

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

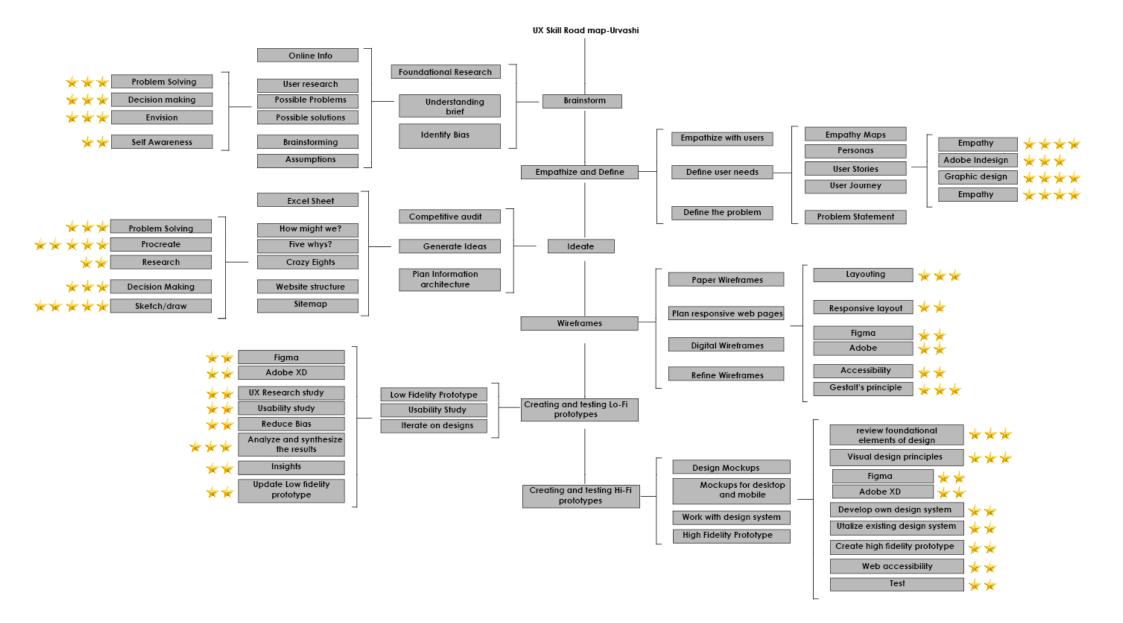
1 Star = Have used the skill in some "Hello World" or Prototype projects

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.



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 Anwser

- 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.

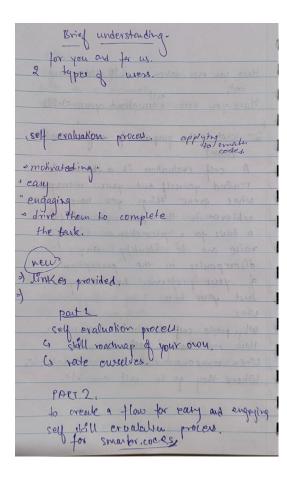
- Importantly, when employees feel heard through the self-evaluation process, they are more likely to listen to feedback from their managers. The appraisal process becomes much more of a two-way discussion when it revolves around regular self-evaluation.
- Through self-assessment, employees/pre-employees 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

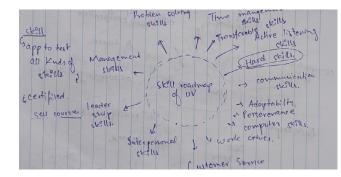
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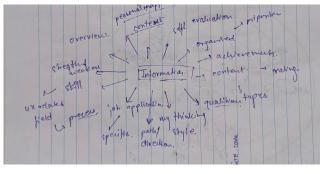
- Go through provided links.
- Process should be motivating , easy and should drive candidates to complete the the task.
- Self skill evualation process with star ratings.
- Users of the product: Candidates applying to Smarter.Codes and interviewers in Smarter.Codes

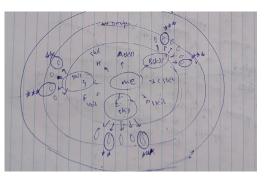
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Brainstorming







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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 begainning of hiring process.
- Users have all the facilities to fill an evaluation form.

Notes

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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



- 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.

Promblem 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 recuiter.

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	Tasks A. Go to the link. B. Sign in or create account. C. Select Open Position.	Tasks A. Go through questions.	 Tasks A. Answer MCQs. B. Select Priorities. C. Go to the first priorities and select options. D. Select sequence. 	TasksA. Search skills/related skills.B. Select and add skillsC. Evaluate skill	 Tasks A. Select layout for your skill roadmap. B. Edit shapes and colours. 	 Tasks A. Review B. Save, download and share. C. Track Application
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IMPROVEMENT OPPORTUNITIES	 Easy Sign in. Update resume here. Guide (step by step information) 	 UI Provide motivation 	 Help them categorize options. Give space. Help them prioritizing options 	 Keyword search Edit option. Option to go back and edit in process Help them evaluate skills. 	 Different view modes. Easy UI to apply changes. 	 Updates Contact forum.

Starting the design

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

Design Research

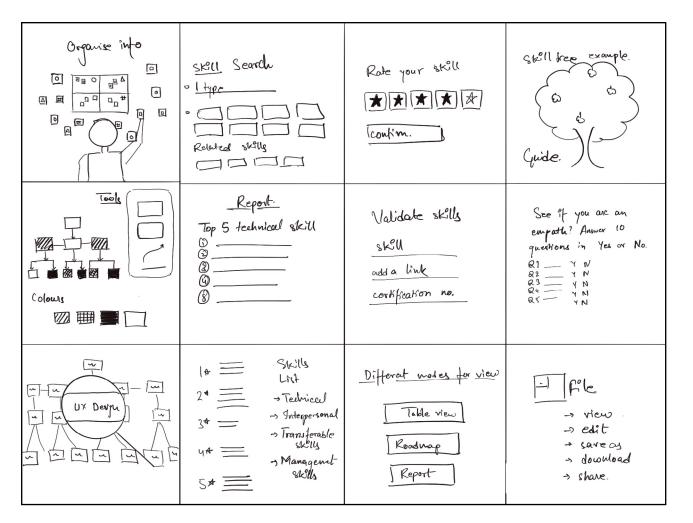
Compitetive Audit

• I had time restriction on doing a full felged Competetive 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



Scenario:

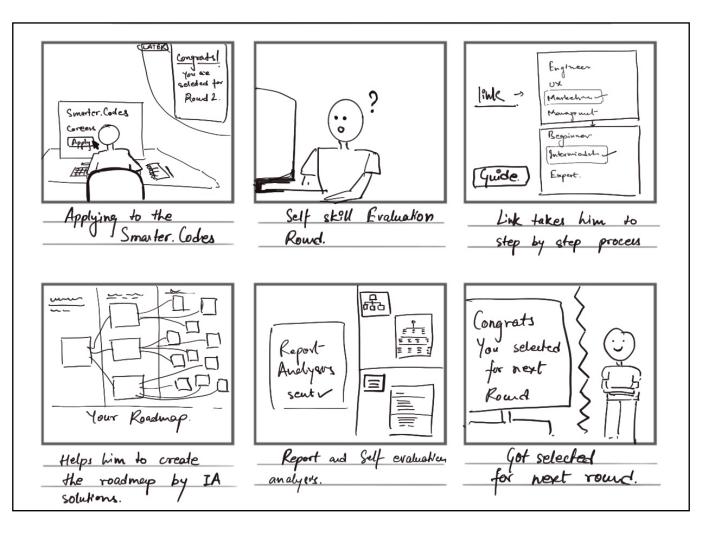
A self evaluation process of Smarter. Codes hiring that let users develop a skill roadmap of their own and rate their skills.

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)



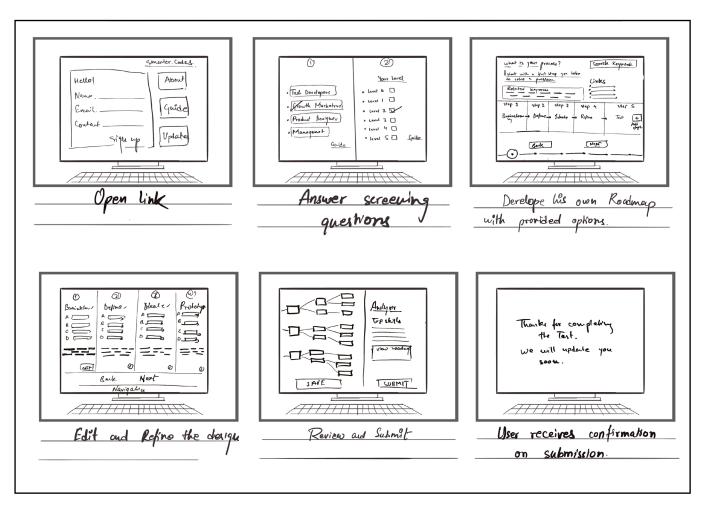
Scenario:

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

Goal:

To get selected to self evaluation process.

Story Board (Big picture)



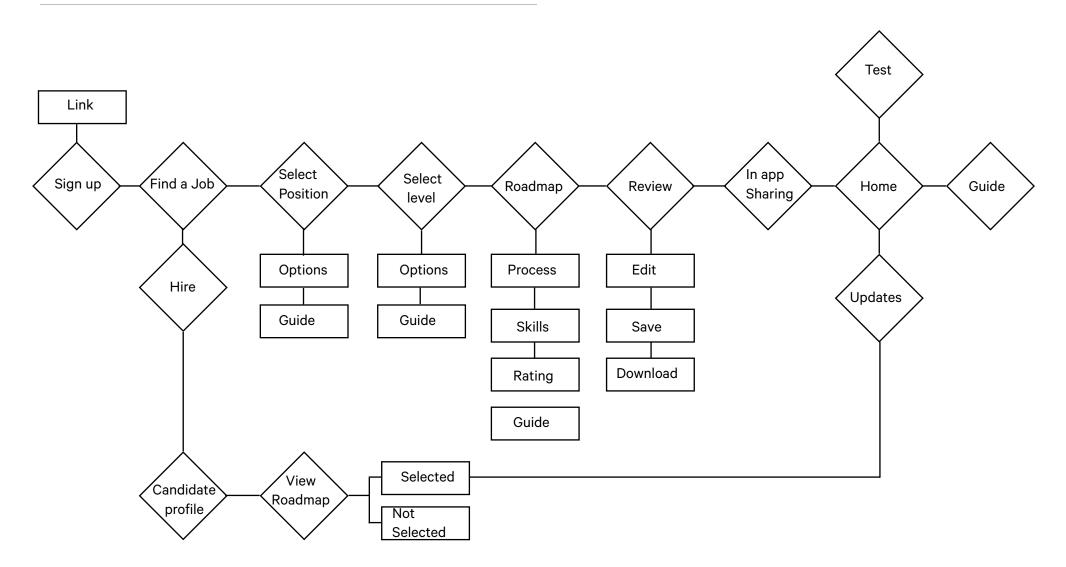
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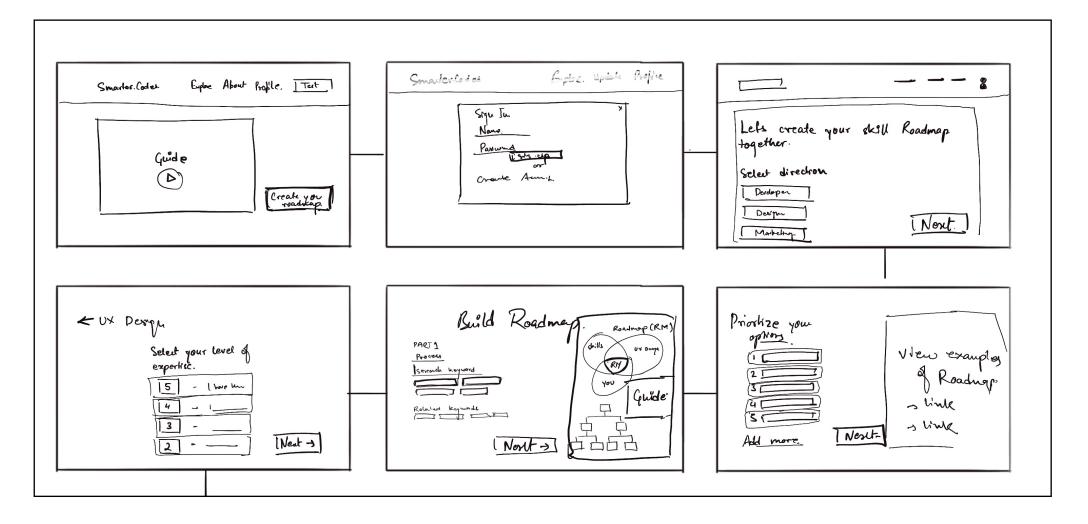
Goal:

To get selected to self evaluation process.

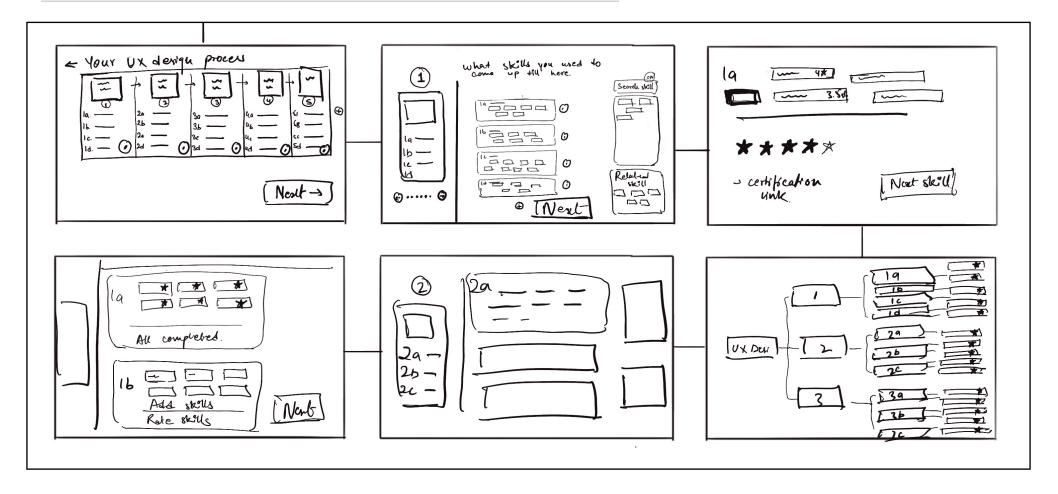
Outline User Flow



Build Wireframes (Paper wireframes 1)



Build Wireframes (Paper wireframes 2)



Refining the design

- Digital Wireframes
- Low fidelity prototype

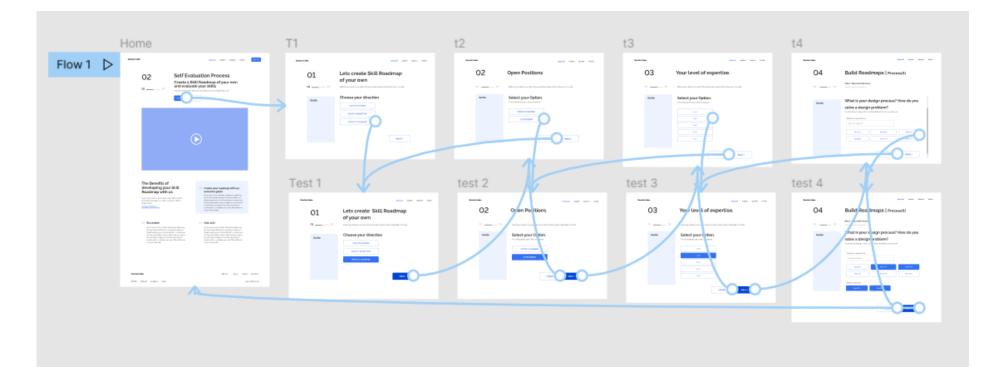
Digital Wireframes

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Digital Wireframes

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Low Fidelity Prototyping



View Prototype (Link)

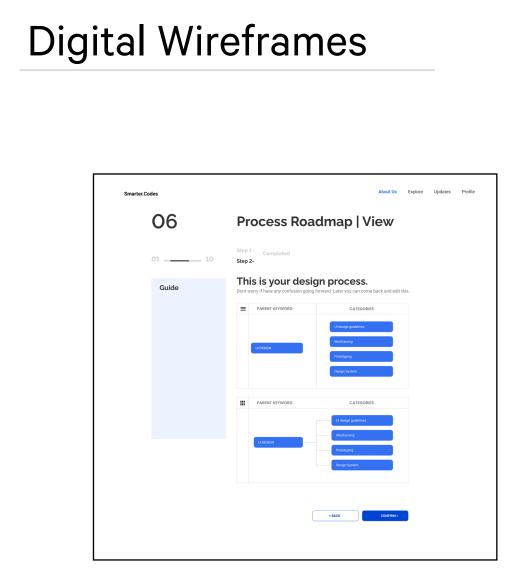
Design Update

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

Digital Wireframes

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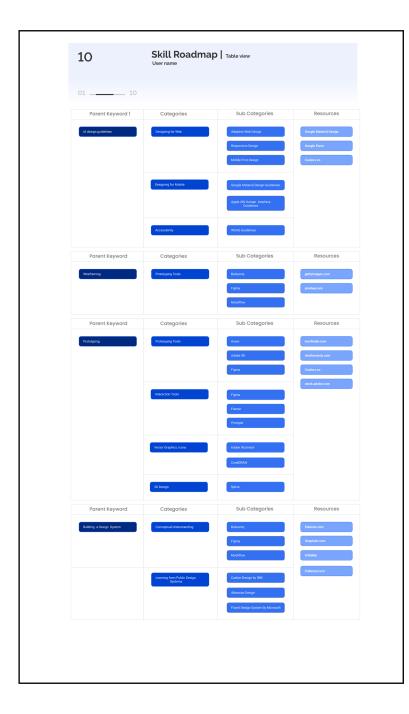
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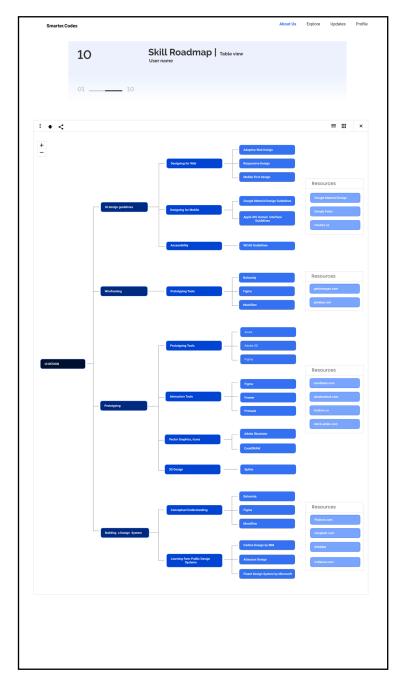


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Next Steps

- High Fidelity Prototypes
- Accessibility
- Applying laws of UX
- Iterate on designs
- Usability study 1

Thank you :)