



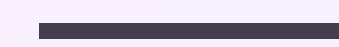
TransCanWork

UX Design Case Study

NOV 2022 - SEP 2023



Brief



A Background

B The Project

C Problem Statement

Background

TransCanWork (TCW) is a nonprofit organization that **provides job-hunting resources and support for trans, gender-diverse, and intersex (TGI) jobseekers**. They also create safer and more comfortable work environments from the ground up by offering training and certification to employers, equipping them with the tools they need to help **increase TGI representation in the professional sphere**.

The Project

For the duration of this project, I worked **in close collaboration with a cross-functional team** consisting of 1 product manager, 2 fellow designers, and 10 developers!

I served as the **lead UX designer**, as well as an unofficial **front-end developer**, implementing designs where needed.

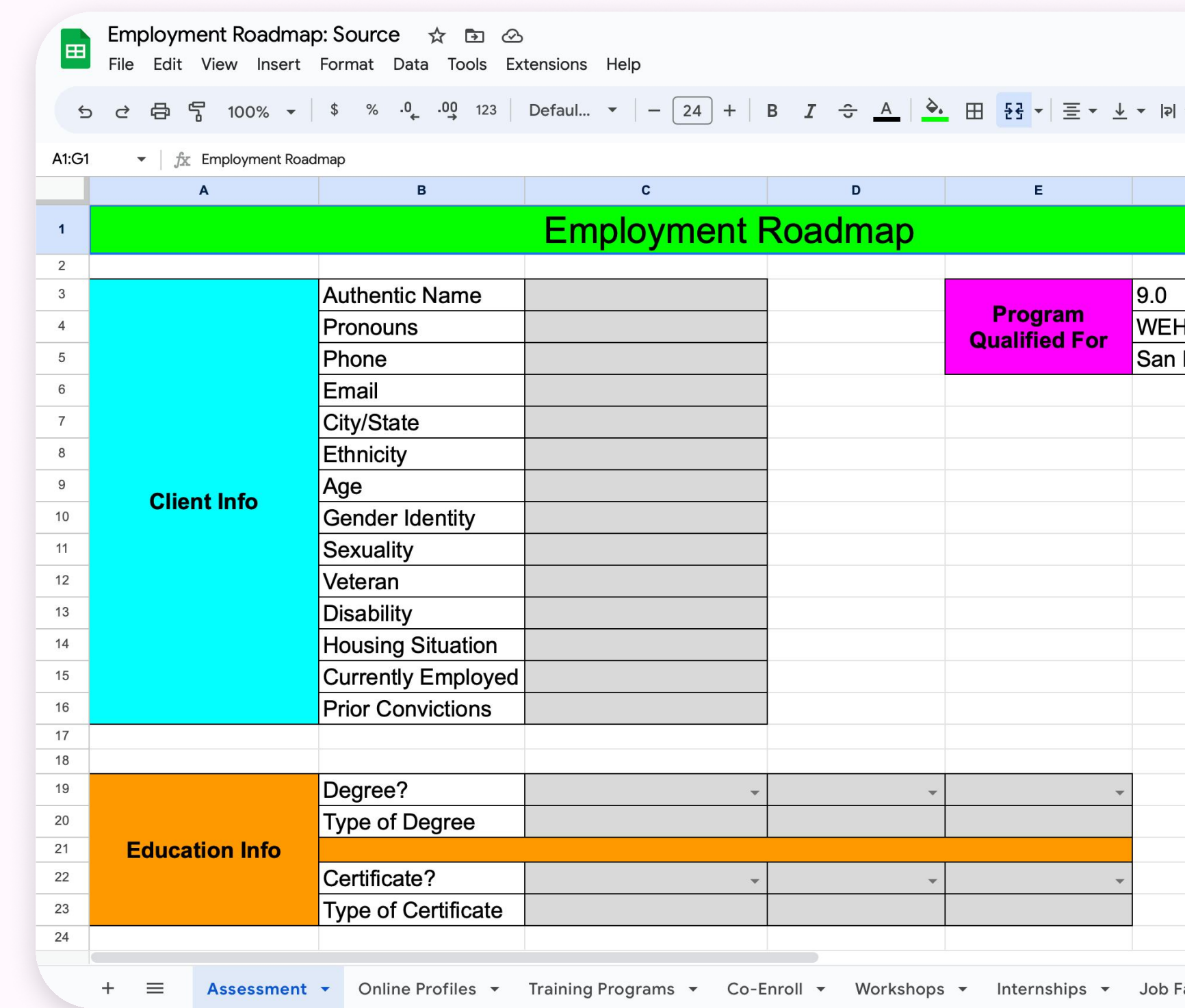
We worked on a timeline of roughly **9 months** (one academic year), although the project was eventually extended into the summer.



Problem Statement

The method TCW previously used for keeping track of a jobseeker's progress was a **cumbersome, multi-page Google Sheets document**.

For navigators, repeating this workflow for many different clients was **tedious and susceptible to human error**. On the client side, jobseekers had **no way to see their own progress**, contributing to higher rates of burnout and dropout.

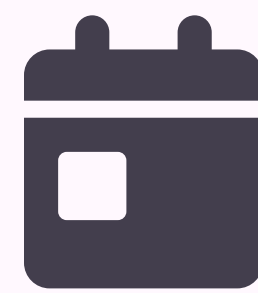


Proposed Solution

Taking into account the insights from our initial market analysis and conversations with users, we eventually settled on **a web application that...**



Creates a **delightful** client-side experience.



Prioritizes **long-term** maintenance and upkeep.



Focuses on accessibility and **ease-of-use**.

Research

- A** Competitive Analysis
- B** Contextual Inquiry
- C** Affinity Mapping
- D** Key Takeaways
- E** Proposed Solution



Competitive Analysis

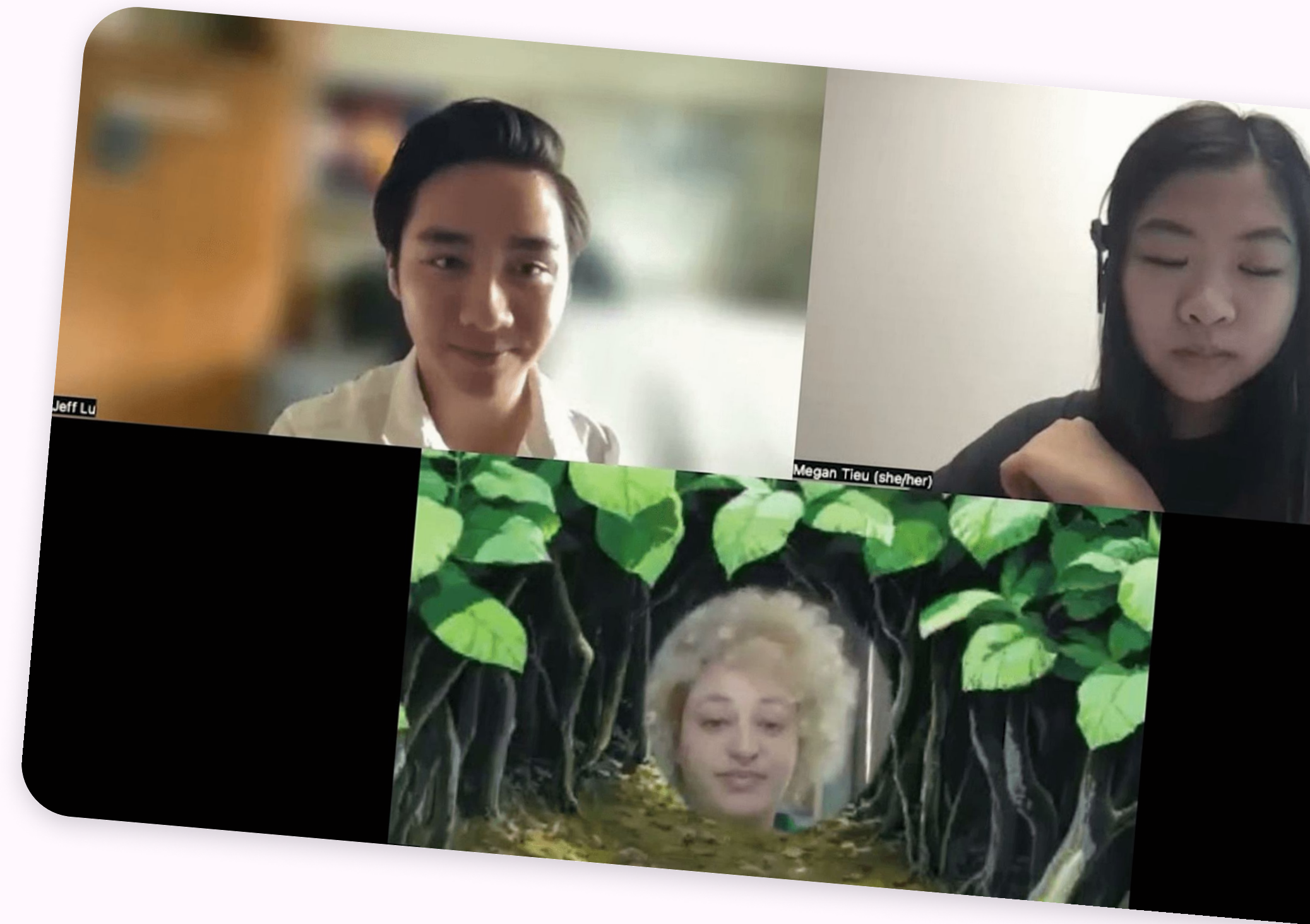
We conducted an analysis of **three competitor websites** which offer services similar to that of TCW's: JibberJobber, Youth@Work, and Job Search Journey.

We were then able to identify commonalities between the sites which suggested features we should incorporate in our own product, as well as **things we noticed that we'd want to avoid doing.**



Contextual Inquiry

Next, my team and I **interviewed several TransCanWork employees** to better understand the issues they were facing. Our conversations **confirmed from firsthand sources** that TCW's process was detrimental to the success of both navigators and jobseekers.



Affinity Mapping

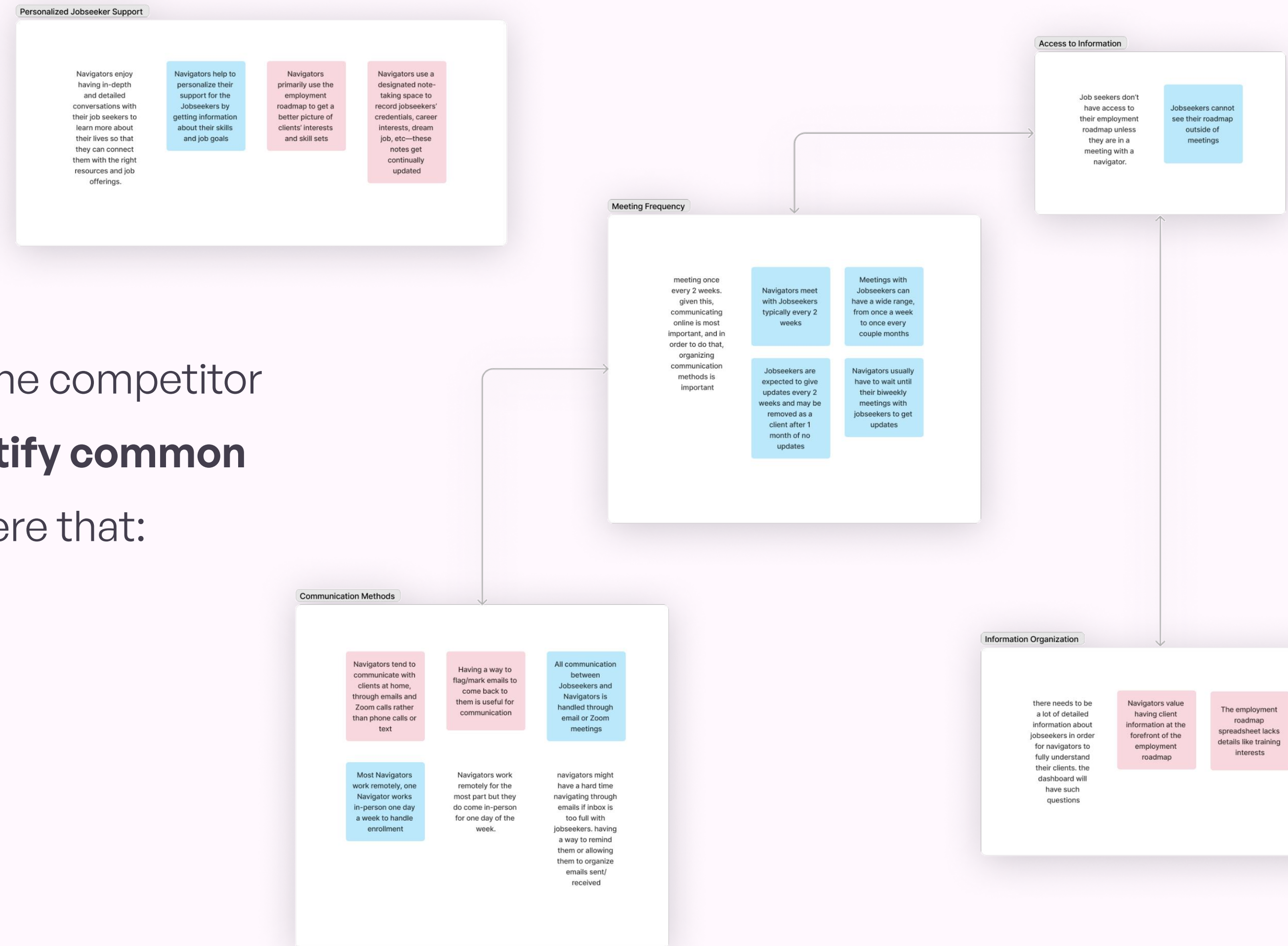
Lastly, we **synthesized our findings** from both the competitor audit and the preliminary user interviews to **identify common themes and trends**. Some of our key insights were that:



Jobseekers **felt removed** from their own job-searching process.



TCW's systems were unequipped to handle **large numbers of clients**.



Process

A User Flow

B Initial Sketches

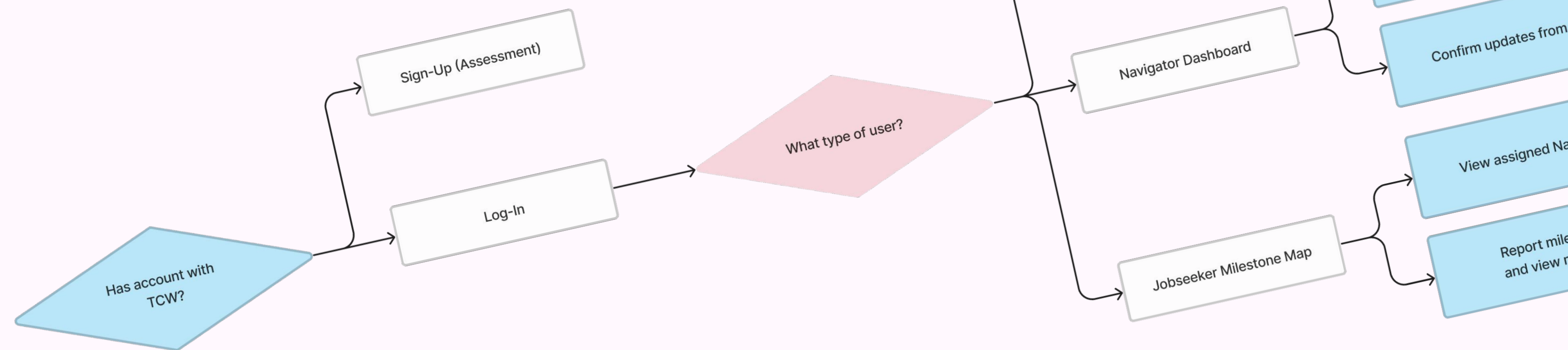
C Iterative Wireframes

D Usability Testing

E Feedback Implementation

User Flow

My team began the design process by mapping out a simple user flow **based on the three kinds of TCW users:** administrators, navigators, and jobseekers. This grounded us with a home base from which we could ideate possible **solutions that worked to the benefit of all types of TCW members.**



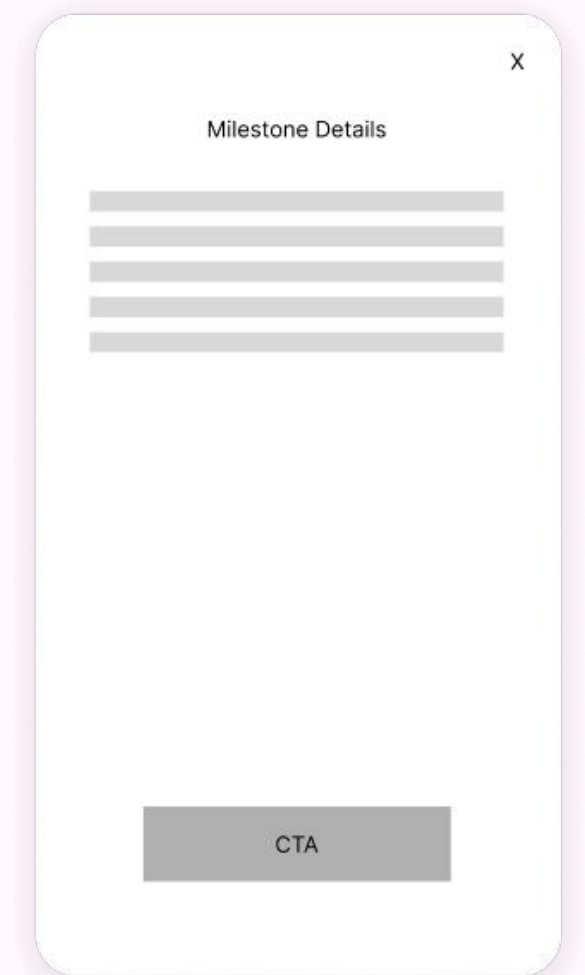
Initial Sketches

At this stage, I made the decision to **represent the job-hunting process as a pirate map**. This decision was the product of many conversations with TCW stakeholders and clients, and was made to help facilitate a motivational sense of progression towards a goal, while also giving the platform an engaging and never-before-seen spin.

ROADMAP



ROADMAP DETAILS



Iterative Wireframes

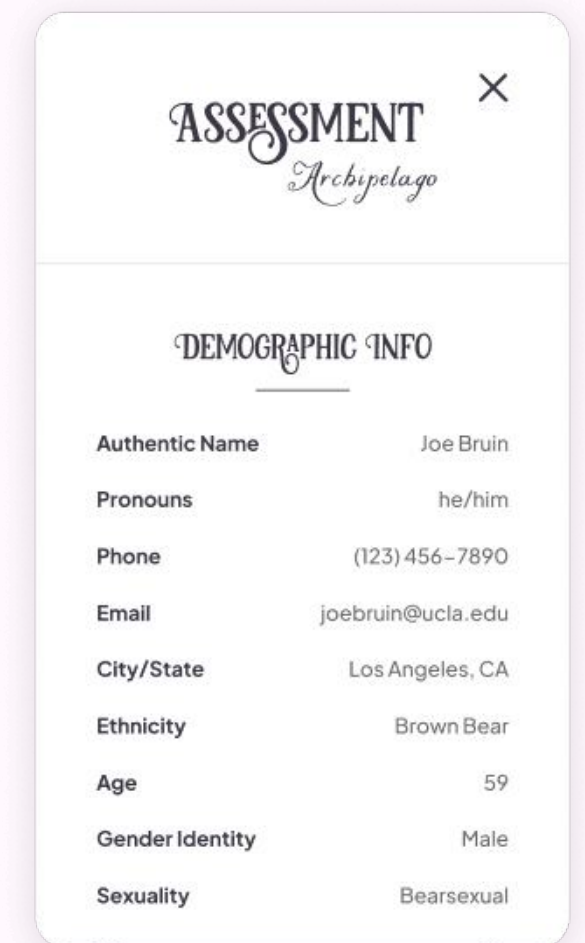
Each of the 10 islands came to represent one milestone—one section of the TCW's **old spreadsheet for managing jobseekers, but in a reimagined way.**

Feedback at this stage from TCW prompted some **structural changes** as they updated their jobseeker data models.

ROADMAP



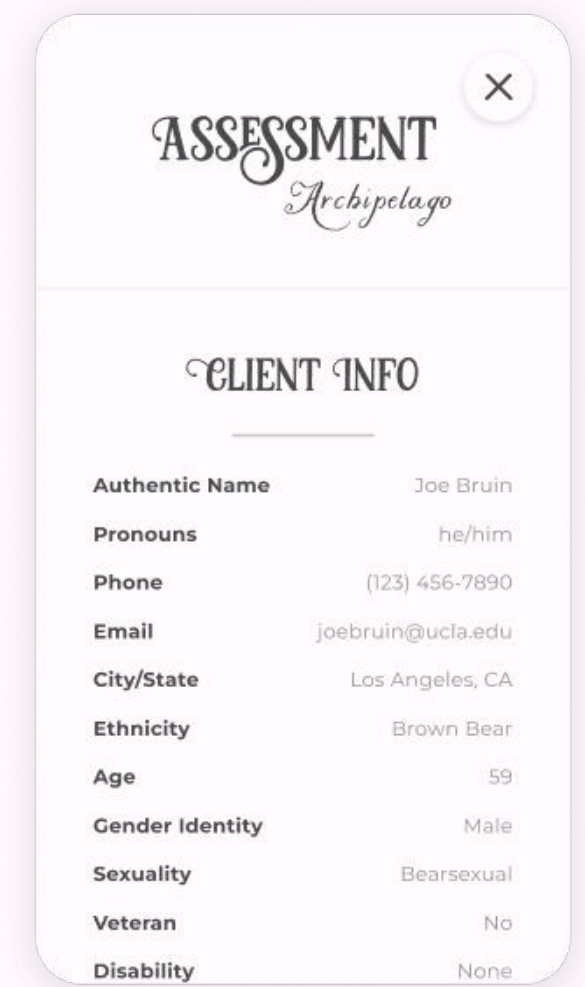
ROADMAP DETAILS



ROADMAP

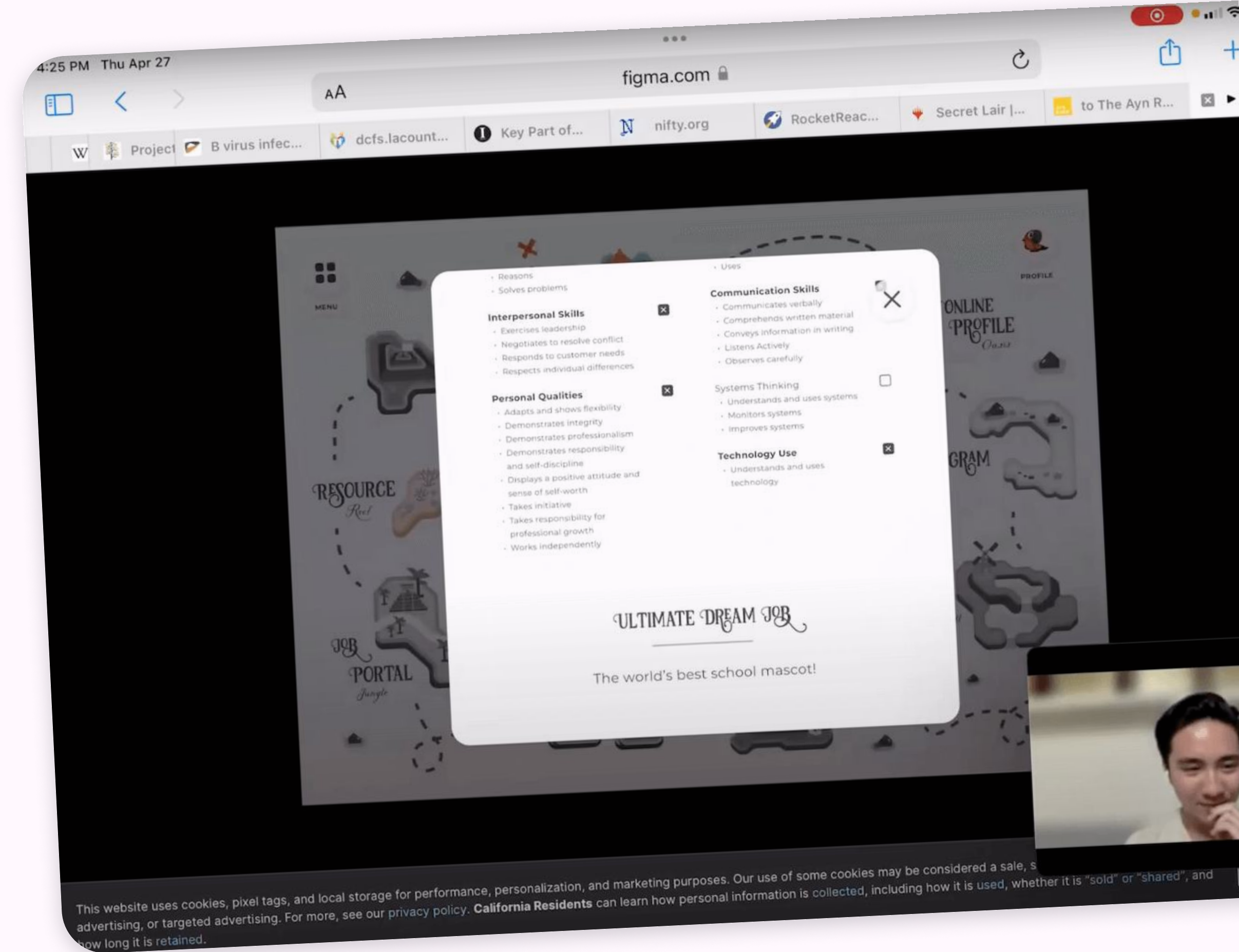


ROADMAP DETAILS

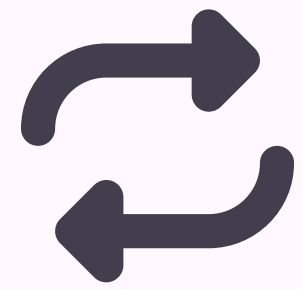


Usability Testing

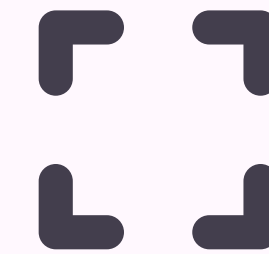
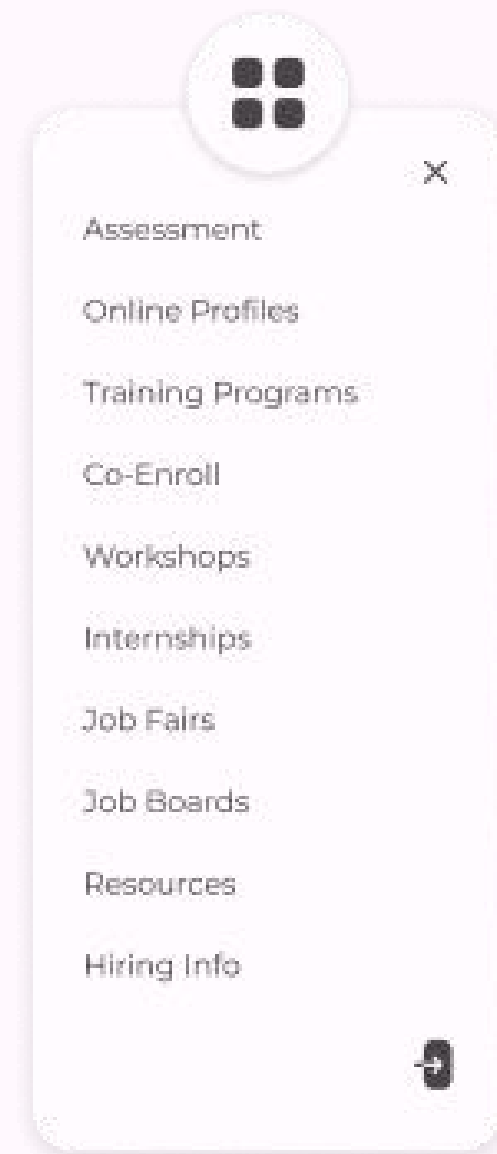
My team and I recruited a **mix of jobseekers and navigators, with different levels of tenure with TCW**, to try out the new roadmap. A session would consist of a series of scenario-based tasks, follow-up questions and feedback, and a questionnaire to help quantify the success of the design.



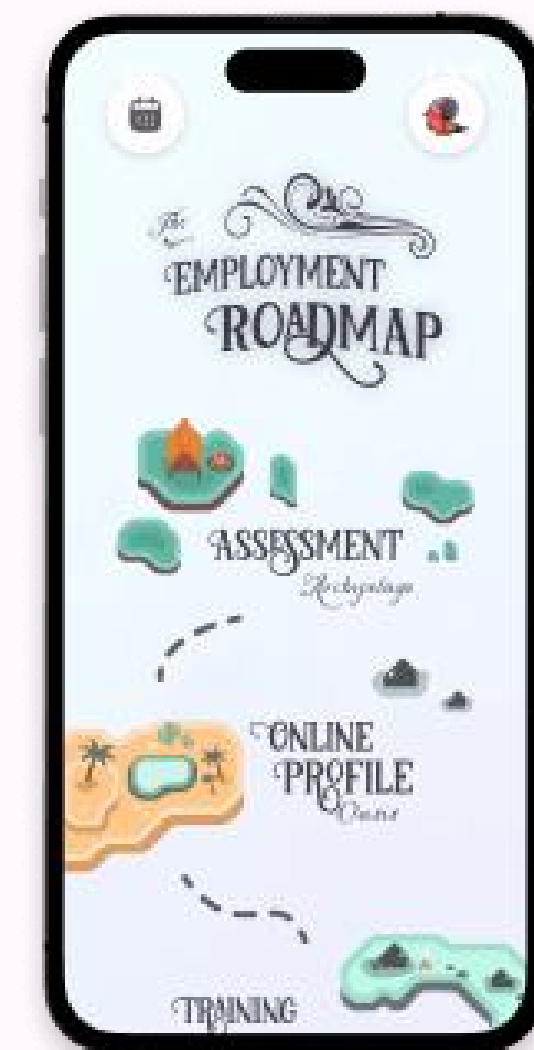
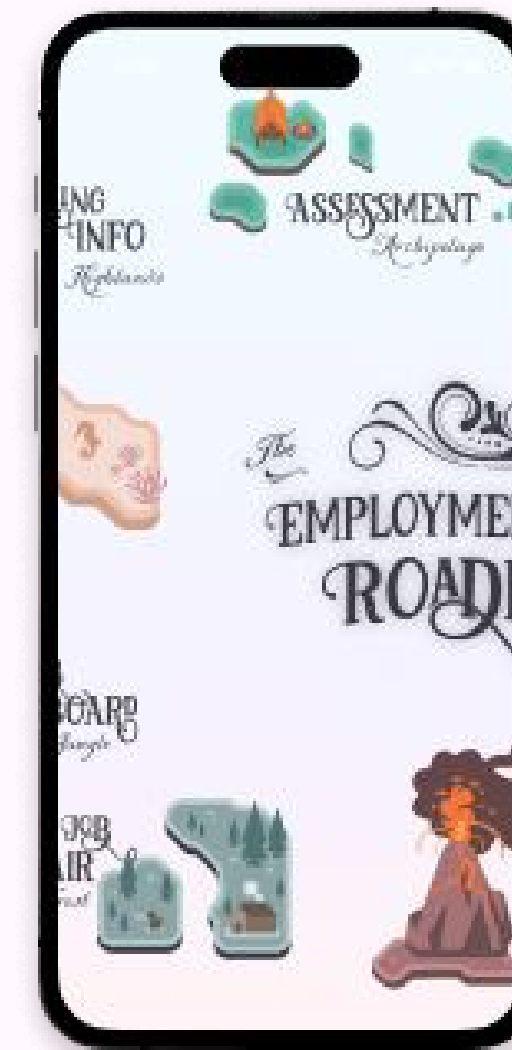
Feedback Implementation



Remove repetitive elements.



Design for devices of all kinds.



Final Designs

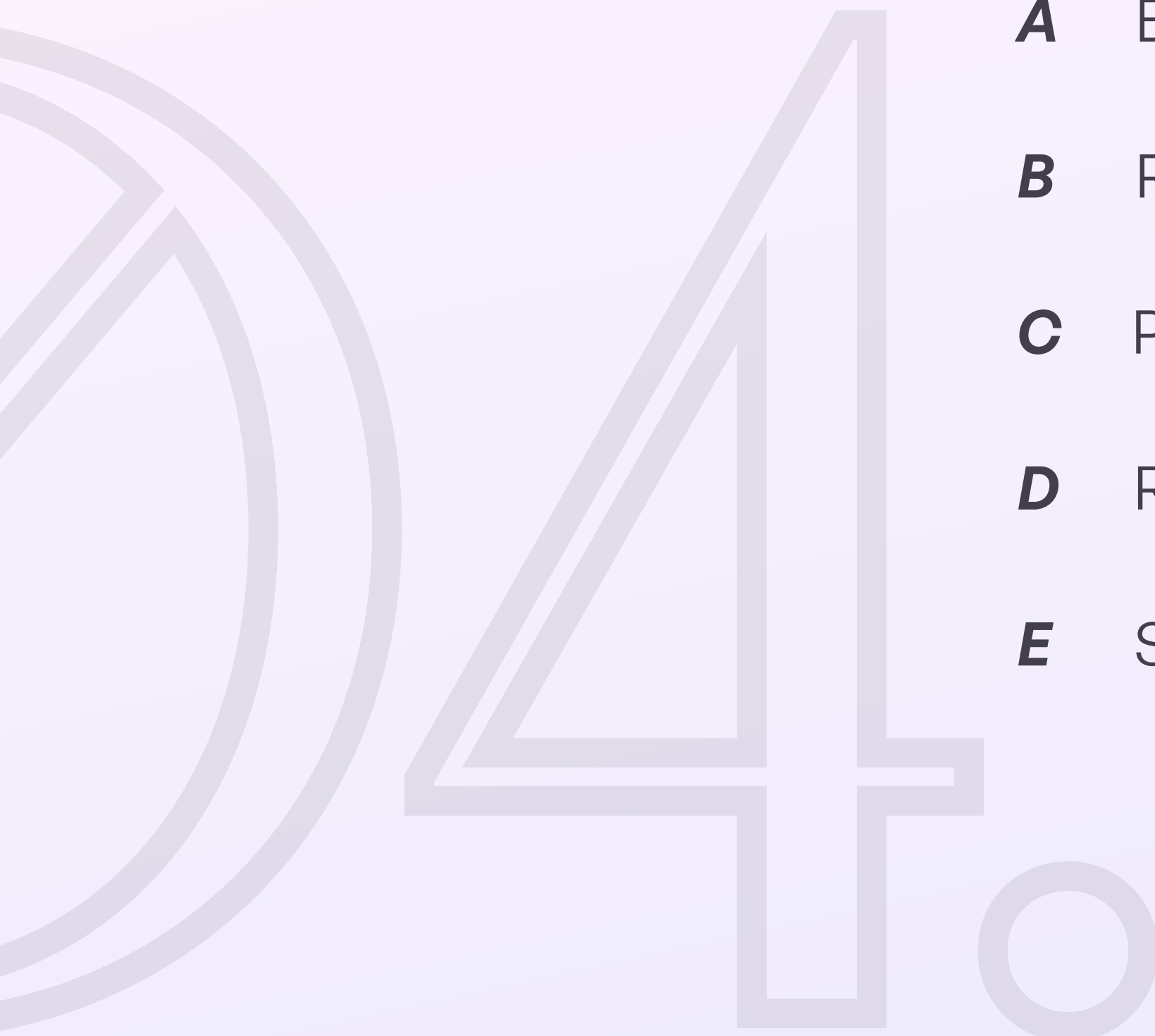
A Employment Roadmap

B Roadmap Details

C Profile Page

D Responsive Design

E Style Guide



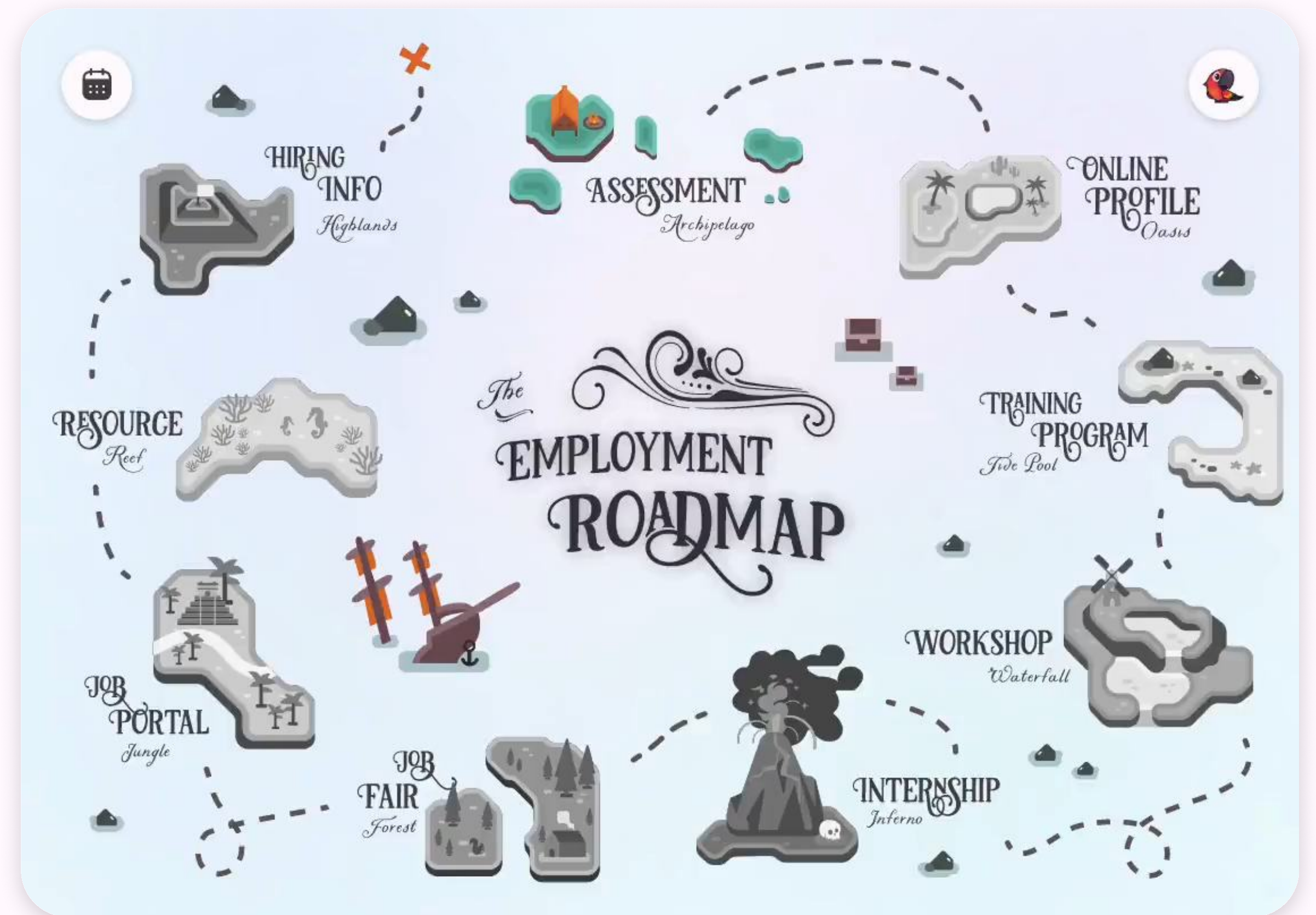
Employment Roadmap



Roadmap Details



Profile Page



Responsive Design



Style Guide

TYPOGRAPHY

ISLAND HEADINGS
PIRATES / 56PX

ISLAND SUBHEADINGS
PIRATES / 48PX

Island Descriptions
LIESEL PRINTED / 32PX

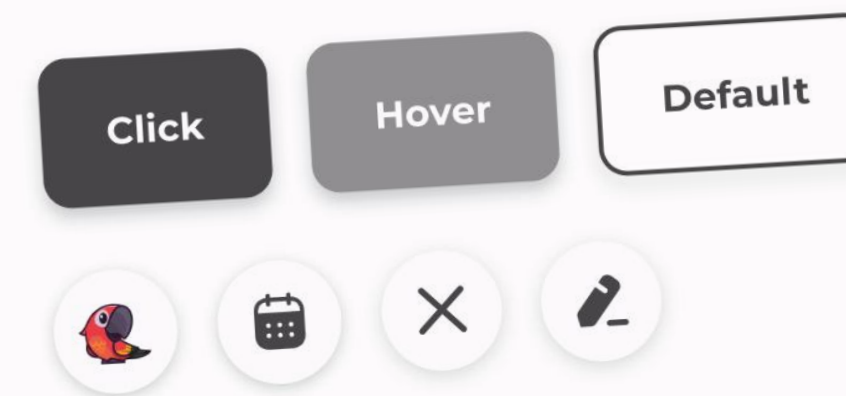
Body Text
MONTERRAT REGULAR / 16PX

Labels
MONTERRAT BOLD / 12PX

COLORS



BUTTONS



FORMS





Impact

A Outcomes

B Reflections

Outcomes

“The new website’s worlds apart from the old spreadsheet... It looks so much better, and it’s a lot easier to navigate!”

— Niko, TCW Navigator

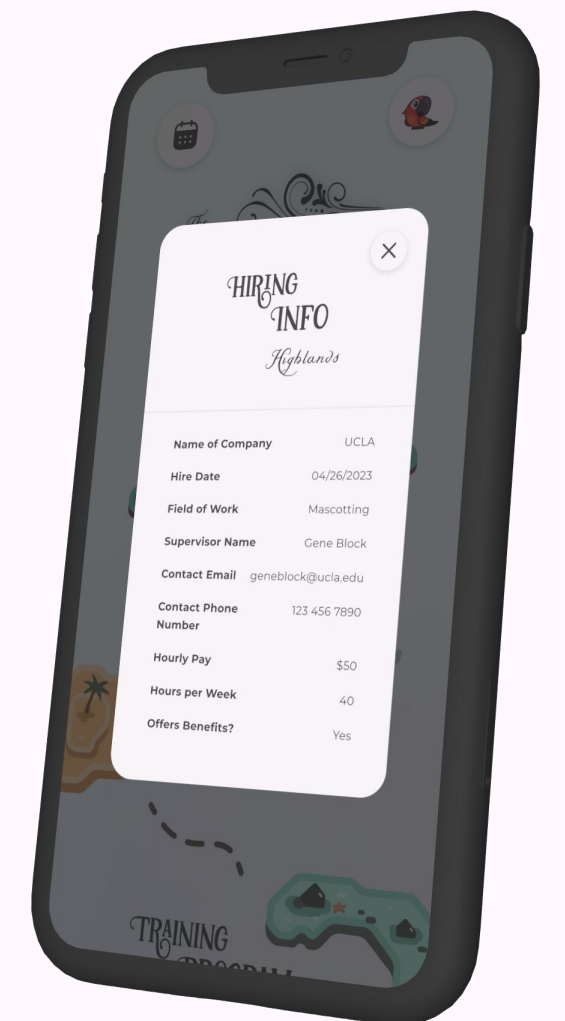


81.6%

increase in user satisfaction after unveiling the roadmap redesign

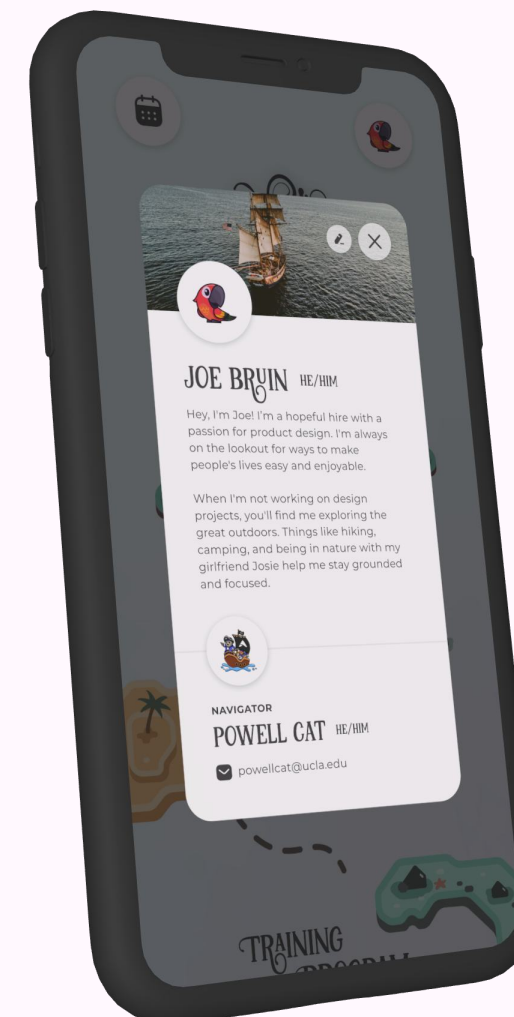
2,500

jobseekers who've found employment with the help of the roadmap



800

jobseekers now using the roadmap at any given time



Reflections

1 Design can take many forms.

Creating this gamified interface gave me a chance to explore something that I had yet to previously delve into. Now that I've gotten a taste, I've found myself much more willing to experiment and take risks in my design work!

2 Keep an organized design file.

This project helped me realize that in many ways, design is more about working smart than working hard (although I'd like to think I am doing both!)



Thank you!

Any questions?