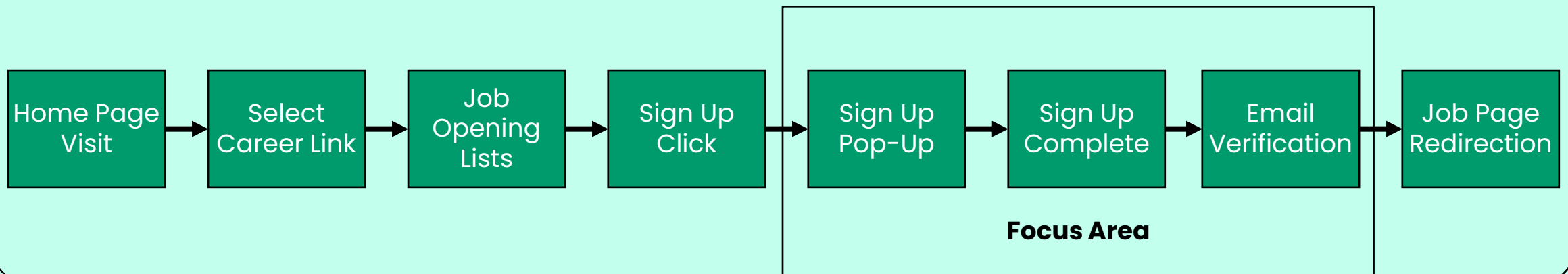# Tracxn : APM Case Study

G

Design Careers Page Form For Applicant

Problem Statement

WTR is a product based company building HR management systems for Media & Telecommunications industries. The Product team at WTR corporation is planning to **revamp the careers page** on the **WTR website**. The plan is to **allow applicants to sign up** on the WTR's website with their details and then **allow them to apply for the jobs** they are interested in.

Given User Journey

Home Page Visit → Select Career Link → Job Opening Lists → Sign Up Click → Sign Up Pop-Up → Sign Up Complete → Email Verification → Job Page Redirection

Focus Area

Given Assumptions

We will only allow **'Email ID' based logins**. So do not consider phone number based logins or 'Social logins' using Google+, Facebook etc.

Background Information

WTR is revamping the design process and user flow for their Career Page. They're aiming to make is sophisticated and simple for any user to Sign Up if they are interested in the Job List. The goal here make the process easy for job applicants and ease the load on website during the Sign Up and verification Process.

User Story

Ravi is a recent college graduate who wants to apply for jobs at various companies.

- Ravi usually applies for 20-30 jobs everyday.
- He always prefers if the structure of Sign Up is concise and he has all the details that needs to be provided.
- He prefers if there is an option to add resume and the rest of the details can be taken from there.
- For email verification, he prefers if the message is personalized and motivates him to complete the registration.

User Story

Meera is a working professional who's looking for advance positions for job change.

- Meera usually applies for 3-5 jobs everyday.
- She's is very particular about the Job Application process. and wants form to be short.
- If the sign up form is too long or the process is not quick, she leaves the sign up process in middle.
- For email verification, she prefers if the message is short and have a specific button for verification & re-direction to Job Portal Home Page.

Problem

Users requires an **easy signup process** through which they can **register** to **Job Portal** and apply for various jobs.

Solution

A **easy to follow sign up process** with **minimal detail input and clicks.** Preferably low on computation and easy to load.
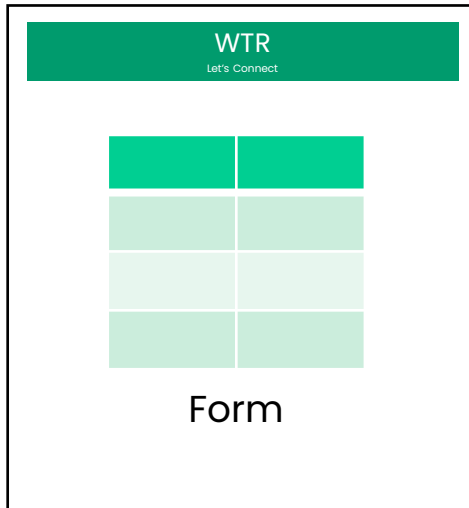
Assumptions

- We are assuming that the user have some familiarity with Web Browsers and how to use it.

- We are assuming that the user have email id for email verification.

- We are assuming that the user have some idea about how to search and figure out the job opportunities.

- We are assuming that the user has good internet connection.

- We are assuming that the user has proper Mouse and Keyboard setup to navigate though Google Search Pages.

Edge Cases

- **No Internet Connection :** If there is no internet connection the

- **Broken Web Links :** If there is broken web links, the user might not be able to reach to the sign up section.

Wireframe User Flow

Phase 1 : Sign Up Form

WTR
Let's Connect

Form

In this phase, user needs to enter all the required details for fulfilling the sign up criteria. Error box will come up if they are adding wrong details in input.

User also needs to agree with the given Terms & Conditions.

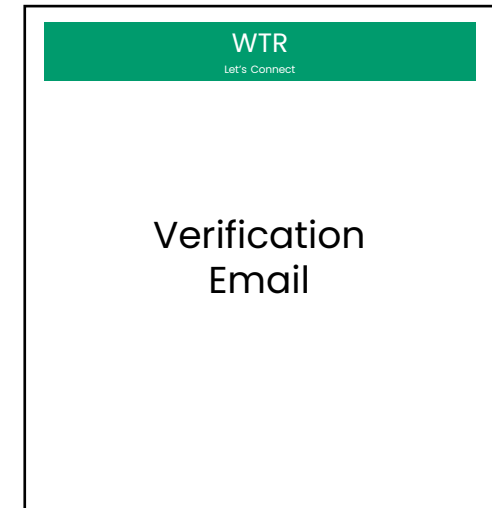Finally he needs to click on Sign Up button to create account on WTR Job Portal.

Phase 2 : Sign Up Message

WTR
Let's Connect

Success Message

In this phase, user will get a notification in case they have filled the right details.

The message will confirm that their registration process is successful and they need to verify email to start job application.

Phase 3 : Email Verification

WTR
Let's Connect

Verification Email

In this phase, user needs to log in to their email account.

They will get a verification email which contains a button to confirm their email id and complete the account creation process.

This link will confirm and redirect it to the WTR Job portal and they can start filling up application for jobs.

Sign Up Form Wireframe Details [Engineers & Designers]

1

WTR

Let's Connect

Let's get started with your Job Application. Tell us more about yourself and we'll showcase the matching career opportunities related to your interest.

2

3

First Name*

Last Name*

Job Category*

Experience*

Resume*   Upload File ...

Email*

Password*

Confirm Password*

4 ☐ I agree to Terms & Conditions provided by WTR.

5 Sign Up

- **1. Header Box :** Header Box consist of with Title and Subtitle about our company and goal. The content should be encapsulated in a box structure for additional emphasis.

- **2. Welcome Message :** Welcome Message contains a short message to create a bond between the new user and our company.

- **3 Fill Up Form :** This form will require user to add personal details which are necessary for us know about for Job Employment.
  - Starred Content should not be empty.
  - First Name & Last name should be between 3-52 characters, alphabetical letters only.
  - Job Category is dropdown list consisting of various Job Position available in our Portal.
  - Experience is in Years and should be numerical only, Integers between 0-50.
  - Resume only accepts PDF file.
  - Email contains mixture of alpha-numeric values in default format of username@domain.com.
  - Password contains mixture of alpha-numeric values with symbols. Length should be between 8-52 characters.

- **4 Terms & Conditions :** User needs to agree and click the check box. They can also read the terms & condition file from the link.

- **5 Sign Up Button :** User will be able to click this button if all the previous criteria are met.

1 Welcome to WTR

2 Congratulation! Your details have been submitted successfully. Please continue with your email verification for profile creation.

3 Please check your email for verification.

Resend Email

- **1. Header Box :** Header Box consist of with Title and Subtitle about our company and goal. The content should be encapsulated in a box structure for additional emphasis.

- **2. Sign Up Success Message :** User will see a success message when they have completed the sign up process. User will also see a message to verify their email for completing the account creation process. If there is any issue with the details or email provided, this message would contain message that their registration was unsuccessful.

- **3.3 Resend Verification Email Button:** In case of not receiving the verification email, they can resend it again to their email id.

Email Verification Wireframe Details [Engineers & Designers]

WTR

1

Let's Connect

Hello User [First Name + Last Name]   **2**

Thank you for showing your interest in WTR Technology Job Portal. We need to verify that username@emal.com is your email, so we can connect this email with your Job Portal Account.

3   Verify Email

4

Trouble logging in? Paste this URL into your browser:
https://www.wtrtechnologies.com.jobportal/username/verifyemail

If you didn't applied for email verification, please ignore or delete this email.

5

Regards,
Team WTR

6   Terms of Us| Privacy Policy | Contact Us

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- **1. Header Box :** Header Box consist of Title and Subtitle about our company and goal. The content should be encapsulated in a box structure for additional emphasis.

- **2 Personalized Message Section :** Personalized message to persuade our user to verify and continue their progress.
    - Contains the email used by user for signup for confirmation

- **3. Verify Email Button :** User can click on the button to verify and redirect to the Job Portal Page.
    - Should have proper redirecting link with all the UTM parameters.

- **4. Alternative Email Link :** User can also verify the email via this link if the button is not working.

- **5. Closure Message :** Personalized message to for the users to inform it would be great that if they signed up with us. Also a message if they're getting the email due to any kind of error.

- **6. Footer Box :** Footer Box consist of Title and Subtitle about our Terms & Conditions, Privacy Policy and Contact Us option.

- **Note :**
    - We should be able to see the heatmap.
    - We should be able to see the time spent on email..

Additional Information

Product : Sign Up Form Flow

Features :
- Sign Up Pop Up Form
- Sign Up Success Message
- Sign Up Verification Email Message
- Error handling
- Wireframe Design

User Values :

- Easy to navigate user flow
- Low computation design
- Adequate Information Intake
- Compelling Design & Message
- Single Step Buttons

Recap

- Problem Statement
- User Stories
- Assumption & Edge Cases
- Wireframe User Flow
- Pop Up Form Wireframe
- Success Message Wireframe
- Email Verification Wireframe

Thank You !