Company Profile Page UX Assignment Report

1. Summary of Pain Points in the Current Version (assignment-design.jpg)

A. Information Layout

- **Cluttered organization:** Key information about the company is spread out, with little visual grouping or use of whitespace, making it harder to scan.[1]

- **Low information density:** Frequently used fields and actions are intermixed with less critical info.[1]

- **Label-value confusion:** Labels and values are not visually distinct, causing slow reading for recruiters.[1]

B. Navigation

- **Overwhelming tabs:** Tabs for jobs, deals, emails, candidates, etc. are crammed together in a single line, reducing navigability.[1]

- **Long lists:** The spread of navigation across content width forces horizontal scanning, slowing access to functions.[1]

C. Task Flows

- **Too many steps:** Actions like adding a job, logging activities, or viewing pipelines require clicking through multiple scattered buttons.[1]

- **Low action priority:** Important calls-to-action (like logging a call) are visually lost among icons and tabs.[1]

- **No visual prompt for empty states:** Empty activities just say "It's a task free day!" with no direct contextual action.[1]

2. What Was Changed in the Redesign (design.jpg) and Why

A. Clear Information Grouping

- **Structured panels:** Company details are grouped in a dedicated card, distinct from action buttons and job data.[2]

- **Two-column format:** Information now uses a clear two-column layout, improving scan-ability and reducing visual burden.[2]

- **Emphasis on key information:** Company name, location, and main contact methods are bigger and more prominent, drawing attention to what matters most.[2]

B. Streamlined Navigation

- **Sidebar focus:** Persistent sidebar limits navigation to key modules only; no crowding with secondary features.[2]

- **Tabs made concise:** Activity tabs ("All/Notes & Calls/Tasks/Meetings") sit above activities only, decluttering the main content area.[2]

- **Dedicated search/filter:** The activity section has a single search/filter input in a logical spot for workflow-related lookups.[2]

C. Accelerated Task Flows

- **Quick-action icons:** Calls, jobs, and other main functions are represented as icons directly under the company header for one-click access.[2]

- **Job card simplification:** Each job is presented with just the vital information (title, status, contact, candidate pipeline) and immediate access to the pipeline.[2]

- **Empty state CTA:** The activities panel now has a clear "Get Started" button, driving immediate engagement when no activities exist.[2]

3. How the Redesign Improves Recruiter Workflow

- **Faster Scanning:** Recruiters can spot company, contact, and job status information at a glance due to stronger grouping and clearer layout.[2]

- **Quicker Navigation:** Primary sidebar and reduced tab clutter allow instant jumping between main modules without eye strain or confusion.[2]

- **Direct Action Flow:** Action buttons (log call, add job) are always visible and accessible in one click, aligning with daily recruiter needs and reducing friction.[2]

- **Actionable Empty States:** Contextual CTAs in empty panels mean recruiters don't get "stuck" and are immediately guided to add new activities or records.[2]

Summary Table

Aspect	Original (assignment-design.jpg)	Redesign (design.jpg)	Why/Impact
Info Grouping	Scattered, cramped	Grouped in card, spaced	Faster scan, easier focus on key data
Navigation	Overloaded tabs, horizontal scan	Sidebar + focus tabs	Less clutter, more intuitive movement
Task Flows	Multi-step, hard to find actions	One-click quick actions	Saves time for frequent recruiter actions
Empty States	Passive ("task free day!")	Active ("Get Started")	Encourages action, reduces workflow dead ends
Visual Hierarchy	Weak, little prominence	Strong, key info big	Instantly spot company/job essentials