# CS - 104
# UX PRINCIPLES – 2

# ASSESSMENT - 1
## UX Research Document

*BY – NIPUN GOYAL*
*(270249563)*

# INDEX

# CLIENT BRIEF

Verify (Personal Verification Ltd) is New Zealand's only full-time independent Background Screening company. Established in 2006, Verify focuses on providing and ensuring businesses and organisations hire the right people by conducting a thorough pre-employment check. Verify also offers their services globally.

Verify works with professional Recruitment Agencies specifically in the IT industry, high profile clients and businesses. Verify offers a traditional background check to online integrity tests or specialised forensic analysis of candidate's CV's

**Company name:** Personal Verification Ltd.

**Company info:** Background Screening and Polygraph Lie Detector Testing Company, established in 2006

**Motto:** "One-stop solution for your employee screening needs"

**Brand details:** Professional, Honest, Reliable, Informative, Reputable

**Competitors:** CV Check, My Check

# TARGET AUDIENCE

PVL main target audience are recruiters and/or hiring managers that are in the process of hiring a new person and need to undergo a background screen check on the future employee and family members that are looking at the polygraph test for infidelities and family problems.

# STAKEHOLDER'S INTERVIEW

Some background facts from the business owner:

1.) **What are your personal goals for your business over the next few years?**

We want to consolidate our reputation as the only New Zealand background employment screening company able to promptly complete in-depth local and international probity enquirers and to add value to our reports by explaining the significance of them, often to senior business decision makers with no HR experience.  None of our competitors assess the information they collect, they leave that up to their client, we don't think that is good enough - otherwise the client may as well do the background screening themselves. When we receive an enquiry from a new client we send out material to them, including a list of senior appointments we have screened, so they can see immediately we are fully capable of undertaking highly confidential probity enquiries on senior appointments. Our fees are higher than our competitors because of how much time and effort we put into writing our reports, so the sample report helps potential clients she the difference between our reports and our competitors, and decide for themselves if paying more for our reports is worth it to them.

I think we are well-regarded in the HR industry, the editors of the various HR magazines published in NZ contact me to write articles for them, they don't approach our competitors.

2.)  **What aspects of your current website do you think your potential or current customers might have trouble with?**

It's old and tired-looking (and looks it!) and it is mobile unfriendly.  Google analytics shows about 50% of our visitors are using mobile phone devices to find us.  Our organic ranking is very poor now because Google penalises us because the site is no mobile friendly.  There are lot of companies offering (limited) background screening, many of them are paying big money for their Google Adwords.  When we first started 15 years ago we only had two competitors, now

its closer to 15, but we retain our big advantage of being able to easily undertake checks all around the world and unlike our competitors, we always write very thorough reports.  I am not aware of our ever having lost a client to a business competitor, but we do regularly have competitors clients come to us because of a bad experience (usually slow turnaround times and failure to answer emails).

We would like to have a search facility on any new site, so people can enter search terms.

There is a webform on the "Contact us" page.  That is heavily used by people enquiring about Polygraph tests. I know the form is used a lot everyday because when it is used and I receive an e-mail via the web form the sender's IP address is also show.  When i reply to the enquirer i delete their IP address as I don't want them spoked by seeing it.  We never asked for this feature, our original web designer inserted it.

We get a lot of spam now via our web form too, spammers have learnt how to complete the webform with bots.  It would be good to have some type of Captcha for this, but not one that irritates genuine clients because it is blurry and hard to view.

**3.) In regards to keeping your logo, would you be open to having the style of it changed?**

Yes, of course. There is always room for improvement.

**4.) Average age bracket of your customers and/or website users?**

We have no view on this, the Human Resources industry is comprised of very young and very mature people, all looking for a solution to their employment screening needs. The first words on our "About Us" page sum it all up: https://www.verify.co.nz/aboutus.php  ......."Personal Verification was established 14 years ago, in October 2006.  Our focus is supporting businesses and organisations to make informed decisions about who you employ. When it comes to verifying the integrity of your applicants for appointment, you are never alone".

# PERSONA

**Name:** Olivia Johnson

**Age:** 27

**Occupation:** Marketing Manager

**Background:** Olivia was born and raised in a small town in the Midwest. She was always a hard worker, excelling in school and sports, and eventually earning a scholarship to a prestigious university. After graduating with honors, she landed her first job as a marketing assistant at a large corporation. Olivia quickly proved herself to be a talented and dedicated employee, and was promoted to Marketing Manager after only two years.

**Personality:** Olivia is a highly driven and ambitious person, always striving to be the best at what she does. She is confident in her abilities and not afraid to take on new challenges. Olivia is also a perfectionist and pays great attention to detail, ensuring that all her work is of the highest quality. She has excellent communication skills and is able to work well with a variety of people, from colleagues to clients.

**Interests:** Outside of work, Olivia enjoys staying active by practicing yoga and running. She is also an avid reader and enjoys exploring new books and authors. Olivia also enjoys traveling and has visited several countries in Europe and Asia.

**Goals:** Olivia's main career goal is to become a Chief Marketing Officer at a top company. She is also interested in starting her own business someday. In her personal life, Olivia hopes to find a partner and start a family.

**Challenges:** While Olivia is highly successful in her career, she sometimes struggles with work-life balance. She often works long hours and feels guilty when she doesn't have time for her hobbies or personal relationships. Additionally,

Olivia can be very hard on herself and has high expectations, which can sometimes lead to stress and anxiety.

**USER TASK**

- Reading the news articles

- View all services available

- Read about the company

**OPPORTUNITIES**

- Add a Social Proof section on the website to show previous clients experiences;

- Reduce text and improve organisation with hierarchy and contrast

- Improve the Contact Us form page

 - Improve the login page

# STYLE GUIDE

## FONT FAMILY

Comic sans  --  Sample text

Dreaming outloud pro  --  Sample text

Daytona  --  Sample text

## FONT SIZE

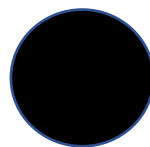### This is the heading

This is the subheading

This is the text

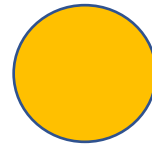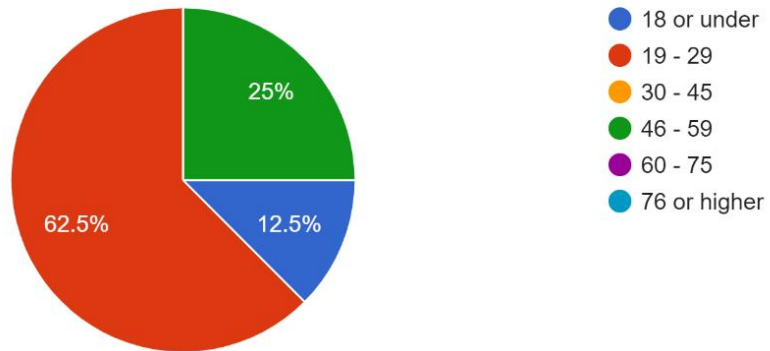## COLOUR PALETTE
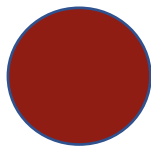
#9E8E6A          #8F1D14          #000000          #FFC000
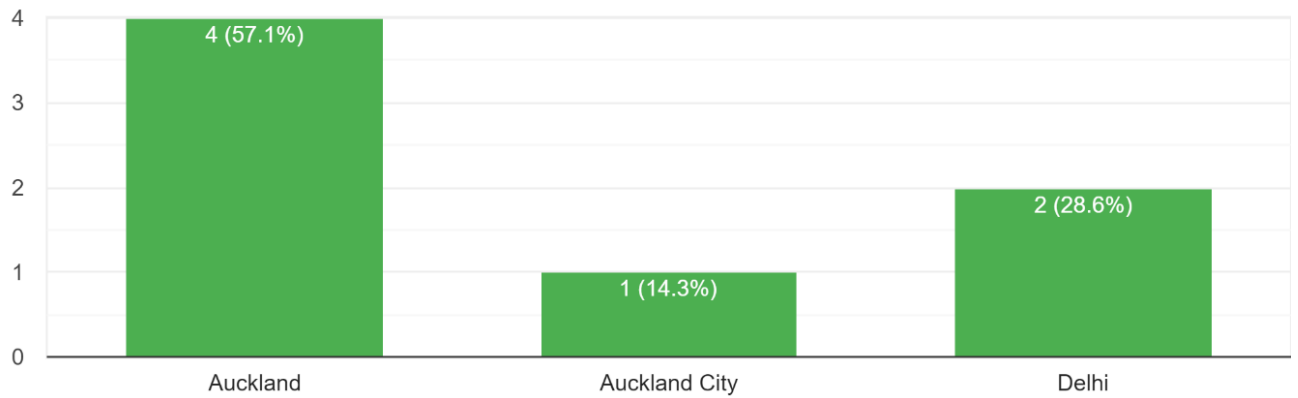
# SURVEY

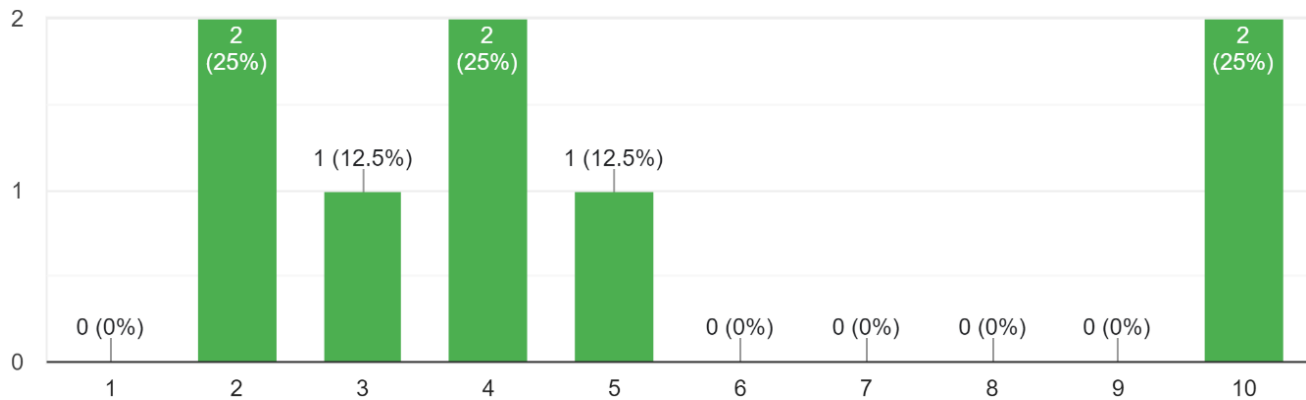## What age range do you belong to?
8 responses



- 18 or under
- 19 - 29
- 30 - 45
- 46 - 59
- 60 - 75
- 76 or higher

25%

62.5%

12.5%

## Which city do you reside in?
7 responses



4 (57.1%)

1 (14.3%)

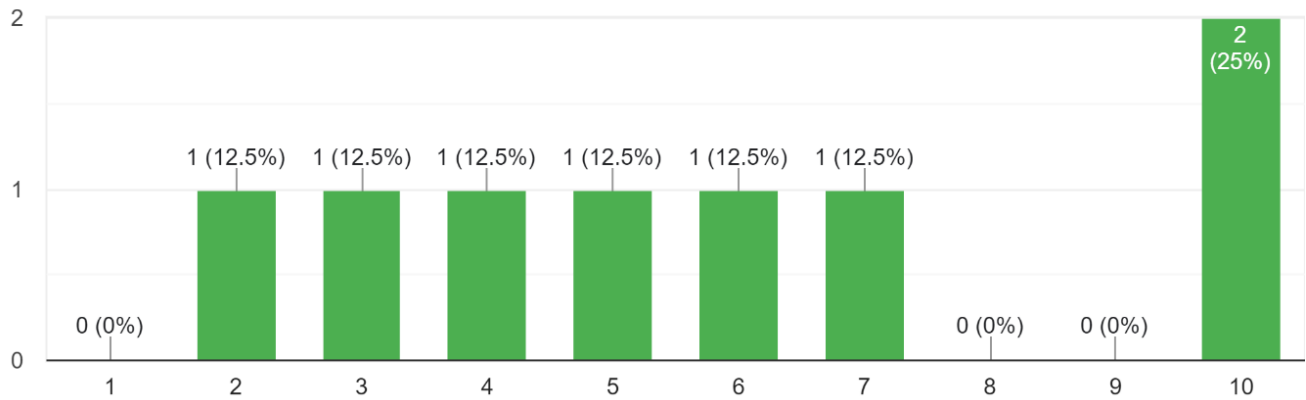2 (28.6%)

Auckland

Auckland City

Delhi

## How likely are you to recommend our product/service to a friend or colleague?
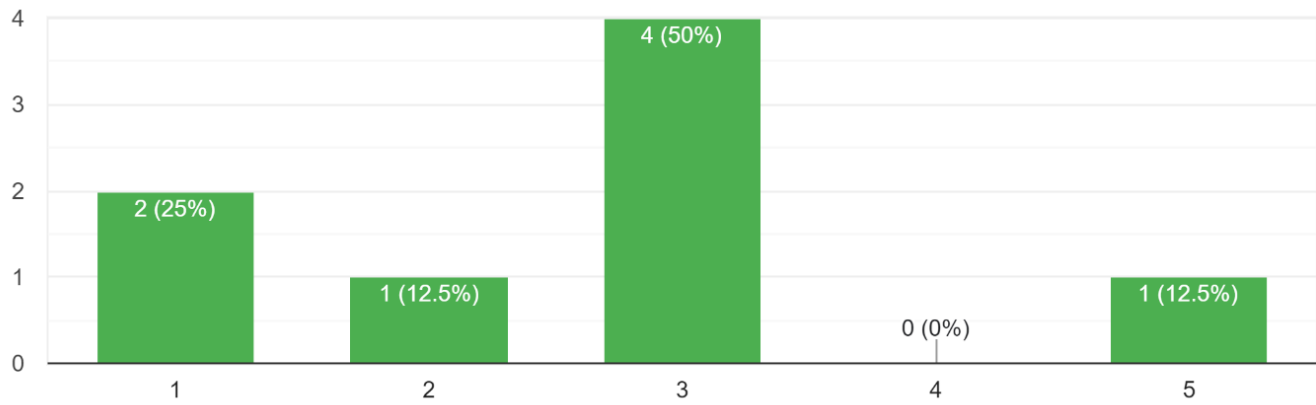
8 responses



## How satisfied were you with the speed and responsiveness of our customer support team

8 responses

## How frequently did you encounter errors or glitches while using our product/service?
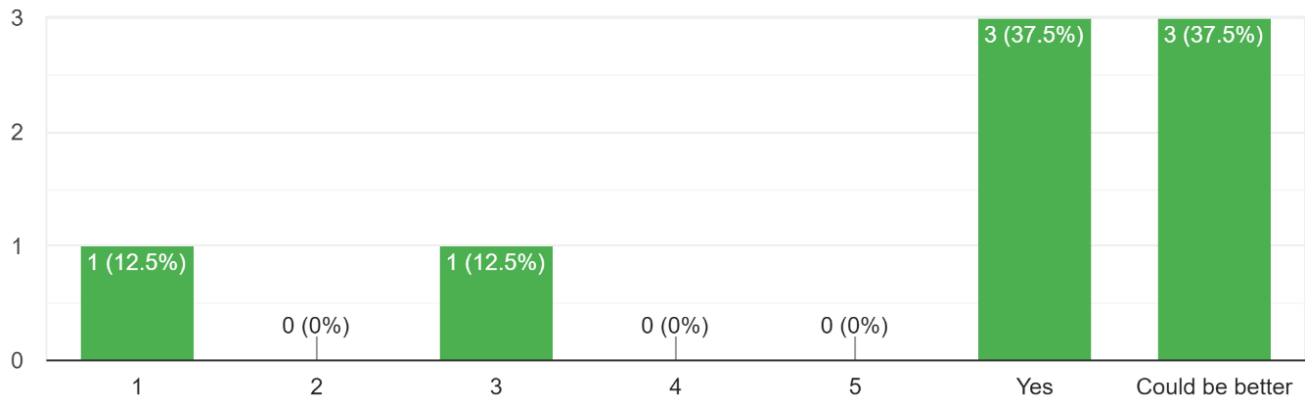
8 responses



## Were you able to accomplish what you wanted to with our product/service?
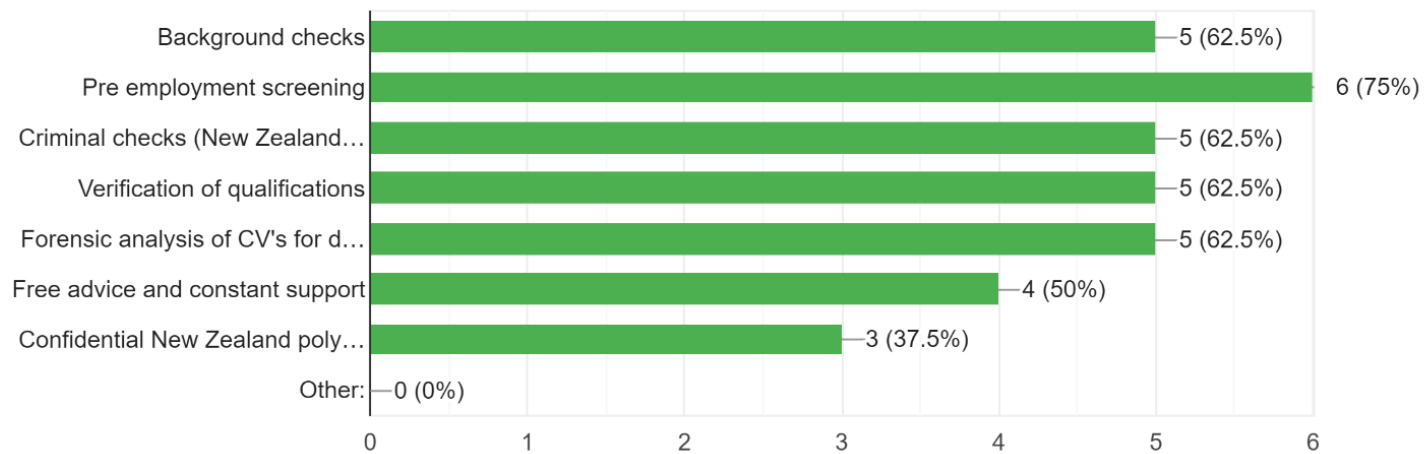
8 responses



- Yes
- No
- I was able to on the website, but it was far too difficult, long and tedious to do so
- Not sure

## How easy was it to navigate our website or mobile application?

8 responses

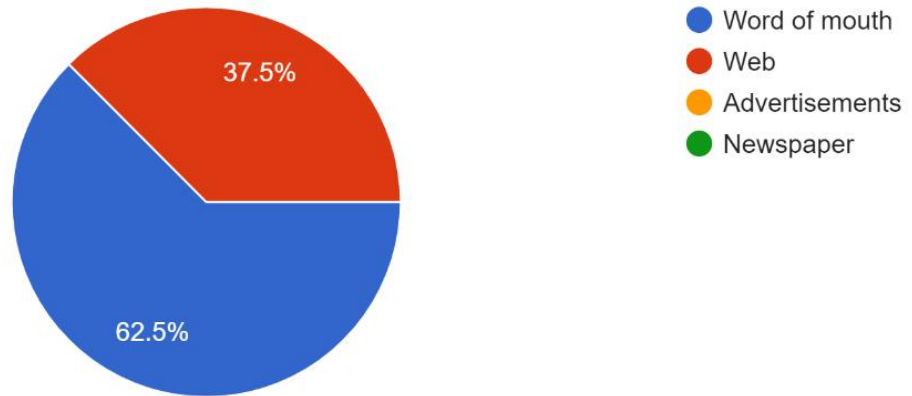| Response | Count |
|----------|-------|
| 1 | 1 (12.5%) |
| 2 | 0 (0%) |
| 3 | 1 (12.5%) |
| 4 | 0 (0%) |
| 5 | 0 (0%) |
| Yes | 3 (37.5%) |
| Could be better | 3 (37.5%) |

## Which of the following services are you likely to use when hiring? (Choose all applicable)

8 responses

| Service | Count |
|---------|-------|
| Background checks | 5 (62.5%) |
| Pre employment screening | 6 (75%) |
| Criminal checks (New Zealand… | 5 (62.5%) |
| Verification of qualifications | 5 (62.5%) |
| Forensic analysis of CV's for d… | 5 (62.5%) |
| Free advice and constant support | 4 (50%) |
| Confidential New Zealand poly… | 3 (37.5%) |
| Other: | 0 (0%) |

## How did you hear about our service?

8 responses



- ● Word of mouth
- ● Web
- ● Advertisements
- ● Newspaper

37.5%

62.5%

## Was the information presented in a clear and concise manner?

8 responses



- ● Yes
- ● No

37.5%

62.5%
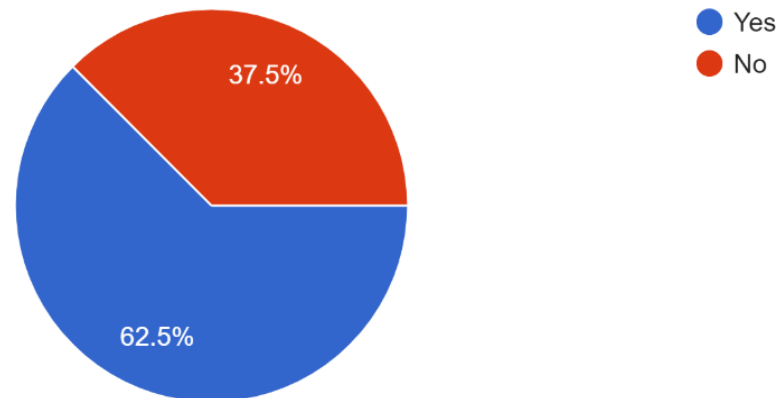
## Is there anything you would like to see improved in our product/service?

8 responses

| Response | Count |
|----------|-------|
| Better ux design such as layout | 1 (12.5%) |
| Fire your web designer! Hire a… | 1 (12.5%) |
| Improved/modern colour sche… | 1 (12.5%) |
| Make your site readable - the t… | 1 (12.5%) |
| No | 1 (12.5%) |
| Nothing | 2 (25%) |
| side nav bar is… | 1 (12.5%) |
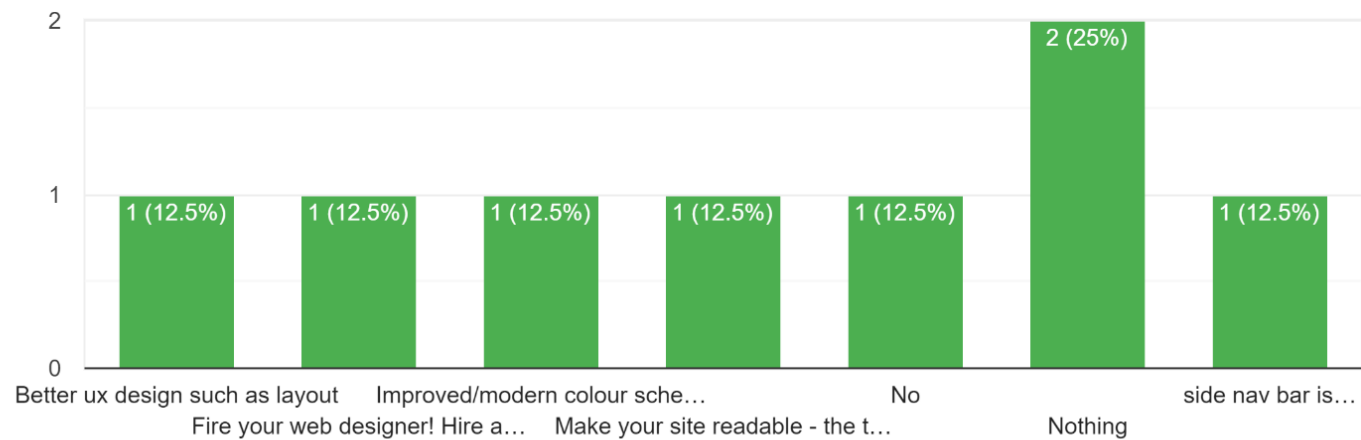
## Would you prefer to get updates from us?

8 responses

- Yes — 25%
- No — 75%