

# Usability Study Report for Indeed Jobs App, iOS version

March 13, 2017

Prepared by:

Don Flora, Alec Olschner, Tucker Standlee

# CONTENTS:

<b>1. Overview .....</b>	<b>3</b>
<b>2. Methodology .....</b>	<b>6</b>
<b>3. Findings and Recommendations ....</b>	<b>11</b>
<b>1: Account and Resume Creation .....</b>	<b>11</b>
<b>2: Search .....</b>	<b>14</b>
<b>3: Job Application .....</b>	<b>18</b>
<b>4: Job Management and Tracking .....</b>	<b>20</b>
<b>5: Overall Experience .....</b>	<b>22</b>
• Summary .....	22
• Overall Impressions of the App .....	22
• Users' Expectations .....	23
• Delight .....	25
• Trust .....	26
• Visual Design/Look and Feel .....	27
<b>4. Next Steps .....</b>	<b>29</b>
<b>5. Appendix .....</b>	<b>30</b>

# 1. OVERVIEW

## EXECUTIVE SUMMARY

### Product Description:

Indeed Jobs app is a mobile application that allows users to search for jobs of interest and apply for employment. The app is a mobile version of the congruent Indeed Jobs website. Using the app, users can use a search function to find and sort through various job postings, and may use filter options to refine their search to the desired relevancy. Once a user discovers a job of interest, they have the ability to save the job posting to review later on or to apply for the job right then and there. The app assists with the job search process by allowing users the ability to either create or upload a resume and the ability to organize the history of their previously-viewed and applied-for job postings. The version of the app that was specifically tested was the iOS version for Apple mobile phones.

### Study Description:

Usability testing was performed on February 4, 2017 and February 11, 2017 with participants from two key verticals of target users of the existing Indeed Jobs app for iOS. The focus of the study was to assess user's overall experience and perception of the app in the context of performing key tasks in order to identify what is currently working or not. The recommendations of the report were to inform design decisions in anticipation of an app re-design.

### Summary Statement:

The indeed app is generally well-regarded by users, though they see room for improvement. Participants were mostly able to complete the key tasks related to finding relevant jobs and applying for them, but usability issues were discovered that had negative impacts on the experience. Our goal is to offer guidance on resolving these issues in this report.

### Key Insights:

**Functionality:** Functionality and desirable, existing features are able to be used successfully, but could be expanded and enhanced to allow more flexibility and relevance for users.

**Findability:** Key features and functionality are currently missed due to how they are treated in the UI. Consideration of how the site is architected at a high-level, as well as the global navigation, is recommended in order to allow users to perform key tasks without clicking through multiple screens.

**Look and Feel:** Users want their experience to be straightforward and uncluttered, however more attention to visual design could improve usability, add to delight, and reinforce trust in the app.

**Brand Perception:** Overall, participants found the app to be trustworthy and helpful. However, multiple participants had reservations about sending their resume via Indeed due to the employer's perception of receiving a resume via a job aggregator.

**Cross-platform experience:** Participants voiced that the mobile platform was not preferred for certain key tasks, such as resume creation and writing cover letters. Instead, they would favor the desktop site, and then use the app to search for, and quickly apply to, jobs afterwards.

## STUDY GOALS

We were instructed to answer the following questions:

- a. How is Indeed currently perceived? Do users find Indeed credible? Is it dated looking?
- b. Is Indeed trusted?
- c. What major issues do users encounter in using the app? Is it useful? Helpful? Did Indeed show the right information?
- d. What features are users looking for that are missing? What is the intent flow? Are there any breakdowns for end-to-end experience or pitfalls of the UX?
- e. What should be fixed by priority? What should not be left alone that is currently working?

## RESEARCH QUESTIONS

### **Is the account and resume creation process intuitive and efficient for new users?**

- Does the app provide enough instruction/guidance as the user creates an account and a resume?
- Are there steps in the registration process that get in the way of the user experience? Potentially unnecessary or misplaced?
- Are there aspects of the account/resume creation process that might dissuade the user from continuing with the process?
- Do the options for creating and/or uploading a resume align with the user's expectations and needs?

### **Can the participant efficiently find the job(s) relevant to their search criteria?**

- Can the user find and use the search functionality?
- Are the search results relevant to the user's criteria?
- Can the user find and use the filtering functionality to narrow down search results to better fit their criteria?
- Are the number of filters and types of filters adequate?

### **Is the process of applying for a job intuitive and efficient?**

- Are users able to find where to initiate the application process for a desired job posting?
- Do the multiple ways of applying to a job cause confusion for the user?
- Are users able to successfully complete the application process within the Indeed app?
- Are users able to successfully complete the application process when the app opens an external site where they will complete the application?

### **Is it easy for the user to utilize features that help them manage their job search?**

- Are users aware of functionality that help them manage the job postings they have viewed, saved, applied for within the app?
- Can the user successfully and efficiently manage these job postings based on where they are in the application process?
- Are users aware of functionality that allows the app to notify them when new jobs are posted that are relevant to their previous searches?

- Can the user successfully and efficiently edit preferences about receiving notifications about new relevant job postings?

**Is the overall experience of using the app delightful for the user?**

- How does the user define “delight” in terms of the job application experience?
- What aspects of the app do the users find delightful?
- What improvements could be made to the app to make it more enjoyable to use?

## 2. METHODOLOGY

### METHODS USED:

Data was collected using the following methods in order to answer the research questions. Specific details about the interview questions and tasks can be found in the usability testing kit found in the appendix (pages 32-50):

- **Pre-test Questionnaire.** Given to the participant in order to get participants' initial impressions of the product. The survey is mostly multiple choice questions, and is intended to establish a baseline for the participant's past experience with, and perceptions of, Indeed (via both the Indeed Jobs app and the Indeed.com site). Administered as a Google Form.
- **Moderated Usability Testing.** Each participant was taken through a series of 3 key tasks with the user engaging in "Talk-aloud" protocol. Two tasks had multiple parts that were triggered automatically by the app. Observers watched the participant's actions on a separate monitor, and gathered quantitative data regarding completion rate. Although error rate was initially part of the data collection plan, what counted as an error turned out to be more ambiguous because the tasks were left open-ended in order to better match each individual's actual experience and job search criteria. Therefore, error rates data was not collected. Quantitative data regarding the participant's experience was collected via video recording of the participant's reactions and comments as they completed each task.
- **Post-task Interview.** After each task was completed, the Moderator conducted a brief interview to selectively probe for more information based on observations of the participant completing the task.
- **Post-test Questionnaire/Interview.** After all tasks were completed, the Moderator began with a short survey of three questions on paper using a Likert-like scale. This is intended to give the user some time to reflect upon the experience, and to apply less pressure for them to give a more favorable answer (as they might if interviewed). After the participant finished the survey questions, the Moderator followed up on their ratings in the survey to find out why they chose the ratings they did. Participants were also asked about their perceptions of Indeed and if they had any recommendations for features that were missing or other things that could be improved.

### TASK LIST:

#### TASK #1 – FINDING JOBS

[Starting state: app loading screen, no account logged in]

"You're at lunch and have a few extra minutes. You decide you want to spend them using the Indeed Jobs app to search for jobs. On the app, find and save two mobile-friendly jobs that you might be interested in reviewing more closely later on."

#### TASK #1B – REGISTRATION

[Starting state: automatically prompted by the app]

(This will happen organically when new users attempt to save a job; they will be prompted to register and we will observe that task. Current users can log into the app with their existing account information.)

### **How will we determine completion?**

Participant has saved two jobs, ideally both labelled: “Apply from your phone”

### **Post-task Survey for Task #1**

(potential questions)

- Was there any point in that task where something happened that you didn’t expect?
- If they didn’t select a task that is labelled “Apply from your phone”: What about the two jobs you saved struck you as meeting the criteria of mobile friendly? [be sure to save one of these types of postings]
- Note: Prior to beginning task 2: ensure the app is returned to the home screen

## **TASK #2 – APPLICATION PROCESS**

[Starting state: home screen]

“Upon returning home in the evening, you used the app to take a closer look at the jobs you saved earlier, and now you want to apply for one of them. Using the app, apply for one of the jobs you saved earlier.”

### **TASK #2B – LOADING A RESUME**

[starting state: automatically prompted by the app]

(This will happen organically when new users attempt to apply for a job within the app, they will be prompted to either create an Indeed resume or upload one from an external source and we will observe that task.)

### **How will we determine completion?**

Participant has created/uploaded a resume and applied for a job.

Note: if the participant is uncomfortable actually applying for a job they can stop before actually hitting the apply button and verbalize that they would hit “Apply”.

### **Post-task Survey for Task #2 (potential questions)**

- How did the task go? Did the app work as you expected it to?
- Was there any point in that task where something happened that you didn’t expect?
- Was there any point where you were unsure of how to proceed?
- Why did you choose to input your resume the way you did?
- If they created an Indeed Resume: What are your thoughts about the Indeed Resume?

## **TASK #3: MANAGING THE JOB SEARCH PROCESS**

[starting state: home screen]

“Now that you have applied to at least one job, organize the jobs you have found and/or applied to.”

### **How will we determine completion?**

The participant successfully navigates to the “My Jobs” tab on the homepage and is able to show or articulate how to sort postings based on the part of the application process they fit into.

Note: If a user was not comfortable actually applying to the job, they can still move a job posting into the “Applied” category, even if they didn’t actually hit “Apply”.

### **Post-task Survey for Task #3**

(potential questions)

- How did the task go? Did the app work as you expected it to?

- How would you classify the usefulness of this type of feature to help with your job search?
- Were there any parts of this feature that surprised you? ...confused you? ...you found enjoyable?

## DATA ANALYSIS:

### Quantitative Data:

Task completion data was compiled for each task to give an overall picture of the success of the app. Additionally, data points from each of the Likert-like scales were averaged over the entire participant group as well as split out by vertical and experience level to find any patterns in the responses that would help illustrate the participants' overall perceptions and experience with the app. Findings based on these data will be presented in this report.

### Qualitative Data:

Notes about user actions, issues, and feedback from the usability testing sessions were transcribed into a Trello board and initially organized by participant. Each note was coded to identify the overarching usability issue or pertinent task and then the Trello board was reorganized by issue/task to identify commonalities between participants. Common issues pointed towards key findings that will be presented in this report.

## PARTICIPANTS PROFILES:

We tested eight participants total, primarily in Indeed's two main verticals of healthcare and logistics, as requested. Of the eight tested, four participants were in healthcare, three were in the logistics, and we had one replacement participant who was an Executive Assistant at a tech startup.

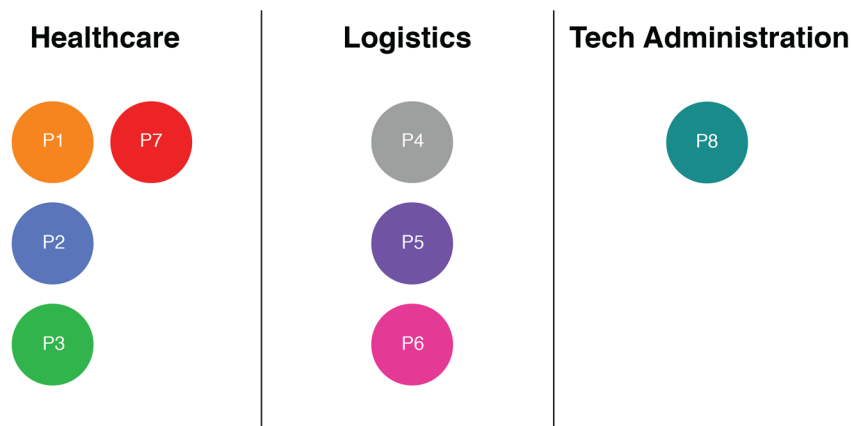


Figure 1: Participants by vertical.

When screening the participants, we made sure they fulfilled the requirement of having two or more years in their chosen field, as the focus of the study was on more established job seekers. Similarly, we screened for job seekers who were interested in finding a full-time, salaried position, as opposed to part-time or contract work. Only one participant we tested reported interest in full-time, hourly work.



Our participant selection was also weighted toward current or recent job seekers. The majority of our participants were either currently looking for a job, or had browsed job listings within the last six months. Only one participant reported having searched for a job over six months ago.

Wherever possible, we sought to include participants with an international focus in the mix. One of our participants (Eun, P8) had recently moved back from Korea, and another (Walter, P6) had studied and worked in Taipei previously.

Additional screening criteria included ownership of an iPhone, or at the very least familiarity using the iOS platform we were testing on.

While we also recorded information on our participant screener for gender, age and salary, we did not use these as excluding factors in selecting our participants. The screener questions may be viewed in their entirety in the test kit included in the appendix of this report (pages 32-34). The appendix also contains a Participant Profiles section (page 51-58), which includes each participant's answers to the screener questions, as well as their answers on the pre-test survey and post-test, likert-like scale questions.

In the pre-test survey, we asked more specific questions around the participants' job search habits and captured whether the participants' had experience with Indeed.com and the Indeed Jobs app. If the participant had never used Indeed.com or the Indeed Jobs app, we rated them as "not at all experienced." If the participant had past experience with Indeed.com, but no past experience with the Indeed Jobs app, we rated them as "somewhat experienced." And lastly, if the participant had past experience using the Indeed Jobs app, we rated them as "very experienced."

The matrix below shows all eight participants plotted by vertical and experience level with Indeed.com and the Indeed Jobs app. As you can see, the participants were pretty well distributed across these two factors.

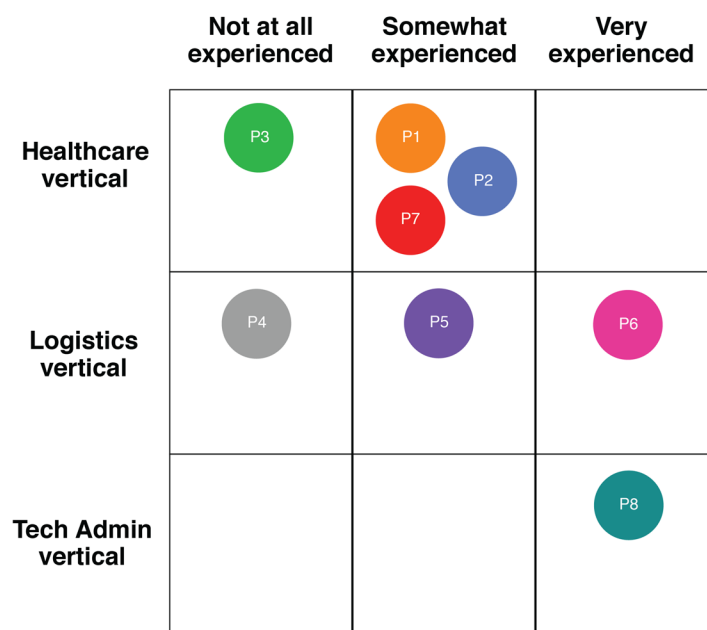


Figure 2: Participants by vertical and experience level.

# MAPPING RESEARCH QUESTIONS, TASKS, DATA, AND ANALYSIS

The table below summarizes how the research questions for this study have been mapped to the key tasks that participants were asked to complete and the data collected for each task.

Research Question	Task	Data	Type	Collection	Planned Analysis
Can the participant efficiently find the job(s) relevant to their search criteria?	Task #1 – Finding Job Postings “... On the app, find and save two mobile-friendly jobs you might be interested in reviewing more closely later on.”	Task Completion	Objective/quantitative	Observation	Completion rate
		Errors Tally	Objective/quantitative	Observation	Descriptive stats (mean, median, min, max)
		Overall User Experience	Subjective/qualitative	Post-task questions	Code notes for patterns
Is the account and resume creation process intuitive and efficient for new users?	Task #1b – Registration [This task will happen organically once the user tried to save a job. This task does not apply to existing users.]	Task Completion	Objective/quantitative	Observation	Completion rate
		Errors Tally	Objective/quantitative	Observation	Descriptive stats
		Overall User Experience	Subjective/qualitative	Post-task questions	Code notes for patterns
	Task #2b –Resume Upload/Creation [This task will happen organically once the user tries to apply for a job. This task might not apply to existing users.]	Task Completion	Objective/quantitative	Observation	Completion rate
		Errors Tally	Objective/quantitative	Observation	Descriptive stats
		Overall User Experience	Subjective/qualitative	Post-task questions	Code notes for patterns
Is the process for applying for a job intuitive and efficient?	Task #2 – Application Process “...Using the app, apply for one of the jobs you saved earlier.”	Task Completion	Objective/quantitative	Observation	Completion rate
		Errors Tally	Objective/quantitative	Observation	Descriptive stats
		Overall User Experience	Subjective/qualitative	Post-task questions	Code notes for patterns
Is it easy for the user to utilize features that help them manage their job search?	Task #3 –Managing the Job Search Process “Now that you have applied to at least one job, organize the jobs you have found and/or applied to.”	Task Completion	Objective/quantitative	Observation	Completion rate
		Errors Tally	Objective/quantitative	Observation	Descriptive stats
		Overall User Experience	Subjective/qualitative	Post-task questions	Code notes for patterns
Is the overall experience of using the app delightful for the user?	[This question will answers based on all data collected during the other tasks as well as the post-testing interview]	Participant Expectations Met?	Subjective/ Quantitative, qualitative	Likert-like scale & interview	Averages of scale rating, coded notes
		Delightful & Enjoyable?	Subjective/ quantitative, qualitative	Likert-like scale & interview	Averages of scale rating, coded notes
		Is the app trustworthy?	Subjective/ quantitative, qualitative	Likert-like scale & interview	Averages of scale rating, coded notes
		Impressions of the app/brand	Subjective/ qualitative	Interview questions	Code notes for patterns, affinity diagram

Figure 3: Data Taming Table aligning research questions, tasks, data, and analysis

# 3. FINDINGS AND RECOMMENDATIONS

## 1: ACCOUNT AND RESUME CREATION

**Summary:** We observed across the board that users did not prefer to input their resume via the app, but rather they preferred to upload it or input it via their computer. This is attributed to difficulties accessing existing resumes from their phone, as well as challenges in typing and previewing on a mobile device. Because typing on mobile is more prone to error, and presenting a flawless resume to potential employers is important to users, this is worthy of consideration. If users were enabled to set up multiple different versions of their resume initially, it could help to further automate and promote the application process via the app.

### ACCOUNT CREATION / LOGIN

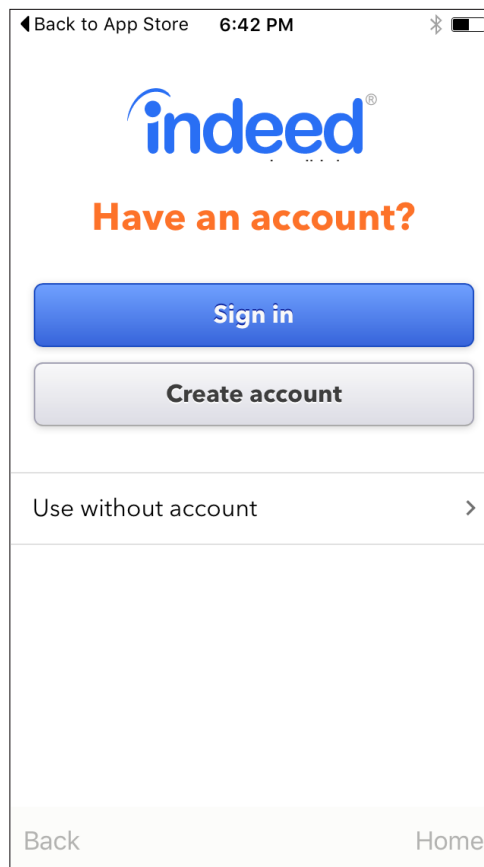


Figure 4: Indeed Jobs for iOS initial screen

#### Task Completion:

8/8 participants successfully created an account or logged in.

- 2/8 participants created an account or signed in from the initial screen of the app.
- 1/8 participants signed in with her existing Indeed account (P8).
- 6/8 participants chose the path "Use without account" and created an account when prompted during the saving two jobs task.

**FINDING:** Signing in and creating an account are currently not presenting any problems for the user.

## RESUME CREATION

### Task Completion:

- 6/7 participants successfully created a resume using their preferred method.
- One participant (P8) logged in with her resume already created and is therefore excluded.
- One participant (P1) would have liked to upload from OneDrive, instead attempted to upload via email, but eventually gave up and created a resume using her phone.

**FINDING:** Formatting and how the resume ultimately looks is important to the user.

"For someone who thinks that you put a lot of time into a resume, and how it looks, you don't want to tamper with it, so why re-create it and spend all that time?"

-Mat, Lab Assistant III (P7)

- 5/8 participants expressed concern with how their resume would appear to a potential employer.

**FINDING:** Users do not want to enter their resume on their phones, but would prefer uploading it, or entering it, on the desktop platform.

- 4 of 8 participants would upload their existing resume.
- 5 of 8 participants stated that creating a resume on the phone was not ideal.

Video has been redacted for the privacy of our participants.  
Please reach out at [tucker.standlee@gmail.com](mailto:tucker.standlee@gmail.com) if you are interested in viewing these videos.

Video 1: Emily (P1) attempts to upload her resume via OneDrive.

**FINDING:** Users would like to have multiple resumes and cover letters that they could customize for different jobs.

- 2 of 8 participants requested to have multiple versions of their resume that they had tailored to specific jobs or positions.

Video has been redacted for the privacy of our participants.  
Please reach out at [tucker.standlee@gmail.com](mailto:tucker.standlee@gmail.com) if you are interested in viewing these videos.

Video 2: Eun (P8) expresses the desire to save multiple versions of her resume.

**RECOMMENDATIONS:**

In the app, signal users that they are also able to create or upload their resume via the desktop website.

- e.g.: Push notification/pop-up in the app:  
“Did you know that you could also create a resume on indeed.com?”
- Enhance the resume functionality that currently exists to allow users to upload/save multiple versions of their resume.

## 2: SEARCH

### Task Completion:

- 8/8 participants successfully searched for two jobs and saved them.

**Summary:** We observed that users like the fact that the app returns so many results for them, but that they were frustrated by receiving results that were not relevant, and by the challenge of sifting through results to find jobs that truly matched their criteria. While filtering would seem to be an obvious tool to help in this regard, most users did not interact with the filters at all. This is attributed to a number of factors including findability, perceived usefulness, and filtering options offered.

“I prefer to let my brain do the filtering.”

-Susan, Logistics Administrative Manager (P4)

**FINDING:** Users were impressed with the quantity and specificity of some of the search results they received from the app.

- 4 of 8 participants were impressed by the number and relevance of job postings related to their search.

Video has been redacted for the privacy of our participants.  
Please reach out at [tucker.standlee@gmail.com](mailto:tucker.standlee@gmail.com) if you are interested in viewing these videos.

Video 3: Natalie (P2) expresses her delight with the specificity of search results in her field.

**FINDING:** Users would like to have the search experience customized more specifically to meet their individual needs.

- 7 of 8 participants expressed frustrations or concerns with the search task, offering suggestions on how to improve it.
- At least one participant requested to be able to filter by healthcare vertical from the start in order to receive more relevant results immediately.

Video has been redacted for the privacy of our participants.  
Please reach out at [tucker.standlee@gmail.com](mailto:tucker.standlee@gmail.com) if you are interested in viewing these videos.

Video 4: Emily (P1) talks about wanting to filter search results by vertical.

**FINDING:** Users do not generally engage with the filtering functionality in the job search process, though there is a clear need for more accurate results.

- 6 of 8 participants did not engage with the filter during the job search process.
- At least one participant stated that they did not notice the filter button at all.
- 2 of 6 participants were worried that by filtering, they would exclude appropriate job postings.

**FINDING:** Sponsored postings were a pain point for users.

- At least one user stated that she was confused by the Sponsored posting text appearing too closely in color and position to the “Apply from your phone” text.
- At least one user stated that she skipped the Sponsored posting after clicking into them too many times and finding them to be “too old” to be relevant
- At least one user stated that his “biggest frustration” with Indeed was that the same sponsored postings showed up repeatedly, leading him to believe that there were no new search results, or that all results were repeating.

Video has been redacted for the privacy of our participants.  
Please reach out at [tucker.standlee@gmail.com](mailto:tucker.standlee@gmail.com) if you are interested in viewing these videos.

Video 5: Graham (P5), Eun (P8), Susan (P4) share their impressions of Sponsored postings.

**FINDING:** Though there is interest in company reviews, users do not generally engage with the company reviews section of the app, because it is difficult to find.

- 3 of 8 participants expressed a desire for company reviews in evaluating potential employers.
- 7 of 8 participants did not click into the “company” section of the app while searching.

Video has been redacted for the privacy of our participants.  
Please reach out at [tucker.standlee@gmail.com](mailto:tucker.standlee@gmail.com) if you are interested in viewing these videos.

Video 6: Walter (P6) discusses wanting to read company reviews, then discovers this feature.



**RECOMMENDATIONS:**

- Improve the search results algorithm to incorporate more specific data from the user's resume, thereby prioritizing more relevant search results based upon their work experience, education, and qualifications.
- To ensure filtering functionality is findable, visually differentiate the filter button more than it is currently. Changing position and color is suggested.
- To increase usefulness of search, add filtering by industry/vertical, as well as finer distance controls.
- Better integrate the Company Reviews section within the app from a UI perspective. Signal to users, perhaps via an onboarding feature, that the content exists.

### 3: JOB APPLICATION

#### Task Completion:

6/8 participants successfully applied to a job via the Indeed app

- 2/8 participants attempted to exclusively apply to an external job listing which would be testing the application process of a different site.

**Summary:** We observed that a considerable number of participants had reservations about sending their resume via Indeed, due to the perception potential employers would have receiving an application via a job aggregator. There was also considerable confusion that all job listings were not the same in terms of the application process.

“This is one place where it would be a lot easier at least on a tablet with a keyboard if not a full desktop because typing a lot on mobile is very error prone.”

-Emily, Program Manager - Virtual Health (P1)

**FINDING:** Users are hesitant to apply via Indeed, due to concerns about applying via a job aggregator site.

- 3 of 8 participants felt that hiring managers might have negative perceptions of Indeed applications because it is so easy to apply via a job aggregator, and it might imply that the applicant did not research the company as thoroughly as if they had applied directly at the employer’s site.
- At least one participant expressed concern that the employer would be flooded with applications, and their application would be lost in the pile.

Video has been redacted for the privacy of our participants.  
Please reach out at [tucker.standlee@gmail.com](mailto:tucker.standlee@gmail.com) if you are interested in viewing these videos.

Video 7: Emily (P1), Tiffany (P3) and Graham (P5) discuss possible employer perceptions of applying via job aggregator sites.

**FINDING:** Users found the experience of applying to a job on an external site via Indeed to be confusing.

- 5 of 8 participants attempted to apply for a job through an external account.
- 3 of the 5 participants who attempted to apply via an external account expressed dislike of having to create a new account and fill out information on the mobile device due to the time commitment.
- 2 of 8 participants were confused by labeling postings as “Apply from Desktop.”
- 3 of 8 participants had a hard time navigating back to the postings/search from the external site, attempting to press the disabled ‘back’ button.

Video has been redacted for the privacy of our participants.  
Please reach out at [tucker.standlee@gmail.com](mailto:tucker.standlee@gmail.com) if you are interested in viewing these videos.

Video 8: Susan (P4) discusses her experience with trying to apply on an external site.

**FINDING:** The ‘apply from my computer’ button and ‘apply from your phone’ designator are confusing to users.

- 2 of 8 participants were confused by what “Apply from my computer” button meant and what the expected action would be.

**FINDING:** Users wanted to have multiple, customized cover letters saved to the app to choose from.

- 2 of 8 participants expressed wanting to be able to save and attach or copy/paste different cover letters into the app.
- 3 of 8 expressed that typing out a cover letter on a mobile phone was not ideal.

#### **RECOMMENDATIONS:**

- Signal to users in advance that they will be taken to an external site to apply for that specific job (via symbol on the UI perhaps).
- Educate the user in advance about the different types of job postings (apply from app, apply on external site, etc.) work. This could be done via access to a help feature, or a ‘did you know that..?’ pop-up at the appropriate time.
- Better frame the external site so that users will understand they are still in the Indeed app, but completing the application on the employer’s site.
- Frame the external site in a way that makes it clear how to navigate back.
- Make it clear to the user what their final application will look like once it is sent to the employer.
- Allow the user the option to apply in a way that does not signal to the employer that the application originated from Indeed, and communicate that this option is available clearly to the user.
- Allow users the option to upload multiple, customized cover letters.

## 4: JOB MANAGEMENT AND TRACKING

**Summary:** There is a divide in the users' perception and usage of the tracking features. Either they found the features to be useful and supportive, or they expressed that they would not use them at all. The divide seemed to occur based upon whether they were more advanced in their careers (ie management positions where they might apply for fewer jobs that matched their select criteria), as opposed to users in earlier stages of their careers, who were more likely to apply to many jobs and be open to guidance.

"I guess if you're applying to a lot of stuff it would be helpful for sure... I don't know if I would ever use them... I feel like I would just remember."

-Susan, Logistics Administrative Manager (P4)

"I haven't really used it in the past to be honest but after seeing it presented like this I think it's a valuable tool."

-Graham, Logistics Account Analyst and Customer Service Manager (P5)

**FINDING:** Users were divided on whether they found the job management and tracking features useful.

- 5 of 8 participants said they found the functionality useful after becoming familiar with it.
- 2 of 8 participants said they would never use it.

**FINDING:** The 'My Jobs' section was difficult for users to navigate to, and it was not intuitive for them to understand how it worked.

- 6 of 8 participants had some level of trouble initially understanding the format and functionality of the "My Jobs" portion of the app.
- 4 of 8 participants were initially confused about how to find their saved jobs beyond the most recent saved job that was shown on the Home screen.
- 3 of 8 participants were confused and could not initially determine if their jobs were sorted automatically by the app, or if they had to sort them themselves
- 3 of 8 participants were unsure what the term "archive" meant and were unsure of how it should be used.
- At least one user expressed frustration on not being able to delete a job, only to archive it.

Video has been redacted for the privacy of our participants.  
Please reach out at [tucker.standlee@gmail.com](mailto:tucker.standlee@gmail.com) if you are interested in viewing these videos.

Video 9: Tiffany (P3) navigates around in the "My Jobs" section of the app.

**RECOMMENDATIONS:**

- Re-architect this section of the app so that it is more browsable and requires less clicks to view the different categories.
- On-board the user to how this section functions by providing optional guidance or pop-up notifications to guide them as to how the functionality works.
- When a user saves a job, make it more obvious where it can be found.
- Redesign the current treatment of the featured saved job on the home screen, so that the user can easily link to the full list.
- Make navigating to “My Jobs” possible from any screen using a persistent navigation such as a navbar or user avatar to take them to their home screen.
- Make it easier for users to delete (as opposed to archiving) jobs that are no longer applicable or valuable to them, such as jobs that they interviewed for and did not get.

## 5: OVERALL EXPERIENCE

**Summary:** Users find the Indeed Jobs app to be usable and regard it favorably. They appreciate that their experience using the app is straightforward and uncluttered. Opinions indicate that users might perceive the experience of job searching as task-oriented, and therefore inherently not fun or enjoyable, setting a low bar for their expectations around delight. Still, the qualitative data gathered from interviewing participants indicates there is room for improvement in most areas.

If Indeed were a person it would be “a Professor, dressed up, giving you the opportunity to learn or gain skills..”

-Mat, Lab Assistant III (P7)

One of the final questions in the post-test interview was a more open-ended, abstract question intended to explore brand perception and overall experience. The following video highlights some of the ways users responded when asked what Indeed would be like if it were a person:

Video has been redacted for the privacy of our participants. Please reach out at [tucker.standlee@gmail.com](mailto:tucker.standlee@gmail.com) if you are interested in viewing these videos.

Video 10: Susan (P4), Natalie (P2), Tiffany (P3), Walter (P6) share their thoughts about Indeed.

### OVERALL IMPRESSIONS OF THE APP

At the beginning of the post-testing interview, participants were surveyed via three likert-like survey questions about how the experience of using Indeed Jobs.

- met their expectations
- was perceived as delightful/enjoyable
- rated in terms of trust

The exact survey questions may be found within the Test Kit in the appendix of this report (page x).

The chart below (figure 5) shows the mean of all participants’ responses on the three questions, which was largely favorable.

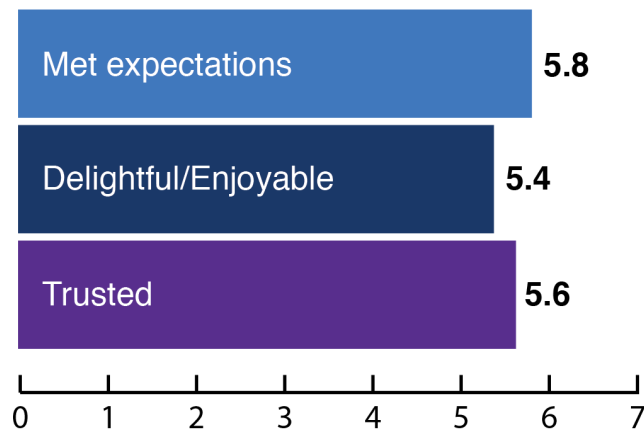


Figure 5: Mean ratings on three Likert-like survey questions

**USERS’ EXPECTATIONS**

Data analysis of user expectations by the two targeted verticals of healthcare and logistics indicate a very slightly higher rating by logistics. (see figure 6) Looked at by experience level with Indeed.com and the app, we find that users experienced somewhat (via past use of Indeed.com only) rating the app the highest.

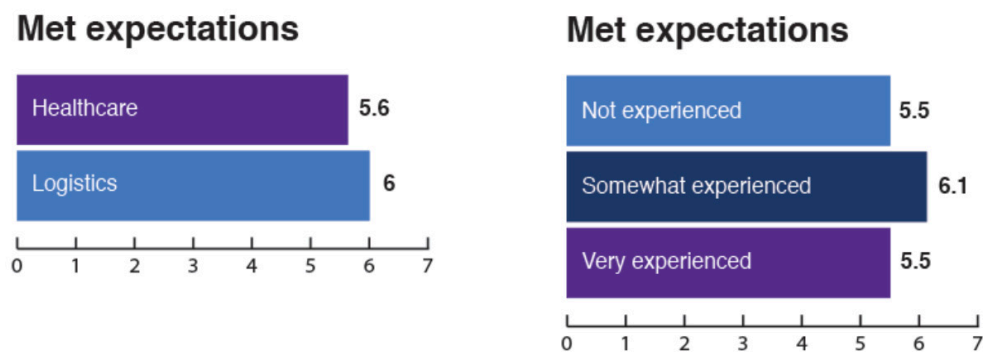


Figure 6: Mean scores for “Met Expectations” by vertical and by experience level

Though the survey result was very positive, we did capture a good deal of suggestions for specific enhancements and requests for additional new features/functionality indicating there is room for improvement:

### **New Features and Improvements Suggested based on Participant Feedback:**

#### **RESUME:**

- 2 of 8 participants wanted to have multiple versions of their resume that they had tailored to specific jobs or positions.
- 3 of 8 participants wanted to upload a resume from an external source that was not listed within the app.

#### **SEARCH/FILTERING:**

- 1 of 8 participants wanted to be able to filter search results by industry/vertical.
- 2 of 8 participants requested the ability to have postings organized by categories that start out minimized and then expanded in order to make access to the desired information easier.

#### **APPLYING:**

- 2 of 8 participants expressed wanting to be able to save and attach or copy/paste different cover letters in the app.
- 1 of 8 participants requested that the “Apply Now” button was also listed at the top of the job posting so that she did not have to scroll all the way to the bottom to access it.

#### **“MY JOBS”:**

- 3 of 8 users requested for jobs to be sorted automatically by the app itself instead of having to sort them manually.
- 2 of 8 participants suggested having the interviewing calendar sync with participant’s existing calendar app, include time of day, not just date.
- 1 of 8 participants requested the My Interview calendar to list the time of the interview in addition to the date.
- 1 of 8 participants requested the ability to drag and drop jobs into their labeled section.
- 1 of 8 participants requested for saved jobs and previously viewed jobs to be labeled with a timestamp that the user saved or viewed the job.
- 1 of 8 participants requested the ability to organize jobs in the “My Jobs” sections by tiers, with the tiers organized by level of interest and priority of the job posting.
- 2 of 8 participants requested further specificity of the organizing of the jobs such as “Applied for Job but Declined”, “Phone Interview” “2nd Interview” etc.

#### **OVERALL EXPERIENCE:**

- 1 of 8 participants requested the ability to write customized personal notes about specific job findings that the user could reference later on about the job.
- 1 of 8 participants requested the ability of the app to send personalized notifications such as “Good luck on your interview today!”
- 2 of 8 participants requested more social interaction within the app so that they could communicate with friends and colleagues within the app about jobs and companies.

See the table in the appendix for reference to priority on the above items (page x).



## DELIGHT

Our research indicated that users expect less from a job app in terms of it being delightful or enjoyable. Participant suggestions did indicate, however, that there could be more delight. The job management section is one area where this can be realized, based upon user suggestions. Those who use the features associate it with being supportive and helpful, and participants tended to personify it as a friend or trusted advisor when they were talking about it.

“I wouldn’t say it’s completely enjoyable”, “It’s hard to look for a job and have fun at the same time.”

-Susan, Logistics Administrative Manager (P4)

“It would be cute if it said ‘Good luck!’ on your interview today”

-Mat, Lab Assistant III (P7)

- 2 of 8 participants expressed that job searching isn’t about fun/enjoyable

Data analysis of user expectations by the two targeted verticals of healthcare and logistics indicate a very slightly higher rating by logistics. (see figure 7) Looked at by experience level with Indeed.com and the app, we find that users experienced somewhat (via past use of Indeed.com only) rating the app the highest.

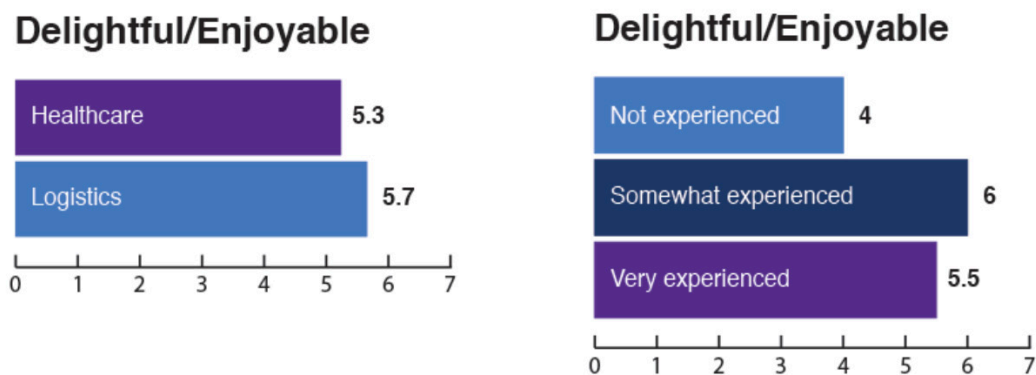


Figure 7: Mean scores for “Delightful/Enjoyable” by vertical and by experience level

## TRUST

Users find Indeed to be trustworthy based upon favorable word-of-mouth referrals, as well as the company's longevity. It has a very good reputation when it comes to trust.

"Indeed is...widely known as best in class with trust"

-Graham, Logistics Account Analyst and Customer Service Manager (P5)

- 6 of 8 participants viewed Indeed and the app as trustworthy, rating it as a 6 or higher on the post-test survey.
  - At least one user expressed that he felt secure by the fact that the app asks if you want your profile to be public or private.
  - At least one user trusts the site because she knows that lots of people use it and from good reviews and word of mouth.
  - At least one user felt the site was trustworthy based upon the fact that they were a bigger company, and so she had a level of expectation that they should have security.
  - At least one user felt that the app was "pretty trustworthy" due to prior experience with the website as well as its reputation and the fact that it has been around for so many years.
- 1 of 8 participants was impartial, rating it a 4.5 on the post-test survey.
  - He found Indeed via career exploration course 4ish years ago and had heard positive stories about it.
- 1 of 8 participants was untrustworthy of the Indeed Jobs app, rating it a 3 on the post-test survey.
  - She felt the need to validate Indeed's job postings with other postings from other sources.

Data analysis of user expectations by the two targeted verticals of healthcare and logistics indicate a very slightly higher rating by logistics (see figure 8). Looked at by experience level with Indeed.com and the app, we find that the group of users who were somewhat experienced (via past use of Indeed.com only) rating the app the highest.

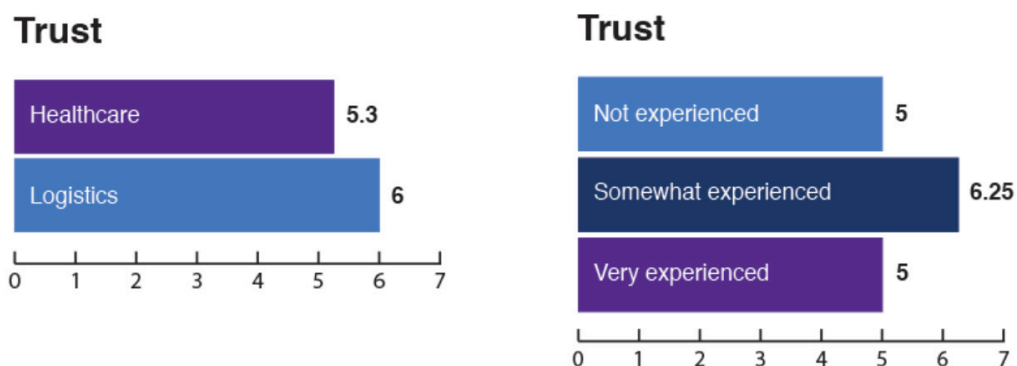


Figure 8: Mean scores for "Trust" by vertical and by experience level

## **VISUAL DESIGN / LOOK AND FEEL**

Users find the look and feel of the app to be a bit generic and lacking in character. They made specific suggestions on how visual design could contribute to usability. Asking not just for pretty colors, for example, but for colors that would help to add visual hierarchy and make the content more readable. The following video shows some user opinions in their own words:

Video has been redacted for the privacy of our participants.  
Please reach out at [tucker.standlee@gmail.com](mailto:tucker.standlee@gmail.com) if you are interested in viewing these videos.

Video 11; Tiffany (P3), Emily (P1), Walter (P6), and Eun (P8) discuss the appearance of the app.

“It doesn’t seem very official.”

-Eun, Executive Assistant at a Tech Startup (P8)

### **FINDING:** Look and Feel impacts trust.

- At least one user expressed that upon being referred to Indeed for the first time, she thought “is this the real site?”

### **FINDING:** Users like the app’s clean appearance, but it could be improved upon.

- 3 of 8 participants used the word “clean” in describing the app
  - Susan thought that the organizing folders were “very clean and very obvious” and that If Indeed were a person, it would be “methodical.” “pretty clean and well kept.”
  - Regarding resume appearance, Emily thought that the overall layout of the Indeed Resume was clean, standard, and that someone would be able to review it really quickly. She also stated that overall “it looks pretty clean.”
  - Eun (P8) stated that while design is clean it is “too boring.”
- 5 of 8 participants stated that they found the appearance to be plain/boring.

### **RECOMMENDATIONS:**

- Visual design should be enhanced in proper measure in order to improve usability, add to user’s delight, and reinforce trust in the app while still preserving the clean, straightforward experience that users currently favor.
- The solid foundation of Trust that Indeed has established should be leveraged in evolving the brand to have more personality and to be more unique. A more comprehensive study of Brand is recommended to ensure that Indeed is positioning itself correctly before making major investments in changes.

- Findability of key content and functionality is a recurring issue that must be addressed by revisiting the UI, and can be addressed by adding features to signal all the app offers to the user.
- Revisit the job tracking features section as a springboard to add delight via personal connection to the experience of the app.
- User suggestions regarding how the app's current features and functionality could be refined or expanded should be explored in order to improve the UX based upon what they are asking for.

## 4. NEXT STEPS

### **Changes to test plan and what worked and what could be improved in terms of the study:**

In hindsight, we would have adapted the study plan to eliminate Error Tally on the tasks because we believe that the tasks were open-ended enough that the definition of an error was ambiguous and the app is well-developed enough that task completion paired with qualitative data was enough to reveal current strengths and identify important usability issues.

Additionally, it might have been helpful to include questions in the post-test interview with regards to the participants typical job searching experience. Asking questions such as: “Where are they? What platform? How long do they spend? How many jobs might they typically apply to?” might have helped the research team and client better understand the user’s context when they would be using the Indeed Job app so that future design and feature choices could be better tailored to meet user needs.

### **Additional areas to explore:**

The research team recommends further study into the following areas:

- Architecture of the app to improve findability
- Overall visual design, including any proposed redesigns
- How current user’s workflows span multiple platforms during their job search process
- Brand perception among a wider range of users and non-users of Indeed.com and Indeed Jobs
- Any section or feature that is significantly redesigned based on this study’s recommendations to validate the new solution

# APPENDIX

## CONTENTS:

### Prioritized Recommendations List

#### Usability Study Kit

- Screening Questionnaire
- Consent forms (General & Recording)
- Pre-Test Questionnaire
- Moderator Script & Moderator Cheat Sheet
- Participant Task Papers
- Post-Test Likert-like Scales
- Post-Test Interview Questions
- Data Collection Checklists

#### Participant Profiles (screener & survey data, Likert responses)

- Participant 1: Emily
- Participant 2: Natalie
- Participant 3: Tiffany
- Participant 4: Susan
- Participant 5: Graham
- Participant 6: Walter
- Participant 7: Mat
- Participant 8: Eun

#### Likert-like Question Data by Participant

## PRIORITIZED RECOMMENDATIONS LIST

This is a comprehensive list of all recommendations provided in the report with ratings for severity and frequency and indexed by research question/task. The ratings systems are as follows:

### Severity:

- 1 = Most severe (task failure)
- 2 = More severe (significant delays/frustrations)
- 3 = Less severe (minor delays/frustrations)
- 4 = Least severe (cosmetic)

### Frequency:

- 1 = applies to all participants
- 2 = applies to a majority of participants
- 3 = applies to a few participants
- 4 = only 1 participant

Recommendation	Research Q/Task	Severity	Frequency
Add filtering by industry/vertical.	Search	2	2
In the app, signal users that they could also create/upload a resume via the desktop website.	Resume	2	2
On-board the user to how the "My Jobs" Section functions by providing optional guidance or pop-up notifications.	My Jobs	2	2
When a user saves a job, make it more obvious where it can be found.	My Jobs	2	2
Redesign the current treatment of the featured saved job on the home screen, so that the user can easily link to the full list.	My Jobs	2	2
Improve the search results algorithm to incorporate data from the user's resume.	Search	2	2
Visual design should be enhanced in proper measure in order to improve usability and add character to the app.	Overall	2	2
Better frame the external site so that users understand they are still in the Indeed app.	Apply	2	3
Frame the external site in a way that makes it clear how to navigate back.	Apply	2	3
Make it clear to the user what their final application will look like once it is sent to the employer.	Apply	2	3
Allow the user the option to apply in a way that does not signal to the employer that the application originated from Indeed.	Apply	2	3
Signal to users in advance that they will be taken to an external site for that specific application.	Apply	2	3
Enhance the resume functionality that currently exists to allow users to upload/save multiple versions of their resume.	Resume	2	3
Add finer distance controls in the filtering section.	Search	3	3
Educate the user in advance about the different types of job postings (apply from app, apply on external site, etc.) and how they work.	Apply	3	3
Allow users the option to upload multiple customized cover letters.	Apply	3	3
Re-architect the "My Jobs" section of the app so that it is more browsable and requires less clicks to view the different categories.	My Jobs	3	3
Make navigating to "My Jobs" possible from any screen using a persistent navigation.	My Jobs	3	3
Make it easier for users to delete (as opposed to archiving) jobs that are no longer applicable or valuable to them.	My Jobs	3	3
Address findability issues across the app.	Overall	3	3
Adding more personal connection to the job tracking features.	Overall	3	3
Refer to user's specific requestes/suggestions.	Overall	3	3
Visually differentiate the filter button more than it is currently.	Search	4	4

## PARTICIPANT SCREENING QUESTIONNAIRE

Note: This questionnaire was created as a Google Forms with logic to accept or reject prospective participants and collect relevant data.

**Email address** \_\_\_\_\_

**When was the last time you participated in a usability test?**

- ☐ in the last 6 months
- ☐ in the last year
- ☐ more than a year
- ☐ never

### Basic Demographics

**What is your gender identity?**

- ☐ Male
- ☐ Female

**What is your age?**

- ☐ 20 years old or younger
- ☐ 21-30 years old
- ☐ 31-40 years old
- ☐ 41-50 years old
- ☐ 51-60 years old
- ☐ 61 years old or greater

**Where do you live?**

- ☐ In the city of Seattle
- ☐ 1-20 miles outside of Seattle
- ☐ 21-40 miles outside of Seattle
- ☐ more than 40 miles outside of Seattle

### Device Usage

**Which devices do you use/own? (check all that apply)**

- ☐ Apple iPhone
- ☐ Apple iPad
- ☐ Android phone
- ☐ Android tablet
- ☐ Apple laptop/desktop
- ☐ PC laptop/desktop
- ☐ Other \_\_\_\_\_



## **Employment information**

### **What is your current employment status?**

- ☐ employed full-time, salaried
- ☐ employed full-time, hourly
- ☐ employed part-time
- ☐ working freelance
- ☐ not working

### **What is your current job search status?**

- ☐ I am not looking for a job currently, and I have not looked for a job in the last year
- ☐ I am not looking for a job currently, but I have browsed job listings within the last 6 months
- ☐ I am not looking for a job currently, but I have browsed job listings more than 6 months ago
- ☐ I am looking for a job and browsing job search listings currently
- ☐ I am looking for a job, but haven't browsed job search listings yet

### **If looking for a job, what type of job are you looking for primarily?**

- ☐ full-time, salaried
- ☐ full-time, hourly
- ☐ part-time
- ☐ contract or freelance
- ☐ not looking for a job currently

## **Work Experience**

### **How many years experience do you have in your current field?**

- ☐ less than 2 years
- ☐ two to four years
- ☐ four to six years
- ☐ six to eight years
- ☐ more than 8 years

## **Current Salary**

### **What is your current salary range?**

- ☐ less than \$20,000
- ☐ \$20,001–\$30,000
- ☐ \$30,001–\$40,000
- ☐ \$40,001–\$50,000
- ☐ \$50,001–60,000
- ☐ more than \$60,000

## Current Employment

**Which of the following categories are you currently employed in or searching for a job in?**

- ☐ Financial
- ☐ Healthcare (provider, administration)
- ☐ Government (any level)
- ☐ Sales
- ☐ Logistics (supply chain, distribution, transportation, manufacturing, purchasing)
- ☐ Retail
- ☐ Engineering
- ☐ Other \_\_\_\_\_

## Job Search Sites

**Which job search sites have you used or are currently using?**

- ☐ Monster
- ☐ LinkedIn
- ☐ Indeed
- ☐ Glassdoor
- ☐ Craigslist
- ☐ Other \_\_\_\_\_

## Consent Form (Adult)

I agree to participate in the study conducted by the Human Centered Design and Engineering department of the University of Washington on behalf of Indeed Jobs.

I understand that the information from this study is for research purposes only and that my name and image will not be used for any other purpose.

I understand that participation in this usability study is voluntary and I agree to immediately raise any concerns or areas of discomfort during the session with the study administrator.

Please sign below to indicate that you have read and you understand the information on this form and that any questions you might have about the session have been answered.

**Date:** \_\_\_\_\_

**Please print your name:** \_\_\_\_\_

**Please sign your name:** \_\_\_\_\_

**Thank you!**

We appreciate your participation.

## Consent & Recording Release Form - Adult

I agree to participate in the study conducted and recorded by the Department of Human Centered Design and Engineering (HCDE) of the University of Washington on behalf of Indeed Jobs.

I understand and consent to the use and release of the recording by the HCDE and Indeed Jobs. I understand that the information and recording is for research purposes only and that my name and image will not be used for any other purpose. I relinquish any rights to the recording and understand the recording may be copied and used by HCDE and Indeed Jobs without further permission.

I understand that participation in this usability study is voluntary and I agree to immediately raise any concerns or areas of discomfort during the session with the study administrator.

Please sign below to indicate that you have read and you understand the information on this form and that any questions you might have about the session have been answered.

**Date:** \_\_\_\_\_

**Please print your name:** \_\_\_\_\_

**Please sign your name:** \_\_\_\_\_

**Thank you!**

We appreciate your participation.

## **PRE-TEST QUESTIONNAIRE**

Note: This questionnaire was created as a Google Forms with logic to accept or reject prospective participants and collect relevant data.

**What is your current job title?**\_\_\_\_\_

**Have you ever used a job search app to SEARCH for a job?**

- ☐ Yes
- ☐ No

**Have you ever used a job search app to APPLY for a job?**

- ☐ Yes
- ☐ No

**When was the last time you searched for a potential job?**

- ☐ Within the last week
- ☐ Within the last month
- ☐ Within the last six months
- ☐ Within the last year
- ☐ More than a year ago

**Which type of device(s) do you use in your job search?**

- ☐ Exclusively Desktop/Laptop
- ☐ Exclusively Mobile/Tablet
- ☐ An equal Mix of both
- ☐ Both, but Primarily Desktop/Laptop
- ☐ Both, but Primarily Mobile/Tablet
- ☐ None

**What is your familiarity with the Indeed.com website?**

- ☐ I am a current or past user of Indeed.com
- ☐ I have heard of Indeed.com, but I have not used it myself
- ☐ I have never heard of Indeed.com before

**What is your familiarity with the Indeed Jobs app?**

- ☐ I am a current or past user of the Indeed Jobs app
- ☐ I have heard of the Indeed Jobs app, but I have not used it myself
- ☐ I have never heard of the Indeed Jobs app before

**{Users who respond with “I am a current user of the Indeed Jobs app continue, otherwise the survey ends at this point.}**

**How would you rate the Indeed Jobs app in terms of its ability to help search for jobs?**

- ☐ Very useful
- ☐ Somewhat useful
- ☐ Not very useful
- ☐ Useless

**What other job search websites or mobile apps have you used in the past? (check all that apply)**

- ☐ Monster
- ☐ LinkedIn
- ☐ Glassdoor
- ☐ Craigslist
- ☐ Others \_\_\_\_\_

**How would you rate the Indeed Jobs app compared to other job search apps?**

- ☐ Indeed Jobs is the best
- ☐ Indeed Jobs is above average
- ☐ Indeed Jobs is average
- ☐ Indeed Jobs is below average
- ☐ Indeed Jobs is the worst

**Why did you rate Indeed Jobs in this way? \_\_\_\_\_**

## MODERATOR SCRIPT

“I’m going to read a brief introduction to the study so that you are familiar with how it will work. For consistency I’m going to read it verbatim from a pre-written script.

Today I am going to ask you to perform a series of tasks to test the experience of using the Indeed Jobs app for iPhone. Our research group had no part in designing this app so you should feel free to be completely honest in your opinions about the app. Keep in mind that we are not evaluating you, we are evaluating how well this app meets your expectations and needs as a job seeker.

Here’s how the session will work. I will give you a printed copy of the task prompt and ask you to read it out loud before you begin. As you go through the tasks I want you to “think out loud” about what you are doing. For example: if you are surprised by something, or encounter something you didn’t expect, we want to hear your thoughts, both positive and negative in that moment. If you have any questions during the tasks feel free to ask them, but I might not be able to answer them until afterwards. When you feel like you have completed the task simply say “I’m finished” and we can wrap up that task and move on to the next one.

If at any time you need a break or feel uncomfortable please let me know and we can pause the task or end it if needed. This won’t have bearing on receiving the previously mentioned gift card to compensate you for the time you’ve spent with us.”

## MODERATOR SCRIPT & CHEAT SHEET

"I'm going to read a brief introduction to the study so that you are familiar with how it will work. For consistency I'm going to read it verbatim from a pre-written script.

"Today I am going to ask you to perform a series of tasks to test the experience of using the Indeed Jobs app for iPhone. Our research group had no part in designing this app so you should feel free to be completely honest in your opinions about the app. Keep in mind that we are not evaluating you, we are evaluating how well this app meets your expectations and needs as a job seeker.

Here's how the session will work. I will give you a printed copy of the task prompt and ask you to read it out loud before you begin. As you go through the tasks I want you to "think out loud" about what you are doing. For example: if you are surprised by something, or encounter something you didn't expect, we want to hear your thoughts, both positive and negative in that moment. If you have any questions during the tasks feel free to ask them, but I might not be able to answer them until afterwards. When you feel like you have completed the task simply say "I'm finished" and we can wrap up that task and move on to the next one.

If at any time you need a break or feel uncomfortable please let me know and we can pause the task or end it if needed. This won't have bearing on receiving the previously mentioned gift card to compensate you for the time you've spent with us."

---

**Task #1: 'You're at lunch and have a few extra minutes. You decide you want to spend them using the Indeed Jobs app to search for jobs. On the app, find and save two mobile-friendly jobs that you might be interested in reviewing more closely later on.'**

- Was there any point in that task where something happened that you didn't expect?
- If they didn't select a task that is labelled "apply from your phone": What about the two jobs you saved struck you as meeting the criteria of mobile friendly? [be sure to save one of these types of postings]

---

**Task #2: 'Upon returning home in the evening, you used the app to take a closer look at the jobs you saved earlier and now you want to apply for one of them. On the app, apply for one of the jobs you saved earlier.'**

- How did the task go?
  - Did the app work as you expected it to?
  - Was there any point in that task where something happened that you didn't expect?
  - Was there any point where you were unsure of how to proceed?
- Why did you choose to input your resume the way you did?
- If they created an Indeed Resume: What are your thoughts about the Indeed Resume?
- {condensed Cognitive Walkthrough protocol?}

---

**Task #3: 'Now that you have applied to at least one job, organize the jobs you have found and/or applied to.'**

- How did the task go?
  - How would you classify the usefulness of this type of feature? (Not at all useful — — Extremely useful)
  - Were there any parts of the feature that surprised you? ... confused you? ...found enjoyable?

---

### Post-Test Interview:

3 Likert-like scales: 1) Meet/not meet your expectations? 2) Experience (delight/enjoyable)? 3) Trustworthy?

- "If Indeed were a person, how would you describe them?" (personality, traits, appearance, etc.)
- Follow-up on three survey questions ("Why did you rate it as you did? Concerns? How to improve?")
- "Are there any features you think are missing?"



## TASK 1

“You’re at lunch and have a few extra minutes. You decide you want to spend them using the Indeed Jobs app to search for jobs. On the app, find and save two mobile-friendly jobs that you might be interested in reviewing more closely later on.”

## **TASK 2**

“Upon returning home in the evening, you used the app to take a closer look at the jobs you saved earlier, and now you want to apply for one of them. Using the app, apply for one of the jobs you saved earlier.”

## **TASK 3**

“Now that you have applied to at least one job, organize the jobs you have found and/or applied to.”

## To what degree did the Indeed app meet or not meet your expectations?

Did not at all meet my Expectations	<input type="radio"/>	1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	<input type="radio"/>	6	<input type="radio"/>	7	Completely met my Expectations
-------------------------------------	-----------------------	---	-----------------------	---	-----------------------	---	-----------------------	---	-----------------------	---	-----------------------	---	-----------------------	---	--------------------------------

# How would you describe your experience using the Indeed app?

Not at all delightful and enjoyable to use	<input type="radio"/>	1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	<input type="radio"/>	6	<input type="radio"/>	7	Completely delightful and enjoyable to use
--	-----------------------	---	-----------------------	---	-----------------------	---	-----------------------	---	-----------------------	---	-----------------------	---	-----------------------	---	--

## What is your impression of the Indeed app when it comes to Trust?

Not at all Trustworthy	<input type="radio"/>	1	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	<input type="radio"/>	6	<input type="radio"/>	7	Completely Trustworthy
------------------------	-----------------------	---	-----------------------	---	-----------------------	---	-----------------------	---	-----------------------	---	-----------------------	---	-----------------------	---	------------------------

## **POST-TEST INTERVIEW**

### **If Indeed were a person, how would you describe them?**

(Used to gauge perception of the Indeed Brand in the context of the App experience)

### **Follow-up to the three likert-like scale survey questions:**

#### **To what degree did the Indeed app meet or not meet your expectations?**

- Why did participant rate it as they did? What, if any, are their concerns? How could the product be improved?

#### **How would you describe your experience using the Indeed app?**

- Why did participant rate it as they did? What, if any, are their concerns? How could the product be improved?

#### **What is your impression of the Indeed app when it comes to Trust?**

- Why did participant rate it as they did? What, if any, are their concerns? How could the product be improved?

### **Are there any features you think are missing?**

(Could be used to probe users on what they might find appealing in competitive products.)

Participant: \_\_\_\_\_

Notes recorded by: \_\_\_\_\_

Moderator: \_\_\_\_\_

Session time/date: \_\_\_\_\_

### Data Collection Checklists:

- During each task, check off each action that the user completes.
- Track error count by placing tally marks between actions. Note what user did instead.
- If the user backtracks, draw an arrow from the current action back to where user goes.

### Task #1 – Finding Jobs

Starting Point: Open app for the first time

#### Actions to save first job:

- ☐ User taps “Use without account” (If user taps “Create Account” jump down to Task #1b)
- ☐ User inputs search criteria in “what” and “where” (where may be populated)
- ☐ User browses results
  - ☐ Optional: uses “filter” to narrow results > Filter preferences:
- ☐ User taps a job posting; Labelled “Apply with your phone” ☐Y ☐N
- ☐ User skims/scrolls down, taps “Save this Job” -> This initiates Task #1b

**Sorting:** relevance/date  
**Distance:** exact / 5 / 15 / 25 / 50  
**Application:** All jobs / from phone  
**Type:** All / FT / PT / Ct. / Tp. / Cm.  
**Experience:** All / Entry/ Mid / Sr

### Task #1b – Registration (no prompt) \*If participant uses an existing account, skip this task\*

Starting Point: “Create an Account” Screen

#### Actions to create an account:

- ☐ User inputs the provided generic account info (email & password) OR real acct. info
- ☐ User taps “Create Account” -> Brings user back to job posting (button now says saved)

### Task #1 – Finding Jobs (continued)

Starting Point: Job posting of first job saved

#### Actions to save second job:

- ☐ User returns to searching by either: (check one)
  - ☐ Tapping “Back”
  - ☐ Tapping “Home” then either ☐ “Recent Searches” or ☐ Search > “Find Jobs”
  - ☐ Scrolling further down to “Other jobs you may like”
- ☐ User browses results
  - ☐ Optional: uses “filter” to narrow results > Filter preferences:
- ☐ User taps a different job posting; Labelled “Apply with your phone”? ☐Y ☐N
- ☐ User skims/scrolls down, taps “Save this Job”

**Sorting:** relevance/date  
**Distance:** exact / 5 / 15 / 25 / 50  
**Application:** All jobs / from phone  
**Type:** All / FT / PT / Ct. / Tp. / Cm.  
**Experience:** All / Entry/ Mid / Sr

[Be sure to return the app to the home screen before initiating Task #2]

---

Other Notes:



## Task #2 – Application Process

Starting Point: App Home Screen

### Actions to Apply for Job:

- ☐ User navigates to the job they want to apply for by:
  - ☐ Tapping on “You saved this job. Ready to apply?” dialogue box on home screen
  - ☐ Tapping on My Jobs > Tapping “Saved” or “Next Steps”
  - ☐ Tapping Recent Searches > scrolling down to previously found job. Did it work?
- ☐ User scrolls to bottom of job posting and taps “Apply Now” -> This initiates task #2b\*\*\*

## Task #2b – Input a Resume

Starting Point: Resume Input page (job title and employer will be at the top of the page)

### Actions to Input Resume:

- ☐ User chooses “Create Resume” **OR** “Dropbox/Google Drive/Email Resume/Sign Out”
- To create Indeed Resume:
  - ☐ Step 1 of 3: User inputs the provided generic info (First, Last, City, phone)
    - ☐ User can toggle resume privacy settings: Public (default) or Private
  - ☐ Step 2 of 3: User inputs the provided generic info (School, Degree)
  - ☐ Step 3 of 3: User inputs the provided generic info (Work experience)
  - ☐ User scrolls down the “My Indeed Resume” page > taps “Continue” -> Task #2
- To upload resume from an external source:
  - ☐ User taps on the external source (Dropbox, Google Drive, Email)
  - ☐ User enters credentials for external site? (User will probably dead-end here)
  - ☐ If user successfully uploads a resume, this will return them to Task #2

## Task #2 (continued)

- ☐ User adds any additional info as needed (cover letter, years experience, etc)
- ☐ User taps “Apply” or ends the task by saying “I’m finished”

[Be sure to return the app to the home screen before initiating Task #3]

---

\*\*\*NOTE: If user attempts to apply to a job posting that takes them to an external website rather than using the Indeed Resume make note of the sequence here:

---

Other Notes:

### **Task #3 – Managing the Job Search Process**

Starting Point: App Home Screen

Actions to Organize Job Postings:

- ☐ User scrolls down
- ☐ User taps “My Jobs”

At this point the user should be able to show or articulate how to sort postings based on the part of the application they fit into.

**Make note of how the participant describes how to do this:**

---

#### **Post-Test Interview Notes:**

- “If Indeed were a person, how would you describe them”
  
  
  
  
  
  
  
  
  
  
- Follow-up to the three survey questions
  - Met your expectations?
  
  
  
  - Delightful/enjoyable?
  
  
  
  - Trustworthy?
  
  
  
  
  
- Are there any features you think are missing?

---

Other Notes:

## Participant 1: Emily

### Pre-test Survey:

- Job title: Program Manager - Virtual Health
- HAS used a job search app to SEARCH for a job
- HAS NOT used a job search app to APPLY for a job
- Within Last Month has searched for a potential job
- Uses mix of devices, but primarily Mobile/Tablet in job searching
- Is current or past user of Indeed.com
- Has heard of Indeed Jobs app, but has not used it

### Participant Screener:

- Female
- 21-30 years old

### Use/owns:

- Apple iPhone
- Apple iPad
- Android phone
- Apple laptop/desktop
- PC laptop/desktop

### Employment Information:

- Employed full-time, salaried
- Not looking for a job currently, but has browsed job listings within the last 6 months
- full-time, salaried jobs of interest If looking
- two to four years experience in current field
- Current salary: more than \$60,000
- Vertical: Healthcare (provider, administration)

### Job search sites currently being used:

- Indeed
- Glassdoor
- Other: Industry Forums

### Post-test Likert-like questions:

To what degree did the Indeed app meet or not meet your expectations?

7 / 7

How would you describe your experience using the Indeed app?

5 / 7

What is your impression of the Indeed app when it comes to Trust?

6 / 7

## Participant 2: Natalie

### Pre-test Survey:

- Job title: Registered nurse
- HAS used a job search app to SEARCH for a job
- HAS used a job search app to APPLY for a job
- Within last week has searched for a potential job
- Uses equal mix of devices in job searching
- Is current or past user of Indeed.com
- Had never heard of Indeed Jobs app before

### Participant Screener:

- Female
- 21-30 years old

### Use/owns:

- Apple iPhone
- PC laptop/desktop

### Employment Information:

- Employed employed full-time, hourly
- Not looking for a job currently, but has browsed job listings within the last 6 months
- Not looking for a job currently
- four to six years experience in current field
- Current salary: more than \$60,000
- Vertical: Healthcare (provider, administration)

### Job search sites currently being used:

- Monster
- Indeed
- Craigslist

### Post-test Likert-like questions:

To what degree did the Indeed app meet or not meet your expectations?

7 / 7

How would you describe your experience using the Indeed app?

7 / 7

What is your impression of the Indeed app when it comes to Trust?

6 / 7

## Participant 3: Tiffany

### Pre-test Survey:

- Job title: Administrative Manager
- HAS used a job search app to SEARCH for a job
- HAS NOT used a job search app to APPLY for a job
- Within the last six months has searched for a potential job
- Uses an equal mix of devices in job searching
- Has heard of, but has not used Indeed.com
- Had never heard of Indeed Jobs app before

### Participant Screener:

- Female
- 21-30 years old

### Use/owns:

- Android phone
- PC laptop/desktop

### Employment Information:

- Employed full-time, salaried
- Not looking for a job currently, but has browsed job listings within the last 6 months
- full-time, salaried jobs of interest If looking
- two to four years experience in current field
- Current salary: more than \$60,000
- Vertical: Healthcare (provider, administration)

### Job search sites currently being used:

- LinkedIn
- Other: Workplace internal job board

### Post-test Likert-like questions:

To what degree did the Indeed app meet or not meet your expectations?

4 / 7

How would you describe your experience using the Indeed app?

3 / 7

What is your impression of the Indeed app when it comes to Trust?

3 / 7

## Participant 4: Susan

### Pre-test Survey:

- Job title: Administrative Manager
- HAS used a job search app to SEARCH for a job
- HAS NOT used a job search app to APPLY for a job
- Within the last six months has searched for a potential job
- Uses an equal mix of devices in job searching
- Has heard of, but has not used Indeed.com
- Had never heard of Indeed Jobs app before

### Participant Screener:

- Female
- 31-40 years old

### Use/owns:

- Apple iPhone
- Android phone
- PC laptop/desktop

### Employment Information:

- Employed full-time, salaried
- Not looking for a job currently, but has browsed job listings more than 6 months ago
- not looking for a job currently
- six to eight years experience in current field
- Current salary: more than \$60,000
- Vertical: Logistics (supply chain, distribution, transportation, manufacturing, purchasing)

### Job search sites currently being used:

- Indeed
- Glassdoor

### Post-test Likert-like questions:

To what degree did the Indeed app meet or not meet your expectations?

7 / 7

How would you describe your experience using the Indeed app?

5 / 7

What is your impression of the Indeed app when it comes to Trust?

7 / 7

## Participant 5: Graham

### Pre-test Survey:

- Job title: Account Analyst and Customer Service Manager
- HAS NOT used a job search app to SEARCH for a job
- HAS NOT used a job search app to APPLY for a job
- Within the last week has searched for a potential job
- Uses an equal mix of devices in job searching
- Has heard of, but has not used Indeed.com
- Has heard of Indeed Jobs app, but has not used it

### Participant Screener:

- Male
- 31-40 years old

### Use/owns:

- Android phone
- PC laptop/desktop

### Employment Information:

- Employed full-time, hourly
- Looking for a job and browsing job search listings currently
- Looking for full-time, salaried jobs
- four to six years experience in current field
- Current salary: \$40,001–\$50,000
- Vertical: Logistics (supply chain, distribution, transportation, manufacturing, purchasing)

### Job search sites currently being used:

- Monster
- LinkedIn
- Indeed
- Glassdoor

### Post-test Likert-like questions:

To what degree did the Indeed app meet or not meet your expectations?

6 / 7

How would you describe your experience using the Indeed app?

6 / 7

What is your impression of the Indeed app when it comes to Trust?

7 / 7

## Participant 6: Walter

### Pre-test Survey:

- Job title: Supply chain program manager
- HAS used a job search app to SEARCH for a job
- HAS used a job search app to APPLY for a job
- Within the last month has searched for a potential job
- Uses an mix of devices, but primarily Mobile/Tablet in job searching
- Is current or past user of Indeed.com
- Is current or past user of Indeed Jobs app
- Rates the Indeed Jobs app 'Somewhat useful' ability to help search for jobs
- Websites or mobile apps used in the past: LinkedIn and Glassdoor
- Rates the Indeed Jobs app 'About average' compared to other job search apps  
(It was not as easy as LinkedIn or glassdoor)

### Participant Screener:

- Male
- 31-40 years old

### Use/owns:

- Apple iPad
- Android phone
- PC laptop/desktop

### Employment Information:

- Currently not working
- Looking for a job and browsing job search listings currently
- Looking for full-time, salaried jobs
- more than 8 years experience in current field
- Current salary: more than \$60,000
- Vertical: Logistics (supply chain, distribution, transportation, manufacturing, purchasing)

### Job search sites currently being used:

- LinkedIn
- Glassdoor

### Post-test Likert-like questions:

To what degree did the Indeed app meet or not meet your expectations?

5 / 7

How would you describe your experience using the Indeed app?

6 / 7

What is your impression of the Indeed app when it comes to Trust?

4 / 7



## Participant 7: Mat

### Pre-test Survey:

- Job title: Lab Assistant III
- HAS used a job search app to SEARCH for a job
- HAS NOT used a job search app to APPLY for a job
- Within the last week has searched for a potential job
- Uses Exclusively Desktop/Laptop in job searching
- Is current or past user of Indeed.com
- Has never heard of the Indeed Jobs app before

### Participant Screener:

- Male
- 21-30 years old

### Use/owns:

- Apple iPhone
- Apple iPad
- Apple laptop/desktop

### Employment Information:

- employed full-time, hourly
- Looking for a job and browsing job search listings currently
- Looking for full-time, hourly jobs
- two to four years experience in current field
- Current salary: \$30,001–\$40,000
- Vertical: Healthcare (provider, administration)

### Job search sites currently being used:

- Monster
- LinkedIn
- Seattle Children's

### Post-test Likert-like questions:

To what degree did the Indeed app meet or not meet your expectations?

4.5 / 7

How would you describe your experience using the Indeed app?

6 / 7

What is your impression of the Indeed app when it comes to Trust?

6 / 7

## **Participant 8: Eun**

### **Pre-test Survey:**

- Job title: Executive Assistant
  - HAS used a job search app to SEARCH for a job
  - HAS used a job search app to APPLY for a job
  - Within the last month has searched for a potential job
  - Uses an mix of devices, but primarily Mobile/Tablet in job searching
  - Is current or past user of Indeed.com
  - Is current or past user of Indeed Jobs app
  - Rates the Indeed Jobs app 'Somewhat useful' ability to help search for jobs
  - Websites or mobile apps used in the past: Monster, LinkedIn, Glassdoor, Craigslist
  - Rates the Indeed Jobs app 'Above average' compared to other job search apps
- (Some of the settings can be changed for better usability)

### **Participant Screener:**

- Female
- 21-30 years old

### **Use/owns:**

- Android tablet
- Android phone
- PC laptop/desktop

### **Employment Information:**

- Employed full-time, salaried
- Not looking for a job currently, but has browsed job listings within the last 6 months
- Looking for full-time, salaried job
- two to four years experience in current field
- Current salary: \$40,001–\$50,000
- Vertical: Administration in Tech

### **Job search sites currently being used:**

- Monster
- LinkedIn
- Glassdoor
- Indeed
- Craigslist

### **Post-test Likert-like questions:**

To what degree did the Indeed app meet or not meet your expectations?

6 / 7

How would you describe your experience using the Indeed app?

5 / 7

What is your impression of the Indeed app when it comes to Trust?

6 / 7

# Likert-Like Survey Questions and Responses by Participant

To what degree did the Indeed app meet or not meet your expectations?



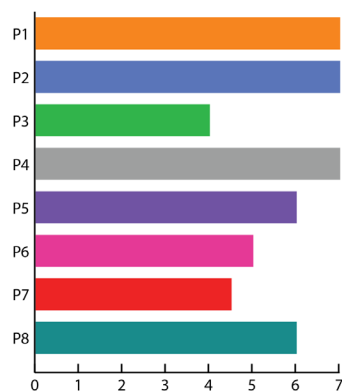
How would you describe your experience using the Indeed app?



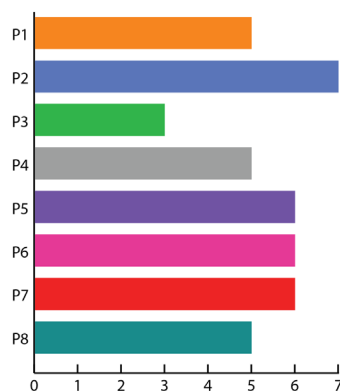
What is your impression of the Indeed app when it comes to Trust?



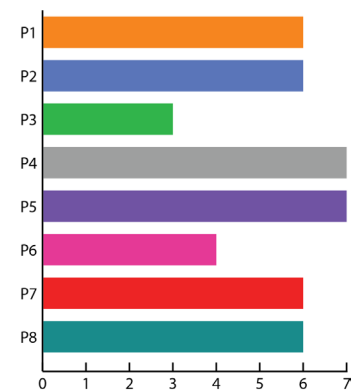
Likert-like survey questions



Meeting of expectations  
by participant rating



Level of delight  
by participant rating



Level of trust by  
participant rating

Responses by participant