

Company Name / Logo

# Immi-Job

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UX Analysis Team

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## Project Background

We're creating a new app to help first-generation immigrants find a job.

Before launching, we need to figure out how users use the app, and if there are any issues with the user flow.

## Goals

Figure out users flow in the app and find issues.

# Personas



## Bahman Kabiri

**Age:** 24

**Education:** High school

**Hometown:** San Francisco, CA, USA

**Family:** Live with both parents

**Occupation:** House mover

Google | Proprietary & Confidential

*“I’m a greater believer in luck, and I find the harder I work the more I have of it.”*

### Goals

- Find a job
- Bring his skill set to the table

### Frustrations

- Can read english on a more-than average level, but having issues with spoken language.
- Hard to find good jobs with low level english

Bahman Kabiri is a first-generation immigrant from iran. He had moved with his parents to the US when 5 years ago. Bahman was first of his class in high school, but did not had a chance to go to university in iran, and in the US the language barrier held him back.

HE is looking for a job that can use his skills set and high performance personality, with the language barrier not posing a major issue.



## Ling Mei

**Age:** 22

**Education:** Masters of economics,  
Beijing University

**Hometown:** China, Beijing, Chaoyang

**Family:** Single

**Occupation:** Graduated university student

*“Just one small positive thought in the morning  
can change your whole day.”*

### Goals

- Find a high paying job in economics

### Frustrations

- Even with her qualifications and level of english, the differences in culture are giving her difficulties

Ling is Chinese if american nationality as she was born in the US and moved with her family at young age back to china.

Ling has a high education and high level english as she was raised in international schools.

She is looking to find a high income job in the field of economics, but she find her background as barrier..

# Study Details

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## Research Questions

Does the user find the app intuitive and easy to use?

Does the user easily find jobs that fit him/her?

Does the user have any specific issues with using the app? Any recommendations?

## Participants

15

4 young students, 5 elderly, 3 speak fluent english, 3 higher education

## Methodology

Unmoderated usability study

Location: Thailand, Bangkok, in-office.

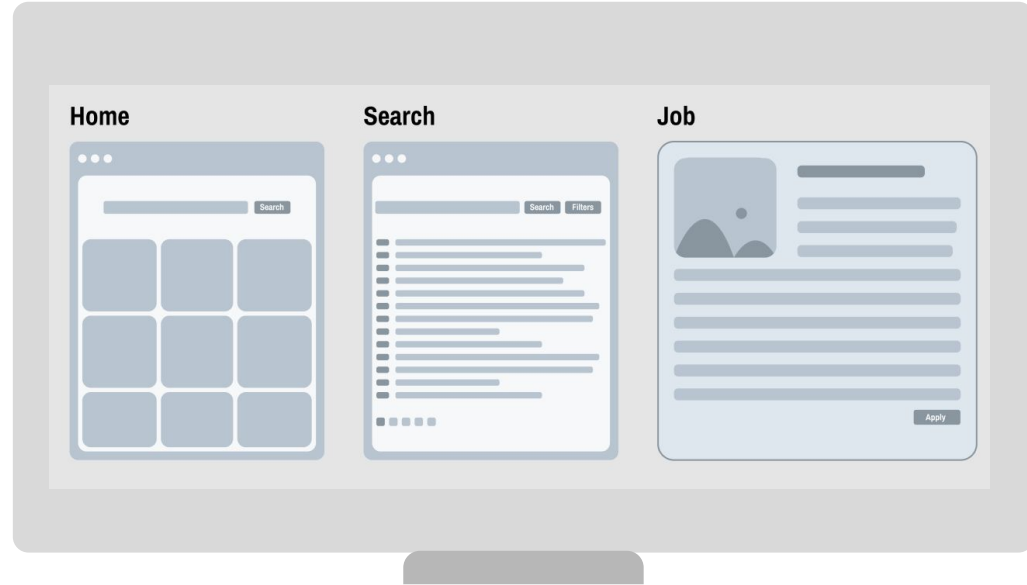
participants will use the app to discover new job posts, find a relevant one, and apply.

Each session will last for about 15 minutes.

# Prototype / Design Tested

The Rap'IT prototype app, complete with:

- ❑ Home page
- ❑ Search page
- ❑ Job page
- ❑ Apply to job option

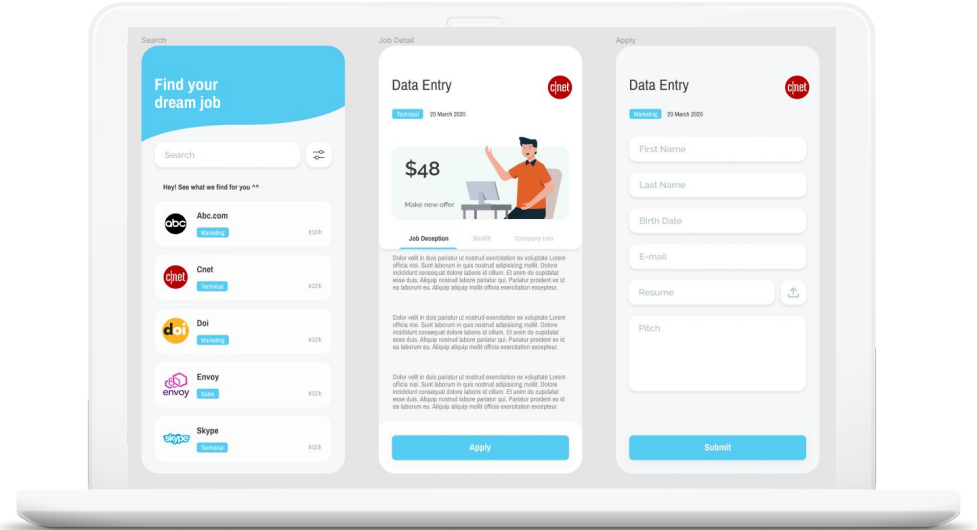




# Themes

# User had issues and needs

- ❑ All users had trouble navigating back to from several pages
- ❑ Some users wanted to find jobs by degree
- ❑ Some users wanted to find jobs that don't require spoken language



# Insights & Recommendations

## Research insights

Unable  
to go back from  
certain pages

Add a consistent  
'back-button' across app

Need for option  
to filter by  
degree

Add this option to filters

Need for option  
to filter by  
english level

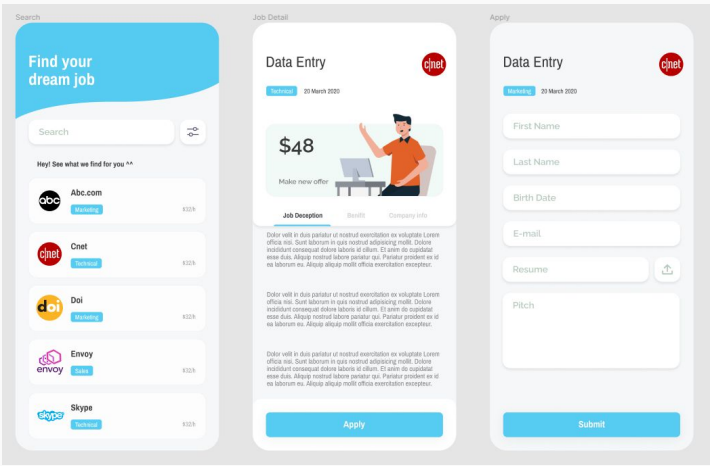
Add this option to filters

# Recommendations

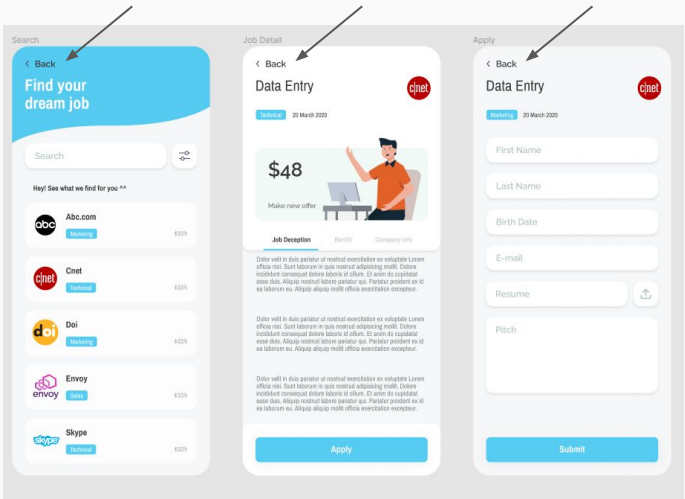
- Add a consistent 'back-button' across app
- Add more features to filters

# Back button cross app

Before

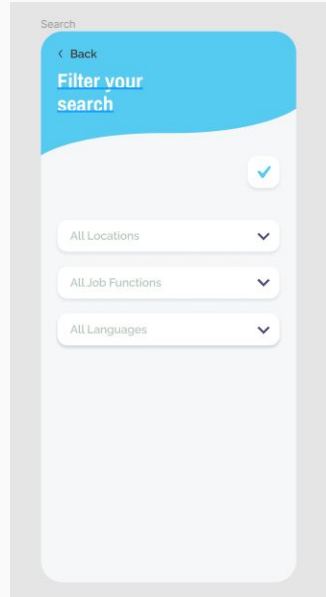


after

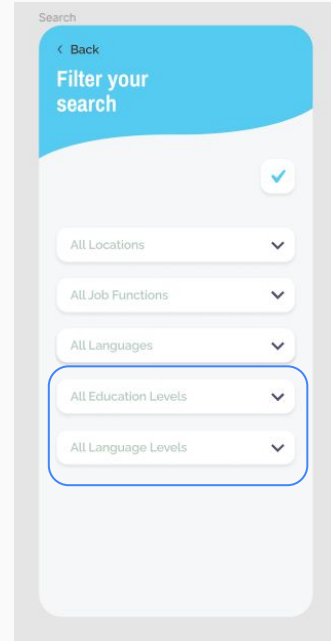


## Add more filter options

Before



after



# Additional research findings



## Findings

Further survey research - add more filter options and more user settings and more languages

Link to prototype

## Figma URL

<https://www.figma.com/proto/OevHGMMRdCY984kBzX77jG/immi-job?node-id=1%3A17&viewport=-169%2C939%2C0.7104363441467285&scaling=scale-down&page-id=0%3A1>

# Accessibility considerations

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Used alt on images for screen readers

# Conclusion

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While working on immi-job app design - i learned how important user research is - and how we can never predicate actual use of the app and user flow

Thank you!