

Siyuan Teng | Turnaround Design Assignment | IBM

Analysis (1.5hour) | personas | main tasks analysis | sitemap (not IA) analysis

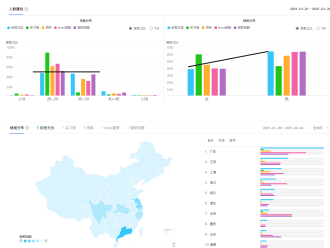
Synthesis (1.hour) | heuristic evaluation for usability problems | add-on features

Deliverables (1.5hours) | new IA | pages with visual design | streamlined interactions

Note | If I need to do throughout design, all stakeholders should be considered, such as users, web administrators, and companies/ recruiters. Given the limited time, I prefer to choose a user-friendly website based on the largest group.

Analysis | Personas - Main task analysis

#1 Quickly defined demographics by Baidu Index




Competitors | 实习僧, boss直聘, 智联招聘, linkedin
Similarities | The main age group is between 20-39 years old.
Differences | 20-29 & 30-39 age groups have a similar scale.

Insights

- 51job pays attention to **more age groups** (students, middle-aged people, elites).
- There are obviously more male users than females.
- Users are mainly located in first-tier cities in the south part of China.

#2 Generated 3 personas based on secondary research




JOE, 22
New Grad
Business strategy
Guangzhou

Motivation | Looks for entry-level internships/jobs in famous companies in different cities. **Learning opportunities and mentor guidance are influencers.**

Frustration | It is difficult to match perfectly and remember the positions when shotgunning resumes. Also, he gradually aware talking with alumni to get internal referrals is quite helpful.

Behavior | Submitting resumes online, participating in job fairs offline, and consulting with alumni.




ANN, 26
junior-level
Consultancy
Shanghai

Motivation | Searches for job-hopping opportunities, hopes to find a more matching position and company. **Location, salary, and working environment are influencers.**

Frustration | Always no reply after submitting resumes, needs time to access to diverse high-quality opportunities. The location is very demanding, generally do not want to change the city.

Behavior | Before leaving current company, she needs to get an offer and check everything to achieve a seamless connection.



BOB, 34
Administrator
Chengdu

Motivation | Wants to change the working environment, hoping to break through his career ceiling. **Location, corporate culture, industry are influencers.**

Frustration | out of current research scope.

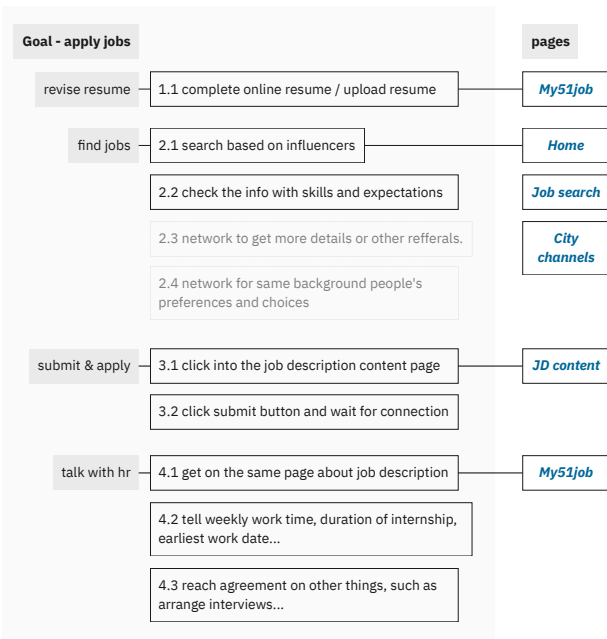
Behavior | Browses info in the platform and talks to previous partners or other contacts on WeChat frequently to get more detailed information.

Insights

- If 51job wants to provide services to user groups of multiple ages with diverse job needs, **helping users save time looking for opportunities, improving job and skills matching, and helping people network** are three key factors that can be improved.

#3 Main task analysis

Priority for using 51job 1.find jobs and connect with hr 2. browse career news 3. learning workplace tips



Insights

- I can redesign these pages: my51job, homepage, (find jobs, regional channel), Job description content.
- It's better to provide add-on value/function: network/connection/alumni reference/competencies ranking.
- It's urgent to optimize entire application process, especially to help save users' time to communication with hr.

Synthesis | Heuristic evaluation

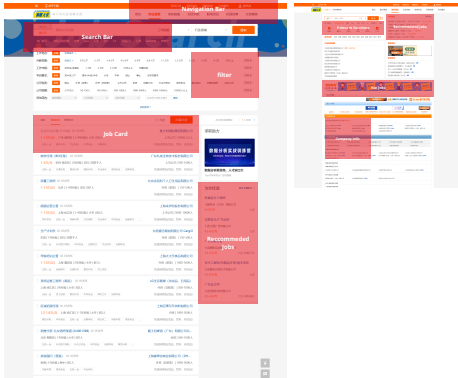
#1 Home / Job Search / City Channels



Insights

- Home is the integration of page information from other entries in the navigation bar.
- A good feature is that you can see the user's **application status** next to the search bar.
- Card UI style, but the **visual hierarchy** is not clear, and the different content modules and navigation have poor **correspondence**.
- Some information does not belong to any modules of content, causing **confusion**.

#2 Job Search / City Channels



Insights

- Job Search/City Channel page info is **highly overlapping**, and can be integrated.
- The jobs list is presented in the form of cards, but the important information is not prominent and **highlighted enough**.
- There are some **unnecessary/irrelevant info**, with poor conversion rate.

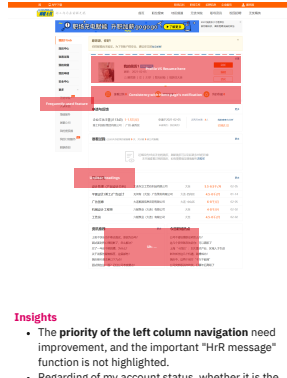
#3 Job description Content



Insights

- The interface information is tidy, with clear levels, and no improvement is needed.
- The one-click job application **CTA button** is lack of **confirmation steps**, easy to click by accident.
- The features of **collection and competitiveness analysis** are too tiny.
- There are missing parts (about **add-on feature**), which can improve efficiency.

#4 My 51job



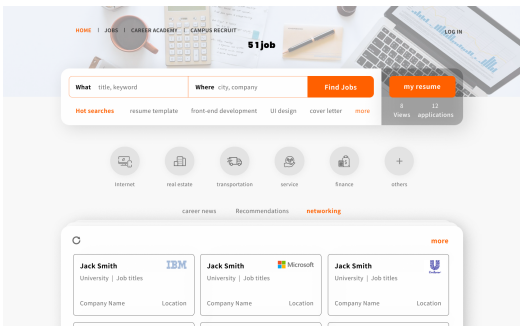
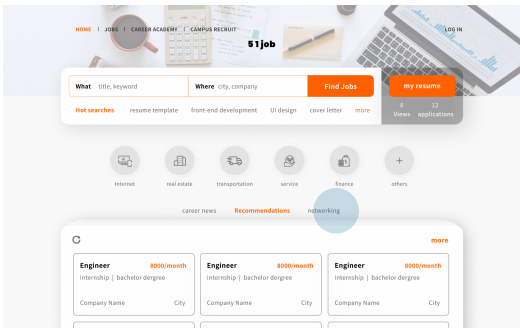
Insights

- The **priority of the left column navigation** need improvement, and the important "HrR message" function is not highlighted.
- Regarding of my account status, whether it is the **status of my resume** or the status of my profile, there is confusion.
- The headings of the entire web are **inconsistent**.

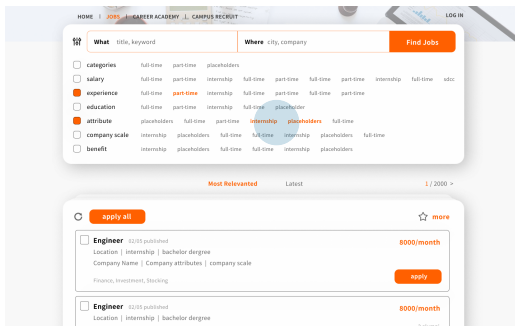
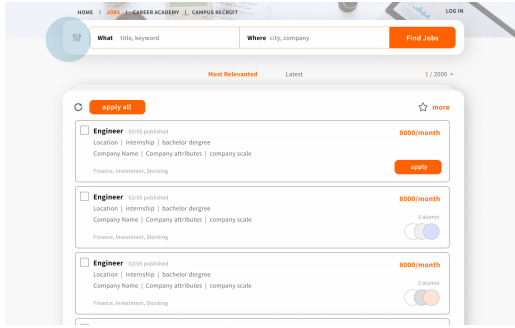
Deliverables | New sitemap(not IA) - Pages with visual design - Rough interactive prototype

- If you are interested in my prototype, you can see this Figma link at :
<https://www.figma.com/file/7p9Xql7sxAeCEc0ig3101o/IBM-assignment?node-id=0%3A1>

#1 HOME



#2 Job Search



#3 Job Content

