

SPHERE INC.

Redesigning “JOBS” Page for Betterinterviews Application

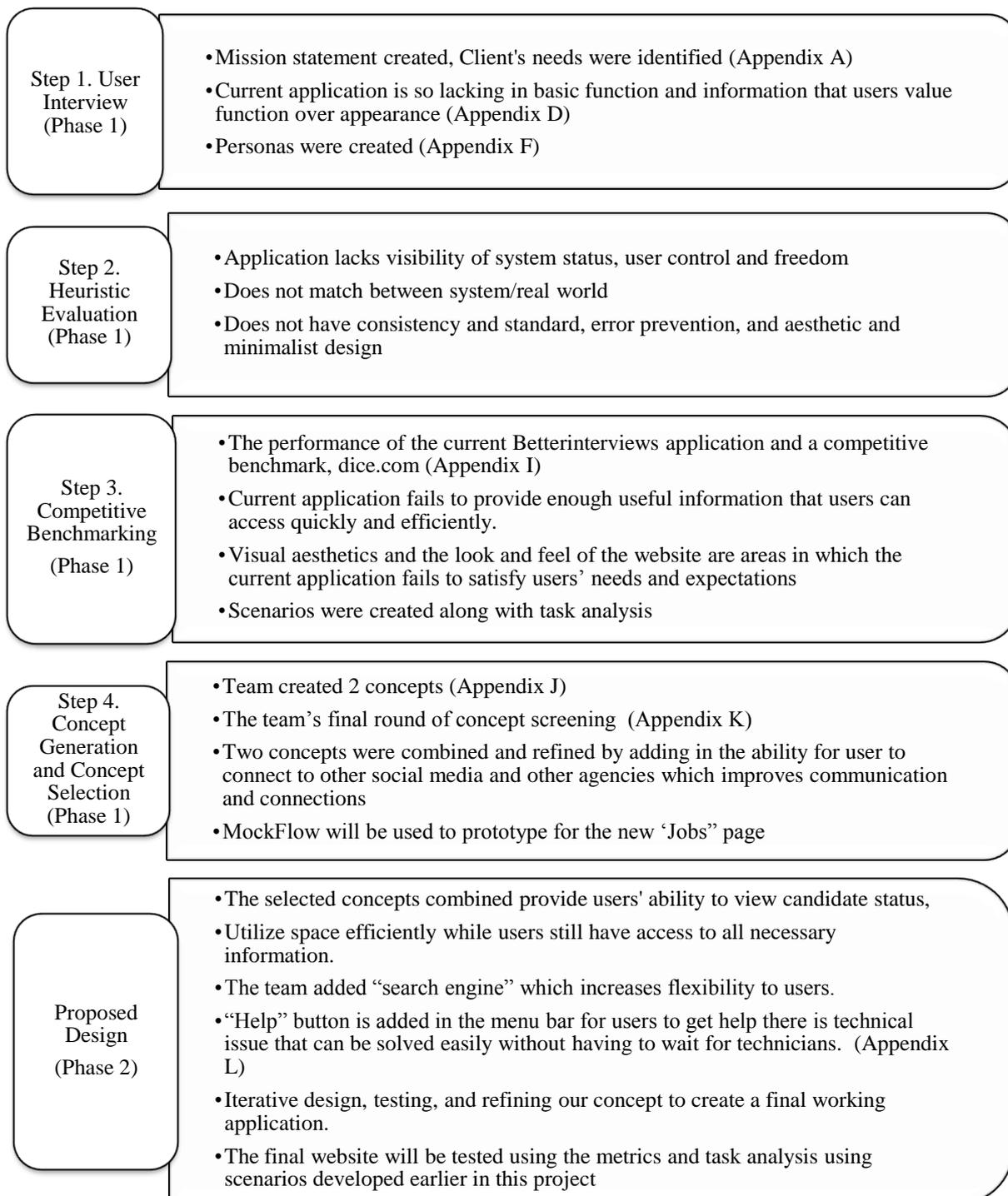
Proposal

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EXECUTIVE SUMMARY

The goal of this project is to redesign the “JOBS” page of Betterinterview application using a User-Centered Design (UCD) methodology and usability tools. This project is conducted in two phases, with one being the evaluation of the current system and two being iterative design and testing. The process chart is shown in the figure below.



INTRODUCTION

Our client is the Human Resources (HR) manager of the Sphere Inc. The goal of the company is to build a mobile and web-based application that introduces efficiency in business operations and increases the business value of products and services. As Sphere is growing rapidly, the company is also looking to hire new people.

The company created a web application, Betterinterviews, which is used for recruitment processes. The HR department is handling the recruitment process which requires them to work with the application. However, HR staff members have various concerns about the current application because it does not accomplish the intended goals for various users. Primarily, these concerns are that the application contains a lot of links, menu bars and buttons which sometimes causes users to lose focus, and that interacting with the application can be very time consuming because of the business of the interface.

METHODOLOGY

The goal of this project is to redesign the “JOBS” page of Betterinterview application using a User-Centered Design (UCD) methodology and usability tools. This project is conducted in 4 steps.

Step 1. User Interview

Our team first met with our client to gain an understanding of the scope of the project. This meeting helped us create our mission statement, identify other stakeholders involved, and to identify the client's needs.

Our mission statement can be found in Appendix A, and outlines both the specific goals of the project and the different stakeholders in the project. Next, a customer selection matrix (see Appendix B) was created to identify our customer types, markets, and the number of people we later interviewed. Our interviewees consisted of the HR manager, recruiters,

and other managers. These interviews were also used to create personas that represent the different types of stakeholders (see Appendix F).

Semi-structured interviews were conducted to identify both our client's needs and the needs of other users. A customer data template was created (see Appendix C) which includes the interview prompts, customer statements, and interpreted needs statements. Overall, we identified 32 needs statements organized, using affinity clustering, into a hierarchy of 6 primary needs containing 26 secondary needs (Appendix D). A survey was then created to assess the importance of these needs statements. A blank template of this survey can be found in Appendix E, and was distributed to both our client and stakeholders.

Results

We received five importance surveys back from our client and stakeholders, and Appendix D displays the results of these surveys. We have displayed our client's ratings separately from the user ratings (averaged over all users). We identified 'critical needs' as those needs with a rating of 4.5 or higher for all users and a rating of 5 from our client. Our client identified sixteen critical needs, and our users identified twelve critical needs. Of those, the client and users shared nine critical needs. Our client rated more needs as "critically important" than our average user. Interestingly, our client rated aspects of visual appeal for the website more highly than users. Additionally, our client rated issues of recurring cost of the website as important. Our lowest need rating was 3.1 (*The app establishes a unique Sphere look and feel*). The team considered ignoring this need but our client rated it highly and for this reason no needs will be ignored.

Discussion & Recommendation

The most critical aspects of the redesign of the "Jobs" page pertain to the information provided by the application and the functionality of the application. From user interviews and interactions with the current users we believe that the current application fails in these areas

identified as most critical. The team will focus on areas of information, function, and navigation while looking to redesign the “Jobs” page. As mentioned above, it is interesting to note that users rated information and function as the most important aspects of the new application while our client also considered the aesthetics of the new application to be important. This would seem to be a case in which the current application is so lacking in basic function and information that users value function over appearance. The team believes that aesthetics will become more important once users’ basic needs are met.

Additionally, users have indicated that they would like to see a more interactive application. Three of the four needs pertaining to the ability of the user to interact with the website were rated very highly by users. Again, the ability to truly interact with the application is a feature currently missing from the current design of the application. Maintainability also seemed to be an important aspect of the redesigned application to both the average user and our client. Any application redesign ideas should keep maintainability in mind.

There were several needs that were rated as exciting or surprising. Primarily, these needs involved the website providing information and assistance when needed and the connectedness of the application to social media outlets like Facebook, Twitter, and LinkedIn. Additionally, several of the needs about aesthetic appeal were rated as latent needs. The team will try to use this information to design an application that is enjoyable and surprising for our users.

Finally, only our client was asked for importance ratings about the cost of the redesigned application. A one-time cost of \$100 was budgeted by the president and treasurer Sphere Inc. That the redesign stays within that budget was a highly rated need from our client. Additionally, of critical importance was that the application not require any recurring costs that would then have to be paid by the client.

The completion of Step 1 has given us a detailed look at the needs, problems, and successes of the current application to consider when redesigning this application. The team identified 32 needs and 26 of those needs had importance ratings higher than 3.0. For this reason we will proceed with all of the currently identified needs, giving particular weight to those rated as most critical.

Step 2. Heuristic Evaluations

Heuristic Evaluation (expert review) is a diagnostic method in which experts take the role of less experienced users and describe the potential problems they see arising in a system or interface for those users. The review is based on compliance with a set of principles (heuristics). It is known as a “discount” method, and was designed for quick turnaround so that the deliverable can be attended to as part of an iterative design process.

We first selected a usability evaluation team, and then scheduled the meeting to examine and assess the interface on a group basis. The usability team evaluated the interface using severity rating scales, a five-point rating scale, with 1 being the least severe and 5 the most severe issue. The results are shown in the tables below.

Violation : Visibility of system status	Severity
• The app does not provide the user an overview of the multi-step process.	4
• The system does not keep users informed of their status once engaged in a task.	4
• System text does not instruct the user what is required in the current step.	4
• Social media outlets aren't located where they are supposed to be	3
• The app does not provide “Help” button	5
• Statistical data of job profile is not located in one place	4
• There's a lot of information that requires users to scroll up down to be able to view everything on one page.	4
• “Sign Out” button is invisible.	5

Violation : Match between system/ real world	Severity
• The sign that represents “MORE” is meant to be for setting, not indicating users to click on it and find more information	4
• “Clone” never exists in real world interface design.	5

• “Support” located on the top right of the application should be sub category of contact or help menu bar	3
• “F.A.Q” located on the top right of the application should be sub category of contact or help menu bar	3
• The app does not provide “contact” option to users	5
• The display of number of candidates is not statistically presented.	3

Violation : User control and freedom	Severity
• While the system provides "BACK" and "NEXT" and “HOME” buttons for the user, it strictly dictates the procedural order for completing the task.	5
• If the user only wants to view only number of candidates today, the users have no way to do that.	4
• There is no other options for users to view information appear on the screen.	4

Violation : Consistency and standard	Severity
• Buttons are not in the same color	5
• Text links don’t look the same across the web page.	5

Violation : Error Prevention	Severity
• The system does not signal potential errors.	5
• The system does not signal existing errors.	5

Violation : Recognition rather than recall	Severity
• The display of current status/number of candidates is visually obscure.	3
• The display of activity stream is visually obscure.	3

Violation : Flexibility and efficiency	Severity
• The system does not provide any shortcuts through the process.	3
• The system does not allow the user to select multiple types of social media outlets at a time.	4
• The system does not allow users to delete the job when needed.	3

Violation : Aesthetic and Minimalist Design	Severity
• The system uses mostly all-caps text.	3
• The font colors often don't contrast with the background colors, resulting in clarity issues.	5
• The system utilizes graphic transparency in order to indicate deactivated features (such as scroll-down arrows). However, because the display has similar hues, the distinction between active and inactive elements is not always clear.	4
• The system consists of links everywhere which could lead a potential confusion to users.	4
• Duplications of menu bars	5

Discussion & Recommendation

The most critical issues that our team found from using heuristic evaluation indicated that the application lacks visibility of system status, a match between system/real world, user control and freedom, consistency and standard, error prevention, and aesthetic and minimalist design. This indicates the future improvement that could be done for the current design for this application.

Step 3. Competitive Benchmarking

The primary focus of this phase of the development process was to generate target specifications that conveyed, in precise and in measurable detail, the requirements that our new website must meet to satisfy the needs of our client and users. In order to satisfy these needs, we first organized our needs into a needs metrics matrix. Average importance ratings were calculated by averaging our client's ratings and the average rating of users. We then translated each of our needs statements into at least one metric, though some needs required more than one metric to be fully addressed. We developed 26 metrics for our 26 secondary needs (see Appendix H). Our metrics were incorporated into the scenarios that were created for each of our 3 personas. The scenario (see Appendix G) depicted a snapshot of our persona using the future design of "Jobs" page. The team used these scenarios to collect performance data from various stakeholders.

The team evaluated the performance of the current "Jobs" page and a competitive benchmark, dice.com . After collecting this data, we established the marginally acceptable and ideal target specification values for all metrics. Appendix H contains benchmark data and these target specification values.

Results

The team collected data on 26 metrics and set target specification values for the design of the new application based on the results of this data collection. We point out here

areas in which our system is currently performing very well, sometimes optimally, and areas in which our current system is significantly underperforming. In cases in which the current system performed poorly we were aggressive in establishing our marginally acceptable values.

Discussion & Recommendation

The results of the benchmarking data collection show that the current application should be up to date and effective in getting information to users on current and past activities. Additionally, the current application should provide users with the function of assisting users, editing and posting the jobs online, and connecting the jobs with other social media outlets and agencies. It will be important to ensure that functionality is maintained in these areas. Moreover, the current application performed poorly in some other key areas. Overall, the current application fails to provide enough useful information that users can access quickly and efficiently. Additionally, the visual aesthetics of the application and the look and feel of the website are areas in which the current application fails to satisfy users' needs and expectations. Aggressive target specifications were set for these areas in which the website's performance was lacking.

Step 4. Concept Generation and Concept Selection

Team members then searched externally for other job recruiter websites that employ possible solutions for some problems identified in the application. Using this information, team members brainstormed individually to create two distinct concepts a piece. Three were chosen as the most promising for concept screening.

Concept screening was carried out to choose the concept that best met the needs of our personas and was the most feasible for the team to implement. Six selection criteria were chosen to represent our primary needs. Each concept received a score that allowed the team to compare them. A concept with a high rank was selected for further screening and the lower

ranked concepts were eliminated, refined, or combined with another concept. This procedure was repeated for iterations with a new reference concept based on the results of the first round of screening. Three rounds of concept screening were carried out before we selected the final concept.

Results

The team's final round of concept screening can be viewed in Appendix K. In the first round of concept screening the existing "Jobs" page was used as the reference concept. The information based concept (concept B) was ranked the highest with a net score of 6 followed by the social media based concept (concept A). Our current "Jobs" page was ranked the lowest with all alternatives being improvements over the current application. The team chose to refine the information based concept by adding in the ability for users to connect to other social media and other agencies (concept A) which improves communication and connections.

Finally, based on a meeting with our client and the team's investigation of various wireframe platforms either Balsamiq or MockFlow will be used to prototype the new "Jobs" page. The team found that MockFlow wireframe builder gives the team flexibility and functionality and can be easily maintained by future UI/UX designers.

Discussion & Recommendation

The team developed two promising concepts for the redesign of the Sphere's "Jobs" page. Concept screening allowed the team to select the best website concept to pursue in future steps. We were able to select a concept that will best meet the needs of our users and be most feasible for the team to implement.

PROPOSED DESIGN

In our final chosen concept, we combined the best aspects of concept A and concept B. The team wanted to make sure that the chosen concept felt personal but accessible and still

allowed users of the organization to be able to interact with the application and be informative about past and current activities. The selected concepts combined provide users the ability to view candidate status, improve the communication between staff and applicants, utilize space efficiently while users still have access to all necessary information. The team added “search engine” which increases flexibility to users. Moreover, “Help” button is added in the menu bar for users to get help when there is a technical issue that can be solved easily without having to wait for technicians. The screen shots of the proposed design are shown in Appendix L.

The goal of future steps is to iteratively design, test, and refine our concept to create a final working application that will be launched in place of the existing application. The final website will be tested using the metrics and task analysis using scenarios developed earlier in this project (Appendix H).

The link to the wireframe is

<http://app.mockflow.com/view/740f37e75fe359997cb58c9055550f66>

APPENDIX A: MISSION STATEMENT

Product Description	A web application for creating and updating job requests to recruiters and other Sphere managers.
Benefit Proposition	<ul style="list-style-type: none"> • Creates a rich and intuitive user experience • Provides Sphere Inc. with a web presence that is professional and cohesive • Improves accessibility of useful information to users
Key Business Goals	Process to be introduced by June 2014
Primary Market	Other recruitment websites
Assumptions	<ul style="list-style-type: none"> • Web application can be easily maintained by a future developer • Web application that is user friendly
Stakeholders	<ul style="list-style-type: none"> • HR manager • Recruiters • Project managers

APPENDIX B: CUSTOMER SELECTION MATRIX

Market Segments	Stakeholders		
	HR manager	Recruiters	Other managers
Sphere Inc.	1	2	2
Other recruitment websites			

APPENDIX C: CUSTOMER DATA TEMPLATE

Name of stakeholder: Jenny Jozwicken Type of Stakeholder: HR manager

Interviewers: Ashley, Bliss, Moni Date of Interview: 5/3/2014 Willing to do follow-up? Yes

Question/Prompt	Response	Interpreted Need
Typical uses	There is an application for HR department to use for posting jobs that will then be sent and displayed to other social medias and other agencies.	The app enables job posting. The app provides accessibility to other HFES social media outlets.
	Currently recruiters have to log into the application to be able to create and update job description and statistically view statuses of each job.	The app enables log-in system. The app allows users to create job description, qualifications, and requirements. The app allows the users to update job description, qualifications, and requirements. The app displays information statistically.
Likes- current website	It was easy for me to publish the job the other social medias and agencies.	The app allows easy job publication.
Dislikes-current website	Currently the application is very time consuming in terms of creating and updating a job.	The app enables information to be updated quickly. The app enables information to be created quickly.
	The display of job statuses and statistical data is very hard to understand.	The app displays information that is easily understood.
	The application does not have an option for users to seek for help when struggling through the process.	The app provides the help option to users.
	There is no cohesive look and feel across all of the websites	The app establishes a unique Sphere look and feel.
	The application does not look simple and clean because there are a lot of things going on.	The website makes desired information easy to find. The website allows intuitive navigation.
	We want more flexibility in the updating, creating, and viewing the jobs.	The app enables information to be updated, created, and viewed.
Suggested improvements	We would like an opportunity to establish a company brand that unifies our applications	The app unifies all Sphere media outlets.
	We want something forward thinking that will show a certain level of professionalism	The app is professional in content and appearance.

APPENDIX D: HIERARCHICAL NEEDS LIST AND SURVEY RESULTS

Hierarchical List of Primary and Secondary Needs for the App

User		Client	
			The app provides relevant information.
4.6		5	1. The app provides useful information to users.
3.4		5	2. The app displays number of candidates.
4.9		4	3. The app is up to date.
4.7		5	4. The app displays past and current activities.
4.3	!	2	5. The app is the primary source of all information for all stakeholders.
4.8		4	6. The app is informative.
4.5	!	4	7. The app provides assistant to users.
			The app is interactive.
4.6		5	8. The app provides accessibility to other social media outlets (Facebook, Twitter, LinkedIn).
5		5	9. The app provides log-in system.
3.9	!	4	10. The app unifies all Sphere media outlets (Facebook, Twitter, LinkedIn).
4.6		5	11. The app is a useful tool to users.
			The app is easy to maintain.
4.3		4	12. The app can be updated quickly.
			The app is aesthetically appealing.
3.1	!	4	13. The app establishes a unique Sphere look and feel.
4.1		5	14. The app is professional in content and appearance.
4.1		5	15. The app looks modern.
3.1		5	16. The app contains informative description.
3.8		3	17. The app makes use of images when they would be helpful.
4.2		5	18. The app utilizes space efficiently.
3.9	!	5	19. The app catches users' attention.
			The app is easy to navigate.
4.9		5	20. The app makes desired information easy to find.
4.9	!	5	21. The app allows intuitive navigation.
4.9		5	22. The app allows easy job publication.
5		5	23. The app enables information to be created quickly.
5		5	24. The app enables information to be updated quickly.
			Cost Needs
		5	25. The app does not incur any repeating costs to Sphere.
		4	26. The website costs less than \$1000.

APPENDIX E: BLANK IMPORTANCE SURVEY

Betterinterviews Survey (ABBREVIATED, First 1 of 2 pages)

Clemson HFES Website Survey

Name: _____

Thank you for agreeing to fill out this survey. Our team is evaluating the current **Betterinterviews** in an effort to redesign this application.

For each of the following features of the FUTURE Betterinterviews application, please indicate on a scale of 1 to 5 how important the feature is to you. Please use the following scale:

1. Feature is undesirable. I would not consider using an app with this feature.
2. Feature is not important, but I would not mind having it.
3. Feature would be nice to have, but is not necessary.
4. Feature is highly desirable, but I would consider using an app without it.
5. Feature is critical. I would not consider an app without this feature.

Also indicate by checking the box to the right if you feel that the feature is unique, exciting, and/or unexpected.

Importance of feature on scale of 1-5 _____		Feature is unique, exciting, or unexpected <input type="checkbox"/>
_____	The app provides useful information to users.	<input type="checkbox"/>
_____	The app displays number of candidates.	<input type="checkbox"/>
_____	The app is up to date.	<input type="checkbox"/>
_____	The app displays past and current activities.	<input type="checkbox"/>
_____	The app is the primary source of all information for all stakeholders.	<input type="checkbox"/>
_____	The app is informative.	<input type="checkbox"/>
_____	The app provides assistant to users.	<input type="checkbox"/>
_____	The app provides accessibility to other HFES social media outlets (Facebook, Twitter, LinkedIn).	<input type="checkbox"/>
_____	The app provides log-in system.	<input type="checkbox"/>

APPENDIX F: PERSONAS (ABBREVIATED, 1 of 3 persons)

Current Student

Rachael Zimmerman



"I like keeping up with statuses of each posted job, especially number of people that applied for the jobs."

Age
34

Department
HR department

Interests
Tennis, cooking, and search for job agencies

Communication Preference
Skype

Background
Rachael is one of the recruiters in the HR department at the Sphere Inc., located in New York City. She misses her spring and summer breeze in the south. She is very comfortable using the webs application for work-related purposes, as well as recreational. She is an early adopter of technology when she can afford it.

Goals

- Check statuses of each job daily
- Create and update job description
- Report job statuses to the manager

Likes

- To stay involved with Sphere recruitment activities because most of recruiters have to be active so that she will know changes of status that are necessary for her to report to her boss.
- Social Media

Dislikes

- Checking multiple Sphere recruitment sites and with every department for information about job posting
- When an interview is cancelled and no one notifies her in advance

APPENDIX G: PERSONAS AND SCENARIOS (1 OF 3 SCENARIOS)

Rachael is a recruiter in the HR department. Her routine duties at work are posting jobs online, updating job description, reporting statuses of each job to her boss, and scheduling for job interviews with other managers and applicants. She likes that the application provides her an option to connect each job to social media outlets and other agencies. Whenever she has some questions about job posting, she would like to be able to contact the person that knows the most about the job, for example the manager of designing team. Rachel likes to be able to view past and current activities of each job so that she could report the progress of the recruitment process to her boss daily and weekly. Sometimes, job description needs to be changed; she would like to be able to edit the job the description very quickly.

APPENDIX H: NUMBERED LIST OF METRICS

Metric No.	Need No.	Metric	Avg. Imp. Rating	Units
1	1	User rating of satisfaction with the information presented on the application	4.6	1-5 subj. scale
2	2	# of participants able to find information on number of candidates today	3.4	#
3	3	User rating of satisfaction with the information being up to date	4.9	1-5 subj. scale
4	4	# users who can view past and current activities on the application	4.7	#
5	5	# of sources members use to get information (Rachel's Scenario)	4.3	#
6	6	User rating of the informative nature of image descriptions	4.8	1-5 subj. scale
7	7	# of users who have access to helps on the application (Rachel's Scenario)	4.5	#
8	8	"Rachael's satisfaction with her ability to connect to social media via the application	4.6	1-5 subj. scale
9	9	# of participants able to log into the application	5	#
10	10	# of social media links on the application (Rachel's)	3.9	#
11	11	Rachel's rating of how useful of a tool the application	4.6	1-5 subj. scale
12	12	# of steps Rachel takes to update one job description (Rachel's scenario)	4.3	#
13	13	Rating of the look and feel of the application	3.1	1-5 subj. scale
14	14	"Rachael's" rating of the professionalism of the application	4.1	1-5 subj. scale
15	15	"Rachael's" rating of the professionalism of the application	4.1	1-5 subj. scale
16	16	User rating of the informative nature of image descriptions	3.1	1-5 subj. scale
17	17	User rating of the satisfaction of the use of images	3.8	1-5 subj. scale
18	18	"Rachael's" satisfaction with the layout of the application	4.2	1-5 subj. scale
19	19	"Rachael's" rating of the attention catching capacity of the application	3.9	1-5 subj. scale
20	20	User rating of ease of finding information using the application	4.9	1-5 subj. scale
21	21	"Rachael's" satisfaction with her ability to navigate the application	4.9	1-5 subj. scale
22	22	Rachel's satisfaction with his ability to post a job opening on the application	4.9	1-5 subj. scale
23	23	Time that takes Rachel to create a job description and post the job	5	Seconds
24	24	Time that takes Rachel to update job description	5	Seconds
25	25	Estimated expense of maintenance cost per year	5	\$
26	26	Estimated expense of initial implementation cost	4	\$

APPENDIX I: COMPETITIVE BENCHMARKING CHART (4 PARTICIPANTS)

Metric No.	Need No.	Metric	Avg. Importance Rating	Units	Existing Application	dice.com	Target Specifications	
							Marginal	Ideal
1	1	User rating of satisfaction with the information presented on the application	4.6	1-5 subj. scale	3.25	4.0	≥4.75	5.0
2	2	# of participants able to find information on number of candidates today	3.4	#	2	4	≥4	≤4
3	3	User rating of satisfaction with the information being up to date	4.9	1-5 subj. scale	3.0	4.25	≥ 4.25	≥ 4.5
4	4	# users who can view past and current activities on the application	4.7	#	0	4	≥ 4	≥ 4
5	5	# of sources members use to get information (Rachel's Scenario)	4.3	#	0	4	≥ 4	≥ 4
6	6	User rating of the informative nature of image descriptions	4.8	1-5 subj. scale	2.75	3.25	≥4.0	≥4.5
7	7	# of users who have access to helps on the application (Rachel's Scenario)	4.5	#	0	4	≥ 4	≥ 4
8	8	"Rachael's satisfaction with her ability to connect to social media via the application	4.6	1-5 subj. scale	2.25	2.4	≥ 3.5	≥ 4.5
9	9	# of participants able to log into the application	5	#	4	4	4	4
10	10	# of social media links on the application (Rachel's)	3.9	#	1	3	≥ 3	≥ 4
11	11	Rachel's rating of how useful of a tool the application	4.6	1-5 subj. scale	3.25	4.25	≥4.5	≥4.75
12	12	# of steps Rachel takes to update one job description (Rachel's scenario)	4.3	#	3	4	4	4
13	13	Rating of the look and feel of the application	3.1	1-5 subj. scale	2.25	3.0	≥ 4.0	≥ 4.5
14	14	"Rachael's" rating of the professionalism of the application	4.1	1-5 subj. scale	2.75	3.25	≥4.0	≥4.5

15	15	"Rachael's" rating of the professionalism of the application	4.1	1-5 subj. scale	3.5	3.75	≥ 4.0	≥ 4.5
16	16	User rating of the informative nature of image descriptions	3.1	1-5 subj. scale	2.25	3.75	≥ 4.0	≥ 4.5
17	17	User rating of the satisfaction of the use of images	3.8	1-5 subj. scale	2.25	3.25	≥ 4.0	≥ 4.5
18	18	"Rachael's" satisfaction with the layout of the application	4.2	1-5 subj. scale	3.25	3.50	≥ 4.0	≥ 4.5
19	19	"Rachael's" rating of the attention catching capacity of the application	3.9	1-5 subj. scale	2.25	3.75	≥ 4.0	≥ 4.5
20	20	User rating of ease of finding information using the application	4.9	1-5 subj. scale	3.25	3.75	≥ 4.0	≥ 4.5
21	21	"Rachael's" satisfaction with her ability to navigate the application	4.9	1-5 subj. scale	2.0	3.75	≥ 4.0	≥ 4.5
22	22	Rachel's satisfaction with his ability to post a job opening on the application	4.9	1-5 subj. scale	3.75	3.75	≥ 4.0	≥ 4.5
23	23	Time that takes Rachel to create a job description and post the job	5	Minutes	15	5	≤ 60	≤ 45
24	24	Time that takes Rachel to update job description	5	Minutes	3	1	≥ 3	≥ 4
25	25	Estimated expense of maintenance cost per year	5	\$/year	20	N/A	≤ 40	≤ 20
26	26	Estimated expense of initial implementation cost	4	\$	0	N/A	≤ 100	≤ 75

APPENDIX J: Prototype of Concepts

A. Social Media Concept

The Social Media Concept emphasizes job posting on social media sites such as Facebook, LinkedIn, and Twitter by having the options for user to post the job on the right hand side of the screen. The concept focuses on recruiters and applicants interacting with the website and connecting the application with social media sites.

The screenshot displays a web browser window for 'www.betterinterviews.com'. The page title is 'Betterinterviews' and the current page is 'Jobs'. The breadcrumb trail is 'Sphere > Aaa Bbb > Jobs > Application Developer'. A search bar is visible in the top right corner.

The main content area contains a job posting form with the following fields:

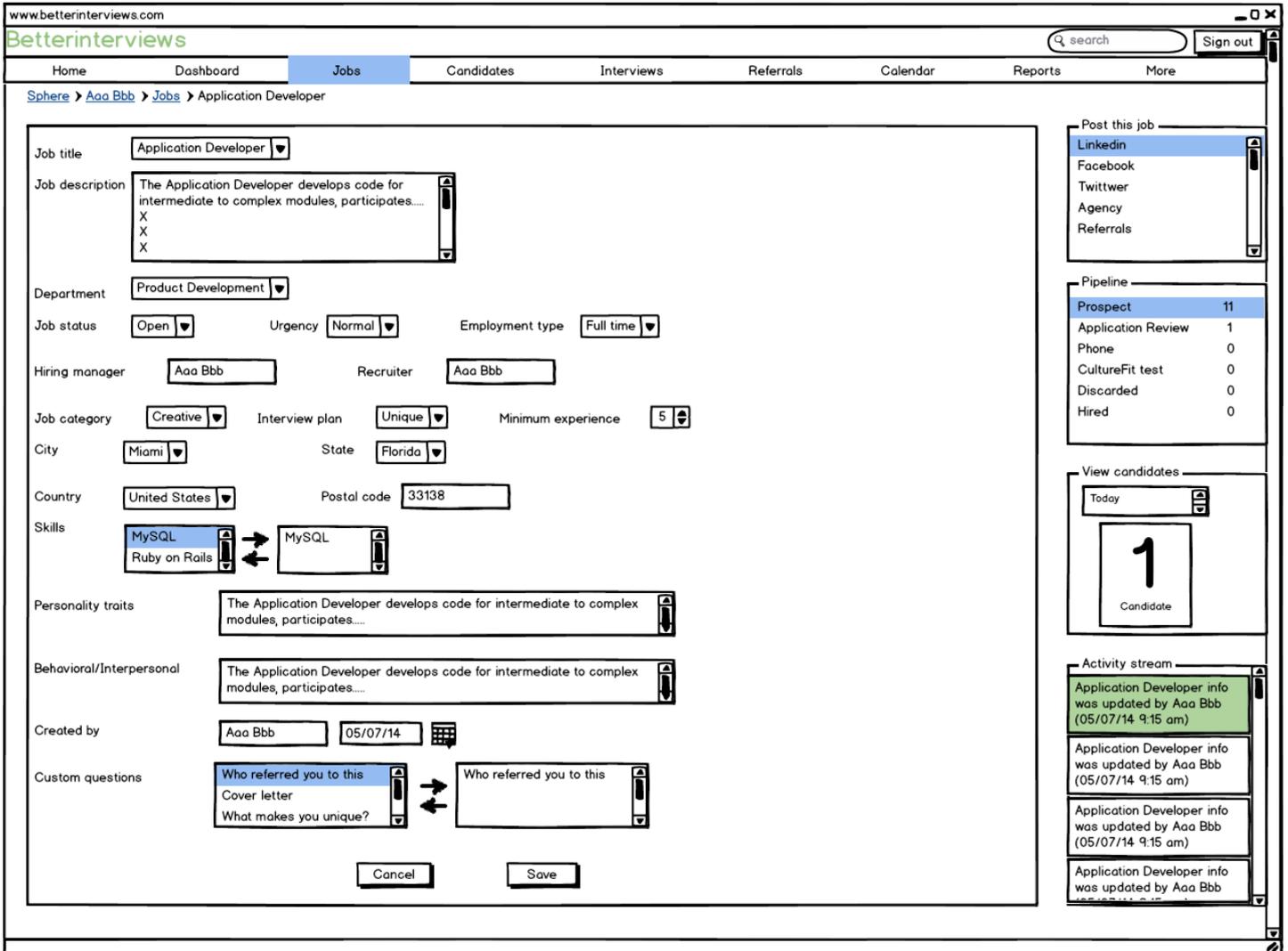
- Job title: Application Developer
- Job description: The Application Developer develops code for intermediate to complex modules, participates....
- Department: Product Development
- Job status: Open
- Urgency: Normal

A callout box labeled 'Social media Outlets and other links to publish the job' points to a 'Post this job' dropdown menu on the right side of the form. The dropdown menu is open, showing the following options:

- LinkedIn
- Facebook
- Twitter
- Agency
- Referrals

B. Interface Information Based Concept

This design focuses on information displayed on the page. Because the project only focuses on “jobs” page, some information that is shown on the current design is unnecessary to be there. Our team came up with this design to still keep important information while still utilizing the space as much as possible.



APPENDIX K: Concept Screening Matrices (Last Matrix)

	Concepts		
Selection Criteria	A Social Media	B Information Based	Existing HFES Website (Reference)
Informative	+	+	0
Interactive	+	+	0
Maintainability	+	+	0
Aesthetically appealing	0	+	0
Navigability	0	+	0
Feasibility (can we do it?)	+	+	0
Sum +'s	4	6	0
Sum 0's	2	0	8
Sum -'s	0	0	0
Net Score	4	6	0
Rank	2	1	4
Continue?	Yes – Combine with B	Yes – Combine with A	No

APPENDIX L: PROPOSED CONCEPT

Figure 1. Completed information page

www.betterinterviews.com Sign out

Betterinterviews Search

Home Dashboard **Jobs** Candidates Interviews Referrals Calendar Reports More F.A.Q Contact Help

Sphere > Aaa Bbb > Jobs > UI/UX Designer

Job title:

Job description:

Department:

Job status: Urgency: Employment type:

Hiring manager: Recruiter:

Job category: Interview plan: Minimum experience:

City: State: Zip code: Country:

Skills: →
 ←

Personality traits:

Behavioral/Interpersonal:

Qualification:

Created by: Date:

Custom questions: →

Post this job

[in](#) [Twitter](#) [f](#)

[t](#) Agency [+1](#)

Pipeline

Prospect	11
Application Review	1
Phone	0
CultureFit test	0
Discarded	0
Hired	0
Declined	0

View candidates

Candidates

- Babe Ruth
- Mickey Mantle
- Joe DiMaggio
- Yogi Berra
- Jerry Coleman
- Lou Gehrig
- Jackie Robinson
- Reggie Jackson

Activity stream

Application Developer info was updated by Aaa Bbb (05/07/14 9:15 am)

Application Developer info was updated by Aaa Bbb (05/07/14 9:10am)

Application Developer info was updated by Aaa Bbb (05/07/14 9:05m)

Application Developer info was updated by Aaa Bbb (05/07/14 9:05m)

The screenshot shows the 'Finish and save' page for a job posting on Betterinterviews.com. The main content area contains the following fields and sections:

- Job title:** UX/UI Deisigner
- Job description:** Sphere is looking for UI/UX Designer to design, create, maintain, improve and update website, web and mobile application to create rich, intuitive user experience
- Department:** Product Development
- Job status:** Open | **Urgency:** Normal | **Employment type:** Full time
- Hiring manager:** Aaa Bbb | **Recruiter:** Aaa Bbb
- Job category:** Creative | **Interview plan:** Unique | **Minimum experience:**
- City:** New York City | **State:** New York | **Zip code:** 10001 | **Country:** United States
- Skills:** SQL, Java (left) → My SQL (right)
- Personality traits:** Convert marketing requirements into actionable items that d... Design and implement web-based user interfaces to enterpr... Convert marketing requirements into actionable items that d...
- Behavioral/Interpersonal:** Enter behavioral/interpersonal description
- Qualification:** Experience in designing highly interactive, client-oriented, Strong visual design sense and familiarity with the latest w... Experience with cross browser compatibility issues and de...
- Created by:** Aaa Bbb | **Date:** 5/7/14
- Custom questions:** Who referred you to this? (Cover letter, What makes you unique?, LinkedIn profile URL) → Who referred you to this (Item 3, Item 4)

On the right sidebar, there are sections for:

- Post this job:** Social media sharing icons for LinkedIn, Twitter, Facebook, and a 't' icon, along with 'Agency' and 'Post' buttons.
- Pipeline:** A table showing job stages: Prospect (11), Application Review (1), Phone (0), CultureFit test (0), Discarded (0), Hired (0), Declined (0).
- View candidates:** A bar chart for 'Monthly' candidates: March (0), April (3), This month (1).
- Activity stream:** A list of updates: 'Application Developer info was updated by Aaa Bbb (05/07/14 9:15 am)', 'Application Developer info was updated by Aaa Bbb (05/07/14 9:10am)', 'Application Developer info was updated by Aaa Bbb (05/07/14 9:05m)', and 'Application Developer info was updated by Aaa Bbb (05/07/14 9:05m)'.

A 'Saved' dialog box is displayed at the bottom center, containing a warning icon and the message: 'UI/UX Designer has been saved'. An 'OK' button is present at the bottom of the dialog.

Figure 2. Finish and save page

www.betterinterviews.com

Betterinterviews [Sign out](#)

Home Dashboard **Jobs** Candidates Interviews Referrals Calendar Reports More F.A.Q Contact Help

Sphere > **Aaa Bbb** > Jobs

Job title

Job description

Department

Job status Urgency Employment type

Hiring manager Recruiter

Job category Interview plan Minimum experience

City State Zip code Country

Skills

MySQL	→	Item 1
Java	←	Item 2

Personality traits

Behavioral/Interpersonal

Qualification

Created by Date

Custom questions

Who referred you to this?	→	Item 1
Cover letter		Item 2
What makes you unique?	←	Item 3
LinkedIn profile URL		Item 4

Post this job

Pipeline

Prospect	11
Application Review	1
Phone	0
CultureFit test	0
Discarded	0
Hired	0
Declined	0

View candidates

Today

1

Candidate

Activity stream

Application Developer info was updated by Aaa Bbb (05/07/14 9:15 am)

Application Developer info was updated by Aaa Bbb (05/07/14 9:10am)

Application Developer info was updated by Aaa Bbb (05/07/14 9:05m)

Application Developer info was updated by Aaa Bbb (05/07/14 9:05m)

Figure 3. Blank job description page