Project Description:

SWIPPER is an innovative mobile application revolutionizing the job application process by introducing a swipe-based interface inspired by popular dating apps. This intuitive platform aims to simplify job searching and application procedures, offering users a seamless experience directly from their smartphones. Key features include swipe gestures for shortlisting jobs, a favorites list for easy access to preferred opportunities, and manual application capabilities for tailored submissions. SWIPPER focuses on enhancing user satisfaction and efficiency in job hunting, catering to diverse job seekers and employers alike. By bridging the gap between candidates and job openings through a user-friendly interface, SWIPPER aims to optimize employment outcomes and streamline recruitment processes across various industries.

Requirements Summary:

MINIMUM REQUIREMENTS	Processor Cores	Dual-core processor (2 cores)
	OS	Android 8.0 or iOS 11
	RAM	2 GB
RECOMMENDED REQUIREMENTS	Processor Cores	Quad-core processor or higher
	OS	Android 10.0 or iOS 13
	RAM	4 GB
OTHER REQUIREMENTS	Permissions	Notifications, Location

Table 1: System Requirements

The minimum processor requirement for the SWIPPER app is a dual-core processor, ensuring it can run on older, low-end devices. The app will be compatible with Android 8.0 and iOS 11, which are still in use on many such devices. For the best performance, we recommend a quad-core processor, Android 10.0 or iOS 13, and at least 4 GB of RAM.

Overview

In today's competitive job market, both job seekers and employers encounter challenges in efficiently connecting with suitable opportunities and candidates. SWIPPER addresses these challenges by providing a user-friendly platform that facilitates efficient job searching and hiring processes. By leveraging advanced algorithms and intuitive interfaces

SWIPPER ensures that job seekers can easily browse and apply for relevant positions while employers can swiftly review and manage applications. This platform aims to streamline the recruitment process, enhance job-matching accuracy, and ultimately improve employment outcomes for both parties.

Technique	Description
Usability Specifications	Usability specifications are employed to assess the level of usability of the SWIPPER prototype. Participants will undertake a series of tasks, with their performance timed to measure efficiency. These tasks are categorized into three sections: Navigation Tasks, Swiping Tasks, and Job Application Tasks. This structured approach aims to identify any usability issues and evaluate the overall user-friendliness of the prototype. By focusing on these critical areas, we aim to ensure that SWIPPER provides an intuitive and seamless experience for both job seekers and employers.
Heuristic Evaluation	Heuristics evaluation will assess the prototype against industry-standard usability principles. This method is chosen to offer a quick and straightforward way to evaluate the design's effectiveness, especially when time or resources are limited. It ensures that the prototype meets established usability standards, providing valuable insights for improving user interaction.
Participant Survey and Feedback	After completing the prototype evaluation, participants will be given a survey. This survey will feature quantitative questions, interpreted using a 5-point Likert Scale, alongside qualitative feedback questions. This method ensures a comprehensive and unbiased assessment of the prototype's usability and effectiveness.

Table 2. Evaluation Plan Methods

The tasks for the Swipper prototype are organized into three main sections to assess its functionality: Main Menu Navigation, User Profile Management, and Job Search and

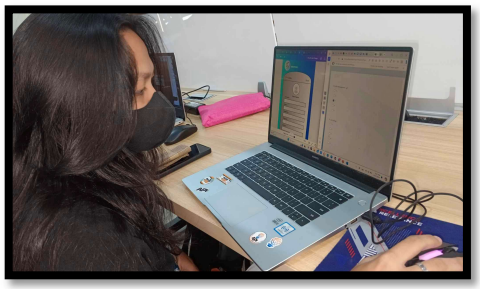
Application. Participants will be tasked with specific activities designed to demonstrate the prototype's capabilities:

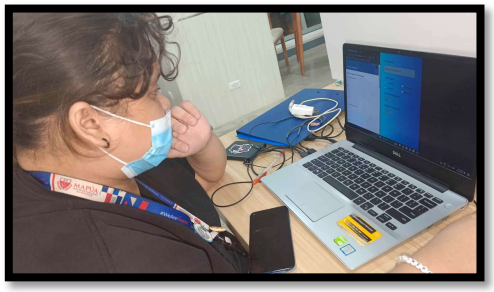
- Navigate seamlessly through different app sections using the main menu.
- Update personal information within the user profile section.
- Search and apply for jobs using relevant filters to refine job listings.
- Save preferred job listings for future reference and quick access.
- Manage notifications related to job applications effectively.

These tasks were chosen to evaluate how well Swipper supports intuitive navigation, efficient profile management, and effective job-searching features. The prototype is designed with these usability measures in mind to ensure a user-friendly experience.

Method of Conducting Face-to-Face Tests:

The online testing for Swipper was conducted face-to-face, enabling participants to interact with the prototype directly. Screenshots documenting the evaluation process are provided below for transparency and review.





FACE TO FACE

As shown above, We conducted the test through Face-to-Face for this evaluation.

Data Presentation

Data Analysis

Usability Specifications

During the online testing sessions, Team SP observed that participants interacted effectively with the Swipper prototype. Nearly all participants completed their assigned tasks with minimal difficulty. Upon closer inspection, it was noted that participants quickly learned and remembered how to navigate through Swipper. However, there were

occasional issues with unresponsive buttons, which the team suspects may have been overlooked during the prototype's design phase.

Task	Mean	Interpretation	Classification
Welcome Screen	0.30 minutes	High Acceptable	Successful
Main page	4 minutes and 30 seconds	High Acceptable	Successful
Swipping page	1 minute and 30 seconds	High Acceptable	Successful

Table 3. Task Time

Table 3 displays the outcomes from the timed tasks conducted during the Online Testing. The data illustrates that participants achieved remarkable completion times across all task sections. Based on these findings, the prototype is considered successful in all three task categories.

Heuristic Evaluation

SWIPPER's evaluation also utilizes the Usability Heuristics method to evaluate its design

Visibility of System Status

Users are kept informed about ongoing processes and system status throughout their interaction.

Match Between System and Real World

The interface uses familiar language, phrases, and concepts that align with user expectations and real-world conventions, ensuring intuitive interaction.

User Control and Freedom

Clear options allow users to rectify mistakes and navigate away from undesired states without unnecessary dialogue. SWIPPER supports undo and redo actions to enhance user control.

Consistency and Standards

SWIPPER maintains consistent terminology, scenarios, and actions, promoting predictability and ease of use across the interface.

Error Prevention

Carefully crafted error messages preemptively address potential issues, reducing errors before they impact the user experience.

Recognition Rather Than Recall

All options, actions, and instructions are prominently displayed and easily accessible within SWIPPER, minimizing the need for users to remember information across different sections.

Flexibility and Efficiency of Use

SWIPPER accommodates both novice and experienced users by allowing customization of frequent actions, improving efficiency and user satisfaction.

Aesthetic and Minimalist Design

The design emphasizes essential information with simplicity and clarity, avoiding unnecessary distractions for users.

Help Users Recognize, Diagnose, and Recover from Errors

Error messages use straightforward language to describe issues comprehensively, provide constructive solutions, and guide users toward resolution.

Help and Documentation

Comprehensive help resources and documentation are readily available within SWIPPER, ensuring users can quickly find assistance when needed.

Heuristics Conclusion

Overall, the evaluation revealed that the prototype adhered to the most of the usability heuristics, albeit with some identified issues that require further attention and consideration

Participant Survey and Feedback

Results

SECTION 1			
Question	Mean	Interpretation	Classification
On a scale of 1 to 5, how would you rate your experience with the SWIPPER Prototype	**3.5**	**Acceptable**	**Successful**

On a scale of 1 to 5, how was the UI design of the prototype	**3.7**	**Acceptable**	**Successful**
How easily were you able to follow the tasks provided	**3.5**	**Acceptable**	**Successful**
SECTION 2			
User Authentication	**3.7**	**Acceptable**	**Successful**
Profile Management	**3.8**	**Acceptable**	**Successful**
Job Listings	**3.8**	**Acceptable**	**Successful**
Swipe Interface	**3.5**	**Acceptable**	**Successful**
Notification System	**3.7**	**Acceptable**	**Successful**
Settings and Preferences	**3.7**	**Acceptable**	**Successful**
Average	**3.65**	**Acceptable**	**Successful**

Table 4. Survey Data Interpretation

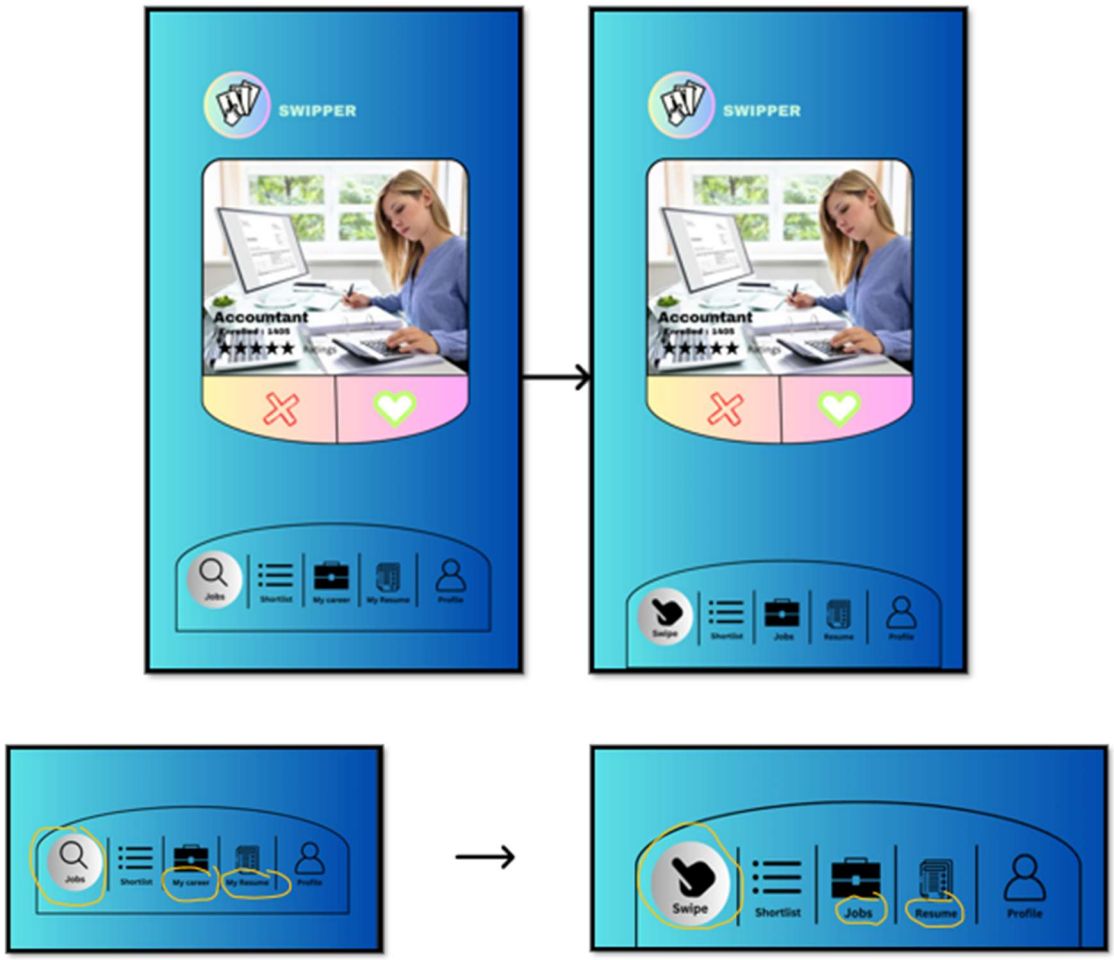
The table shows the survey data collected after the online testing phase for SWIPPER. It indicates that the prototype has achieved an acceptable level of quality and is considered successful overall. However, there is a noted neutral consensus regarding the renaming of files and folders, which warrants further attention. Based on the Usability Heuristics Criteria, the data reflects that the prototype effectively satisfied participants and adhered to key principles such as minimalistic design and visibility.

Feedback

Design Implications:

- **Does your prototype need to be altered in order to address the results of the analysis, or was it completely successful?**
  - The analysis of our prototype revealed areas where enhancements could significantly improve user experience. While SWIPPER showed overall success in usability and functionality, there are specific features such as job filtering and application management that require refinement to better meet user expectations and streamline the job-seeking process.

- **What improvements could be made to the design to address any shortcomings?**



To address identified shortcomings, we plan to enhance the user interface for job searching and application management:

- **Enhanced Job Search Filters**: Adding more advanced search filters to help users quickly find specific job listings based on criteria such as job type, industry, location, salary range, and company size.
- **Personalized Job Recommendations**: Improving the algorithm to provide more accurate and relevant job recommendations based on user profiles, preferences, and previous searches.
- **Improved Application Tracking**: Enhancing the application tracking system to offer real-time updates, clearer status notifications, and a more intuitive interface for managing applications.
- **Optimized User Interface**: Streamlining the user interface to ensure seamless navigation, reducing clutter, and improving overall aesthetic appeal for a better user experience.
- **Performance Enhancements**: Addressing technical constraints by optimizing the application's performance, improving load times, and ensuring compatibility across different devices and browsers.

- **Did you discover any major flaws that would suggest a completely different type of design?**

  - While the SWIPPER prototype was successful, no major flaws suggested a completely different type of design. However, if significant issues were identified, alternative designs could include:

    Interactive Tutorials: Implementing guided walkthroughs or interactive tutorials to help new users navigate the app more effectively.

    Network Building Features: Adding features that allow users to connect with other job seekers or employers, enhancing networking opportunities.

    Advanced Job Matching Algorithms: Utilizing more sophisticated algorithms to match users with job listings that better align with their skills and preferences.

    Real-Time Feedback: Providing real-time feedback on job application status to keep users informed and engaged throughout the process.

  These enhancements and alternative designs would contribute to the improvement of the SWIPPER application, ensuring it remains user-friendly and effective in enhancing the job search and application experience for users.

Critique and Summary

What were the advantages and disadvantages of your evaluation?

- The evaluation of the SWIPPER prototype revealed several strengths. Adhering to comprehensive usability criteria provided a robust framework for assessing the app's usability and identifying areas needing refinement. The heuristic analysis, performed by usability experts, effectively highlighted specific usability concerns and offered valuable insights for improving the user interface. The feedback showed that users found SWIPPER's performance, visual layout, information organization, and navigation to be intuitive, efficient, and user-friendly. Regardless, the evaluation had some limitations. The relatively small sample size of participants might have restricted the generalizability of the findings and the ability to uncover less common usability issues.

- **What would you have done differently knowing what you know now (both design-wise and evaluation-wise)? Given more resources, what could you have done that would have produced significantly more insightful evaluation results (again, whether this is an improved prototype or a different evaluation path)?**

- Reflecting on the process, we would have initiated user testing earlier in the design phase to incorporate feedback iteratively. Design-wise, leveraging advanced prototyping tools to simulate real-time job application scenarios and integrating more comprehensive analytics to track user interactions could provide deeper insights into user engagement and pain points. With additional resources, conducting usability tests across a more diverse user base and implementing A/B testing for key features would generate more robust evaluation results, ensuring SWIPPER meets the varied needs of job seekers effectively.

Summary of the Project

The evaluation of SWIPPER revealed critical insights essential for its refinement and future success. Through benchmark tasks, we gained valuable perspectives on user interaction and usability. Positive aspects included the prototype's intuitive navigation, although issues like renaming challenges and inconsistencies in navigation paths were identified. The planned integration of online features was postponed due to time constraints, limiting participant engagement opportunities. Given more time, adding these features and enhancing functionalities like music integration would enrich the prototype's appeal and user experience.

This study underscores the complexities inherent in prototype design, highlighting the importance of deep design expertise and a thorough grasp of user expectations. Participants demonstrated a strong familiarity with the app's interface, affirming its usability and intuitive design. In summary, while there are areas for improvement, SWIPPER has achieved a solid foundation, ready for further enhancements and refinements to meet evolving user needs and expectations.