

# Jenni Gondola

## UX Designer

UX Designer with a diverse background in the digital spectrum

I specialise in UX and often do UX Research and UI as part of my roles. Having worked in different industries has enabled me to match business goals with desired outcomes specific to each company.

I'm always looking to grow and get stronger as designer as well as a person.

### Brands I worked with

 Impellam Group

**Cheil**

RALPH  LAUREN



*Boden*

**BBC** LEARNING



# 01. Introduction of projects

## 0. Introduction

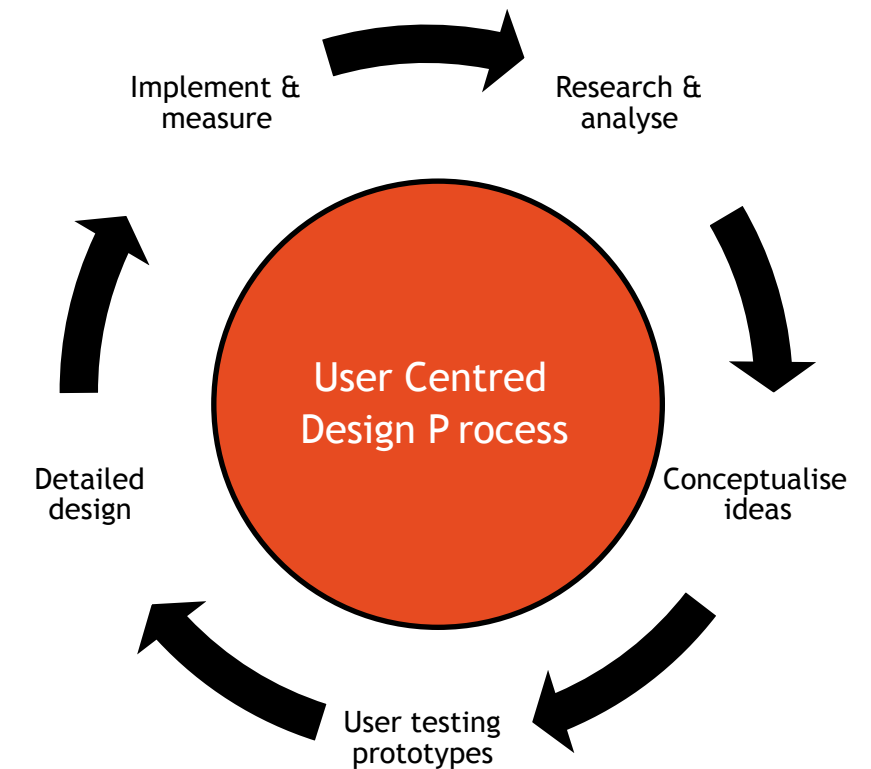
1. Global Search Project - Stage 1 (Job search & Homepage)
2. Global Search Project - Stage 2 (Job Alerts)
3. Brand Specific Projects

## Design Approach

I aim to fulfil the clients request by using a User Centred Approach. Finding the right solution can be a complex and repetitive task and it based on hypothesis. We take our findings, interpret the information – create a set of hypothesis which will lead to design decisions and have them tested repeatedly until we get the best results we can.

As digital world and trends change rapidly, we also will have to change to keep up and remain adaptable. For now we can get on with the job at hand – design, evaluate, design, evaluate and so on. We can do this using our combined set of expertise in the digital team, testing prototypes with users, as well as using a very cool methods “ A/B and MVT testing” which is supported by Sitecore. As the sites are using Sitecore which has the ability to test one variant of a page against another, we can track and capture user engagement. Using this tool, we can respond quickly to user’s demands or preference.

To conclude, we will design lots, review the designs even more and eventually we get the designs developed and implemented on your sites. Once design or a test is live, we can track user engagement, we can monitor if design and functional changes have a positive or negative affect on the users and overall we can assess the site’s performance after the change and compare it its previous state.



# 1.0 Global Search Project - Overview

## Introduction

Impellam Group has multiple brands that make up the company. However although the brands have their own identity and are each in varied level of digital maturity they all share the same Content Management System (CMS). The Sitecore CMS holds all of their content pages and candidate application journey and enables personalisation. However it has limited integration with the recruiters many Content Relation Management systems (CRM). The websites were designed several years ago and the company did not have their own digital team until 2 years ago where the work began to update their digital channels. Re-designing the website was a key priority as they were known bugs and issues which had to be fixed. But also, it was necessary to redesign the sites and tailor them according to brands strategies and brand guidelines.

## **Stages**

The website redesign process was split into 3 stages.

## Global Search Project

Client: Impellam Group Brands

### **Stage 1**

In the first stage, we have focused our efforts on improving the candidate application journey which is what all of the brands have in common.

The candidate journey includes mainly;

- Homepage
- Job search page
- Job details page

### **Stage 2**

During the second stage, we looked at improving the more challenging areas which require a lot of functional fixes.

- Job Alerts
- Save Jobs
- Registration
- My Account

In order to find out what works well, what requires improvements, what additional features the websites could benefit from, we conducted some research.

### **Stage 3**

We needed to convert the designs into components for the CMS. This required me to work closely with the product and web development team to ensure they deliver the designs as closely to the wireframes as possible. I also needed to re-style all of the new pages of the site to each brand's guidelines. Styling the websites with the individual brands guidelines.

# 1.1 Research

## Research methods

**Qualtrics Survey:** Many brands conducted a survey to gauge the user's experience and satisfaction of using their website.

**Data Analysis:** We asked our Data Analytics team to find out a little bit more by looking for data that validates or disproves the results of Qualtrics survey. This tells us what is good and bad, as well as many other facts such as where visitors leave pages, what elements they click on, where they came from before arriving at one of our websites but it cannot tell us WHY something has happened.

**Expert knowledge:** Information from brands was collated.

**User testing:** We had the chance to observe user's interaction, behaviour and get some feedback from their prospective candidates.

**Expert Reviews:** An expert was done to analyse the website in order to identify potential usability issues and problems. There are many methods used, including an audit, a review based on usability principles and a critique.

**Competitor's analysis:** A competitor's analysis allows a brand to compare itself with competitive brands.

These were some of the methods used to evaluate the website weaknesses and strength and allowed me to justify why certain projects needed to be implemented and how that would benefit the business.

## Areas of Improvements

1. Homepage
2. Job search page
3. Job details page
4. Application process
5. Registration
6. My Account
7. Job Alerts
8. Findability
9. Search engine presence

### Known issues

1. Cluttered description, formatting makes it hard to read.
  2. Text isn't digestible, it requires sectioning – especially when coming from other systems such as Broadbean
  3. Sharable links too far at the bottom especially when there's very long job description
  4. Consultant information blends in with key job title and headings therefore isn't obvious
  5. A lot of unused white space in job specs
  6. Confusing double 'Apply' buttons too close together leading users to different places.
- Under used links:
- a. Request a call back

## Areas of Improvements

### Solution:

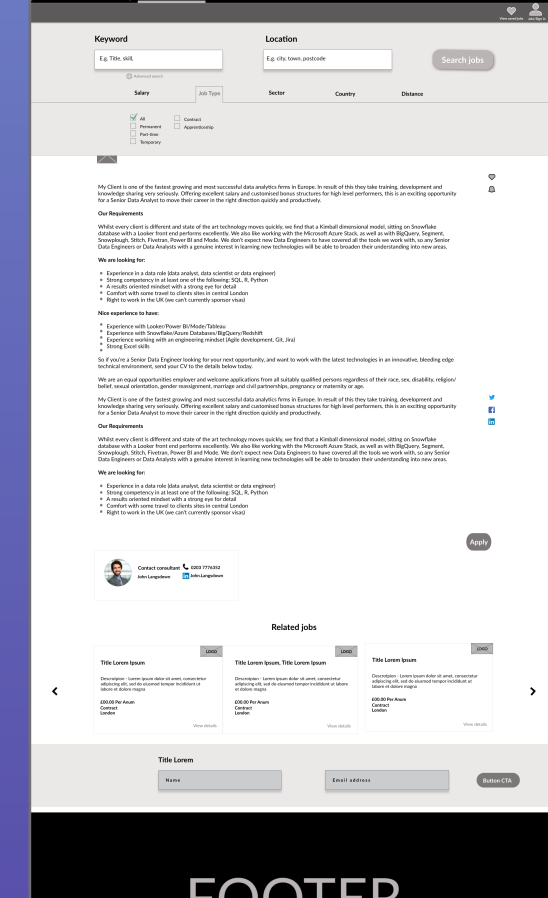
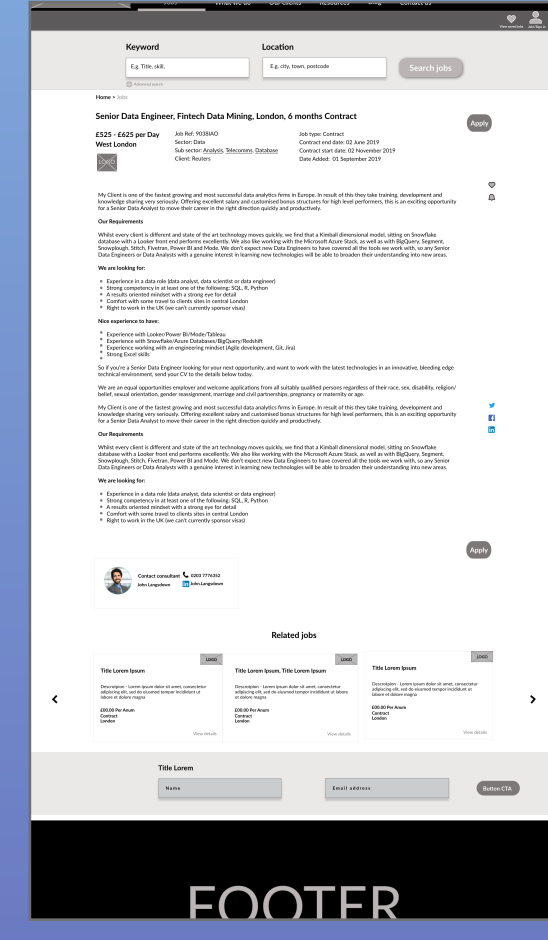
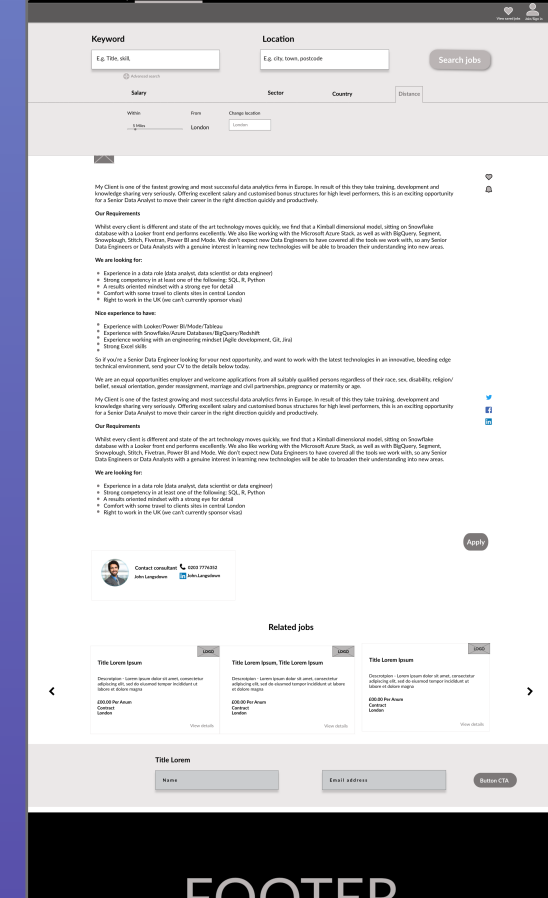
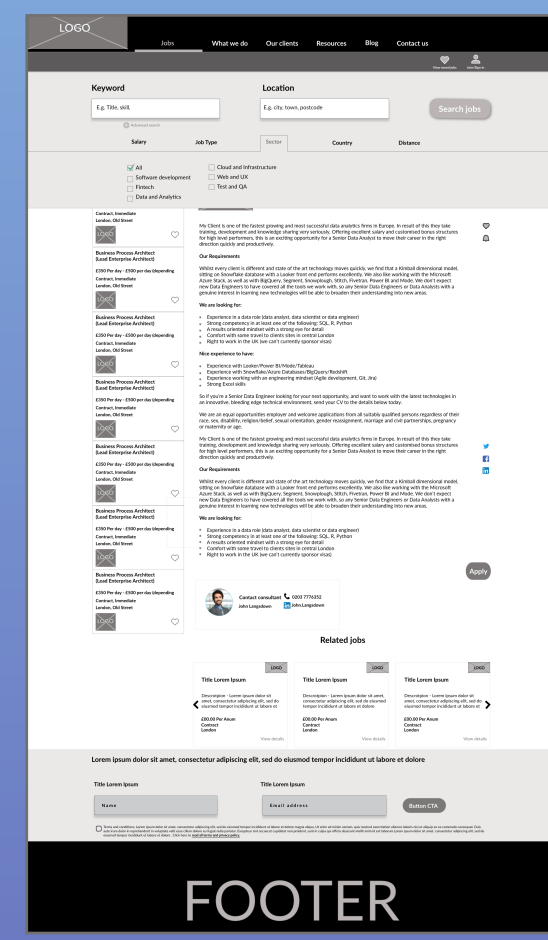
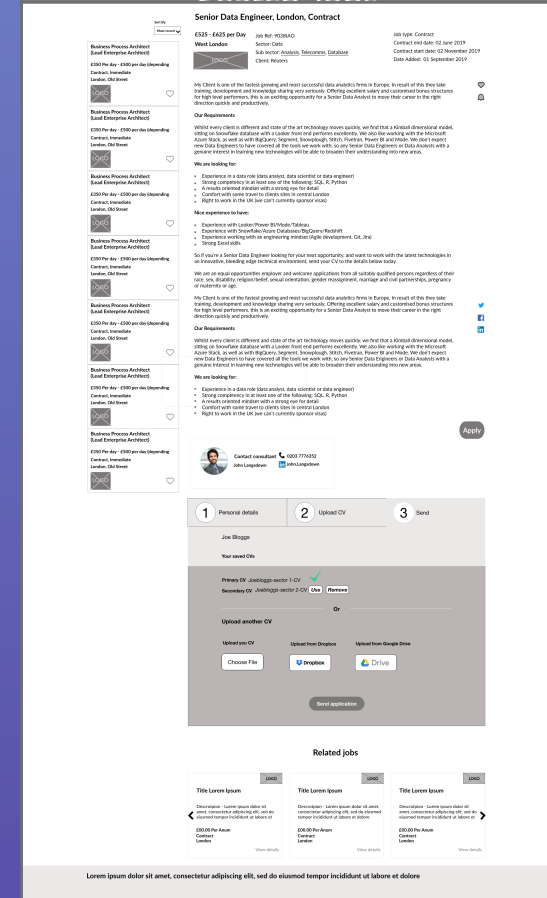
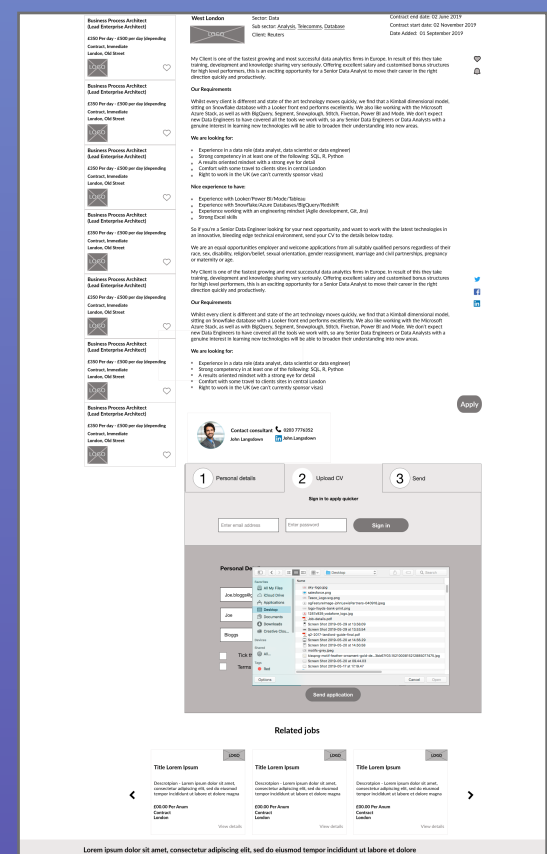
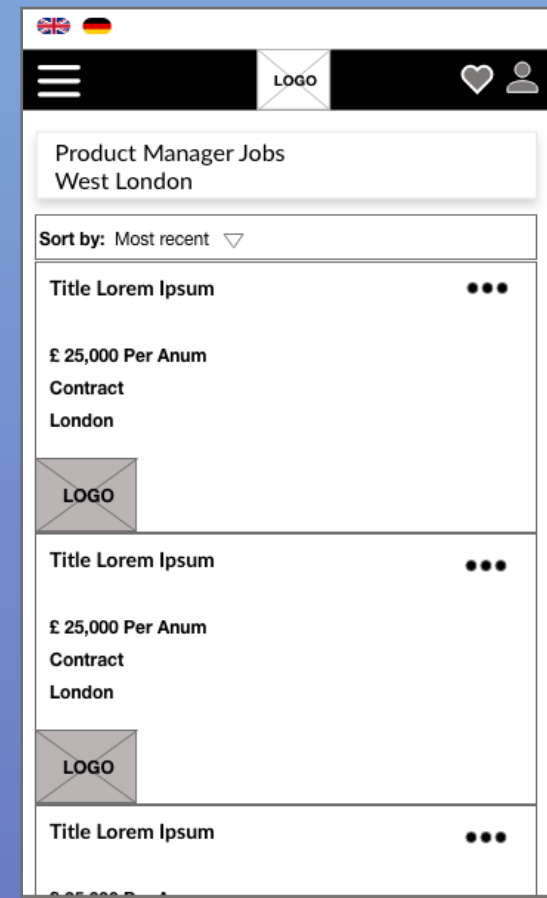
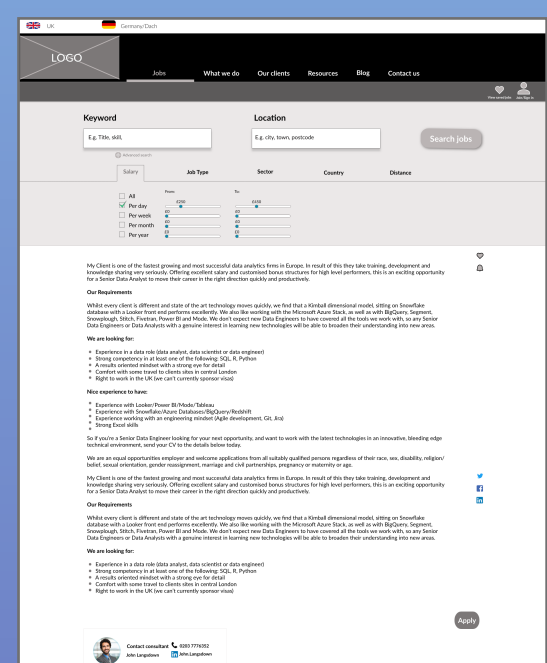
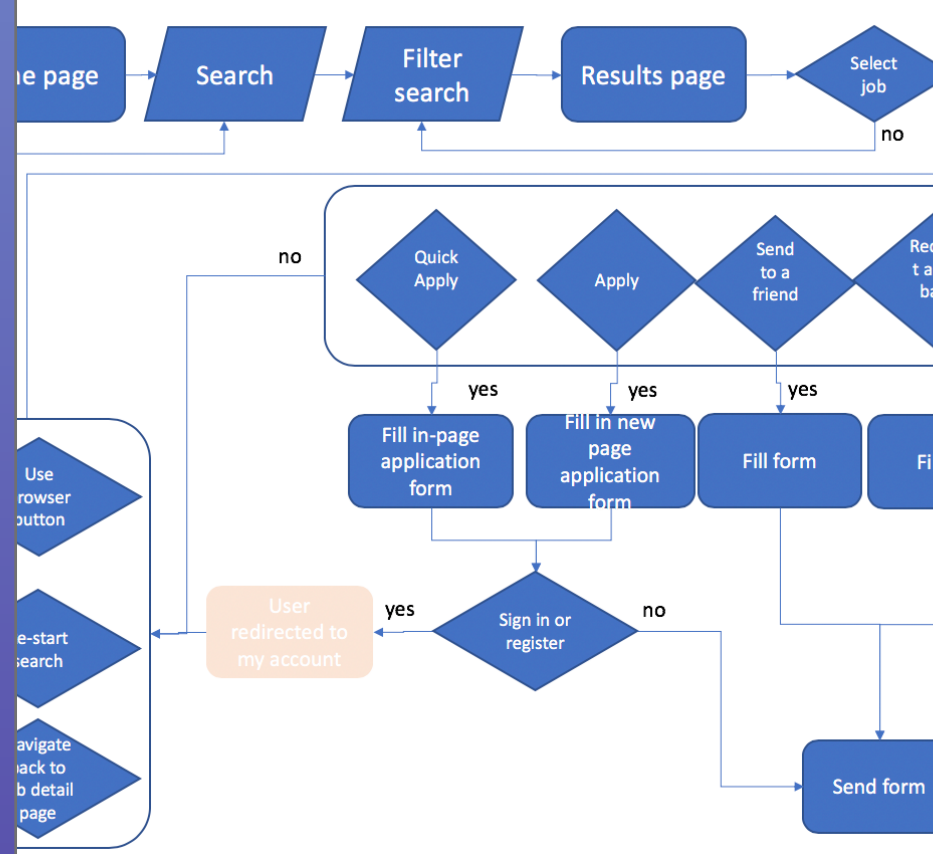
1. Use of full width page to allow white space to make text more legible  
Formatting to include more features such as:  
headings used to break down content  
Bullet points for lists and key information  
Defined and consistent use of line height, fonts styles
2. Break points for use of paragraphs
3. Sharable links promoted as sticky widgets always available to the user
4. Job alerts and save links promoted as sticky widgets always available to the user
5. Consultant information placed at the bottom as it is not a priority but a 'Nice to have' for candidates. Information includes, picture, name, LinkedIn ID, phone number of consultant.
6. Have 2 'Apply' buttons located in different places – one at the top for users who want to apply quickly and one at the bottom available upon reading job description.
7. Remove 'request a call back' and 'send to friend' – sharable links and consultant info can be used instead

# 1.2 Stage 1 - Desktop Low Fidelity Wireframes

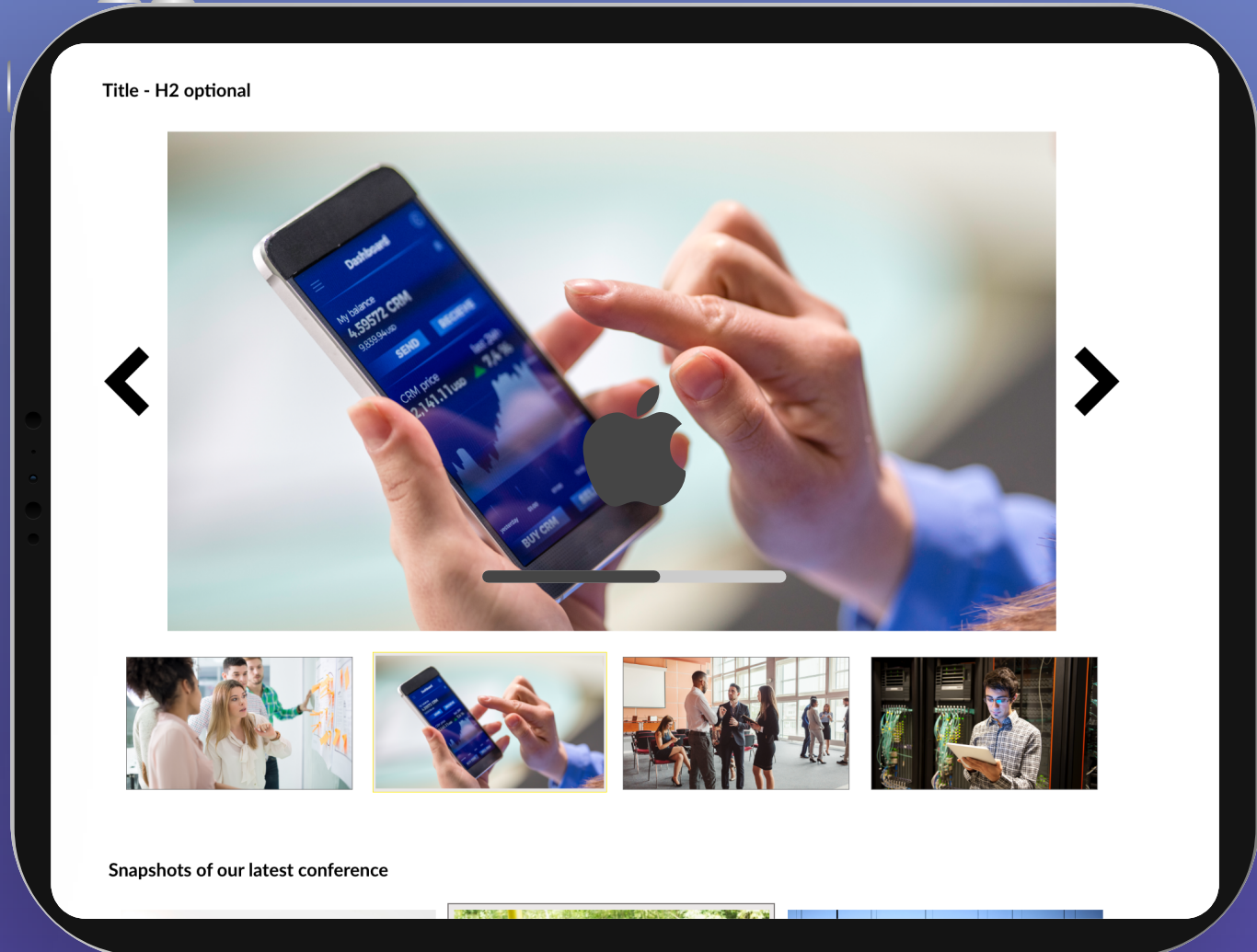
## Job Description

The main focus of the redesign is to attract and retain more candidates on this page and have more applications. We also wanted to reduce the high bounce rate and promote features such as job alerts, save jobs and consultants' contact information.

## Understanding the complex system of applications



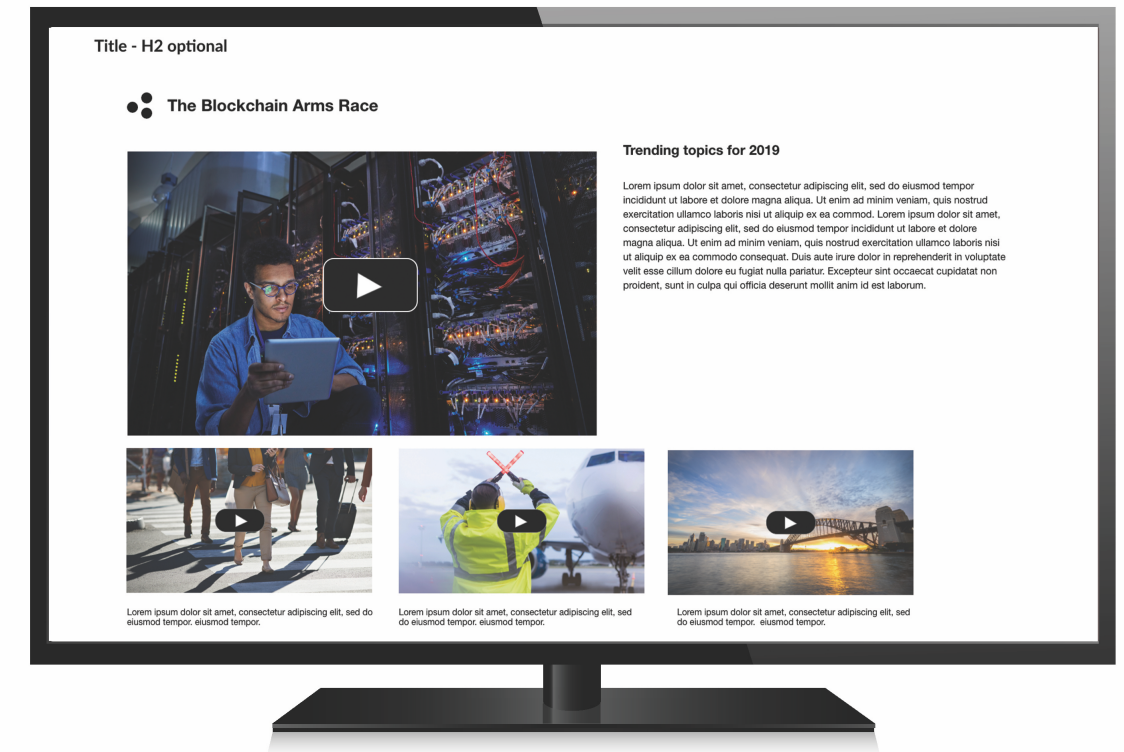
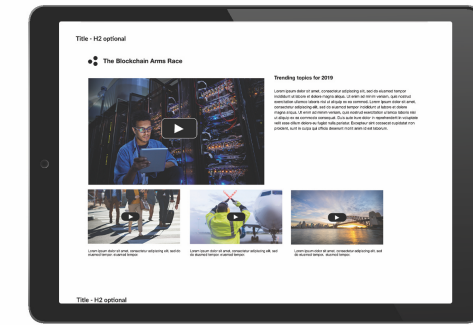
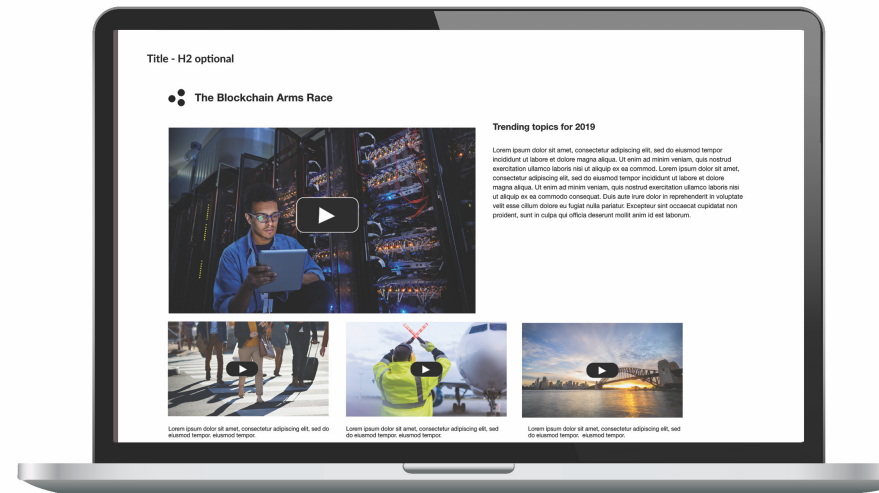
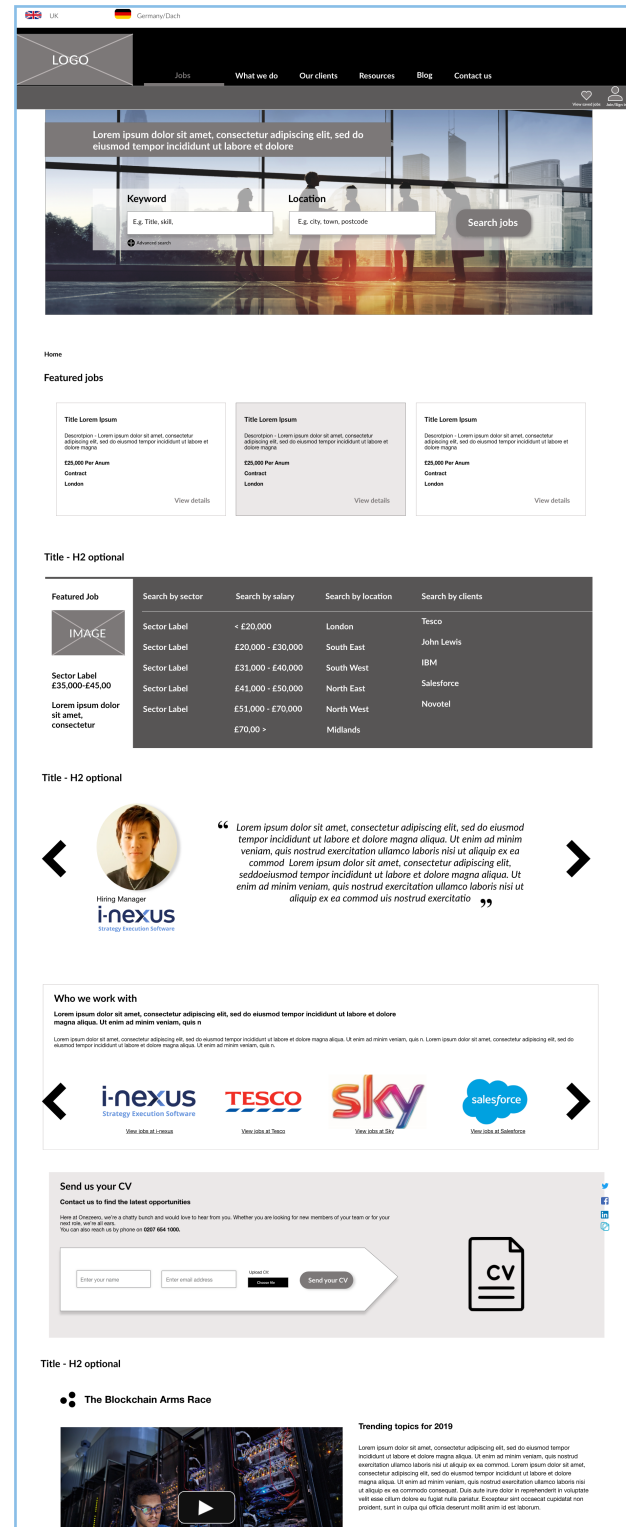
# 1.3 Stage 1 - Mobile & Tablets Wireframes



# 1.4 Stage 1 - Designing for all platforms

## Homepage

The homepage also needed to be redesigned. There were only 9 new components available with limited functionality. I designed several others that support videos, image galleries, testimonials, sector categorisation, client logos and promo panels.

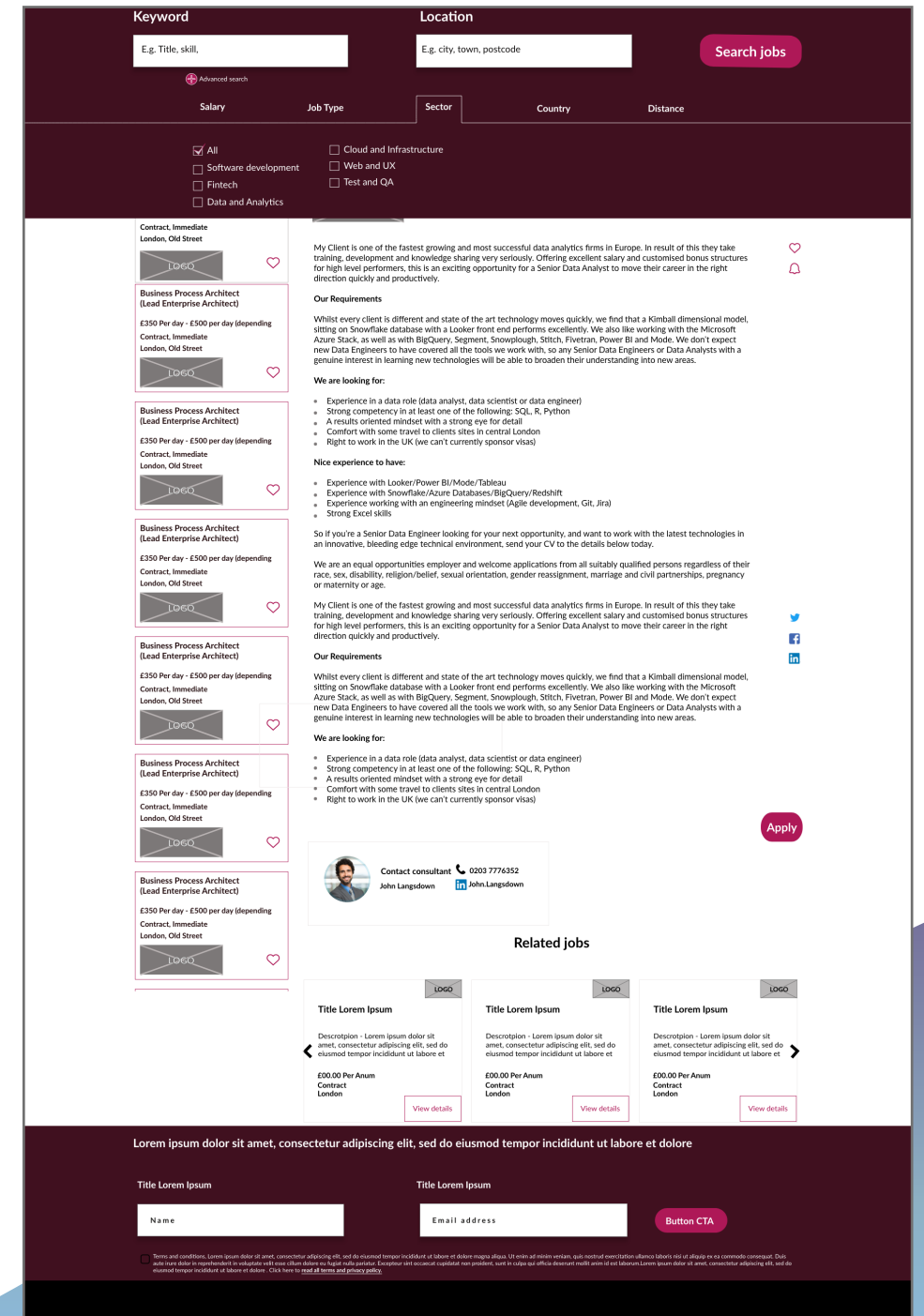
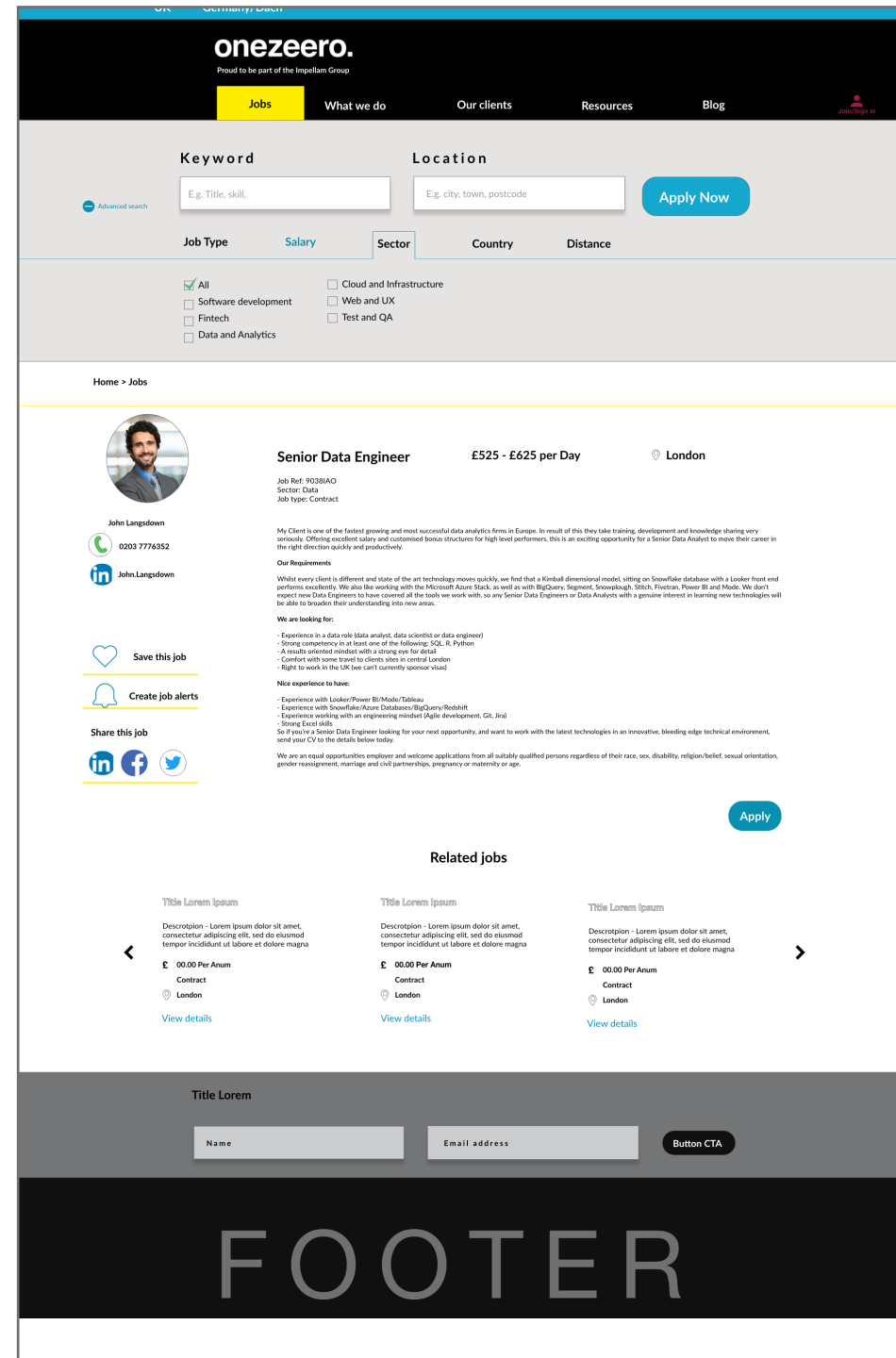


# 1.5 Stage 1 - Tailored Wireframes for brands

## Rebranding wireframes for Impellam brands

Rolling out the new designs for the various brands. Each brand have their own strategy and identity and some have opted to apply the new template whilst others have opted to take some or none of the new template.

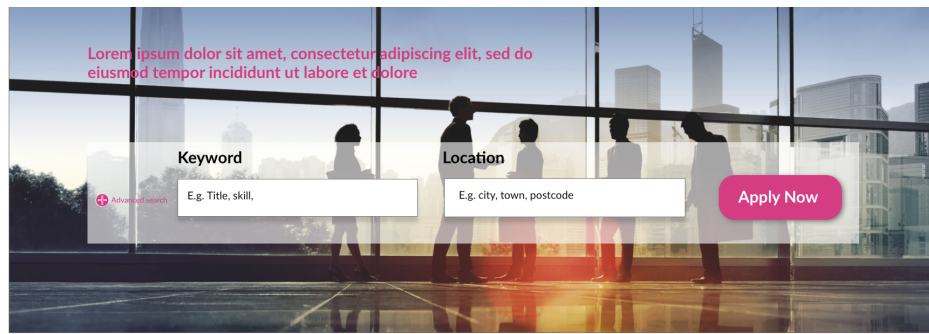
Onezeero  
SRG  
Tate  
Carbon60  
Blue Arrow  
Comensura  
CareerTeachers  
Barpellam



# 1.6 Stage 1 - Tailored Wireframes for brands

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Advanced search

Keyword: E.g. Title, skill

Location: E.g. city, town, postcode

Apply Now

Home

### Featured jobs

Title Lorem Ipsum

Description - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

£25,000 Per Annum

Contract

London

View details

Title Lorem Ipsum

Description - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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Contract

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£25,000 Per Annum

Contract

London

View details



“ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo uis nostrud exercitatio ”

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Enter your name

Enter email address

Upload CV

Apply Now

CV

### Featured Jobs

**Data Engineer**

£22,000 - 28,000 Per Annum

Contract

London

View details

**Data Engineer**

£22,000 - 28,000 Per Annum

Contract

London

View details

**Data Engineer**

£22,000 - 28,000 Per Annum

Contract

London

View details

**Hiring Manager, i-nexus**

*“ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo ”*

**The Blockchain Arms Race**

Trending topics for 2019

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We are looking for:

- Experience in a data role (data analyst, data scientist or data engineer)
- Strong competency in at least one of the following: SQL, R, Python
- A results oriented mindset with a strong eye for detail
- Comfort with some travel to clients sites in central London
- Right to work in the UK (we can't currently sponsor visas)

Nice experience to have:

- Experience with Looker/Power BI/Mode/Tableau
- Experience with Snowflake/Azure Databases/BigQuery/Redshift
- Experience working with an engineering mindset (Agile development, Git, Jira)
- Strong Excel skills

So if you're a Senior Data Engineer looking for your next opportunity, and want to work with the latest technologies in an innovative, bleeding edge technical environment, send your CV to the details below today.

We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation, gender reassignment, marriage and civil partnerships, pregnancy or maternity or age.

My Client is one of the fastest growing and most successful data analytics firms in Europe. In result of this they take training, development and knowledge sharing very seriously. Offering excellent salary and customised bonus structures for high level performers, this is an exciting opportunity for a Senior Data Analyst to move their career in the right direction quickly and productively.

Back to search

Apply

Save this job

Create job alerts

Share this job

**Personal Details**

Enter email address

Enter First name

Enter Last name

**Attach your CV**

Choose File Upload from your files

Dropbox Upload from Dropbox

Drive Upload from Google Drive

Title Lorem Ipsum

£ 25,000 Per Annum

Contract

London

View details

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Site Search

jobs

our specialties

# 1.7 Stage 1 - Empathy Map & Persona research for Onezeero brand



**Rich Olamide, 31**

**Recruiter in Digital Specialisms, London**

Rich is a kind hearted guy, his friends describe him as Mr nice guy. Rich works very hard and is always looking to progress and improve. Rich is financially driven, although he looks for the best benefits and opportunities, he doesn't compromise his ethics.



**Chloe Fitzpatrick, 34 years old**

**Digital marketing Exec, Herts**

Chloe grew up around fashions both her parents worked in the industry. Her passion mainly comes from them. She has always loved it and knew she wanted to work in it. Having small children to look after meant that she took a role in Hertfordshire.



**Ben Oldham, 27 years old**

**Junior Software Developer, Maidenhead**

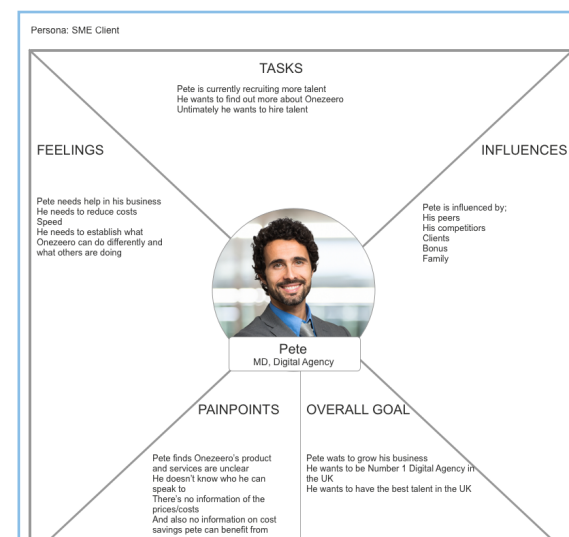
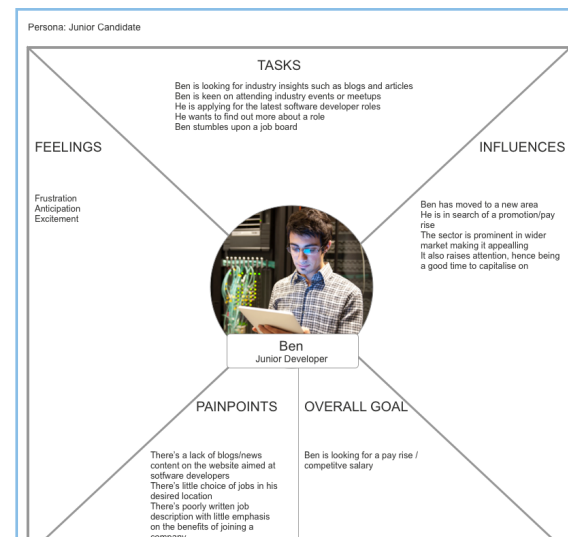
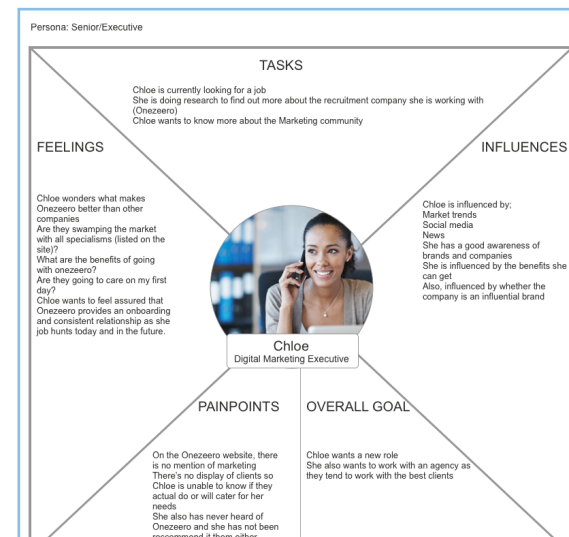
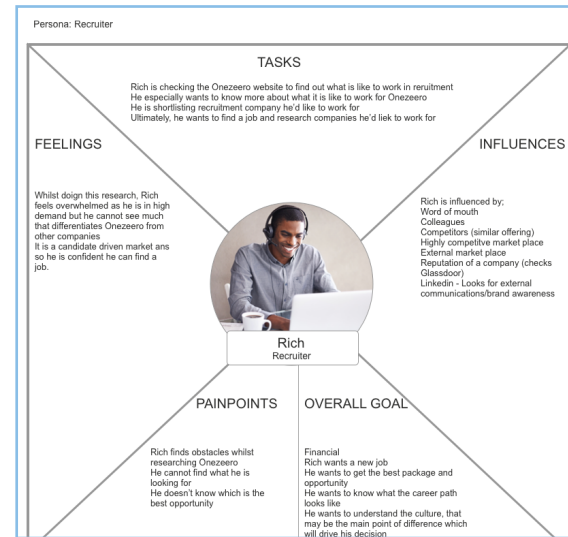
Ben has just moved out of his parents home and rents a room in Maidenhead. He prefers to stay near home mainly because he is little scared of living in London. Ben prefers to find jobs near home too so he doesn't have to travel into London. Ideally, he would like work around Reading.



**Pete Donnaway, 37 years old**

**Managing Director, London**

Catherine has been working at a big firm which specialises in Risk and business analytics in central London for 7 years. During this time she has moved to various departments as Product Manager.



# 1.8 Stage 1 - Personas for Onezeero brand

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**Jack Frost**

Age: 52  
Background: British  
Gender: Male  
Occupation: Associate Director, Manchester  
Status: Married, children  
Hometown: Manchester

"In order to keep mind active, I ensure my body is also very active"

**Personality**

Introvert / Extrovert  
Analytical / Creative  
Curious / Cautious

**Brands**

onezeero.

**Bio**

Jack is the IT guy wherever he goes. He recently was promoted to director level in a previous role. Since then, he found Jack is experienced in numerous technologies and software. He is currently at director level. In his previous life he worked on voice communication development for ICT and project management for ICT. In his current role he enjoys sports such as rugby and cycling, a few years ago he was also interested in real estate and cutting edge technology.

**Goals**

- Jack wants to work in a company aligned to his social values and projects.
- He needs more autonomy, more responsibilities and ownership.
- Other than work, he is a family man.

**Motivation**

Salary, Ethics, Tech Savvy, Family, Socialites, Smart home, Comfort, Convincence, Always connected

**Frustration**

- He dislikes recruiters who talk about candidates like numbers.
- Jack also dislikes to work with rude clients.
- He doesn't like people who are aggressive or rude at work.

**Pete Donnaway**

Age: 37  
Background: Australian  
Gender: Male  
Occupation: Managing Director, Digital Agency, London and Surrey.  
Status: Married  
Hometown: Melbourne/London

"I love to read the news in my spare time and also flick through the stories to see the new fashion trends and bring women's stories."

**Personality**

Introvert / Extrovert  
Analytical / Creative  
Curious / Cautious

**Brands**

onezeero.

**Bio**

Catherine has been working at a big firm which specialises in Risk and business analytics in central London for 7 years. During this time she has moved to various departments as Product Manager. Catherine aims to further her career in this field and to get more involved with the web development divisions. Most important to her is to build a career path, she owns her house in west London which she has had for over 10 years and is financial stable but relies on her income and cannot afford to stop working.

**Goals**

- Pete would like to grow his business to become the Number 1 Digital Agency in the UK.
- He needs the best talent in UK.
- Attract the best talent pool, in order to attract influential and profitable clients.

**Motivation**

Salary, Ethics, Tech Savvy, Family, Socialites, Smart home, Comfort, Convincence, Always connected

**Frustration**

- People who fear taking risks and let opportunities pass them by.
- He doesn't like companies who exploit their candidates.
- He sticks to his word, and expects others to do the same especially in work context.

**Markus Bach**

Age: 37  
Background: German  
Gender: Male  
Occupation: Lead UX Designer, Telecomms, London  
Status: Single  
Hometown: London

"I enjoy travelling the most, I wish I had done it years ago when I was younger"

**Personality**

Introvert / Extrovert  
Analytical / Creative  
Curious / Cautious

**Brands**

onezeero.

**Bio**

Markus lives with his partner in London. He pre Markus socialises equally with his colleagues travelling and tries to take quick weekend. Sometimes he even goes alone. He has and then moved to the UK 5 years ago. work and make a difference to the company. Aside travelling, he enjoys sports a lot.

**Goals**

- His career goal is to deliver new ideas a team of UX developers and would like to work in a different company with a higher salary.
- Markus goes back to Berlin and his hometown a lot, his time is precious so he likes to work in a different company with a higher salary.
- Markus hopes to eventually have a home in Berlin as he aims to become a freelance.

**Motivation**

Salary, Ethics, Tech Savvy, Family, Socialites, Smart home, Comfort, Convincence, Always connected

**Frustration**

- When people fuss about small things like flights.
- When his flights are late the day he gets to work.
- Narrow minded people who are quick to judge.

**Rich Olamide**

Age: 30  
Background: British  
Gender: Male  
Occupation: Recruiter, Digital Agency, London  
Status: Single  
Hometown: London

"I imagine myself and my family sitting on a beach, somewhere by the sea in a hot country, laughing and joking around happily, that's my goal."

**Personality**

Introvert / Extrovert  
Analytical / Creative  
Curious / Cautious

**Brands**

onezeero.

**Bio**

Rich is a kind hearted guy, his friends describe him as Mr nice guy. Rich works very hard and is always looking to progress and improve. Rich is financially driven, although he looks for the best benefits and opportunities, he doesn't compromise his ethics. He looks to companies that value him and their candidates. He is a good communicator, and a patient person, so he takes his time when job hunting. He aspires to be the best man he can, and looks up to the Obamas for inspiration.

**Goals**

- Rich wants a new role in a different company with a higher salary.
- He spends his money wisely in various types of investments which he plans to put in property development some day.
- When the time comes, he plans to buy a family home in Africa or Caribbean especially for his mom who desperately wants to retire somewhere hot.

**Motivation**

Salary, Ethics, Tech Savvy, Family, Socialites, Smart home, Comfort, Convincence, Always connected

**Frustration**

- People who fear taking risks and let opportunities pass them by.
- He doesn't like companies who exploit their candidates.
- He sticks to his word, and expects others to do the same especially in work context.

**Catherine Hu**

Age: 37  
Background: Chinese/British  
Gender: Female  
Occupation: Product Manager, Corporate firm, London and Surrey.  
Status: Married  
Hometown: London

"I love to read the news in my spare time and also flick through the stories to see the new fashion trends and inspiring women's stories."

**Personality**

Introvert / Extrovert  
Analytical / Creative  
Curious / Cautious

**Brands**

onezeero.

**Bio**

Catherine has been working at a big firm which specialises in Risk and business analytics in central London for 7 years. During this time she has moved to various departments as Product Manager. Catherine aims to further her career in this field and to get more involved with the web development divisions. Most important to her is to build a career path, she owns her house in west London which she has had for over 10 years and is financial stable but relies on her income and cannot afford to stop working.

**Goals**

- Catherine would like to earn more money as well as having financial freedom in the next 3 years.
- Catherine would also like to start a family when she can.
- Her immediate goal is to understand her value within an organisation whilst long term she aspires to start her own company.

**Motivation**

Salary, Ethics, Tech Savvy, Family, Socialites, Smart home, Comfort, Convincence, Always connected

**Frustration**

- People who make risky decisions, she often gets annoyed at her sister for doing so.
- She doesn't like laziness, she is an early riser and works very hard generally.
- She doesn't like sports and fast noisy sports cars.

**Chloe Fitzpatrick**

Age: 25  
Background: British  
Gender: Female  
Occupation: Marketing Executive, Fashion retail, London  
Status: Single  
Hometown: London

"I love to read the news in my spare time and also flick through the stories to see the new fashion trends and inspiring women's stories."

**Personality**

Introvert / Extrovert  
Analytical / Creative  
Curious / Cautious

**Brands**

onezeero.

**Bio**

Chloe grew up around fashions both her parents worked in the industry. Her passion mainly comes from them. She has always loved it and knew she wanted to work in it. Having small children to look after meant that she took a role in Hertfordshire. This way she can work from home or pick up her children from school easily as it is difficult when she was working in London. She loves family time but she also loves on the weekend when the children are with a babysitter or her parents. She has an Instagram account, and loves taking pictures of everything and anything.

**Goals**

- Chloe hopes to become head of marketing eventually, she loves everything marketing and knows the fashion industry very well.
- She aims to be able to be a consultant for fashion, as she is able to make a real difference regardless of their maturity.
- Aside her career, Chloe is a very driven and dedicated influencer, posting regular in blogs and videos on Youtube on the world of fashion and trends.

**Motivation**

Salary, Ethics, Tech Savvy, Family, Socialites, Smart home, Comfort, Convincence, Always connected

**Frustration**

- She hates when her computer crashes when she is doing analytical work.
- She dislikes people who are patronising or talk down to her.
- She gets very upset when asked to stay late at work as it affects her children.

**Pedro Navidad**

Age: 35  
Background: Spanish  
Gender: Male  
Occupation: Senior Software Developer, London  
Status: Single  
Hometown: London

"I love games, gaming, board games and online games ... hope my future wife loves them too"

**Personality**

Introvert / Extrovert  
Analytical / Creative  
Curious / Cautious

**Brands**

onezeero.

**Bio**

Pedro has studied multimedia and computer science and decided to focus on UX. He loves gaming, tabletop and swimming. Pedro has about 5 years experience in UX and management skills. The last 2-4 years experience have in broad and fast moving UX design environment across the digital technology landscape. He has great ability to communicate clearly and effectively in written and verbal communication directed towards internal teams and clients. He has a good understanding of mobile applications across multiple platforms (ios, tablet and web) on both iOS and Android.

**Goals**

- Pedro is looking for flexible working hours.
- Aspires to become more senior.
- He wants a change from working under pressure, in a fast paced environment, often a few projects on the go.

**Motivation**

Salary, Ethics, Tech Savvy, Family, Socialites, Smart home, Comfort, Convincence, Always connected

**Frustration**

- When people fuss about small things like flights.
- When his flights are late the day he gets to work.
- Narrow minded people who are quick to judge.

**Kayleigh Bell**

Age: 25  
Background: Spanish  
Gender: Female  
Occupation: Junior iOS developer, London  
Status: Single  
Hometown: Birmingham

"I love games, gaming, board games and online games ... hope my future wife loves them too"

**Personality**

Introvert / Extrovert  
Analytical / Creative  
Curious / Cautious

**Brands**

onezeero.

**Bio**

Kayleigh is a massive Star Wars developer and passionate about technology. She is passionate about technology and can communicate on mobile development - whether it is written or verbal communication skills. She lives with her sister and her Cat, Mia.

**Goals**

- Kayleigh wants to be part of a challenging project.
- She thrives to gain exciting creative projects.
- She also wants to improve her App Idea.

**Motivation**

Salary, Ethics, Tech Savvy, Family, Socialites, Smart home, Comfort, Convincence, Always connected


**Frustration**

- She doesn't like dressing up in skirts and dresses.
- She doesn't like people with strict views.
- She dislikes countryside and hopes on to move to a city.

# 1.9 Stage 1 - Personas for Blue Arrow brand

9:41 Wed Jun 8

100%



**Age:** 21 Years Old  
**Background:** British  
**Gender:** Female  
**Occupation:** College Student & Waiting Staff  
**Residence Status:** Lives in Hertfordshire with her parents and sibling  
**Marital Status:** Has a partner

*"I love when everything goes to plan, it makes me happy"*

**Personality trait:**

Extrovert  Introvert   
Creative  Analytical   
Curious  Cautious

Free Spirit  Friendly  Happy

**Goal:**

She wants to pass her college course before making decisions about her future  
She wants to buy herself her car before her 22nd birthday  
She wants to celebrate passing her course with a holiday to Thailand

**Technology awareness:**

**Interests:**


**Loves:**

**Pet-hates:**

**Bio:**

Emma loves her family - especially her little sister Cate and her dog Mousse. She is a hard worker and happy go lucky spirit, energetic and friendly person who enjoys her job mainly because she gets on really well with her workmates. She works an average 25 hours a week and an average 3 days a week.  
Her main drive is to save money, goes on holidays with family and friends.  
Emma enjoys social media and reading books & has an active social life, she has smart phone and a family home desktop computer.  
She is a daily user of Facebook, Pinterest and Instagram where she shares topics on current health & beauty trends, fashion and holidays destinations.

## ROBERT KRUKOWSKI



**Age:** 41 Years Old  
**Background:** Polish  
**Gender:** Male  
**Occupation:** Chef  
**Residence Status:** Lives in London on his own  
**Marital Status:** Single, 2 children

*"Everyone should be able to live how they want so long as they are kind to each other"*

**Personality trait:**

Extrovert  Introvert   
Creative  Analytical   
Curious  Cautious

Caring  Honest  OCD

**Goal:**

He plans to complete his home and have it ready to rent out within 1 year  
He hopes to find a soulmate  
He wants his children to study at a university in UK so he can see them more often

**Technology awareness:**


**Interests:**

**Loves:**

**Pet-hates:**

**Bio:**

Robert lives in London and works as a Catering Assistant for a local restaurant about 30 minutes from home. Sometimes he drives or other times he takes a bus depending on if he goes to the pub with his colleagues afterwards. He has most of his family in Poland in other parts of EU.  
He is divorced and has 2 teen-aged children in Poland. He works an average of 35 hours a week. He lives in a room in a house with friends.  
Robert spends most of his spare time travelling around Europe, he drives to most places and meets friends and family abroad. He has a house in Poland which he is modernising as he plans to rent it as a holiday home.  
He enjoys eating and drinking out and an eager gym goer and likes to spend a bit of money on branded clothes.  
He goes out to bars and clubs on the weekend once or twice a month.  
He is very helpful and generous, he is always there to help someone in need.  
He likes to do DIY for himself or others who need help. He loves music, dancing and expressing his



**Age:** 45 Years Old  
**Background:** Colombian  
**Gender:** Female  
**Occupation:** Cleaner  
**Residence Status:** Lives in Norwich with her family  
**Marital Status:** Married, 3 children

*"Everyone should be able to live how they want so long as they are kind to each other"*

**Personality trait:**

Extrovert  Introvert   
Creative  Analytical   
Curious  Cautious

Funny  Joyful  Reserved

**Goal:**

She plans to retire in Colombia with her husband  
She wants all of her children to finish studying and take them on a family holiday for 3 months  
She wants to save money and work part time in the next 5 years

**Technology awareness:**

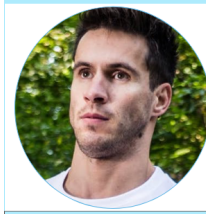
**Interests:**

**Loves:**

**Pet-hates:**

**Bio:**

Rosa is married and has 3 children.  
She regularly sends money to her family abroad to help them and pays toward her home in UK with her husband  
She has a smart phone to stay connected with her family in UK and abroad.  
She uses a desktop at home for Skype. She doesn't buy luxury things, she enjoys a simple lifestyle.  
Most of her money is spent on the family.  
She has one big holiday to her hometown once a year  
Does not understand new technology and is not comfortable with it except for her phone and the desktop for Skype use only.  
She has many friends that she sees on weekends, they go ballroom dancing together.  
She attends church on Sunday and works hard to support her children's education for



**Age:** 22 Years Old  
**Background:** Luthuanian  
**Gender:** Male  
**Occupation:** Porter  
**Residence Status:** Lives in Brighton with 2 flatmates  
**Marital Status:** Single

*"The body is a machine controlled by the mind"*

**Personality trait:**

Extrovert  Introvert   
Creative  Analytical   
Curious  Cautious

Artistic  Gentle  Shy

**Goal:**

He plans to make some money and enjoy living in the UK  
He is considering going to university to do a Masters in Health Management  
He wants to learn languages and maybe work on a cruise ship

**Technology awareness:**

**Interests:**

**Loves:**

**Pet-hates:**

**Bio:**

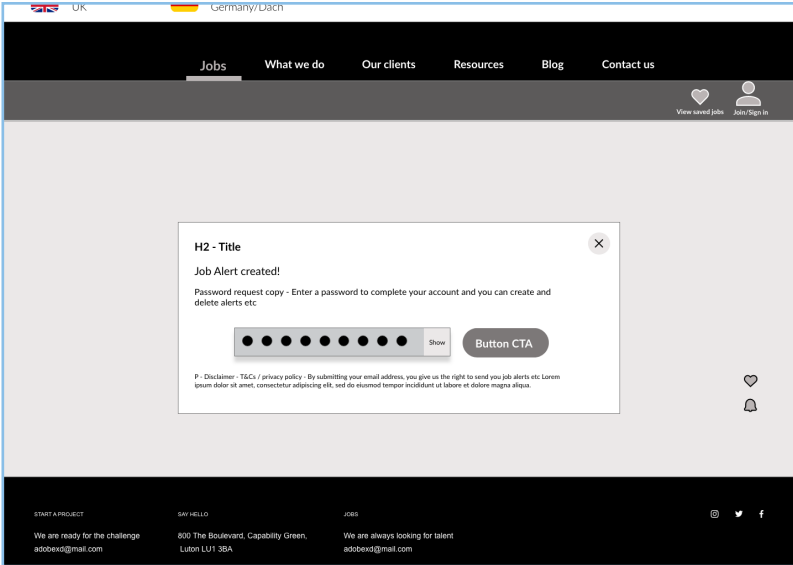
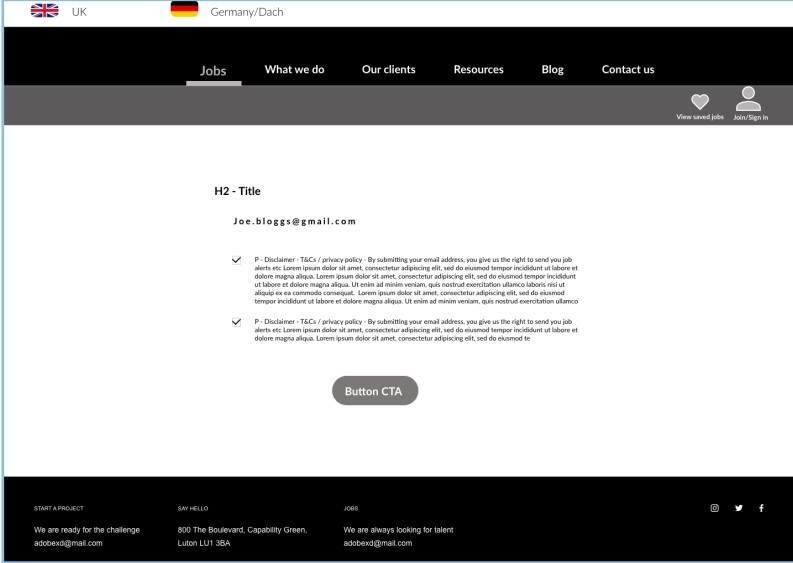
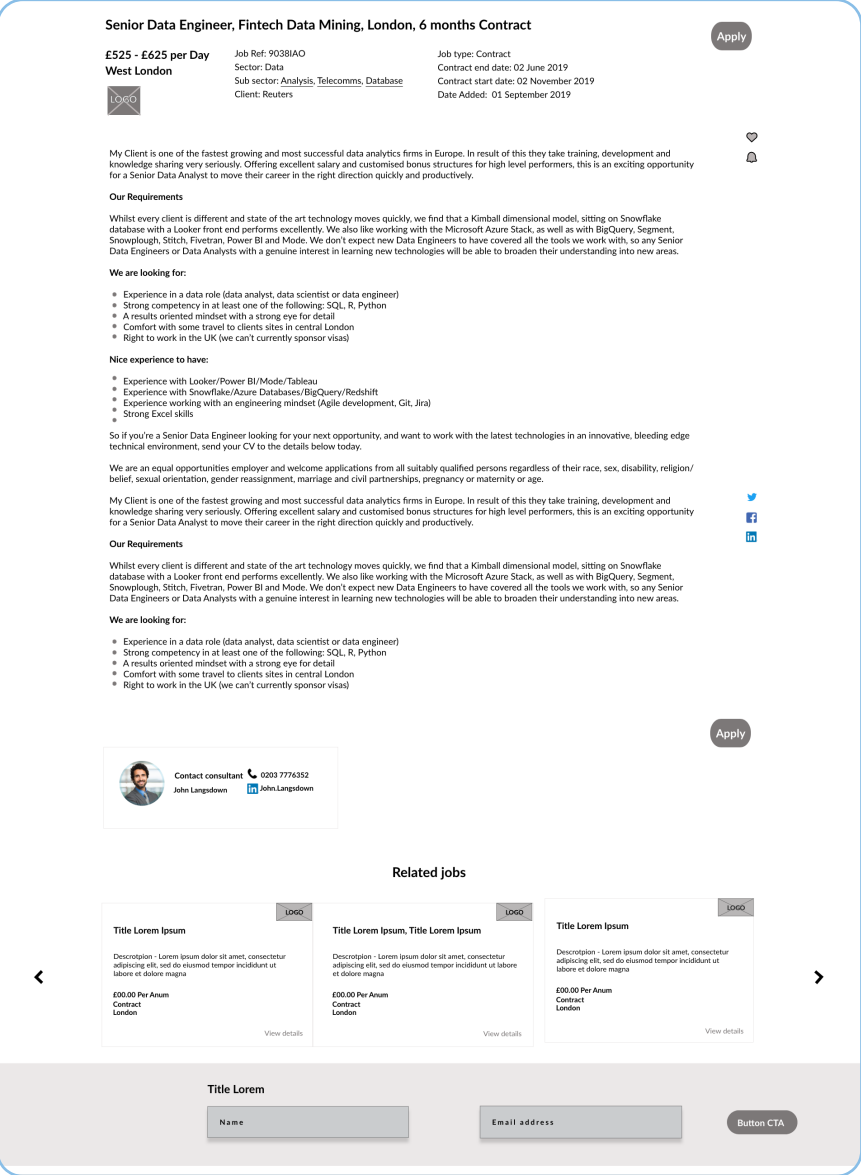
Pavel finished college and now works full-time as a porter. He studied Food technology at high school in Luthuania in hope to be a chef. He loves cooking, he mainly cooks Asian food which he learned from his flatmate.  
Pavel has done sports from a young age, he used to do competitions in swimming for his town. He loves sports and is interested how the body functions particularly in relation to food. Healthy vegan food is important to him. Besides food, Pavel hangs with his college mates, he goes out to local area but he also really loves body building.  
He spends a lot of time experimenting with different exercises at home to improve his physical ability. He often goes on short breaks back home to visit his parents.  
He stays connected to his family around the world via Skype and Facebook and uses Instagram and

# 2.0 Global Job Alerts Project

I aimed to fulfil the clients request by using a User Centred Approach. Finding the right solution can be a complex and repetitive task and it based on hypothesis. We take our findings, interpret the information – create a set of hypothesis which will lead to design decisions and have them tested repeatedly until we get the best results we can.

As digital world and trends change rapidly, we also will have to change to keep up and remain adaptable. For now we can get on with the job at hand – design, evaluate, design, evaluate and so on. We can do this using our combined set of expertise in the digital team, testing prototypes with users, as well as using a very cool methods “ A/B and MVT testing” which is supported by Sitecore.

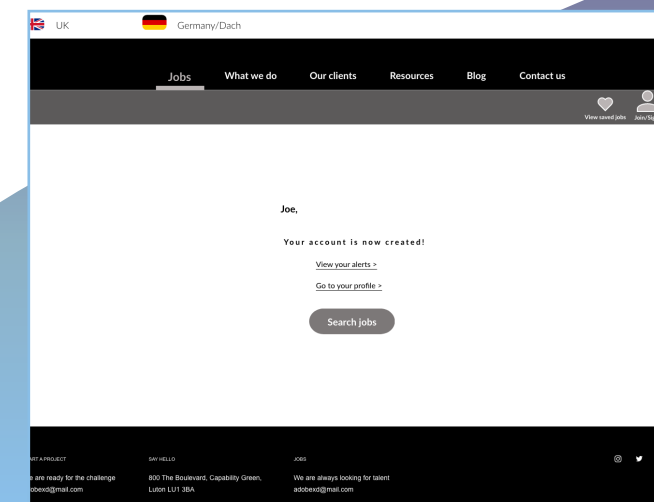
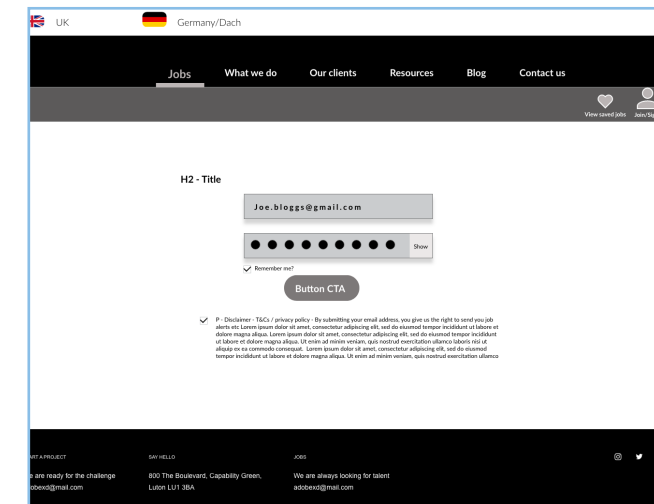
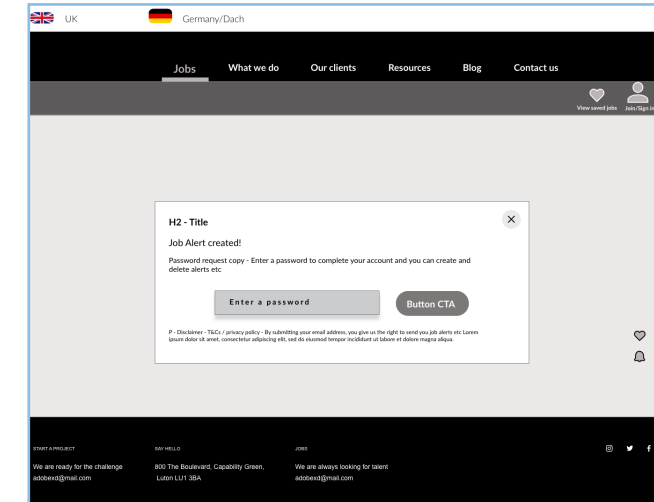
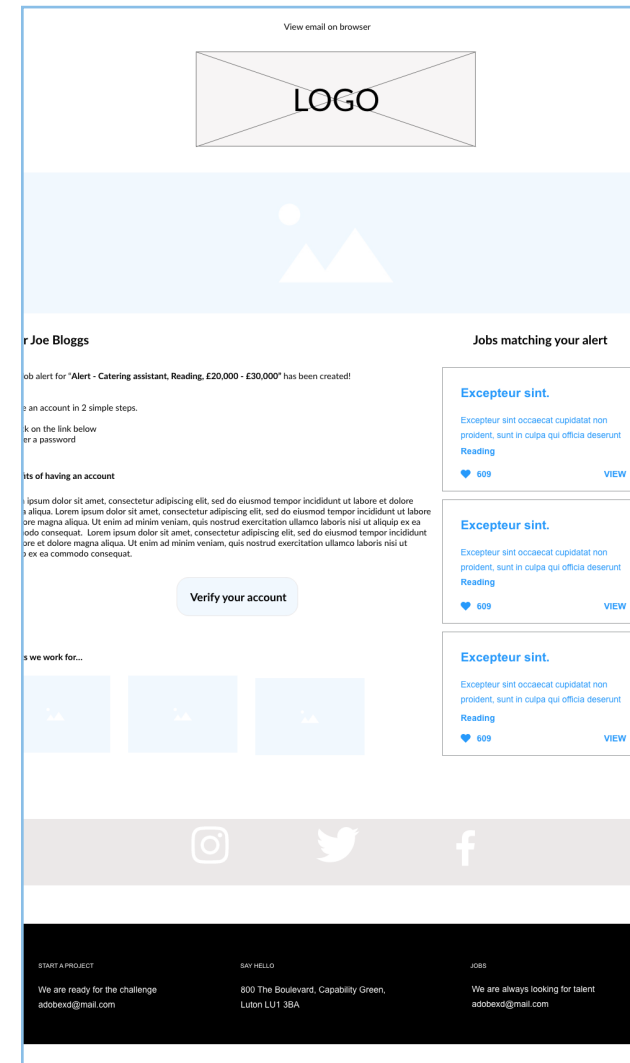
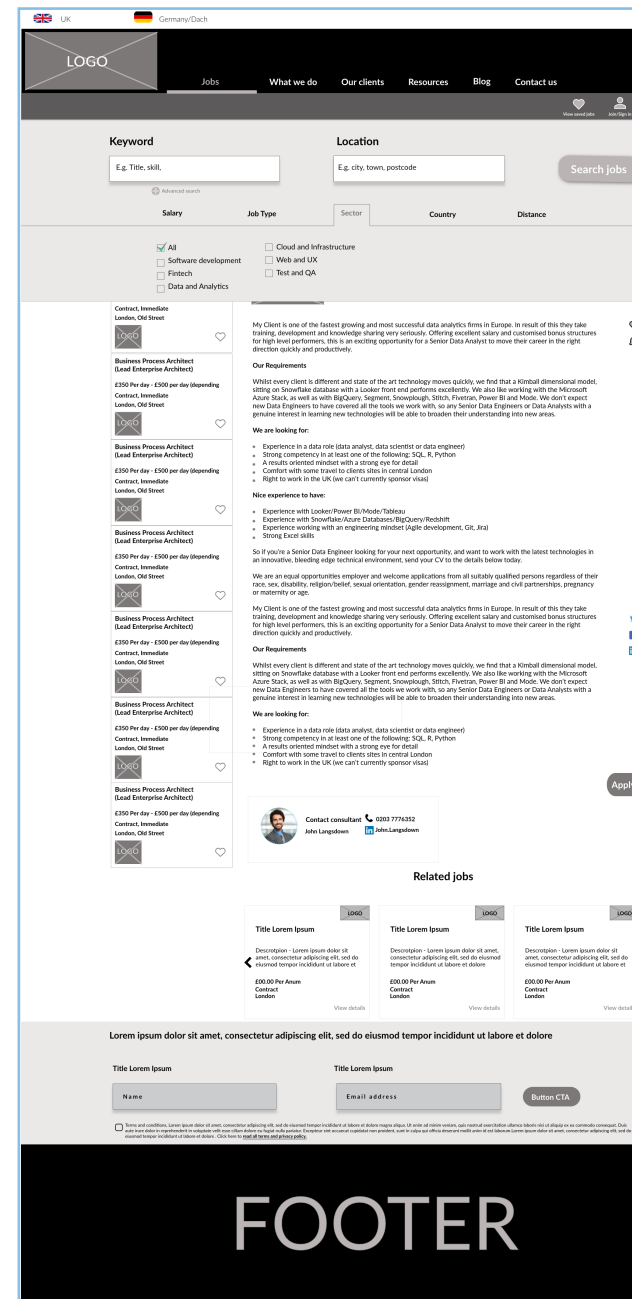
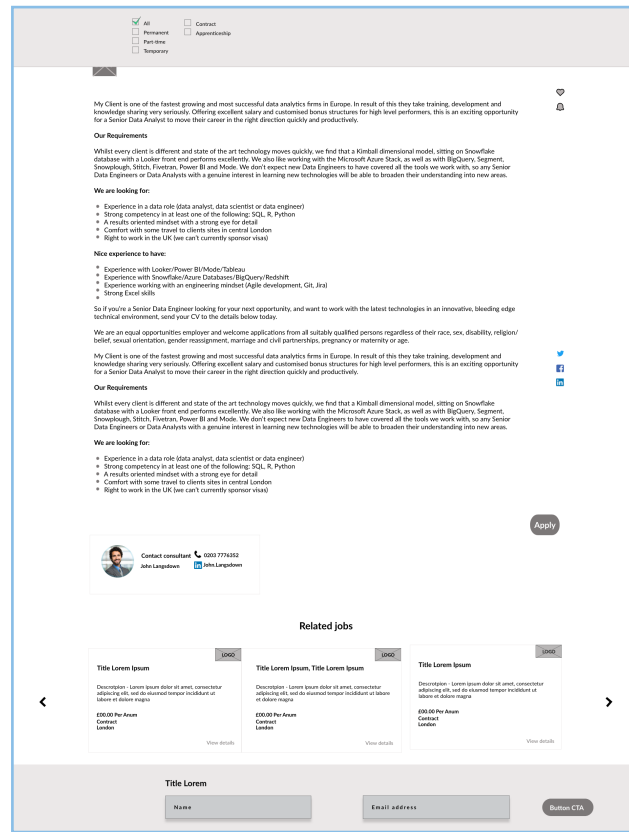
As the sites are using Sitecore which has the ability to test one variant of a page against another, we can track and capture user engagement. Using this tool, we can respond quickly to user’s demands or preference.



## Job alerts

Producing sitemaps, flows and wireframes for a new job alerts feature to be accessible from the Job Description pages.

# 2.1 Stage 2- Desktop Wireframes



# 3.0 Brand Specific Projects

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- . Landing Pages
- . User Testing
- . Barpellam Website Re-design

# 3.1 User Testing

## User Testing

### High severity issues

Issues such as functional or technical that restricts users from being able to continue interacting or getting the expected results from the system. Issues also causing a negative emotion which would lead to a user leaving the site and not returning.

### Medium severity issues

Issues such as functional or technical which negatively affects user's interaction with the system or provides the unexpected results. Users are left with negative view of the website.

### Low severity issues

Issue or problem which is noticeable to users and causes slight confusion or annoyance and could be addressed in the long term.

*Some of the recommendation provided:*

#### JOB DESCRIPTION

Requires better written role description, ensuring to break up the copy into clearer sections with well defined heading

Add client details where possible or a way of making roles more distinctive – many roles have very similar description which users find difficult in assessing whether the role has been re-posted - Role/job description all sound too familiar and user was unsure if they had seen the same job ad.

#### TRUST

Ensure consultants keep a good relationship by contacting the candidates when they request a call back or after speaking to them on the phone.

Users who use 'Request a call back' are not contacted and this decreases the level of trust they have in the brand.

User called the phone number listed in the job ad, they were told they would be contacted, but no one ever did.

#### EXPIRED JOBS

Remove jobs that have expired, this causes instant disappointment and annoyance for users.

#### BRAND AWARENESS

Increase brand visibility on Search Engine, media sources and social media channels – many users say that they would trust the brand more if there could find more information about them.

Ensure consultants direct candidates or mention the fact that there is a website as users are unaware that blue Arrow, Onezeero and Tate website existed as they were never told by consultants.

### The process

I conducted sessions as part of the Global job Search project to understand candidates pain points, behaviours, perceptions and also what they liked from using down of Impellam sites.

#### 5 Participants

P1 – current or potential Tate candidate

P2 – current or potential Tate candidate

P3 – current or potential Blue Arrow candidate

P4 – current or potential Blue Arrow candidate


P5 – current or potential Onezeero candidate

#### The observation

They all had a 1 hour session each where we observed them using one of the websites above. They all had the same task to do; 'To look and apply for a job they are interested in using fake credentials'. During the session they were asked to talk aloud to report their actions, expectations and emotions. We also asked them questions after the session to capture as much information about their past experience as well in order to get a broader picture of a candidate's online journey.

# 3.2 Error Message - Landing pages concepts

Global Medics






**We will be back soon**

Sorry, this website is temporarily down due to high traffic.

Please check back later or use the numbers below to call your local office.

[Go to homepage](#)

United Kingdom: +44 20 8566 4111  
Australia: +61 (0) 2 8248 2900  
New Zealand: +64 9 281 2455  
Ireland: +353 1 2020 240

**onezeero.**  
Proud to be part of the Impellam Group




**We will be back soon**

We are busy updating our site for you, and will return to normal shortly.

In the meantime, please get in touch with us for any queries – send an email to [info@onezeero.co.uk](mailto:info@onezeero.co.uk) or call +44 (0)207 654 1000 to speak to a member of our team.

[Go to homepage >](#)

And since you're here, why not visit our social channels for some information?




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# 3.3 Barpellam Websites new design

## Barpellam Pages

Barpellam is a new recruitment company which is based in the USA. They wanted to follow the same look and feel as their sister brand 'Guidant Global'. I designed a set of wireframes they could have implemented in Sitecore CMS.

# 3.4 Styling for brands

