



A WPP COMPANY

# “Search & Match”

EARLY OBSERVATIONS

#### **EPIC DESCRIPTION**

"We believe that users will be better served if they're seeing more intuitive results that map to where they are on platform. The goal is to serve up specialized search/match results to different audiences in the appropriate context."

## **Epic Brief: Make Search/Match Functions Align with Audience Needs**

### **One Sentence Description of Epic:**

We believe that users will be better served if they're seeing more intuitive results that map to where they are on platform. The goal is to serve up specialized search/match results to different audiences in the appropriate context.

### **Business Case (The Why?):**

We're tackling this epic because we regularly receive feedback that users do not understand the results being put in front of them. Our general search page is relatively hidden and likely has too many options. Our organization users do not have good access to matching corps member data. Corps members have a need for matches beyond opportunity matches, for example to find matches to alums who have done similar service years in order to talk to them. Ultimately we believe that we will have 'employer' users on ServiceYear.org who are there to search for alums for recruitment purposes. These users all have different search/filter/matching needs and therefore need a user experience which is tailored to their context.

As part of this work, we want to also remove some information from the public view, e.g., the general approach will be to not display contact information and to make messaging available in the appropriate context. The approach also seeks to not display excess information to visitors in order to leverage possible monetization prospects while still showing enough data to make the purpose of ServiceYear.org clear as an exchange between host orgs/opportunities and corps members.

### **Details:**

## User Scenarios

1. I am a visitor and I want the search experience to be simpler and less confusing (fewer options)
2. I am a PCM and I have EOI'd an opportunity. I want to find relevant alums and message them about it
3. I am an enrolled CM and I want to find nearby serving CMs and message them
4. I am a host org user and I want to find alums who served with my organization
5. I am a host org user and I want to see PCM matches which are local to my organization
6. I am a network user and I want to find CMs and Alums who served in my network

## OUR GOAL

Understanding this epic & looking for key  
observations that can help us break it down  
into smaller units of work.

# Initial Methods

## WHAT WE'VE DONE

- 4 stakeholder interviews (Kristen, Sandie, Jonas, Dennis)
- Review of Google Analytics
- Comparative Analysis

## WHAT WE HAVE NOT DONE THAT WE WOULD LIKE TO

- Interview CMs via Intercom
- Testing with Corps Members

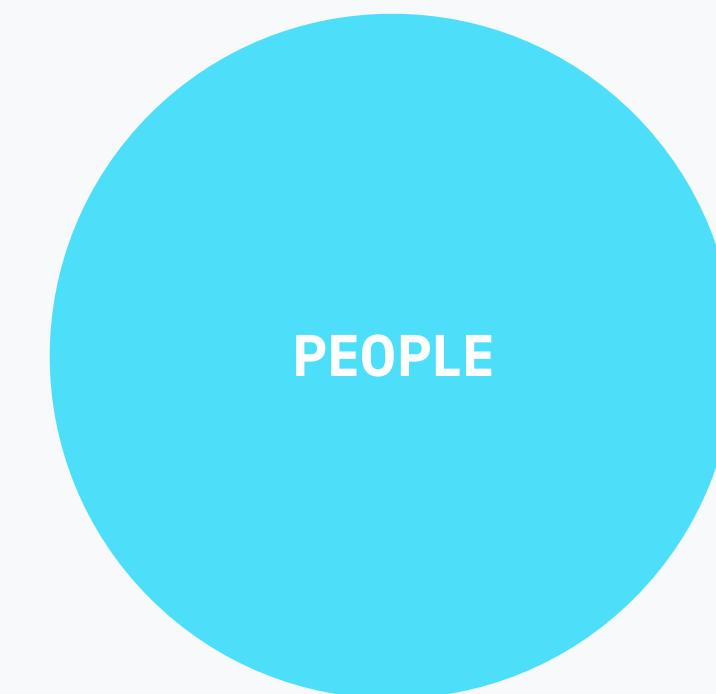
# Key Observations

SY / 2018

“At the core, what people are asking  
for is a way to connect”

—KRISTEN B.

Creating connections means understanding “who” is relevant within and around the following –



“The reasons they all became corps members is that they talked to someone who has already done it”

– SANDIE, REFERRING TO SERVICE MOTIVATION

Messages are not currently generating a lot of  
“conversations”

~2,400

Total Messages Sent

~1,700

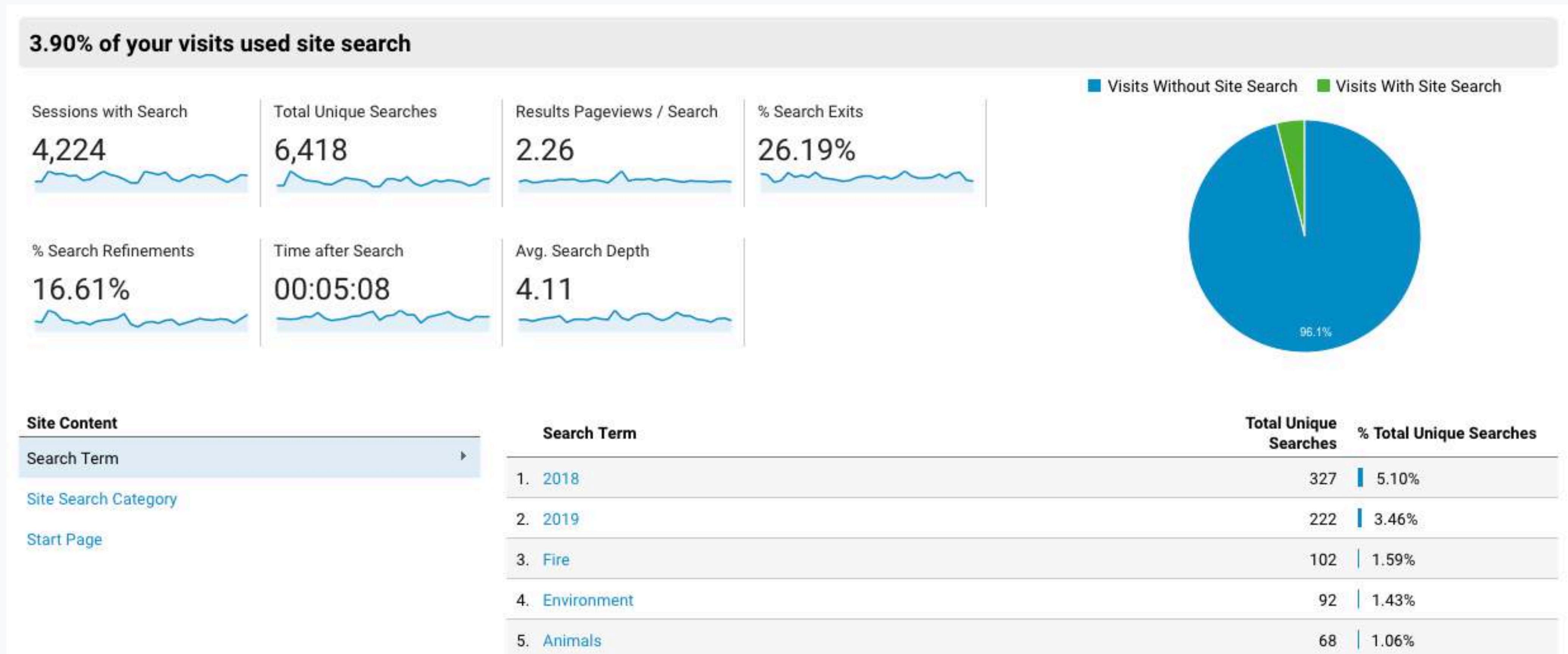
Unique Threads

~70% of threads have only 1 message

“We've reached the limit of useful life of general search page...its trying to be all things to all people.”

— SANDIE, REFERRING TO SEARCH

Over the last 30 days, a tiny fraction  
of users used site search.



## ALLOW USERS TO SEARCH WITHOUT KEYWORDS

Using entities like Organizations or Listings to guide a user's keyword search provides appropriate context, but by allowing users to browse within those entities without entering a single keyword may increase the value of the search tool to a new user who is unfamiliar with Service Year.

The LinkedIn screenshot shows the top navigation bar with Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Try Premium for free. The sidebar displays profile stats: Senior Content Strategist at iStrategyLabs, 45 Who's viewed your profile, 393 Connections, and a Try Premium for free button. The Airbnb screenshot shows a large promotional image of a meal being eaten and a search bar with the placeholder "Try ‘Restaurants in San Francisco’". Below the search bar is a navigation bar with buttons for All, Homes, Experiences, and Restaurants, with a blue arrow pointing to the Restaurants button.

## MAKE RESULT CARDS MORE ACTIONABLE

Airbnb offers a variety of ways for a user to determine the relevancy of a result—be it vicinity, price, style, photos, reviews, or something more specific. Should a user deem a listing relevant, they can save a listing without ever clicking in.

**New York, NY · Homes**

Become a host Help Sign Up Log In

Dates Guests Home type Price Instant Book Trip type More filters

Search as I move the map

**Entire House · 3 Beds**  
"The Country" & the NYC Waterfront!  
From \$185 per night  
★★★★★ 317 · Superhost

**Private Room · 3 Beds**  
Manhattan Lux Loft.Like.Love.Lots.Look !  
From \$219 per night  
★★★★★ 408 · Superhost

**Washington · Homes**

Dates Guests Filters

**Private Room in Apartment**  
Cozy apartment by Washington D.C. waterfront!  
2 guests · 1 bedroom · 1 bed · 1 shared bath  
\$45 per night  
★★★★★ 7

## PRIORITIZE NON-COMMITTAL CONVERSATIONS

Understanding that users planning a trip are weighing several options before making a commitment, Airbnb allows users to organize their favorite listings into distinct categories and refer to them later—right from the navigation.

The screenshot shows the Airbnb mobile application interface. At the top, there is a navigation bar with the Airbnb logo, a search icon, and a search input field labeled "Search". To the right of the search bar are links for "Become a host", "Saved", "Trips" (which is highlighted with a blue arrow), "Messages", "Free credit", and "Help". A circular profile picture of a person is also visible in the top right corner.

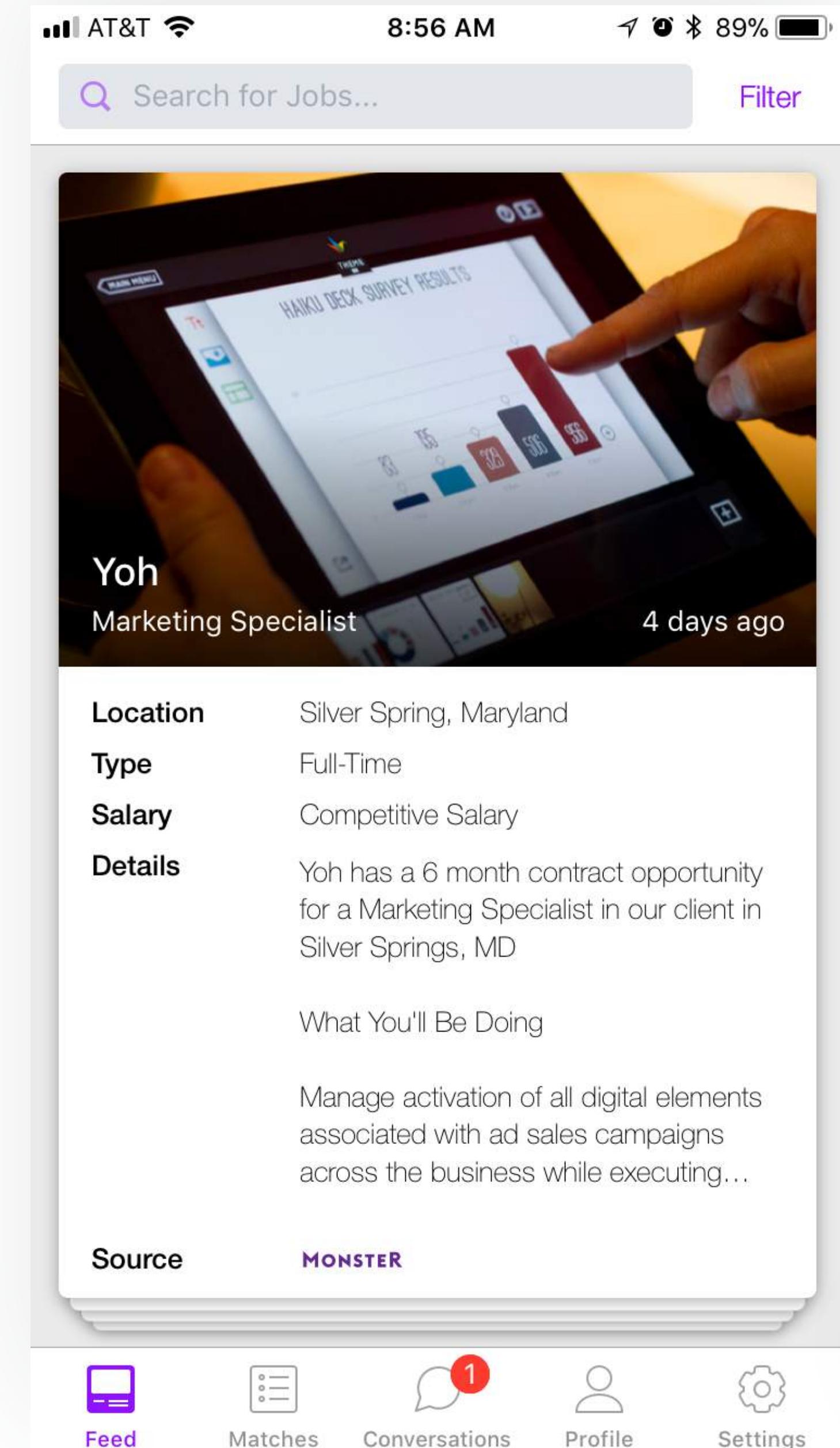
The main content area is titled "Lists" and displays a section titled "Your lists". It shows three saved lists: "Bachelorette" (9 Homes), "Colombia" (1 Home), and "Los Angeles" (15 Listings). Each list item includes a thumbnail image, the list name, guest count, and the number of listings. To the right of the lists, there is a button labeled "Create a list". Below the lists, it says "15 lists" and "See all".

At the bottom of the screen, there are three horizontal image thumbnails representing different travel destinations: a building with a blue door, a house with a red-tiled roof, and an interior room with wooden ceiling beams.

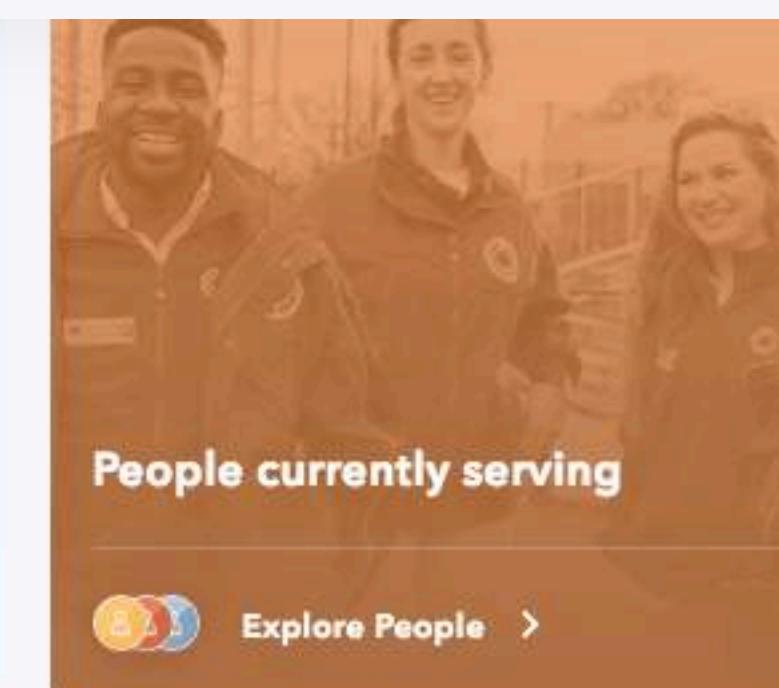
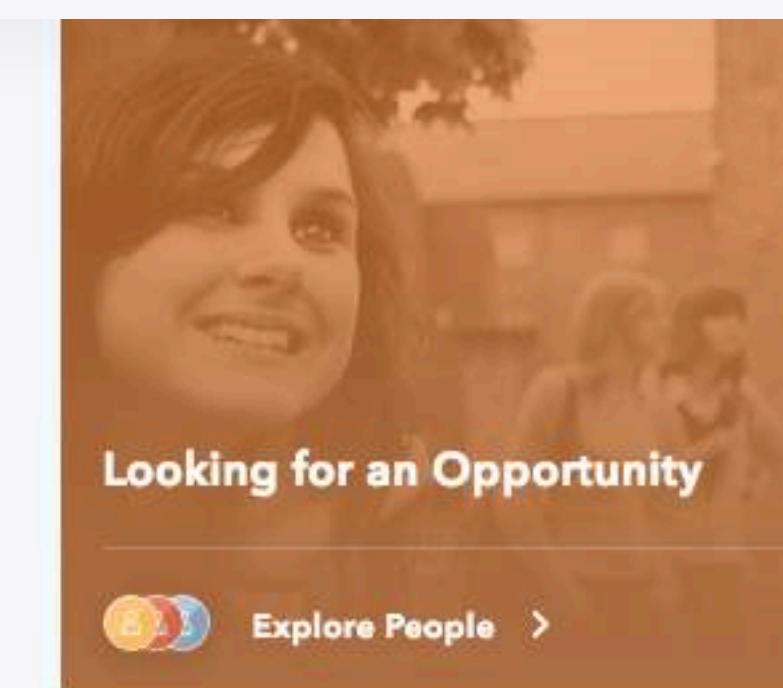
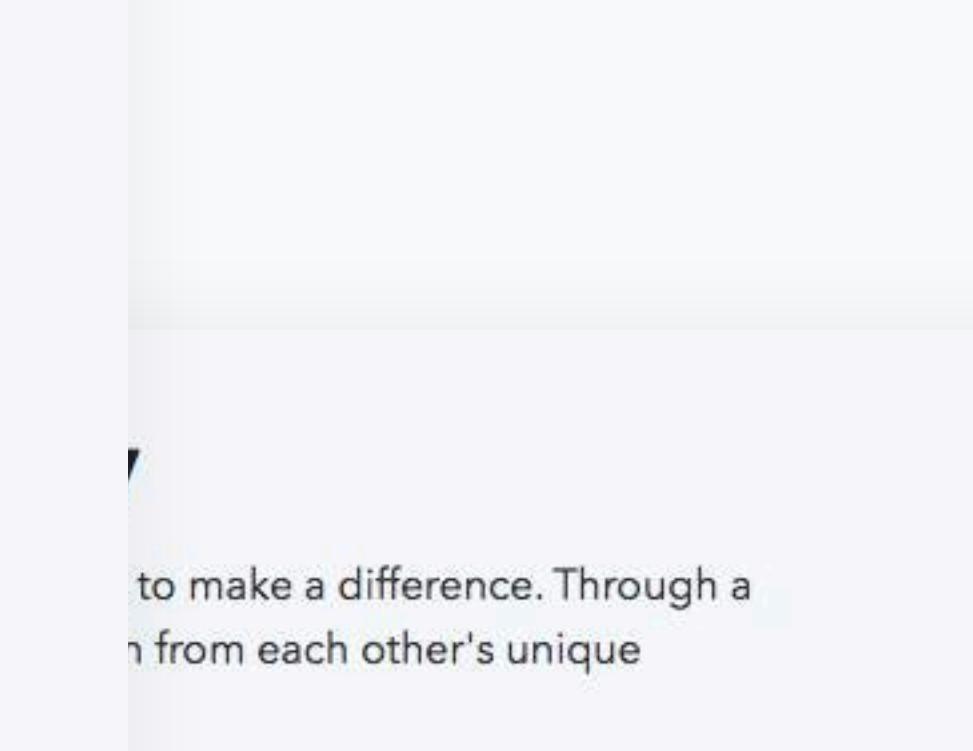
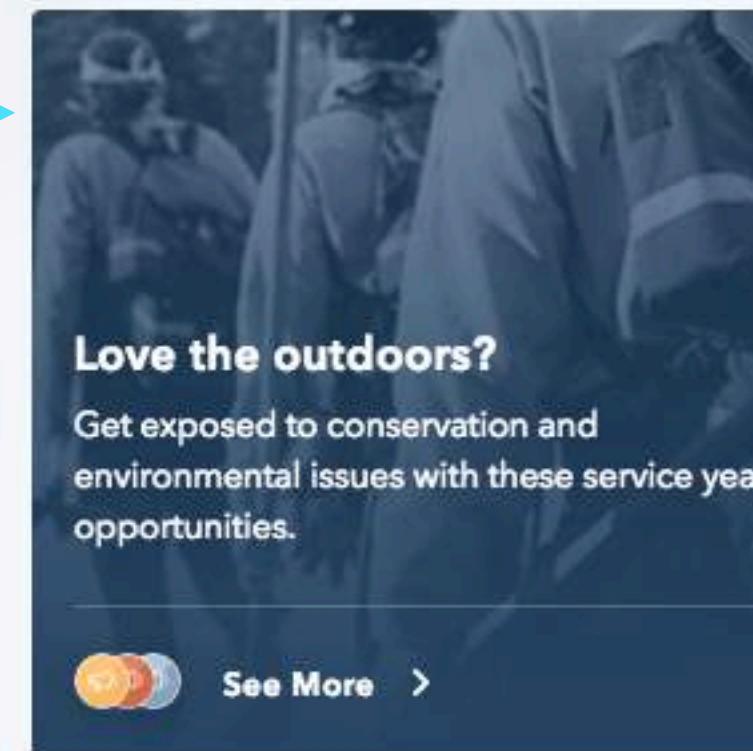
**OPTIMIZE GLOBAL NAV FOR CONNECTIONS**

The Monster Jobs app prioritizes 5 extremely actionable features in their navigation—most of which are focused on discovery and connections.

Incorporating a red notification icon with conversations improves the likelihood of users interacting with that feature.



Collections are currently able to provide relevant details on why a user may care about results



## SHOWCASE RELEVANT MATCHES IN CONTEXT

LinkedIn displays employees on company pages and offers prospective employee the ability to reach out to them for more firsthand information.

They also display related companies on the righthand side (along with related connections) to promote further browsing.

ISL (iStrategyLabs)  
Marketing and Advertising • Washington, District of Columbia • 3,069 follow...  
43 connections work here. See all 65 employees on LinkedIn →

About us

ISL invents digital & physical experiences for the world's biggest brands. We are a WPP Company. Our designers, developers, marketers and makers build everything from apps, to connected devices, to wildly creative campaigns that reach audiences globally. We design and build for web and mobile. We invent campaigns that delight the world. We produce commercials and short films. We're the Social Agency of Record for some of the biggest companies in the world. We even have an entire team devoted to internet-connected devices and experimental hardware.

Recent update

Everyone's Internet: Web Accessibility...  
4front.io

43 connections at this company

Eric Shutt • 1st  
Director of Strategy

Lauren Zoltick • 1st  
Senior Content Strategist

SMITHBUCKLIN

Kim, explore relevant opportunities with SmithBucklin

Follow

People also viewed

Agency CHIEF  
Marketing and Advertising  
51-200 employees

2 connections work here

LMO  
Marketing and Advertising  
51-200 employees

HZDG  
Marketing and Advertising  
51-200 employees

3 connections work here

iStrategy  
Computer Software  
11-50 employees

RedPeg Marketing  
Marketing and Advertising  
51-200 employees

## OFFER USERS MORE WAYS TO CONNECT

LinkedIn displays a connections scorecard of sorts in their My Network tab, giving users the ability to accept invitations to connect, send their own, or view their existing connections.

The screenshot shows the LinkedIn interface with the following elements:

- Header:** LinkedIn logo, Search bar, Home, My Network (highlighted), Jobs, Messaging, Notifications (with 4 notifications), Me, Work, Try Premium for free.
- Left Sidebar:** Shows "Your connections" count (393) with a "See all" link and a thumbnail of five profile pictures. It also has sections for "Add personal contacts" (with a note about importing contacts) and an email input field ("kimstockley@yahoo.com") with a "Continue" button.
- Invitations Section:** Titled "Invitations (15)" with a "Manage all" link. It lists two invitation cards:
  - Jeffrey Harvey:** Certified Content Strategist & Thought Leader: Strategic. Ignored, Accept button.
  - Arman Fallahkhair:** Patent Examiner at USPTO. Ignored, Accept button.A "Show more" link is present below the list.
- People you may know:** A section showing three profiles:
  - Jeremiah Click:** Talent Acquisition Lead (North America) at M+W. Lori Geater and 27 others. Connect button.
  - Whitney Kirkland:** willie\_lea06@yahoo.com. Invite button.
  - Alex Barbato:** Software Engineer In Test at ISL (iStrategyLabs). ISL (iStrategyLabs). Connect button.
- Promoted Content:** A sidebar with three items:
  - Job Offers to Your Inbox:** Tech professionals! Start getting job offers in your inbox from week one! (with a "View offer" link).
  - Augmented Reality:** The Five Steps Every Marketer Needs to Win at AR. Get your free whitepaper!
  - Average savings of \$536\***: Access MetLife Auto® insurance discounts through work and save!
- Footer:** About, Help Center, Privacy & Terms, Advertising, Business Services, Get the LinkedIn app, More, LinkedIn Corporation © 2018.

NEVER STOP LEARNING ABOUT YOUR USERS

By prompting users to self-identify where they are in the application process during their search, you can prioritize more serious PCM leads to organizations looking to fill slots.

The screenshot shows the LinkedIn Jobs section of the website. At the top, there's a navigation bar with links for Home, My Network, Jobs (which is underlined), Messaging, Notifications, Me, Work, and a 'Try Premium for free' button. Below the navigation is a search bar with fields for 'Search jobs' and 'Search location', and a 'Search' button. Underneath the search bar, there are links for '1 Saved job', '0 Applied jobs', and 'Career interests'. To the right, there are buttons for 'LinkedIn Salary', 'Looking for talent?', and 'Post a job'.

A prominent feature is a light gray modal window titled 'Where are you in your job search?'. It contains four buttons: 'Actively looking and applying' (highlighted with a blue border), 'Casually looking to see what's available', 'Not looking, but open to the right offer', and 'Not looking and not open to opportunities'. Below the buttons, a small note says 'Your Career interests and job search are private.'

Below the modal is a green promotional banner with the text 'Looking for jobs? Secretly let recruiters know!' and '15X more likely to be contacted by recruiters'. It features illustrations of people at desks and a 'Turn On Now' button.

The main content area below the banner is titled 'Jobs you may be interested in' and 'Based on your Profile and Career interests'. It shows 7 job titles, locations, and industries. There are buttons for 'Update Career interests' and 'Career interests settings'. A note indicates 'Open candidate: Off'. At the bottom, there are icons for 'PREMIUM' and 'Messaging'.

## SHOWCASE THE VALUE OF A CONNECTION

LinkedIn shows users how to get a leg up in their job search by leveraging their connections. An “Ask Sarah what she liked about serving” modal could serve a similar purpose for SY, but would require the ability to make permanent connections with other users.

The screenshot shows a LinkedIn job listing for a "VP of Creative" position at "Custom Ink · Fairfax, Virginia". The listing includes a profile picture of a team, the job title, location, posting date ("Posted 3 weeks ago"), and view count ("468 views"). Below the listing are two buttons: "Save" and "Apply". To the right of the listing, there is a sidebar titled "People also viewed" showing other job posts like "Creative Director" at "Riley Home" and "Executive Creative Director" at "Wyndham Vacation Ownership". At the bottom of the listing, there is a callout box with the text "Sarah can refer you" and "Get referred to increase your chances of landing an interview.", followed by a button "Ask for a referral". A blue arrow points from the text "Sarah can refer you" towards the "Ask for a referral" button.

**VP of Creative**  
Custom Ink · Fairfax, Virginia  
Posted 3 weeks ago · 468 views

**Sarah** can refer you  
Get referred to **increase your chances** of landing an interview.  
[Ask for a referral](#)

**Job description**  
Are you a web-savvy creative leader who cares as much about the team and performance as you do the brand? Are you most energized when driving the business forward through great creative? Want to do that in a friendly, values-driven, "t-shirt & jeans" environment?  
If so, and you have the track record to back it up, read on!

**Contact the job poster**  
  
**Caitlin Conn** 2nd  
Corporate Recruiter at Custo...

**People also viewed**

**Creative Director**  
Riley Home  
New York, New York  
3 weeks ago · [Easy Apply](#)

**Executive Creative Director**  
Wyndham Vacation Ownership  
Orlando, US-FL  
3 alumni work here  
1 week ago

**Head of Creative Services**  
ProShare Advisors LLC  
Washington D.C. Metro Area

## CONSIDER RESERVING EXCLUSIVE DATA FOR PAYING CUSTOMERS

LinkedIn understands that seeing which people or organizations are interested in your profile is extremely valuable to users when it comes to networking, which is why they reserve the full data set for paying customers.

The screenshot shows the LinkedIn interface with the title "Who viewed your profile". A blue arrow points to the top left of the main content area, highlighting the statistic "45 profile viewers in the past 90 days -67% since last week". Below this is a line graph titled "Week of Apr 10" showing viewer counts from Jan 23 to Apr 17. The graph shows peaks around Feb 6, Mar 6, and Apr 3, with a significant dip around Feb 20. A callout box on the right explains the new design, mentioning a graph of viewers over time and a new layout. Another blue arrow points to the bottom left of the main content area, highlighting the "Recruiter" section which encourages upgrading to Premium to see more views. The bottom right corner shows a "Messaging" icon.

Journey posting is an existing piece of functionality  
that helps alums share their experience of serving  
that may be under-utilized.

The screenshot shows the Service Year website's journey posting interface. At the top, there is a navigation bar with links for "My Dashboard", "Service", "Host", "Home", and "My Service Year". A dropdown menu is open over the "Service" link, listing various prompts for users to share their service experiences. Below this, there is a large text input field labeled "(optional)" and a "Post" button. The right side of the screen features a sidebar with search and filter options.

- A major challenge I've faced in my service is...
- I'd like to learn more about...
- If I could do my service year again, I'd...
- I'll never forget...
- My "aha" moment was when...
- My favorite thing about service is...
- My service year helped me...
- My typical day goes like this...
- Now that I've finished serving, I'm...
- Service is important to me because...
- Someone I'd like to give snaps to for their amazing work is...
- Someone I know who is dedicated to service is...
- Someone I know who is dedicated to service is...
- Something I really enjoy in my service is...
- Something I've learned from my service is...
- Something I've learned from my service is...
- Something that surprised me is...
- The highlight of my service year was...
- ✓ What have you been up to? Post about your experience.

## KEEP A USER'S MOTIVATION TOP OF MIND

While LinkedIn and Airbnb may provide varying amounts of content to pre-authorized users, they both personalize the language and visuals they use when prompting a user to sign in, keeping the goal (i.e. book a listing) visible and prominent.

The image displays two separate login interfaces side-by-side:

- LinkedIn Login:** On the left, a user profile for "Audrey" is shown with a "View Audrey's Full Profile" button. A blue arrow points from the text "Join now to see Audrey's full profile. It's free!" to the "Join now" button, which is highlighted in blue. Below the button, the text "By clicking Join now, you agree to the LinkedIn User Agreement, Privacy Policy, and Cookie Policy." is visible.
- Airbnb Login:** On the right, a "Sign up to book" screen is shown. It features three main sign-up options: "Continue with Facebook" (blue button), "Continue with Google" (white button), and "Sign up with Email" (red button). Below these options, the text "Already have an Airbnb account? Log in" is displayed. To the right of the Airbnb interface, a review for a listing is shown, with a blue arrow pointing from the "357 reviews" text to the star rating icon.

## RECOMMENDATIONS

1. Give users ways to click to browse results instead of just searching keywords
2. Cycle recommended keyword searches in placeholders
3. Show off what type of entity a result in search is
4. Show suggested/recent results in search before user adds keywords
5. Include saved (or liked) & matches in the global nav experience
6. Give users ways to connect directly on results (not just on the profile)
7. Allow “CM-type” users to message each other without barriers
8. Discover ways for “CM-type” users to connect outside of messaging
9. Give users control over what types of messages they can receive

## RECOMMENDATIONS (CONTINUED)

10. Make it easier to find message threads once on-platform
11. Recommend connections directly without making users search
12. Use collections in more places to highlight relevant connections more clearly
13. Include alum or service networks directly on host/network profiles and allow some to be contacted for “referrals”
14. Track/Ask more about what users are looking for in their experience so we can better personalize results
15. Limit the most “premium” content but offer some connections for non-logged in visitors
16. Contextualize the signup experiences with motivating language and not taking users off the page
17. Discover more user-friendly ways to access “journey posting” functions so that host orgs can collect service stories
18. Give visual prominence to the most relevant part of the a result

**Stories**

SY / 2018

As a non-logged in visitor, I want to understand how to browse/  
search Service Year without having to start with my own keywords.

As a person looking for an opportunity, I want to connect with relevant peers so that I can seek referrals or learn about their experiences.

As a person looking for an opportunity, I want potential matches presented based on where I am in my journey, so I can more quickly connect with the opportunity for me.

As a person looking for an opportunity, I want to easily find my message threads so I can respond in on-going conversations.

As a person looking for an opportunity, I want potential matches presented based on what kind of experience I want, so I can more quickly connect with the opportunity for me.

As a host organization, I want to collect testimonials and stories from alums, so that I can share the service experience with potential recruits.

As a host or network user, I want to see relevant alums without searching  
so I can keep them engaged as advocates for my organization.

As a host organization, I want to see people looking for opportunities based on whether they are nearby or coming from far away, so I can recruit in the way that aligns with my budget and needs.

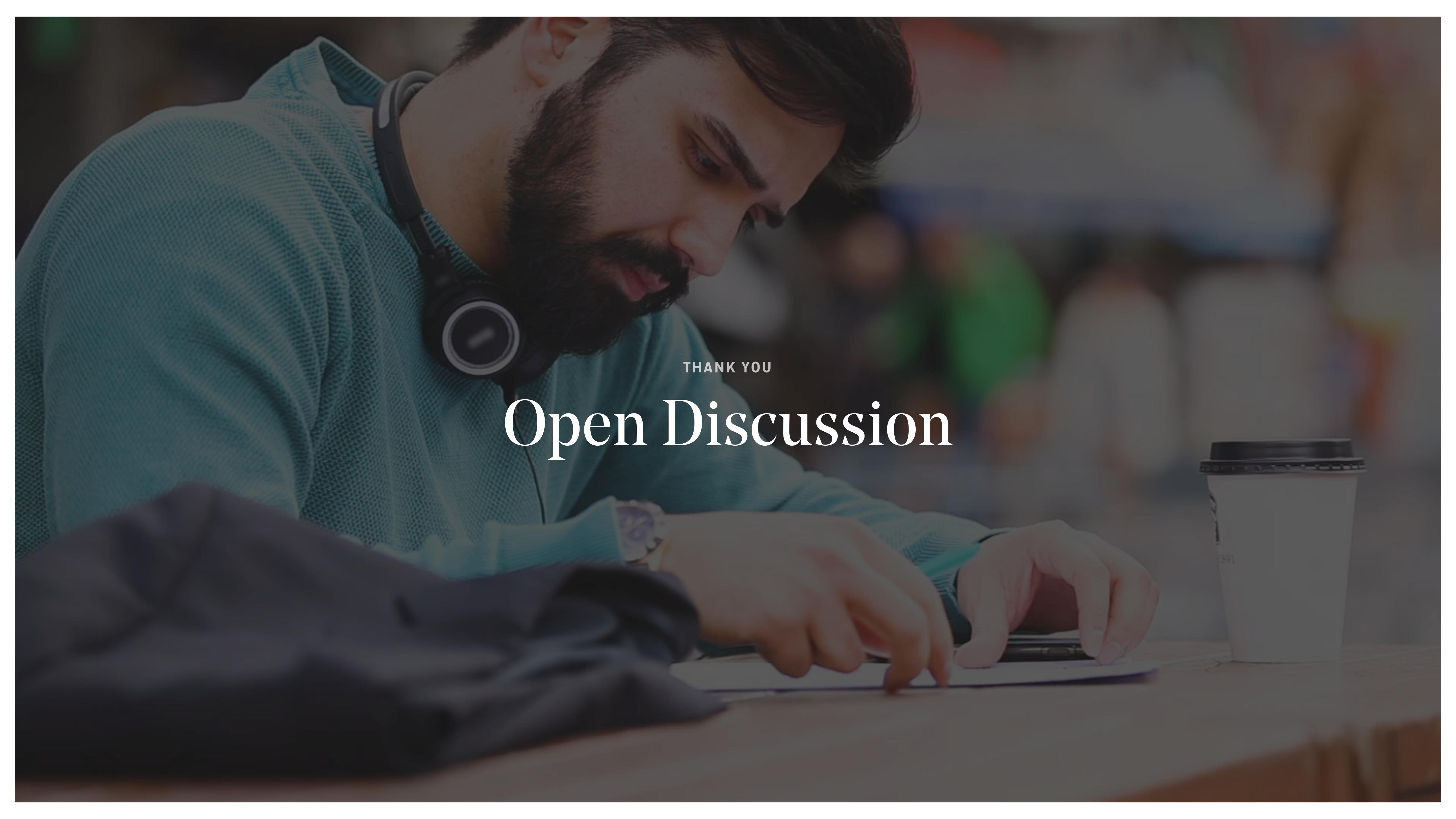
As any user who is directly involved with service, I want to save connections so that I can access my network later.

As any user who is directly involved with service, I want to easily message other users involved with service so that I achieve my service goals.

As any user who is directly involved with service, I want to control what types of users can message me so I have control over my experience.

As a system, I want to constrain the how non-logged in users access connections  
on Service Year so that visitors are incentivized to create accounts.

As a network user, I want to showcase a “snapshot of service” experience  
in my area so I can promote opportunities within my network.

A close-up photograph of a man with dark hair and a beard, wearing a teal ribbed shirt and black headphones. He is looking down intently at a white document or book he is holding with both hands. A black coffee cup sits on the wooden table to his right. The background is blurred.

THANK YOU

# Open Discussion