

KPCB 2018 Design Challenge:

01

# Handshake Redesign



Rice University Class of 2019

**Resume:** [www.morandom.com/resume.pdf](http://www.morandom.com/resume.pdf)

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**Michael Moran**



## Background

Handshake is a service and website that connects over 200,000 employers to students in 475 universities. The university that I attend, Rice University, is among these schools. I remember 2 years ago being thrilled to hear that the Center for Career Development was finally leaving the archaic “Rice Link” in favor of a simpler and faster service provider. The school’s response has been largely positive, but I have identified and proposed interventions to several problem spaces related to the student’s experience using the application on desktop and mobile.

I began the redesign of Handshake last year for the 2017 KPCB Design Fellowship application. However, in the past few months Handshake has undergone several serious redesigns by the company, including the addition of an iOS app. My redesigns are based on how the service looked 6 months ago. Screenshots from the site during that time are included for reference. As well as a reflection on the new updates at the end of this document.



# Quotes & User Research

I conducted an online survey during January 2017 within Rice to learn what Rice students and faculty member in the Center for Career Development think of Handshake.

## Center for Career Development Staff

- “In the new student interface, there are extra steps in sorting opportunities by cluster (via the ‘Label’ filter). That filter used to be higher up on the selection side when you click the ‘Jobs’ tab. Now, students need to click on ‘advanced options and scroll down.’ It’s important (at least for our students) to be able to filter opportunities this way (opposed to major, since major doesn’t necessarily lead to a linear career path or interest). Also, our staff uses this function when working with students.”

→ **Insight:** Sorting by job clusters is important. Not every student is looking to get simply matched with an employer seeking their major.

## Students

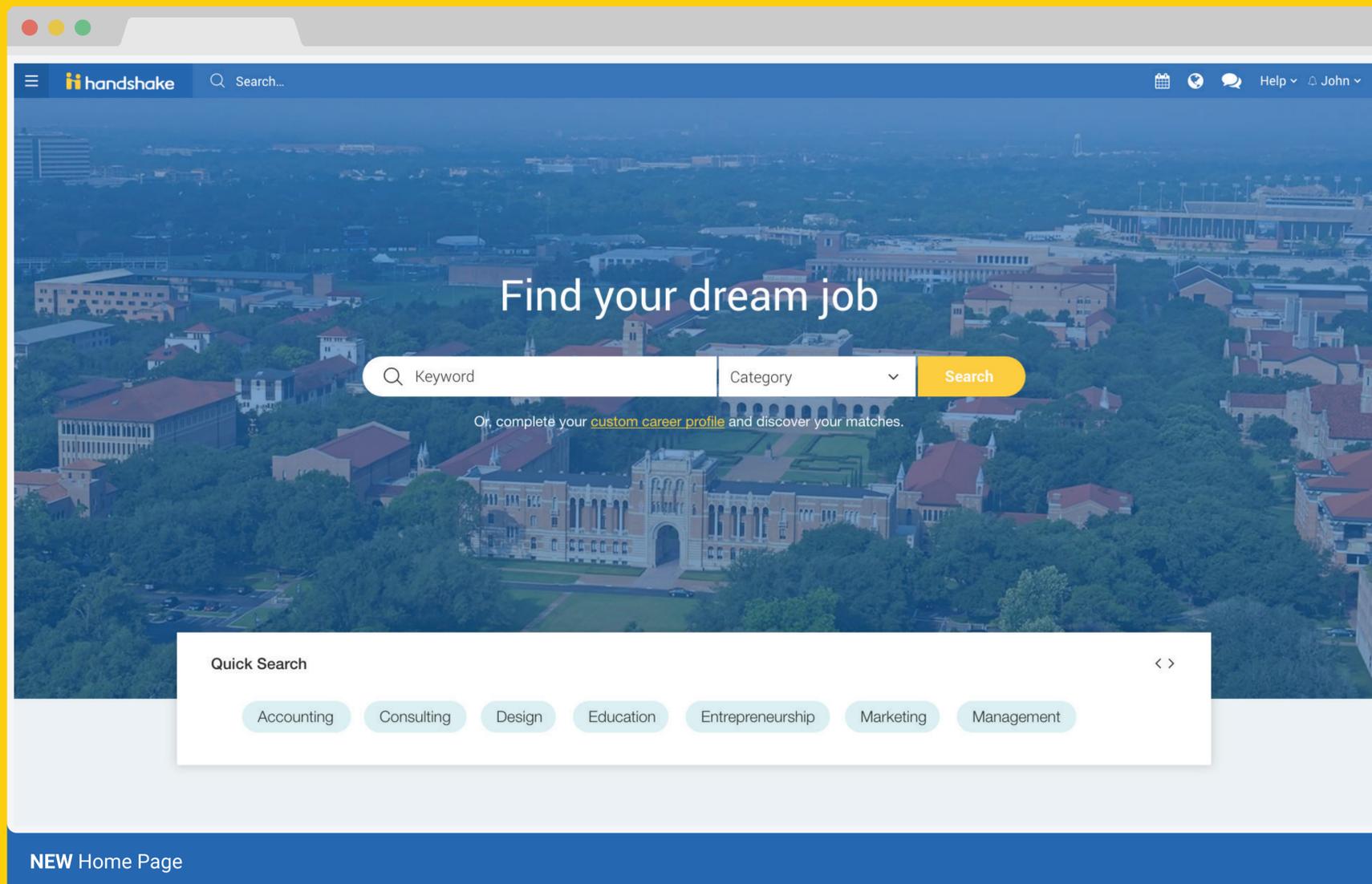
- “I wish you could search by entry level, etc. because there seem to be a lot of jobs that need many years of experience (unless you’re a technical major) that I have to sift through before finding entry level positions.”
- “I like that it can filter the posts based on if you meet the qualifications.”

→ **Insight:** It is helpful and desirable to automatically know whether or not you meet all the qualifications of an internship, but it may not be apparent how to do this on Handshake.

- “Site navigation is a little difficult; sometimes I have to click around to find things.”
- “I think that the user interface is cluttered on the homepage.”
- “I wish it were easier to find information about owledge externships.”

→ **Insight:** Handshake does not always make it easy for a student to do what they came on the platform to do, especially if it is related to Rice specific opportunities.

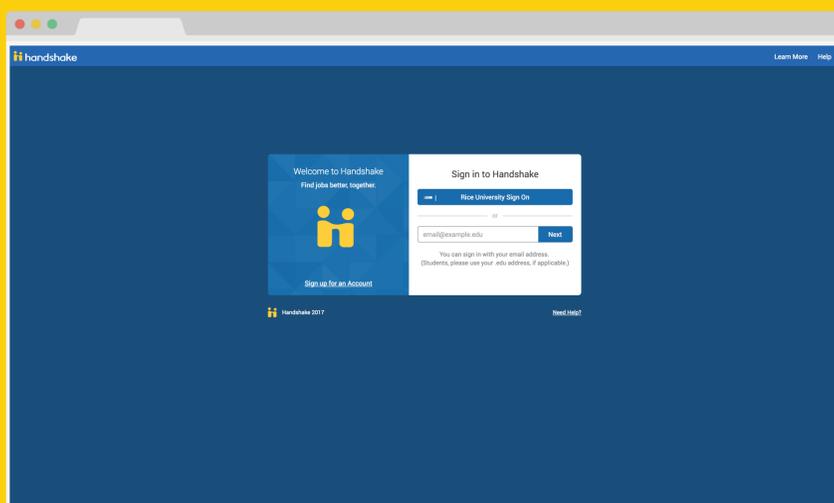




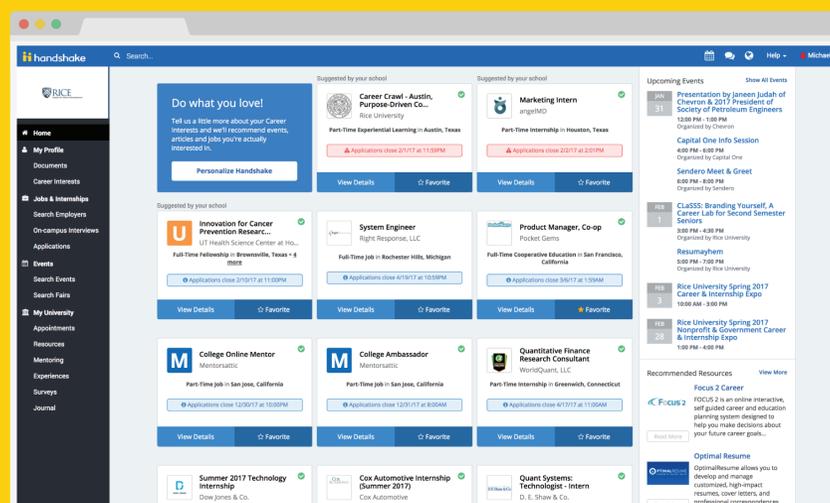
NEW Home Page

# Approach

With user insights in hand, I examined which interventions could have the largest impact on the overall function and feel of the platform. I opted to redesign the homepage and the menu of the website on desktop and mobile.



Login Page stays the same



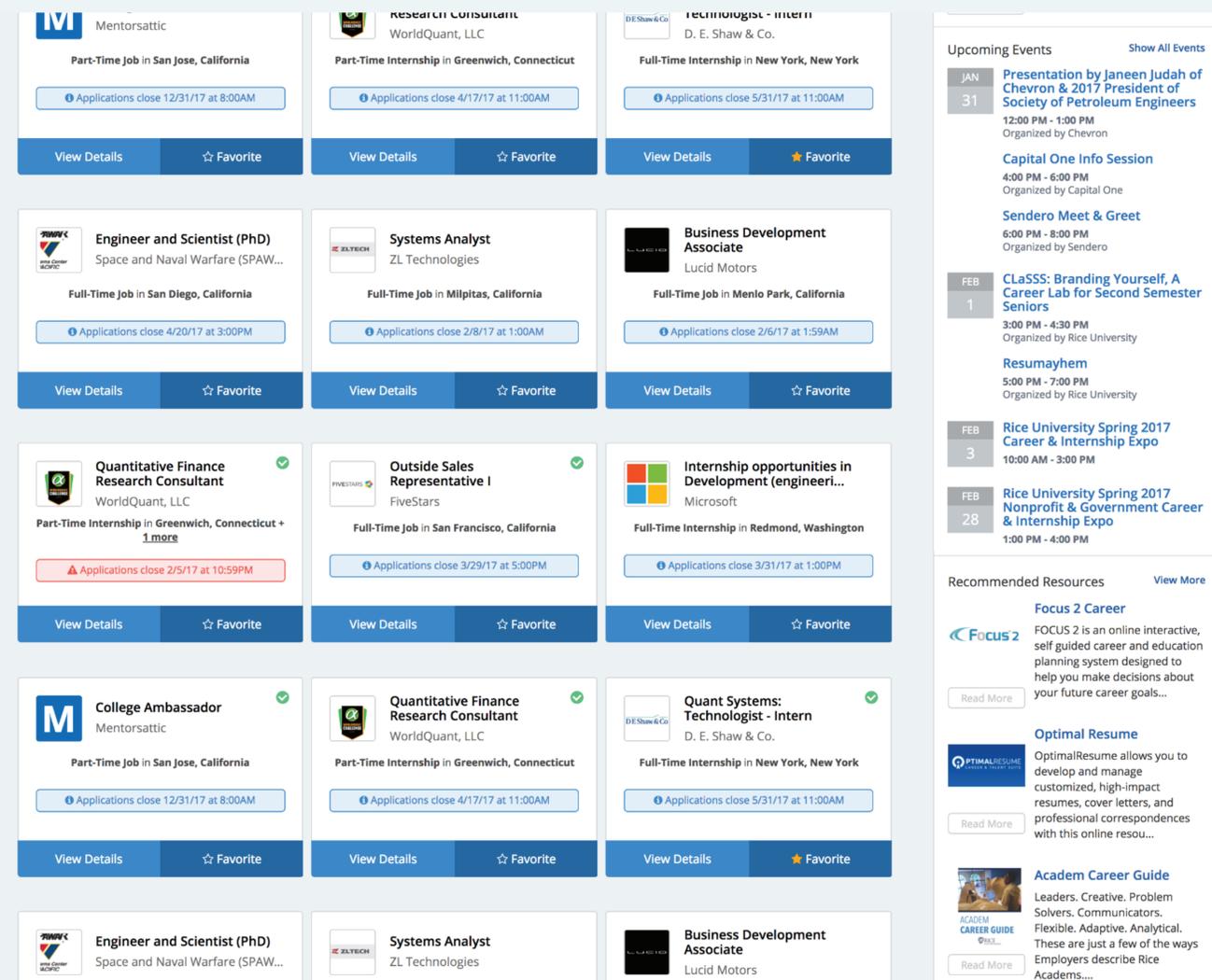
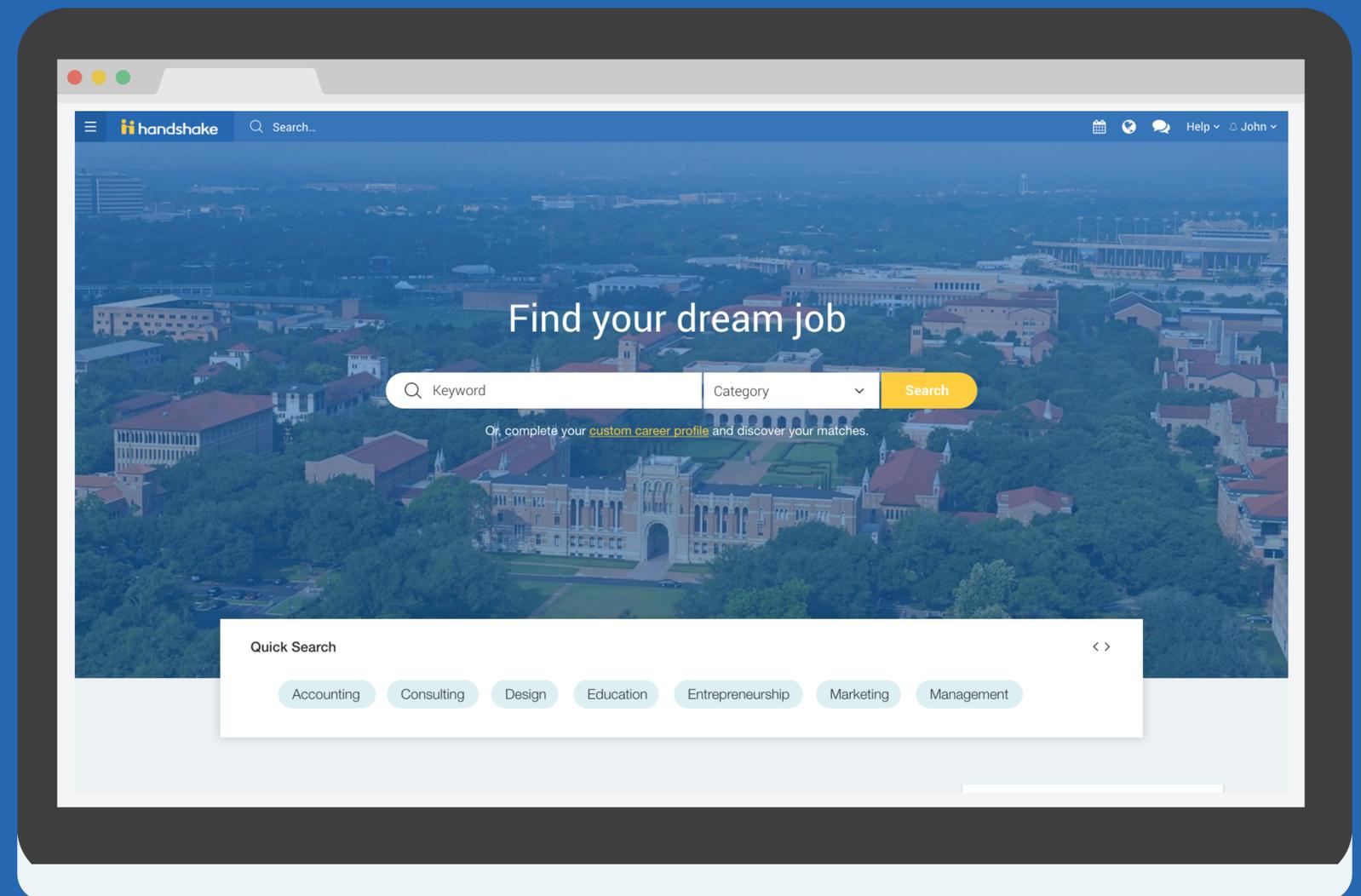
OLD Home Page

In the original version of the website the login page is minimal and calming. However, after logging in you are greeted with an overwhelming array of jobs and internships. My redesign responds to this clutter with a landing page above the array that provides a minimal space more like the login page. By simplifying the design of the homepage, it is possible to make the often overwhelming task of finding a job or internship a bit less stressful.

# Home Page

The proposed home page redesign is effectively a landing page that rests on top of the existing content of the website. The only changes proposed for the existing content is to remove the extra tile that encourages students to “personalize Handshake,” instead opting to put that below the search bar. We can now label the tiles as “Jobs & Internships” because without this tile, we are left with only employment opportunities.

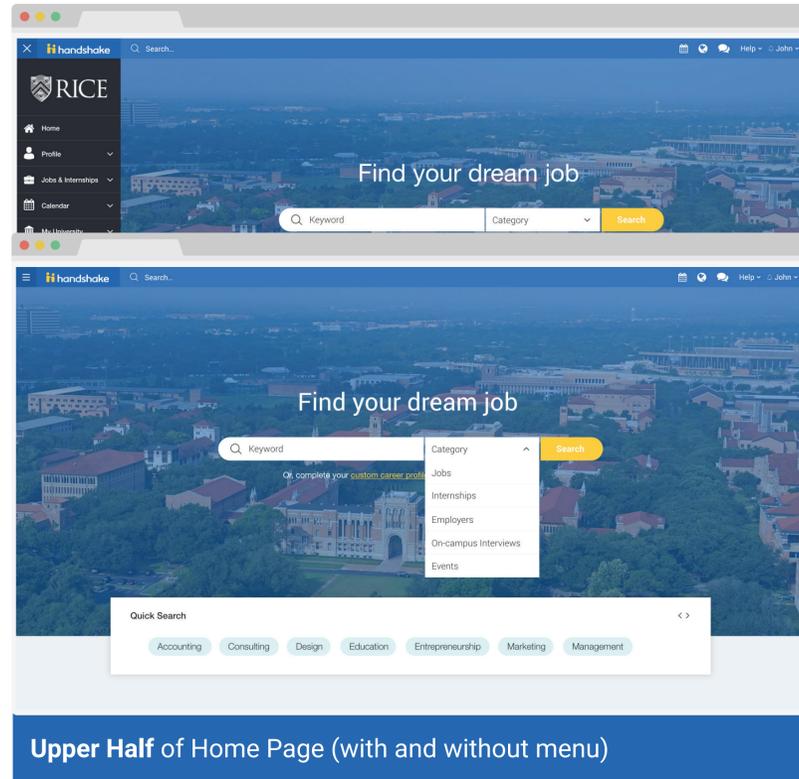
There is also a subtle change to the sidebar. What used to contain only “Upcoming Events” and “Recommended Resources,” now also has a section for “Announcements.” This space can be used for career center staff to update students with university-specific information.



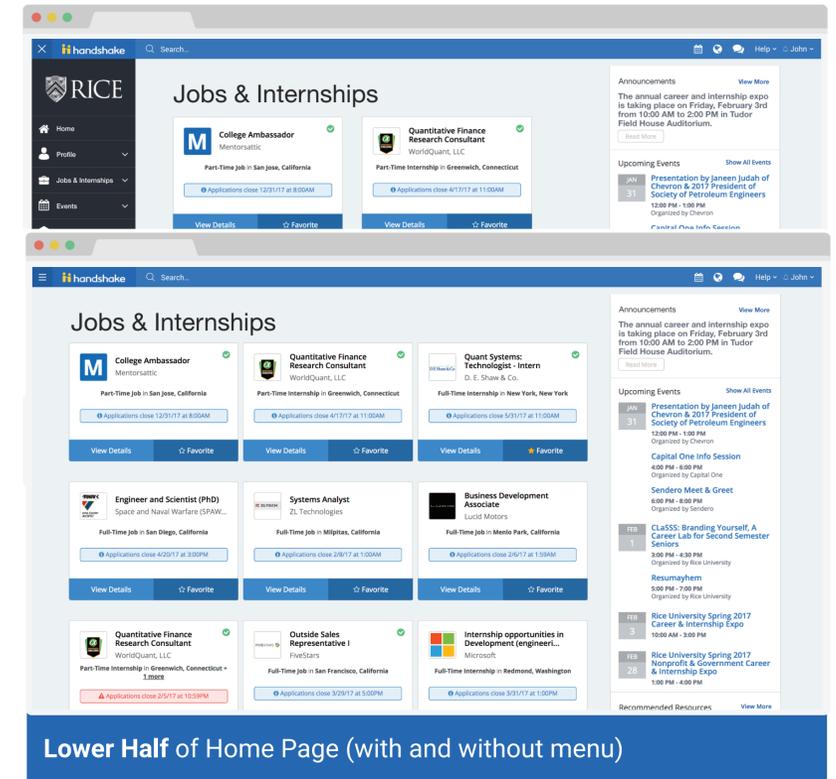
# The Menu

Taking inspiration from the collapsible menu when the existing Handshake website is in mobile, the proposed menu redesign can disappear from view in order to remove distraction and simplify the interface. Furthermore, the drop down categories make the menu easier to digest at a glance.

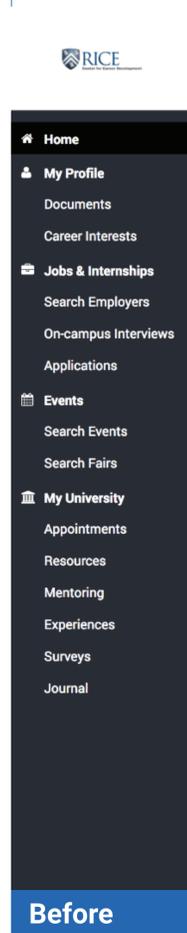
The top bar was subtly changed in order to acknowledge the changes in the menu. A small menu icon was added next to the handshake logo that changes to an "x" when the menu is extended. Additionally, color was changed to give a sense of uniformity when the menu is extended.



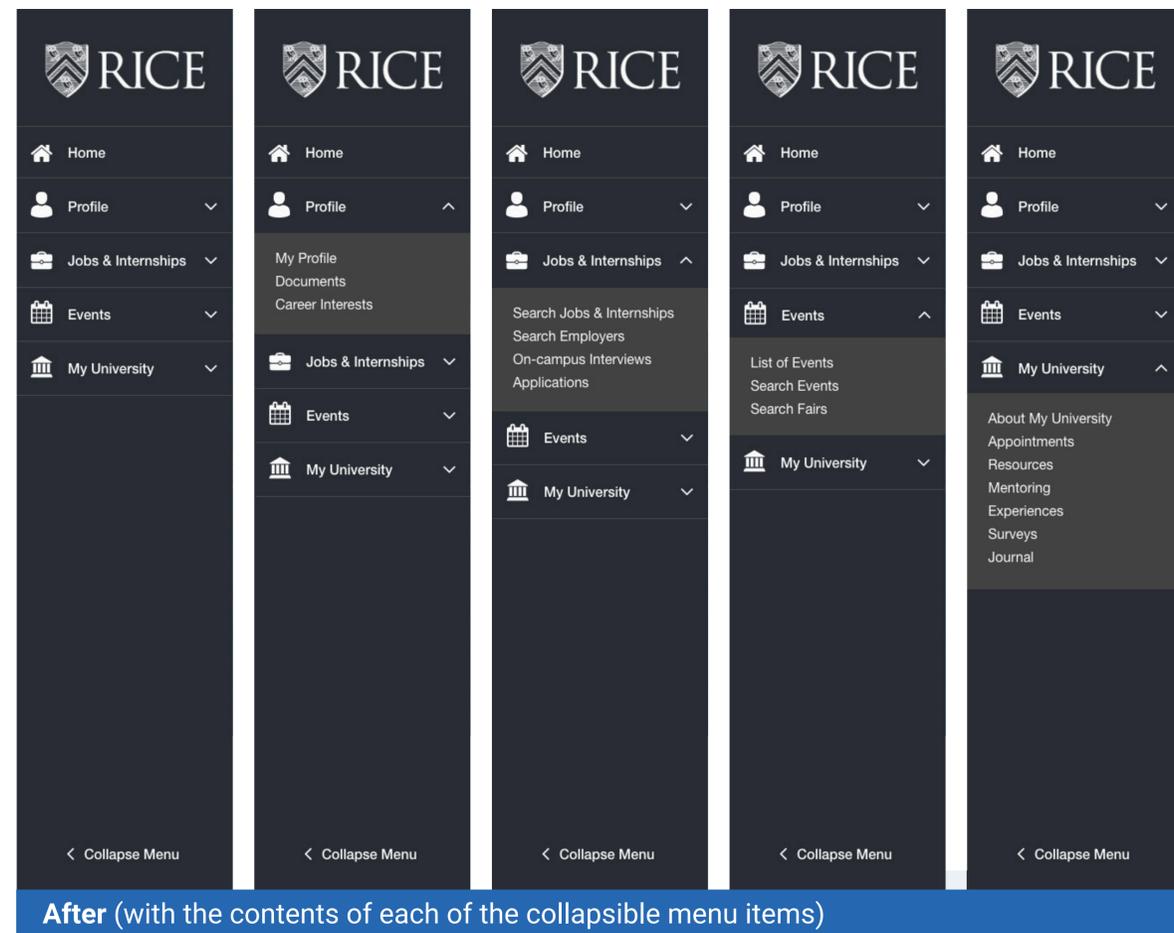
Upper Half of Home Page (with and without menu)



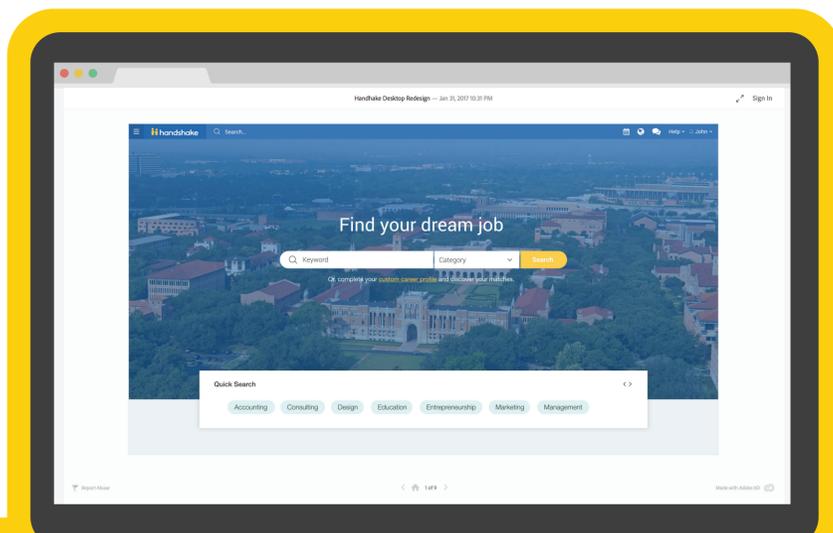
Lower Half of Home Page (with and without menu)

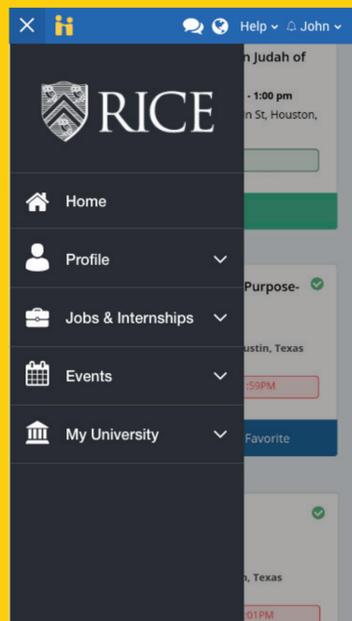
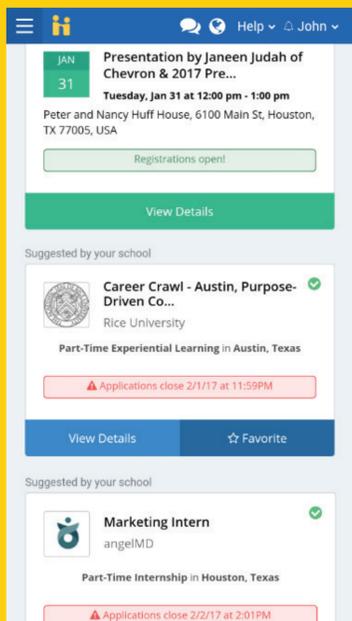
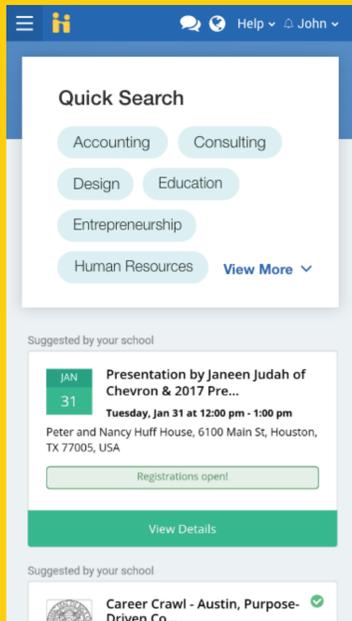
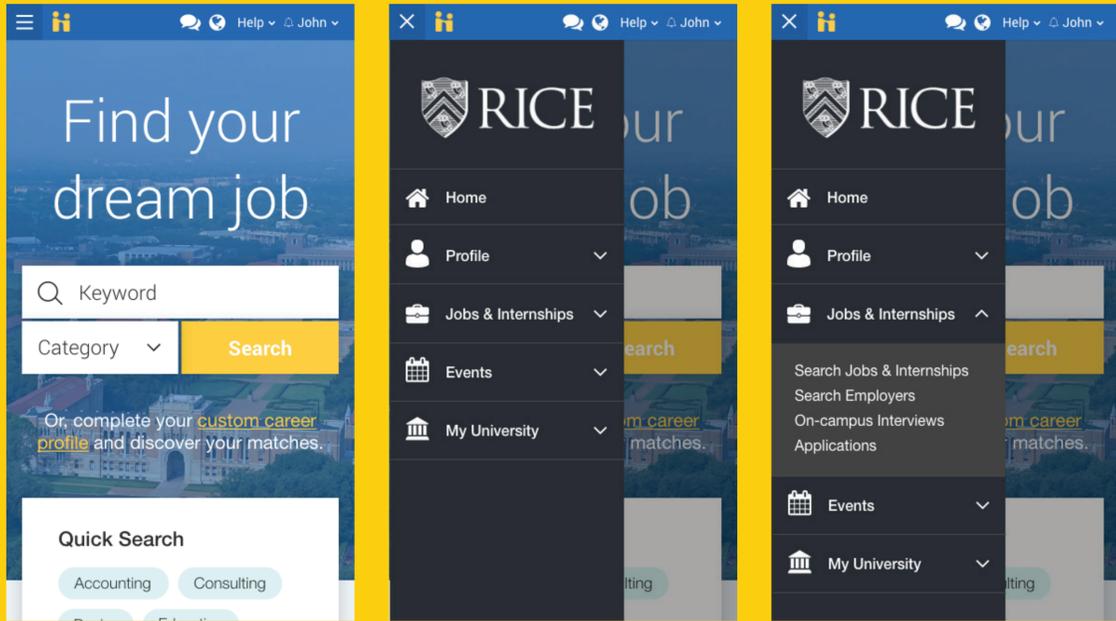


Before



After (with the contents of each of the collapsible menu items)





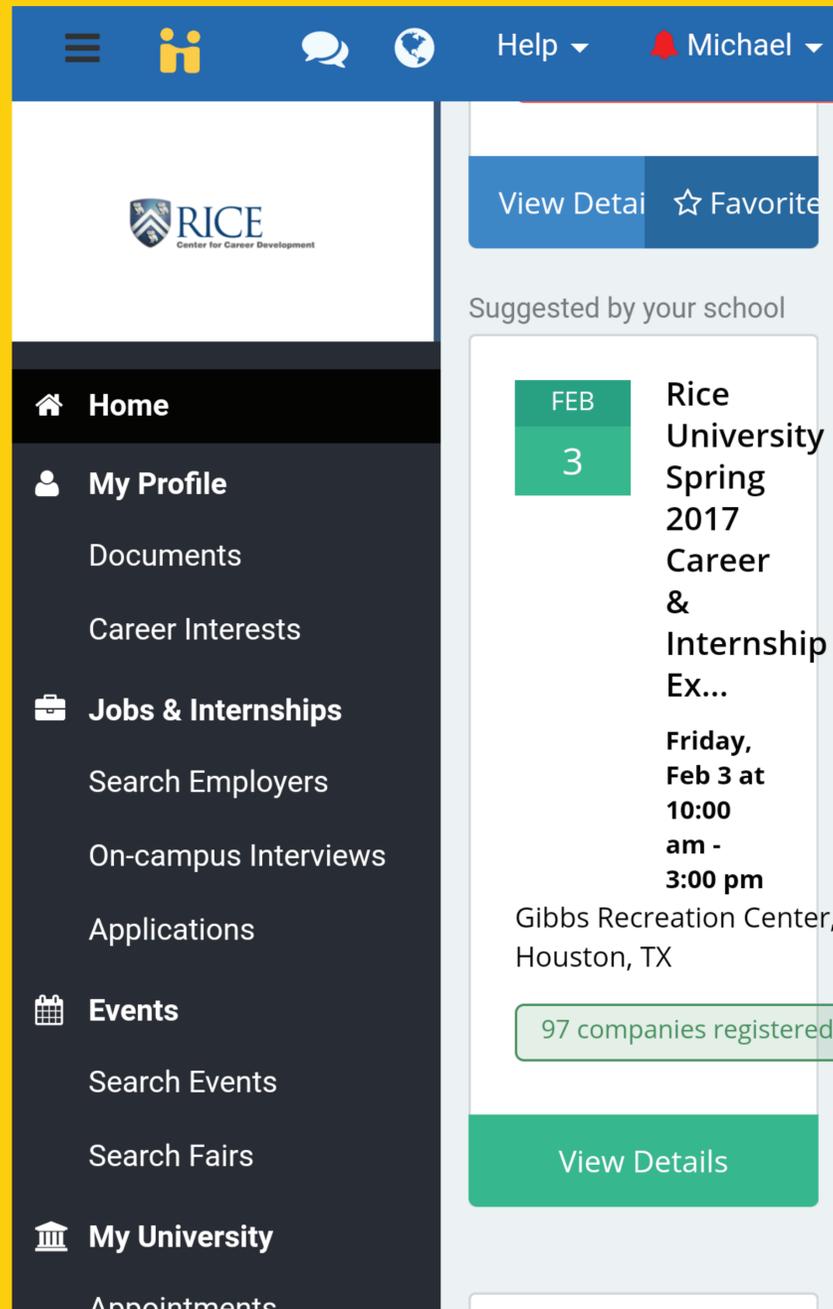
# Mobile Redesign

Watch the redesign in action:  
[http://youtu.be/Q\\_7cg5TZDbA](http://youtu.be/Q_7cg5TZDbA)

Try it yourself:  
<https://xd.adobe.com/view/5ca71c27-ffca-44a5-b6f7-5053089fdc1e/>

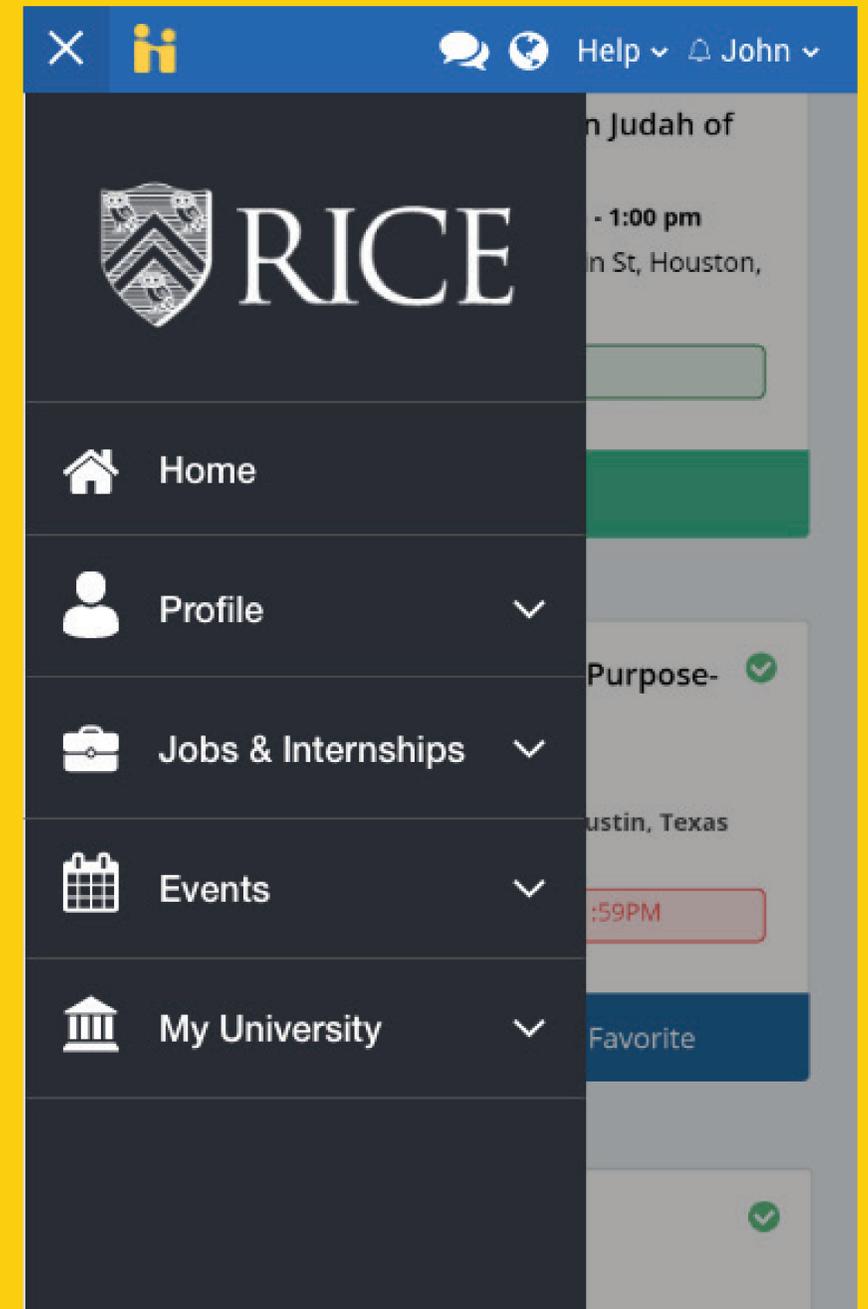
The mobile redesign seeks to echo the redesign done on the desktop version. Besides replacing the menu, the only thing changed was the home page.

I translated the desktop redesign to mobile by making the search bar take up two lines, and converting the quick search bar to a box that can be expanded to occupy the entire screen and showcase each of the career clusters. These “Quick Search” and career clusters are a good way to engage users immediately at the landing page with relevant career investigations.



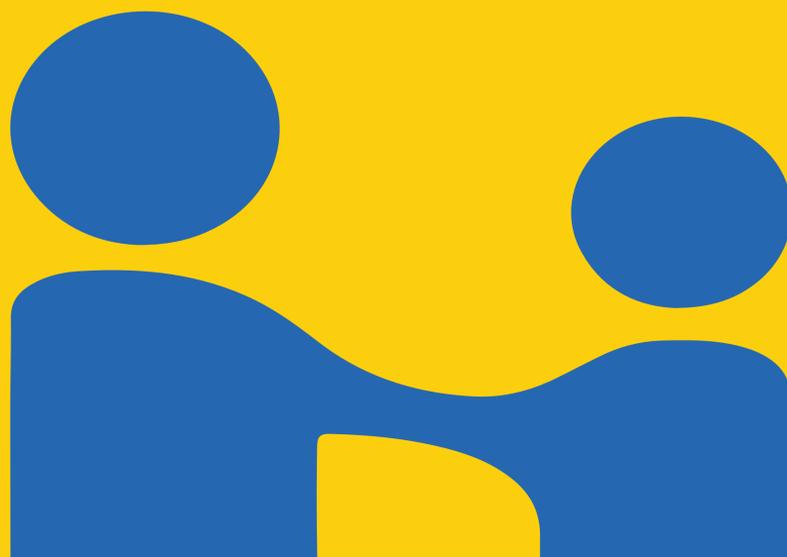
### Before

There is a visual bug in the text when the menu is extended from the overly compressed screen space.



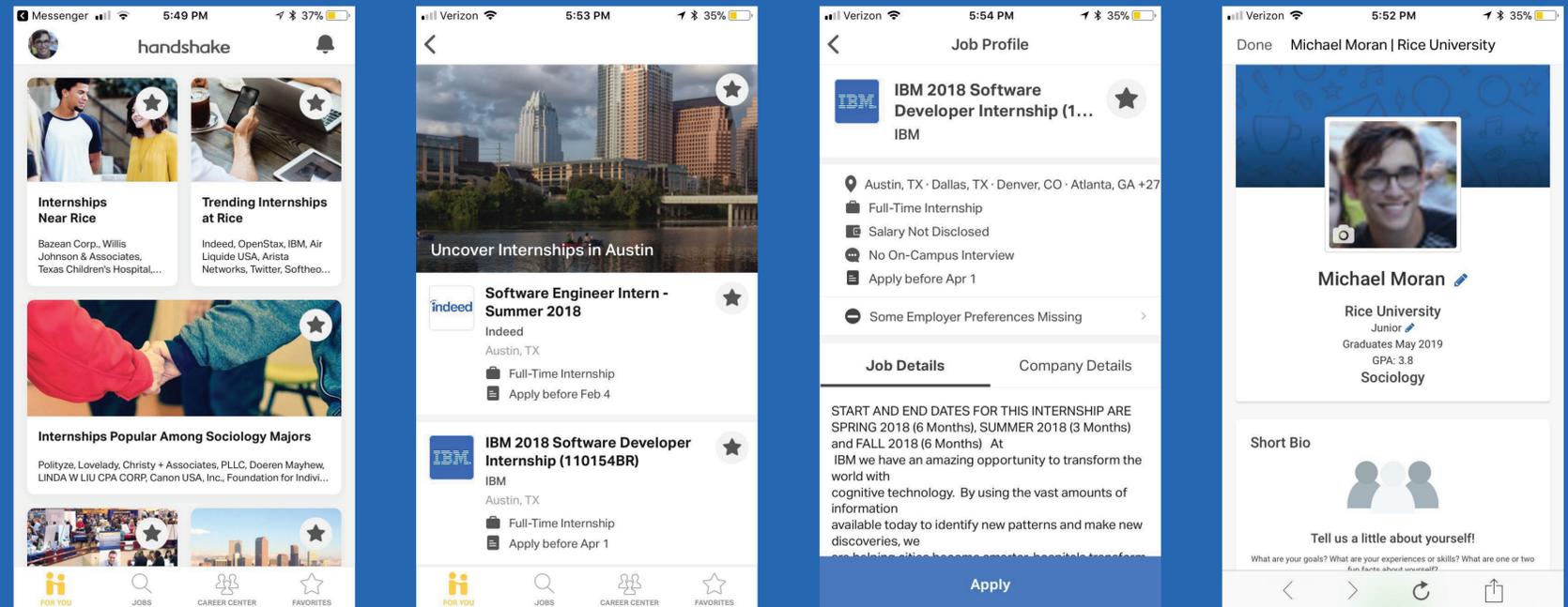
### After

Instead of squeezing the content like when the website is on desktop, the menu overlaps in order to add focus the user to the menu and remove the visual bug.



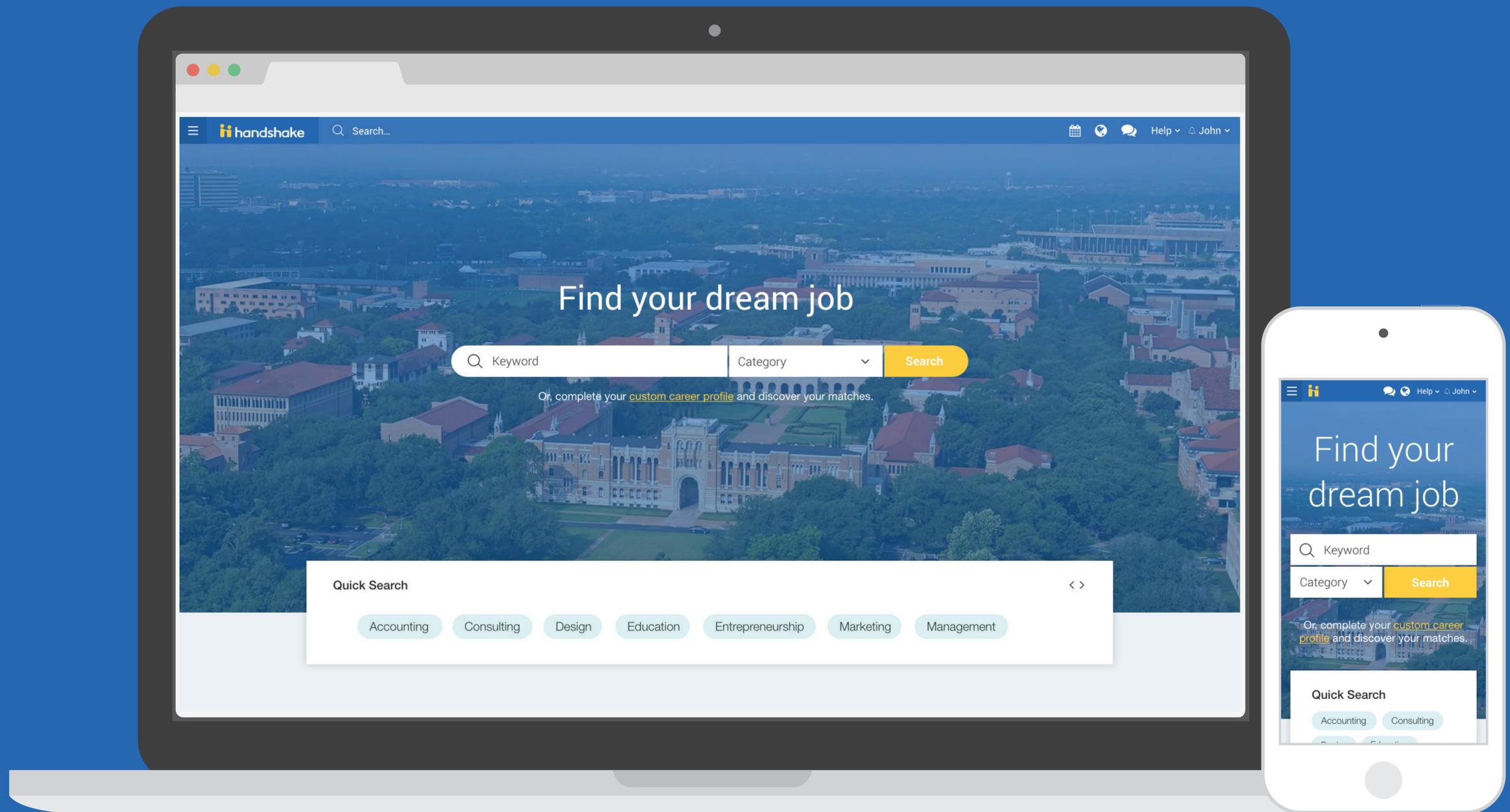
# Conclusion

iPhone app and official redesign shown below done by Handshake in 2017



The redesign that Handshake implemented built on the card layout from before to make it more scalable and versatile on mobile. The new design of the full width banner on the user profile page mimics the feeling of the full width image of the proposed homepage. Clearly I was not the only person thinking about redesigning Handshake when I started this process early in 2017.

My redesign of the legacy website and phone interface radically simplifies the home page, enabling students to more easily find information that is relevant to them. Furthermore, the menu intervention ripples throughout the entire website, simplifying the interface and reducing stress associated with career planning.



# Michael Moran's KPCB 2018 Design Challenge: **Handshake Redesign**

