

# Design For Mobile APP and Responsive Website for Career Coaching

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Ros Sumiati

# Project overview



## The problem:

Living in New York is one of the most challenging for American. Finding job is requiring a best skillsets of youth. For social I intend to make a useful app and website in responsive design to help youngsters develop their skills easier.



## The goal:

Helping youngsters to get productive upgrading their skill set so that they can easily get a job, their dream job.

# Project overview



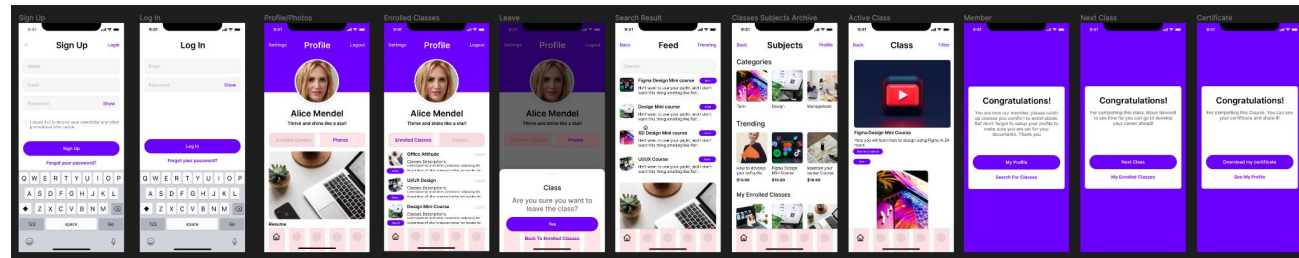
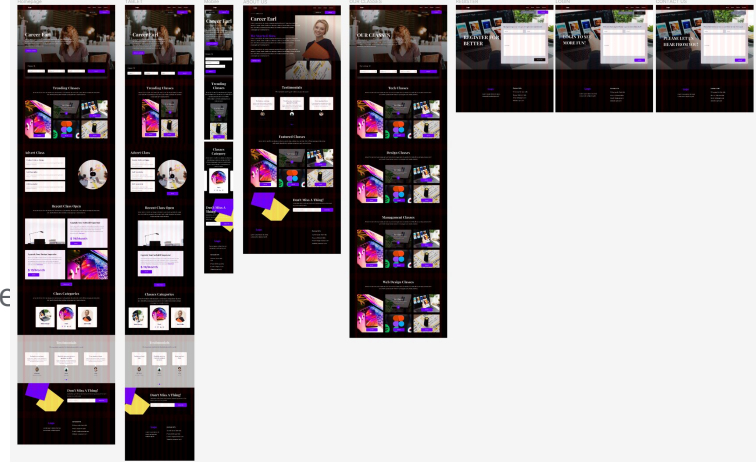
## The product & The Design:

This is work to design a Mobile App & Web Responsive Design for Career Coaching for New York City Area. Website Design using Dark Mode to give more value to Electric Indigo lighted the site on 10% scale from 60:30:10 ratio. App Design Choose White as dominant and Electric Indigo as second proportion to make it more lighter. Because most user will be on mobile.



## Project duration:

1 Year



# Project overview



## My role:

Lead UX designer



## Responsibilities:

List of the responsibilities:

1. User research,
2. wireframing,
3. Prototyping,
4. Testing

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



Based on the research I have made online,  
U.S. unemployment level seasonally adjusted monthly number 2021-2022. In December 2022, the  
national unemployment level of the United States stood at about 5.72 million unemployed persons.  
(Statista)

My assumption is that people really think that having a great job they are dreaming of is important,  
and new skills also important to giving them chances reach their great job.

That is why this Mobile App and website goal is to refer people to get the best of their skills choice  
to leverage their capability.

# User research: pain points

1

## Navigation

Most of the coaching website don't give best filters, they stop with only price range, no classes choices. People need to be navigate to the best filters as they really need. (Class based on their background for example)

2

## Interactions

Most of coaching website didn't come up with easy to reach people who has the background that search for jobs and skills. Most of them using handphone. That is why most closest interaction for user in this website will be a Whatsapp Button

3

## Experiences

Write one to two sentences reflecting on the pain point listed above and how it will guide designs moving forward.

# Persona: Erina Georgia

## Problem statement:

Erina is a busy designer who needs intuitive website navigation and search filters because she wants online coaches for design expert as she needs (Advanced Expert)



**Erina Georgia**

**Age:** 32  
**Education:** Bachelor  
**Hometown:** New York  
**Family:** -  
**Occupation:** Interior Designer

*"Art is something you can clutter yourself with!"*

## Goals

- Accurate filters for improved career confidence.
- Bigger buttons and improved placement for more accessible navigation.
- Less cluttered navigation and layout for easier browsing.

## Frustrations

- "I struggle with the result of new Coaching Classes."
- "There is no such category I think needed, Interior Design"
- "There seems a lot of scam for this kind of coaching classes website, so many ads in there"

Erina is a busy designer who needs intuitive website navigation and search filters because she wants online coaches for design expert as she needs (Advanced Expert)



# User journey map

I created a user journey map of Erina's experience using the site to help identify possible pain points and improvement opportunities.

## Persona: Erina Georgia

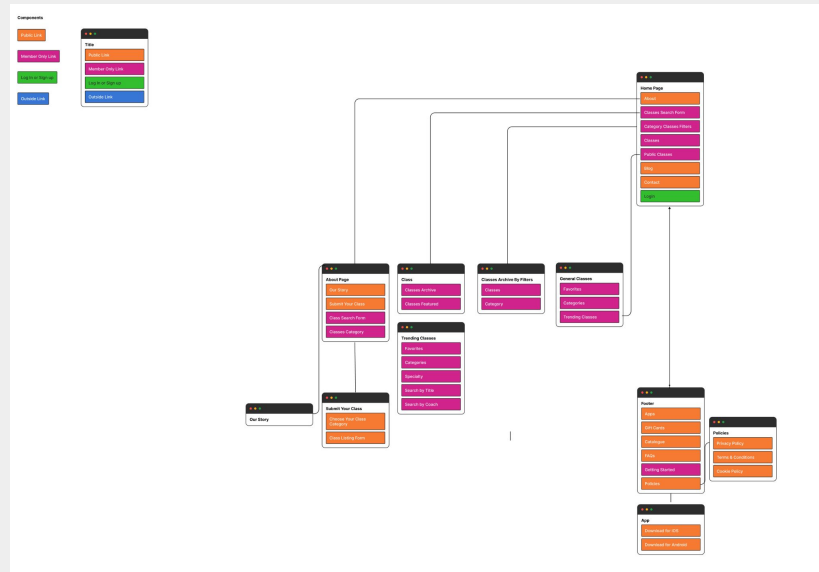
Goal: Find a Career Development Class Online in New York using Career Coachhng Website, CareerEarl.com

ACTION	Determine the Career Class you need using search filters.	Check on New Classes	Enroll to the Class	Make a payment for enrolling	Get a guide on attending the class	Confirm done and release payment
TASK LIST	Tasks A. Go to Homepage B. Search For the Class based on filters C. Pick One of the result on the archive page result	Tasks A. Click New Classes Area on the website B. Checking on more result by clicking 'More' button. C. Pick any Class that interesting.	Tasks A. Confirm Enrollment of the Class chosen B. Confirm Class wanted C. Confirm date of attend	Tasks A. Choosing one of the payment method, on the payment methods options B. Verifying payment card or ID C. Send money to escrow	Tasks A. Verifying ID B. Attending Class C. Checking the Features on the Enrollment details	Tasks A. Confirm enrollment B. Release the payment from escrow
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>Happy to see all Classes categories provided</li></ul>	<ul style="list-style-type: none"><li>Hopeful</li></ul>	<ul style="list-style-type: none"><li>Satisfied</li></ul>	<ul style="list-style-type: none"><li>Overwhelmed</li><li>Patient</li></ul>	<ul style="list-style-type: none"><li>Relieved</li><li>Glad</li><li>Alert</li></ul>	<ul style="list-style-type: none"><li>Excited</li><li>Relieved</li><li>Happy</li></ul>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"><li>Pick Class that interesting to her details wanted</li><li>Enroll to one of the Class that interesting for her</li></ul>	<ul style="list-style-type: none"><li>Better option of "other" Trending Classes result</li></ul>	<ul style="list-style-type: none"><li>Enrolling and next step explanations</li></ul>	<ul style="list-style-type: none"><li>Make an easy form to fill for this confirmation</li></ul>	<ul style="list-style-type: none"><li>Feedback options</li><li>Confirmation options of all details are good to go</li></ul>	<ul style="list-style-type: none"><li>Rate the Class Coach</li></ul>



# Sitemap

I made it more hierarchical structure for the sitemap to make it more easier to read the information architecture of the website.



The image shows a hand-drawn wireframe of a career website, divided into three main vertical sections. The left section is titled 'CareerEart' and features a 'Welcome' message with a cloud icon, a 'Which one are you?' section with three buttons ('Seeking Job', 'Developing My Gender', 'Already a Member?'), a 'LOGIN!' button, and a 'PROFILE' section with fields for 'YOUR RESUMES', 'PICTURE', 'USERNAME', 'PASSWORD', 'CLASS', and 'YOUR PROPOSALS'. The middle section is titled 'You are on Career Day Drive!' and includes a 'Find Your Job!' section with a search bar, a 'Newest Job!' section with three job listings, and a 'CLASS TITLE' section with a list of classes. The right section is titled 'LOGIN PAGE (YOU)' and includes a 'Login Your Self!' section with a login form, a 'SIGN UP' button, and a 'CLASS TITLE' section with a list of classes. The wireframe is drawn on a piece of paper placed over a laptop keyboard, with various icons and text annotations throughout.

**Section 1: CareerEart**

Welcome. (cloud icon)

Which one are you?

Seeking Job >>

Developing My Gender >>

ALREADY A MEMBER?

LOGIN!

PROFILE

YOUR RESUMES >>

PICTURE

USERNAME

CLASS

YOUR PROPOSALS

INTERVIEWS

**Section 2: You are on Career Day Drive!**

Find Your Job!

Search For Job

Newest Job!

308 TITLE

308 TITLE

308 TITLE

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 3: LOGIN PAGE (YOU)**

Login Your Self!

You can choose categories based on your expense and GO

Categories

See all

TECH

LEGAL

BEST CLASS

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 4: LOGIN PAGE (YOU)**

Email

Password

Forgot Password?

LOGIN!

OR

Login with Google

If Login with Facebook

If Login with LinkedIn

Have no CareerEart? REGISTER

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 5: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 6: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 7: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 8: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 9: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 10: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 11: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 12: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 13: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 14: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 15: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 16: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 17: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 18: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 19: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 20: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 21: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 22: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 23: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 24: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 25: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 26: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 27: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 28: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 29: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 30: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 31: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 32: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 33: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 34: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 35: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 36: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 37: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 38: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 39: LOGIN PAGE (YOU)**

CLASS TITLE

DATE/TIME

LANGUAGE

CATEGORY

WHAT'S IN THE CLASS

SEARCH: PTC & PROFILE

DESCRIPTION

ENROLL NOW!

**Section 40: LOGIN PAGE (YOU)**</

The image displays five mobile application screens for the 'Career Talk' app, arranged horizontally. Each screen is shown within a smartphone frame with a dark red bottom navigation bar.

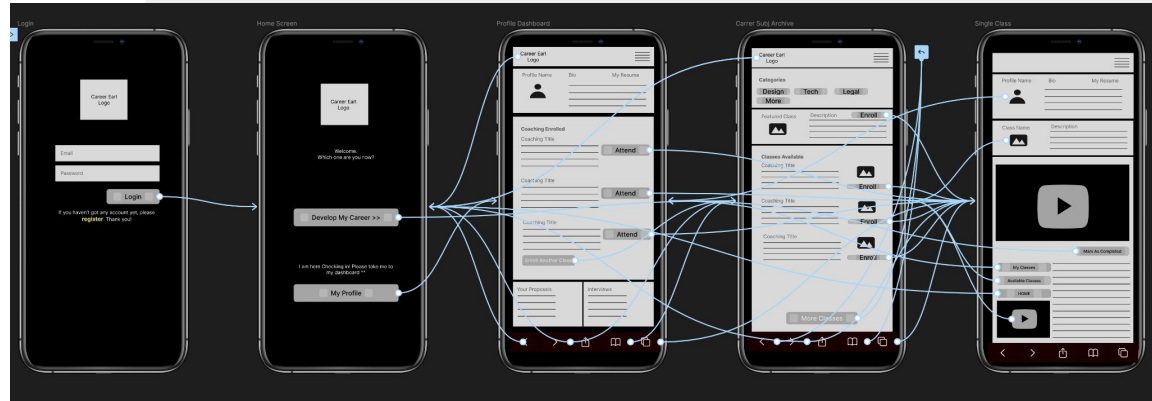
- Login Screen:** Features a 'Career Talk Login' header, a 'Email' input field, a 'Password' input field, and a 'Login' button. A message below reads: 'If you haven't got an account yet, please register. Thank you!'.
- Home Screen:** Features a 'Career Talk Login' header, a 'Welcome, Which one are you now?' message, a 'Develop My Career >>' button, and a 'My Profile' button at the bottom.
- Profile Dashboard:** Displays user information (Name: John, Age: 20, My Interest: ), a 'Create New' button, and a list of 'Courses Enrolled' with 'Attend' buttons. It also shows 'My Friends' and 'My Groups'.
- Career Skills Archive:** Displays a 'Career Talk Login' header, a 'Categories' section with 'Design', 'Tech', and 'Legal' tabs, and a list of 'Classes Archive' with 'Attend' buttons. A 'More Classes' button is at the bottom.
- Single Class:** Displays a 'Career Talk Login' header, a 'Categories' section, a 'Class Details' section with a video player, and a 'More Classes' button at the bottom.

# Digital wireframe screen size variation(s)



# Low-fidelity prototype

<https://www.figma.com/file/gDhZifONSjIIEAQdgc1j0Q/Lofi-Career-Coaching-For-Social-Job?node-id=2%3A849&t=dtWTfEiSctOGw57Z-0>



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

United States, remote



## Participants:

5 participants



## Length:

20-30 minutes

# Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1 (Confusion about login or register choices, but it should be obvious since they haven't register yet, they should automatically understand that they need to register, but they still questioning, so I think it needed to be explain on description a bit on the form says "If you haven't got any account, please register and if you already a member then just login from previous analysis)

2 (Understood features on Subject Classes archive and still have no idea how to configure filter options from previous analysis)

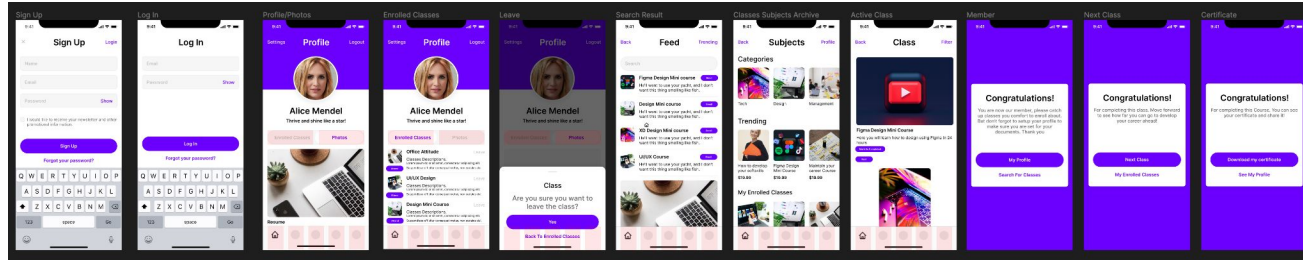
3 Don't like result section, in a way of the search result and another two in a way of how it looks from previous analysis



## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups: Original screen size



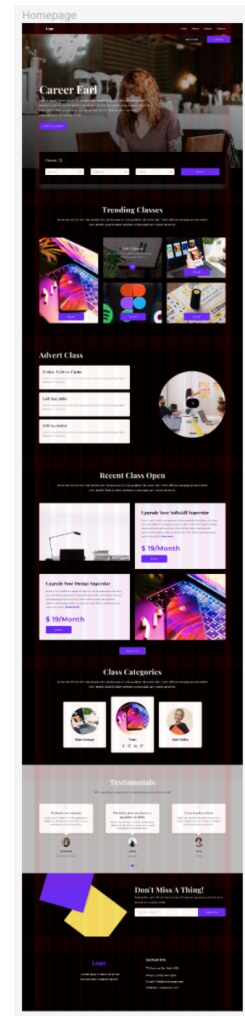
## The Design:

Website Design using Dark Mode to give more value to Electric

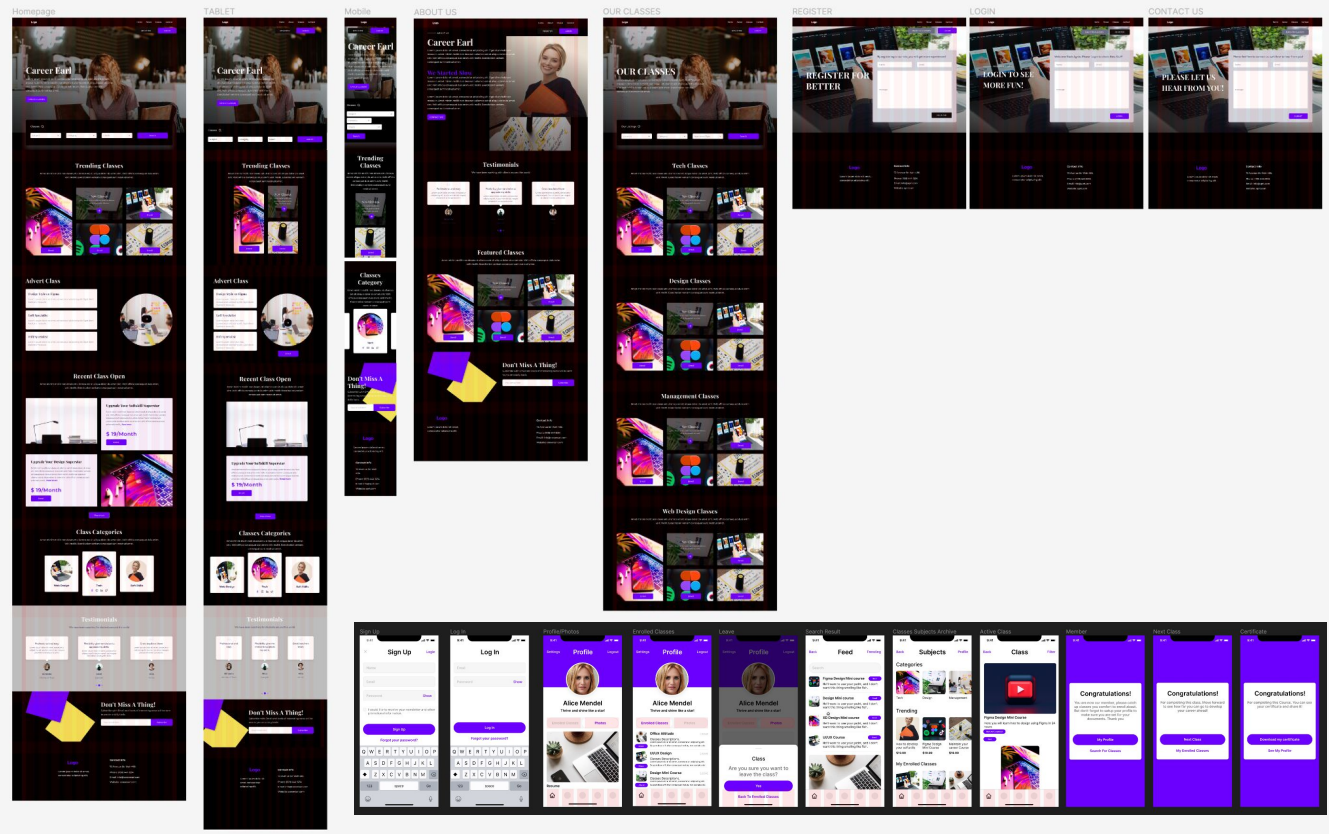
Indigo lighted the site on 10% scale from 60:30:10 ratio. App Design

Choose White as dominant and Electric Indigo as second proportion

to make it more lighter. Because most user will be on mobile.



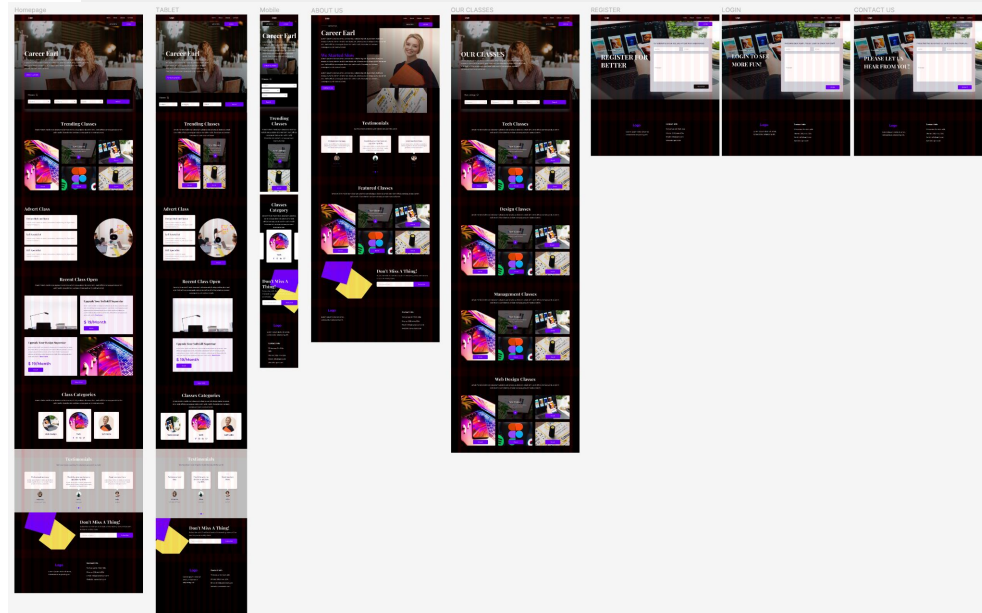
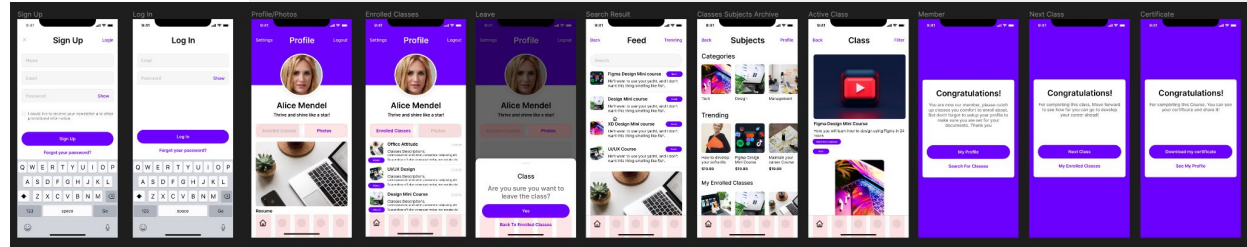
# Mockups: Screen size variations



# High-fidelity prototype

<https://www.figma.com/file/zhOoW2Bp7GoQ5e76PVBmDy/High-Fidelity-Design-Prototype-Career-Coaching---Ros?node-id=0%3A1&t=WcXVmBujb0jfgQm8-0>

<https://www.figma.com/file/O7PUNft6wDsbnPLNtWgB4c/High-Fidelity-For-Career-Coaching-Responsive-Website-Design---Ros?node-id=0%3A1&t=hYDSaQVOtcPnNuSz-0>



# Accessibility considerations

1

I used headings, buttons with different color and size text for clear visual hierarchy

2

I help users navigate the site, including users who rely on assistive technologies with landmarks.

3

I designed the site with mobile responsiveness in mind.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

This website is quite easy to navigate, I am as a person who are really in need of guide for my career, I am so happy I can easily find any coach on this platform.- Erina Georgia



## What I learned:

Giving the best looks of the design doesn't mean forgetting the users who needs it to be working better than only looks.

# Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

Making my way to better result of Hi-Fidelity Design to present.



# Let's connect!



I would love to hear from you, glad to know if I can help to solve all your business needs for Apps and Website.

Please visit: <https://rosumiati.com/>

Email me : [contact@rosumiati.com](mailto:contact@rosumiati.com)

Thank you!