

Improve how international students obtain visa information in the job search process: UX design through national preferences



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Abstract

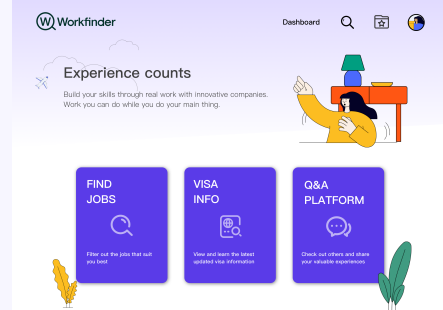
The purpose of this design is to establish a mutual assistance platform on the Workfinder platform, redesign visa information, etc. through ethnic preference, to help the international student group quickly obtain the required visa information in the job finding process. During the design process, the needs and preferences of international students for information acquisition were firstly clarified through interviews, competitive product analysis, and second-hand research. Based on this, prototype design and testing were carried out, then the filter was optimized through card sorting, and finally, the function was verified through the click test.

Introduction & Background

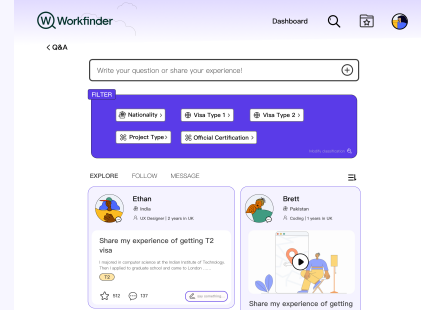
According to the latest report from HEPI and Kaplan International Pathway, more than 71% of international students intend to work in the UK after graduation. This means that millions of international students in the UK alone choose to continue their careers in the UK. These huge numbers show that international students are a user group that we need to pay attention to and deserve attention. It has become a major trend for international students to stay in the UK for employment after graduation. In the process of looking for a job, international students inevitably have to obtain work-related visa information and encounter problems. At the same time, Workfinder is a company dedicated to helping young people find jobs and improve their abilities. How to solve the visa problem of international students based on the functions of the workfinder website is the focus of this design.

Design

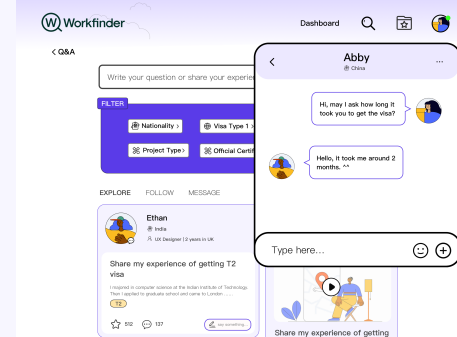
HOMEPAGE



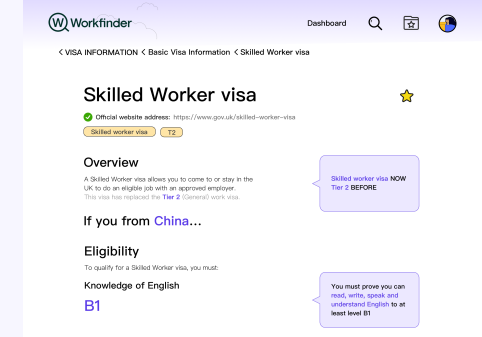
PLATFORM FILTER



CHAT WITH OTHERS



VISA INFO



Study Methodology

Interview: Through designing questions, recruiting subjects, and combining online and offline interviews to obtain user needs and find the characteristics of ethnic preferences.

Second-hand research: In the early stage, the background research confirmed the large demand of international students for visa information through literature data. Later, I supplemented by searching the literature again to confirm the ethnic preference.

Competitive product analysis: Identify the main competing products from interviews and data collection, and conduct analysis by observing usage and sorting out information architecture.

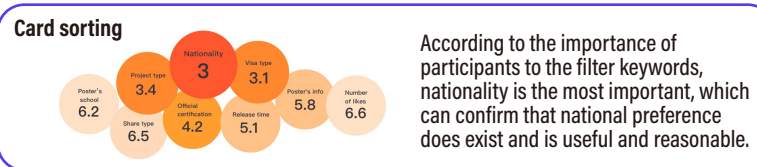
Testing & Evaluation

Prototype usability test: After a solution was obtained for prototyping, four tasks were set according to product functions, and 10 testers were asked to test the process while observing fluency and subsequent interviews with users.

First click: I conducted a click test for the same task on the visa information page provided by the government and the redesigned page through the online research platform OW, and compared the accuracy and time.

Card sorting: let users propose 5-10 keywords, and then score according to their importance. Finally, use Excel to calculate the average score of the keywords by 10 testers and sort them.

Research Results



According to the importance of participants to the filter keywords, nationality is the most important, which can confirm that national preference does exist and is useful and reasonable.



The accuracy of the government website click experiment is 0, and the redesigned information page is 60%, so the redesigned website is effective and improved, but still needs improvement.

Conclusions & Future Work

In general, it can be proved through experiments that this design improves the user experience of international students in obtaining visa information in the job-finding process. Through the test, it can be concluded that the use of ethnic preferences can effectively increase the efficiency in the process of obtaining visa information, and the redesign of visa information is also an improvement over the government website.

The future work is to explore how to attract international students to share their own experiences is a challenge. Since the Workfinder is a non-profit nature for students, is paying questions and other methods contrary to external?