Aesthetic Analysis

Glassdoor and Pymetrics

Glassdoor and Pymetrics were selected because they are both modern websites that are related to career change. Glassdoor provides job seekers with salary data and company reviews to help them find and get the right job. Pymetrics is a new startup that uses short games to test the cognitive and emotional traits of people looking to find the right career fit. Then it suggests careers and companies.

Cameron Reed
When searching for user experience salaries in San Francisco, you get results like these. Each item in the results is a different job title at specific company. The average salary is highlighted and a salary range graph is shown for context.

When going into the salary overview for a specific company and position, you see a chart illustrating the difference between the base salary and total compensation. This gives jobs seekers an idea of what they can expect in terms of a sign-on bonus or stock options.
Objectives

Glassdoor

Find job postings in your area

Find good companies to work for

Understand the salary ranges for different types of jobs, companies, and locations

Get some insights into the interview process

Overall, these objectives are summarized in the message seen on the homepage, “Get Hired. Love Your Job.” Those two things are the ultimate objective of their target job seekers.
Users

Glassdoor

Glassdoor’s primary users are white collar job hunters. They are trying to find jobs, good companies to work for, interview information, and salary range data. Users are incentivized to enter their own company reviews and salary data in order to get access to the rest of Glassdoor’s resources.

Before Glassdoor, it was very difficult to get accurate information on salary ranges for different kinds of jobs in your area. Industry reports or government statistics are not granular enough, and the information can quickly become outdated. The reviews feature also gives job hunters some critical information about each company’s interview process and work environment. Before Glassdoor, this information was usually only accessible through networking or experience.

Glassdoor is likely used by job hunters when they are at home in the evenings or weekends, as people don’t want to be caught looking for a new job on their work computer.
Glassdoor’s brand color is this green, which is used prominently in the navigation. Other variations of this green are used for charts and icons.

The page background is light gray with the majority of the content in white boxes on the screen.

This blue is used frequently for links and buttons.

The majority of the text is the shade of gray shown here, or a darker shade which is used for headers.
Glassdoor’s bright green color conveys a sense of freshness, growth, and opportunity. The white and gray colors that make up the majority of the site are both functional (enhancing readability) and aesthetic (bright, open feeling). The blue color used throughout the site to highlight links and buttons was likely a functional choice, as blue has been used to indicate hyperlinks on the Web for decades.
Analysis 1

Typography

Glassdoor

Fonts Used:

**Mittelshrift**
Only used in the Glassdoor logo seen in the navigation bar

**Helvetica Neue**
Used everywhere else on the site:
- Regular: body and headers and subheaders (10px, 12px, 14px, 16px)
- Medium: links on left side of navigation (14px)
- Thin: links on right side of navigation (14px)
- Bold: some buttons and some headers (14px and 16px)

**Arial**
Regular and bold Arial are used in the Google Ads seen at the bottom of many pages. 14px and 16px
I think Helvetica Neue was chosen because it has been redesigned for screen use and comes in several different weights. The typeface is functional because it is easy to read almost seems invisible to the user. It’s also flexible in that it can be used in ways that are more dramatic, such as in this example where the Ultralight weight was used on the Home page.
Tools & Resources

Glassdoor OpenCompany
Become an OpenCompany and join the growing list of companies embracing transparency

Glassdoor Blogs
Get expert career advice and read about the latest in talent solutions

Analysis 1
Assets

This salary is 6% above the local average. See all User Experience Designer Salaries.

Base Salary
$103,571
$73k $119k

Total Compensation
$111,754
$79k $119k

Additional Compensation

<table>
<thead>
<tr>
<th></th>
<th>Average</th>
<th>Min</th>
<th>Max</th>
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<td>Profit Sharing (1)</td>
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</table>
Analysis 1

Assets

Glassdoor

Get Hired. Love Your Job.

Groupon

*Challenging work, fun company to

thumbtack

*Great place to work full of mission-
The background images on the homepage of Glassdoor serve both an aesthetic and functional purpose. The images are vibrant photographs of workplaces that often convey a sense of modernity, spaciousness, and opportunity. At the bottom of the pages is an advertisement to look at jobs at the company depicted in the photograph.

In the rest of the site, the text and page structure mostly have a functional purpose — to organize the information into a hierarchy and make it easy to browse or digest. However, the charts and icons add a little aesthetic flourish to an otherwise text-heavy website.
Analysis 1

Pymetrics Examples

01 - Home Page
The home page features a splashy, vibrant image with messages like “FIND YOUR FIT: Discover new careers & companies by playing neuroscience games”

02 - Trait Report
The Trait Report presents the results of the games played. Each game assesses one or more traits, which are shown on a scale. For example, the attention duration trait is on a scale from % daydreamer to % attentive.

03 - Career Report
The Career Report features a sidebar which lists all the careers your test results were compared with. For careers with a strong match, a green “match” tag is displayed.
Pymetrics

Assess your cognitive and emotional traits in a way that is fun and easy

Understand results from the games and gain some personal insights

Explore careers that might be good fits based on your results

Find companies who are looking to hire people like you

Get hired for a job that is a great fit for you

These objectives are summarized in the 3 slides on the home page:
“Find Your Fit”, “Play Games”, and “Get Hired”
Users

Pymetrics

Pymetrics is targeted at college students and younger career changers. Games used to assess individual traits in a way that is supposed to be fun, fast, and easy.

Pymetrics is proposing a new way of assessing career fit. While assessments like these common among people in the midst of career explorations, Pymetrics’ approach is novel because it is making assessing traits based on recent neuroscience research.

Pymetrics is best used on a desktop or laptop at home because of the distraction-free and large-screen conditions needed to play the games.
Like Glassdoor, Pymetrics uses a light gray background with white boxes for content.

The blue is used for the navigation bar, and different shades of that color are used throughout the site.

The green is used for charts and icons. The dark bluish gray and similar shades are used in the footer, various illustrations, and some of the text.
Pymetrics uses a similar color scheme to Glassdoor. It has the same light gray background with white boxes for content. It also uses blue and green as accent colors. Because the site is more balanced towards blue than green, the mood is a little different. Pymetrics conveys a sense of calm and trust rather than Glassdoor’s sense of freshness, growth, and opportunity. This is probably intentional because Pymetrics is promoting a new way of doing career assessments.
The website in Pymetrics displays in different fonts in the Chrome and Firefox browsers. In Chrome, the majority of the text is Avenir, while in Firefox, the text is Helvetica Neue.

Pymetrics also uses its smallest font-size of 10px much more liberally. This may be in part because it is targeting younger users with better eyes, but I find that the typography seems to have too much spread between the smallest, thinnest text and the largest boldest text. I think they could have achieved the same hierarchy with larger text.

The main inconsistent use of typeface that I found was the use of Open Sans in the testimonial text on the home page. Open Sans wasn’t used anywhere else in the main part of the site. The aesthetics and typography of the games didn’t always match the rest of the site either.
I think Pymetrics chose Avenir as its primary typeface (and Helvetica Neue as an alternate) because it is a functional, common sans serif typeface that works well on screen. However, I noticed that Pymetrics seemed to use a wider range of weights and font sizes on its website. The weights make the website feel a little too heavy in some places and far too light in others. Overall, I think a larger font size with a smaller range of weights would make the site easier to read and more balanced.
Analysis 1

**Assets**

**Pymetrics**

**Investment Management**
78%
Investment management refers to portfolio management and the strategic trading of assets in order to achieve the specific goals of the investor. These assets can include shares, bonds, and other securities, as well as other assets such as real estate. Investors can range from an individual to a larger client such as an insurance company or a corporation.

**Consulting**
74%
A consultant offers expert advice to organizations in need of specialized insight to solve complex problems. Consultants help businesses do their job more quickly and effectively. For example, if a company wants to create a brand new product, it might hire innovative consultants to design, brand, and financially model the product.

**Games**

- **STOP 1**
- **CARDS**
- **ARROWS**

Using 12 short games, we assess over 50 key cognitive and emotional traits. The games provide a snapshot of your unique characteristics. We apply data science to your game performance to create a personalized profile. Your profile will be matched to careers and companies where you would most thrive.
Analysis 1

Pymetrics

Trait Report

3 traits that characterize you

- **Fairness**
  - 0% antagonistic
  - 100% fair-minded

- **Attention Duration**
  - 0% daydreamer
  - 100% attentive

- **Risk Preference for High Risks**
  - 4% does not seek out high risk environments

See the rest of your trait report here.

Career Report

You are a match for Project Management!

- %73 Project Management
  - You are a match for Project Management!
  - Share your awesomeness

Most important characteristics in Project Management

- do not waste effort on small details
  - 66% do not waste effort on small details
  - 34% go above and beyond to achieve desired results

- do not expend excessive effort if the likelihood of success is not high
  - 83% do not expend excessive effort if the likelihood of success is not high
  - 17% exceed a lot of effort to improve
Pymetrics uses a lot of fun illustrations and charts for its games and reports. I think this is mostly an aesthetic choice. Illustrating the different between a 78% match and a 74% match in a chart isn’t important — it’s enough just to know whether it was a strong match, a good match, a weak match, etc.

The photographs used on the front page do a good job of conveying the mood of the messages displayed. “Find your fit” is paired with an image of a man leaning back in his chair with his hand behind his head, which conveys confidence and satisfaction. Similarly, the “Get Hired” message is paired with an image of an open office space with young people working together. Overall, the photographs are aesthetically pleasing and they fulfill the function of reinforcing the message on screen.