

Project 3: Job Search App/Website

Makenzie Wilson

Project overview



The product:

The website would help allow college grads to be able to find jobs easily and efficiently.



Project duration:

June 2022-July 2022



Project overview



The problem:

Recent grads are having a hard time finding jobs that are in their field that don't require a ton of experience.



The goal:

Create an effective and easy way for recent grads to locate and find jobs in their field

Project overview



My role:

UX



Responsibilities:

User research, Wireframing, Prototyping,
Conducted Usability Studies

Understanding the user

- User research
- Persona
- Problem statements

User research: summary



Many college graduates struggle with finding a job in their career field. By creating this app, college grads are able to search for their jobs of choice with the ability to filter what jobs are shown.

Persona 1: Max Evans

Problem statement:

Max is a 22 year old freshly graduated from college who needs to find a job easily and with no experience because he just graduated college and wants to be financially stable.



Max Evans

Age: 22
Education: Bachelor's Degree
Hometown: Austin, Texas
Family: Girlfriend
Occupation: Interior Designer

"If I can get a job, I would be able to be financially stable and support myself and my girlfriend"

Goals

- Would be able to be financially stable if able to find a job
- Easily apply for a job

Frustrations

- Many job listings require experience
- Job websites aren't tailored and don't have a ton of filters

Max is a 22 year old freshly graduated from college. He is struggling with finding a job that doesn't require a ton of experience. Many jobs that are currently available are ones that need experience. Max is hoping to find a way to locate and get a job.

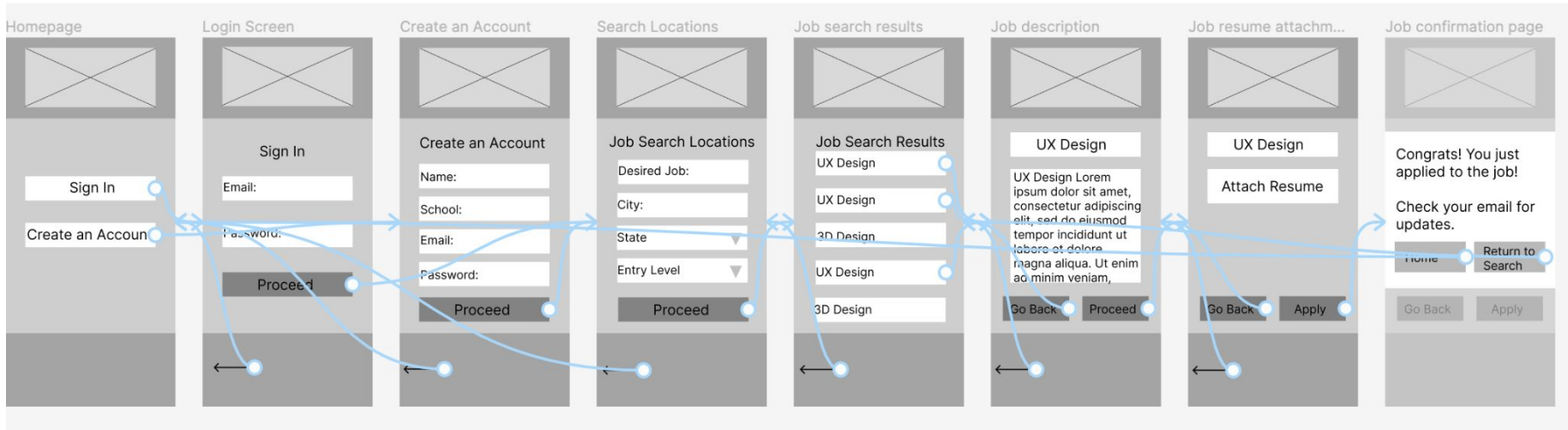
Digital wireframes

For the search page I wanted it to be simple and to the point. I didn't want users to struggle with finding a job with lots of clutter on the screen.



Low-fidelity prototype

<https://www.figma.com/proto/wt2qVllpVgxxlbGP60UFFI/Untitled?node-id=2%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A2>



Usability study: parameters



Study type:

Unmoderated usability study



Location:

USA, remote



Participants:

4 participants



Length:

30-60 minutes

Usability study: findings

1

Search Function

Some participants were struggling on using the search function to be able to find a job. It was too crowded with other options other than location information

2

More Filters

Adding more options for filters can help support the user needs in locating a job.

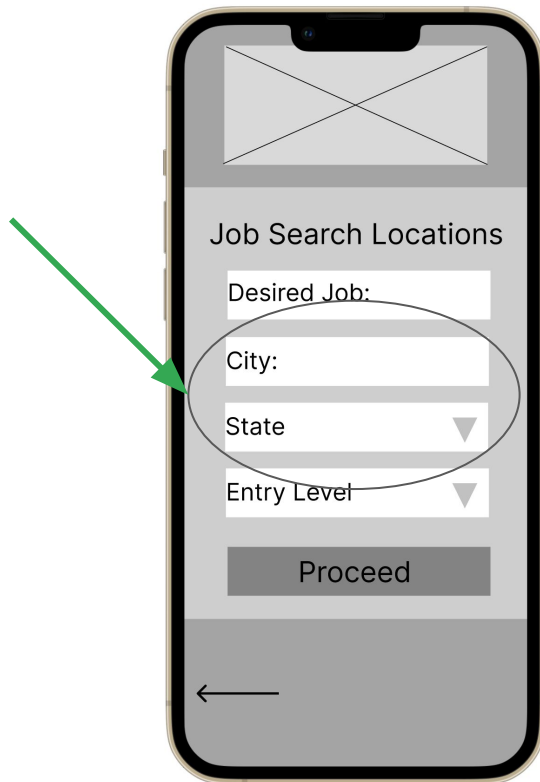
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

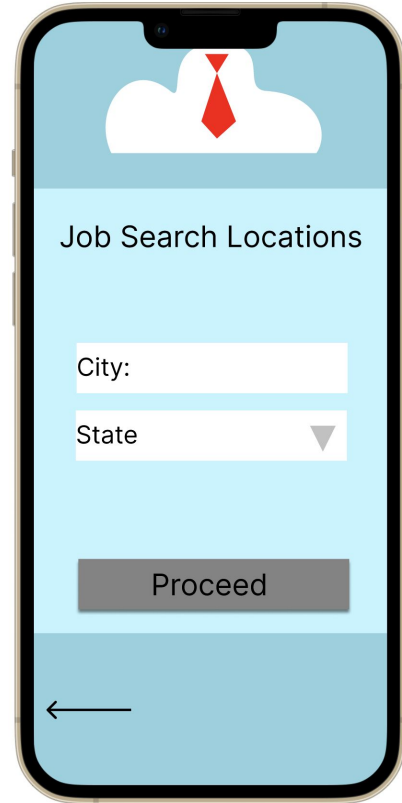
I separated the location section to help with users finding a specific location.

Before usability study



A mockup of a mobile app interface for job searching. At the top is a grey header with a large 'X' icon. Below it is the title 'Job Search Locations'. The form contains four input fields: 'Desired Job:', 'City:', 'State' (with a dropdown arrow), and 'Entry Level' (with a dropdown arrow). A green arrow points to the 'City' field, which is circled. Below the inputs is a grey 'Proceed' button. At the bottom is a grey bar with a left-pointing arrow.

After usability study

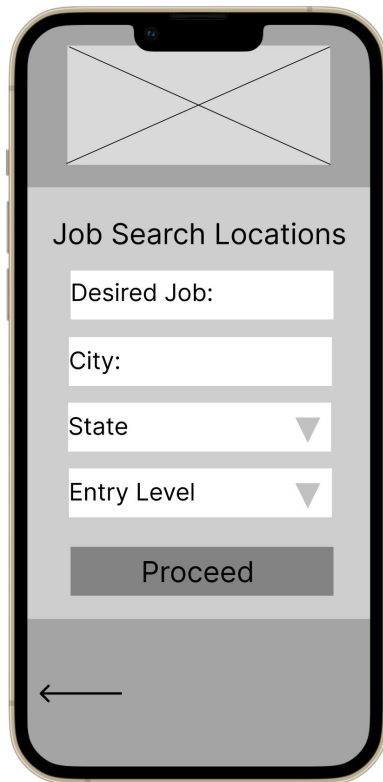


A mockup of a mobile app interface for job searching, revised after a usability study. The header is light blue with a white cloud and red tie icon. The title 'Job Search Locations' is in white. The form has a light blue background and contains three input fields: 'City:', 'State' (with a dropdown arrow), and 'Entry Level' (with a dropdown arrow). The 'Desired Job' field has been removed. Below the inputs is a grey 'Proceed' button. At the bottom is a light blue bar with a left-pointing arrow.

Mockups

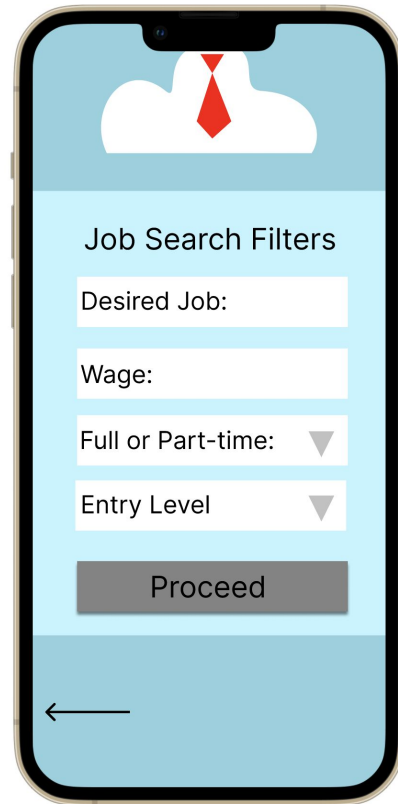
I added wage and full/part-time to help filter out the unnecessary job listings

Before usability study



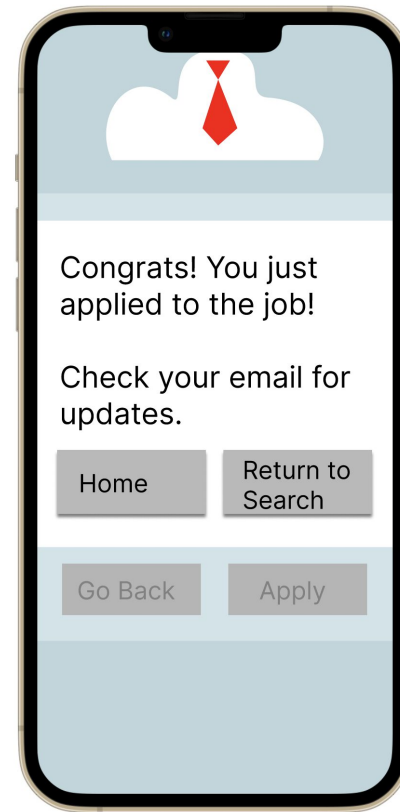
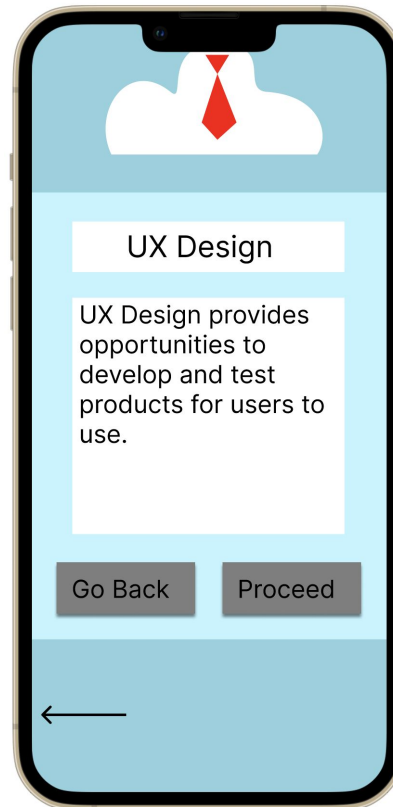
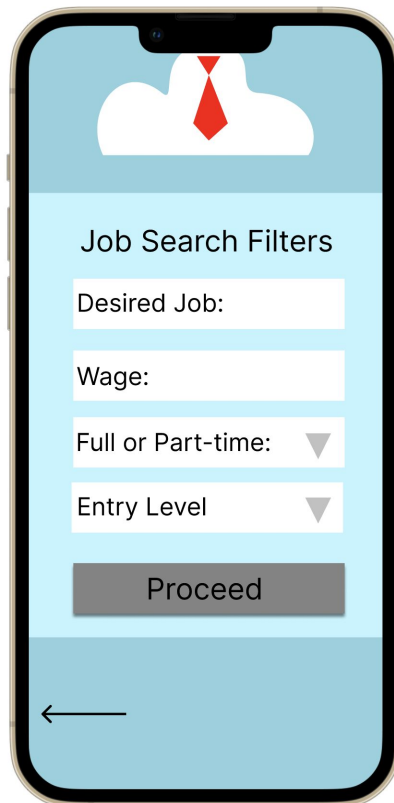
A smartphone mockup showing a job search interface. At the top is a grey placeholder for a profile picture with a large 'X' over it. Below is the section 'Job Search Locations' containing four input fields: 'Desired Job:', 'City:', 'State' (with a dropdown arrow), and 'Entry Level' (with a dropdown arrow). At the bottom of this section is a grey 'Proceed' button. A back arrow is visible at the very bottom of the screen.

After usability study



A smartphone mockup showing the updated job search interface. The top section now features a blue background with a white cloud and a red tie icon. Below this is the section 'Job Search Filters' containing four input fields: 'Desired Job:', 'Wage:', 'Full or Part-time:' (with a dropdown arrow), and 'Entry Level' (with a dropdown arrow). At the bottom of this section is a grey 'Proceed' button. A back arrow is visible at the very bottom of the screen. A green arrow points from the 'Before' mockup to this one.

Mockups



High-fidelity prototype

[https://www.figma.com/proto/Sj9HfgHxfSTNNb6c4oB0Vv/Untitled-\(Copy\)?scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A2&node-id=2%3A2](https://www.figma.com/proto/Sj9HfgHxfSTNNb6c4oB0Vv/Untitled-(Copy)?scaling=scale-down&page-id=0%3A1&starting-point-node-id=2%3A2&node-id=2%3A2)



Accessibility considerations

1

Color of the text is easy to read on the colored background.

2

Large and legible text for users to be able to read.

3

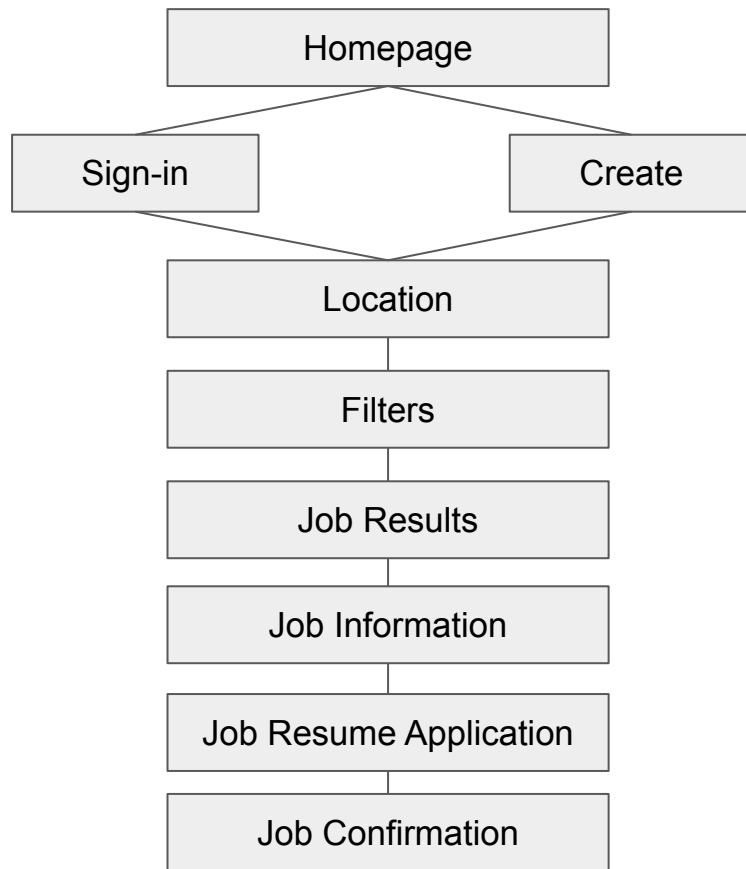
Simplistic design not overwhelming for users using the app.

Responsive Design

- Information architecture
- Responsive design

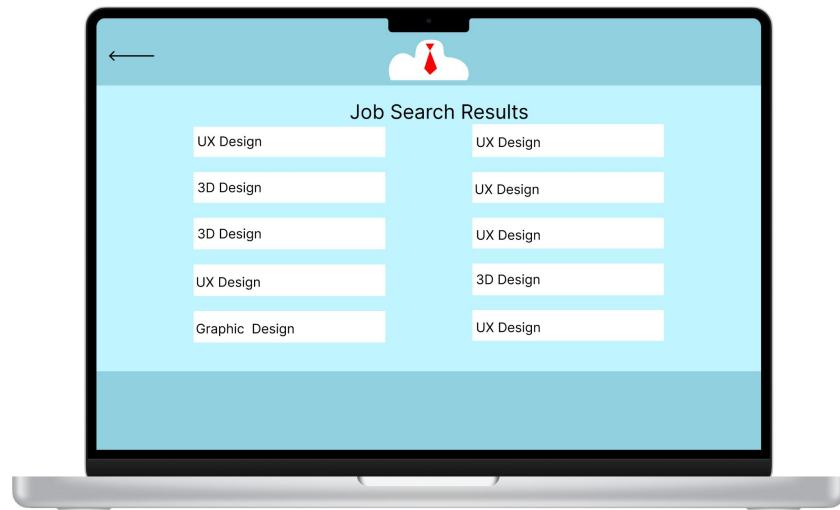
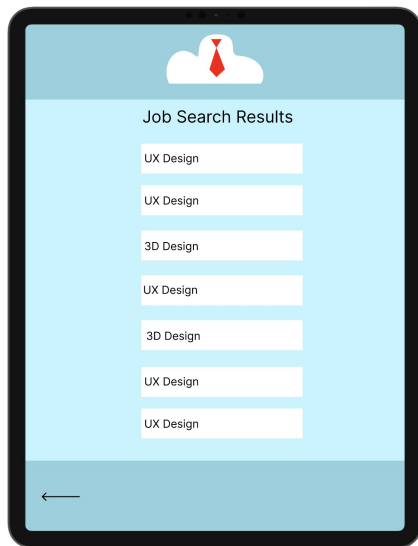
Sitemap

I wanted a hierarchical layout for simplicity. I also thought that this would be the easiest way for users to go about using the app.



Responsive designs

My process was to use the same style and screen layout on each version for a more continuous look and style.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The impact of this app will help users who are recently graduated or just users who are in need of a job an easier solution to locating the job they are looking for. This will also help more users be more financially stable.



What I learned:

I learned that it is really difficult to make a really resourceful app for social good. I had a hard time coming up with an idea for layouts of the app that wasn't already being done by other competitors.

Next steps

1

Add a speak to text feature for accessibility.

2

Add more details in the header and footers.

3

Include imagery throughout the app.

Let's connect!



Thank you