



# WorkShip

PRE-CHECKED.PREPARED.HIRED.

# WorkShip

*Smarter Hiring, Zero Noise*

Group 20

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PRE-CHECKED. PREPPED. HIRED.



# WorkShip

**Real Jobs. Real People. Real Fast.**

The hiring system is broken - flooded with fake applications, recruiter ghosting and an endless cycle of mismatched opportunities. **WorkShip** is the first step toward rebuilding trust in hiring. A job portal where **every candidate is pre-verified, every recruiter is accountable, and every application matters.**

In this presentation, we'll uncover the flaws in traditional hiring, the frustrations faced by both job seekers and recruiters, and how **WorkShip** transforms the process with **transparency, authenticity and efficiency at its core.**

Let's reimagine hiring—where trust isn't an afterthought, but the foundation.

# WorkShip: Smarter Hiring, Zero Noise

## 1 The Hiring Problem

- Recruiters and Companies are overwhelmed with fake, inflated or irrelevant applications, making it difficult to identify the right talent. Traditional hiring platforms lack proper verification, leading to slow, inefficient and frustrating hiring cycles.
- Qualified candidates often get lost in a sea of spam applications, face redundant form-filling across platforms and struggle with opaque hiring processes, leading to frustration and missed opportunities.

## 2 The WorkShip Solution

- WorkShip provides a pre-verified talent pool and AI-powered applicant filtering, ensuring only the most relevant candidates reach recruiters. This cuts down hiring time and eliminates noise, making recruitment faster, easier, and more reliable.
- WorkShip eliminates redundant applications by letting candidates create a trusted profile once, which recruiters can access directly. The platform provides transparent status updates and better visibility, ensuring that real talent doesn't go unnoticed.

## 3 Why WorkShip?

- **Pre-Verified Candidates** – Save time with a pool of trusted, vetted professionals.
- **AI-Driven Matching** – Instantly connect with the most relevant job opportunities and applicants.
- **No Fake Applications** – Eliminate spam and irrelevant submissions for a smoother hiring process.
- **Complete Transparency** – Clear insights into applicant credibility, hiring progress and job authenticity.
- **Seamless Hiring Workflow** – Track applications, schedule interviews and update statuses effortlessly.
- **Faster, Smarter Hiring** – Reduce time-to-hire while increasing trust and efficiency.

# Product Objectives

## Verified Hiring Ecosystem

Ensure authenticity of both candidates and job listings

## Transparent Job Search

Enable transparent status updates and direct conversations.

## Streamlined Job Applications

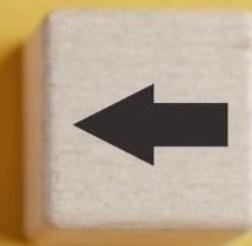
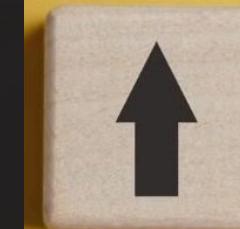
Reduce redundancy in job applications & improve applicant experience.

## Eliminate Fake Listings & Profiles

Prevent fraudulent job posts and fake candidate credentials.

## Fast-Track Hiring

Provide structured hiring tools to help recruiters verify and hire faster.



# Target Audience



## Job Seekers

All types of job seekers, including fresh graduates, experienced professionals, and career changers, seeking efficient and relevant job search experiences. These include:

- a. Experienced Professionals
- b. Students looking for Internships
- c. Students looking for full-time roles - Recent Grads
- d. Career Changers
- e. Freelancers
- f. Contract Workers



## Employers and Recruiters

Organizations of all sizes and industries looking to streamline their hiring process, attract verified talent, and engage with potential candidates effectively. These include recruiters from:

- a. Talent Acquisition Agencies
- b. Organizations (Direct hires)

# Target Audience - Job Seekers



## Students Looking for Internships

These students are eager to dive into the professional world and gain hands-on experience.

- **Age:** 18-25 years
- **Interests:** Learning, skill development, networking, career exploration
- **Behaviors:**
  - Apply to multiple internships at once
  - Look for verified companies to avoid unpaid or fake internships
  - Seek resume-building opportunities
- **Motivation:** Gaining experience that aligns with their career goals

## Recent Grads Looking for Full-Time Roles

Ready to launch their careers, recent graduates seek entry-level positions and professional growth.

- **Age:** 20-26 years
- **Interests:** Entry-level jobs, professional development, company culture
- **Behaviors:**
  - Compare salaries, job roles, and company culture
  - Relies on reviews, referrals and verified job postings
  - Actively network to get noticed by recruiters
- **Motivation:** Secure their first job in a trusted company without applying multiple times



## Experienced Professionals

- **Age:** 25-50 years
- **Interests:** Career growth, higher salaries, job stability, leadership roles
- **Behaviors:**
  - Actively seek **better job opportunities** or promotions
  - Prefer platforms that **reduce redundant applications**
  - Limited time for job search
  - Value **verified job postings** to avoid scams
- **Motivation:** Finding a reliable, **efficient** job search experience that saves time

## Freelancer

- **Age:** 22-45 years
- **Interests:** Remote work, flexible contracts, personal branding
- **Behaviors:**
  - Prefer **short-term projects with flexible commitments**
  - Use **multiple platforms** to find work
  - Seek **verified clients to avoid payment fraud**
- **Motivation:** **Reliable work opportunities** without scams or payment delays

# Target Audience - Recruiters



## Talent Acquisition Agencies

- **Age:** 28-50 years
- **Interests:** Talent sourcing, recruitment automation, reducing time-to-hire
- **Behaviors:**
  - Seek **pre-verified candidates to speed up hiring**
  - Prefer **filtering applicants by skills and experience**
  - Use **AI-driven candidate shortlisting**
- **Motivation:** Efficient hiring process with **minimal time wasted on fake candidates**

## Organizations (Direct Hires)

- **Age:** 30-55 years
- **Interests:** Finding top talent, employer branding, fair hiring processes
- **Behaviors:**
  - Struggle with **high volume of unverified applications**
  - Value **authenticity in candidate experience**
  - Use **structured hiring pipelines**
- **Motivation:** Hire **genuine candidates** quickly while maintaining quality

# User Needs

- Who are using it ?
  - Job Seekers: Recent graduates, career changers, freelancers, contract workers, and experienced professionals
  - Recruiters & Employers: Talent acquisition agencies and organizations looking for verified candidates
- What they want to achieve & their context?
  - Job Seekers:
    - Want a seamless job application experience without repeatedly filling forms
    - Need a fair hiring process without competition from fake profiles
    - Want real, verified job postings to avoid scams and dead-end applications.
  - Recruiters & Employers:
    - Need assurance that candidates' experience and education are real
    - Want to reduce the hiring cycle and improve the quality of hires
- Constraints & Challenges:
  - Job Seekers:
    - Struggle with duplicate applications and redundant form-filling
    - Face competition from fake experience holders, reducing fairness
    - Get lost in massive job boards with irrelevant job postings
  - Recruiters & Employers:
    - Spend too much time on background checks
    - Receive spam applications and duplicate profiles



# User Pain Points - Job Seekers

1

## Fake Job Listings

High risk of scams and fraud on job search portals

2

## Lengthy and Complex Application Procedures

Applying for jobs is time-consuming and repetitive

3

## Lack of Transparency and Updates

Poor communication and lack of feedback from employers

4

## Finding Roles that "Fit"

Difficulty finding job descriptions that align with their profile and experience

5

## Delay in Job Offers

Background verification processes delaying onboarding



# User Pain Points - Employers and Recruiters

1

## High volume of fake applications

Recruiters receive hundreds of applications, many of which are fake

2

## Duplicate Applications

Candidates often **apply multiple times** with different resumes

3

## Identity and Experience Verification

Difficulty in verifying authenticity of candidates

4

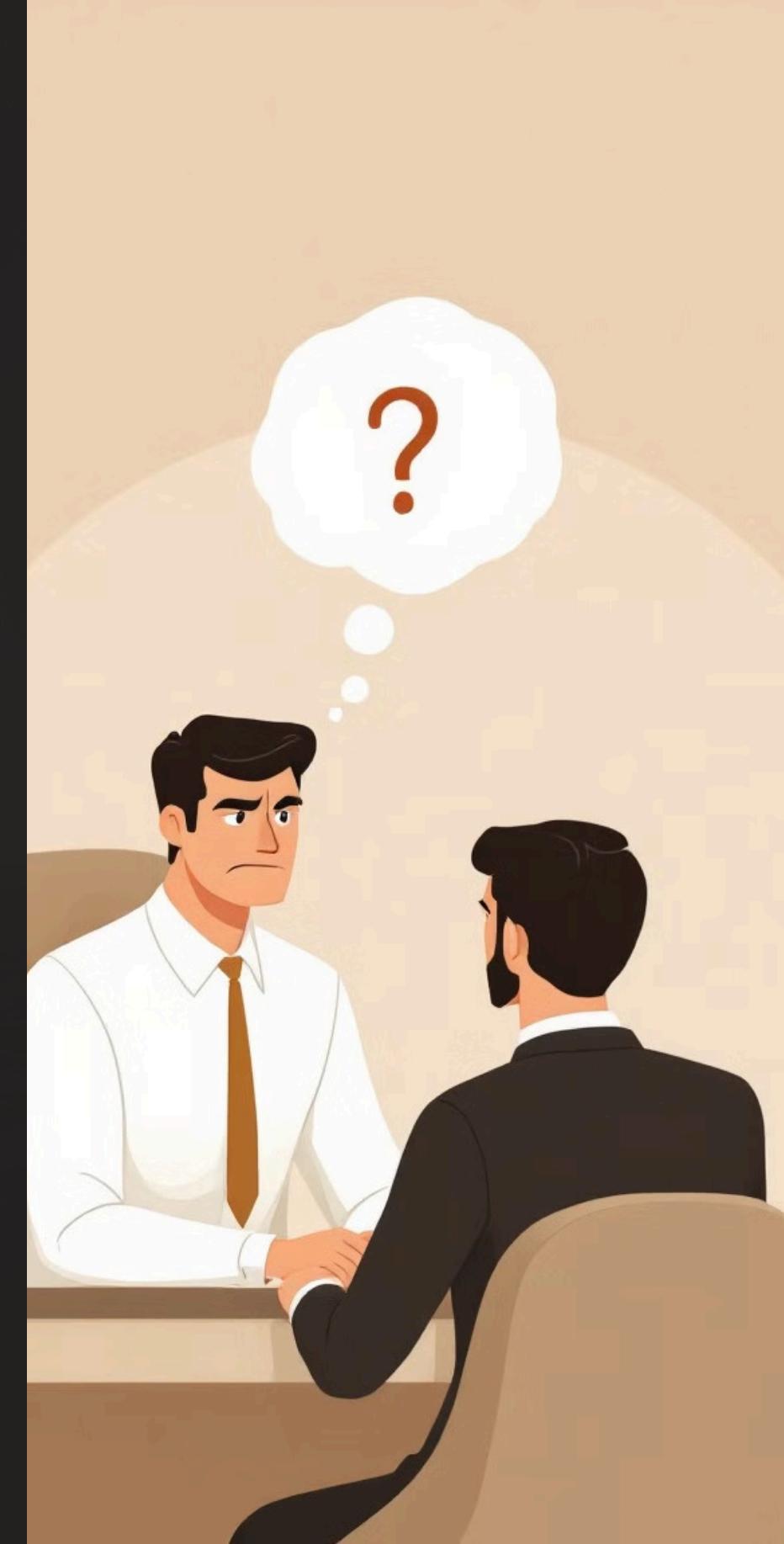
## Lengthy Background Checks

Costly, time-consuming and complex background verification processes before onboarding

5

## High Recruitment Costs

Multiple job boards, background checks, and long hiring cycles increase costs



# Onboarding Process



**Find Verified Job Openings, No**

Say goodbye to fake job postings! Explore genuine, verified opportunities from trusted employers.

No spam.  No scams.  Just real jobs

< • • • >

**One Platform.  
Verified Jobs.  
Verified Talent.**

**The Future of Hiring Starts Here**

Job Hunter  Recruiter

Email

example@org.com

Password

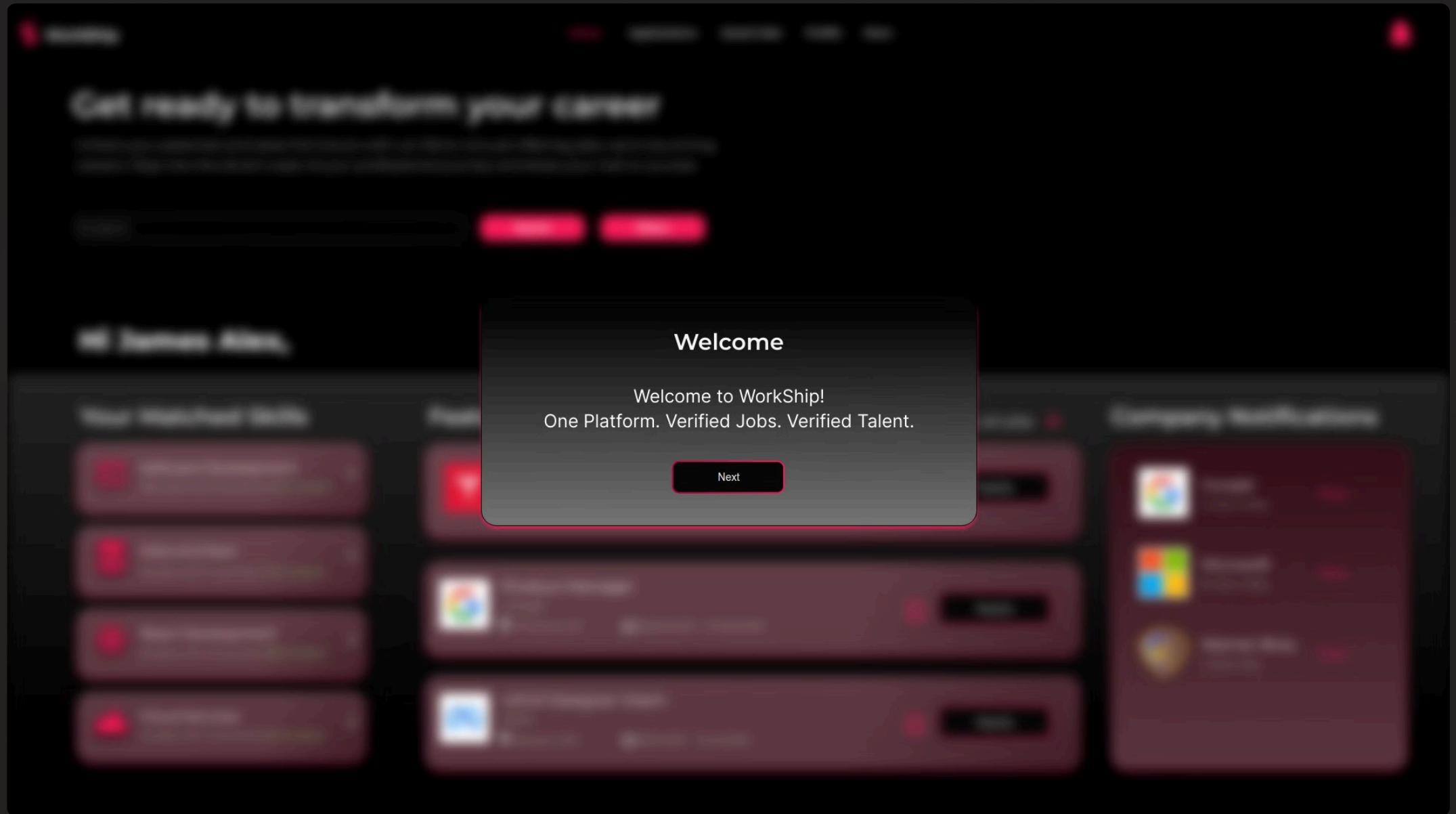
\*\*\*\*\*

**Sign Up**

**Sign Up with Google**

Already a member? [Sign In](#)

# Onboarding Process



# Onboarding Process

## Look through different jobs (1/3)

Scroll through different jobs.  
Know more clicking on listing,  
Save for later or  
click on Apply for quick apply feature

Next

### Featured Jobs

[View all jobs →](#)



# Onboarding Process

Get ready to transform your career.

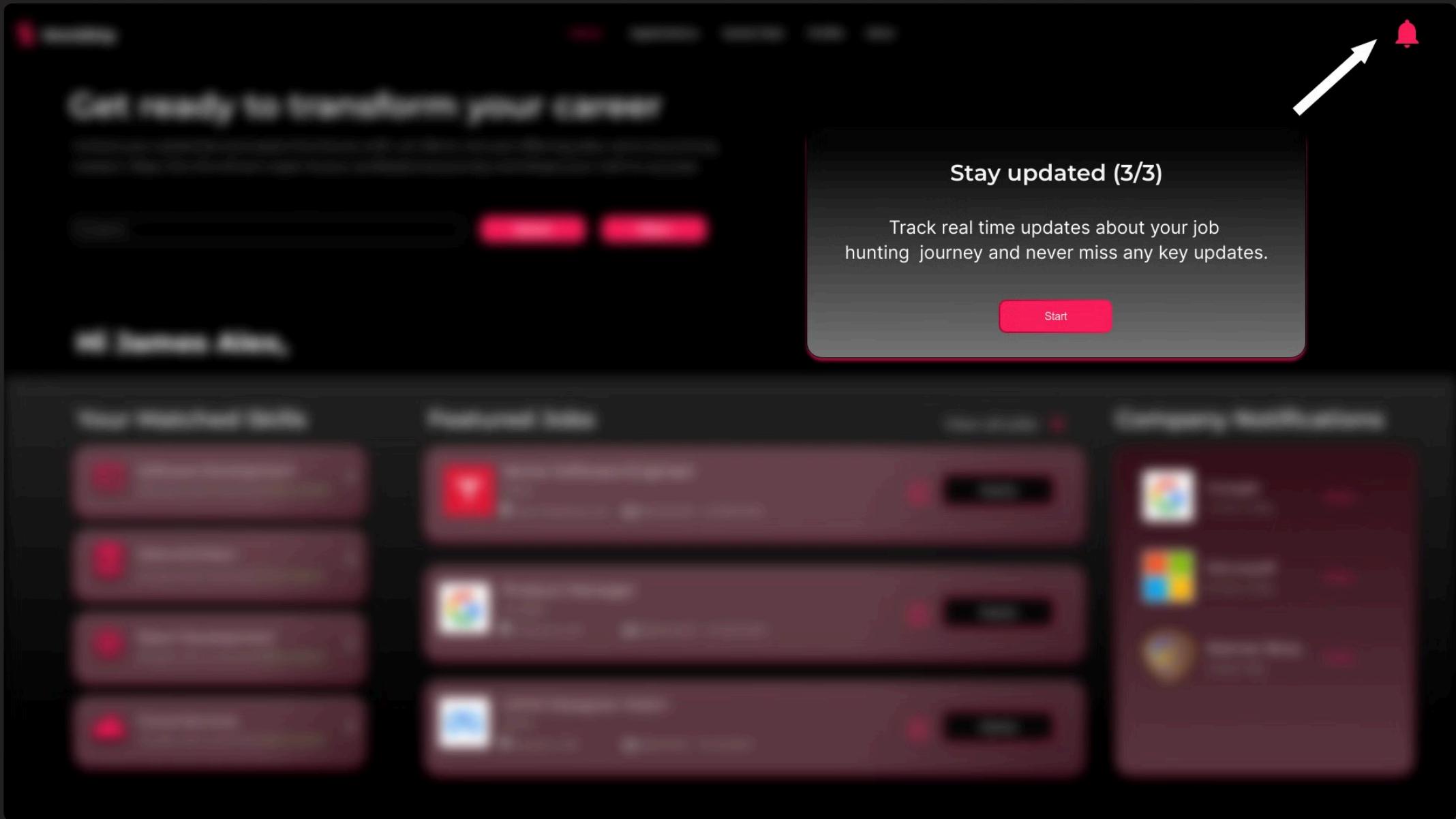
**Home Applications Saved Jobs Profile More**

**Navigate freely (2/3)**

Track your applications and save for later.  
Go to more for detailed analysis of your journey  
and help.

Next

# Onboarding Process



# User Personas: Alex Sharma (Recent Graduate)



## About Alex

Alex is a 23-year-old recent graduate with a degree in Computer Science. As a young professional, Alex is tech-savvy, ambitious, and eager to start their career.

## Demographics

- Age: 23
- Gender: Non-binary
- Education: Bachelor's degree in Computer Science
- Location: San Francisco, CA

## Personality

- Personality type: INFJ (Introvert, Intuitive, Feeling, Judging)
- Traits: Idealistic, empathetic, organized, perfectionistic
- Values: Work-life balance, social impact, continuous learning

## Frustrations

- Has to fill out long applications repeatedly for every job.
- Faces rejection due to lack of experience, but sees others faking experience.
- Struggles with fake job postings leading to wasted effort.

## Goals

- Find genuine job opportunities without repetitive applications.
- Stand out as a verified candidate with authentic credentials.
- Get timely updates on applications and interview status.

# User Personas: Priya Mehta (HR Manager)

## 1 Profile

Priya is a 35-year-old HR manager with 10+ years in recruiting, currently at a fast-growing startup.

- Age: 35
- Gender: Female
- Education: Bachelor's in Business Administration
- Location: San Francisco, CA

## 2 Personality

- Type: ESTJ (Extrovert, Sensing, Thinking, Judging)
- Traits: Organized, analytical, assertive
- Values: Efficiency, process optimization

## 3 Frustrations

Receives hundreds of irrelevant applications, spends too much time verifying experience, and encounters fake candidate profiles, leading to a slow hiring process.

## 4 Goals

Reduce time-to-hire by accessing pre-verified candidates, ensure a high-quality hiring process, and increase hiring funnel efficiency.



# Use Cases Middleweight Scenarios - Job Seeker - Quick Apply to Verified Jobs

<b>Use Case</b>	Job Seeker - Quick Apply
<b>Actor</b>	Alex
<b>Stakeholders</b>	Job Seeker, Hiring Companies
<b>Primary Actor</b>	Alex
<b>Precondition</b>	Alex has a verified profile and is logged in.
<b>Trigger</b>	Alex decides to apply for multiple verified jobs quickly.
<b>Basic Flow</b>	<ol style="list-style-type: none"><li>1. Alex logs in and views a list of jobs matching his profile.</li><li>2. He clicks "Quick Apply" for selected jobs.</li><li>3. Alex submits his application without re-entering details.</li><li>4. He receives a confirmation and real-time status updates on his applications.</li></ol>
<b>Alternate Flow</b>	If the application submission fails, Alex receives an error message and can retry.

# Use Case: Job Listing (Recruiter's Perspective)

Use Case	Job Listing
Actor	Recruiter
Stakeholders	Recruiter, Job Seeker, WorkShip
Primary Actor	Recruiter
Precondition	Recruiter has a verified WorkShip account and is logged in.
Trigger	Recruiter decides to post a new job opening.
Basic Flow	<ol style="list-style-type: none"><li>1. Recruiter logs in to WorkShip and clicks "Post a Job" on the home screen.</li><li>2. WorkShip displays a form to input job details.</li><li>3. Recruiter fills in the required details for the job listing.</li><li>4. WorkShip successfully posts the job.</li><li>5. WorkShip shows a notification confirming the job posting.</li></ol>
Alternate Flow	If there are errors during the job posting process, WorkShip displays an error message and prompts the recruiter to retry. If the recruiter provides incomplete information, WorkShip flags the incomplete fields and requests completion before posting the job.

# Heavyweight Scenarios (Job Seeker)

Use Case	Seamless Profile Verification
Actor	Alex (Job Seeker)
Stakeholders	Job Seeker, Hiring Companies
Primary Actor	Alex (Job Seeker)
Precondition	Alex has a WorkShip account and is logged in.
Trigger	Alex wants to enhance his profile to receive more relevant job recommendations.
Basic Flow	<ul style="list-style-type: none"><li>• Alex uploads his education certificates and work experience details.</li><li>• The system verifies the credentials and marks Alex as a verified candidate.</li><li>• Alex receives exclusive job recommendations that prioritize verified applicants.</li></ul>
Alternate Flow	If the system cannot verify the credentials, Alex receives an error message and can retry. Alex can choose to not verify his profile and the job applications will be put on hold.

# Heavyweight Scenarios (Application Followup with Wingman AI)

Use Case	Application Follow Up
Actor	Alex (Job Seeker)
Stakeholders	Job Seeker, Hiring Companies
Primary Actor	Alex (Job Seeker)
Precondition	Alex has a WorkShip account and is logged in. Alex has received a job offer.
Trigger	Alex wants to follow up on his application to see if there is any update.
Basic Flow	<ol style="list-style-type: none"><li>1. Alex logs in and views the Career Compass dashboard.</li><li>2. He expands the "Offer Received" tile.</li><li>3. Alex chooses to follow up on the application</li><li>4. The system directs him to Wingman AI.</li><li>5. Wingman AI generates a professional email to the hiring manager.</li><li>6. Alex sends the email directly from Wingman AI.</li></ol>
Alternate Flow	If the email fails to send, Alex receives an error message and can retry. Alex can choose to not send an email. Alex can manually edit the email before sending it.

# User Research Methods



## Competitive Analysis

### Why we chose this?:

Understanding the strengths and weaknesses of existing job application platforms (like LinkedIn, Workday, and Indeed) helps us identify market gaps and areas for improvement.

### What does it mean ?

Competitive analysis involves researching competitors' features, user experiences, pricing models, and customer feedback to evaluate how our platform can differentiate itself.

### How it helps ?

- Identifies what competitors do well and where they fall short.
- Helps us refine our value proposition (e.g., verified profiles, seamless applications).
- Ensures our platform offers a **unique** and **superior** user experience.



## Empathy Maps

### Why we chose this ?

Understanding user emotions, motivations, and behaviors is key to designing a user-centric job platform.

### What does it mean ?

An empathy map is a visual tool used to capture user insights by categorizing their thoughts, feelings, behaviors, and pain points. It helps us step into the users' shoes and understand their mindset beyond just actions.

### How it helps ?

- Develops a deeper emotional understanding of job seekers and recruiters.
- Uncovers hidden frustrations that surveys or interviews may miss.
- Ensures that our platform is empathetic, intuitive, and addresses real problems.



## Storyboarding

### Why we chose this ?

Storyboarding visually maps the job seeker's and recruiter's journeys, helping to communicate pain points and solutions effectively.

### What does it mean ?

A storyboard is a sequence of illustrations depicting user interactions with the platform. It highlights their problems and how our solution improves their experience.

### How it helps ?

- Simplifies complex user interactions into easy-to-understand narratives.
- Identifies areas where users might face friction in the job search process.
- Aligns the team on user needs and product features before development.

# Competitive Analysis

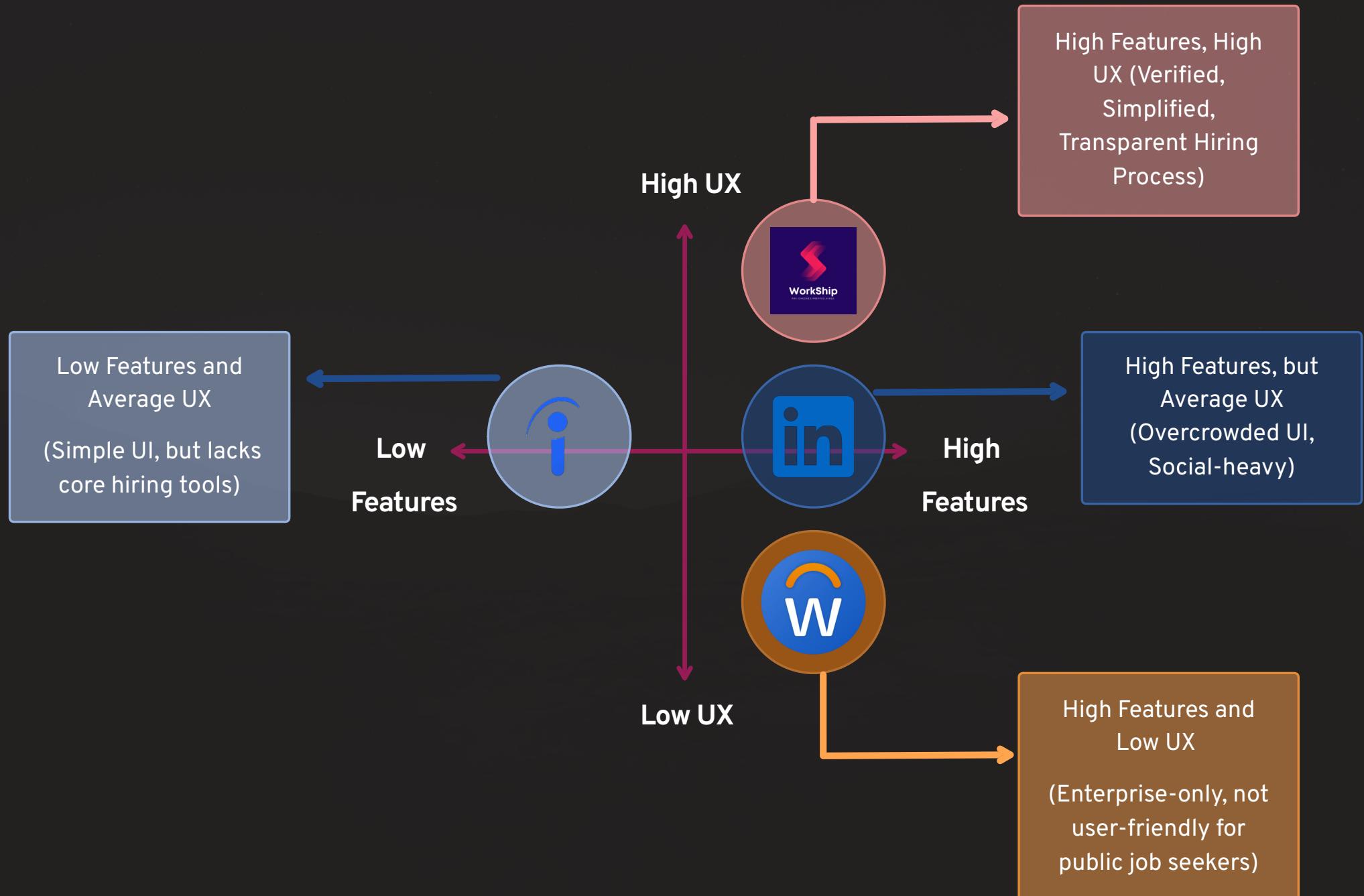
Workship differentiates itself by prioritizing trust and transparency, offering features like employer & job listing verification, holistic candidate verification, AI-driven fraud detection, and real-time application tracking, addressing gaps in competitor platforms like LinkedIn, Indeed, and Workday.

Feature	LinkedIn	Indeed	Workday	WorkShip
Employer & Job Listing Verification	Only Employer Verification	Only Employer Verification	Only Employer Verification	Both Verification
End-to-End Hiring	Relies on Third party Integration	Few basic assessments	Initial Assessments	In-app integration, end to end process
Holistic Candidate Verification	Email validation only	Email validation only	Email validation only	Skills, education, experience
Fake Job Postings	Frequent complaints	Frequent complaints	Few complaints	AI - Driven Fraud Detection
Trust Score	No metrics	No metrics	No metrics	Metrics defined for Company Trust
Job Search Experience	Advanced filtering , poor search	Advanced filtering , poor search	Internal postings & Limited Search	Relevant results only
Advanced Application Tracking	Initial updates	Initial updates	Enterprise-level tracking	Real-time updates at each level
Recruiter Accountability	Limited Accountability	Limited Accountability	HR accountable	Shared Accountability

# Usability, UX & Design Comparison

UI/ UX	LinkedIn	Indeed	Workday	WorkShip
Navigation & UI Simplicity	Overcrowded with social & networking features	Simple UI, but information overload	Unintuitive and complex UI	Minimalist, intuitive UI with easy job matching
Mobile Experience	Good, but cluttered by social feed	Functional, but information-heavy	Primarily desktop-focused, limited mobile optimization	Fully mobile-optimized with a streamlined hiring workflow
Job Application Flow	Easy Apply feature available	Quick apply, but lacks employer insights	Redundant and complex application process	One-click apply for verified candidates with job matching
Information Accessibility (User Perspective)	Too much information, cluttered layout	Focus on job listings, lacks company insights	Requires training, not intuitive for general users	Clearly structured UI with verified employer & salary details

# Competitive Analysis Matrix



# Empathy Maps: Job Seeker Perspectives



## Says

"I'm tired of filling out the same job application again and again"

"It's frustrating to compete with candidates who fake their experience"

"I want an easier way to showcase my skills and get noticed"

## Thinks

What if my application gets rejected because they don't trust my experience?

I don't want to waste time applying if they won't even look at my profile

Will this platform actually help me get a job faster?

## Feels

Frustrated with repetitive applications

Concerned about competition with fake candidates

Hopeful that a verified profile will give them an edge

## Does

Spends hours filling out applications on different company portals

Updates LinkedIn and resumes regularly

Tries to network for referrals to bypass long application processes

Applies to multiple jobs but rarely hears back

# Empathy Maps: Employer Perspectives



## Says

"We need candidates with real skills and experience."

"There are too many duplicate or fake profiles."

"Verifying candidates is a time-consuming process."

"We need a reliable way to filter out unqualified applicants."

## Thinks

How can we ensure candidates are genuine without spending too much time?

Are we losing good candidates because of long hiring processes?

We don't want to rely only on LinkedIn - it's full of fake profiles

What if we miss out on great talent because of automated filters?

## Feels

Overwhelmed by a large number of applications

Skeptical about the authenticity of some candidates

Pressured to fill positions quickly while ensuring quality

Excited about a verified system that could improve hiring efficiency

## Does

Spends hours manually reviewing applications

Uses Workday and ATS filters to manage applications

Often discards resumes because they look suspicious

Filters out candidates based on keyword matches in resumes (which may not always be effective)

# Storyboarding

Scenario 1: Job Seeker - Alex (Grad Student looking for internships)

## FROM FRUSTRATION TO SUCCESS: ALEX'S JOURNEY WITH WORKSHIP



1 Alex applies to multiple jobs, but each company requires him to fill out lengthy forms again and again



2 He wastes hours re-entering the same details for every application, making the process tedious.



3 He finds a new platform where his profile is pre-verified, eliminating the need to repeatedly input details.



4 Now, he applies to multiple jobs with just one click, saving valuable time.



5 Since his profile is verified, recruiters trust his application and respond faster.



6 Thanks to an efficient process, Alex quickly lands his dream job, stress-free!

# Storyboarding

## Scenario 2: Employer - Rachel (Recruiter at a Growing Startup)

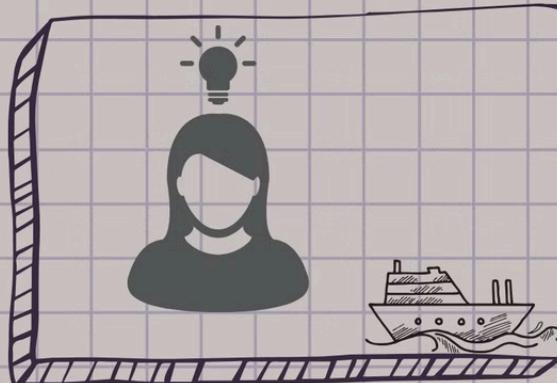
### RACHEL'S HIRING REVOLUTION: HOW WORKSHIP TRANSFORMS RECRUITMENT EFFICIENCY



**1** Rachel receives hundreds of job applications, many of which are fake or irrelevant.



**2** She struggles to verify candidates efficiently, leading to slow hiring cycles.



**3** She switches to WorkShip, where all candidates are pre-verified, saving time on background checks.



**4** AI filters out unqualified applicants, ensuring Rachel only reviews the most relevant profiles.

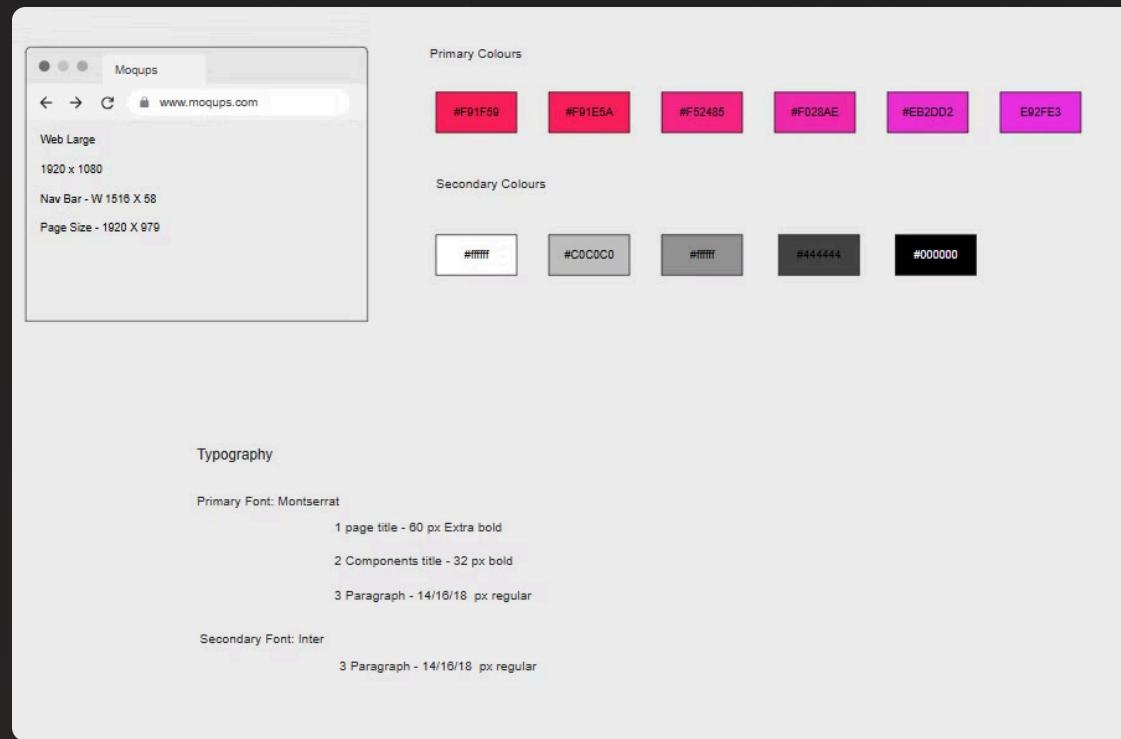


**5** Rachel quickly schedules interviews and provides application status updates.



**6** Her company successfully hires a top candidate, reducing time-to-hire and increasing trust.

# Style Guide: WorkShip Design System



## Color Palette

### Primary:

#F91F59, #F915EA, #F52485, #F028AE, #E82DD2,  
#E92FE3

### Secondary:

#FFFFFF (White), #C0C0C0 (Silver), #444444 (Dark  
Gray), #000000 (Black)

## Typography

### Primary Font: Montserrat

Page Title: **60px Extra Bold**

Component Titles: **32px Bold**

Paragraph: **14/16/18px Regular**

### Secondary Font: Inter

Paragraph: **14/16/18px Regular**

## Iconography

Material UI Icons library

## UI Elements

Buttons: Rounded corners, consistent padding

Forms: Clear labels, helpful validation messages

This style guide ensures consistency and usability across the WorkShip platform.

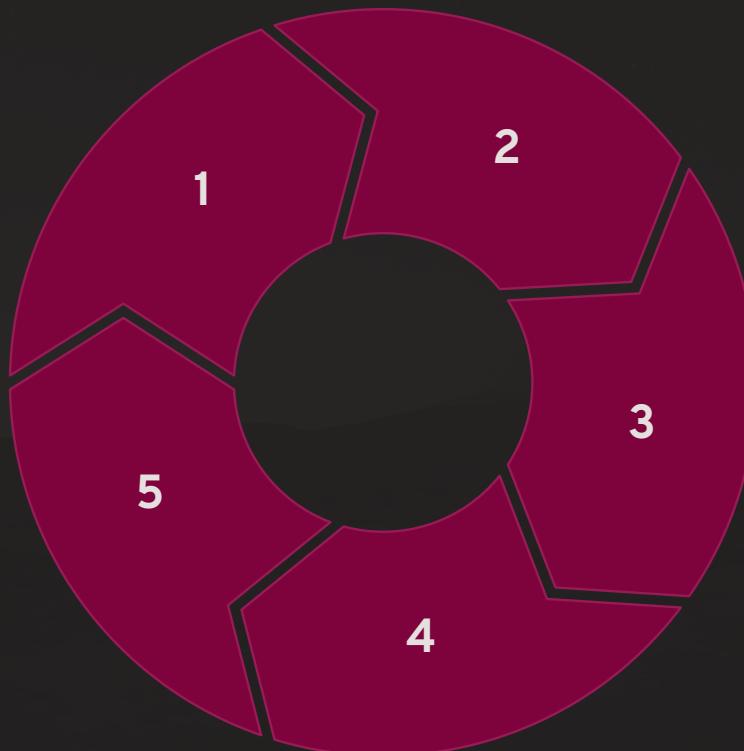
# Conclusion

## Fixing a Broken System

WorkShip addresses inefficiencies in hiring by tackling fake applications, recruiter scams, and redundant processes.

## Empowering Job Seekers

A unified profile and real-time application updates give candidates more control over their job search.



## Trust as the Foundation

By ensuring transparency and pre-verification, WorkShip fosters trust between recruiters and job seekers.

## Mutual Value Creation

WorkShip benefits both sides—companies make better hires faster, and applicants navigate a less frustrating job search.

## Transparency-Driven Recruitment

Clear, verified job listings and applicant credentials create a hiring process with full visibility.