

UX Journey

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A UX visualization document that showcases the steps that a user takes in a process to accomplish a goal.



Create interfaces



User Experience Case Study: Research and Ideation

Problem statement

As ASU students and new graduates transition to their professional careers, some struggle to secure desired positions. This study aimed to investigate difficulties faced by ASU students and graduates during the job preparation and application process.

Identify the user groups

We had 12 Arizona State University students and alumni participate in this study. To ensure a well-rounded understanding of job preparation and application challenges, we aimed to research with participants across program types, graduation status, and fields of interest.

1. Sample Size: 12
2. Eligibility Criteria
 - a. Program Type (Graduate, Undergraduate)
 - b. Graduation status (Current student, Recent graduate)
 - c. Program/field of interest
3. Recruitment Channels
 - a. LinkedIn
 - b. Slack
 - c. ASU Email
 - d. Word of mouth (contacting fellow peers or alumni)

Research Methods

User Interviews: To better understand the job transitions for ASU students and alumni, we needed to dig deeper than just surface-level information. Surveys and questionnaires can provide initial data, but they may not capture the individual experiences of each student. By conducting interviews, we explored each participant's journey in detail, asked specific questions, and gained valuable insights into their thought processes, challenges, and successes. This approach allowed us to develop a clear understanding of each participant's unique challenges and strategies, ultimately providing a comprehensive understanding of their job preparation and application experiences.

Think-aloud Inquiry: Think-aloud inquiries revealed important information about the process. Unlike traditional interviews, think-aloud inquiries encourage users to verbalize their thoughts as they engage with job search platforms, review job descriptions, and navigate application systems. By doing so, we gained access to more in-depth information. These could be subconscious actions, concerns, and the reasons behind their actions. This approach allowed us to understand more about our users.

Results & Findings

For this presentation we decided to focus on the networking aspect of the job search process of Arizona State University students and recent graduates.

- 10/12 people reach out to recruiters or support contacts attached to the job posting.
 - 4 out of those are through LinkedIn.

In job posting assessment, participants valued

- Company culture
- Employee treatment
- Visa sponsorship opportunities
- Salary
- Location
- Skill alignment

With job preparation, participants emphasized the importance of:

- networking
- enhancing their portfolios and resumes,
- refining interview skills, and
- mentally preparing for rejections.

To gather more job post information, strategies participants utilized were

- Messaging through LinkedIn
- Connecting via company websites
- Contacting company members via email or phone
- Reaching out to recruiters or HR personnel.
- However, one participant highlighted occasional difficulties in finding contact information for companies.

Ideation Workshop

Presented here is **one** of our member's design and solution: **PhoenixNet**. The Phoenix App is designed to be a casual and networking platform that aims to connect ASU students and alumni to the industry professionals and companies on a low-stakes, yet highly rewarding app. By integrating professional networking with a fun and low-key game-like environment, provides a rel fun way to create connections with users intended industry communities everywhere.

Features:

- **Home screen:** depict customizable avatar and current skills
- **Mail:** easy-to-access messaging to and from company pros
- **Message boards:** forums to ask and answer job-related questions
- **Companies/guilds:** Organized groups filled with company members active to talk to users about questions and advice, along with an events tab where companies can put out to users future job related and network related events they are in charge of
- **Job board:** a simple and easy to see available jobs, those in similar positions in the company, and easy-to-apply applications
- **Merchant:** a young merchant whom the user can buy cosmetic items to express themselves via coins from asking and answering questions from others

Design Reasoning:

- "Networking! That has helped me in the past, especially people seeing your resumes and applications. A lot of the time you might not even get an email back when applying, which can stop people from applying. Reaching out to recruiters and networking just so you can hear a little about the position and if you qualify can help a lot." - Participant

From the user data, I detailed stories that focused on the user's journey in users whose goals were to look for connections in specific companies or general industries to talk to and gain advice from. From there, I utilized it to design specific areas in my sketches. I determined then that a home tab and company network tab that is easily accessible and straightforward would be a good way for users to interact with the interface. To determine if these were well chosen design choices, in the future user testing through usability could be utilized to determine which features to include or exclude from KPIs as well as qualitative reactions from the users themselves.