The EndeavourX Experience

END-TO-END
UXUI DESIGN
PROJECT

NOV 2021

ZARA SADAT

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PROJECT OVERVIEW

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

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PROJECT BRIEF

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.

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Problem Statement

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

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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.

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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

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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.

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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.

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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
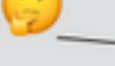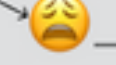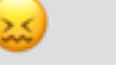
- As a young Hispanic female working in the Tech industry, she would like to work in an environment with a wider variety of people and cultures represented in it than she has experienced in her career to date, and would love to see herself represented in the organisation she plans to work in next

- 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:

Michelle
- Female
- Service Designer
- 28 Years old
- Sydney, NSW

Scenario
- 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.
- EndeavourX wants to expand the team and need young talented people

EndeavourX Opportunity
- EndeavourX could make clear opportunities to attract top talents either internally or outside the Endeavour Group.
- EndeavourX need to have some improvement on its career portal

	STAGES: Michell 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	• Michell has been board of the current position and needs to take a step up on her career. • It's no more opportunity to learn, grow and it's boring. • Whenever she meets up with friends in the tech industry, the conversation always come back to how hot the job market is.	• A recruiter contacts Michelle and explain about an existing opportunity at EndeavourX matches her criteria.	• As the career portal was so confusing and unclear, Michelle authorised the recruiter to apply on her behalf.	• 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. • It's about a month time now	• 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.
ACTION	• Meet up with friends and ask for job market. • Browsing for jobs through LinkedIn, Seek and reaching out to the recruiters.	• Michelle digs deeper to find out more about the EndeavourX, their culture, their opportunities.	• Decides to search and find more information about the job and EndeavourX and their culture.	• No action. Just waiting.	• Signing the contract and waiting to start
PAIN POINTS	• Generally speaking, there are not that much information about the companies that being active on social medias.	• 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.	• Nothing comes up as EndeavourX • Is that Endeavour Group? • Is the available opportunity for Endeavour Group or EndeavourX? • Are these two companies are one company or two separate one? • Michelle prefers to apply directly through the portal not recruiter.	• It was so annoying, as meanwhile she applied for another positions and got an offer from the other one. However her priority is EndeavourX	• Still no information available in companies portal about team, culture etc.
FEELING	😐 🤔	😕	😩	😖 🙄	😊
OPPORTUNITIES	• 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. • EndeavourX could be partner with LinkedIn and build a stronger company profile through some sites like Seek to increase brand presence.	• EndeavourX could channel different ways to increase brand awareness and presence, not just through a recruiter, but via social media and industry events.	• EndeavourX could have a simple and user-friendly career portal. • Everyone can apply through it directly	• 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 & the people who works there.	

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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	2	3	4
Best tell EndeavourX's story online, in a way that also sparks pride and joy for current employees?	Convey the positive culture that exists at EndeavourX, in a way that is authentic and meaningful to Michelle?	Help the company to build a greater online presence, so candidates are already familiar with their brand.	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)

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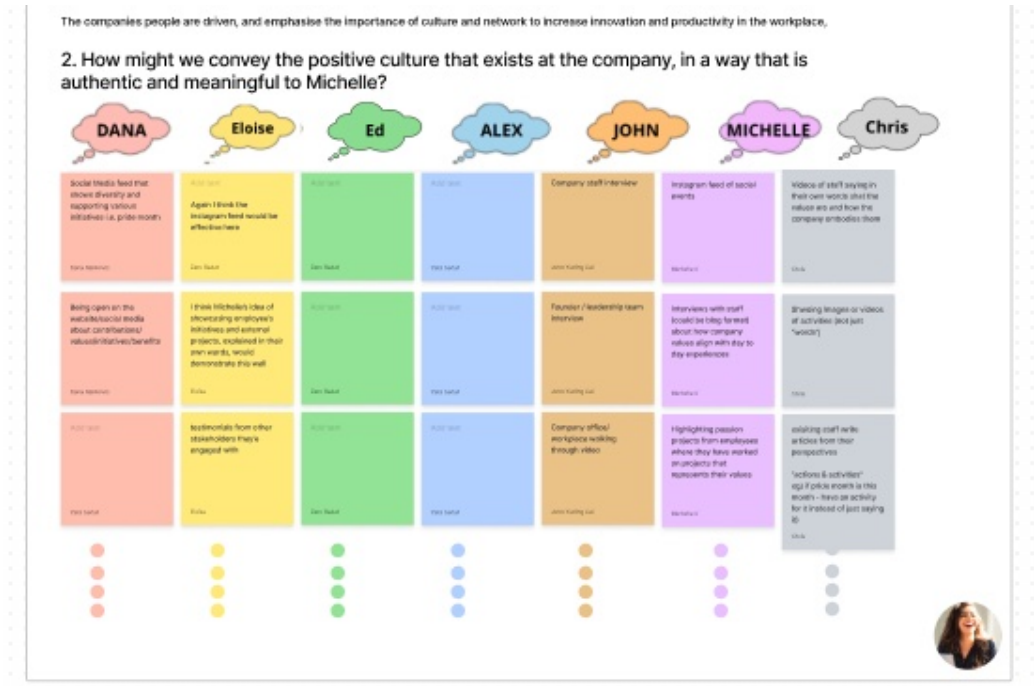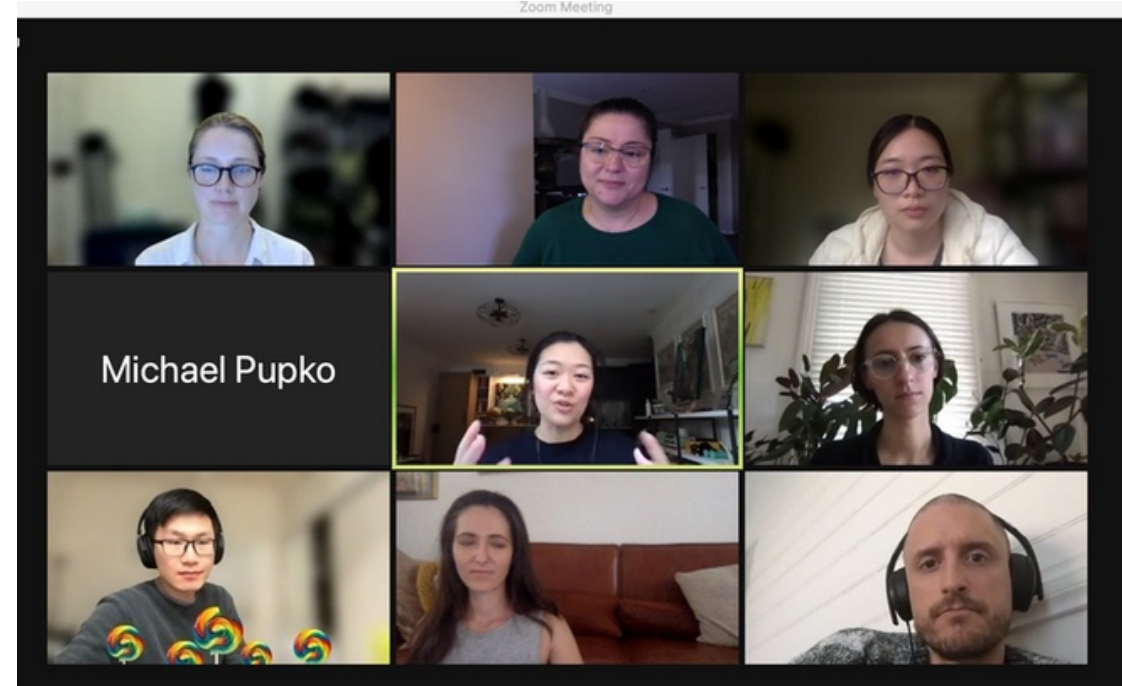
Ideation Workshop Insights

SUMMARY OF WORKSHOP IDEAS

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

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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?)
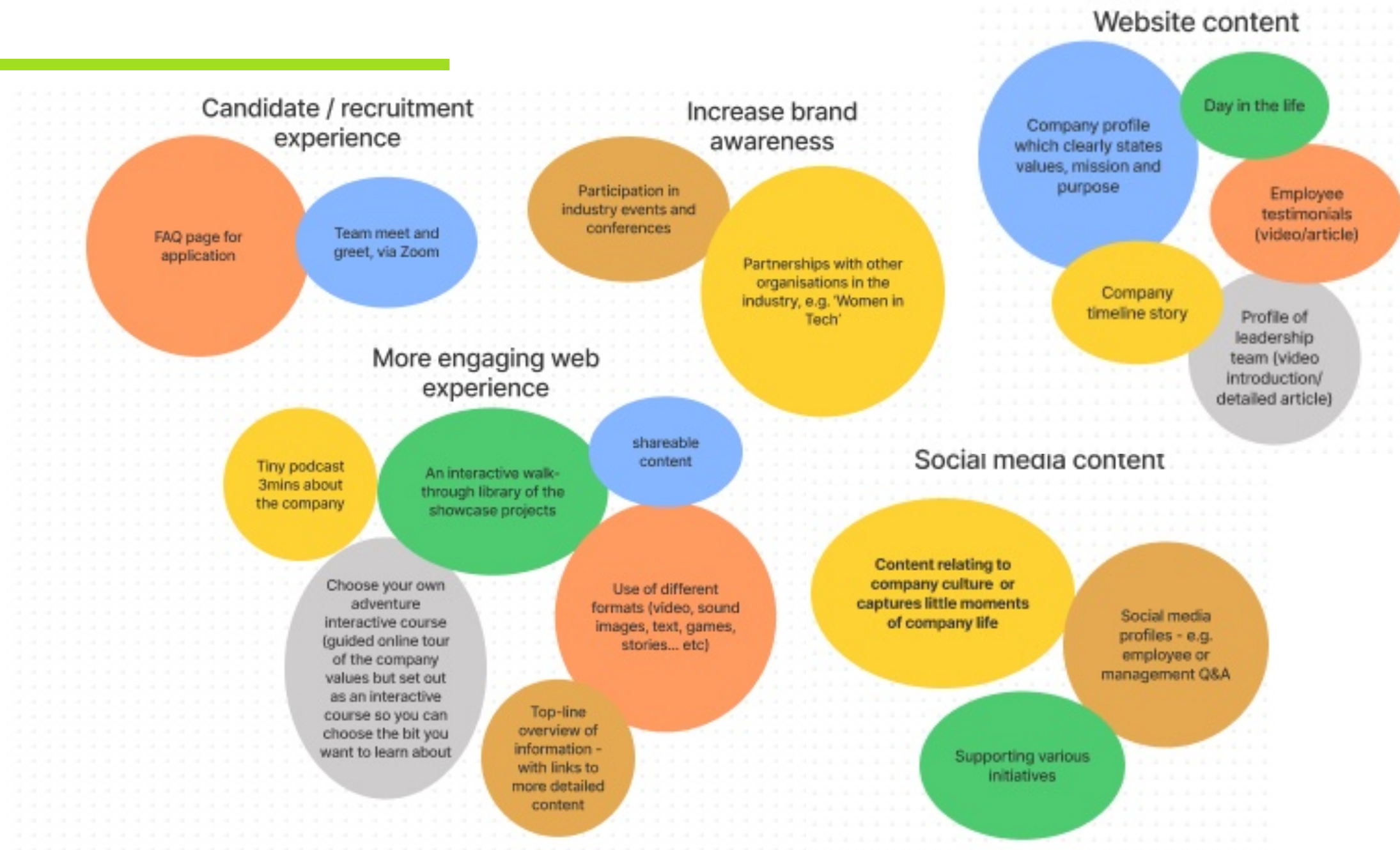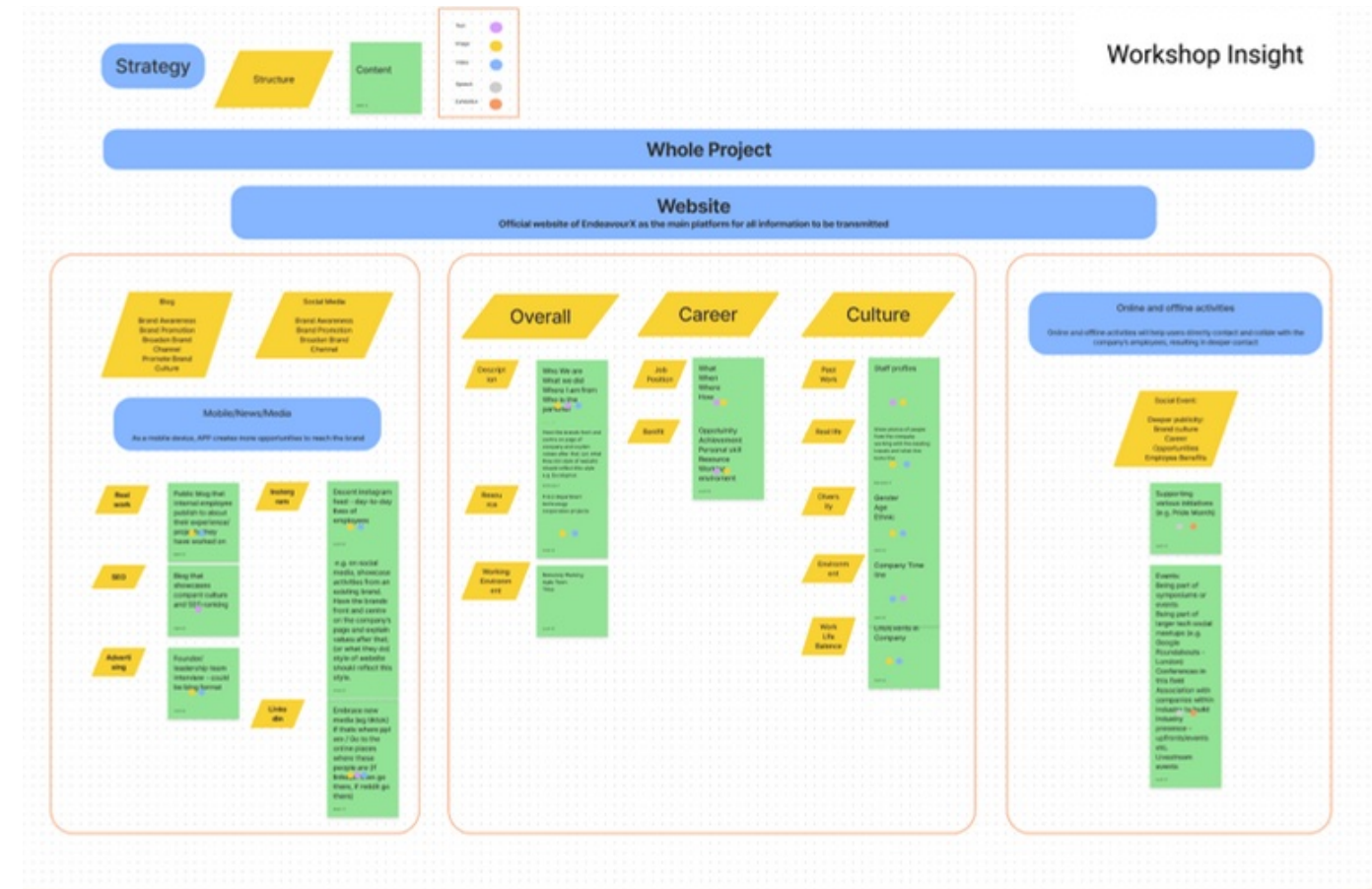- Supporting various initiatives (e.g. Pride Month)
- Social media profiles - e.g. employee or management Q&A

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 vidoes)
- 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.)

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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.
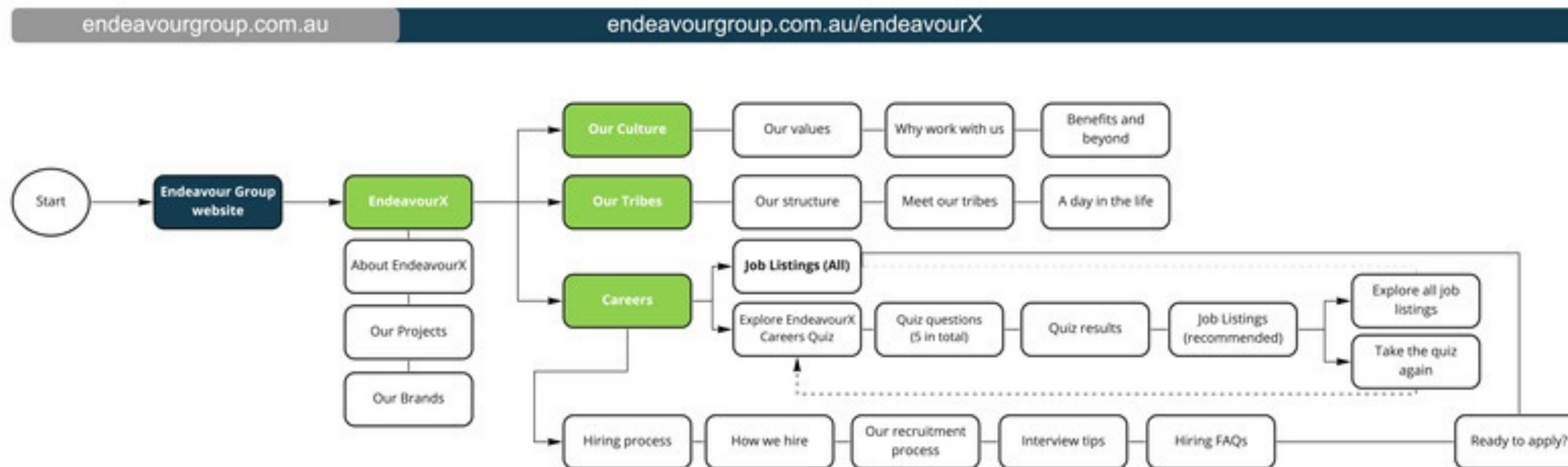
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Concept definition.1

'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)"

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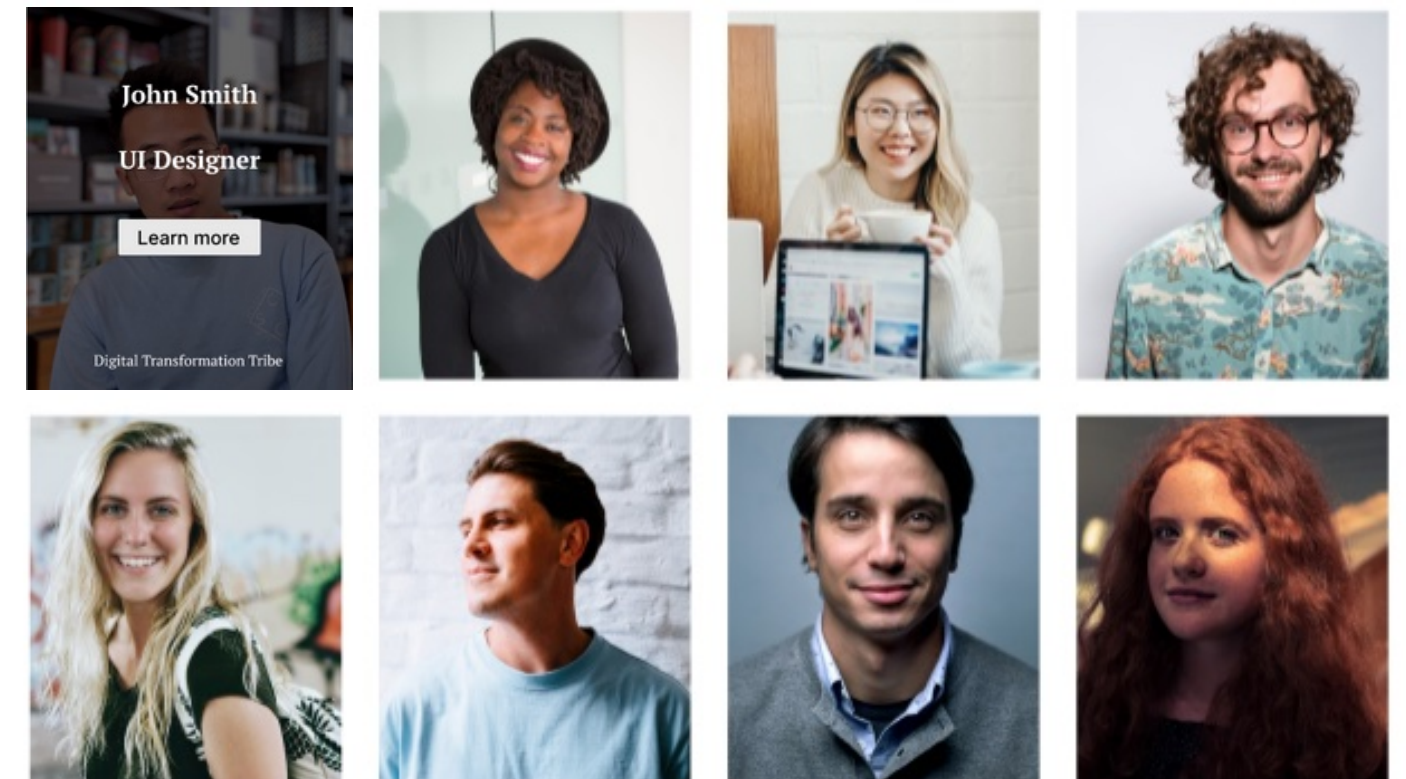
"I like to see 'a day in the life' information."

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

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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.

"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

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.
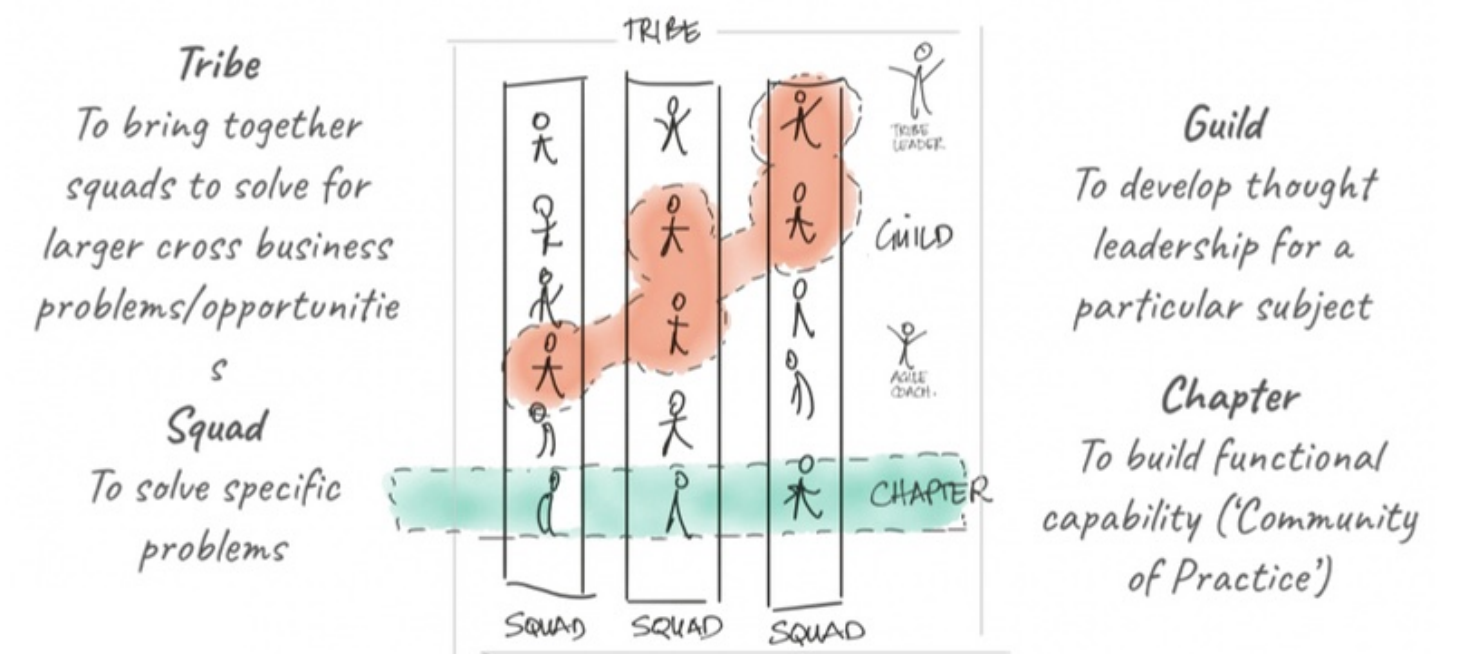

Meet our tribes

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

Tribe
To bring together squads to solve for larger cross business problems/opportunities

Squad
To solve specific problems

Guild
To develop thought leadership for a particular subject

Chapter
To build functional capability ('Community of Practice')

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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.
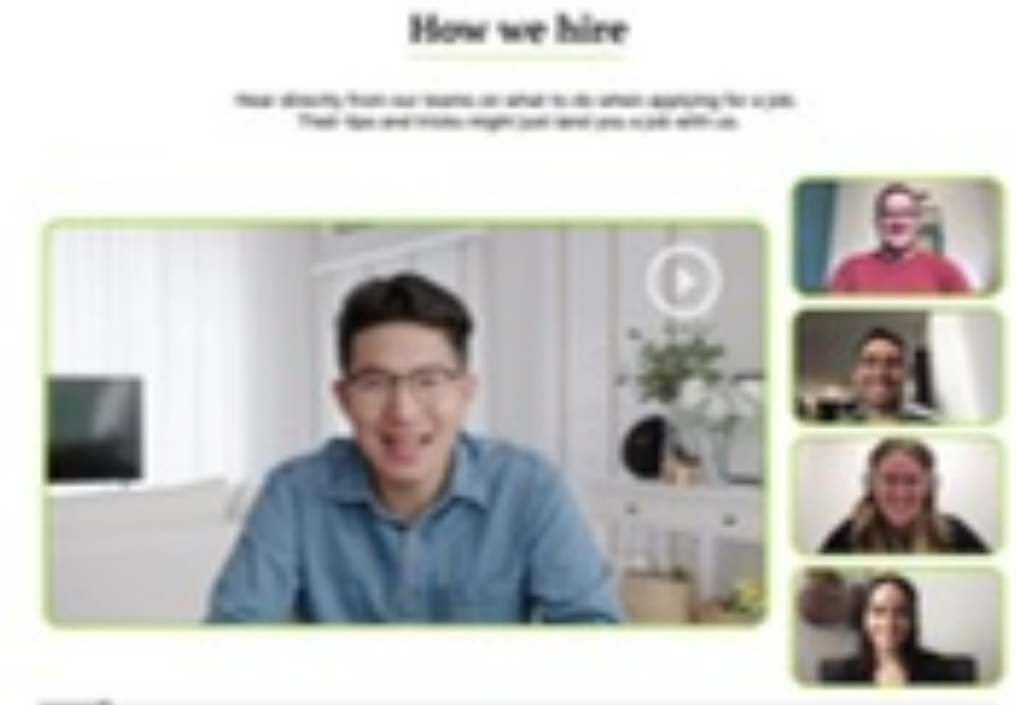
THE IDEA

- 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.

Hiring FAQs

Applying and interviewing at EndeavourX

Search FAQ's

What is your interview process?

What does EndeavourX's interview process involve and how do I get started?

Can I upload my resume and use my LinkedIn profile?

Do you offer any benefits?

Where can I learn about opportunities for students?

"Tips are really helpful for me".

User testing feedback

How we hire

Interview tips

Interviews can be daunting, especially through the green dot.

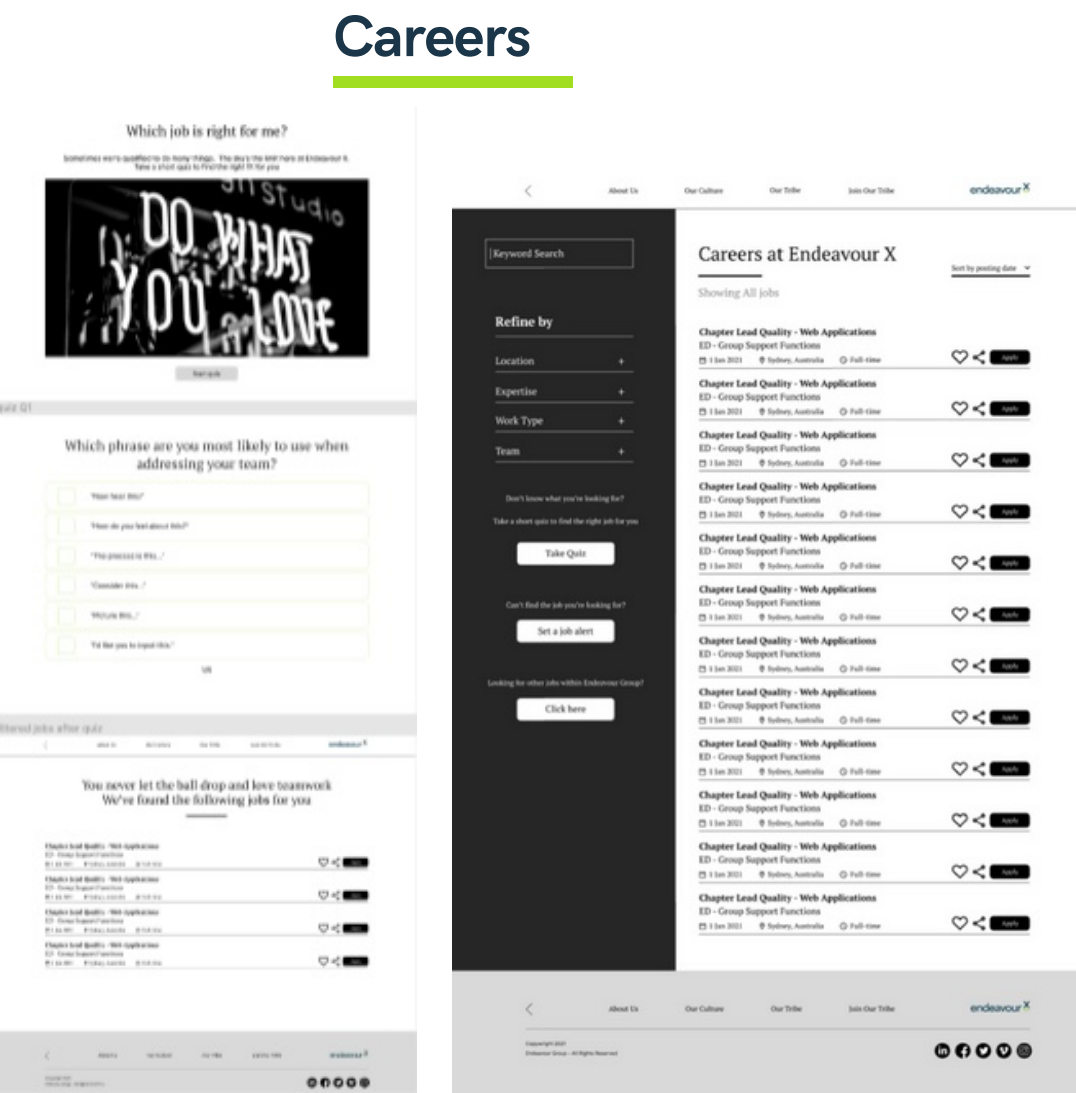Get tips on how to nail your interview.
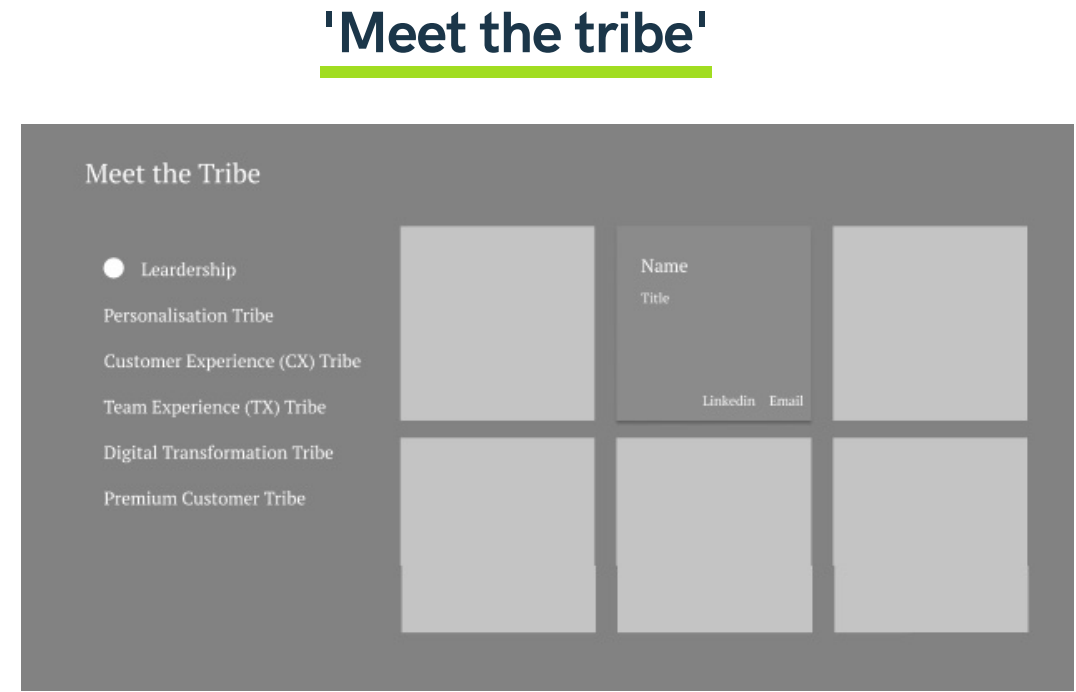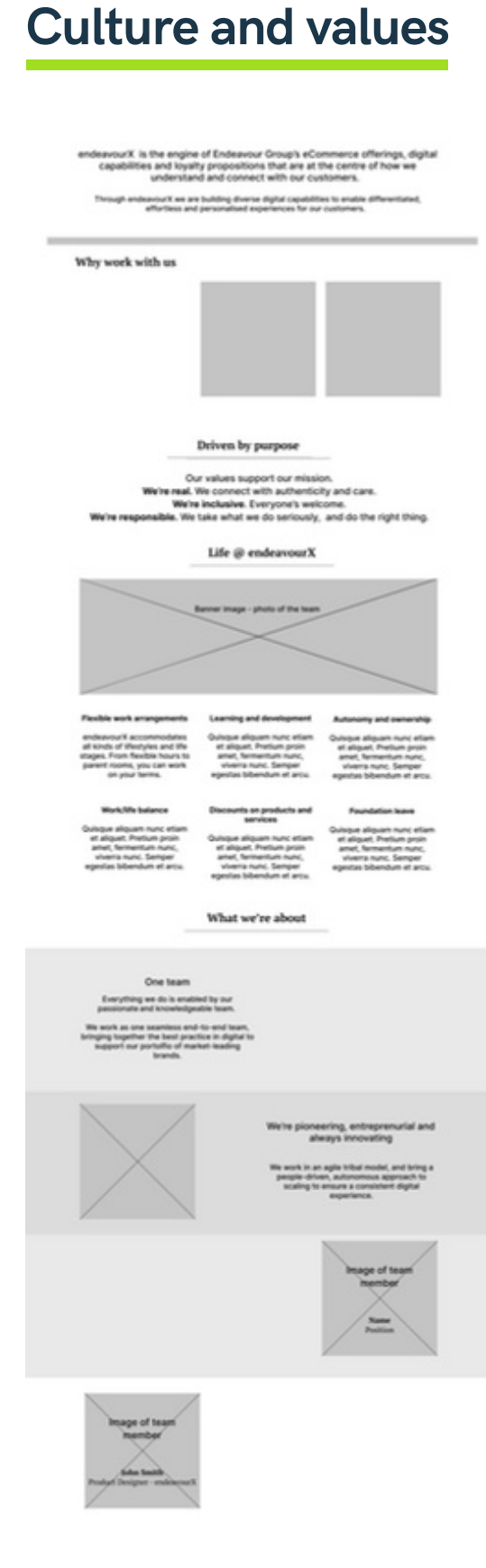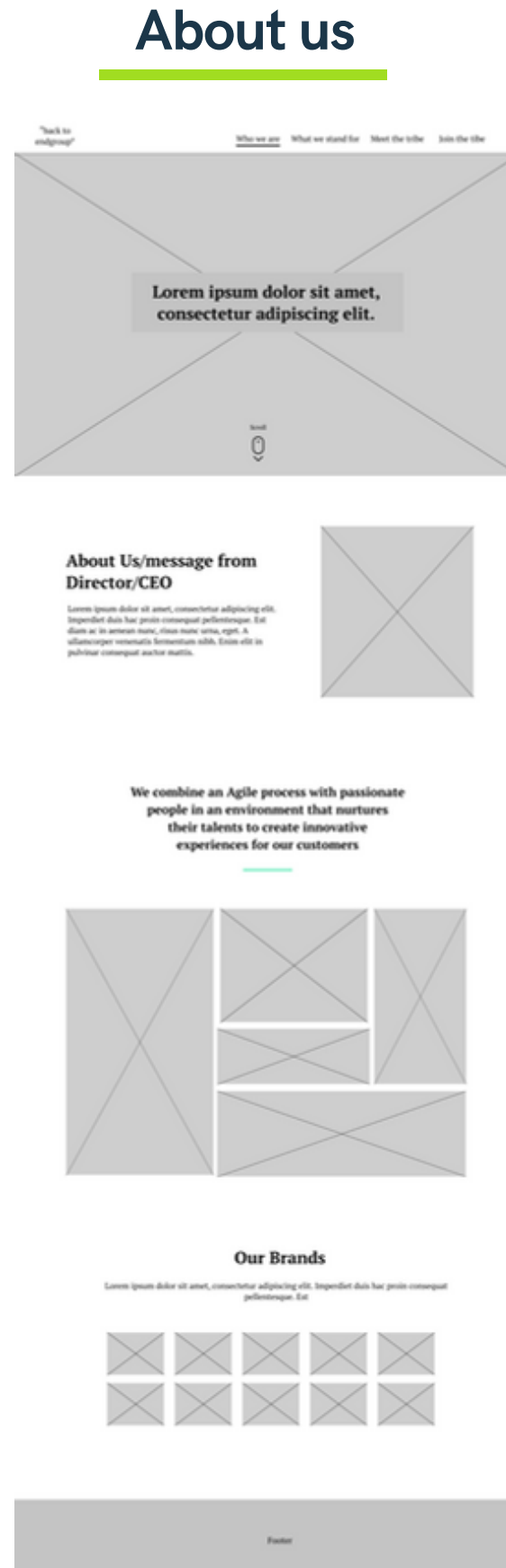
Interviewing tips

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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.

About us

Culture and values

'Meet the tribe'

Careers

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Low-Fidelity User testing

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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.

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).

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*".

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.

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Mid Fidelity Prototypes

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

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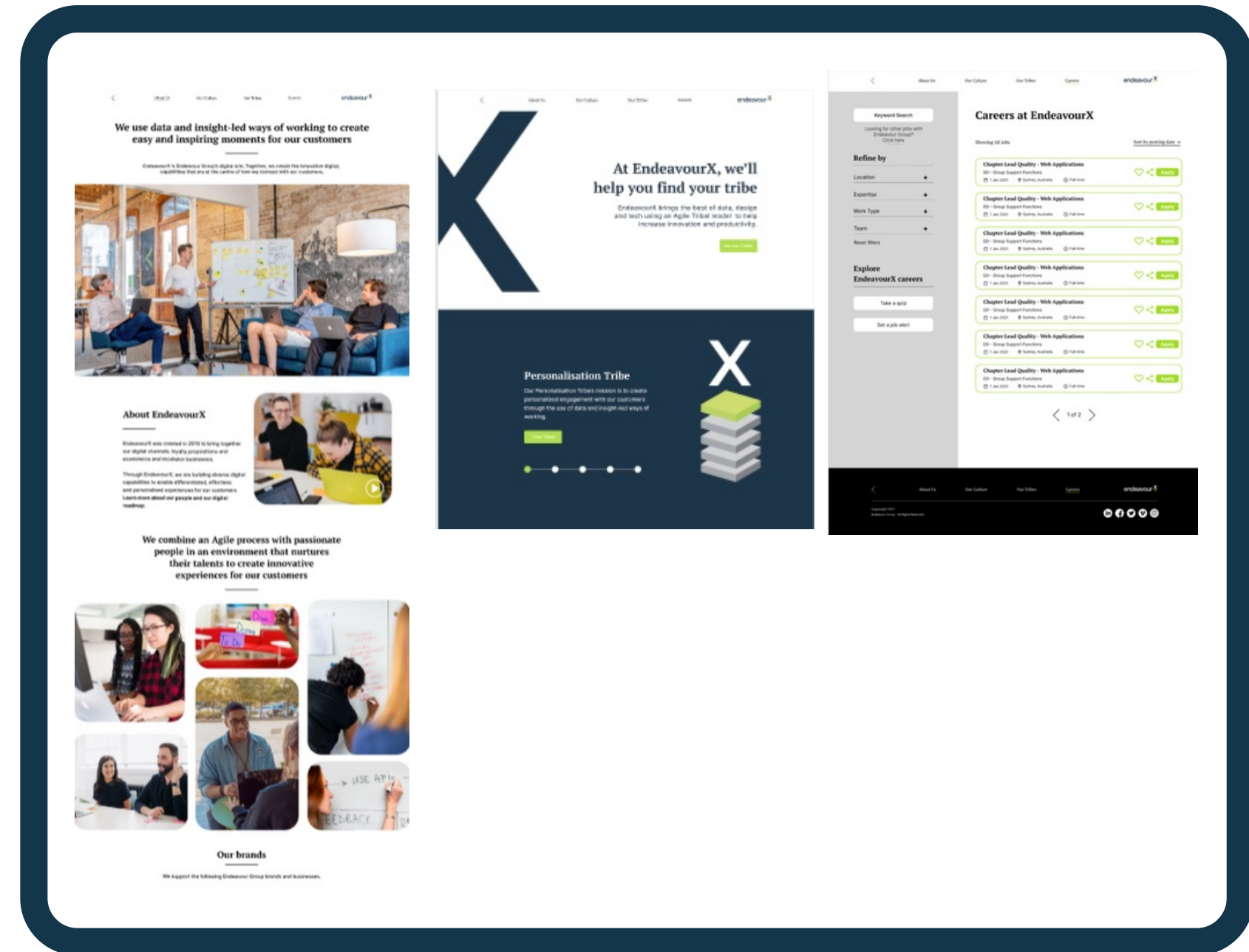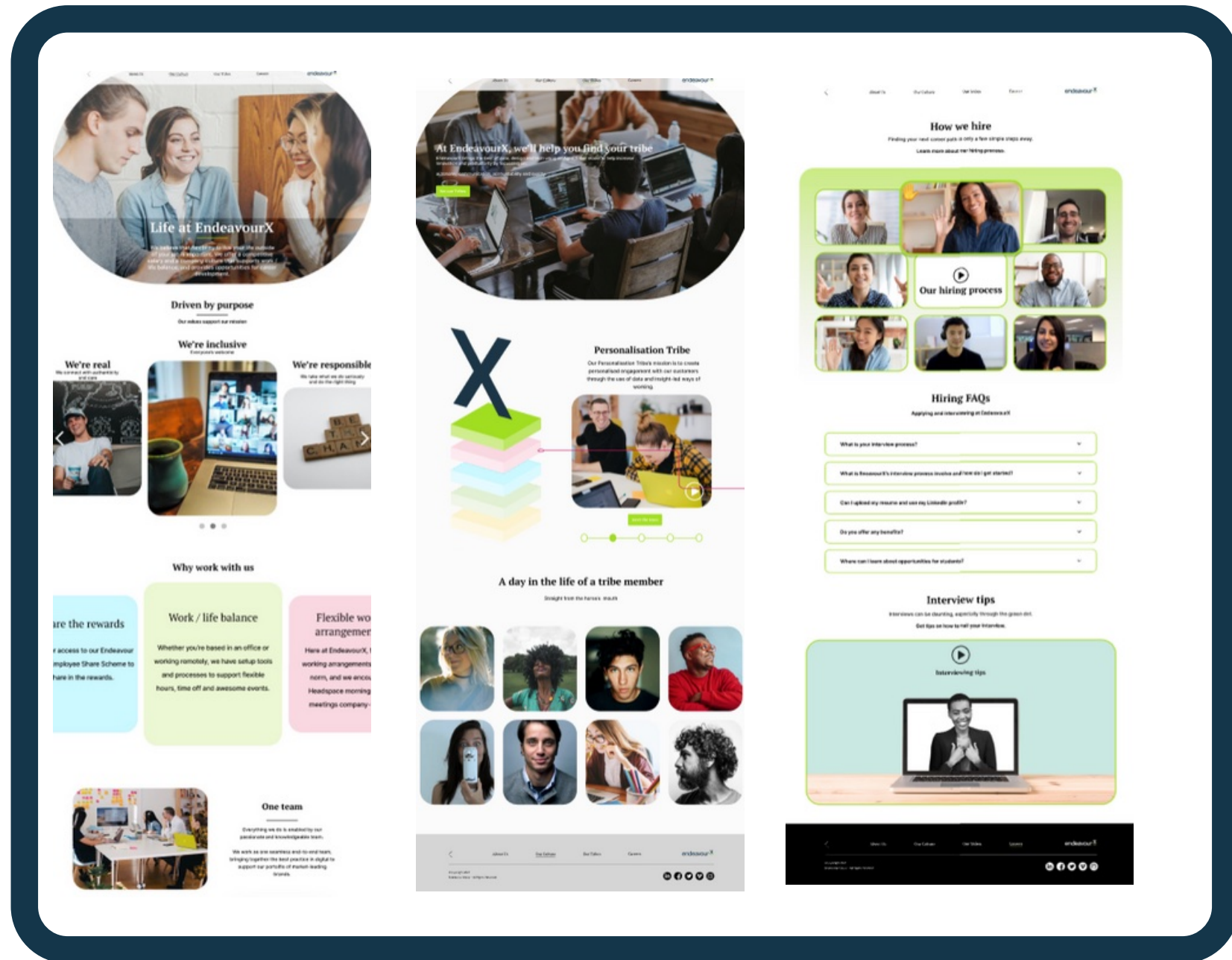
User testing continued

User testing was undertaken to determine the elements of each mid-fidelity version, with regards to the layout that appealed the most to Michelle.
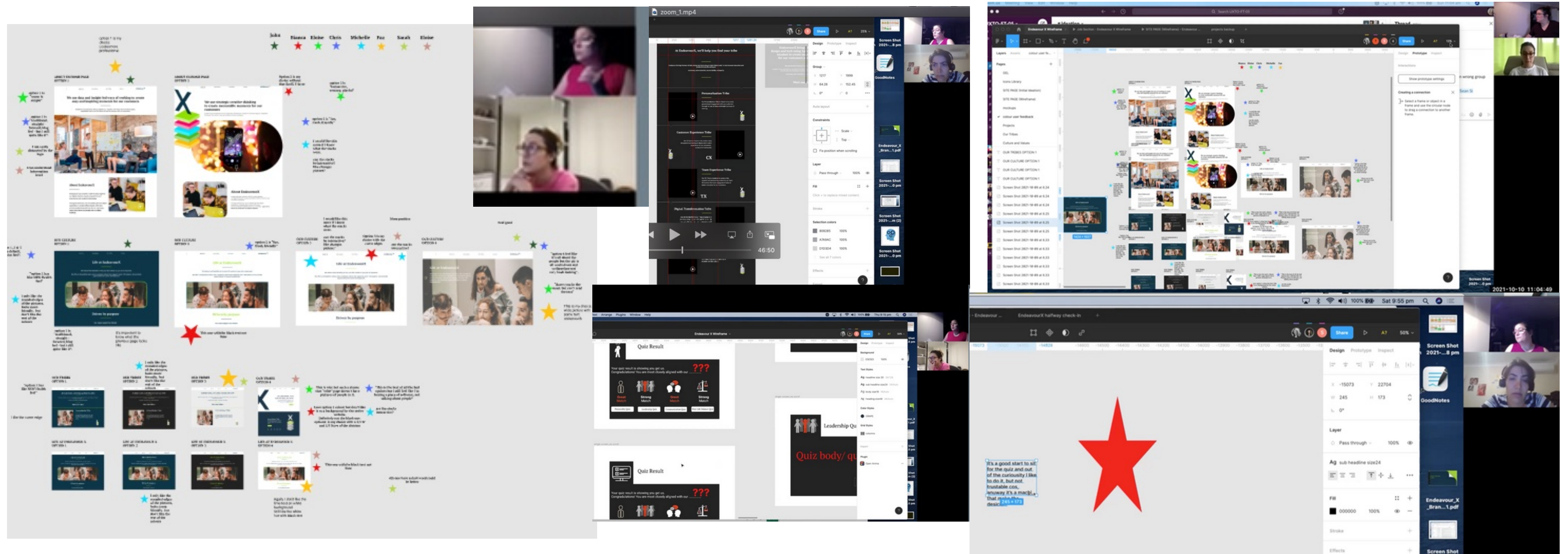
Hi-Fidelity Prototype
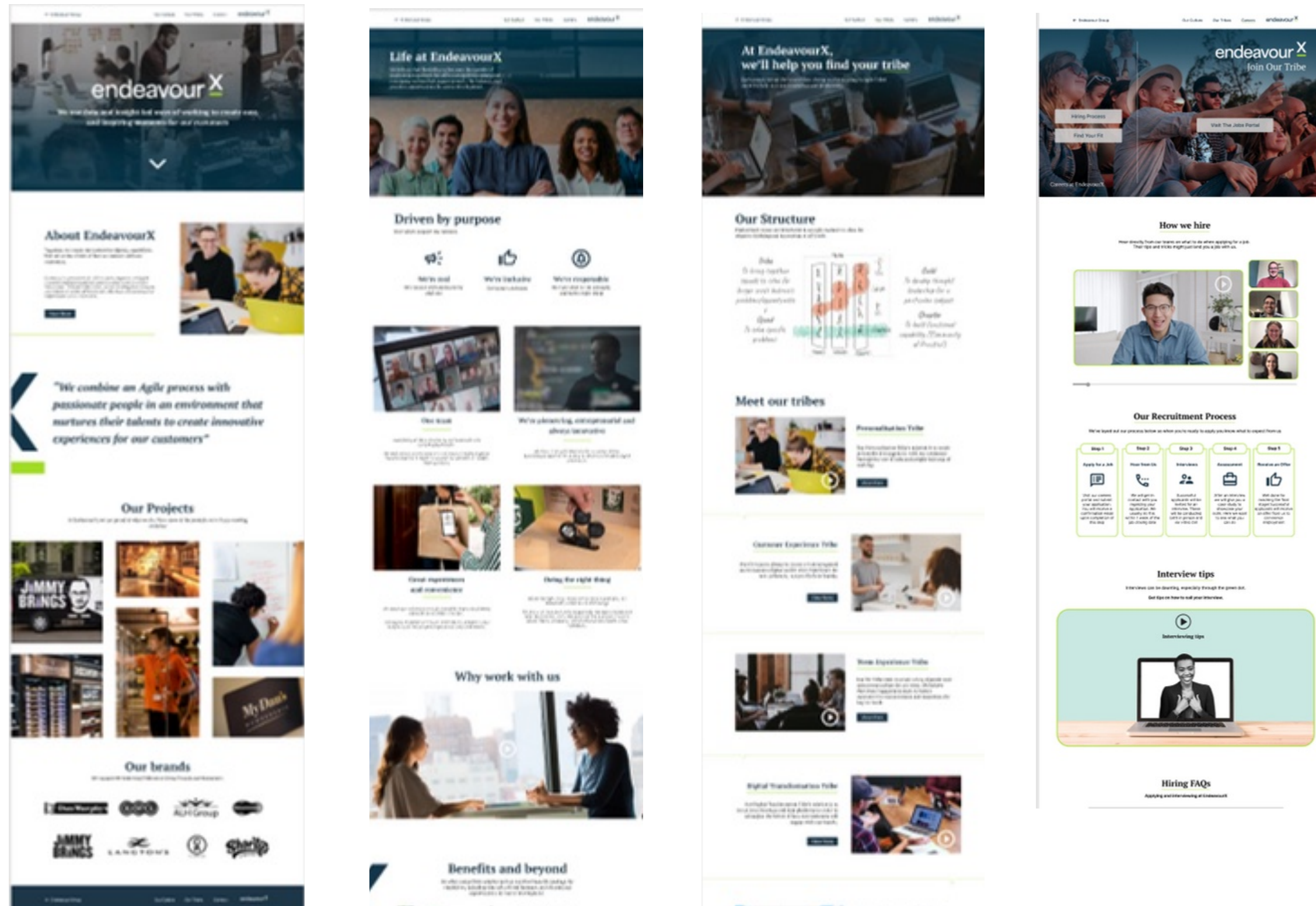
4/5 people said it's good to have a mix of video and text to explain the hiring process.

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

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Hi-Fidelity Prototype Continued

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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.
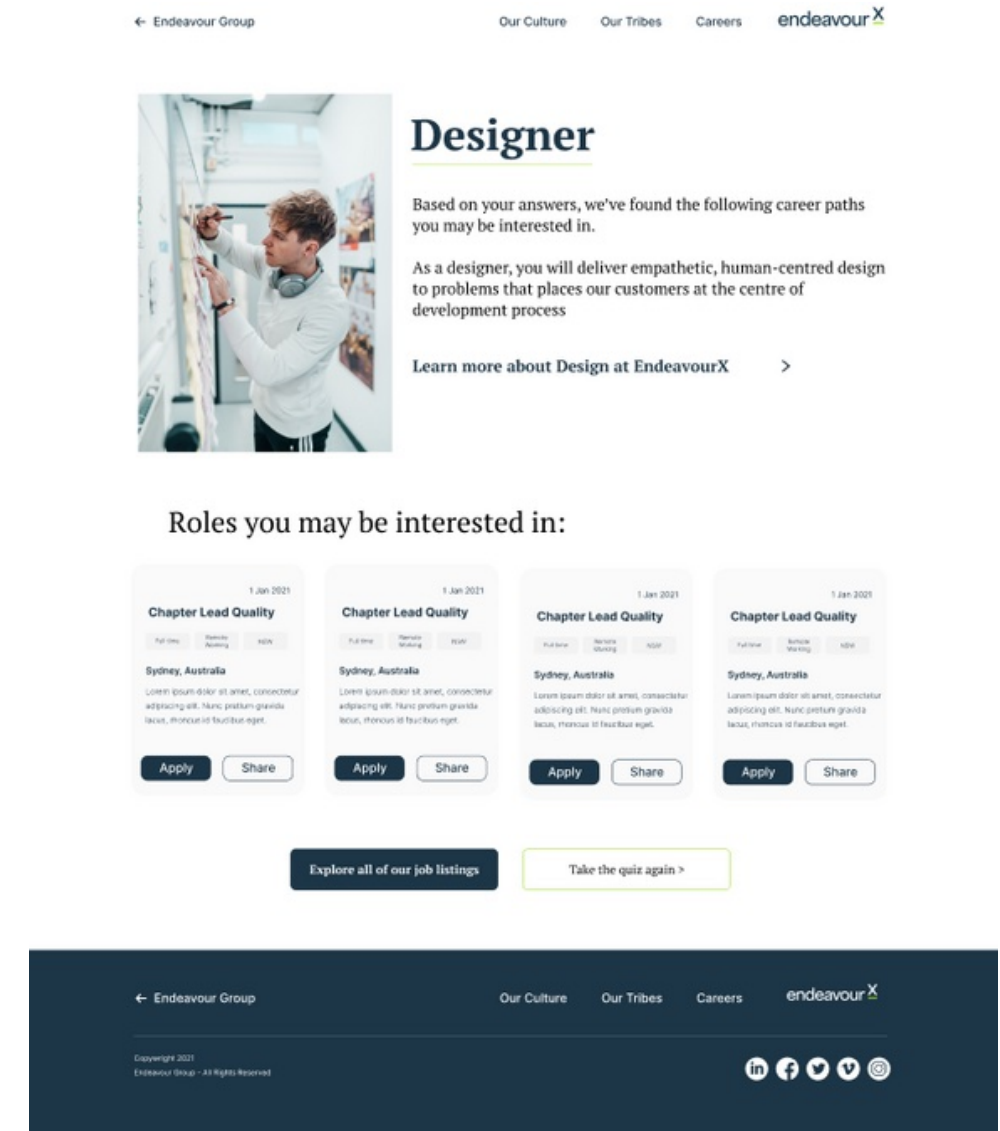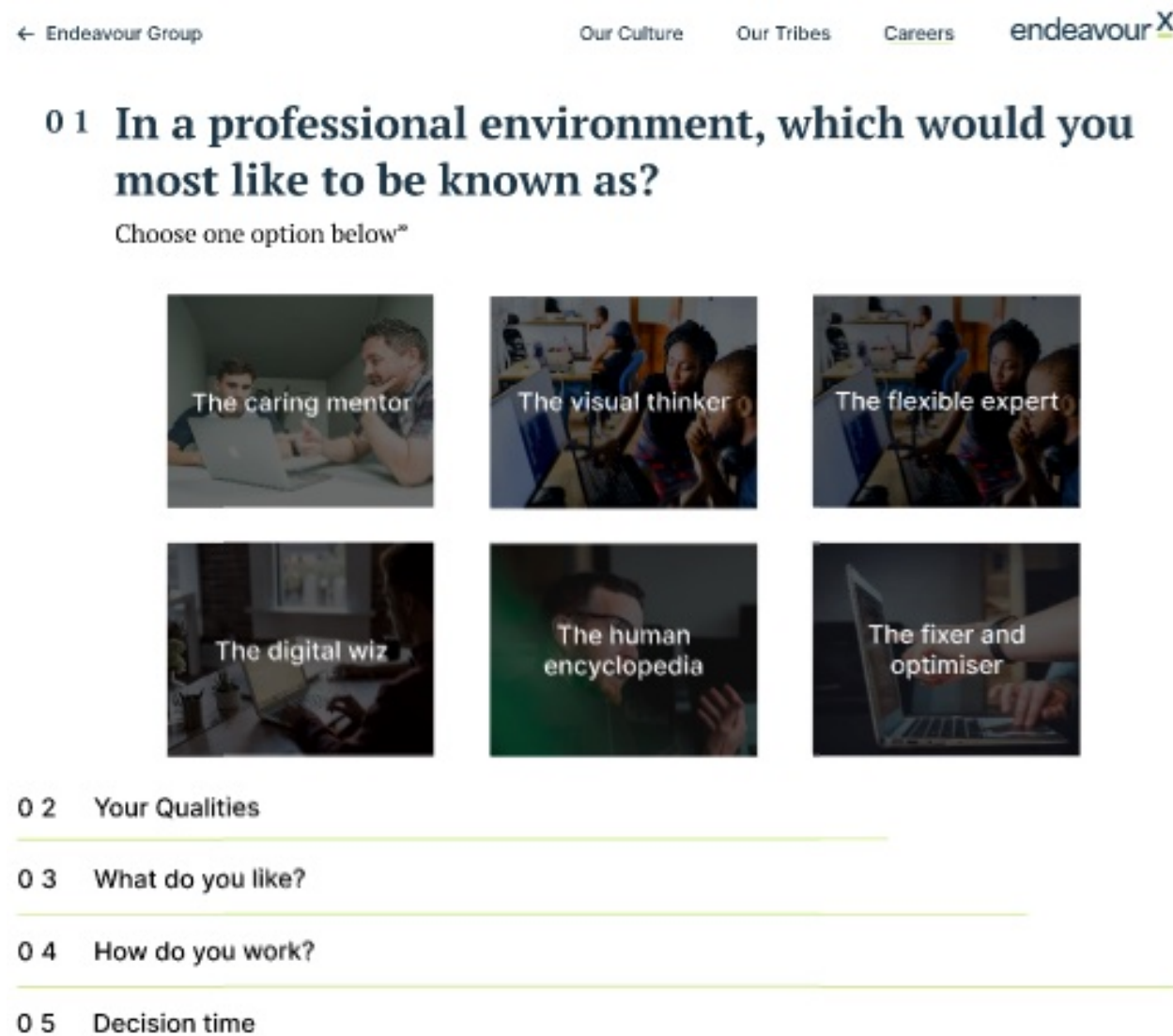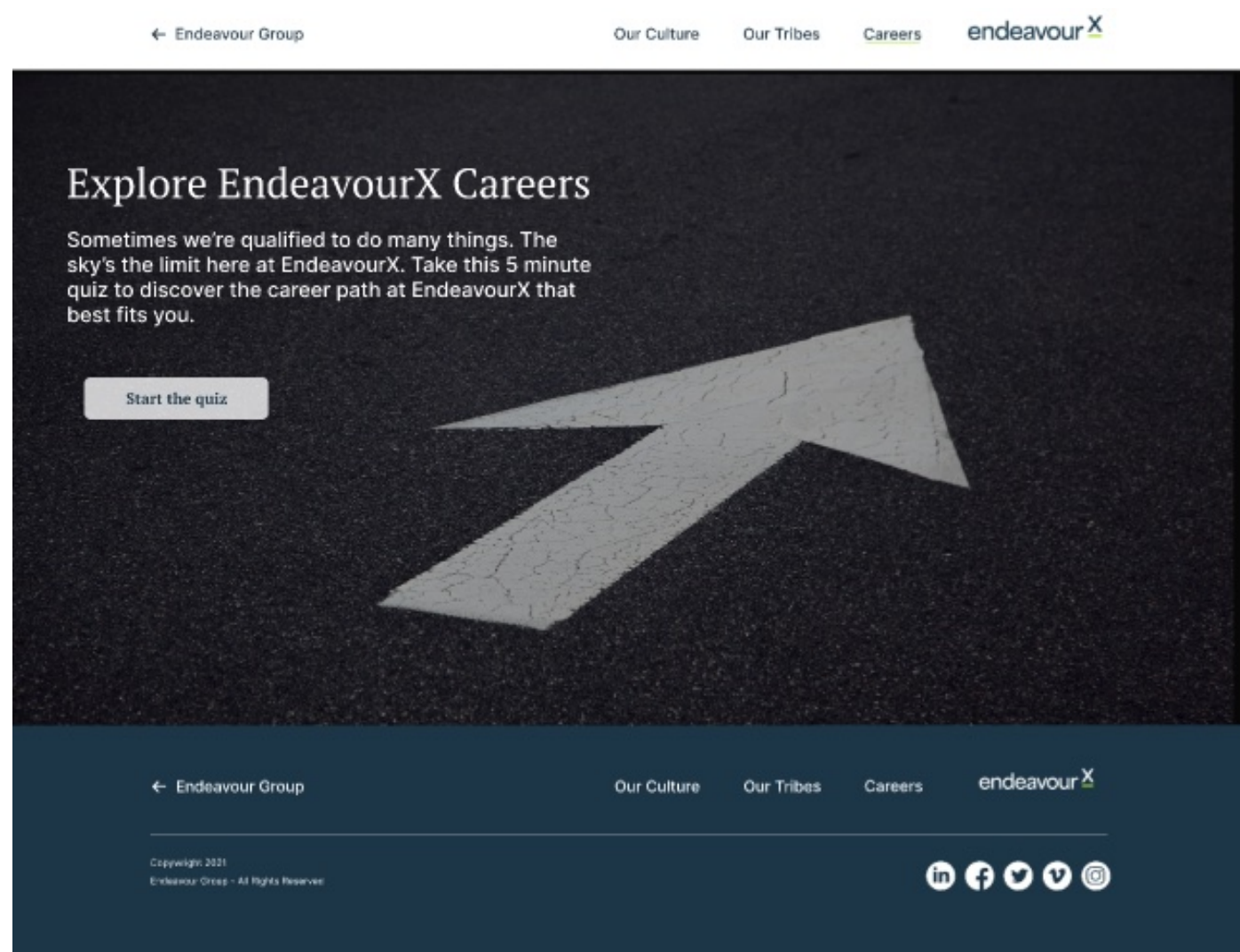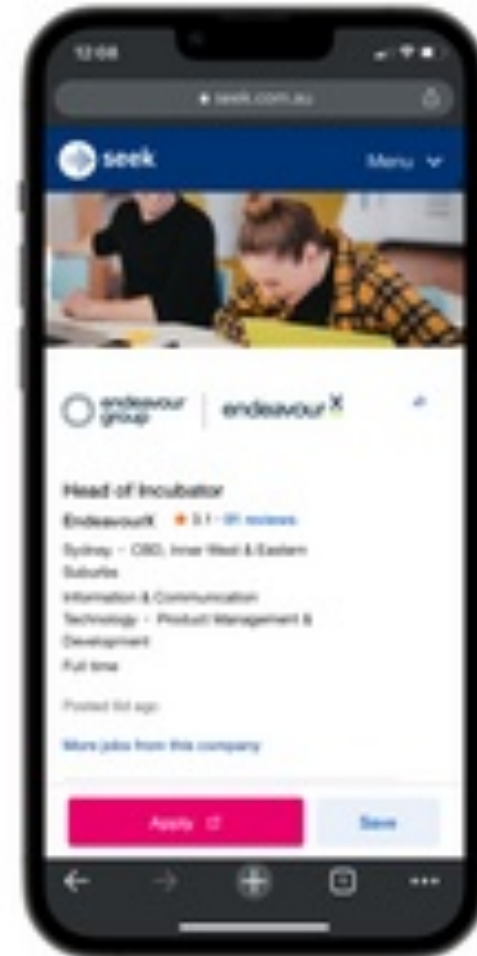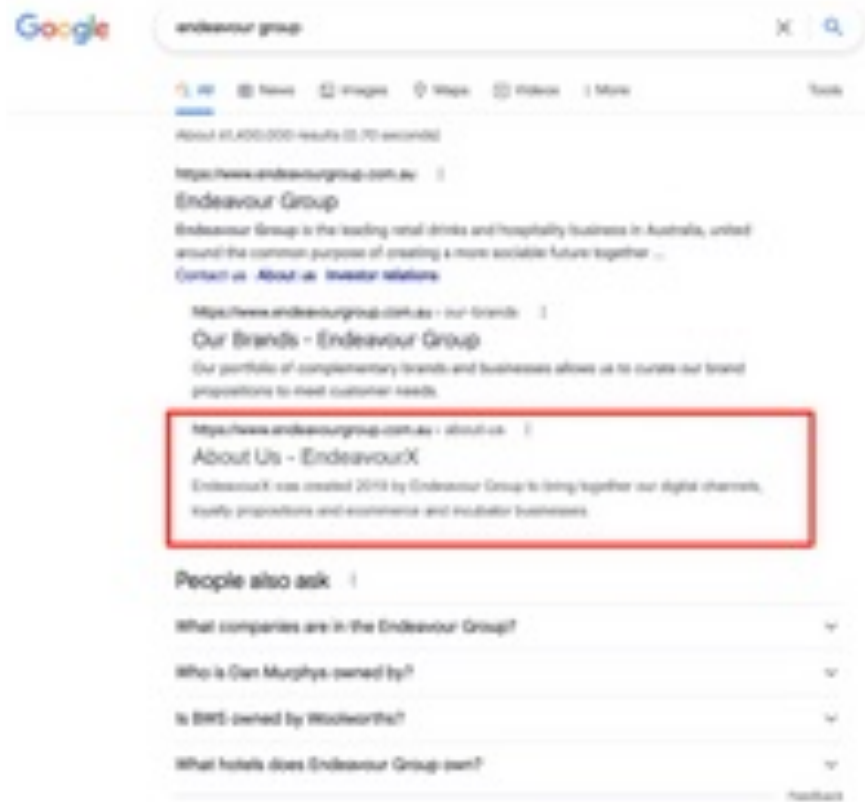
- New EndeavourX job listings could also be shared via these channels so followers can learn about new jobs.

- 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.
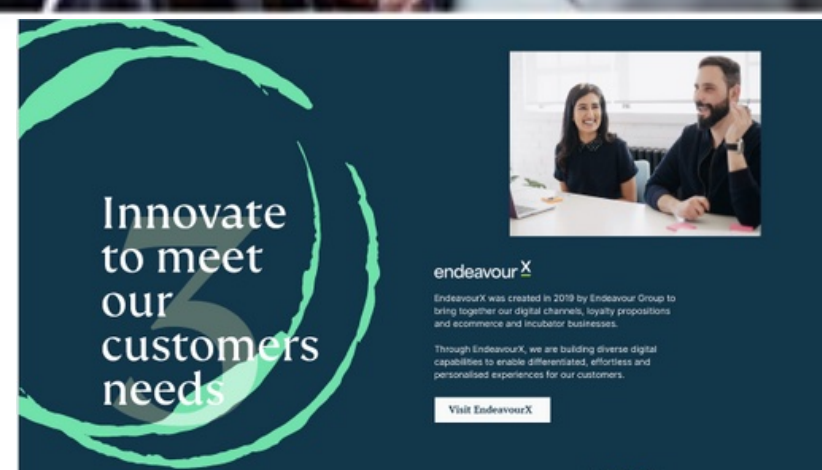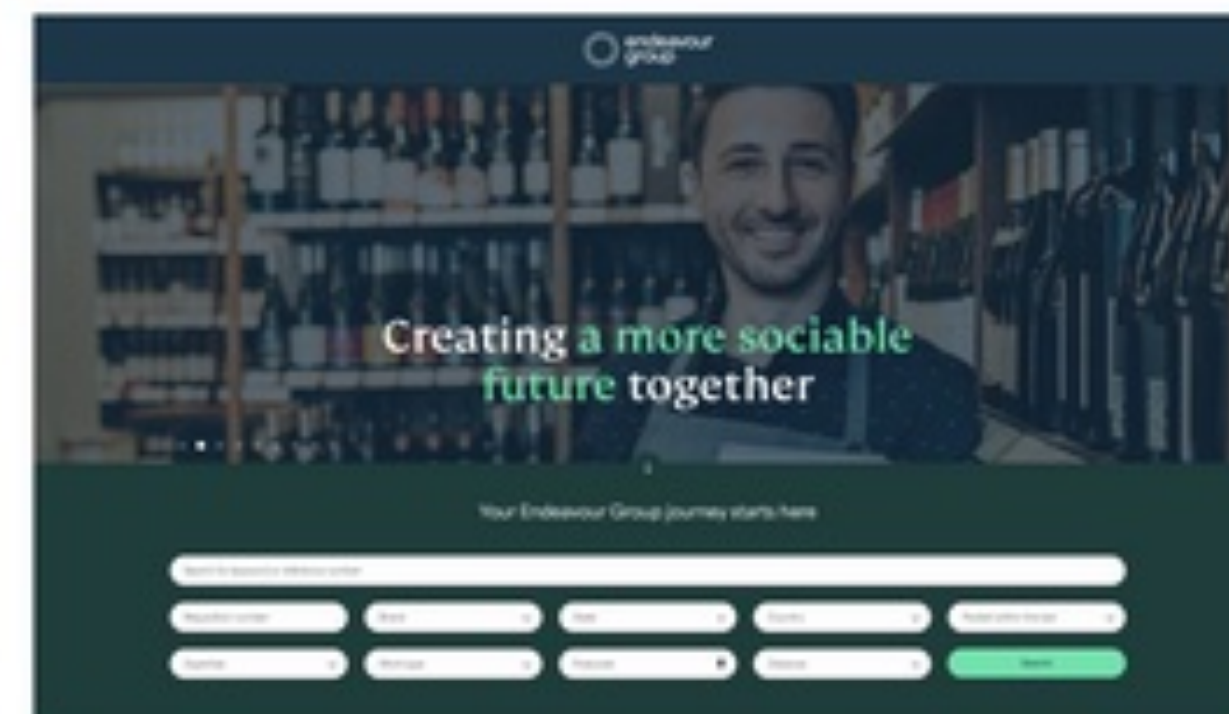
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Pathways

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

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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.

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

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 EndevaourX will transition from its current to its future state are provided below.

Refine

- 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.**

Plan

- 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.

Monitor

- 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.

Optimise

- 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.