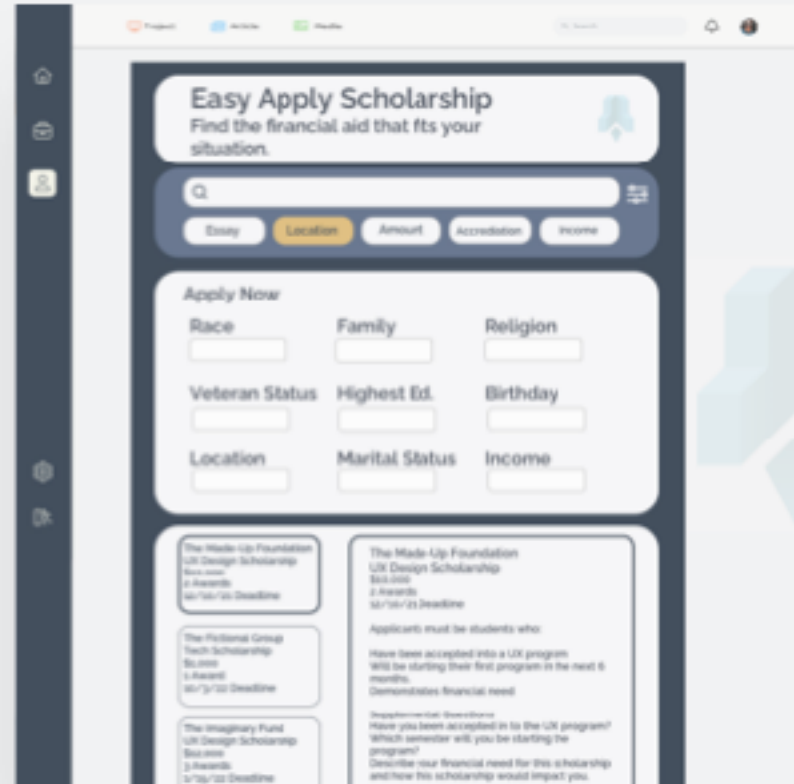
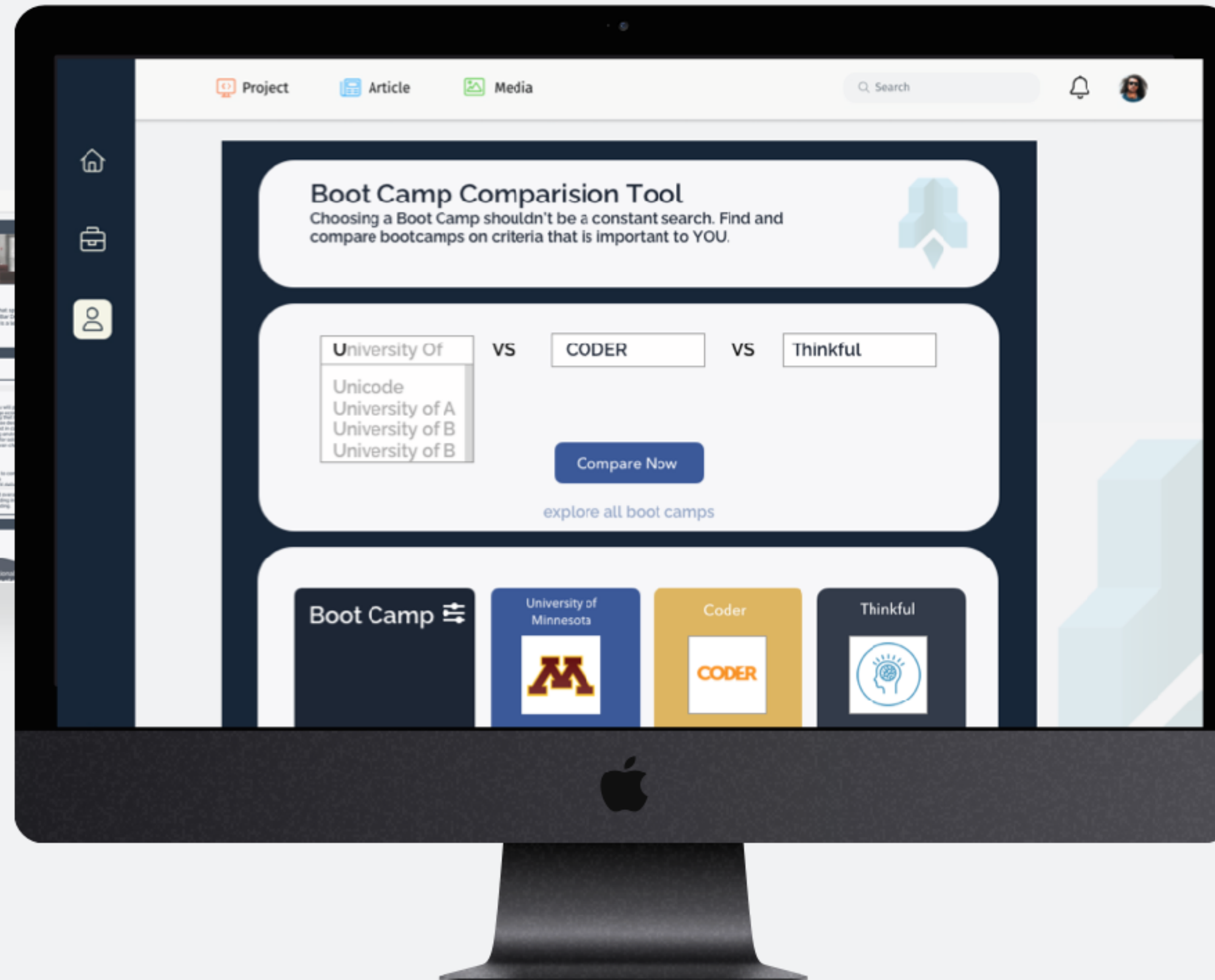


Rapid Prototyping

Sam Jorgensen





'At BootUp, we help people improve their lives through access to careers in tech.'

-BootUp Website

Primary Users:
Boot camp students, graduates and representatives and employees.

Secondary Users:
Prospective students and employers

Approach



“What improvements can be made to help prospective and current candidates find the information and resources they need for starting a new career in the Tech industry?”

Methods:

- Stakeholder interview and goal review
- Comparative Analysis with competitor websites
- Stakeholder
- Journey Map of primary user
- Rapid Prototyping: Low and High Fidelity
- Tech Scoping with the BootUp Team
- Feature Card development, scoping and design team dot voting
- Kano Analysis of Features

User Journey Map



BOOTUP

Journey Map Version 1



Persona

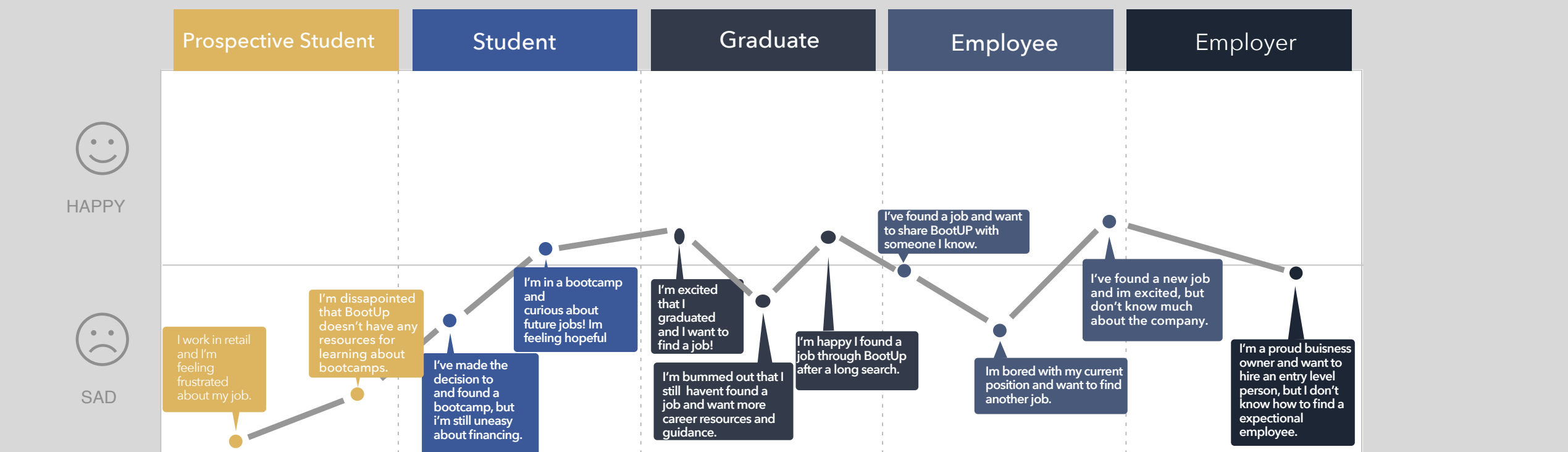
Andy is a bartender and is unhappy with his current job and is looking for a change.

Scenario

Andy wants to get involved in the Tech industry and doesn't know where to start- a friend of his recommended a bootcamp, but he wants to do some research on his own.

Expectations

- Clear and concise information that is easily digestible.
- Compare job information
- Compare Bootcamps
- Engage with people in the industry.



TASKS

<ul style="list-style-type: none"> - Learn about what BootUp is - Watch the video -Find resources for career development -Compare Boot camps -Research financial aid options -Ask someone from BootUp questions in chat. 	<ul style="list-style-type: none"> -Learn about the services BootUp offers and who they partner with -Sign up for BootUp -Find Resources for UX students -Research prospective jobs -Create a profile and update interests - Chat with the community of peers or practicing UXers or people in different fields. 	<ul style="list-style-type: none"> -Reach out to BootUp Alumni -Look for jobs -Find additional career resources -Update profile and resume - Look for feedback or help on resume and profile. -Share BootUp with a friend 	<ul style="list-style-type: none"> -Share Bootcamp with someone who's interested in bootcamps, jobs or resources. - Look for higher levels jobs. -Share and find resources with alumni community. -Share a bootcamp job posting with a friend. -Share feedback on current position/ company and previous bootcamp experience. 	<ul style="list-style-type: none"> -Share bootcamp jobs with someone -Post a job posting for an entry level employee -Mentor and help new users -Find and share resources with alumni.
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PAINT POINTS

- Hierarchy of homepage could be improved.
- Lacking information for prospective students.
- Onboarding experience needs more than just creating a profile.
- Lack of financial aid information.
- Lacks information of bootcamps that could be useful students.
- Community Board is bland and inactive and doesn't promote communication.
- No way to view other users profiles besides the community page.
- The Job board lacks filter options and information about companies.
- The Job board also doesn't have a modern design and seems boring.
- Needs a better way for alumni to communicate and see other users.
- No way for alumni to review or talk about experiences at previous jobs or bootcamps.
- Lacking information for post graduate job resources.
- Missing resources for alumni who are looking to advance beyond entry level jobs.
- No way for employers to contact or be reached by candidates.
- Alumni are unable to share their experiences and advice.
- No mentorship program or obvious way for experienced professionals to get involved.

Developmental Constraints and Planning



BOOTUP

Overview: Five feature cards were chosen based on the information gathered, reviewed and analyzed by each user and category. These feature cards were then prototyped out as low fidelity wireframes. From these wireframes, our design and research team selected 10 total features were selected for a Kano Analysis and made into high fidelity prototypes. From these 10 prototypes, 5 were selected based on the results from our Analysis along with a consideration for the developmental budget.

Results:

Candidate Highlight Page- 10 points
Boot Camp Comparison- 8 points
Company Highlight Page- 3 points
Detailed Job Posting Page- 10 points
Easy Apply Scholarship Page- 16 points
Project total= 47 points

50 Total Points were allotted for this project.

1 point= half a days work for a developer.

User Journey Map Revision



Journey Map Version 2



Persona

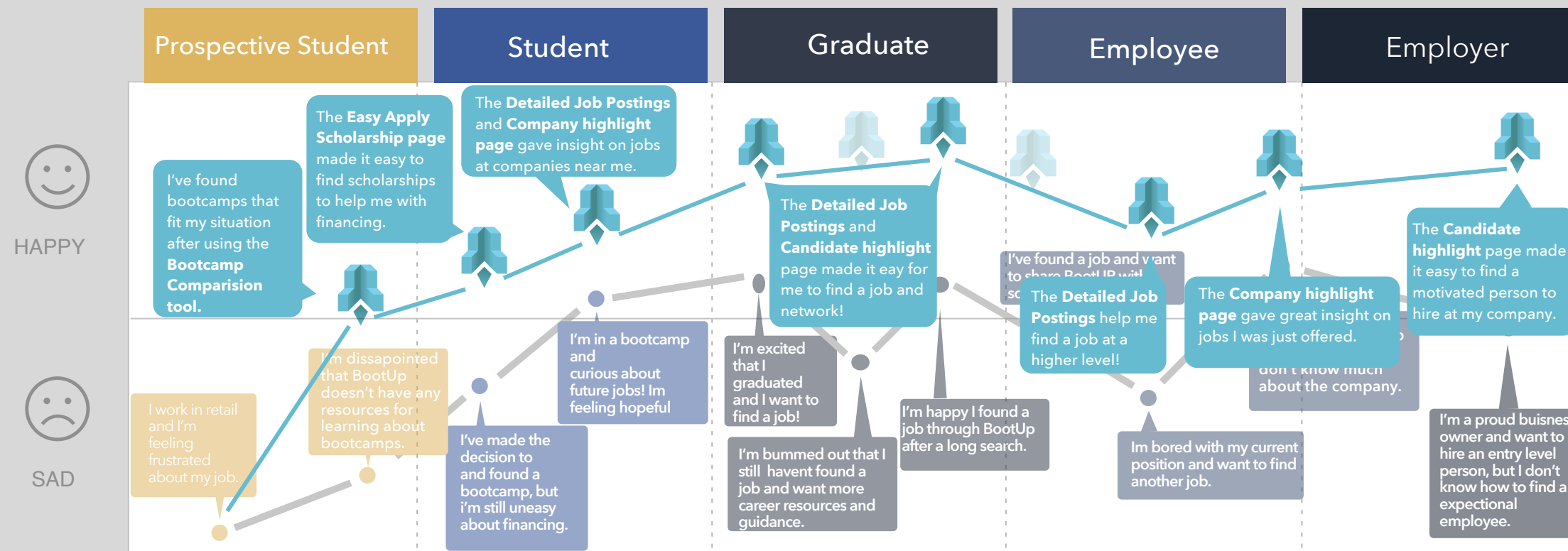
Andy is a bartender and is unhappy with his current job and is looking for a change.

Scenario

Andy wants to get involved in the Tech industry and doesn't know where to start- a friend of his recommended a bootcamp, but he wants to do some research on his own.

Expectations

- Clear and concise information that is easily digestible.
- Compare job information
- Compare Bootcamps
- Engage with people in the industry.



TASKS

- | | | | | |
|--|---|--|--|--|
| <ul style="list-style-type: none"> - Learn about what BootUp is - Watch the video - Find resources for career development - Compare Boot camps - Research financial aid options - Ask someone from BootUp questions in chat. | <ul style="list-style-type: none"> - Learn about the services BootUp offers and who they partner with - Sign up for BootUp - Find Resources for UX students - Research prospective jobs - Create a profile and update interests - Chat with the community of peers or practicing UXers or people in different fields. | <ul style="list-style-type: none"> - Reach out to BootUp Alumni - Look for jobs - Find additional career resources - Update profile and resume - Look for feedback or help on resume and profile. - Share BootUp with a friend | <ul style="list-style-type: none"> - Share Bootcamp with someone who's interested in bootcamps, jobs or resources. - Look for higher levels jobs. - Share and find resources with alumni community. - Share a bootcamp job posting with a friend. - Share feedback on current position/ company and previous bootcamp experience. | <ul style="list-style-type: none"> - Share bootcamp jobs with someone - Post a job posting for an entry level employee - Mentor and help new users - Find and share resources with alumni. |
|--|---|--|--|--|

PAINT POINTS

- | | | | | |
|---|--|---|--|---|
| <ul style="list-style-type: none"> ● Hierarchy of homepage could be improved. ● Lacking information for prospective students. ● Onboarding experience needs more than just creating a profile. ● Lack of financial aid information. | <ul style="list-style-type: none"> ● Lacks information of bootcamps that could be useful students. ● Community Board is bland and inactive and doesn't promote communication. ● No way to view other users profiles besides the community page. | <ul style="list-style-type: none"> ● The Job board lacks filter options and information about companies. ● The Job board also doesn't have a modern design and seems boring. ● Needs a better way for alumni to communicate and see other users. | <ul style="list-style-type: none"> ● No way for alumni to review or talk about experiences at previous jobs or bootcamps. ● Lacking information for post graduate job resources. ● Missing resources for alumni who are looking to advance beyond entry level jobs. | <ul style="list-style-type: none"> ● No way for employers to contact or be reached by candidates. ● Alumni are unable to share their experiences and advice. ● No mentorship program or obvious way for experienced professionals to get involved. |
|---|--|---|--|---|

Company Highlight Pages

Goals: Allow prospective students, current students and graduates to easily find information on companies within the industry as well as see reviews from BootUp Alumni and allow for more networking.

Rationale: All users can benefit from having more information about employers, jobs and reviews from companies. This page combined the Company Review page and hiring company pages, while staying extremely low on development points. 3/7 users said they expected this page, while 2/7 users said they liked it.

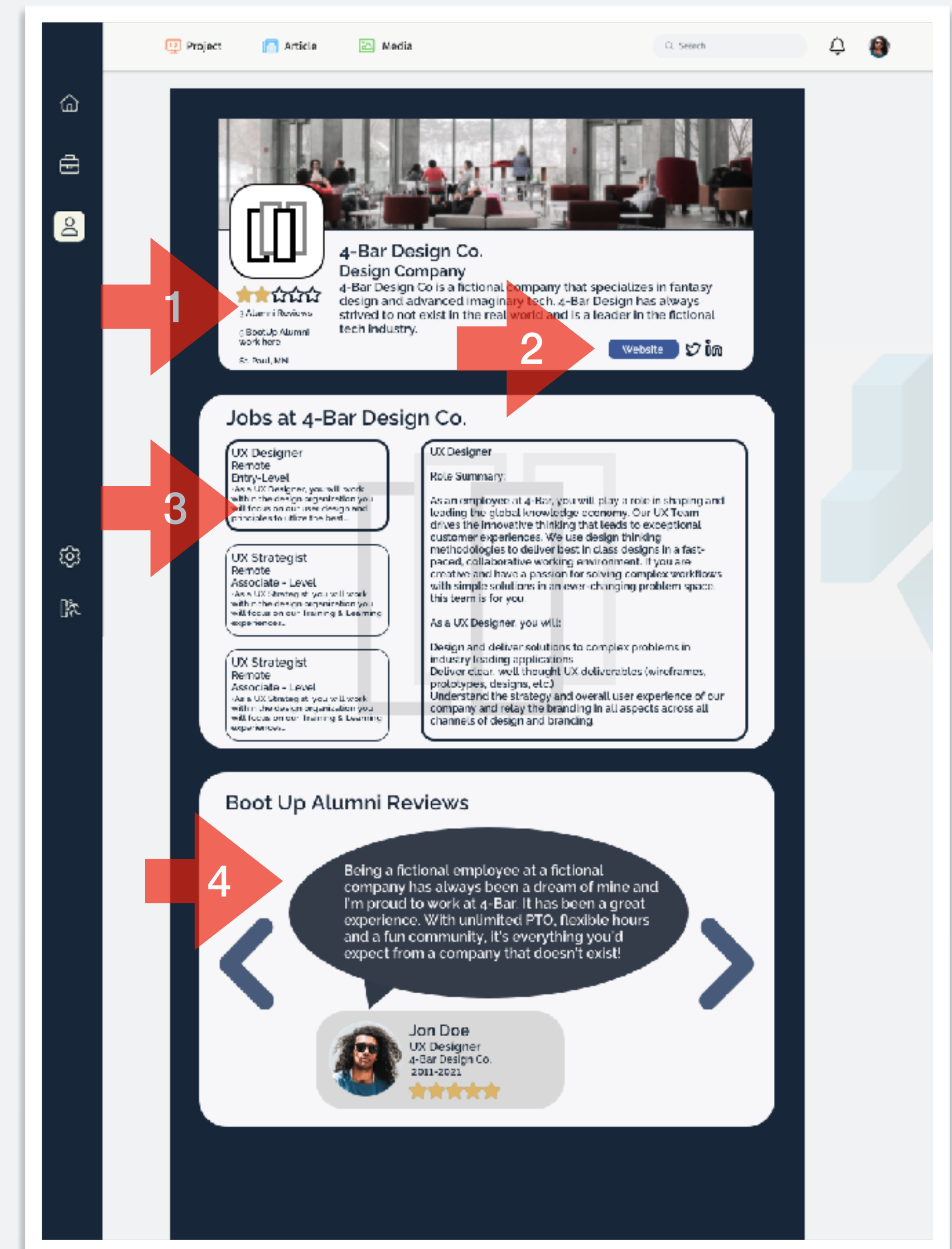
Annotations

1. Easy to understand rating system to show how BootUp Alumni view the company as an employee.
2. Easy to find additional resources through company website, LinkedIn and Twitter.
3. Easy to find job listings at the company so users can easily navigate to positions within the company.
4. Individual BootUp Alumni reviews that users can read through to gain more insight. Also allows for more community engagement by linking to profiles to promote networking.

Kano Score (mandatory, performance and attracter votes): 4

Value of importance (1-7 rating by users): 5.5

Development Points: 3



Candidate Highlight Page

Goals: Showcase Candidate pages to allow more visibility for employers. This feature also promotes community engagement and networking through connection and profiles.

Rationale: Highlighted Candidates can benefit from being seen by BootUp employers and partners. Gives prospective and current students an idea of what a successful candidate profile and resume looks like. This feature combined both of the Candidate highlight and the Alumni spotlight pages, while still coming in at a reasonable 10 development points. 5/7 users said they liked this feature.

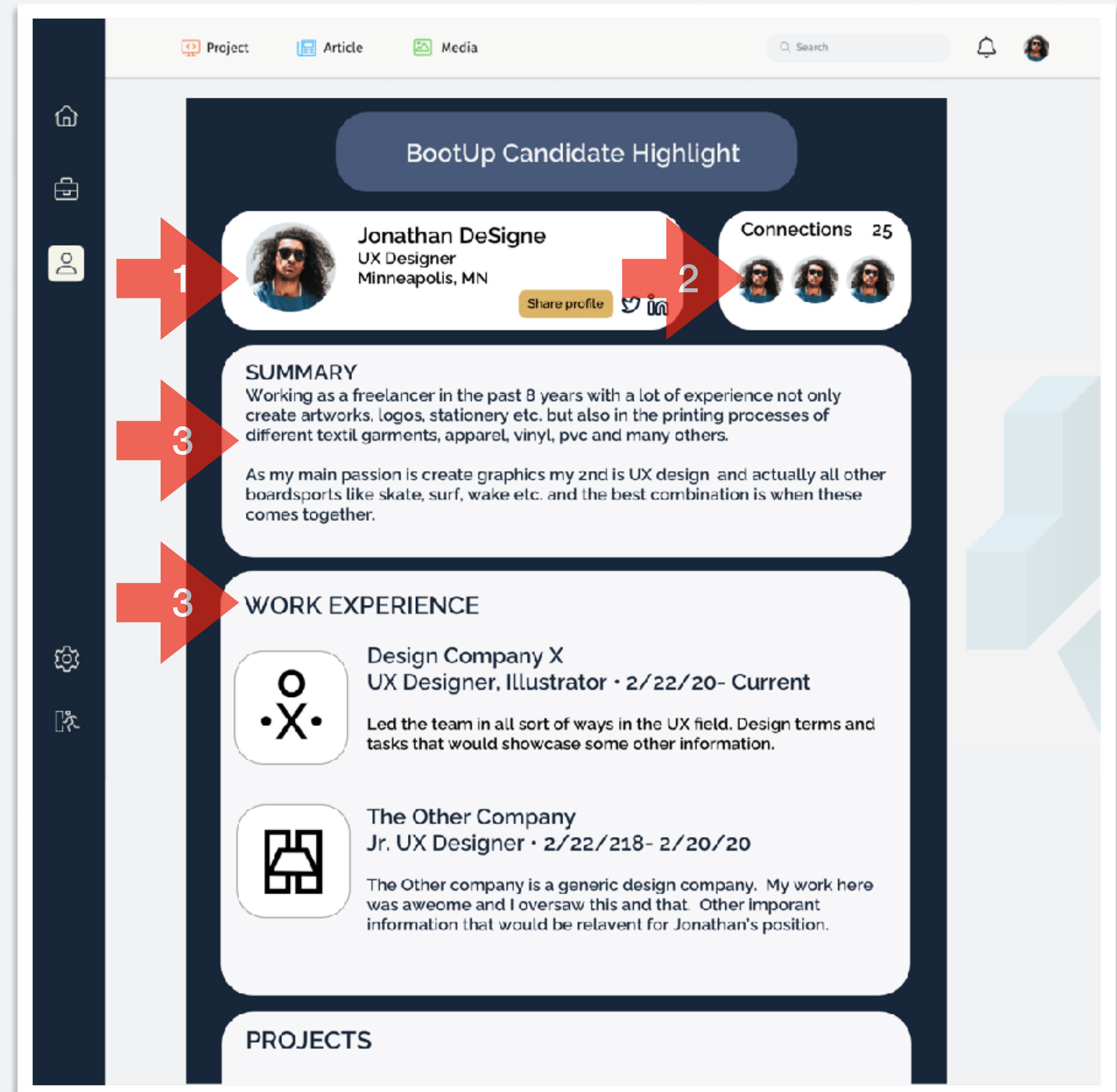
Annotations

1. Easy to identify highlighted candidate with their picture, profile and other information.
2. Easy to browse connections to promote networking and community engagement.
3. Easy to digest summary for better promotion of who the candidate is

Kano Score (mandatory, performance and attracter votes): 5

Value of importance (1-7 rating by users): 5.3

Development Points: 10



Job Search Tool Page

Goals: Allow prospective students, current students and graduates to easily find information on companies within the industry as well as see reviews from BootUp Alumni and allow for more networking.

Rationale: All users can benefit from having more information about employers, jobs and reviews from companies. 6/7 users liked this feature, 1 user said they expect it.

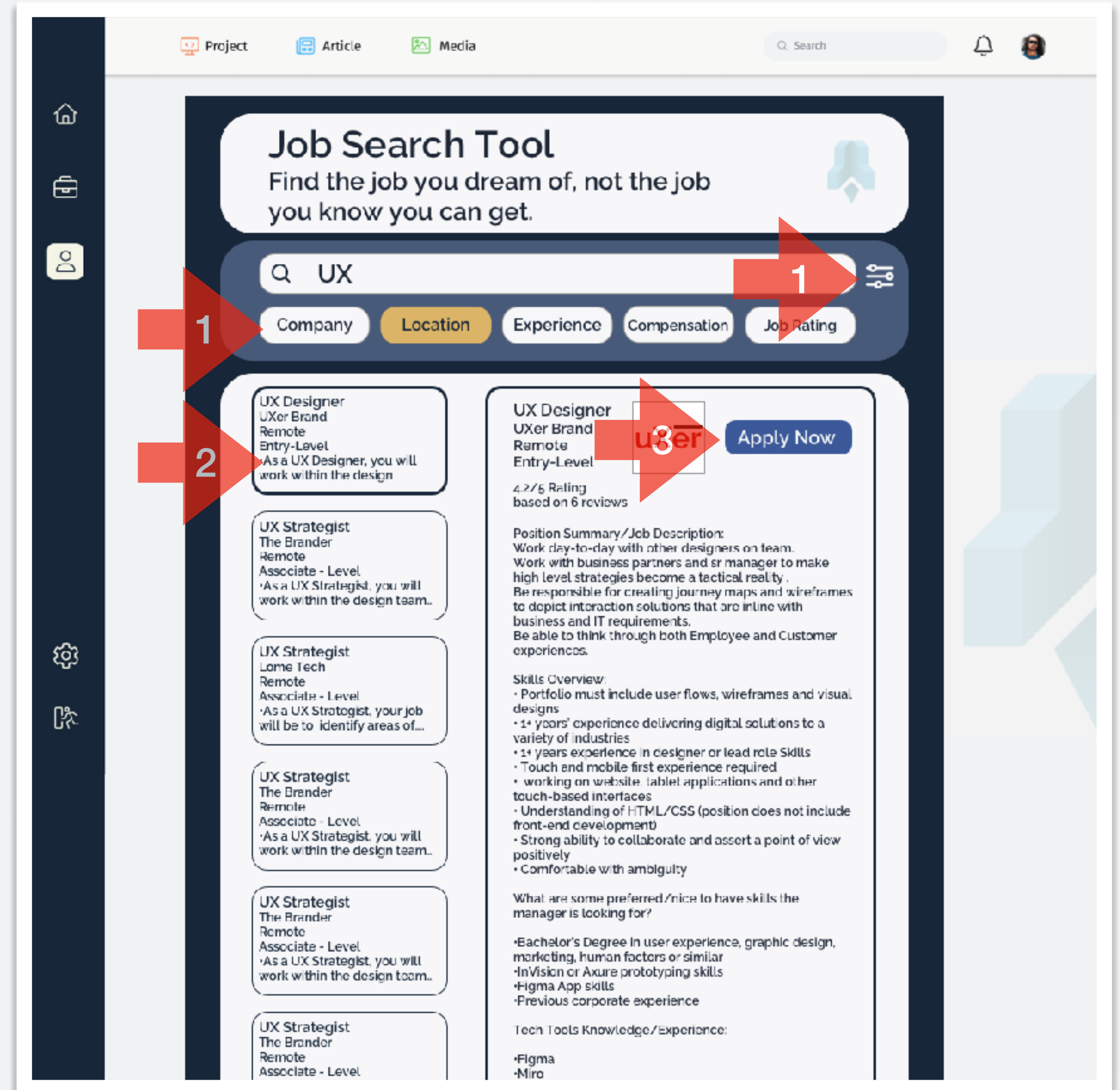
Annotations

1. Easy to select filters that can be chosen to highlight in the given bar to easily be selected to fit a candidate's interests and needs.
2. Easy to understand hierarchy to allow for better visibility
3. Direct link to an application page.

Kano Score (mandatory, performance and attractor votes): 6

Value of importance (1-7 rating by users): 6.5

Development Points: 10



Boot Camp Comparison Tool

Goals: Allow prospective students, current students and graduates to easily find information on boot camps and allow them to analyze them on one page.

Rationale: All users can benefit from having more information that is easily comparable when deciding on a boot camp. 6/7 users stated that they liked having this feature and the other user said they expected it.

'A platform that details the stark differences between what different programs offer helps me to determine what I want and make the most informed decision. I would dislike not having this.' - User 6

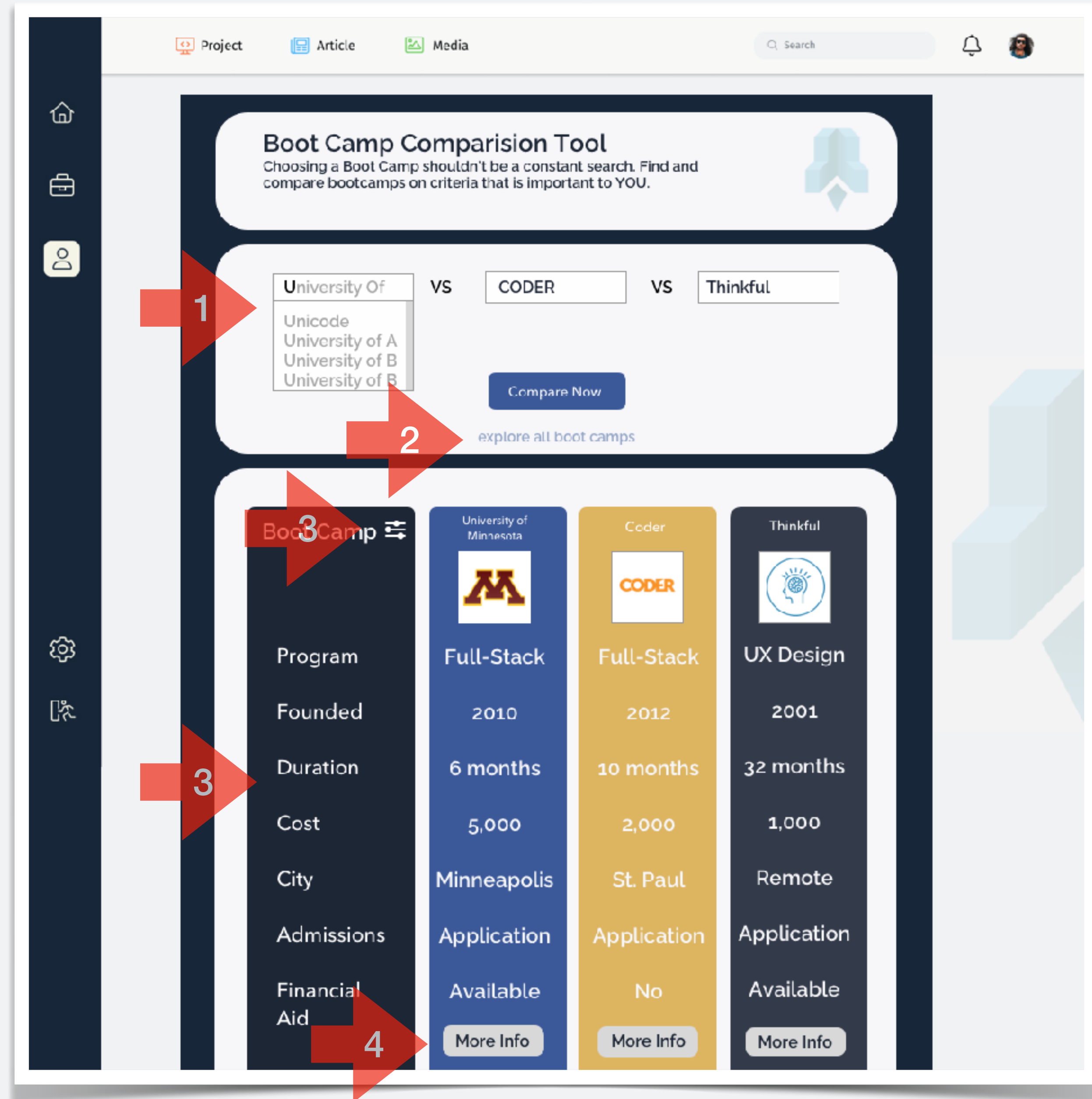
Annotations

1. Easily to search boot camp database that will autofill options for candidates.
2. Allows users to search all boot camps if they are unsure where to begin.
3. Easy to understand categories and layouts for three different bootcamps. Filters can be easily changed according to a candidates needs.
4. Link to selected boot camp pages.

Kano Score (mandatory, performance and attracter votes): 5

Value of importance (1-7 rating by users): 7

Development Points: 8



Easy Apply Scholarship Page

Goals: Allow prospective students (and potentially current students) to easily find scholarships that are relevant to their situations. It allows for an easy application process.

Rationale: Prospective and Current Students can easily find scholarship information that is relevant to them. 4/7 users said they like this feature.

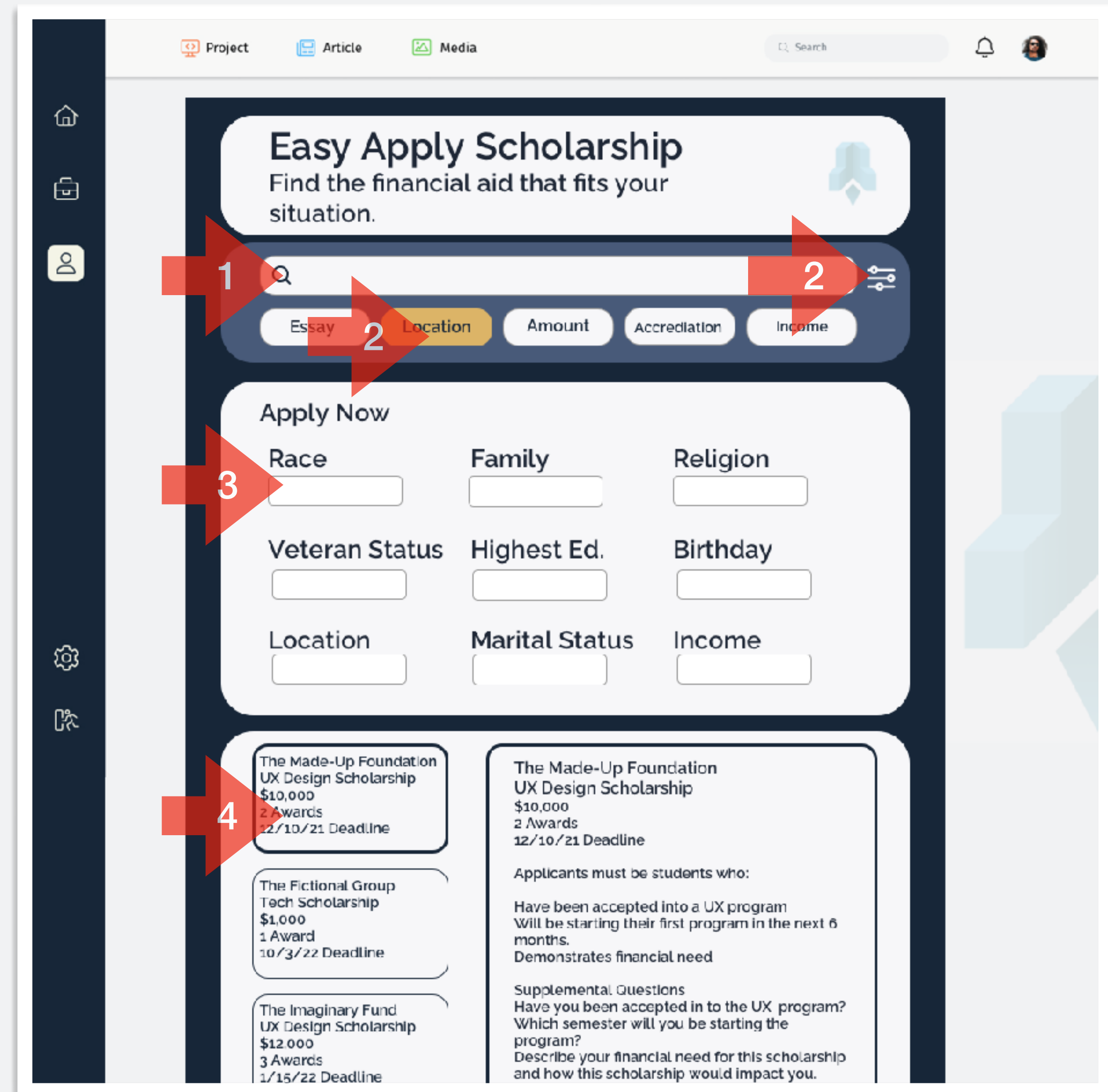
Annotations

1. Easily to search boot camp database that will autofill options for candidates
2. Allows users to search all boot camps if they are unsure where to begin.
3. Easy to understand categories and layouts for three different bootcamps. Filters can be easily changed according to a candidates needs.
4. Link to selected boot camp pages.

Kano Score (mandatory, performance and attracter votes): 4

Value of importance (1-7 rating by users): 5

Development Points: 16





Thank you!

If you have any questions please contact
Sam Jorgensen
(samkjorgensen@gmail.com)