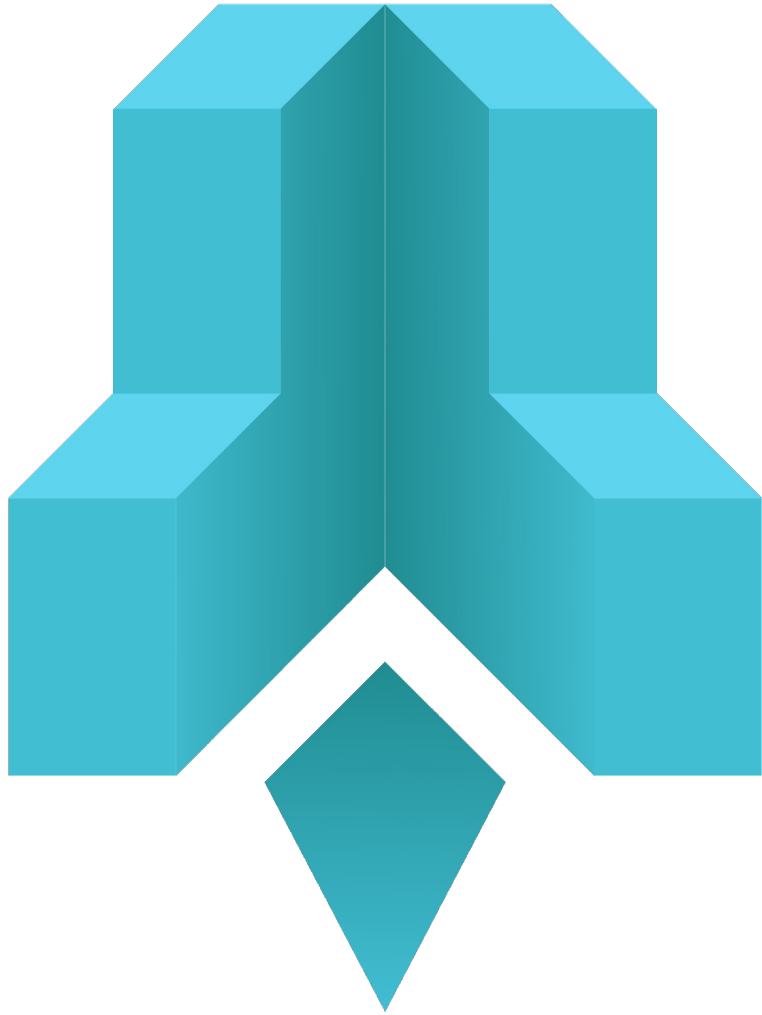


BOOTUP Feature Recommendations



“At BOOTUP, we help people improve their lives through access to careers in tech.”

USERS

PRIMARY:

Bootcamp representatives looking to advertise their programs to prospective candidates.

Bootcamp students looking to get hired in a good-fit first role.

Bootcamp graduates looking to get hired in a good-fit first role and leverage the wider bootcamp community.

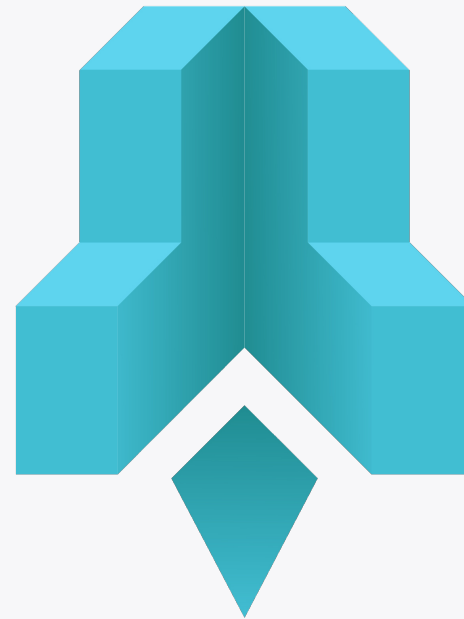
SECONDARY:

Prospective students who want to make an informed decision when choosing a bootcamp.

Employers looking to upskill their employees.

GOAL

Expand the BOOTUP website to encompass the entire bootcamp experience while providing robust information and resources, positioning the site as a one-stop shop for bootcamp students, educators, and hiring companies.



Methodology

- **Competitive Audit**

Analyzed several similar websites and compared them to the current BOOTUP site for similarities and potential feature additions.

- **Stakeholder Interview**

Met with BOOTUP stakeholders to set expectations and gain familiarity with the service.

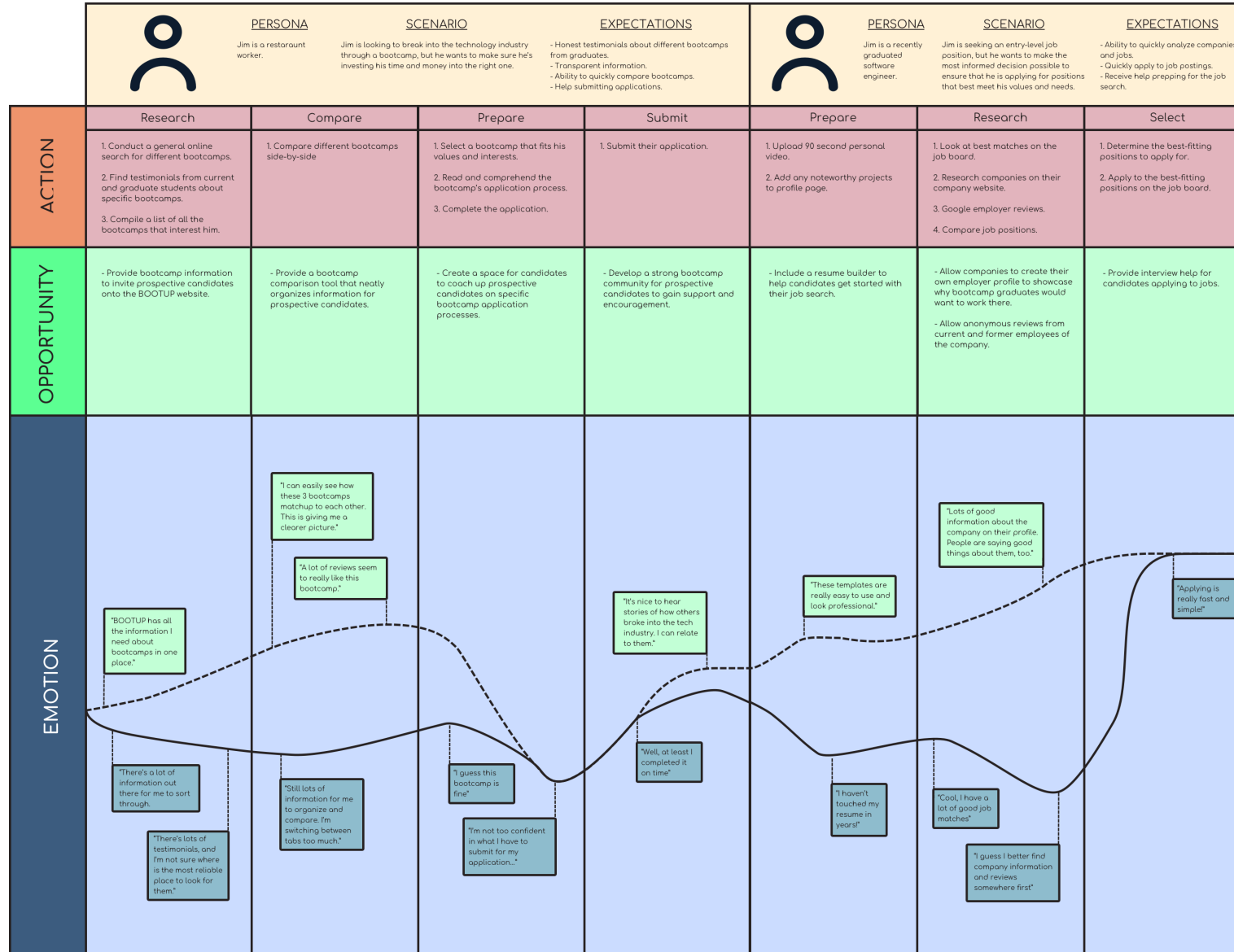
- **User Journey Map**

Created current and future state journey maps for both the prospective and graduated candidates to help guide the design process.

- **Kano Analysis**

10 low-fidelity wireframe features were selected for a Kano Analysis survey among 6 participants. Results gave insights into which features to prioritize for high-fidelity prototyping.

User Journey Map



Feature Recommendations

Development Point Limit: **50 points**

1. Bootcamp Comparison Tool
2. Resume Builder
3. Company Profile Page
4. Company Reviews
5. BOOTUP Monthly Spotlight

Annotations

1 Clicking here will allow prospective candidates to search and add another bootcamp for comparison.

2 Each bootcamp card can scroll and has up to 4 candidate review snippets. Prospective candidates can mouse over a card and scroll down to see any remaining review snippets.

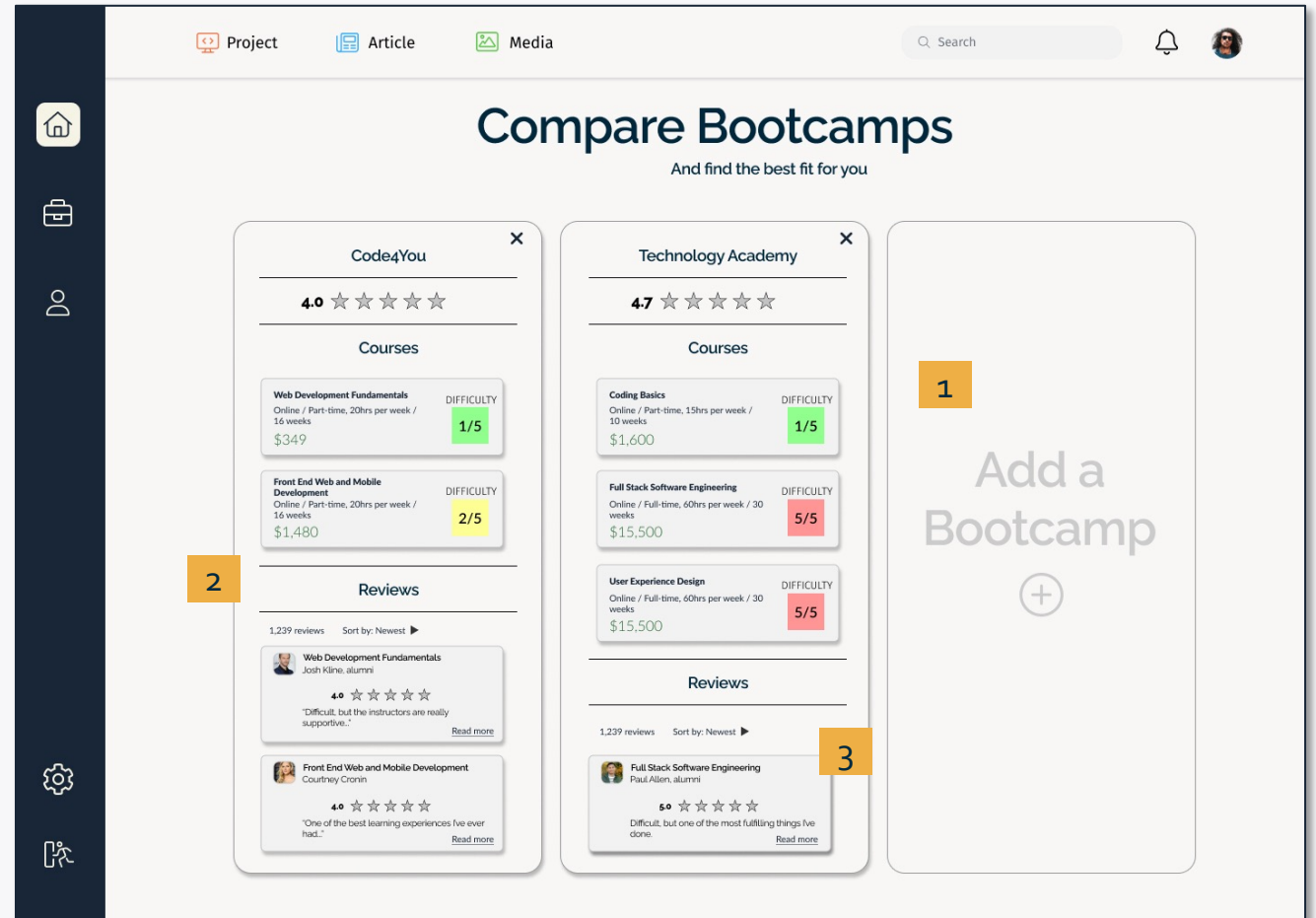
3 Each review snippet has a "Read more" link that opens an overlay containing the full review.

"A [bootcamp comparison tool] helps me make the most informed decision." – User 6

8 Development Points

1. Bootcamp Comparison Tool

Rationale: A convenient and easily scannable, side-by-side comparison of up to 3 bootcamps will help prospective candidates make sense of information, making the most informed decision possible when choosing a good-fit bootcamp.



Annotations

1

Side menu for selecting templates, styles, and to add more sections helps create a unique resume.

"How can we make sure the templates don't become so common that everyone had a resume that looks the same?" –User 6

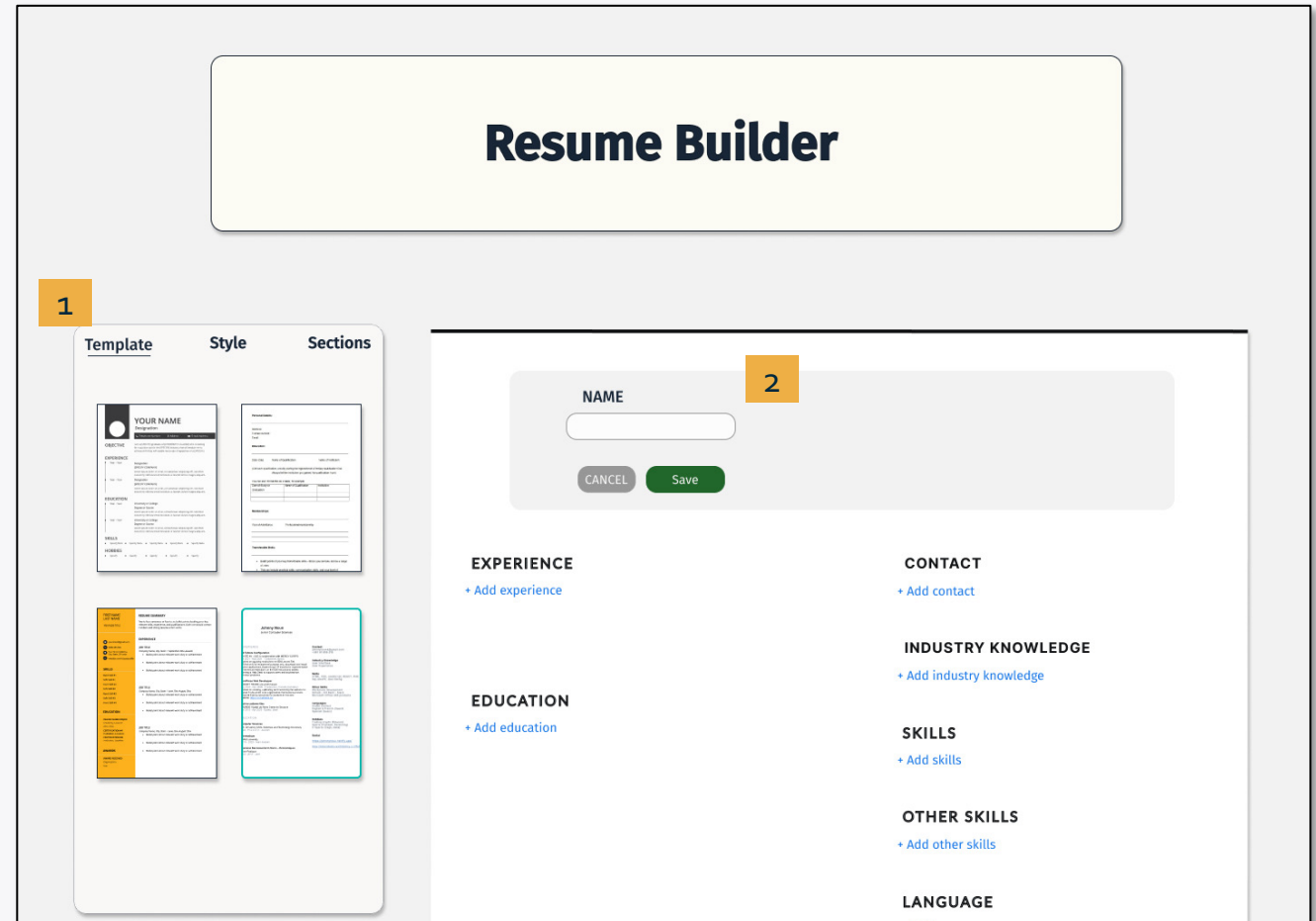
2

Clicking any light blue copy will open up a form for candidates to easily add and save their information.

18 Development Points

2. Resume Builder

Rationale: Not every candidate will have a resume, or it may be long outdated. This will be an early first step in assisting candidates during the job search process and build trust with BOOTUP as a tool for bootcamp students.



Annotations

1 Overall ratings are generated from candidate reviews.

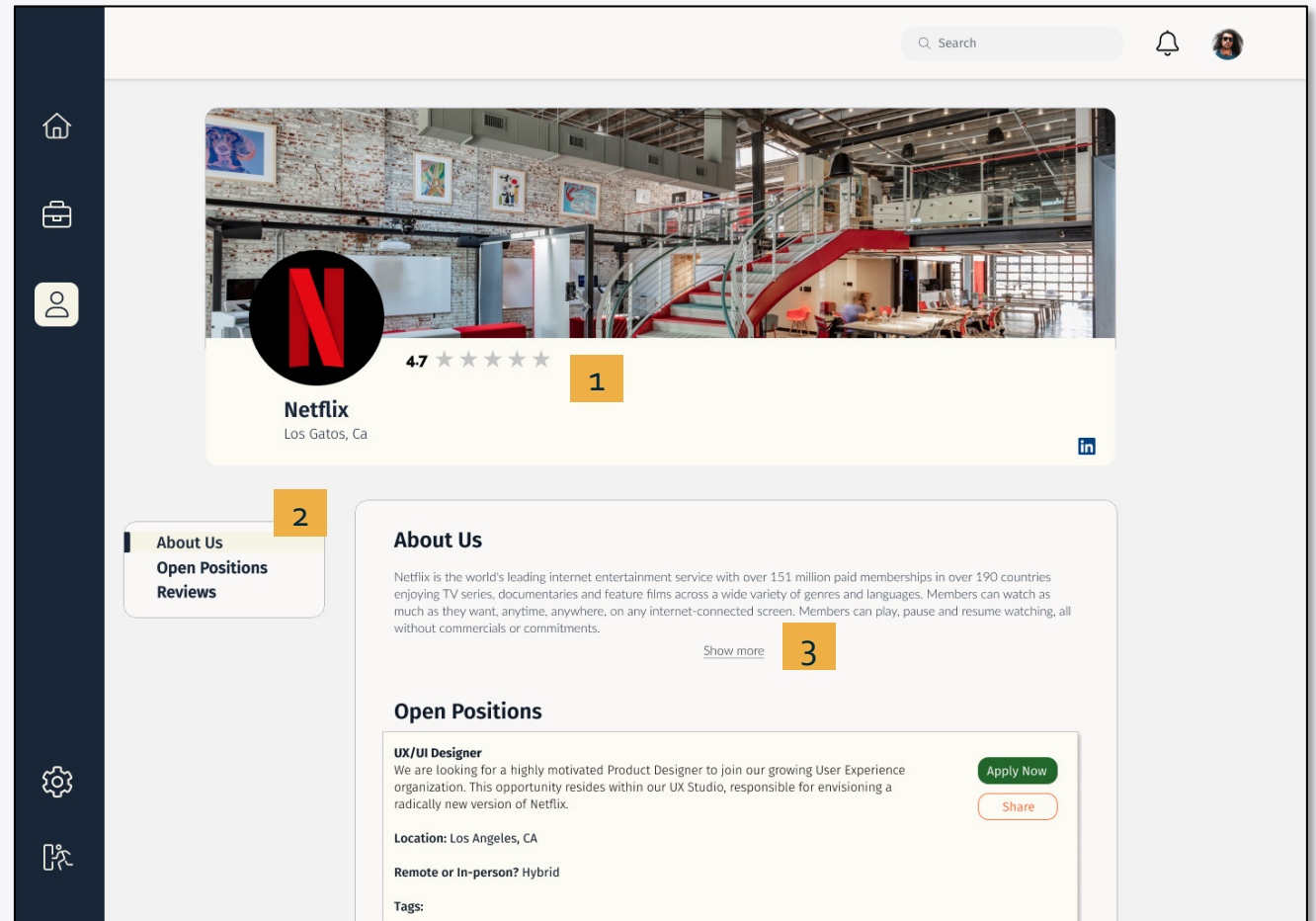
2 Side navigation changes appropriately as the candidate scrolls down. Subsequently, clicking the navigation will automatically direct candidates to a specific section on the profile page.

3 Clicking "Show more" extends the section for more details.

3 Development Points

3. Company Profile page

Rationale: Provides candidates with a single-page overview of a company along with options for further exploration (i.e., "See More").



Annotations

4

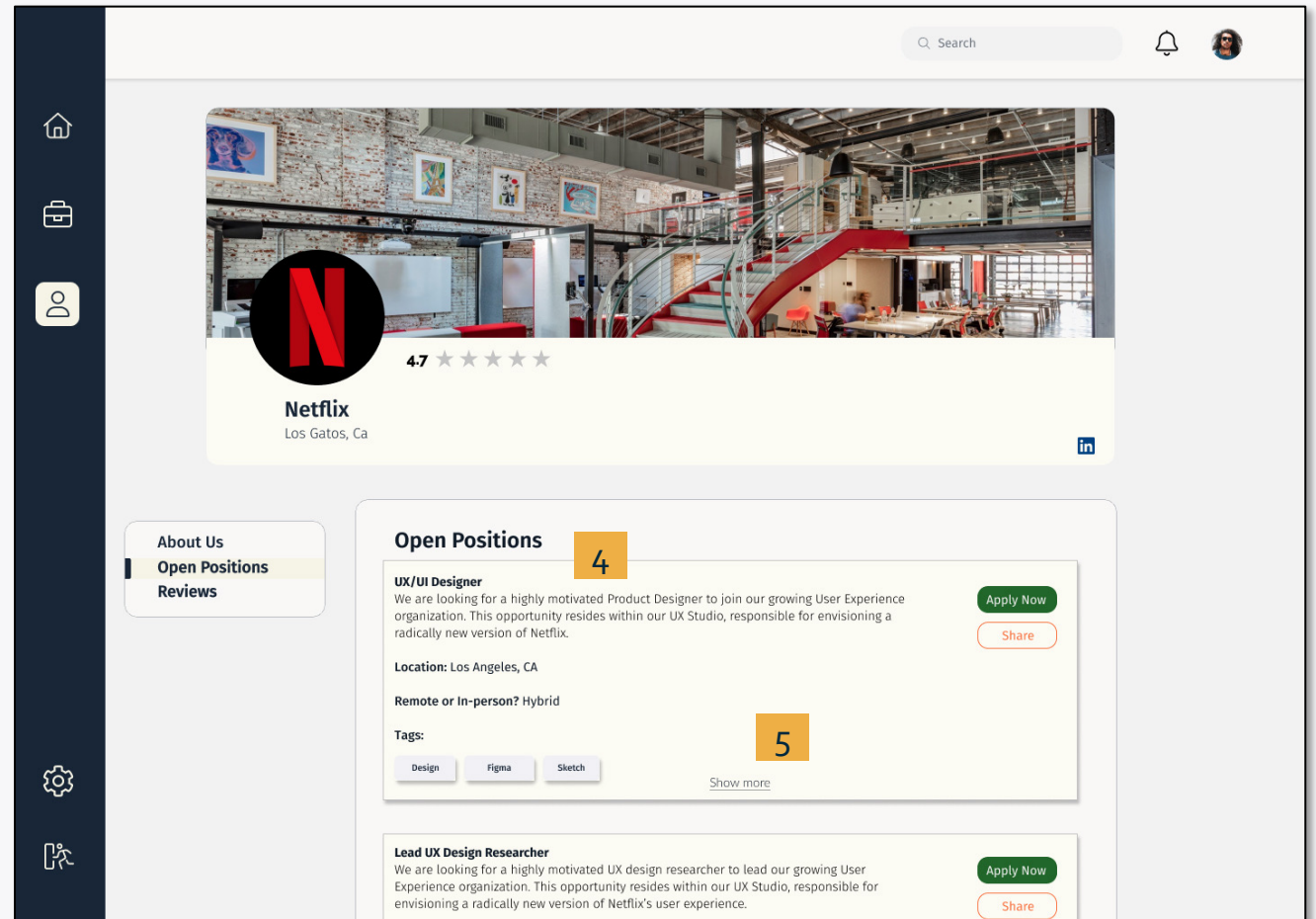
Open job position cards are consistently structured throughout the BOOTUP website, making it easier for candidates to scan for information.

5

Just like the About Us section, clicking "Show more" extends the job card for more detailed information.

3. Company Profile page

Rationale: Provides candidates with a single-page overview of a company along with options for further exploration (i.e., "See More").



Annotations

1

Review snippets contain an overall rating derived from the ratings of the 3 categories below it.

10 Development Points

4. Company Reviews

Rationale: Candidates looking for jobs can read reviews submitted by people who have worked, or are currently working, at a company. This will provide transparency for candidates looking to make informed career decisions.

The screenshot shows a job platform interface for Netflix. At the top, there is a search bar and a notification bell. Below this is a large image of the Netflix office interior. The company profile for Netflix (Los Gatos, Ca) is displayed with a 4.7 star rating. A sidebar on the left contains navigation icons for home, a briefcase, a person, settings, and a person with a plus sign. The main content area has a menu with 'About Us', 'Open Positions', and 'Reviews' (which is selected). The 'Reviews' section features a highlighted review from a UX Designer in Los Gatos, CA, with an overall 4.7 star rating. This review includes sub-ratings for Work Environment (4.7), Benefits (4.0), and Career Advancement (4.1). The review text reads: "Working at Netflix has been a blast! It's always been a dream of mine, and it turns out that they're so respectful towards their employees. I worked here for over 5 years, and I left because I wanted to try new things. That being said, there are some things I didn't like..." A 'Show more' link is visible below the text. Below this is the start of another review from a Back End Developer in Los Gatos, CA, with a 4.0 star rating.

Annotations

1 Copy at the beginning of every BOOTUP Monthly Spotlight describes the intent of this page for users unfamiliar with the page.

2 An archive for candidates to navigate to previous BOOTUP Monthly Spotlights.

3 Format includes picture and basic information about the bootcamp graduate, a brief description of who they are, and a transcription of the interview.

"Extremely important. 10000%" –User 6

4 Development Points

5. BOOTUP Monthly Spotlight

Rationale: Bootcamps are rigorous, and candidates may sometimes need reinforcement. Highlighting a successful bootcamp graduate every month can serve as inspiration for candidates to push forward.

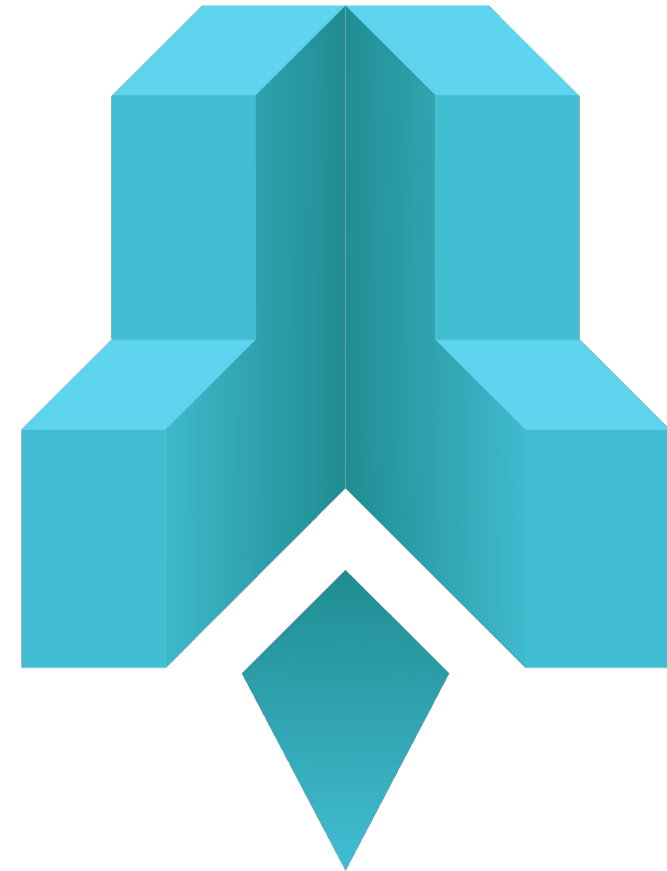
The screenshot shows a web application interface for 'BOOTUP Monthly Spotlight'. At the top, there are navigation links for 'Project', 'Article', and 'Media', along with a search bar and user profile icons. A dark sidebar on the left contains icons for home, a briefcase, a person, settings, and a person with a plus sign. The main content area features the title 'BOOTUP Monthly Spotlight' and a paragraph of introductory text, annotated with a '1' in a yellow box. Below this is a date indicator 'Updated: November 2021'. A calendar widget on the left shows the months from January to November, with 'November' highlighted and annotated with a '2' in a yellow box. To the right of the calendar is a profile picture of a man in a white thobe and ghutra, annotated with a '3' in a yellow box. Below the photo is the name 'Barney Dazh (He/Him)', his title 'Software Developer', and his company 'Best Buy'. The main text block below the photo describes Barney's background and is annotated with a '1' in a yellow box. At the bottom, there is a 'BOOTUP:' question and a 'Barney:' answer, both annotated with a '1' in a yellow box.

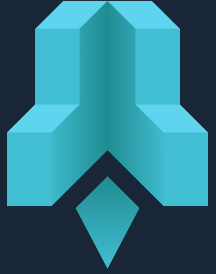
Total Development Points:

43

All recommended features fall below 50 development points.

This leaves room for features whose initial development points may have been underestimated from the initial tech scope to the high-fidelity prototype creation.





Thank you

If you have any more questions, please contact **Mike Thao** at Mikeman1090@gmail.com