

GROW



Discover your next career move

A Design Challenge by Liz Newman | 02.12.2020

Design a single page web application that helps you decide which company you'd most like to work for based on their respective interview processes. It should let you rank and prioritize companies you've interviewed with in terms of what's important to you in an organization.

THE DESIGN CHALLENGE

GROW

A company focused on helping people grow and discover their next job. They are looking to build a new product that allows users to search available job posting based on the company's interview process. Grow also wants the application to allow users to rank and prioritize job they have interviewed with based on what is important to them.

BUSINESS PLAN

Grow earns revenue by placing people successfully at a new job. Every time someone is successfully hired for a job that was posted on Grow's application the business earns 10% of the positions salary offer.

THE
CLIENT



PHASE 1

EMPATHIZE

Understand the users and the problems

CONDUCTING RESEARCH

In order to design a solution, I first had to understand the process of searching for a job. For the purposes of this challenge, I conducted a competitive analysis and explored the behavioral and psychological aspects of job searching.

Competitive Analysis

- [linkedin.com](https://www.linkedin.com)
- [indeed.com](https://www.indeed.com)
- [builtinchicago.org](https://www.builtinchicago.org)

Behavioral Research

- Blog Posts
- Market Research
- Academic Articles

Future Research

- Interviews
- Observations

MY KEY FINDINGS

Current Job Sites

- Majority of job search sites rely on “what” and “where” to start a search
- Majority of sites use tags and keywords to make the process easier to start
- Applying to the position is always the primary call-to-action
- All postings showcase the same key information: Title, Company and Location

Why people look for a new job

- Entering the workforce for the first time
- Looking for a new company that has similar values as them
- Looking for a raise in salary and responsibilities

PERSONAS

Grow is an online web application for job searching. People job search at various times of their lives and careers. As Grow launches and expands it hopes to serve the needs of all of those people. However, for the purpose of this project I chose to focus on two user types:



People graduating from college and looking for their first full-time position



People currently working but looking for their next opportunity



MADDY BELL

"I am ready to start working and making money."

ABOUT

Maddy is a senior at the University of Michigan in Ann Arbor. She is working on her Bachelor's Degree in Finance. As she gets closer to graduation, she is starting her job search. She really wants to move to a big city and work for a larger financial institution. Since this is her first time searching for a job she wants to learn more about what open positions are available and the hiring process for different companies.

| | |
|----------------------------|-----------------|
| AGE | 22 |
| GENDER | FEMALE |
| RELATIONSHIP STATUS | SINGLE |
| LOCATION | ANN ARBOR, MI |
| OCCUPATION | COLLEGE STUDENT |
| INCOME | \$0 |
| YEARS OF EXPERIENCE | 1 YEAR INTERN |

GOALS

- Find a job post graduation
- Learn from a mentor with more experience
- Track and rank job applications

FRUSTRATIONS

- Finds it difficult to figure out hiring processes
- Loses track of which jobs she has applied for
- Finds it difficult to compare and rank jobs

CURRENT FEELINGS

ANXIOUS STRESSED

READY TO MOVE ON OPTIMISTIC

PREPARED EXCITED

PERSONALITY

KIND HARDWORKING CREATIVE

FUN-LOVING CHARISMATIC





GEORGE HARRIS

“I want to work for a new company that promotes a work-life balance.”

ABOUT

George has been working for the past 14 years in project and product management. He has worked for the same company for the past 10 years and is ready for a change. He has worked his way up in the company, but is now feeling as though he has reached his limit at the company. Besides furthering his career, he has also gotten married and started a family. In his next career move he is looking for a higher position at a company that values a work-life balance.

| | |
|----------------------------|--------------------|
| AGE | 36 |
| GENDER | MALE |
| RELATIONSHIP STATUS | MARRIED, WITH KIDS |
| LOCATION | CHICAGO, IL |
| OCCUPATION | PRODUCT MANAGER |
| INCOME | \$120,000 |
| YEARS OF EXPERIENCE | 14 YEARS |

GOALS

- Spend more time with his family
- Interview for a higher position
- Earn more responsibility at work

FRUSTRATIONS

- Cannot find a site that allows him to rank jobs
- Current job does not promote from within
- Current job is not respectful of his family time

CURRENT FEELINGS

OPTIMISTIC EXCITED

READY TO MOVE ON NERVOUS

UNDER APPRECIATED

PERSONALITY

KIND HARDWORKING ANALYTICAL

FAMILY MAN ORGANIZED



PHASE 2

DEFINE

Breakdown the problem and the goals

BREAKING DOWN THE PROBLEM

Design a single page web application that helps you decide which company you'd most like to work for based on their respective interview processes. It should let you rank and prioritize companies you've interviewed with in terms of what's important to you in an organization.

THE DESIGN PROBLEM:

Design a web application to help people search, rank and prioritize jobs they are interested in based on their interview process.

THE DESIGN QUESTION:

How can Grow make it easier and more efficient for people to discover their next job?

PROJECT GOALS:

- Create a web application that showcases open job postings
 - Showcase a job postings key information
 - Showcase a job postings interview process
 - Provide a way for users to rank and prioritize job postings
 - Design an interface that is helpful, effective and easy-to-use
-

SOCIAL IMPACT GOAL:

Grow wants to make a social impact, by making the job search process more enjoyable and more transparent.

BUSINESS IMPACT GOAL:

Create a user-focused job search application that increases the rate of success job placements for users.

WHO, WHAT, WHERE & WHY

WHO

People who are searching for a new Job

WHAT:

A web application – Crossbrowsers and screen sizes

WHERE

Anywhere users have access to the Internet (Desktop – Mobile)

WHY

To provide people with a place to find a new job

USER STORIES

As a job seeker, I want to be able to view a list of jobs, so that I can learn which companies are hiring

As a job seeker, I want to learn about interview processes, so that I can determine the level of difficulty for the application process

As a job seeker, I want to rank and prioritize jobs, so that I can easily compare and organize potential companies of interest

MEASURE SUCCESS

HOW DO WE MEASURE SUCCESS?

- Increase in user profiles over the months following release

- Increase in successful job placements

- Increase in number of companies listing jobs on the site

- Positive feedback from our users

- Low error or bug rate

PHASE 3

IDEATE

Generate ideas and architecture

MADDY'S USER FLOW

- Maddy searches for a job site on Google
- Google takes Maddy to GROW's listings
- Maddy looks over the job listings and clicks on a few full posts that are interesting to her
- Maddy clicks on "Sign Up" to begin creating her professional profile and to start applying
- Maddy returns to the listings page to apply to four jobs that were entry-level and had an easy interview process
- Maddy goes to her profile page to rank and prioritize the jobs she applied to based on their benefits

GEORGE'S USER FLOW

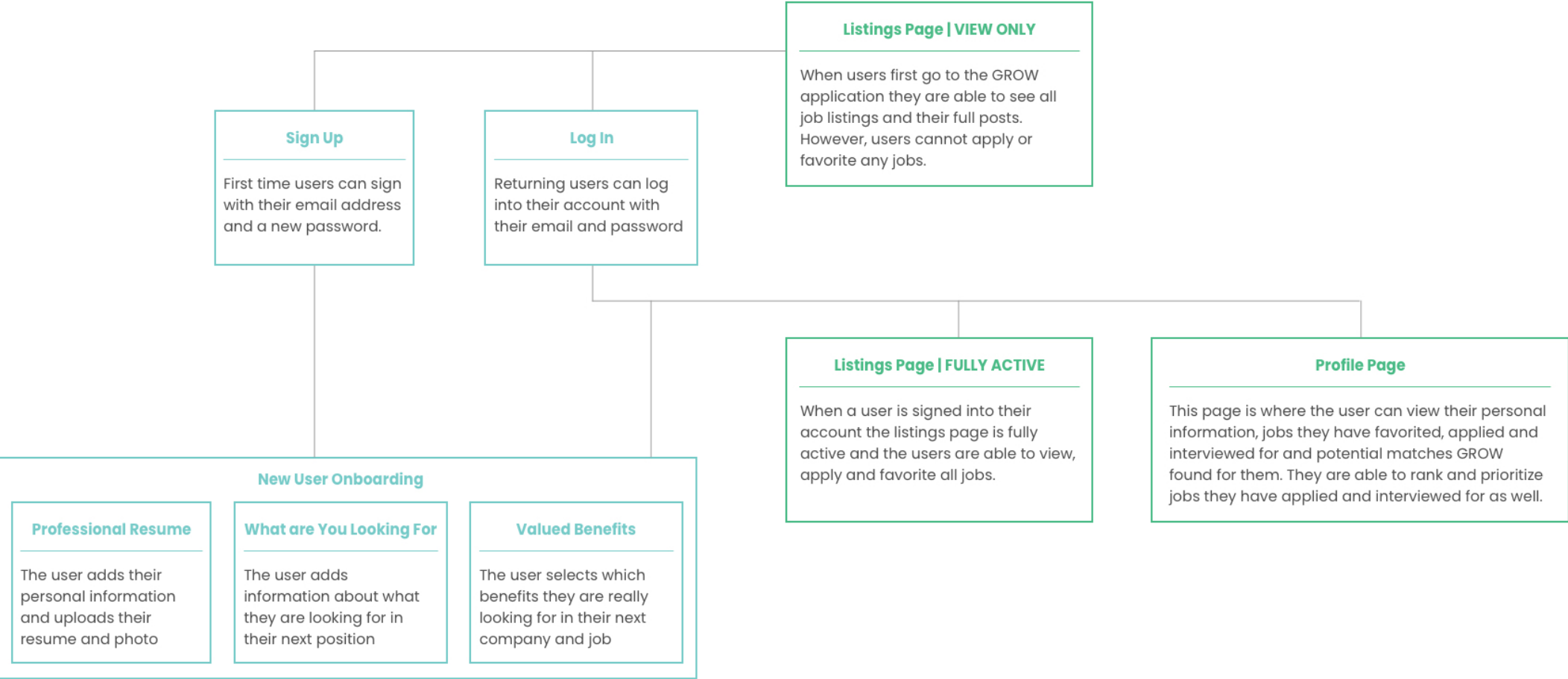
- George already has a GROW account so he goes directly to grow.com to log in
- George reviews the latest job postings on the listings page and applies to two new jobs
- George visits his profile page to rank the jobs he interviewed for last week
- George moves the new jobs he just applied to up and down in priority compared to the jobs he has already interviewed with
- George clicks on his "Potential Matches" to see if GROW has suggested any new jobs that are good matches for what he is looking for in a company

ASSUMPTIONS

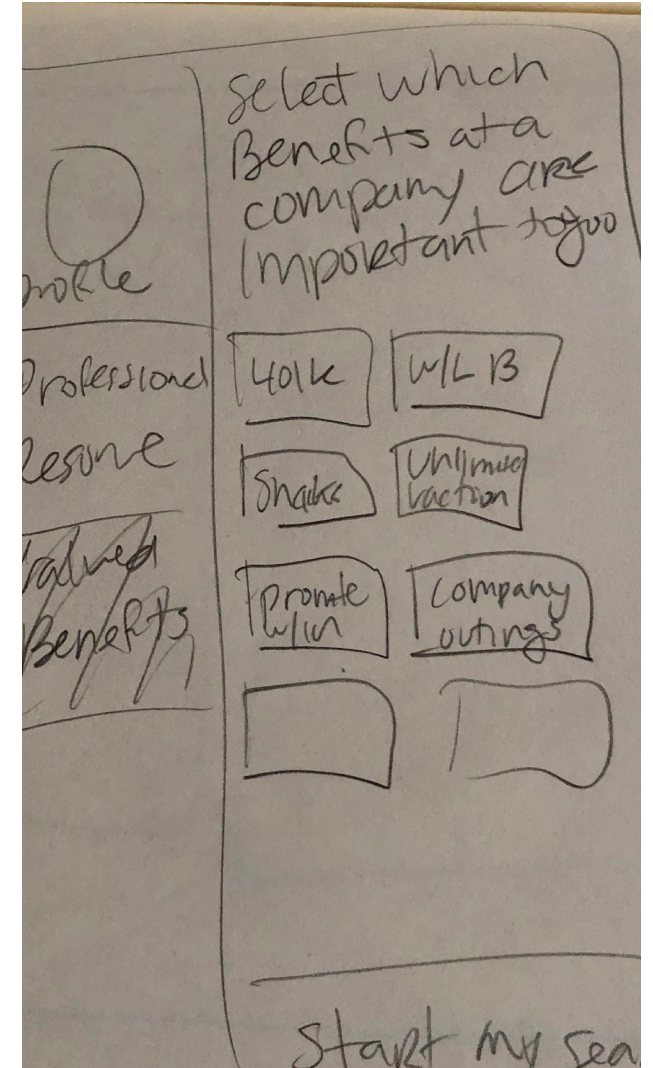
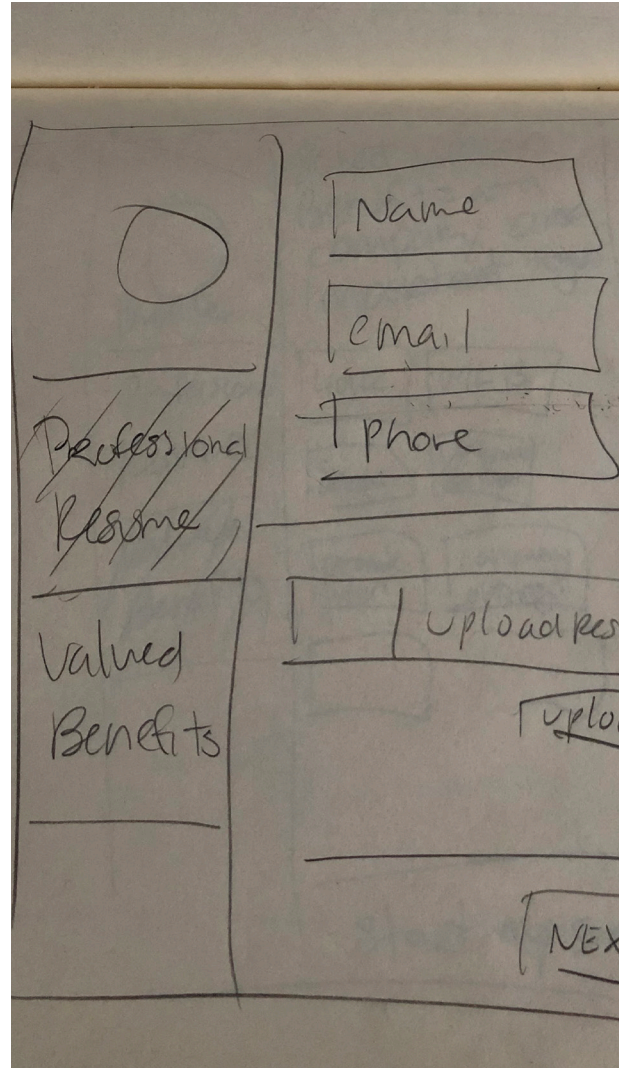
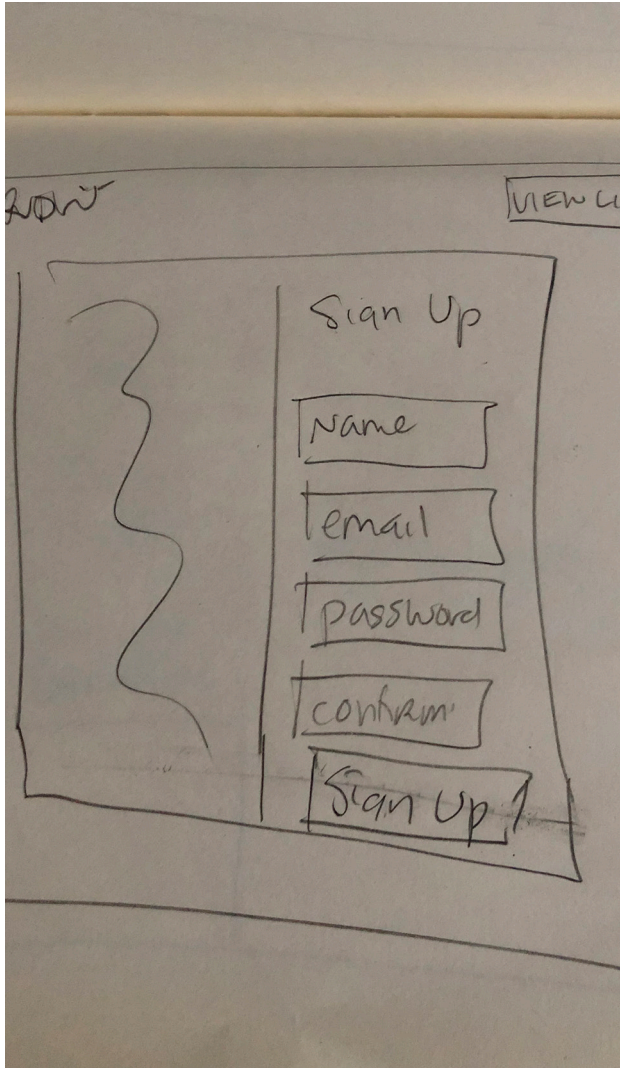
I made the following assumptions about the GROW application to help scope the project, feature sets and functionality.

- The application needs an Internet connection to work
- Everyone can view the listings, but a user must be logged in with a professional profile account in order to apply, favorite, rank and prioritize
- There is a company side to the application that employers use to post new jobs, update current postings, manage candidates' and their interview process status
- The apply button automatically sends employers the candidate's professional profile
- The system manages updating user's statuses for jobs they have applied to based on feedback from the employers.
- The application is responsive, but for the MVP we started with Desktop designs

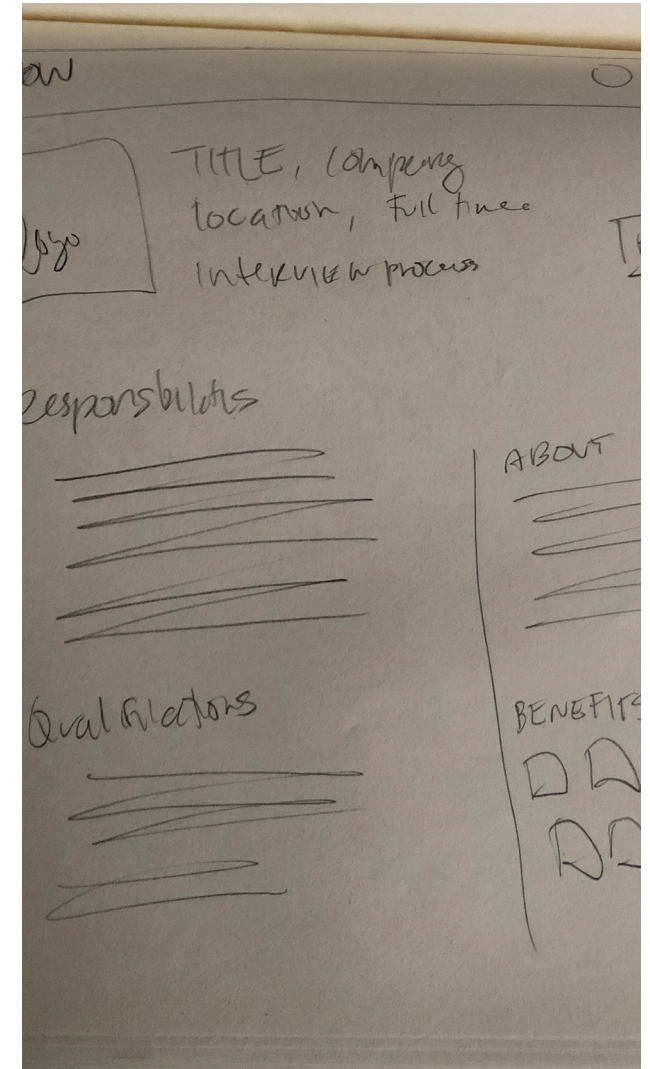
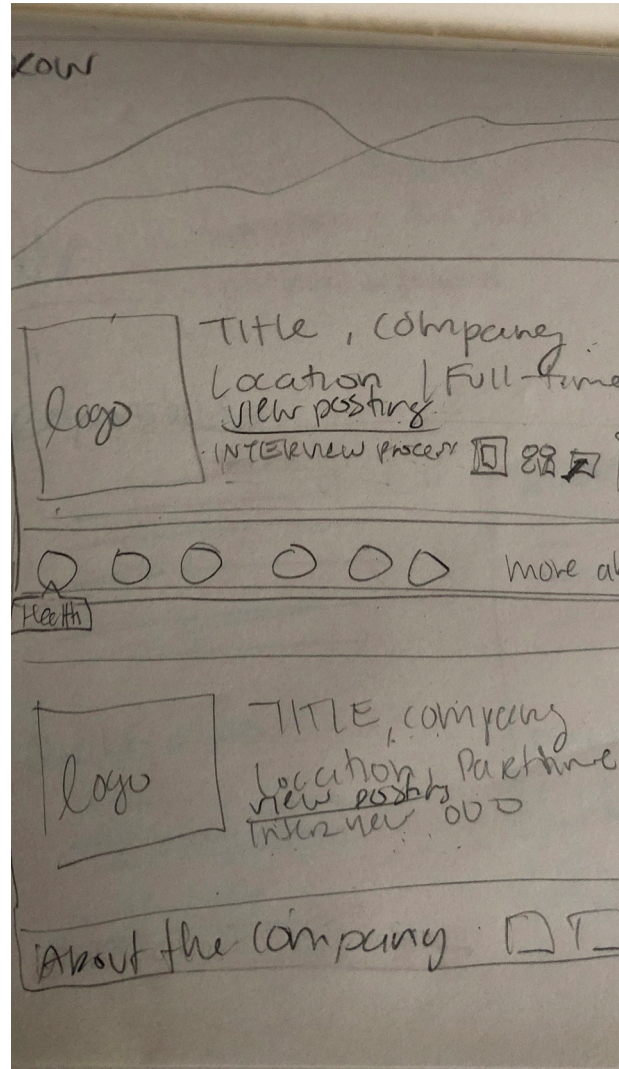
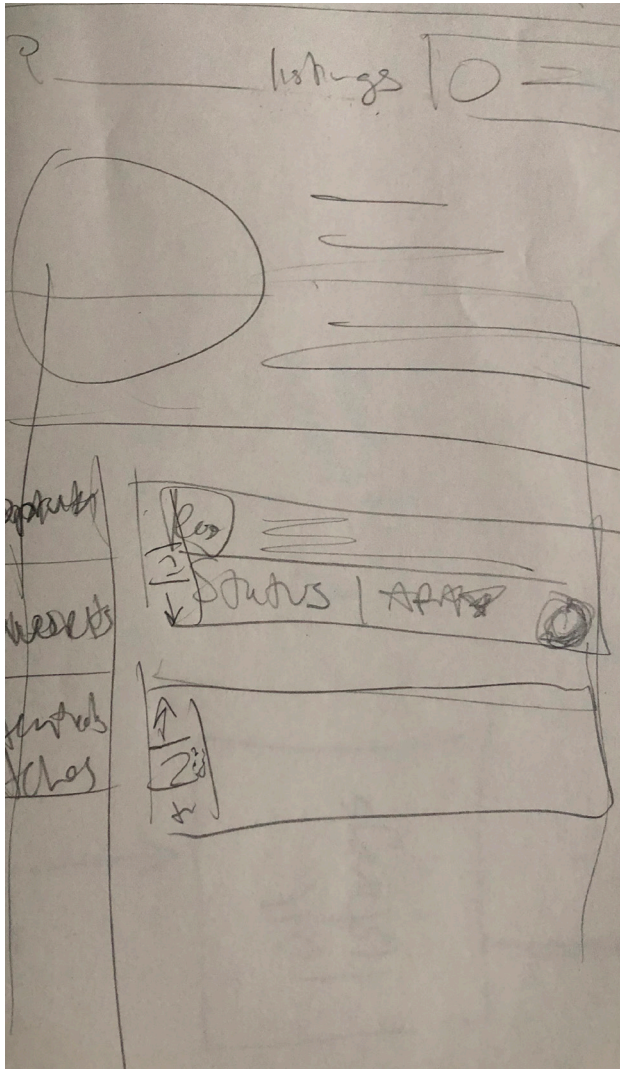
APPLICATION ARCHITECTURE



SKETCHES



SKETCHES



PHASE 4

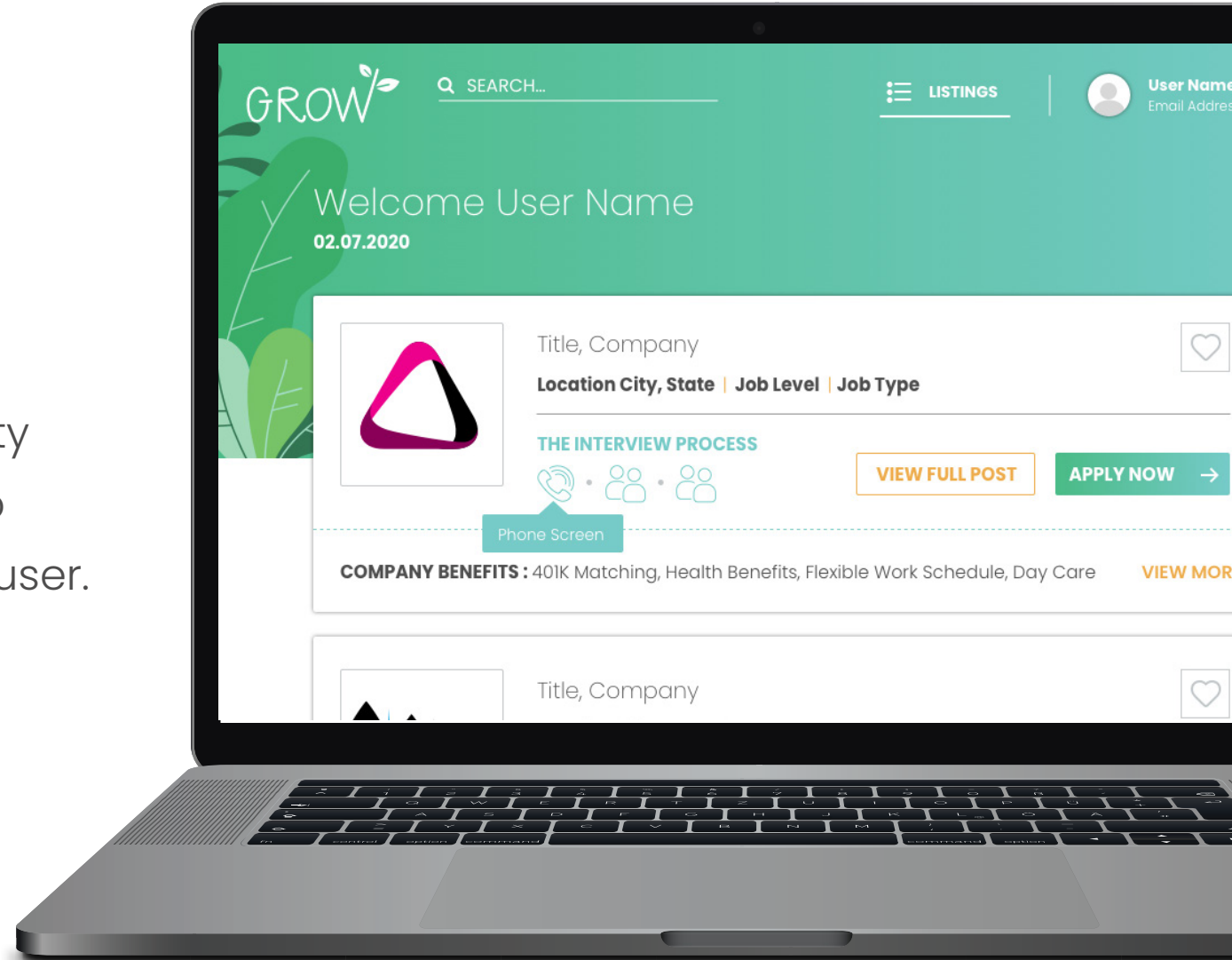
DESIGN

Create mockups and prototypes

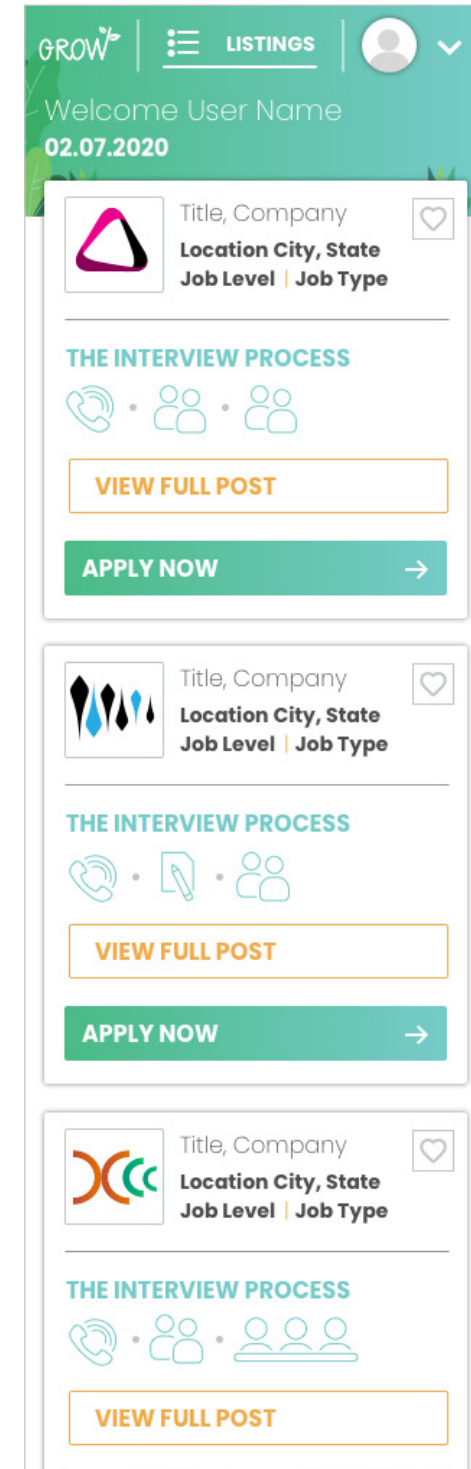
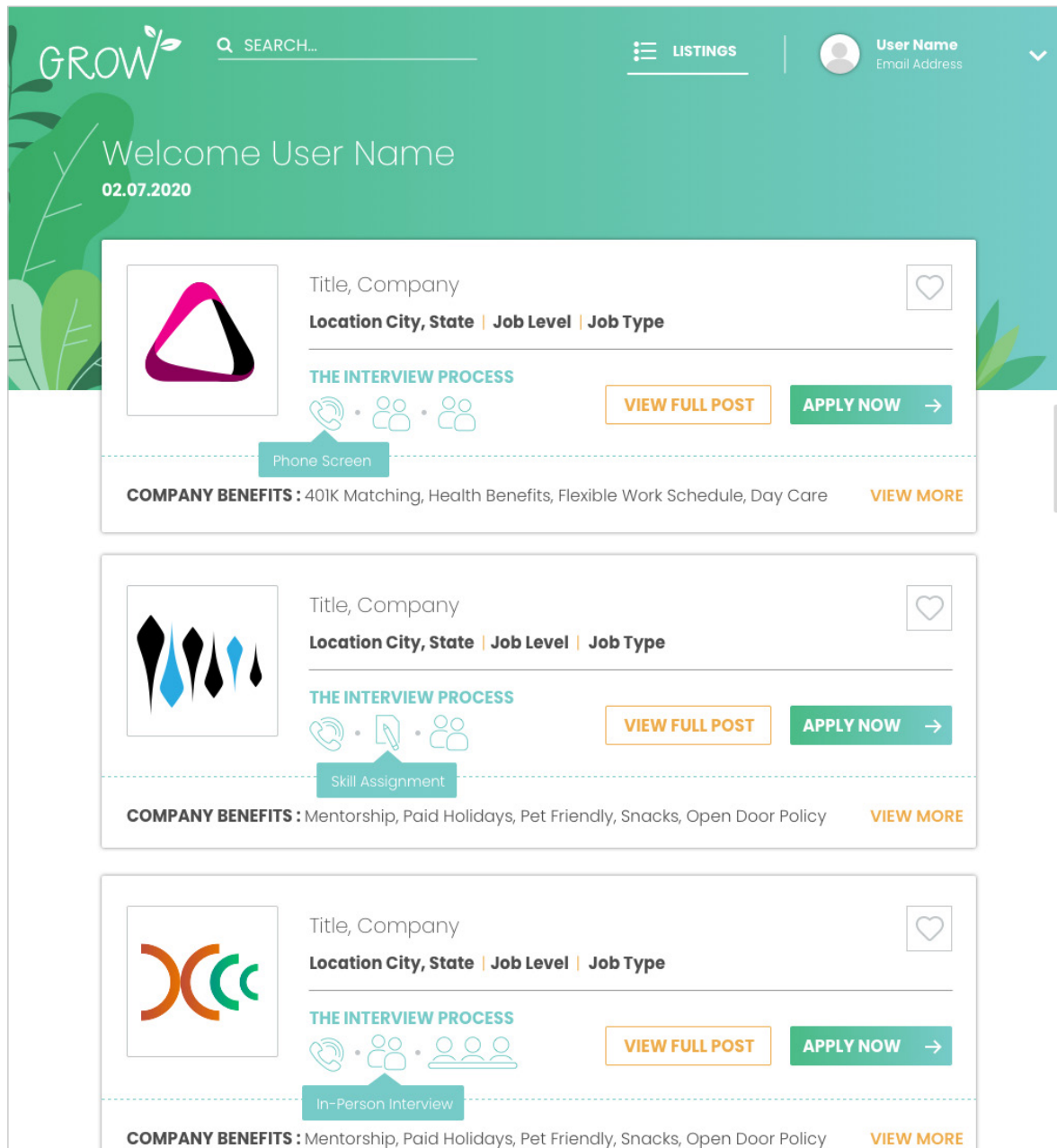
INTERACTIVE PROTOTYPE

I created an interactive prototype. A prototype showcases high-fidelity mockups and it allows everyone to walk through the application as a user.

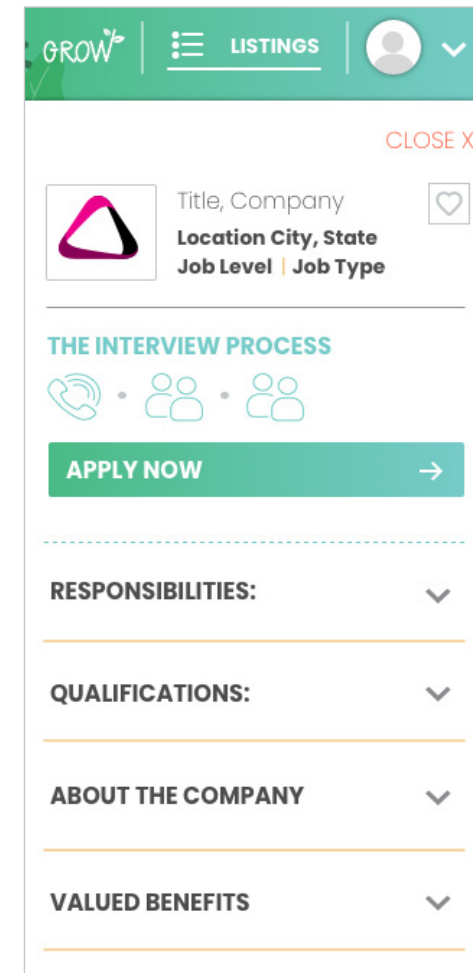
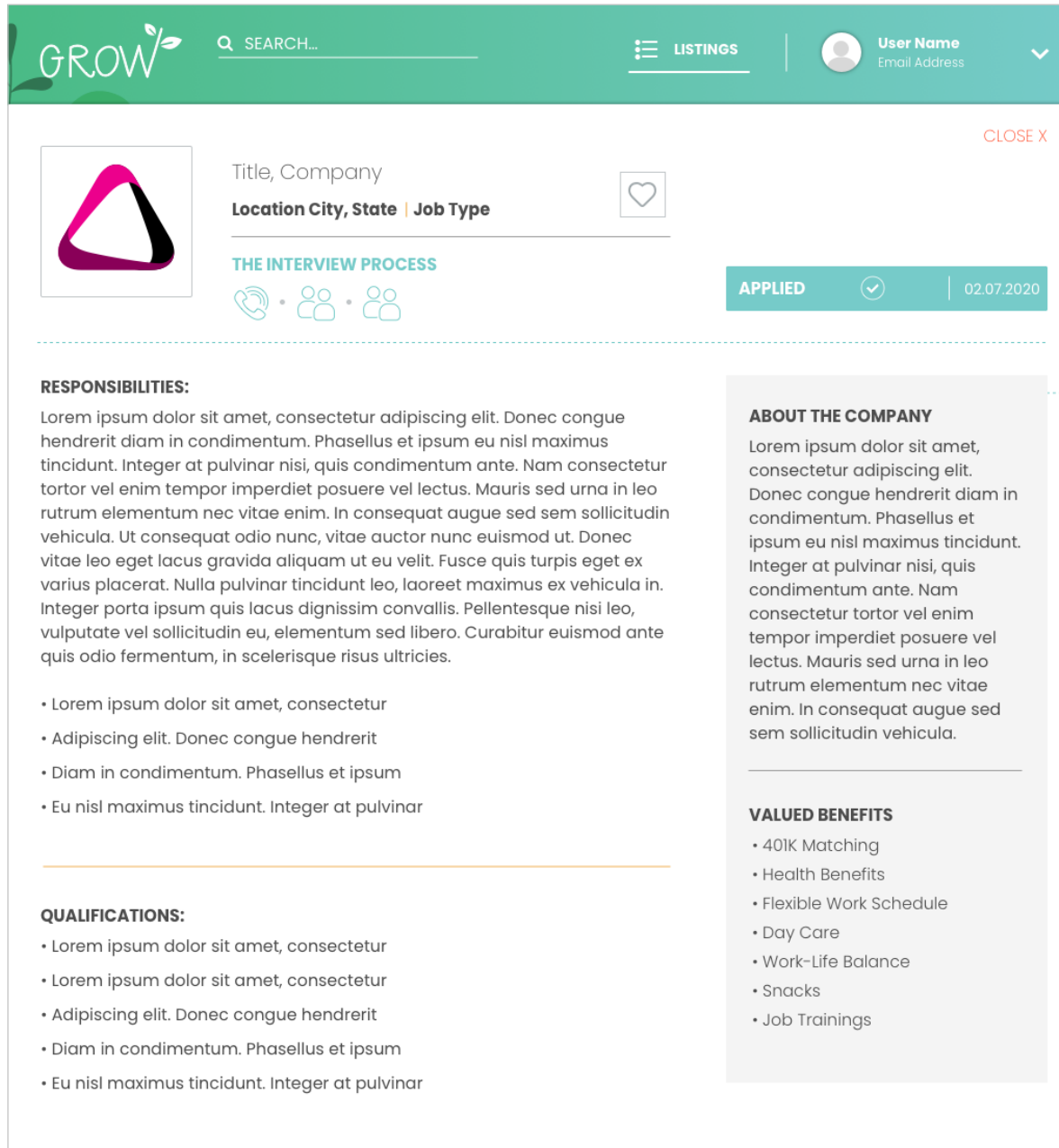
[VIEW PROTOTYPE »](#)



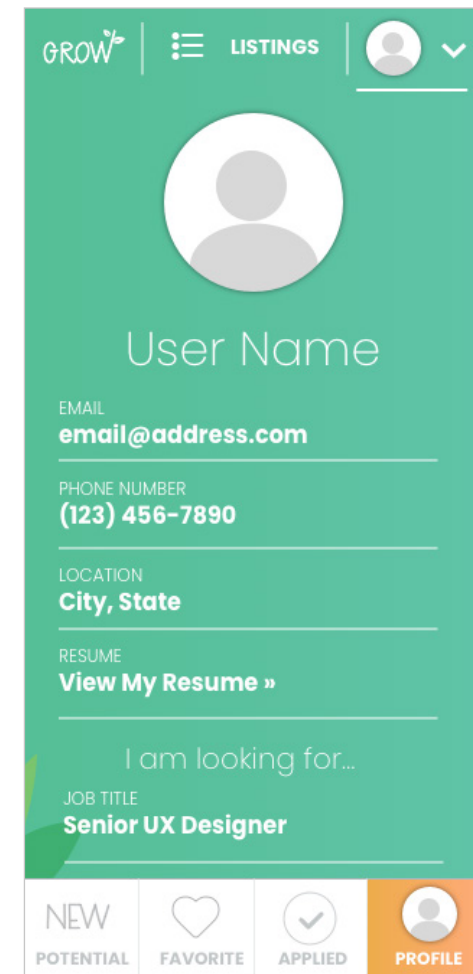
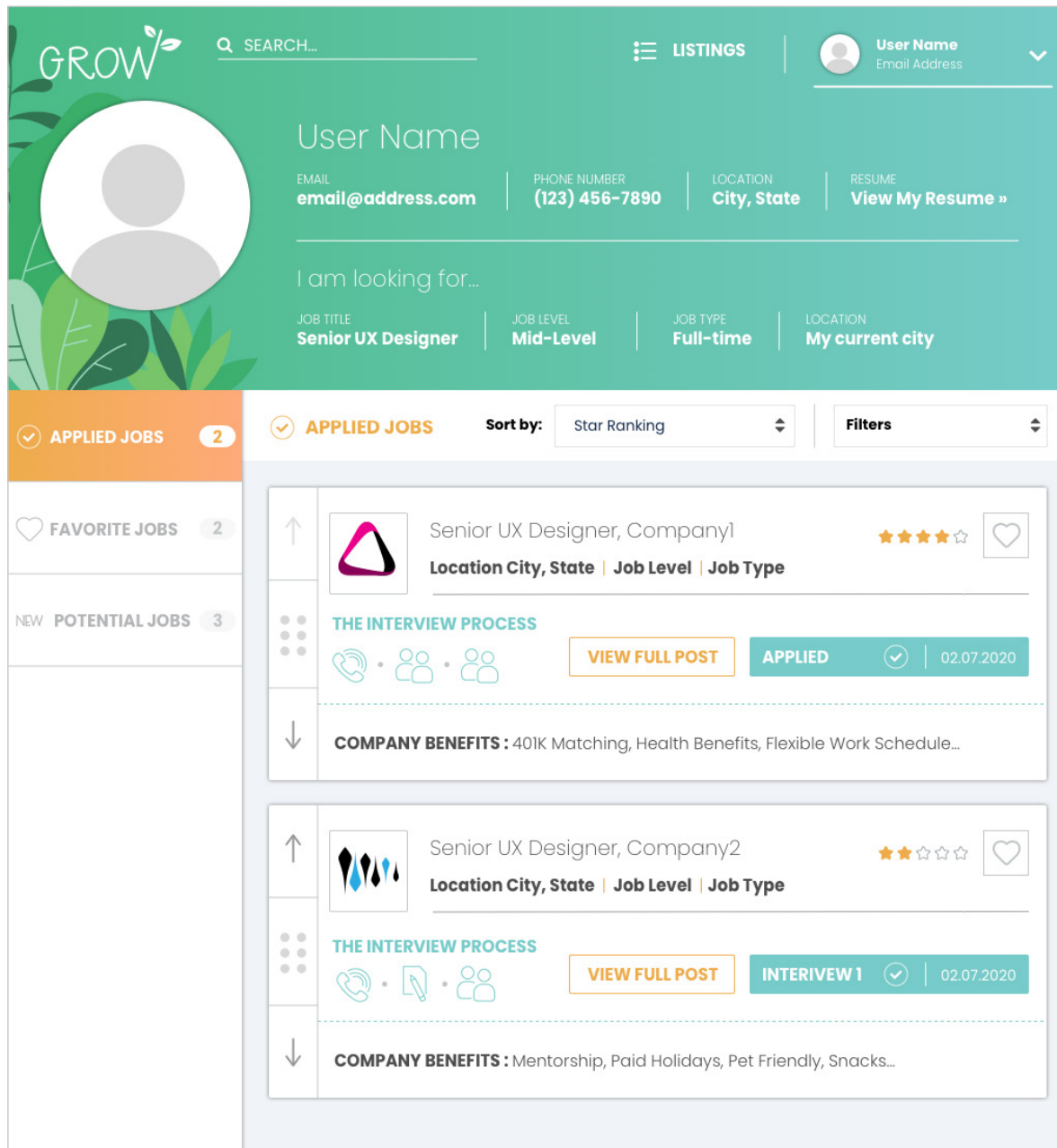
MOBILE MOCKUPS



MOBILE MOCKUPS



MOBILE MOCKUPS



PHASE 5

FUTURE ITERATIONS

Iterate and improve

FUTURE IDEAS

The User-Centered Design Process focuses on iterative cycles. With more time, resources and iterative cycles these are some ideas I have for enhancing the applications

ITERATIVE DESIGN CYCLES

- Mobile Designs
 - Meet with Stakeholders for feedback
 - Meet with Development for feedback
-

CONDUCT USABILITY TESTING & REVIEW ANALYTICS

- Work with InVision prototype to do some guerrilla usability testing
 - Gather data from Google Analytics to set baseline for future improvements and determine level of success.
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FUTURE WORK

- Enhance Accessibility
- Explore new feature sets to add based on user feedback
- Explore machine learning and how the application can better match users with jobs