MARKETPLACE ALPHA TEST

# Testing Criteria

## Introduction

You are looking for a job near where you live.

## Tasks Given

1. Look around the page and talk through your thought process : what is the first thing your eye is drawn to?
2. Search for a job near you or anywhere. Did you get results? Were you able to relate your results to their location on the map? Did the map help you in your search? How?
3. Select a job. From the information shown about the job, what is most important to you? Was there specific information you'd like to see that isn't there?
4. Try to mark a job as a favorite to save for later reference. If you were able to, what did you click to mark the job as a favorite? Did the icon easily convey its purpose to you? If not, what do you think would?
5. If you were to share a job from this page with a friend, do you see an option to do so? If so, which method would you most likely use? Is there another method you'd rather use?

## Post-Interaction Questions

1. What frustrated you most about this site?
2. If you had a magic wand, how would you improve this site?
3. What did you like about the site?
4. As someone who has searched for industry jobs before, how would you compare this search experience to other sites?

# Common Results

Thoughts or suggestions to remedy

* Pay rate is most desired piece of information about a job.
  + *Make this a required field for employers. Pay rate or range.*
* Email is preferred method of sharing. Most would not share on a social network. If they did it would be on a 1:1 basis.
* Default result set for Chicago was confusing.
  + *Default to /all or city picker*
* Map letters on mobile view were seen as odd (vs numbering). Most understood what they were after switching to map view.
  + *Remove letters for mobile list view.*
* Zoom level would be reset after navigating away from the map. Resulting in user having to reset their view.
* Modal annoyed and confused users. “Why are you asking for my email? I just want to see the job”, “Did I click the wrong thing?”
  + *~~Change language~~, investigate a new method.*
* When only getting EJP, having to constantly leave marketplace to read jobs descriptions only to navigate back to get to the next was a cumbersome process. More so on mobile.
  + *More clearly call out EJP.*
  + *Display as much information to user as possible.*
  + *Navigate away from Marketplace only if intent is to apply.*
  + *“Would love to see ALL the job listings hosted on Shiftgig instead of redirecting me to an external site.”*
* Clicking a map icon and being taken away from marketplace was annoying. A bubble of information would be preferable.
  + *Display List View information in a pop-over on map with options to view more information*
* Can’t save or share EJP.
* More list results on mobile view? Seeing 100+ pages of results was intimidating.
* Users did not understand why there would be multiple listings but only see one icon on the map.
  + *Spider stacked map icons by default.*
* Many users did not click on map icons unless map was primary view.
  + *Make icons appear more “clickable” or interactive. Perhaps as simple as using custom icons.*
* Active search terms did not persist after hitting back button.
  + *Not sure if this needs to be addressed. (1 user complaint)*
* Search terms will return results based on keywords in job description vs only job title. All searched by expected title/position.
  + *Perceived quality of search results was negatively impacted by this.*
  + *“ I searched for waiter and I was also shown jobs for bartenders and chef positions.”*

# What Went Right

*“The search experience is similar, but I'd say Shiftgig rises above in its design. It's cleaner and simpler. I only wish it had more usability in the Nashville area, so I could use it for my real job search!”*

* Look and feel was *“more friendly and inviting than other sites”,*
* Map was universally useful but not always as informative for EJP. (Icons stacked, not giving a specific location, or gave a location outside of their search terms) “*The map feature is awesome, the share & save buttons are a great feature also*”
* Perceived simplicity was favorable to users. Some suggested advanced filters for those who may want them. *(filter by pay, time of day, etc) “Clean, simple, map is nice and intuitive”*
* Perceived value was greater than other job sites. “There seemed to be a little bit more information shared on this site (shifts, part/full time, location, company description, job location) than I've seen on other sites. I feel like I would get a more complete picture of the job being offered than I would on similar sites.”

# Other Observations

* Active mobile tab did not always reflect current view.
* Sharing option was not present even for Shiftgig jobs in some instances

# User Wishlists

* Images of the job location or venue.
* Filter results by pay or other criteria
* Adjust number of results shown
* Auto-Complete in Keyword & Location fields
* Color-code map icons

# Things Learned About Creating a User Test

* Give users context about the site’s intended function. Despite screener questions, most testers were not “industry” and would search for terms like “teacher” or “medical” that would only return EJP jobs and those weren’t always what they wanted either.
* Be specific about task flow in mobile versus desktop. Sharing and saving were not yet implemented on the mobile job view so users did not know what to do when asked to complete that task. They often navigated to an EJP and said “oh, maybe this is where I’m supposed to do it”