

# Content strategy & experience design: Job search engine

## CLIENT

Umbrella Pages

## PROJECT SUMMARY

- Included extensive search criteria to effectively tailor results
- Put the most important information up front in email alerts

## TIMELINE & TEAM

- 4 weeks
- I was the sole strategist and designer

## RESULTS

- Mid-fidelity prototype of web and app experiences
- Mockup of email alerts





## Problem

In my experience of looking for UX roles, I was incredibly overwhelmed by my inbox. I was receiving so many email alerts each day, frustrated by the irrelevance of the majority of the job postings.

How could job alerts be tailored to provide only relevant results to job hunters?

## Product overview

Umbrella Pages is a job search engine for web and mobile.

It pulls listings from existing job search engines and emails them to job hunters with the most important information up front and easy to scan.

# I completed this 4-week project from research through prototype and user testing.

## WEEK 1

### RESEARCH & DISCOVERY

Reviewed **my own job search emails** and posted an **online survey** to find common pain points for job hunters.

Did **competitive analysis** of 5 job search engines to see how they allow users to tailor their email alerts.

## WEEKS 2-3

### CONTENT STRATEGY

**Established and organized search criteria**, as well as pertinent information to include in email alerts.

### EXPERIENCE DESIGN

Using Adobe XD, **created wireframes and a mid-fidelity prototype** for web and mobile versions, and the email alerts.

## WEEK 4

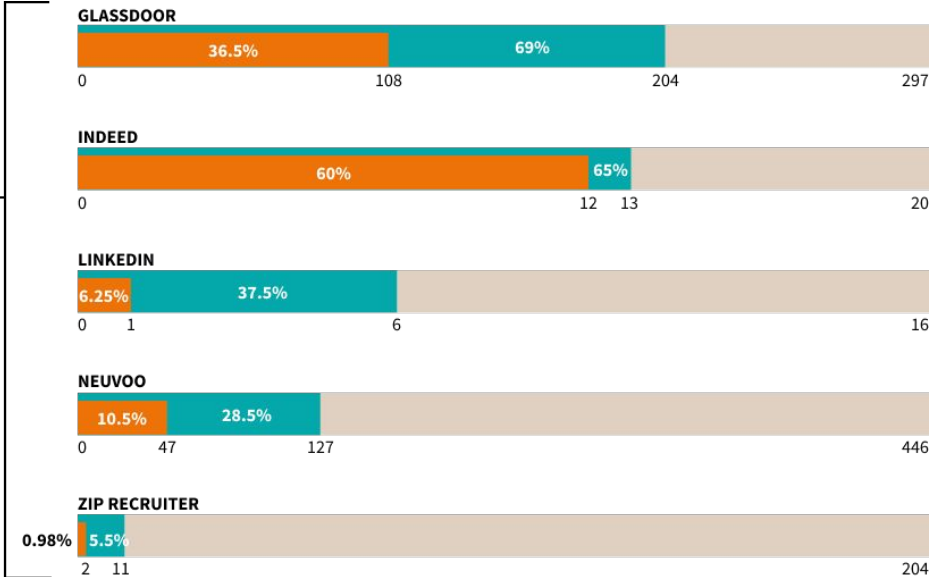
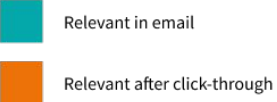
### PROTOTYPE, TESTING, & ITERATION

Conducted **usability testing with 4 participants** to confirm if the product was user-friendly, contained an optimal amount of search criteria, and was logically organized.

**Updated the prototype** with clarifying language and additional search criteria.

# 36.5% of listings seemed relevant based off of the email, and only 17% were relevant after clicking through to the job description.

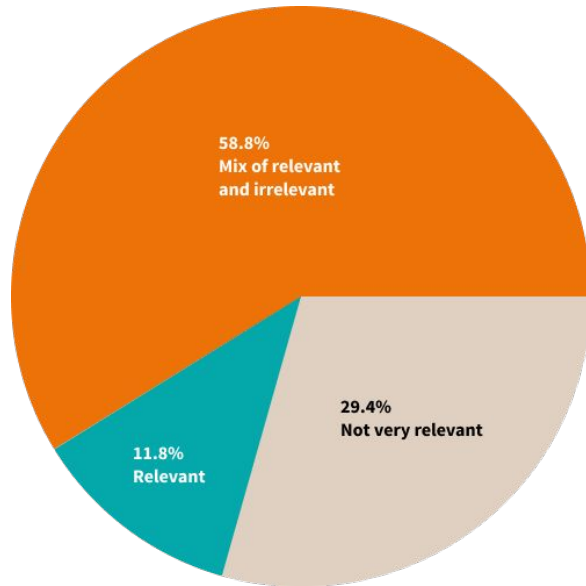
Over a 7-day period, using 5 job search engines with alerts for 4 cities, I received 10-16 emails per day with a total of **989 postings**.



**The platforms with the most relevant jobs had detailed searching and filtering.** However, there were still frustrating usability issues.

SEARCH ENGINE	PROS	CONS
Glassdoor	<ul style="list-style-type: none"><li>• Lots of search filters/preferences</li><li>• Location-based salaries</li></ul>	<ul style="list-style-type: none"><li>• Could hide jobs but they appeared in the next email</li></ul>
Indeed	<ul style="list-style-type: none"><li>• Lots of search filters/preferences</li></ul>	<ul style="list-style-type: none"><li>• Forced me to create job alerts after applying to any position</li><li>• Could only add one email alert manually</li></ul>
LinkedIn	<ul style="list-style-type: none"><li>• Lots of search filters/preferences</li></ul>	<ul style="list-style-type: none"><li>• Mismatch between experience level in years vs words (e.g. entry-level = 8+ years)</li></ul>
Neuvoo	<ul style="list-style-type: none"><li>• Could create multiple email alerts</li></ul>	<ul style="list-style-type: none"><li>• Unintuitive title/keyword search</li><li>• Unclear why you could add jobs to “favorites”</li></ul>
Zip Recruiter	<ul style="list-style-type: none"><li>• Automatically sends email alerts based on input or site activity</li></ul>	<ul style="list-style-type: none"><li>• Could only receive email alerts for one location</li></ul>

A survey of 17 people showed that job hunters want to be able to **customize** their email alerts; there is **no one-size-fits-all**.



*How relevant job hunters find their email alerts*

#### **SIMILARITIES**

- Want lots of search options, including salary ranges and remote work
- Want to be able to change their settings easily
- Like the “quick apply” option

#### **DIFFERENCES**

- Daily vs weekly emails
- Time of day they receive emails
- Number of jobs per email
- How old the listings are

## Umbrella Pages: The Kayak of job hunting



**Search engine:** Umbrella Pages pulls job postings from existing job search engines.



**Easily scannable emails:** Postings are emailed to job hunters, displaying the most essential information up front.



**No public profiles:** Because the user would be applying through other websites, no need to create and update a public profile.

*Ideal user flow*

Set up email alerts



Wait for emails



See only relevant jobs



Apply to jobs

**I established search criteria** and organized them into three categories. I also determined the information to include in the email alerts.

**SEARCH CATEGORIES****JOB**

- Titles
- Keyword search
- Experience level
- Location
- Position type
- Salary range

**EMAILS**

- Frequency
- Time of day
- Age of post

**COMPANY**

- Industry
- Company size

**JOB POST INFORMATION****EMAIL ALERTS**

- Job title
- Company name
- Salary
- Location
- Remote vs hybrid vs on site
- Experience level
- When job was posted

Several unique features allow the user to **fine-tune their search** as much as they like and control **when and how many email alerts** they receive.

**OPTIONS INCLUDED**

**Search Details:** Include or exclude certain words or phrases (keyword and Boolean search).

**Location:** Can select remote, hybrid, or on-site.

**Experience Level:** Can specify in words and/or years.

**Email Preferences:** Specify days and times to receive email alerts.

**OPTIONS NOT INCLUDED**

**Quick Apply:** This product only sends email alerts; the user cannot apply through Umbrella Pages.

**Emails from professionals in field:** How would we get contact information? Possible future update.

I created **wireframes and prototypes** for the **web and app versions** of the product, as well as a mockup of an **email alert**.

The web version was a single page with search preferences sectioned out for easy scanning.

**Umbrella Pages**

PREFERENCES Profile

### Job Preferences

**Job Titles**  
 +

**Experience Level**  
 0-2 years  Entry-level  
 2-4 years  Junior  
 4-7 years  Associate  
 7+ years  Senior/Lead

**Position Type**  
 Full-time  
 Part-time  
 Contract  
 Internship  
 Temporary

**Locations**  
 + Distance   Remote  
 Willing to relocate

**Salary Range**  
From  To (optional)  Per Year

**Search Details**  
Posting must include:  +  
E.g. "manager", "entry-level"  
Posting does not include:  +

### Company Preferences

**Industry**

**Size**

### Email Preferences

**Frequency**  
 Daily  
 Weekly  
 Specific Days  
 Monday  
 Tuesday  
 Wednesday  
 Thursday  
 Friday  
 Saturday  
 Sunday

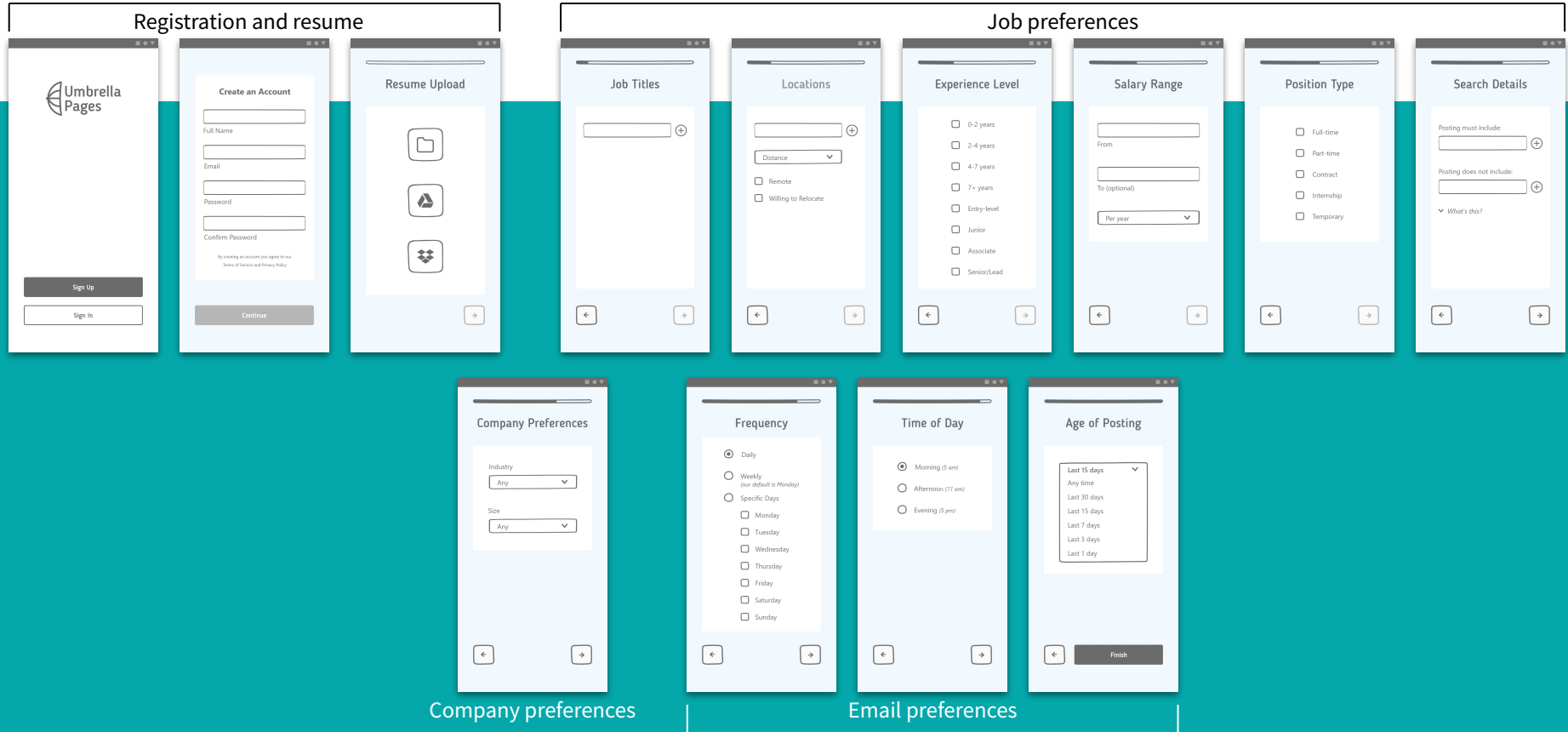
**Time of Day**  
 Morning (5 am)  
 Afternoon (11 am)  
 Evening (5 pm)

**Age of Posting**  
 Last 15 days

**Save**

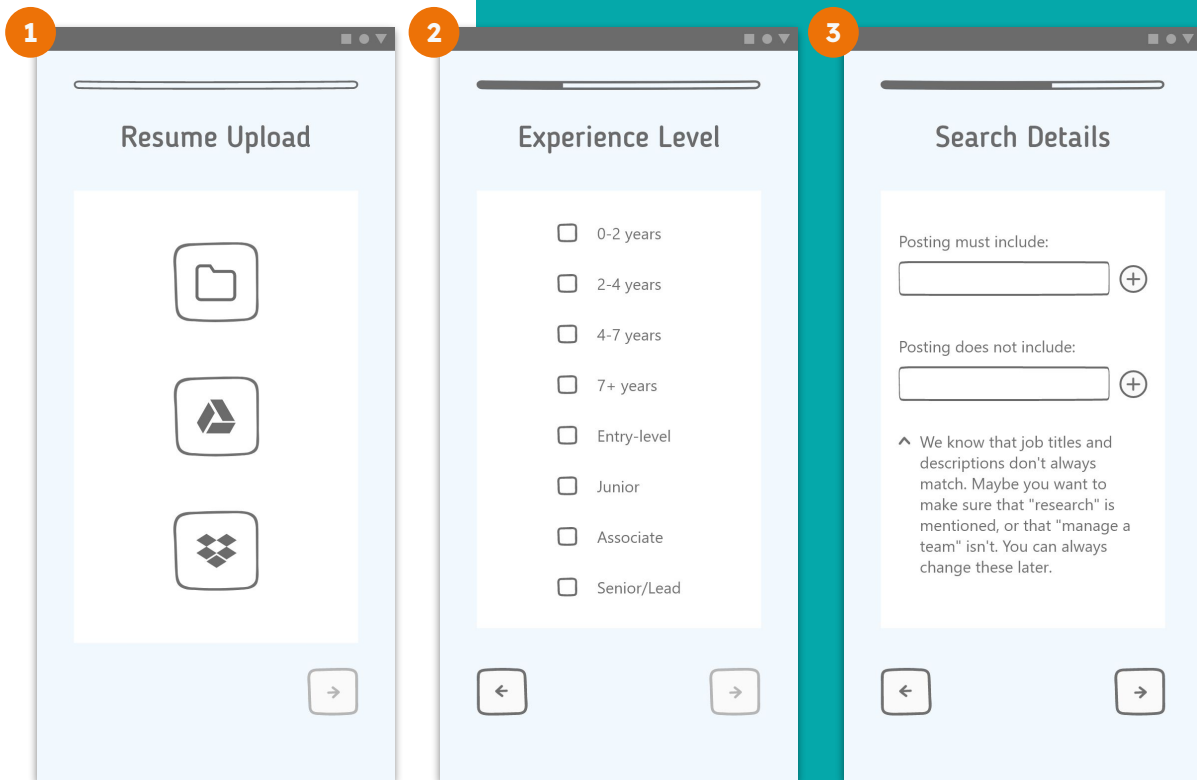
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The app used a single step per screen to make the registration process smoother.



## The numerous search options ensured **only relevant results.**

- 1 Multiple ways to upload resume
- 2 Different job listings may note experience desired in years or words
- 3 Advanced keyword search explained



Default options for Email Preferences were determined from common responses in the online survey.

## Email Preferences

### Frequency

- Daily
- Weekly
- Specific Days
  - Monday
  - Tuesday
  - Wednesday
  - Thursday
  - Friday
  - Saturday
  - Sunday

### Time of Day

- Morning (5 am)
- Afternoon (11 am)
- Evening (5 pm)

### Age of Posting

Last 15 days ▼

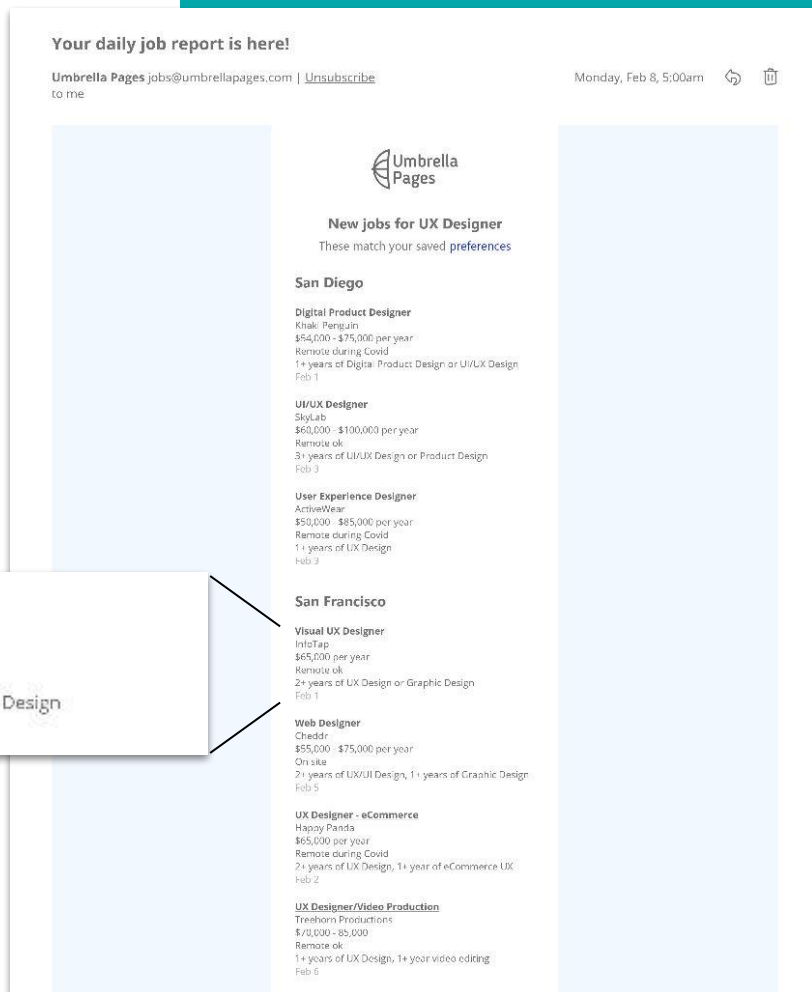
Save

**Essential information was pulled from job descriptions and displayed up front, making it easier to scan the email alert.**

Users searching in multiple cities would receive one email separated by location.

Job title  
Company name  
Salary range  
Remote vs hybrid vs on site  
Experience level  
Date posted

**Visual UX Designer**  
IntoTap  
\$65,000 per year  
Remote ok  
2+ years of UX Design or Graphic Design  
Feb 1



User testing with 4 participants showed that while the product was **user-friendly** and provided a good amount of search criteria, some parts needed **clarification and additional guidance**.

“

I love how many options there are! It sounds like this would cut down on all the useless jobs I usually see in my email.

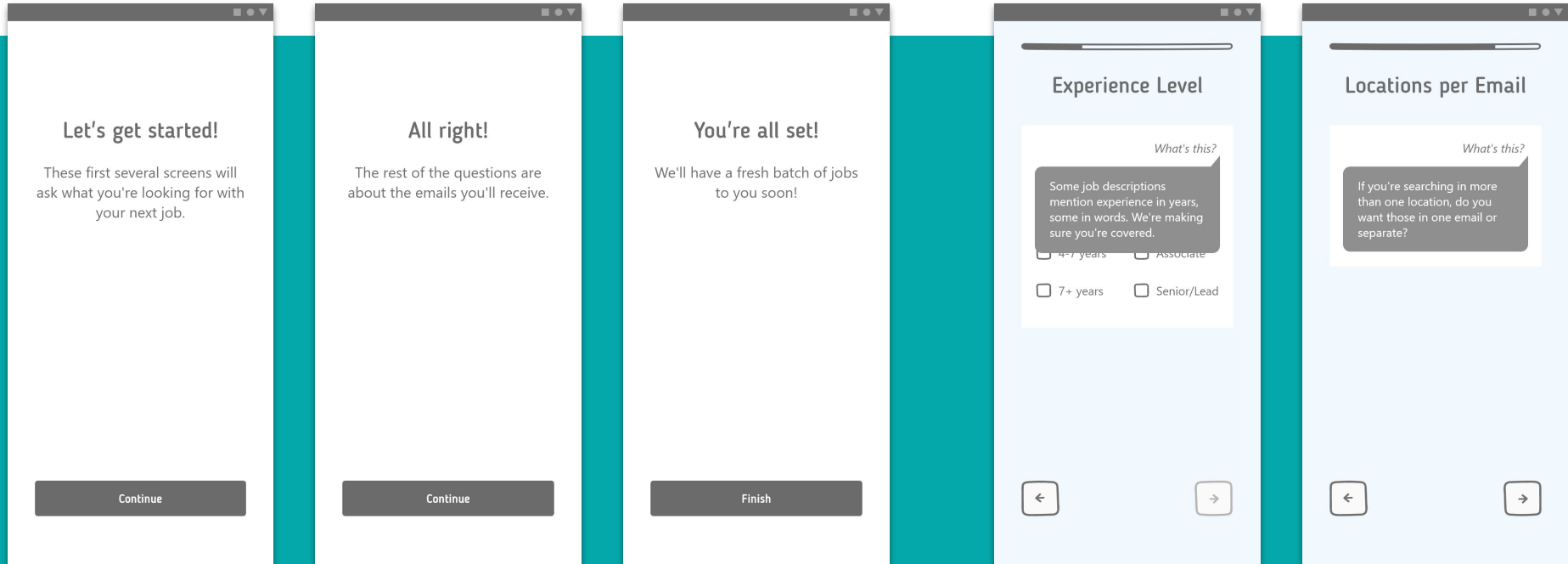
- Usability testing participant

“

The web version and emails are very well-organized and easy to use - the app needs more of that.

- Usability testing participant

## I added **clarifying language and additional explanations** for some of the search options in the app and web versions.

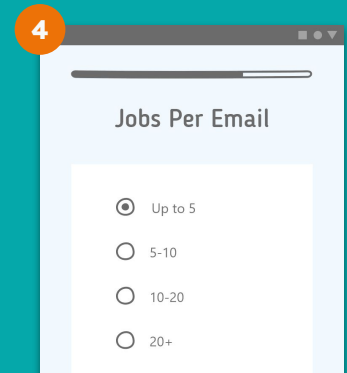
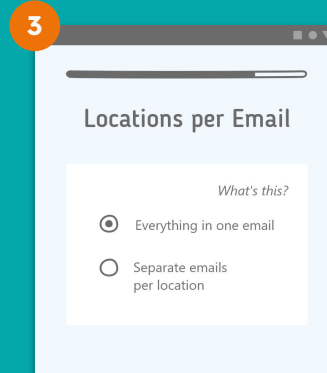
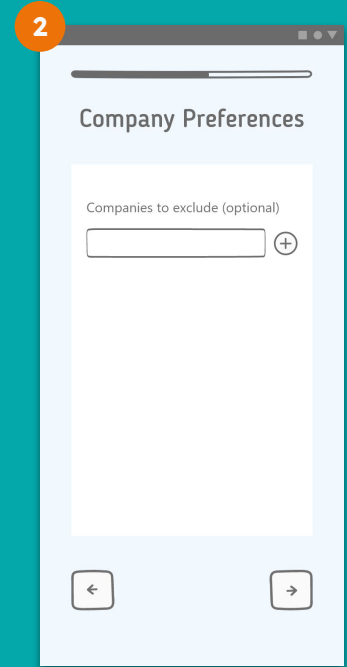
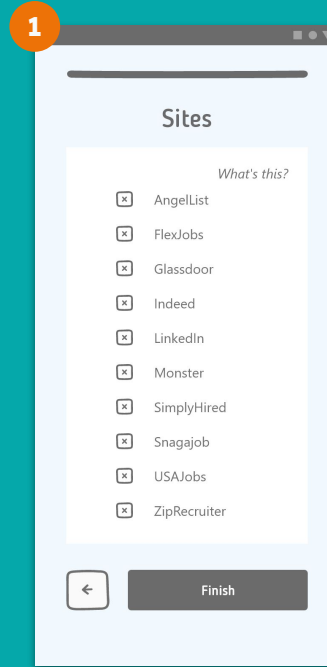


Screens introducing each section let the user know where they are in the process and what is being asked of them.

Some search options needed more explanation.

**Participants actually wanted even more options! I added four and removed one - no need to upload a resume if users are applying through other websites.**

- 1 Users could **remove search engines** they don't want results from
- 2 Added an option to **exclude companies** from search
- 3 Allowed users to choose if they want jobs from **multiple locations in the same email**
- 4 Letting users specify the **number of jobs per email** would reduce cognitive overload



## **Umbrella Pages was a user-friendly and efficient tool but needed additional guidance.**

### **KEY OUTCOMES & RESULTS**

- The final product was mid-fidelity prototypes of the web and mobile versions of the product, and of email alerts.
- Umbrella Pages came across as clean and easy to use with a decent amount of search options, but needed some clarification and additional options.

### **WHAT I LEARNED**

- Don't be afraid of adding clarifying language - things aren't always self-explanatory.
- Don't include things just because they're included in similar products. Closely examine if each part of the process gets the user to their goal.