

Handshake Redesign

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Introduction

Handshake is a career network and recruiting platform created to help students expand their career horizons. It is done through partnerships with university career centers.

However, If Handshake lacks an effective interface for discovering job options, its purpose will be for naught. This redesign focuses on content discovery and user engagement of their web product. It attempts to provide a better first-page experience and a more intuitive way of exploring the product's functionalities.

The project starts with an analysis of the company and the current product (via discovering pain points and user surveys), an exploration of possible solutions and a display of hi-fi mockups.

I acknowledge that insights were drawn from a limited pool of user research and from tight assumptions due to time and capacity constraints. However I hope this sheds important light into my thinking process.

Empathy & Research

What is Handshake?

Handshake is a career network and job recruitment platform. Unlike other similar platforms, it partners with university career centers. Recently, our university started using this and I wanted to explore ways it could be optimized to best cater to my fellow classmates and I.

Who are Handshake's target users?

Its customers are university career centers. Its main users include career center employees, recruiters and students. I will focus on students as users.

What are the goals of the homepage?

- 1) Allow students to access and explore career options immediately
- 2) Get students notified about career center updates, appointments, interviews or new job updates
- 3) Easy access to the platform's other functionalities

User Stories



Alias: New Grad

Story: Des is a Communications major graduating in 3 months, but still does not have a job. She is more inclined to full-time offers but doesn't mind internships if they are interesting enough and related to Comm.

Pain Point: no quick way to sift through dozens of jobs in short amount of time

Goal: needs to find a job or other such opportunity that aligns with her major in a quick and easy fashion

User Stories



Alias: Networker

Story: Chiara believes the best way to find jobs is through a network. She enjoys attending career center events and conferences related to finance and always makes it a point to add it to her schedule when something comes up.

Pain Point: no automatic way to filter the events she's interested in

Goal: quickly add an interesting event to her schedule and get recommendations on similar events

User Stories



Alias: Lost Job Hunter

Story: Sally is a sophomore in college and is only now embarking on the job search.

However, she is unsure where to start and does not know what options she has to get started on her search. She also has not navigated the career center before and would like to know how to best do that.

Pain Point: newbie to everything!

Goal: start discovering jobs and learn more about her university's career center's opportunities

Current Design: Pain Points & Observations

What is clear when I first enter the homepage?

- The career center or university is involved in the curation of the events and jobs, especially since I had to sign in with my own account.
- There is a way for me to search jobs, but customizing my search isn't immediately doable on the homepage.
- There are other functionalities besides just searching a list of curated opportunities (ex. journals, setting appointments, etc.)

What is not so obvious?

- What do the other functionalities allow?
- What's the next best thing do from here?
- Do these featured articles, jobs and events align with my interests?
- What are the 3 buttons at the top right corner for? What are the other navbar items for?
- How am I recommended these resources?

I explore more observations in the next few pages.

Current Design: Pain Points & Observations

Overload of Information

My biggest qualm is that the interface provides too much info and has too many calls to action that the user is overwhelmed because of the paradox of choice. While a lot needs to be on the homepage (i.e. events, job cards, updates), there is still unnecessary information that detracts from the main goals of the page (i.e. recommended resources). There is also a bit of nuanced information in the design of the individual cards. How might we balance the need for information and the reduction of cognitive overload on the homepage?

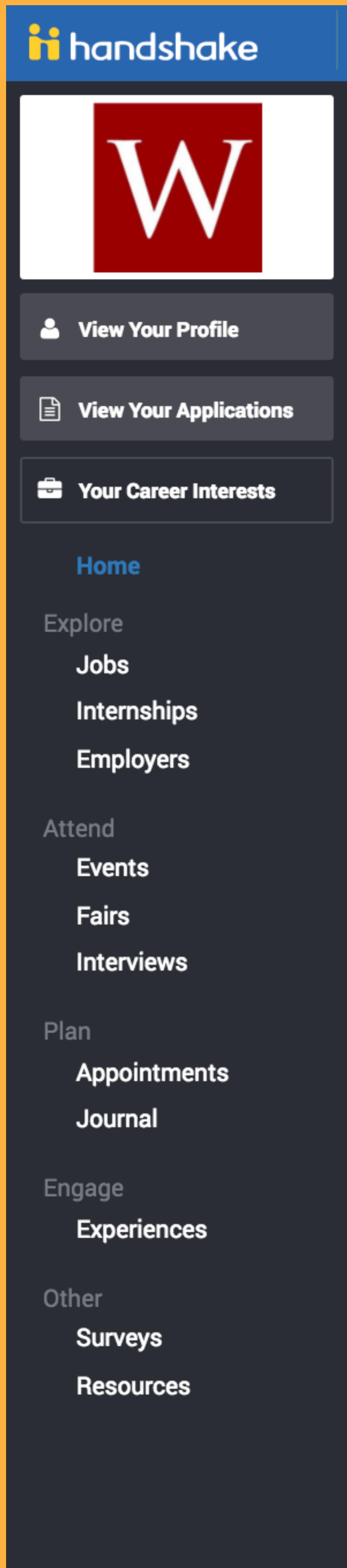
The screenshot shows the Handshake platform homepage with a blue header bar containing the Handshake logo, a search bar, and a user profile for Mikaela Helene. The main content area features several cards:

- Do what you love!**: A call-to-action card encouraging users to tell their career interests to receive recommendations.
- Suggested by your school**:
 - Winter on Wyllys: Career Crash Course** (Jan 17, 2024) - 114 Boger Hall 41 Wyllys Ave, Middletown, CT 06457, USA. Includes a "View Details" button.
 - Winter on Wyllys: Careers by Design** (Jan 17, 2024) - Room 115 Boger Hall 41 Wyllys Ave, Middletown, CT 06457, USA. Includes a "View Details" button.
- Suggested by your school**:
 - Resume Review/Approval Steps & Checklist** (By Anonymous - Aug 11) - Includes a "Read Article" button.
- Upcoming Events**:
 - Winter on Wyllys Speaker: Brenda Reny '78 Preparing for your Financial Future: A Primer** (Jan 20, 2024) - 12:00 PM EST - 1:00 PM EST. Organized by Wesleyan University.
 - Winter on Wyllys: Wall Street Prep Financial Training Seminar** (Jan 24, 2024) - 2 DAY EVENT - JAN 24 9:00 AM EST - JAN 25 5:00 PM EST. Organized by Wesleyan University.
 - Kaiser Permanente Information Session** (Jan 31, 2024) - 12:15 PM EST - 1:15 PM EST. Organized by Wesleyan University.
 - Overland Information Session** (Feb 2, 2024) - 7:00 PM EST - 8:00 PM EST. Organized by Wesleyan University.
- Recommended Resources**:
 - Resume Approval Checklist** (GORDON CAREER CENTER) - Includes a "Read More" button.
 - Resume Review/Approval Steps & Checklist** - Includes a "Read More" button.

Cluttered Organization

In addition to overwhelming info is this “disorganized” interface. The different types of cards are mixed together without an obvious purpose. This may not be a problem if they can be differentiated, but several look the same. It’s also unclear what the user should prioritize because of the clutter of calls to action. The order of cards communicates a hierarchy of actions, but strays away from job exploration and searches, which is the main goal of the page. The organization and design of each card can also be improved to capture the most pertinent info. How do we better organize this page and each card to cater to the product’s goals?

The image shows a mobile application interface with a cluttered organization of cards. At the top left is a blue header card with the text "Do what you love!" and a "Personalize Handshake" button. To its right are two event cards under the heading "Suggested by your school". Both events are for "Winter on Wylls" occurring from Jan 17 to Jan 20, 2017, at 114 Boger Hall, 41 Wylls Ave, Middletown, CT 06457, USA. The first event is a "Career Crash Course" and the second is "Careers by Design". Below these are three job listing cards under the heading "Suggested by your school". The first job is a "Resume Review/Approval Steps & Checklist" by Anonymous on Aug 11, detailing steps to write/edit a resume and referring to an attached checklist. The second job is a "Financial Representative" position at Northwestern Mutual - Wellesley, MA, with a deadline of 2/1/17 at 12:00PM. The third job is a "College Financial Representative" position at Northwestern Mutual - Stamford, CT, with a deadline of 9/16/17 at 10:00PM. At the bottom of the screen are three more job listing cards: "Office & Operations Assistant" at eBrevia, Inc., "Copy of Summer Camp Counselor/Teacher" at Beam Center, and "Sales Account Representative" at Cheng & Tsui Co. Each card includes a small company logo, the job title, the employer name, the location, the application deadline, and "View Details" and "Favorite" buttons.



Unclear “Other” Functionalities

When I first logged on, there was no introduction to the use of the platform or anything that directed the user to the first thing they should do upon entering the front page. I am also unclear about the left panel and some of the functionalities. For example, what should I be writing on the Journal? What will motivate me to click on it? Is a Journal even necessary?

Also, the hierarchy of navigation is not intuitive nor communicated well via this navbar, some of the functionalities are useless and some of the buttons are redundant (i.e. Profile = Career Interests, Jobs = Internships).

Lastly, why is my school logo so big up there? When I click it, it gives a description of my school. Do I really need to know that?

Layout and Aesthetic Changes

First, the color scheme is confusing. Why is there a need to use all this color, especially as the colors do not combine well with the color scheme of Handshake? What does each color represent and why are some buttons purple, the others green and the others blue? The font colors can also be improved (i.e. blue on black in the navigation bar makes it difficult to see). The font families and sizes can be made a little more consistent to communicate clusters and hierarchies of information. Lastly, the events and resources column takes up space estate at the very bottom, which could be used instead for more cards.

The image shows the Handshake application interface. At the top, there is a search bar and a navigation bar with icons for messaging, notifications, and help. Below the search bar, there are two columns of job listings. Each listing includes a thumbnail, job title, company name, location, application deadline, and 'View Details' and 'Favorite' buttons. To the right of the job listings are two resource cards: 'Case Questions Video Vault' and 'Networking Guide'. At the bottom of the page, there is a footer section with a blue background containing a form to 'Personalize Handshake' and several cards for events and articles.

Job Listings:

- Full-Time Job in Southborough, Massachusetts + 4 more
- Full-Time Job in New York, New York
- Sales Account Representative
Cheng & Tsui Co.
Full-Time Job in Boston, Massachusetts
- College Financial Representative
Northwestern Mutual - Stamford, Connecticut
- Corps Member
Teach for America
Full-Time Job
- Operations Associate
Eduporium
Full-Time Job in Watertown, Massachusetts

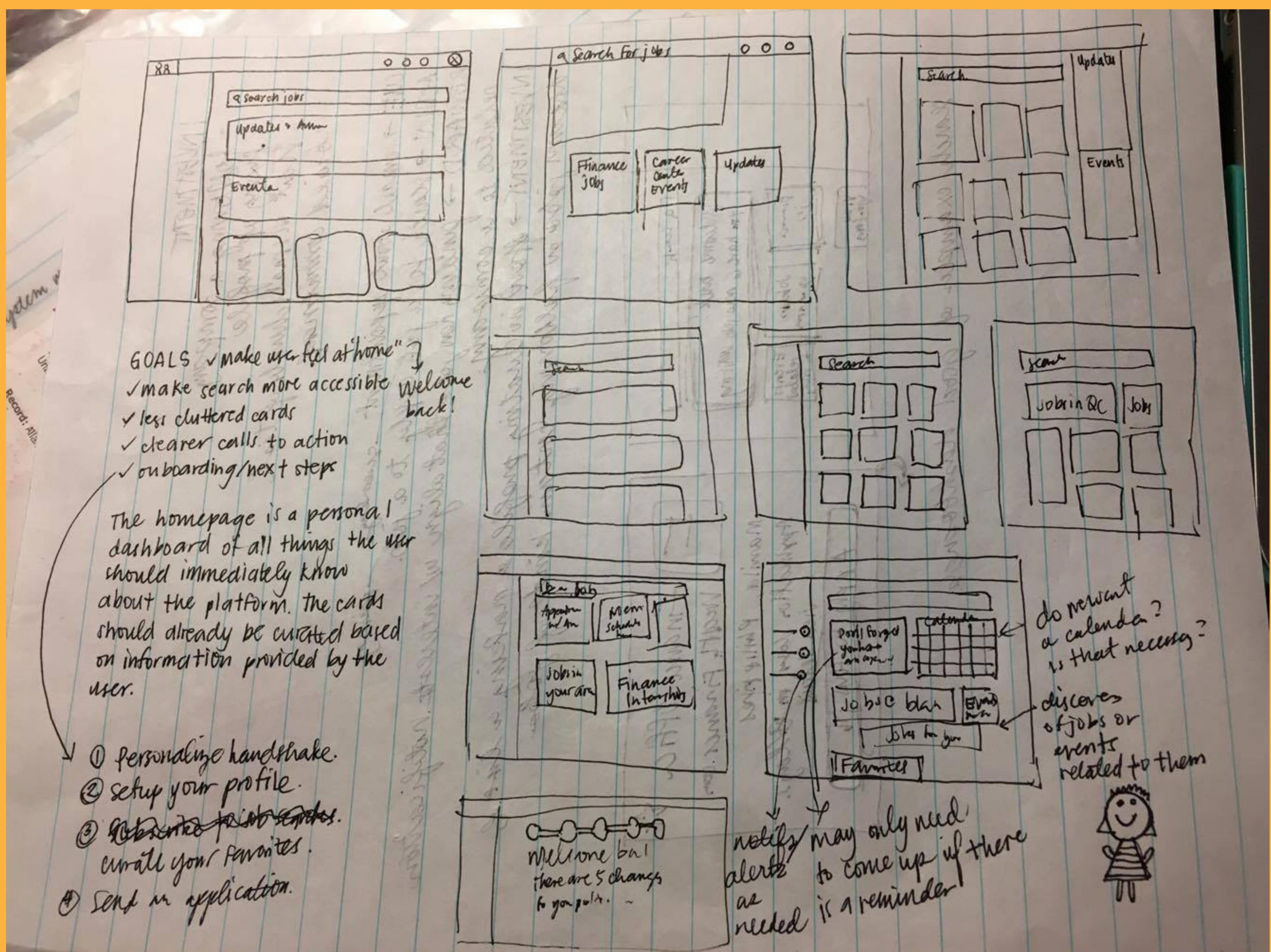
Resources:

- Case Questions Video Vault
- Networking Guide

Footer:

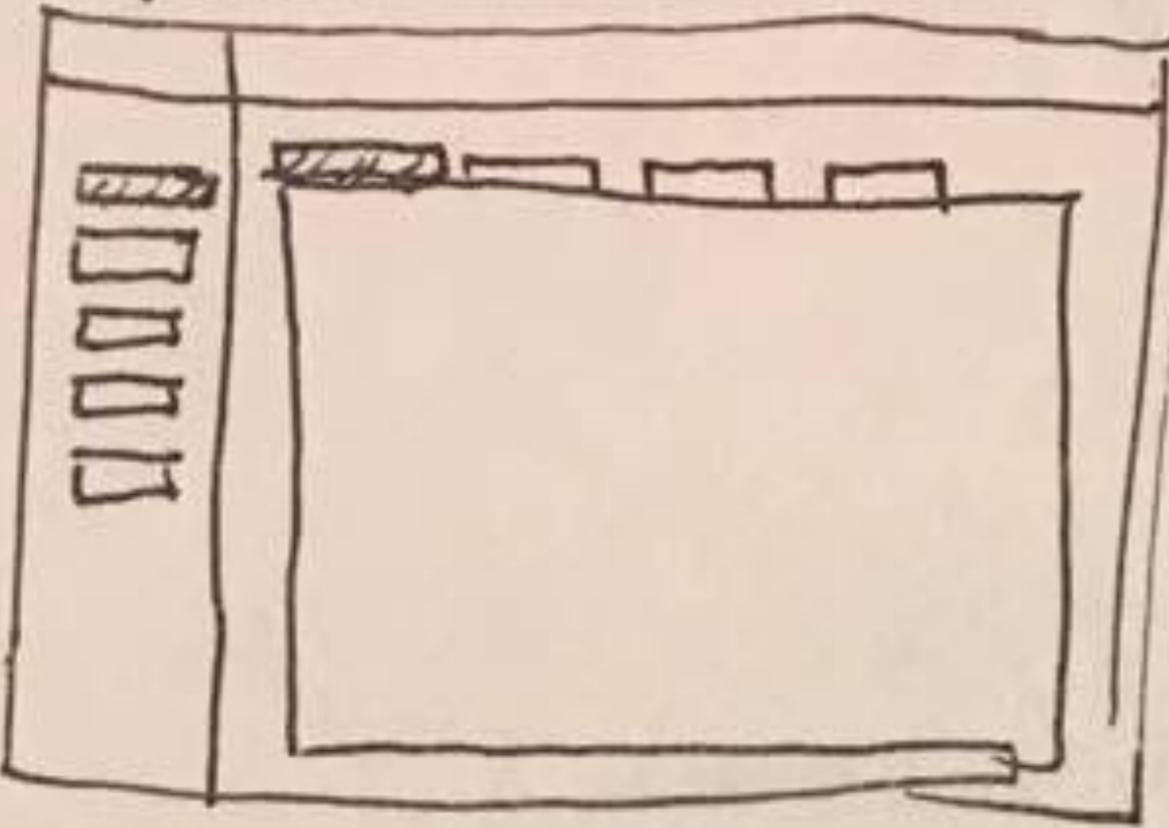
- Do what you love!
- Tell us a little more about your Career Interests and we'll recommend events, articles and jobs you're actually interested in.
- Personalize Handshake
- JAN 17 Winter on Wyllys: Career Crash Course
Tuesday, Jan 17 - Friday, Jan 20
114 Boger Hall 41 Wyllys Ave, Middletown, CT 06457, USA
- Resume Review/Approval Steps & Checklist
By Anonymous - Aug 11
Resume Approval Steps Write/edit your resume referring to the Resume Approval Checklist (attached below) and our Resume G...
- N Financial Representative
Northwestern Mutual - Wellesle...

Ideation & Wireframes

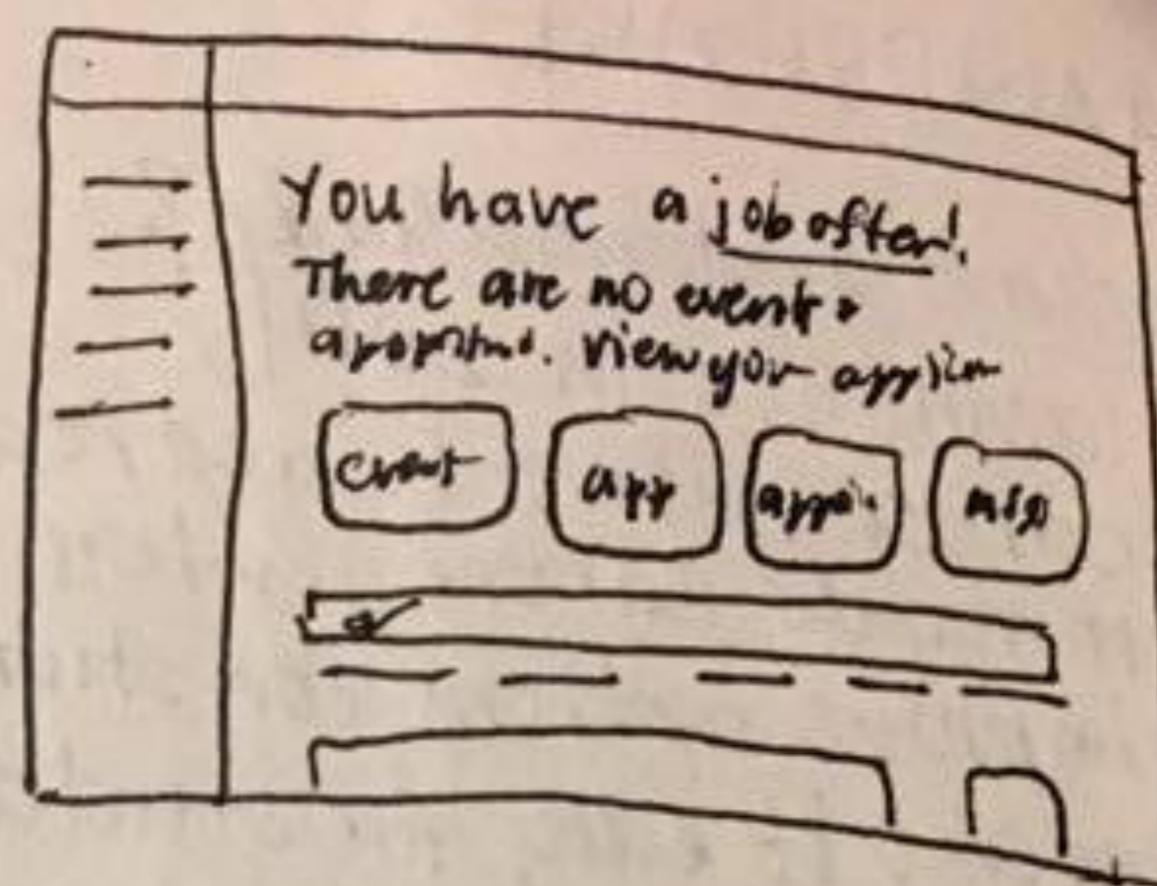


My initial ideation started with the overarching goal of making the homepage a personal dashboard. This needed a way for the user to achieve their intended goals plus get relevant information and updates. Thus, I tried different ways of formatting info on one page and also explored different onboarding processes.

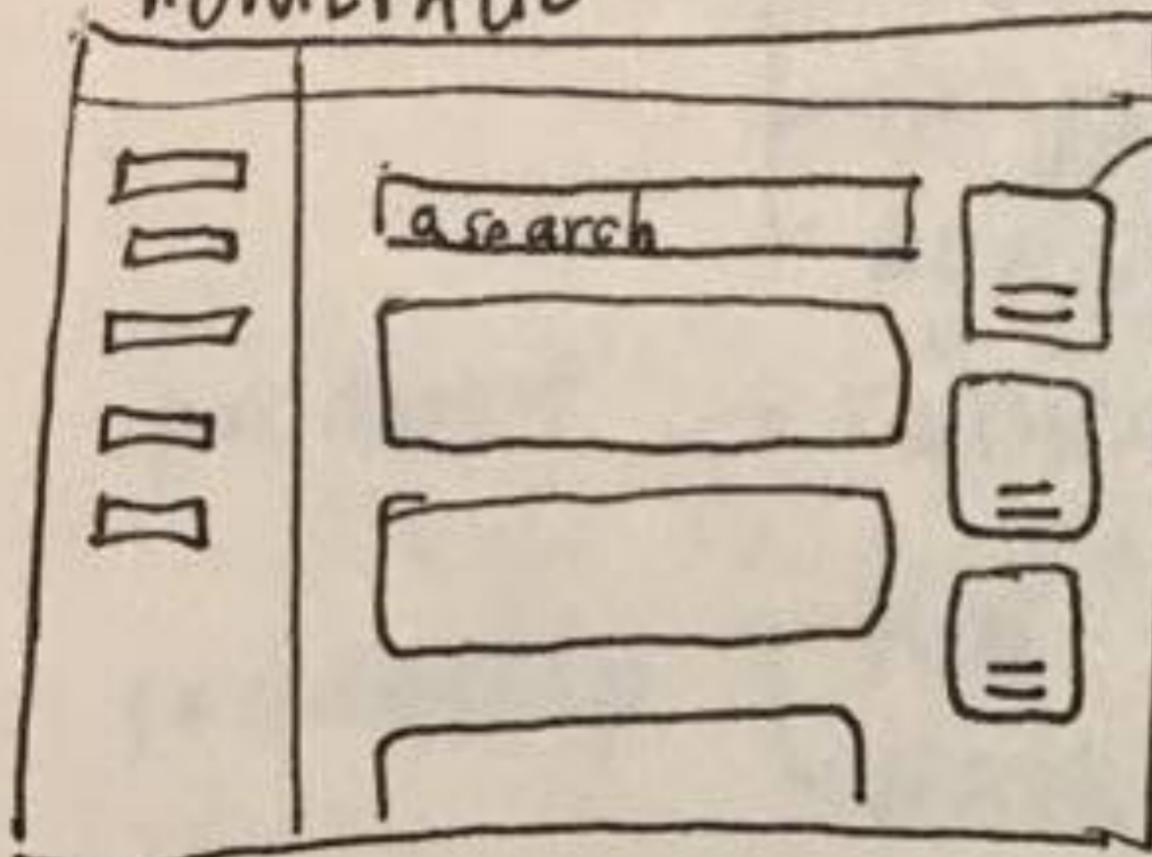
TABS



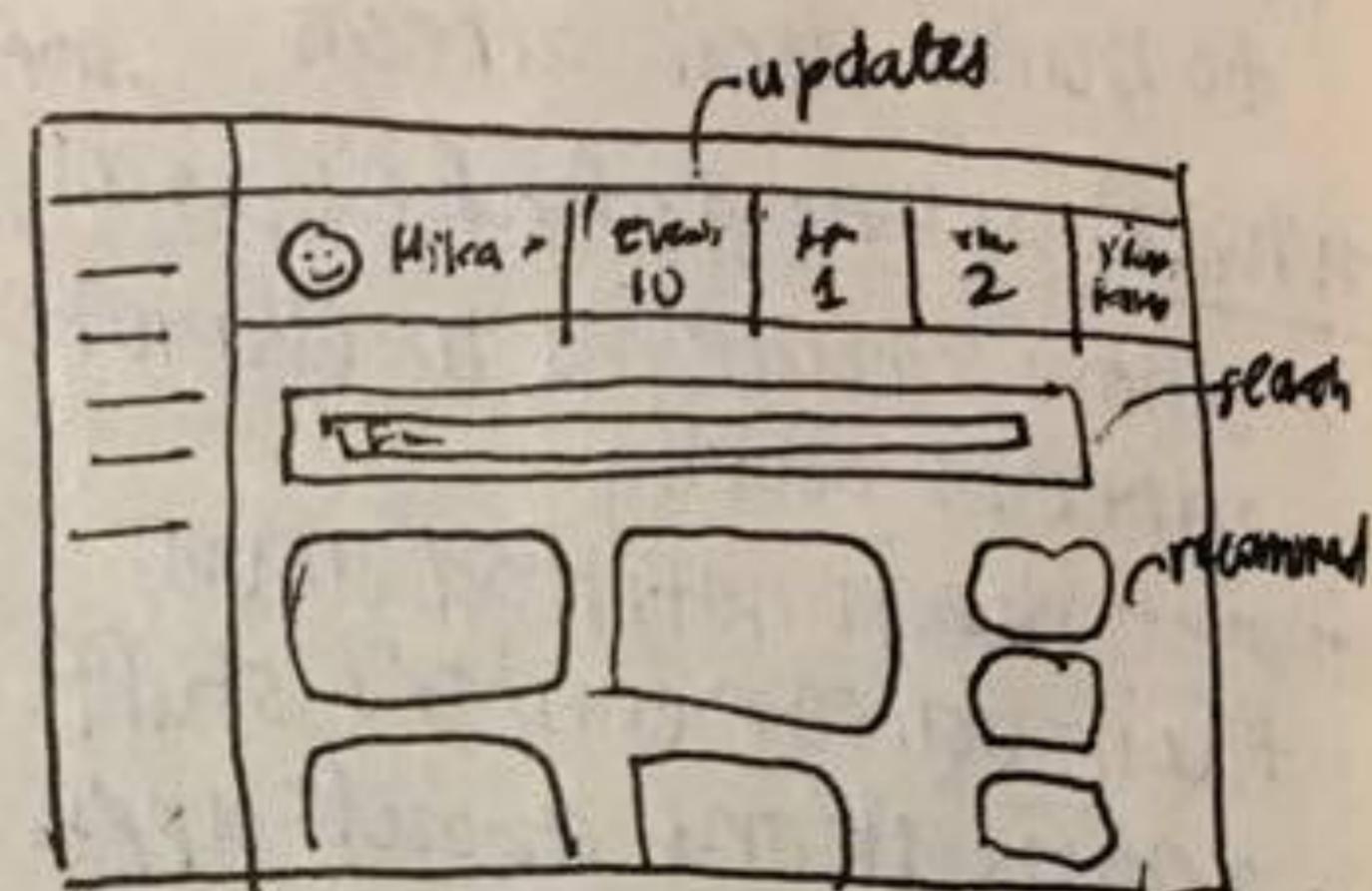
- / events
- / appoint.
- / app.



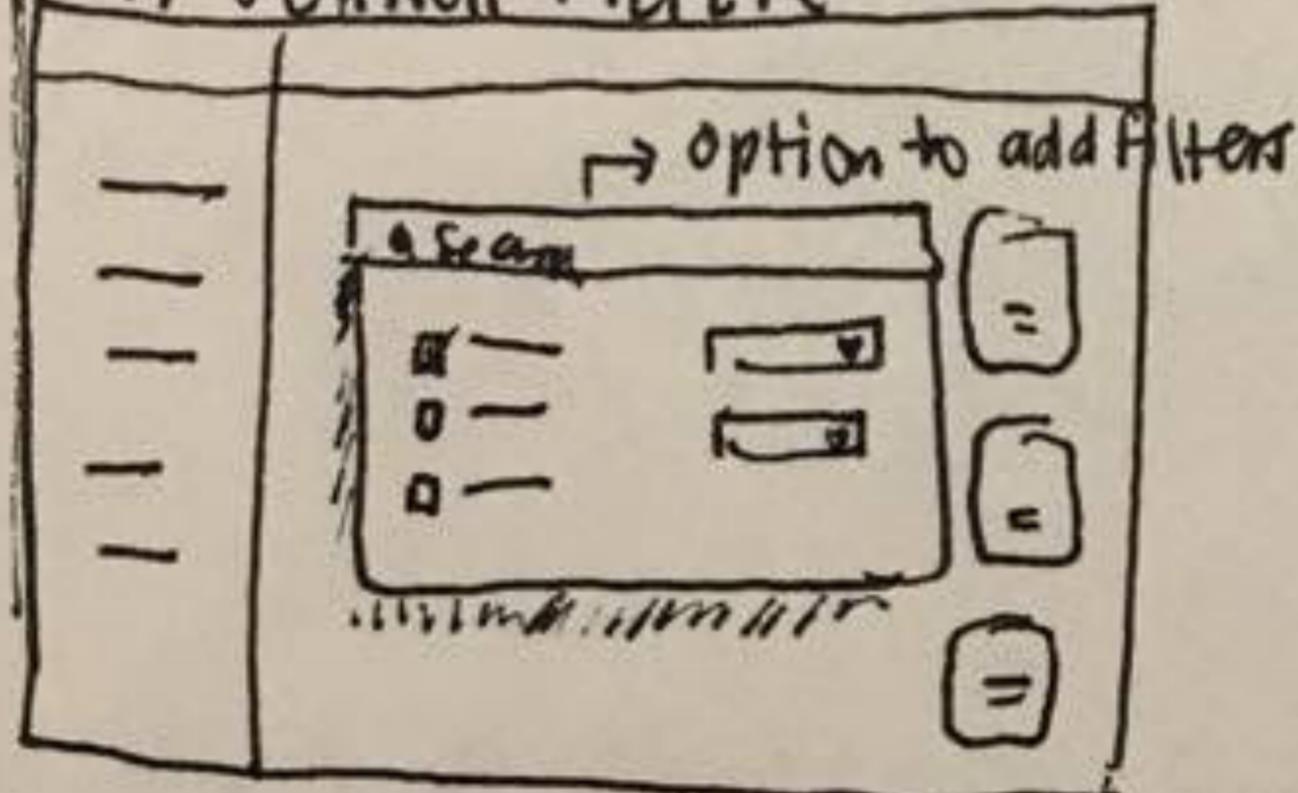
HOMEPAGE



- recom-
- menda-
- tions
- cards?
- cards?

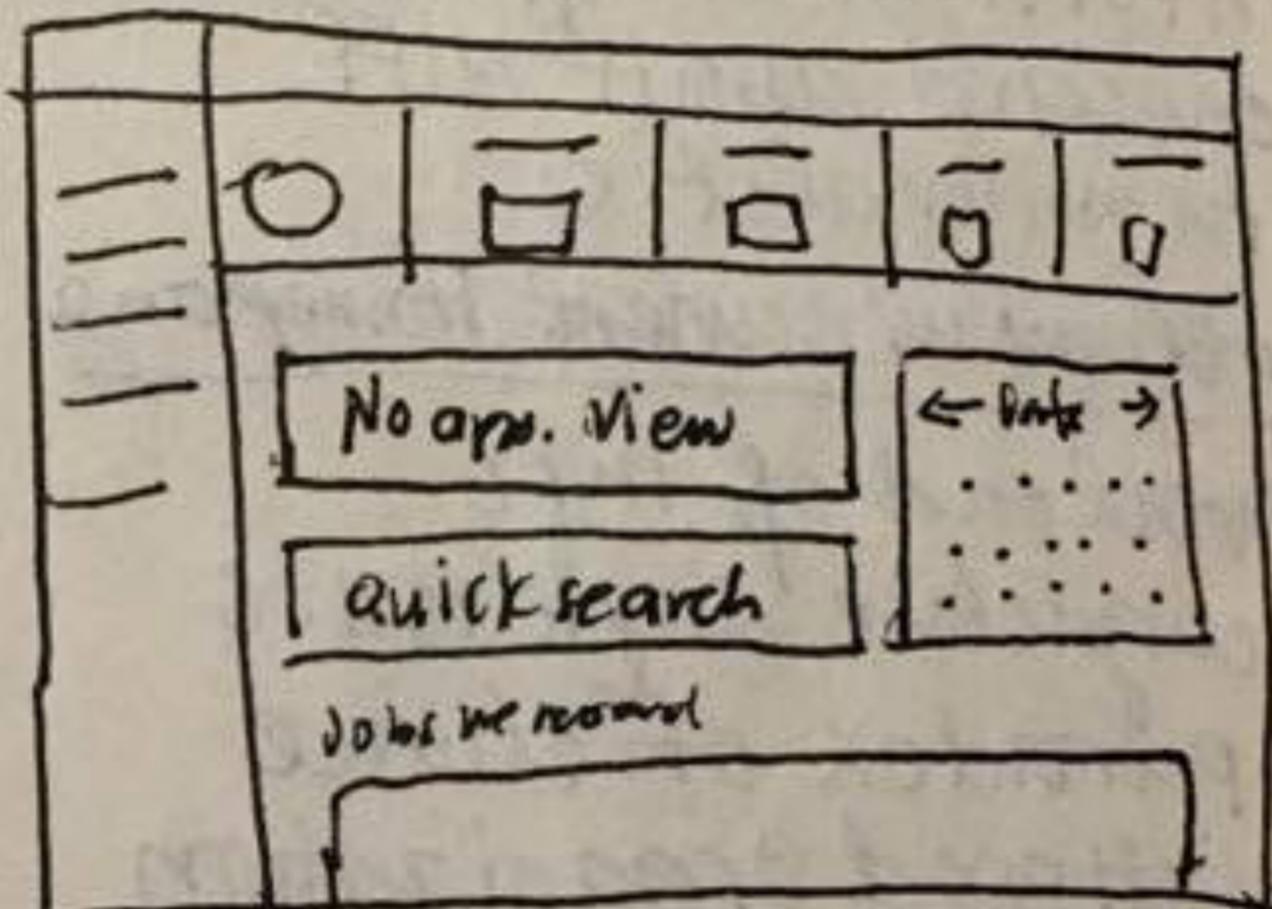


W/ SEARCH FILTER

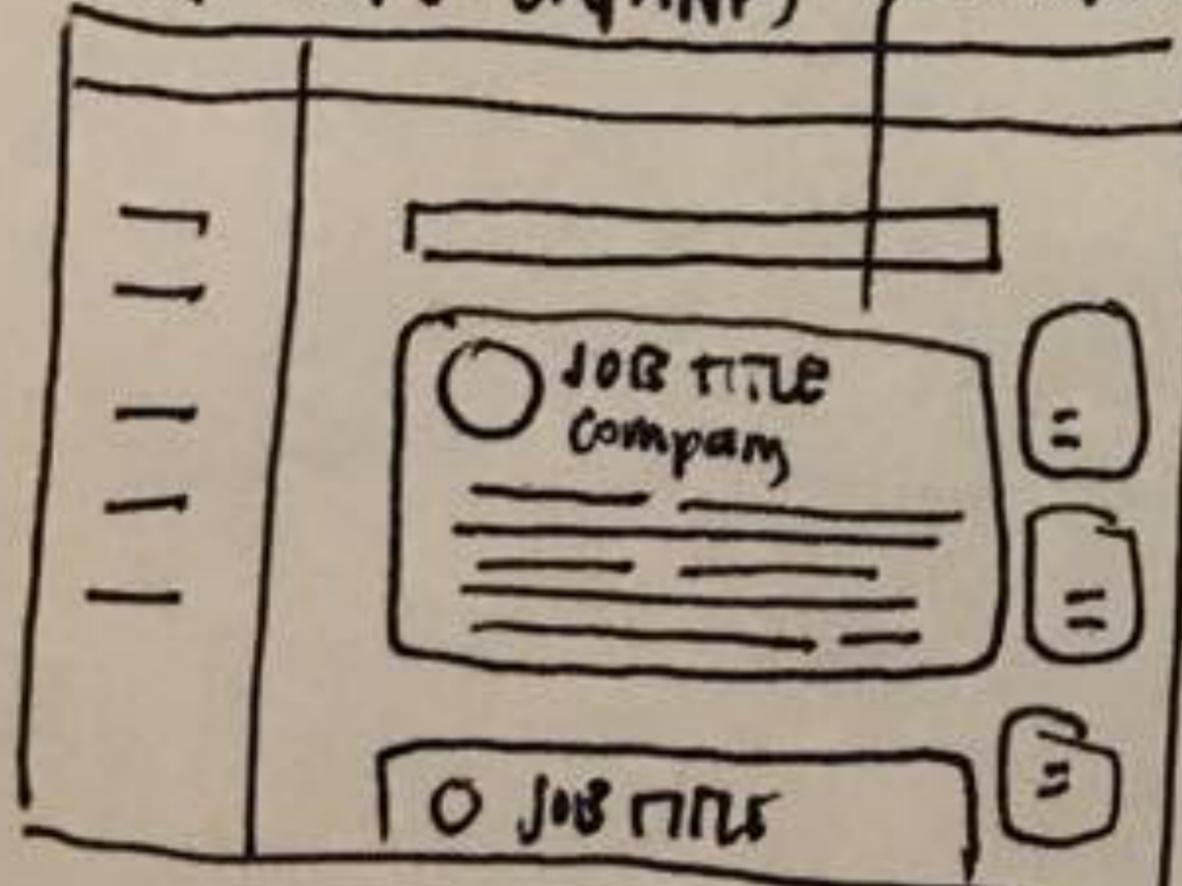


→ option to add filters

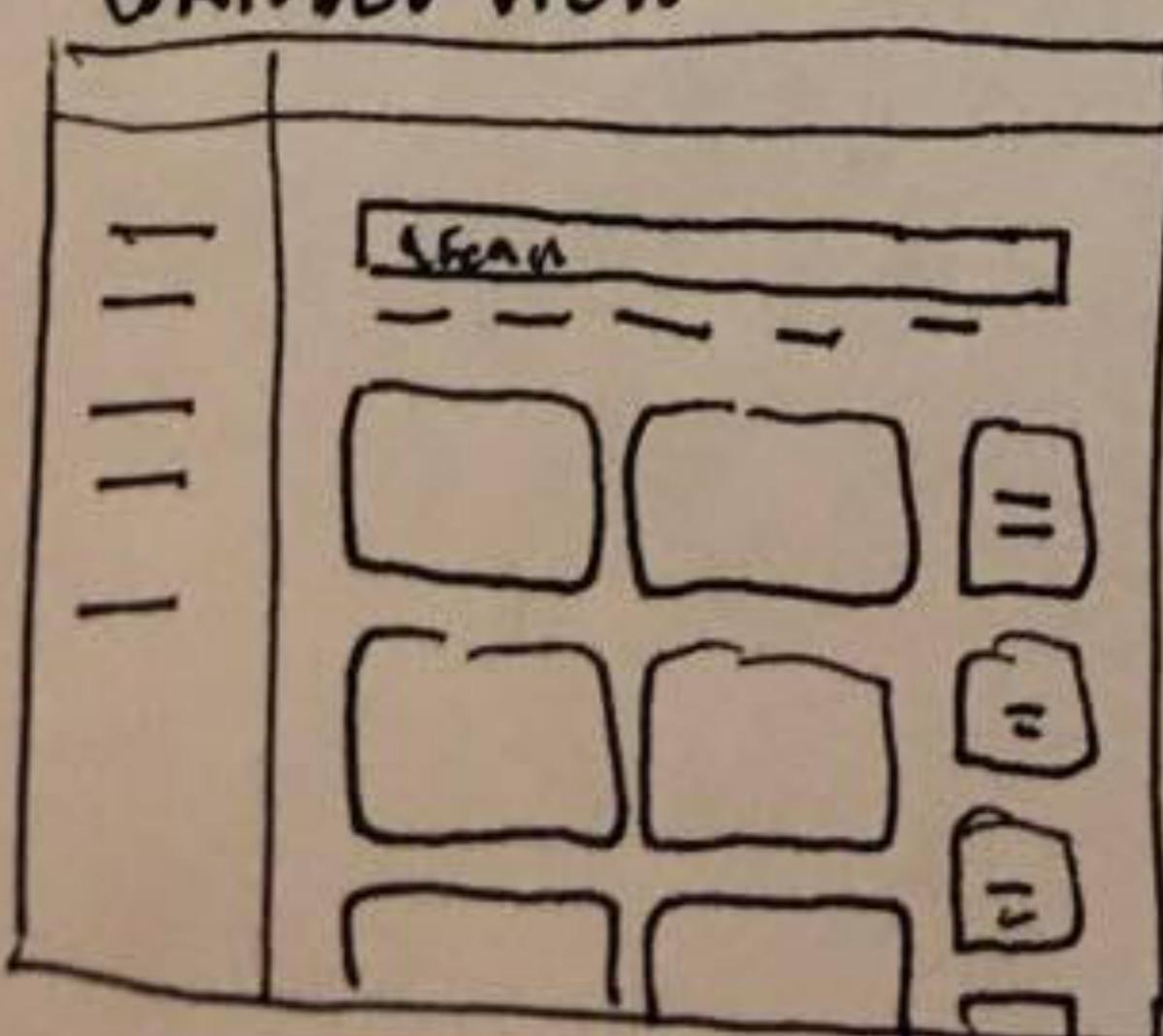
expands job
details
when
clicked



JOB CARD EXPAND



GRIDDED VIEW



HOME/DASHBOARD

PROFILE

↳ DOCUMENTS

↳ CAREER INTERESTS

JOB & INTERNSHIPS

↳ EMPLOYERS

↳ INTERVIEWS

↳ APPLICATIONS

EVENTS

↳ PAIRS

↳ CAMPUS EVENTS

UNIVERSITY

↳ APPOINTMENTS

↳ RESOURCES

↳ EXPERIENCES

↳ MESSAGES

 handshake	Search for jobs	
HOME	JOBS & INTERNSHIPS	EMPLOYERS
PROFILE	FAVORITES	INTERVIEWS
OPPORTUNITIES	APPLICATIONS	
EVENTS		
UNIVERSITY		
About Handshake		
Contact Us		
Help		
Careers		
Policy		

In the previous version, the major categories were links in themselves, and that made the navigation bar's functionality a bit confusing. I diminished the disorganization. Here, I illustrate the "tabbed" navigation, in which the main categories are on the navbar and the subcategories are above the page. This still communicates a similar hierarchy of information, but in a clearer, less cluttered way. At the bottom left, I also added links important for the business side of Handshake, similar to those usually presented on websites. There's no easy access to them unless you go on their main page.

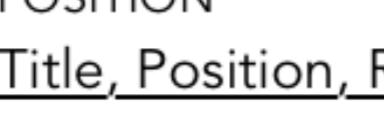
The wireframe shows the Handshake homepage layout. On the left, a vertical sidebar lists navigation items: HOME, PROFILE, OPPORTUNITIES, EVENTS, and UNIVERSITY. At the top right, there's a search bar labeled "Search for jobs" and four circular icons. Below the sidebar, a row of stats is displayed: 1 Pending application, 5 Scheduled events, 2 Upcoming interviews, and 0 Messages in your inbox. A search bar with filters (POSITION, LOCATION, OPPORTUNITY) and a "SEARCH or Add Filters" button follows. The main content area includes a "CAREER CENTER UPDATES" section with two items: "New Fellowship Program" and "New Job Opportunity", each with a "Read More" button. To the right is a "JANUARY" calendar grid. The bottom section is titled "RECOMMENDED JOBS FOR YOU" and features two boxes: "Discover UX/UI Design internships" (124 jobs) and "Explore San Francisco, California" (124 jobs).

This is one of the wireframes that explored the Homepage. I added an updates section at the very top, a quick search section, an institution updates section, a calendar and a recommended section (based on previous interactions or information inputted). I played around with the position of these items. I ended up putting the Search Bar at the very top, since that is the big goal of this platform.

 handshake

Search for jobs

HOME PROFILE OPPORTUNITIES EVENTS UNIVERSITY

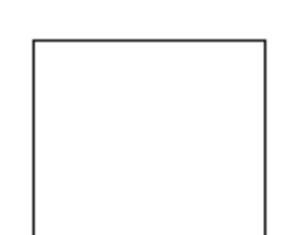
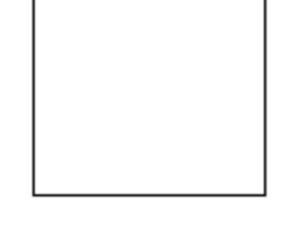
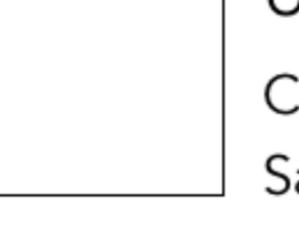
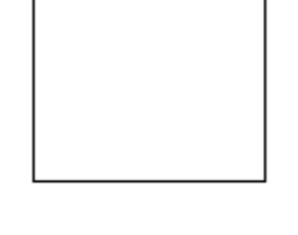
POSITION <u>Title, Position, Role</u>	LOCATION <u>Destination, city, address</u>	OPPORTUNITY <u>Job</u>	SEARCH or Add Filters
	UX/UI Internship Cool Tech Start-Up Co. San Francisco, California	Application ends in 2 days. Recruiter was hiring 19 hours ago. \$80k - \$100k per year	Explore San Francisco, California 124 jobs
	UX/UI Internship Cool Tech Start-Up Co. San Francisco, California	Application ends in 2 days. Recruiter was hiring 19 hours ago. \$80k - \$100k per year	Discover UX/ UI Design Internships 124 jobs
	UX/UI Internship Cool Tech Start-Up Co. San Francisco, California	Application ends in 2 days. Recruiter was hiring 19 hours ago. \$80k - \$100k per year	Explore Downtown Abbey 124 jobs
	UX/UI Internship Cool Tech Start-Up Co. San Francisco, California	Application ends in 2 days. Recruiter was hiring 19 hours ago. \$80k - \$100k per year	
	UX/UI Internship	Application ends in 2 days. Recruiter was hiring 19 hours ago.	

About Handshake Contact Us Help Careers Policy

 handshake

Search for jobs

HOME PROFILE OPPORTUNITIES EVENTS UNIVERSITY

POSITION <u>Title, Position, Role</u>	LOCATION <u>Destination, city, address</u>	OPPORTUNITY <u>Job</u>	SEARCH or Add Filters	
	UX/UI Internship Cool Tech Start-Up Co. San Francisco, California		UX/UI Internship Cool Tech Start-Up Co. San Francisco, California	Explore San Francisco, California 124 jobs
	UX/UI Internship Cool Tech Start-Up Co. San Francisco, California		UX/UI Internship Cool Tech Start-Up Co. San Francisco, California	Discover UX/ UI Design Internships 124 jobs
	UX/UI Internship Cool Tech Start-Up Co. San Francisco, California		UX/UI Internship Cool Tech Start-Up Co. San Francisco, California	Explore Downtown Abbey 124 jobs
	UX/UI Internship Cool Tech Start-Up Co. San Francisco, California		UX/UI Internship Cool Tech Start-Up Co. San Francisco, California	

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Cards in grid view or cards spanning majority of the page?

UX/UI Internship
Cool Tech Start-Up Co.
San Francisco, California

Application ends in 2 days.
Recruiter was hiring 19 hours ago.

\$80k - \$100k per year

UX/UI Internship
Cool Tech Start-Up Co.
Full-Time Internship in San
Francisco, California

Application ends in 2 days.
Recruiter was hiring 19 hours ago.

\$80k - \$100k per year

UX/UI Internship
Cool Tech Start-Up Co.
San Francisco, California

Application ends in 2 days.
Recruiter was hiring 19 hours ago.

\$80k - \$100k per year

UX/UI Internship
Cool Tech Start-Up Co.
San Francisco, California

Application ends in 2 days.
Recruiter was hiring 19 hours ago.

\$80k - \$100k per year

UX/UI Internship
Cool Tech Start-Up Co.
San Francisco, California

\$80k - \$100k per year

Application ends in 2 days.
Recruiter was hiring 19 hours ago.

DESCRIPTION

COMPANY DETAILS

COMPENSATION

VIEW DETAILS

APPLY

I explored different ways of presenting the card. Some with more information. Some with less information. Notice I added the “Recruiter was hiring x hours ago” part. This tells the user that the opportunity is still active and persuades them to respond because of this sustained activity. I also change the deadline date into something more meaningful to the user (presented as a deadline instead of receiving a date). This scarcity makes people more willing to apply. Lastly, I explored opening tabs -- cards get bigger once they’re pressed then collapses back down when the user presses elsewhere.

-  HOME
-  PROFILE
-  OPPORTUNITIES
-  EVENTS
-  UNIVERSITY

[About](#)
[Privacy Policy](#)
[Contact](#)
[Careers](#)
[Help](#)

WHAT **3**
Title, role, company

WHERE
Destination, city, address

CATEGORY
Internship ▾

4 Search

RECOMMENDED FOR YOU

-  Explore San Francisco, California
2872 opportunities **5**
[See More](#)
-  Attend design events near you
25 opportunities **5**
[See More](#)
-  Discover UX/UI Roles
823 opportunities **5**
[See More](#)

WHAT'S NEW?

-  **6** pending applications
-  **5** events this week **7**
7
-  **0** inbox messages
-  **2** scheduled interviews

CAREER CENTER UPDATES **6**

- ### CLIMB Internship

Posted by Mika Reyes, Jan. 17, 2017

The Gordon Career Center at Wesleyan University is excited to announce a new partnership with the Denver-based CLIMB Co.

[Read More](#)
- ### Fellowships and Grants

Posted by Mika Reyes, Jan. 17, 2017

Wesleyan Summer Experience Grants and Funding available to those with demonstrated financial need.

[Read More](#)

< JANUARY 2017 >

SUN	MON	TUES	WED	THURS	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

8

1

JOBS & INTERNSHIPS

EMPLOYERS

FAVORITES

INTERVIEWS

APPLICATIONS

WHAT

Title, role, company

WHERE

Destination, city, address

CATEGORY

Internship

Search

8271 matches

Sort By



Software Engineer

The Color Blue Inc.
San Francisco, California
\$80k - \$100k per yearApplication ends in 2 days.
Recruiter was hiring 19 hours ago.

Front-End Developer

The Color Blue Inc.
San Francisco, California
\$80k - \$100k per yearApplication ends in 2 days.
Recruiter was hiring 19 hours ago.

Technical Product Manager

The Color Blue Inc.
San Francisco, California
\$80k - \$100k per yearApplication ends in 2 days.
Recruiter was hiring 19 hours ago.

Back-End Developer

The Color Blue Inc.
San Francisco, California
\$80k - \$100k per yearApplication ends in 2 days.
Recruiter was hiring 19 hours ago.

RECOMMENDED FOR YOU

4

Explore San
Francisco, California
124 opportunitiesFind internships
2489 opportunitiesDiscover
UX/UI Roles
823 opportunities

1 - Subcategories are organized in this set of new tabs at the bottom of the page.

2 - Company name, location, salaries (and potentially other info in the future) are all link-able, encouraging the string of job recommendations to explore.

3 - Time sensitive updates: deadline of application + how long ago the returnee was going to be available.

4 - Curated (via algorithms, machine learning, insights from personalized info, etc.)

HOME

PROFILE

OPPORTUNITIES

EVENTS

UNIVERSITY

JOBS & INTERNSHIPS

EMPLOYERS

FAVORITES

INTERVIEWS

APPLICATIONS

WHAT

Title, role, company

WHERE

Destination, city, address

CATEGORY

Internship

Search

8271 matches

Sort By ▾



Software Engineer

The Color Blue Inc.

San Francisco, California

\$80k - \$100k per year

1

Application ends in 2 days.
Recruiter was hiring 19 hours ago.

View Details

DESCRIPTION

Facebook is seeking Software Engineers to join our engineering team. You can help build the next-generation of systems behind Facebook's products, create web applications that reach millions of people, build high volume servers and be a part of a team that's working to help people connect with each other around the globe.

COMPENSATION

Paid, Permanent Duration
\$80k - \$100k per year

REQUIREMENTS

Masters or Bachelor's degree
All majors allowed
US Work Authorization required but willing to sponsor



Front-End Developer

The Color Blue Inc.

San Francisco, California

\$80k - \$100k per year

Application ends in 2 days.
Recruiter was hiring 19 hours ago.

View Details

About
Privacy Policy
Contact
Careers
Help

RECOMMENDED FOR YOU



Explore San
Francisco, California
124 opportunities

See More



Find internships
2489 opportunities

See More



Discover
UX/UI Roles
823 opportunities

See More

1 - I wanted to highlight that I thought of having an “expanded” version of each card. Initially, I made the design of the cards gridded, like the original design, because I thought it would fit more opportunities in one page. It turns out it looks a bit too clunky, and the # of opportunities displayed look about the same for the two. I ended up using the one spanning a big chunk of the page instead. This also allowed the “expansion” of the card -- from just enough information about the opportunity, to a slightly more detailed version that might lure the user into clicking on that opportunity for the full details.

Moving Forward

One thing I was unable to do due to time constraints were quick onboarding procedures. I planned to do two. One was something that came up in the dashboard that showed a checklist of things yet to accomplish. This included items that made search and discoverability more pronounced and encouraged them to send applications: 1) Personalize Handshake; 2) Curate a list of favorite jobs; 3) Setup profile; and 4) Send in an application.

The second idea was to simply add a “You have no __ at the moment. Click here to create one” if they hadn’t already yet. This could, for example, be used in the Journals section.

I recognize the assumption I made that search and discoverability were the main goals of the page. I would like to do more research and understand the business goals or general goals the company has that they want the user to accomplish.

Otherwise, I hope this exploration is something Handshake could benefit from!