

iinView  
**UX Review**

Prepared by Tekzenit  
May 21, 2014

# Purpose

This document was prepared at the request of the client to review and analyze the behaviors of user's interacting with the current build of the [iinview.com](https://iinview.com) landing page and profile page.

Let's get to it.

# Methods

User Experience Research conducted the Heuristic Evaluation in order to find out points of break downs in sign up and profile/ portfolio creation process and potential areas for user experience testing.

# 4 UX Research

## Analysts evaluated the prototype independently; scoring prototype elements where applicable

### SCORING ELEMENTS

1: Element complies with the heuristic

0: Element somewhat complies with the heuristic

-1: Element does not comply with the heuristic

Average score for each element and median score for each question were derived; giving the overall score (%) and the areas of focused recommendations, respectively.

Each analyst leveraged the “User Focus” heuristic evaluation worksheet; a set of guidelines that can be applied to any interactive system and is an international usability standard.

Home Page				
Checkpoint	A	B	C	D
The items on the home page are clearly focused on users' key tasks ("featuritis" has been avoided)	1	1	1	1
Product categories are provided and clearly visible on the homepage	0	1	-1	1
Useful content is presented on the home page or within one click of the home page	1	1	0	1
The home page shows good examples of real site content		1	1	1
Links on the home page begin with the most important keyword (e.g. "Sun holidays" not "Holidays in the sun")	1	1	1	0
There is a short list of items recently featured on the homepage, supplemented with a link to archival content	1	-1		
Navigation areas on the home page are not over-formatted and users will not mistake them for adverts	1	1	1	1
The value proposition is clearly stated on the home page (e.g. with a tagline or welcome blurb)	1	1	1	0
Navigation choices are ordered in the most logical or task-oriented manner (with the less important corporate information at the bottom)	1	1	1	1
The title of the home page will provide good visibility in search engines like Google		-1	0	-1
All corporate information is grouped in one distinct area (e.g. "About Us")			0	-1
Users will understand the value proposition	0	1	1	0
By just looking at the home page, the first time user will understand where to start	-1	1	1	0
The home page shows all the entry points into the primary task	1	1	1	1
The home page is professionally designed and will create a positive first impression	0	1	0	1
The design of the home page will encourage people to explore the site	0	0	0	
The home page looks like a home page; pages lower in the site will not be confused with it	1	1	0	0

# High Level Results

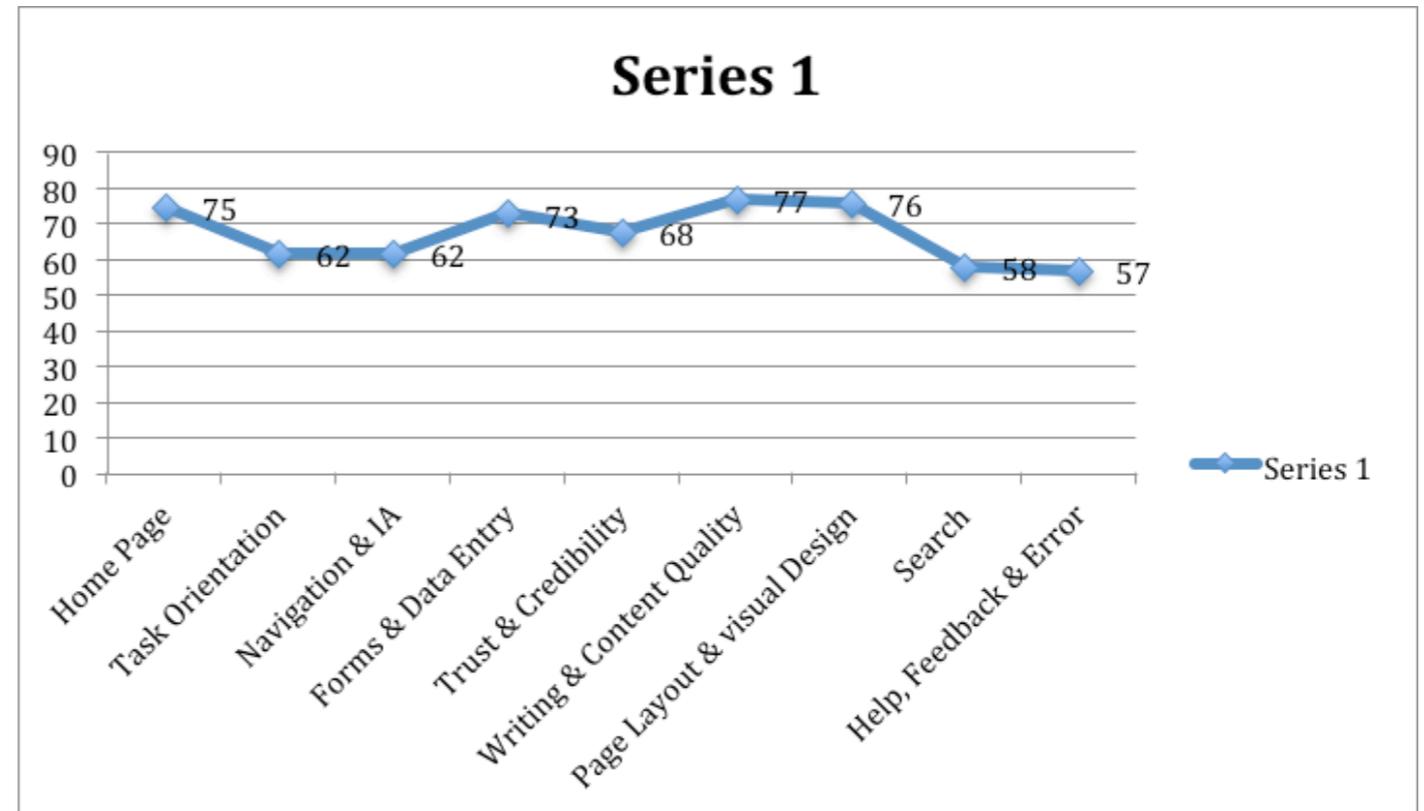
Heuristic Analysis of:	1. Score %	2. Score %	3. Score %	Average Score %
Home Page	72%	65%	88%	75
Task Orientation	68%	47%	72%	62
Navigation & IA	66%	45%	76%	62
Forms & Data Entry	82%	70%	68%	73
Trust & Credibility	85%	59%	60%	68
Writing & Content Quality	83%	66%	83%	77
Page Layout & Visual Design	75%	65%	88%	76
Search	45%	53%	75%	58
Help, Feedback & Error Tolerance	62%	44%	64%	57
Overall score	71%	57%	75%	68

# High Level Results

The overall usability score in each area was average with a few exceptions.

Above average score for elements that could be tested in Home Page, Forms and Data Entry, Writing and Content Quality, and Page Layout.

Below average score for elements that could be tested in Search and Help, Feedback, and Error.



# Findings

From the research, we found several areas where we can improve the user experience.

Some areas need only small scale “quick fix” improvements that will immediately make the site more user friendly.

Other areas might require a larger scale “improvements” solution about how the product is presented to the user.

# Recommendation

Let’s put the small scale changes into the development backlog ASAP, and then discuss future improvements that can be made to enhance the user experience long term.

# Quick Fixes

The following changes can be made very quickly to enhance overall look, feel, and function of the site. Users will have a more positive impression of iinView after these enhancements are made.

ANTICIPATED COMPLETION:

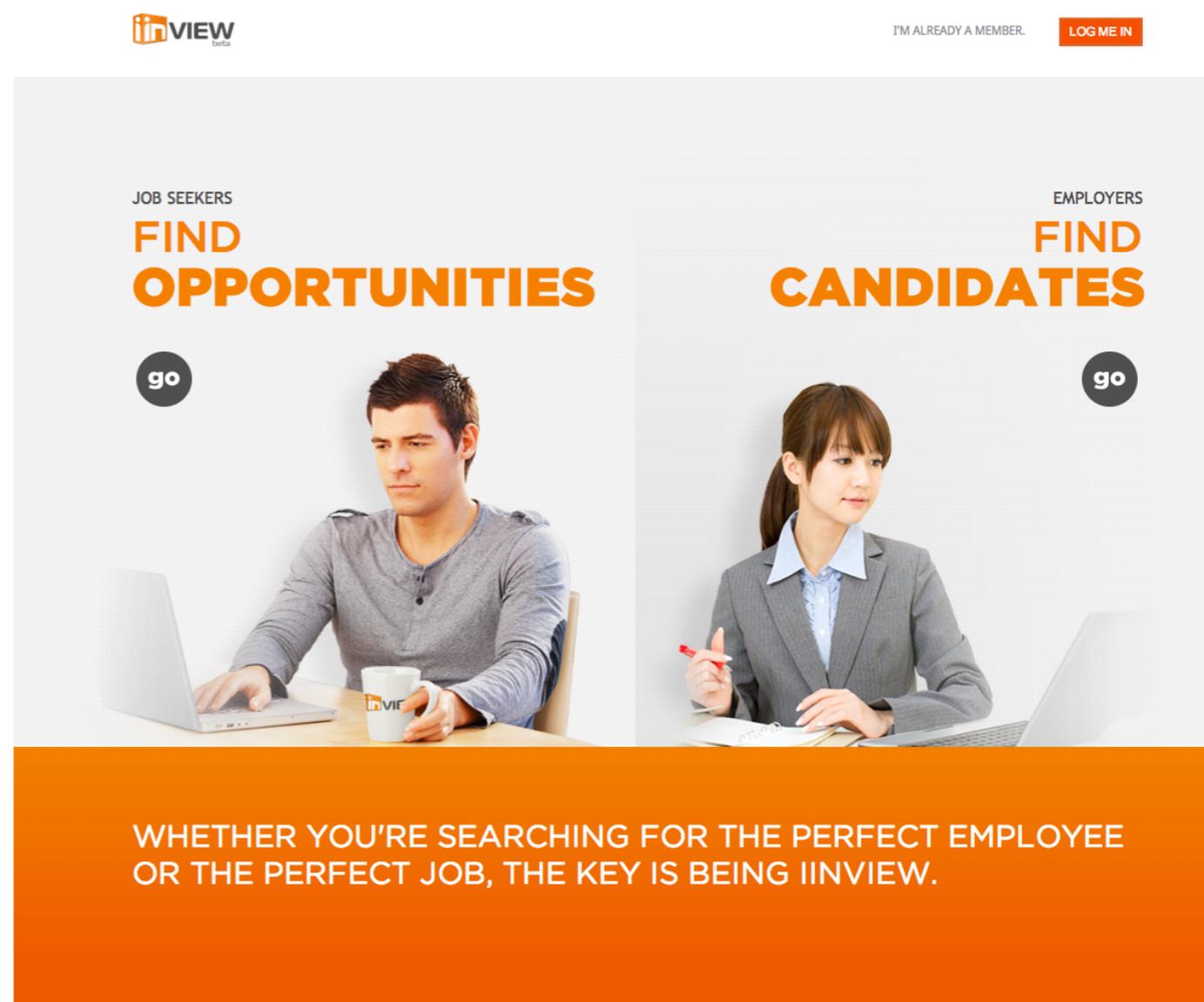
**2-3 WEEKS**

Quick Fix #1:

# Make the call-to-action on the homepage more clear.

Call to action gets lost with all the surrounding text and images (call to action being “go”)

We are already addressing this with new banners solution.

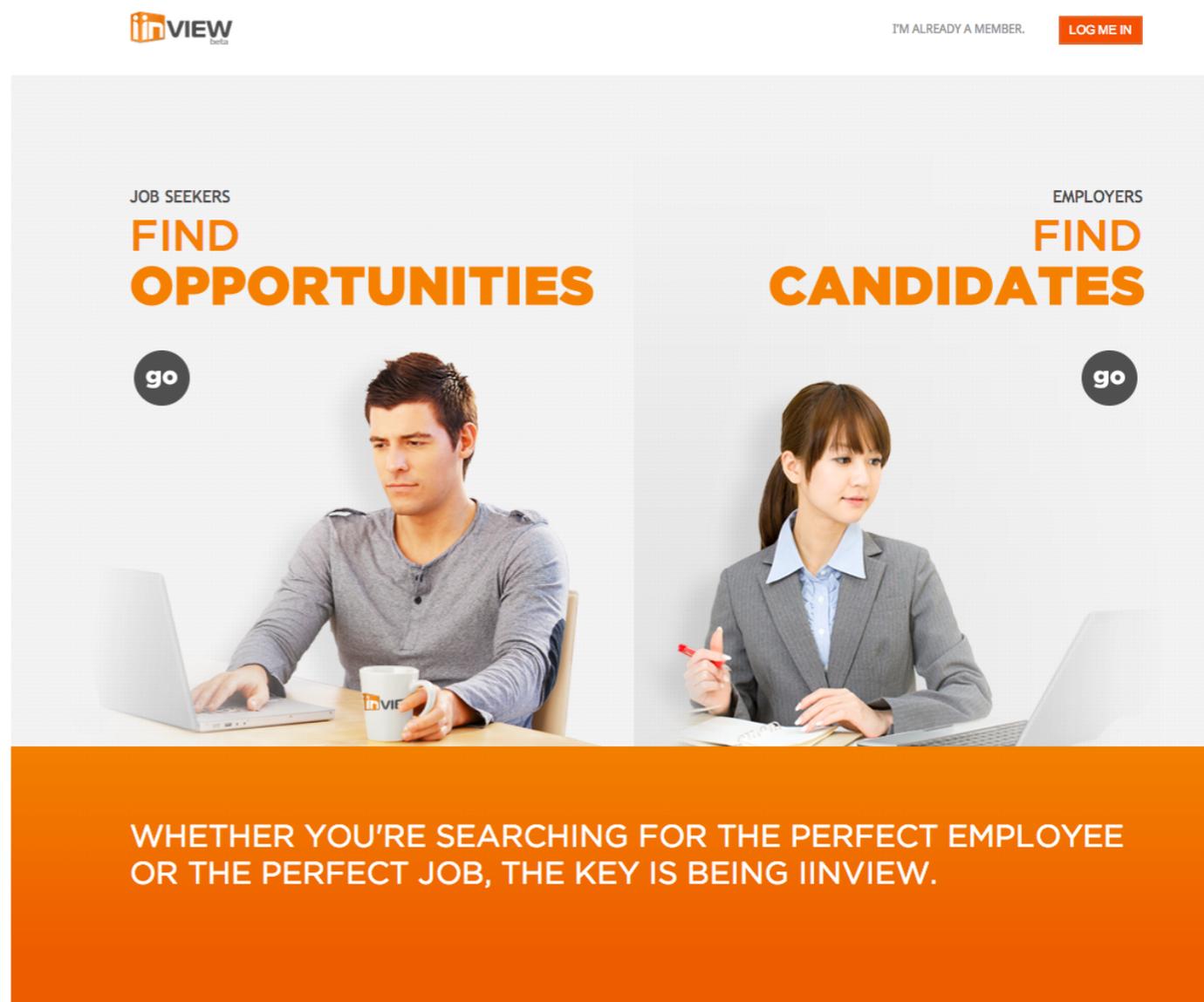


Quick Fix #2:

## Add a universal “Sign Up” button to header bar.

It is confusing that Log Me In stands alone with out there being a signup next to it (it might be confusing to someone who doesn't understand that they have to chose a path before they can sign up)

Adding a “Sign Up” button to header will be a more clear CTA. The form on next page already has option for choosing Candidate or Employer. Additionally, if the user wants to Learn More before signing up by viewing Corporate Site, they can Sign Up from any page. This will disappear after they have logged in.



Quick Fix #3:

# Create more consistent Text Styles

Not enough typographic hierarchy to differentiate different levels of text, everything seems to run together.

This complaint was made on the Corporate site, the Sign Up page and the Portfolio page. A quick enhancement to the Text Styles will help the users better understand page hierarchy across the site and will direct them to the main tasks for each page.

## EXPERIENCE

### tekzenit, Inc.

This is my current company

UX Design Intern

January 2014 – Present

January 2014 – Present

### Oculus360

Interactive and Graphic Designer

January 2014 – Present

January 2014 – Present

### tekzenit, Inc.

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### Rosetta Stone

Freelance Graphic Designer

December 2013 – Present

December 2013 – Present

### Self Employment

Freelance Graphic Designer

June 2012 – Present

June 2012 – Present



HOME

ABOUT US

NEWSROOM

BLOG

CONTACT US

## BLOG

### Why the Sluggish Economy is Good News for Job Seekers and Candidate Hunters

May 2, 2014 by *inview* & filed under *Blog*.

Yesterday, a report came out from the U.S. Government (as **seen here** in *The New York Times*).



At **inView**, a company designed to help people find careers or candidates, we aren't bummed by this news. Actually, it gets us excited.

Our army of recruiters, even the **Cool Guys** who created this job networking muscle, are looking forward to Q2. Why? Because there is nowhere to go but up for the job market! The unemployed need hope. The underemployed want better. And the hiring managers and talent acquisition executives want to find the right people.

What a better time to do it than right now?

While this nation waits on the U.S. Government to create jobs in the near future, there are millions of people looking for jobs today. But one that much has it is...

PLEASE COMPLETE YOUR REGISTRATION!

ACCOUNT TYPE

Candidate

FIRST NAME

Enter your first name

MLI

LAST NAME

Enter your last name

CUSTOM URL / USERNAME (www.inview.com/username)

Enter your desired user name

PASSWORD

Enter a password

RE-TYPE PASSWORD

Confirm your password

SUBMIT

Quick Fix #4:

# Fix spacing issues universally

Page area is cluttered (there is not a lot of white space). Button text does not fit on the actual button. Text and images seem like one cohesive thing instead of separate steps (too cluttered). The website doesn't have consistent layout.

Spacing on all sites need to be rethought so the flow of information and visual hierarchy leads the user to the most important tasks and call-to-actions.

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### Rosetta Stone

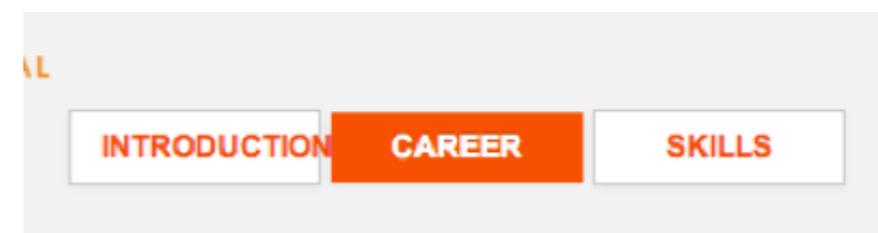
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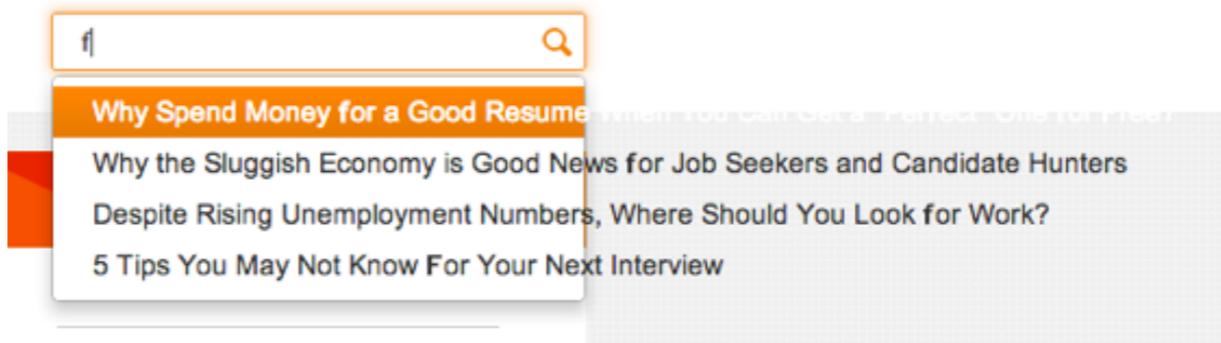
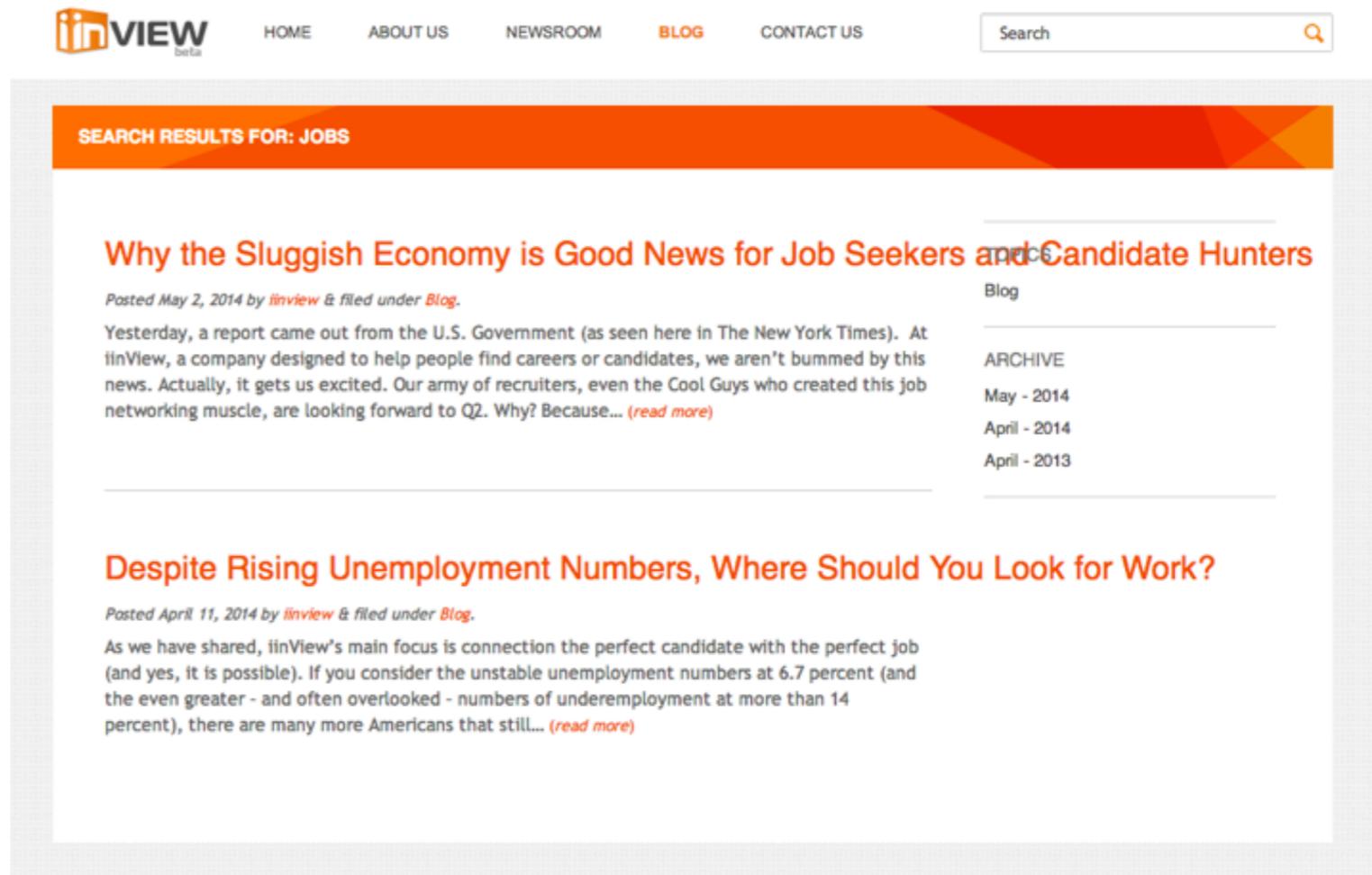
While this nation waits on the U.S. Government to create jobs in the near future, there are millions of people looking for jobs today. But even that number has its...

Quick Fix #5:

# Fix bugs in fields and text wraps.

The titles of the articles are not properly wrapping. Text runs on top of each other. Text runs outside the box when the user is searching for something.

Quick bug fix to wrap text correctly.



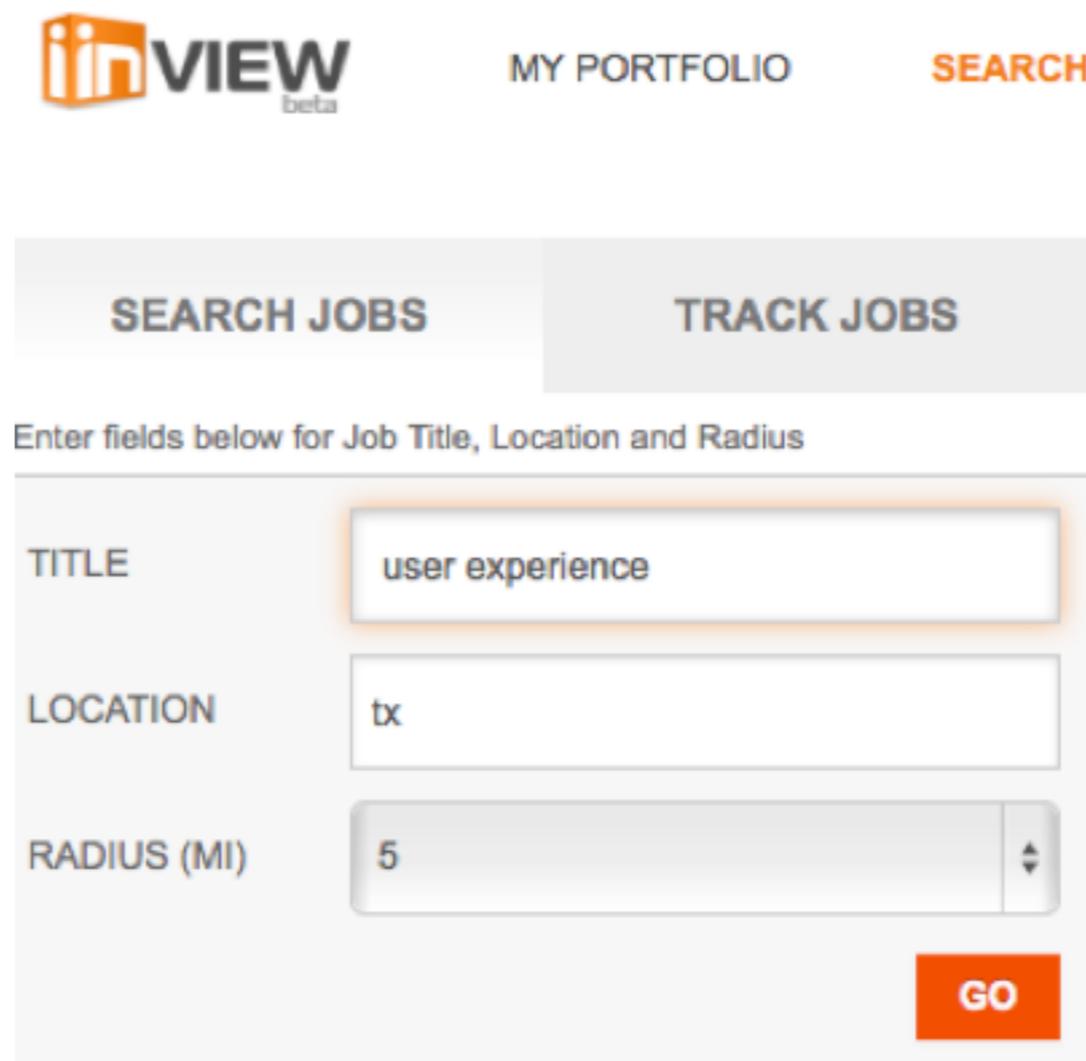
Quick Fix #6:

## After Portfolio Completion, redirect user to Jobs page.

Most relevant content for a job seeker is not present on the home page or within one click of the home page. The path to job opportunities is clear on the home page, but the relevant information is available at least 3 pages deep.

Candidates' main task is to find a job. We might consider letting them search for jobs right away after Sign Up and complete Portfolio on their own terms. We can do this through subtle reminders. We might need to re-order the navigation if we do this.

This change will also make it more natural when we introduce the Dashboard with the Pin It solution.



The screenshot shows the top navigation bar of the LinkedIn VIEW beta interface. On the left is the LinkedIn logo followed by the text 'VIEW beta'. To the right are the links 'MY PORTFOLIO' and 'SEARCH'. Below the navigation bar is a search form with two tabs: 'SEARCH JOBS' (selected) and 'TRACK JOBS'. The form contains three input fields: 'TITLE' with the value 'user experience', 'LOCATION' with the value 'tx', and 'RADIUS (MI)' with the value '5'. A 'GO' button is located at the bottom right of the form. The text 'Enter fields below for Job Title, Location and Radius' is positioned above the input fields.

Quick Fix #7:

## Build trust.

The website does not provide information as a proof of credibility on the home page and at other crucial positions such as 'sign up'.

Trust needs to be established with the user in two key ways:

1. to trust the website as a credible partner in their job search,
2. assurance that the personal information is safe with the website, and will not be sold or provided to third parties.



MY PORTFOLIO

SEARCH

**SEARCH JOBS**      **TRACK JOBS**

Enter fields below for Job Title, Location and Radius

TITLE	<input type="text" value="user experience"/>
LOCATION	<input type="text" value="tx"/>
RADIUS (MI)	<input type="text" value="5"/>

**GO**

Quick Fix #7:

## Remove duplicates

“About us” is available twice but the same information appears on both.

This may only happen when coming to Corporate Site from Logged In view.

[Remove the bottom About Us from navigation.](#)



MY PORTFOLIO

SEARCH

SEARCH JOBS

TRACK JOBS

Enter fields below for Job Title, Location and Radius

TITLE

user experience

LOCATION

tx

RADIUS (MI)

5

GO

Quick Fix #7:

# Remove duplicates

After filling out the form, Thank You message is showing up twice.

Remove the bottom Thank You from navigation.



# Medium Fixes

The following improvements to the design and user experience can be made over the next few weeks to improve certain flows that are adding difficulty for the user.

ANTICIPATED COMPLETION:

**4-6 WEEKS**

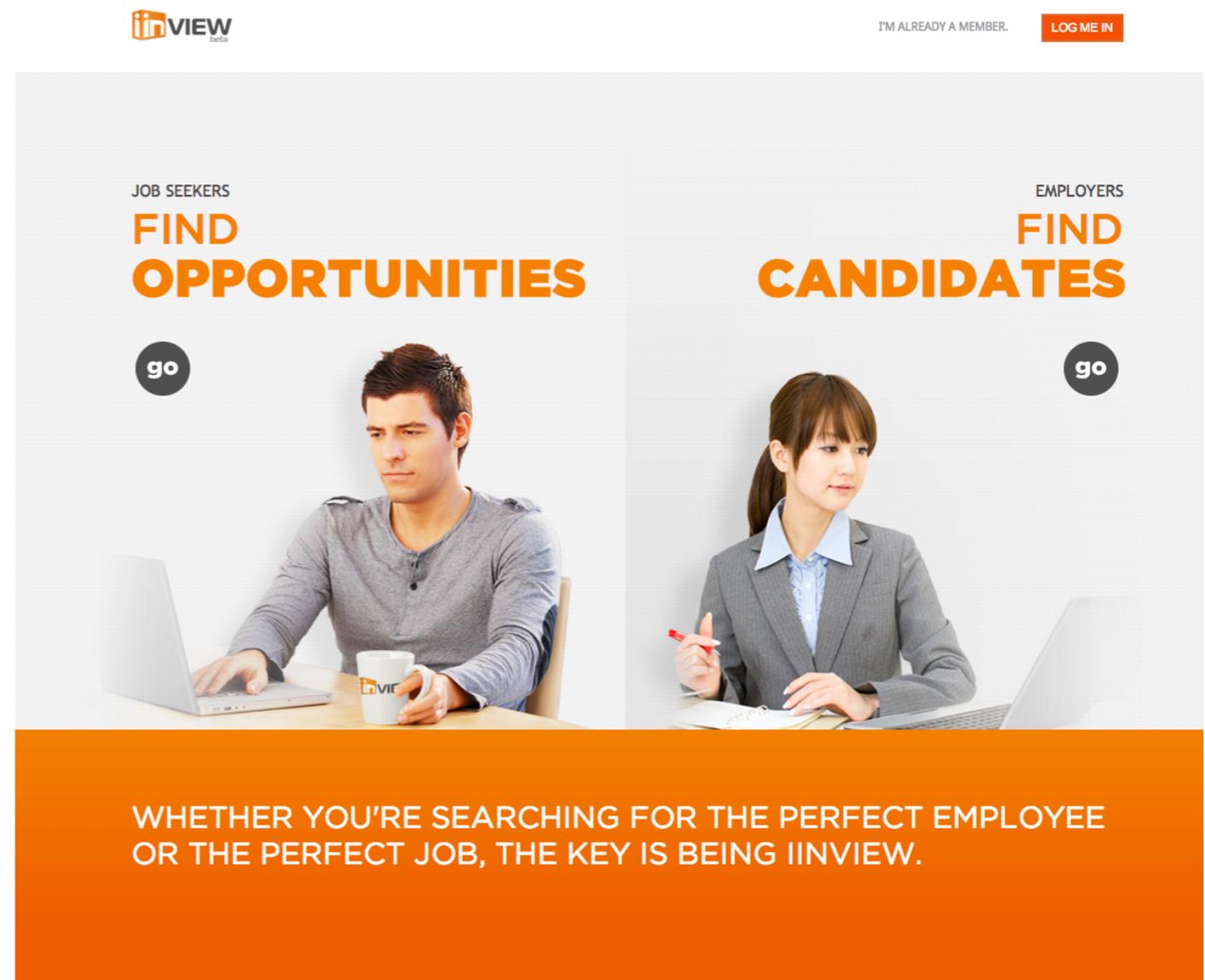
Medium Fix #1:

# Update navigations on all sites to help user navigate.

Some users may want to view more about iinView and it's benefits. Forcing the users to log out or use the footer navigation is not ideal.

We should find a way to allow user to navigate seamlessly between their candidate site and the corporate site.

Also, including a Sitemap page would be helpful as well.

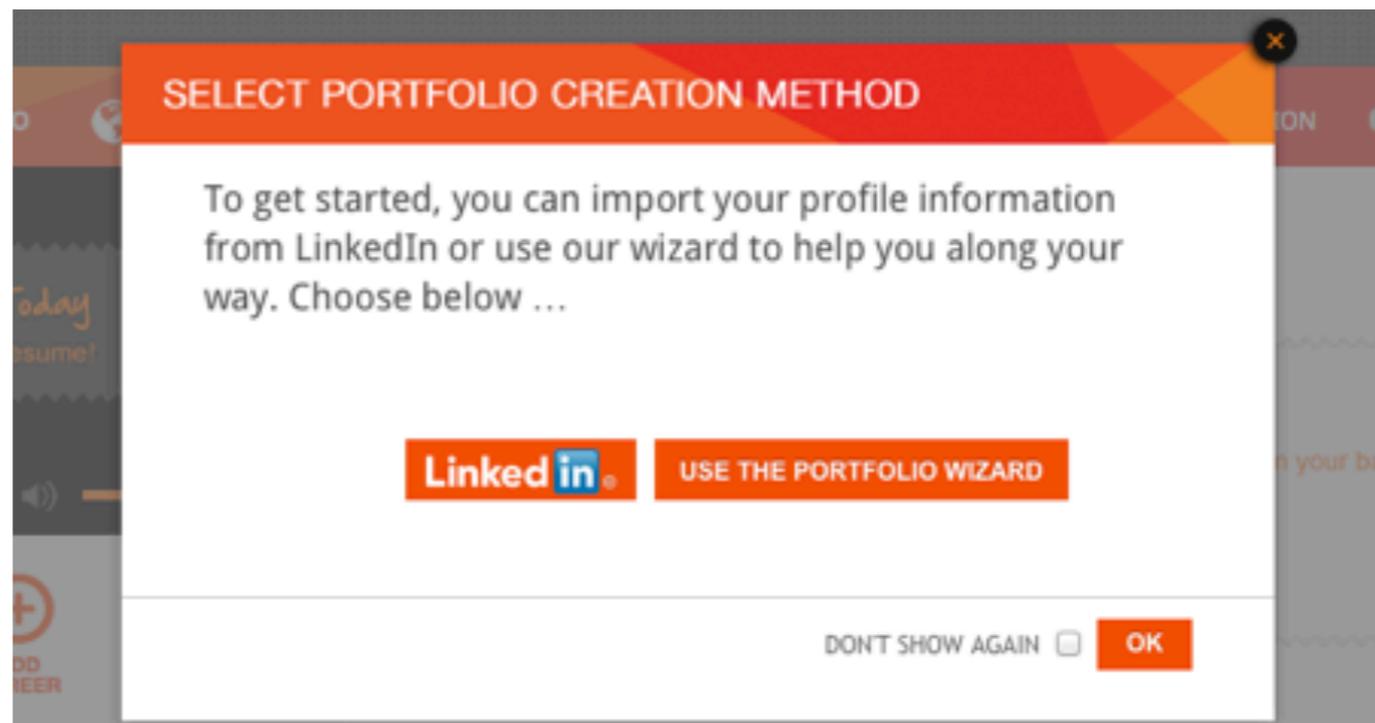


Medium Fix #2:

## Reconsider the modal that educates user on filling out the Portfolio

The modal is erroneous and requires to be clicked multiple times thus interfering with the flow and leaving the user frustrated. The buttons cannot be clicked.

This was one of the more criticized components. However it can be a pretty quick fix. Reconsidering the way we educate the user on how to fill out the portfolio will result in more successful transactions.



Medium Fix #3:

# Reconsider the Portfolio Wizard

The current Wizard forces the user to scroll to see a Next Button. In addition, the hierarchy of instructions and forms is confusing.

We can refine this with simple design and development enhancements.

The screenshot shows a web form titled "PORTFOLIO WIZARD" with a progress bar at the top. The progress bar has five steps: "BASIC INFO" (active), "EXPERIENCE", "EDUCATION", "SKILLS", and "VIDEOS". Below the progress bar, the form is divided into sections:

- NAME:** A text input field containing "Arielle" followed by a blank space and another text input field containing "Trankle".
- JOB TITLE:** A text input field containing "UX Intern at Tekzenit, Student at the University of".
- EXECUTIVE SUMMARY:** A text input field containing "I am an exceptionally open-minded person eager to devote my skills with people who are passionate about their creative work."
- UPLOAD PHOTO:** A button labeled "UPLOAD FILE".

On the right side of the form, there is a callout box with a scalloped border. It has the title "Basic Info" and the text: "Enter your most recent job title and duties here. Be brief but thorough. Employers will never assume; you must tell them exactly what you've done."

# Large Fixes

As a site gains users, you learn about how **they** want to use your site. Our research has told us that these solutions are what users want to see on a job site. We should think about redesigning certain sections of the site with the user's goals in mind.

ANTICIPATED COMPLETION:

**10-12 WEEKS**

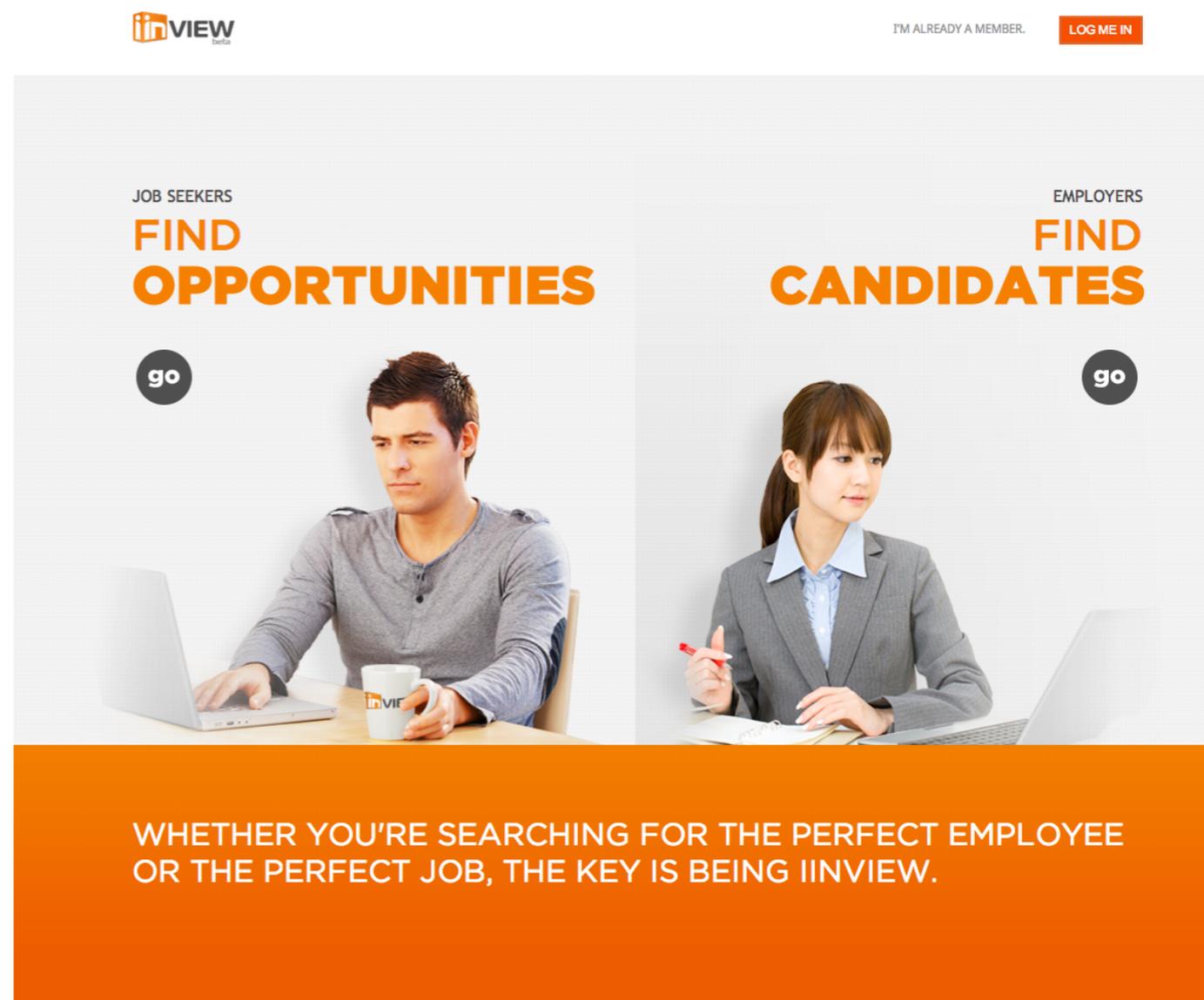
Large Fix #1:

## Search for jobs before Sign-Up

Some of the users who participated in review wanted to search for jobs immediately. They didn't know they needed to sign up.

Giving users a taste of the functionality is a good way to get your foot in the door. Then once they have built the value for the product in their mind, they WANT to sign up. By putting a search ahead of sign-up, we are building value for the user.

One way we could do this is by allowing the user to search for jobs, but when they click View Job, we prompt them to sign up first. After filling out basic sign up info, they will be redirected to the job page they wanted to see.



Large Fix #2:

# More information about Candidate/ Employer benefits.

The user should be informed about what each of these links/ services is about. The current content “links” is not a good enough way for user to discover the true benefits.

The current set up does not give the user a concise, summarized explanation of the benefits of iinView vs. other job sites, for either the Candidate or the Employer. We should develop pages that more clearly highlight the benefits.

This could happen on the landing page or after the user chooses a path.

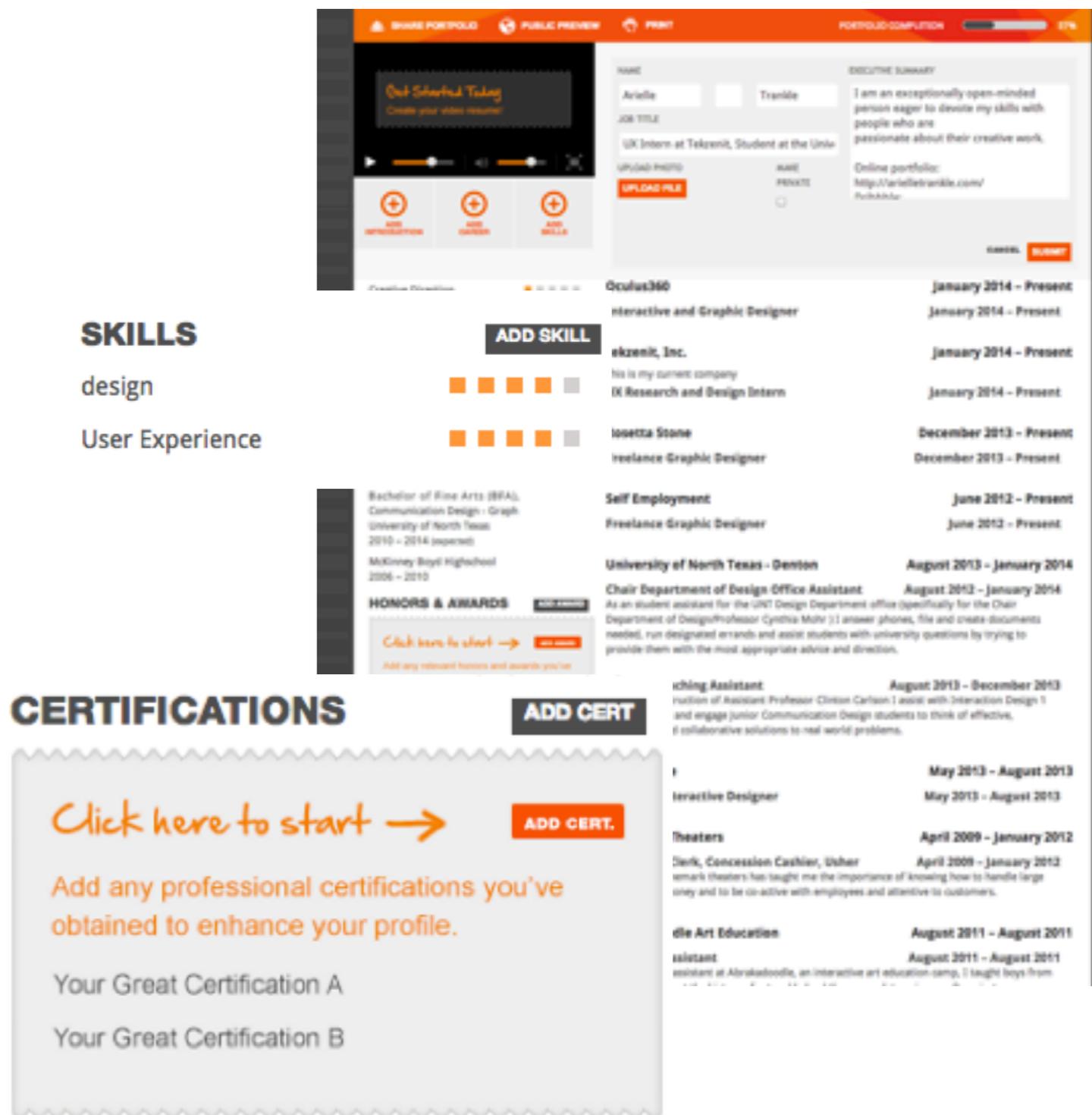


Large Fix #3:

# Redesign of the Portfolio page UI.

Page area is cluttered (there is not a lot of white space). “Handwritten” type seems inappropriate and inconsistent with the rest of the look and feel of the design of the webpages. Duplicate buttons for same action. Form fields don’t work as expected. The rating system in ‘Skills’ section doesn’t save after editing.

While some of this will be fixed with text and alignment changes, reimagining the Portfolio UI to be more user friendly will ensure less issues with Portfolio completion.





# Recap

As a reminder,  
we reviewed:

## **QUICK FIXES**

Establishing a strong concept for your website will give us a driving theme.

## **MEDIUM FIXES**

Your brand colors and how you use them help your customers differentiate you from your competitors.

## **LARGE FIXES**

The tone and style you choose for your site dictates how your customers will perceive you.

**Thank  
you.**

**tekzenit<sup>o</sup>**

**TREVOR**  
[trevor.connolly@tekzenit.com](mailto:trevor.connolly@tekzenit.com)  
m 214.226.9546