Job Description – Product Designer at Balloon

Wanted

Product designer wanted to take our online entrepreneurship platform to the next level – www.validatestartup.com

Overview

Balloon Ventures is a social enterprise working in the UK and East Africa that supports social impact through entrepreneurship.

Since 2012, Balloon has helped 3000 entrepreneurs across 9 countries to start-up or grow businesses. Through countless hours of teaching, testing, and iterating, we have created a curriculum that translates interests into ideas, and ideas into realities.

Validate (www.validatestartup.com) brings together the best of this curriculum and presents it in a simple and intuitive way. It is a web-based platform that helps young people come up with new ideas, map out their business model, prove/disprove the key assumptions that underpin it, and present their work in an engaging way.

We want to create a generation of entrepreneurial thinkers equipped to solve society's most challenging problems. Validate is currently used at universities across the UK and we are expanding into other geographical markets.

The Role

12 months prior we launched a v2 of Validate. Now we want to add additional features and make improvements in a v3.

We're looking for an empathetic problem-solver, experienced in digital product design, to come in and lead that process working with us to rapidly prototype and test concepts with users. We will then hand the completed wireframes to our developers to update the platform. This is a great opportunity for someone who wants to work on a project from start to end to create an exciting digital product.

Specifically, we want to focus on 2 areas:

1. Add an ideation section to help users generate business ideas. We previously built this, but then withdrew it because it wasn't good enough. We now want to develop something great
2. Review the end to end journey of the platform to note areas that can be improved and decide where to focus resource and change in the short term

Overall responsibilities

- Design and lead the implementation of a project plan that includes user research, prototyping, testing and wireframing to deliver high quality outcomes, on time and on budget

- Ensure Balloon Online V3 is a brilliant product that balances the needs of customers (universities), users (students) and Balloon

Key tasks include

1. **Review behaviour and outputs of existing users** – use the data to uncover and map out user's pain points the parts of the platform they love
2. **Test the product with new users** – set up testing events, recruit users to test, observe and interview users, summarise and aggregate findings
3. **Prototype new sections and conduct further tests –** develop prototypes and quickly test with users to gain feedback and build improved interactions
4. **Present findings in a clear and persuasive way** – take the lessons from existing users and new user tests to generate insights about how the platform should be used; provide evidence to prove you're right
5. **Support development** – create wireframes for the development team and ensure good communication and review of work to deliver an excellent final product

Person specification

Experience and knowledge

- Experience using prototyping tools such as Axure, Just in Mind, Principle and alike
- Experience using wireframes tool such as Sketch, Figma, Adobe XD and alike
- Experience working on visual design
- Experience with different research methodology
- Ability to summarise research data in a clear and simple artefacts

Competencies

- Able to work independently with minimal supervision
- Confident to find users to test prototypes
- Positive attitude and resilient in the face of set-backs or failures
- Confident sharing ideas and defending point of view
- Strong work ethic and highly organised approach
- Responds well to constructive feedback

Location: Impact Hub Kings Cross

Other information

- Contract is for two-months, starting ASAP
- Salary range is £30,000 – £40,00 pro rata, depending on experience
- Working in a startup & entrepreneurial culture
- You must have the right to live and work in the UK

How to apply

- Please submit a CV and/or Portfolio and cover letter to josh@balloonventures.com