

Introduction

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Concept Overview

- **Summary of the Current App:**
 - Craigslist jobs is a very simply designed website that helps with finding a robust amount of jobs. There are a lot of trucker jobs and routes to pick up. Primary functionality is to find a job as quickly as possible.
 - Our goal is to make Craigslist Jobs easier to navigate for the user and to improve the overall design of it. The app's purpose is to help people find jobs and our changes will increase the site's efficiency.
- **Design Goals:**
 - Our main goal in our concept is to help people that are looking for jobs, and to view what work is available around them that they would be a good fit for. We wish to improve the design and readability of the site and to make it easier to use.
- **User Personas:**
 - The user personas would be anyone looking for work but more specifically, students and recent graduates who are looking for employment and are able to use the internet.
 - We are students who will soon be graduating so we thought our app would be a useful resource that would be an improvement over what is already available.

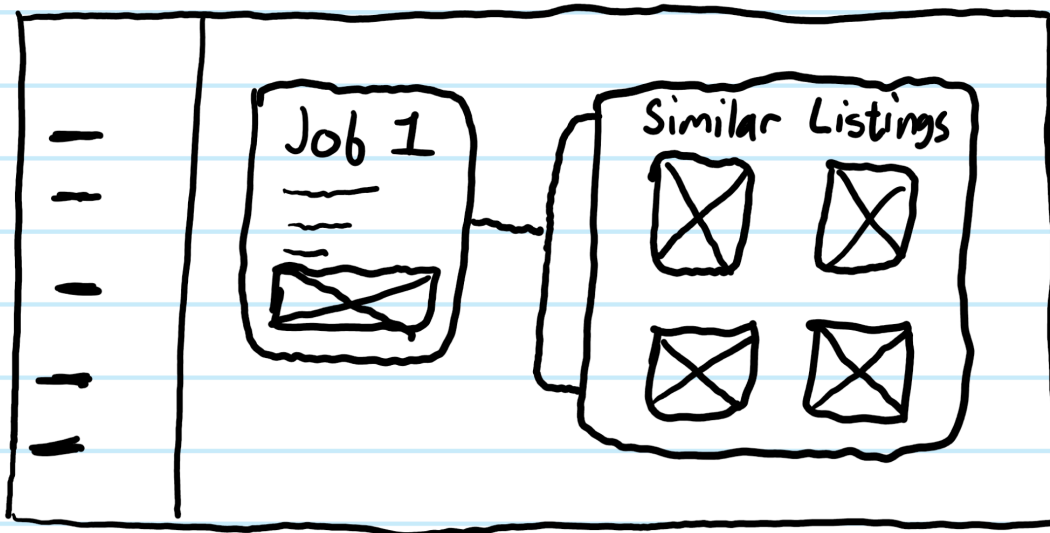
Feature Enhancements

- **Introduction to Feature Enhancements:**
 - We aim to enhance 2 features that will help to get rid of some of the junk postings and give the users more data on the listings themselves.

- **Enhanced Feature 1: [Account based posting and management]**
 - **Current State:**
 - Currently on Craiglist Jobs, you can post jobs without creating an account which can lead to multiple issues. When creating jobs posts you have to pay to add filters to the jobs listing.
 - **Proposed Enhancement:**
 - There are several improvements that need to be done to this website. The main one being making things account based. You can post jobs without an account. There is no way to look at the history of the poster as well as seeing if they are credible
 - **User Story:**
 - A student looking for a job hops on Craglists jobs. They see several posts from different jobs. They look into the job and see that the company that posted has a lot of postings. Looking deeper into the company account the students finds out the jobs makes a lot of posts and has bad ratings,

- **Enhanced Feature 2: [Add comparing listings to other job sites]**
 - **Current State:**
 - Currently, craigslist jobs doesn't allow you to compare listings with other sites in any way.
 - **Proposed Enhancement:**
 - We would like to add the ability to compare proposed job listings with similar listings on other job sites like Indeed. This would improve the user experience by allowing the users to compare details with listings on other sites to see if the listing is comparable to the others.
 - **User Story:**
 - The user is searching for a job in a specific field, they would like to see if the listing is standard for the field. They open up the compare tab and are able to see various information on listings of the same job on other sites and are able to make a more informed decision.
 - **Sketches:**

Comparing Listings



Visual Enhancements

- **Introduction to Visual Enhancements:**

We want to make the site more appealing and will use a more centralized theme and writing style. We will change the text and background to give the site better readability.

- **Visual Enhancement 1: [Universal Writing Style for readability/]**

- **Current State:**

- The site currently uses blue text for the job listings with smaller black text under it with details. It makes everything on the site look like a hyperlink, even the text that doesn't link to anything.

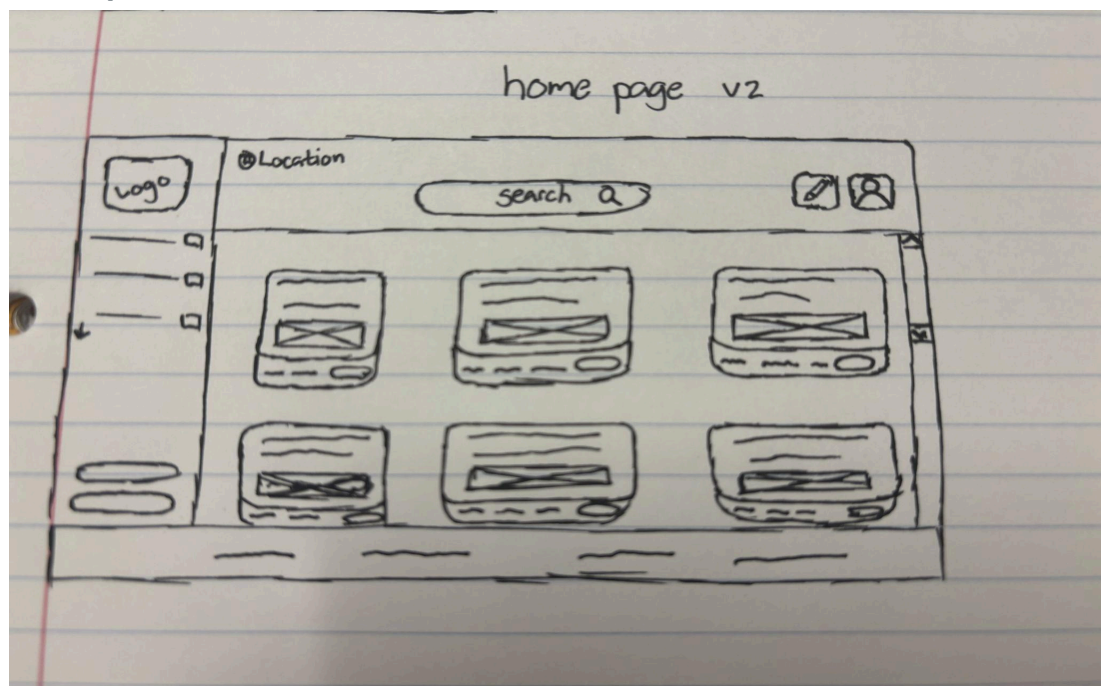
- **Proposed Enhancement:**

- We will use a universal text size/style to give the site a more uniform look. We will rearrange the way the text is laid out into a card formation to have less unused white space as well. This will make the site more appealing as it still looks like an early internet era site.

- **Design Principles:**

- One main design principle we used to come up with these changes is balance as nearly all content on the site is displayed on the left half of the screen with an empty right side.

- **Mockups/Sketches**



Visual Enhancement 2: [Clear job description (pay, requirements, etc)]

- **Current State:**
 - Currently, the site shows only whatever the users put as the job listing title and the location it is based out of. The listings often contain different styles and make it difficult to read.
- **Proposed Enhancement:**
 - We wish to add more details directly on the listings as every listing opens up into a new page rather than displaying more information upfront on the listings page. It will allow users to see more information and not have to navigate through nearly as many pages.
- **Design Principles:**
 - One design principle we looked at was unity as nearly every listing is written in a different style and we want users to be able to read through the listings quickly.
- **Mockups/Sketches:**

Enhanced Job Listing:



5 Key Feature Enhancements:

1. Job Application Tracking

- This feature will allow the user to track the details of their submitted job applications. It will display the current applications in the My Applications page. It will sort them into 4 categories: Approved, In-Process, Saved, & Rejected. There will also be a tracker that shows your application move through these steps and include a message describing each of them.

2. Adding User Data to Profile

- This feature will allow users to upload information to their profile that will be made public and give employers an easy way to assess a potential employee. This feature will be located under the Profile page and will be included under one of four sections: Personal, Career, Education, & Experience. The user will also be able to upload their resume to their profile to give additional information.

3. Commenting on a job posting

- This feature will allow registered users to leave comments on any job listings posted by employers. This will enable the user to give more information and leave some feedback on the job listings. This lets users share helpful details on an employer such as company culture, details on the application process, or any other information the user thinks may be helpful for potential hires.

4. Messaging Employers

- This feature will make it possible for applicants to message back and forth with the people who are creating the job listings. This is a standard feature that we found necessary in order for our site to function. The applicants and employers both will be able to initiate conversations, save messages, and view them later. This allows applicants to gain more information that the employer may choose to omit from the listings.

5. Filtering based on Payscale

- This feature will allow users to filter the listings they see based on a payscale set by them. They include the minimum & maximum for their payscale and will see more relevant listings. This feature makes the site more convenient for the user as they will have to scroll through less job listings they are not interested in.

Implementation Feasibility

- **Technical Feasibility:**

The current application requires an update on the front-end framework including the styling and integration of back-end, making it dynamic. There's a lot of scope for improvement from the current app which can only be done through a revamped front end code.

- **Resource Requirements:**

Development Time: 3-4 weeks

Tools Required: Visual Studio Code, NodeJS, ReactJS, Axios, Postman, Figma

Team Roles: Developer, UI/UX Designer, QA Tester.

- **Risk Assessment:**

- Technical limitations of finding a public API for free which gives all the details required for a job search portal
- Study the feasibility and understand the importance of implementing new features, conduct a survey to see if any other features are expected by the user

- **Next Steps:**

- Creating wireframes and designing prototypes for web and mobile views
 - Test the website with a few selected users to see if it meets the user expectations.
 - Wireframing and prototyping takes 3 weeks, development takes around 4 weeks
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Conclusion

- **Summary of Design Concept:**

- Our main new features of the design concept would be to implement an account based system for listing jobs and applying for them to filter out some of the spam, and to add the ability to compare job listings to similar listings on other sites (similar to a price matching system)
- Our visual enhancements would be to create a universal writing style that would give the website a better look and increased readability. The second visual enhancement would be changing the way the listings display their information to give more upfront details, such as pay scale, location, requirements and more.
- These changes would allow the users to find exactly what kind of job they are looking for more efficiently, have more information to make more informed decisions, and reduce the amount of irrelevant spam listings by enforcing the account based system for uploading listings.

- **Call to Action:**

- Discover endless opportunities with our job search portal. Explore thousands of job listings across various industries, connect with top employers, and take control of your professional future.
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