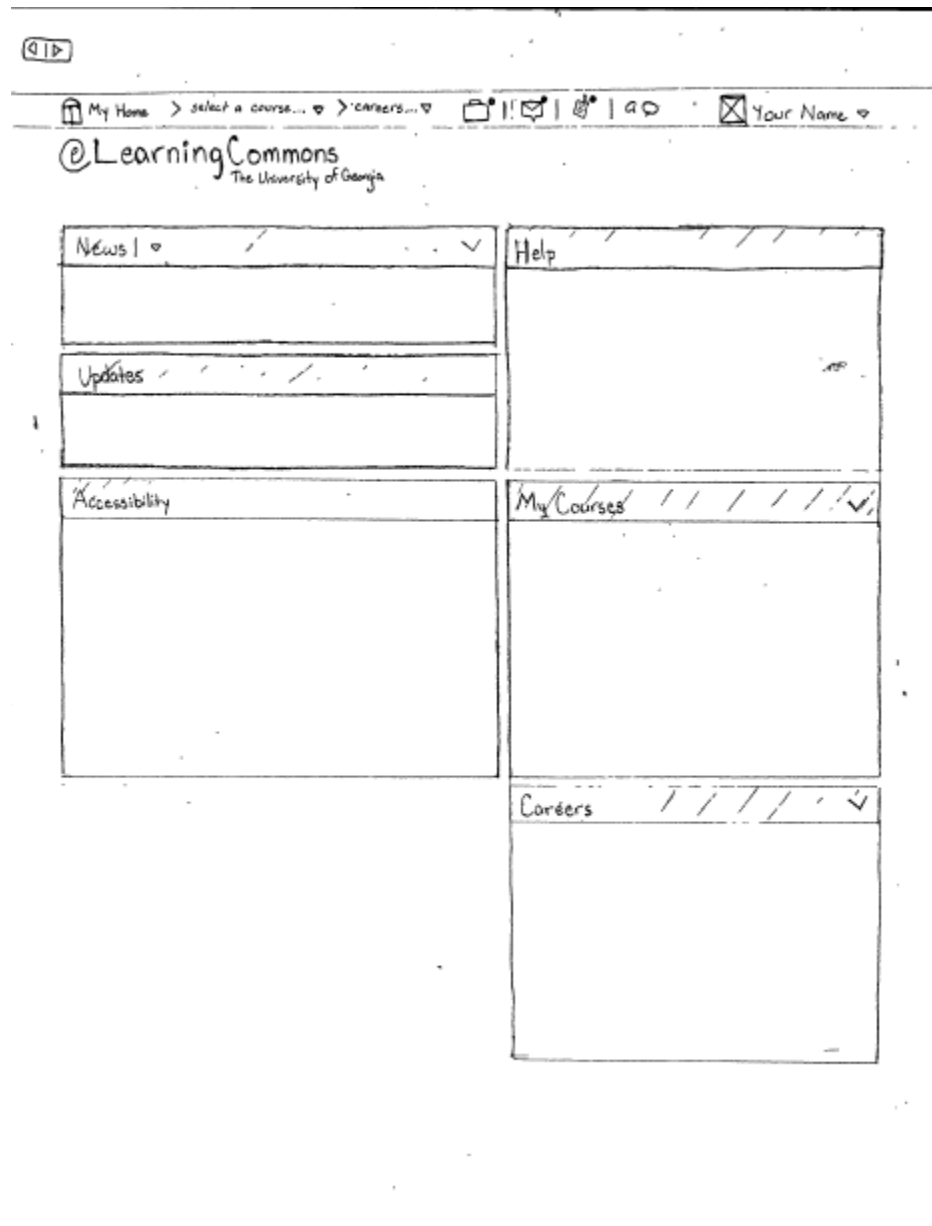


## Design 1: ELC Integrated Functionality

We chose this design alternative as Elc experiences wide use among UGA students, since they are required to use elc to see updates and assignments posted by their professors. This means Elc is regularly visited by most students of UGA. We thought that since use of Elc is ubiquitous, we could integrate an internship solution into it. This integration would allow Elc to function more as a hub for every student, as well as make notifications regarding internships more visible to the students.

When users log into elc they will be brought to the home screen.




Everything will look the same as before, but now there is a new icon that will appear at the top that resembles a briefcase. The user will receive push notifications, exactly like the “Message alerts, Update alerts, and Subscription alerts”, which are already a part of ELC. From the home page, the user can access the profile tab as normal, but now there will be a section that lists the user’s major and an area for the user to decide how many notifications he or she would prefer to receive weekly.

My Home > Select a course... > Commons... Your Name

@ Learning Commons  
The University of Georgia

Edit My User Profile

Your Name

 Nickname

Major

Your Major  Number of Notifications Preferred

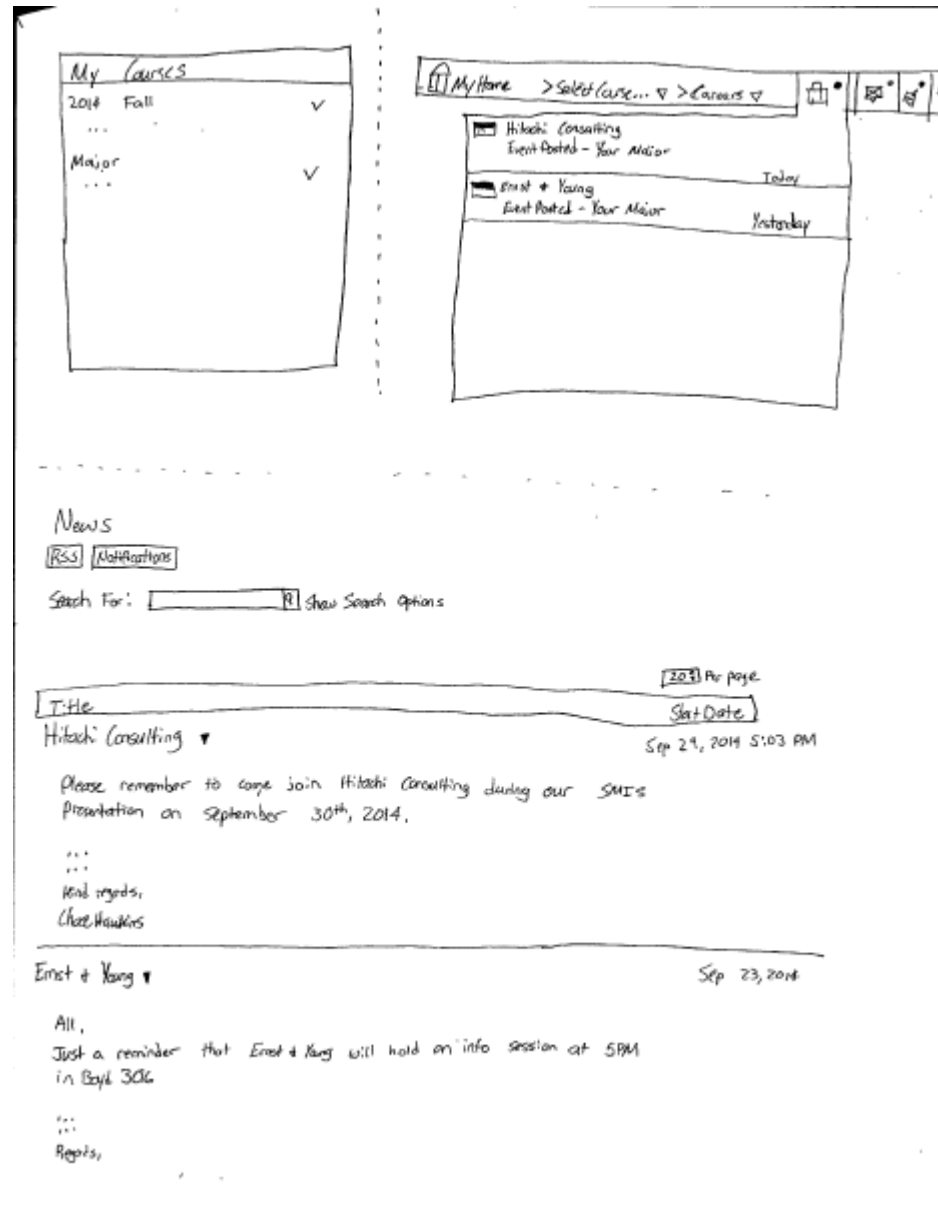
Social Networks

Twitter  LinkedIn

Contact Information

After the user verifies that the major listed is the intended major and has filled in the amount of preferred notifications to receive, the user can then return to the homepage of ELC. On the homepage, under the “My Courses” section, there will be a “course” that corresponds to the user’s major that will allow the respective department to send notifications of events and internship opportunities.

The user can click the briefcase icon to view all upcoming events or internship opportunities that have been posted. Once the user clicks on one of these events, it will take them to a page showing more information for that event/internship, and all other upcoming events/internships.



## Elc Design Justifications

The integration of the solution into a website already used by most students means the students don't have to learn another interface.

The consolidation of this solution and Elc puts more functionality into one place, solidifying Elc as a "hub".

The ability to control the amount of notifications they receive allows for each notification to carry more weight.

## Elc Strengths and Weaknesses

### Strengths

This solution is very visible to UGA students, as the students are forced to use elc as part of their education.

Since students regularly check Elc, the student will respond to notifications regularly.

This solution is congruent with the nuances of Elc, which means students wouldn't have to learn another interface to use this solution.

The user is allowed to limit the amount of notifications they receive per week.

### Weaknesses

If the student has professors who never uses Elc, the students would never discover this solution to begin with.

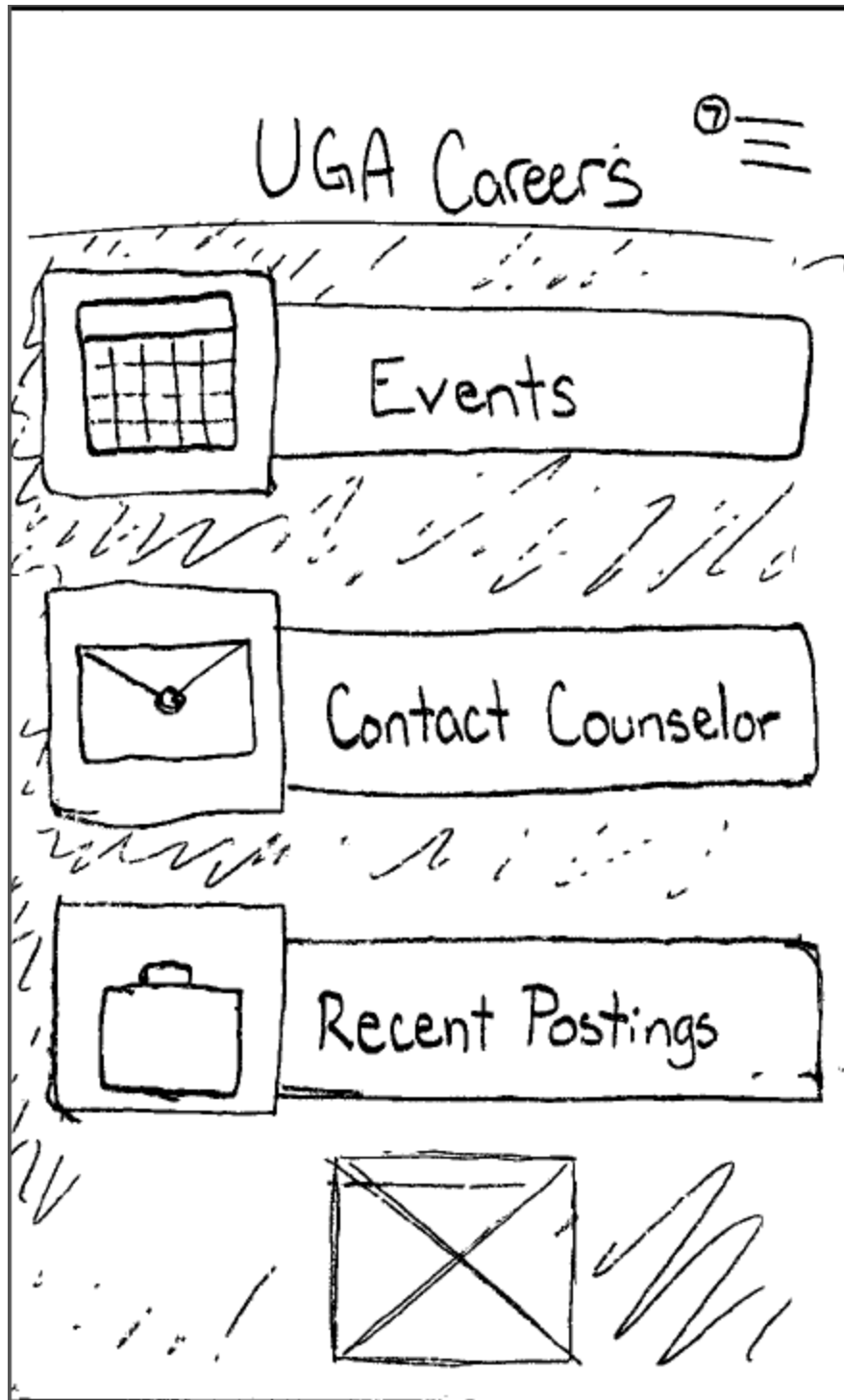
Changing major may be slow to update on Elc.

Elc does not have counselor information, which means the students have to look elsewhere to find counselor information.

## Design 2: Mobile Application

### Mobile Application Narrative

Our second design solution is an "all-in-one" mobile app that allows someone (student or nonstudent) to view upcoming career events and job listings. We introduced a simple, three-button home page that is uncluttered and aesthetically pleasing. An image of the home page is shown below.



If the user would like to view important Career Center events, then on the main page, the user would tap “Events”. This summons a list of events, as shown below, with the event's dates and names that can be sorted by Informational Session, Career Fair, or Resume Critique. Upon tapping a date, more information is displayed in a popup. This information includes the name, date, description, location, and an option to add to the user's calendar app.



# Event Calendar



• Information Session | • Career Fair | • Resume Critique

Oct  
12

Important Event

Oct  
13

Event Title

Date  
#

Nov  
14

Nov  
17

Nov  
23

Dec  
2

Dec  
4

Dec  
5



# Event Calendar



Information Session | Career Fair | Resume Critiques

Oct 12

Oct 13

Oct 17

Event Title

Event Title

## Important Event

This is an informational session with this company. They are looking to hire college students.

Oct. 12 2014  
5:00 - 6:30 pm  
@ Tate Student Center



Add to Calendar

Dec 2

Dec 4

Dec 5

If the user would like to contact a counselor, he or she would tap the "Contact Counselor" button on the main page. This pulls up a list of colleges that the user can select. Once a college is selected, the application displays information on the corresponding counselor. From this screen the counselor can be contacted by phone or e-mail.

< Contact a Counselor ≡

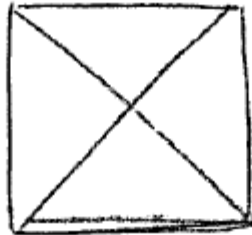
Select Your College

Alumni	>
Arts & Sciences	>
Business	>
CAES	>
Ecology	>
Education	>
Engineering	>





## Counselor



Laura Garcia  
Career Consultant For Computer Science



Send an Email  
email@yga.edu

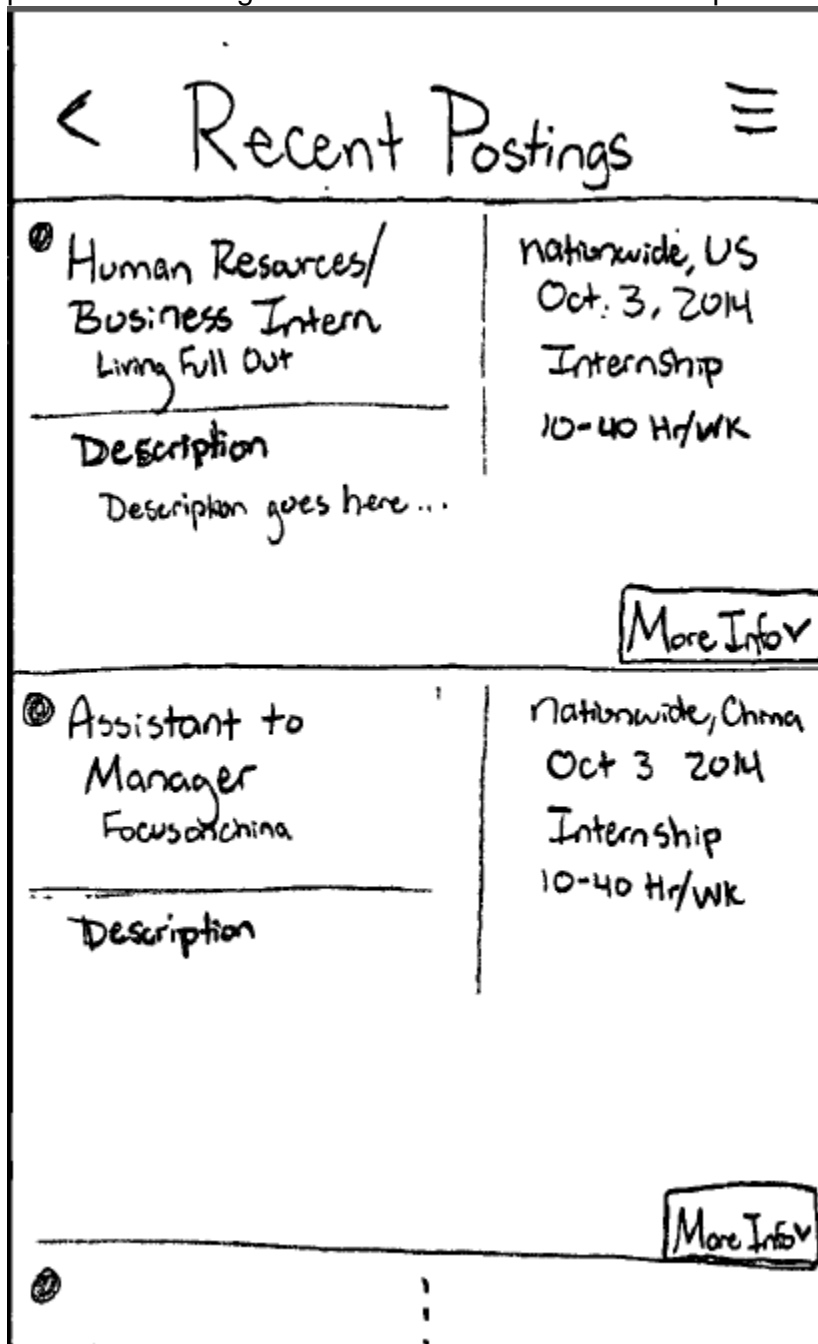


Call For Appointment  
(706) - 555 - 5555

Should the user attempt to access any feature that would require the user to log in to DawgLink, then the application will bring the user to the “Log In” page. These features include Profile editing or viewing and accessing or adding to Saved Listings.

If the user would like to view the most recent updates, then on the main page, the user would tap “Recent Postings”. This brings the user to a page that goes in chronological order from newest to oldest of recent job or intern postings. This contains the title, description, company, deadline, whether it’s a job or internship and how many hours per week it is for. In addition, for each posting, there is a “More Info” button that the user could

press in order to get additional information such as qualifications, location, etc.



If the user wants to search through the available positions, the user would have to click the dropdown in the top right corner and tap on "Job Search". This first brings the user to the "Job Search" page where it first shows the results most matching the user's profile. The user may view basic information on each listing and get more detailed information through the "More Info" button included with every listing. Scrolling down in this page presents the "Save Listing" and the "Apply" buttons. If the user taps "Save Listing", it saves the job to the user's listings and will push notifications if there is an update to the job. If the user taps "Apply", the user's resume from DawgLink if the user is logged into there and the

user have a resume. Should the user not have a resume on DawgLink, this button would be greyed out. If the user is not logged in and the user attempt to apply, then the application will bring the user to the "Log In" page. This brings the user to a "Filter" page that would allow the user to narrow down the user's search based on major, location, international, full/part time, function, and to exclude jobs already applied for. After the user hits "Done" to search, it brings up results according to the search options.

<div> <div>&lt;</div> <div>Job Search</div> <div>≡</div> </div>	
173 Results	Filter ▾
<div>Human Resources/ Business Intern</div> <div>Living Full Out</div> <div>Description:</div> <div>Description goes here...</div>	<div>nationwide, US</div> <div>Deadline</div> <div>Type:</div> <div>Hours:</div> <div>More Info ▾</div>
<div>Assistant to Manager</div> <div>Focus on China</div> <div>Description</div>	<div>nationwide, China</div> <div>Oct. 3 2014</div> <div>Internship</div> <div>10-40 Hr/WK</div> <div>More Info ▾</div>

<div> <div>&lt;</div> <div>Job Search</div> <div>≡</div> </div>	
173 Results	Filter ▾
<div>Human Resources/ Business Intern</div> <div>Living Full Out</div> <div>Description:</div> <div>Living Full Out Inc. is looking for two interns...</div>	<div>nationwide, US</div> <div>Oct. 2, 2014</div> <div>Internship</div> <div>10-40 Hr/WK</div>
<div>Submit both resume and cover letter for consideration.</div>	
<div>Location:</div> <div>Nationwide</div>	
<div>Desired Major(s):</div> <div>Business/ X- Undergraduate Majors/ General Business (B.B.A)</div>	

<
Job Search
≡

General Business (B.B.A)  
Desired Class Level(s)  
Sophomore, Junior, Senior  
Qualifications  
Skills should include:  
Ability to work independently and with a team  
Effective organization skills  
⋮  

Save Listing

Apply

Assitant to Manager  
Focus on China  
Description:  
We are specialized in...

nationwide, China  
Oct. 3, 2014  
Internship  
10-40 Hr/wk

<
Job Search
≡

Filtering

Done

Show me:

All Jobs & Interviews

Majors/Concentrations:

Jobs located within:
 (miles)  
of this Zip Code:
  
(Max. 150 miles)

Ignore International Jobs:

Yes

Position Type:

Full Time

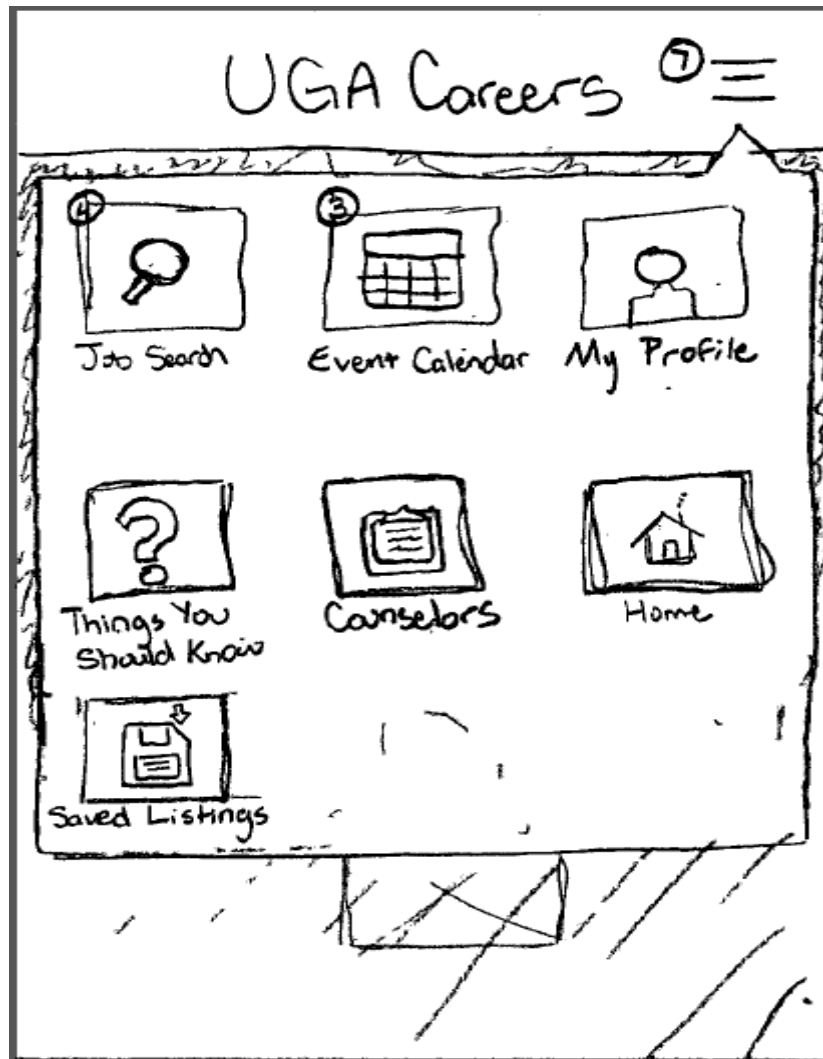
Job Function:

Business Operation

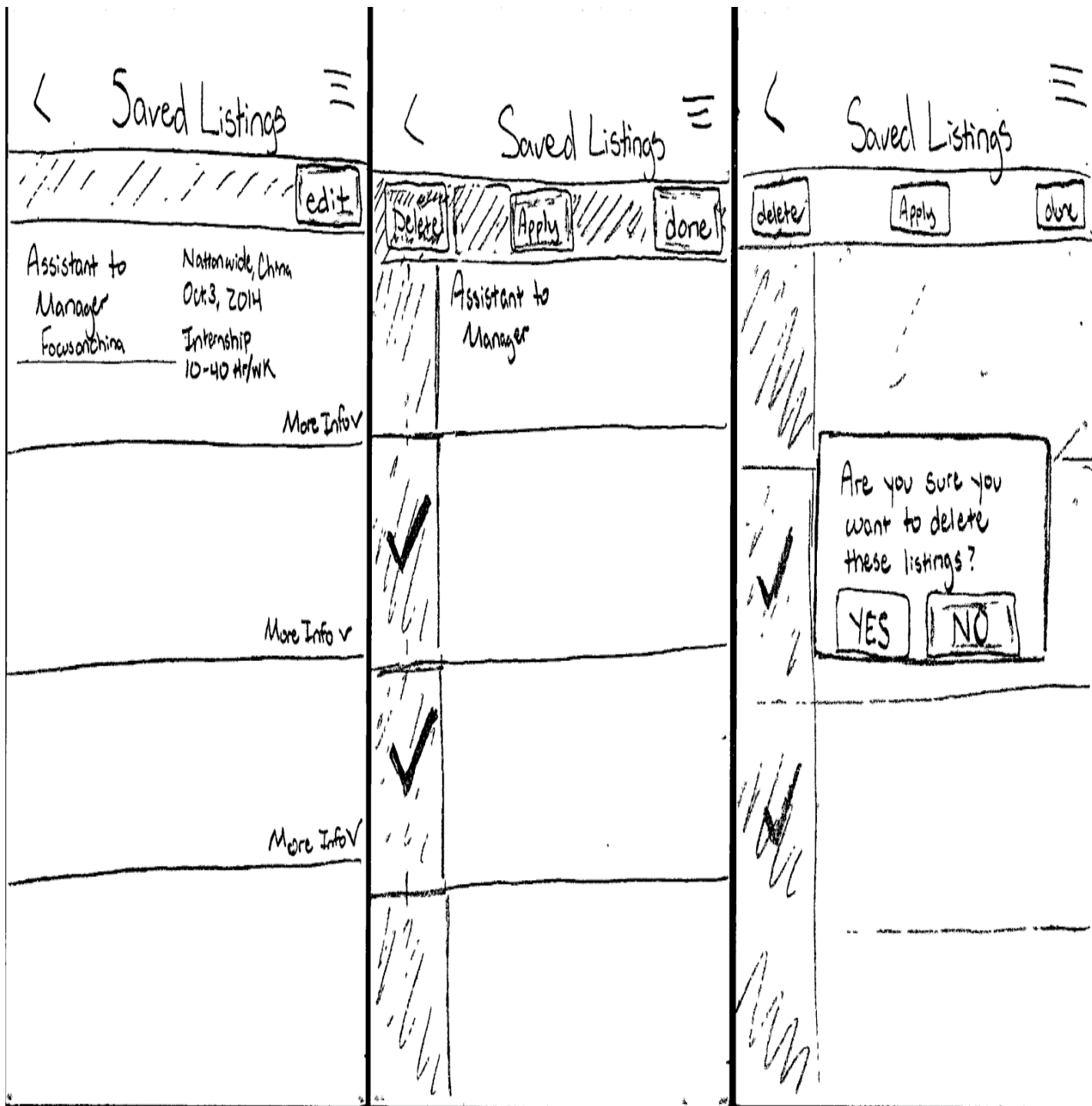
Exclude Jobs I've Applied for:

Yes

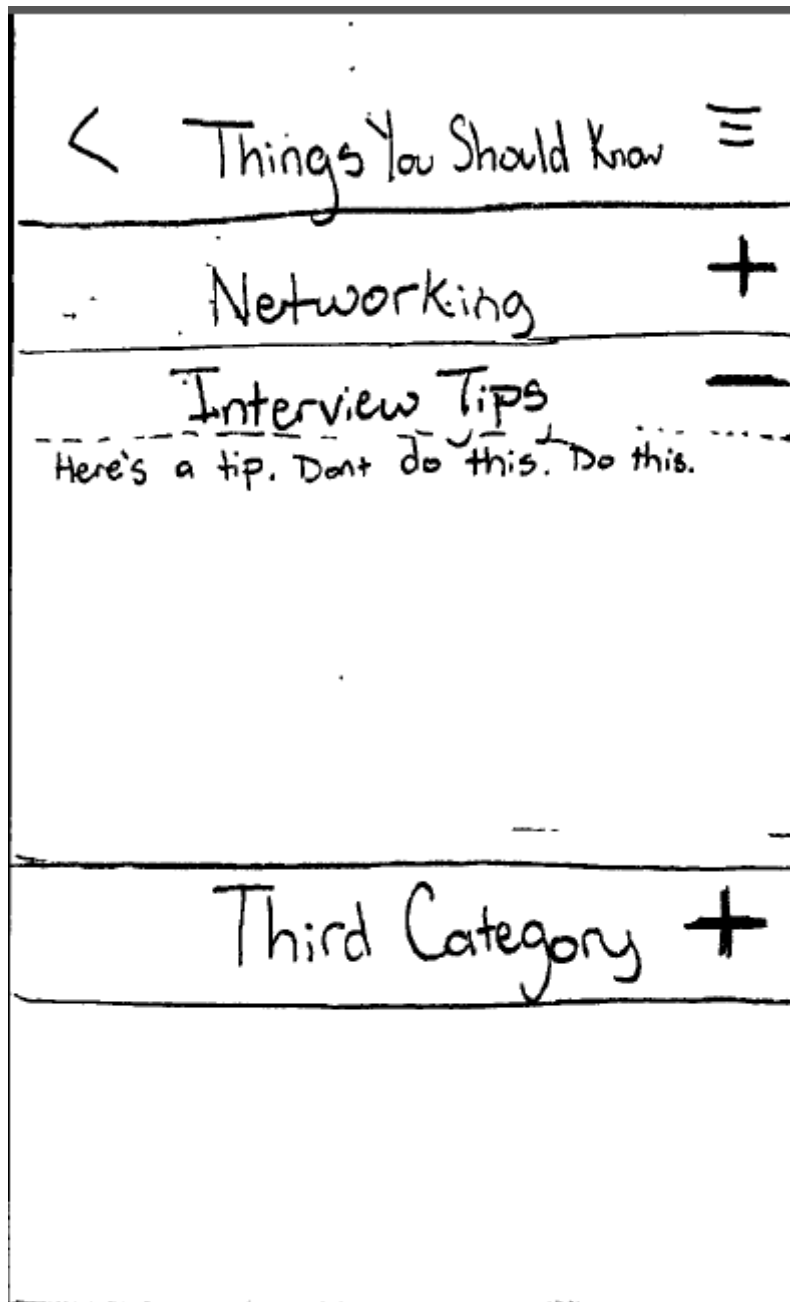
If the user would like to access the user's DawgLink profile and link it to the user's application, on the main menu, the user would have to tap the dropdown and then tap "My Profile". If the user were already logged in, this would bring the user to the user's profile page. If the user were not logged in, it will bring the user to the "Log In" page. On the profile, it allows the user to change the user's personal and academic information which would affect which listings would be shown to the user.



Let's say the user added a few listings and events to keep track of. The dropdown which is visible on all pages will have a notifications icon containing how many updates the user has not seen. Dropping this down would allow the user to see which items have new content. The user may also access saved listings by going to the dropdown and tapping "Saved Listings" which lists the job listings the user has saved. This page displays all saved listings, the user's basic information, along with the option to display more information. In the top right is an "Edit" button that will change the header to display the buttons "Delete", "Apply", and "Done". Here, the user may tap the listings the user would like to select, then tap either "Delete" or "Apply". This will pull up a dialog box confirming whether or not this is what the user really wants to do. After the user is done, the user will tap "Done" to bring the user back to the Saved Listings page.



If the user would like general information regarding the process, on the main menu, the user will tap the dropdown, then tap on "Things You Should Know". This will bring the user to tabs with general topics which the user may tap to dropdown additional information regarding the topic.



Any updates the user selected to receive will be pushed to the phone.

#### Mobile Application Design Justifications

The home page contains the functions a new user would most likely need the most. The majority of the functions is in the dropdown menu, since the functions within would be more useful to an experienced user.

The logo on the home page is on the bottom to reduce clutter.

Some of the affordances provided to the users are the icons attached to the buttons on the home page and dropdown menu.



The event calendar only displays dates on which events take place instead of displaying a full calendar. This is to reduce clutter because events don't happen every day.

Counselors are arranged by the college they are associated to to facilitate finding the correct counselor.

We included the recent postings page to facilitate discovery and to reduce stagnation.

## Mobile Application Strengths and Weaknesses

### Strengths

As the user selects what the user receive updates for, the system will push notifications to the user in a small enough volume where the user wouldn't ignore the notifications.

Since this is on mobile, it allows the user to easily check on the user's interested listings and events on the go.

Since the application pulls information from DawgLink, the user would not have to enter the user's information again specifically for the application.

The event calendar allows the user to easily save important events to the user's phone's calendar.

The dropdown allows access to all aspects of the app in just two taps.

### Weaknesses

It may be hard for the user to look through the job listings if the user's search is too broad, as each listing would be fairly large. It doesn't lend to comparing listings easily.

An unmotivated student would not download and use this app.

Requires the student to seek and download the app.

The detailed information for a job may be so long that it is hard for a user to see the entirety of the listing.

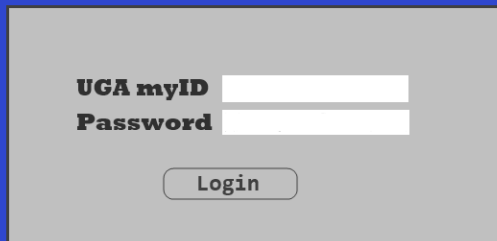
This solution requires the student to own a smartphone.

## Design 3: Career Preparedness Course

Our third design alternative is an informational awareness course that can be provided and distributed by departments on campus. It will function similarly to the Alcohol and Drug Awareness course, but should not be mandated for all incoming freshmen. It can instead be mandated by departments as a degree requirement to graduate. This course should be available to all grade levels to take if they choose, but departments should not start pushing it until a student has reached 60 hours. At this point, the students should receive notification through e-mail or eLC that they must complete the course.

The course can be made available to students through either a department's website, a module that can be taken directly through eLC, or some other method at the departments' discretion. For a student to access the course, they will first have to login with their UGA myID so the department can verify that the student has completed the course.

# Career Preparedness Program



UGA myID   
Password

Once logged in, the student is met with a welcome screen that provides some introduction text.

# Welcome!



- Welcome to the UGA Career Preparedness Program.
- This course is designed to help you learn how to help yourself.
- We here at UGA want our students to have the best opportunities possible when they graduate.
- To help with this UGA provides several useful services that you may not know of.



This page provides some context for the course and informs the user of what lies ahead. The layout seen here is the format that all subsequent slides will use, with a section title on top, a graphic section to the left, and a text section to the right. The forward and back arrows in the bottom right are used to navigate through the program.

So, once the user is ready to move forward from the login screen, he or she can click on the right arrow and proceed to the next section. The flow of the program can be seen in the following sequence of images.

# Jobs

UNIVERSITY OF GEORGIA Quicklinks Search UGA

**CAREER CENTER**

Job Search Resumes Interviewing Majors & Careers Graduate School Resources Search Career Center

Job Search

- Jobs
- Internships
- Avoiding Job Scams
- Networking
- Correspondence
- Salary & Negotiation
- Gap Year Options
- Government
- Nonprofit
- International

### Job Search

**Your Role in the Career Services Process:**

1. You must assume ownership and responsibility for your career development and job search process.  
The process of career development – from career exploration to the job search process – is a partnership in which you must take an active role. Using your Career Center to find a job is like using your gym to get in shape. You can't just snap your fingers and you're physically fit... you have to exercise. Lift weights, run laps, and work out. Likewise, you need to "work out" at your Career Center. Your Career Center workout may consist of registering for DAVIDLink, meeting with your Career Consultant, and attending programs on resume writing, networking, and the job search. By partnering with the Career Center, you'll be able to enhance your career development skills and, ultimately, become more successful in your job search.
2. You must provide accurate information about your academic work and records, including courses taken, grades, positions held, and duties performed.  
You can, however, refuse to provide an employer with specific information about any job offers you may have received from other employers. You do not have to name the organizations that have made you offers, nor do you have to provide specific information about what salaries you've discussed with those organizations. Instead, you can give broad responses to such questions, naming types of employers—"I've interviewed with employers in the retail industry"—and offering salary ranges rather than specific dollar amounts—"The salary offers I've received have been in the \$25,000 to \$30,000 range." Incidentally, it's in your best interest to research salaries and to let employers know that you have done so.
3. Be honest.  
Conduct your job search with honesty and integrity. Do not lie or stretch the truth on your resume, applications, or during any part of the interview process.

- 1 The Job search section provides a ton of key information for landing that perfect job or internship.



# Jobs

**Job Search**

- Jobs
- Internships
- Avoiding Job Scams
- Networking
- Correspondence
- Salary & Negotiation
- Gap Year Options
- Government
- Nonprofits
- International

**Job Search**

Your Role in the Career Services Process:

- You must assume ownership and responsibility for your career development and job search process.
- You must provide accurate information about your academic work and records, including courses taken, grades, previous jobs, and career preferences.
- You are, however, asked to provide an overview with specific information about any job offers you may have received from other employers. You do not have to leave the organizations that have made the offer, nor do you have to provide specific information about what salaries you've discussed with those organizations. Instead, you can provide responses to such questions, listing titles or employers. The information about employers in the same industry – and offering salary ranges rather than specific dollar amounts – The salary offers we received from some of the 100+ employers in the region. "Incredibly, it's your need interest to research salaries and to let employers know that you have done so.
- Do better. Consider your job search with honesty and integrity. Do not lie or cheat the truth on your resume, applications, or during any part of the interview process.

- 1 The Job search section provides a ton of key information for landing that perfect job or internship.
- 2 Clicking on the jobs section will give you detailed information on different types of positions you can apply for.



# Jobs

**Jobs**

- Jobs
- Full-Time
- Part-Time On-Campus
- Part-Time Off-Campus
- Part-Time Federal Work-Study
- Internships
- Avoiding Job Scams
- Networking
- Correspondence
- Salary & Negotiation
- Gap Year Options
- Government
- Nonprofits
- International

**Jobs**

To begin with, it may be helpful to review our guidelines on "Your Role in the Career Services Process."

It is highly recommended that most students utilize USA's job board - [USAJobs.gov](#) - as their primary resource when searching for jobs, part-time work, or internships. USAJobs.gov is accessed online through the USA Career Center homepage.

There are a variety of other online job boards that may also serve as helpful resources for job seekers. However, it is important to remember that many of these job boards are heavily utilized and may increase the amount of competition you face in the application process. A good strategy is to look at job boards that are more specific to your industry or professional interests. For example, some job boards are operated by local, state, and national professional organizations or postings that are specific to one company or geographic region.

Listed below are some of the top job boards recommended to students at The University of Georgia:

- [Indeed.org](#): Indeed is a large job board with information on a wide variety of internships, temporary jobs, and volunteer opportunities throughout the world.
- [USAJobs.gov](#): The best resource for information on federal jobs. USAJobs features job-bids sourced from a wide range of government agencies and a wide number of government agencies.
- [LinkedIn.com](#): LinkedIn is a professional network site that offers a wide range of job opportunities.
- [LinkedIn.com](#): Search and browse job postings from a wide variety of companies and it is your LinkedIn account to access the "JOB" page.

For more information, contact your career consultant and/or visit their resource page to find suggestions specific to your area of interest.

- 1 The Job search section provides a ton of key information for landing that perfect job or internship.
- 2 Clicking on the jobs section will give you detailed information on different types of positions you can apply for.
- 3 In this section you can learn about full-time jobs, part-time jobs, or even federal work-study programs.



# Jobs

**Jobs**

- Jobs
- Full-Time
- Part-Time On-Campus
- Part-Time Off-Campus
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- [USAJobs.gov](#): The best resource for information on federal jobs. USAJobs features job-bids sourced from a wide range of government agencies and a wide number of government agencies.
- [LinkedIn.com](#): LinkedIn is a professional network site that offers a wide range of job opportunities.
- [LinkedIn.com](#): Search and browse job postings from a wide variety of companies and it is your LinkedIn account to access the "JOB" page.

For more information, contact your career consultant and/or visit their resource page to find suggestions specific to your area of interest.

- 1 The Job search section provides a ton of key information for landing that perfect job or internship.
- 2 Clicking on the jobs section will give you detailed information on different types of positions you can apply for.
- 3 In this section you can learn about full-time jobs, part-time jobs, or even federal work-study programs.
- 4 You can also find links to helpful websites here such as [Internships.com](#) or [LinkedIn](#).



The formula that this program uses to progress through the information is basically to have images of the resources currently being explained, in this case the Job Search section of the Career Center website, and give numbered directions highlighting important information. This is done by using a red boarder to circle the place that a user would have to click or look to find the relevant information. The boxes have small circles in the top right containing a number. This number corresponds to the numbered directions that appear in the right-hand text section. The user can use the left and right arrows to go back and forth between the steps. Each time the user progresses to a new note, the forward arrow will be deactivated for a short period of time before it can be used again. The length of time is dependent of the step, but it will be no shorter than 10 seconds and no longer than 20. This progression can be seen in the four images overhead, and this formula is followed for the whole course.

The content of the presentation will primarily involve going through career center resources and helping people to explore DAWGlink. The Sections will be presented in the following order:

Welcome -> Motivation & Statistics -> Jobs -> Resumes -> Interviews -> Resources -> DAWGlink -> Contacting the Career Center

The Jobs, Resumes, Interviews, and resources section are going through the information and tools provided on the Career Center website. The DAWGlink section walks through setting up a profile, searching for jobs, and using resources native to the site.

To help ensure that students are actually taking in some amount of information out of the course there will be short quizzes after each section. These quizzes will be designed so that the user can not fail, but also can not proceed until the correct answer is given. The quizzes will ask questions related to the topics covered, but with answers not readily available on the preceding slide. This is designed to make the user actually go and visit the sites to find the answers which will help to reinforce the information from the course. Once the user completes the course, the program shows a conclusion, informs him or her that the course is completed, and terminates.

#### Design Justifications

- Timed next buttons encourage students to actually read the information as it is presented.
- Departments will not start pushing students to the course until 60 hours are reached because 72% of students respondents who held and internship in 2010 were either Juniors or Seniors<sup>1</sup>
- It is designed to be a one-time course because data gathered in student interviews suggested that being inundated with information from the Career center was ineffective. This solution informs the students without becoming too intrusive.

- Quiz answers come from outside of the program because it forces student to actually at least visit the resources being discussed. This will help to combat potential apathy towards the course. Mandatory courses such as this can be seen with contempt, and consequently not take seriously.
- The courses two windows, the graphic and the text instructions, are there to provide the clearest guide possible when going through the information.
- The overall point of the course is to combat the general lack of knowledge about these resources we discovered during our requirements gathering. This is a relatively simple and nonintrusive way for us to deal with this problem.

### Strengths

- Departments can guarantee that the students are at least aware of the resources
- Course can be retaken as a student wants
- Can help less tech-savvy students understand and use the available resources.
- Quizzes force at least some retention of information from the course.

### Weaknesses

- Can not guarantee that the student has taken the course seriously
- Does not provide incentives to actually use the resources covered
- Jumping between the course and the website feels disconnected
- Would need to be updated whenever the resources are changed

### Sources

[1] [http://career.uga.edu/job\\_search/internships/](http://career.uga.edu/job_search/internships/)