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.

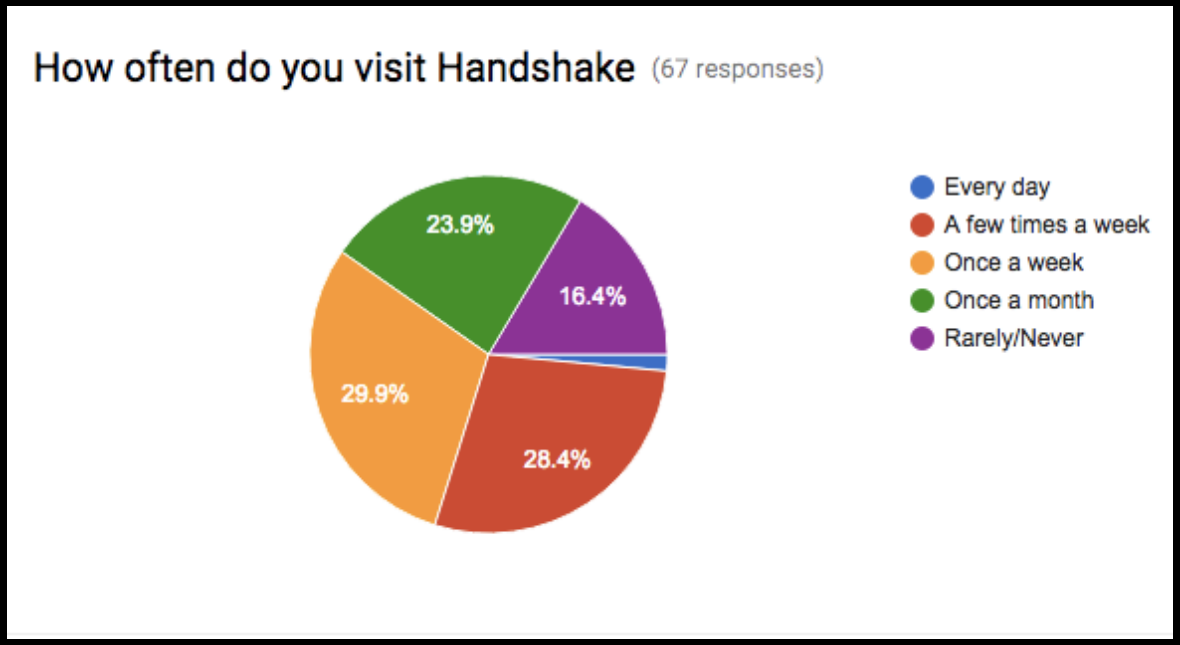
USER AUDIENCE: STUDENTS

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

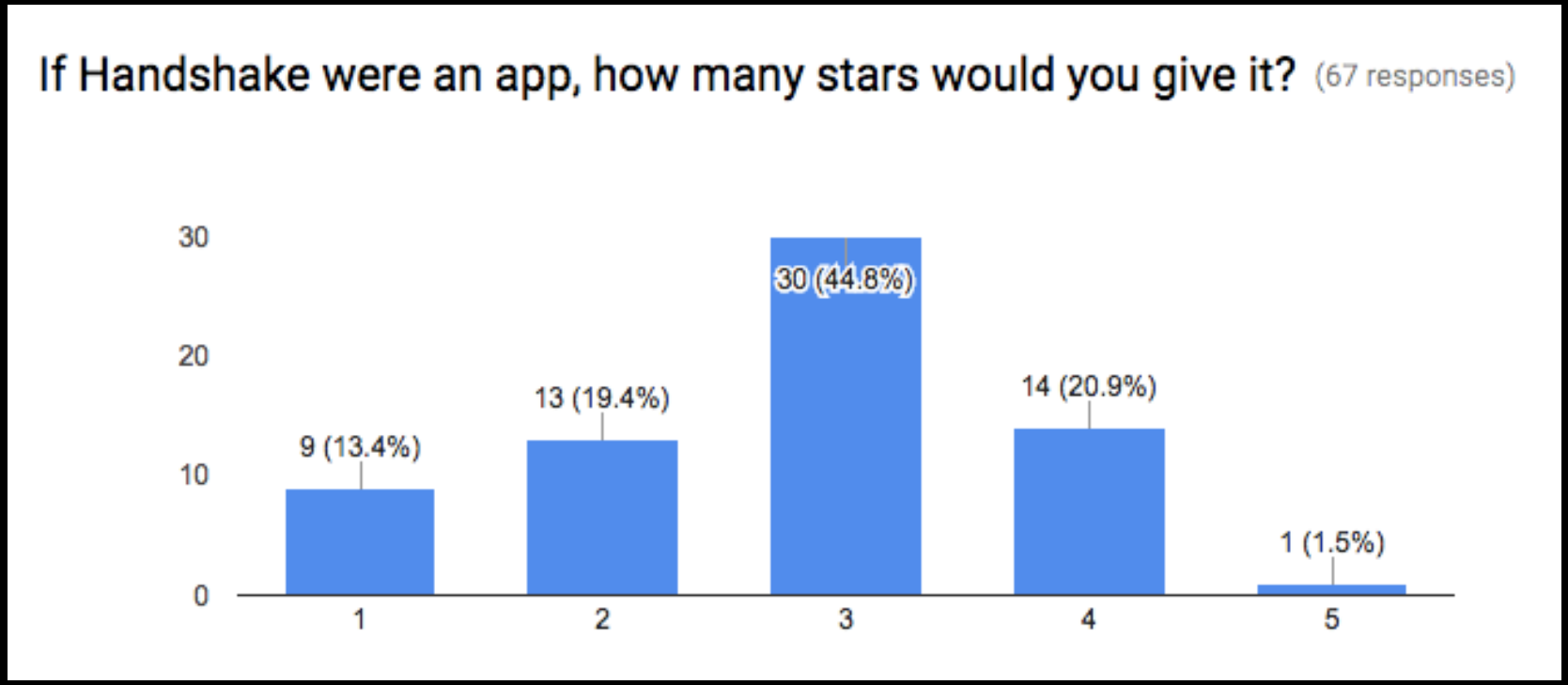
SURVEY

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



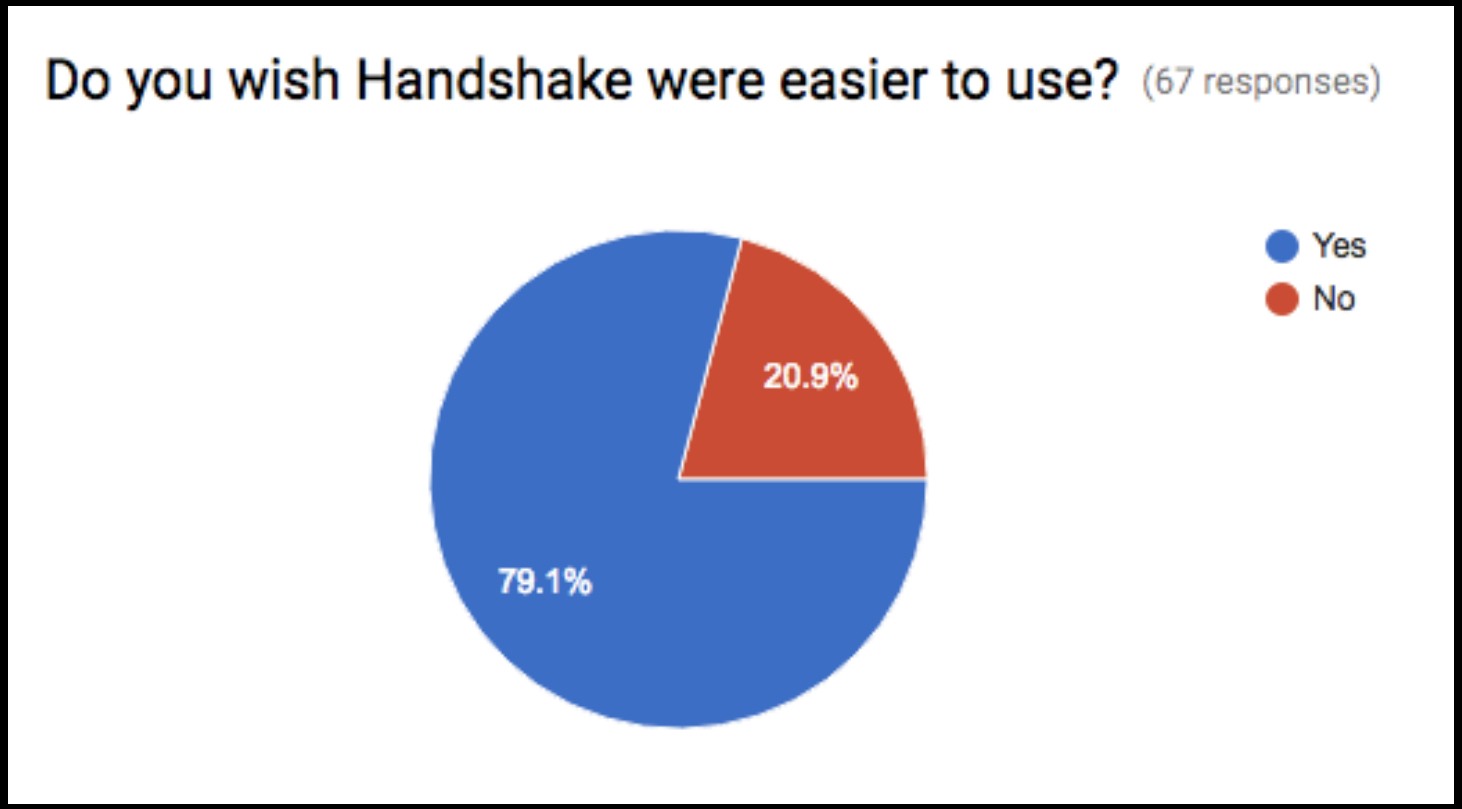
Handshake is not Facebook.
People do not use it every day.
over 40% use it less than once a month

POOR OVERALL PERFORMANCE

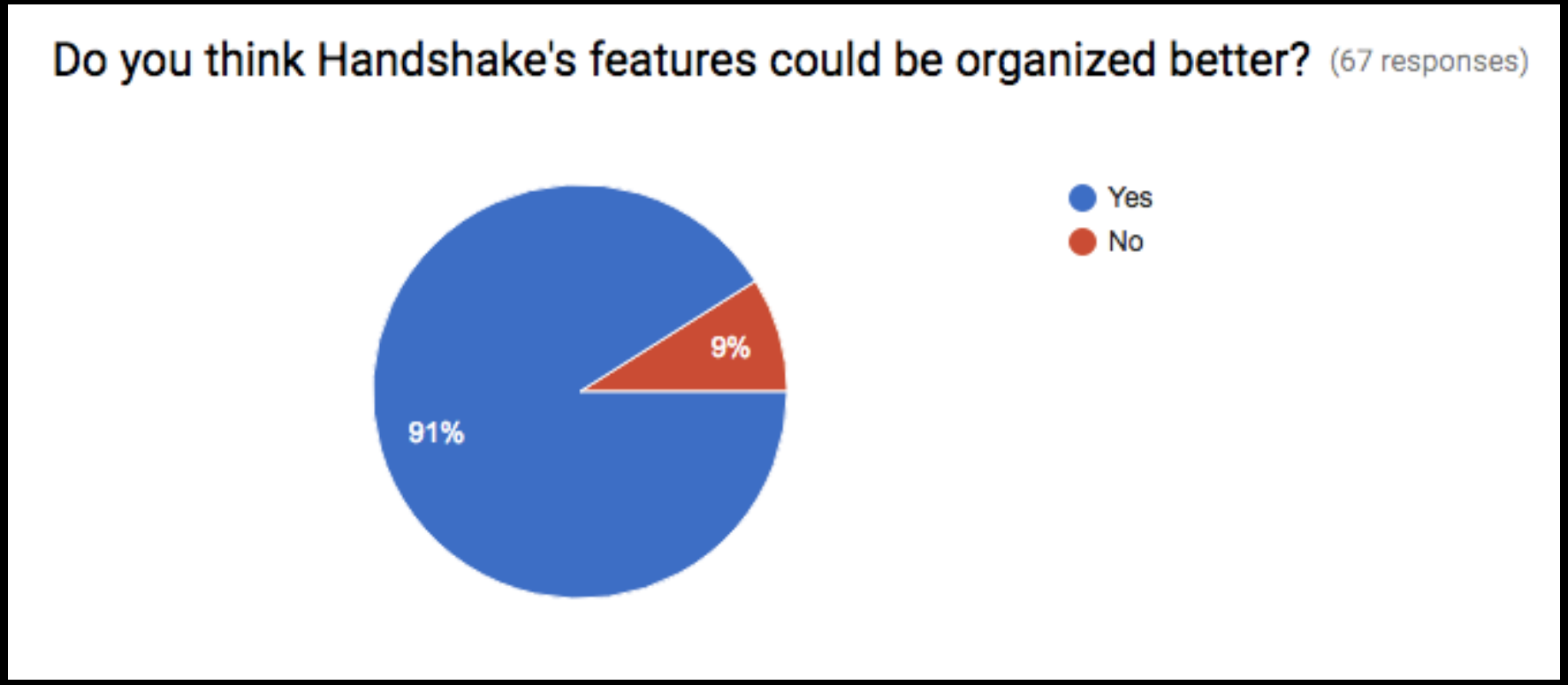


Average: 2.78

EASE-OF-USE CONCERNS

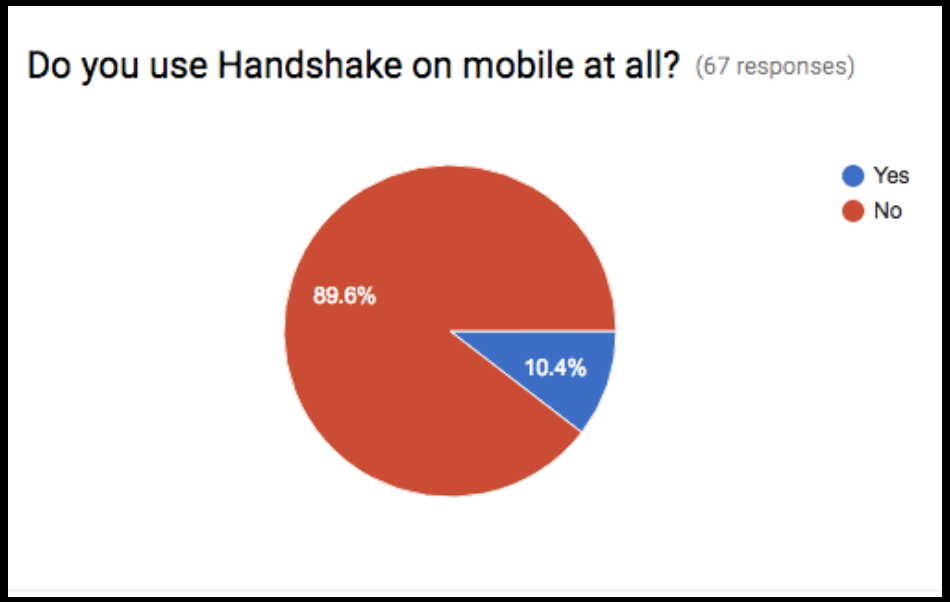


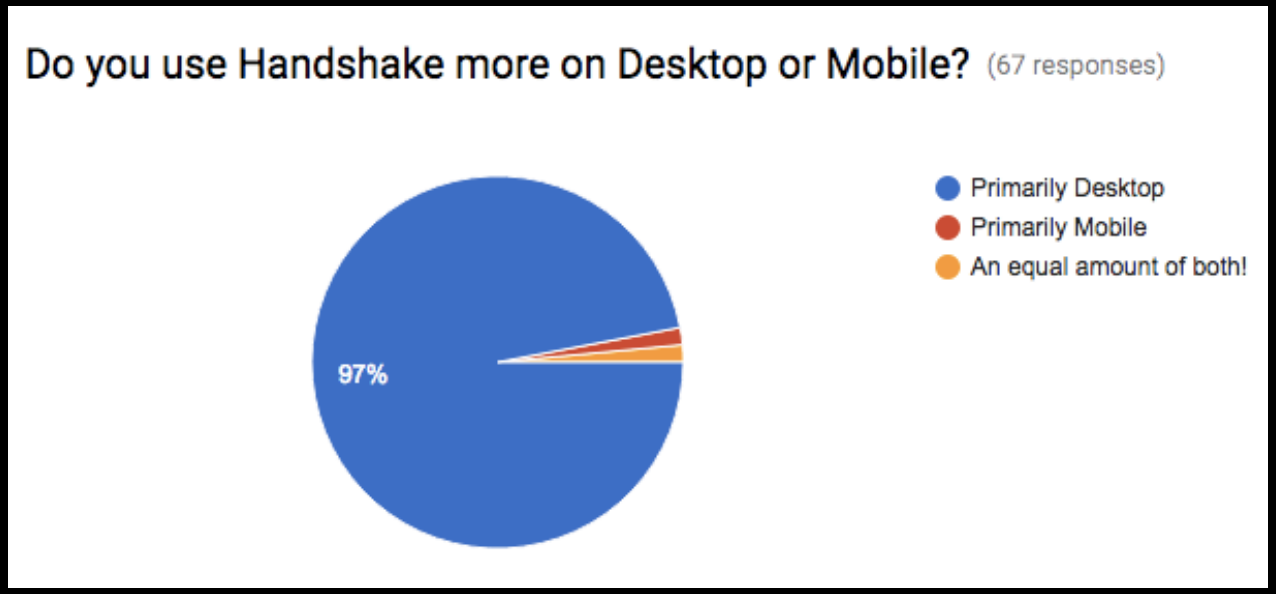
ORGANIZATION



BINGO | We're onto the root cause!

NO MOBILE USAGE





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”

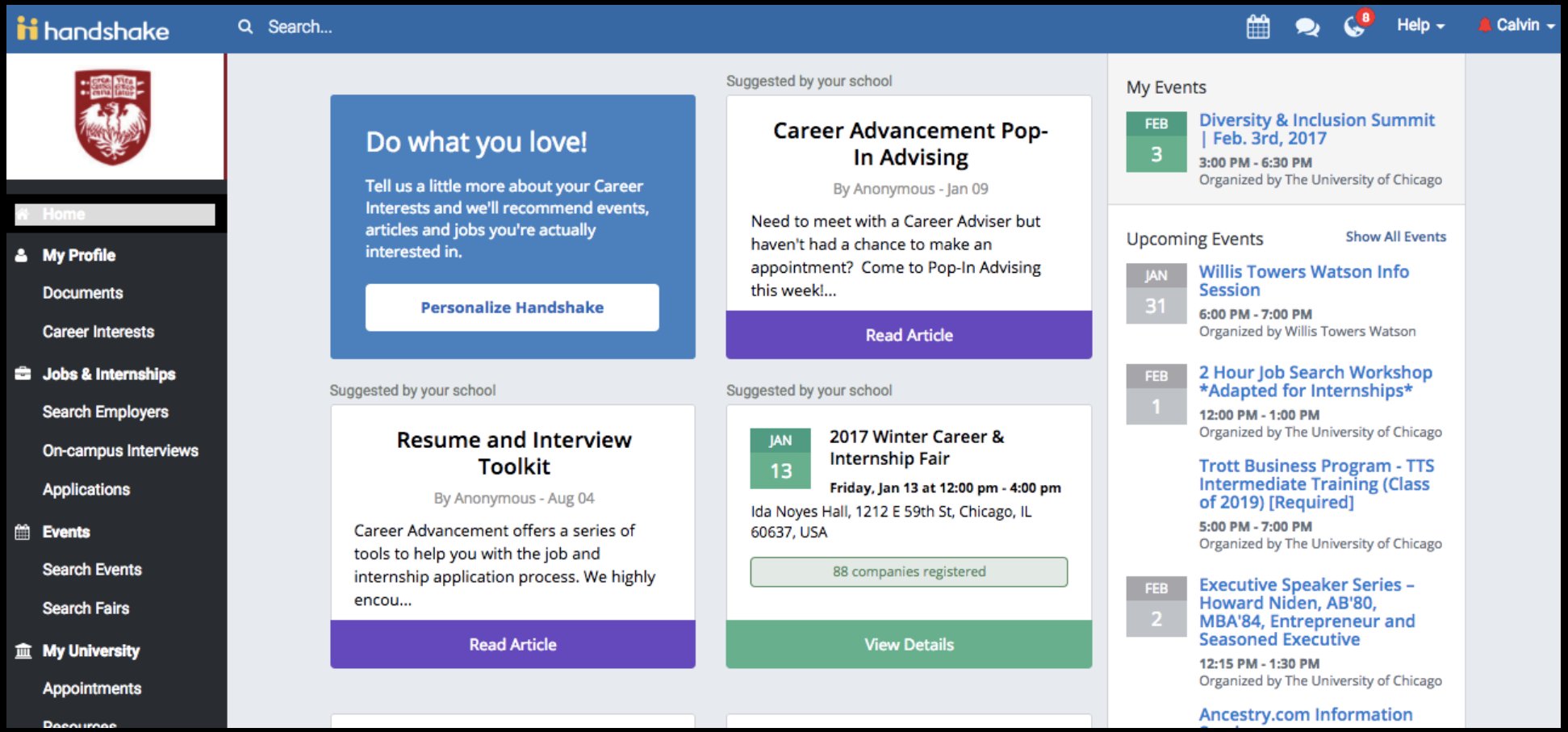
OBJECTIVES

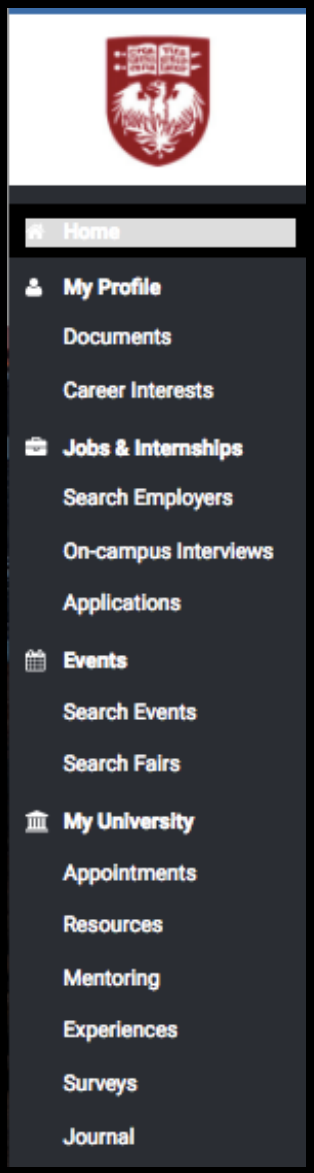
1. CLEAN UP SEARCH
2. IMPROVE SORT
3. STREAMLINE ENTIRE PROCESS

COMMIT TO A STRATEGY

LOTS OF FEATURES DOESN'T MAKE SOMETHING GOOD.
INSTEAD, LET'S SIMPLIFY.

WHAT IT LOOKS LIKE NOW





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

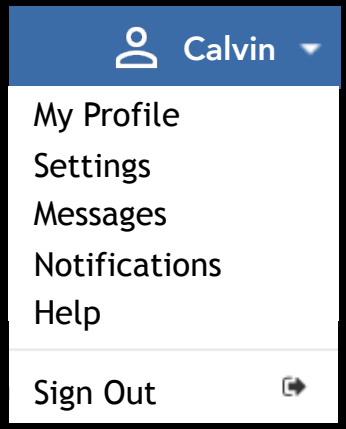
ELIMINATE LOCKED VERTICAL SIDE DRAWER
SIMPLIFY TO 5 HORIZONTAL TABS

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

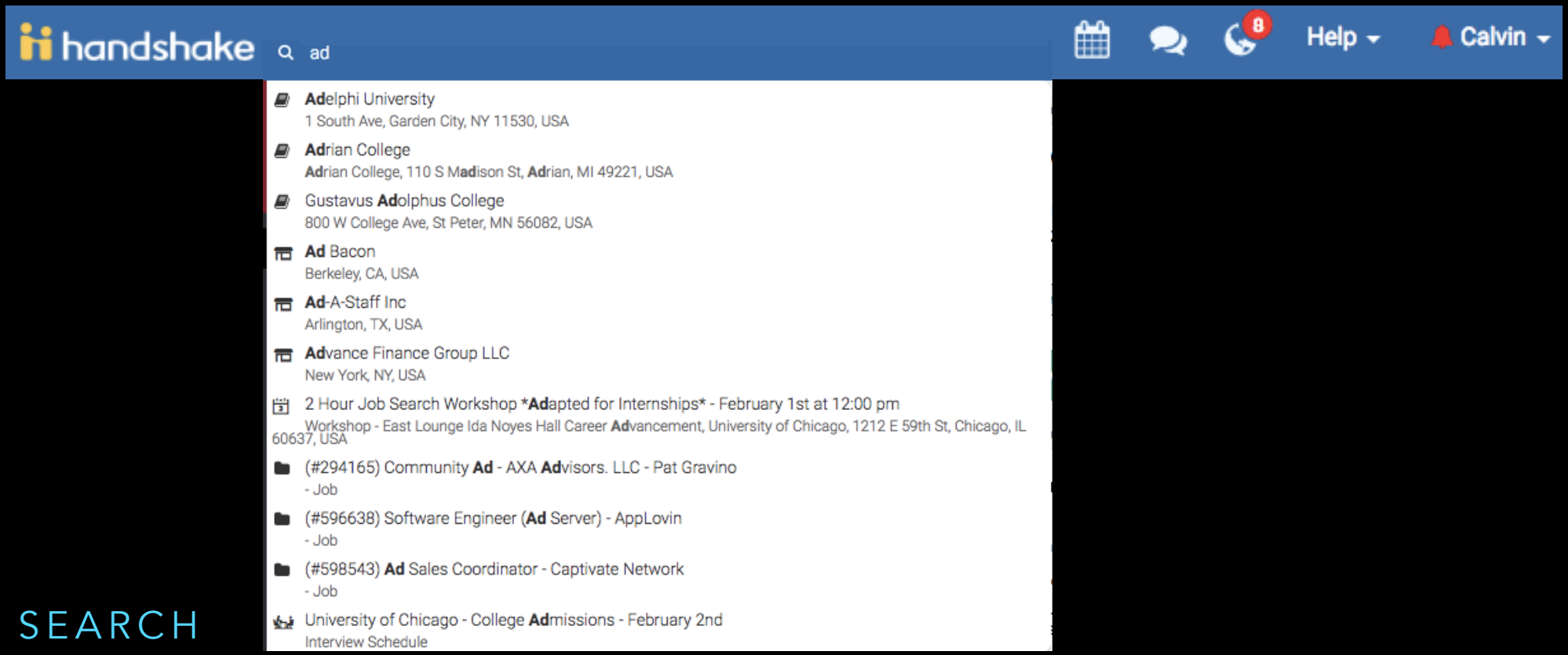
THE NEW PROFILE DROPDOWN BUTTON CONTAINS PROFILE, SETTINGS, NOTIFICATIONS, MESSAGES, AND HELP

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

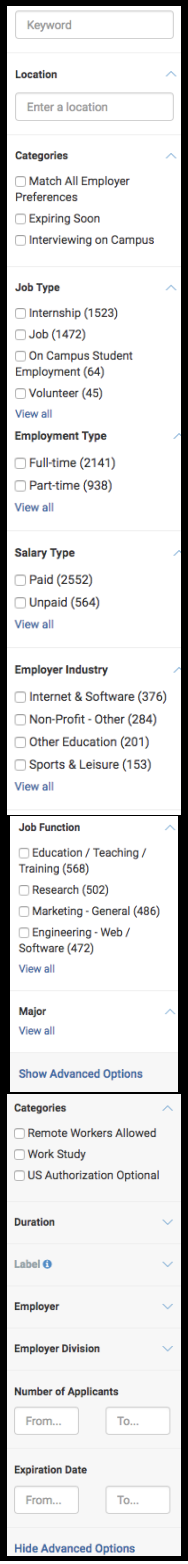


SEARCH

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.



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!