



Reboot

Love What We Do

Team Reboot Responsive Web Design A user guide

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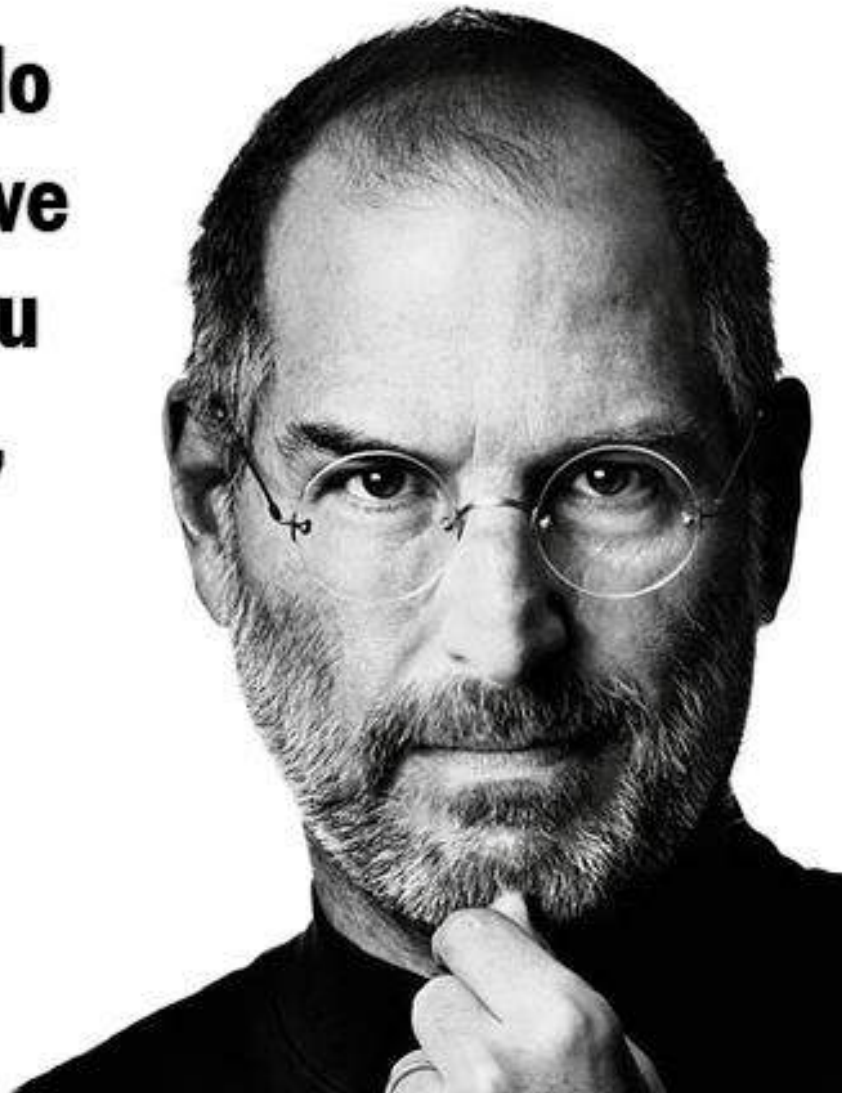
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“The only way to do great work is to love what you do. If you haven't found it, keep looking. Don't settle.”

- Steve Jobs



¹ <http://quoteeveryday.com/steve-jobs-quotes-the-only-way-to-do-great-work/>

1 Introduction

1.1 Purpose of the Document

The purpose of this document is to specify how we will approach a responsive web design project, with the needs of the user at the centre of the decision making process.

The purpose of this document is to record the developing software requirements and non-requirement specifications for the abstract product known as “Job Match”.

The development will focus primarily in three areas:

- Producing requirements, gathering and documenting input from all stakeholders needs and understanding and updating them accordingly.
- Analysing the user requirements and determining whether the requirements are unclear, incomplete, ambiguous, or contradictory, and then resolving them with use of the estimated convergence process.
- Documented requirements can be in the form of natural language, user stories, or process specifications, which will then be developed into clear concise requirements for the product.

1.2 Intended Audience

This document is intended for all project personnel that will be involved in the product delivery – designers, developers, testers and the client.

This business document will be a living process whereby the content will be constantly reviewed and updated using the iterative process of Requirements - Design - Prototype - Evaluate, loop and implemented by the team. The document will change as a result of feedback from the potential user, surveys, stakeholders, technologies, scope, and definitions during the product development lifecycle. The updates to this document are essential to inform our team (Team Reboot) of the dynamics of the product evolution from concept to business ready release.

1.3 Definitions, Acronyms and Abbreviations

List any of the above if you use them in the document here.

CSF - (Critical Success Factor)

MVP - (Minimum Viable Product)

IR - (Initial Requirement)

FM – (Functional modules)

Q - (Question)

A - (Answer)

UX - User Experience

UI - (User Interface)

ISO - (International Organization for Standardization)

DSA - (Digital Skills Academy)

ASCII - (American Standard Code for Information Interchange)

WAMMP - (Windows, Apache Server, MySql Database and PHP)

XAMMP - X (to be read as "cross", meaning cross-platform) Apache HTTP Server, MySQL, PHP, Perl

MySql - (Structured Query Language) via PHPmyadmin (a RDBMS (Relationship Database Management System))

DOM - (Document Object Model)

CSS - (Cascading Style Sheets)

HTML - (HyperText Markup Language)

PDO - (PHP Data Objects)

PHP - (PHP Hypertext Protocol)

AJAX - (Asynchronous JavaScript and XML)

JSON - (JavaScript Object Notation))

2 Goals

2.1 The business goals

Job Match is a job search website that aims to connect job seekers and employers in a similar manner to Tinder. The business aims to provide a unique user experience for both job seekers and employers. Our research has shown that many people are frustrated with current job search sites for several reasons. Many searches return results that are not relevant or suitable, with many users left feeling overwhelmed with the amount of time they spend filtering out these unwanted job adverts. We have also learned that people who are looking for part-time or casual work find the application process for these sites overly complicated.

Our approach aims to connect job seekers and employers in a more focused and relevant manner than our competitors, borrowing ideas from matchmaking sites like Tinder. We propose to connect both users through more clearly defined search filters, allowing both the job seeker and employer to initiate interest in making contact. This, we believe, would greatly reduce the effort and hassle of job hunting or hiring.

A key feature of this site will be based on a more specific location filter. Existing job search websites filter by province or county. We propose to enable a more localised search facility that would make use of geolocation technology to return search results within a specified radius. We feel this feature would greatly benefit part-time or casual workers and give us a significant edge in the marketplace.

Traditionally, employers often use recruitment agencies to do the heavy lifting in finding suitable candidates for the positions they are offering. These agencies often take a scatter gun approach to advertising the positions on job sites, which is one of the reasons that so many irrelevant results are returned to the job seeker. Our approach will significantly reduce the time wasted by both job seekers and employers when using these sites allowing smaller firms to be more self-reliant in their hiring process and therefore more cost efficient. We see this as a significant advantage over our competition and a key motivator for employers to support the site.

2.2 The user goals

The site will cater to two user categories, those being Job Seekers and Employers. Both have distinct goals.

A Job seekers goal may seem obvious in that they are looking for a job, however, how they go about achieving this goal depends on many different factors. The type of field

they want to work in, location, casual work or permanent, full-time or part-time, etc. Their effort and time they are willing to put into finding a job depends on all these factors. Many people who are just looking for part-time work are put off by the more formal nature of competitor sites. Members of this team approached a number of DIT students to ask if they had used job search sites previously and how would they describe their experiences. Given the student demographic that we sampled, most had only looked for part-time and summer work. Many reported feeling frustrated with the amount of results that were irrelevant, and lack of clarity on the exact location of the jobs on offer. Some felt that the effort in creating profiles and CVs was too much for the nature of the work they were looking for.

Job Seeker Goals

- To be able search for jobs by category
- To be able to search for jobs using geo-location.
- To be able to create a profile quickly.
- To be able to apply for jobs with minimum effort.
- To be able to create contacts.
- To advertise themselves for certain categories of jobs.
- To be able to track jobs they have applied for.
- To be able to ask questions about various job related topics on a forum.

An employer's goal is to find people with the relevant skills and experience to fill a position that they have, and to do this in as quick, efficient and cost effective manner as possible.

Employers Goals

- To be able to advertise jobs with minimum effort.
- To be able to review job seekers profiles that are relevant to the job they are looking to fill.
- To be able to contact job seekers.
- To be able to receive applications.
- To be able to withdraw job advertisements.

Job Match - User feedback questionnaire

Job Match is a job search website that aims to connect job seekers and employers in a similar manner to tinder. This feature would allow both parties to express interest in connecting with each other based on the relevance of user profile to the job spec. The site aims to remove irrelevant search returns and simplify the process of applying for jobs. A unique feature of this site is a geo-location search filter that can show jobs within a specified range of your location and display these on Google maps.

User Feedback 1:**Name:** Ray Graham

Q1.	Have you used job search sites in the past? If so, which ones?
A.	http://www.jobs.ie http://www.irishjobs.ie/
Q2.	Q2. How would you rate your experiences using these sites? (1 being terrible, 10 excellent).
A.	<i>5 out of 10.</i>
Q3.	Did you feel that the search results were all relevant to your interests?
A.	<i>Yes - pretty good such as this result from irishjobs.ie - good layout:</i>
Q4.	How easy did you feel it was to apply for a job using these sites?
A.	<i>Did not apply.</i>
Q5.	Did you feel that it was possible to use the site efficiently on your phone?
A.	<i>Irishjobs.ie was very good - scaled to screen size and avoided unnecessary images and clutter. Jobs.ie also immediately prompted to have a CV uploaded which was very good.</i>
Q6.	Would the ability to search for jobs within a certain radius from your phone (geo-location) be something you would find useful?
A.	<i>Yes for sure - I would say it is one of the top considerations.</i>
Q7.	Is the "Find your match" feature of this website something you would consider using? Why?
A.	<i>Yes - but am not sure about the taglines- playing the field, in for the long haul, these suit a younger audience of whose membership mine has now expired.</i>
Q8.	Does the logo work?
A.	<i>Pretty good. I would choose a deeper color green - also the eyes in the smiley face are crucial - eyes on an image are vital - maybe incorporate a more detailed cartoon or an actual photo?</i>
Q9.	Would you find the wireframes easy to follow? / How would you improve them?
A.	<i>They are very detailed which is good - I liked the flow-path through them showing a potential transaction. The Jobs by location and the map are very good.</i>
	<i>nice idea! - best of luck!</i>

User Feedback 2:

Name: Peter O'Neill

Q1.	Have you used job search sites in the past? If so, which ones?
A.	Indeed, monster, irishjobs, jobs.ie , gradireland, jobsearch.ie , recruitireland, findajob.ie , fas.ie , careerbuilder.ie
Q2.	Q2. How would you rate your experiences using these sites? (1 being terrible, 10 excellent).
A.	4 out of 10.
Q3.	Did you feel that the search results were all relevant to your interests?
A.	No - majority keyword/ industry search only. Some have slightly more comprehensive filters.
Q4.	How easy did you feel it was to apply for a job using these sites?
A.	Generally easy - 2-3 clicks if already registered (click apply, pick cover letter, answer 1-2 specific questions, attach cv, submit)
Q5.	Did you feel that it was possible to use the site efficiently on your phone?
A.	Yes if already registered and cv/cover letter on file.
Q6.	Would the ability to search for jobs within a certain radius from your phone (geo-location) be something you would find useful?
A.	Can do county / specific area search on number of sites with the ability to filter more precious location. For me the exact radius from a certain point is not an issue - match to role and company culture far more important (unless want to find job in a hotspot e.g silicon dock or no driving license etc).
Q7.	Is the "Find your match" feature of this website something you would consider using? Why?
A.	50/50. Would be worried I would 'miss out' on certain jobs which I am a really good fit for and would consider applying for based on initial matching choices.made (i.e choosing wrong decision path)
Q8.	Does the logo work?
A.	Not personal preference but does work.
Q9.	Would you find the wireframes easy to follow? / How would you improve them?
A.	Yes - no opinion

User Feedback 3:**Name:** Donal Condrón

Q1.	Have you used job search sites in the past? If so, which ones?
A.	Linkedin, monster, jobbio, irishjobs.ie , indeed.com
Q2.	Q2. How would you rate your experiences using these sites? (1 being terrible, 10 excellent).
A.	<i>5 out of 10, networking or getting in contact with the company is a bit more effective can seem a bit like cold calling.</i>
Q3.	Did you feel that the search results were all relevant to your interests?
A.	<i>Sometimes, other times completely irrelevant especially if after changing a career path.</i>
Q4.	How easy did you feel it was to apply for a job using these sites?
A.	<i>Relatively easy but not the most effective.</i>
Q5.	Did you feel that it was possible to use the site efficiently on your phone?
A.	<i>Never really tried too much on mobile, I've heard from other some job sites aren't great on mobile.</i>
Q6.	Would the ability to search for jobs within a certain radius from your phone (geo-location) be something you would find useful?
A.	<i>Yes it would definitely be a great feature, its a bit more direct.</i>
Q7.	Is the "Find your match" feature of this website something you would consider using? Why?
A.	<i>Yes I would, a lot of the time looking for jobs is wasted by looking at irrelevant jobs.</i>
Q8.	Does the logo work?
A.	<i>I think it's very good perhaps slight tweaking with the heart.</i>
Q9.	Would you find the wireframes easy to follow? / How would you improve them?
A.	<i>It looks like a great and practical site I'd love to see it built.</i>

User Feedback 4:**Name:** Jamie Meegan

Q1.	Have you used job search sites in the past? If so, which ones?
A.	<i>Yes I have used Irish jobs and Recruit Ireland.</i>
Q2.	Q2. How would you rate your experiences using these sites? (1 being terrible, 10 excellent).
A.	<i>I would rate the sites at 8 each. They are easy to navigate and all the relevant info only a few clicks away. However, they could be more mobile user friendly.</i>
Q3.	Did you feel that the search results were all relevant to your interests?
A.	<i>Yes they were. I use a filter / advanced search to find exactly what I am looking for.</i>
Q4.	How easy did you feel it was to apply for a job using these sites?
A.	<i>It is relatively easy as you can store your CV on their database for quick and easy application.</i>
Q5.	Did you feel that it was possible to use the site efficiently on your phone?
A.	<i>Yes the site scales down and is easy to read and navigate.</i>
Q6.	Would the ability to search for jobs within a certain radius from your phone (geo-location) be something you would find useful?
A.	<i>Definitely, location plays a major role in my job search. Ideally everyone wants to find the perfect job close to home.</i>
Q7.	Is the "Find your match" feature of this website something you would consider using? Why?
A.	<i>Yes I would consider using it. I like that personalisation aspect of it. Finding exactly what i'm looking for.</i>
Q8.	Does the logo work?
A.	<i>Yes its very eye catching. But I did think it was a dating app at first. Not sure about the colour scheme though.</i>
Q9.	Would you find the wireframes easy to follow? / How would you improve them?
A.	<i>Yes I find them easy to use. I wouldn't have any suggestions on improvements as they appear fine to me.</i>

User Feedback 5:**Name:** Catherine Kane

Q1.	Have you used job search sites in the past? If so, which ones?
A.	<i>Yes, jobs.ie, monster.ie and indeed.ie.</i>
Q2.	Q2. How would you rate your experiences using these sites? (1 being terrible, 10 excellent).
A.	<i>4-5 out of 10</i>
Q3.	Did you feel that the search results were all relevant to your interests?
A.	<i>It can be hit or miss, the most frustrating thing is that a relevant job is brought up but the location isn't what you've searched.</i>
Q4.	How easy did you feel it was to apply for a job using these sites?
A.	<i>It varies per site, some are easier than others, on the whole generally simple enough to do in a few steps.</i>
Q5.	Did you feel that it was possible to use the site efficiently on your phone?
A.	<i>Not always, some can be too info heavy/too text heavy at an earlier stage than is needed making it frustrating to follow the steps to the end.</i>
Q6.	Would the ability to search for jobs within a certain radius from your phone (geo-location) be something you would find useful?
A.	<i>Yes, location is crucial to my searches as I have childcare to consider so it needs to work with arrangements I've already made.</i>
Q7.	Is the "Find your match" feature of this website something you would consider using? Why?
A.	<i>Yes I think its a quirky take on it, breaks up the usual monotony of searching through job sites.</i>
Q8.	Does the logo work?
A.	<i>Yes I like the logo, the colours work well, they are fresh and bright, I like the play on the O and the heart.</i>
Q9.	Would you find the wireframes easy to follow? / How would you improve them?
A.	<i>Yes very easy to follow, I like the simplicity of it and the easy yes or no options.</i>

2.3 The site goals

A major frustration of users of competitor sites is the amount of irrelevant information that is displayed on screen and the number of steps it takes to apply for a job. This site aims to address these issues. Only relevant information is shown to the user based on the category of work they are looking for. The site will display information in a more pictorial form, making use of clickable images and icons to navigate through the menus.

- The site should be responsive on all devices.
- The site should be mobile friendly.
- The site should download quickly.
- The site should be easy to navigate.
- The site should only display relevant information.
- Images and icons should be used as much as possible.
- Site pages are to be clean and uncluttered.
- Adverts should be withdrawn as soon as a position is filled.

3 Requirements

3.1 Introduction

The site aims to have two user bases, those being job seekers and job advertisers. To provide both user categories with a unique and relevant user experience a number of different requirements are necessary to facilitate their specific needs. The requirement needs for the site were separated into three categories, Job Seeker, Employer and Administrator.

The requirements for the Job Seeker were chosen to facilitate a quick and easy method to search and apply for varying categories of jobs, and to personalise the job search with features such as geo-location, so as to return searches within a selected radius of your home.

Requirements for Employers were chosen to allow for low cost job advertisement and the ability to search profiles for all categories of jobs. Typically, part-time and unskilled jobs are overlooked on job websites and this site aims to address this. Companies that want to fill part-time vacancies can search profiles that have stated an interest in such work, so the company does not have to wait for people to respond to an advert.

Requirements for administrative purposes were selected to facilitate to running of the site.

3.2 User needs

A fundamental fact of life is that the world does not owe you a living. Most people, at some point in their life, will need to find a job, and often will have to do so multiple of times. In the digital age, most jobs are advertised online. So the need for our website exists, however, with such a large marketplace brings large competition. How would the end users' needs be better met with our website? By providing a better user experience which we have identified as a failing in the current marketplace.

As previously stated, job seekers need a quick and easy method to search and apply for jobs that suit a particular sector, such as part-time work within a radius of a specific location. To facilitate these needs, our approach will be to simplify their search experience and allow the user to spend the minimum amount of time and effort in finding a job.

Employers need to be sure that their job advertisements are being seen by those with both the appropriate skill sets and with a desire to work in that field, at the location on offer and for the hours that are available. They also need to be able to identify suitable candidates in a cost effective and timely manner. We aim to meet these needs with the requirements listed below.

3.3 Initial Requirements list

	Ref	Description
	IR-0001	As designers we want to design logo sketches
	IR-0002	As designers we want to design and sketch low fidelity wireframes first on paper, then using pop app to to quick steps throughs
	IR-0003	As a designer working with a wireframe online software like cacao to design fidelity mockup wireframes to share with the team
	IR-0004	As designers we want to design icons relevant to the chosen features and their functionality
	IR-0005	As designers we want to choose relevant colour and typography schemes for the layout of the website - Desktop - Tablet - Mobile. Also to develop mood boards and mind maps to help build up a designs.
	IR-0006	As designers we want to design and create high fidelity wireframes so they can be used in the final project
	IR-0007	As designers we will consider the colour, shape and typography that will be used for our chosen icons and features.
	IR-0008	As designers we want to create user profiles - persona, scenarios, with goals geared towards the functionality of the website.
	IR-0009	A quick start button "Find jobs now" takes the user of to a second screen where they can choose between job types 1. Casual 2. Part-Time 3. Flexible 4. Permanent. Implement search facility on title, keywords, tags, description and metadata, location proximity and job type
	IR-0010	The user can access a quick browse/search for jobs, but if they go to apply for the job or save a job application they are asked to sign up "its free" The user is then sent to the signup page where they are asked a fill in a few details about themselves that will populate a profile. A few simple steps to get them up and running and the user can now access the dashboard.
	IR-0011	Develop a CV upload feature.
	IR-0012	Develop a registration form that will populate a profile page with profile picture upload
	IR-0013	Develop an option/feature icon to make connections with other profiles
	IR-0014	Develop a forum feature: Chat to people and make connections along the way

IR-0015	Once the user has created a profile, they can view their dashboard, one app being a calendar where they can view dates for upcoming interviews etc. A reminder will show up on the app icon to red flag the user.
IR-0016	Develop a calendar feature that allows you to plan and organise various activities and allows you to set/prompt event notification ability,text, alarm
IR-0017	A user can see sample cvs depending on the job type, maybe they can see new ways of doing up a cv, like making a short video of themselves
IR-0018	Once the user has signed up they can get help in a help icon app in their dashboard - this would help setting up their cvs to match their job and show question they might be asked.
IR-0019	Develop an "my folder" icon/feature that functions as a storage folder, where by user can quickly add saved work applications history/articles/bookmarked pages
IR-0020	Develop a "Tips" icon/feature that provides a list of various categories of information regarding planning/preparing/applying/interviewing, this would include social welfare info
IR-0021	Develop a job advertisement upload button/ job spec form.
IR-0022	Develop a CV/profile search filter for employers
IR-0023	Develop social media links for employers/employees
IR-0024	Develop a matchmaking feature based on a filtered search of specific requirements, which brings up results and provides an icon feature which allows you to send a request for making a connection
IR-0025	Automatic allocation of a list of new jobs once entered into the system
IR-0026	As a developer I want to develop a set of pseudo classes and pseudo code
IR-0027	As a developer I want to create a uml diagram of functionality
IR-0028	As a developer I want to clearly define class names and functionality
IR-0029	As a developer I want to ensure that no data is released to the wrong user
IR-0030	As a developer I want to ensure that the program is as automated as is possible. To include automatic closing of positions once filled.
IR-0031	As a developer I want to ensure continuity of service
IR-0032	As a developer I want to ensure consistency of information
IR-0033	As a developer I want to ensure all relevant information is present
IR-0034	As a developer I want to ensure that all users have read and accepted the terms and conditions of using the application

	IR-0035	As a developer I want to ensure the safety of my users online and respect their anonymity online should they so wish
	IR-0036	As a developer I want to ensure that localisation is considered inline with our market

3.4 Critical Success Factors

Based on user feedback, a list of requirements that will capture the key functionality of the website has been listed below. Enabling these features will be the bases for our MVP (Minimum Viable Product).

Ref	Description	Priority
CSF-0001	A quick start button "Find jobs now" takes the user of to a second screen where they can choose between job types 1. Casual 2. Part-Time 3. Flexible 4. Permanent. Implement search facility on title, keywords, tags, description and metadata, location proximity and job type	<i>High</i>
CSF-0002	The user can access a quick browse/search for jobs, but if they go to apply for the job or save a job application they are asked to sign up "its free" The user is then sent to the sign-up page where they are asked a fill in a few details about themselves that will populate a profile. A few	<i>High</i>

	simple steps to get them up and running and the user can now access the dashboard.	
CSF-0003	Develop a CV upload feature.	<i>High</i>
CSF-0004	Once the user has created a profile, they can view their dashboard, one app being a calendar where they can view dates for upcoming interviews etc. A reminder will show up on the app icon to red flag the user.	<i>High</i>
CSF-0005	Develop an "my folder" icon/feature that functions as a storage folder, where by user can quickly add saved work applications history/articles/bookmarked pages	<i>High</i>
CSF-0006	Develop a job advertisement upload button/ job spec form	<i>High</i>
CSF-0007	Develop a CV/profile search filter for employers	<i>High</i>
CSF-0008	Develop a matchmaking feature based on a filtered search of specific requirements, which brings up results and provides an icon feature which allows you to send a request for making a connection	<i>High</i>

4 Personas and Scenarios

4.1 Introduction

There were a couple of questions we needed to ask ourselves prior to creating and choosing relevant personas and scenarios for our product. In order to ensure that we were validating our target users' needs and goals, the first question we began with was "who is going to be potentially using our site?", this was followed by "what do these users want to achieve?" and lastly "what are their needs and goals?".

In doing so, we considered our primary site goal from the users perspectives. Our site essentially aims to provide a product whereby a user can either find job matches suited to their personal needs and goals or whereby a user can hire successful job applicants suited to their company's needs and goals. Thus these were the initial two types of users that were predominantly considered to represent our target audience: the job seeker and the employer. However, these user types were still quite broad and this needed to be broken down further. This information was aided through our research and user feedback surveys which provided us with valuable information concerning the potential user needs and goals that were related to the use of our product. We were aware that people from all walks of life would be using our product, so our personal creations would have to additionally include the following factors:

- users of all ages
- both genders had to included
- various work and social lifestyles
- different nationalities
- education: non-professional to professional

Next we had to consider the potential needs and goals of our personas that would potentially use our product . A job seekers primary goal would be to find job matches, apply for jobs that are suited to their needs and goals and over time secure the job they desire. An employer wants to post job vacancies and their terms, review applicants and secure successful applicants. We used scenarios to get this message across. We wanted to show how our users with their various social and work lifestyles could successfully achieve their personal needs and goals using our product in a motivating, beneficial and smarter way. Ultimately we wanted to convey a positive and uplifting experience.

4.2 Personas



Name: Jack Kelly

Age: 52

Location: Rathdrum Co. Wicklow

Work life

Jack runs a long established, Irish traditional pub and restaurant in the thriving tourist area of Glendalough, County Wicklow. It is a family owned establishment that has been predominantly family run.

Social life

Jack is a family man living in a quiet rural area outside Wicklow village with his wife and five children. He is a respected individual living within the local area of Rathdrum.



Name: Sean Somers

Age: 25

Location: Dublin

Work life

Studying full time to become a doctor and current seeking employment that is suited to work around his college timetable.

Social life

Lives with his girlfriend in rented accommodation in a city center location.



Name: Kathy Davis

Age: 34

Location: Cork

Work Life

Kathy is a busy mum of two children and she also works part-time as a yoga teacher in the evenings. Her fiancé works long hours as a leading web designer and innovator in a busy multinational company.

Social Life

Lives with her fiancé and her two young children in a small cottage in Cork city.



Name: Inna Votaishka

Age: 18

Location: Lithuania

Social Life

Inna is an eighteen-year-old female with aspirations to travel and work in Ireland.

Work Life

Inna has recently completed secondary level education. While attending school Inna had worked as part-time as a barmaid in her local town in Lithuania. Inna is seeking a similar full time job of this type within Ireland.

4.3 Scenarios

Put your scenario/ scenarios here

Scenario

During peak season Jack's business requires a large number of employees, all working various jobs with various work contracts. However Jack's very busy home and work life, leaves him with very little time to sit down when it comes to hiring staff so he will preferably use his mobile or tablet during the quiet hours at work.

In addition to this, Jack also finds job browsing for staff hire a somewhat stressful task that has often proved to be over complicated and highly time consuming. Because he requires a diverse range of staff for hire at any give time, he finds himself undergoing lengthy periods of time, browsing through various jobs hiring websites and it can become difficult for him to keep track of the overwhelmingly amount of emails he receives in his inbox via the various job hire websites that he is using.

With Job finder Jack has been able to make a lot of connections and job matches with potential employees interested in working at Kelly's Pub and Restaurant. Jack can now connect, chat and bookmark potential employees in a more relaxed manner. On the basis of getting to know potential employees he can schedule interviews in his own time and on his own terms through the use of various devices. Job finder is the ideal site for Jack when it comes to hiring staff as all that he requires is available through one website and carefully organized. He no longer feels overwhelmed when hiring staff on the Internet. Jack already has his summer work lined up for the busy upcoming season and he feels a lot more prepared this year. JOB DONE!!!

Scenario

Sean is a twenty five year old student who is currently studying medicine and is seeking casual employment to start paying back his student loans. The work needs to be ideally flexible in such a way that it does not interfere with his studies. In addition to this Sean also wants to make connections with people in his field of study with aspirations to expand his learning about his field of work and hopefully receive a potential summer internship.

With Job Finder Sean has now managed to find casual employment at a catering company within his local area that is greatly flexible around Sean's studies. Moreover he has also engaged in several conversations and has made many connections with professionals and students alike working and studying with similar interests in both the country and abroad. Not only has Sean secured a suitable job that pays well and is helping to clear his student loans but he has also been he offered a promising paid summer internship in Washington. Things are really starting to look up for Sean.

Scenario

Now that Kathy's two children are attending school for longer hours in combination with their after school hobbies, she now has the time to reconsider her career aspirations. Kathy had previously studied aromatherapy prior to having children but she decided it was necessary to put her career intentions on hold for a couple of years and to take time out to raise her children.

However, Kathy is now seeking full time work as an aroma therapist in training and a childminder will also be necessary to achieve this. Kathy has secured a job within her local area as an aroma therapist using Job Finder. Kathy has also been fortunate enough to hire a part-time childminder using Job Finder living close by at an affordable rate and suitable hours. Kathy is now optimistic for the future, she hopes to run her own well being center that will combine both her yoga experience and aromatherapy skill in the upcoming years.

Scenario

Inna has big dreams for her future career but she has always wanted to visit and live in Ireland temporarily upon leaving school, as this is where some of her family resides. Thus Inna is seeking full time employment on her arrival to Ireland in order to keep herself afloat during her stay with some extra savings to aid her travels beyond Ireland.

Inna had prepared in advance by creating a profile account on Job finder while still living in her hometown in Lithuania. On a weekly basis Inna would browse and locate jobs that were close by to her relatives residence in Ireland. Inna communicated with several potential employers and after undergoing several online interviews, she has successfully secured herself full time employment prior to her arrival in Ireland. Inna is very excited to travel to Ireland and meet her family now and she is extremely happy that she has secured full time employment prior to her arrival.

5 Business and Competitor Analysis

5.1 Introduction

On the basis of what we learned so far through our online learning, we became aware that getting the business and competitor analysis right was fundamental to the success of our site, its growth and its continuous development. There were a host of factors that we as a team had to take into consideration when approaching and creating a framework for our business and competitor analysis.

To begin, we decided to carry out the research and analysis concerning our own project agenda using the following two key areas: business and functionality objectives. This was done in order to question the potential success of our site, to consider its content and to understand how the potential user's experience may derive from our input. This approach was further fleshed out and broken **under the following criteria** :

- Design
- Content
- Feature Functionality
- Usability
- Standards Compliance

With this completed we then decided to carry out further research in order to choose who we considered to be our main online, job finding competitors. When choosing our competitors we wanted to ensure that we contained a broad enough scope within this field, so we chose to review both leading national and international job finding websites. When chosen we approached this task with the same criteria basis that we had used when examining our own site with our research and analysis focused around understanding how each site's business and functionality goals were implemented, to question their success, to consider their site content and how the potential user's experiences may derive from all of this.

Using the above criteria we asked ourselves what worked well and what did not work so well under each heading context. This was followed by questions such as "How could we improve this?". Because we also took the same approach of business and site functionality to our own site we were able to compile and compare all of our information in a balanced and structured way that was more understandable and beneficial to work with. It also allowed us to assess and re-assess our own objectives for our site, reflect on our own research and question how

we could change or improve functionality and business objectives in a host of ways. Moreover such an approach has allowed us to present our analysis results in an simple yet equally comprehensive way.

Our main aim for carrying out our approach in such a way was for us as a team to learn and better understand our own strengths and weaknesses in combination with our fellow online competitors. This was a success on so many levels, it allowed us room for growth, change and innovation. Most importantly, It allowed us to be different and ultimately to strive to stand out from the crowd.

5.2 Business analysis

Business Goals

- **To create a job search website that matches job seekers and employers.**
- **To allow job seekers access to key functionality without having to log in.**
- **To facilitate small to medium size business in identifying suitable candidates in an efficient and cost effective manner.**
- **To create an icon based site navigation system that is more user friendly than existing sites.**
- **To meet the needs of those looking for part-time or casual work.**
- **To create a Geo-location feature that allows the user to search within a selected distance of their home.**
- **To create an online community that can ask questions of and support other members.**

Key Features

1. Find Job Matches Now

- **Casual “Playing the field”**
- **Part time “Not fully committed”**
- **Flexible “Try Anything”**
- **Permanent “In for the long haul”**

2. Find Jobs by Location

3. Sign Up

4. Log In

5. See how it works

6. About us

7. Forum

8. My Profile

1. My Profile

2. My Folders:

- **My Saved Jobs**
- **My Matches**
- **My CV/Upload CV**
- **My Calendar**

3. Help and Tips

4. Make Connections

5.3 Competitor analysis

Below is a list of comparison websites that we deemed to be our leading potential competitors for our website.

<http://www.irishjobs.ie/>
<http://www.glassdoor.com/index.htm>
<http://ie.indeed.com>
<http://www.monster.com/geo/siteselection>

We approached our in depth analysis report from both a business and functionality perspective using the following headings:

- Design
- Content
- Feature Functionality
- Usability
- Standards Compliance

Each site will be evaluated between 1 and 5 under the headings listed above and will receive an overall rating in our summarised table:

Ratings

1. Poor
2. Needs Improvement
3. Good
4. Very Good
5. Excellent

In Depth Competitor Analysis Report

Irish Jobs: <http://www.irishjobs.ie/>



Design

The overall look and feel of the website provides a sense of being very corporate, with a consistent colour theme use of black, blue and white. The site is more geared towards high end professional jobs. The top navigation is clear and to the point adopting simple language. The layout is simple within the top navigation bar providing a drop down menu under each heading. On the homepage a clear search box is positioned underneath allowing the user to directly and actively input information to achieve their goals. There are two variants of typography used in various sizes and various colours of blue, white, black and yellow against background colours that are in place to ensure the typography and font stands out nicely and clearly, all of this runs consistently with the overall theme.

The font size however when using the drop down menu is considerably small and less legible than the remaining font and typography styles used throughout the site, this could be increased slightly. There is not much use of icons, the design relies more on inputting your search and returning you the information in a listed style format. However there is a use of background professional photography within the home page that adds to the design. At the bottom of the site layout there is a comprehensive and very useful large format footer which gives the user an overall view of the site.

Rating 3/5

Content

Sign in and sign up feature

Allowing the user to login or create an account.

Search Features

It has a browse jobs, a search field that searches by locations and categories which is provided by a drop down menu with a simple search button to show results. Find Job Matches Now button will work with a few simple steps, the user clicks on what type— Casual etc. Then the user can flick between different types of casual jobs using the tick or X to say yes or no to. The user can also use the drop down menu to do this, making it a more fun and interactive way of finding a job match.

Find Jobs by Employment Type

This is very similar to our site and it provides the same categories as our own – permanent, full time, part-time etc.

Find Jobs by Categories

On Irish Jobs the user can filter down the job categories, or they can refine by keyword.

Find Jobs by Location

There is also a search jobs by location county by county, our own search by location would work more on a Google map where it will pick up your location and show up jobs that might suit your own profile within a certain radius.

A Job Alert

Irish Jobs have a job alert system setup via email as featured on many other job finding sites. Sometimes these alert systems can bombard a personal email accounts and users can often miss important job email responses, thus we decided to develop our alert system within our site. It will function like a notification system when the user logs in to their account and they can access all their notifications and updates in a more convenient and direct manner. In example, if an employer has viewed a users' profile and intends to get in contact for a chat online/offline or an online/offline interview for a job, this communication functions in a more convenient, engaging and interpersonal way for both the employer and job seeker.

The screenshot displays a job search interface. On the left, a 'REFINE YOUR SEARCH' sidebar includes filters for 'RECRUITER TYPE' (Agency: 1991, Company: 433), 'RELATIVE ROLES/SKILLS' (Software Developer: 181, Java Developer: 119, Software Engineer: 94, Business Analyst: 91, Web Developer: 80), and 'LOCATIONS' (Leinster: 1904). The top right shows 'TOTAL JOBS FOUND: 2424', 'SORT BY RELEVANCE', and 'SHOW 25 | 50 | 100 PER PAGE'. Below this, a 'Related Jobs' link is provided. The main content area features two job listings. The first is a 'PROMOTED JOB' for 'Client Services Support Engineer – Technical Position' at 'Salmon Software' in Dublin, updated on 02/01/2015. It includes a 'See description' link and a 'JOB SAVED' button. The second listing is for 'Contract JEE Engineer' at 'Eden Recruitment Ltd.' in Galway, updated on 04/01/2015, with a 'NOT FOR ME' button and a 'SAVE THIS JOB' button. Both listings have 'SHOW MORE' links.

Save This Job

This allows the user to save job posts of interest within their personal account. We will have this feature also and it will work in the same way as it works on this site. A user can view potential job matches or employee matches, save it and once the user clicks on their saved jobs it will ask them to sign up or login to their personal account.

Services:

Why Register

This is just a list of benefits you get if you sign up with them. Ours is labelled “How it works” and will aim to be more engaging with the use, maybe showing the user a video or an infographic about why the user should sign up.

Recruiters

This provides recruiters with a list of information and benefits available to the recruiter when they choose to set up an account with Irish Jobs.

Career Advice

This section would appear after the person has signed up. The person has built up a profile of work history and hobbies, then the advice would be geared towards the user's needs rather than providing generic advice. The textual content displayed here is particularly overwhelming within the Career Advice feature simply because there is too much of it, and it is not organised or presented well. All information is provided in text blocks, links and labels.

Supports are provided by an FAQ or an email account .There is no direct online supports available to the user such as a forum or an online chat box. We think good supports are essential to avoiding frustration to the user should they have a query. We will implement an online forum via our website where users queries can be answered almost immediately by members of our team.

Although the site is well organised and functions correctly, it offers very little interactive and engaging content to the user. While there is a good functionality measures adopted within the site, the features are pretty standard and can be typically seen on the many standardised job finding websites within the online market. There is no particular feature or design elements that allow this site to stand alone with a unique identity.

Rating 3/5

Feature Functionality

All the functionality is grouped together well and works adequately, the site does what is says on the tin. It's not very exciting and engaging but it gets the job done. After using the site for a few minutes I was able to retrieve the information that I needed. Additional links to external sites and social media feeds work fastly and efficiently. Information is grouped together and works well individually and collectively. Everything has a place and all are in the right place, making the site easy to use.

Rating: 5/5

Usability

The design layout and implementation allows the user to easily find key information and carry out the necessary tasks. The use of containers in various colour tones, shapes and sizes and the provision of whitespace existing in the background allows the user to easily view, read, navigate and find what they are looking for. The design layout works well in terms of ease of access. It is consistently balanced, uncluttered and it is neatly organised. While the content on the site is organised well in the site layout, how that content is presented to the user in textual formats could be improved aesthetically. Various multimedia content such as videos, audios, charts, infographics could further enhance the user experience.

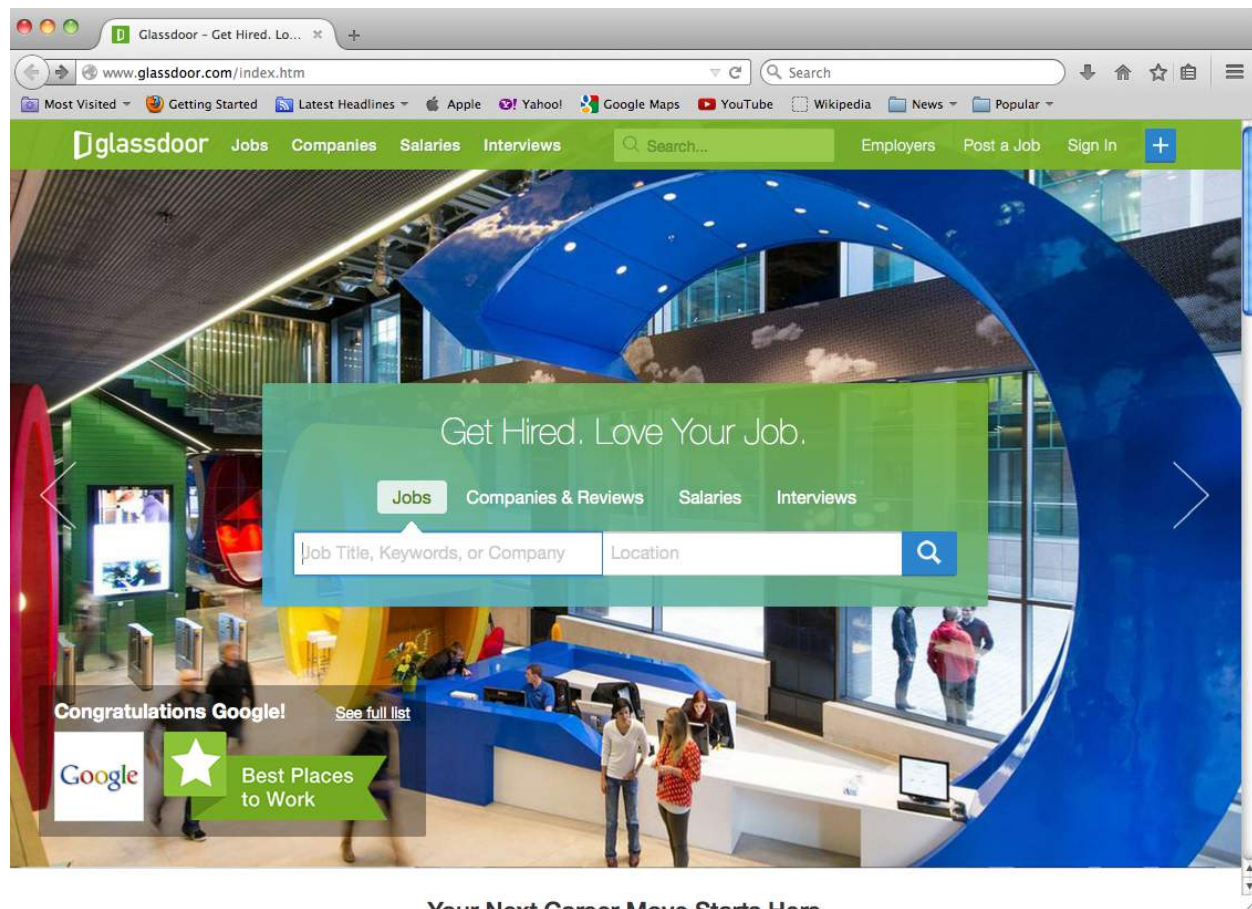
Rating 4/5

Standards Compliance

The site is cross compatible with all browsers that we checked it with: Safari, Google Chrome and Firefox. The site is also responsive. All images, usage of type, content and site layout scale down correctly. The type still remains easily read with nice line height. The site ensures good usability , it has been carefully and professionally developed with good attention paid to detail.

Rating 5/5

Glassdoor: <http://www.glassdoor.com/index.htm>



Design

The overall look and feel of the design of the site is instantly engaging. The desktop homepage opens with a large-scale photo that is brightly coloured and the branding positioned within the top navigation bar is strong. The use of effective professional photography works really well within the site and it is adopted throughout every page of the site. The colours adopted in the branding that being various tones and gradients of green, blue and white work well and consistently with the photography employed. The use of bright eye catching colours is aesthetically pleasing to the eye and the user becomes more drawn towards the site wanting to know more. There is clear usage of headings and typography, adopting simple language and phrasing that allows the information to be easily understood by the user and it is also easy to navigate. The use of icons, images and layout is well thought out. White space is used to let elements sit nicely within the page. Overall a very good UX and UI design, the design is a playful and innovative one which will have visitors coming back for more. This site has plenty of content to delve into using various multimedia formats, videos, information and infographics.

Rating 5/5

Content

Search Features

The top navigation bar shows Jobs, Companies, Salaries, Interviews, A Search Box, Employers, Post a Job, Sign In. This top-level menu is well put together, and it is responsive when the browser window is resized.

On the main large-scale image of each page layout, a clean large transparent box is positioned over the image. This box is a quick find box that allows the user to quickly input information and find the relevant data they require to find. This feature is innovatively implemented into every page, with most job finding websites including such a box primarily on the homepage for a direct input and fast find but Glassdoor provide this within every feature they provide. In example if the user chooses to navigate through the salary feature or the interview feature, they simply key in their job post and location in this quick find box and the results will be narrowed down to their custom search request. Thus users are provided with a fast, convenient and fresh way to access information, the same quick search system is adopted throughout the entire site, if a user is to search for a job, they enter in a job title, keywords or a company and on the right of the search box you can look for jobs by location.

Search by Companies

This is a very innovative and useful search feature of the site. The user can search for companies and see reviews by people who are working there or have worked there, this gives great insight into companies and empowers the job seeker.

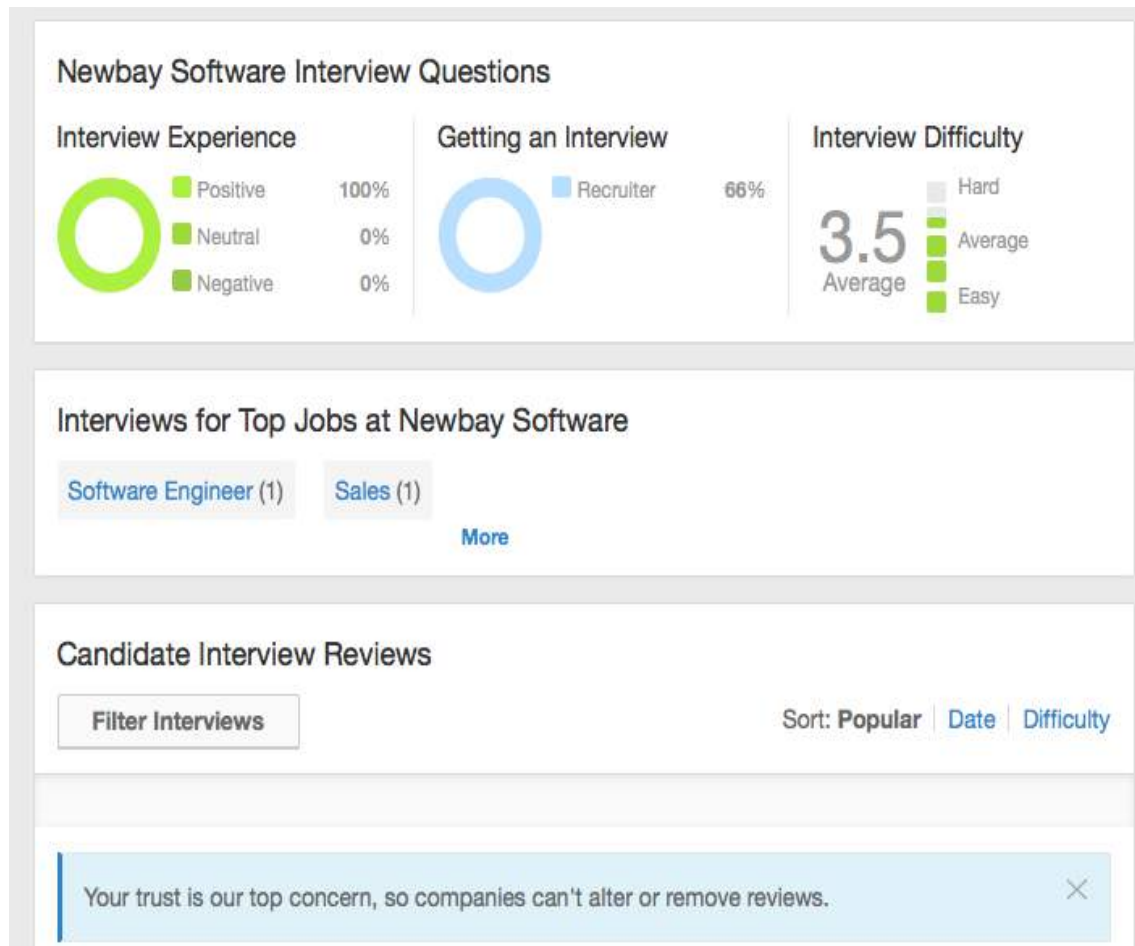
It would be great to include something like this in our own site, which would offer the user with an insight into the job they are applying for. However some of our features work in a similar way. Our Make Connections and Matchmaking features provide the job seeker with the opportunity to potentially view a company's profile and further retrieve the information they would like to know by requesting a chat with the recruiter or another job seeker who has previously worked there and further asking questions.

It also gives a full list of Best Places to Work from Google to In-N-Out Burger.

Interview

This is another innovative feature adopted by Glassdoor that is unique. It is a powerful tool built into the website, whereby you can search any company, any location and find out the process of going for an interview by people sharing information. This tool again empowers people to make the right choice, encouraging more social interaction within the job finding and job hiring environment. On the homepage links users are provided with areas that will help

them in understanding interview questions such as advice and tips etc. This is a service that cleverly supports and helps the jobseeker to make the right decisions when seeking particular jobs.

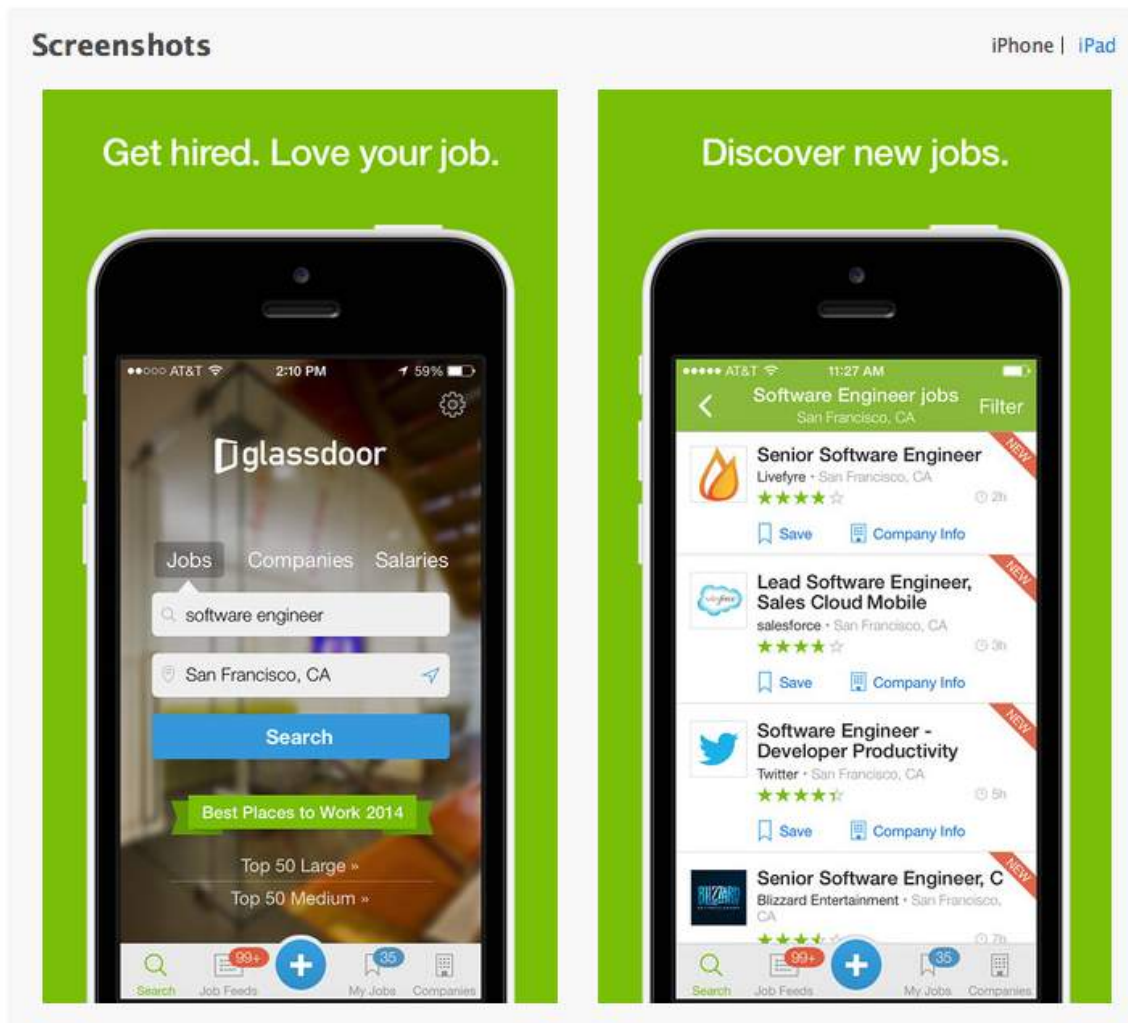


Interviews Feature -

<http://www.glassdoor.com/Interview/Newbay-Software-Interview-Questions-E152885.htm>

Tools & Resources

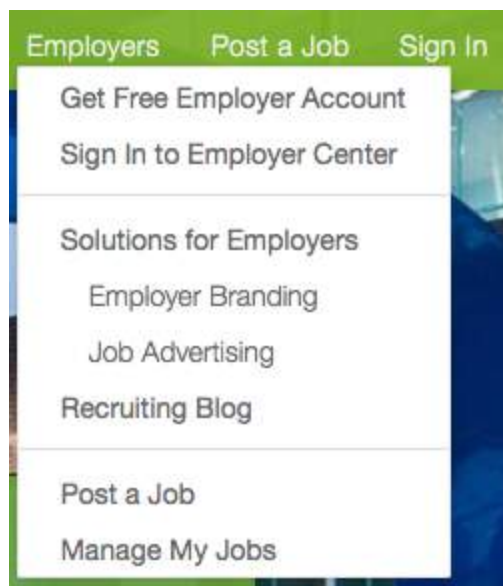
Glassdoor Open Company promotes and embraces transparency in the workplace. Glassdoor blogs a list of resources to help you achieve your dream job.



<https://itunes.apple.com/us/app/glassdoor-job-search-salaries/id589698942?mt=8&ign-mpt=uo%3D4>

Find jobs on the go




The site looks optimized for mobile and on the go and it is free on the app store and on the Google play store.



Employers Section

The employer has their own section where they can sign up for a free account/center, and additional services and supports include Solutions for Employers – Branding, Job Advertising, a recruiting blog, Post a Job and Manage My Jobs section. All of this is invaluable to the employer again empowering them in finding the right person for the job.

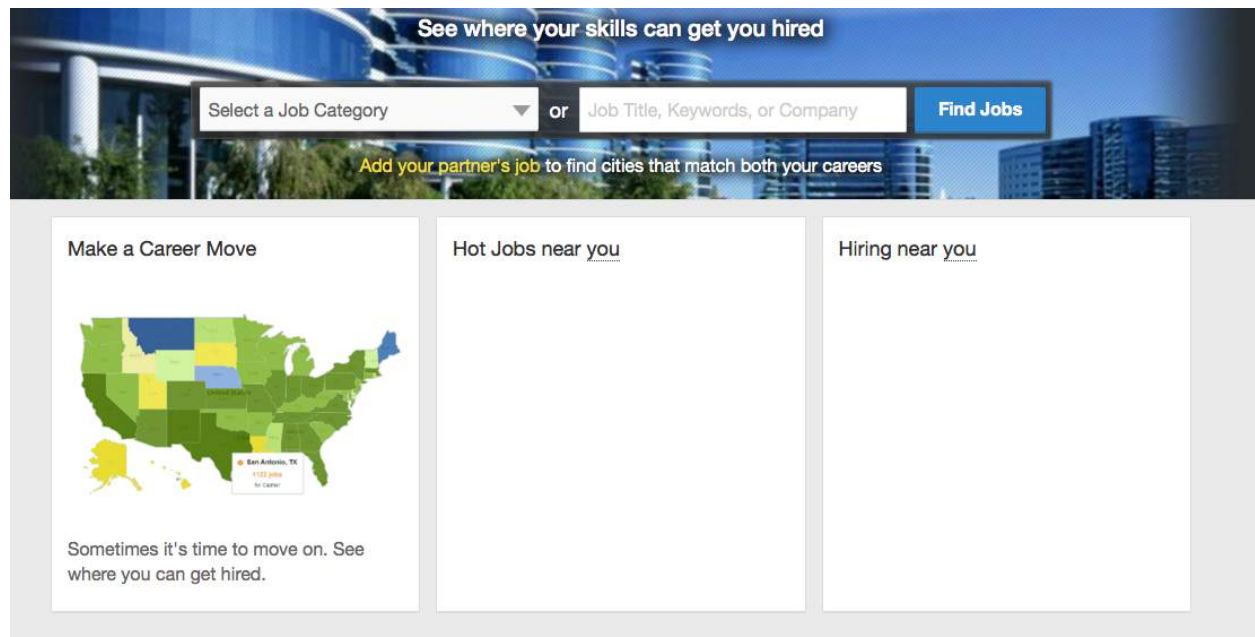
Trending Jobs & Salaries

 Business Administration Public Relations Jobs (152,449 open positions) Public Relations Salaries (\$54k / year) Business Analyst Jobs (187,176 open positions) Business Analyst Salaries (\$66k / year) Human Resources Jobs (96,804 open positions) Human Resources Salaries (\$66k / year)	 Construction Electrician Jobs (25,250 open positions) Electrician Salaries (\$56k / year) Architect Jobs (46,858 open positions) Architect Salaries (\$72k / year) Project Manager Jobs (210,254 open positions) Project Manager Salaries (\$90k / year)	 Creative Graphic Designer Jobs (64,388 open positions) Graphic Designer Salaries (\$46k / year) Journalist Jobs (17,712 open positions) Journalist Salaries (\$53k / year) Marketing Jobs (582,561 open positions) Marketing Salaries (\$60k / year)
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[More Jobs & Salaries](#)

Trending Jobs & Salaries

This shows a list of trending jobs and salaries, Business Administration, Construction and Creative with a link at the bottom to view more. This is a well laid out and easy to read list, with each section broken down into different job categories.



Job Explorer

A nice little feature that displays hot jobs near you and employers that are hiring near you. This would be like our Google map location feature where you can see jobs on offer in your area or on the go.

Feature Functionality

All of the functionality works well individually and collectively within their respective groupings. After using the site for a few minutes I was able to retrieve the information I desired and I achieved my goals along the way.

Rating 5/5

Usability

Glassdoor's site design assists the user in finding key information and accomplishing tasks in a convenient, user friendly and fun way. There is an excellent use of information architecture adopted here that allows the user to instantly and actively know how to use the site in all its varying elements. All information is designed in an innovative and playful manner which continuously keeps the user engaged in an appealing way. The website is continually updated on a regular basis with both the photography and information provided updated regularly. The

design is fresh and functional in its design and layout. Because of this, the user would likely remain interested in what the site has to offer and continue to use it.

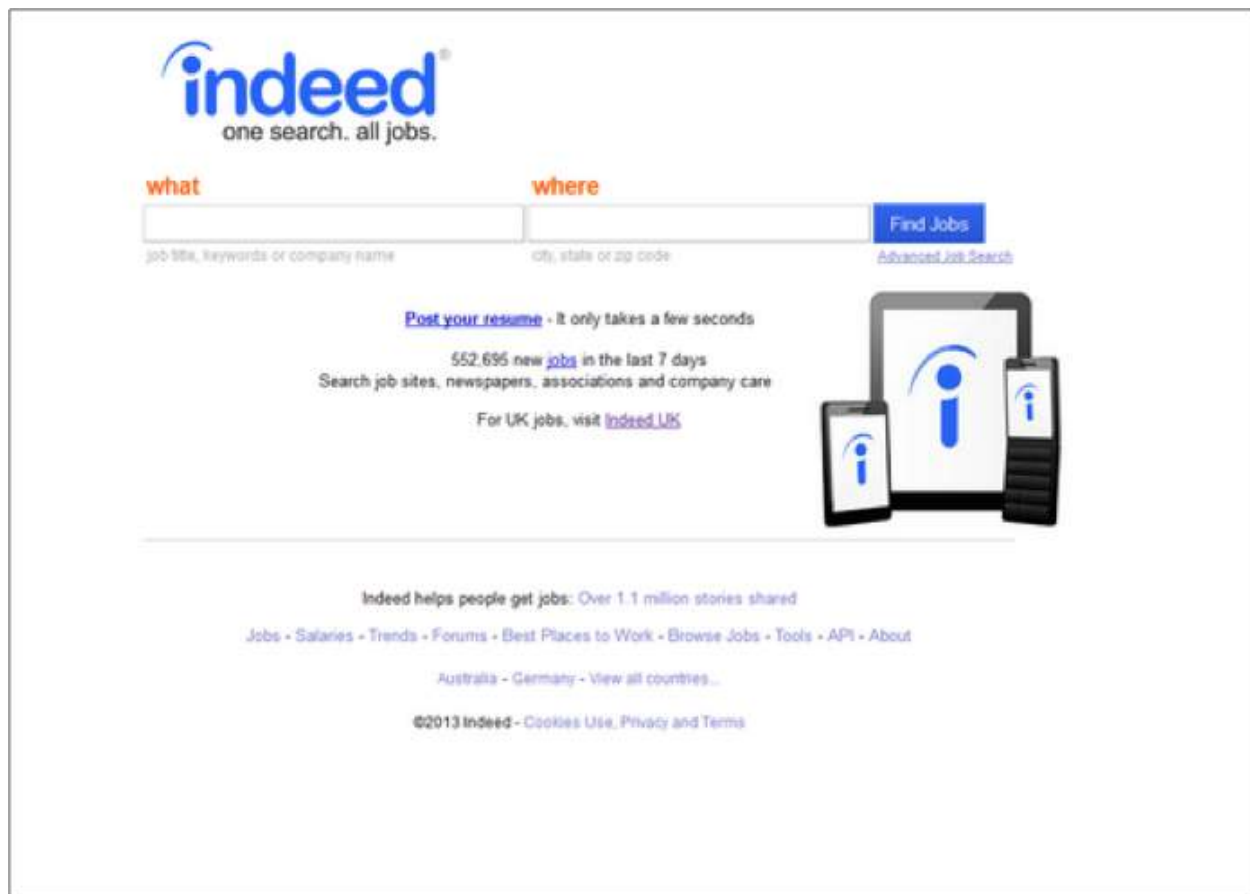
Rating 5/5

Standards Compliance

The site is cross compatible with all browsers that it was checked with: Safari, Google Chrome and Firefox. The site is also responsive. All images, usage of type, content and site layout scale down correctly. The type still remains easily read with a nice line height. The site ensures good usability, it has been carefully and professionally developed with good attention to detail.

Rating 5/5

Indeed: <http://ie.indeed.com>



Design

The website's design itself is reminiscent of Google's straight forward search engine homepage that is also followed in the same way as Google by a listed set of search results and listings. The homepage uses a lot of white space, appears uncluttered, with the search navigation feature for jobs positioned centrally against a white background and a simple top navigation bar. The simple design certainly ensures ease of use and functions intuitively. The use of font and typography is easy to read, and sized well and there is a simple use of language in the labels and lists.

While the site functions well and provides a general ease of use in terms of navigation, the overall look and feel of the design falls short due to the sites over simplistic design that appears bland and outdated. There is a minimal use of colours primarily blue and orange is adopted. While the colours are consistently followed through the website, the page navigation layouts variate and feel a little disconnected from each other at times in their designed

layouts. Although the logo is designed well and is easily recognisable, the remainder of the the branding and the design lacks creativity, there is no use of icons or animations and there is a limited amount of graphics and infographics provided within the recruiter page. There is no video or audio content. Everything is primarily listed against a large white space background or within a container for information. Minimal designs can work well but if this design is minimal in its intent, it has not performed this task well or clearly.

Rating: 2/5

Content

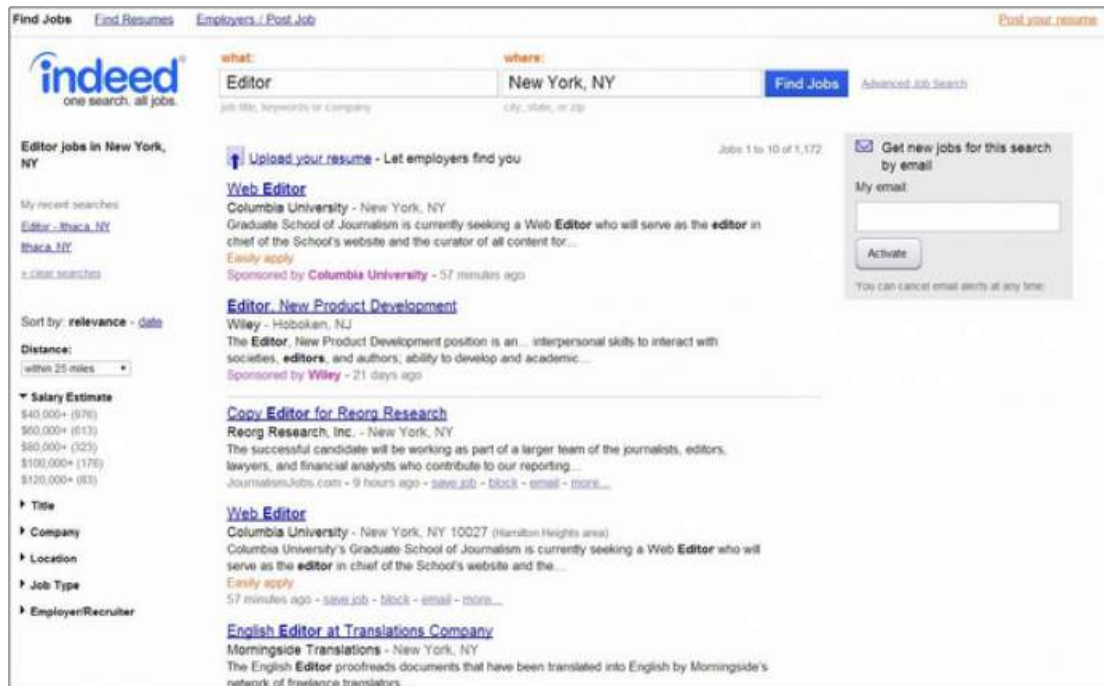
Search Features

This feature opens up and functions on the main homepage of Indeed. It is the main feature of the site and it is essentially a Google-type search engine that's intended for the job seeker's use. It functions on the basis of a customized search that is based around the users personal input into the job search criteria requirements. There are a few simple steps to follow and the feature adopts a very simple language to navigate the user with simple wording such as "what" and "where". These phrases guide the user to choose the right type of job they desire which is implemented by choosing from a job title, keywords or a company name. The "where" instructs the user to locate a city or country for the type of job they desire which is lastly followed by a "Find Jobs" selector that provides the relevant job listings.

The information is then aggregated from job boards, news sites and company listings. An advanced search feature below the "Find Jobs" button allows the user to refine and narrow down their job search through: keywords/ job title/company name, the "where and when" which is essentially the location and the specific distance proximity, the job age/job posting date and the salary range.

The main feature is smartly engineered on the homepage and allows the user to instantly take actions on the site. Moreover this feature is most likely why this Job browsing company is one of the leading successful job finding apps on the competitive online market. It operates in a very simplistic matter, has an impressive search engine allowing the user to search a massive number of job listings in a fast effective and simple way. Indeed has stated that it has "70 million unique visitors and 1.5 billion job searches a month" alongside being universally accessible in fifty countries and 26 languages is testimony to this sites success.²

² <http://www.forbes.com/pictures/mkl45hifd/2-indeed-com-2/>



Job Updates

Based on your previous search criteria, a job update system is displayed on the main homepage whereby you can instantly click into and access.

My Jobs and My Searches

An account holder can view all their recent saved jobs and visited jobs. The user can also view their history of job searches. Our site will include this feature also.

Alerts

Users can choose to receive job alerts via their email accounts.

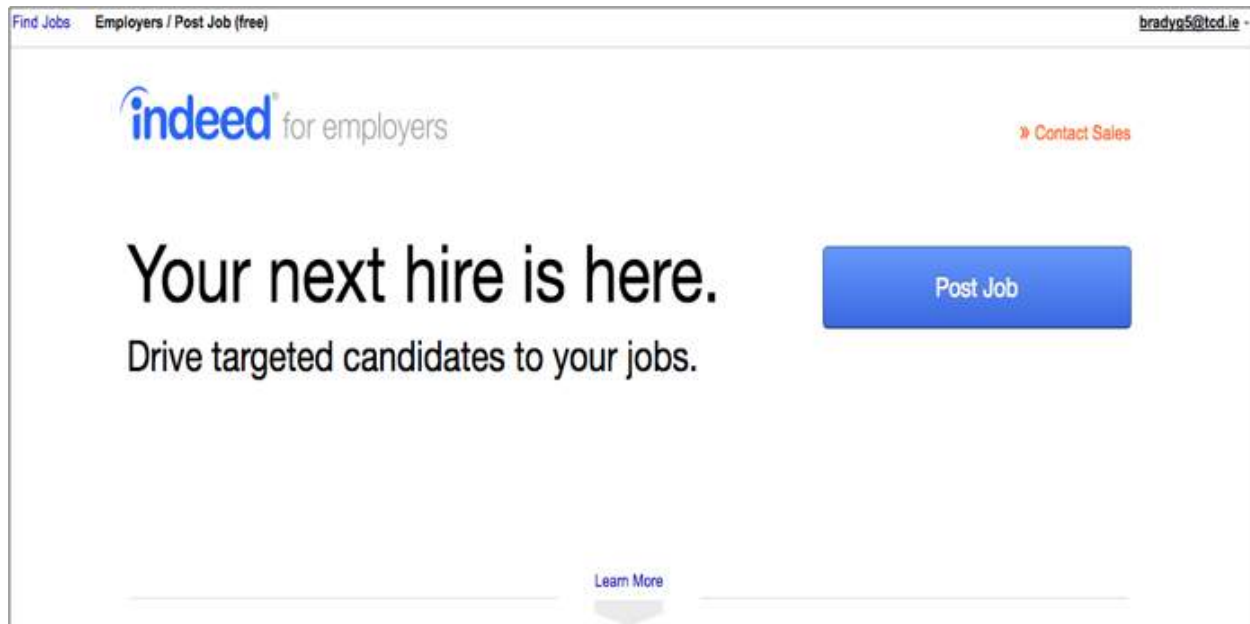
Sign in or Sign up

Allows the user to either login to their personal indeed account or sign up for an account. Alternatively the user can continue to use the main search engine on the homepage without having to create an account.

Upload/Post/Create a CV

A user can post, upload or create a CV but they are essentially prompted to register here with Indeed they upload a C.V and input an email account. This optional feature is displayed on both the main homepage and within the users account

Features for Job Recruiters



Post Job

Job recruiters can post jobs and receive job applications sent direct to their inbox with no external website required.

Features that allow Employers to drive candidates to the employers job posts:

Sponsor Jobs From Your Career Website

Here, the recruiter can reach access qualified candidates and receive applications directly on their career site.

Company Pages

Recruiter can provide company pages with jobs, reviews, photos, and information, The Company Pages is a smart feature that allow job seekers to learn what makes a particular company a great place to work and can increase the Job Recruiters of finding the right staff for their company. This is somewhat similar to Glassdoor's feature but with Glassdoor the employees and past employees can provide this information also and all users can access this information.

Indeed Apply

Allows the recruiter's potential job candidates apply for jobs, directly from their iPhones, iPads, Android, or Windows mobile devices.

Indeed Hiring Lab

Is a globally run research institute that carries out large-scale labor research projects, tracks and analyses employment trends and carries out surveys of industry professionals. The recruiter can access this useful information and they can also take it into consideration when hiring potential job candidates for their posts.

Rating 3/5

Usability

Indeed's site design is over simplistic but it is straightforward in its usability. There is a limiting amount of features offered by Indeed but Indeed does provide its main function of allowing the user to search for jobs, receive a job search listing and apply for their desired jobs. There is no particularly unique features that stand out to the user and make this site special from its competitors. This could be improved. The search criteria results are displayed in a single row format which can leave the user feeling overwhelmed and spending a lot of time scrolling through an extensive singular list. This design could be better organised in the both the site layout and structure in a more engaging and appealing way. All of the above factors would enhance the users experience, the sites potential usability and make the site more favourable for job finding and hiring.

Rating 3/5

Feature Functionality

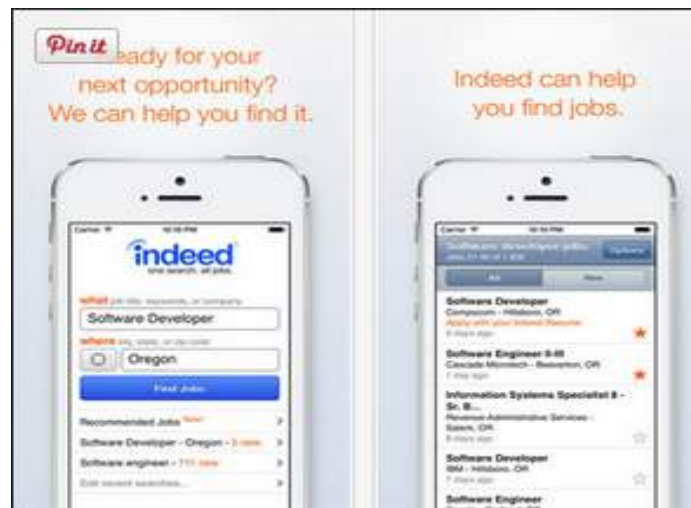
All of the functionality works well individually and collectively within their respective groupings.

Rating 5/5

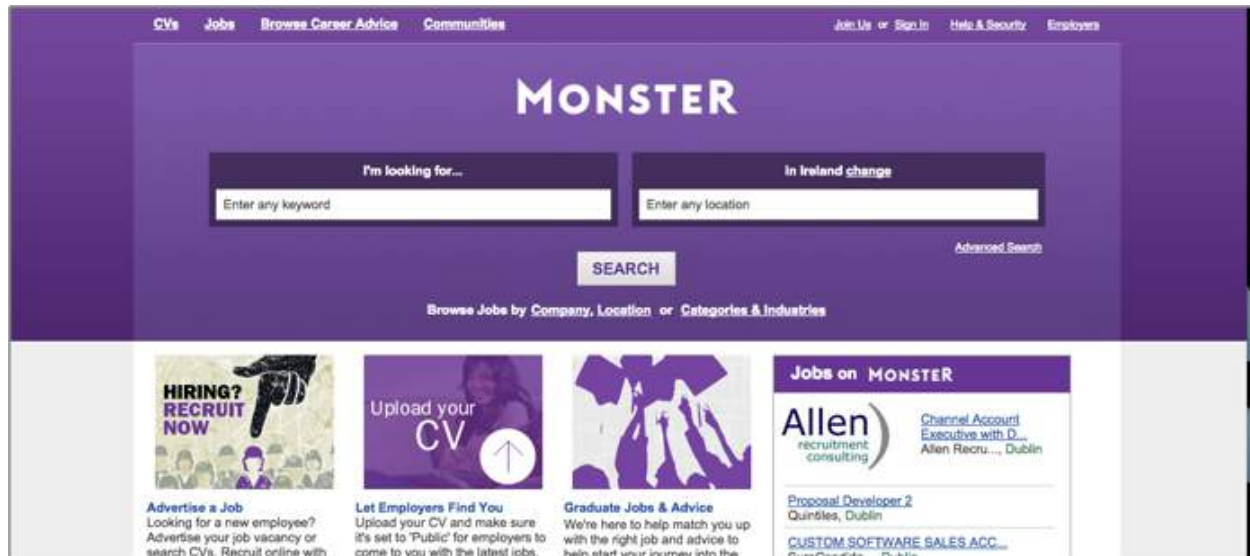
Standards Compliance

The site is cross compatible with all browsers that we checked with: Safari, Google Chrome and Firefox. The site is also responsive and it appears more suited and appealing in its design on smaller mobile devices as it does not come across as limited and bare. All images, usage of type, content and site layout scale down correctly. The type still remains easily read with a nice line height. The site ensures good usability.

Rating 5/5



Monster: <http://www.monster.ie/>



Design

The overall look and feel of the design and branding is strong, colourful and provides a sense of comfort and trustworthiness. A consistent colour theme using various tones of purple, green, orange and white and blue is adopted interchangeably in the site layout design. This works really well and also allows for easy navigation and simple viewing of the features. The desktop homepage opens with a large-scale header that is a deep purple in colour. The branding is positioned centrally here and the navigation bar is positioned above with drop down menus. The font and typography is simple in its use with various sizes and colour used which is easily read against both the coloured and white spaced backgrounds.

Monster also adopts various multimedia platforms within its site. It provides the user with a host of information through these varying mediums. This is beneficial to the user in a colourful and creative way that is not only educational but also engaging and appealing. Displays include infographics, animations, icons, video content and an effective use of professional photography. Although Monster is one of the oldest established online job finding websites, the site does not appear outdated. The branding and design has interestingly changed and improved overtime and at the same time it has still managed to integrate its traditional design elements along the way. This is probably why the branding is instantly recognisable to the site user. The logo has also remained fundamentally the same and cleverly depicts the unique animation of a monster that prides a positive strong message

about the company's success and its reputation. Moreover, the font and typography employed for the company name is also traditional and uniquely employed.

Rating 5/5

Content

Monster offers a comprehensive feature list, that is designed well and it ensures easy use. The user is provided with a wealth of helpful support features that are beneficial to both the job seeker and employer. The website is easy to navigate with a range of drop down menu interfaces that will change depending on the user's goals.

The employer can click on the top right corner of the homepage screen and they will be navigated to a site that is specifically designed to suit their recruitment needs. The Job seeker can immediately start job browsing through the job listings that are provided to them directly on the homepage.

Search Features

In a similar fashion to other leading online competitors the job search results can be filtered through the following options :

- keywords
- location(city/country)
- company
- job category
- posting date
- degree/experience

Join Us/Sign In

Allows the user to join or login to Monster by creating a user account. Alternatively the jobseeker can browse for jobs and access certain support features without creating an account. This will work in a similar way on our own site.

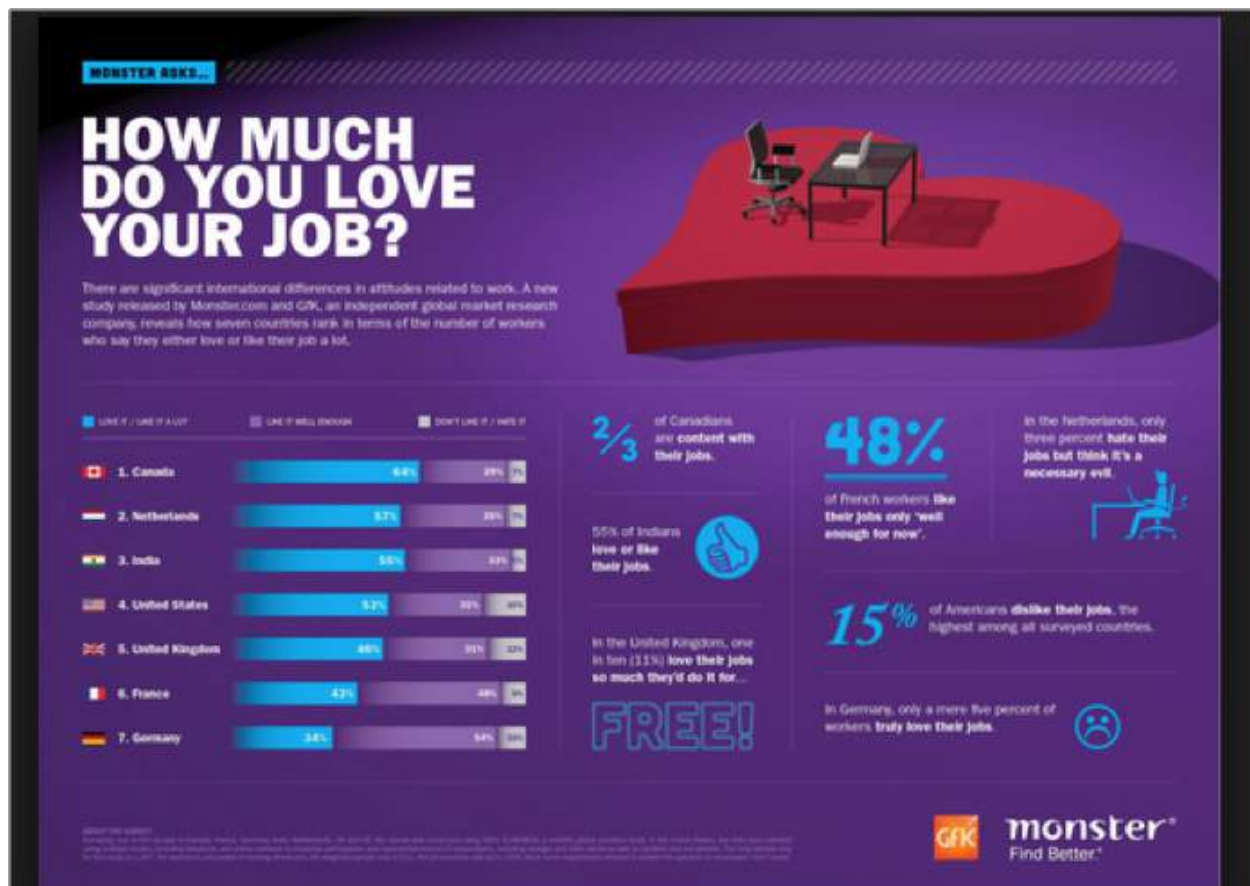
Account holder features

The jobseeker's account has access to their job application history, saved job listings, they can refine their job browsing search results and research company profiles.

Post Your Resume/Find Resumes

Allows the user to post a resume. Our site will also adopt this. Employers pay a fee to access a resume search engine to potentially employ candidates. This is a beneficial feature to both

the job seeker in that it increases their chances in getting hired while the employer has the freedom to proactively search for their ideal job candidates in a customised approach.



Support Features

Monster provide an in-depth, thought provocative and highly beneficial library of resources that offers advice and tips to both the employer and the job seeker. All of this valuable information and ever increasing content is readily available to all users who access the site for free, including the site users who do not hold an account. Support Features include:

Advice and Tips

Advice and tips range from all you need to know concerning the interviewing process, finding the the right job and getting the most out of it, resume writing skills and considerations for hiring job candidates amongst many more additional resources. Self help articles that cover almost everything concerning the various steps taken by both the job seeker and the recruiter, industry trends, news and professional development.

Resume help is particular area that is highly beneficial to the job seeker. The site provides the user with professional resume writing services amongst cover letters, additional distribution

formats such as presentations, ASCII and Social Media Ready, post interview written documents such as Thank You's, sample resignation letters and information concerning users Personal Bio.

Forum

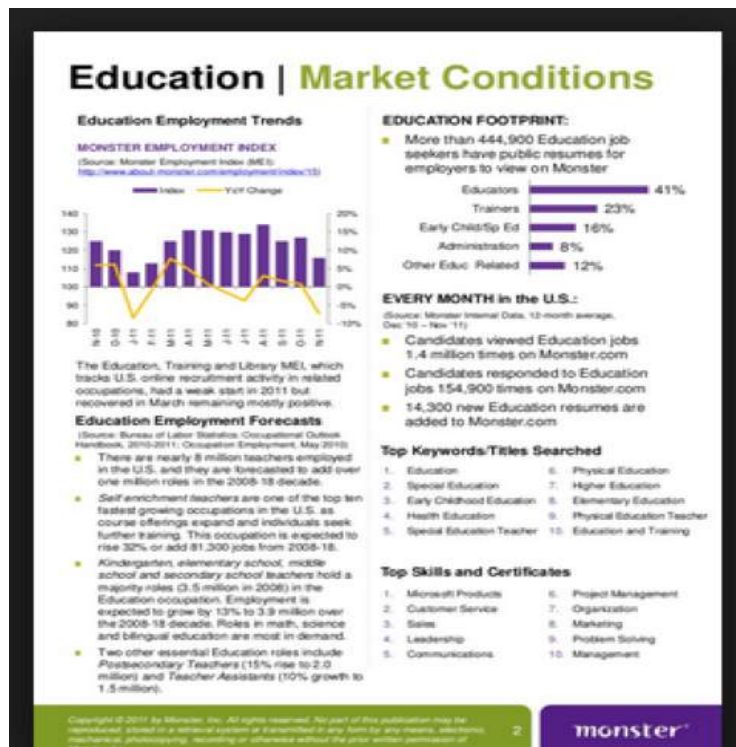
A forum is available which provides additional advice, users can post a query and can receive responses from Monster/Recruiters/Job Seekers alike within a very short time. With our site we would like to offer a good measure of help and support in our Forum also.

As with the job seeker the site offers a vast amount of beneficial library resources to the job recruiter all aimed to assist the recruiter in deciding what types of services would be best suited to their personal needs and advice and tips when it comes to managing and improving their job hiring experiences and workplace environments. It also permits a listing of candidates looking in your area and lists the number of job searches that are taking place locally.

Monster offers a large customer support centre that based on our review of comparative competitor research it is unrivalled. Monster provides telephone support, email, forums for both advice and technical support, a live online chat and FAQ'S

Salary Reports

This feature is interesting and it is very useful. It allows the user to stay informed in terms of salary trends for the area in which they are currently living in or new area they may intend to move to for better job seeking/job hire options. This is a good way for a job seeker/employer to ensure that they are being paid fairly/or are paying fairly and it also helps the job seeker consider employment pay rates when opting for the right job.



Employer Features

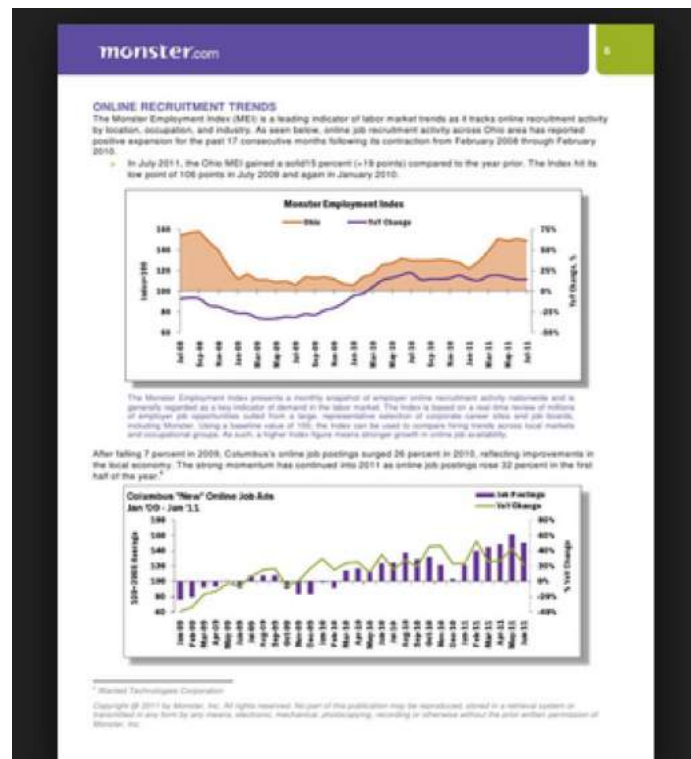
An employer is required to set up an account before they can post jobs for hire, browse through CV's and manage potential candidates. The employer can post job listings in minutes, create screening questions and filtered responses online, they can also specify and attract, local traffic to their job postings. A paying fee is required for the use of these features, for example an employer can browse through candidate CV's within a 100 mile radius for a set fee.

This feature is extremely useful and advantageous to the recruiter. Monster uses a patented semantic search technology tool called "6sense" which saves a great deal of time and energy to the job recruiter. It reduces the need to scroll through hundreds of potential candidates and the fine combing through applicants resumes while also simplifying the process of hiring the right candidates. **The recruiter can do the following:**

- decipher word usage and meaning based on more than keywords
- prioritise candidates based on recent experience and qualifications
- compare candidates in a screen share display
- offers multiple criteria to broaden or narrow search results

See Video for additional info on this really innovative feature :

<https://www.youtube.com/watch?v=1mKwmQ3>



Rating 4/5

Feature Functionality

All of the functionality works well individually and collectively. After using the site for a few minutes I was able to retrieve the information I desired and I achieved my goals along the way.

Rating 5/5

Usability

On an immediate glance, it is possible that the user could feel slightly overwhelmed by the large amount of content available on each page but within a very short time users can access the key information and accomplish their tasks in a simple way. This main homepage provides a lot of information on the extensive features and services that Monster has to offer to the site user. This could be improved by re-organising the features into a smaller number of functional modules with more drop down menu lists available for options. This would appear more evenly distributed to the user, improve easier navigation and avoid potential distractions.

However this is only a small case in point, overall the site is very cleverly organised and user friendly. Monster ultimately provides the user with a broad range of innovative features that is motivational, inspiring and educational. The site ensures good usability, it has been carefully

and professionally developed with a good level of attention to detail. The usability of this site provides an experience of ease and comfort, a good level of trustworthiness. As a user I was left feeling that I was well looked after and I was confident that I was receiving quality information and not wasting my time here.

Rating 4/5

Standards Compliance

The site is cross compatible with all browsers that we checked it with: Safari, Google Chrome and Firefox. The site is also responsive working on a range of devices such as smartphones, ipads and tablets. All images, type, and site content layout scale down correctly and proportionally.

Rating 5/5

1,000,000 Apps Downloaded.
And Counting.



	Competitor analysis strengths	Competitor analysis weakness
Irish Jobs Overall Rating 20/25	<p>1. The site is straightforward and to the point.</p> <p>2. A large amount of content/ jobs to search through.</p> <p>3. Very easy to use search box feature, which when the site is scaled down is still visible to the user, making it user friendly.</p> <p>4. The large format footer at the bottom lists out the jobs by sector and by county, this also reformats well when the window is resized. The list turns into a drop down menu where you can click and view the list.</p> <p>5. This site has a nice little feature which shows you jobs that you might be interested in.</p>	<p>1.The site at the moment could do with a redevelopment. It looks a bit tired and dated.</p> <p>2. The site is straightforward and to the point, the site could be a bit more interactive and engaging.</p> <p>3. Not much use of videos, images etc this could lift the site making it more engaging. and informative to the user.</p> <p>4. Very basic use of typography H1, H2 tags and colour, the information is there but could be laid out better, not much use of contrast - black, gray and white.</p>
Glassdoor Overall Rating 25/25	<p>1. Great information architect. A great UX and UI experiences</p> <p>2. Clear and easy to use navigation and search features.</p> <p>3. Nice use of whitespace very easy to read lines of text, all elements sits well inside the site.</p> <p>4. The site is responsive and keeps the main search feature visible when the site is scaled down.</p> <p>5. The site has a very useful feature where you can see peoples reviews of places and jobs where they have worked. A great tool to inform and empower people.</p> <p>6. All functionality works well across the whole site</p>	<p>1. There is not much I can fault about this site.</p>
Indeed	<p>1. The site provides an extensive search engine that provides the user or employer with the the largest</p>	<p>1. This site also appears slightly outdated in its design and it could do with some additional design elements.</p>

<p>Overall Rating 18/25</p>	<p>search listing results in comparison to all sites reviewed.</p> <p>2.The site is easy to use and navigate.Users can get from a to b in a very simple way.</p> <p>3.All functionality works well collectively and individually.</p> <p>4.The site functionality and design works particularly well on smaller devices such as smartphones,tablets and ipads.</p> <p>5. A simple use of language adopted in links and labels that ensure easy use and navigation.</p>	<p>2. The design is over simplistic and is extremely reminiscent of Googles site design, layout and functionality.</p> <p>3. The support services provided are limited and very poor considering the vast amount of users that visit Indeeds website.</p> <p>4. The listed search results is really extensive and one can find themselves scrolling through list pages after list pages in a single format. This could be improved and made a bit more engaging.</p> <p>5.The site includes no particularly unique features that allows it to stand out amongst what other job finding competitors have to offer.</p>
<p>Monster</p> <p>Overall Rating 23/25</p>	<p>1. Monster has strong branding and well thought out design theme that is consistently followed throughout the entire site.</p> <p>2.Monster offers a wealth of help and support features for the users accessing their site that are highly beneficial.</p> <p>3.The site implements good measures of information architecture that is carefully organised and users can easily navigate the site in a user friendly way.</p> <p>4.Monster includes a unique and innovative search technology tool called 6sense that benefits both the recruiter and the job seeker.</p> <p>5. The site has ensured continued success over its long establishment and existence most likely because it is regularly updated.</p>	<p>1.There is very little to fault with this site. If there was one thing that could improve here . It would be compacting information and features under a lesser amount of labels and drop down menus.</p>

What have you learned from reviewing competitors?

A lot of companies are doing very much the same as each other including similar search functions that serves as their main feature. Glassdoor on the other hand, as the name says lets you see through right into the workings and people who have worked or are working in a company. This different approach adds more to to their site appeal and is admirable. In a similar sense, our website is looking at a different way to search, look and find a match to a job that suits both the job seeker and employer and to additionally include more relaxed approaches regarding how our users communicate and interact with each other. We have looked at dating websites/apps like Tinder and have applied the way they search and look for love matches - "find your match" at job matcher.

What functionality or approaches would you use or not use and why?

Irish jobs: This site uses recruitment companies which we would not use as our website is about getting to know the employer and employee and matching them up which eliminates the need or use out of a recruitment company.

Glassdoor: The idea of people given out information on jobs/places that they have previously worked in is a fantastic feature that is adopted at Glassdoor. Glassdoor provides 2 sections, one for the job seeker and one for the employer which is what we have on our site. The "Trending Companies" near you, is a nice little feature and is slightly similar to our job location feature on a google map.

Indeed: Has been arguably and most probably referred to as the largest job search engine within the online competitive job market. While Indeed removes the need for job seekers and recruiters to search through multiple websites, the search engines is almost too extensive and one can find themselves equally overwhelmed and spending equally as much time on site rather than multiple sites. In fact ,Indeed searches and pulls through the sites of their competitors also which include major sites such as Monster, Yahoo amongst many more. However, the fact that Indeed offers the biggest search engine resource for the job seeker is also advantageous at the same time as the job seekers search is not restricted primarily to what is available on the one site as it provides access to other site listings also, which in turn cuts down the amount of sites a job seeker may visits to view jobs. However, on review this is a feature that we would not use on our site.

There is very little support services and help features available to the user ,on examination of external reviews of the site this lack of support input from the company itself seems to be the most frustrating issue with the the site and the responses are extremely slow. We would like to ensure a good level of support and advice through our online forum and chat features.

Monster: As a leading and long established job seeking and job hiring site. Monster stands out for it's extensive provision of information and features to all users in all avenues necessary. The site has a lot more engaging content to offer to the user in comparison to what most competitive online job markets offer which is to primarily accommodate job browsing and job application experiences. Monster stands out from the crowd in the sense that it educates, motivates and provides the site user with a wealth of extremely useful information to those who wish to find and apply for jobs or potentially hire an employee. Monster's comprehensive feature list, simple language, easy use and site navigation amongst its wealth of support features is remarkable.

This is possibly down to the fact that Monster is one of the oldest online Job sites and it has had a long time to develop the various features it provides. It was created in 1996 and today it operates in fifty countries stretching between the Americas, Europe and Asia.³ It sells services to recruiters and companies looking to hire. Overtime with further site development it would be ideal to include a similar feature to Monsters extensive information resource archives.

³ <http://www.forbes.com/pictures/mkl45hifd/4-monster-com/>

5.4 Recommendations

From carrying out the competitor analysis, we have learned a lot of valuable information and opportunities that could benefit our site greatly. Two particular sites that successfully stood out for us from our competitor analysis were Glassdoor and Monster. Reasons being, Glassdoor and Monster offer a well thought out design with special feature rich content and adopt good measures of information architecture. These sites ensured good functionality and usability that allowed each of these companies to stand alone from other job finding competitors within the online market. Irish Jobs and Indeed amongst many other competitor sites predominantly operate in a similar and standardised way through providing search functionality features and extensive search listings.

Moreover Monster and Glassdoor's site layouts were beautifully designed making their company services and products particularly appealing and engaging to the user. Monsters feature rich content, strong support network and additional products and services made it the one stop site for all you need and desire for the job seeking process. While Glassdoor's innovative and inspirational design and special features allowed for more direct contact and interaction between job seekers and recruiters alike. These sites inspired us, it helped us to further develop and design our own features and overall our site. It also got us thinking about additional innovative features that we could potentially introduce and create at a later stage to make our site stand out.

Many sites such as Irish Jobs and Indeed use recruitment companies to compile job search listings. Our aim is to avoid this as our website intent is about getting to know the employer and employee in any particular field of work, matching them up and cutting out the necessity of a recruitment company operating in between. This is aimed to provide an improved level of interaction between the two parties. One aspect that could potentially grow with some job finding sites such as Indeed and Irish Jobs and to a certain extent Monster, is the space provided for online communication and social interaction between the users. We feel in this day and age that this is a beneficial approach for the user and their goals that accommodates for the sharing of information and communication along the way. Thus we strived to achieve this in our very own feature rich content.

Our matchmaking feature was aimed to primarily achieve this goal. Based on the users personal interests and personal search criteria input, a job seeker or an employer can make connections and engage in direct conversation online through our site. They can additionally receive and share information with each other and if satisfied, offer interviews and ultimately receive the job positions and job applicants that they desire. This feature can additionally facilitate advice and support to those who wish to simply find out information about a particular job and work environment helping the user with their decision making in their job seeking journey.

Another unique feature of our site was created to bring the recruiter and job seeker closer is a geo-location search filter that can show jobs within a specified range of your location and display these on Google maps. This is ideal for both desktop and device usage. In example, a job seeker can use this feature while on the go, they can quick search with their handheld device at their particular location and apply for a job in person by visiting the workplace and talking to the recruiter. The user can equally carry this out online through various devices.

In our case it was also essential to ensure that our employers and employees were successful in not only finding search lists when it comes to hiring employees or seeking employment. We also want to know how many users have reached their goals successfully fro using our site. In order to do this we had to strip back our competitor analysis down to simply understanding how the user goes about achieving their goal on their sites. In our competitor analysis we chose to research both leading national and international sites. We wanted to further understand how these sites had become to be considered successful beyond how they were made and how they were run. The statistics and reports based around this were predominantly focused on how much web traffic these sites received within a year, which is more so indicative of how many users visited and potentially created accounts and/or uploaded CV's. For example, a careful read of Indeed's report for 2014 below indicates this point in case.



We could not find reports that indicated any success rates concerning the user achieving their end goal, namely securing a job or hiring employees through the use of these sites. While getting people to use your site and to additionally create an account is first and foremost critical to ensuring success we decided that conveying our user's achieving their goals be it hiring employees or being a successful job applicant was equally important to convey.

We chose to see an opportunity here and think how exactly we could show that our site users could accomplish their goals. Job finding and hiring can sometimes prove to be a long and somewhat complicated process than we initially hope for and often one can feel somewhat stuck or not knowing when their next opportunity will come about. We asked ourselves how in the mean time we could help in encouraging the users and how to keep them motivated in their job hunting or job hiring experiences. An innovative way we came up with was to provide personal reports to our account users of their progress. We could provide the user with graphs, infographics and so on that could indicate for example how many recruiters have viewed a job seekers profile, how many employers have viewed or downloaded a job seekers resume and on the other hand, an employer could track how many job seekers have accessed their profiles and job posts.

This would allow the user to track the progress along the way to achieving their goals. Additionally this information could also be grouped into larger charts, stats and tables to show how successful users are on the whole in achieving their goals from using our site. We could further provide testimonials and success stories via video content and articles from individuals. All of this would encourage and motivate our site users and further appeal to new site users. While we want our success to be based on users accessing and creating accounts on our site, we also want our users to see their progress lead to them ultimately achieving their goals.

There was a wealth of opportunities gained throughout our competitor analysis. Not only did we learn how we could improve our features in the present but we also developed new and innovative ideas for features that we hope to implement in the near future.

6 Site Content

6.1 Introduction

Our idea focuses around the job seeker and employer markets. Principally we want to create a quick and easy way to access jobs information in a fun and engaging way.

The key successes to the application are to implement a fun user experience by using terminology similar to dating sites and by allowing ease of use.

By creating the following:

For the Job Seeker:

- A user experience whereby the application avoids typical logins and signups on the landing page of the application hence removing a barrier to entry for the user.
- Creating a "match-making" application that finds the right job for the user or the right employee for the employer.
- Creating an availability calendar.
- Creating a forum whereby a Job Seeker can post questions to former employees about the relevant Employer.

For the Employer:

- Create a simple interface for registration for the employer to utilise the application for the search of potential candidates.
- An "add to basket" option for the employer to later read or approve the contact via the application.
- Creating an option for the employer to state position filled/active or cancelled.
- Application presents an easy registration and quickly populates suitable candidates for the relevant position.
- The "match-making" will be scaled to relevance ie experience, skills and availability.

As highlighted in this document by the user needs and user requirements, the application will present an easy to use, informative, relevant and helpful software that will assist potential employees and employers go through the hiring process in a fun, easy to use (limited barriers to entry) and automated approach.

From our own group meetings and from speaking with others, we looked at existing competitors in the Job Space and also at our own experiences of seeking employment. Our discussions

centered around typical web application barriers eg logins signups create profiles. We noted that there is no one place for information on either job applications, training or on social welfare

assistance and decided that creating our application we aim to satisfy the needs of our control group.

We also noted that no one online application presents a pre-populated map showing a user the relevant positions nearby.

The fun element although targeted at a younger audience and principally the application is for a user to find quick employment without the red tape associated with the normal application process. Terminology such as "playing the field" , "looking to settle down" creates a fun interface for the user while still focussing on finding the candidate a Job.

A typical example for an employer, a bar manager short staffed for the weekend, places a job on our application and instantly can see relevant "matches" to his/her requirements. Position is advertised immediately and the employer can see their availability, skill sets and can call/email potential candidates as populated by the application.

A typical example for the employee is to search for positions within the relevant industry, stipulate their availability, skills and hours of work(part-time, full-time etc) The application populates a live feed of positions available and populates a map for the user and allows the user to read more information before sending an application. A user can access their own profile should they so wish or simply send the employer a message via the application.

The functionality of the application is highlighted below in 6.2

6.2 Functional modules

FM (Functional Module) Number	Title	Description	Cross Ref Initial Requirements
FM-0000	Common Functions	Login/Sign Up	IR-0012 IR0015
FM-0001	Legal Requirements	Privacy/EU directives/Application Terms To ensure that the application complies with Irish Laws on Privacy and the EU directive on browser cookies. For both user and employer to indemnify ourselves from any legal issues that can occur when offering a service such as this.	IR-0034 IR-0035 IR-0033 IR-0029 IR-0034

		All users must be aware of this	
FM-0002	User Search	To create a search filtering option against database records	IR-0010 IR-009 IR-0024 IR-0031 IR-0033
FM-0003	Employer Search	To create a jobs registration form and to create a filter for the employer in accordance to the skills required for the position and type of job	IR-0021 IR-0022 IR-0023 IR-0024 IR-0025 IR-0030 IR-0031
FM-0004	User/Employer Profile Management	User Profile Management Create an application that allows a user should they so desire to create and upload their cv to our application Employer Profile Management To allow the employer to input a quick summary of the business with the option to include more information at a later stage	IR-0011 IR-0012 IR-0018
FM-0005	Connectivity	To allow the application, once agreed via legal disclaimer(FM-1001) to create matches to other profiles similar to the employee or for the application to make matches relevant to interests/skills	IR-0013 IR-0014 IR-0018
FM-0007	Employee Functions	Map: populated via search parameters Calendar: populated by adding dates(interviews etc) Help: Information on using the application Career guidance: pre populated list of data relevant to Jobs application and or sources Training: pre populated article outlining training/education options for the employee	IR-0015 IR-0016 IR-0017 IR-0018 IR-0020 IR-0022 IR-0023 IR-0018
FM-0008	Employer	Information: User agreements,	IR-0021 IR-0022

	Functions	Employer Information Help: How to use application Employee Cart: Selected employees after search, recent searches Jobs Folder: Recent Jobs, New Job, Close Job Profile: Basic Info, Company Logo, Tag Line	IR-0023 IR-0024 IR-0025 IR-0030 IR-0031
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7 Site Structure

7.1 Introduction

Below is a list of sections that are in our website, we decided to keep the site simple and easy to use.

1. **Find jobs Matches Now** - On the homepage we would have a quick find job matches now button and a find jobs by location button given the user a quick and easy way to find a job match. They can then filter their search by selecting one of the four types of jobs categories:

- 1. **Casual** - Playing the field
 - **Fast Food**
 - Show Job Spec
 - Apply For Job
 - Save Job
 - **Bar Work**
 - **Shop Assistant**
 - **Seasonal**
- 2. **Part-Time** - Not fully committed
- 3. **Flexible** - Try anything
- 4. **Permanent** - In for the long haul

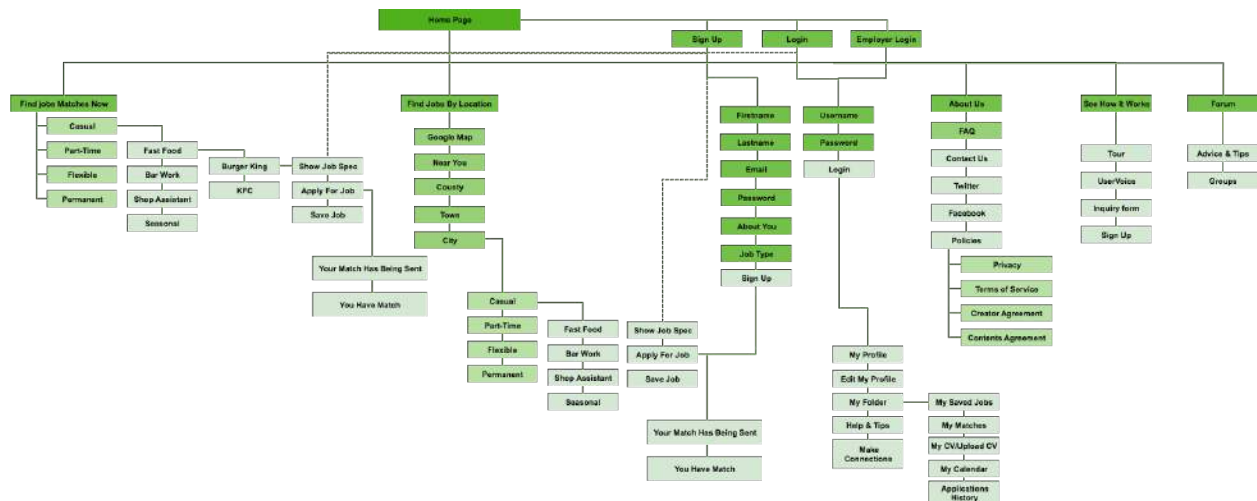
The language used here is to fit in with the dating type website, a play on words to make it a bit more of a relaxed approach to looking for a job.

2. **Find Jobs By Location** - The user can search a job by location - on a google map or they can use a search field with a drop down menu. The user can also look for jobs that are pinpointed on a google map, the user can stay local or can widen out their search on the map. The map will have a filter that they can switch between job types - part-time, full-time etc then they can filter again by different types of part-time jobs ie bar work, fast food, shop assistant.
3. **Sign up** - A simple sign up page that asks the user a few simple questions about themselves. With this they will be asked to set up a username and password, an email address etc.

4. **Login** - The user can sign up on the homepage or if they have already signed up they can login as well. The user can login if a jobseeker or they can login to the Employer section the user is brought to a login page where they are asked for their username and password. Once a user has signed up or logged in they will be taken to their own profile page if they are an employer they will be taken to a different profile page.
5. **See How It Works** - This section will explain how the whole job match works in this section we will have an infographic that shows you how to sign up and how the process works to finding a match with an employer or vice versa. There will be a tour of the site, an inquiry form and a call to action to sign up.
6. **About Us** - This an area where users can find out more about job matcher also along with a FAQ which will inform the user. Links to social networks, Policies and Terms and conditions.
7. **Forum** - This area is for users how can post and view advice and tips from other users about interview, cv, job hunting tips etc.
8. **My Profile** - Once the user has registered they will be taken to their own profile page, from there they can upload a profile picture of themselves
 - **1. My Profile** - They can edit their profile, information about themselves, hobbies interests etc.
 - **2.** They can view their own folder, inside this folder they can -
 - **My Saved Jobs** - This is a list of jobs that the user has applied for in their match process.
 - **My Matches** - Their own job matches
 - **My CV/Upload CV** - Upload their CV
 - **My Calendar** - A personal calendar which will inform and update them if they have any meet ups and interviews coming up. This will allow the user to plan and organise various activities and allows you to set/prompt event notifications.
 - **3. Help & Tips** - This area is for new users to the site it will help you get the most out of the site, Information on social welfare, Start your own business or help on going back to education to achieving your dream job and finding a job that you love.
 - **4. Make Connections** - This section allows the user to connect to people with the same interest and people can find a request to connect. The users can

share information and help other users. The users can also connect with potential employers, they can follow them on job match, or they can follow them in other social networking sites like facebook or Twitter keeping up to date with potential employers.

7.2 Sitemap



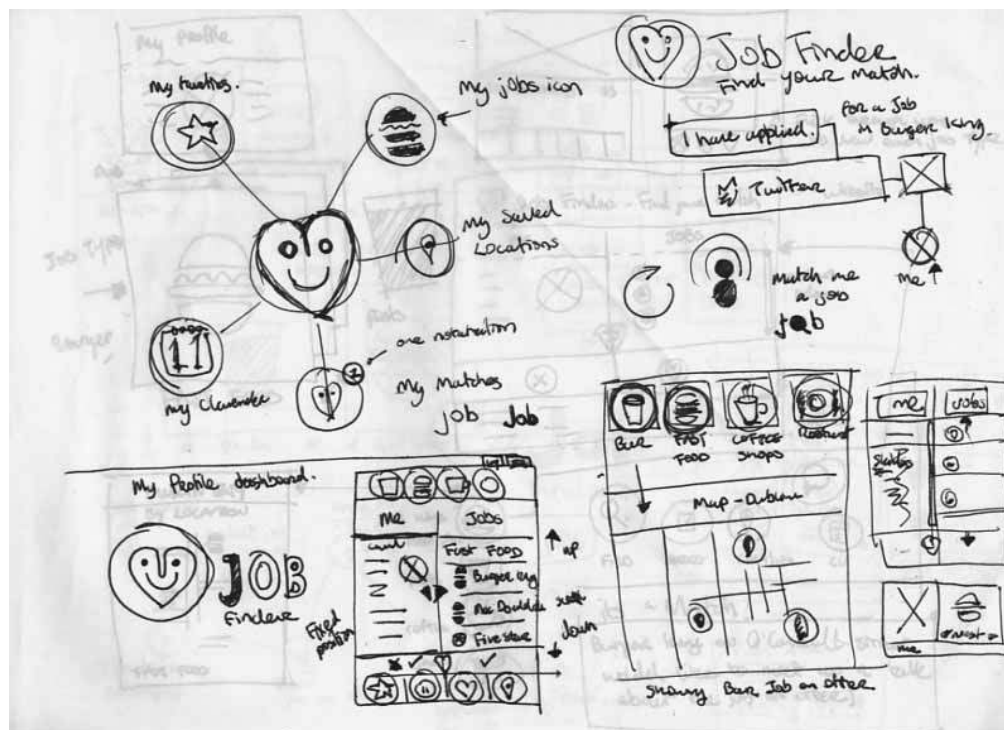
<https://cacoo.com/diagrams/iiHzyzzhTuLpmCcG-8D1F4.png>

Click on link above to view large sitemap.

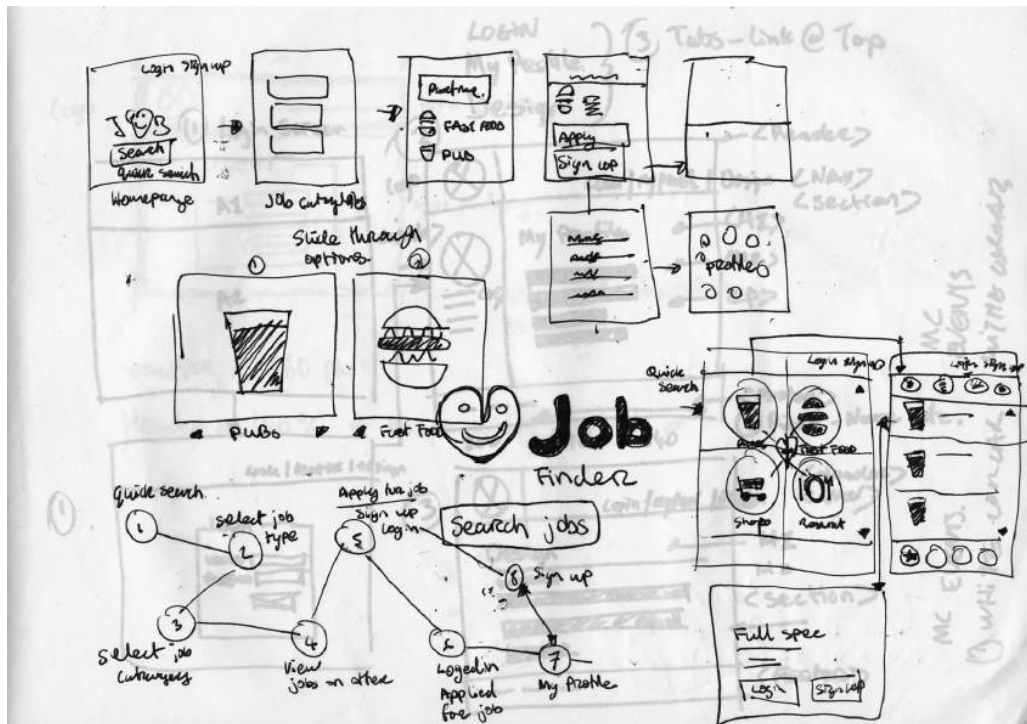
8 Design

8.1 Introduction

The first stage of designing the wireframes was by using simple layout pad and black ink. This for us was the quickest and easiest way to make quick informed decisions. From one layout to another the process was fast and could be changed at the flip of a page. All of these quick sketches were then uploaded to Stormboard so all the team members could view and comment on them. After a face to face meet up we talked through the low-fidelity pen and paper wireframes so we could see and talk through stages in the screens.



Sketching Wireframe Layouts - Showing user flow views between pages

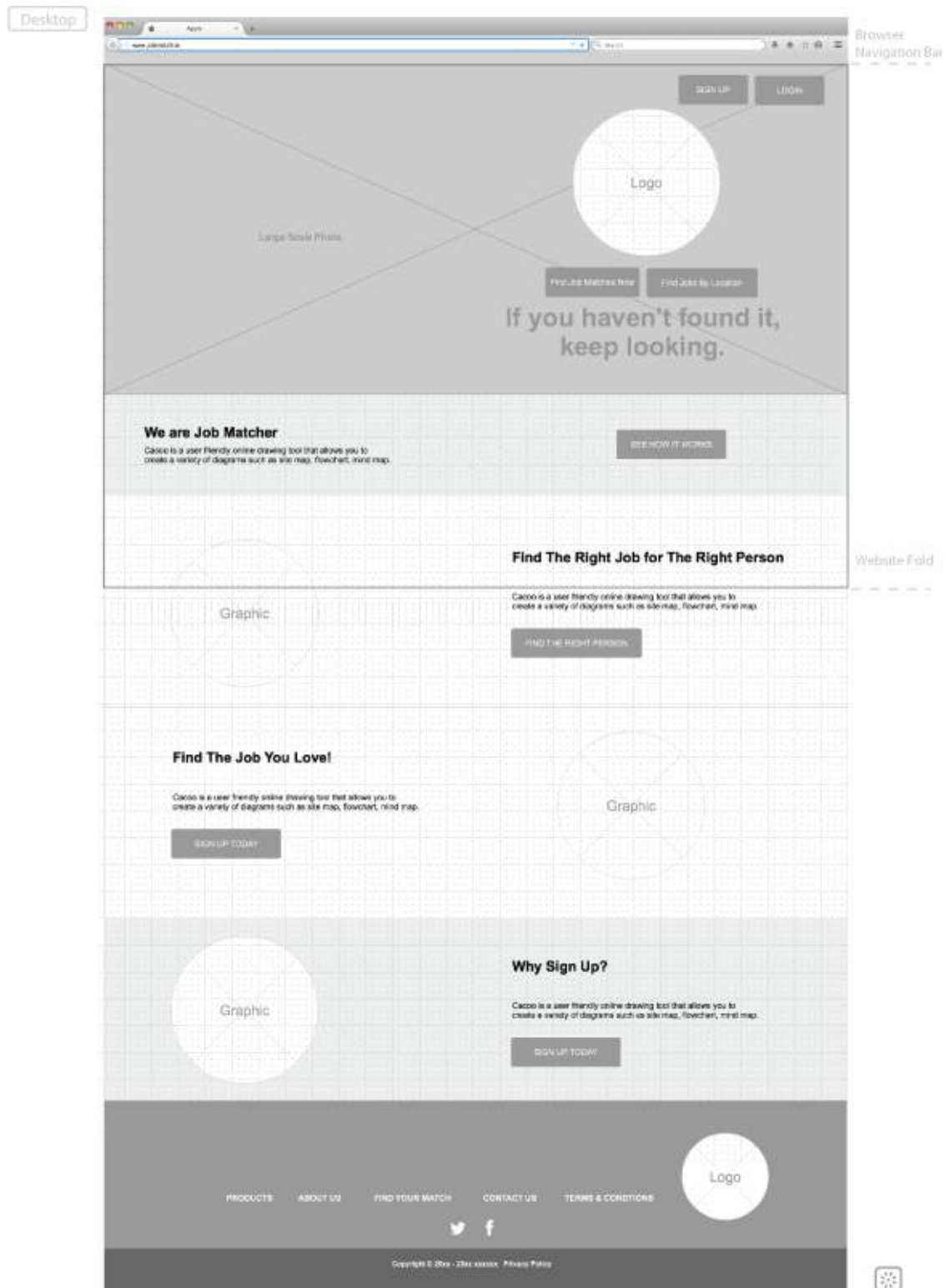


Sketching Wireframe Layouts - Showing user flow views between pages

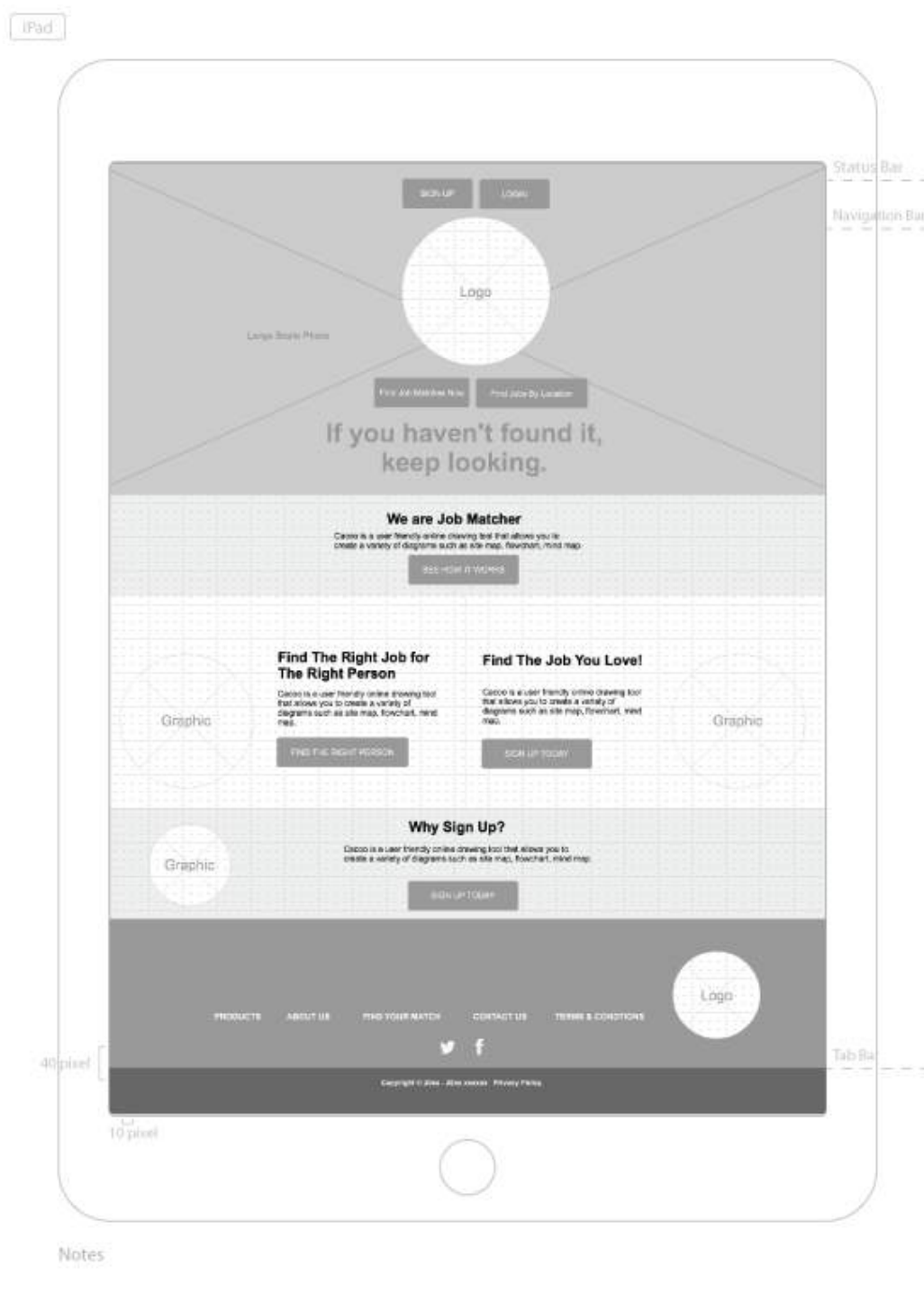
The next step in this process was to take the wireframe sketches from black ink on a layout pad into a more digital format. After a bit of research about developing out the wireframes we had look at <https://popapp.in/sketchpad/> this website allowed us to download templates for the iPad, iPhone and desktop this was to give us a more storyboard feel to the wireframes. Once the pdf templates had being download they were brought into Adobe Illustrator to build out a skeleton wireframes.

After some work on this we then decided to move onto a more robust wireframing application, and after a little more research we decided to work with <https://cacao.com/>. We found this online application was loaded with pre-made templates, we started to look at taking apart a pre-made template and started to rebuild out wireframes for Desktop, iPad and the iPhone.

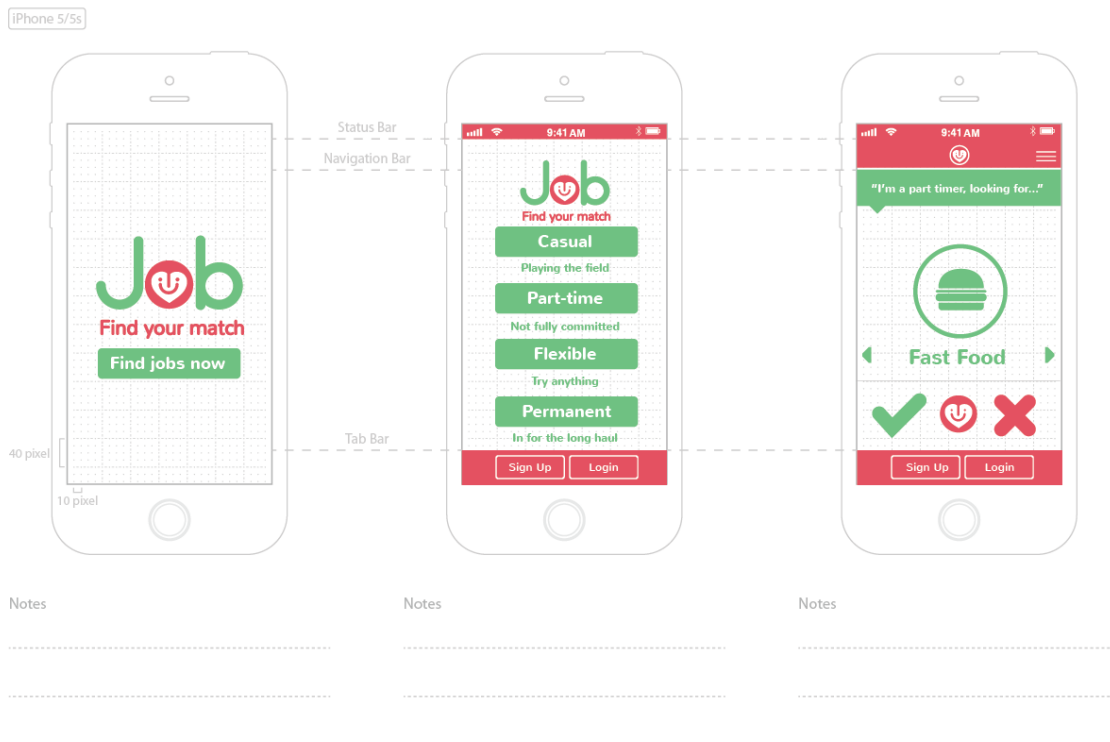
8.2 Wireframes



Desktop Homepage Layout - Using Cacao, pop & Adobe Illustrator

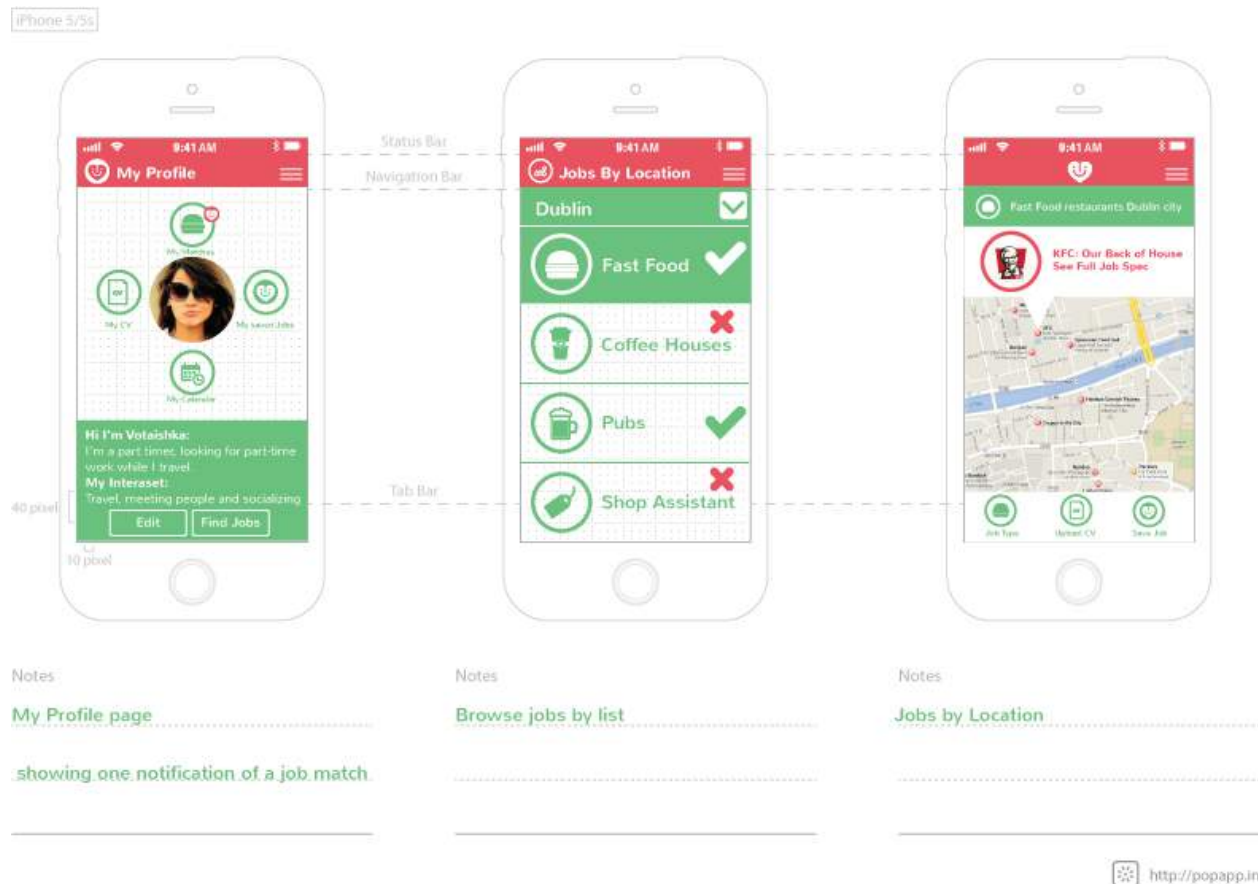


iPad Homepage Layout - Using Cacao, pop & Adobe Illustrator

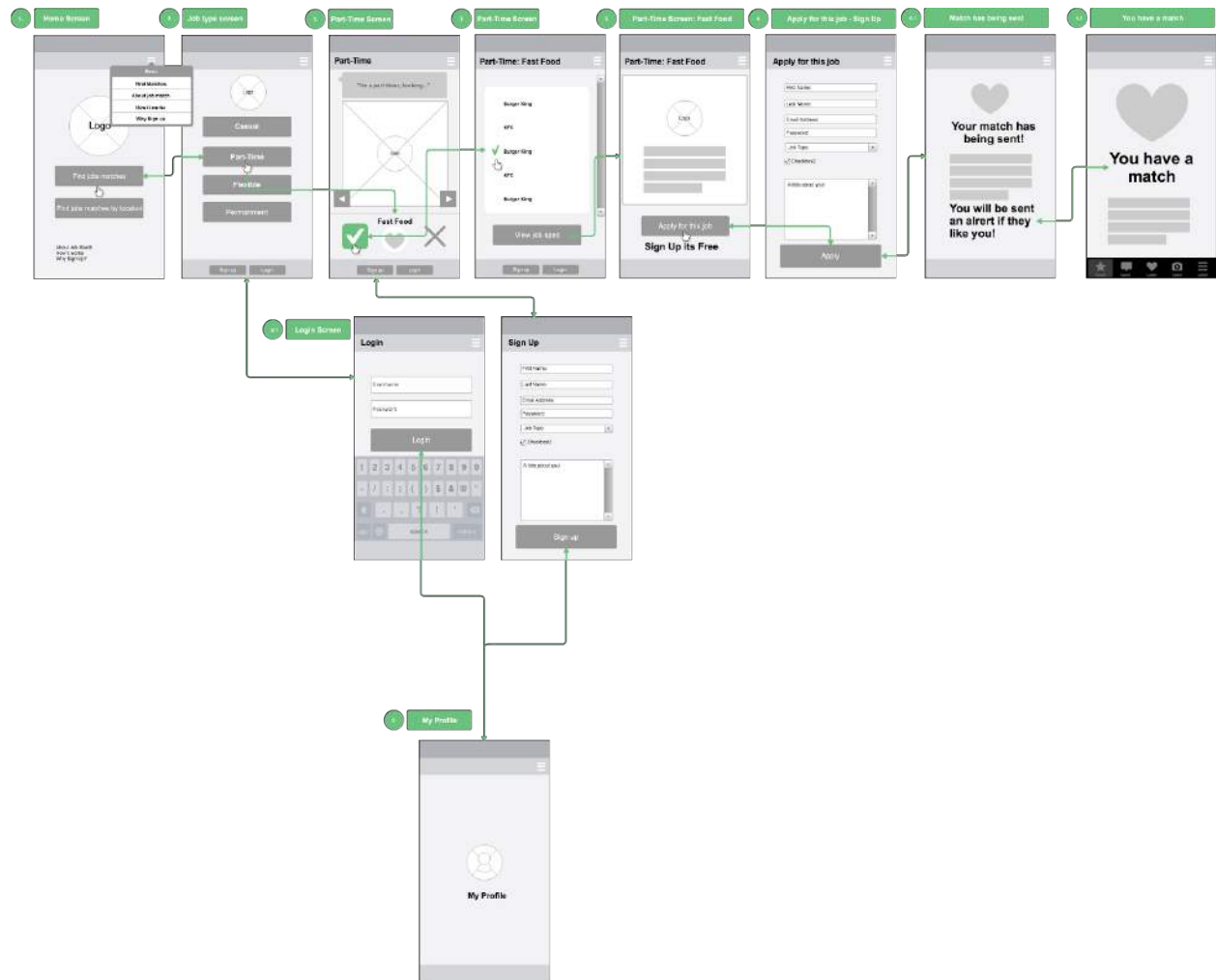


iPhone Homepage, Job Type & Job category lists swipe pages:

The user can swipe through an use the tick mark for yes or the x mark for no. Once the user ticks the tick mark it is sent to their saved job matches, they can continue looking or they can view the full job spec and apply for the job.



These wireframes show a users profile page, a list view of job type jobs and a job search by location on Google maps.



iPhone user flow chart using Cacco

<https://cacoo.com/diagrams/sjl6iJyuGRc9ntlx-02F29.png>

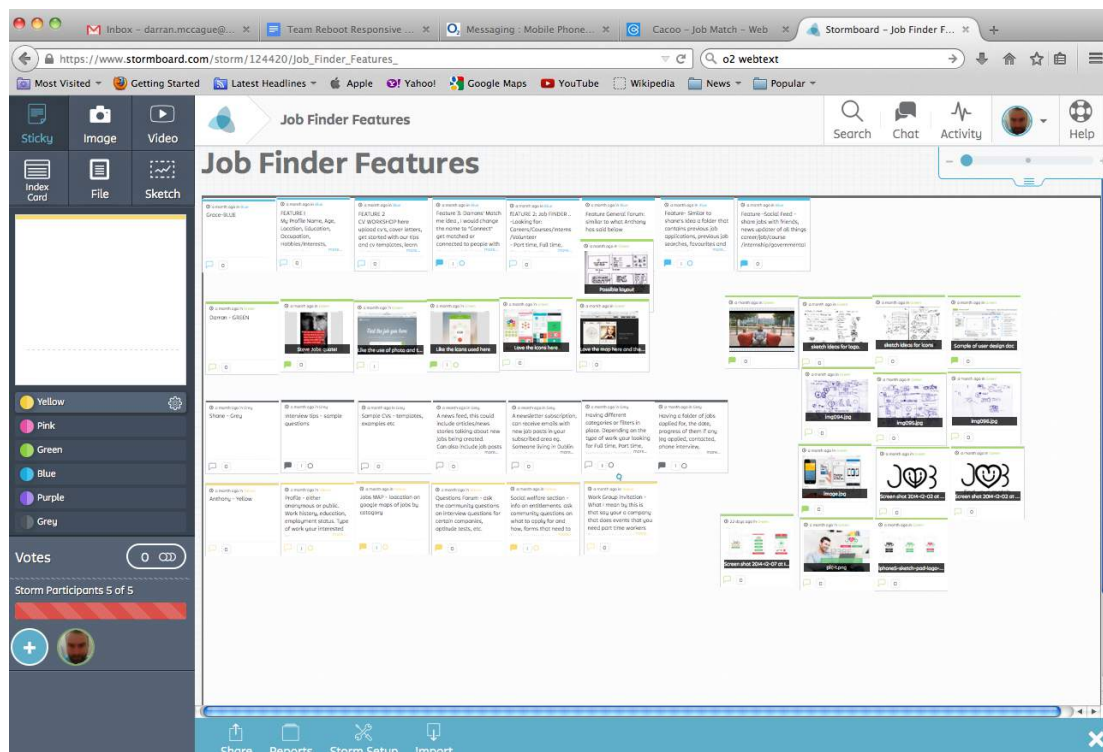
Click on link above to view large user flow.

9 Design decisions

9.1 Introduction

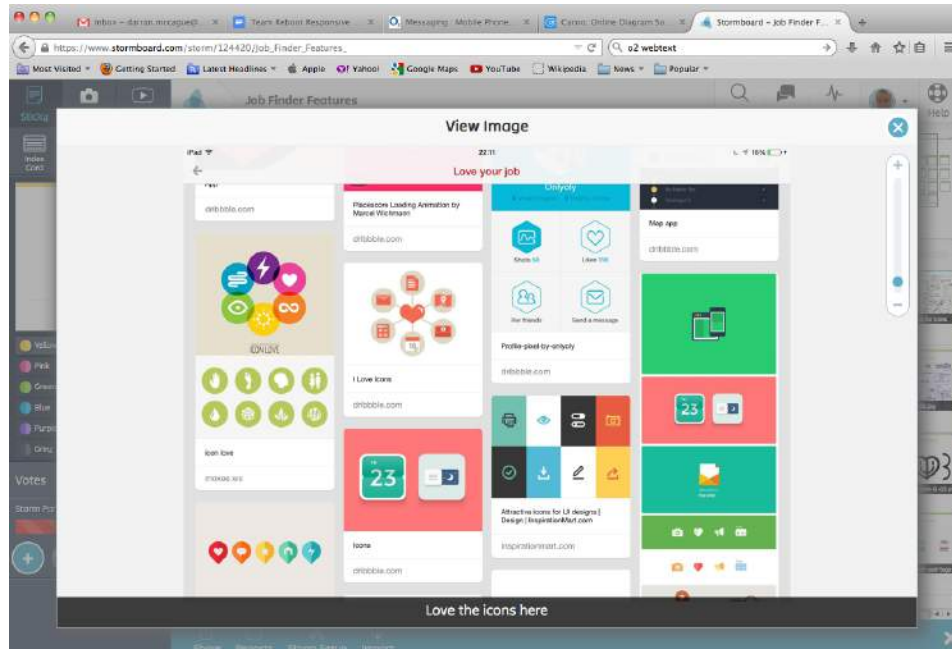
Here our design process started by holding a google hangout and deciding on which project we were going to undertake; make people smarter when it comes to the environment or make people smarter with a project of our own. We had set up a Stormboard where everyone had put down different ideas that might work, we all picked a colour of a sticky note so we could see everyone's idea come to life.

Lots of ideas were put out there, each team member could vote and comment on ideas that they liked, this was the fairest way to do this. Each member had a vote and by the end of the week the idea with the most votes was the project we would run with. In the end making people smarter when it comes to looking for work/jobs a job finder won. We then set up a new Stormboard where everyone again could put up ideas that they felt would work well on our website. The image below shows the ideas we had.

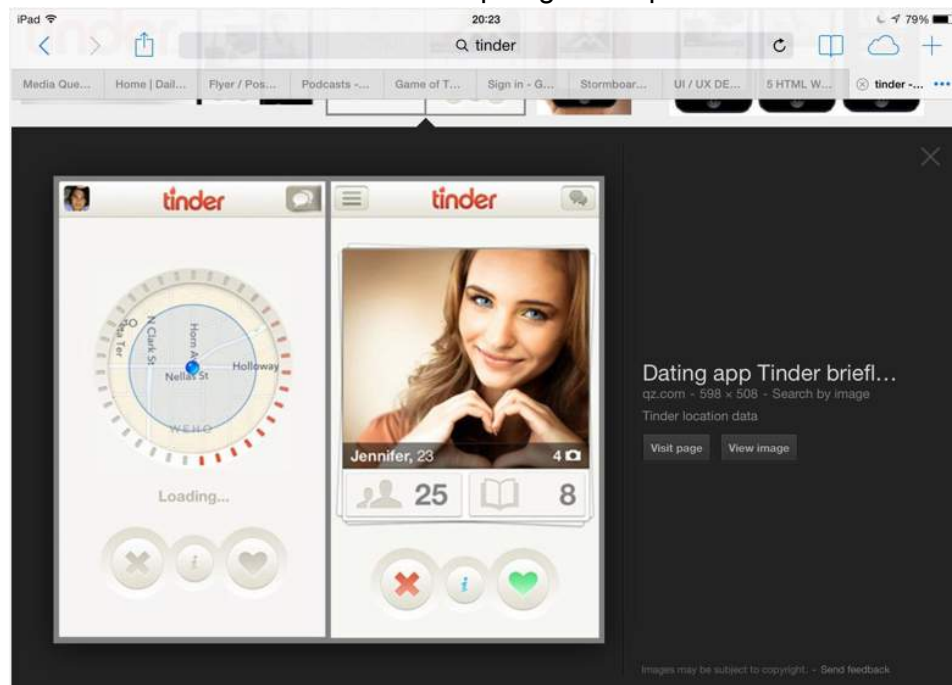


Job Finder/Match Ideas on Stormboard

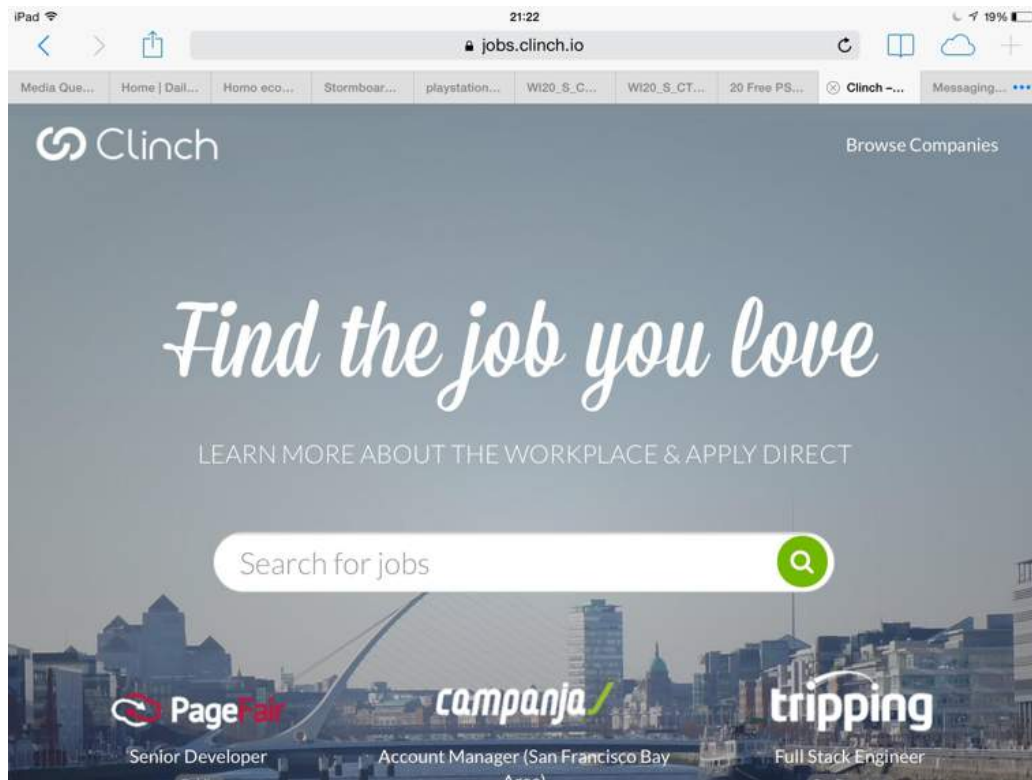
Pinterest was a great source of inspiration when it came to gather up ideas, from icons to UI layouts, colours, fonts to logo designs, a board was set up and it was shared with the other team members so they could add more pins.



Pinterest: Pin set up to gather up ideas.



Tinder: This site app was an inspiration for our own website/app.



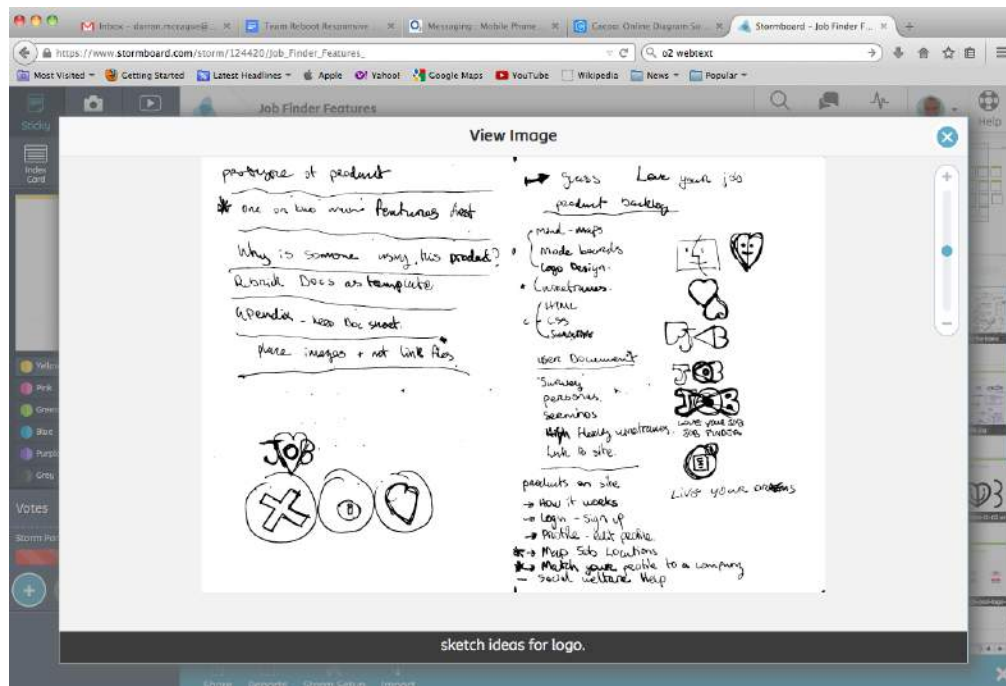
Clinch: Also this website was an inspiration for our own website/app

[illegible]

Sketching ideas for icons

Using a black ink pen notebook/layout pad coming up with quick ideas for icons etc, this was a quick and easy process as lots of ideas could now be shared with the team once they had been uploaded to Stormboard.

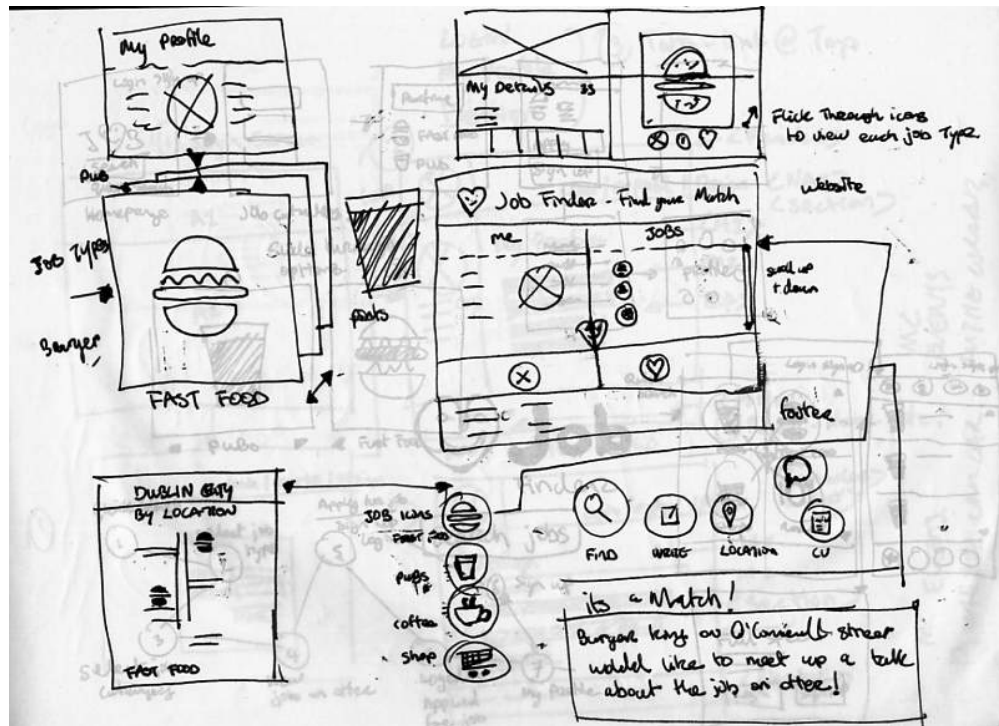
Our Logo: Looking at our logo we needed something that was simple so we had a look at different types of icon design, we used Pinterest to get inspiration. We started to look at the shape and take inspiration from Steve Jobs quote ***“the only way to do great work is to love what you do”*** so we needed some type of love heart incorporated somehow into the logo, but didn't want it to look like a valentines day card!



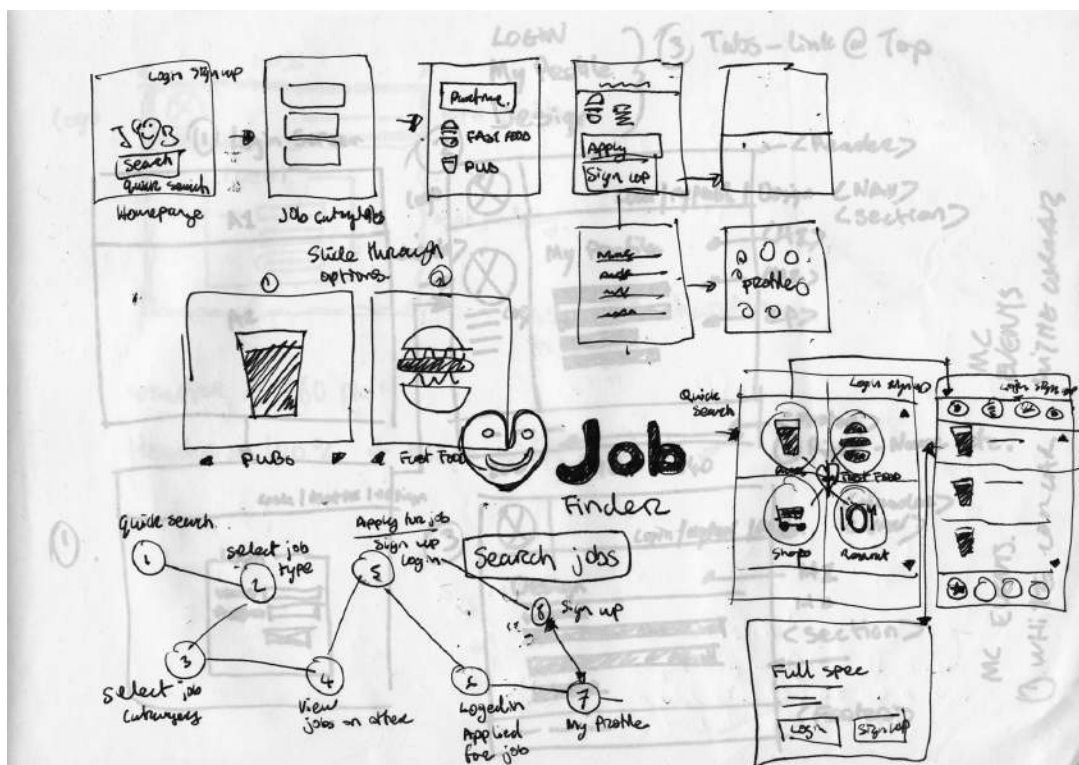
Sketching ideas for possible logotypes

Again taking inspiration from apple, we loved the apple icon finder on the imac, it suited our needs, with this in mind we developed the logo first of all on a layout pad and black ink sketching out possible ideas, to see which ones worked and which didn't. Once we were happy with a direction we started to develop out the logo in Adobe Illustrator.





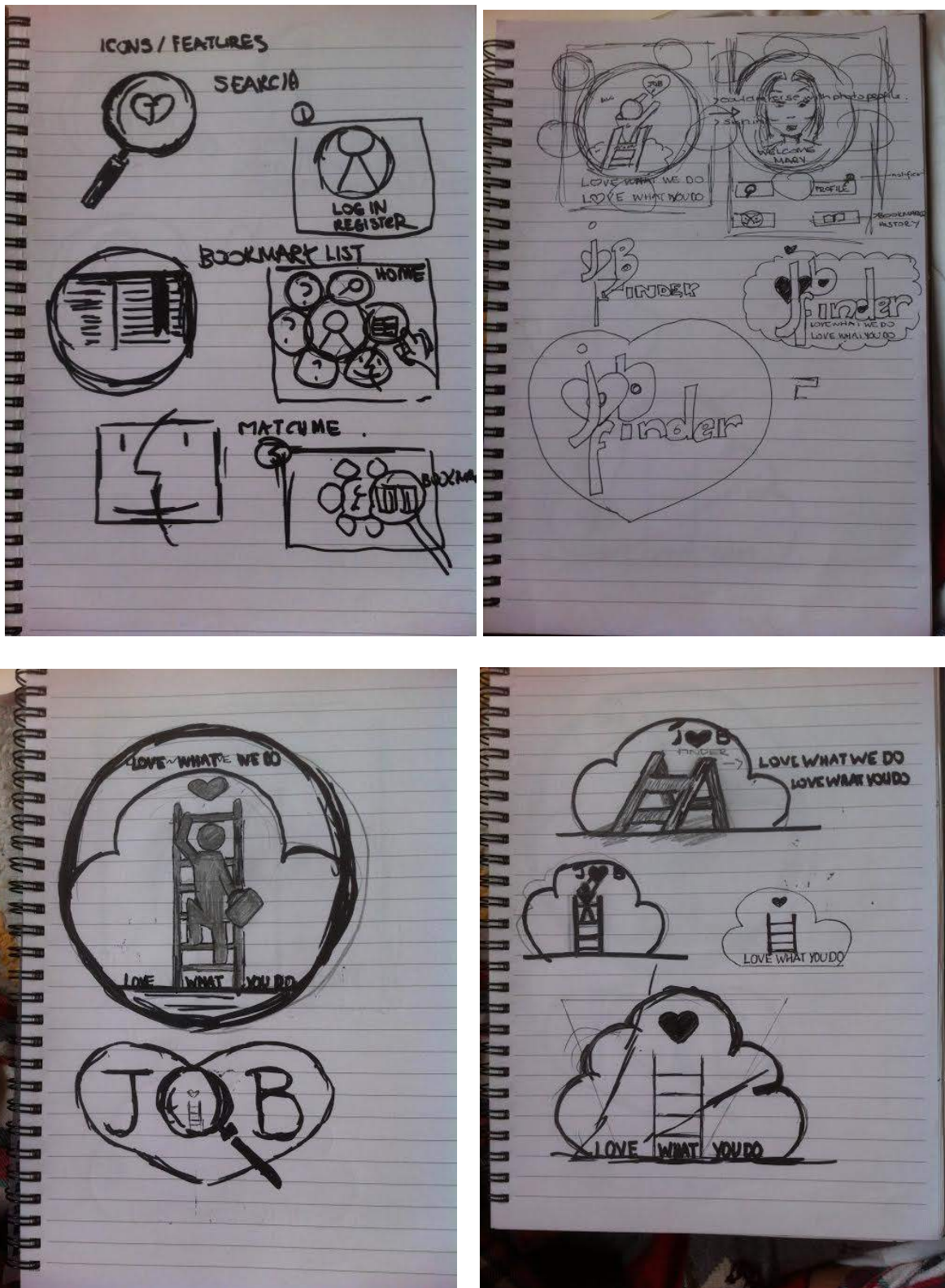
Sketching Layouts & Icons - Pen & Ink wireframes



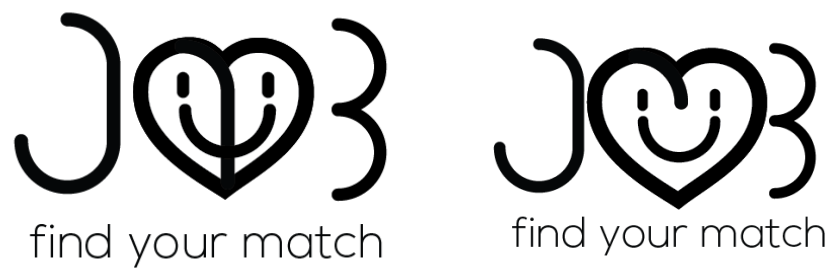
Sketching ideas for possible logotypes & Icons



89



Sketching ideas for possible logotypes & Icons

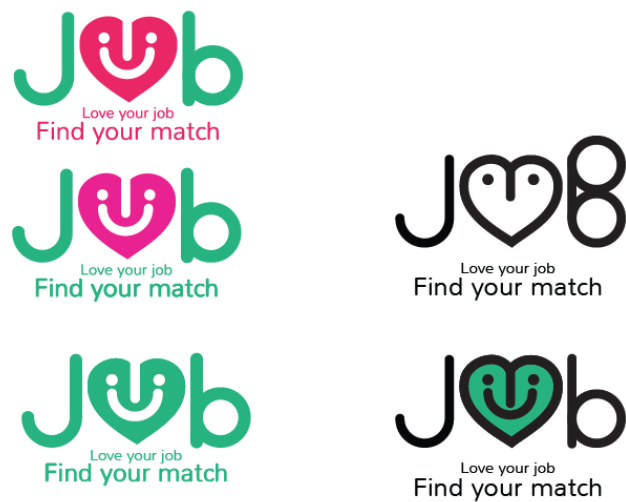


Sketching logo in Illustrator - Black & White first

As we progressed through the design of the logo we had a meeting face to face in DSA, to discuss the project, the designers brought print outs of the logo mocked up on a website, iphone, tablet.

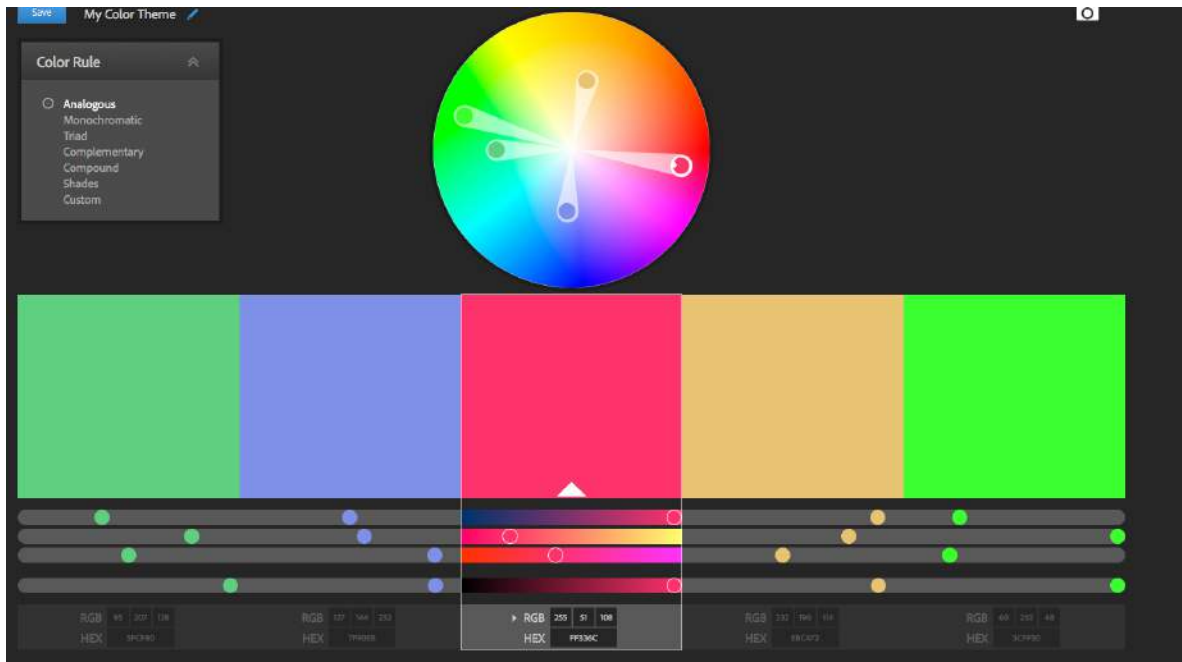


logo prototype design is placed on large format photography, used in the website and could be used in marketing and advertising of the site.

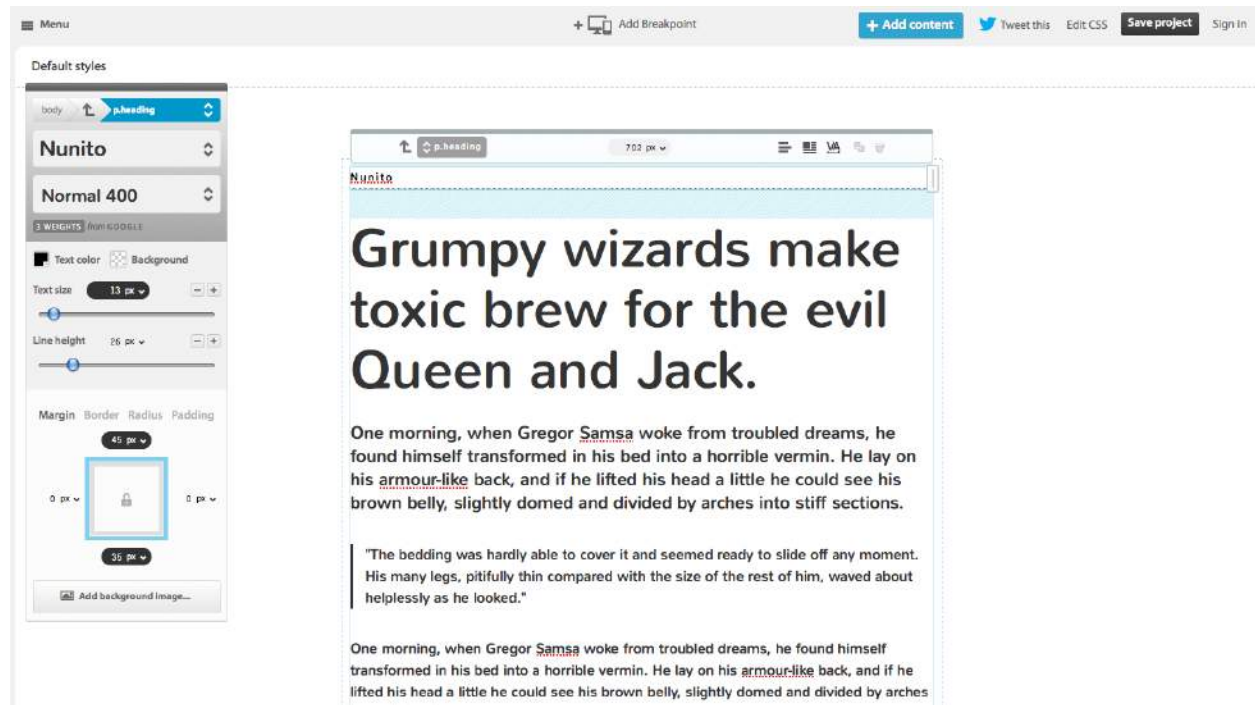


Sketching logo in Illustrator - Colour testing

After a team meeting we talked about reducing the size of the love heart in the centre, some felt that it read Jab instead of Job, so the design was looked at again keeping the smiling faces of two people meeting in the middle intact as this was the key to the design.



Picking colours that work together on Adobe Kuler site
Colours Used Green = #6BC17E, Red = #E8535F



<http://typecast.com/preview/google/Nunito>

Font Used = Nunito. This font will be used throughout the site to be used on **H1, H2, H3, body fonts** and **links**. This is a nice, clean, easy to read well balanced Sans Serif with rounded feel, leaving the site feeling friendly, open and relaxed.

“Nunito has been designed mainly to be used as a display font but is useable as a text font too. Nunito has been designed to be used freely across the internet by web browsers on desktop computers, laptops and mobile devices.”

Above taken from <https://www.google.com/fonts/specimen/Nunito#pairings> Google fonts webpage.



Final logo design in Illustrator

The final logo design shows a refined love heart job match icon in the centre, it has also been reduced in size. The icon sits within a circle making it much easier to read as an “O” making the word “Job” more clearer to read. The tagline uses the font “Nunito” which works well with the custom “Job” font.

Colours Used

Green = #6BC17E

Red = #E8535F

Font Used = Nunito The main “Job” font is custom made in Adobe Illustrator



Final logo design in Illustrator - Showing logo in white with a green & red background



Final logo design in placed on large format photography, used in the website and could be used in marketing and advertising of the site.

9.2 Responsive Web Design Features you are showcasing

Based on the wire frames that the designers have provided the following responsive features are to be included in the site design.

Utilisation of Twitter Bootstrap 3.0 framework to implement a “mobile first” approach to the overall design.

The market we are targeting is mobile and tablet users. The Bootstrap framework allows the implementation of classes that make the design and features of the site responsive to the device accessing the content allowing for better control and state design.

Utilisation of Twitter Bootstrap to incorporate a series of classes within the framework such as:

- all div elements
- buttons
- forms
- images
- hidden and visible classes

The aim of the initial design from a developer perspective is to have a fully optimised site for mobile and tablet use. With this in mind the use of hidden-sm/hidden-xs (i.e hide at small and extra small devices) and visible-md visible-lg (i.e show at desktop to extra large screen sizes) will play a big role in the overall site design. This allows us as developers to add these classes to the HTML elements to hide or show certain elements at various media screens.

The class list provided will help the developer to create a rapid prototype and allow the developers to implement client side programming (javascript/ajax) and server-side programming (php)

The creation of our own @media rules to manage the display of the application at varying screen sizes.

To optimise the page loading of the site we as developers will utilise the necessary practices in the loading of the web application. Google chrome for example loads HTML CSS then JavaScript and site viewing times varies on the number of CSS files and the number of JavaScript files will alter the overall load time for the site.

We will aim to overcome these issues by using:

- Short and simple class names in our css files,
- Lazyload of JavaScript files(ie only load a script on a DOM (Document Object Model) event eg mouse over, mouse click)
- Function Declarations within JavaScript files all present at the beginning of the overall function call (this is to prevent JavaScripts inherent Hoisting and to provide code that the interpreter i.e the browser can implement easier with little or no undesired effects)
- Loading of imagery via relative links and optimising the same imagery for varying devices

- Any css background-image properties will have classes that identify devices that are a) mobile and b) retina enabled and load the appropriate image for the device accessing the resource
- To host the site on a server package that is shared with no more than 10 other sites therefore limiting load times
- To minify all files as much as is possible
- To implement a custom build of the Twitter Bootstrap css files (doing so will reduce the overall size of the application)
- Linking to online versions of CSS/JavaScript to be considered variant on server and application and functionality

9.3 Implementation

Initially the site will be written on our local machines and tested on a local copy of XAMPP or WAMMP (Windows, Apache Server, MySQL Database and PHP) XAMPP is an open source software from the Apache Foundation. The software is easy to install and allows a developer to develop code that should work on a live server without connecting via a shell or directly accessing root files on the server. The ease of install, the open source licence and the ease of maintenance make XAMPP the best choice for server-side emulation in real time coding.

Apache implements PHP and as such the server-side program can interact with MySQL(Structured Query Language) via PHPmyadmin (a RDBMS (Relationship Database Management System) to run queries using one of three API's(Application Programming Interface) MySQL, MySQLi(MySQL improved) and PDO (PHP Data Objects)

PHP (PHP Hypertext Protocol) is a high level programming language for server-side programming. As it is implemented with XAMPP and is also an open source technology, using this language allows for quick class and variable declaration, immediate access to server requests like GET and POST via the session super global.

We intend on using,as mentioned in 9.2 above, frameworks such as Twitter Bootstrap for CSS (Cascading Style Sheets)

To use JavaScript, AJAX and JSON to communicate between servers, at the very least POST and GET data from the relevant servers.

As developers we will use a code editor for actioning changes on files.

As developers we hope to use a Git repository for online backup and version control.

10 Measuring success

10.1 Introduction

Our design works well for the user for a number of factors. We have kept the process of looking for a job match quick and easy to use, whatever your device, from looking at our website on a desktop, tablet or on the move with your mobile phone. Our website works on two planes one for the employee and employer.

We have developed a logo that will stay with the user and in time will become easily identifiable with all who use our services, Job Match will become a household name, with its simple logo and playful heart shape logo of two people - employee and employer coming together and meeting in the middle and working together, finding their match. A smiling face in the middle of the employee and employer making everyone happy.

Given the user helpful hints and tips along the way the user will be up and running in no time at all, pointing the user in the right direction and informing the user of how the site works both for the employee or employer by showing them helpful videos and infographics.

The user can search and browse for possible job matches straight away without signing up to the service. They can also search a job match by choosing which job type suits their needs given the user a choice leading them in and then letting the user decide. Simple buttons are used here one click then onto the next section. The user can also select a job type with a drop down menu that will give the same options, given the user two ways of getting around the site.

The swipe and pick job screen is a playful and interactive way a looking for a job type, much like the way that tinder uses a swipe and flick view for looking for potential matches. If the user picks casual or part time work, icons are used here, fast food then an icon of a burger/pizza is used or if its bar work a pint is used. This type of interaction when looking for a job gives it a more fun and relaxed approach for looking for a job. The user can swipe through and use the tick mark for yes or the x mark for no. Once the user ticks the tick mark it is sent to their saved job matches, they can continue looking or they can view the full job spec and apply for the job. The same way a job seeker can view jobs like this, the employer can view potential employees for jobs they have on offer, once a job seeker has signed up the employer can view their profiles and send them a notification that they would like to meet up

for and informal or formal interview. A notification will then appear in a job seekers inbox or job box.

Once a user sees a job match they would like to apply for then they are asked to sign up, this is free to the job seeker. We have also given the user another way to search for a job match by searching on a google map, this is a very simple way of looking for a job match on the go on your mobile phone, a user could be in a small rural town or they could be up looking for a job in Dublin city center. Depending on the user they can view jobs pinpointed on a map that are near them. The user can then click into the pins and view a job match, retrieve information like contact details or they can apply for the job on the move, empowering the user making the user a smarter way of looking for a job match, giving them the edge over their peers and hopefully getting that job at the end of the day.

Making Job Match an easy and memorable UX and UI for the user - employee or employer, if the user at the end of the day achieves their goals and gets a job or an employee gets the right person for the job, then our job is done and everyone is happy, just like our logo!

10.2 Success factors

There are a number of ways that we propose to measure the success of our site. These will include ways such as using Google Analytics, monitoring the number of application downloads, and revenue generated along with some basic methods such as, tracking the number of users who have signed up to our site and feedback from users.

All of the methods we plan to use should give us a detailed analysis of the success of our site. The analysis will also allow us to improve certain aspects of our site that might be failing. Having this information will permit us to make better and more informed decisions about our site and will allow us to have the best possible end product.

We plan to implement the Google Analytics tracking ID in our webpages for both our mobile applications and our desktop site. We can then monitor various aspects of our web pages on the Google Analytics dashboard. The important pieces of information we will record will be number of visitors, time spent on each page, engagement, whether they are repeat visitors, the bounce rates, seeing which pages visitors exit from, demographics, geo-locations etc. All of this data will enable us to see if we are attracting the right audience and if so what exactly they are doing on the site. We can then measure this to see if our site is a success.

Other more simple methods will include monitoring the number of App downloads from the iTunes and Google play stores. Having predetermined figures for the number of downloads for the first 6-12 months we can track and measure if our expectations are being met or even surpassed. Also by receiving feedback in the shape of surveys, comment boxes and forms we plan to optimise our user experience.

The last method we will use will be checking the amount of revenue generated. This method will be used as an addition to the ones listed above. It will ultimately provide us with the facts if we are a success or not.

11 References

Material gathered during the project may be referred to in the document e.g., best practice guidelines, business process documents, ISO Standards etc.

Design

<https://www.stormboard.com/>

<http://www.pinterest.com/>

<https://color.adobe.com>

<http://www.gotinder.com/>

<https://clinch.io/>

<http://www.uxpin.com/guide-to-wireframing-sign-up.html>

<https://www.google.com/fonts/specimen/Nunito>

<http://typecast.com/preview/google/Nunito>

<http://www.flaticon.com/>

<http://designmodo.com/ted-web-design/>

http://www.ted.com/talks/john_maeda_on_the_simple_life

https://www.ted.com/talks/margaret_gould_stewart_how_giant_websites_design_for_you_and_a_billion_others_too

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<https://www.ted.com/topics/design>

<http://www.dtelepathy.com/blog/design/responsive-design-great-ux>

<http://uxmag.com/articles/10-responsive-design-problems-and-fixes>

<https://www.interactivemediaawards.com/>

<http://webawards.ie/2014-winners/>

<http://www.digitalmedia.ie/>

Wireframes

<https://popapp.in/sketchpad/>

<https://cacao.com>

<http://balsamiq.com/>

<http://wireframesketcher.com/?gclid=CP-0hN6PjMMCFsf22wodKF8AxA>

<https://gomockingbird.com/>

<http://www.mockflow.com/>

<http://www.smashingmagazine.com/2009/09/01/35-excellent-wireframing-resources/>

Competitor analysis

<http://www.irishjobs.ie/>

<http://www.glassdoor.com/index.htm>
<http://ie.indeed.com>
<http://www.monster.com/geo/siteselection>
<http://www.businessinsider.com/indeed-2011-5?IR=T>
<http://jobsearch.about.com/od/topjobsdb/tp/best-job-sites-2014.htm>
<http://www.dice.com/>
<http://www.simplyhired.ie>
<https://ie.linkedin.com/>
<http://www.tweetmyjobs.com/>
<http://usjobs.com/>
<https://www.youtube.com/watch?v=H2S8cwafUZA>
<http://jobsearch.about.com/u/reviews/jobsdatabases/jobsitereviews/>
<http://jobsearch.about.com/od/rca/tp/best-job-sites-2013.htm>
<http://www.careerbuilder.com/>
<http://www.careeronestop.org/>
<http://www.careeroverview.com/>
<http://job-and-resume-services-review.toptenreviews.com/monster-review.html>
<http://www.forbes.com/sites/susanadams/2012/09/14/the-10-best-websites-for-your-career/>
<http://www.forbes.com/pictures/mkl45hifd/1-linkedin-com/>

Images

http://www.123rf.com/photo_8809607_a-portrait-of-a-smiling-beautiful-woman-texting-with-her-phone.html
http://www.123rf.com/photo_8235475_smiling-young-man-working-on-laptop-at-home-copy-space.html?term=8235475
http://www.123rf.com/photo_14838602_attractive-happy-mixed-race-young-female-texting-on-her-cell-phone-outside-laying-in-the-grass.html?term=14838602
<http://quoteeveryday.com/steve-jobs-quotes-the-only-way-to-do-great-work/>
<http://blogs.cuit.columbia.edu/asj2122/>
<http://www.wombyoga.org/profile-teacher/697>
<http://www.nydailynews.com/life-style/eats/luck-running-irish-bars-article-1.1797356>
<https://plus.google.com/115740964848327408063/posts>
<http://blog.indeed.com/140-million-infographic/>
<http://www.irishjobs.ie/>
<http://www.glassdoor.com/index.htm>
<http://www.irishjobs.ie/ShowResults.aspx?Keywords=&Location=7&Category=3&Recruiter=Company&Recruiter=Agency>
<http://www.glassdoor.com/Interview/Newbay-Software-Interview-Questions-E152885.htm>
<https://itunes.apple.com/us/app/glassdoor-job-search-salaries/id589698942?mt=8&ign-mpt=u0%3D4>

12 Appendix

Use this section to include all of the relevant content you have gathered up