Info Challenge 2022-Ischool

Kinny Chen, Zi Lin

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# Project Brief

### About the client:

iSchool Careers is a service point within the College of Information Studies that provides support for students and alumni from all of our degree programs (InfoSci, InfoDesign, HCIM, MIM, MLIS, and PhD). Current services include drop-in hours for career consultations and a simple weekly newsletter that lists career-related events happening on campus as well as internship and job opportunities that match our students’ skills.

### About the newsletter:

The current iSchool Careers Newsletter is very simple in its content and formatting, and we’re looking for opportunities to make the newsletter better in both areas.

### What you’ll be provided:

* A copy of the most recent newsletter
* An identity diagram created by students in INST710 (User Experience Research Methods), which provides notes from interviews that students conducted with a portion of our population (master’s students). These notes describe general needs and approaches that master’s students take to seeking career information, which might help you to understand different mindsets among our user population
* A slide presentation created by students in INST710, which highlights some of the topics and services that master’s students would seek from iSchool Careers broadly (not just the newsletter). Their insights might give you ideas for types of content that would be helpful in a newsletter.
* Other materials as needed

### Challenge:

* Brainstorm types of content that would be useful to include in a weekly career newsletter for our population
* Provide wireframes of one or more ideas about how this information might be presented

### Newsletter Example

iSchool Careers: Events & Opportunities Newsletter. 01/18/2022

In this issue: Road Trips to the Real World | Drop-In Career Consultations | Upcoming Career Events | Featured Internship & Job Opportunities

(Virtual) Road Trips to the Real World

Road Trips to the Real World is an exclusive opportunity for college students to learn firsthand about a career field, network with top employers and their employees, and explore internship and job opportunities. This is the perfect chance for students to get a head start on their careers!

The registration fee is $5 per site visit.

Registration for each visit is due the day before the event. To find the registration link for a company of interest, visit [The University Career Center's January Events Page](https://careers.umd.edu/events-calendar?date=2022-01).

List of Employers:

Google - 1/19/2022 @ 3:00 pm

Career Events from the University Career Center & Beyond

These events are hand selected for their relevance to students in one or more iSchool programs

[Acing the Interview Workshop](https://careers.umd.edu/node/5274)

Date & Time: Thursday, 1/20 @ 3:00 pm

Host: The Washington Center (Internships & Seminars)

[Careers in Technology Hispanic/Latinx Perspectives](https://careers.umd.edu/node/5262)

Date & Time: Thursday, 1/20 @ 4:00 pm

Employer: Accenture (Consulting)

[Alumni Association Career Week: Monday](https://careers.umd.edu/node/5285)

Date: Monday, 1/24

10:00 am - Engineering your future: Technical Leadership Path or People Leadership Path?

11:00 am - How defining your values can create a fulfilling career + life

11:30 am - Mid-Career changes amidst the Great Resignation

[Careers4Terps: Your Online Lifeline](https://careers.umd.edu/node/5297)

Date & Time: Monday, 1/24 @ 2:00 pm

Organizer: University Career Center & President's Promise

[Future Leaders in Public Service Internship Program Information Session](https://careers.umd.edu/node/5284)

Date & Time: Monday, 1/24 @ 4:00 pm

Employer: Partnership for Public Service (Non-profit | Civil service)

Drop-In Career Consultations

Students and alumni from all iSchool programs are invited to drop-in hours for career consultations with Dr. Katy Lawley, your iSchool Career Services Liaison. Stop by anytime during our operating hours (listed below), and we'll identify your needs and answer quick questions. Individual follow-up appointments will be scheduled as needed.

Service areas: Resume review, Job/Internship searching assistance, Practice interviews, Salary negotiation guidance, Understanding the job market, Other career-related questions

* Tuesdays 5:00 - 6:30 pm ([Click here to join via Zoom](https://umd.zoom.us/j/6470483814?pwd=TnI2eW9pR2thSndJTnE2K1kwMnhIZz09))
* Fridays 3:00 - 4:30 pm ([Click here to join via Zoom](https://umd.zoom.us/j/6470483814?pwd=TnI2eW9pR2thSndJTnE2K1kwMnhIZz09))

Featured Internship & Job Opportunities

Internships

Title: [Data Science Intern](https://boards.greenhouse.io/gusto/jobs/3787981)

Employer: Gusto (Human Resources Software)

Title: [Social Impact Intern - Digital Inclusion](https://zoom.wd5.myworkdayjobs.com/en-US/Zoom/job/XMLNAME-2022-Social-Impact-Intern--Digital-Inclusion_R6649)

Employer: Zoom (Communication | Software)

# Kickoff Meeting Notes

Current:

* Go to 4 programs and 3 master programs
* Not going to PHD programs
* Goes to alumni still hunting jobs
* Want the email can be sent out to everyone who is interested in ischool
* Current new
* Events & jobs & announcement & tips
* What will be a good layout
* The identity map may be too old (2020 job market)
* Data are mainly collected within master student group
* Current use google but have subscription to active campaign
* Want that subscript/unsubscription

Reach out to undergraduate

* Talk to instructor
* Listserv

Email

* How does it show on Web/phone, etc
* Email on different client shows different
* Simplicity
  + Don’t see the important thing on a long email
* Accessibility
* People from different countries

# Project Timeline

Feb 26, Sat

* Empathize
  + Kickoff meeting
  + Expert interview
  + Background research
    - 2020 Identity model: [link](https://miro.com/app/board/o9J_khu4pEc=/)
  + Provisional personas
    - Undergraduate
    - Graduate
    - Alumni
    - PhD students (optional)
  + User recruitment
  + Interview guide
  + User interviews (Feb 27, Sun)
* Define
  + Competitive analysis
  + Affinity Map
  + User Persona
  + HMW
* Ideate
  + Brainstorm
  + Sketch (Mon)
* Prototype
  + Wireframe
* Test
  + Usability Testing
  + Refine prototypes

# Research Plan

## Current Product Research

Current newsletter structure:

* Newsletter title
* Newsletter date
* Summary
* Career Events (on campus + off campus)
  + Description
  + Price
  + Registration guide
    - Link / Location
* Career consultation service
  + Description
  + Service areas
* Featured jobs/internship
  + Internship
    - Job title (text link)
    - Employer (company name + industry)
  + Part-time jobs
    - Job title (text link)
    - Employer (company name + industry)
  + Part-time jobs
    - Job title (text link)
    - Employer (company name + industry)
  + Volunteer
    - Job title (text link)
    - Employer (company name + industry)
* Identity
  + Name
  + Pronoun
  + Position
  + Department
  + School
  + Cell phone
  + Email
  + Consent

## Market Research (later before ideate)

### Competitive Analysis

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### Figjam:

### <https://www.figma.com/file/lpQRVzJMJg1NaWAQR9Nios/IC2022-ISchool-Career-Newsletter?node-id=28%3A668>

### 

# Provisional Personas

| User Type | Characteristics | Goals | Needs |
| --- | --- | --- | --- |
| The job seeker | They know what kind of jobs they want. They’re actively looking & applying for internships / jobs. | Get an internship or a job. | * 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 | They don’t know what they want and are just exploring different career options / job opportunities. | Explore career options within the field to identify positions that are the best fit for them. | * They need clear job description * They need guide on general job application * They need motivation/encouragement to explore |
| The active learner | They are actively looking for ways to improve their technical as well as professional skills. | To polish their professional skills - stand out from other job candidates. | * They need different workshop/panels * They need motivation/encouragement to learn |
| The networking guy | They are actively reaching out to people and making connections. | Get me connected with more people/alumni. | * They need contact info of professionals, peer, professor * They need tips on networking * They need motivation/encouragement to network |

# Interview Protocol

### Recruitment message

Hi everyone, my name is Zi. My teammate Kinny and I are both 2nd-year Human-Computer Interaction master’s students at UMD and currently working on a design/info challenge that aims to optimize the visual design and user experience of the iSchool Careers newsletter. We are looking for 5-6 interviewees to gather insights on their experience with the current newsletter and career needs. Please let us know if you or anyone you know are interested in participating in our user interviews and meet the following requirements:

* Students or alumni of iSchool.
* Available for 1 hr to participate the interview
* Available on Sunday(2/27) or Monday(2/28)
* Are ok to share screen during the interview
* Are ok with us recording the session

We really appreciate your help!

Interview zoom link:

<https://umd.zoom.us/j/98344700680>

Agenda:

* Project overview
* Interview
* Walk through the current iSchool Careers newsletter

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# User Interview

## Introduction

Hi xxx, thank you for coming to this interview, we really appreciate your time today.

My name is xxxx, like we mentioned in the recruitment info, my team is currently working on a design challenge that aims to improve the visual design and user experience of iSchool Careers newsletter.

Before I start, I would like to ask is it ok for us to record this session? The recording will only be for internal use and we will not share the recording with anyone else.

## Question

* What year are you in?
* What’s your major/program?
* Are you currently looking for a job / internship/ do you already have a job?
  + Do/did you have any difficulties while exploring career options or applying for jobs? How did you overcome them?
* What kind of career resources would be helpful for you?
* Did you know iSchool has a newsletter that shares information about careers?
  + If yes
    - How often do you read it?
    - Do you usually read it on your laptop, cell phone, or other device?
    - What do you think of the information provided? Are they helpful or not?
    - What else would you like to see or improve?
  + If no
    - Why?
* What are some other career resources you are using?
  + Why do you use it?
  + What do you think of it (Is there anything you like / don’t like about it)?

Now we are going to send you an email that includes an example of the current newsletter. We would like you to start sharing your screen so we can walk through it together.

Assuming you just received this newsletter. Could you show us how you would usually read it? When you are going through the email, please let us know what you’re seeing/thinking, and if there’s anything you like or dislike. (e.g., ”The information here is not very clear”, “I like how they present these events”, “I would love to learn more about xxx”). Any details would be appreciated!

* Subject
* Rank

## User Interview Record

### Contact List

* A 2nd-year InfoSci undergraduate student who’s exploring options with information science
* An HCI master’s student who’s actively looking for a summer internship - Ting/Aritro
* An HCI master’s student who’s actively looking for a full-time job - Vivian
* An iSchool graduate student who’s currently looking for a full-time job
* An iSchool alumni who currently has a job but looking for a new job - CJ

### Recording

* Blen
  + <https://drive.google.com/file/d/1lomSLVk-K9KG98uPp1aBOrc0TzZxqSkJ/view?usp=sharing>
* CJ
  + <https://drive.google.com/file/d/1fZV-LXTeUuxJ2npzvDIW3FkLoqRF_Luk/view?usp=sharing>
* Vivian
  + <https://umd.zoom.us/rec/share/vSOKFCczIwAlhJph-ZkT7wkPHd3Umeteb_Cw9MFQncb0Zq2de8LyB9f1Jt9l2wml.e35kP4Dh7ws3urc5>
  + Password: ^90$xrcu

### Notes

<https://docs.google.com/spreadsheets/d/1VUy9XTYy0hlJpTRTRxxdzqr__90jcAKZH1MIEUYiw1c/edit#gid=0>

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# Affinity Map

Figjam:

<https://www.figma.com/file/lpQRVzJMJg1NaWAQR9Nios/IC2022-ISchool-Career-Newsletter?node-id=0%3A1>

# HMW

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

# Sketch

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Figma:

<https://www.figma.com/file/KX05mQ2n2SfKRxEWoVXOvd/IC%3AiSchool-Career-Newsletter?node-id=6%3A65>

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# Prototype

Figma:

<https://www.figma.com/file/KX05mQ2n2SfKRxEWoVXOvd/IC%3AiSchool-Career-Newsletter?node-id=31%3A1893>

# Testing

Google Spreadsheet:

https://docs.google.com/spreadsheets/d/1VUy9XTYy0hlJpTRTRxxdzqr\_\_90jcAKZH1MIEUYiw1c/edit?usp=sharing

# Presentation

Google Slide:

https://docs.google.com/presentation/d/1sPMtlhsaap82QKqCWg15Ik10a1O6Me4O3KF-sWY5FlA/edit?usp=sharing

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