Justin WONG
Portfolio

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MY WORK

UX/UI Designer | Business Analyst | Digital Content Creator

Background:

This is my first project of my UXC Certification course at YertleTalk Lab.

Project Description:

Job Search platform and provide information about jobs and companies to make better decision for job seekers

Role: UX/UI Design, UX Research, Business Analyst

Tools: Adobe XD, PS, AI, Figma, Miro

Background & Context

Being a job seeker, I can feel the pains of the job hunting experience due to poor information job platforms and lack of job information. Therefore, I conducted research and qualitative to conduct user interviews both video and in-person with 6 people who were equally frustrated.

We decided to focus on the technology industry given it is a relatively fast-growing industry where information can change fast and require constant learning to keep update yourself.

I found difficult to apply jobs in Hong Kong for 3 reasons
1. Incorrect job matching result
2. Time consuming process to find employer's information
3. A lot of job application status gets no updates

Currently job seekers in Hong Kong have to go to different websites such as the company career page, Local forum, glassdoor in order to gather a information to make a decision whether apply a job or not. This inspired me to design an innovative way to add organizational features to create a seamless user flow on their job application experience.

Our main objective is to create simple layout with job category and easy way for people to search on the go and create a quick snapshot of companie function for two jobs.

Approach

User Research

I used qualitative research method such as one or one user interview and competitive analysis. I conducted user research prior start of the design process to understand the user needs and requirements. We also want to understand user behaviour and their motivations in order to ensure design of the feature are functional.

The purpose of of our user research was further understanding the root cause of problem area faced by the job seekers.

My research goals were to:
1. Identify my future job board target users
2. Understand job seeker's goals and motivation
3. Pinpoint and understand to focus my effort to improve user experience
4. Learn more about job search experience to improve platform functionality and usability

Competitive Analysis

Job insider is aim to serve the local Hong Kong community first before scaling up to global. We have identified Jobsdb, CT Goodjobs, Google Jobs and LinkIn as close competitors.

Comparison of the "Job Comparison" functionality within competitors

Company profile (including job opportunities, company information, company ratings, company reviews)

	JobsDB	CT Goodjobs	Google	LinkIn
Job list on company profile	✓	✓	✓	✓

Competitors Review

Strengths

- JobsDB: Provides a comprehensive platform for job seekers to browse through a wide range of jobs, including detailed information about companies and their ratings.
- CT Goodjobs: Focuses on providing a user-friendly interface for job seekers to easily navigate through job listings and company profiles.
- Google Jobs: Leverages Google's powerful search algorithms to provide relevant job listings based on user queries, making it easy for job seekers to find jobs that match their skills and preferences.
- LinkIn: Integrates with LinkIn's professional network, allowing job seekers to connect with employees and leverage their professional connections for job opportunities.

Weaknesses

- JobsDB: Can be overwhelming for job seekers due to the large number of job listings and companies, making it difficult to find relevant opportunities efficiently.
- CT Goodjobs: Limited coverage of companies and job listings compared to other platforms, may not provide as many options for job seekers.
- Google Jobs: Relies on third-party sources for job listings, which may lead to inaccuracies or outdated information.
- LinkIn: Requires users to have a LinkIn profile to access job listings and company information, which may be a barrier for some job seekers.

User Flows

I split up our User Flow into three distinct sections to focus on three aspects of my design. The first is the Home button to see all the job category. The second is the job search navigation. The last one is the user profile.

Information Architect/User Flow - Job Insider

User Personas

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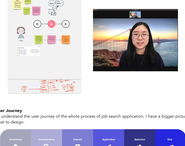
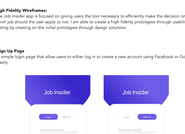


User Journey

By understanding the user journey of the whole process of job search application, I have a bigger picture on what to design.



Define Problem Statement:

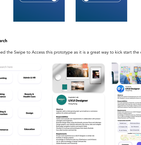
How might we help users to have a simplify job application experience and provide information for them to make better decision to apply jobs.

High Fidelity Wireframes:

I made my design decision based on giving users the tool necessary to efficiently make the decision on which job should the user apply or not. I am able to create a high fidelity prototypes through usability testing by creating on the initial prototypes through design solutions.

Sign Up Page

A simple login page that allow users to either log in or create a new account using Facebook or Google easily



Navigation

First, users will click on jobs Home Screen where they can navigate through the following function:

Home: See job categories

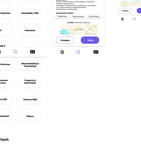
Search functionality: Simple search and apply job

Job comparison: Provide two jobs comparison based on companies view and benefits

Profile: Profile Set up

Prototype

I designed the Swipe to Access this prototype as it is a great way to kick start the experience



Job Search

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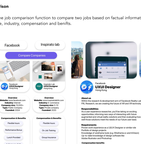
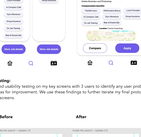


Job Comparison

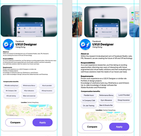
I designed the job comparison function to compare two jobs based on factual information such as company size, industry, compensation and benefits.



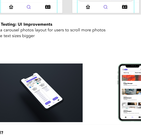
Usability Testing:

We conducted usability testing on my key screens with 3 users to identify any user problem s and potential areas for improvement. We use these findings to further iterate my first prototypes to create high fidelity screens.

Before



After



Usability Testing: UI Improvements

- Provide a carousel photoss layout for users to scroll more photos
- Make the text sizes bigger

What I learned?

This 3 month course is a new door open for me and walk into a new perspective of design thinking. I want to thank you the instructor and classmates. Now I am able to present a clear idea with a functional prototype. I am proud of what I have learned the way of UX thinking and hope I can continue my career in UX design.