

Client: **Manpower**

Project: **Candidate & Associate Experience**

Author: Derick Melander

Date: Wed Mar 20 2013

Document: Manpower\_CanUX\_Competitive\_20130312\_01dm c.graffle

# Competitive Analysis

Manpower logo, navigation links (Home, Create an Account, Login), language selection (English, French, Spanish), and location selection (United States). Main content includes a job search section with a 'Find Jobs!' button and a 'My Manpower' section with a 'Why should I apply with Manpower?' heading and an 'Apply Now!' button. A sidebar lists popular job categories like Accountancy, Admin and Secretarial, etc.

Registration form for a Manpower account. It includes sections for 'Contact Information' (First name, Middle name, Email), 'Preferences' (Preferred Language), and 'My Manpower Account Credentials' (Login name, Password, Repeat password). A 'Manpower Worldwide' sidebar lists various countries and regions. A disclaimer at the bottom states: 'Prior to registration, you must read and accept Manpower's privacy notice and acknowledgement of non-existence of employment.'

User dashboard for Derick Melander. It shows account details, current status (Active), skills, education, work experience, and job preferences. A 'Quick Search / Advanced Search' section is visible. The 'Search Results' section lists several job openings, including 'Welder', 'Lead Field Welder', 'Administrative Distribution Specialist', 'Machinist', 'Mig Welders', 'Welder', 'Welding Engineer', 'Steel Mig Welders', and 'MIG Welder'. A sidebar on the right shows 'My Saved Resumes/CVs' and 'My Cover Letters'.

Notification: 'French language support. Now in this release we fully support French language. You can switch languages in the settings screen. Cette nouvelle version intègre maintenant les données francophones. Vous pouvez changer la langue d'affichage sur l'écran des paramètres.' Buttons for 'OK' and 'Search Jobs' are visible.

Dialog box: 'Job Search. No results found. The radius value will be incremented to the next value!' Options for 'Temporary', 'Permanent', and 'Contract' are shown. Buttons for 'OK', 'Cancel', and 'Search Jobs' are visible.

Job search results list: '53 Jobs Found'. Jobs listed include 'Welder Monticello', 'Production Worker Van Buren - Fountain County', 'Welder Butler', and 'Mig Welder Elkhart'. Each entry shows the job title, location, and posting date.

'My Job Agents' section showing a 'Test weld' agent with 'Jobs: 0'. Buttons for 'Edit' and 'Run' are visible.

Detailed job listing for 'Welder' in Greencastle. Description: 'Must be able to MIG and tig weld equipment. 2nd and 3rd shifts available. Must have a clean background and excellent work history. Drug screens will be given.' Includes location, type, and date posted.



# Competitive

- \*Adecco:**  
adeccousa.com →
- \*Kelly Services:**  
kelly.secure.force.com →
- Spherion:**  
spherion.com →
- Randstad:**  
randstadusa.com →
- Robert Half:**  
roberthalf.com →  
officeteam.com →
- Allegis Group:**  
aerotek.com →  
teksystems.com →
- Kforce:**  
kforce.com →
- Apex Systems:**  
apex.com →

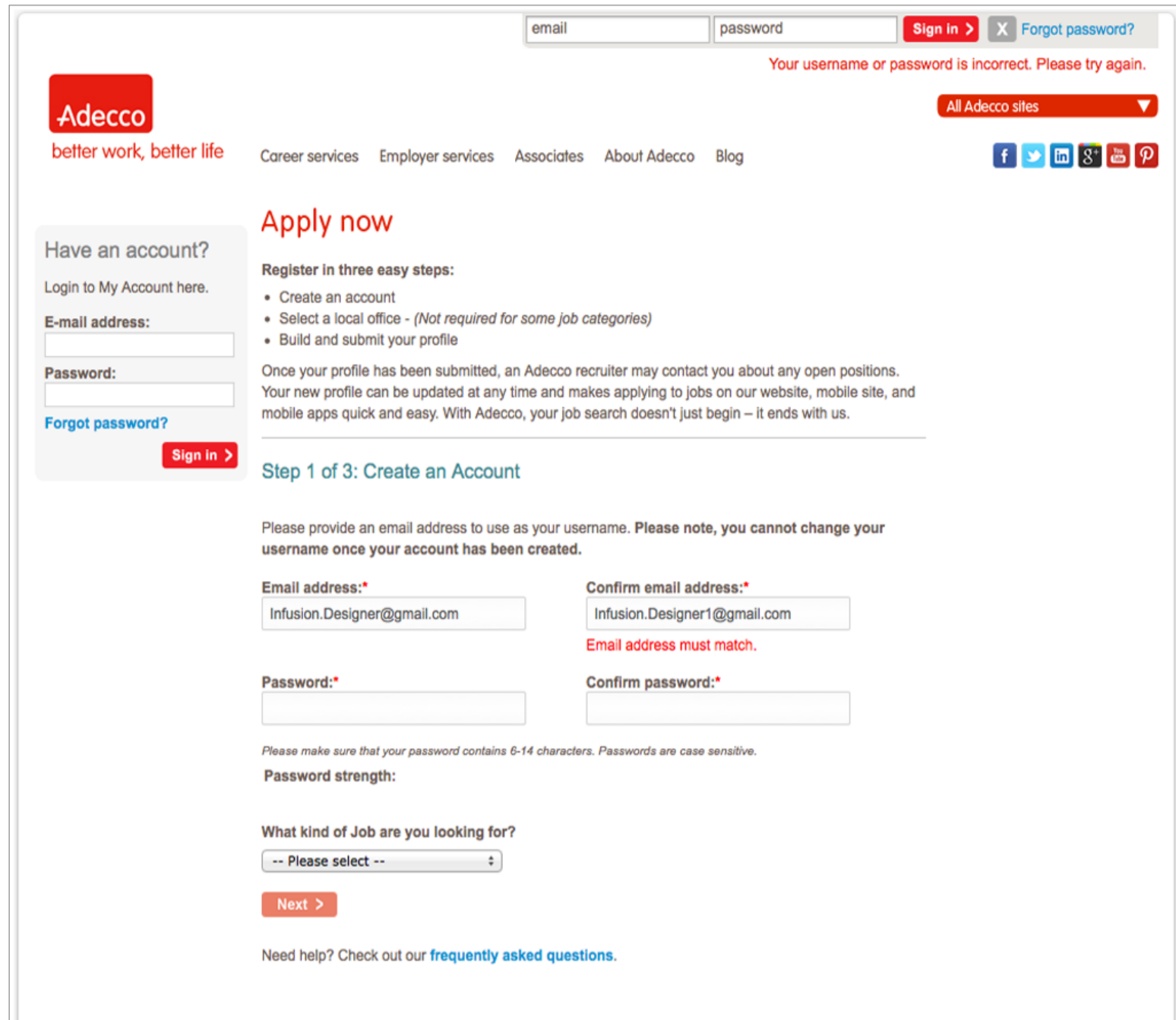
# Comparative

- \*linkedin.com** →
- \*aquent.com** →
- \*careerbliss.com** →
- \*snagajob.com** →
- monster.com** →
- careerbuilder.com** →
- crowdfunder.com** →
- odesk.com** →
- elance.com** →
- freelancer.com** →
- freelance.com** →
- simplyhired.com** →

# Inspirational

- \*mint.com** →
- \*mailchimp.com** →
- \*hunch.com** →
- \*squareup.com** →
- match.com** →
- nordstrom.com** →
- tumblr.com** →
- pandora.com** →
- tripit.com** →
- quicken.intuit.com** →
- uxpin.com** →
- nest.com** →
- facebook.com** →
- bagcheck.com** →
- zappos.com** →
- ups.com** →

# Competitive Sites



**Summary:**

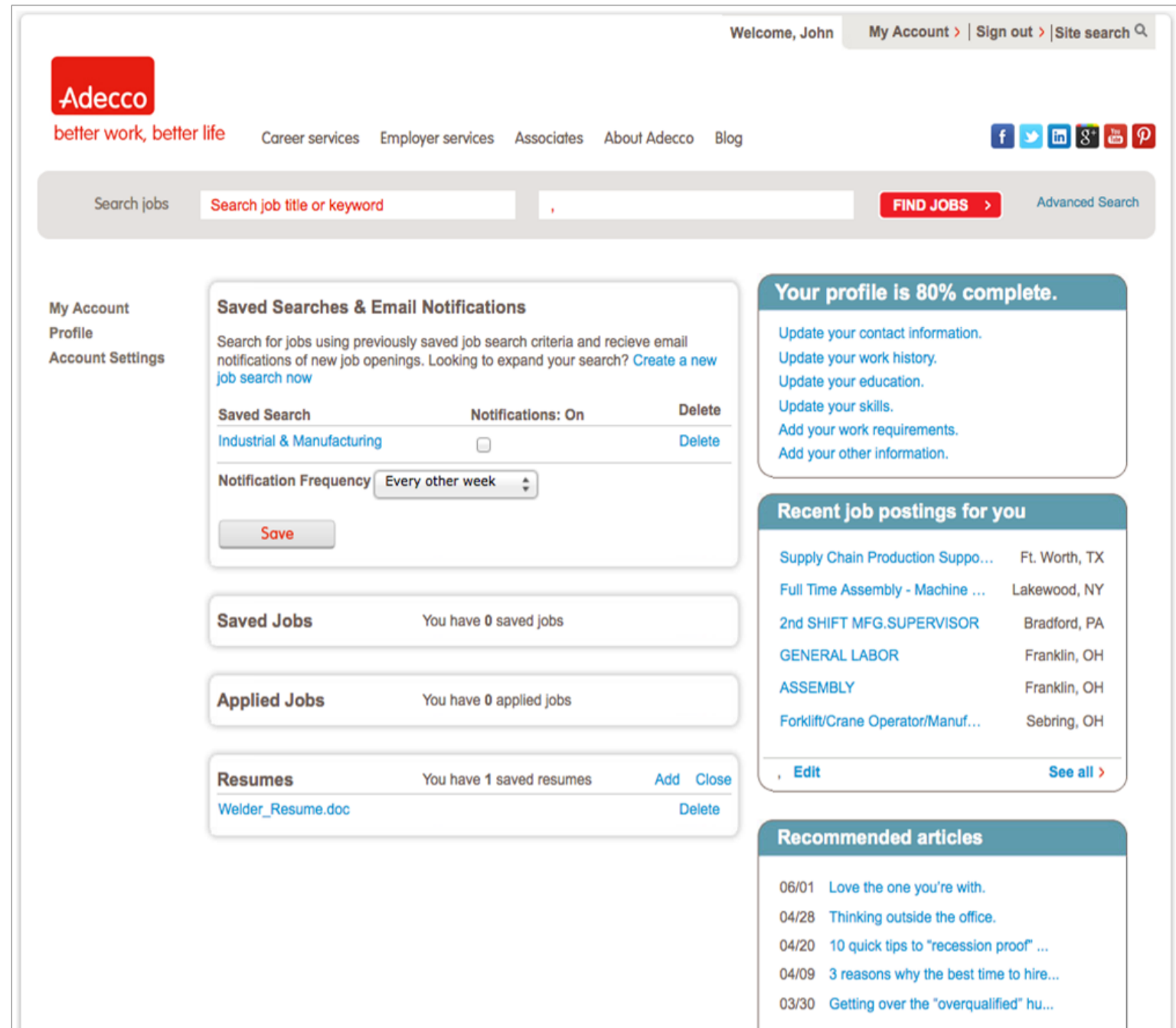
Pathing to the register and apply forms is pretty clear and flexible. The process feels pretty standard is mostly clear and intuitive but there is a lot of room for improvement and some significant glitches and usability fumbles.

**Apply Now, Pro:**

- Ability to begin the process by uploading a resume works fairly well. User can also log in with LinkedIn or build a resume.
- Clear indication of where you are in the apply process with "Step 1 of 3".

**Apply Now, Con:**

- If the process is simple, why so much set up copy?
- Two sign in forms on the same page adds to the clutter.
- Form error messaging is shown inline but sometimes is show upper right where it will likely be missed. This messaging also persists throughout the experience.
- Non-essential page options potentially take the user out of the apply "funnel", such as the big red arrow in the upper right "All Adecco Sites" and the share links.



**Summary:**

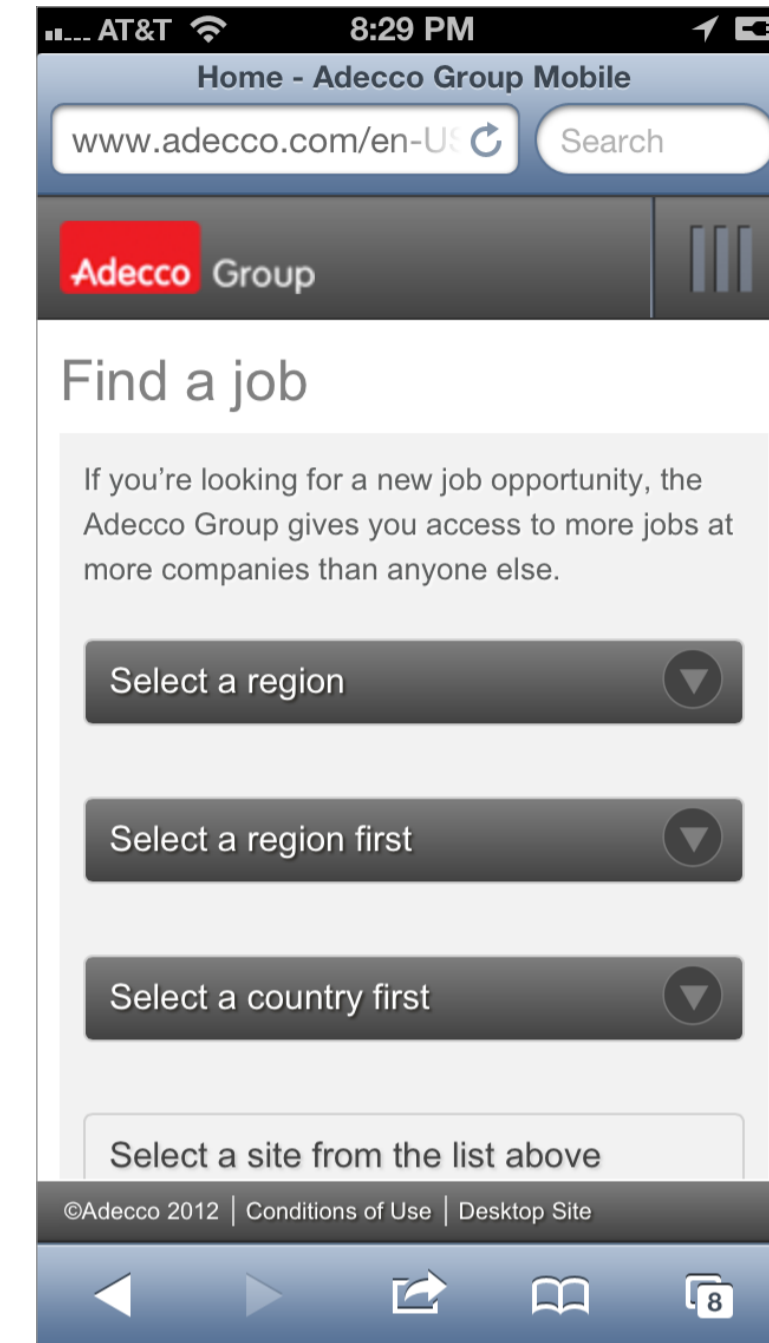
Dashboard is pretty well organized but profile management, searching and applying is glitchy overall.

**Saved Searches & Email Notifications Box:**

- It is unclear as to how the user can modify a search or turn notifications off.
- Feedback on updates to the form are too subtle.
- The search set up form does not remember the user's work preferences and requires unnecessary information. It is very difficult to find jobs, even with the most broad category searches.

**Profile completion Box:**

- Showing the % complete is compelling, unfortunately the links correlate to every section of the profile, complete or not.
- Clicking any of the links brings the user to the same long scrolling page where it is up to them to figure out what is missing.



**Summary:**

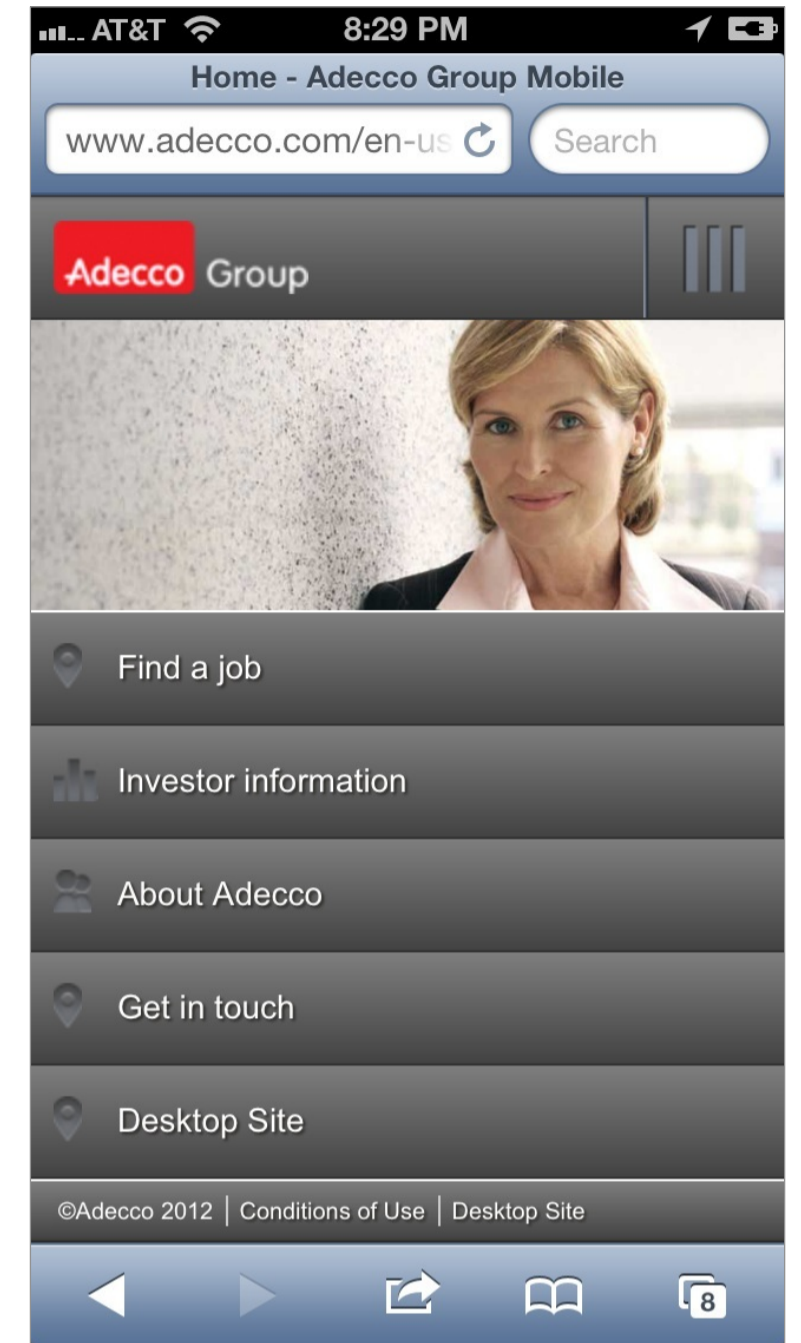
Mobile site is fully developed but suffers from lack of focus (it is a cross-company corporate site) and the navigation is confusing. User's can't log in to their profile or view a saved job but can log in to apply.

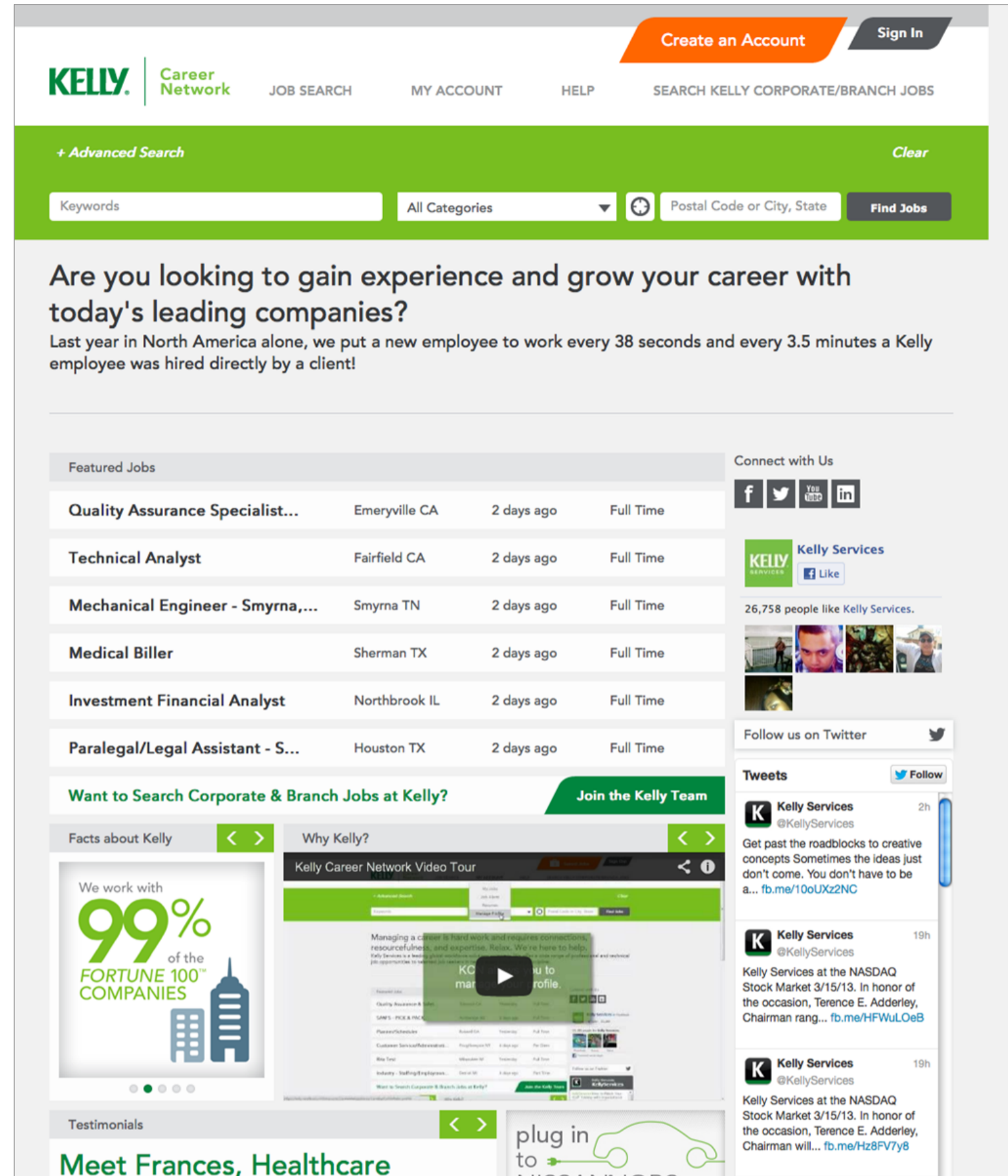
**Find a Job:**

- Form is confusing, "which selector do I use first?" Arrows pointing down indicate the selector is already open. If you click the second selector first, it is blank.
- If this is a 3 step process, each step should have the corresponding number next to it. Another approach would be to only show the first selector and display the second one after the a selection has been made in the first selector.

**Search Results:**

- If there are no results (and are there none, it's broken) there is a link to "Show Next 25 Jobs"



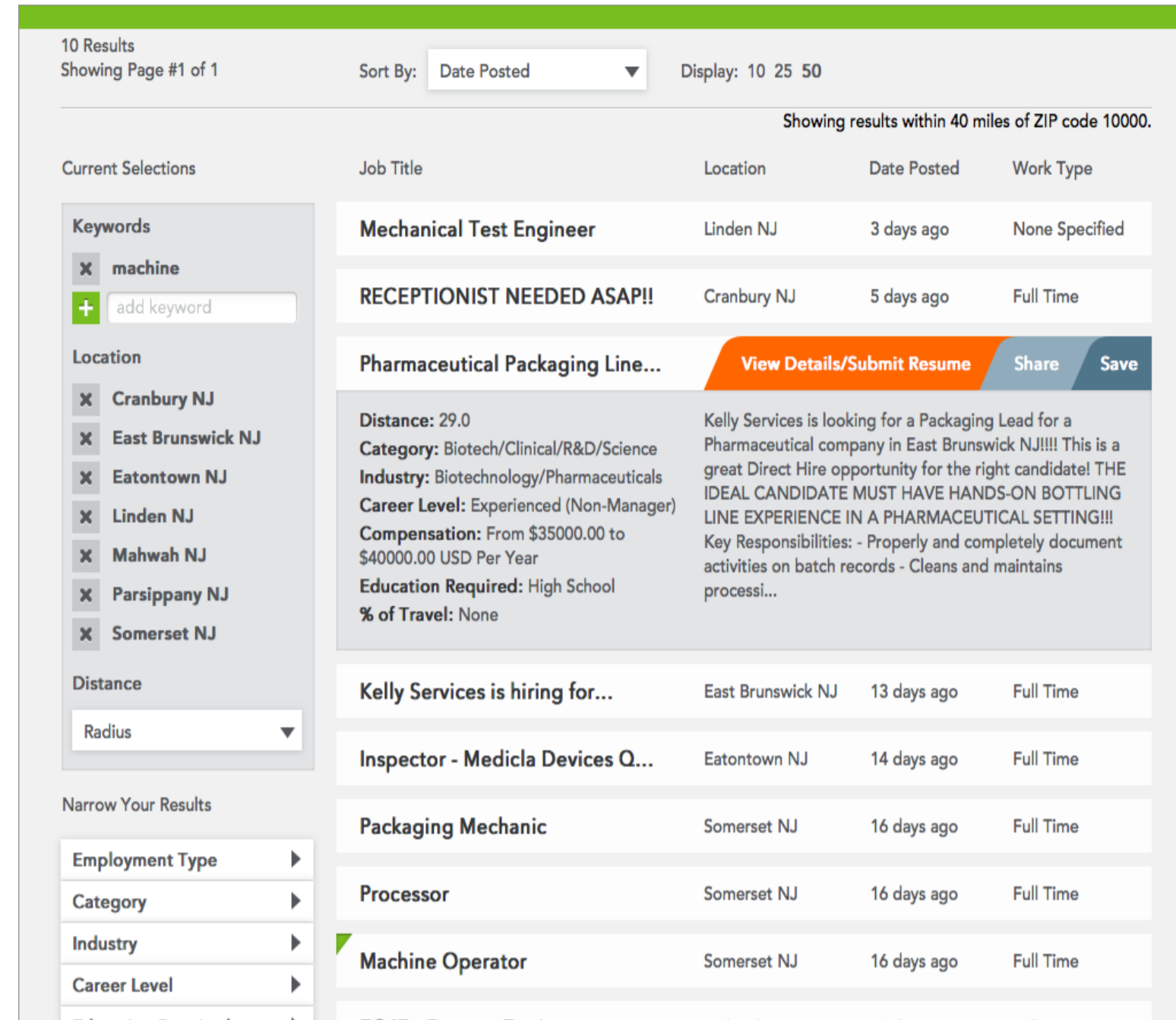


**Summary:**

Just about everything works and is fairly intuitive and easy to use. Copy is relevant, well written and kept to a minimum. Visual design is minimal as well.

**Home:**

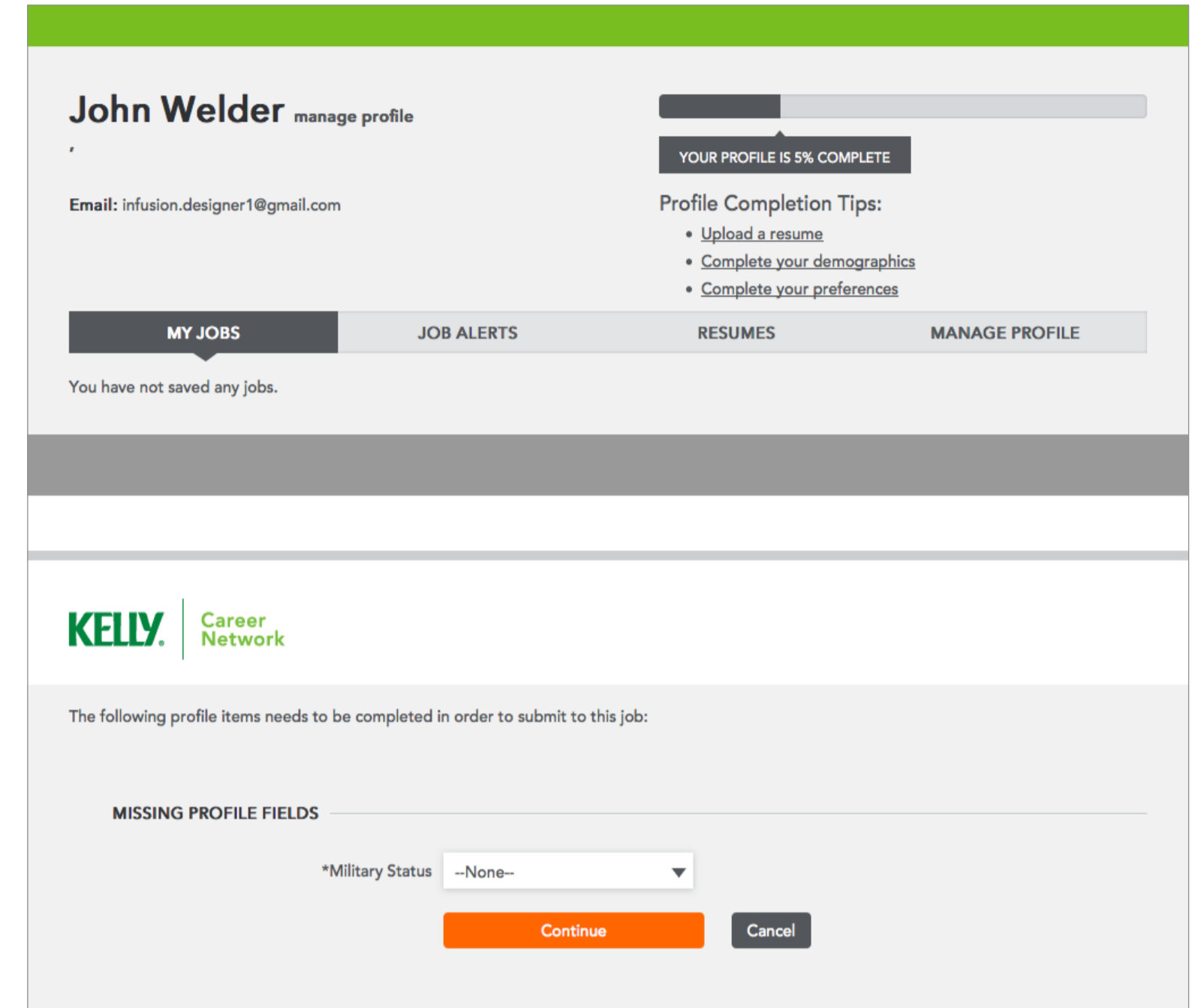
- A prominent and persistent "Create an Account" button helps to deliver on business needs. After registration converts to "[#] Saved Jobs".
- A prominent job search form delivers on user needs.
- The first block of copy establishes credibility.
- Featured jobs and social media lend a sense of vitality.
- Page is very explorable w/ low user input. Users can explore topic areas with right and left arrows and videos.



**Summary:**

Search results off standard features and enable a high degree of user control. Interaction design is intuitive and elegant.

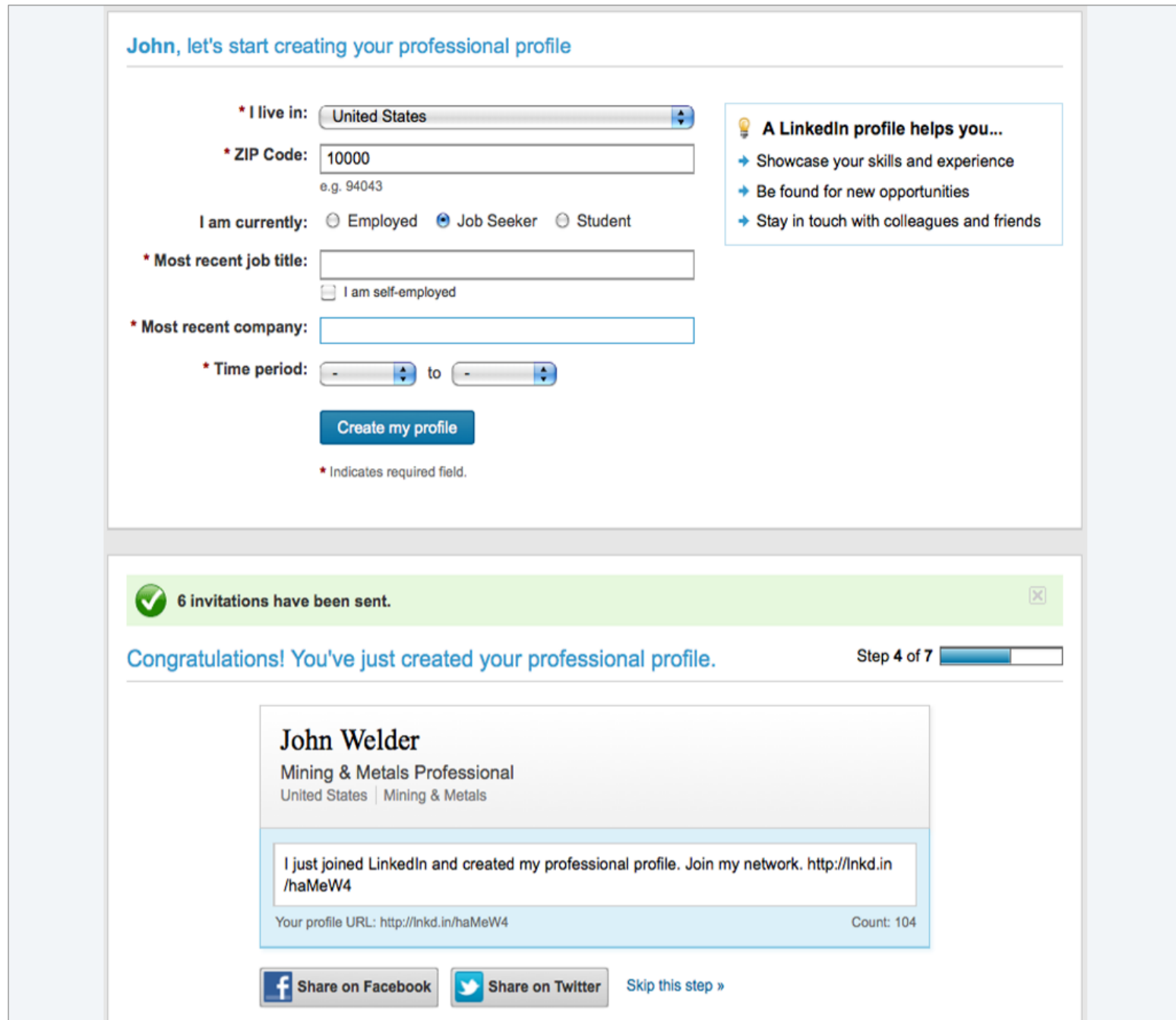
- For a basic search the parameters are set to a wide but likely acceptable radius, which is communicated to the user. Advanced search is offered prominently above in the search form (above, not shown)
- User can filter by locations w/in the result and by categories such as Employment Type.
- On click of a result shows a summary.
- Attempting to save a job, apply for a job or save a search drives the user to the Create Account page.
- Once the user has saved or applied for a job, it is indicated in the search results with a corner triangle.



**Summary:**

Two short pages are shown above. The top page is a newly created dashboard. The bottom page is the message one receives when trying to apply for a job with an incomplete profile.

- The dashboard is well designed but it would be nice if you could tell at a glance if there is any content or activity within the non-active tabs.
- Profile completion is encouraged with the tips on the right. The links drive to specific content areas but it is not easy to tell what information is missing.
- Users are encouraged to search and register. If they attempt to personalize or apply for a job, missing information is collected in-flow.
- Referral information is collected in the context of "How did you initially hear about is" which that Kelly is doing research, not trying to figure out if you come with a referral.



**Summary:**

When joining up, the user can create an account with just a name, e-mail address and password. Once the basic information is collected, they are brought through a simple step by step process.

**Profile Creation:**

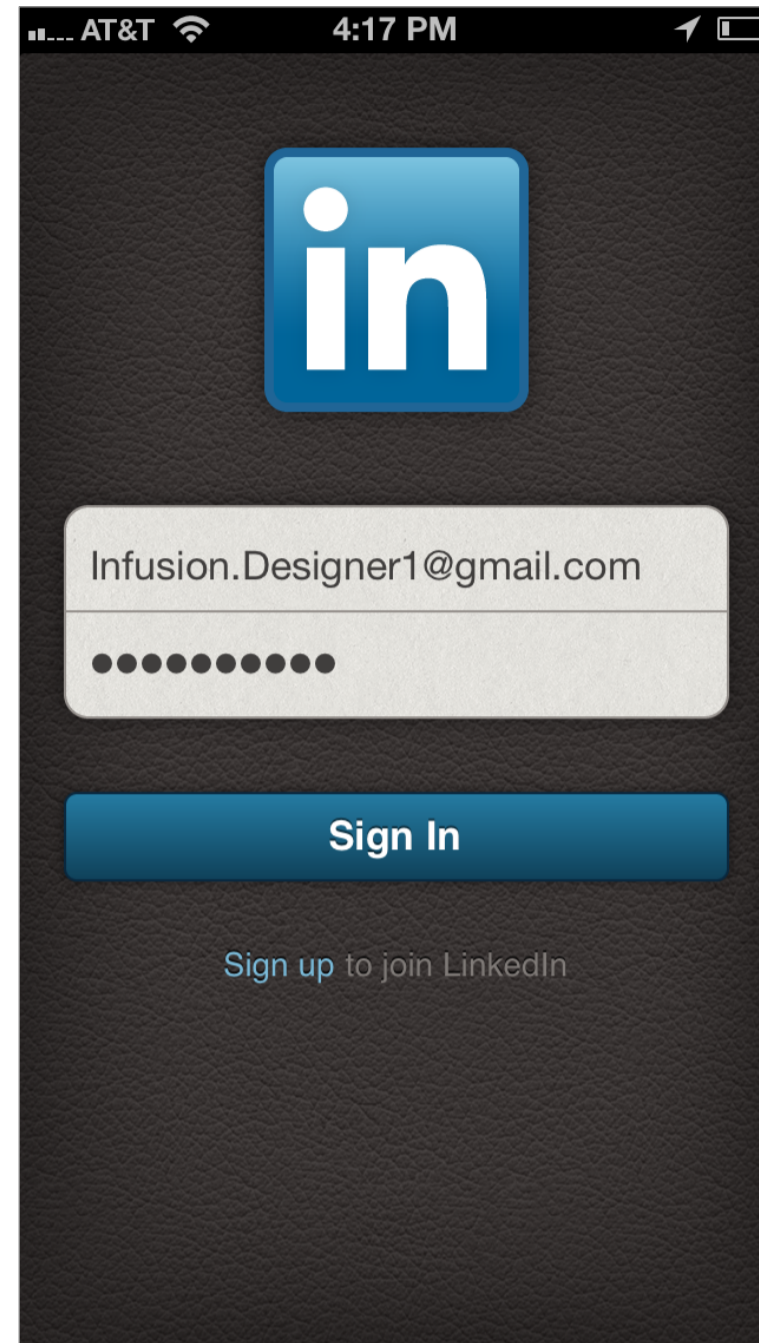
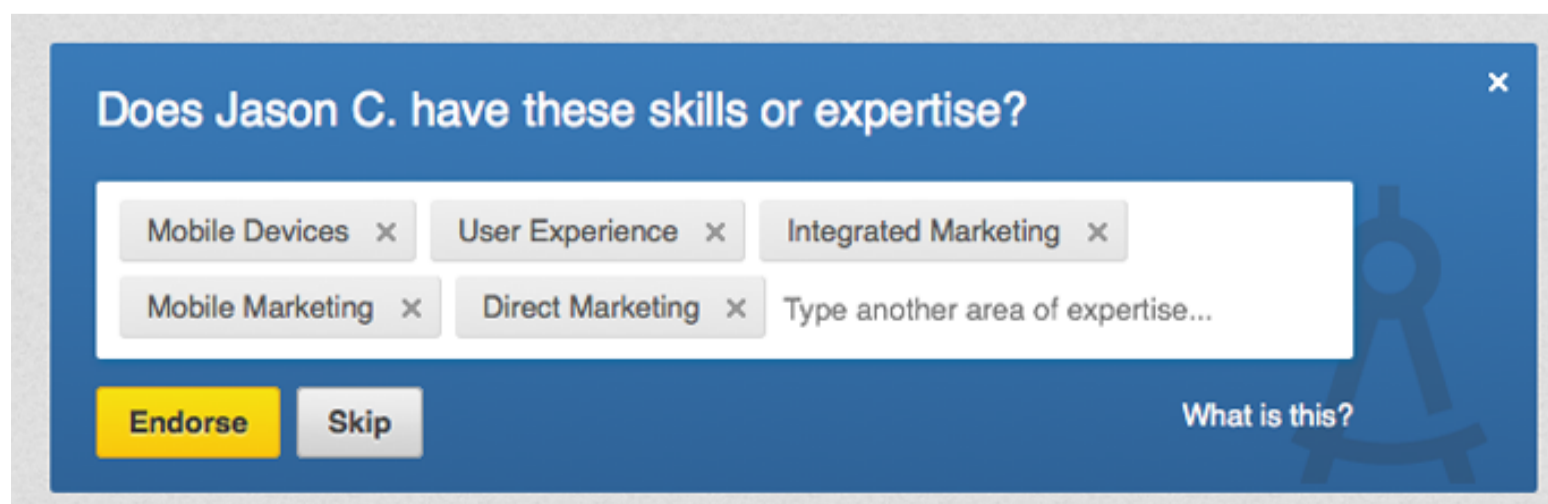
A status bar shows them where they are in the process.

User can skip steps.

Once the user completes or views all the steps, they are brought to their profile where they are encouraged to complete the steps the previously skipped.

Forms are generally intuitive.

Visitors of profiles are asked to validate skills uncovered by the LinkedIn algorithm:

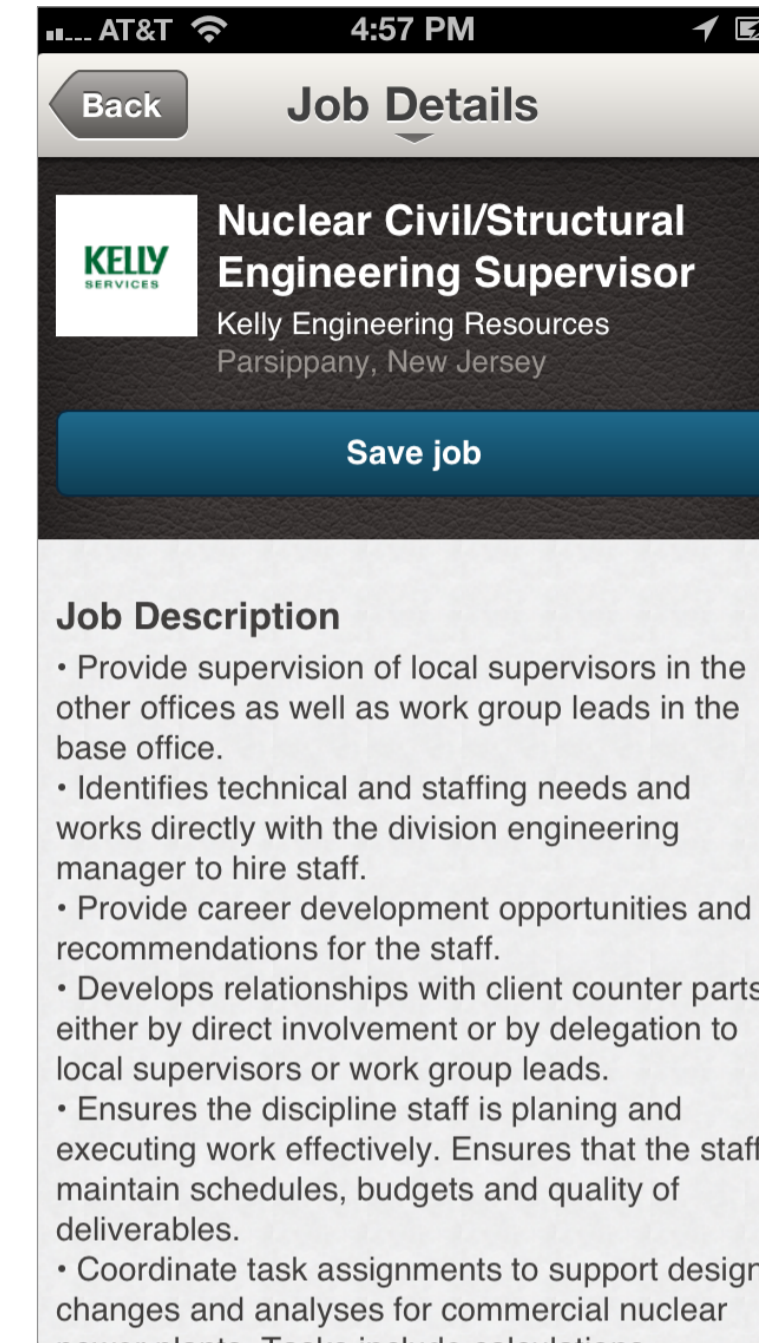
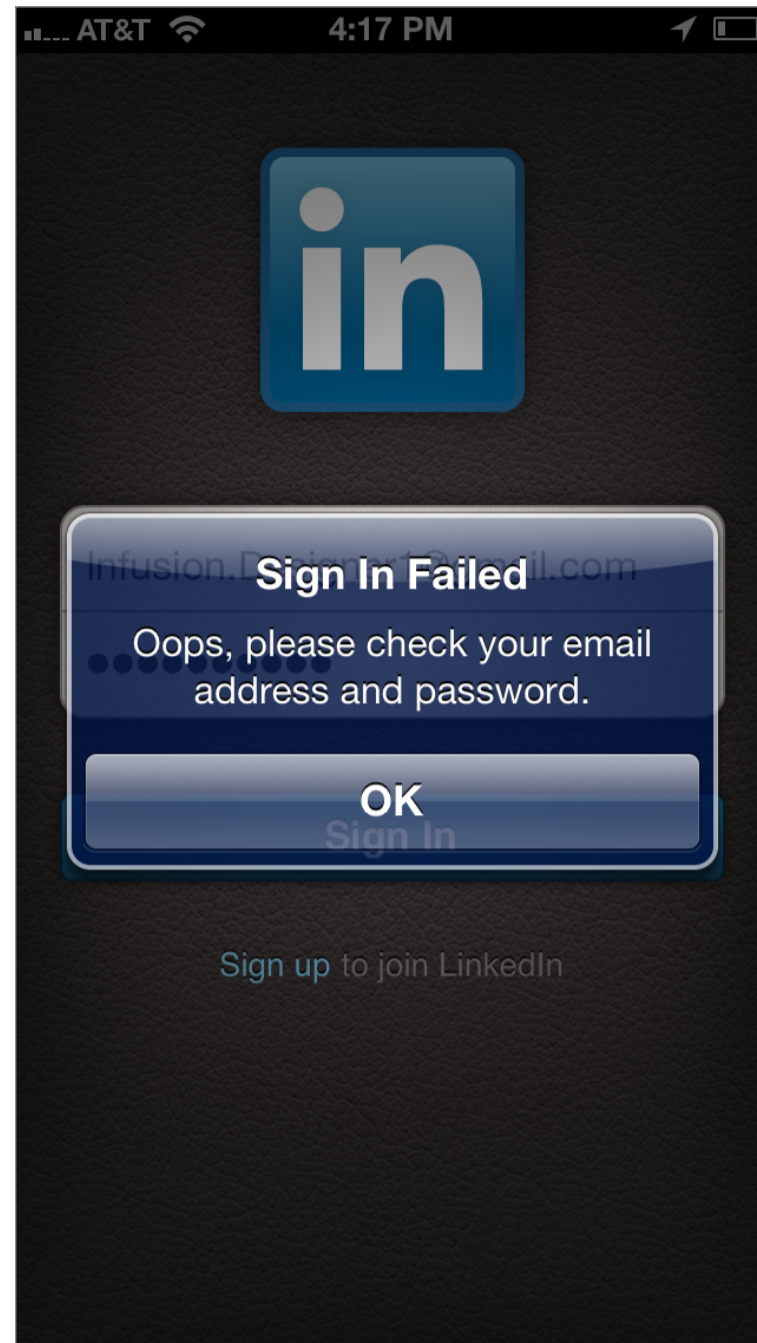


**Summary:**

The app re-directs to the mobile site with out explanation, creating confusion. There doesn't seem to be a difference between the app and the mobile site. This puts the value of the app into question, beyond it's function as a bookmark. Authentication and automation is a serious issue on shared devices.

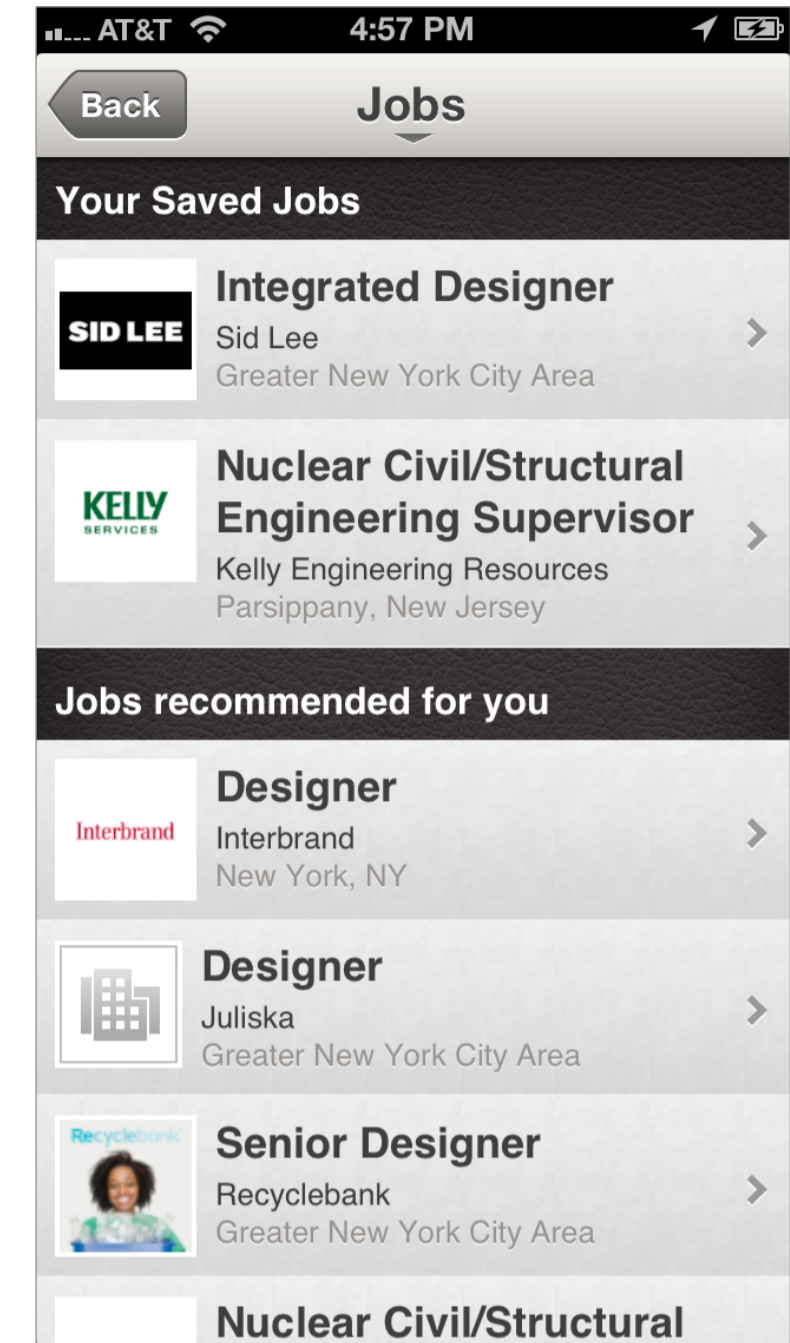
**- Mobile Sign In:**

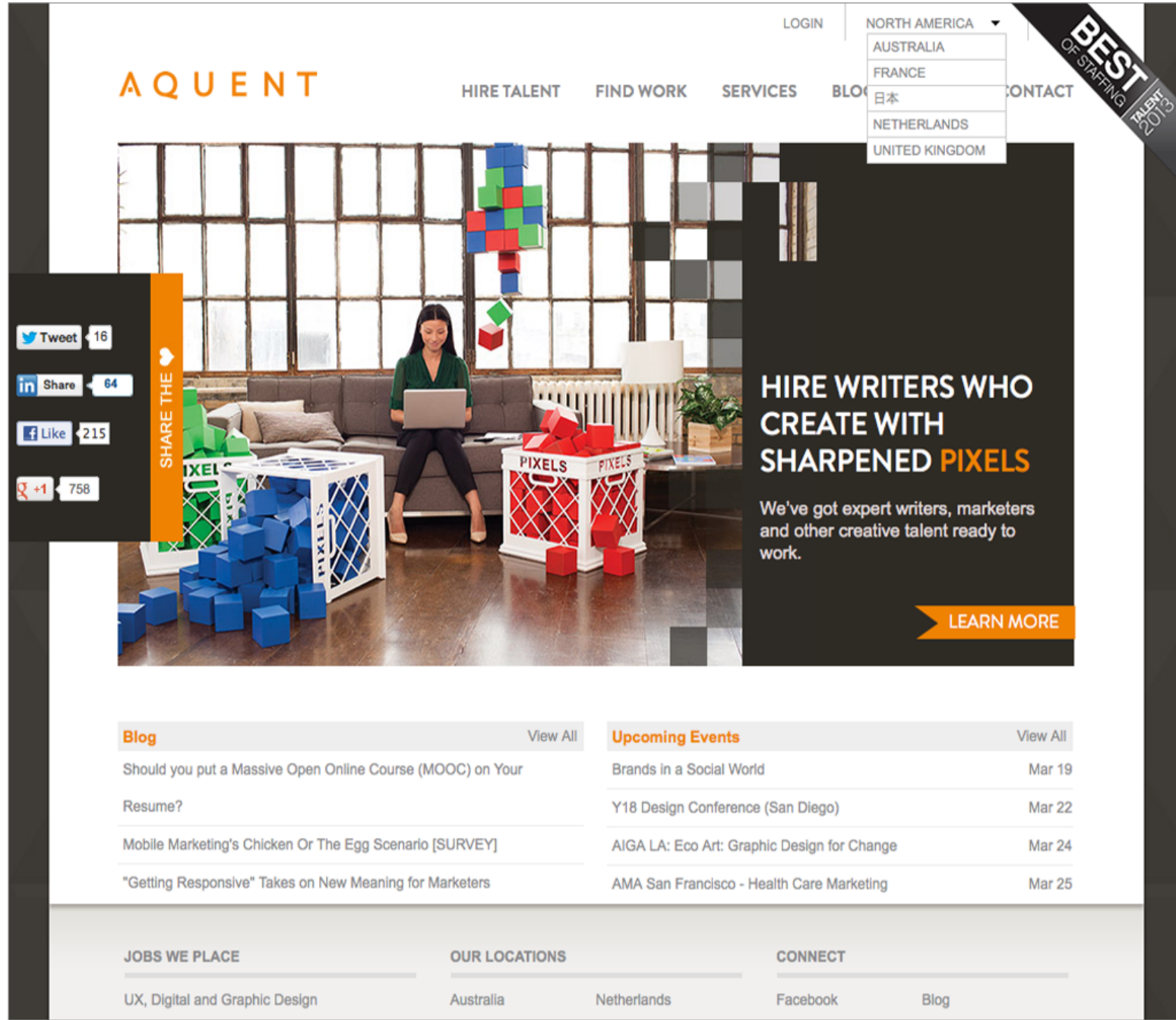
- If you have a sign in problem within the app, there is no help or password retrieval process. The only option you have is to click "Sign Up".
- When changing a password using using a gmail account, the app conveniently re-directs the user to gmail so they can retrieve the re-set password link. However, on resetting the password, there is no way to distinguish which account password you are resetting.



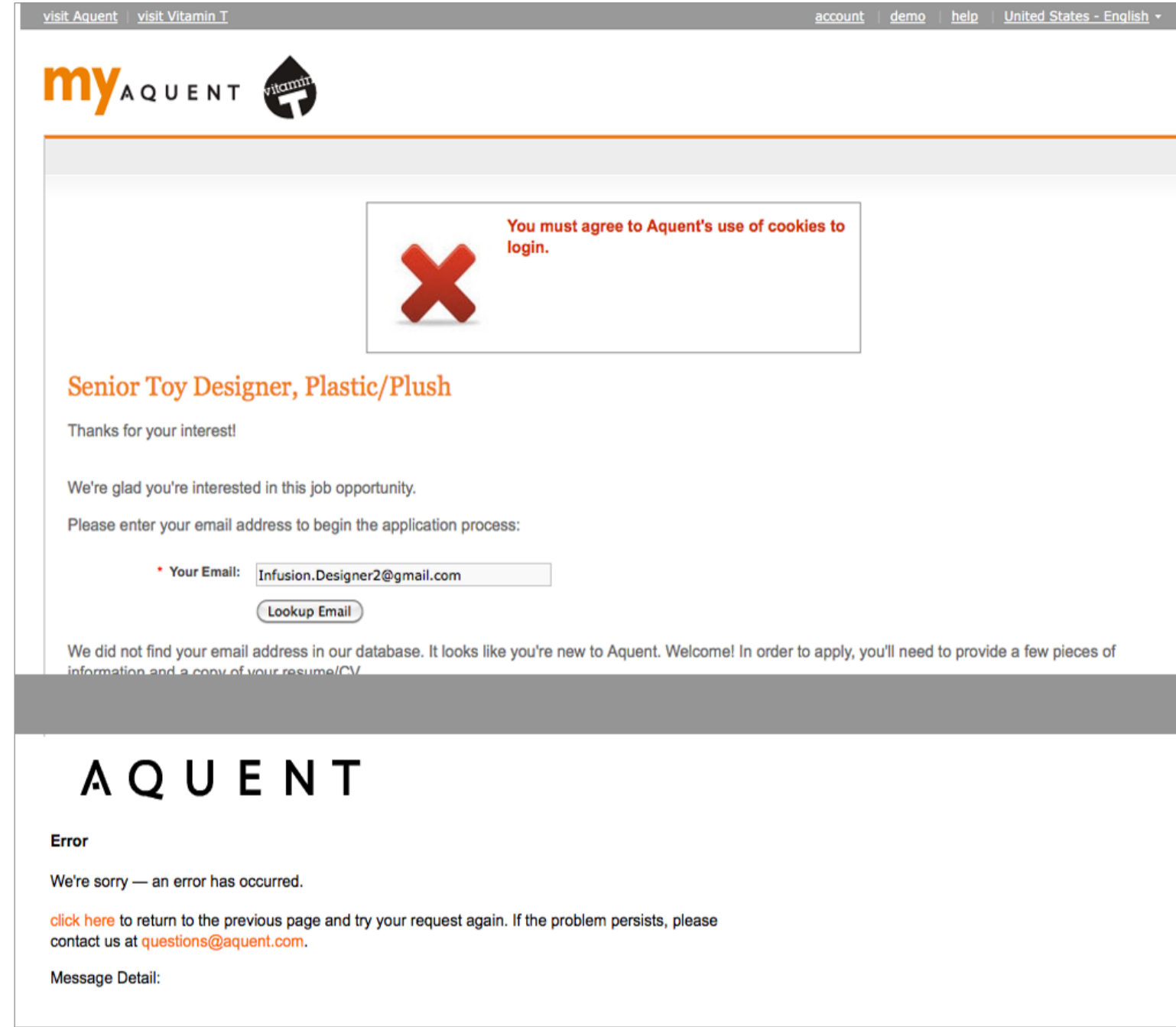
**Summary:**

When using the app, users can view recommended jobs and save them, but there is no way to apply or search for jobs.

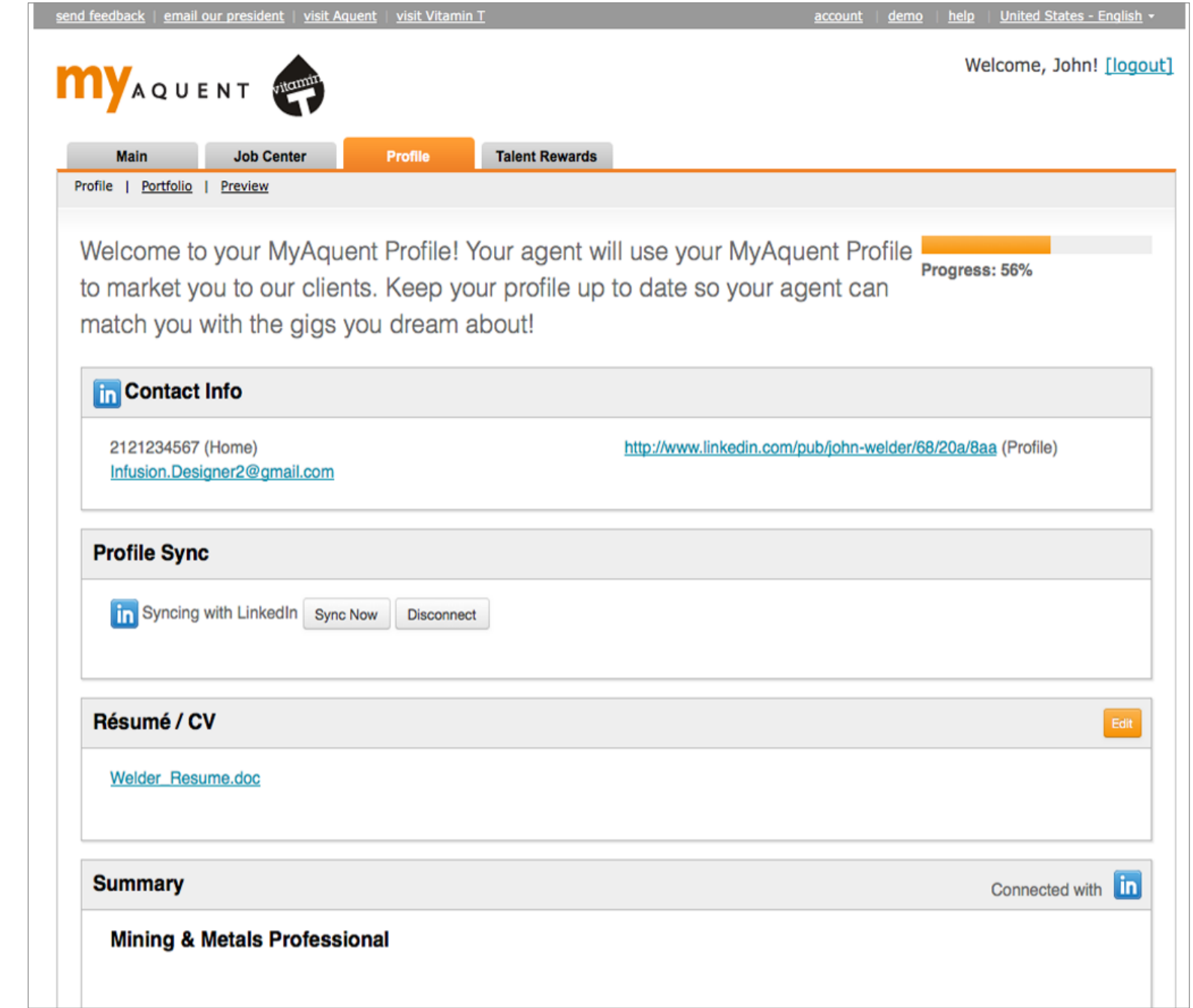




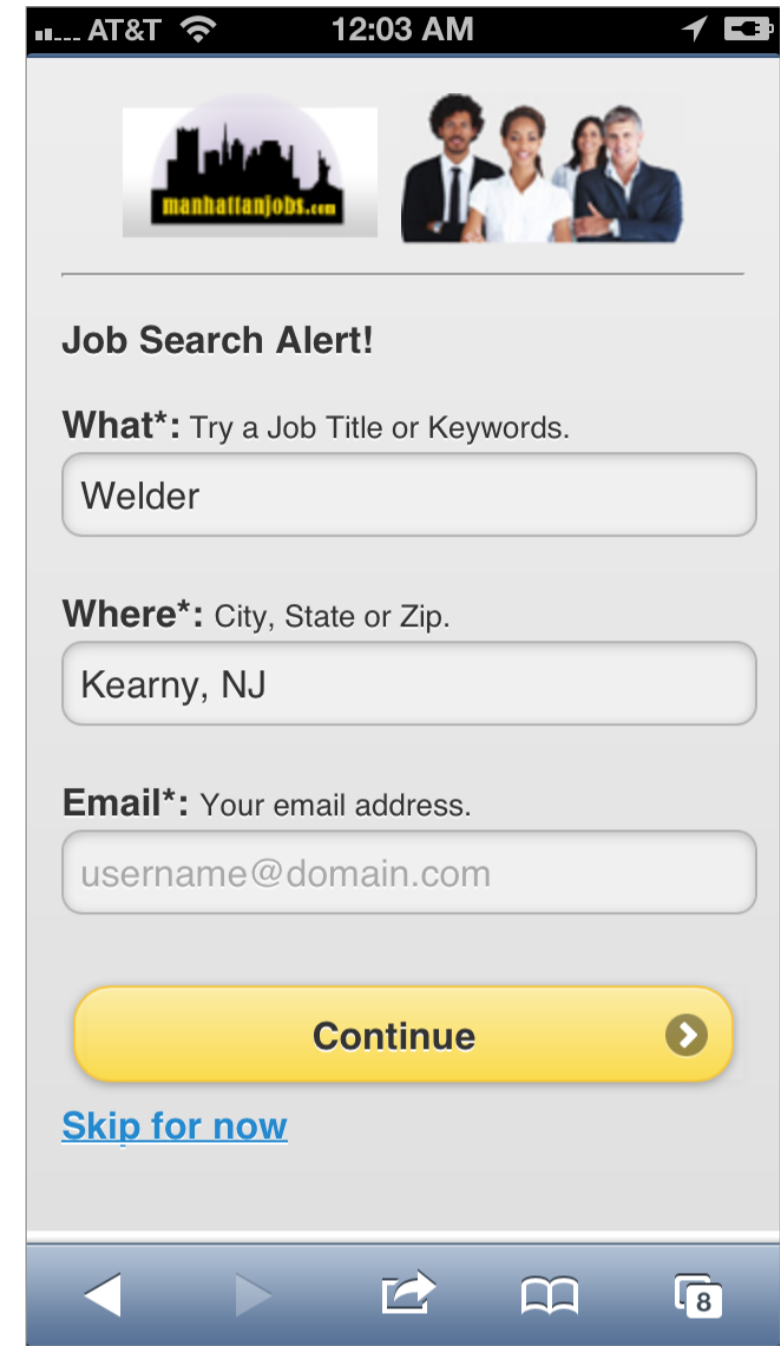
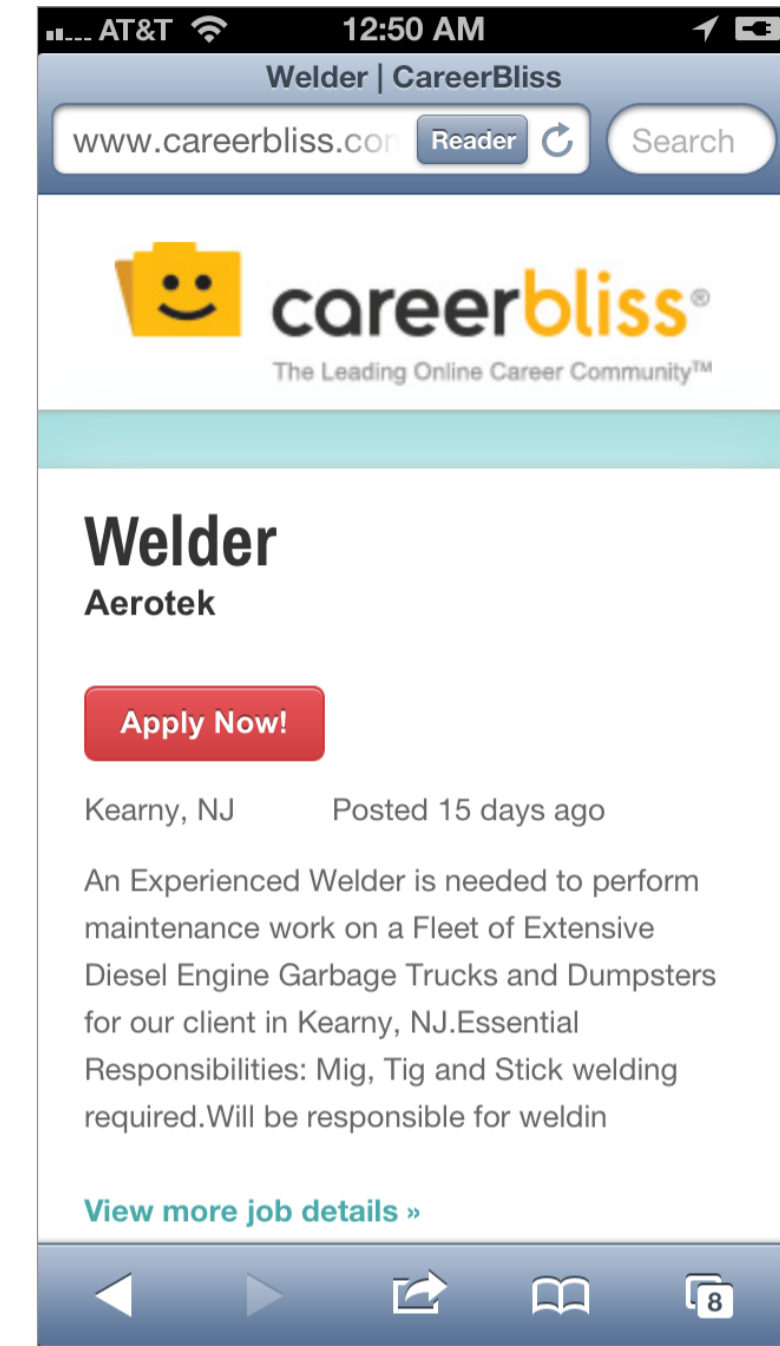
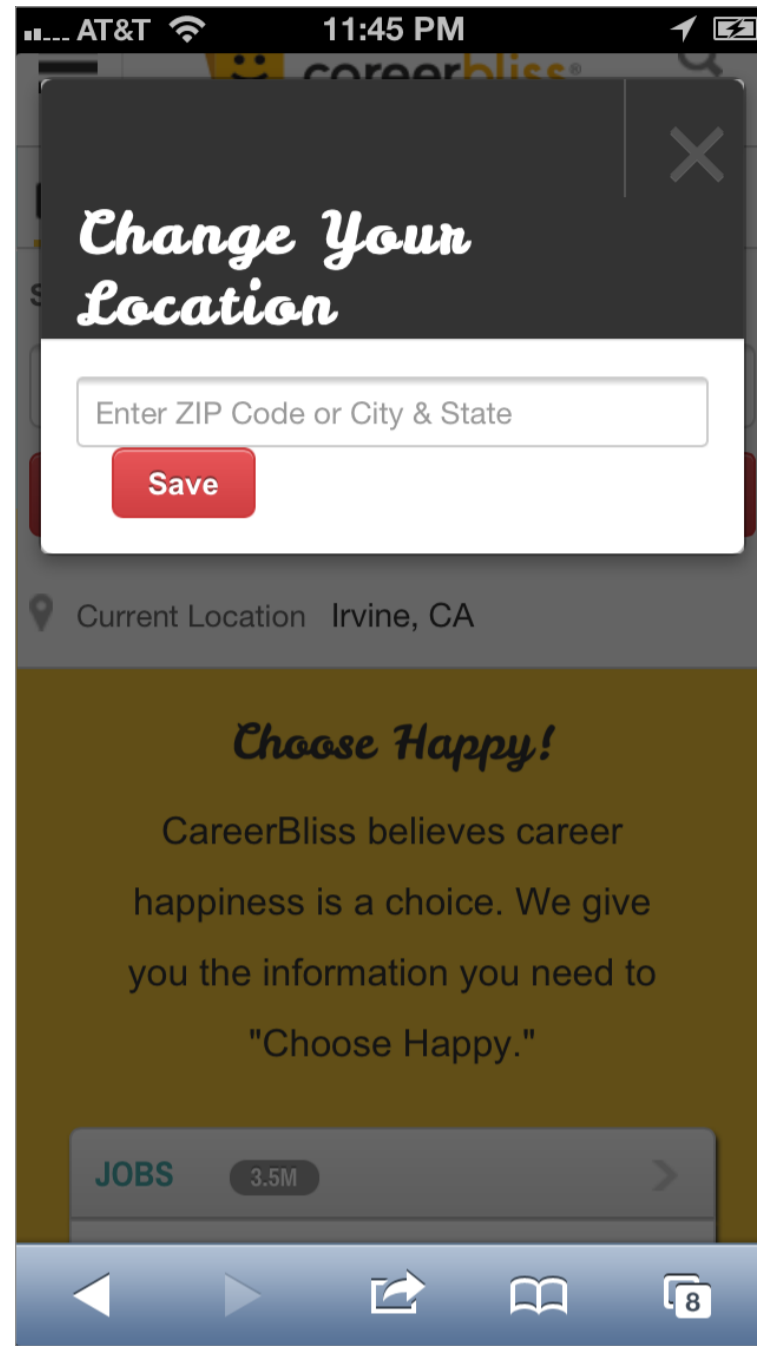
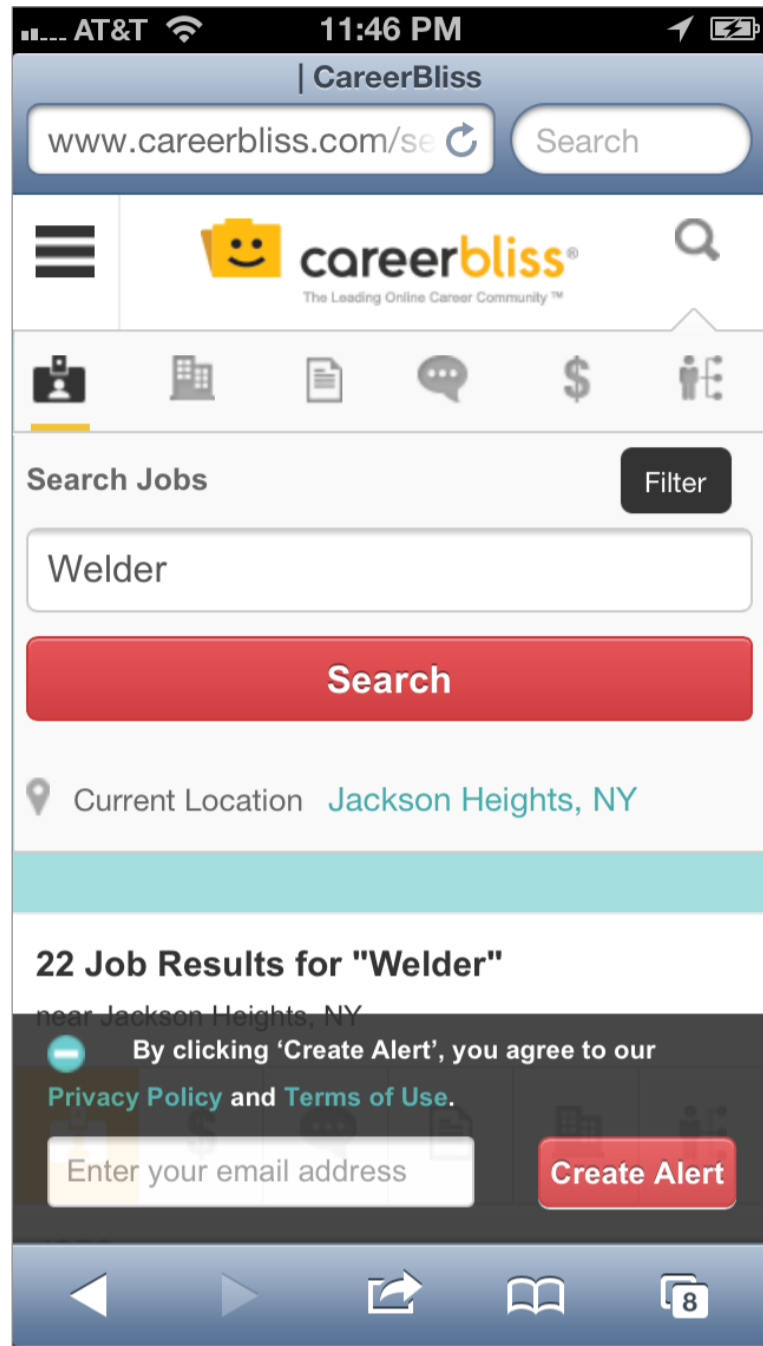
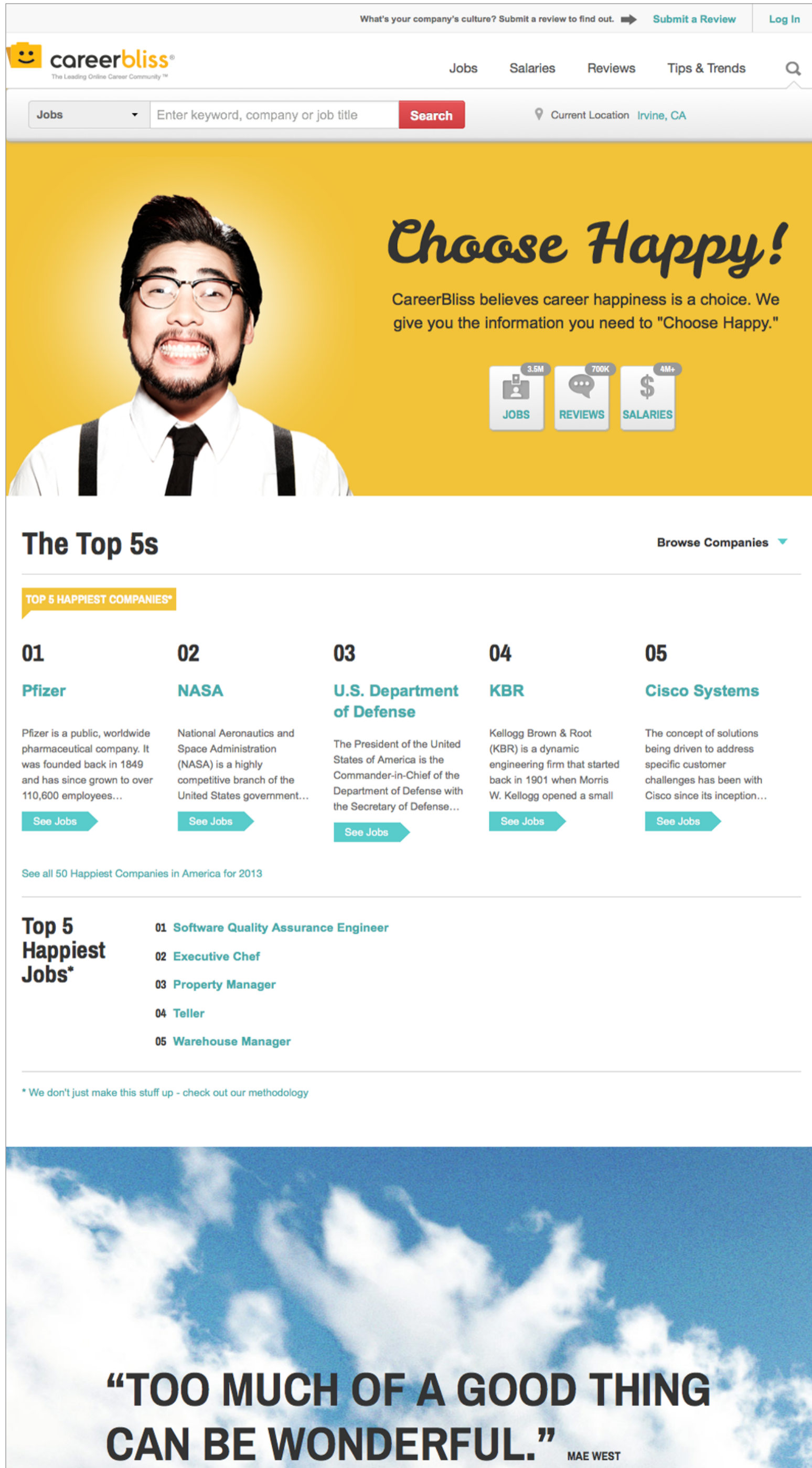
**Summary:**  
 The website and the mobile site have good parity and overall the user experience is fine. The level of complexity for registration and applying is lower as Aquent is a nice firm. The thing that sets Aquent apart from the other sites reviewed so far is that in terms of site structure, they put clients before candidates and associates.



**Summary:**  
 Application only takes about 2 minutes, but the form incorrect in terms of required fields. There was also a server error.



**Summary:**  
 Once the user has registered, they can link their profile with their LinkedIn account. The form itself indicates which elements are synced which is a helpful level of granularity.



**Summary:**

The branding and marketing of CareerBliss literally can't be overlooked. It is highly differentiating. The site appears to be fully responsive but with some glitches with translation to mobile. Problems encountered related to content extending beyond the viewable area and contextual issues with the spawning of multiple windows.

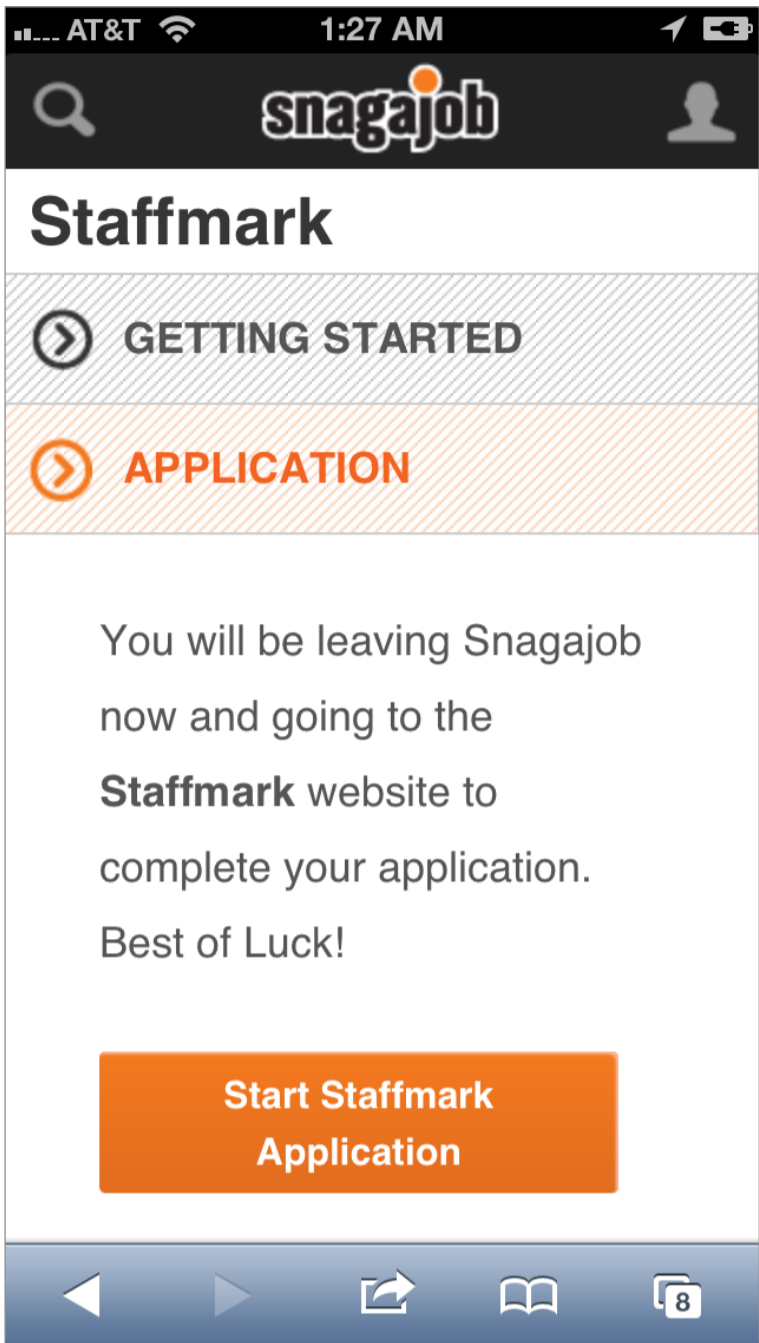
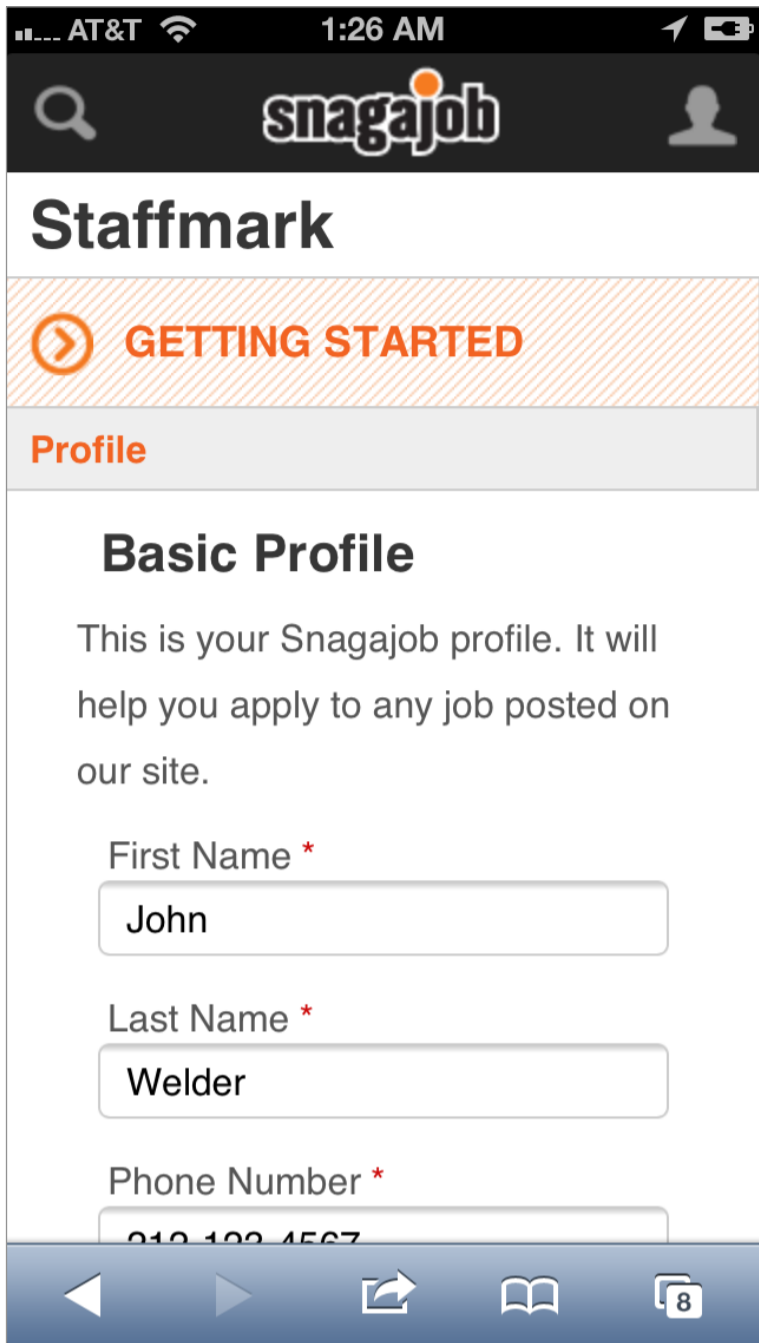
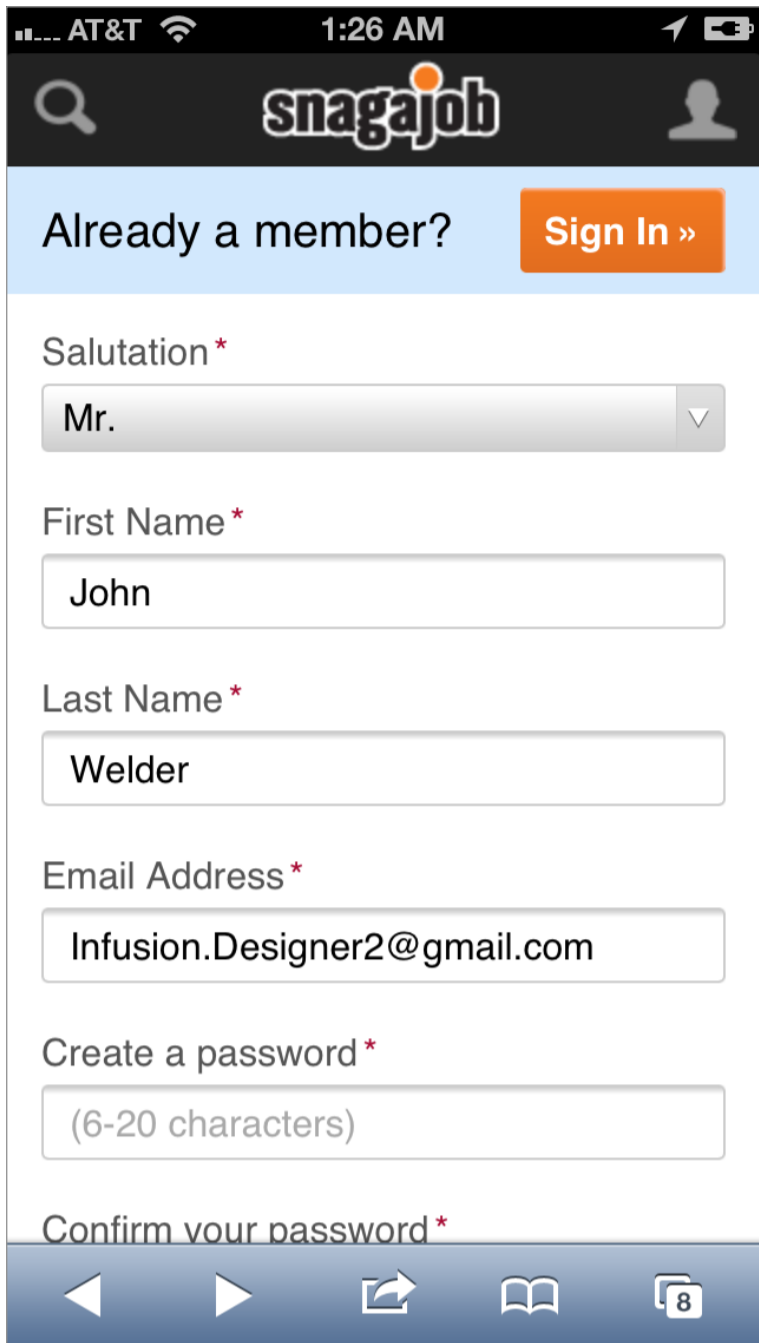
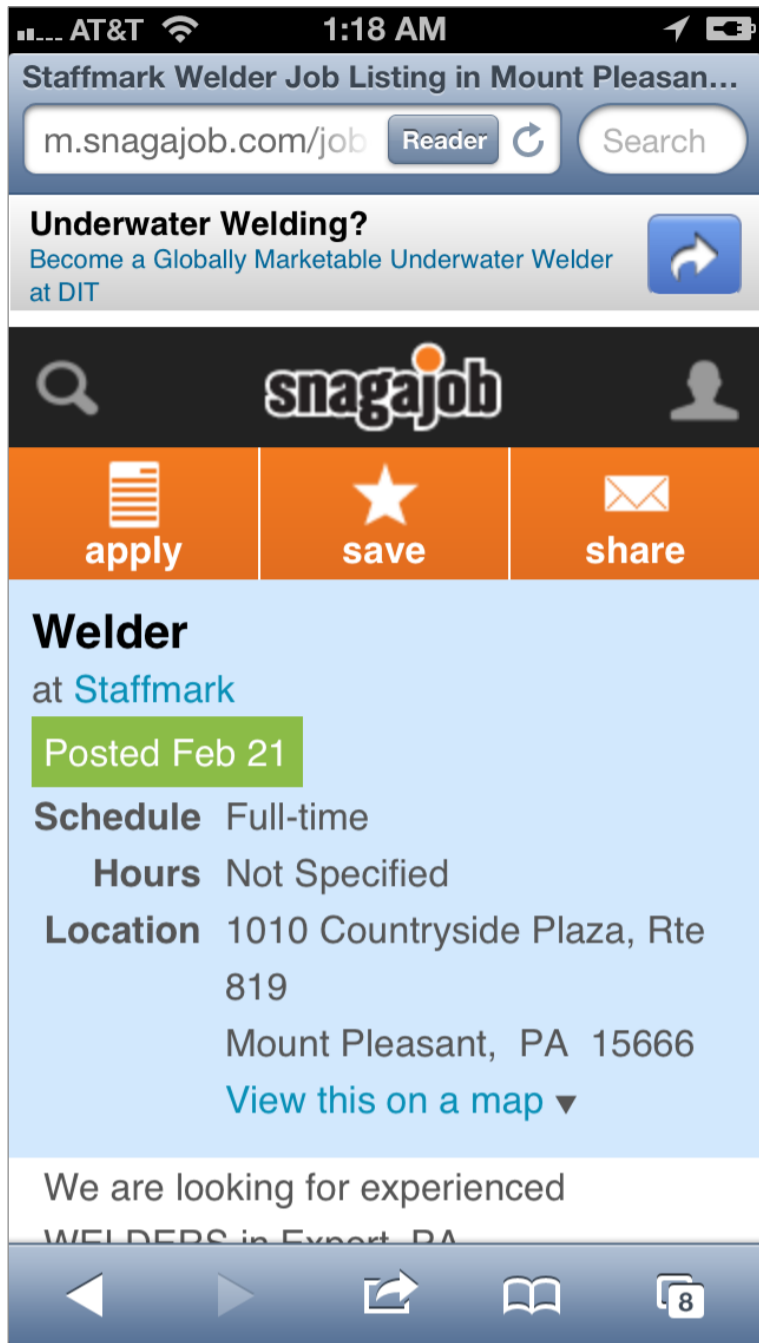
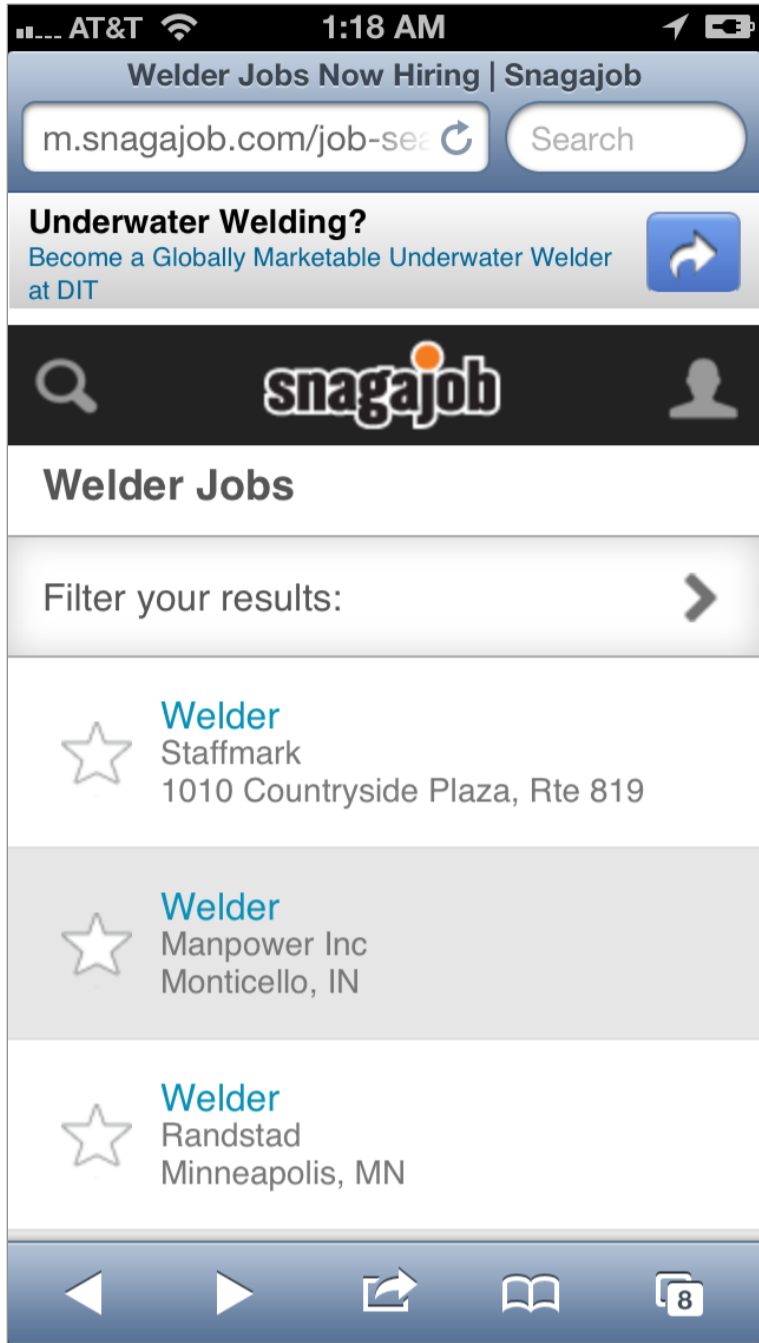
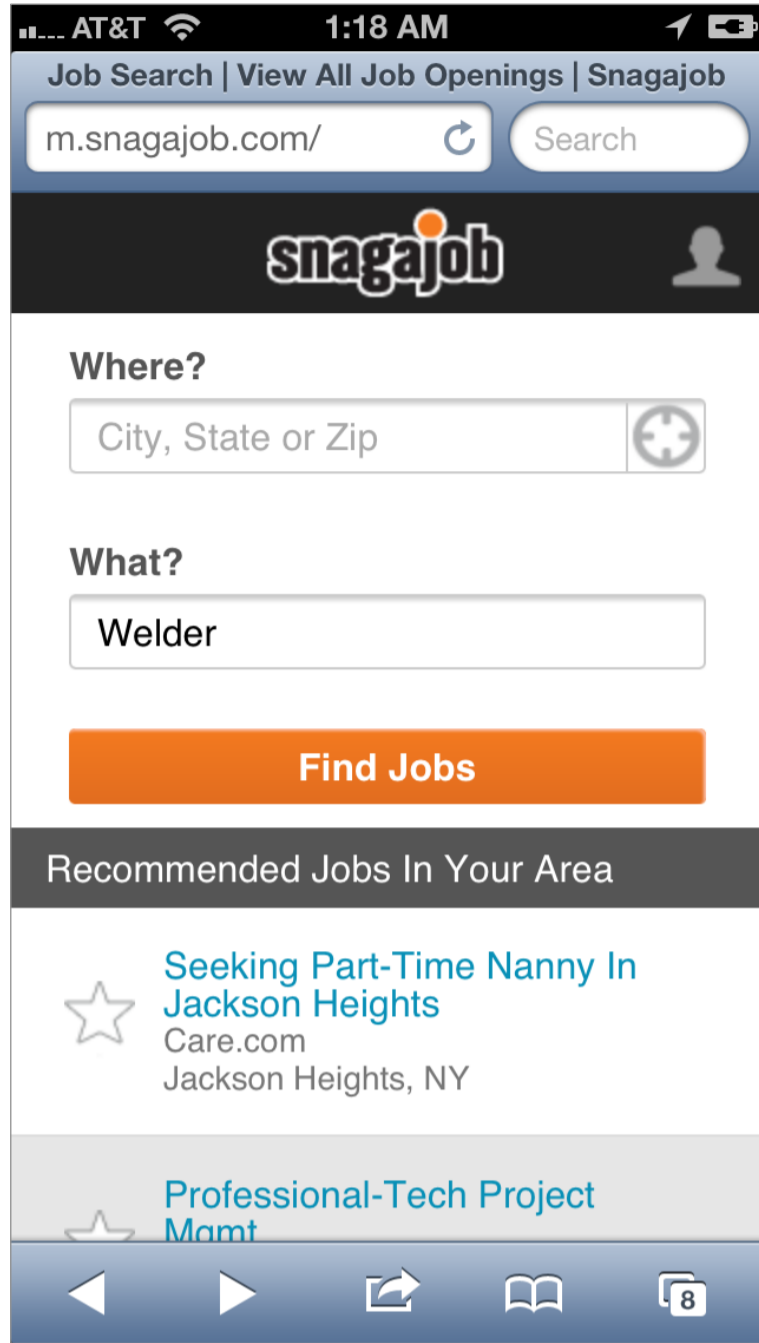
**Progressive Data Collection:**

- User can search for a job and view results very easily. Once search results are shown, the user is prompted to create an alert. CareerBliss combines and opt-in with that action, saving a step.
- The search results will likely be in the wrong (unless you live near Irvine Ca), so the user will be motivated to change the default location.

**Summary:**

Viewing a job shows a nicely formatted and readable page.

- Clicking "Reader" a button that shows in the web address bar, shows only the text.
- When applying, the user is taken out of the experience completely.



**Summary:**

A simple mobile site that is easy to use, but does not reward the user for time spent.

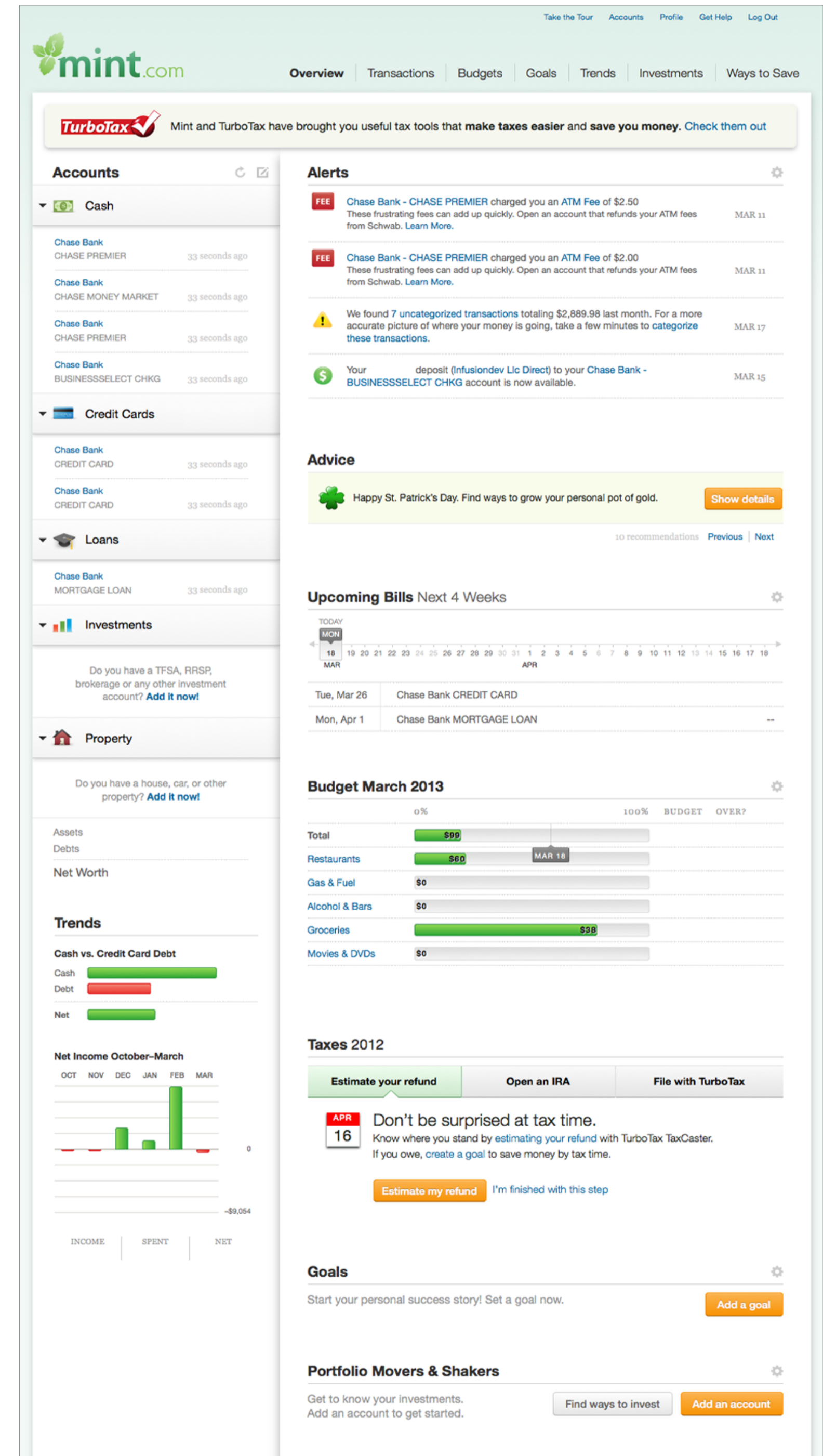
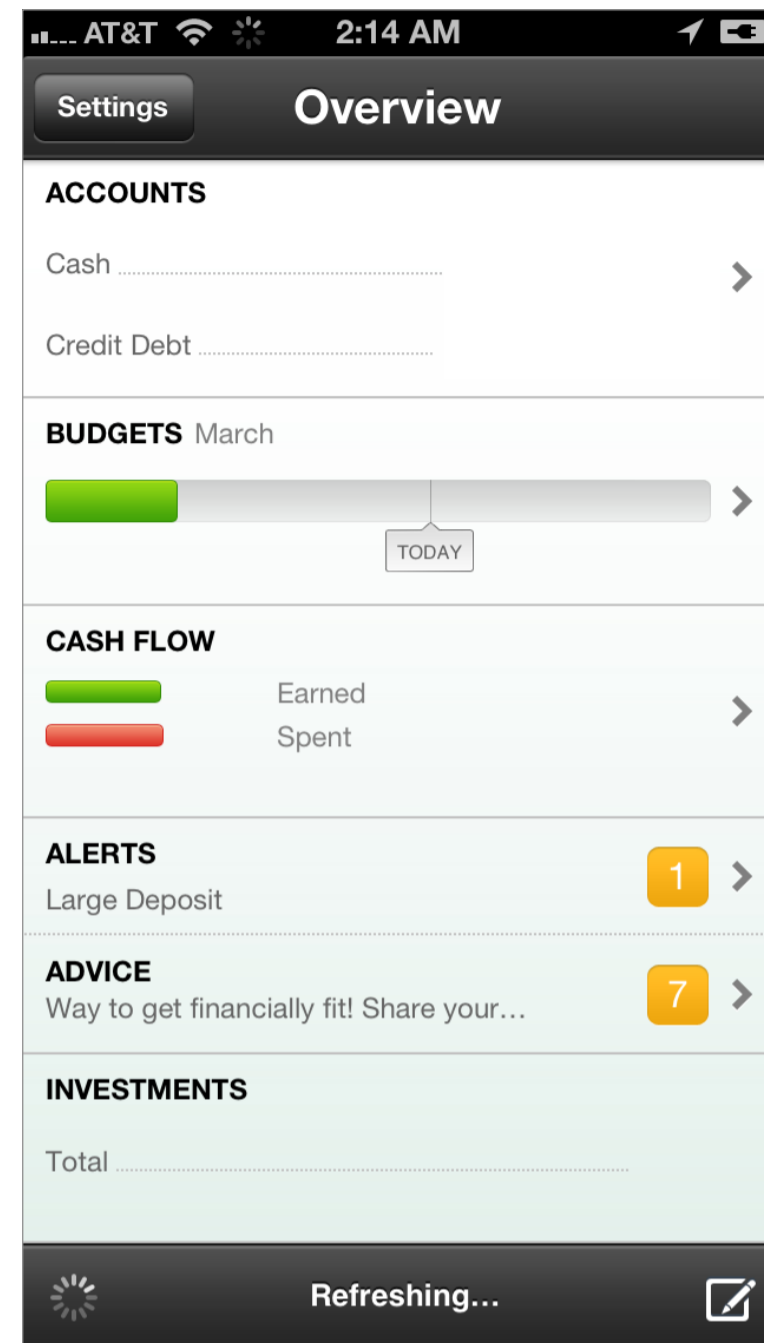
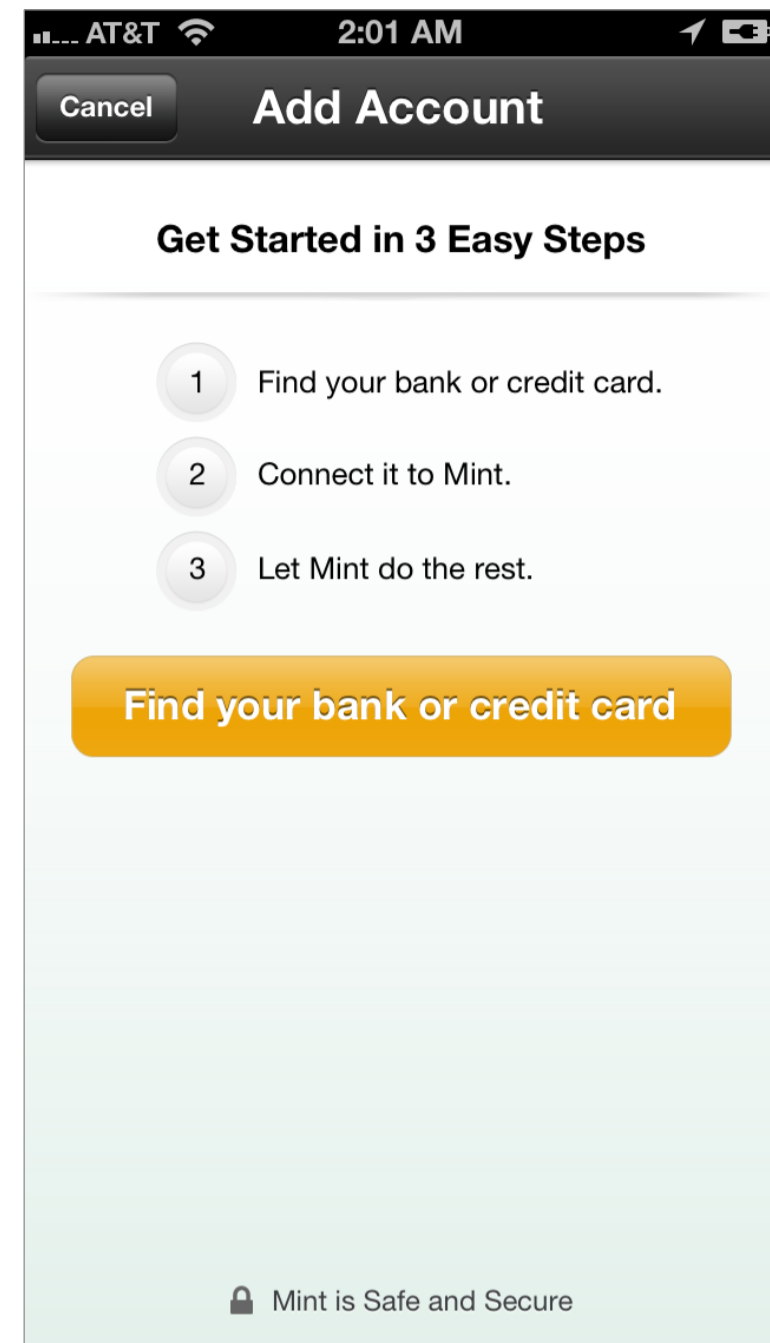
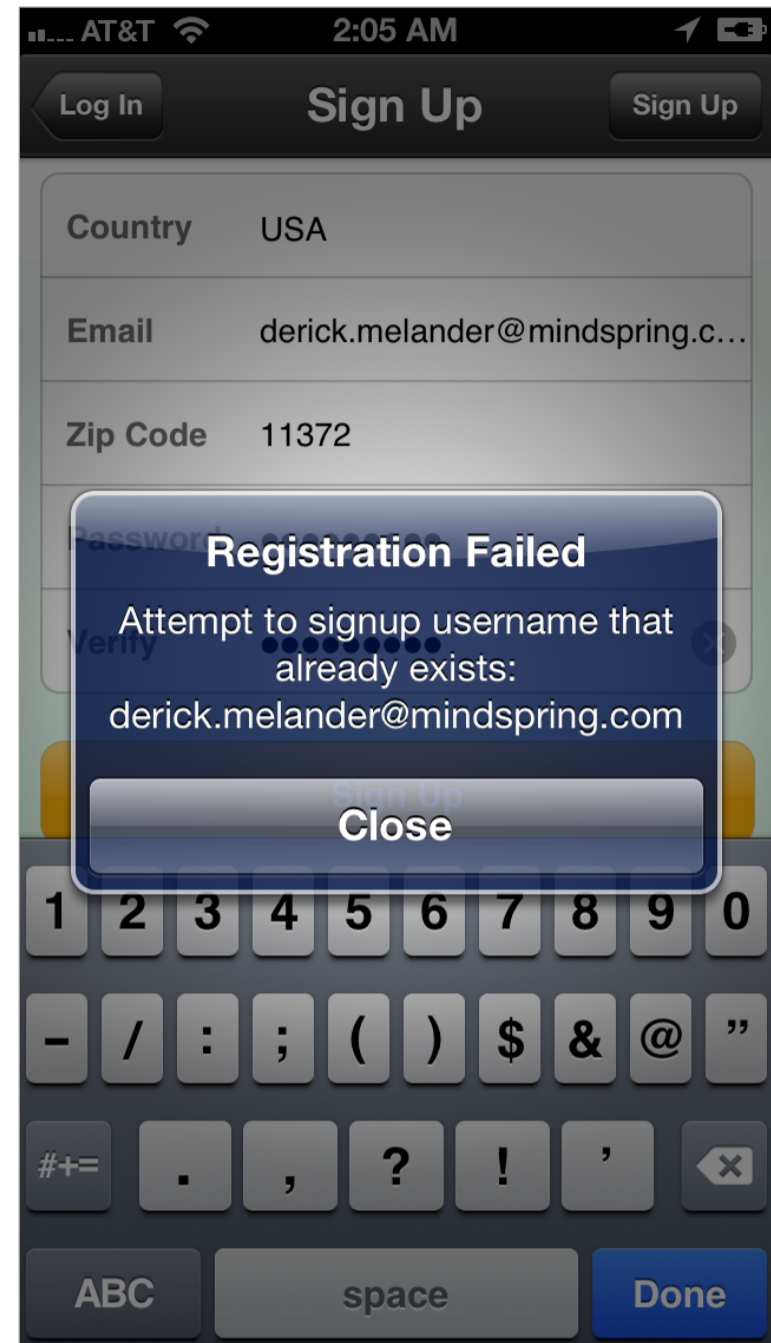
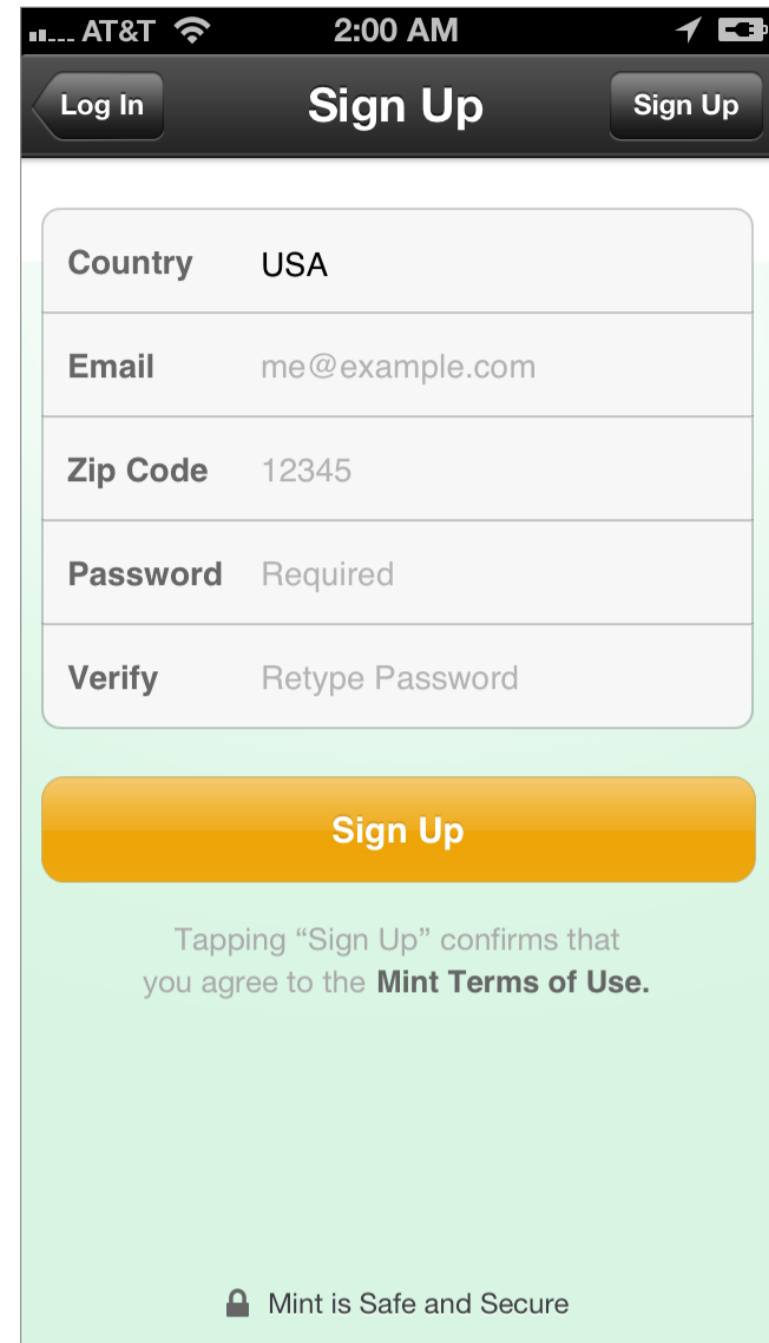
- Mobile site identifies the user's current location without any user input.
- When performing a search for a keyword, the location radius is system driven with no ability for user control.
- There is advertising throughout. Some of the advertising is for educational institutions. During registration, the user is asked to indicate their interest in education, which has a potentially negative effect on credibility.

**Summary:**

There is no social media integration so registration is a fully manual process. It is a short form however.

**Summary:**

- After becoming a member, the user is shown the data they just entered, and asks for a few more data points.
- The user then views confirmation that they have completed registration (the bar is grey'd out) and is informed that they will be leaving the site to submit their application.
- Unfortunately, once on the 3rd party site, they are asked to re-register.

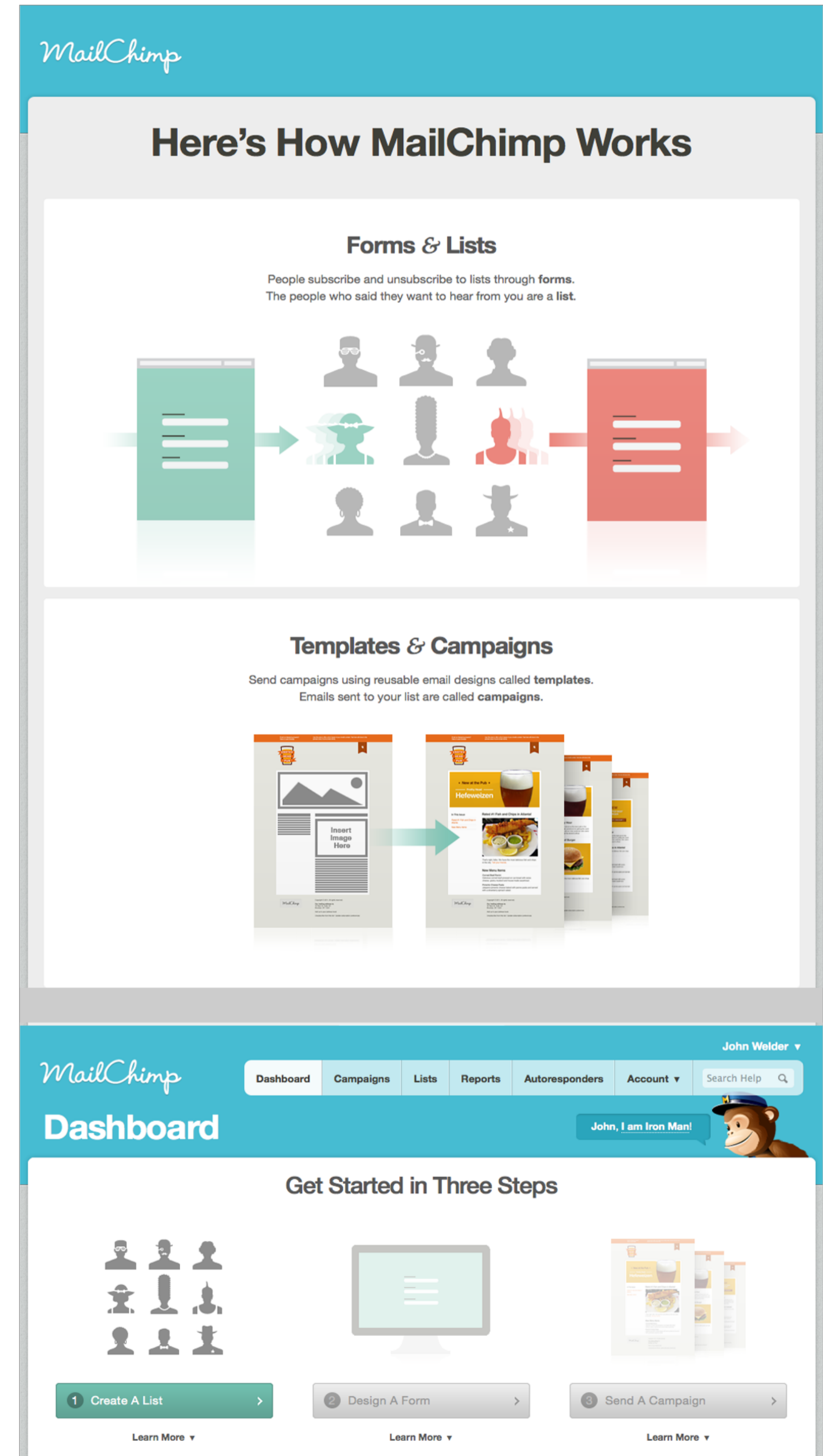
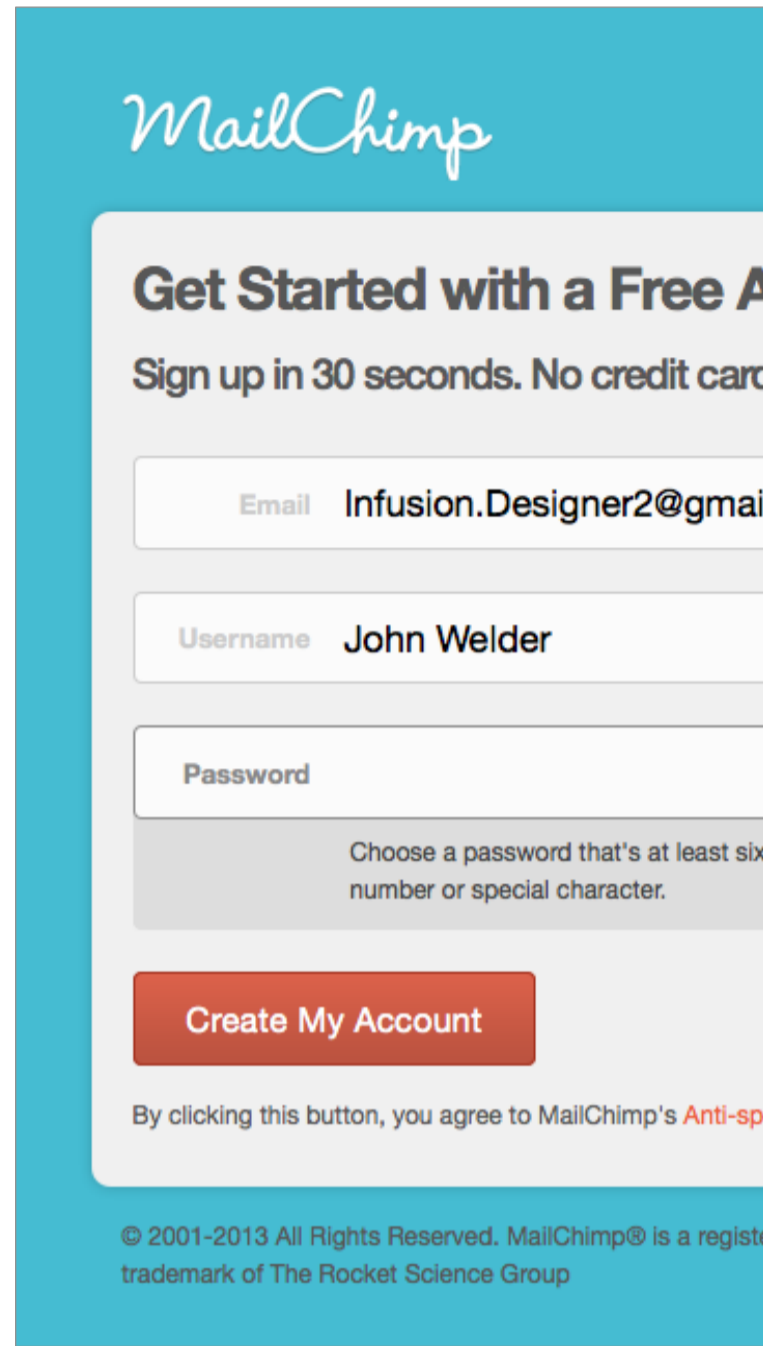
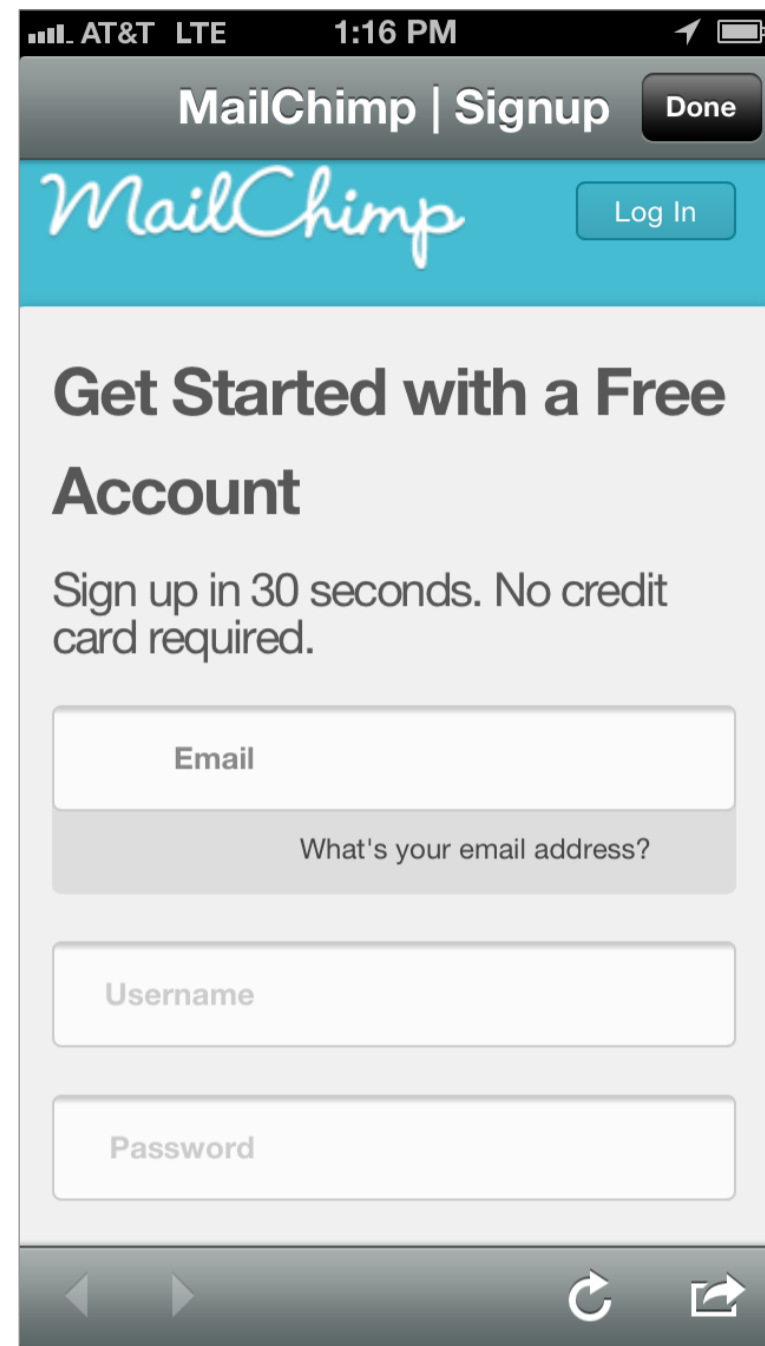
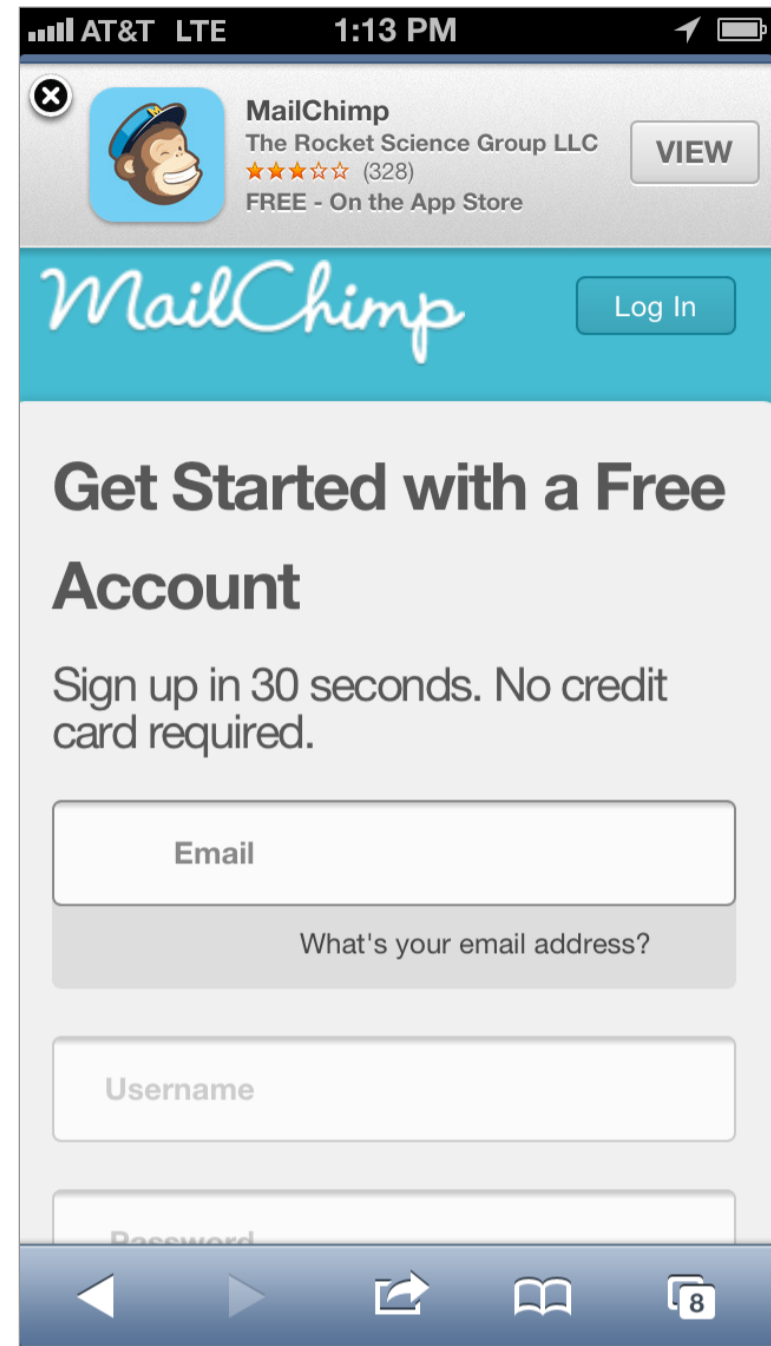
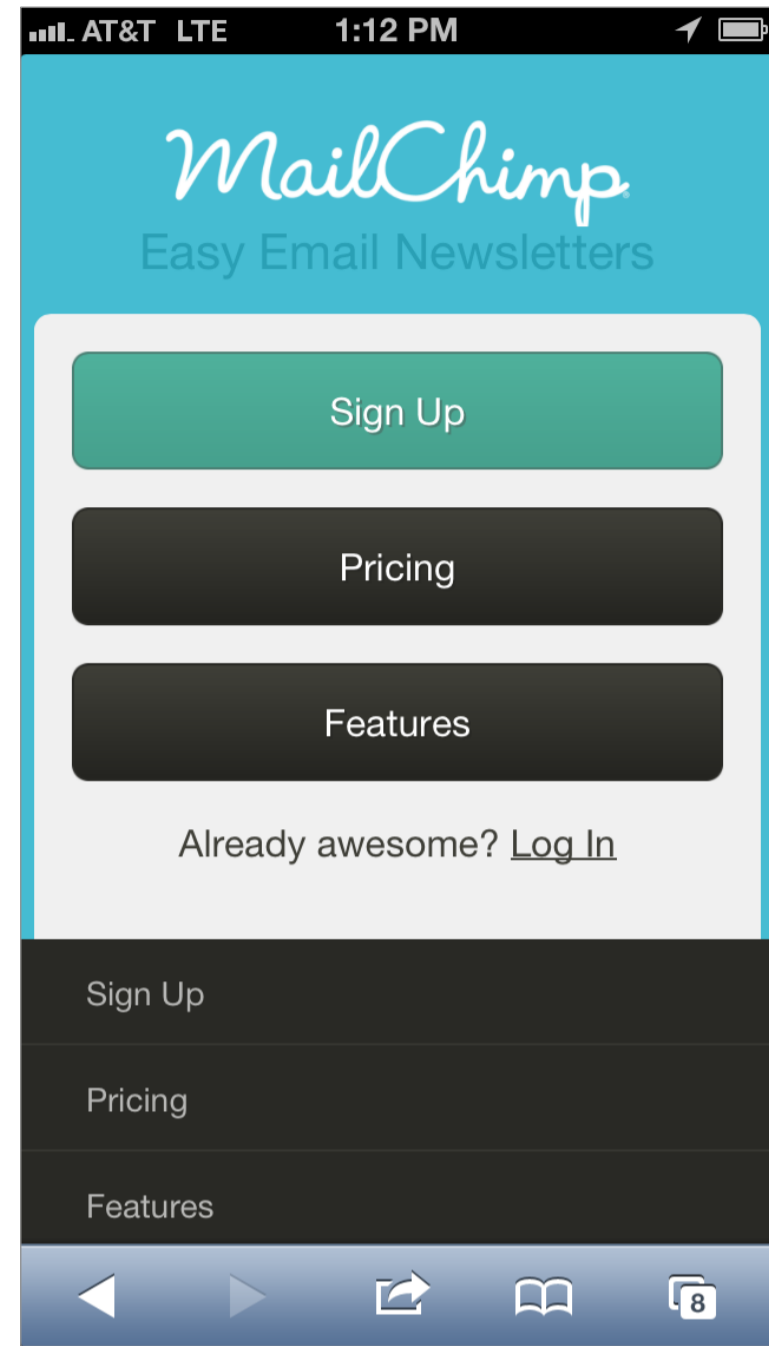


**Summary:**

- There is no way on the mobile site to re-set your password. If you can't log in your only option is to re-register, which will fail if your email address is recognized.
- If the user is able to access the system, they will be able to change their password on the website.

**Summary:**

- The minimal interface and the 3 step process communicates ease and efficiency. This promise is fulfilled with a data rich summary of your accounts (numbers scrubbed out in this view).
- Outside of password issues, the app and website are easy to use and well designed.



**Summary:**

The MailChimp site is extensive with a high level of flexibility and consistency. The site is very easy to use with in flow help and hooks into other systems to reduce workload. In the example on the right, the web app is promoted but the user can X it out.

**Responsive Design:**

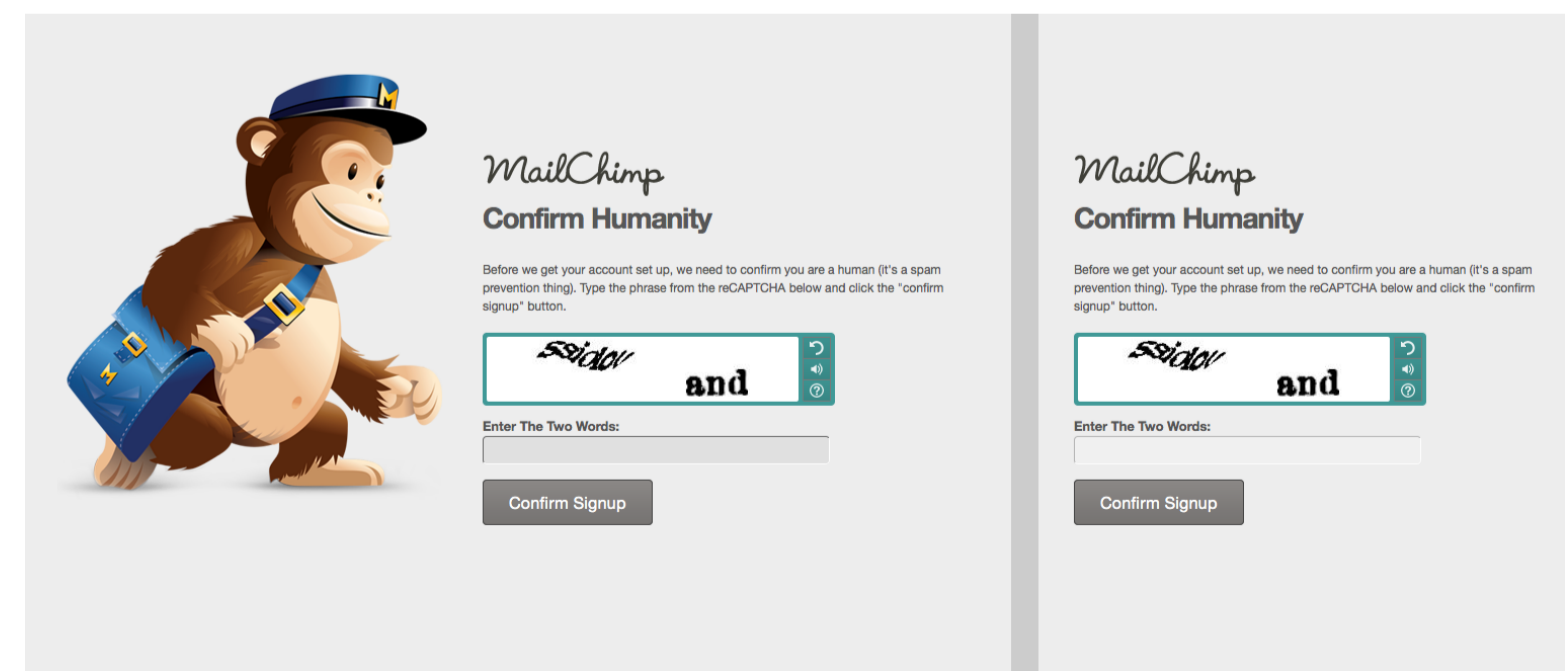
Branding is unique and attention getting but doesn't trump functionality. As seen below, on large screens, we see a branded element, on smaller, it is hidden.

**Summary:**

The image on the right in the previous column and the two images above all show the same content. to the left, the mobile site, in the center, the app and on the right, the website.

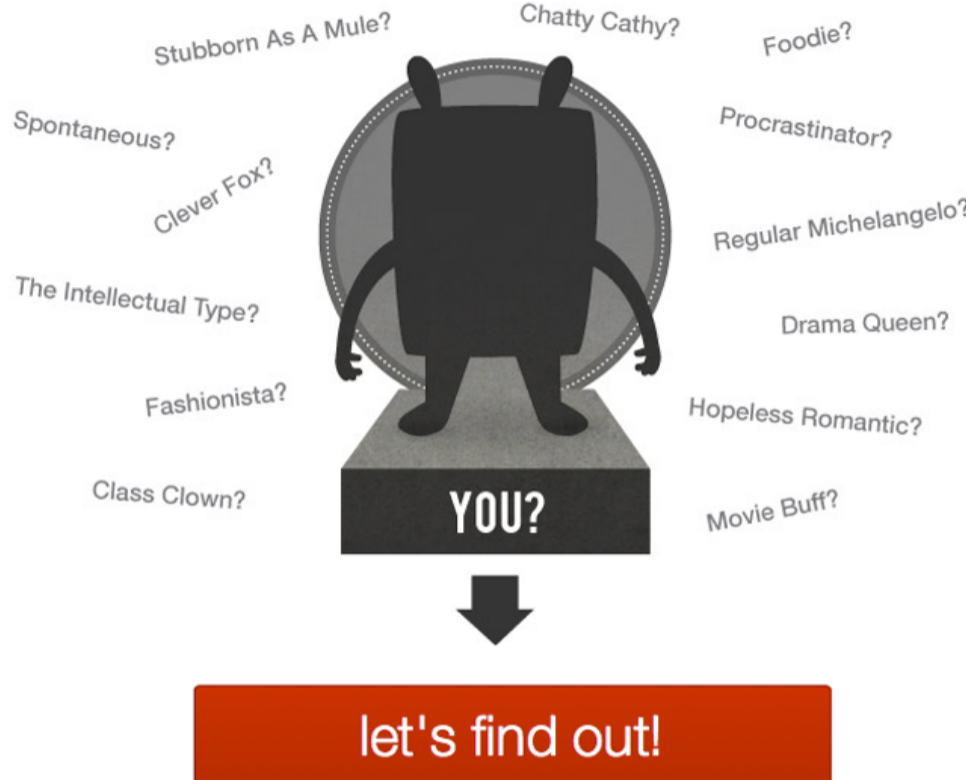
The inline messaging that states "Sign up in 30 seconds" is a good example of setting expectations. Also of note is the in-line help messaging for the required fields.

Once the user has set up there account, they are shown colorful, image driven instructions about how to use mail chimp and how to get the most from the service.



# hunch

Can Hunch find your Taste Monster?



[hunch](#) [privacy policy](#)

**Summary:**

The gamification of profile creation. The tool is, entertaining, engaging and easy to use, although I did encounter some glitches.

Once you select an option on the site, the back button is disabled. And once you use one of the the tools, there is no way to get back to the home screen.

Within the Facebook app, once you answer the first question, you have to complete all 20. I clicked the back button and it started over.

# hunch

Answer 20 questions  
(don't worry, this will only take a minute)

Question 1

Do you live in the suburbs, city or a rural area?



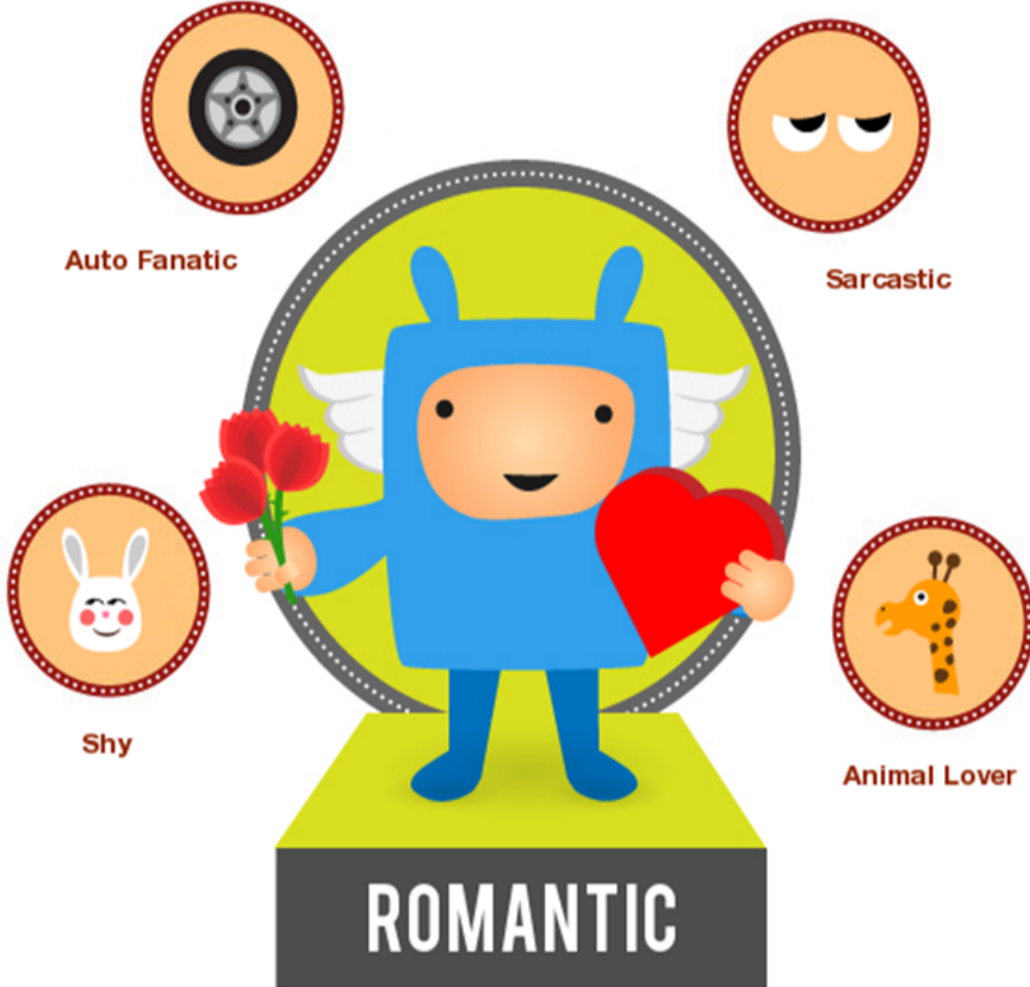
In the suburbs    In a major city    In a rural area

skip

**Summary:**

Questions are visually driven and often humorous.

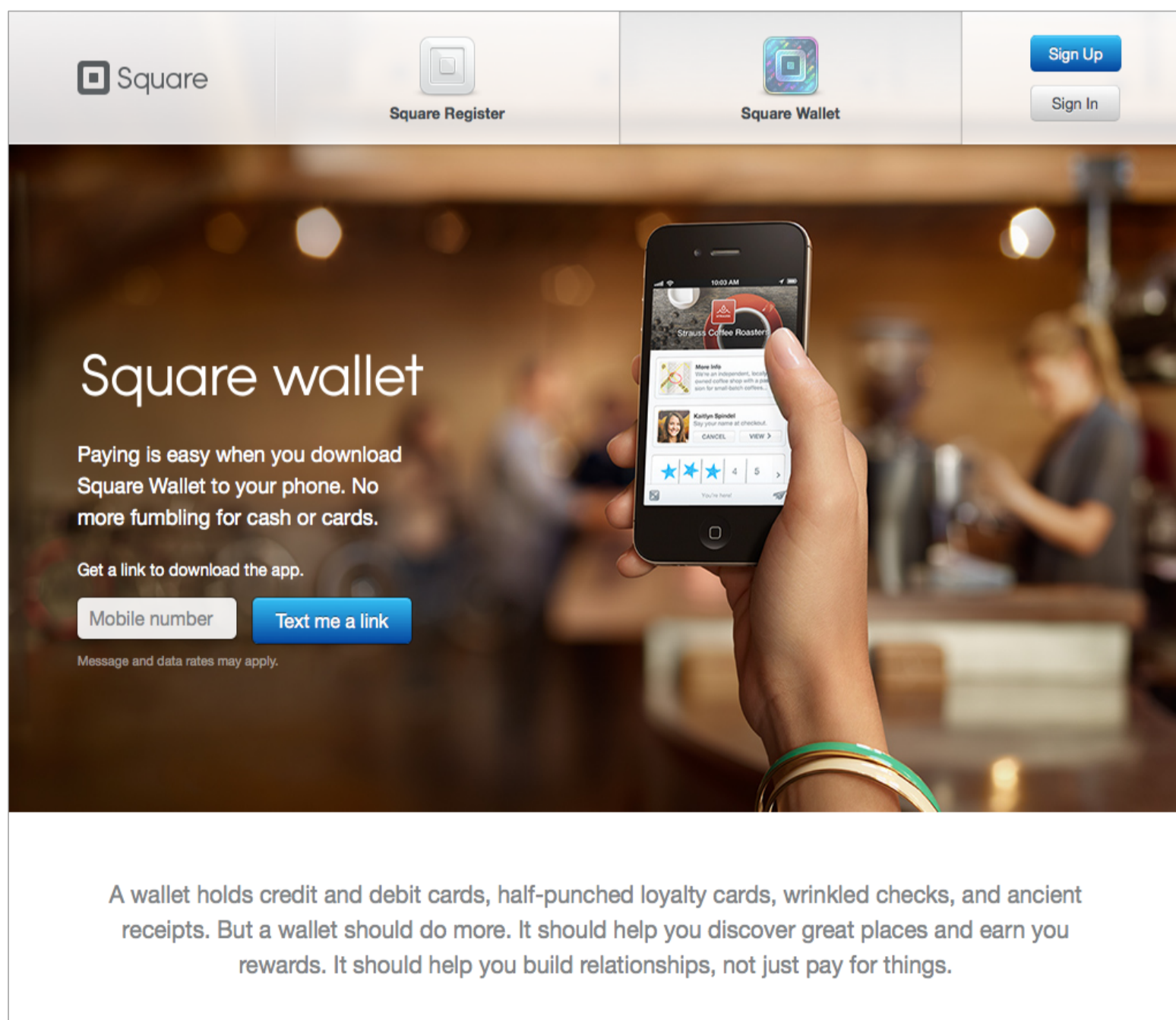
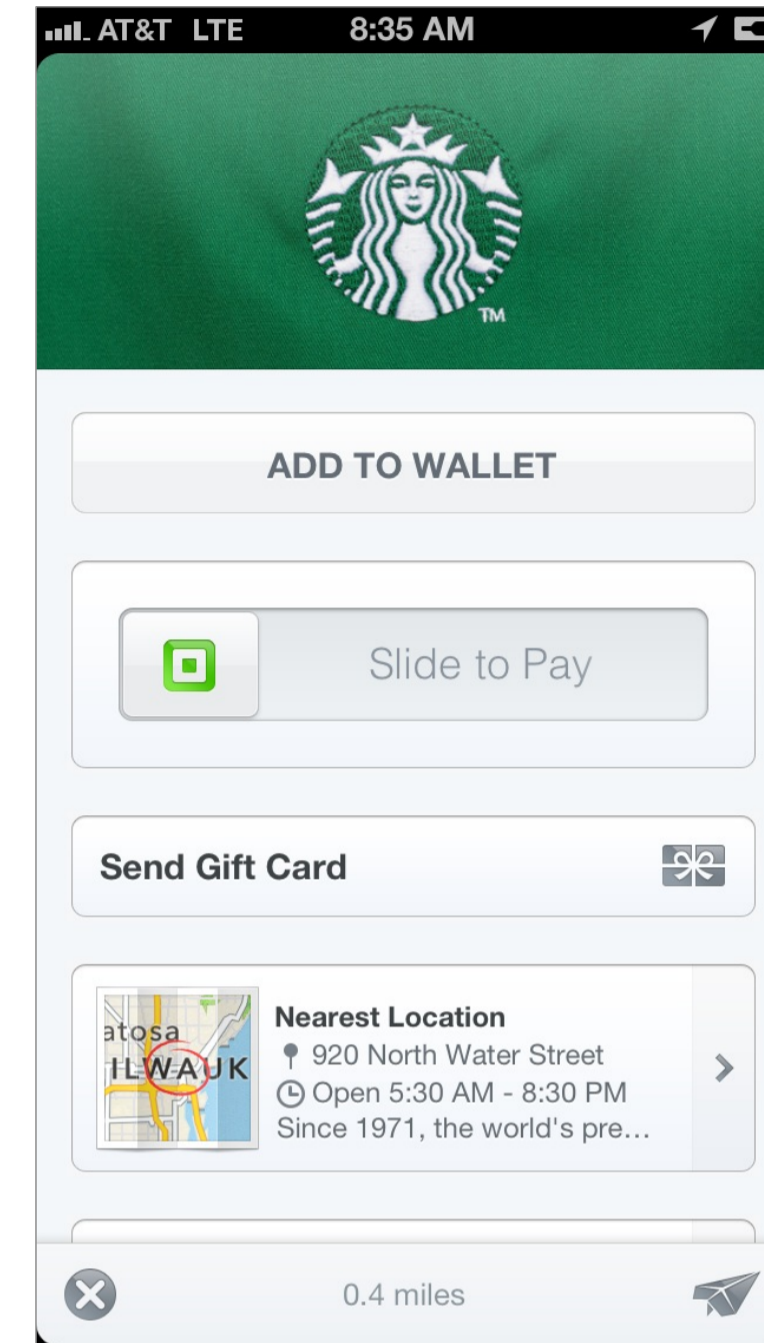
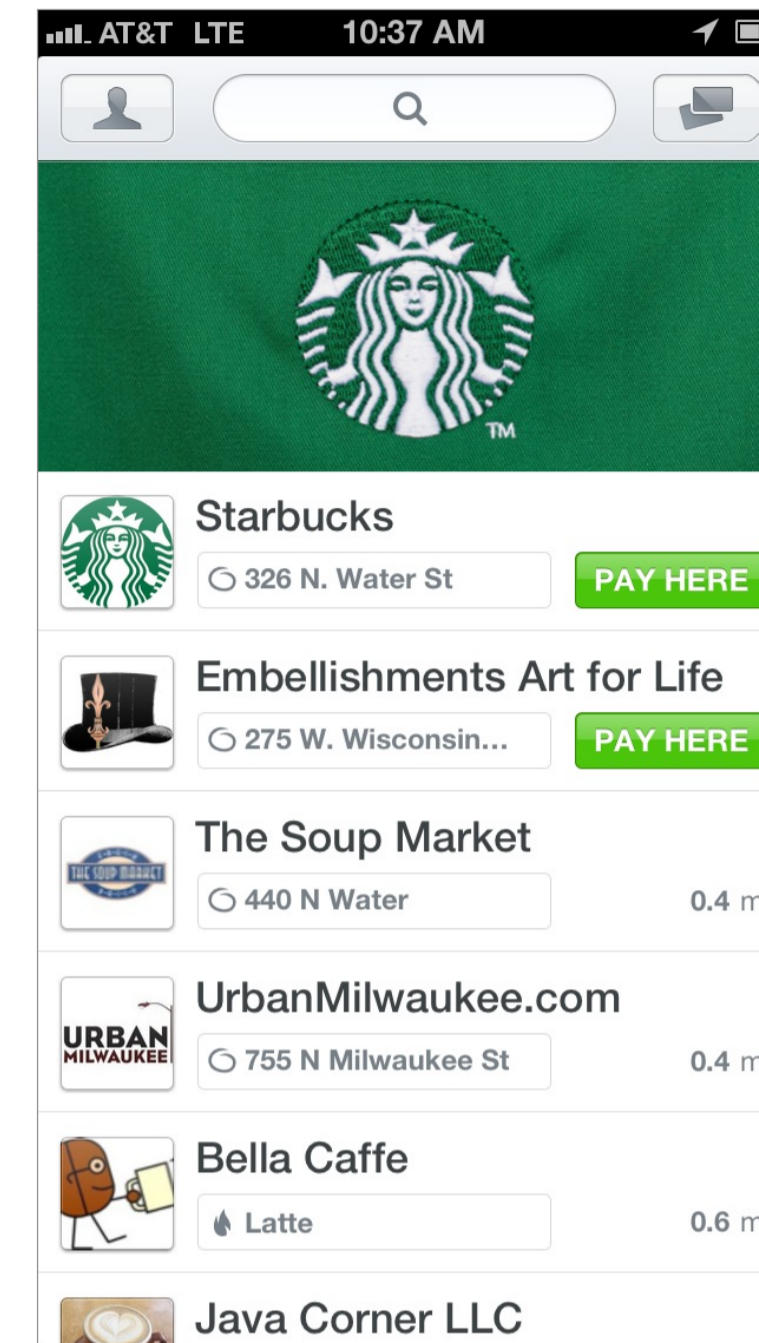
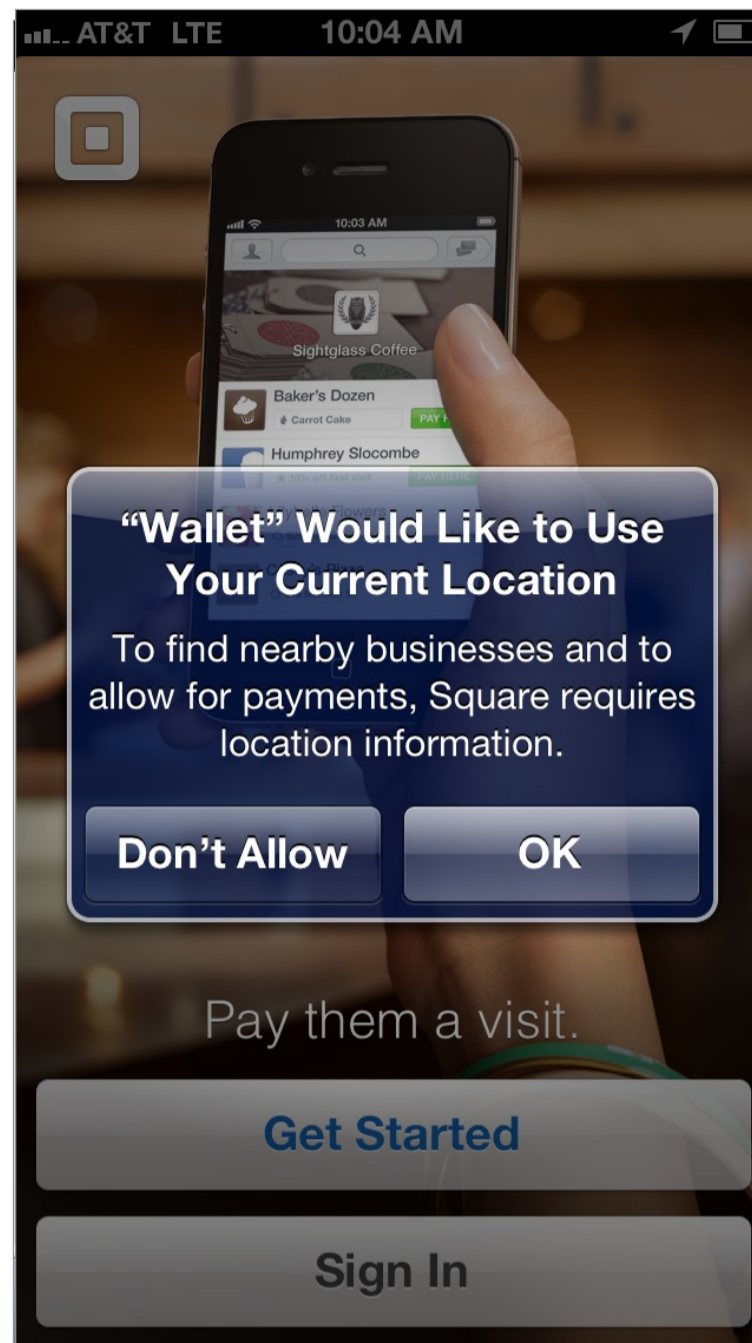
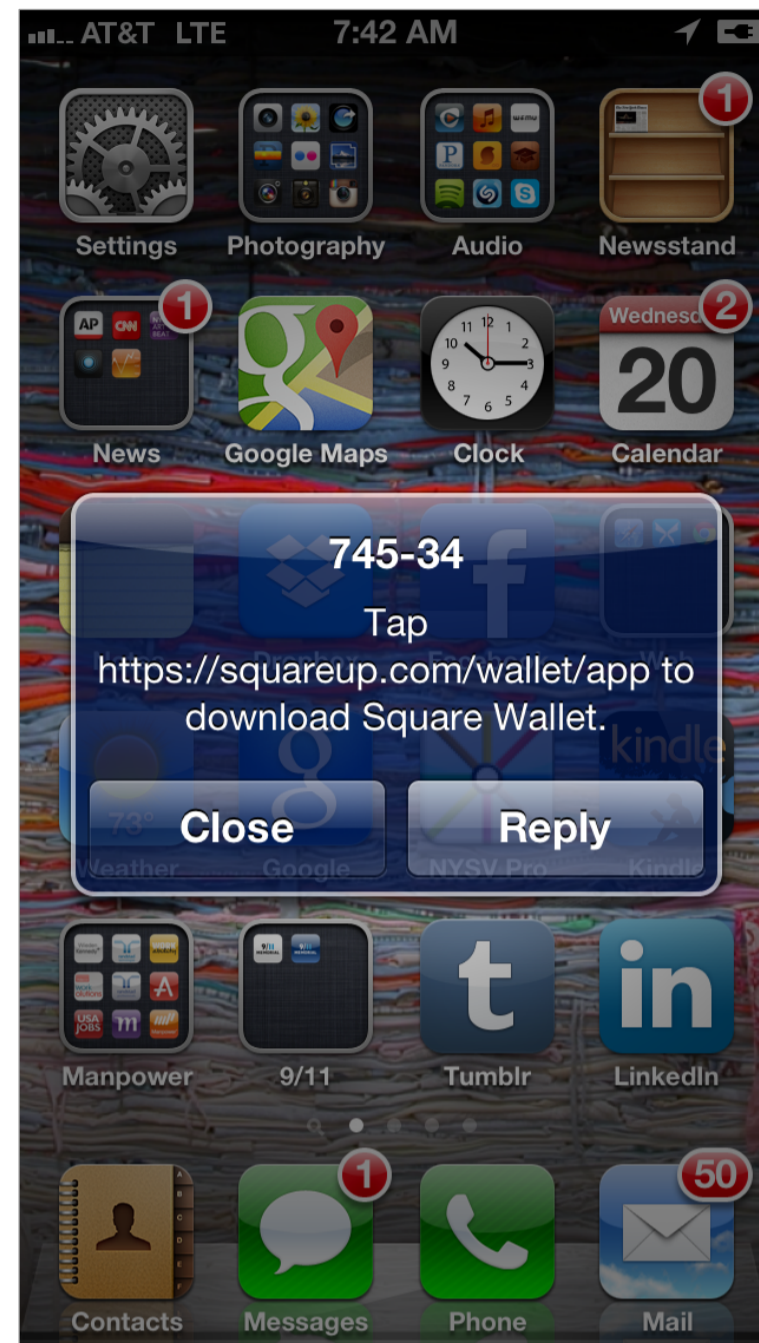
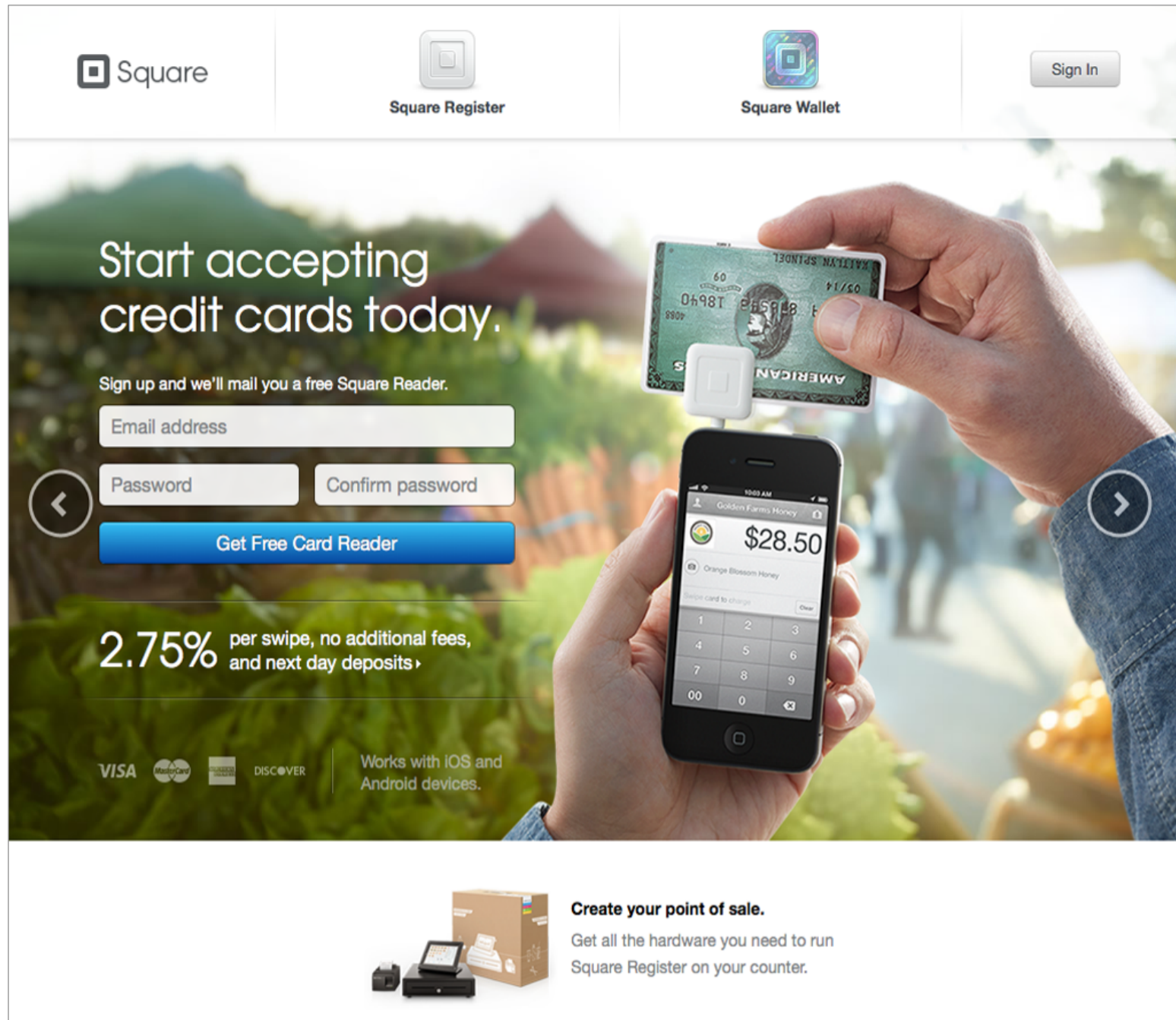
John Welder's Taste Monster:



embed    f    t

**Summary:**

Results are playful and surprisingly insightful.



**Summary:**

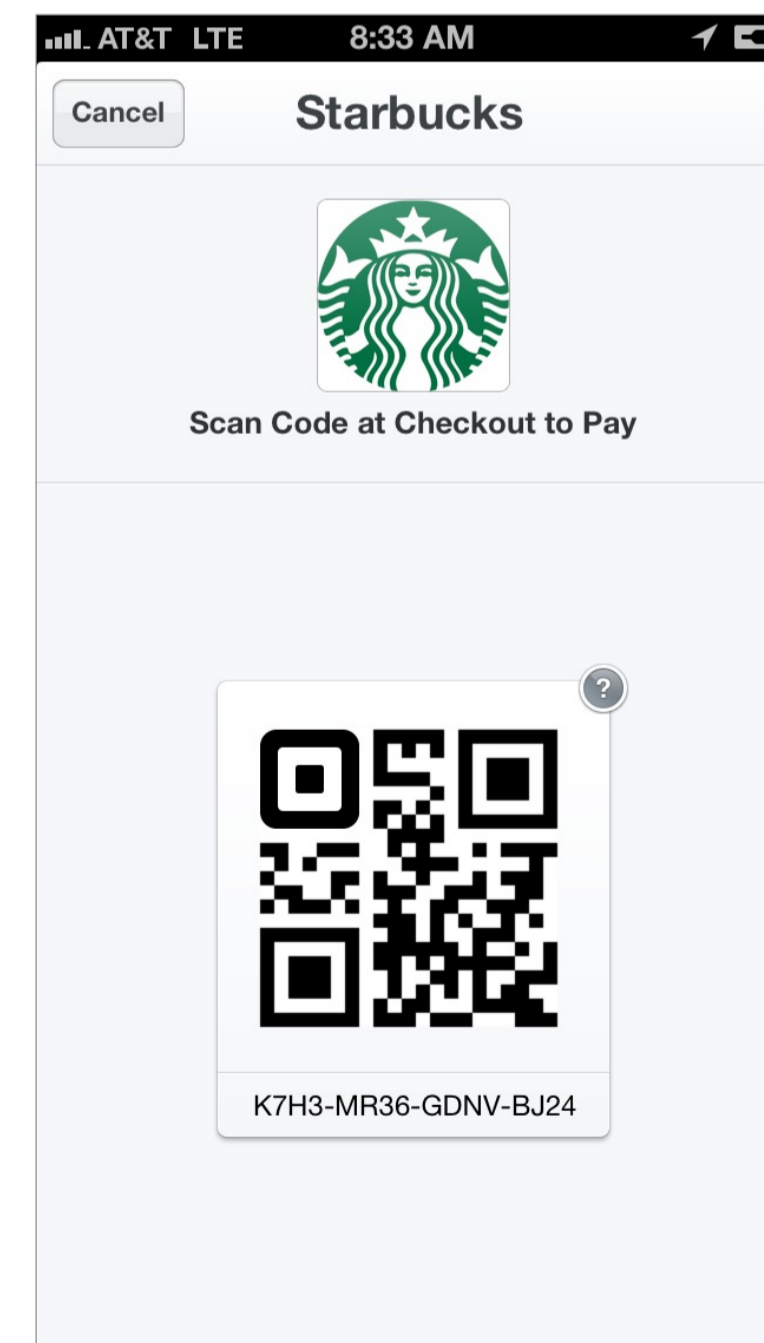
A free credit card scanner with lots of buzz. Last year, this company rolled out a larger device independent scanner for NYC taxis. PayPal Here is an up and coming competitor with a similar offering and a larger user base.

- Offering is really clear and dead simple to configure. On the bottom screen to the left, the user can enter their mobile number and get a text with a link to the app in the app store as shown to the left in the above image.
- Setting a current location makes entering your zip code and or address unnecessary. Being a native app also enables push notifications.
- Once the user enters their name, adds a photo of themselves for identification purposes and enters their credit card into, they are ready to make purchases.

**Summary:**

User views a list of nearby merchants. If the merchant is very close, the user can click the PAY HERE button to view a QR Code. This code can then be scanned at the register, allowing the merchant to make a payment.

Future enhancements for this merchant include the ability to tip and use a Starbucks Card. The ability to pay by saying your name is a current feature of SquareUp, but not available for Starbucks currently.



# Thank you

Contact:

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