



TransCanWork

UX Design Case Study

NOV 2022 - SEP 2023



Brief

- A** Background
- B** The Project
- C** Problem Statement

Background

TransCanWork (TCW) is a nonprofit organization that **provides job-hunting resources and support for trans, gender-diverse, and intersex (TGI) jobseekers**. They also create safer and more comfortable work environments from the ground up by offering training and certification to employers, equipping them with the tools they need to help **increase TGI representation in the professional sphere**.

The Project

For the duration of this project, I worked **in close collaboration with a cross-functional team** consisting of 1 product manager, 2 fellow designers, and 10 developers!

I served as the **lead UX designer**, as well as an unofficial **front-end developer**, implementing designs where needed.

We worked on a timeline of roughly **9 months** (one academic year), although the project was eventually extended into the summer.



Problem Statement

The method TCW previously used for keeping track of a jobseeker's progress was a **cumbersome, multi-page Google Sheets document.**

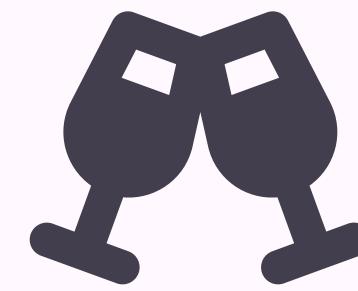
For navigators, repeating this workflow for many different clients was **tedious and susceptible to human error**. On the client side, jobseekers had **no way to see their own progress**, contributing to higher rates of burnout and dropout.

The screenshot shows a Google Sheets document titled "Employment Roadmap". The first section, "Client Info", contains 16 rows of personal information: Authentic Name, Pronouns, Phone, Email, City/State, Ethnicity, Age, Gender Identity, Sexuality, Veteran, Disability, Housing Situation, Currently Employed, and Prior Convictions. The second section, "Education Info", contains 5 rows: Degree?, Type of Degree, Certificate?, and Type of Certificate. A pink box highlights the "Program Qualified For" column, which lists "WEH" and "San". The bottom navigation bar includes tabs for Assessment, Online Profiles, Training Programs, Co-Enroll, Workshops, Internships, and Job F.

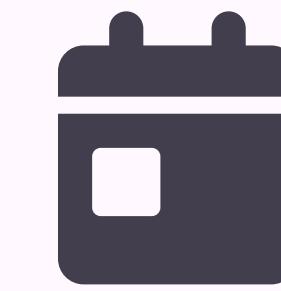
Employment Roadmap	
1	A B C D E
2	
3	Authentic Name
4	Pronouns
5	Phone
6	Email
7	City/State
8	Ethnicity
9	Age
10	Gender Identity
11	Sexuality
12	Veteran
13	Disability
14	Housing Situation
15	Currently Employed
16	Prior Convictions
17	
18	
19	Degree?
20	Type of Degree
21	
22	Certificate?
23	Type of Certificate
24	

Proposed Solution

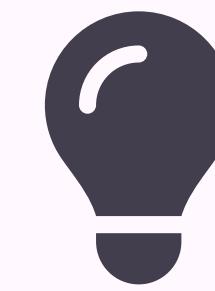
Taking into account the insights from our initial market analysis and conversations with users, we eventually settled on **a web application that...**



Creates a **delightful** client-side experience.



Prioritizes **long-term** maintenance and upkeep.



Focuses on accessibility and **ease-of-use**.



Research

- A** Competitive Analysis
- B** Contextual Inquiry
- C** Affinity Mapping
- D** Key Takeaways
- E** Proposed Solution

Competitive Analysis

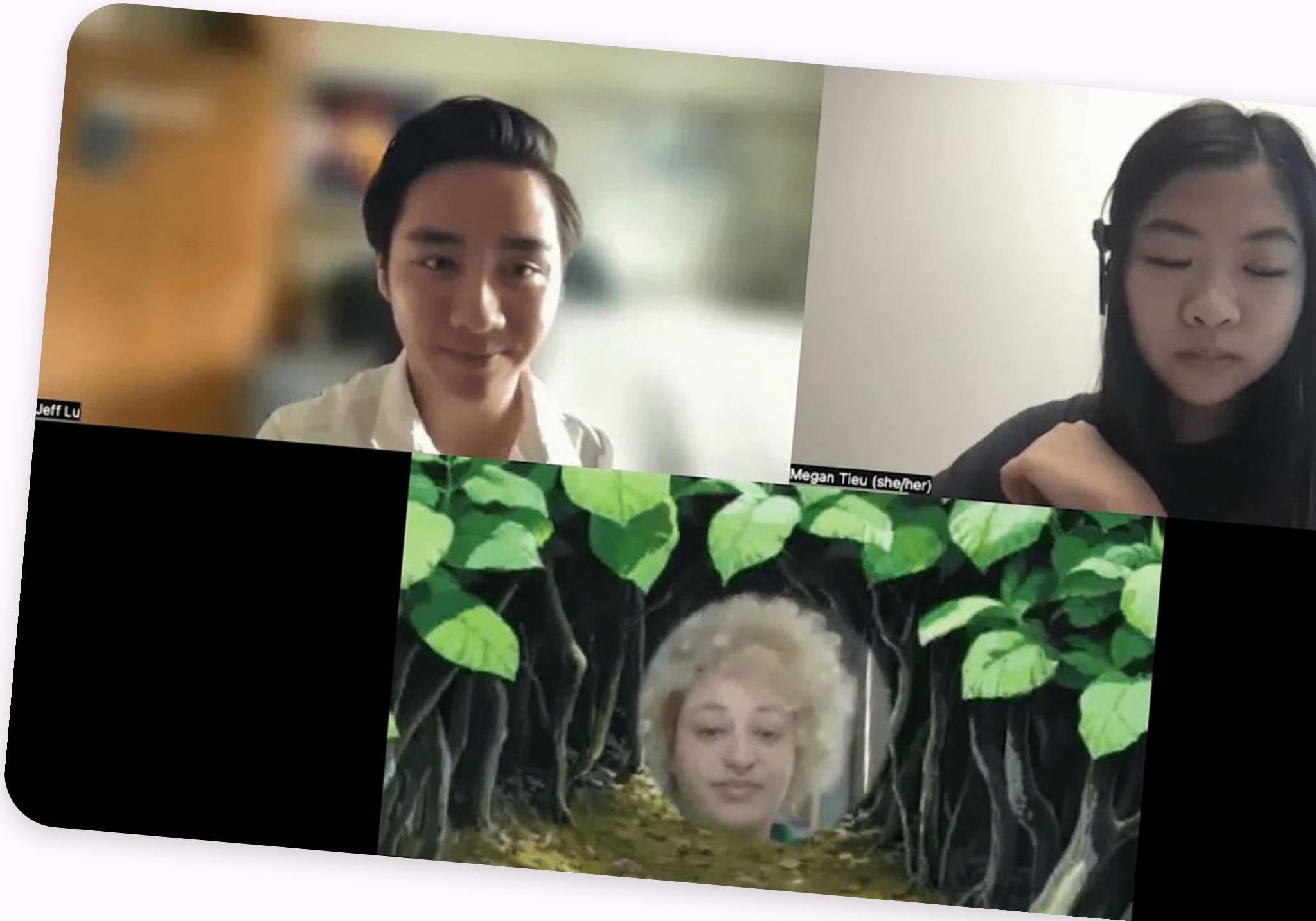
We conducted an analysis of **three competitor websites** which offer services similar to that of TCW's: JibberJobber, Youth@Work, and Job Search Journey.

We were then able to identify commonalities between the sites which suggested features we should incorporate in our own product, as well as **things we noticed that we'd want to avoid doing.**



Contextual Inquiry

Next, my team and I **interviewed several TransCanWork employees** to better understand the issues they were facing. Our conversations **confirmed from firsthand sources** that TCW's process was detrimental to the success of both navigators and jobseekers.



Affinity Mapping

Lastly, we **synthesized our findings** from both the competitor audit and the preliminary user interviews to **identify common themes and trends**. Some of our key insights were that:



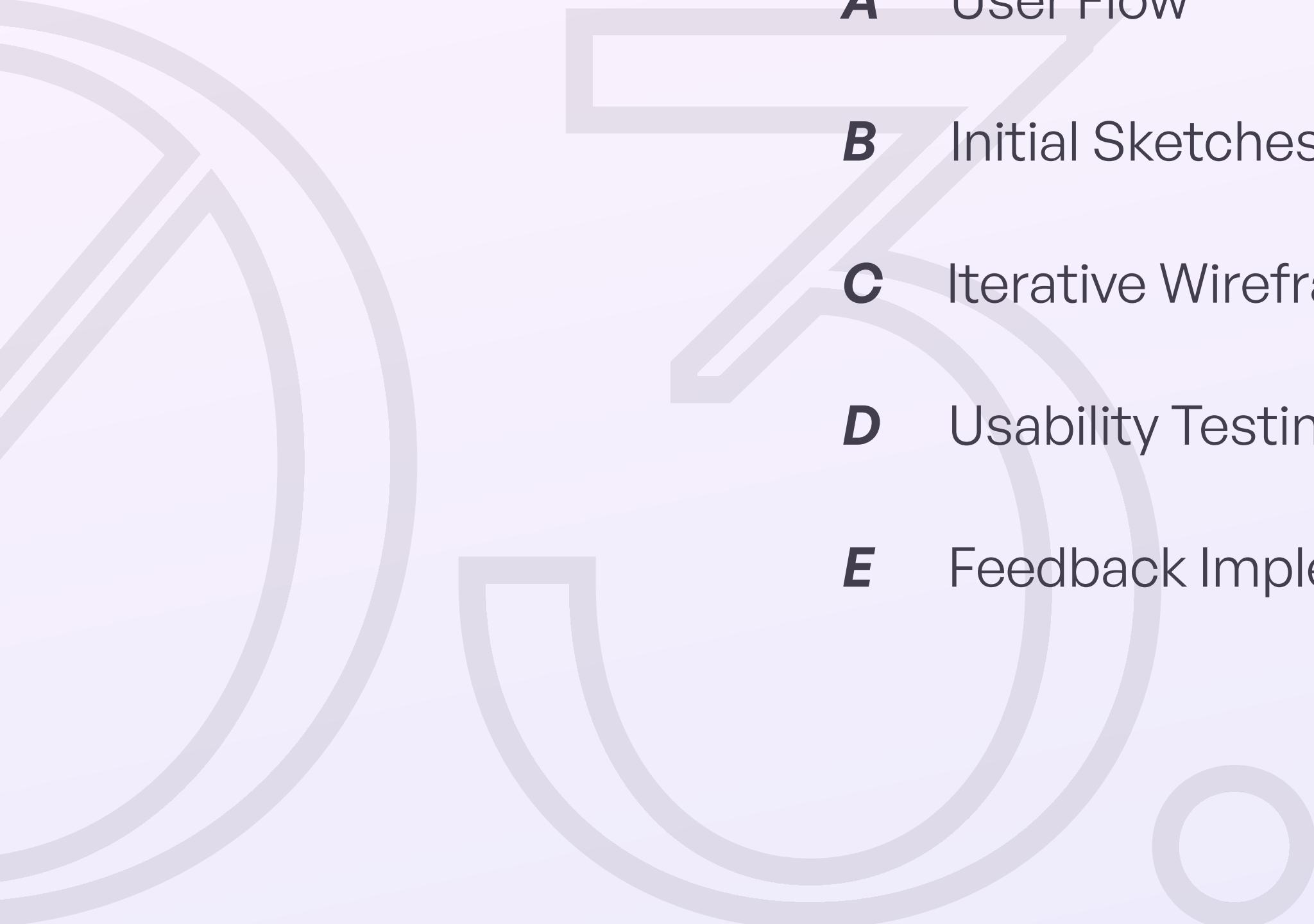
Jobseekers **felt removed** from their own job-searching process.



TCW's systems were unequipped to handle **large numbers of clients**.

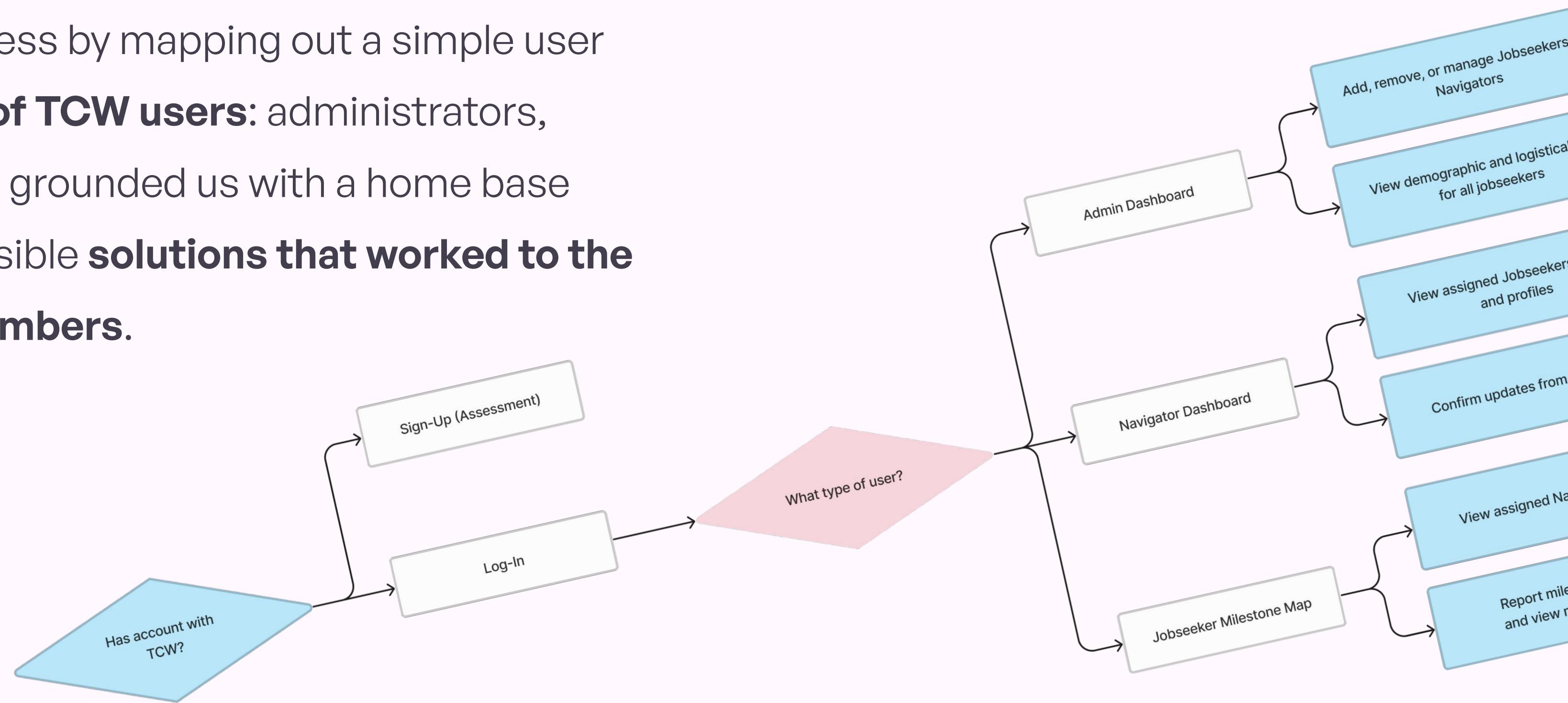


Process

- 
- A** User Flow
 - B** Initial Sketches
 - C** Iterative Wireframes
 - D** Usability Testing
 - E** Feedback Implementation

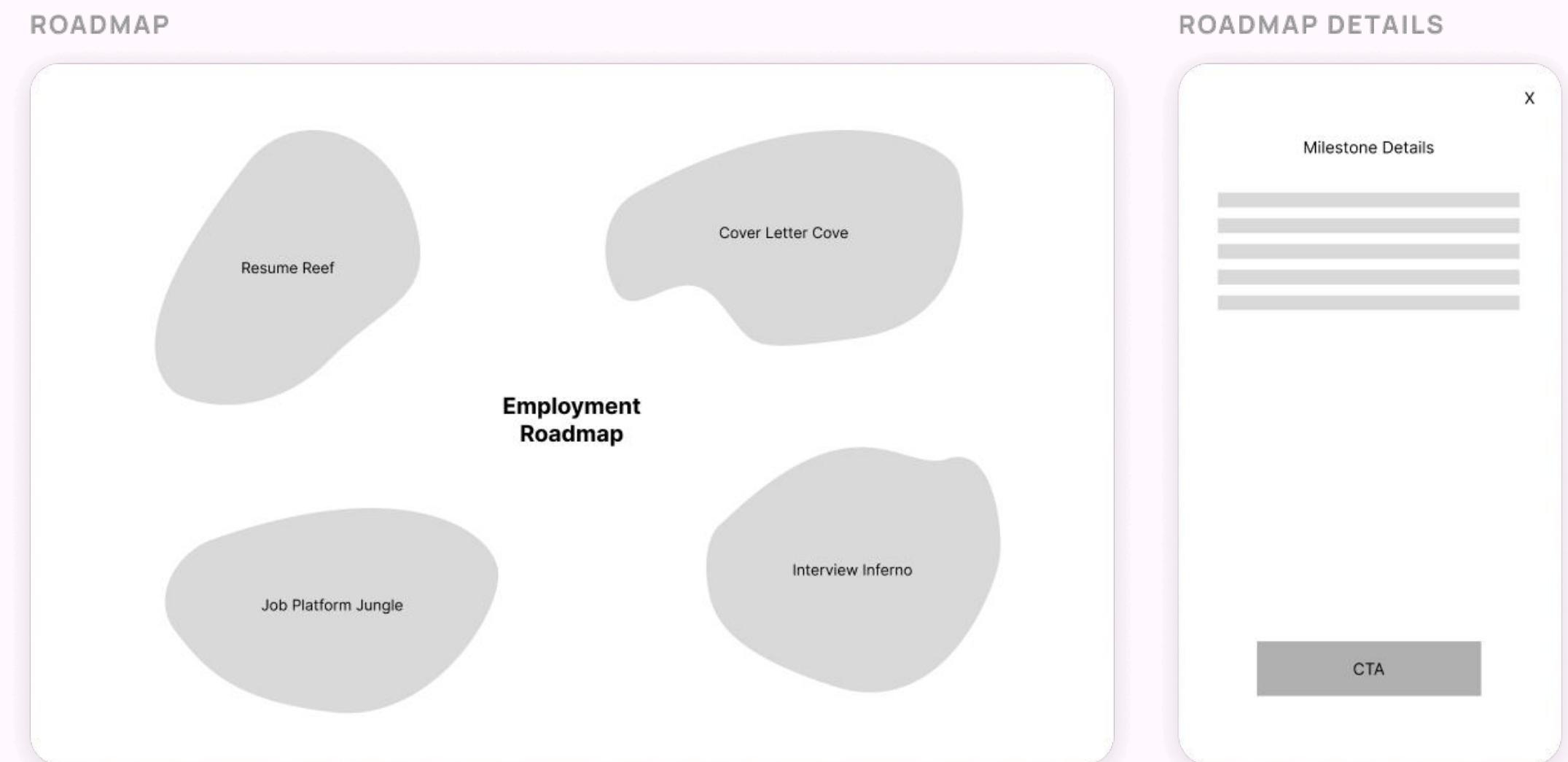
User Flow

My team began the design process by mapping out a simple user flow **based on the three kinds of TCW users:** administrators, navigators, and jobseekers. This grounded us with a home base from which we could ideate possible **solutions that worked to the benefit of all types of TCW members.**



Initial Sketches

At this stage, I made the decision to **represent the job-hunting process as a pirate map**. This decision was the product of many conversations with TCW stakeholders and clients, and was made to help facilitate a motivational sense of progression towards a goal, while also giving the platform an engaging and never-before-seen spin.



Iterative Wireframes

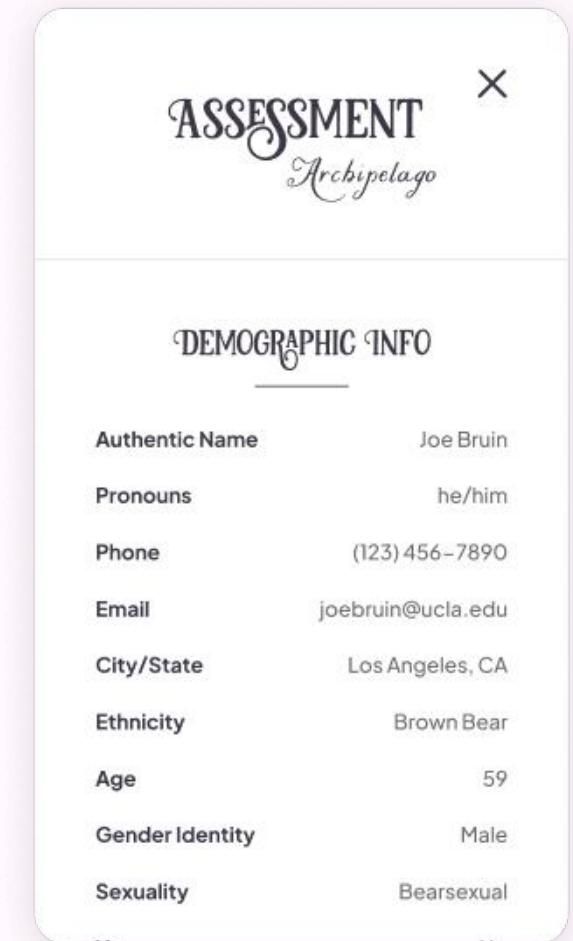
Each of the 10 islands came to represent one milestone—one section of the TCW's **old spreadsheet for managing jobseekers, but in a reimaged way.**

Feedback at this stage from TCW prompted some **structural changes** as they updated their jobseeker data models.

ROADMAP



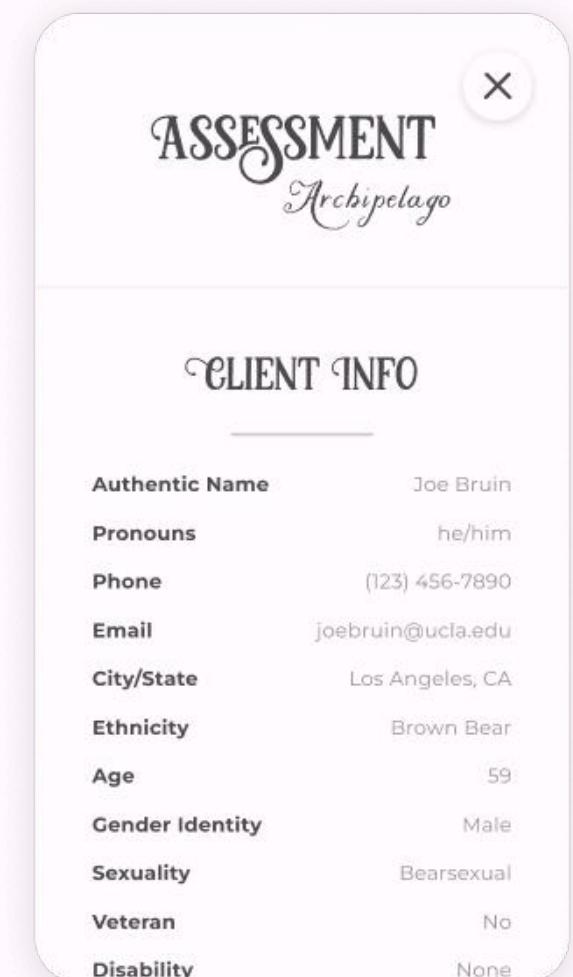
ROADMAP DETAILS



ROADMAP

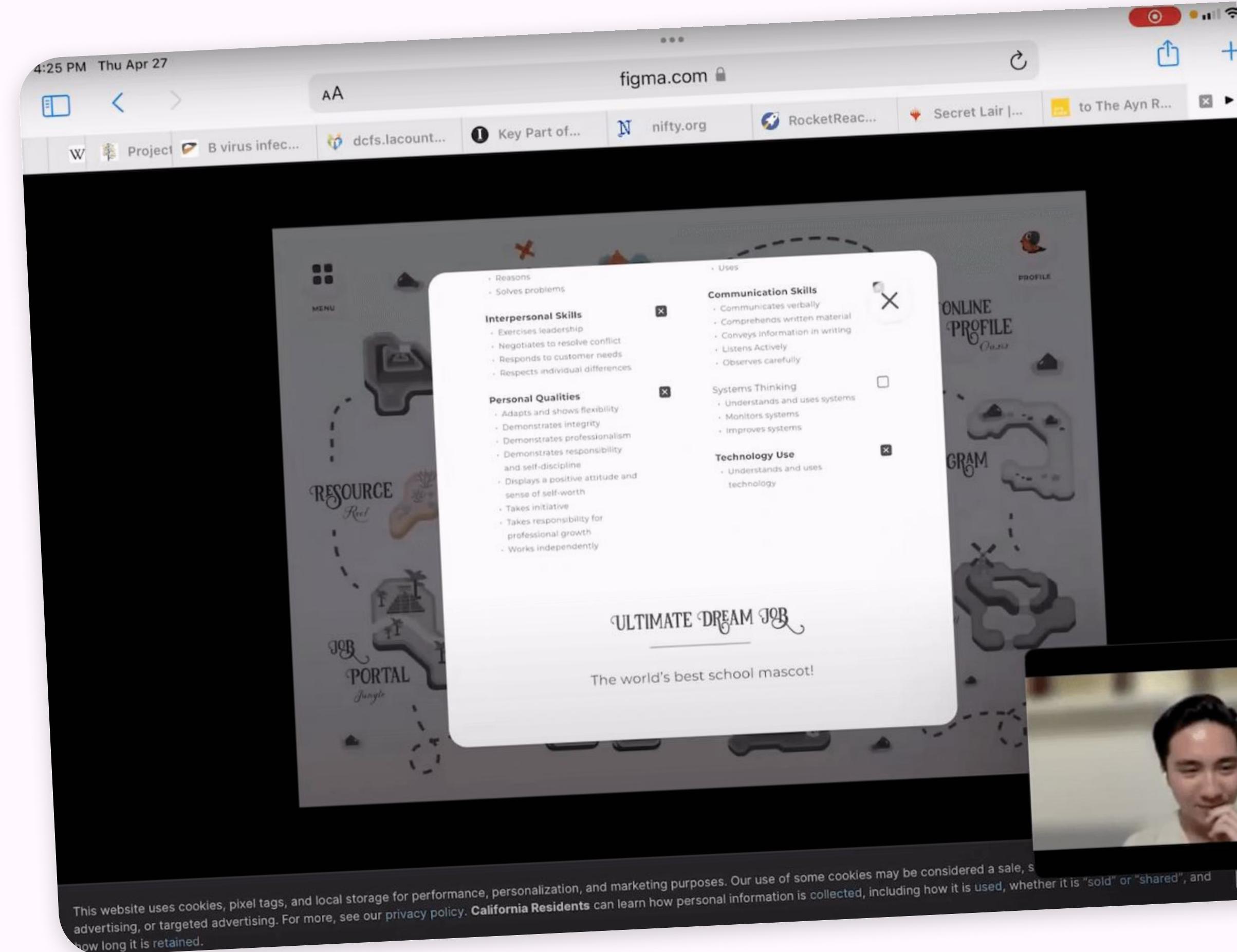


ROADMAP DETAILS

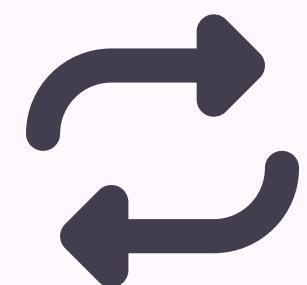


Usability Testing

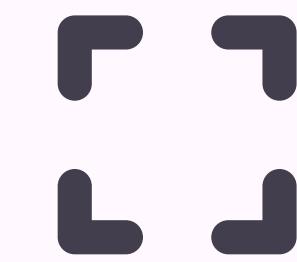
My team and I recruited a **mix of jobseekers and navigators, with different levels of tenure with TCW**, to try out the new roadmap. A session would consist of a series of scenario-based tasks, follow-up questions and feedback, and a questionnaire to help quantify the success of the design.



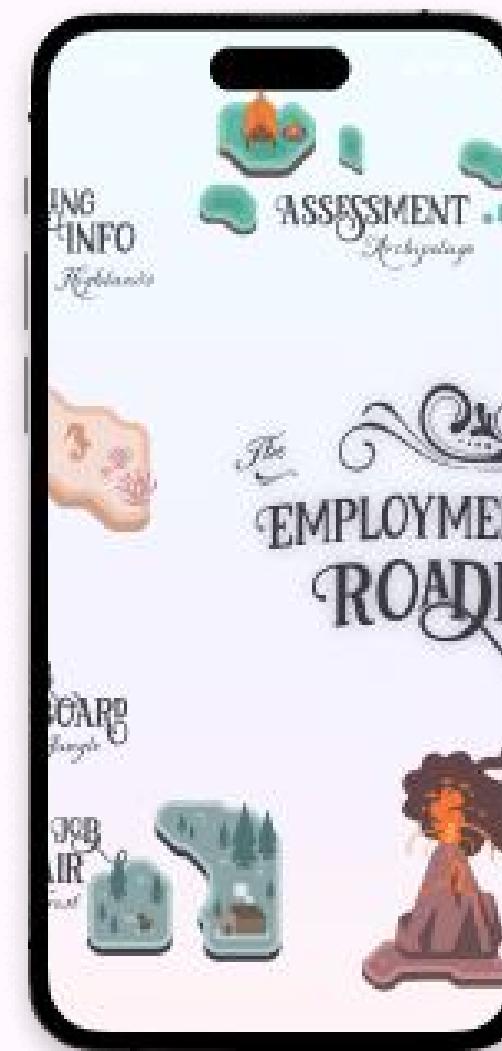
Feedback Implementation

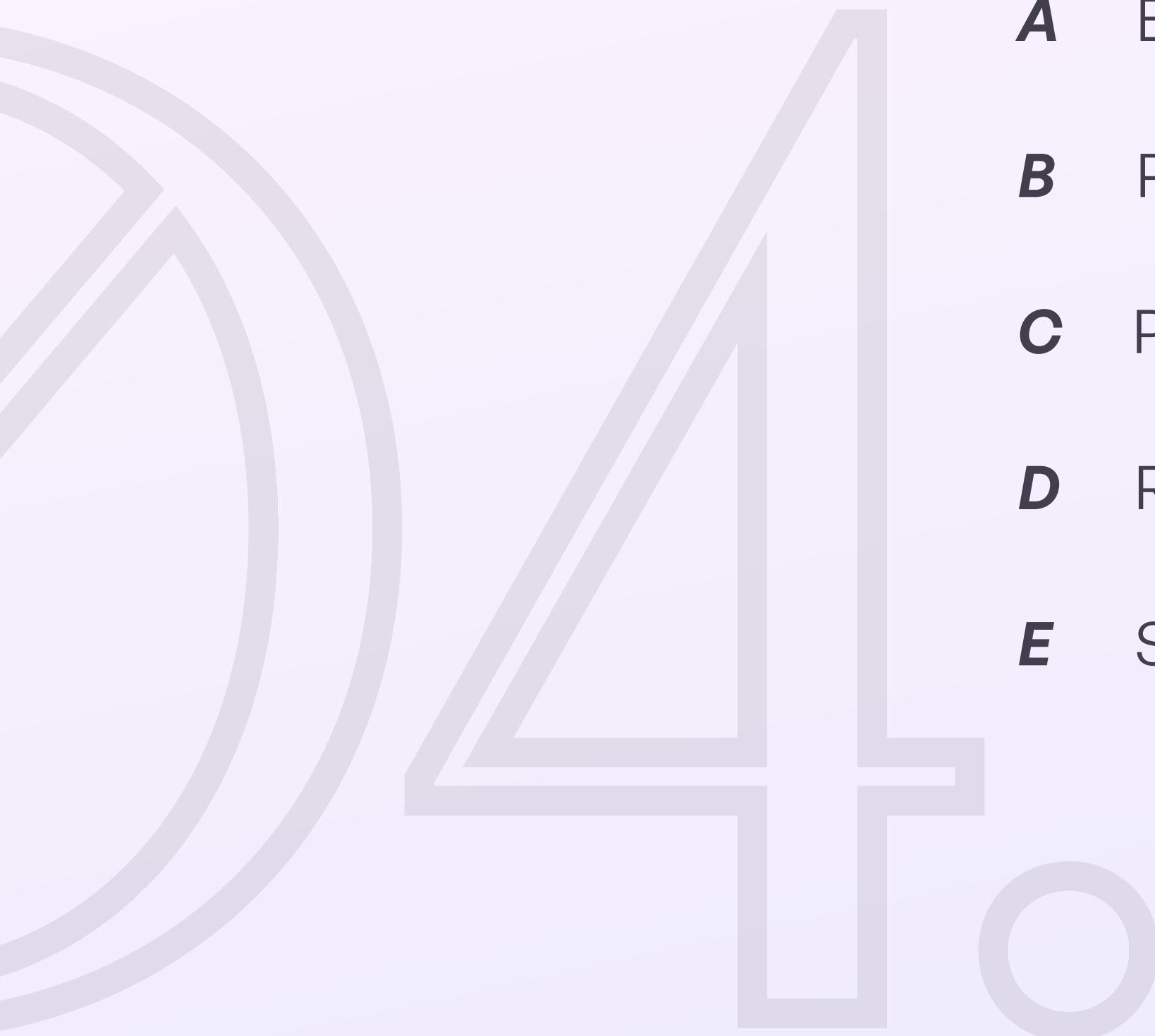


Remove repetitive elements.



Design for devices of all kinds.

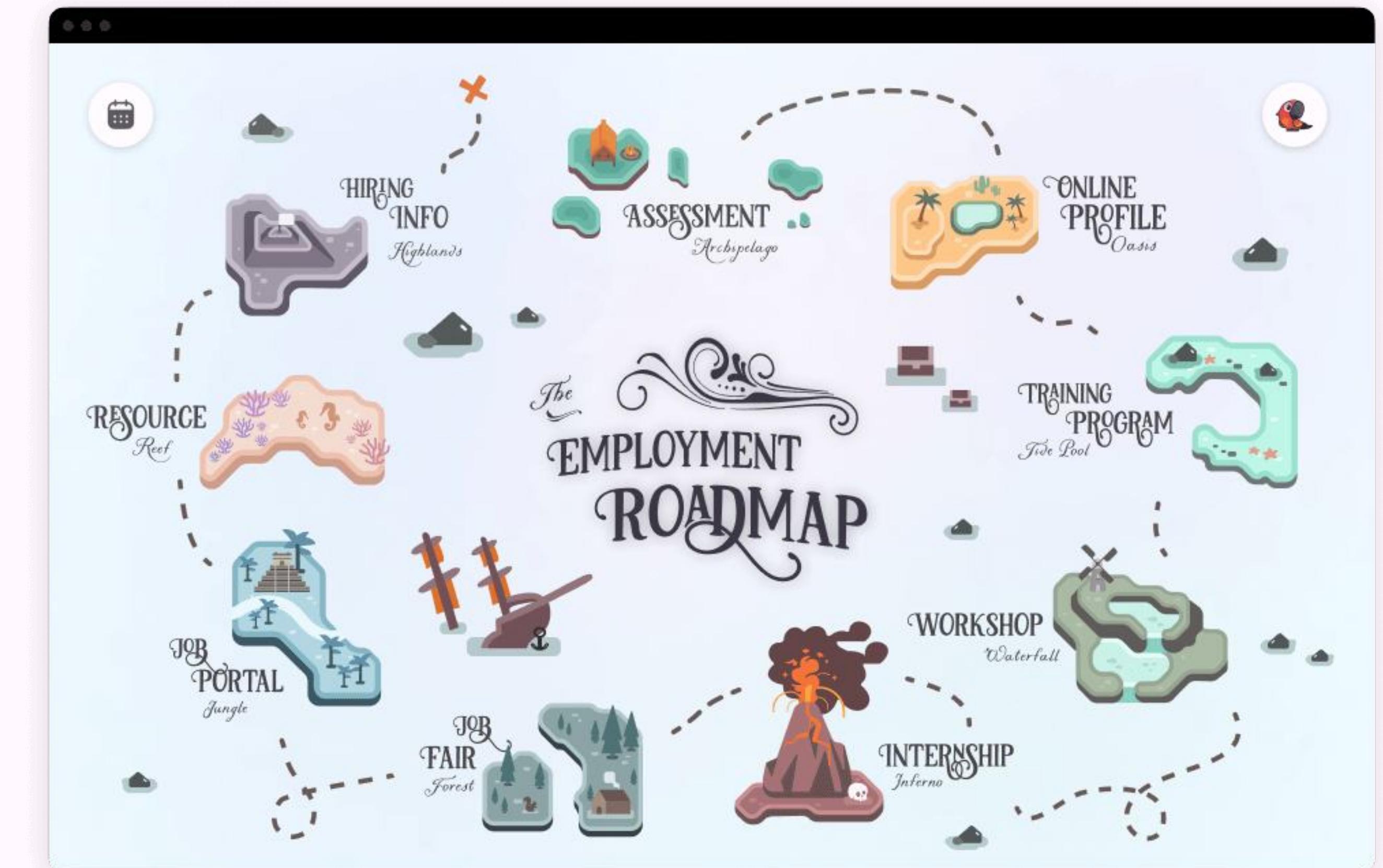




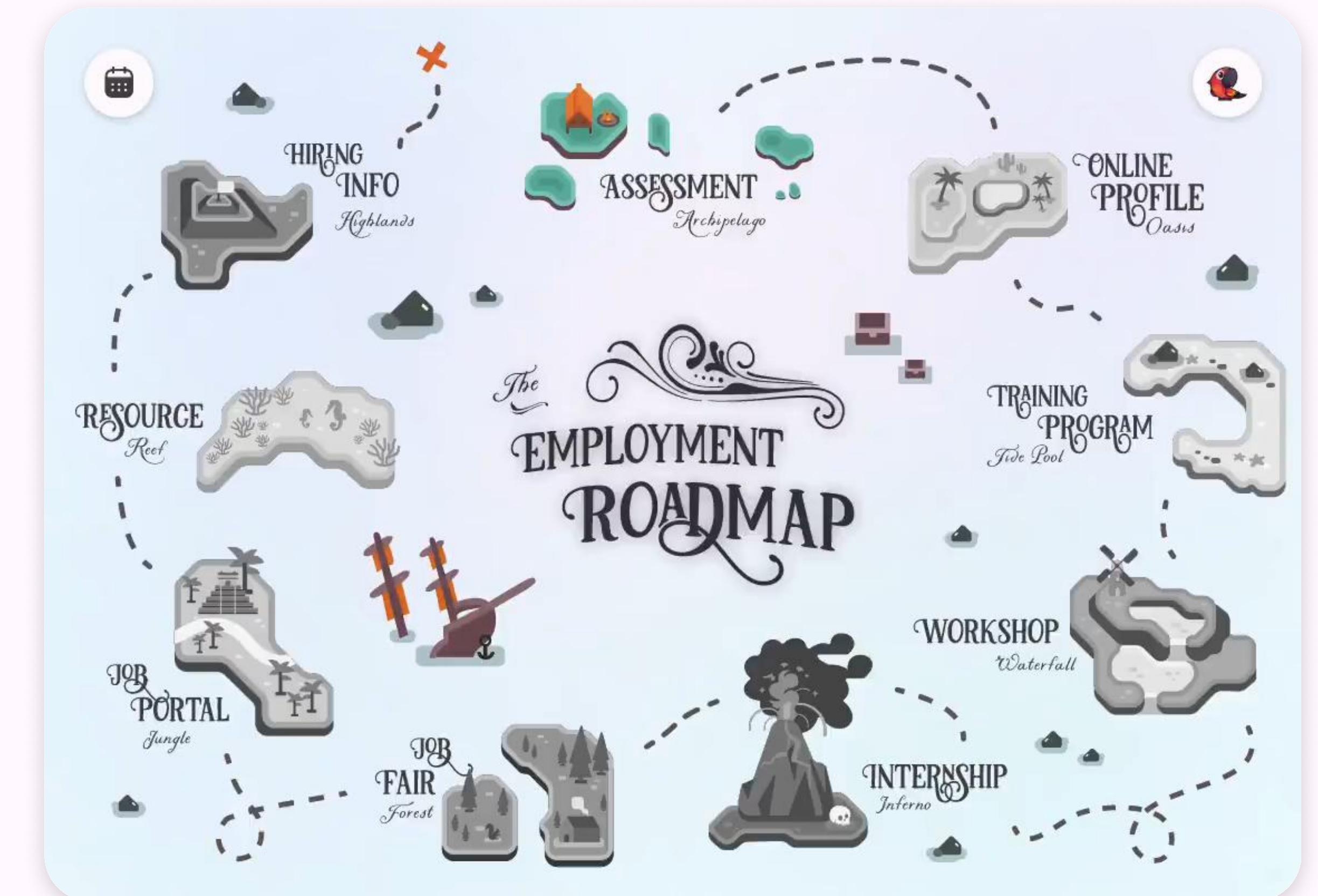
Final Designs

- A** Employment Roadmap
- B** Roadmap Details
- C** Profile Page
- D** Responsive Design
- E** Style Guide

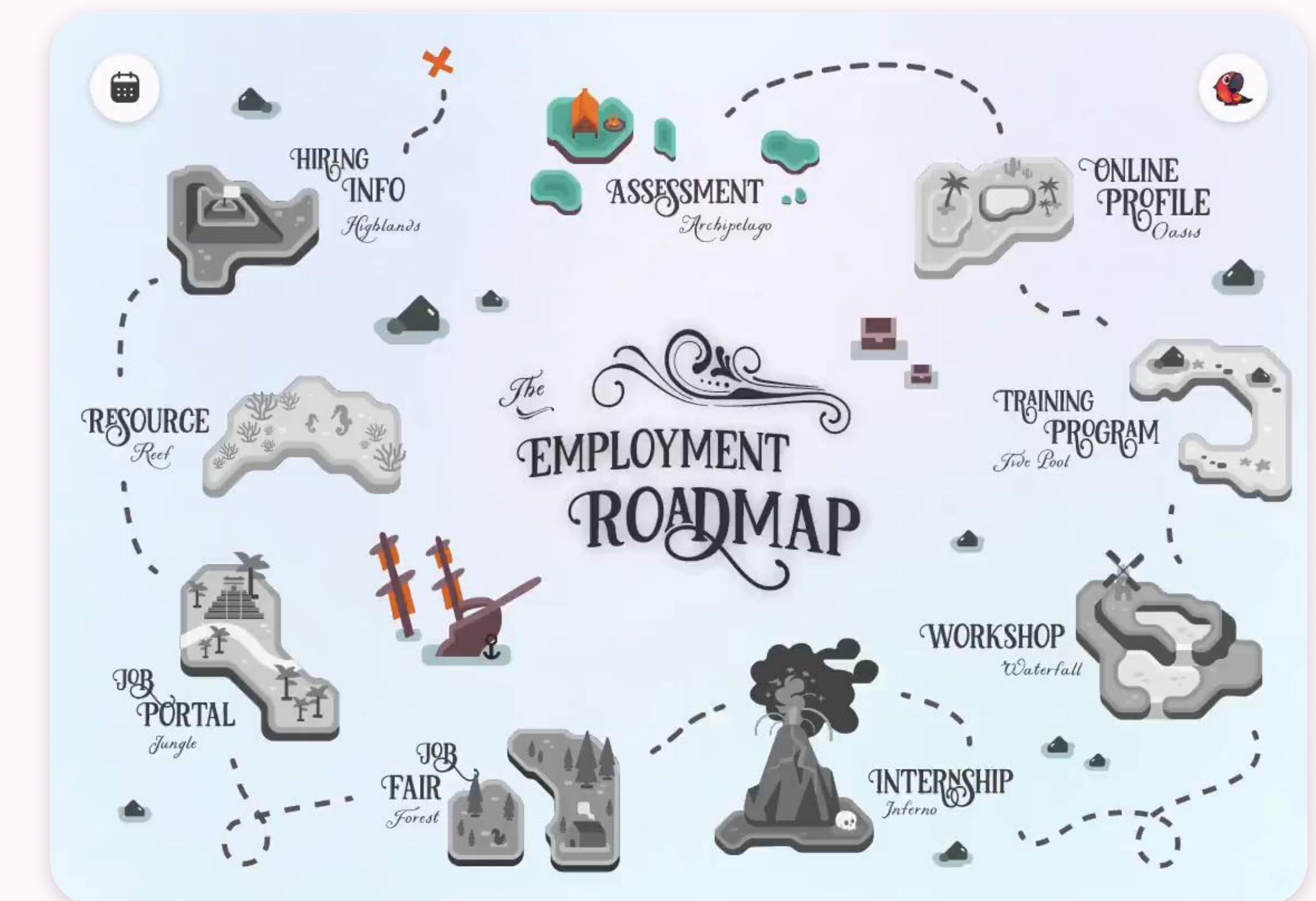
Employment Roadmap



Roadmap Details



Profile Page



Responsive Design



Style Guide

TYPOGRAPHY

ISLAND HEADINGS

PIRATES / 56PX

ISLAND SUBHEADINGS

PIRATES / 48PX

Island Descriptions

LIESEL PRINTED / 32PX

Body Text

MONTSERRAT REGULAR / 16PX

Labels

MONTSERRAT BOLD / 12PX

COLORS



BUTTONS



FORMS



LABEL

Content

Checked Item

Unchecked Item





Impact

A Outcomes

B Reflections

Outcomes

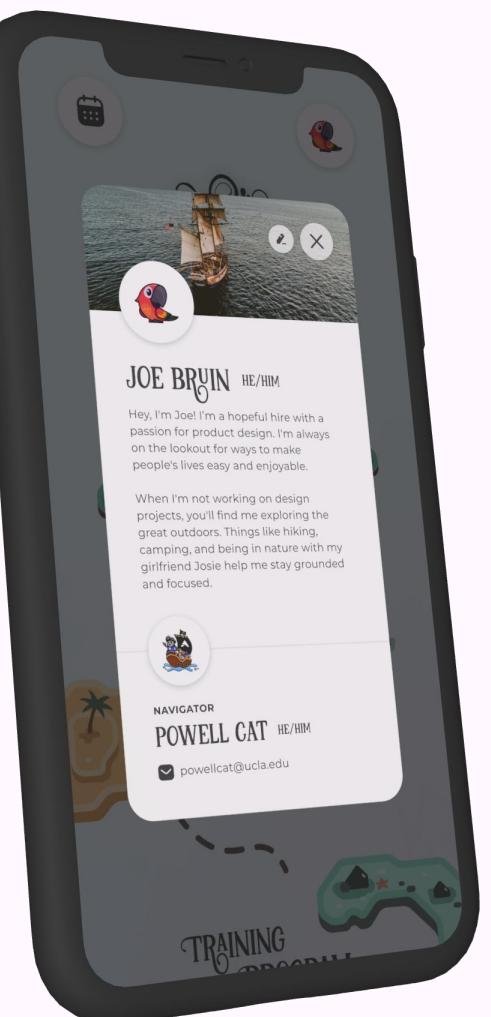
“The new website’s worlds apart from the old spreadsheet... It looks so much better, and it’s a lot easier to navigate!”

— Niko, TCW Navigator



81.6%

increase in user satisfaction
after unveiling the roadmap
redesign



2,500

jobseekers who've found
employment with the help of
the roadmap



800

jobseekers now using the
roadmap at any given time

Reflections

1 Design can take many forms.

Creating this gamified interface gave me a chance to explore something that I had yet to previously delve into. Now that I've gotten a taste, I've found myself much more willing to experiment and take risks in my design work!

2 Keep an organized design file.

This project helped me realize that in many ways, design is more about working smart than working hard (although I'd like to think I am doing both!)



Thank you!
Any questions?