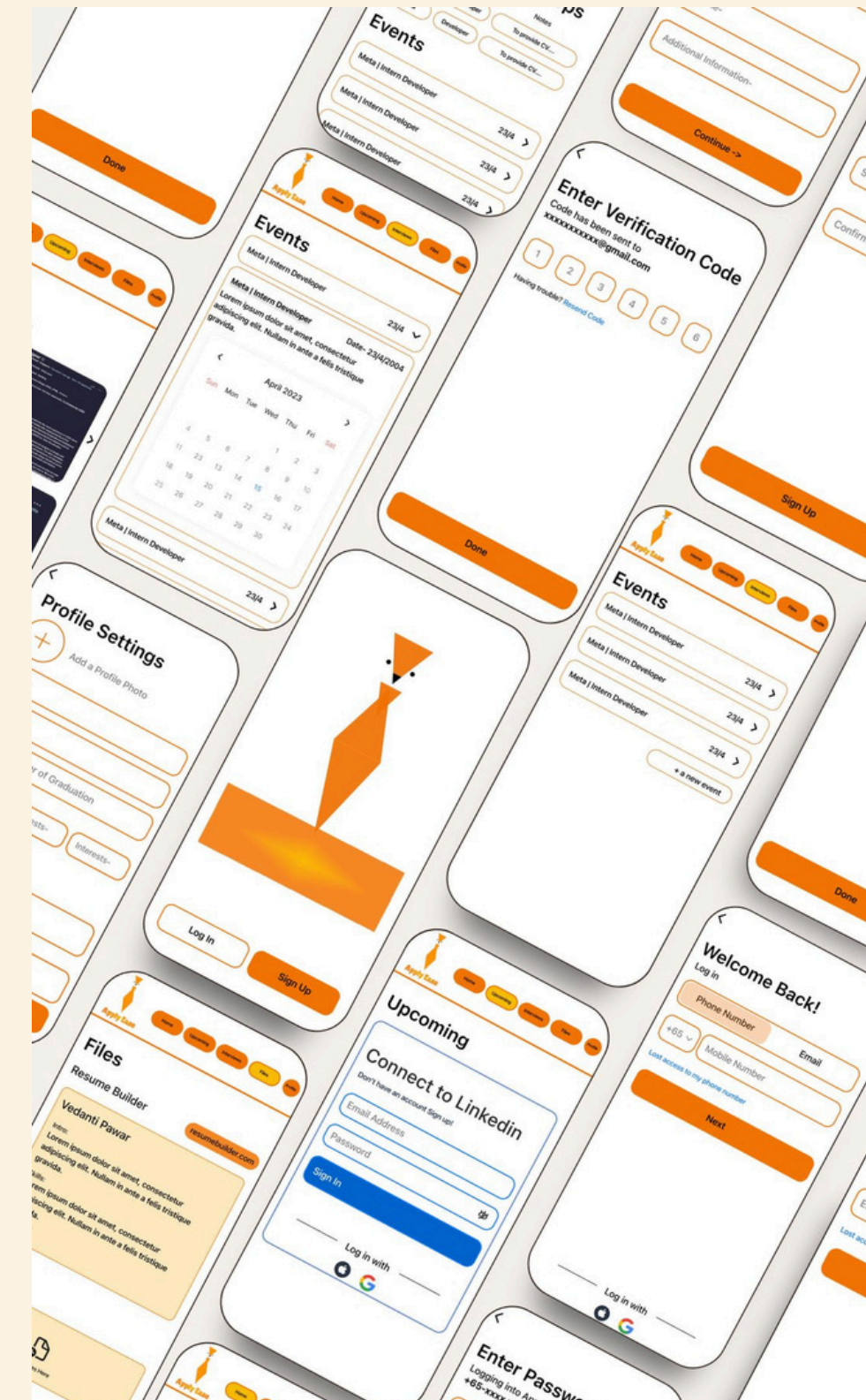


# ApplyEase

Organising your future.

Vedanti Pawar



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# Overview and Rationale

The Internship Organiser is a digital platform designed to streamline the process of organising job and internship applications for both students and adults. With the increasing competitiveness of the job market, individuals often find it challenging to manage multiple applications, track their progress, and keep their application materials organised. This platform aims to provide a solution by offering features that facilitate efficient application management, file organisation, and progress tracking.

# Problem and Solution

## Problem

Managing internship applications can be chaotic and disorganised, leading to missed deadlines, lost materials, and decreased chances of success.

## Solution

- Organise Applications
- Track Progress
- Manage Materials
- Set Reminders
- Customise Preferences

Streamlining application management for success.



User-Centric Design: Prioritise user experience by understanding and addressing the needs and pain points of students and adults seeking internships and job opportunities.

Simplified Interface: Create an intuitive and easy-to-navigate interface to ensure seamless user interaction.

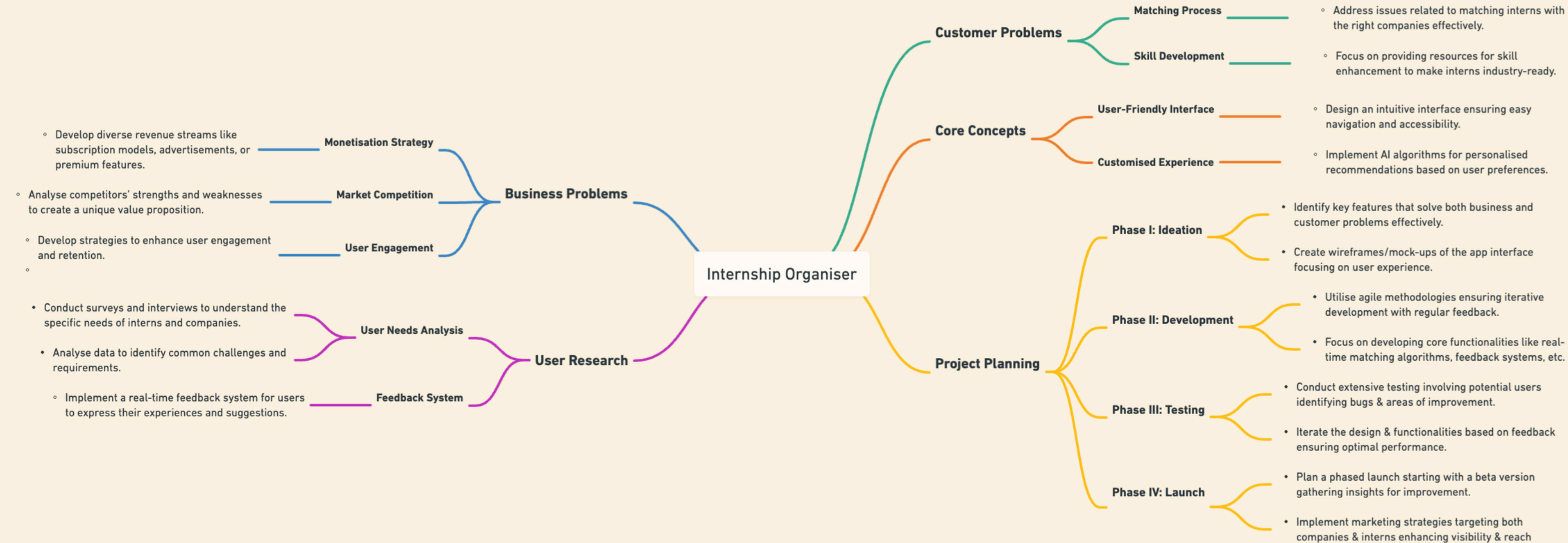
Customisable Features: Allow users to tailor the platform to their specific needs by providing customisable options for organising applications and files.

Integration: Enable integration with existing file storage platforms and job search websites for enhanced functionality.

Security: Implement robust security measures to protect users' personal information and application data.

# Design Strategies

# Mind map





# Lucy

- Name: Lucy
- Age: 21
- Major: Computer Science
- Year: Third-year college student
- Goal: Gain practical experience through internships

## User Narrative

Lucy is passionate about computer science and wants to apply her theoretical knowledge in real-world scenarios. She dreams of working with innovative companies and contributing to exciting projects. However, she faces challenges in finding relevant internships, keeping track of application deadlines, and managing the entire process efficiently.

## User Needs

1. Centralised Platform: Lucy needs a single platform where she can manage all her internship applications.
2. Application Tracking: She wants to track the status of each application (submitted, under review, rejected, etc.).
3. Document Management: Lucy needs a place to upload her resume, cover letters, and other relevant documents.
4. Deadline Reminders: She requires reminders for application deadlines.
5. Company Insights: Lucy wants information about the companies offering internships (mission, culture, reviews).
6. Skill Enhancement: Access to resources for skill development is crucial for her.



## Potential Success

- Efficient Tracking: If the app simplifies application management, Lucy will feel more organised.
- Successful Matches: Finding the right internships will boost her confidence.
- Skill Growth: Access to skill development resources will enhance her abilities.

## Frustrations

- Missed Deadlines: Lucy doesn't want to miss application deadlines.
- Lack of Feedback: Rejections without feedback can be discouraging.
- Cluttered Process: Managing multiple applications across different platforms can be chaotic.

“I want an internship organiser app that allows me to keep track of all my applications in one place. I need reminders for deadlines and insights into the companies I'm applying to. If the app simplifies the process, I'll feel more confident and focused on my studies”

## Potential Resistance

- Tech Anxiety: Lucy might be hesitant if the app is complex or overwhelming.
- Privacy Concerns: She may worry about sharing personal information.
- Time Constraints: Balancing studies and applications might be challenging.

# Jashan

- Name: Jashan
- Age: 35
- Industry: Software Developer
- Goal: Wants to build a high-performing team for a critical project.
- He seeks candidates with strong technical skills and cultural alignment.

## User Narrative

- Jashan has a technical background and leads a software engineering group.
- He values problem-solving abilities and passion for technology.
- Jashan believes in assessing both hard and soft skills during interviews.

## User Needs

- Efficiently track and evaluate job applicants.
- Prioritize technical proficiency and teamwork.
- Receive reminders for interview schedules.



## Potential Resistance

- Balancing technical responsibilities with hiring tasks.
- Fear of hiring candidates who don't fit the team culture.

## Potential Success

- Building a cohesive team that delivers quality software.
- Boosting morale through successful hires.
- Access to resources for skill development.

## Frustrations

- Chaotic application management.
- Lack of timely interview reminders.

Great code starts with great people.”



# Remus

- Name: Remus
- Age: Late 20s
- Industry: Finance (over a decade of experience)
- Goal: Transition into the tech sector

## User Narrative

Remus has spent years in finance, but he recently made a bold decision to switch careers. He's excited about the tech industry's innovation and growth potential. However, he faces challenges in navigating this transition smoothly while maintaining his current job responsibilities.

## User Needs

- 1.Application Organisation: Remus needs a platform to manage multiple job applications effectively.
- 2.Categorisation: He wants to categorise applications based on industry (tech) and skill set.
- 3.Progress Tracking: Remus requires a way to track the progress of each application.
- 4.Relevant Resources: Access to resources specifically designed for career changers (resume templates, interview tips).

## Potential Resistance

- Tech Transition: Remus might find tech-related tools unfamiliar.
- Time Constraints: Balancing work and applications can be overwhelming.
- Imposter Syndrome: Switching industries can trigger feelings of inadequacy.



## Potential Success

- Successful Transition: If the app simplifies the process, Remus will feel more confident.
- Job Offers: Securing interviews and job offers will validate his career change.
- Skill Enhancement: Access to tailored resources will aid his transition.

## Frustrations

- Missed Opportunities: Remus doesn't want to miss out on relevant job openings.
- Lack of Guidance: Navigating the tech sector without proper guidance can be daunting.
- Application Overload: Managing applications across platforms can be chaotic.

“I want an app/web app that helps me transition smoothly into the tech sector. I need to organise my applications, track their progress, and access resources designed for career changers. If the app provides tailored support, I'll feel more confident during this exciting transition.”



# Hetal

- Name: Hetal
- Age: 20
- Degree: Marketing
- Goal: Start her career in marketing

## User Narrative

Hetal is thrilled about completing her marketing degree and is eager to dive into the professional world. However, the job search process feels overwhelming. She wants to find a platform that simplifies the process, keeps her organised, and provides guidance tailored for recent graduates.

## User Needs

1. Streamlined Job Search: Hetal needs a tool that streamlines her job search by aggregating relevant job postings.
2. Application Tracking: She wants to keep track of her applications, deadlines, and interview schedules.
3. Guidance for New Graduates: Hetal requires resources and tips specifically designed for recent graduates entering the job market.

## Potential Resistance

- Information Overload: The abundance of job listings can be daunting.
- Lack of Experience: Hetal may feel insecure due to her limited professional experience.
- Time Management: Balancing applications with other commitments can be challenging.



## Potential Success

- Job Offers: Successfully securing interviews and job offers will boost her confidence.
- Structured Process: If the app simplifies her job search, Hetal will feel more organised.
- Skill Enhancement: Access to tailored resources will aid her transition.

## Frustrations

- Missed Opportunities: Hetal doesn't want to miss out on relevant job openings.
- Generic Advice: General career advice may not address her specific needs as a recent graduate.
- Application Chaos: Managing applications across platforms can be chaotic.

“I want an app/web app that helps me navigate the job market as a recent graduate. I need a streamlined job search, reminders for application deadlines, and resources tailored for my stage in my career. If the app provides personalised guidance, I'll feel more confident in my job search.”



# Swapna

- Name: Swapna
- Age: 45
- Industry: Technology
- Goal: aims to efficiently recruit top talent for her company's technical positions.
- She wants to ensure a smooth hiring process while maintaining compliance with company policies.

## User Narrative

- Swapna has a background in HR and has worked in various tech companies.
- She values diversity, inclusion, and cultural fit when evaluating candidates.
- Swapna juggles multiple roles, from posting job openings to conducting interviews.

## User Needs

1. Efficiently manage job applications and candidate profiles.
2. Categorize applications based on roles, skills, and experience.
3. Receive timely notifications for interviews and follow-ups.

## Potential Resistance

- Adapting to new software interfaces.
- Balancing recruitment tasks with other responsibilities.
- Fear of missing out on qualified candidates.



## Potential Success

- Streamlined application management.
- Successful hires that contribute to the company's growth.
- Enhanced diversity in the workforce.

## Frustrations

- Chaotic application tracking across platforms.
- Lack of follow-up leading to missed opportunities.

“Efficient hiring is the backbone of our company's success.”

# User Stories

## **Lucy**

I need an internship organizer app that centralizes applications, provides deadline reminders, and offers insights into companies. Simplifying the process will boost my confidence and focus on studies.

## **Jashan**

As a user, I want to easily add new internship/job applications, including details such as company name, position title, application deadline, and application status.

## **Remus**

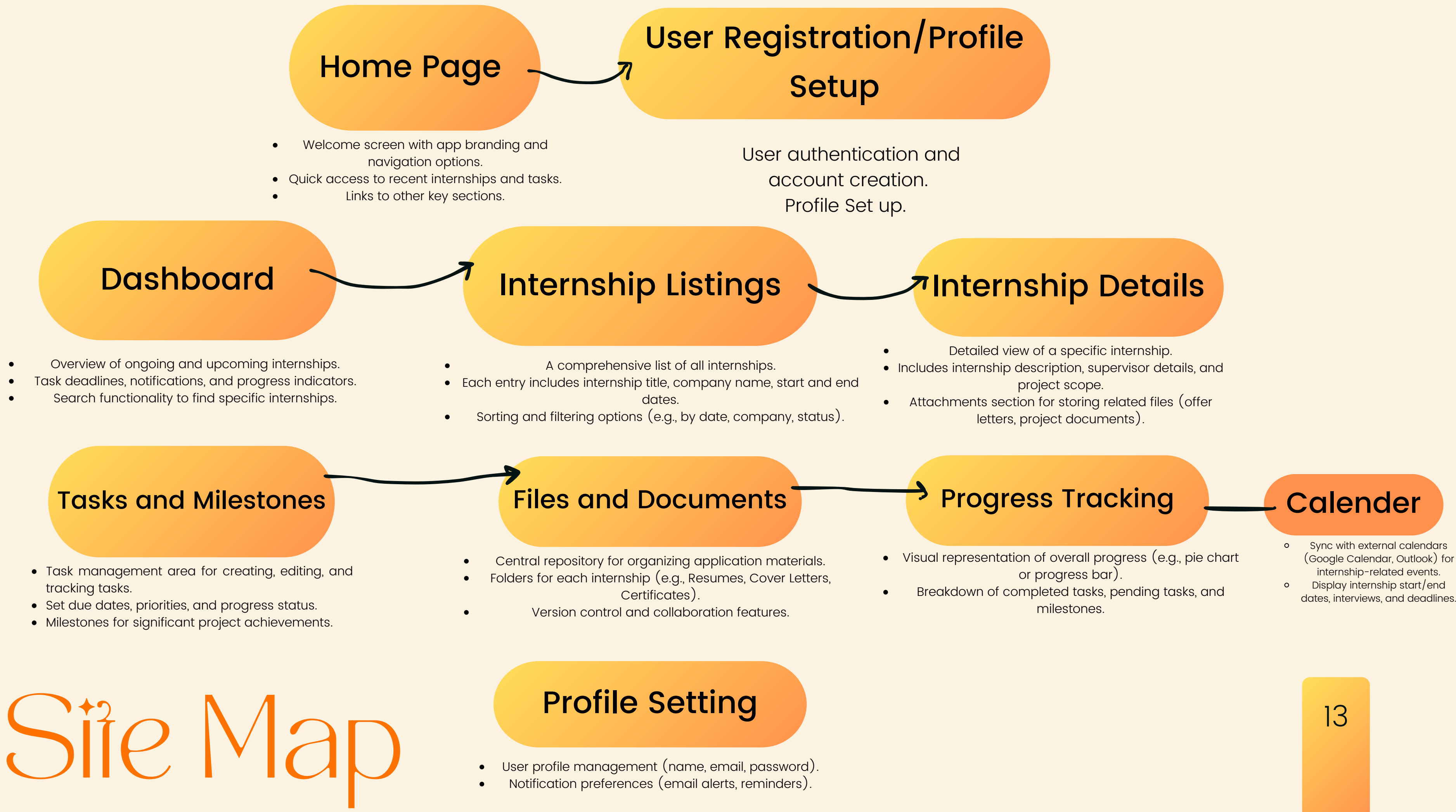
As a user, I want to upload and organise my application materials, such as resumes, cover letters, and transcripts, for easy access and reference.

## **Hetal**

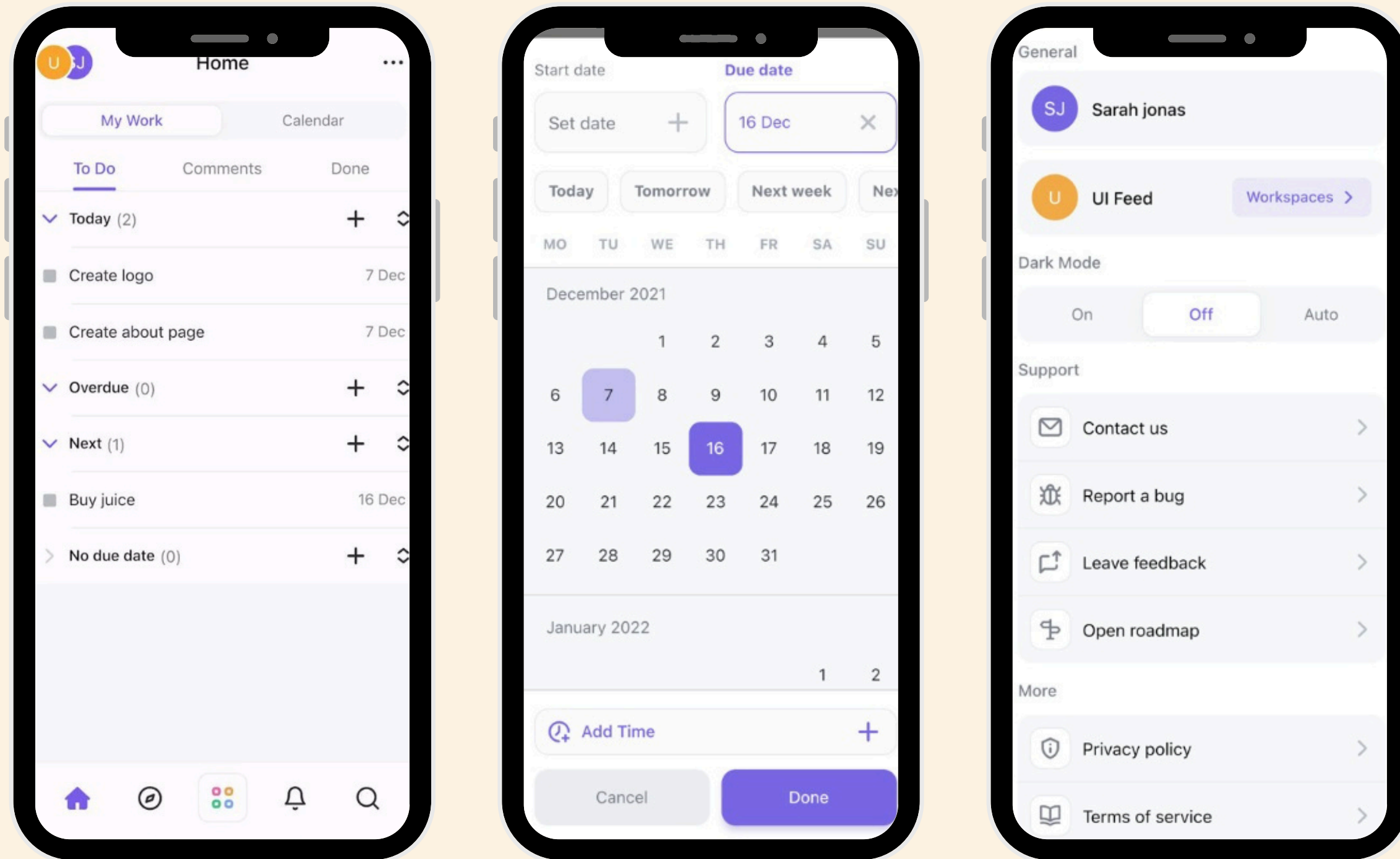
As a user, I want to receive notifications and reminders for upcoming deadlines, interviews, and follow-ups.



# Site Map



# Competition



## Click Up

- ClickUp is a simple and intuitive project management platform that also serves as an organization app. It offers features like task tracking, visual boards, and easy integration with third-party apps. Users can manage projects across teams efficiently.

### Features:

- All-in-one project management platform.
- User-friendly interface with hierarchy-based project views.
- Visual tools like Whiteboards, Mind Maps, and Kanban boards.
- Integration with third-party apps.
- Recurring task setup.

### Problems Solved:

- Efficient project organization and management.
- Streamlined collaboration across teams.
- Simplified task tracking and prioritization.

# Competition

## Monday.com

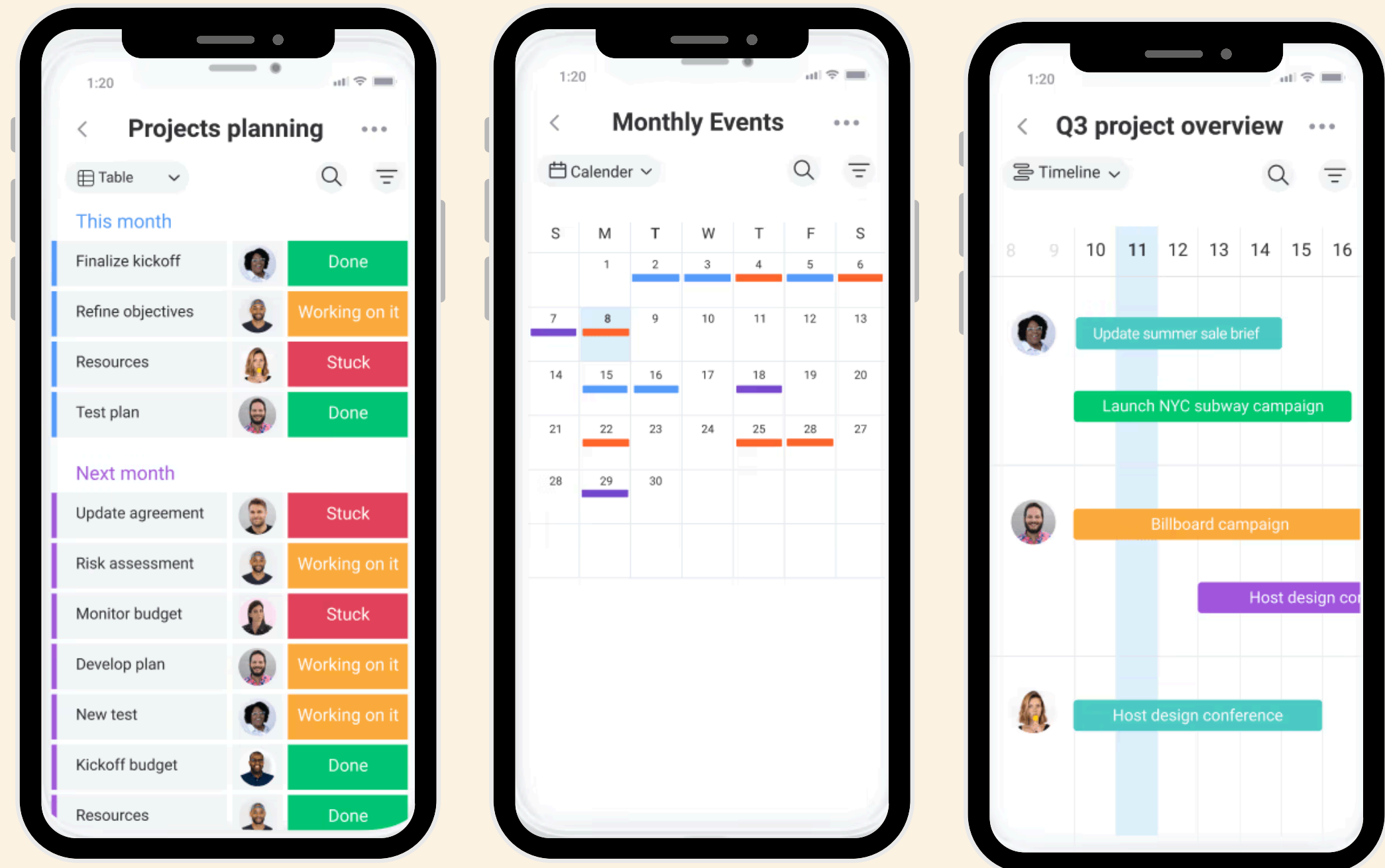
- Monday.com is a project management and organization tool that helps teams plan, collaborate, and monitor performance. It centralizes project planning, streamlines processes, and connects all project components.

### Features:

- Comprehensive project management and organization tool.
- Centralized project planning and collaboration.
- Integration with various platforms.
- Customizable workflows.
- Performance monitoring and optimization.

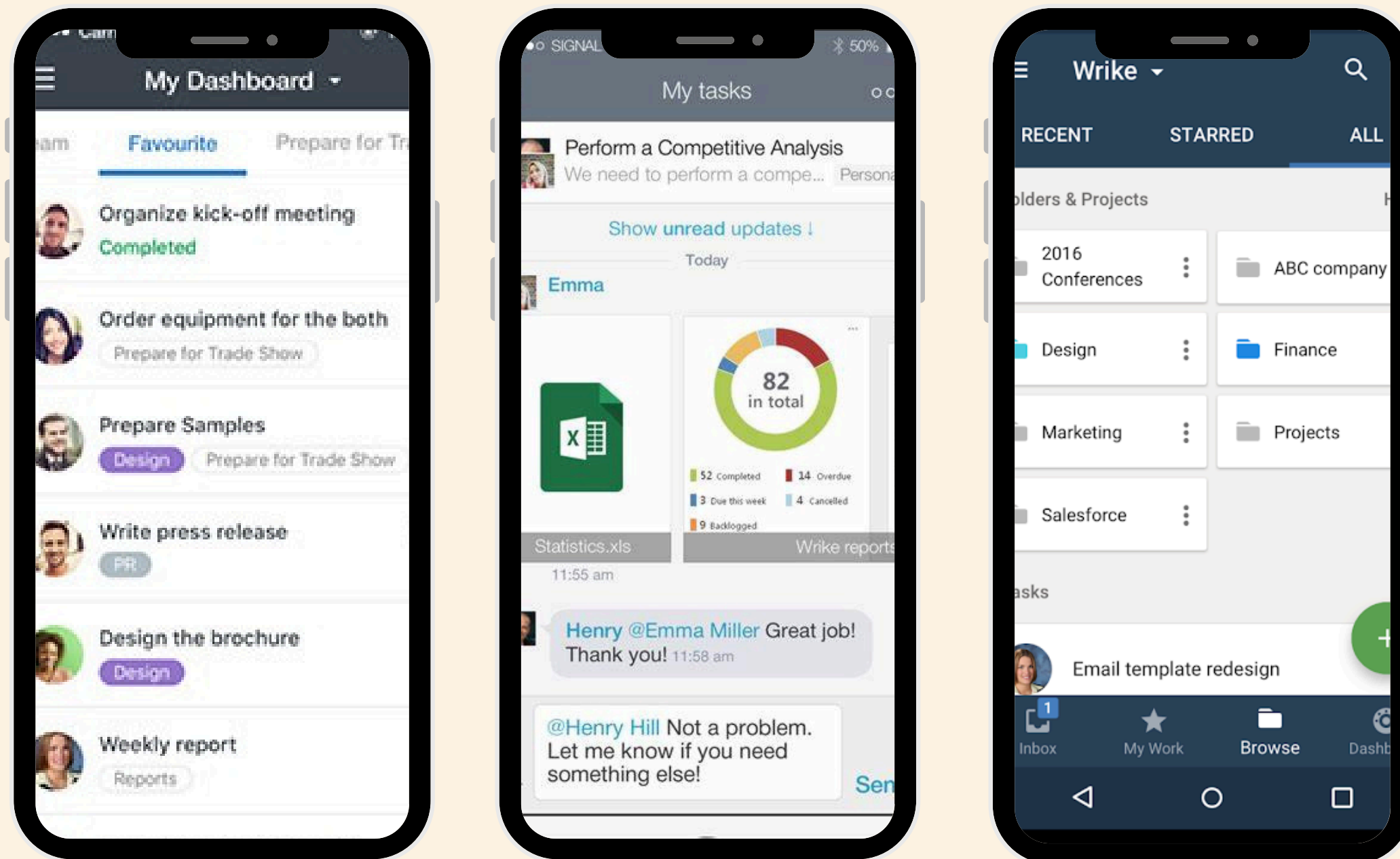
### Problems Solved:

- Streamlined project coordination.
- Enhanced collaboration and visibility.
- Confident decision-making based on performance insights.





# Competition



## Wrike

- Wrike is a project management and organization software. It enhances team productivity through coordination, collaboration, and automation. Users can streamline tasks, manage deadlines, and track progress.

### Features:

- Project management and organization software.
- Increased productivity through team coordination and automation.
- Customizable workflows and task management.
- Collaboration tools.

### Problems Solved:

- Improved team productivity.
- Efficient project planning and execution.
- Streamlined communication and task tracking.

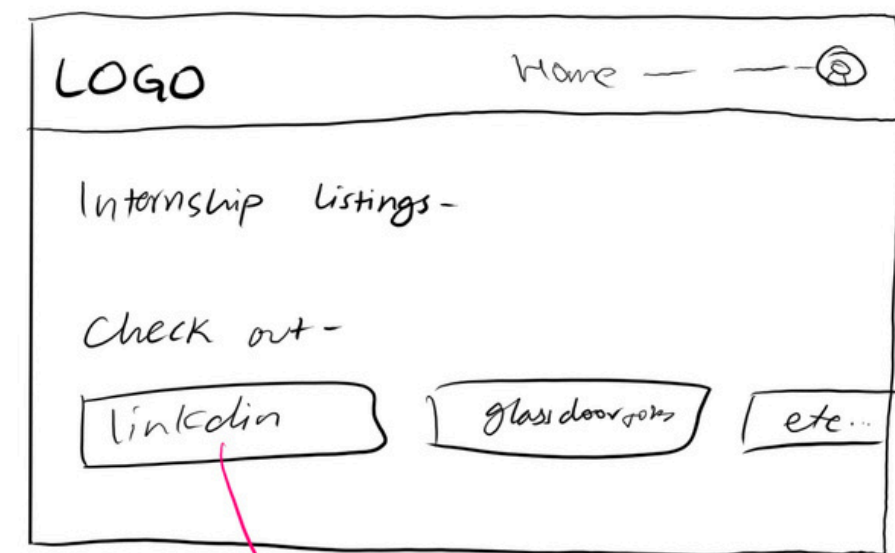
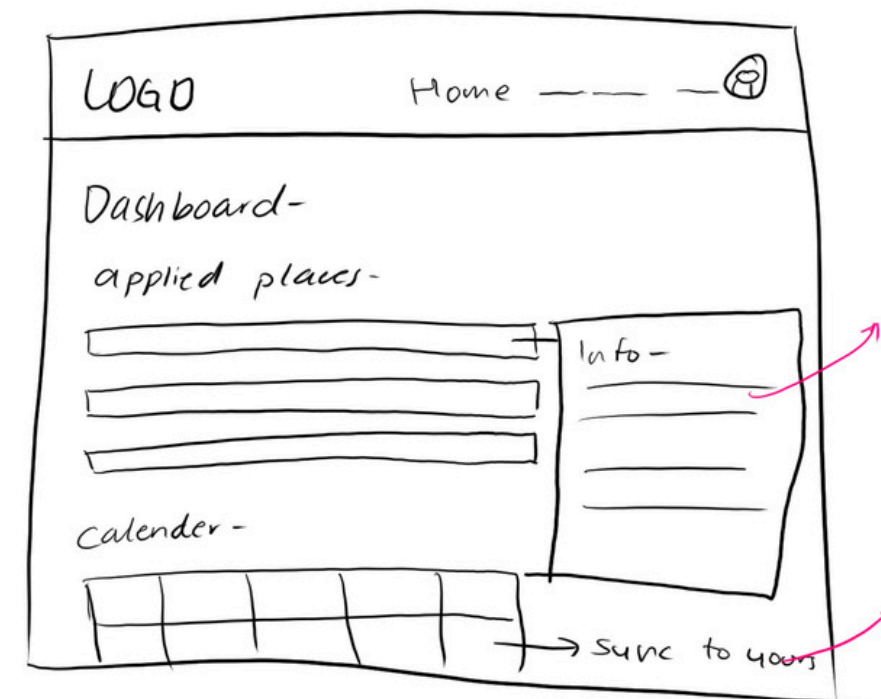
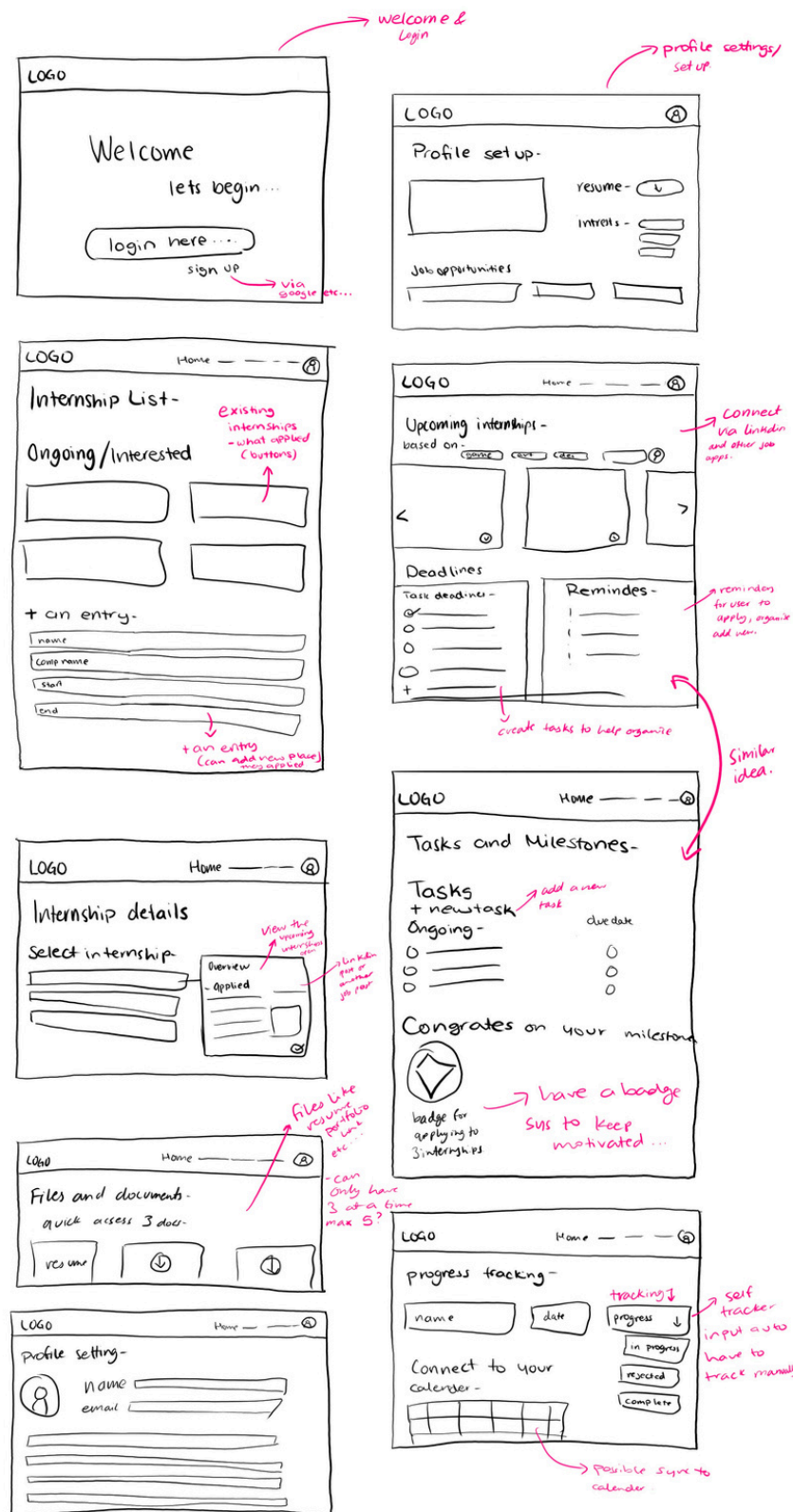
# Design Comp.

Design comps-

- The design comps are a brief outline and visual understanding of what some of the features are to look like.

The idea is to give users an experience and interface that is easy and simple to help organise their internship organisation.

This design is not what the final idea will looklike, it is a mere guidance.





# Paper Prototype

<https://bal0nc.axshare.com/>

Login

Hand-drawn prototype of a login screen. At the top is the 'Apply Ease' logo and a user icon. Below is a large circular placeholder for a profile picture. The form includes fields for 'username' and 'password', a 'sign in' button, and a 'sign up' button with the text 'don't have an account' next to it.

Hand-drawn prototype of a welcome screen. It features the 'Apply Ease' logo and a user icon at the top. The main text says 'Welcome Lets begin'. Below are two buttons: 'login here' and 'sign up here'.

Welcome screen

Hand-drawn prototype of a sign-up screen. It includes the 'Apply Ease' logo, a user icon, and the text 'Welcome to Apply Ease' and 'Create your profile-'. Below is a circular placeholder for a profile picture. The form has fields for 'name', 'email', 'DOB' (with a date picker), 'year of graduation/expected', 'username', 'password', and 'repeated password', followed by a 'next' button.

Sign Up

Hand-drawn prototype of an 'Add photo' screen. It features the 'Apply Ease' logo, a user icon, and the text 'Welcome to Apply Ease' and 'Create your profile-'. Below is a circular placeholder for a profile picture with a '+' icon. To the right of the circle are three small square placeholders for photo options. The form has fields for 'name', 'email', 'DOB' (with a date picker), 'year of graduation/expected', 'username', 'password', and 'repeated password', followed by a 'next' button.

Add photo

Profile set up -

name-  
age-  
graduation-

Interests-

o o  
o o  
o o

Resume-

attach resume here

continue →

Profile setup/ update

Hand-drawn prototype of a home screen. It features the 'Apply Ease' logo and a user icon. The top navigation bar includes 'Home', 'Upcoming', 'Interviews', and 'Jobs'. The main content area is divided into sections: 'Applications-' with a table of job listings, 'Interview Follow ups-' with a table of interview status, and a 'Calendar' view showing a monthly calendar with color-coded events.

Home

Hand-drawn prototype of an 'Upcoming' screen. It features the 'Apply Ease' logo and a user icon. The top navigation bar includes 'Home', 'Upcoming', 'Interviews', and 'Jobs'. The main content area shows a section for 'Upcoming-' with a 'Connect to LinkedIn' button and a 'Why connect?' section.

Upcoming

Hand-drawn prototype of an 'Upcoming' screen showing a user connected to LinkedIn. It features the 'Apply Ease' logo and a user icon. The top navigation bar includes 'Home', 'Upcoming', 'Interviews', and 'Jobs'. The main content area shows a section for 'Upcoming-' with a 'Connect to LinkedIn' button and a 'Why connect?' section. Below this is a 'LinkedIn' section with a 'Connect to LinkedIn' button and a 'LinkedIn' section with a 'Connect to LinkedIn' button.

Upcoming  
connected to  
linkedin

Hand-drawn prototype of an 'Interviews' screen. It features the 'Apply Ease' logo and a user icon. The top navigation bar includes 'Home', 'Upcoming', 'Interviews', and 'Jobs'. The main content area shows a section for 'Interviews-' with a 'View all' button and a 'Interview' section. Below this is a 'Tasks' section with a list of tasks and a 'Calendar' view showing a monthly calendar with color-coded events.

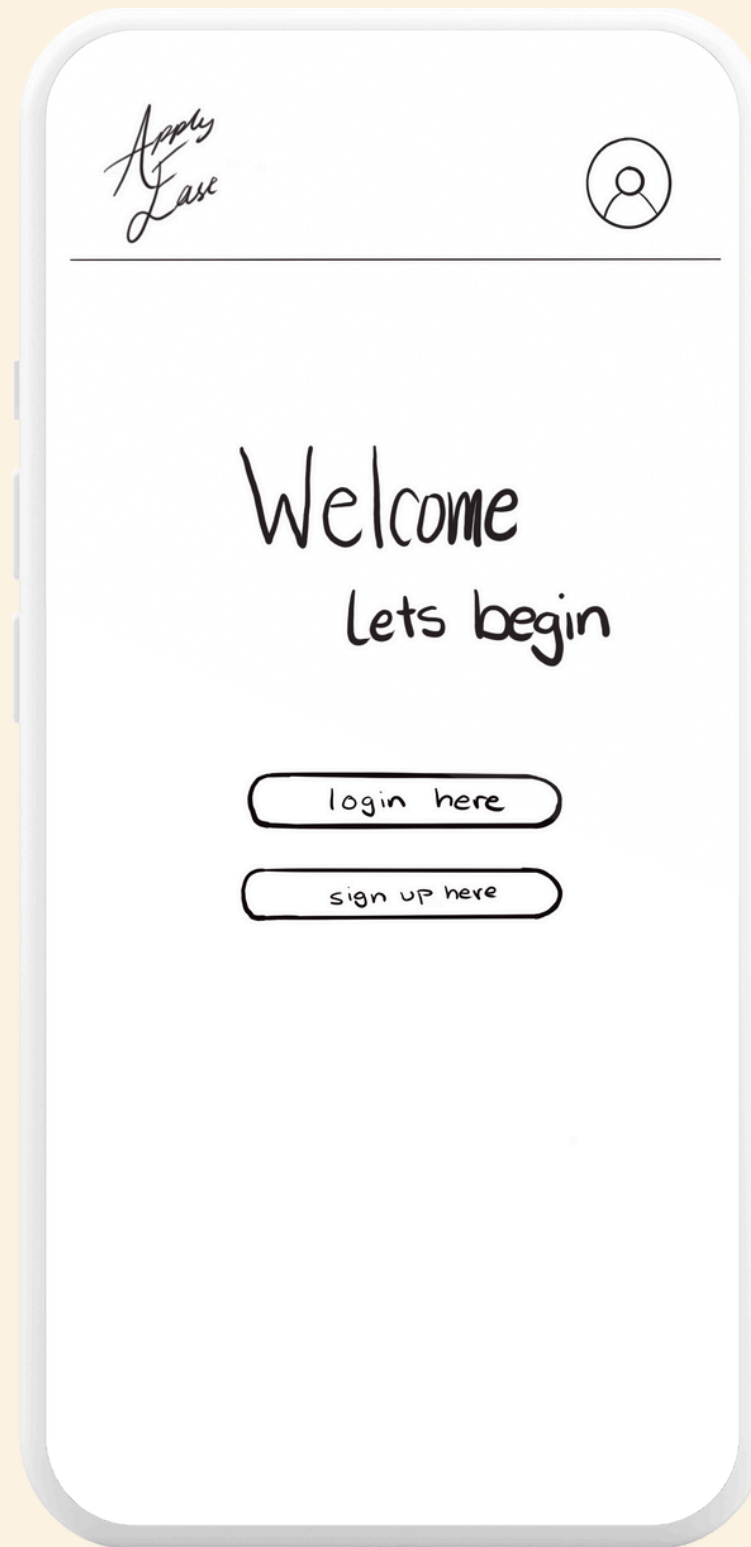
Interviews

Hand-drawn prototype of a 'Files' screen. It features the 'Apply Ease' logo and a user icon. The top navigation bar includes 'Home', 'Upcoming', 'Interviews', and 'Jobs'. The main content area shows a section for 'Files-' with a 'Resume-' section and a 'Portfolio-' section.

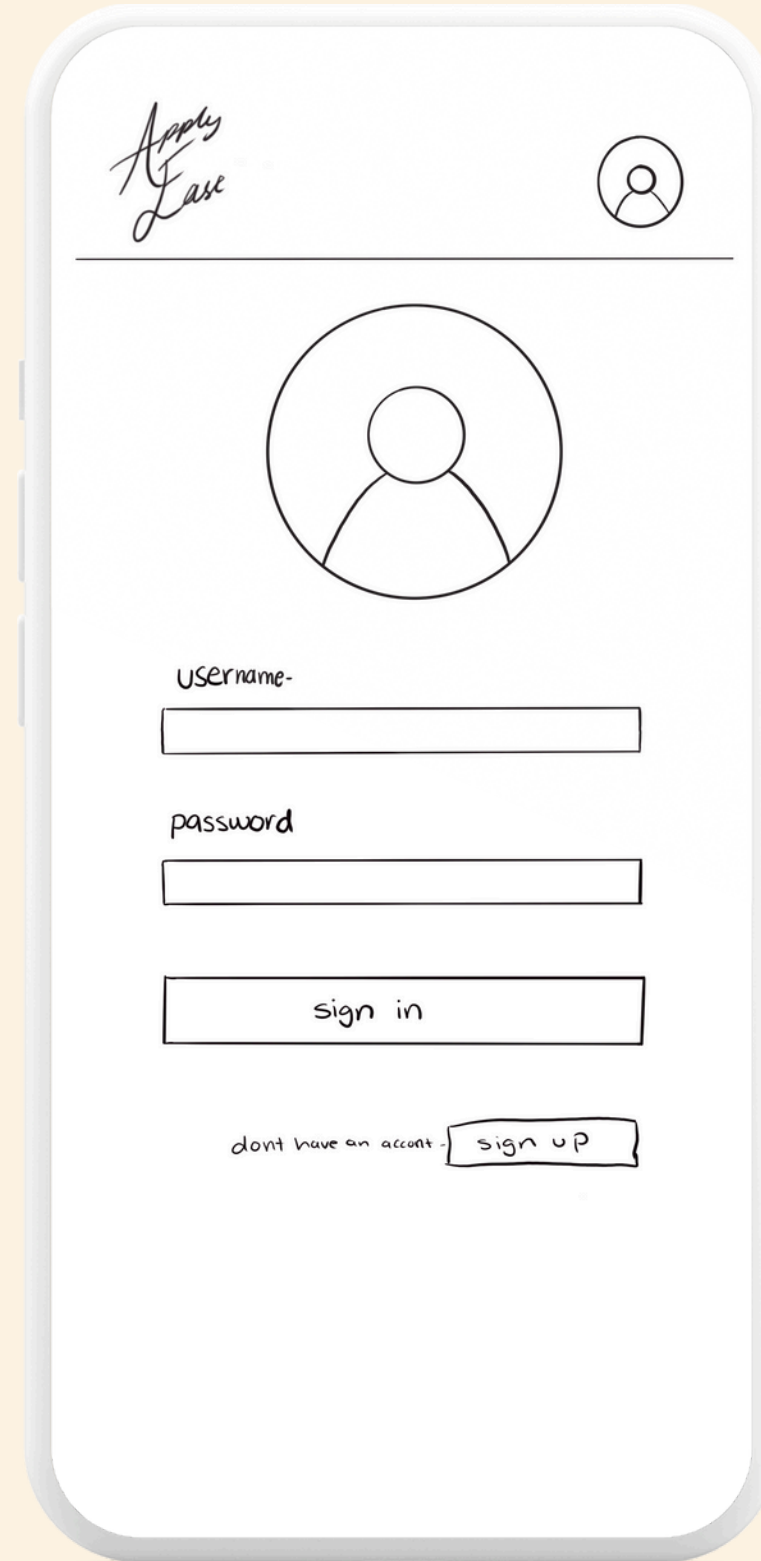
Files

# Paper Prototype

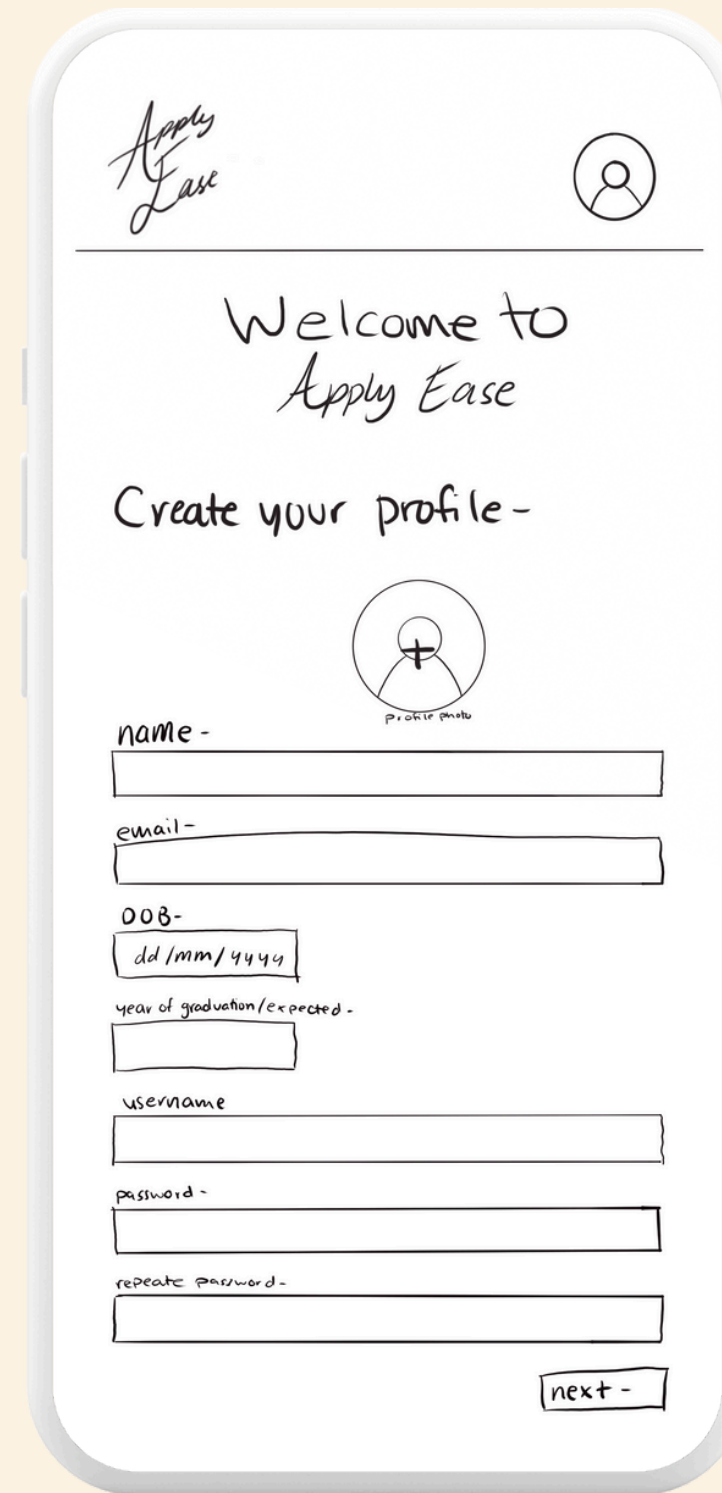
<https://bal0nc.axshare.com/>



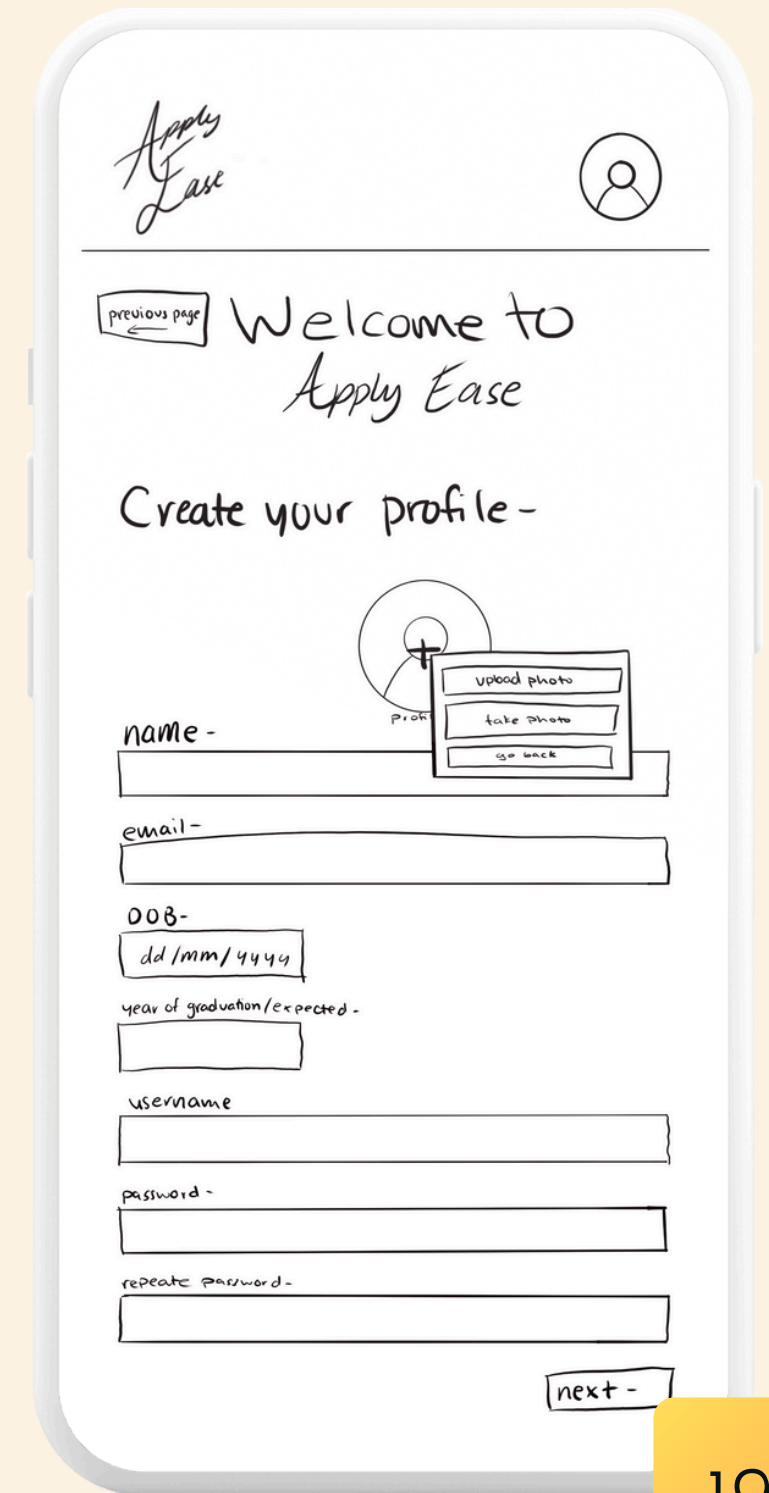
Welcome screen



Login



Sign Up




Add photo



# Paper Prototype

<https://bal0nc.axshare.com/>

*Apply Ease* 

---

## Profile set up -

name-  
age-  
graduation-

Interests-

☐


☐

☐

☐

Resume-

Profile setup/ update

*Apply Ease* Home | Upcoming | Interviews | Files | 

---

## Applications-

progress-	company name-	job title-	Date Applied	Closing Date
<input type="button" value="in-progress"/>	<input type="text" value="xxyyzz"/>	<input type="text" value="xxxyzz"/>	<input type="text" value="1/11/24"/>	<input type="text" value="13/11/24"/>
<input type="button" value="Applied"/>	<input type="text" value="xxyyzz"/>	<input type="text" value="xxxyzz"/>	<input type="text" value="2/10/24"/>	<input type="text" value="3/11/24"/>
<input type="button" value="Rejected"/>	<input type="text" value="xxyyzz"/>	<input type="text" value="xxxyzz"/>	<input type="text" value="2/10/24"/>	<input type="text" value="3/11/24"/>
<input type="button" value=""/>	<input type="text" value="xxyyzz"/>	<input type="text" value="xxxyzz"/>	<input type="text" value="2/10/24"/>	<input type="text" value="3/11/24"/>
<input type="button" value="+"/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>	<input type="text" value=""/>

## Interview Follow ups-


company name-	job title-	Interview	
<input type="text" value="xxyyzz"/>	<input type="text" value="xxxyzz"/>	Notes - abcdefg	<input type="button" value="+ extra notes"/>
<input type="text" value="xxyyzz"/>	<input type="text" value="xxxyzz"/>	Notes - abcdefg	<input type="button" value="+ extra notes"/>
<input type="text" value="xxyyzz"/>	<input type="text" value="xxxyzz"/>	Notes - abcdefg	<input type="button" value="+ extra notes"/>
<input type="text" value="xxyyzz"/>	<input type="text" value="xxxyzz"/>	Notes - abcdefg	<input type="button" value="+ extra notes"/>

## Calendar

MON	TUES	WED	THURS	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- interview  
 - application  
 - application closed

Home

*Apply Ease* Home | Upcoming | Interviews | Files | 


---

## Upcoming-

don't have an account?

## Why connect?

Upcoming

*Apply Ease* Home | Upcoming | Interviews | Files | 

---

## Upcoming-

Based of LinkedIn-

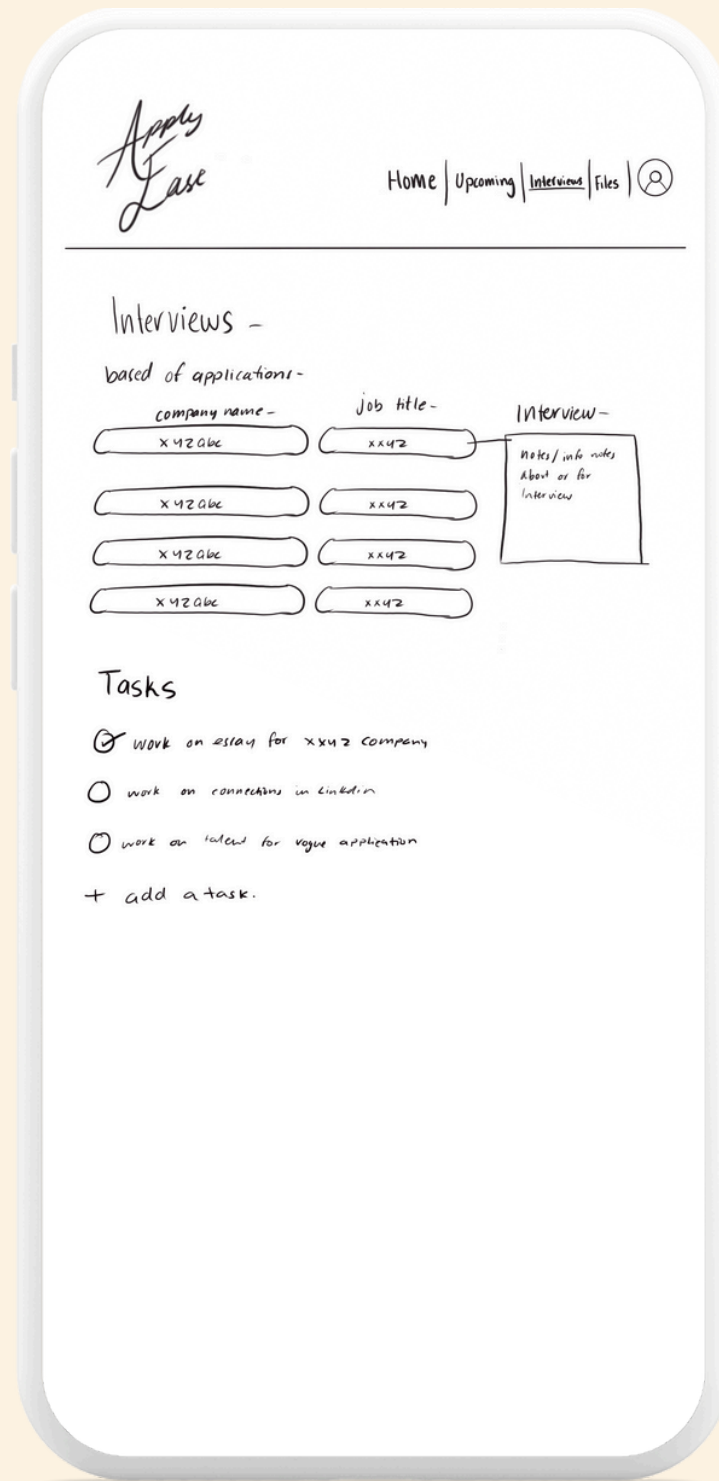
## LinkedIn

based of 3

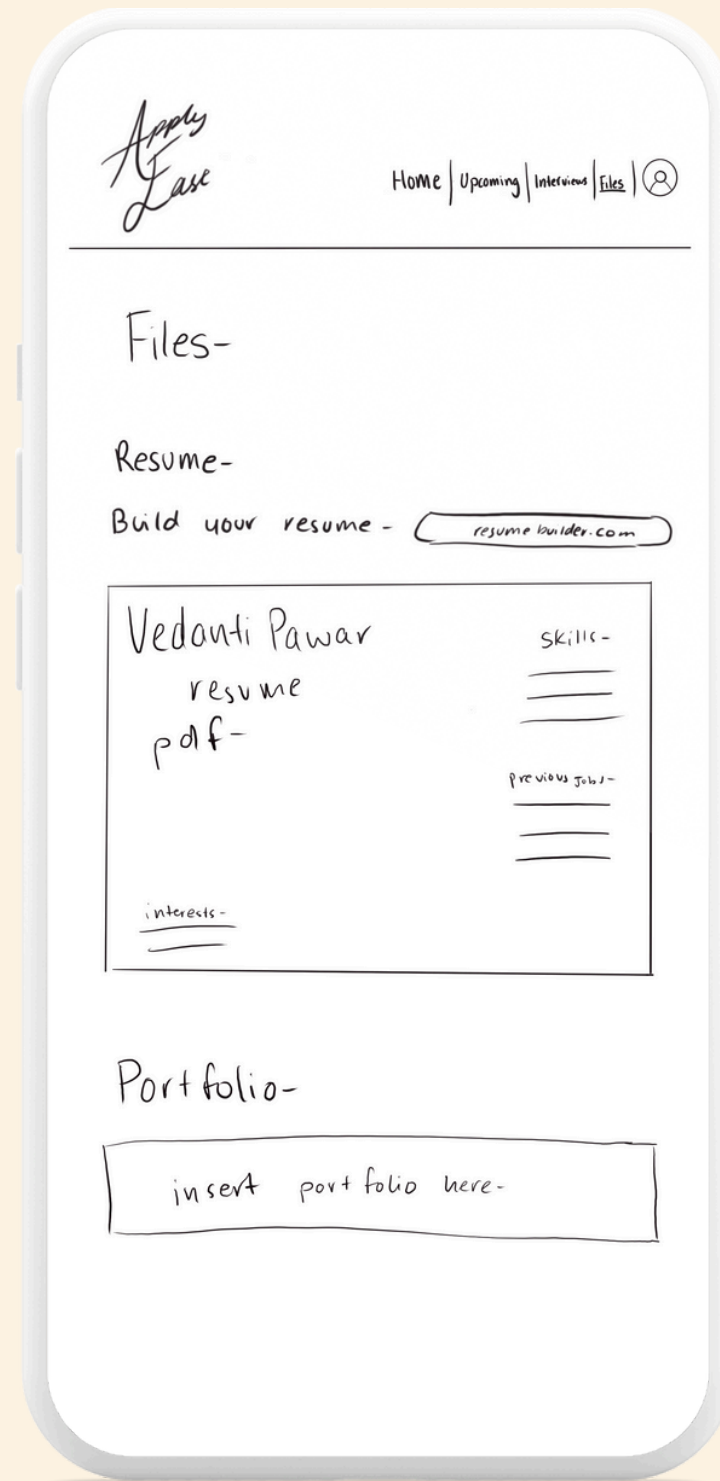
Upcoming connected to linkedin

# Paper Prototype

<https://bal0nc.axshare.com/>

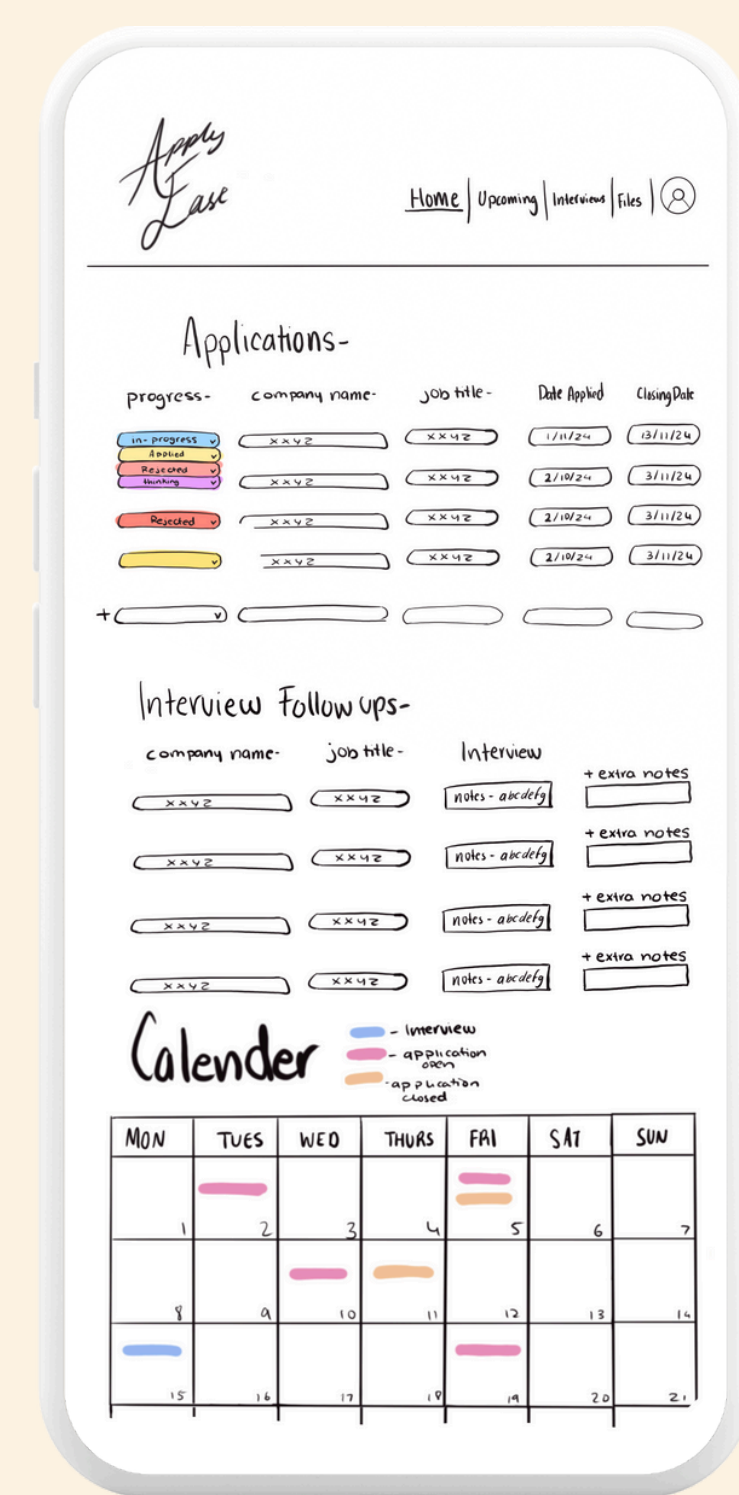


Interviews



Files

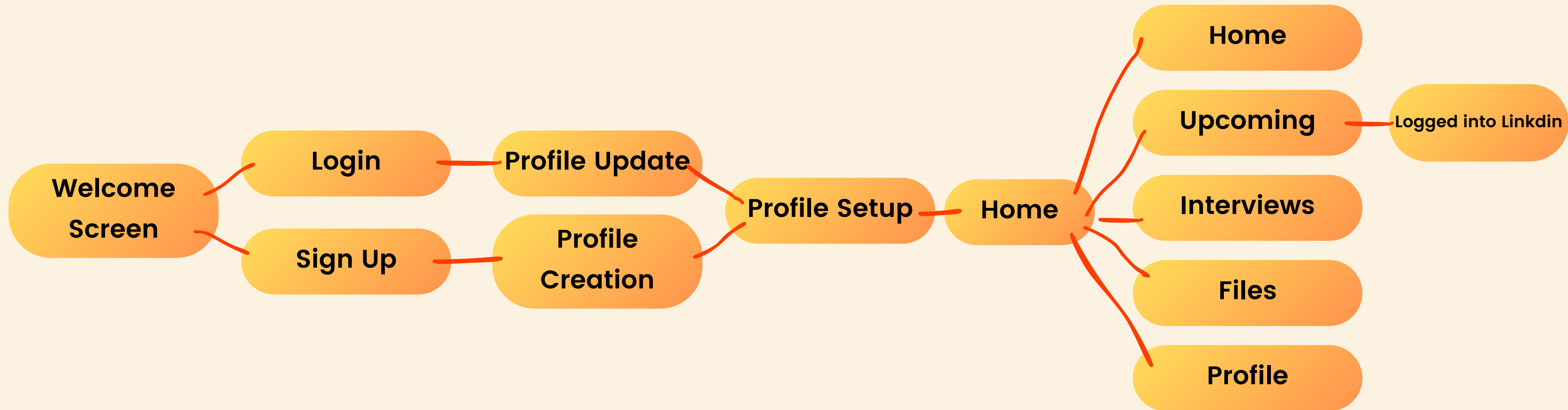
**Additional  
subpages  
(showing more  
details)**



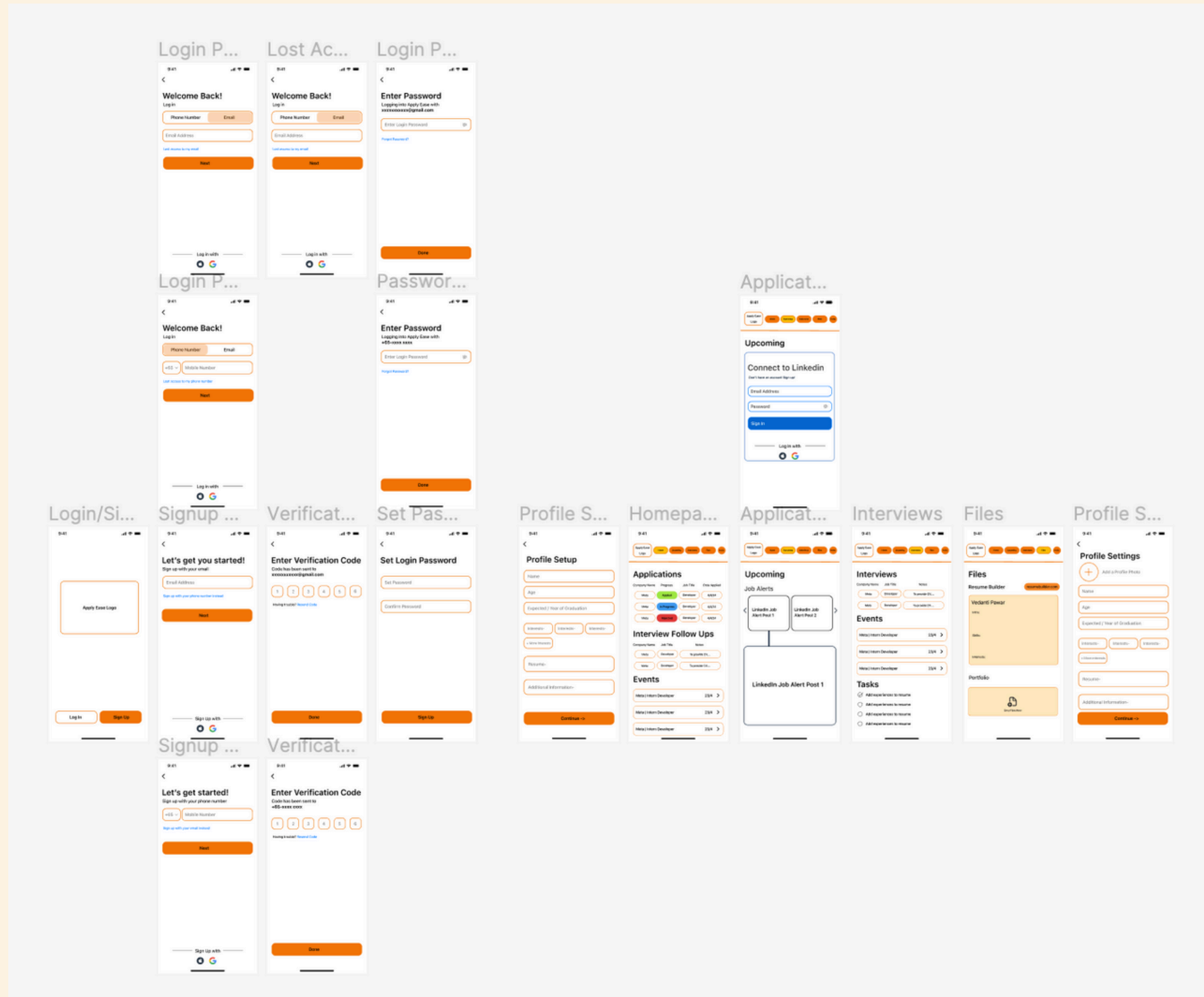
Home- with dropdown menu



# Main Features Flow Diagram



# Digital Wireframe Flow Diagram

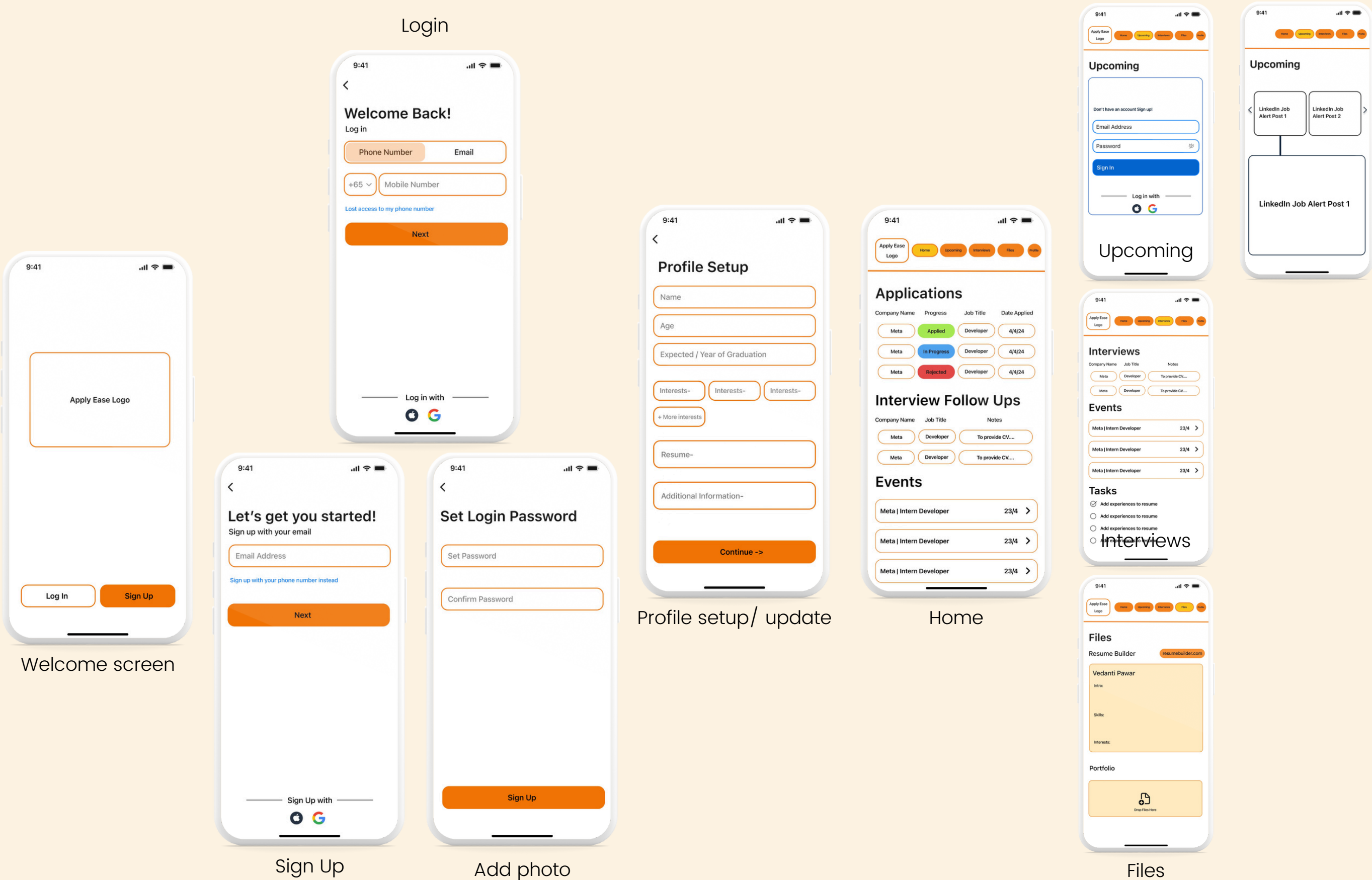


This flow diagram shows the design layout and subscreens for the Digital Wireframe so far.



# Digital Wireframe

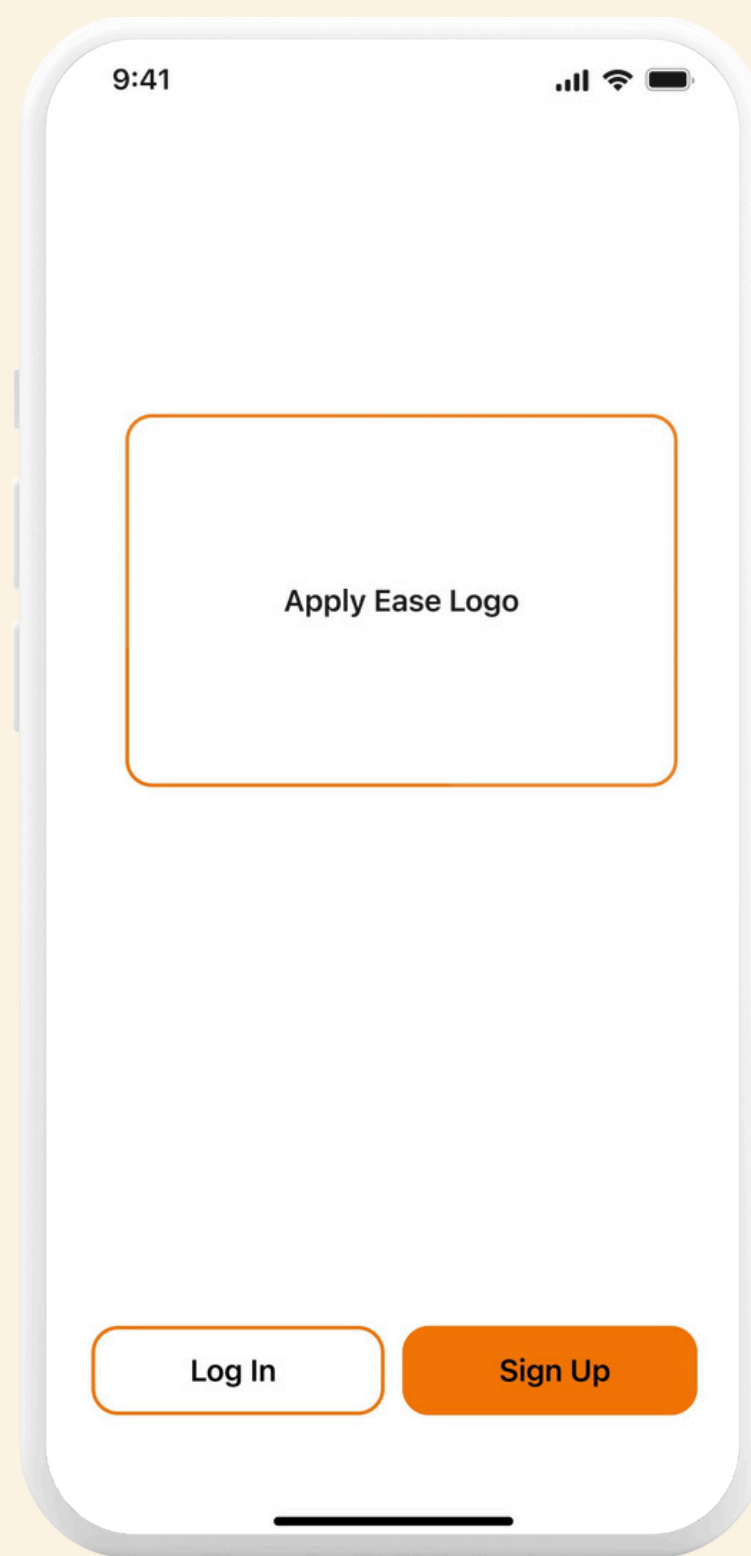
<https://www.figma.com/proto/IdAEMuC6liC0CDiOw6L9ye/Apply-Ease?page-id=0%3A1&type=design&node-id=1-305&viewport=296%2C295%2C0.11&t=D7Qa2e9VG4baNKs7-1&scaling=min-zoom&starting-point-node-id=1%3A305&mode=design>



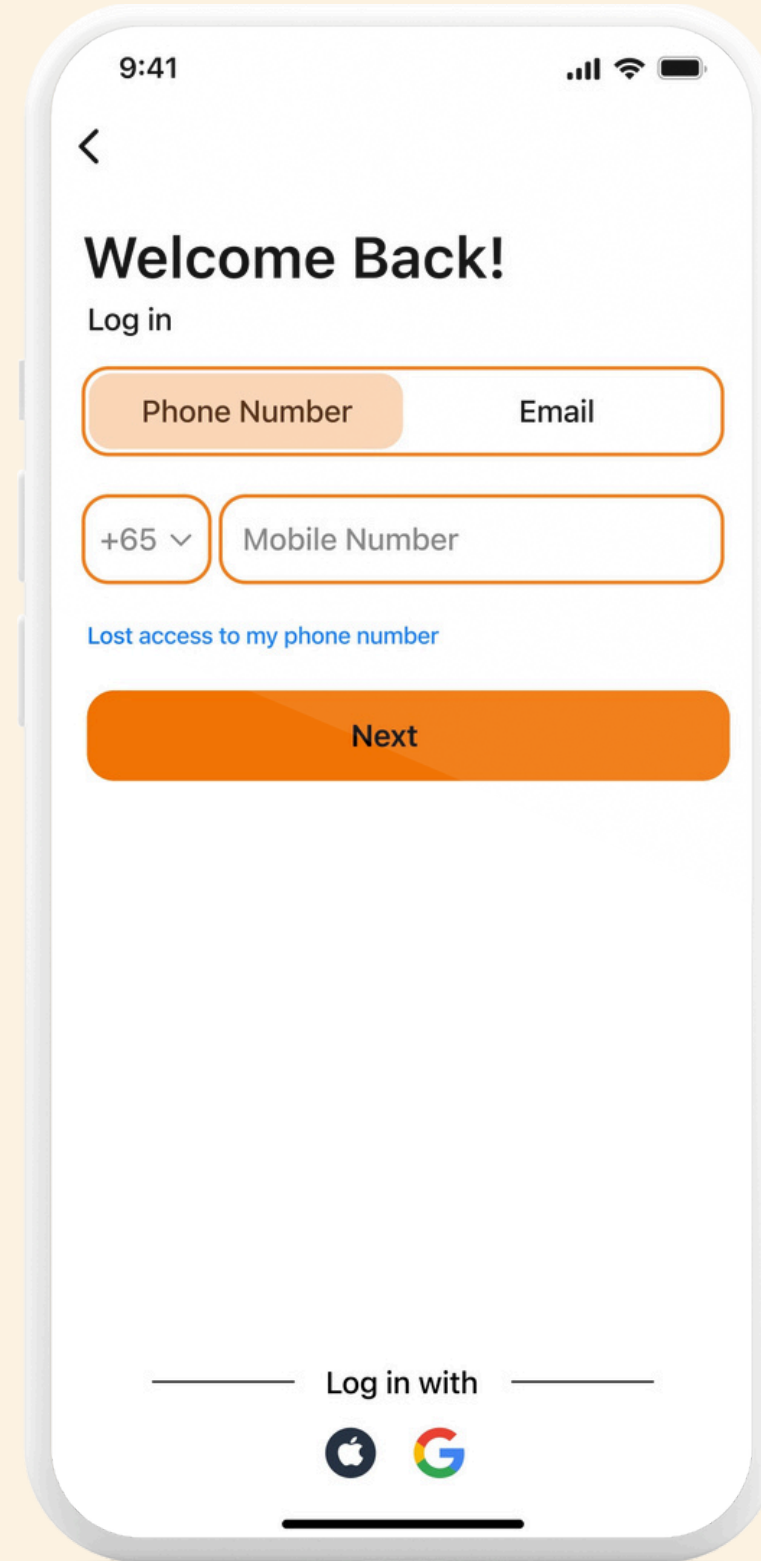
Upcoming  
connected to  
linkedin

# More detailed view

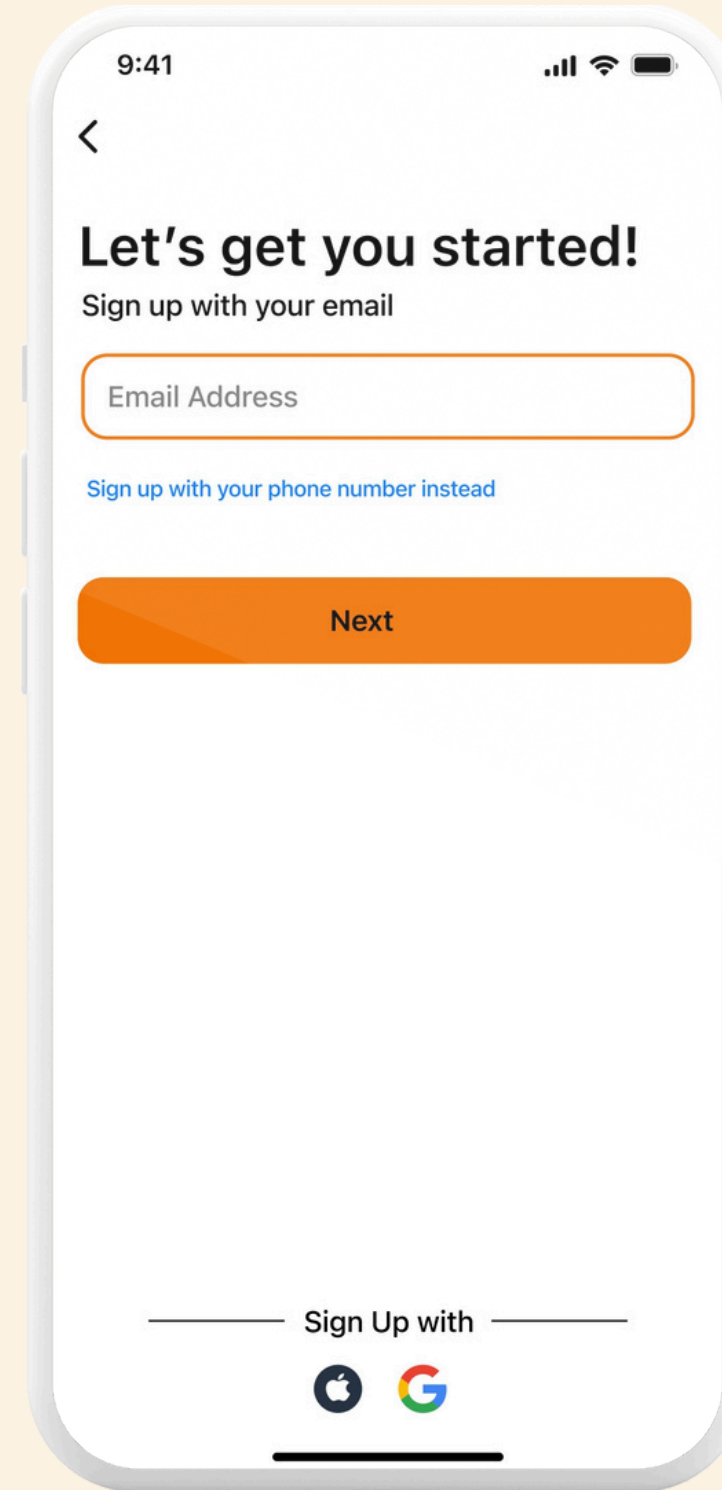
<https://www.figma.com/proto/IdAEMuC6liC0CDiOw6L9ye/Apply-Ease?page-id=0%3A1&type=design&node-id=1-305&viewport=296%2C295%2C0.11&t=D7Qa2e9VG4baNKs7-1&scaling=min-zoom&starting-point-node-id=1%3A305&mode=design>



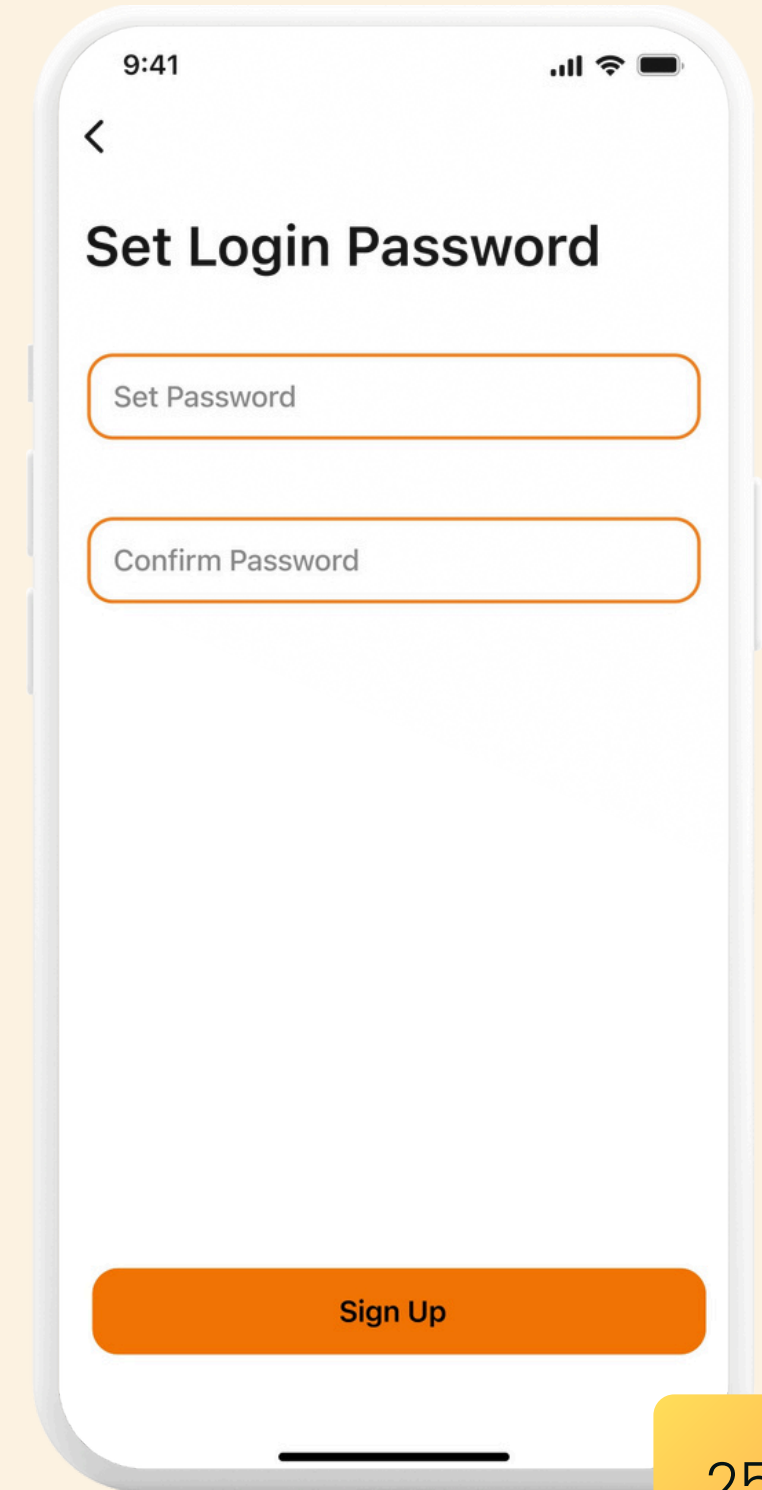
Welcome screen



Login



Sign Up



Password



# More detailed view

<https://www.figma.com/proto/IdAEMuC6IiC0CDiOw6L9ye/Apply-Ease?page-id=0%3A1&type=design&node-id=1-305&viewport=296%2C295%2C0.11&t=D7Qa2e9VG4baNKs7-1&scaling=min-zoom&starting-point-node-id=1%3A305&mode=design>

9:41

<

## Profile Setup

Name

Age

Expected / Year of Graduation

Interests- Interests- Interests-

+ More interests

Resume-

Additional Information-

Continue ->

Profile setup/ update

9:41

Apply Ease Logo

Home Upcoming Interviews Files Profile

## Applications

Company Name	Progress	Job Title	Date Applied
Meta	Applied	Developer	4/4/24
Meta	In Progress	Developer	4/4/24
Meta	Rejected	Developer	4/4/24

## Interview Follow Ups

Company Name	Job Title	Notes
Meta	Developer	To provide CV....
Meta	Developer	To provide CV....

## Events

Meta   Intern Developer	23/4 >
Meta   Intern Developer	23/4 >
Meta   Intern Developer	23/4 >

Home

9:41

Apply Ease Logo

Home Upcoming Interviews Files Profile

## Upcoming

Don't have an account Sign up!

Email Address

Password

Sign In

Log in with

Apple Google

Upcoming

9:41

Home Upcoming Interviews Files Profile

## Upcoming

< LinkedIn Job Alert Post 1 LinkedIn Job Alert Post 2 >

LinkedIn Job Alert Post 1

Upcoming connected to linkedin

# More detailed view

<https://www.figma.com/proto/IdAEMuC6liC0CDiOw6L9ye/Apply-Ease?page-id=0%3A1&type=design&node-id=1-305&viewport=296%2C295%2C0.11&t=D7Qa2e9VG4baNKs7-1&scaling=min-zoom&starting-point-node-id=1%3A305&mode=design>

9:41

Apply Ease Logo

Home Upcoming Interviews Files Profile

## Interviews

Company Name	Job Title	Notes
Meta	Developer	To provide CV...
Meta	Developer	To provide CV...

## Events

- Meta | Intern Developer 23/4 >
- Meta | Intern Developer 23/4 >
- Meta | Intern Developer 23/4 >

## Tasks

- ☒ Add experiences to resume
- ☐ Add experiences to resume
- ☐ Add experiences to resume
- ☐ Add experiences to resume

Interviews

9:41

Apply Ease Logo

Home Upcoming Interviews Files Profile

## Files

### Resume Builder

resumebuilder.com

Vedanti Pawar

Intro:

Skills:

Interests:

### Portfolio

Drop Files Here

Files

9:41

<

## Profile Settings

Add a Profile Photo

Name

Age

Expected / Year of Graduation

Interests- Interests- Interests-

+ More interests

Resume-

Additional Information-

Continue ->

Profile Settings

# User Testing

<https://www.figma.com/proto/IdAEMuC6liC0CDiOw6L9ye/Apply-Ease?page-id=0%3A1&type=design&node-id=1-305&viewport=296%2C295%2C0.11&t=D7Qa2e9VG4baNKs7-1&scaling=min-zoom&starting-point-node-id=1%3A305&mode=design>

I conducted a small user testing for the digital wireframe. I got some valuable feedback.

I really like the concept of this app, I think you could maybe work on the scale of the design, make it less cramped and easier to understand.

Lucas Robins

This design is very well done, I will definitely use this app for organising my internships. I think maybe work on making it more welcoming, change the colours and make the design more fun to interact with.

Renee Pairo

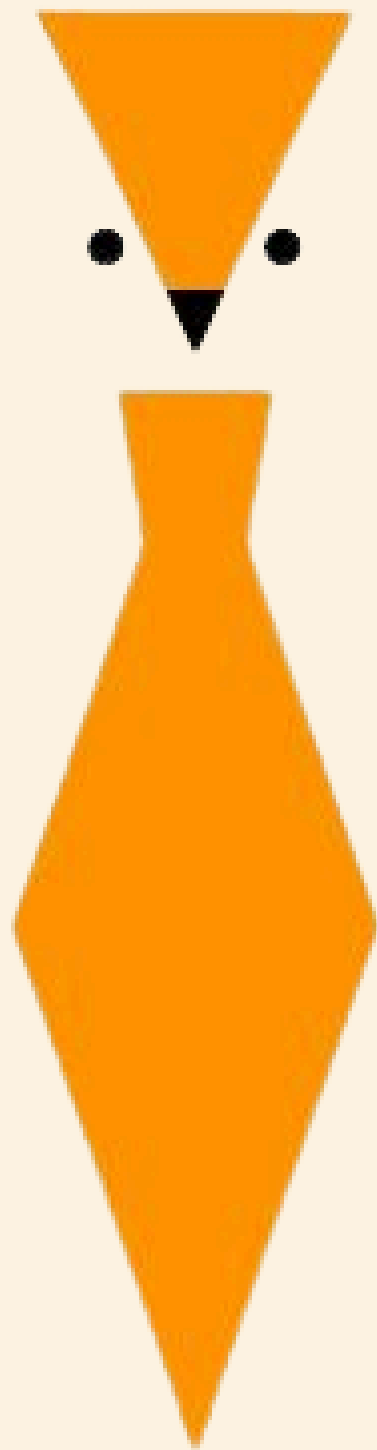


# Final Project

- I am happy with the overall progress and concept of the final design, I did find it hard to work on the dropdown menu for the progress section of the home screen.
- A few details I want to work on for next time would include the image carousel, This was too difficult for me to complete during this time frame.
- Although I think the overall design is very well done and I am proud of the design and the overall outcome of the design, I do think there are aspects that can be worked on however with the overall final design I am proud with the way it looks overall.

# Brand Visual Design

This is the visual brand for the overall app, the logo is lighthearted and fun, while also displaying a mascot who also mimics the design on a tie.



Font– SF Pro Text





# Visual Design Mockups





# Visual Design Mockups

