

UX Case Study

Job Search Tool For First-Gen Immigrants

PURSUIT

Find Jobs Find Companies Blog

Unlock Your Potential, No Matter Where You're From

Empowering Dreams, Bridging Opportunities

Read Blog Search for Jobs

Why Choose Pursuit ?

Tailored Search

Customise your job search based on your skills, preferences, and location.

Expert Guidance

Access career advice, resume building, and interview tips from industry experts.

List of jobs

Store Development Manager
Starbucks 4.2★ Chicago, IL

Assistant Manager, Riverhead Outlet
Company 4.1★ Riverhead, NY

Levi's Sales Associate
Levi's 3.9★ Livermore, NH

Sales Associate, Town Center
Brook Brothers 4.6★ Perrysburg, NJ

Multimedia Artist, Lead
Kooth 4.9★ Remote

Head of Data Science
Payzer 4.3★ Philadelphia, PA

Senior Software Developer
Charles Schwab
New York, NY

Track application >

Similar jobs

Senior Software Developer
Ember Palace 4.2★ San Jose, CA

Senior Manager
Capital Two 4.2★ San Jose, CA

DevOps Engineer
M. Rover Price 4.2★ San Jose, CA

Application Sent

Senior Software Developer
Charles Schwab
New York, NY

Track application >

Similar jobs

Senior Software Developer
Ember Palace 4.2★ San Jose, CA

Senior Manager
Capital Two 4.2★ San Jose, CA

DevOps Engineer
M. Rover Price 4.2★ San Jose, CA

Home Search Browse You

Akshay S. Patil

www.patilakshay.com

Project Overview

The Product

Pursuit is designed as a job search tool primarily for first-generation immigrants, while also catering to residents seeking employment opportunities.

The final product is an app and a responsive website that enables users to search for jobs. It offers essential information for immigrants in every job listing, empowering applicants to submit their applications directly through the platform.

Project Duration

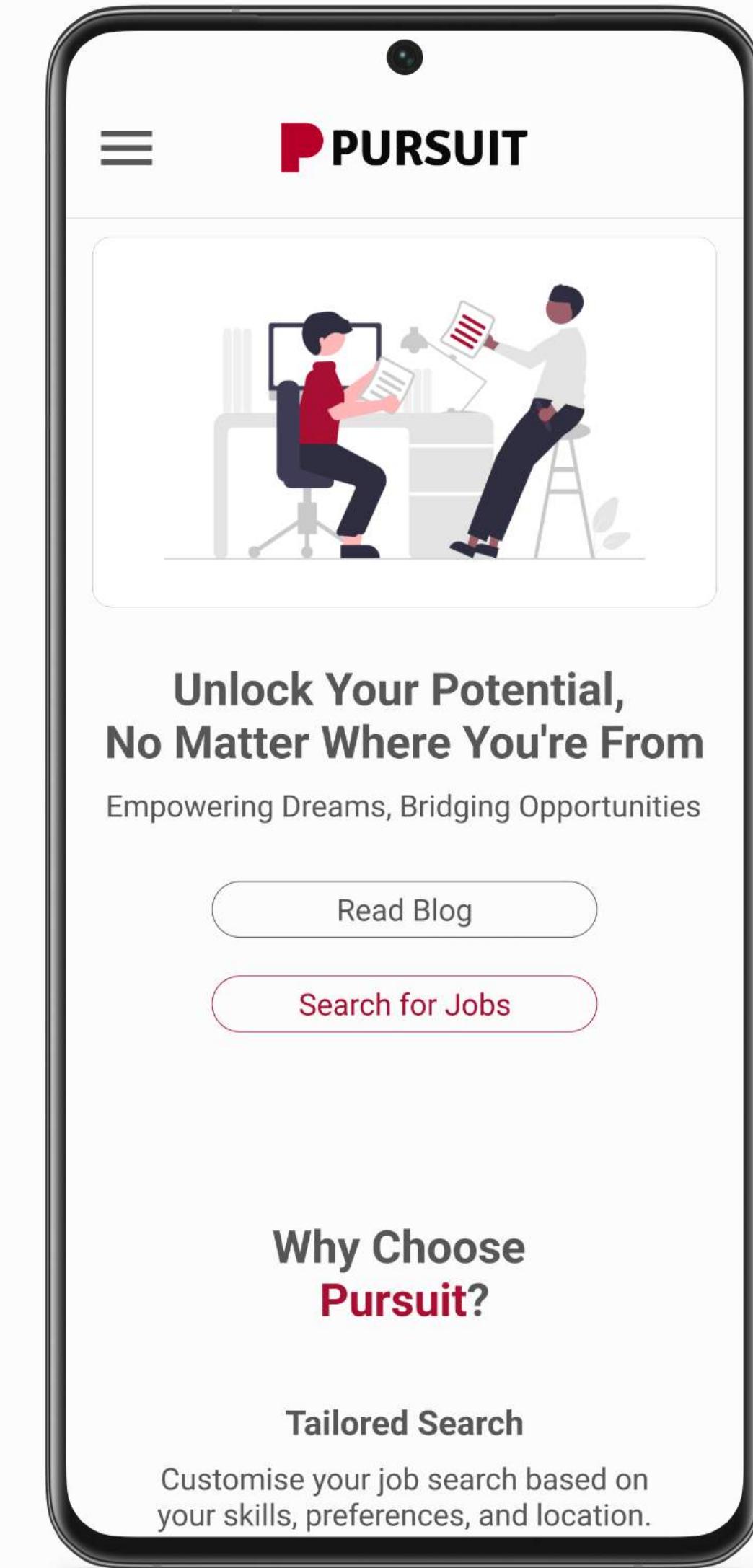
2 months (September 2023 to October 2023)

My Role

I served as a UX Designer, responsible for research and design of the Pursuit Job Portal app and responsive website, from the research phase through to the delivery of the app.

Responsibilities

Conducting interviews with research participants, creating user personas, storyboarding, developing paper and digital wireframes, crafting low and high-fidelity prototypes, conducting usability studies, ensuring accessibility, and iteratively refining designs.





The Problem

Immigrants encounter a multitude of challenges when adapting to life in a new country and seeking employment. Navigating unspoken job market norms, understanding salary expectations, managing commutes, and overcoming initial hurdles present formidable obstacles for immigrants as they embark on their journey in a foreign land.

The Goal

The Pursuit app and website are dedicated to addressing the challenges immigrants encounter during their job search and application process. The goal is to provide immigrants with essential information that not only facilitates their transition into the new job market but also levels the playing field, ensuring they have the same opportunities as other residents.

Design Process

Design Thinking Process

I chose to apply the **Design Thinking Process** since it offers a structured approach that focuses on understanding user needs, fostering creativity, and iteratively refining solutions, which is essential for creating user-centered and effective designs.

The **Design Thinking Process** involved the following key steps:

Empathize	Conducted user research to understand the needs, preferences, and pain points of the target audience.
Define	Synthesized findings from research to clearly define the problem statement and user requirements.
Ideate	Engaged in brainstorming sessions to generate a variety of creative solutions to address the identified problem.
Prototype	Developed visual and interactive prototypes to represent potential solutions and gather feedback.
Test	Conducted usability testing and collected user feedback to refine and iterate on the prototypes.

These steps were iterative, allowing for continuous refinement and improvement based on user insights and evolving design considerations.

User Research

Summary

In the initial research phase, I conducted user interviews with a diverse group who recently immigrated to a new country. These interviews revealed valuable insights into the challenges and needs of job seekers in the immigrant community.

To organise and understand the interview data, I created empathy maps to visualize user frustrations and needs. This data was then used to develop a user persona, user stories, and user journeys, providing a comprehensive understanding of the immigrant job seeker's experience. Notably, the research identified specific issues like commute details and salary information, which were subsequently addressed in the project's research and design phases.



Pain Points



Pay Scale

Immigrant job seekers often struggle to access pay scale information, hindering their ability to make informed career decisions in a new country.



Commute Details

Navigating challenging commutes, particularly during extreme weather conditions, becomes a significant quality of life issue for many immigrants in their job search.



Language/Accent Barriers

Adapting to a new language and accent can be a steep learning curve for immigrants, often acting as a formidable barrier in their professional interactions and job prospects.



Application Convenience

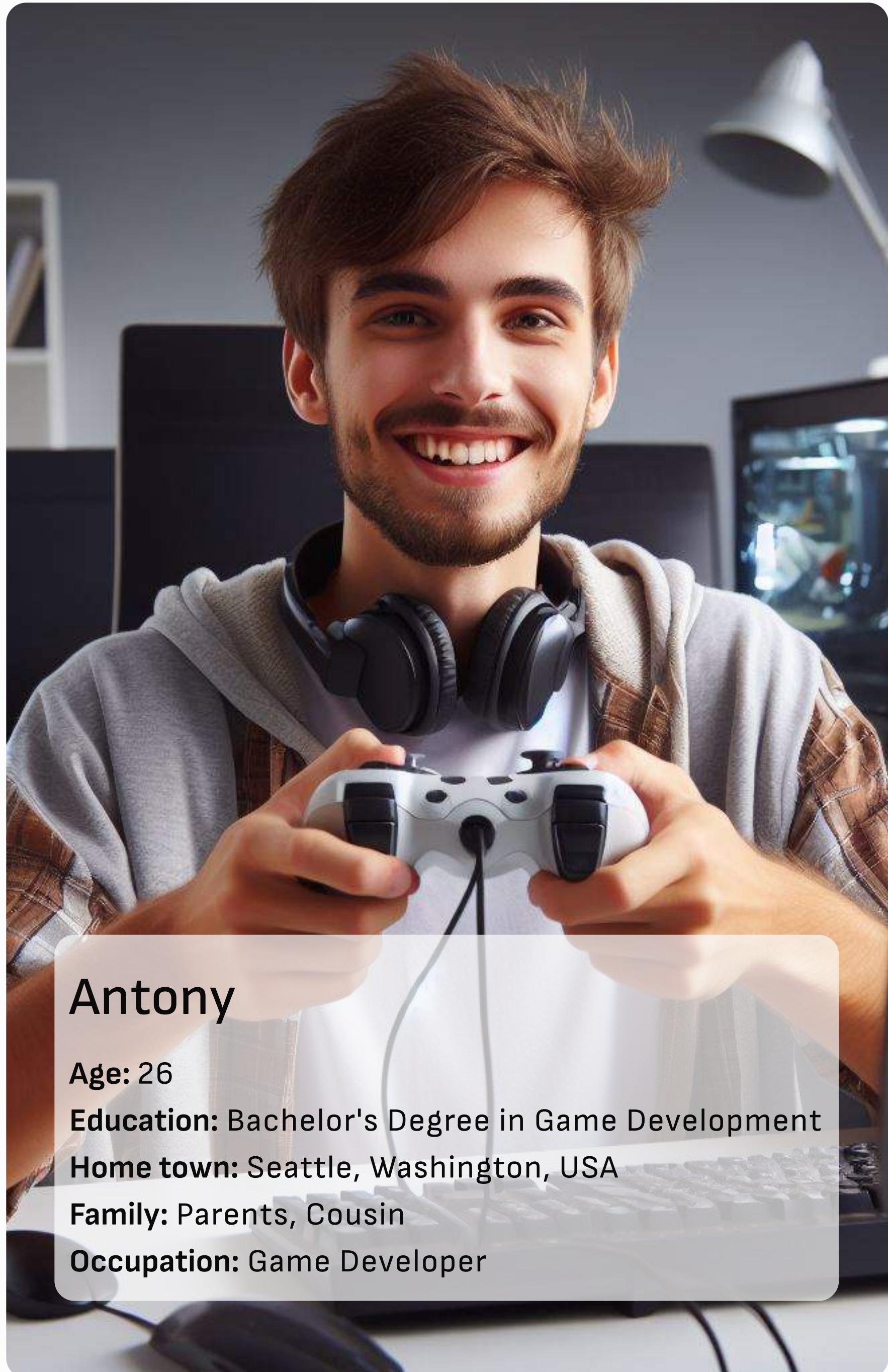
Job seekers desire pre-filled job applications to streamline the process and reduce the time and effort required for application submissions.

Empathy Map

Says	Thinks
"I wish I could easily find out the pay scale for jobs in this new country; it's essential information to make informed decisions about my career."	"Why is it so challenging to access pay scale information for job listings here?"
"I wanted a job that wouldn't make me commute in extreme weather; it's a quality of life issue."	"I hope I can find a job that offers a reasonable commute, especially during extreme weather conditions."
"Adapting to a new language and accent has been a steep learning curve, and it's often a barrier in my professional interactions."	"How can I overcome language and accent barriers to improve my professional interactions?"
<hr/>	
Does	Feels
Actively searches for pay scale information when considering job opportunities.	Frustrated due to the lack of accessible pay scale information for making informed career decisions.
Seeks job listings with reasonable commute options to ensure a better quality of life.	Anxious about the prospect of a difficult commute in extreme weather conditions.
Participates in language and accent improvement programs to enhance professional communication.	Struggles with a mix of determination and insecurity as language and accent adaptation pose challenges in professional interactions.

Personas And User Journey Maps

Persona: Antony



"At The Moment, My Entire Focus Is On My Career. Over The Next 5 Years, I Can't Afford To Make Any Mistakes."

About

Antony is a 26-year-old game developer who recently immigrated to a new country, eager to build a successful career in the gaming industry. Currently residing with their cousin in the city, Antony values the urban setting for its rich networking opportunities, allowing them to connect with professionals from various industries.

Antony is proactively seeking to understand the salary structure in their new country, as the pay system is unfamiliar. Despite this challenge, they are highly confident in their education and professional experiences and hold ambitious aspirations of creating a distinctive niche for themselves in the game development field. Furthermore, Antony has a strong sense of responsibility, planning to provide financial support to their parents back home.

Goals

Antony plans to actively network with new people to establish valuable connections for their career development.

They also aim to obtain references from their friends to enhance their job applications and job prospects.

Frustrations

Antony is frustrated by the lack of accessible information about new courses and certifications that would enable them to continue their profession successfully in their new country.

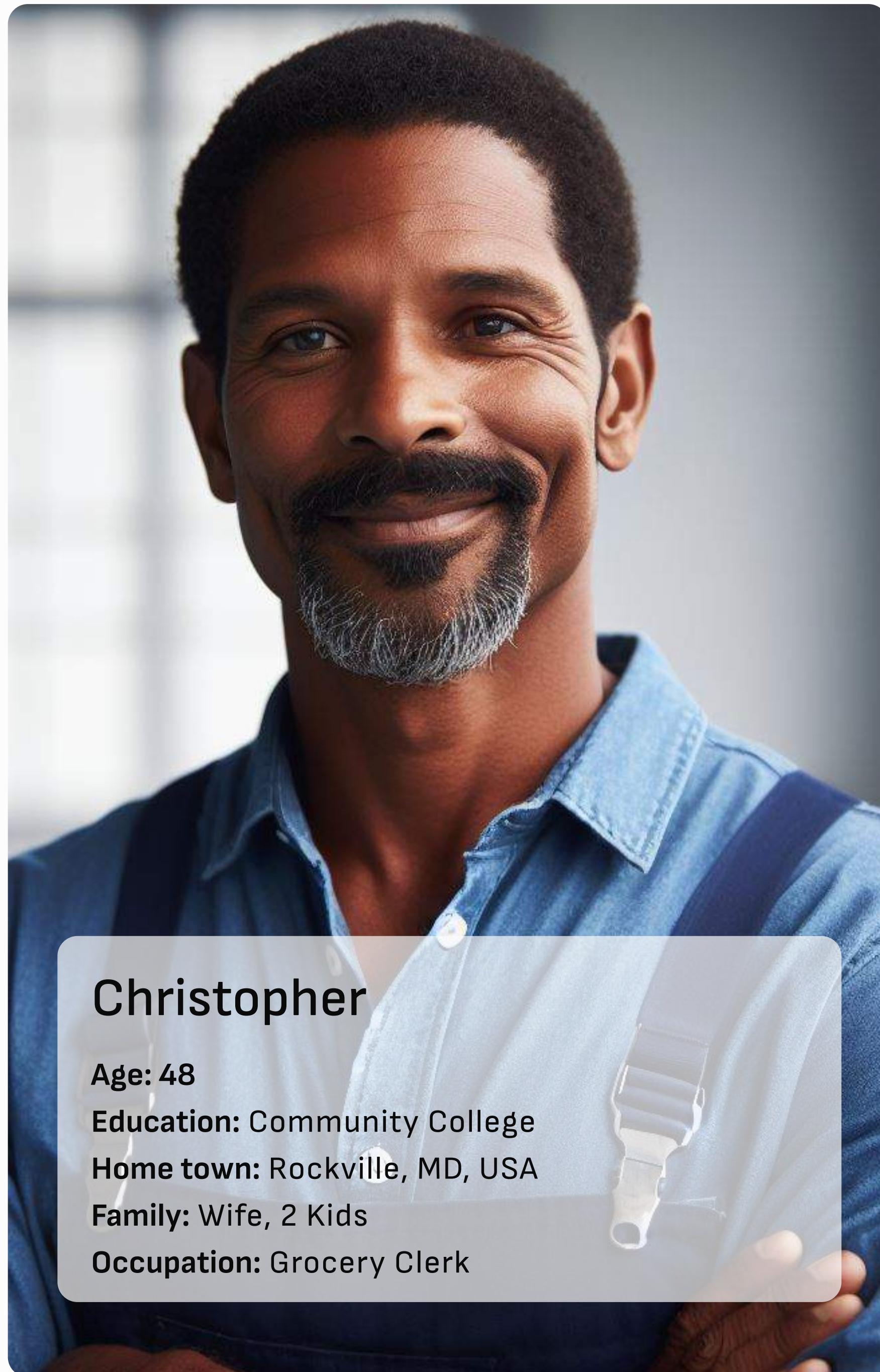
They are also struggling with the lack of clarity regarding the pay scale offered in their new country of immigration, which complicates making informed career decisions.

User Journey Map: Antony

The user journey map for Antony outlines his actions, emotional states, and potential areas for improvement during his job search process as a Game Developer. This map can help in creating a more user-friendly and effective job portal tailored to individuals like Antony.

Action	Search For Game Dev Jobs On Job Portals	Look For Job Requirements And Salary Information	Search The Internet To Verify Payscale	Fill In Application	Apply For Job
Task List	1. Open job search portal. 2. Enter search criteria (e.g., "Game Developer jobs").	1. Review job listings for requirements. 2. Search for salary details.	1. Open web browser. 2. Search for information on average pay scales.	1. Enter personal information, qualifications, and experiences. 2. Submit job application.	1. Review application details. 2. Submit job application.
Feeling	Eager, Hopeful.	Inquisitive, Focused.	Determined, Informed.	Committed, Thorough	Accomplished, Hopeful.
Improvement Opportunities	Optimize job search features for efficient results.	Ensure clear presentation of job requirements and salary information in listings.	Provide access to local pay scale data within the job portal.	Streamline application forms for ease of use.	Confirm successful submission and provide an application status update.

Persona: Christopher



Christopher

Age: 48

Education: Community College

Home town: Rockville, MD, USA

Family: Wife, 2 Kids

Occupation: Grocery Clerk

"Every Step I Take, Even In Harsh Weather, Paves The Way For My Family's Brighter Future Through Hard Work And Education."

About

Chris is a middle-aged man who immigrated to the country a couple of months ago, along with his wife and two kids. He is getting accustomed to using the web browser on his smartphone to learn more about his new town.

Chris works as a grocery clerk at a local grocery store. He finds it challenging to walk to his workplace in extreme weather, and he is dissatisfied with the public transportation options.

He believes in working hard, with the belief that rewards will follow. Chris plans to provide an education for his children to ensure they all have a promising future.

Goals

Chris aspires to contribute to his community and earn a livelihood by working within it.

Frustrations

Struggles with language comprehension, particularly in English.

He aims to become more proficient with consumer technology for greater comfort and ease in daily life.

Experiences challenging winter commutes due to the absence of personal transportation.

Faces difficulties in adapting to and using consumer technology, which impacts his daily activities.

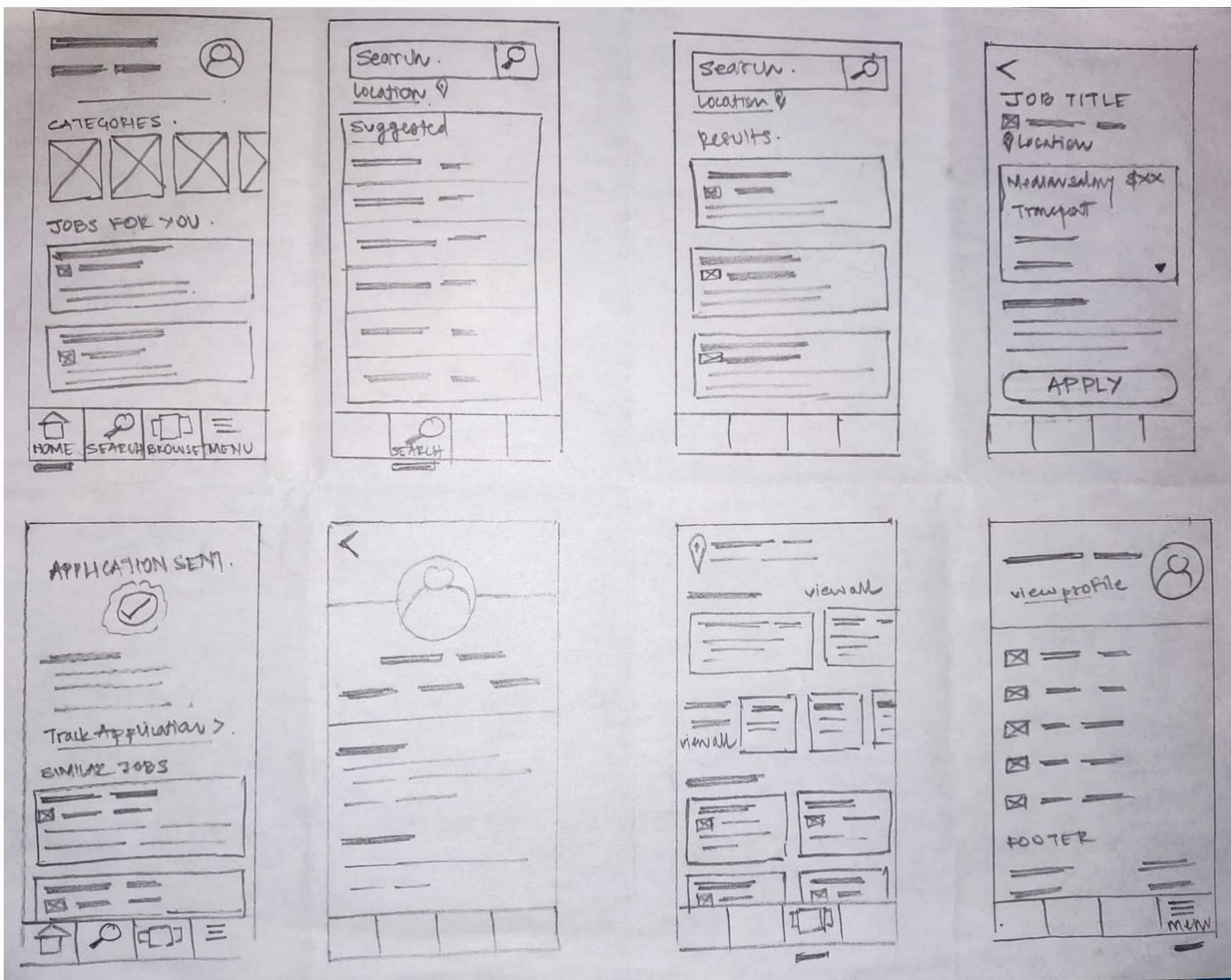
User Journey Map: Christopher

The user journey map for Christopher illustrates his actions, emotions, and potential areas for improvement throughout his job search process. This can help in creating a more user-friendly and supportive job portal for individuals like Christopher.

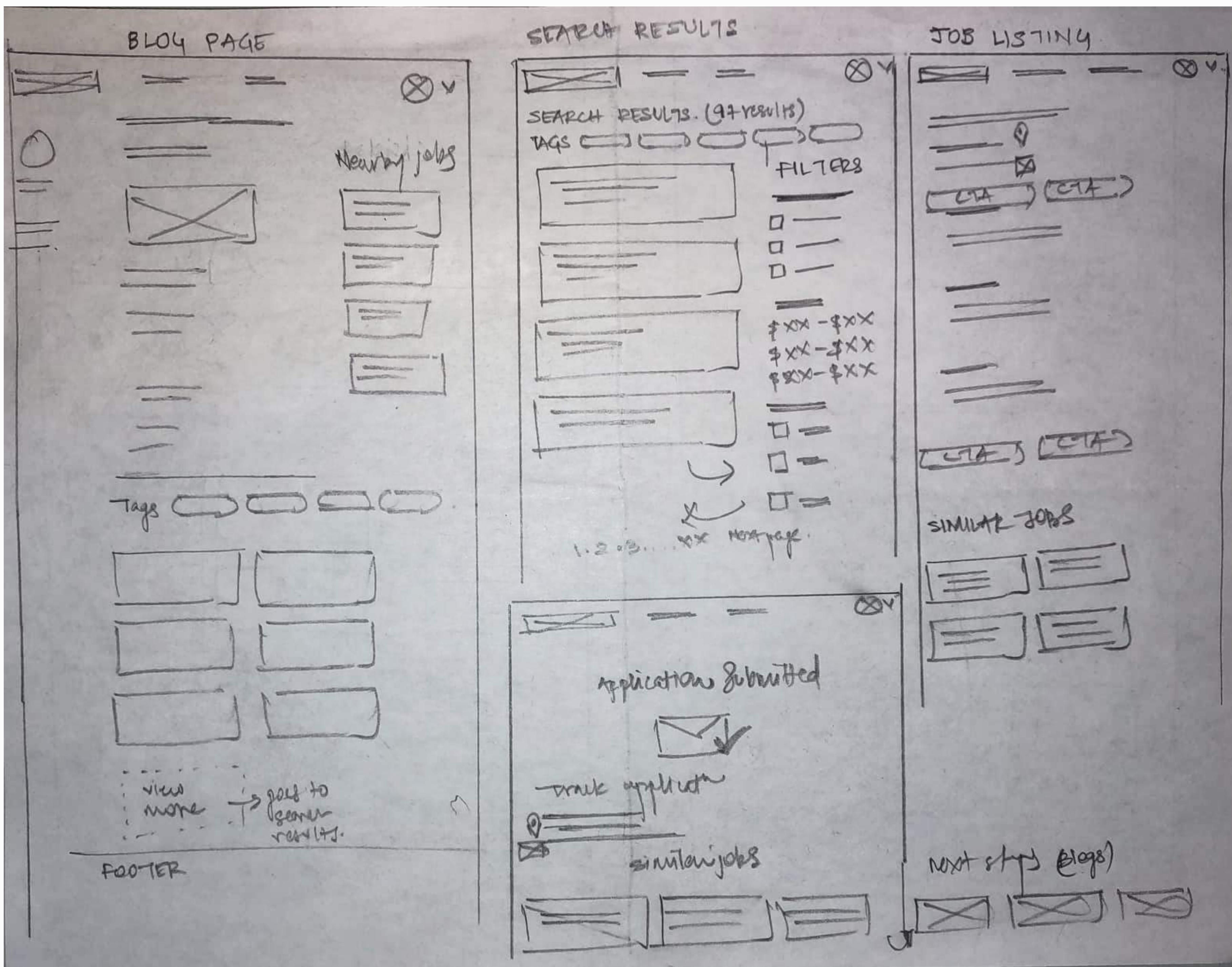
Action	Searches For Local Jobs On Phone Browser	Verifies Commute In Maps App	Selects Preferred Job	Fill In Application	Apply For Job
Task List	1. Open web browser. 2. Search for local job listings.	1. Open maps application. 2. Checks the commute route to the potential workplace.	1. Review job listings. 2. Select a job that matches skills and preferences.	1. Enter personal information, including contact details and work history.	1. Review application details. 2. Submit job application.
Feeling	Determined, Hopeful	Anxious, Concerned	Optimistic, Motivated.	Cautious, Focused.	Hopeful, Accomplished.
Improvement Opportunities	Provide user-friendly job search features, especially for those with basic tech skills.	Offer a user-friendly commute planner, considering extreme weather conditions.	Simplify the job selection process with clear job descriptions.	Offer user-friendly and streamlined data entry forms.	Confirm successful submission and provide an application status update.

Paper Wireframes

Paper wireframes streamlined the process of designing the diverse job listings. During the paper wire-framing stage, I solidified the flow, which facilitated the subsequent design phase. Importantly, I incorporated immigrant-specific additions at the appropriate junctures within the flow.



Paper Wireframes for Mobile App

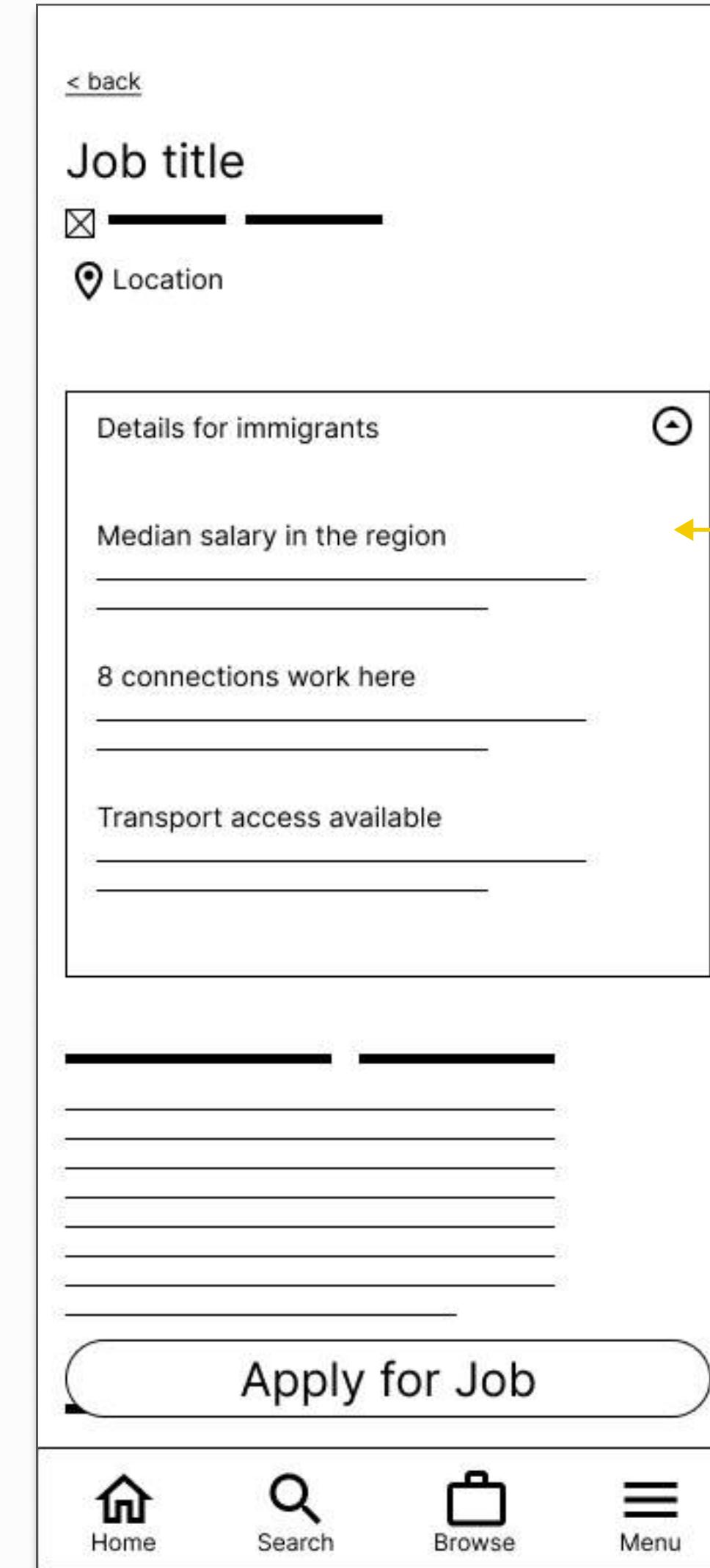


Paper Wireframes for Desktop

Digital Wireframes

Users were provided with information relevant to immigrants directly on the job listing page itself.

By design, any information can be added to this section, making it easier for the user to find the information and for the company to consolidate its information in one place.



A section specifically for helping immigrants gain knowledge about the job listing

At various stages in the user flow, the user is given the option to browse similar jobs or other relevant job listings.

Additionally, relevant blog posts are displayed for the user to read without disrupting the user flow.

The wireframe illustrates a desktop application interface with the following components:

- Header:** A navigation bar with three tabs: "Find Jobs", "Find Companies", and "Blog".
- Main Content Area:** A large title "Application Sent" with a checkmark icon below it. Below this, there's a section for "Job title", "Company name", and "location", followed by a link "Track application >".
- List of jobs:** A grid of nine job listing cards, each containing "Job Title", "Company name", "Location", and two buttons: "save for later >" and "view job >".
- Articles for Immigrants:** A section titled "Articles for Immigrants" featuring four article cards, each with a title ("Lorem ipsum dolor sit amet, consectetur"), a snippet of text, and a "View Article" button.
- Footer:** A footer navigation bar with sections for "For Job Seekers" (Overview, Blog, Featured jobs, No-experience jobs, Remote Jobs, Startup jobs) and "Company" (About, Help, Blog, Terms and Conditions, Privacy policy, Cookies). It also includes a copyright notice "Copyrights © 2023. All rights reserved." and three small circular icons.

Annotations on the right side highlight specific features:

- A yellow arrow points from the text "'Similar jobs' shortlisted for the users after the application is complete.' to the "List of jobs" section.
- A yellow arrow points from the text "'Relevant blog posts' listed for the user to go through after a flow is complete' to the "Articles for Immigrants" section.

Digital Wireframes For Mobile App

Home Page

Welcome, John Doe

Categories

List of Jobs

Home Search Browse Menu

Browse Page

Location

Jobs nearby

Jobs for you

Trending jobs

Home Search Browse Menu

Search Suggestions

Search

Location

Suggested searches

Home Search Browse Menu

Search Results

Search

Location

Search results

Filter Sort

Home Search Browse Menu

Job Listing

< back

Job title

Location

Details for immigrants

Median salary in the region

8 connections work here

Transport access available

Apply for Job

Home Search Browse Menu

Confirmation

< home

Application Sent

✉️

Track application >

Similar jobs

Home Search Browse Menu

Profile Page

< back

John Doe

view profile >

John Doe

Footer

Home Search Browse Menu

Menu

Home Search Browse Menu

Digital Wireframes For Desktop Website

Landing Page

A wireframe of the landing page. At the top, there are three navigation links: 'Find Jobs', 'Find Companies', and 'Blog'. Below them is a large grey area containing placeholder text 'Lorem ipsum dolor sit amet' and a link 'Read our blog'. At the bottom left, it says 'As featured on:' followed by six small grey boxes. On the right side, there's a section titled 'What we offer you' with four pairs of placeholder text boxes.

A wireframe of the search page. At the top, there are three navigation links: 'Find Jobs', 'Find Companies', and 'Blog'. Below them is a search bar labeled 'Search' and a location input field labeled 'Location'. A list of six job cards is shown below, each with placeholder text for job title, company name, and location.

A wireframe of the search results page. At the top, there are three navigation links: 'Find Jobs', 'Find Companies', and 'Blog'. On the right, there is a sidebar titled 'Filter' with dropdown menus for 'Salary Range', 'Location', 'Benefits', 'Qualification', and 'Visa sponsorship'. The main content area shows a grid of job cards, each with placeholder text for job title, company name, and location. There is a 'Load more' button at the bottom.

Testimonials

A wireframe showing two columns of testimonial snippets. Each snippet contains placeholder text and a 'Ulrich tincidunt' button.

A wireframe showing a grid of articles for immigrants. Each article card has placeholder text for title, author, and content.

Job Listing

A wireframe of the job listing page. At the top, there are three navigation links: 'Find Jobs', 'Find Companies', and 'Blog'. Below them is a search bar and a location input field. The main content area shows a grid of job cards.

A wireframe of the confirmation page. It features a large 'Application Sent' message with a checkmark icon, a 'Job title' input field, and a 'Company name' input field.

A continuation of the confirmation page wireframe. It shows a 'More from author' section with three author cards, a large text block with placeholder text for an email body, and a 'List of jobs' section with six job cards.

Similar jobs

A wireframe showing a grid of similar job cards, each with placeholder text for job title, company name, and location.

A wireframe of the footer for both job seekers and companies. It includes links for Overview, Blog, Featured jobs, No-experience jobs, Remote Jobs, and Startup jobs for job seekers. For companies, it includes links for About, Help, Blog, Terms and Conditions, Privacy policy, and Cookies. Both sections end with a copyright notice: 'Copyrights © 2023. All rights reserved.'.

A continuation of the footer wireframe. It shows a 'List of jobs' section with six job cards and a second set of footer links for job seekers and companies.

How Might We..

To address the challenges experienced by job-seeking immigrants, I generated a series of "How Might We" questions through brainstorming and empathising with the users following comprehensive user research.

How Might We

...display relevant information for immigrants in an easily discoverable manner within the user flow?

How Might We

...showcase job listings that are meaningful to an individual user?

How Might We

...make it easier for an individual to share their previous experience/education details needed for a job application?

Usability Study: Findings

I conducted two rounds of usability studies to refine the design process.

Insights from the initial study informed the transition from wireframes to mockups. The second study employed a high-fidelity prototype, pinpointing specific areas in the mockups that required further refinement and enhancement. This iterative approach ensured the continual improvement and optimization of the design based on user feedback and insights.

Round 1 Findings

Users wanted to have **information about salary**.

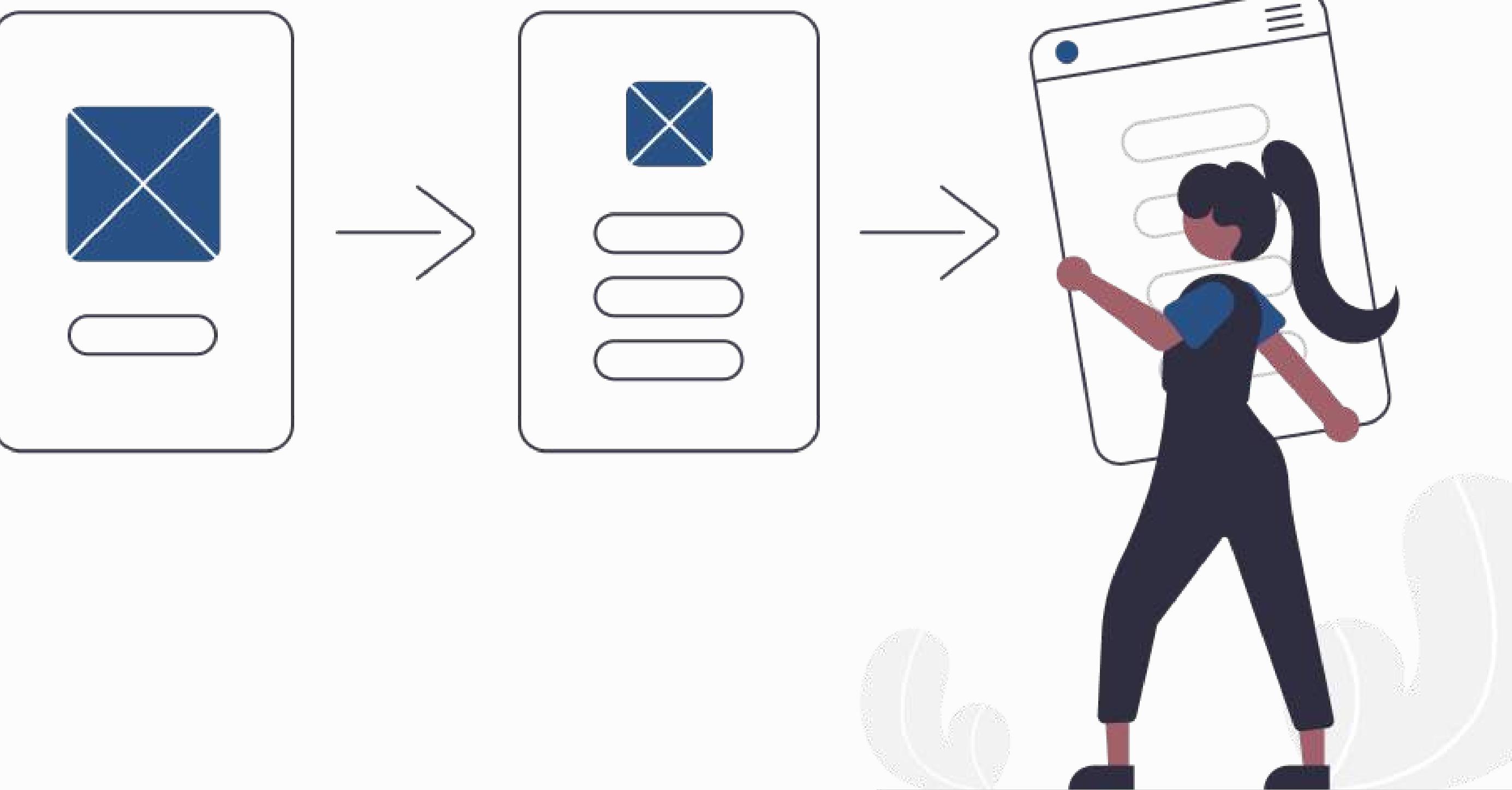
Users wanted to have **commute information**.

Users wanted a way to **track job applications** right in the app instead on emails.

Round 2 Findings

Users wanted a **way to change language** at a very visible location.

Users desired to have **tags to filter job search results**.



Mockups

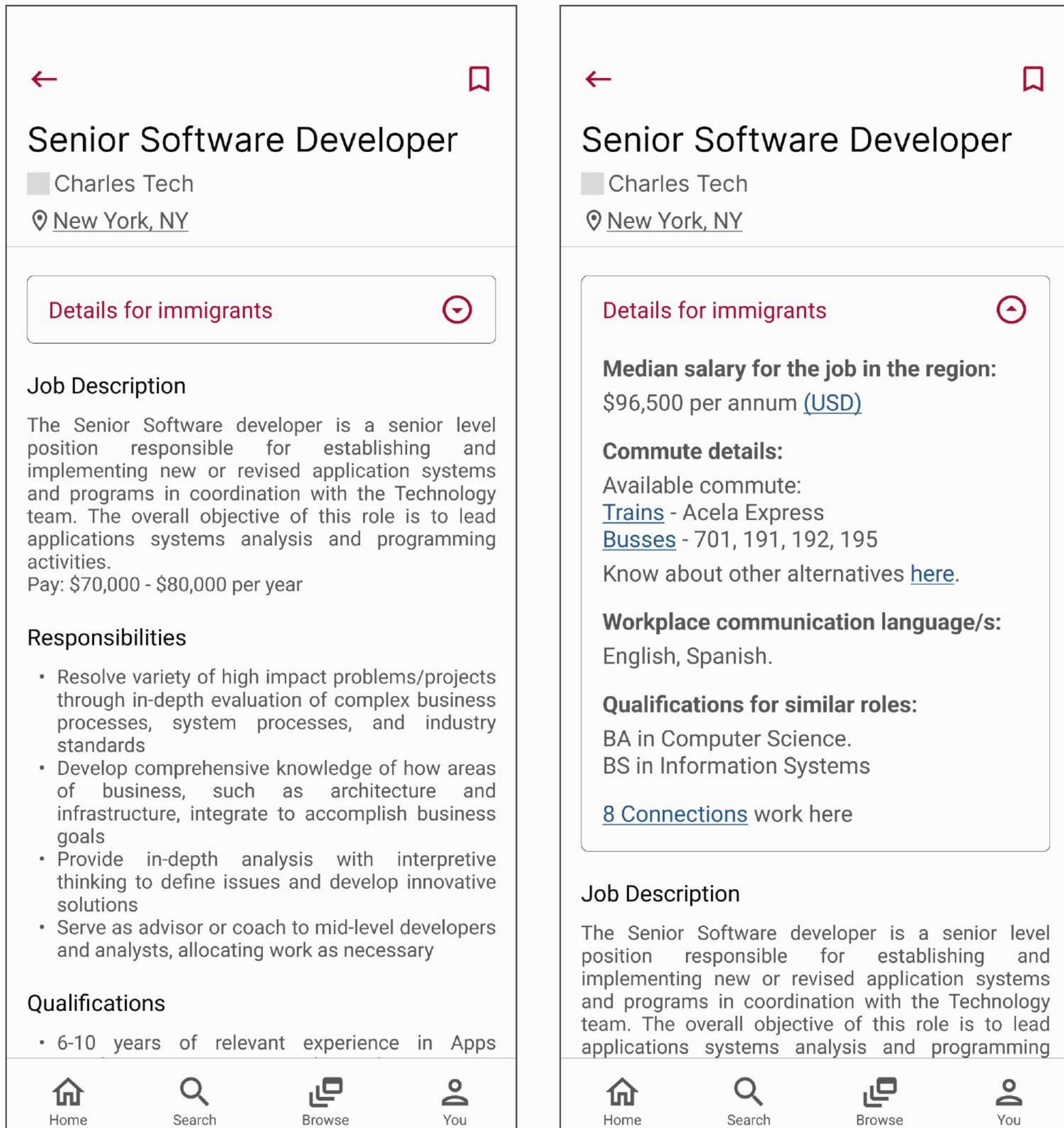
'Details For Immigrants' Section

A dropdown section was incorporated into the interface to offer users a designated area for accessing information tailored specifically for immigrants. This design choice aims to enhance user experience by providing a focused and easily navigable space, ensuring that individuals seeking information relevant to immigrants can readily access the specific details they require.

Dropdown interface on mobile website



Dropdown interface on mobile app



The desktop website featured a corresponding section without the need for a dropdown, benefiting from ample space for a more expansive display.

Interface on desktop website

PURSUIT Find Jobs Find Companies Blog 

[< Back to search results](#)

Senior Software Developer

Charles Tech
New York, NY

[Save for Later](#) [Submit Application](#)

Job Description

The Senior Software developer is a senior level position responsible for establishing and implementing new or revised application systems and programs in coordination with the Technology team. The overall objective of this role is to lead applications systems analysis and programming activities.
Pay: \$70,000 - \$80,000 per year

Responsibilities

- Resolve variety of high impact problems/projects through in-depth evaluation of complex business processes, system processes, and industry standards
- Develop comprehensive knowledge of how areas of business, such as architecture and infrastructure, integrate to accomplish business goals
- Provide in-depth analysis with interpretive thinking to define issues and develop innovative solutions
- Serve as advisor or coach to mid-level developers and analysts, allocating work as necessary

Qualifications

- 6-10 years of relevant experience in Apps Development or systems analysis role
- Extensive experience system analysis and in programming of software applications
- Experience in managing and implementing successful projects
- Subject Matter Expert (SME) in at least one area of Applications Development
- Ability to adjust priorities quickly as circumstances dictate
- Demonstrated leadership and project management skills
- Consistently demonstrates clear and concise written and verbal communication

Benefits

- 401(k)
- 401(k) matching
- Dental insurance
- Employee assistance program

Details for immigrants

Median salary for the job in the region:
\$96,500 per annum ([USD](#))

Commute details:
Available commute:
[Trains](#) - Acela Express
[Busses](#) - 701, 191, 192, 195
Know about other alternatives [here](#).

Workplace communication language/s:
English, Spanish.

Qualifications for similar roles:
BA in Computer Science.
BS in Information Systems

[8 Connections](#) work here

401(k) [Disability insurance](#)

[Medical insurance](#) [Vision insurance](#)

[Dental insurance](#) [Pension plan](#)

[Paid maternity leave](#)

[Paid paternity leave](#)

[Commuter benefits](#)

[Tuition assistance](#)

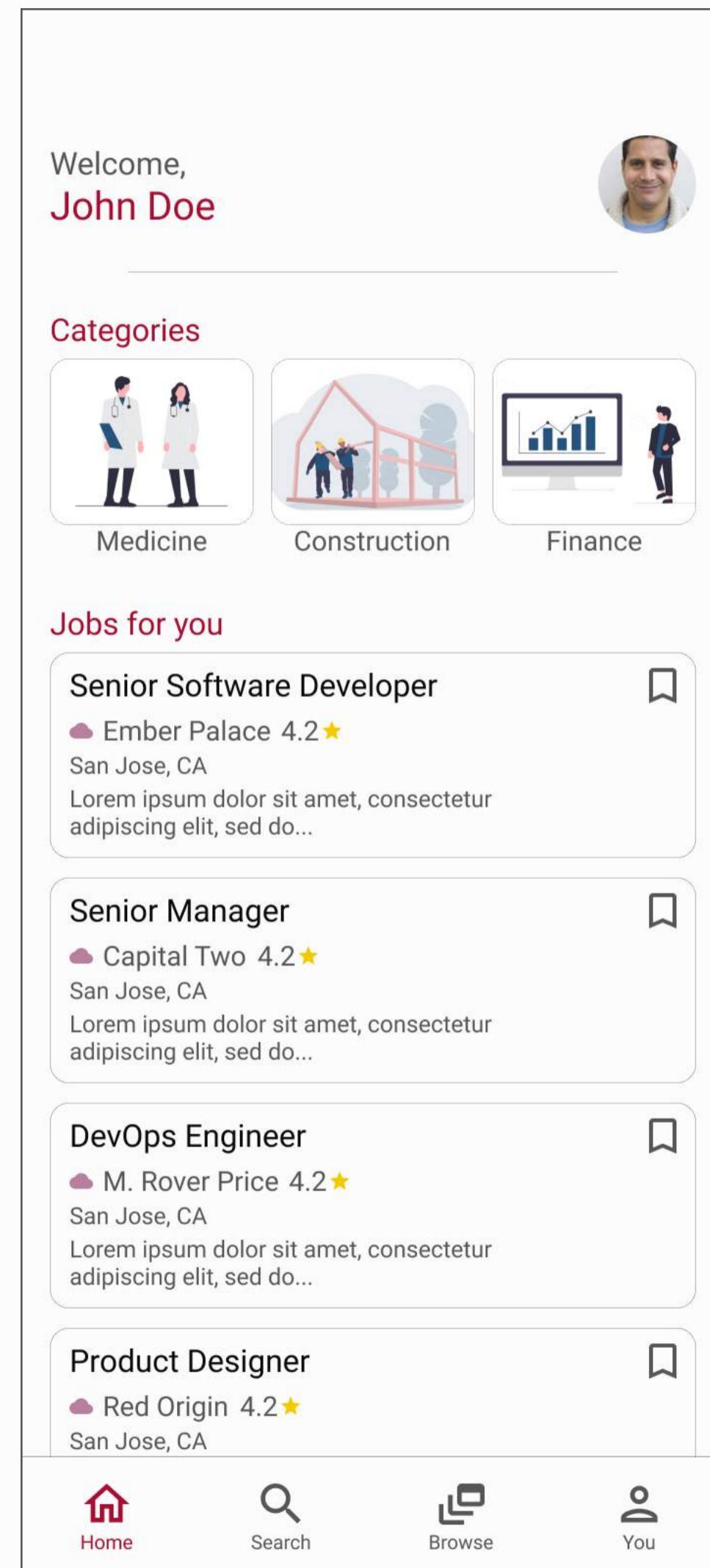
[Student loan assistance](#)

Prominent Language Change Option

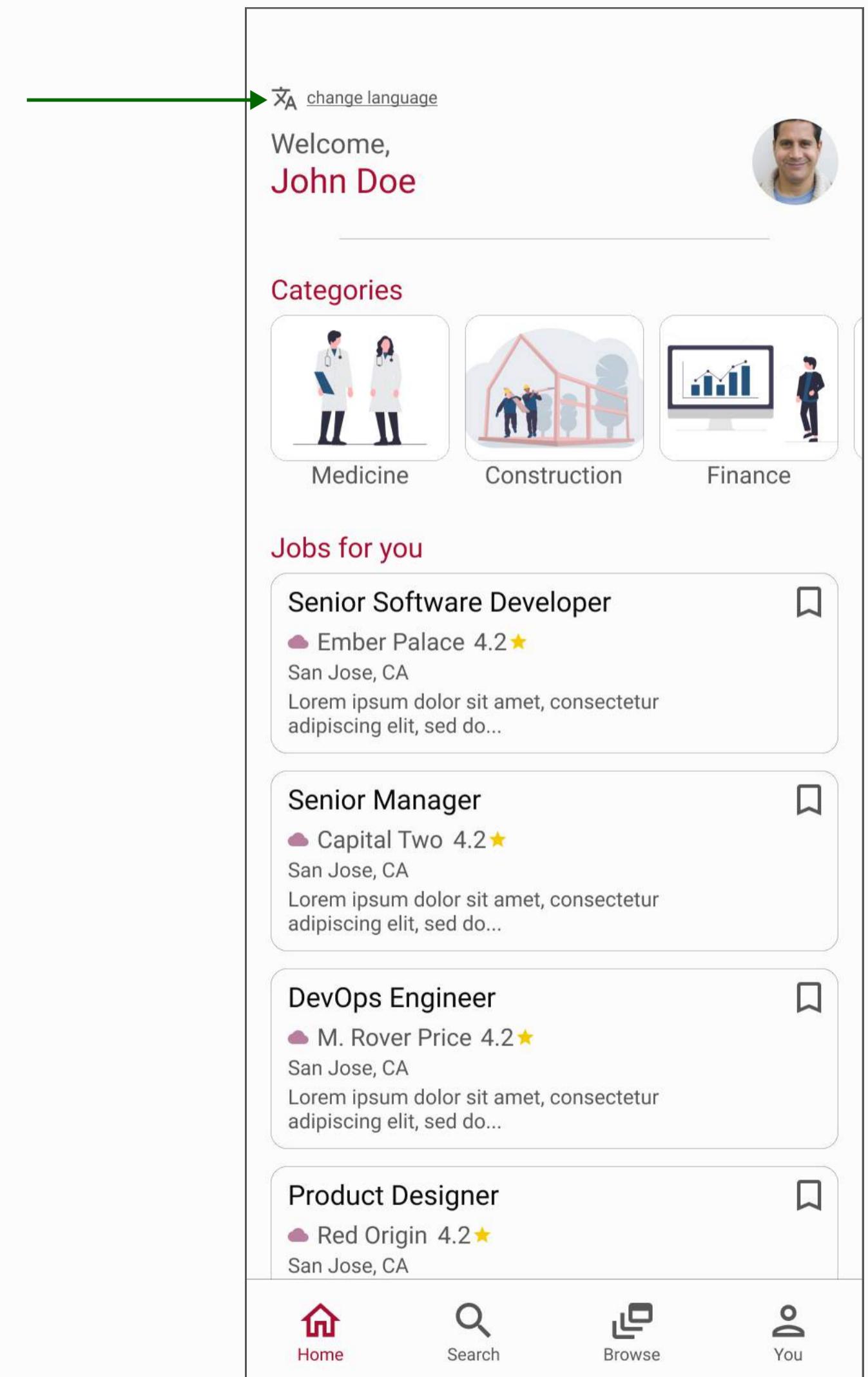
Users explicitly expressed the need for a prominent 'change language' option.

Consequently, the design incorporates this feature directly on the landing page or homepage, ensuring accessibility and user-friendly access to language preferences right from the start.

Before usability study



After usability study



Enhanced Search With Tags

To accommodate users' preferences for refining search results, tags were strategically incorporated into the filtering system wherever applicable, enhancing the user experience by providing a more targeted and customizable search functionality.

After usability study

The screenshot shows the PURSUIT search interface after a usability study. At the top, there is a navigation bar with the PURSUIT logo, 'Find Jobs', 'Find Companies', 'Blog', and a user profile icon. Below the navigation bar is a search bar containing 'Senior Software Developer' and a location field set to 'New York, NY'. To the right of the search bar is a 'Filters' section. The filters are organized into expandable sections: 'Benefits', 'Sort by', and 'Experience level'. The 'Benefits' section contains tags for '401(k)', 'Disability insurance', 'Medical insurance', 'Vision insurance', 'Dental insurance', 'Pension plan', 'Paid maternity leave', 'Paid paternity leave', 'Commuter benefits', 'Student loan assistance', and 'Tuition assistance'. The 'Sort by' section contains radio buttons for 'Most recent' (which is selected) and 'Most relevant'. The 'Experience level' section contains a checkbox for 'Internship'. On the left side of the page, there are search results for 'Senior Software Developer' from 'Orange' (rating 3.9★), 'Capital Tech' (rating 3.8★), 'Elements Inc' (rating 3.9★), and 'Precision Computers' (rating 4.7★). Each result includes a 'Save' button and a 'View Job' button.

Mockups For Mobile App

John Doe
Software Developer
San Diego, CA
[27 connections](#)

Experience

Company Name
Senior Software Developer
San Diego, CA
March 2021 - June 2023 (2 yr 3 mo)
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Company Name
Senior Software Developer
San Diego, CA
March 2021 - June 2023 (2 yr 3 mo)
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Company Name
Senior Software Developer

[Home](#) [Search](#) [Browse](#) [You](#)

[change language](#)

Welcome, **John Doe**

Categories

Medicine Construction Finance

Jobs for you

Senior Software Developer
Ember Palace 4.2★
San Jose, CA
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do...

Senior Manager
Capital Two 4.2★
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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do...

DevOps Engineer
M. Rover Price 4.2★
San Jose, CA
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do...

Product Designer
Red Origin 4.2★
San Jose, CA

[Home](#) [Search](#) [Browse](#) [You](#)

[Search](#)

New York, NY

Recent Searches

Software Developer in New York, NY
Senior Software Developer in San Diego, CA
UX Engineer in Austin, TX
Backend Engineer in San Jose, CA

Search Suggestions

Software Developer
Senior Software Engineer
Software Engineer I
Software Engineer II
Angular Developer

[Home](#) [Search](#) [Browse](#) [You](#)

[Search](#)

New York, NY

Search Results

Senior Software Developer
Charles Tech 4.2★
New York, NY
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do...

Angular Software Developer
Seven Mobile 4.2★
Long Island, NY
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do...

Software Engineer
HDC 4.2★
Rochester, NY
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do...

Firmware Developer
Black Hawk Computers 4.2★
Newark, NJ
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do...

C++ Software Developer
Micro Solutions 4.2★
Easton, PA
Lorem ipsum dolor sit amet, consectetur...

[Home](#) [Search](#) [Browse](#) [You](#)

[Senior Software Developer](#)

Charles Tech
New York, NY

Details for immigrants

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Qualifications

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[Home](#) [Search](#) [Browse](#) [You](#)

[Senior Software Developer](#)

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[8 Connections](#) work here

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[Home](#) [Search](#) [Browse](#) [You](#)

Application Sent

Senior Software Developer
Charles Schwab
New York, NY
[Track application >](#)

Similar jobs

Senior Software Developer
Ember Palace 4.2★
San Jose, CA
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do...

Senior Manager
Capital Two 4.2★
San Jose, CA
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do...

DevOps Engineer
M. Rover Price 4.2★
San Jose, CA
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do...

[Home](#) [Search](#) [Browse](#) [You](#)

[Search](#)

New York, NY

Jobs for you

Senior Software Developer
Winsor Tech 4.2★
San Jose, CA
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do...

Full Stack D...
Power Sys...
San Jose, CA
Lorem ipsum d...
adipiscing elit,

Categories

Medicine Construction Finance

Limited qualification jobs

Store Development Manager
Starbucks 4.2★
Chicago, IL

Assistant Manager, Riverhead Outlet
Company 4.1★
Riverhead, NY

Levi's Sales Associate
Levi's 3.9★
Livermore, NH

Sales Associate, Town Center
Brook Brothers 4.6★
Perrysburg, NJ

Multimedia Artist, Lead

Head of Data Science

[Home](#) [Search](#) [Browse](#) [You](#)

Mockups For Mobile Website

PURSUIT

Unlock Your Potential, No Matter Where You're From

Empowering Dreams, Bridging Opportunities

[Read Blog](#)

[Search for Jobs](#)

Why Choose Pursuit?

- Tailored Search**: Customise your job search based on your skills, preferences, and location.
- Expert Guidance**: Access career advice, resume building, and interview tips from industry experts.
- Community Support**: Connect with fellow job seekers and mentors who understand your unique challenges.
- Empowerment**: Pursue your dreams with confidence, knowing that you have a platform that believes in you.

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Testimonials

Pursuit is a Game-Changer! "Pursuit made job hunting effortless. Within weeks, I landed my dream job, and I can't thank them enough!" -Dana Scully

Pursuit: Where Dreams Meet Reality "Pursuit is the place where dreams find their true potential. It's like having a personal career coach at your fingertips." -Fox Mulder

Pursuit - A Lifesaver for Immigrants "As an immigrant, Pursuit was a lifesaver. It provided the guidance and opportunities I needed to kickstart my career in a new country." -John Laney

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John Doe
Software Developer
San Diego, CA
27 connections

Experience

Company Name
Senior Software Developer
San Diego, CA
March 2021 - June 2023 (2 yr 3 mo)
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Company Name
Senior Software Developer
San Diego, CA
March 2021 - June 2023 (2 yr 3 mo)
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Company Name
Senior Software Developer
San Diego, CA
March 2021 - June 2023 (2 yr 3 mo)
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Education

BA in Computer Science
Oxford Institute of Technology
Oxford, UK
Graduation year: 2014
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BA in Computer Science
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San Diego, CA

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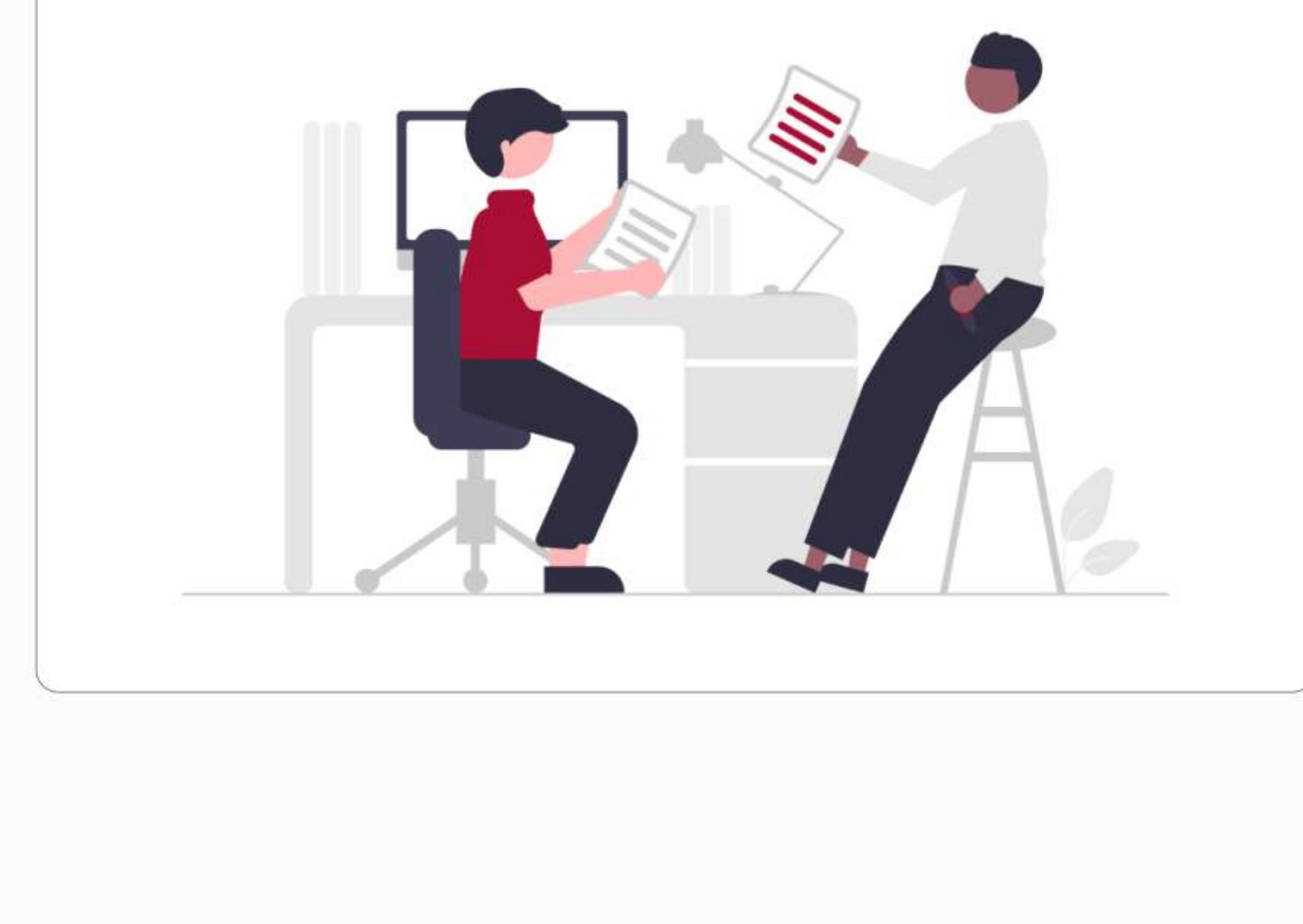
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As featured on:



Testimonials

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Life-Changing Platform! "Pursuit changed my life. Within weeks, I found the job I'd been dreaming of. It's a game-changer for immigrants like me!" -Daniel Gabriel	Job Seeker's Paradise! "Pursuit is a job seeker's paradise. The community support is priceless, and the job listings are top-notch." -Elena Rorry	Dreams Realized, Thanks to Pursuit! "Thanks to Pursuit, I'm living my dream career in a new country. It's the ultimate platform for immigrants." -Andrei Lang

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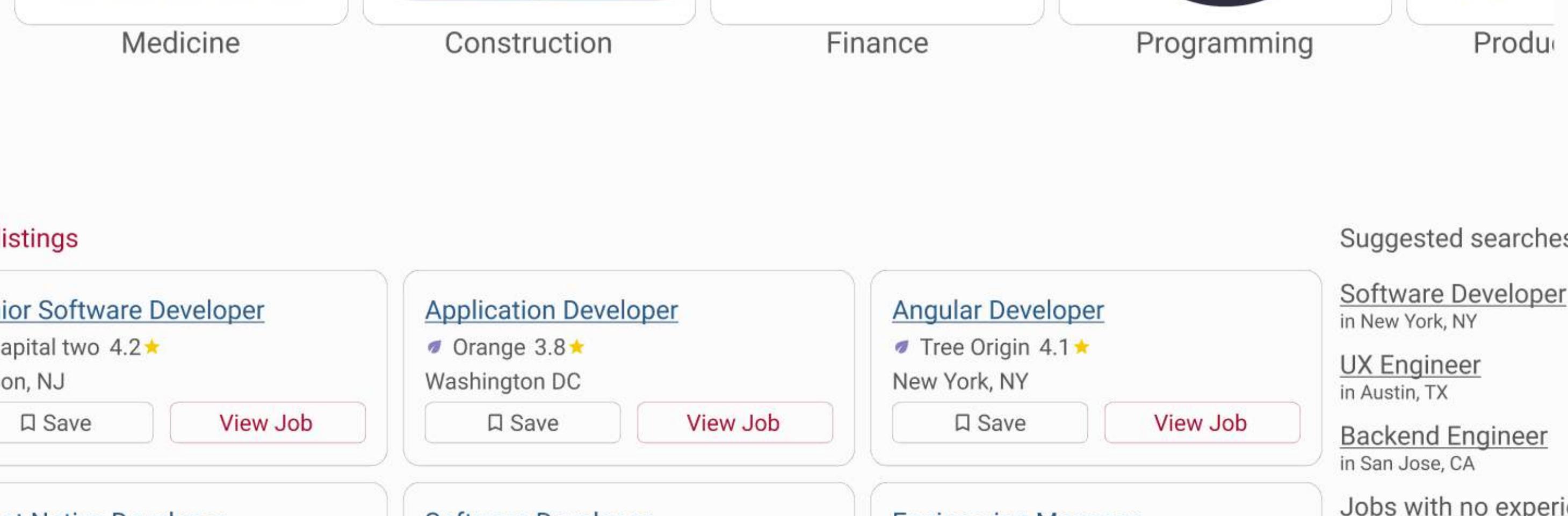
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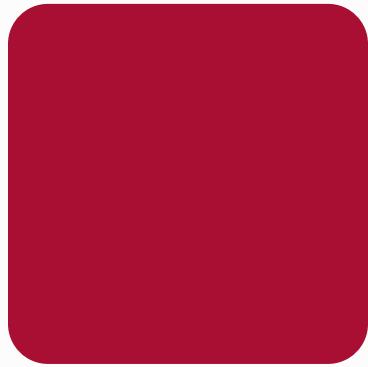
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Color & Typography

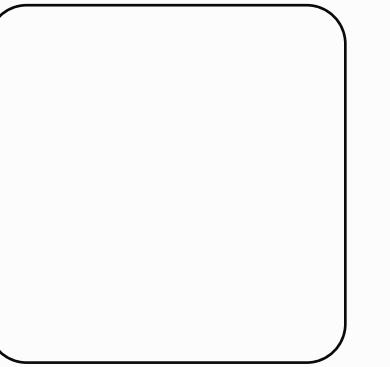
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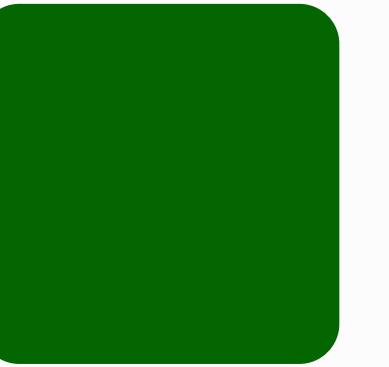
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#295A85



#036600

Font

Ag

Roboto

The quick brown fox
jumps over the lazy dog



Accessibility Considerations

Accessibility considerations were integrated into the project, ensuring that the design prioritized inclusivity by adhering to web accessibility standards, providing an optimal user experience for individuals with diverse abilities.

Luminance Contrast Ratio

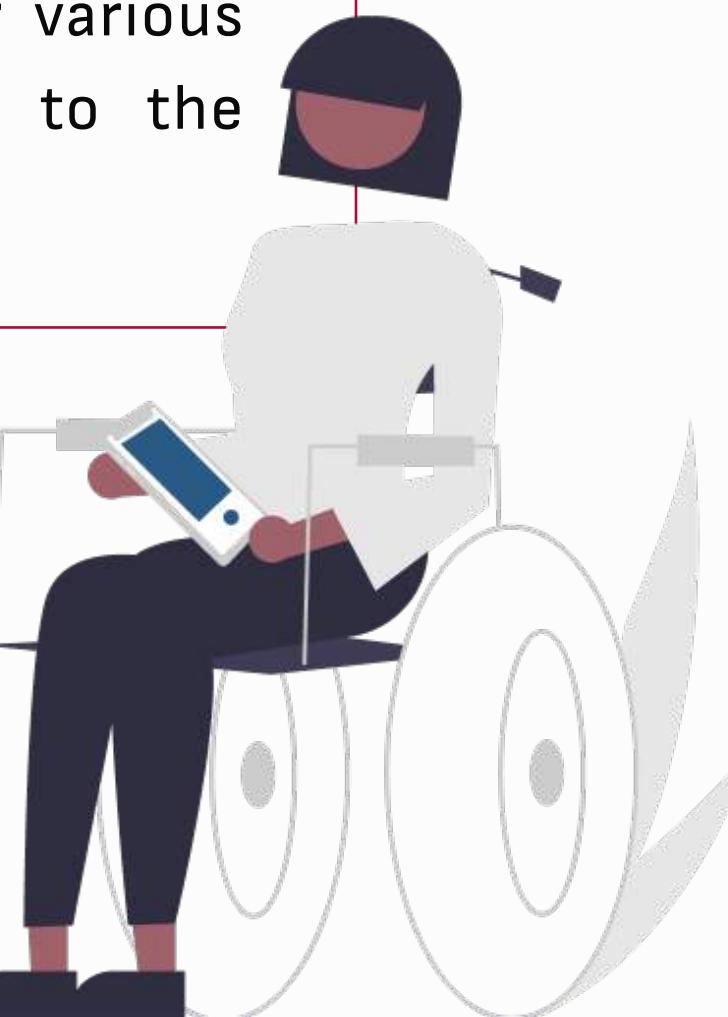
All content including text, buttons and more was made sure to be readable under the Luminance contrast ratio as per WCAG standards.

Whitespace And Proximity

Related content was grouped together using whitespace and proximity to make relationships between content more apparent.

Responsive Content

Content including font size, images, links was resized and redesigned with respect to the screen sizes for various screens and made responsive to the viewport.



Takeaways

Impact

The job portal for immigrants will significantly improve access to job opportunities and provide valuable resources, reducing the employment challenges faced by immigrants. It shall not only facilitate successful job placements but also foster a sense of inclusion and empowerment within the immigrant community.

What I Learned

Through this project, I learned the significance of tailoring resources to meet user needs, highlighting the importance of personalized and user-centric design.

Additionally, I gained valuable insights into the complexities of designing for diverse screen sizes, emphasizing the importance of responsive design, and navigated the challenges of creating mobile apps for a single product with distinct use cases.



Next Steps

Here are a few prospective steps for the future development of this project:

Shortlisting Companies

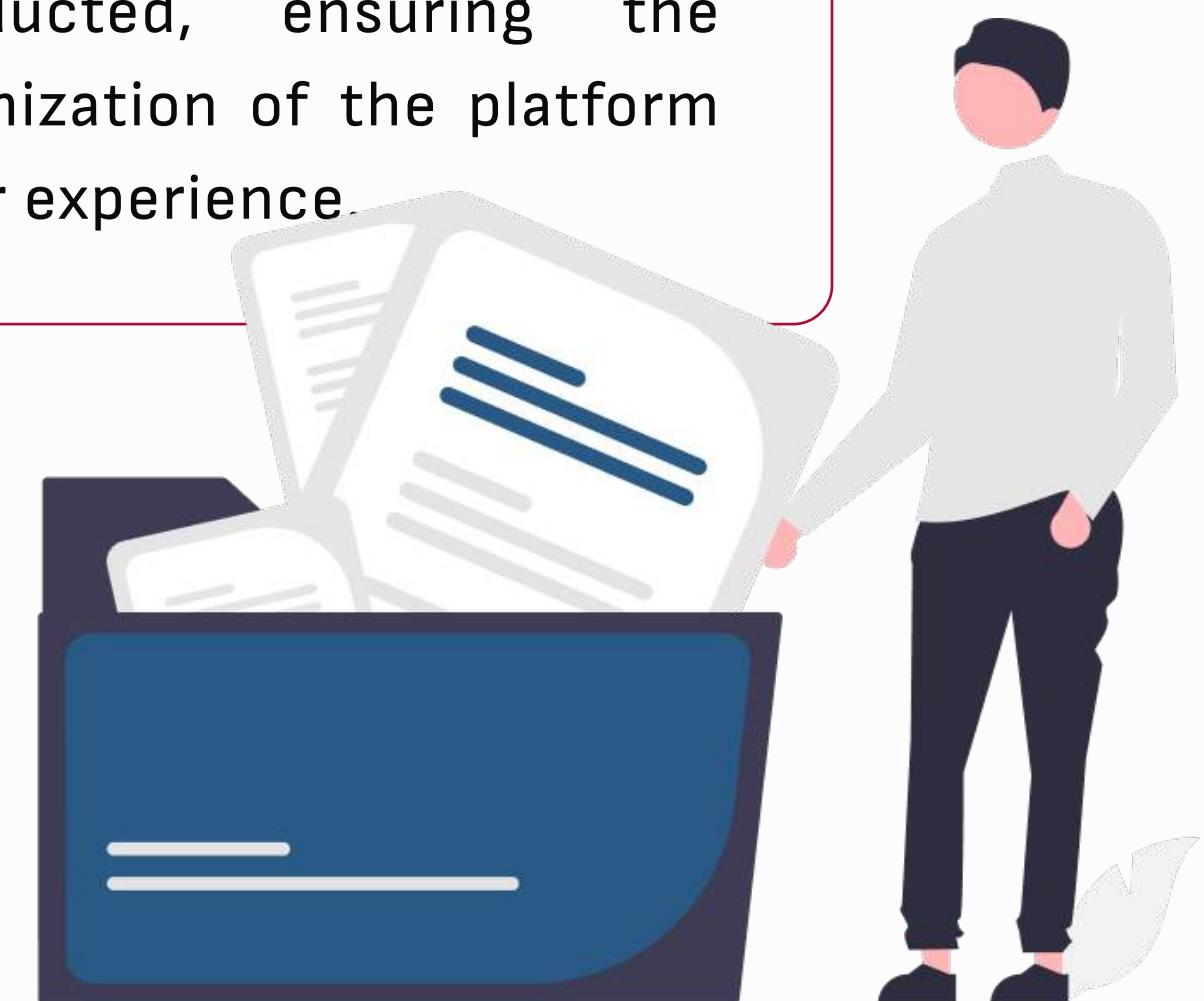
The upcoming phases involve expanding resources to aid users in shortlisting companies through comprehensive market research.

Onboarding, User Profiles, Blog Pages

Additionally, the focus will be on refining user experiences by enhancing user flows for onboarding, user profiles, and blog pages.

Further Usability Studies

To further validate and enhance design decisions, additional usability studies will be conducted, ensuring the continued optimization of the platform for the best user experience.



Thank You For Your Time

Akshay S. Patil

www.patilakshay.com