

Case Study

Bullpen

Background

Bullpen

COMMERCIAL REAL ESTATE TALENT MATCHING | B2B

A commercial real estate talent matching network. Core users are 'talent' within the industry, businesses looking to hire, and administrators that facilitate the matching.

User Types

Talent

Pre-vetted Commercial
Real Estate Experts

Businesses

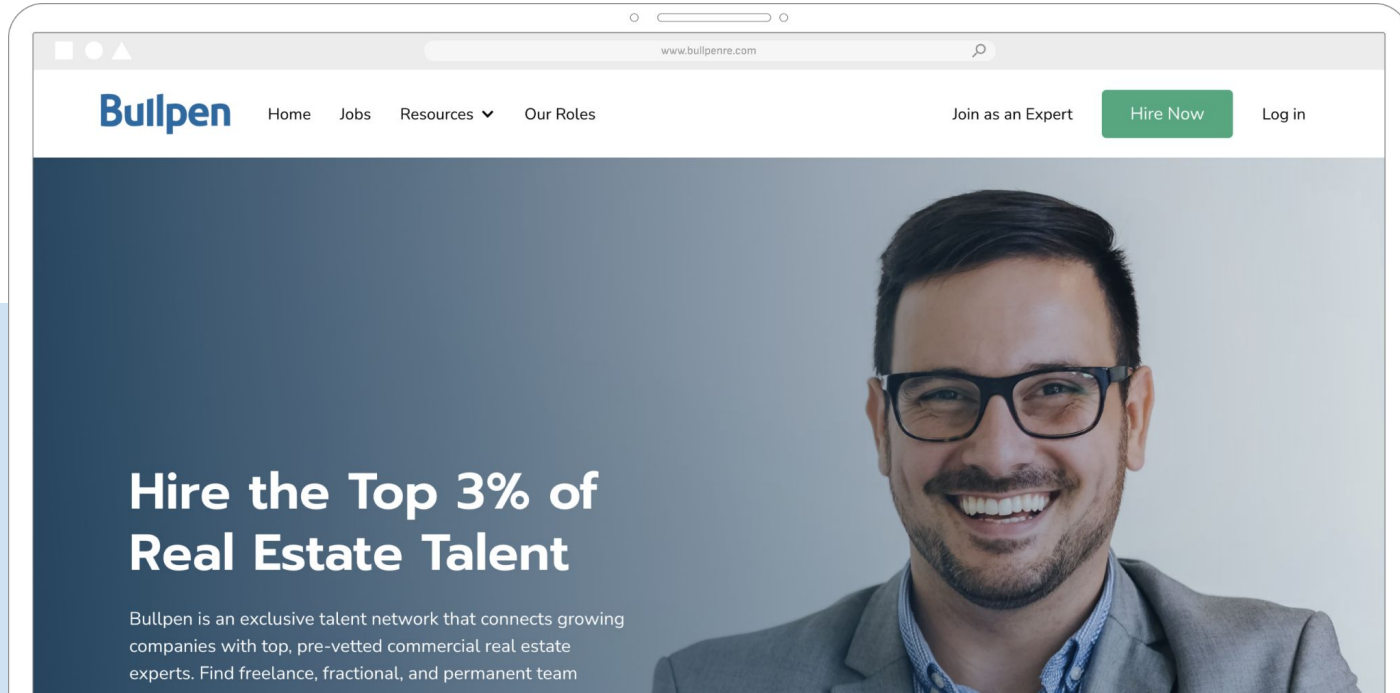
Project Leads Looking to
Hire on the Platform

Admins

Bullpen Recruiters that
Match and Approve Talent

Account Sign Up

Updating styles and add functionality



Core Problem to Solve

Current experience feels dated and cumbersome when completing the application process

Bulpen

Tell us about your current employment

LinkedIn Profile URL
This is important! Your LinkedIn profile helps us confirm your background.

 I don't have a LinkedIn profile

Current Employment Status

I'm unemployed and looking for work
 I have a full-time job
 I have a part-time job
 No job for me - I work for myself

Bulpen

Where do you live?

Country

City

State

Zip Code

Save & Continue

Bulpen

Thank you for your interest in Bulpen!
We're currently prioritizing new W2 employees for contract positions with our clients.
As a one-time contributor, a person with a W2 job will be considered for a position when we full-time contractors are available.

Apply to Join the Network

Always here at 404.001.0011

First Name Last Name

Street City

Email

Phone Number

Password

I understand about
 number
 I understand character

Save & Continue

Opportunity

Increase funnel conversions and
overall efficiency of application reviews

Project Brief

Core Problem to Solve

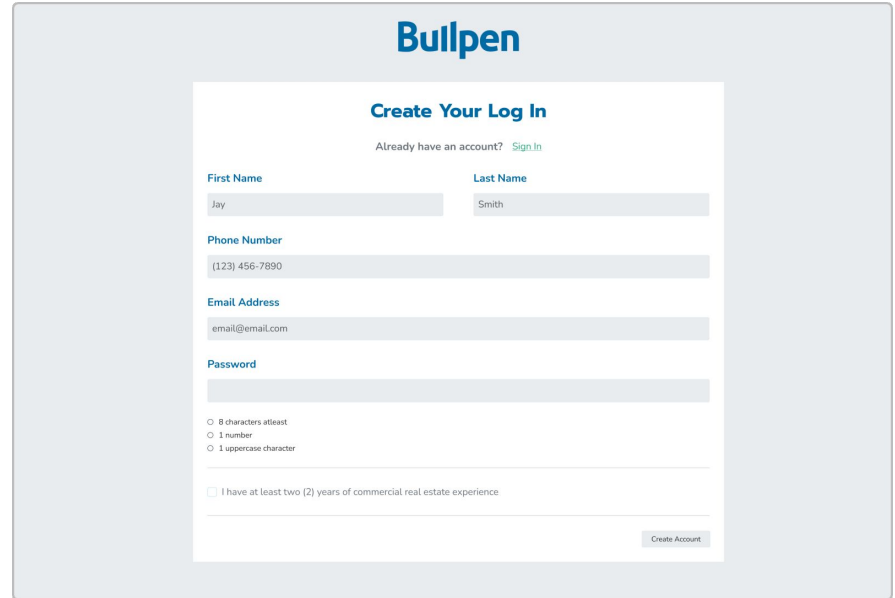
Current experience feels dated and cumbersome when completing the application process

Opportunity

Increase funnel conversions and Overall efficiency of application reviews

Business Goals

- Improve applicant/acceptance rate
- Increase Talent Pool by 15-20% by EOY



The image shows a screenshot of a web form titled "Bullpen" with the sub-heading "Create Your Log In". The form is set against a light gray background. At the top right of the form area, there is a link that says "Already have an account? [Sign In](#)". The form contains several input fields: "First Name" with the value "Jay", "Last Name" with the value "Smith", "Phone Number" with the value "(123) 456-7890", and "Email Address" with the value "email@email.com". Below these is a "Password" field. Under the password field, there are three radio button options: "8 characters atleast", "1 number", and "1 uppercase character". Below these options is a checkbox labeled "I have at least two (2) years of commercial real estate experience". At the bottom right of the form, there is a "Create Account" button.

First Log In Screen

Current State

Previous Solutions

Users use a series of windows and drop-downs to input their basic account information

Issues

- Unclear next steps
- Drop-downs are challenging to navigate with multi-select

Project Requirements

- Updated site styles
- Clear requirements
- Usability adjustments

The screenshot shows a web form titled "Bullpen" with a progress bar. The main heading is "What are your goals?". Below it, the question is "What type of work commitment are you actively seeking?". The instruction "Choose 1 or more." is followed by a multi-select dropdown menu. The menu is open, showing the following options: "< 10 hrs per week" (highlighted in blue), "10 - 20 hrs per week", "Part-time (20 - 30 hrs per week)", "Full-time (30 - 40+ hrs per week)", and "Not Actively Interested". Below the dropdown, another question is visible: "What level of role are you most qualified for and interested in?". The instruction "Choose 1 or more that most closely represent your current experience." is followed by another dropdown menu.

Current drop down

Success Metrics

- ✓ Style guide compliance
- ✓ Built in Figma for future iterations
- ✓ Completion rate increases

Plan/Approach

1. Conduct Initial Research
 - a. Internal: Review current system and speak with subject-matter experts
 - b. External: Competitive analysis and best practices
 - c. Joint: Create a word list of requirements
2. Develop wireframe options
3. Review concept directions with stakeholder
4. Create medium fidelity and alternative states
5. Engineering Review
6. Create high fidelity
7. Final share with client and release to engineering
8. Q/A Review and adjustments as needed
9. Release

Roles and Tasks

3 person team

Consulted personal design network for industry standards and outside perspective

My Roles and Responsibilities

Principal Designer
Researcher

Timeline

2 weeks

Core Team



**Researcher
& Designer**



Engineer



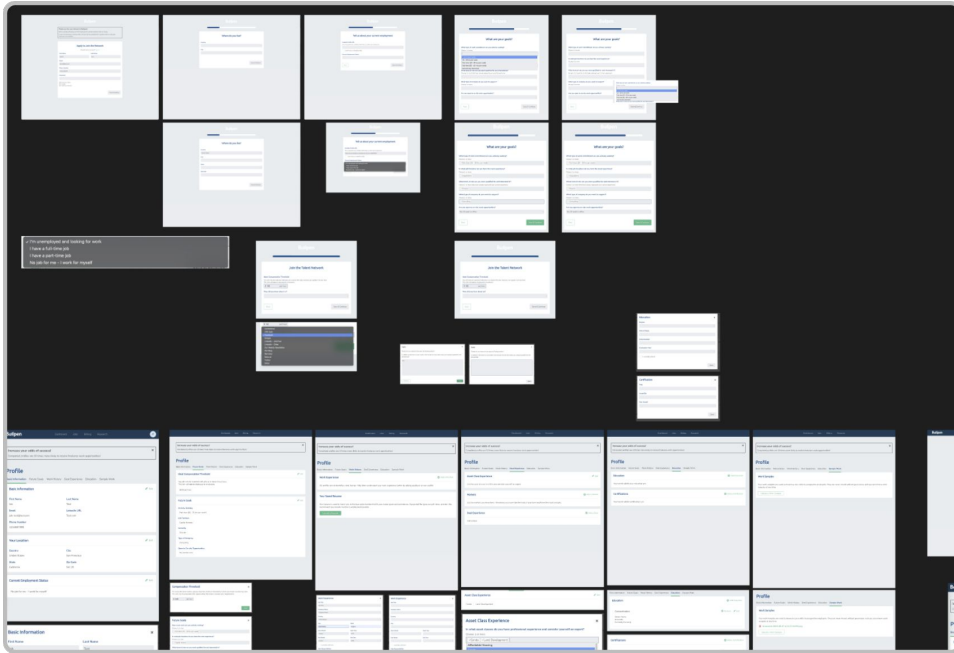
Q/A

Stakeholders



**Internal
Stakeholder**

Research



Internal

- Reviewed and documented the current process
- Reviewed the internal application to understand how user-inputted information was later displayed
- Interview subject-matter experts to understand application requirements

External

- Documented alternative user flows in the market
- Spoke with design-network to better understand industry standards

Research Results

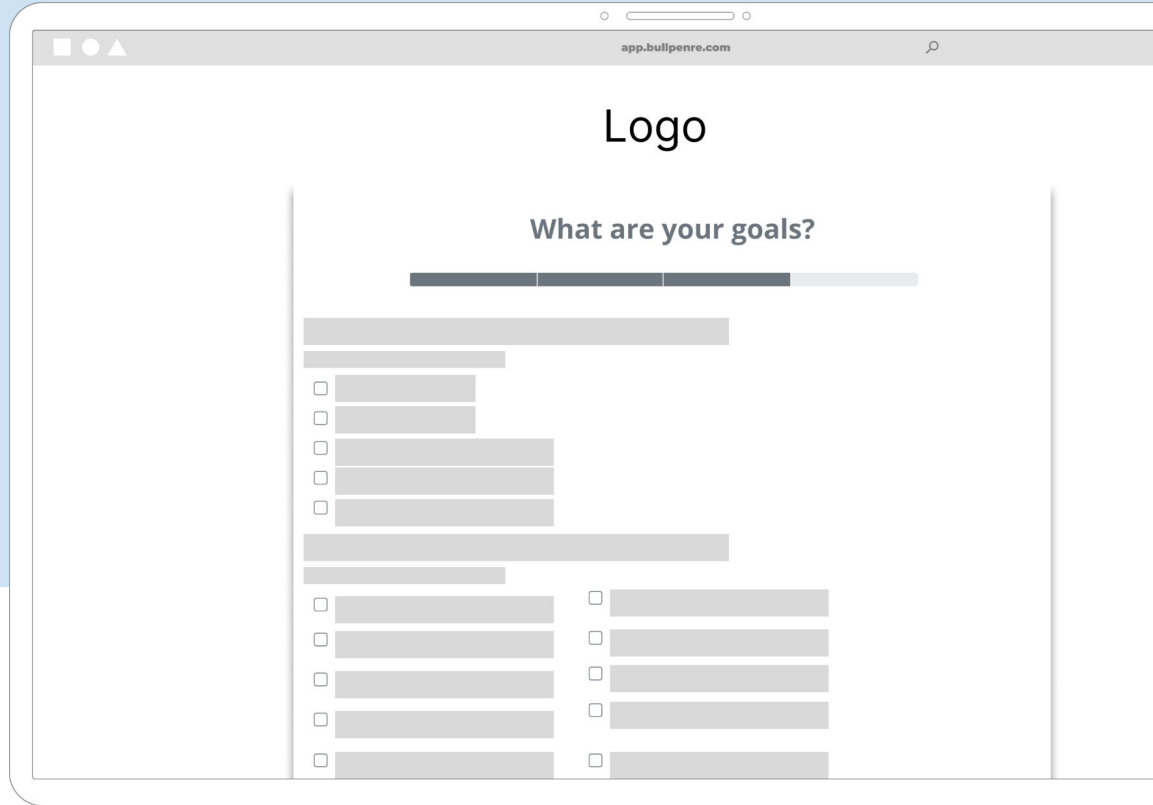
Key insights were largely centered around usability and communication to ensure users understood what was being asked of them

Missing key prerequisite information at the top of the Sign Up flow

Drop-downs are cumbersome, repetitive, and drastically slow down the process

Post completion steps are unclear in the current tool

Wireframes



Wireframes

Based on subject matter expert:

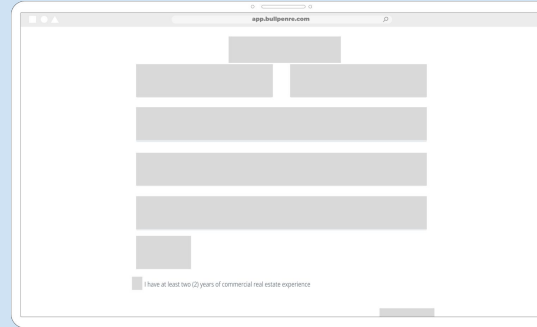
- Need a way to validate minimum experience to qualify

Based on industry standards:

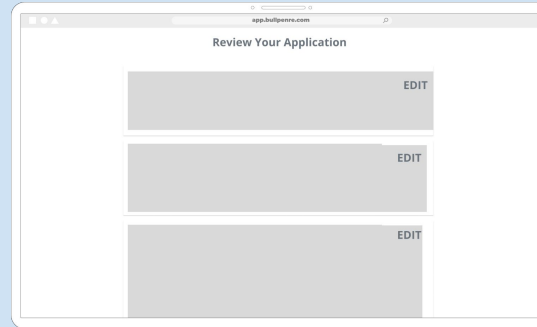
- A review step is needed to support higher talent adoption once accepted

Based on audit:

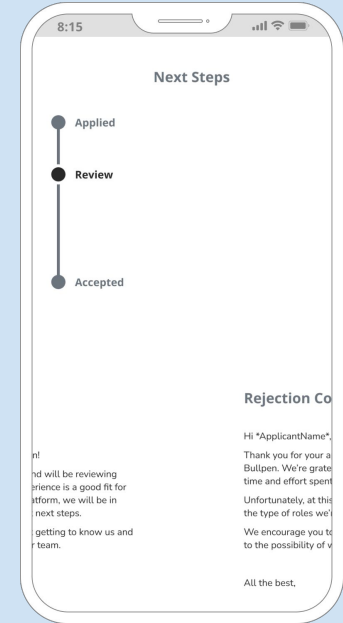
- Next steps need to be more clearly defined



'2 year minimum' added to account creation credentials



Review Application page added before submission



Application Confirmation page added to outline next steps + email content

High Fidelity

app.bulpenre.com

Bulpen

Create Your Log In

Already have an account? [Sign In](#)

First Name
Jay

Last Name
Smith

Phone Number
(123) 456-7890

Email Address
email@email.com

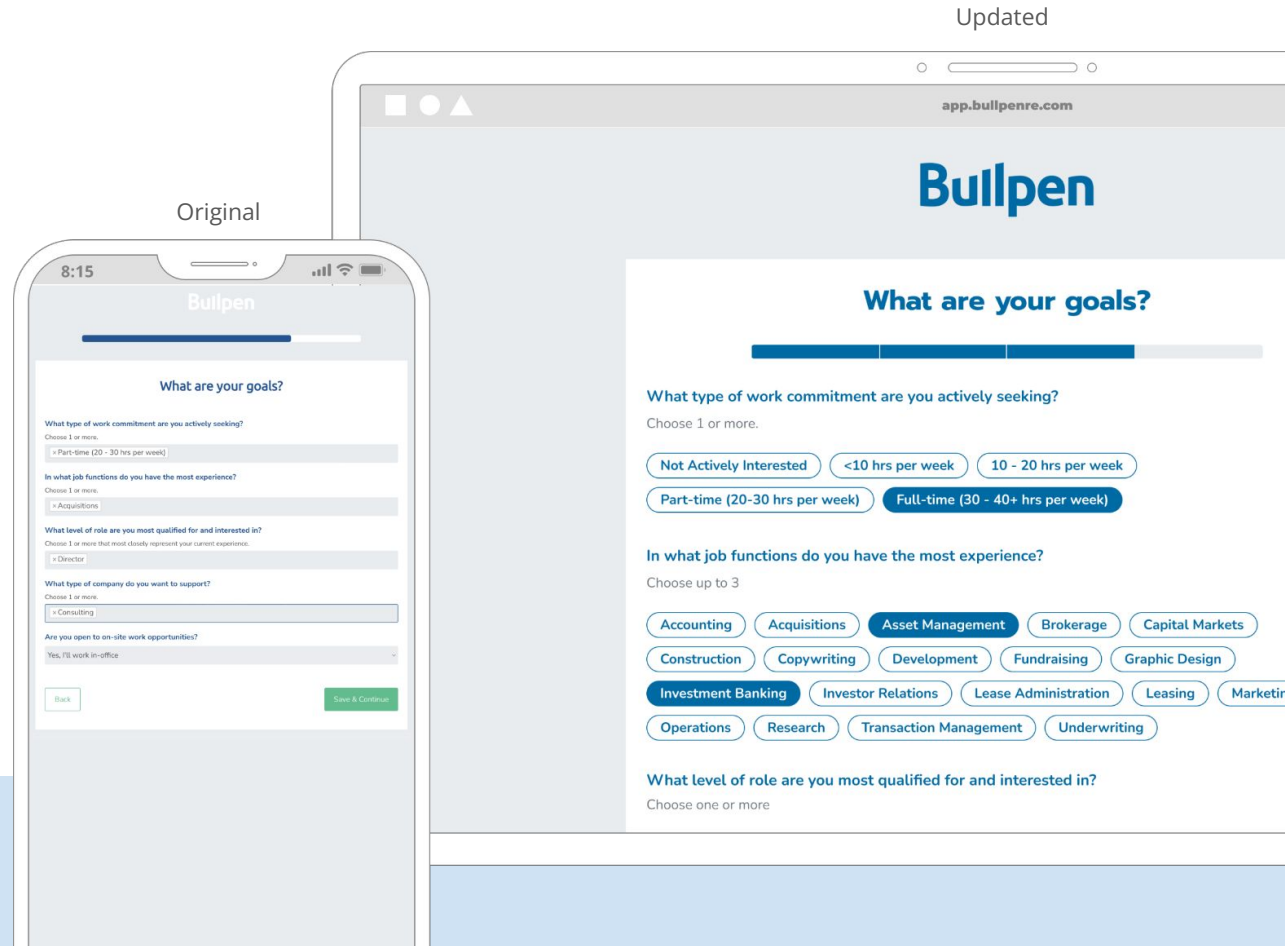
Password

- 8 characters atleast
- 1 number
- 1 uppercase character

I have at least two (2) years of commercial real estate experience

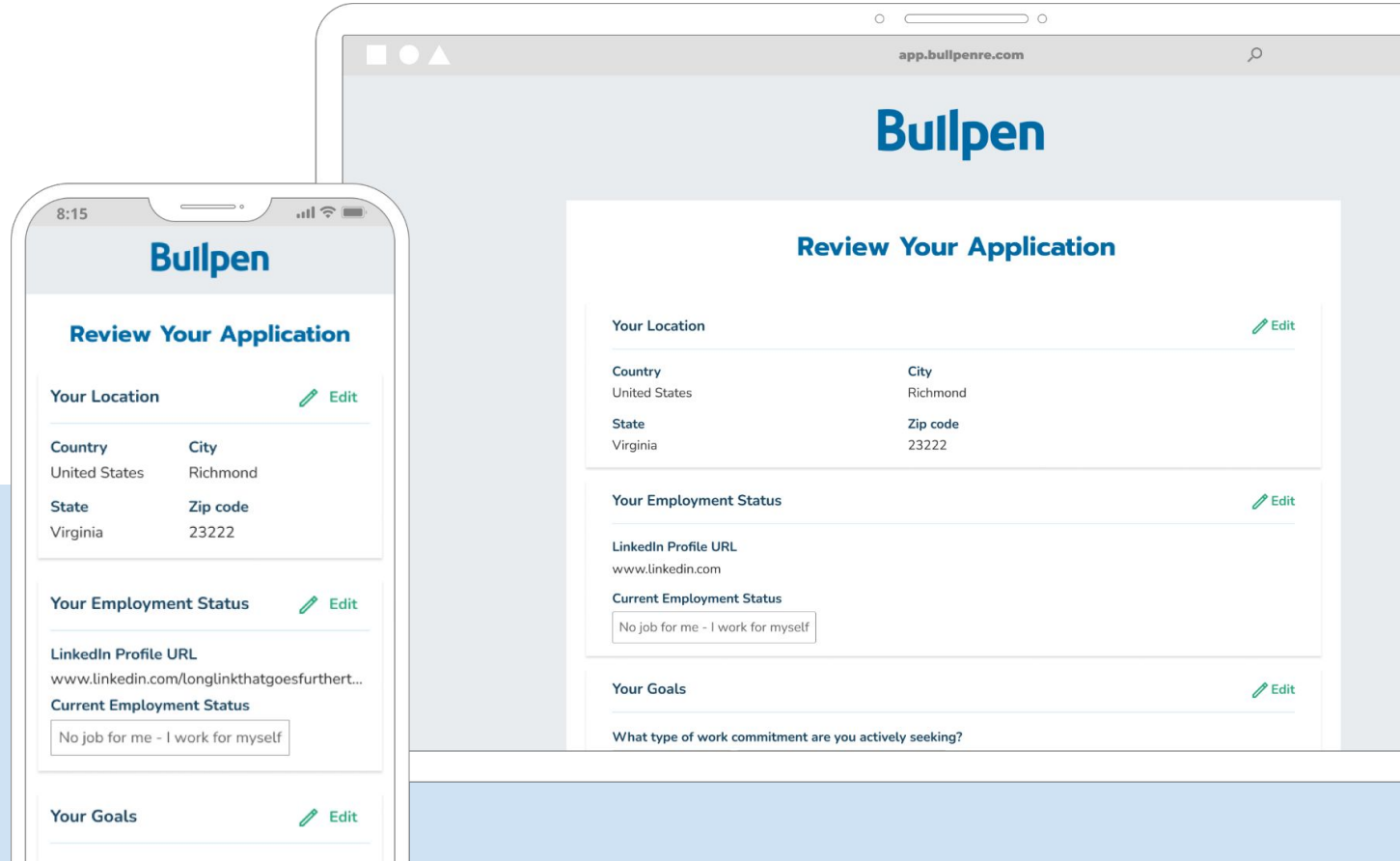
High Fidelity

- 'Chips' system added to maximize space and communicate all options clearly to applicants
- Some dropdowns still proved to be the most efficient selection process and remained in the user flow



High Fidelity

Competitive analyst revealed that most sites allowed users to confirm information at the end of an application process



Prototype

app.bulpenre.com

Choose 1 or more:

< 10 hrs per week 10 - 20 hrs per week Part-time (20 - 30 hrs per week)
Full-time (30 - 40+ hrs per week) Not Actively Interested

In what job functions do you have the most experience?

Choose 1 or more:

Accounting Acquisitions Asset Management Brokerage Capital Markets Construction
Copywriting Development Finance Fundraising Graphic Design Investment Banking
Investor Relations Lease Administration Leasing Marketing Operations Research
Transaction Management Underwriting

What level of role are you most qualified for and interested in?

Choose 1 or more that most closely represent your current experience:

Analyst Associate Director Vice President Head of X CXO

In what asset classes do you have the most experience?

Choose 1 or more:

Affordable Housing Condo Data Center Historic Tax Credit Hospitality Industrial
Land Development Life Sciences Low Income Housing Tax Credit Marine Medical
Mixed Use Mobile Home Multifamily New Markets Tax Credit Office Opportunity Zone
Outdoor Industrial Storage Retail Self Storage Senior Housing Single Family
Student Housing

Are you open to on-site work opportunities?

Back Next

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Bulpen

Join the Talent Network

Ideal Compensation Threshold
You will only be matched with jobs at or above this rate, and you can update it at any time.
This info will **not** be displayed to employers.

\$ 123 per hour

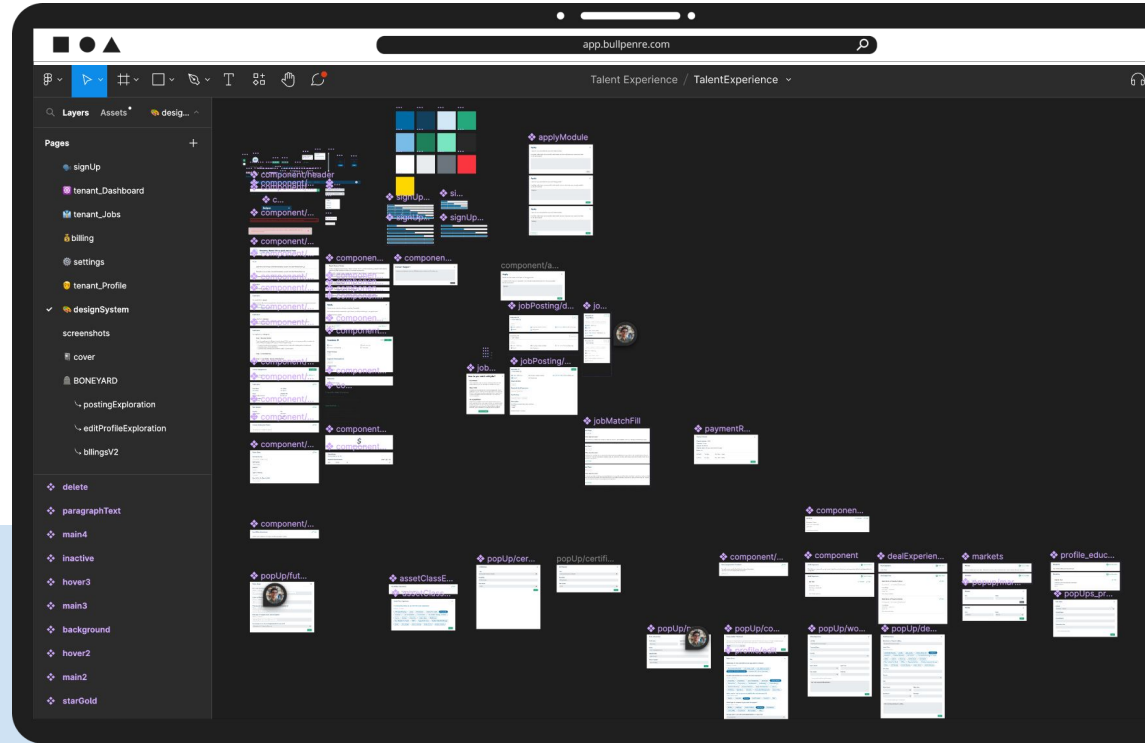
How did you hear about us?

Facebook

Back **Update Compensation**

Design Systems

- Created a design system in Figma using variants to demonstrated interactive elements
- Set the client up for future builds



Outcomes

- ▲ UI Updates were implemented and applied to profile as well to create a more cohesive user experience
- ▲ Design system is now established in Figma for further iterations and builds
- User adoption has not seen any noticeable effects yet

Key Learning

By building the product interface within Figma, I worked in variables and prototyping to create a more communicative system between myself, engineering, and our stakeholder.

Moving forward, I have implemented these project standards to all on-going work with the client to allow for scale-ability of components and page updates over time.