

swipejobs

UX CASE STUDY
Meredith Patrick

About Swipejobs

Multi-user/multi-platform application allowing users to post, create, and manage hourly wage jobs.

The matching technology creates convenience for LaborReady© employers and workers.

By delivering personalized choices tailored to a worker's skill set and schedule finding that next job is stress-free and streamlined!

Problem

Simplify this process:

1. Day laborers need jobs.
2. Their income and lifestyle depends on finding work.
3. The current system of doing so involves many steps and variables: paperwork, print outs, calls, texts at all hours of the day, weather dependent.

Designer Needed!

Swipejobs hadn't worked with a designer in a year and a half!

Three applications had been designed and built by developers and product owners across three cities—Prague, Sydney, and Austin.

They hired me to design icons for the 17 job categories.

My role quickly evolved into a full-on UX designer as I analyzed the current state of the app. The icon set became the lowest of priorities due to the massive amount of UI inconsistencies and functionality bugs.

Products

SWIPEJOBS

logo
process flow

MOBILE APP

WORKER & CUSTOMER

job icons
job card

LABOR READY

customer service
dashboard

Swipejob's Users

WORKER NEEDS

1. Reliable
2. Trustworthy
3. Freedom of choices
4. **Simplify paperwork process and time reduce time spent calling branches**
5. Lo-fi for best bandwidth usage
6. "Better than texting a computer"

Current Paperwork Process for Workers

I immediately focused on decreasing the paperwork needed to get a job through LaborReady. The goal was to provide LaborReady Workers and Employers with more relevant technology that was usable.

[VIEW PDF OF PAPERWORK FORMS](#)

MY INFORMATION

MY WORK HABITS

MY PAPERWORK

LET'S GO

Existing App

Phone Sign In

Please enter your name and phone number:

Name

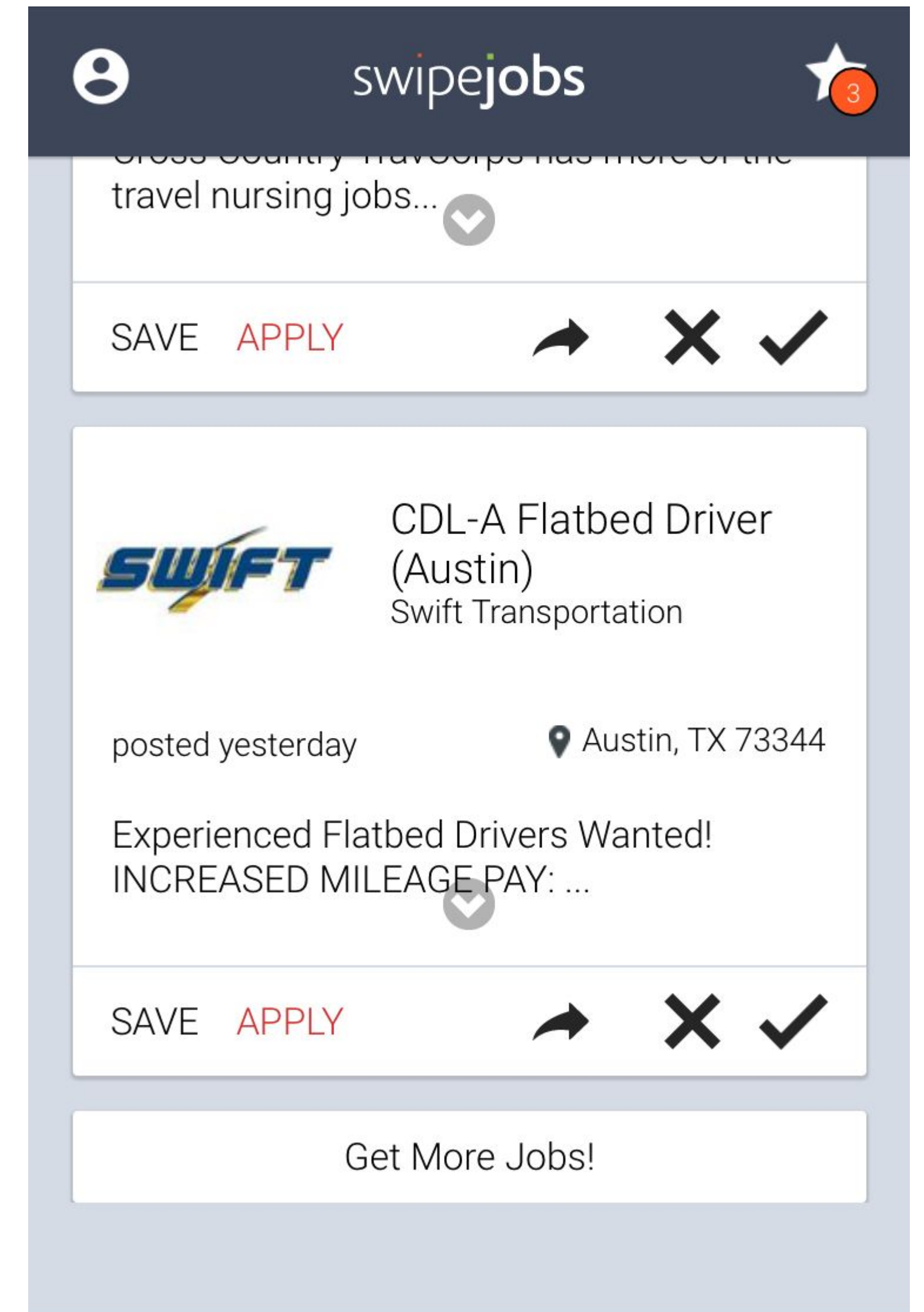
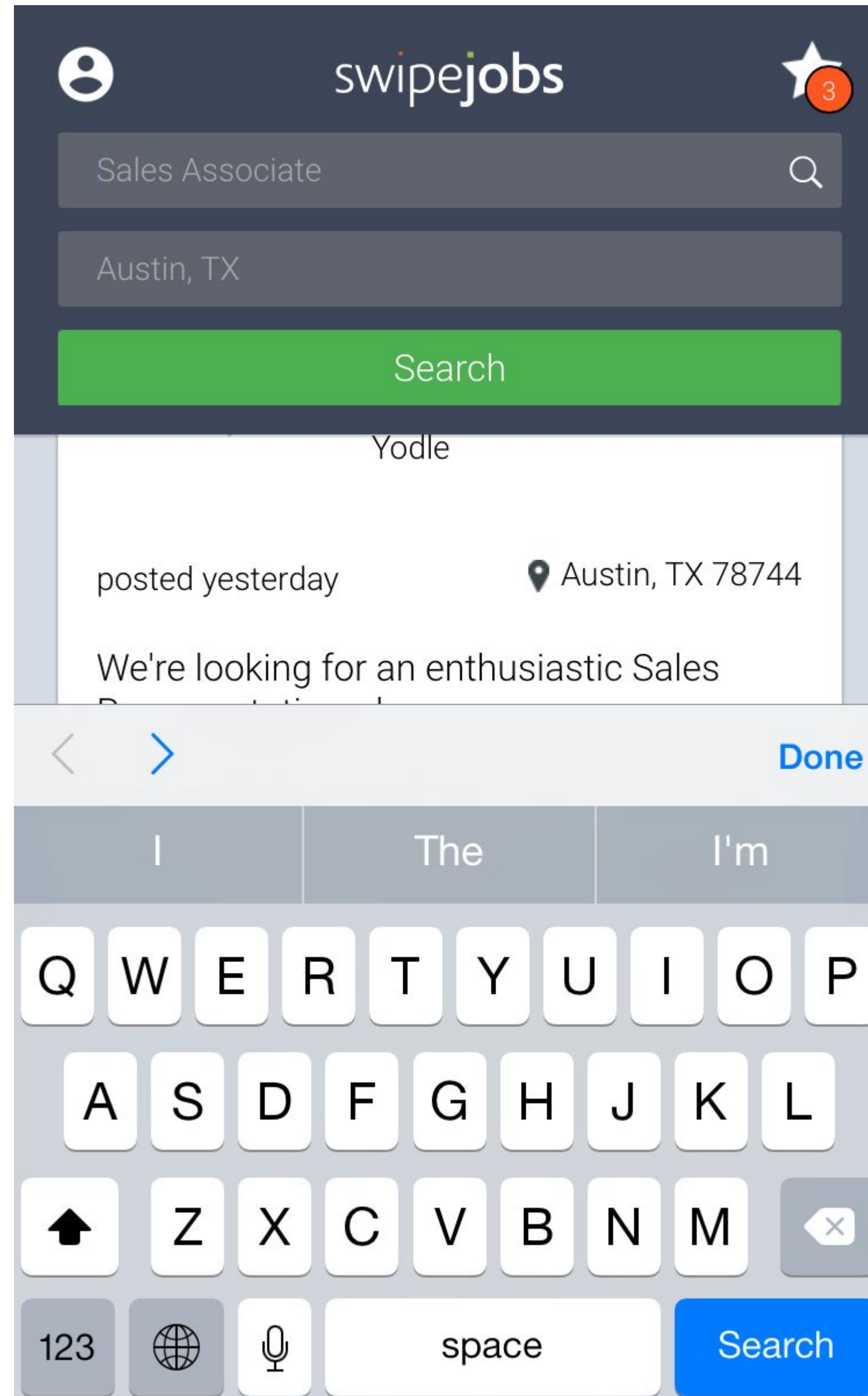
Remington

Phone Number

555555555

We will send you a text to confirm.

TEXT CONFIRMATION



Research

Comparative and competitive research was done to see how we could leverage existing interaction and UI standards.

This screenshot is showing how Snagajob shows search results and the filters offers.

They also offer the functionality to save a job rather than “taking” a job. Would’ve liked to test to see which label is more effective for LaborReady workers.

snagajob

Food Restaurant Jobs near Austin, TX in North Austin, Texas

Distance
within 50 miles

▼ **City, State**
North Austin, TX [x]

▼ **Category**
Part-time (4)

▼ **Industry**
Food & Restaurant (4)

▼ **Company**
Denny's (4)

[Browse all food restaurant jobs](#)

Can't find the employer you're looking for?
Express interest by telling us where you want to work.

[Express Interest](#)

Jobs 1 to 4 of 4

Sort by: Relevancy | Date | Distance

Express Interest

Jobs 1 to 4 of 4

Sort by: Relevancy | Date | Distance
View by: Job title | Map

Dishwasher
Denny's
North Austin, Texas 78752
0 - 5 miles away
[Save job](#)
[Apply](#)

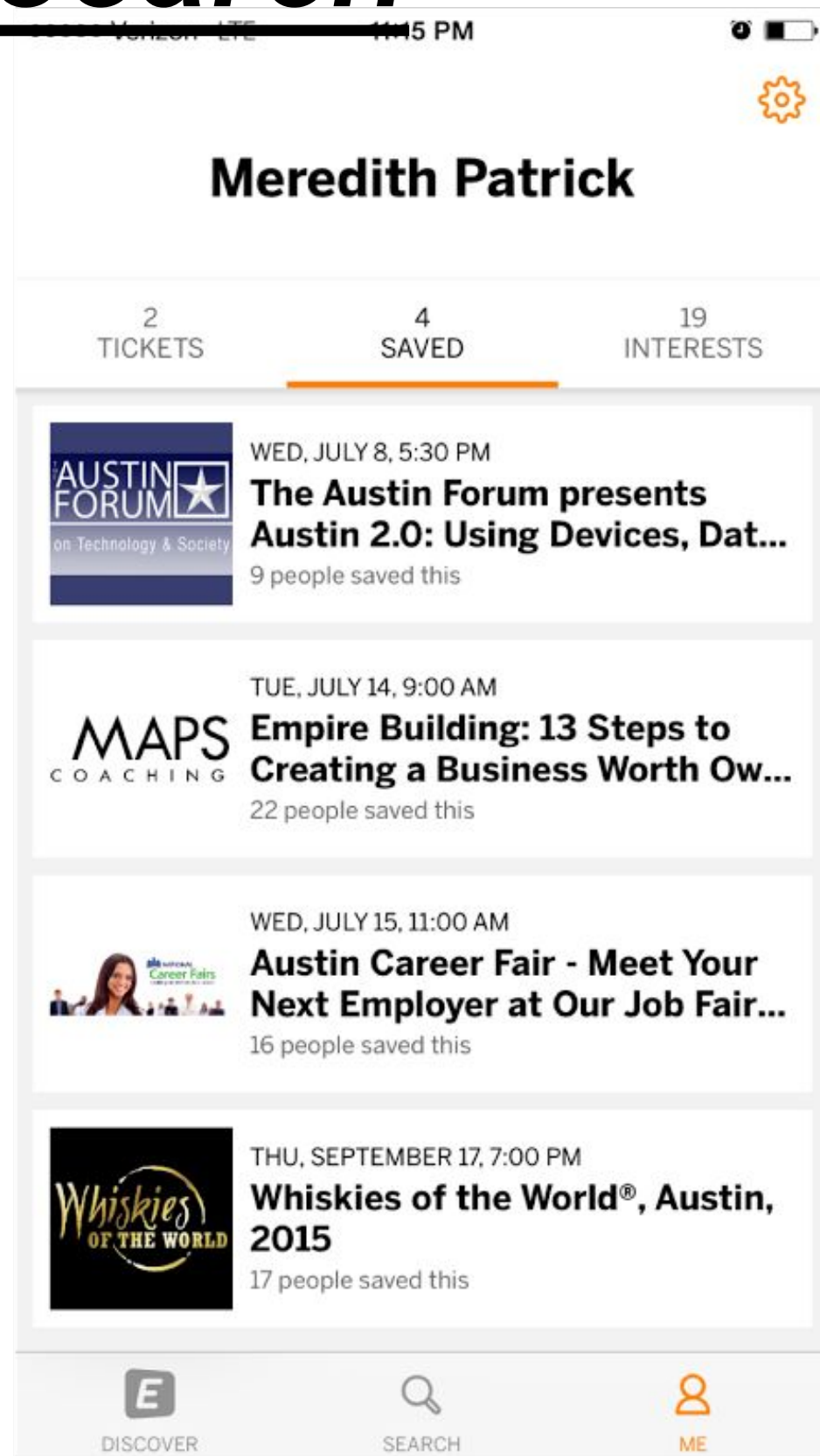
Host/Hostess
Denny's
North Austin, Texas 78752
0 - 5 miles away
[Save job](#)
[Apply](#)

Server
Denny's
North Austin, Texas 78752
0 - 5 miles away
[Save job](#)
[Apply](#)

Cook
Denny's
North Austin, Texas 78752
0 - 5 miles away
[Save job](#)
[Apply](#)

Jobs 1 to 4 of 4

Research



from eventbrite ios app

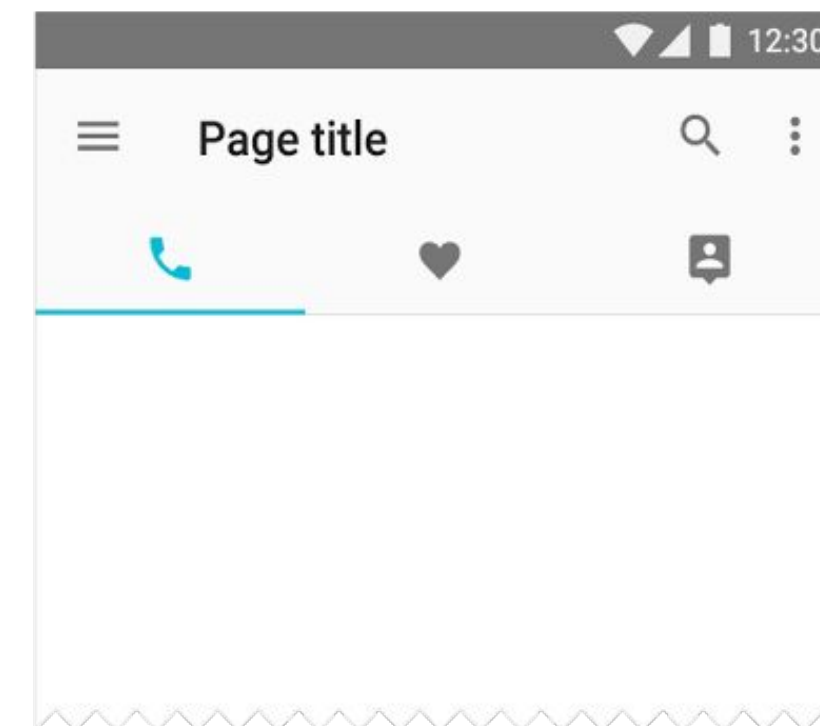
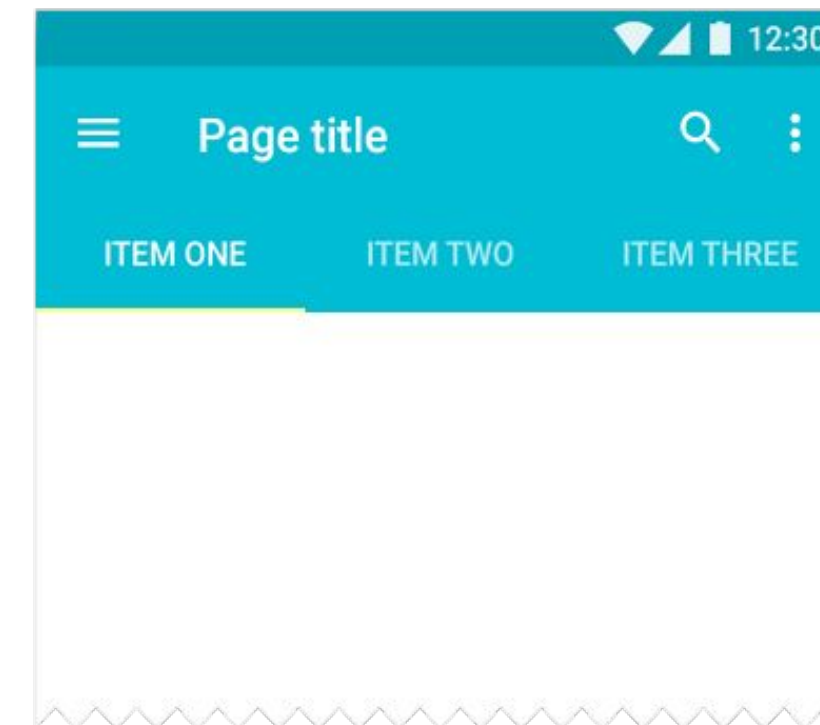
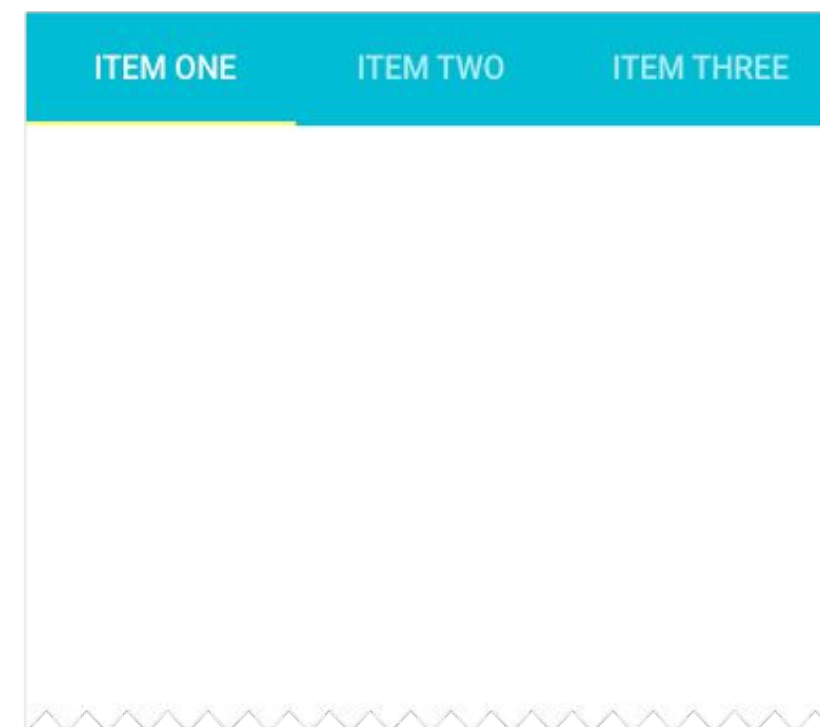
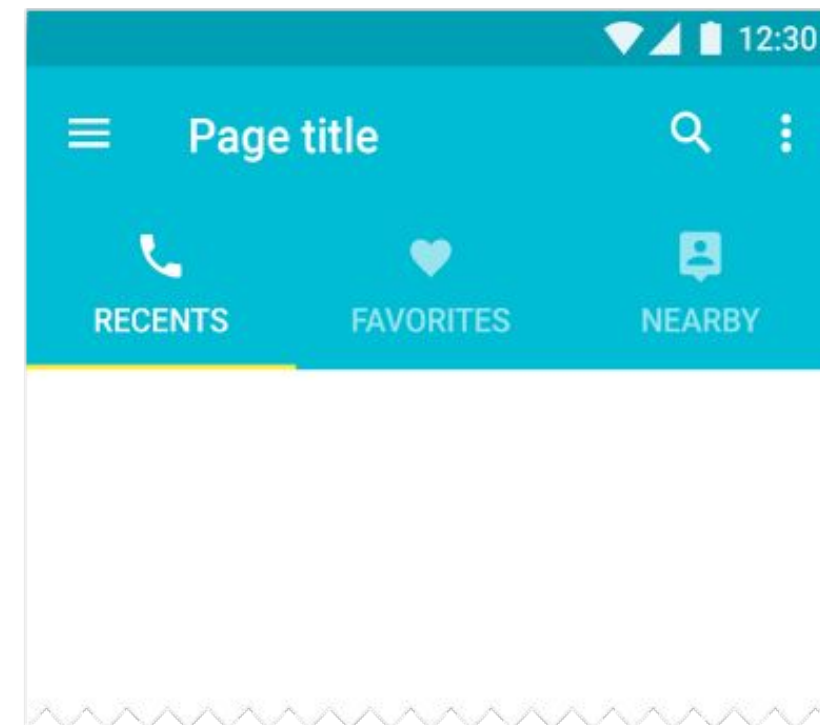
tab menu: MY JOBS/MY ORDERS

my jobs

- job stack
- pending
- current/open tickets
- saved/liked jobs

my orders

1. **new order:** reorder (view list of previous/recent orders)
2. **open:** extend, reorder
3. **in-progress:** extend, reorder
4. **closed:** re-order



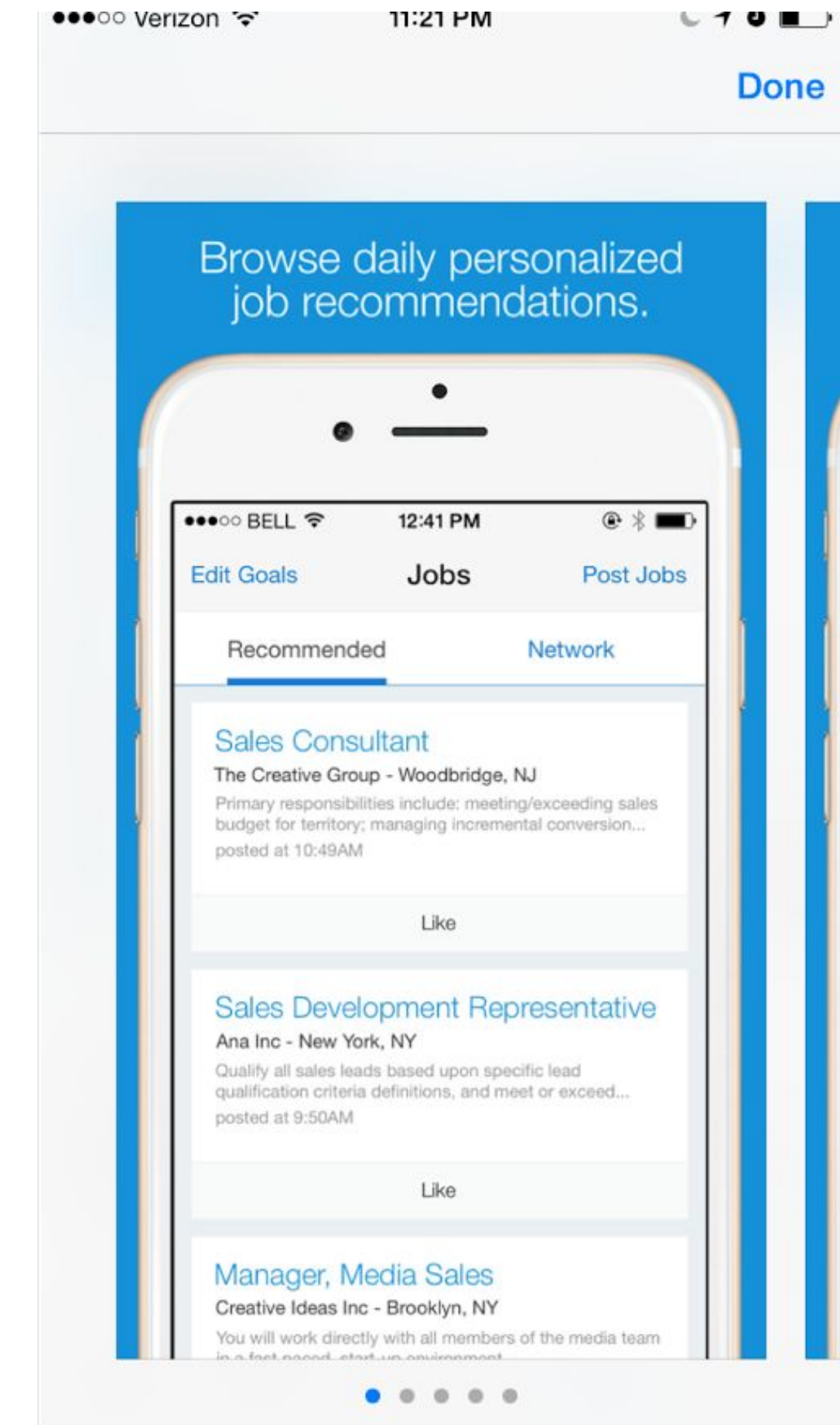
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from linkedin job search app, in-app store

Focusing on the Worker Flows

NEW USERS

Onboarding consisted of **building a profile** of user's personal information, work history, and special skill sets/certificates.

EXISTING USERS

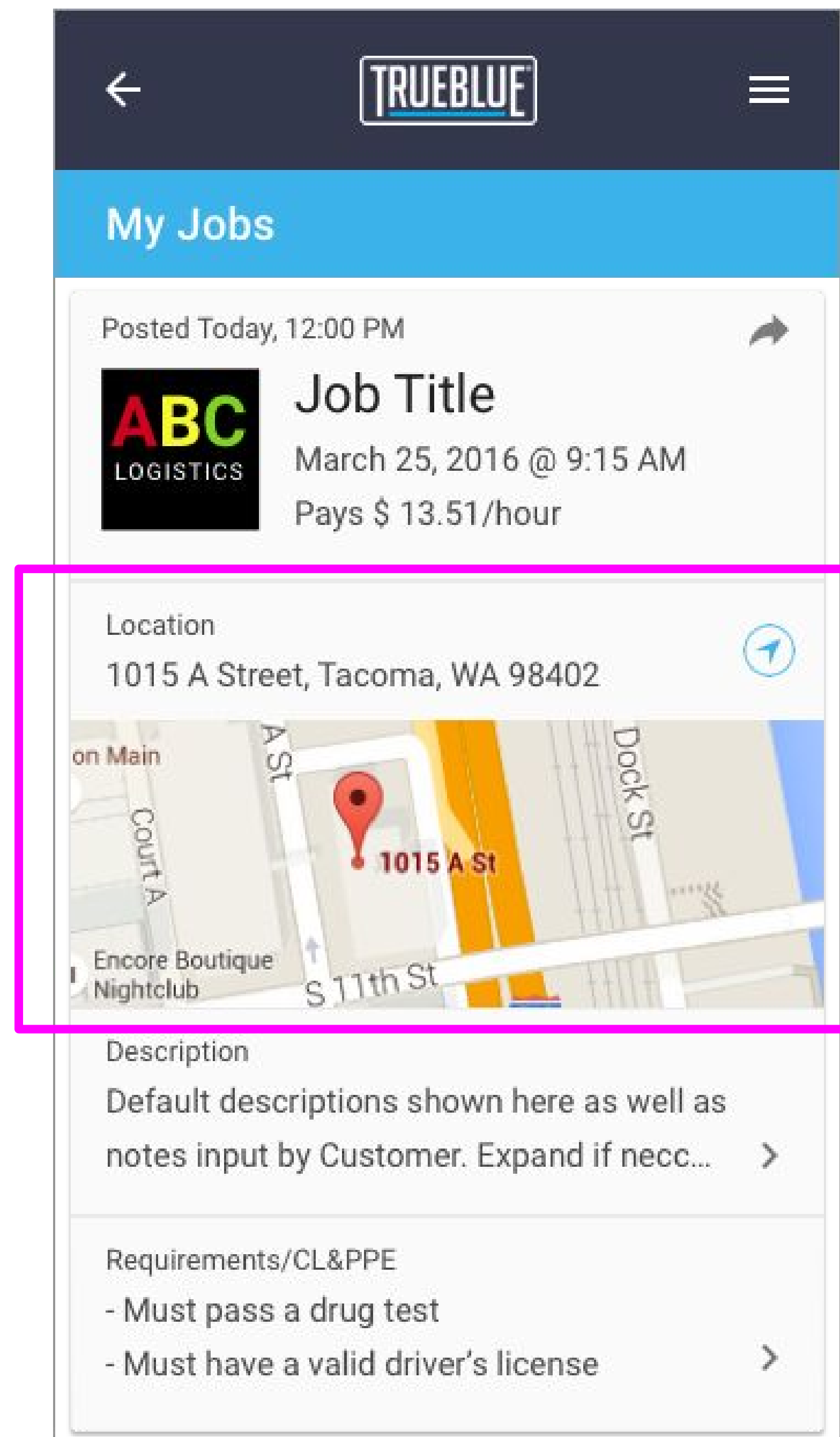
Upon opening the app, a user is shown matching and **job card stack**. The stack was comprised of eight job options and one action card (update license, availability).

Job Card Version A

Testing found that job location was a top priority for job seekers as many didn't have access to their own transportation. For this reason, I explored a few options for showing this important information.

This version shows an image pulled from Google Maps API.

The drawback was that it took up a lot of space and the key interaction area (take the job, decline the job) was hidden.

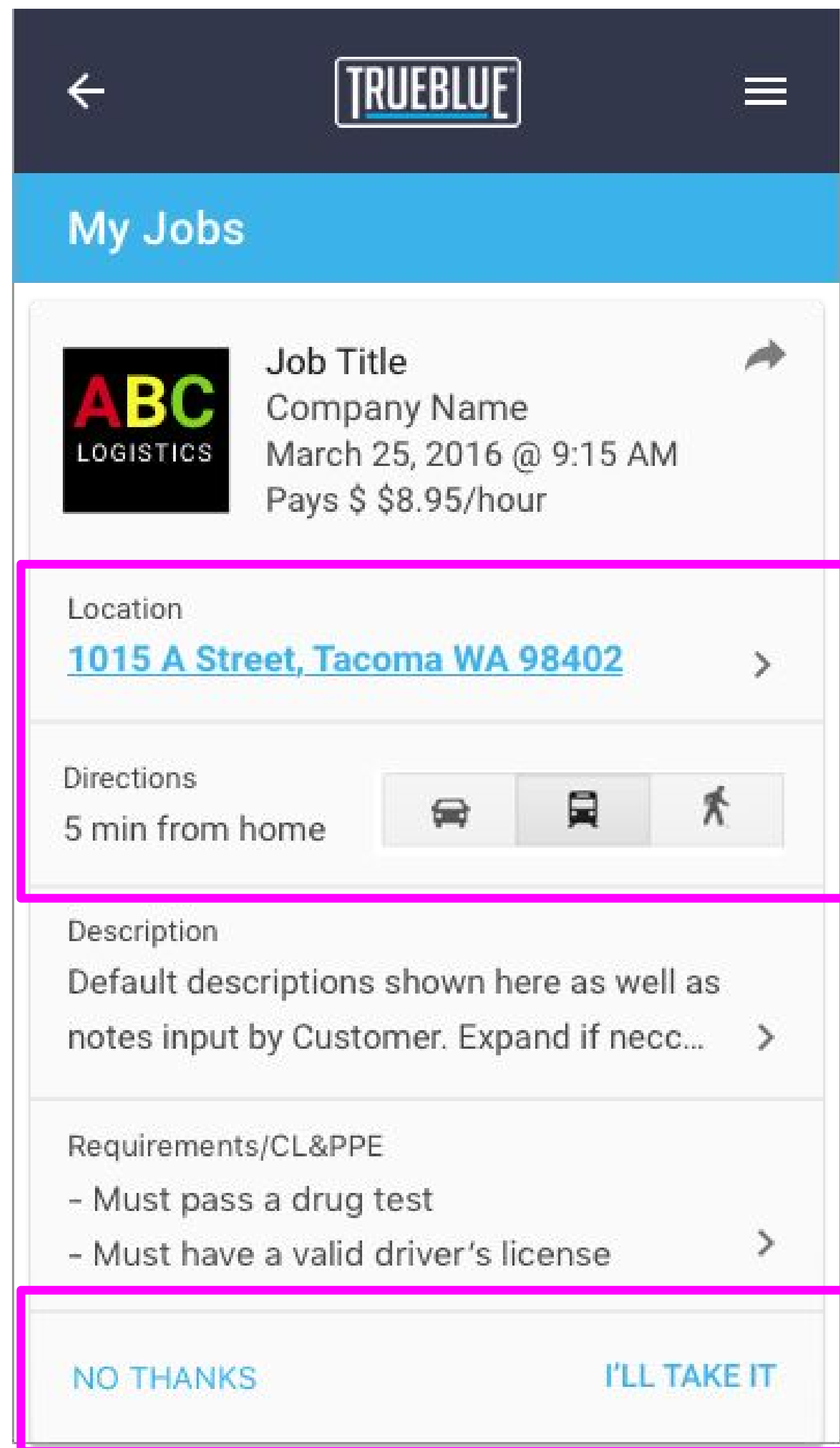


Job Card Version B

The second version showed all important information users needed to make an informed decision to take or to decline the job.

Truncating the location section to simply show the address as a link afforded more real estate to show the time it would take to get to the job location based on a user's home address (based on their profile). This section allowed for more flexibility as a user could select a desired mode of transport.

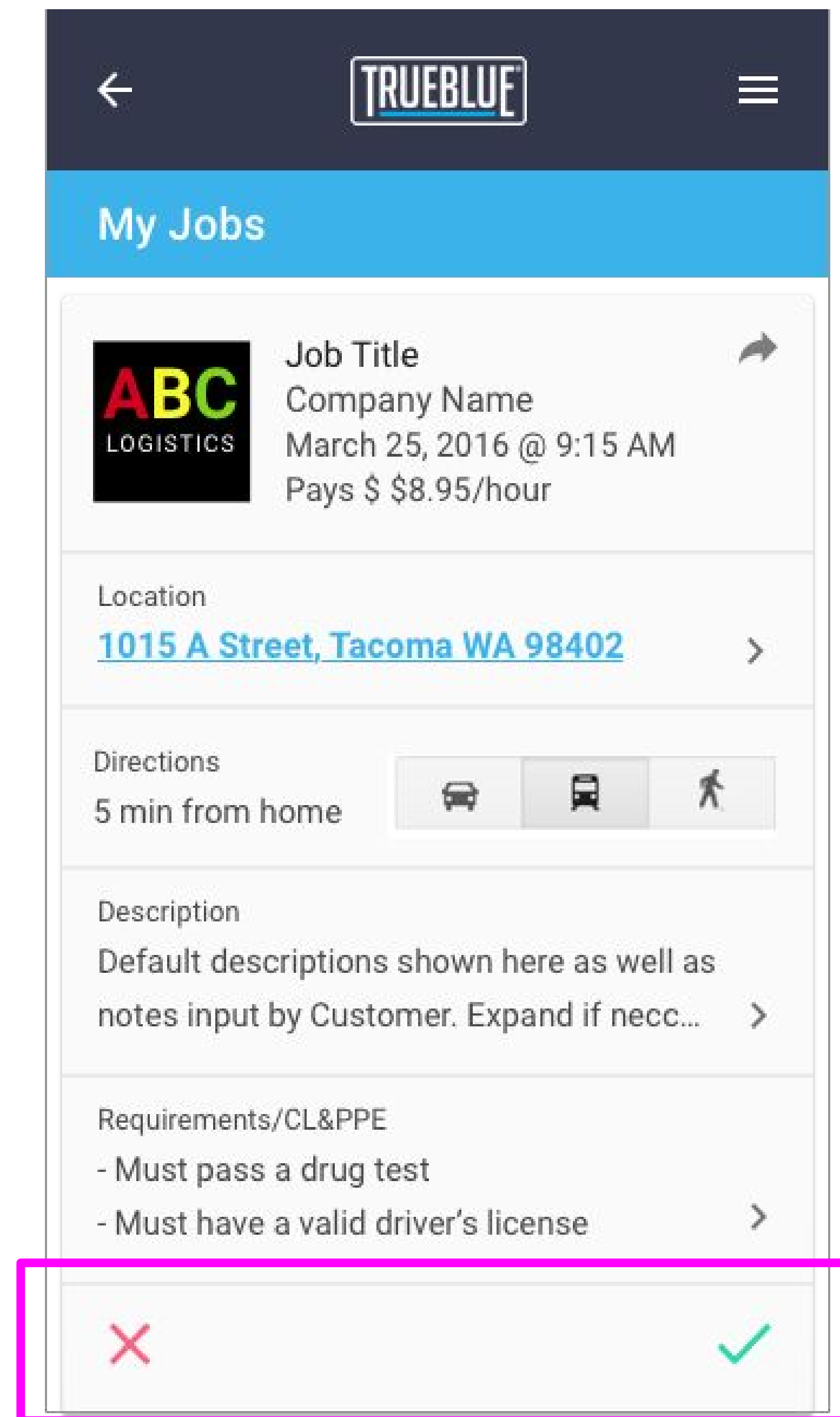
The key decision area of interaction where users decide to take or decline the job is easily accessible. The language was decided based on the conversational and simple tone of voice coherent with Swipejob's brand and tone.



Job Card Version C

The final option is quite similar to Version B, with the exception of changing the words of accepting or declining a job to icons.

The simplicity of the universal symbols was more quickly interpreted as a “yes” vs. “no” with users. Instant understanding was also more easily recognized by the opposing color choices.

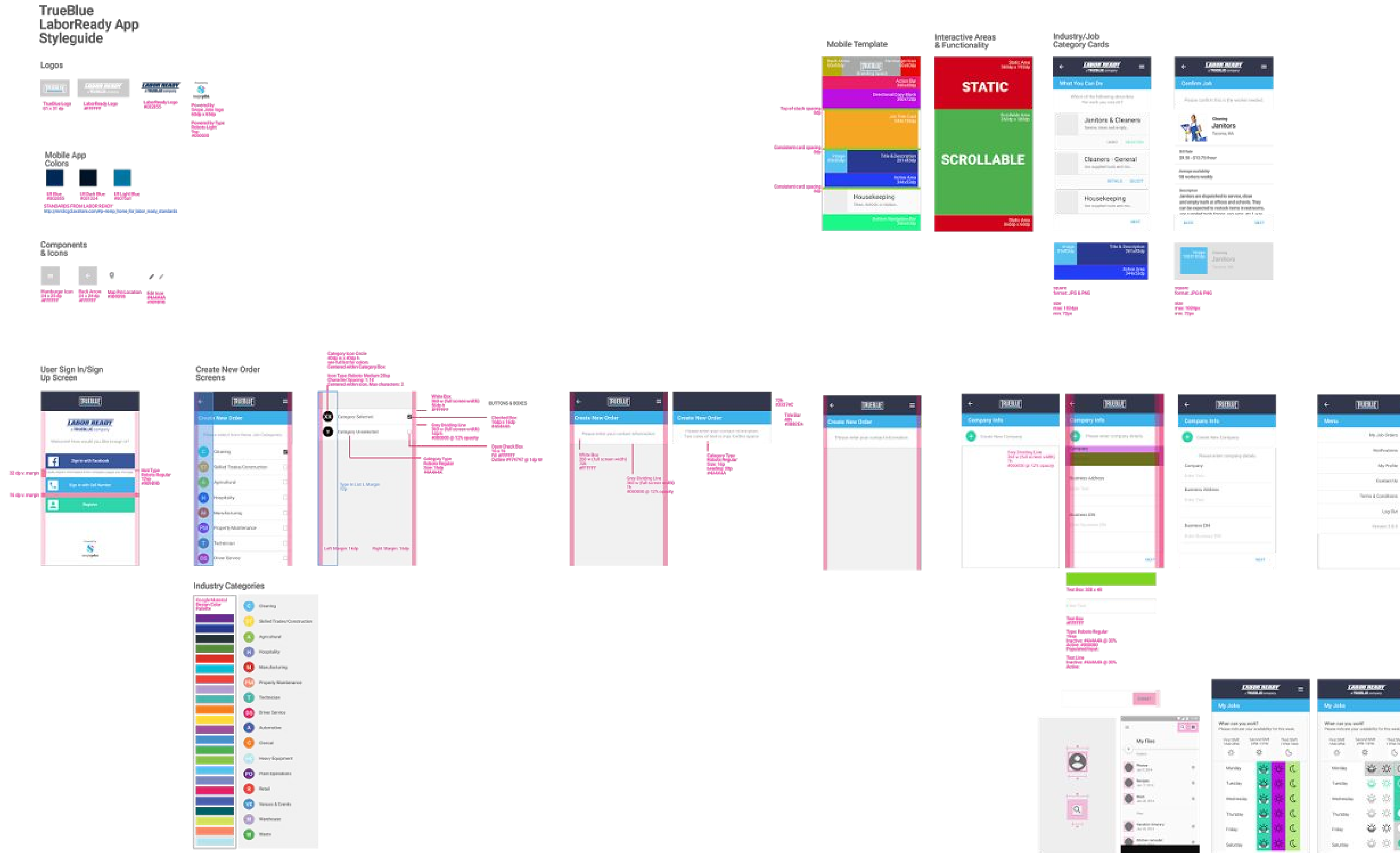


Styleguide

Tool for design and developers to communicate standards.

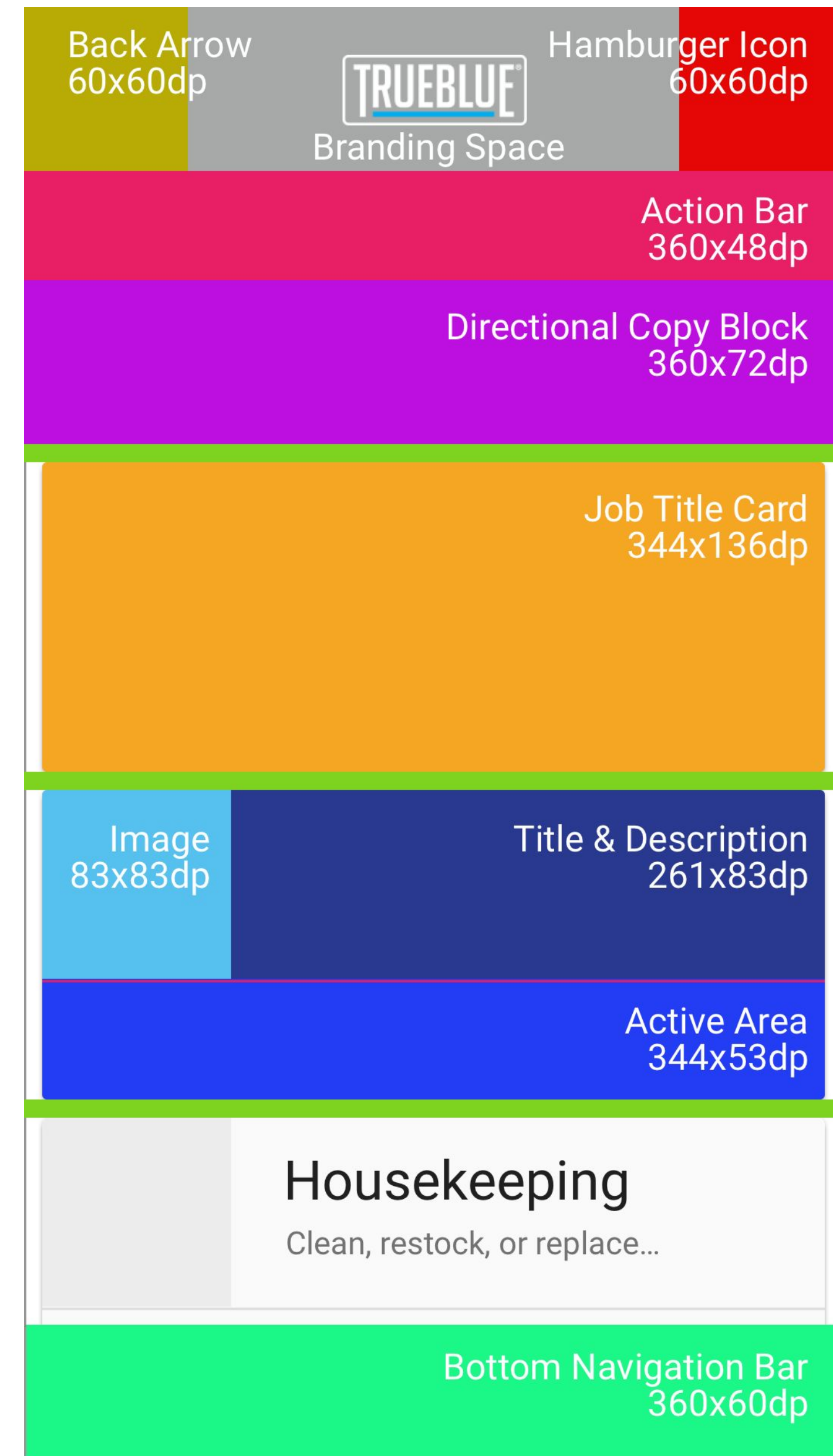
Used as a master check when building new functions and screens.

This was difficult to keep updated and in retrospect would've used Zeplin and/or InVision to document standards and communicate with developers.



Styleguide

Redlines provided developers with a clear understanding of how to build a consistent app.

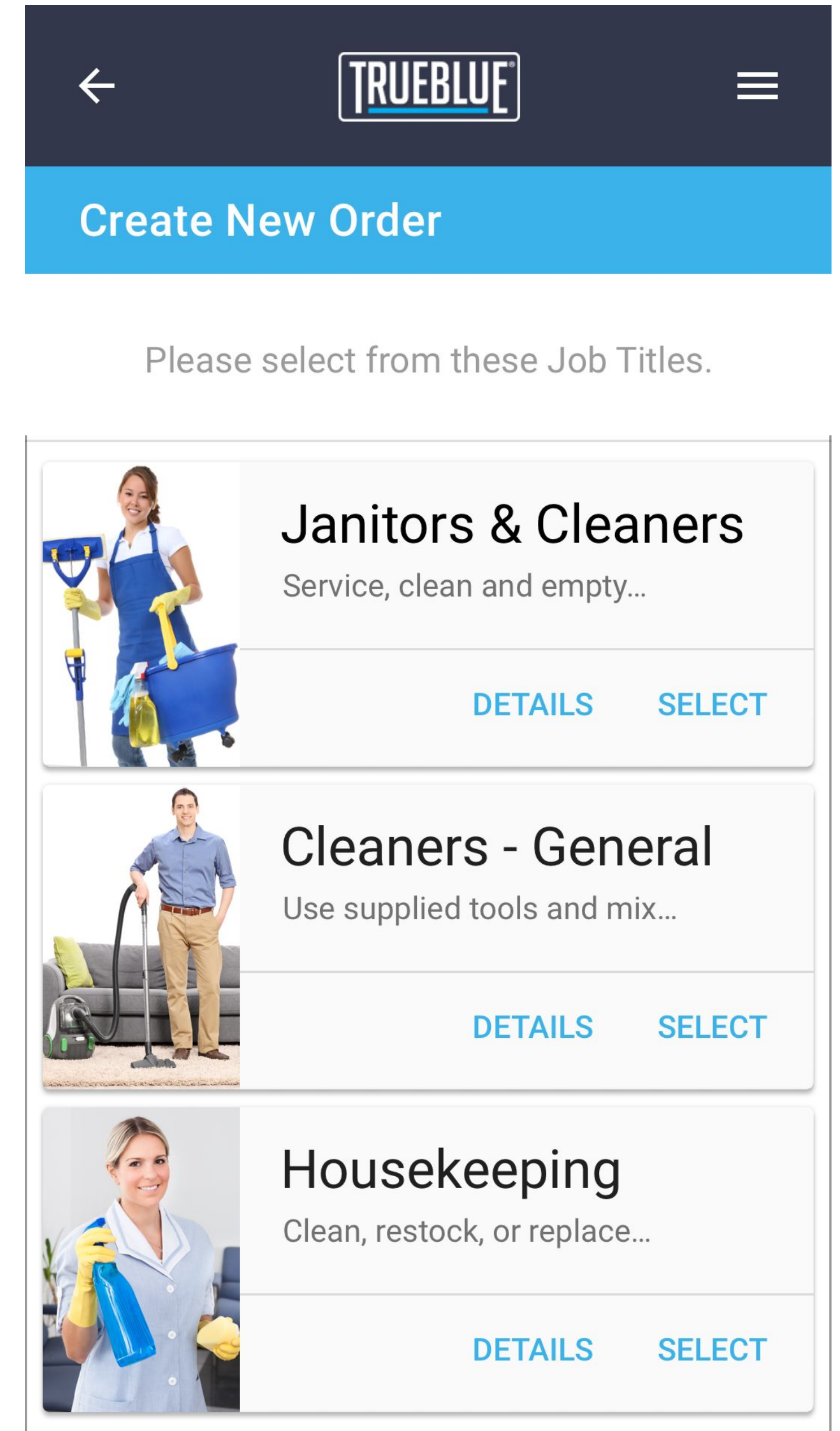
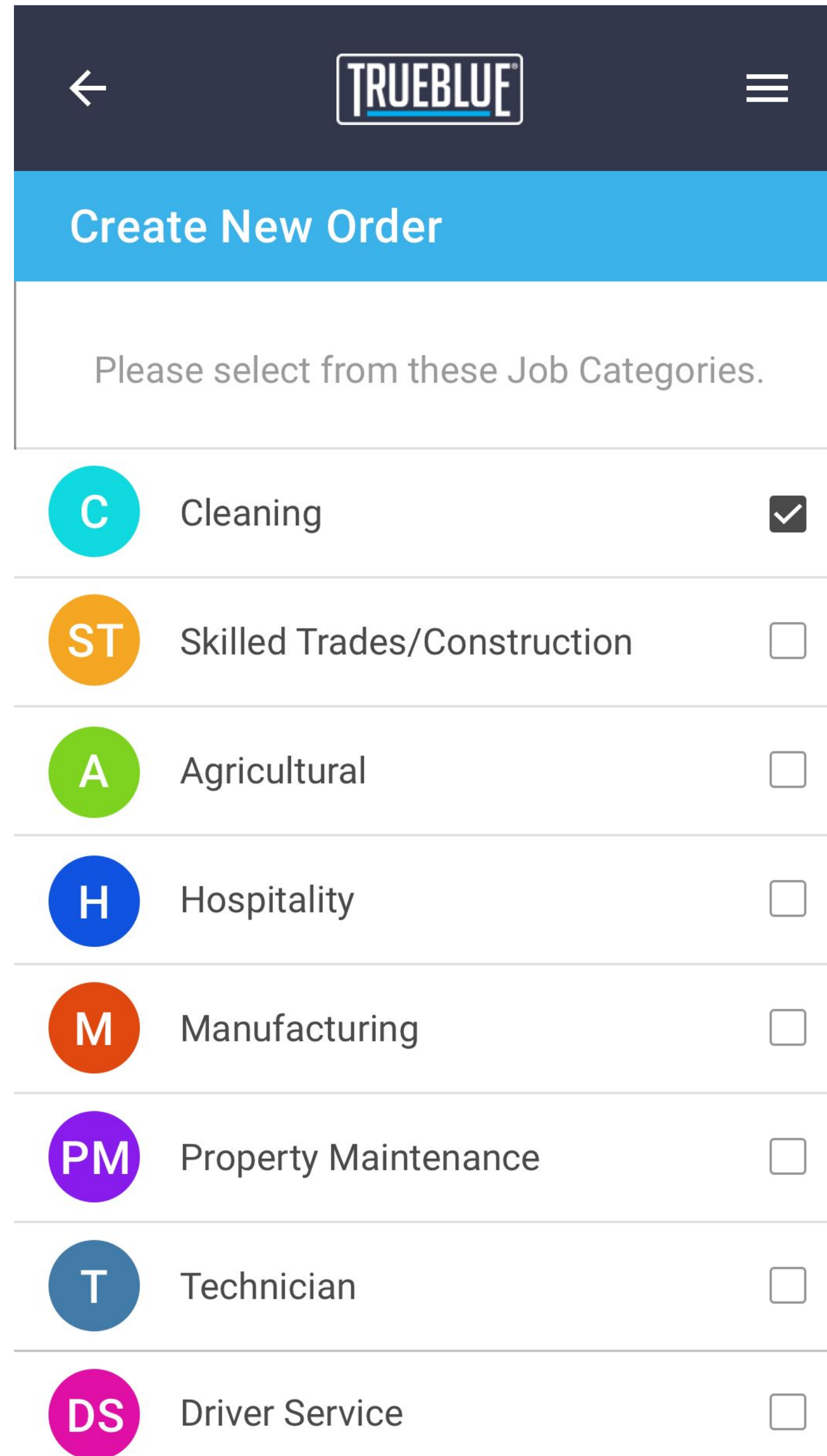


Final UI Components

Ultimately, since the app had to work on multiple devices and versions of operating systems, we ended up utilizing the new system of Google's Material Design.

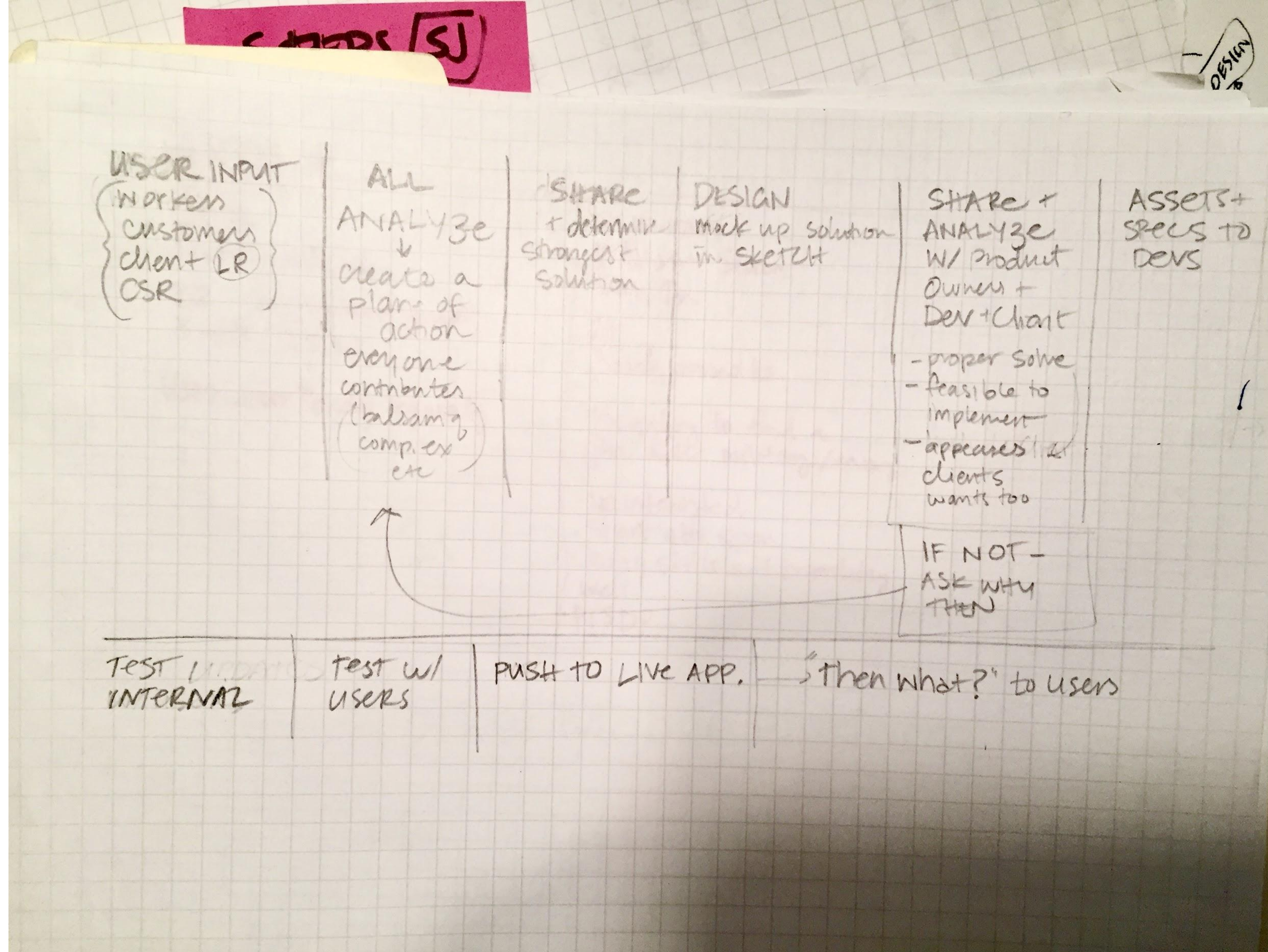
This allowed for a cohesive and universal look and feel across products and simplified the development process.

Some screenshots of the last version of app I worked on.



Internal Process Flow

Working through the internal development process to help onboard new Swipejobs employees and create a standard of getting things shipped.



Bus
PPT
+ client facing

PNGs

ui/ux
Screens PNG
+ style sheets

PNGs

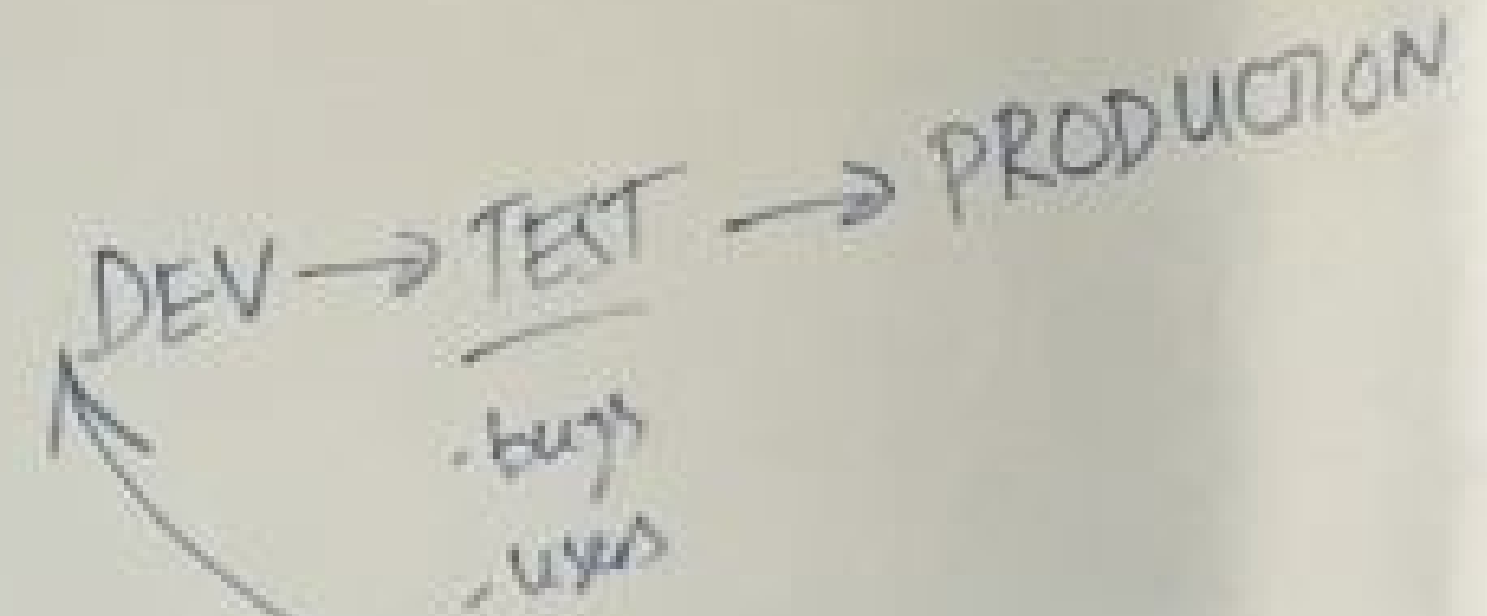
Dev
Demos

PNGs (MP)

- sketch (line)
- git hub (pro)
- zeplin (style guide)

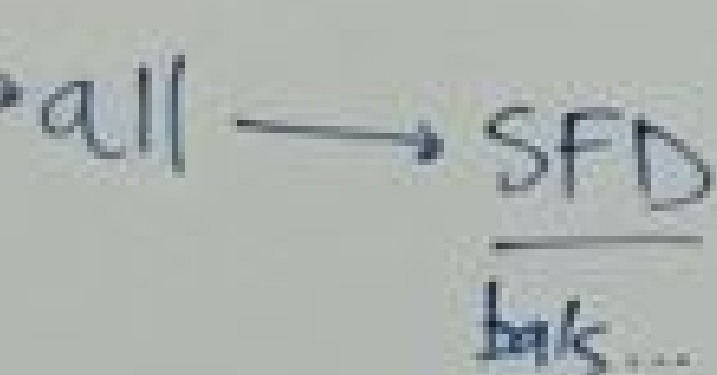
SFD's

- Balsamiq
- quick sketch on paper



BUS

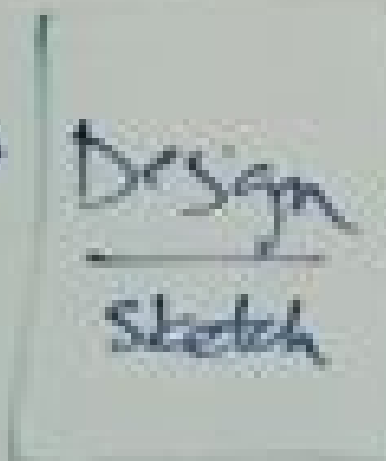
user



DESIGN



DEV



GITHUB / commit #

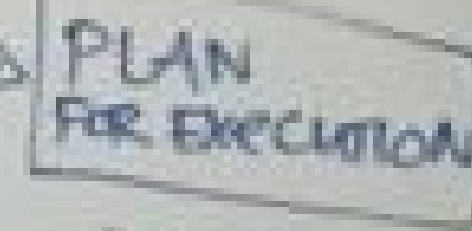
PNG

- PPT / client
- DEV



- KD / JB
- TB - Rick
- DEV

SIGN OFF



Dev + Design ALIGNMENT



- new vs
- tweak
- slight update

SSD

Communication/Workflow/
Development process flow

Feature Planning

Based on user and stakeholder feedback, worked with CEO to determine features to tackle next.

TOP 14 IDEAS

ADD "FILTERS" for JOB SEARCH

1. Replace spinner with animation & informative copy

2. Improve & reiterate directions on important actions (i.e. swiping R/L, I've Arrived, Call Branch)

3. Desktop: create cards instead of all tables—dashboard style TO DO list displayed hierarchally in terms of urgency

4. Cleaner menu display (esp customer)

5. Job Category & Title organization options

6. Search by Map for Available Jobs (filters for job types)

7. Quicker/more intuitive Re-order – same job and same workers

8. Gameify experiences

9. Shareable job cards

1. Deep link
2. If worker wants to share URGENT job with friend
3. via Facebook—we would get recipient info
4. Refer a friend, win a prize/earn something

10. Cust & Work uploads (video+photo) of reviews, location shots—Desk has ability to remove.

CAL TEACH?

11. Integrate messaging service (worker > Report-to contact), Slackbot

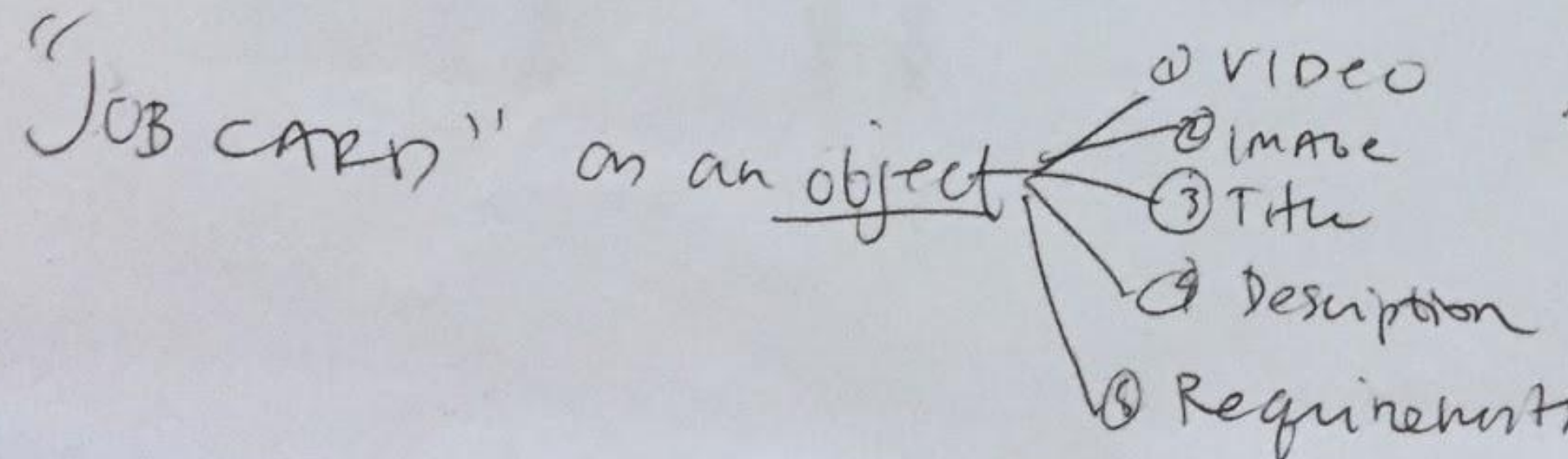
12. Designate hierarchy and roles for Cust to Desk

13. Support page on Desktop

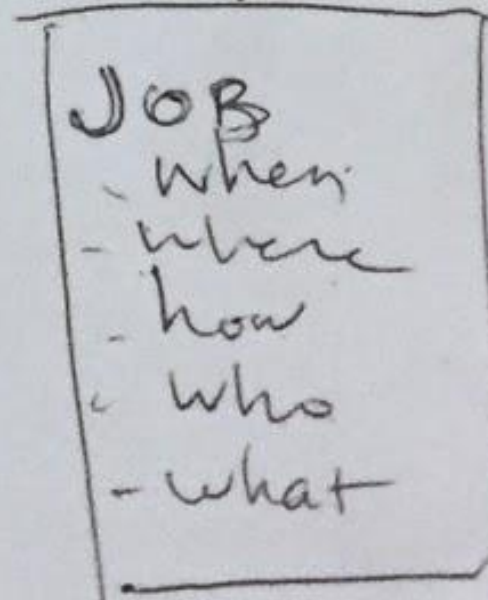
14. "URGENT" need jobs (applies to hard to fill jobs too)

1. Surge Pricing
2. DESK: ability to label order as urgent and access pool of available workers
3. CUST: Time limit/frame so when submitted X hours to start tim, labeled as URGENT
4. WORK: Notification & special job card for URGENT. Source nearby

PROFILE



Time/Date



Results & Reviews

Developed a set of standards and guidelines for developers to build from.

Evangelized and fought for the importance of design.

Kim Macdonald - CEO at swipejobs

Meredith is an intelligent person who combines creativity with a can-do attitude. She is skilled across many platforms and tools and she can help to bridge many more with her great communication skills. I highly recommend Meredith.

THANK YOU!

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