



# Emirates Airlines Recruitment Application

A design test for Dubizzle by Rodrigo Franco

# Introduction

How can you use technology to automate and enrich a recruitment process?

This was the starting point for this design test.

Every week Emirates Airlines holds recruitment days around the world and it's recruitment system could get better by using technology and better designed experiences.

Please consider that due to the number of candidates that each place can manage, recruitment days can be Invite-only days or Open days. While planning the strategy for this test, it was decided to target an Open day where the recruitment process can be started and completed in the same weekend.

In the following pages It will be explained how this global experience can be used to optimize the interviewing process and how it will be more accessible to potential candidates.



# Experience description

This experience was designed to match two important points. First, it has to provide a richer experience for potential candidates and recruiters team by making it more accessible and obvious. Second, it must automate and improve the recruitment process so it can be optimized in time and expenses.

The first point will be achieved by designing an experience that can be started, managed and completed remotely and within a wide group of digital tools. Potential candidates will be able to start their application process as soon as they are approved for the Assessment day.

By providing an unique Assessment ID to candidates, the company can easily manage their correspondent data all over the recruitment process until the joining program, in contrast to what happens nowadays. Nowadays, the information provided online is not transported or stored to the open day, so there are candidates that are filling up the same form and uploading the same documents two times during the recruitment process. Before the open day and after the open day, if they are successful.

The second point will be achieved by optimizing the application form that is given to the candidates on the open day. It is known that there are requirements that can be eliminatory, so if the application form is built with fields about this requirements, the system can easily filter most of the candidates before the group or individual interview. Minimum age, height and education level, visible tattoos or piercings, a english CV, fluency in English and repetitive Emirates interviews are fields that can cause immediate elimination from the recruitment process.

This two points will be the starting point for this experience.

## Experience Flowchart

Before the open day

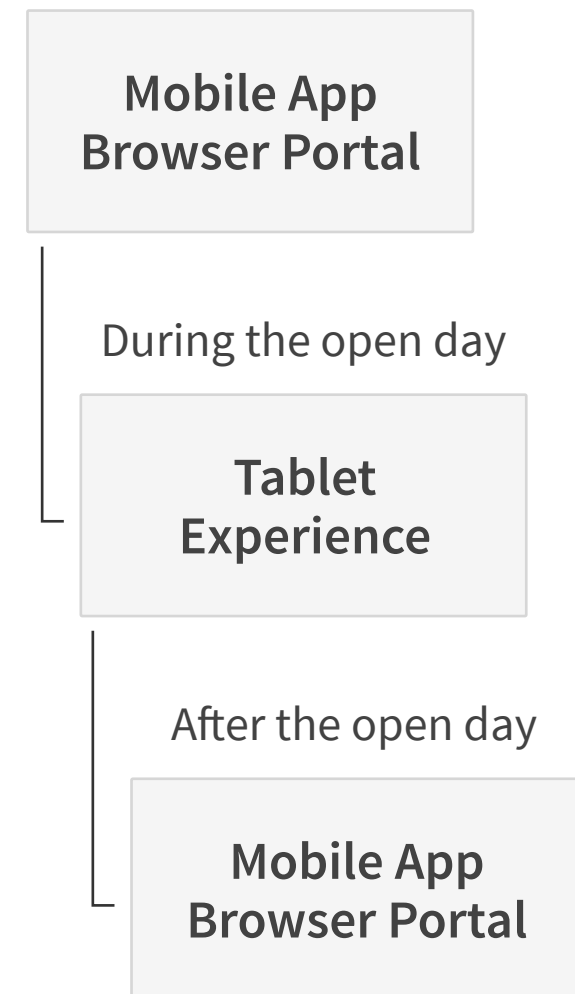
**Mobile App  
Browser Portal**

During the open day

**Tablet  
Experience**

After the open day

**Mobile App  
Browser Portal**




# Tablet Experience

## Landing screen

This will be the starting screen for the experience at the open day.

As referred earlier, open days can have candidates that applied online or that are doing an on-site application so this landing screen will have the opportunity to login if the candidate as already started the process online or to do the on-site register.

Let's first cover the register process.



## Emirates Airlines Cabin Crew Recruitment

8th October 2016 - London

Emirates Airlines proudly welcomes you to our Assessment day for Cabin Crew.

If you have applied online and already have filled your information, please log in using your **Assessment ID**, confirm and submit your information in order to do the check-in in our system.

If you are doing a On-site registration please choose the option **On-site Register** in order to proceed with the registration and check in.

Assessment ID

Password

[On-Site Register](#)

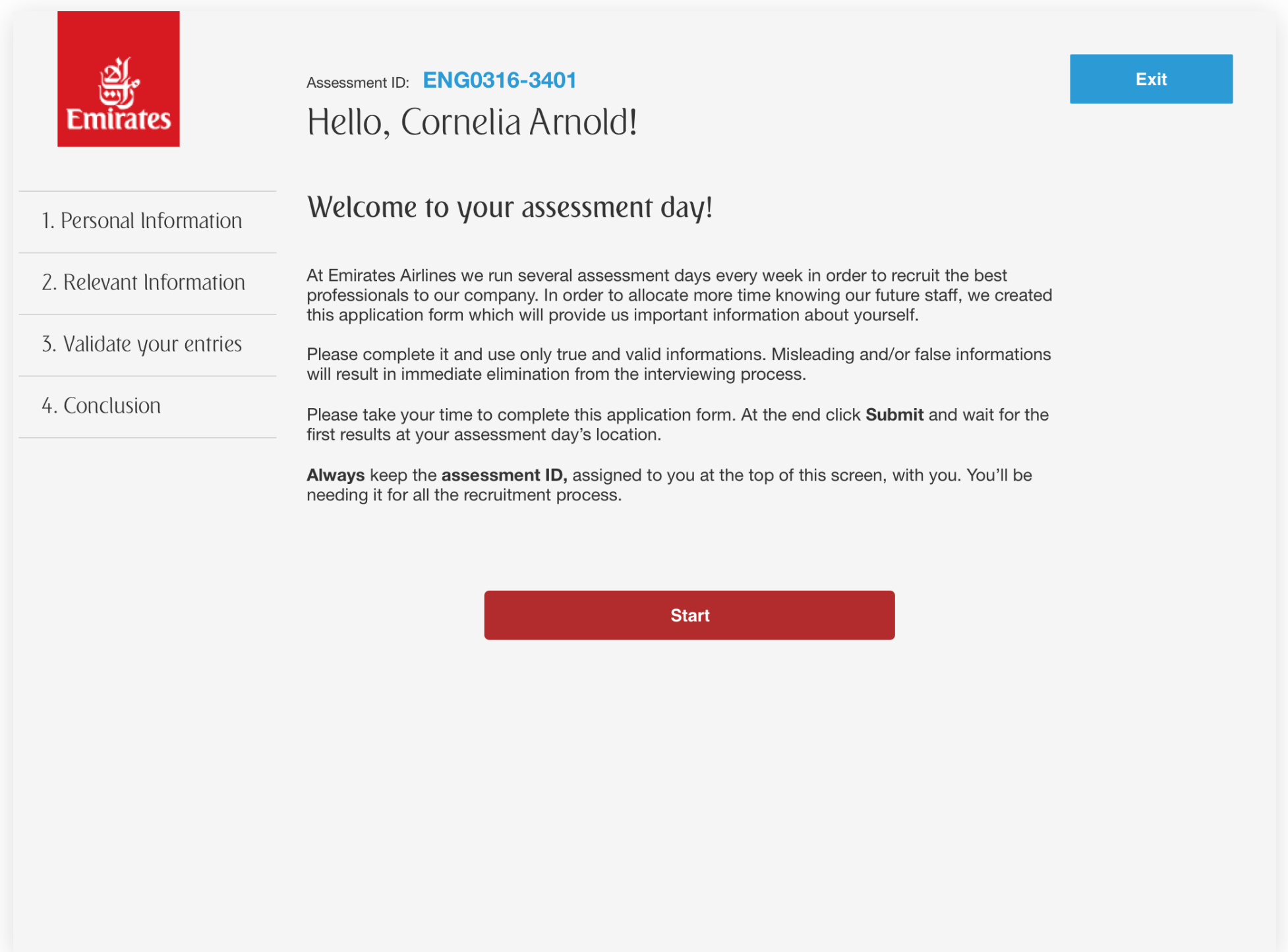
[Start interview](#)

# Tablet Experience

## Welcome screen

Candidates will be prompted to a welcoming screen with a brief description about the application and how to use it.

A Call to Action button is used in order to prompt the candidate to start filling the application form.



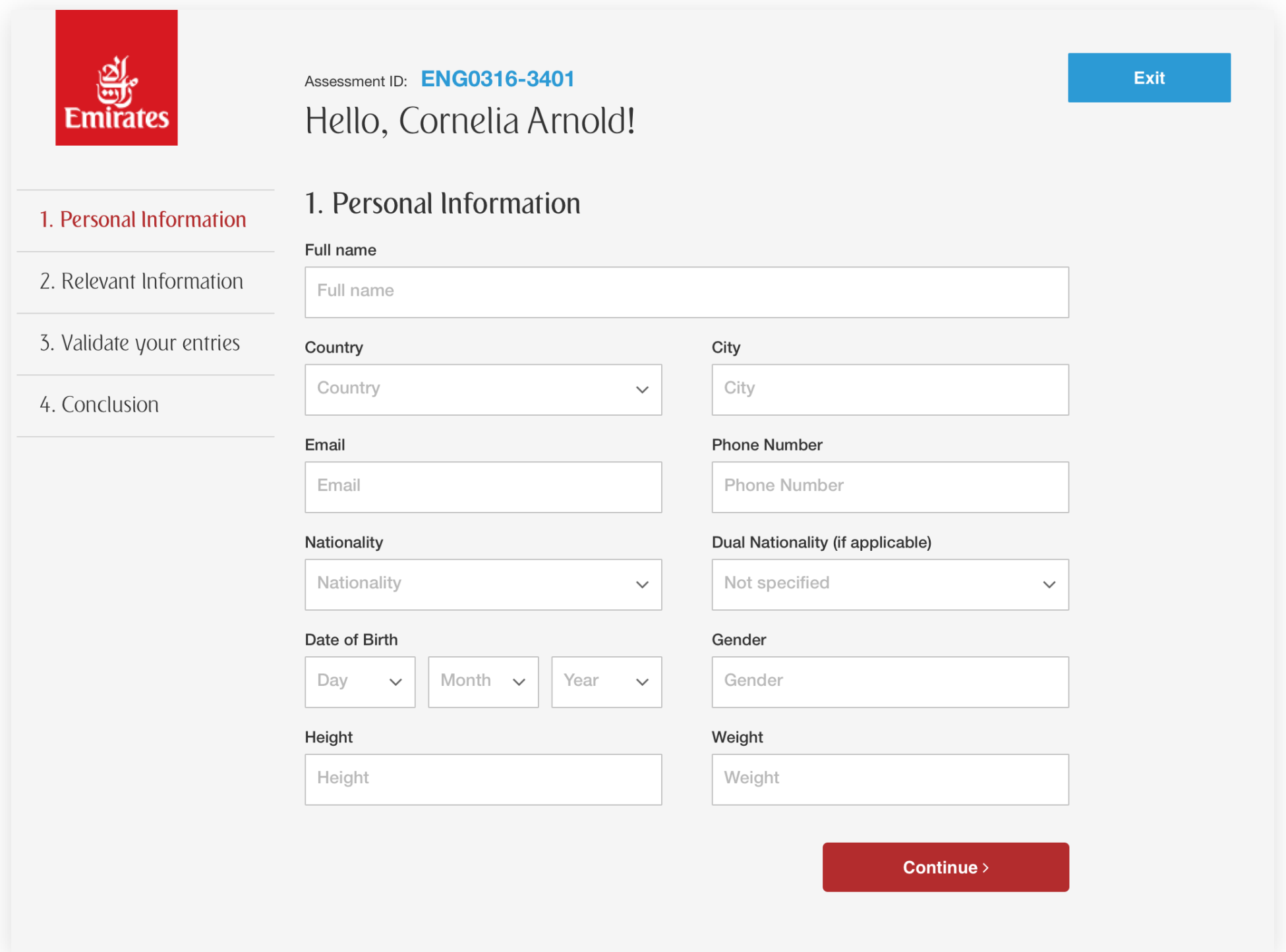
# Tablet Experience

## Personal Information form

The first step will be to fill in their personal information.

Short form with important and direct questions will make the candidate focused in the process.

Notice that in this step are displayed eliminatory fields that will help the recruitment system to filter the candidates if they don't match the minimum requirements.



The screenshot displays a tablet interface for the Emirates Recruitment Application. At the top left is the Emirates logo. The assessment ID is ENG0316-3401, and the user is greeted as Cornelia Arnold. A navigation menu on the left lists four steps: 1. Personal Information (highlighted in red), 2. Relevant Information, 3. Validate your entries, and 4. Conclusion. The main form area contains the following fields:

- Full name: A text input field.
- Country: A dropdown menu.
- City: A text input field.
- Email: A text input field.
- Phone Number: A text input field.
- Nationality: A dropdown menu.
- Dual Nationality (if applicable): A dropdown menu with "Not specified" selected.
- Date of Birth: Three dropdown menus for Day, Month, and Year.
- Gender: A text input field.
- Height: A text input field.
- Weight: A text input field.

At the top right, there is a blue "Exit" button. At the bottom right, there is a red "Continue >" button.

# Tablet Experience


## Relevant Information form

In this second step, the candidates are asked to fill relevant information about themselves.

There are eliminatory fields: Candidates are not allowed to join an open day if they already have been in one in the last 6 months; They are required to speak fluent English; They are not allowed to have visible tattoos and/or piercings.

There is a second option for this screen as the system can make a validation from the previous form and present the tattoo diagram for the correspondent gender instead of presenting both.

Take a look at the next screen for A/ B comparison.



Assessment ID: **ENG0316-3401**

Hello, Cornelia Arnold!

[Exit](#)

**2. Relevant Information**

Have you previously been interviewed by Emirates?

If yes, specify how many months passed?

Do you have work experience?

If yes, how many years?

Please attach your CV in English

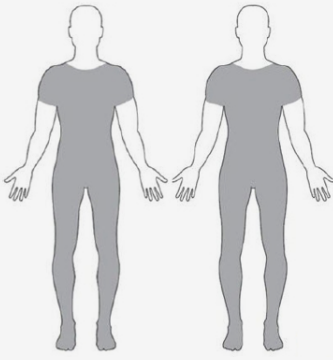
Primary Language

Fluent Languages (Read, Write & Speak)

- Not Specified
- Afrikaans
- Albanian
- Amharic
- Arabic

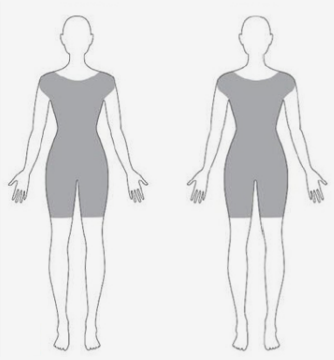
Please take a moment to consider the following image:

Male



Front      Back

Female



Front      Back

Do you have any tattoo and/or piercings outside the grey areas?

Yes     No

[Continue >](#)

1. Personal Information


**2. Relevant Information**

3. Validate your entries

4. Conclusion

# Tablet Experience

Relevant Information form - A/B comparison



Assessment ID: **ENG0316-3401**

Hello, Cornelia Arnold!

Exit

1. Personal Information

2. Relevant Information

3. Validate your entries

4. Conclusion

## 2. Relevant Information

Have you previously been interviewed by Emirates? If yes, specify how many months passed?

Yes

Do you have work experience? If yes, how many years?

Yes

Please attach your CV in English

No file chosen

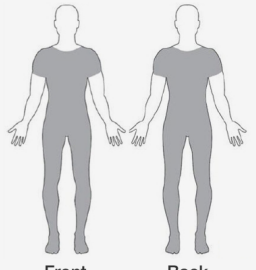
Primary Language

Fluent Languages (Read, Write & Speak)

- Not Specified
- Afrikaans
- Albanian
- Amharic
- Arabic

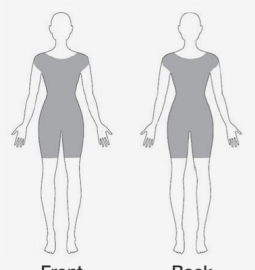
Please take a moment to consider the following image:

Male



Front Back

Female




Front Back

Do you have any tattoo and/or piercings outside the grey areas?

Yes  No

Continue >



Assessment ID: **LX0316-3401**

Hello, Cornelia Arnold!

Exit

1. Personal Information

2. Relevant Information

3. Validate your entries

4. Conclusion

## 2. Relevant Information

Have you previously been interviewed by Emirates? If yes, specify how many months passed?

Yes

Do you have work experience? If yes, how many years?

Yes

Please attach your CV in English

No file chosen

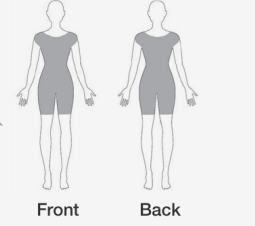
Primary Language

Fluent Languages (Read, Write & Speak)

Fluent Language

Please take a moment to consider the following image:

Female



Front Back

Do you have any tattoo and/or piercings outside the grey areas?


Yes  No

Continue >

# Tablet Experience

## Validating entries

In this step, candidates are asked to valid their information in order to submit it to the system.



Assessment ID: **ENG0316-3401** Exit

### Hello, Cornelia Arnold!

## 3. Validate Entries

Please take a moment to read your entries and confirm them. If needed, go bo back by selecting the corresponding tab on the left,

- 1. Personal Information
- 2. Relevant Information
- 3. Validate your entries**
- 4. Conclusion

<b>Full name</b> Cornelia Arnold	<b>City</b> London
<b>Country</b> England	<b>Phone Number</b> 519-194-0995
<b>Email</b> cornelia.arnold@gmail.com	<b>Double Nationality</b> None
<b>Nationality</b> English	<b>Gender</b> Female
<b>Date of Birth</b> 18/02/1990	<b>Weight</b> 55kg
<b>Height</b> 173cm	

<b>Have you previously been interviewed by Emirates?</b> Yes	<b>If yes, specify how many months passed?</b> 3 month
<b>Do you have any work experience?</b> Yes	<b>If yes, specify how many years?</b> 2 years
<b>Primary Language</b> English	<b>Fluent Languages (Read, Write &amp; Speak)</b> English
<b>Do you have any tattoo and/or piercings outside the grey areas?</b> Yes	

Submit

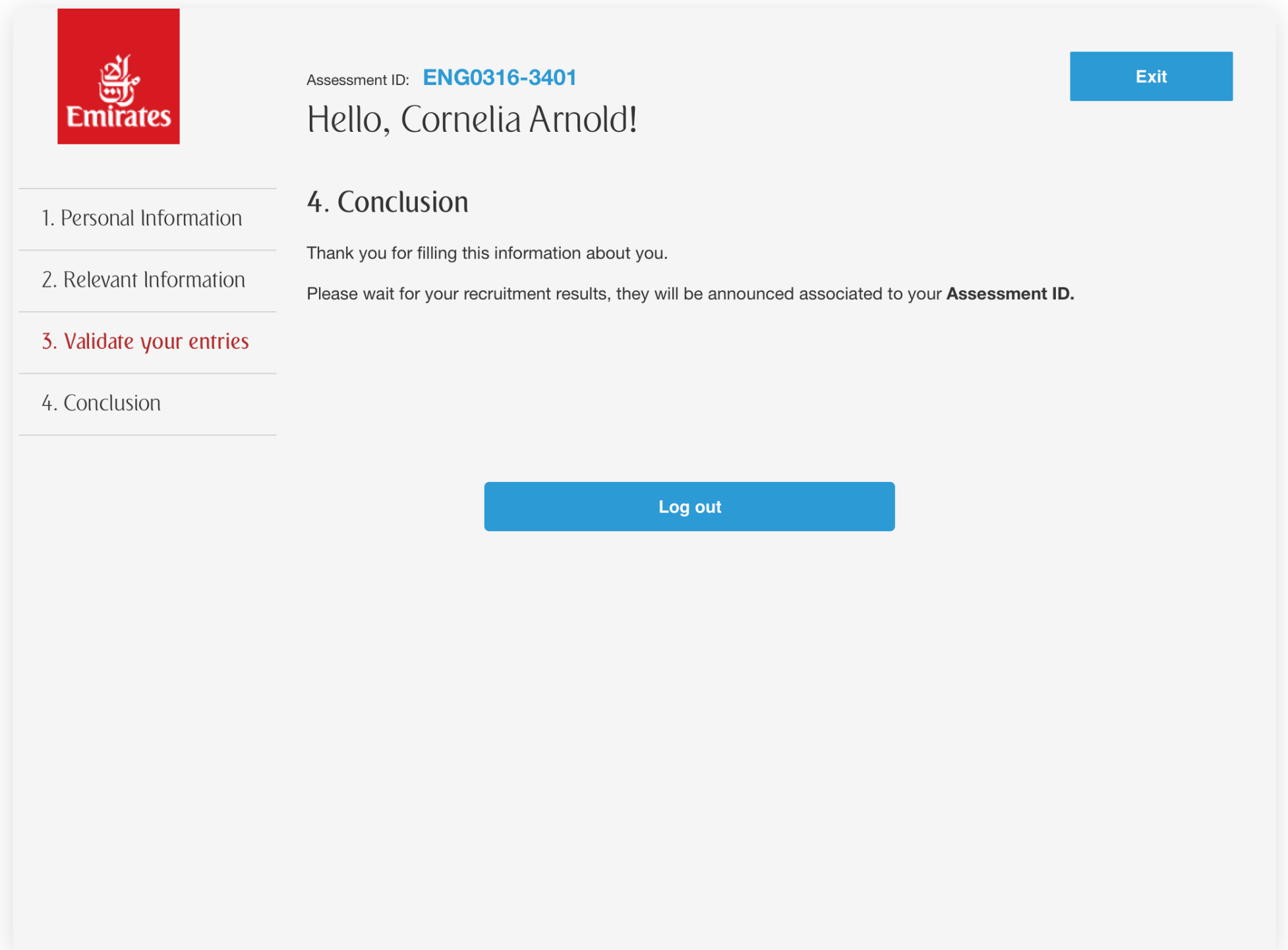
# Tablet Experience

## Conclusion

Candidates have submitted their information and will now be analysed by the system and the recruiters.

If they're successful the recruit will point them to the browser portal and/or the mobile app in order to continue the recruitment process.

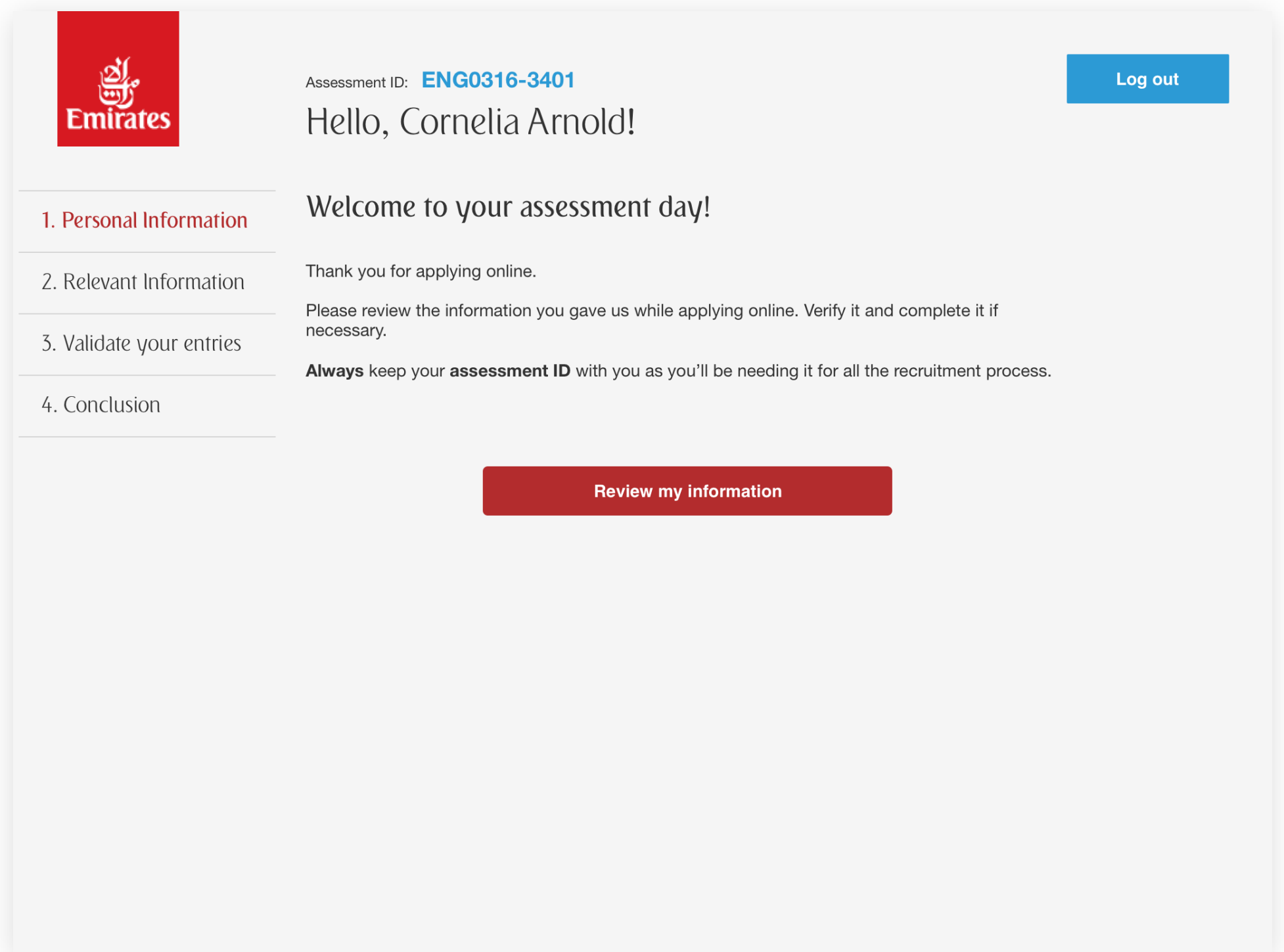
Assessment days are only one part of the recruitment process. After completing all the steps and being interviewed, candidates still have to go online and provide the recruiters the requested documents and information and then wait for the final approval.



# Tablet Experience

Welcome screen for already existing candidates

Candidates that already filled their application form online will be prompted with similar descriptive screen with a call to action to review their information.

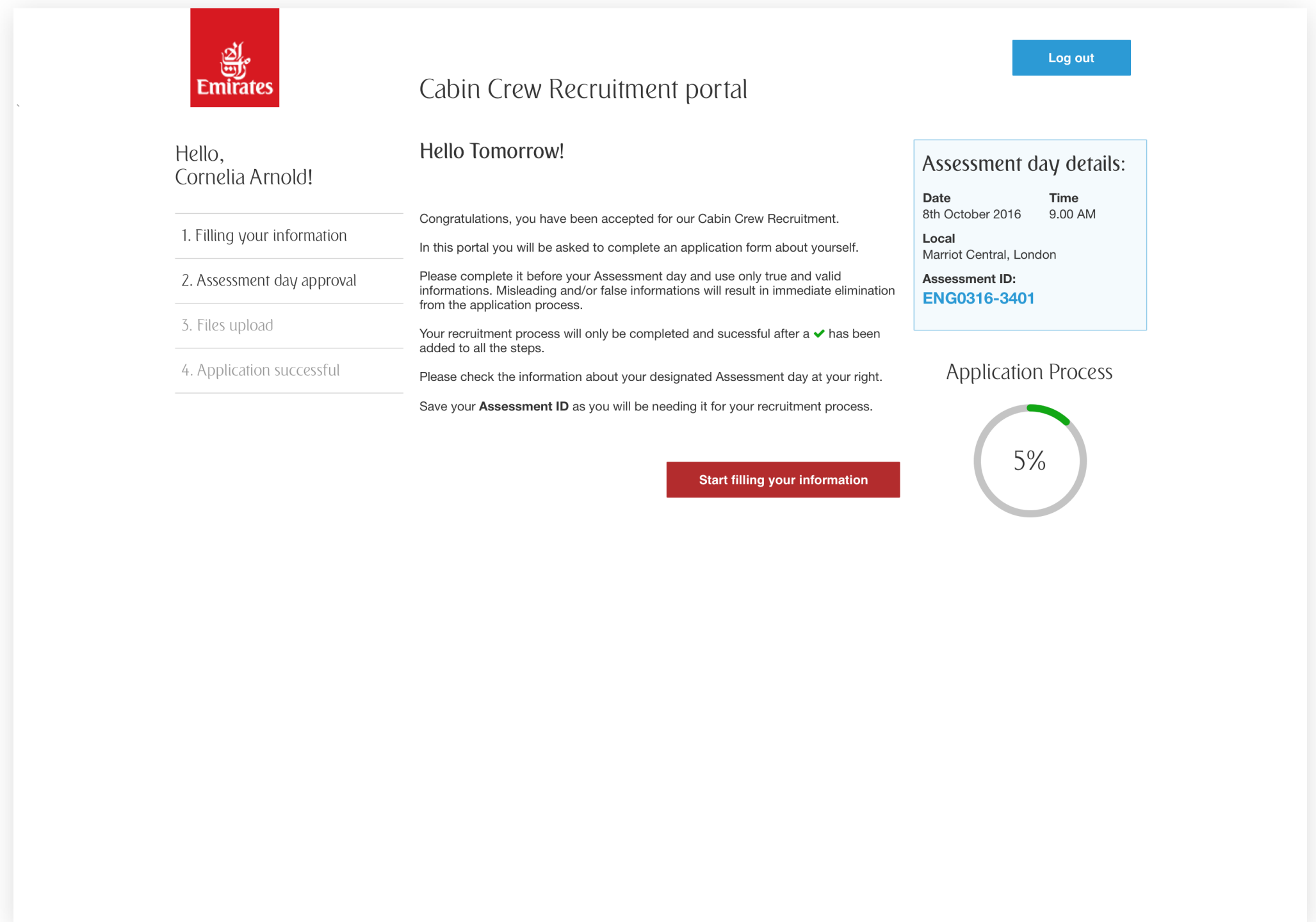


# Browser Portal Experience

## Welcome screen

The browser portal experience will have two moments. Before and after the Assessment day.

Candidates that are approved to the Assessment day are asked to login at this portal and start filling their information in order to get all the information needed for the Assessment day.




# Browser Portal Experience

## Filling the application form

In this screen, candidates will be asked to fill the application form with information about themselves.

After submitting this information, candidates will be prompted to the next screen with a successful message.



Cabin Crew Recruitment portal

[Log out](#)

Hello, Cornelia Arnold!

- 1. Filling your information
- 2. Assessment day approval
- 3. Files upload
- 4. Application successful

### 1. Filling your information

**Full name**

**Country**  **City**

**Email**  **Phone Number**

**Nationality**  **Dual Nationality (if applicable)**

**Date of Birth**    **Gender**

**Height**  **Weight**

**Have you previously been interviewed by Emirates?**  **If yes, specify how many months passed?**

**Do you have work experience?**  **If yes, how many years?**

**Please attach your CV in English**

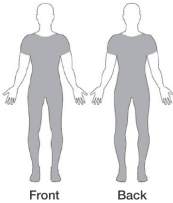
No file chosen

**Primary Language**  **Fluent Languages (Read, Write & Speak)**

Not Specified  
Afrikaans  
Albanian  
Amharic  
Arabic

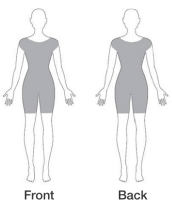
Please take a moment to consider the following image:

Male



Front Back

Female



Front Back

**Do you have any tattoo and/or piercings outside the grey areas?**

Yes  No

Please confirm your information before submitting.

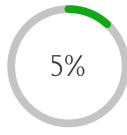
**Assessment day details:**

Date	Time
8th October 2016	9.00 AM

**Local**  
Marriot Central, London

**Assessment ID:**  
[ENG0316-3401](#)

**Application Process**



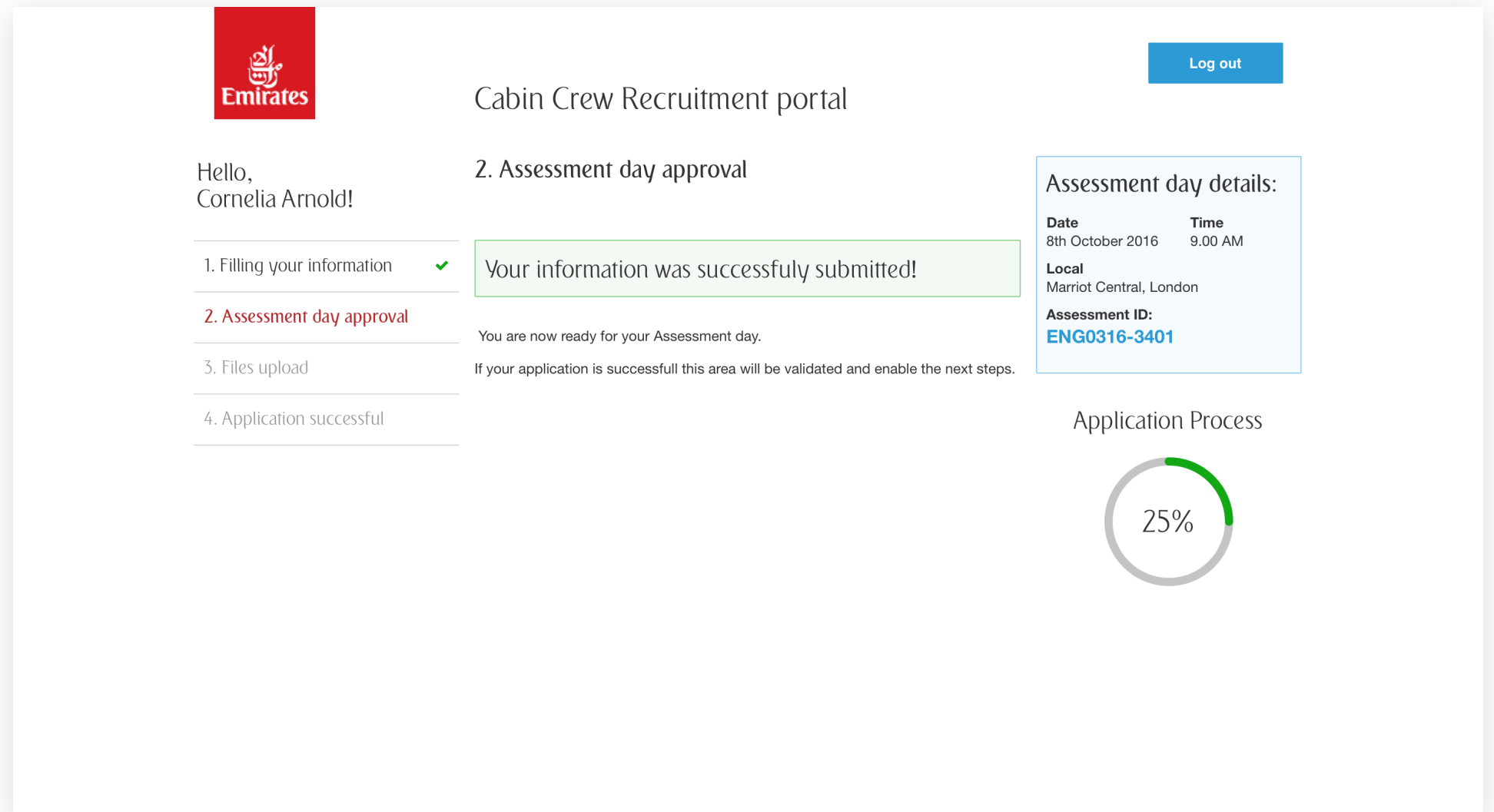
5%

# Browser Portal Experience

## Information submitted

The form has been submitted successfully and the next step is the Assessment day.

Candidates cannot proceed with the next steps as they need to be successful in the Assessment day in order to proceed.



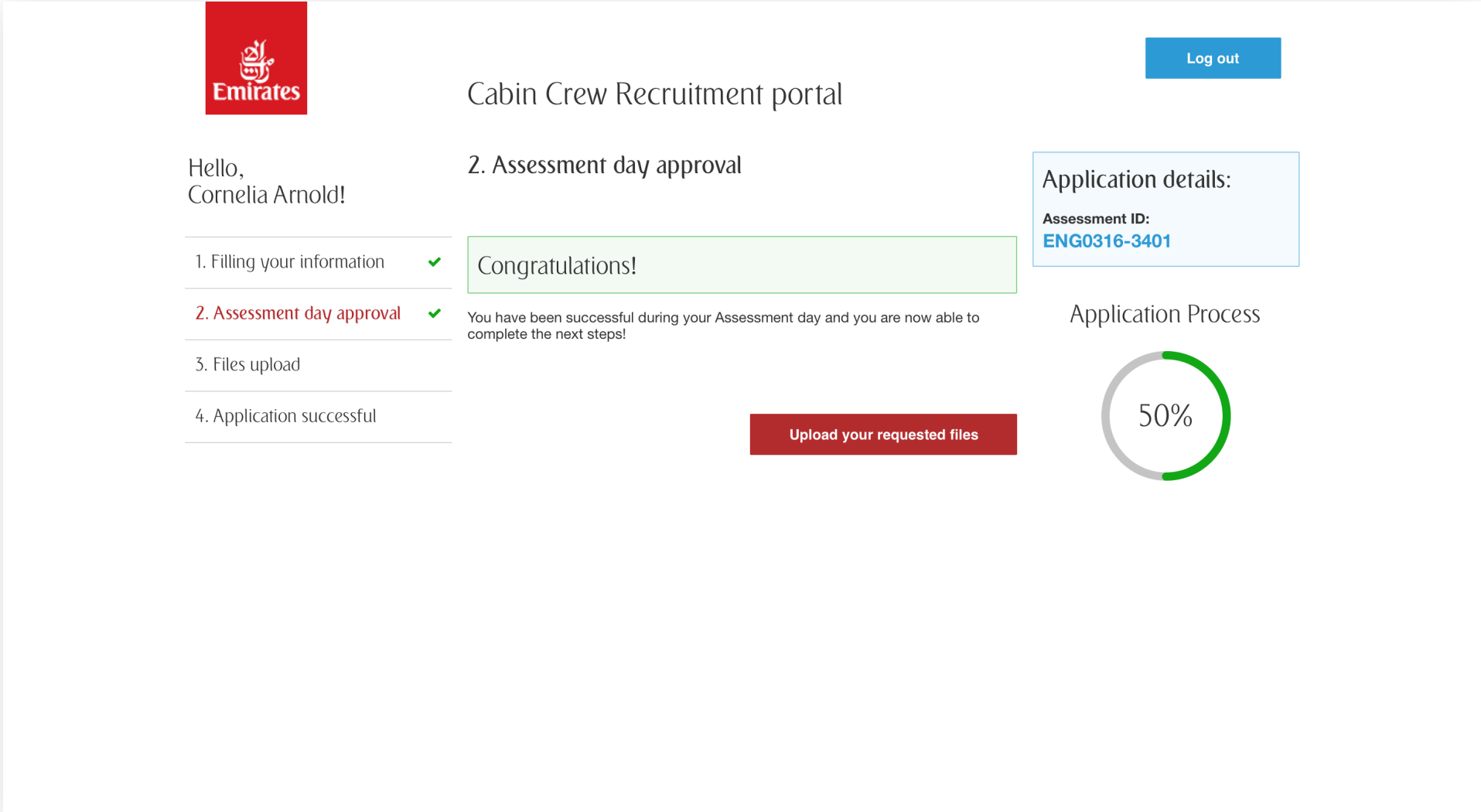
The screenshot displays the Emirates Cabin Crew Recruitment portal. At the top left is the Emirates logo. The main heading is "Cabin Crew Recruitment portal". A "Log out" button is in the top right. A navigation menu on the left lists four steps: "1. Filling your information" (completed with a green checkmark), "2. Assessment day approval" (highlighted in red), "3. Files upload", and "4. Application successful". The main content area shows a green success message: "Your information was successfully submitted!". Below this, it states "You are now ready for your Assessment day." and "If your application is successful this area will be validated and enable the next steps." On the right, a box titled "Assessment day details:" contains the following information: Date: 8th October 2016, Time: 9.00 AM, Local: Marriot Central, London, and Assessment ID: ENG0316-3401. At the bottom right, an "Application Process" progress indicator shows a circular progress bar at 25%.

# Browser Portal Experience

## After Assessment day

If the candidates are successful at their Assessment day they will be asked to go to the portal once again and proceed with the application process.

They will be prompted with this screen that recalls their successful Assessment day and asks them to proceed with the process by uploading the requested files.



The screenshot displays the Emirates Cabin Crew Recruitment portal. At the top left is the Emirates logo. The main heading is "Cabin Crew Recruitment portal". A blue "Log out" button is in the top right. The user is greeted with "Hello, Cornelia Arnold!". A progress bar on the left shows four steps: "1. Filling your information" (checked), "2. Assessment day approval" (checked and highlighted in red), "3. Files upload", and "4. Application successful". A green box contains "Congratulations!" and a message: "You have been successful during your Assessment day and you are now able to complete the next steps!". A red button says "Upload your requested files". On the right, a box shows "Application details: Assessment ID: ENG0316-3401". Below this is a circular progress indicator labeled "Application Process" showing "50%" completion.


# Browser Portal Experience

## Uploading the requested files

Candidates will now have the input fields to upload the files that requested.

Below there is a table that will be filled automatically with the uploaded files and display their name and status.

Photo files can easily be rejected due to company's requirements. This table will help the candidates to know if their files have been approved or not.



Cabin Crew Recruitment portal

Log out

Hello, Cornelia Arnold!

1. Filling your information ✔
2. Assessment day approval ✔
3. Files upload
4. Application successful

Please use the fields to attach the requested documents.

Requested documents:

- Full length photo in business attire
- Passport size photo in business attire
- Education Certificate

Please note that if you have uploaded your CV and it contains a photo, this will not be visible so additional photos must be uploaded here.

Select file to attach

No file chosen
📎

File name e.g Full length photo

File name

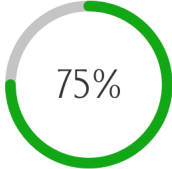
File Name	Size	Status
Full Length Photo	399kb	Approved <span style="color: green;">✔</span>
Passport Size Photo	10kb	Rejected <span style="color: red;">✘</span>

Submit for approval

Application details:

Assessment ID:  
**ENG0316-3401**


Application Process



75%

# Browser Portal Experience

Uploading the requested files - successful message



## Cabin Crew Recruitment portal

Log out

Hello, Cornelia Arnold!

- 1. Filling your information ✓
- 2. Assessment day approval ✓
- 3. Files upload**
- 4. Application successful

Your files have been submitted successfully. Please wait for the confirmation from your recruitment agent. Any changes needed will be communicated by email.

Please use the fields to attach the requested documents.

Requested documents:

- Full length photo in business attire
- Passport size photo in business attire
- Education Certificate

Please note that if you have uploaded your CV and it contains a photo, this will not be visible so additional photos must be uploaded here.

Select file to attach: No file chosen

File name e.g Full length photo:

File Name	Size	Status
Full Length Photo	399kb	Approved ✓

Submit for approval

Application details:

Assessment ID: **ENG0316-3401**

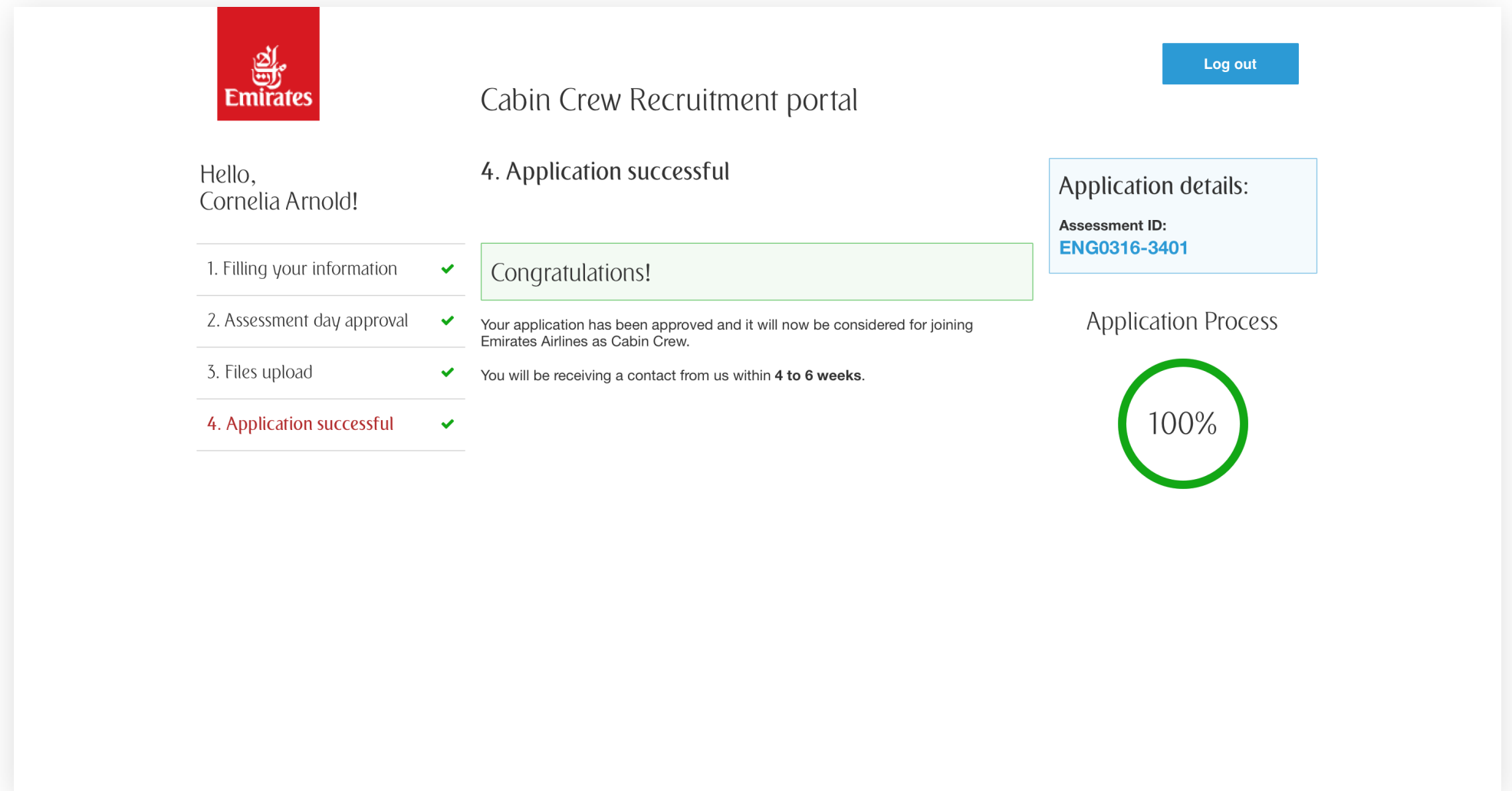
Application Process

50%

# Browser Portal Experience

## Recruitment process conclusion

When every uploaded file has been approved, candidates will be taken to this screen where they are notified that the process as reached the end and will now be considered for the joining program.

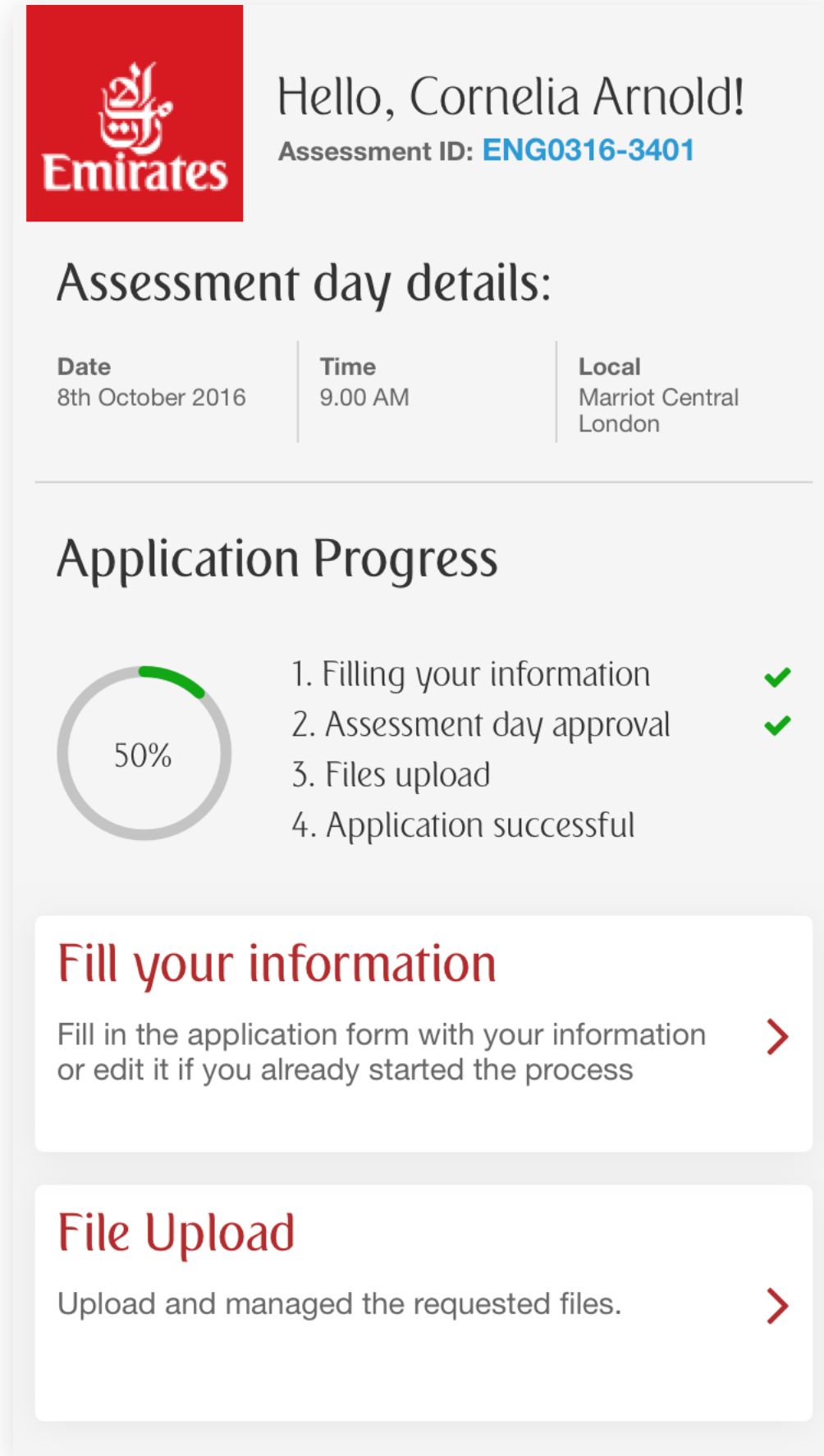


# Mobile App Experience

## Landing screen

In order to maintain the portability of the recruitment process, this mobile app will allow the candidates to manage their process from the device in their pockets.


The landing screen was design as a dashboard layout where candidates can easily check their assessment day details, application progress and edit their information or manage uploaded files.



# Mobile App Experience

## Filling information screen

Notice the right screen where the it used the genre validation in order to display only the correspondent tattoo diagram. For smaller screens this type of data validation is essencial.



Hello, Cornelia Arnold!  
Assessment ID: **ENG0316-3401**

[< Go back](#)

## Fill your information

Full name

Country


City

Email

Phone Number

Nationality

Dual Nationality (if applicable)




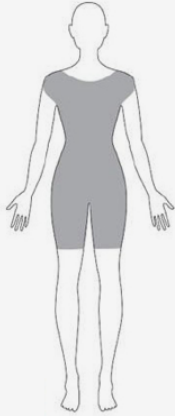
Hello, Cornelia Arnold!  
Assessment ID: **ENG0316-3401**

[< Go back](#)

## Fill your information

Please take a moment to consider the following image:

Female



Front Back

Do you have any tattoo and/or piercings outside the grey areas?


Yes  No

Please confirm your information before submitting.

**Submit**

# Mobile App Experience

Uploading files screen



Hello, Cornelia Arnold!  
Assessment ID: **ENG0316-3401**

[< Go back](#)

## File uploads


Please use the fields to attach the requested documents.

Requested documents:


- Full length photo in business attire
- Passport size photo in business attire
- Education Certificate


Please note that if you have uploaded your CV and it contains a photo, this will not be visible so additional photos must be uploaded here.

Select file to attach



File name e.g Full length photo



File Name	Status
Full Length Photo	Approved 

**Submit**