**Abstract**

Keywords:

**Acknowledgments**

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**Introduction**

The job market landscape has evolved significantly with the advent of online job-searching services. Job seekers now rely on these platforms to find more efficient and convenient employment opportunities. The increasing popularity of job searching services is evident from the significant growth in their user base, especially in recent years. Additionally, the COVID-19 pandemic has further accelerated the demand for remote job positions, making these platforms even more essential for job seekers. However, despite their widespread use, these job-searching services face usability challenges that hinder their effectiveness in assisting users with finding suitable employment.

**Problem Statement and Motivation**

The usability issues prevalent in job searching services websites pose significant challenges for job seekers. Studies have identified concerns such as unintuitive interfaces, complex navigation, and limited customization options. Novice users, in particular, may find it difficult to navigate and utilize these platforms effectively. Consequently, there is a pressing need to improve the usability and user experience of job searching services to enhance their effectiveness in assisting job seekers in finding suitable employment.

The motivation behind this project lies in addressing the existing usability challenges faced by job searching services platforms. By investigating and understanding the factors that contribute to usability issues, we aim to propose interventions and strategies to improve the job search process. By enhancing the usability and user experience of these platforms, job seekers can benefit from a more efficient and seamless job search journey.

**Objectives and Significance of the Project**

The primary objective of this project is to conduct an in-depth evaluation of job searching services platforms to identify their usability issues and propose effective interventions for improvement. By examining the usability challenges and user experience concerns, we aim to develop practical recommendations that can enhance the effectiveness and efficiency of these platforms in assisting job seekers. Additionally, this project seeks to contribute to the field of usability and user experience research by shedding light on the specific challenges faced by job-searching services and offering insights into strategies for improvement.

The significance of this project lies in its potential to impact job seekers' experiences and outcomes positively. By improving the usability of job searching services platforms, we can facilitate better matches between job seekers and employment opportunities, ultimately leading to increased job search success rates. Additionally, the findings and recommendations from this project can inform the design and development of future job searching services platforms, contributing to the overall advancement of the field.

**Literature Review**

The process of searching for employment has undergone a significant transformation with the emergence of job-search service websites. These platforms offer users convenient and efficient ways to explore job opportunities, submit applications, and connect with potential employers. However, job-search services face inherent usability challenges that can impact their effectiveness and user experience. This literature review provides an overview of relevant studies and research on the usability and user experience of job-search services websites, highlighting key themes, contributions, and strategies to improve the job-search process.

Job search services have gained increased popularity, particularly during the COVID-19 pandemic, as they provide remote job search capabilities [2]. However, limited research has been conducted on how users interact with different job-search engines, emphasizing the need to assess the effectiveness and efficiency of these tools [2]. Understanding user behavior and decision-making during the job-search process is crucial for enhancing the usability of these platforms and improving user outcomes.

Studies examining the usability and user experience of job-search services websites have identified several challenges. A case study on online job-search engines revealed usability issues characterized by unintuitive interfaces and features [2]. Novice users, in particular, may encounter difficulties when navigating and utilizing these websites. Improvements in usability are necessary to create a more user-friendly interface and enhance the overall experience and effectiveness of job-search services. Another benchmark study identified challenges related to misleading job descriptions and cumbersome application processes on popular job-posting websites [4]. Addressing these usability issues is essential to ensure a seamless and efficient job-search experience for users.

In addition to identifying usability issues, researchers have explored interventions and strategies to improve the job-search process. Grit interventions have been proposed as a means to optimize job search performance [1]. These interventions focus on fostering psychological conditions such as interest, deliberate practice, hope, meaning, and purpose to enhance job seekers' perseverance and passion for long-term goals. Furthermore, interventions targeting self-efficacy dimensions have been found to influence job search strategies [4]. Enhancing career decision self-efficacy and job search self-efficacy can positively impact exploratory strategies, goal setting, and job search behavior.

Understanding user behavior and characteristics in online job searches is also critical. Analysis of search engine query logs has identified specific attributes of job searches, such as keywords and search patterns, which can be leveraged to enhance search results and provide more relevant recommendations to job seekers [6]. This user-centric approach enables the development of algorithms and recommendation systems tailored to the unique needs and preferences of job seekers, ultimately improving their user experience and the effectiveness of the job-search process.

The literature also highlights the potential of leveraging artificial intelligence (AI) and machine learning techniques to enhance the user experience in job-search services [3]. AI-driven platforms can analyze user data, preferences, and behavior to provide more accurate job recommendations, streamline the application process, and offer personalized career guidance. Integrating AI technologies holds promise for improving the efficiency, effectiveness, and overall satisfaction of users engaging with job-search services.

Key factors influencing the usability and user experience of job-search services include usefulness, usability, findability, credibility, desirability, accessibility, and value [3][4][5][7]. Platforms should provide relevant and accurate information, offer intuitive interfaces and efficient search functionalities, enable easy discovery of job opportunities, establish trust and credibility, evoke positive emotions through appealing design, ensure accessibility for all users, and provide additional value beyond basic job search functionality.

**Methodology**

This section describes the comprehensive methodology employed in this study to evaluate the usability and user experience of job-search platforms. The research approach consists of two main components: (1) the evaluation of existing job-search platforms, and (2) the design and evaluation of a proposed interactive prototype. The aim is to gain valuable insights into the usability challenges faced by job seekers and explore potential design improvements for a more intuitive and efficient user experience.

**Research Objective**

The objective of this study is to evaluate the usability of existing job-search platforms and identify areas for improvement.

**Research Questions**

To achieve the research objective, the following research questions will guide the investigation:

1. What are the strengths and weaknesses of the existing job-search platforms in terms of usability?
2. How do job seekers perceive the user-friendliness and navigation of these platforms?
3. What are the common challenges faced by users during the job search process?
4. Which features or functionalities do users consider most important for a positive job search experience?
5. How can the existing job-search platforms be enhanced to provide a more intuitive and efficient user experience?

**Research Approach**

A mixed-methods research approach will be employed, combining quantitative and qualitative data collection methods to obtain a comprehensive evaluation of the job-search platforms' usability and user experience.

**Qualitative Methods**

1. **Survey**

A survey was conducted to gather data from a diverse sample of participants. The survey consisted of closed-ended questions that provided quantitative insights into participants' preferences, opinions, and demographic information. The survey instrument was designed to capture relevant variables and generate quantitative data for further analysis.

Thematic analysis is focused on the users' preferences and experiences related to job search services based on the survey data collected. The analysis uncovers patterns and themes from the responses and examines the most common elements and trends amongst users.

**User Demographics**

The majority of respondents are within the 20-30 age range, with a higher number of female respondents. Most respondents hold at least a Master's Degree and are either employed or students, indicating that many respondents are likely seeking career advancement or are about to transition from education to the workforce.

**Frequency and Method of Use**

Many users interact with job search services on a daily or weekly basis, indicating high engagement levels. The majority of respondents use desktop/laptop devices, followed by smartphones. This could suggest that these platforms need to be optimized for both desktop and mobile experiences to best cater to users' habits.

**Job Search Platforms**

LinkedIn and Indeed are the most widely used platforms among respondents, followed by Glassdoor. This suggests that these platforms are meeting users' needs to some extent, given their popularity.

**Key Features and Preferences**

Users value job search and filtering options as the most crucial features of job search services. Many users also appreciate application tracking, company review, and resume/CV upload features. This suggests that users desire transparency, ease of use, and efficiency from job search services.

**User Experience**

Many users expressed frustration over encountering outdated or fake job postings. The respondents also expressed the need for improved filtering options, including more accurate search results and the ability to filter jobs based on various parameters like experience level, job function, and industry.

The absence of salary information in job postings was another commonly mentioned issue, indicating that users value transparency in compensation when searching for jobs. Respondents also emphasized the importance of an easy application process, with one suggesting the use of LinkedIn's "Easy Apply" feature as a good model.

**Desired Improvements**

In terms of improvements, respondents want better filtering capabilities, including improved search accuracy, more extensive filtering options, and automatic exclusion of outdated or filled jobs. Many respondents also desire features that personalize the job search process, such as job recommendations based on their profile or previous searches.

Some users also suggested that job search services could provide more information on improving career prospects, such as seminars or discussions on skill enhancement or more detailed information about specific job roles and industries.

**Other Noteworthy Insights**

Respondents gave importance to features that support remote work and flexible working hours. Also, many users identified professional training and development programs as a crucial factor when considering potential employers. This could be reflective of the changing work dynamics in a post-pandemic world.

To sum up, job search service users are seeking more accurate and personalized job search results, transparency in job details (especially regarding salary), efficient and user-friendly application processes, and features that cater to flexible and remote work cultures.

1. **Prototype Result**

Prototyping was employed as a qualitative method to gather feedback on a tangible representation of the product or idea. Users interacted with the prototype and provided qualitative insights through observations, interviews, and open-ended questions. The feedback collected during the prototype phase helped identify user preferences, usability concerns, and suggestions for improvement.

**Quantitative Methods**

1. **Frequency Analysis**

Frequency analysis was performed to examine the frequency of specific variables or terms within the dataset. By analyzing the frequency of certain words, terms, or concepts, we aimed to identify common patterns, trends, or occurrences. The results of the frequency analysis provided quantitative insights into the prevalence and importance of specific themes or topics.

1. **Sentiment Analysis**

Sentiment analysis was employed to quantify and understand the subjective opinions, attitudes, and emotions expressed in the textual data. By analyzing sentiment scores, we assessed the overall sentiment (positive, negative, or neutral) conveyed in the dataset. Sentiment analysis enabled us to gain a quantitative understanding of the sentiment expressed by participants.

1. **Correlation Analysis**

Correlation analysis was used to identify and measure the relationships between variables in the dataset. By examining correlations, we aimed to determine the strength and direction of associations between different variables. This quantitative technique helped uncover potential cause-and-effect relationships and provided insights into the interdependencies within the dataset.

1. **Topic Modeling**

Topic modeling, specifically Latent Dirichlet Allocation (LDA), was applied to automatically identify underlying themes or topics within the textual data. This quantitative technique enabled the discovery of patterns, clusters, or groups of related words or concepts. Topic modeling allowed us to explore the distribution of topics within the dataset and provided a quantitative perspective on the major themes present.

**Data Integration and Analysis**

Data from the qualitative methods (survey and prototype feedback) and the quantitative methods (frequency analysis, sentiment analysis, correlation analysis, and topic modeling) were integrated to provide a comprehensive analysis. The qualitative and quantitative insights were triangulated to validate and support each other, enabling a more robust understanding of the research topic.

**Interpretation and Reporting of Findings**

The collected data will be interpreted and analyzed to identify the strengths, weaknesses, and areas for improvement in the usability and user experience of job-search platforms. The findings will be used to provide actionable recommendations for enhancing the user-friendliness and navigation of these platforms. A comprehensive research report will be prepared, including a detailed description of the research approach, main findings, supporting data, and practical suggestions for platform enhancements.

**Ethical Considerations**

Ethical guidelines will be strictly followed throughout the study. Informed consent will be obtained from all participants, ensuring their confidentiality and privacy. Ethical approval from the appropriate research ethics committee will be sought, ensuring compliance with ethical standards.

**Limitations**

This study acknowledges several limitations. The findings may be influenced by the selected job-search platforms, the demographics of the participants, and the specific context of the study. The sample size may be limited due to resource constraints, potentially impacting the generalizability of the results. Additionally, participants' familiarity and proficiency with technology may vary, affecting their interaction with the platforms and prototype.

**Evaluation Study**

* Detailed description of the evaluation study conducted to assess the usability and user experience of job searching services websites
* Explanation of the user testing methodology and data collection process
* Presentation of the findings and analysis of the collected data
* Discussion of the identified usability issues and areas for improvement

**Prototype Development**

* Overview of the design and development process for the prototype
* Description of the prototype's features and functionalities aimed at enhancing usability
* Explanation of the iterative design process and incorporation of user feedback
* Discussion of the challenges and lessons learned during the prototype development phase

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