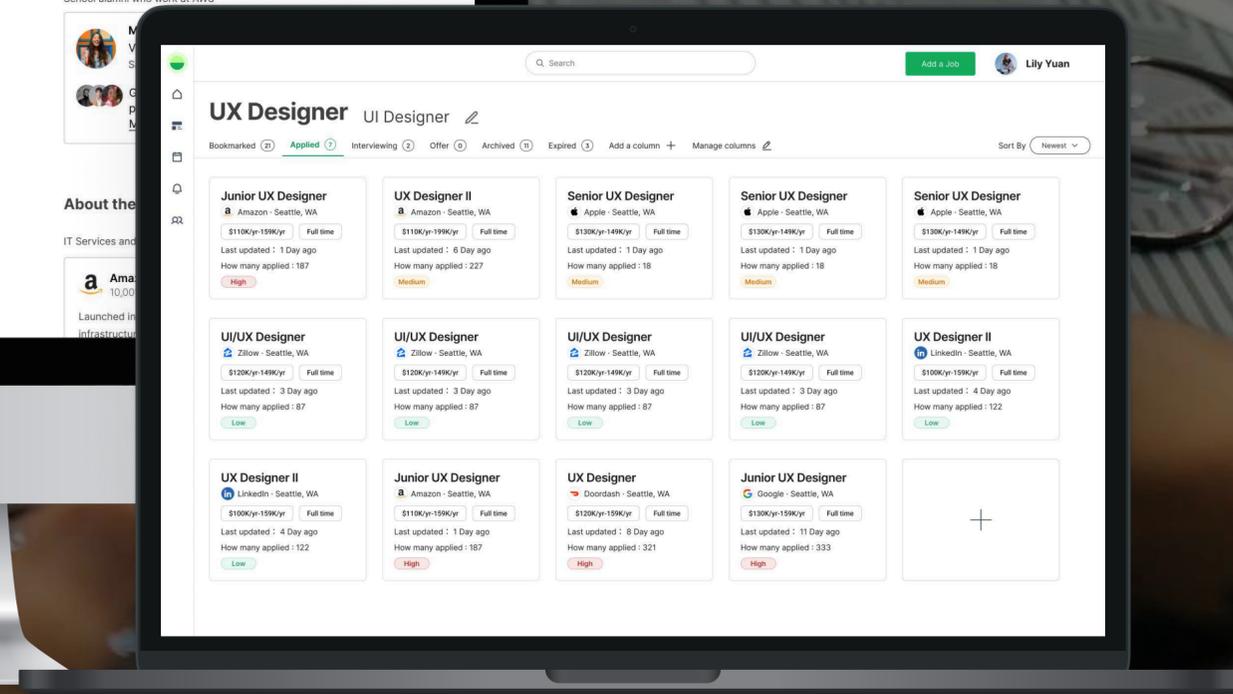
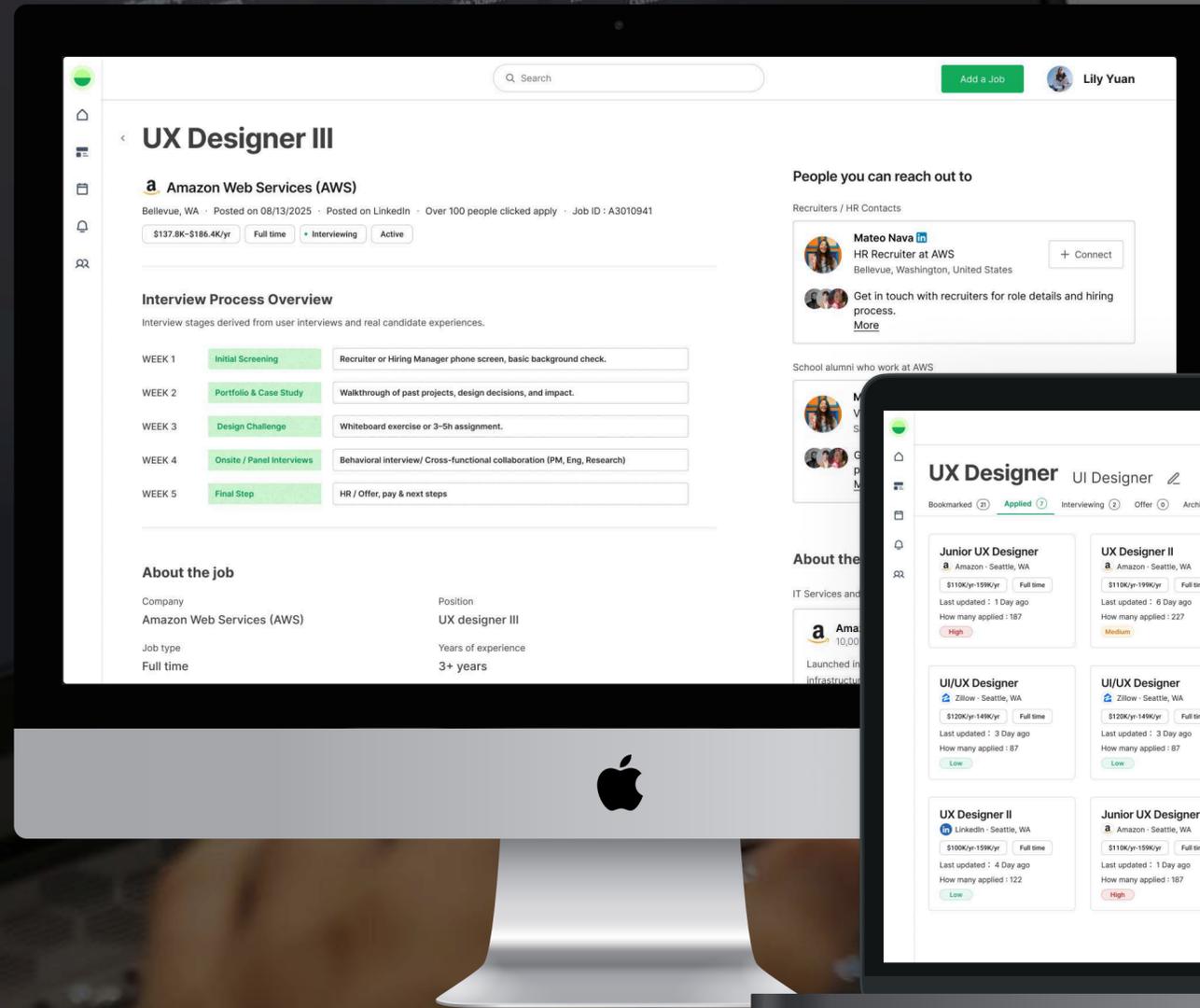


# JobTrack AI

Apply smarter, stress less.  
Your AI assistant for tracking,  
organizing, and winning your job  
hunt.



Industry  
Career / Job Search

Product Type  
B2C SaaS

Platform  
Web

Role  
UX designer & Researcher

Timeline  
June – August 2025

Designer  
Yunlan Fu

# Project Content

01

## Project Background

What is JobTrack AI

Why Job Seekers Feel Lost

Competitor Analysis

02

## The Problem

Problem Statement

5W's framework

Survey Findings

Interviewee Overview

Key User Insights

03

## User Pain Points

Lack of Structured Tracking

Application Confusion

Interview Anxiety

User Personas

User Journey

04

## The Design

Ideation & Wireframe

Design System

Try the Prototype

05

## Testing & Next step

Testing & Feedback

Testing & Feedback

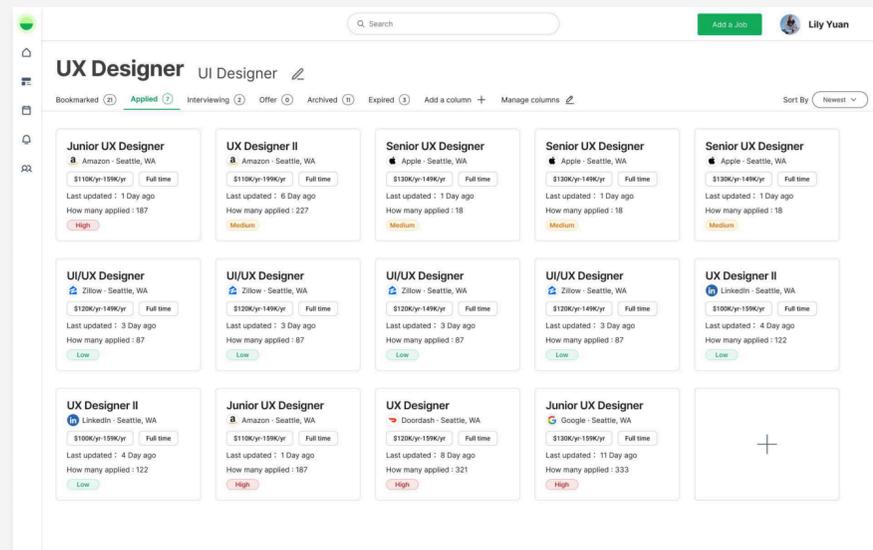
01.

Track. Follow up. Get hired.

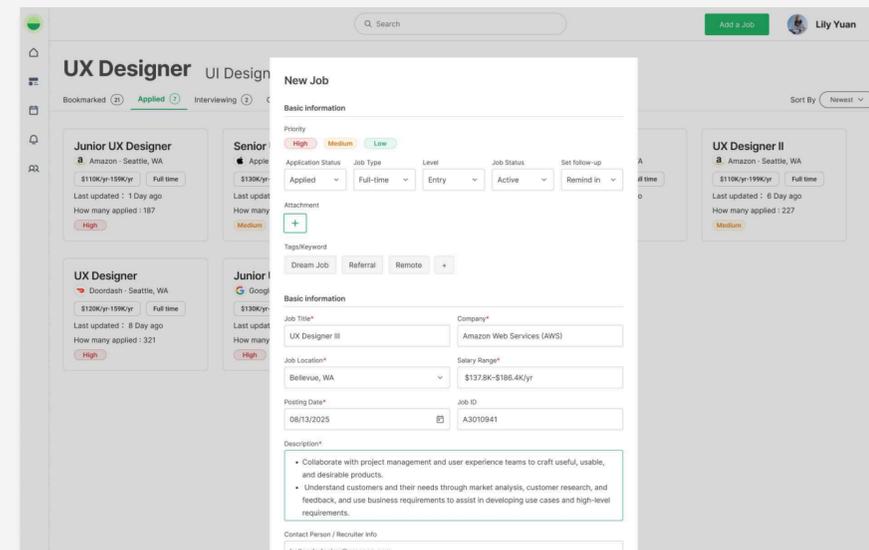
# Project Background

Track. Follow up. Get hired.

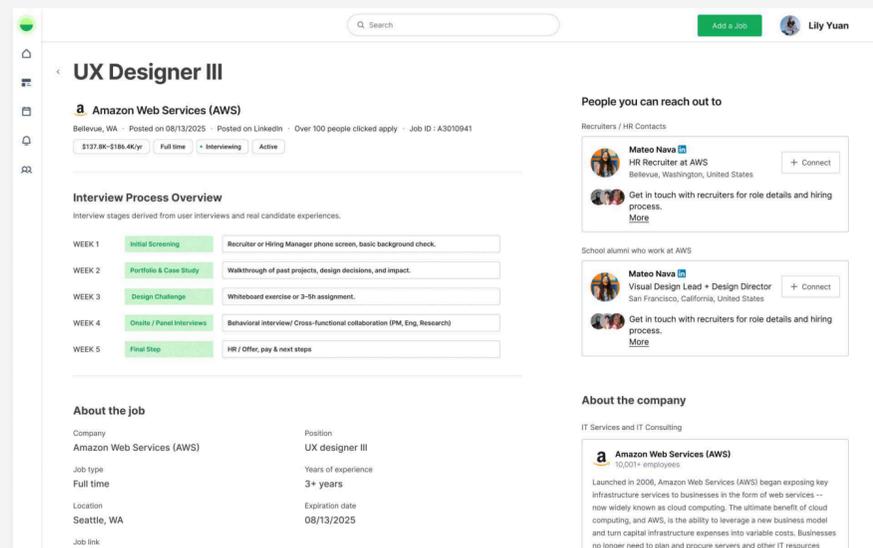
# JobTrack AI helps job seekers stay organized and confident with a Kanban dashboard, automated reminders, and AI-powered interview support.



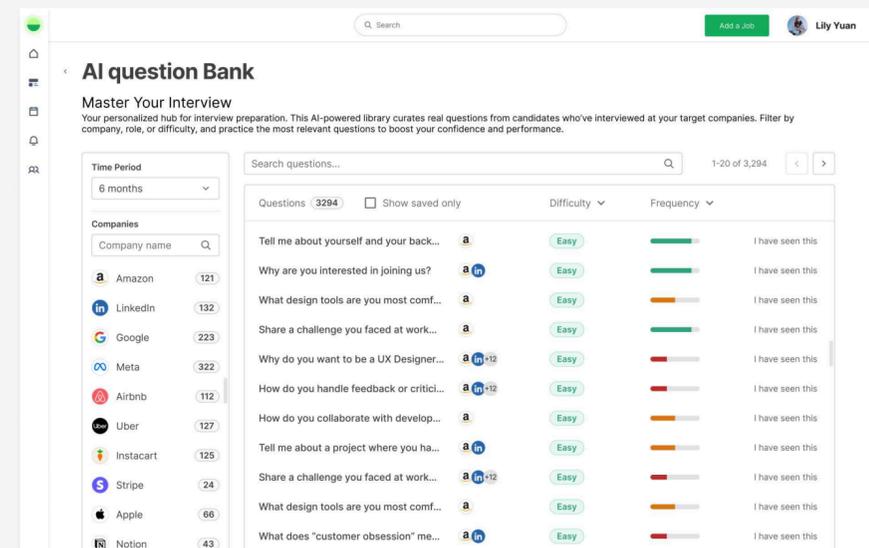
Visualize your job search



Keep your job data in one place



Stay informed and prepared



Ace your interviews with AI

# Job Hunting Feels Messy — And It's Not Just You

📉 Only **~2–8%** of applications lead to interviews,

it often takes **~100–200+** applications to earn one offer

Searching job boards, managing recruiter emails, and tracking confusing statuses —it's no surprise that 57% of job seekers give up midway.

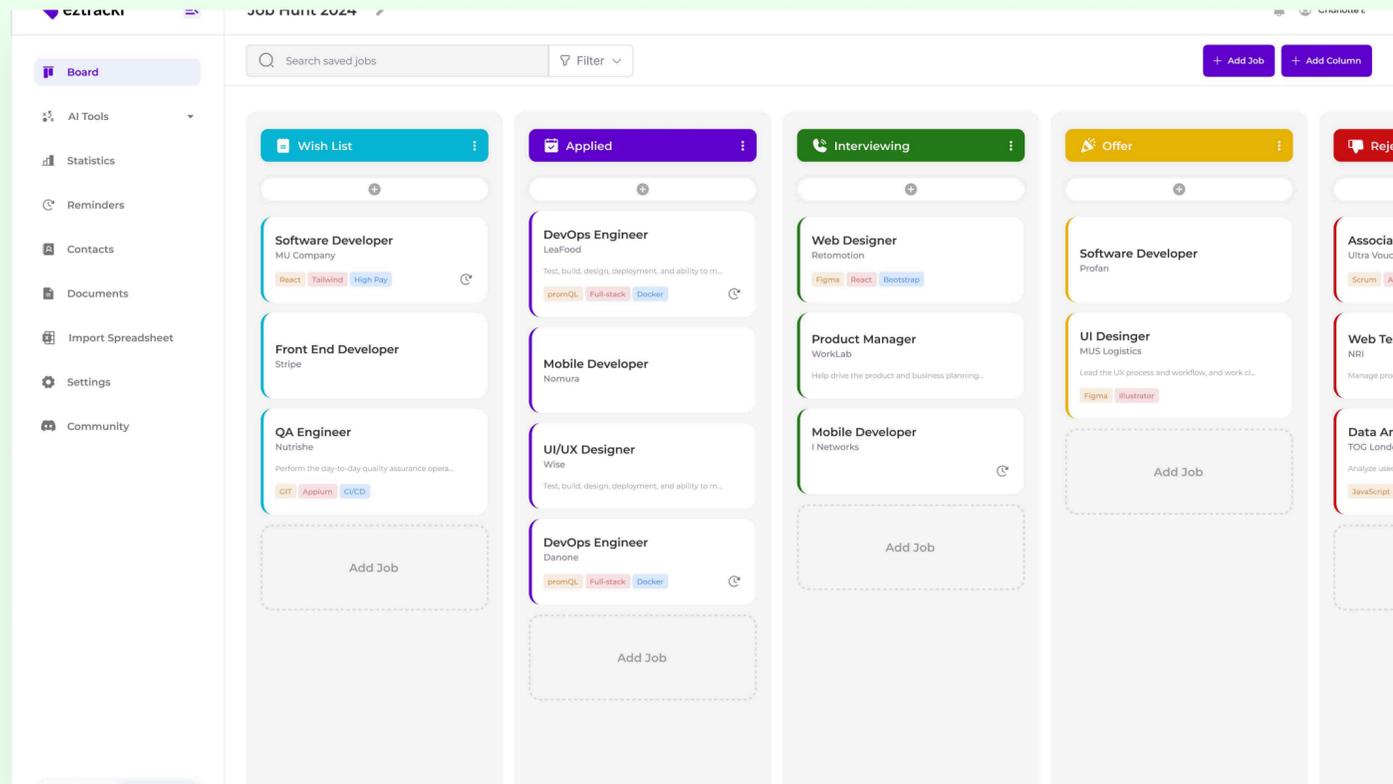


# Competitors Analysis Chart

Feature / Tool	Eztrackr	Huntr	Trello	Teal	Workmate	JobCopilot
Mobile/Web	Web only	Web & Mobile	Web & Mobile	Web only	Web only	Web only
drag And drop	✗	✓	✓	✗	✗	✓
Main View	Kanban	Kanban	Basic Kanban	Kanban + details pane	Kanban + list	Kanban + AI insights
Job Info Import	Link, Chrome Ext.	Link, Chrome Ext.	Manual input	Link, Chrome Ext.	Link, Chrome Ext.	Link, Chrome Ext.
AI Resume Matching	✗	✓	✗	Basic suggestions	Limited	✓
Email Parsing	✗	✗	✗	✗	✗	✓
Follow-Up Reminders	✗	Set reminders	Manual setup	Basic reminders	Task reminders	✓
Dashboard Visuals	Simple	Colored cards	Drag/drop cards	Timeline + tags	List + Kanban	Clean UX
Job Closed Detection	✗	✗	✗	✗	✗	✗
Target Audience	Job seekers	Job seekers	General users	General users	Professionals	Tech-savvy seekers
Unique Value	Basic tracker	Visual pipeline	General-purpose task tool	Career toolbox	Work-style task split	AI automation
Summary	a minimalist tracker for basic logging. It lacks visual hierarchy, automation, or smart reminders.	offers a visual pipeline with Chrome extension and strong UX. It's ideal for frequent applicants.	not built for job tracking but works with customization. Offers flexible Kanban but no AI support.	blends job tracking with a lightweight resume tool. Navigation needs improvement.	focuses on professional task management but lacks clarity and automation for job seekers.	full AI automation, actionable insights, and the best UX among the group.

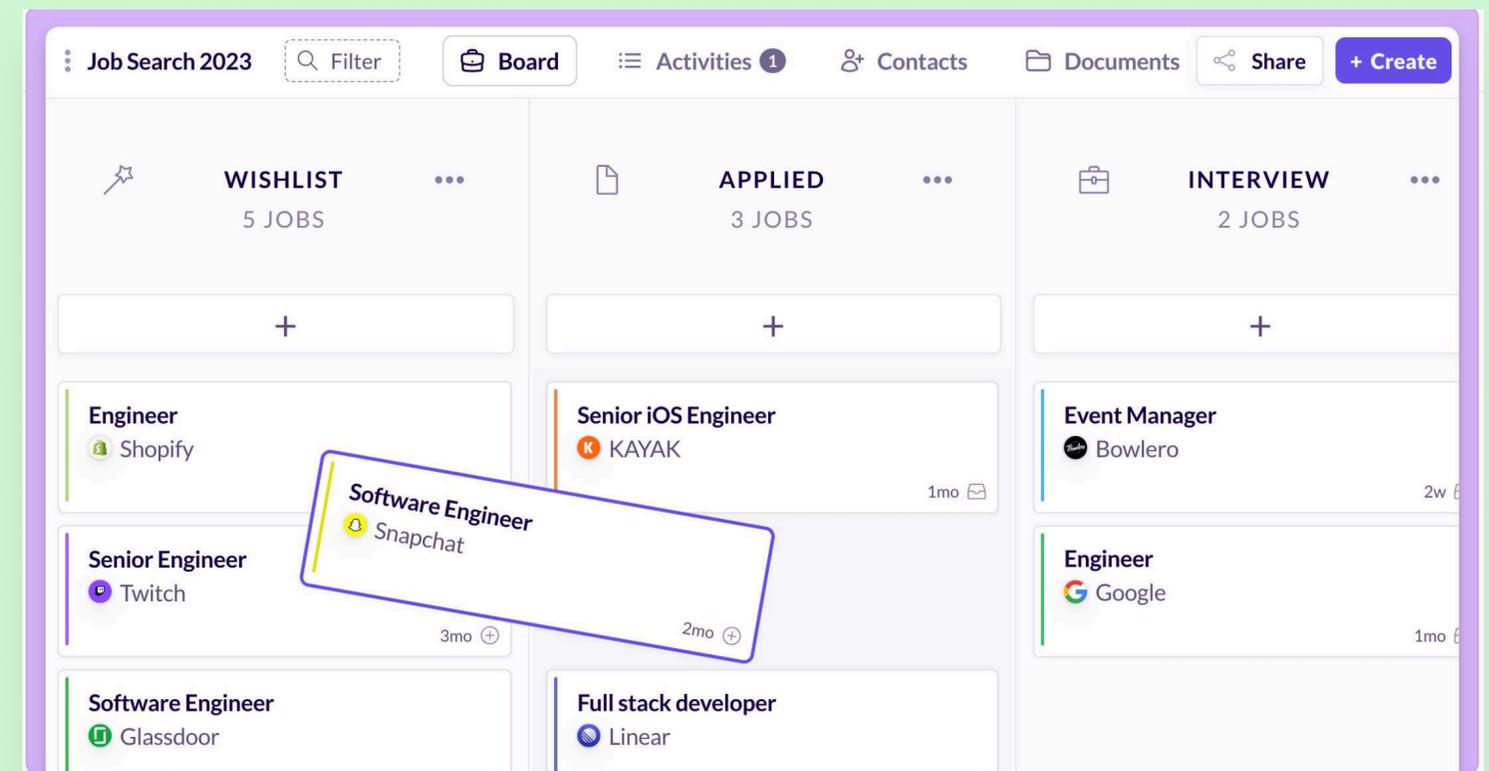
## Main Competitors

# What Other Job Tracking Tools Are Doing



## Eztrackr

Focus more on applying jobs, not managing them  
Track jobs from across the web with our Chrome Extension.  
One-click save job details on all popular job boards  
Move jobs between columns as you progress through the application process  
See your overall job hunt statistics and insights



## huntr

Keep track of all your job applications  
No more messy spreadsheets. Track and manage all your job applications in one place. Instantly save job descriptions, contacts, salaries, documents, and more.

# 02.

Job Search Is Stressful, Messy, and Lonely.

## The Problem

**Job seekers often feel overwhelmed and disorganized during their job search, especially when applying to many roles across various platforms. They struggle to remember which jobs they applied for, what stage they're at, or whether they followed up with recruiters.**

**This lack of visibility and structure can lead to missed opportunities, duplicate applications, or delayed responses—ultimately hurting their chances of landing a job.**

How might we reduce this cognitive load and help users track their job search effortlessly?

**Problem Statement**

# Understanding Job Seekers' Struggles and Contexts

## Who

Job seekers—especially those applying to multiple roles across various platforms.

## What

They often feel overwhelmed and disorganized while managing their job applications.

## When Where

Throughout the job search process, across platforms like job boards, emails, spreadsheets, and calendar tools.

## Why

Because it's hard to remember which roles they've applied to, what stage each application is at, and whether they've followed up with recruiters.

## Screener Survey Insights

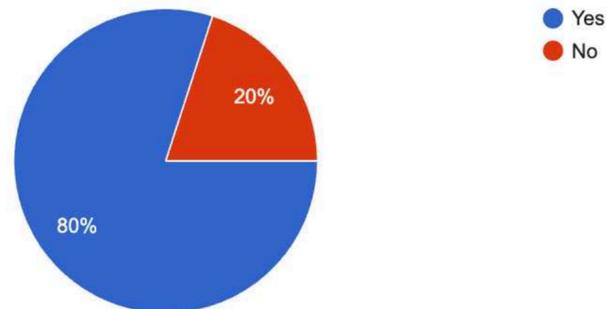
# Most job seekers don't track their applications— but they're open to AI if it saves effort.

### 60%

don't track their job applications at all

Are you currently job hunting?

10 responses



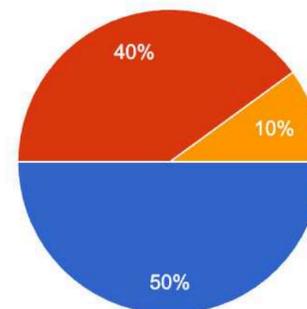
### 50%

applied to 0–5 jobs last week, while 40% applied to 6–15 jobs

How many jobs have you applied for in the past week?

10 responses

0–5  
6–15  
16–30  
30+

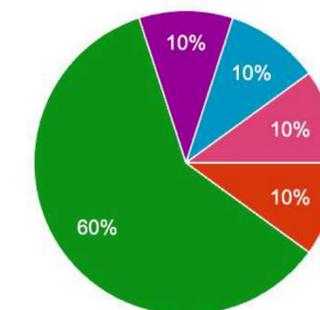


## Others

Use lightweight tools like Trello, Notion, or just wait for replies.

How do you currently track your job applications?

10 responses



Spreadsheet (Excel, Google Sheets)  
Notion  
Trello / Workmate / Teal / Huntr / Jobcopilot / Eztrackr / Other Kanban tool  
I don't track  
Google Keep  
Through job boards like Indeed.  
I feel like I just rely on getting responses about jobs for tracking... I don't really track them outside of waiting for a res...

[Copy chart](#)

## Who We Talked To

# A diverse set of job seekers with different roles, behaviors, and tool preferences.

Interviewee	Background	Application Frequency	Tracking Method	Platforms Used	AI Usage
A	UX Designer Intern	Occasionally applying	LinkedIn's "My Jobs"	LinkedIn	No
B	Front-End Engineer	5-6/week	Google Keep	LinkedIn, Dice, Indeed	Yes (ChatGPT)
C	Visual Designer	2-3/week	No structured system	LinkedIn, Indeed	Yes (ChatGPT)
D	UX Researcher	5+/week	LinkedIn + Notion	LinkedIn, Indeed	Yes (ChatGPT)
E	Student	Was 50+/week, now occasionally applying	LinkedIn "My Jobs"	LinkedIn	Limited
F	Product Designer	2-3/week	Memory/Email search	LinkedIn, Indeed	Yes (ChatGPT)

# What I learned from users—and the challenges I must address in my design.

## Insight #1

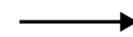
**Fragmented tracking causes missed opportunities.**



Users struggle to stay organized without a central system to track roles, follow-ups, and resume versions.

## Insight #2

**Simplicity is key.**



Overly complex systems like Notion are abandoned. Users want visual clarity, preferably in a Kanban format.

## Insight #3

**AI can improve efficiency, if controlled.**



AI is appreciated for repetitive or time-sensitive tasks but should allow human oversight and edits.

## Insight #4

**Users want guidance, not just data.**



They crave actionable insights like who to contact, what to prepare for in each interview round, or when to follow up.

# 03.

Real Stories. Real Struggles.

## The Story

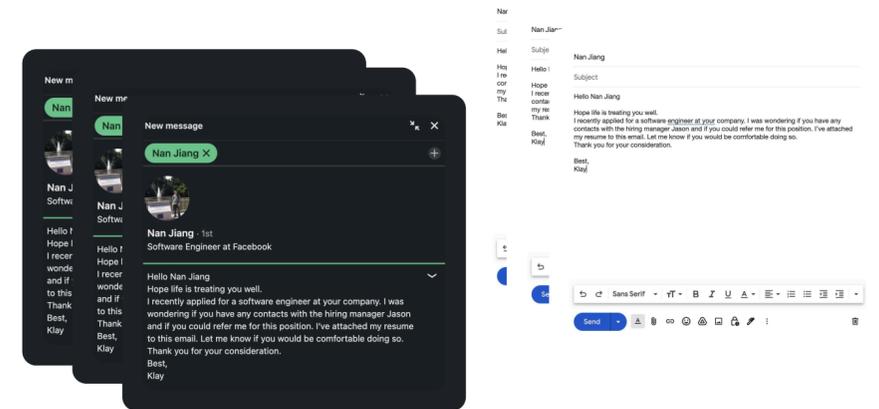
# Lack of Structured Tracking

Most users rely on LinkedIn's "My Jobs," email inboxes, or simple notes apps like Google Keep. None used dedicated tracking software consistently.

HMW help users reduce friction in tracking and following up on job applications?

# How might we streamline the journey before the actual conversation happens?

I kept track of applications using LinkedIn and Gmail, but everything felt scattered.



Sometimes I apply twice to the same company—just because I couldn't remember.

I spend so much time searching emails for deadlines or interview dates.

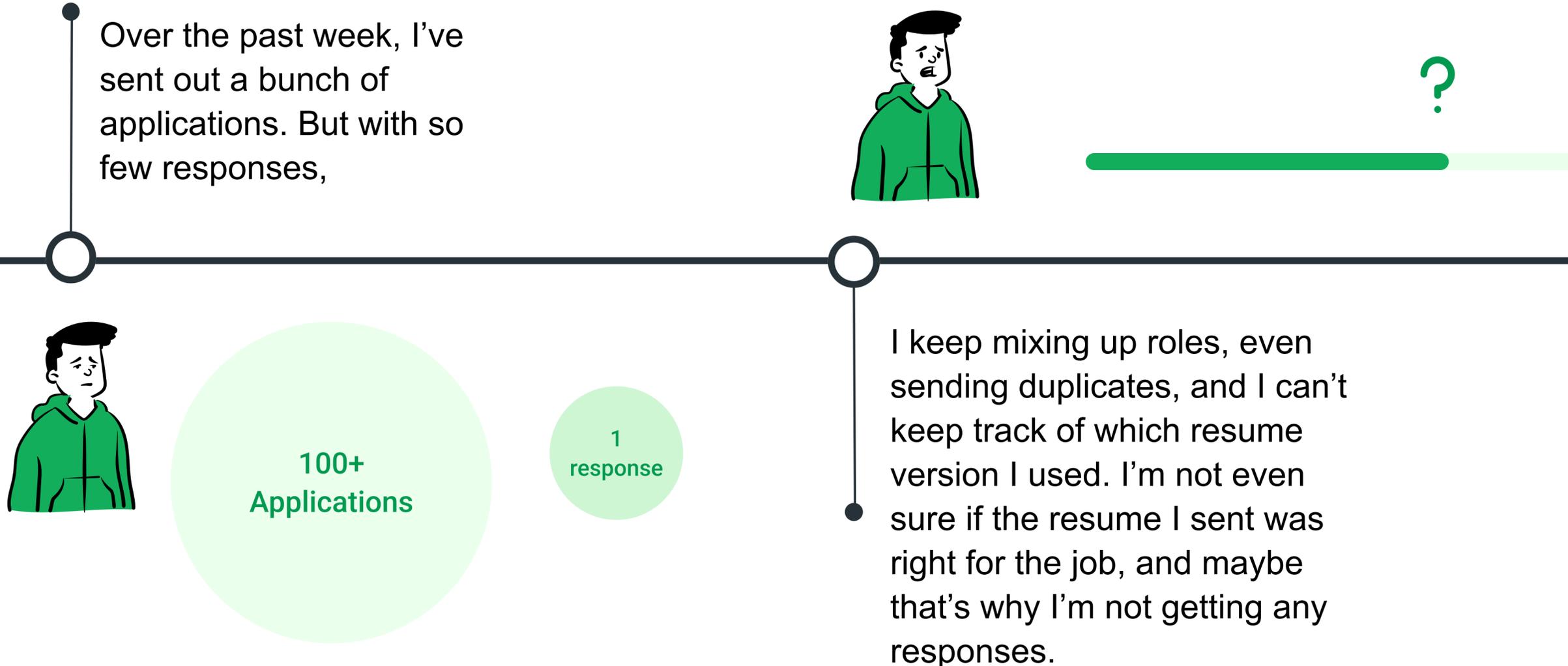
I keep rewriting the same intro for every email. There should be a faster way.

# Application Confusion

Many users forget which roles they applied to or submit duplicate applications. Resume version control is also a problem.

HMW turn high-touch physical interHMW help job seekers track applications and reduce confusion during the hiring process? actions into a touch-free digital experience?

## He is stuck in the job hunt – confused and left in the dark.



# Interview Anxiety

After getting an interview, many job seekers feel lost. They don't know what to expect or how to prepare, and wish they had help.

HMW support job seekers in reducing anxiety and preparing confidently for upcoming interviews?

## From Panic to Prepared: Helping Him Ace the Interview

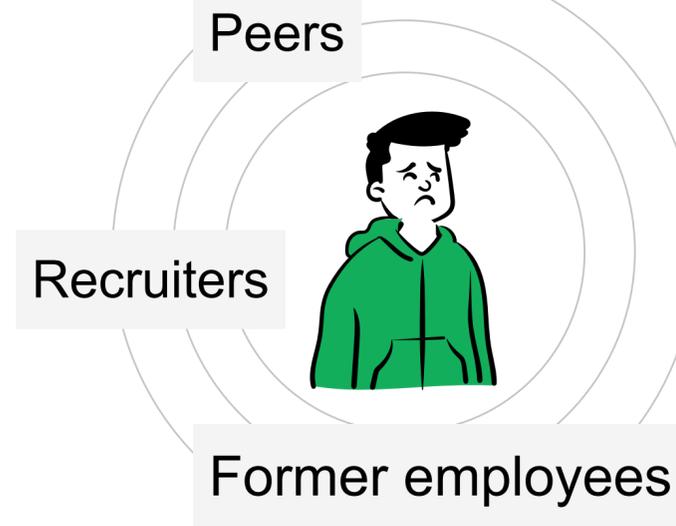
I finally got an interview after sending out so many applications.



Can someone help me understand what this company is really like?



But now I'm panicking — what questions will they ask? How do I stand out? I need help figuring this out.



Job hunting story

**These aren't just stories —  
they're happening around us, right now.**

**So we created two personas based on real people and their  
job search struggles.**



Jason

✨ Demographics

🚀 Age: 33 years old

🚀 Role: Front-End Engineer

🚀 Location: San Francisco

🚀 Job Search Status: Actively applying

🚀 Tools Used: LinkedIn, Dice, Indeed

🚀 Tracking Method: Google Keep; avoids using complex tools like Notion

“I forget what I applied for—even during interviews. I really need something to stay on top of all this.”

### 📌 Tasks

- Avoid duplicate applications and track submissions efficiently
- Know if a job is still open or no longer accepting applicants
- Prepare strategically for each interview round with company-specific insights
- Use a simple, fast system that doesn't slow him down

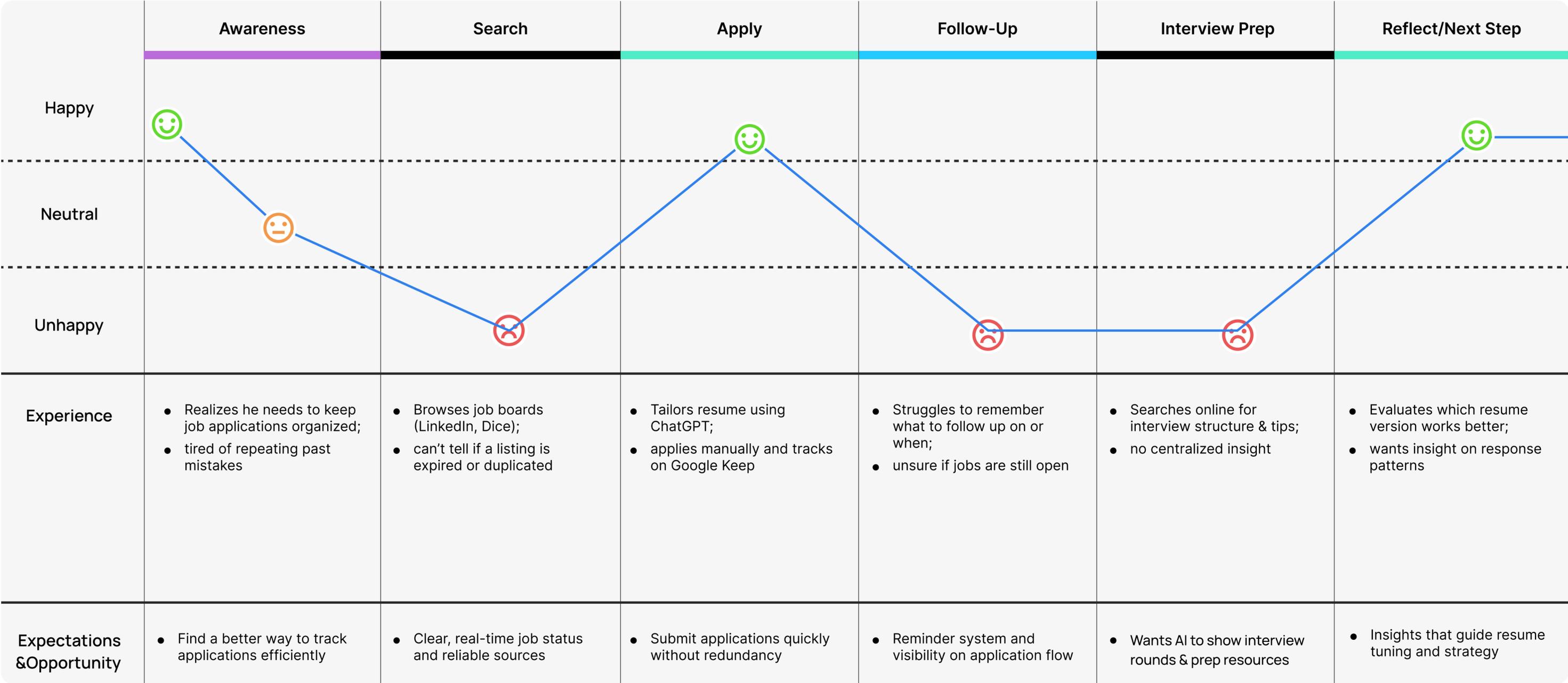
### 😡 Pain Point

- Doesn't know how many interview rounds to expect—preparation is stressful
- Tracks jobs in Google Keep, but checking for duplicates is slow
- Often unsure if a job is still open—info is inconsistent across platforms
- Spends too much time organizing, not enough on actual prep

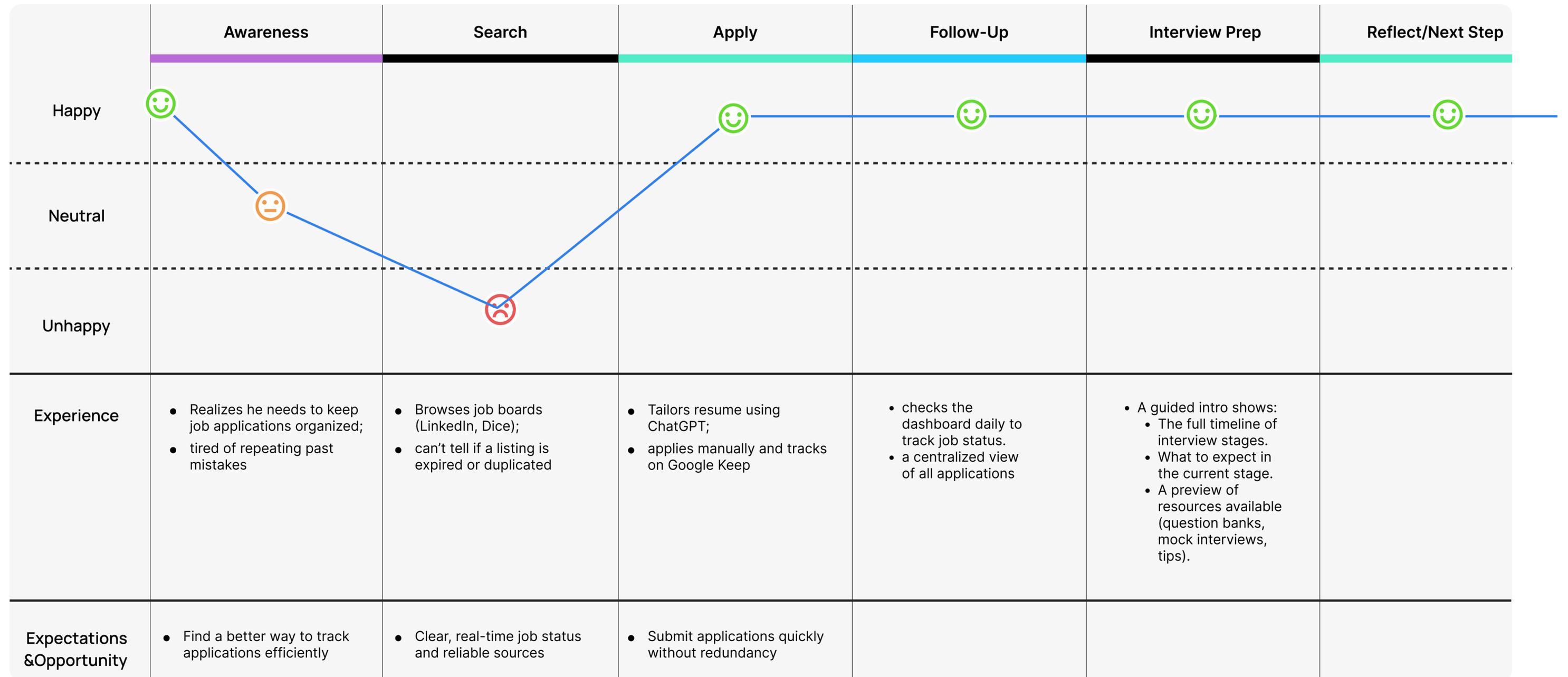
### 🎉 Brief story

Jason is a front-end engineer applying to roles at big tech companies. Each application can lead to multiple interview rounds, but preparing is stressful—he's constantly Googling company-specific tips and trying to guess what's coming next. He keeps track of everything in Google Keep, but it's hard to tell if he's already applied or if the job is even still open. He wants a tool that's fast, clear, and gives him useful insights—like interview structures or expired job warnings—so he can focus on preparing, not just managing.

# Jason's Journey Map (Present)



# Jason's Journey Map(Future)





Emily

#### ✨ Demographics

🚀 Age: 23 years old

🚀 Role: UX Design Intern

🚀 Location: Seattle

🚀 Job Search Status: Quietly seeking full-time roles while interning

🚀 Tools Used: LinkedIn (mostly), occasional Indeed

🚀 Tracking Method: Relies on LinkedIn's "Applied" list; doesn't use external tools

“Even when I really care about a job, I get stuck—digging through emails, trying to remember which resume I sent, or figuring out who I should even contact. It's just too much to manage by myself.”

#### 📌 Tasks

- Transition from internship to a full-time role
- Keep track of which version of resume was sent to which job
- Know the status of past applications without digging through email
- Discover insider opportunities (open houses, events, who to reach out to)
- Reduce time spent on manual tracking and research

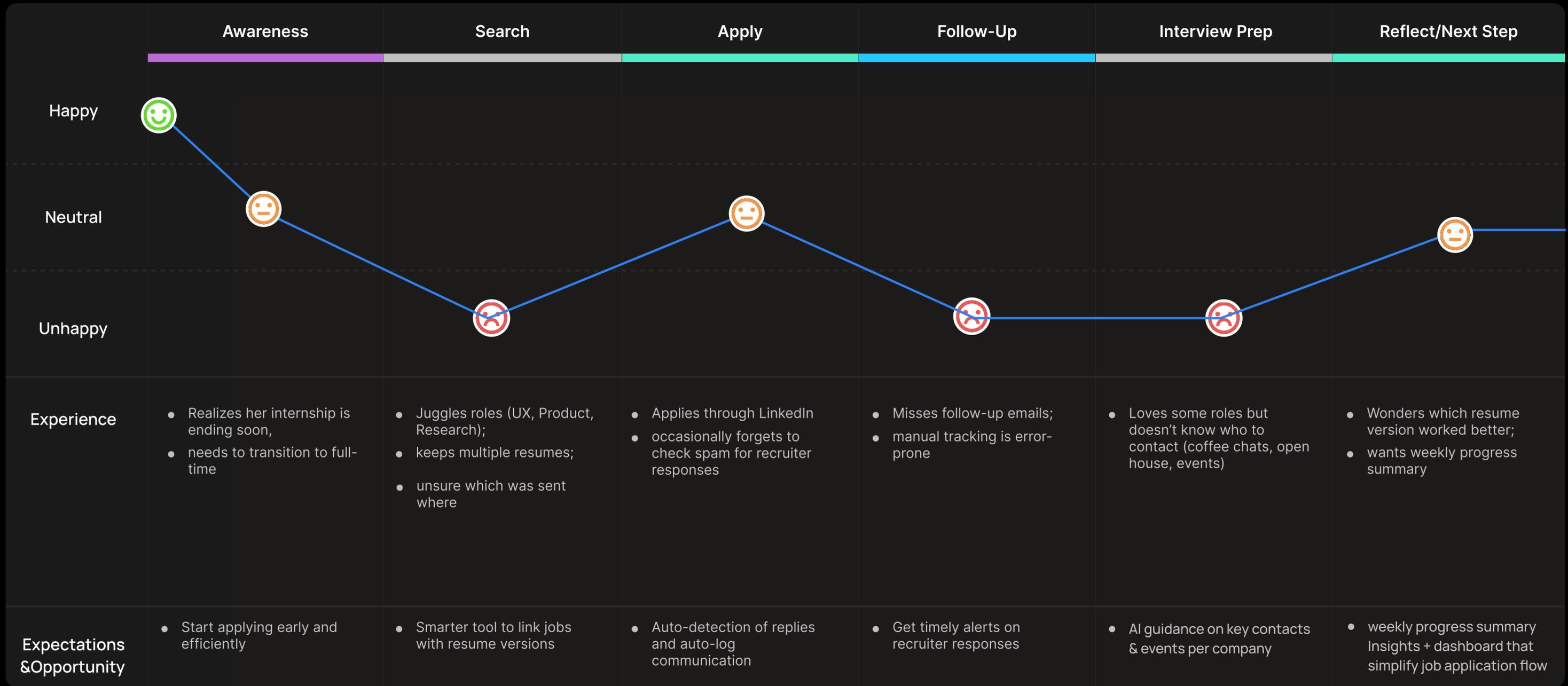
#### 😡 Pain Point

- Forgets which version of resume was used
- Misses recruiter follow-up emails due to lack of centralized tracking
- Researching interview prep or company-specific info is time-consuming
- Feels frustrated when jobs disappear or links expire before she acts

#### 🎉 Brief Story

Emily is balancing a busy internship while quietly job hunting. She applies to multiple roles across UX, research, and product design, often using tailored resumes. But with no system to track them, she sometimes forgets which version she submitted—or misses crucial recruiter emails that land in spam. She wishes there were a way to get interview prep tips, event leads, and outreach guidance without the burden of researching each company manually.

# Emily's Journey Map (Present)



# Emily's Journey Map(Future)



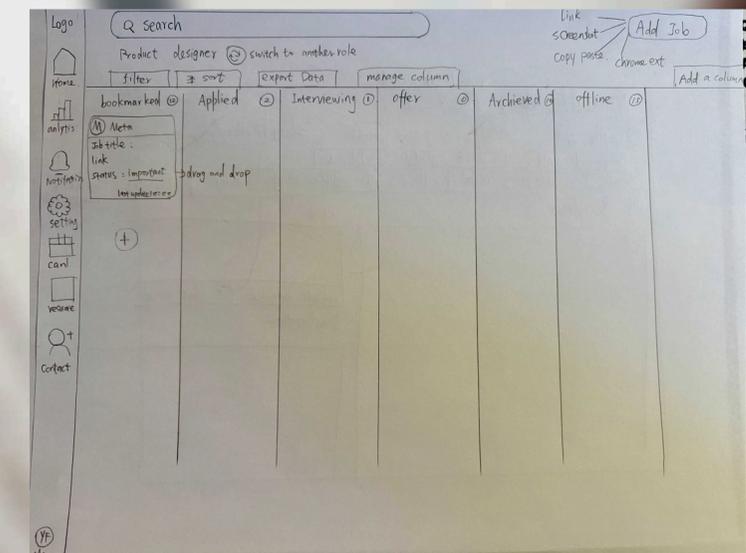
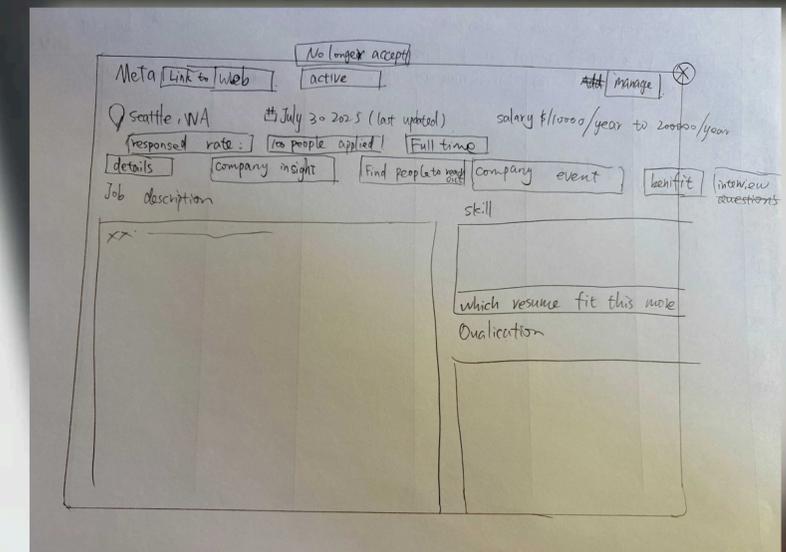
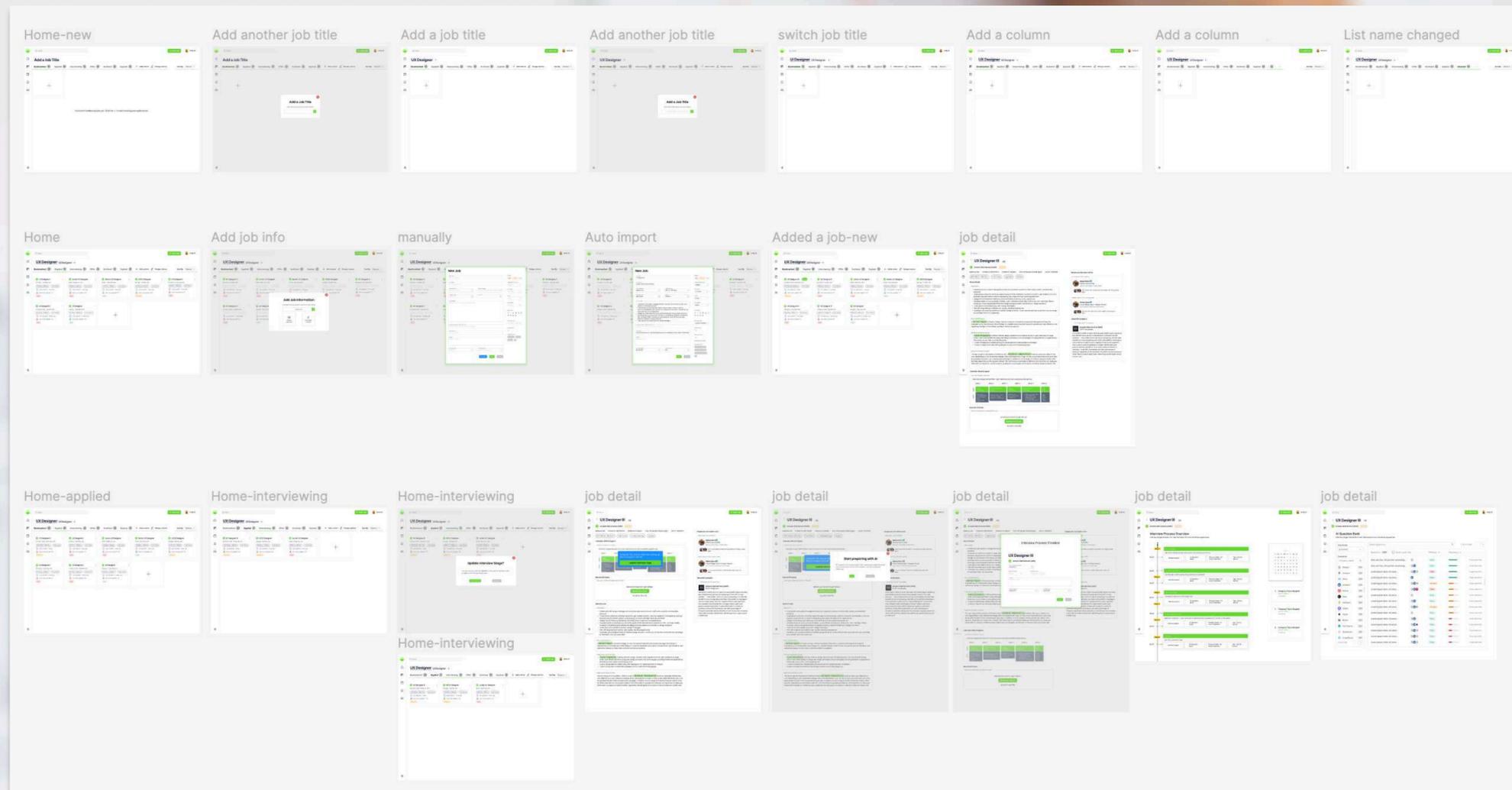
# 04.

Turning Chaos into Clarity

## The Design

Create concepts

# Ideation & Wireframe



# Design system

# Built design system to make the design consistent

## Body - Web

A set of harmonious typography scale with font weight variations. These text style perfectly fit for 4px grid and go well with each other.

### Body B1

Font size: 16px | Line height: 32px

Become a legendary UX/UI designer through real world and practical courses.

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Become a legendary UX/UI designer through real world and practical courses.

### Body B2

Font size: 16px | Line height: 28px

Become a legendary UX/UI designer through real world and practical courses.

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Become a legendary UX/UI designer through real world and practical courses.

### Body B3

Font size: 14px | Line height: 24px

Become a legendary UX/UI designer through real world and practical courses.

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Become a legendary UX/UI designer through real world and practical courses.

### Body B4

Font size: 12px | Line height: 20px

Become a legendary UX/UI designer through real world and practical courses.

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Become a legendary UX/UI designer through real world and practical courses.

### Body B5

Font size: 10px | Line height: 16px

Become a legendary UX/UI designer through real world and practical courses.

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Become a legendary UX/UI designer through real world and practical courses.

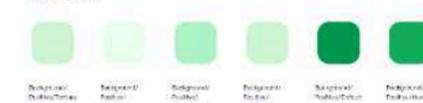
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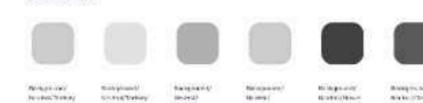
Become a legendary UX/UI designer through real world and practical courses.

## Color

### Positive



### Neutral



### Brand



### Link



### Success



### Error

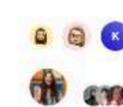


## Iconography

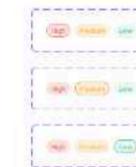


## Components

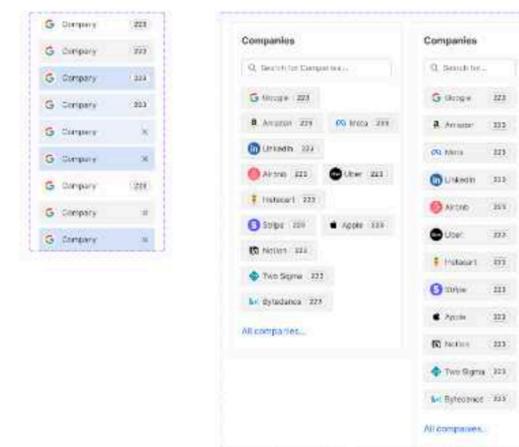
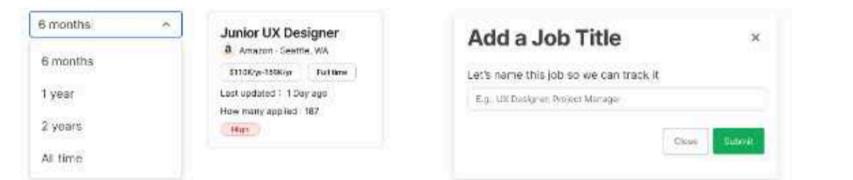
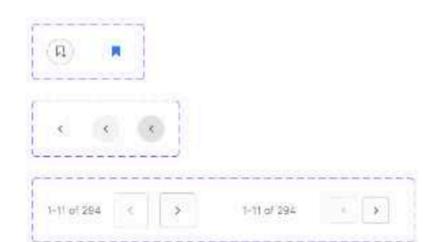
### Avatars



### Labels



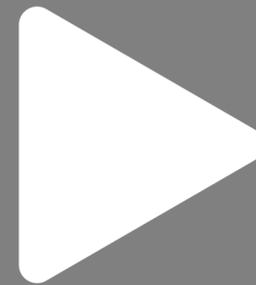
### Others



# Prototype Preview

Here's a walkthrough of the key features in JobTrack AI— from adding jobs, tracking application progress, to preparing for interviews and managing follow-ups with AI support.

Click Play on the right to experience the prototype in action!



<https://youtu.be/Hw3JtU7soos?si=Lt3csMMIhasEqD0Y>

# 05.

Positive Results. Clear Next Steps.

## **User Testing & What's Next**

Based on Usability Test Observations

## Key Insights from User Testing

**Clear affordances  
reduce hesitation.**

When buttons and actions looked exactly like what users expected, the interaction felt frictionless—even joyful.

**Visual cues =  
smoother flow.**

Tasks that included icons, labels, or progress indicators were completed more easily, helping users stay oriented and focused.

**“Prepare for  
interview” was a  
bright spot.**

This task had high engagement and fast completion. Users were curious—and excited—about AI assistance here.

What users appreciated — and where they got stuck

# Balancing delight with discoverability

## What worked

- Customization felt empowering. Users enjoyed being able to shape their own columns.
- Job previews were helpful. Users liked seeing details clearly laid out.
- AI interview prep got praise. Those who found it felt supported and less stressed.

## But...

- ! Too many options at once made some pause and second-guess.
- ! A few didn't find the preview at all — or realized it too late.
- ! Others missed the entry point completely.

## Next!

- 🔧 Guide with clarity. Add default templates or inline help to reduce hesitation.
- 👁️ Keep key views visible. Make features like job previews more visually prominent.
- ✨ Shine a light on value. Use nudges and smart UI to guide users to helpful tools.

**Thank you for exploring JobTrack AI.**

# Reference

- Lifeshack. How Many Applications Does It Take to Land a Job in 2024? <https://www.lifeshack.com/resources/job-search/how-many-applications-does-it-take-to-find-a-job-in-2024/>
- JobCopilot. Features Overview. <https://www.jobcopilot.com/>
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