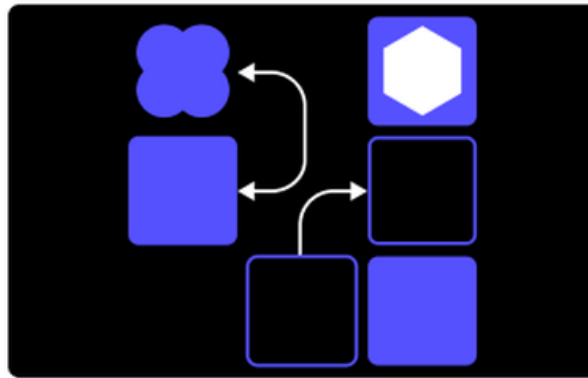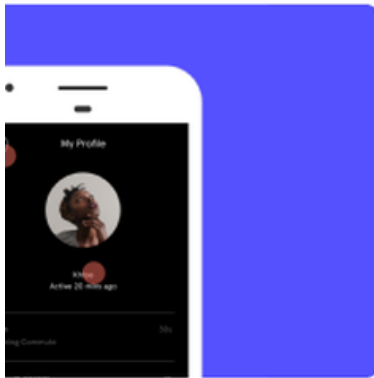# Design Framework utilizing Figma
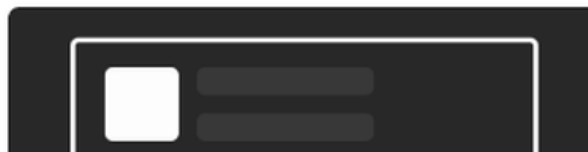

Figma

San Francisco, CA

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The project entails developing a job matching platform in India, connecting blue-collar workers with potential employers. The platform provides workers with a digital profile, enabling them to efficiently search for employment, while also providing employers with confidence in the authenticity of job credentials.

The Challenges

The client encountered several challenges with their existing platform, including:

- User dropouts at the landing page

- Restriction on uploading only one user profile at a time

- Absence of a communication system for users to seek help and support

- Inability to share job postings on external platforms

- Lack of a referral system

Quarks Solution

Quarks addressed these challenges by providing usability and design solutions, with the aim of increasing user traffic, application rates, and job opening visibility. The solutions offered were as follows:

- Designing a visually appealing landing page for the web portal

- Developing a referral workflow for the mobile application

- Implementing a design space for sharing jobs through WhatsApp

- Creating a user-friendly interface for accessing help and support

- Designing a UI/UX workflow for bulk candidate profile uploads

The Benefits

Quarks' innovative solutions brought about the following benefits:

- Increased user visits by over 50% after revamping the website

- Reduced candidate profile upload time

- Simplified job sharing on external platforms, enhancing visibility and reach