

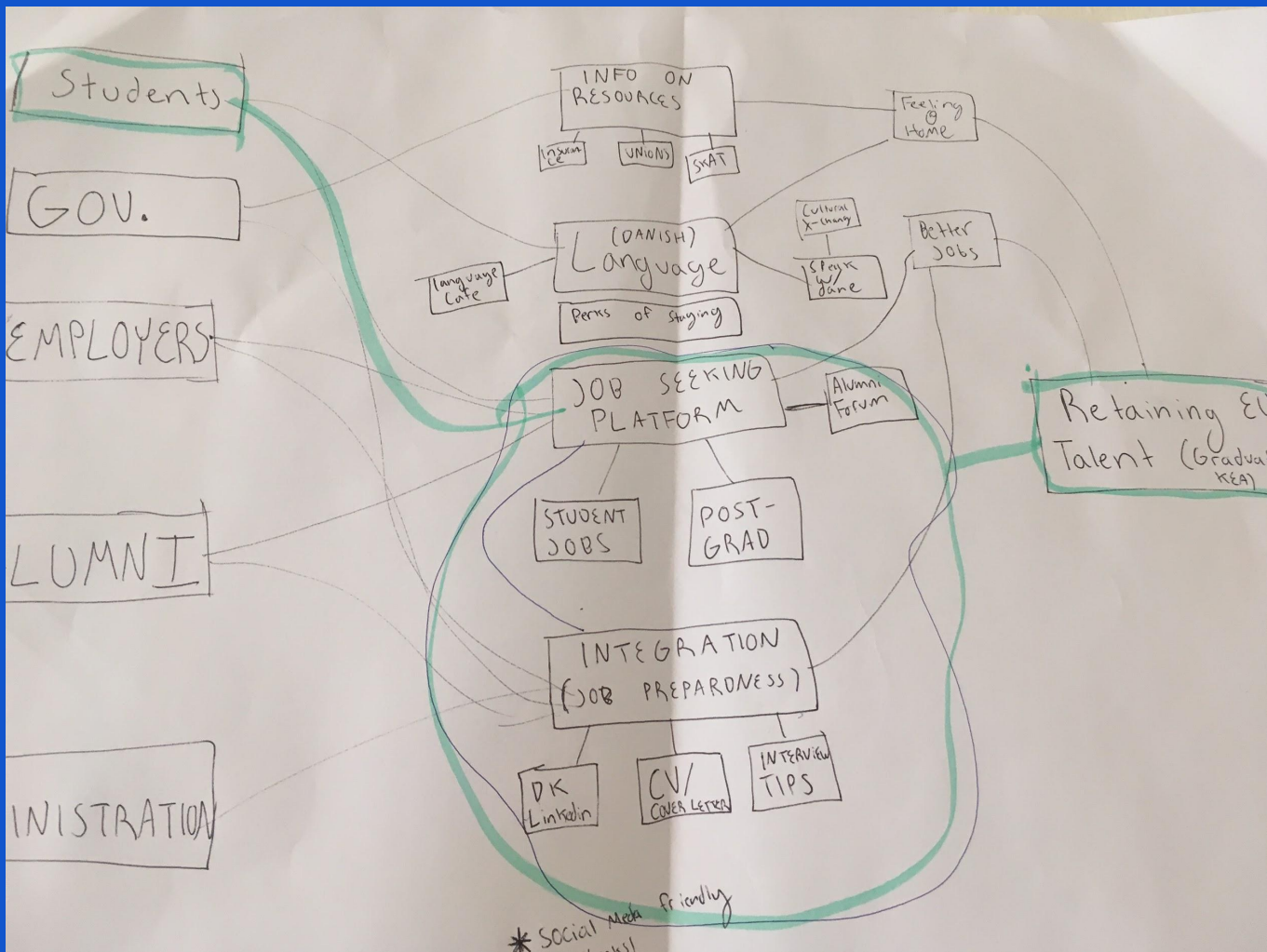
Google Design Sprint

Team ILL



Day 1

Map



Map Process

Our primary goal boiled down to jobs, we started with wanting to retain students in Denmark after graduation but after multiple expert interviews we realized our key way of obtaining that goal is to facilitate students to get a job after graduation.

We then knew it would be our focus to find a way to integrate job tips and a job searching platform into the current fronter.



Day 2

Sketch

Search bar
&
Filters

Frontier wants
to work for u

mobile → background

login

name:

password:

☐ Connect with
Linked In

JOB SECTION
NEWS FEED

JOB
OFFERS

TIPS

ALUMNI

Newsfeed	Student ID
<input type="checkbox"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>

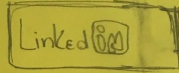
Search Portal

Frontier

Front Page of
KEA FRONTIER
JOBS

"TIPS"
Section

FRONTEND > Jobs



Create new account

TRAINING TOPICS NEW

- feed with news and jobs, you have to login to have access

→ login page (on kea portal page / front)
both Alumni and students can login
using their linked in profile
(if not, will have to create linked in
profile to login) → click login (auto save)

→ new student / create new

* ALUMNI → can access from
the KEA home page also
linked in account

redirects to
create new account

KEA > Jobs

FRONTEND

Schedule

Mind - files

Jobs - click

KEA Connect

ALUM.
→ stud.

→ constantly
changing

FRONTEND > KEA Connect

TIPS

- Cover letter *
- CV
- Interview Questions

Posts on fb on twitter
... ..

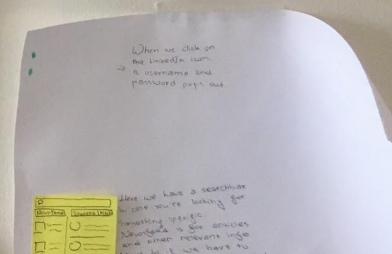
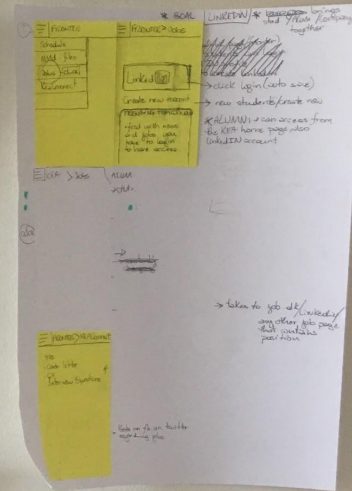
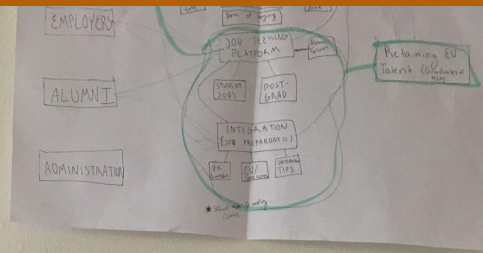
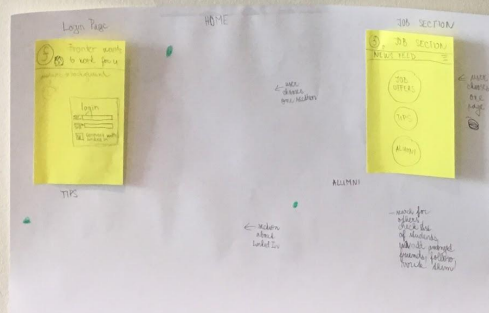
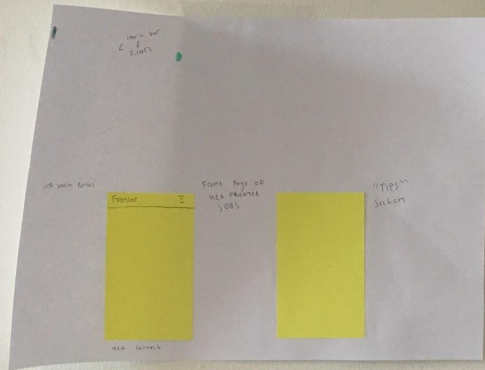
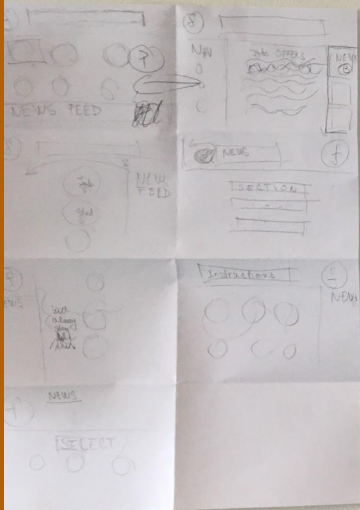
* GOAL

LINKED IN

* create ALUMNI
stud. / ALUMNI
together

ALUMNI
stud.
ALUMNI
stud.
ALUMNI
stud.

→ takes to job .dk / linked in
any other job page
that contains
position



Sketching Process

We individually sketched solutions based on our map and narrowed goal. It was an interesting exercise working alone while still in a “group.” It brought a lot of ideas to the table.

We then focused on explaining our rationale behind our own sketches and narrowed down a better idea of what we really were after in order to make our prototype.

That is where the decision making phase began...



Day 3

Decide

Frontier

JOBS

TIPS

KEA CONNECT

News

CHOOSE A SECTION

NEWS FEED

HOME

SCHEDULE

STUDENT AFFAIRS

LINKEDIN

CV/COVER LETTER

INTERVIEW

NEWS FEED

LINKEDIN

CV/COVER LETTER

INTERVIEW

ALUMNI

NEWS FEED

CHAT

WELCOME

FRONTIER > Jobs

LOGO

POSITION

REQUIREMENTS

APPLY

KEA Logo

Job Seeking

Linked

Go

Linked IN

NEWS FEED

HOW TO CREATE

HOW TO USE IT?

JOB OFFERS

WHAT TO POST?

Frontier

CV

Cover

10 Interview Tips

1

2

3

>> Fronter

LinkedIn

Connect with LinkedIn

username@UNI-Login

password

GO

KEA

>> Fronter

Schedule

MMD

New
@
KEA

Jobs
(career)

+

Contact

>> Fronter, Jobs

Job Portal

KEA Connect
(community)

Tips
(career Tips)

>> Fronter, Jobs, Job Portal

Filters

IT Support

Visual Designer

Store Manager

Merchandise Intern

Building Architect

>> Fronter, Jobs, Job Portal

Filters

Status

Job Type

Graduate

Student

Area

Technical

Digital

Design

Build

Full-Time

Part-Time

Internship

Merchandise Intern

Building Architect

>> Fronter

IT SUPPORT

Description

Requirements

Share This Job

APPLY

>> Fronter, Tips

CV

Cover Letter

10 Interview Tips

>> Fronter, KEA Connect

/Patrick Zcool Header

/zachybuckels Job @ KEA

Contact @ 123@gmail.com

/Patricia76 Maersk Interview Tips

Enter Text

Decision Making Process

This is where things got a little tricky. We needed to narrow down all of our sketches into a focused user experience choosing only a few ideas to stick with.

After much deliberation we had a clear idea of our user flow and started our final storyboard.

After the storyboard was complete we brought in a few expert eyes to give some feedback for last minute changes prior to our prototyping.



Day 4

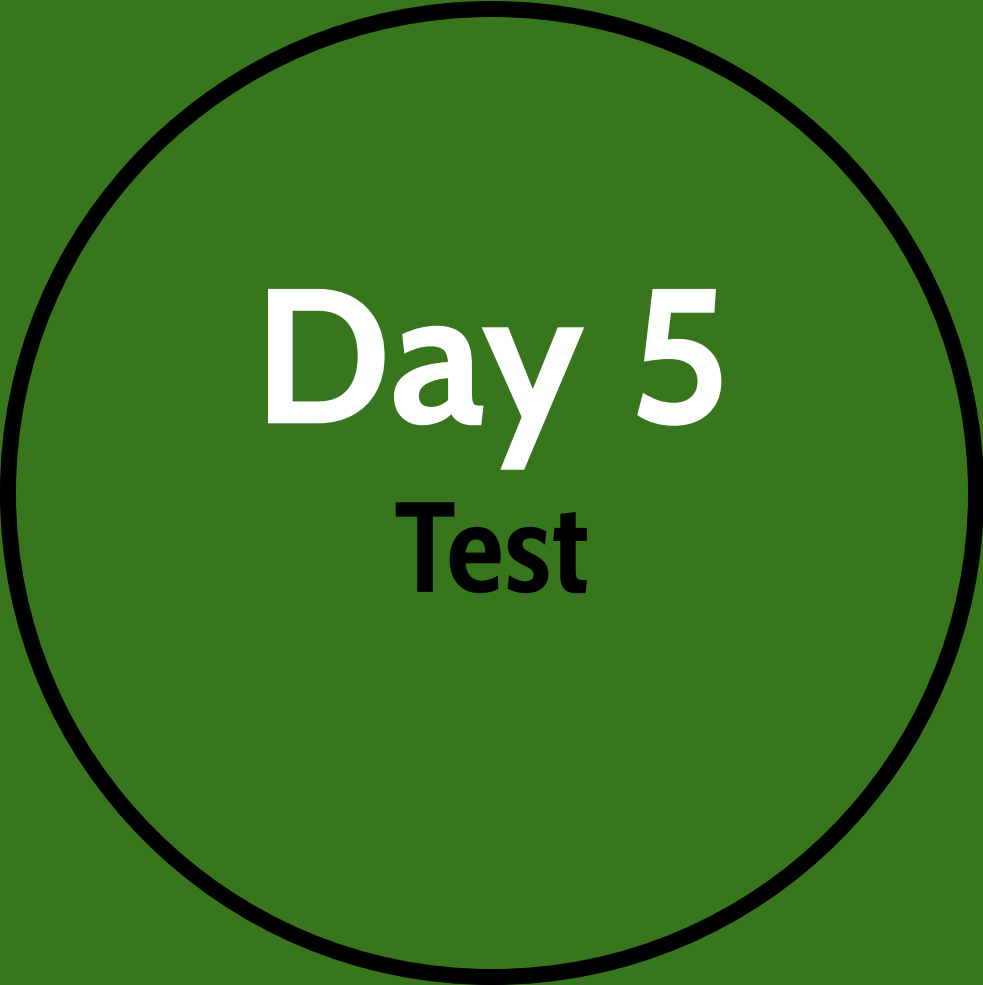
Prototype

Prototype Process

We ran into a few more obstacles this day as a result of us all managing to get sick around the same time.

Luckily two group members stepped up and made two beautiful prototypes which were based off all our cumulative work and feedback up until that point.

Each prototype encompassed our goal which made it difficult in making a decision of which to stick with.



Day 5

Test

Testing Process

As a continuation of the previous day we still had members out sick.

Yet again, two awesome members stepped up and the testing commenced. After crafting five questions to obtain as much information as possible in a short period of time we received lots of feedback.

Our prototype was overall well received but we also had some glaring issues that were revealed during user testing.

Our Test Script

- Can you introduce yourself a little bit? Your age, your programme, etc.?
- Are you planning to stay in Denmark and find a job after finishing your studies?
- What do you think about Fronter? What do you use it for? Would you prefer to use a different system for students or will you be up for making some changes on Fronter?

Start UX

Thank you. Now we can move on to opening the prototype. Already have a username and password inserted. Try to login now.

- Was there any other option to login? Which? What do you imagine will happen if you choose another option?

What can you see now? Try to find a job-related section.

- How many options do you have here? What do you think they represent? What do you expect?

Try to find a place where you can connect with other people that are a part of KEA.

- Can you describe what do you think you can do and find on this website?

Try to come back to the KEA Careers. Let's see what we can find in Career Tips.

- Do you think it is a relevant section? Why do you think about it? Your impressions?

Try to come back to the KEA Careers again. And open the last section.

- What can you find here? How can you orientate here?

Open the Filters and select your preferences. Pick the job position in Danish grocery store.

- Do you find information that you are provided with useful? Would you change something?

Summation

- What do you think about an overall look of this website?
- What about the navigation?
- Would you like use a Fronter with these changes?
- Any other comments or tips?

Summary of Results

Mostly prototype usability issues, not linking correctly and bringing the wrong impression in between the wireframes – navigation issues due to the lack of wireframes in order to have a smooth, real time, transition. Also lack of important, fundamental elements, such as sign out option, or an easy burger menu.

Solution

Implement burger menu, adjust filters, add transition wireframes, add simple elements such as Log Out and Go (login/ logout), elaborate Tips section.

Check out our Prototype

<https://xd.adobe.com/view/9587bfa5-791c-4b48-609c-391bd1fba6ea-e3b6/>