



Employability Report

PREPARED FOR

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9 Week UX Fundamentals *with* Food Education Australia



Employability Score Card

Welcome to the Harness Projects self-reflection report. This is a starting point towards building on your existing skills across attitudinal strengths and technical UX design skills. The purpose of this report is to bring awareness to the key employability skills that hiring managers are looking for and to help you future proof your career.

How this report is used in a Harness Project

DURING YOUR PROJECT

This report is shared with your mentor to provide some insight into your main areas of development across each of the key UX employability skills.

ON PROJECT CONCLUSION

Your mentor will assess you on each of the skills in this report and also provide written feedback on your overall performance during your project.

AND BEYOND >>

Over time, the intention of this report is to act as a guideline for continuing to develop your UX skills not just at the beginning of your career but throughout higher levels of seniority.

DESIGNED WITH INPUT FROM



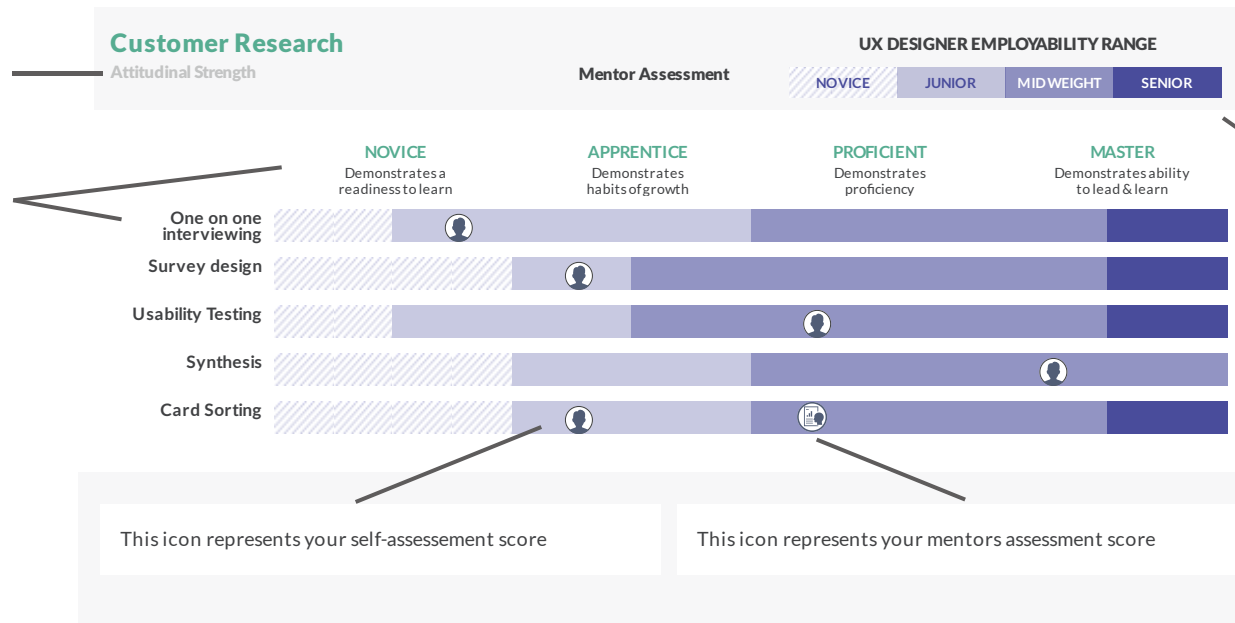


How to read the report

This report has been developed in consultation with leading human development psychologists along with Australia's leading UX hiring managers. Together with Harness Projects, their expertise has been combined to create a world-first employability report for UX designers. Each skill shows an 8 tier capability progression from Novice through to Mastery. Across each of these skills, an employability range has been overlaid to show you what the leading UX hiring managers in Australia are looking for in their Junior, Midweight and Senior UX Designers. Below are just some of the leading companies that have had input into this world-first UX employability scorecard.

The skills included in this report are categorised and labelled here

Here each skill is shown across a competency range from Novice through to Mastery.



Each of your assessed skills are overlaid with information that indicates the job title seniority you can expect to be able to achieve. This is called the employability range and is overlaid over the competency for each score listed below.



UNDERSTANDING YOUR

Your self assessment

Your self-assessment score is indicated in the results displayed in this report. Self-awareness of your strengths and areas for development is a key attribute that will serve you well in any career planning, not just in UX design. Self-assessments can be completed at any time and you do not need to be a part of a Harness Project to complete this.



UNDERSTANDING YOUR

Your mentor's assessment

During a Harness Project, your assigned mentor will assess each of the skills listed in this report to give you a good view of where your skills are at from the point of view of one of Australia's leading UX hiring managers. All of our mentors hold senior or head of UX roles at leading companies.



Technical UX skills vs Attitudinal strengths

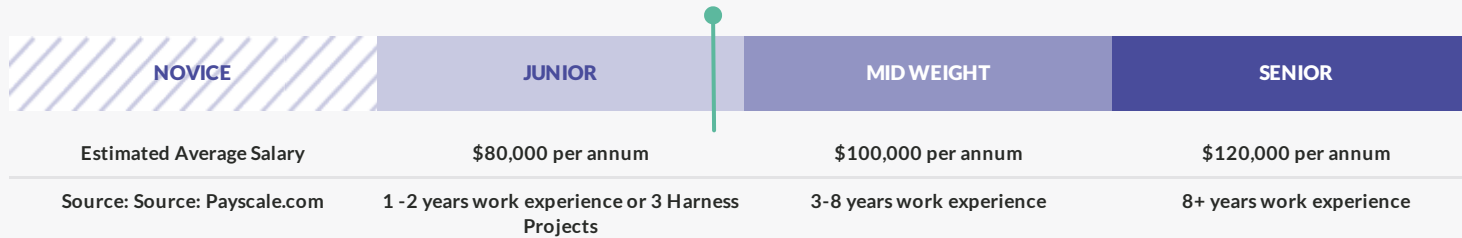
The modern workforce is increasingly evolving due to the rapid evolution of technology. Many traditional roles are under threat of automation or have already been automated and lost to technology. This trend has seen a shift towards stronger importance being placed on human skills that are difficult for machines to automate. Hiring managers are now looking at assessing these skills as a primary requirement for new hires and long-term employee retention.

If you can show strength in these areas as well as competency in the technical UX skills you have gone a long way to future-proof your career.

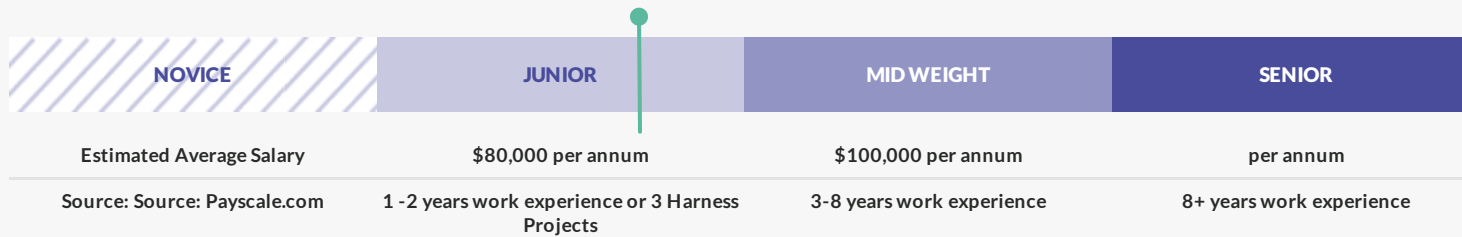


How your mentor scored you

Your technical skills are equivalent to a Junior UX Designer



Your attitudinal strengths are equivalent to a Junior UX Designer.



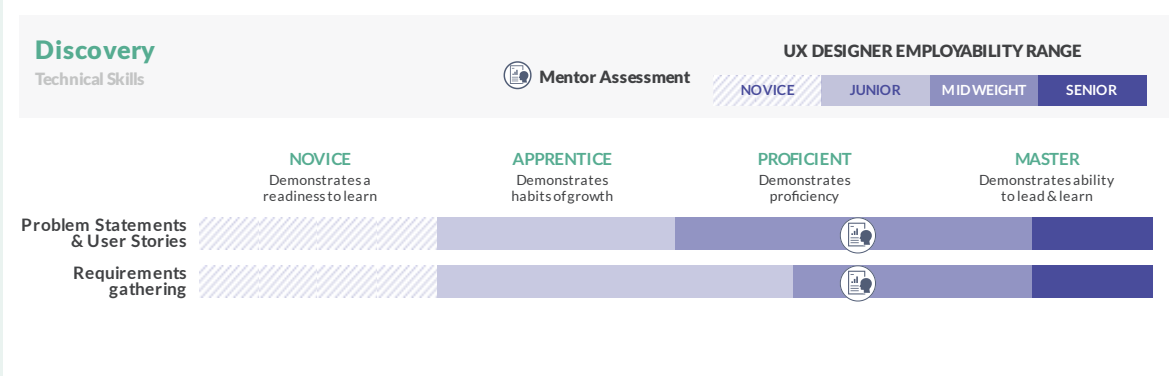
YOUR FULL 36 SKILL REPORT IS AHEAD!



TECHNICAL SKILLS

Discovery

During your Harness Project



- ✓ Get an early start on writing out your own problem statements and user stories to guide your design process
- ✓ Brainstorm all your possible avenues for gathering requirements during the first week of your project. Aside from your client and the brief, where else may you go to find our information to help further understand the problem to be solved?

Problem Statements & User Stories

A Problem Statement is a concise description of an issue to be addressed or a condition to be improved upon. It identifies the gap between the current (problem) state and desired (goal) state of a process or product.

A user story captures a description of a software feature from an end-user perspective. A user story describes the type of user, what they want and why. A user story helps to create a simplified description of a requirement.

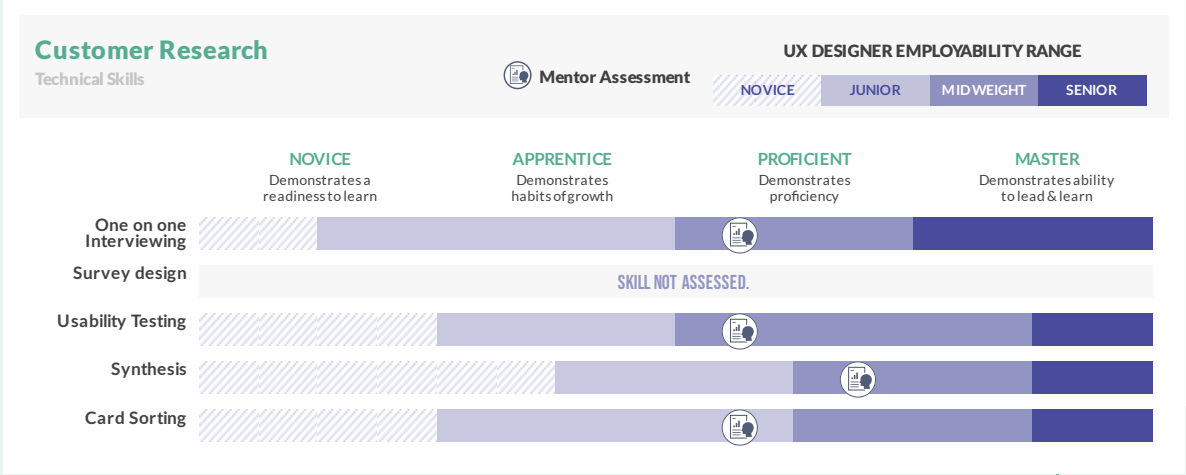
Requirements Gathering

The key capabilities in requirements gathering involves knowing who to speak to and what questions to ask in order to uncover the core requirements. It also includes validating your findings with the key business stakeholders to ensure alignment.

Requirements gathering is the starting point of the user centred design process. Understanding the context, focusing on the needs & challenges to discover the problem, should be the core focus of the requirement gathering method.

Customer Research

During your Harness Project



- ✓ Take the time to prepare well in advance of your first user interview. It will help the session to go smoothly but stay prepared to go off script!
- ✓ Critique your own survey design. Are you priming for a certain type of response in your question wording? Check and double check for bias that may accidentally emerge in your survey questions.

One On One Interviewing

A user interview is a UX research method during which a researcher asks one user questions about a topic of interest (e.g., use of a system, behaviors and habits) with the goal of learning about that topic. Interviews give insights into what users think about a site, an application, a product, or a process. They can point out what site content is memorable, what people feel is important on the site, and what ideas for improvement they may have.

Usability Testing

Usability testing is the practice of testing how easy a design is to use on a group of representative users. It usually involves observing users as they attempt to complete tasks and can be done for different types of designs, from user interfaces to physical products. It is often conducted repeatedly, from early development until a product's release. The main benefit and purpose of usability testing is to identify usability problems with a design as early as possible, so they can be fixed before the design is implemented or mass produced.

Card Sorting

Card sorting is a method used to help design or evaluate the information architecture of a site. In a card sorting session, participants organize topics into categories that make sense to them and they may also help you label these groups. To conduct a card sort, you can use actual cards, pieces of paper, or one of several online card-sorting software tools. Card sorting will help you understand your users' expectations and understanding of your topics.

Survey Design

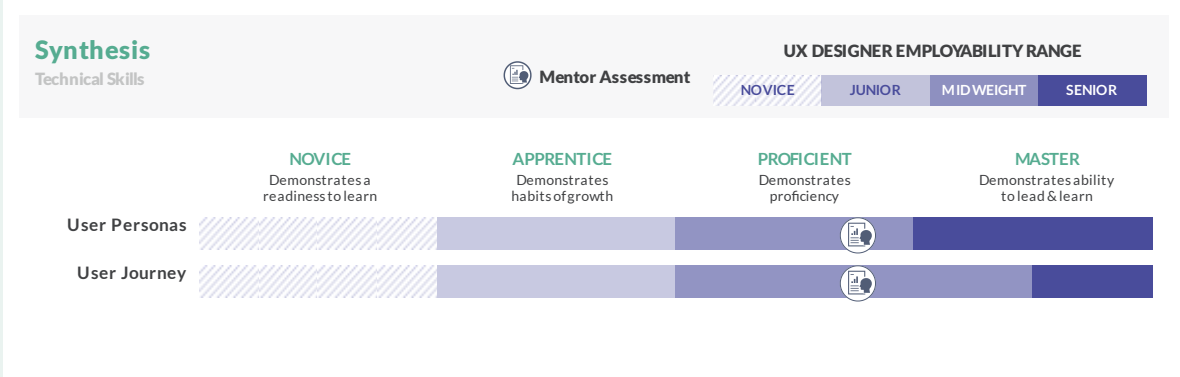
Running a survey is a quick and relatively easy way to get data about your users. But it's also easy to create a survey that lies to you, and hard to know when that is. Consider when it is appropriate to use open vs closed questions, how to limit under-coverage (when an element of segment is under-represented), as well as limit bias and priming.

Synthesis

Synthesis is a collaborative process of sense making, which leads to creating a coherent summary of all the data gathered during the design research. This 1st step of design synthesis is about externalizing all the data gathered during your design research to make the content free to be moved and manipulated by the team. We then look to find patterns and themes in the data and pull our explicit insights and information from those groupings.

Synthesis

During your Harness Project



- ✓ When you complete your first persona, ask yourself how closely does it resemble you? One of the traps of persona writing is that we tend to write from our own view of the world. Sometimes this is fine if we match the target audience but often this is a sign that you are missing some information to help you fully understand the audience you are designing for.
- ✓ When creating your user journey, try and get the end user who represents the journey to look over the final journey and make comments. This can help catch any mistakes or misinterpretations of the journey they have had with a product or service.

User Personas

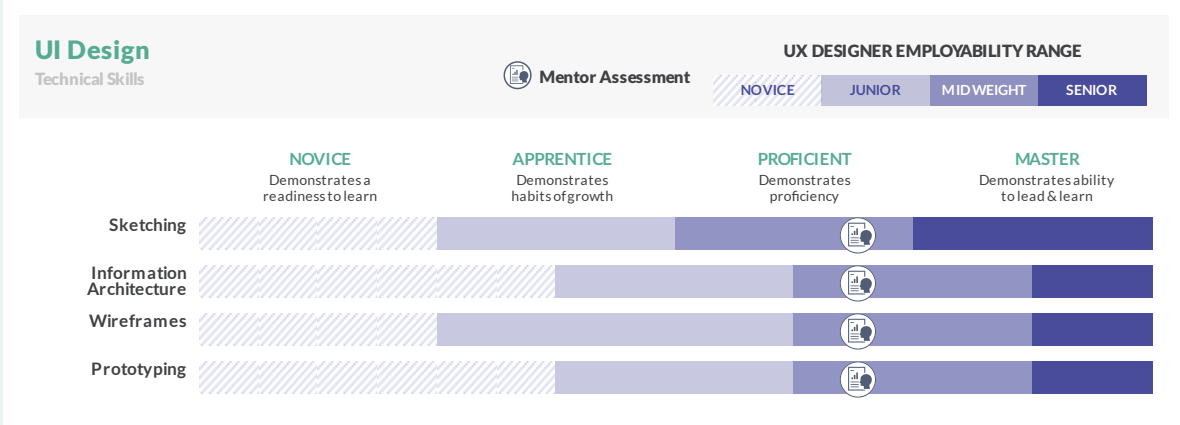
Personas are a commonly used tool in UX design. At their core, personas are about creating products with a specific, not generic, user in mind. Personas are archetypical users whose goals and characteristics represent the needs of a larger group of users. Usually, a persona is presented in a one or two-page document and includes; behavior patterns, goals, skills, attitudes, and background information, as well as the environment in which a persona operates. Designers usually add a few fictional personal details in a description to make the persona a realistic character (e.g. quotes of real users), as well as context-specific details.

User Journeys

User journey map is a visualization of an individual's relationships with a product/brand over time and across different channels. While user journey maps come in all shapes and formats, commonly it's represented as a timeline of all touch points between a user and a product. This timeline contains information about all channels that users use to interact with a product. User journey map is an excellent tool for UX designers because it visualizes how a user interacts with a product and allows designers to see a product from a user's point of view. This fosters a more user-centric approach to product design, which ultimately leads to better user experience.

UI Design

During your Harness Project



- ✓ You don't need to be Da Vinci to sketch! Boxes and lines are more than enough to get started! Just put pencil to paper and iterate, iterate, iterate. This will be the fastest way to get better and to move through multiple design revisions.
- ✓ When wireframing it can be helpful to be clear on the level of fidelity you are aiming for early on. One tip is to create low-fidelity wireframes which just represent the primary components of the page. Over time you can add more complexity as you lock in a design approach. Oh and don't forget to save often and early!!
- ✓ Which interactions are going to be the most important to test with end users? These are the parts you should focus on when creating your prototype. You may not have time to prototype everything so start with the high ticket items first.

Sketching

Sketching is a very efficient way of communicating design while allowing designers to try out a multitude of ideas and iterate them before settling on one. Sketching takes into account how our visual perception works – when we look at images, we understand them much faster than we read words. It can reveal things we might have not seen before, connections we have not noticed and enable mutual understanding.

Wireframes

A wireframe is a visual representation of a user interface, stripped of any visual design or branding elements. It is used by UX Designers to define the hierarchy of items on a screen and communicate what the items on that page should be based on user needs. Wireframes allow us to map out the functionality of the pages, catch problems early, and save time on revisions later. Wireframes push usability to the forefront. Designers tend to measure a design's usability throughout the development process, from wireframes to prototypes to the final deliverable.

Information Architecture

Information architecture is all about organisation of information in a clear and logical way. Such organisation follows a clear purpose – helping users navigate complex sets of information. Time is the most precious resource people have. We live in a world where people expect to find a solution to their problems with the least amount of effort. When the process of finding information is too complicated or too slow, there's a risk that people will simply abandon it. And when people abandon an app or a website, it's more difficult to bring them back.

Prototyping

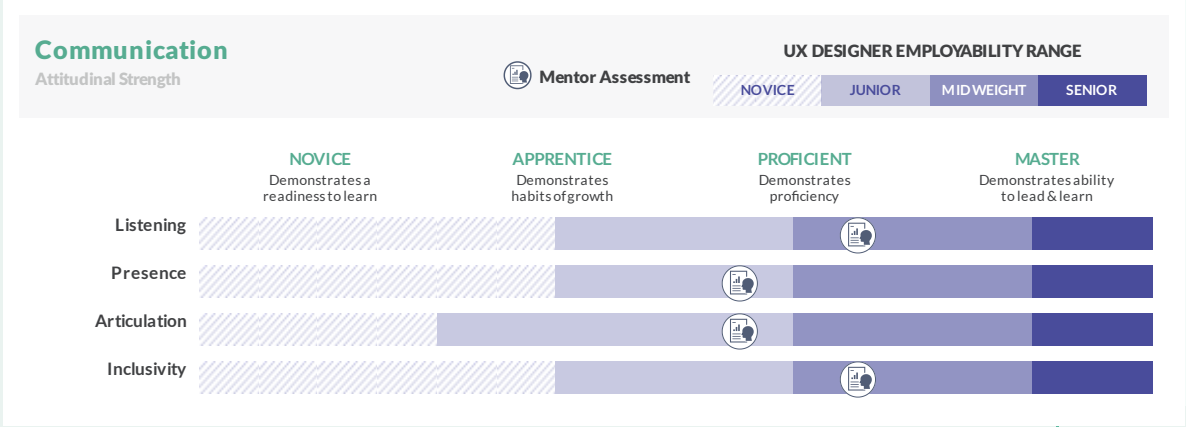
A prototype is a primitive version of something that will, potentially, be iterated upon until it is a final product. A prototype is used to understand and see how a product or application works, what it does and how you should interact with it. Prototypes can come in many forms and range from low-fidelity to high-fidelity. For example, paper prototypes are considered low-fidelity and may show how individual screens link to each other to represent a user flow. High-fidelity prototypes are developed using software to allow a user to navigate and interact with the prototype in a close resemblance to how they would the final product.



ATTITUDINAL STRENGTHS

Communication

During your Harness Project



- ✓ Look for opportunities to practice active listening techniques during your customer interviews and your weekly workshops
- ✓ Choose to show up to each workshop the way you want to be perceived. People won't always remember what you say but will remember how you made them feel.
- ✓ Take opportunities to speak up and practice communicating your ideas to the group clearly and coherently.
- ✓ Be aware of the diverse range of people included in your project. Take an active curiosity in their views.

Listening

Listening is the ability to accurately receive and interpret messages in the communication process. Listening is key to all effective communication and is not a passive process. In fact, the listener can, and should, be at least as engaged in the process as the speaker. The phrase 'active listening' is used to describe this process of being fully involved.

Articulation

An ability to express yourself in a coherent form helps to ensure people will understand your value. Great articulators are able to clearly communicate complex scenarios to their audience to ensure they are understood. This can go a long way to supporting your interview process and building confidence in those you are communicating with.

Presence

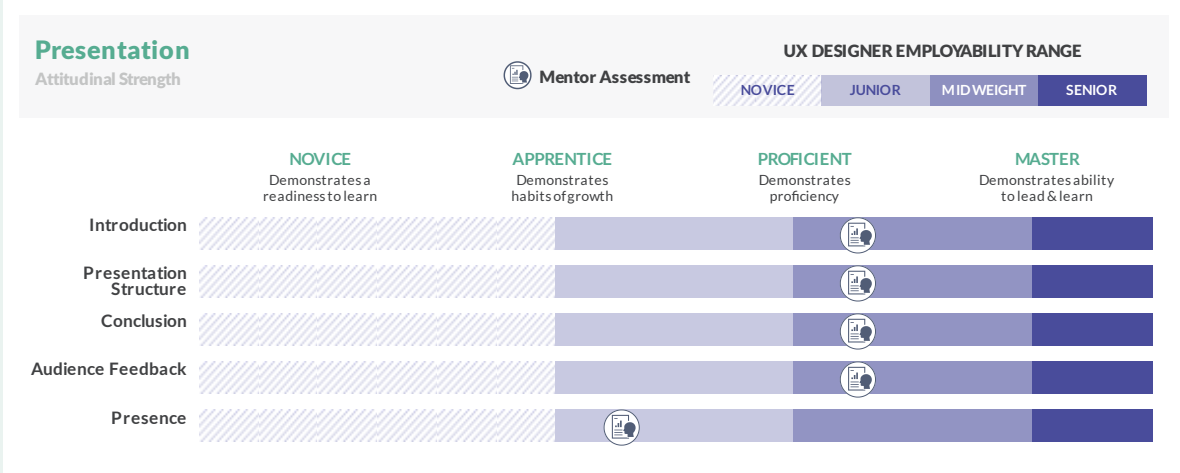
Your presence signals your capacity to stand out and make an impact on those around you. As you move into senior roles, this attribute becomes particularly important however it is also an attribute that can support your ability to make a positive impression on hiring managers during a job interview process.

Inclusivity

In a modern work environment you are required to work with individuals from a variety of backgrounds, cultures and social positions. The most highly effective teams are those that are able to adapt and learn to work with a range of people and personalities.

Presentation

During your Harness Project



- ✓ Your Harness Project is a perfect, safe and supportive place to practice your presentation skills. Take the time to practice your presentation before the big day and this will help to alleviate some of the nerves.
- ✓ Remember who your audience is when presenting. Your presentation should be speaking to their needs as a client and the more you can engage with them on their level the more likely they will come away with value from your presentation
- ✓ Bring your professional self to the presentations and each of the weekly workshops. By approaching this as a work environment, you will set a standard for how you want to be received by your client and mentor.
- ✓ A good story can go a long way to capturing the attention of a viewer. See how you can form a compelling story around your presentation to maintain their engagement levels and curiosity.

Introduction

Your presentation should take your audience on an engaging journey. How you start a presentation is critical to capturing your audience's attention and establishing the premise and flow of the story line.

Conclusion

Bring home your presentation with a conclusion that links back to your main points and introduction. The goal of a good conclusion to a presentation is leaving your audience with a tangible take-away that adds value to them. Knowing your audience and what is important to them, is a key starting point to forming a strong conclusion.

Presence

Your audience will feel as comfortable as you are. Therefore it is important to ensure you are as comfortable as possible with the material you are presenting and strive to maintain confidence in your own abilities to deliver the presentation. Practice makes perfect here so don't get disheartened if it takes some time before you're completely at ease delivering your message in a presentation format.

Presentation Structure

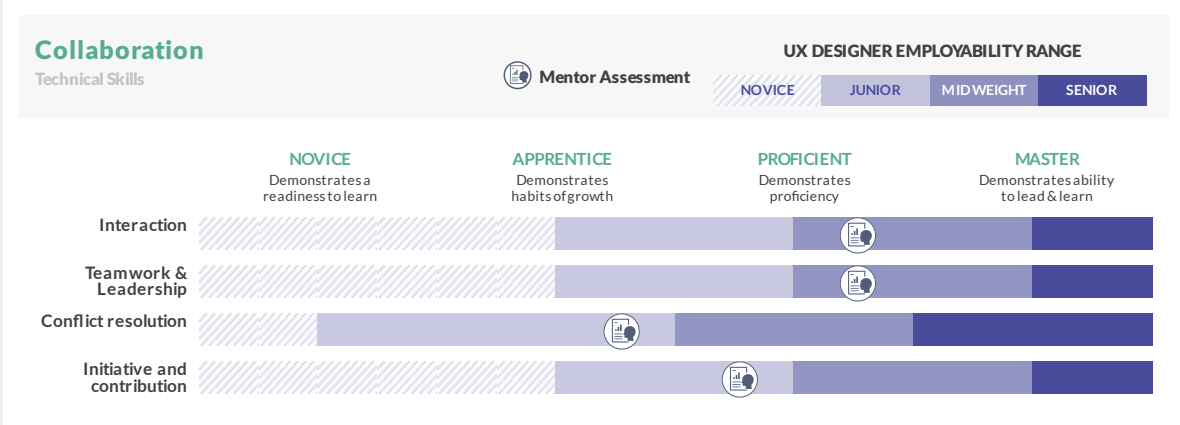
The structure of your presentation will determine whether your audience comes away with new insights and understanding or if they dis-engage from your message.. Take the time to consider the structure of your ideas, the order they follow and how they flow to support the audience on their journey to your conclusion.

Audience Feedback

At times you will be required to field questions and be ready to move off-script to maintain the value exchange between yourself and the audience. Great presenters encourage audience interaction and curate this dynamic to emphasise key points in the presentation without letting it derail their core message.

Collaboration

During your Harness Project



- ✓ Give conscious consideration to how you are interacting and contributing to the collaborative actions of the wider group. Sometimes it is the smaller things (an appreciation of someone's efforts, a respectful pause to listen to others ideas etc) that embed a great collaborative culture amongst peers
- ✓ Look for opportunities for leadership throughout your project. Leadership can come in many forms. Use this learning opportunity to stretch yourself into areas of leadership where you may not feel completely comfortable. Walking this line is what leaders do, for the benefit of the wider community.
- ✓ If a dispute arises, often the best course of action is to resolve disagreements via negotiation. Seek to create a solution that all parties agree to work towards and try to improve.
- ✓ What needs to be done that is not being asked? Look for ways to take initiative and be proactive during your project. This mindset and habit will serve you well in the wider world of work.

Interaction

Effective collaboration with others is one of the primary skills hiring managers look for in new talent, particularly for digital roles where you are required to work closely with individuals from all different departments and skill sets. Collaboration is the make up of all your interactions with your teammates and stakeholders.

Conflict Resolution

Conflict, arguments and change are a natural part of our lives and often helps us learn more about differing beliefs, cultures and backgrounds. How we respond to these moments goes a long way to determining how quickly a group, organisation or culture can find a foundation of harmony to continue working / relating effectively, to the task at hand.

Teamwork & Leadership

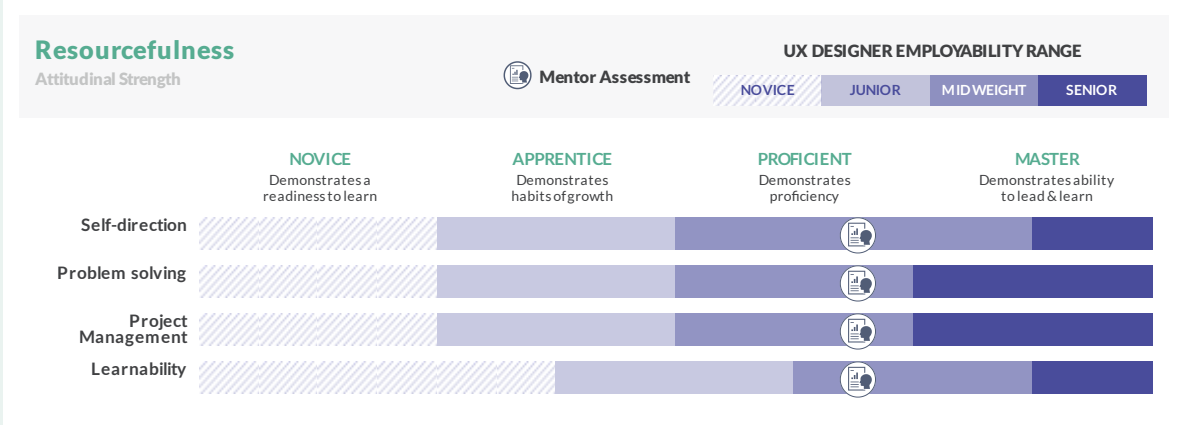
There will be times during your Harness Project where you will need to work as a team to synthesise research or support each other with feedback and advice. You may be called on to lead as the group recognises a specific skill set in you, in relation to a task at hand. Your communication skills will be your foundation for success here, so take the opportunity to step into leadership roles and inspire confidence in yourself and others.

Initiative And Contribution

Showing initiative is doing things without being told; finding out what you need to know; continuing when things get tough; and spotting and taking advantage of the opportunities that others pass by. You act, instead of reacting, at work. Initiative has become increasingly important in today's workplace. Organizations want employees who can think on their feet and take action without waiting for someone to tell them what to do. After all, this type of flexibility and courage is what pushes teams and organizations to innovate, and to overcome competition.

Resourcefulness

During your Harness Project



- ✓ You may reach a point where there is a lot to do in a short amount of time. Apply the 'getting things done' methodology championed by David Allen. Organise overwhelming tasks in your to do list so they seem more manageable. Systemising can help remove the feelings of overwhelm.
- ✓ Think about how to apply a similar problem solving approach to the mini problems as you do to the wider project. Look out for how to differentiate between a real problem and a symptom of the problem.
- ✓ Be clear on what you want to learn early on in the project. These goals can help set you up with a direction for the self-directed part of your learning.
- ✓ Think about how you can bring a high level of curiosity to your project and your learning and form a habit of developing your learnability.
- ✓ If something unexpected occurs during your project, this is a great opportunity to adapt and consciously seek to learn what the new situation is asking of you. This habit will serve you well as organisations rarely stay the same for long.

Self-Direction

Self-direction is the ability to regulate and adapt your behavior to the demands of a situation, in order to achieve one's goals. Sometimes related to willpower, it describes the extent to which a person demonstrates integrated purposefulness rather than a disorganised set of reactive impulses. Throughout your project, there will be moments to receive guidance from others and moments to make their experience your own through self-directed learning. Ask questions and take actions that help to align your trajectory to the outcomes you have set for yourself during the project.

Project Management

Project management skills are not simply reserved for those with the "project manager" title. In work, we all have a responsibility to apply effective project management skills to the work that we do. This includes managing our time and planning out the activities we intend to take to reach our goals. Plan your time early and plan often. By staying on top of this during your projects, you will ensure a smooth run to the finish line instead of a heavy workload at the very end. This skill will serve you well in ensuring you maintain a work life balance in your career.

Problem Solving

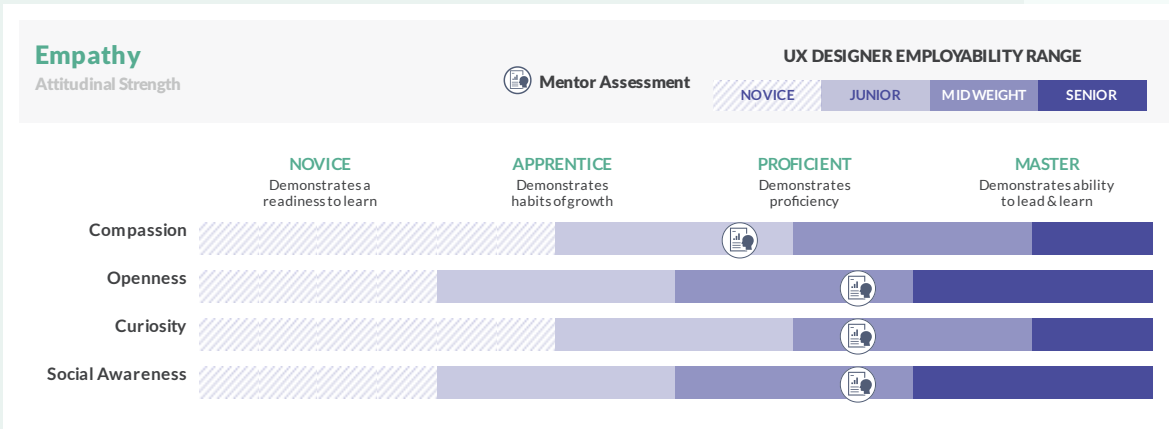
Problems are at the centre of what many people do at work every day. Whether you're solving a problem for a client (internal or external), supporting those who are solving problems, or discovering new problems to solve, the challenges you face can be large or small, simple or complex, and easy or difficult. Your project is a problem solving sandbox, with your project brief forming the overarching problem you are attempting to solve. However, within that overarching problem, are countless mini-problems that you will encounter on your journey.

Learnability

Learnability is being seen by some companies as the most sought-after attribute for both employees and job candidates, even up to senior executive levels. Learnability describes someone's aptitude for learning, developing new skills and adopting novel ways of doing things. Those individuals who are highly proficient learners, are seen as adaptable and therefore able to keep pace with the dizzying level of technological and commercial change companies are currently coping with. Disruptive innovation doesn't disrupt them – they figure it out, adapt and are rapidly productive in the new environment.

Empathy

During your Harness Project



- ✓ See how honestly you can show yourself compassion during your project experience. Everyone is on their own learning journey and moving at their own pace. Give yourself permission to ask questions and seek support.
- ✓ Be present for your fellow classmates and mentor. Listen carefully to their ideas and feedback. Learning to be receptive in a team environment can help to form your own range of understanding as well as build a compassionate culture in the group.
- ✓ Look beyond the design that you are creating at this exact moment. How might the work you do impact the world we live in? What design decisions are you making that push the dial one way or another? As designers we hold a responsibility to curate a world that we all want to live in.

Compassion

When you sit in a room with your colleagues or your clients do you ever look for where there's a pain in the room? And if you do notice, do you feel confident enough to do something about it? Studies are finding these simple acts found in compassionate workplaces are helping to produce more productive, efficient and happy employees in organizations. Differing slightly from empathy which allows us to mirror someone else's feelings, or altruism which is an action that benefits someone else, compassion is an emotional response when perceiving suffering and involves an authentic desire to help. At Harness Projects,, we strive to build a team culture of compassion. We're all on this learning journey together and the more we can demonstrate moments of compassion for one another and all of our unique experiences during the project the stronger the bond we will form and the better the outcomes for everyone involved.

Curiosity

Curiosity is a quality related to inquisitive thinking such as exploration, investigation, and learning. Every problem you encounter will ask for a level of curiosity from you. The more you can surrender to that curiosity and reserve assumptions or early judgement, the more space you will have to seek out novel and effective solutions to the design challenge at hand. Not only that but a curiosity in how you develop during this learning program is a self-awareness trait that hiring managers will value highly.

Openness

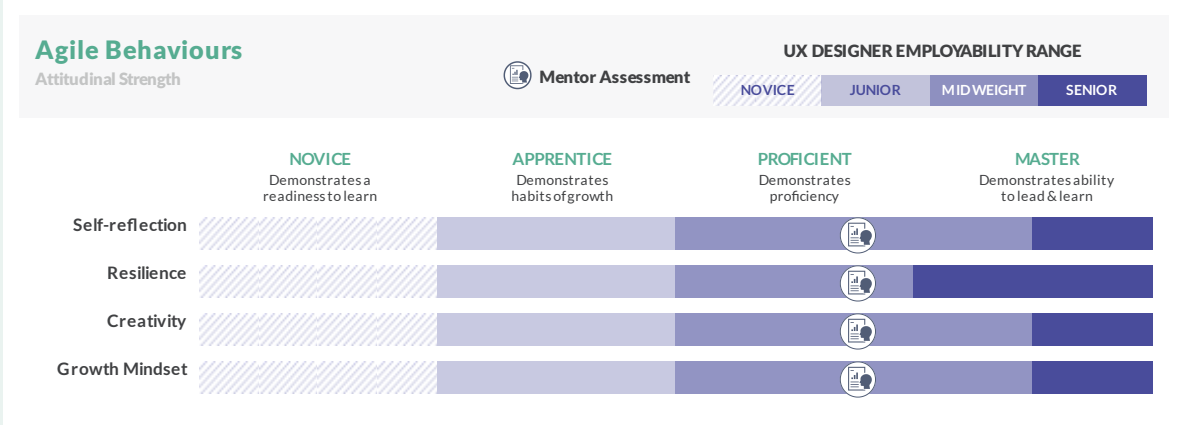
Openness is one of the big 5 personality traits. People who demonstrate high levels of openness tend to be linked to high levels of creative thinking, curiosity and flexibility. Openness includes a receptivity to new ideas as well as an attention to inner feelings of others. These are traits that will support you well in the problem solving work you do.

Social Awareness

Having an awareness of the impact of your work is critically important to how you can contribute to the world we want to live in. The projects we curate at Harness are all about applying your efforts to meaningful causes. It hopefully shows each of you what is possible and that all of our efforts when combined contribute to the type of world we want to live in.

Agile Behaviours

During your Harness Project



- ✓ Throughout your project(s), take a moment each week to reflect on yourself. How you dealt with the challenges that may have arisen. How you can adjust and do things differently to reach a better outcome.
- ✓ Speak to people with different ideas and perspective that may help take your project solution forward
- ✓ Check in with what mindset you are approaching a situation with. Are you in the growth zone, or holding a fixed view?

Self-Reflection

Self reflection is like looking into a mirror and describing what you see. It is a way of assessing yourself, your ways of working and how you learn. To put it simply 'reflection' means to think about something. Reflecting helps you to develop your skills and review their effectiveness, rather than just carry on doing things as you have always done them. It is about questioning, in a positive way, what you do and why you do it and then deciding whether there is a better, or more efficient, way of doing it in the future.

Creativity

Creativity is the act of turning new and imaginative ideas into reality. Creativity is characterised by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions. Creativity involves two processes: thinking, then producing. Your project-based learning experience will be a creative endeavour in forming your UX solution. There are ways to enhance your creativity, here are some starters; Seek out associations, that is connections between questions, problems or ideas from unrelated fields. Pose queries that challenge common wisdom. Scrutinize behavior of customers and competitors.

Resilience

Resilience is the ability to cope with unexpected changes and challenges in your work and life. It's not always possible to prevent stressful or adverse situations, but you can strengthen your capacity to deal with these challenges. You can start to build resilience by asking yourself; What can I do to get back on track? I can't control everything, so what is in my control? There are no guarantees that real world projects will be smooth sailing. You may need to tap into your resilience to get through challenging moments in your project experience.

Growth Mindset

A growth mindset describes the underlying belief people have about learning and intelligence. When students believe they can get smarter, they understand that effort makes them stronger. Therefore they put in extra time and effort, and that leads to higher achievement. This is because they worry less about looking smart and they put more energy into learning. We all have triggers that bring us back to a fixed mindset. It may be when we face challenges or criticism. To remain in the 'growth' zone, we must identify and work with these triggers. Once we can identify the triggers we can learn to talk back to it, persuading it to collaborate with us in pursuing our goals.



Next Steps

Now that you have a better understanding of where you sit for all the skills included in the survey, you can use a Harness Project to focus on areas for development. Input from your mentor will also help guide your learning and experience to increase your chances of employability.