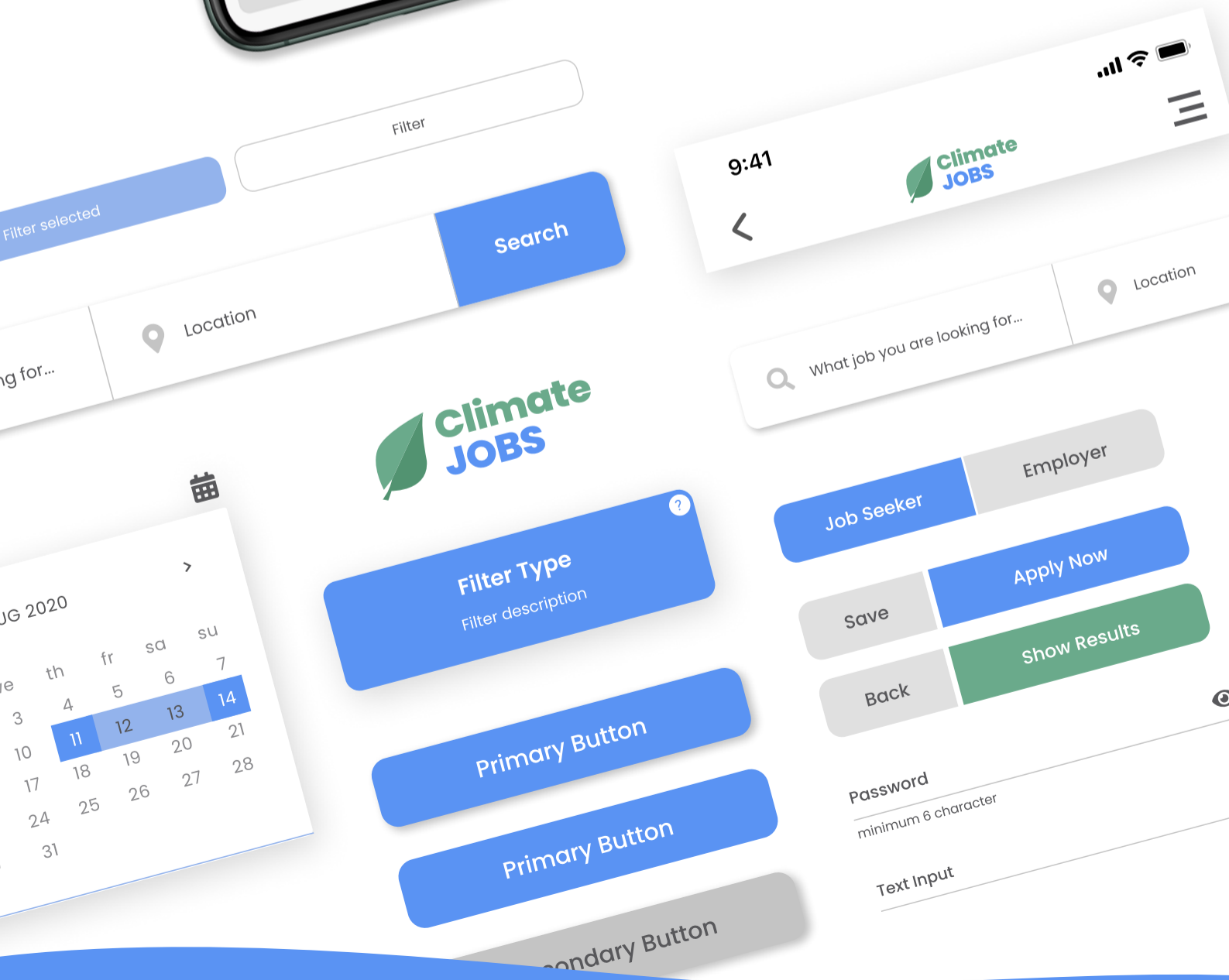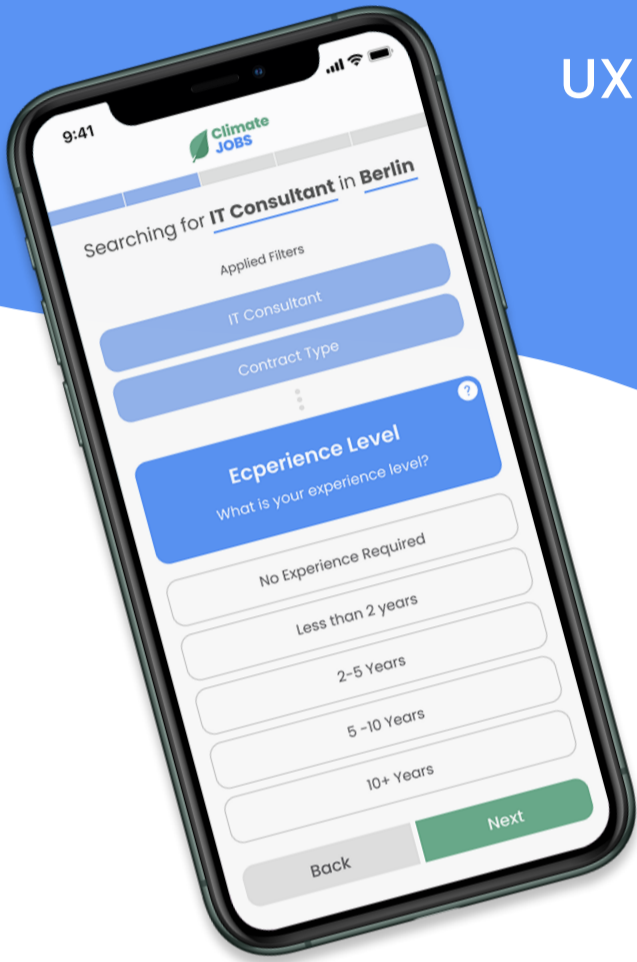June 2020

Climate Jobs

UX Case Study

Objective

The objective of this project was to create an inclusive and fluid platform for the user. Ease the burden of finding an occupation, something that aligns most with their values.

Process

The team followed a fast-paced design process to go live and enter the market with a great minimum viable product. Consisting of both quantitative and qualitative research as well as benchmarking of the market. Which lead us to ideating and creating personas for our two-party user to better understand their needs.

Followed by fast-paced iteration and testing, when it came to creating the prototypes we tabbed into our knowledge of design to create a platform with mobile in mind first. Creating an image that both correctly evolved the trends of the time and contributed to the brand's image. Finally coming to the end of our journey with adopting business methods that fit our model best and creating marketing assets to have a close to release deliverable ready.

Team

Pascal Ulrich
UX Designer

Omar Montilla
Product Designer

Mehmet Lisaniler
Designer

Roles and responsibilities

Pascal Ulrich - UI Designer & Usability Testing: Responsible for the look and feel of a site. Using the research gathered created a clean and functional design based on the requirements already identified. Conducting and testing the final iterations of the prototype.

Omar Montilla - User Research & Information Architecture: Gathering data via interviews, surveys, discussions, and task analysis, used to inform the product design and creating the initial wireframes based on this data.

Mehmet Lisaner - Content Strategist & User Research: In charge of planning, development, and management of the content displayed on the platform as well as the testing of said content with the users.

Stakeholder
Daniel Hires - Client of the project: Came up with the initial vision of the Climate Jobs project and worked with the team in regular checkpoint meetings.

Branding

Colors

Symbolizing the central values of Climate Jobs as a sustainable and environmentally conscious company (green), also giving our users trust and reliability (blue), black (82% tint black) is used for copy text to have a strong backbone to the things we convey.

#0B4DBD	#58585B
#5A93F3	#C4C4C4
#93B3EC	#E0E0E0
#6AAA8B	#FFFFFF
#529371	

Typeface

The "Poppins" font expresses a modern and straightforward geometric sans serif typeface. Poppins is available on Google Fonts and comes in 9 different styles.

Poppins

Headline 1

Headline 2

Headline 3

Text

Logo

We designed the logo in Adobe Illustrator.

Using our main colours blue and green and a leaf is representing the green/environment/climate

Climate JOBS

Climate JOBS

Logo save area

The Project

This product was part of our master's in user experience design at the Barcelona Technologie school in Barcelona from October 2019 - June 2020.

The initial idea came from Daniel Hires, who was our stakeholder during this project.

What?

We provide a hub that connects experienced workers and companies with environmentally friendly goals.

Why?

We want to help the world accelerate towards a more sustainable future.

How?

Identifying, educating and encouraging experienced workers by providing them and companies with the tools to find the right match that aligns with their purpose and career goals.
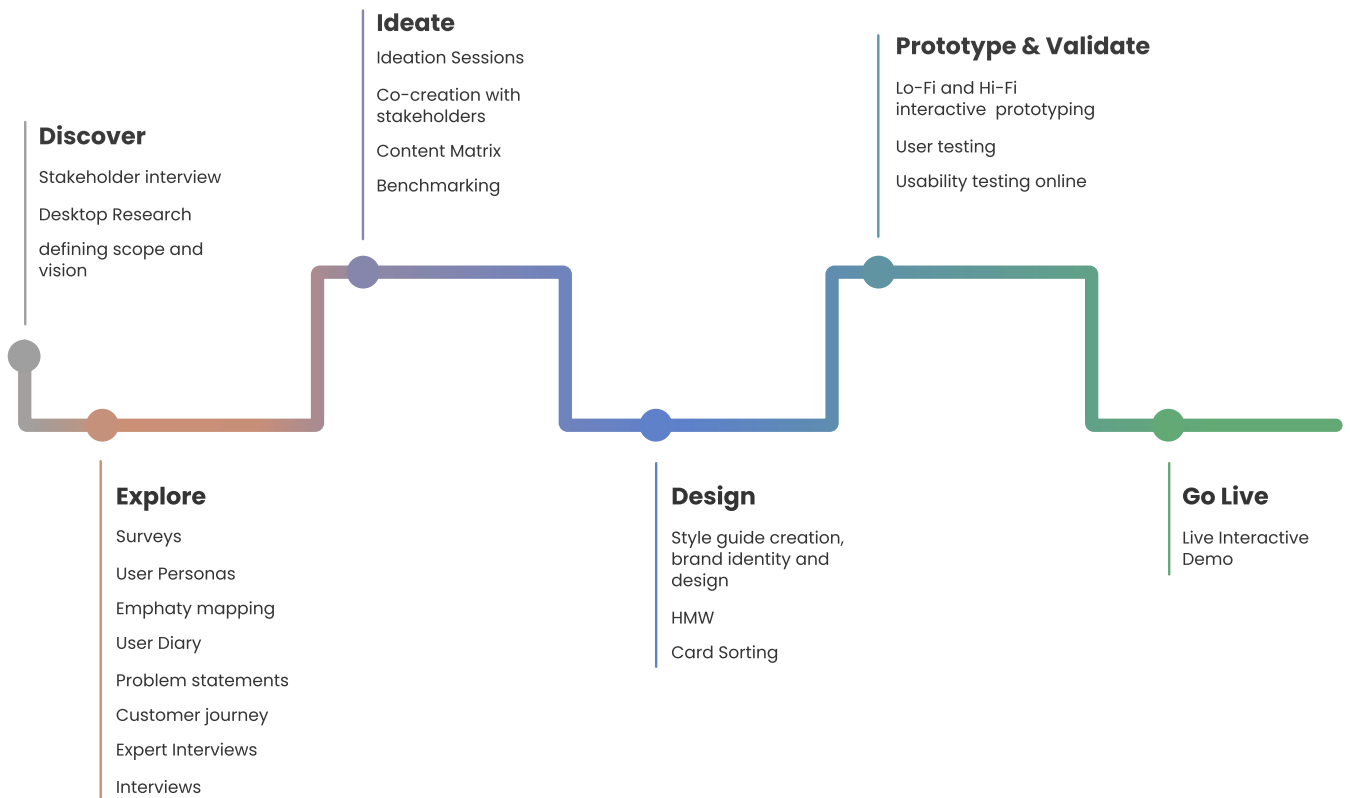
Problem Statement

Right now, the way companies are handling them is not sustainable for the future of the planet. If we want to create a better future, we need to make a change from within. We intend to do that by connecting the right companies with the right candidates so they can work together towards a more sustainable and purposeful future.

Project Scope

It intends to explore the possibility of a product that will connect two parties that share the same interest and morals. Create a better working environment while also being conscious of the impact a company has. The hope is to one day have most workplaces be aware of the impact they have on the environment and also the people that work for them.

UX Design Process

With this process, we were able to create a fast-paced iteration based product. The aim being to go live, we focused on fast iteration based on throughout research, design methodologies that suited the brand and intensive prototyping.
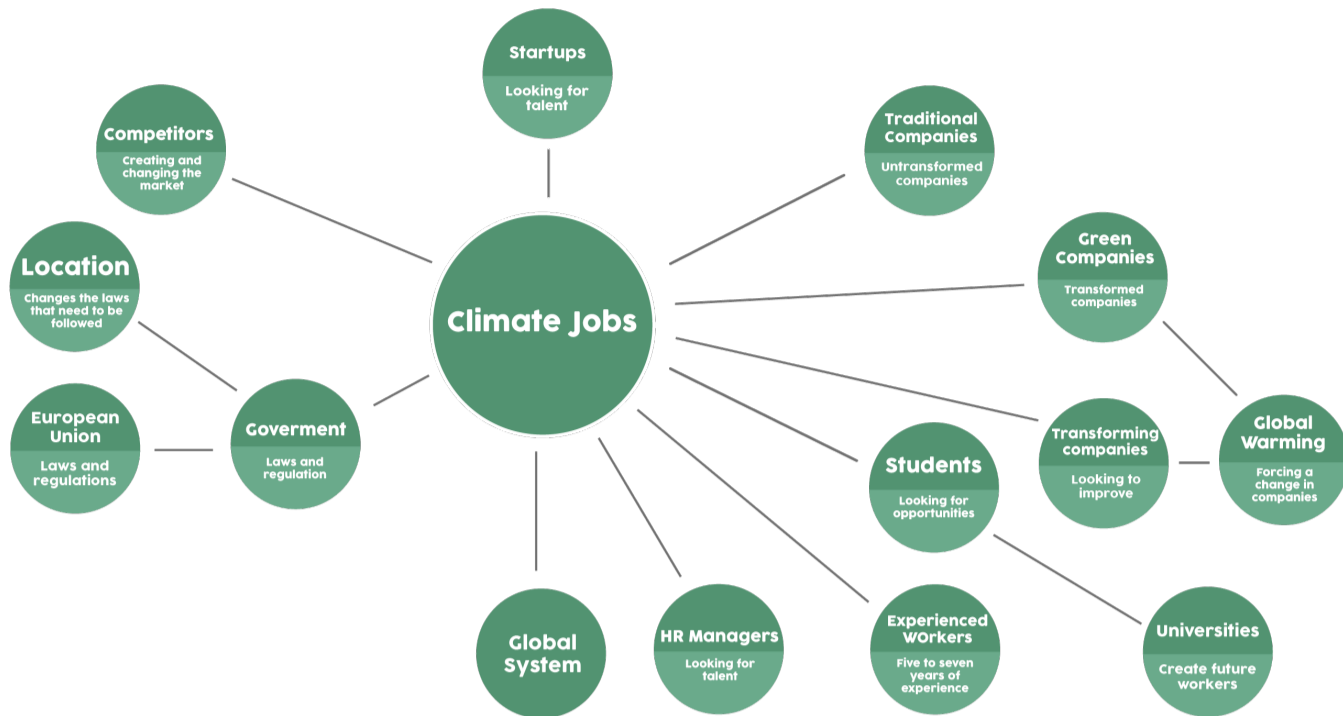
Ideate

Ideation Sessions

Co-creation with stakeholders

Content Matrix

Benchmarking

Prototype & Validate

Lo-Fi and Hi-Fi interactive prototyping

User testing

Usability testing online

Discover

Stakeholder interview

Desktop Research

defining scope and vision

Explore

Surveys

User Personas

Emphaty mapping

User Diary

Problem statements

Customer journey

Expert Interviews

Interviews

Design

Style guide creation, brand identity and design

HMW

Card Sorting

Go Live

Live Interactive Demo

Discover

Stakeholder Interview

The goal of the research was to get a better understanding of the project and the status of it. We needed another perspective of the background of our client and what he wants to accomplish with this idea.


Startups
Looking for talent

Traditional Companies
Untransformed companies

Green Companies
Transformed companies

Competitors
Creating and changing the market

Location
Changes the laws that need to be followed

Climate Jobs

European Union
Laws and regulations

Goverment
Laws and regulation

Students
Looking for opportunities

Transforming companies
Looking to improve

Global Warming
Forcing a change in companies

Global System

HR Managers
Looking for talent

Experienced Workers
Five to seven years of experience

Universities
Create future workers

Empathy Map

To establish a common ground among the team members and the user. To better understand the user, in other terms "walk in their shoes".
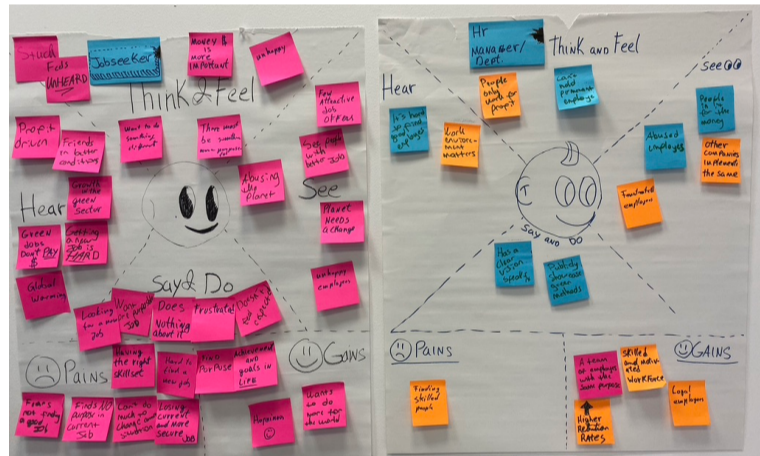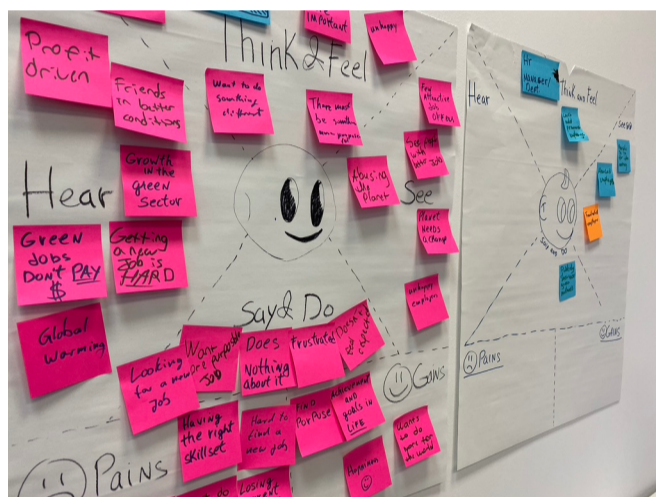
Customer Journey Experienced Worker

Mid to high-level skilled workers with 5 to 7 years of experience in their field that may be looking to transition to a more fulfilling position or want to know that is out there for them.
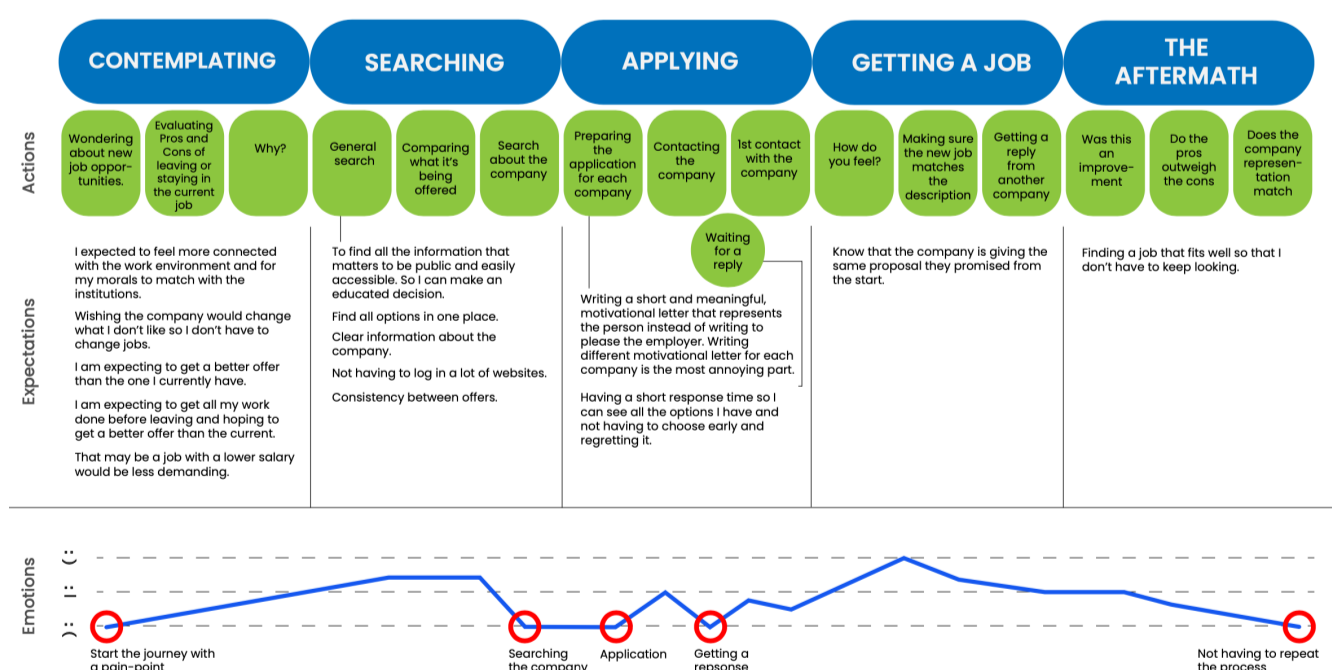
Vision

We aim to identify, educate and encourage people to find a job that aligns with their purpose and what kind of impact they want to have in the world.

EXPLORE

Research

We started the initial phase of the research with a survey to get a consensus of what people look for, and want. Coupled with the survey, we also conducted one on one interviews with both people that we're currently looking for a job and people who were adept of their situation.

With this, we were able to create personas and journeys to replicate our users and find the pain points they face during the progress. Hence, giving us the needed tools to start crafting.

These are the methods we used for our research phase.

- Surveys
- User Personas
- Emphaty Mapping
- User Diary

- Problem Statements
- Customer Journey
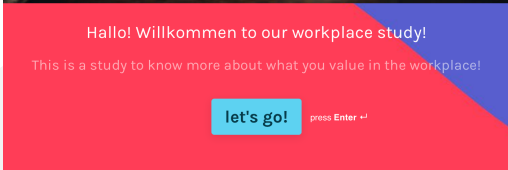- Expert Interviews
- Interviews

Survey

A survey is what started everything off. With many participants, we were able to identify most of the general need of our users.
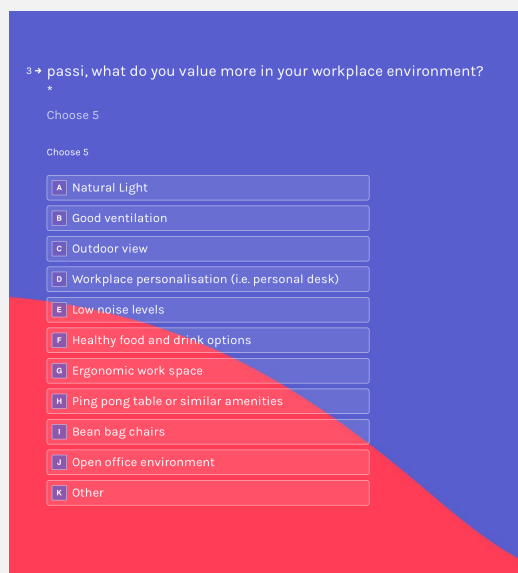
Hallo! Willkommen to our workplace study!

This is a study to know more about what you value in the workplace!

Starts	Responses	Completion rate	Average time to complete
47	32	68.1%	05:02

Hallo! Willkommen to our workplace study!

This is a study to know more about what you value in the workplace!

let's go!   press Enter ↵

9 Questions

3 → passi, what do you value more in your workplace environment?
*

Choose 5

Choose 5

- A Natural Light
- B Good ventilation
- C Outdoor view
- D Workplace personalisation (i.e. personal desk)
- E Low noise levels
- F Healthy food and drink options
- G Ergonomic work space
- H Ping pong table or similar amenities
- I Bean bag chairs
- J Open office environment
- K Other

User Interviews

Goal of the research

• Understanding the feelings of the user in the workplace.

• What is important for them in the workplace.

• How experienced workers looking for jobs.

Method

We prepared relevant questions to get to know the user's motivations and gain insights on what they go through. Since this was our first round of interviews we didn't want to focus on just one problem. A mini probe was also used in some to let them rank different aspects of a job to see what they value the most. (It was purpose).

The interviews were conducted remotely as well as in-person

What were the outcomes

The outcome of these first interviews mostly helped us gain a foothold on the subject and to help us create relevant customer journeys and personas.

Persona

We have two personas. The primary persona is "Felix Klein" an **experienced jobseeker**.

The secondary persona is the **HR Manager**.

Felix the experienced

Felix Klein
32 years
IT Consultant
Married
Germany

Quotes

"I don't wish to work in something that won't give me benefit in my career goals"

"I let recruiters reach me, and I reply only to the jobs I'm interested in."

Behaviours & Actions

- Has an excellent understanding of the industry he's working in and knows the companies he's interested in.
- Prefers to be contacted directly because makes him feel more appreciated.
- Wants to work in his area due to his extensive experience, only looks for jobs in his field.
- Takes great care of his CV and manages to make time to optimize it for different companies he's interested in.
- Likes to keep track of all his applications so he can know how much time has passed and contact them back.

Solutions I wish for

- Better search options to look for the right jobs
- Better way to identify the companies he considers valuable
- Consistent job postings for easier scan through possible options
- Consistent job postings for easier scan through possible options

Services currently using

Goals
Wants to contribute to a better and more sustainable future so that future generations have a better life. Want a job that makes use of his full potential.

Background
Felix is an active person by nature. Always looking for the next thing to master. He is very open about his career goals, what new technology excites him the most and how that can help other people's lives. Because of his extensive experience and organized nature is highly sought by recruiters.

Motivations
- Helping people through the use of technology.
- Believes heavily that technology is there to serve people and not the other way around.
- Finding a good use for his set of skills and contributing with them to something greater.
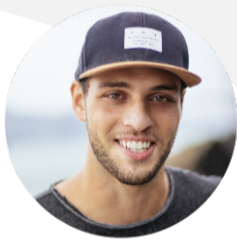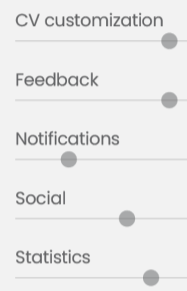- Becoming and staying an expert of his field.

Frustrations
- Doesn't like when his skills are not being appreciated in the workplace.
- Not knowing where to go next.
- Feeling the system is unfair for some.
- When his experience it's not being taken into account.

Values
- Purpose
- Achievement
- Learning
- Autonomy
- Connection

Finds most useful
- CV customization
- Feedback
- Notifications
- Social
- Statistics

Felix The Experienced

Experience	Job Title
5 years	IT Consultant

Goals
Wants to contribute to a better and more sustainable future so that future generations have a better life. Wants a job that makes use of his full potential.

"I don't want to work in something that won't benefit me in my career goals."

HR Karen

Experience	Job Title
7 years	HR Manager

Goals
Creating a work environment that goes above and beyond the workspace into the world we live in by finding the right talent that shares the company and her vision.

"Nothing we do is more important than hiring people. At the end of the day, you bet on people, not strategies."

Main Pain Points

After discovering and exploring our users, we came up with four pain points we want to solve for jobseekers while searching and applying for a job.

- Listed jobs are not matching your profile.
- No clear, consistent structure in job postings.
- Too many jobs to go through, very few matches.
- Difficult to identify honest companies.

IDEATE

Ideating

With the data we have collected with our research, it was the perfect starting point for a windy brainstorming session was in sight. With the power of sticky notes, and also Legos (yes the toy) we created many interesting even sometimes drastic solutions to our problems. With the idea we have, we jumped straight into testing our ideas with the users to solidify the foundations to build our platform.

Competitive Analysis

It's a competitive market with a lot of big players already.

For the competitive analysis, you see us in the upper right corner with a specialised and experienced audience - Find a job that aligns to your values.

We wanted to focus our approach in a more holistic view, to contrast on the more streamlined direction of the competition; allowing our customers to filter by what they find meaningful.

LEGO® Serious Play Workshop

As part of the ideation process we conducte a LEGO serious play ideation session. The igoal of the workshop is to build a phisical model of your idea and play with different ideas.

Ideate

Ideating for possible solutions with writing down our ideas on post-it.

How Might We...

How Might We empower our users in the job searching process?

How Might We Increment the feedback the user receives from an application?

How Might We Guide people into a smooth interaction with the company?

Design

Then it came to creating our platform, we went ahead and created a cooler palate that would best match our approach as well as an image that would help differentiate us from our competitors.
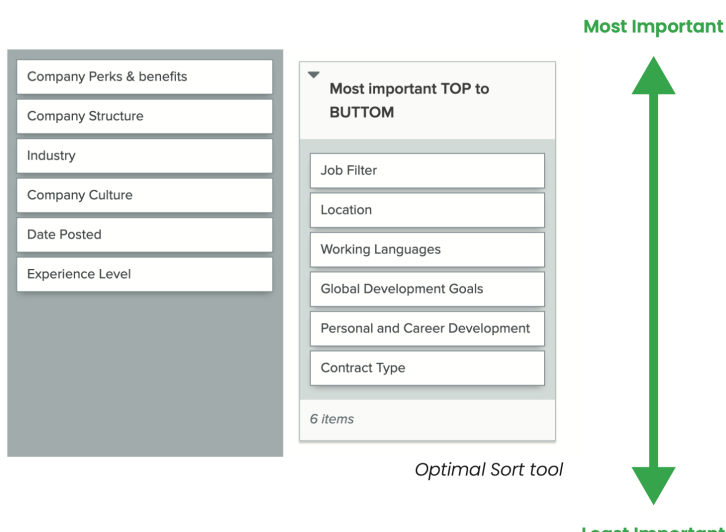
Card Sorting

Since our main differentiator as job posting platform, its the quality of the job's jobseekers can find, we are enabling them to do so with rich filter options that they can't find in the competitors and for companies to be able to showcase them.

We started our testing with a card sorting exercise to understand our users' expectations and understanding of our filter categories after creating an initial category of them.

Our card sorting was conducted differently. We wanted to know what options are the most important to them when searching for an appropriate job position.

This test was done in person with each subject using Optimal sort for easier drag and drop of the categories.
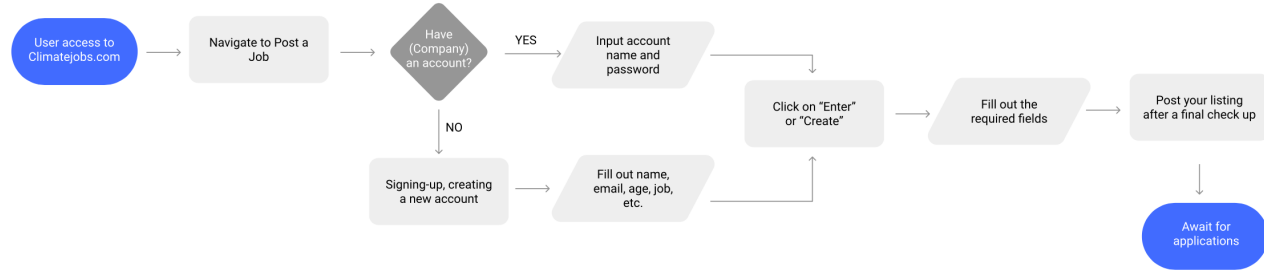

| Company Perks & benefits |
| Company Structure |
| Industry |
| Company Culture |
| Date Posted |
| Experience Level |

Most important TOP to BUTTOM

| Job Filter |
| Location |
| Working Languages |
| Global Development Goals |
| Personal and Career Development |
| Contract Type |

6 items

Optimal Sort tool

Most Important

Least Important

User Flow

Searching for a job (User)
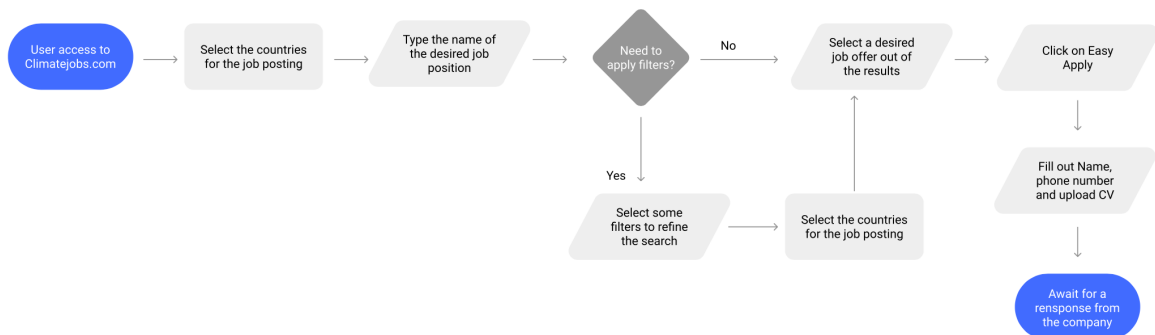
Post a new job (HR)

Our Solution

Developing new filtering options and style and conveying the companies vision and mission in the job post are the two main features we want to integrate in our website.

New Filtering Style

Developed filters to match purpose and values.

Clear Mission and Vision

Display a consistent and unified job posting.

# Prototyping & Validation

Prototyping

With everything in place, we could finally set in motion our prototype for our platform. Creation and testing of the Low-fi prototype guided us in the right path. Considering our users need along the way, we were able to craft a hi-fi that was close to release. With that, we were able to further improve our knowledge of how the users interact with the platform and for further iteration.

Low-fi Prototype

Now we created our low-fi interactive prototype in Figma.

After some usability testing and design iterations, we moved on and started creating the high-fi prototype.
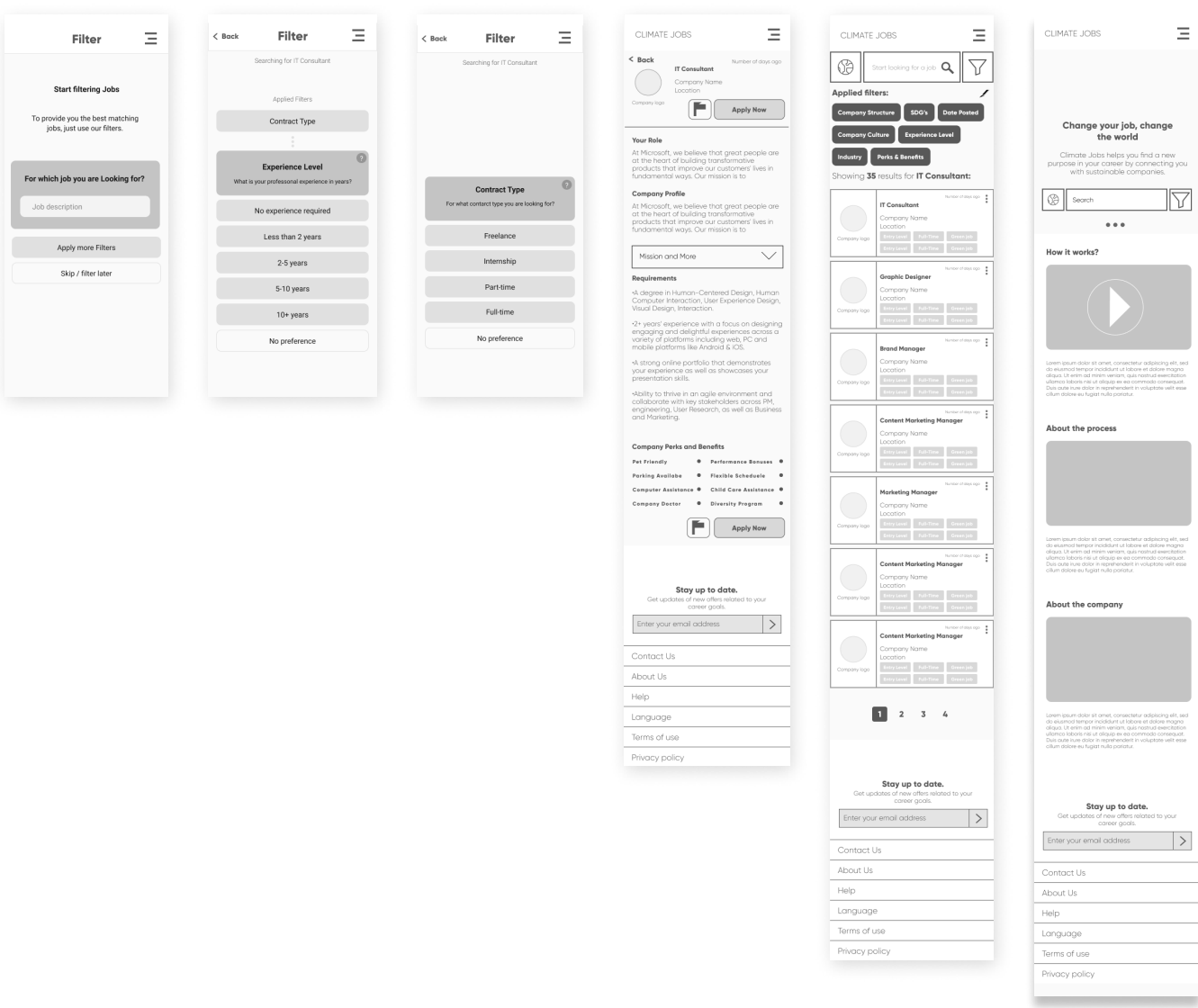
User Testing Results

We tested our first interactive Figma prototype with four potential user.

We need to include in the filter selection what the user selected so he can know at all times the preferences he chose or to go back and change something.

Some of the filter functions shouldn't be definitive like remote-jobs, maybe it should only show remote on top and then the rest of the jobs.

Generally, we have some issues with the wording of sections on the platform.

It is not clear that the burger menu has navigation options for everything.

Differentiation between a company login/sign up is not clear enough for some.
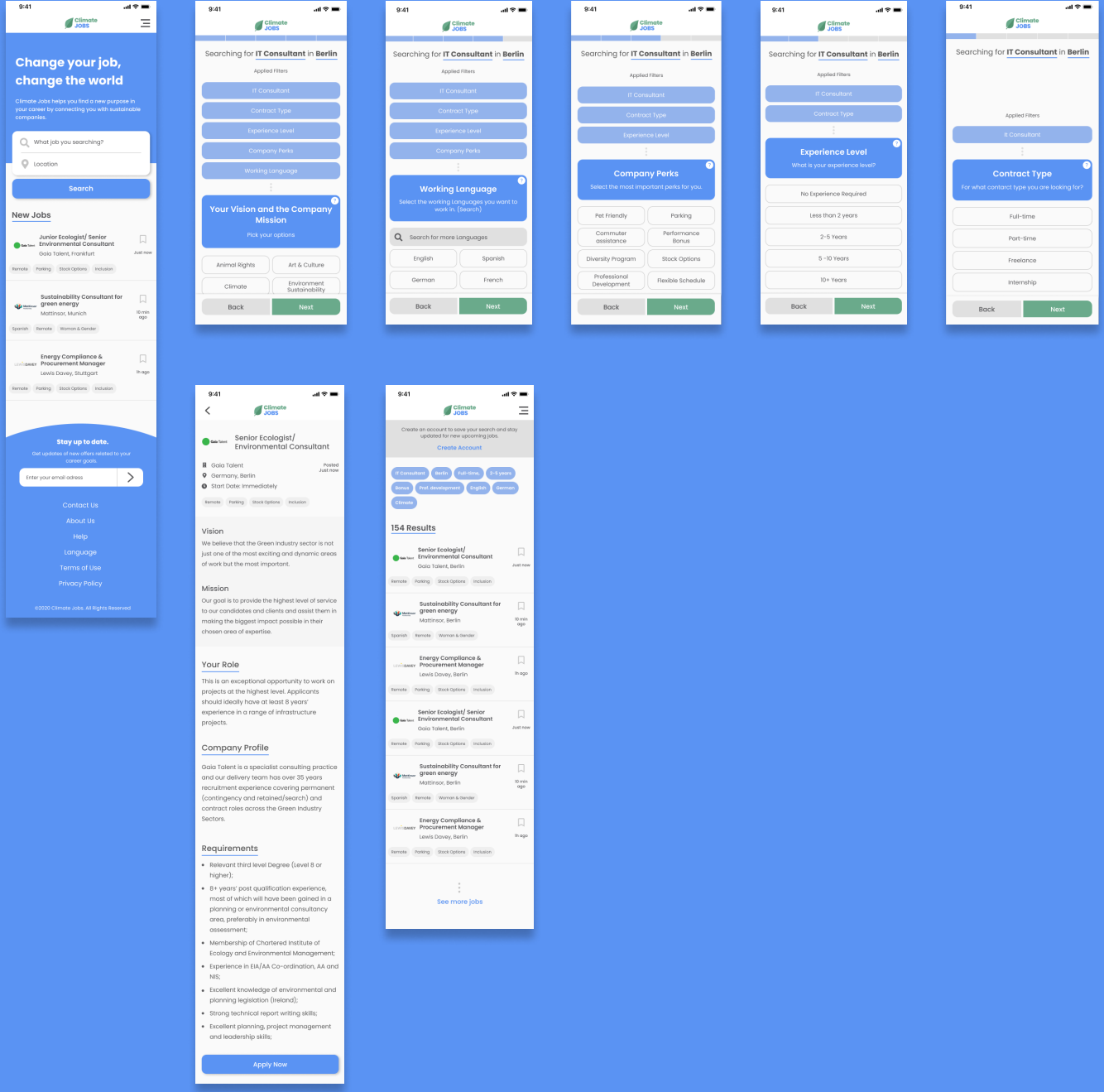
Expected the burger menu to have more options.

|	1. French lady no. 1	2. Rasta-man	3. Panini	4. Bolognese
TASK 1 Look for a job	YES	YES	YES	YES
TASK 2 Fill out profile	NO	YES	NO	YES
TASK 3 Post a new job	NO	YES	YES	NO
TASK 4 Contact Help Service	YES	YES	SO-SO	YES

Wireflows
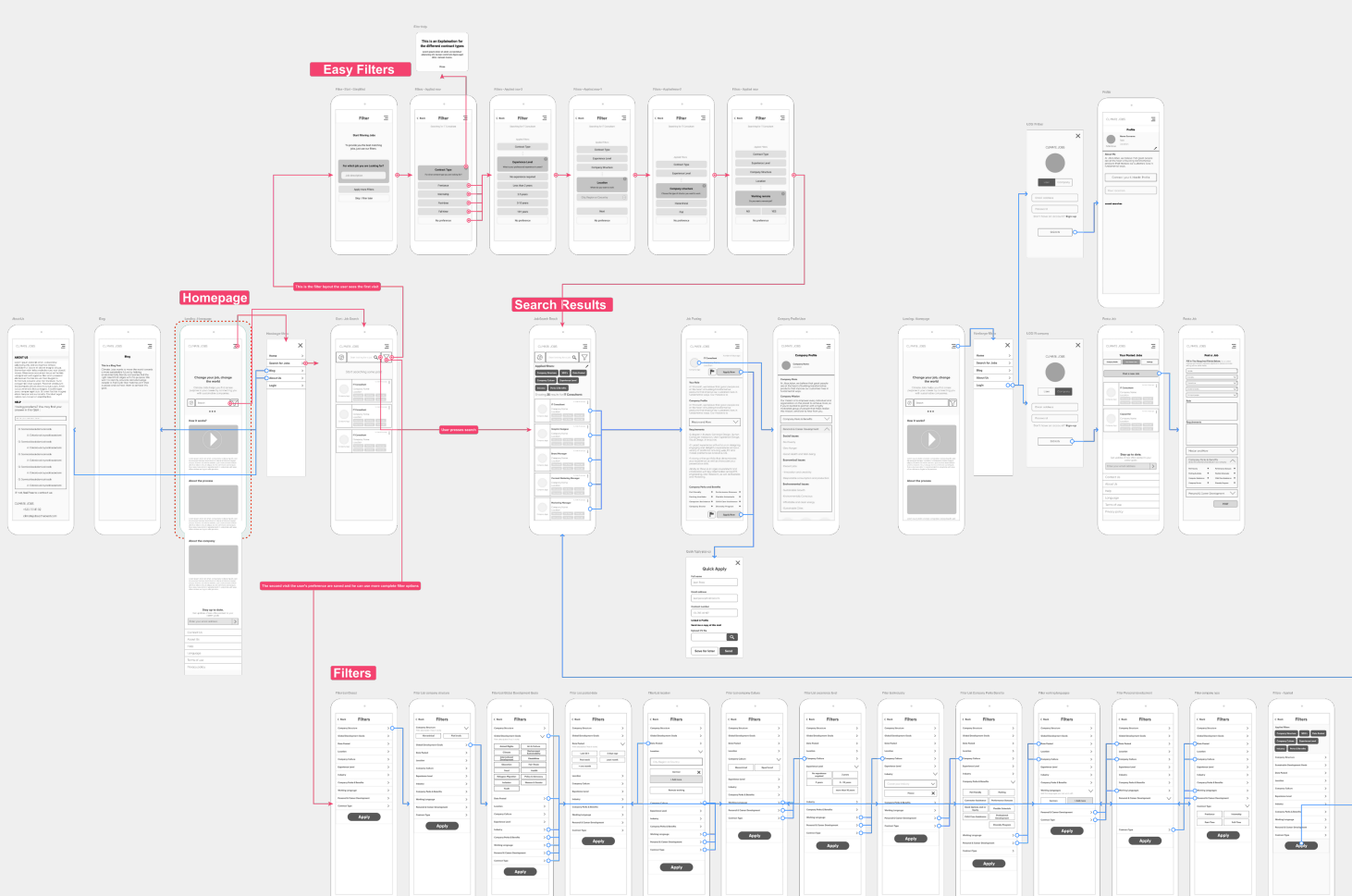
High-fi Prototype

Usability Testing High-fi Prototype

The test was split into three different scenario tasks with a followup usability numerical rating from 0-4 and an open question to ask for any difficulties and general feedback.

We did a small pre usability test with 6 users to see if there are some major usability problems before going to a larger test group. There we fond some issues with the login/sign-up and confusing user flow for posting a new job.

After fixing these problems we performed the main usability test.

Goals

With this first usability testing, we want to identify problems and expose confusing experiences. We tested our three main user journeys; Sign-up, Searching for a job and posting a new job.
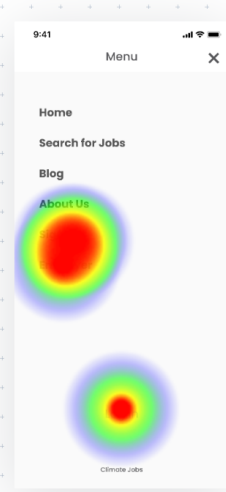
Off-Path
Testers who navigated outside the expected path.

Employer Landing Page
20.0%
1 TESTER

Mobile/Home
20.0%
1 TESTER

Login
20.0%
1 TESTER

Success
Testers who successfully moved to the next screen.

40%
2 TESTERS

Bounced
Testers who left or gave up the mission.

0 TESTER

MISSION   👥 6

Search for a job

You want to change your current job for a more purposeful job. Search for a job as a consultant in Berlin and apply for a matching position send a resume. (You can't fill out the forms)

57

MISSION   👥 5

Sign-up as a jobseeker

Sign-up with email as a jobseeker. (You can't fill out the forms)
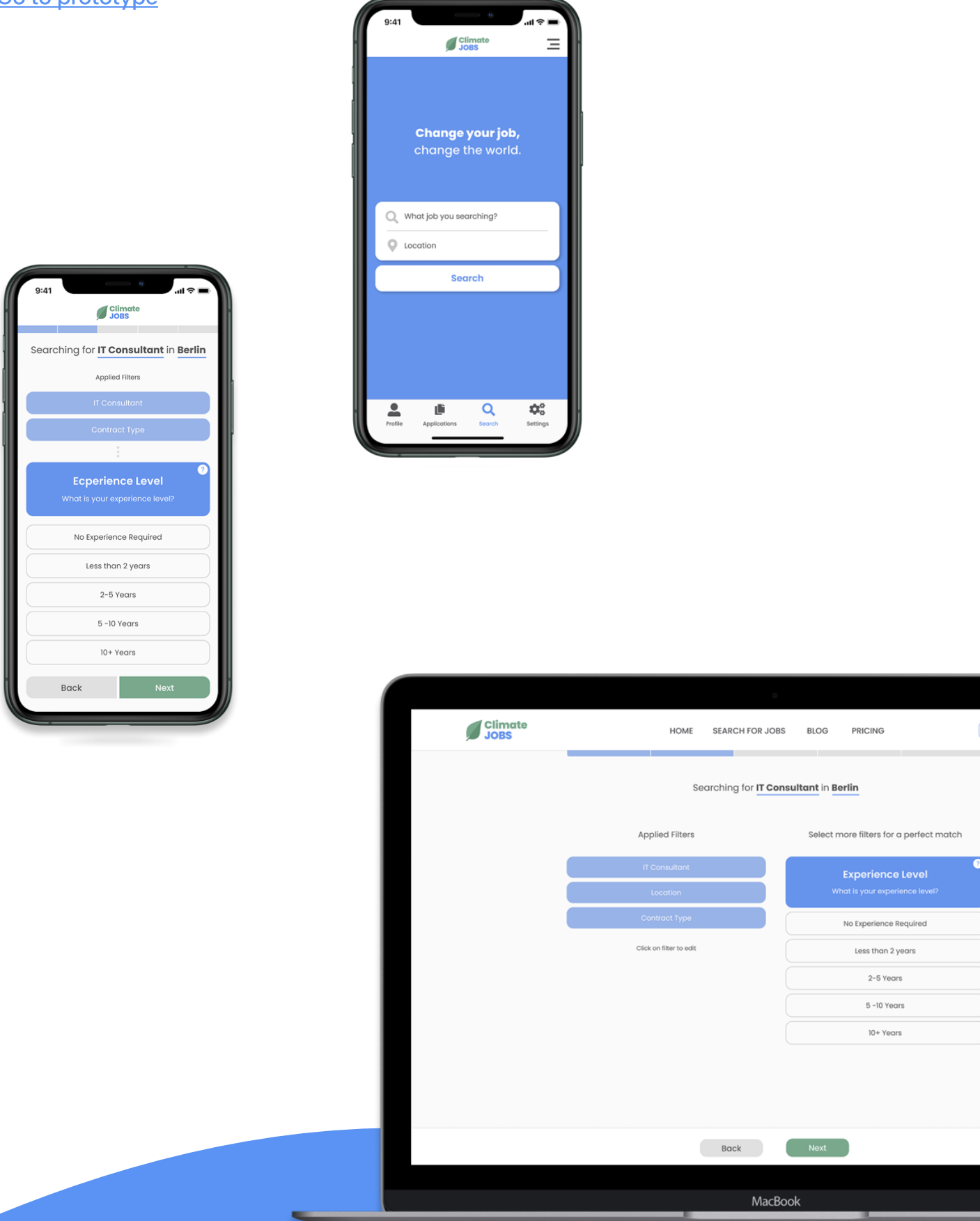
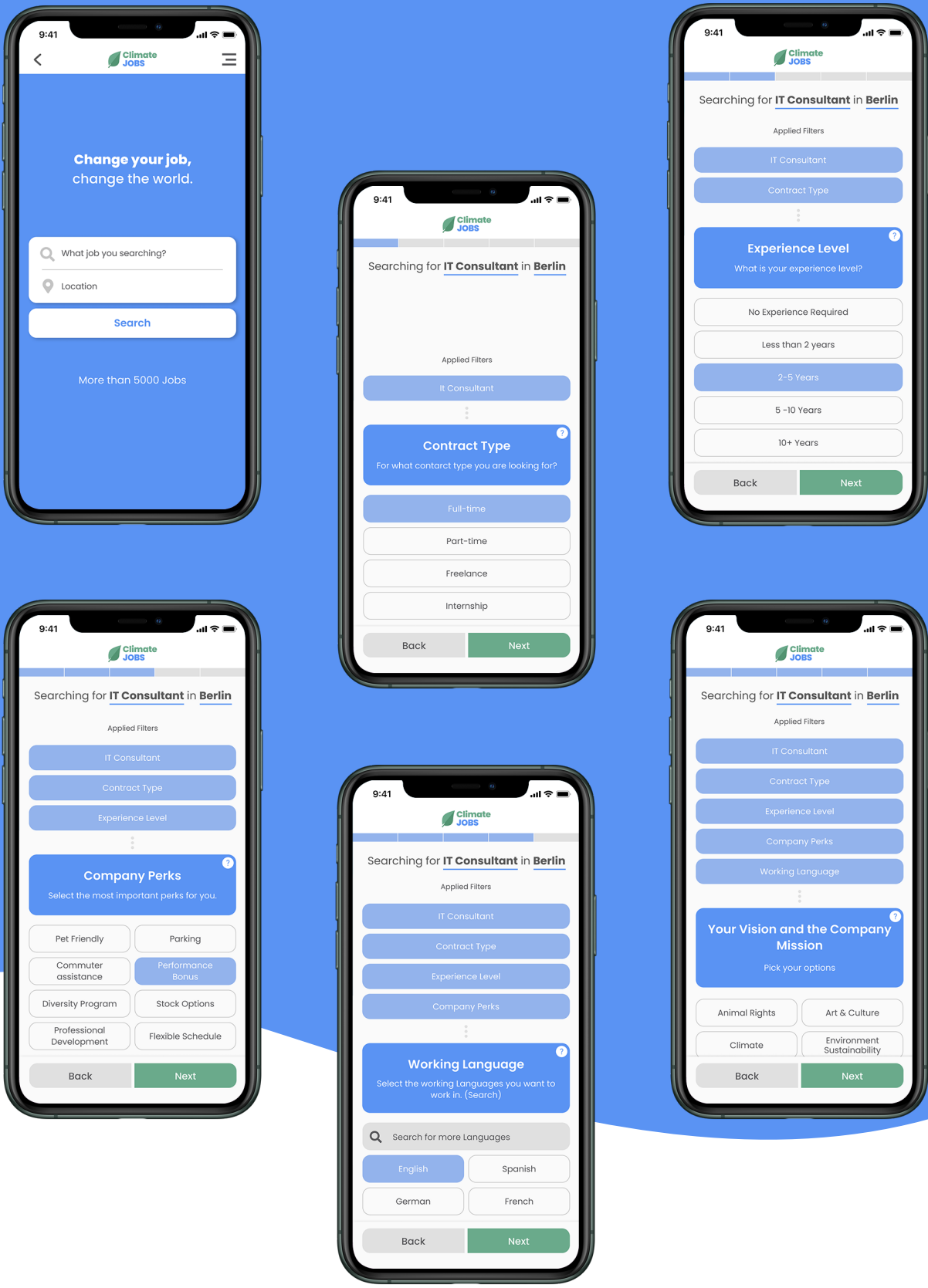**79**

PROTOTYPE

Prototype

Our solution is a website designed for mobile-first with a seamless transition to switch between mobile and desktop to finish your tasks.

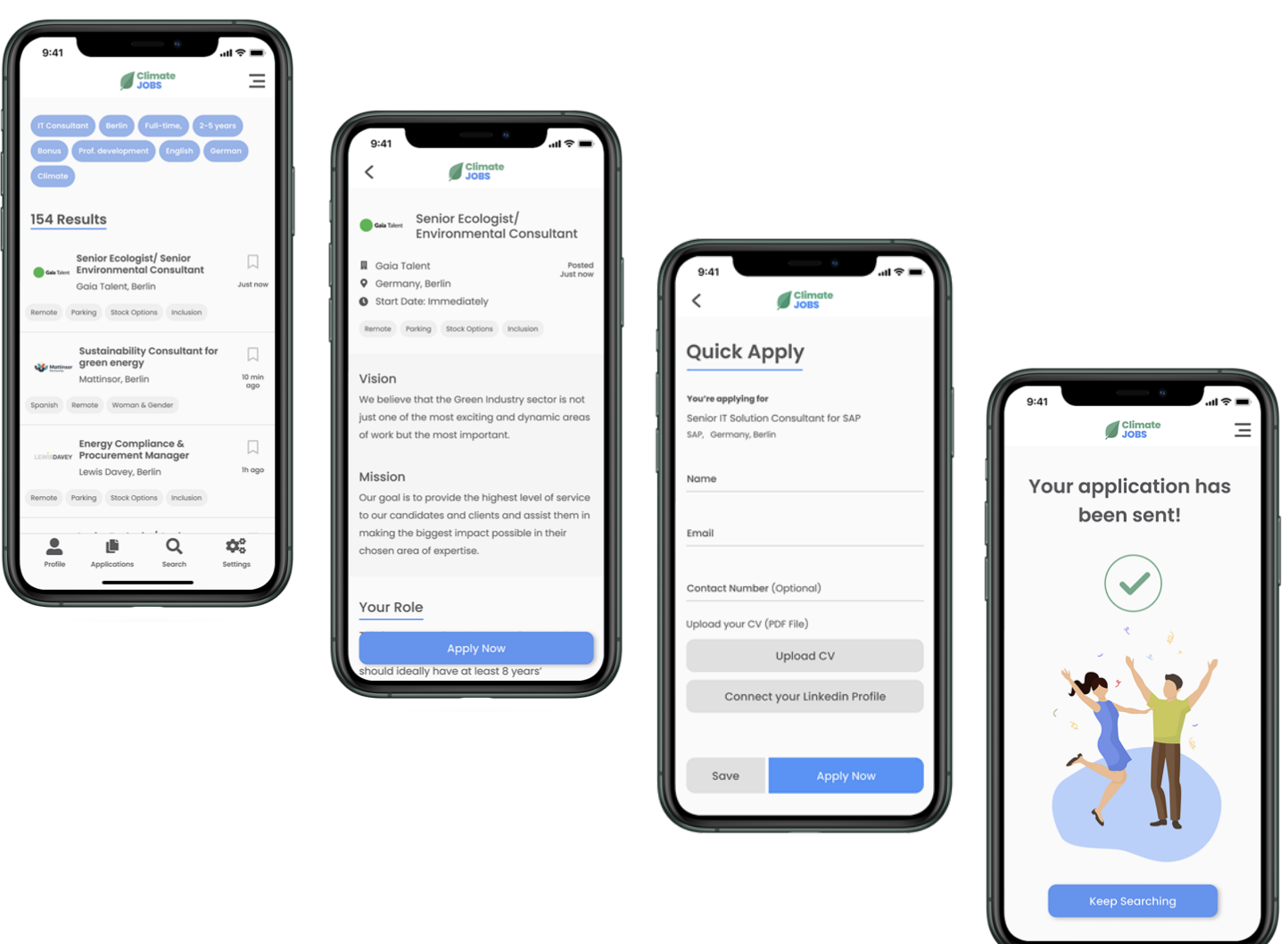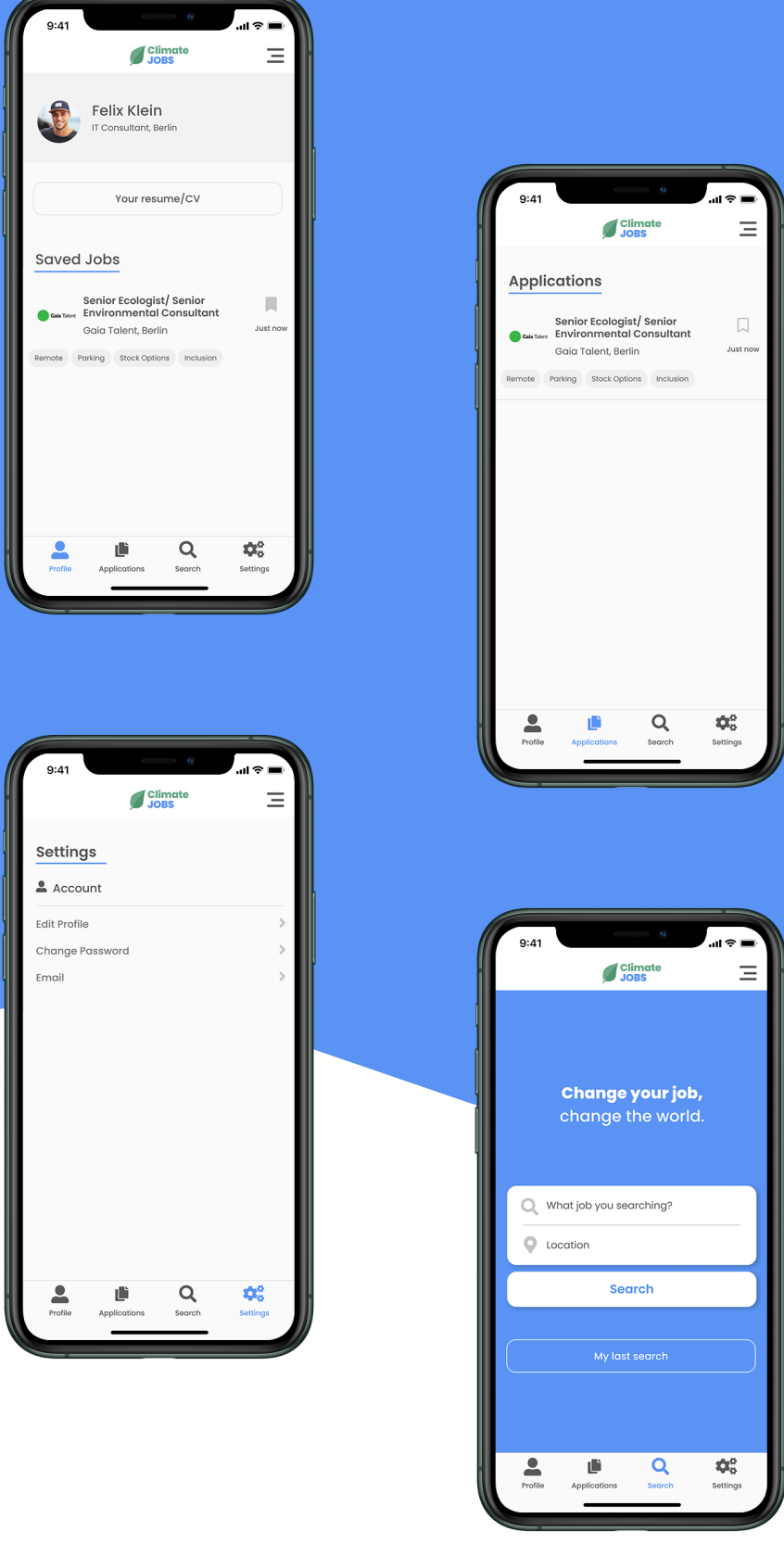Our interactive Prototype is designed with Figma
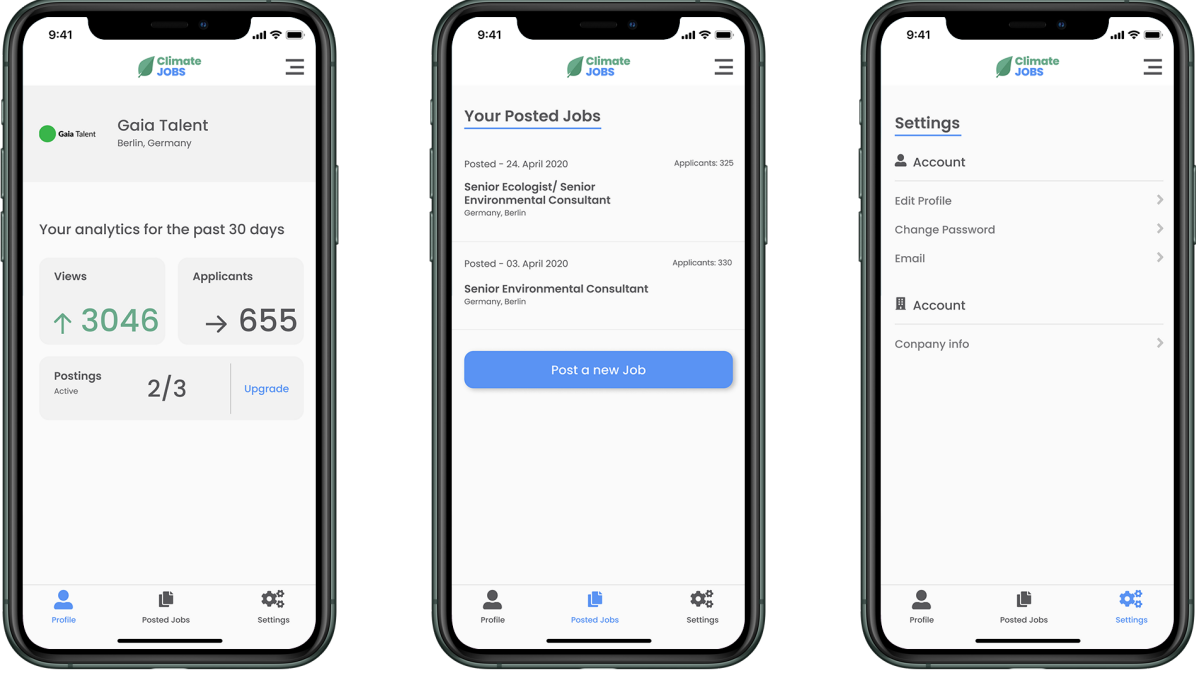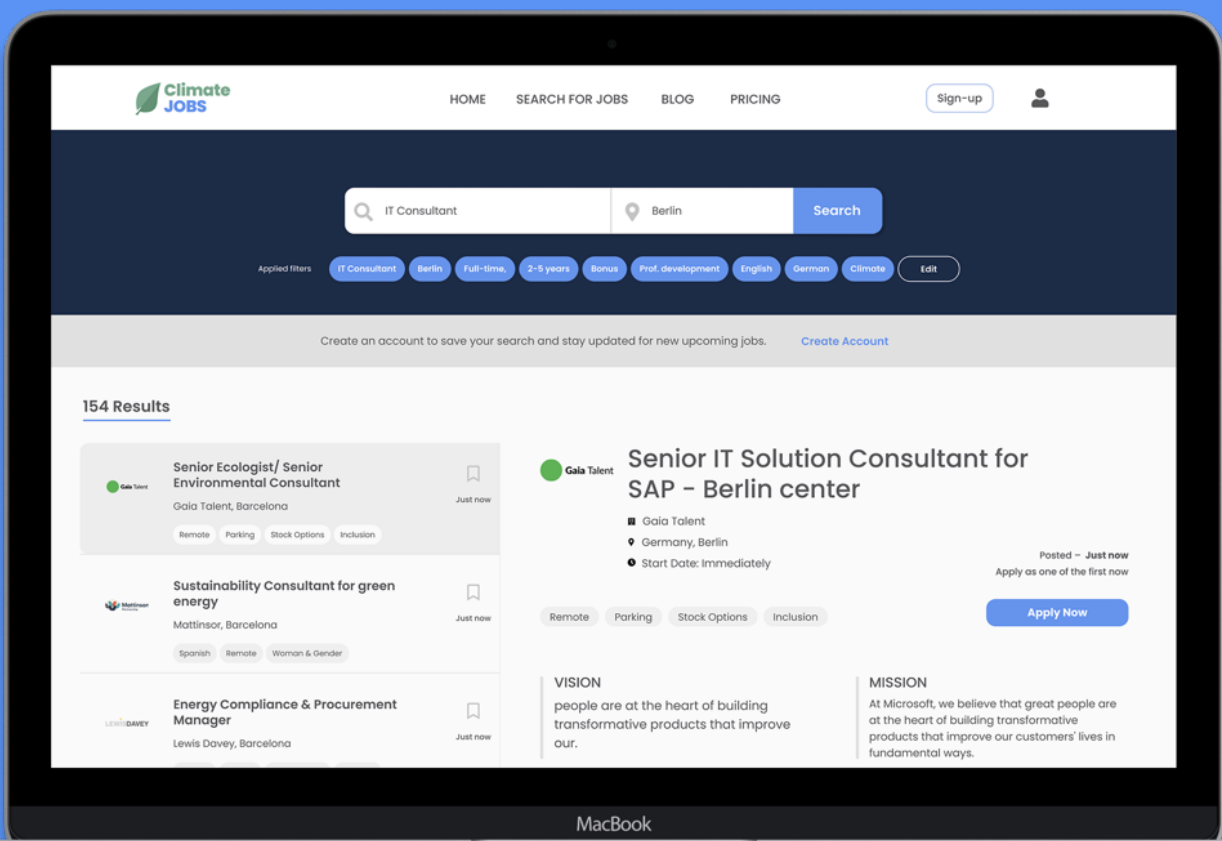
-> Go to prototype

Filter your Jobs

Apply for a Job

User Profile

HR Profile

Desktop - Search Results

Thank You