

Jobrew App and Responsive Website

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Project overview



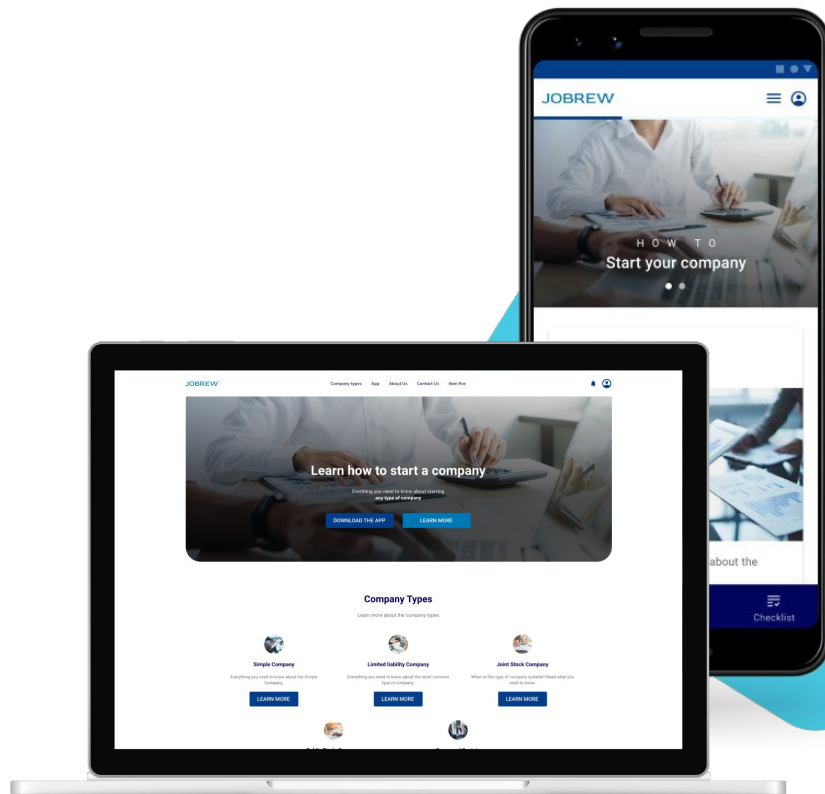
The product:

Jobrew is an app that helps young adults learn how to start their own company in Croatia. The app provides information on all types of companies that can be opened in our country so they can decide what is best for their business.



Project duration:

September 2021



Project overview



The problem:

It is very hard to find all the information in one place. Usually, you find the information through multiple blogs, articles, videos, talks with existing company owners, and accountants.



The goal:

Design an app to help people learn how to start their company.

Project overview



My role:

UX designer leading the app and responsive website design from conception to delivery



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



After summarizing my research, I concluded that there's a need for an app that would have everything in one place when it comes to starting a company in Croatia. Many options are available, but so are the sources of information. Participants stated that an app like this would make gathering information easier, faster and more clear in terms of what are the next steps.

Persona 1: Name

Problem statement:

Ksenia is a secretary in Port Authority living with her student daughter and a dog who needs an easier way to find out what is the best company type for her pottery art because she wants to start a company to sell her art.



Ksenia

Age: 55

Education: Maritime HS

Hometown: Rijeka, Croatia

Family: Daughter & dog

Occupation: Secretary in Port authority

"I'd like an easier way to find out what is the best company type for my pottery art."

Goals

- Easy way of keeping track of the information
- Listed pros and cons for all company types

Frustrations

- Doesn't have the tools to keep track of such information all in one place
- Has to make her own pros and cons lists

She lives in a house with her daughter and dog. She is working full-time as a secretary in Port authority and her job consist of mainly using the laptop or a desktop computer. Her daughter is a student. Her interests include watching TV shows and cooking. Her favourite hobby is creating interesting pottery out of clay and she'd like to open a small business on the side to sell her artwork. With all the daily tasks, she'd prefer to find all the information in one place.

Persona 2: Name

Problem statement:

Alex is an engineering student and is working at a delivery service who needs learn how to start a company because he'd like to start his own company but has a busy schedule.



Alex

Age: 25

Education: Engineering student

Hometown: Rijeka, Croatia

Family: Kevin the dog

Occupation: Delivery service and studies

"It would be useful to have everything in one place so I can fit the research into my busy schedule."

Goals

- More time to focus on studies
- Having all information in one place

Frustrations

- Difficult to keep track of the all information from different sources

He has a quite busy schedule since he is currently working at a delivery service while finishing his last year of engineering studies. He is living in an apartment with dog named Kevin. He wants to start his own company but currently doesn't have too much time to spend on research and advice.

He is frequently on the go and uses his mobile phone to access the internet frequently, even when he's at home. He uses his laptop frequently too, but mainly for writing papers for his classes and watching movies.

Competitive audit

Doing a competitive audit provided the opportunity to identify a gap in services offered by competitors, who are also all indirect ones since none of them have an app developed.

Competitive audit										
Goal: Compare the user experiences of each competitor										
	General information								First impressions	
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (€ - 100€)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	Mobile website experience
Croatian Chamber of Trades and Crafts	Indirect	Local	No product	Free	https://www.hok.hr/	Medium	Business owners or those who want to be	Partner of Croatian entrepreneurs	GOOD + Simple, clear, minimalist design + Strong consistent branding + Easy to navigate - No animations	GOOD + Simple, clear, minimalist design + Strong consistent branding + Consistent layout and design - News section is not well adapted for responsiveness
Pisak used	Indirect	Local	No product	Free	https://pisakused.hr/	Small	Business owners or those who want to be	Zagreb for entrepreneurs	GOOD + Simple, clear, minimalist design + Strong consistent branding + Easy to navigate - No animations	GOOD + Simple, clear, minimalist design + Strong consistent branding + Easy to navigate - No animations - Search filter not well adapted for responsiveness
HTRO.hr	Indirect	Local	No product	Free	https://www.htro.hr/	Medium	Business owners or those who want to be	HTRO.HR - Service by the Croatian Government	GOOD + Simple, clear, minimalist design + Strong consistent branding + Easy to navigate - No animations	GOOD + Simple, clear, minimalist design + Strong consistent branding + Easy to navigate - No animations

UX (rated: needs work, okay, good, or outstanding)						
Website Interaction				App Visual design	App Content	
Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
OUTSTANDING + Multiple areas of interest + News and notices are separate + News from county chambers separate	GOOD + Adjustable text size + Good contrast - Some pictures too small and hard to read (partner logos)	OUTSTANDING + Easy to find key features + Easy to find the menu + Intuitive + Clear Hierarchy	OUTSTANDING + Easy to navigate + Clear indication of clickable elements + Sticky menu	OUTSTANDING + Strong brand identity, including colors, font, style, imagery, and photography + Consistently strong UI, including use of high-quality images + Consistent use of modern font that aligns with brand identity	Professional, formal which is consistent with the brand identity and theme	OUTSTANDING + Conveys information clearly + Descriptions are succinct and to-the-point
GOOD + Multiple areas of interest + Search filter	NEEDS WORK - No adjustable text sizes or contrast	OUTSTANDING + Easy to find key features + Easy to find the menu + Clear Hierarchy	GOOD + Easy to navigate + Sticky menu - Some elements are not clearly indicated that they are clickable	OUTSTANDING + Strong brand identity, including colors, font, style, imagery, and photography + Consistently strong UI, including use of high-quality images + Consistent use of modern font that aligns with brand identity	Professional, formal which is consistent with the brand identity and theme	OUTSTANDING + Conveys information clearly + Descriptions are succinct and to-the-point
NEEDS WORK - You have to go to their office to get all the information - Not many features available	OUTSTANDING + Adjustable text size + Adjustable contrast + Option for people with dyslexia	OUTSTANDING + Easy to find key features + Easy to find the menu + Clear Hierarchy	OUTSTANDING + Easy to navigate + Clear indication of clickable elements + Sticky menu	OUTSTANDING + Strong brand identity, including colors, font, style, imagery, and photography + Consistently strong UI, including use of high-quality images + Consistent use of modern font that aligns with brand identity	Professional, formal which is consistent with the brand identity and theme	OUTSTANDING + Conveys information clearly + Descriptions are succinct and to-the-point

Ideation

Quick ideation exercise was done with the goal to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on how to present the information and task lists.

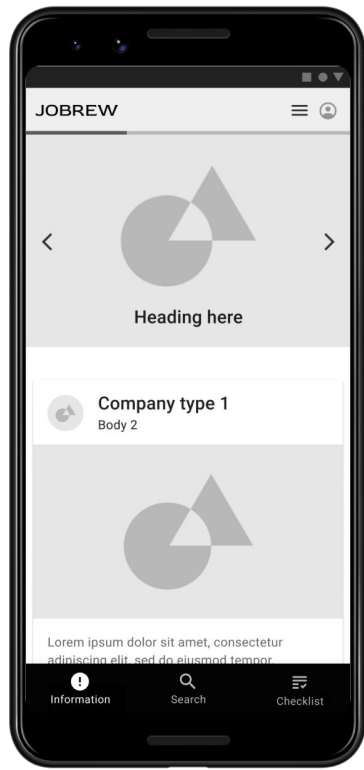
The ideation exercise template is divided into several sections:

- Categories/Topics:** A grid of 9 boxes, each containing a placeholder icon (a square with an 'X' inside).
- SEARCH FILTER:** A section for filtering search results, including a search bar, a "BUSINESS TYPE" dropdown menu, and a "FILTER" button.
- Categories:** A section for listing categories, with placeholder icons and lines for text.
- STEPS:** A vertical list of 6 steps, each with a numbered circle and a line for text.
- TASK LIST:** A vertical list of 10 tasks, each with a circle and a line for text.
- REMINDER:** A box labeled "REMINDER" for additional notes.
- I HAVE [] TASKS LEFT:** A section for tracking progress, with a box for the number of tasks left and a list of tasks.
- HAS TO BE DONE BY:** A section for tracking deadlines, with a table of dates and tasks.
- TYPE OF BUSINESS:** A section for listing business types, with a box for the type and a list of tasks.
- YOU HAVE:** A section for listing current assets, with a box for the asset and a list of tasks.
- YOU NEED:** A section for listing required resources, with a box for the resource and a list of tasks.
- CREATE A LIST:** A box for creating a list of tasks.
- TASK LIST:** A section for listing tasks, with a box for the task and a list of tasks.

Digital wireframes

After I was finished with ideating and paper wireframes, I created the initial designs for the Jobrew app. These designs focused on delivering personalized guidance to users to help them get information about opening a company.

Progress bar that indicates how many items are done on a checklist

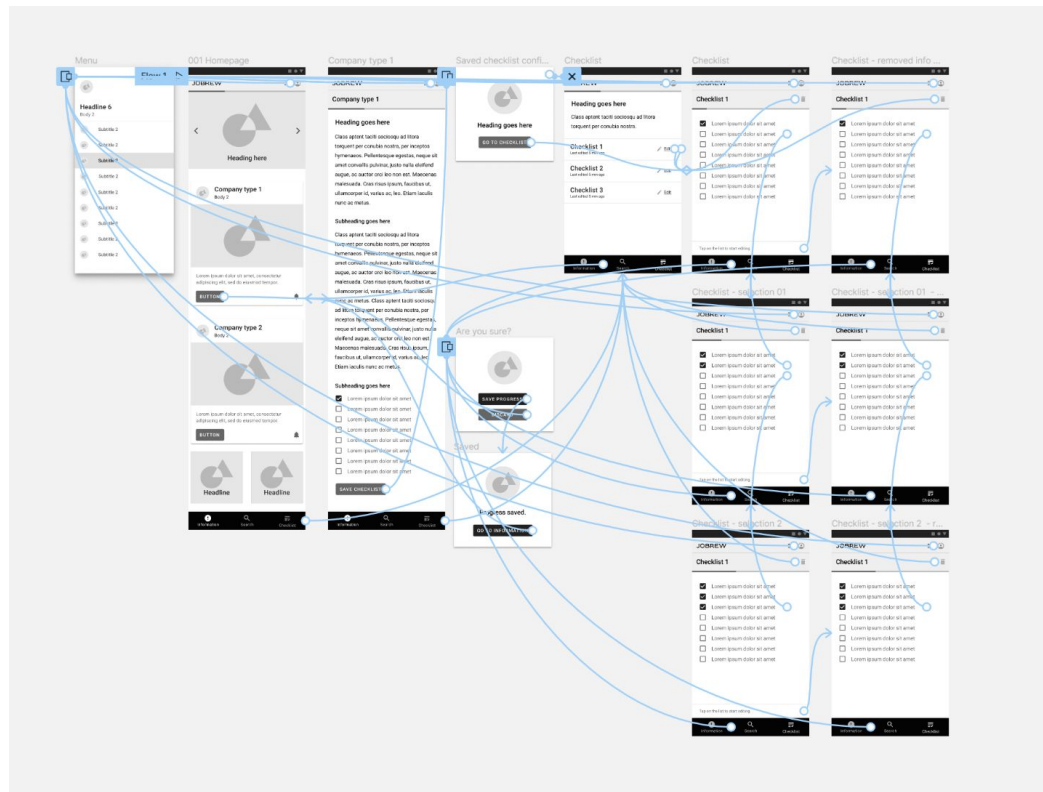


Short overview of a company type

Low-fidelity prototype

Link to low-fidelity prototype:
[here](#)

Visual representation of the user
flow for the checklist feature.



Usability study: parameters



Study type:

Moderated usability study



Location:

Croatia, remote



Participants:

5 participants



Length:

10 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Browsing

Almost all users stated that they are familiar with this type of browsing information

2

Icons

Almost all users liked the familiar icons

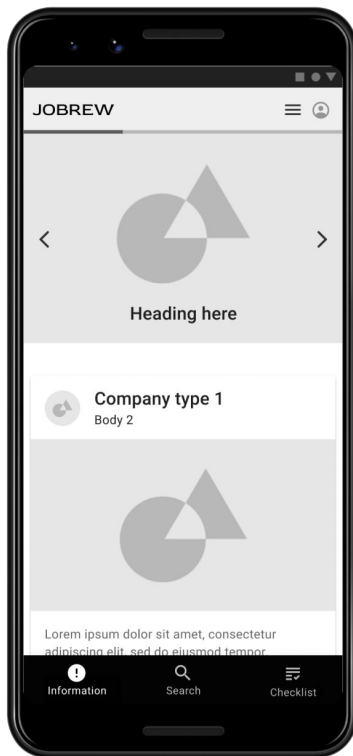
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

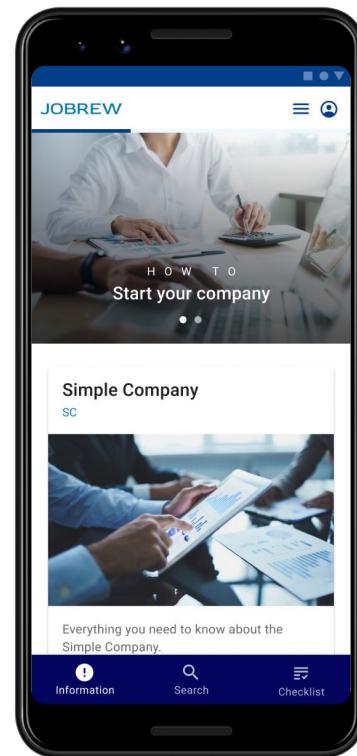
Mockups

Applied necessary changes after usability study was conducted - like adding a small subtitle over a main heading and cleaning up some unnecessary elements.

Before usability study

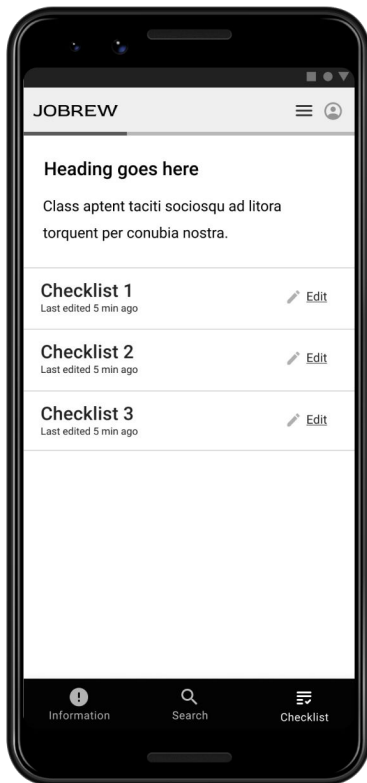


After usability study

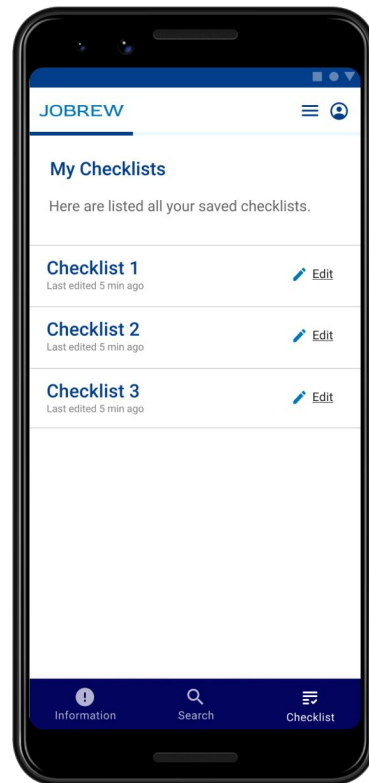


Mockups

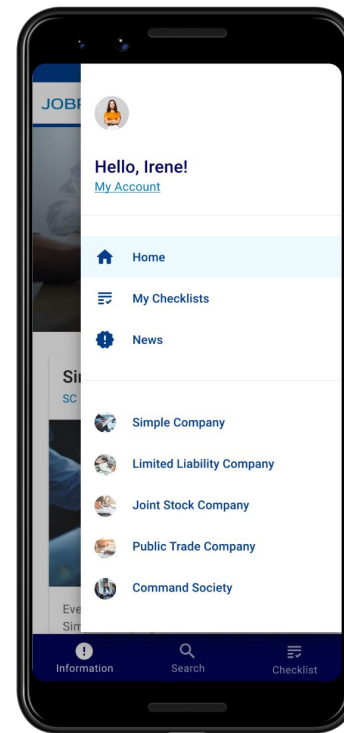
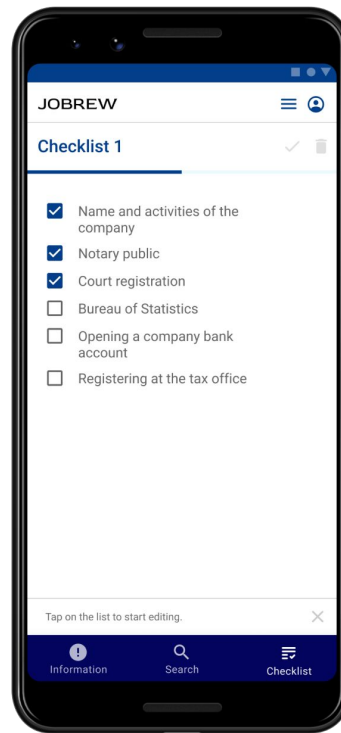
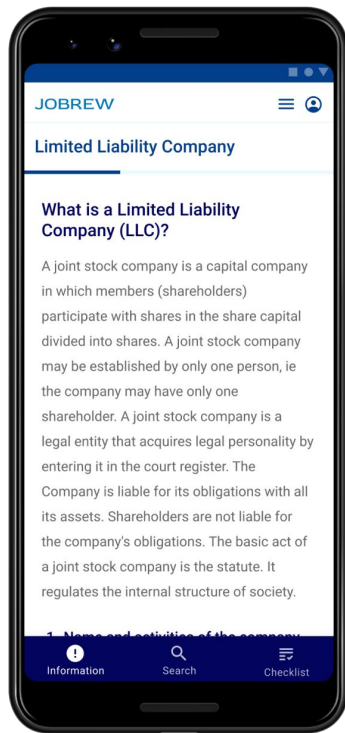
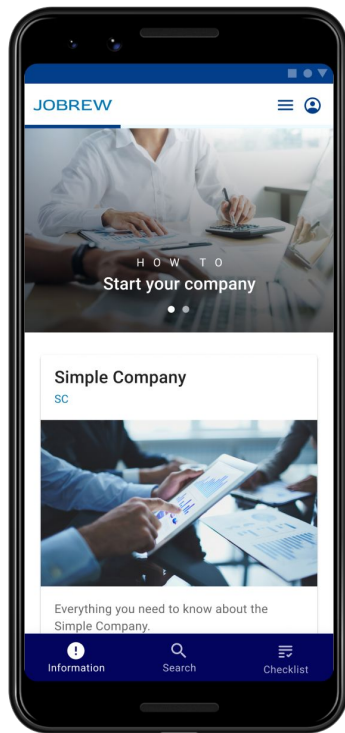
Before usability study



After usability study



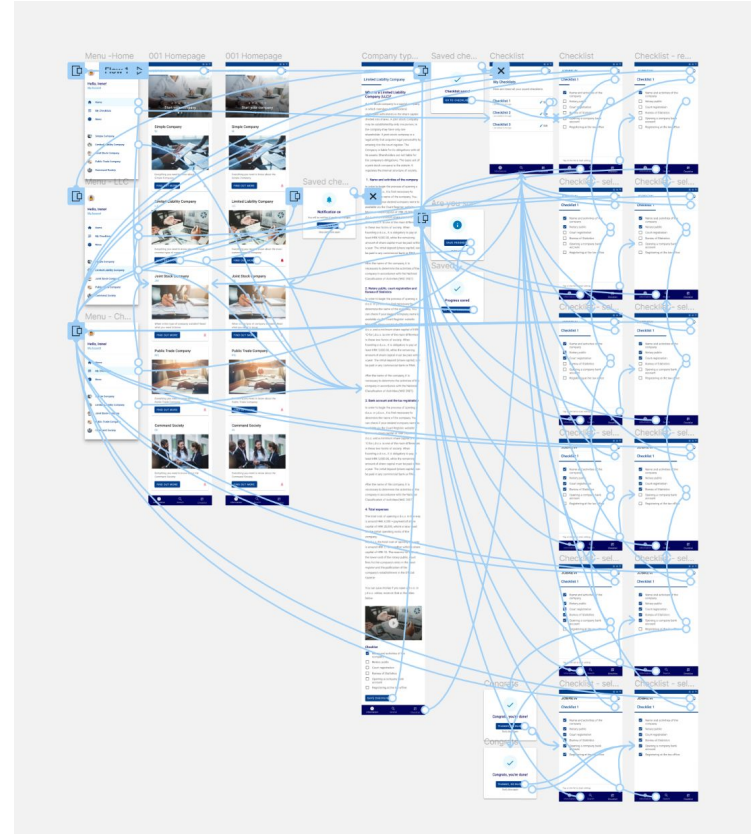
Mockups



High-fidelity prototype

Link to high-fidelity prototype: [here](#)

Visual representation of the user flow for the nutrition, exercise, medication and weight tracking features



Accessibility considerations

1

App will be compatible
with assistive technology

2

When it came to colors,
their contrast was
checked for accessibility
on WebAIM

3

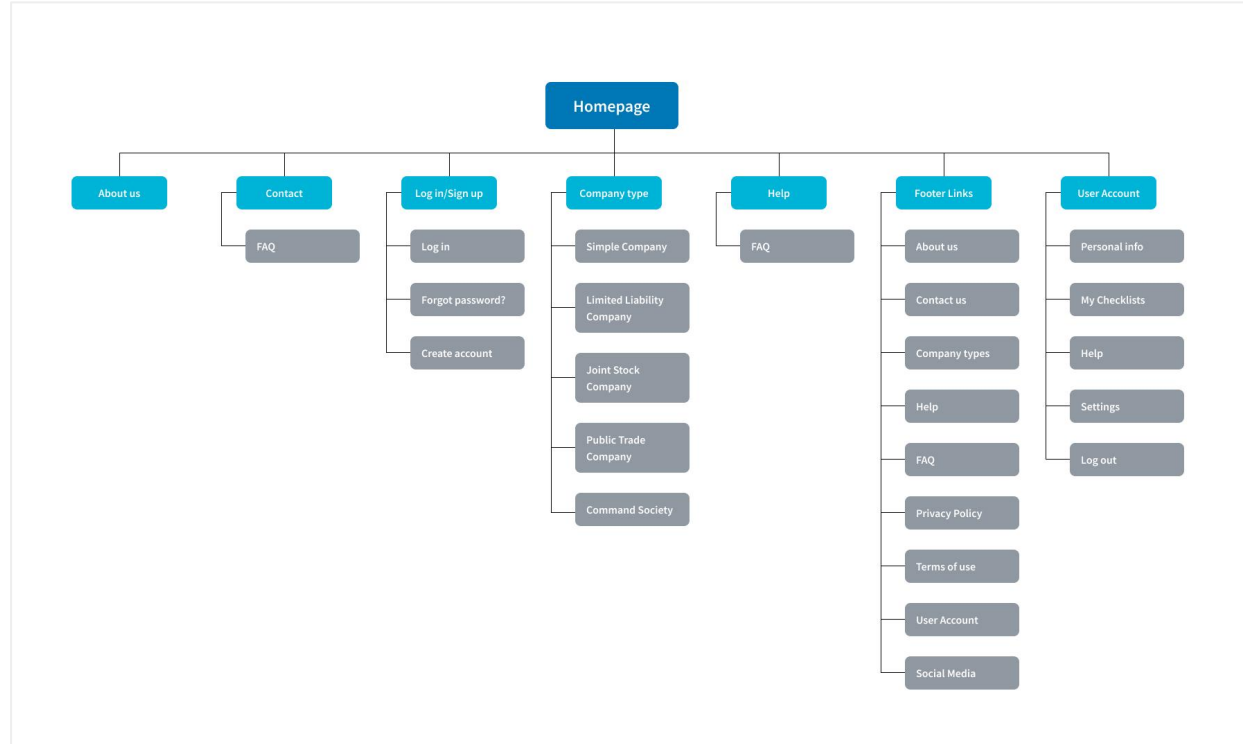
Dark mode for light
sensitive people will be
added

Responsive Design

- Information architecture
- Responsive design

Sitemap

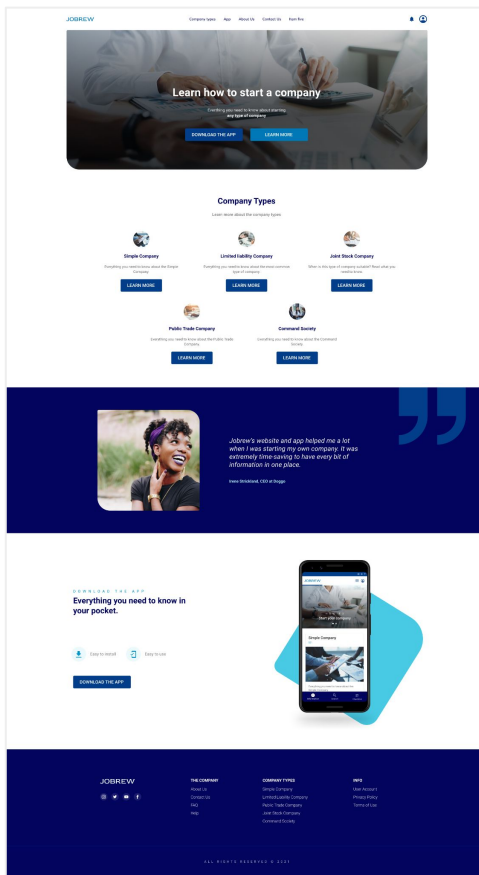
With the app designs completed, I started work on designing the responsive website. Website is imagined as an overview of the app and to give users access to their accounts, checklists and everything they have in the app.



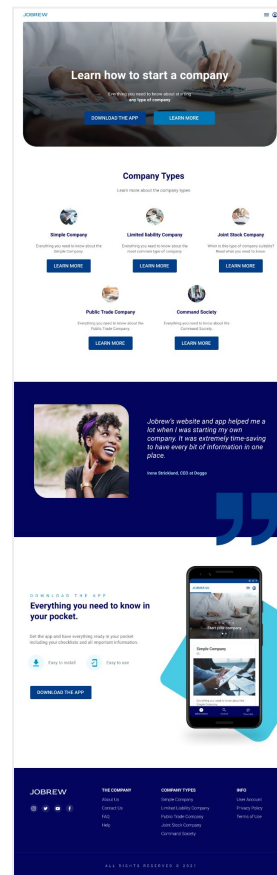
Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. The designs were optimized to fit specific user needs of each device and screen size.

DESKTOP



TABLET



MOBILE



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Most of users stated that something like this would help those who are going to go through the process of opening their own company. Users who already went through that wish that they had something like Jobrew.



What I learned:

It was interesting to start designing from mobile screen size and how to prioritize it while designing the website.

Next steps

1

Conduct an additional usability study.

2

Ideate on additional functions that could be useful.

Let's connect!



Thank you for your time to review my work for the Jobrew responsive website and app. If you wish to see more of my work or stay in touch, link to my website is below.

Website/portfolio: <https://nikkivancas.com/>

(There you can also find links to my social media and my contact (email address).)