GigUp Case Study

Overview

Background

A mobile application for job seekers to be matched with part-time positions through criteria that they set, and a web portal for employers to view job listings and potential candidates for hire. Also includes a super secret section for users to apply specifically for gig jobs.

Product

Mobile application

Problem

Traditional employment opportunities in other job listing application boards do not let users dictate their own schedule or pay range

Goal

To build a user friendly application where prospective employees can dictate their own terms of employment

Duration

Nov. 2021 - Feb. 2022

Role

UX/UI Designer/Jr.Develop

Responsibilities

Worked with team to develop an entire design system and experience that considered all features to the Apple app store

Design Process

Discover → Define → Ideate → Design → Test

User Understanding

Interview Results/Summary

Candidates want a fast and effective online application for matching with employers for seasonal/part-time positions

Pain Points

Pain 1

Scrutinize every gig to see if it is in-person

Pain 2

Hard to find gigs that are negotiable pay

Pain 3

Hard to find gigs that fit in my schedule

Pain 4

Finding opportunities when seasonally workers are plentiful

Pain 5

Find a gig that pays more than minimum

Understand the User

- User research
- Personas
- Problem statements
- User journey maps

User Persona

Grace
College student

About

- 23
- Tulsa, OK
- Single
- Low Student

Maslow Pyramid

*Esteem: respect, self-esteem, status, recognition, strength, freedom.

BIO

Grace is a low student in Tulsa, Oklahoma. She spends her time working part time and attending low school.

Goals

- Have gigs available during her school schedule.
- Can work multiple part time jobs with ease
- Be able to be matched with multiple opportunities

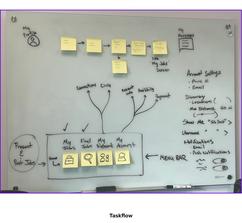
Pain points

- Don't have much time with school
- Busy sometimes with conflicting schedule
- Doesn't enjoy negociating for pay

> My life is work smarter today for rest of my life tomorrow.

User Journey Map

	Select	Browse	Boost	Complete
Take list	Select which opportunities fit her	Browse industries, time	Refer friends or be referred	Complete profile with a "pitch"
	Select acceptable pay range	Select items		
Feeling	Empowered	Annoyed at too many selections	Feeling good because recognition from peers	Intuitive
Opportunities	Create a dedicated app for online part-time work	Provide more narrowed down list of industries	Provide a simple way to combine job board and social media	Empowering users to showcase experience and skills beyond "resume"
		Make multiple schedule opportunities		

Ideation

Storyboard - Big Picture