iSchool Careers Newsletter

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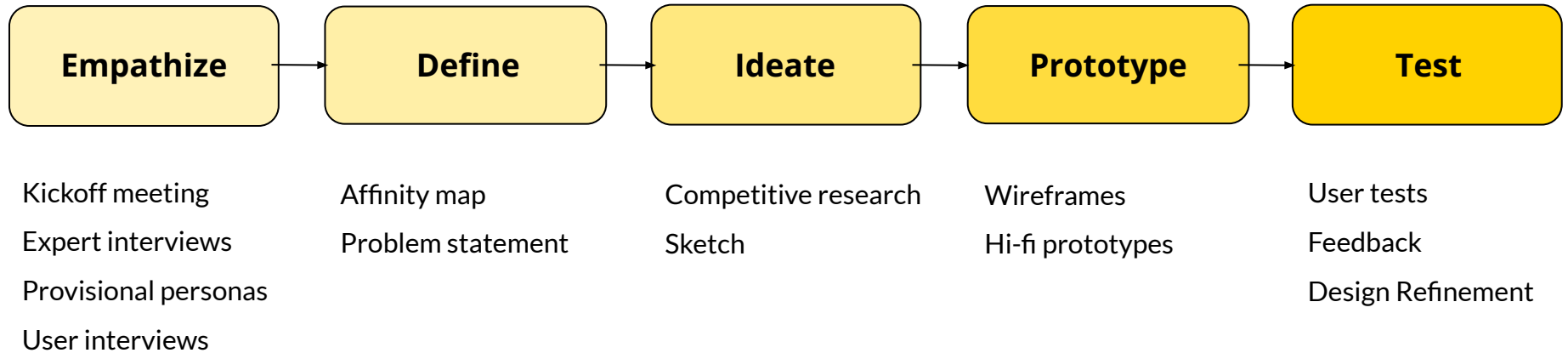
iSchool Careers Service

Agenda

- Design Challenge Overview
- Process Overview
- Provisional Personas
- User Interviews
- Problem Statement
- Prototype
- User Testing
- Limitation & Opportunities

Design Challenge Overview

iSchool Careers is a career service provided for current students and alumni of College of Information Studies (iSchool) at the University of Maryland, College Park. iSchool Careers' current services include drop-in career consultation and a weekly newsletter with various career-related resources.

The current iSchool Careers Newsletter is very simple in its content and layout, so it needs to be redesigned to improve in both areas.

Process Overview

Empathize → **Define** → **Ideate** → **Prototype** → **Test**

Empathize	Define	Ideate	Prototype	Test
Kickoff meeting	Affinity map	Competitive research	Wireframes	User tests
Expert interviews	Problem statement	Sketch	Hi-fi prototypes	Feedback
Provisional personas				Design Refinement
User interviews				

Provisional Personas

The Job Seeker

Characteristics
They know what kind of jobs they want. They're actively looking & applying for internships / jobs.

Goals
Get an internship or a job.

Needs
- They need job opportunities/career fair info that match with their experience level.
- They need tips for applying for job
- They need motivation/encouragement to applying for job.

The Explorer

Characteristics
They don't know what they want and are just exploring different career options / job opportunities.

Goals
Explore career options within the field to identify positions that are the best fit for them.

Needs
- They need clear job description.
- They need guide on general job application.
- They need motivation/encouragement to explore.

Provisional Personas

The Active Learner

Characteristics
They are actively looking for ways to improve their technical as well as professional soft skills.

Goals
To polish their professional skills - stand out from other job candidates.

Needs
- They need a variety of workshop/panels.
- They need motivation/encouragement to learn.

The Networking Guy

Characteristics
They are actively reaching out to people and making connections.

Goals
Connect with more people, especially alumni.

Needs
- They need contact info of professionals, peers, professors, etc.
- They need tips on networking.
- They need motivation/encouragement to network.

User Interviews - Demographic

User #	Degree Level	Program	Domestic / International Student
1	Undergraduate	InfoSci	Domestic
2	Alumni	HCIM	International
3	Graduate	HCIM	Domestic
4	Graduate	HCIM	International
5	Graduate	HCIM	International

User Interviews - Affinity Map

User Interviews - Key findings

- Students with different college degree levels or experience levels have **different goals and career needs**.
- Different users **read emails differently** but **share the same goal**: find information that is helpful to them.
- They want to know how featured internships and jobs were selected.
- Both undergraduate and graduate students would like to **explore career options** in their field/industry.
- International students want to know if the internships/jobs listed require U.S. citizenship or if they're willing to sponsor work visa.
- All the users said the current newsletter is not visually appealing to them.
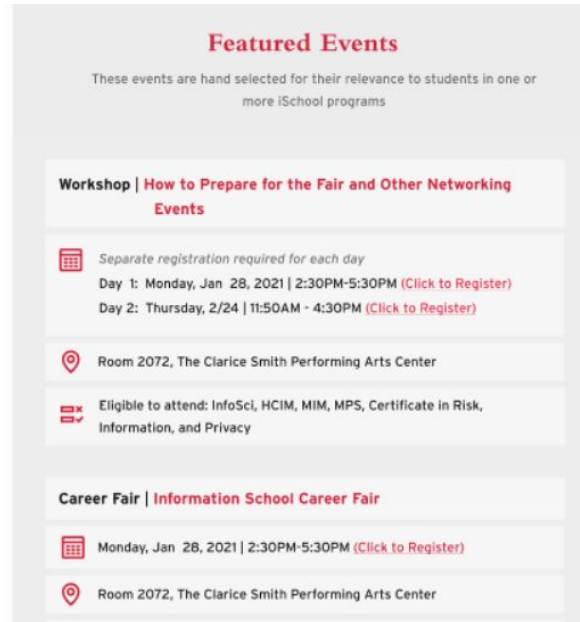
Problem Statement + Design Considerations

Problem Statement

How might we improve the newsletter's **readability**, increase its **visual interest**, and provide **tailored career resources** for iSchool students and alumni.

Design Consideration

Currently there is **only one person** who's in charge of the creation and distribution of the newsletter & drop-in career consultation.

Prototype

Prototype Link   PDF Link

User Testing - Demographics

User #	Degree Level	Program	Domestic / International Student
1	Undergraduate	InfoSci	Domestic
2	Graduate	HCIM	International
3	Graduate	HCIM	Domestic
4	Graduate	HCIM	International

User Testing - Key Findings

Pros:

- The "iSchool Careers Newsletter" header is **eye-catching** and **easily identifies the source**
- The issue date is **clearly labeled** within the newsletter content at the top of the page
- The reader can quickly learn what's included in this newsletter through skimming the summary section

Cons:

- Not enough color contrast between different sections
- The distinction between the "Featured Events" and "Other Events" sections is unclear
- Inconsistency in clickable elements

Refined Prototypes

Career Fair | **How to Prepare for the Fair and Other Networking Events (Click to Register)**

Separate registration required for each day
Day 1: Monday, Jan 28, 2021 | 2:30PM-5:30PM (Click to Register)
Day 2: Thursday, 2/24 | 11:50AM - 4:30PM (Click to Register)

Room 2072, The Clarice Smith Performing Arts Center

Eligible to attend: InfoSci, HCIM, MIM, MPS, Certificate in Risk, Information, and Privacy

Workshop | **How to Prepare for the Fair and Other Networking Events**

Separate registration required for each day
Day 1: Monday, Jan 28, 2021 | 2:30PM-5:30PM (Click to Register)
Day 2: Thursday, 2/24 | 11:50AM - 4:30PM (Click to Register)

Room 2072, The Clarice Smith Performing Arts Center

Eligible to attend: InfoSci, HCIM, MIM, MPS, Certificate in Risk, Information, and Privacy

Before Testing

After Testing

Limitations & Opportunities

Limitations

- Sample size is not big enough
- Interview participants are not representative of students from all iSchool degree programs
- Only designed for desktop view

Opportunities: Design Implementation

- Transform Figma design files into code using plugins
- Use template generator (e.g., Mailchimp, Mailerlite)
- Write custom code - HTML & CSS

Thank you!

TEAM IC 22020

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