

Case Study

Infusion / Experis

Partial Scope Engagement

Experis, part of ManpowerGroup, came to us for a quick POC. All said and done, the project took about 5 weeks. I was the lead UX and was involved from the initial strategy to the final deliverable.



Agency Context

Infusion: New design agency within an existing development company. 300 people with a startup mentality.

My team: Creative director, project manager and a visual designer.

Notable Quality: An active technology lab with interactive experiences for Nintendo Switch, VR gear, a “wizard of oz” AI kiosk, magic mirrors and more.

Project Context

Client: Experis. A primary stakeholder and four SMEs. Very attentive and interested but very little in terms of requirements.

Development Vendor: Since this was a POC, development needs were insignificant.

Assignment: Create an app that enables candidates to register with Experis via a game-like experience.



Discovery

Jim/Charles/Danielle/Nancy/Ben
Severine Sid candidate Biz/Brand
Marketing Mgr.

- Candidates go into a black hole and are angry, every step of the way.
 - Want transparency (and will keep them engaged)
- They want to be asked for feedback, by a 3rd party.
Need empathy.
- Current Activate Account page doesn't work right.
- Selecting a branch is arduous.
- Adding work history is clunky.
AND creating a resume.
- Postings are not always for available jobs, or descriptions are wrong.

Candy Award,
Candidate
Experience

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INITIAL MEETING – DEFINE THE PROBLEM

Our initial task was to gain an understanding the problems. The main issues identified revolved around on-boarding challenges and customer service gaps.

Experis is part of a big, 80+ year old company which struggles with innovation. This POC was to disrupt and generate excitement.

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INITIAL MEETING – DEFINE THE GOAL

We then asked them to define their competitors, the goals for the POC and to provide us with any existing research and insights.

They shared a handful of end-user interviews, some user guides and a deck outlining a previous, failed attempt.

ZAPPOS - who we
- want to beat

- what can we do to rise to the top?
- we market but we do not re-market.
- Can we surface every solid job? (many of ours are not listed)
- why do I want to be here, not elsewhere?
- look at

Kelly | CareerBliss.com

① Communications, why WE can help them better.

② Connect to my next job. Jobs for you made simple.

③ Shared passion. Personal guidance.

have a lack of appetite
r waiting till it's perfect.

Deliverable Schedule & Methodology

This will be an iterative waterfall methodology.

Discovery					
		Wireframes			
				Visual Design	
					Development
week 1	week 2	week 3	week 4	week 5	week 6
20-May	27-May	3-Jun	10-Jun	17-Jun	24-Jun

Key Milestones

- Kickoff and Discovery Session – May 20th
- Wireframe Acceptance – June 14th
- Visual Design Acceptance – June 21st
- Development Completion – June 28th

Technology Stack

- iOS

IP & Open Source Considerations

- None

Ramp-Up & Skills Assessment

- None

Tools

- Collaboration / Dropbox / DA file repository (see Reference Information)

Environments (SCM, Development Environment, Build Environment)

- TFS will be configured and set-up

KT, Training, Support & Hosting

- No KT or training

Hardware

- iPhone or iPod

Communication Plan

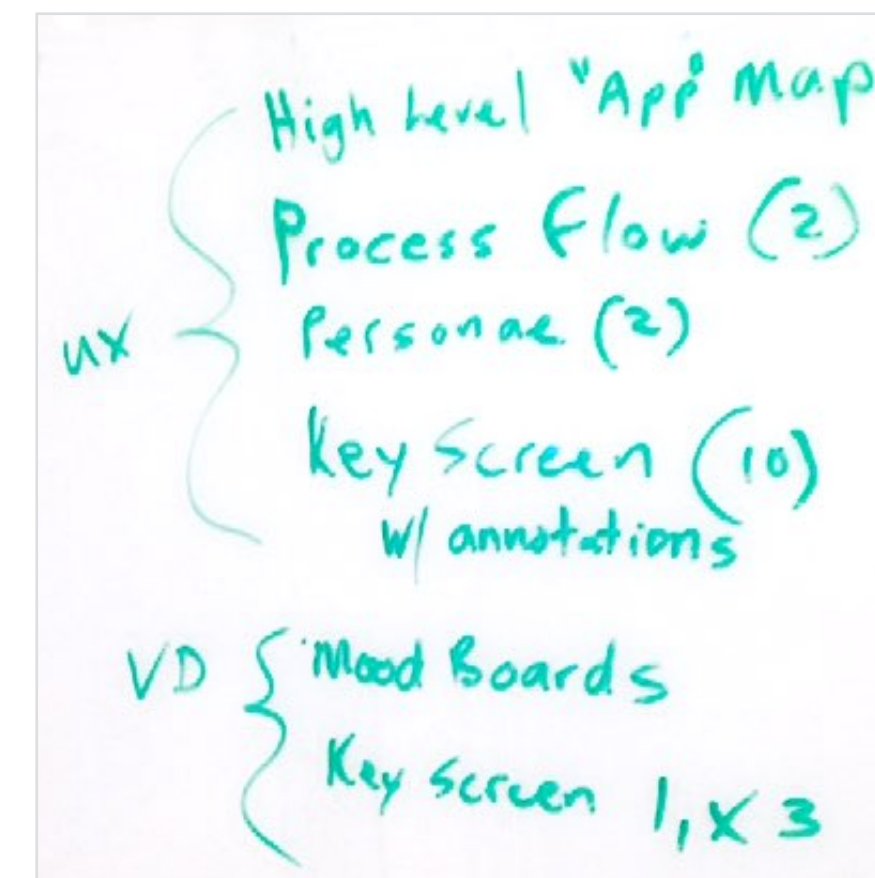
- Daily standups
- Weekly client status meetings

Timesheets & Financials

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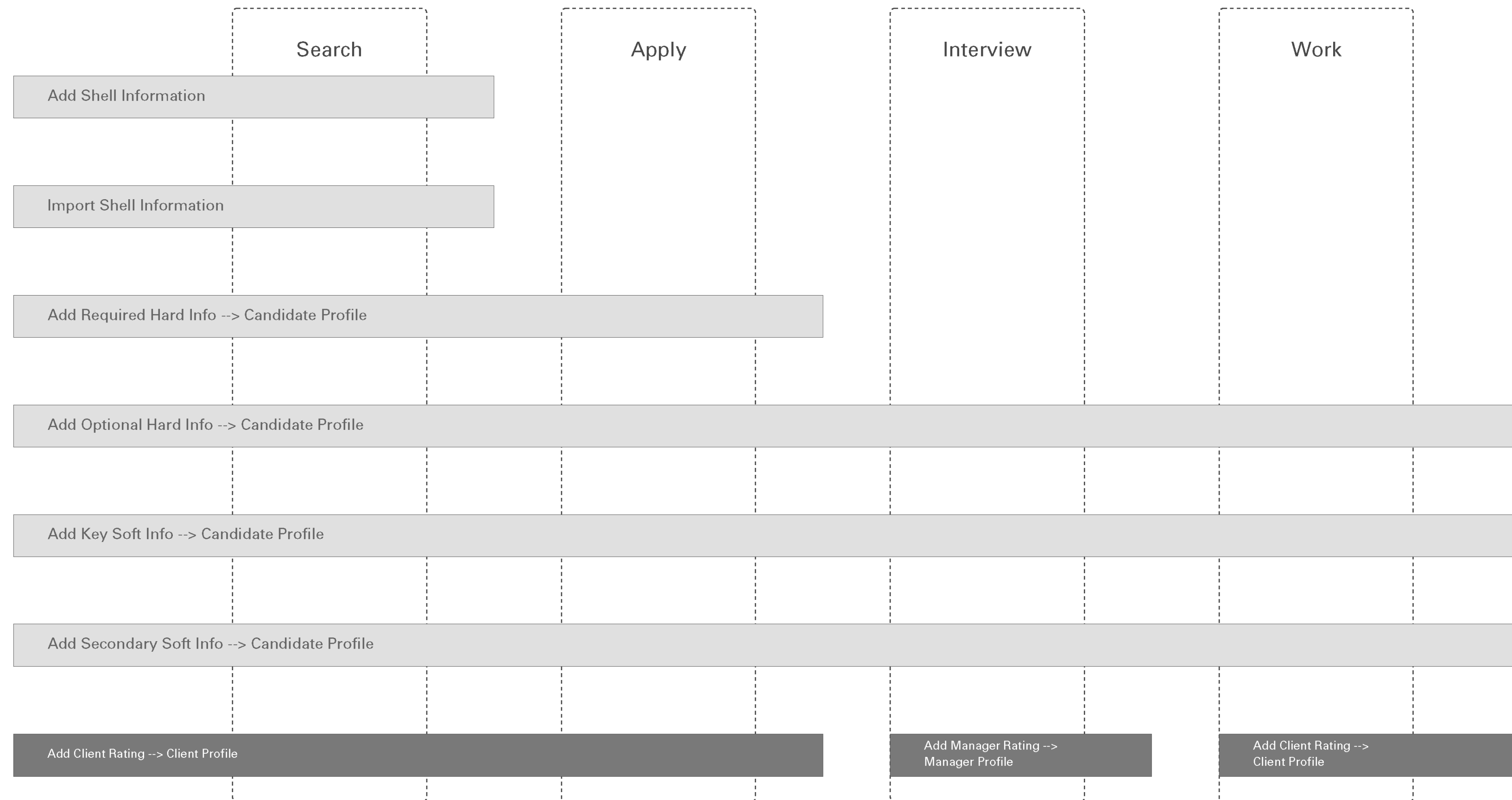
PROJECT BRIEF

Once we had a better sense of the project scope, we drafted a creative brief. Below is my initial stab at the deliverables list on the whiteboard.



Definition

Candidate Flow, Overview



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PROJECT REQUIREMENTS

“Disruptive yet grounded in business reality” was our directive. I created this deck to help them define that reality.

Design



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CONCEPTING

We kicked off the design phase with an in-person working session. I lead a full team ideation session to generate new ideas and further refine requirements.

<— My boss



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CONCEPTING

We did lots and lots of sketching to extend our learnings and explore gameified interaction patterns.



Develop. Design. Venture.

MANP0003 UX Meeting Notes, Experis Candidate Matching

20130820

What we have is good, we need to re-design to express that there is more breath and depth. But we don't need to show the collection of every field as that will make this into 100 pages. Severine agreed.

We need to show:

Current Skills (that it has been collected, just reference it, or show it filled out)

Future Skills (w/ self eval, can use grid from Cult/Values)

Mgr. Teams (slide 4 of her deck from 20130726) Can be sliders

Cult/Values (slide 6 of the above) We are ½ way there, need to show that this is deeper and more granular. So have grid continue by scrolling or with a more button etc.. and breadcrumbs or status bar shows that it is deep.

This was the hardest thing from the deck.

Outstanding question: do we add back "My Teams" to the client dashboard?

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SKETCH REVIEW

Our formal sketch review went well, but we were still struggling with requirements, and the client was looking for more sparkle...

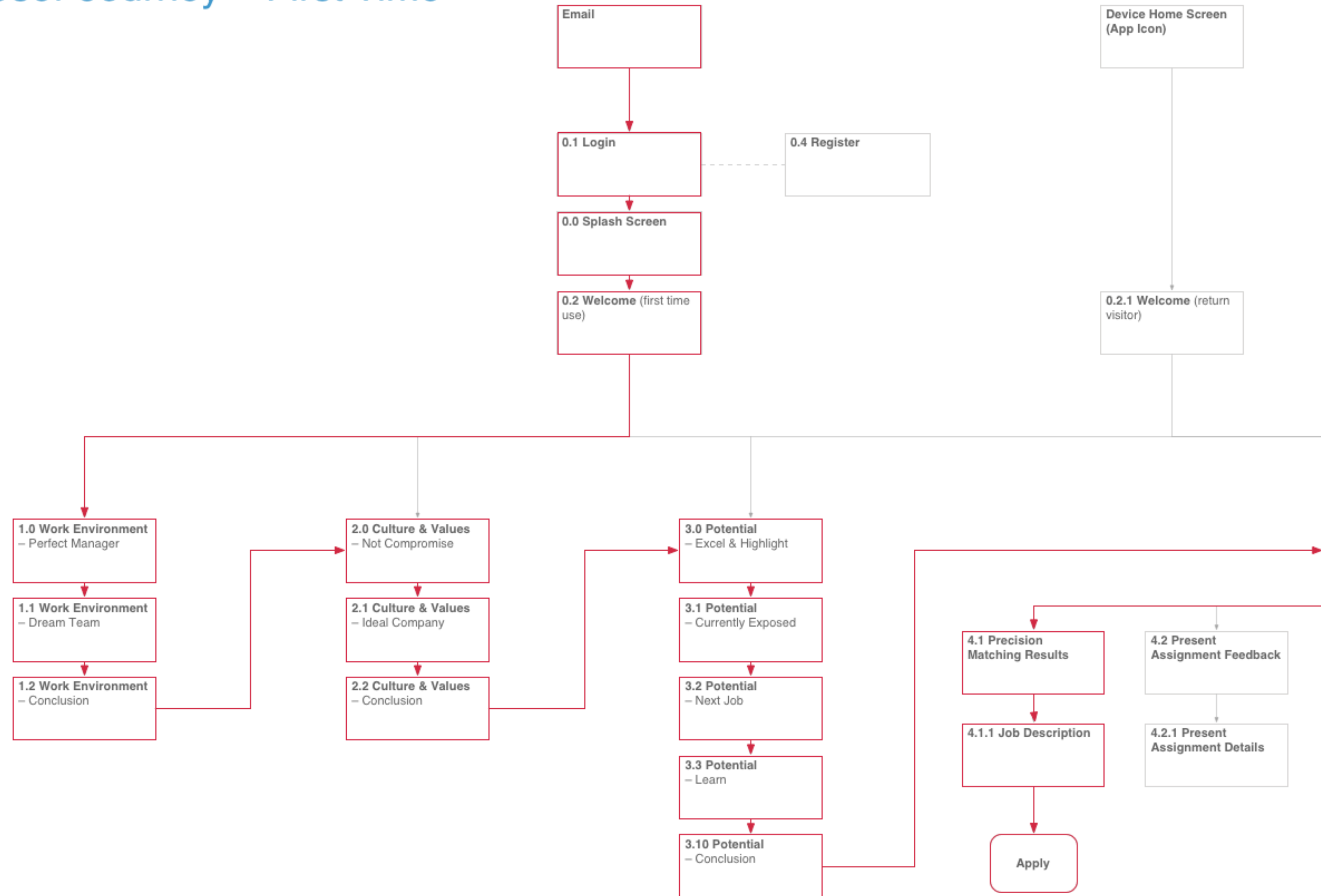
I collected detailed screen-by-screen feedback and dove into the UX phase.

User Journey – First Time

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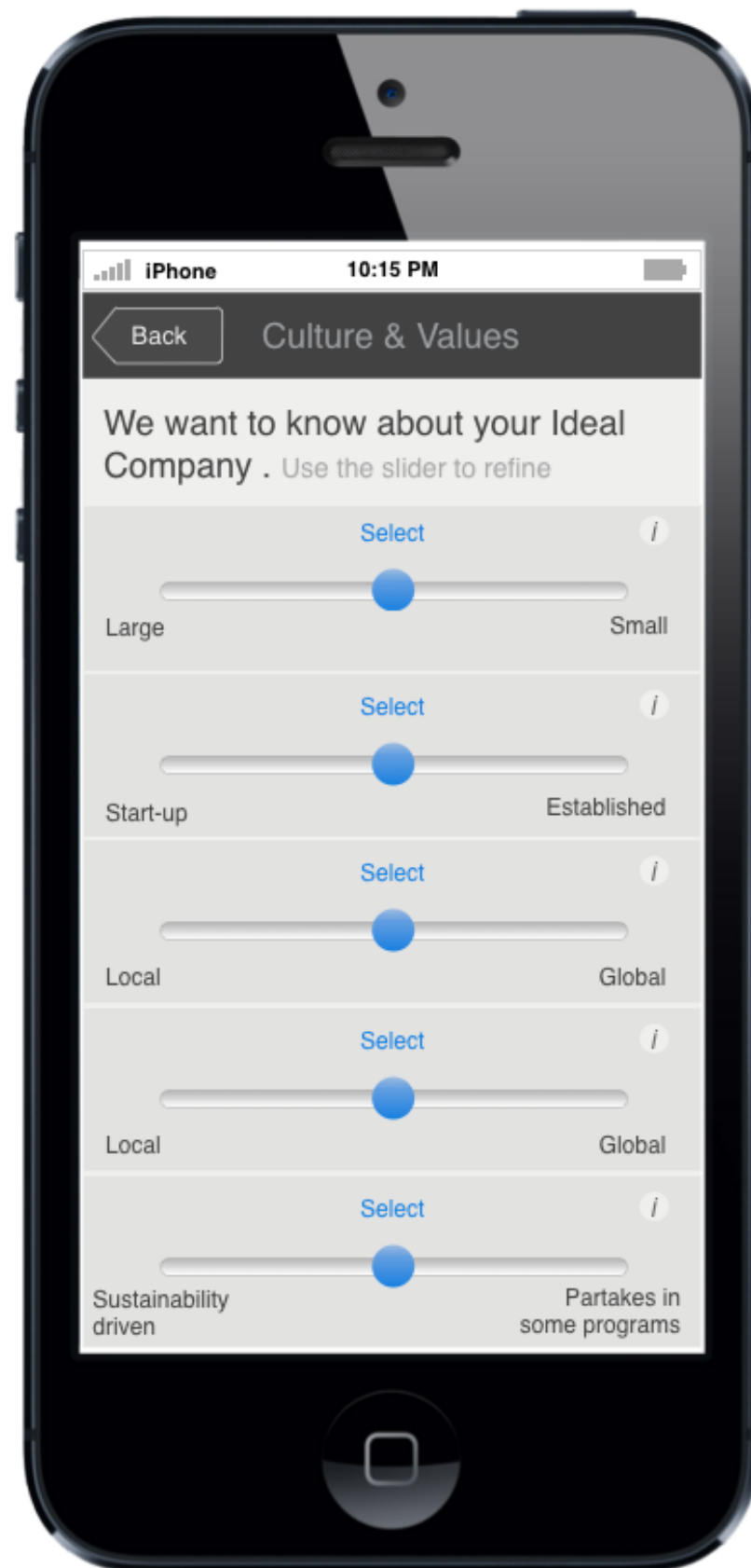
APP MAP

We created a journey map to express the breadth and depth of the app and to demonstrate the trajectory of the prototype.

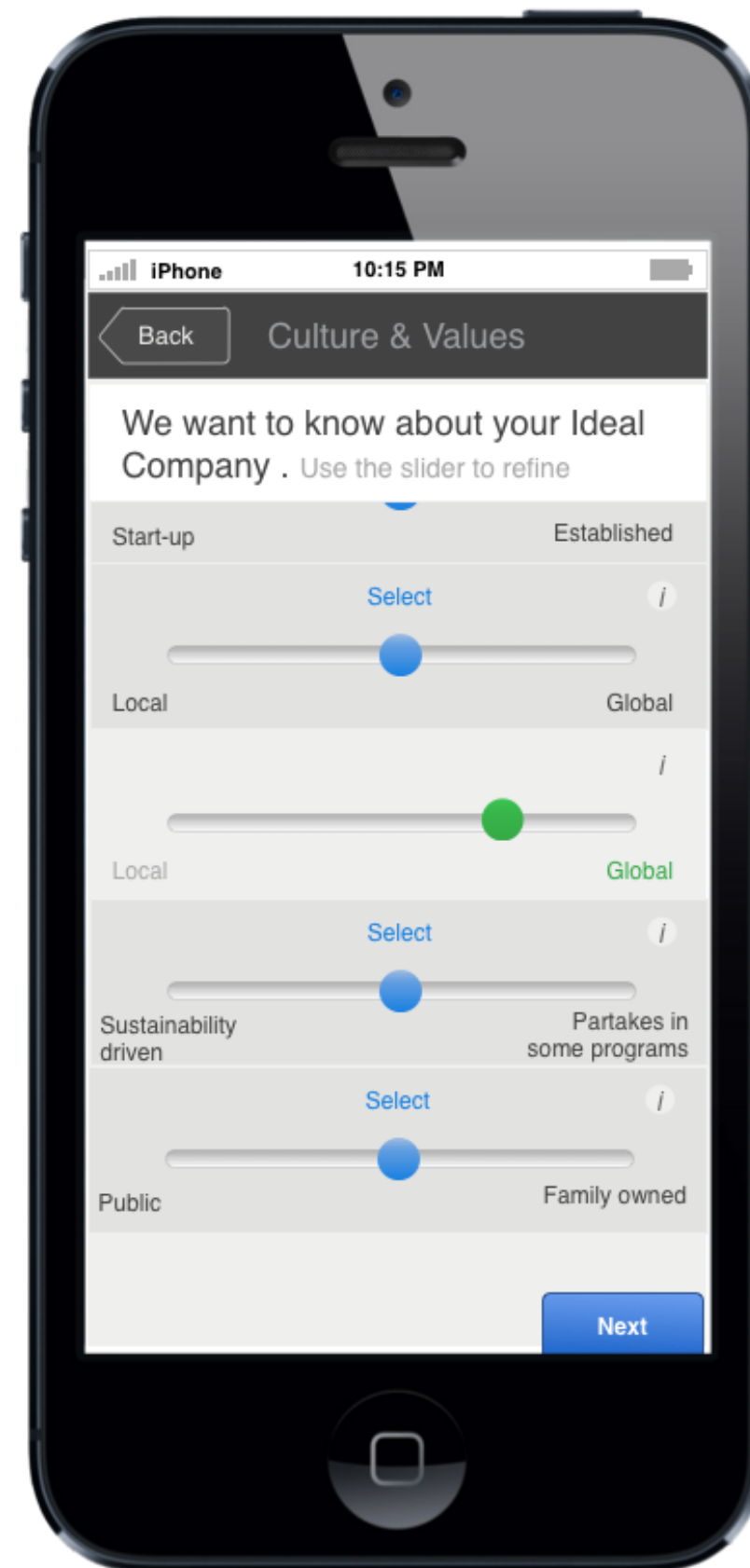


2.1 Culture & Values – Ideal Company

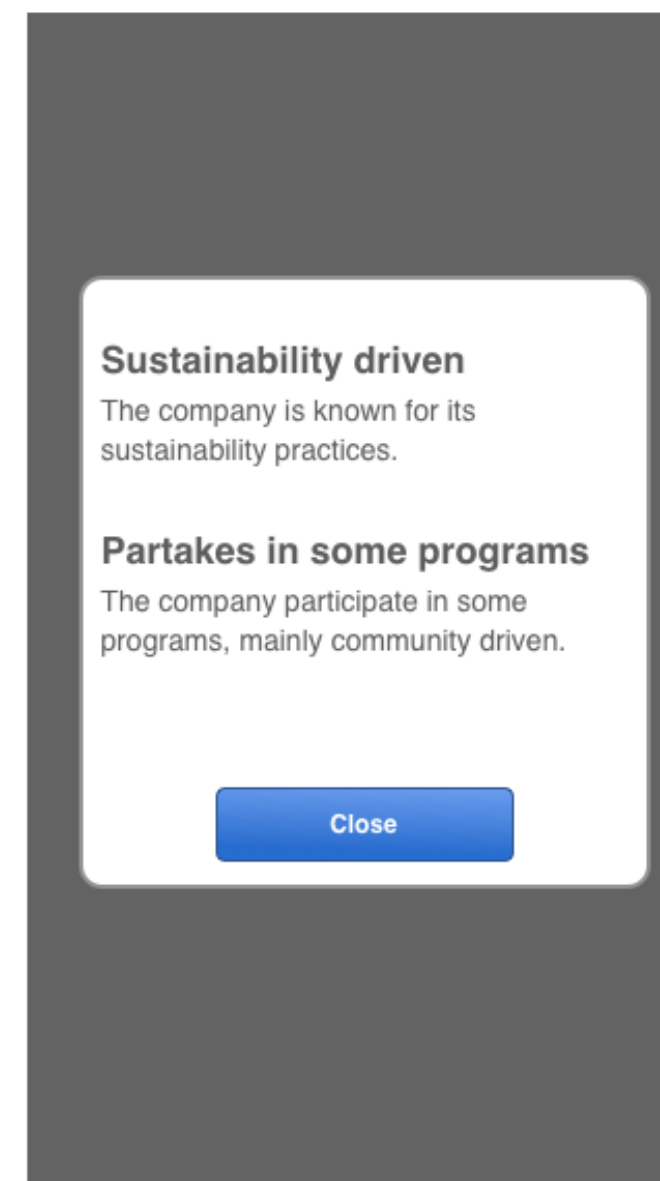
2.1 Culture and Values – Ideal Company



2.1 Culture and Values – Ideal Company (selected)



0.5.2 Modal: Culture & Values Details



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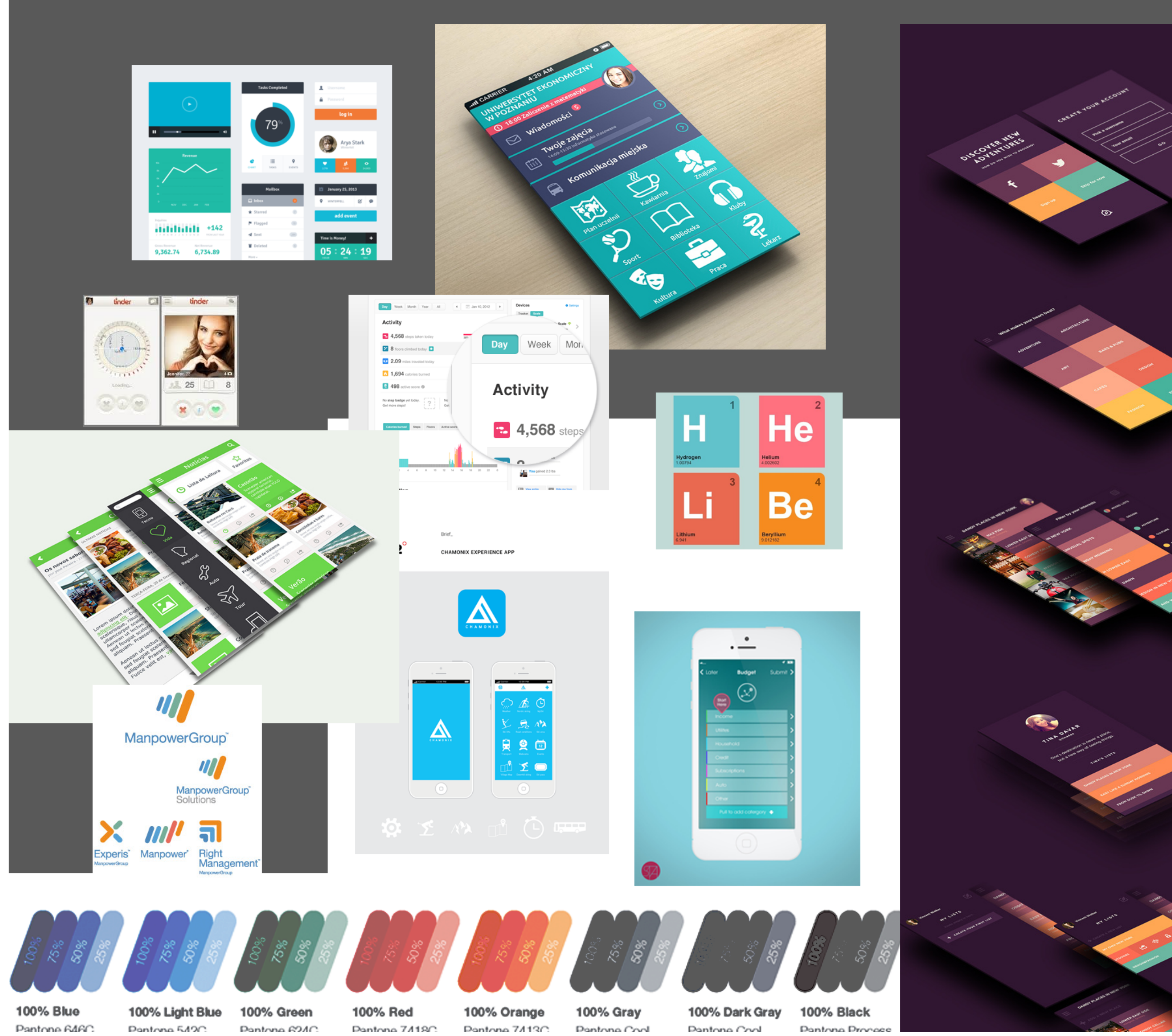
WIREFRAMES

Wires were a bit more polished than usual, since this client was really focused on the presentation layer.

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MOOD BOARDS

Prior to kicking of the visual design phase, we created mood boards to create consensus on the aesthetic direction.



Typography - Arial

Remember to keep communications simple, with plenty of clear space.

Desktop applications use the Arial font family. It is available in different weights and styles. We use Regular, Bold, Italic and Bold Italic. No other weights or fonts should be used.

Always left-align text. Do not center, justify or right-align.

Arial Regular

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890\$@&%#?!

Arial Italic

Aa *ABCDEFGHIJKLMN**OPQRSTUVWXYZ*
*abcdefghijklmnopqr**stuvwxyz1234567890\$@&%#?!*

Arial Bold

Aa **ABCDEFGHIJKLMN****OPQRSTUVWXYZ**
abcdefghijklmnopqr**stuvwxyz1234567890\$@&%#?!**

Arial Bold Italic

Aa ***ABCDEFGHIJKLMN******OPQRSTUVWXYZ***
abcdefghijklmnopqr***stuvwxyz1234567890\$@&%#?!***

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STYLE GUIDE

We applied a style guide to the wires, and swapped in graphics, performing minimal additional design work.



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RESULTS

The final prototype was realistic enough for the client to demo from her phone.

Reception was very positive and the client received funding to begin the technical validation phase.

Thank you.