Waymark

Make your next move clear — a UX/Product Design case study

Independent portfolio project · Johyun Moon · 2026. Functional prototype with fictional demo data. No user research has been conducted yet.

How to read this document. Every claim is labeled: VERIFIED observable in the prototype or stated in the project brief · ASSUMPTION believed but not yet tested · HYPOTHESIS a design bet framed to be tested. No interviews, quotes, usability results, or metrics are reported because none exist.

1. Design system

VERIFIED The Waymark system is implemented as tokens in the prototype and documented in an in-app Brand Guide.

Logo

A minimal W drawn as a path through four milestones, ending in a small coral point to suggest forward motion. Works in single colour; horizontal, symbol-only and app-icon versions. Concept pending trademark review.

Colour

Role	Token	Use
Deep Navy	#243B53	Primary buttons, navigation, key information
Periwinkle	#B7C5F4	Selected cards, supporting highlights
Electric Coral	#F46B55	~5% of composition; next steps only. Never error colour, never small text on white, navy text on coral
Cloud White / White	#F7F8FC / #FFFFFF	Background / surfaces
Ink / Slate	#182533 / #526176	Main / secondary text
Mist	#DFE5EE	Borders, dividers

Typography, components, motion

- Inter for UI (Pretendard reserved for Korean); tabular numerals for dates and salaries.
- Consistent rounded cards, labelled form fields, visible focus rings, line icons.
- Application stages use number + label + colour — never colour alone.
- Motion: brief onboarding path reveal, stage-change feedback, task-completion tick, hover/press states; no continuous animation; respects reduced-motion.
- Voice: concise, supportive, specific; no guaranteed outcomes or match percentages.

2. Product context

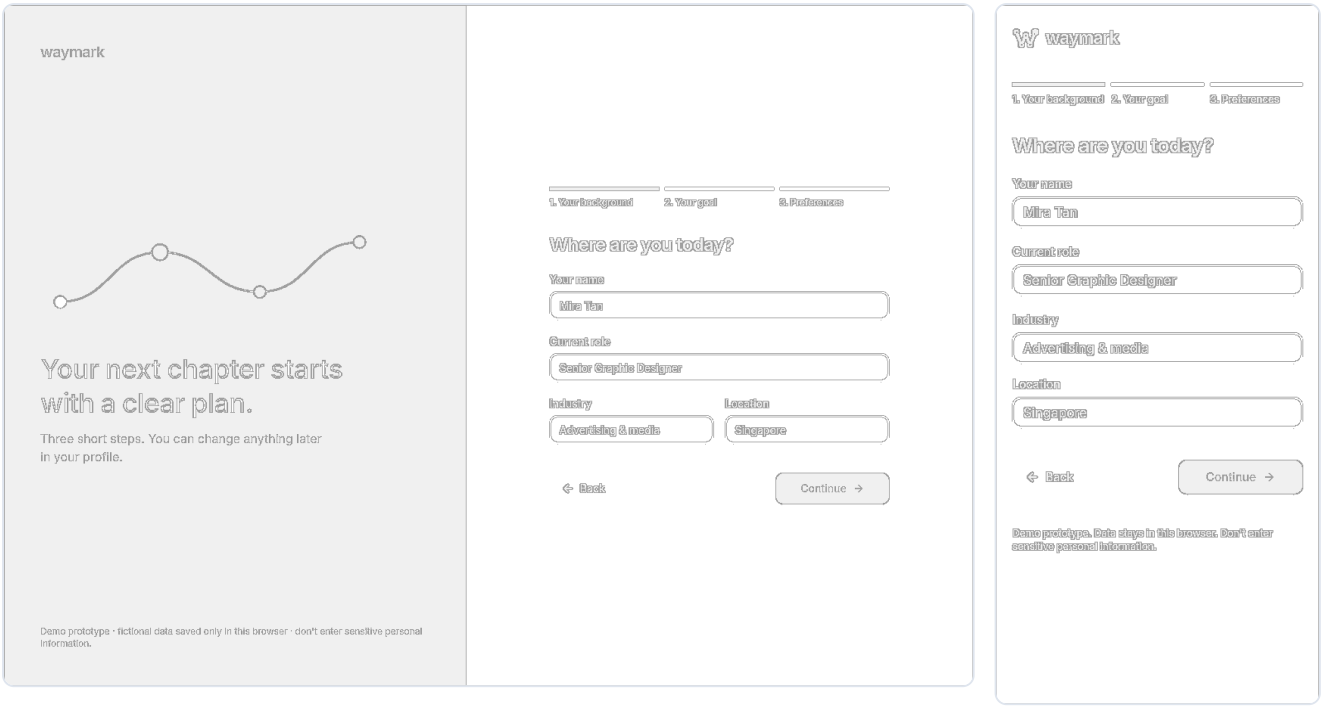
VERIFIED (brief) Waymark helps working professionals plan a career move, understand target roles, organise applications and develop relevant skills. It is a portfolio prototype, desktop-first with a usable mobile layout, persisting demo edits in the browser with a reset option.

ASSUMPTION Job seekers currently spread this work across job boards, spreadsheets, notes apps and course sites, which loses the link between *why* they apply and *what* to do next.

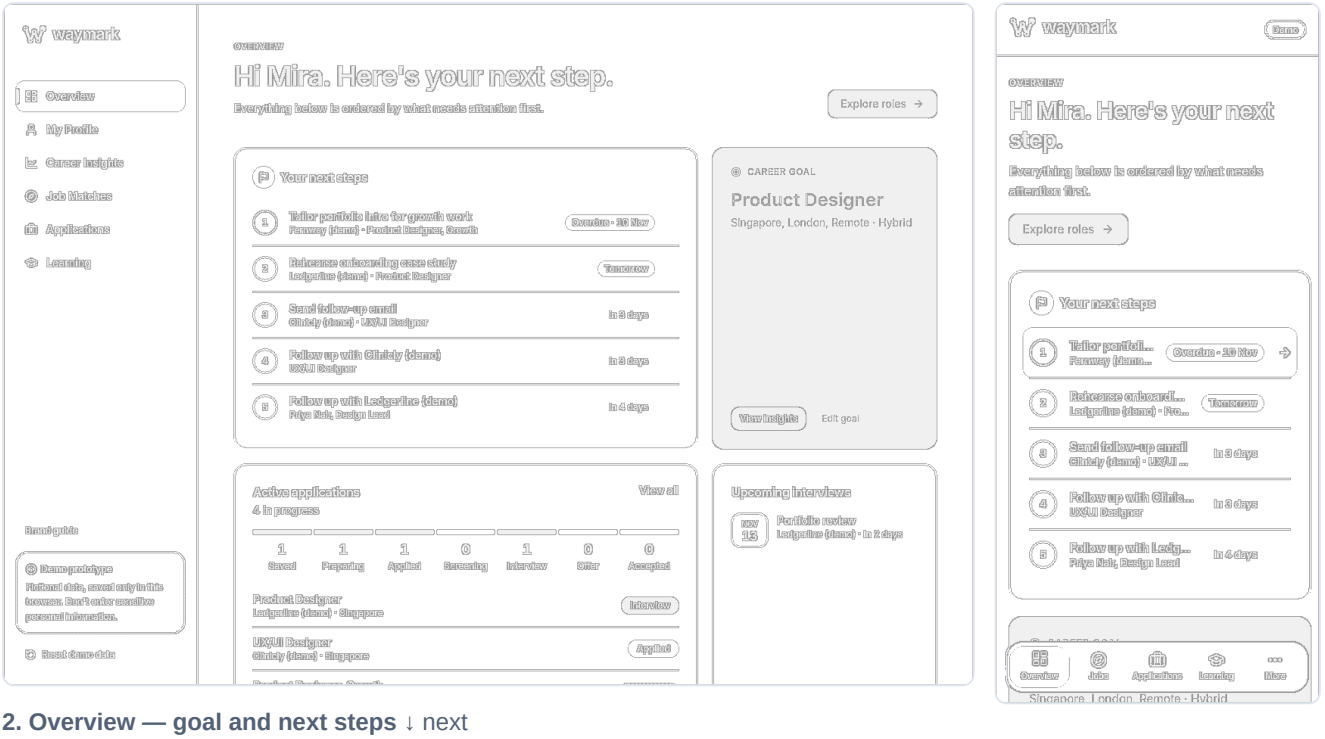
3. Wireframe journey

Screens captured from the working prototype and reduced to low-fidelity wireframes (desktop left, mobile right). Arrows show the primary flow.

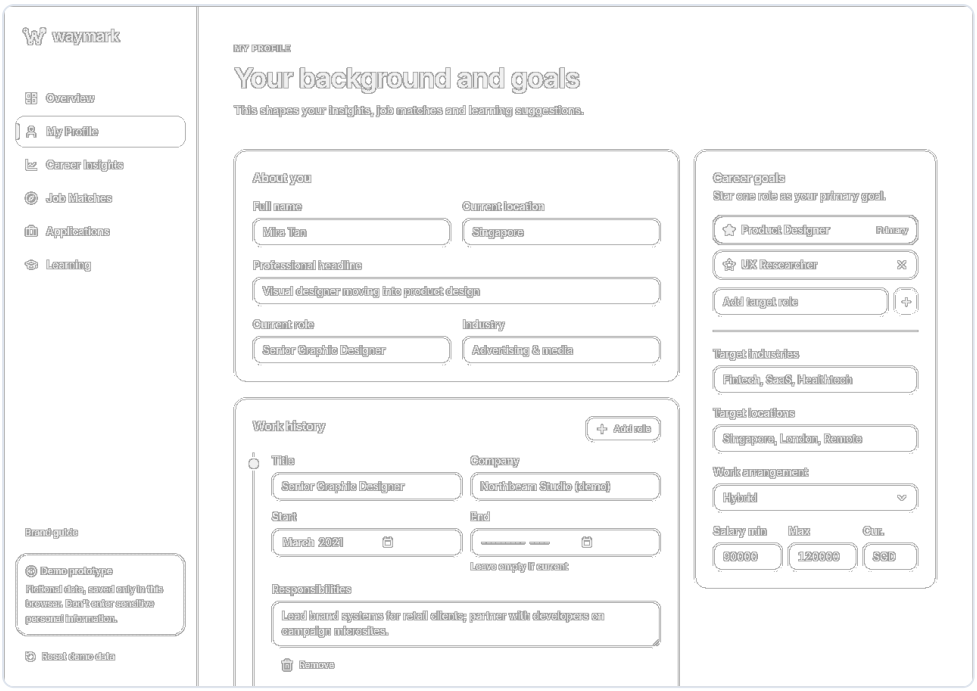
> **Onboarding → Overview → Profile & goals → Career Insights → Job Matches → Applications → Learning**

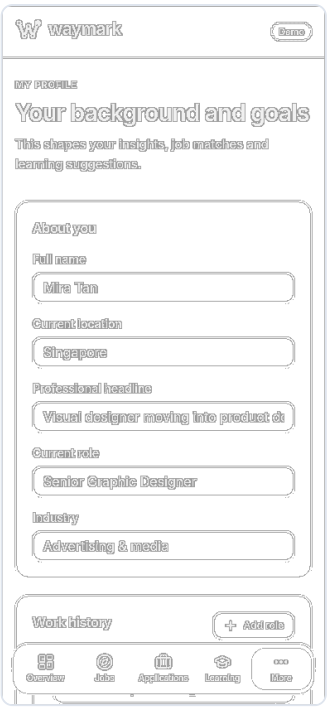


1. Onboarding — background, target, preferences ↓ next

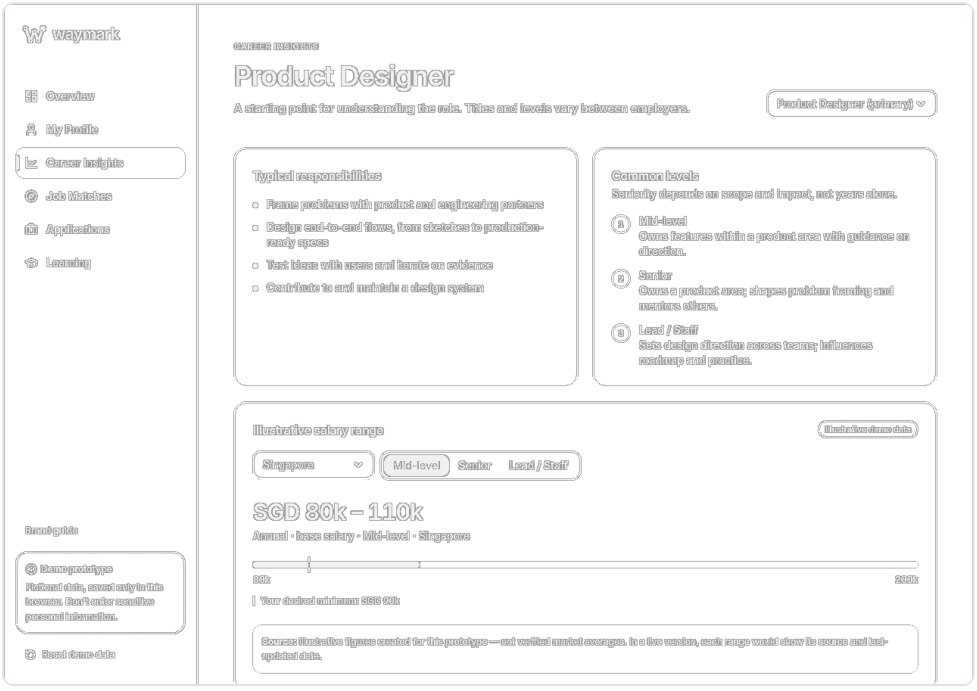


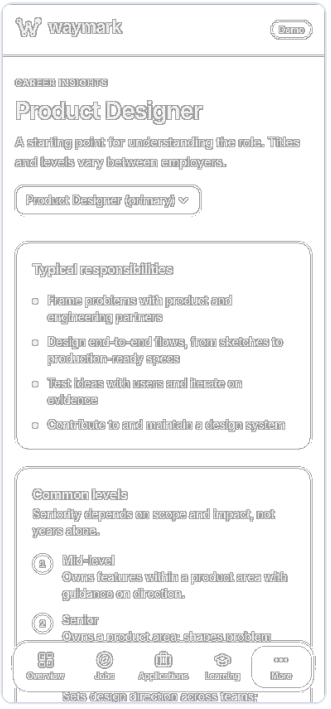
2. Overview — goal and next steps ↓ next



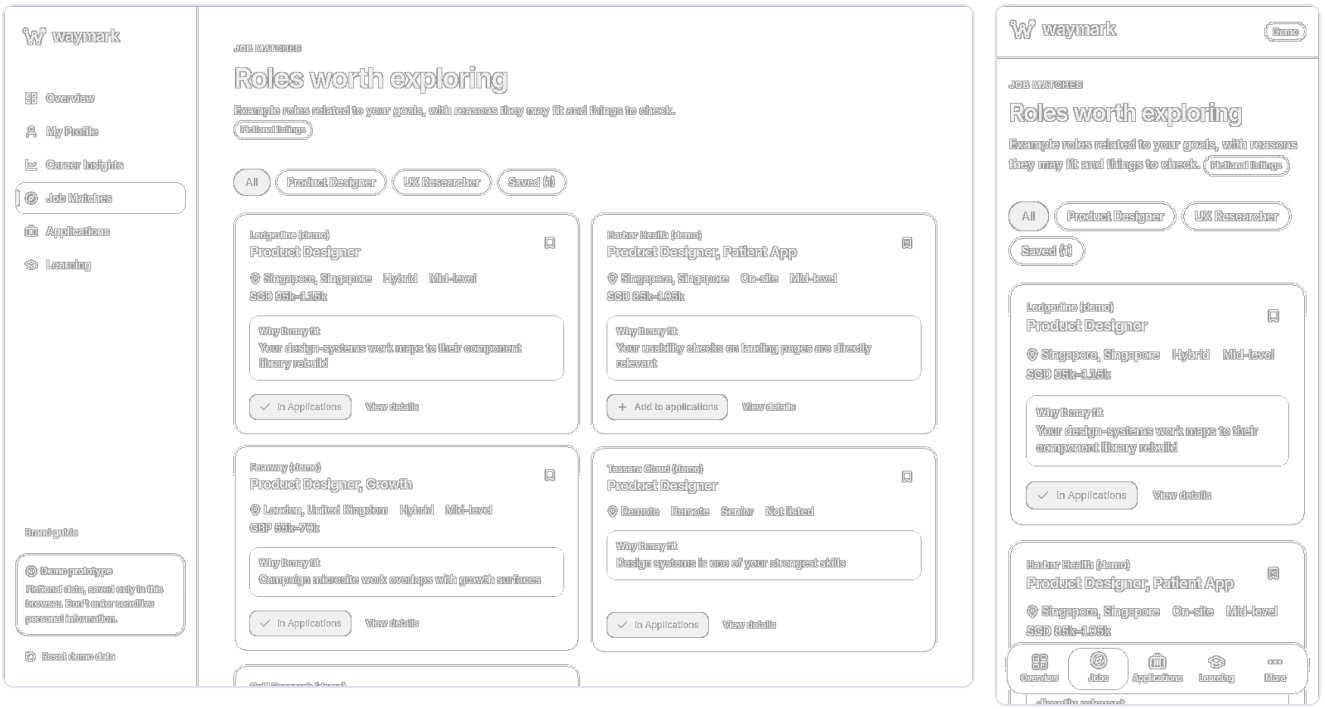


3. Profile & target roles ↓ next





4. Career Insights ↓ next

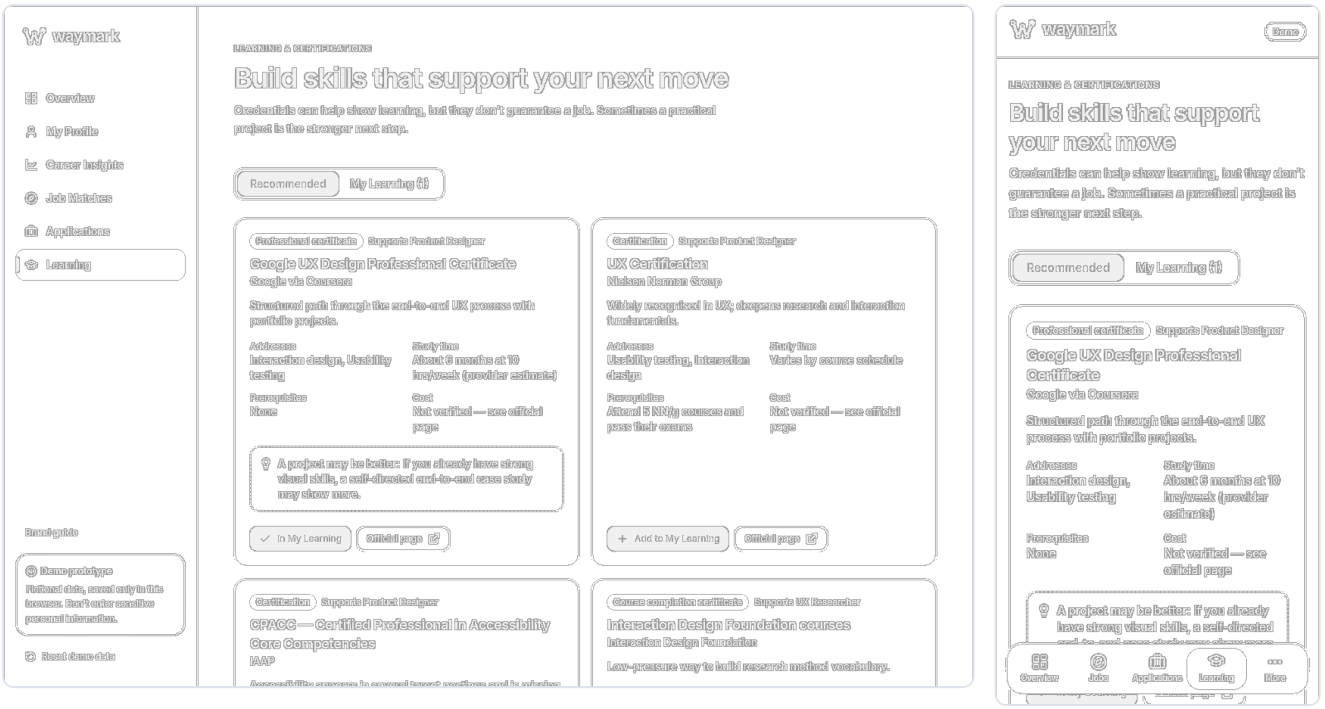


5. Job Matches ↓ next





6. Applications board ↓ next



7. Learning & certifications

4. Target users and initial assumptions

Segment (from brief)	Assumed need	Label
Same-field job seeker	Track many applications and follow-ups without missing dates	ASSUMPTION
Career switcher (role/industry)	Understand what the target role involves and which skills transfer	ASSUMPTION
Relocator (city/country)	Compare salaries in local currency; note work authorisation	ASSUMPTION
Upskiller	Know whether a certification or a practical project is the better next step	ASSUMPTION

Further assumptions: users are comfortable with web tools; they apply to a manageable number (roughly 5–30) of roles at once; they value honesty over optimistic scores. All need validation.

5. Problem framing

Problem statement ASSUMPTION

Professionals planning a move lack one place that keeps their goal, their applications and their skill gaps connected, so effort becomes reactive and it is hard to decide what to do next.

How might we help people turn a career goal into a short, prioritised list of actions — and keep that list honest as applications and learning progress?

Design principles: every card supports a decision or action; transparency over scores; demo data always labelled; calm, not pressuring.

6. Core user journey

1. **Add background** — role, industry, location (onboarding step 1).
2. **Choose a target role and location** (step 2).
3. **Set preferences** — work arrangement, salary range and currency (step 3).
4. **Arrive at Overview** — goal, “Your next steps”, upcoming interviews and deadlines.
5. **Review an opportunity** in Job Matches — why it may fit, gaps to review.
6. **Add to Applications** — card appears in the Saved stage.
7. **Update stage and schedule a next action** — stage history is recorded.
8. **Add a learning item** tied to a skill gap for the target role.

How the pieces connect

VERIFIED In the prototype the primary target role in the Profile drives Career Insights (responsibilities, levels, skills you have vs. may need), Job Matches (fit and gap explanations compare job requirements with profile skills), and Learning recommendations (each states which target role and skill gap it supports).

Applications feed next actions, follow-ups and interview dates into Overview's "Your next steps", alongside learning deadlines.

> **Career goal → skill gaps → relevant opportunities → applications → next actions ← learning**

HYPOTHESIS Showing a gap once, consistently across Insights, Jobs and Learning, will make users more likely to act on it than seeing it in separate tools.

7. Information architecture

Section	Contents
Overview	Career goal, active applications, upcoming interviews/deadlines, weekly tasks, learning progress, prioritised next steps
My Profile	Identity, current role, work history, skills, education, certifications, location, multiple target roles (one primary), preferences, salary, optional work authorisation, links
Career Insights	Responsibilities, role levels and scope, illustrative salary by location/level, skills present/needed, suggested steps
Job Matches	Fictional job cards and detail: fit reasons, gaps, save, add to applications
Applications	Board and table of the same data; detail editor with interviews, follow-up, next action, stage history
Learning	Recommended vs. My Learning (Planned, In progress, Exam scheduled, Completed, Paused)
Brand Guide	Logo, tokens, components

Navigation: persistent sidebar on desktop; bottom navigation on mobile.

8. Key design decisions and tradeoffs

Decision	Rationale	Tradeoff
Written fit/gap explanations instead of match %	Avoid unsupported precision and judgment	Slower to scan than a single number
Board and table share one data set	Board for flow, table for comparison and sorting	Two views to keep consistent
Stages shown with number + label + colour	Accessibility; not colour-dependent	Slightly denser column headers
Salary always shows currency, basis, base/total, level, location, "illustrative demo"	Prevent misleading figures	More text per figure
Seniority not inferred from years	Titles vary by employer	Users must self-select level
No invented prices or credential links	Honesty; data unverified	Recommendations feel less complete
Coral restricted to next steps (~5%)	Keeps one clear forward signal	Less visual energy elsewhere
Browser-local storage, separated data layer	No accounts or paid APIs; replaceable later	No sync across devices
Separate mobile and desktop builds	Tailor navigation and default views per device	Duplicate maintenance

9. Prototype scope

In scope VERIFIED : onboarding; editable profile; overview; applications CRUD with confirm-before-delete, search, filter, drag between stages, multiple interview rounds, stage history; insights; fictional job matches; learning tracking; reset demo data; demo-data and sensitive-information notices; empty, loading, success states; reduced motion.

Out of scope: real job listings, accounts, cloud sync, verified salary data, notifications, AI generation, integrations (LinkedIn, calendars).

10. Usability testing plan

Not yet conducted. Proposed plan:

- **Method:** moderated remote think-aloud, 5–6 participants per round, two rounds.
- **Recruit:** working professionals actively or soon job seeking; mix of same-field, switchers and relocators.
- **Tasks:** complete onboarding; identify your top next step; evaluate one job and add it; move it to Interview and add a round; schedule a follow-up; find a learning item for a skill gap; switch board/table; delete and confirm.
- **Measures:** task success, time on task, errors, SEQ per task, SUS at end, qualitative comments on trust in salary and fit explanations.

Hypothesis to test	Signal
H1 “Your next steps” lets users name their most important action within 10 seconds	Correct answer, time
H2 Fit/gap explanations are trusted more than a percentage would be	Interview comparison prompt
H3 Users understand salary figures are illustrative	Comprehension question
H4 Board view is faster for stage updates; table for comparison	Time/preference by task
H5 Linking learning to a named gap increases intent to add it	Self-reported intent, rationale

11. Limitations and next steps

- No primary research; all user needs are assumptions.
- All jobs, salaries and companies are fictional; data stays in one browser.
- Accessibility checked by design intent, not audited with assistive-technology users.
- Logo is a concept pending trademark review.

Next: 6–8 discovery interviews → run usability round 1 → revise → explore verified salary sources with source/date display → accounts and sync → calendar reminders → Korean localisation with Pretendard.