Strategic Initiative for SAP: Transforming Zurich's Job Portal Landscape

Sapport

Product Design · Zurich

3 months

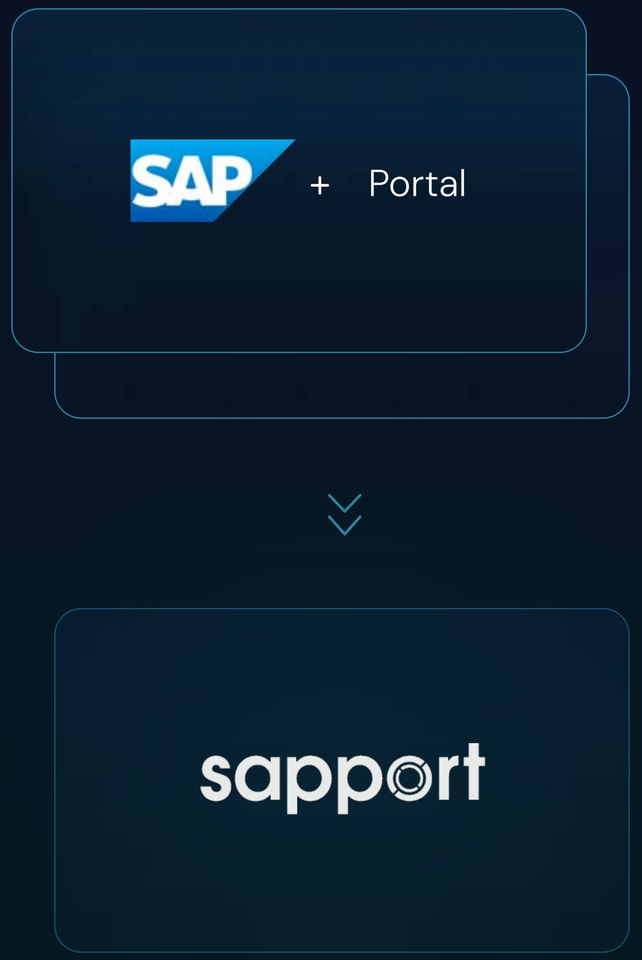
Overview

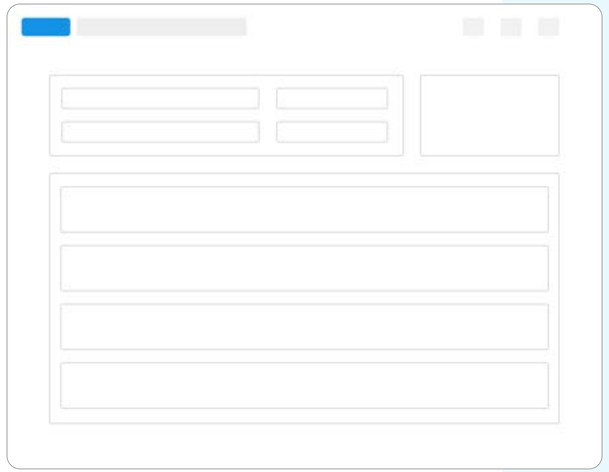
Designed a targeted job portal sub-brand for SAP with a strategic emphasis on features and user flows, geared for an efficient release of a lean Minimum Viable Product (MVP). Developed a well-defined Information Architecture through component-based design, minimizing dependencies for a flexible transition from MVP to the final product.

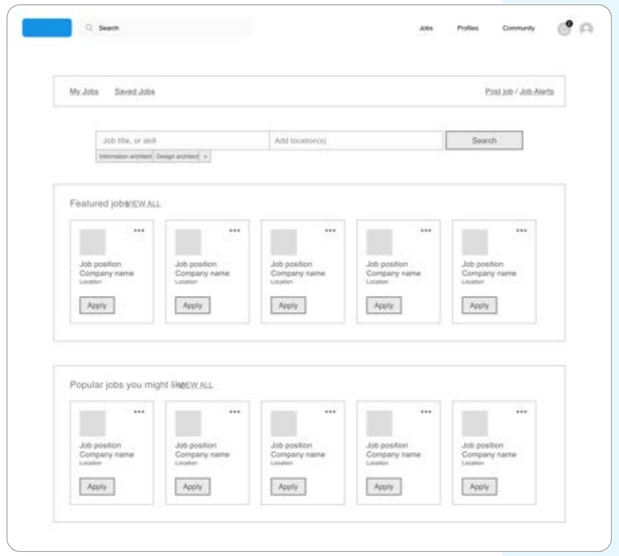
- Market Analysis & User Research
- Brand Identity & Visual Design
- High end information Architecture
- Rapid Design & Prototyping

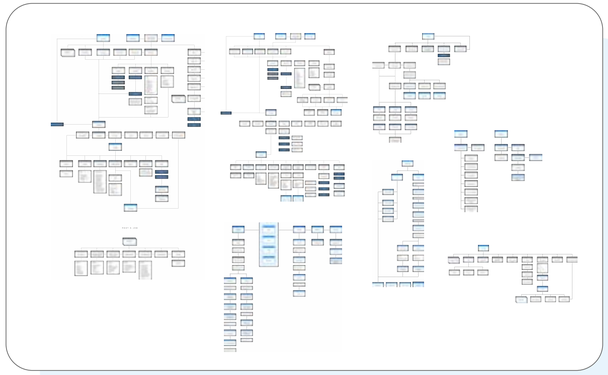
Branding

Integrated a distinctive branding element into the job portal sub-brand for SAP, ensuring alignment with SAP's unique identity.



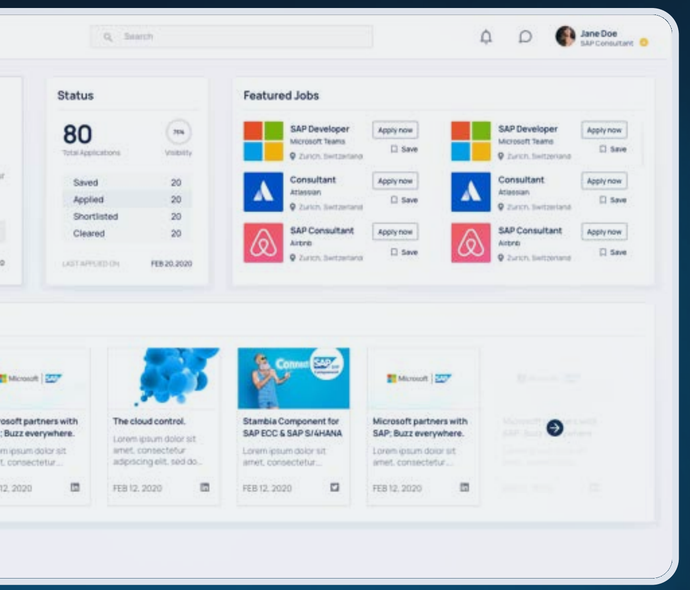






Design Journey

Converted business needs and user insights into a module-oriented information architecture, followed by the creation of wireframes.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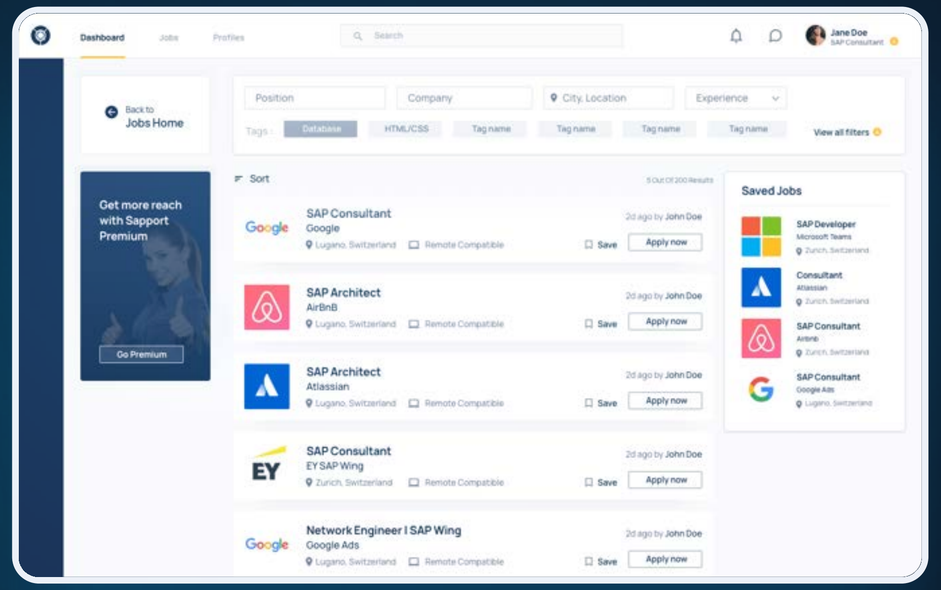
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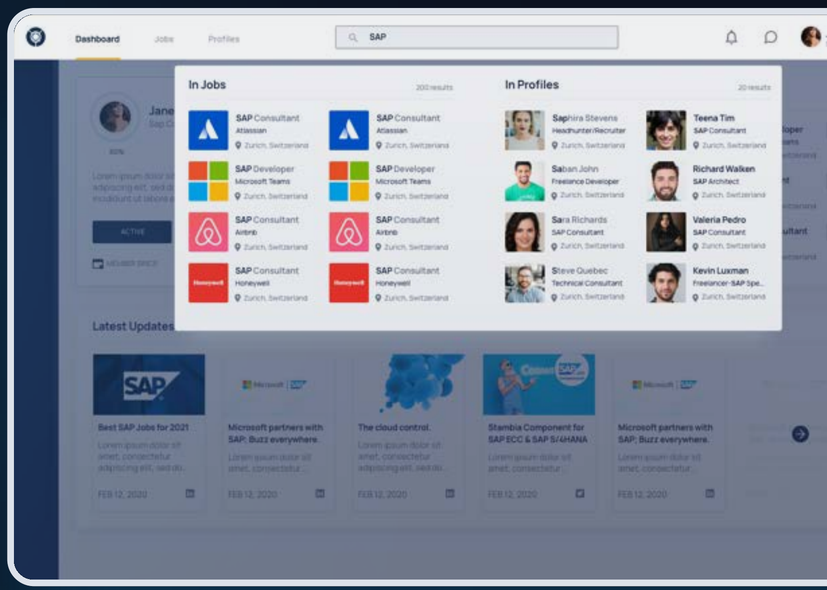
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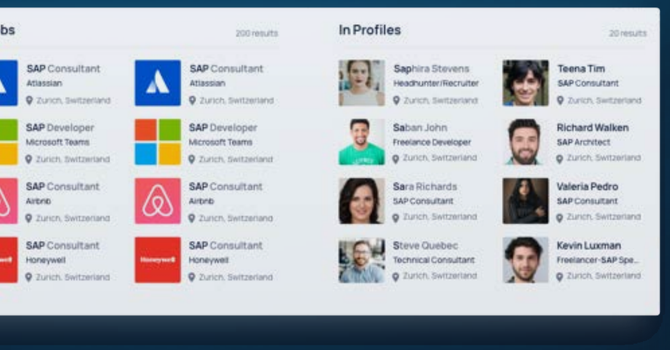
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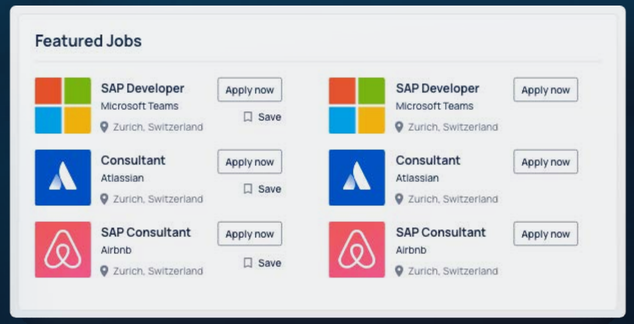
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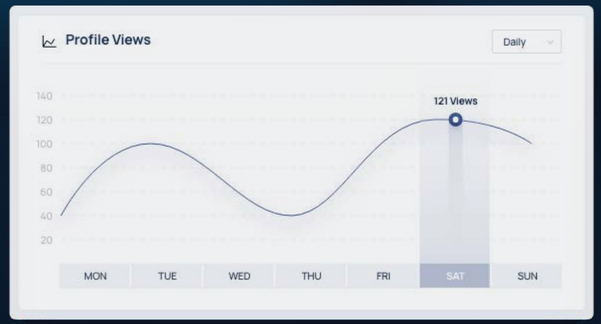
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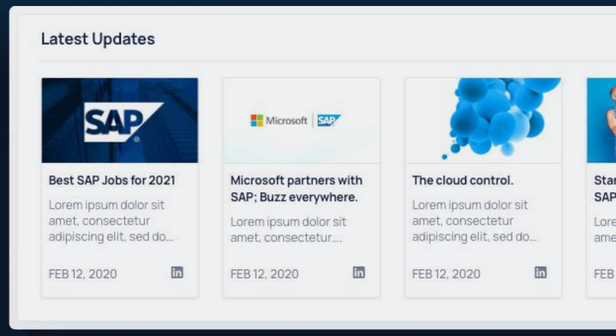
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Key Pointers

- Analyzed a specialized database focusing on job-seekers, hiring agencies, and freelancers, utilizing quantitative and statistical methods for a comprehensive understanding.
- Integrated insights from the database with contextual data provided by stakeholders, outlining crucial information flows.
- Developed task flows and organized them into a multi-layered information architecture, assigning business values to modules based on stakeholder validations and primary user testing.
- Produced an additional branding document to augment stakeholder pitches and enhance the overall project value.

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Involvement →

RESEARCH

- Requirement Gathering
- Stakeholder Meetings
- Demos & Presentation
- Market Analysis
- Business Value Analysis
- Competitor Analysis
- User Segmentation

DEVELOP

- User Personas
- User Journey Mapping
- Task Flow Definiftion
- Information Architecture
- Wireframing & Design
- HiFi Prototyping
- Visuals & Assets

LAUNCH

- Moderated User Testing
- Design Sprints
- Presentation Pitch
- Branding & Visual Direction

Tools used →

Figma
Collaberative Design

Trello
Task Management

Adobe Suite
Visual & Motion Design

Miro
Whiteboarding & Mapping