

Seək

Looking for it?

Concept, Branding, Mobile UI/UX

What is Seek?

Seek is a job finding app created for the job seekers. It provide users an easy application process and less time consuming.

I Kickoff

III Kickoff

II Evaluating Activity

IV Evaluating Activity

I. Kickoff

Starting off, I asked myself a few initial questions. After interviewing four participants to establish personas later on, it became evident that the goals they wanted to accomplish all fell within the same four categories; easy application process & organized saved jobs.

II. Competitive Analysis

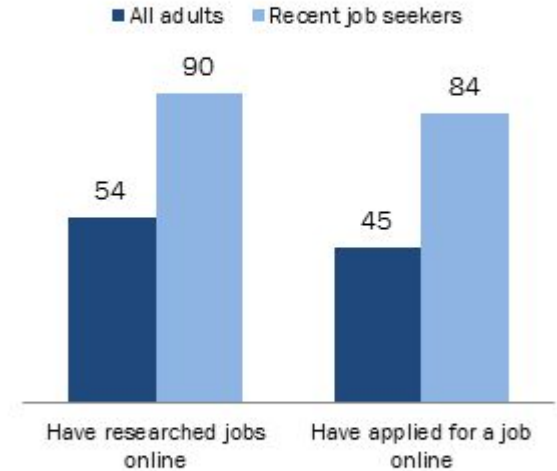
In order to construct a concise and solid foundation for Seek, I had to venture out and see what the prominent job searching applications were already doing and what user goals they were not reaching. I evaluated several features deemed vital from user surveys and identified which ones Seek could capitalize on to have a leg up over other applications.

	Kariyer.net	Indeed	Glassdoor	Jobstreet
Search upon login	Sign up required	No sign up	No sign up	Sign up required
Job notifications	yes	no	yes	yes
View company profile	yes	no	yes	no
Ease of navigation	Functional but confusing	Primitive interface	Polished interface	Outdated and confusing
Saved job	yes	yes	yes	yes

III. Evaluating Activity

From professions with higher technical demands and exposure to regular job roles in administrative and clerical positions, mobile job search and recruitment processes are continuing to grab the interest of all professionals and job seekers across the niches. Before we go on exploring the various technical attributes and the influences of mobile job search and mobile-based recruitment procedures, we would like to spare a few words on the global trend in this regard.

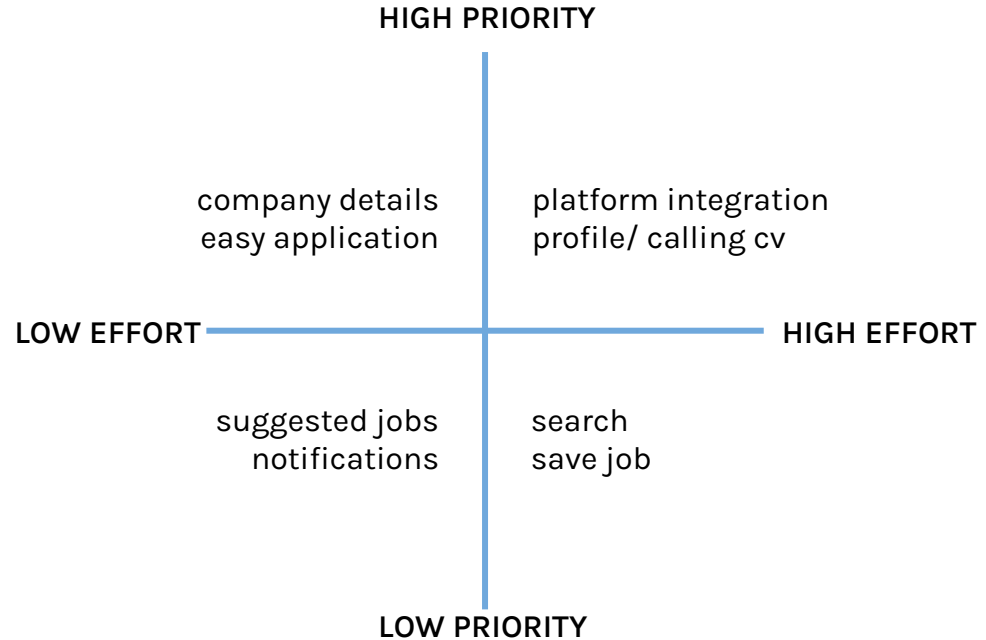
Source: Smith, November 2018



III. Prioritization Plotting

Plotting a list of possible features onto a graph helped narrow down what was absolutely crucial for delivering minimum viable product.

A big draw of using this application is to be able to create a detailed profile that you can use in easy application process.



Research & Observation

In this section, we take a look at how users interact with similar applications in their job searching journey. I will be able to drive my design process forward.

I Context Inquiry / Task Analysis

II Creating Personas

I. Context Inquiry / Task Analysis

I gathered five users to participate in a contextual inquiry session, using Kariyer.net & Indeed as the applications of choice.



Kariyer.net

I asked each user to show me their kariyer.net profile page and their job application process normally would. %50 of the participants had a hard time remembering to apply saved jobs due to navigation.



Indeed

I again asked each user to show me their job application process normally would. %80 of the participants had no clue to to how to finish an application, because they didn't think there was vital information to process.

I. Context Inquiry / Task Analysis

11 MARCH MÄRZ MART Wednesday Mittwoch Çarşamba 11. Hafta / Week 71<295

Kariyer.net App

P1

- Easy to finding the profile
- Wanted to see saved jobs on profile
- No issue on navigating

P2

- Found profile page "not appealing"
- Navigation bar labels not familiar
- Suggestions were not arranged according to last search

P3

- No issue finding the profile page
- Easy to search jobs but hardly seeing saved jobs

P4

- Profile page was not inviting to use
- Saved jobs application deadline was not written and participant find it "not enough"

Thursday Donnerstag Çarşamba MARCH MÄRZ MART 12 72<294 11. Hafta / Week Perşembe Mart

Indeed App

P1

- App is hard to navigate
- Filtering is not effective
- Wanted to upload portfolio and resume as separate documents, but app didn't allow it.

P2

- App doesn't give a professional vibe.
- Not efficient filtering

P3

- Would like to learn company informations
- Suggestions are not helpful
- Don't feel clear about app

P4

- Company location is not clear.
- Job postings doesn't arrange well on the list and not up to date.
- Feels confused.

II. Creating Personas



Name: Elinrora

Age: 25

Occupation: Unemployed

Elinrora is a graduate of media. She is currently looking for an entry level position on her field. During her job research, she works at a cafe. Throughout her study, she also spend time improving her creative skills and has developed exceptional graphic design skills. She hopes this process will be quick and easy



Name: Farafinas

Age: 55

Occupation: Production Manager

Farafinas just received 20 years long service award in current company. He feels that it's time to slow down his professional work life to spend more time with his family. However, he doesn't wish to leave the workforce entirely., but continue to leverage his current skill sets in his new job.

Preliminary Design

This is where the application really starts to take form. This Section includes preliminary wireframes, flows, and much more.

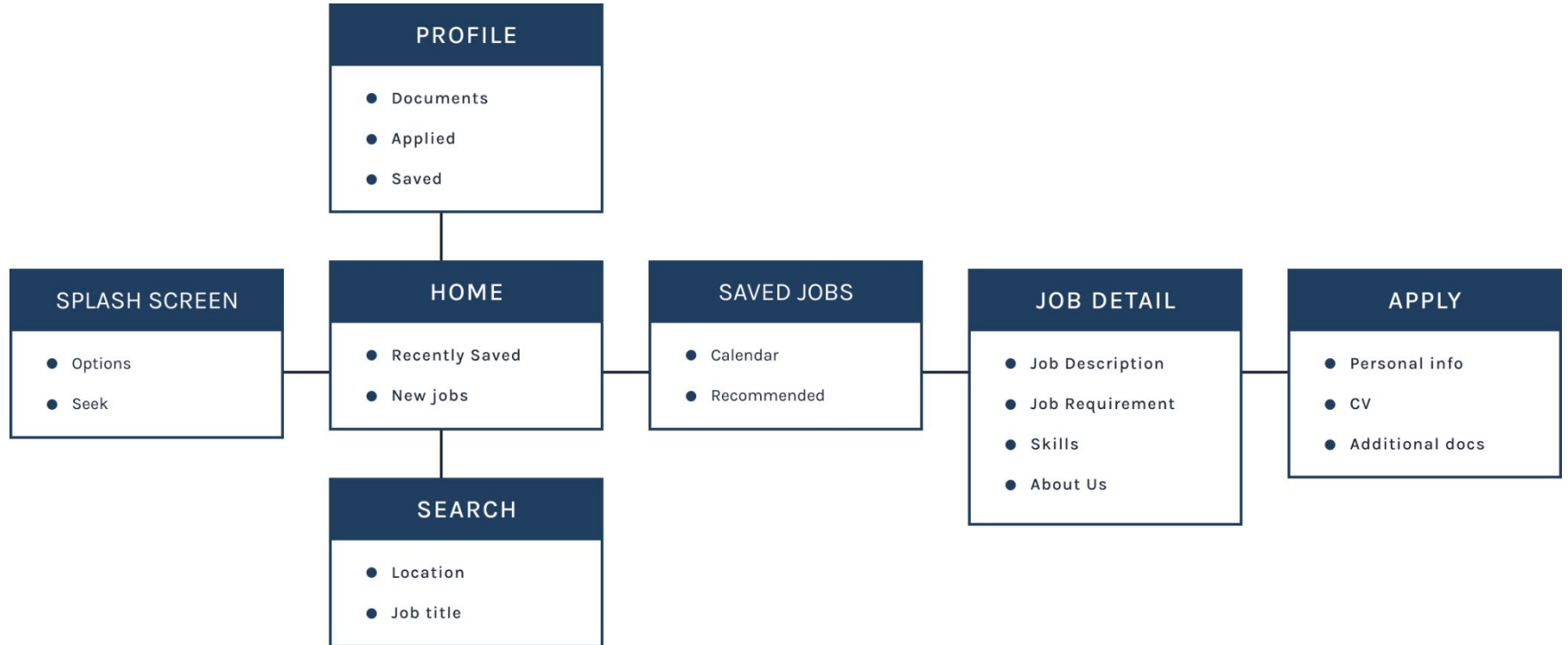
I Information Architecture

II Lo-fi Wireframes

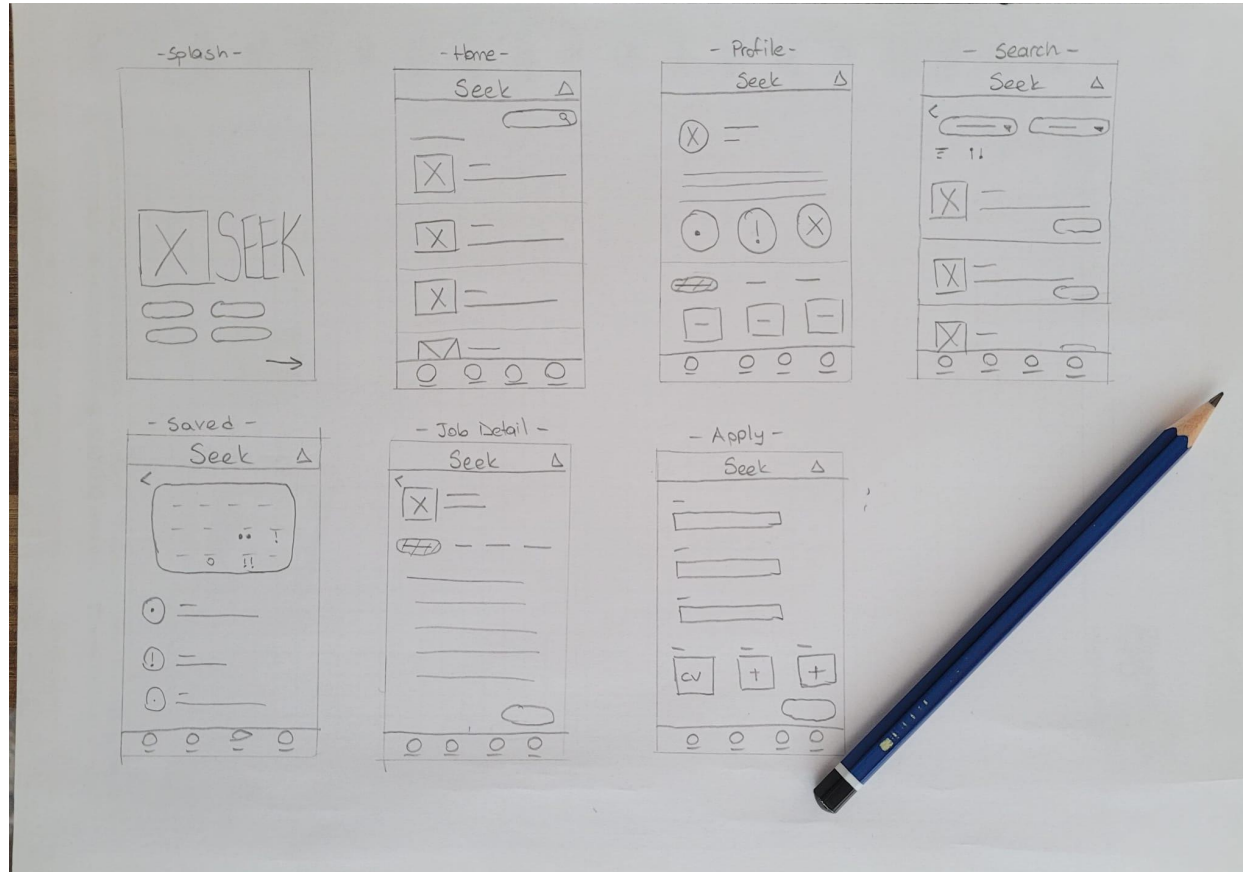
III Sketched Wireframes

IV Wireflow

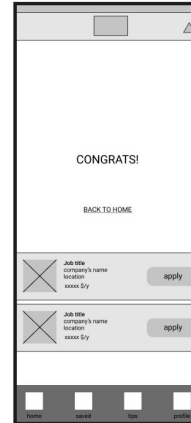
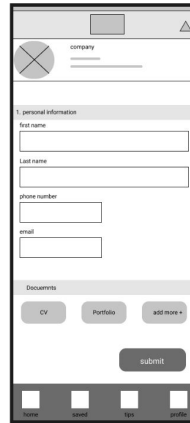
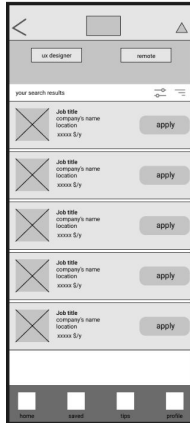
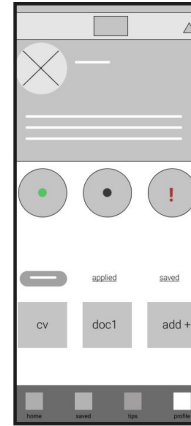
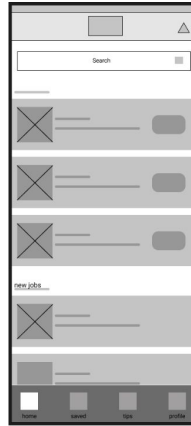
I. Information Architecture



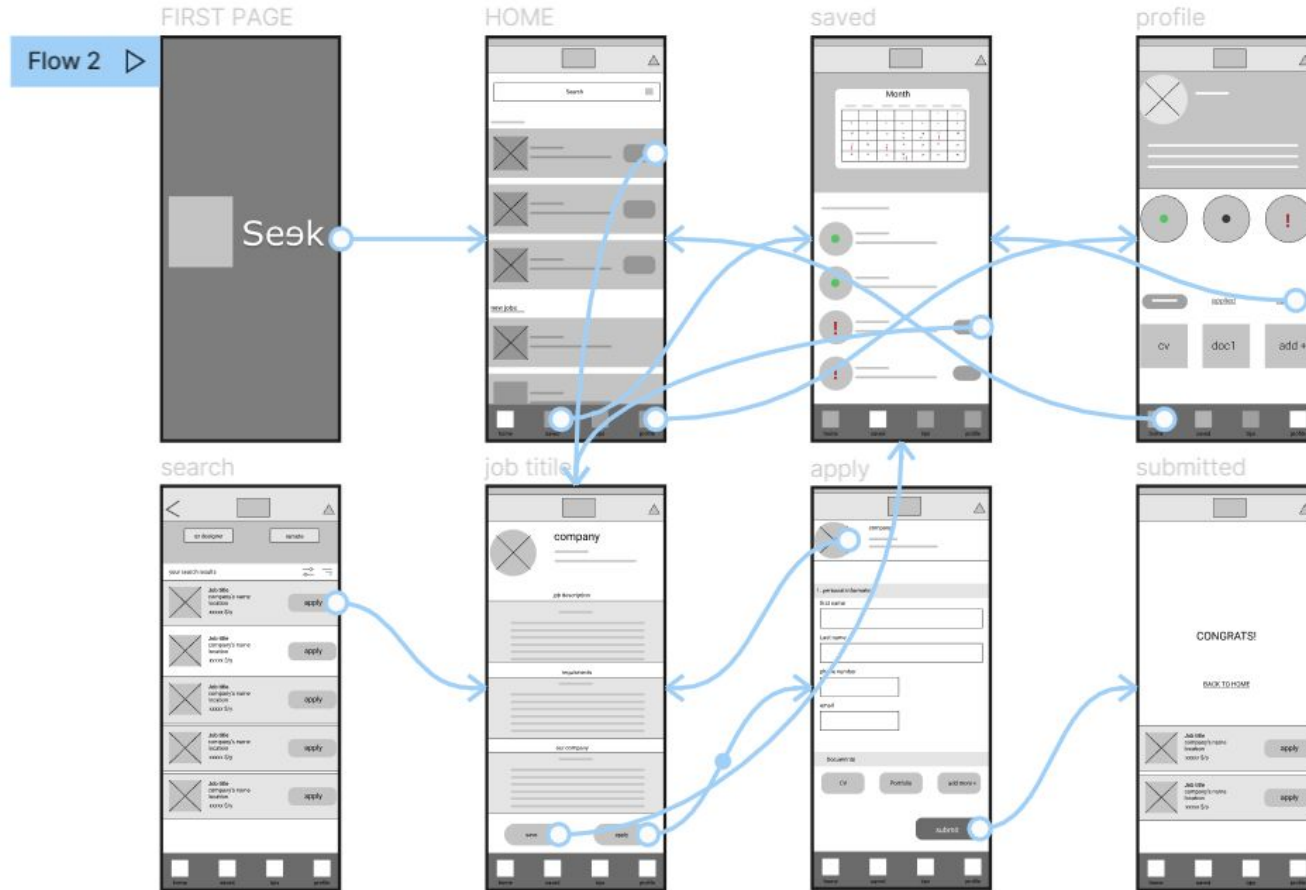
II. Sketched Wireframes



III. Lo-fi Wireframes

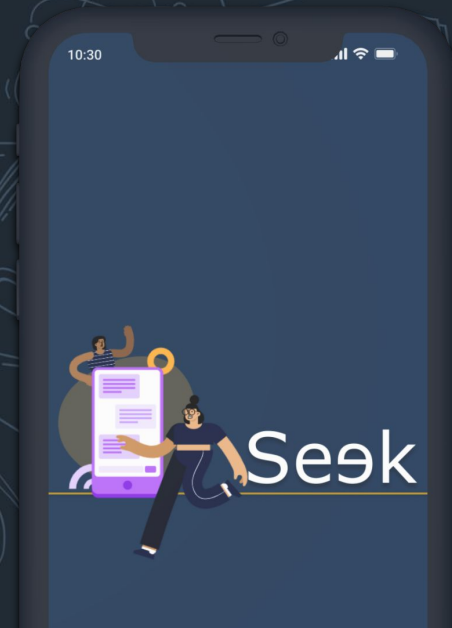


v1. Wireflow



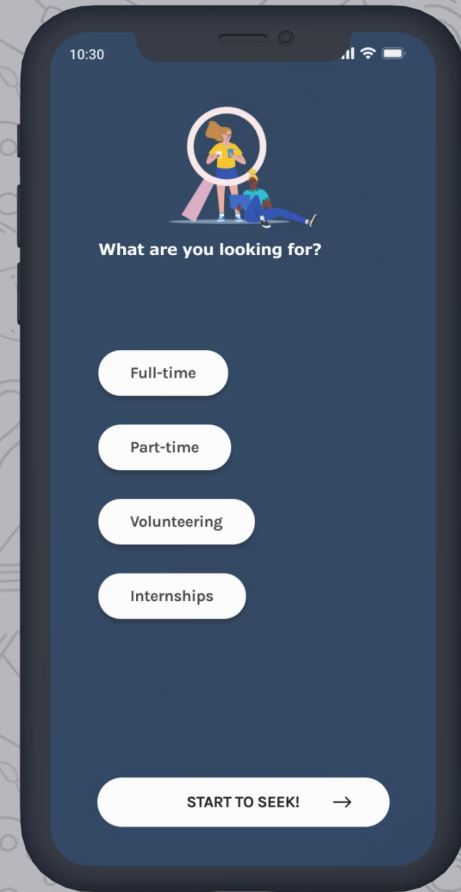
Final Design

This part is expanding the Seek as finalized.
Making the job application purpose in detail
explained.



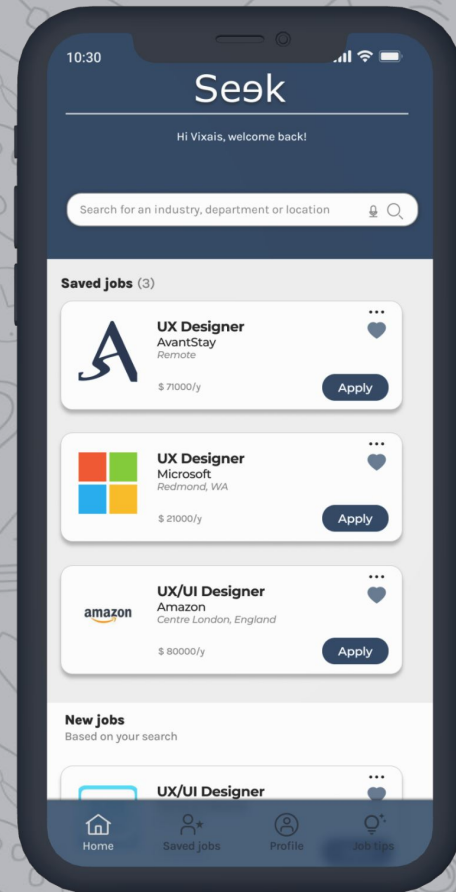
01 Splash Screen

Upon launching Seek, you are greeted with a classic splash screen consisting of seeking options.



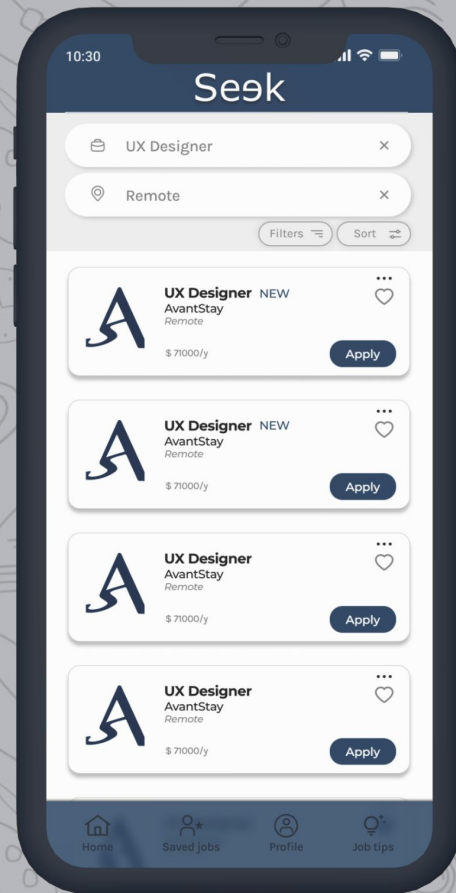
02 Home

Following login, the user greeted with home screen in which they can see saved jobs and new jobs based on their title.



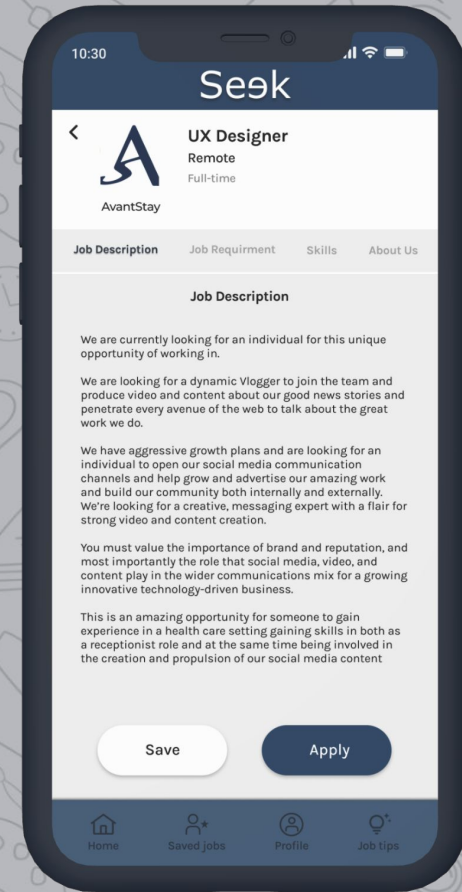
03 Search

This screen opens up when you tab search on home screen. Results will be shown with job title and location that convenient for you.



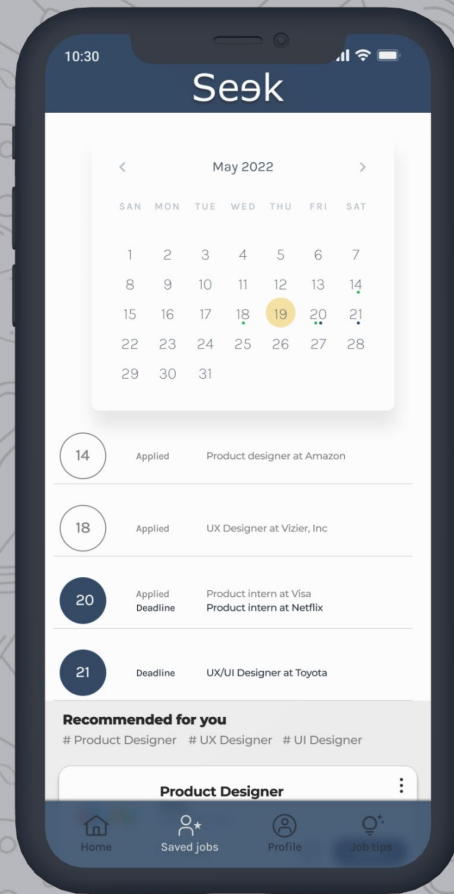
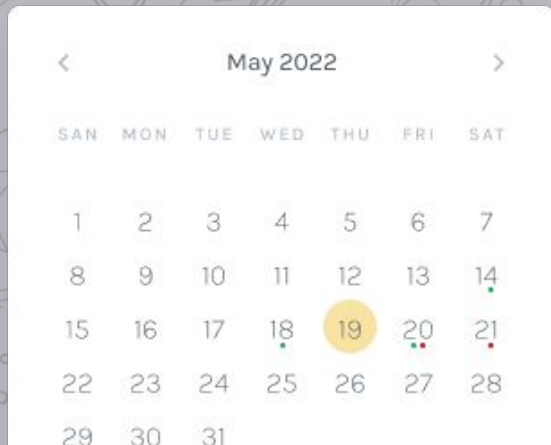
04 Job Details

Job description, Job requirements, Skills and About us page can view as you scroll the page. All detailed informations are packed here. User has save and apply options.



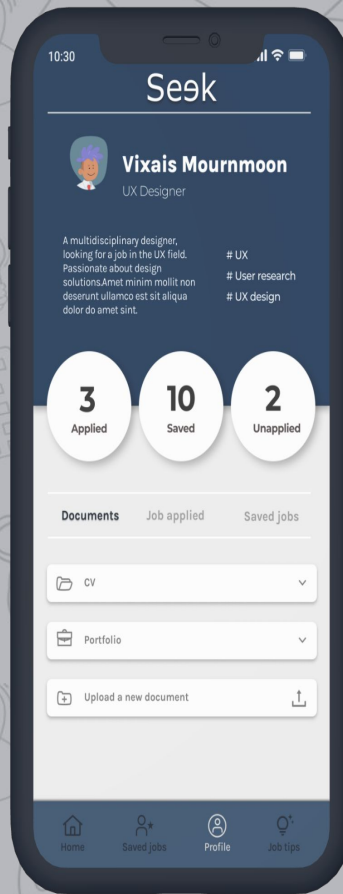
05 Saved Jobs

This is helpful for user to stay organized. It has a calendar that shows job's deadline and apply date.



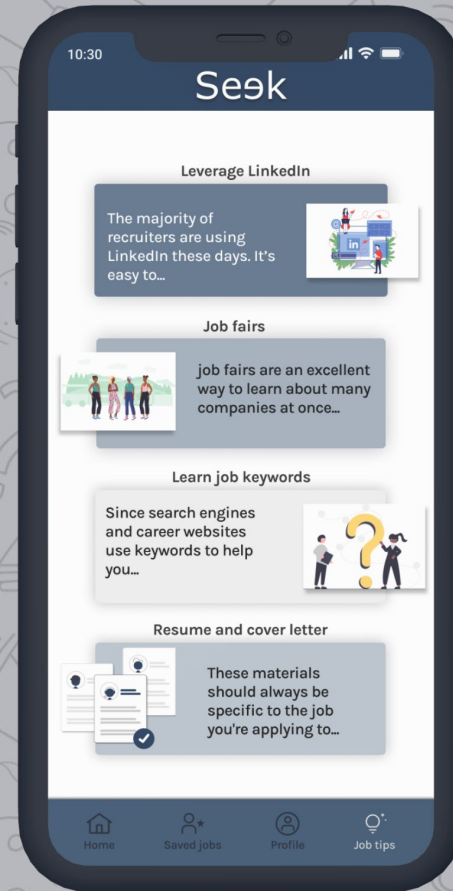
06 Profile

Profile page has users informations. You are able to upload different versions of cv and other documents. You can swap between documents, applied and saved jobs.



06 Tips

This section helps you to build a strong profile and boost you through your journey!



07 Apply

Fill your personal informations, upload your cv or easily choose from your cv's, add your extra documents, review and apply!

10:30

Seek

< You are applying for: **Product Intern at Google**

Personal information — Upload your CV — Upload additional information — Review and submit

1. Personal information Use saved information

Name surname
Vixais Mournmoon

Phone number
(270) 555-0117

e-mail
vixais@mournmoon.com

2. Upload your CV

Upload

Choose from your CVs

3. Upload additional documents

Cover letter: Upload

Other: Upload

Home Saved jobs Profile Job tips

Style Guide / Assets

Typograh

Aa Aa

Karla Light
Karla Medium
Karla Bold

ABCDEF GHIJ KLMN
O PQRST UVWXYZ

abc defghijkl
mno pqrstuvw
xyz
1234567890

Colors

Save

Apply

Seək

Conclusion

After all these, here are last two parts.

I Feature glossary

II Summary

Feature Glossary

Saved Jobs

Organizing the applications and updating calendar for each step.

Job Details

Swiping between pages for a clean design; Job description, Job requirements, Skills and About us.

Extended profile

Saving different versions of documents on profile for different job applications.

Easy Application

3 steps easy application.

Summary

Seek is a project to make sure met user's goal first and foremost. I wanted to create a seamless, quick job seeking and job applying experience while still serving to user's preferences.



Seək

thanks for viewing