

The Implementation and Integration of UI/UX Design within the Joobify Application through the Utilization of the Lean UX Methodology

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Abstract

The development of digital technology has brought fundamental changes to various aspects of human life, including job searching. The utilization of digital technology in job search has provided broader and more flexible access for job seekers. The purpose of this writing is to build a user experience (UX) and personalization system to ensure that received information is conveyed clearly without being overwhelming. The method used is Lean User Experience (UX), which focuses on reducing time and costs in the development process. Data collection techniques include literature studies and questionnaires. The results obtained indicate the successful implementation of the interface on the Joobify website, with a success rate exceeding 80% in usability test using the "Maze" website platform. In conclusion, integrating and designing UI/UX on the Joobify website can help job seekers quickly access job vacancy information, save transportation costs, and expand their job search reach based on their skills and interests

Keywords: website, lean user experience, user experience, user interface, job seekers.

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1. Introduction

The advancement of digital technology has brought fundamental changes in how humans navigate various aspects of life, including job seeking. The digital era has shifted the paradigm of job search from traditional methods reliant on newspaper advertisements or direct application submissions to a more connected and expedited online platform. In this context, ensuring that the job seeker's experience in the digital realm offers ease, efficiency, and optimal satisfaction is crucial. Thus, the design and integration of User Interface (UI) and User Experience (UX) play a pivotal role in enhancing the effectiveness and comfort of job hunting (Setyani, A. D. 2021).

The utilization of digital technology in job search has provided broader and more flexible access for job seekers. Online job search platforms, professional networking sites, and mobile applications have empowered individuals to explore thousands of job opportunities across various sectors, locations, and experience levels. Given the abundance of available information, it is imperative to design intuitive and easily accessible interfaces to enable job seekers to find suitable positions quickly and efficiently (Indriani, K. 2023).

Moreover, digital profiles and personal branding have become integral components of the digital job search landscape. Job seekers can build online portfolios, upload resumes, and showcase their achievements and skills to prospective employers through online platforms. However, to ensure that job seekers can truly impress companies, proper UI/UX design is necessary. Interfaces that provide clear spaces for displaying experiences and portfolios while facilitating

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interaction with companies are essential.

In this context, the design and integration of UI/UX are highly relevant in delivering an optimal job search experience. Good design is not only about visual appeal but also about how users interact with the platform. Understanding user needs, devising intuitive navigation, presenting information in easily understandable ways, and ensuring cross-device responsiveness are crucial aspects to consider when designing an effective and satisfying job search interface.

As of now, in Ambon, there is no website or application specifically designed to provide job information, as job seekers still rely on conventional methods. Therefore, the “Joobify” application is designed to focus on providing online information to job seekers and companies/agencies looking for employees, enabling them to find jobs and candidates that match the criteria and capabilities of the institution and the workers. The User Interface (UI) and User Experience (UX) design significantly influence the rapid and comfortable delivery of information when utilized.

2. Research Method

The method employed is the Lean UX method, which entails a structured approach consisting of three fundamental stages: Think, Make, and Testing. Each of these stages serves as integral components within the iterative process of product development and refinement, ultimately leading to the outputs that will be utilized in the application development process.

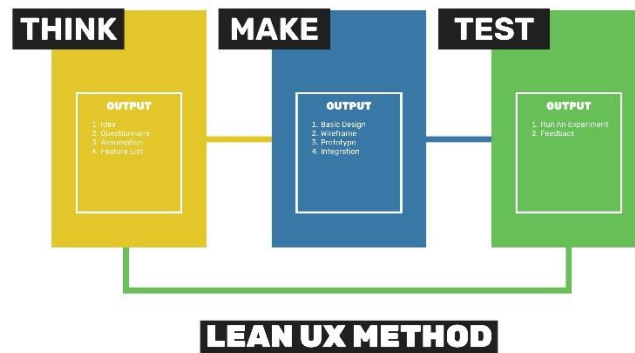


Figure 1. Lean UX Method

2.1. Think

In the Think stage, the process involves identifying and ideating the product to be designed. Within this process, there are several stages, including extensive literature review, development of relevant questionnaires, as well as identification of assumptions and feature lists are crucial initial steps in ensuring that the planned application will meet user needs. This process aims to gather comprehensive knowledge about related topics, identify user preferences and expectations, and pinpoint potential needed features. All of these serve as a strong foundation for the initial development of the application, which aims to create an optimal user experience and meet user needs effectively.

2.2. Make

In the Make stage, the process will involve designing the application through several phases, including the basic application design, logo design, color palette selection, and others. Subsequently, wireframing or sketching will be conducted using black and white visuals to outline the User Interface (UI) that will be utilized later on. Following the wireframing process, the team will proceed to prototyping, which will encompass the features intended for use in the application.

2.3. Check and Testing

In this stage, testing will be conducted in three phases. Firstly, the “Run an experiment” phase involves directly accessing the application to verify its functionality without any bugs. Following this, testing will proceed through the Maze platform to evaluate User Experience (UX) using indicators such as “Misclick Rate,” “Mission Complete By Expected Path,” and “Average Time Duration” to ensure that testers understand the application flow. Additionally, after completing this phase, testing on the user interface will be conducted. Users will be asked to fill out provided forms to assess aspects such as color, layout, icons, and images used, ensuring a comprehensive evaluation of the application's usability and interface design.

3. Result

3.1. Think

3.1.1. Literature review

At the first stage will be conducted Literature review on Lean UX is an approach that combines Lean principles and User-Centered Design (UX) to design products or services that are efficient and effective. Through exploration of scholarly journals and platforms like Pinterest, practitioners and researchers can discover various inspirations and insights that guide the design process. From scholarly journals, case studies, and recent research, in-depth perspectives on how Lean UX is implemented in various industry contexts can be gleaned. On the other hand, Pinterest provides visual access to various ideas, design trends, and best practices that can aid researchers in designing and developing new concepts.

3.1.2. Questionnaires

Each question has a scale of 1-5, where 1 means strongly disagree and 5 means strongly agree. These questionnaire questions will later be used to generate a list of assumptions (Table 1).

Table 1. Joobify Questionnaires

No	Questions	Scale
1	How often do you use online platforms (such as job search websites or professional social media) to search for job opportunities?	1-5
2	Do you feel that engaging in online professional networks (such as LinkedIn) plays a significant role in obtaining job opportunities?	
3	How important is it for you to have a strong professional profile on online platforms when searching for a job?	
4	To what extent do you agree that online job searching provides more opportunities due to its wide reach?	
5	How often do you find job opportunities that match your interests and skills through online personal branding?	
6	Do you feel that companies are more likely to use online methods, such as competency tests or video interviews, in the modern recruitment process than traditional methods?	

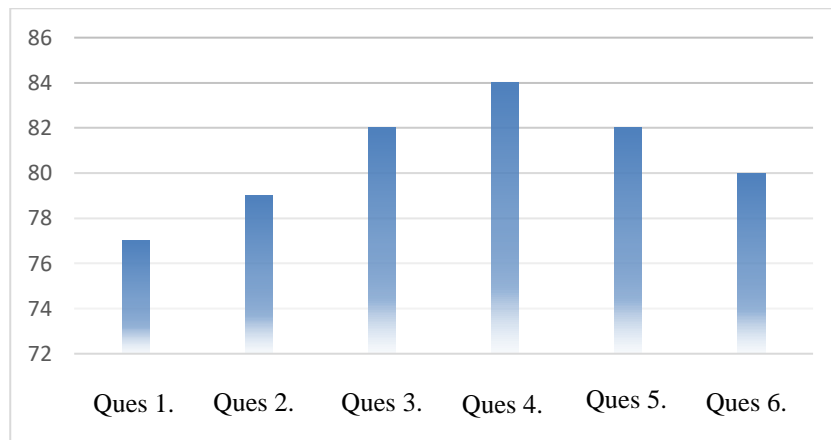


Figure 2. Joobify Questionnaire Result

However, despite being more effective, job seekers still rarely use online platforms to search for jobs in the Ambon area due to the lack of availability of specific websites or applications for online job searching in Ambon. Moreover, concerns about the lack of human interaction in the job search process further limit accessibility for job seekers to use online platforms.

3.1.3. Assumption

Based on the questionnaire results indicating that the majority of respondents find it more efficient to use online applications as the main tool in job searching due to accessibility, speed of the process, and the wide range of options offered, but also expressing concerns about the lack of human interaction in the job application process, from this conclusion, the author can make several assumptions that will be used later in the development of the website.

- a) Online platforms have become the primary preference for job hunting due to the accessibility and speed they offer. Therefore, we can assume that users highly value intuitive and efficient features in the application.
- b) The diversity of job options offered on online platforms is also an important factor. This indicates that users desire features that allow them to customize their job search according to their needs and preferences.
- c) Although online applications are the primary choice, some respondents expressed concerns about the lack of human interaction in the online job search process. Therefore, we can assume that there is a need for social elements that allow users to interact directly with companies, which would add value to the platform.

3.1.4. Feature lists

The feature list of Joobify can be seen on Table 2.

3.2. Make

3.2.1. Basic Design

Once the list of features is completed, the initial or basic design of the system requires creative ideas and various features to be provided to users to facilitate the fulfillment of every need within the system (Figure 3).

Table 2. Joobify Feature list

No	Feature	Function
1	Home	This page serves as the main entry point for users when they visit the website. Home presents basic information about the organization, products, or services offered. Additionally, users can find navigation to other pages within the website from this page.
2	Dashboard	This feature serves as the main page that provides an overview of the latest information or recent activities relevant to the user. The Dashboard makes it easy for users to quickly view summaries of important information.
3	Jobs	This feature allows users to discover and explore a list of available jobs. Users can use the search feature to find jobs based on specific criteria such as location, industry, or experience level. Each job position is typically accompanied by a job description, requirements, and application details, making it easy for users to find suitable jobs.
4	Contact	This page provides important contact information for users who wish to get in touch with the organization or company. Users can find office addresses, phone numbers, email addresses, or contact forms that they can use to send messages or inquiries.
5	About	This page serves as a place to convey information about the organization or company to users. The About feature provides an overview of the company's history, vision, mission, and values, helping users to gain a deeper understanding of the entity.

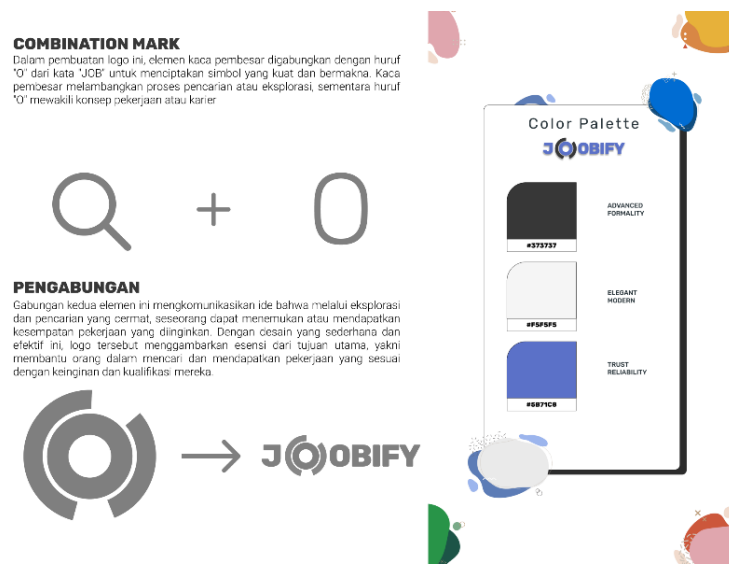


Figure 3. Joobify Logo and color pallete (In Indonesia)

3.2.2. Wireframe

In this stage, the author conducts wireframing process that will be used as the foundation for designing the Joobify website (Figure 4).

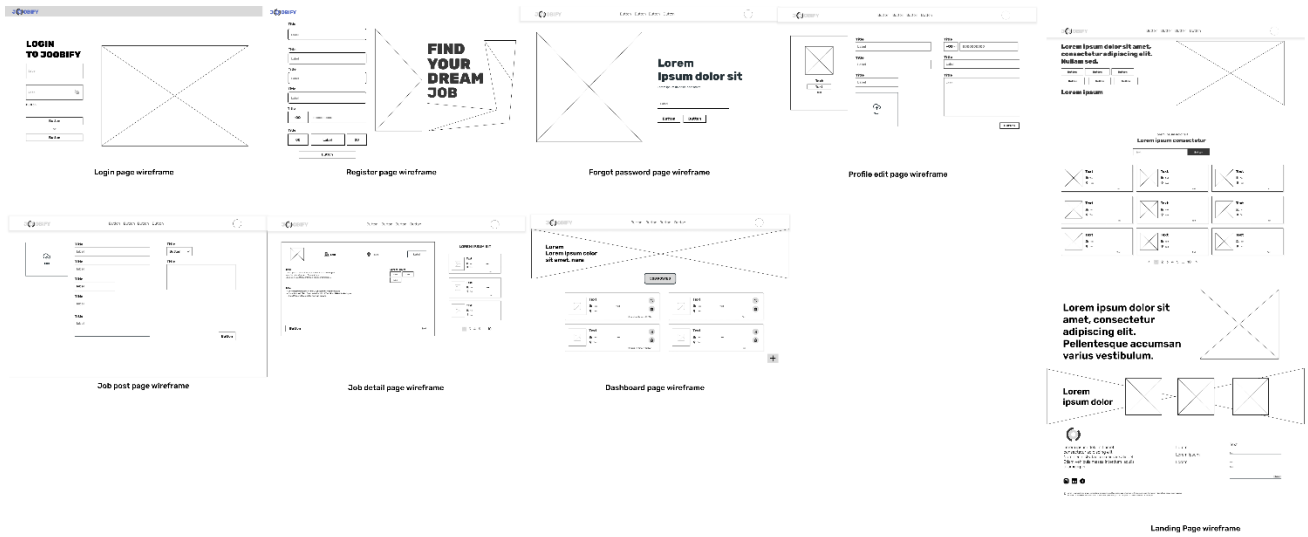


Figure 4. Jobify App wireframe

3.2.3. Prototype

After completing the wireframing stage, the next step is to enter the prototype development stage. This stage transforms the basic framework that has been created into a more complete and interactive model that closely resembles the final product's appearance (Figure 5).

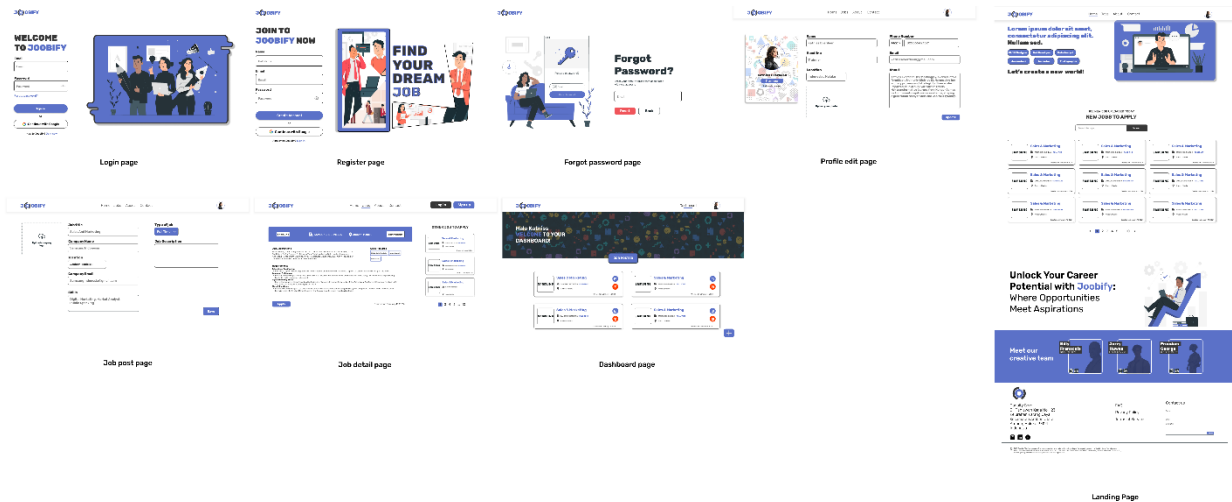


Figure 5. Jobify App Prototype

3.2.4. Integration

In this process, components and layouts of the Jobify website are developed using the Next.js framework based on JavaScript. The design process utilizes styled-components for CSS styling, integrating styling from the Tailwind CSS framework.

3.3. Check and Testing

3.3.1. Run an experiment

This stage involves testing hypotheses or product features by directly accessing the Jobify website. Through this approach, the team can identify any features that are not functioning or bugs that need to be addressed by the development team to improve the product's quality.

3.3.2. Feedback

After the team has conducted the run an experiment and ensured that the application runs smoothly without any bugs, the testers will then be asked to perform testing using the Maze website to ensure that the application has indeed operated according to its purpose. In this process, users will directly assess the user experience and user interface, and the results will be displayed in diagram.

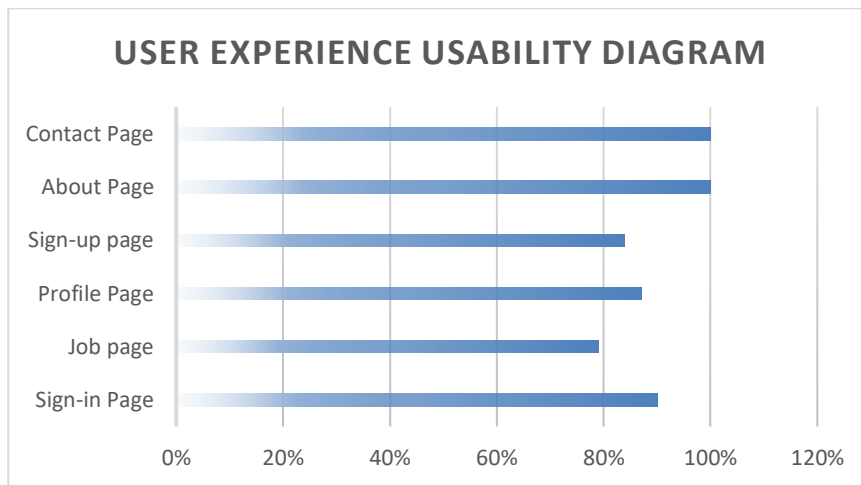


Figure 6. User Experience Test Diagram

The scores obtained for each page in the usability test using the Maze platform, where the contact and about pages received 100%, followed by the sign-in page and profile page at 84% and 87%, respectively, indicate that users can understand the flow of the application that has been created. The indicators used in the assessment are “Misclick Rate,” “Mission Complete By Expected Path,” and “Average Time Duration.”

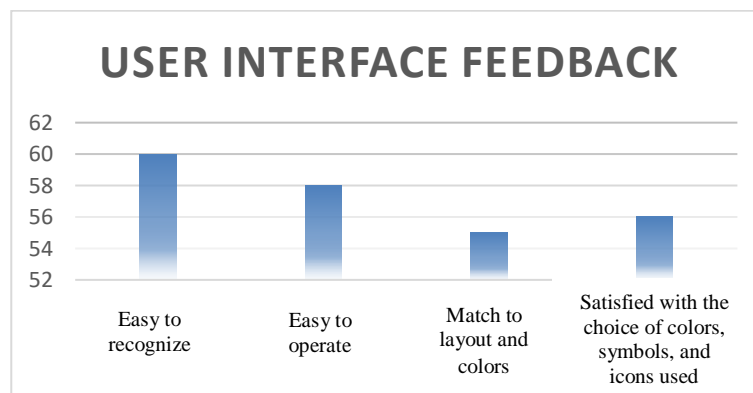


Figure 7. User Interface Test Diagram

Then the scores obtained from the feedback of the testers on the Joobify User Interface, with the highest score of 60% on the first question, indicating that the Joobify UI is easy to recognize and remember by users. This is followed by the second question with 58%, and the fourth question with 56%, indicating that the colors, symbols, and icons used on the website are relatively easy to understand and read by users.

4. Discussion and Conclusion

Based on the results of usability testing using the Maze platform, several key findings can be identified. The “Sign-in,” “Profile Edit,” and “Sign-Up” features showed a relatively high success rate, with percentages of 90%, 87%, and 84%, respectively. This indicates that basic functionalities such as login, profile editing, and user registration were successfully implemented and well received by users. However, the “Job” feature obtained a test result percentage of 79%, suggesting that while still successful, there is room for improvement in terms of effectiveness and usability of this feature. Enhancements may be necessary to improve the user experience and optimize the feature to meet their needs.

Meanwhile, the “About” and “Contact” features achieved excellent test results, reaching 100% for both features. This indicates that the information presented in these features is easy to understand and access for users, and the contact function operates smoothly. These findings demonstrate that the goal of this research for UX (User Experience) development has been achieved. However, regarding UI (User Interface), several significant findings need to be addressed. Firstly, the highest score was obtained on the first question with a percentage of 60%, indicating that the Joobify User Interface (UI) is considered easy to recognize and remember by users. This suggests that the implemented UI design has successfully created a strong and memorable impression for users.

Furthermore, the second question received a score of 58%, indicating that users feel that the colors, symbols, and icons used on the website are relatively easy to understand and read. However, there is still room for improvement to make these design elements more intuitive for users. Additionally, the 56% score on the fourth question indicates that users are satisfied with the choice of colors, symbols, and icons used. Nevertheless, there is still room for improvement to make these design elements more effective in conveying information therefore, it can be concluded from these results that the Joobify User Interface design has received positive feedback from users, but there are still some aspects that can be improved to enhance the overall user experience.

The conclusion drawn from the research findings on the integration and design of UI/UX on the Joobify website suggests that it can aid job seekers in quickly accessing job openings, saving transportation costs, and expanding their job search reach to align with their skills and interests this can be observed in the questionnaire results. The results obtained indicate the successful implementation of the interface on the Joobify website, with a success rate exceeding 80% in usability test using the “Maze” website platform. In conclusion, integrating and designing UI/UX on the Joobify website can help job seekers quickly access job vacancy information, save transportation costs, and expand their job search reach based on their skills and interests.

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