

# The Endeavour<sup>X</sup> Experience

END-TO-END  
UX/UI DESIGN  
PROJECT

NOV 2021

ZARA SADAT

# PROJECT OVERVIEW

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**MY ROLE:** Design Lead

**PROJECT TIMELINE:** Oct -Nov 2021

Endeavour Group aims to develop an exceptional online experience that will provide individuals with valuable insights into the company. This platform will not only help in attracting top-tier talent to the organization but also enable them to effectively communicate and share their unique story.

**Primary audience:**

- 18-35-year-olds, looking for corporate innovation career opportunities within Product, design, data and technology.
- Endeavour Group Team members looking for career pathways into Ed-X

**Secondary audience:**

- Prospective Investors
- Ed Group Shareholders

# PROJECT BRIEF

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## PRIMARY OBJECTIVES:

- Strengthen EndeavourX's Online Brand Visibility and Impact
- Facilitate Prospective Candidate Engagement and Education
- Streamline the Online Application Process for Job Seekers

## SECONDARY OBJECTIVE:

- Increase Brand awareness of Endeavour Group

## KEY DELIVERABLE:

### Research Insights and Recommendations Report:

- A comprehensive document summarizing research findings and providing recommendations based on the insights gathered.

### Concept Definition:

- Clear articulation of the core concept, including the idea's description and its purpose within the project.

### Objectives of the Idea/Solution:

- A well-defined statement outlining the specific goals and outcomes the idea or solution intends to achieve.

### Operational Overview (How It Works):

- A detailed explanation of the mechanics and functionality of the proposed idea or solution.

### User Flows:

- Visual representations (e.g., flowcharts or diagrams) illustrating the user journeys and interactions within the system.

### UI Library/Style Guide for EndeavourX Brand:

- A comprehensive style guide that outlines branding guidelines, and visual elements, such as color schemes, typography, icons, and design principles to maintain a consistent and cohesive EndeavourX brand identity.

### High-Fidelity, Interactive Prototype of the Solution:

- A fully developed and interactive prototype showcasing the user experience and functionality of the solution, allowing stakeholders to experience the concept in action.

# Problem Statement

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EndeavourX faces the challenge of **limited brand recognition** within the market. Both prospective candidates and current members of the Endeavour Group express a strong desire to **access information** about **EndeavourX** online to facilitate their job search. However, the existing online information about EndeavourX is notably scarce.



**Double Diamond**

**Approach**

# Desktop Research

Desktop research highlighted the fierce competition in the Australian tech job market. Employers need innovative ways to stand out in this competitive landscape.

## Desktop Research-The EndeavourX - Experience

### Business Overview

To support next generation of growth in Endeavour Group, they formed a EndeavourX to focus on innovation and digital transformation using Data & Insight-led ways of working. EndeavourX brings the best of data, design and tech using Agile and design thinking mindset and ways of working to create easy and inspiring experiences for customers and team members.

### Excellent performance competitor in the industry

Companies seeking opportunities in an era of constant customer connectivity focus on two complementary activities: reshaping customer value propositions and transforming their operations using digital technologies for greater customer interaction and collaboration. In worldwide, digital transformation industry enhance customer service is already used in retail and other industry more than ever before. In this report, **Wesfarmers**, **Cuker** and **Atlassian** will be the 3 most best performance competitor will be analysed here.

### Competitor Analysis

#### Brief of Competitors

- **Wesfarmers:** Wesfarmers has reported that it is investing \$100 million over the next 12 months to develop a data and digital ecosystem across Wesfarmers retail businesses. Wesfarmers brands include Kmart Group, Bunnings and Officeworks. Wesfarmers employs approximately 107,000 people, operates predominantly in Australia, New Zealand and the United Kingdom.
- **Cuker:** Cuker is an award-winning agency leverages proven business strategy, innovative technology, and creative solutions to strengthen brands, deliver ROI, and enhance visibility across the Web.
- **Atlassian:** more than 5000 in Atlassians supporting an international group of 170,000+ customers. They build tools like Jira, Confluence, Bitbucket, and Trello to help teams across the world become more nimble, creative, and aligned.

#### Career pathway:

Users can apply for jobs mainly through the 'career' page. In the page, the description of **employee benefits** and **job requirements** has significant help for job seekers. However, the way to find a career pathway is not only in the official website, but also in different **job agency websites** like Seek, LinkedIn and other website.

#### Brand awareness

Brands convey their brand awareness through the **past work** they did. Moreover, in atlassian's homepage, more information about **honors, events, and news** have been added to enrich the content. In addition, **different languages can be switched** in atlassian homepage. Cuker makes more use of video and bold structural design to show their past work.

#### Culture Display

**Wesfarmers:** "Make an impact with Wesfarmers". Company culture is displayed through a 'how we work' video, benefits and introduction to the management team.  
**Atlassian:** Blogs and event pages greatly promote the display of culture. In addition, more about the culture of team building is the team module.  
**Cuker:** cultural content is displayed through video, image content and layout.

#### Access to Employee Benefits

**Paid Time Off to Refresh, Work / Life Balance, Meaningful Work, Teamwork** makes the dream work are the four aspects that all companies will display, and each company will promote its unique employee benefits. And all pages related to employee benefits are created under the career module.

### Industry Trends

Brand awareness is the probability that consumers recognize your brand, products or services. For consumers to make a purchase, they first need to know a brand exists. When it comes to purchasing decisions, studies show that the brands consumers recognize most are more likely to be included in their consideration sets. In fact, 75% of shoppers said they are more likely to purchase from a company that knows their name and purchase history. In the early stages of the path to conversion, marketers should make brand awareness and visibility a top priority. They can accomplish this via **various strategies**, including **social, organic search, publications, media mentions, offline promotions** and more.

### The Australian Job Market

- Australia's border closures and loss of skilled migrants have led to an ongoing skills shortage is leading to intense competition among organisations for tech talent (AFR, 'Tech talent crunch hits home amid border closure', April 2021).
- Tech candidates are often interviewing for multiple roles at a time, which means companies need to find a way to stand out from the competition (2021 Technology Talent Trends report, Six Degrees Executive).

## Desktop Research-Appendix

Excellent performance competitor in the industry

### Competitor Analysis

#### Navigation Bar



#### Landing Page



#### Culture Page



#### Profile page



#### Career Page



### Job Market Insight

Career pages for talent acquisition - recommendations from recruitment experts

- **Optimise for mobile.** It is important that job listings and the career page are optimised mobile browsing. Glassdoor research found that 58 percent of Glassdoor users today (in the U.S.) are looking for jobs on their phones (Glassdoor Economic Research, The Rise of Mobile Devices in Job Search: Challenges and Opportunities for Employer, July 2019).
- **Careers page content.** TalentLift cited a Glassdoor survey which found that **the top five pieces of information job seekers want employers to provide** as their research where to work: 1) Salary/compensation, 2) Benefits, 3) Basic company information, 4) What makes it an attractive place to work, 5) Company mission, vision, values. (TalentLift, 'Employer Branding Ideas- How Do Facebook and HubSpot Attract Talent', November 2017).
- **On-page video** content is a great way to showcase a companies culture, people, values and work environment. In order to build employer brand awareness for example, Workable recommends that businesses produce "a video featuring employees doing what they love" (Workable blog, 'The Recruitment Process: 10 steps necessary for success').

# Research Findings

## ONLINE SURVEY

50 survey respondent job hunters aged 18-35

## 1:1 INTERVIEWS

16 x 1:1 interview  
Job hunters age 21-37  
7 of EndeavourX employees

## COMPETITOR ANALYSIS

Deep research into organisations like Wesfarmers, Google, Atlassian, Afterpay and others

## RESEARCH FINDINGS OVERVIEW:

32% of people found their job through career websites, 28% via referral and 20% via LinkedIn

Salary and career development were the most highly rated deciding factors when choosing between employers

"It is very important for me to understand who works there. I want a social firm with people who are similar aged and a mixed diversity."

"I'd like to see something real on their website, like a 90 sec - 2 minute video of videos of current employees talking about their day."

85% of people said 'company website' when asked how they found out about a company

"80% of time I'm browsing through job ads through my phone."

63% of people were unable to find information about EndeavourX on the Endeavour Group website

55% of people were unable to find a job with EndeavourX via the careers portal

Customer research, conducted through surveys and one-on-one interviews, aimed to collect data on job-hunting experiences to uncover frustrations and needs

# One-on-one Interviews

In-depth one-on-one interviews were carried out with individuals aged 21 to 37, including those with roles in the tech industry and current EndeavourX employees. These interviews, combined with survey data, formed the foundation for crafting a user persona.





# Affinity & Empathy Maps

Affinity and Empathy maps were crafted to pinpoint central themes and gain insight into the behaviors, thoughts, and emotions of prospective candidates.



# Persona

Insights uncovered through research synthesis were used to develop a key persona representing a prospective candidate for EndeavourX.



## Bio

Michelle is a sociable, tech savvy service designer who has been working at a busy agency for over two years, and is ready to move onto a more senior role in a larger organisation where she would be working on more challenging projects and have more room to develop and grow as a professional.

Culture is important to Michelle, who would like to work in an environment that places a premium on it's people in view of creating a positive work place that strives to get the best out of them.

Michelle would love an experienced mentor that would guide her on her journey to becoming a trusted and valued member of her team, and the best designer that she can be.

## Michelle

**Age:** 28  
**Occupation:** CX Service Designer  
**Relationship:** In a relationship  
**Location:** Sydney, Inner west

### IT, Internet & Mobile Apps

### Online Activity

### Sociability

## Frustrations

- When researching organisations on-line it's often difficult for her to see how she would fit into them
- She feels she ends up taking a splatter gun approach to applying for roles using recruiters; company career portals; LinkedIn and Seek because she isn't sure of where she can find the type of companies that she would like to work for
- Has often felt that there has been a lack of diversity shown in the images of people used on the websites of companies that she has researched, which has left her questioning how well she would fit into them

## Thoughts

- I don't want to be a big fish in a small pond, which is how I'm feeling in my current role after a couple of years
- I don't want my job to just be about money; I want to care about my work and the people I work with, and I want that to be reciprocated
- I would love to work on innovative projects, and to learn and grow from working with experienced and talented people

## Wants


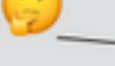

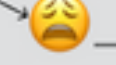
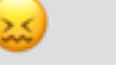


- As a young Hispanic female working in the Tech industry, she would like to work in an environment with a wider variety of people and cultures represented in it than she has experienced in her career to date, and would love to see herself represented in the organisation she plans to work in next
- To get a deeper understanding about the work and culture of the companies where she is applying for roles, so she doesn't end up wasting her time.

# Journey Map

This tailored journey map becomes a valuable tool for designing solutions that resonate with our key persona, ultimately enhancing their job-search experience and helping EndeavourX stand out in the competitive tech job market.

## Michelle's JOURNEY MAP:

 <p><b>Michelle</b></p> <ul style="list-style-type: none"> <li>Female</li> <li>Service Designer</li> <li>28 Years old</li> <li>Sydney, NSW</li> </ul>	<p><b>Scenario</b></p> <ul style="list-style-type: none"> <li>Michelle has been working as a Service Designer for a while and now she's board and decide to take a step up on her career soon.</li> <li>EndeavourX wants to expand the team and need young talented people</li> </ul>	<p><b>EndeavourX Opportunity</b></p> <ul style="list-style-type: none"> <li>EndeavourX could make clear opportunities to attract top talents either internally or outside the Endeavour Group.</li> <li>EndeavourX need to have some improvement on its career portal people</li> </ul>
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STAGES	Michelle is getting some idea about the job market and opportunities.	Job hunting and Applying	Applying through a recruiter	Recruiting Process and waiting time	Receiving the job offer
SCENARIO	<ul style="list-style-type: none"> <li>Michelle has been board of the current position and needs to take a step up on her career.</li> <li>It's no more opportunity to learn, grow and it's boring.</li> <li>Whenever she meets up with friends in the tech industry, the conversation always come back to how hot the job market is.</li> </ul>	<ul style="list-style-type: none"> <li>A recruiter contacts Michelle and explain about an existing opportunity at EndeavourX matches her criteria.</li> </ul>	<ul style="list-style-type: none"> <li>As the career portal was so confusing and unclear, Michelle authorised the recruiter to apply on her behalf.</li> </ul>	<ul style="list-style-type: none"> <li>After applying through recruiter and been waiting for weeks and going through a few round of interviews, she's been told that she has to upload her CV through the career portal.</li> <li>It's about a month time now</li> </ul>	<ul style="list-style-type: none"> <li>Finally after more than a month time waiting, Michelle gets the job at EndeavourX. She founds the process is so difficult but the company and the team are so friendly.</li> </ul>
ACTION	<ul style="list-style-type: none"> <li>Meet up with friends and ask for job market.</li> <li>Browsing for jobs through LinkedIn, Seek and reaching out to the recruiters.</li> </ul>	<ul style="list-style-type: none"> <li>Michelle digs deeper to find out more about the EndeavourX, their culture, their opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>Decides to search and find more information about the job and EndeavourX and their culture.</li> </ul>	<ul style="list-style-type: none"> <li>No action. Just waiting.</li> </ul>	<ul style="list-style-type: none"> <li>Signing the contract and waiting to start</li> </ul>
PAIN POINTS	<ul style="list-style-type: none"> <li>Generally speaking, there are not that much information about the companies that being active on social medias.</li> </ul>	<ul style="list-style-type: none"> <li>She searches for EndeavourX, but nothing comes up. She was not sure if Endeavour Group that she applied through is the linked with EndeavourX that recruiter had explained about.</li> </ul>	<ul style="list-style-type: none"> <li>Nothing comes up as EndeavourX</li> <li>Is that Endeavour Group?</li> <li>Is the available opportunity for Endeavour Group or EndeavourX?</li> <li>Are these two companies are one company or two separate one?</li> <li>Michelle prefers to apply directly through the portal not recruiter.</li> </ul>	<ul style="list-style-type: none"> <li>It was so annoying, as meanwhile she applied for another positions and got an offer from the other one. However her priority is EndeavourX</li> </ul>	<ul style="list-style-type: none"> <li>Still no information available in companies portal about team, culture etc.</li> </ul>
FEELING	 			 	
OPPORTUNITIES	<ul style="list-style-type: none"> <li>EndeavourX could be partner social media and build a stronger company profile in FB, Instagram, etc. to be known for public especially young tech people.</li> <li>EndeavourX could be partner with LinkedIn and build a stronger company profile through some sites like Seek to increase brand presence.</li> </ul>	<ul style="list-style-type: none"> <li>EndeavourX could channel different ways to increase brand awareness and presence, not just through a recruiter, but via social media and industry events.</li> </ul>	<ul style="list-style-type: none"> <li>EndeavourX could have a simple and user-friendly career portal.</li> <li>Everyone can apply through it directly</li> </ul>	<ul style="list-style-type: none"> <li>EndeavourX could offer a virtual tour of their workplace showcasing some short videos or infographics with current employees, so the general public can get a better idea of the workplace culture &amp; the people who works there.</li> </ul>	

# Ideation Workshop

Throughout the session, we delved into several "How Might We" statements, leveraging creative thinking and collaboration to explore potential solutions that cater to Michelle's unique requirements and enhance her job-seeking experience.

## HOW MIGHT WE

**1**  
Best tell EndeavourX's story online, in a way that also sparks pride and joy for current employees?

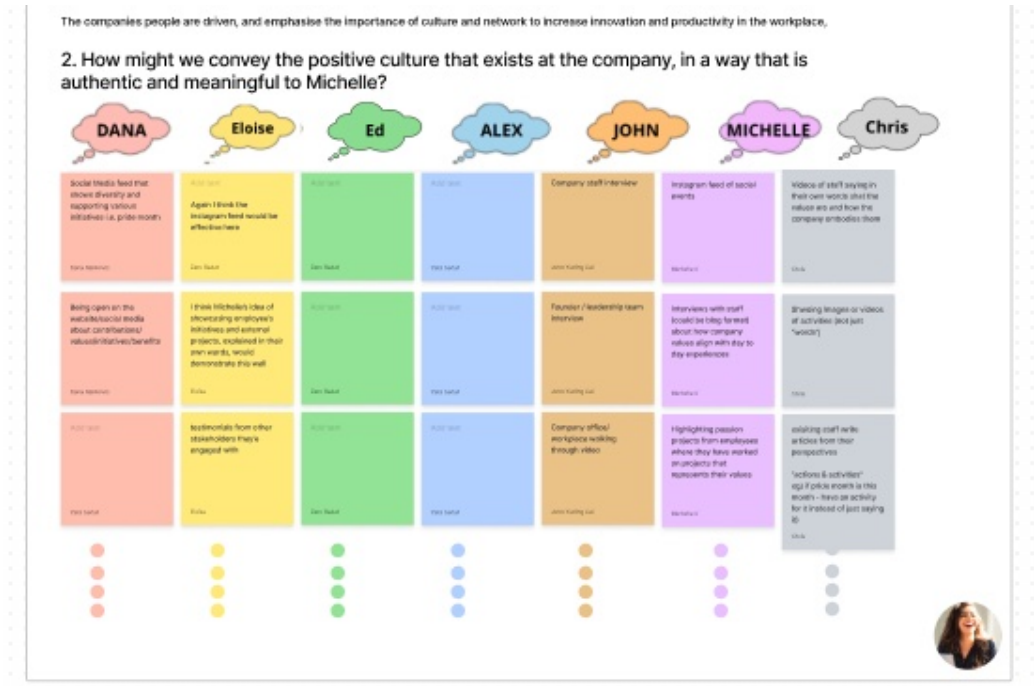
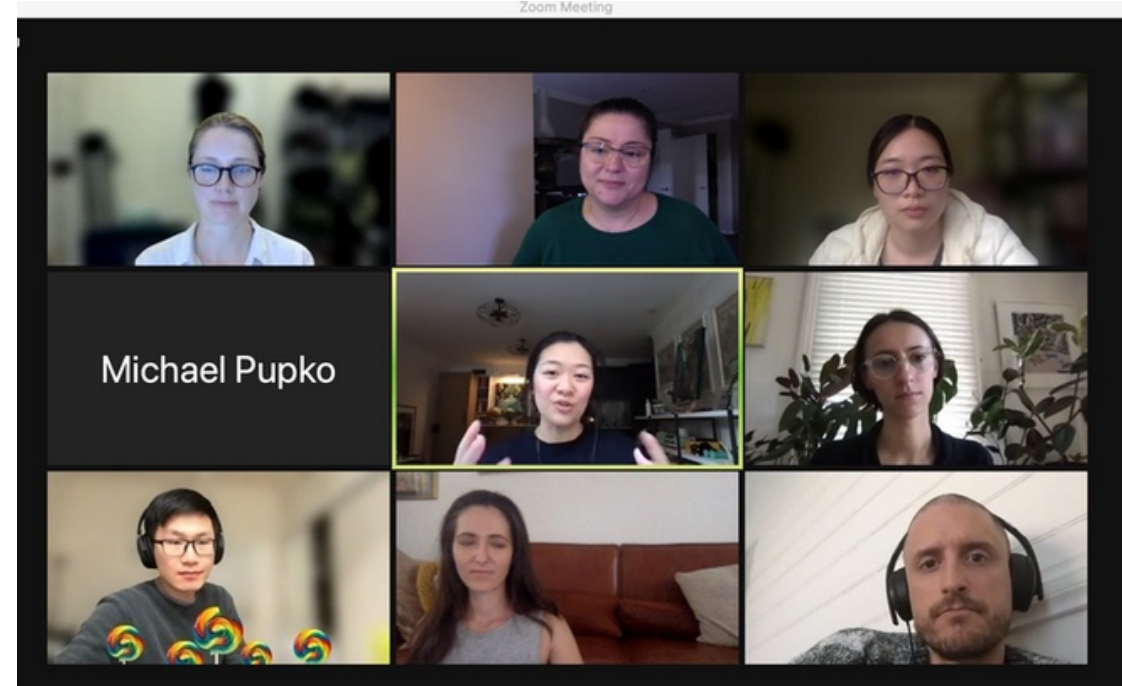
**2**  
Convey the positive culture that exists at EndeavourX, in a way that is authentic and meaningful to Michelle?

**3**  
Help the company to build a greater online presence, so candidates are already familiar with their brand.

**4**  
Help build trust with Michelle when applying for a job at the company, given they are unknown to her?

**Ideation Workshop Activities included:**

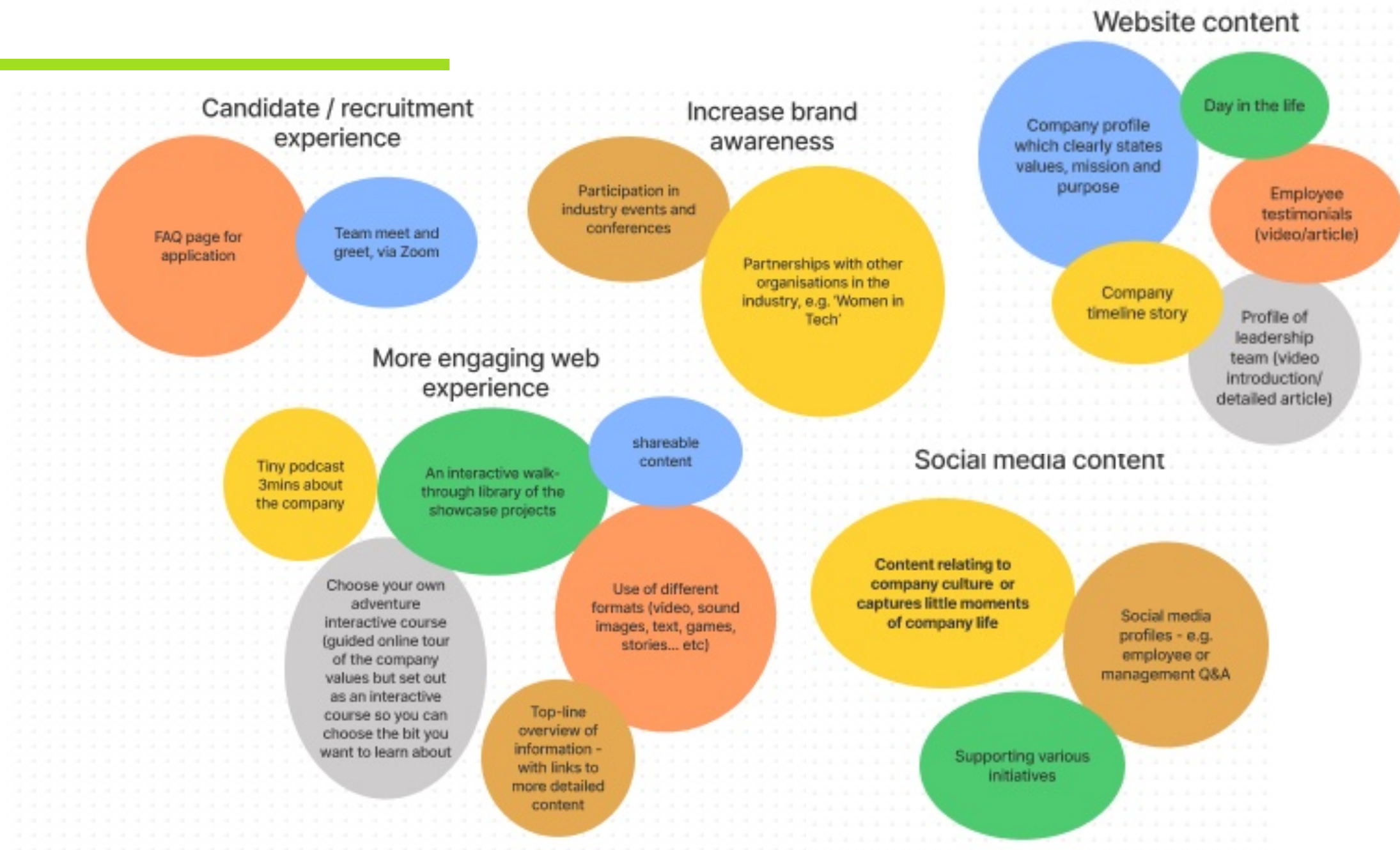
- A. Rapid Ideation Sessions (X4)
- B. Mash-Up Activity (X1)



# Ideation Workshop Insights

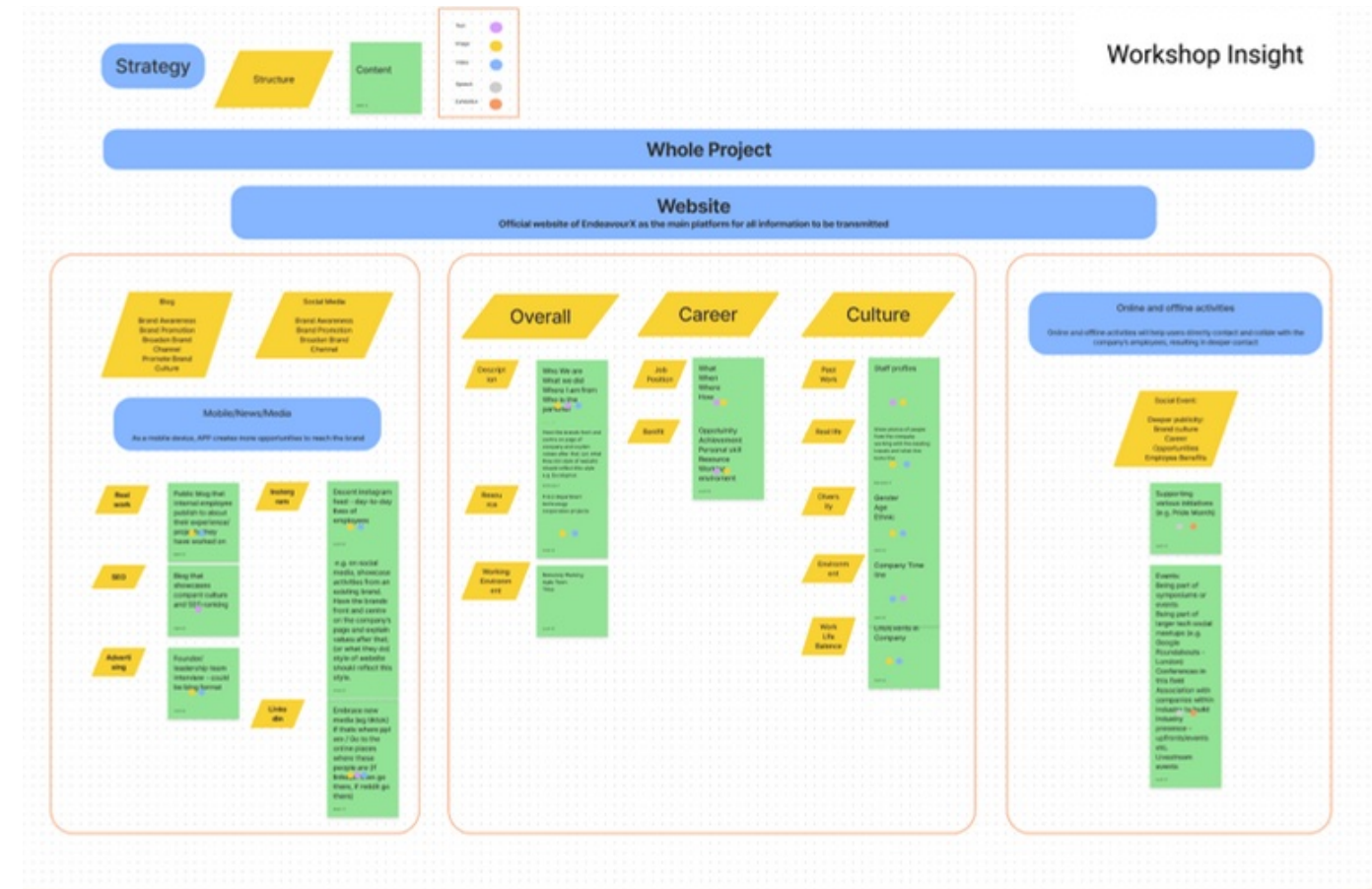
## SUMMARY OF WORKSHOP IDEAS

Key workshop ideas were summarised, categorised and grouped into key themes.



# Key Workshop Ideas

Key workshop concepts were consolidated and categorised, laying the foundation for the development of the concept definition. Subsequently, we formulated a website solution that effectively integrated the ideas originating from the workshop, seamlessly aligning them with the insights garnered from the research phase.



## SUMMARY OF RECOMMENDATIONS/ IDEAS

### Social media content:

- Content relating to company culture or captures little moments of company life
- Social events
- Decent instagram feed - day-to-day lives of employees (video?)
- Supporting various initiatives (e.g. Pride Month)
- Social media profiles - e.g. employee or management Q&A

### Website content:

- Company profile which clearly states values, mission and purpose
- Public Blog
- Company timeline story (e.g. how it relates to Endeavour Group and other brands)
- Employee testimonials (video/article)
- Profile of leadership team (video introduction/detailed article)
- Company culture showcase
- Day in the life - image gallery

### Candidate/recruitment experience:

- FAQ page for application
- Team meet and greet, via Zoom
- Anonymous Q&A tool for candidates like Michelle

### Other recommendations:

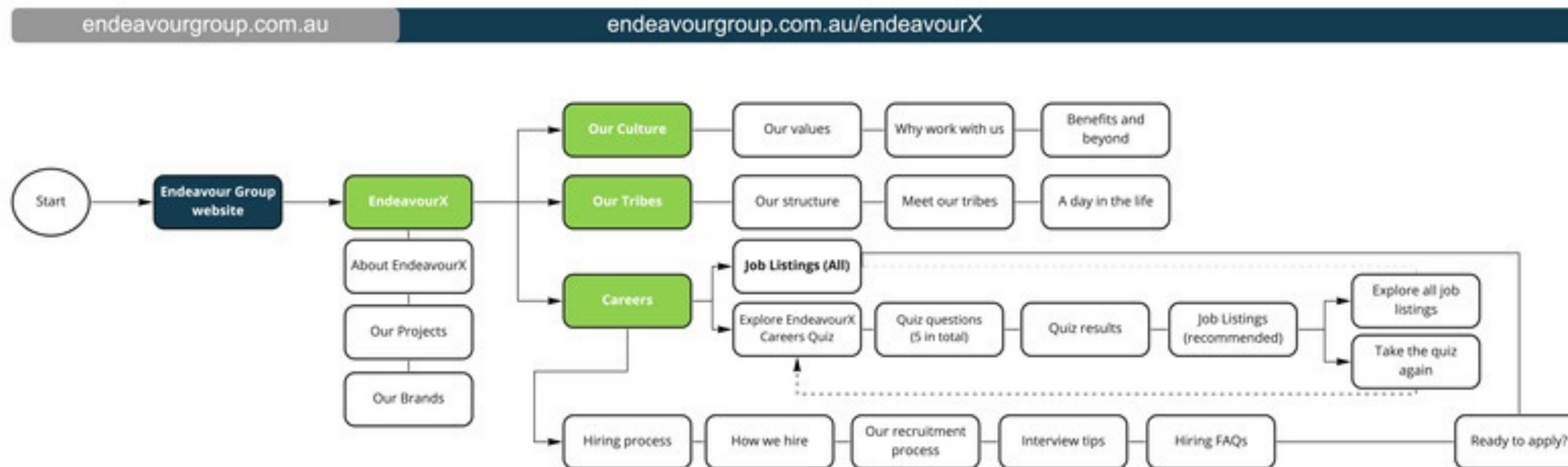
- Brand awareness
- Participation in industry events and conferences
- Partnerships with other organisations in the industry, e.g. 'Women in Tech'
- Embrace new media - e.g. TikTok

### Other ideas:

- Company social group chat
- Tiny podcast (3 mins)
- Mini conversation snippets (e.g. 15sec convos)
- Company introduction video by topic / mood (e.g. themes - like TEDTalk videos)
- An interactive walk-through library
- Choose your own adventure interactive course (guided online tour of the company values but set out as an interactive course so you can choose the bit you want to learn about, be it "people" "about us" "what we do" "events" etc.)

# User flow

A user flow were then developed to confirm the paths that Michelle would take when using the ideas being developed from the Ideation Workshop.



# Concept definition.1

## 'CAREER PATHWAYS' QUIZ

A quiz was created to offer engaging and interactive content, serving as a valuable tool to facilitate career pathway exploration at EndeavourX.

### THE IDEA

Engaging users through interactive content, such as a quiz, serves as an effective strategy. The quiz is designed to provide personalized career path recommendations within EndeavourX. Additionally, users can achieve re-engagement by receiving tailored job recommendations based on their preferences and quiz results

For an engaging or dynamic experience, online content needs to be:

"Highly interactive"

"Use of different formats (video, sound images, text, **games**, stories... etc)"

### Explore EndeavourX careers

Sometimes we're qualified to do many things. The sky's the limit here at EndeavourX.

Take this 5 minute quiz to discover the career path at EndeavourX that best fits you.



Start the quiz



# Concept definition.2

## 'DAY IN THE LIFE' ARTICLES

Articles that speak to 'a day in the life' of an EndeavourX employee.

### THE IDEA

- Short articles prepared by employees at EndeavourX, speaking about their role in their own words.
- This information will provide prospective candidates with insights into what they can expect at EndeavourX and what a particular tribe does.

"I'd like to see something real on their website, like a 90 sec - 2 minute video of videos of current employees talking about their day (the junior to the mid-level to the GM) so there's a good variety."

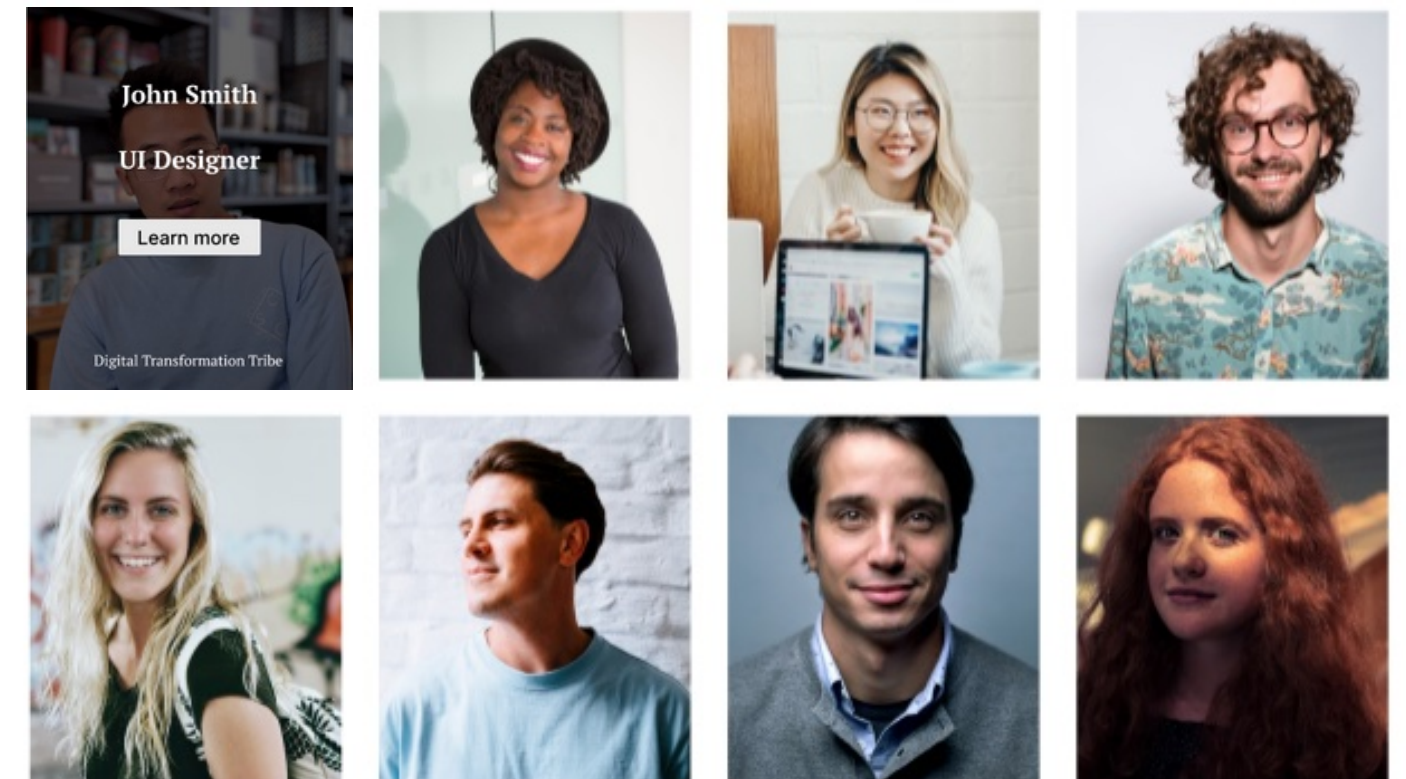
"I like to see 'a day in the life' information."

5/5 people think the interactive flip card to show some staff testimonial is a fun way to learn about the people working at Endeavour X.

User testing feedback

## A day in the life of a tribe member

Straight from the horse's mouth



# Concept definition.3

## 'MEET OUR TRIBE' VIDEOS AND TEAM STRUCTURE

Short videos and articles that speak to what each Tribe does, and an overview of the Agile team structure.

### THE IDEA

- Short articles prepared by employees at EndeavourX, speaking about their role in their own words.
- This information will provide prospective candidates with insights into what they can expect at EndeavourX and where they might fit into the team structure.

## Meet our tribes



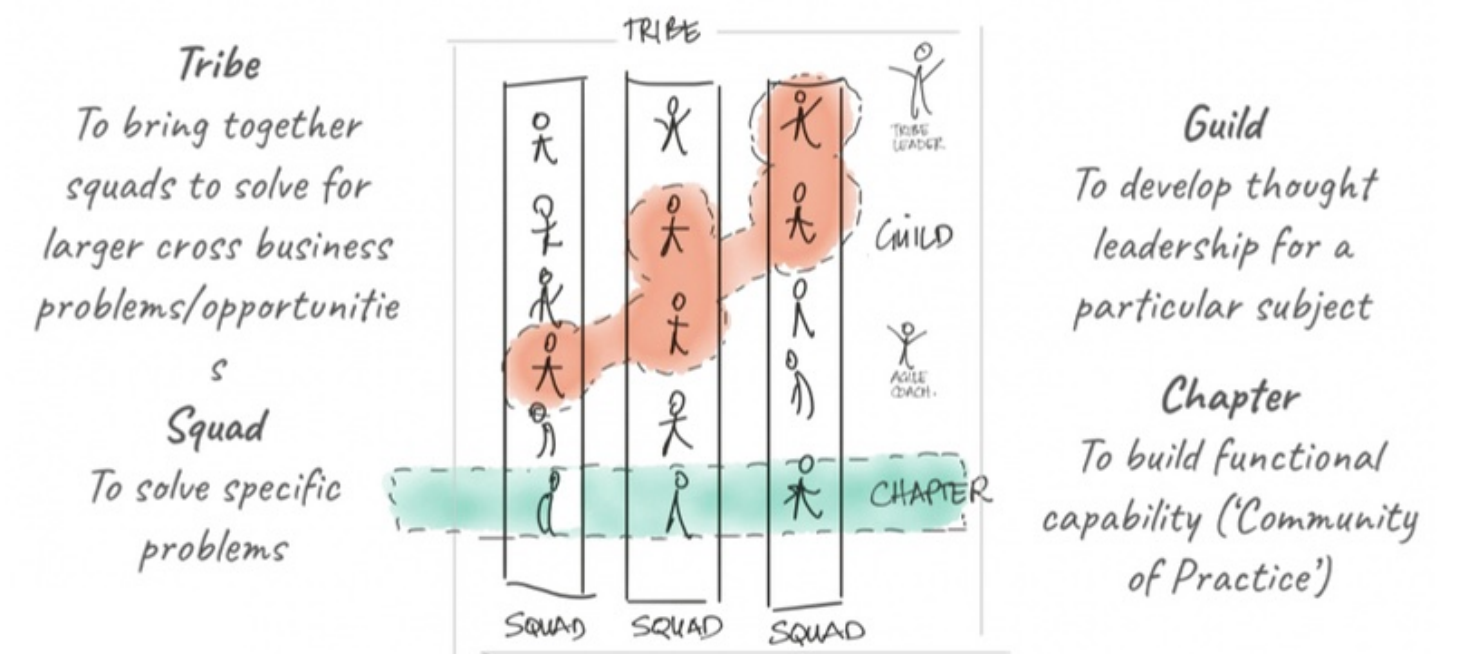
### Personalisation Tribe

Our Personalisation Tribe's mission is to create personalised engagement with our customers through the use of data and insight-led ways of working.

[View More](#)

## Our Structure

EndeavourX teams are structured in an agile manner to allow for adaptive thinking and innovation at all levels



"I can clearly see the tribe distinction now."

4/5 people think that a diagram that explains the agile structure is more easily understood than the words.

User testing feedback

# Concept definition.4

## CAREERS SUPPORT AREA

Articles and videos that assist prospective candidates to understand the hiring process at EndeavourX, and get answers to common questions.

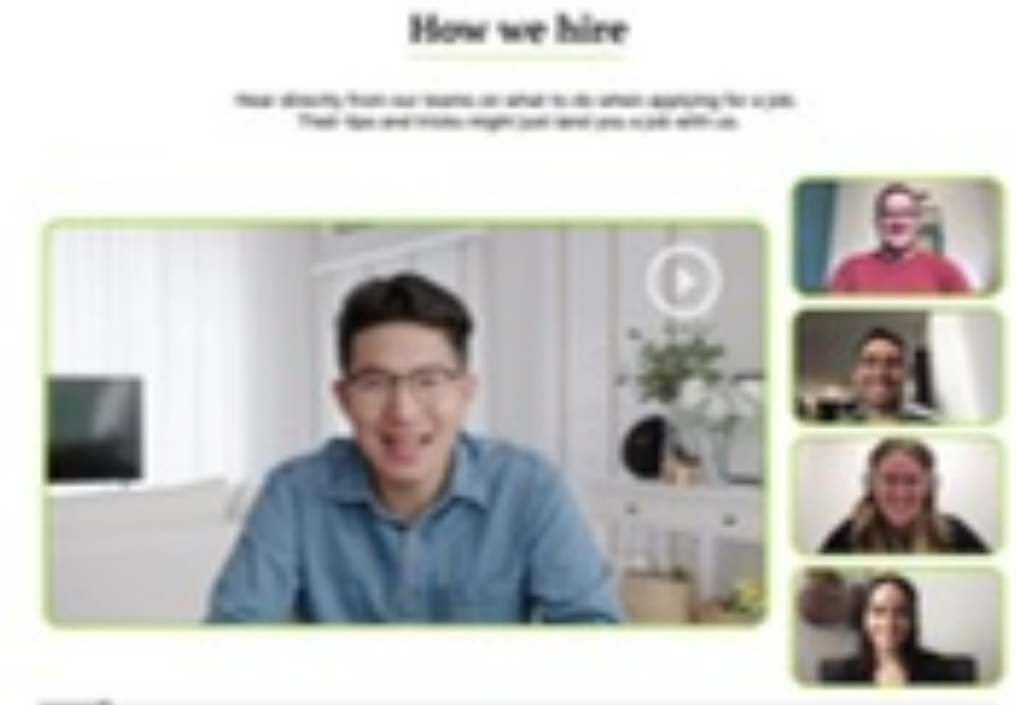
### THE IDEA

- A Hiring FAQ page for answers to common questions (e.g. What is your interview process?)
- Videos that speak to how EndeavourX hires and provides interview tips to support candidates.



"Tips are really helpful for me".

User testing feedback

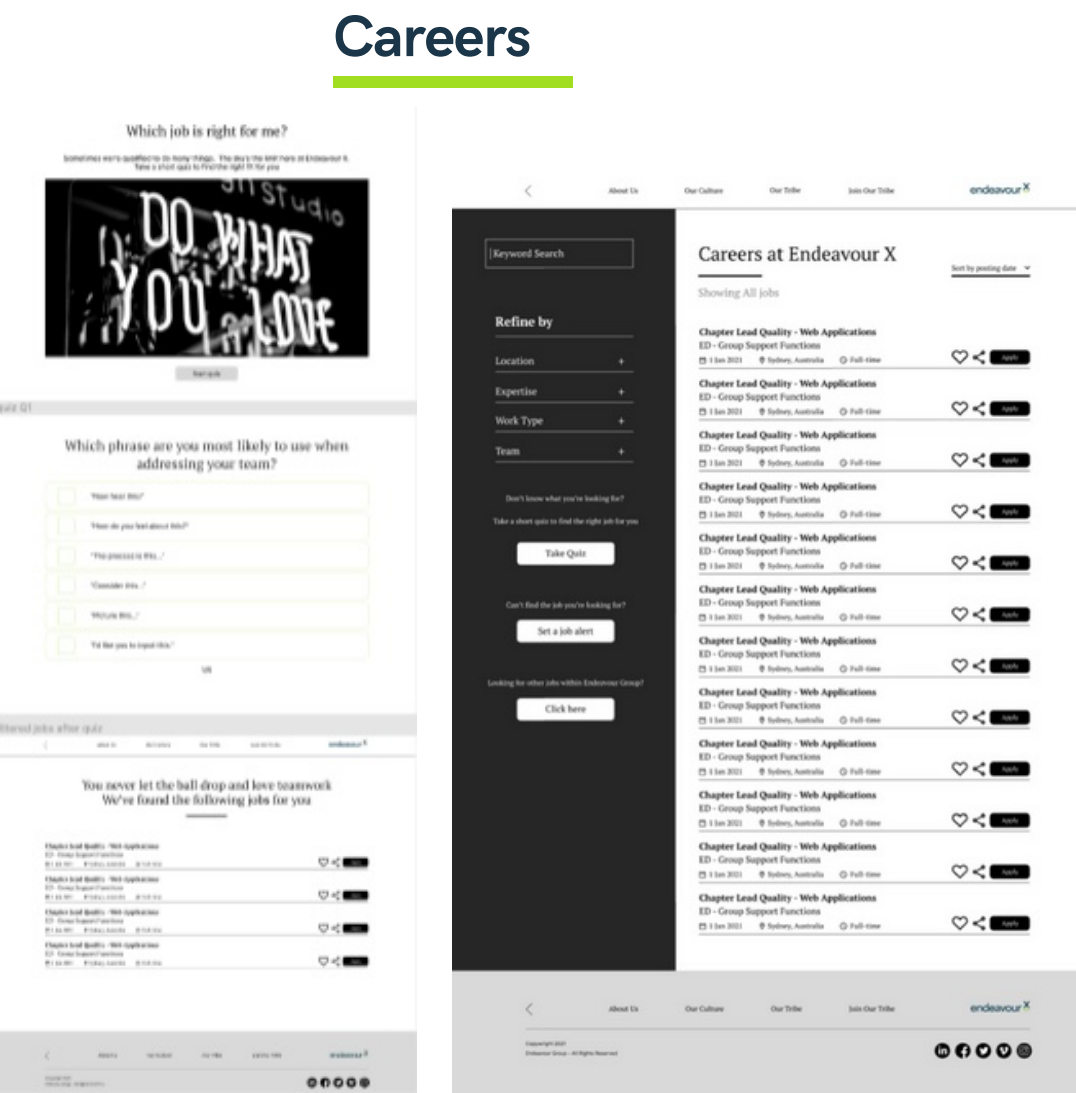
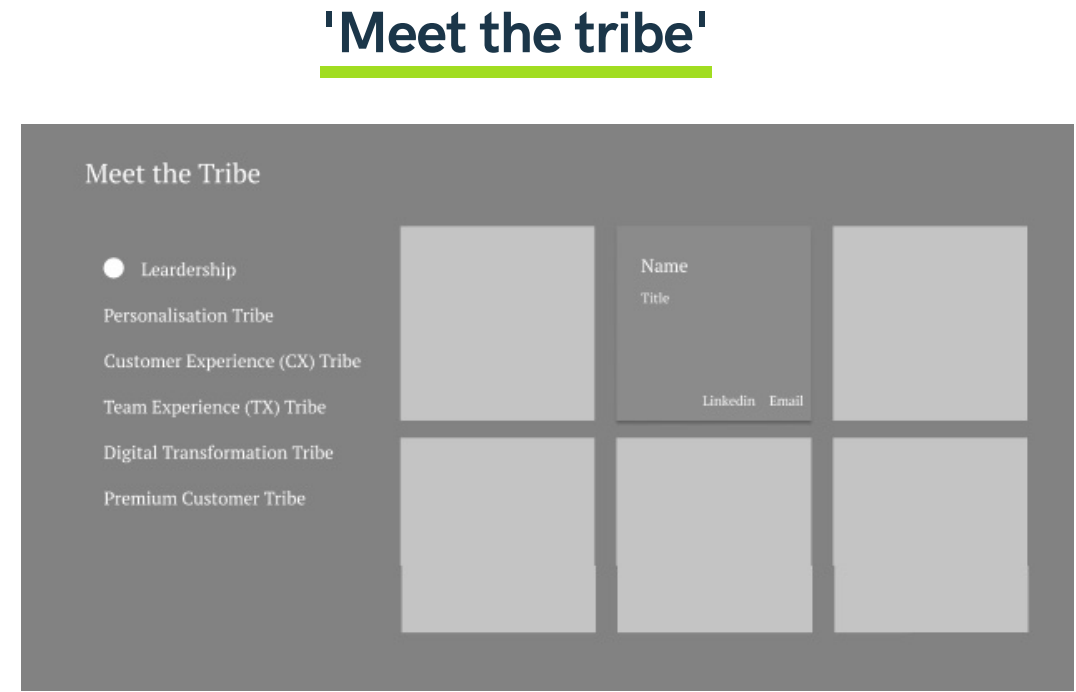
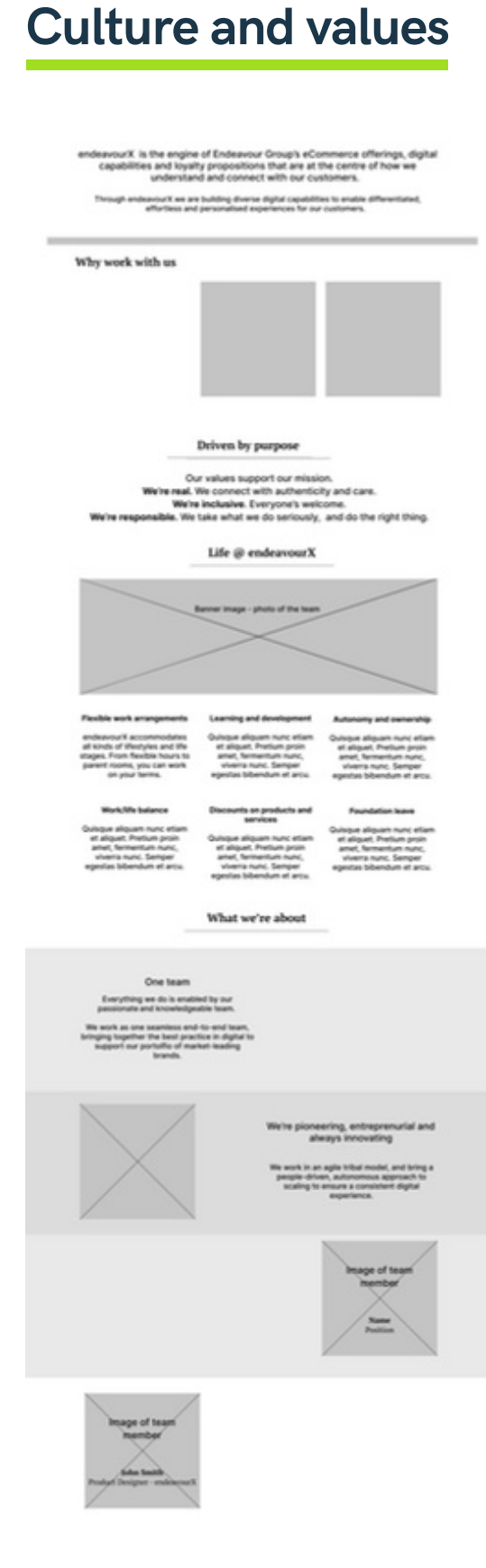
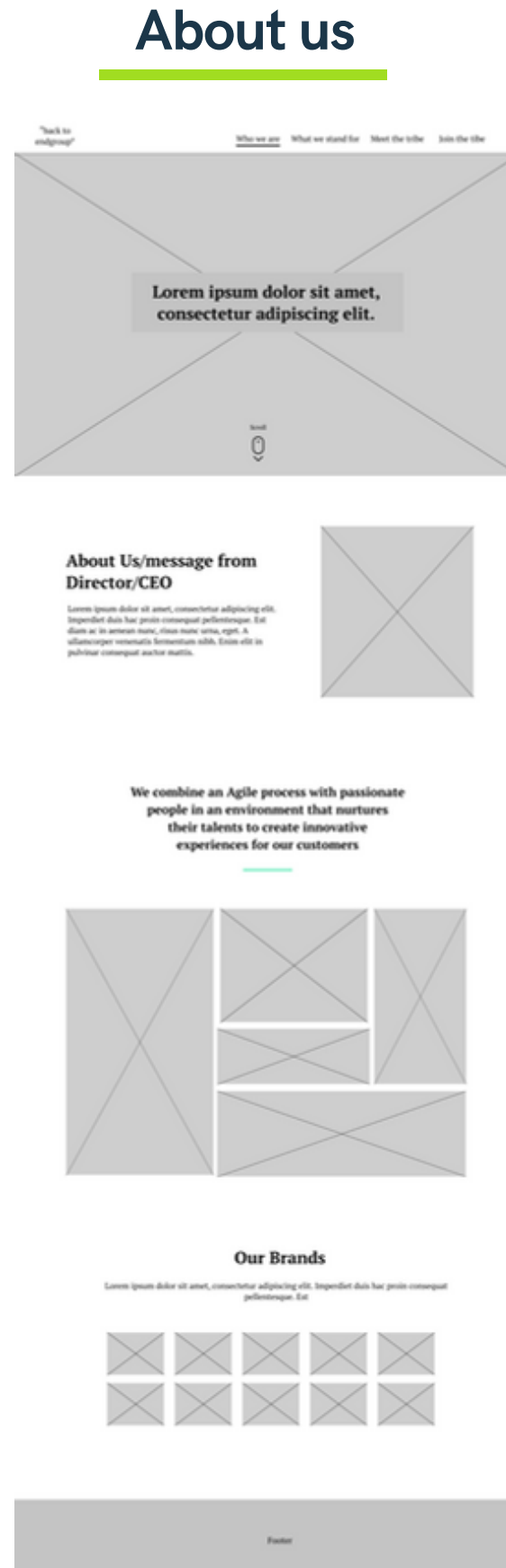


# Low Fidelity

## THE IDEA

Develop a 'careers' website for Endeavour X, which includes general company information, an insight into the company culture, the teams, and a pathway to apply for careers.

Opposite are some example low fidelity prototypes that were user tested at early concept stage.



# Low-Fidelity User testing

**TESTPLAN**

**Content Test**

You are a User who is looking what endeavourX is.

1. How would you start this process?
2. Where would you go/ what would you do?
3. What would you expect that action (eg a Google search) to give you?
4. And from here, what would you do next?

Let's imagine you've gone to the EndeavourX about us page as starting point of your journey [hand the participant proto #1]

1. What business does endeavourX do?
2. What character does endeavourX played in endeavour group?

What do you think of the about us page?

1. Does this give you the right information?
2. What do you think will happen once you click on the button/ link

What kind of information would you like to see when first researching culture page?

1. What do you feel is essential information?
2. Can you summarize, what information is contained on this page?
3. If you want to tell/share with your friend what culture/ value in EndeavourX what will you do

'Our tribe' can telling people what tribe endeavourX have and what they doing ?

If you want to know how each department cooperates with each other, what would you do?

What are you thinking about this page, is there anything makes you feel happy confused?

**Join our tribe**

You are looking for jobs in EndeavourX website what will you next?

- 1 Is the screen showing you what you'd expect to see?
- 2 How do you feel the filter to searching jobs?
- 3 How do you feel the quizzes, is that help you access the jobs you want?
- 4 what information you get through hiring process page?
- 5 is that the information you need?

**Function Test**

**Navigation Bar**

- 1 show the navigation bar in the about us page
- 2 ask users to go to the page without remaining the button's name

**Hiring process in Join our Tribe Page**

- 1 Ask the participant to think about the question when they are looking for jobs and ask them is the question, they actually want to know
- 2 get insight on how they feel about the usefulness and findability of this function

**Quizzes for jobs**

- 1 show the quizzes for jobs
- 2 ask them can they understand what the quizzes is for
- 3 ask them is the quizzes help them get the information they want
- 4 What do they think of the quizzes part?

The collage displays various stages of the user testing process. It includes wireframes for different website sections: a 'technical quiz' with multiple-choice questions, a 'job section\_V1' with a search filter, and a 'Personality Quiz' with an 'Autoplay Video' section. Interspersed with these wireframes are several video frames showing participants interacting with the prototypes. Some participants are wearing headsets, suggesting a remote testing environment. On the right side, there is a grid of logos for 'Leading with responsibility' in various colors (blue, green, orange, red, yellow). At the bottom right, there are more logos for 'endeavour group'.

# User Testing Insights

## CAREERS

4/5 people said the Careers landing page should be as simple as possible.

5/5 people think it's not clear where to search for jobs.

*"Where do I go if I just want to search for a job?"*

5/5 people don't understand what "teams" mean in the filter.

3/5 people thought the careers listing look too cramped.

4/5 people like the rounded edges on this page - looks friendly, fresh and fun.

## ABOUT US

4/5 people think it's great to see a short video explain what Endeavour X is all about.

3/5 people said they're still not really sure what "agile process" means here.

2/5 people think it's not very dynamic looking for a home page.

*"I'd like to see an even bigger picture in the home screen so it's more immersive".*

## OUR CULTURE

4/5 people said there is a lot of text on the page - it is a bit overwhelming.

*"I would like to see some content directly from employees so it's personalised."*

1/5 people said it was not immediately clear what the content under 'Life @ EndeavourX' related to (e.g. Flexible work arrangements).

## ENDEAVOURX TRIBES

3/5 people think this page looks like it's selling a product like software.

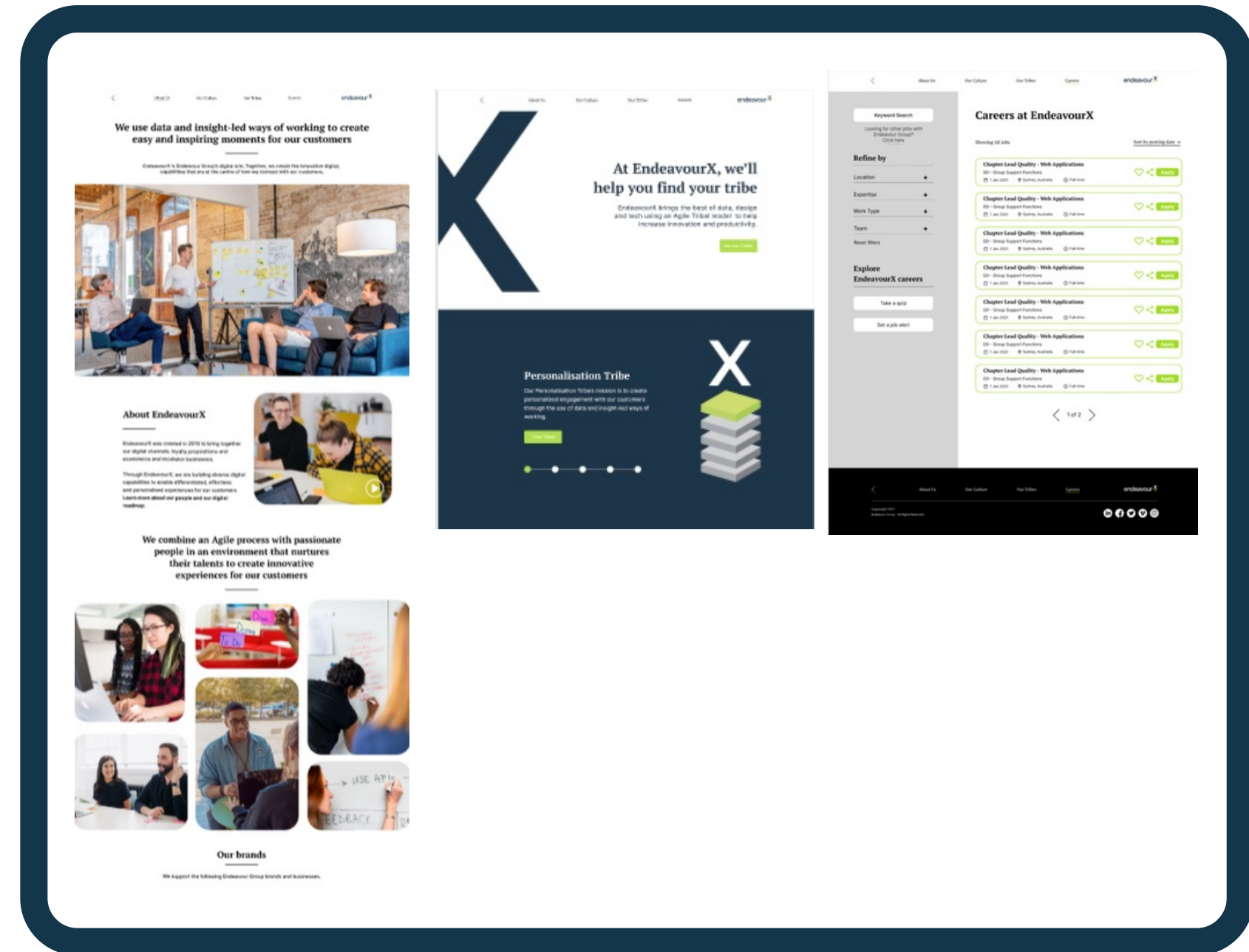
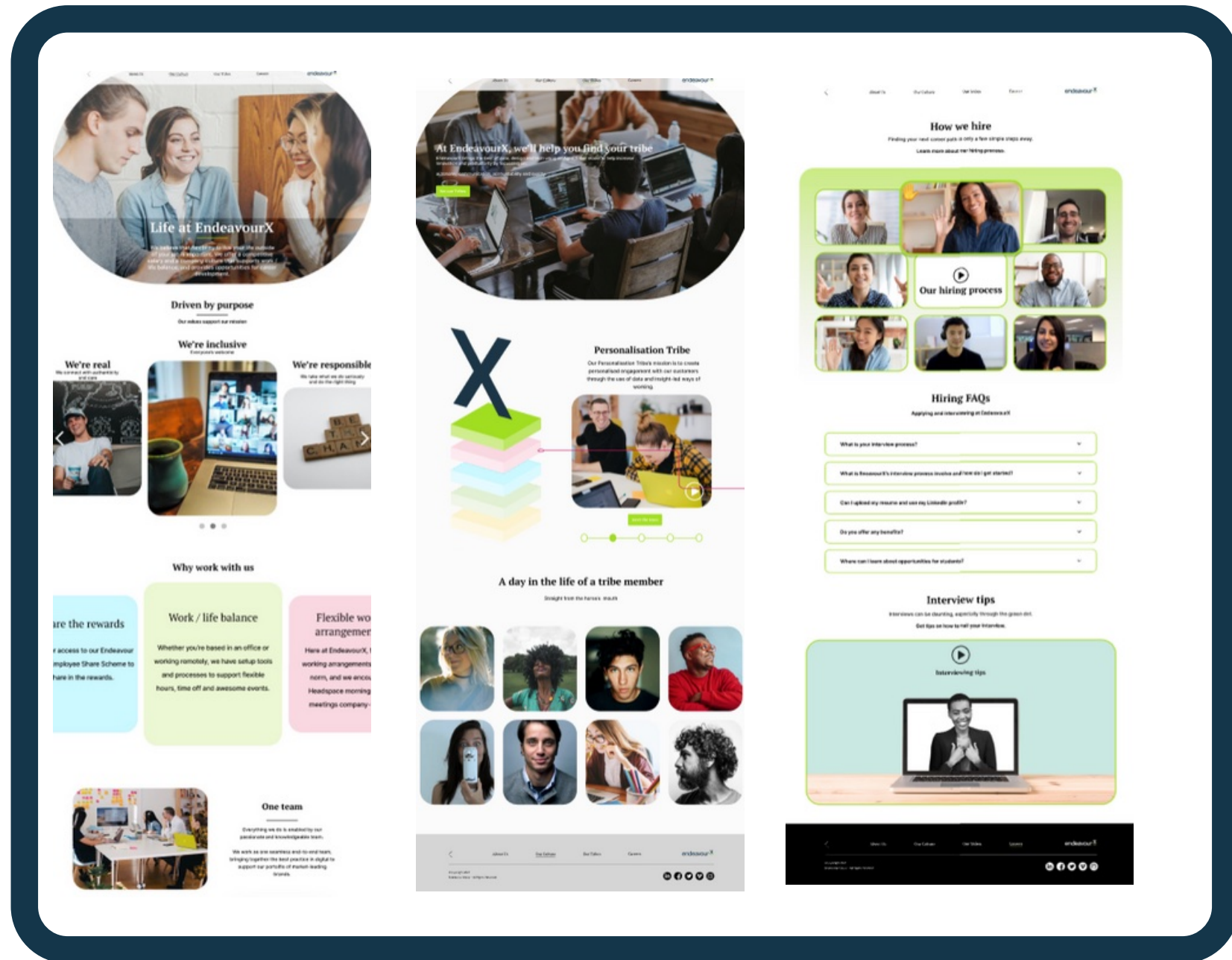
2/5 people don't understand how this page can help you find your tribe.

*"I would expect a big picture of lots of people - that speaks to me of 'tribes'".*

4/5 people said it needs a better introduction to what a tribe is.

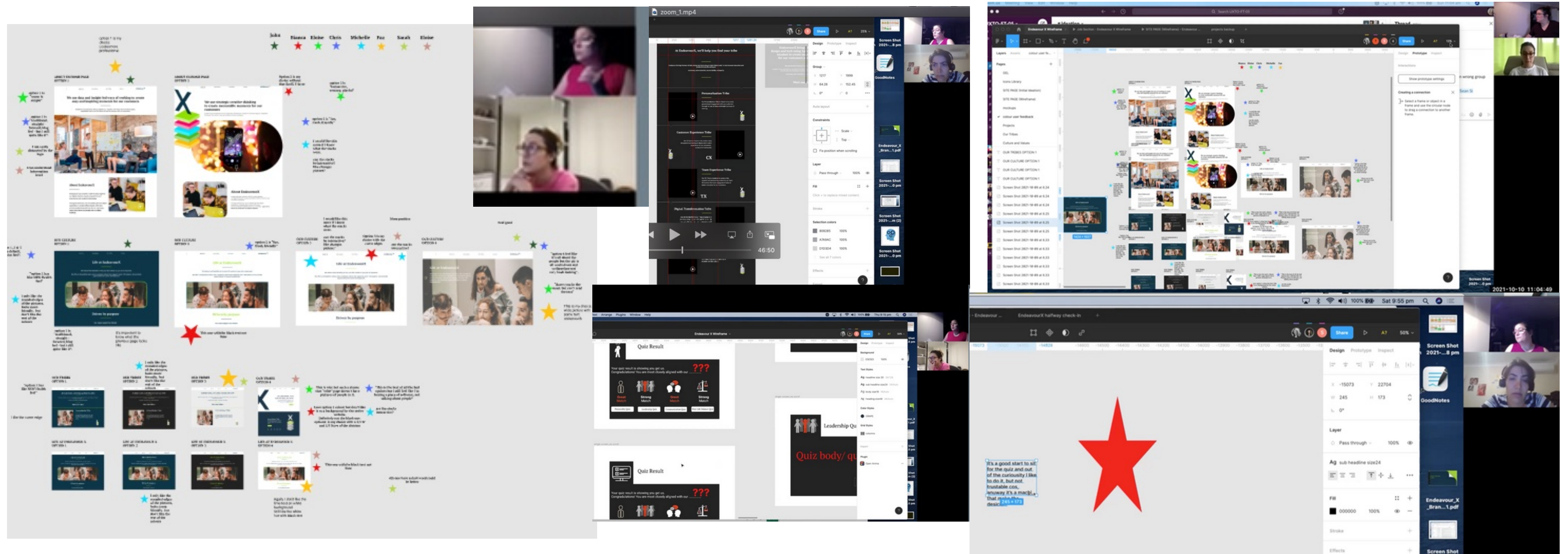
# Mid Fidelity Prototypes

Two different mid-fidelity prototypes were designed and tested to assess UI, colour and image preferences.



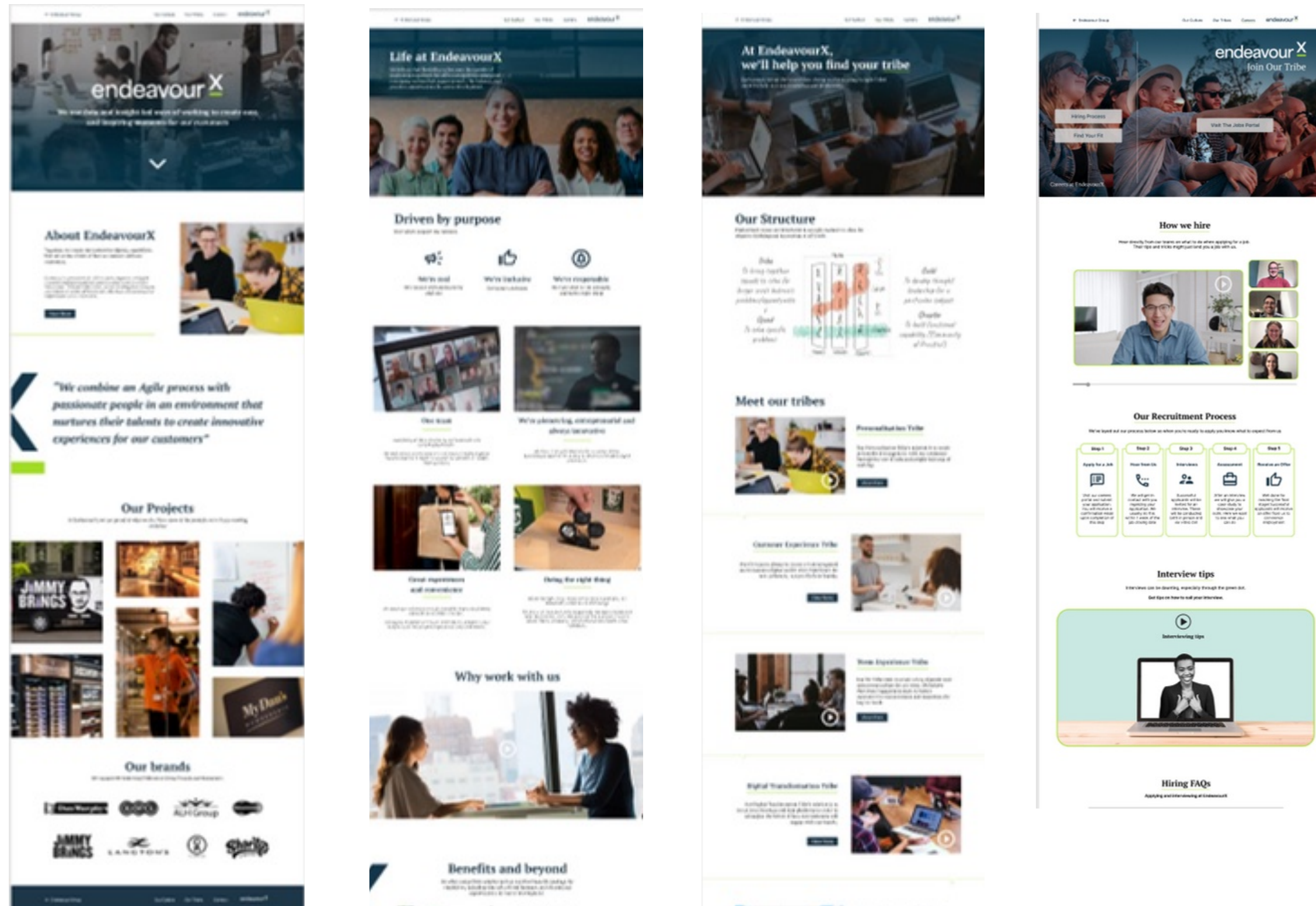
# User testing continued

User testing was undertaken to determine the elements of each mid-fidelity version, with regards to the layout that appealed the most to Michelle.





# Hi-Fidelity Prototype



4/5 people said it's good to have a mix of video and text to explain the hiring process.

4/5 people said they love the picture next to 'About EndeavourX'.

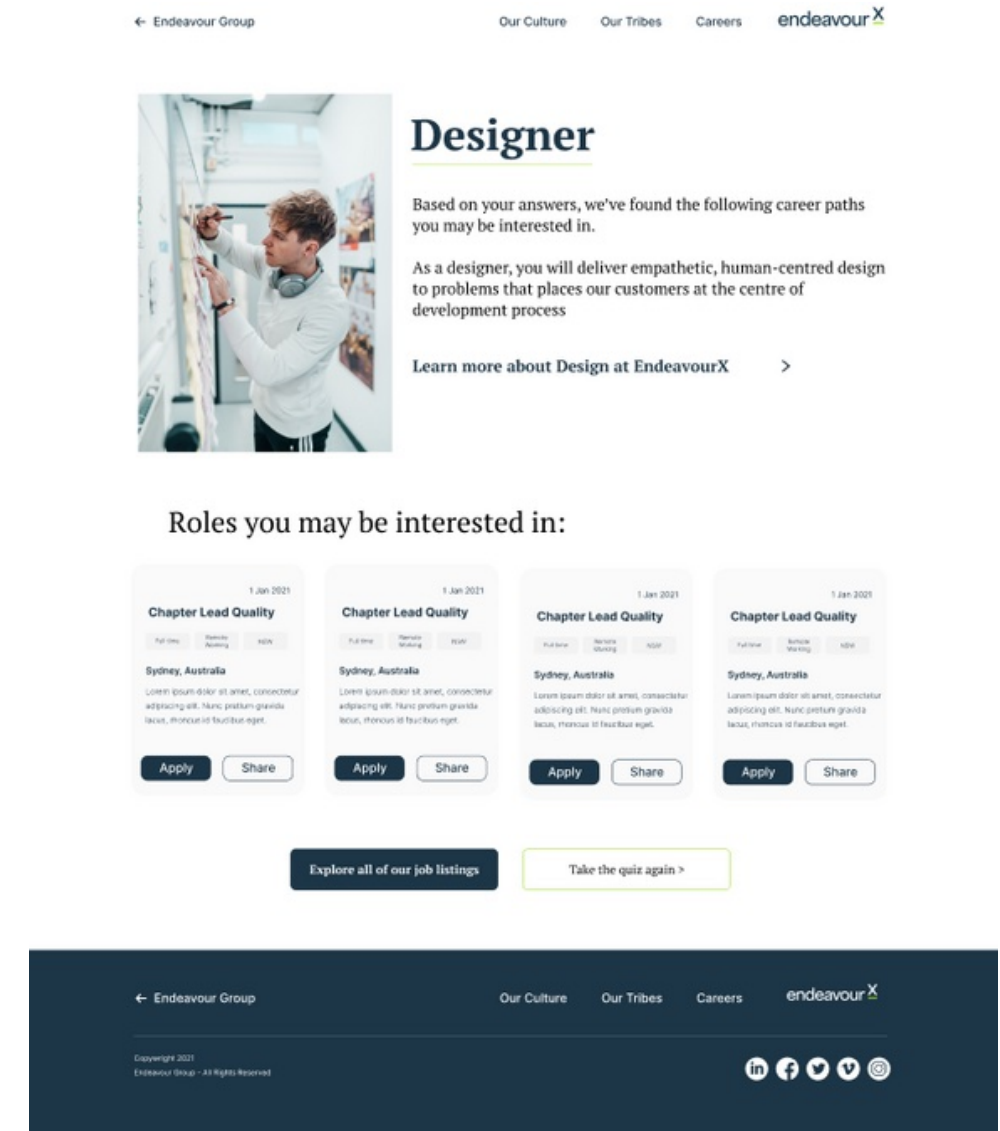
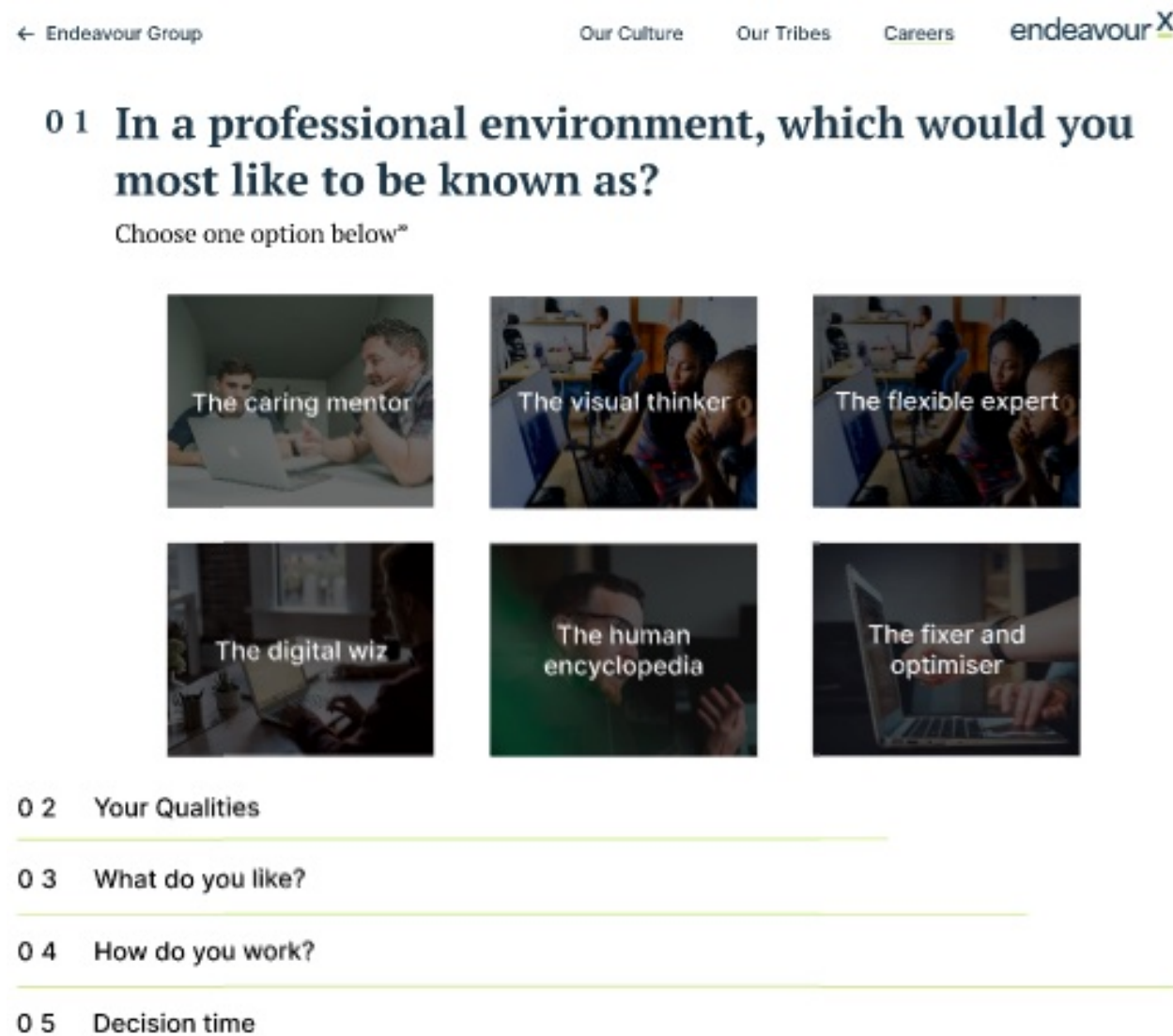
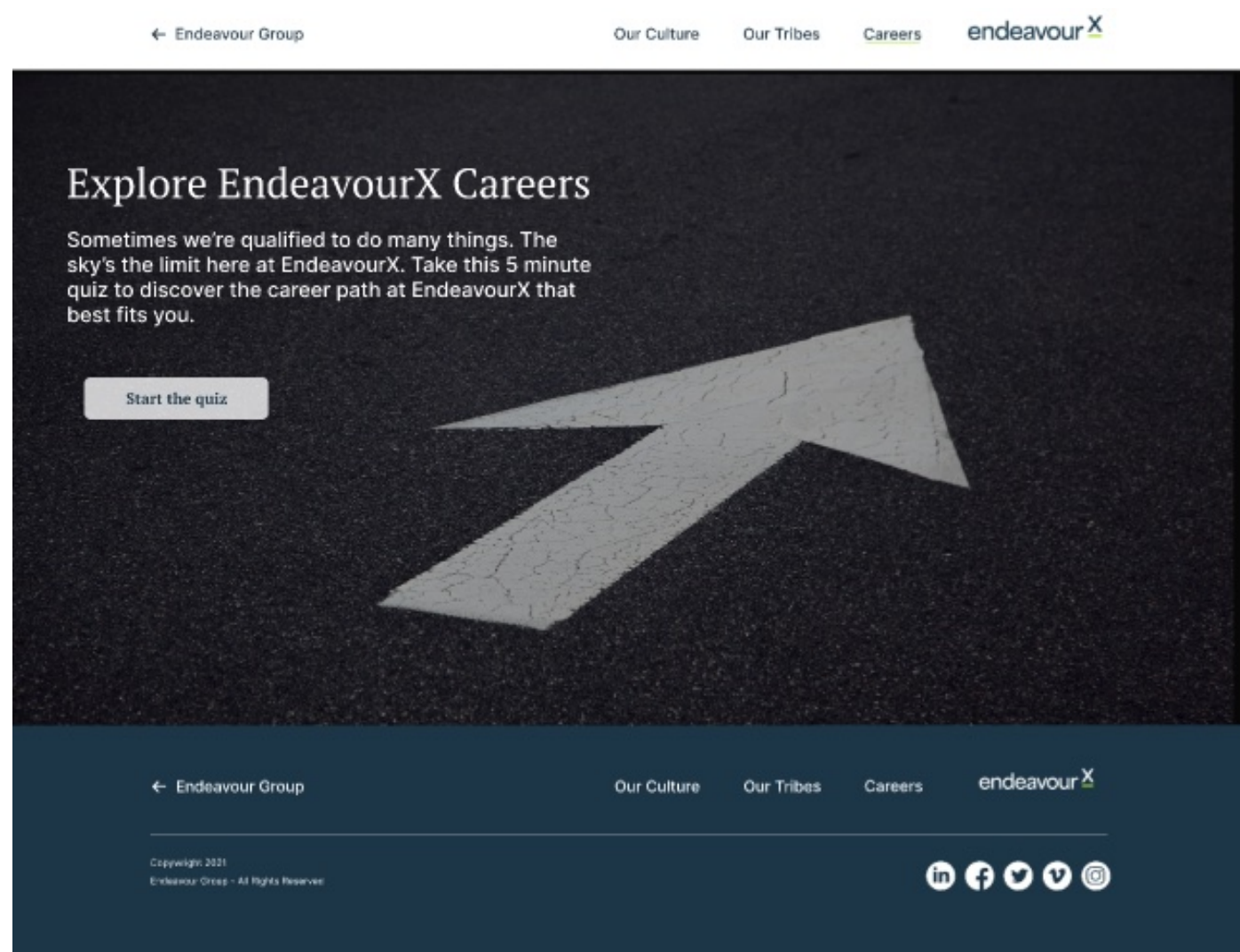
*"They look like they're friends and workmates, they look goofy and enjoying their work".*

4/5 people said the homepage has a "techy" feeling to it.

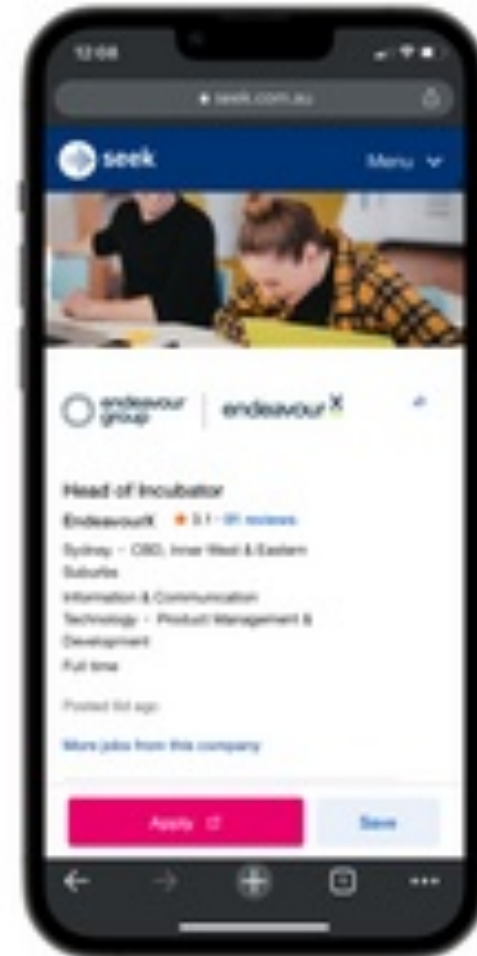
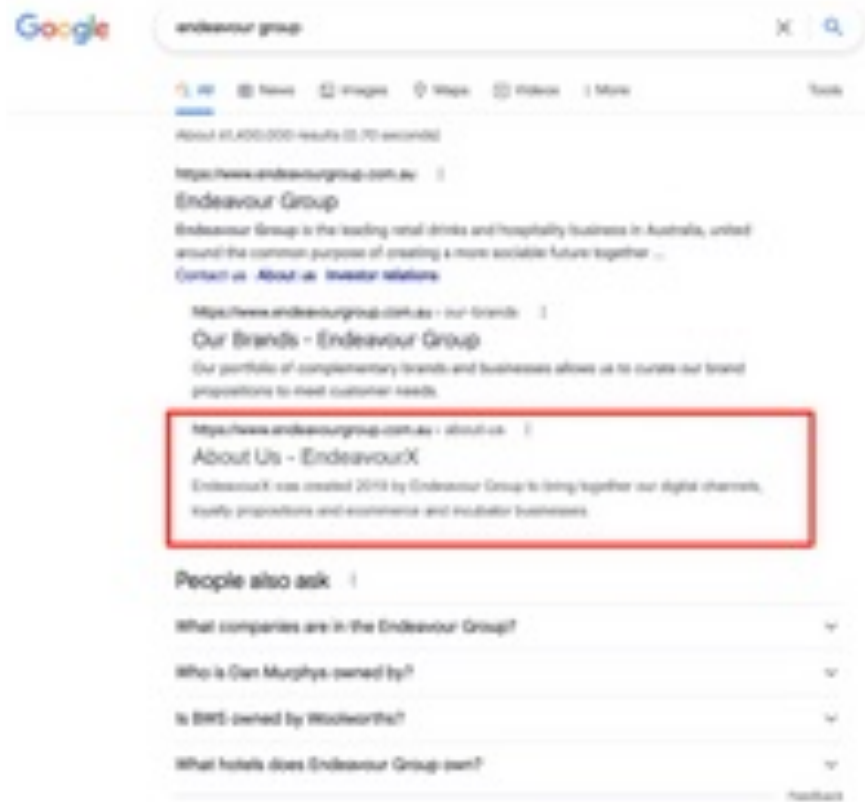
5/5 people they can clearly understand EndeavourX's brands.

User testing feedback

# Hi-Fidelity Prototype Continued



# Pathways



**Primary audience**  
18-35 year olds, looking for career opportunities with Product, design, data and technology



**32% of people surveyed will review a companies social media channels when searching for information about a prospective employer.**

- Recommend that EndeavourX uses channels like Facebook, Twitter, YouTube and Instagram to build brand awareness amongst prospective candidates.
- New EndeavourX job listings could also be shared via these channels so followers can learn about new jobs.
- Website content shared across social media channels to boost visibility.

**46% of people surveyed said they find out about a prospective employer by viewing the company LinkedIn profile.**

- Recommend creating a company LinkedIn profile for Endeavour X (and affiliate page for the Endeavour Group LinkedIn profile), so prospective candidates can find EndeavourX via LinkedIn searches.
- A common 'hashtag' could be promoted for EndeavourX employee LinkedIn posts, and featured under the "Life" tab of the EndeavourX LinkedIn page so posts are centralised.

**"All professional websites have their own job ads in their LinkedIn and you can apply with your LinkedIn account, but this one leads you to the website."**  
(One-on-one interview feedback)

**"I had to 'dig for information' to find out anything about EndeavourX. But I knew of the brands they owned and this helped me build trust."**  
(One-on-one interview feedback)

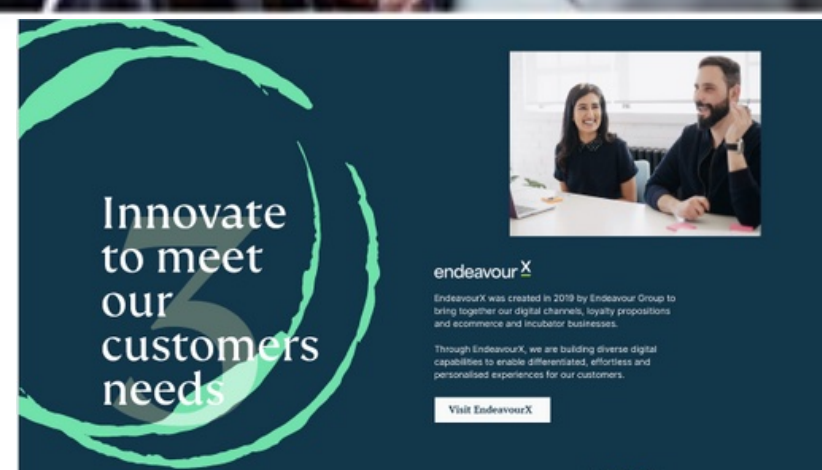
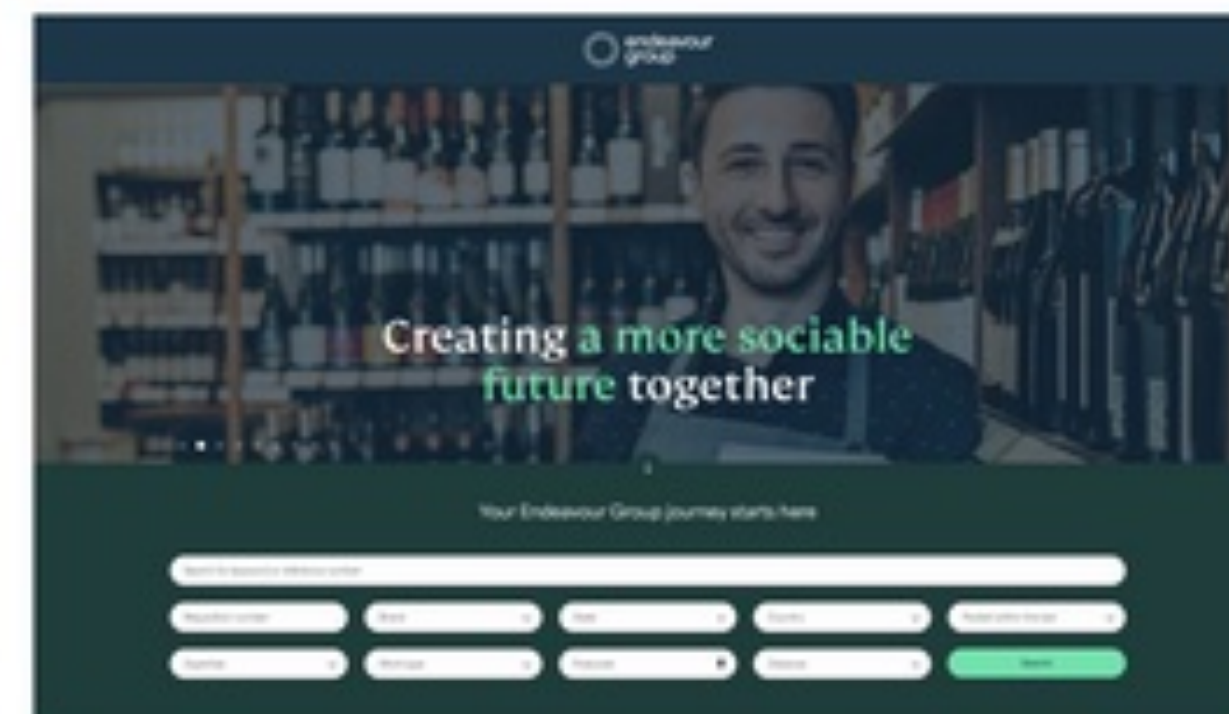
# Pathways

**Primary audience**  
18-35 year olds, looking for career opportunities with Product, design, data and technology



63% of people surveyed were unable to find information about EndeavourX via the Endeavour Group website.

- We recommend that a link to the 'EndeavourX' website be added to the Endeavour Group 'About us' page, 'Careers portal' page, as well as on the footer menu of the website.
- New job listings with EndeavourX could also be advertised via the 'Apply now' strip that appears on the EndeavourX page as appropriate, to also draw attention to new job listings.



**endeavourX**

EndeavourX was created in 2019 by Endeavour Group to bring together our digital channels, loyalty propositions and ecommerce and incubator businesses. Through EndeavourX, we are building diverse digital capabilities to enable differentiated, effortless and personalised experiences for our customers.

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# Pathways

**Primary audience**  
Endeavour Group Team members looking for career pathways into EndeavourX



Some of the ways that EndeavourX might share career pathways with existing Endeavour Group (EDG) team members are as follows:

- Promoting the EndeavourX website and career opportunities via **email** internally to EDG team members.
- **Onboarding and induction** - ensure that new Endeavour Group employees are given the opportunity to learn about the EndeavourX business at onboarding stage. This might be as simple as including links to the EndeavourX website as part of any online onboarding materials.
- Developing an **EndeavourX newsletter** for the broader EDG business, which speaks to what the team are working on, career opportunities and employee Q&A's.
- **Employee referral scheme** to encourage EndeavourX employees to share new career opportunities with their network on LinkedIn.



The 'Discover your career pathway' quiz can be used by Endeavour Group team members to assist with identifying pathways into the EndeavourX team.

# Future State Roadmap

## CURRENT STATE VS FUTURE STATE



Some considerations regarding how EndeavourX will transition from its current to its future state are provided below.



- Finalise the **UI library/style guide** for the EndeavourX brand.
- Optimise the EndeavourX careers page for **SEO**; utilising keyword search and optimisation.
- **Ensure that EndeavourX career website is optimised for mobile users.**



- Develop a **pipeline of employee-driven content** (e.g. blog content, employee Q&A's and testimonials).
- Consider creating an **aspirational recruitment video campaign** for the EndeavourX website - Atlassian, Afterpay and ZenDesk have done this really well.
- **Continue to leverage alternative content formats such as video and audio** (e.g. podcasts) for different job hunting contexts and attention spans.
- Make **EndeavourX leadership team profiles** available on the EndeavourX website so prospective candidates can learn about the team.



- Review **Google Analytics** to monitor traffic to the EndeavourX website.
- Continue to user test and validate the EndeavourX career portal design and refine for continuous improvement.



- Longer term, once EndeavourX has established a brand presence, consider developing a separate website for EndeavourX (endeavourX.com.au) - WooliesX is taking this approach for example.
- Consider enhancements to the career portal such as:
  - **Automating email communication** to candidates for progress updates
  - CV import via direct upload and **linking-in with popular websites** (e.g. LinkedIn).
  - Ability to 'login' to the careers portal, **upload your CV and 'like' or save jobs.**
  - **One-click job application** - users with complete profiles can submit their profile for selected jobs without additional processes.
  - **Integrated interview scheduling via smart scheduling apps like Calendly.**
  - Auto-screening to filter out unsuitable candidates.