Job Desk – Case study

Manuel La Porta

JobDesk

🔄 New Challenge

Design a tool

to help small businesses finding affordable and well-equipped infrastructures

Google

Project overview

JobDesk

The product:

A service that helps small businesses and startups to find facilities and offices that are both affordable and suited for their specific business purposes.

Project duration:

Summer project. (from August to September 2021)

Google

Project overview

The problem:

Is not easy for small companies to find well equipped facilities to start conducting their businesses. They need both professional and affordable places. This duality is much more than trivial.

The goal:

A service able to provide startups and small businesses a choice whenever it comes to facilities. Considering their purposes as well as the price.

Project overview

My role:

Lead UX Designer

Responsibilities:

- Brand identity definition
- User Research
- Wireframing
- UI Prototyping

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I conducted research with the specific aim to define at least 2 different groups of people with different age spans who are into entepreneurship and are keen on growing their lifeprojects
The groups helped me to define a specific empathy map as well as two different types of persona to list their painpoints and their needs.

The results were slighlty aligned with the first assumptions I made upfront about the struggle users feel whenever they have to face new products and topics, thet is why the research step to define an empathy map was the most hard to complete.

User research: pain points

1

Funds

The major issue whenever approaching to a new business or project in general is money. The main pain points for people who seek a place to start a business is financial related.

2

Confusion

When inexpert, people tend to get dragged by emotions. The purpose of the project is to give them the most exahustive and concise knowledge about the places they are browsing.

3

Options

Another critical aspect in searching places, is the scarcity often people find through their researches. The aim of the project is to provide options and different choices to users so they don't feel constrained when selecting facilities.

"I feel inspired and amused whenever a new challenge stumble across"

Goals

- Growth his business and find other people interested in his project
- Find a workplace suited for its needs.

Frustrations

- The cost of an office is often unaffordable or very expensive
- Find trusted personnel is not an easy task for a startup.

Jhon Junipero

Age: 29

Education: University degree

Hometown: Brasilia, Brasil

Family: Lives with his parents

Occupation: Entrepreneur

Jhon has just completed his universitary career and now he want to dedicate himself to founding his firts tartup in the Cybersecurity field.
However, Jhon feels a bit overwhelmed by the many things you need to consider as you start a business. And given the fact that he is alone right now, he struggles to cover all the initial costs just by himself.
Jhon is a trustworthy and prcise being, but the weight of an entire company is something too hard to sustain for a novice like him.

"I would like not to waste any years of my life, especially now tha I'm young."

Goals

- Being capable of both running a small business and pursue a university path.
- Manage her finances , starting a project that is affordable and not overwhelming

Frustrations

- She need a place where she can clearly brainstorm ideas
- The place should be affordable as she has to pay also university tuition.

Erica IBar

Age: 23

Education: High school diploma

Hometown: Sacramento, CA

Family: Lives with her parents

Occupation: University student

Erica is a young student who has passed the previous two years after high school, identifying what she would really wanted to do in the future. She feels she has what it takes to become a young entrepreneur, however, she thinks that giving up school so early won't be a smart choice. She would combine these two things and finally find the one that amaze her the most. But she leaves in a small house with 3 older brothers, so that she need a place where she could be paceful and have the opportunity to study and run a business.

Users Story

"As an aspirant student, I want to dedicate myself to both university and entrepreneurship, so that i will finally understand what i really like."

"As young entrepreneur I want to be able to run a business finding other passionate people, so that I can prevent mistakes due to financial and technical inexpertise"
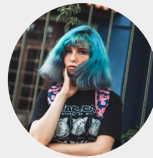
Users Story

Persona: Erica

Finda a workplace where she can study and run a small business

User journey map

Persona: Erica

Goal: Find a workplace where she can study and run a small business

ACTION	Get in the app/website	Filter the research for her needs	Browse any results	Select the workplace and check for further additional info	Confirm the operation
TASK LIST	Tasks A. Get to know about it B. Browse it/download it C. Sign in	Tasks A. Add any useful filter to improve the research B. Answer to any question the tool will make to better understand her needs.	Tasks A. Find a list of places suited for her need B. Check, price, availability and size.	Tasks A. Pick the right workplaces she is interested B. Check the description and other informations	Tasks A. Book the workplace B. Check everything is correct C. Confirm the operation
FEELING ADJECTIVE	User emotions • Lost • Curious • intrigued	User emotions • Overwhelmed • Curious	User emotions • Fulfilled • Indecisive • Amazed	User emotions • Fulfilled • Engaged • Disappointed	User emotions • Surprised • Dazzled • Happy
IMPROVEMENT OPPORTUNITIES	• Ads, and other way to make people aware of the website/app. • It should be smart to put banner and flyier in university campus.	Area to improve • Make the flow as easy as possible • Having text guide that will explain the purpose of the questions.	Area to improve • Make the UX as fast and easy as possible • Highlight crucial information ans the price, address and availability.	Area to improve • Being sure to include any important information that was not previously displayed. • Add cto buttons	Area to improve • Make sure the user may print or download the summary of the operation as well she has any form of reminder and navigation button

Problem statements

Problem statement:

Erica is an aspirant student who needs a place to optimize her time with the university and her business project.

Erica IBar

Age: 23
Education: High school diploma
Hometown: Sacramento, CA
Family: Lives with her parents
Occupation: University student

"I would like not to waste any years of my life, especially now tha I'm young."

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Problem statements

Problem statement:

Jhon is an entrepreneur who needs to find an affordable and equipped workplace as well as other people keen on the field his company is pursuing.

Jhon Junipero

Age: 29
Education: University degree
Hometown: Brasilia, Brasil
Family: Lives with his parents
Occupation: Entrepreneur

"I feel inspired and amused whenever a new challenge stumble across"

Goals

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Competitive Audit

- Goals & Methods
- Case study Navigation

Goals & Methods

Objective

The main goal of Job Desk is to help users find an affordable and well equipped place to grow their projects.

We audited other industry competitors to understand how the CF exchange compares.

Research Questions

Are they offering the audience the service they say they are providing?

How does their app/website look and feel?
Does the design complement the service?

Will the user get confused as they navigate through the website?

Procedure

We reviewed these aspects of the competitors and their app design:

- Audience
- First thoughts
- User Interaction
- Visual Design
- Contents

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

Sitemap


```
                    JobDesk Landing
                         Page

                       Homepage

  Activity selection  Facility Saved  Recently viewed  Event organizer  Account  Settings

   Main Filters                                    Calendar &    Account settings  Website settings
                                                   Reminders

   Browse research                                                                  Preferences

   Select Facility

   Availability checking

   Payment &
   confirmation
```
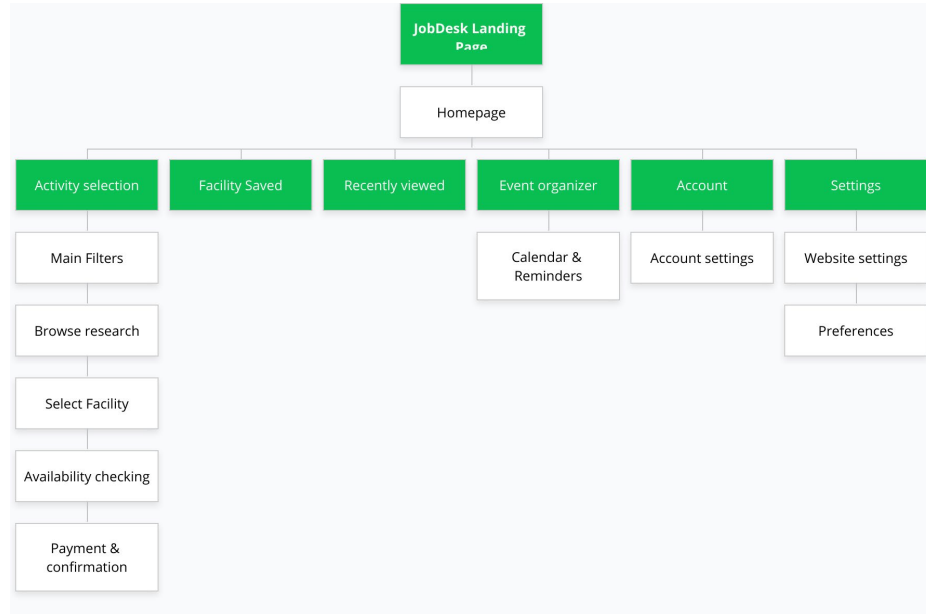
Having considered all the users' painpoints, my main goal was to organize the website in a way which might be practical and easy to understand even for newcomers. As the tool i designed talks primarily to young people, i kept the sitemaps clean and light-structured, to prevent any confusions and provide the fastest and efficient outcome.

Throughout the design development something as changed as minor improvements in the overall project. But the original sequential structure lays the foundations for anything furtherly adjusted.

Paper wireframes

Already on Paper wireframes the idea of a main sequential flow was taken into consideration upfront.

However, looking back at first sketches the final design is significantly change in ahestetics.

The main purposes and idea about different levels of filters and an omniprensent navbar were kept until the end of the project.

Both main and advanced filter pages

Always on Navbar
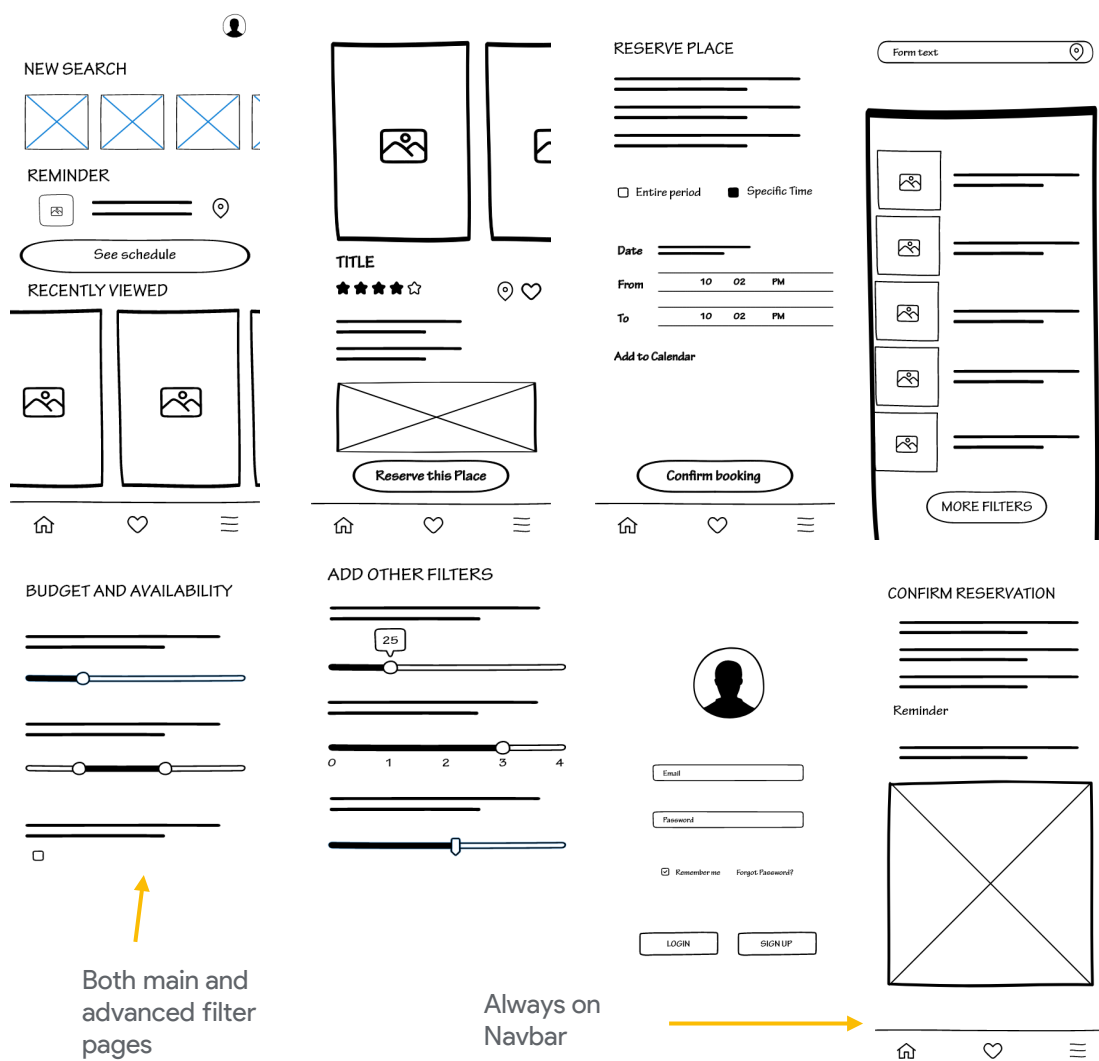
Digital wireframes

Through the LOFI Ideation, I concretize the idea of an Intuitive Homepage. Through buttons and cards the user is easily aware of what they are doing and what he has to do to complete the research.

The "two steps research" feature aims to filter the research gradually so that users don't feel already overwhelmed when they start.

Different choice buttons to better match users needs

Reviews to help users understand their needs and obtain feedbacks

Home

Title ★★★★★

Characteristics

Jhon Doe Inc
Company Host

Select this place

Where

Seats

4   20+

Budget

$300 $500

Browse result

Recently viewed
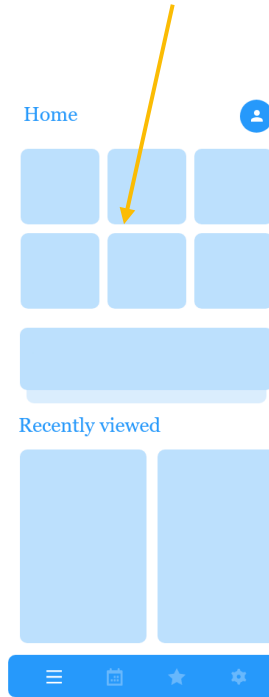
A summary of the features each facility provides.
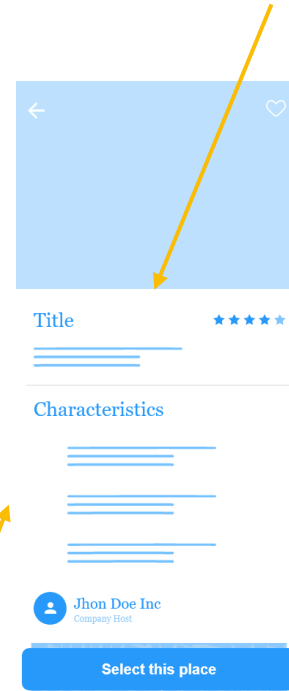
Just several simple questions to help the engine find the best results without make users feel overwhelmed
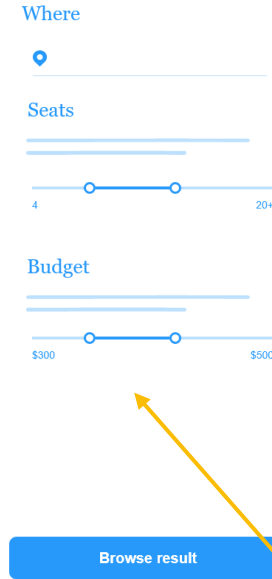
Digital wireframes

Through the LOFI adaptation of the first sketches I had the idea of having a map that could show the facilities in real time.

I wanted to give users a similar experience of booking a trip or reserve an hotel so that they won't feel uninhabited to the design.

The user flow is pretty straightforward as users can select, save and list results as well as adding more filters to their research.
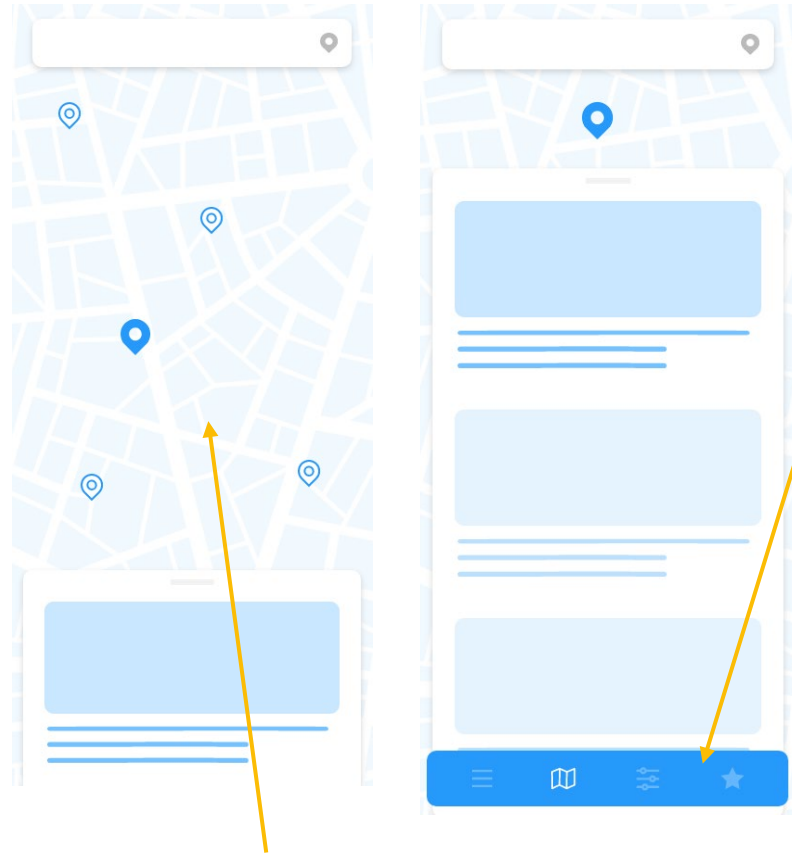
Interactive navbar to filter and save results or change the way they are seen

A live map that shows users the exact location of the facility

Low-fidelity prototype

View the JobDesk App Low Fidelity Prototype

In the Low Fidelity we can clearly see how the whole design process was devised.

The main screen try to replicate the intended path the user should follow to find the right facility.
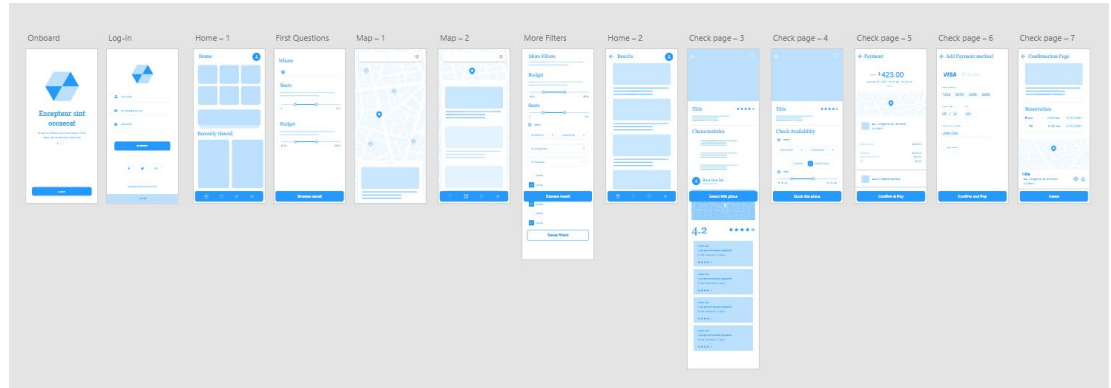
Digital wireframes

Devising the JOBDesk website the first assumption of the LOFI designing process has not been broken: keep the design simple and clear to anybody.

I used a sequential structure to obtain this purpose.

The website is more suited to already started businesses and older people who need better results for longer timespans.

I also operated to make it responsive in order to make it pop in every screen size.
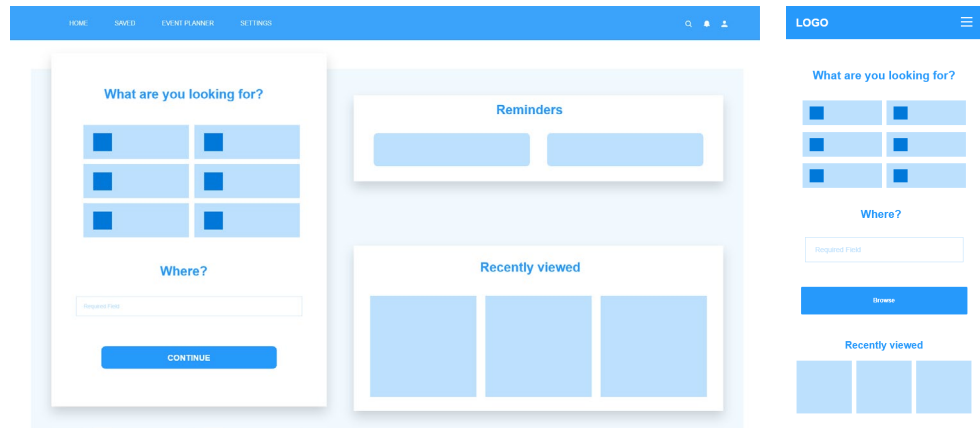
The homepage remains consistent with the app's design
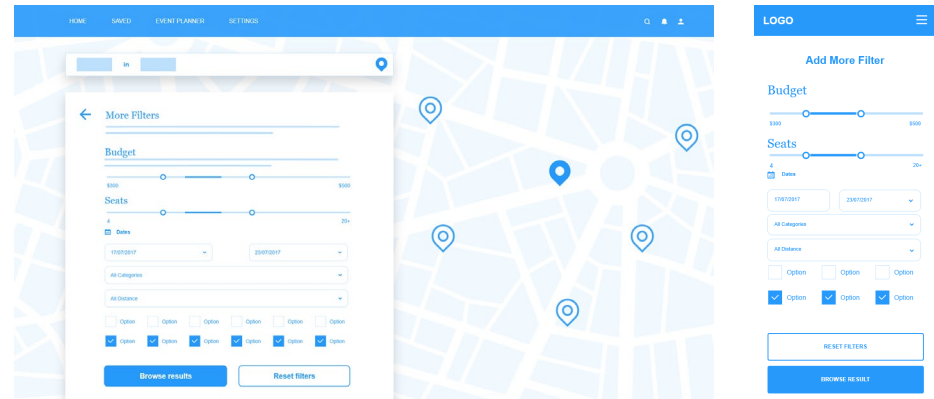
A wider map cover the entire screen now, but the two-steps filters feature is still the same.

Digital wireframes

With the opportunity of a bigger screen I managed to divide the window into two section, to make users always aware of what they are looking into. The design helps to see every place's features and details while they have constantly other choice displayed on the side.

Two sections design makes the website version shine. However as the screen reduces the features don't scale with it in order to prevent any kind of confusion.

A receipt at the end of the flow helps users remember their reservations and summarizes every information.
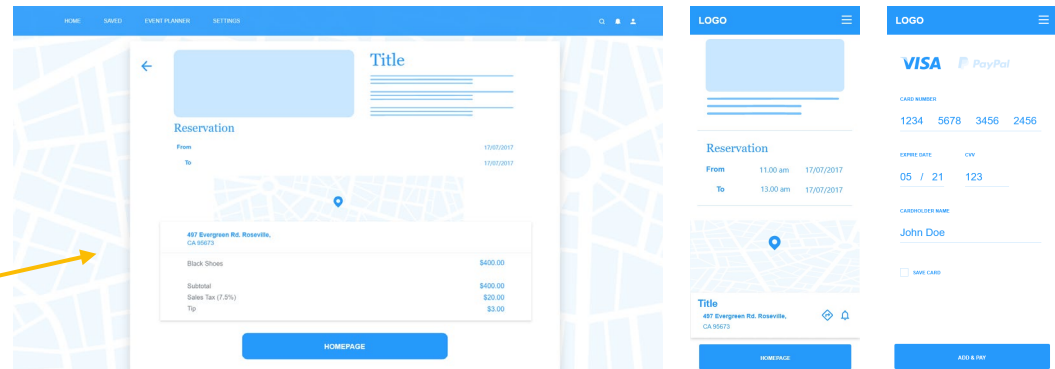
Digital wireframes

Other features as well as Saved items and Event Planner were added in order to invcrease the awareness of users and help them remember what they liked in the first place.

Moreover, the event organizer has the utility of keeping traks of every reservation ever made.

Saved items
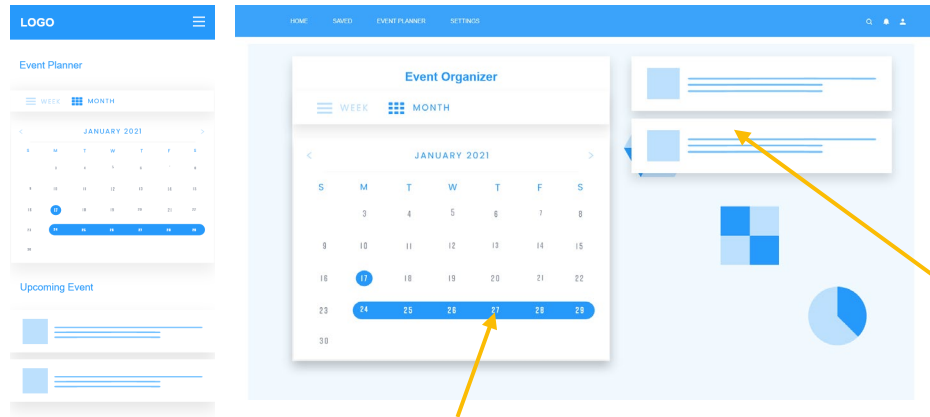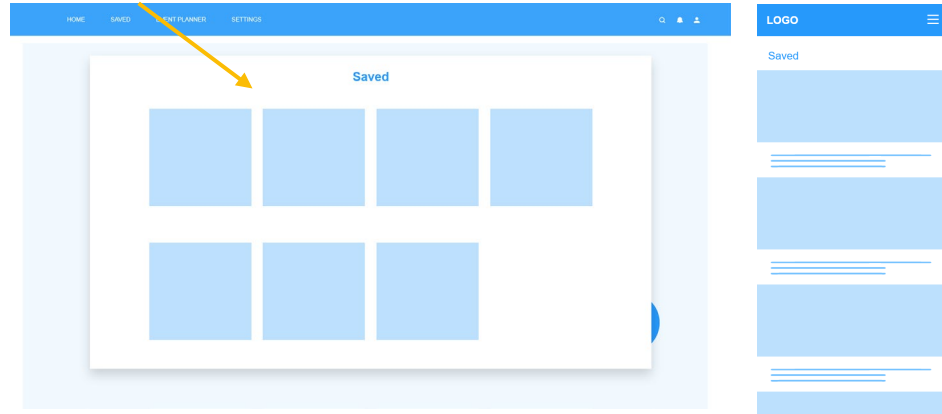
Reminders and important notifications

Schedule planner

Low-fidelity prototype

View the JobDesk Responsive Website Low Fidelity Prototype

In the Low Fidelity we can clearly see how the whole design process was adapted to larger screens. And made it responsive.

Even if the UI was slisghtly revised, these screens show the intended path the user should follow to find the right facility anyway.
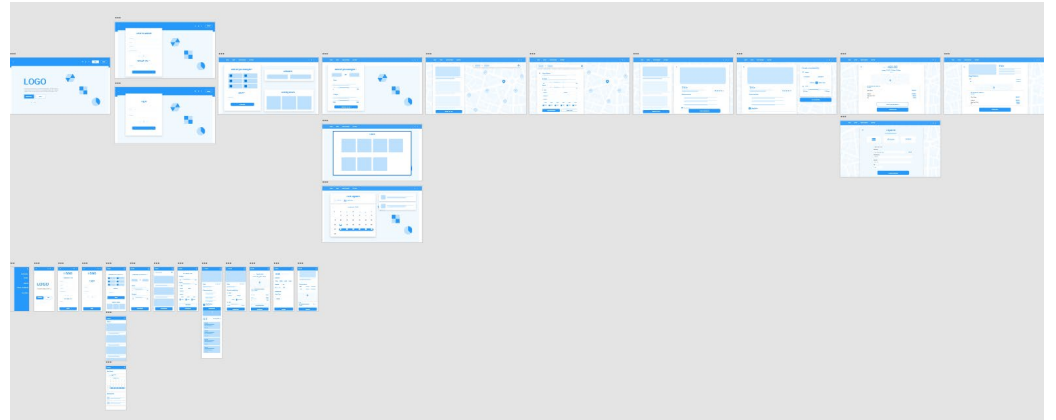
Usability study: parameters

Study type:

Unmoderated usability study

Location:

Italy, in place

Participants:

4 participants

Length:

5-10 minutes

Usability study: Affinity Diagrams

Based on an Unmoderated Usability study conducted on the Low Fi prototype, I have acquired some useful insights about minor improvements of the user-flow.

homepage

- Confused by the utility of a "find personnel" section
- Has trouble understanding something on the homepage
- Confused by the way things are organized on the homepage

Map and Research

- Has trouble finding a way to switch between spaces on the map
- frustrated on how to see their location clearly
- frustrated on hot to select their position clearly on the map

Overall Layout

- Has a hard time knowing what to do first to browse free spaces
- Confused by selecting spaces on the list

Tone

- Speaks in a positive tone
- Speaks in a confident tone
- Speaks in an indifferent tone

Getting started

- Feel the design and the tool in general already seen

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

some users had trouble on how to switch between offices on the map.

2

Finding

some users were confused by the way the homepage was organized

3

Finding

some users struggled finding clearly their position in the map while browsing offices

Usability study: Insights

Based on an Unmoderated Usability study conducted on the Low Fi prototype, I have acquired some useful insights about minor improvements of the user-flow.

Round 1 findings

1 highlight the space they are currently analyzing over all others. (P2)

2 to add title and icons in order to improve the intuitiveness of the layout. (P0)

Round 2 findings

1 to add ranges for the budget and the seats needed in the space. (P1)

2 highlight users' position in the map while they hover on the results displayed.(P1)

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups (Mobile App)

Although the final prototype seems similar to the LOFI, there have been made some minor adjustments and improvements in the design after the first usability study. The interface match users needs overall. And the app presents a clear and intuitive interface.

Before usability study
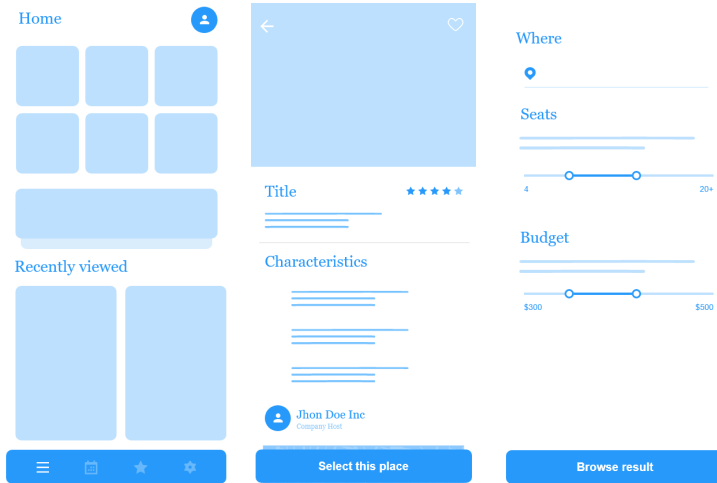
After usability study
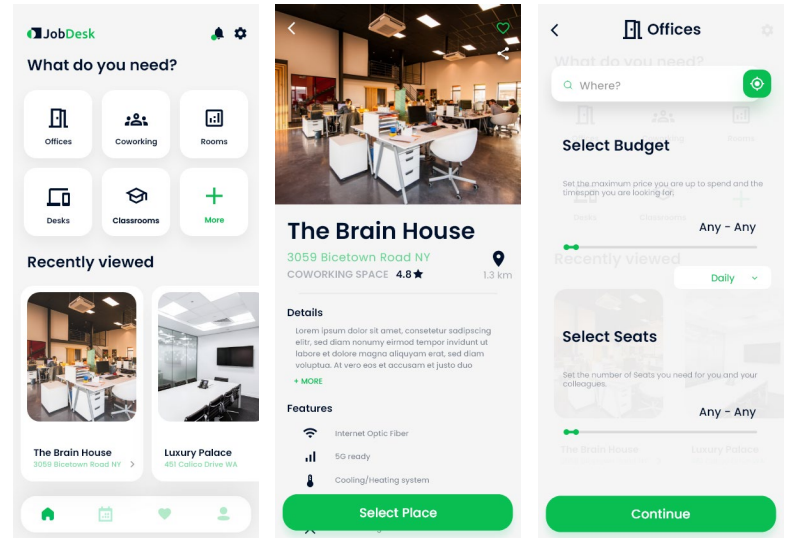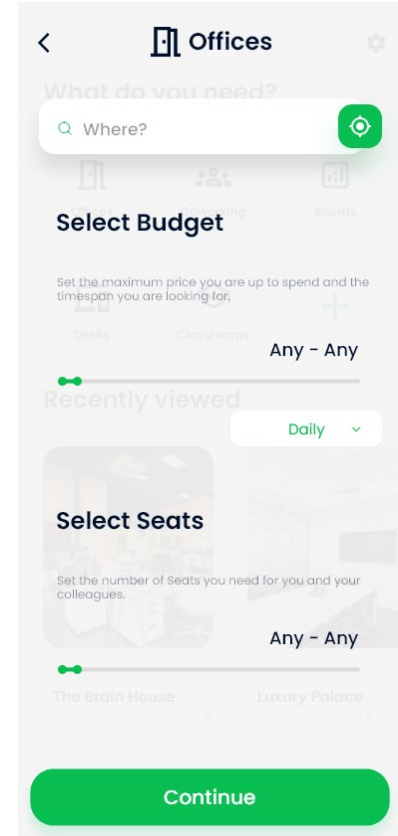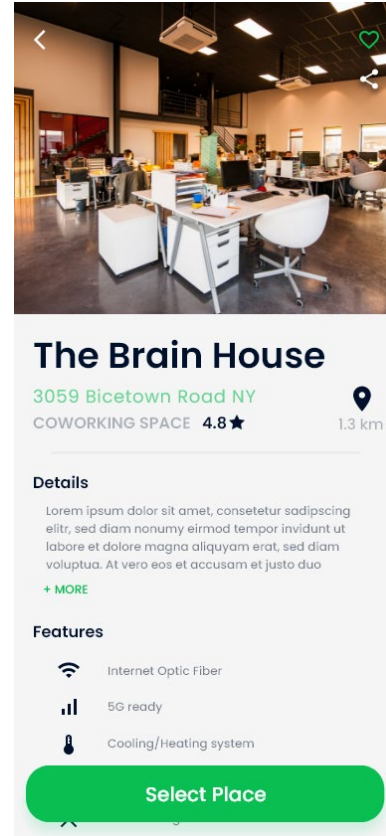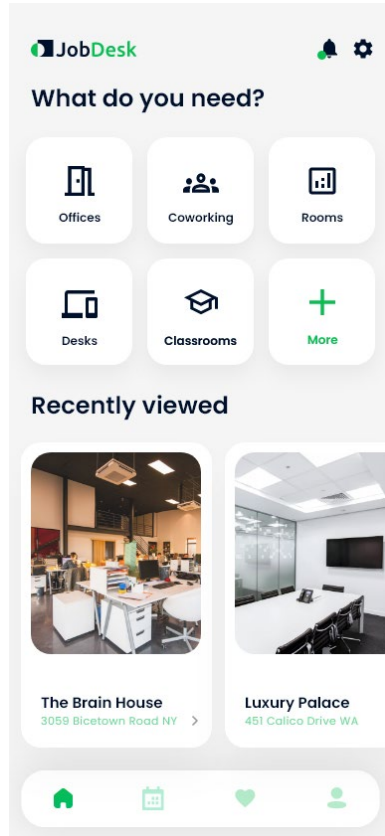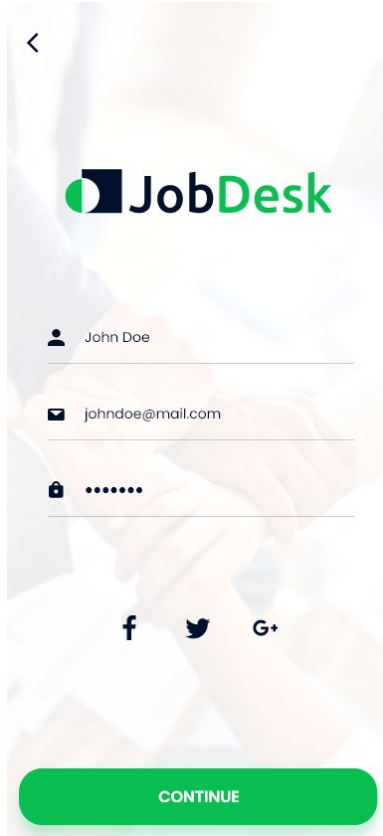
Mockups: (Mobile App)

Mockups: (Mobile App)

High-fidelity prototype

The final high fidelity prototype presented cleaner user-flows for homepage and the browse result list. It also meet user needs for the main purpose of the app as well as more filters and choices before the actual confirmation.
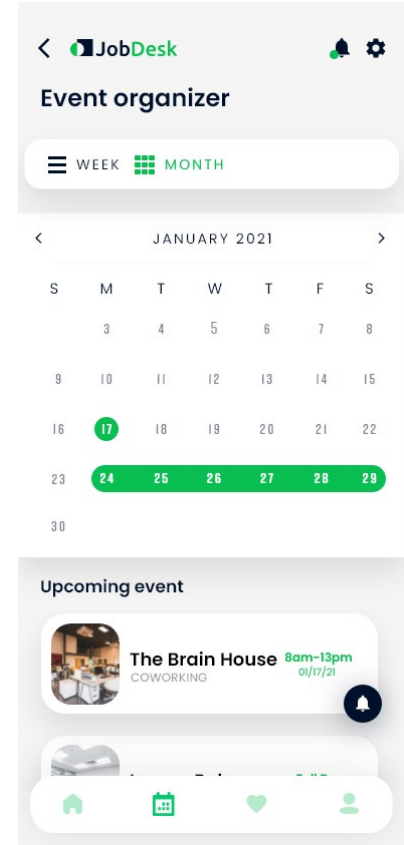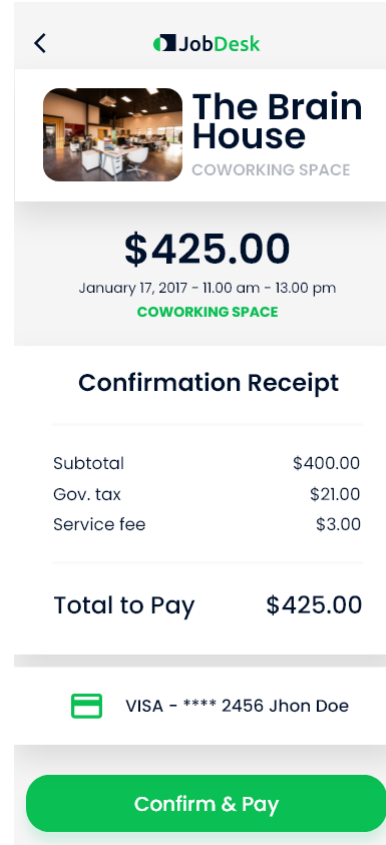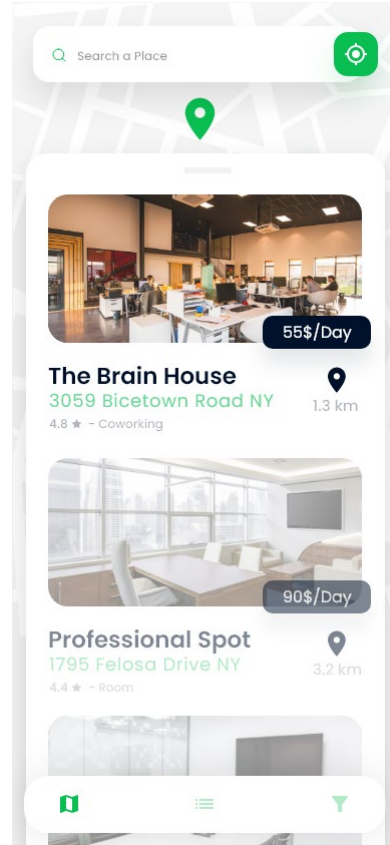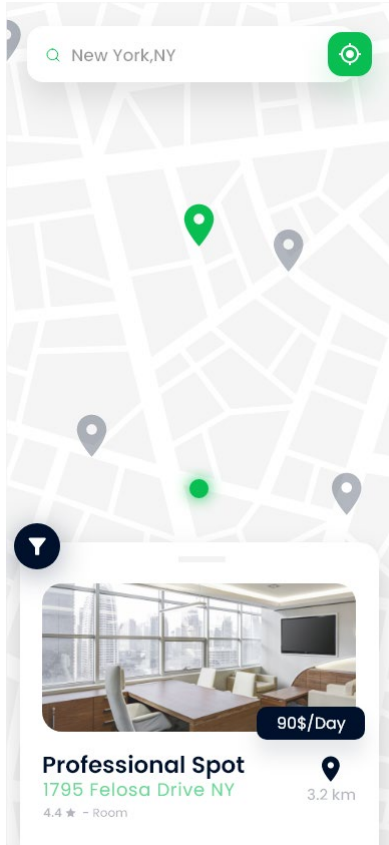
Mockups (Responsive Website)

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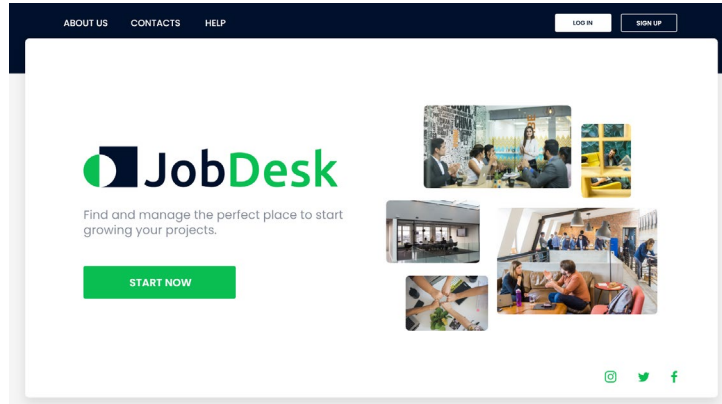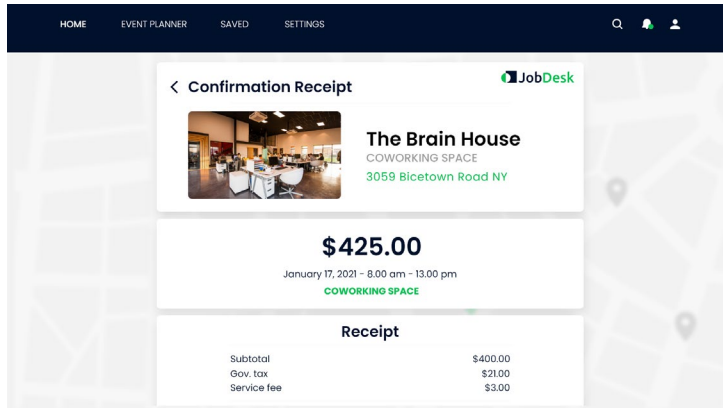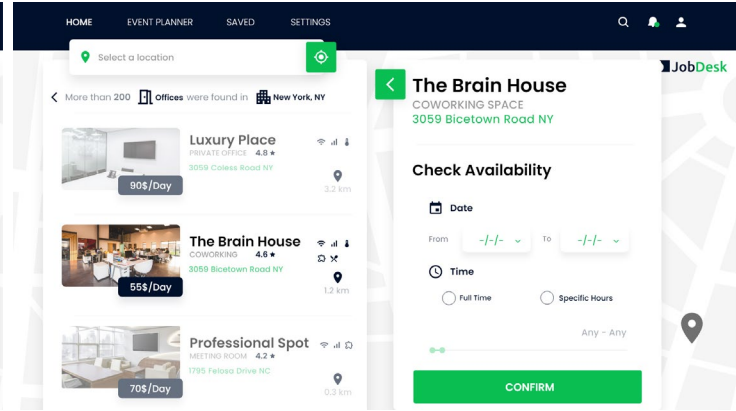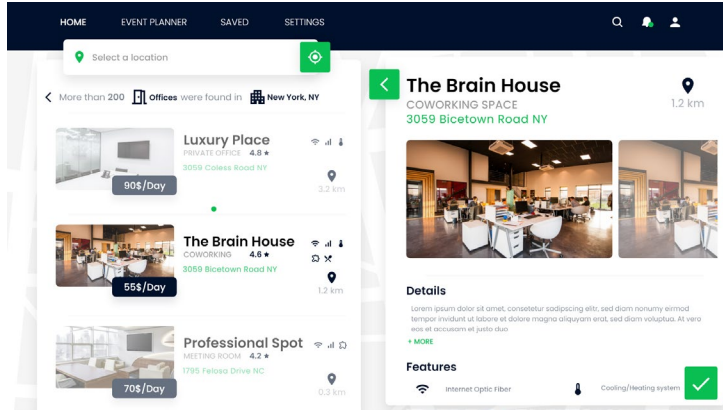
Before usability study
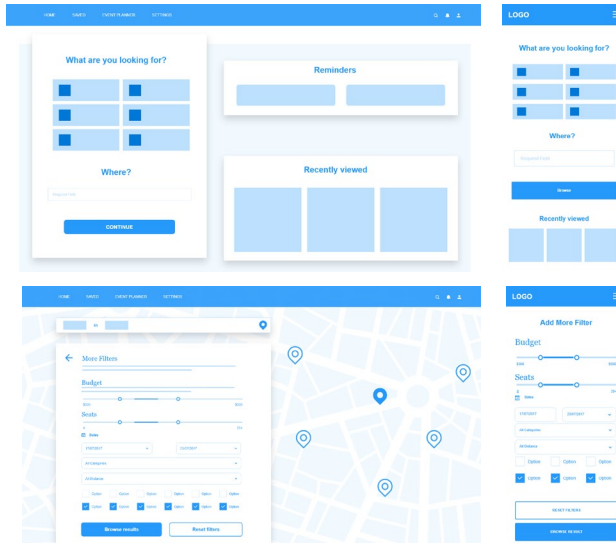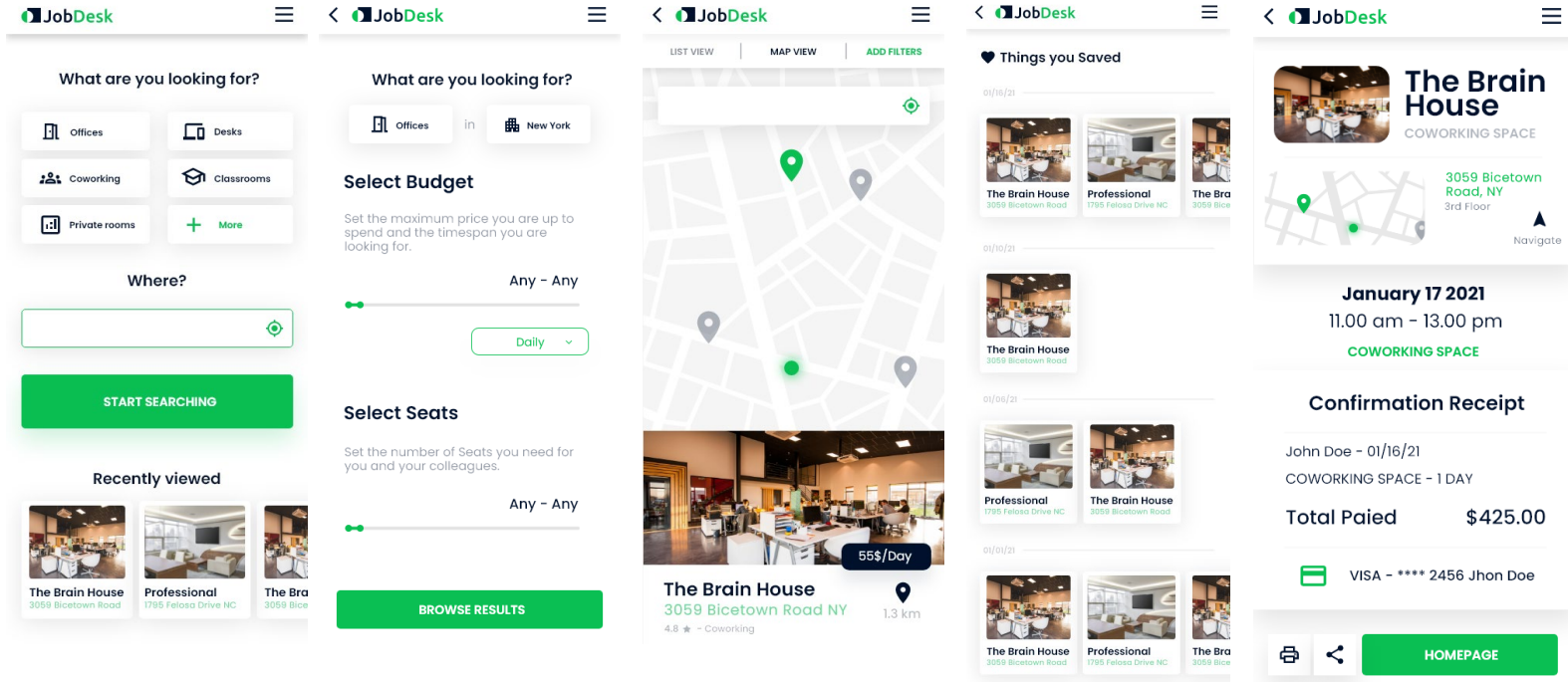
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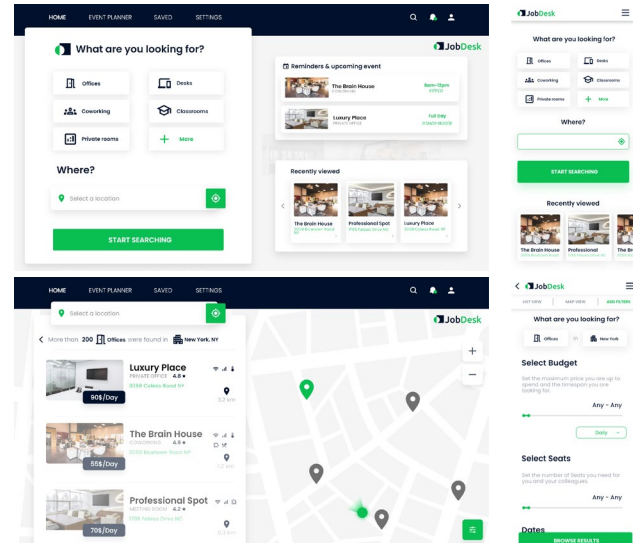
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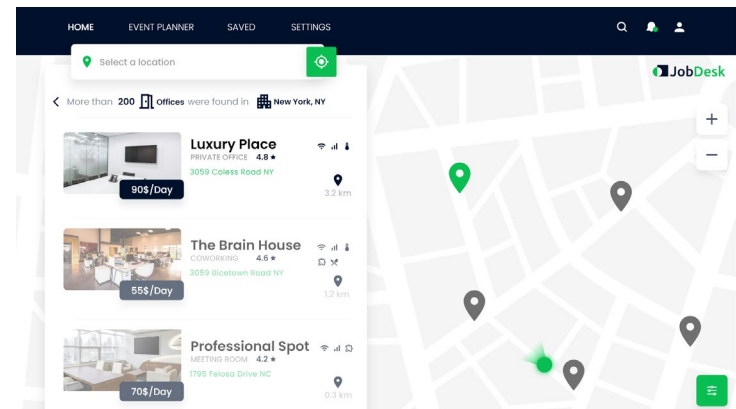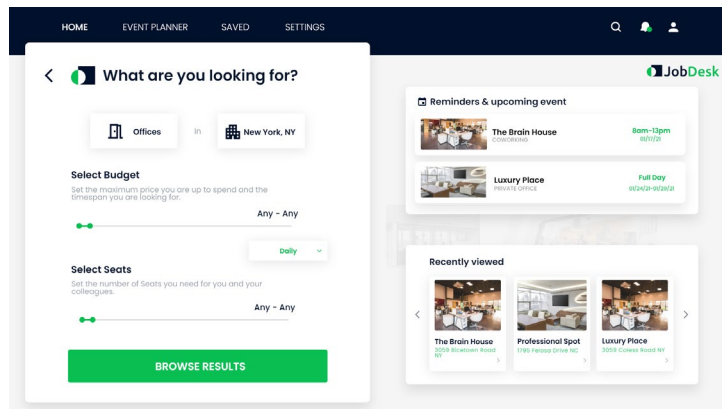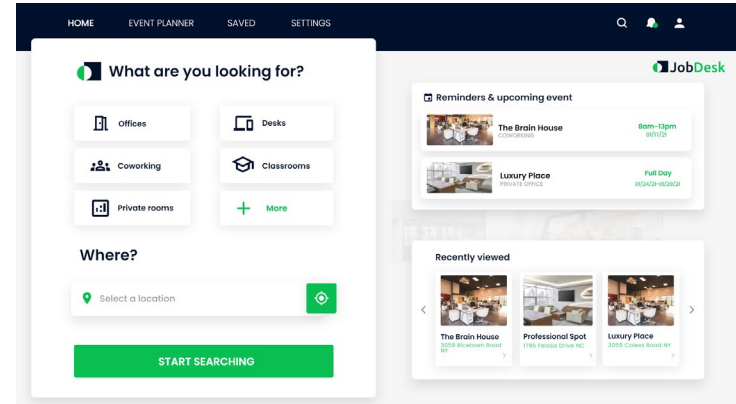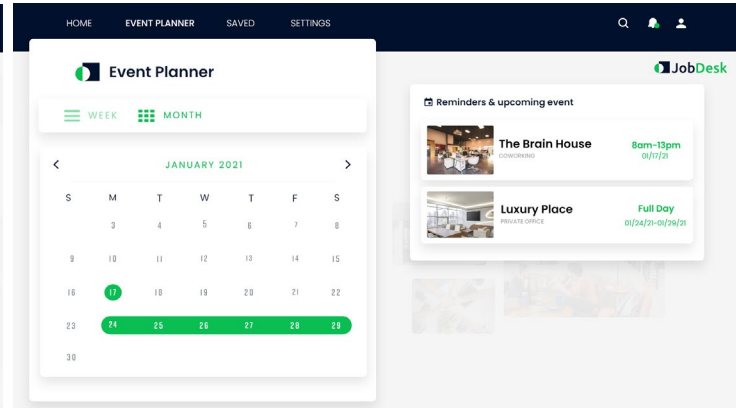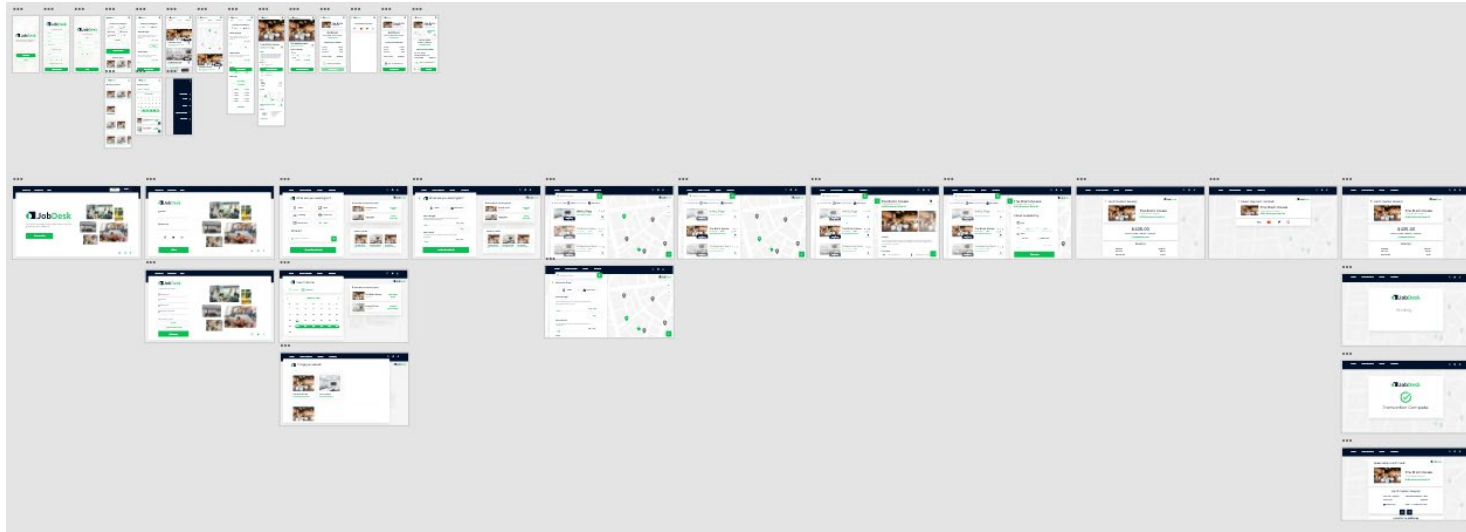
Mockups (Responsive Website)

Mockups (Responsive Website)

High-fidelity prototype

View the Job Desk Responsive website [High Fidelity Prototype](#)

The final high fidelity prototype preserved the cleaner user-flows obtained in the mobile version. Every page was made responsive and any components scalable and suited for different screen size.

Accessibility considerations

1

The constrast created by the colors chosen is aligned with the WCAG standards.

2

The userflow was kept easy and straightforward both on mobile app and website.

The presence of many icons and CTA helps the flow to become smoother and more intuitive.

3

The homepage resembles the definition of cleanlyness and intuitiveness as the steps to make in order to serach facilities is easy to start and guided overall.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

According to the prompt I was given by Sharpen.com I would say that the main goal of the website can be considered reached.

Moreover, I managed to make the best experience in terms of responsiveness out of every design, both desktop and mobile.

I've tried with all myself to better understand every user need, revising and iterating based on feedbacks received from the usability study.

What I learned:

While designing Job Desk mobile app and website, I learned the different between platforms and type of design.

I first approached the project desining the dedicated mobile app, then I converted everything into a website interface.

It was the first time I did that, and I consider it an high quality exercise overall to increase skills and versatileness.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of needs.

Let's connect!

Thank you for your time reviewing my work on the Job Desk !
If you'd like to
see more or get in touch, my contact information is provided below.

Email: manulaporta98@gmail.com

Thank you!