

# Joshua Pekera's Résumé

UX Documentation

prepared for **Luckie** 

# Bonjour!

I put this documentation together to demonstrate my process for creating products with UX methods. Every product is different, but I believe in order.

[◀ Go back to my site](#)

EDIT THIS

# Luckie Résumé UX Documentation

MODIFICATION DATE	Tue May 15 2012
CREATOR	Joshua S Pekera
FILE NAME	Luckie Résumé UX.graffle
DESCRIPTION	This is a UX Design of the responsive résumé I will submit to Luckie & Co.
VERSION HISTORY	1.0

Strategy

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Communicate	6

Surface

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Strategy

Section

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Summary

Summary of overall strategy goes here

What do I want to get out of this product?

Product Objectives

1.

Present my résumé to Luckie as an applicant for a UX Designer position.

1.1

Lorem ipsum dolor sit amet consectetur nonummy lorenzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat.

1.2

Si quaedam nimis antique, si peraque dure dicere credit eos.
2.

Communicate my expertise in a range of skill sets pertaining to strategy, branding, design, technology, emerging media and UX.

2.1

Lorem ipsum dolor sit amet consectetur nonummy lorenzino. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis comparet, errat.

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3.

Encourage users to engage, share and influence others to view my résumé using social media.

3.1

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4.

Communicate my process for crafting products with user-centered design methods.

4.1

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4.2

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5.

Communicate my personal brand and style.

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6.

Communicate my beliefs pertating to quality work and team collaboration.

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What do the users want to get out of this product?

User Needs

1.

Find out what position this candidate is applying for.
2.

Determine what this candidate can bring to Luckie's team.
3.

Evaluate candidate's education, experience, background and portfolio.
4.

Download a hard copy of candidate's resume
5.

Obtain contact information for the candidate.
6.

Review candidates process for making the site along with the documentation.
7.


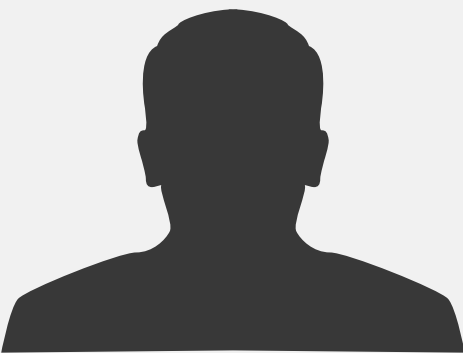



Download the shared tools and goodies.
8.

Leave comments and feedback
9.

Share the site on social networks and with others at Luckie.
10.

Look at the candidate's social profiles.
11.

Access this site on a mobile device.

					
Name	Melissa	Bill	David	Seth	Amanda
User Type	Primary Target	Primary Target	Primary Target	Secondary Target	Influencer
Age Occupation Gear	Age: 35 Occupation: Human Resources Director Gear: Windows or Mac IE, Chrome or Safari Broadband, iPhone or Droid	Age: 40 Occupation: VP/Director of Digital Development Gear: Windows or Mac IE, Chrome or Safari Broadband, iPhone or Droid	Age: 35 Occupation: VP/Director of Digital Content Gear: Windows or Mac IE, Chrome or Safari Broadband, iPhone or Droid	Age: 30+ Occupation: VP/Director of Accounts Gear: Windows or Mac IE, Chrome or Safari Broadband, iPhone or Droid	Age: 22-30 Occupation: Advertising, Junior Designer, Strategist Gear: Windows or Mac IE, Chrome or Safari Broadband, iPhone or Droid
Quote	<i>"I have to find that needle is a haystack when it comes to talent. I love when candidates make an effort to tailor their resume to a specific job position and tell us how their skills will benefit the agency."</i>	<i>"The process for creating an amazing product is just as important as the final product. It takes a team to make a process work and a process to make an amazing product."</i>	<i>"People only use digital products that have content they want to see, read and share. Nowadays people want see, read and share great content from where ever they are."</i>	<i>"We want to tell our client's stories on every medium including the ones you haven't heard of yet."</i>	<i>"I use social media for work and play. I like to share things that I find interesting with my friends and co-workers."</i>
Needs	<div>Find out what position this candidate is applying for.</div> <div>Determine what this candidate can bring to Luckie's team.</div> <div>Evaluate candidate's education, experience, background and portfolio.</div> <div>Download a hard copy of candidate's resume</div> <div>Obtain contact information for the candidate.</div> <div>Leave comments and feedback</div> <div>Share the site on social networks and with others at Luckie.</div> <div>Look at the candidate's social profiles.</div>	<div>Find out what position this candidate is applying for.</div> <div>Determine what this candidate can bring to Luckie's team.</div> <div>Evaluate candidate's education, experience, background and portfolio.</div> <div>Download a hard copy of candidate's resume</div> <div>Obtain contact information for the candidate.</div> <div>Review candidates process for making the site along with the documentation.</div> <div>Leave comments and feedback</div> <div>Share the site on social networks and with others at Luckie.</div> <div>Look at the candidate's social profiles.</div> <div>Access this site on a mobile device.</div>	<div>Find out what position this candidate is applying for.</div> <div>Determine what this candidate can bring to Luckie's team.</div> <div>Evaluate candidate's education, experience, background and portfolio</div> <div>Download a hard copy of candidate's resume</div> <div>Review candidates process for making the site along with the documentation.</div> <div>Download the shared tools and goodies.</div> <div>Leave comments and feedback</div> <div>Share the site on social networks and with others at Luckie.</div> <div>Look at the candidate's social profiles.</div> <div>Access this site on a mobile device.</div>	<div>Find out what position this candidate is applying for.</div> <div>Determine what this candidate can bring to Luckie's team.</div> <div>Evaluate candidate's education, experience, background and portfolio.</div> <div>Download a hard copy of candidate's resume</div> <div>Download the shared tools and goodies.</div> <div>Leave comments and feedback</div> <div>Share the site on social networks and with others at Luckie.</div> <div>Look at the candidate's social profiles.</div> <div>Access this site on a mobile device.</div>	<div>Find out what position this candidate is applying for.</div> <div>Determine what this candidate can bring to Luckie's team.</div> <div>Download the shared tools and goodies.</div> <div>Leave comments and feedback</div> <div>Share the site on social networks and with others at Luckie.</div> <div>Look at the candidate's social profiles.</div> <div>Access this site on a mobile device.</div>
	View Scenarios ›	View Scenarios ›	View Scenarios ›	View Scenarios ›	View Scenarios ›

Metric	Goal	Goal 2
User average visit duration on site	2 minutes on launch day with an average of 3 pages viewed per visit.	-
Unique visitors	no less than 80 on launch day	-
User bounce rate	no more than 25% on launch day	-
Tweets	10 by the end of launch day	following launch day, 2 per day for the first week and an average 5 a week over the following 4 weeks.
Likes	31 by end of launch day (25% of Luckie's total staff per their website)	following launch day, 2 per day for the first week and an average 5 a week over the following 4 weeks.
Follows	15 by the end of launch day	25 by the end of first week
Comments	5 by the end of launch day	-
Resume Download (pdf)	5 downloads by the end of launch day	-
UX Documentation Download (pdf)	5 downloads by the end of launch day	-
Luckie Graphics Download (zip)	5 downloads by the end of launch day	-
Facebook Timeline UI Download (zip)	10 downloads by the end of launch day	-
Email from Luckie	1 would be awesome!	-
Phone call from Luckie	1 would be awesome!	-
Interview with Luckie	Only need 1	-
Job offer from Luckie	Only need 1	-
Check out the analytics ›		

Scope

Section

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Functional Requirements

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Present my résumé to Luckie as an applicant for a UX Designer position.

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Content Requirements

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7.


Download the shared tools and goodies.
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Leave comments and feedback
9.

Share the site on social networks and with others at Luckie.
10.

Look at the candidate's social profiles.
11.

Access this site on a mobile device.



Melissa

Primary Target

Demographics

Age: 35

Occupation: Human Resources Director

Gear: Windows or Mac  
IE, Chrome or Safari  
Broadband, iPhone or Droid

Tech Comforts

PC: High

Web: High


Mobile: Moderate

Personal Background

Melissa oversees recruitment, hiring and orientation of all employees. Relatively savvy with most technology. She likely not an early adopter. She uses social media for business and personal. However, she is private and does overlay engage with social networks daily. She want a product to communicate information easily and allow her to access the areas of informations she wants quickly.

"I have to find that needle is a haystack when it comes to talent. I love when candidates make an effort to tailor their resume to a specific job position and tell us how their skills will benefit the agency."

Needs and Motivations	Scenarios	Features
Find out what position this candidate is applying for.	<div>• Arrives on the homepage using desktop or laptop computer</div>	<div>• Lorem ipsum dolor sit amet, consectetur adipiscing elit.</div> <div>• Lorem ipsum dolor sit amet, consectetur adipiscing elit.</div> <div>• Lorem ipsum dolor sit amet, consectetur adipiscing elit.</div>
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Mobile: Moderate

"I have to find that needle is a haystack when it comes to talent. I love when candidates make an effort to tailor their resume to a specific job position and tell us how their skills will benefit the agency."

Needs and Motivations	Scenarios	Features
Find out what position this candidate is applying for.	<ul style="list-style-type: none"><li>Arrives at site from direct link</li></ul>	<ul style="list-style-type: none"><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li></ul>
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Download a hard copy of candidate's resume.	<ul style="list-style-type: none"><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li></ul>	<ul style="list-style-type: none"><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li></ul>
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Download a hard copy of candidate's resume.	<ul style="list-style-type: none"><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li></ul>	<ul style="list-style-type: none"><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li></ul>
Share the site on social networks and with others at Luckie.	<ul style="list-style-type: none"><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li></ul>	<ul style="list-style-type: none"><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li></ul>
Look at the candidate's social profiles.	<ul style="list-style-type: none"><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li></ul>	<ul style="list-style-type: none"><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li></ul>





Melissa

Primary Target

Demographics

Age: 35

Occupation: Human Resources Director

Gear: Windows or Mac  
IE, Chrome or Safari  
Broadband, iPhone or Droid

Tech Comforts

PC: High

Web: High

Mobile: Moderate

"I have to find that needle is a haystack when it comes to talent. I love when candidates make an effort to tailor their resume to a specific job position and tell us how their skills will benefit the agency."

Personal Background

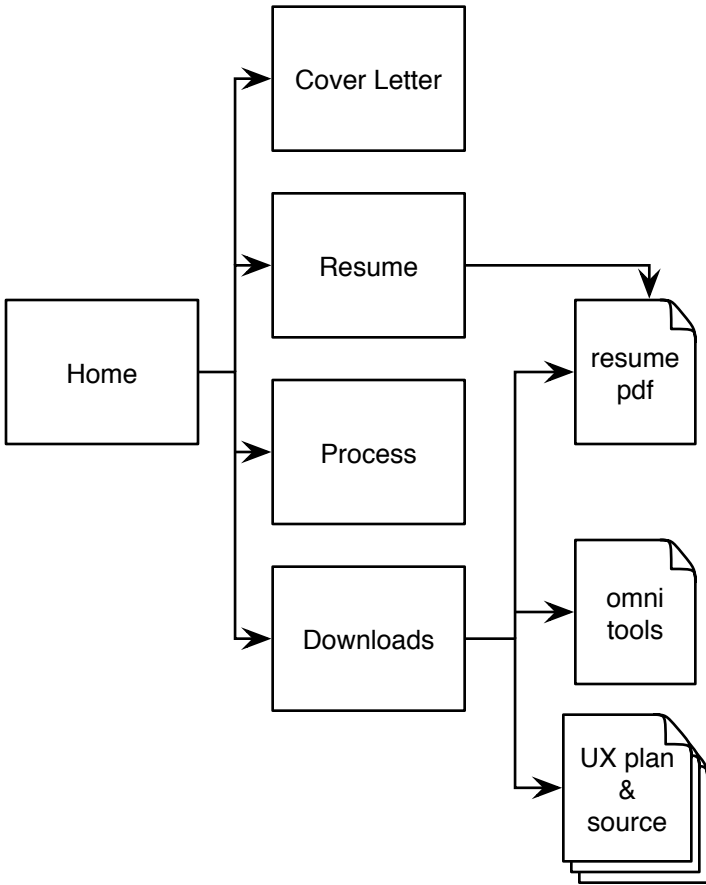
Melissa oversees recruitment, hiring and orientation of all employees. Relatively savvy with most technology. She likely not an early adopter. She uses social media for business and personal. However, she is private and does overlay engage with social networks daily. She want a product to communicate information easily and allow her to access the areas of informations she wants quickly.

Needs and Motivations	Scenarios	Features
Find out what position this candidate is applying for.	<ul style="list-style-type: none"><li>Arrives at site from direct link</li></ul>	<ul style="list-style-type: none"><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li></ul>
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Evaluate candidate's education, experience, background and portfolio.	<ul style="list-style-type: none"><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li></ul>	<ul style="list-style-type: none"><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li></ul>
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Share the site on social networks and with others at Luckie.	<ul style="list-style-type: none"><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li></ul>	<ul style="list-style-type: none"><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li></ul>
Look at the candidate's social profiles.	<ul style="list-style-type: none"><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li></ul>	<ul style="list-style-type: none"><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li><li>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</li></ul>

Structure

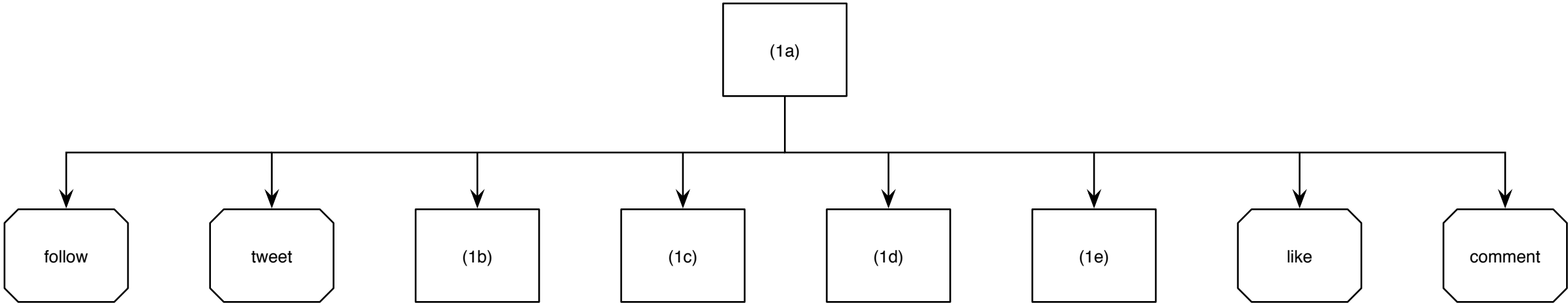
Section

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Notes

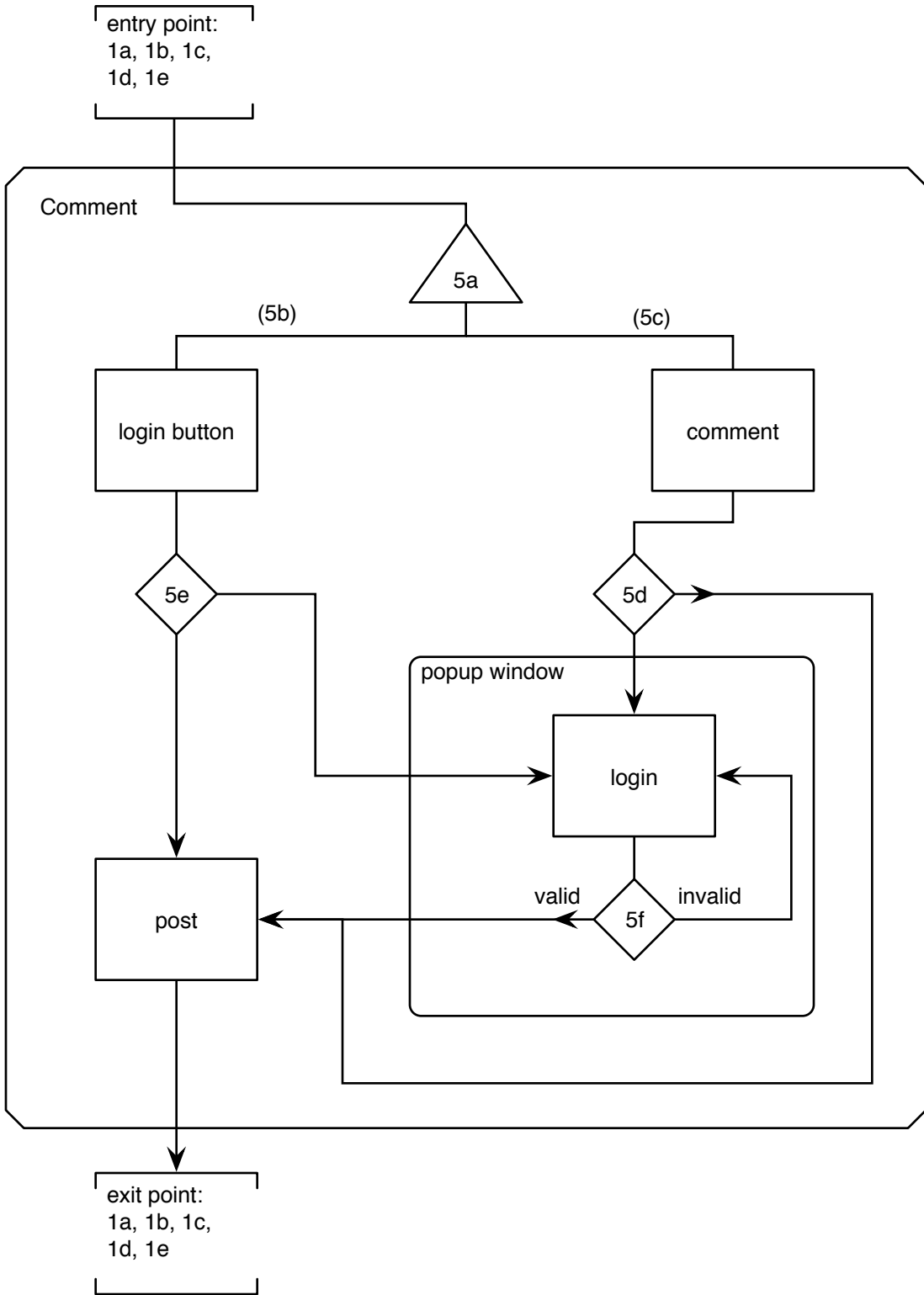
- (1a) Home
- (1b) Cover Letter
- (1c) Resume
- (1d) Process
- (1e) Downloads
- (3a) System determines active session is true or false
  - If active session is false, return **follow**.
  - If user is **following** is true, return **following**.
  - If user is **following** is false, return **follow**.
- (3b) If user clicks **following**, return **popup widow** with **unfollow**.
- (3c) If user clicks **unfollow**, return **follow**.
- (3d) If user clicks **follow**, system checks for active session with Twitter,
  - If active session is true, display **following**.
  - If active session is false, return user to **popup widow login**.
- (3e) If user has not closed **popup widow** user can **unfollow**.
- (3f) If **login** info is valid, return **following**.
- (3f) If **login** info is invalid, return **login**.





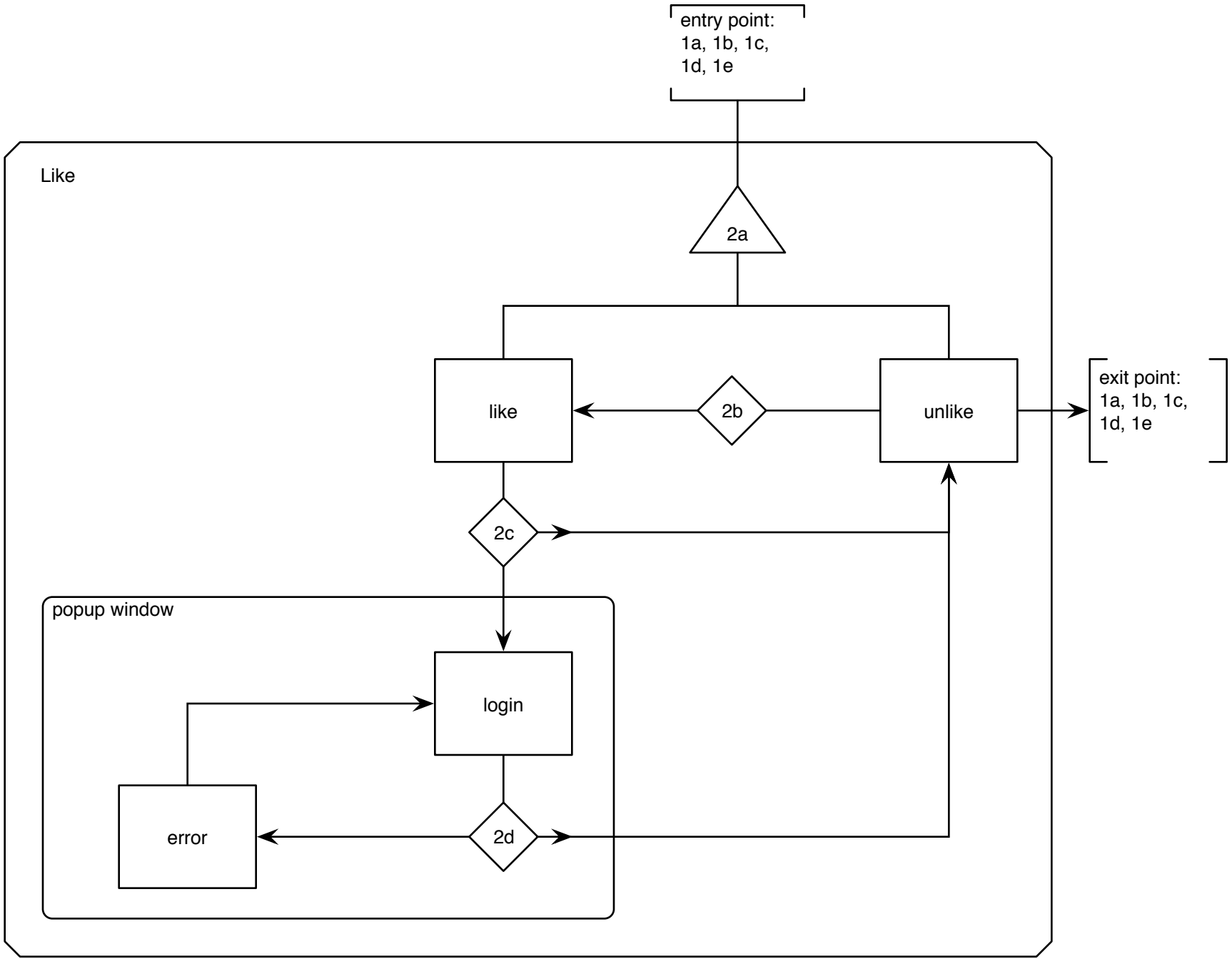
Notes

- (1a) Home
- (1b) Cover Letter
- (1c) Resume
- (1d) Process
- (1e) Downloads
- (5a) System determines active session is true or false,  
System determines if client is mobile device,
- (5b) If active session is false and mobile device is true return **login button**.
- (5c) If active session is true return **comment**,  
If both active session and mobile device are false return **comment**,
- (5d) If active session is true return **post**,  
If active session is false return **login**,
- (5e) If user clicks **login button** return popup widow **login**.
- (5f) If user **login** is invalid return to **login**,  
If user **login** is valid return **post**.



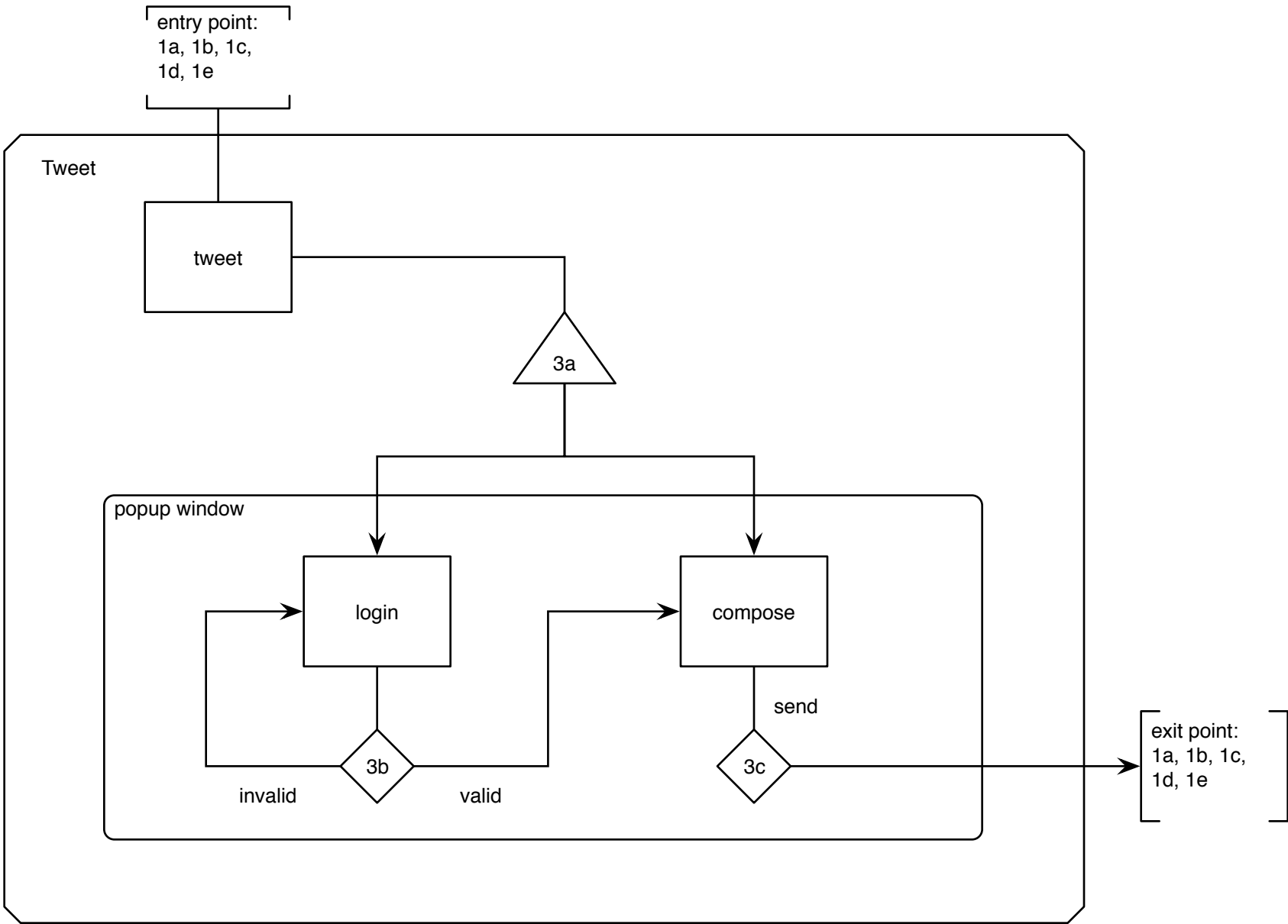
Notes

- (1a) Home
- (1b) Cover Letter
- (1c) Resume
- (1d) Process
- (1e) Downloads
- (2a) System determines active session is true or false  
If active session is false, return **like**,  
If active session and **like** content are true, return **unlike**.
- (2b) If user clicks **unlike**, return **like**.
- (2c) If active session is true, return **unlike**
- (2d) If active session is false, display **popup window login**.
- (2d) If user **login** is valid, return **unlike**  
If user **login** returns **error**, return to **login**



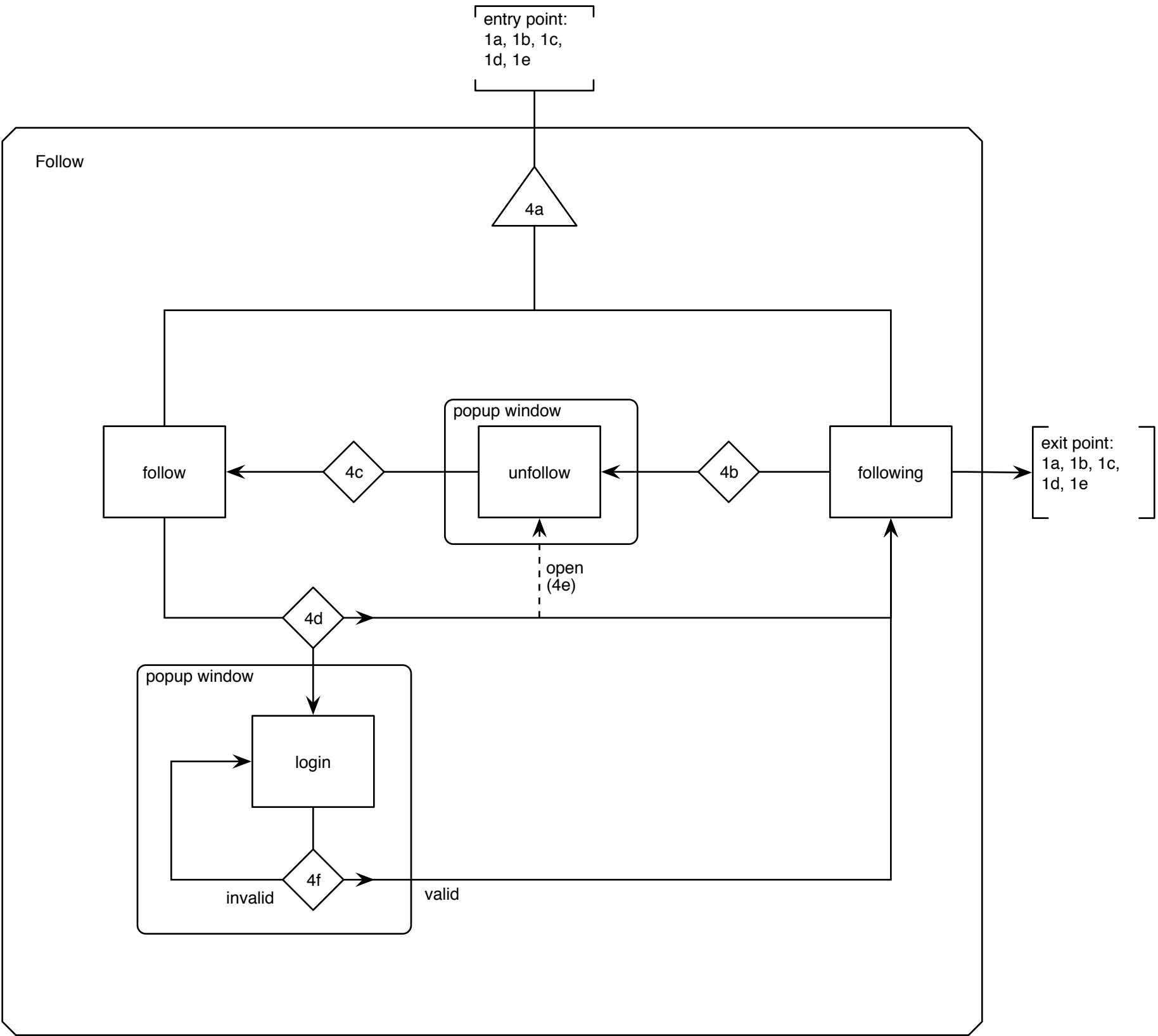
Notes

- (1a) Home
- (1b) Cover Letter
- (1c) Resume
- (1d) Process
- (1e) Downloads
- (3a) System determines active session is true or false,  
If active session is false, return **popup window login**,  
If active session is true, return **popup window compose**,
- (3b) If **login** info is valid, return **compose**.
- (3c) If **login** info is invalid, return **login**.
- (3c) If user clicks send, return to **exit point**.



Notes

- (1a) Home
- (1b) Cover Letter
- (1c) Resume
- (1d) Process
- (1e) Downloads
- (4a) System determines active session is true or false  
If active session is false, return **follow**,  
If user is **following** is true, return **following**,  
If user is **following** is false, return **follow**,
- (4b) If user clicks **following**, return **popup widow** with **unfollow**.
- (4c) If user clicks **unfollow**, return **follow**.
- (4d) If user clicks **follow**, system checks for active session with Twitter,  
if active session is true, display **following**,  
if active session is false, return user to **popup window login**.
- (4e) If user has not closed **popup window** user can **unfollow**.
- (4f) If **login** info is valid, return **following**.  
If **login** info is invalid, return **login**.



Skeleton

Section

Next Page ›



1. Note label Note label

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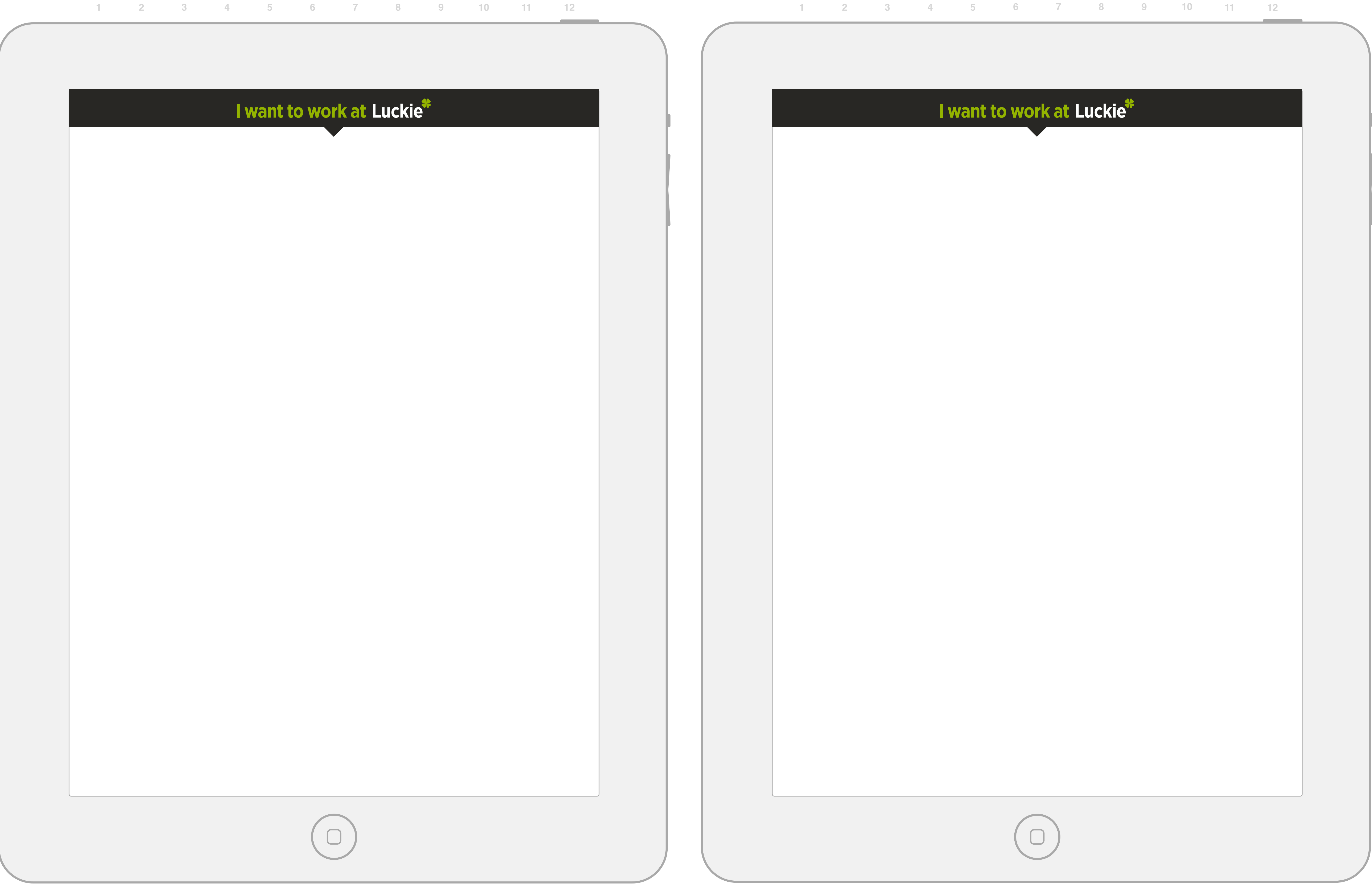
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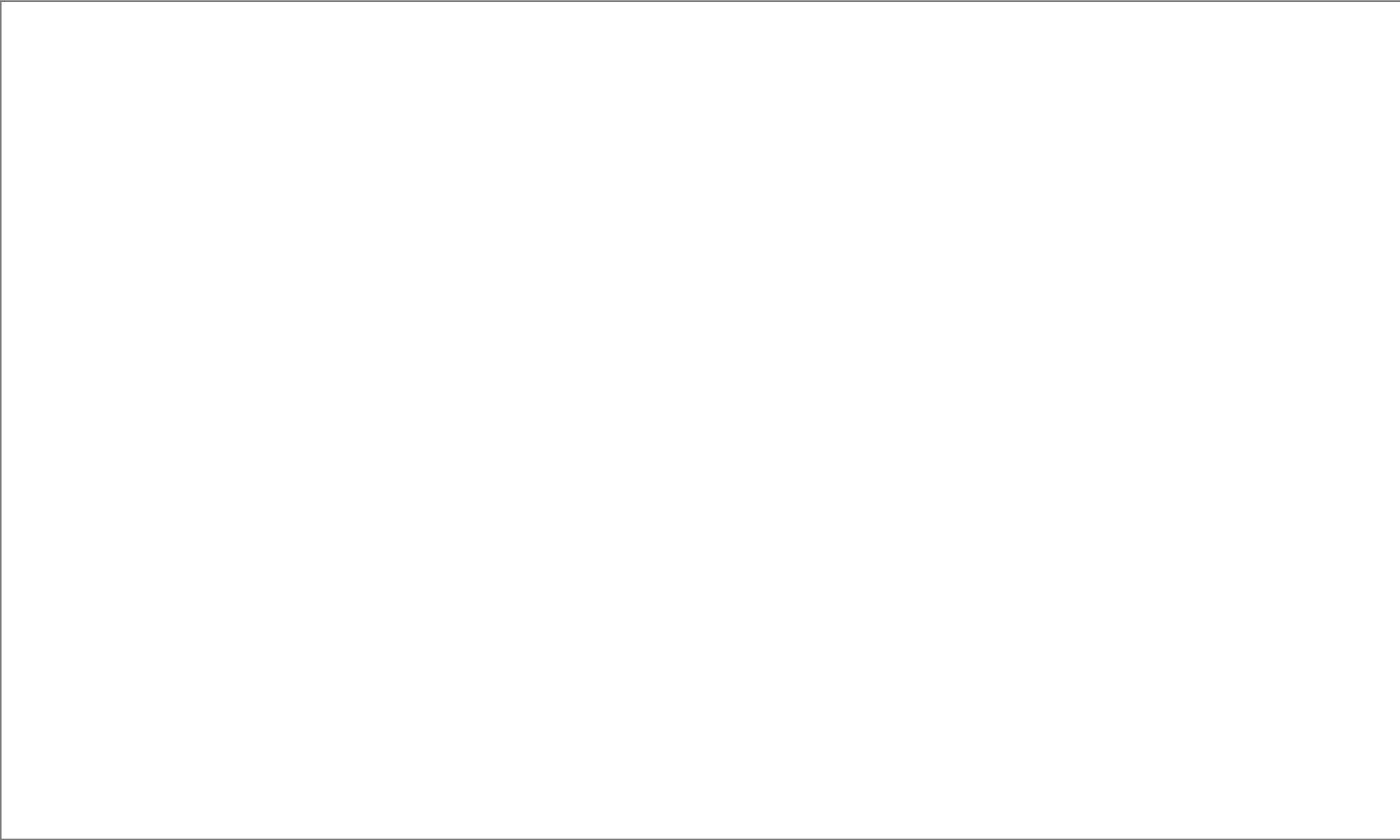
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Surface

Section

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# Luckie Résumé

## MASTER LAYERS

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