

Code Career Guide

Drew Bae

Project overview



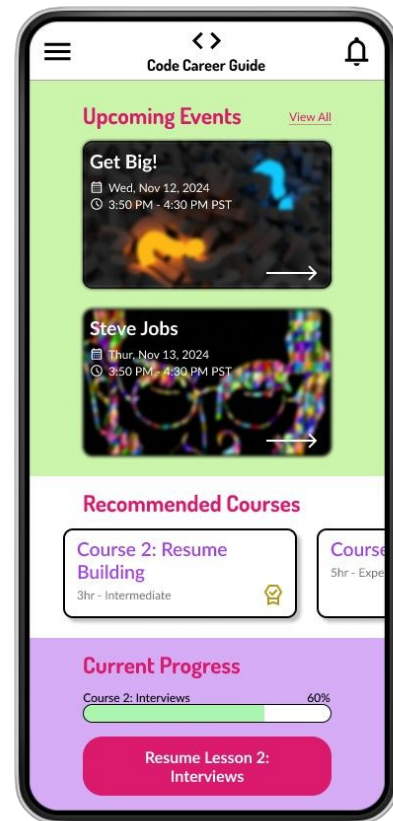
The product:

Code Career Guide is tailored for recent Computer Science graduates, offering targeted events and lessons to expedite their job search and career launch.



Project duration:

December 2023 - January 2024



Project overview



The problem:

Upon graduation, numerous college graduates discover that they are not as prepared as anticipated and subsequently find themselves without the resources once readily available during their college years.



The goal:

The goal of this app is to empower recent graduates by providing them with a comprehensive array of resources, strategically curated to support and facilitate the initial stages of their career journey.

Project overview



My role:

Lead UX Designer & UX Researcher



Responsibilities:

- User Research
- Wireframing
- Prototyping
- Information Architecture Creation
- Usability Studies

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



Through interviews and empathy mapping, I discovered that many recent computer science graduates experienced anxieties and feelings of inadequacy in pursuing their career goals.

Initially attributing this to a lack of online resources, further research uncovered a myriad of challenges, including a desire for non-traditional career paths without clear guidance. This deeper insight prompted a shift in design thinking, leading to solutions that addressed a broader range of graduate concerns. The user research journey refined initial assumptions and guided a more holistic and user-centric design approach.

User research: pain points

1

Anxiety

Job interview anxiety can lead to mistakes for graduates. Designs will focus on user-friendly features for interview preparation to boost confidence and reduce stress.

2

Networking

Limited networking opportunities during college hinder graduates. Designs will prioritize intuitive networking features to bridge this gap and enhance professional opportunities.

3

Freelancing

Freelancing graduates lack guidance. Designs aim for user-friendly features, providing resources and support for their unique needs.

4

Experience

Limited experience is a challenge for graduates. Designs will emphasize features to showcase skills effectively, empowering users to build compelling professional profiles.

Persona: Jordan Carter

Problem statement:

Jordan Carter, a recent college graduate, seeks guidance on initiating a freelancing career due to a scarcity of online resources.



Jordan Carter

Age: 22

Education: BS in CS

Hometown: California State

Family: 1 younger brother

Occupation: New Grad

"I don't want to get stuck into a strict 9-5 job."

Goals

- Find different career paths that are less traditional.

Frustrations

- The only options and resources seem to point to a single career path. Jordan wants to find if there is more to offer.

Jordan has always taken care of himself. He was the founder and president of his club and captain of the tennis team. Jordan doesn't the traditional path of working a 9 to 5, instead he wants to freelance and be his own boss. The problem with that is that there are limited resources out there for less traditional career paths.

User journey map

Matthew's user journey map emphasized the need for an app with events and networking lessons, showcasing the potential to enhance user experiences through increased networking opportunities.

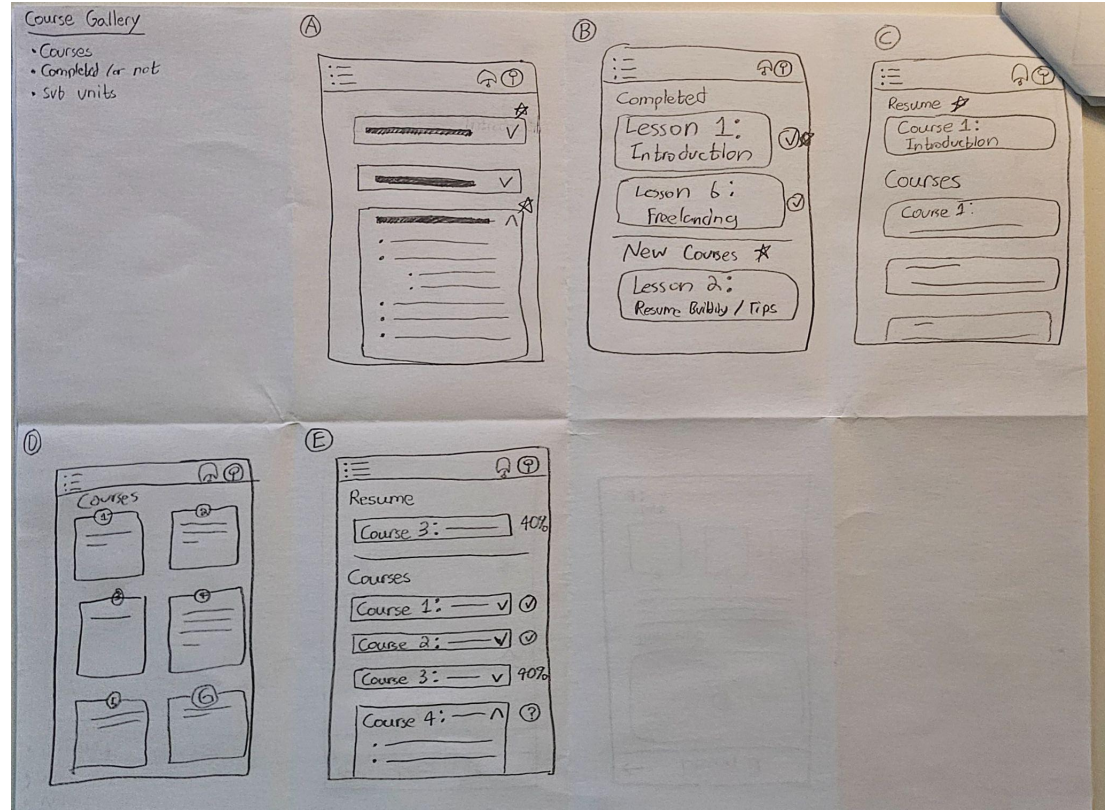
Persona: Matthew Bennett

Goal: Network with people outside of college

ACTION	Google tips on how to network outside of college	Prepare for the event	Go to the event	Apply to all the jobs you met during the event
TASK LIST	Tasks A. Scroll through the list on Google B. Save the ones you want to try out.	Tasks A. Print out a resume to hand out just in case they ask	Tasks A. Go up to vendors or people and introduce yourself. B. Hand out your resume to people who ask. C. Ask generic questions about their company	Tasks A. Bring back all the cards you received during the event and look for job postings. B. Apply to the job
EMOTIONS	Skeptical	Nervous Anxious Confused	Nervous Anxious Overwhelmed	
IMPROVEMENT OPPORTUNITIES	Having a career focused tips and events for computer science graduates	Tips for users on how to prepare for events like career fairs and such.	Tips on elevator pitches, how to approach people/vendors, and what kinds of questions to ask.	Tips on following up with the people you met to gain a further connection.

Paper wireframes

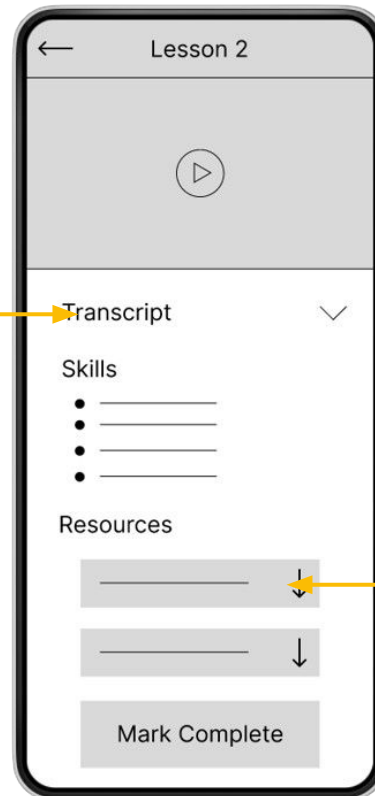
Drafting paper iterations for each screen ensured digital wireframes addressed user pain points effectively. For the course gallery, I prioritized quick access to the most recent course for time efficiency.



Digital wireframes

During the initial design phase, I anchored screen designs in user research feedback, ensuring users had essential tools, including transcripts compatible with assistive technology, to facilitate effective learning.

Providing a transcript option supports users who are hard of hearing and facilitates better comprehension for all users.

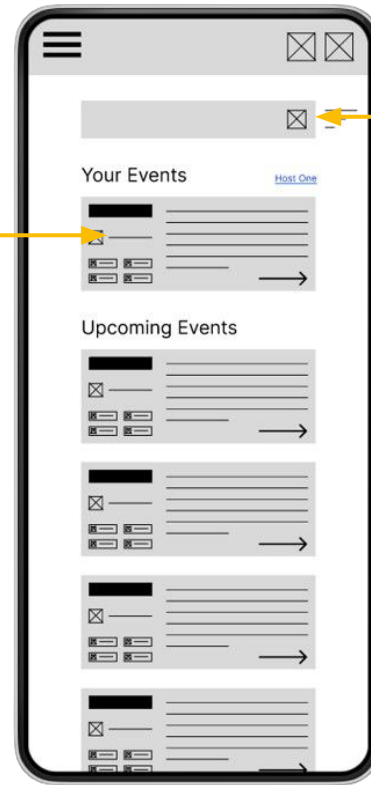


Enabling users to download resources as they learn enhances their learning experience.

Digital wireframes

Ensuring users could swiftly locate the necessary items was crucial for retaining user engagement with the app.

Prioritizing registered events at the top ensures quick and easy access for users.



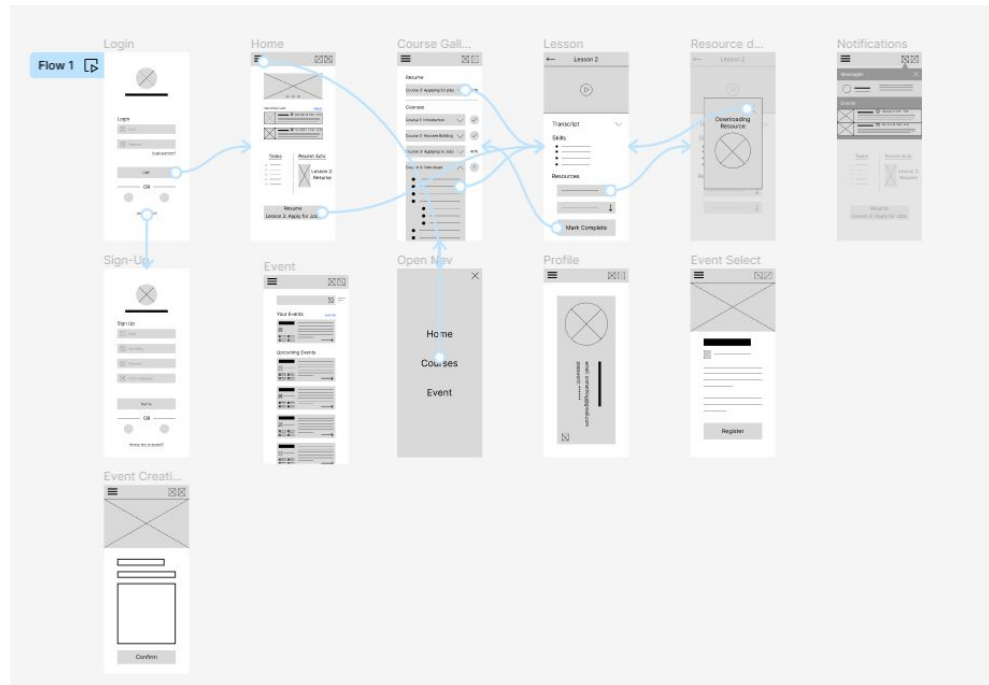
Enabling users to search and filter events based on keywords empowers them to discover events tailored to their specific needs.

Low-fidelity prototype

The low-fidelity prototype linked the key user flow of navigating to lessons within the Code Career Guide app, facilitating its use in a usability study with participants.

View the Code Career Guide App

[lo-fi prototype](#)



Usability study: findings

In conducting usability studies for the Code Career Guide app, our focus was on refining the user experience to meet the specific needs and expectations of our users. The findings from these studies provided valuable insights that prompted strategic redesigns aimed at enhancing user engagement and interaction within the app.

Round 1 findings

- 1 Profile Confusion
- 2 Lesson Source Verification

Round 2 findings

- 1 Enhanced Messaging Functionality
- 2 Addition of Course Overview Screen

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

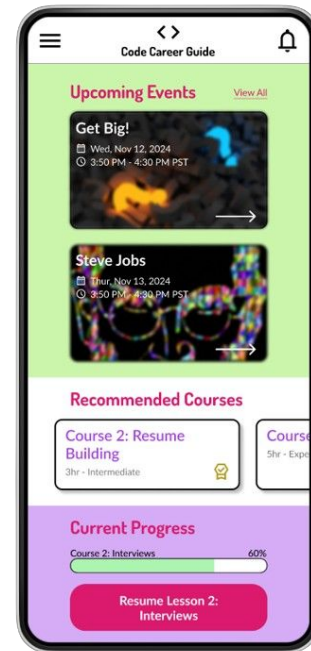
After the study, participants sought quick course access on the less cluttered homepage. I refined the event component, emphasizing key details, and introduced a popular courses section.

Color-coded sections further enhance homepage clarity.

Before usability study



After usability study



Mockups

In refining the user experience, I prioritized the notification icon over direct profile access for a cleaner top bar. Post-usability study, I enhanced date visibility in components, addressing users' need for quick date identification.

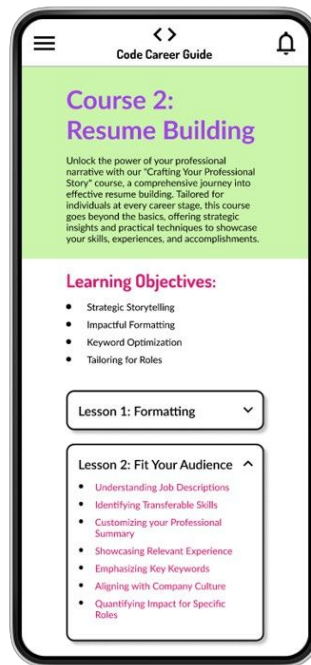
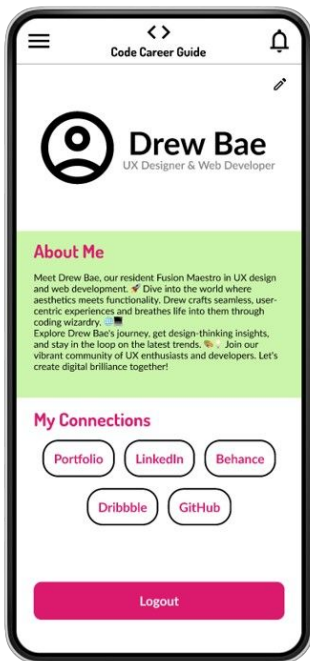
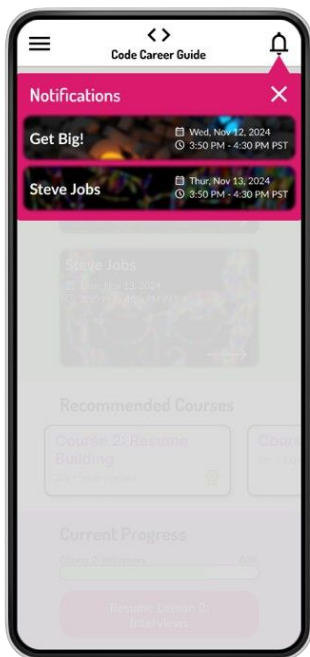
Before usability study



After usability study

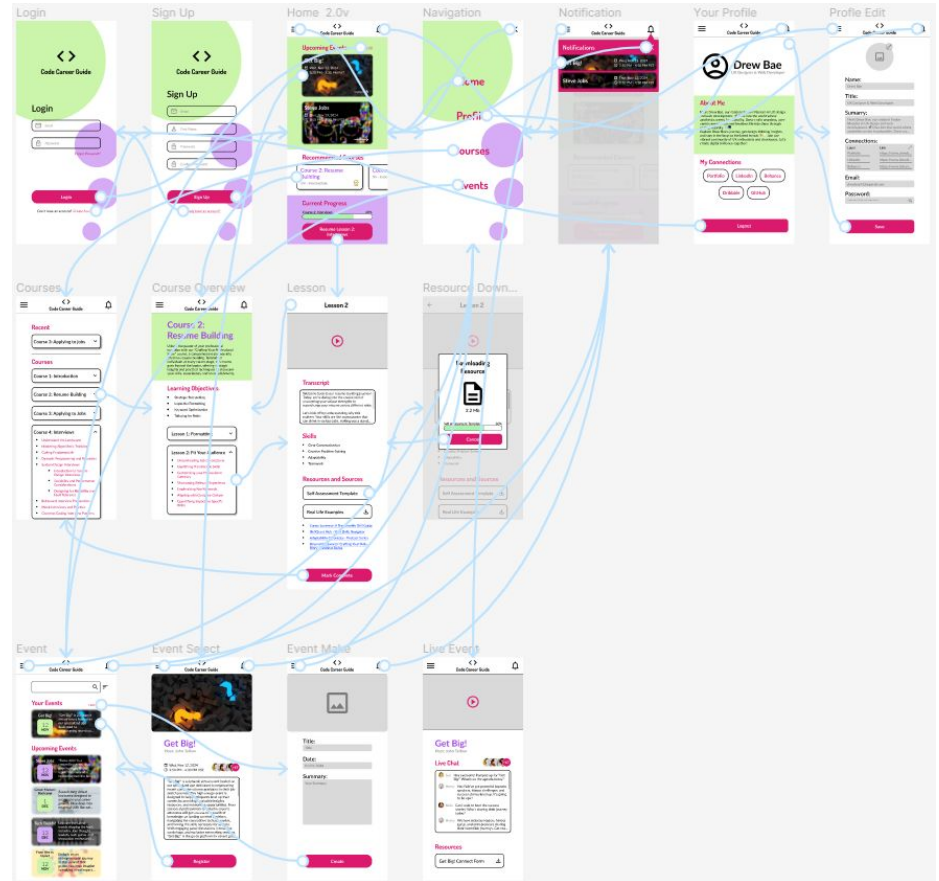


Mockups



High-fidelity prototype

[Link to hi-fi prototype](#)



Accessibility considerations

1

Color

I prioritized inclusivity by meticulously ensuring that the color contrast adheres to the highest level of Web Content Accessibility Guidelines AAA (WCAG AAA). This deliberate approach not only aligns with accessibility standards but also enhances content visibility, making the app more accessible and user-friendly for a diverse range of users.

2

Transcript

Recognizing the importance of inclusivity, I implemented a transcript option for video lessons. This thoughtful addition not only caters to users with hearing impairments but also contributes to a more inclusive learning environment, ensuring that all users, regardless of their hearing abilities, can fully engage with the content.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

- **“I like how the design isn’t distracting”** - Usability Study Participant A
- **“Good app, the only thing I feel like missing is being able to look at other profiles.”** - Usability Study Participant B



What I learned:

I acquired proficiency in utilizing unmoderated usability study tools during this project, emphasizing the significance of user feedback. Harnessing the valuable insights from user input, I iteratively designed screens to better align with user preferences and enhance overall user experience.

Next steps

1

I advocate for additional rounds of design iterations to meticulously refine the interface, ensuring a seamless fit with user preferences and continually enhancing the overall user experience.

2

In the event of development, my next step would involve thorough research to curate relevant and engaging content for the app.

3

To implement this design effectively, I'd consult stakeholders to confirm their approval of the color scheme and its adherence to design requirements.

Let's connect!



If you like my work or just have some questions visit me at my [website](#).

Alternatively here are some other options:

Email: drewbae912@gmail.com

Call or Text: (205) 200-8619

LinkedIn: [Drew \(Jaeseo\) Bae | LinkedIn](#)