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INST362-ESG1

Project Assignment #5: Project/Prototype Evaluation

[Figma Link](https://www.figma.com/file/gF8S3p3mOBllOnJJo0UFgu/Desktop-Website-Mockup?node-id=0%3A1)

**System Concept:**

The COVID-19 pandemic has forced many to stay at home and work remotely. The combination of isolation and a new way of working has prompted many to reconsider their roles. In doing so, many are now looking for jobs on websites like Indeed, LinkedIn, and WeWorkRemotely. Our website’s purpose is twofold: create a job searching site that specifically caters to companies seeking remote workers, and promote a healthy work/life balance for the candidates.

**Problem Statement:**

One of the issues with working from home is the complete lack of a barrier between work and home. The ritual of waking up, going to work, doing your work, and returning home has been broken. As such, many are working well late and finding it hard to “turn off” for the night. Not only that, but through the course of our research interviews, we found a few recurring pain points for our potential users. One such example was that prospective workers were answering the same questions over and over for different job applications, which wasted time and effort. As a job site, we would like to ease the process for job seekers while shining a light on companies that are well reviewed and care for their employee’s physical and mental health.

**Our Pilot Test Plans:**

Our key user tasks (seen below) are the starting point for our pilot tests. For convenience’s sake, we plan on asking someone from another team to be our pilot. We’re particularly interested in feedback pertaining to usability and visual design. Our initial prototypes, which we go into more detail about later in this document, were met with some valid criticism that they were rather overwhelming to look at. As such, we want to make sure we don’t make the same mistakes, while also giving the users just the right amount of options to customize their experience.

**Key User Tasks:**

Perspective 1:

* Post a job to WorkLife, utilizing WorkLife’s detailed descriptors such as timezones and specific benefits (401K, Vision, Dental). While doing so, the user should state what kind of job it is (Part-Time, Full-Time, Contract, etc). After that, the user should navigate back to the employer page and search for viable candidates. The user should click on one of the viable candidates in order to contact them.

Perspective 2:

* Search for a job using WorkLife. Filter jobs so that only full-time roles are shown. Filter jobs by entry-level experience. Add 401k as a required benefit to the search. Click to the page for a job role in the results.

**Process for Choosing our Focal Evaluation Tasks:**

Before asking our users to go through the prototype, we decided to combine vertical and horizontal tasks for our users to go through. For our more structured vertical tasks, we decided to make our users pilot our prototype either as an employee or employer and reach an end goal with our task such as finding the employment search page or employer profile page. We decided to start with vertical tasks so we can have a live example of how a user of our website would interact with the core features of our website. – After we finished the vertical tasks we concluded our user tasks with horizontal tasks such as allowing them to explore all the figma prototype pages they were not able to see when doing their vertical task. We also chose to include horizontal tasks to let the user have a good scope of our current prototype and how effectively every page interacts with each other.

**Our Data Collection Procedures:**

After walking our participants through the basic functionalities of the Figma interface, we then introduce them to the types of tasks that we wish them to perform. Given that Figma allows for multiple collaborations, the user is able to walk through a particular task while a team member monitors their behavior through the website interface. Once the user has felt as though they have completed their task, we ask them through the website again and ask about the challenges and possible confusion that they may have faced. We then proceeded to annotate all of the design flaws and possible improvements that could be made to the website.

**Our (Summarized) Data:**

* More emphasis on the remote work aspects of the website, such as placing the word “remote” on the homepage
* Visual refinement on the homepage, such as changing the background since it clashes visually with the text
* Homogenize the fonts used
* The buttons like "For Employers" and "For Job Seekers" need a better indicator that they're clickable. Maybe a bubble around them?
* Ensure that proper alignment of the different buttons on the webpage
* Give more emphasis on what differentiates the website such as an ‘about us’ page

**Our Findings:**

Our overall foundation is strong, but it needs some tuning for aesthetic and accessibility reasons. Our color scheme heavily employs gold, but it sometimes (like on our homepage) clashes with readability standards. We also need to be more consistent with our overall interface, as it differs significantly from each page. This is partially attributable to the small timeframe we were originally working under, but it’s something we can improve on now that we have more time. Our reviewers also had a hard time telling what text was interactable (such as a button that takes you to another page) and what was just text. As such, we need to redesign our links to better communicate that they are interactable.

Our greatest criticism came in the form of our reviewers not being quite sure what made our website unique. They didn’t feel that the website properly conveyed that this was a site specifically for remote work and with a focus on finding healthy workplaces. As we’re trying to attract a fairly specific population, it’s important that our website communicates its use case. We need to emphasize our themes on the homepage.

**Our Future Design Steps:**

For our future design, we will focus on retouching the aesthetic and initial impression our platform gives to its users. We will prioritize giving emphasis on the remote work aspect of our mission and the importance behind a good work-life balance so that users can understand why they want a remote job. On arrival to our website, we want users to quickly grasp our mission of providing users with a platform where they can find jobs that will cater to a healthy work-life balance. Our homepage will need visual refinement by altering our header and removing tabs like “contextual inquiry” that serve no purpose to our work-life idea. We will also modify our text fonts to make sure the same font is being used on all pages and make adjustments to the colors we are using because of unintentional color clashes and possible accessibility conflicts. Lastly, we will focus on adjusting the website to where users can obviously distinguish what is text and what is a ‘button’ with action by possibly adding bubbles around them or making all of our clickable content a certain style. Ultimately, we will use our company concept and inspiration from the methods of introduction of other companies (like this one: <https://doist.com/about-us>) to better display the company objective.

**Project Website**

To see our updated project website, [please click here.](https://worklifeumd.weebly.com/) Additionally, you can find our collection of prototypes - be they physical or digital - under the “Prototype Evaluation” section.