for applying for a job on *Indeed* using advanced job filters

### 2. Search for a company

For this task, we will present a scenario for the participant in which they are asked to search for a company to understand more about the company, the job openings, salaries, benefits, and reviews.

Below is the flow which will help us capture the success of the above task:

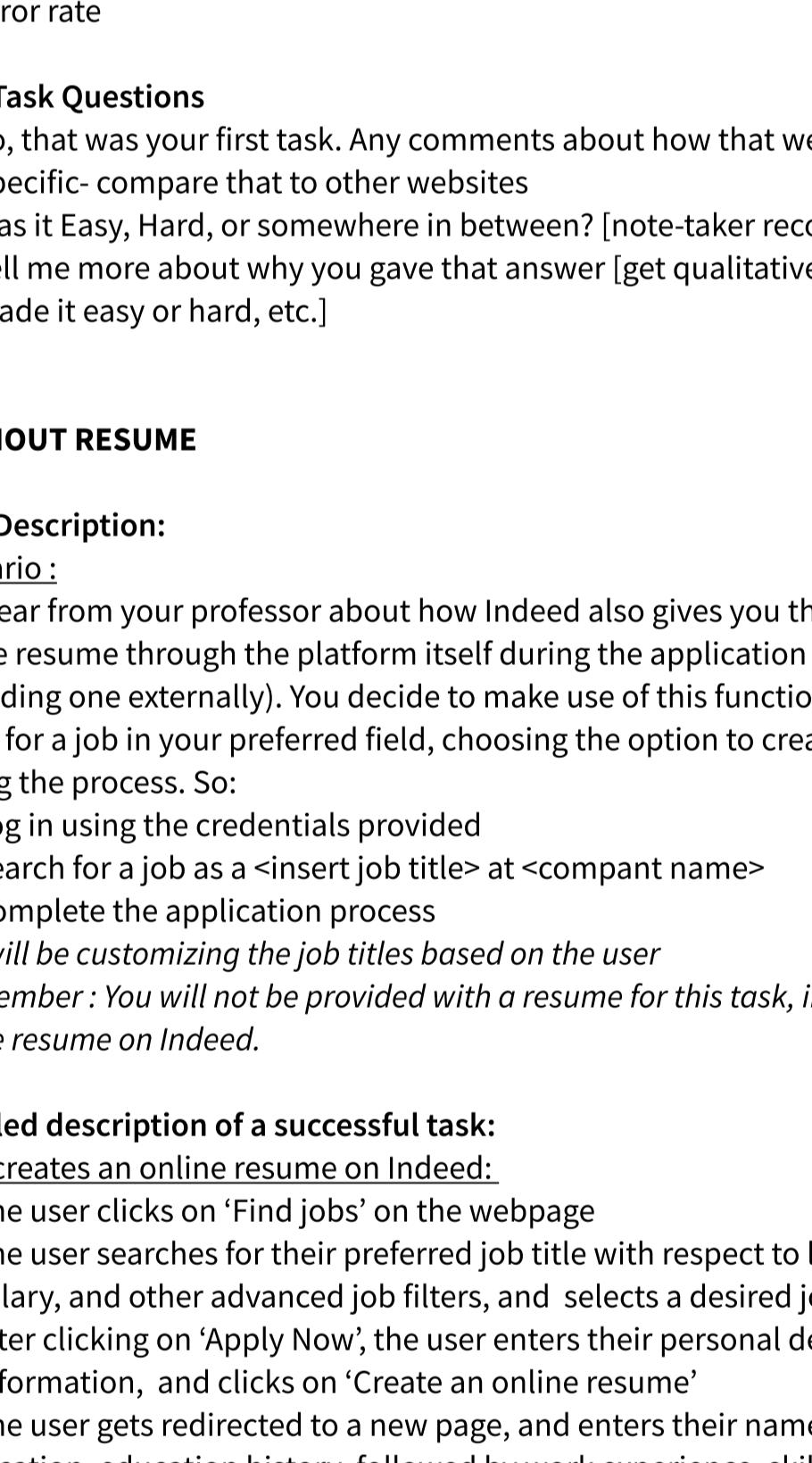


Figure 2: Flow chart for searching a company

## OUTLINE OF TEST SESSION/ PLAN

### 1. APPLYING FOR A JOB

#### a. WITH RESUME:

##### User Description:

##### Scenario:

You have decided to begin the daring venture of your job application process using *Indeed.com*, based on your friend's suggestion. You want to try out the application process and the functionality of the website, especially the various filters (like location, age, or salary) on the platform. Your task is to use the sample resume (already provided to you) to apply for a job in your preferred field. So:

- Log in using the credentials provided
- Search for a job as a <insert job title> at <company name>
- Add the following filters in your job search
  - <Filter 1>
  - <Filter 2>
- Complete the application process

\*We will be customizing the filters and job titles based on the user.

##### Detailed description of a successful task:

###### i. [Method 1] User uploads resume on landing page:

- The user logs in using the given credentials
- The user uploads their resume in the landing page, and clicks on 'Keep my original file'

• The user confirms their personal information, education and skills based on their resume and clicks on 'Find jobs'

• The user searches for his/her preferred job role with respect to location, salary and other advanced job filters and selects a desired job opening

• After clicking on 'Apply Now', the user confirms their contact information, followed by selecting a resume, answering employer questions, and finishing by submitting supporting document

• Once the user reviews their application and clicks on 'Submit', the application process is complete and the confirmation page pops up

###### ii. [Method 2] User starts with 'Find jobs':

- The user logs in using the given credentials and clicks on 'Find jobs' on the landing page

• The user searches for their preferred job title with respect to skillset, salary, and other advanced job filters, and selects a desired job opening

• After clicking on 'Apply Now', the user enters their personal details, contact information, and uploads a resume

• Further the user fills in relevant job experience and finishes by submitting supporting documents

• Finally, the user reviews the application and clicks on 'Submit'. The application process is complete and the confirmation page pops up.

**Time:** 10 minutes

**Machine required:** Basic PC, working internet

**Metrics for benchmarking:**

- i. Success rate - partial/complete/abandoned

- ii. Time on task

- iii. Error rate

##### Post Task Questions:

- i. So, that was your first task. Any comments about how that went for you?

Specific- compare that to other websites

- ii. Was it Easy, Hard, or somewhere in between? [note-taker records verbal response]

iii. Tell me more about why you gave that answer [get qualitative insight re: what made it easy or hard, etc.]

#### b. WITHOUT RESUME

##### User Description:

##### Scenario:

You hear from your professor about how *Indeed* also gives you the option to create an online resume through the platform itself during the application process (instead of uploading one externally). You decide to make use of this functionality. Your task is to apply for a job in your preferred field, choosing the option to create an online resume during the process. So:

- i. Log in using the credentials provided

- ii. Search for a job as a <insert job title> at <company name>

- iii. Complete the application process

\*We will be customizing the job titles based on the user.

##### Detailed description of a successful task:

###### User creates an online resume on *Indeed*:

- The user clicks on 'Find jobs' on the webpage

• The user searches for their preferred job title with respect to location, skillset, salary, and other advanced job filters, and selects a desired job opening

• After clicking on 'Apply Now', the user enters their personal details, contact information, and clicks on 'Create an online resume'

• The user gets redirected to a new page, and enters their name, phone number, location, education history, followed by work experience, skillset and resume privacy

• *Indeed* creates a resume for the user at this stage, and the user can edit this resume further if required

• Further the user answers employer questions, fills in relevant job experience and finishes by submitting supporting documents

• Finally, the user reviews the application and clicks on 'Submit'. The application process is complete and the confirmation page pops up.

**Time:** 10 minutes

**Machine required:** Basic PC, working internet

**Metrics for benchmarking:**

- i. Success rate - partial/complete/abandoned

- ii. Time on task

- iii. Error rate

##### Post-task questions:

- i. Why did you choose that route?

Specific- compare that to other websites

- ii. Was it Easy, Hard, or somewhere in between? [note-taker records verbal response]

iii. Tell me more about why you gave that answer [get qualitative insight re: what made it easy or hard, etc.]

#### a. SEARCH FOR A COMPANY X

##### User Description:

##### Scenario:

You have always wanted to work in company X ever since you were a child. However, now that you are aware of the importance of including the company culture as one of the factors in your job search, you want to carry out that search.

Your task is to search for company X and reach the company page.

\*Since there are three ways to get to a company page, we will first observe what way the users will choose first, and then point them towards other ways, in case needed.

##### Detailed Description of a Successful Task:

###### i. [Method 1] Search for Company X:

- Go to 'Company reviews'

• Type in the company name in the input field

• Click the search button

• Select the company, to go to the company page::

###### ii. [Method 2] Searching for Company X:

- On 'Find jobs' page, type in the company name in 'what- job title, keywords, company' search box

• Click on 'about' under the company name

• Click on company name under job title

###### iii. [Method 3] Searching for Company X:

• Go to the footer

• Click on 'Browse Companies'

• Select the initial alphabet of the company

• Scroll/ navigate to the following pages to find the company

• Click on the company name

**Time:** 3 minutes

**Machine Required:** Basic PC, working internet

**Metrics for benchmarking:**

- i. Success rate - partial/complete/abandoned

- ii. Time on tasks

- iii. Error rate

##### Post-task questions:

- i. Why did you choose that route?

Specific- compare that to other websites

- ii. Was it Easy, Hard, or somewhere in between? [note-taker records verbal response]

iii. Tell me more about why you gave that answer [get qualitative insight re: what made it easy or hard, etc.]

#### b. ALTERNATE WAYS OF SEARCHING FOR A COMPANY

##### User Description:

Great work! Can you find other ways of searching the company on the website?

**Time:** 5 minutes

**Machine Required:** Basic PC, working internet

**Metrics for benchmarking:**

- i. Success rate - partial/complete/abandoned

- ii. Time on task

- iii. Error rate

##### Post-task question:

Now that you know both the methods, which one do you prefer

Which is the easiest?