Meghan Dews
Customer UX
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Prototype Documentation:

This prototype is designed to solve the problem of there being a lack of qualified candidates when it comes to UX/CX skills. It is a platform that multiple users can utilize: Job Seekers, Managers, Instructors, and Mentors. Job Seekers can obtain the required skills for UX/CX positions by creating a personal account, in which a back-end AI will pull from to create specific recommended certifications; based on which position they are looking to move into. These certifications will have pre-set video playlists that must be completed in order for the certification to be awarded. Managers can use this platform in order to search for new qualified candidates. They can see all certifications completed in order to see if the candidate is a good fit. Instructors will have accounts that are geared towards creating and maintain the required video courses. Lastly, Mentors will be a simple resource for Job Seekers, when additional help is needed. Mentors could also be Instructors or they could be outside resources that have this type of experience.

Social media for this platform will work in various forms. The main social media, the links in the footer, will act in a general fashion in order to promote important information regarding this specific site. Anything from open positions for Instructors to releases of new courses. They could be used to recruit more users as well. Facebook, specifically, could be used for ads and as a general forum for students/Job Seekers/candidates to ask questions among each other.

When a new user creates a new account, they will be required to connect their LinkedIn profiles. This will act as a verification for the user, just as Facebook does for so many sites today. Instead of using Facebook, I have chosen to go with LinkedIn, since this is more of a business related platform. This way Managers can connect with potential Job Seekers in a professional manner. Same goes for Instructors, if they choose to connect with their students (maybe to recommend them for positions they are aware of).

The AI for this site will pull from the Job Seekers' account. It will use "Job Interested In" information to auto-generate certain suggested certifications. These certifications will each contain video playlists that can be manipulated on the back-end. They would be playlists that would be customizable through an interface similar to Lynda.com/LinkedIn Learning today. Each certification could require courses created by different Instructors, so it would be best to have the individuals in charge of designing these certification programs closely involved. They would work directly with the UI/Web Designer/Developers that help to create this platform.

For the next iteration of this prototype, the following feedback was received:

- Currently, for the Manager and Instructor dashboards, there is a search feature at the top that allows for them to search for each other. How necessary is this and if it is necessary, how would this function? What information would be appropriate for them to see about each other?
- Flush out the Contact Us, About Us, and Become and Instruction pages. Especially the Become an Instructor page. What would that dashboard look like?
- For the Job Seeker dashboard, once playing videos within the playlist, would the videos auto-save, so users can pick up where they've left off?
- Each tab or dashboard is currently showing as if all users are already logged in. Would each user type be able to see one another's dashboards like this?
- This version only shows YouTube videos. Could it support other video types?
- Can you change "Managers" to "Employers?" It might not always be a Manager that is doing the searching.

Next Steps:

- I think that it could be beneficial for Mangers to be able to search for each other in case they would like to connect with one another through LinkedIn. If they have similar backgrounds, they could converse about possible Job Seekers, maybe make recommendations to one another. The same could work for Instructors, see each other's qualifications, connect with each other for advice/help. They would only be able to see necessary professional background information, in order for them to decide if they would like to connect. If this feature proves to not be utilized, it can always be removed in later versions.
- These pages would need to be created. About Us and Contact Us would be similar to those page types you see commonly elsewhere. Become an Instructor would be laid out similar to a resume site. They would see the job description and be required to upload a resume and enter in personal information. These would be submitted and tied to an email address.
- Yes, this would be a feature. Similar to Lynda.com/LinkedIn Learning videos today. Especially since these are full certifications and some could take several hours, even days. Auto-saving a user's place while watching a video is a must.
- Yes, each of this dashboards need to be update to show the Sign In screen instead. That would need to be updated in the next iteration of this prototype. The different types of users would not be able to see each other's dashboards without signing in as that specific user type.
- Initially, this platform would support YouTube videos, since that is the most commonly used video platform. I think it would be better to keep things more streamlined, at least in the beginning. If there is a need to support other video types, like Vimeo, that could be implemented in later iterations.
- Yes, "Managers" does not necessarily capture the right user type. It could be various types of people within a company utilizing this site. "Employers" could be a more fitting general label for this type of user.