Vanhack Challenge | Presentation

Jobfinder Website

Ux/Ui Visuals work process

By Ana Carolina Toledo

The challenge I receveid from vanhack team, was to create a new job search website, with:

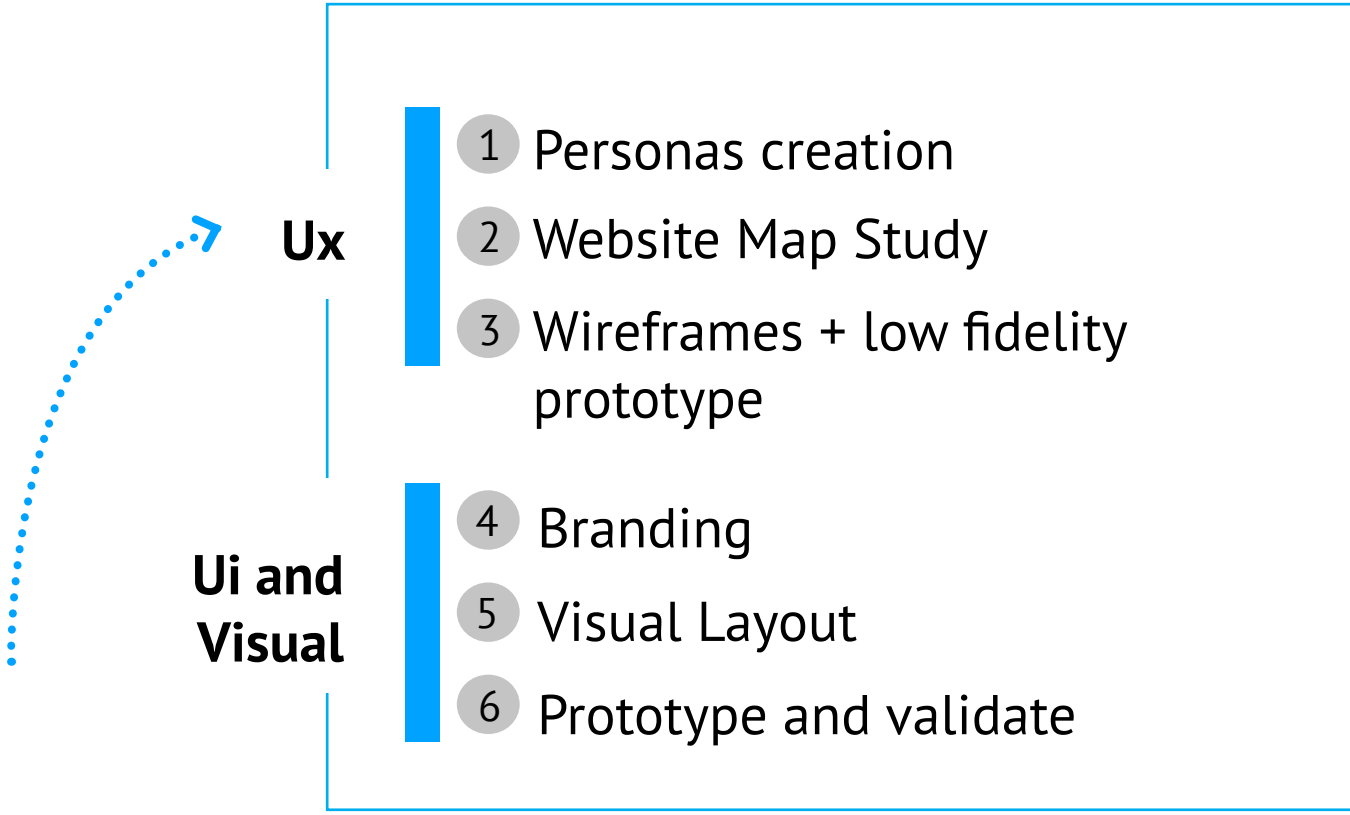
- **Job board**
- **Job filters**
- **Job details**

In this case, I did not have to work on a specific problem solving, but to create a new website tool. I also worked this layout thinking in a responsive way, so if we decide to do a mobile version in the future, that will be a easy thing.

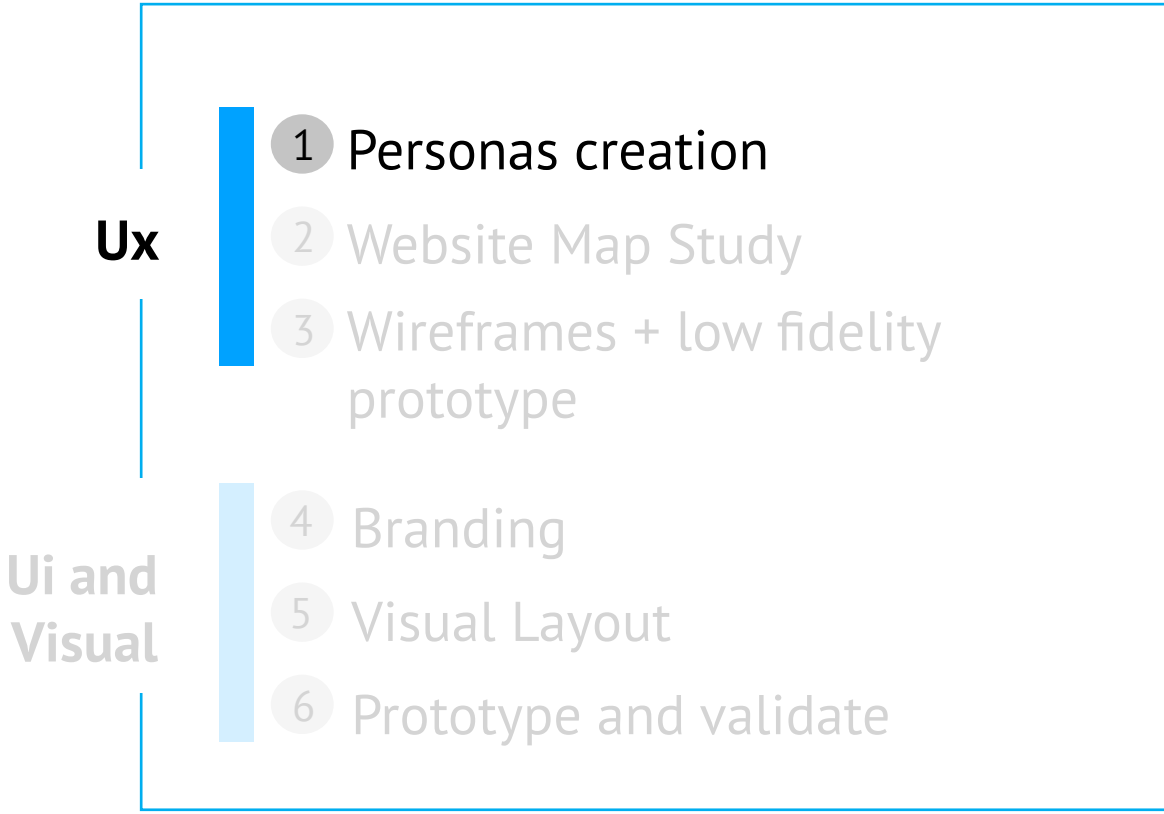
My Process in this project

As an Ux designer, my work here was to identify and know a little more about the user of this website before anything. Who they are and why these people will use my website.

There are a lot of ways to go on with a UX process but according to the dedline I had, I used UX and Design systems best practices to build a personal process for this specific job:



Personas study is the name given for the use of empathy to create a unique person profile. In some Ux process, this profiles are created based on field interviews or by online forms interview with the target, but in this case I dont have enough time to do it so I used empathy and supposition, since designers do not always have the time they want for some projects, work with the emphaty for personas creation is a normal and a good practice to save time and and is very common practice on th bussiness.



Tools Used

Xtensio

Persona 1

Martha Smith

"Dont waste your time"

Age: 46
Work: Public Relations
Family: Married, 3 Children
Location: London

emotional | polite | open minded

Goals

- Find a new work on the travel field, maybe a remote job
- She wants to be more time with her family
- Time to start studying on a tourism college course

Frustrations

- She is always on the office and dont have time to do things she likes
- She dont like to work on the field she is, anymore
- Thinks she is too old to start a new career in a new field

Bio

Martha always have worked on closed offices with public relations, places that consumed almost all her time. she has always been an adventurous person, who loves to travel and see more about her own culture, but with her routine, she never could be able to do this things, now Martha has decided to work on studying and working in new field, the tourism

Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Perceiving

Motivation

Incentive
Fear
Growth
Power
Social

Preferred Channels

Traditional Ads
Online & Social Media
Referral
Guerrilla Efforts & PR

Summary

This is a profile of a person who has lived a part of his life and now wants to focus on his projects of works that she likes. She wants to leave the office, study a new work area, and find a job in this new area. It is someone very connected to the internet and uses a lot of job search services

Persona 2

Andrew Mathews

"Take the risk whenever you can"

Age: 29
Work: Lawyer
Family: Single
Location: New York

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

fearless | self confident | pride

Goals

- Work on a place that pays more and have more prestige
- Be on a more challenger situations on his job
- won more experience on solving his clients problems

Frustrations

- He would not like to get small cases
- Have to study more specific law areas to grow
- Have to spend a lot of money to go on interviews of this big law offices, because he have to be very good looking

Bio

Andrew just graduated of law college, he was always very studious, he came from a simple family and they could not always help him, financially, so he has to work in a party time job to achieve his goal to find a job in a big and famous law office

Motivation

Incentive
Fear
Growth
Power
Social

Brands & Influencers

Preferred Channels

Traditional Ads
Online & Social Media
Referral
Guerrilla Efforts & PR

Summary

In this profile, we have a person who has just left college, is someone extremely bold who is not afraid to take risks and is looking for a great job in his area. He is a young person, extremely connected to the internet, who uses many online services

A website map is a very important part of the process. Is here where it's start to put the first visual idea and is where the talk with the development team starts and where all this people working together, see what will be ok for each feature, technologically speaking, and to adapt everything that does not work

Tools Used

Ux

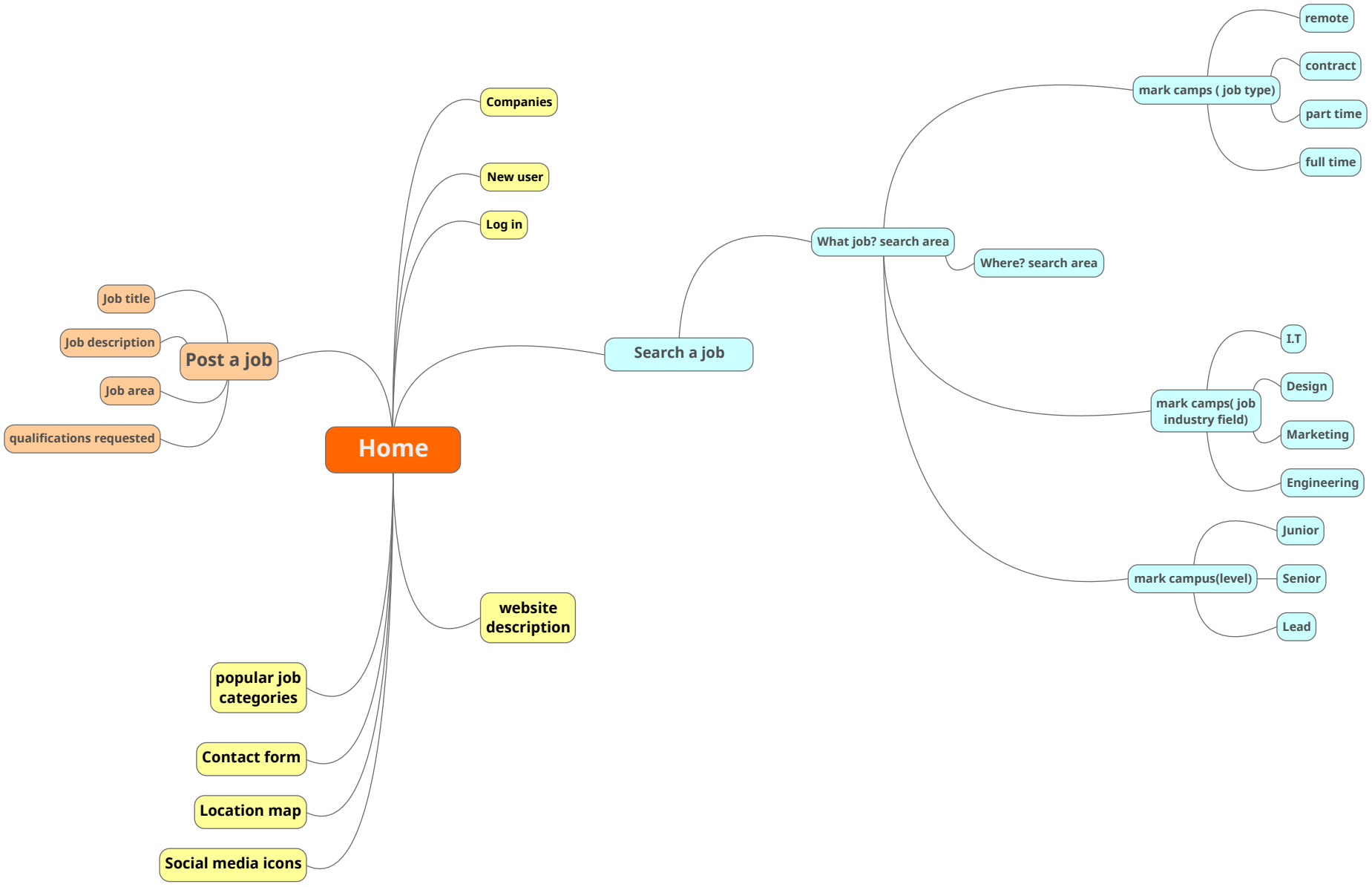
1. Personas creation
2. Website Map Study
3. Wireframes + low fidelity prototype

Ui and Visual

4. Branding
5. Visual Layout
6. Prototype and validate

Vanhack Test

Website Map



In this part of the process, a wireframe is done, to continue this development team process talking and to give the visual designer a more understanding about how the visual layout could be work. So, based on all the work we have done until this point, I did the website wireframe

Ux

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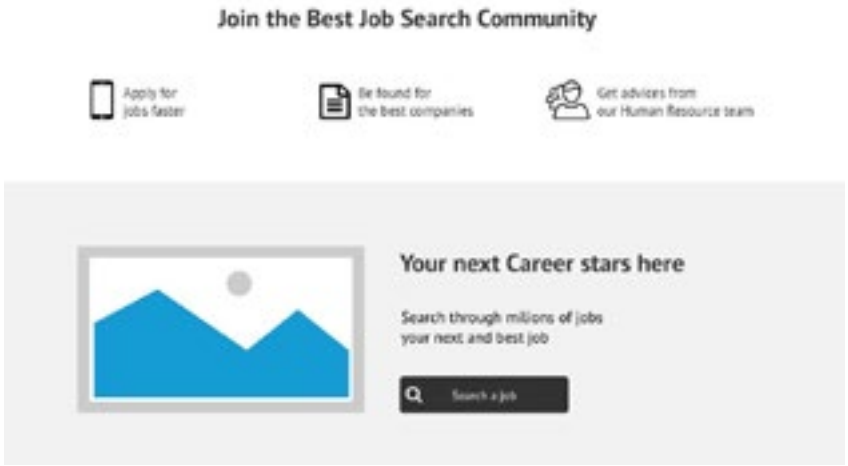
6. Prototype and validate

Tools Used

Home page

Log in
Newsletter
Companies
Search a job
Post a job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Get advices from our Human Resource team

Your next Career stars here
Search through millions of jobs your next and best job
Search a job

Popular job categories
Media
Graphic Designer
City 1 | City 2 | City 3
Writer
City 1 | City 2 | City 3
Merchandiser
City 1 | City 2 | City 3
more
Engineering
Graphic Designer
City 1 | City 2 | City 3
Writer
City 1 | City 2 | City 3
Merchandiser
City 1 | City 2 | City 3
more
I.T
Graphic Designer
City 1 | City 2 | City 3
Writer
City 1 | City 2 | City 3
Merchandiser
City 1 | City 2 | City 3
more

Cases of success stories
See how job search helped this people to get the best work of his life
Read more

Sen us a Hi :)
Name
e-mail
City
Send
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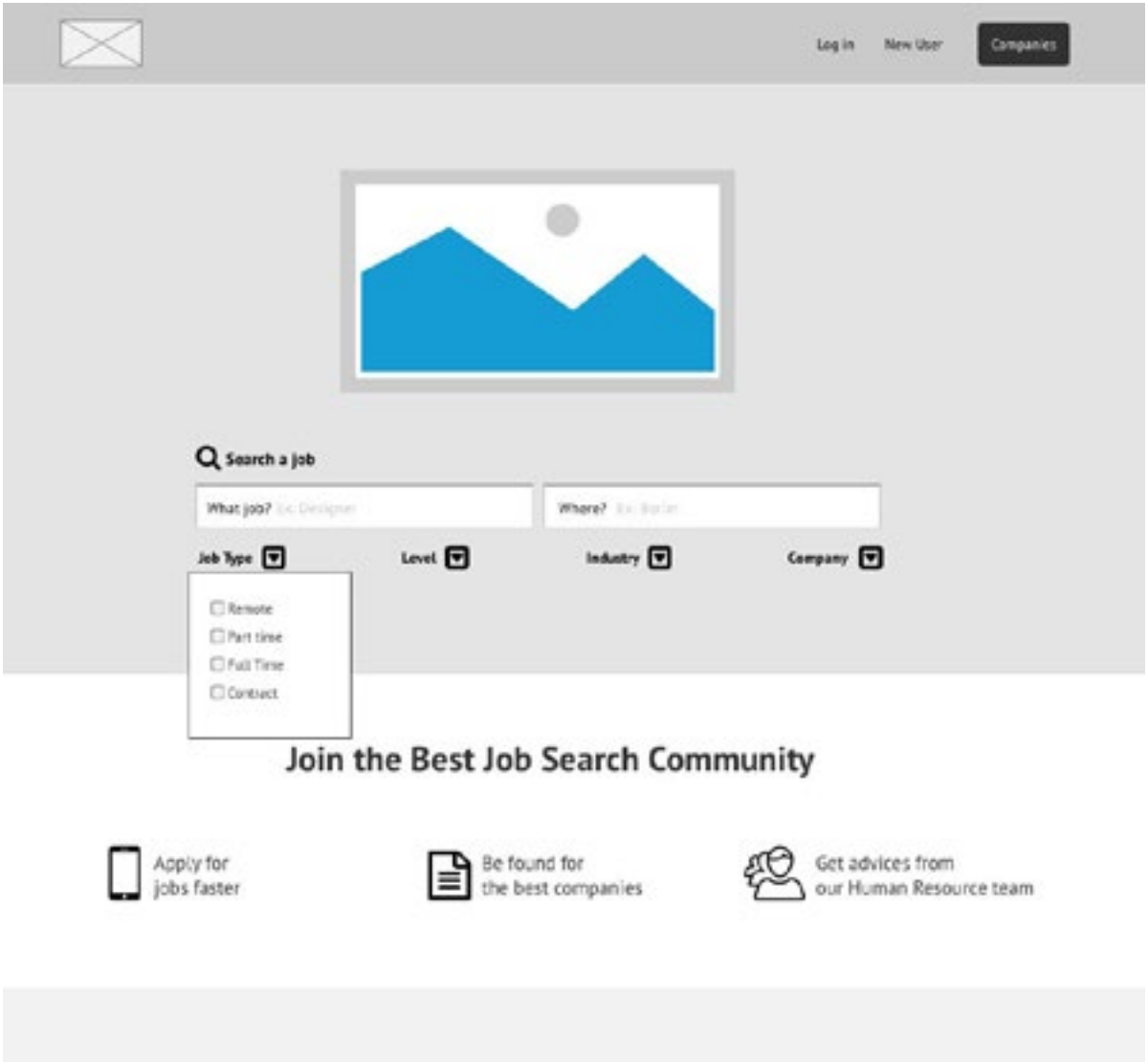
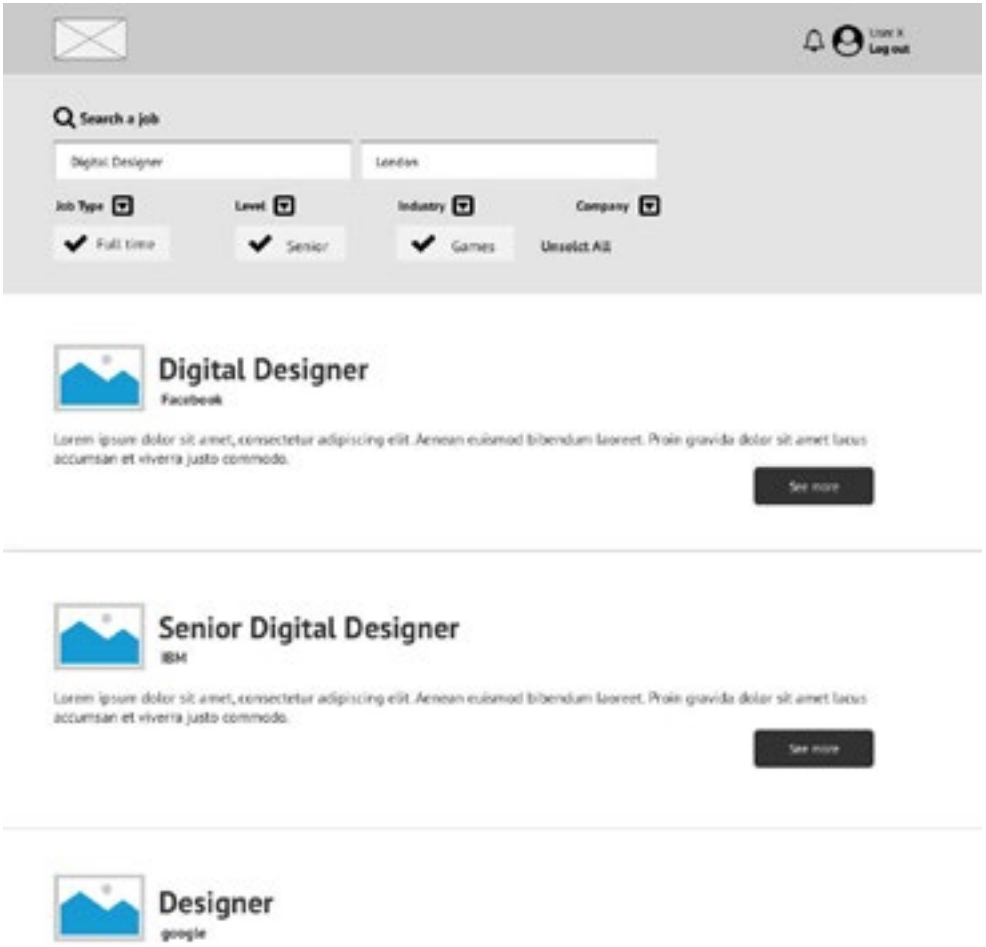
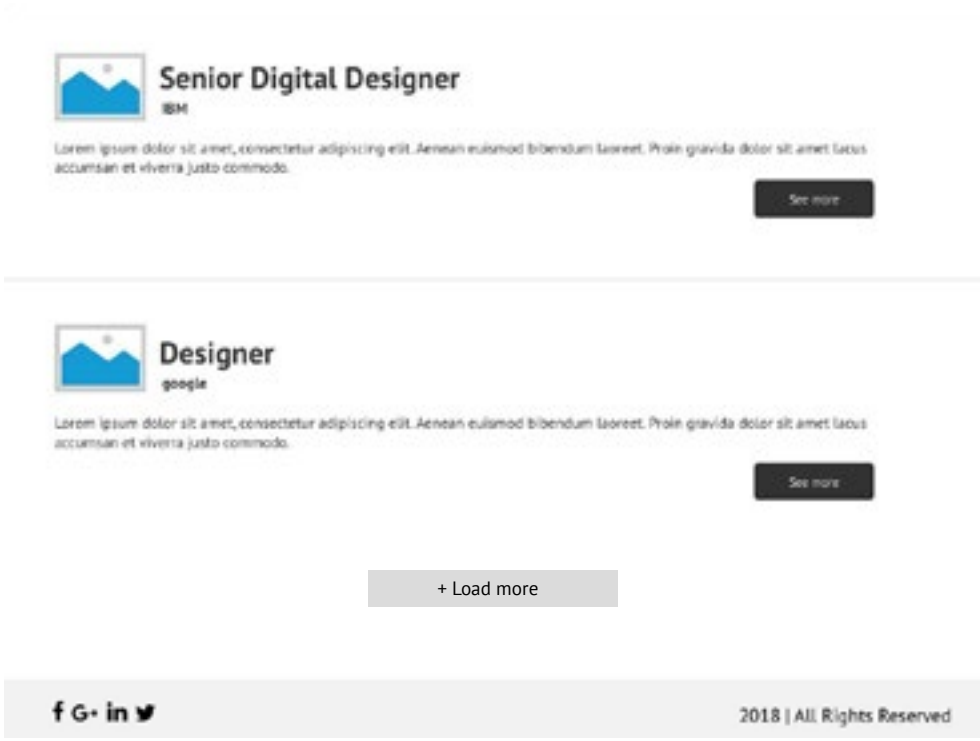
Job Search


Log in
New User
Companies
Search a job
What job?
Where?
Job Type
Level
Industry
Company
Remote
Part time
Full Time
Contract
Join the Best Job Search Community
Apply for jobs faster
Be found for the best companies
Get advices from our Human Resource team

Job List


Search a job
Digital Designer
London
Job Type
Level
Industry
Company
Full time
Senior
Games
Unselect All
Digital Designer
Facebook
See more
Senior Digital Designer
IBM
See more
Designer
google


Senior Digital Designer
IBM
See more
Designer
google
See more
+ Load more
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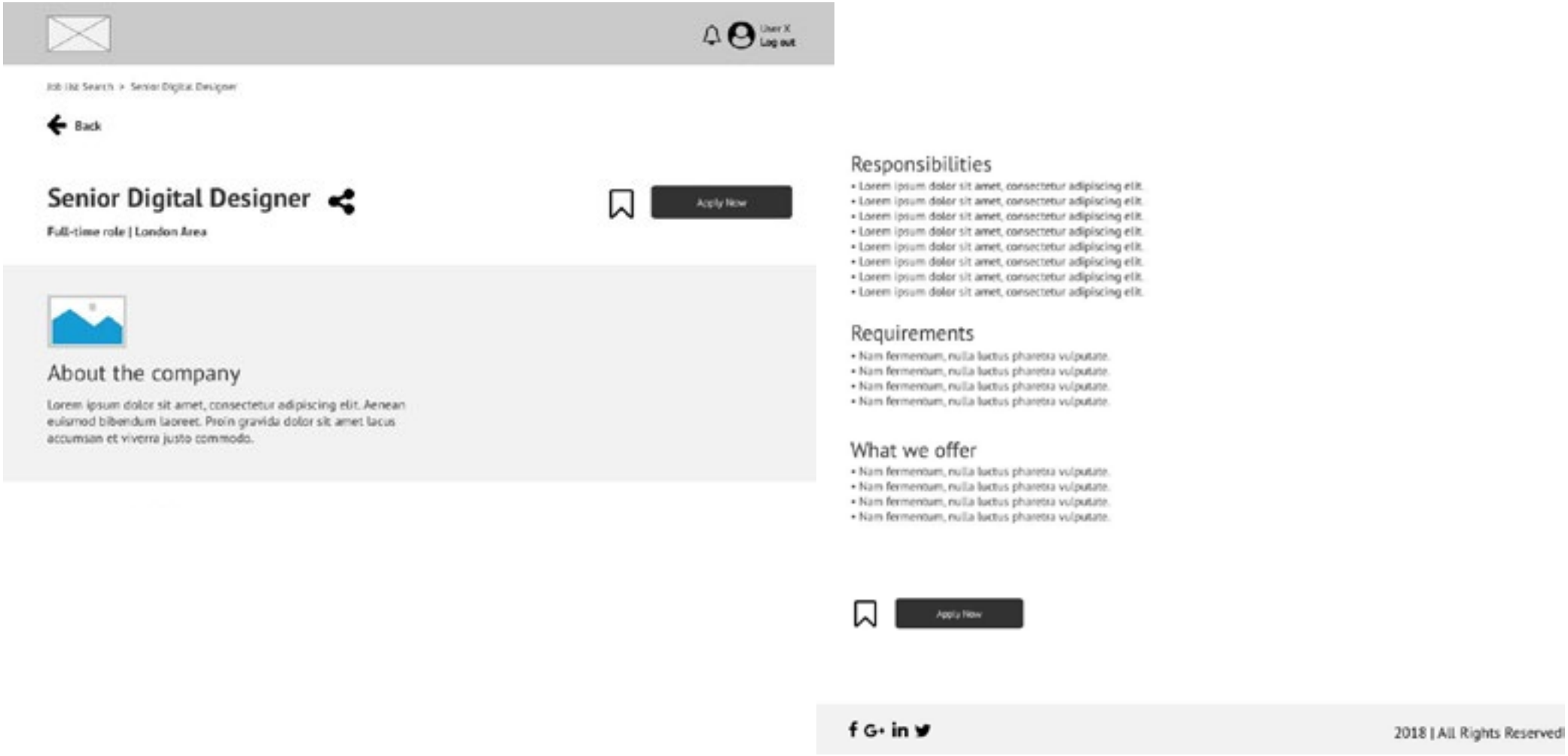
Job Description



Now, a low fudelity prototype was done, to check the new features, navigation and filters.

Ux

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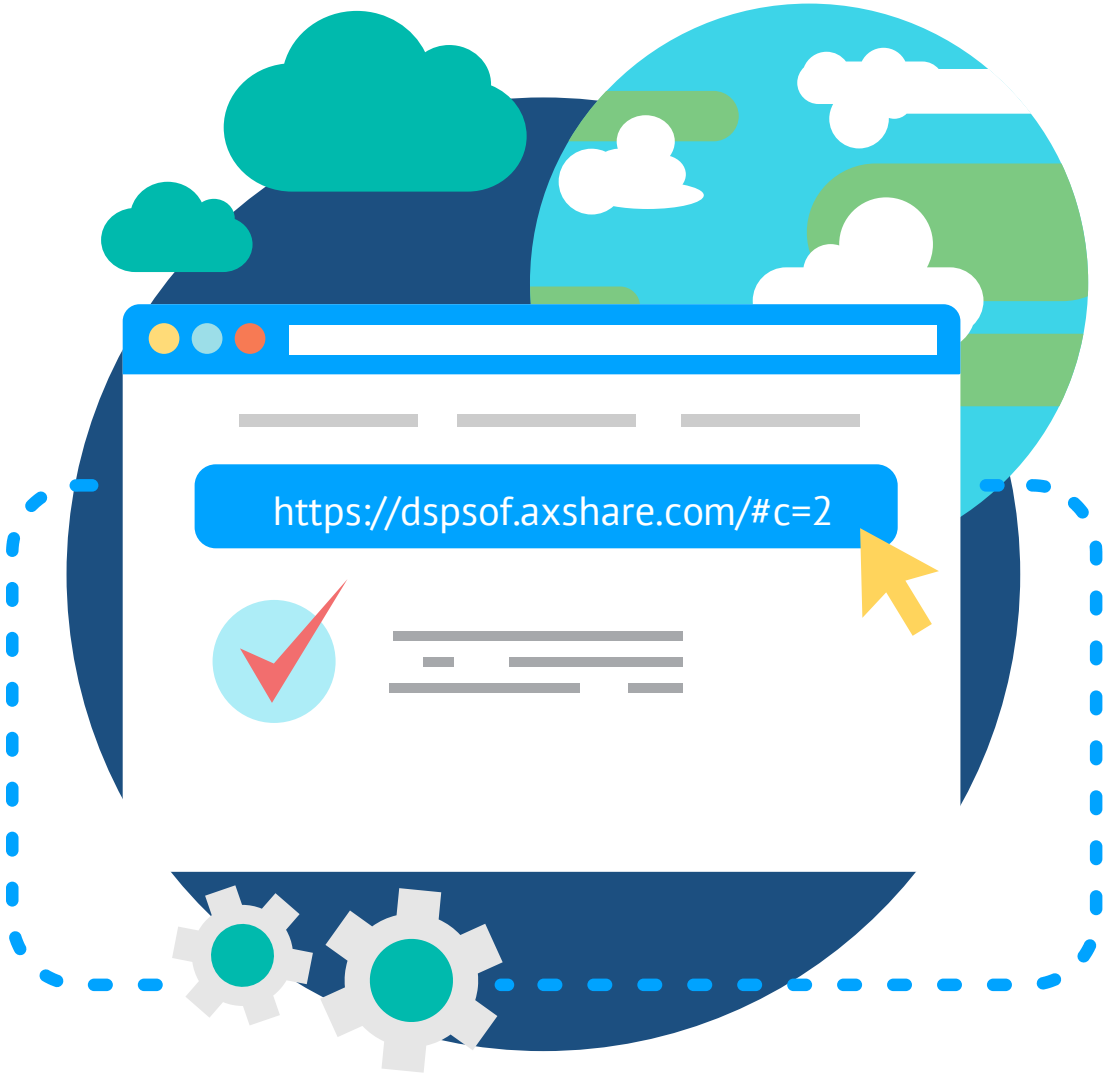
6. Prototype and validate

Tools Used

I created this prototype with axure,
and then a generate a live link that you can navigate an see all things working on.
Just copy and paste this link bellow on your browser and voilá.

https://dspsof.axshare.com/#c=2



As a new product, I felt the necessity to work on a new branding work, to have in the end a good and strong product. So i created a logo, choose some color and typogaphy styles.

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Tools Used

I worked on a analogy, with a briefcase + a location pin, this means that jobfinder is the real location where you will find your new and best job

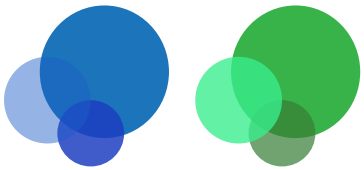
JOBFINDER

A stronger and bold tipography style, to afirm the idea of security and intensity, words that are a very good meanings for someone who is looking for a job

Green shades, because brings the memory money and richness, and this time of memory is a very good thing for a job brand

Blue shades, because brings calm, serenity and balance that people are suposed to have on a job search moment on their life

Color palette



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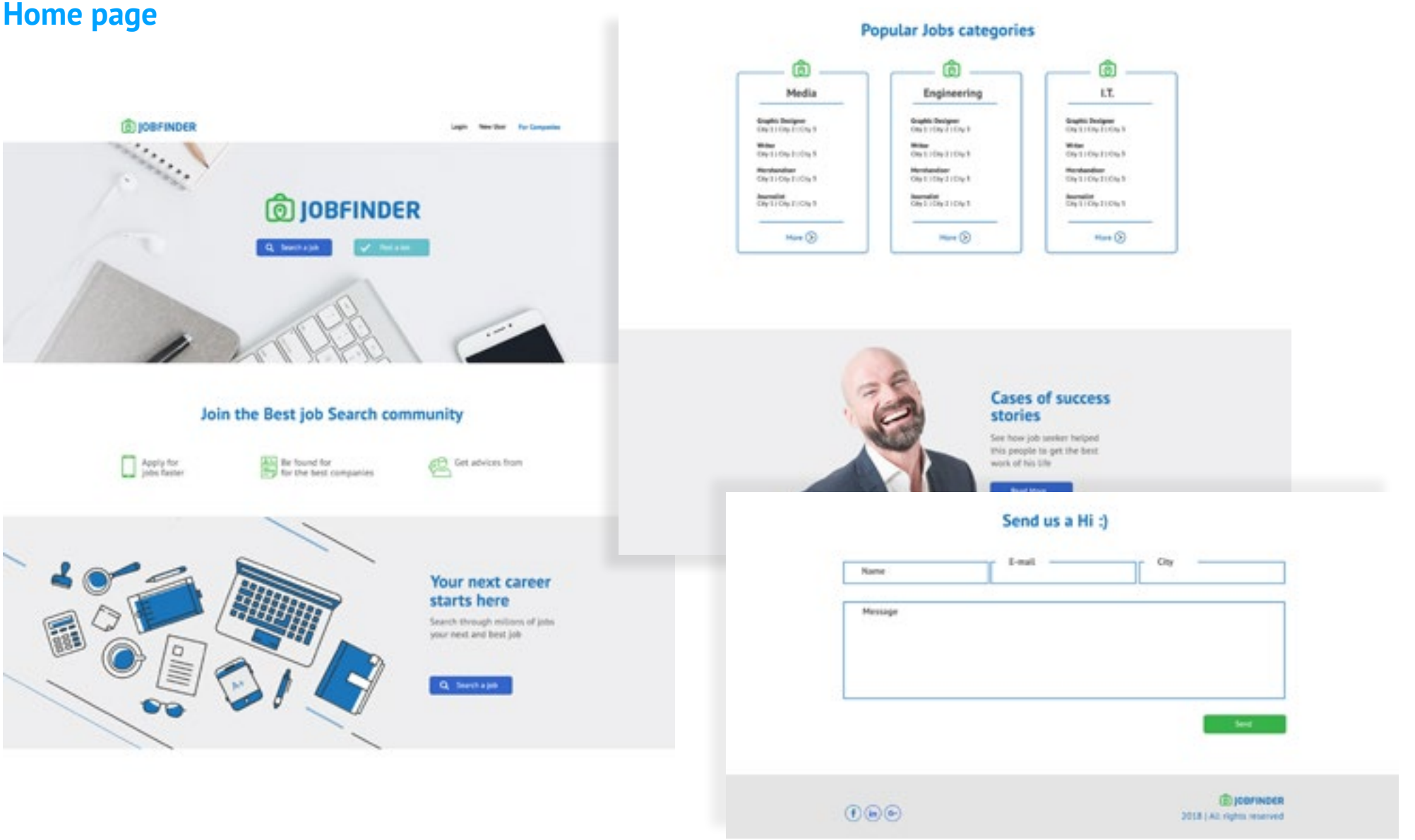
Tools Used

The visual layout is one of the last of this process, here we blend all information we earned and transform it on a eye catching and beautiful layout

Home page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Apply for jobs faster
Be found for for the best companies
Get advices from
Your next career starts here
Search through millions of jobs your next and best job
Popular Jobs categories
Media
Engineering
I.T.
More
Cases of success stories
See how job seeker helped this people to get the best work of his life
Send us a Hi :)
Name
E-mail
City
Message
Send
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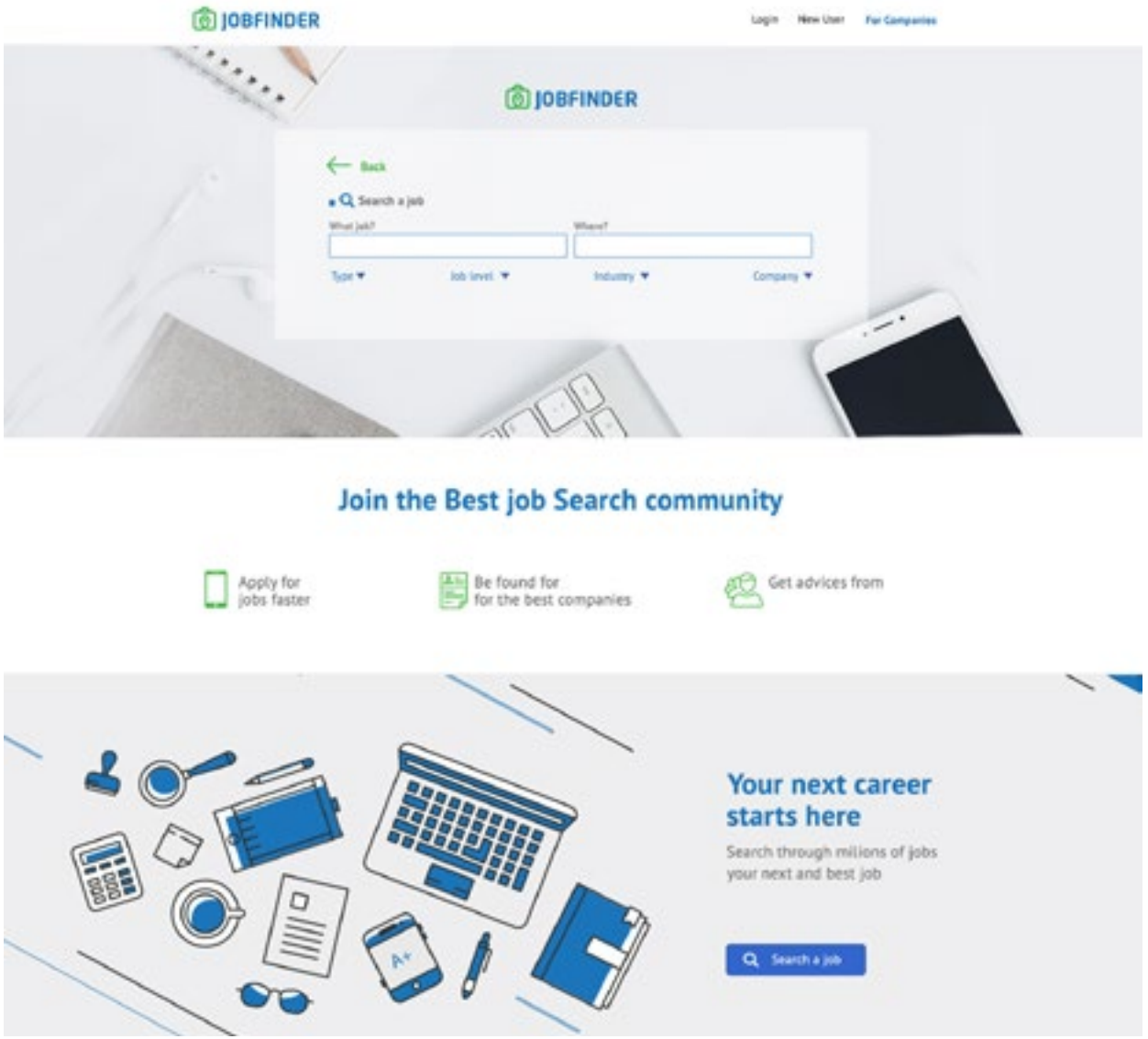
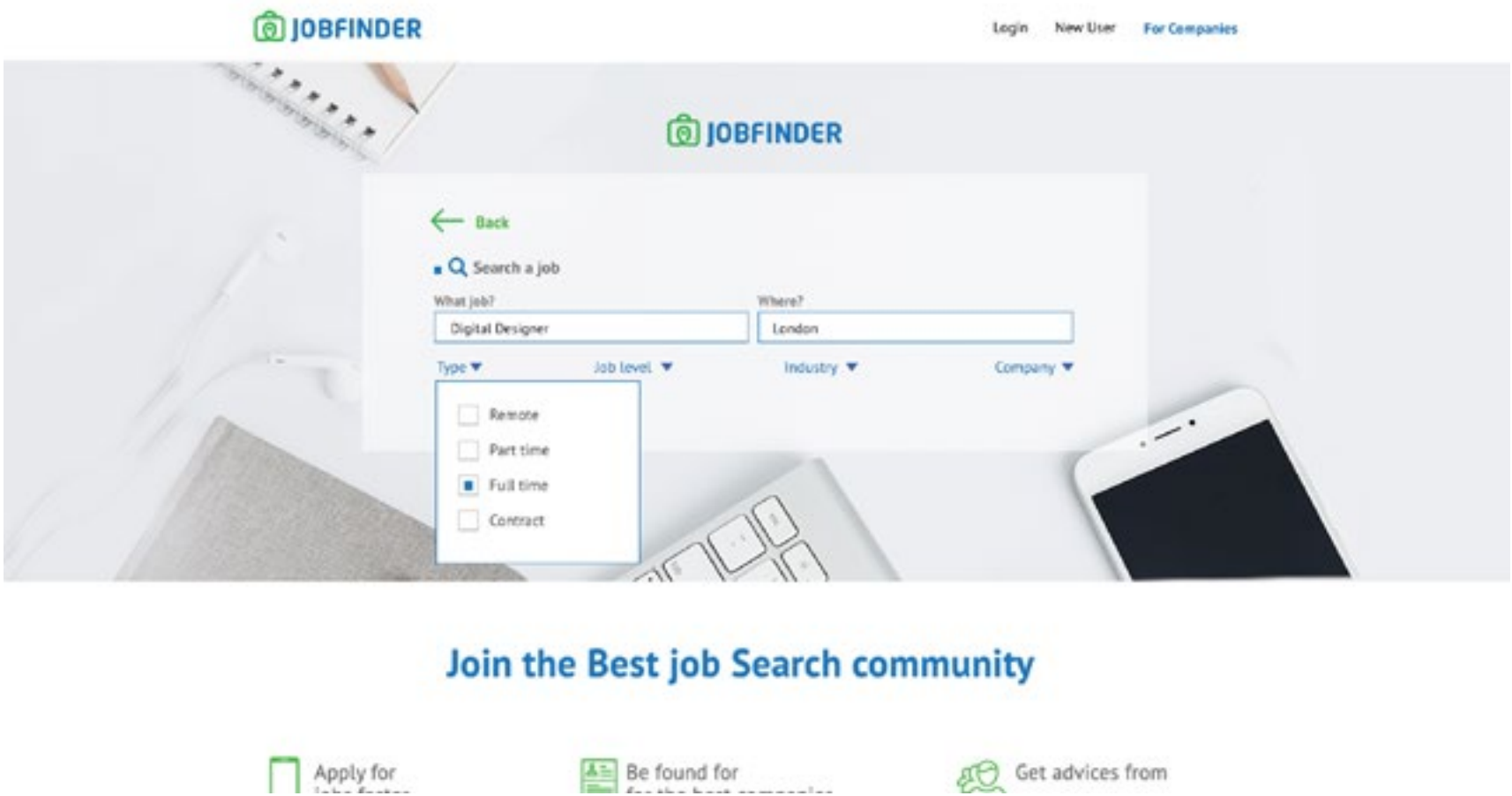
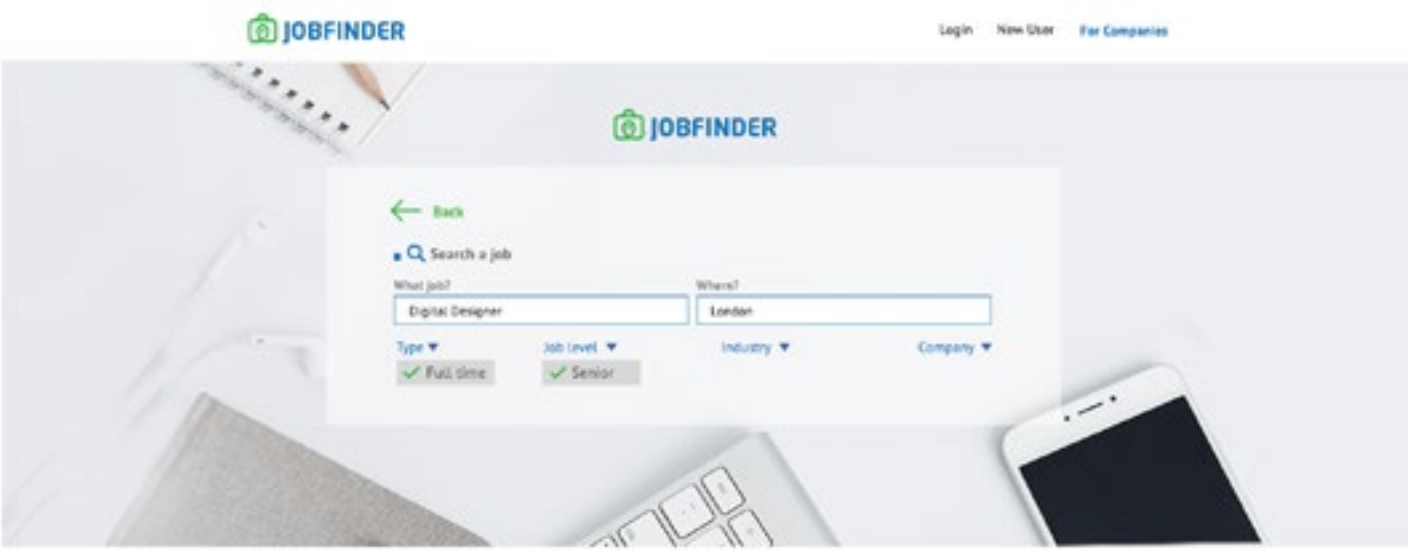
Job Search


JOBFINDER
Login
New User
For Companies
JOBFINDER
Back
Search a job
What job?
Where?
Type
Job level
Industry
Company
Join the Best job Search community
Apply for jobs faster
Be found for for the best companies
Get advices from
Your next career starts here
Search through milions of jobs your next and best job
Search a job

Job Search Filters



Job Search List



Digital Designer
Facebook
Full Time | Senior | Games sector

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Senior Digital Designer
IBM
Full Time | Senior | Games sector

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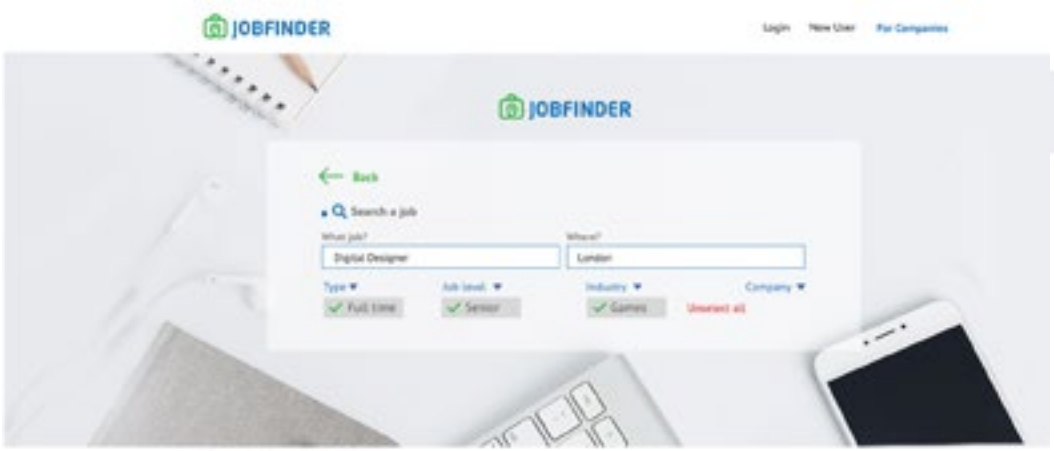
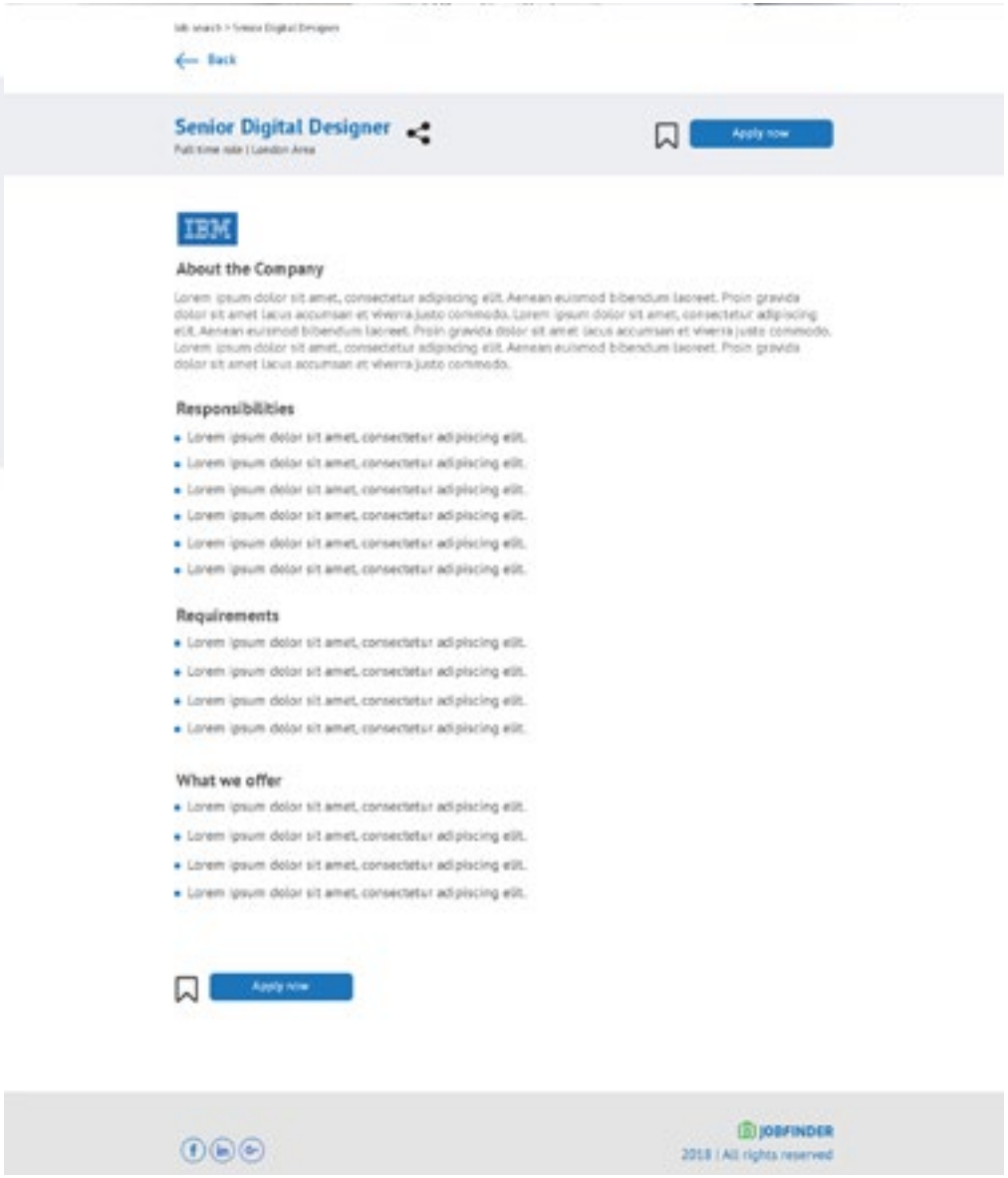
Job Description





The final visual prototype

Ux

1. Personas creation
2. Website Map Study
3. Wireframes + low fidelity prototype

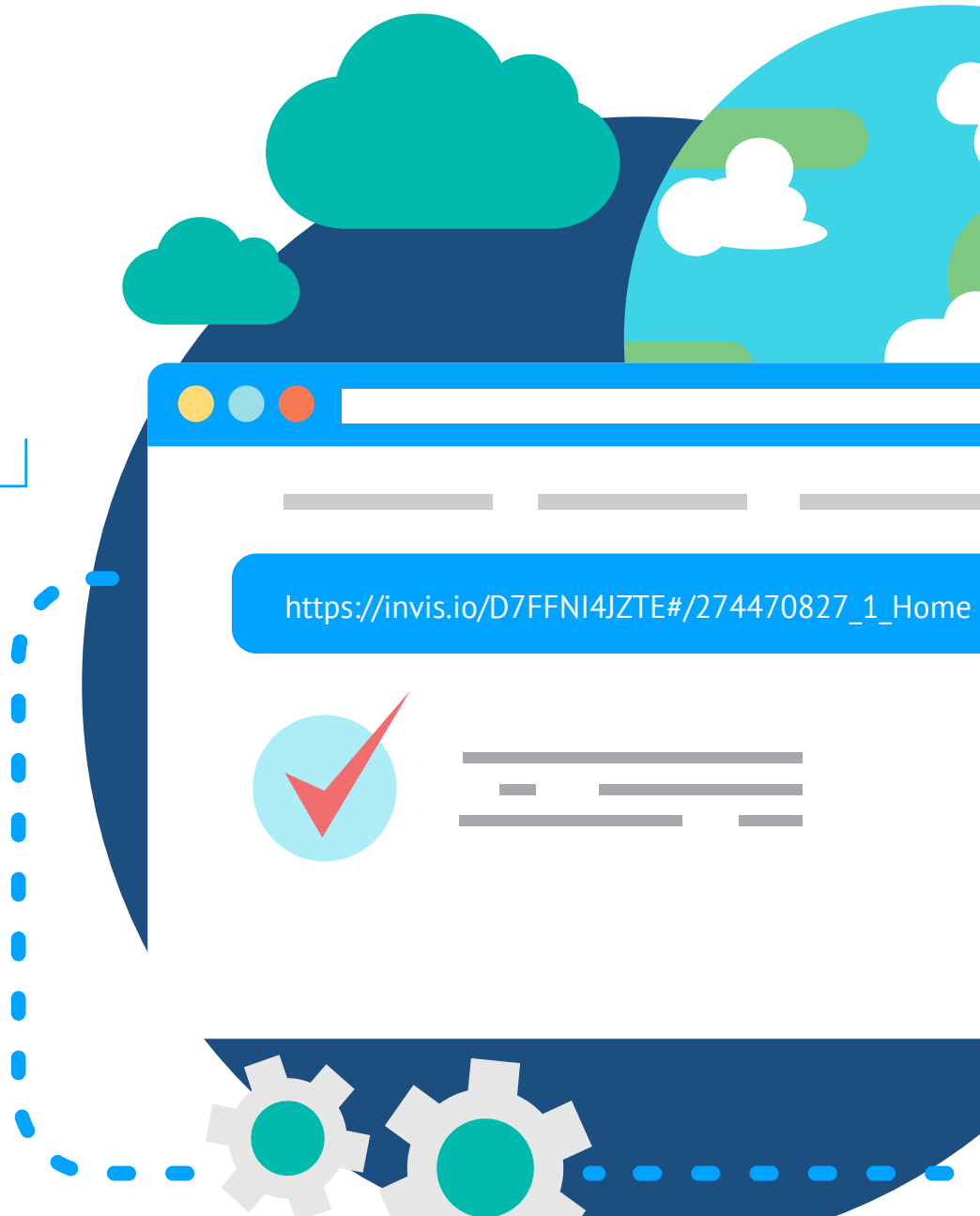
Ui and Visual

4. Branding
5. Visual Layout
6. Prototype and validate

Tools Used

Above we have the final protoype link on invision app

https://invis.io/D7FFNI4JZTE#/274470827_1_Home



“

First at all, thanks for the opportunity to show a little about my work and about this amazing human centered area. If you want to see more about my work, check my Vanhack user profile or my portfolio

www.catoristudio.com

www.linkedin.com/in/ana-carolina-toledo-95498027

Thank you