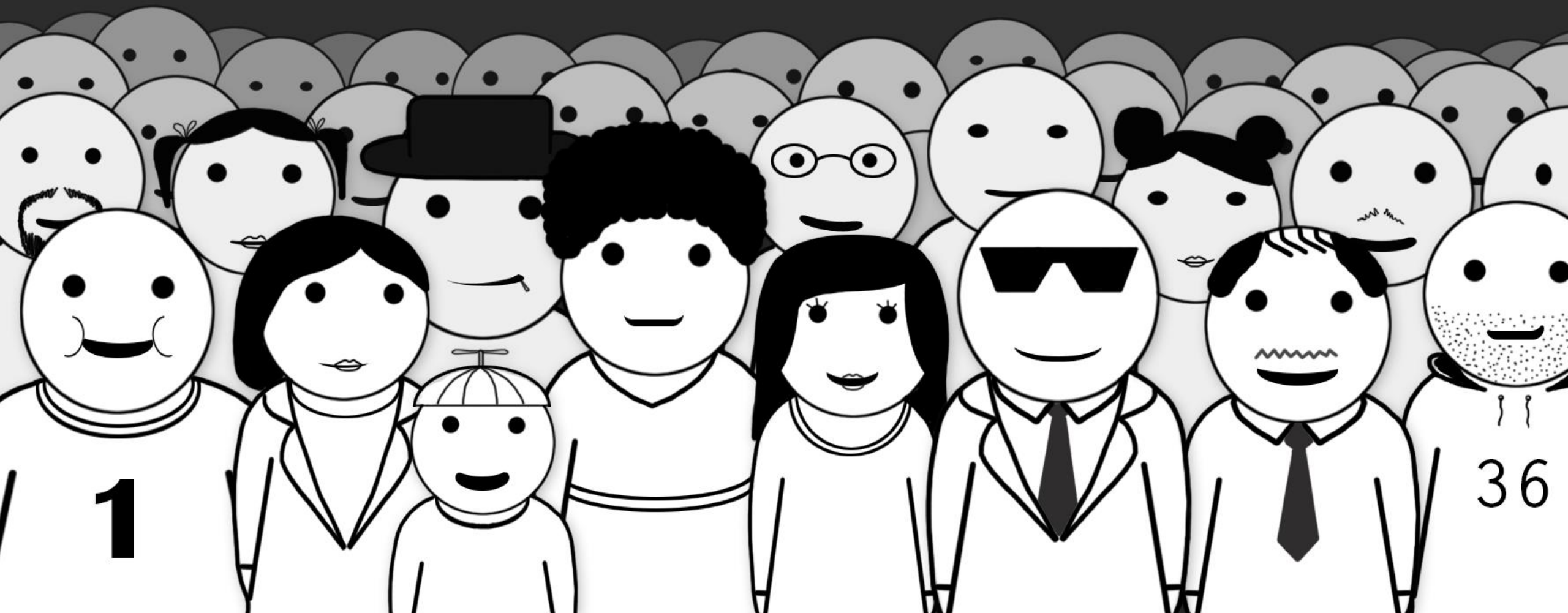
ZAHIR ABBAS PUNJANI

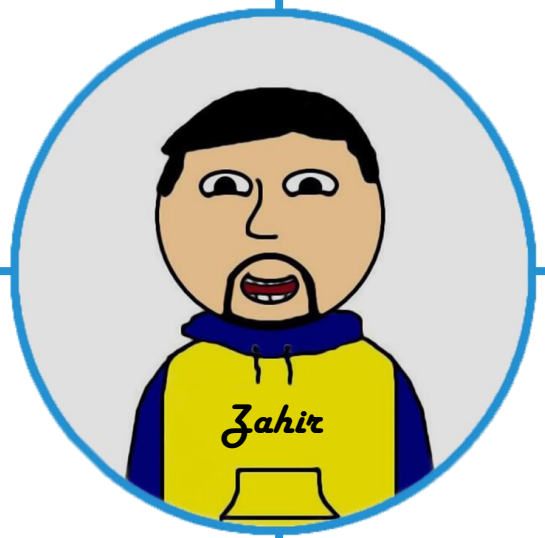
Designing for the people!



UX RESEARCH

GRAPHICS DESIGN

UX DESIGN



USABILITY TESTING

WIREFRAMING

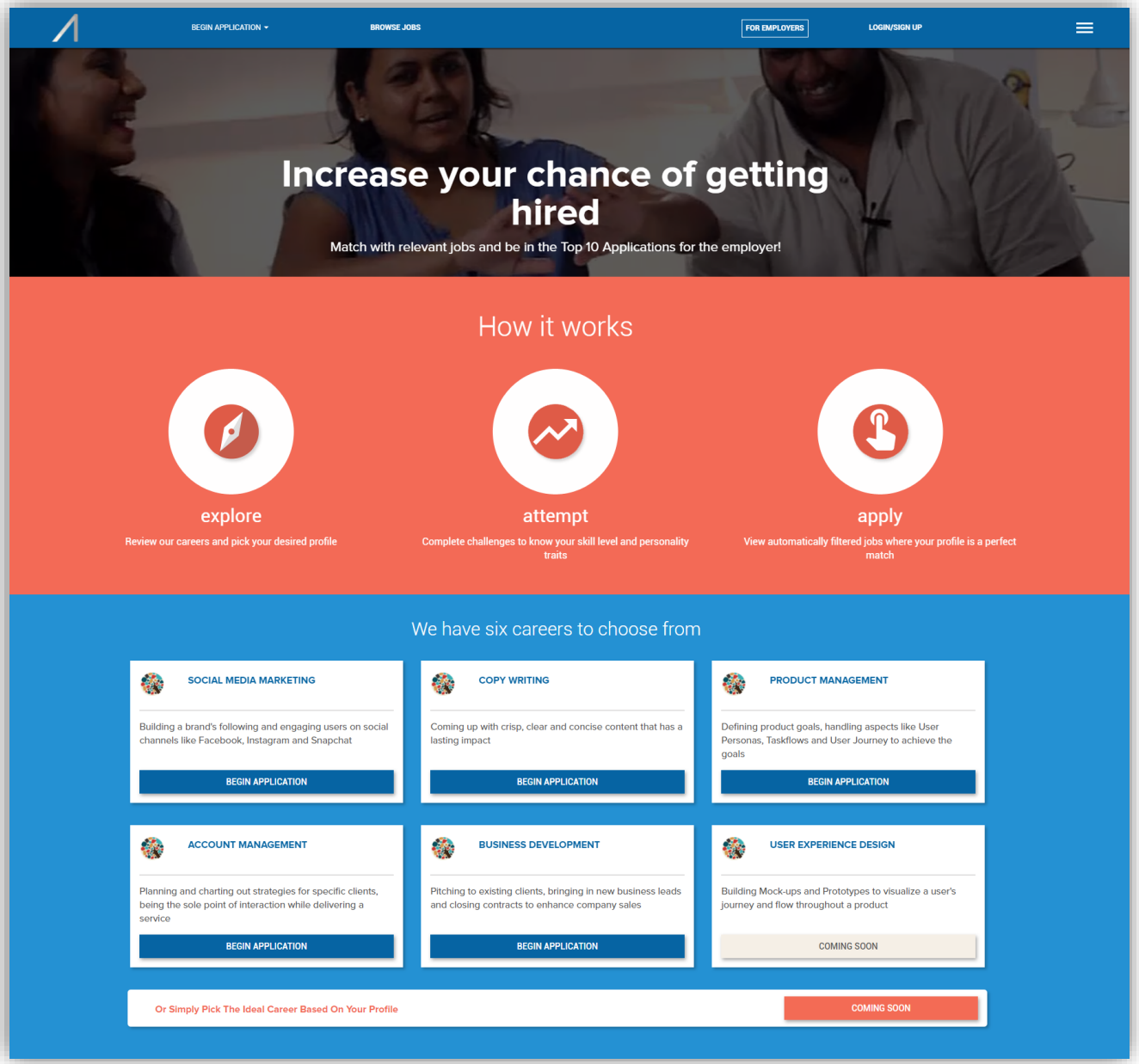
PROTOTYPING

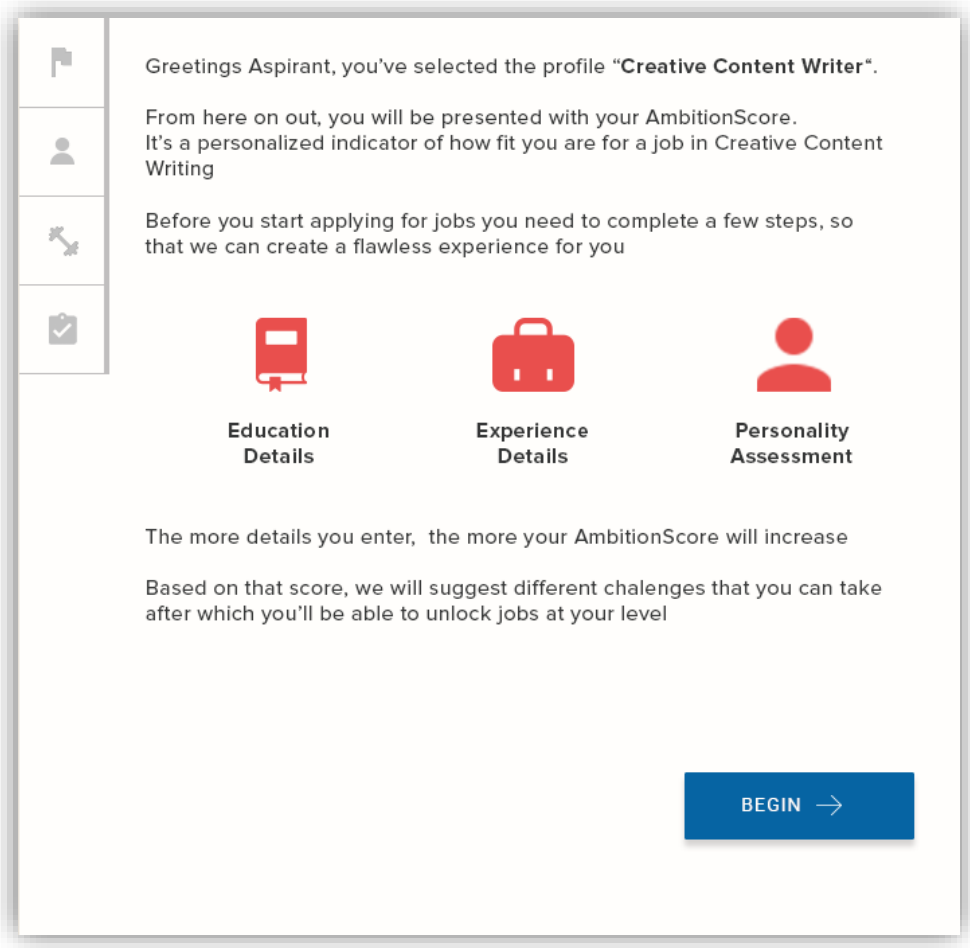
AmbitionUP

AmbitionUp is a startup conceived in Mumbai, helping aspirants to personalize their career and job search and employers to narrow down applications to ones most suitable to their requirements.

My work

- Researched Competing Platforms
- Worked with user personas
- Created user flows
- Created wireframes & prototypes
- Created designs
- Conducted usability testing
- Assigned tasks to the back-end dev team
- Communicated the design requirements to front-end freelance devs
- Assisted the CEO with vital product decisions





I worked on multiple modules on both the Aspirant's and the Employer's side. To keep the document concise, I will talk about the aspirant journey module. This module consisted of the following sections:

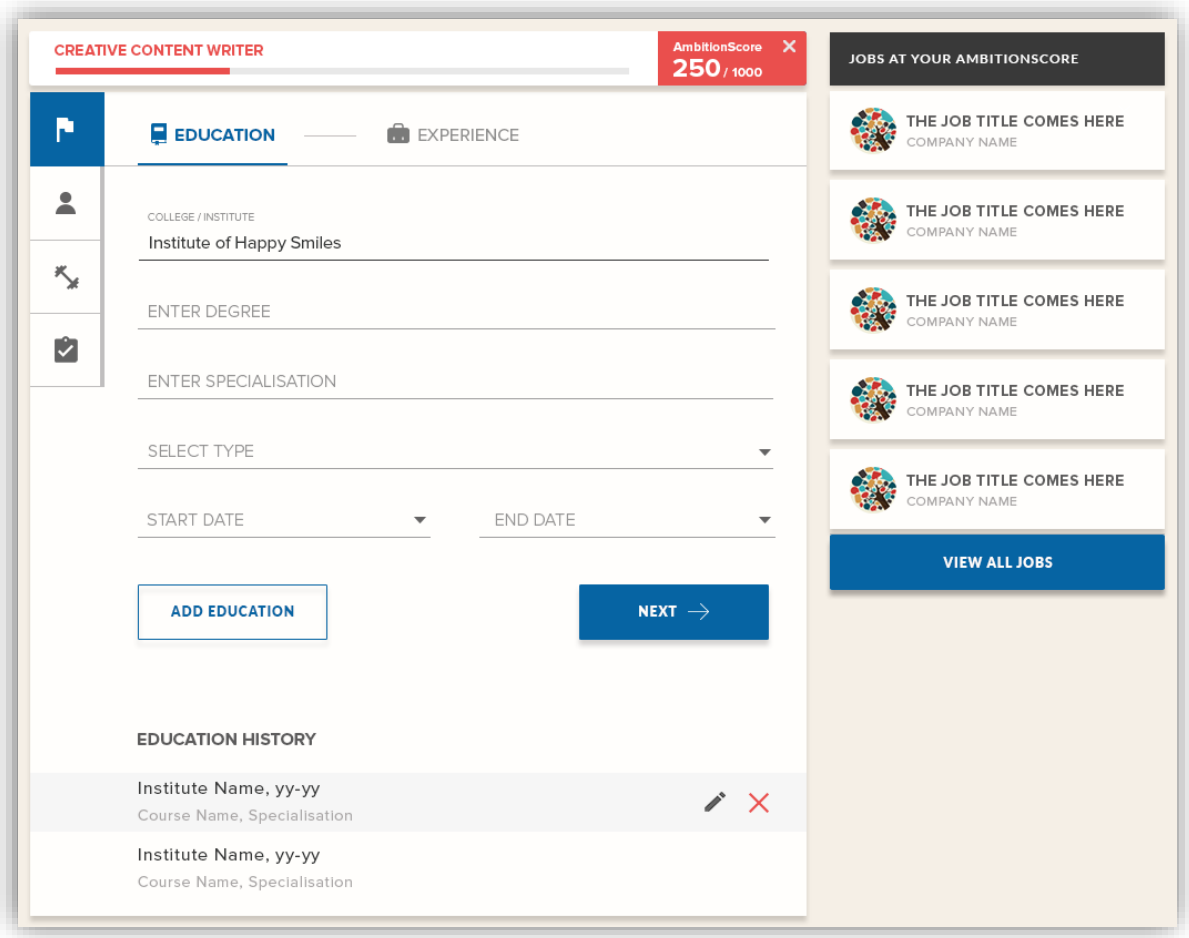
- Aspirant Profile Creation: Education & Experience details, Personality Assessment, and Skills Assessment
- Aspirant Profile Page

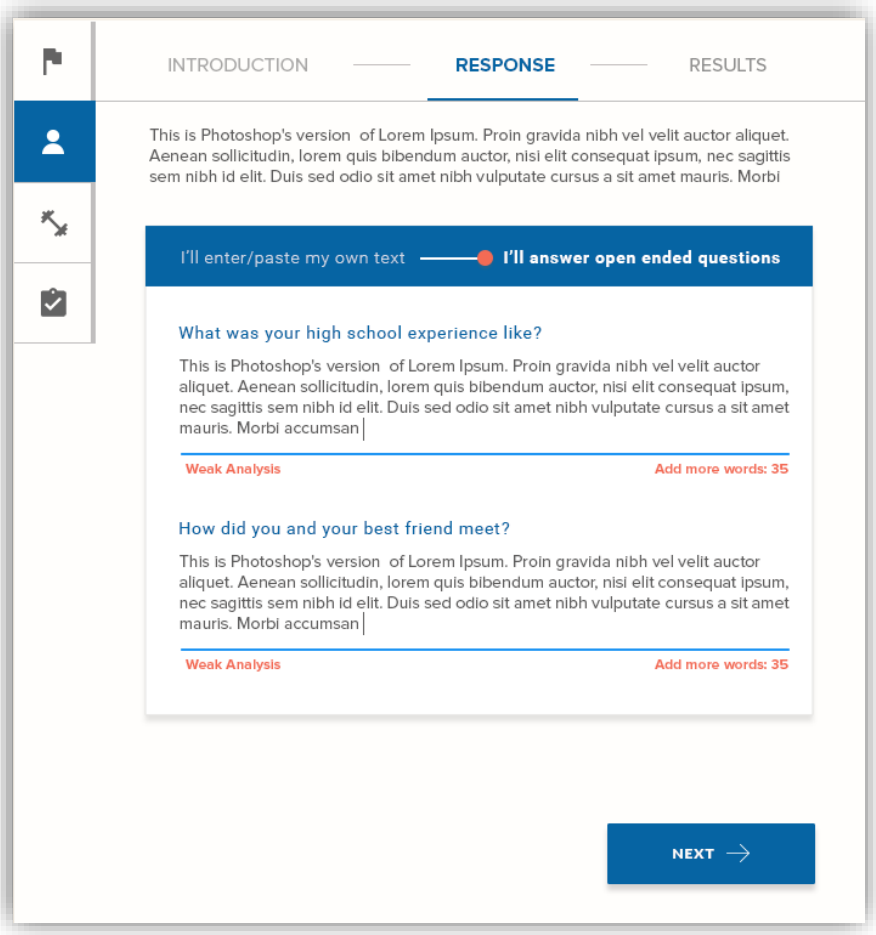
Aspirant Profile Creation

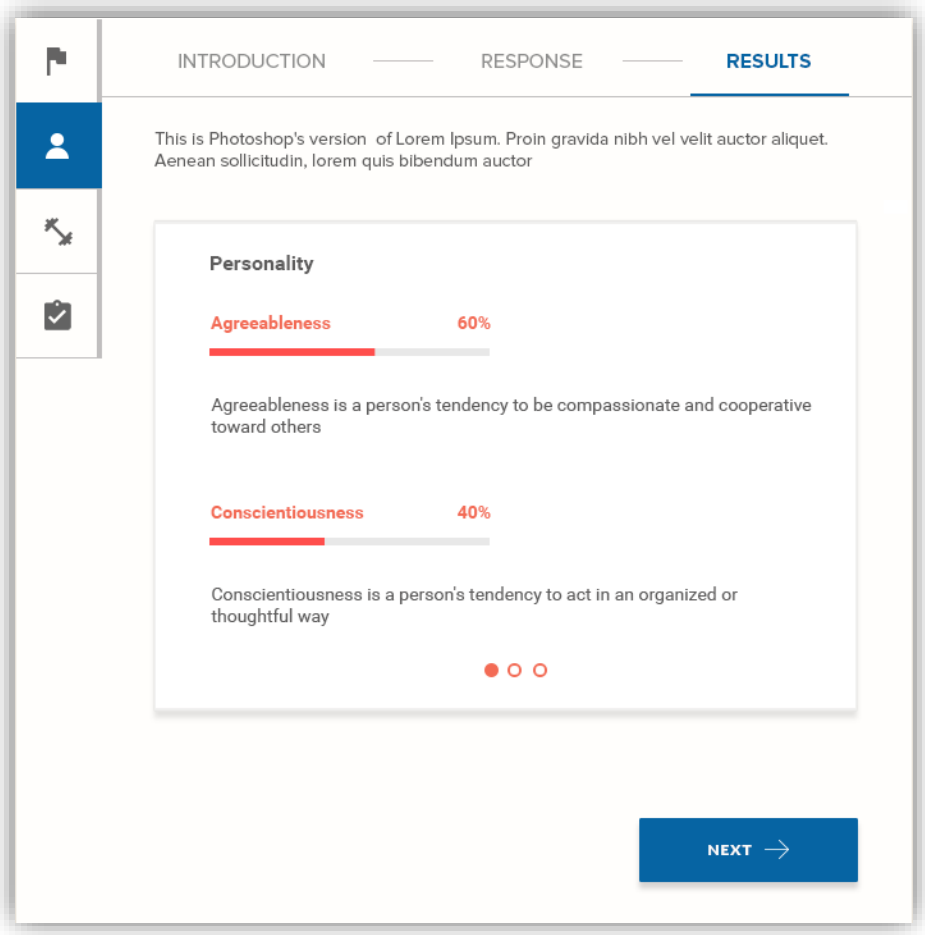
The goal was to keep the Aspirants motivated and informed throughout the profile creation process as this was the step where many users lost interest, due to the sheer amount of information to be added, and consequently sent an incomplete application or moved on to another job portal.

Solution

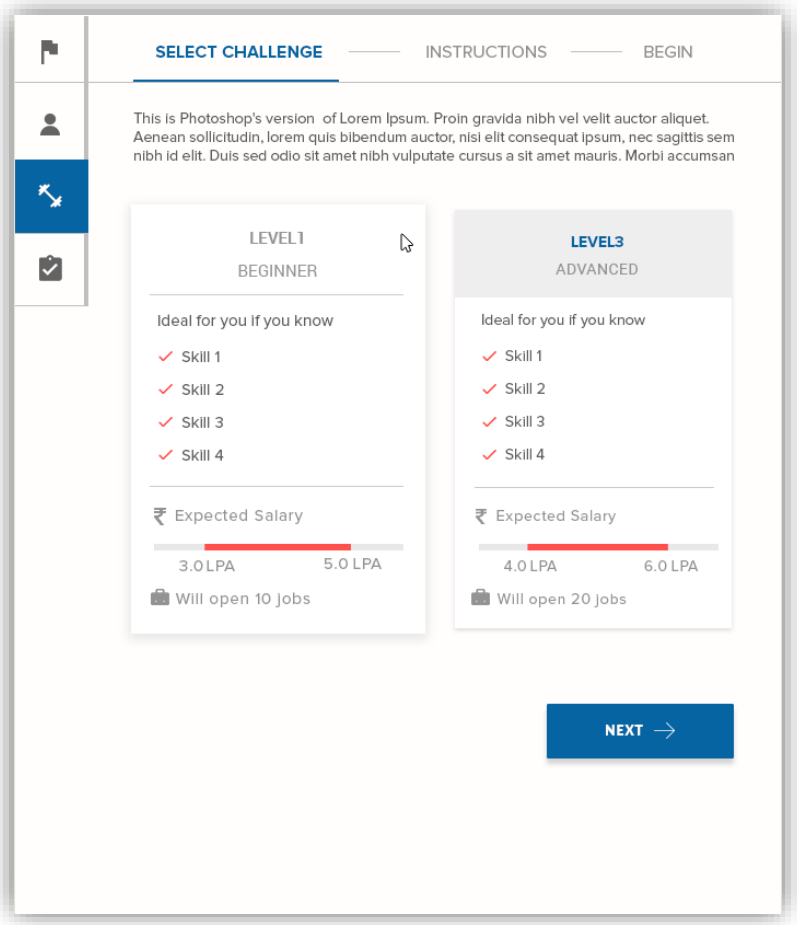
- Divide the form into manageable chunks depending on their function
- Provide a sense of progression through an AmbitionScore, which updates dynamically based on the information added
- Provide a sense of advancement by dynamically updating available jobs at the Aspirant's level
- Improve the usability of the profile creation section with an interactive, keyboard friendly and logical multi-step form which includes clear labels, intelligent information auto filling and, auto-tabbing to next input

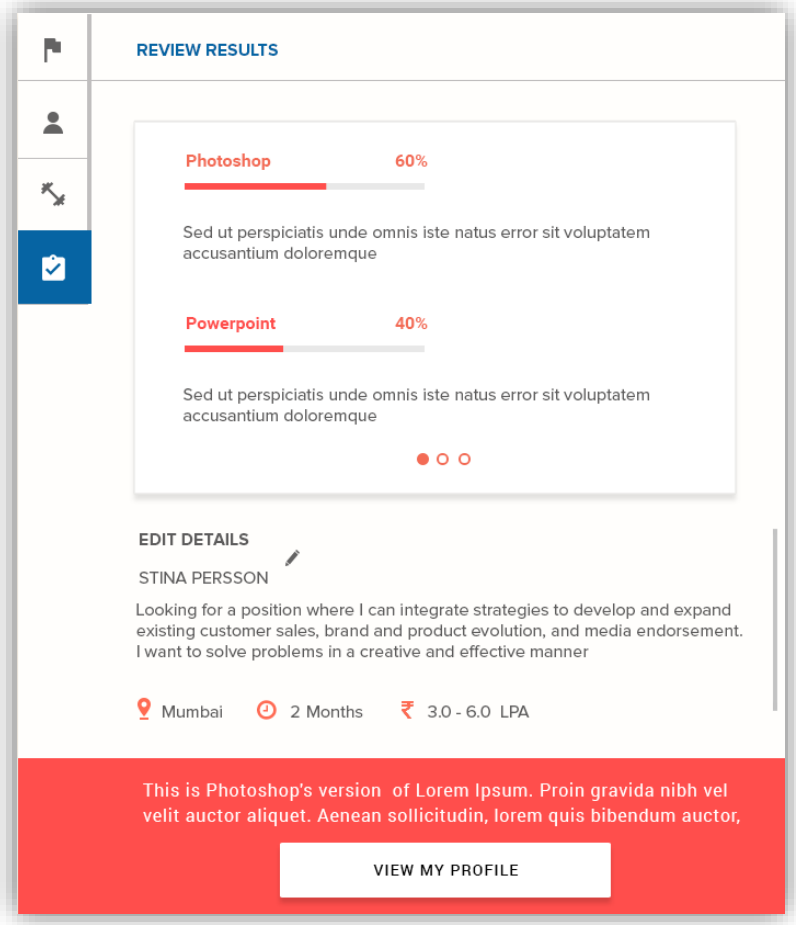




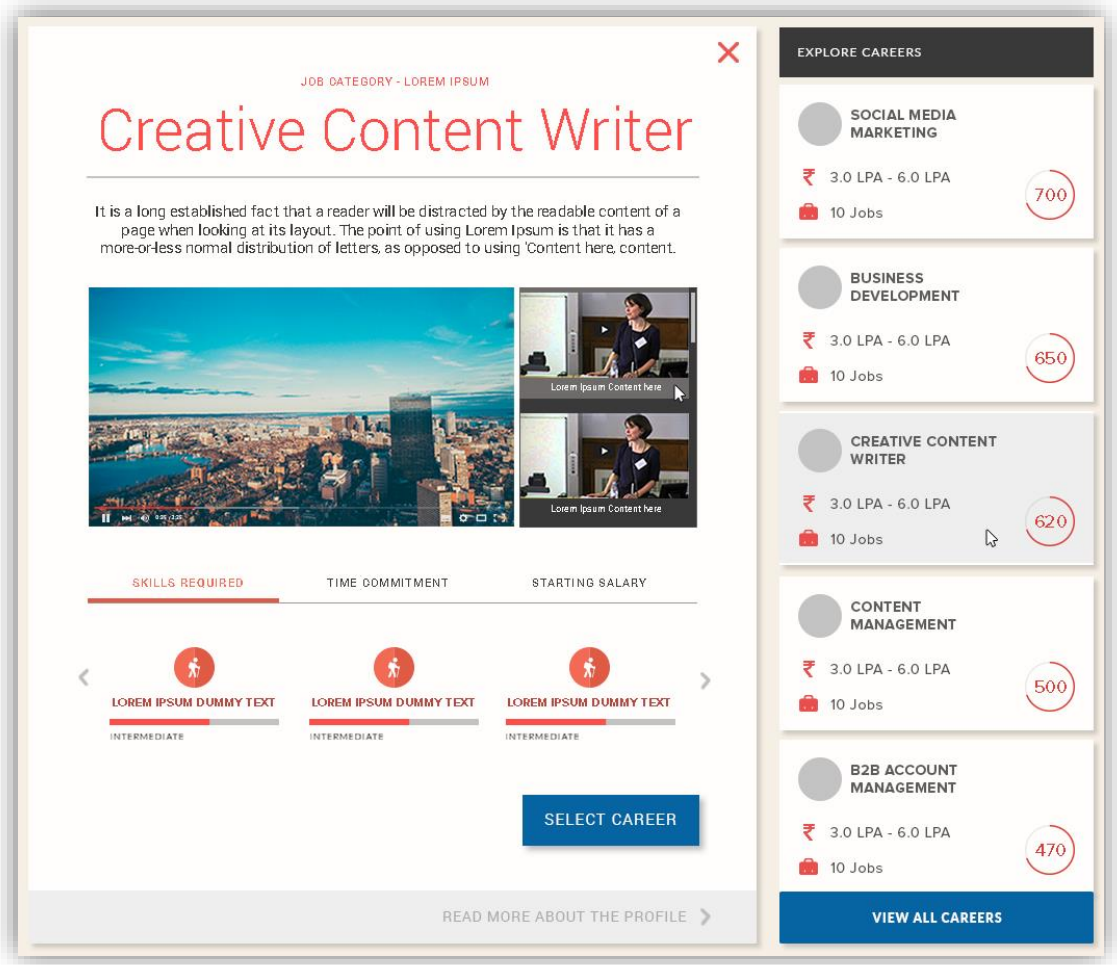


Personality assessment is meant to assess the "Big 5" personality traits of the aspirant: extraversion, agreeableness, openness, conscientiousness, and neuroticism. This allows the employers to determine whether the aspirant is a right fit for the job. With the help of a third party, the assessment is done by evaluating any text written by the aspirant. It can be anything from an essay, article or paper that they have written or they can answer open ended questions.





Skills Assessment: To assess an Aspirant's skills for the chosen career, they are presented with various challenges. Their performance is evaluated and their proficiency in the required skills is determined. These assessments allow the aspirants to chalk up additional points to their AmbitionScore and prove their eligibility for job applications.



Career Recommendation: AmbitionUp will also recommend careers based on the Aspirant's current profile if they are uncertain about the career they want to go forward with. This is done by calculating the AmbitionScore for each career and recommending the ones that fit their profile the most.

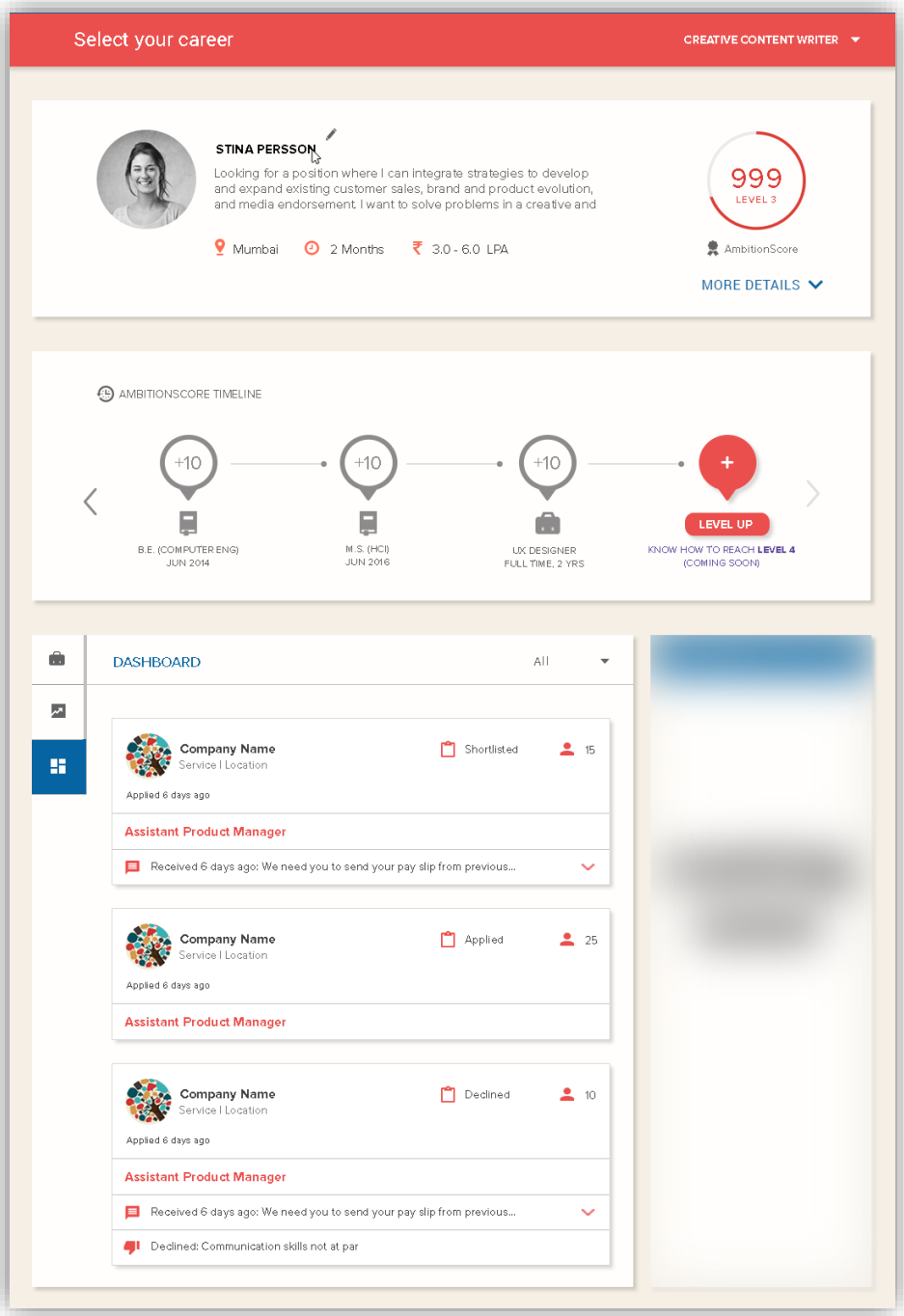
Aspirant Profile Page

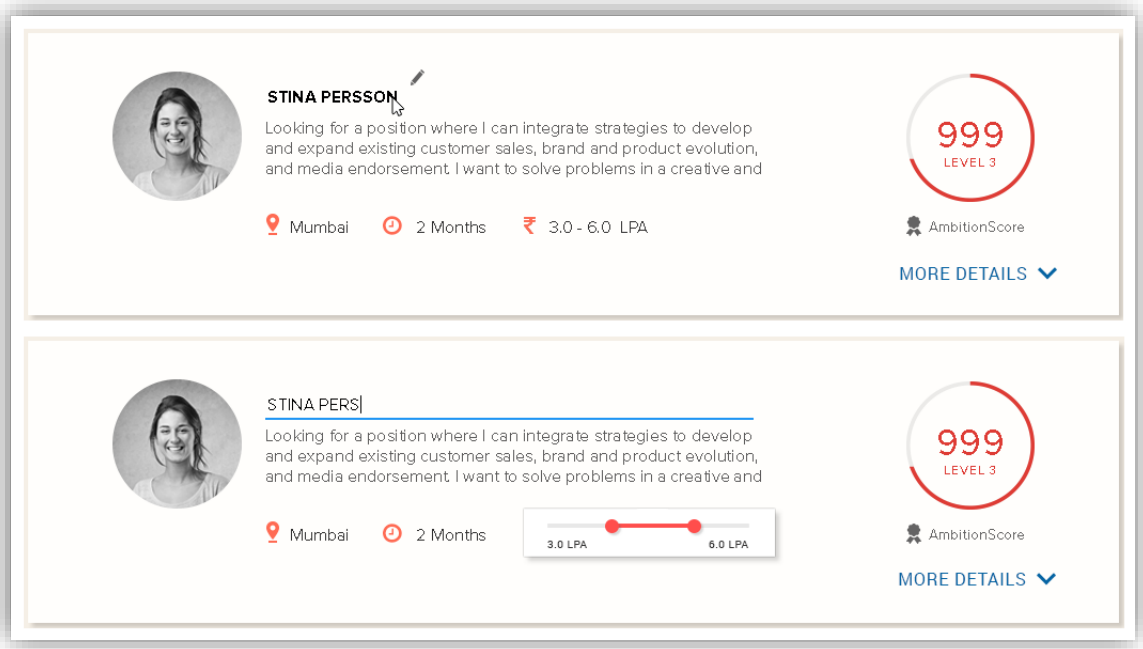
The aim of the Aspirant profile page was to act as a hub, a place where the Aspirant can access everything essential to them without leaving the profile page.

This includes jobs where the aspirant stands a high chance of getting accepted based on his/her AmbitionScore. This was done as we didn't want Aspirants to spend time searching through endless job postings that may or may not be relevant to them, instead we brought the jobs to them.

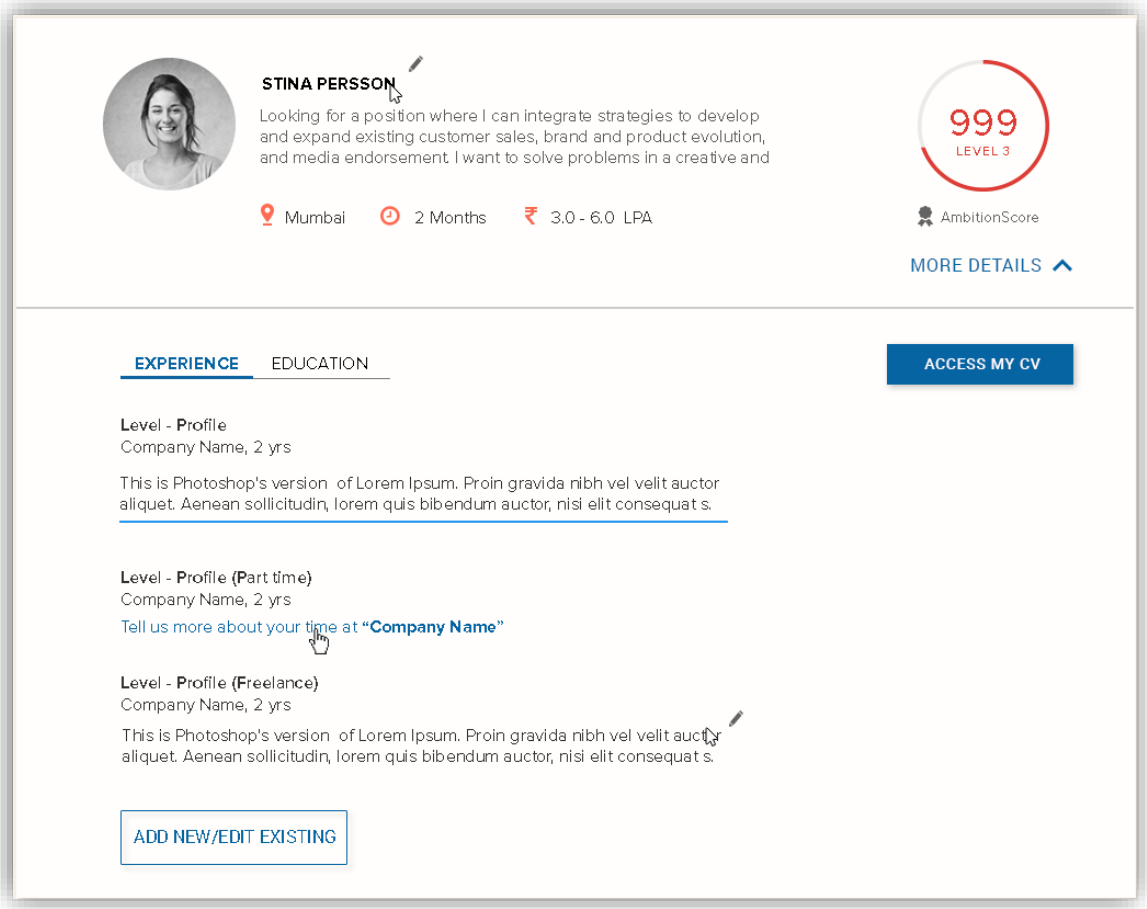
Through their profile they can also keep track of jobs they've applied to, check their application status, read and reply to messages sent by employers.

The profile also enables them to take level upgrade challenges to allow them to increase their AmbitionScore and apply to more jobs.





Information that would be updated frequently by the aspirant was placed to be easily accessible. The interactions provided to edit this information were simple and easy to understand.

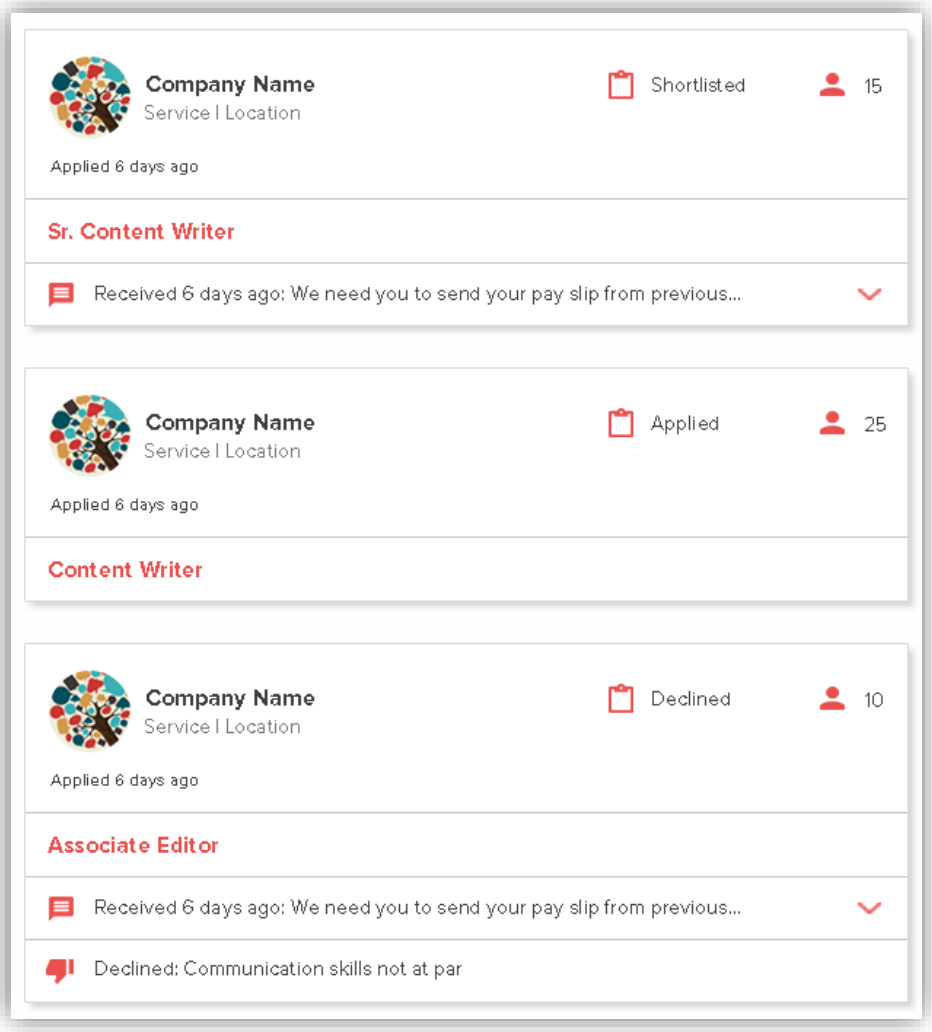


Information such as Education & Experience details, which won't be updated frequently could be accessed through "MORE DETAILS".

The cards in the Dashboard are the Jobs that the Aspirant has applied to.

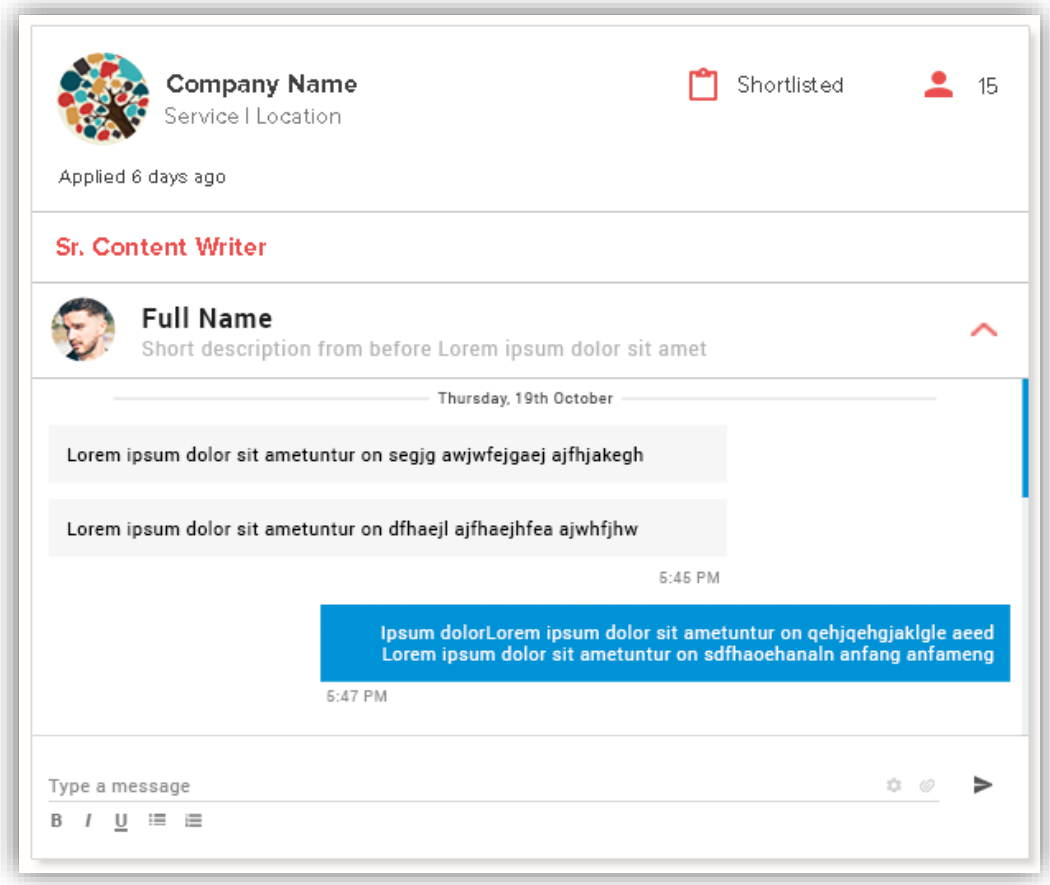
They contain all the essential information related to the job and the Aspirant's status in the application process. It lets the Aspirant know if they are rejected or shortlisted, along with the number of other applicants shortlisted with them.

The job cards also allow them to open the job page (which opens as a sliding panel) containing the job description, salary, company information, etc. to aid them during their conversation with the Employer.



We incorporated messaging within the job cards in the Dashboard to make it easier for aspirants to associate the messages with the Jobs and the Employers who posted them.

The messaging section would become active only when the Employer initiates the conversation, to avoid aspirants from making constant inquiries. Moreover, after an Aspirant is rejected, the messaging area would become inactive.



Thank you!

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