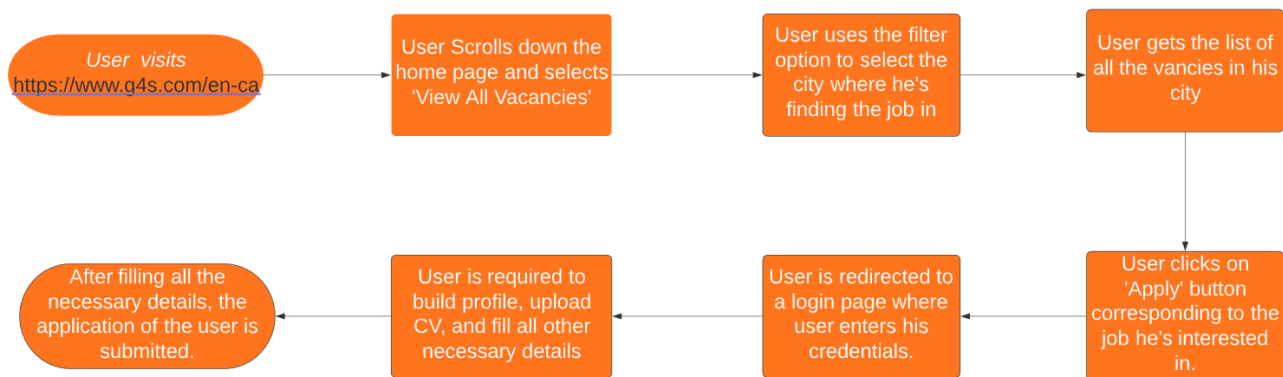


Case Study

Case 1 – G4S Canada: Applying for job

<https://www.g4s.com/en-ca>

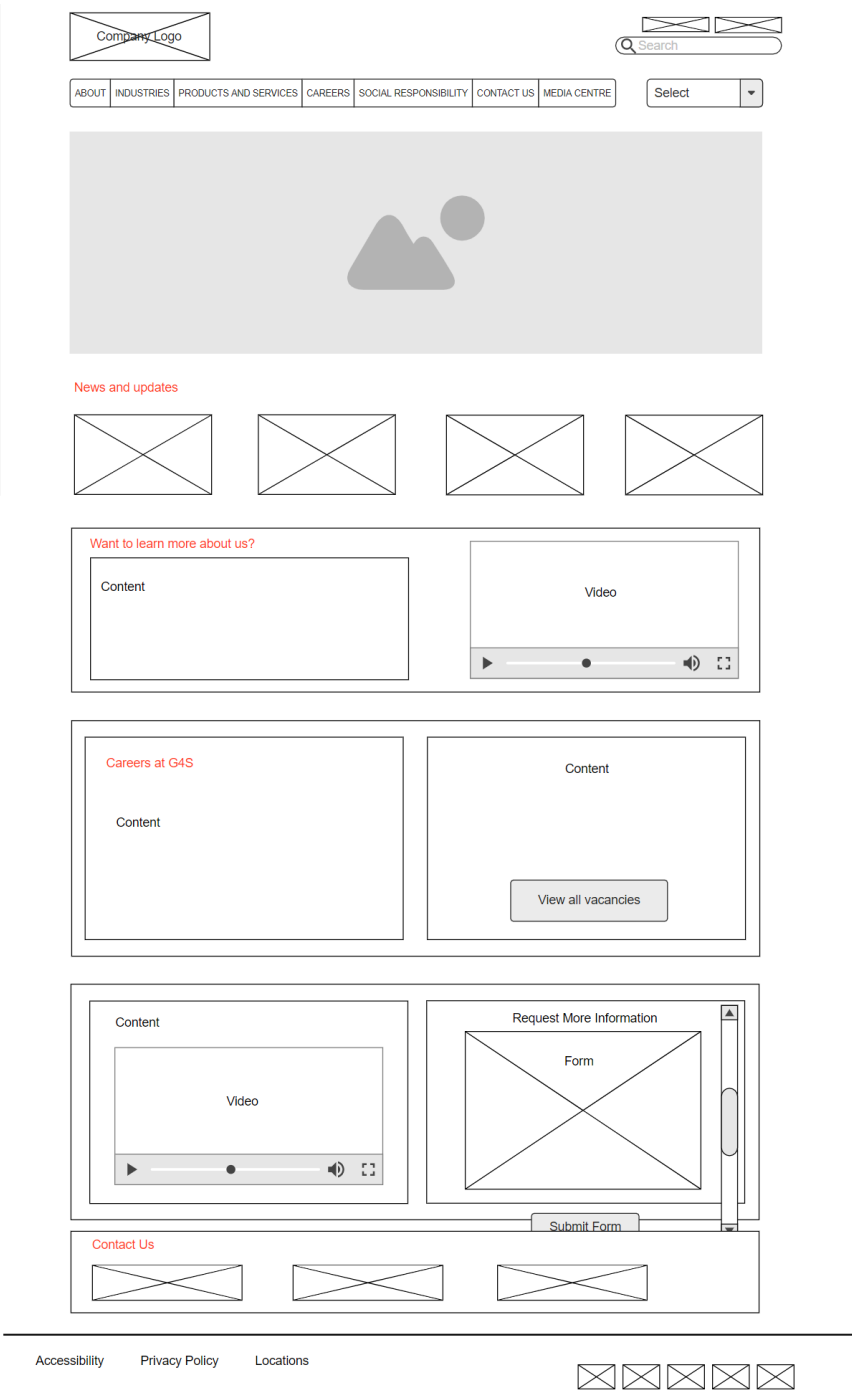
User Flow:



Ease of Interaction –

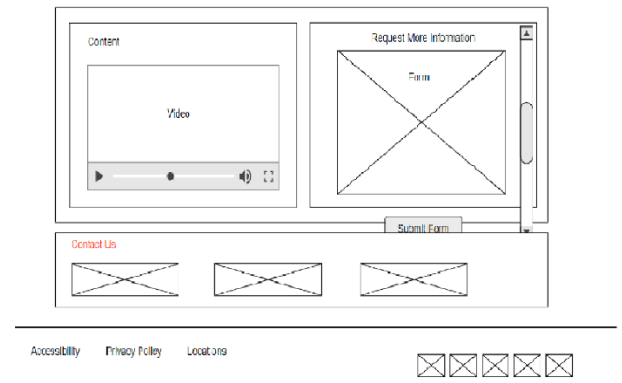
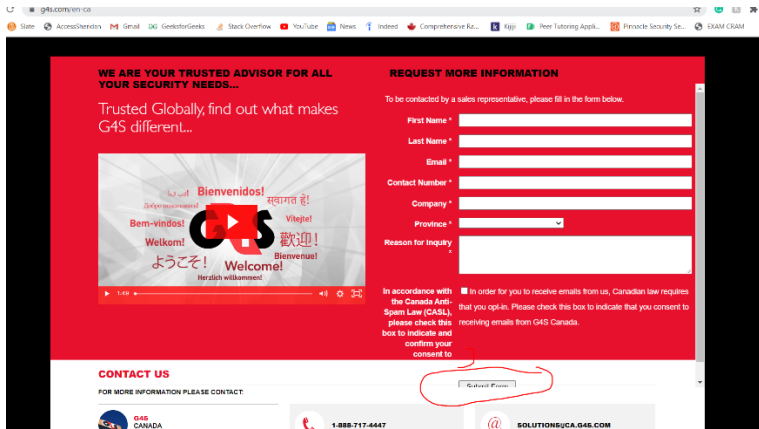
- Each element on the home page is associated with a descriptive message or a visual cue, making the website more user friendly.
- The website is available in two languages, English and French, hence accommodating wide range of audience.
- The background colours used on the home page i.e. red, black, and white match the colours of the company's logo.
- The loading speed of each webpage is fast, which makes the website consistent throughout the interaction.
- When completing a job application, the website provides meaningful paths and exits, making the website more navigable.
- Overall, the design of the website is aesthetic and meets user requirements.

Homepage Wireframe



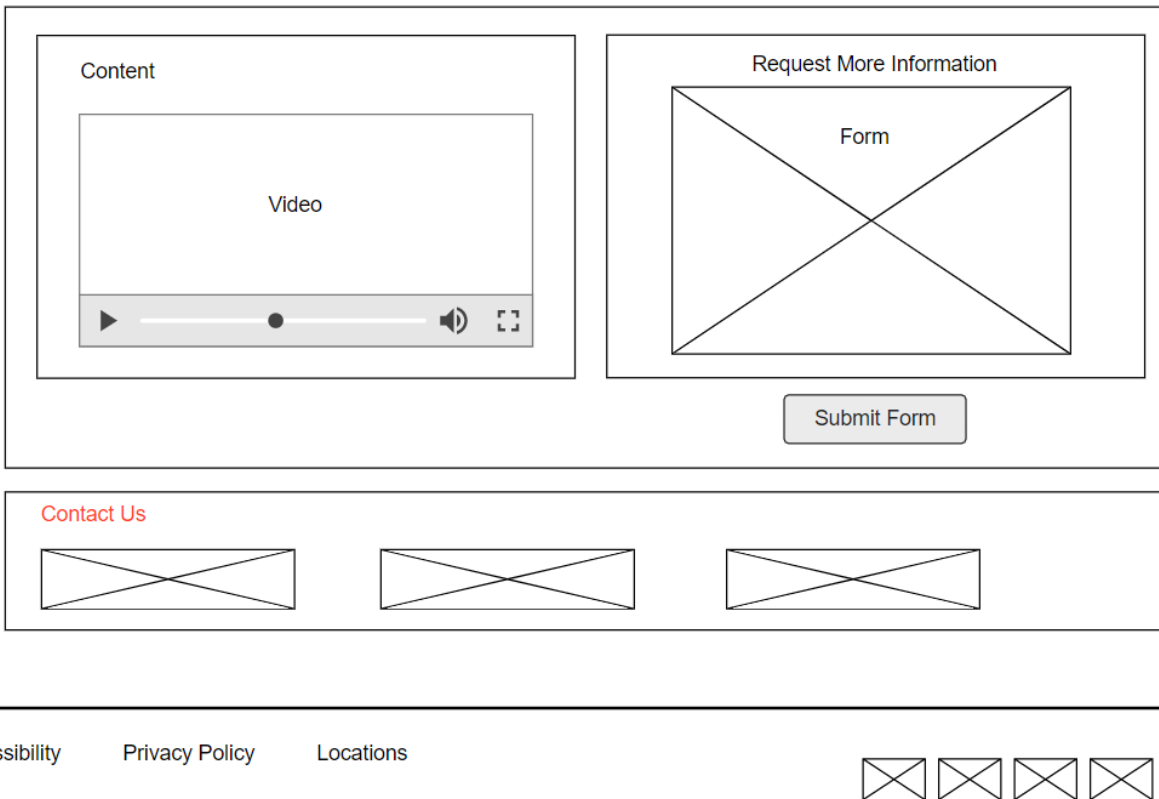
Pain Point 1 –

The 'Request More Information' option on the home page needs to be improved. The Submit button of this form overlaps another section of the website, making it look unprofessional.



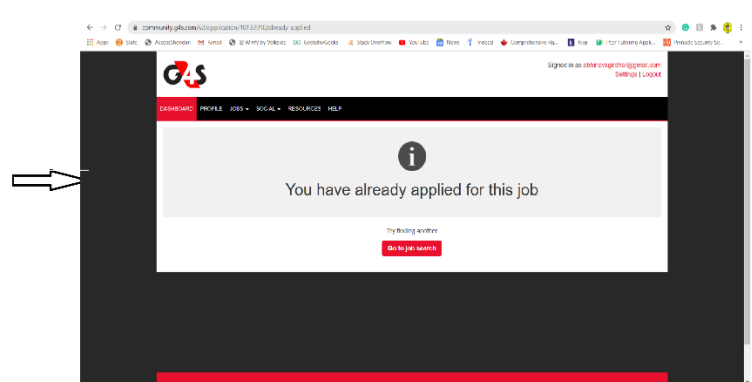
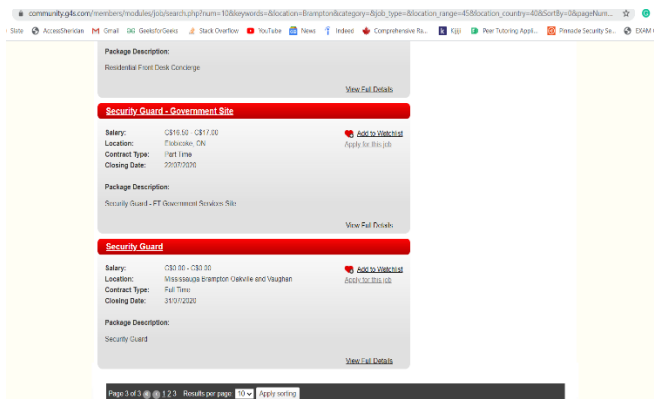
Recommended Solution –

Instead of using a scroll bar for this, the height of the section in red should be increased so that the submit button can fit in that. Wireframe of the proposed solution is attached below.

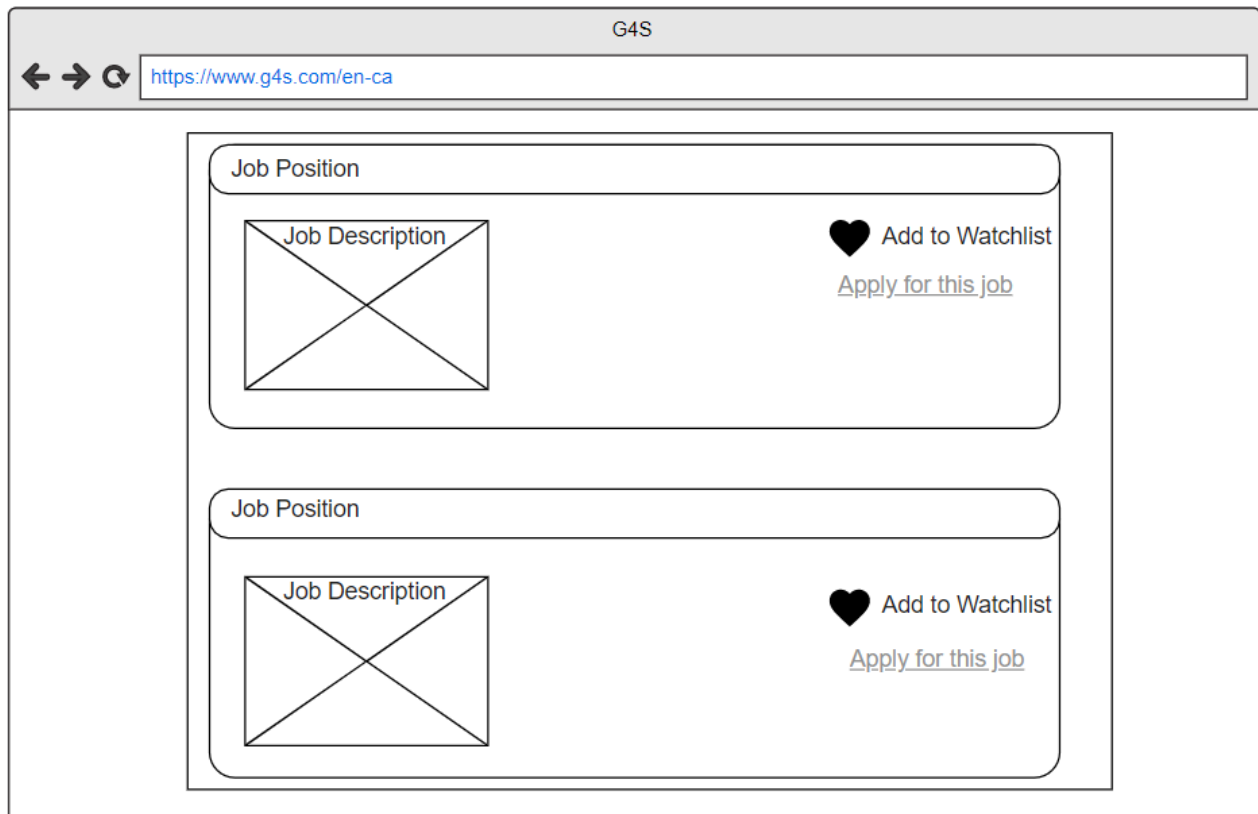


Pain Point 2 –

The user doesn't get to know whether the job he's looking at is already applied by him or not because there are cases when multiple jobs of same job type are available. The user only gets to know about it when user clicks on the job and then enters a webpage which shows the job is applied.

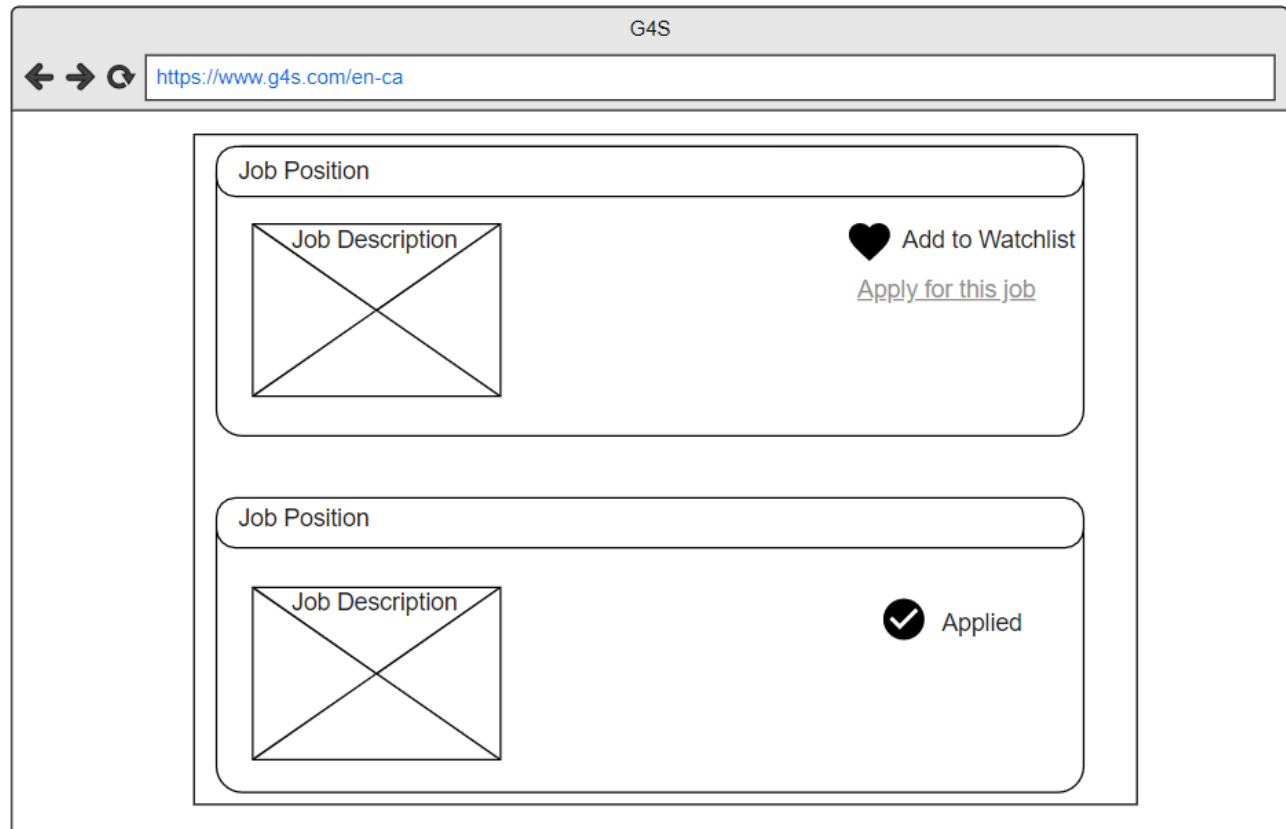


Wireframe for the current scenario –



Recommended Solution –

The user should be able to see that he/she has already applied that job instead of clicking on it first and then getting to know about it. This would not just save time but would also improve user experience.

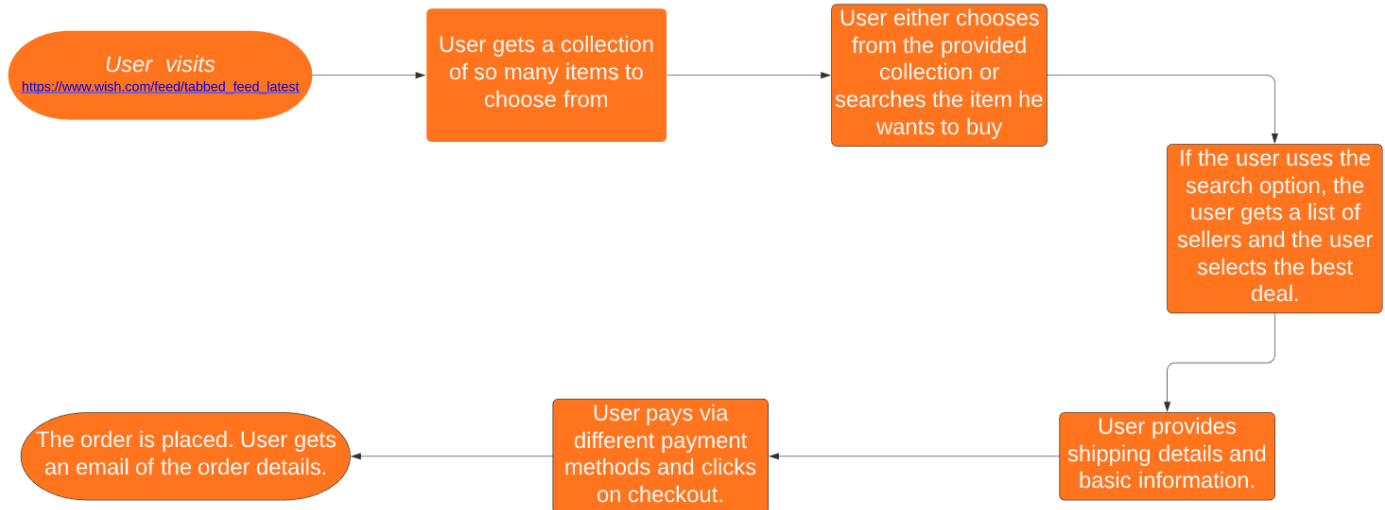


Recommended features for repeat users –

Most of the users that visit this website, come for the purpose of job applying. While there are plenty of vacancies, the user must confirm the basic information provided for the previous job, again for each new job he/she applies which takes about pressing the confirm button on 3-4 webpages. Hence, this takes a lot of time when applying for multiple jobs. There can be an option of edit resume, instead of making the user confirm details again and again. This would not just save the time of the repeating user but would also make the website more convenient.

Job Story –

When looking for a job in my area, I want to see the pay rate being offered for that job before applying, so I can save my time by not applying to jobs that do not offer the expected salary.

Case 2 – Wish: Shopping Website.www.wish.com**User Flow****Ease of Interaction-**

- The biggest positive point of the website is that it places the user in control, which is very important for a shopping website.
- The website provides immediate and reversible actions on products added to the cart.
- Visual cues are used in the website to promote visual clarity.
- The promo codes available, have a dedicated section on the website, hence making it more facilitative.
- Overall, the website can accommodate users of all skill levels.

Pain Point 1-

The very first page of the website is a login/signup page, and after logging in only the user can see the items. This increases the task load to be completed by the user.

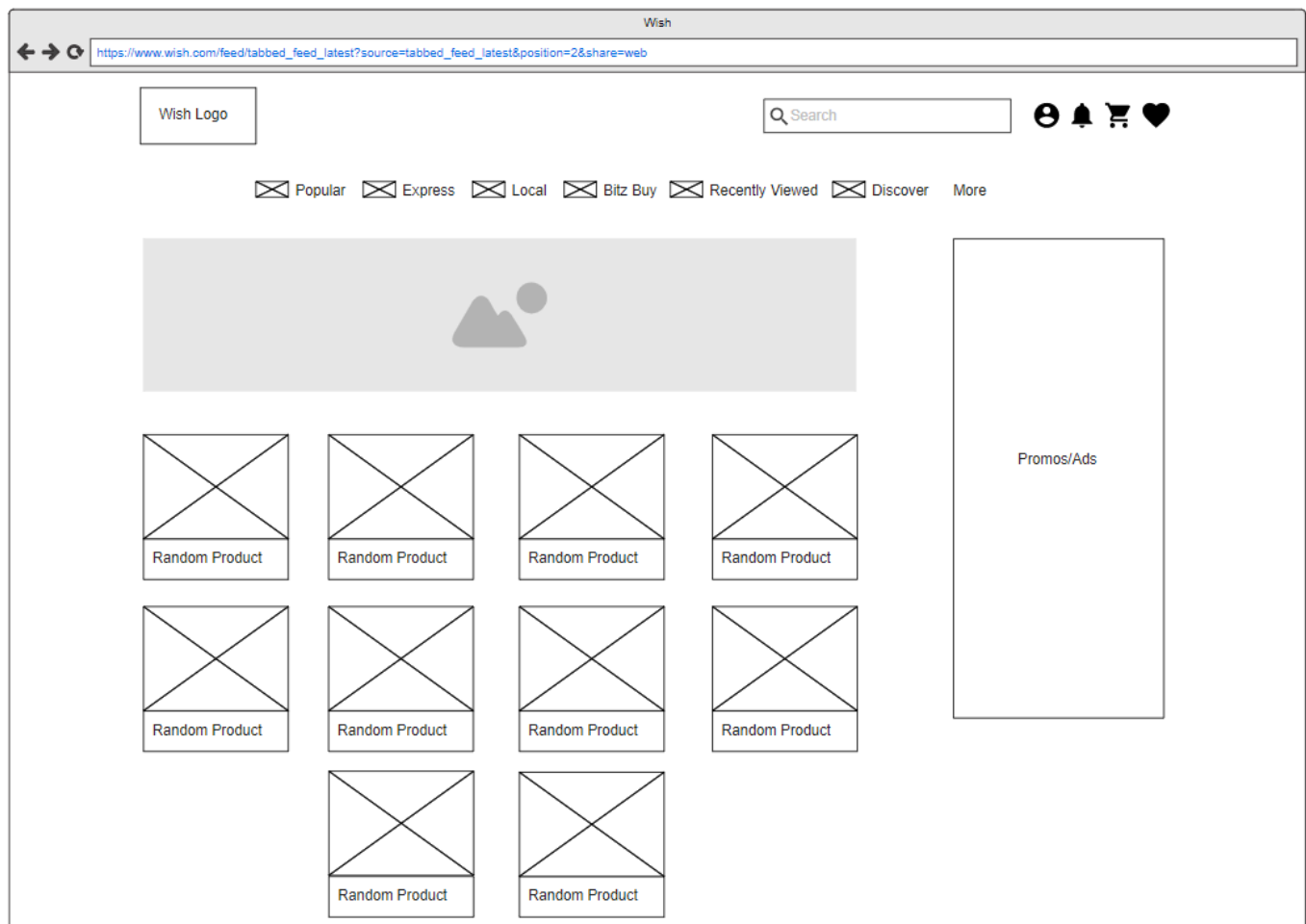


Instead of asking the user to login first and then access the products, the user should be given direct access to the products and if the user wishes to buy a product, then the user should be asked to signup. So instead of having this as the first page, the wireframe attached below should be made as the primary page.

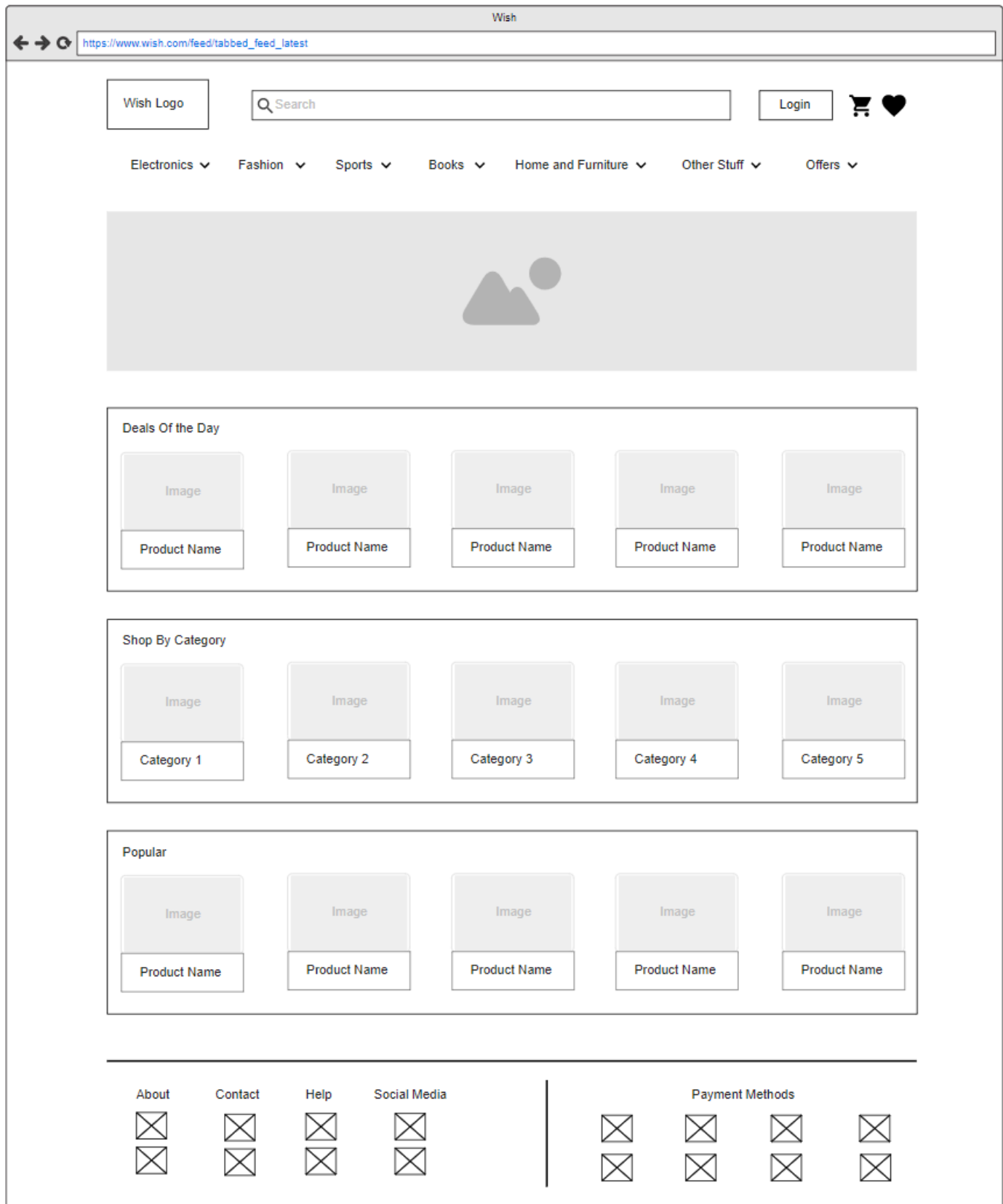
Pain Point 2 –

When the user signs up, the products presented are not organized. Random products are displayed on the page. This scene makes the webpage look very inconvenient and there are high chances of the user getting lost in this.

Below is the wireframe of the current situation –



Wireframe that solves the pain points mentioned above –



This design solves the issue of unorganized things. The content on the webpage looks organized and the information present looks much easier to grasp. Also, the login page before

accessing the products has been removed and a login option is provided on top of the webpage so that the user can view the products before signing up.

Recommended features for repeat users –

For repeating/frequent users, the website can provide an option of 'pro account' where the pro users can get discount on shipping charges as well as get access to exclusive products which are not available for non-pro users. This will improve the client-customer relationship and would also increase the earning sources for the company.

Job Story –

When planning to buy a new product, I want to see the expected delivery time of that product, so I can come to a decision whether to buy it online or in store.