



HANDSHAKE

SIMPLE | FIRM | CLASSY

REDESIGNED BY: CALVIN CHU

# OVERVIEW

- Good handshakes are simple, firm, and classy. Handshake the platform should strive to emulate its moniker when serving the student user.
- In my own experience, Handshake has not been the easiest to navigate, so I first wanted to measure other students' thoughts on how well Handshake performs for them.

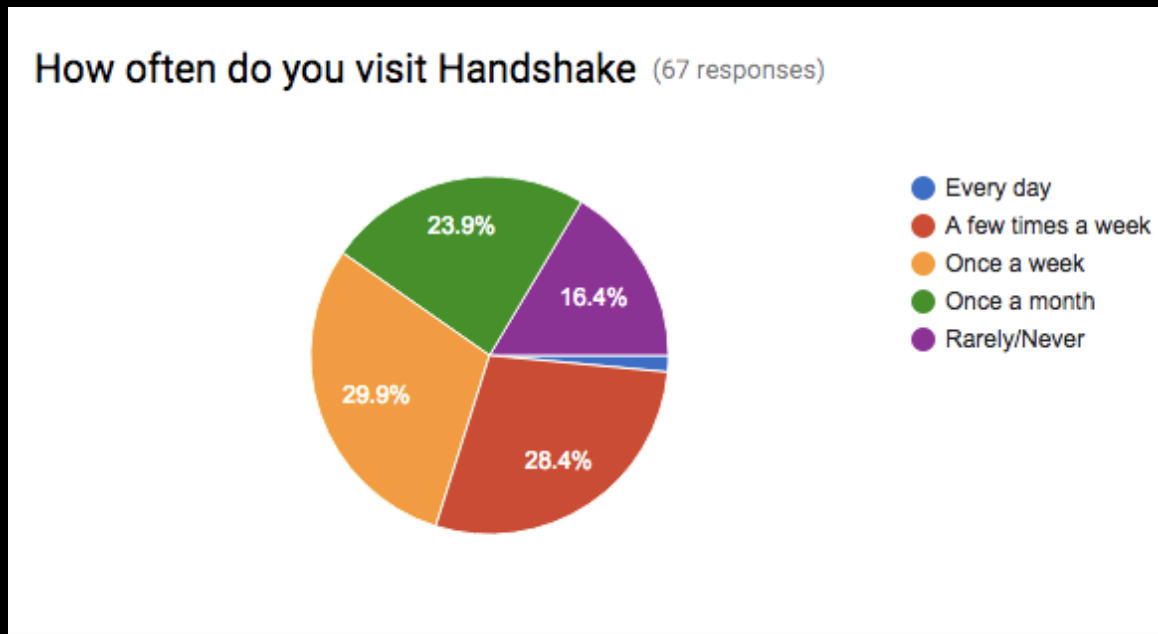
USER AUDIENCE: STUDENTS

STUDENTS ARE PRAGMATISTS, TIME-OPTIMIZERS.  
THEY DON'T WANT TO SPEND ALL DAY ON HANDSHAKE.

MAKE IT SMOOTH LIKE A PIT-STOP: STUDENTS JUST  
WANT TO GET WHAT THEY NEED AND MOVE ON WITH  
THEIR BUSY SCHEDULES

# SURVEY

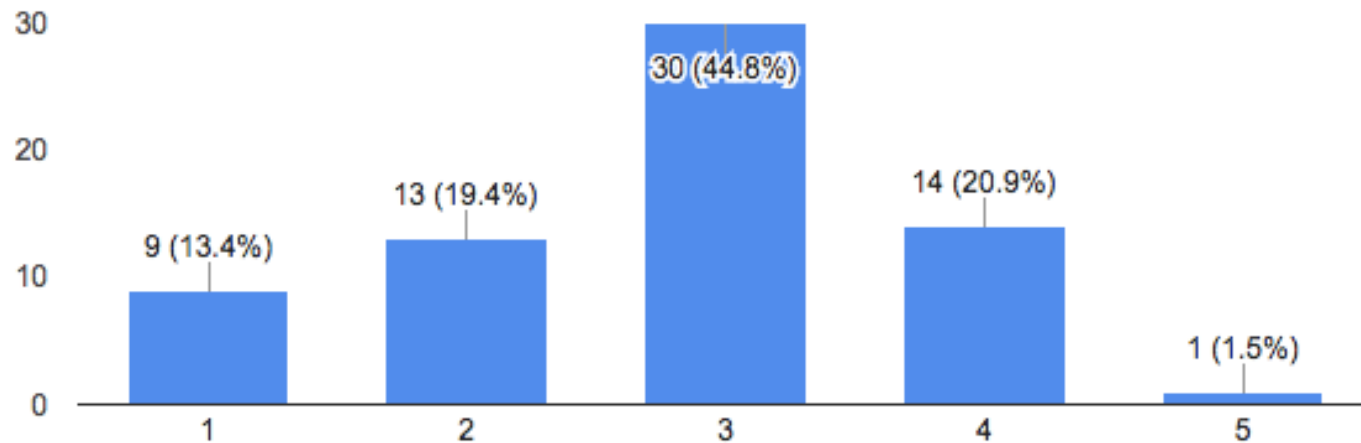
- I surveyed 67 University of Chicago Students about their thoughts on Handshake. These were the biggest takeaways:



Handshake is not Facebook.  
People do not use it every day.  
over 40% use it less than once a month

# POOR OVERALL PERFORMANCE

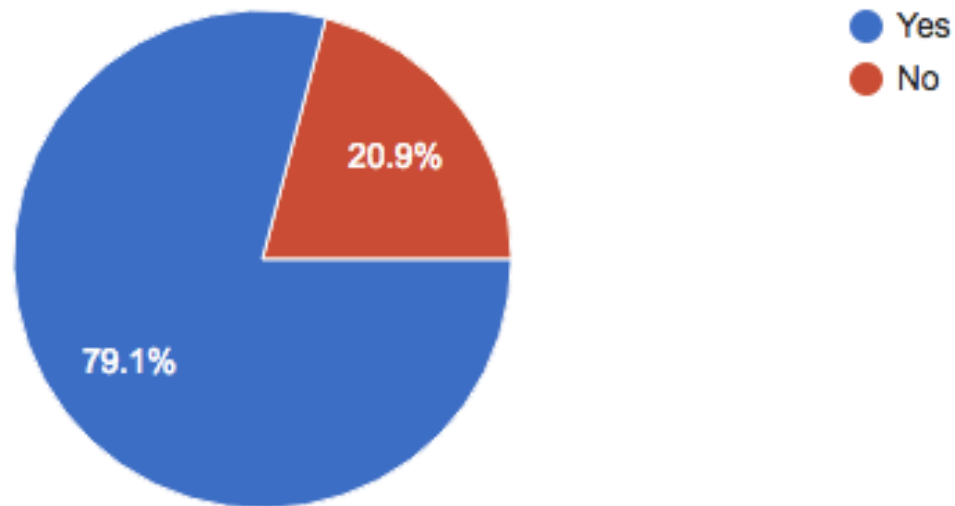
If Handshake were an app, how many stars would you give it? (67 responses)



Average: 2.78

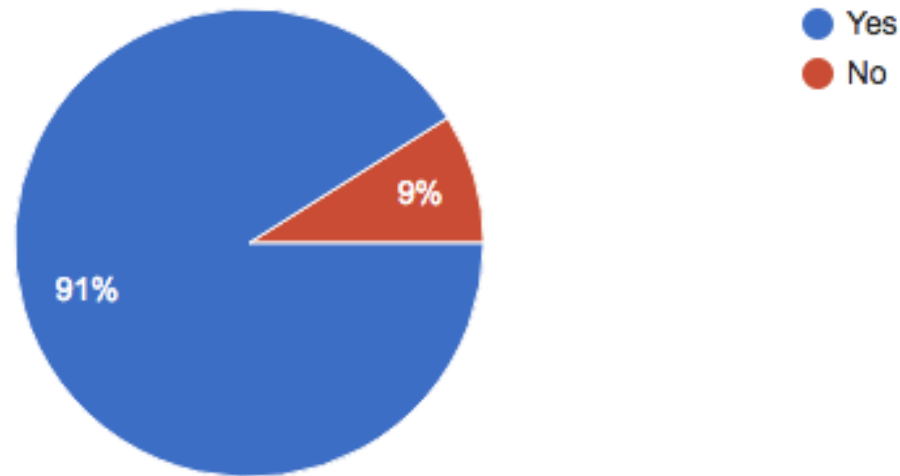
# EASE-OF-USE CONCERNS

Do you wish Handshake were easier to use? (67 responses)



# ORGANIZATION

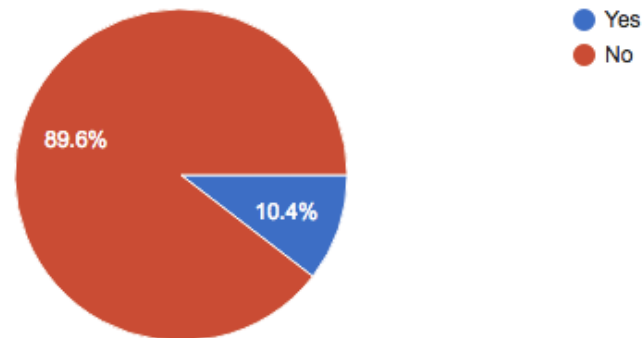
Do you think Handshake's features could be organized better? (67 responses)



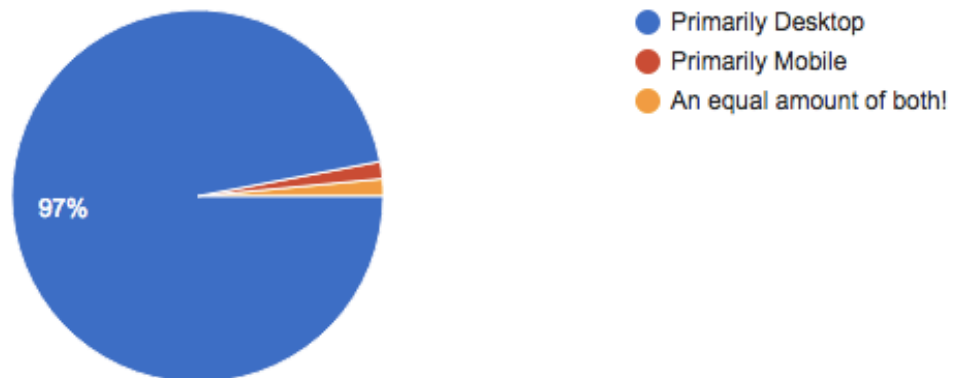
BINGO | We're onto the root cause!

# NO MOBILE USAGE

Do you use Handshake on mobile at all? (67 responses)



Do you use Handshake more on Desktop or Mobile? (67 responses)





STUDENTS HAVE TROUBLE USING HANDSHAKE

NOBODY USES MOBILE BECAUSE THEY  
ALREADY HAVE ENOUGH TROUBLE EVEN WHEN  
THE SCREEN ISN'T 5 INCHES IN DIAGONAL.

# USER QUOTES

- "hard to find pages" "confusing layout"
- "difficult to search for jobs" "search function does not work" "search process difficult" "search is terrible" "make it easier to search"  
"current system is clunky" "hard to search for right opportunities"
- "unable to find favorites" "sorting categories unhelpful" "hard to filter out bad jobs"
- "struggle to use it majority of the time" "didn't know mobile existed"  
"generally confusing and unhelpful"

## OBJECTIVES


1. CLEAN UP SEARCH
2. IMPROVE SORT
3. STREAMLINE ENTIRE PROCESS

COMMIT TO A STRATEGY




LOTS OF FEATURES DOESN'T MAKE  
SOMETHING GOOD.

INSTEAD, LET'S SIMPLIFY.

# WHAT IT LOOKS LIKE NOW




Search...



8

Help

Calvin



Home

My Profile

Documents

Career Interests

Jobs & Internships

Search Employers

On-campus Interviews

Applications

Events

Search Events

Search Fairs

My University

Appointments

Resources

Do what you love!

Tell us a little more about your Career Interests and we'll recommend events, articles and jobs you're actually interested in.

Personalize Handshake

Suggested by your school

Career Advancement Pop-In Advising

By Anonymous - Jan 09

Need to meet with a Career Adviser but haven't had a chance to make an appointment? Come to Pop-In Advising this week!...

Read Article

Suggested by your school

Resume and Interview Toolkit

By Anonymous - Aug 04

Career Advancement offers a series of tools to help you with the job and internship application process. We highly encour...

Read Article

Suggested by your school

JAN 13

2017 Winter Career & Internship Fair

Friday, Jan 13 at 12:00 pm - 4:00 pm

Ida Noyes Hall, 1212 E 59th St, Chicago, IL 60637, USA

88 companies registered

View Details

My Events

FEB 3

Diversity & Inclusion Summit | Feb. 3rd, 2017

3:00 PM - 6:30 PM

Organized by The University of Chicago

Upcoming Events

Show All Events

JAN 31

Willis Towers Watson Info Session

6:00 PM - 7:00 PM

Organized by Willis Towers Watson

FEB 1

2 Hour Job Search Workshop \*Adapted for Internships\*

12:00 PM - 1:00 PM

Organized by The University of Chicago

FEB 2

Trott Business Program - TTS Intermediate Training (Class of 2019) [Required]

5:00 PM - 7:00 PM

Organized by The University of Chicago

FEB 2

Executive Speaker Series - Howard Niden, AB'80, MBA'84, Entrepreneur and Seasoned Executive

12:15 PM - 1:30 PM

Organized by The University of Chicago

Ancestry.com Information



- Home
- My Profile**
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  - Journal

CLEAN UP VERTICAL & HORIZONTAL NAV BAR

LONG LISTS DON'T WORK.

WHOLE VERTICAL NAV BAR DOESN'T  
EVEN FIT ON 11" MACBOOK SCREEN.

SPLITTING ELEMENTS BETWEEN SIDE  
BAR AND TOP NAV BAR IS CONFUSING

## SOLUTION

ELIMINATE LOCKED VERTICAL SIDE DRAWER  
SIMPLIFY TO 5 HORIZONTAL TABS

BEFORE



AFTER

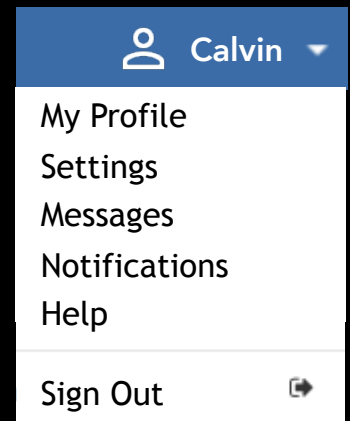


Color change when hover

HOME (HANDSHAKE LOGO)  
MY PROFILE (NAME & ICON DROPDOWN)  
JOBS & INTERNSHIP APPS (BRIEFCASE ICON)  
UPCOMING EVENTS (CALENDAR ICON)  
UNIVERSITY RESOURCES (INSTITUTION ICON)

## CONSOLIDATED PROFILE BUTTON

THE NEW PROFILE DROPDOWN BUTTON  
CONTAINS PROFILE, SETTINGS,  
NOTIFICATIONS, MESSAGES, AND HELP





## CLEAN UP HOME LANDING INTERFACE

With the cleared space from removing the vertical nav bar, we can insert a carousel/slideshow of featured items (another space saving feature that shows multiple items)



Reducing the amount of text beneath the fold makes it easier for students to find things without scrolling

Calendar Preview  
Of Today's Events

-  **Adelphi University**  
1 South Ave, Garden City, NY 11530, USA
-  **Adrian College**  
Adrian College, 110 S Madison St, Adrian, MI 49221, USA
-  **Gustavus Adolphus College**  
800 W College Ave, St Peter, MN 56082, USA
-  **Ad Bacon**  
Berkeley, CA, USA
-  **Ad-A-Staff Inc**  
Arlington, TX, USA
-  **Advance Finance Group LLC**  
New York, NY, USA
-  2 Hour Job Search Workshop \*Adapted for Internships\* - February 1st at 12:00 pm  
Workshop - East Lounge Ida Noyes Hall Career Advancement, University of Chicago, 1212 E 59th St, Chicago, IL 60637, USA
-  (#294165) Community Ad - AXA Advisors. LLC - Pat Gravino  
- Job
-  (#596638) Software Engineer (Ad Server) - AppLovin  
- Job
-  (#598543) Ad Sales Coordinator - Captivate Network  
- Job
-  University of Chicago - College Admissions - February 2nd  
Interview Schedule

SEARCH

LESS IS MORE  
EVERYTHING LISTED MAKES THINGS IMPOSSIBLE  
TO FIND.

## SOLUTION

ADD DROP-DOWN SELECTOR TO  
REFINE SEARCH FROM ALL RESULTS  
TO JOBS, TO COMPANIES, ETC.



Keyword

Location

Enter a location

Categories

☐ Match All Employer Preferences

☐ Expiring Soon

☐ Interviewing on Campus

Job Type

☐ Internship (1523)

☐ Job (1472)

☐ On Campus Student Employment (64)

☐ Volunteer (45)

[View all](#)

Employment Type

☐ Full-time (2141)

☐ Part-time (938)

[View all](#)

Salary Type

☐ Paid (2552)

☐ Unpaid (564)

[View all](#)

Employer Industry

☐ Internet & Software (376)

☐ Non-Profit - Other (284)

☐ Other Education (201)

☐ Sports & Leisure (153)

[View all](#)

Job Function

☐ Education / Teaching / Training (568)

☐ Research (502)

☐ Marketing - General (486)

☐ Engineering - Web / Software (472)

[View all](#)

Major

[View all](#)

[Show Advanced Options](#)

Categories

☐ Remote Workers Allowed

☐ Work Study

☐ US Authorization Optional

Duration

Label ⓘ

Employer

Employer Division

Number of Applicants

From... To...

Expiration Date

From... To...

[Hide Advanced Options](#)

## QUICK SORT

IMAGINE READING ALL OF THESE CONTROLS AND  
REALIZING NONE OF THEM NARROW DOWN YOUR SEARCH

PLENTY OF FILTERS, BUT NOT FINE ENOUGH  
TO HONE IN ON JUST A FEW POSITIONS.

**SOLUTION:** USE HASHTAGS IN APPLICATIONS  
TO MAKE IT EASIER TO DIFFERENTIATE AND  
SORT BY KEY CHARACTERISTICS

#DUETOMORROW #PAID #ENTREPRENEURSHIP

## COMMUNICATION & TRANSPARENCY

ALLOW STUDENTS TO SEE WHEN COMPANIES HAVE VIEWED THEIR PROFILE AND MAKE IT EASIER FOR THE TWO SIDES TO COORDINATE INTERVIEWS, OPPORTUNITIES, ETC.

## QUICK SUBMIT

EMPLOYERS CAN DUPLICATE JOB LISTINGS IN AN ALREADY-STREAMLINED LISTING PROCESS.

TAKING THE SAME CONCEPT, APPLICANTS SHOULD BE ABLE TO SUBMIT QUICKLY & EASILY AND ADMINISTRATORS SHOULD BE ABLE TO EASILY CHECK AND APPROVE LISTINGS FAST

UPON SUBMISSION, EMPLOYERS SHOULD HAVE A FEW SIMPLE ACTIONS AT THEIR FINGERTIPS:

- PREVIEW APPLICATION - SEE PROFILES WITHOUT DOWNLOADING WHOLE SUBMISSION
- BOOKMARK CANDIDATES
- CONTACT APPLICANT
- SCHEDULE INTERVIEW & SET REMINDERS

**BOTTOM LINE:** SPEEDING UP THE REVIEW PROCESS WILL HELP GET STUDENTS THE POSITIONS THEY WANT MORE QUICKLY.

## SPEED UP EMPLOYER ONBOARDING

THE CREATING A NEW EMPLOYER ACCOUNT FUNCTION IS HIDDEN AMONGST TOO MANY TABS

INSTEAD, THERE SHOULD BE A CONTROL PANEL WITH QUICK USE BUTTONS TO REVIEW LISTINGS, CONTACT EMPLOYERS, AND CREATE NEW ACCOUNTS.

FURTHER SIMPLIFY JOB POSTING PROCESS BY REQUIRING FEWER FIELDS (I.E. EMPLOYER DOMAIN AND PRIVATE PHONE)

## OBJECTIVE: CONNECT STUDENTS WITH OPPORTUNITIES

IN THE END, HANDSHAKE IS A THREE-NODE MARKETPLACE:  
STUDENTS, UNIVERSITY STAFF, AND EMPLOYERS.  
TO BEST HELP THE END USER - THE STUDENT, THE SAME  
SIMPLIFICATION OF USER INTERFACE ON ALL SIDES WILL  
FACILITATE THE POSTING OF MORE OPPORTUNITIES,  
MAKING EVERYONE HAPPIER.





THANK YOU!