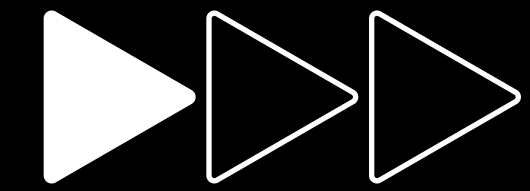CASE STUDY:

OUTPACE MARKETPLACE

AMPH BUACHIE

ELISE SOH

KATHERINE WONG

KELLY THORNTON

PETER VOJTECH

TINA WANG

LYN TRAN

utpace

1. DISCOVER

Understanding the problem space

1.1 PROJECT BRIEF

Outpace Training approached our team with the idea of producing a Job Marketplace for aged care.

The recent Aged Care Royal Commission identified that a lack of Training was a significant issue in the industry.

Outpace Training plan to develop an immersive training platform. In addition to this, a job marketplace will also connect carers with aged care facilities.

Our goal is to create an interface for the Marketplace so jobseekers (carers) and businesses (aged care facilities) can find and recruit for jobs.

The brief covered most of the information required. However, our team needed further detail, collated ten questions, and sent them to Outpace. These are related to existing research on demographics, accreditations offered and essential marketplace features.

After receiving a response to all ten questions, our team was confident to proceed.

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PROJECT BRIEF | **Outpace**

NAME OF IDEA / PROJECT	- Outpace Training Marketplace
COMPANY WEBSITE / APP	- https://www.outpacetraining.com/
COMPANY OVERVIEW	- Outpace Training is an immersive training platform available in VR, mobile and desktop. - It is a carer centric platform aimed at improving training standards after the Aged Care Royal Commission which showed that the industry was in a bad state and training was lacking
BACKGROUND	- We're a training platform built around 4 pillars for training; - 1. Training - 2. Learning Management System - 3. Accreditation Management - 4. Job Marketplace
PROJECT OVERVIEW	- As part of Stage 2/3 of the Outpace Training platform launch and development, we will be incorporating a marketplace for Carers and Aged Care facilities. - The aim of this project is to create an interface for the Marketplace so jobseekers (carers) and businesses (aged care facilities) can find jobs and recruit for jobs. As part of this, businesses can ask for specific qualifications, if the user has completed that training within Outpace they can be automatically notified of that job. - Many of our users are approaching retirement age or English is not their first language

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Xⁱ

PROJECT BRIEF | **Outpace**

PROJECT OBJECTIVES	**Primary Objective/s** 1. Explore ways to make this an intuitive platform and easy for our demo to use 2. It must fit within our existing style/brand guide 3. Ensure that it doesn't look or perform like existing platforms. **Secondary Objective/s** 1. Prefer a minimal/clean yet engaging design
SUGGESTED DELIVERABLESs	**Key Deliverable/s** 1. Solution and concept / design 2. UX Flows **Additional Deliverable** 1. Prototype
3 virtual meetings with our students. Will you be attending each session or sending a representative?	If Yes, please provide your name: Jamie Daou or Trasna Parke If No, please provide your representative's name:
MAIN POINT OF CONTACT	**Trasna Parke** Customer Success Officer	Outpace Training trasna@outpacetraining.com 0439 448 318

1.2 PROJECT SCOPING

A project scope was developed around the brief provided by Outpace.

The scoping framework defined the goals, users, activities, deliverables and timelines.

This helped to to lay the foundations of research and stay focused throughout the discovery phase and beyond.

SCOPING FRAMEWORK

PROJECT:
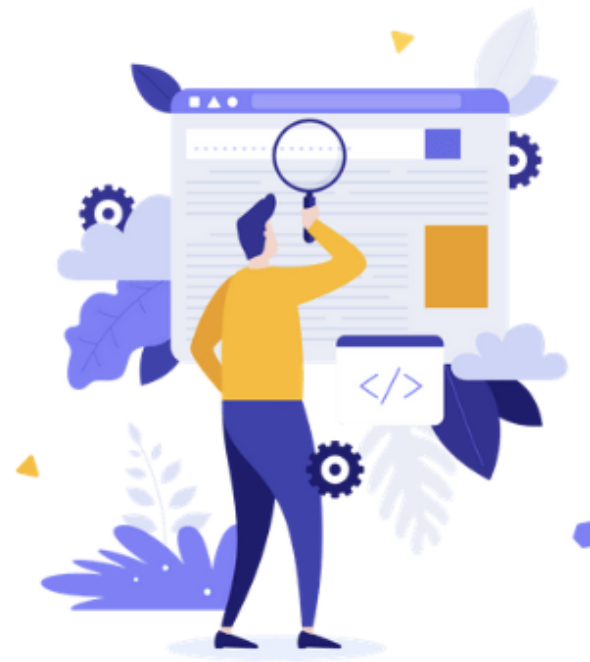Outpace Training Marketplace

MOTIVATION:
Empower carers and engage businesses that need them

PROJECT END:
June 2022

PARTICIPANTS

OUTPACE TRAINING

• Trasna Parke
• Jamie Daou

ACADEMY XI

UI/UX Designers (Group 4)
• Elise Soh
• Kelly Thornton
• Lyn Tran
• Peter Vojtech
• Tina Wang
• Katherine Wong
• Amph Buachie

UI/UX Design Mentor
• Thiru Yoganathan

GOALS

• Create an interface for a marketplace so jobseekers (carers) and businesses (aged care facilities) can find jobs and recruit for jobs.

• Allow carers to list qualifications and businesses to ask for specific qualifications.

• An intuitive platform and easy for the demographic to use

• Fit within brand guide

• Not look or perform like existing platforms.

USERS

• Aged Care workers (Residential, Home and Accidental). English is typically not the first language or close to retirement age.
• Aged care facilities (businesses)
• Nursing agencies
• Training providers

USER BENEFITS

• Empowered carers and engaged businesses that need them.
• Carers connected with businesses that need specific accreditations

ACTIVITIES & DELIVERABLES

Client Deliverables in **bold**.

Research & Definition (Week 1-3)
• **Scoping Framework**
• Surveys
• Interviews
• Competitor Analysis
• Affinity, Empathy Maps
• **Research Insights, Personas, Journeys**

Ideation and Solution (Week 4-6)
• Storyboards
• **User Flows**
• **WireFrames**
• **Prototype**
• Testing

ASSUMPTIONS

• By providing effective training for care workers, most of the other industry pain points will be solved.

• Digital training methods would offer better information retention, interactivity and engagement for Aged Care Workers than traditional training method do.

RISKS

• Finding the right people within a short timeframe. Relative to projects of similar scope.

• Limited access to the live Outpace training, LMS and accreditation system.

MILESTONES

Delivery of:

• Research Insights & Journeys

• UX Flows (User Flows, Wireframes)

• Prototype

CONSTRAINTS

• In-person research and meetings are limited due to remote location of teams

• Limited project timeframe and project team experience.

SCOPE

• Create an interface for the Marketplace
• Develop a notification workflow that connects careers and businesses
• Ensure the platform is easy for the target users / demographic
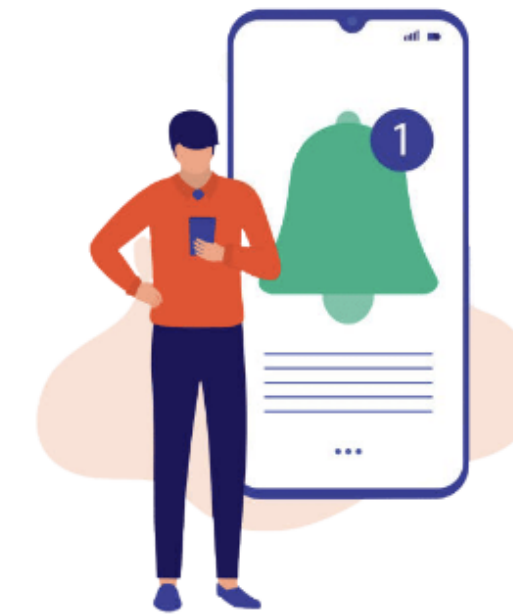
OUR GOALS

Create Marketplace

Jobseekers (carers) and businesses (aged care facilities) can find jobs and recruit for jobs.

Accreditation Verified

Allow businesses to ask for specific qualifications. Allow carers to list qualifications/training.

Auto-matching

Carers can be automatically notified of jobs with the training required If they have completed training within Outpace.

Easy Navigation

Using icons and graphics to replace heavy text content so non-English speakers can easily navigate the site .

This problem statement was created to look at the problem from the user's perspective.

> **CARE WORKERS,** WHO ARE **UNDERVALUED AND UNDER-SUPPORTED**
> WANT TO SEE HOW **ACCREDITATIONS** CAN **CREATE OPPORTUNITIES**
> TO **GAIN BETTER EMPLOYMENT**
> BUT ARE **UNAWARE OF THE TRAINING THEY CAN GET**,
> OR **WHERE TO FIND THESE OPPORTUNITIES**

1.4 RESEARCH PLAN

We developed a Research Plan with some set objectives. These included:

- Collect qualitative and quantitative data to reflect on and analyse

- Gain detailed insight into the needs and behaviours of users in Aged Care, and learn what features are important to them

- Seek insights from similar demographics and industries (elderly workers, certificate industries)

- Discover strenghts, weeknesses and opportunties from our competitors

- Explore current design trends and innovative features for desktop websites

- Uncover unexpected insights along the way

A link to our working document can be found here.

	AIMS	METHOD
SURVEY	Form a general overview of our problem through a 10 minute survey. Broadcast the survey for at least a week and aim to get close to 20 responses. Use this for quantitative results to form insights.	Google Forms
ONE ON ONE INTERVIEWS	Collect qualitative data through conversation to obtain insights, thoughts and frustrations working in aged care. Open-ended questions to expand on answers.	Video calls. In person where possible. Record video calls and document key insights
COMPETITOR ANALYSIS	Study the competitors within the market to identify current sites that cater to aged care. Also, look at the broader landscape to look for digital trends that may inspire marketplace solutions.	Review sites and document strengths, weaknesses and opportunities.

The first step was a survey for quantitative data to understand the defined demographics.

Results would help validate statements in the Brief and allow us to see the common current trends.

Unfortunately, we only received seven responses those in aged care. While this number is low, it allowed us to validate several points that we heard in our interviews.

These essential points are shown on the right. A link to the survey can be found here.

100% Job Board

Most interviewees use job board websites and company websites to look for a job

100% Email notification

Happy to receive emails with employment opportunities

85% motivated to get accreditation

Seeing what accreditations are required inspires carers to complete that training

71% likely to know requirements

Clear job descriptions, contacts and accreditation requirements are the priorities

1.6 INTERVIEWS

We conducted four 1:1 interviews, each spanning around an hour.

It wasn't easy to find carers to interview in the short timeframe available. However, the insights gathered were invaluable, and several common themes became apparent even before synthesis.

These included:

- Many carers using mainstream sites like Seek.
- Carers prefer to get jobs through word of mouth
- Many facilities are indeed understaffed.
- Those close to retirement are not good with computers.
- Aged care workers are hard working and dedicated. Patients are like family.

Carer 1
34, Indi, Marathi/ Hindi/ English
Occupational Therapist
5 years of aged care experience

"**Seek** is a straightforward platform for carers to look for jobs and get interviews."

"I consider **knowing the distance** between the workplace and my home is the main factor when I'm looking for a job."

"A lot of carers don't have knowledge on the basic medical terms, **Cert 3 should have some changes**."

"A Jobs Marketplace could give **more range of employers** to aged carers."

Carer 2
34, English/ Greek
Enrolled Nurse
1.5 years of nursing experience

"I found jobs via **word of mouth** and go onto the **company website**."

"Companies asked for experiences but I don't know where should I start."

"**Pay rate, flexible hours and company reviews** are the main factors when I'm looking for jobs."

"**being a registered nurse** creates more opportunities and also the pay is a lot better."

Carer 3
24, English
NDIS support worker
2 years of support worker exp.

"I got my job via **word of mouth**, I use **SEEK, Indeed and Linkedin**."

"Job ads aren't clear enough about **the role, daily tasks, and who I'd be working with**."

"A good marketplace is able to **filter jobs and build relationships** with employers."

"**Accreditation** is definitely a plus for carers when they're looking for jobs."

Carer 4
54, English
Personal Carer
11 years of carer experience

"I'm old school... **This computer stuff,** email and stuff, **doesn't sit well with me**."

"I'm at an age where **I'm too old to be contemplating nursing or anything else** because I'll be over 60.."

"It would have to be something that I **would truly want and love** to do for me to get on the computer."

"The only way I knew to get a job was to contact and **put myself out there**".

1.7 COMPETITOR ANALYSIS

To get a better understanding of the demands within the aged care jobs market place, we took close look at the platforms that are currently available which help jobseekers find work.

We found 4 direct and 2 indirect competitors, each of them provided different ways to access the jobs market place . All of the direct competition were offering training solutions that help jobseekers obtain nationally recognised accreditations.

The main objective for this mode of research was to see how each competitor met the objectives set in our Scoping framework. We assesed strengths and weaknesses as well as uncovering opportunities relevant to the Outpace platform.

One competitor that really stood out was the **Intercare Training** Website. It does a great job with communicating the pathway to employment in 3 easy steps. The website also offers a broad range of courses that are nationally accredited.

Jobseekers using this platform need to manually apply for a job. This website didn't have a matching feature for profiles and job descriptions.

Australian Carers is a platform that acts as an intermediary between carers and people who seek care, It focuses on providing carers and carer seekers a variety of service options.

The website has bulky text content and doesn't offer training for carers and it only requires an accreditation number.

Careevolution has an intensive program that provides prep skills and knowledge specifically for the care sector. This online platform offers online training and has a wide range of courses including cultural sensitivity training.

Each of their solutions are marketed more towards small to big organisations with the intentions of training their staff rather than empowering individual carers .

Another direct competitor was **Healthcare Australia**, they promoted their award-winning status in candidate engagement and recruitment. They offer both face-to-face and online training.

Their jobs market place is very competitive as Healthcare Australia has access to 120,000 healthcare workers and receives 2700 monthly job applications.

1.8 INDIRECT COMPETITOR ANALYSIS

We looked into sites dedicated to finding jobs in other industries to gain a different perspective. We wanted to understand how other sectors could connect learners and employers.

The first area we explored was apprenticeships. The best industry for this was Trades. How did an apprentice find an employer? MEGT appeared to be a prominent competitor in this area.

We next explored the public sector to examine how non-English speakers or un-skilled workers could connect with employers. JobActive was the prominent competitor in this area.

The indirect analysis was probably most valuable around apprenticeships. It formed several ideas around onboarding and how a similar experience could be applied to our product.

MEGT works effectively as a career hub for trade businesses and apprentices, it provides apprentice onbording with preset accreditations and apprenticeships. It includes a career hub for jobs, profile builder, quizzes and assessments. These all work very well.

It was quite difficult to see jobs based on your accreditations and was not designed to show where you could obtain 'missing' training.

JobActive is a government run job marketplace that can be used by jobseekers and employers.

Despite a lack of multiple language options, we believe they were able to cater to people who are primarily non-English speakers and / or less technologically literate.

We identified the use of videos, images and simple text for their job application tutorials and profile creation tips as an opportunity for Outpace's own marketplace to replicate.

1.9 LANDSCAPE REVIEWS

Landscape reviews were a way for us to identify current industry trends that could be relevant to our project.

We considered two ideas. The first was gamification to make the learning experience more engaging and empower carers with 'achievements' for their carer profile. What better area to explore gamification than the gaming industry itself.

The second was understanding how education could be designed for a user not speaking the primary language—in this case, learning a language itself. We explored how users learn a language online and the potential solutions that could offer.

Steam and **Playstation** are the leading game distributors online. They feature an achievement progression bar and a preview of achievements with how to unlock them. Users have the ability to compare with friends which enhances motivation.

However, they are visually not very appealing and difficult to navigate with completed user flow.

A view of peer accreditations and a clear progression of how much training is required to obtain accreditation for specific jobs requirements can increase long-term users.

Duolingo is a language learning app that is easy to follow the structure of how the training process will be. It gives a sense of achievement and shows daily progress.

However, the unexciting incentive for learning progress and lack of personalised user preference are the limitations. It is a solely activity-based which is no connection with other users

A display of accreditations/achievements and a progress bar for training material inform users about the status of ongoing processes and engage with other users.
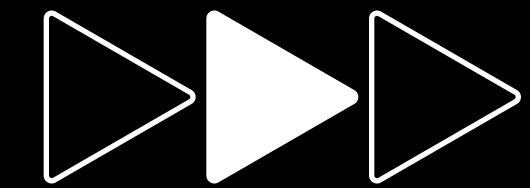
2. DEFINE

Synthesise research to generate insights.
Uncover what problem we are trying to solve

2.1 AFFINITY MAPPING

An Affinity Map is where data from research is "synthesised" by grouping them into related categories.

These groups reveal patterns and themes around our users' experiences that we refer back to when designing solutions.

We found that Aged Care Workers aren't always great with computers, they're tired and stressed, they need more support at work and when getting training. They appreciate recognition and personalisation. They like simple and familiar features. Their real-world relationships are of utmost importance.

These validated insights into what our users really think and feel show us where we can look to address their concerns, uplift their positive experiences and transform the job seeking process into a design we are confident will address their actual needs.
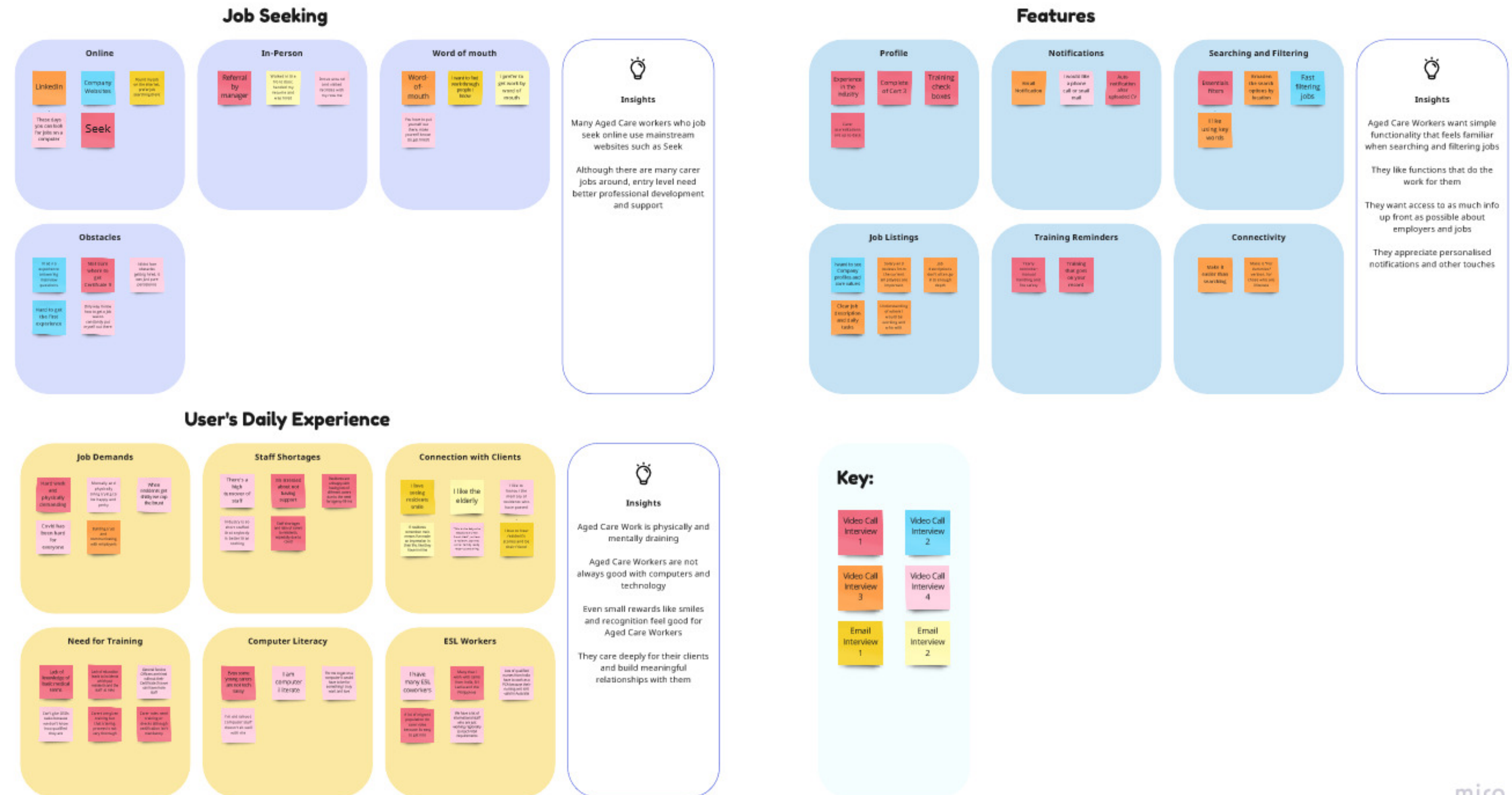
2.2 EMPATHY MAPPING

The Affinity Map then fed into this Empathy Map.

We found this perspective to be the most useful. Namely 'what they see', 'what they say' and pains in the aged care industry.

Clear insights formed and these were the main obstacles to overcome in the ideation process.

These included the core pains of:

- Poor training
- Poor support
- An aging industry
- Effort and exhaustion
- Knowledge of opportunities

The biggest gain was very clearly the underlying love and care for patients. They were often like family.

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1 WHO ARE WE EMPATHISING WITH?

- Aged Care Workers looking for job opportunities
- People who want to become Aged Care Workers
- People who want to upskill in the Industry

2 WHAT DO THEY NEED TO DO?

- Know what opportunities exist with their current skills
- Get the right training to improve employment opportunities
- Build connections with other people the industry
- Complete regular refresher courses

GOAL

WHAT DO THEY THINK AND FEEL?

PAINS
FEARS, FRUSTRATIONS AND ANXIETIES

- Poor training. "I can't give colleagues tasks because I don't trust their training".
- Poor support. "I'm stressed about not having support"
- Aging Industry. "I can't see the point to training when I'm about to retire"
- Effort. "At the end of the day I'm exhausted"
- Knowledge. "I don't have experience answering interview questions".

GAINS
WANTS,NEEDS, HOPES AND DREAMS

- Carers love caring for their patients. They're like family.
- The industry requires skilled carers more than ever
- With better employment comes better job conditions
- A marketplace would help carers build connections
- We can have one place to see job and training opportunities for carers.

OTHER THOUGHTS & FEELINGS MOTIVATING BEHAVIOR

"Carer work is hard and physically demanding"
"I want to find work through people I know"
"I love to hear resident's stories and being their friend"

6 WHAT DO THEY HEAR?

- Media reports about the state of the industry.
- Residents telling them that they are unhappy with having lots of different carers due to the need for agency fill-ins
- Staff shortages and poor ratio of carers to residents being common
- Facilities are short staffed and want carers to work more hours
- Word of mouth about potential job opportunities from other coworkers and classmates

3 WHAT DO THEY SEE?

- Staff shortages and ratio of carers to residents
- A high turnover of staff and under trained staff without a Certificate 3 to help with shortages
- Records being 'simplified' for the inexperienced
- A high demand for staff with the right training
- A lack of upfront information in job descriptions
- Low support for ESL workers

4 WHAT DO THEY SAY?

- "I am computer illiterate"
- "I prefer to be notified of jobs in person"
- "More training will make a difference as Certification 3 is not enough"
- "The industry is so short staffed that anybody is better than nothing"
- "I want to see company reviews before I apply"
- "I want to see salary in the job description"
- "The residents are like family to me"

5 WHAT DO THEY DO?

- They build quality relationships with their patients
- They work hard and come home exhausted
- They learn about opportunities through word of mouth
- They search for jobs on the internet, primarily using Seek
- They obtain employment by constantly applying for jobs and making contact with employers

2.3 JOURNEY MAPPING

Our team mapped some key phases and tasks of the marketplace experience in a customer journey.

These include:
1. Open the website
2. Create a profile
3. Search for jobs
4. Match and filter jobs
5. Research
6. Apply for a job
7. Future Use

Based on the empathy map and affinity map, this highlighted pains, gains and opportunities in each phase.

The major pain points include
• Not being tech-savvy
• Searching is time-consuming when exhausted
• Having limited experience or accreditations
• Not being sure where to get training

Some opportunities identified include:
• A profile assistant & personalisation
• Auto-matching pre-set attributes and skills
• Encourage further learning

What we can do:
• Profile building 'assistant.'
• Clear descriptions
• Simple buttons and icons
• Shortcuts for applying
• Training and job recommendations

CUSTOMER JOURNEY MAP — OUTPACE - JOBS MARKETPLACE

PHASE	Open Website	Create Profile	Search Jobs	Matching and Filtering	Research	Application	Future Use
User Action — What does the user do?	User begins a new job search.	Register as a new user; filling out information to save and apply for jobs online later	Start browsing job listings using key words	Filter jobs by category and try to find a good skills match	Compare job listings taking into consideration: salary, location, skills & requirements, benefits and company culture	Apply for jobs with matching criteria. Receive notifications from employer for an interview and look forward to an offer	Start new job. Complete any future required training.
Touch Point — Where does the interaction take place?	Word of mouth, desktop browser	Desktop browser (job boards, company websites)	Desktop broswer (job boards, company websites), word of mouth, search engine (google)	Website (job boards, company websites), word of mouth	Website (job boards, company websites), in person, phone	Website (job boards, company websites), in person, phone	Desktop browser, emails, in person
Experience — What emotions does the user experience?							
Thought — What is the user thinking?	"I want to get a job where I can help people"	"I'm old school. Computer stuff doesn't sit well with me"	"It is straightforward through Seek."	"Some job ads aren't as thorough as they should be, some are vague and don't give a good description of the role"	"I'm physically and mentally exhausted after work"	"There is always a need for workers … I don't think there are many obstacles"	"I want to gain more knowledge about the industry. The more i understand the more i can relate to the clients"
Motivation — What motivates the user?	Searching for work that suits my current skillset	To show my skills and experiences, and to save jobs for later	Compare available job opportunities	To find jobs I both CAN and WANT to do	Want to find the best possible match for me	A new role could bring a better work life balance and/or a higher salary	I want to be the best carer I can be
Pain Points — What are the frustrations?	Not always sure where to look for opportunities / Current role is demanding and stressful	Not tech savvy, resistant to using computers and the web / Need to find time to complete the profile and make it attractive	Lack of time for extensive screening	Job description doesn't have all of the information I need / It's time-consuming to compare all the listings / Limited experience and accreditations can narrow my options	Too tired to spend much time sorting through jobs / Not sure which company can offer better employment environment	I don't have experience with interview questions	Not sure how to get further future training
Gains — What is working well?	I want to find work in care and help my clients clients	I want something that's easy to use and doesn't take too long to set up	I want to be able to search for jobs in a way that's familiar for me	Being able to see all the information up front helps me decide whether to apply	I want to feel confident I have found the best match	I don't want to jump through too many hoops during the hiring process / I prefer to find my next role quickly	I would like to feel confident in my skills / I am interested in improving my training and skillset
Opportunities — What changes could be made?	• Create a well-known product that enhances care workers' desire and ability to do their jobs effectively	• Users can enjoy profile personalisation and setting themselves apart by showcasing skills • Make features easy to use and understand for ESL and elderly users • Include features that aid in profile building	• Make sure the jobs marketplace interface and features are concise and direct • Keep search and filter functions familiar	• Show how further learning through Outpace can increase opportunities • Auto-matching by accreditations will bring more job results • Include upfront details in job listings	• Users can view jobs they are most qualified for first through an auto-matching feature • Show users their potential career path progression/s (incorporating further training through Outpace)	• Provide resume building features and interview advice • Utilise a simple application pipeline that's inclusive for ESL and elderly users • Give carers the opportunity to assess their options and be picky	• Show users how and where they can gain further training and opportunities through Outpace • Build on Care Workers' confidence in their skills and therefore their desire to obtain further learning
Recommendations — Next steps and solutions	•	• Write proper UX Copy • Clear Icons and supporting illustrations/infographics • Step by step processes	• Job listing snapshots with clear info and relevant icons • Use search features that aren't too different from mainstream websites	• Include Salary, Location, Accreditations in the job description • Standardise job listings so users always know where to look	• Comparison feature with maximum 3-4 jobs from saved jobs list	• User Profiles on Outpace can be exported as a resume • Utilise "Apply Now" and "Quick Apply" functions	• Suggest recommended Outpace modules for job listings
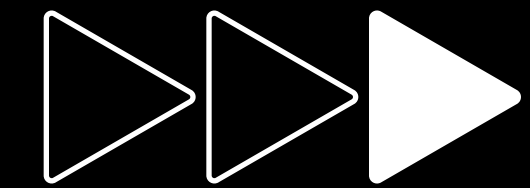
3. DEVELOP

Explore effective solutions using an iterative approach

3.1 HOW MIGHT WE
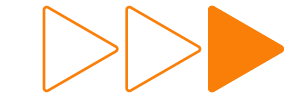
The Define stage revealed several user insights, pain and gain points, and opportunities in the journey map.

We flipped these into seven How Might We statements to see possible solutions.

These don't suggest a particular solution but gave the perfect frame for brainstorming ideas.

"

1. HOW MIGHT WE DESIGN AN INTUITIVE JOB MARKETPLACE FOR CARERS AND FACILITIES SO THAT THEY CAN FIND JOBS AND RECRUIT FOR JOBS?

2. HOW MIGHT WE ALLOW THE CREATION OF A JOB PROFILE FOR USERS WITH LIMITED COMPUTER SKILLS AND LIMITED ENGLISH SO THAT THEY CAN BE CONSIDERED FOR JOB OPPORTUNITIES?

3. HOW MIGHT WE INCORPORATE SKILLS, ACCREDITATIONS AND TRUST ON PROFILES AND JOB ADVERTS TO FIND A MATCH IN THE MARKETPLACE?

4. HOW MIGHT WE ALLOW FOR FILTERED JOB SEARCHING FOR CARERS AND JOB SEEKERS SO THAT THEY CAN FIND OPPORTUNITIES OUTSIDE OF MARKET MATCHING?

5. HOW MIGHT WE VALIDATE ACCREDITATIONS FOR CARERS WITH EDUCATION OUTSIDE OF OUTPACE SO THAT ALL QUALIFIED CARERS GET CONSIDERED FOR OPPORTUNTIES?

6. HOW MIGHT WE CREATE EASY JOB APPLICATIONS FOR CARERS WITH LIMITED ENGLISH OR COMPUTER SKILLS SO THAT THEY CAN BE CONFIDENT APPLYING?

7. HOW MIGHT WE SHOW FURTHER TRAINING / BENEFICIAL SKILLSETS FOR UNQUALIFIED CARERS SO THAT THEY CAN SEE WHERE TO GET QUALIFIED AND THE OPPORTUNITIES IT PROVIDES?

"

3.2 BRAINSTORMING
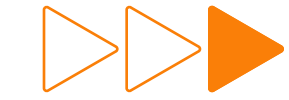
It was now time for a fast sketching exercise to challenge generate eight distinct ideas in eight minutes – one minute per idea.

Our goal was to have each team member generate one idea for each HMW statement to generate a wide variety of solutions.

We quickly came up with a lot of varied ideas related to the HMW questions.

All ideas were discussed and the viable options were added to our brainstorming. These were then mapped on our Value x Difficulty matrix to form a MVP
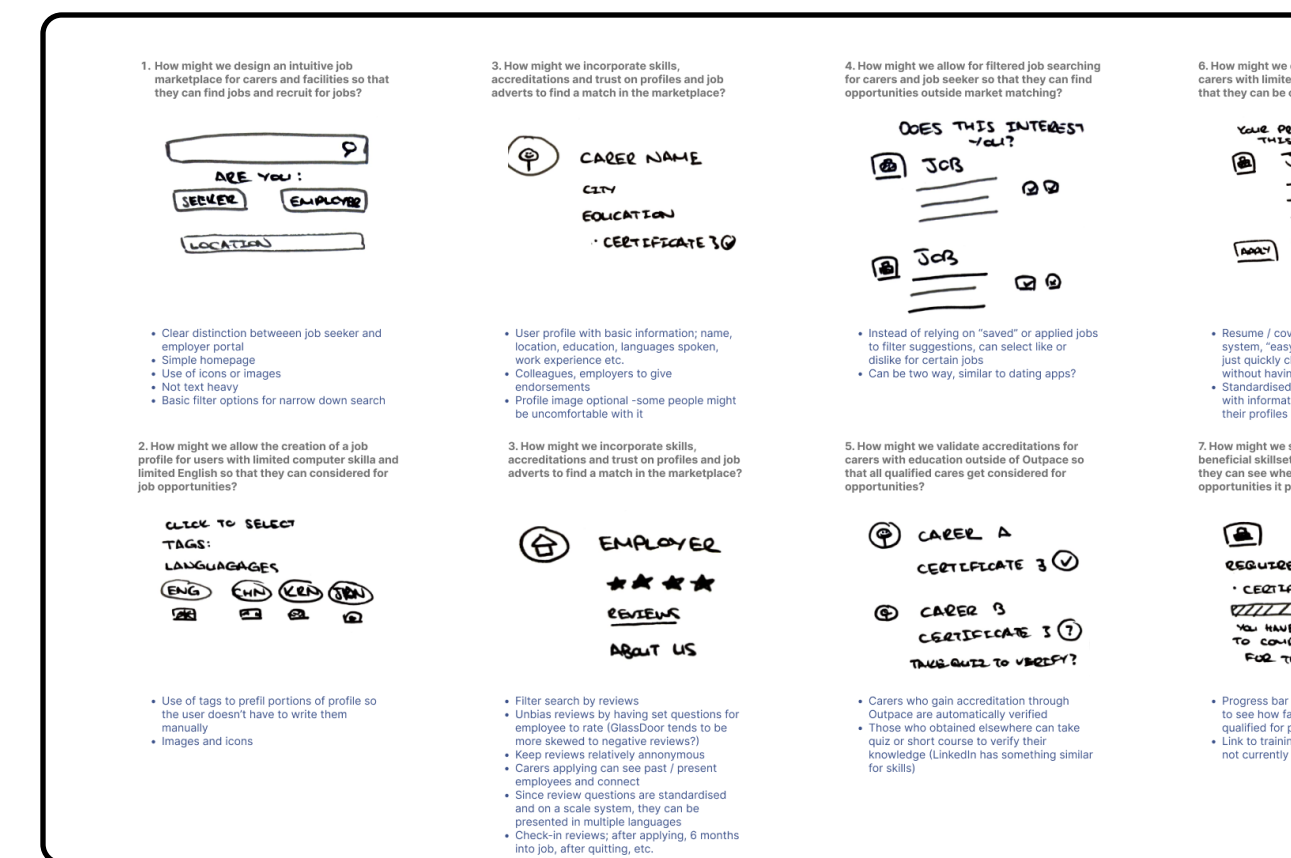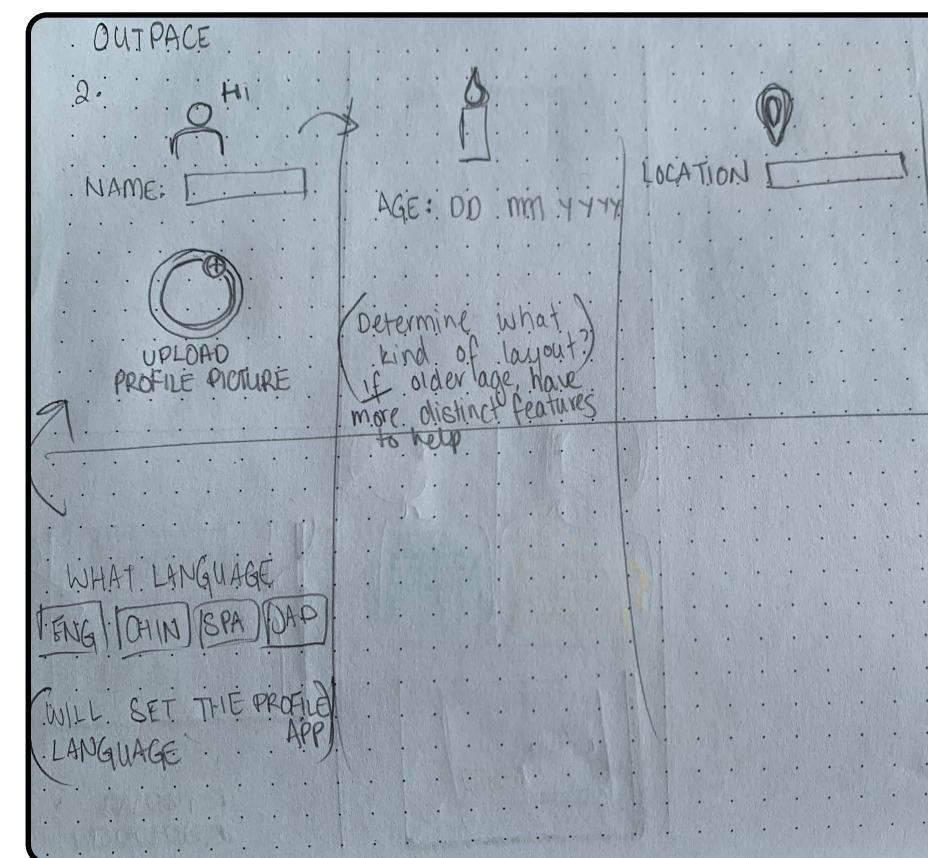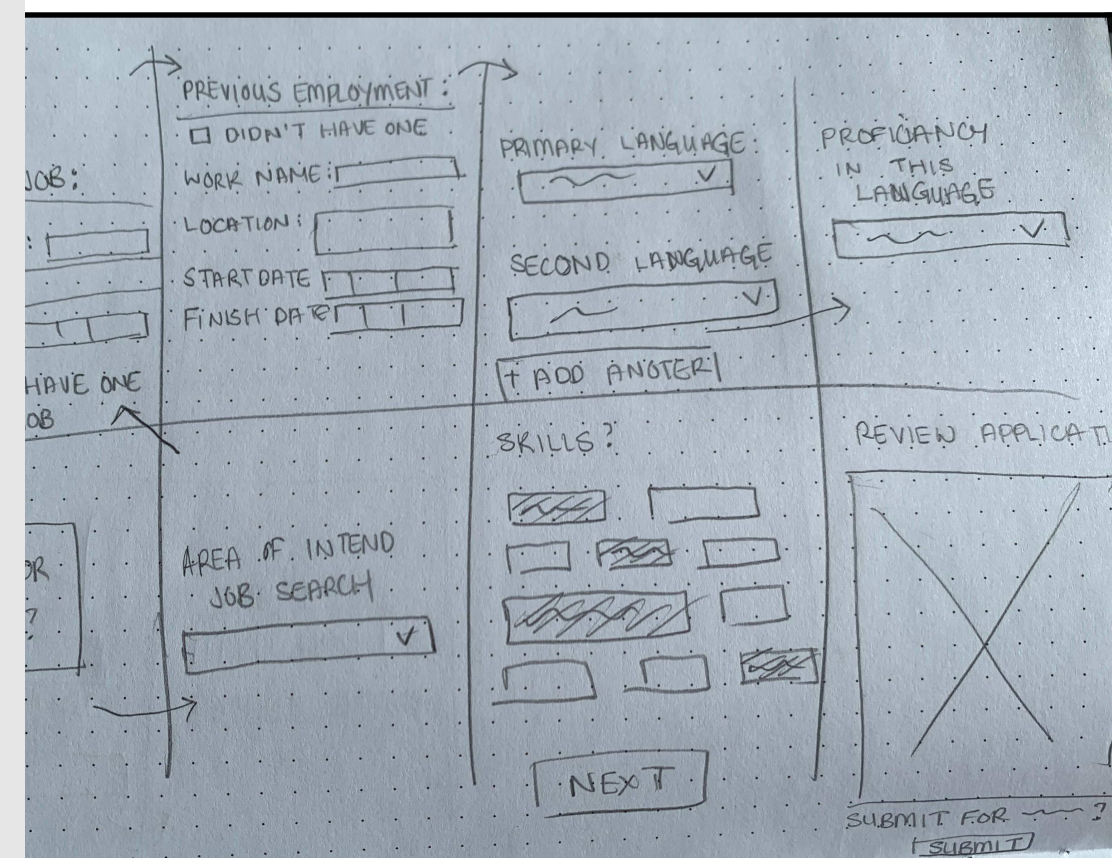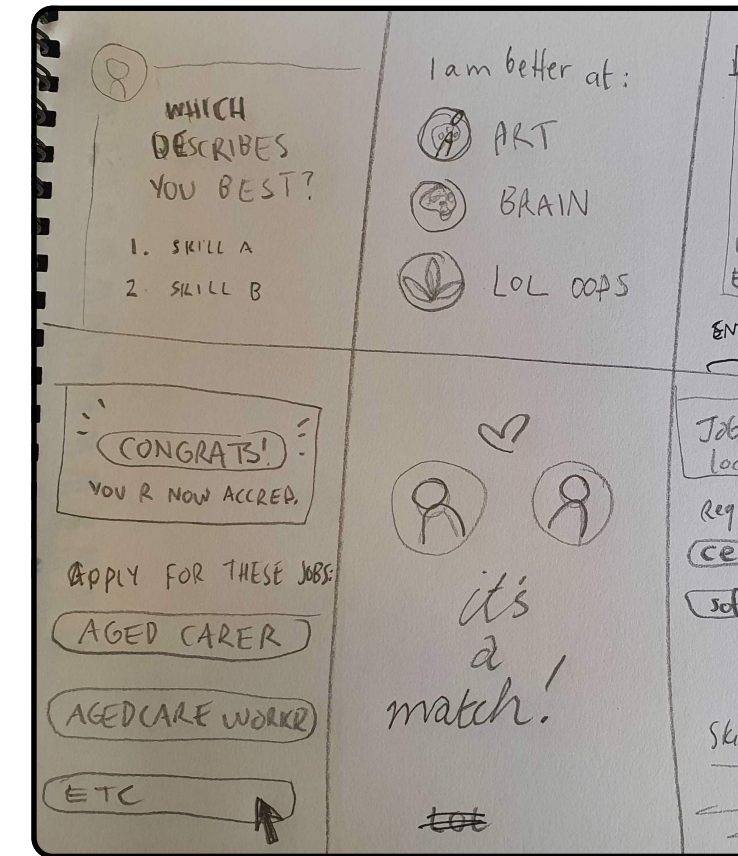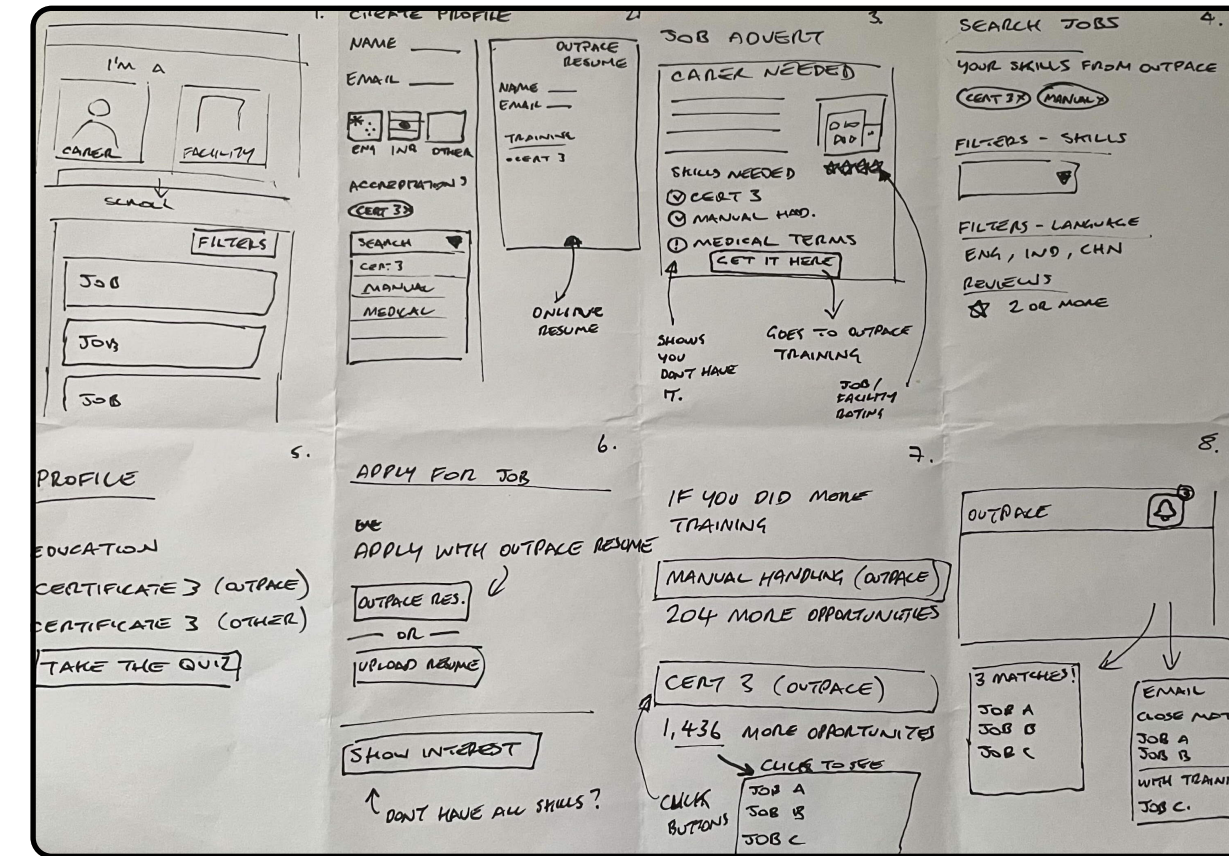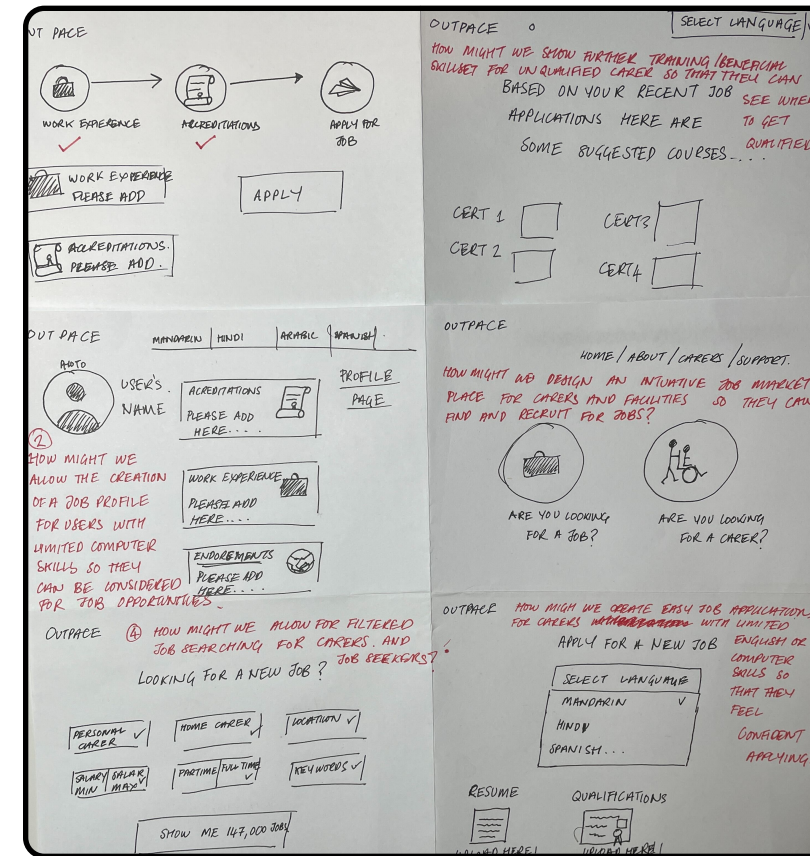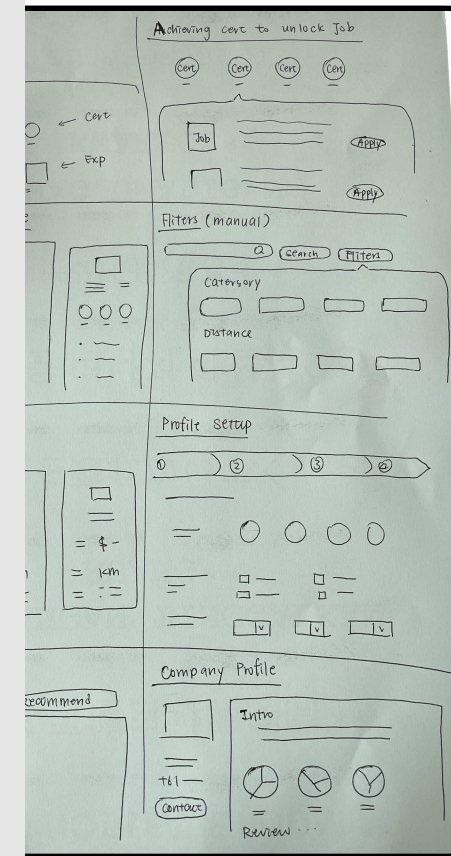
3.3 IDEATION AND MVP
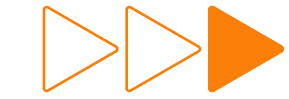
Functionally, the Outpace Job Marketplace is a website for job seekers who work in Aged Care. We are therefore including traditional job seeker website features - profile creation, searching and filtering, job listings, company details and application processes - these are familiar features that our users expect and require.

A main feature of the Jobs Marketplace is its matching system, which matches users with job opportunities they are eligible for with their Outpace Certification.

"Outpace Boost" shows job seekers how and where to get training via Outpace's LMS to better their chances at certain jobs.

We found during research that, although there are plenty of carer roles around, there are few resources available to entry level carers on how to interview, or write a resume without much work experience.

A resume builder and persona quiz give users an easy way to display their best professional traits to prospective employers.

The Outpace resume builder also enables users to take advantage of a Quick Apply feature.

Higher Value

Phase 2

- User connections
- Notify connections of completed Outpace training modules
- Resume Builder
- Job Seeker Profile
- Searching and Filtering
- Apply and quick apply
- Employer/ Employee Job Matching Feature

Quick Wins

- Training suggestions to match w roles - "Outpace Boost"
- Employer Reviews
- Most recent searches
- Job listing comparison feature
- Training Progress Bar for Job Qualifications

Difficult ─────────────────────────── **Easy**

- Persona Quiz
- "show interest" in job listings
- Profile Builder progress bar
- Connection suggestion at Company
- Like/Dislike Job Listings
- Employer Review Reminders
- Users with similar skills have % success applying for similar roles

Little to no use

Bells & Whistles

Lower Value

miro

3.4 ROADMAP

An intuitive, easy to use Jobs Marketplace for Aged Care Workers

Now

Next

Future

Jobs Marketplace Platform

Aged Care Worker can access the Jobs Marketplace to search and apply for jobs in their field

Carer/ Facility Matching

Users can see how Outpace training directly increases job opportunities. Users can easily access training required for certain jobs through Outpace

Job Seeker Support

Outpace Resume Builder and Persona Quiz can help Users hone and enhance their professional and soft skills

Access to Up Front Info

Displaying all the relevant info about jobs and employers builds users' trust in Outpace, and saves their time

Ability to Connect

Outpace provides a community where Users can connect and engage with peers and colleagues
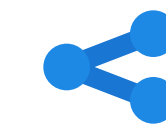
Sharing and Celebrating

Users can share their training and accolades, and be notified of their connections' completed training and other successes facilitated by Outpace

3.5 INFORMATION ARCHITECTURE
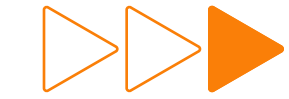
We set out to identify the essential areas for Information Architecture.

The information architecture was developed using closed card sorting. Ideas generated in brainstorming were placed on a card and grouped under a topic.

Note that the content shown is only within the scope of the Marketplace.

The (black) parent topics represent the main pillars found in the Outpace Brief.

The following (green) points outline the essential features. Below are the (orange) critical pieces of information required below.

We chose to investigate four of these areas further to develop User Flows. These include the requirements for:
· Profile builder
· Job Listing/Matching/Searching
· Job Application
· Suggested Courses.

See Information Architecture

Outpace

Learn (1. Training, 2. LMS) — Profile (3. Accreditation Mgmnt.) — Jobs (4. Marketplace)

Outpace LMS | Suggested Courses | Profile Settings | Profile Builder | Job Listing | Job Matching | Job Search | Employer Profiles

Role suggestions
Job specific suggestions

Profile Bio
Saved, Applied Jobs
Notification Settings
Stored Resume(s)

Language
Personal Details, Role
Training / Education
Employment
Skills
Role Architype

Job Description (Text)
Role,Location,Type, Salary
Training Required
Employer Reviews
Skills Required

Matched Role, Location
Matched Training
Matched Skills

Standard Filters
Keywords
Location
Work Role / Category

Advanced Filters
Work Type (FT/PT/Casual)
Salary
Outpace Accreditations

Company Profile Page
Employer Reviews
Write a Review

Email (jobs like this)

Job Application / Actions

Suggested courses | Quick Application | Standard Application | Save Job

Builder based Resume | Attach Cover & Resume

3.6 USER FLOWS

We developed four task-based user flows to set out the essential tasks users will need to perform in the marketplace.

The four user flows link to our HWMs to ensure all goals are covered.

1. Creation of a Job Profile (HMW 2,3,5)

2. Viewing & searching for jobs (HMW 3,4)

3. Applying for jobs (HMW 6)

4. Beneficial future training (HMW 7)

It became clear that the task of profile creation was the most important and impacted all other user flows. This entire process underwent a few refinement phases to develop other flows around it.

See following slides or refer to User Flows.
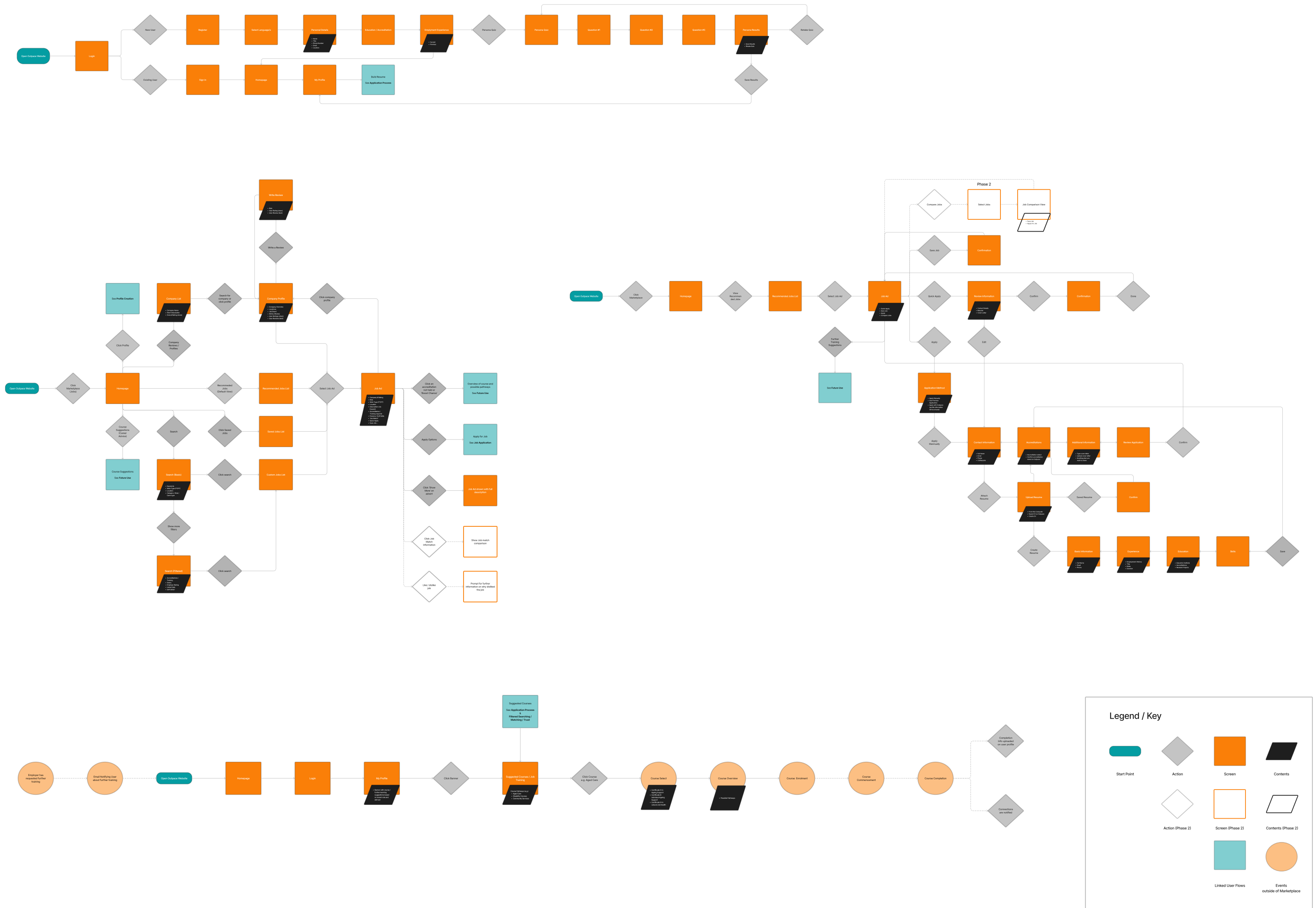
3.6A USER FLOW 1:

- ## CREATE JOB PROFILE
- ## PERSONA QUIZ

HOW MIGHT WE
ALLOW THE CREATION OF A JOB PROFILE

HOW MIGHT WE
INCORPORATE SKILLS, ACCREDITATIONS AND TRUST

HOW MIGHT WE
HOW MIGHT WE VALIDATE ACCREDITATIONS

Start Point	Action	Screen	Contents
Linked User Flows	Action (Phase 2)	Screen (Phase 2)	Contents (Phase 2)

PROFILE BUILDER ASSISTANT

PERSONA QUIZ
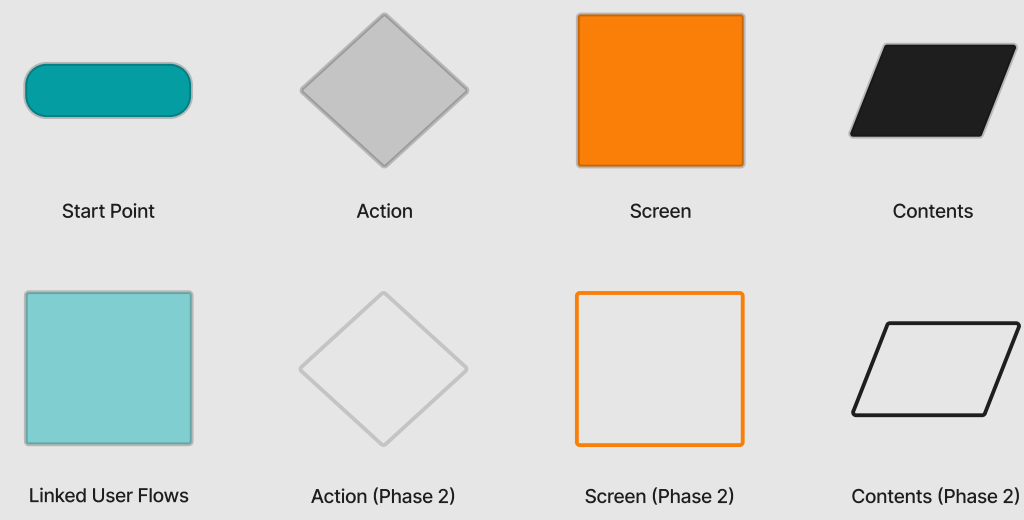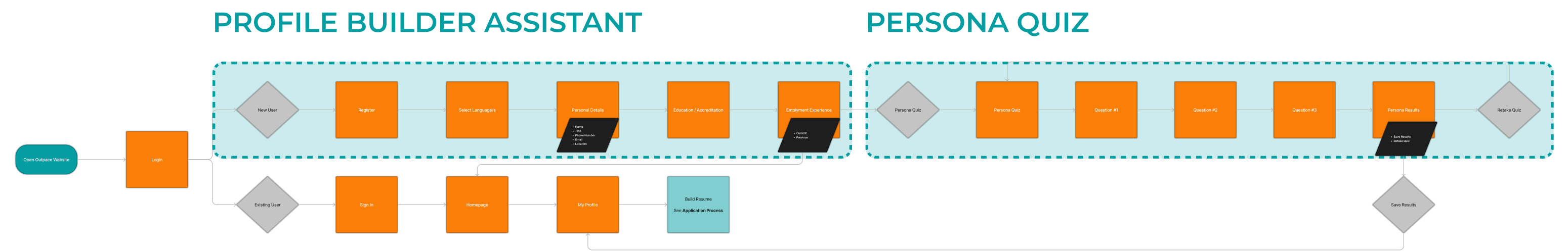
3.6B USER FLOW 2:

- VIEW JOBS
- SEARCH JOBS
- COMPANY PROFILES

HOW MIGHT WE
INCORPORATE SKILLS, ACCREDITATIONS AND TRUST

HOW MIGHT WE
ALLOW FOR FILTERED JOB SEARCHING

COMPANY PROFILES & REVIEWS

MATCHES AND SEARCHES

JOB ADVERT INTERACTIONS

Start Point
Action
Screen
Contents

Linked User Flows
Action (Phase 2)
Screen (Phase 2)
Contents (Phase 2)
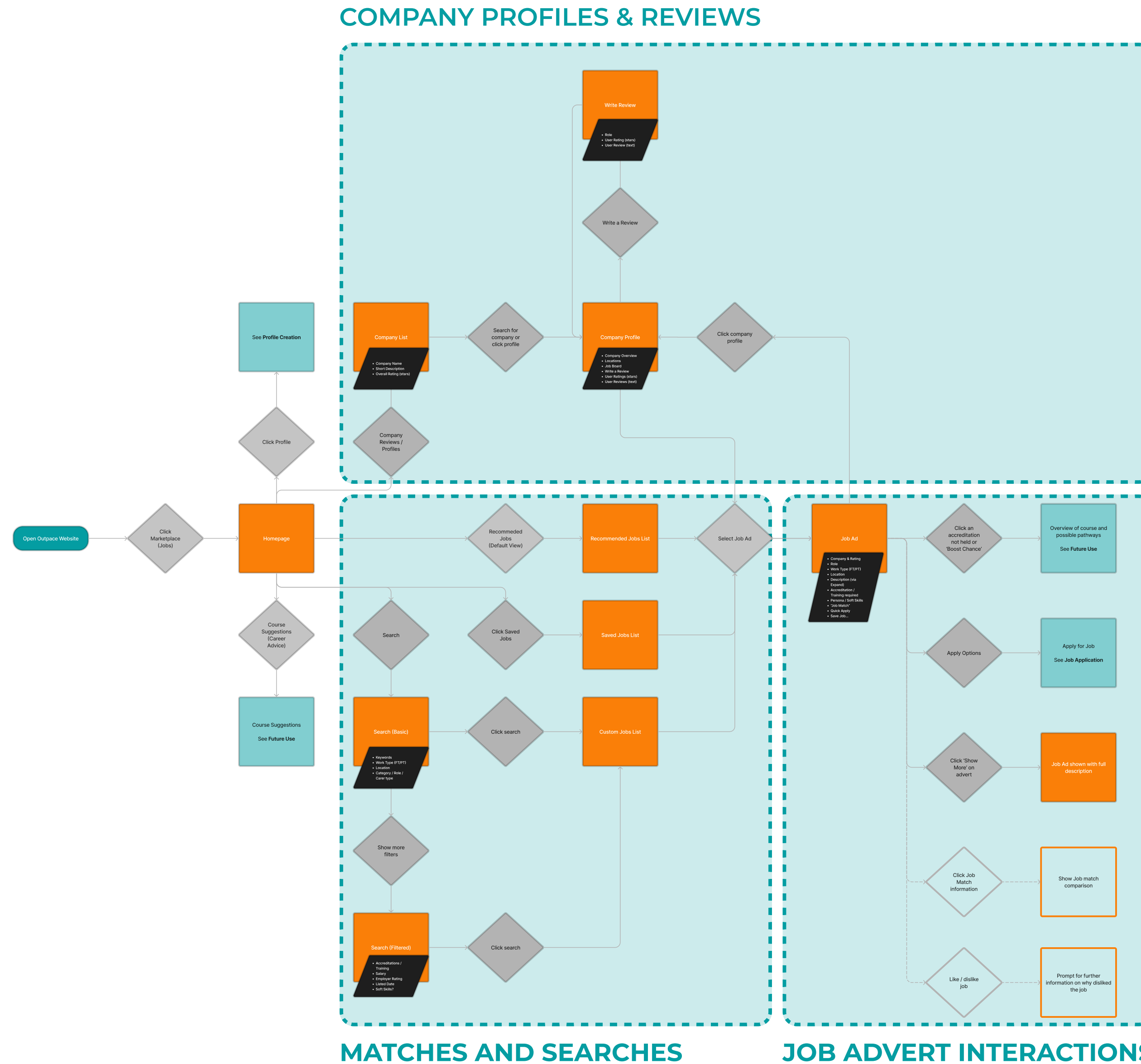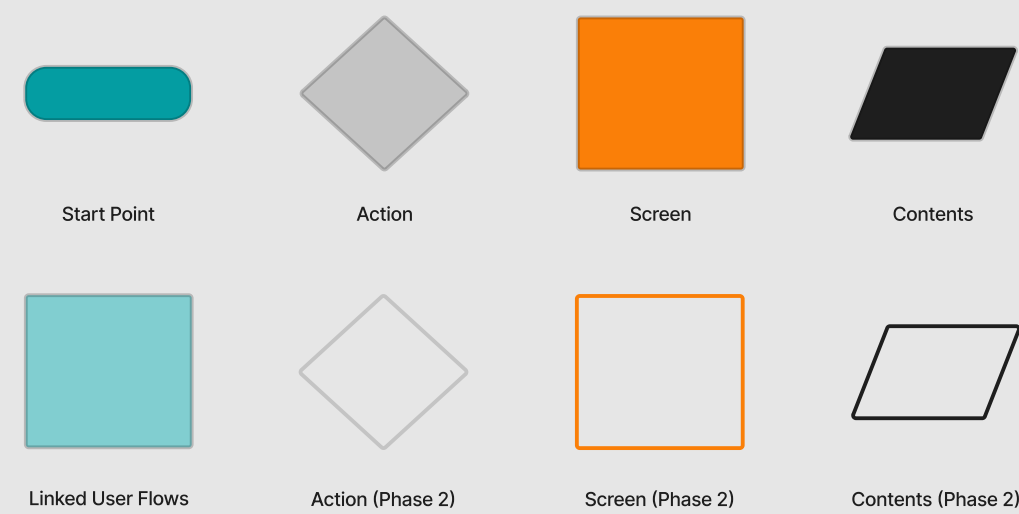
3.6C USER FLOW 3:

- SAVE JOBS
- APPLY FOR JOBS

HOW MIGHT WE
CREATE EASY JOB APPLICATIONS

SAVE AND COMPARE

QUICK APPLY

CUSTOM APPLICATION

Start Point	Action	Screen	Contents
Linked User Flows	Action (Phase 2)	Screen (Phase 2)	Contents (Phase 2)
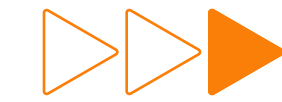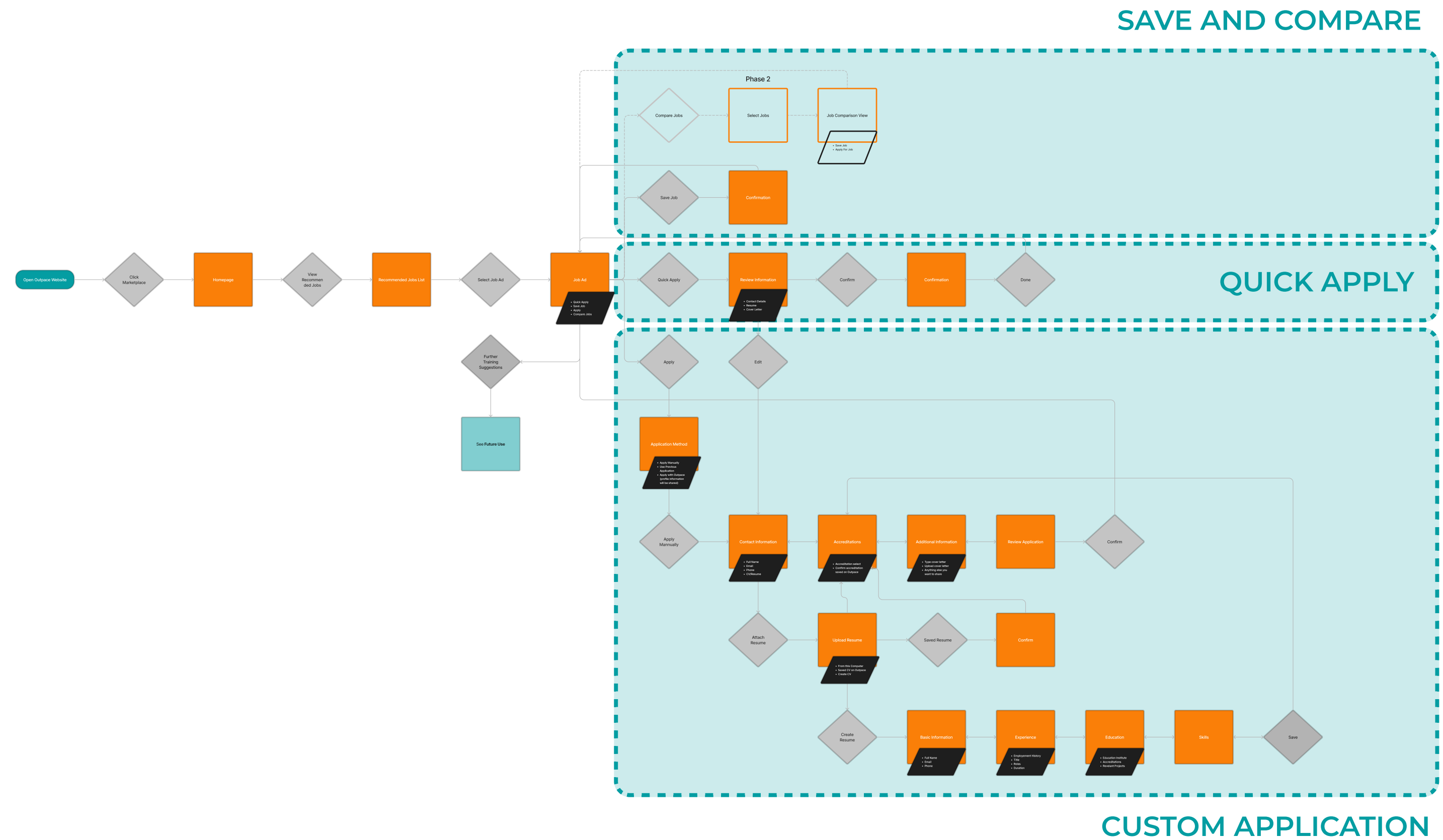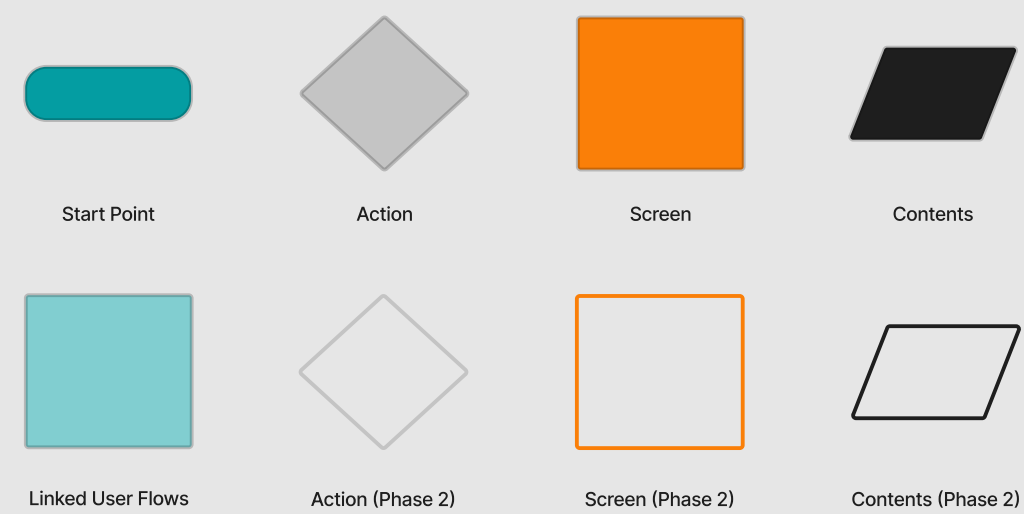
3.6D USER FLOW 4:

- ## FUTURE TRAINING
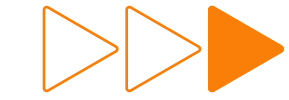
HOW MIGHT WE
SHOW FURTHER TRAINING / BENEFICIAL SKILLSETS

EMPLOYER REQUEST
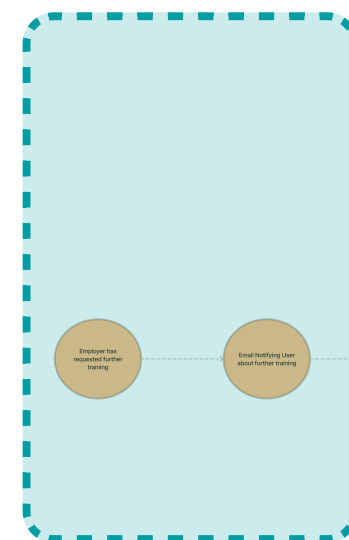
FUTURE TRAINING

Start Point

Action

Screen

Contents

Linked User Flows

Action (Phase 2)

Screen (Phase 2)

Contents (Phase 2)
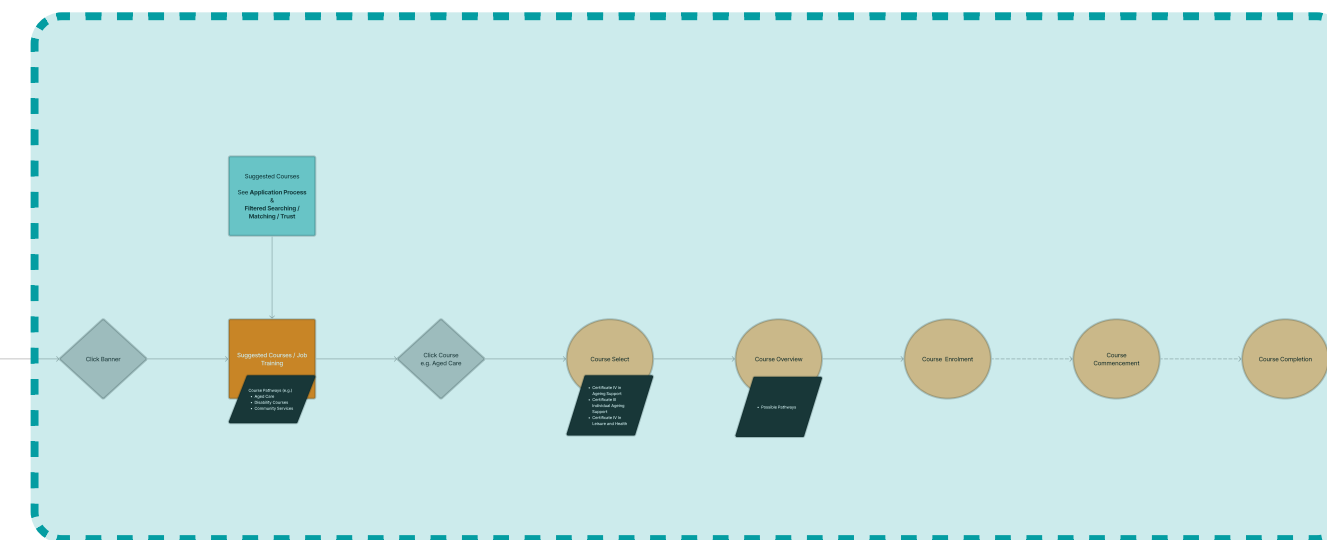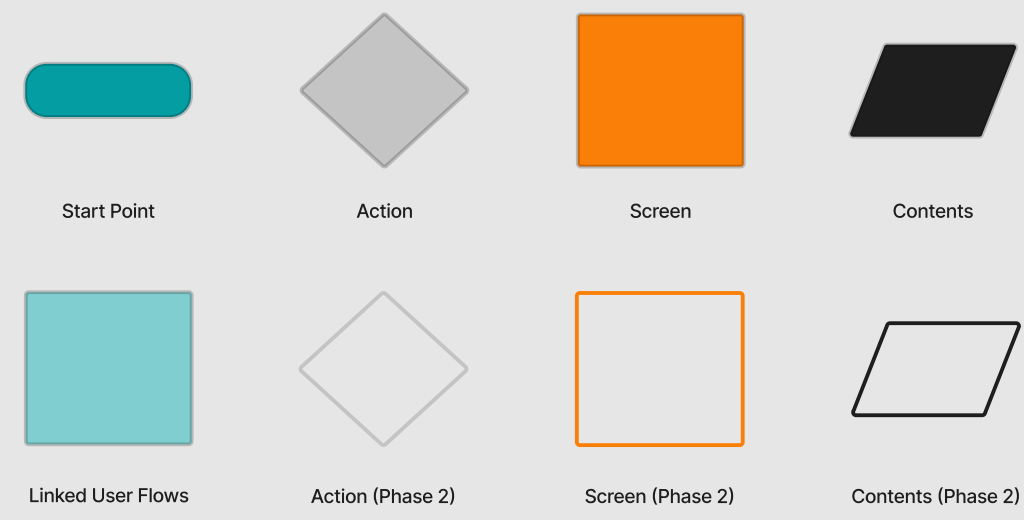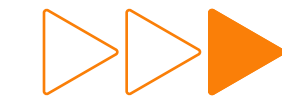
3.7 WIREFRAMES

The idea of wireframe is to show the userflows in a simple visual depiction. From the 3 out of the 4 userflows, we developed them further into low fidelity wireframes. This shows how each task are being set out visually, showing a simple interface of what the the marketplace may look like.

1. Creation of a Job Profile (HMW 2,3,5)   2. Viewing & searching for jobs (HMW 3,4)   3. Applying for jobs (HMW 6)

See the wirerframe in details here, or refer to Wireframes
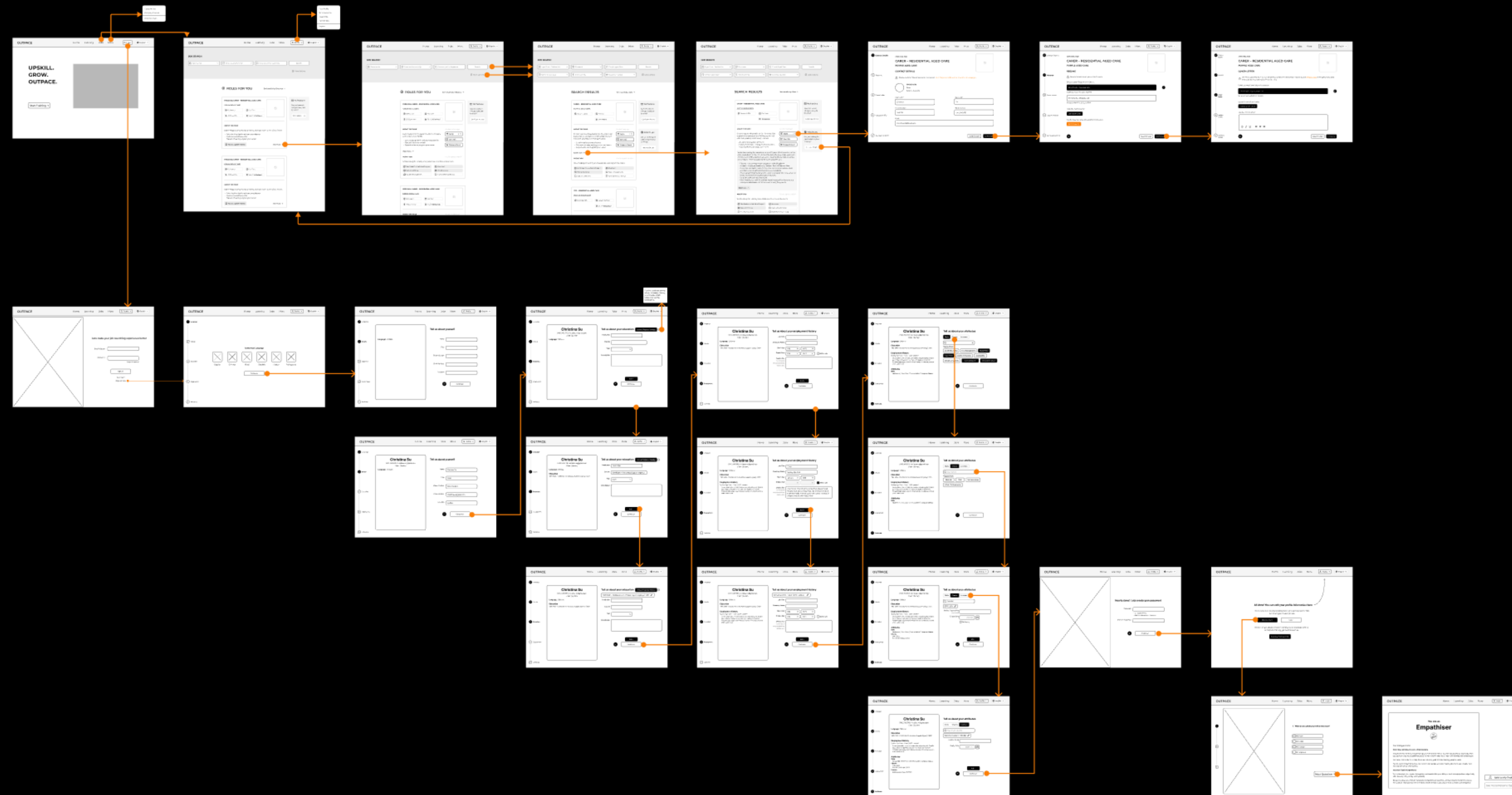
3.7A WIREFRAMES - PROFILE BUILDER
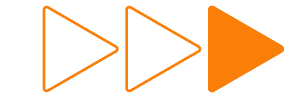
The wireframes for profile creation derives from a combination of HMWs. It incorporates the building of user profiles to increase opportunities (HMW 2). Needed to allow users to input details in regards to their personal information, skills, showing and validating accreditations and trust (HMW 3 & 5).

- For users of ESL background, allowing them to have an option to select their language for their profile can provide some confidence to fill information out, find jobs, and apply for jobs.
- The simplicity of the profile building allows users of ESL background and computer iliterate to easily create a job portfolio.
- Additionally with the resume builder, this can allow users to to quick apply for jobs with this if they don't have a resume.
- The creation of a users profile creates the foundation and the database for job matching.

3.7B WIREFRAMES - VIEW AND SEARCH FOR JOBS

The wireframes for viewing jobs had to incorporate skills, accreditations and trust (HWM3). Filtered job searching was also vital (HMW4).
- We achieve trust by displaying user reviews against employers. Reviews also link back to word of mouth being an important carer consideration.
- All job adverts also list the required skills and accreditations as individual elements. These are cross-checked against the Profile Builder selections.
  Users can quickly see how well they match and click 'Outpace Boost' or click a missing attribute to take an Outpace Course to increase their suitability.
- For ESL users, ads also include added icons and reduced text (default advert view).
- By default, we display 'Roles for you' with matched jobs. Users can also reveal more filter search options and instantly return to 'Roles for You' after a search.

3.7C WIREFRAMES - QUICK APPLICATION
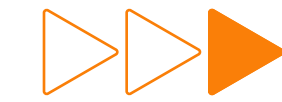
The wireframes for quick application had to cater for carers with limited English and / or computer skills (HMW6).
  · This was achieved by splitting the process into short and simple steps, which the user could preview on the left hand side, and a save for later option if the user is unable to complete the application in one sitting.
  · Pre-filling information previously provided during profile set-up and the ability to share a user's full profile with a potential employer allows for carers to showcase work experience, accreditations as well as any training currently undertaken with Outpace without any further actions.
  · Resumes are kept on file, reducing the need for less tech-savvy user to look for them on their computer. If an up-to-date resume is required, users are able to build one using profile information - this also aids users who are non-native English speakers.
  · Similiarly for the cover letter, users are recommended to take the persona quiz discover their strongest traits and gain interview tips.
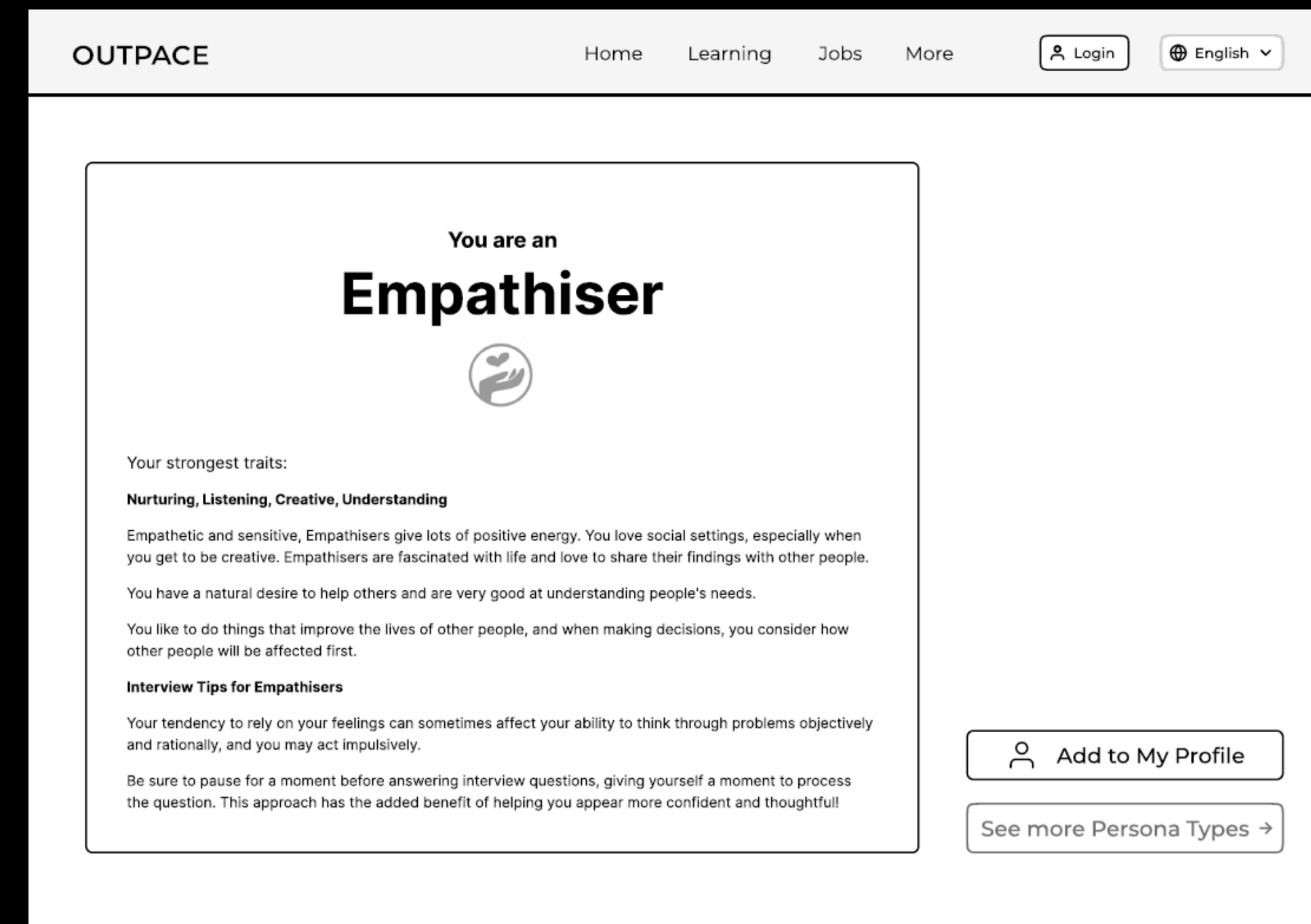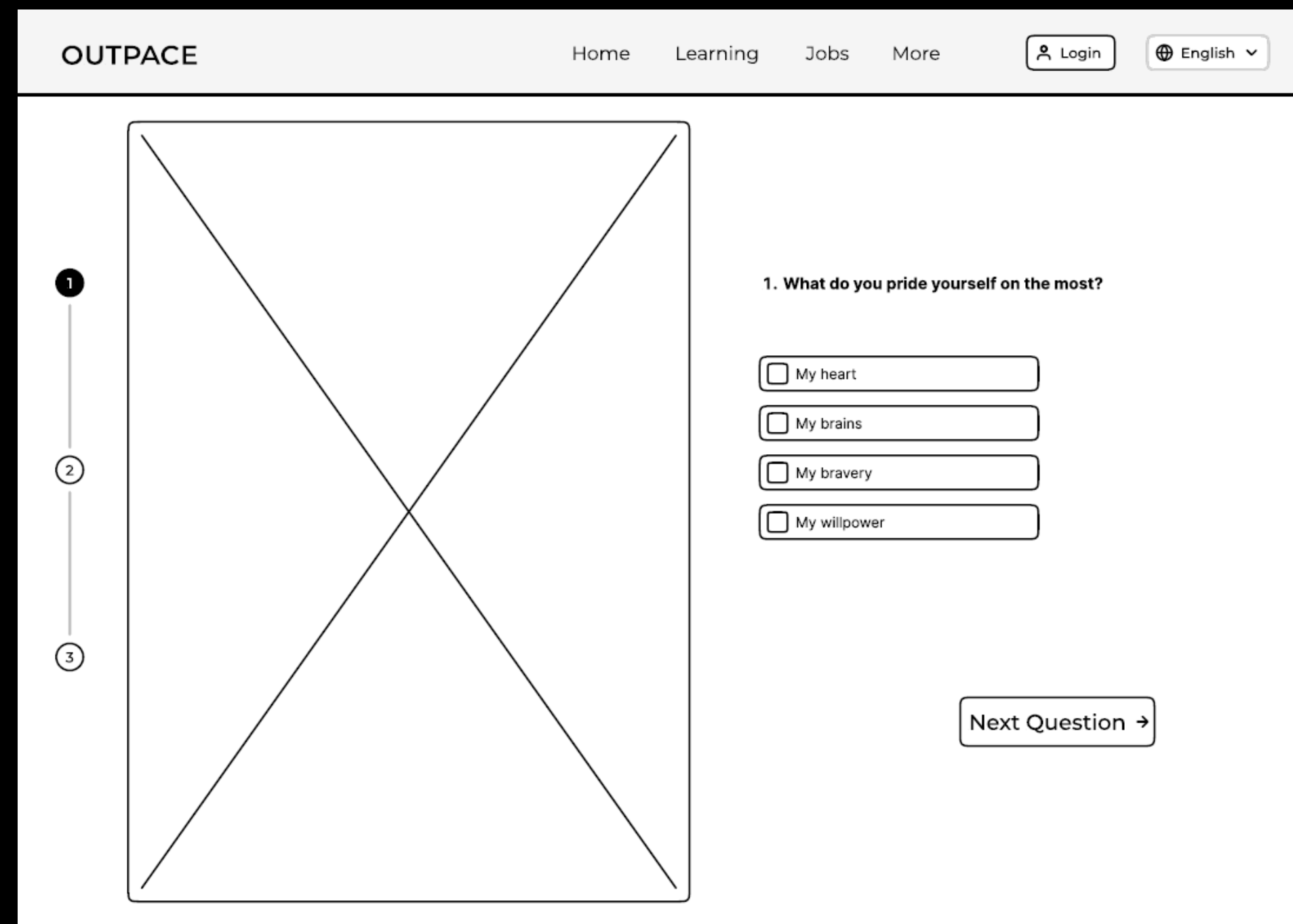
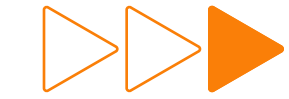# 3.7D WIREFRAMES - PERSONALITY QUIZ
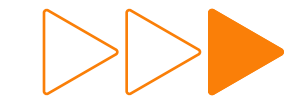
Even if users haven't had their first workplace experience yet, everyone has individual traits that make them a valuable person to have on a team. Soft skills are more important than most people realise, especially in the Aged Care Industry. For users, realising their own strengths can help them feel confident and capable, and ready to find their next job! Users can take the persona quiz to find out what kind of Care Worker they are, and add it to their bio to showcase their personal professional strengths

We included interview tips for each persona type to demonstrate how this would be particularly valuable for users. Outpace could implement a subscription system where regular users can access their personality quiz results, and paid members get access to personalised interview tips.

The wireframes for viewing jobs had to incorporate skills, accreditations and trust (HWM3). Filtered job searching was also vital (HMW4).
· We achieve trust by displaying user reviews against employers. Reviews also link back to word of mouth being an important carer consideration.
· All job adverts also list the required skills and accreditations as individual elements. These are cross-checked against the Profile Builder selections.
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· For ESL users, ads also include added icons and reduced text (default advert view).
· By default, we display 'Roles for you' with matched jobs. Users can also reveal more filter search options and instantly return to 'Roles for You' after a search.

You are an
Enthusiast

Your strongest traits:

Expressive, Curious, Logical, Imaginative

You are curious and like to solve problems with logic. You're able to express your ideas to others in a way that's easy to understand. You are open-minded and love to hear about different ideas and theories.

Enthusiasts are independent, curious, and analytical. You are an introspective person who naturally tries to understand the world around you. Enthusiasts like to try things for themselves rather than take someone else's word for it.

Interview Tips for Enthusiasts

Enthusiasts' aptitude for creative thinking and their desire to work at their own pace can sometimes stifle their ability to slow down and listen.

Your interview goals are to ensure you are understood and to make the best presentation of your talents. Engaging interviewers in two-way communication by asking questions shows not only that you heard and understood, but that you're keen to learn more.

You are a
Problem Solver

Your strongest traits:

Helpful, Energetic, Patient, Cooperative

Problem Solvers are always willing to lend a helping hand to other people. You enjoy work that is active and working in teams. You are great at fostering meaningful relationships.

You are the ultimate go-to person when it comes to fixing any problems, both logical or interpersonal.

Problem Solvers are patient and cooperative. You enjoy projects where they can work with people and build relationships. Even though you are very social, you also like to be alone and focus on physical tasks.

Interview Tips for Problem Solvers

You prefer solving concrete problems and can run into trouble when you face a theoretical or abstract problem, as it doesn't line up with your way of thinking. The real trick to giving a good answer to an abstract interview question is to be entirely honest, show your personality and don't try to get the "right" answer.

Practice interview questions before the interview, and come up with answers that tell them about YOU.

You are a
Mentor

Your strongest traits:

Friendly, Supportive, Confident, Generous

Mentors are friendly, outgoing, and natural influencers. You thrive in environments where you can interact with people. Mentors enjoy being part of a team, and quite often they are the leaders. You are excellent support for your team, and your confident nature assures others.

Mentors are helpful and generous. You make good leaders and teachers, and enjoy helping others reach their goals by offering guidance and advice. You can be great in situations where they are managing the safety and well-being of others.

Interview Tips for Mentors

Mentors work well within a group setting, but can sometimes struggle when they have to work independently. You can really lean into that strength and convey how much of a team player and supporter you are.

Check our our examples of Behavioural Questions and make sure you prepare answers both for times when you reached a goal by yourself, as well as with a team.

You are an
Advocate

Your strongest traits:

Confident, Lively, Ambitious, Resourceful

The Advocate is a confident people-person that is both helpful and inquisitive. You work well solo, but enjoy fostering a sense of community. You are natural leaders, ideal for roles such as representatives or managers.

The Advocate is friendly, generous, and confident. You prefer work where you have the opportunity to motivate others. You are great with people and enjoy work where you can cultivate lively conversation, make plans for groups of people, and educate others.

Interview Tips for Advocates

Advocates can feel unfulfilled when they don't have the opportunity to use their natural tendency for educating and persuading others. Before your interview, make sure you research the company and prepare questions about their values and goals, and avoid trying to steer the conversation too much.

Another great tip for you is to make sure you include some small talk - make sure they get to see your soft skills as well as your sharp attentiveness!

PHASE 2

We came up with design solutions that Outpace can take advantage of to build a complete product with features that Carers can confidently and happily use.

We recommend Outpace consider implementing these extra features in future iterations of the Jobs Marketplace.

Connections

The platform allows the user to network effectively by connecting them to fellow aged carers and employers.

Jobs List Comparison

Carers can research the jobs market more efficiently, and find it easier to make key decisions whilst job hunting.

Sharing Achievments

Carers have the ability to share newly gain skills and accreditations with their Outpace connections .

OVERALL RECAP

1. Through our design solutions, job seekers (Carers) and businesses (Aged Care facilities) have the ability to find jobs and recruit for jobs

2. Our design makes it easy to incorporate skills, accreditations and trust in the job application process

3. Job seekers have the ability to see job matches based on their Outpace accreditations and filter job searches based on their criteria

4. We used icons and graphics instead of heavy text to make sure the platform is user freindly for ESL carers

Create Marketplace

Accreditation Verified

Auto Matching

Easy Navigation

THANK YOU