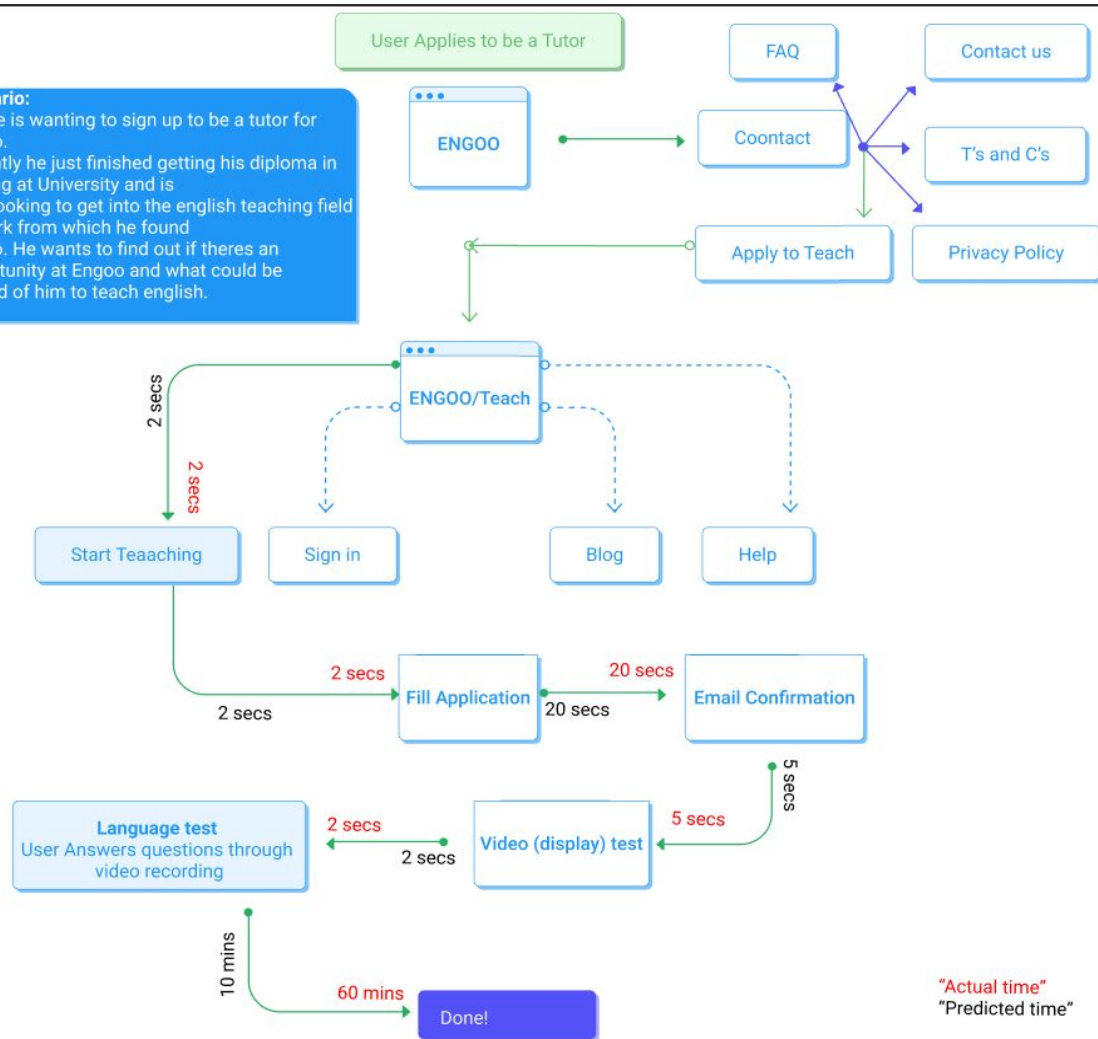# Tutor Hiring Process

Main Points

- Tutor hiring process as a whole (time consuming) - User flows
- Pain points included in "language test/app" display - Persona/screenshot
- Emotional phases of whole tutor hiring process - Journey maps
- What's needed of my design (brief for next project)

Main UX Problem

The major problem with the tutor hiring process was the "language test" part where users would need to 'prove' their English skills through a bunch of questions in a video recorded session. This turned out to be a major issue in the process as a whole users would tend to spend the majority of time they devoted to applying on just the "language test" part as they would be too engrossed into perfecting every answer in order to maximise their chances of being hired as a tutor. The user flow diagram shows the total time taken through the whole tutor hiring process and from this, we can see how an otherwise fairly easy process becomes lengthy and time-consuming. Throughout the process, every step seems fairly similar in both the predicted (black) and actual (red) scenarios until we come to the language test part where the biggest time consuming factor lies making the applicants experience a little frustrating. Despite the 'fill application' phase not having major time constraints with the 'actual' time it takes to complete, I still think that this can be improved and use less applicants time as it isn't the most important part of the process. The fact that the 'nationality' and 'country of residence' fields come first in the application also may deem a bit surprising and confusing for applicants causing a little frustration.
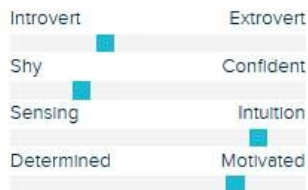
Who?

Wayne Andre

Helpful   Comitted   Shy   Intuitive

Goals

- To be an English tutor
- To become more confident educatively and socially through teaching
- Spend more time selflearning than searching/applying for jobs

Frustrations

- Wasting time on unnecassary things
- Having harder than normal processes
- Stepping out of my comfort zone too early

Motivation

Incentive

Fear

Experience

Power

Social

"I love to Teach"

Age: 27
Work: English teacher/tutor
Location: Wellington, New Zealand
Character: English police

Personality

Introvert ———— Extrovert
Shy ———— Confident
Sensing ———— Intuition
Determined ———— Motivated

Bio

I am a English gradute who also just finished a diploma in teaching at my local university. I am a skilled and eager person hoping to get into the english teaching/tutor filed of work AS SOON AS POSSIBLE so would love any opporunity I get. I have a little initial stage fright/am shy so am hoping for a relaxed and moderately inexposing hiring process that will keep me in high spirits and in the right mindset to focus on my teaching skills rather than my fears.

This Major UX problem in the tutor hiring process is mainly affecting the applicants as said they are wasting, they're valuable time. The effect of this step of the process is the driven need of 'perfection' which influences most applicants to step out of their comfort zones making them increasingly nervous and consequently vulnerable to keep slipping up. From this user persona, we can see that Wayne is already fairly shy and introverted, but is still very motivated to be able to be an English tutor but what this "language test' has done to him is served right into his frustrations and personality deficiencies which has made him realize that he's further away from his goals, making him more susceptible to the need of a 'perfect' run of answers. Wayne is also an active representation of the combined effect that the hiring process had on all my interviewed participants rectifying those thoughts and feelings they had experienced going into each question.

How?

Question intro/instructions formality - another potential Pain point for an applicant.

Button used more than predicted (as said by Luke) - Main UX problem.

Language Test

Recording of question 1 is complete, please review it. You can start over, but you will get a different question each time.

▶ 00:00   00:16

Redo   **Next question**

Graphic display could be a negative influencer pain point for an applicant

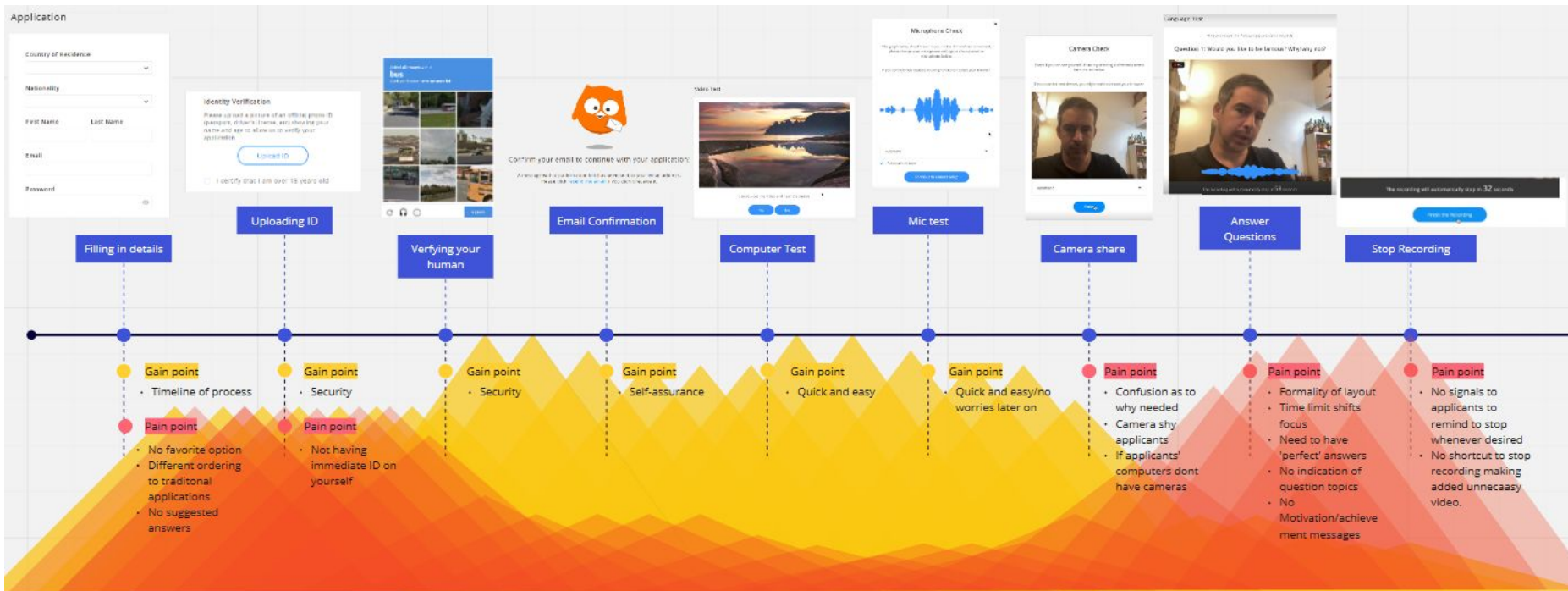Shared Video display Could promote fears/shyness - a potential pain point for an applicant.

Time limit could disrupt focus to total speak time - another potential pain point.

As per the screenshot below (from my self-conducted test), i noticed the three pain points that significantly could have contributed to the several unnecessary redo attempts and what confirmed these was when i conducted experiments with a few participants of which asked them to run through the tutor hiring process and talk me through what their feelings and choices. Through the feedback, both were consistent in identifying the same pain points as I identified in my test that made them feel inadequate and nervous in trying to perfect their answers. From this, I could safely identify with Luke's insight, that the UX problem of the unprecedented redo button bringing about several redo attempts was driven through psychological pain points affecting the mindsets of applicants now having increased incentive to perfect their answers for each question.

Application

Country of Residence
Nationality
First Name   Last Name
Email
Password

Filling in details

Identity Verification
Please upload a picture of an official photo ID (passport, driver's license, etc) showing your name and age to allow us to verify your application.

Upload ID

I certify that I am over 18 years old

Uploading ID

Verfying your human

Confirm your email to continue with your application!

Email Confirmation

Slide Test

Computer Test

Microphone Check

Mic test

Camera Check

Camera share

Language Test

Question 1: Would you like to be famous? Why/why not?

Answer Questions

The recording will automatically stop in 32 seconds

Finish the Recording

Stop Recording

Gain point	Gain point	Gain point	Gain point	Gain point	Gain point	Pain point	Pain point	Pain point
· Timeline of process	· Security	· Security	· Self-assurance	· Quick and easy	· Quick and easy/no worries later on	· Confusion as to why needed	· Formality of layout	· No signals to applicants to remind to stop whenever desired

Gain point / Pain point details:

Gain point
· Timeline of process

Pain point
· No favorite option
· Different ordering to traditonal applications
· No suggested answers

Gain point
· Security

Pain point
· Not having immediate ID on yourself

Gain point
· Security

Gain point
· Self-assurance

Gain point
· Quick and easy

Gain point
· Quick and easy/no worries later on

Pain point
· Confusion as to why needed
· Camera shy applicants
· If applicants' computers dont have cameras

Pain point
· Formality of layout
· Time limit shifts focus
· Need to have 'perfect' answers
· No indication of question topics
· No Motivation/achievement messages

Pain point
· No signals to applicants to remind to stop whenever desired
· No shortcut to stop recording making added unnecaasy video.

This UX problem was identified through the data that was obtained from applicants using the tutor hiring process with which Luke noticed the several uses of the redo button. I also conducted my own physical test of the 'language test' in order to experience the process and notice what potentially could be driving applicants to this psychological state. The journey map (influenced by the participants, is a symbol of how the end of the process (language test) causes the most pain for applicants.

Application

Country of Residence

[dropdown]

Nationality

[dropdown]

First Name	Last Name
[field]	[field]

Email

[field]

Password

[field] 👁

Identity Verification

Please upload a picture of an official photo ID (passport, driver's license, etc) showing your name and age to allow us to verify your application.

Upload ID

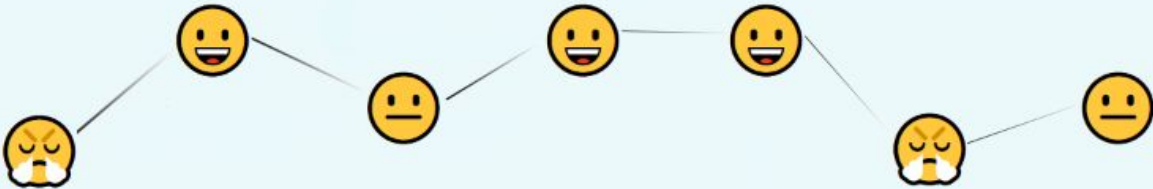☐ I certify that I am over 18 years old

Continue

By clicking the "Continue" button, you agree to our Privacy Policy.

Coming first unlike most applications where these are near the end.

No option to save information — can be frustrating if needed to restart.

Potential pain point with applicants' not having Immediate ID.

A couple of pain points also arise in the application process as seen in the screenshot relating to the layout of the questions and redo system which relates to if they needed to start the application again Needing to upload an ID could potentially arise as another pain point if users don't immediately have ID to upload.

Why?

Customer phases	Before			During			After		
Customer Journey	User scrolls down to bottom of page	User click s"apply to teach" and is taken to another tab	User the clicks on "Start teaching"	User fills in application and confirms email	User tests video and audio response	User takes Language test	After clicking done, you have applied waiting approval		
Customer Needs	Easy navigation to applying link	Fast load time for page	Welcoming language	Detailed instruction but fast and effiecient	Quick and easy response from ebsite	Calm and relaxing process not taking long	Feeling of accomplishment and happiness		
Emotional Curve									
Potential Opportunities	Able to Immediately see link on homepage	Reduce risk of extra load time??	Attention grabbing word choices	Faster way of verifying identity	NS - consistent acheivement messages could help	Layout, tone, options, user-bility, acknowledgements	Positive reinforcement messages and greetings		

In the run-through video from Luke of the tutor hiring process, he told us that it was never predicted how many times applicants would use the redo button as it was just placed there as an opportunity for them to restart just a couple times across the whole process. Speaking facts, he said that on average - applicants would redo each question a minimum of 3 times and 30% of applicants would redo each question 5 times or more with several outliers including one extreme applicant redoing it 797 times. This was obviously an unfair use of applicants' time as they need to focus more on important things like their english skills or educating themselves on being tutors, etc. Therefore, focussing on more of the emotional side of applicants, we can see from this customer journey map how they feel in the before and after phases of the tutor hiring process which shows us the impact of the language test on applicants mindset.(Also included potential opportunities (not solutions just yet) to counter these emotional states with the 'happy' phases only suggesting minor improvement.

My Brief

Motivation

Engoo is a platform that offers online English tutorial services where potential students can hop on and book a free lesson with a matched tutor. They have 6000 teachers which average working for Engoo for 2 years meaning every month 300 new tutors have to be hired to maintain numbers. Having a quick and efficient application system will help Engoo's turnover for new potential tutors.

Challenge

Designing a more psychologically and aesthetic pleasing hiring process specified to the major problem of the "language test" and frequency of the redo button being used, making this a less time-consuming process.

The design will need to:

·   Be refined as possible to fit within the tight time frame.

·   Promote positive mindsets and confidence within applicants.

·   With the above, promote less usage of the 'redo' button.

·   Be as least complicated but content as possible.

·   Be clearly readable and visible to everyone.

Cognitive approaches

Emotion regulation

Design could promote positive reinforcement through achievement motivation.

Design should offer emotional boosts in as many places as possible to reinforce the minimal pressure required from applicants.

Messages have to be short and punchy and directly related to the specific step the applicant is on however can't deliver falsified information (like "well done you're nearly there" if they aren't actually).

Colour psychology/identity

Design could display a more aesthetically pleasing tone/colour scheme to relax applicants and influence the into a more positive mindset.

The design should not capture applicants' attention more than that off making sure they aren't overwhelmed.
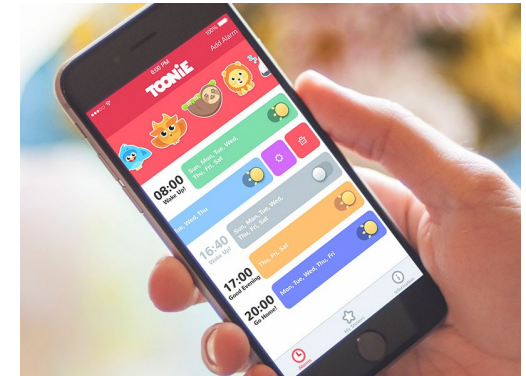
Perpetual Habit

Design could involve a more sequential approach so applicants feel less susceptible to the element of surprise — specifically in the language test.

> Applicants should not feel pressured as to what to expect as their focus turns away from the answers and more towards the questions to expect which is unethical.

Language Stimulation

Design could use more comforting and less contentful language to encourage a more honest and less pressured answer from applicants.

> Words and instructions should be kept short and sweet so applicants can easily digest them instead of excessively long sentences which will unnecessarily overload applicants minds.
>
> > We need the applicant to stay onsite as long as possible so keeping them engaged is important.

Opportunities and intentions

I intend to find out the effects of formal vs informal language on participants answers.

Potentially using a survey observation method to analyse the difference in answers.

The effects of constant positive feedback/assurance from a site.

Observing facial expressions through non-verbal interviews.

Layout of colours.

Layout of questions.

Low-fidelity and high-fidelity prototypes would help to give users the option of what would benefit them most, addressing and valuing all perspectives.

Process

In the planning stage, I will first aim to come up with a few ideas relating to each cognitive approach.

From this, I will take the acceptance criteria which states what I want out of my design (above) and will match the best designs out of each cognitive approach and make them near to high fidelity.

I will then use these few designs to test on a few participants to see if

1. They can comprehend the process better

2. They experience a change in thoughts and feeling

3. The need to press 'redo' lessens.

4. They genuinely like it

5. They have suggestions/opinions for improving

References

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- M0p1n10n. (2020, December 10). A Guide to Psychology Principles in UX Design. Retrieved from

  https://mopinion.com/guide-to-psychology-principles-in-ux-design/

Participant 1

Participant 2