



# Telling a **Developer Story**

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Narrowing Down



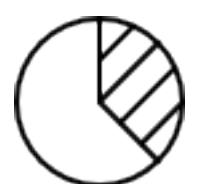
Research Questions



Flow Model & Research Plan



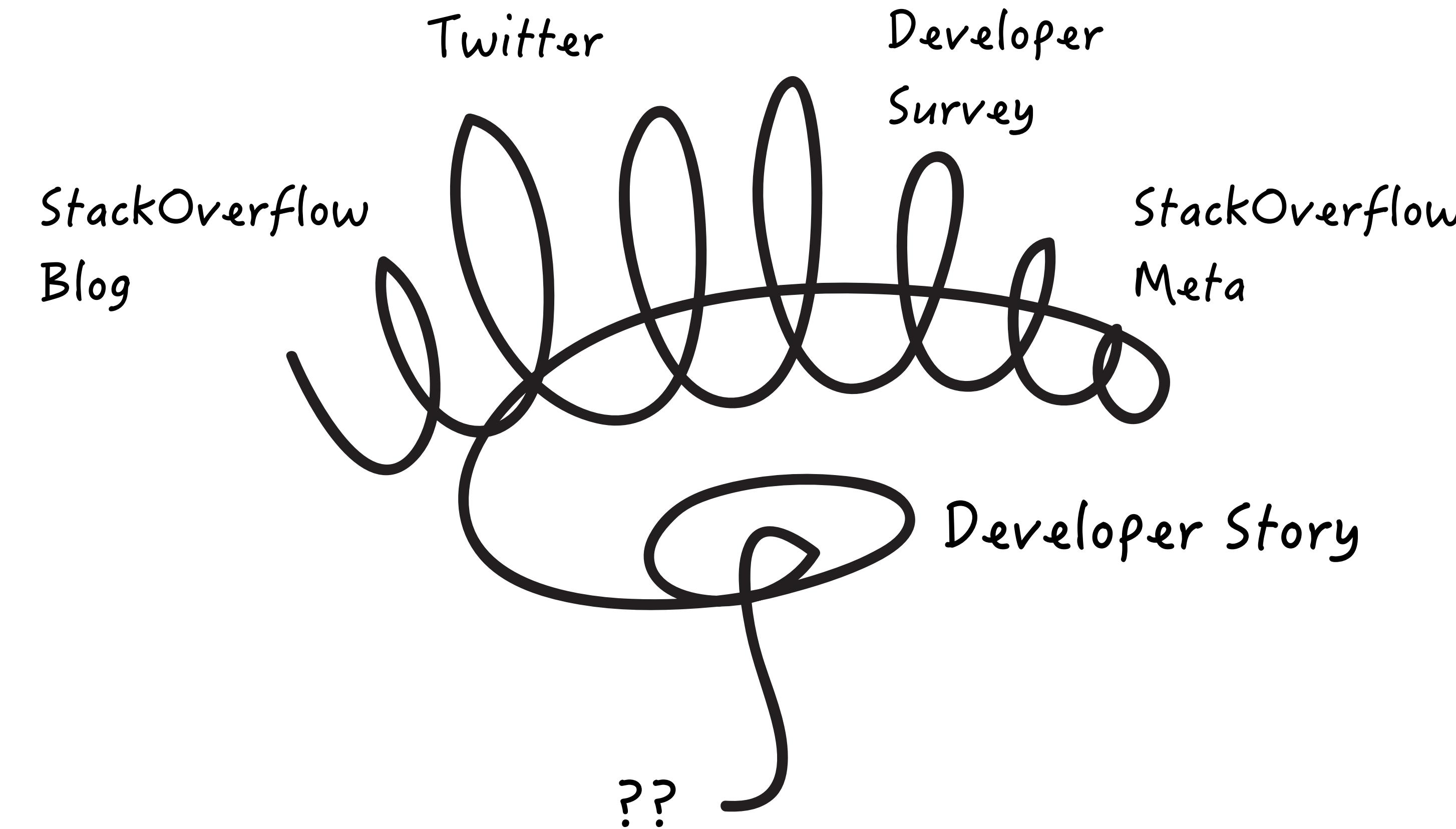
Research Design

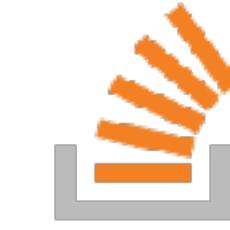


Possible Deliverables



## Narrowing Down





[Top Navigation redesign A/B Test proved that]  
Clicks to Jobs increased by 99%  
(an expected 15% increase in overall Jobs traffic)

– Kurtis Beavers

StackOverflow Blog, “How Stack Overflow Redesigned the Top Navigation” 14 Feb 2017



Stack Overflow launches "Developer Story". Pretty cool.  
#developer #stackoverflow

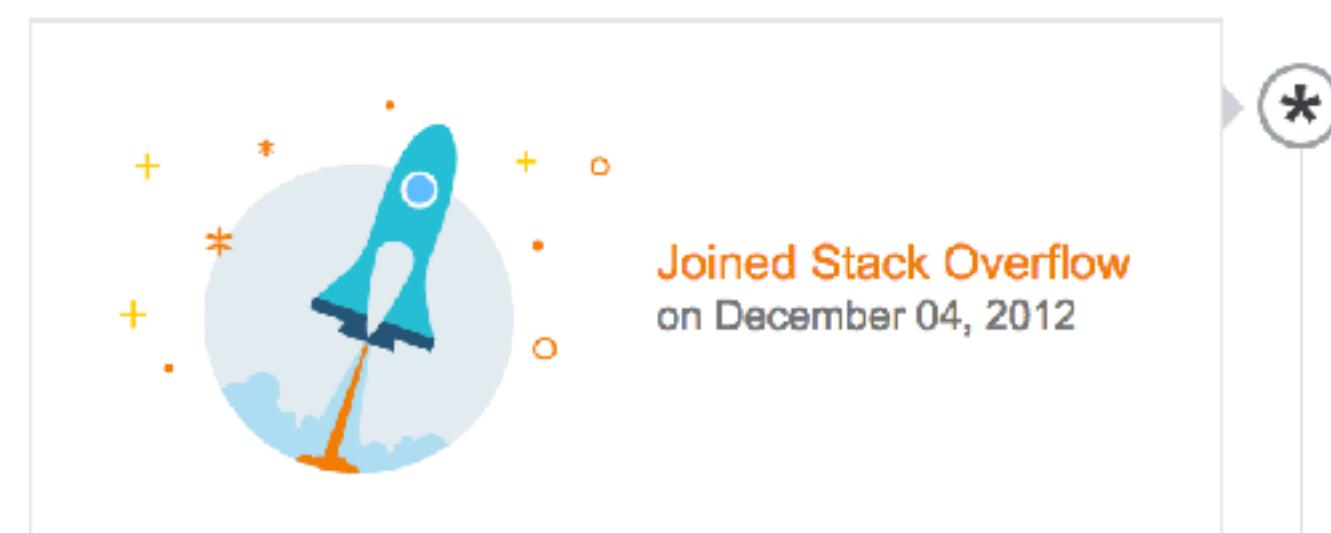
– Developer000000

Twitter, 23 Nov 2016



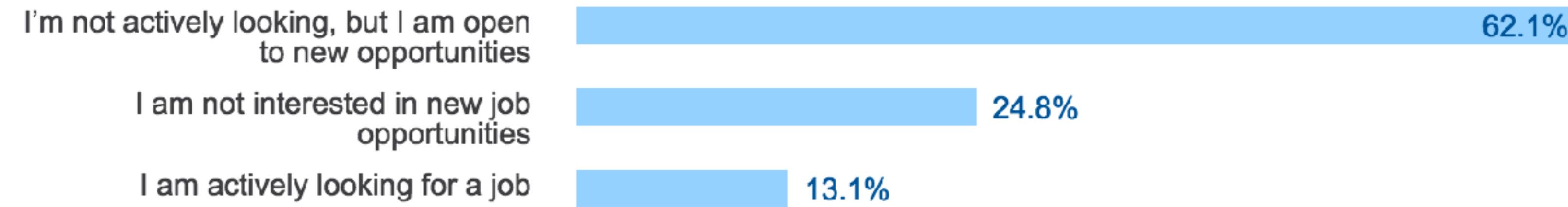
I want to work with

python javascript gis





## Job Search Status



– Developer Survey 2017



What if I'm NOT Rear Admiral Grace Hopper, but a regular developer? What does Developer Story do for me?

– DVK

StackOverflow Meta, 14 Oct 2016



## Research Questions

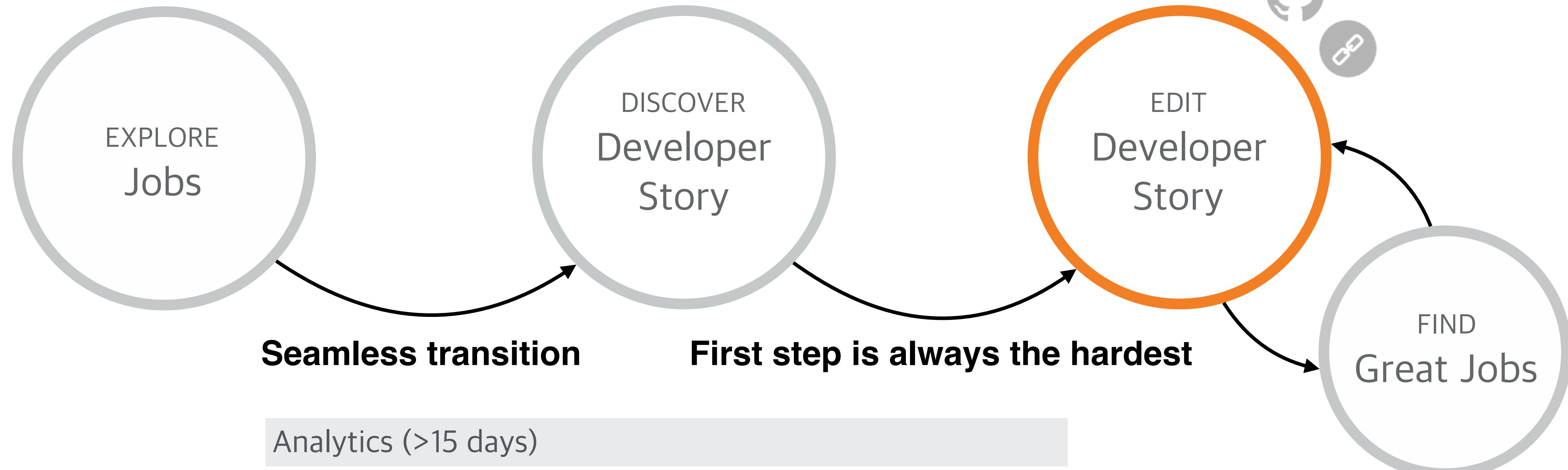
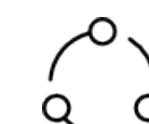
1

What are the **actions** the users are taking after landing on the **Jobs** tab and why?

2

What are the **factors** that motivate users to start (and complete) their **Developer Story**?

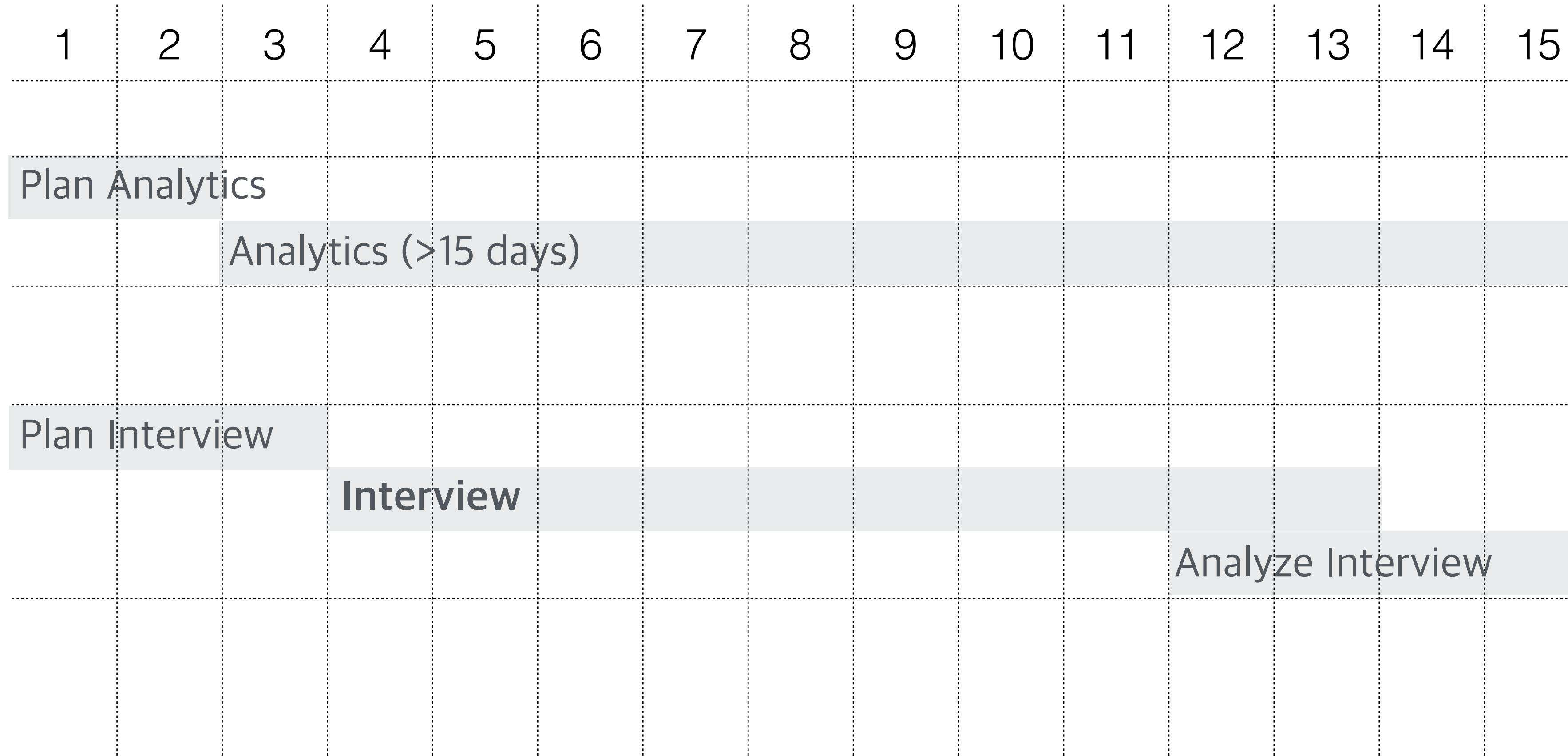
# Flow Model & Research Plan



Interview (15 days)

Usability Study (After 15 days)

# Research Plan for 15 days





## Research Design

### Analytics (>15 days)

To gain objective data on user behavior in large quantity



Registered users with hidden or not established Developer Story



1. Immediate actions on Jobs
2. Clicks before landing on Developer Story
3. Engagement in Developer Story



# Research Design

## Interview (15 days)

To gain insights from diverse perspectives (Usefulness)



1. Registered users
2. Two groups: with or without Developer Story
3. Diverse demographic (level of expertise, confidential work, etc.)
4. Fluent in English; > 18 years old



1. Remote, video conferencing
2. Semi-structured
3. Personal experience spanning from visiting Jobs to actually getting a job - How does DS fit in or not fit in?



## Research Design

### Usability Test (>15 days)

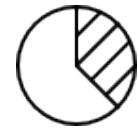
To discover the function and interaction difficulties (Usability)



Registered users with hidden or not established Developer Story



1. 1-1 Remote, video conferencing
2. Task: Enter data to Developer Story
3. Same task but different sets of dataGiven data
  1. Personal data
4. Between-subject
5. Conduct similar interview after the test



## Possible Deliverables

Click number and types in Jobs before Developer Story

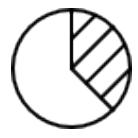
Percentage of users editing DS out of users visiting DS

Interviewee behavior and demographic relationship

Interviewee behavior pattern without demography

Actionable insight/summary notes from interview data

# Possible Deliverables



Welcome to Stack Overflow  
**JOBS**

Whether you want to sit back and let us show you recommendations or search yourself, we make it easy to find your dream job.

**Get started** Learn more »

**Personalized job matches**  
Want to work remotely? Find Ruby jobs? Your job recommendations are customized to your needs.

**Salary, tech stack, and benefits**  
Your time is valuable. We show you facts without the fluff.

**No recruiter spam**  
You'll always know the hiring company when an employer messages you.

search jobs search companies

Search all jobs Located anywhere Create alert

Are you actively looking for a job?  
If you set your job search status to **actively looking**, we'll accelerate your matches.  
Update status  
I'm still open, but not actively looking

2,568 results Sort by: matches

**FEATURED**

★ Software Engineer, Front End Equity  
Grata Data New York, NY  
reactjs user-interface javascript d3.js node.js

3w ago

★ Product Engineering Intern  
Macy's New York, NY

5d ago

1 Recent Search clear

703 intern jobs

0 Favorites

## Profile or Developer Story? Confusing terminology

User could not link the term Developer Story to the ‘profile’ he thought he needed to update for “Personalized Job Matches.” He struggled to find the link, despite of the fact that there are three different ways. Developer Story button itself doesn’t give enough information.