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USER-CENTRIC DESIGN FRAMEWORK

1. Introduction

The EmpowerPWD project by The CuTechs team provides an accessible job portal connecting Persons with Disabilities (PWDs) to inclusive employers. The platform is designed to increase PWD employment rates, foster financial independence, and promote inclusivity by educating companies on creating accessible workplaces and the benefits of diverse hiring practices.

2. User Persona

- **Job Seeker**

Description

Alex is a determined job seeker who has faced numerous rejections due to a physical disability and a significant employment gap. He has experience in fast food and retail, which has negatively impacted his health, and is currently pursuing a diploma to change career paths.

Goals

- Secure a stable desk job that accommodates his physical limitations.
- Complete his medical records clerk program within three years.
- Gain work experience in a more accommodating and inclusive environment.

Frustrations

- High number of job rejections due to special accommodations needed.
- Lack of job opportunities that do not require prior specific experience.
- Financial struggles with insufficient income to cover basic needs.

Personality

Resilient

Hopeful

Independent

Creative

Motivations

- Desire for financial independence and stability.
- Passion for contributing to a workplace and feeling valued.
- Belief in his ability to thrive given the right support and accommodations.

Alex Martinez
Freelance Writer and Aspiring Medical Records Clerk

Age: 25

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- **Employer**

Maria Reyes
Human Resources Manager at a Mid-Sized Enterprise
Age: 45

Description
Maria oversees hiring policies and is aware of the benefits and challenges of hiring PWDs. She is cautious about integrating PWDs due to misconceptions and potential costs but values diversity and sees the potential for business growth.

Goals
- Implement policies that increase workplace inclusivity.
- Balance the company's budget while integrating accessibility features.
- Educate her team on the benefits and challenges of employing PWDs.

Frustrations
- Limited knowledge of how to create fully inclusive work environments.
- Resistance from some colleagues who are unfamiliar with PWD needs.
- Challenges in aligning company goals with social responsibility initiatives.

Personality
Analytical
Empathetic
Pragmatic
Open-Minded

Motivations
- Building a diverse team that enhances the company's reputation.
- Personal commitment to breaking down employment barriers.
- Recognition of the long-term added value PWDs bring to a business.

- **Admin**

Daniel Cruz
IT Systems Administrator
Age: 32

Description
Daniel is responsible for managing the platform's user interactions, content, and overall system functionality. He ensures a seamless experience for all users and oversees the safety and reliability of the platform.

Goals
- Maintain a secure, user-friendly platform for job seekers and employers.
- Monitor platform engagement to improve features and user experience.
- Ensure compliance with accessibility and data privacy standards.

Frustrations
- Handling complaints and reports of discrimination or misuse.
- Balancing workload and technical challenges with limited resources.
- Ensuring timely updates and maintenance without disrupting user activity.

Personality
Detail-Oriented
Responsible
Adaptive
Supportive

Motivations
- Passion for creating a platform that makes a tangible difference.
- Commitment to ensuring a safe and supportive digital space.
- Drive to implement innovative solutions for better accessibility.

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- **Guest**

3. User Story

- **Job Seeker**
    - As a persistent job seeker, I want to filter job listings by disability accommodations so that I can quickly find opportunities that suit my physical needs.
    - As a job seeker with a disability, I want to apply for a job through an inclusive platform so that I can have equal opportunities and feel confident that my application will be considered fairly.
    - As a determined job seeker, I want to create a detailed profile highlighting my skills and accommodation needed so that employers can understand my qualifications and needs upfront.
    - As a PWD looking for stability, I want to track the status of my job applications so that I can follow up and stay informed about my application process.
    - As an individual seeking better opportunities, I want to leave feedback on companies' hiring processes so that other job seekers can benefit from my experiences.

- **Employer**
    - As an HR manager, I want to post job openings that include detailed information about accessibility accommodations so that I can attract qualified PWD candidates.
    - As a recruiter focused on diversity, I want to access educational resources about inclusive hiring practices so that my team can be better prepared to support PWD employees.
    - As an employer, I want to review applicant profiles and their specific needs so that I can ensure a good match and prepare the workplace for inclusivity.

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- o As an employer, I want to receive feedback from PWD employees on our work environment so that we can continuously improve our inclusivity efforts.
  - o As a company representative, I want to highlight our commitment to inclusivity on our company profile so that potential employees know our dedication to diversity.
- **Admin**
  - o As a platform manager, I want to moderate user feedback to maintain a respectful and supportive environment so that all users feel safe and valued.
  - o As an admin overseeing platform operations, I want to approve new job postings to ensure they meet platform standards and provide appropriate information for PWD job seekers.
  - o As the administrator, I want to track platform performance metrics so that I can improve system functionality and user engagement.
  - o As an overseer of user content, I want to monitor registration and login activities to maintain platform security and data integrity.
  - o As a manager focused on accessibility, I want to ensure that all resources and content are compliant with accessibility guidelines so that PWD users have a seamless experience.
- **Guest**
  - o As a first-time visitor, I want to browse job listings so that I can see available opportunities without needing to create an account.
  - o As an interested job seeker, I want to view general information about the platform and its mission so that I can understand how it supports PWDs in finding employment.
  - o As a prospective applicant, I want to explore company profiles that post job openings so that I can evaluate potential employers before signing up.
  - o As a curious observer, I want to see job requirements and descriptions so that I can determine if the roles match my qualifications or needs.
  - o As a potential platform member, I want to learn about the benefits of registering on the platform so that I can decide if creating an account would be beneficial for me.

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4. User Journey

- **Job Seeker**

NEWCOMER ALEX

Scenario: Alex is looking for an accessible job that matches her skills and is supportive of her needs as a PWD. She uses the platform to search, apply, and track her job applications.

EXPECTATIONS
- Easily find accessible job listings.
- Quick, user-friendly application process.
- Transparent updates on application status.

EXPLORE	SELECT	APPLY	TRACK	REFLECT
Browses job listings for accessible positions.	Saves job listings that fit her qualifications.	Uploads resume and applies to saved jobs.	Monitors application status updates.	Receives feedback on applications.
Are there any jobs here that will accommodate my needs?	This job listing sounds perfect for me!	I wonder if they've reviewed my application yet.	Great! They want to interview me. I hope it's accessible.	I really hope I get some feedback on how I did.

PAIN POINTS AND OPPORTUNITIES

• Limited listings that cater to her needs. • Add more listings tailored for PWDs.	• Overwhelming number of irrelevant listings. • Refine filter options by disability type.	• Redundant application inputs. • Enable one-click applications with saved details.	• Lack of communication from employers post-application. • Automated status updates for each stage.	• Limited feedback on rejections. • Offer standardized feedback from employers for learning.

- **Employer**

NEWCOMER MARIA

Scenario: Maria wants to hire a qualified PWD candidate for an open position. He uses the platform to post inclusive job listings and streamline the hiring process.

EXPECTATIONS
- Efficient job posting and candidate review process.
- Accessible interview arrangements.
- Constructive feedback to enhance inclusive hiring practices.

PLAN	POST	ENGAGE	SELECT	REFLECT
Creates a job listing tailored for PWD applicants.	Publishes the listing on the job portal.	Reviews applications and shortlists candidates.	Schedules interviews with top candidates.	Gets feedback on hiring process and workplace from hired PWDs.
How can I make this job post more inclusive to attract PWD candidates?	Did I include enough information about our company's commitment to inclusivity?	I should focus on their skills, not their limitations.	How can I make the interview process as comfortable as possible for PWD candidates?	How can we better support them as they join the company?

PAIN POINTS AND OPPORTUNITIES

• Unclear on highlighting accessibility options. • Provide templates for inclusive job postings.	• Complex posting process. • Streamline the job posting process with a simplified form.	• Overwhelmed by irrelevant applications. • Pre-filter applications based on PWD-specific criteria.	• Challenges arranging accessible interviews. • Provide virtual interview options and accessibility settings.	• Limited guidance on implementing inclusivity feedback. • Offer a resource library for inclusive practices.

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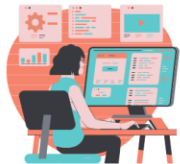Tel Nos.: (+63 43) 980-0385; 980-0387; 980-0392 to 94 loc. 3130
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- **Admin**

NEWCOMER DANIEL

Scenario: Daniel oversees the platform to ensure compliance, gather user feedback, and provide resources for inclusive hiring. She works to maintain a safe and supportive platform for both PWD job seekers and employers.

EXPECTATIONS
- Efficient tools for monitoring and managing listings.
- Actionable data to improve the platform.
- Reliable resources to educate employers on inclusive practices.

MONITOR	ENGAGE	IMPROVE	EDUCATE	REFLECT
Reviews user activity and job listings for compliance.	Communicates with users to gather feedback on platform.	Analyzes metrics to improve user experience.	Updates resources for employers on inclusive hiring.	Evaluates platform's impact and gathers user testimonials.
Are the job posts aligned with our inclusivity standards?	I should look into common feedback themes to improve user experience.	The data shows where we can improve platform accessibility.	Let's add more resources for employers on supporting PWD employees.	It's crucial that we maintain a fair and respectful environment for everyone.

PAIN POINTS AND OPPORTUNITIES

• High volume of listings to monitor. • Automate compliance checks for accessibility requirements.	• Low engagement in feedback requests. • Add quick feedback options like surveys or star ratings after key actions to boost engagement.	• Data overload with unclear priorities. • Highlight key metrics relevant to user satisfaction and accessibility.	• Sourcing reliable, updated content. • Partner with inclusion experts for consistent resource updates.	• Limited testimonials due to low response rates. • Showcase testimonials prominently to attract more users.

- **Guest**

NEWCOMER CLAIRE

Scenario: Claire is a visitor on the platform who wants to explore job opportunities for PWDs and assess the inclusivity of potential employers before signing up.

EXPECTATIONS
- Ability to explore job listings and company profiles without creating an account.
- Clear insights into platform reliability and success stories.

EXPLORE	RESEARCH	ASSESS	TEST	DECIDE
Browses job listings to see if they cater to PWDs.	Reads company profiles and inclusivity policies.	Reviews testimonials and success stories from PWD job seekers.	Uses job search and filters to preview available positions.	Considers creating an account to access more features.
Can I find jobs here that truly consider the needs of PWDs?	Are these companies genuinely inclusive, or is it just marketing?	I want to see if people like me have found jobs here.	I'm not ready to sign up yet; I want to try it out first.	Is this platform worth committing to for my job search as a PWD?

PAIN POINTS AND OPPORTUNITIES

• Limited listings with detailed accessibility information. • Highlight accessible job openings more prominently.	• Lack of clarity on specific accommodations available. • Add a section for accessibility details in company profiles.	• Few relatable success stories from PWD users. • Feature more testimonials from successful PWD hires.	• Limited functionality for guests without an account. • Allow more guest access to job filters and previews.	• Uncertain if creating an account will lead to a better experience. • Clearly show benefits of signing up for PWDs.

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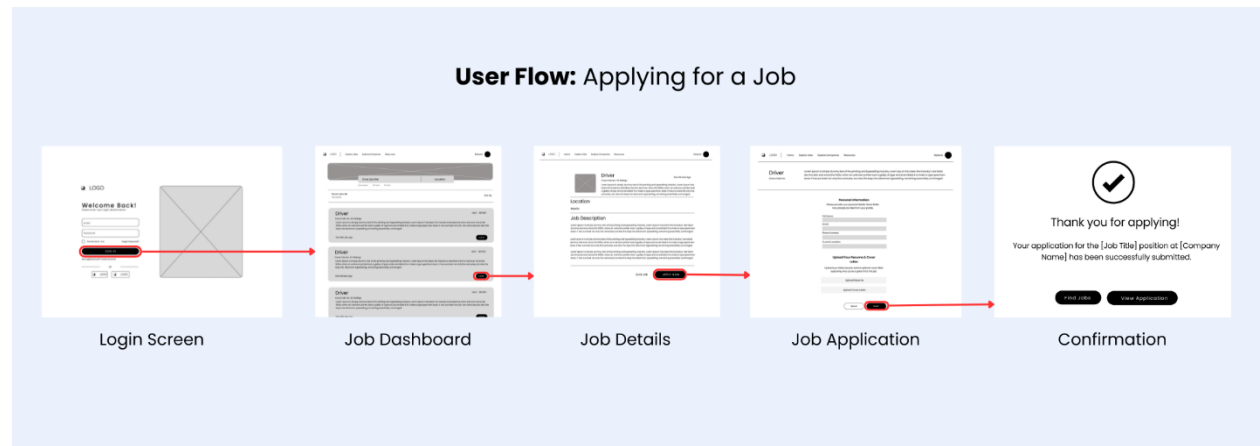**Lipa Campus**
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5. User Flow

User Flow: Applying for a Job

| Login Screen | Job Dashboard | Job Details | Job Application | Confirmation |

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