



# ApplicantStack UX Audit

Executive Summary by Erin Jones (RadRootLLC)



# What went into this audit?

## Cognitive walkthrough

- First-time user attempts 3 critical tasks
  - Post a job
  - Review candidates
  - Email a candidate
- All completed successfully, but not without a few snags and confusion

## Expert usability review

- Expert usability review of the app
  - 45 principles in 10 categories
  - Weighted by user impact
- Usability score of 72/100 (Good) is healthy, but leaves definite room for improvement

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**The Good, the Bad & the Ugly...**



## The Good

ApplicantStack supports successful completion of critical tasks.

- Fast page load times keep users engaged in their tasks.
- Clean design and layout allows users to focus on the task at hand.
- Help is provided in-context and in a variety of formats.
- Content is appropriate in tone, voice and is typically easy to understand.



# The Bad

While ultimately successful, there is always room for improvement.

- Help could be more concise and is sometimes written too technically.
- Expert users need more shortcuts and less help.
- Links are not always well-labelled.
- Form errors appear do not appear next to the input where the error occurred.
- A failed search returns no error.



# The Ugly

Improving these areas will have the greatest impact on user success.

- Homepage is missing critical calls to action (e.g. post a job, send an email)
- User is not asked to confirm when trying to take an un-doable action
- Forms are sometimes long and require too much information before saving.
- Sidebar links lack context are inconsistent from page to page.

# What do we do about it?

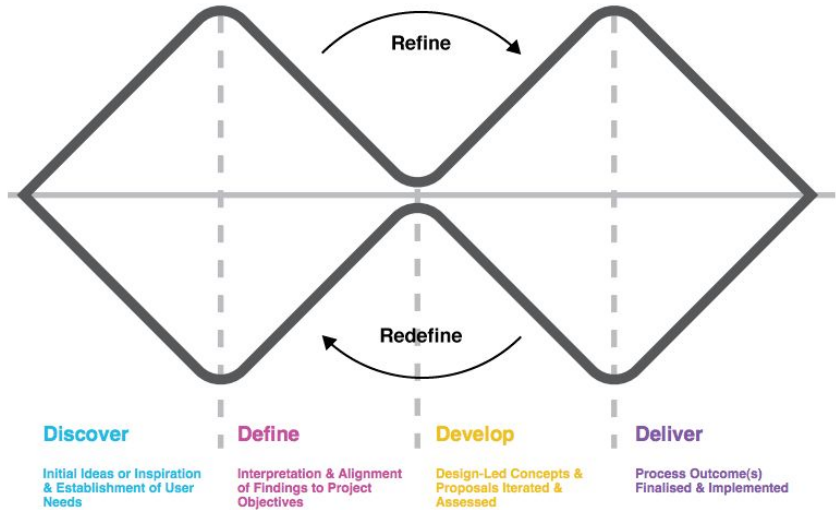
We discover, define, develop and deliver solutions...



# Double Diamond Design Process

An iterative process where solutions are:

- Discovered with user-centric research.
- Defined as project objectives.
- Developed into tested prototypes.
- Delivered and monitored for success.







# Priority 1 Solutions

Priority 1 recommendations are critical to user success and should be given highest priority.

- Start gathering data on key user metrics (PULSE & HEART).
- Elevate critical tasks on the homepage.
- Clarify usage of the task sidebar.
- Avoid form fatigue, confusion, and abandonment



## Priority 2 Solutions

These solutions will reduce a user's likelihood to experience stress and confusion during their app session.

- Add clear CTAs on sub-pages.
- Tailor UX to user expertise level.
- Redesign search filter UI.
- Test designs for the pipeline summary.
- Include other categories in search bar.
- Give an error when search fails.



## Priority 3 Solutions

These solutions will reduce a user's likelihood to experience stress and confusion during their app session.

- Update mobile UX patterns.
- Consider offering phone or chat help.
- Begin auto-suggestion sooner.
- Update typography styles.
- Link logo to the homepage.
- Add breadcrumb navigation to all pages.
- Adopt a friendlier tone in favor of technical terms.
- Remove marketing language from help.

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# Design is a journey. Enjoy the ride.

Focus on quick wins and setting ApplicantStack up for user-centric, data-driven success in 2019.

For more detailed analysis of prioritized solutions, please be sure to review the other materials included with this presentation.

- Usability Review
- Cognitive Walkthrough
- UX Recommendations