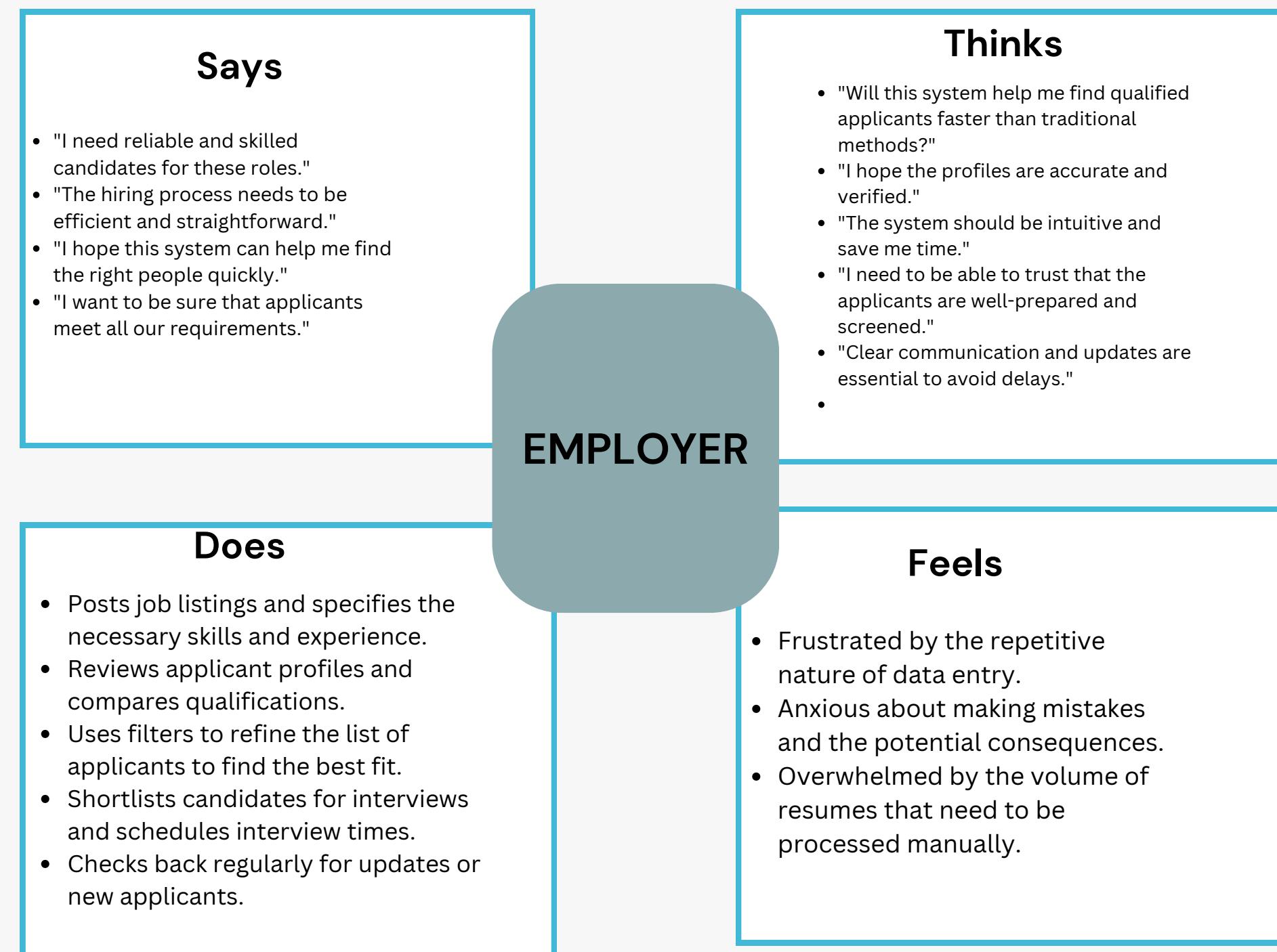


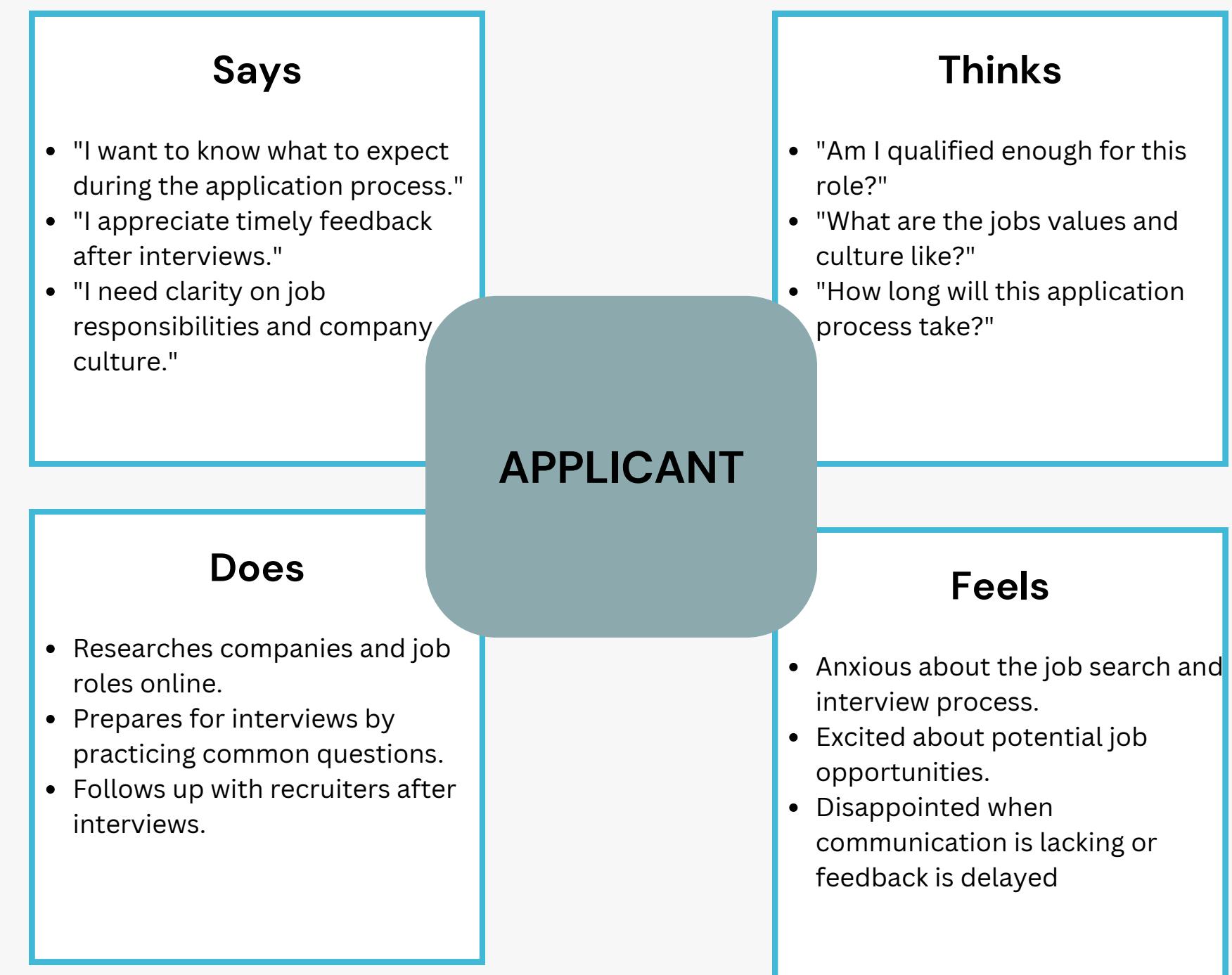
UX TOOLS FOR SOFTWARE ENGINEERING PROJECT

GIL, OFAMIN, UR SAL

EMPATHY MAP



EMPATHY MAP



EMPLOYER



DEMOGRAPHIC

Name: John Santos

Age: 33

Address: Davao City

Education: Graduate

Behaviors

EFFECTIVE COMMUNICATION

TIME MANAGEMENT

GOALS:

- Provide high-quality recruitment services to ensure client satisfaction by meeting their hiring needs effectively.
- Successfully place qualified candidates in roles that align with their skills and career goals.
- Continuously develop recruitment and relationship-building skills for professional growth within the company.
- Build and maintain strong relationships with clients and candidates, fostering trust and repeat business.
- Streamline the recruitment process for efficient sourcing, screening, and interviewing to make timely placements.

FRUSTRATIONS:

- Technology Challenges: Frustration with outdated or inefficient recruitment software, making the process of tracking candidates and managing data more difficult.
- Lack of Feedback: Receiving minimal or unclear feedback from clients after submitting candidates, causing delays in the recruitment process.
- Candidate Unavailability: Difficulty in finding qualified candidates or candidates withdrawing from the hiring process at the last minute.
- Poor Communication: Miscommunication or lack of communication between the recruitment team, clients, and candidates, leading to misunderstandings and inefficiencies.
- Low Candidate Engagement: Difficulty in keeping candidates engaged and motivated throughout the hiring process, especially when delays occur.

BIO:

John Santos is a dedicated employee at MMML Recruitment Services, specializing in connecting qualified candidates with opportunities that align with their skills and career aspirations. With a strong commitment to building positive relationships with clients and candidates, John ensures a smooth and efficient recruitment experience.

APPLICANT



DEMOGRAPHIC

Name: Mikaela Reyes

Age: 28

Address: Davao City

Education: Graduate

Behaviors

PROFESSIONAL COMMUNICATION

ADAPTABILITY

GOALS:

- Secure Employment: Obtain a job that aligns with their skills, qualifications, and career aspirations.
- Career Advancement: Find opportunities that offer professional growth, skill development, and promotion potential.
- Positive Hiring Experience: Have a smooth and transparent recruitment process with clear communication and timely feedback.
- Skill Utilization: Ensure that their skills and experience are properly utilized and valued in their new role.

FRUSTRATIONS:

- Long Wait Times: Experiencing extended delays between interviews, feedback, and job offers, leading to uncertainty and frustration.
- Rejection without Feedback: Being rejected for a position without any constructive feedback on why they were not selected or how they could improve for future opportunities.
- Inconsistent Communication: Facing communication gaps or mixed messages from recruiters or employers, causing confusion about the hiring process.
- Lack of Transparency: Not being fully informed about the company culture, job role, or potential challenges before accepting an offer.
- Limited Feedback on Resume or Interview: Not receiving guidance on improving their resume, cover letter, or interview skills to increase future chances of success.

BIO:

Mikaela Reyes is a motivated and detail-oriented individual with a passion for learning and personal growth. Known for her strong work ethic and excellent communication skills, she thrives in collaborative environments where she can contribute positively to a team. Mikaela is adaptable and quick to embrace new challenges, always striving to deliver outstanding results.

User Stories (Applicant)



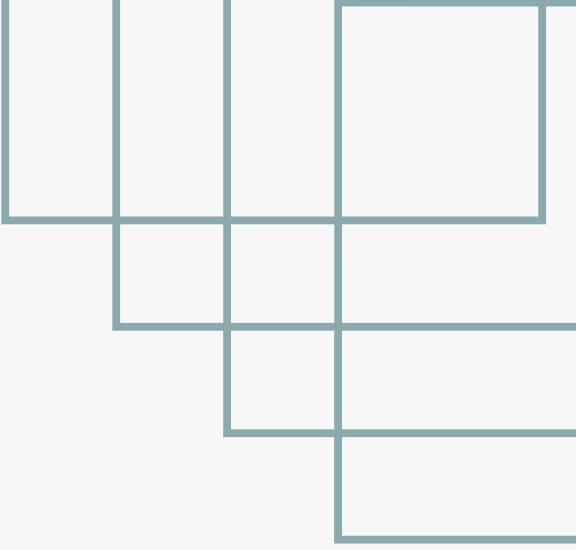
“As an applicant, I want clear instructions on the application process, so that I can complete it without mistakes.”

“As an applicant, I want to apply online, so that I can save time and avoid traveling.”

“As an applicant, I want regular updates on my application status, so that I know when there’s progress.”



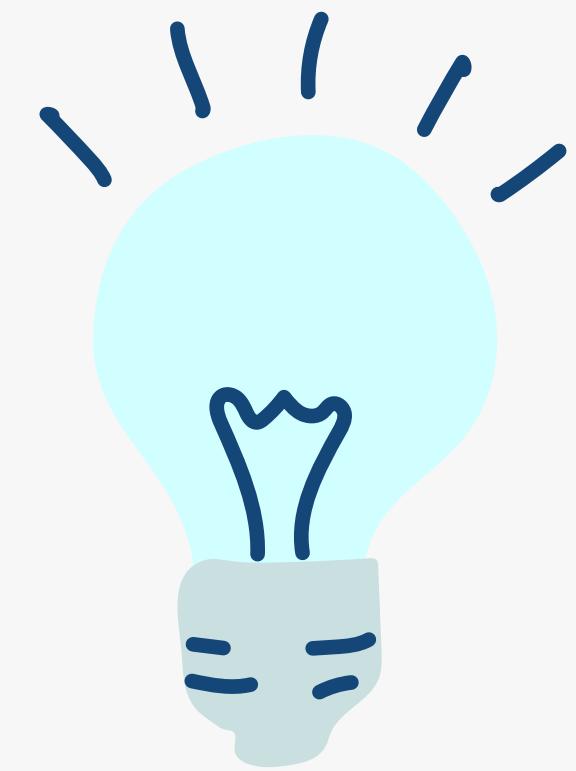
User Stories (Employer)



“As an agency employer, I want to track and manage job applications efficiently through the online system so that I can provide timely updates to applicants and employers.”

“As an agency employer, I want to communicate with applicants using messaging apps and email so that I can reach them quickly and ensure clear communication.”

“ As an agency employer, I want to access candidate documents easily through the online platform so that I can review applications without delays.”



Applicant JOURNEY MAP

STAGE	AWARENESS	ONBOARDING	DAILY USE	RESULT
TOUCHPOINTS	Social media ads, website, job portals, email campaigns	Website registration, online interviews, digital document upload	Application tracking, notifications for next steps, online support	Feedback surveys, automated follow-ups for successful employment
CUSTOMER EXPERIENCE	Curiosity about online application, convenience, trust in digital process	Guided registration, hassle-free document submission	Convenience of checking status, seamless interaction with MMML system	Sense of accomplishment, easy post-placement services
PAIN POINTS	Initial unfamiliarity with online process, technical difficulties	Navigating the platform, ensuring data is correctly submitted	Waiting times for updates, reliance on digital communication	Potential system glitches, need for further support
OPPORTUNITIES	Improve user education on digital tools, social media tutorials	Optimize user interface, reduce steps for document verification	Offer frequent status updates, integrate chatbots for instant support	Automated job-matching suggestions, re-employment assistance

Employer JOURNEY MAP

STAGE	AWARENESS	ONBOARDING	DAILY USE	RESULT
TOUCHPOINTS	Digital marketing, email outreach, recruitment website	Employer registration, online job requirements submission	Regular updates on recruitment status, performance tracking via the system	Post-hiring support, automated contract renewals, feedback channels
CUSTOMER EXPERIENCE	Interest in streamlined online hiring, confidence in digital process	Clear and user-friendly interface, ease of submitting employee requirements	Convenient communication with MMML, tracking recruitment status through dashboard	Satisfaction with employee performance, improved long-term relationship
PAIN POINTS	Initial unfamiliarity with digital platform, doubts about employee skill fit	Lengthy online verification process, potential miscommunication	Language barriers, performance tracking complexity	Employee retention challenges, system-related technical issues
OPPORTUNITIES	Expand reach through targeted campaigns, highlight system benefits	Simplify online verification, ensure transparent communication	Provide real-time status updates, training on communication and language support	Offer retention solutions, loyalty programs, digital satisfaction surveys

PROBLEM AND GOALS STATEMENT

For the Applicant

Problem Statement:

- An applicant is a job seeker who needs a convenient and efficient way to apply for jobs abroad because traveling to the agency for applications is time-consuming and inconvenient.

Goal Statement:

- Help applicants with applying for jobs online by providing an easy-to-use application platform so that they can save time, avoid travel, and stay updated on their application status.

For the Employer

Problem Statement:

An employer is a hiring manager who needs a reliable system to find and screen qualified candidates because they want a quick and efficient way to identify suitable applicants without going through numerous unqualified resumes.

Goal Statement:

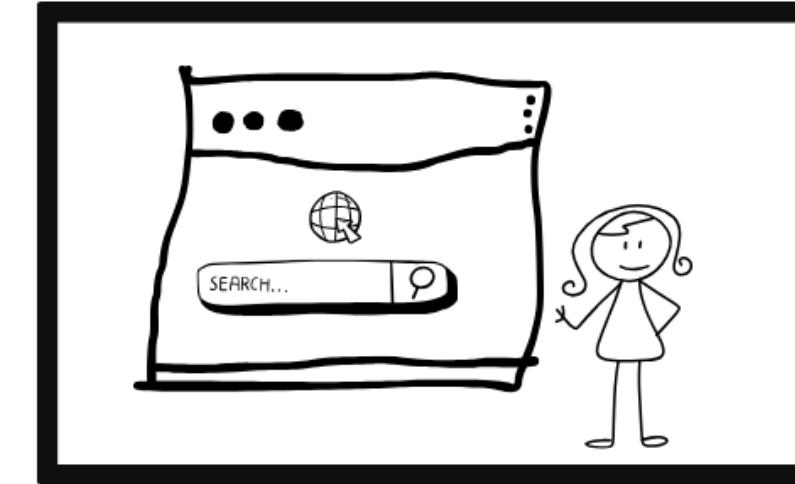
Help employers with finding and hiring qualified candidates by offering a streamlined recruitment platform with filtering and scheduling tools so that they can quickly and confidently hire the right people.

BIG PICTURE STORYBOARD

Applicant POV



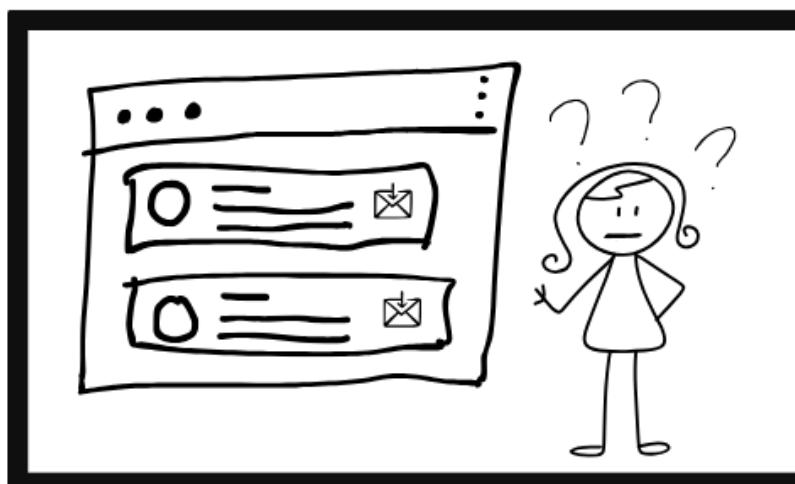
User is stressed because they want to apply for a job but they don't want to travel to the physical office



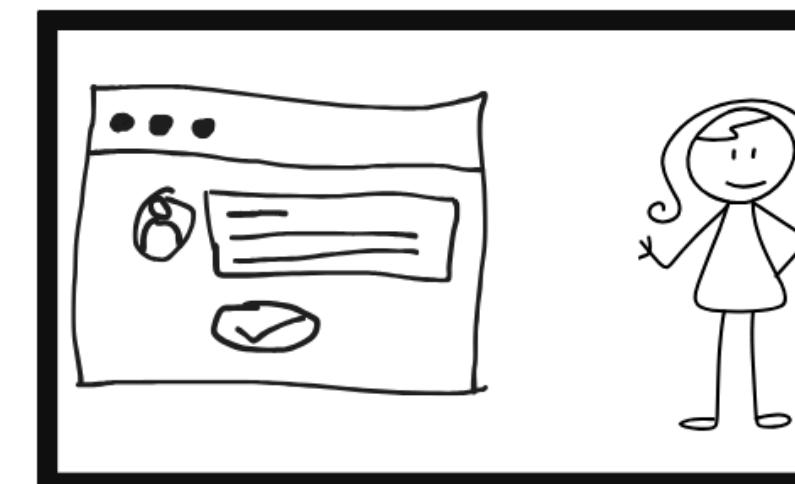
User searches the internet for agencies that offer online application



User finds the MMML website and creates their own profile



User browses the job openings and is anxious about which job to choose



User successfully applies for a job and awaits the status of their application



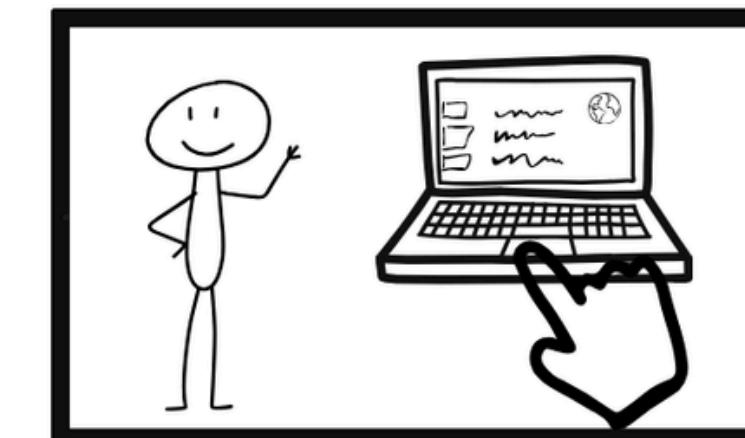
User has been sent a job invitation.
User is excited for the job.

BIG PICTURE STORYBOARD

Employer POV



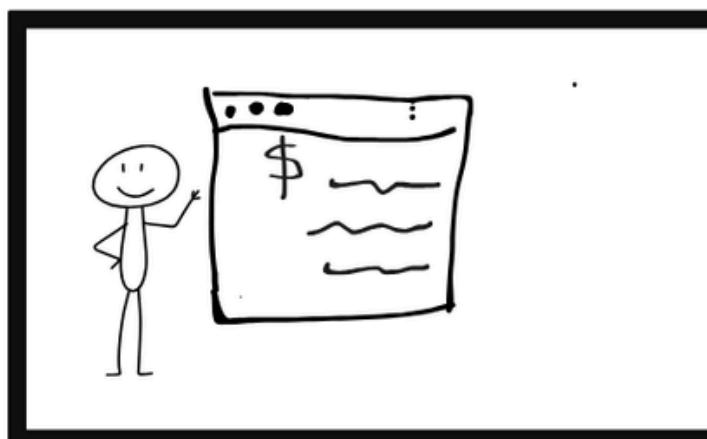
User is stressed because of the long initial sign ups for the job positions



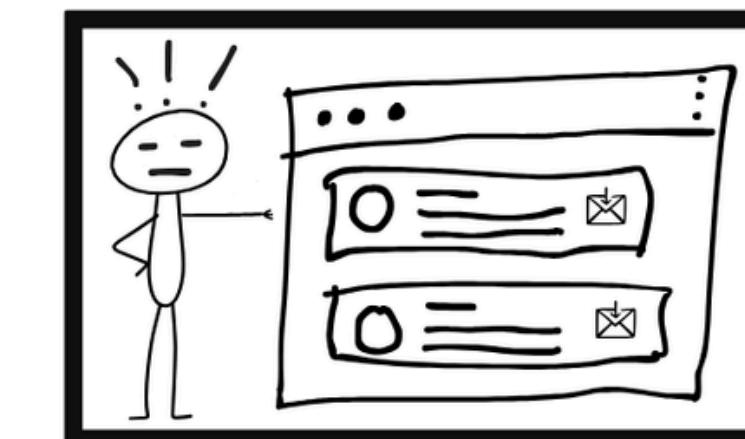
User opens up the MMML job portal



User creates their own profile on the MMML website



User creates a job posting to attract prospect applicants

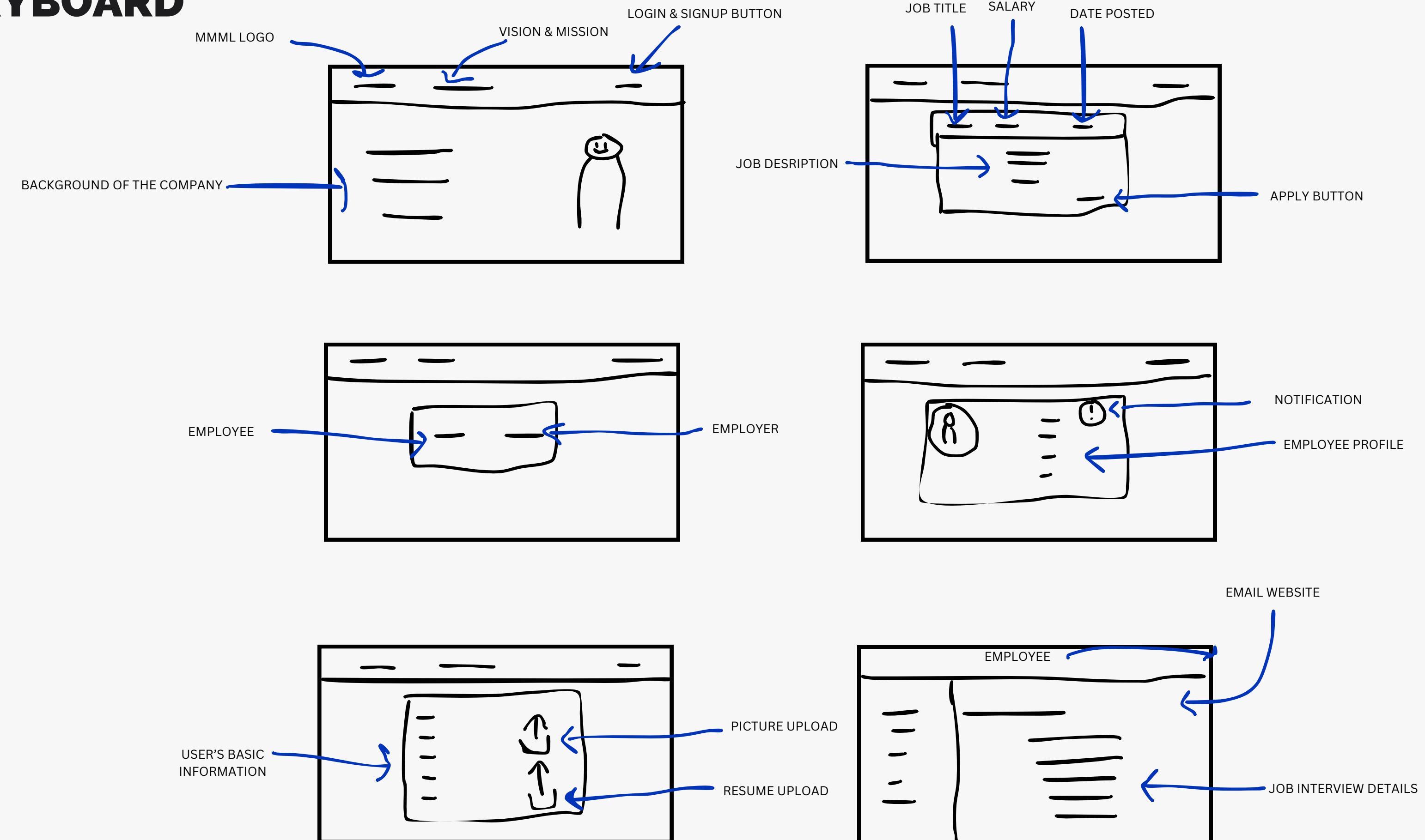


User carefully scans through the submitted job applications

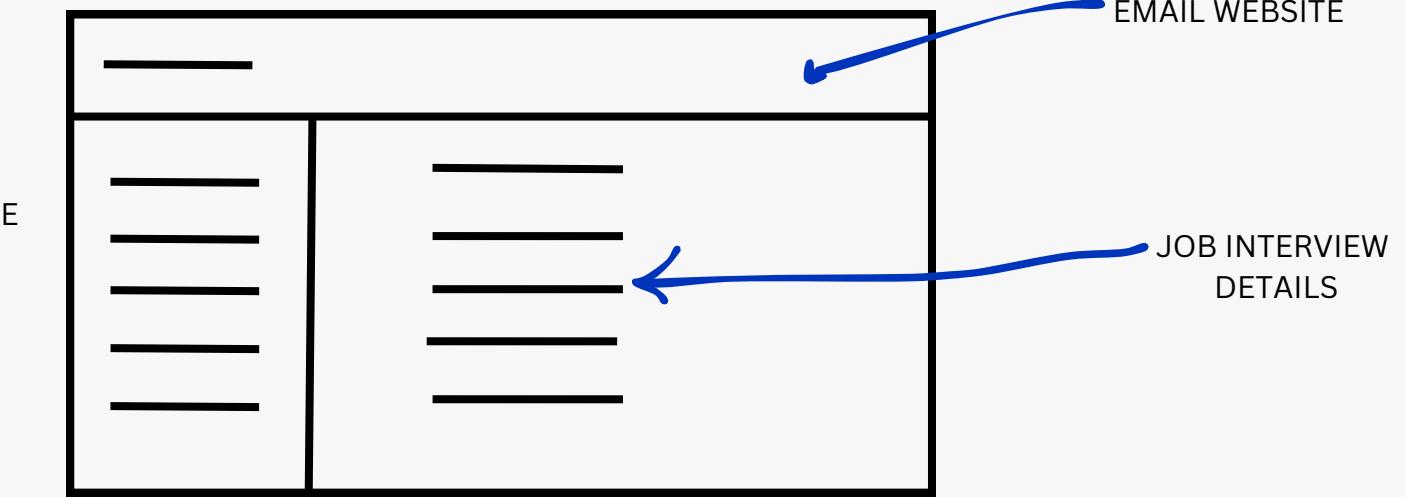
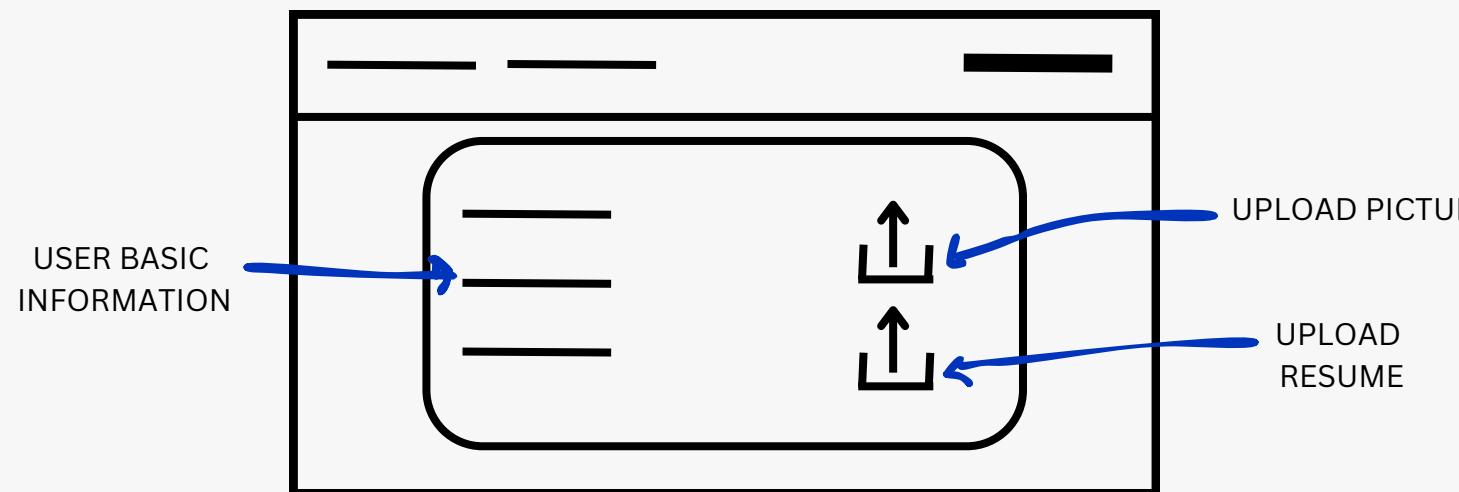
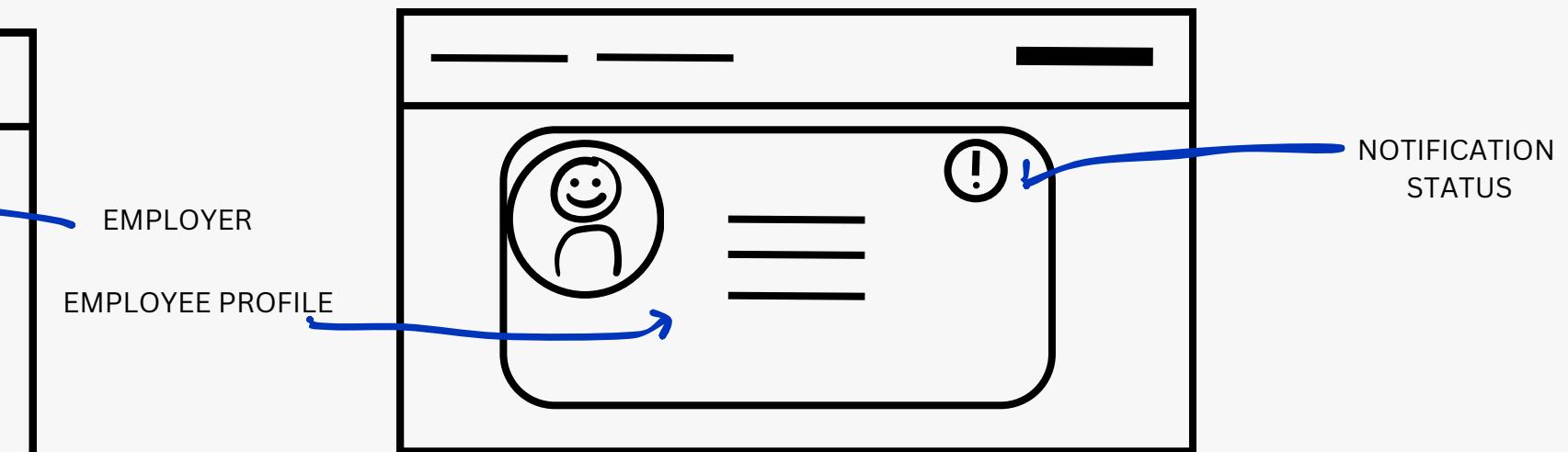
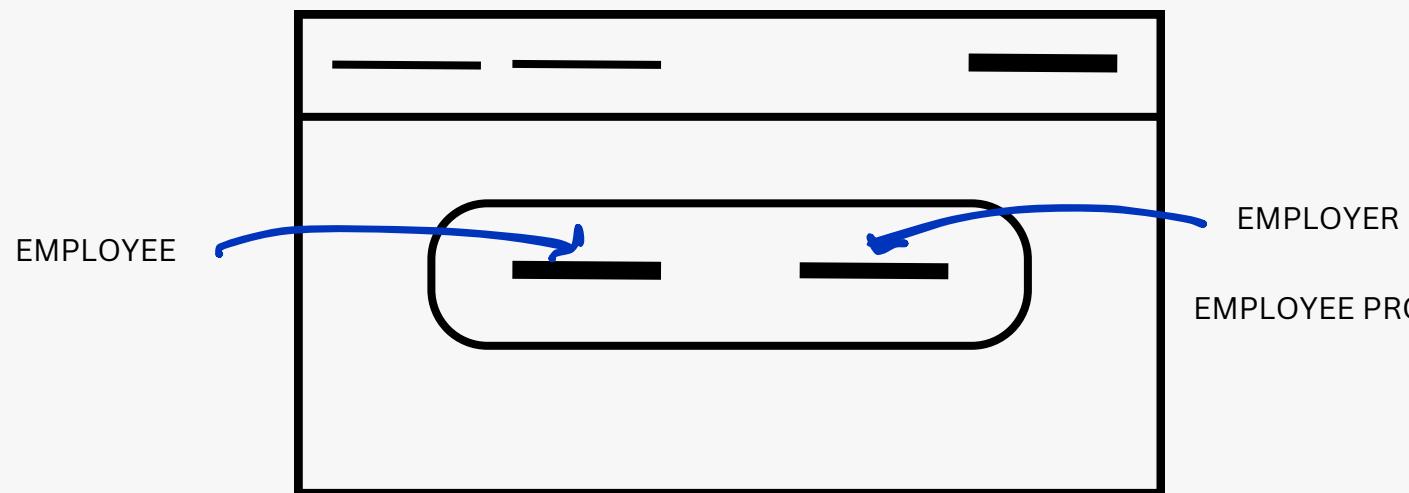
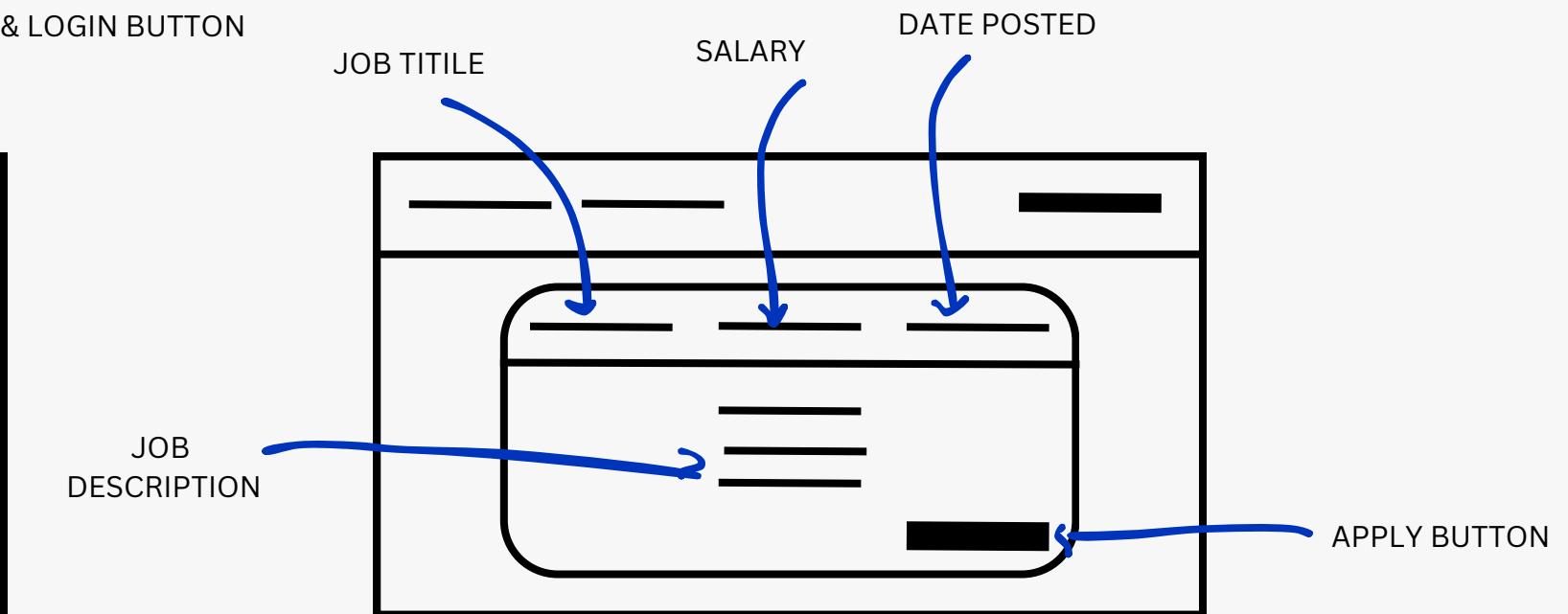
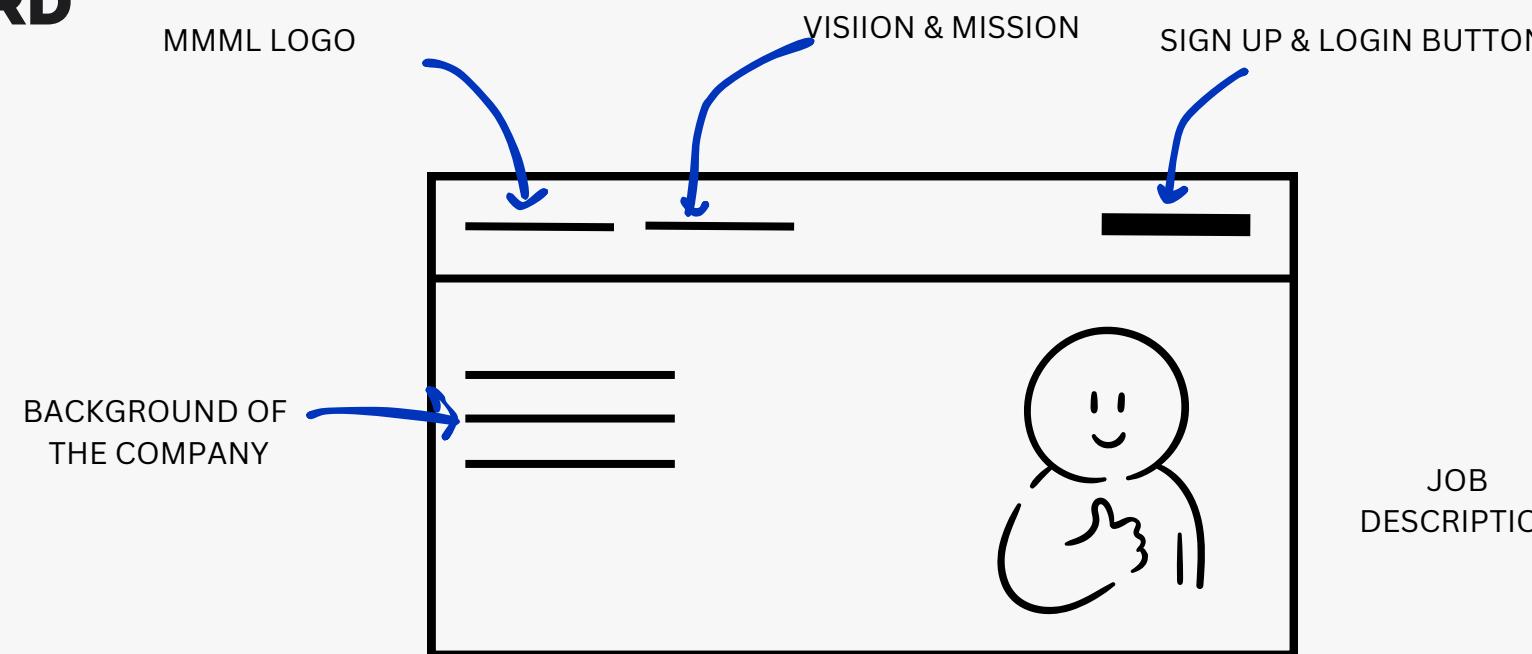


User successfully chooses the most promising candidate and invites for the job.

CLOSE-STORYBOARD ITERATION 1 (APPLICANT)

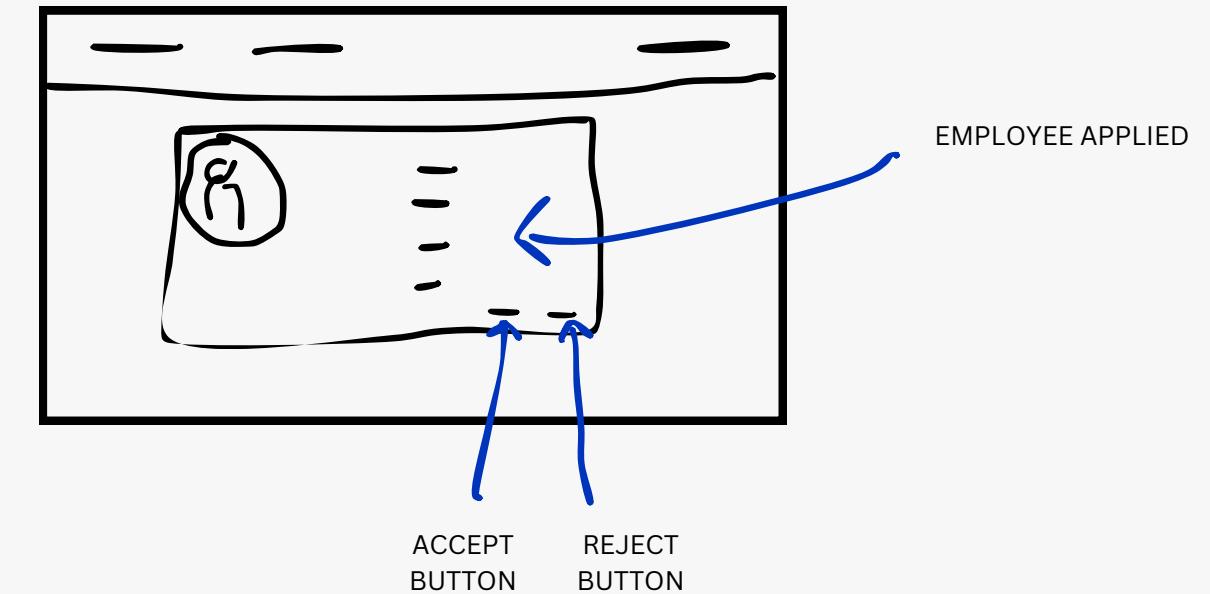
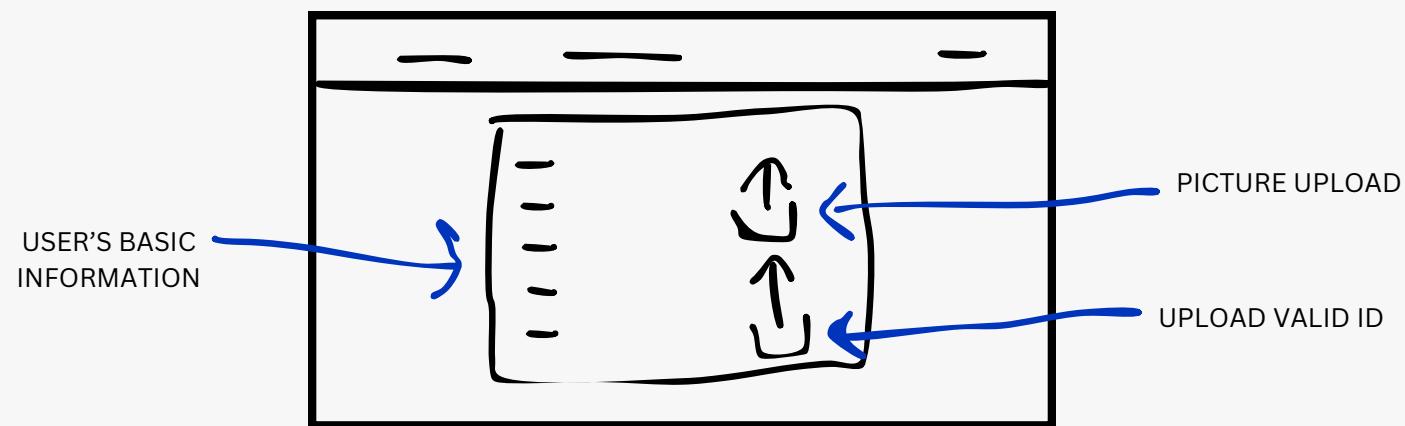
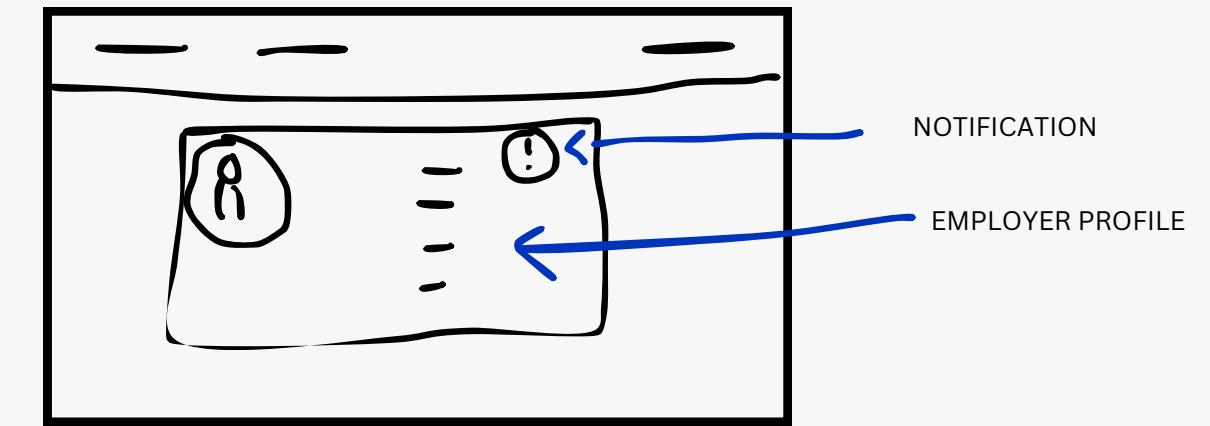
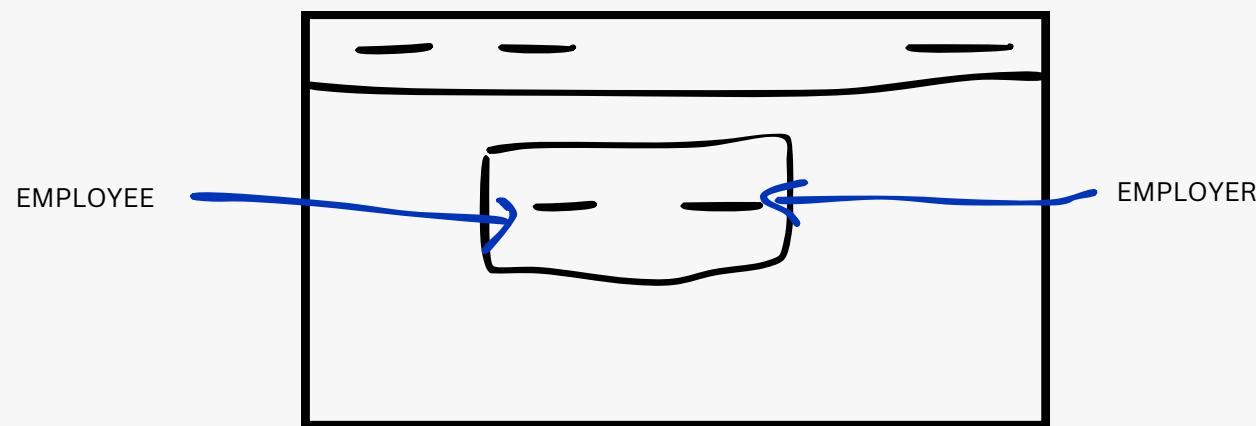
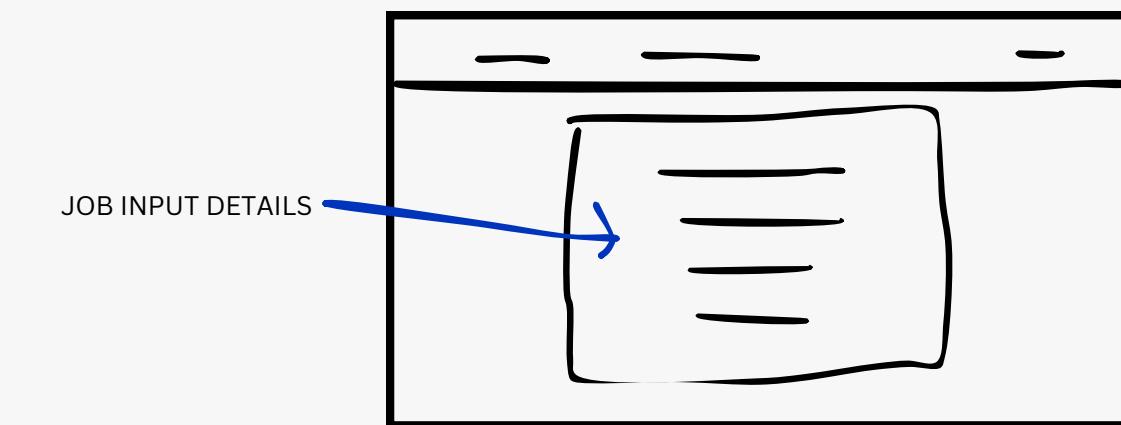
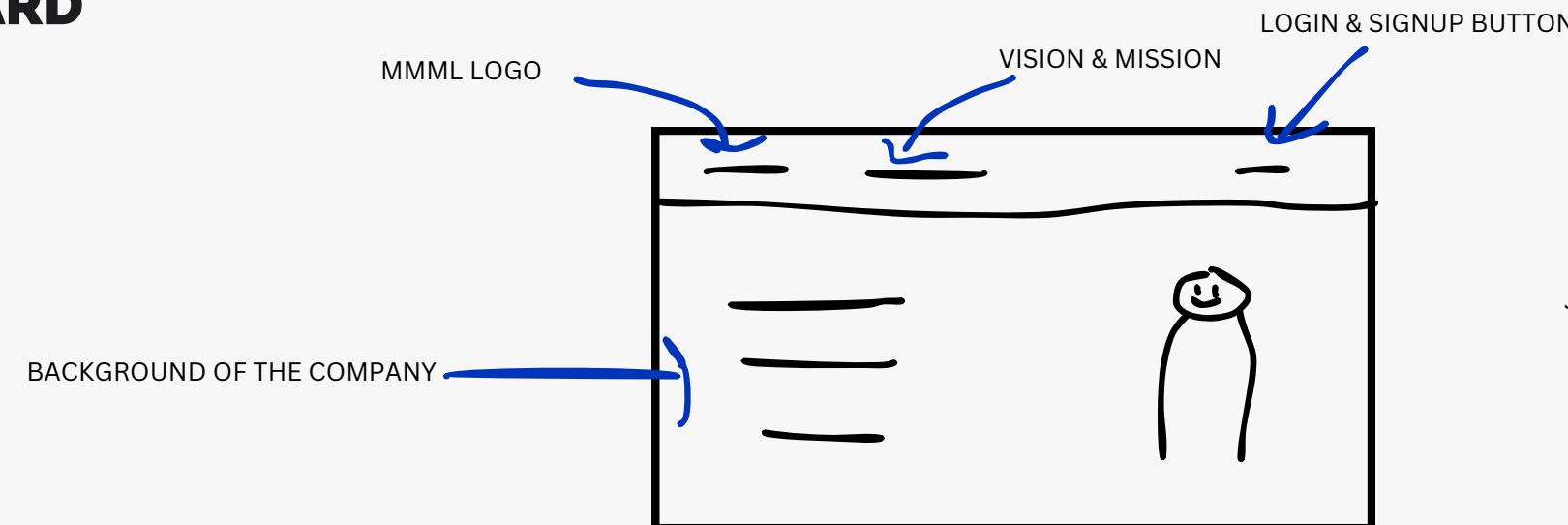


CLOSE-STORYBOARD ITERATION 2 (APPLICANT)

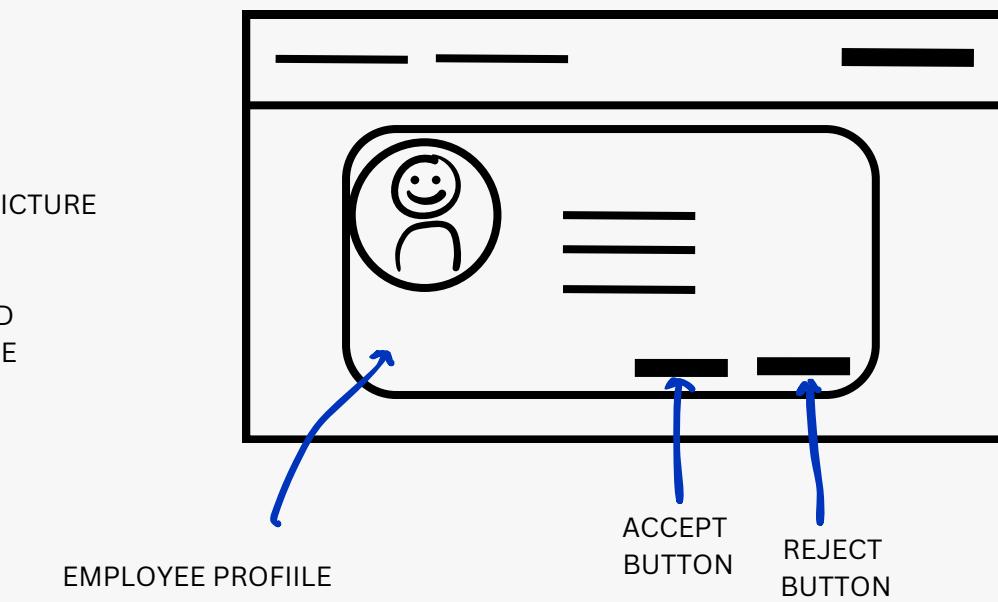
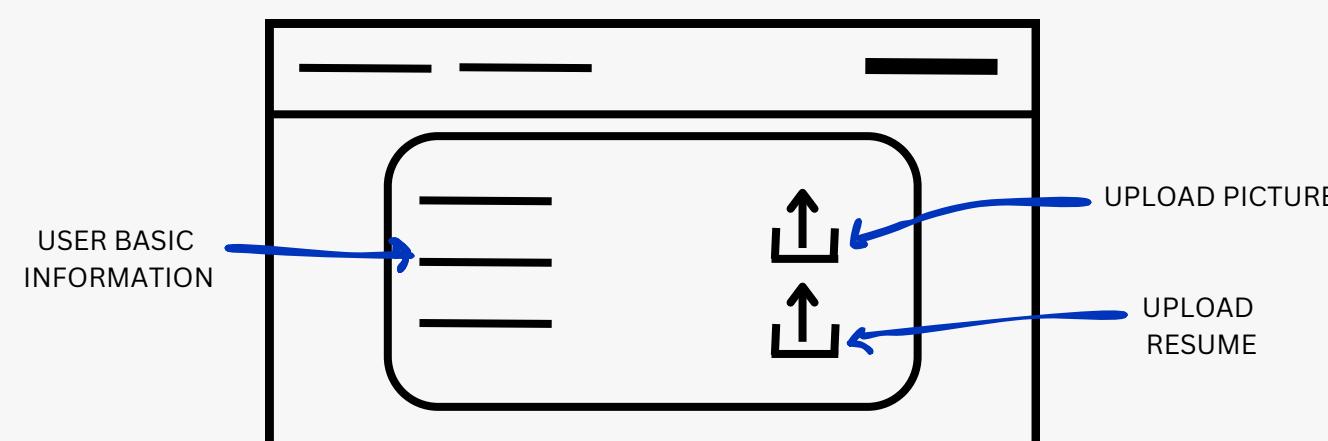
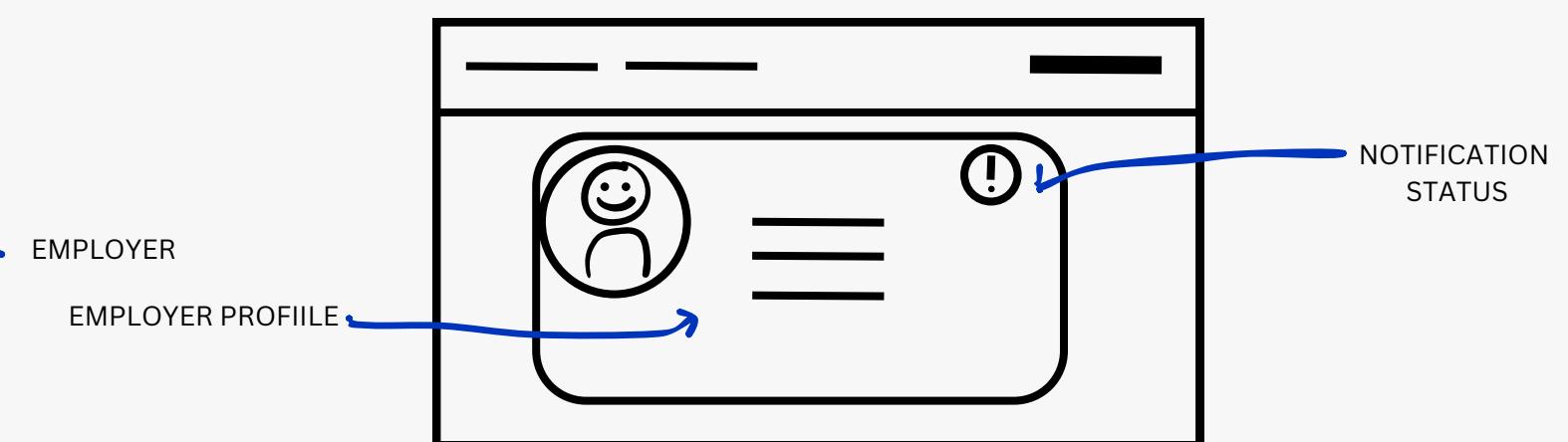
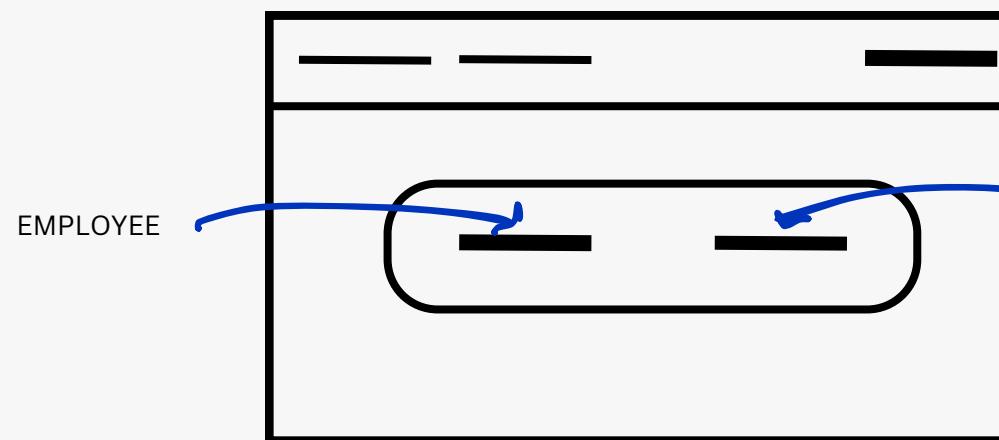
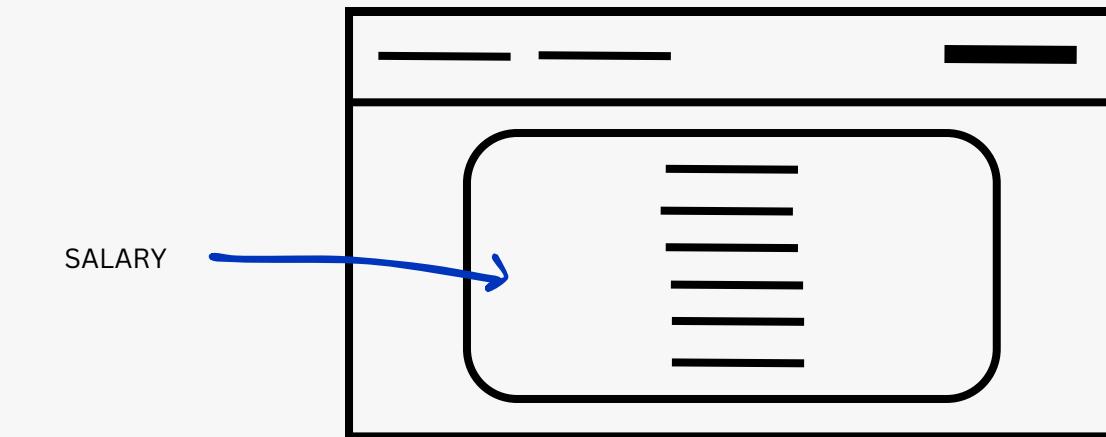
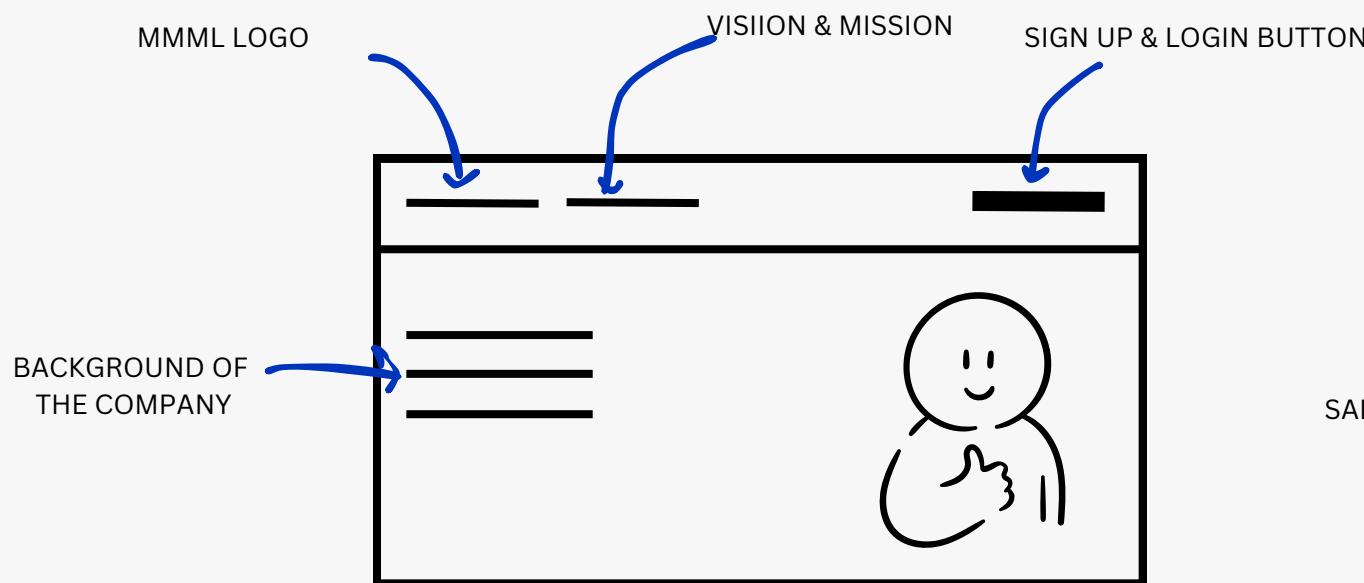


CLOSE-STORYBOARD

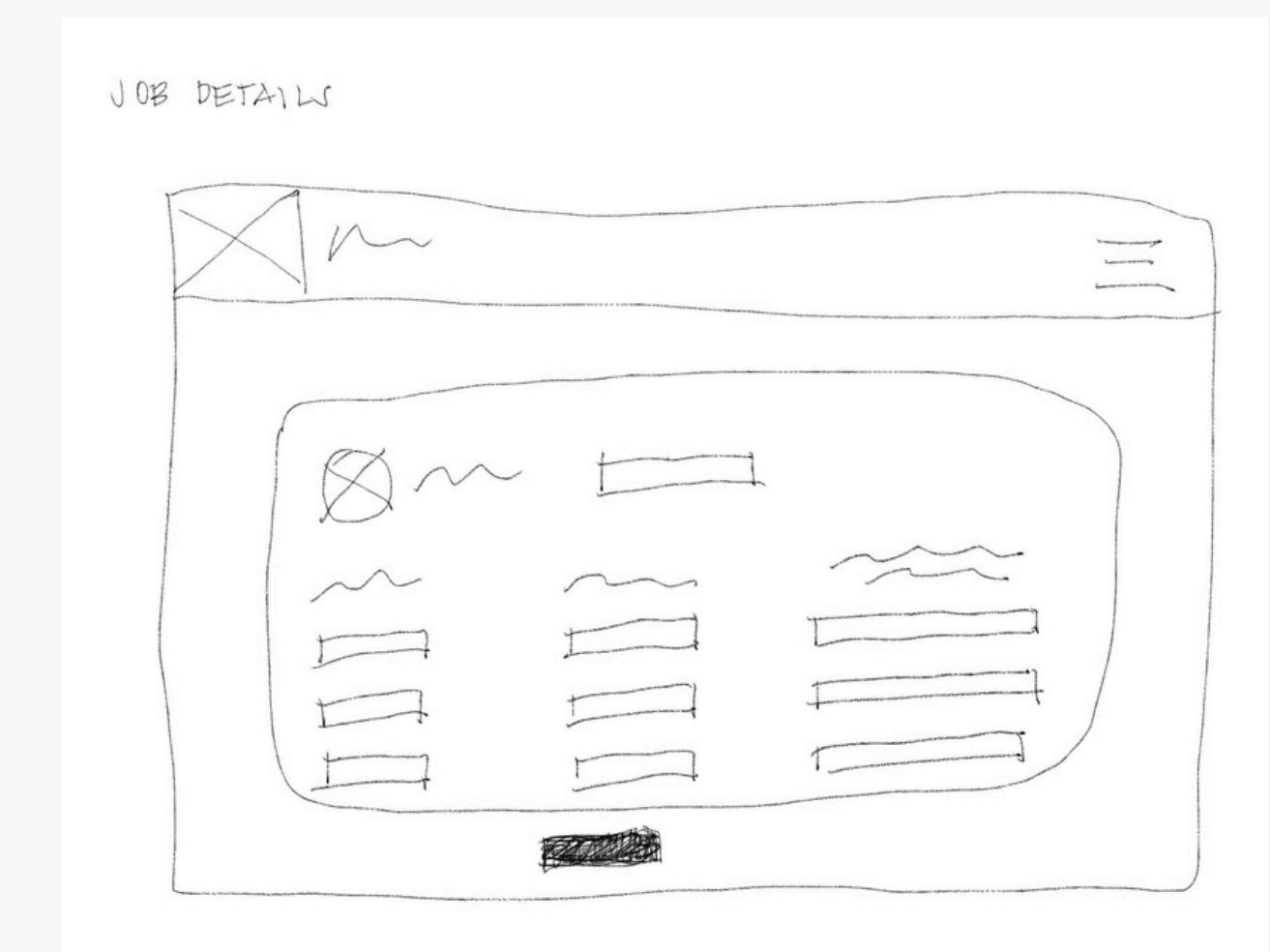
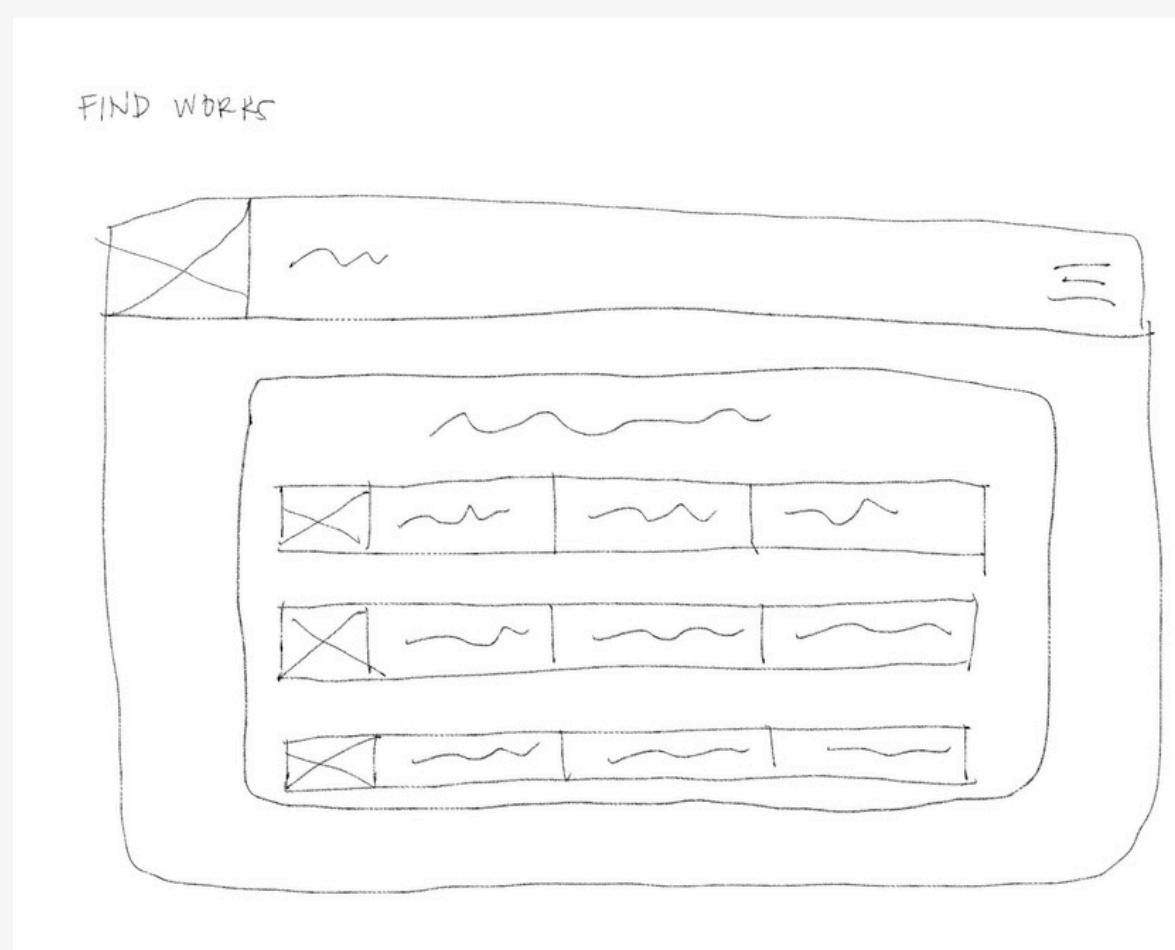
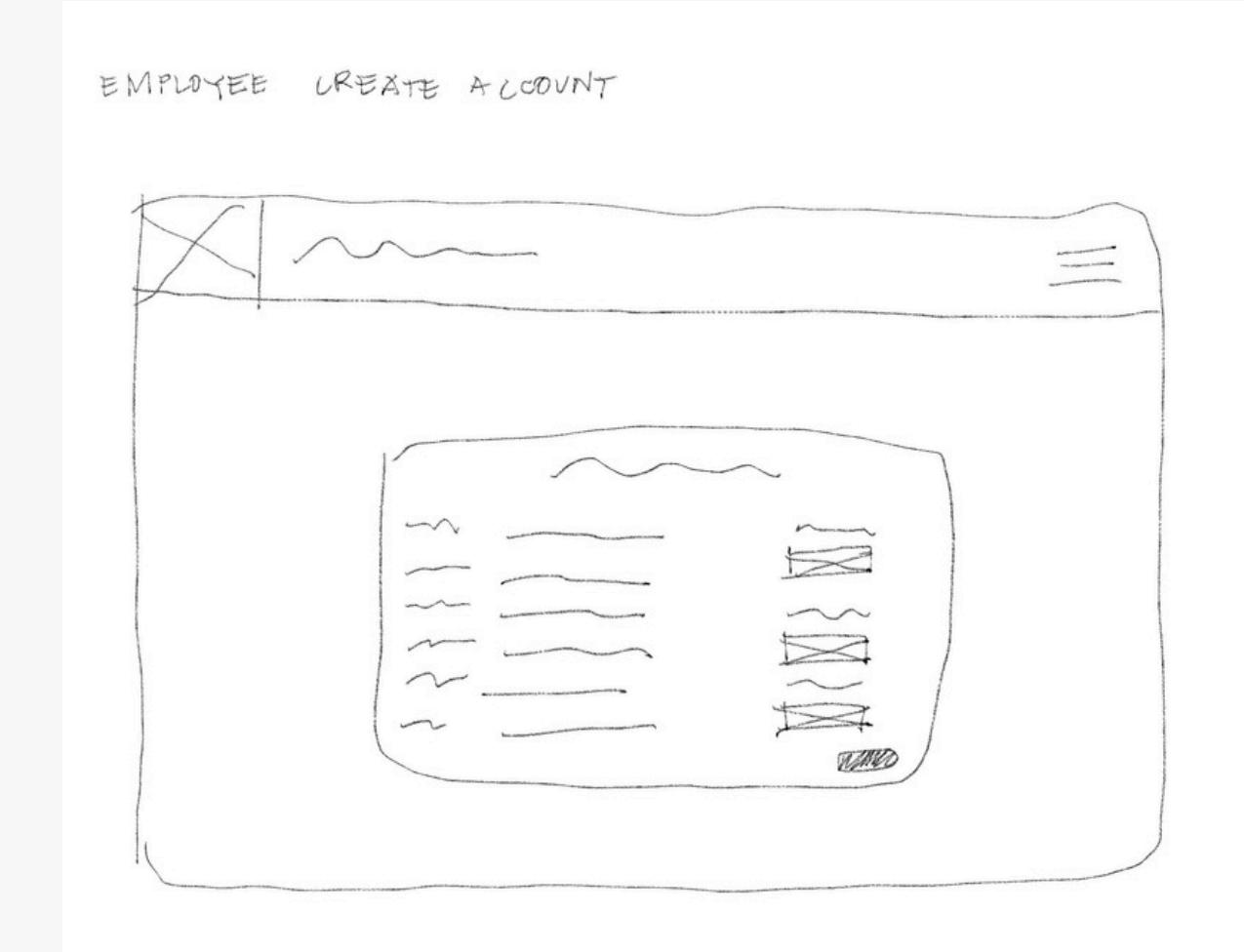
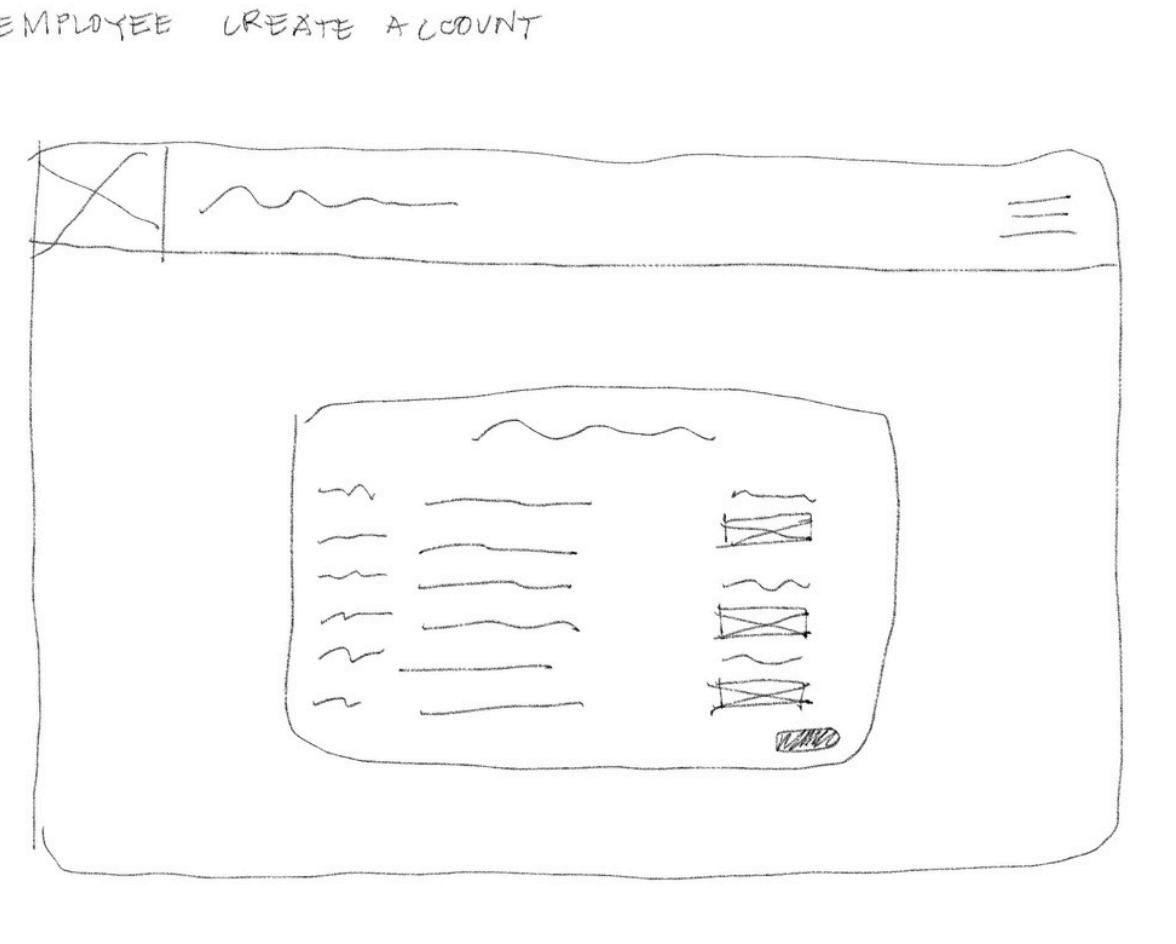
ITERATION 1 (EMPLOYER)



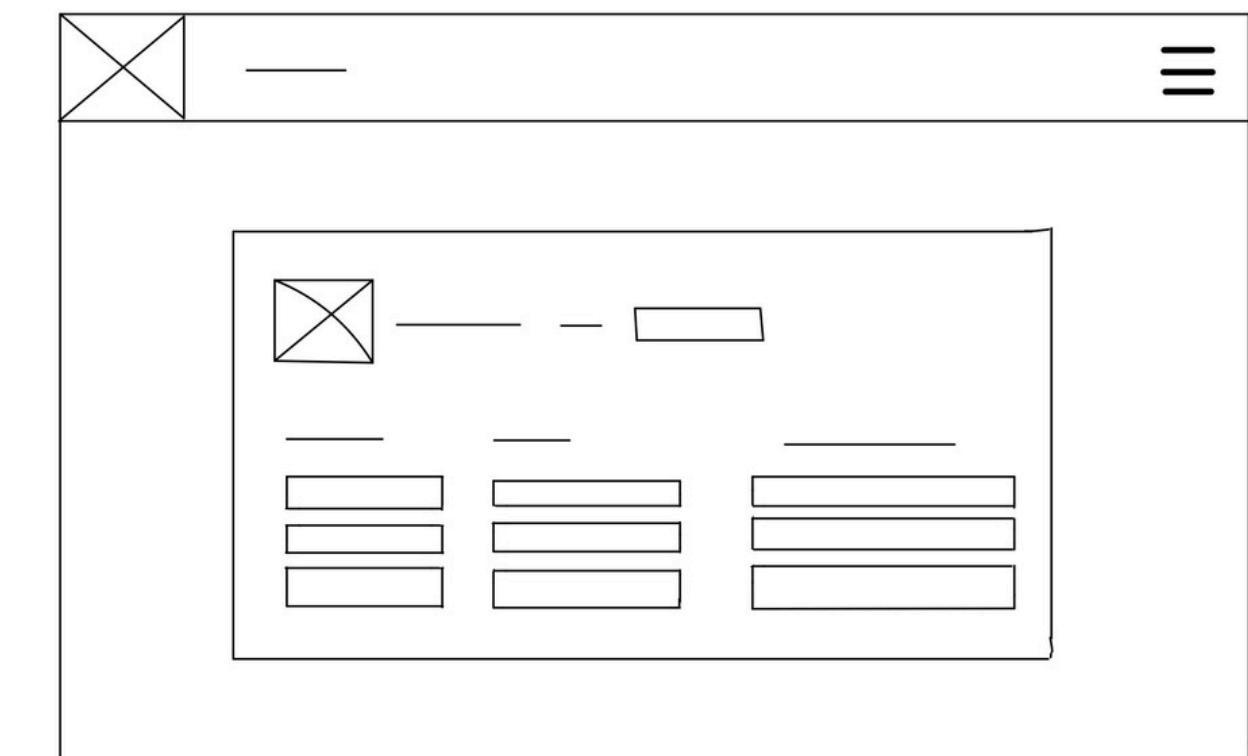
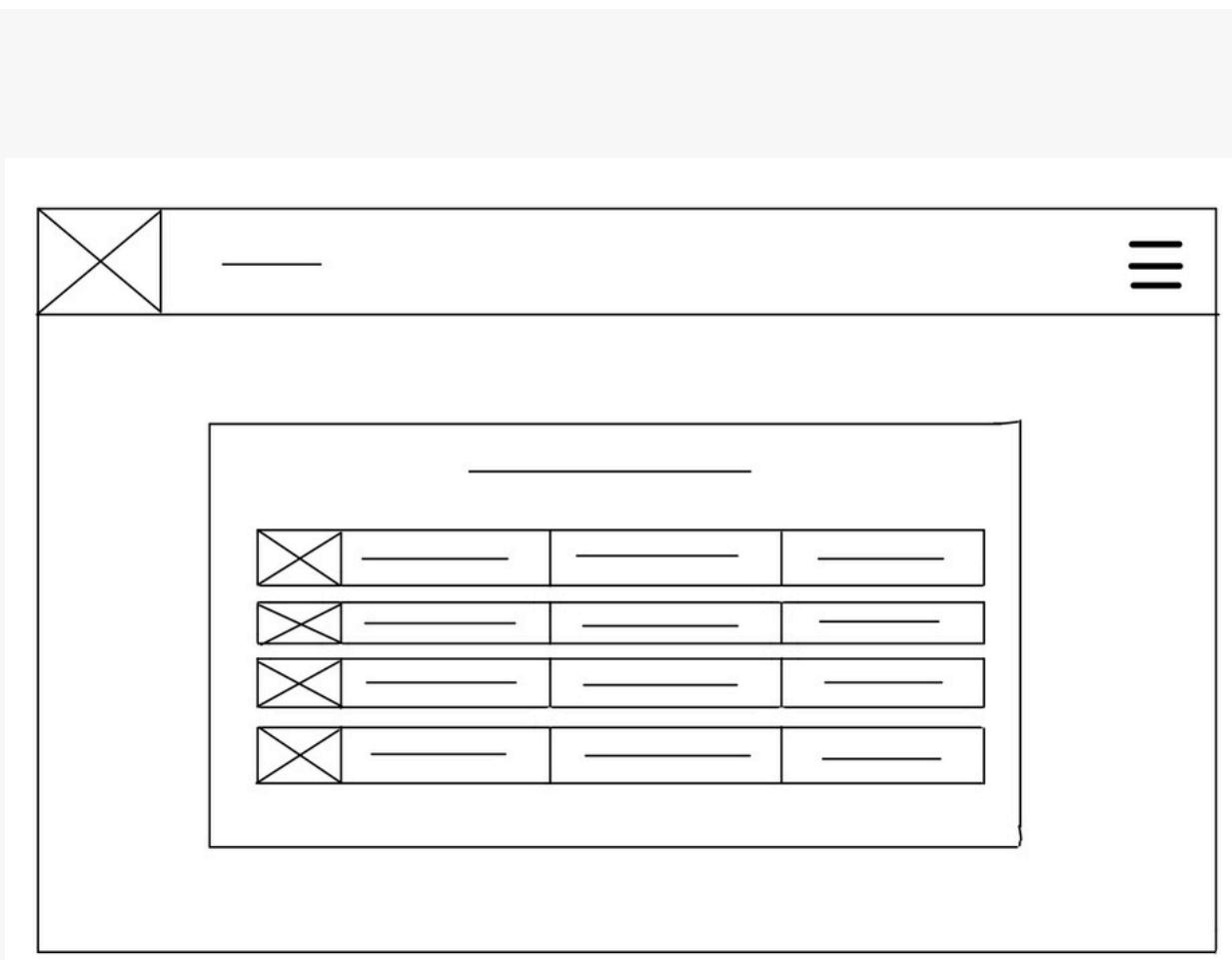
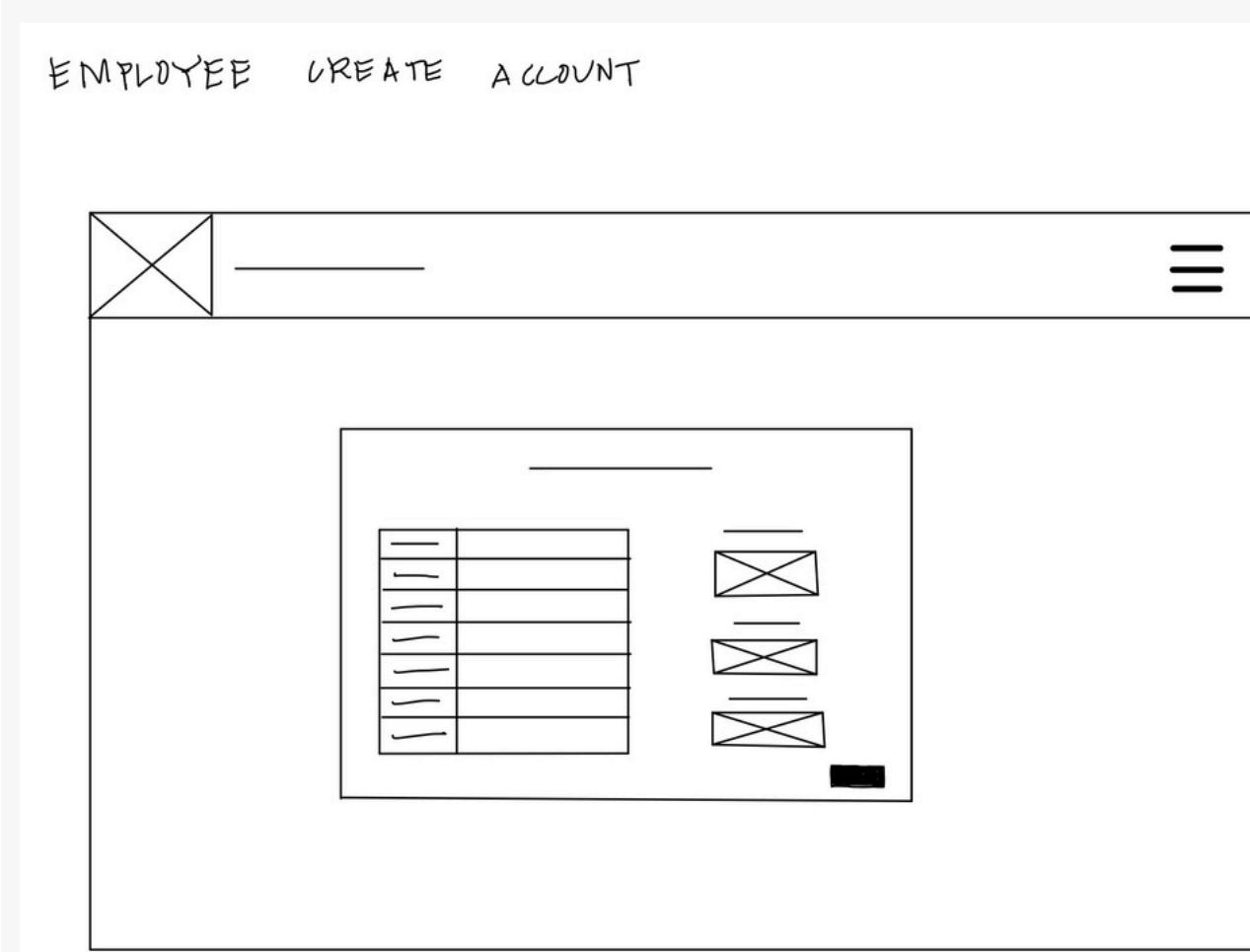
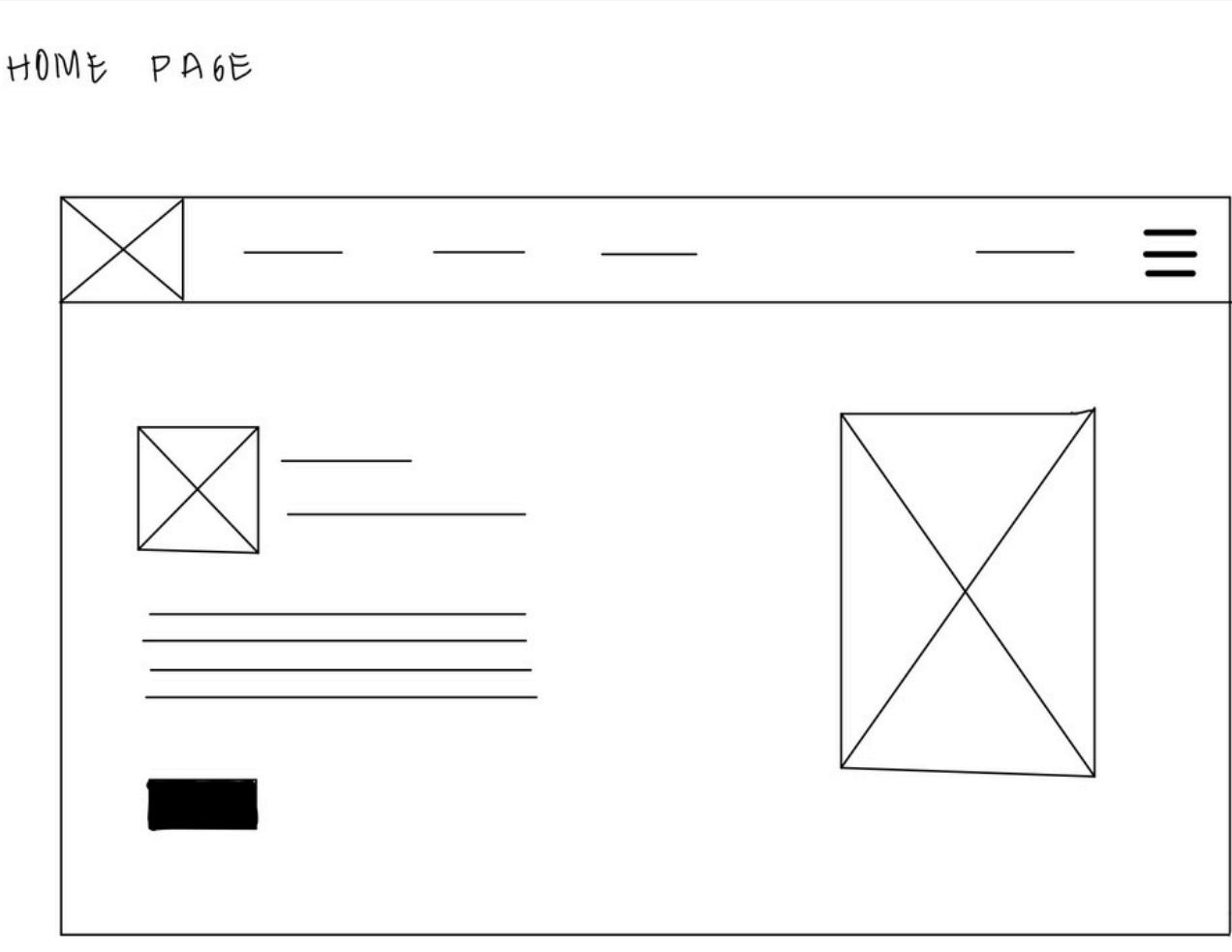
CLOSE-STORYBOARD ITERATION 2 (EMPLOYER)



LOW-FIDELITY WIREFRAME ITERATION 1 (APPLICANT)

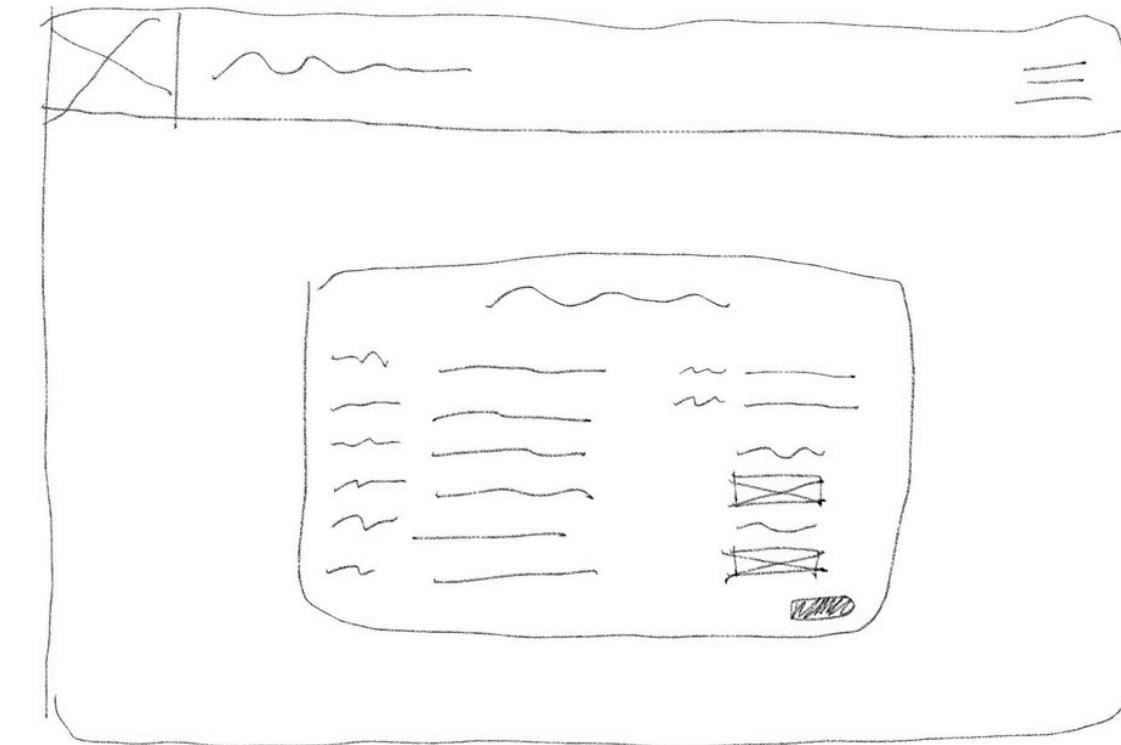


LOW-FIDELITY WIREFRAME ITERATION 2 (APPLICANT)

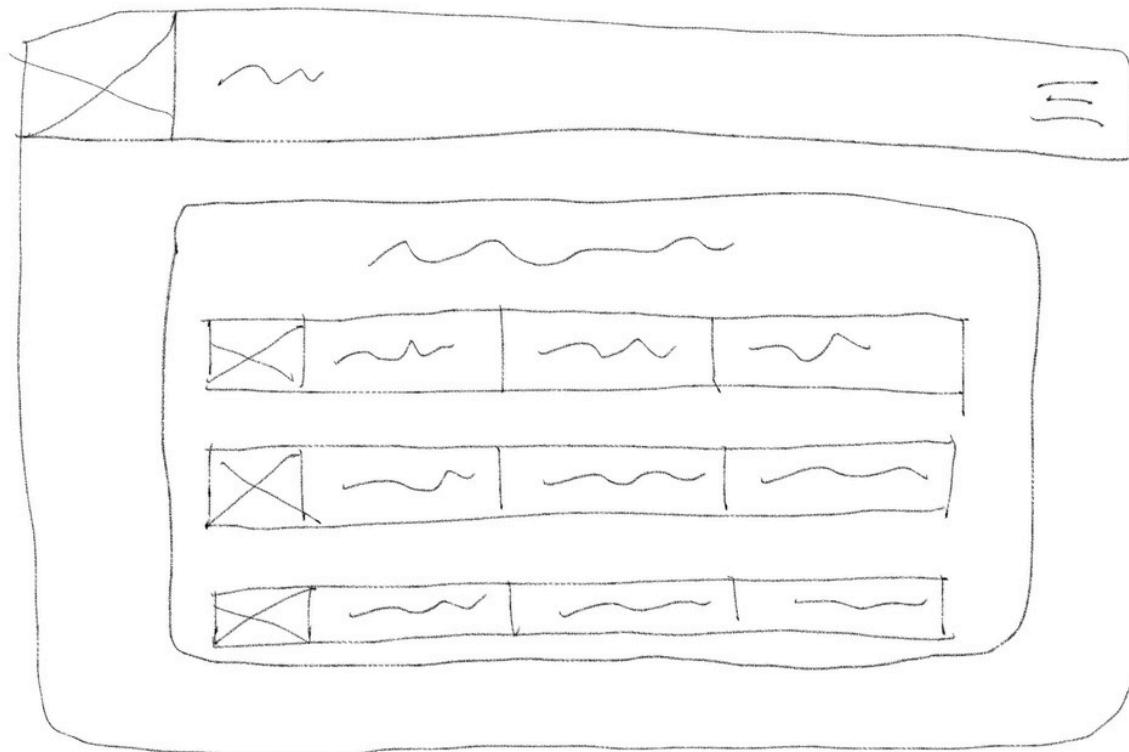


LOW-FIDELITY WIREFRAME ITERATION 1 (EMPLOYER)

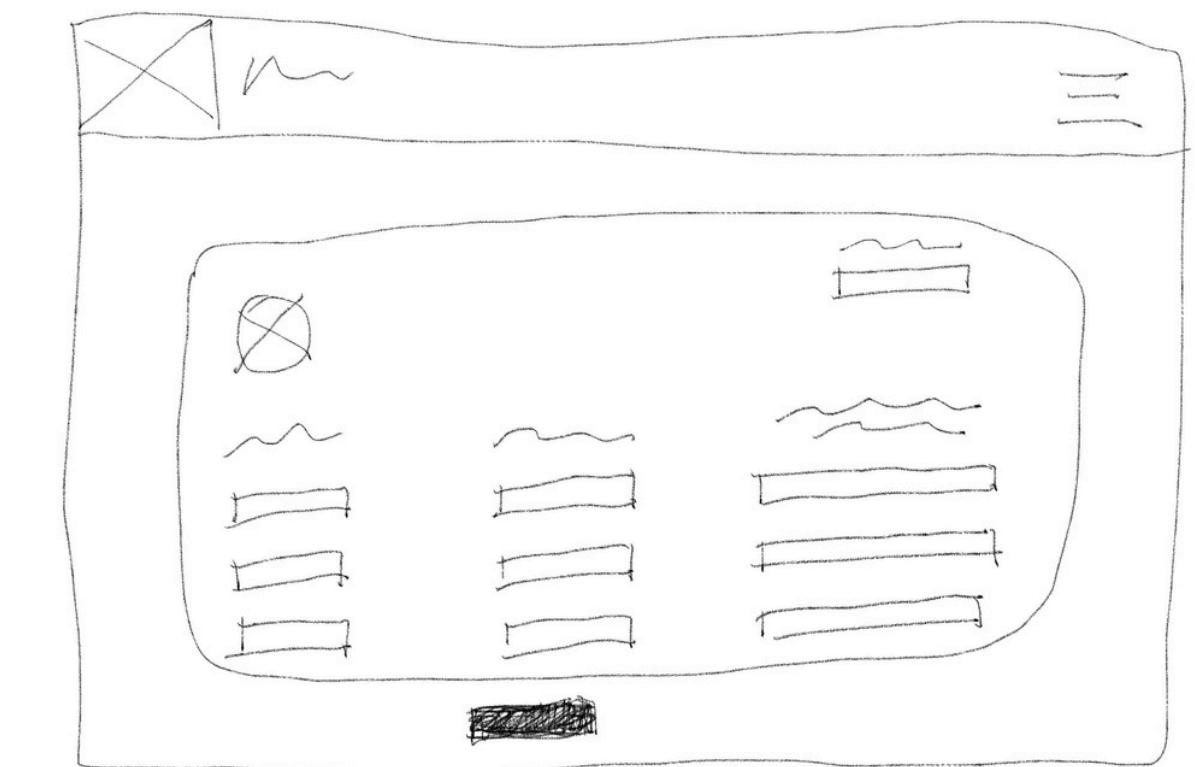
EMPLOYER CREATE ACCOUNT



FIND WORKERS

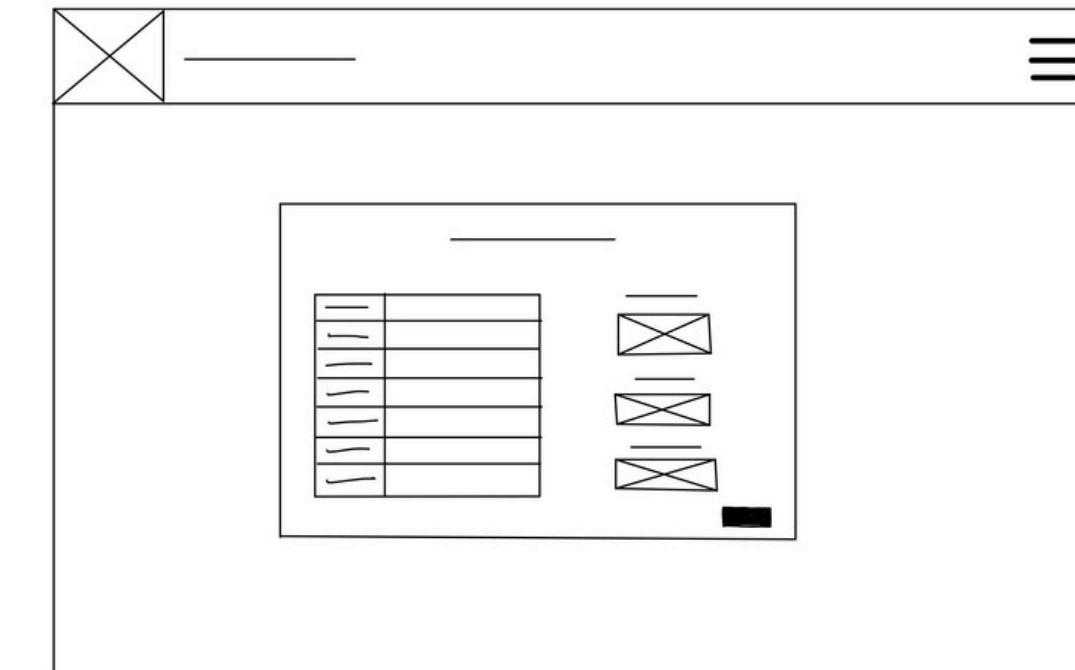


WORKERS DETAILS

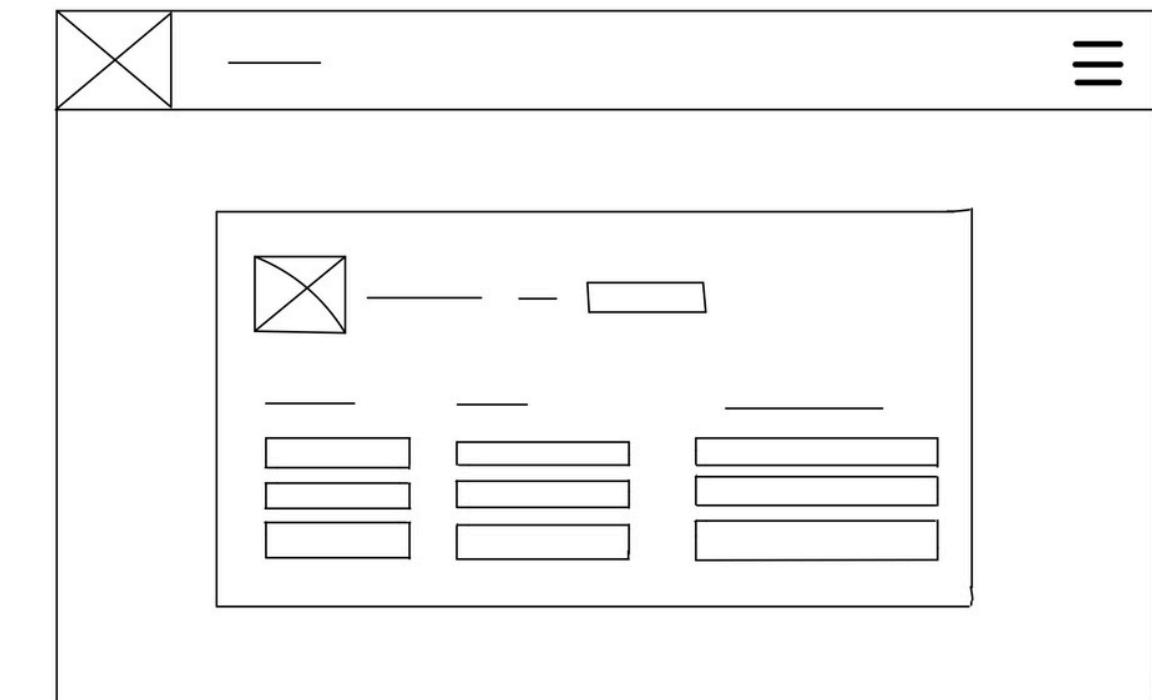
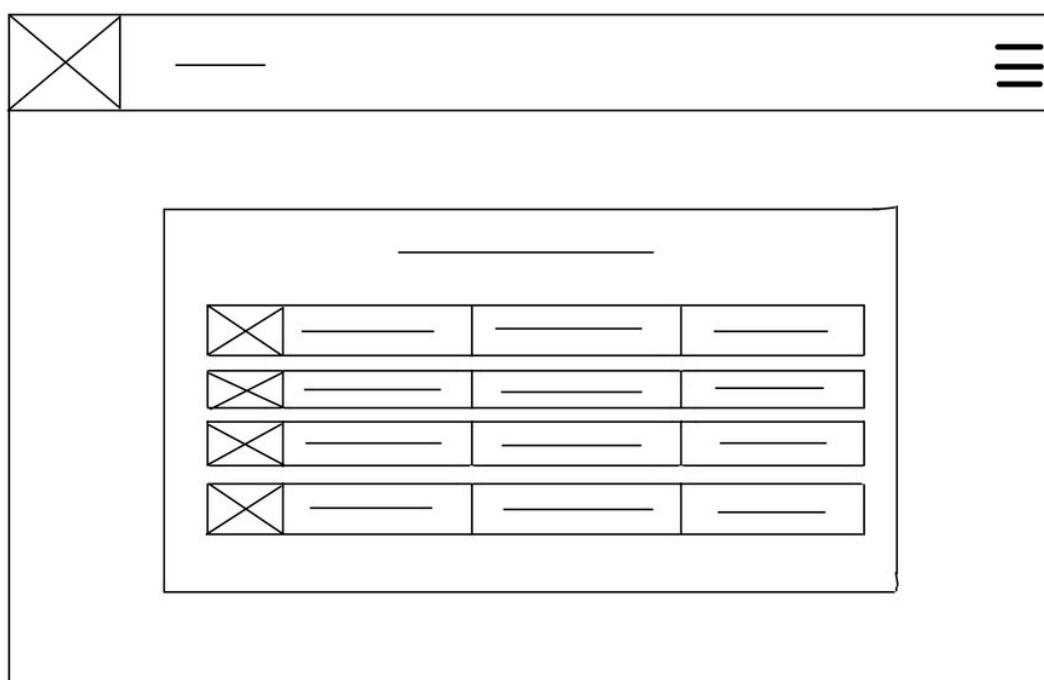


LOW-FIDELITY WIREFRAME ITERATION 2 (EMPLOYER)

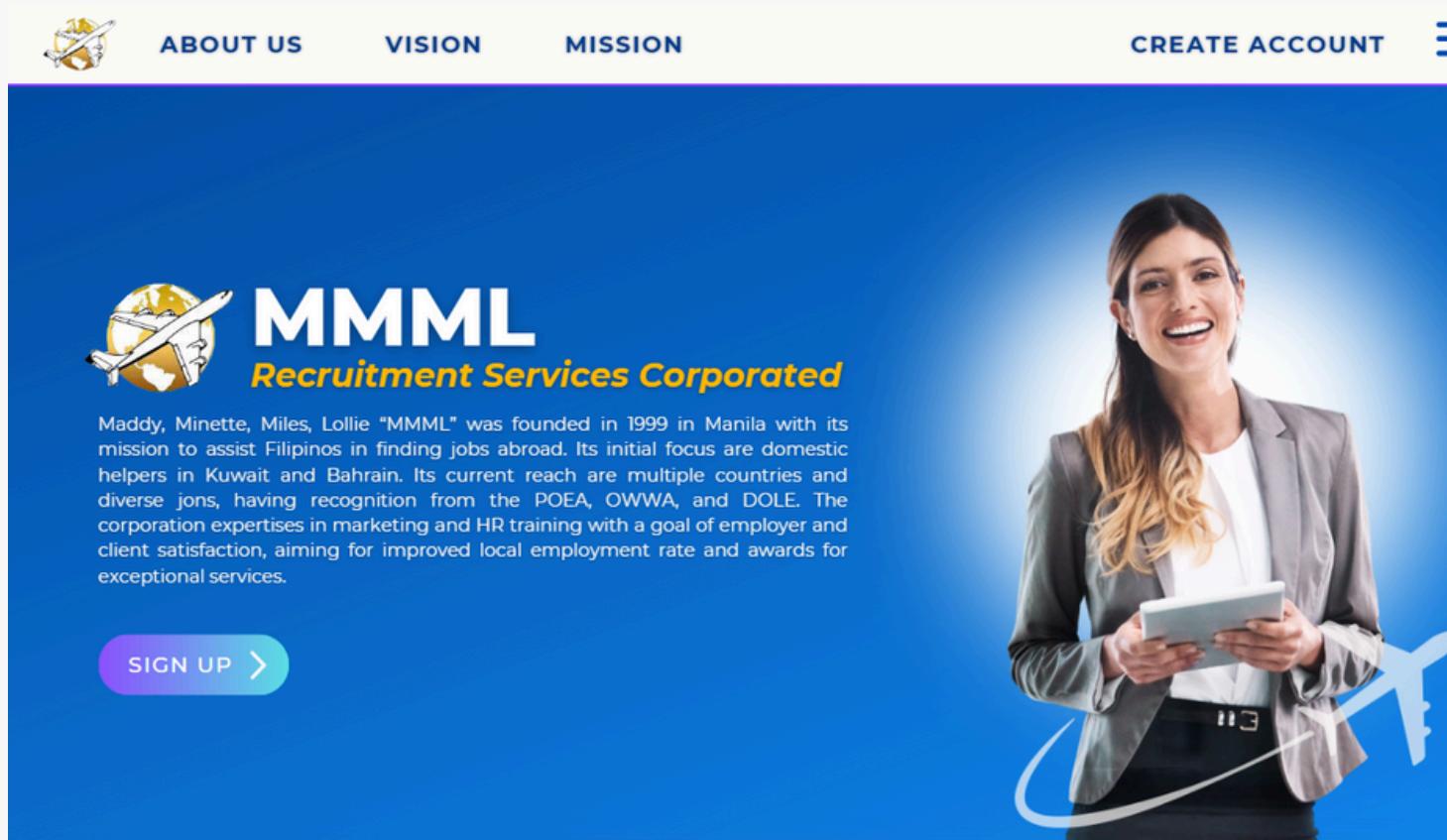
EMPLOYEE CREATE ACCOUNT



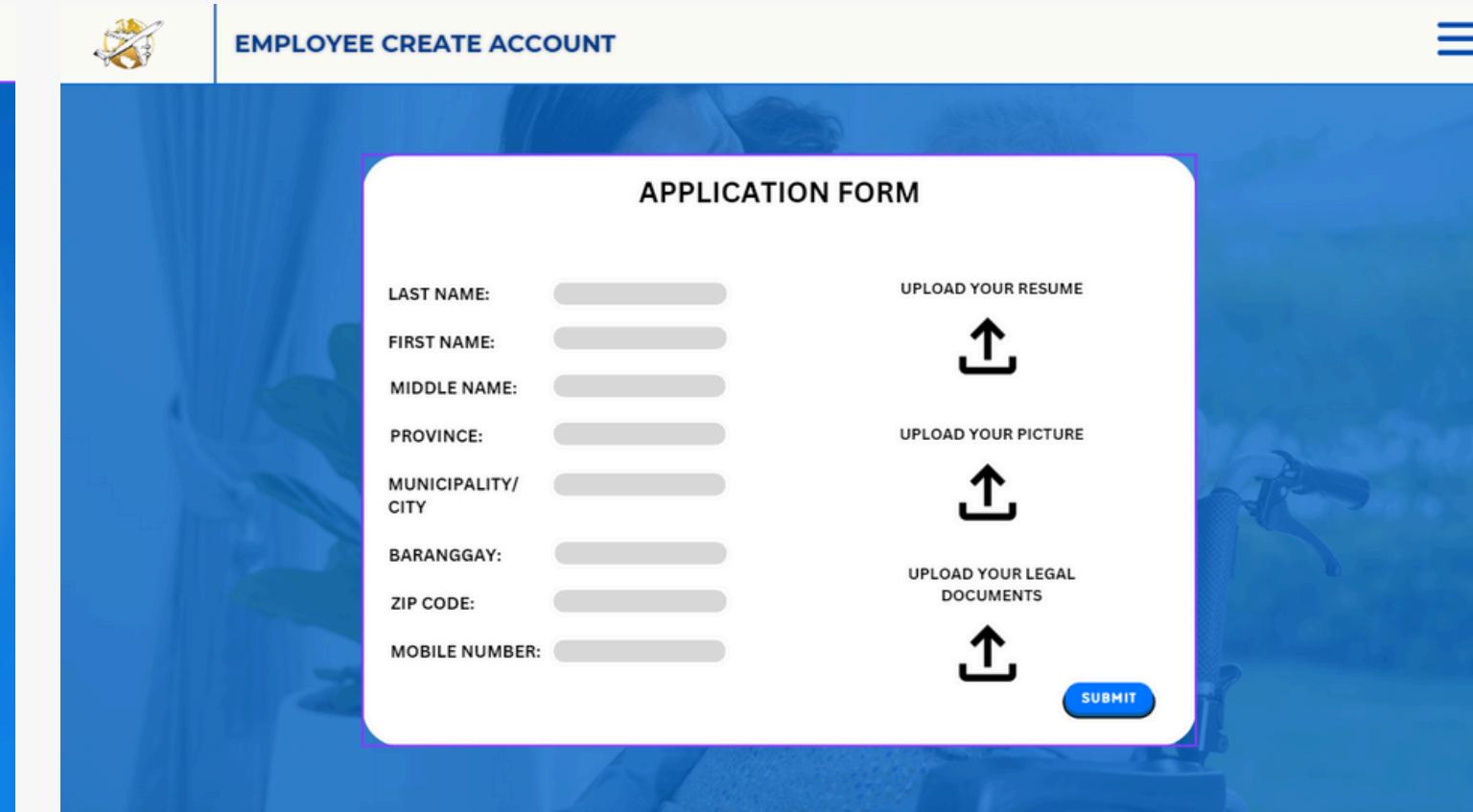
JOB DETAILS



HIGH FIDELITY EMPLOYEE WIREFRAME



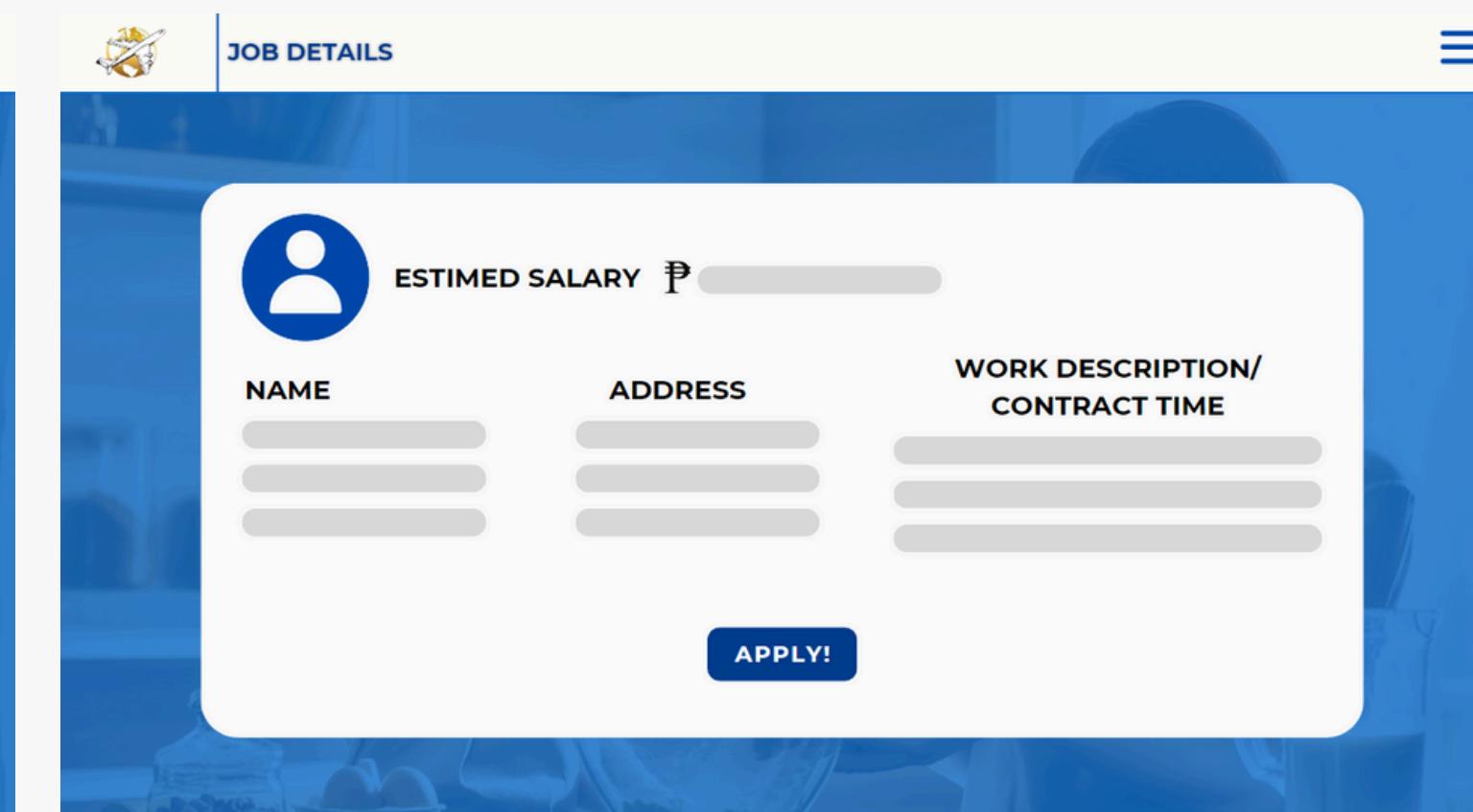
The home page features a large banner image of a smiling woman holding a tablet, with a white airplane silhouette flying across it. The MMML logo and name are prominently displayed. Below the banner is a paragraph of text about the company's history and mission. A "SIGN UP" button is located at the bottom left.



This page is titled "EMPLOYEE CREATE ACCOUNT". It contains an "APPLICATION FORM" with fields for last name, first name, middle name, province, municipality/city, barangay, zip code, and mobile number. There are three upload buttons labeled "UPLOAD YOUR RESUME", "UPLOAD YOUR PICTURE", and "UPLOAD YOUR LEGAL DOCUMENTS", each with an upward arrow icon. A "SUBMIT" button is located at the bottom right.

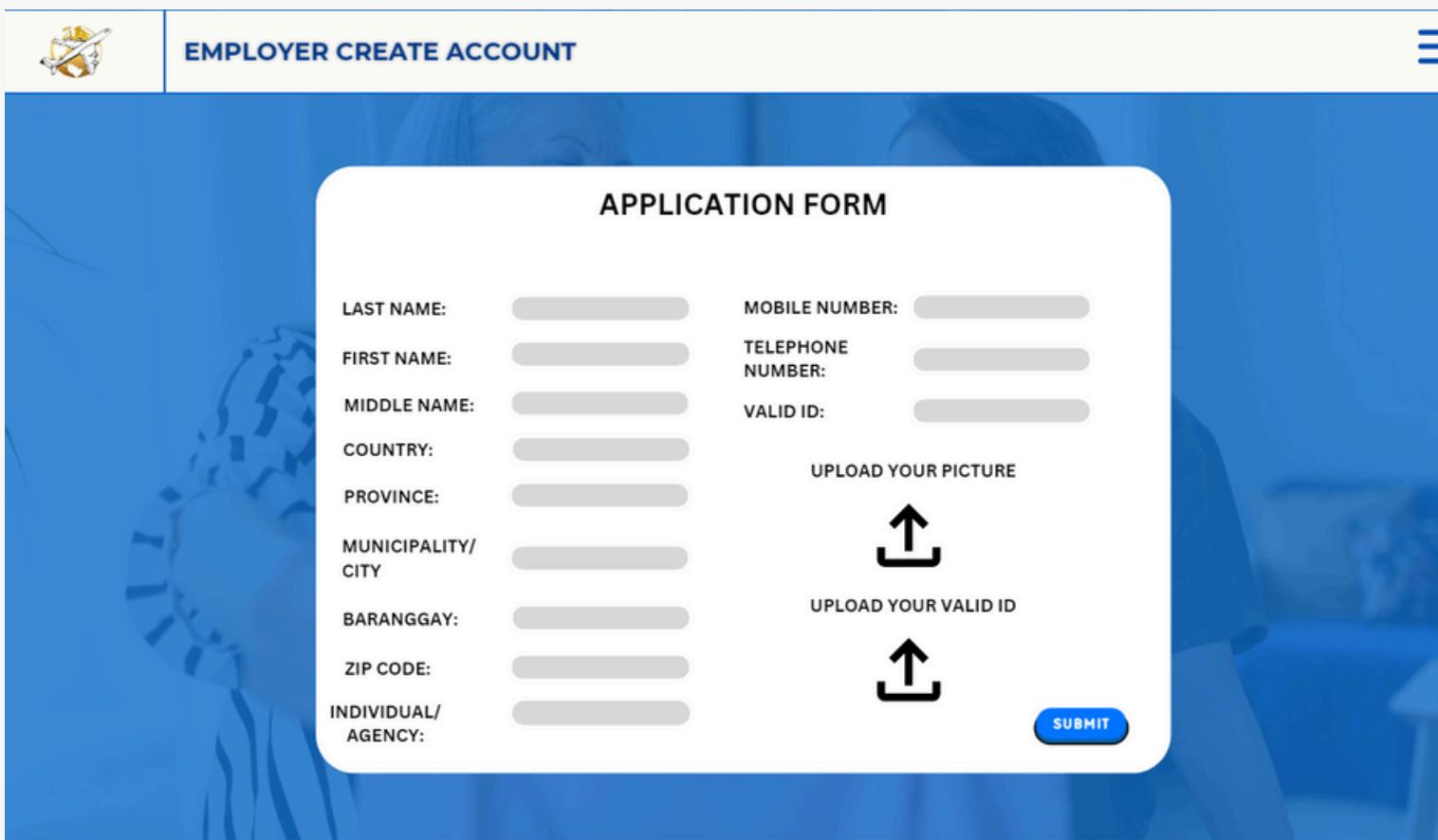


The "FIND WORKS" page displays a section titled "JOB POSTINGS" containing four job listing cards. Each card includes icons for employer name, kind of work, and contract time. The cards are vertically scrollable.



This page is titled "JOB DETAILS". It features a profile icon and fields for estimated salary, name, address, and work description/contract time. An "APPLY!" button is located at the bottom right.

HIGH FIDELITY EMPLOYER WIREFRAME



EMPLOYER CREATE ACCOUNT

APPLICATION FORM

LAST NAME:

FIRST NAME:

MIDDLE NAME:

COUNTRY:

PROVINCE:

MUNICIPALITY/CITY:

BARANGGAY:

ZIP CODE:

INDIVIDUAL/AGENCY:

MOBILE NUMBER:

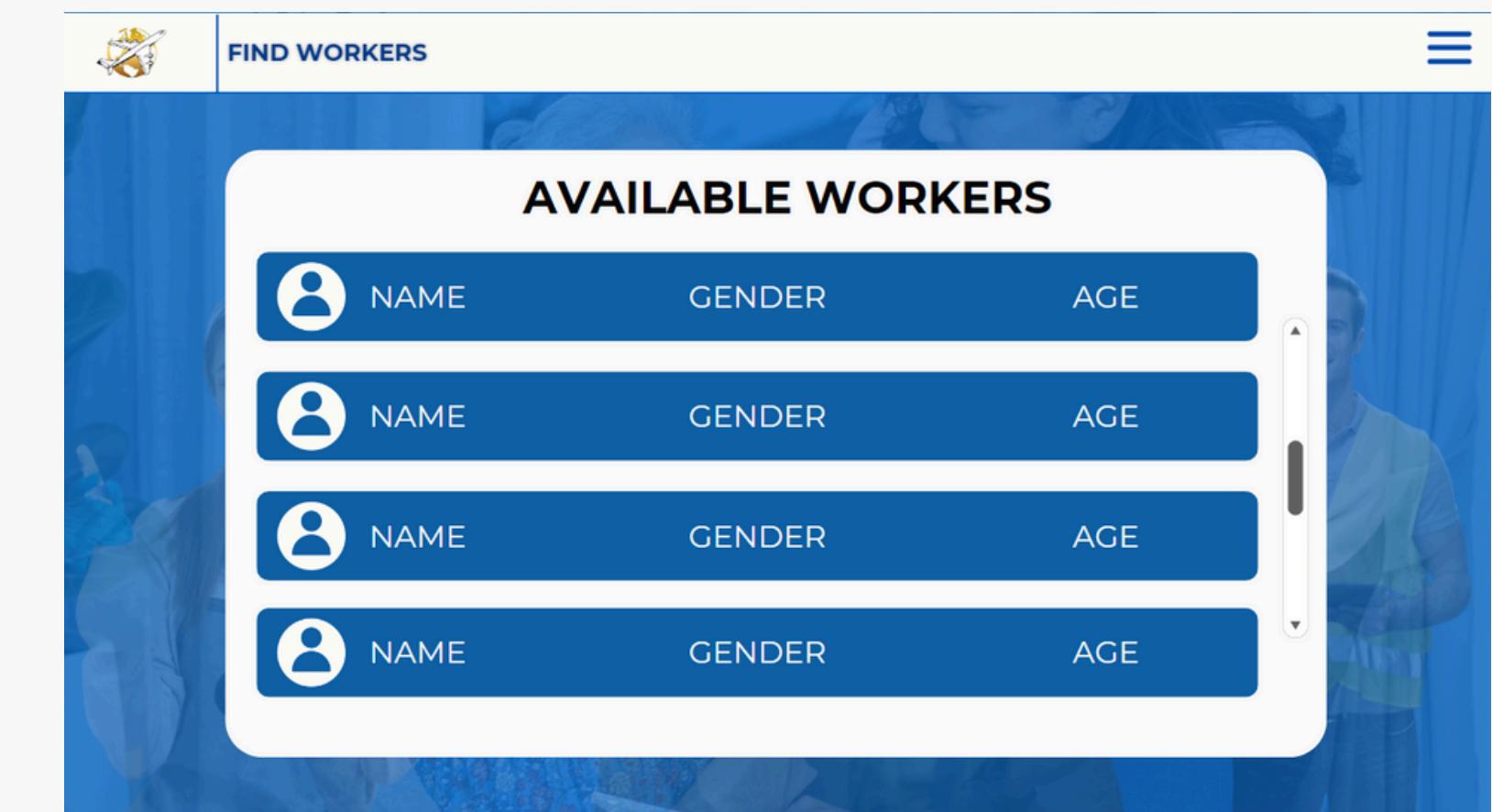
TELEPHONE NUMBER:

VALID ID:

UPLOAD YOUR PICTURE

UPLOAD YOUR VALID ID

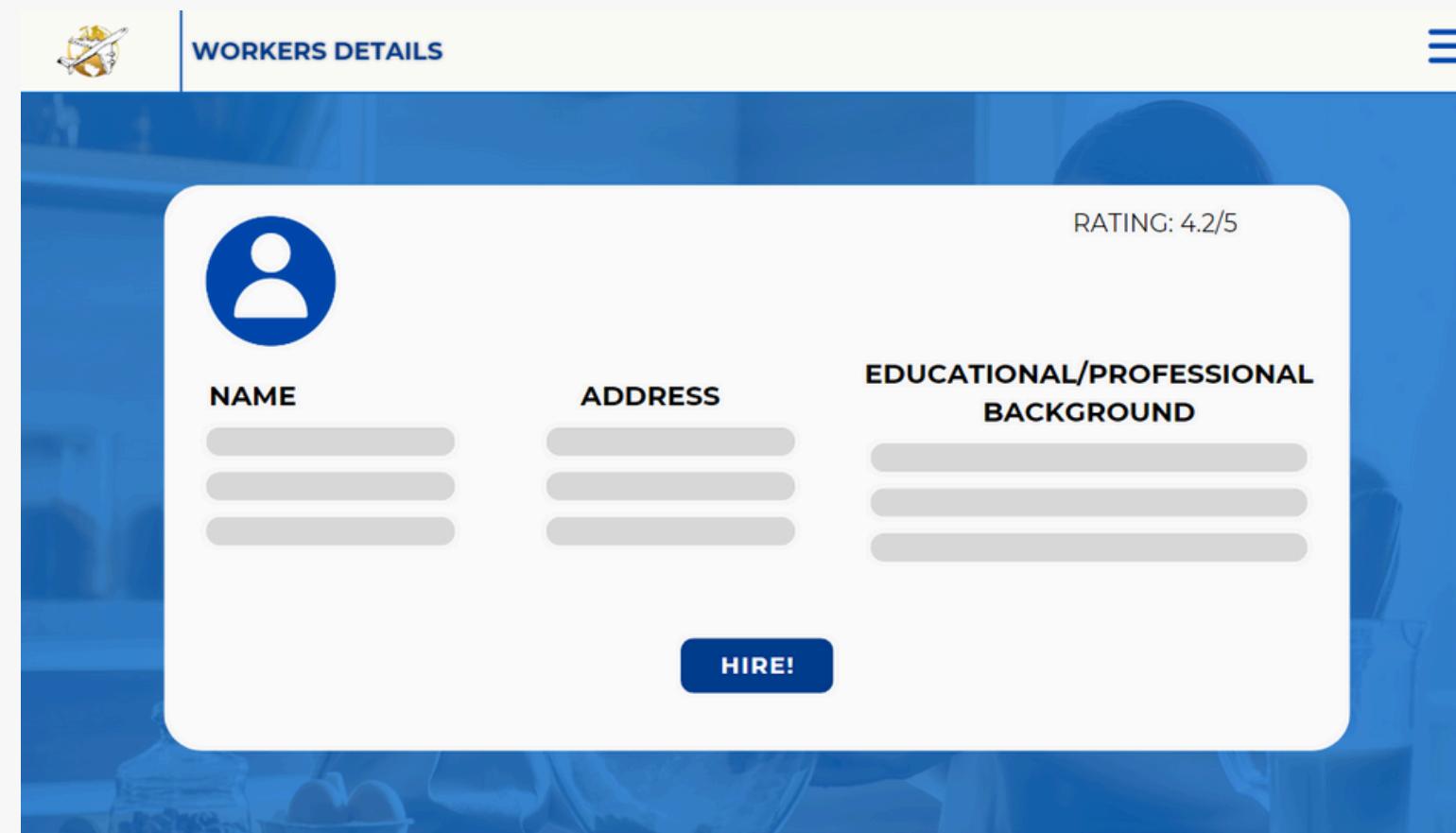
SUBMIT



FIND WORKERS

AVAILABLE WORKERS

NAME	GENDER	AGE
NAME	GENDER	AGE



WORKERS DETAILS

RATING: 4.2/5

NAME

ADDRESS

EDUCATIONAL/PROFESSIONAL BACKGROUND

HIRE!

THANK YOU
