



KHAMS



# GradCAP

Sam, Ken, Mia, Mishelle, Amy

# Introduction

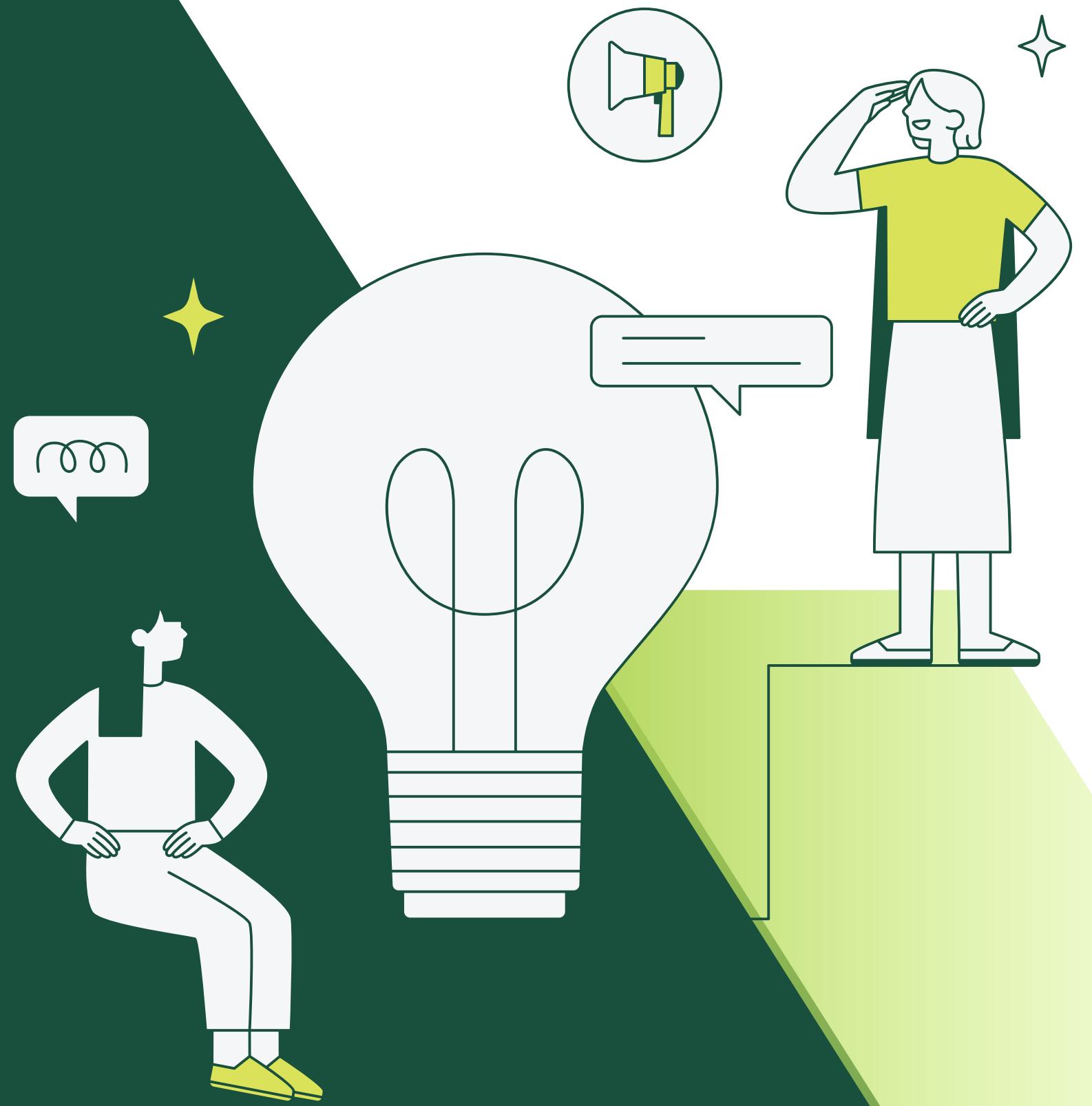
- Who we are:
  - GradCAP = Grad Career Action Path
- Our goal:
  - to make the task of finding a job after graduation easier

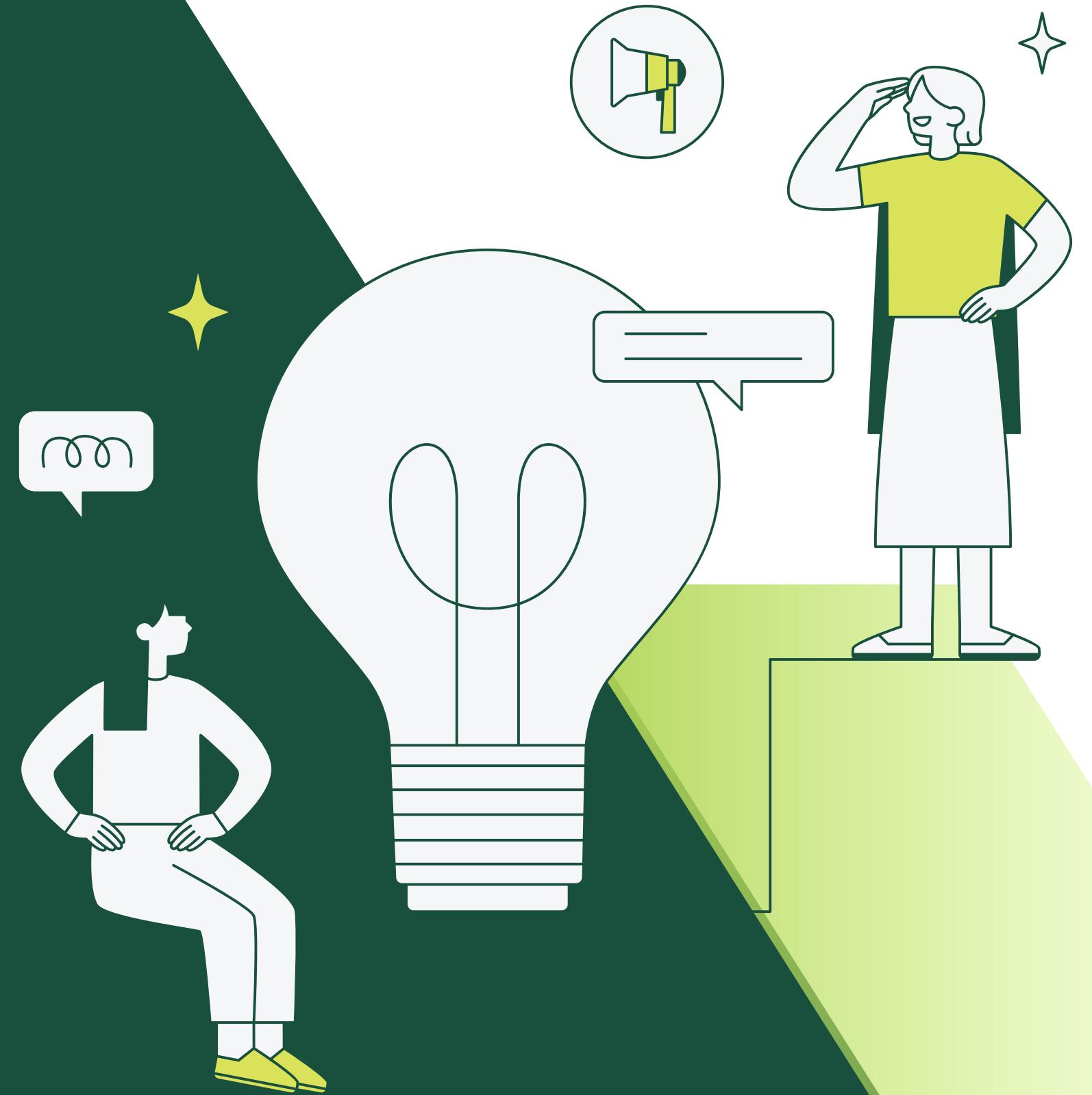


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# ***PROBLEM***

**Many college graduates struggle to find jobs due to a lack of experience, limited networks, and skill mismatch.**





# SOLUTION

**creating a job search  
site specifically for  
recent graduates with  
only entry-level jobs**

# Process

1

User Research

2

User Persona

3

Ideation & Storyboards

4

Wire frames & Prototyping



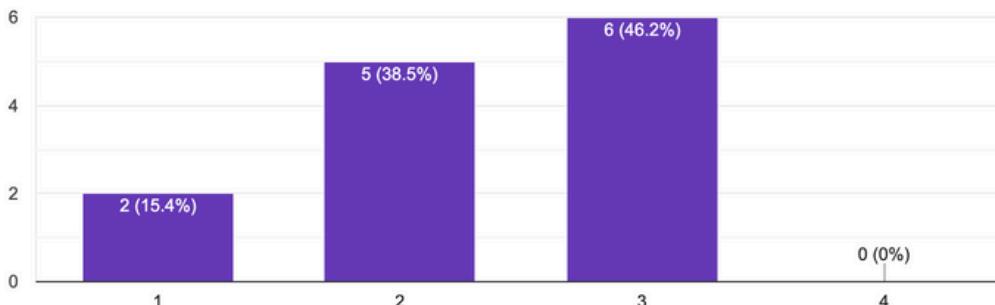
A

# Survey results

How confident are you in your resume and interview skills?

13 responses

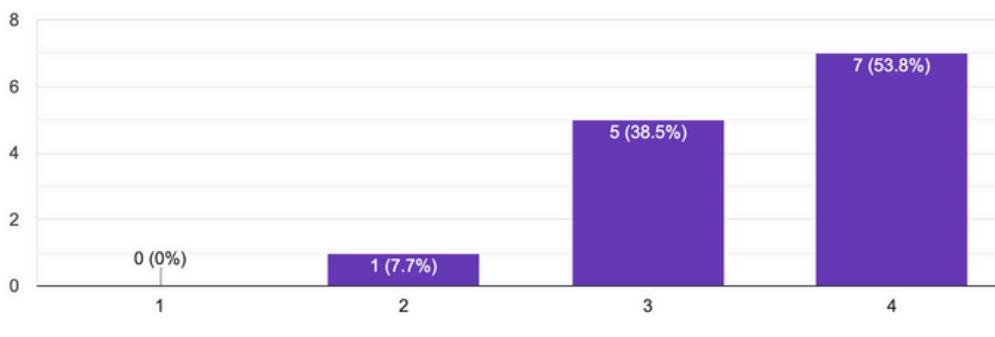
Copy chart



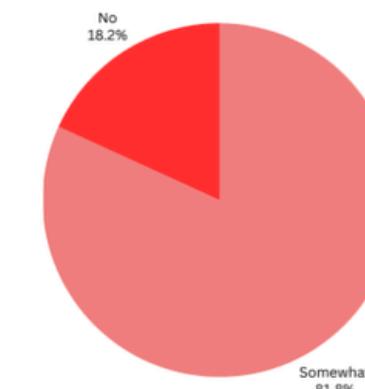
How important is networking to your job search?

13 responses

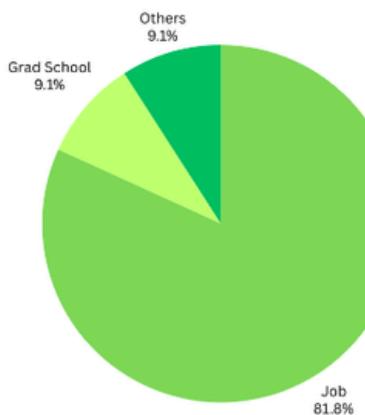
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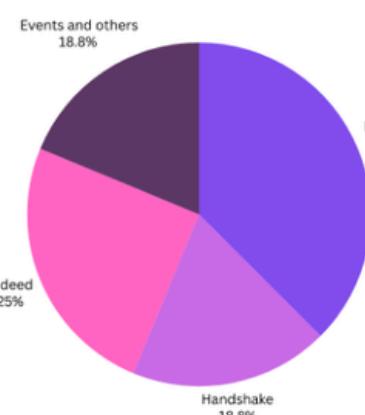
Has education prepare you for a job



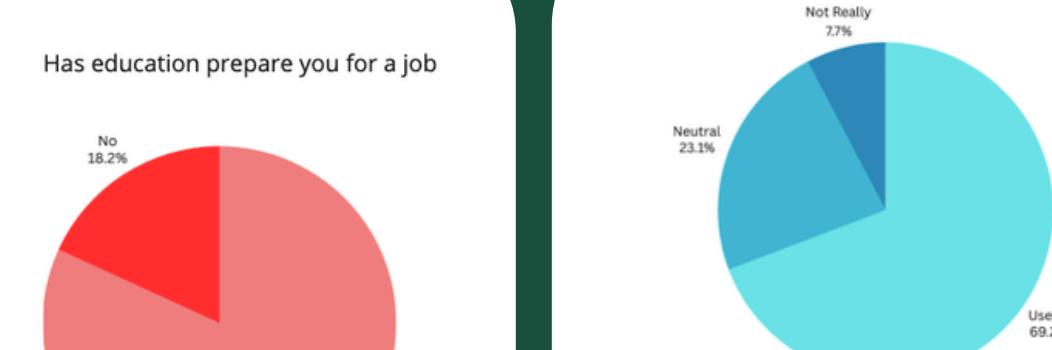
Things to do after graduating



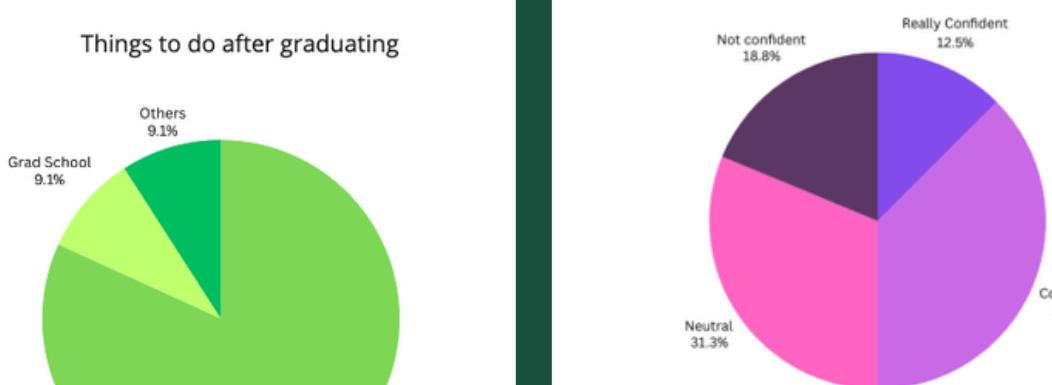
Website and apps



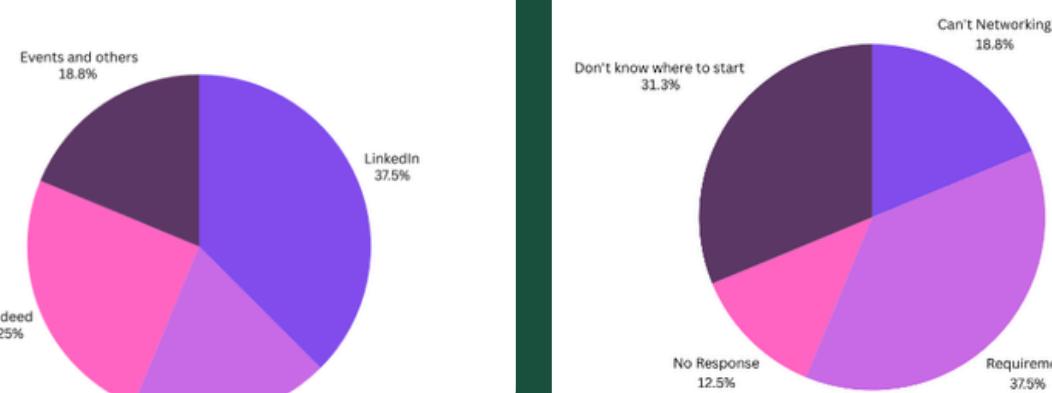
How Important are networking features



Confident in Resume building

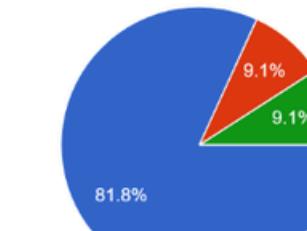


Challenges and Problems people face



What is/was your top priority after graduation?

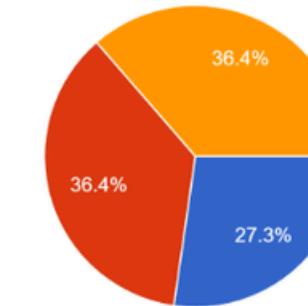
11 responses



Job  
Grad School  
Travel  
Important thing to do after graduating is taking a gap year, it's an opportunity to relax and recharge but also travel and explore.

Do/did you have a job lined up for after graduation?

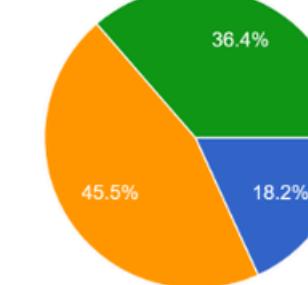
11 responses



Yes  
No  
Still looking

How long have you been searching for a job in your field?

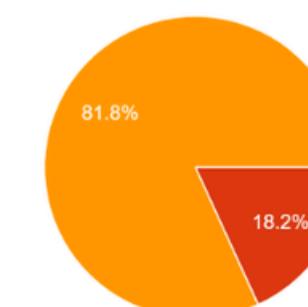
11 responses



I have not looked yet/am not looking  
Less than a month  
1-3 months  
3+ months

Do you feel your education has prepared you for your career goals?

11 responses



Yes  
No  
Somewhat

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# Survey & Interview Results

What skills or experiences do you think would make you a more competitive candidate in your job search?

13 responses

I'm a team player  
My work ethic & adaptability  
Having a large network of professionals across various industries/fields.  
Preparing for the interview process, rewriting my resume for each application  
Havent used LinkedIn yet but I heard it helps connect with people who share your goals and interests  
Besides hard technical skills like Python for example, concrete project and work experience examples of certain skills being used. This is difficult because I don't have many full time experiences that are relevant to the roles I want to pursue. Being a fresh grad is incredibly tough and it seems like I'm in the paradox of can't get experience without having experience. COOP has definitely opened more doors for me but it is still difficult, especially with my majors during undergrad which while helpful, are not as relevant for the roles I currently want.  
My experience in leadership and public speaking

What is the most challenging part of your job search?

13 responses

(I can't do) Networking, and cold applications  
Finding a job that has all the requirements needed in order to apply.  
Getting referrals  
Networking with the right people, not hearing a response back from my application after a while, guaranteeing a job as an international student  
Challenges that I might encounter with finding a job is literally just starting out, like writing a successful resume or practicing for an interview.  
the rejections, ghostings  
Finding where to begin  
Not getting responses or not being able to find a job

What type of job are you looking for?

13 responses

Software Engineering  
3D Modeling/Animation  
Media Strategist/Analyst  
A junior product designer or any position in that field (user researcher, experience designer, uiux designer, etc)  
Position I'm looking for is something to do with art, I like character designing and concept art.  
Data or research roles  
A job involving my English degree  
Data  
UX designer

What platforms or tools do you use most for job searching? (list all)

13 responses

Some of the methods of finding a job is internship or attending career fairs  
LinkedIn, Indeed, Glassdoor, HiringCafe, Google, CalCareers (state jobs website for California), Sacramento County job website  
The internet  
LinkedIn, job websites  
LinkedIn, Handshake, Indeed  
LinkedIn and networking  
LinkedIn, Indeed, COOP Slack  
LinkedIn, Glassdoor, Indeed, company's career site  
LinkedIn, Handshake,

**Do you prefer receiving notifications for job opportunities?  
If so, how often?** 5 responses

Pretty often.  
depends because there can be a lot of spams sometimes  
From time to time.  
Yes, usually weekly unless told otherwise  
Yes, once a week is best.

**what features do you find most useful on job search platforms responses**

Google  
Categories, where it's located, link to the company website.  
What they expect out of us to qualify for a job and if they are flexible with people who still go to school.  
Requirements, Search Options  
Filters for the "experience level" and requirements fitting what I offer.

**How often do you use mobile apps or website to search for jobs?** 5 responses

Pretty often these days.  
most of the time  
Mostly if not always  
Usually a few times a year  
Mainly websites, probably twice a week when actively looking for a job

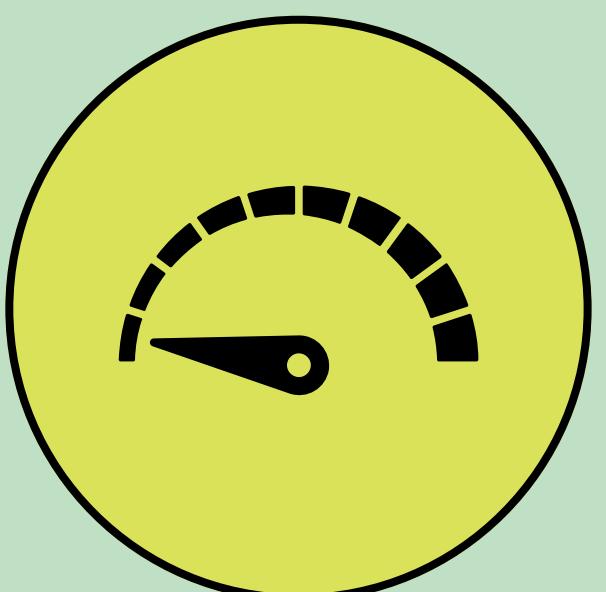
# User Research Summary



**Top Priority**



**Current Job**



**Low confidence**



**Lost**



**Value Networking**



**Unprepared**

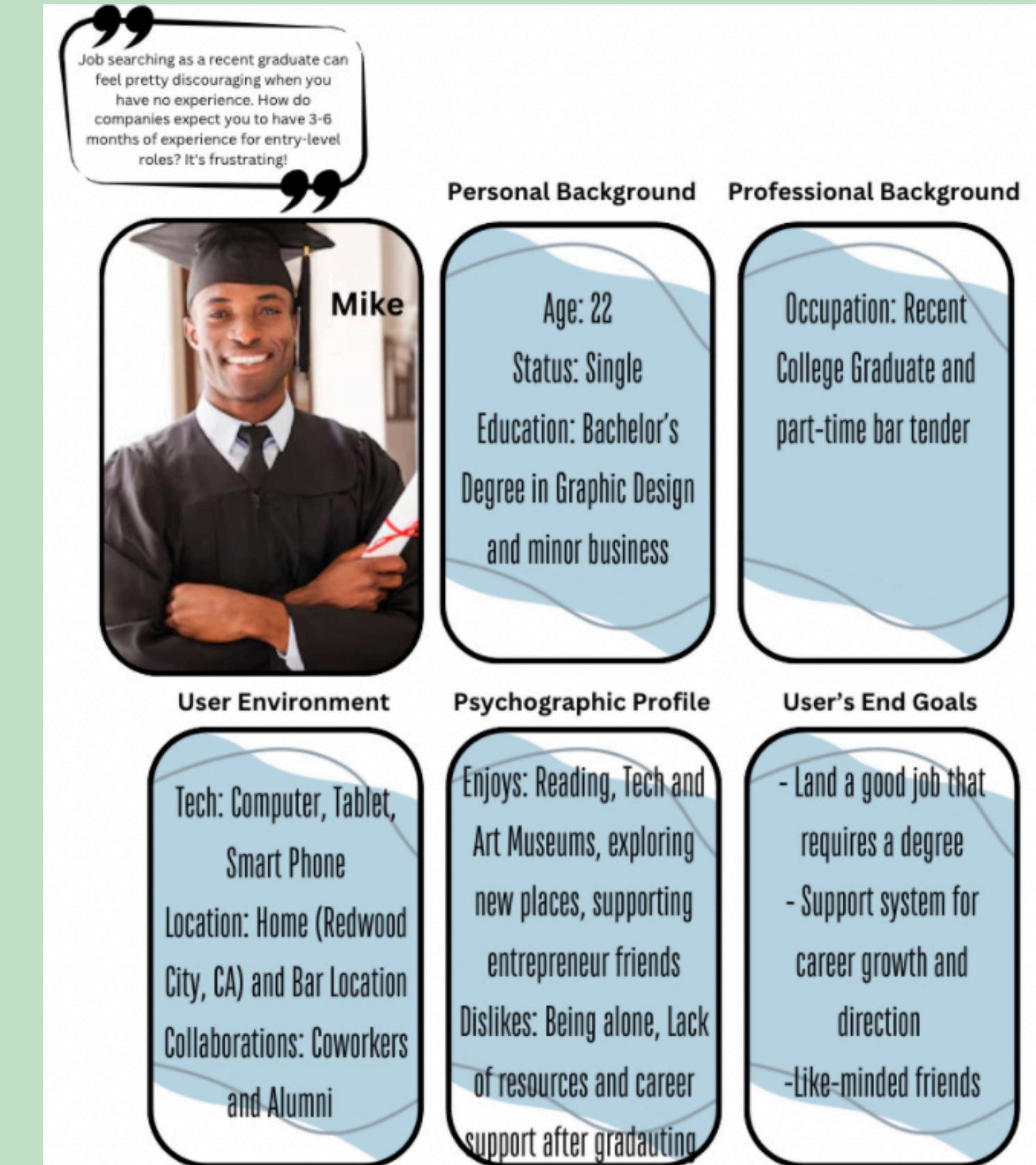
- Prioritize a job after graduation
- Struggle to find a job in their field
- Low confidence in resume and interview skills
- Unsure where to begin in their job search
- Use LinkedIn
- Value networking but often feel ghosted by employers
- Feel their education has not adequately prepared them for the job market



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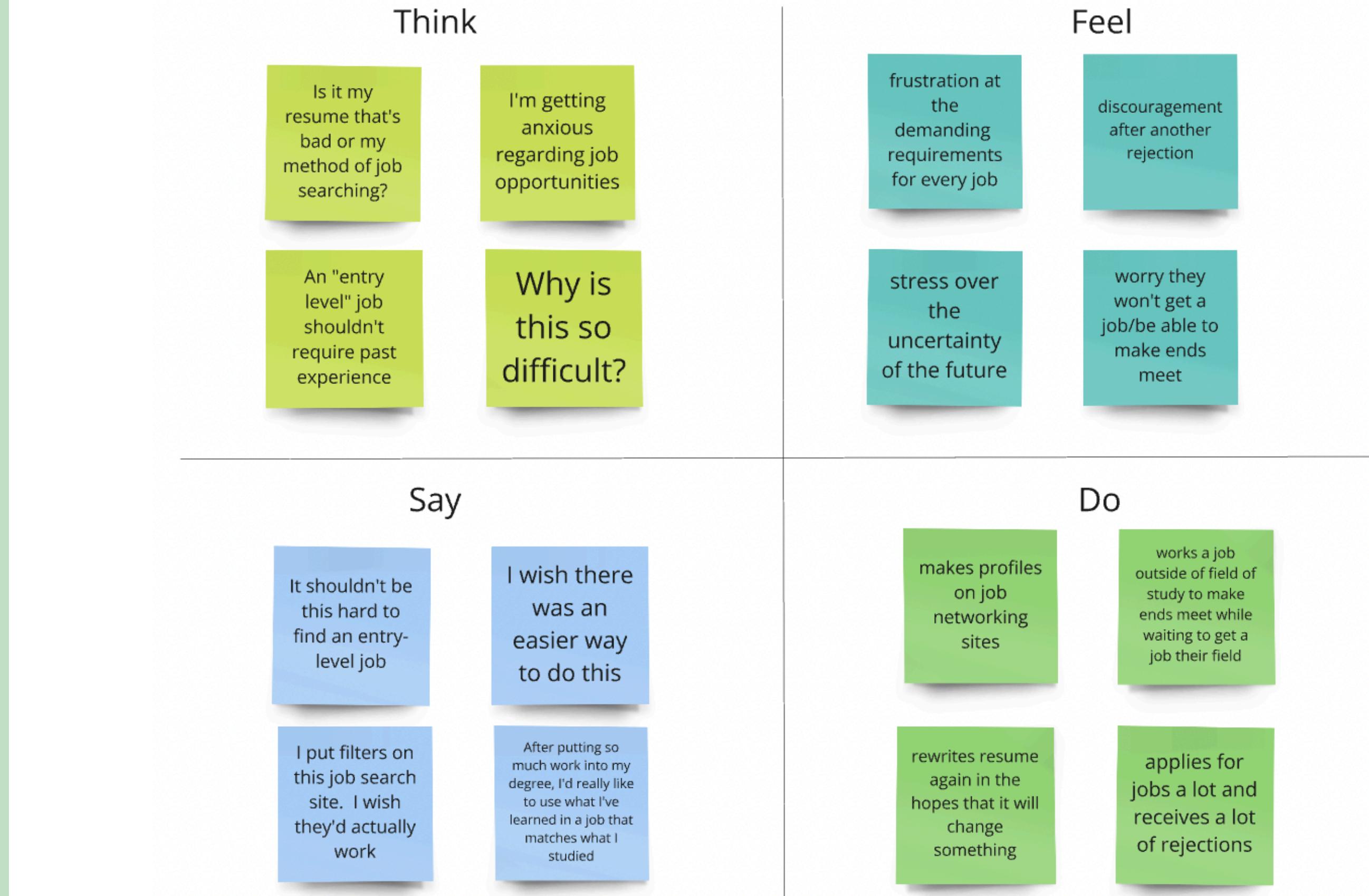
# User Persona

**“I’m tired of applying to jobs and not getting any responses. How am I supposed to get work experience if no one will hire me?”**

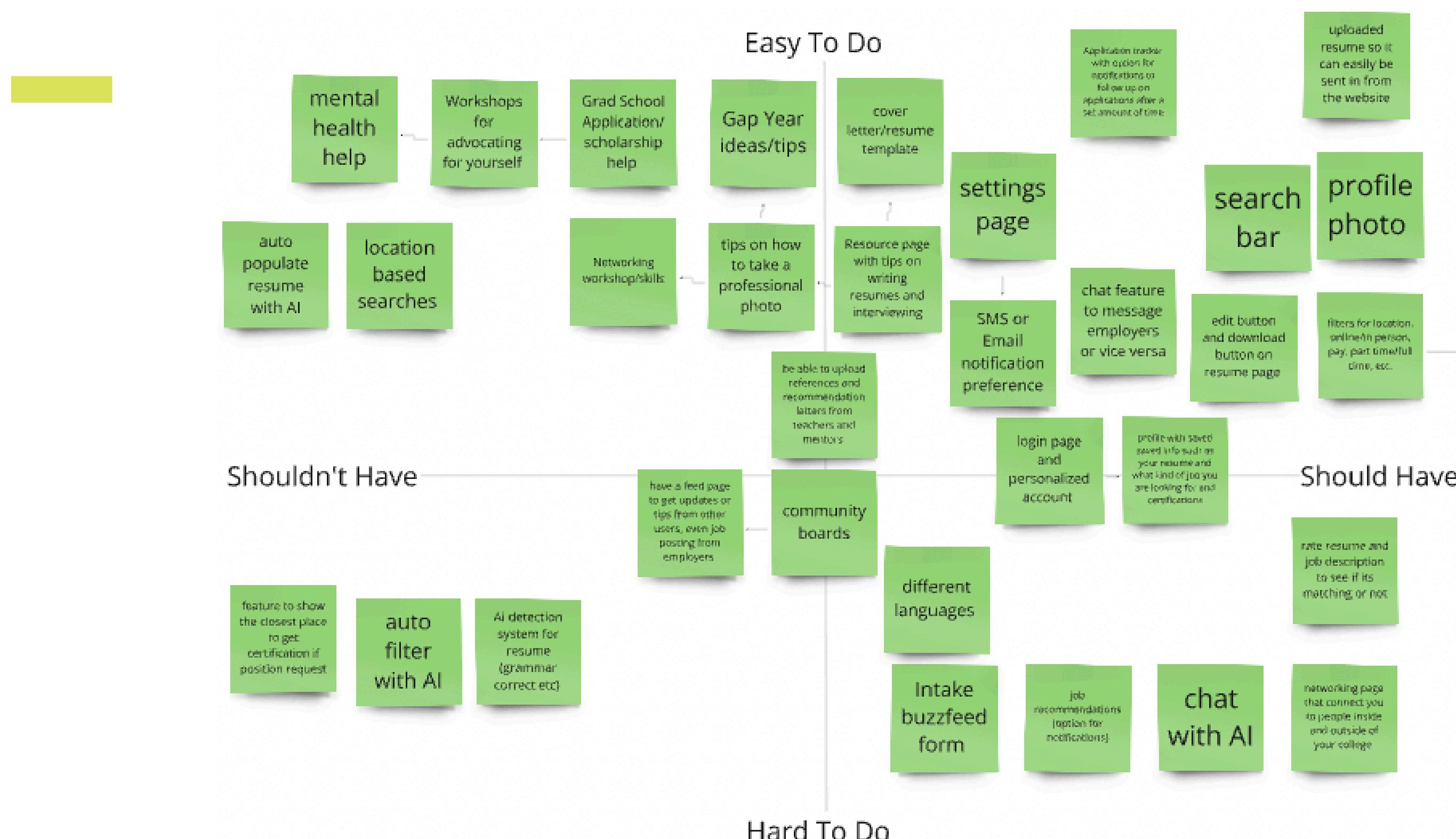


**Scenario:** Mike has been struggling with landing a job after graduating college. He worries that his lack of experience will prevent him from getting hired. However, he feels more confident after learning about the new website, "GradCap", which helps recent graduates in their job search by providing various channels of support, resources and connections.

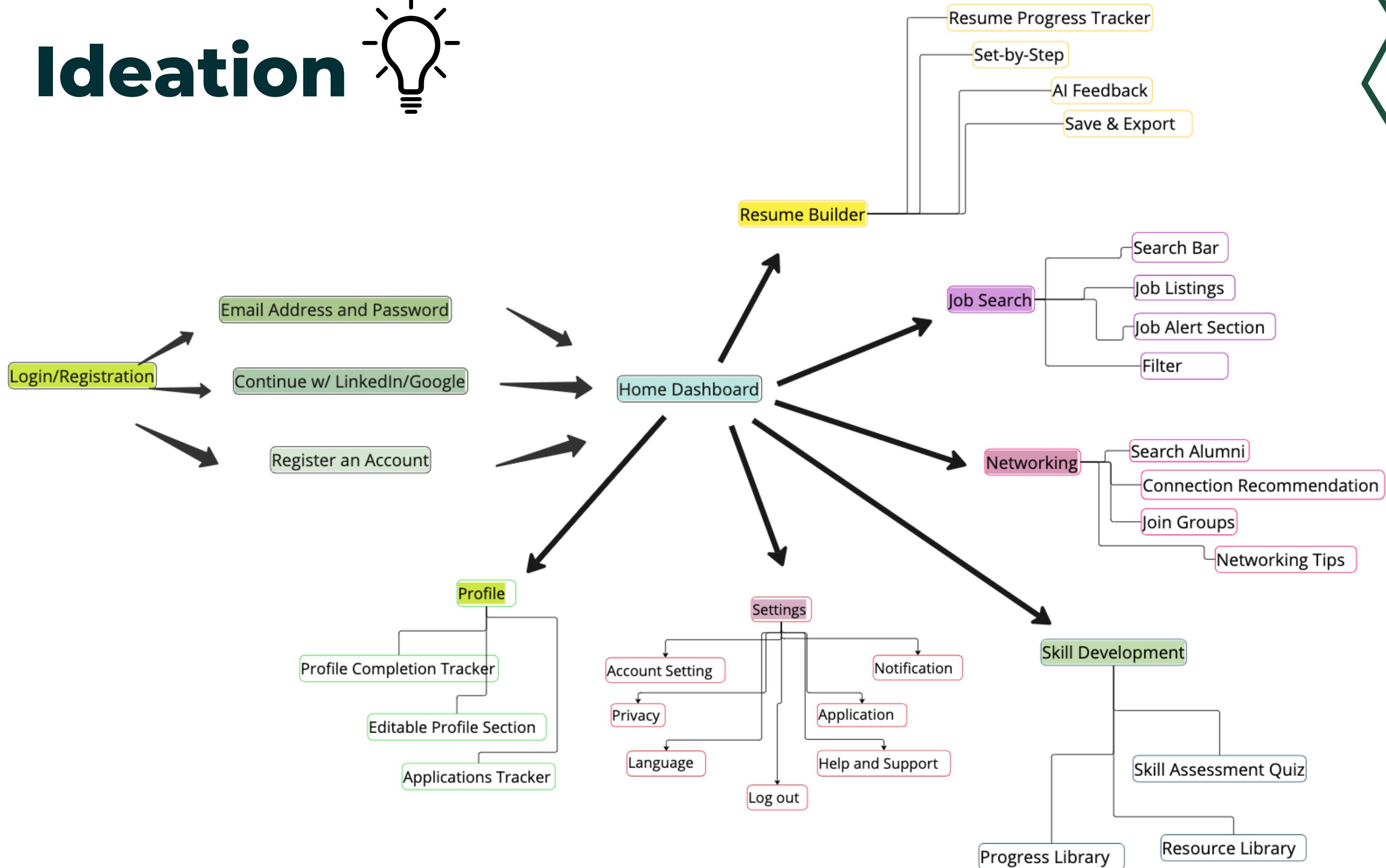
# Empathy Map



# Feature List

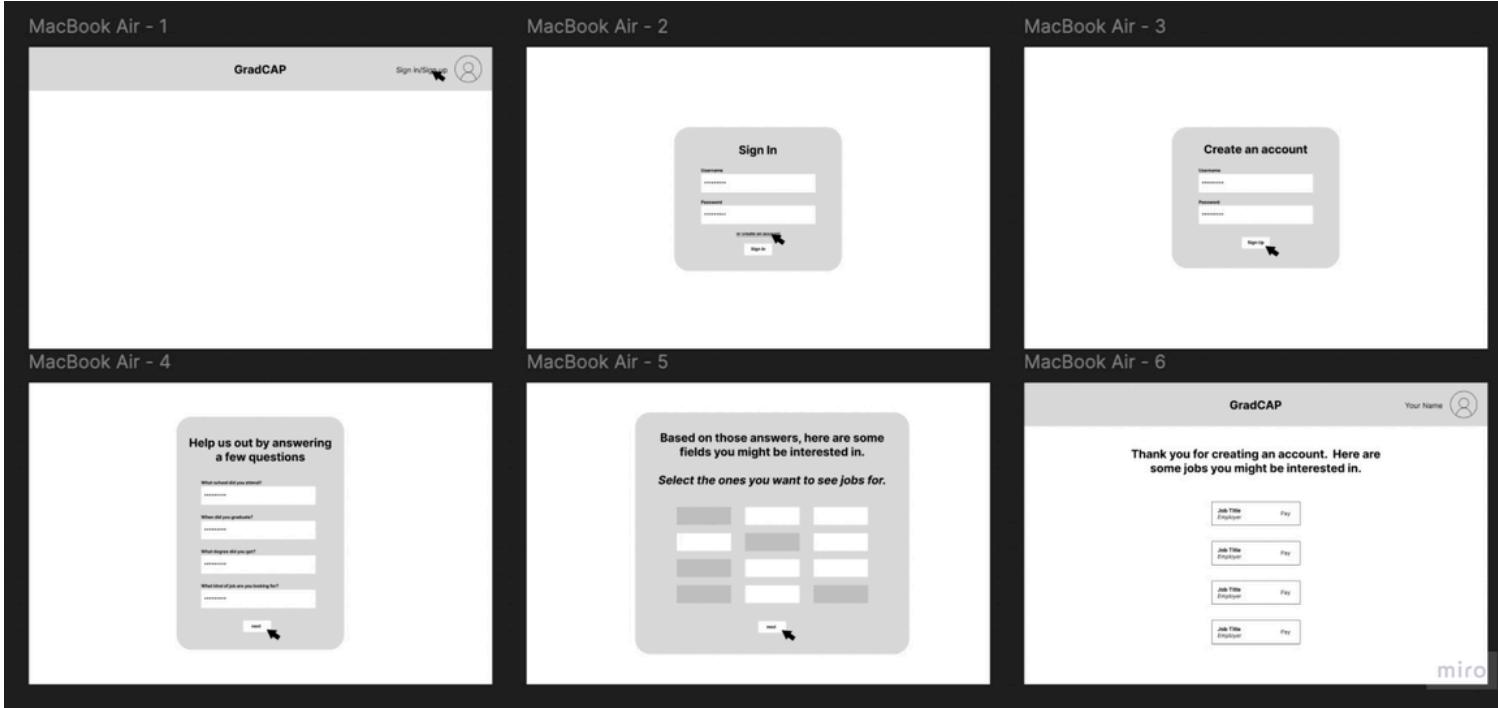


# Ideation

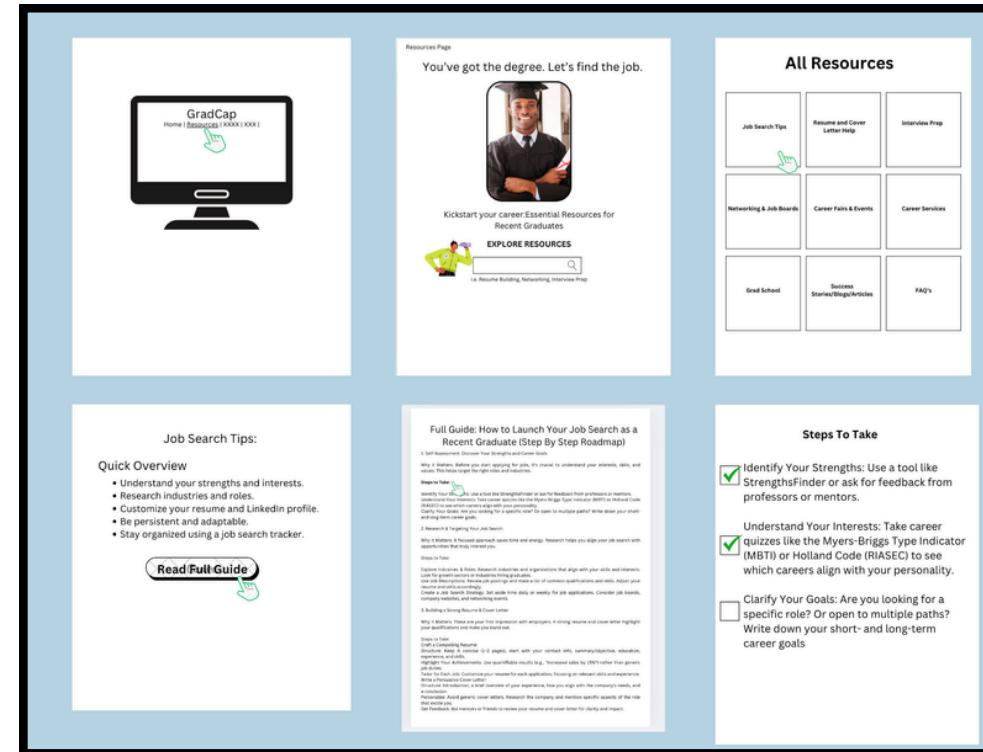


# Storyboards

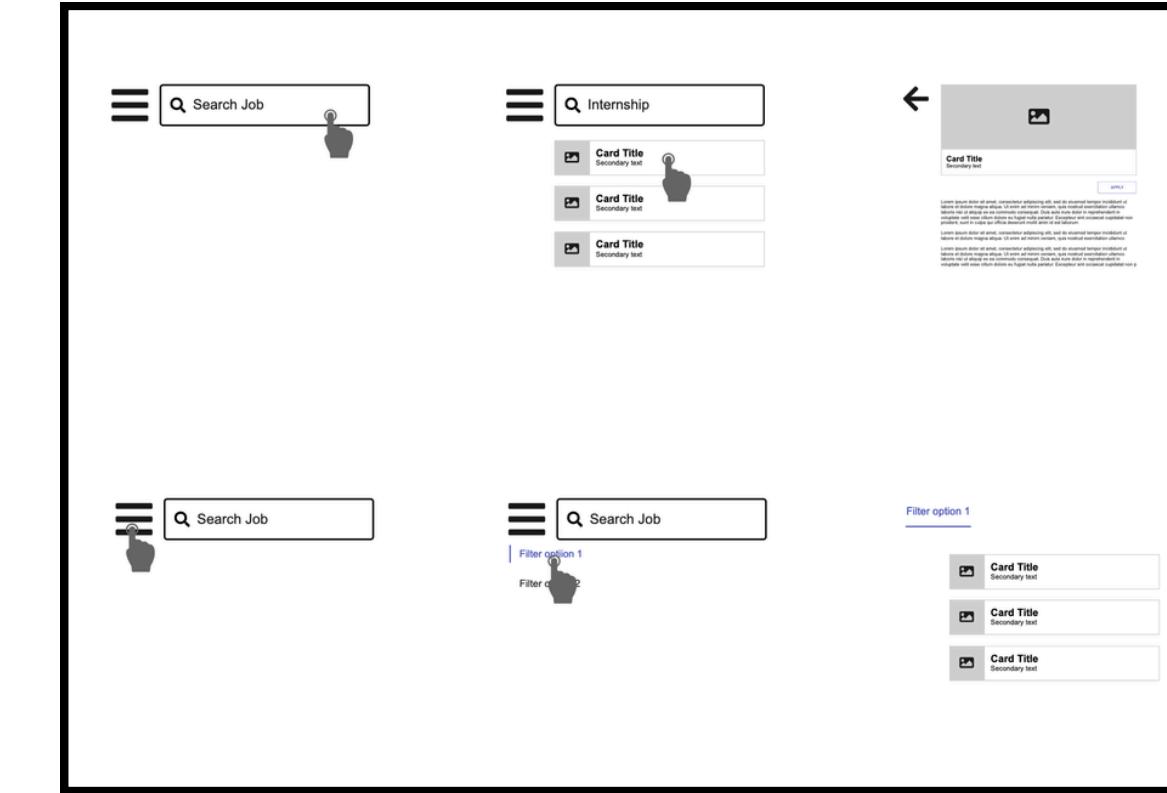
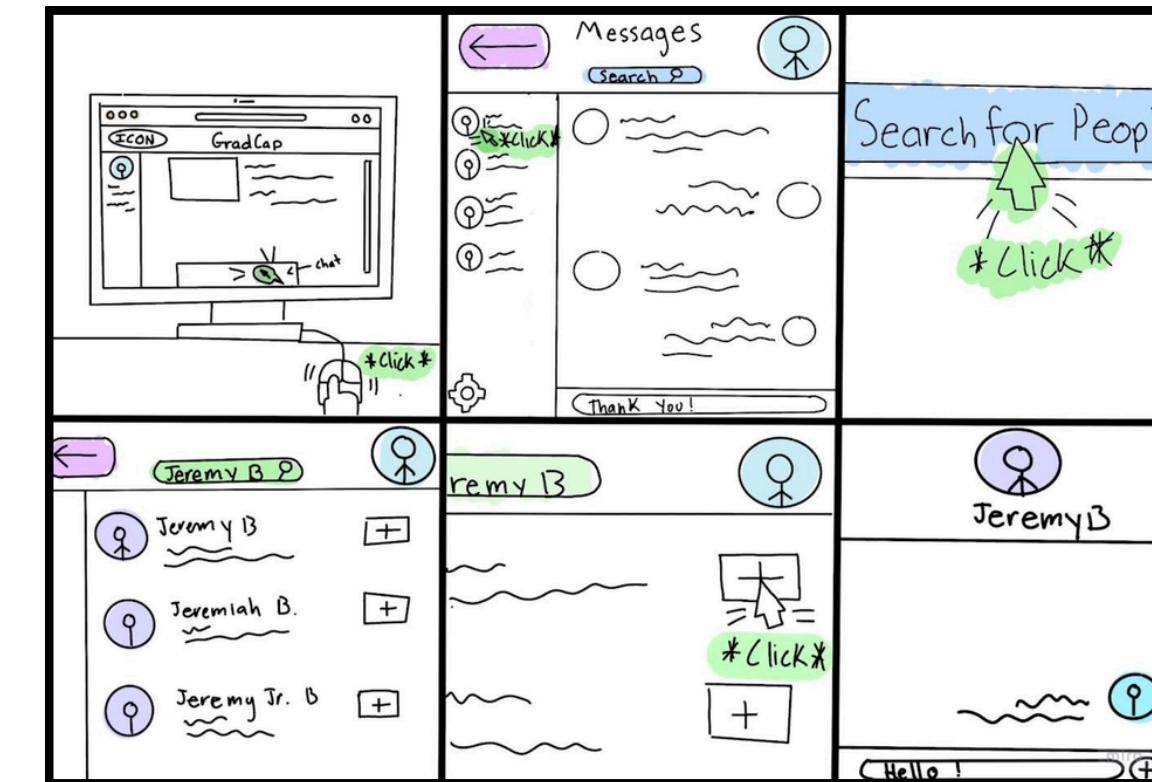
Sign In



Resource



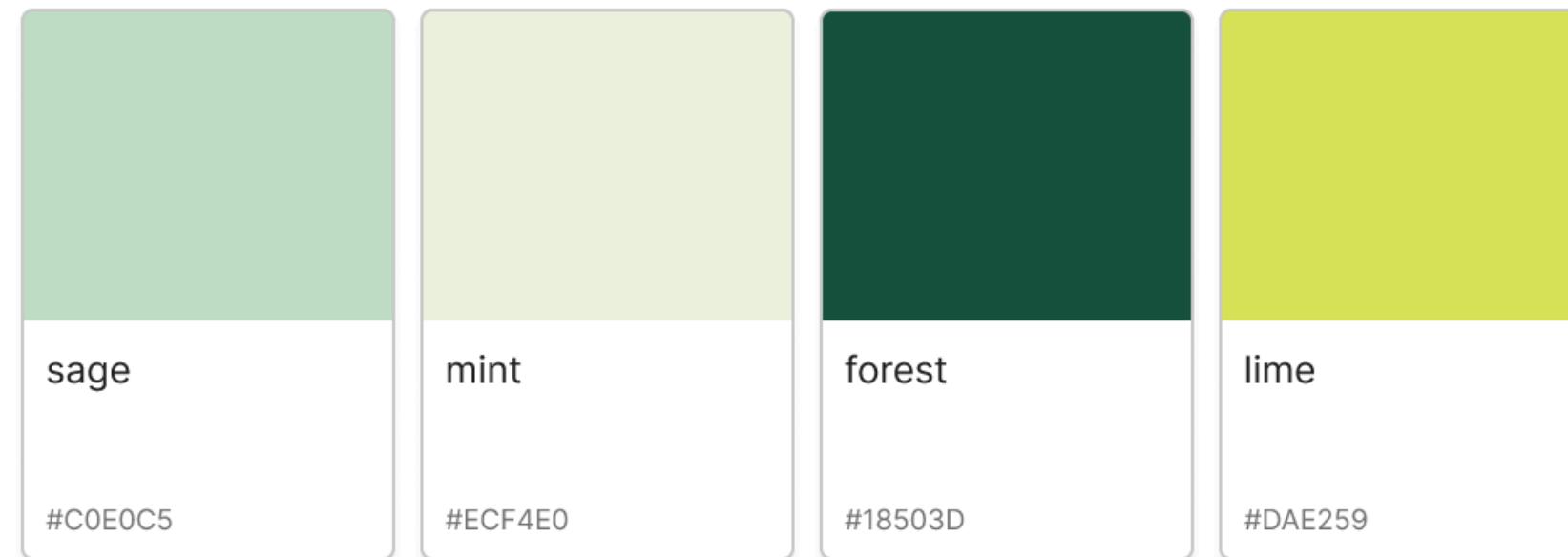
Chat/Message



Job Search

# Style Guide

## Colors



## Font

**Helvetica**  
Helvetica  
Helvetica

## Logo



# Wire Frames

The wireframe illustrates the layout of the GradCAP website across four main sections:

- Header:** Features the GradCAP logo and navigation links for Home, Job Search, Resources, and Community.
- Home Page:** Displays a large image of a graduate, the text "Welcome to GradCAP", and a "Graduate Career Assistance Platform" heading.
- Job Search Results:** Shows a grid of job listings from "Amazing Software" for Software Engineers, each with details like company, job type, title, salary, and a snippet of the description.
- User Profile:** Shows a circular profile picture of Robert Smith, his age (22), major (BA: Business), and title (Software Engineer). It also includes a "Edit Profile" button.
- Resources:** A central hub with cards for "JOB SEARCH TIPS", "RESUME", "CAREER SERVICES", "GRAD SCHOOL", "FAQ'S", "INTERVIEW PREP", "NETWORKING", and "SUCCESS STORIES".
- Community:** A section for networking and connecting with other users, featuring a post about the "Tech Forward Fair" and another about "Morning Coding Sessions". It also includes a "READ MORE" button and a "COVER LETTER" resource card.

Figma Board Link



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# Prototype 1: <https://meeaaw.github.io/prototype/>

The screenshot shows the homepage of the GradCap prototype. At the top, there is a navigation bar with a search bar, 'Home', 'Jobs', 'Resources', and a user icon. Below the header, a green banner features the text 'Welcome to GradCap' and 'Your gateway to starting your career journey. Explore opportunities tailored to recent graduates.' A 'Get Started' button is located on the left side of the banner. To the right is a photograph of a person in a graduation gown holding a diploma. The main content area is titled 'Available Jobs' and displays nine job listings in a grid:

- Software Engineer**  
Employer: Amazing Software  
Title: Software Engineer  
Type: Full Time  
Salary: 130,000 - 160,000 / year  
Build code to help enhance and maintain software  
[Apply](#)
- Product Designer**  
Employer: Ideative Design  
Title: Product Designer  
Type: Full Time  
Salary: 120,000 - 150,000 / year  
Design product to enhance user experience  
[Apply](#)
- Marketing assistant**  
Employer: Best Marketing Company  
Title: Marketing assistant  
Type: Intern  
Salary: 40,000 - 60,000 / year  
Assist marketing team to coordinate marketing tasks  
[Apply](#)
- Social Media program assistant**  
Employer: Social Camp  
Title: Social Media program assistant  
Type: Part Time  
Salary: 30 - 40 / hour  
Assist Social Media team to maintain program operation  
[Apply](#)
- UX Designer**  
Employer: Product Design Group  
Title: UX Designer  
Type: Entry Level  
Salary: 90,000 - 120,000 / year  
Enhance user experience through design  
[Apply](#)
- UX Designer**  
Employer: Beauty Salon  
Title: UX Designer  
Type: Entry Level  
Salary: 90,000 - 120,000 / year  
Beautify user experience through design a more attractive salon  
[Apply](#)
- Chat support representative**  
Employer: Chat Heaven  
Title: Chat support representative  
Type: Part Time  
[Apply](#)
- Coffee processing assistant**  
Employer: Coffee Making Ltd  
Title: Coffee processing assistant  
Type: Intern  
[Apply](#)
- Product Designer**  
Employer: Roadside Management  
Title: Product Designer  
Type: Full Time  
[Apply](#)



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# User Testing



# Final Prototype



<https://art-251.github.io/final/>



# **FUTURE DIRECTION**

- Develop a community page that allows recent grads to foster a sense of belonging in the job search process
- partnerships with companies who are interested in new grads
- second user phase testing

# Conclusion

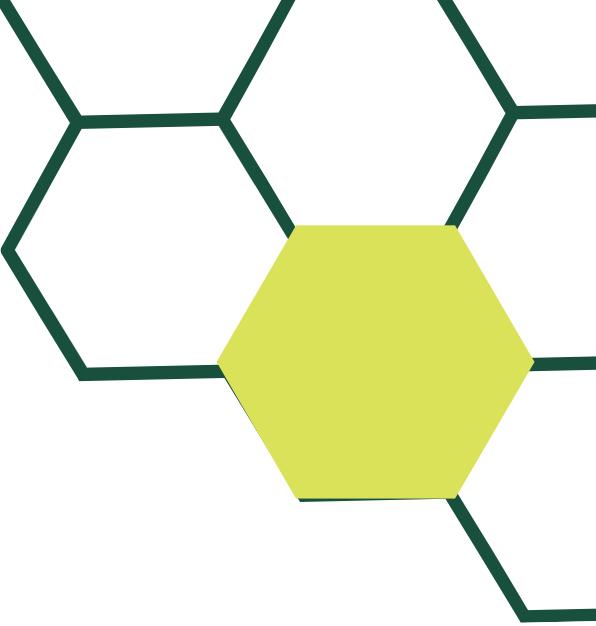
## Success:

- Time management, role assignment, and good communication kept the project on track
- Working prototype

## Failure:

- Surveying required more effort than expected
- Wanted a very high-fidelity prototype but realized there wasn't enough time, so had to **scale back**
- Needed more time for the testing phases
- Ai feature failed during the testing phase

# Thank you!



## Contributions

- Sam
  - logo
  - style guide
  - wireframes
- Ken
  - final prototype
- Mia
  - ideation
  - original prototype
  - organizing survey data
- Mishelle
  - survey data
  - user persona
  - slides
- Amy
  - empathy map
  - slides
- Group
  - survey questions
  - 5 user interviews per person
  - deciding the feature list
  - storyboarding





# Questions?