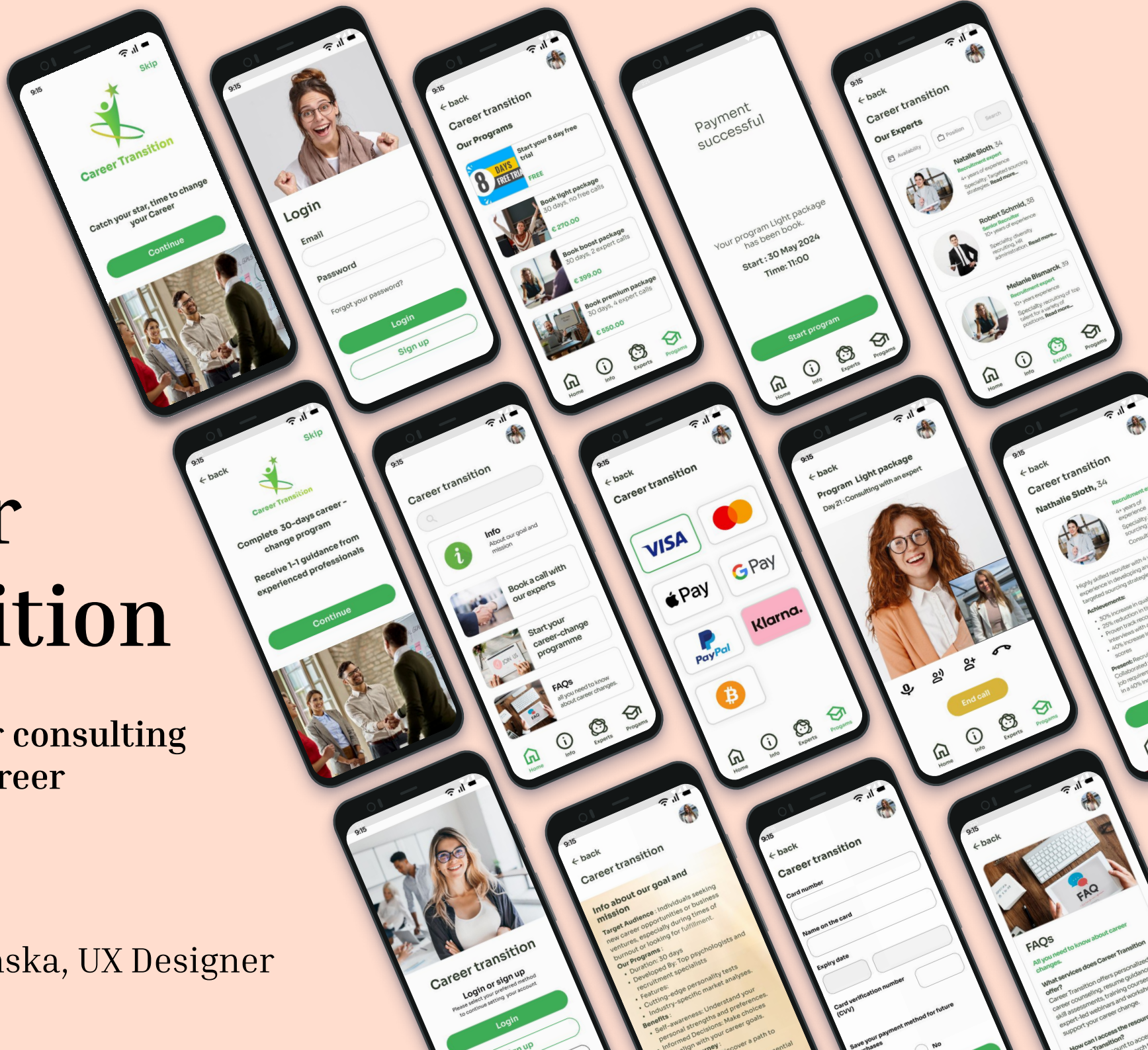


Career Transition

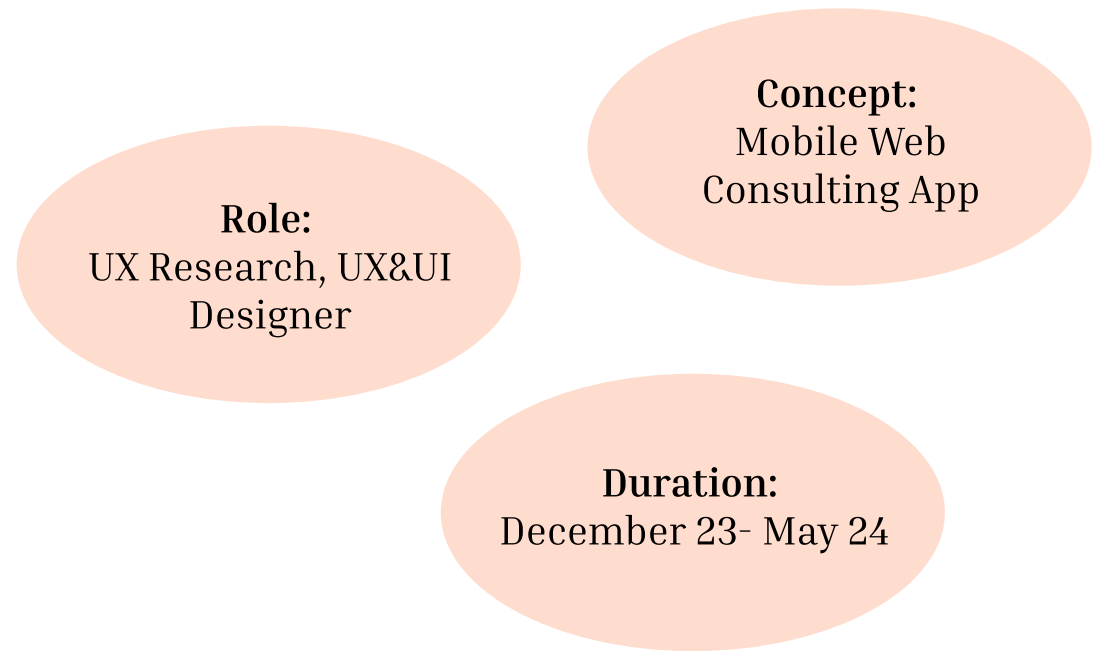
Application for consulting services for career changers

Zoryana Opalinska, UX Designer

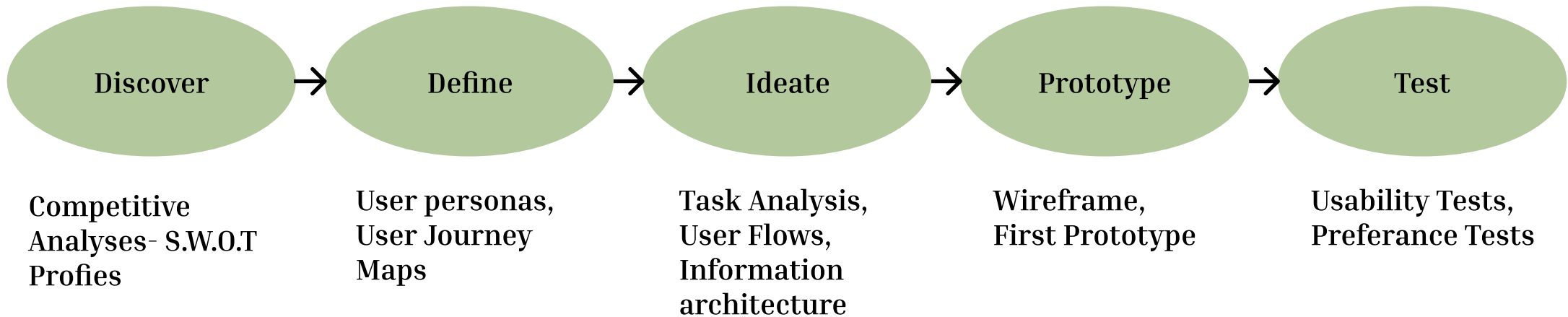


Project overview

Career Transition is a consulting app for individuals looking for new career opportunities or business ventures for fulfillment and success.



Design Process



Problem Statement and Hypothesis

Our users, which want to be supported during transition of their career need a way to get some motivational, encouraging material to come closer to the taking of decision. Users need a way to easily connect and converse with experienced experts through a platform.

We will know this to be true when we see users engagement, satisfaction, by consistently using the application, have good comments about trusted experts and share really successfully stories about their happy fulfillment in new career.

Potential Solutions

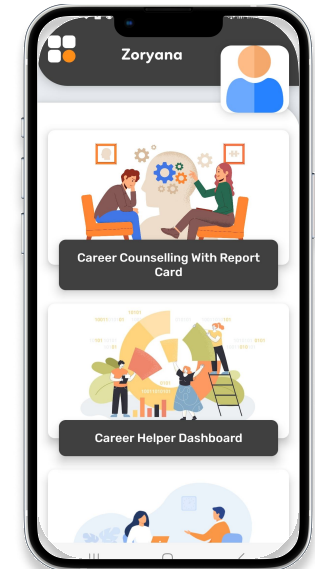
The key is to tailor your approach based on the specific needs and goals of your project, as well as the preferences and behaviors of the target users.

1. Discover

I have selected following application for competitive analyses - SWOT Profiles. As start point I choosed two of them and analazyd their key objectives, overall strategy and market advantages and prepared SWOT profiles.

Career Helper: Test & Consult

SWOT Profile



Strengths

- very clear and not cluttered navigation system
- represents list of accredited Universities, Colleges and Institutes
- stands out in the market by offering world-class internships to students

Opportunities

- enhance data visualization to make complex information more user-friendly
- explore opportunities to provide more advertising in local educational institutions

Weaknesses

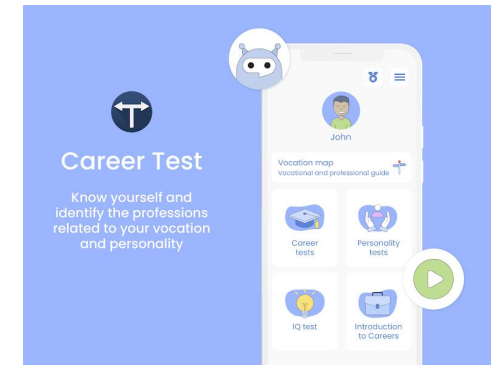
- the target only - for 9, 10, 11, 12 class and graduates of universities
- a potential weakness in lack of user community chat

Threats

- low demand for career counselling because schoolchildren and students mostly consult their parents or close friends
- high competition in career experts consulting with real recruiting agencies, where the clients may get profesional support in real life in local department.

Aptitude & Career guidance

SWOT Profile



Strengths

- detailed description of packages and clear navigation system
- good possibility to enhance target audience with Spanish and English specialization on one career guidance.

Opportunities

- community- driven approach, including ratings, reports or photos from users
- enhance and offer more user-friendly UI

Weaknesses

- only mobile access
- lack of comments and stories from active users, which recently got the service
- there is no sense of reality on the visual interface because there are no real photos or drawings or even 3D effects on some frames.

Threats

- Application contains a lot of advertisement, what could lead to the dissatisfaction of customers.
- the lack of expert descriptions and comments from previous users can significantly reduce demand

User Research

Research goals

- Understand how often people usually get consulting about topics, they have doubts or are curious about in everyday life (friends, internet, colleagues, experienced experts). We want to identify user's attitude, behaviors by career transition (how important is support by experts for them).
- Understand how people experience their current career situation (impression, feelings, competitor products by recruiters).
- Explore attitudes towards innovations in career transition consulting (user curiosity and potential barriers).
- Learn more about the factors that influence people to love taking life-coach programs and consulting from the experts.
- Create personas that represent different career transition situation (change to the other field for happiness and fulfillment, to upper position, to ownership).
- Gauge user interest in and prioritize potential features

5 surveys

25 questions

3 participants

The following features of the application have been determined:

- personality test to determine natural abilities for a certain profession
- the consultation from the expert with psychology - recruiting background, who would check the CV., all obtained certificates and get some advice with few options of possible career development
- getting know about possible future steps to get a desired job
- getting information about tendencies and analytics on the labor market.
- splitting the participants upon different fields and gathering them in the chats for discussions
- detailed description of every program
- easy navigation, clear interface and real-time notifications of the application
- given information ahead about experts
- “The 30-days program should bring to users opportunity, support, professional growth, dare to change
- approx. the user would invest up to 40 min a day for such program.
- offering technical support for users

2. Define

I have selected following potential users of the App to conduct usability test.

User Personas



Inna Krueger, 42
Accountant,
Germany

Background:

- Origin: Ukraine
- Destination: Berlin, Germany
- Purpose: Living and working in Germany during last 15 years

Goals and Aspirations:

- have period of time on garden leave
- to move to the similar profession with number view, but with interesting projects, because has invested a lot in finance field
- seeks professional fulfillment and happiness
- would like take the consultation from the expert with psychological and recruiting background
- seeks better quality of surroundings/ district, readiness even to move out from Berlin for interesting and challenging job.

Needs and Goals:

- she is employed as account, already over 10 years in the field, job is boring for her, would like to change it to more happy, or to get enough courage to move to the similar profession with number view, but with interesting projects
- needs professional fulfillment and happiness
- would like take the consultation from the expert with psychological and recruiting background or even the 30-days program, but during the current employment

Challenges and Paint Points:

- Initial challenges on job: not certainty about the future employment, because a lot of accountancy projects have been moved do India, because if saving costs.
- Social Support: Despite efforts to establish professional connections with her colleagues, she did not have enough clarity about her future income and future career path, just feeling a bit isolation because of that.

How does persona match research and align with the product requirements?

Inna is high potential user, because would like take the consultation from the expert with psychological and recruiting background or even the 30-days program, seeks professional fulfillment and happiness, needs getting enough courage to move to the similar profession with number view, but with interesting projects



Tatyana Madynecka, 42 Buyer Specialist, Germany

Background:

- Age 42
- Origin: Ukraine
- Destination: Berlin, Germany
- Purpose: Living in Germany during last 2 years. currently unemployed, learns German level B2.

Goals and Aspirations:

- to achieve German level C1
- to adapt and integrate into new environment while respecting local traditions in Germany
- seeks a good quality of life for herself, including beauty services, like cosmetologist, nutritionist etc.
- seeks financial stability
- aims to secure a good paid job in Berlin that aligns with his expertise and offers opportunities for professional growth

Challenges and Pain points:

- Initial challenges on job: not certainty about the future employment, has doubts, whether the level B2 would be enough for future German employer.
- Social support: has been moved with parents here, her sister lives also in Germany, visits very often social events for expats in Berlin, feels fulfilled cheerfully.

Needs and Goals:

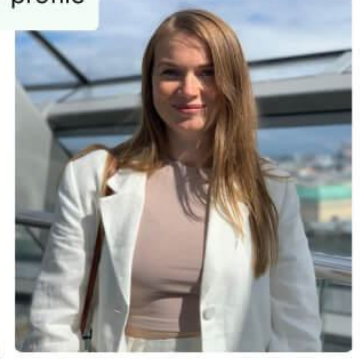
- she is currently unemployed, learns German level B2
- she did not pass the trial period in German company because of missing German knowledge's
- needs a good paid job in Berlin and would like to make choice regarding the given consultation from the expert, where she could be applicable with her professional experience in Ukraine as a buyer specialist
- needs professional growth and would take decision upon the predictable future income
- would like to get the individual considering her Ukrainian educational documents and steps, which have to be taken to aim the objective (getting a job)
- needs support by learning German.

How does persona match research and align with the product requirements?

Tatyana is high potential user, because needs professional growth and would take decision upon the predictable future income, would like to get the individual considering her Ukrainian educational documents and steps, which have to be taken to aim the objective (getting a job).

User Journeys

Scenario: Inna would like to take consultation from the expert with psychological and recruit. background to have more courage and enough info about market tendencies to change her job

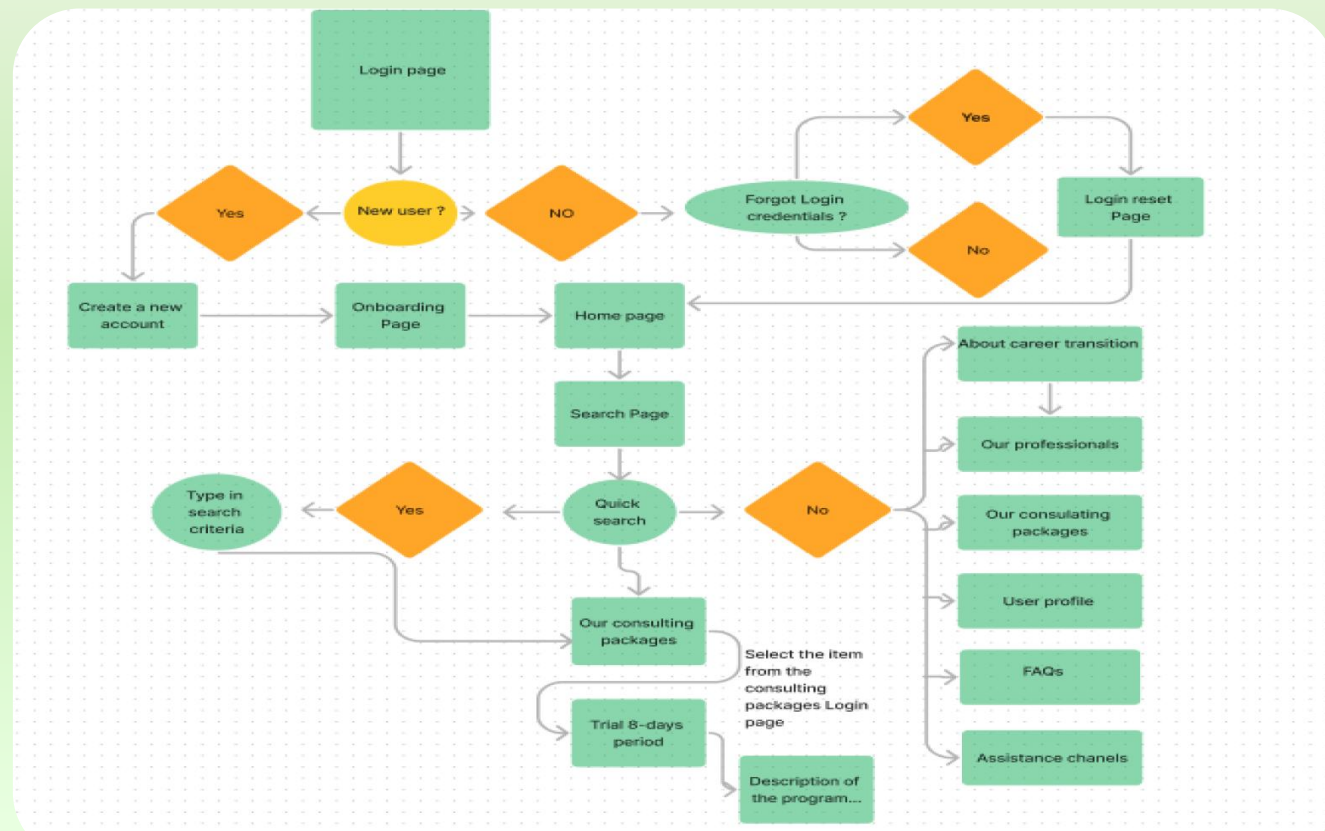
<p>User profile</p>  <p>Inna</p> <ul style="list-style-type: none"> • 42 • Accountant • Berlin, Germany <p>User Needs</p> <ul style="list-style-type: none"> • she is employed as account, already over 10 years in the field, job is boring for her, would like to change it to more happy, or to get enough courage to move to the similar profession with number view, but with interesting projects • needs professional fulfillment and happiness • would like take the consultation from the expert with psychological and recruiting background or even the 30-days program, but during the current employment. <p>User Mindsets</p> <p>Ready to change the job for her fulfillment and good income</p>	<p>User steps</p>	<p>Inna opens the consulting app on her phone</p>	<p>Uses the menu to discover the product</p>	<p>Reads about experts and descriptions of programs</p>	<p>She selects the program and signs for 8-days free trial period</p>	<p>Inna receives the access to the content and first personality test</p>
	<p>Task List</p>	<p>Tasks: Find phone and open app. Sign up or login with login dates</p>	<p>Clicks on the menu tab on the navigation bar. B. Browse through the consulting products.</p>	<p>Clicks on every program to read about the content, price, features.</p>	<p>Selects add to selected programs of her profile. B. Selects to take 8-days program at the first</p>	<p>A. Clicks on open/start the program to view the first info or task: Personality test.</p>
	<p>Feelings Adjective</p>	<p>Hopefully to find the needed info and support, relief, taking right decision about further career step.</p>	<p>Felt overwhelmed by the options to choose from at first</p>	<p>User felt happy about findings, because somebody offers the replies on her questions and doubts.</p>	<p>Feelings of satisfaction since the items fulfills her needs.</p>	<p>Feeling curiously about type of her personality and the further going of next days</p>
	<p>Thoughts</p>	<p>I hope to have fast set up without any additional problems or advertisements.</p>	<p>WOW, there are a lot of products here. I dont know, which one to go and what to take</p>	<p>I wish I could've gotten everything, but lets see, how it will influence my working life and whether it will be worth to invest</p>	<p>Now I will for sure change soon to the interesting job, that fulfills me and bring good income.</p>	<p>I really hope, that will help understand better my professional background and my future opportunities.</p>
	<p>Improvements opportunities</p>	<p>Area to improve. Set reminders for seasonal discount, and free trial period.</p>	<p>Area to improve. Add " Your profile" tab that is based on her consulting products.</p>	<p>Area to improve. Add a tab with additional info about experts, as a feature</p>	<p>Area to improve. Clicks on every program to read about the content, price, features.</p>	<p>Area to improve. Add the time notification of every step/ day of the program.</p>

3. Idiote

I have used the setting up the card sorting in order to identify very important information architecture components because it helps to discover the user's mental models.

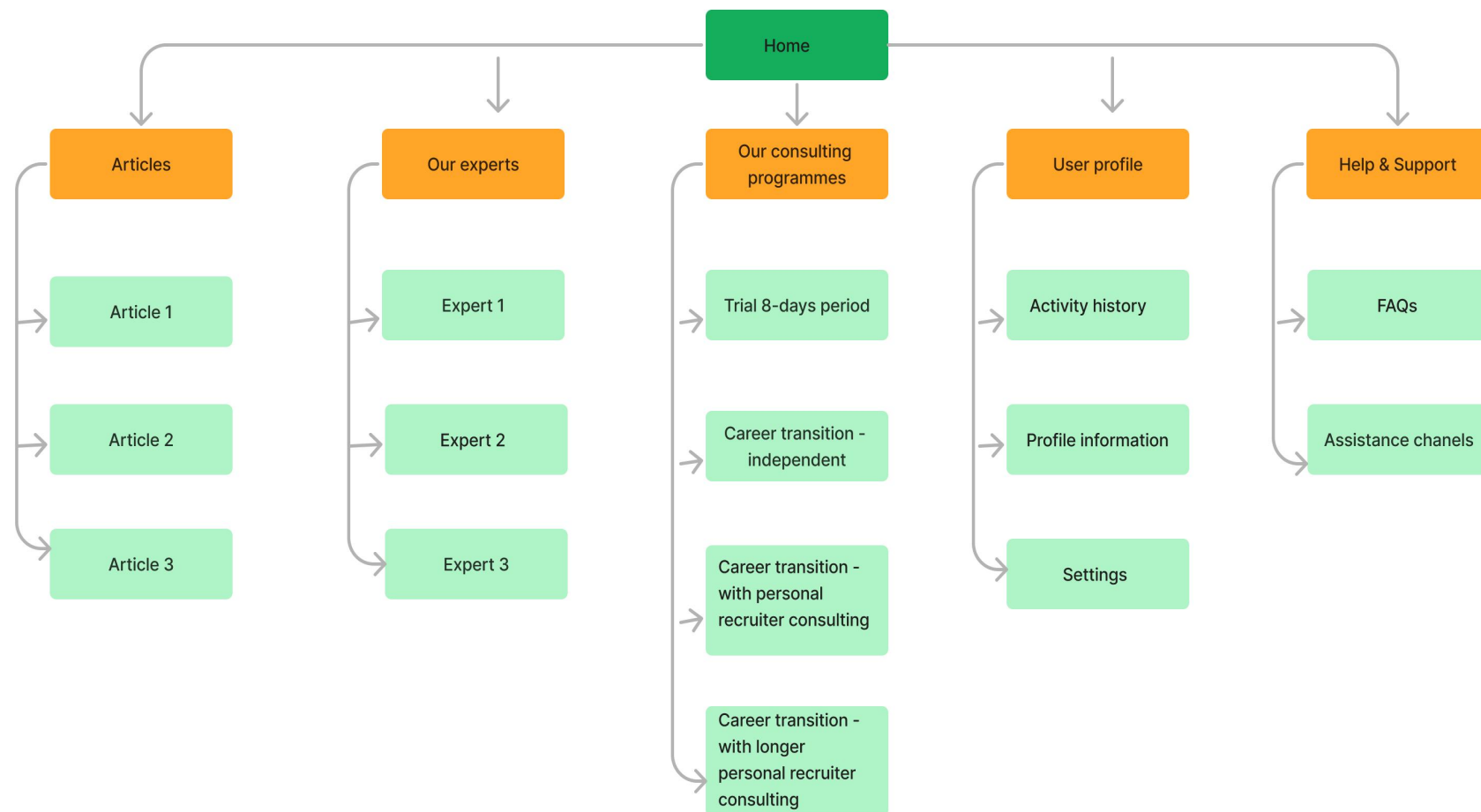
User Objective of user flow 1

- would like take the consultation from the expert with psychological and recruiting background during the 30-days program.

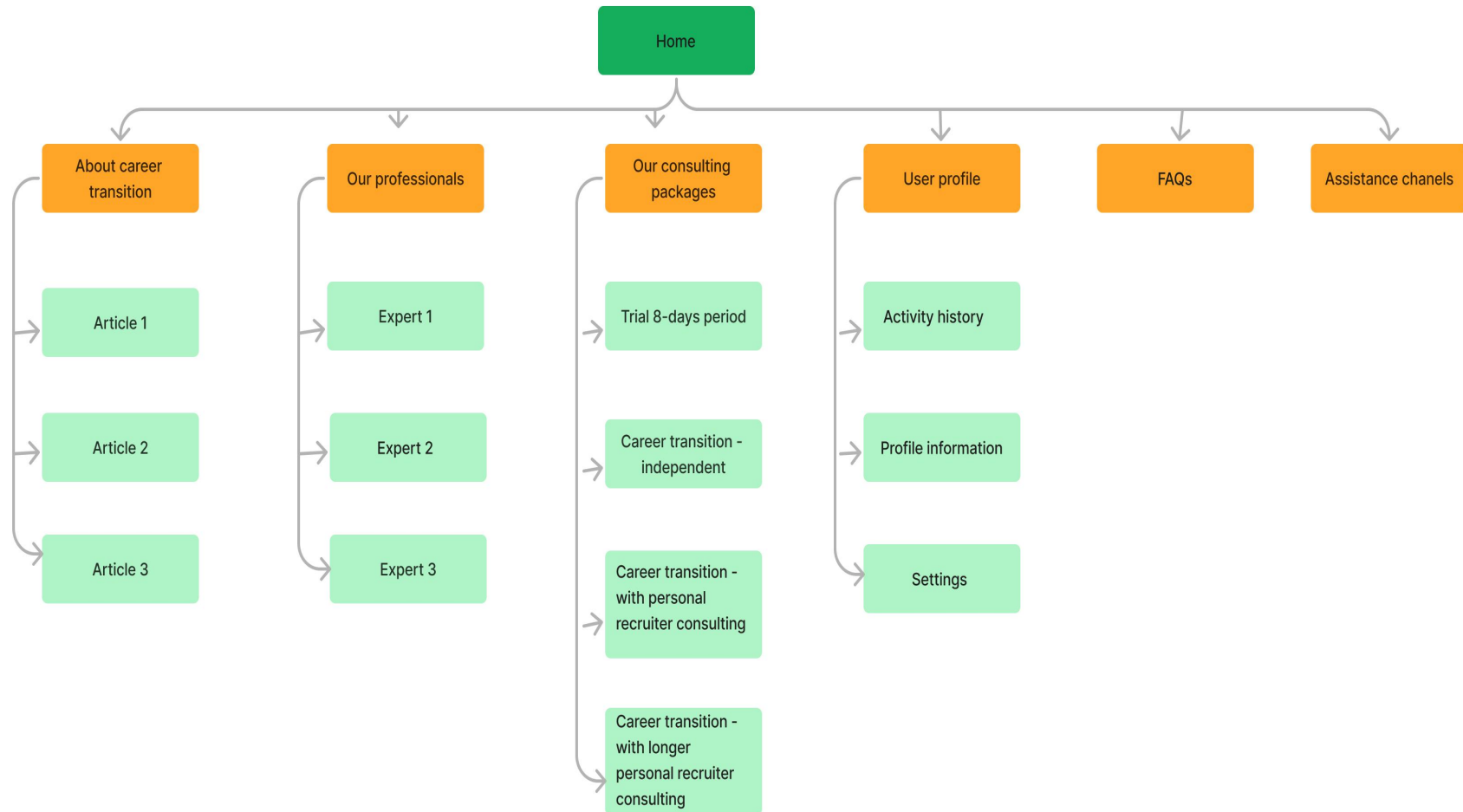


Sitemaps

First version

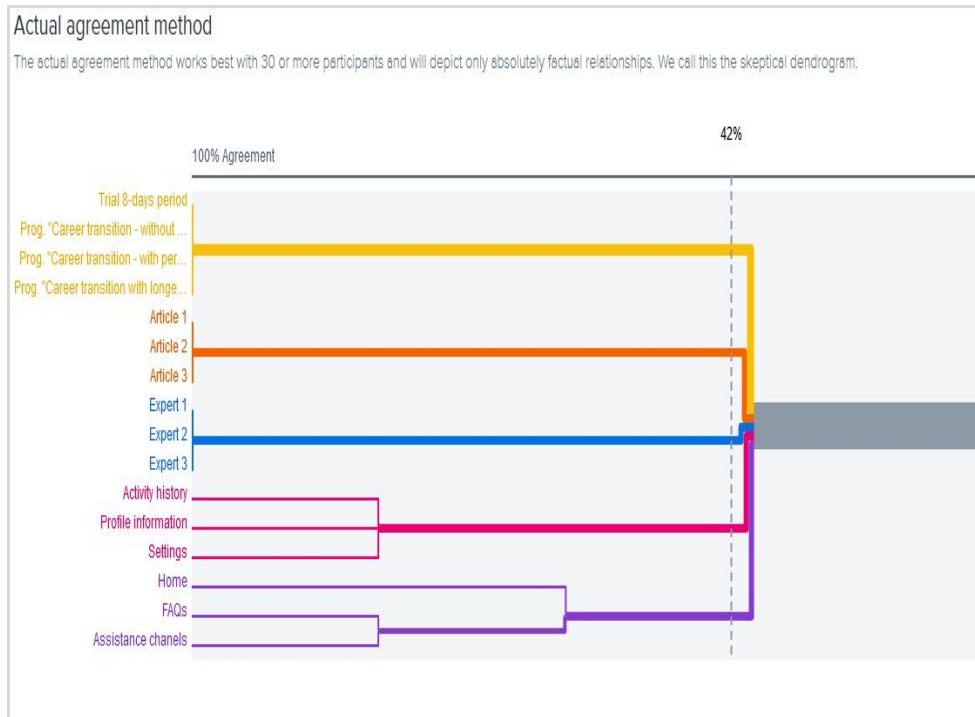


Revised version based on cards sorting results



Card sorting

Results matrix



Conclusions

Five participants created some different categories to sort cards into, which shows that there are a variety of ways to organize the user experience for this app :

- I've chosen the option to perform an open card sort. Most participants have grouped the cards into
- an average of 4 categories with subcategories (About career transition (articles), our professionals, our consulting packages, user profile), and 2 other categories, which differ from the first option of sitemap
- (FAQs and Assistance channels).
- I've combined the most popular trends, that the participants share and reflect that in my updated version of the sitemap

4. Prototype

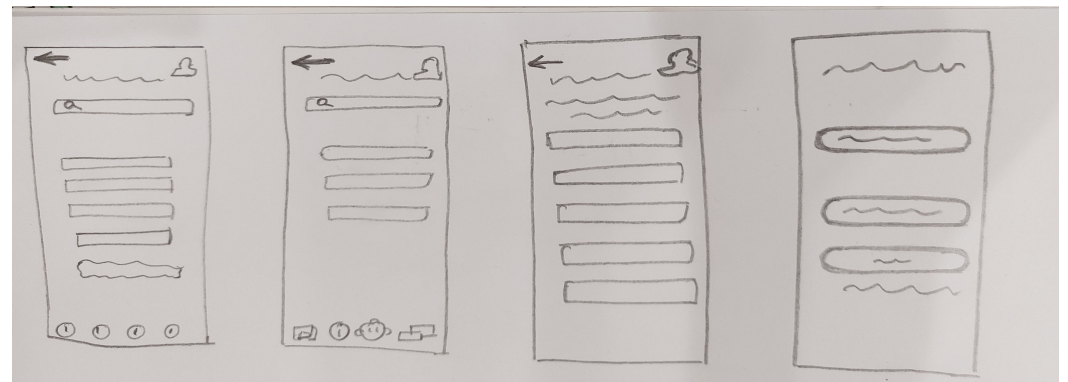
I have created sketches as low-fidelity prototype, then developed to mid-fidelity form of layouts and finally, after some reviewing and adjustments got the high-fidelity prototype, ready for usability testing.

Low- and mid-fidelity wireframes

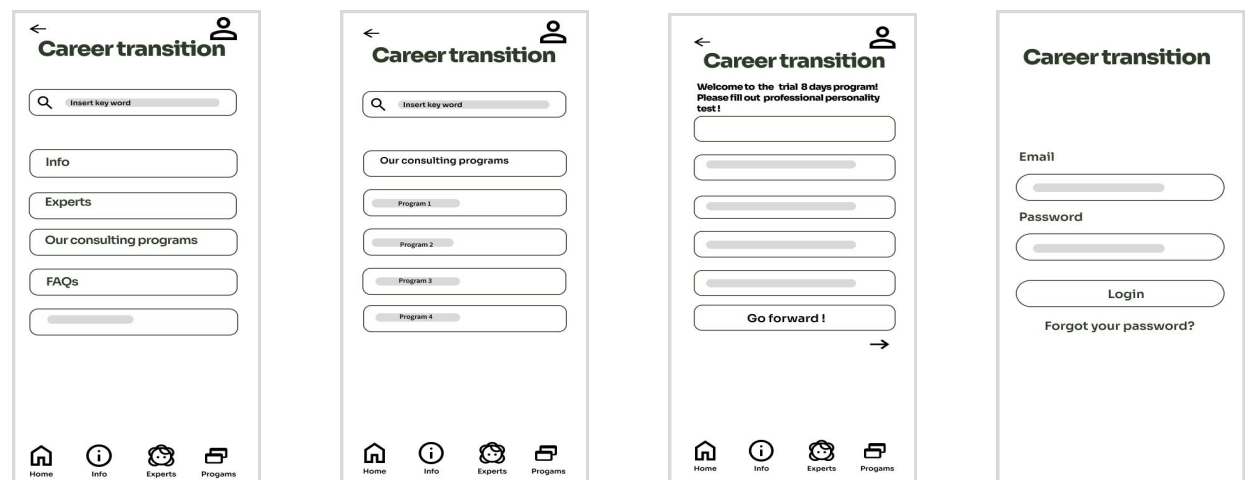
User flow 1 : User would like to take the professional personality test during the trial 8 days program

Select the sign up for the new user and /or login with already existing login dates. After login there are 2 options. how to reach the consulting packages: over search in the panel above, or with click on the button in the right corner below. After getting the needed page with list of consultation packages the user select any of them, which contains at the beginning the personality test. As a result the user gets - automatically access to the personality test, as the first step of consultation.

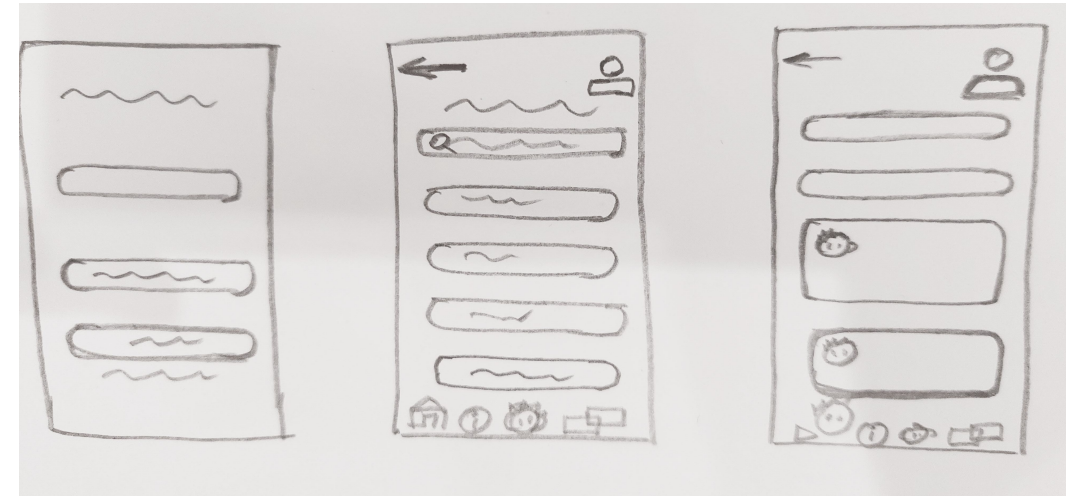
Low -fidelity prototype



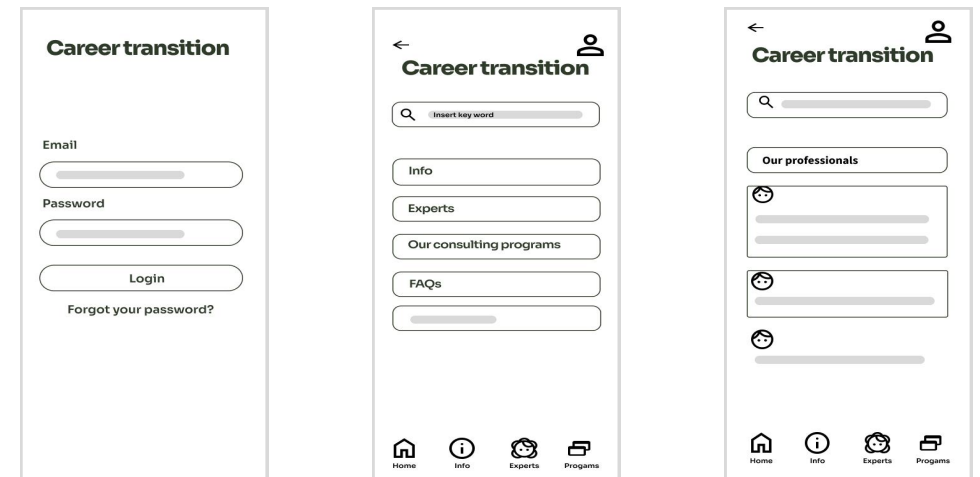
Mid -fidelity prototype



Low -fidelity prototype



Mid -fidelity prototype

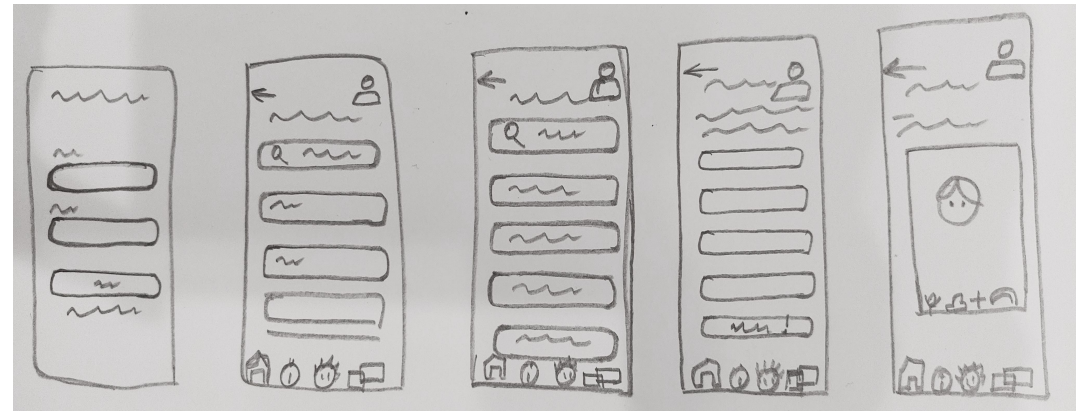


User flow 2: user would like to read at the first about the experts.

Select the sign up for the new user and /or login with already existing login dates. After login there are 2 options, how to reach the full information about the experience of experts : over search in the panel above, or with click on the button in the right corner below. Then user gets the overview about professionals. which will consult during programs.

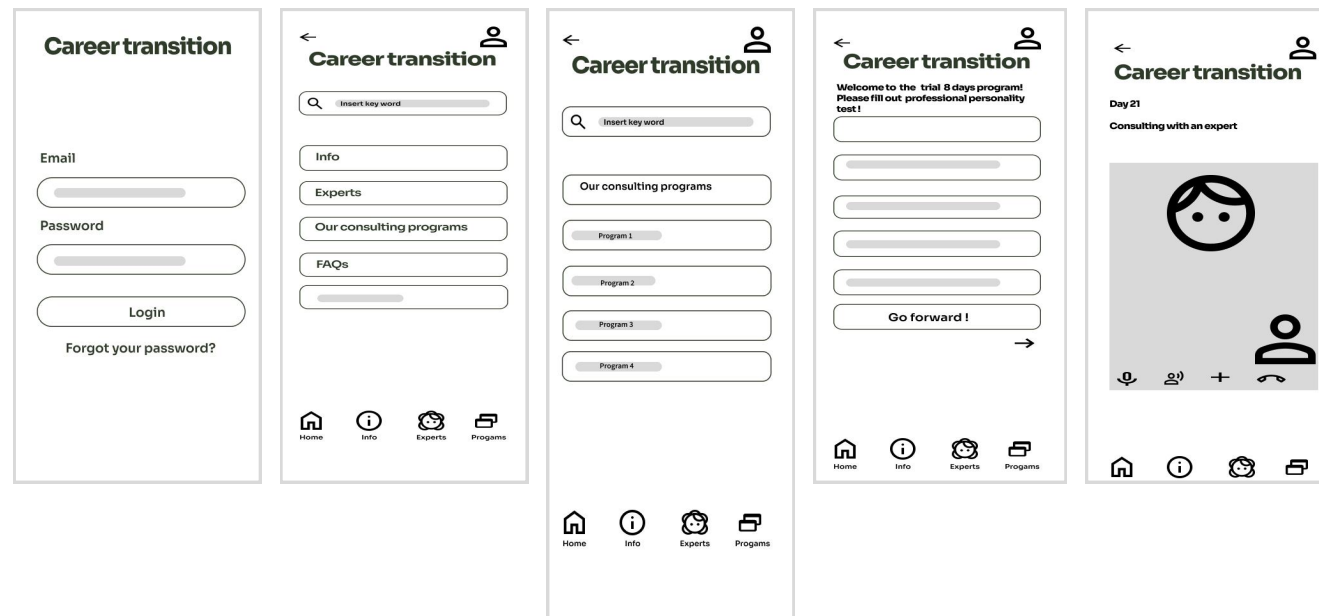
User flow 3 : would like to take a personality test and an individual review of educational documents by an expert.

Low-fidelity prototype

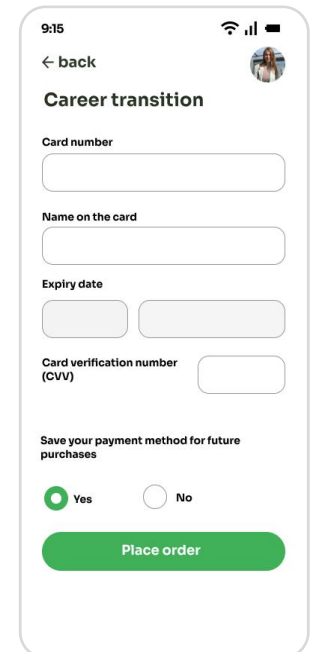
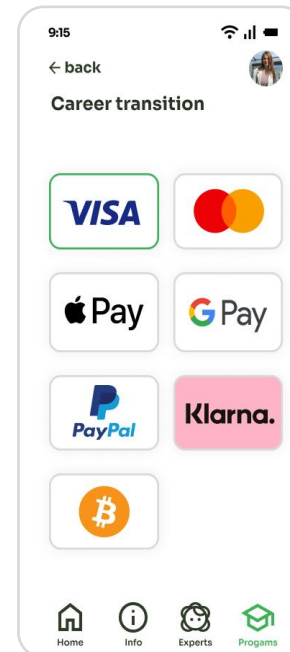
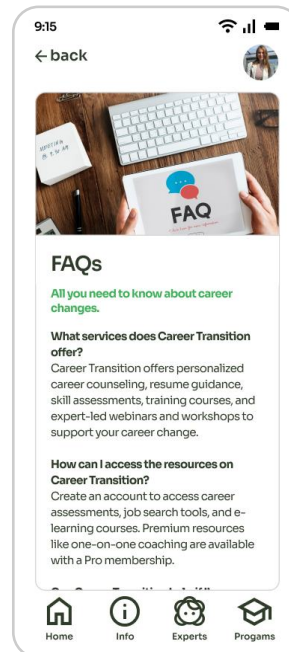
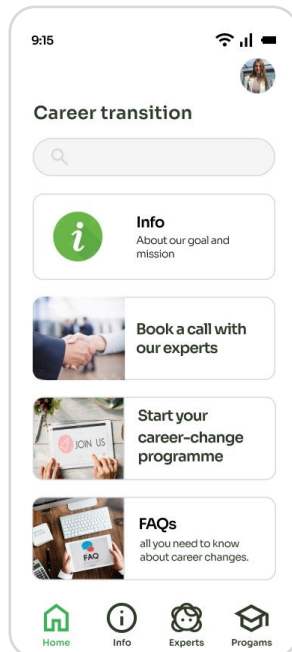
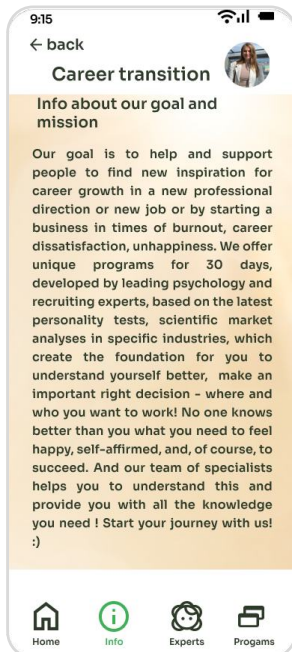
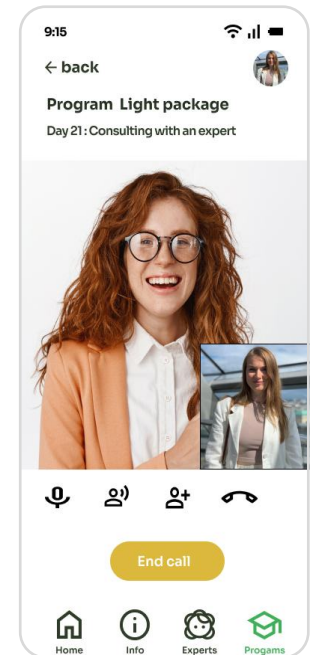
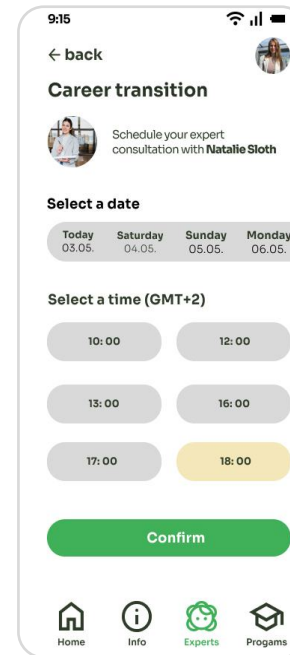
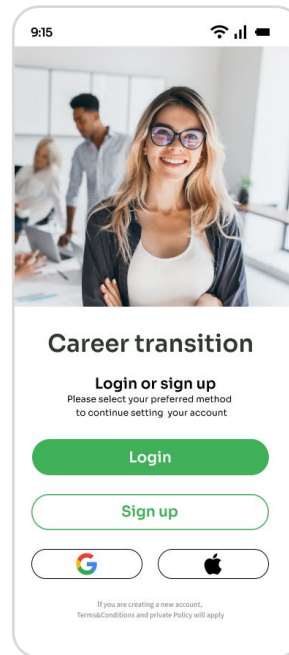
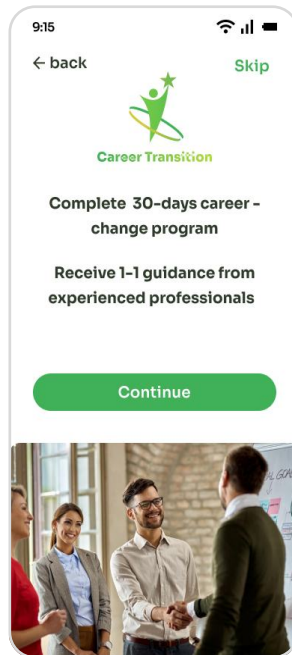
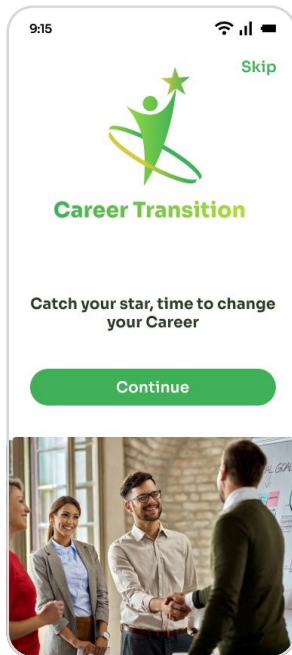


After login there are 2 options, how to reach the consulting packages: over search in the pane above, or with click on the button in the right corner below. After getting the needed page with list of consultation packages the user select any of them, which contains at the beginning the personality test. As a result the user gets - automatically access to the personality test, as the first step of consultation. After splitting the users into the separate fields and giving analytic about labor market there, (we just jump here few steps in order to show the function of consulting with an expert), participant has the talk with an expert.

Mid-fidelity prototype



High-fidelity wireframes



5. Test

Usability testing

Primary goals

The primary goal of this study is to assess the effectiveness and usability of the Career Transition app in fulfilling its mission helping users taking right decisions concerning career change by getting all updated analyses of labor market, getting strengths finder test and consulting from the experts.

Objectives

Observe and measure if users understand the project, its value, and how to complete basic initial functions such as getting a strengths finder test, finding the detailed info about an expert, getting consulting from the professional recruitment.

Test results on rainbow sheet

	P1	P2	P3	P4	P5	P6
Scheduled session details	at 11:00 25/04/2024	at 1:00pm 25/04/2024	at 1:00pm 26/04/2024	at 5:00pm 26/04/2024	at 1:00pm 25/04/2024	at 1:00pm 27/04/2024
Name	Tetyana	Yana	Olha	Marco	Alessandro	Antonella
Gender	Female	Female	Female	Male	Male	Female
Age range	40-45	30-35	25-30	40-50	40-50	35-40
Role	Ex Buyer Specialist	Data Analyst	UX designer student	Senior IT Specialist	Sales Director	Marketing Specialist
Company	Learning German, looking for job	BAF	Student	Klarna	Enthnworld	Jambit
Other characteristics	Well-traveled	Well-dressed	concentrated a lot on UI part	Has professional IT skills, soft developer	management skills, oriented on the getting profit for the company	polite, not tech-savvy, honest
Other characteristics	References data often	Wants to develop her career	demanding of herself and purposeful	Tech-savvy, honest		
Other characteristics		Uses a lot IT services online	Tech-savvy			
	Open / Friendly	defensive	Open and Friendly	Open and Friendly	Open and Friendly	Open and Friendly

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
	Task 1			Task 2			Task 3			Task 4						
	Success	Time (Min)	Satisfaction	Success	Time (Min)	Satisfaction	Success	Time (Min)	Satisfaction	Success	Time (Min)	Satisfaction				
P1	0	2	1	1	3	2	1	7	3	1	7	3				
P2	1	2	5	1	3	5	1	5	6	1	5	6				
P3	1	5	3	0	5	3	1	10	4	1	8	4				
P4	1	5	1	1	4	4	1	4	3	1	4	3				
P5	1	2	7	1	2	7	0	3	5	1	3	6				
P6	1	2	5	1	3	5	1	4	5	0	4	5				
Mean	0,8	3,0	3,7	0,8	3,3	4,3	0,8	5,5	4,3	0,8	5,2	4,5				
Count	6	6	6	6	6	6	6	6	6	6	6	6				
Standard deviation	0,4	1,5	2,4	0,4	1,0	1,8	0,4	2,6	1,2	0,4	1,9	1,4				
95% confidence	0,3	1,2	1,9	0,3	0,8	1,4	0,3	2,1	1,0	0,3	1,6	1,1				

Revisions after the interviews

Issue 1: users were unable to log because they did not know about logins and were irritated about the fact to log in already at the first page of app

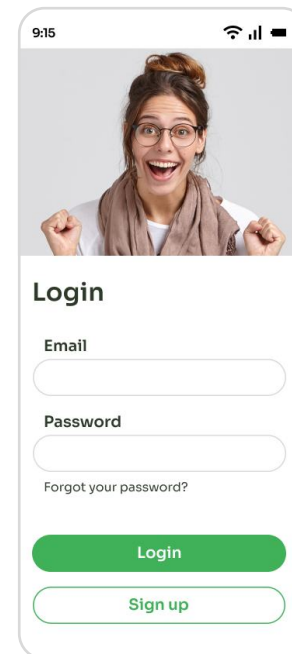
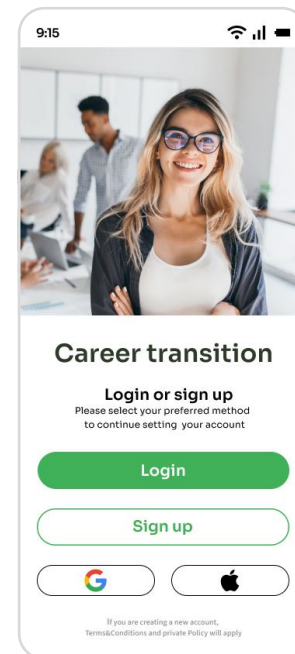
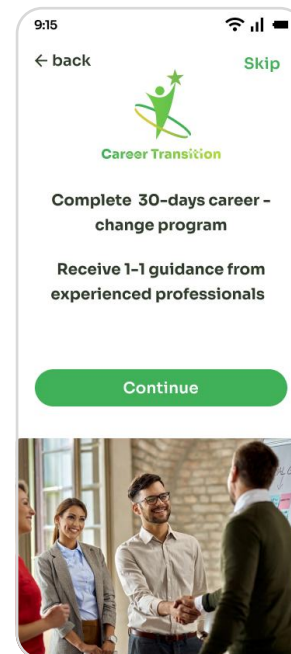
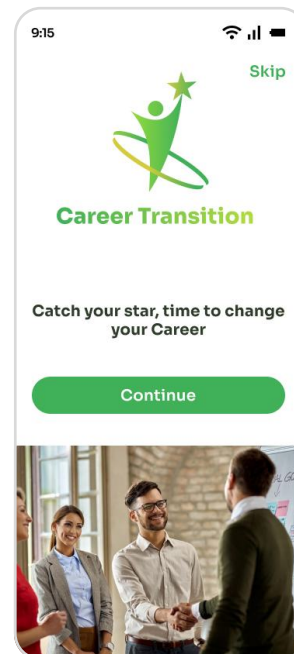
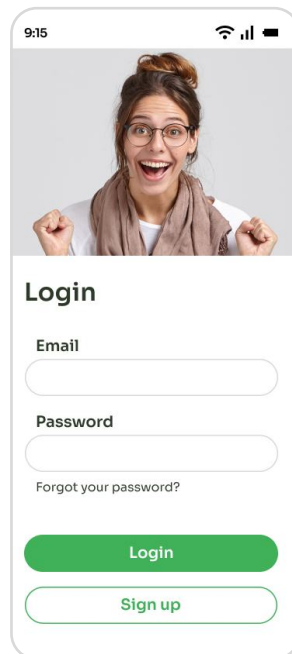
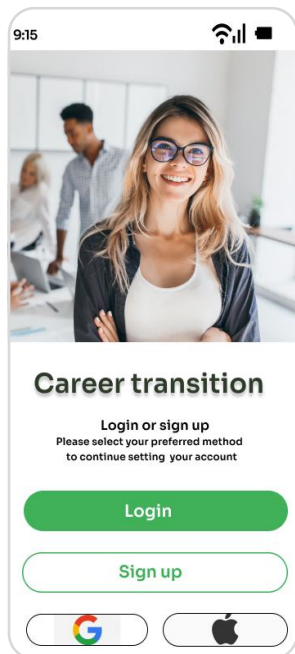
Severity: high

Evidence: users did not like onboarding on the first page and would like to skip it or perform it later by ordering services, make it easier for sure, at the first they did not understand how to log in
Suggested action : to skip the login and put it for users after giving shortly info about app and their products on 2 first pages



Solution

The login pages have been skipped and put it for users after giving shortly info about app and their products on 2 first pages.
So the user will be aware about consulting services before login.
Please see the adjusted 4 layouts below.



Issue 2: that way of delivering the services is not clear (real consulting with the expert directly or only test tasks with advices)

Severity: high

Evidence: that way of delivering the services is not clear (real consulting with the expert directly or only test tasks with advices)

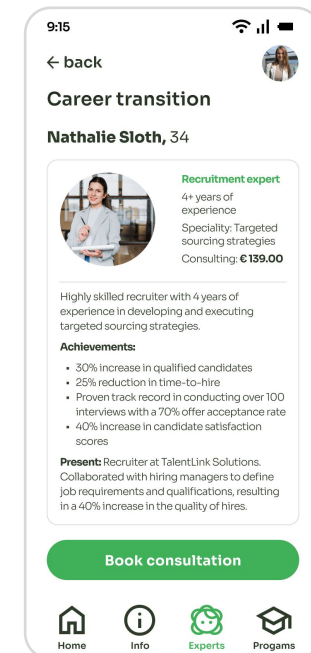
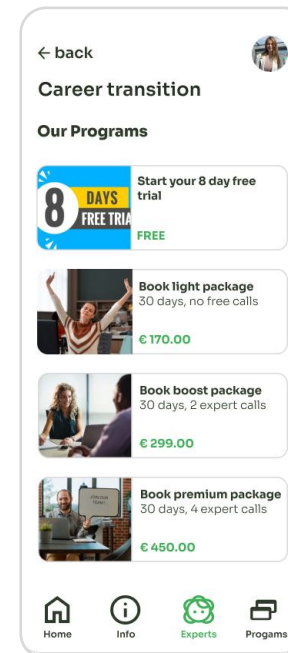
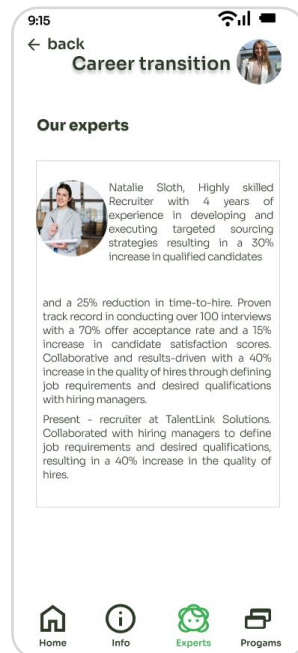
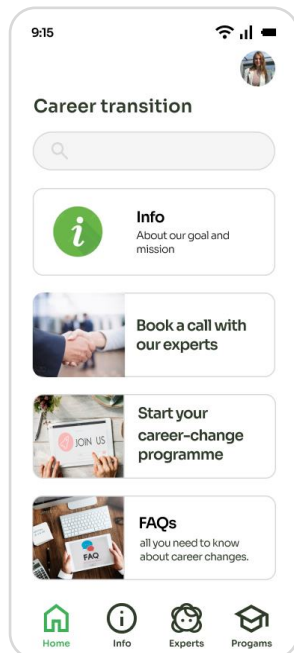
Suggested action: to offer consulting service with an expert in both products, as 1 to 1 talk with an expert and the part of the package program., secondly - to make it more clearly in short descriptions of the products.



Solution

Consulting service with an expert has been offered as separate product with an opportunity to book it. The descriptions of the programs have been changed in order to make it more clearly for the users, that talk with an expert belongs to the part of program package.

Please see the 2 adjusted layouts below.



Issue 3: no purpose of the search buttons on almost every page (page with - description of the first program)

Severity: medium

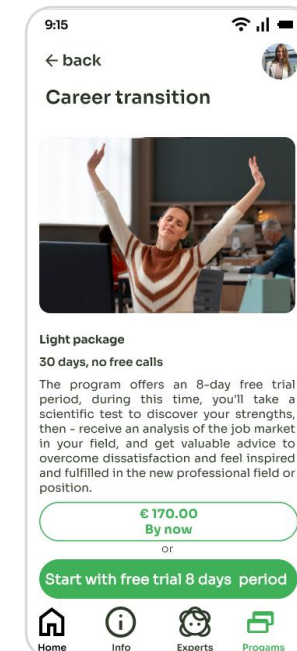
Evidence: the users have asked, whether is possible to search for the program or experts on every page. The more challenging was the question : for what reason do we have search button on the page with one description of the program.

Suggested action: to delete the unnecessary search buttons from the pages, where is no need to look something for, because in the bottom panel are perfectly placed all needed buttons.



Solution

The unnecessary search buttons from the page with description of the program has been deleted. Because here is no need to look something for, in the bottom panel are perfectly placed all needed buttons.



Issue 4 : info about the goal and mission is too huge, advisable to reduce it

Severity: medium

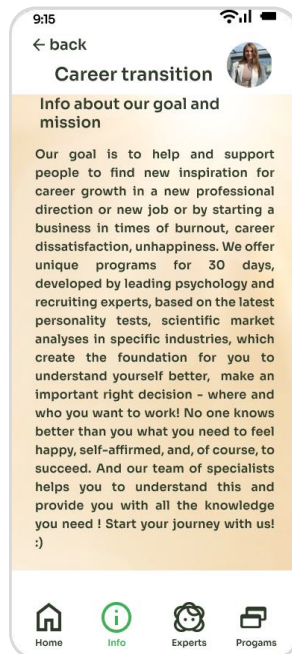
Evidence: the users have asked, whether is possible to find anywhere shorter description of the mission and goals of the app, for instance, read some mail logo words, that reflect the main idea.

Suggested action: to update the information about the mission and goal by adding some main logo words, at the same time achieve conciseness, to use also high lightening.



Solution

Upon the user wishes the information about the mission and goal has been adjusted by adding some main logo words in order to achieve conciseness, and by using also high lightening.



Preference Test

Question :

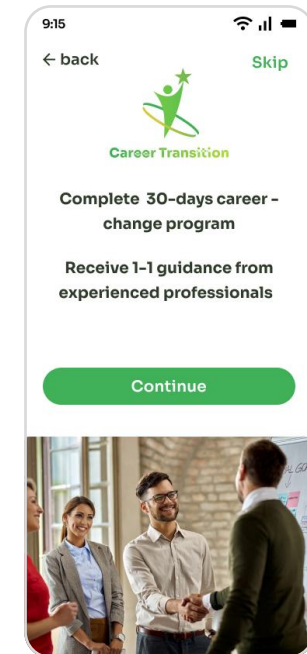
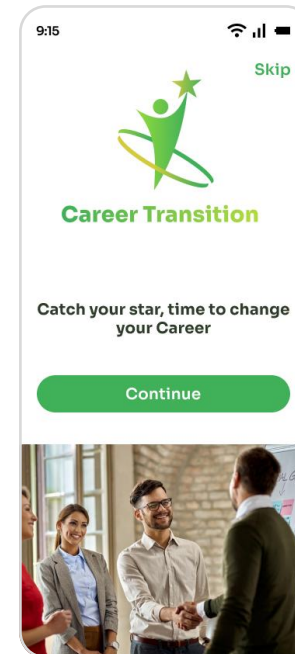
During recent user testing it turned out, that some users would prefer to get know more key information what is the application about and which service products do we offer. So we would investigate which introduction matches better your preferences.

Option A:

The introducing pages have been represented by some logo phrases, and few words about main service product, which the App offer.

In both pages have been used the same photos in order to achieve one of the Henshall law - unity.

70 % of voices

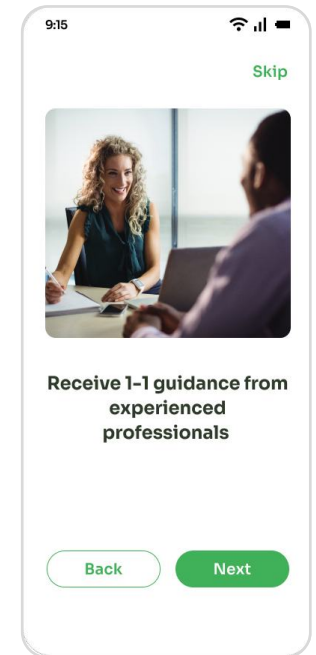
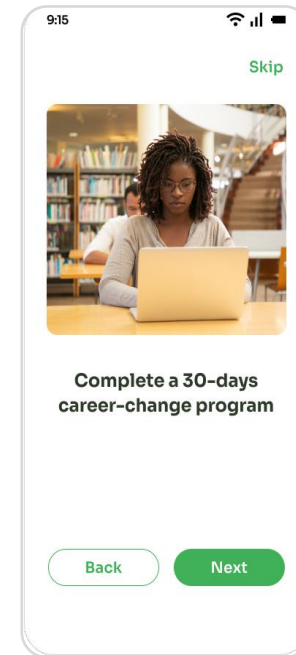
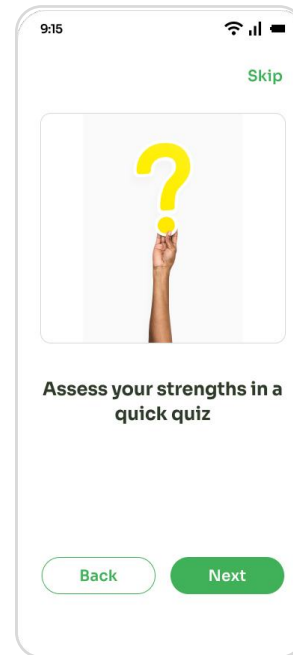


Because the design is more reassuring in that option, it gives impression, that is possible to talk with somebody about, its clear and understandable, what to expect from the content. Such words minimize cognitive loads and contribute to user satisfaction.

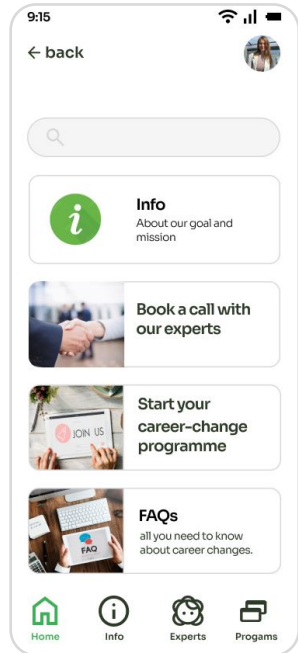
Option B :

In this option the introduction pages have been represented only with key words about main service products which motivate to rapidly action and also possibility to skip it, whether teh user does not have few minutes more to read it.

30 % of voices



Navigation



Tone of voice

Considering the purpose of the Career Transition, which is to facilitate the consulting for career transition an appropriate tone of voice would convey confidence, empathy, and support

Typography

Header 1

Sora, semiBold, 32px

Header 2

Sora, Bold, 24px

Header 3

Sora, semiBold, 20px

Paragraph/body 1

Sora, regular, 20px


Paragraph/body 2

Sora, regular, 16px


Links

Sora, semiBold, 14px


Card




Natalie Sloth, 34
Recruitment expert
4+ years of experience
Speciality: Targeted sourcing strategies. [Read more...](#)




Robert Schmid, 38
Senior Recruiter
10+ years of experience
Speciality: diversity recruiting, HR administration. [Read more...](#)




Melanie Bismarck, 39
Recruitment expert
10+ years experience
Speciality: recruiting of top talent for a variety of positions. [Read more...](#)



Robert Klar, 41
Recruitment expert
5+ years experience,
Speciality: recruiting of top talent for a variety of positions. [Read more...](#)






Olga Rother, 26
Recruitment expert
3+ years experience,
Speciality: implemented a diversity and inclusion recruiting strategy, recruited top talent for a variety. [Read more...](#)





Anna Smith, 34
Recruitment expert
4+ years experience,
Speciality: recruited top talent for a variety of positions. [Read more...](#)


Buttons














Info
About our goal and mission




Book a call with our experts




Start your career-change programme




FAQs
all you need to know about career changes.




Home




Info



Experts




Programs



Light package
30 days, no free calls

The program offers an 8-day free trial period, during this time, you'll take a scientific test to discover your strengths, then – receive an analysis of the job market in your field, and get valuable advice to overcome dissatisfaction and feel inspired and fulfilled in the new professional field or position.



Images



Selecting images for a UI application Career Transition I was considering several factors to ensure they enhance the user experience and convey the intended message effectively. Here are some steps to help me select images for the UI of the application:

1. Maintain Consistency
2. Quality and Resolution
3. Relevance and Context
4. Accessibility:
5. Licensing and Copyright:
6. Test and Iterate:

Icons



Home



Info



Experts



Programs

