Scenarios

We created two scenarios that help us build the user journey and personas.

These scenarios will help us understand the real-time situations which users face and visit the job.zalando.com website. What they expect from the website. What they want to see. What kind of information they are interested in.

Scenario 1:

ABC is a freshly graduate. He is looking for opportunities to pursue his career with well-known firms. ABC always find it difficult to decide which organization will fit best to him to pursue his career. He applies for jobs on different organizations’ websites. With the help of filters on the web, he can easily find the most relevant job that matches his skill set.

Whenever ABC visit a website to apply for the job, he curiously looks for information about the organization to learn about the environment of that organization. This information will help ABC to decide whether the organization is worth applying. Detailed information about organization goals, environment, departments, and teams will help ABC gets an idea about the organization's work culture. Also, sometimes by reading the success stories of employees, ABC gets a clear direction about career counseling and whether the job is worth working for or not.

Scenario 2

John is UX/UI designer at XYZ firm and working day and night to maintain a good portfolio. John in his early career joined the XYZ firm and now wants to pursue his career with some well-known firm that will acknowledge the efforts of John. John’s friend is working in Zalando and told him about the job openings. John visited the website of the job.zalando.com and search for the designing and UX jobs. To understand the roles to apply, John gets an idea from the existing team members and their role in the organization. John is very hopeful that he will get a job in Zalando.

Personas

These personas are created by looking at the need of the users that are defined in the scenarios. We created two personas, targeting our main audience that is students and job seekers. These personas are defining their goals, what they think, feel and do to achieve their goals.

**AADAN AMARI**

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| *“Aadan is a student. He is in the last semester of his degree. He is very confused about how to start his career and how to get the best practices and experience that will help in the future. He is looking for a job/internship or a learning program that helps him start his career. While applying online, Aadan has always hard time finding the good jobs”.* | |
| **AADAN’s Goals**  To find jobs that fit his skill sets | |

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| **Aadan Says**  "I don't have much time before university to search for jobs that best fit my skill sets“  "Need to get a good job, so that right after graduation I have a good job”  “Want to work in an organization, where I will get good working environment and experience” | **Aadan Does**  Look for  jobs on different organizational websites.  Reads About us or organizational information pages to get an idea about the organization's environment and values. |
| **Aadan Thinks**  "Will I get a good job in a good company?”  "Which organization is best for me to pursue my career?” | **Aadan Feels**  Excitement to find a good organization.  Hopeful to get a job soon. |

**John**

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| *“John is a UX/UI designer. He is Love his doing designing and spends a lot of time redesigning and solving design problems. John is working hard to maintain a good portfolio. Currently, John is working in a small firm, where he doesn’t like the environment and not get acknowledged for his work”.* | |
| **John’s Goals**  To find a job in a well-reputed organization. | |

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| **John Says**  "I need a new job that help me maintain a good portfolio“  "I am very worried about the environment of the new organization.”  “I hope, I will get recognized for my work in the new office”. | **John Does**  Hard work to maintain a portfolio  Learn new things every week  Look for team members of an organization and their roles.  Look for success stories of people |
| **John Thinks**  "Will, it is possible to make a deep connection with your workplace?”  "Need to be acknowledged to get recognized by my work and contributions?” | **John Feels**  Excitement to find a good organization.  Hopeful to get a job soon.  Hopeful that he will get acknowledged by the new organization where he works |

User intentions:

Following are some user intentions we find out from personas that help us understand the needs and design decisions for the website:

* To learn about the organization by reading the content from the website.
* To find out the scope of jobs and roles for which they are applying.
* To find out something relevant to their skillset.
* To find out roles that can give them the best work experience and help them to pursue the career.

Touchpoints:

Following are some touchpoints we find out from personas that help us understand the important features and visibility in the design of the website:

* Users will find out that Zalando is the right place for them to start their careers.
* Users will find the relevant job quickly.
* Users can find out about the existing team of their department.
* Users can find the success stories emotional and relevant, which will motivate them to work hard and apply for a role.

User journey:

**User Journey 1:**

John will go to the Zalando website to apply for a job. He finds out on the home page showing the content about the organization, he skims the text. Look at the navigation bar, look at “Start your career”, click on it to see the options. Look on “Current Jobs”, look at the categories, select the relevant category and a list of jobs will be shown to him. John can apply filters to further reach his desired job. Open a job page, look for a description, Apply for the job.

**User Journey 2:**

Johns wants to know about Zalando. He went to the job.Zalando website, look at “About Zalando”, look for information on the page “What we do”, and “Inside Zalando”, go back or look into the navigation bar, look at “Our commitments” page and skim information on the “Diversity and Inclusion ” and on “Sustainability” page.

**User Journey 3:**

Aadan wants to see if there are any special job positions for students on Zalando or programs that will help the student to start his career. Aadan will go to the website, look for relevant information. Look at the “Start your career” option on the navigation bar. Drag the mouse/finger on it to see what is inside. Looking at the “Graduate student” option will motivate him to explore further because that was the exact information he was looking for, in Graduate student, we have categories the sub-menu as the programs and roles. Aadan will select the desired role or program and see the jobs that are listed as apprenticeship, internships, student jobs, etc.

**Sitemap:**

Home

1.0

About us

Rationales:

* Instead of showing all the pages (Departments, jobs, information about organization) on the main navigation bar, we have grouped the pages into categories and sub-categories to improve the visibility of the website. Clutter all the information on the main navigation will make it difficult for the user to understand the structure of the website and got confuse what exactly this information is all about.
* If we go through users’ journeys, we will find out the most important information users will fetch on a job website is the information, values about organization, Organization structure (departments), Jobs, and relevant information. That is why we have designed our primary pages like this to ease the users to find the relevant information by clicking on the desired option.
* For example, if a user wants to apply for a job, he will surely click on the “Start your career/ Join us” option on the main screen. Similarly, if a student is interesting in pursuing his career with the Zalando, he will come to website and search for something that have jobs and career words.
* Similarly, we have put the organization information right on the front menus, so that user can easily learn about the environment, values and norms of Zalando. Blogs on the top will help the users to find out the information.
* We put the “How to hire?” as a sub-menu of “Start your career”, so that when user come on website and apply for job, he can see this here and in case if the user finds it difficult to go through the applying process. He has an idea from where to seek the help. This is put here to improve the learnability.
* We kept the “Our Commitments”, as a main option on navigation bar to because it is an important content to us. We want people to know the Zalando values, responsibilities and environment before applying for the job.

2.2

Sustainability

2.1

D & I

3.1

Department pages

2.0

Our Commitments

1.2

Inside Zalando

1.1

What we do

4.2

Graduate students

4.3

How to hire?

5.1

Blog pages

4.1

Current Jobs

5.0

Blogs

4.0

Start your Career

3.0

Departments