Prentus

UX Strategy + Design Extension

Findings And Recommendations Report

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Meet The Team

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Project Overview

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The Challenge:

Prentus is not receiving enough employer engagement on their platform. As a result, two user groups (employers and employees) are not having their needs met

Research + Design Process:

Discovery Research > Synthesis of findings > Touchpoint strategy >

Wireframes > Interactive prototype > Usability test > Design iterations

Deliverables:

Interactive prototype, findings & recommendations report, presentation

Project Goals

Project Goals

Create a multi-touchpoint strategy map to guide designs that will:

1. Expand the pool of job seekers

2. Emphasize the value of the talent pool

3. Optimize the digital user experience

Create an interactive prototype with:

1. An enhanced version of candidate profiles

2. A feature and flow for the user to post a job opportunity

3. The process of searching for candidates

4. Methods of communication between employers and candidates

5. A gamification feature

Methodologies

Methodologies

- Cognitive Walkthrough
  - ATS Software
  - Prentus website
- Competitive Benchmarking
- Stakeholder Interview
- Directed Storytelling
- Multi-touchpoint Strategy Map
- Low Fidelity Wireframing

- High Fidelity Prototype
- Usability Testing
- Secondary Research
  - Onboarding Best Practices Research
  - Gamification
  - User Retention

Cognitive Walkthrough

Cognitive Walkthrough

Background: Conducted task-based usability inspection for Prentus' employer portal using the sandbox environment

Goal: Identifying aspects of the interface that could be challenging to new users.

Cognitive Walkthrough for Prentus (Employer Portal)

Evaluator :	Ia Xiong (Prime UX Designer/Researcher)	Browser or App :	Google Chrome
Device :	MacBook	Date :	3/23/2022
Link of app or website:	(Sandbox) app.prentus.co/version-test	Target User:	Employers, Recruiters

Tasks 1: Sign-up/Onboard

Action Steps — **Questions**

Steps to accomplish tasks	Will users understand how to start the task? Yes	No	Comments	Are the controls conspicuous? Yes	No	Comments	Will the user know that the control will execute the action that they want? Yes	No	Comments	Was there feedback to indicate you completed (or did not complete) the task? Yes	No	Comments
Open Browser	Yes			Yes			Yes			Yes		
Navigate to site	Yes			Yes			Yes			Yes		
Click Sign-up	Yes		Opportunity: Hover state for sign-up button	Yes		Button is simple and clear, can use a hover variation	Yes			Yes		
Sign-up as an Employer	Yes			Yes			Yes			Yes		
Enter account setup information	Yes		Opportunity: functionality to show inputted password; Increase security by having password requirements?; add progress indicator	Yes		All data input use clear concise plain language	Yes			Yes		
Create company profile	Yes			Yes		All data input use clear concise plain language	Yes			Yes		
Create search filter	Yes			Yes			Yes		Opportunity to re-phrase some of the language for the series of modal	Yes		
Connect with ATS		No	Did not connect with an ATS during cognitive walkthrough	Yes				No	Did not connect with an ATS during cognitive walkthrough		No	Did not connect with an ATS during cognitive walkthrough
Tour Search Board	Yes		There is a button, but there's no functionality	Yes			Yes				No	Opportunity: "Start the tour" button did not function as intended probably due to sandbox environment
Tour Interview Dashboard	Yes		There is a button, but there's no functionality	Yes			Yes				No	Opportunity: "Start the tour" button did not function as intended probably due to sandbox environment

Tasks 2: Connect and Interact with students

Action Steps — **Questions**

Write down below all steps in order to accomplish the task	Will users understand how to start the task? Yes	No	Comments	Are the controls conspicuous? Yes	No	Comments	Will the user know that the control will execute the action that they want? Yes	No	Comments	Was there feedback to indicate you completed (or did not complete) the task? Yes	No	Comments
Use Filter to find potential candidate	Yes		Opportunity: clear all filter button	Yes		Filter functions work, but more flexibility could be incorporated to clear search filters	Yes			Yes		
Add to Favorite	Yes			Yes			Yes			Yes		
Request interview with candidate	Yes			Yes			Yes			Yes		It is great that the candidate is flagged as "requested" if they were favorited
Schedule Interview with candidate	Yes		Opportunity: candidate cannot respond	Yes			Yes			Yes		
Schedule an Interview		No	Could not complete this task since candidate could not respond	Yes		Could not complete this task since candidate could not respond		No	Could not complete this task since candidate could not respond		No	Could not complete this task since candidate could not respond
Send offer to candidate	Yes			Yes			Yes			Yes		

Opportunity -
- student cannot respond to interview requests
- the employer is unable to send reminders through the system to the student after X number of days
- when candidate rejects the interview, where does it go?

Cognitive Walkthrough

Task 1: Sign-Up

Key Findings:

- Great feedback elements for field input
- The sign-up flow was a little confusing towards the end with the search setup

Recommendation:

- Allow users to create saved searches on the landing page as part of the onboarding tour

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Cognitive Walkthrough

Task 2: Interact

Key Findings:

- Opportunity to add or modify some UI elements
- Lack of notification or reminders on both employer and jobseeker portal

Recommendation:

- Develop a design system with proper button hover state, focused state, pressed state, etc.
- Create consistent push notification

Competitive Benchmarking

Competitive Benchmarking (Methodology)

Our team conducted an **audit of comparable/inspirational platforms** to build context around conventions and opportunity areas in the problem space we would be working in.

We looked at **5 websites** focused on **jobseekers/hiring and information related to available tech bootcamps**.

Additionally, we compared aspects of **3 applicant tracking systems** to guage how they differentiate from one another and from the types of platforms listed above.

Hiring + Bootcamp Platforms

Applicant Tracking Systems

Competitive Benchmarking (Key Insights)

Key Insights:

- Goal of connecting new tech talent with tech roles

- Consistent, engaging branding throughout

- Customizable tools related to:

  - posting, searching, tracking, communication

- Consistent abilities

Hiring + Bootcamp Platforms

Applicant Tracking Systems

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Directed Storytelling

Directed Storytelling (Methodology)

- 3 participants were interviewed using a prewritten script, which adhered to **directed storytelling** protocol

- The interviews lasted approximately **30 minutes**

- The interviews were **moderated** and took place **remotely** via Zoom

Directed Storytelling (Goals)

1. Identify details about the **user group**

2. Discover what type of information the user group looks for in **applicants**

3. Understand the user group's **hiring process** from start to finish, including order of operations

4. Uncover the user group's impressions of applicants who are recent **bootcamp graduates**

5. Identify the user group's preferred **digital platforms** and how they interact with them

6. Uncover the user group's **pain points and values** in reference to digital products that aid their hiring processes

Directed Storytelling (Participants)

Participant 1 has **3.5 years of experience in the tech industry and as a recruiter.**

They typically seek to fill **engineering positions.**
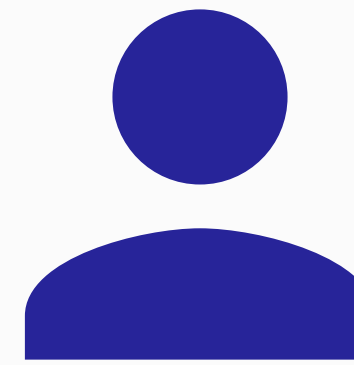
Participant 2 has been involved in **hiring decisions for 4 years.** They typically seek to fill positions for **mid level or mid/senior level designers.** They usually work for **smaller companies** building teams from scratch and they also teaches design.
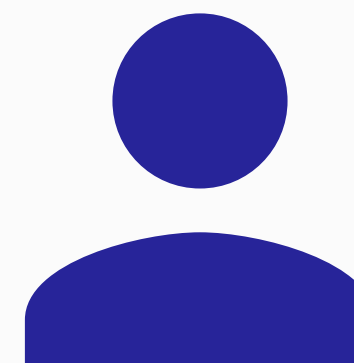
Participant 3 has been involved in the **tech industry for 10 years,** has been involved in **hiring decisions for 4 years,** and typically seeks to fill **engineering positions of all levels**, product managers, and quality assurance positions. They currently seek to hire for a **start-up environment.**

Directed Storytelling (Key Insights)

Key Insights:

1. Users need to **review candidates quickly**

2. Users want applicants to have a **strong online presence**

3. When reviewing candidates, users want to see **specific skills** rather than broad skills or a generalized description

4. **Soft skills** are often a deciding factor in hiring decisions

5. Users want to see a candidate's **professional activity** continue **after bootcamp graduation**

Secondary Research - Onboarding Practices

Onboarding Best Practices Research

Key Insights:

- Keep sign up short

- Allow third party logins

- Spread longer onboarding forms across multiple screens.

- Keep it short and simple

- Provide calls to action

- Say thank you

- Allow importing of data and third party integrations

Welcoming Message Best Practices Research

Key Insights:

- Confirm sign up was successful with webpage redirect to confirmation page and email and/or text.

- Thank users for signing up

- Include options for   to unsubscribe or limit email updates from the platform.

Message from the founder of the platform to establish credibility.

- Consider including demo video

- Include Customer Testimonials

- Demostrate the benefits: Sell benefits not features. Tell users how they benefit, not about the tool that is helping.

Customer Retention Research

Key Insights:

- Share Values

- Survey current users

- Communicate often, generate excitement

- Don't sell, educate

- Exceptional customer service

- Delight users with surprises of generosity and reciprocity

Secondary Research - Gamification

Gamification

What Is It?

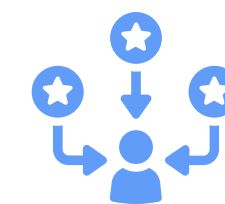Application of digital game mechanics/elements into non-gaming contexts.

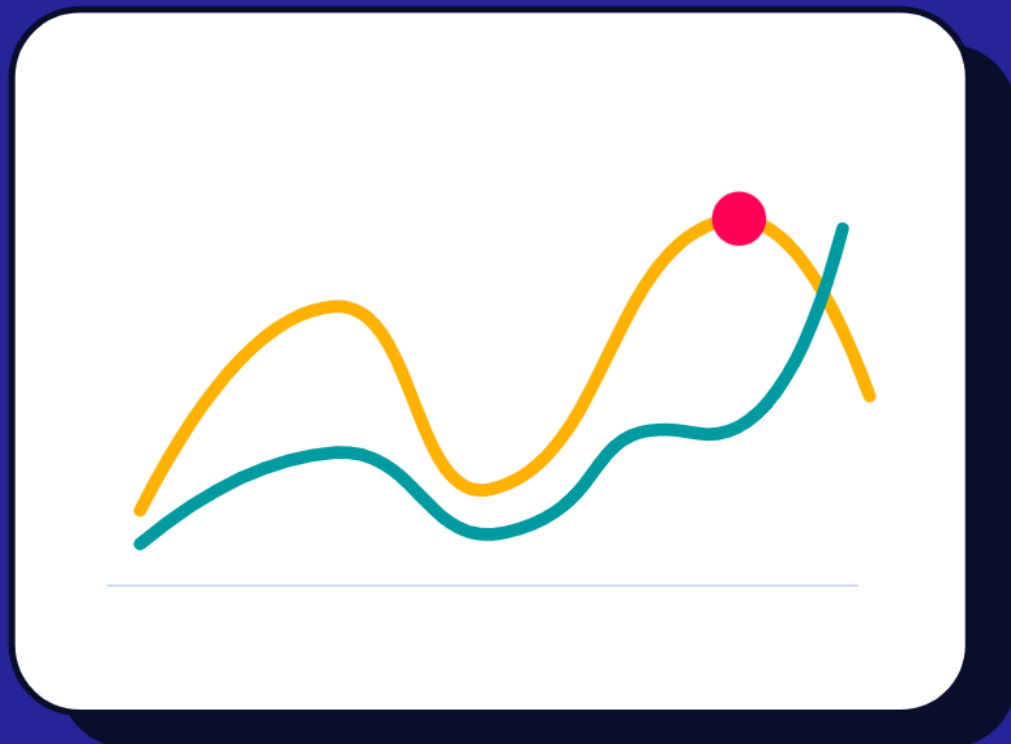## Game Mechanics

Avatars

Progress Bar

Points

Leaderboards

Badges

Gamification

Why Is It Important?

Effective and fun way of encouraging the participation of target audiences.

"Disengaged Employees Cost US Companies More Than A Half-Trillion Dollar Every Year"

- Finances Online

89% Of Employees Said They Were Happier And More Productive When Exposed To Gamification.

Gamification

Understanding Human Motivation

- The **Four-Drive Theory** is one way to understand human motivation In order to design an effective gamified experience.

Four-Drive Theory

Acquire

Bond

Learn

Defend

https://hbswk.hbs.edu/archive/driven-the-four-drives-underlying-our-human-nature-driven-how-human-nature-shapes-organizations

Gamification

Four-Drive Theory

Acquire

Acquire

What is the drive to acquire?

- Humans desire to acquire material posessions, attain a position, or be awarded a status

Why is it important?

- Can lead to increased performance

Things to consider

- Can lead to detrimental competition
- Balance unhealthy competition through bond.

Gamification

Four-Drive Theory

Acquire   **Bond**

Bond

What is the drive to bond?

- Humans need to find and engage in mutual interations with others.

Why is it important?

- Extensive research revealed that people are more inclined to bond with other individuals who share similar views and demographics.
- Bonds are generally healthy and result in workers supporting each other.

Gamification

Four-Drive Theory

Acquire **Bond**

Learn

Learn

What is the drive to learn?

- Workplaces that foster curiosity and provide opportunities to explore are ideal for satisfying the drive to learn.

Why is it important?

- When people have a better understanding of their role and what it means to contribute to the greater goal of an organization, they will be more happy and more willing to take on challenges.

Things to consider

- Works great if coupled with the drive to bond.

Gamification

Four-Drive Theory

Acquire

Bond

Learn

Defend

Defend

What is the drive to defend?

- A threat to the organization, the group, or the individual can trigger the drive to defend.

Why is it important?

- People must feel assured and listened to if they feel aggrieved or abused.
- It is important for an organization to create an environment that minimizes or eliminates the source of these threats to avoid significant loss to a company.

Gamification

Badges

Why Badges?

- FUN!
- Visual affirmation of development and accomplishment
- Stimulate the will to progress, improve, and ultimately overcome challenges.
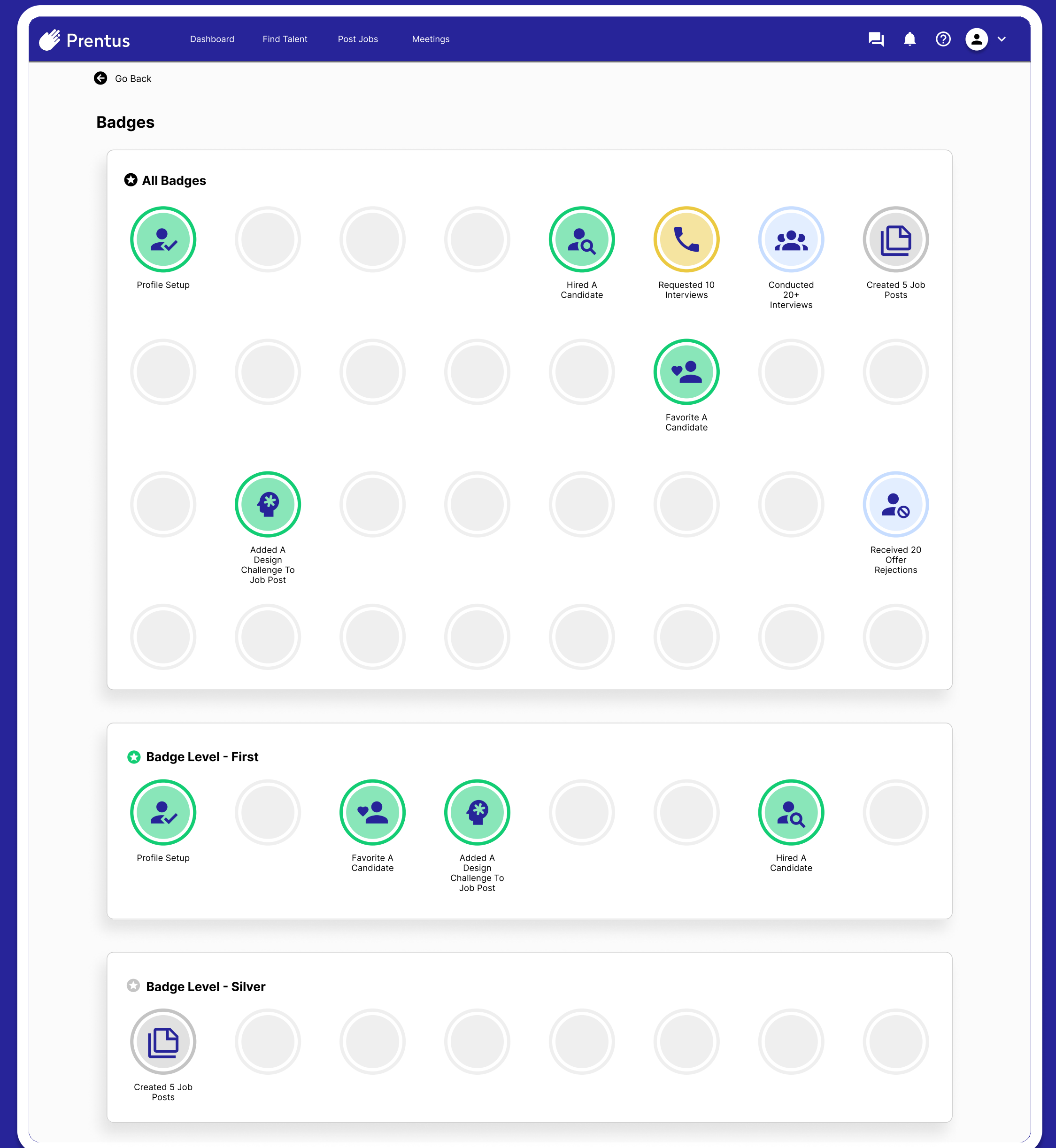- Can be tailored to fit the organizational needs
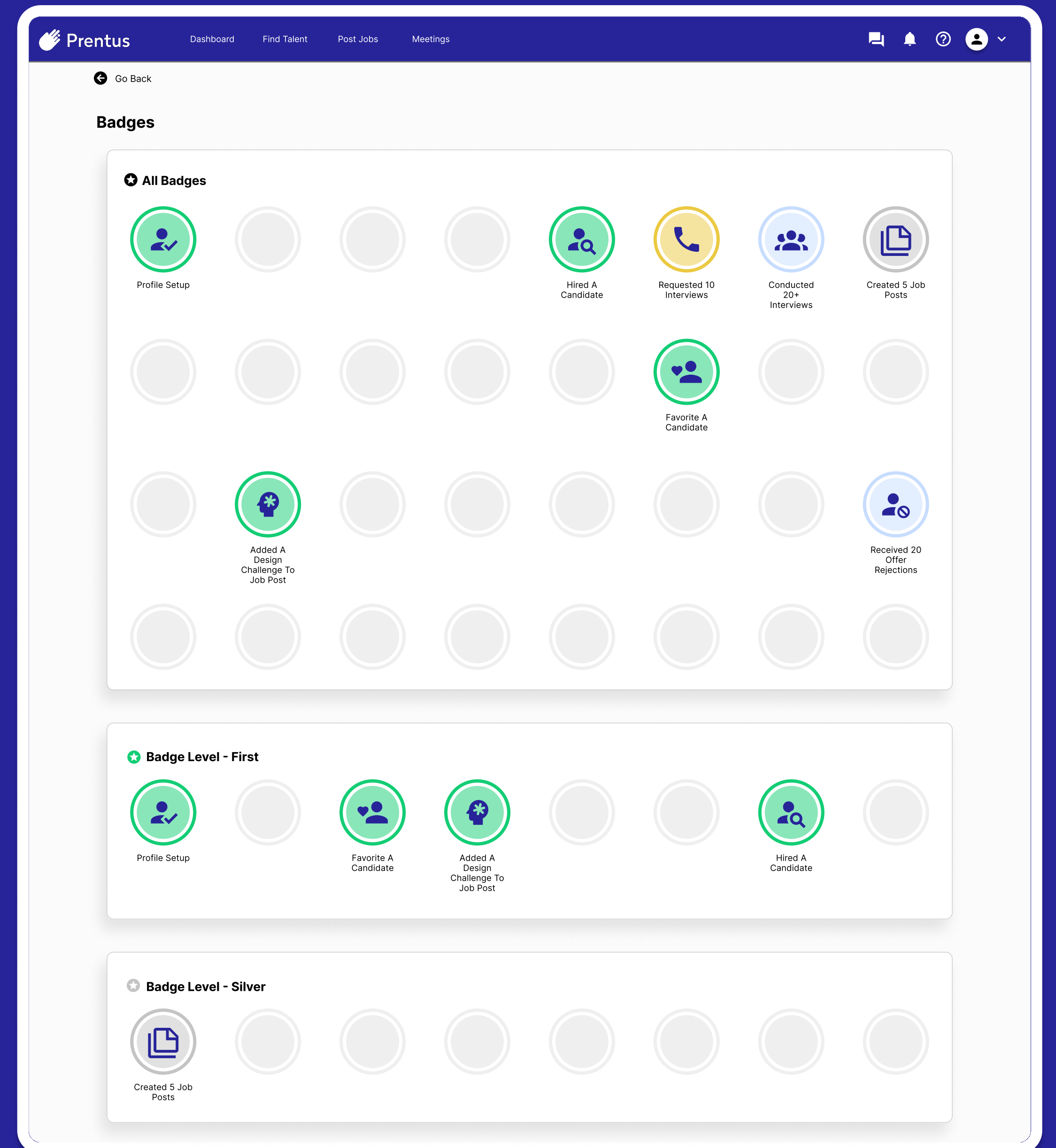
Gamification

Badges
User Insights

2 of 2 users expressed disinterest in the badge feature. They stated that they did not require incentives to do their job.
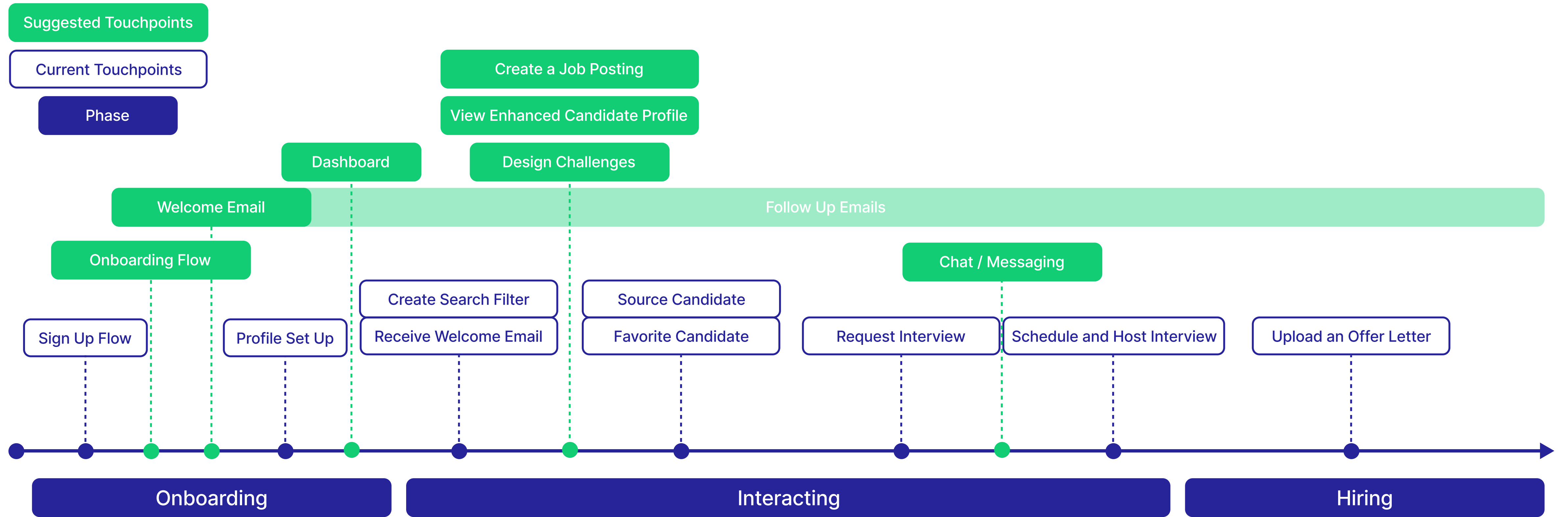
Recommendation: Conduct more research on gamification and user research to understand what motivates user.

"It gives me a short burst of dopamine, okay cool, but I don't really care about it after that." - User 2
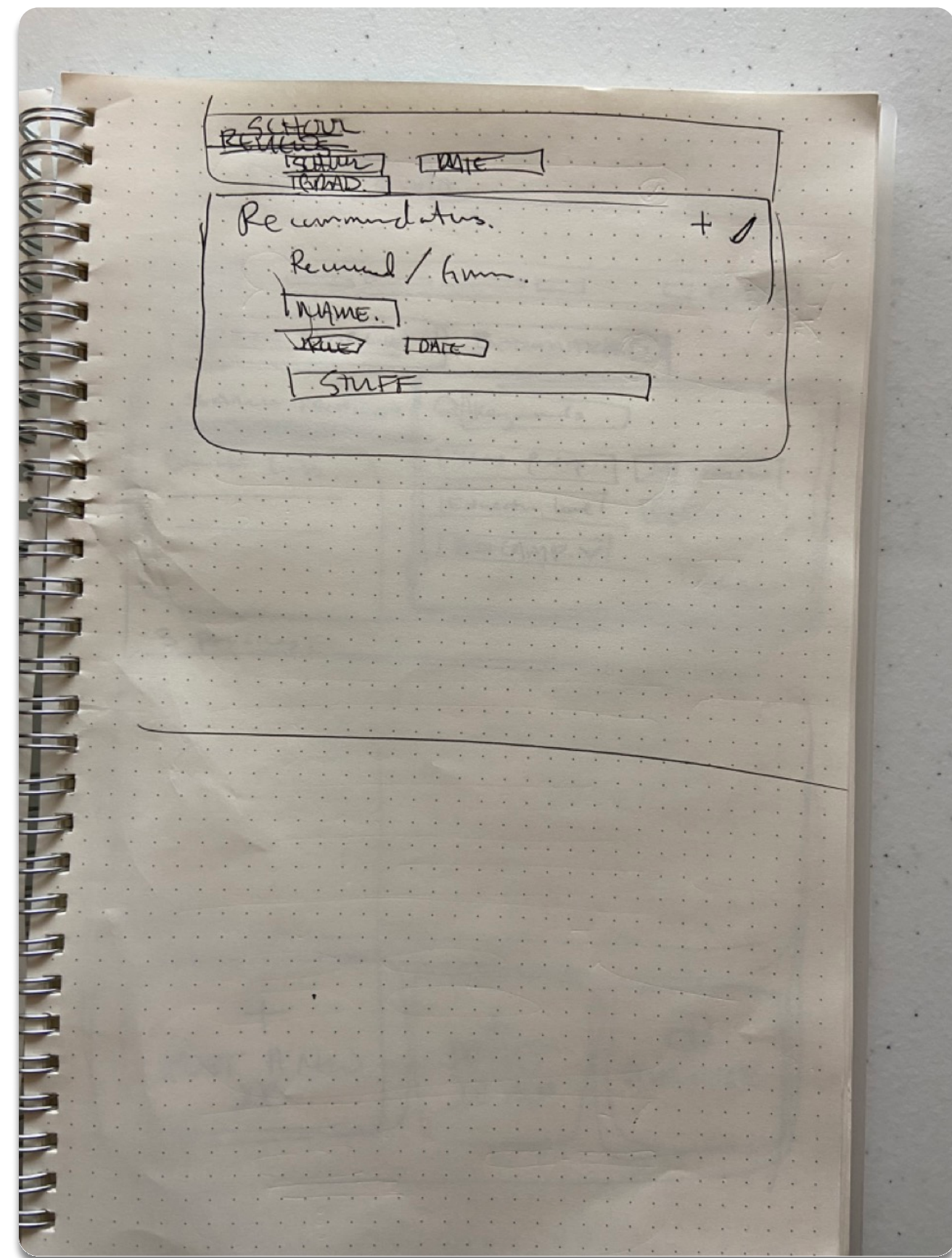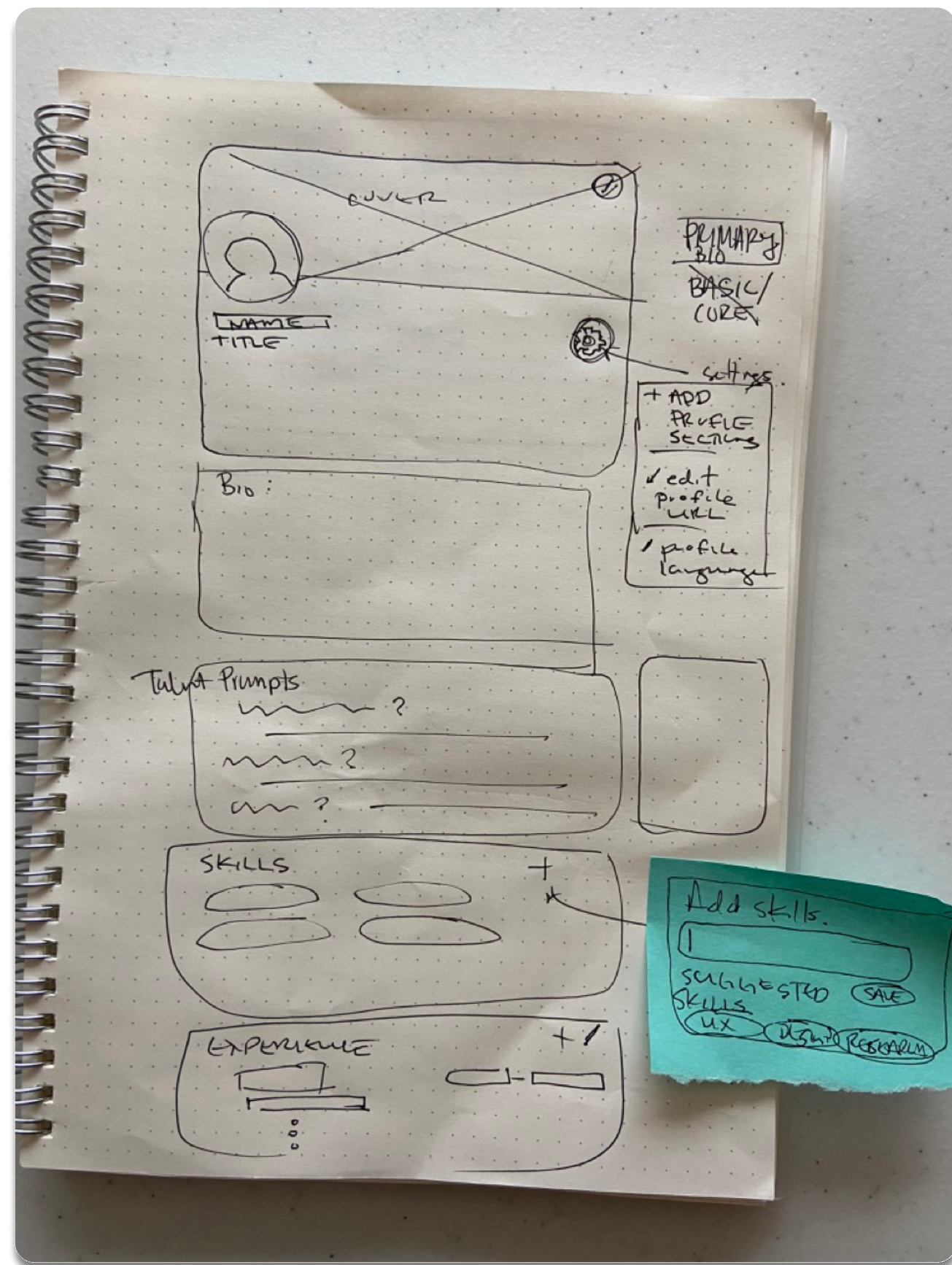
Multitouchpoint Strategy Map

Multitouchpoint Strategy Map

Suggested Touchpoints

Current Touchpoints

Phase

Create a Job Posting

View Enhanced Candidate Profile

Dashboard

Design Challenges

Welcome Email

Follow Up Emails

Onboarding Flow

Chat / Messaging

Create Search Filter

Source Candidate

Sign Up Flow

Profile Set Up

Receive Welcome Email

Favorite Candidate

Request Interview

Schedule and Host Interview

Upload an Offer Letter

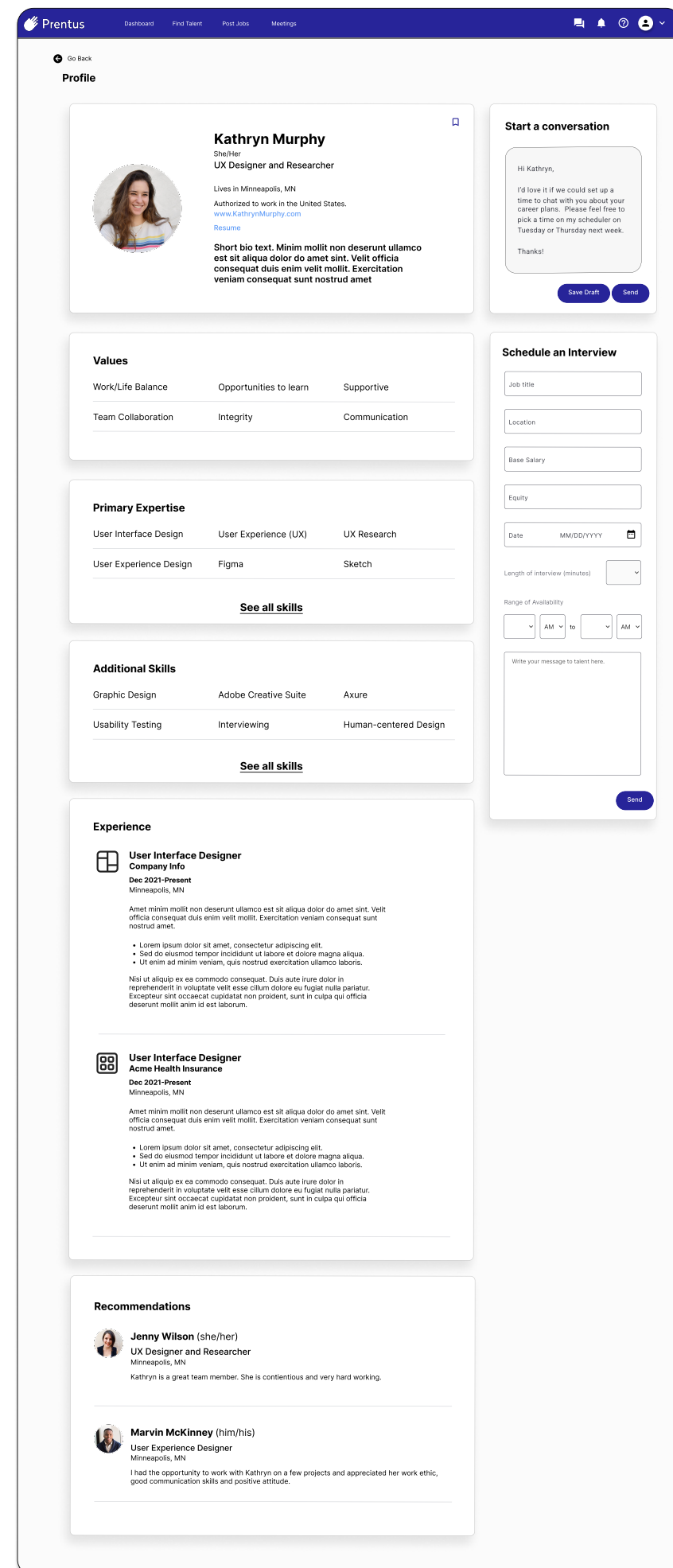**Onboarding**

Interacting

Hiring

Low Fidelity Wireframing

Low Fidelity Wireframing

High Fidelity Prototype

High Fidelity Wireframing
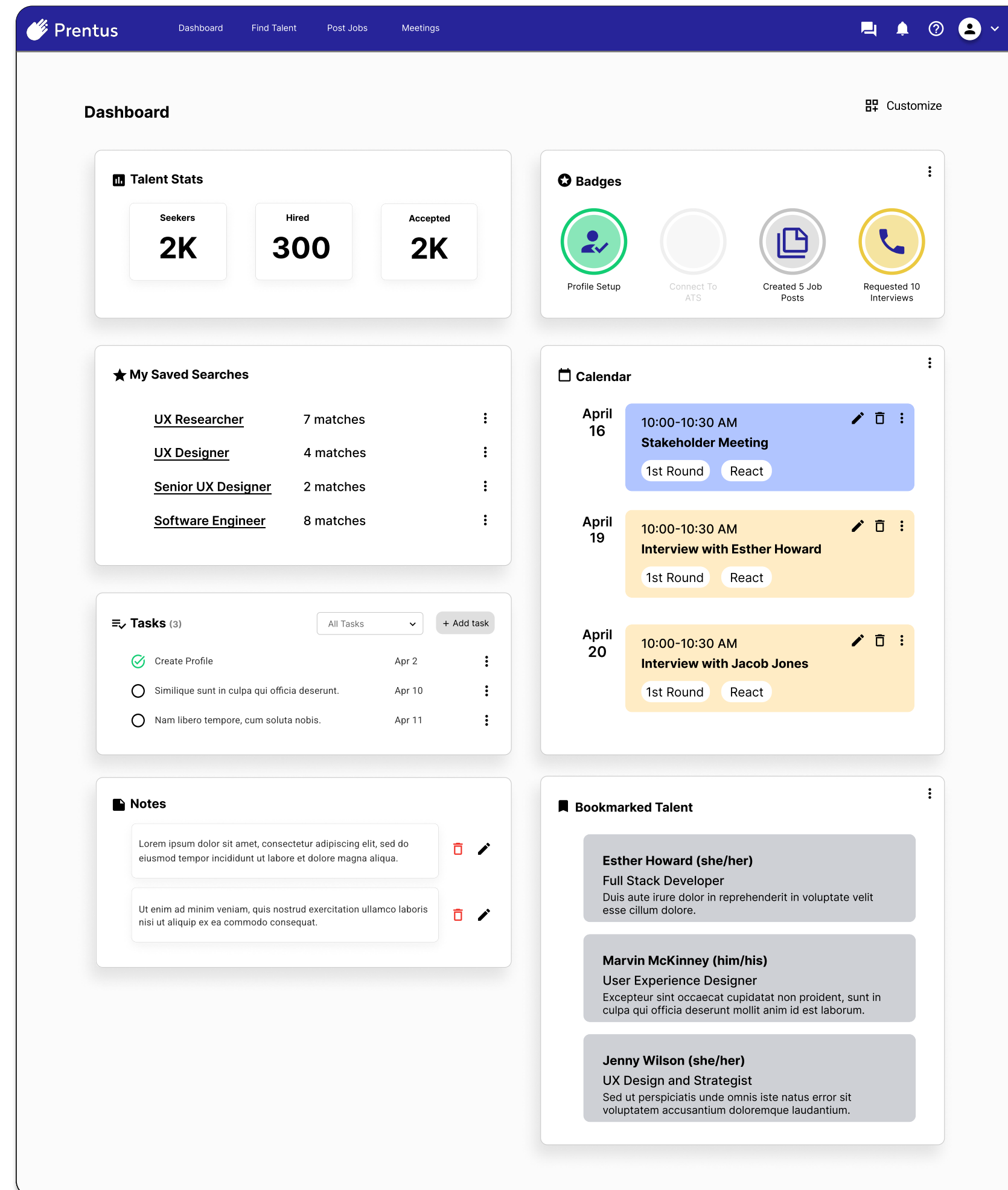
[Figma Prototype](#) used during user testing.

Usability Testing

Usability Testing (Methodology)

- 2 participants were interviewed using a prewritten script, which contained **think aloud usability testing** and **comparative testing** protocols

- The interviews lasted approximately **30 minutes**

- The interviews were **moderated** and took place **remotely** via Zoom

Usability Testing (Goals)

1. Evaluate the degree to which the product meets **the user group's needs,** particularly in reference to:

    a. Candidate profiles

    b. Gamification features

    c. Job posting user flow and content

    d. Candidate search capabilities

    e. Communication with candidates

2. Identify whether the product feels **intuitive to navigate and understand,** and pinpoint areas for improvement

3. Discover the user group's **first impressions** of the product

Usability Testing (Participants)

Participant 1 is a **Lead Product Designer** who has been involved in hiring decisions for **four months.** She does not often interview with tech bootcamp graduates.

Participant 2 is a **UX Designer** who has been in charge of formal hiring decisions for **a couple months,** but has previous experience in the area. He interviews junior tech bootcamp graduates about **once a week.**

Usability Testing (Key Findings)

Top Positive Findings:

1. Users appreciated the ability to **save drafts and templates of job postings.**

2. Users liked the presence of the **dashboard page,** and the ability to **customize it.**

3. Users found **search filters** helpful.

Top Constructive Findings:

1. Users expressed a need to leave notes as part of a larger **candidate tracking system.**

2. Users expressed interest in a **tool that makes scheduling easier.**

3. Users were unsure whether **text input fields** in the job posting modal were **required.**

Top Recommendations:

1. Build an **applicant tracking feature.**

2. Integrate the scheduling tool **Calendly** into the platform

3. **Indicate which fields are required** in the job posting modal.

Conclusion

Conclusion

Prentus has been doing amazing work with **jobseekers and schools/ bootcamps** up to this point, and there is an real opportunity to extend the experience for **hiring managers and recruiters**.

Throughout our entire research and design process, we aimed to keep the hiring manager/recruiter user group at the center of our efforts. We produced a set of **key findings and prototyped design concepts** that we feel will help improve their experience.

By increasing the perceived value of the talent pool through an **employer-facing dashboard, updated candidate profiles, and a streamlined onboarding process**, we are confident Prentus will see an increase engagement and retention on the platform.

Next Steps

Next Steps

1. **Iterate on the designs** to better suit user expectations, then conduct another round of user testing to gain more insights.

2. **Develop more gamification features** and test them with users.

3. **Build an applicant tracking feature** within the website.

Thank You

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