

Talent Fusion

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TABLE CONTENTS

1. Problem Statement & Solution
2. Product Objectives
3. Style Guide
4. Audience
5. User Segmentation
6. User needs
7. Personas
8. UX research methods you applied for your project
9. Information Architecture
10. Error Handling
11. Card Sorting
12. Planes
13. Usability Testing
14. Use Cases

PROBLEMS

Many individuals struggle with finding career direction and navigating the job market, and traditional career guidance resources are often impersonal and not tailored to individual needs.

SOLUTIONS

Talent Fusion provides personalized mentorship and guidance from experts who have lived similar career journeys, as well as a customized matching system to connect users with mentors who share their background and experience.

Product Objectives

01 Personalized career guidance

Provide personalized mentorship and guidance to users based on their career goals and aspirations.

03 Mentorship

Personalized mentorship and guidance should be provided to users based on their career goals and aspirations.

05 Continuous improvement:

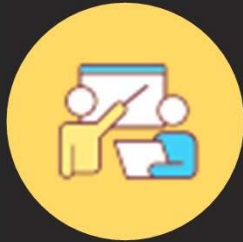
The website should be continuously improved based on user feedback, with new features and functionalities added over time to meet the evolving needs of users.

02 User-friendly platform

Platform must be user friendly to use and simple to understand its working.

04 Regular Check-Ins **PLAN**

The website should encourage regular check-ins between mentors and users to ensure that they are making progress towards their career goals.



Personalized Guidance And Mentorship

Many individuals may feel lost or unsure about their career path, and may need guidance that is tailored to their specific needs and goals.



Access to expertise And Experience

Users may be seeking advice from individuals who have extensive experience and expertise in their chosen field.



Customized Mentor Matching

Users may also value the ability to connect with mentors who share their background and experience, as this can help build trust and facilitate more effective communication.



Ongoing Feedback And Support

Users may need ongoing feedback and support as they navigate their career path, helping them stay motivated and make progress towards their goals.



Community And Networking

Many users may value the opportunity to connect with a community of individuals who share similar interests and career goals.



Flexibility And Convenience

Users may have busy schedules or other commitments that make it difficult to attend traditional in-person mentorship programs. Talent Fusion's mentorship system is flexible and can be accessed online from anywhere.

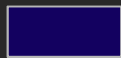


Flexibility And Convenience

Users may have busy schedules or other commitments that make it difficult to attend traditional in-person mentorship programs. Talent Fusion's mentorship system is flexible and can be accessed online from anywhere.

Style Guide

Primary Colors



#CA6FFF

#

Secondary Color



#fe9d67ff

Notification Color



#ff0000ff

Information Color



#00ff00ff

Style Guide

Typography:

Text:

- Poppins 13 Regular

Buttons:

- Primary: Poppins 16 Medium
Background Color : Dark Blue #130160

Heading:

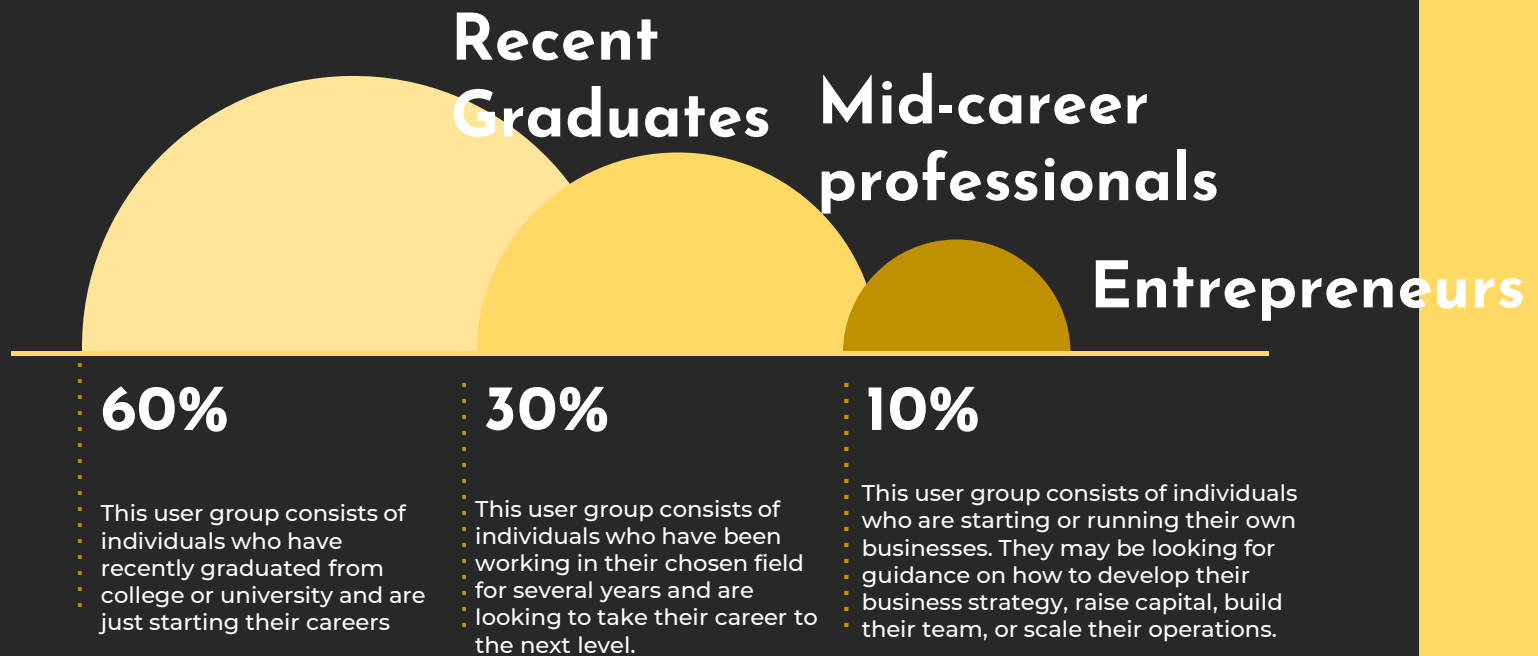
- Primary: Poppins 16 Semi-bold
- Secondary: Poppins 14 Semi-bol

AUDIENCE

- Target Fusion is primarily targeted toward individuals who are seeking career guidance and mentorship. The audience for this application is individuals who are struggling to find their career direction and navigate the job market. This could include recent graduates, early-career professionals, and individuals looking to make a career change.
- This application is particularly useful for those who feel lost or overwhelmed in their job search, or those who feel that traditional career guidance resources are not meeting their needs.
- Overall, the application would appeal to individuals who are seeking personalized and tailored support in their career journey, and who value the insights and experiences of others who have been in similar positions.



USER SEGMENTATION



USER NEEDS



Personalized
guidance and
mentorship



Access to
expertise



Customized
mentor
matching



Ongoing
feedback
and support



Community
and
networking



Flexibility and
convenience

Personas



Profile

Gender: Male
Age: 35
Address: Milan, Italy
Marital Status: Single

John Smith

(Engineer)

"I want to turn my passion for technology into a fulfilling career, I just need some guidance on how to get there." ✓

Bio:

John has been working as an engineer for the past 10 years but has always had an interest in technology and wants to make a career change.

Pain Points:

Uncertainty about making a career change, lacking the necessary skills and experience to break into the tech industry, and feeling overwhelmed with the job search process.

Goals:

To make a successful transition into the tech industry and secure a job in a company he is passionate about.

Personas



Profile

Gender: Female

Age: 28

Address: London, United Kingdom

Marital Status: Engaged

Rachel Cooper

(Graphic Designer)

"I want to be the best graphic designer I can be and secure new opportunities, I just need some guidance on how to get there." ✓

Bio: Rachel has been working as a graphic designer for the past 5 years and is looking to take her career to the next level.

Pain Points: Feeling limited in her current job, lacking opportunities for professional development, and unsure of how to navigate office politics.

Goals: To enhance her skills, grow in her career, and secure new job opportunities in her field.

Personas



Profile

Gender: Male

Age: 40

Address: Ohio, Usa

Martial Status: Married

Michael Johnson

(Engineer)

"I just want to find a way to hire the right people, quickly and efficiently, so I can focus on growing my business." ✓

Bio:

A 40-year-old business owner who is looking to expand his company and hire new employees. He is busy running his business and struggles to find the time to vet job applicants and review resumes.

Pain Points:

Feeling like he is wasting his time reviewing unqualified applicants

Goals:

Find a reliable and efficient way to hire new employees.

Personas



Amy Lee

(Job Seeker)

"I just want to find a job that recognizes my skills and allows me to build a future in this country."

Profile

Gender: Female

Age: 27

Address: Austin, Usa

Marital Status: Single

Bio:

A 27-year-old recent immigrant who is struggling to find a job in her field of study. She has a degree in computer science and is looking for a job in the technology industry.

Pain Points:

Feeling like she is not being considered for jobs due to her lack of local experience.

Goals:

To find a job that will allow her to use her skills and integrate into her new country.

Personas



Profile

Gender: Female

Age: 19

Address: Boston, MA

Marital Status: Single

Sarah Rodreiz

(Job seeker)

"I just want to find a job that I'm passionate about and can grow in. I just need a little help getting there."



Bio:

Sarah recently graduated with a degree in Marketing and is eager to start her career

Pain Points:

Feeling overwhelmed with the job search process, unsure of how to make herself a competitive candidate, and lacking connections in the industry.

Goals:

To secure a job in the marketing field and gain valuable experience in the industry.

Personas



David Brown

(Retired, looking for Part-time job)

"I just want to find a job that allows me to use my skills, make a difference, and enjoy my retirement."

Profile

Gender: Male

Age: 55

Address: California, Usa

Martial Status: Marrried

Bio:

A 55-year-old retiree who is looking for a part-time job to supplement his income and stay active. He has a background in finance and accounting and is interested in using his skills to help small businesses.

Pain Points:

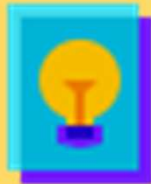
Feeling like his skills and experience are not valued in today's job market.

Goals:

To find a job that provides both financial and personal fulfillment.

Research Methods

Concept Testing



User Interview



Research Method - Concept Testing

We performed this to get customer input on our design when it was still in its early phases.

It assisted us in writing out the requirements necessary to continue with the prototype.

It enabled us to learn whether clients were engaged with the concept and would be interested in using the product.

The concept was put into practice, and feedback was recorded.

After speaking with several people, we were able to determine what functions were absolutely necessary.



Research Method - **User Interview**

Individual conversations with users provided insight into how each user operates. They make it possible for us to learn in-depth details regarding a user's views, experiences, and needs.

Few interviews were conducted online and few were conducted in person.

All the interviews were scheduled one on one with the random target audience of our application.



Questions Asked in User Interview

1. How easy was it to navigate and use the application?
2. Were you able to find a mentor that matched your needs and background?
3. How satisfied were you with the personalized mentorship and guidance you received?
4. Was the mentor responsive and helpful?
5. Did the mentorship help you in making informed career decisions?



Important conclusions from Interview

More detailed information or study guides for the skill set needs to be improved

Core technical mock interview round for better preparation for the interview

Participants expects deals and promotions as well as referral option with some benefit at least for frequent users

Information Architecture

Bottom-Up
Approach

Identifying
Personas

Identifying
actual need
of target
audience

Then building
the
application
step by step
by performing
testing

Error Handling

- Sign Up

User must enter their Name, Email as well as Password in order to register successfully, other he/she will not be able to register.

- Sign In

The user is required to enter User_ID as well as Password in order login into the application otherwise the application will throw an error message restricting access to the app.

Card Sorting

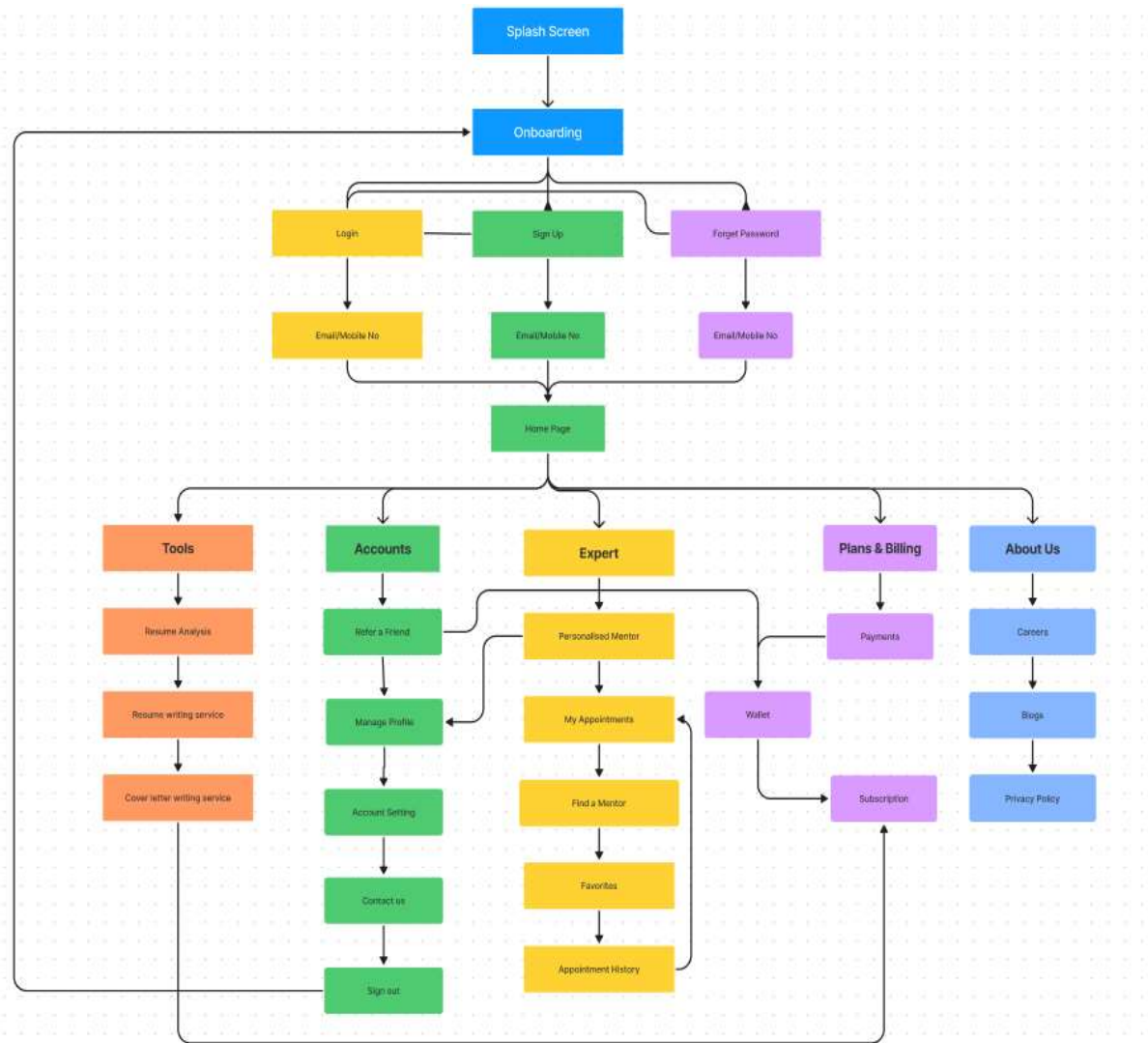
Closed Card Sorting

Closed card sorting is a version where users are required to arrange the individual cards into these specified categories using a predetermined set of categories. How consumers conceptualize a set is not revealed by closed card sorting.

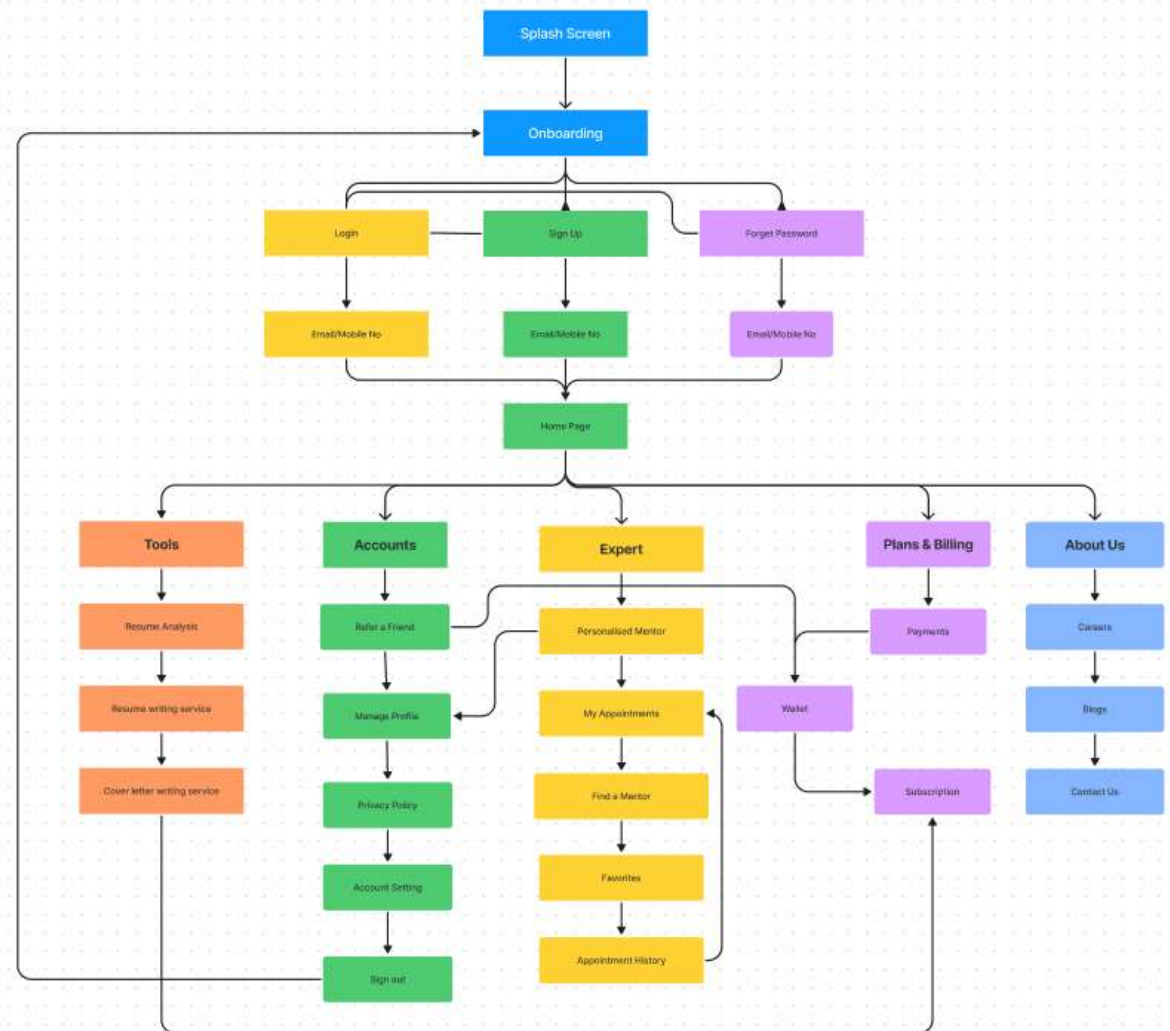
Open Card Sorting

Participants must group concepts from your website's elements into categories that make sense to them, and they must give each category a name that they believe appropriately defines the topics it contains.

Closed Card Sorting



Open Card Sorting

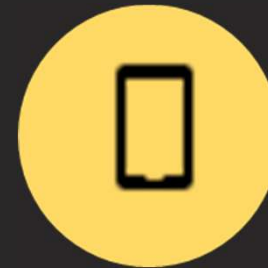


Planes



Strategy Plane

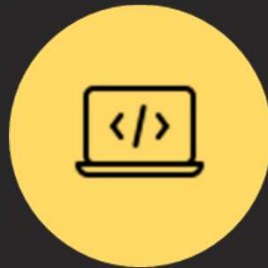
Analyzed target audience took into account user demands and the product's goals



Surface Plane

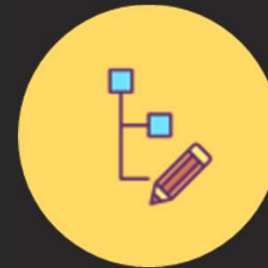
Designed a series of image-heavy pages. The finished product will provide customers with an immersive experience, such as bringing users to the meeting confirmation page, using this prototype.

Planes



Skeleton Plane

The conceptual architecture of the website is described by this plane. The evolution of the interface, navigation, and information design is evident when using this plane.



Structure Plane

The structure plane aids in defining the nature of the finished product. This plane contributes in the establishment of the site's structure.

Usability Testing

- Usability testing is a method of evaluating the effectiveness, efficiency, and satisfaction of a product or system, such as a website, software application, or physical device, by testing it with representative users.
- The primary objective of usability testing is to identify any usability issues or problems that users may encounter when interacting with the product or system, and to gather feedback that can be used to improve the design.

Usability Testing Objective

- **Identify usability problems:** Usability testing helps identify any difficulties users may have in interacting with a product, such as confusion over the purpose of a feature or difficulty finding information.
- **Measure user satisfaction:** By gathering feedback from users during testing, usability testing can measure user satisfaction with the product and identify areas where improvements can be made.
- **Test usability hypotheses:** Usability testing can be used to validate or refute hypotheses about the usability of a product or specific features.
- **Compare against competitors:** Usability testing can provide insights into how a product compares to similar products on the market and identify areas where it can be improved to gain a competitive advantage.

Usability Testing Task

- Task 1

- Creating User Account

- Opening the app and completing the steps necessary to establish a new account are the requirements for the completion of this task.

- Task 2

- Finding Mentor

- Opening the app and navigating through the workflow to find the personalized mentor who shares a similar background

- Task 3

- Finding Suitable Jobs

- Opening the app and navigating through the workflow to find the jobs recommended based on the profile and area of interest

Use Cases

Basic Flow Use Cases

Use Case 1:

Career Changer

Actor

Employee (Jane, a marketing manager who wants to transition into a career in sustainability.)

Basic Flow

Jane visits Fixxer's website and creates an account. She searches for an expert in the sustainability field. Jane schedules a video consultation with an expert in the field. During the consultation, the expert helps Jane identify transferable skills and provides guidance on how to make the transition. The expert also provides resources and connections to help Jane find job opportunities in the sustainability field. Jane uses the guidance and connections from the consultation to successfully transition into a new career in sustainability.

Basic Flow Use Cases

Use Case 2:

Recent Graduate

Actor

Student (John, a recent college graduate who wants to start a career in tech.)

Basic Flow

John creates an account on Fixxer's website and searches for an expert in the tech industry. He schedules a video consultation with an expert in the tech industry.

During the consultation, the expert provides guidance on job search strategies, resume and cover letter writing, and interview techniques. The expert also recommends courses and training to help John build the skills necessary to succeed in the tech industry. John uses the guidance and resources from the consultation to successfully land a job in the tech industry.

Basic Flow Use Cases

Use Case 3:

Professional Seeking Advancement

Actor

Student (Alex, a software developer who wants to move into a management role.)

Basic Flow

Alex creates an account on Fixxer's website and searches for an expert in software development management. He schedules a video consultation with an expert in software development management.

During the consultation, the expert provides guidance on how to build leadership and management skills and how to navigate the hiring process for management roles.

The expert also provides connections to job opportunities in management roles in the software development industry. Alex uses the guidance and connections from the consultation to successfully transition into a management role.

Middle weight Use cases

Use Case 1 - Career Changer Seeking Mentorship

Actor - Employee

Sarah is a marketing professional who is unhappy with her current job and wants to transition to a career in software engineering. She visits the Fixxer platform to find an expert in software engineering who can provide her with personalized guidance and mentorship.

Alternative Flow 1 - Sarah is not able to find an expert in software engineering who meets her requirements. She expands her search to related fields such as computer science or web development.

Alternative Flow 2 - Sarah schedules a video consultation with an expert in software engineering, but due to technical difficulties, the consultation is rescheduled for a later time.

Alternative Flow 3 -The expert Sarah scheduled a consultation with is unavailable. Fixxer automatically suggests a list of alternate experts who can provide similar guidance.

Middle weight Use cases

Use Case 2 - Recent Graduate Seeking Job Opportunities

Actor - Student

John is a recent college graduate who is struggling to find a job in his field of study, which is environmental science. He visits the Fixxer platform to get advice from experts on how to stand out in his job search and get noticed by employers in his field.

Alternative Flow 1 - John schedules a consultation with an expert, but due to technical difficulties, the consultation is rescheduled for a later time.

Alternative Flow 2 - The expert John scheduled a consultation with is unavailable. Fixxer automatically suggests a list of alternate experts who can provide similar guidance.

Alternative Flow 3 - John receives conflicting advice from different experts. Fixxer allows him to leave feedback on the quality of the advice he received, which helps the platform to recommend better experts in the future.

Middle weight Use cases

Use Case 3 - Professional Seeking Skill Development

Actor - Employee

Maria is a working professional in the finance industry who wants to develop her skills in data analysis. She visits the Fixxer platform to find an expert in data analysis who can provide her with personalized guidance and support.

Alternative Flow 1 - Maria schedules a consultation with an expert, but due to technical difficulties, the consultation is rescheduled for a later time.

Alternative Flow 2 - The expert Maria scheduled a consultation with is unavailable. Fixxer automatically suggests a list of alternate experts who can provide similar guidance.

Alternative Flow 3 - Maria is not satisfied with the guidance she received. Fixxer allows her to provide feedback on the quality of the advice she received, which helps the platform to recommend better experts in the future.

Middle weight Use cases

Use Case 4 - Job Seeker Looking for Career Guidance

Actor - Employee

Tom is a job seeker who is struggling to find job opportunities in his field of interest, which is graphic design. He visits the Fixxer platform to get advice from experts on how to find job opportunities and build his portfolio.

Alternative Flow 1 - Tom schedules a consultation with an expert, but due to technical difficulties, the consultation is rescheduled for a later time.

Alternative Flow 2 - The expert Tom scheduled a consultation with is unavailable. Fixxer automatically suggests a list of alternate experts who can provide similar guidance.

Alternative Flow 3 - Tom receives conflicting advice from different experts. Fixxer allows him to leave feedback on the quality of the advice he received, which helps the platform to recommend better experts in the future.

Heavy weight Use cases

Use Case 1 - Career Transition

Actor - Working Professional

Use Case Overview

John is a marketing professional who wants to transition into the tech industry. He turns to Fixxer for guidance on how to make this transition successfully.

Subject Area - Career Mentorship Platform

Trigger - John requests a video consultation with a tech industry expert on Fixxer.

Precondition 1 - John has already signed up for a Fixxer account and provided his background and career goals.

Precondition 2 - Fixxer has a pool of experienced mentors and experts in the tech industry.

Alternative Flow A: Landing on a desired job successfully

Description

John has created a Fixxer account, he gets personalized suggestions regarding his carrier. John follows the advice and e up getting the desired job

A1 - The expert reviews John's background and career goals.

A2 - The expert provides John with a personalized career plan and recommends online courses and networking events to help him build the skills and connections he needs to succeed.

A3 - John follows the expert's recommendations and starts to build his network in the tech industry.

Termination outcome

John transitions successfully into a job in the tech industry.

Alternative flow B: The expert recommends joining the internship

Description

John books an appointment with an advisor. The advisor analyses John's background and suggest to join the internship.

B1 - The expert reviews John's background and career goals.

B2 - The expert advises John that he needs to gain more experience in the tech industry before transitioning into a new job.

B3 - The expert recommends that John look for an internship or part-time job in the tech industry and continue building his skills and network.

Termination outcome

John follows the expert's advice and gains valuable experience in the tech industry.

Alternative flow C: The expert suggests taking courses to gain the necessary skills

Description

The expert suggests John that he needs to improve the skills required to work in a tech industry.

C1 - The expert advises John that his current skills are not a good match for the tech industry.

C2 - The expert recommends that John consider taking courses to gain the necessary skills and experience.

C3 - John follows the expert's advice and takes courses to build his skills.

Termination outcome

John successfully transitions into a job in the tech industry

Heavy weight Use cases

Use Case 2 - Sarah's Job Search

Actor - College Graduate

Use Case Overview

Sarah is a recent college graduate who is looking for her first job. She turns to Fixxer for guidance on how to find the right job for her.

Subject Area - Career Mentorship Platform

Trigger - Sarah requests a video consultation with a job search expert on Fixxer.

Precondition 1 - Sarah has already signed up for a Fixxer account and provided her background and career goals.

Precondition 2 - Fixxer has a pool of experienced career coaches and job search experts.

Alternative Flow A: The expert suggests Sarah with job search strategies

Description

The expert provides Sarah with the required job search strategies as well as websites that are important to look for a job

A1 - The expert reviews Sarah's background and career goals.

A2 - The expert helps Sarah create a strong resume and cover letter.

A3 - The expert provides Sarah with job search strategies and recommends job search websites and networking events.

Termination outcome

Sarah follows the expert's recommendations and lands a job that is a good match for her skills and career goals.

Alternative flow B: The expert advised to continue further education

Description

The advisor suggest Sarah to either continue with the higher studies to gain more knowledge or gain more experience.

B1 - Sarah finds an expert who offers a free 10-minute consultation.

B2 - During the consultation, the expert advises Sarah to gain more work experience or further education in order to increase her chances of finding a job that is a good fit for her.

Termination outcome

Sarah decides to follow the expert's advice and gain more work experience or further education.

Alternative flow C: Sarah is not able to find the advisor

Description

Sarah tries to schedule a meeting with their advisor but unfortunately, she is not able to book an appointment.

C1 - Sarah is unable to find an expert who can provide her with the guidance she needs.

C2 - Sarah contacts Fixxer's customer support, who offer to connect her with an expert who can provide her with the necessary guidance and support.

C3 - Sarah is connected with an expert who provides her with personalized guidance and support to find a job that is a good fit for her

Termination outcome - Sarah finds a job that is a good fit for her with the guidance and support of an expert from Fixxer.