

Team SP**Members:**

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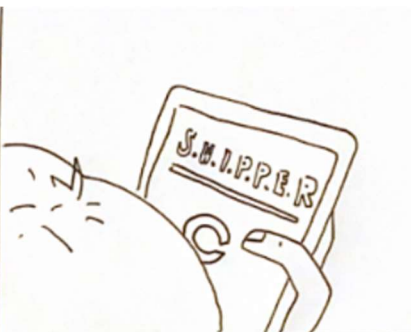



Part 2: Design Alternatives**Scenario:**

Scenario 1 – Alex is a third-year Computer Science major who is balancing a full course load, extracurricular activities, and a part-time job. He wants to secure a summer internship that will provide hands-on experience and bolster his resume.




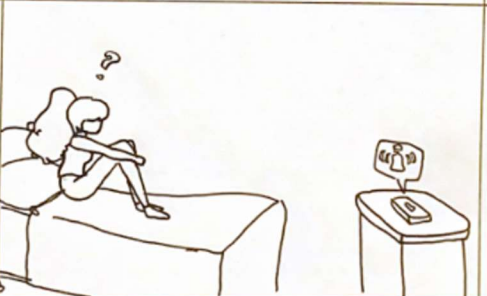

Scenario 2 - Mia is a fourth-year Business Administration student currently on On-the-Job Training (OJT) at a marketing firm. Her OJT concludes in a few months, and she aims to secure a full-time job before graduation, focusing on roles with growth opportunities in marketing and management.

Scenario 3 - Judy graduated two years ago with a degree in Sociology but has struggled to find a fulfilling job. After working in various temporary positions, Judy feels uncertain about her career path and is looking for stability and purpose.

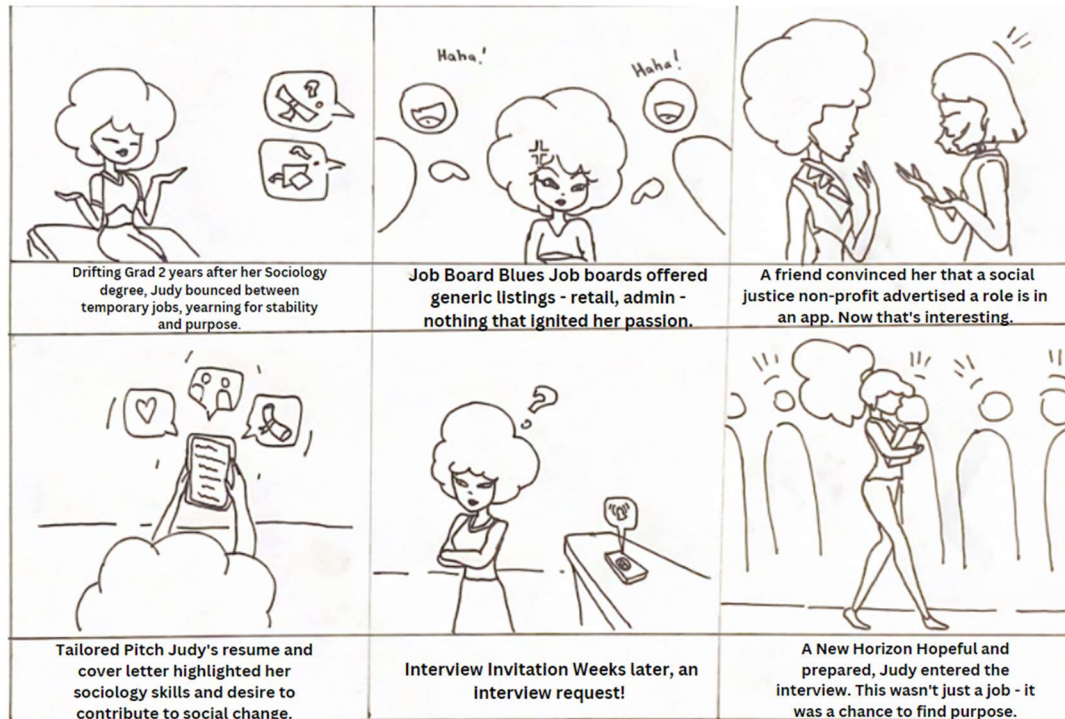
Storyboard (Based on Scenarios):**Scenario 1 - Alex**

		
<p>Juggling Act coffee shifts, Alex, a CS major, yearned for a summer internship to boost his resume.</p>	<p>Hunt Begins Scouring job boards, Alex found generic listings. He craved real experience, a chance to dive in.</p>	<p>A Beacon Then, a local tech startup offered a unique internship: hands-on projects, mentorship, real impact. This was it.</p>
		
<p>Alex crafted a stellar application, showcasing his passion and perfect fit for the company.</p>	<p>The Call Weeks later, the call arrived. They were impressed, and wanted to interview him.</p>	<p>Stepping Forward Confident and brimming with ideas, Alex entered the interview. This wasn't just an interview - it was the start of something bigger.</p>

Scenario 2 - Mia

		
<p>Marketing OJT in hand, Mia, a graduating Business Admin student, targeted marketing and management roles with growth potential.</p>	<p>Job boards overflowed with entry-level gigs, lacking the growth Mia craved.</p>	<p>A mid-sized firm offered a marketing associate program: diverse experience, mentorship, and a path to management. This was it.</p>
		
<p>Mia's resume and cover letter highlighted her OJT and passion for a well-rounded marketing foundation.</p>	<p>Weeks later, an Interview request arrived!</p>	<p>Prepared and confident, Mia stepped into the interview room, ready to launch her dream marketing career.</p>

Scenario 3 - Judy



Problem Statement:

- Overwhelmed by Job Board Complexity
- Lack of Personalized Job Recommendations
- Difficulty in Discovering Hidden Job Opportunities

Application icon Size comparison:



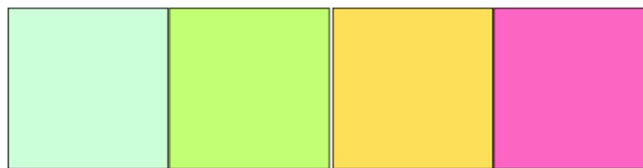
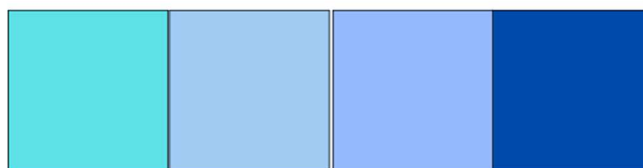
The icons above showcase the application icon in various sizes. This is essential to identify how it would look in many different screen ratios.

Design

The SWIPPER app aims for a sophisticated design by focusing on key elements such as the color scheme, font style, and graphical user interface (GUI). By implementing a harmonious and accessible color palette, we ensure visual appeal and readability for all users. The choice of modern, clean, and professional fonts enhances both aesthetic and legibility, creating a cohesive and engaging experience. Additionally, a user-friendly GUI with an intuitive layout, responsive interactive elements, and a clear visual hierarchy ensures seamless navigation and interaction, ultimately providing an elegant and efficient user experience.

Color Palettes

The images below showcase the color palettes selected for use in the application, derived from the App Icon's logo. These palettes are provisional and may be revised during the prototyping stage.



Font Style

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
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Canva Sans

The primary font style used in the SWIPPER application is Canva Sans. Canva Sans is a clean, modern sans-serif typeface that is known for its clarity and legibility across various digital platforms. This font was chosen due to its simplicity and elegance, which aligns with our goal of achieving a sophisticated design. Additionally, Canva Sans is widely recognized for its versatility and is commonly used in digital design projects, making it an ideal choice for our app.

In addition to Canva Sans, other font styles will be explored and implemented during the prototyping stage for specific design purposes. This approach allows us to emphasize certain labels and enhance the overall aesthetic of the user interface, ensuring a visually engaging and user-friendly experience.

GUI

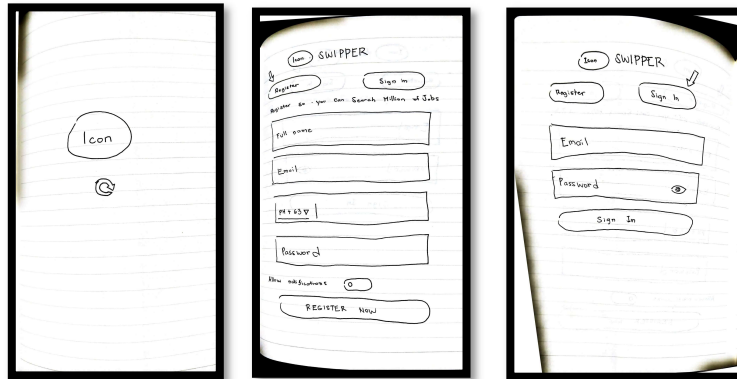
The SWIPPER app will use an Android Mobile UI design to maintain simplicity and consistency, avoiding the complexity of managing separate designs for different platforms. We will utilize Sketch for designing the application, allowing us to create detailed prototypes and make quick iterations based on user feedback. This approach ensures a cohesive, user-friendly, and visually appealing interface, tailored specifically for a swiping app on phones.

Sample feature flows

We aim to present a demonstration of different features found within the app. Please be aware that some of these features may be modified depending on the outcomes of the survey.

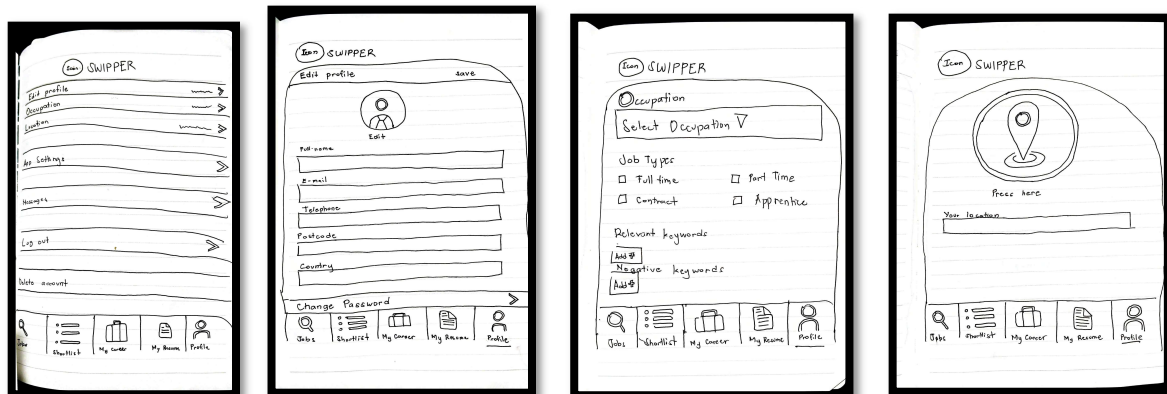
Sample flow: User Registration and Login

- Users can sign up for a new account or log in with existing credentials. This includes entering personal information, verifying email, and setting a password.



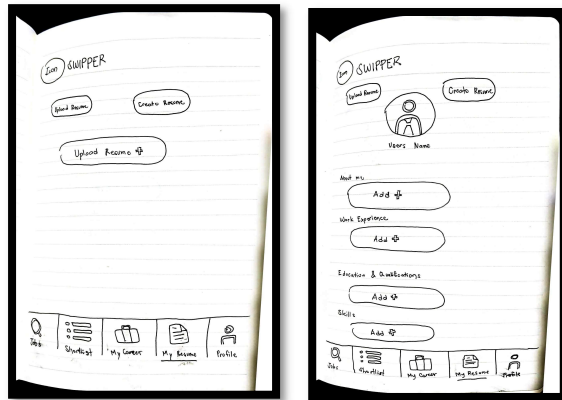
Sample flow: Profile Setup

- After registration, users can set up their profiles by adding a profile picture, personal details, work experience, and preferences.



Sample flow: Resume Upload and Creation

- Users can upload their existing resumes or create a new resume within the app, which can be used to auto-fill application forms and increase visibility to potential employers.



Sample flow: Swiping Mechanism

- The core feature allows users to swipe left or right on job postings. Swiping right adds the job to the user's shortlist.



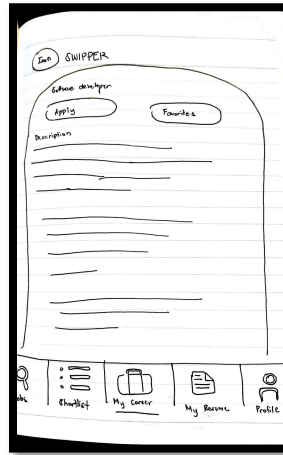
Sample flow: Shortlist

- Users can view and manage their shortlist, which includes all the jobs they swiped right on, and see which ones they have already applied to.



Sample flow: Manual Application

- From the “shortlist” or “my career”, users can manually apply to selected job postings.



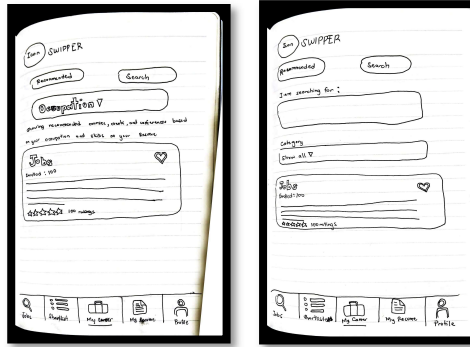
Sample flow: Messages and Notifications

- Users can send and receive messages and notification within the app to communicate with potential employers.



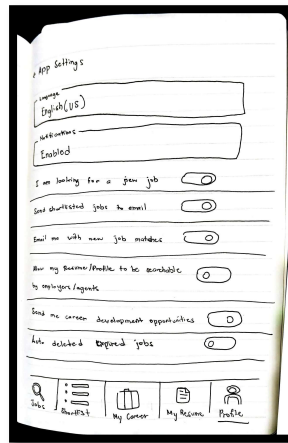
Sample flow: Searching mechanism

- Users can search for specific job postings using various filters such as industry, location, and job type.



Sample flow: Settings

- From the profile, Users can customize their app experience by adjusting settings and preferences such as notification preferences, privacy settings, and account details.



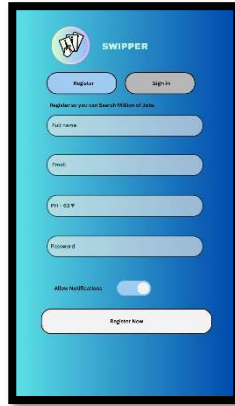
Mock-up/Prototype

- our team will present a prototype of the application. The design, created in Canva, is not the final version and is meant to demonstrate the app's basic functionality. Additional features will be added after thoroughly reviewing the survey data.



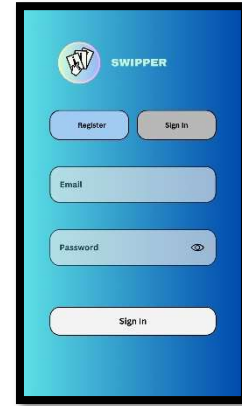
Splash Screen

The Splash Screen contains the app's logo and will be displayed for a couple of seconds



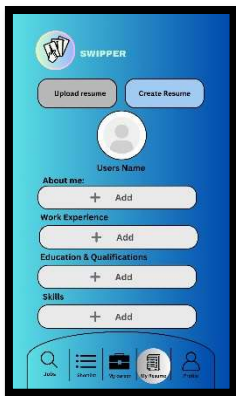
Log in

Upon opening the app, users will encounter options to either log in or create a new account. The first view will display the log in screen



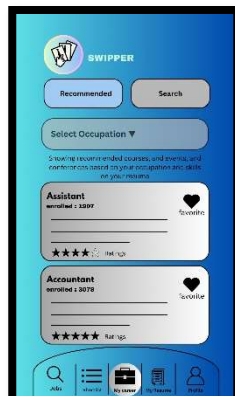
Sign up

The user will begin by signing up for an account if they are new. This view will be displayed to the user upon clicking "Sign in"



Creating Resume

They can create a resume using the application's feature. This tool allows for inputting personal details, qualifications, work experience, skills, and education. Users can choose templates, edit content, upload supporting documents, and preview their resume before finalizing it for job applications.



Search

enables users to find specific job postings by entering keywords or using filters such as job title, industry, location, and company. It streamlines the job-hunting process by presenting tailored opportunities based on user preferences and qualifications, ensuring efficient navigation through relevant job listings.



Applying

allows users to submit job applications directly through the app. Users select job postings, review details, and apply by submitting their resume and cover letter. It includes features for tracking application status, receiving updates, and managing communications with employers, ensuring a streamlined job application process.



SWIPPING

allows users to interact with job postings by swiping left or right to indicate interest or pass. This intuitive feature inspired the app's name, "SWIPPER," emphasizing its user-friendly approach to browsing and selecting job opportunities similar to popular swiping actions seen in other applications. It simplifies the process of reviewing and managing job listings, making job searching more engaging and efficient for users.