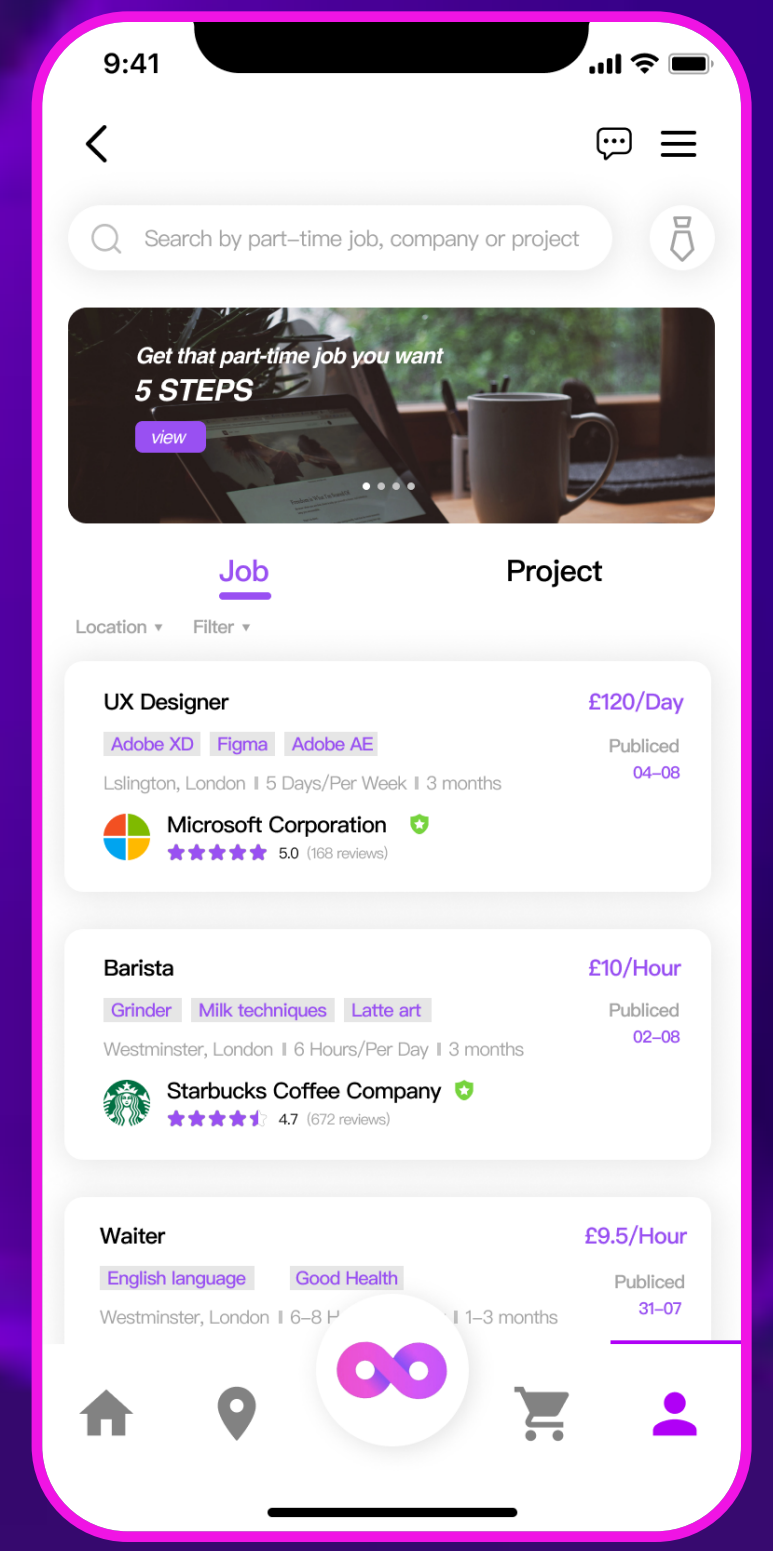


# User experience design for university students using Bloom APP to find part-time jobs and projects

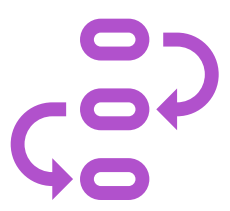
Zhijianghao Xue

## Abstract

This project uses the concept of user experience as a guide to investigate the core function of the Bloom software application in finding part-time jobs and projects for university students. The project begins with an overview of the current relationship between university students and part-time jobs and projects and the research ideas, and then proceeds with the research using user experience as a supporting theory.



## Project value



Summarise the process of experience design in a way that is informative and systematic



This serves as a guide for the design of apps based on the job search function under social software



Promoting the impact and competitiveness of the Bloom brand

## Product & Marketing Research



Product Introduction	LinkedIn	Freelancer	UniTaskr
Link has become a job search site for professionals and is widely used by job seekers and employers.	Freelancer is the world's largest freelance and crowdsourcing marketplace.	We're on a mission to provide paid work opportunities and experience to millions of students around the world.	
Target user	Job seekers, Employers	Freelancer, Enterprise	Students, Company, Employers
Positioning	Dedicated to helping people in the global workplace build their professional image, expand their professional networks and discover more career opportunities.	Employers can post any project from around the world to find targeted people to help complete the task. Freelancers can fill in their profiles and expertise to find the right project for them to work on.	The platform provides businesses and families with a trusted workforce of talented students. In addition, students can also establish their own brand influence through the platform.
Core functions	Personal branding, Job seeking	Personal branding, Work reminder	Rapid Withdrawal, Many projects

## Research Method

### Survey Conclusion

### Derivation

### The solution in the design

### Interview Conclusion

84%

Participants cared most about the number of hours they worked, followed by hourly pay, safety and distance

42%

Participants were concerned about fraud, stranger communication, disruption to their lives and studies

68%

Inadequate employment information and unfair competition are the main considerations for participants

Highlight and amplify key information. Different fonts for different messages, in different colours

The platform carries out corporate certification, introduces online communication and regulates the hours of work for students

Platform information should meet the job search and the recruitment process should reflect openness and fairness

- Some job seekers are still unable to find a job because they are looking for something technical and where they can learn skills
- In job hunting, the communication problem with job seekers cannot be satisfied, so they often use social software to communicate with each other
- Job seekers often encounter false employment information, such as salaries that do not match the numbers on display
- Certified companies are highly valued by job seekers

## Prototype Design

