APPLICATION TRACKING SYSTEM

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A private cloud-based desktop application dedicated to headhunting. Functions include searching candidates, following their hiring process, communicating with clients and team management.

ROLES

- UX/UI Design
- HTML/CSS development
- Usability Testing

See HTML/JS prototype

See Wireframes, Screenshots and User Flows on Google Drive

CONTEXT

A Diverse User Base

International, but Japanese is the most represented nationality.

Age ranges from 30 to 60 years old.

Job experience ranges from none to 30 years.

Technical Limitations

All user groups will load the same UI.

Need to support window resizing to the screen half width (approx. Tablet size).

Wide desktop screens are the primary device, but notebooks are also heavily used.

Strong Industry Standards

HR tech has a long history. Experienced Users have potentially been exposed for 15y+.

DESIGN PRINCIPLES

1

User Performance First

UX is primarly targeted to experienced staff, who know HR jargon and processes.

In addition, it should provide instructions to first-time users, and access to advanced features to expert HR tech users.

- Designing for novice users first would cause others to underperform. Intermediate and expert users are the top billers of the company.
- Training and support are given in-house to entry-level staff.

2

Customizable Display

Default UI is based on western design standards, keeping in mind Japanese specifities.

UI should provide multiple views of the same content.

Users should be able to adjust the display.

- English is the business language within the company, but Japanese staff is an important group of users.
- The data and the way it needs to be displayed also depend on each user's role within the organization.

3

Responsiveness

UI should be designed to avoid scroll on large screens.

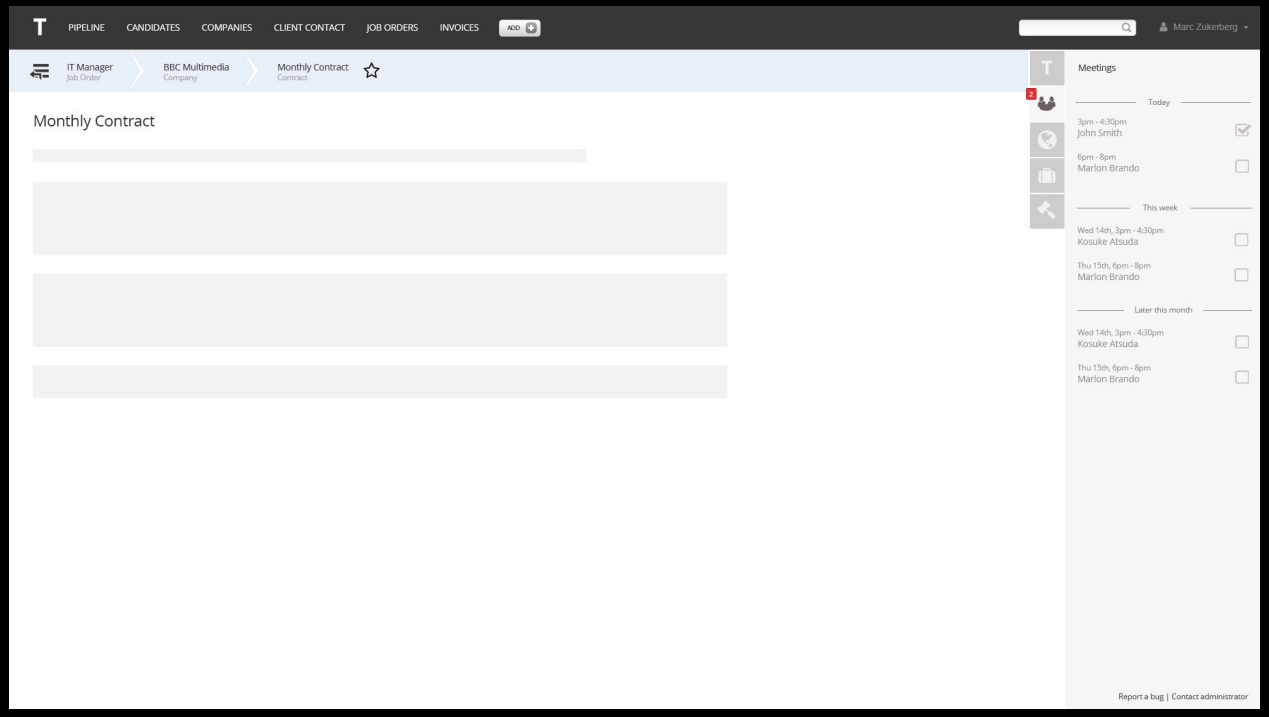
UI should remain usable on laptops, and when resizing the browser window half-width.

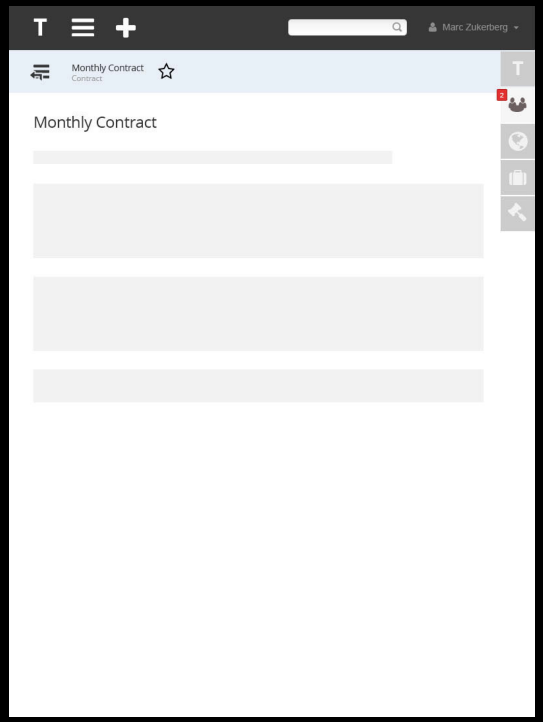
- Using the application full screen on large monitors is the most common.
- Scrolling to find information is identified by users as the main reason for frustration.
- Showing two applications on the same screen is often needed to compare and copy paste data.
- Laptops or notebooks are used during meetings only.

WIREFRAMES

We started by making wireframes for the entire application. I used this step to suggest layout evolutions and get approval from both the product owner and dev team lead of the project.

Responsiveness is thought to maximize the width of the main content area, which will contain customizable elements. Right sidebar will show the user's task list.





DESIGN PRINCIPLES IN ACTION

User Performance First 1

Typing a keyword + Enter shows a first list of results in seconds.

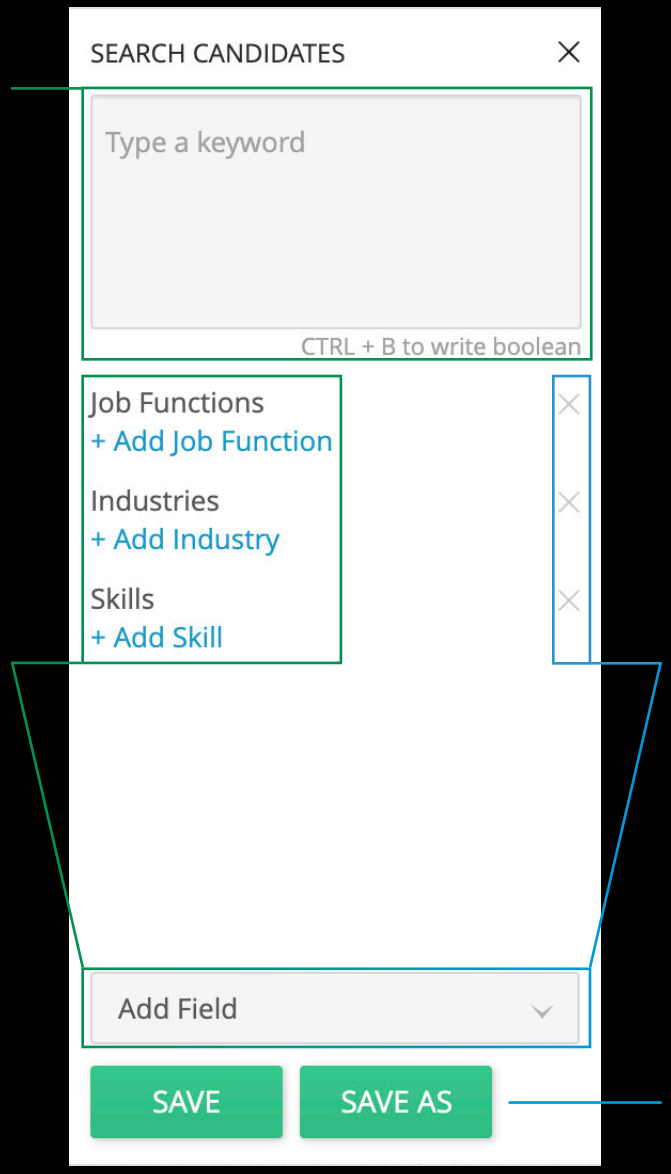
In addition, access to boolean search, a functionality used by few expert users only, is given through shortcut.

User Performance First 1

Most commonly used filters are made available in one click for quick use.

In addition, all fields are available to expert users from the bottom dropdown.

- Experienced staff don't need guidance. The behavior of a candidate search, when to use filters over keywords, is known.



- Headhunters are specialized in specific positions or industries. Each of them have a different set of filters that applies to most of his searches.

2 Customizable Display

Users can choose which filters are displayed by default for quick use.

2 Customizable Display

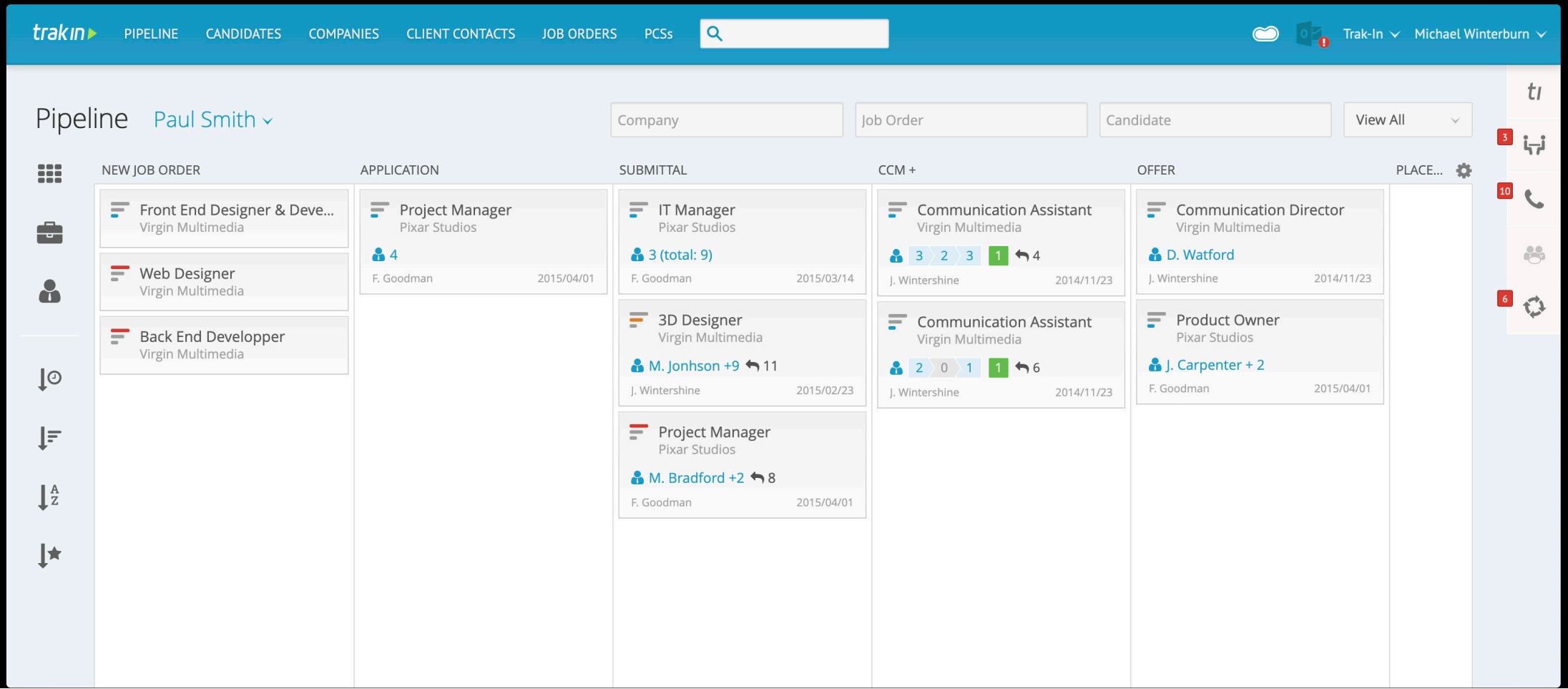
Users can set all search settings as default display for the search page, or create additional pages using these settings for later consultation.

USER INTERFACE DESIGN

The previous version uses Bootstrap as UI framework. The new User Interface should match the company brand image, look clean and professional.

Users are exposed to the interface multiple hours a day. I decide to keep it simple and avoid unnecessary visual distractions.

Example: Open positions a recruiter has to fill.



USER RESEARCH

Usability Testing

After releasing a first version of the app, we did a round of User Interviews and Usability Testing sessions.

We selected a panel of about 20 users having various roles, cultural background and experience; and asked them to perform a list of tasks while recording their screen.

- Some users showed us how they use other apps in combinaison with our system.
- Some users abroad performed on a screen size we did not expect.
- Some users managed to bypass the mandatory confirmation before a destructive action is taken.
- Japanese users showed us how Japanese standard UI would help them work faster.

User Survey

While the development team is located in Tokyo, the application is used across different countries in Asia by about 2000 users.

We decided to do a yearly survey to have a better understanding of user needs and avoid being biased by our proximity to Japanese users.

- Some users gave us good insights about similar applications to benchmark against.
- The features users wanted changed in priority were different than what we expected.
- Overall satisfaction note went from 2 to 3.5 out of 5 stars after redesign.

CONCLUSION

With such a diverse user base, it is impossible to find a solution that works for everyone.

By adding the possibility to customize the display on some pages and working closely with users when implementing new features, we managed to eliminate the main sources of frustration and improved overall user satisfaction.

I wish we could have compared user performance before and after redesign. It is not an easy thing to do as tasks performed in a Usability Testing environment still don't compare with real life scenarios.

User Research conducted has been particularly insightful as a designer.