



Self Evaluation Process for Smarter.Codes.

UI/UX Case Study | Urvashi Panwar



Self Evaluation Process

Part I

- UX Design Skill Roadmap of Urvashi






Part II

- Understanding the brief
- Understanding the users
- Starting the design
- Refining the design
- Going forward

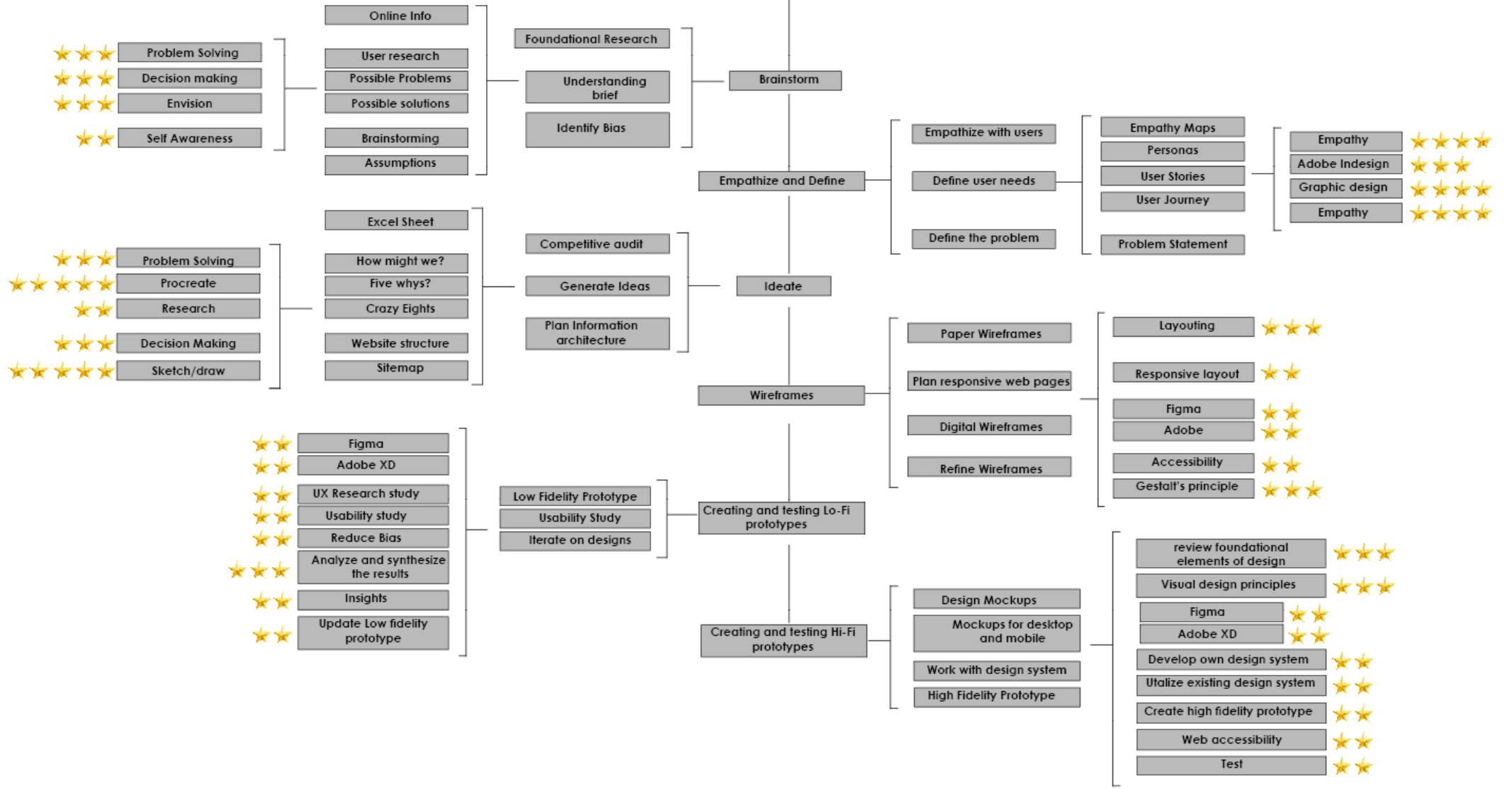
Part I

UX Design - Skill Roadmap of Urvashi

Created a skill roadmap and self evaluated skills according to the rating key defined below:

- N/A = Haven't heard about it
- 0 Stars = Have 'theoretically' understood the skill
-  1 Star = Have used the skill in some "Hello World" or Prototype projects
-  2 Stars = Have used skill in some production projects. But less than 3 months
-  3 Stars = Have used skill in "production" projects. Spanning several months
-  4 Stars = I know the entire breadth of the subject. I can train people within Smarter.Codes on this skill.
-  5 Stars = I am (wannabe) a pioneer in the industry for this skill. I can author a book/course/blog/research paper for other 3-star or 4-star practitioners of this skill.

UX Skill Road map-Urvashi



Part II

- Understanding the brief
- Understanding the users
- Starting the design
- Refining the design
- Going forward

Understanding the brief

- Foundational Research
- Brief Understanding
- Brainstorming
- Identify Bias

Foundational Research

Research Goals

- Understand process and emotions that people have around evaluation process/hiring process.
- Common user behaviours
- User needs and frustrations

Questions to Answer

- What is self evaluation?
- What is the purpose of self evaluation?
- Why people evaluate themselves?
- How do we self evaluate ?
- When should we self evaluate ?
- Why companies want employees to self evaluate themselves?
- What is roadmap? What is skill roadmap?
- Examples of UX design skill roadmap.
- Best skills for UX design resume.

Foundational Research

Findings

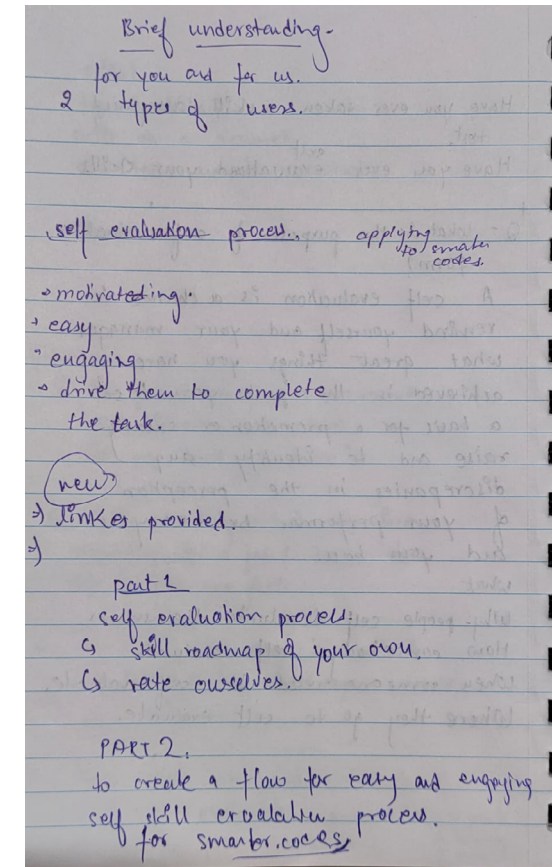
- Simply put, self-evaluation is the ability to examine yourself to find out how much progress you have made. It requires employees to monitor their own abilities and evaluate strengths and weaknesses. It puts employees largely in charge of their own development.
- The reward-punishment structure of the annual review saps morale. Managers hate conducting them and employees dread them. So, what's the alternative? Self-evaluation and more regular discussions are the new meaningful and resourceful way of managing employee reviews.
- Importantly, when employees feel heard through the self-evaluation process, they are more likely to listen to feedback from their managers. The appraisal process becomes much more of a two-way discussion when it revolves around regular self-evaluation.
- Through self-assessment, employees/pre-employees can: Feel more engaged. Gain greater insights and set future goals for improvement. Feel more confident about their abilities. Enhance capacity building (learn to make corrections quickly). Select training programmes that are most suited to needs. Develop an inquiring mind for problem solving. Feel more valued. Feel more motivated to learn new skills

Brief Understanding

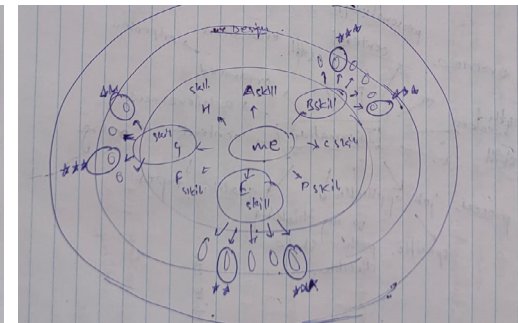
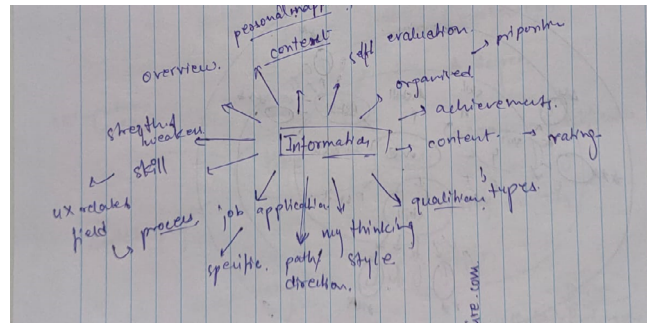
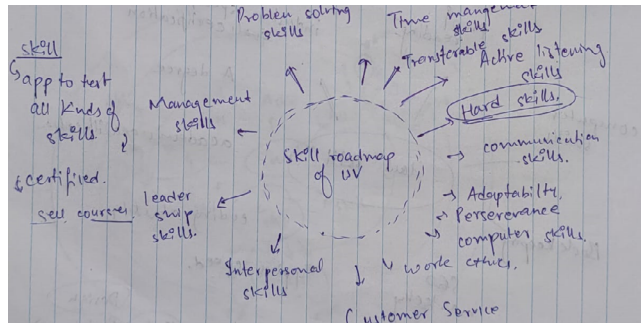
Things to remember

- Go through provided links.
- Process should be motivating , easy and should drive candidates to complete the the task.
- Self skill evaluation process with star ratings.
- Users of the product: Candidates applying to Smarter.Codes and interviewers in Smarter.Codes

Notes



Brainstorming



HR	CAN
Challenges	Solution
1. overwhelmed by information.	Organised.
2. Would like to see all sites making skills together.	Report, Analysts.
3. Total experience in ux. Top hand, soft.	experience better (confidential).
4. difficult to read.	zoom tool.
5. how do I know this is right? authentication.	provide links, certificates.
6. how do I know how many skills	skill sync %.

SKILL sync %.	
To strength and weakness of candidate.	showcase list of best and worst.
8. Want to know resource used to learn that particular skill (books, blog articles, videos) or software, libraries, UI frameworks	→ this could be very nice help to others. → option to mention these
9. I want to confirm if I saw a particular skill on this roadmap.	search bar.
10. Consumed about a single keyword (name of software)	

UX	UX - HR
Challenge/needs	ideas for solution
1. Overwhelmed by the information.	categories.
2. Knowledge of Roadmap.	guide to create roadmap.
3. Tool for making qc.	simple tool can be provided links.
4. Spell checking.	spell checker.
5. Vocab (Skills).	related common keywords suggestions.
6. how to organized this info.	create in steps, baby steps.
7. Reading space, monobus	zoom tool in preview.
8. how to highlight skills.	Report, so all 5 star skills.
9. How should I evaluate every skills mentioned	rating, want to take test.

HR	CAN
Help me finalising these candidates.	Help me in choosing the best one myself in correct order and organized manner.
how this process will help in interview process or next steps of hiring.	let me know how this will get reviewed.
do provide basic information of candidate.	share some tips.
let me download this to read in ease.	help me with keywords.
I want to know how much time to take to build this.	I want to share this with others.
	I want to know how much time I am giving in this.
	linking assignment.

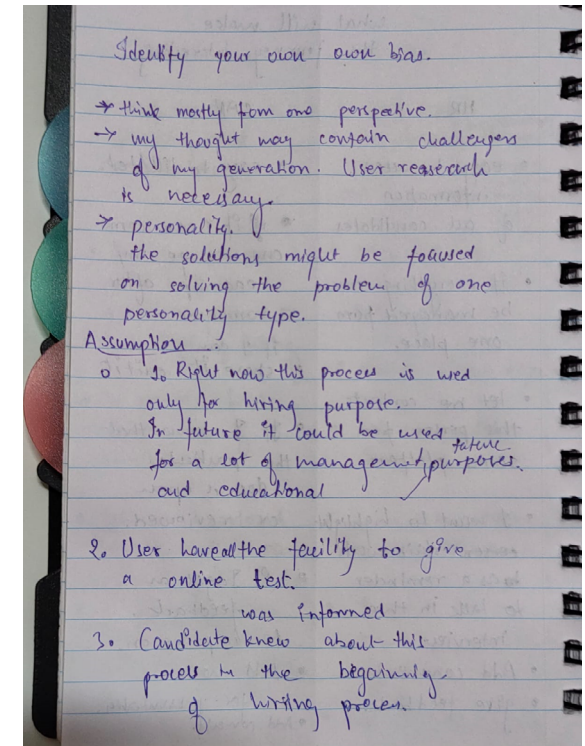
Understand Bias

- More emphasis on Candidate point of view.
- Thought process may contain challenges and solutions to specific generation and personality type.

Assumptions

- This is a part of hiring process.
- Candidate and interviewers have been informed about this test at the beginning of hiring process.
- Users have all the facilities to fill an evaluation form.

Notes



Understanding the user

- User Research
- Create Personas
- Build Empathy Map
- Define user pain points
- User Journey Maps



Understanding the user

User Priorities are :

- to craft skill roadmap.
- to create content for roadmap.
- to organise the information.
- to highlight top skills.

User pain points are :

- need tool to complete the task.
- Overwhelmed by the information.
- Skills Vocab.

Personas



"Now a days, everybody asks for a specific skills. I want to work for a company where my all skillsets are valued."

Goals

- Looking for his dream job.
- To get hired as soon as possible.
- To present himself in a best possible way.

Frustrations

- Late replies from Recruiters
- Not getting any feedbacks after submitting the assignments.

Rahul
Age: 26
Education: B.tech
Hometown: Delhi
Family: Live with friends
Occupation: Marketing Associate

- A junior employee in a busy professional firm who is typically under 26 years of age.
- This customer is on a tight schedule and needs to complete the task in a given duration.
- The most common frustration for this type of customer involves the poor communication of the hiring process. Sometimes they have no clue on what they should expect from hiring process.



"Having great people in different roles — that's the idea of product team heaven."

Goals

- Build a solid team for upcoming project.
- Hire candidates whose skills align with product vision.
- Hire team oriented candidates.

Frustrations

- High turn around time.
- To get lot of applications.
- Not getting quality applications.

Mahesh
Age: 31
Education: B.tech
Hometown: Pune
Family: Live with wife
Occupation: Manager

- A senior employee in a startup firm who is typically above 28 years of age.
- Several times a week, this customer interviews candidates for the open positions in his firm.
- He want to hire talented and well deserved candidates quickly and efficiently.
- The most common frustration for this type of customer involves the high turn around time of candidates.

- As a first step, we will directly consider to solve problems of users like rahul for this case study.

- For the next step we can consider mahesh problems and iterate on the designs.

Problem Statement:

Rahul is a busy professional in Delhi, who is actively applying for new opportunities on a daily basis because he wants to work for a company where all his professional skills are valued.

Empathy Map

Says :

- ‘Sometimes,I feel lost in the process.’
- ‘They are not many people we can ask for help’
- ‘..I need to know a lot more information than what companies giving in the hiring process.’

Does :

- Working full time in a professional workspace.
- Applying for open positions.
- Pays for premium membership to get easily hired.

Thinks :

- Wants to get hired as soon as possible.
- Would like to get guidance for the process.
- Its difficult to showcase all the required skills to the recruiter.

Feels :

- Hiring is a time taking process.
- Overwhelmed by so many platforms.
- Candidates time is not being valued.

User Journey Map

- Goal : To get selected in the 2nd round(self evaluation) of hiring process in Smarter.Codes.
- Situation : Candidate applying to Smarter.Codes

ACTION	Go the link and enter basic info	Screening questions	Select and categorize the process	Select Skills and evaluate	Select Roadmap layouts	Share and track application
TASK LIST	<p>Tasks</p> <p>A. Go to the link. B. Sign in or create account. C. Select Open Position.</p>	<p>Tasks</p> <p>A. Go through questions.</p>	<p>Tasks</p> <p>A. Answer MCQs. B. Select Priorities. C. Go to the first priorities and select options. D. Select sequence.</p>	<p>Tasks</p> <p>A. Search skills/related skills. B. Select and add skills C. Evaluate skill</p>	<p>Tasks</p> <p>A. Select layout for your skill roadmap. B. Edit shapes and colours .</p>	<p>Tasks</p> <p>A. Review B. Save, download and share. C. Track Application</p>
FEELING ADJECTIVE	<ul style="list-style-type: none"> • Excited • Intimidated 	<ul style="list-style-type: none"> • Self aware • Excited • Glad 	<ul style="list-style-type: none"> • Confused • Unsure • Anxious • Alert 	<ul style="list-style-type: none"> • Overwhelmed • Aware • Engaged • Motivated 	<ul style="list-style-type: none"> • Confident • Glad • Excited 	<ul style="list-style-type: none"> • Excited • Alert • Anxious
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"> • Easy Sign in. • Update resume here. • Guide (step by step information) 	<ul style="list-style-type: none"> • UI • Provide motivation 	<ul style="list-style-type: none"> • Help them categorize options. • Give space. • Help them prioritizing options 	<ul style="list-style-type: none"> • Keyword search • Edit option. • Option to go back and edit in process • Help them evaluate skills. 	<ul style="list-style-type: none"> • Different view modes. • Easy UI to apply changes. 	<ul style="list-style-type: none"> • Updates • Contact forum.

Starting the design

- Brainstorm design ideas
- Goal statement
- Story board
- Outline userflow
- Build paper wireframes

Design Research

Competitive Audit

- I had time restriction on doing a full felged Competitive Audit but I took time to go through popular websites for conducting self assessment tests and pre employment tests.

Summary

- Self assessment tests are considered to be future of hiring.
- Self assessment is a solution to hated annual review structure.
- Data shows self evaluation process can be motivating and engaging.
- It helps to personalize the participant experience.
- Self evaluation process can be used to Attract, Screen, Interview, Upskill and Engage.
- This process have scopes to generate revenue when lanuched as a product service.

Brainstorming Design Ideas

<p>Organise info</p>	<p>skill Search</p> <p>1 type _____</p> <p>Related skills</p>	<p>Rate your skill</p> <p>confirm. _____</p>	<p>skill tree example.</p> <p>Guide.</p>
<p>Tools</p> <p>Colours</p>	<p>Report.</p> <p>Top 5 technical skill</p> <p>① _____</p> <p>② _____</p> <p>③ _____</p> <p>④ _____</p> <p>⑤ _____</p>	<p>Validate skills</p> <p>skill _____</p> <p>add a link _____</p> <p>certification no. _____</p>	<p>See if you are an empath? Answer 10 questions in Yes or No.</p> <p>Q1 — Y N</p> <p>Q2 — Y N</p> <p>Q3 — Y N</p> <p>Q4 — Y N</p> <p>Q5 — Y N</p>
	<p>1* ≡ Skills List</p> <p>2* ≡ → Technical</p> <p>3* ≡ → Interpersonal</p> <p>4* ≡ → Transferable skills</p> <p>5* ≡ → Management skills</p>	<p>Different modes for view</p> <p>Table view</p> <p>Roadmap</p> <p>Report</p>	<p>file</p> <p>→ view</p> <p>→ edit</p> <p>→ save as</p> <p>→ download</p> <p>→ share.</p>

Scenario:

A self evaluation process of Smarter. Codes hiring that let users develop a skill roadmap of their own and rate their skills.

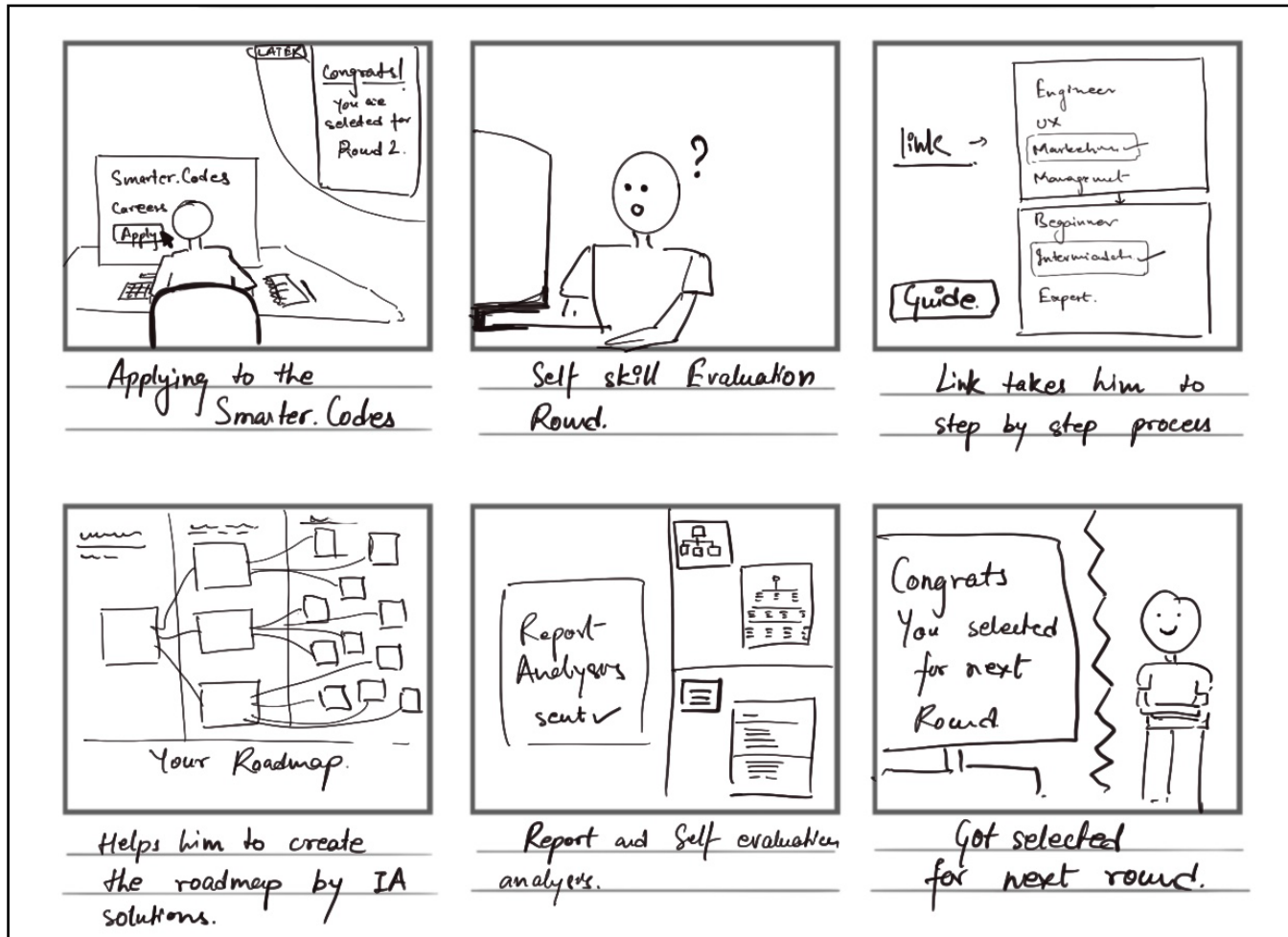


Goal Statement

Our self evaluation process will let users(candidate) develop their own skills roadmap and self evaluate their skills which will affect users(interviewer) who are recruiting candidates by letting them easily find qualified candidates to hire.

We will measure effectiveness by reading user reviews and tracking successful hires.

Story Board (Big picture)



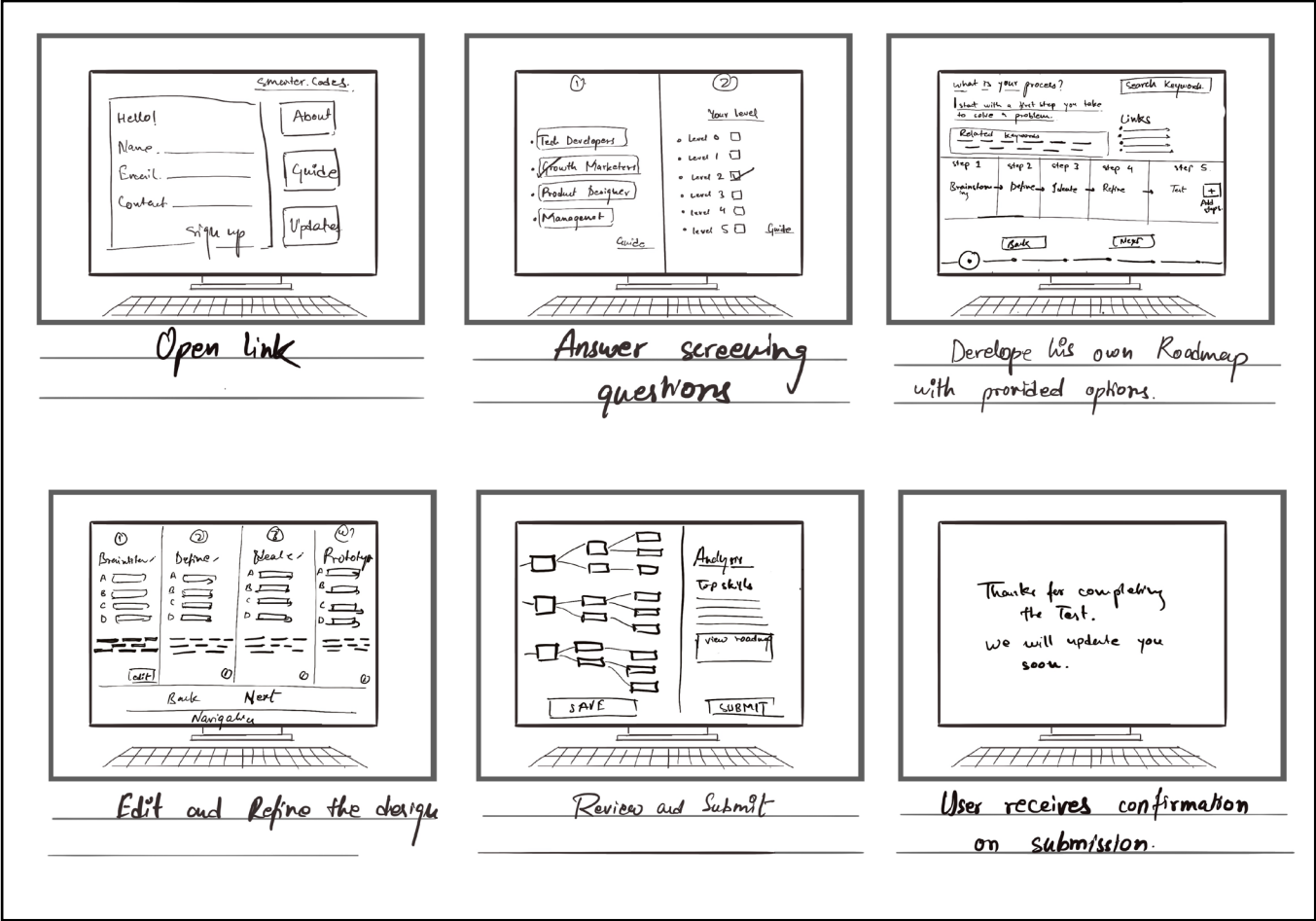
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Goal:

To get selected to self evaluation process.

Story Board (Big picture)



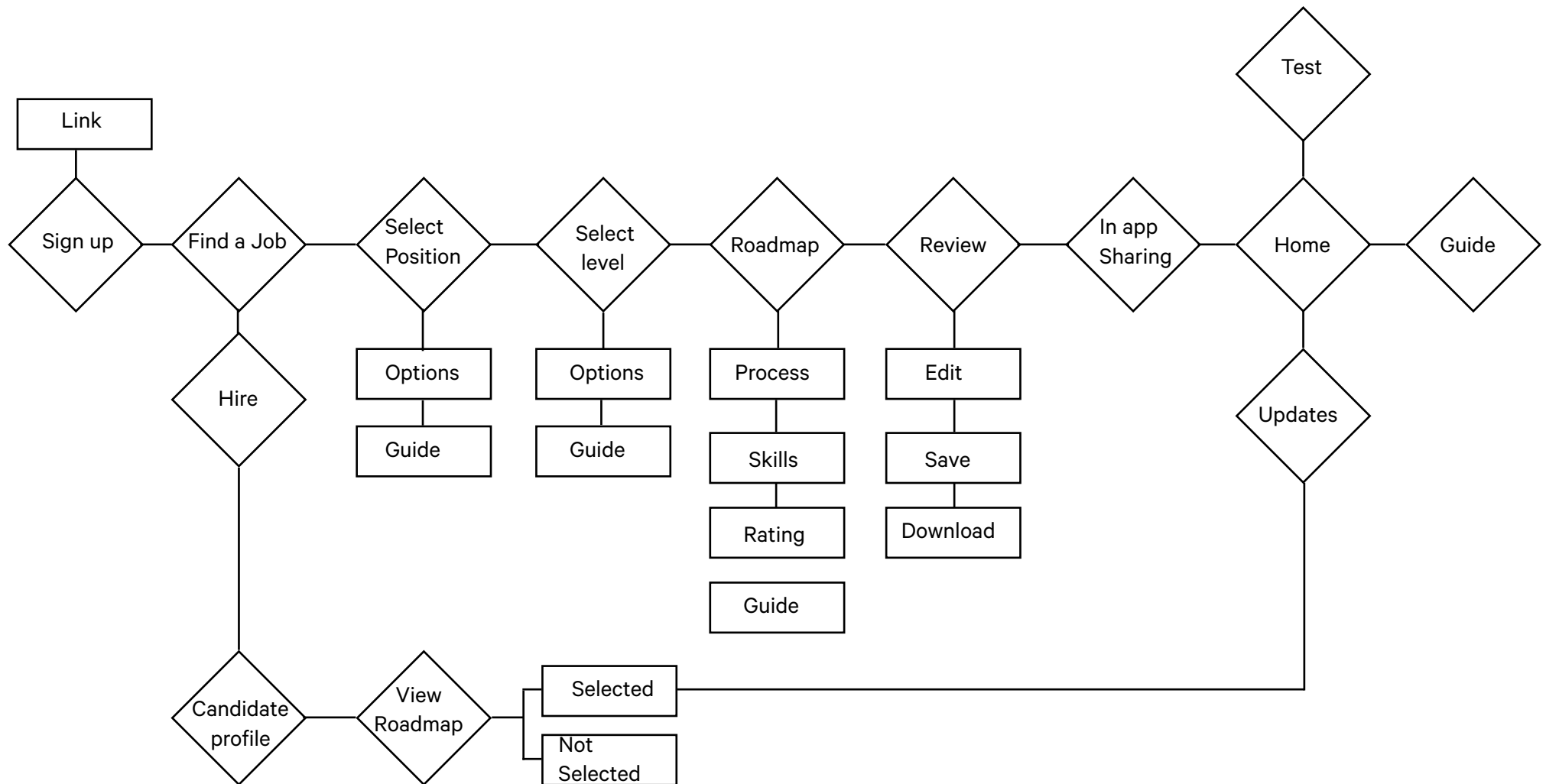
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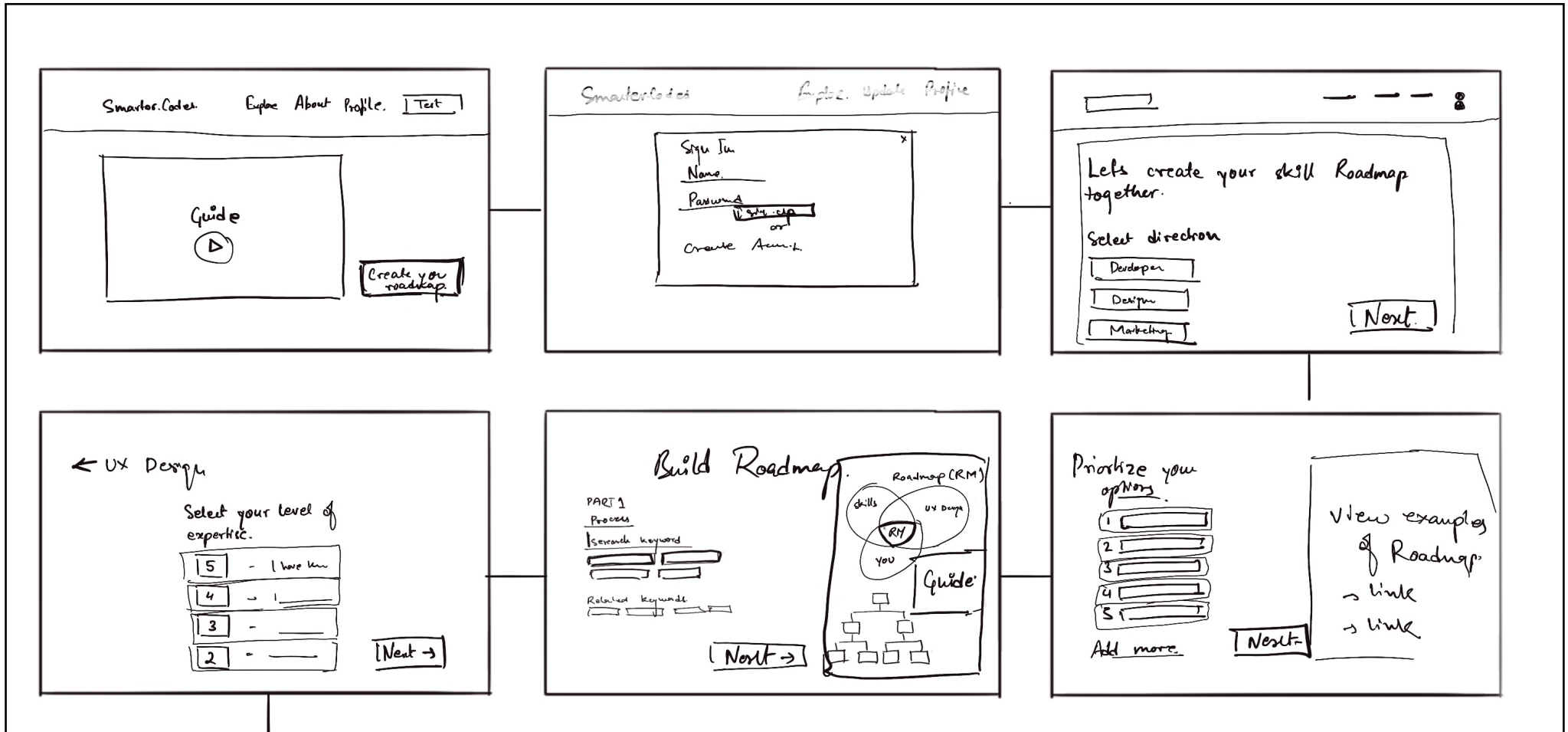
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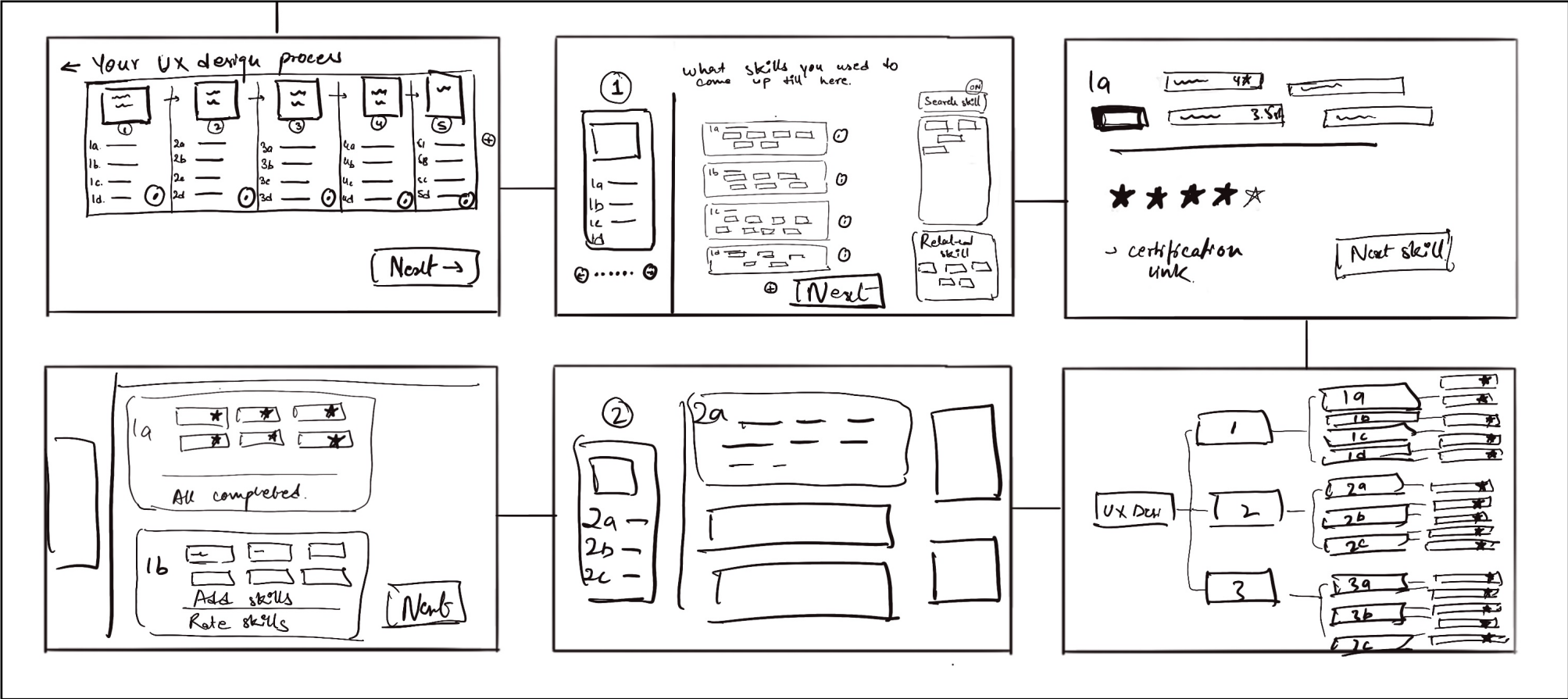
Outline User Flow



Build Wireframes (Paper wireframes 1)



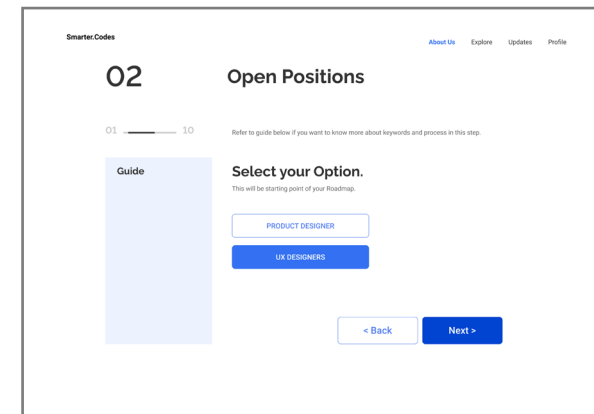
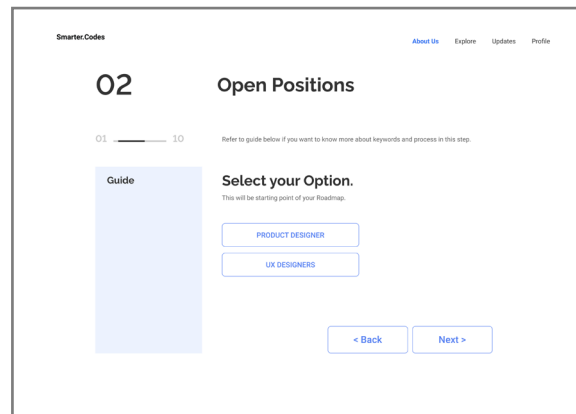
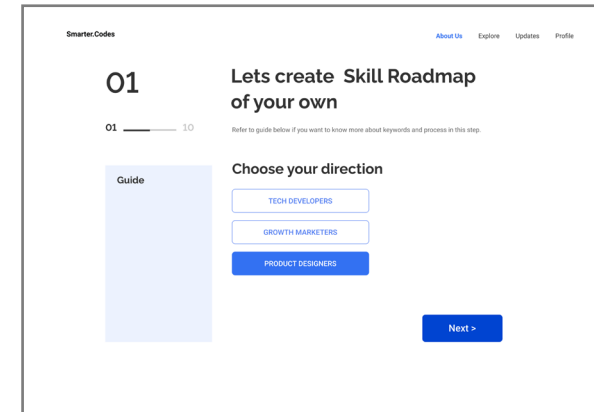
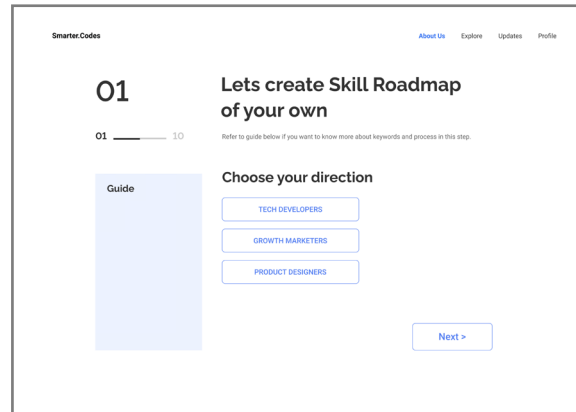
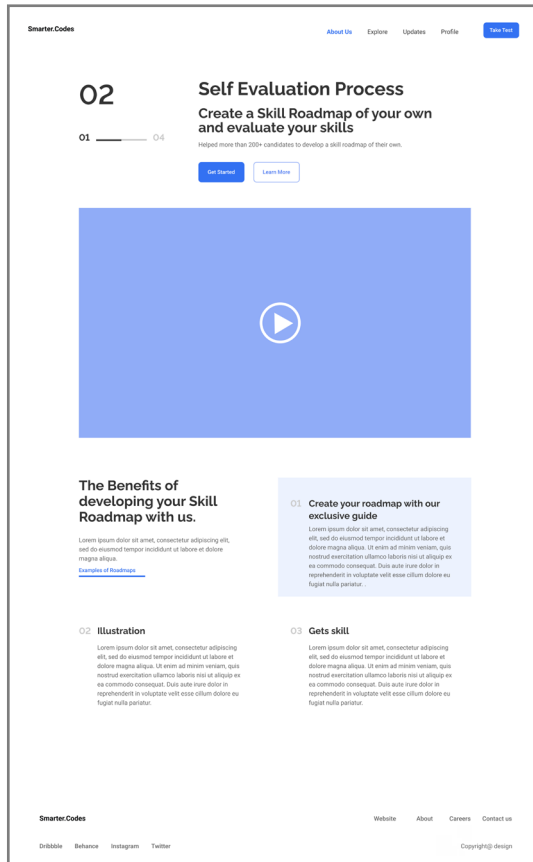
Build Wireframes (Paper wireframes 2)



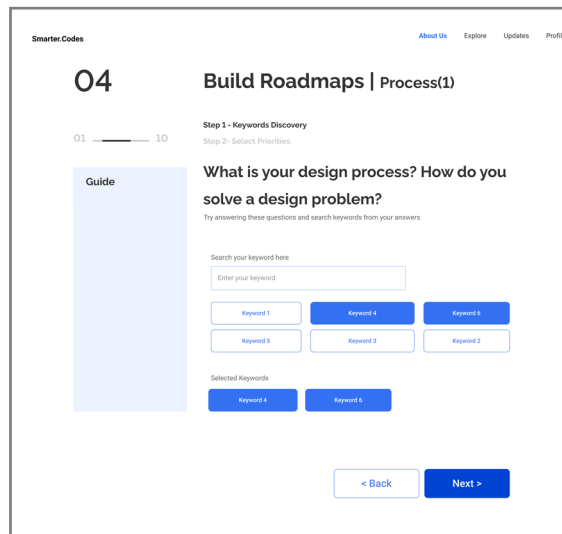
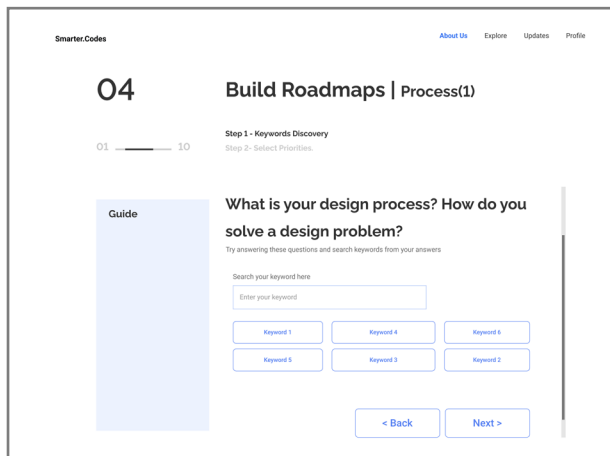
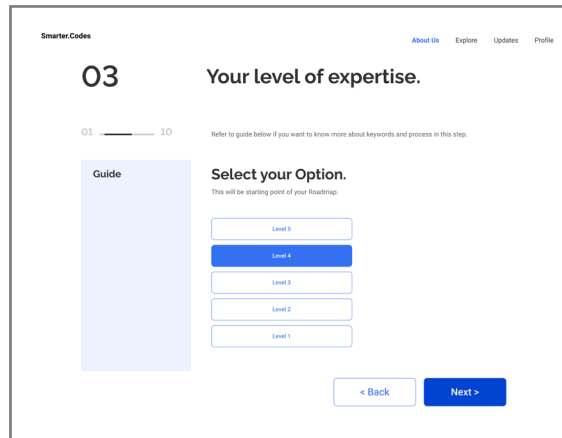
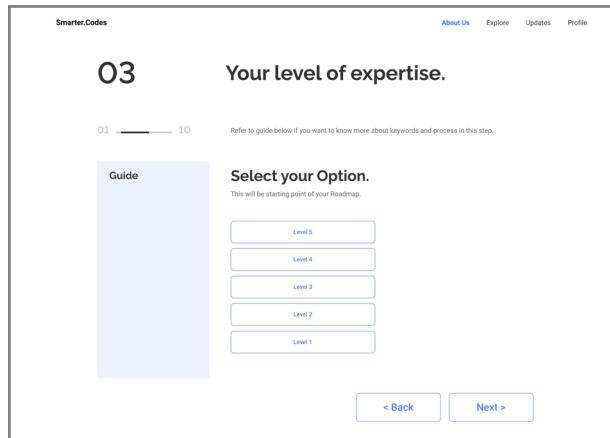
Refining the design

- Digital Wireframes
- Low fidelity prototype

Digital Wireframes



Digital Wireframes



Low Fidelity Prototyping



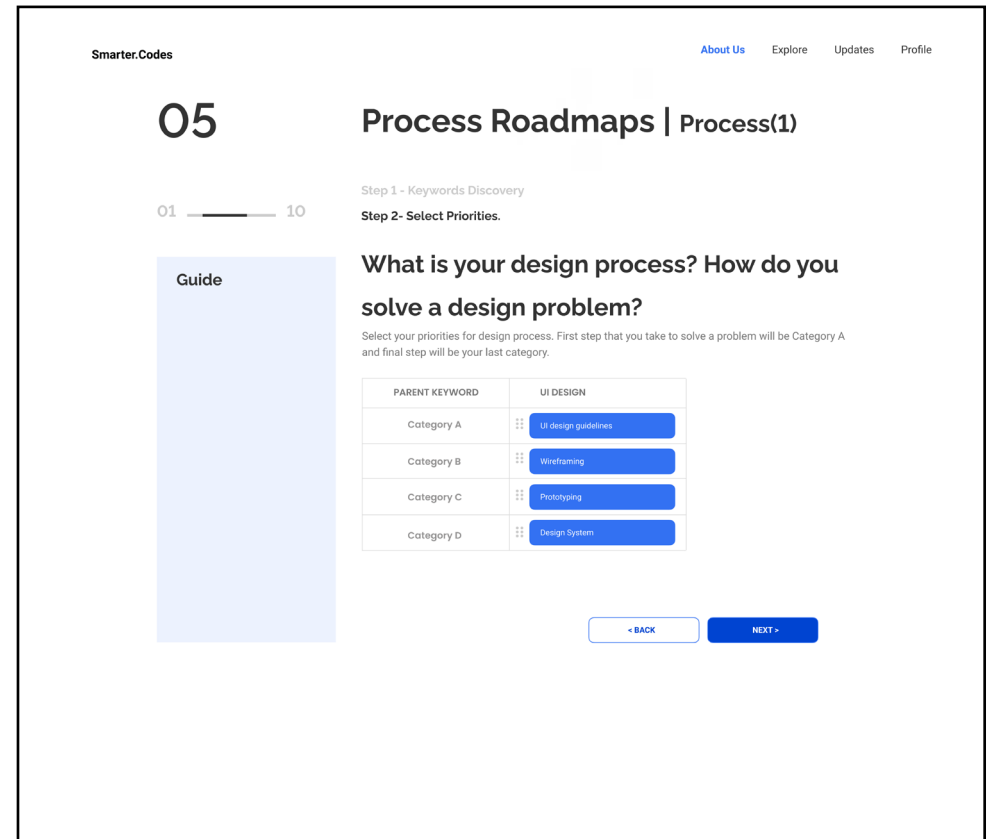
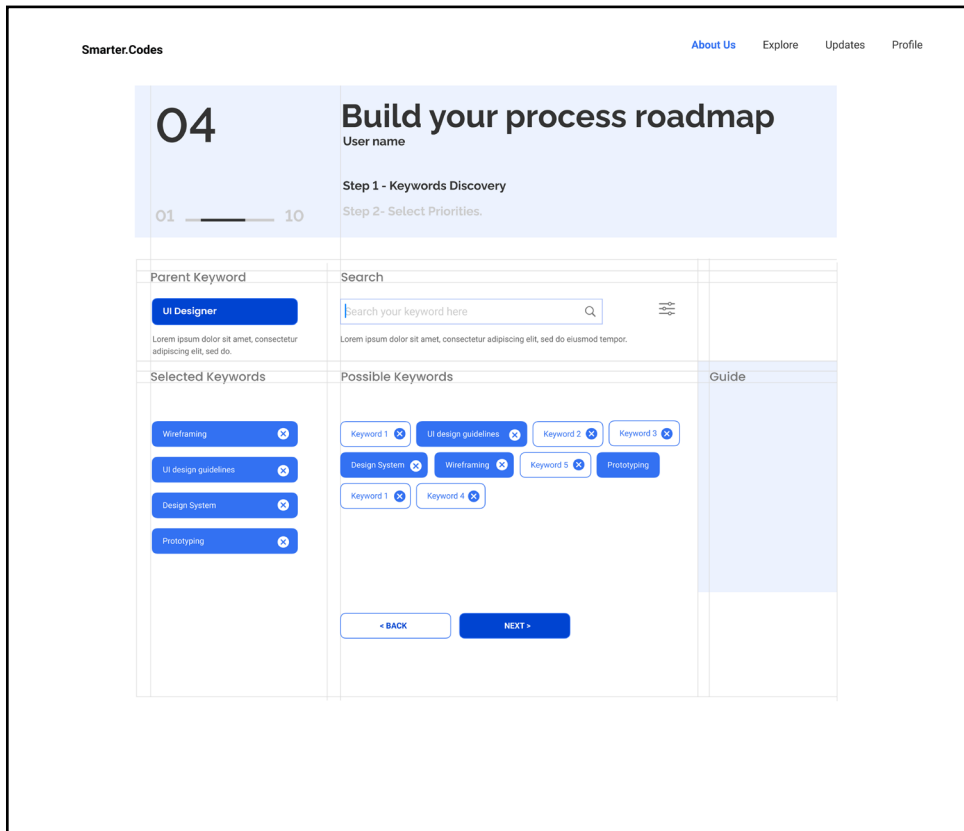
[View Prototype \(Link\)](#)



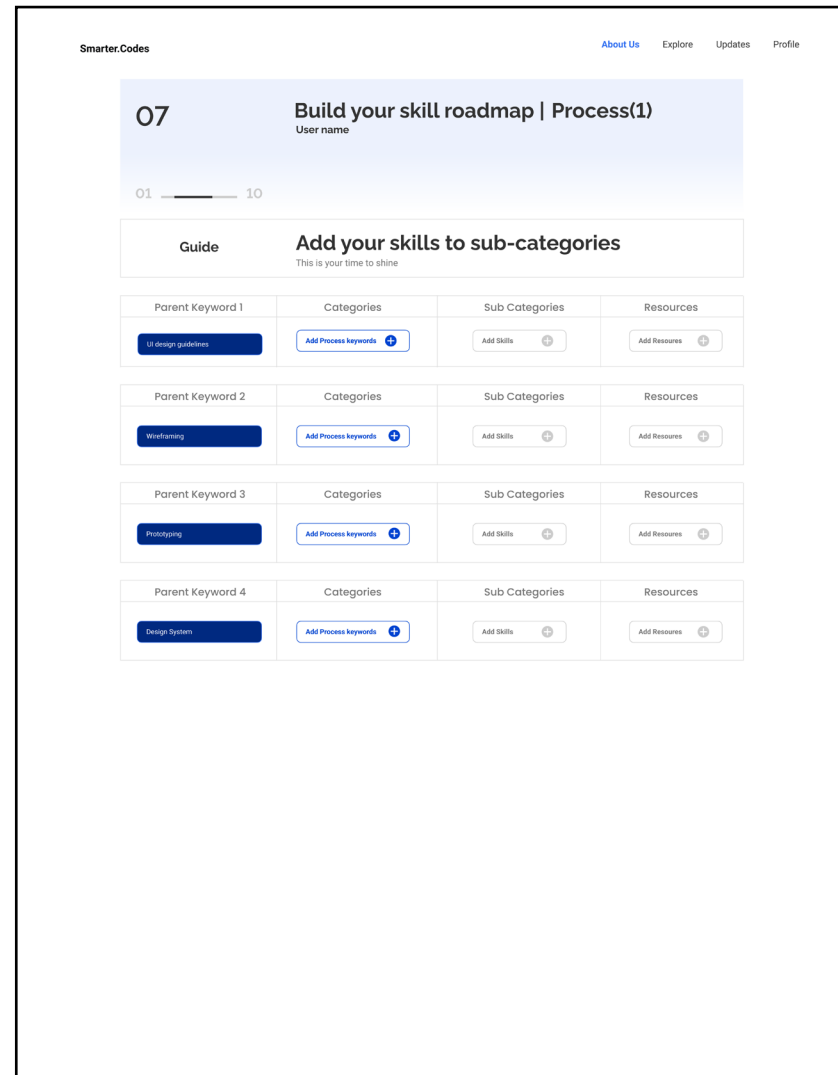
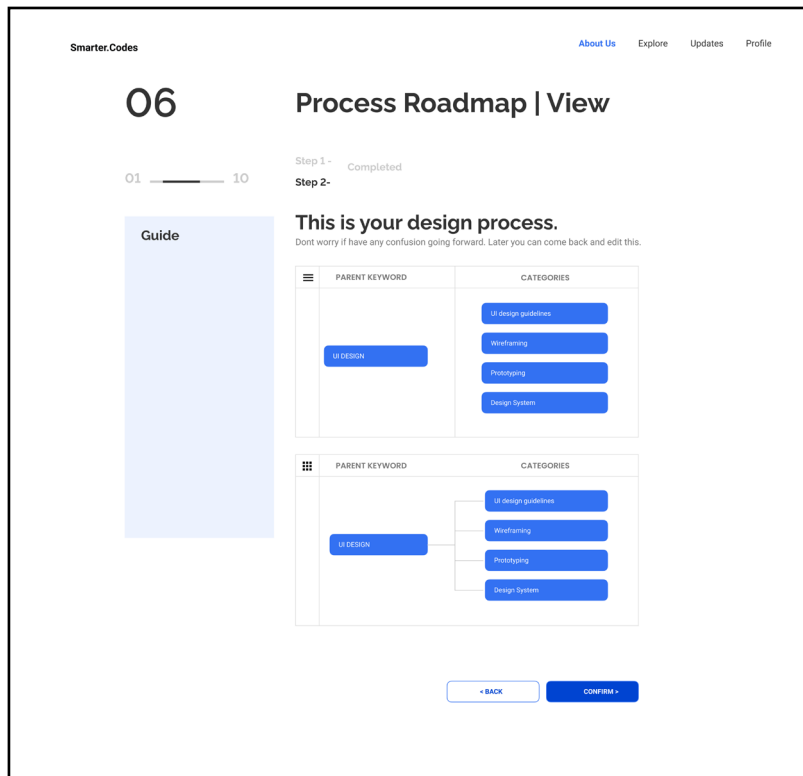
Design Update

For designing the next screen the focus is to showcase the designs/screens shown in storyboards.

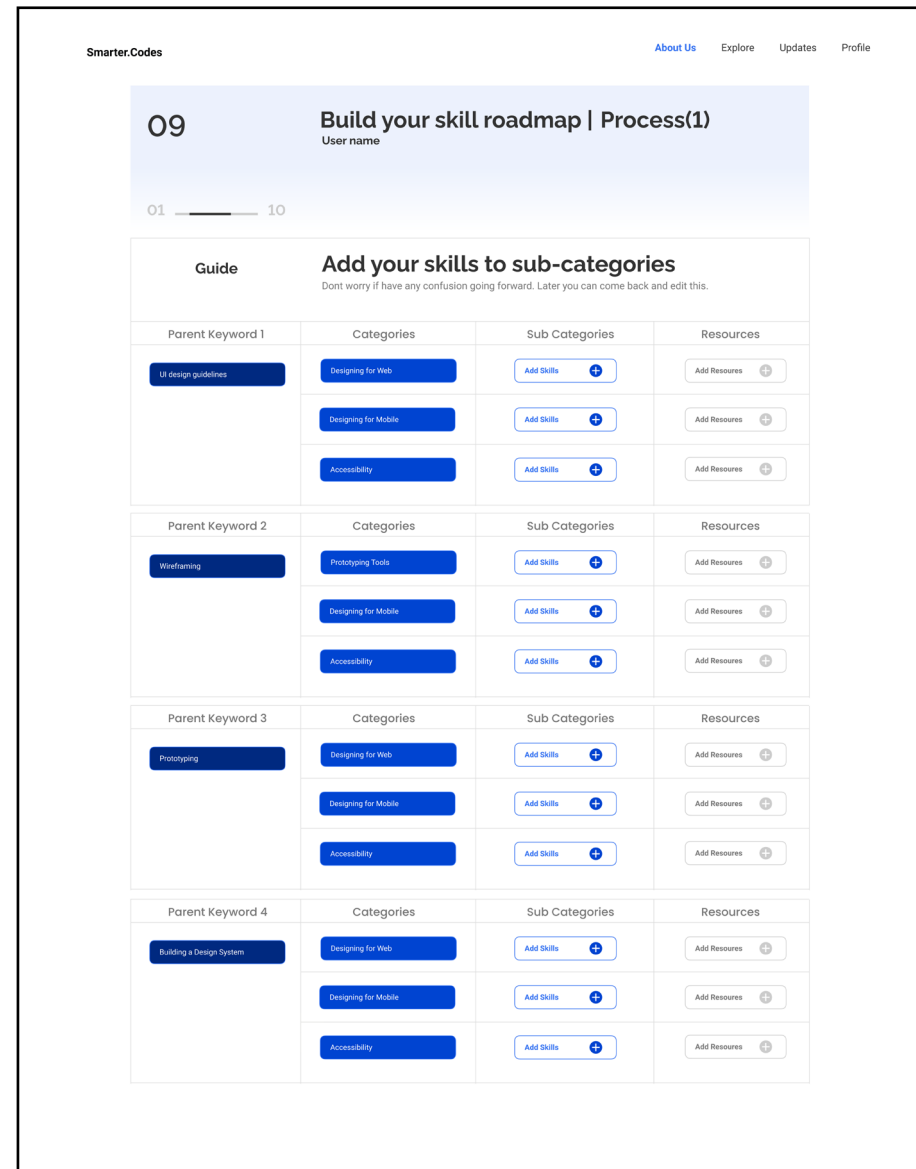
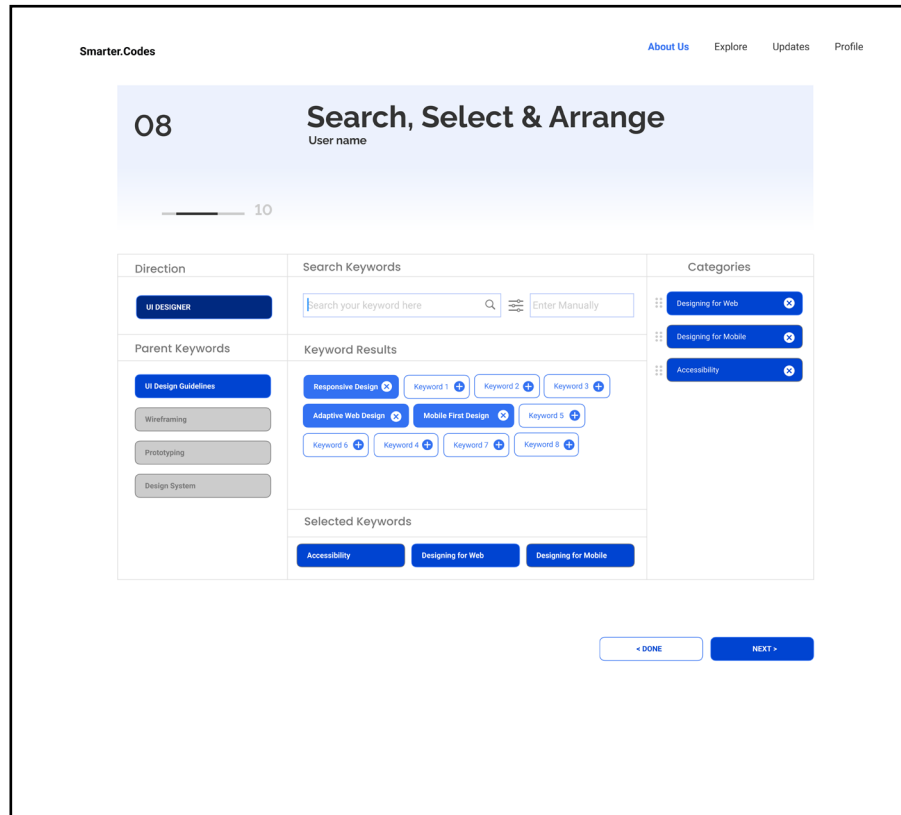
Digital Wireframes



Digital Wireframes



Digital Wireframes



10 Skill Roadmap | Table view
User name

01 ——— 10

Parent Keyword 1	Categories	Sub Categories	Resources
UI design guidelines	Designing for Web	Adaptive Web Design Responsive Design Mobile First Design	Google Material Design Google Fonts Coolors.co
	Designing for Mobile	Google Material Design Guidelines Apple iOS Human Interface Guidelines	
	Accessibility	WCAG Guidelines	
Parent Keyword	Categories	Sub Categories	Resources
Wireframing	Prototyping Tools	Balsamiq Figma Mockflow	getformaps.com pikable.com
Parent Keyword	Categories	Sub Categories	Resources
Prototyping	Prototyping Tools	Axure Adobe XD Figma	axure.com shutterstock.com coolors.co stock.adobe.com
		Interaction Tools	Figma Framer ProtoPie
	Vector Graphics, Icons	Adobe Illustrator CoreDRAW	
	3D Design	Spline	
Parent Keyword	Categories	Sub Categories	Resources
Building a Design System	Conceptual Understanding	Balsamiq Figma Mockflow	flaticon.com unsplash.com dribbble.com colobus.com
		Learning from Public Design Systems	Carbon Design by IBM Atlassian Design Fluent Design System by Microsoft



Thank you

:)