

# Applicant Tracking SaaS

UX Design Case Study

# Applicant Tracking System

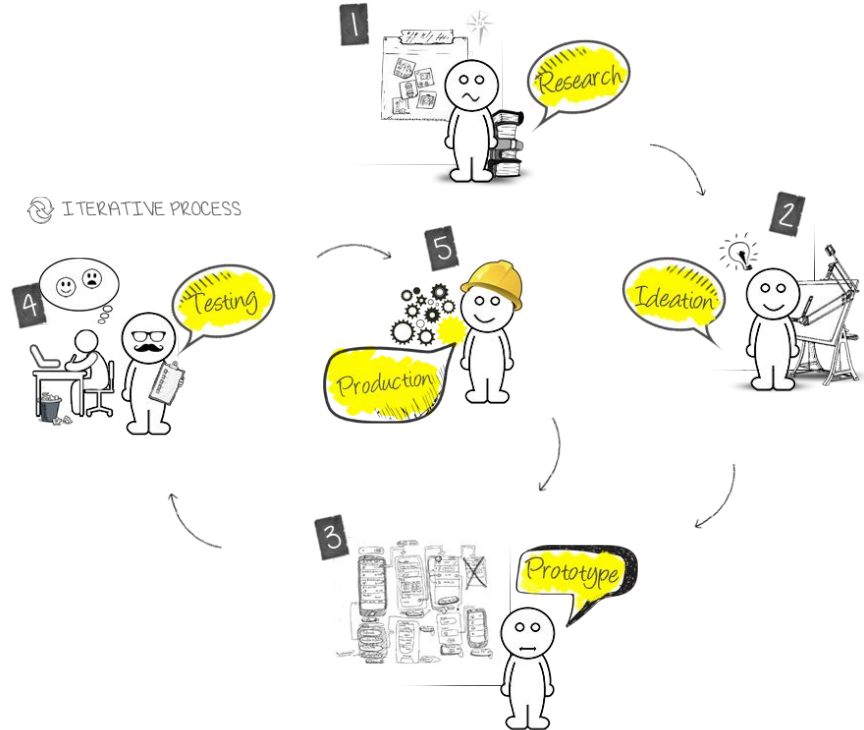
Jan 2018- August 2019

## Role(s) Played

- Product Owner
- User Researcher
- Interaction Designer
- Prototyping & Testing

## Activities Performed

- Product strategy
- Competitor Analysis
- MVP Definition
- User Interviews
- Persona
- Wireframes
- Usability Testing
- Card Sorting



# Background

I joined Aurora as a replacement of the lead product designer, a small team of the founder, two visual designers and three other engineers. I led the product, marketing, UX and UI strategy for the team. I've been extremely fortunate to have part of this journey and have grown tremendously during my time at Aurora. Some key achievements are:

- **Turned an idea into a product.** The ability to transform an idea into something much more tangible is a process that is always exhilarating and rewarding.
- **Juggled many different hats.** Working in an early-stage startup is not easy. I dedicated hours of my spare time and weekends conducting research, sketching, testing and designing the product.
- **Pitched to potential partners.** I developed skills in reaching out to potential partners and not designing our pitches.
- **Product roadmap.** Worked closely with the founder and team to shape the product vision and strategy of Aurora. While the product is still in development and has not yet been released to the public, being able to see how much we have grown as a team and startup is truly sensational.

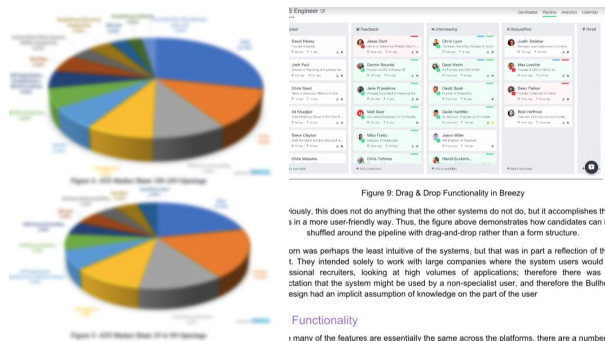
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Bassel is an exceptional talent and comes with my highest recommendation. He is capable of leading a team of designers to see the project through completion. Bassel is easy to work with and has excellent communications skills. He also is very knowledgeable in all aspects of UI/UX and user experience. I have no hesitation in recommending Bassel for any project.

”

— Brad Hardwick, Founder of Aerotage Design Group Inc. & Founder of Aurora

## Market Research



## Competitor Analysis

[illegible]

## MVP Definition

[illegible]

As a hiring manager for so many years, I understood the pains of managing a recruitment process. We wanted to create a better experience for Applicant Tracking System that can differentiate itself from the crowd, it required us to think out of the box. Failure of user research to confirm my hypothesis, undefined direction and business goals required me to create the app strategy and rework the concept.

Based on the research, we came huge list of features but we needed to prioritize the features to define our MVP.

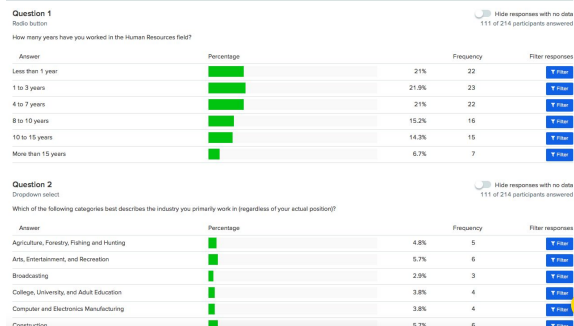
# Applicant Tracking System

Research

## User Interviews



## Surveys



## Persona



### Day At the Office

I tend to split my day into blocks, according to the tasks I have on my to-do list. After checking my emails, I will begin the day by planning what I need to complete. This usually takes around an hour. Afterwards, I make a point of speaking with hiring managers, reviewing requests, checking the CRM, and performing any scheduled phone screening. In total, this generally takes less than one hour.

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After defining the MVP, we needed to understand the end user needs, wants and challenges. Based on our research, through running several direct user interviews, alongside unmoderated online surveys, we recognised that there were three key user types that our product tried to solve problems for. We decided to focus on Persona 1 since their need was greatest. Our sampling size was based on the US recruitment population.

Talking to the end users helped us defining a roadmap for future releases.

# Applicant Tracking System

Early Designs

## User Journeys (Miro)



## User Scenarios (Miro)



After gathering the findings from the research, and based on our primary persona, I worked with the team to understand user's mental and lived patterns, processes, and paths and translate these into user journeys. From there, we started creating the user flows, hierarchies, and functional specs which explain the interaction between our primary persona and the product's logic and processes.

# Applicant Tracking System

## Early Designs

### Sketching Boards (Miro)



### Interactive Wireframes (Axure)



### Card Sorting

Meeting and interview locations									
75	Interview and meetings								
37	43	Templates (different types)							
25	37	43	Application form						
6	18	31	75	Job post					
12	31	18	68	81	Apply for a job				
12	31	37	62	62	68	Social discovery (candidate)			
6	18	43	50	75	62	62	Job requisitions		

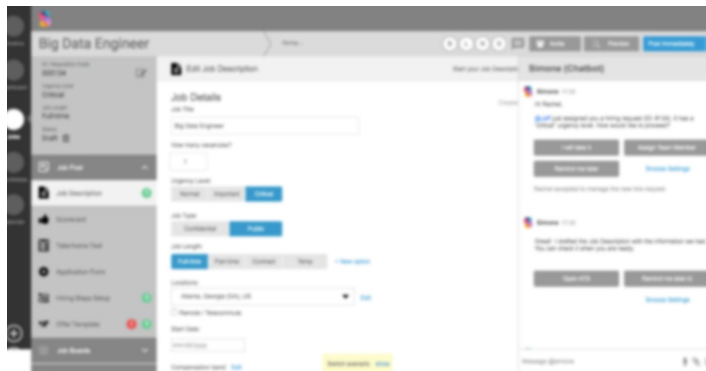
Through several Design Sprints, each member of the team would sketch a solution, then we decide which sketches are strongest with the founder and development team involved. Later, we build an interactive prototype, and then test that prototype with five target users.

To be sure we're addressing the right problems we designed our process around regular cycles of prototyping and face to face user sessions, validating every step of the way with the input from real users.

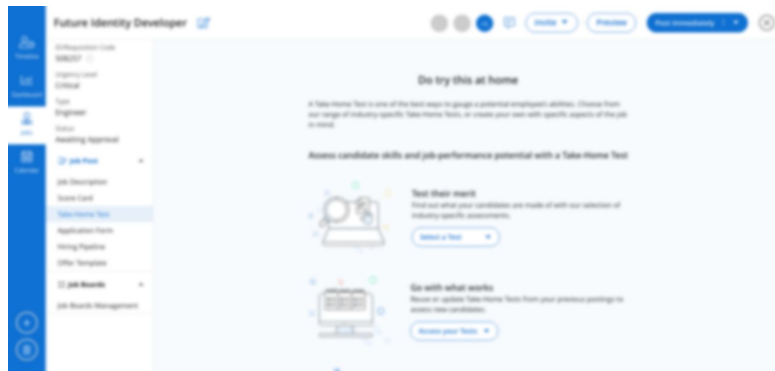
# Applicant Tracking System

## Results

### Remote Moderated Usability Testing



### Designs (Sketch and Zeplin)



User testing was an iterative process that was conducted at every milestone of the project to identify the biggest pain points in the current version. Once feedback was gathered, we would revisit the prototypes and test again.

For the brand, we outsourced to an agency to create a refreshing, minimalist and clean brand that conveyed trustworthiness and progression for future-oriented individuals. Using Sketch, we created the main templates of the design and uploaded them to Zeplin for the development team along with the Design System Manager.