

Open Door Recruit Proposal

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As the job market expands, an unfortunate trend arises, reports of biased hiring processes from various companies persist. These practices should not exist in 2024 and we aim to address this issue with our application. Introducing Open Door Recruit—a mobile app designed to tackle employment biases, promote diversity, and offer an inclusive/accessible user experience (UX) and interface. Our platform addresses systemic biases and inequalities in recruitment by implementing blind recruitment features. Through these initiative features, we are prioritizing skills and experience over demographic factors. This promotes equitable opportunities for all candidates in design fields and contributes to building inclusive workplaces that reflect diverse perspectives/talents. When developing Open Door Recruit, we will draw upon theories of intersectionality, unconscious bias, and inclusive and equitable design principles. We also aim to acknowledge and mitigate any biases that could influence design choices. Focusing on the theory of inclusive design, we will focus on creating an app that is accessible and usable by the widest range of designers while still prioritizing those often excluded/marginalized in society.

The digital elements of our app include a range of features designed to foster inclusion and accessibility. Universally recognizable icons for buttons, diverse photographic images representing various backgrounds and abilities, sign language videos for accessibility, audio description (alt text) for visuals, voice-to-text features, captions for audio, and static animations with diverse characters are digital elements we plan to include. Additionally, colour selections will be made considering various forms of colour blindness and the contrast and typography sizing will be adjustable/customizable. Considering factors such as screen/viewing size and readability, integrating graphs or charts to complement textual information is not practical. However, we plan to present this information in visually appealing ways without compromising usability. Additionally, including graphs/charts may take away from the overall purpose of the

app, ensuring fair hiring practices, as people are naturally drawn to visual representations of information.

Considering Information Architecture (IA) concepts, our app would contain three to five panels. In doing this, we are prioritizing highlighting relevant information to specific users such as employers or employees while not overwhelming them with irrelevant information. For instance, to improve user experience, when employees searching for jobs use our app, they have different login pages compared to employers. Additionally, incorporating autofill job applications saves time for users looking for jobs. Including a search bar with a hamburger menu ensures easy navigation by providing users with breadcrumbs/backtracking and search options. As we plan on having different functions for different users, our main priority to ensure effectiveness for designers is having dedicated support and training resources as well as fostering communities via community engagement. With that, designers can stay updated on current trends, learn from one another as well as have opportunities to network with other designers. Furthermore, we want users to easily navigate our app so we are implementing card sorts and usability tests. This allows us to discover ways to enhance the clarity and organization of the textual information. In terms of application organization, the best method is conducting a tree test since it is the most impactful way to find the most effective site structure. Implementing these tests will help us understand the navigational aspect of our application.

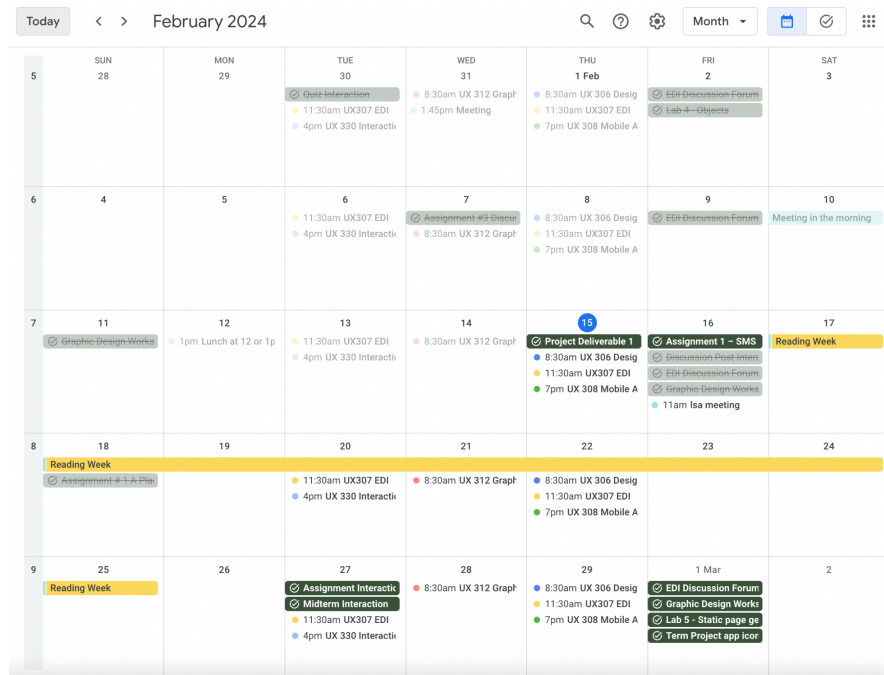
To maximize teamwork, we have several strategies in place. Allocating tasks based on individual preferences and strengths as well as regular weekly team meetings either during class periods or online to ensure progression are the top strategies we are employing. Although we do not have a specific timeline for finishing a task, we are allocating about a week for task completion; five days with two days as buffer time in case any delays occur. Additionally, for

continuous progress tracking, we use a Calendar (Google Calendar) to keep track of project deliverables and team meetings. As the appointed Project Manager (PM), Aliyah Ishmail will be utilizing this calendar regularly to make sure everyone is accounted for as time management is extremely important to us.

We plan to take advantage of user interviews while developing our app. User interviews are important to us to gain a better understanding of our target audience. Various questions in our interviews will be centred around other job applications, how they feel during the application process, what inclusion looks like to them, and any features from various apps they love. By having these different sections, we can gain a better understanding of how to support our users with the primary research (interviews) being our main guiding principles while using secondary research as support. Logistically, we plan on using Zoom to make it accessible for everyone. The interviews will be no longer than 30 minutes to ensure we are respecting participants and their time. From there, we plan to utilize card sorts and tree tests as they will help us sort our findings in structuring the app's interface.

Regarding project breakdown/section creation, Abibat is responsible for content/text, prototypes in Figma, usability testing, and interactive design/editing. Aliyah (Project Manager) is responsible for secondary research, wireframes, and prototypes in Figma. Marc is responsible for accessibility design features and focusing/researching on equity, inclusion, and diversity, while Alex is responsible for visual design, settings/preferences, and wireframes. Lastly, Prableen is responsible for editing and reviewing documents. We are splitting up the work based on preferences and strengths, however, as teamwork is extremely important to us, we are going to be helping each other throughout the entire process.

To foster diversity and accessibility, we need to incorporate these ideas into our group's work environment and processes. One way we are implementing this is through our Discord channel. It is a platform that is accessible to everyone and it is easy to use. This makes it easy to communicate with each other regarding group tasks, check in with each other, and offer help. Additionally, to ensure every member feels respected and valued, we engage in open communication. Part of fostering respect within our group is respecting people's time. If someone is unable to meet or has any last-minute cancellations, it is important and respectful to communicate that with the team so we know how to go about it. This could manifest in various ways such as having empathy for them, keeping them in the loop as if they were present, and making sure their ideas are heard regardless of their presence.



Note. From Google Calendar; by Aliyah Ishmail, 2024.