



Republic of the Philippines
BATANGAS STATE UNIVERSITY

The National Engineering University

Lipa Campus

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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



Alex Martinez
Freelance Writer and Aspiring
Medical Records Clerk
Age: 25

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.



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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



Claire Mendoza
Freelance Graphic Designer

Age: 29

Description

Claire is a skilled freelance designer who enjoys working on creative projects but is now looking for more stable opportunities that align with her expertise. She's cautious about career moves and values understanding her options before making commitments.

Goals

- Expand her professional network and explore potential job opportunities.
- Transition into a more stable role with a reliable income.
- Identify employers who support flexibility and diverse talent.

Frustrations

- Difficulty finding job opportunities that match her qualifications and personal needs.
- Lack of transparency in company practices related to inclusivity.
- Limited access to reliable job market insights.

Personality

Curious ☐

Ambitious ☐

Observant ☐

Independent ☐

Motivations

- Desire for professional growth and stability.
- Interest in working for a company that values diverse backgrounds.
- Commitment to finding a role where her skills can make a meaningful impact.

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 accommodations 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 growth opportunities, I want to message employers directly so that I can ask questions and clarify details about their job postings.

• 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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- As an employer conducting interviews, I want to schedule interviews with job seekers so that I can assess their suitability for the role and streamline the hiring process.
- As a company representative, I want to message applicants directly so that I can answer their queries and provide additional information about the job.
- **Admin**
 - As a platform moderator, I want to review and moderate job postings and handle reported issues so that I can ensure the platform remains safe and compliant with its standards.
 - 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.
 - As the administrator, I want to track platform performance metrics so that I can improve system functionality and user engagement.
 - As a gatekeeper of platform quality, I want to approve employer and job seeker accounts so that I can maintain a trusted community.
 - As a manager focused on accessibility education, I want to upload resources for employers so that they can learn about inclusive hiring practices and the benefits of employing PWDs.
- **Guest**
 - As a freelance designer exploring job opportunities, I want to browse job listings and read company profiles so that I can assess which companies align with my career goals.
 - As a curious visitor, I want to read the "About Us" section on the home page so that I can understand the purpose and mission of the platform.
 - As a prospective job seeker, I want to filter job results by my skills and interests so that I only see relevant opportunities.
 - As a cautious guest, I want to read testimonials from other users so that I can feel confident in the platform's reliability and inclusivity.
 - As a potential user, I want to see how the platform works so that I can decide if it aligns with my job search or hiring needs.









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4. User Journey

• Job Seeker

<div><div>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.</div><div>EXPECTATIONS<ul style="list-style-type: none">Easily find accessible job listings.Quick, user-friendly application process.Transparent updates on application status.</div></div>				
EXPLORE	SELECT	APPLY	TRACK	REFLECT
<div>Browses job listings for accessible positions.</div> <div></div> <div>Are there any jobs here that will accommodate my needs?</div>	<div>Saves job listings that fit her qualifications.</div> <div></div> <div>This job listing sounds perfect for me!</div>	<div>Uploads resume and applies to saved jobs.</div> <div></div> <div>I wonder if they've reviewed my application yet.</div>	<div>Monitors application status updates.</div> <div></div> <div>Great! They want to interview me. I hope it's accessible.</div>	<div>Receives feedback on applications.</div> <div></div> <div>I really hope I get some feedback on how I did.</div>
PAIN POINTS AND OPPORTUNITIES				
<ul style="list-style-type: none">Limited listings that cater to her needs.Add more listings tailored for PWDs.	<ul style="list-style-type: none">Overwhelming number of irrelevant listings.Refine filter options by disability type.	<ul style="list-style-type: none">Redundant application inputs.Enable one-click applications with saved details.	<ul style="list-style-type: none">Lack of communication from employers post-application.Automated status updates for each stage.	<ul style="list-style-type: none">Limited feedback on rejections.Offer standardized feedback from employers for learning.

• Employer

<div><div>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.</div><div>EXPECTATIONS<ul style="list-style-type: none">Efficient job posting and candidate review process.Accessible interview arrangements.Constructive feedback to enhance inclusive hiring practices.</div></div>				
PLAN	POST	ENGAGE	SELECT	REFLECT
<div>Creates a job listing tailored for PWD applicants.</div> <div></div> <div>How can I make this job post more inclusive to attract PWD candidates?</div>	<div>Publishes the listing on the job portal.</div> <div></div> <div>Did I include enough information about our company's commitment to inclusivity?</div>	<div>Reviews applications and shortlists candidates.</div> <div></div> <div>I should focus on their skills, not their limitations.</div>	<div>Schedules interviews with top candidates.</div> <div></div> <div>How can I make the interview process as comfortable as possible for PWD candidates?</div>	<div>Gets feedback on hiring process and workplace from hired PWDs.</div> <div></div> <div>How can we better support them as they join the company?</div>
PAIN POINTS AND OPPORTUNITIES				
<ul style="list-style-type: none">Unclear on highlighting accessibility options.Provide templates for inclusive job postings.	<ul style="list-style-type: none">Complex posting process.Streamline the job posting process with a simplified form.	<ul style="list-style-type: none">Overwhelmed by irrelevant applications.Pre-filter applications based on PWD-specific criteria.	<ul style="list-style-type: none">Challenges arranging accessible interviews.Provide virtual interview options and accessibility settings.	<ul style="list-style-type: none">Limited guidance on implementing inclusivity feedback.Offer a resource library for inclusive practices.









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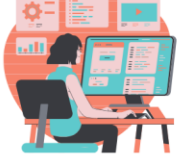




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• Admin

 <div>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.</div>		EXPECTATIONS <ul style="list-style-type: none">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
<p>Reviews user activity and job listings for compliance.</p>  <div>Are the job posts aligned with our inclusivity standards?</div>	<p>Communicates with users to gather feedback on platform.</p>  <div>I should look into common feedback themes to improve user experience.</div>	<p>Analyzes metrics to improve user experience.</p>  <div>The data shows where we can improve platform accessibility.</div>	<p>Updates resources for employers on inclusive hiring.</p>  <div>Let's add more resources for employers on supporting PWD employees.</div>	<p>Evaluates platform's impact and gathers user testimonials.</p>  <div>It's crucial that we maintain a fair and respectful environment for everyone.</div>
PAIN POINTS AND OPPORTUNITIES				
<ul style="list-style-type: none">High volume of listings to monitor.Automate compliance checks for accessibility requirements.	<ul style="list-style-type: none">Low engagement in feedback requests.Add quick feedback options like surveys or star ratings after key actions to boost engagement.	<ul style="list-style-type: none">Data overload with unclear priorities.Highlight key metrics relevant to user satisfaction and accessibility.	<ul style="list-style-type: none">Sourcing reliable, updated content.Partner with inclusion experts for consistent resource updates.	<ul style="list-style-type: none">Limited testimonials due to low response rates.Showcase testimonials prominently to attract more users.

• Guest

 <div>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.</div>		EXPECTATIONS <ul style="list-style-type: none">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
<p>Browses job listings to see if they cater to PWDs.</p>  <div>Can I find jobs here that truly consider the needs of PWDs?</div>	<p>Reads company profiles and inclusivity policies.</p>  <div>Are these companies genuinely inclusive, or is it just marketing?</div>	<p>Reviews testimonials and success stories from PWD job seekers.</p>  <div>I want to see if people like me have found jobs here.</div>	<p>Uses job search and filters to preview available positions.</p>  <div>I'm not ready to sign up yet; I want to try it out first.</div>	<p>Considers creating an account to access more features.</p>  <div>Is this platform worth committing to for my job search as a PWD?</div>
PAIN POINTS AND OPPORTUNITIES				
<ul style="list-style-type: none">Limited listings with detailed accessibility information.Highlight accessible job openings more prominently.	<ul style="list-style-type: none">Lack of clarity on specific accommodations available.Add a section for accessibility details in company profiles.	<ul style="list-style-type: none">Few relatable success stories from PWD users.Feature more testimonials from successful PWD hires.	<ul style="list-style-type: none">Limited functionality for guests without an account.Allow more guest access to job filters and previews.	<ul style="list-style-type: none">Uncertain if creating an account will lead to a better experience.Clearly show benefits of signing up for PWDs.



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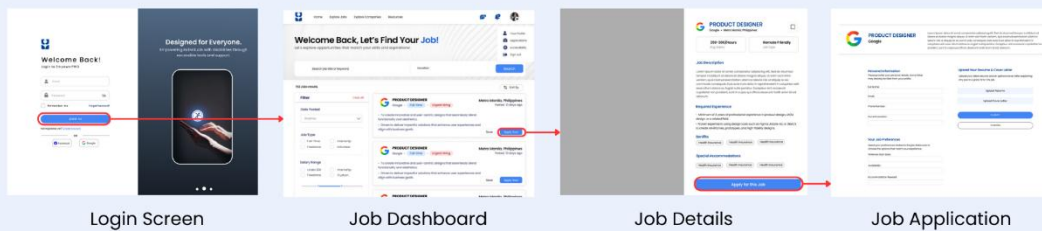
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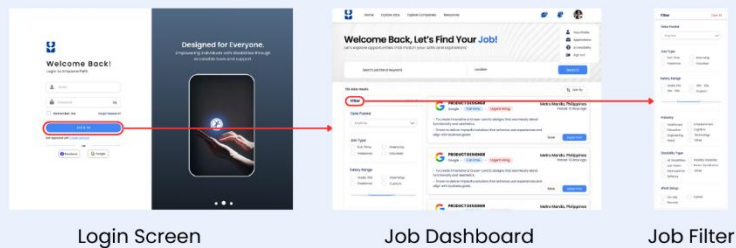
5. User Flow

- Job Seeker

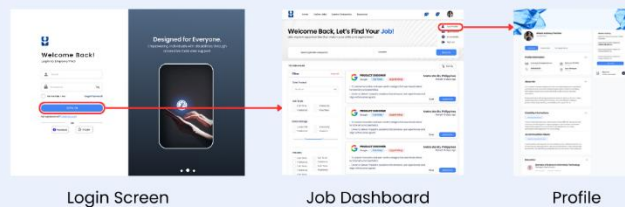
User Flow: Applying for a Job



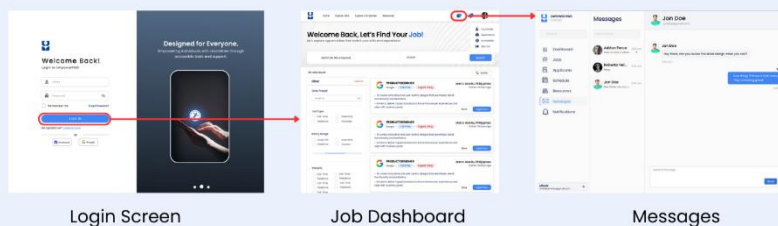
User Flow: Filter Job



User Flow: Creating Detailed Profile



User Flow: Message Employer





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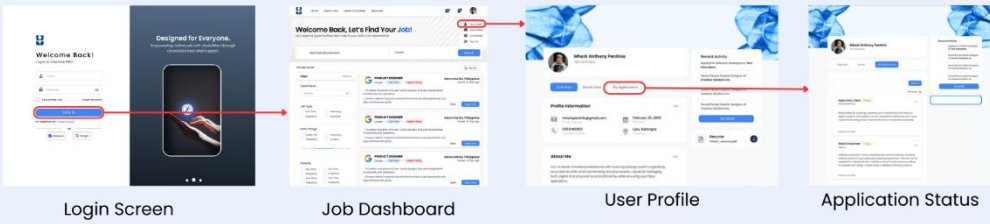
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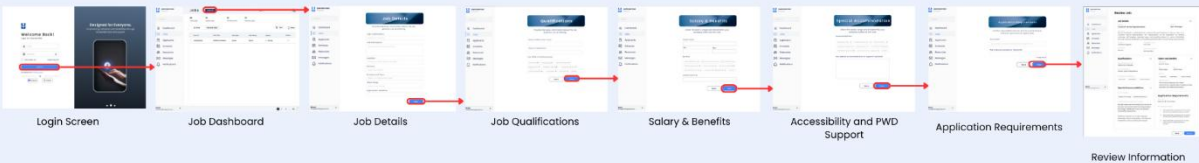
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User Flow: Tracking Status of Application

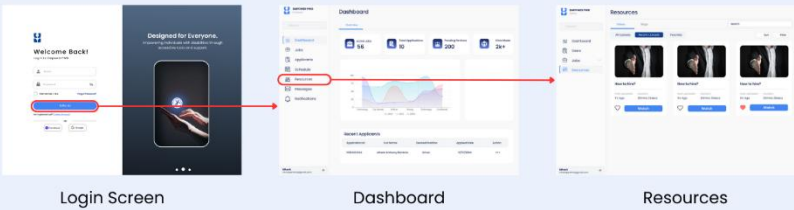


• Employer

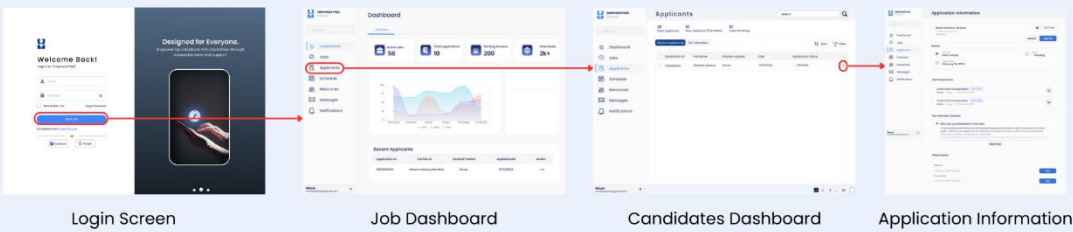
User Flow: Job Posting



User Flow: Educational Resources



User Flow: View Candidates





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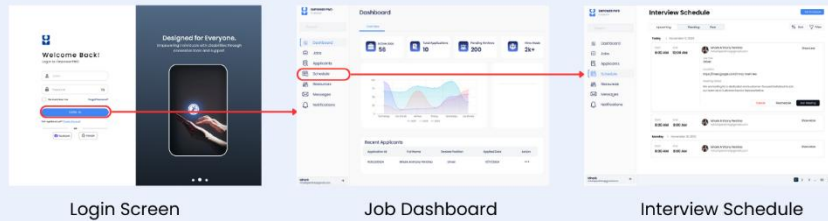
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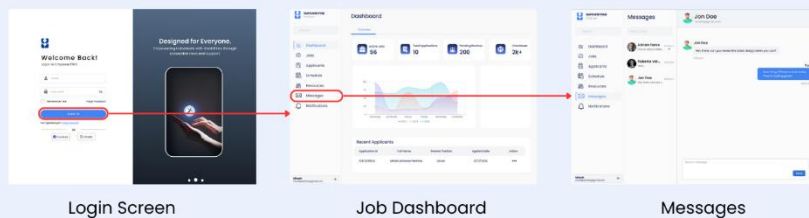
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User Flow: Schedule Interview

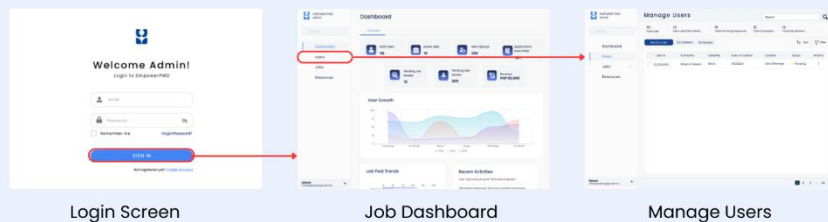


User Flow: Message Applicants

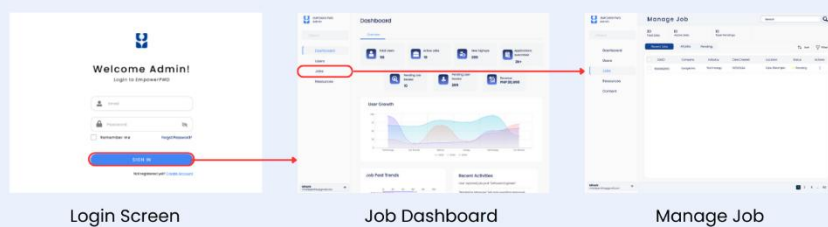


• Admin

User Flow: Manage Users



User Flow: Manage Job





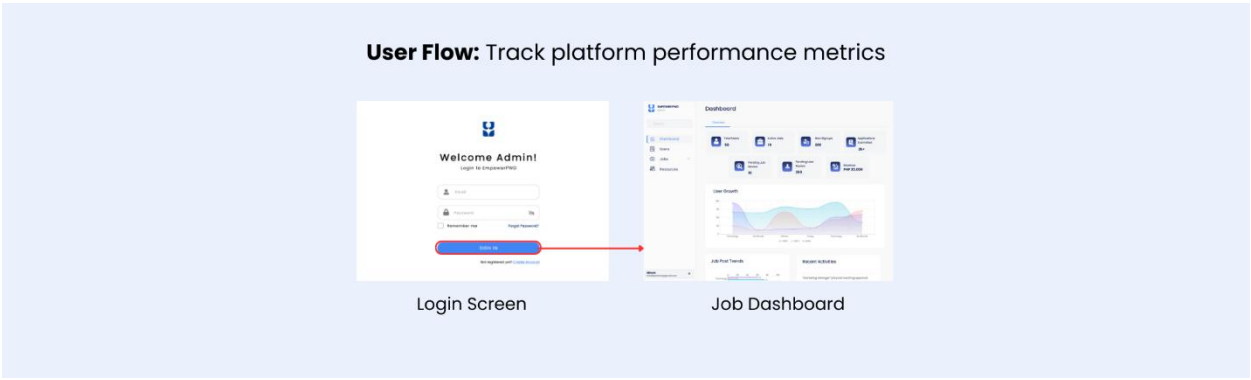
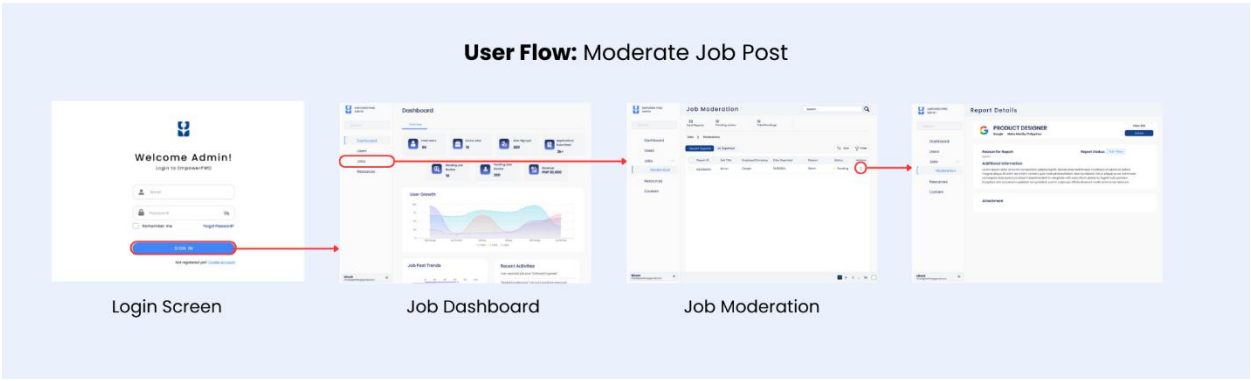
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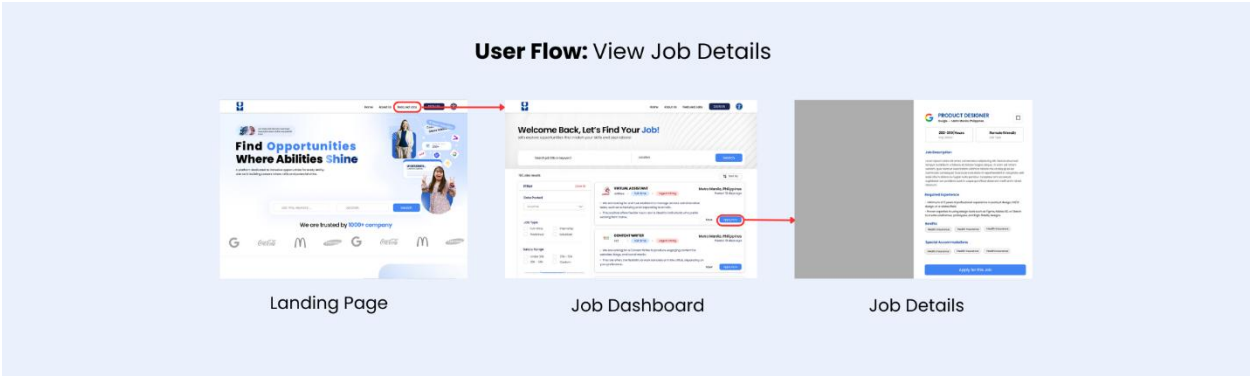
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• Guest





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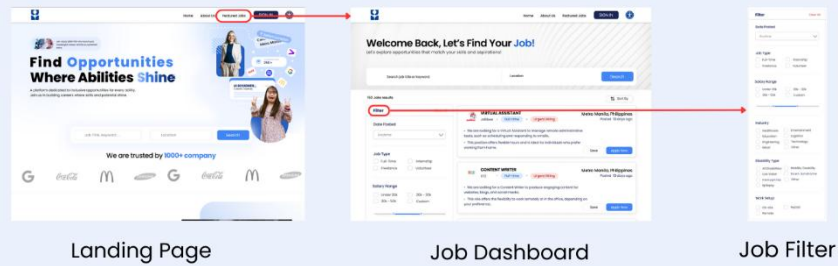
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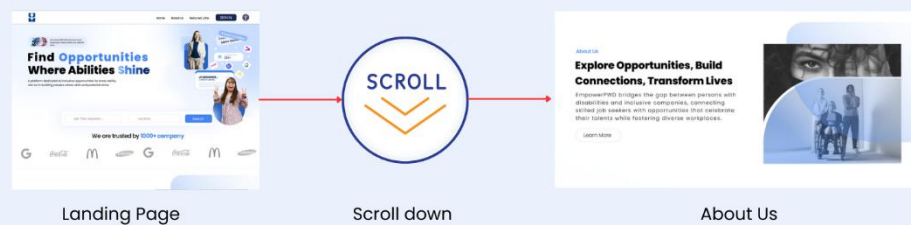
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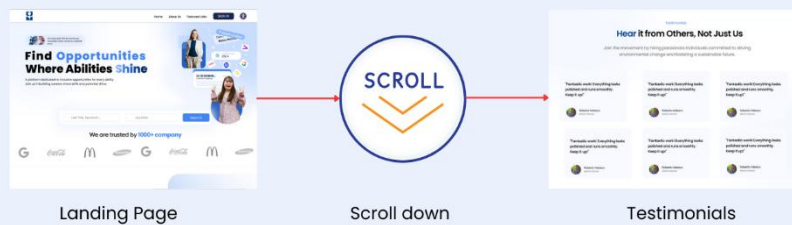
User Flow: Filter Job



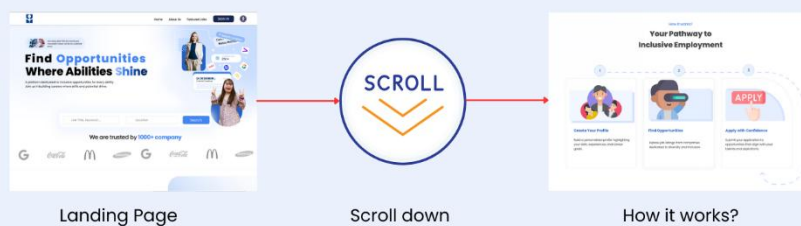
User Flow: Read About Us



User Flow: Read Testimonials



User Flow: Read how the platform works



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