

# WORKPLACE

**WILL VAN  
GELDEREN**

GENERAL ASSEMBLY: UXD 1 WEEK APRIL 2018



## Meet Dave

- Looking to move to Atlanta
- Resarching Consumer Goods Companies for his target list.

He is frustrated with the lack of a specific site taylored to doing his research. Has had to resort to multiple sites and workarounds

His goal is an easier and more effective tool to build his list and find the information he needs. He is looking for a smaller company and likes to bike to work.



Building a target list of industry related workplaces in a your city or a potential new city is an important part of finding a new career. However what if no good database exists or existing databases are hard to use?

A man with short dark hair and glasses, wearing a white button-down shirt, is shown in profile from the chest up, looking intently at a laptop screen. His hands are on the keyboard. The background is a plain, light-colored wall. The entire image has a blue color overlay. The word "RESEARCH" is written in large, bold, white, sans-serif capital letters across the center of the image, partially overlapping the man's face and the laptop screen.

**RESEARCH**



Search



Home



My Network



Jobs



Messaging



Notifications



Me



More

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Jess Williams

Senior Manager at Denali Bank

73

Who's viewed your profile

35

Views of your posts

Share an article, photo, or update



Publish a post · 5 Drafts

Share



Helen Bradley

Managing Director at Philosophy Science LLC

3 hrs

Go all in on infrastructure—digital and analog, e.g., mobile and broadband infrastructure, roads, bridges, airports, etc. Tie every initiative to the number of jobs that will be created (and provide training where gaps are most ... see more

8 Likes · 5 Comments

Like Comment Share



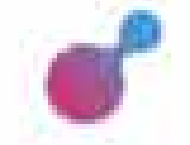
Susan Luker On average, coal power plant produces 50% more CO2 than natural gas power plant.

1 min · ...

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FixDex

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What you need to know now



The Dow is About to Hit 20,000

Top News

What Today's Job Numbers Mean for You

36 new posts

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Economy Grew at Fastest Pace in Two Years

Trending · 2M talking about this

#ChaseGreat

Trending · 1.8M talking about this



# LinkedIn

The Professional Social network. LinkedIn offers user profiles to highlight career, job postings, direct messaging and workplace pages. LinkedIn has advanced search filters for jobs and other professionals, but not company pages. LinkedIn also has tiered pricing plans.

# Find The Job That Fits Your Life

Jobs

Companies

Salaries

Interviews

Job Title, Keywords, or Company

Decatur, GA



NEW!

Tune in: How to Get a Job LIVE! [Register now](#)

Are You Hiring?

Post Jobs FREE

## Companies Hiring Now

glassdoor

Glassdoor is a website where employees and former employees anonymously review companies and their management. Glass door does not have a comprehensive company data base. Glassdoor also offers job postings and salary insights.

# Find your dream employer

Search or browse to discover Australia's best employers

SEARCH

INFORMATION TECHNOLOGY

TELCO

BANKING & FINANCE

HR & RECRUITMENT

CONSULTING

## Job Advisor

Job Advisor is a UK and Australia only site. This site is a great example of how to solve the issues at hand. Job Advisor is a company first site, offering advanced filtering, company pages with job postings, reviews and contact information.



Where the world meets startups

- Find a Startup Job ▶
- Post a Job ▶
- Invest in Startups ▶

# Get a Job at a Startup

Apply privately to 77,129 startup jobs with one application  
No middlemen · See salary and equity upfront

**AngelList**

AngelList is a great tool for finding jobs and investing in startups. AngelList also offers a comprehensive search for startups in your city.



# Interviews

“I am having a hard time finding companies in the Consumer Goods market in Denver”

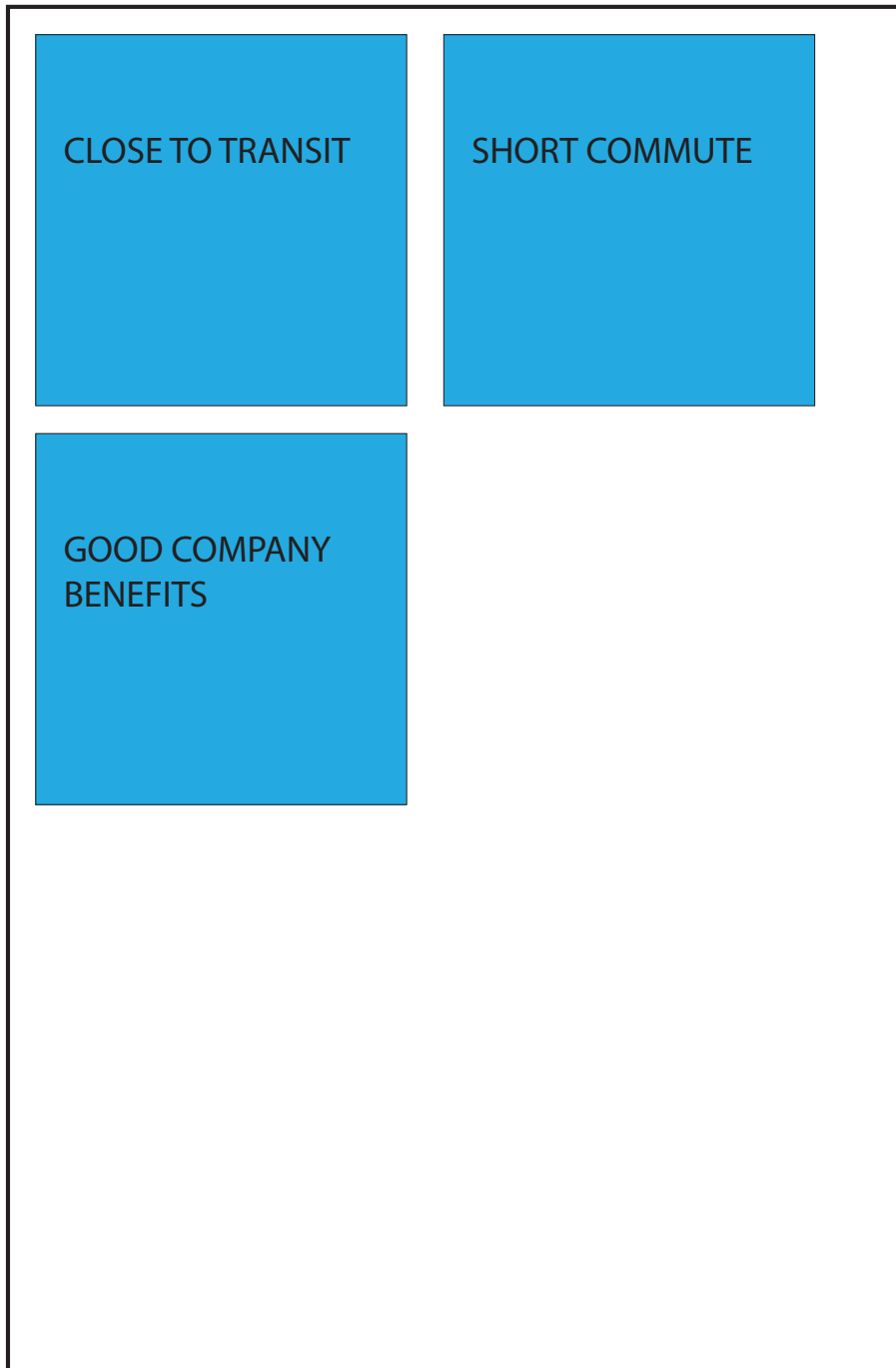
“The sites with the largest job directories require me to sift through user profiles and company reviews to find the info I am looking for ”

“LinkedIn no longer has a company search unless you know the Company Name”

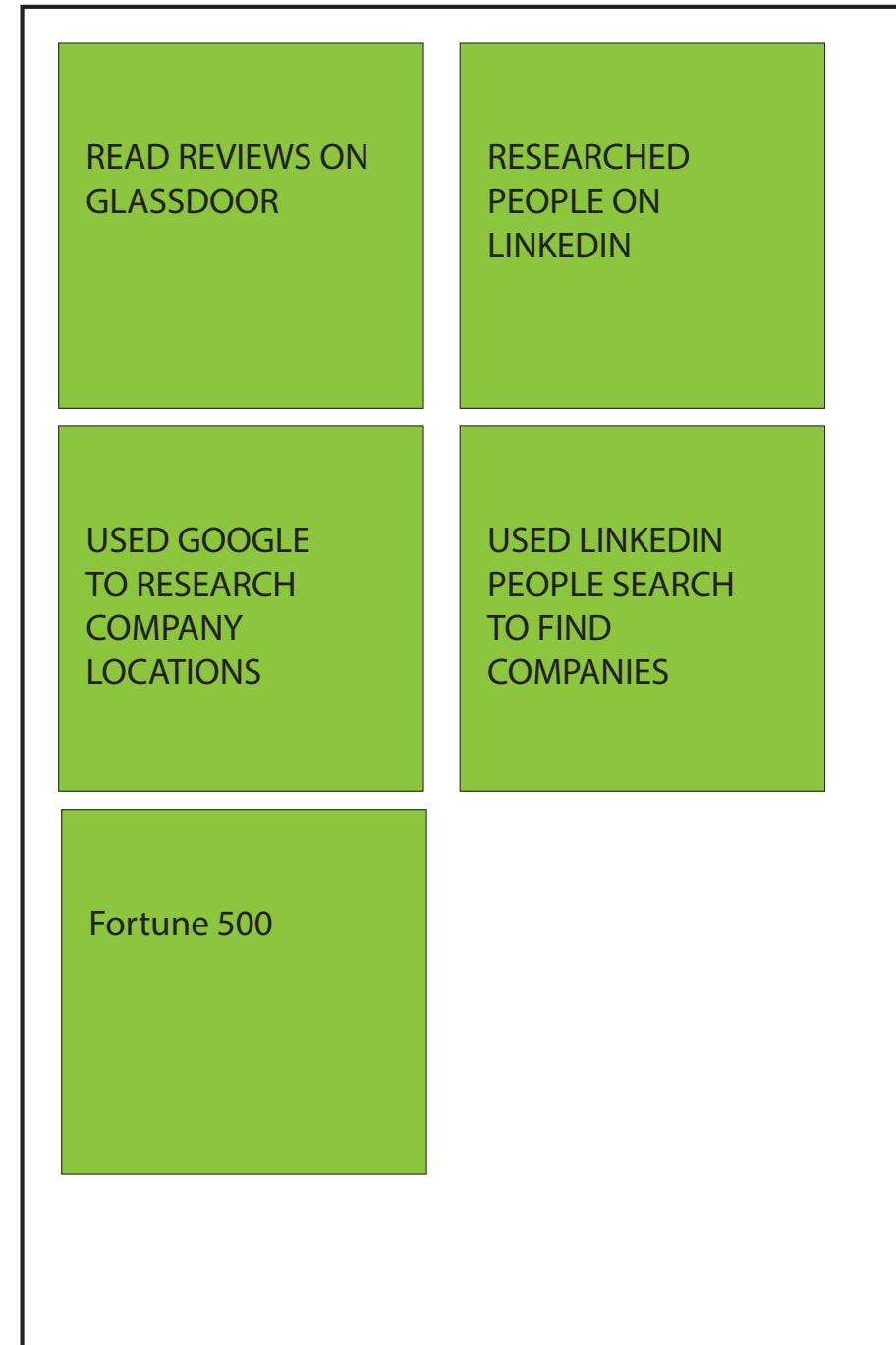
“When I am searching job postings I also like to see general info like benefit packages, or far it is from MARTA”

Only one of the sites above put company search and company pages  
the forefront of their product.

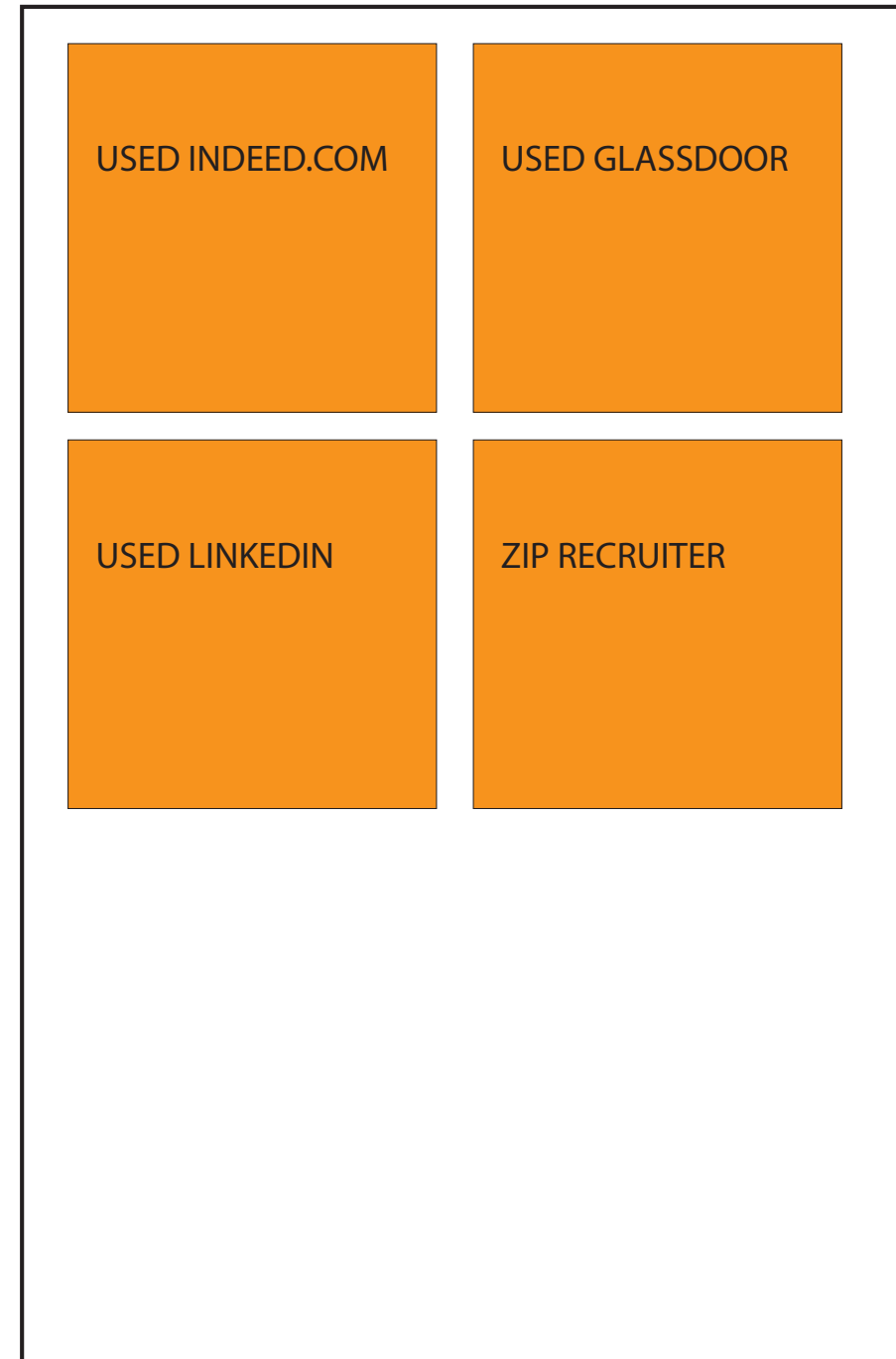
CRITERIA FOR TARGET COMPANY LIST



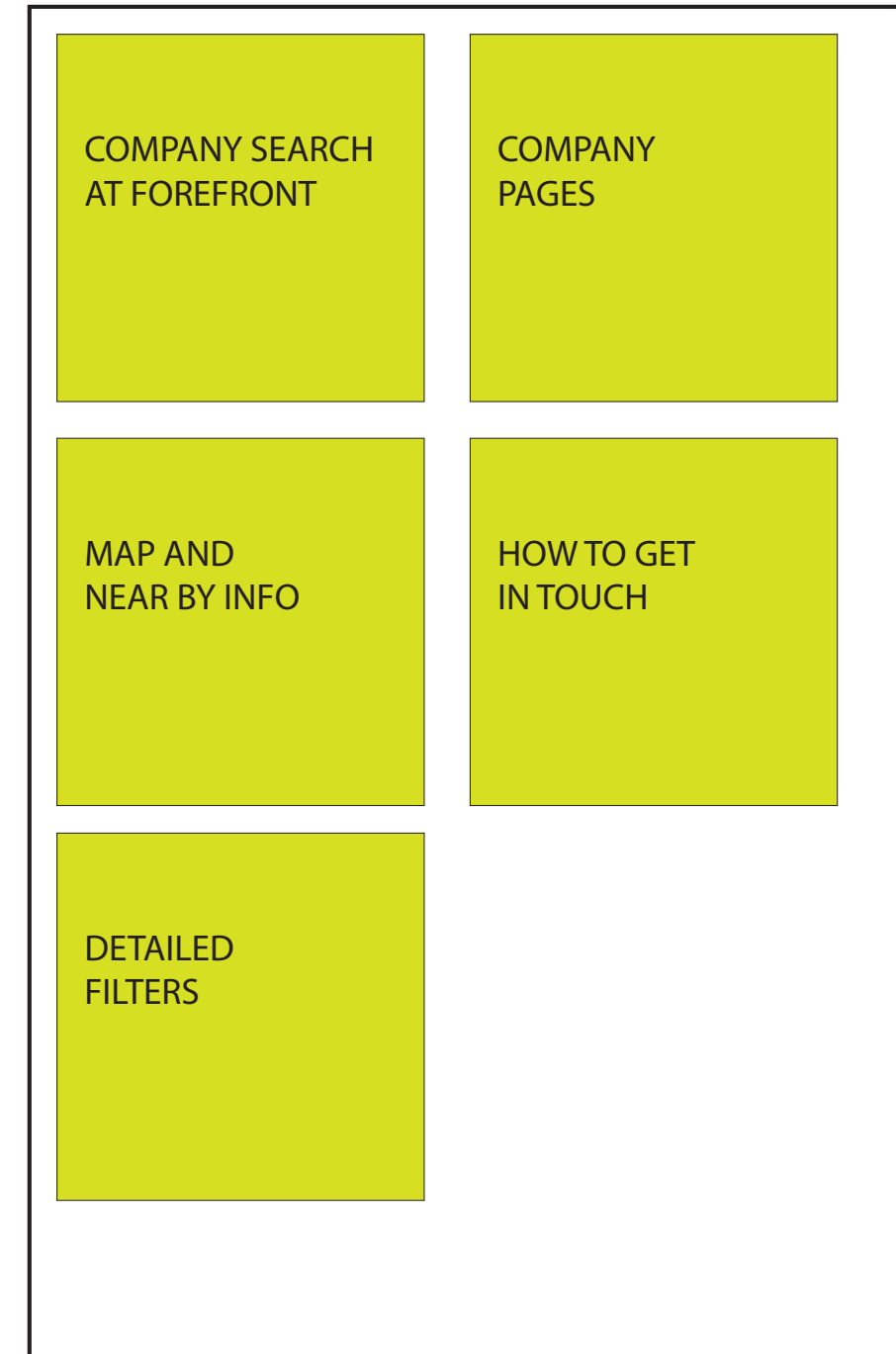
PRE JOB RESEARCH



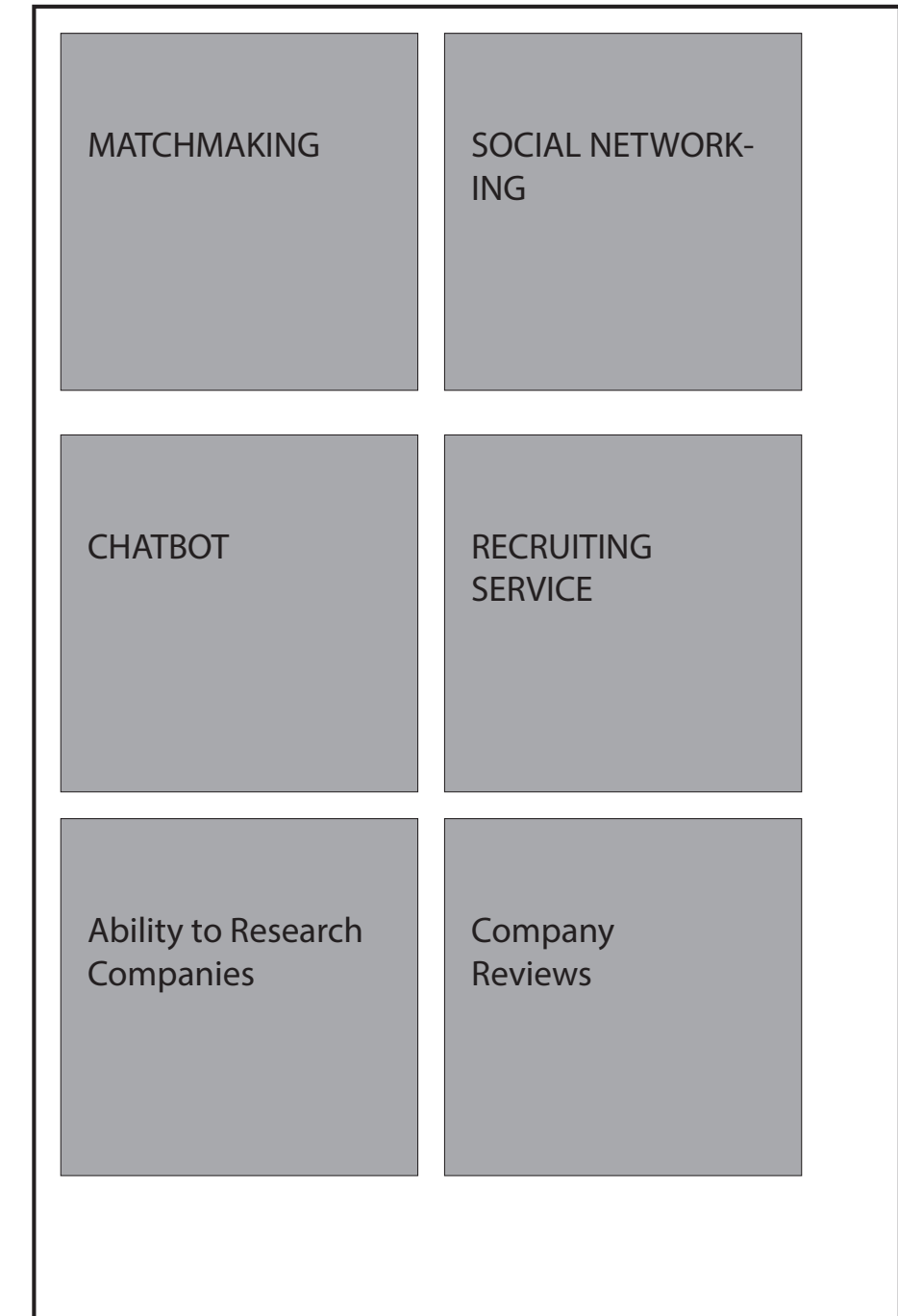
WEBSITES USED



USER NEEDS TO FIND COMPANIES



DIFFERENTIATORS FROM JOB SITES



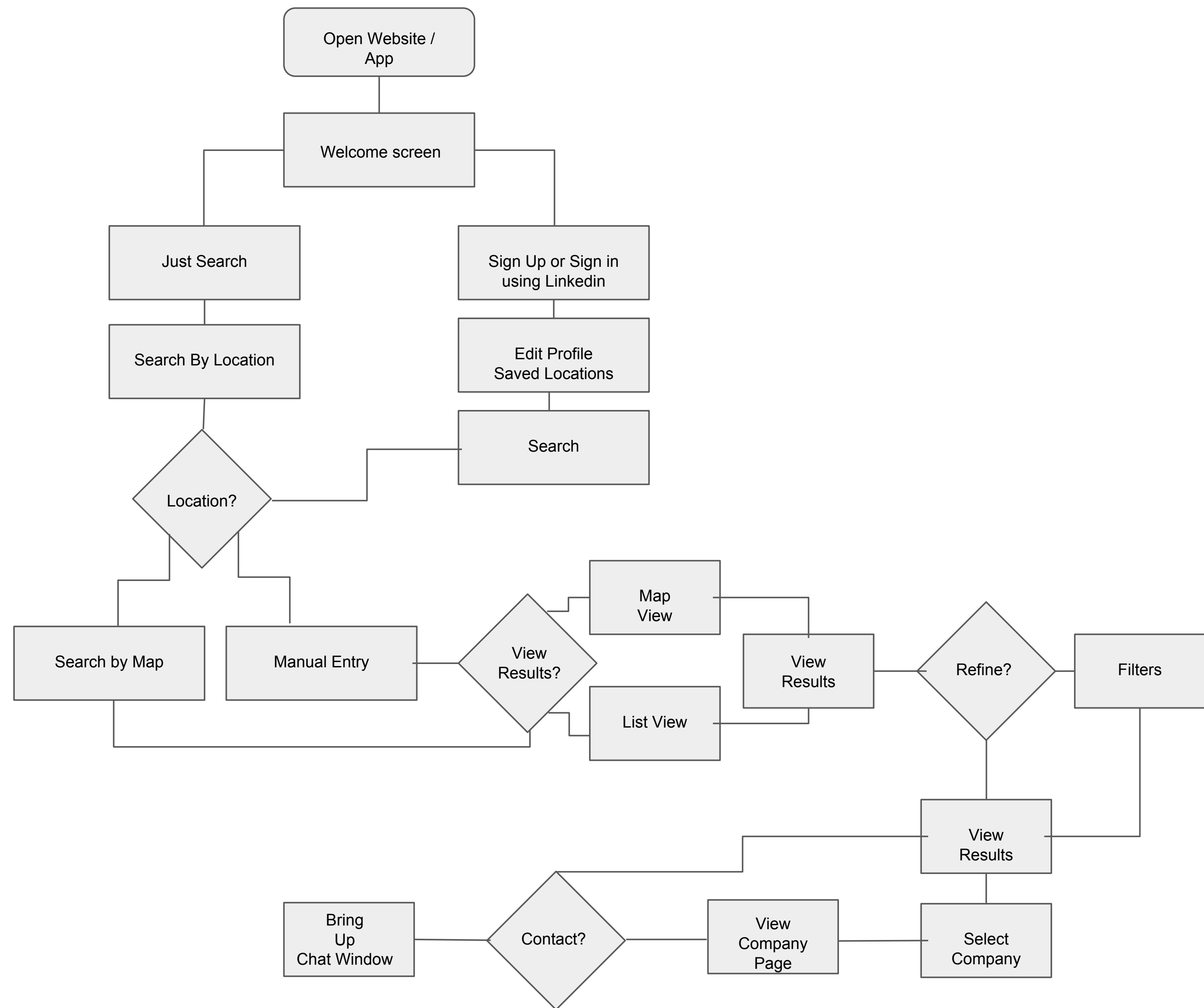
# Affinity Map

A simple search tool is needed to do research on potential companies for career searching

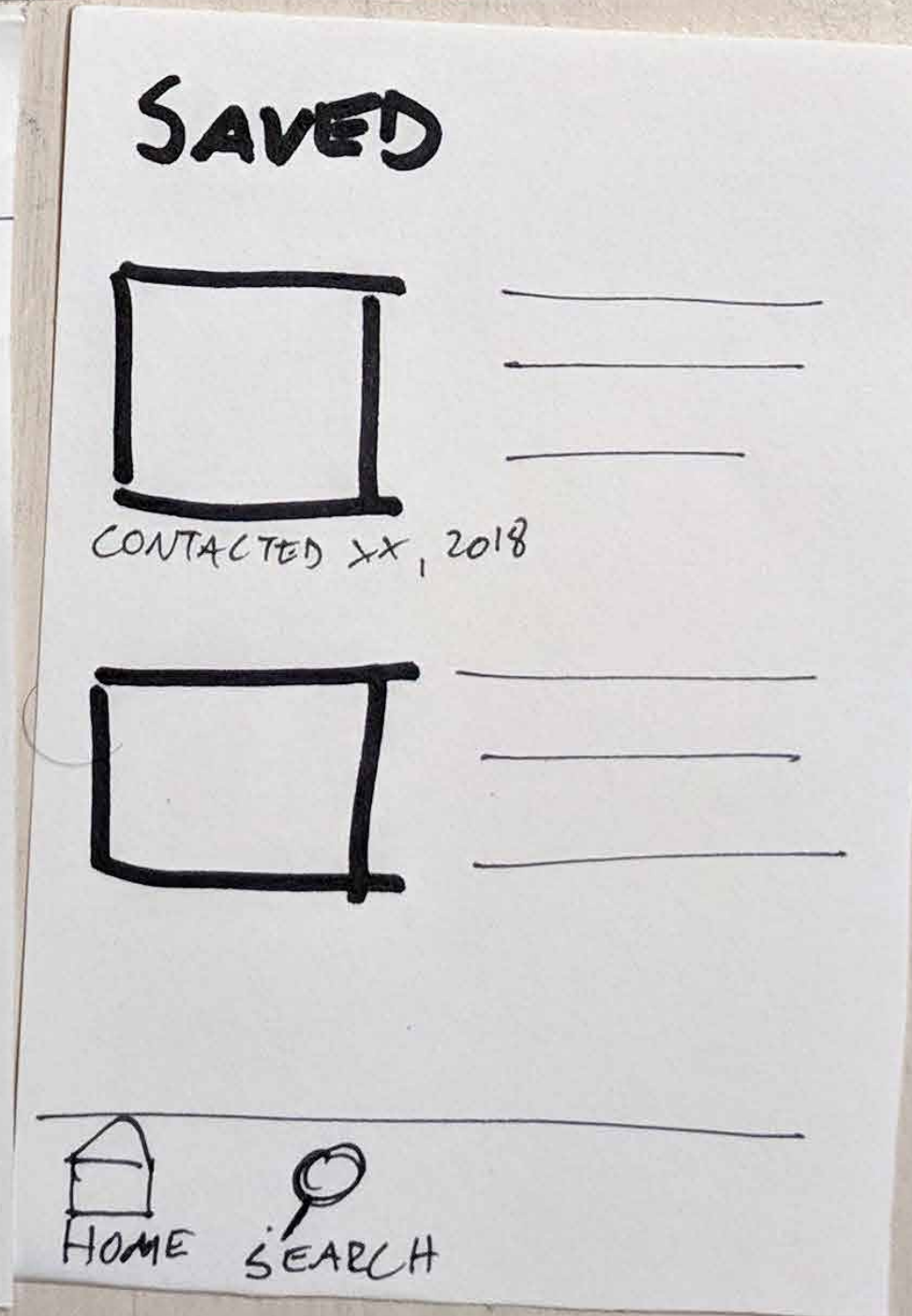
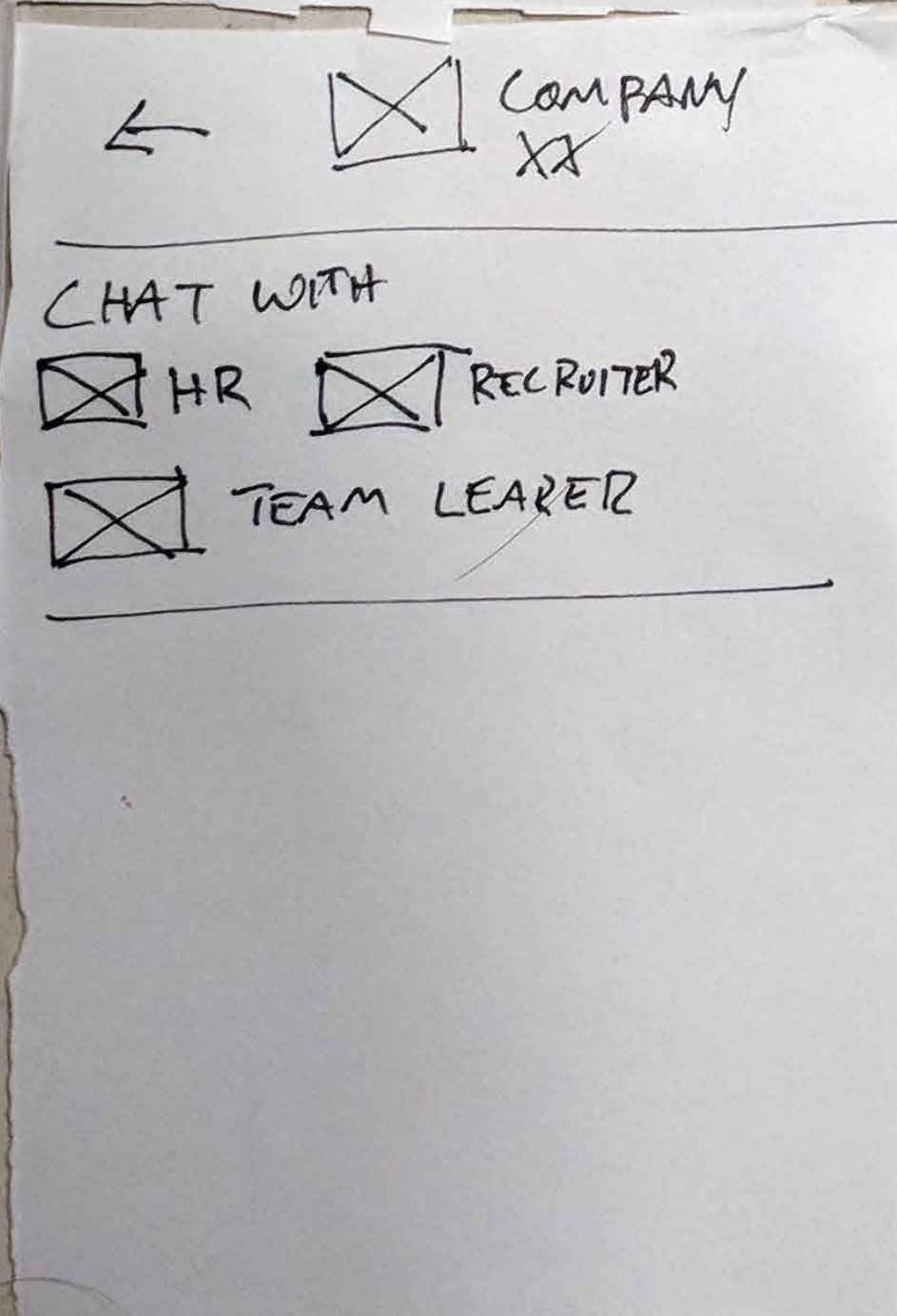
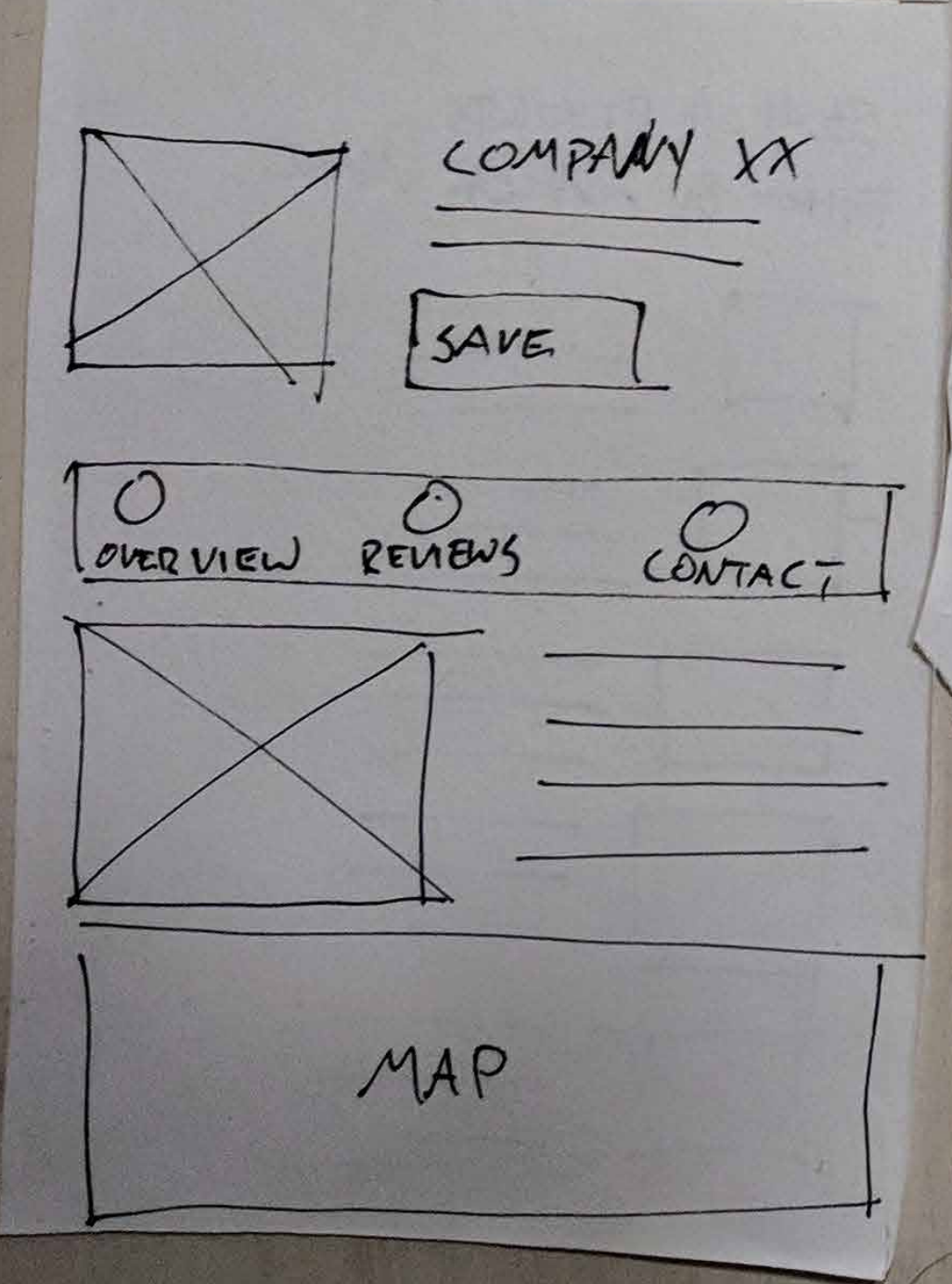
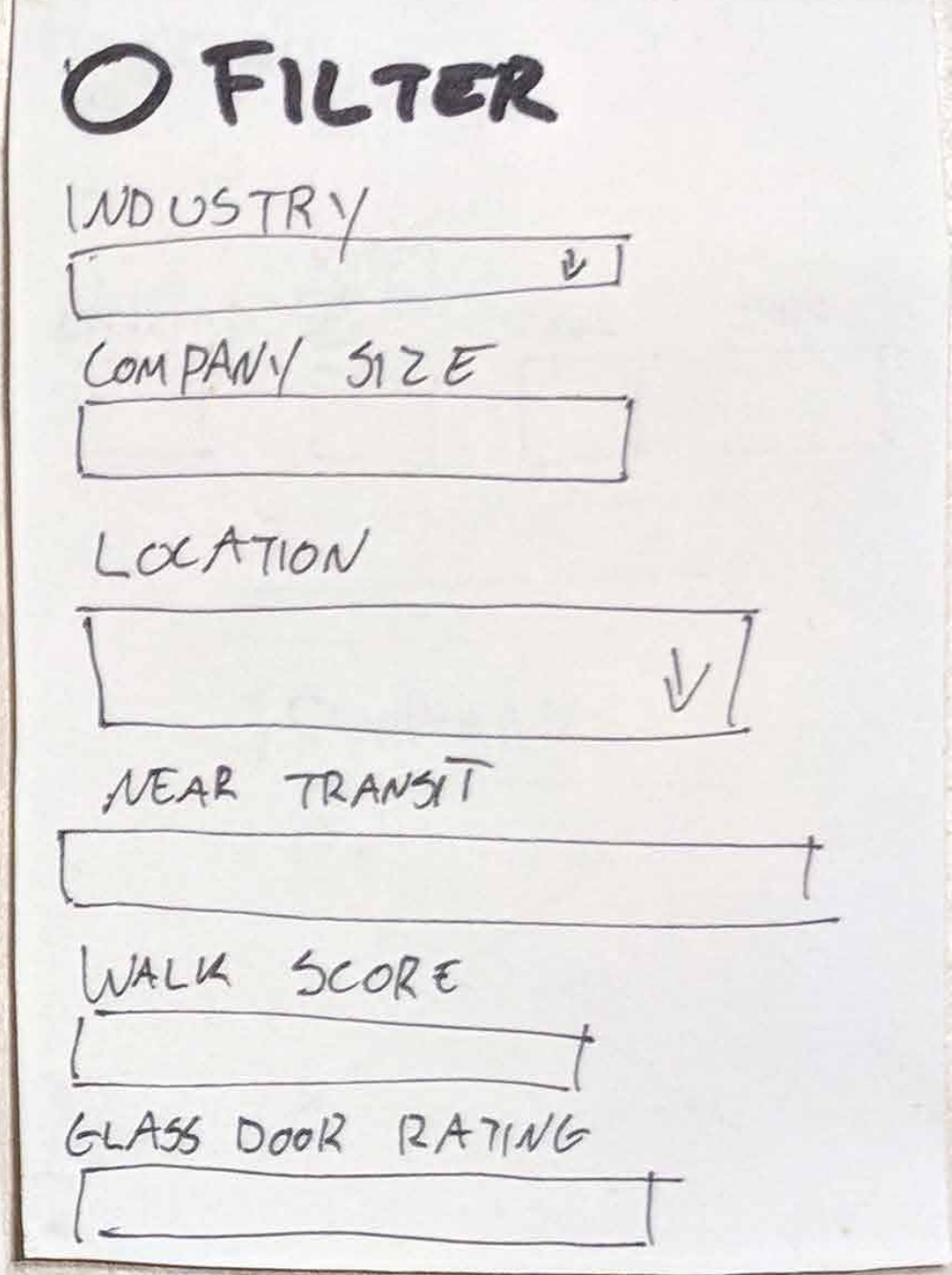
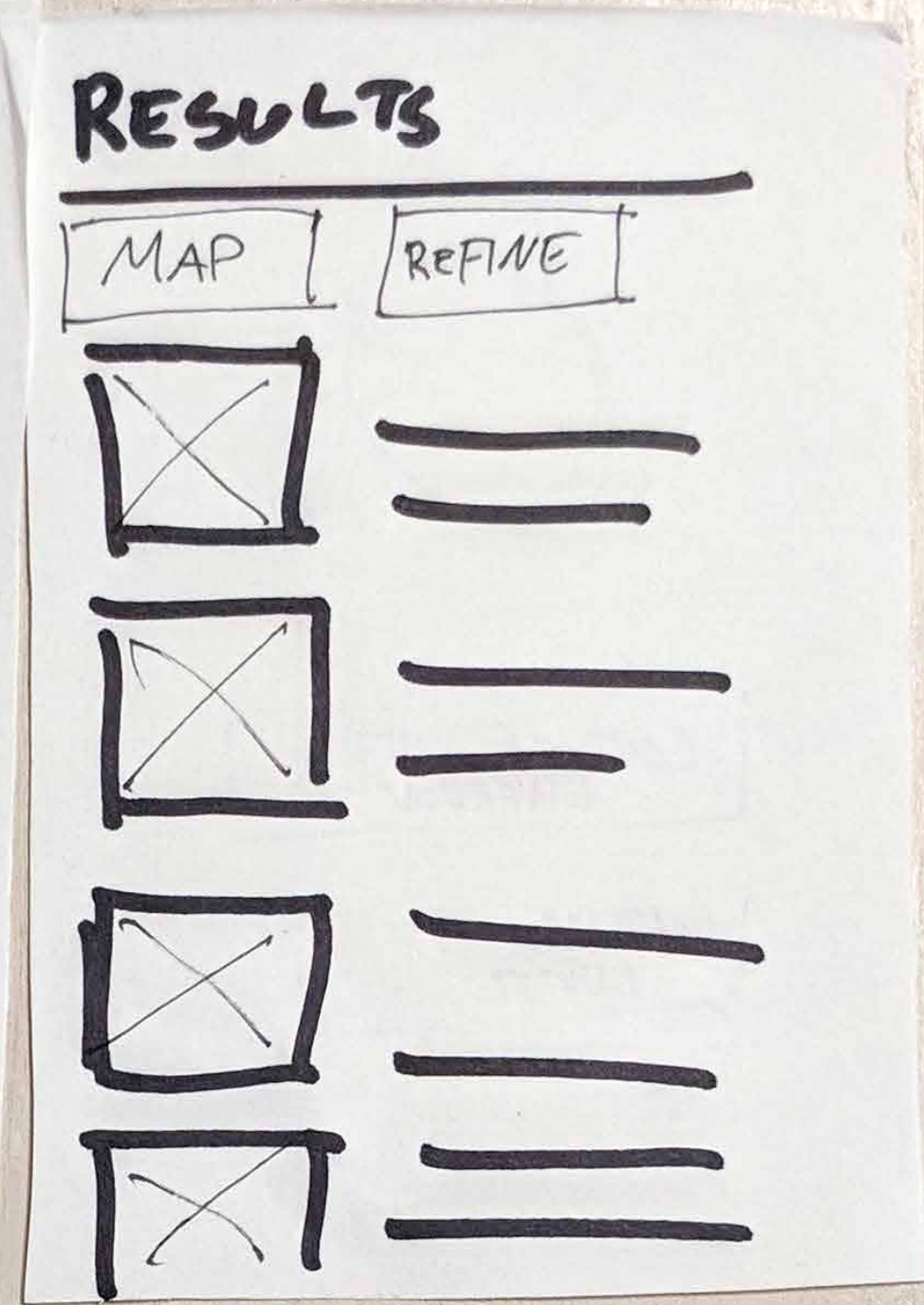
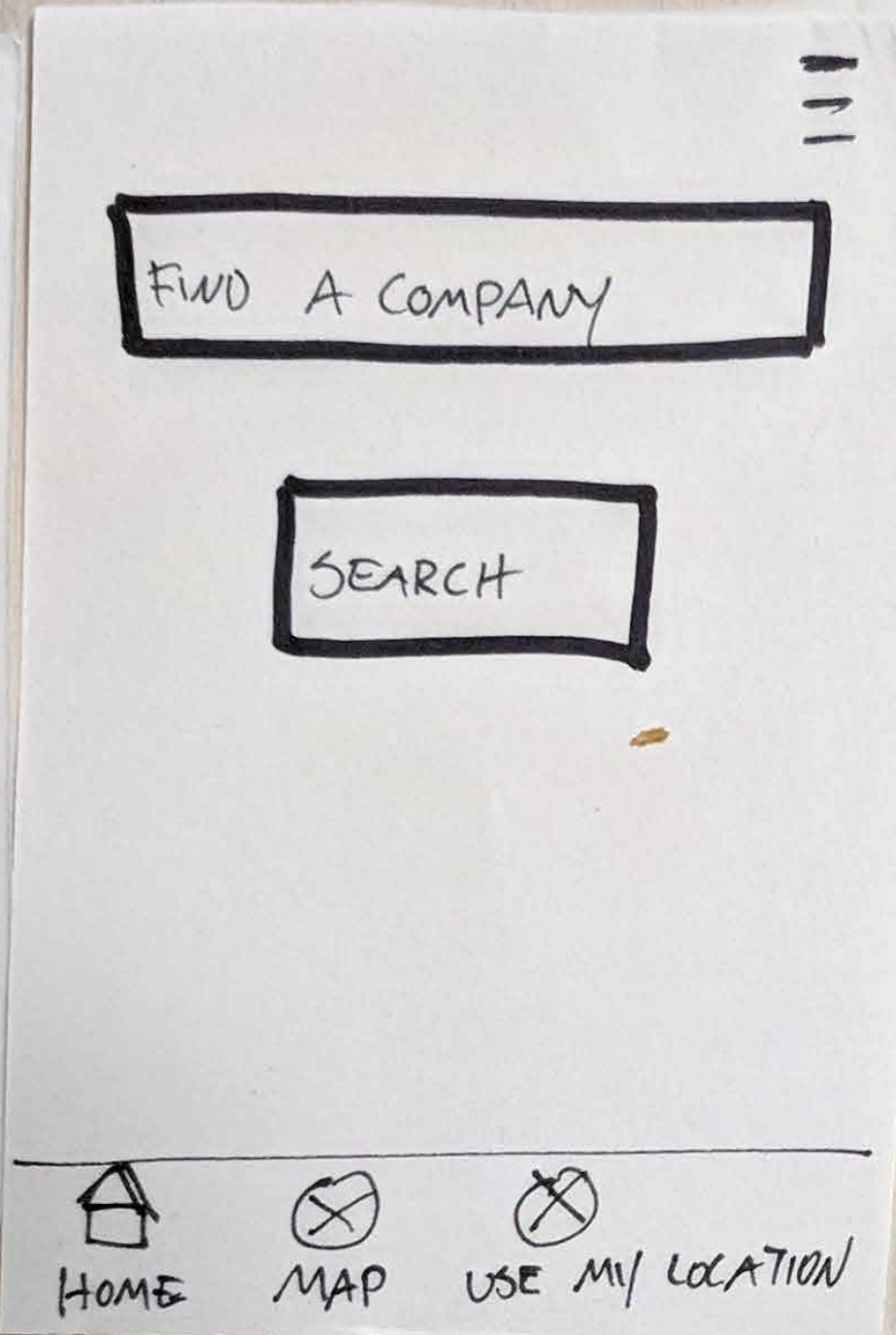
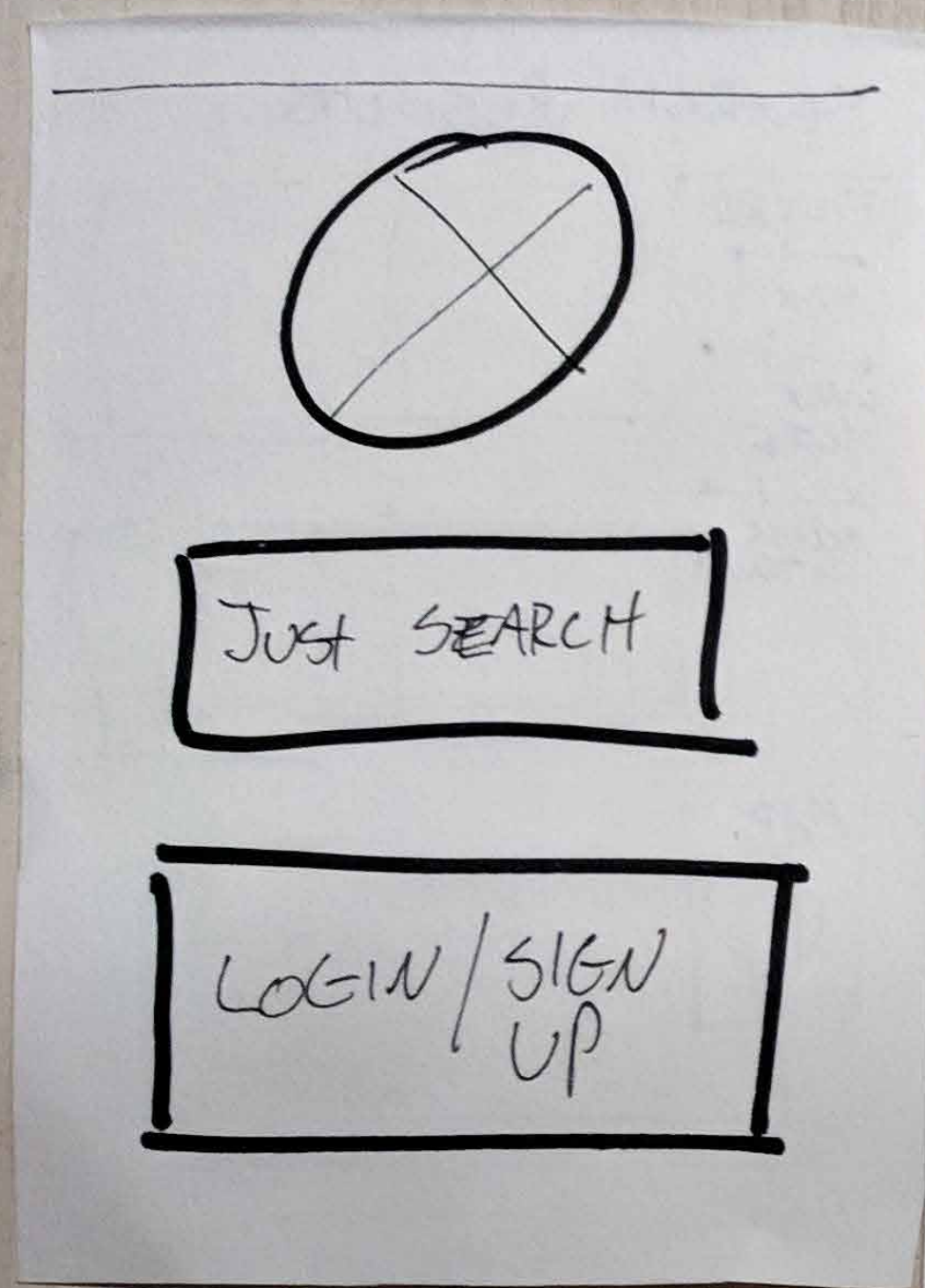


# IDEATION

# User Flow Round 1



# Sketches



# Card Sorting

## Search

### Similar group labels

Search Options

Search options

Search by Keyword

Search by Map

Search by using my location

## Home

### Similar group labels

My Profile

menu

Profile/Me

Profile

Favorites

Messages

## Sort sub menu

### Similar group labels

Sort by Distance

Sort by Name

## Filter Results

### Similar group labels

filter

Filter sub menu

Filter: Proximity from Home

Filter: Industry

Filter: Company Size / Type

Filter: Distance from Transit

Filter: Walkscore / Bike Score

Filter Glass Door Rating

## Company details

### Similar group labels

Company

Company page

Company Page

## view by

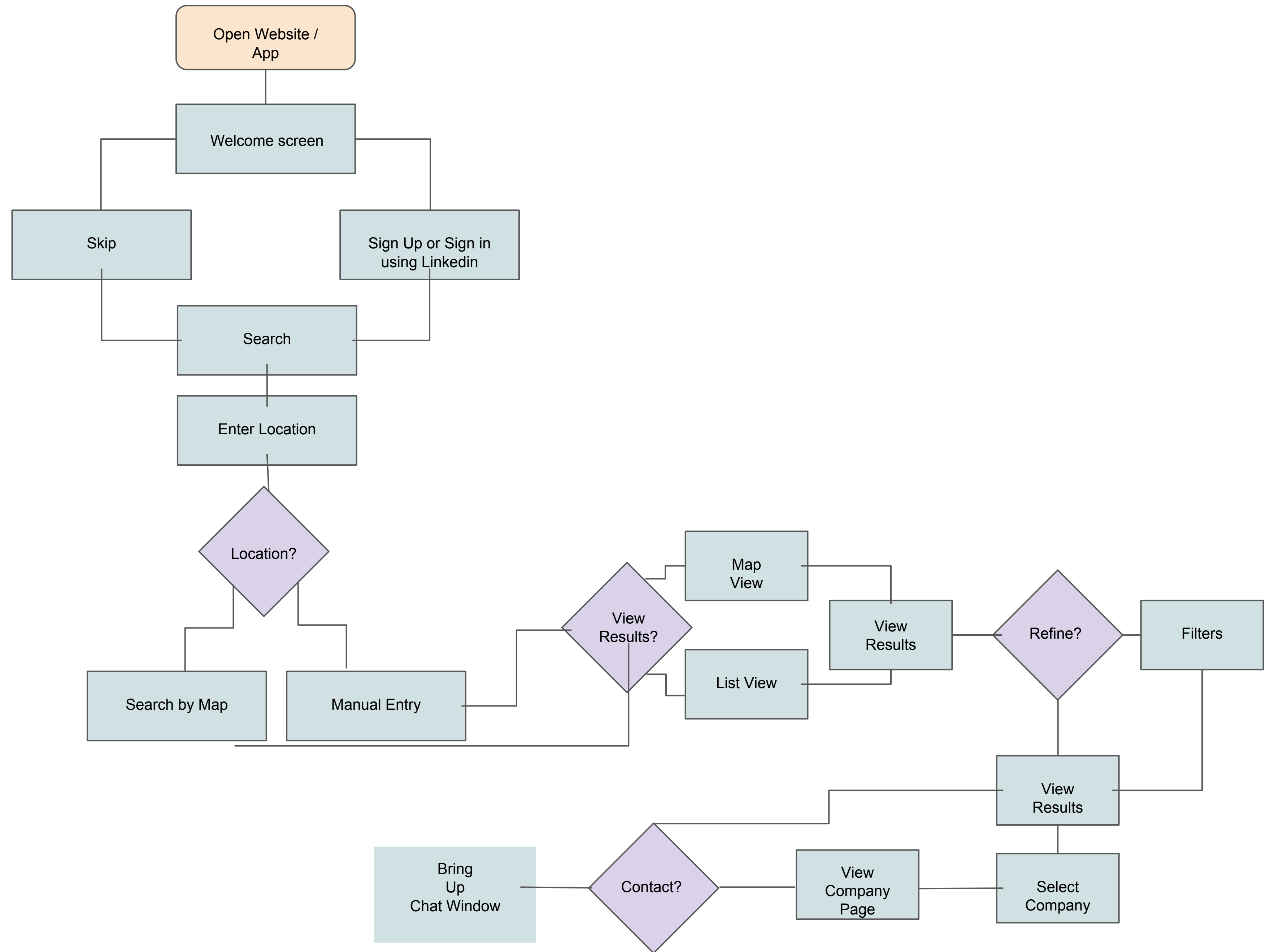
### Similar group labels

View options

View: List

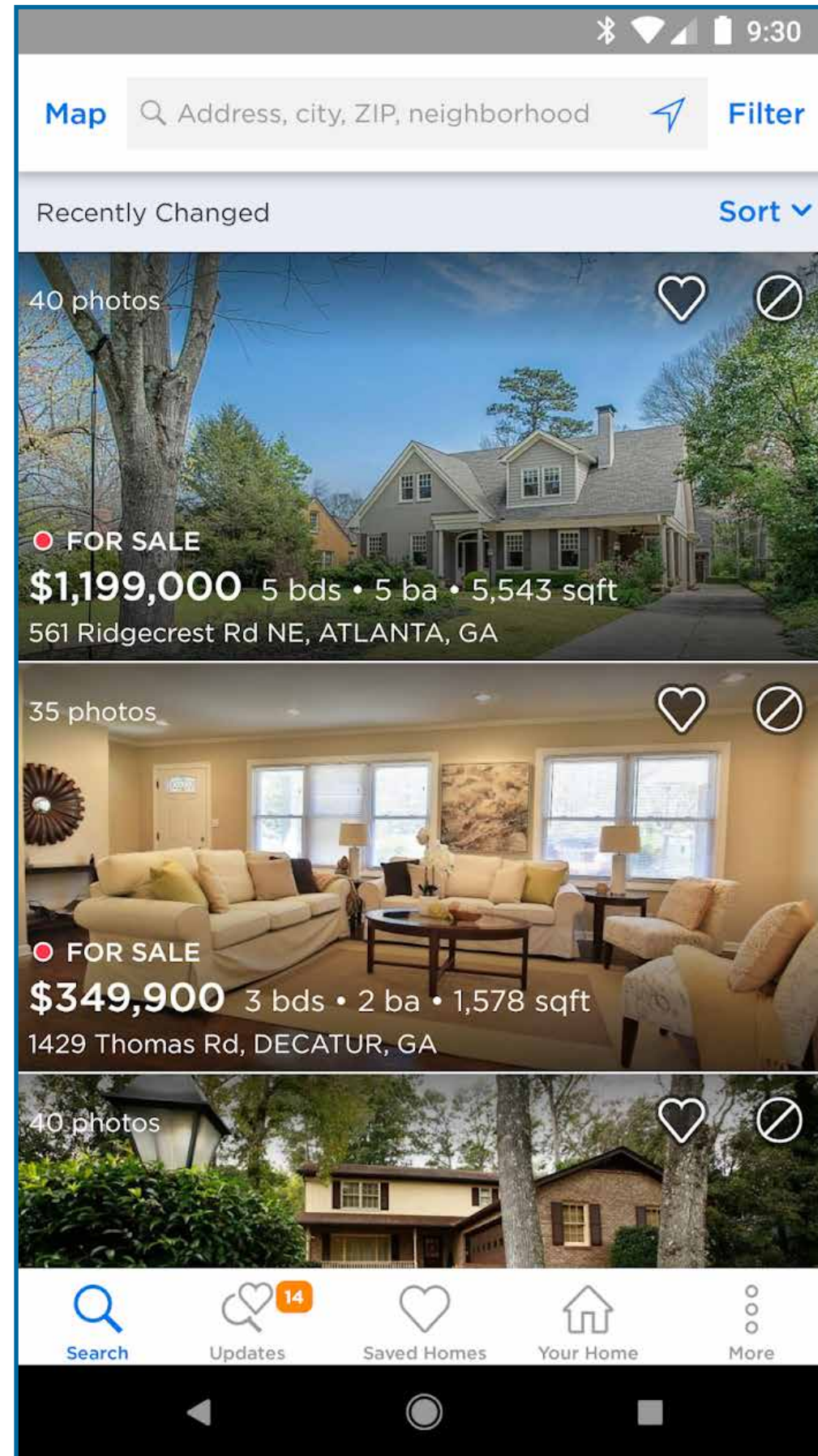
View Map

# User Flow Refinements

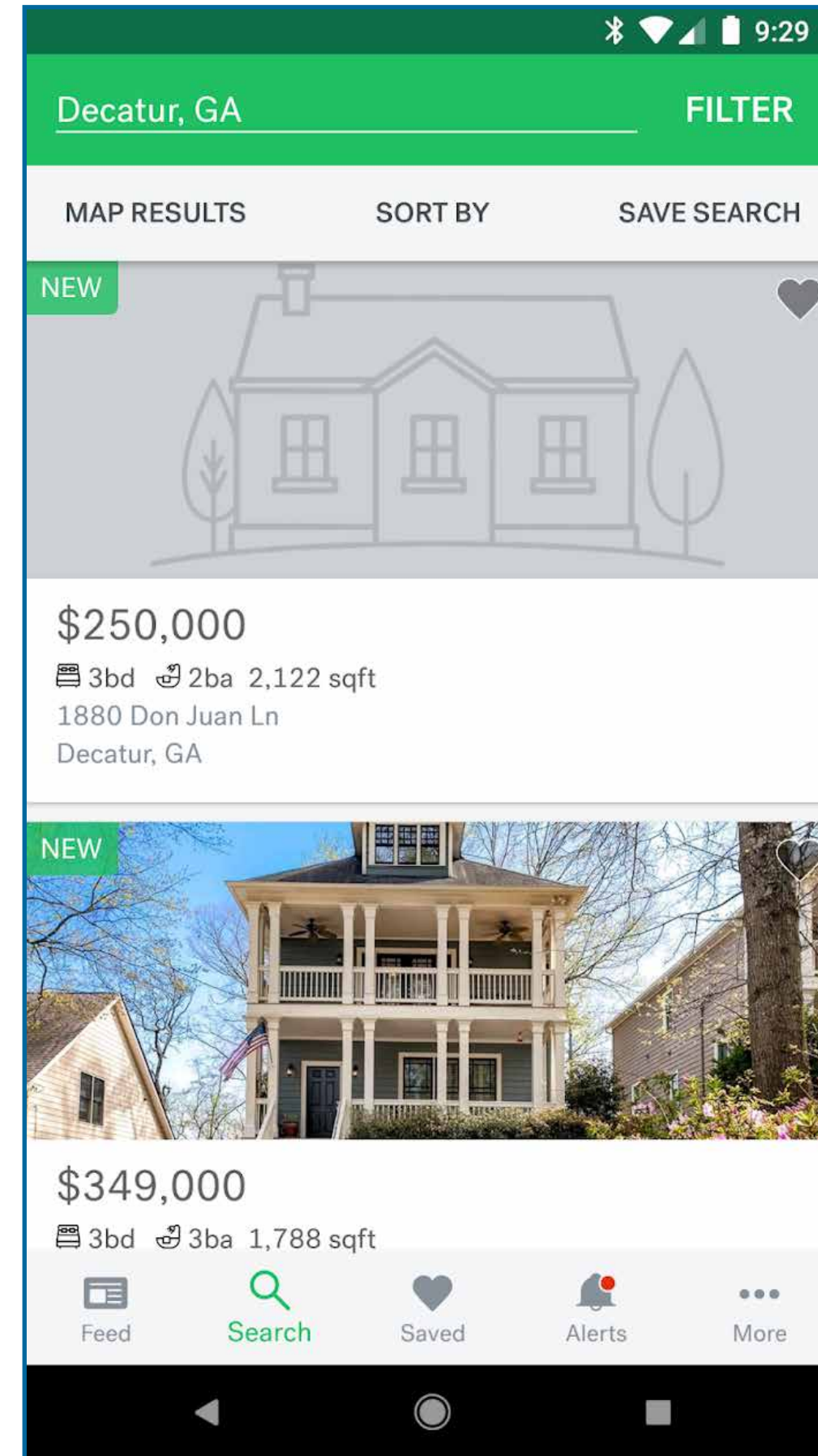




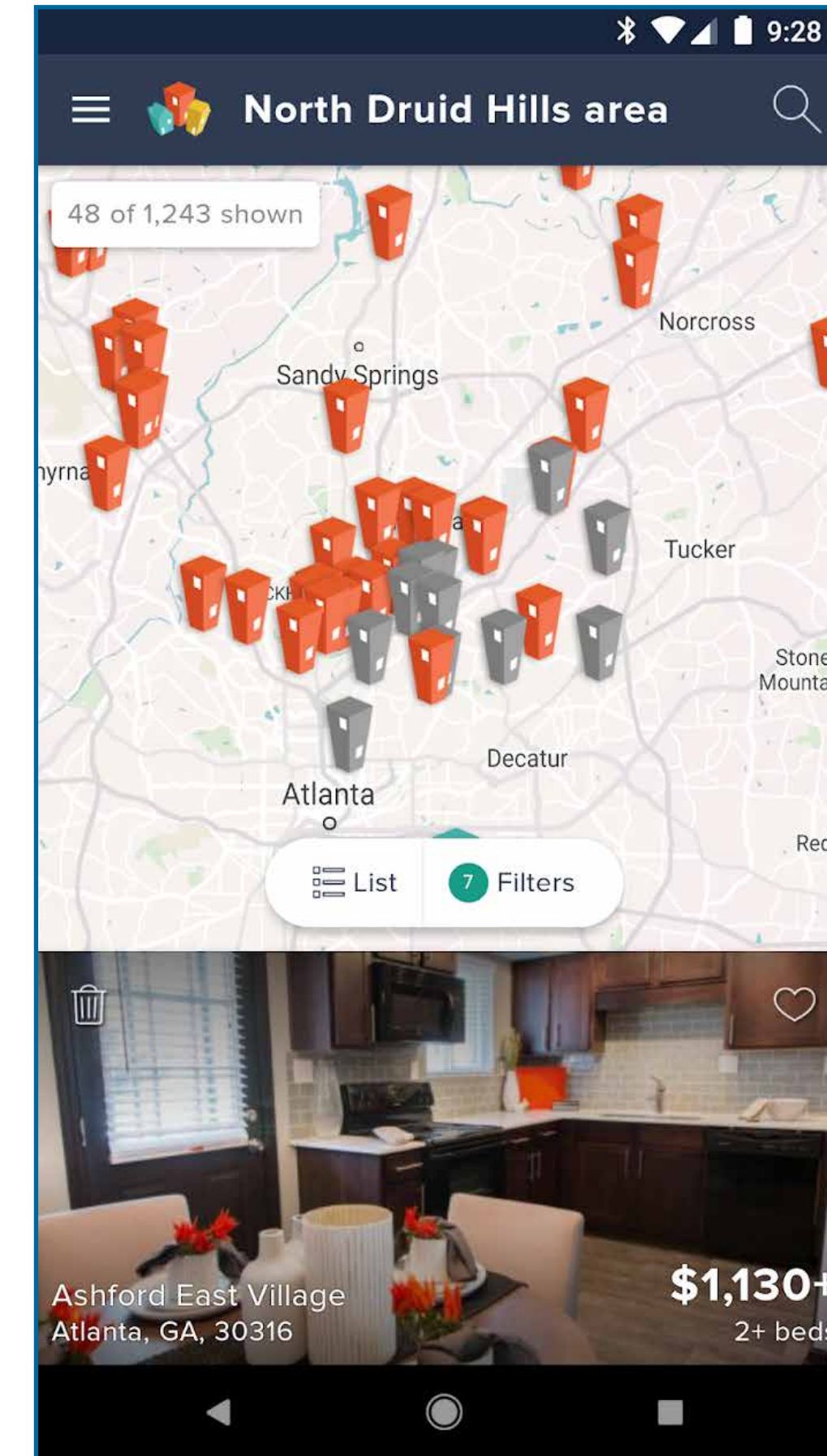
## Zillow



## Trulia



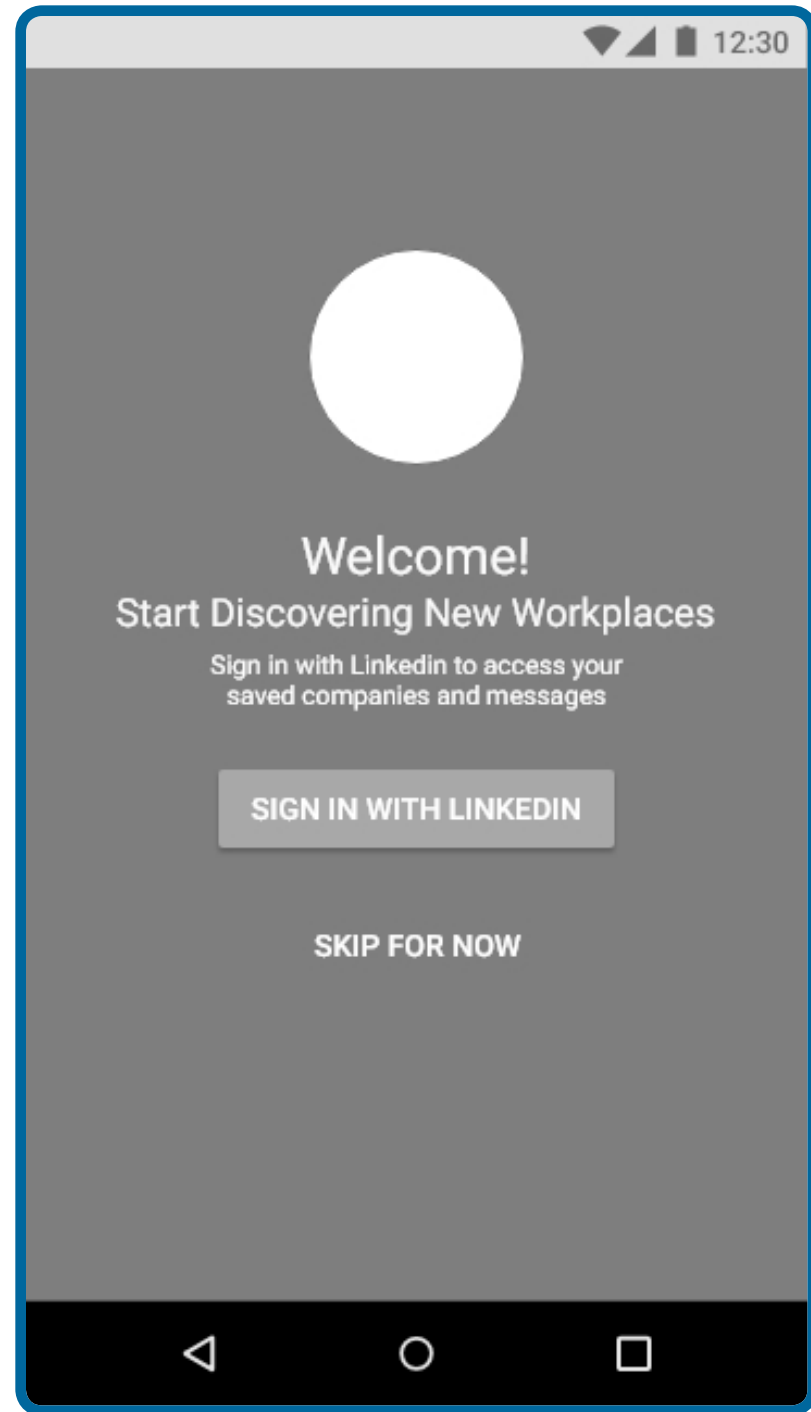
## HotPads



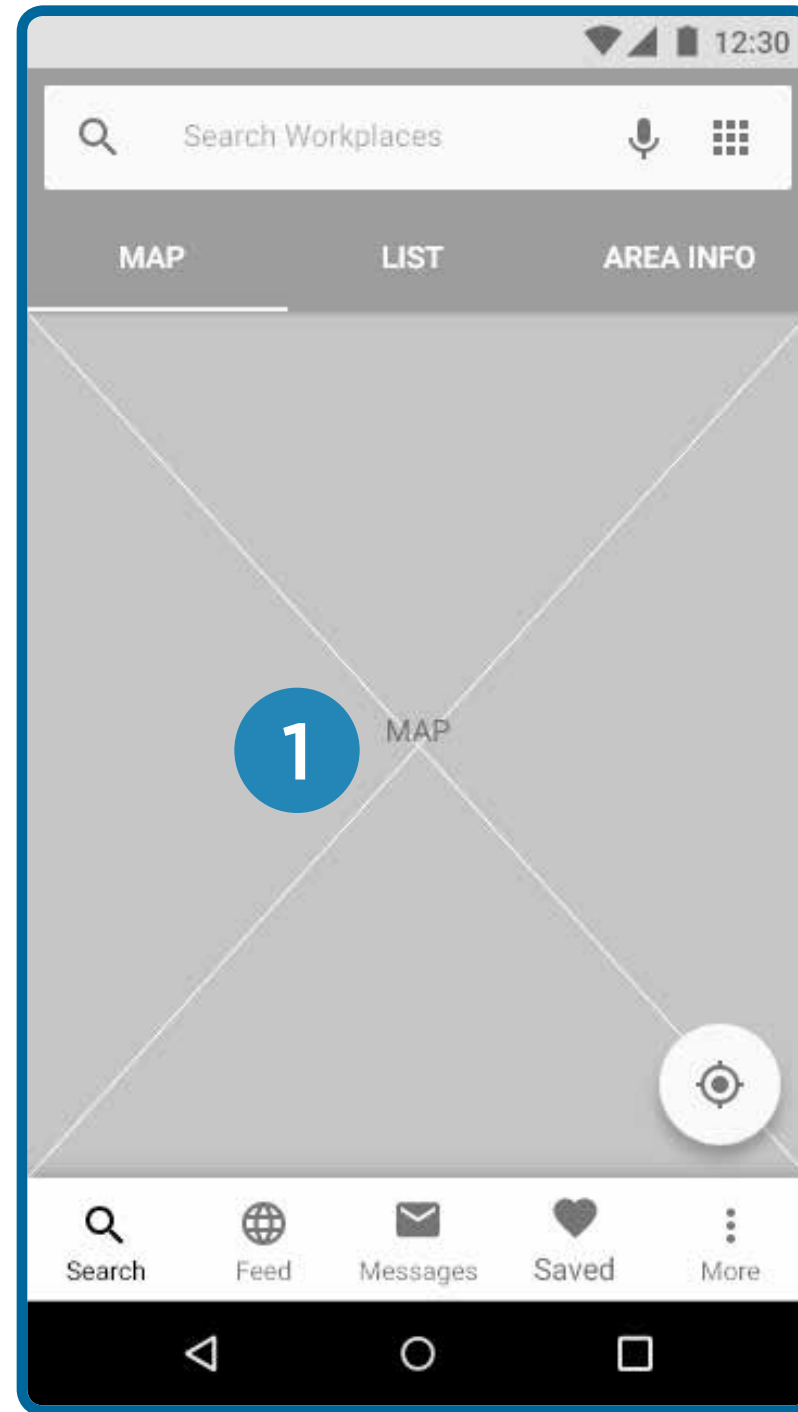
# Competitive Analysis 2

House hunting and apartment hunting apps were a good basis for inspiration on design layout

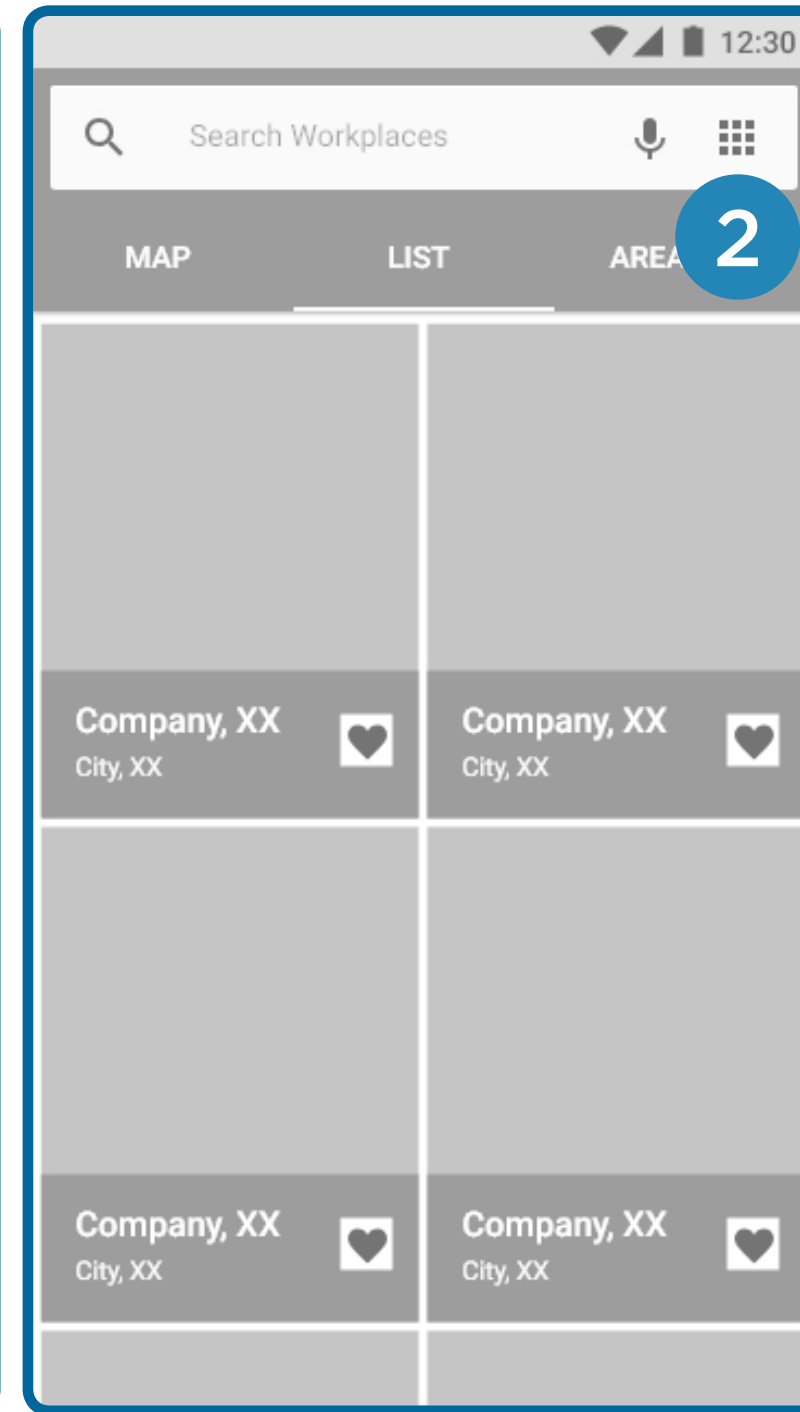
## Sign Up Screen



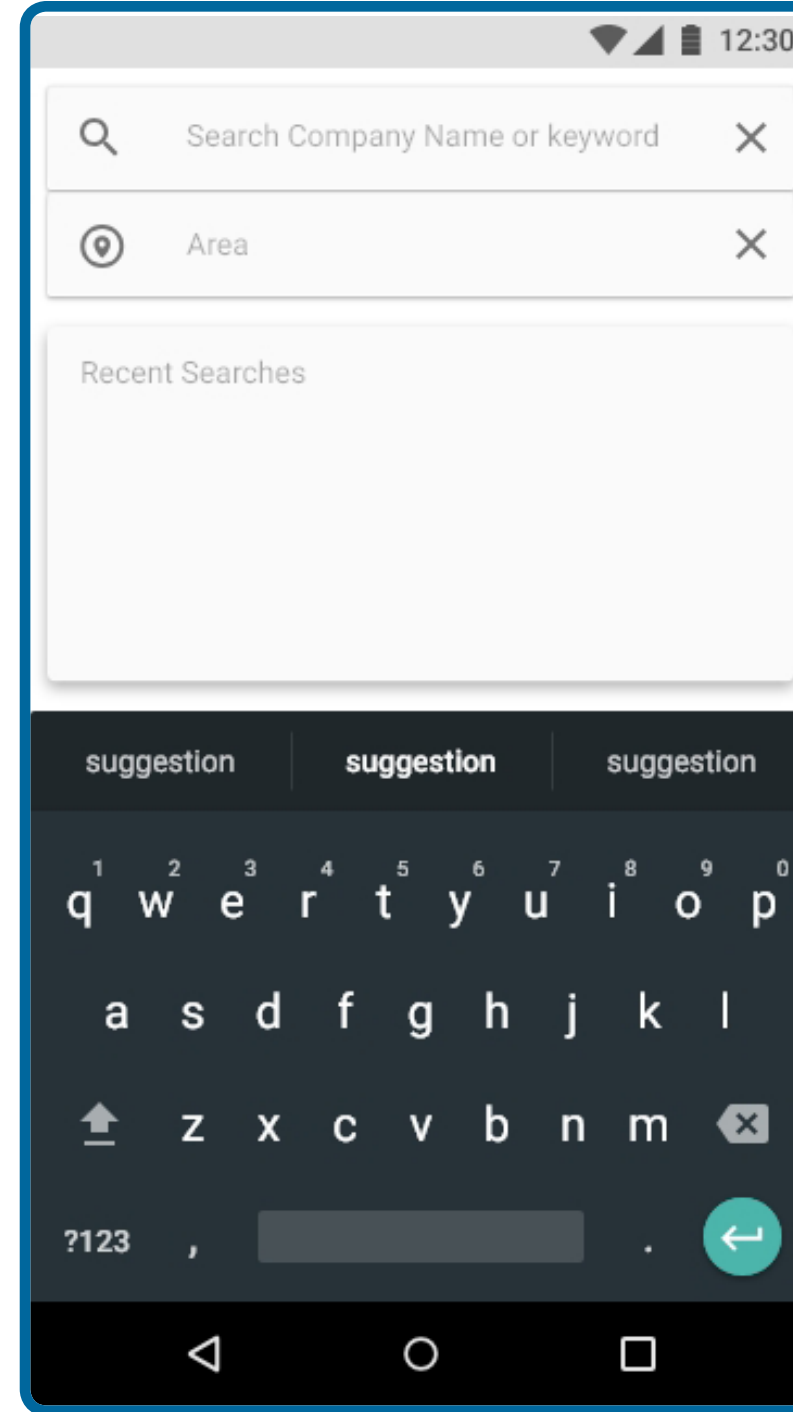
## Home Screen Map View



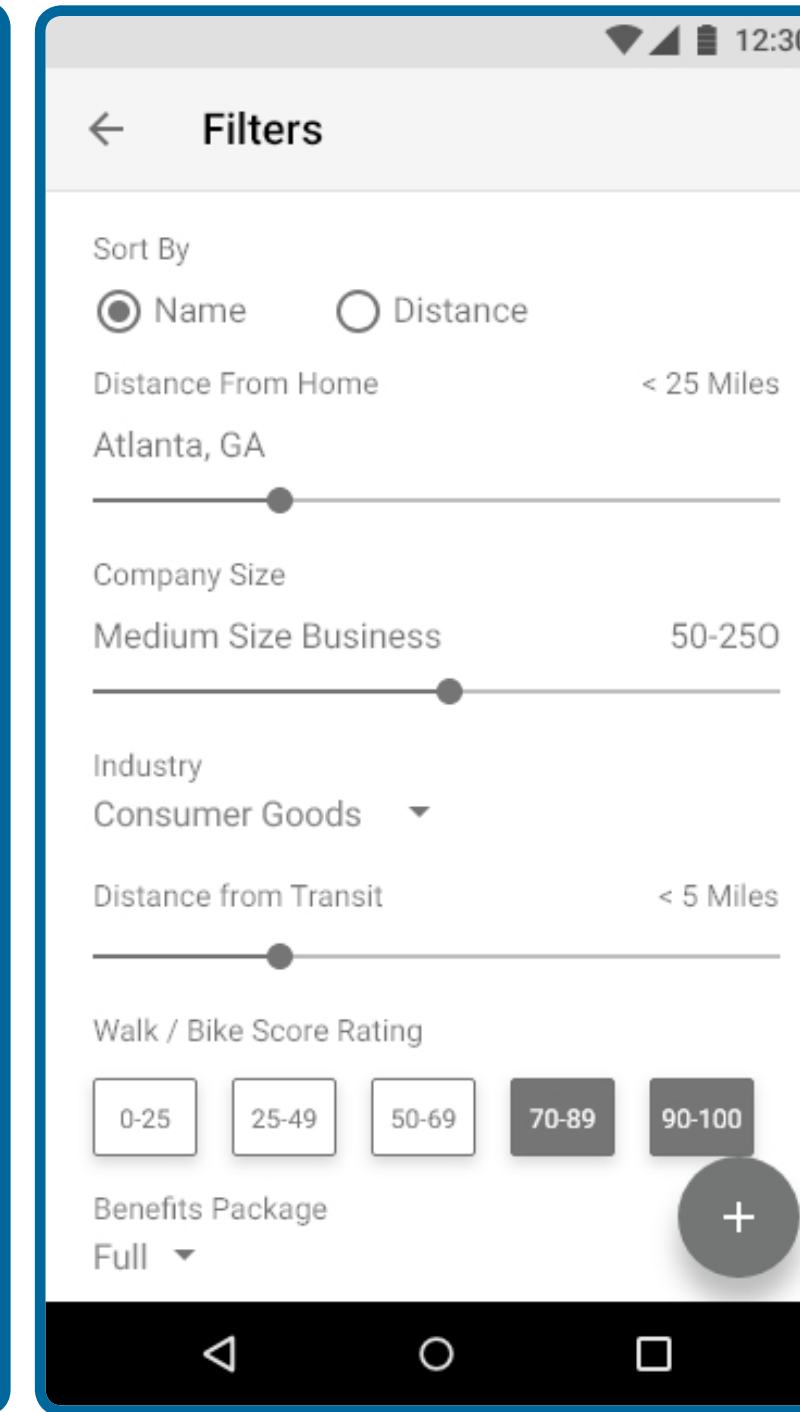
## Home Screen List View



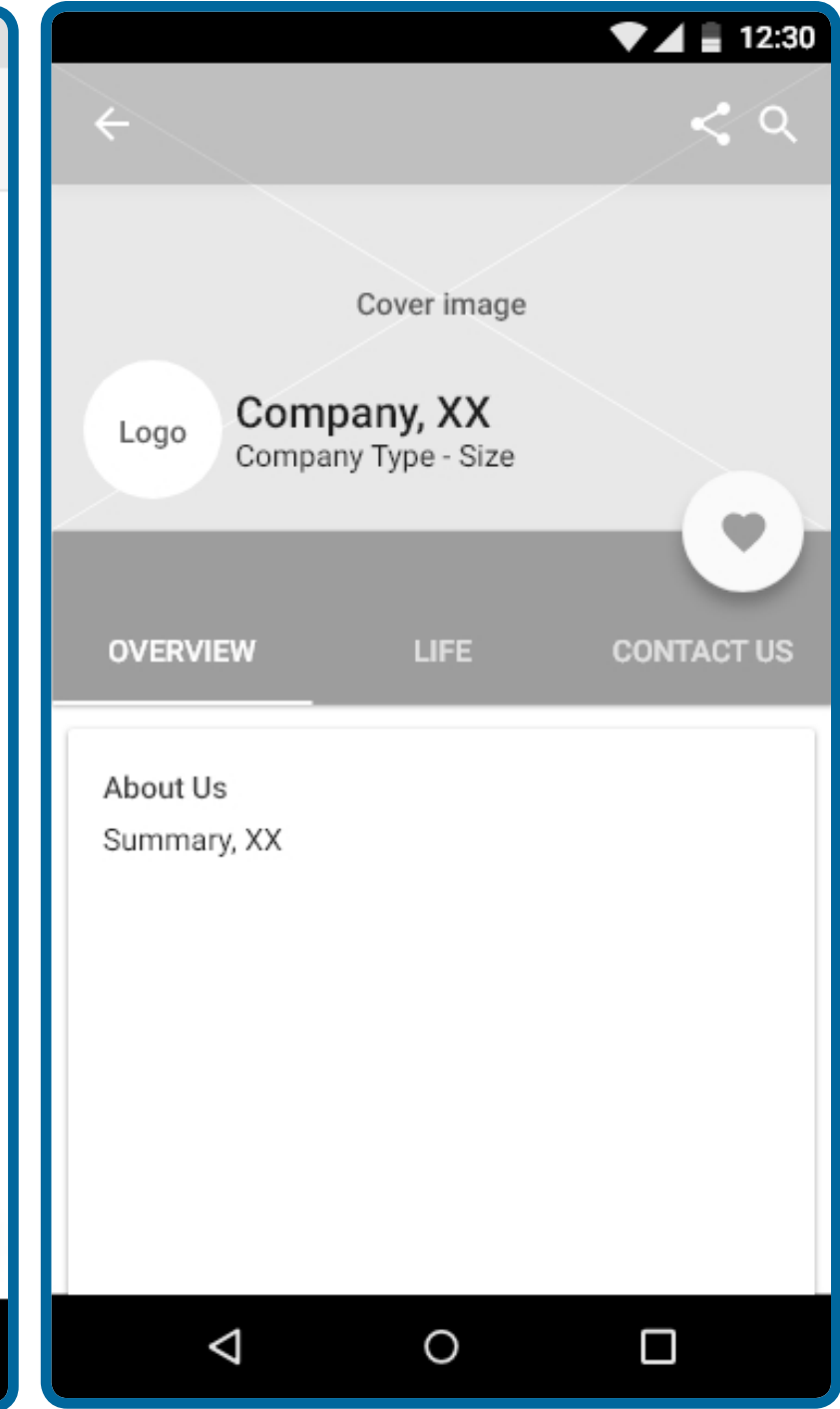
## Keyword Search



## Filters Input



## Company Page



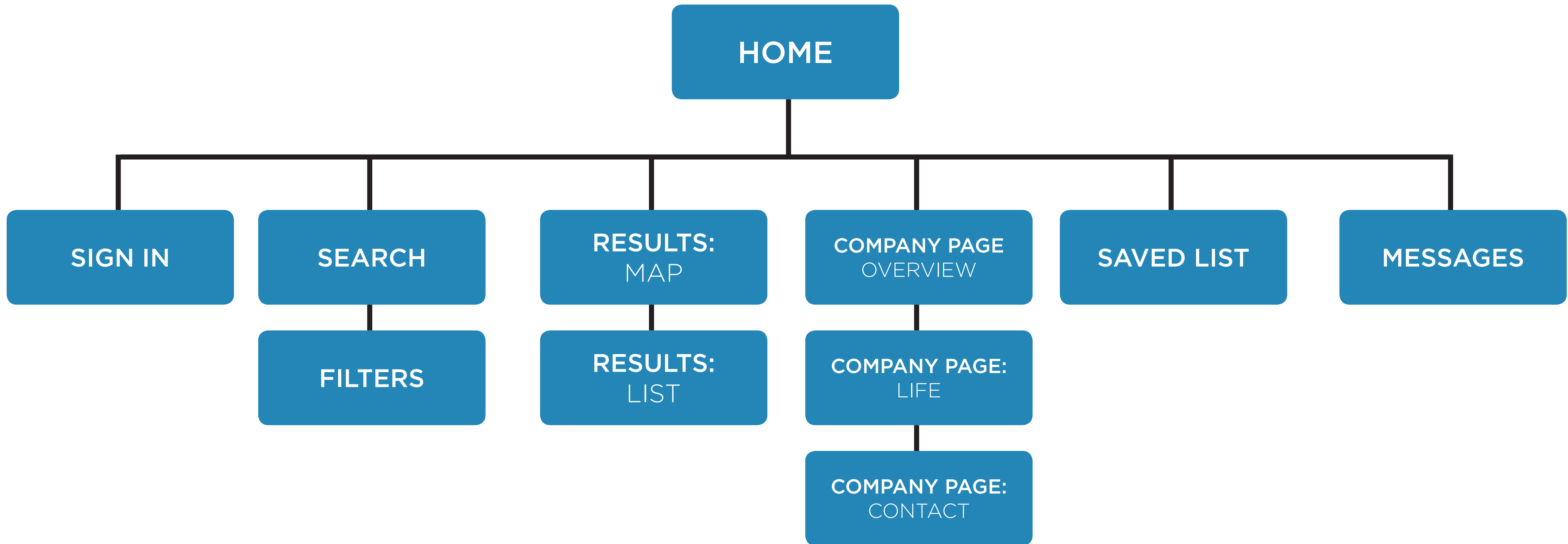
# Low Fidelity Wireframes

User testing was completed and initial feedback was gathered

- 1) Users didn't know what to do on the homescreen or how to get started.
- 2) Filters were not in an obvious places

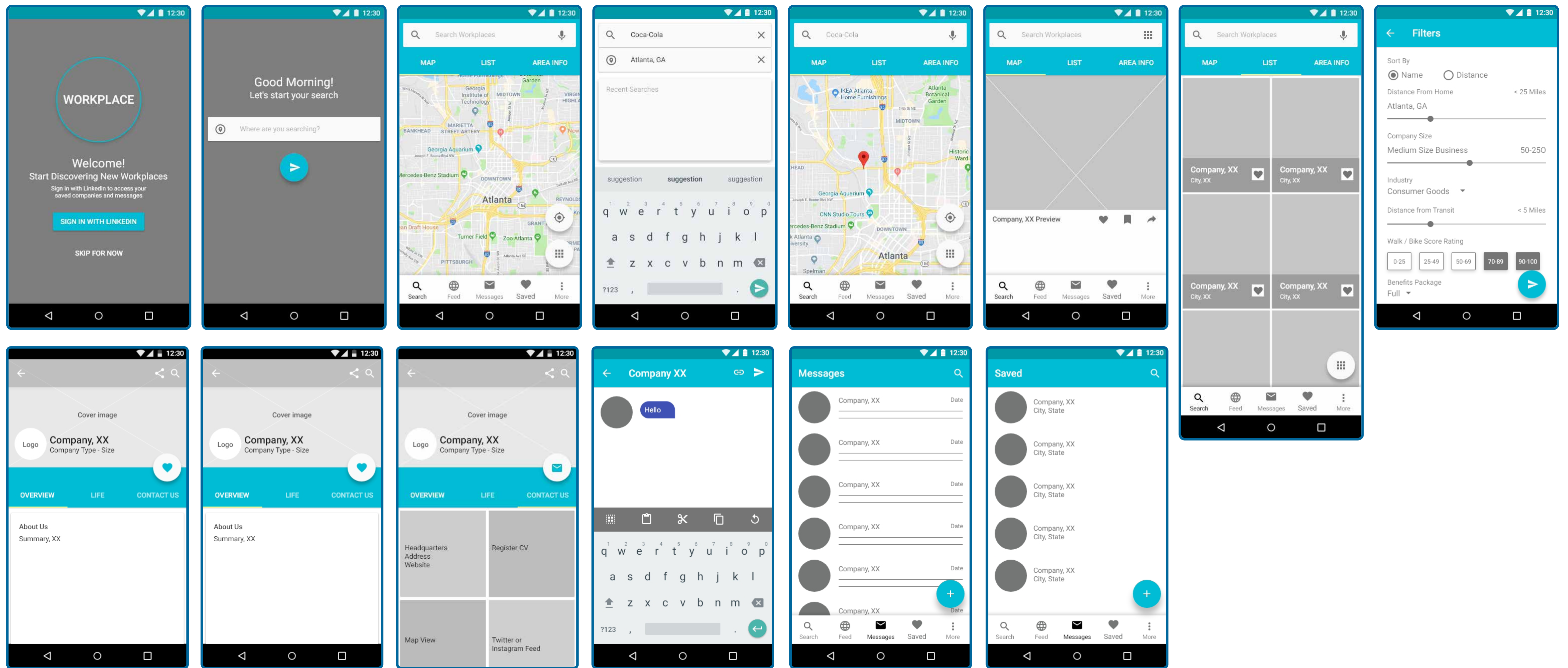


# PROTOTYPING



## Site Map

Based on testing with paper prototypes and the user flow adjustments were made to make a cleaner site map



# High Fidelity Prototype

<https://xd.adobe.com/view/072d47c0-2b95-45a7-504f-236022f91379-711c/?fullscreen>



**THANK YOU**