# ANMOL, ESHA, RITAMBHARA, WEI CHUN

—— AT AUSTIN ——

SCHOOL OF INFORMATION

COURSE: ADVANCED USABILITY

## Report of the second of the se

## PROBLEM STATEMENT

To identify the design and information architecture elements which contribute or withhold the feeling of trust towards indeed.com.

#### TARGET AUDIENCE



#### RESEARCH FOCUS



feature

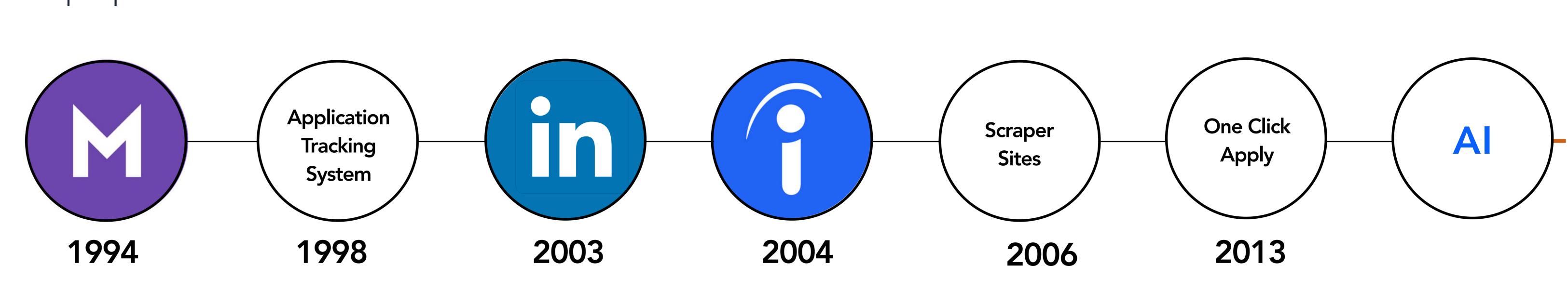


feature



#### HISTORY

One quick glance at the history of the online job search will show why it's so important to keep up-to-date.

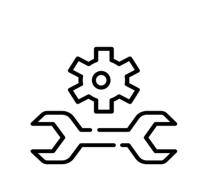


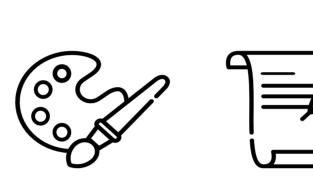
#### **SLASH GENERATION**

78% of Candidates Would Apply to Jobs from Mobile

The Slash Generation is made up of adults roughly ages 21-35 that are relatively fresh faces in the workforce.

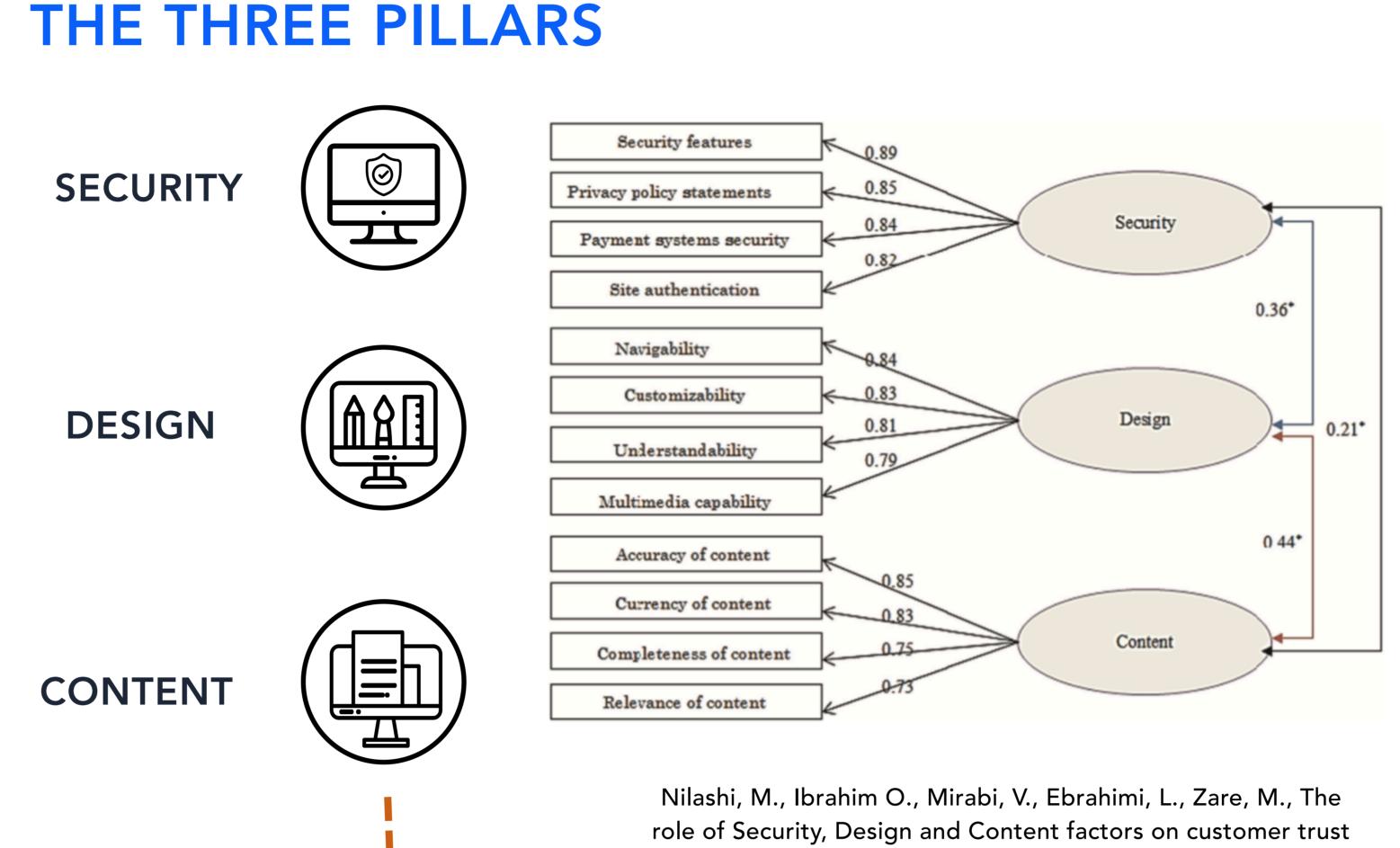
The term "Slash Generation" comes from the uncommon combination of job titles they prefer to take on at one time.





Engineer / Artist / Author

#### THE THREE PILLARS



## LITERATURE REVIEW

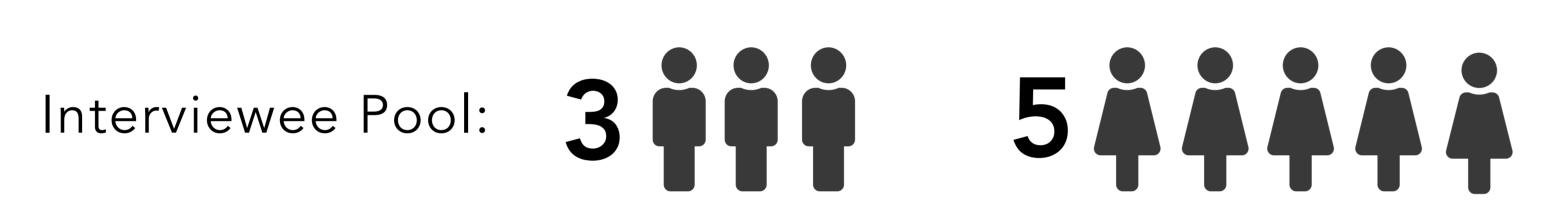
Trust is the willingness to be vulnerable to the actions of another party

Meyer, R., The Effect of the Performance Appraisal System on Trust for Management

#### INTERVIEWS AND USABILITY TESTING

To dive deeper and measure an objective reality that exists externally from the researcher, we conducted qualitative research.





We conducted usability tests on mobile apps of Indeed, Glassdoor and Linkedin with a focus on job search and easy apply feature on the app.

#### SUS SCORES

Linkedin: 61.5 Indeed: 60.8 Glassdoor: 62.5

### COMPETITIVE EVALUATION

We assessed the strengths and weaknesses of current direct and indirect competitors. This analysis provided us with context to identify prevalent practices and opportunity areas for Indeed to target.

#### Niche areas for the competitors:



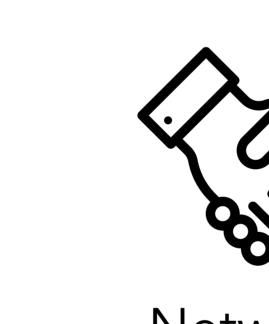
Reviews and Salary

Information









Networking





#### FINDINGS- THREE + 1 PILLARS \_\_-

## **SECURITY**

#### Willing to sacrifice privacy for job offers.

#### Main navbar and search bar are missing Confusing Filter UI

 3 out of 8 Interviewees were unaware that company reviews are 5 out of 8 people belonged to slash generation didn't notice the "choose another"

**DESIGN** 

resume on quick apply 5 out of 8 didn't notice the "apply with another resume" function in Indeed's quick apply 3 out of 8 complained the inconsistent UI design in the job list in indeed's

#### CONTENT

- 7 out of 8 people found content to be outdated Wrong job suggestions App and website results differ for user search 3 out of 8 complained
  - indeed's app (they prefer glassdoor's filter)

## **TRANSPARENCY**

- Unable to track application status. Unsure where application
- reached after user submits them at indeed website.

#### SURVEY

Responses: 265

Platforms used:

Google Jobs

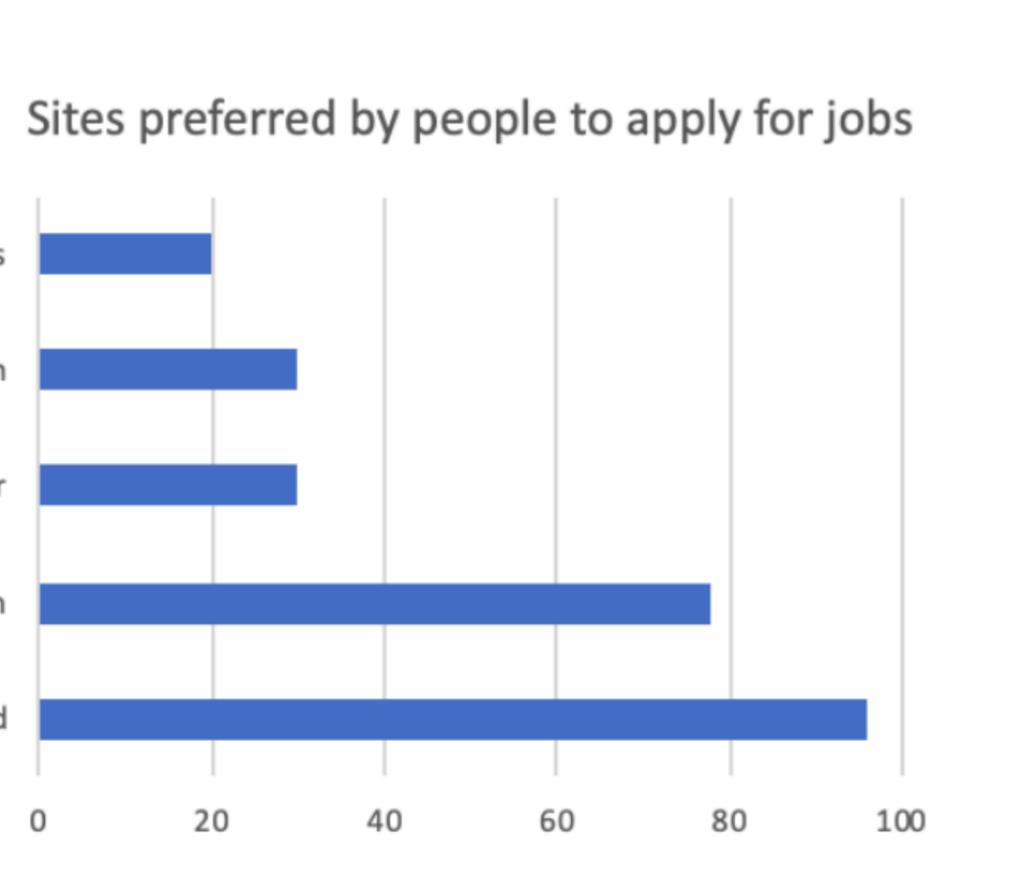
Monster.com

Glassdoor

LinkedIn







How did you use the following device during your job search?

0 20 40 60 80 100 120 140 160 180 200







Networking

Research Employers

Create a resume/CV

Create Cover letter

Search for jobs

Apply for jobs

Career information & research

Glassdoor Indeed

#### RECOMMENDATIONS

#### 1. Carve your niche in the job market

Google has its search algorithm. Glassdoor has its reviews and salaries. LinkedIn has its networking.

Indeed has...?

#### 2. 78% of Americans would apply for jobs from their Mobile if it was easier - MAKE IT **EASIER FOR THEM**

Improve mobile UI like providing navbar and search bar on their mobile application homepage

#### 3. Don't lose or frustrate users for a few ad-dollars

Don't show promoted jobs once a user has applied on them. Show relevant results all the time to increase user retention.

#### 4. Prioritize transparency - a key need of users

Similar to pizza tracking app, indeed can have a feature to increase the transparency of the application process through the recruiter's side.

Linkedin

#### 5. Improve your search but do not try to make Job Search a niche

Only show jobs which are relevant to users through the improvisation in search. However, do not try and compete with google at search.

Google Jobs is found to be the best option for searching for jobs to apply. Do not try to beat google at their own game of Search

#### 6. Up the resume game

-Provide feedback if a resume is readable by Al

-Provide an Al-powered resume and cover-letter builder

-Provide the option to store multiple resumes and cover letters