

# iCareer Coach App and Responsive Website

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Emmanuel Kiptoo

# Project overview



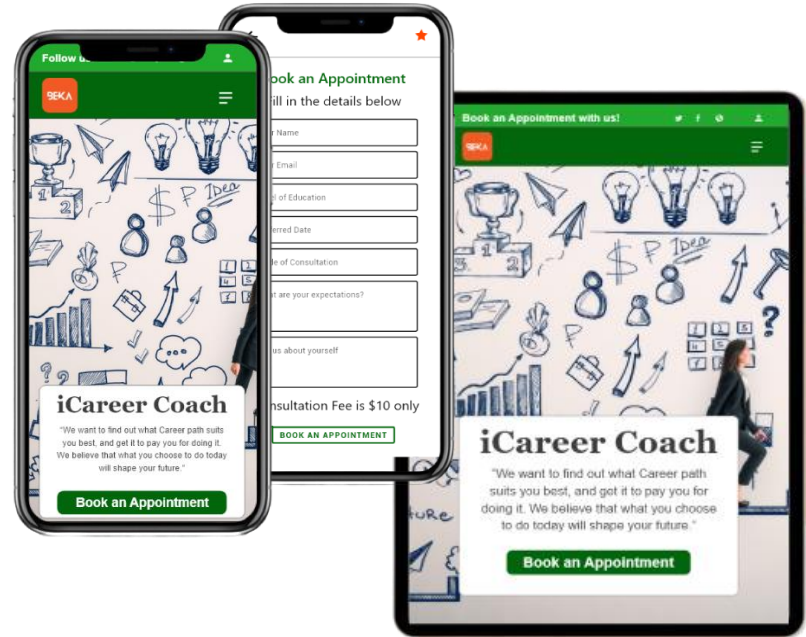
## The product:

iCareer Coach is a Community Based Organization focused on career development and awareness. The organization needs a tool that helps high school grads learn about and choose their career paths. iCareer Coach' primary target users include college students and teens who just completed high school and would like to learn more about how they can build their career.



## Project duration:

Oct 2022 to Nov 2022



# Project overview



## The problem:

50% of students enrol for higher education per year in the Africa. The strategy team at iCareer Coach has identified insufficient general knowledge about careers and limited understanding about importance of a good career choice as crucial drivers for continued low skilled labour.



## The goal:

Design an app that will improve awareness on career and help young teens be able to choose choose the right career path at an early age.

# Project overview



## My role:

UX designer leading the app and responsive website design from conception to delivery



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

# Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

# User research: summary



I used iCareer Coach's Saver's data on career to develop interview questions, which were then used to conduct user interviews. Most interview participants reported difficulty choosing careers, but they didn't actively try to create career awareness. The feedback received through research made it very clear that users would be open and willing to work towards creating career development awareness if they had access to an easy-to-use tool to help guide them.

# Persona 1: Jim

## Problem statement:

Jim is a high school graduate student who needs career advice, resources and coaching on matters career because he wants to make the right career choice for his future.



**Jim Nica**

**Age:** 18  
**Education:** Graduate  
**Hometown:** Nairobi  
**Family:** Single  
**Occupation:** Student

*“My future depends on my career choice today”*

## Goals

- A good career advice
- Resources to help create career awareness
- Consultation services for career development.

## Frustrations

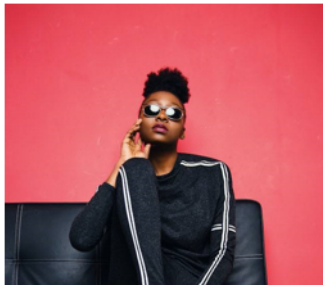
- A lack of awareness on career development.
- Frustration on finding a suitable career path

Jim is a high school graduate and is optimistic about joining campus. He loves art and technology and would love to make the right career choice for his future. He feels that making the right choice will make his dreams a reality.

# Persona 2: Addo

## Problem statement:

Addo is a high school grad who needs a career mentor, resources on career because she wants to clear off conflicting thoughts and have good career progression.



### Addo Nassy

**Age:** 17  
**Education:** High School Grad  
**Hometown:** Lagos  
**Family:** Single  
**Occupation:** Student

*"I want to find out what Career suits me best, and get it to pay me for doing it."*

### Goals

- Seek clarification on various career paths.
- Book consultation sessions at any time.
- Find mentors to help in her career advancement & studies

### Frustrations

- Lack of career mentors and coaches.
- Conflicting information on various career paths.

Addo is enthusiastic about making an impact in the society and she is a recent high school grad. She hopes to find a career coach and a mentor. She has conflicting thoughts on what to take up in campus and areas to major on. She hopes to direction and make up her mind early.

# Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address with the iCareer Coach app.

Competitive audit										
Competitive audit goal: Identify and understand the effectiveness of products and features currently used to fight food waste.										
General Information								First Impressions		
Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	Desktop website experience	App or mobile website experience	
ElimiWaste	Direct	Philadelphia, PA	App and website that help with recipe planning and food waste reduction	\$	www.elimiwaste leftovers	Medium	Young adults and high school students	"Reduce your impact, eat smarter."	<b>Good</b> + Strong, consistent branding + Easy to navigate - Lots of complicated features	<b>Good</b> + Strong, consistent branding + Easy to navigate + All features are useful
Tasty With Less	Direct	Lethbridge, AB	App and website that use existing and leftover ingredients to create recipes	\$\$	www.eatmorewasteless.save	Small	Young, single adults and people in college	"Eat better, enjoy more, use less."	<b>Needs work</b> + Easy to navigate - Overly simple design - Lack of useful features - Not responsive	<b>Okay</b> + Easy to navigate + Improved visual design compared to website - Feels like it's missing some useful features
BagItUp	Indirect	Most major European cities	App and website that connect consumers directly to food suppliers with unsold inventory	\$\$\$	www.foodtoyou.direct	Large	Parents and families	"Connecting food with the people who need it."	<b>Outstanding</b> + Easy to navigate + Strong branding and visual design + All features are useful and intuitive	<b>Outstanding</b> + Easy to navigate + Strong, consistent branding and visual design + All features are useful and intuitive

UX (rated: needs work, okay, good, or outstanding)							
Features	Interaction			Visual design		Content	
	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness	
<b>Outstanding</b> + Personalized recipe planning feature + Shopping list feature + Waste tracking feature + Filter feature (allergies, price, etc.)	<b>Good</b> + Strong use of visuals + Use of color is accessibility-friendly - Not equipped for screen reader tech	<b>Good</b> + Recipe planning process is clear and straightforward - Using filters is time consuming because they can only be added one at a time	<b>Outstanding</b> + Straightforward navigation + Clear indication of clickable elements	<b>Outstanding</b> + Strong brand identity reflected throughout design + Consistently strong UI, including use of high-quality images + Consistent use of modern font that aligns with brand identity	Witty, conversational tone that aligns well with branding.	<b>Outstanding</b> + Conveys information clearly + Descriptions are succinct and to-the-point	
<b>Okay</b> + Recipe planning feature - Ingredient list feature is confusing and difficult to use	<b>Outstanding</b> + Strong use of visuals + Use of color is accessibility-friendly - App and website are screen reader compatible	<b>Good</b> + Recipe planning process is clear and straightforward - Ingredient list feature is difficult to complete due to manual entry and not remembering previous inputs	<b>Needs work</b> - Some clickable elements are not indicated well or clearly marked - Navigation direction is not always clear	<b>Okay</b> + Brand identity reflected throughout design + Good use of high-quality images - Single visual design - Inconsistent font usage	Formal, to-the-point language. Could be more playful and humorous to align with brand identity.	<b>Okay</b> + Descriptions are succinct and to-the-point - Information is not always easy to understand	
<b>Outstanding</b> + Geographic locator feature + Ability to create profile + Pricing calculator	<b>Needs work</b> - Not equipped for screen reader tech - Color choices don't meet accessibility standards - Inconsistent use of visuals	<b>Outstanding</b> + Primary checkout user flow is clear + Quick and easy to use ordering process	<b>Good</b> + Comprehensive navigation menu - Offering so many supplier options is overwhelming at times	<b>Good</b> + Strong brand identity reflected throughout design + Consistently strong UI, including use of high-quality images - Inconsistent font usage	Formal but friendly. Doesn't feel "stiff". Works with brand identity.	<b>Good</b> + Conveys information clearly + Overly descriptive at times	

Click to view the full [competitive audit](#) and [audit report](#)



# Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **UI design and cycle**.

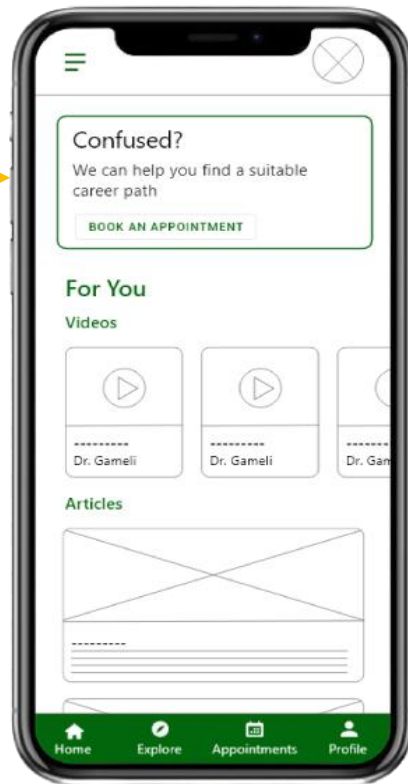
<p>① What I have:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p><input type="checkbox"/> Add receipt</p>	<p>② Try this recipe</p> <p>_____</p> <p>_____</p> <p>You have:</p> <p><input checked="" type="checkbox"/> _____</p> <p><input checked="" type="checkbox"/> _____</p> <p>You need:</p> <p><input type="checkbox"/> _____</p>	<p>③ Recipe</p> <p><input checked="" type="checkbox"/> _____</p> <p>Ingredients:</p> <p>_____ <input checked="" type="checkbox"/></p> <p>_____ <input checked="" type="checkbox"/></p> <p>_____ <input checked="" type="checkbox"/></p>	<p>④ I have</p> <p>1 2 <input checked="" type="checkbox"/> 4</p> <p>servings left</p> <p>to eat by</p> <p>1 Dec</p> <p><input checked="" type="checkbox"/> 2 Jan <input type="checkbox"/> 2021</p> <p>3 Feb</p>
<p>Grocery list</p> <p>_____ x4</p> <p>_____ x2</p> <p>_____ x1</p> <p>Need more?</p> <p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p> <p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p>	<p>You cooked</p> <p>_____</p> <p>How was it?</p> <p><input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>How much is left?</p> <p>_____ <input type="checkbox"/></p>	<p>Do you still have:</p> <p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p> <p>Why not try:</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>We think you have</p> <p><input checked="" type="checkbox"/> x4</p> <p><input checked="" type="checkbox"/> x2</p> <p>You can make:</p> <p>• _____</p> <p>• _____</p> <p>• _____</p>



# Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the iCareer Coach app. These designs focused on delivering personalized guidance to users to help find useful resources.

Top half of home screen acts like a career coach by providing an option to book appointments directly.

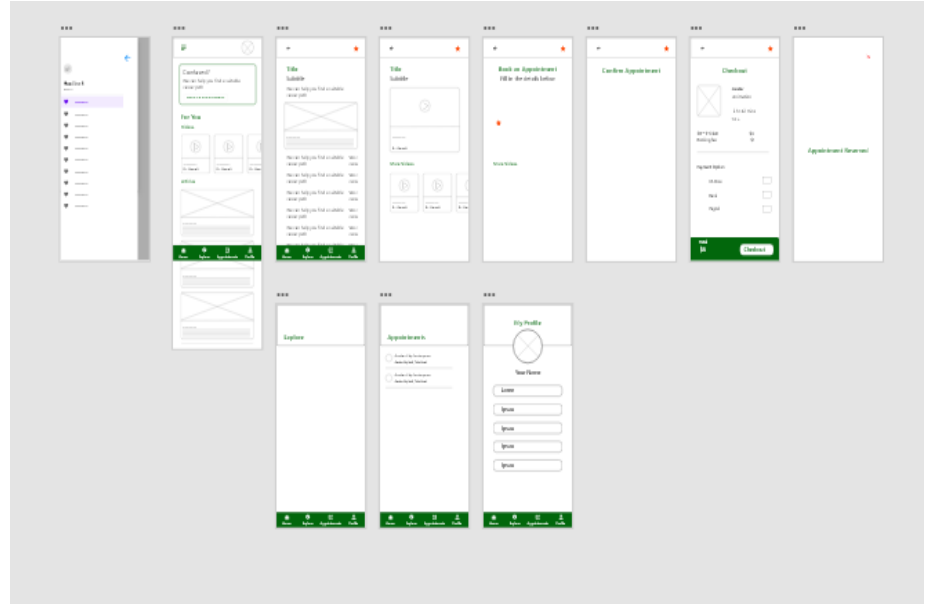


Easy access to app features from global navigation

# Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of booking a coaching session and viewing other resources.

View [iCareer Coach's low-fidelity prototype](#)



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Kenya, remote



## Participants:

5 participants



## Length:

30-60 minutes

# Usability study: findings

These were the main findings uncovered by the usability study:

1

## Articles

People want easy access to available articles and preferred a sort option and categorization.

2

## Add Appointments

People had difficulty with general meetings and preferred personal consultance.

3

## Customized Feed

People preferred choosing topics of interests to enhance their experience.

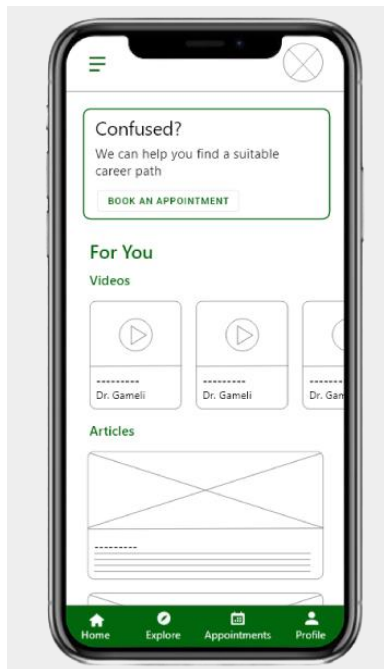
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

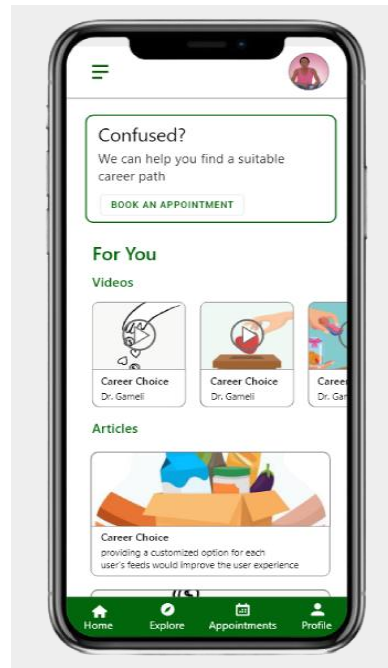
# Mockups

Based on the insights from the usability studies, I applied design changes like providing a clear section from the home screen to book appointments and customized feeds.

Before usability study



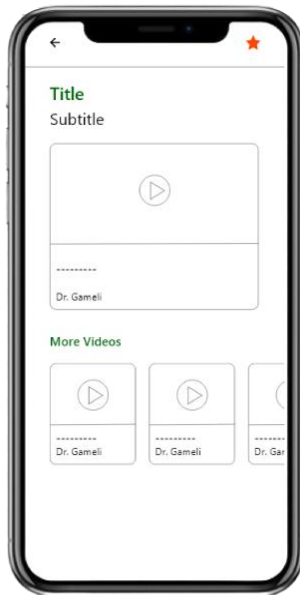
After usability study



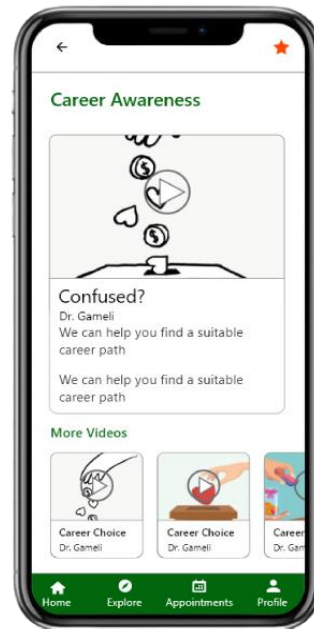
# Mockups

Additional design changes included adding an option to view coaching videos providing a recap of previous sessions and other resourceful content.

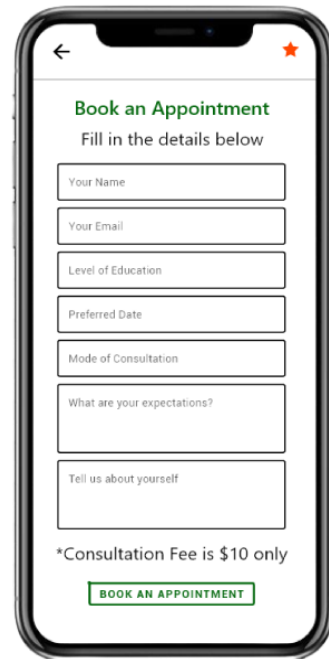
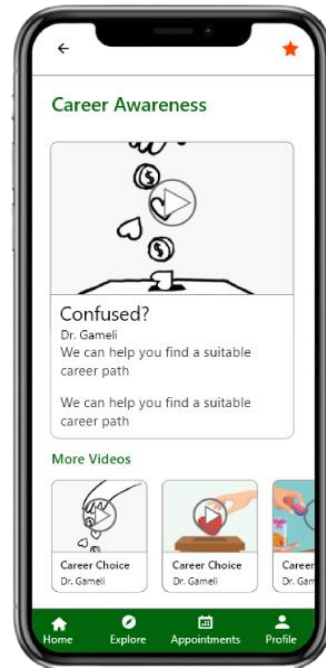
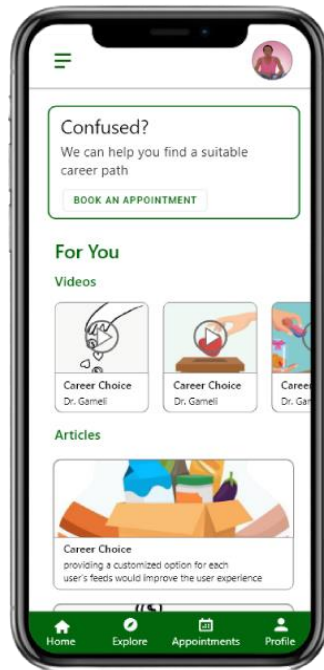
Before usability study



After usability study



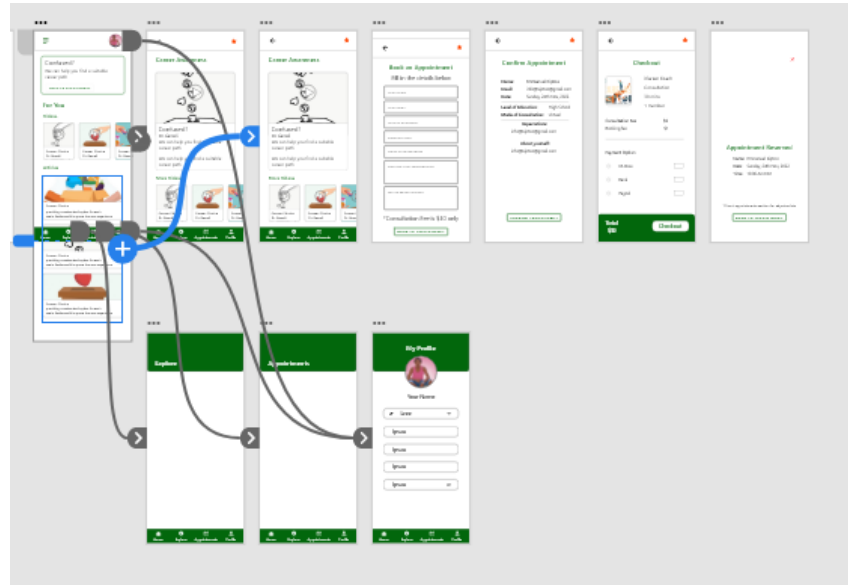
# Mockups



# High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View the [iCareer Coach's high-fidelity prototype](#)



# Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

Initial focus of the home screen on personalized recommendations help define the primary task or action for the user.

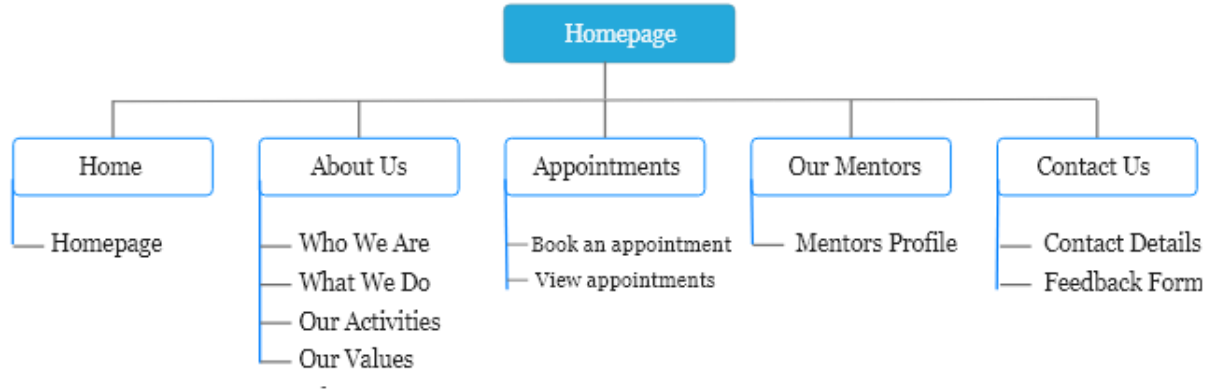
# Responsive Design

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- Information architecture
- Responsive design

# Sitemap

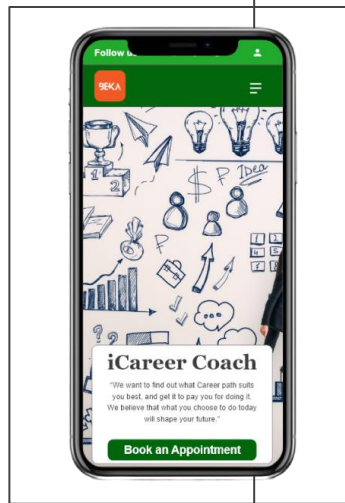
With the app designs completed, I started work on designing the responsive website. I used the iCareer Coach sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



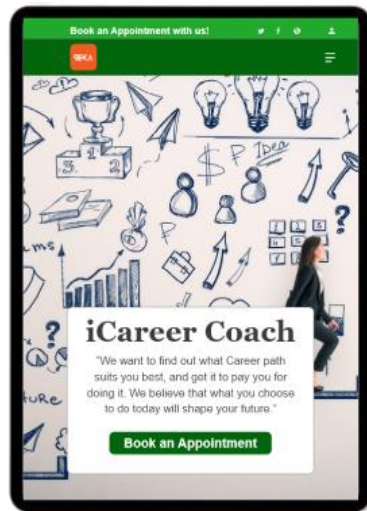
# Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.

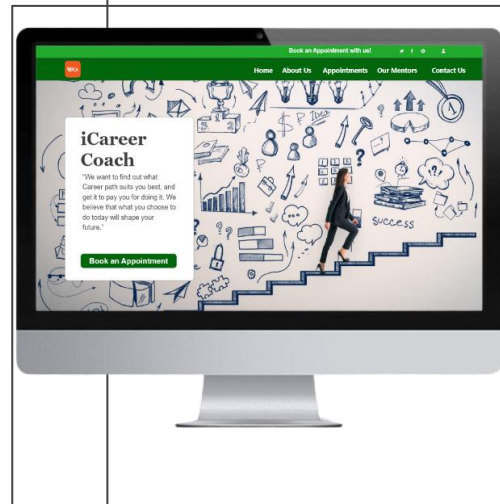
Mobile website



Tablet



Desktop



# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

Users shared that the app made career awareness an easy concept that could help many graduates. One quote from peer feedback was that *"My future depends on my career choice today and iCareer coach is guiding me well."*



## What I learned:

I learned that even though the problem I was trying to solve was a big one, diligently going through each step of the design process and aligning with specific user needs helped me come up with solutions that were both feasible and useful.

# Next steps

1

Conduct research on how successful the app is in reaching the goal to create career awareness.

2

Add more educational resources for users to learn about career development.

3

Create a community forum for users to share their career journeys and other significant information.

# Let's connect!



Thank you for your time reviewing my work on the iCareer Coach app! If you'd like to see more or would like to get in touch, my contact information is provided below.

Email: [emmanuelbett82108@email.com](mailto:emmanuelbett82108@email.com)  
Website: [emmanueladdi.github.io/ItsAddi](https://emmanueladdi.github.io/ItsAddi)