

The background features abstract, overlapping green geometric shapes in various shades, primarily on the right side, with some shapes extending towards the left. The overall color palette is a range of greens, from light lime to dark forest green.

Jora

A job search Website

What is Jora?

A macro-platform that aggregates job advertisements from other sources such as Indeed, Seek, Career One, and Adzuna.



What

job title, keywords or company

Where

city, state or postcode

Search Jobs

More jobs in real time – Search **301,055** jobs now.

Users and Contexts

- ▶ Any one looking for a job (usually the early 20s to 40s age groups).
- ▶ Any one advertising a job but the top advertised job is Accountant Jobs (8641)



Business Problems and Pain Points

- ▶ User Interface - Lack of visual appeal, difficult to navigate.
- ▶ Search criteria needs to be more refined
- ▶ Lack of user engagement
- ▶ Lack of differentiation (looks exactly like Indeed)
- ▶ Lack of features
- ▶ Two ads and one is not from Jora
- ▶ Login via Facebook - seems unprofessional
- ▶ No LinkedIn profile/association
- ▶ Not designed for anyone as it is so stripped back.

Solutions

- ▶ User interface redesign
- ▶ Option to review the employers and ability to read them
- ▶ Email Login only
- ▶ Site statistics of how many people are placed in jobs per month
- ▶ Two login options - One for those seeking the job and those who are posting the jobs.
- ▶ Review option to improve the website