Talent Recruit - UX Review

Prepared for:

Talent Recruit

Prepared by:

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About Talent Recruit Portal

Portal Users

- Job Seekers
- Recruiters
- Employee referrers

Portal Objective

1. Job Seekers

- Search and apply for jobs
- View application history

2. Recruiters

- Manage leads clients and candidates
- Post jobs
- Extract and analyse reports

3. Employee referrers

- Refer candidates for jobs
- View reference history

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About UX Review

Reviews are Difficult

- We often concentrate on the negative.
- Every review finds "obvious" problems (that are NOT really obvious).

Our Focus

To ensure that the Talent Recruit portal:

- Provides an effective interface for the user
- Provides comfort and convenience while interacting with the portal
- Increases task completion time

Limitations of an Expert Review

- This review is based on:
    - Usability Heuristics (rules of thumb for usable design)
    - Current human factors and HCI research
    - Fundamental principles of human performance (cognition, perception, etc.)
    - How well the design supports decisive tasks
    - Knowledge gained from past usability testing
- We have not gathered information directly from users in creating this report.

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Framework for Review

|	
Navigation	Site structure and content findability
Presentation	Layout, Typography and iconography
Content	Tone and format of information
Interaction	Ease of interaction (use of controls / features)

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About Talent Recruit Portal

About Expert Review

Framework for Review

▶ Review Insights

Summary of Insights

Review Insights

Navigation	Site structure and content findability
Presentation	Layout, Typography and iconography
Content	Tone and format of information
Interaction	Ease of interaction (use of controls / features)

Navigation: Intermixing organisation schemes

Intermixing different types of organisation schemes makes it difficult for the user to form a consistent mental model, creating memory load for the user.

Job Seekers Log In Or Register Here

APAR TECHNOLOGIES

Home | Recruiter | Search Jobs | Employee Referral

Primary navigation is a mix of user based scheme and task based scheme.

Lead

Client

Requirement

Candidate

Temp Staffing

Source

Forum

Reports

Billing Module

Mail Management

Management

Configuration

Change Password

Object based scheme

Task based scheme

Action based

Object based

Task based

Action based

Recommendation

Consider using not more then one type of organisation scheme at one level.

Navigation: Hidden options and functions

Most common usability problem is the inability for users to find desired content or feature. Good navigation systems are not hidden to users.

Job Seekers Log In Or Register Here

APAR
TECHNOLOGIES

Home | Recruiter | Search Jobs | Employee Referral

Login and register functions for for Job Seekers are displayed upfront, however the same for recruiters and referrers are hidden under the respective tab

| Forum |
| Reports |
| Billing Module |
| Mail Management |
| Management |
| Configuration |
| Change Password |

| Forum |
| Reports |
| Billing Module |
| Mail Management |
| Management |
| Administration |
| Poll Management |
| Communication |
| Channel Manager |
| PortalRecruit |
| Configuration |
| Change Password |

Sub menu options are hidden, which are revealed only after clicking on the main option.

Recommendation

Using more open and wide navigation model. Consider providing cues to let user know of hidden options.

Navigation: No 'where am I' cues

A good navigation system clearly indicates current location within the interface hierarchy.

User has no clue about which page he/she is on.

User has no clue if 'Joining', 'Interview' or 'Event' view is displayed.

Recommendation

Clearly highlight where the used is in the website/application hierarchy.

Navigation: Unexpected destination

A good navigation system helps users choose their destination and accordingly navigates to the same desired destination.

Clicking on 'Total Joined' tab navigates user to 'Candidate' page, where as 'Temp Staffing' and 'Billing Module' tabs navigate users to 'Joined Candidate' page.

Recommendation

Re-label the links to clearly indicate where will it be leading to.

Navigation: Atypical navigation mechanism

A navigation system must match users mental model. Poorly designed navigation systems account for 80% of observed usability problems.

Sub tasks can be traversed for various instances. This a very atypical navigation behaviour. Users expect to finish tasks and sub-tasks related to an instance, go back, browse, select new instance and continue working on the selected instance.

Recommendation

Avoid traversing of instances at task level. Use a drill down navigation model.

Navigation: Unclear, inconsistent labels

Getting the label right can dramatically facilitate browsing. Research shows that users will make use of a link or button rather than searching if it is relatively obvious that the link or the button is what they need.

Inconsistent labelling pattern.
Primary noun: Candidate, Client, Leads, Reports, Targets/Incentives…
Primary + Helping noun: Poll Management, Channel Manager, App settings…
Helping + Primary noun: Temp Staffing, Auto Alert/Notification…

Labels are not self-explanatory and leave users wondering what they might contain.

Management

Administration

Poll Management

Communication

Channel Manager

PortalRecruit

Configuration

Master Setting

App Setting

Email Template

Offer Template

Auto Alert/Notification

Control Setting

User Rights Setting

Target/Incentives

Administration, Management, Configuration…..Whats the difference?

Talent recruit Portal or other portals?

What is a Master?

Which app?

Which controls?

Candidate

Leads to 'Joined Candidates page

Temp Staffing

Source

Forum

Reports

Billing Module

Mail Management

'Management' and 'Configuration' are very ambiguous terms

Management

Configuration

Change Password

Recommendation

Use clear, consistent and self-explanatory labels.

Navigation: Unclear grouping and ordering

Proper grouping and ordering of menu options aids easy scanning and findability of relevant content

Candidate
Temp Staffing
Source
Forum
Reports
Billing Module
Mail Management
Management
Configuration
Change Password

Management
Administration
Poll Management
Communication
Channel Manager
PortalRecruit
Configuration
Master Setting
App Setting
Email Template
Offer Template
Auto Alert/Notification
Control Setting
User Rights Setting
Target/Incentives

How are these options ordered?

Mail too is a mode of communication, shouldn't Mail Management be a part of 'Communication Management'?

Shouldn't this be part of 'Mail Management'?

'User Rights' is part of Administration (which falls under Management) and part of "User Rights Settings' (under Configuration) too.

If adding, editing, deleting Users, Business, Polls, Channels, messages under 'Management' then what is Targets/Incentives under Configuration?

Recommendation

Consider sorting and grouping options logically which would make sense to the users.

Review Insights

Navigation	Site structure and content findability
Presentation	Layout, Typography and iconography
Content	Tone and format of information
Interaction	Ease of interaction (use of controls / features)

Presentation: Scattered information

Organising text into chunks allows users to quickly scan through information and find the content they are looking for.

Information is all over.

Difficult to differentiate between information

Difficult to compare and select jobs.

Recommendation

Chunk, organise and align text to increase users ability to scan and improve readability. Use grid/table and align text under common header. User white space to differentiate different one information rom other.

Presentation: Inconsistency

Inconsistency within the same channel projects an outdated and unprofessional aesthetic, while increases frustration amongst users as they need to relearn the UI every time it changes.

Inconsistency in

- font size
- font weight
- font color
- font family
- font style
- font alignment

all in the same page…..

this hinders quick scanning of text and decreases readability drastically.

Presentation: Inconsistency (cont'd)

Inconsistent Icon styling

Inconsistent links

Size
Same size
Profiles sent to Client
Shares

Inconsistent dropdown

Day | Week | Month
Joining | Interview | Event

Inconsistent buttons
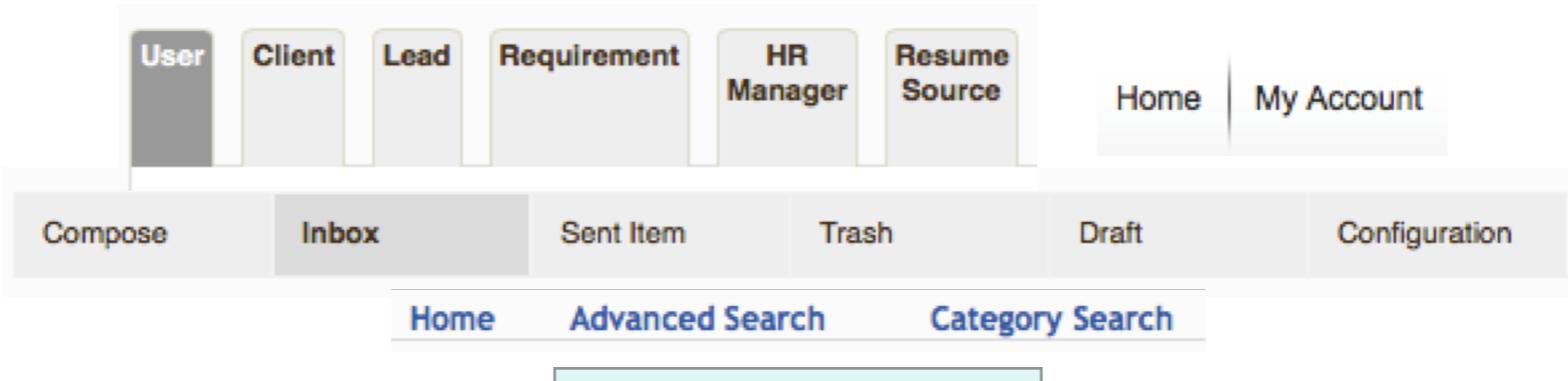
☐ Modular View

☐ twitter.com
☐ www.facebook.com
☐ www.google.com

Inconsistent checkboxes

User | Client | Lead | Requirement | HR Manager | Resume Source | Home | My Account

Compose | Inbox | Sent Item | Trash | Draft | Configuration

Home | Advanced Search | Category Search

Inconsistent tabs

Presentation: 'Below the fold'

Surfacing important information and functionality helps users deep dive to find what they are looking for.
Content "below the fold" will frequently be missed.
Its frustrating to scroll every time for important and frequently used information
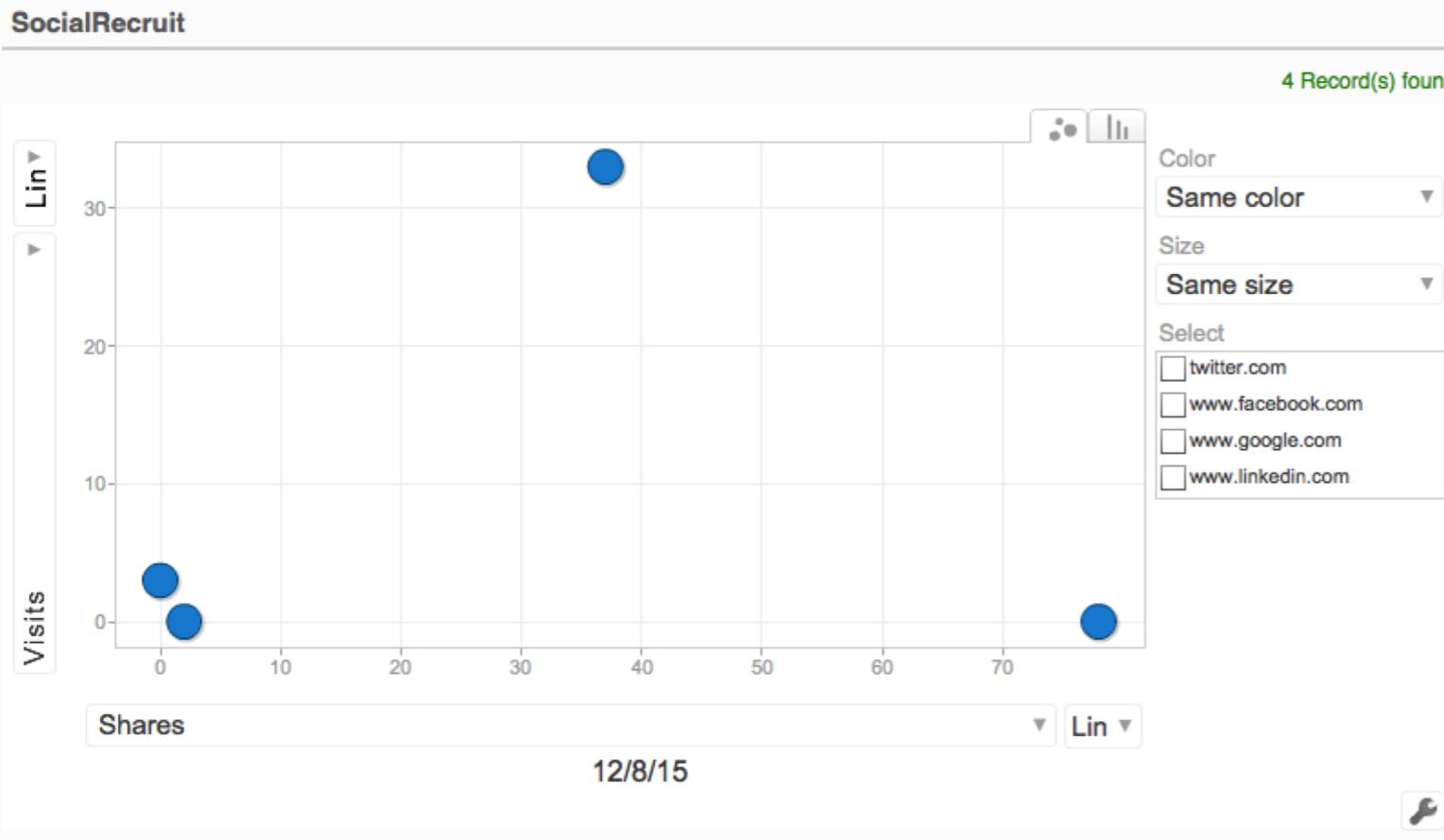
Dashboard is meant to give a 360 degree view of everything that matters the most to the user. Here prime real estate is occupied by calendar widget and important analytics is pushed below the page fold.

Presentation: Poor data visualisation

Selection of proper chart can help users make better analysis and uncover more insights

Efficient and usable charts help users make analysis faster.

SocialRecruit

4 Record(s) found

Color
Same color ▾

Size
Same size ▾

Select
☐ twitter.com
☐ www.facebook.com
☐ www.google.com
☐ www.linkedin.com

Lin ▸

Visits

30 —
20 —
10 —
0 —

0   10   20   30   40   50   60   70

Shares ▾   Lin ▾

12/8/15

Referrer Id	Referrer Host	Shares	Visits
2	www.linkedin.com	78	0
3	www.google.com	0	3
1	www.facebook.com	37	33
4	twitter.com	2	0

Giving options to select colours, size, social media, bar/bubble view is not required as the data to be displayed is very simple. All these additional options will distract the user from his main task.

Almost three fourth of the page is utilised to display simple data.

Since the bubbles are scattered across a bigger canvas, its takes more time and effort to traverse between bubbles. Thus increasing motor load.

It's impossible to figure out which bubble or bar (in the bar view) represents which which social media unless clicked/hovered.

Recommendation

Data visualisation is not required in this context. Data in tabular format below is more then sufficient.

Presentation: Poor data visualisation (cont'd)

Ageing Analysis

◉ Approved Processes ○ Pending Processes
☐ By Date

From Date : `08-12-2015`   To Date : `08-12-2015`

Transaction Type :

From: `Job Created ▼`   To: `Profiles sent to Client ▼`

Client : `All Client ▼`

Average of All Client : **124 Days**

Number of days for what?

Shouldn't 'Approved Processes' be the title instead of 'All Client'

User might find it difficult to associate bars to clients (X axis)

Confusing filters. From and To labels make sense for date but is confusing with Transaction type.

Recommendation

- Use appropriate Graph titles. Make efficient use of white space and gutter space.

- Consider making Y axis dynamic in accordance to the maximum value so as to better utilise the real estate and making bars with minimum values more prominent.

- Use proper Filters.

Presentation: Super wide tables

Users lose context while going through wide scrolling tables without static/fixed/frozen header columns,

Column no. 08 ◄·······► Column no. 24

ıs	Requirement Name	Client Name	Email	Contact No	Offered Location		Contract Expiry
	Business Anayst	xyz	srimoramr5@gmail....	91-8143216252		◄······►	
	Sr. Java Developer	Arval India Pvt Ltd	arigela123.purush...	91-9591489552	Bangalore		30/09/2016
	Sr. Java Developer	Arval India Pvt Ltd	anushbabu.ch@gm...	91-8089604319	Bangalore		30/09/2016
	Testing	Flipkart Internet Pvt Ltd	neha.java@yahoo.c...	732-734-0298	Mumbai		31/12/2015
	Finance Manager	TalentRecruit	nrworld1@gmail.com	734-274-9249	Bangalore		31/10/2015
	Sr. Java Developer	Arval India Pvt Ltd	yousry.help@gmail....	0097156498			
	Sr. Java Developer	Arval India Pvt Ltd	singhvarun_1989@...	9820158298	Iko		30/09/2016
	Sr. Java Developer	Arval India Pvt Ltd	hridya.girija@gmail....	8086227440	Hyderabad		30/09/2016
	Finance Manager	TalentRecruit	muks-77@hotmail.c...	9004127972, 9821122696	Pune		31/10/2015

Once the candidate column (first column) is out of display, it becomes difficult to make associations between the candidate and it's attributes, thus making user scroll too and fro.

This leads to increase in motor, memory and cognitive load.

Presentation: Super wide tables

Table Recommendations

- Organise the most important columns to the left.

- Experiment with frozen/fixed columns, so if the person does need to horizontally scroll, they can keep context.

- Offer resizing and rearranging of columns.

- Only show a set number of columns in the default view (so there is no horizontal scrolling in the default view) and offer a Customise option so the person can choose to hide or show more columns.

- Offer Sorting options.

Review Insights
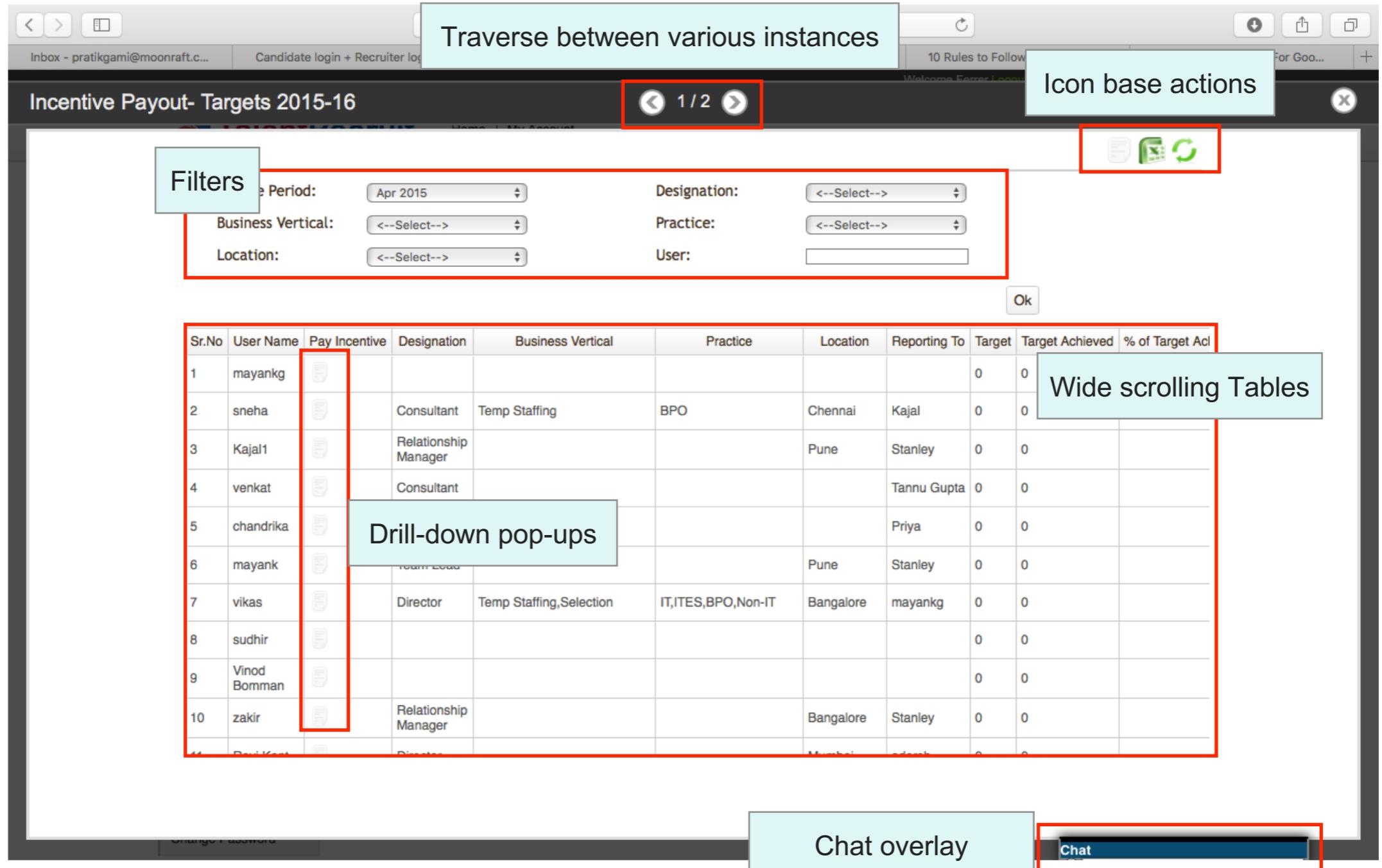
Navigation	Site structure and content findability
Presentation	Layout, Typography and iconography
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Interaction	Ease of interaction (use of controls / features)

Content: Overwhelming pop-ups

Pop-ups are meant for sub tasks, including lots of things in it is a huge mistake.

Recommendation

Keep the pop-ups as simple as possible. Ask or show only essential informations.

Strictly avoid using pop-ups to show drill down details

Content: Overwhelming text

Users tend to not read lengthy text. Large amounts of text makes it difficult for users to scan through information.

Recommendation

Chunk, organise and bullet text to increase users ability to scan and improve readability.

Content: Lack of context

Users find it easier to comprehend contextual information. Information out of context may pose cognitive, memory or motor load, as user will have to guess, use trial and error or use other means to figure out things on the portal.

Motor load

Memory load

Cognitive load

- ☑ Dashboard Module
  - ☑ Choose Option
    - ☑ My Dashboard
    - ☑ My Team Dashboard
    - ☑ All Dashboard
- ☑ Lead Module
  - ☑ Add Lead
  - ☑ Choose Option
    - ☑ My Lead

Few levels of the tree list has label 'Choose option'. Users have to memorise the hidden items or click 'Choose Option' to explore hidden items.

Recommendation

Uniquely label every item of the tree list.

SMTP Port Number*

SMTP Host Name*

POP Port Number*

POP Host Name*

SMS Gateway Link*

☐ Add Auto Cc Mails

☐ Enable SSL on SMTP

☐ Enable SSL on POP

Recruiter might not know what SMTP, POP, SSL,Gateway Link, etc. means.

Recommendation

Avoid using jargons.

Content: Lack of context (cont'd)

Asset Description	
AssetCode	
Manufacturer	
AcquisitionDate	
Return Date	
Remarks	

What asset are we talking about while applying for a job? Car? House?

Education Gap*	
Employment Gap*	
Reporting To*	
Reason For Change	

Reporting to? While applying?

May be whom I was reporting to in the previous company?

Recommendation
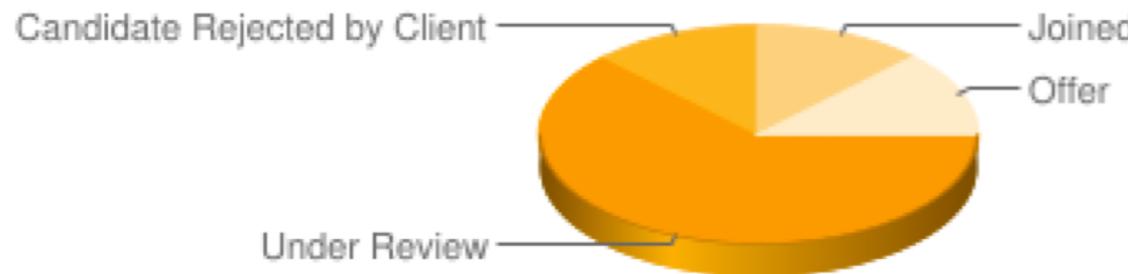
Clearly mention what kind of data is expected to be entered. Use hint text or information icon to provide information on required data entry. Information icon is placed next to the label which on hover displays information in a fly-out

Consider re-wording the label.

Content: Incomplete data

Incomplete data leads to confusion and frustration, as users will have to put in additional efforts to figure out what's happening.

Summary

Summary pie chart doesn't show the complete picture.

No numbers available. Users have to guess through observation, thus increasing cognitive load.

Application History

Software engineer
Java
Current Status : In Process
Last Reviewed On :1 hour ago

QA Analyst
QTP and Selenium
Hydrabad
Current Status : In Process
Last Reviewed On :Oct 11 2015 7:11PM

developer
Finance Process
Mumbai
Current Status : In Process
Last Reviewed On :1 hour ago

Application history doesn't show when was the application sent or when was the job offered.
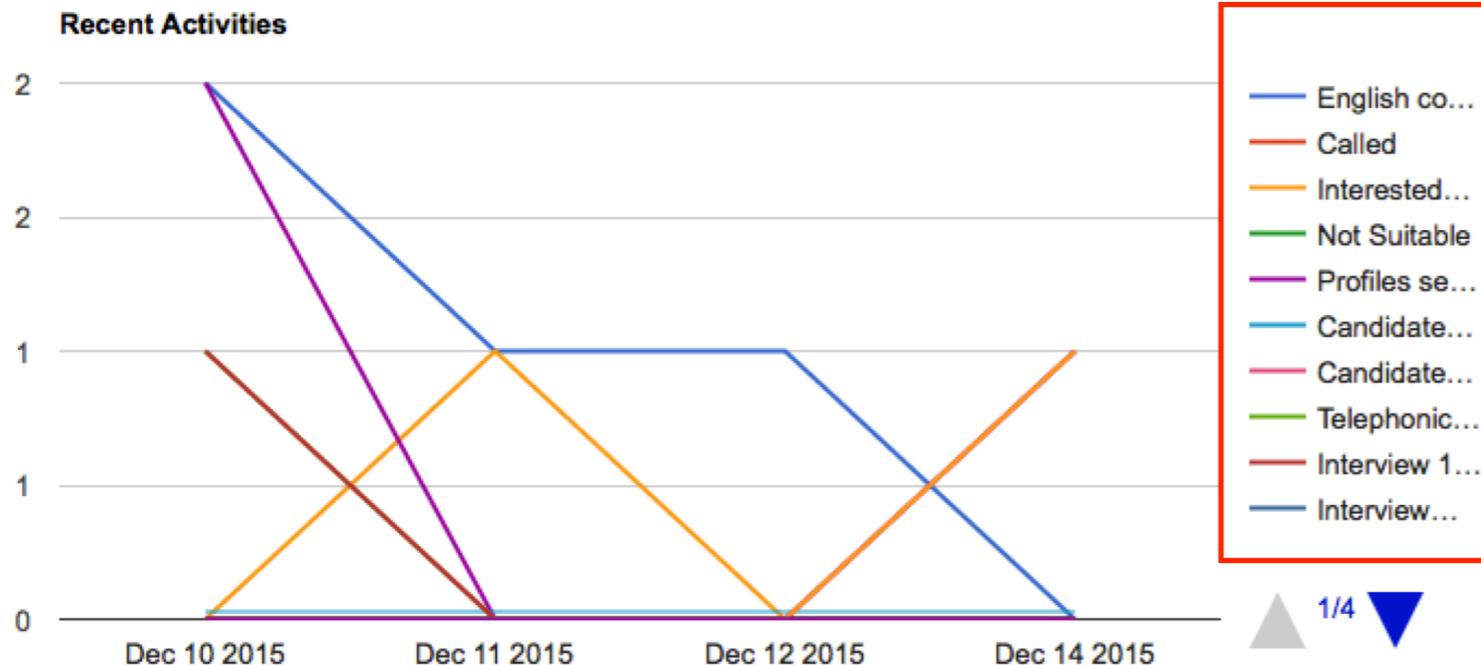
Recommendation

Show complete information which would enable users to make sound decisions.

Recent Activities

Legend (truncated):
- English co...
- Called
- Interested...
- Not Suitable
- Profiles se...
- Candidate...
- Candidate...
- Telephonic...
- Interview 1...
- Interview...

1/4

Current CTC:	6
Expected CTC:	8
Notice Period:	2

Legends are truncated leaving it on user to guess/understand what activity is being visualised.

Recommendation

Avoid truncating data. Truncate only if the shortened data makes sense.

E.g.

candidate profi…

Telephonic inter…

CTC is in lacks or thousands? Is it per year or month?

Notice period is in weeks or months?

Recommendation

Current CTC:	60,000 / month
Expected CTC:	90,000 / month
Notice Period:	2 weeks

Current CTC:	6 lacs / year
Expected CTC:	9 lacs / year
Notice Period:	2 months

Content: Poor language

Poor use of language projects unprofessional attitude. Also it may make it tough for users to understand the content.

Sr.No.	Question Title
1	Rate your self How good at in java

Poor sentence construction. Missing articles and noun/pronoun.

Do You Possess Driving License: Yes

Do You Have A Valid Passport: Yes

Missing punctuations (?).

Missing punctuations (?).

Review Insights

Navigation	Site structure and content findability
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Interaction: Poor form design

Controls within a form design contribute significantly to task success and task completion time. A well design form must have logically grouped controls that project affordance, intuitiveness and should be appropriate to the action being performed.

From and To date fields are closer to the label 'Transaction Type' and not 'By Date'.

Label and respective field are far apart

☐ By Date

From Date : | 08-12-2015 | To Date : | 08-12-2015

Transaction Type :

From: | Job Created ⬍ | To: | Profiles sent to Client ⬍

Client : | All Client ⬍

Average of All Client : **124 Days**

☐ By Date   ⦿ Based on Requirement Allocation ◯ Based on Requirement Worked
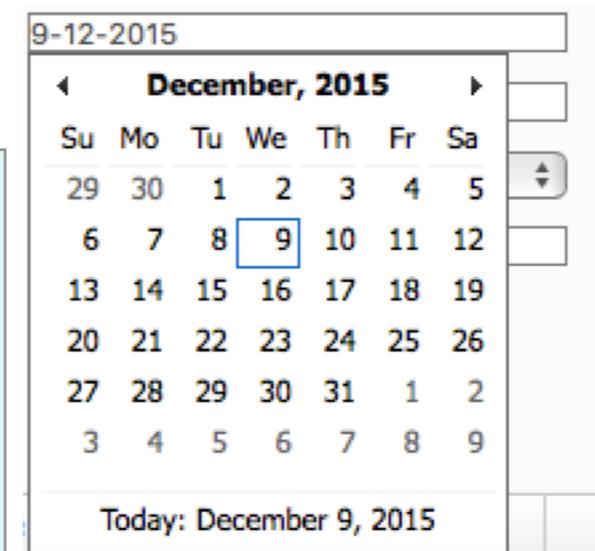
From Date | 09-12-2015 | To Date

It seems 'By Date' is label for radio buttons.

Excel | OK

The label 'Excel' doesn't clearly indicate that it's meant to download in Excel format.

Clicking on 'December, 2015, for changing month and year is no not very intuitive.

The control take more clicks to change month and year compared to a dropdown for month and year

9-12-2015

◄	**December, 2015**				►	
Su	Mo	Tu	We	Th	Fr	Sa
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

Today: December 9, 2015

Interaction: Poor form design (cont'd)
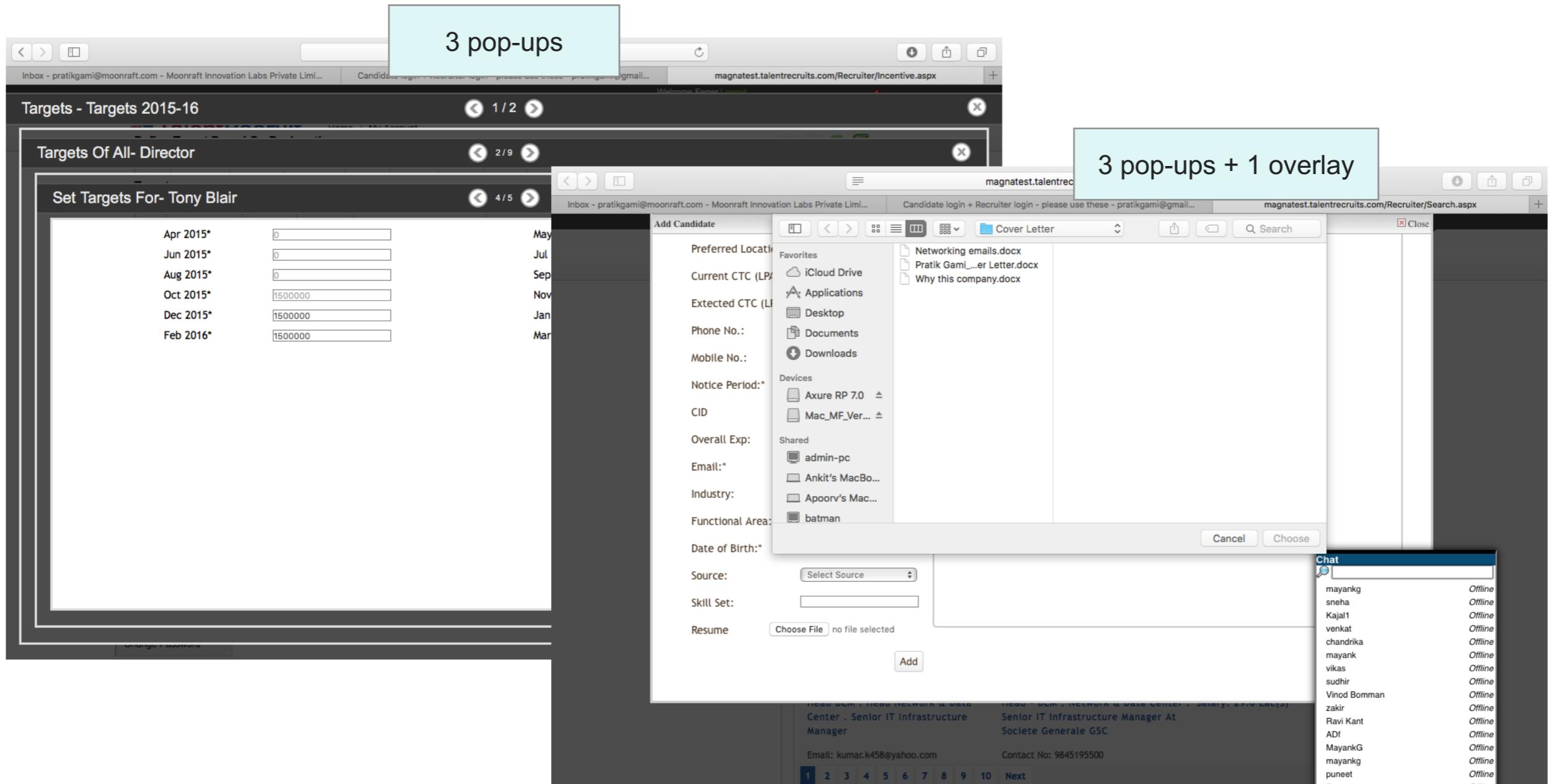
Controls used within a form must set proper 'how to use' and 'how much to enter' entry expectation with users.

Form field	Annotation
Mobile No:	
Business Vertical: <--Select--> Global Staffing ITES Staffing other	No indication of field allowing multiple selection
Practice: <--Select--> BPO Direct Selling Business Insurance	
Location: <--Select-->	
Phone No:	No masking for STD code and main number
From Date : 08-12-2015 **Transaction Type :** **From:** Job Created	Field width is way longer then expected value length Date field looks like a text box. However, clicking on the field opens a calendar widget which is not an expected behaviour No hint text showing allowed format for date

Interaction: Too many pop-ups

Users hate pop-ups. Using pop-ups within pop-up will add to the frustration.

Users lose context of the main task while going through multiple pop-ups nested one within another.

Recommendation

Avoid invoking pop-ups from another pop-up. At any give time, on any given page there should't be more then one pop-up.

Once a pop-up is invoked, deactivate all interactions on the page except those within the pop-up.

Interaction: Poor feedback

Job Title- BPO

Functional- Entrepreneur / Businessman / Outside Management Consultant

Location- Adilabad

Experience Range- - Years

About Us

Working with Experis IT : Experis IT gives you the space to develop your career. Our recruiters respect your experience and connect you to the challenging, high profile IT projects you are meant to do. Experis IT recruiters speak your language and assist you in getting to where you want to be in your career. We provide top talent to a wide range of companies from small, local establishments on up to technology industry global leaders, and we'd love to help you find a new opportunity that's just the right fit for you and your expertise. Regardless of if you're just starting out in your career or if you're a seasoned IT professional, if you're looking to capitalize upon your IT knowledge and skill set, Experis IT is the right place for you.

Roles and Responsibility

Desired Candidate

Job Title- Testing

Location-

About Us

Working with Experis
projects you are mea[...] Job Expired
range of companies from small, local establishments on up to technology industry global leaders, and we'd love to help
you and your expertise. Regardless of if you're just starting out in your career or if you're a seasoned IT professional, if
and skill set, Experis IT is the right place for you.

Roles and Responsibility

Desired Candidate

The feedback message goes unnoticed as

- font size is small
- it is positioned at the bottom of the job description
- Action occurs in the right and reaction to the left

You already applied for this job, your application is in process

Apply
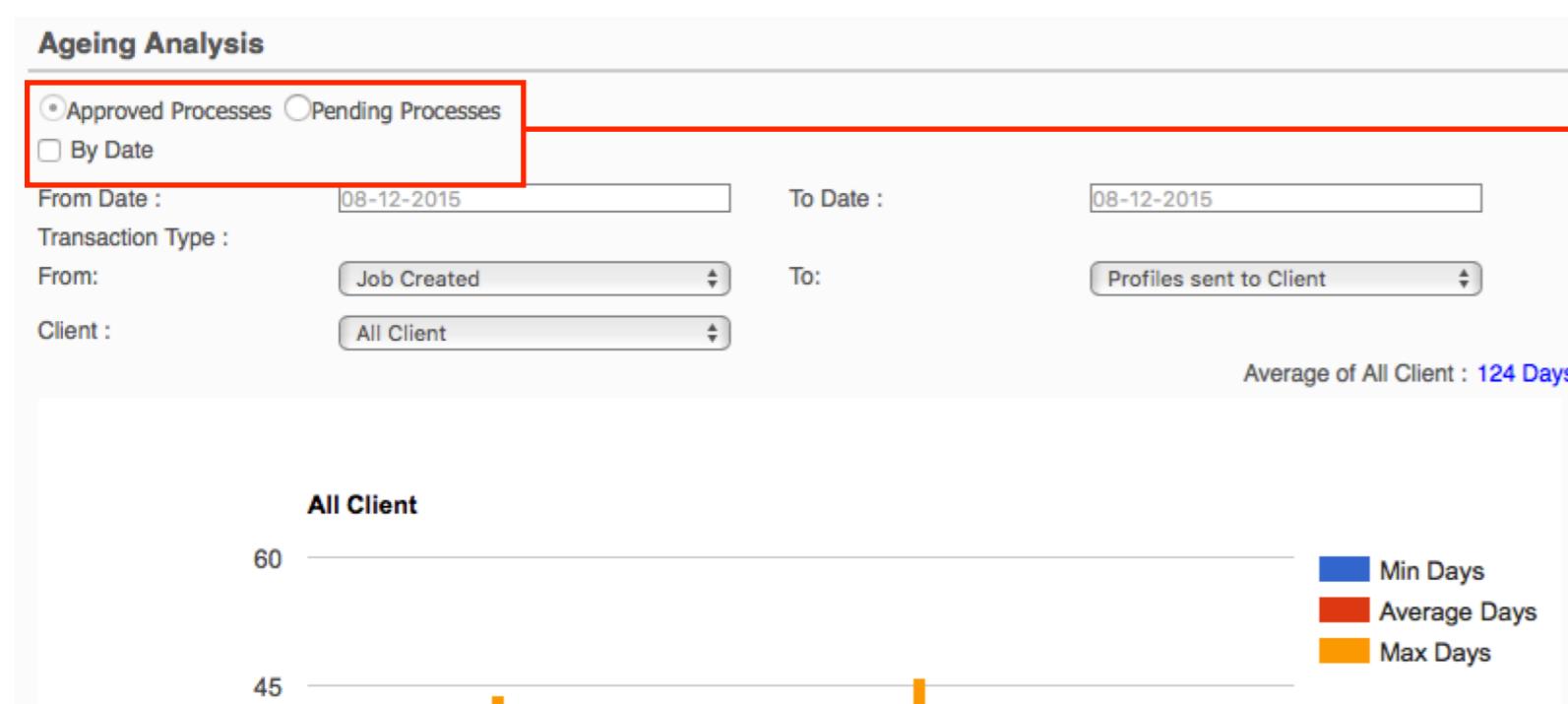
Recommendation

Position of the message on a page must be constant across the portal.

Consider using pop-ups or overlays to display feedback and other messages.

Interaction: Unusual behaviour

Users are accustomed to specific web interactions and UI behaviour changing which would cause confusion and frustration.

Changing the selection scrolls the page up to the top after refresh, thus losing the focus from the UI in context.

This may increase users frustration significantly as filters are often used while doing analysis.

The title row content is a link, clicking on which sorts the respective column. This is very atypical behaviour.

Recommendation.

Use sorting conventions link using up and down arrows to sort content in ascending and descending order.

Recommendation

Keep the overlay close to its entry point. Either use it as an overlay falling down from the top edge, or club the functionality with chat functionality.

Provide clear close button to close the overlay.

Improper action vs reaction

Clicking on 'OK' button displays the result below. However the 'Excel' button is displayed besides 'OK', which might not be noticed by the user.

Recommendation

Reaction must either below the action (if task flow direction is top-down) or to the right of the action (if task flow direction is left-right)

Financial Year		Jan-2015 - Dec-2015			Client		< -- Select Client -- >										
Business Vertical					Practice												
Location					User												

Excel | OK

Sr.No	Skill Name	Status	January	February	March	April	May	June	July	August	September	October	November	December	Total J
1	ASP.NET	Candidate Selected	0	0	0	0	0	0	0	0	0	9	0	0	9
2		Offer	0	0	0	0	0	0	0	0	0	7	0	0	7
3		Joined	0	0	0	0	0	0	0	0	0	6	0	0	6
4		Deployed	0	0	0	0	0	0	0	0	0	3	1	0	4
5	Busines Analysis	Candidate Selected	0	0	0	0	0	0	0	0	0	0	1	0	1
6		Offer	0	0	0	0	0	0	0	0	0	0	2	0	2
7		Joined	0	0	0	0	0	0	0	0	0	0	1	0	1
8	CISCO	Joined	0	0	0	0	0	0	0	0	0	7	0	0	7

User Name _____

User Role <-- Select Role -->

Search

Select User	User Name	User Role
☑	mayankg	Super Admin
☑	sneha	Super Admin
☑	venkat	Super Admin
☐	chandrika	Super Admin
☑	vikas	Super Admin
☑	zakir	Admin
☐	Ravi Kant	Super Admin
☑	adarsh	Super Admin
☑	Stanley	Super Admin
☐	Ferrer	Super Admin
☐	Tannu Gupta	Super Admin
☐	Kajal	Super Admin
☐	Vivek	Super Admin
☐	Olivia	Business Manager
☐	Priya	Admin

Order No.	Select User	User Name	User Role	Move
1	☑	Kiran Naik	Super Admin	Up Down
2	☑	sneha	Super Admin	Up Down
3	☑	zakir	Admin	Up Down
4	☑	mayankg	Super Admin	Up Down
5	☑	venkat	Super Admin	Up Down
6	☑	chandrika	Super Admin	Up Down
7	☑	vikas	Super Admin	Up Down
8	☑	Stanley	Super Admin	Up Down
9	☑	adarsh	Super Admin	Up Down

Submit
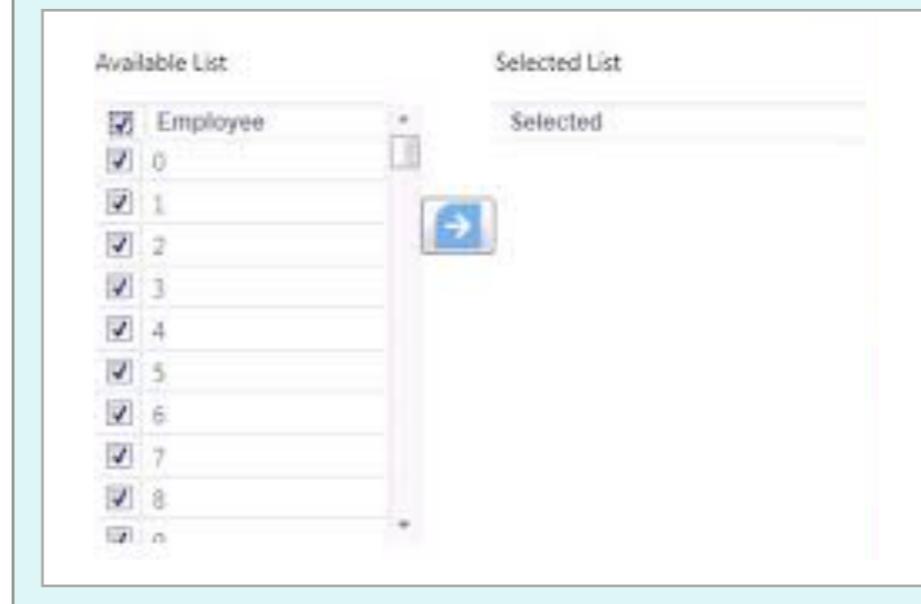
Selecting an entity from the bottom right table adds it to the top left table. However there is no indication of this behaviour/interaction.

Recommendation

Consider placing the 2 tables next to each other.

Provide appropriate title for both the tables. E.g. Available list and selected list.

provide option to select and deselect all options.

Available List		Selected List	
☑ Employee		Selected	
☑ 0			
☑ 1			
☑ 2			
☑ 3			
☑ 4			
☑ 5			
☑ 6			
☑ 7			
☑ 8			
☑ 0			
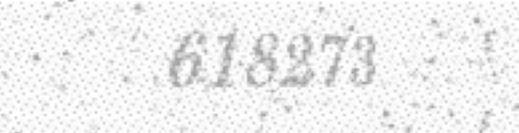
Interaction: Inconsistency

Users tend to memorise every aspect of a task when performed frequently. Inconsistency in UI behaviour for such tasks leads to errors, thus increasing task completion time and frustration.

Login

User Name

Diwakar

Password

Are you human?

618273

Enter Image Text

Login

Can't access your account?

Login

User Name

Password

Login

Can't access your account?

Captcha requirement is sometimes asked while login and sometimes skipped.

Many a times captcha field is not displayed initially, but after clicking on 'Login' button system brings in the captcha field with mandatory field not entered error.
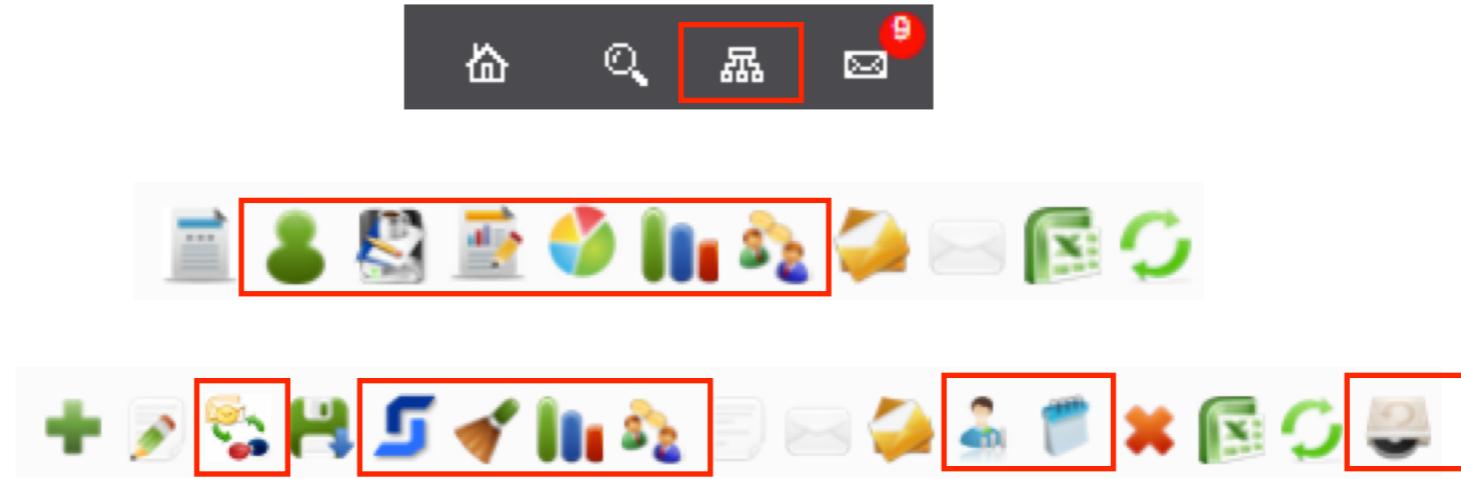
Recommendation

Keep UI elements on Login widget consistent.

Error prevention is better then correction. Consider activating the 'Login' button only when all the mandatory fields have been entered.

Interaction: Icon buttons

Users tend to remember only popular icons like save, delete, edit, hamburger menu and so on…

Too many icons pose memory load on user as users need to memorise what each icon is meant to do.
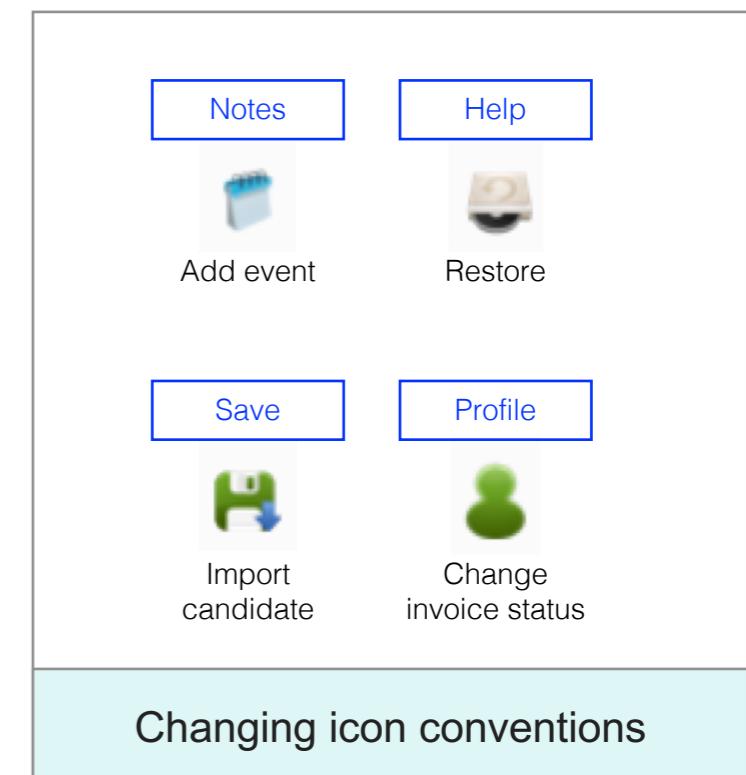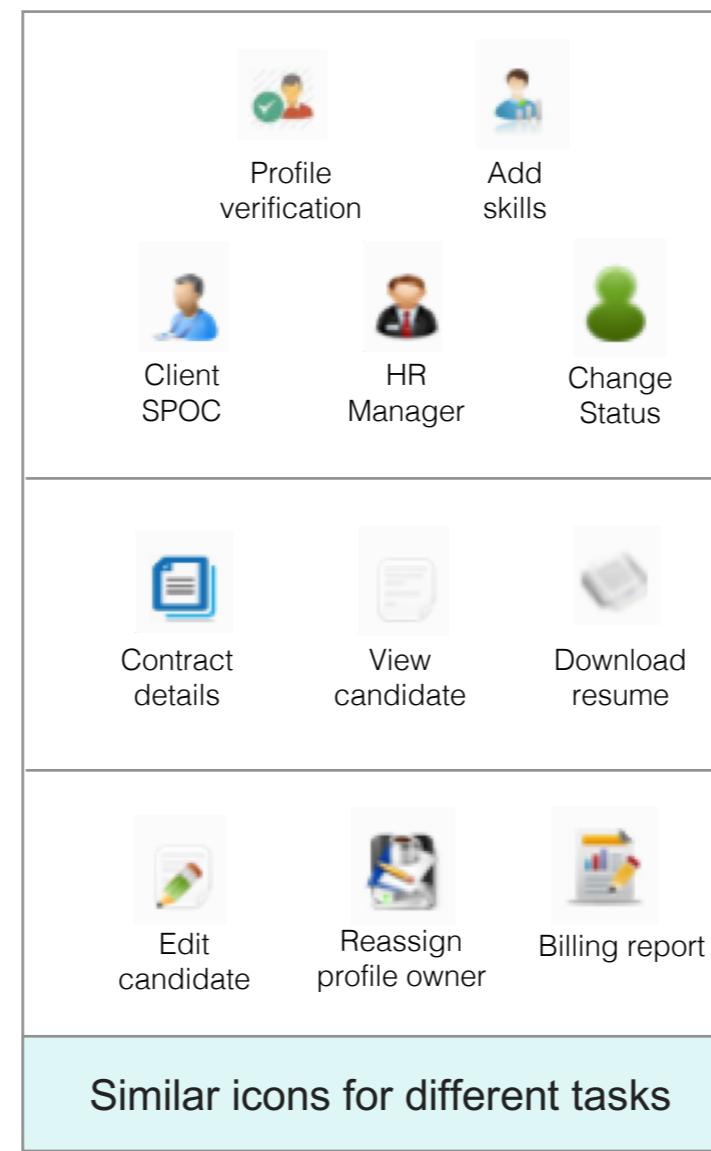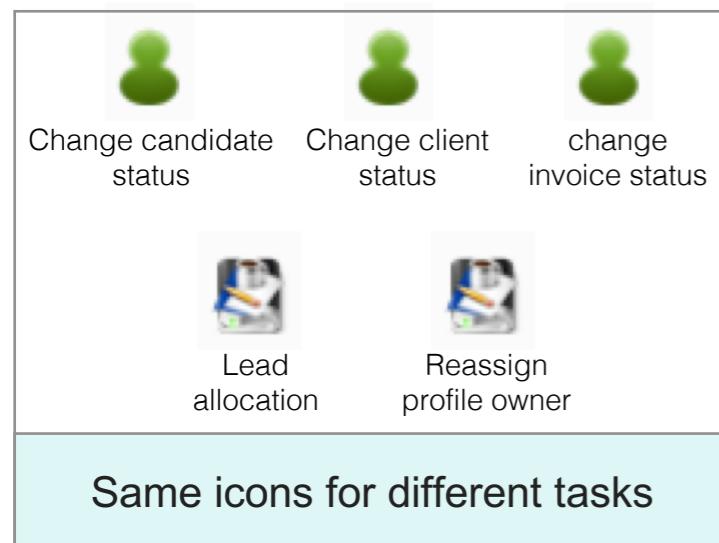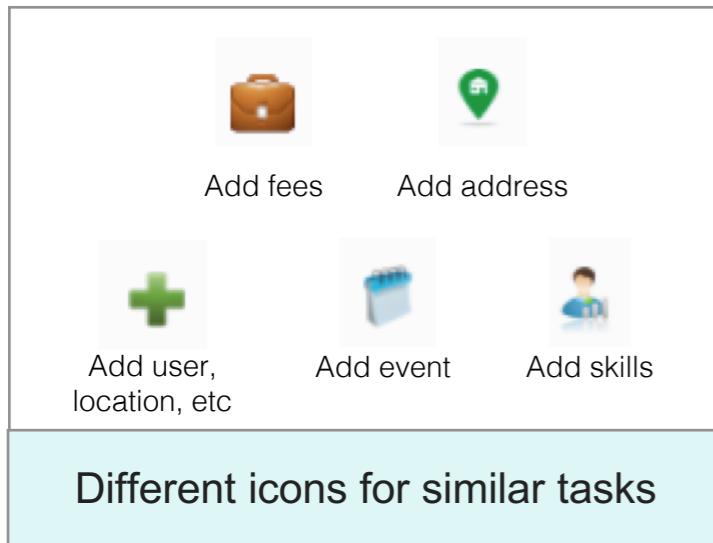
Icon base interaction also poses motor load as the user need to hover over each icon to see what the function is.

Recommendation

consider using icons along with labels.

Interaction: Icon buttons (cont'd)

Inefficient use of icons can lead to major confusion.

Add fees	Add address
Add user, location, etc	Add event	Add skills

Different icons for similar tasks

Change candidate status	Change client status	change invoice status
Lead allocation	Reassign profile owner	

Same icons for different tasks

Profile verification	Add skills
Client SPOC	HR Manager	Change Status
Contract details	View candidate	Download resume
Edit candidate	Reassign profile owner	Billing report

Similar icons for different tasks

Notes	Help
Add event	Restore
Save	Profile
Import candidate	Change invoice status

Changing icon conventions

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Summary

Navigation and Structure
- Navigational hierarchy is not easy to perceive.
- Navigation sometimes delivers unexpected results.
- Navigation labels are difficult to comprehend.
- The sense of place helps the user understand where they are.
- Hidden navigation makes it difficult to find information.

Presentation
- Poor data visualisation tools, overloading user's attention.
- Dashboard and other reports page do not make a good use of space.
- Extra long tables, making it difficult to comprehend information.

Content
- Few pages and pop-ups or very overwhelming.
- Consider using more contextual and jargon free content.

Interaction
- Inconsistent, difficult or unfamiliar interaction techniques get in the user's way
- Lack of clear or appropriate affordances confuse user – "does this thing work?"
- Too many nested pop-ups pose as a distraction.

Thank you