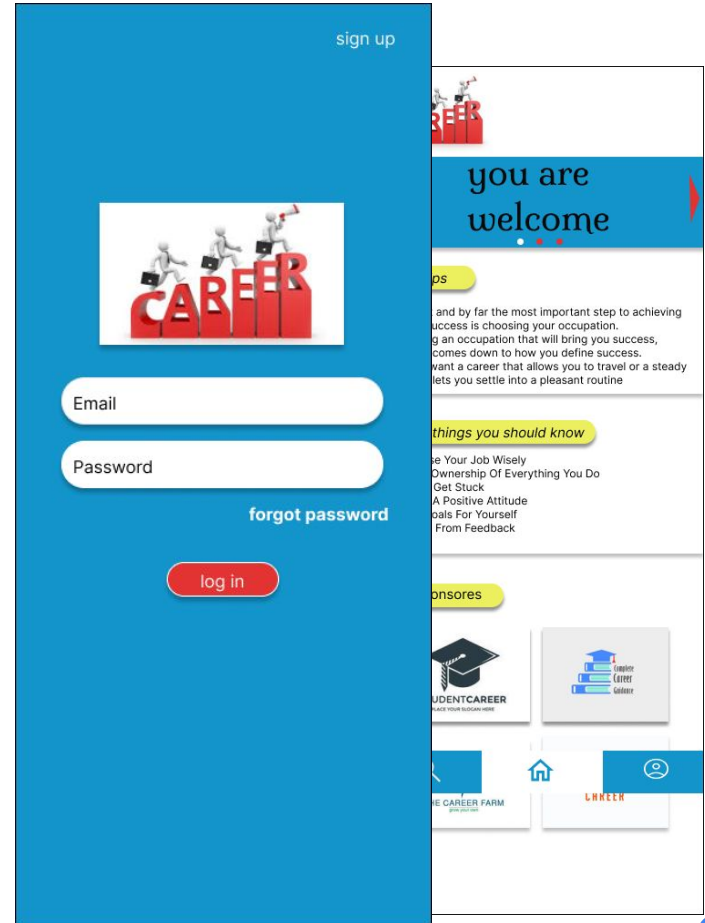# Career App

Nwako Timothy

Project overview

The product:

The Career App is designed to help any Adult that is about starting a Career and doesn't know how to go about it . the app design is filled with features that help the user to search for jobs and also career tips

Project duration:

April 22nd 2022 - 29th 2022

Google

Project overview

The problem:

There are Adults that constantly look for jobs and always have to move from one place to another for interviews, this App would make things easier , with just a click of a button users can apply for jobs that interest them

The goal:

To make the app easy to use and to also make it accessible

Google

Project overview

My role:

IUX designer leading the app and responsive website design from conception to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

Google

User research: summary

I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many Apps are overwhelming and confusing to navigate, which frustrated many target users. This caused a normally enjoyable experience to become challenging for them.

Persona 1: **Jude mon**

Problem statement:

Jude mon is a Recent grad who needs a way to search for jobs because he wants to build up his career

"It would be so cool if in can just get a job without having to always step out of the house"

Goals
- Search for job
- Search for tips
- Information that would help his career

Frustrations
- Struggle to use most available app
- Available apps don't have recent information

Jude mon

Age: 22
Education: Computer science
Hometown: Enugu
Family: Single
Occupation: non

Jude is a recent graduate of computer science who is looking for ways to starting a career in web development he doesn't know how to apply for jobs so he is looking for an app that would make his search easier

Google

User journey Map

[created a user journey
map of jude using the site
to help identify possible
pain points and
improvement opportunities

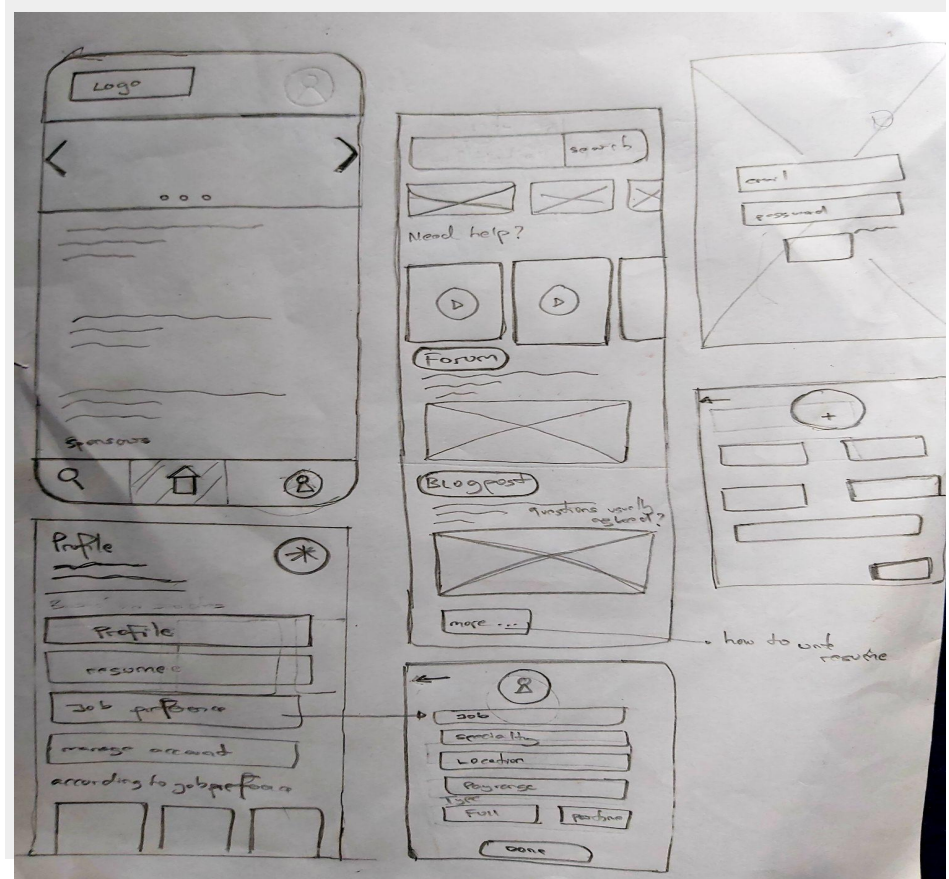**Persona: Jude mon**

Goal: Insert goal

ACTION	Click on search	Click on profile	Set profile	Return back home
TASK LIST	Tasks A. click on search B. scroll down	Tasks A. click on profile B. click on set profile	Tasks A. click on cancel or save	Tasks A. go back to home screen
FEELING ADJECTIVE	Confused on how to start	Confused at first but completed task	Overwhelmed	satisfied
IMPROVEMENT OPPORTUNITIES	Create login screen for easy start up	Place profile button at the bottom left	non	Make key buttons align at the bottom

Google

Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the journey map. My focus was specifically on **Log in screen and Profile icon**

Starting
the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the career app. These designs focused on searching and creating profile
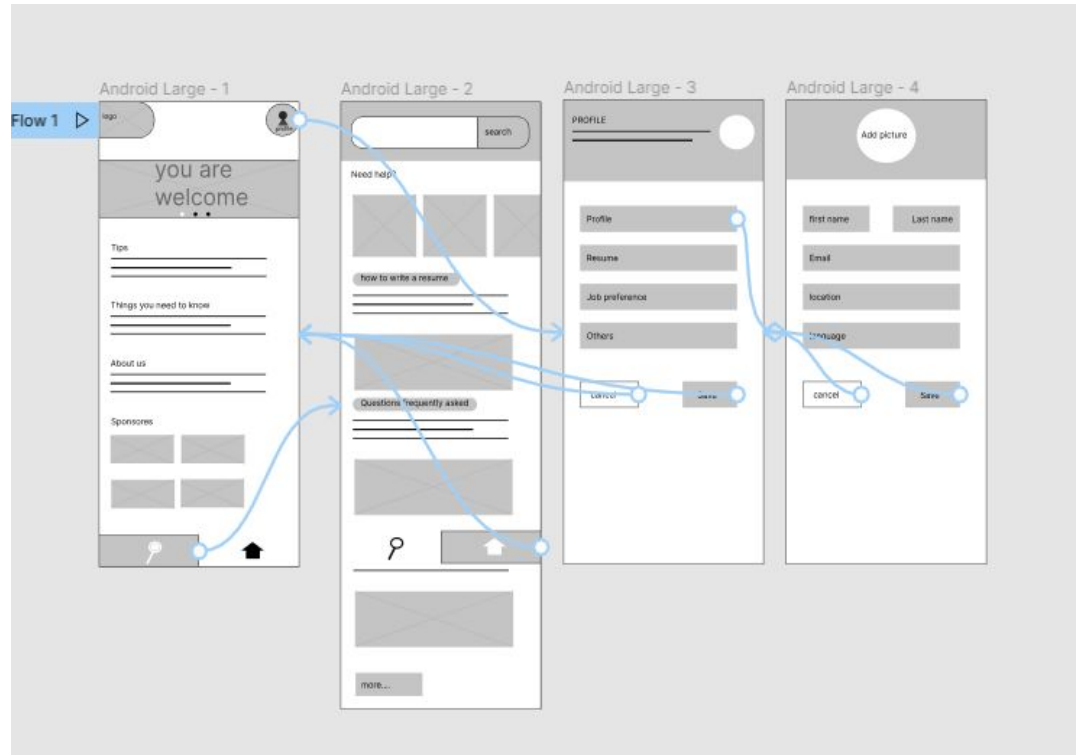

user s are able to create a profile

Tips

Things you need to know

About us

Sponsores

User can search for career info and jobs

Google

Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing an item about to expire and using it in a recipe.

https://www.figma.com/proto/Nn1yLvJAxYEt8fUPMM7J7r/Untitled?node-id=1%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2&show-proto-sidebar=1

Usability study: parameters

Study type:

Unmoderated usability study

Location:

Nigeria, remote

Participants:

5 participants

Length:

30-60 minutes

Google

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Log in screen

Users want a log in screen to ensure their account is safe.

2

Profile icon

User wants profile icon to be placed in a more accessible position

Google

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Based on the insights from the usability studies, I applied design changes by creating a log in screen

sign up

CAREER

Email

Password

forgot password

log in

Google

Mockups

Additional design changes
included changing the
position of the profile icon

Mockups

Login Screen

sign up

Email

Password

forgot password

log in

Welcome Screen
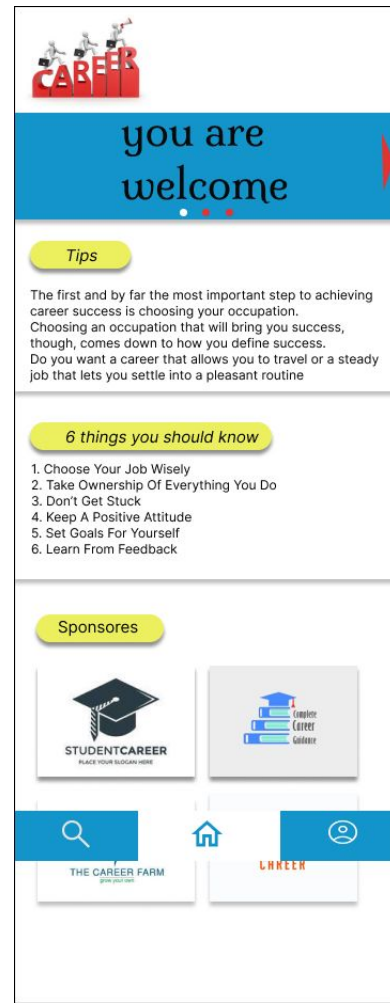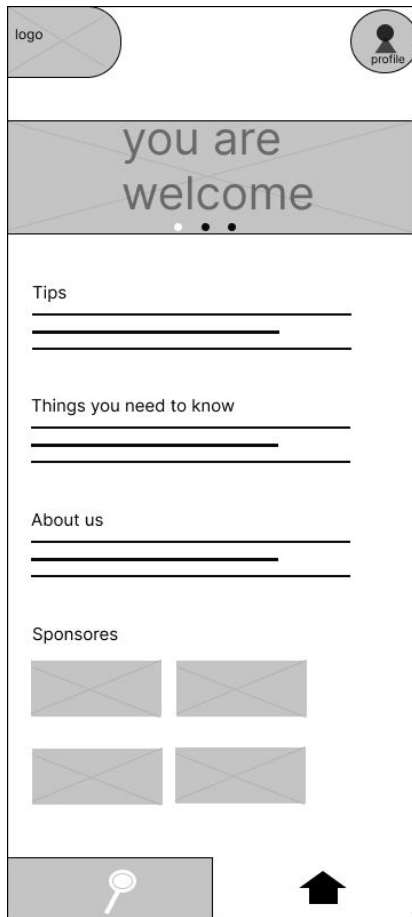
you are welcome

Tips

The first and by far the most important step to achieving career success is choosing your occupation.
Choosing an occupation that will bring you success, though, comes down to how you define success.
Do you want a career that allows you to travel or a steady job that lets you settle into a pleasant routine

6 things you should know

1. Choose Your Job Wisely
2. Take Ownership Of Everything You Do
3. Don't Get Stuck
4. Keep A Positive Attitude
5. Set Goals For Yourself
6. Learn From Feedback

Sponsores

STUDENTCAREER
PLACE YOUR SLOGAN HERE

Complete Career Guidance

THE CAREER FARM
grow your own

CAREER

Profile Menu Screen

PROFILE:
Maxwell Bush
Maxwell Bush@gmail.com

Profile

Resume

Job preference

Others

log out

Edit Profile Screen

first name

Last name

Email

location

language

cancel

Save

Google

High-fidelity prototype

https://www.figma.com/proto/Nn1yLvJ
AxYEt8fUPMM7J7r/Untitled?node-id=33
%3A2&scaling=scale-down&page-id=0
%3A1&starting-point-node-id=33%3A2
&show-proto-sidebar=1

The high-fidelity prototype followed the
same user flow as the low-fidelity
prototype, including design changes made
after the usability study.

Google

Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers..
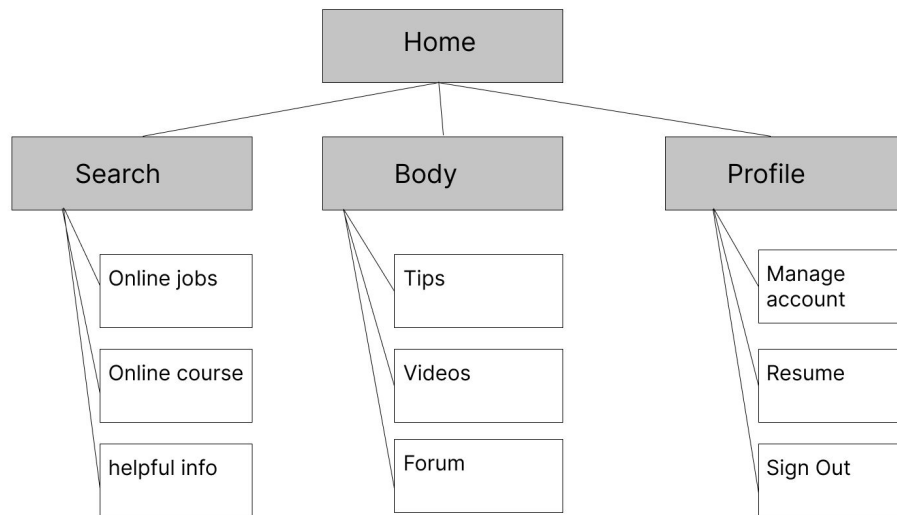
2

Initial focus of the home screen on personalized recommendations help define the primary task or action for the user..

Google

Responsive Design

- Information architecture
- Responsive design

Google

Sitemap

With the app designs completed, I started work on designing the responsive website. I used the career app sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.

Home

Search | Body | Profile

Search:
- Online jobs
- Online course
- helpful info

Body:
- Tips
- Videos
- Forum

Profile:
- Manage account
- Resume
- Sign Out

Responsive designs

The designs for screen size variation included mobile, and desktop. I optimized the designs to fit specific user needs of each device and screen size.

Google
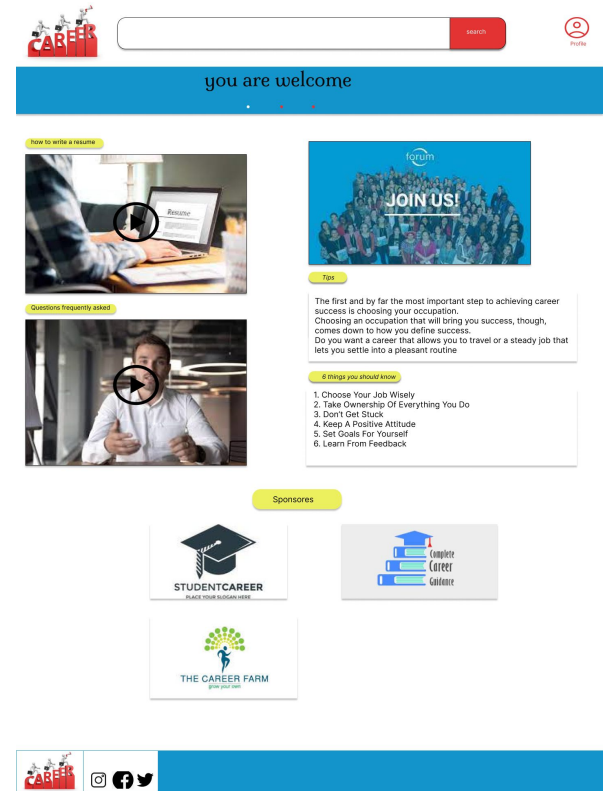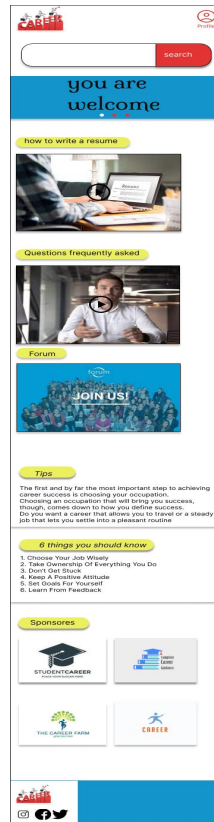
Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

I am able to help users find job much easier

What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

Google

Next steps

1

Conduct research on how successful the app is in reaching the goal

Google

Let's connect!

Thank you for your time reviewing my work on the career App If you'd like to see more or would like to get in touch, my contact information is provided below.

Email: timothynwako@gmail.com

Google