



WorkShip

PRE-CHECKED.PREPARED.HIRED.

WorkShip

Smarter Hiring, Zero Noise

Group 20

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Made with Gamma

WorkShip

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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

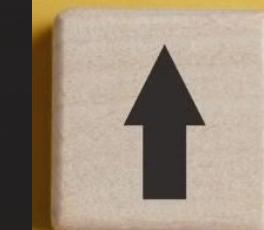
Reduce redundancy in job applications & improve applicant experience.

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 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

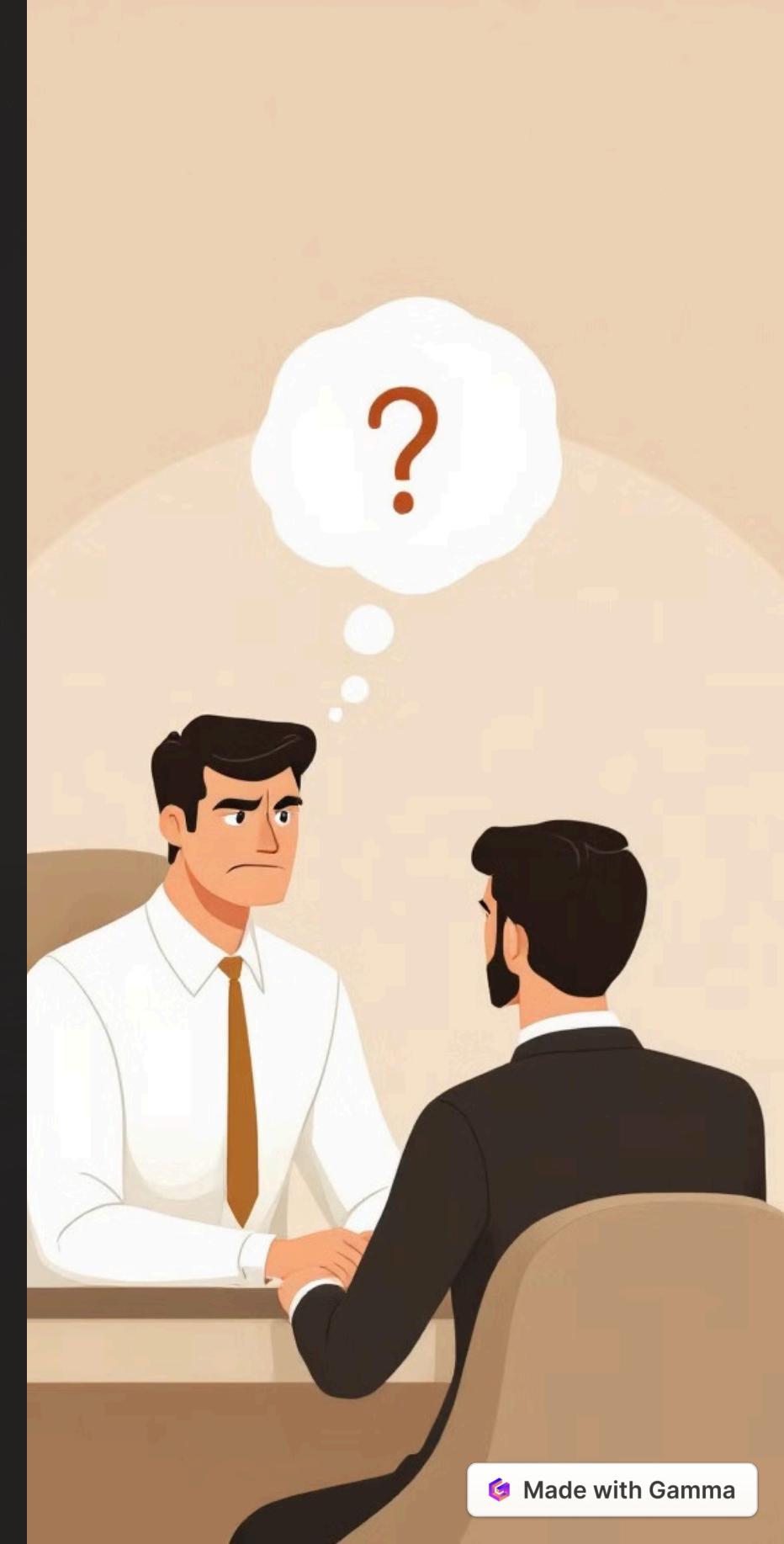
Lengthy Background Checks

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



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

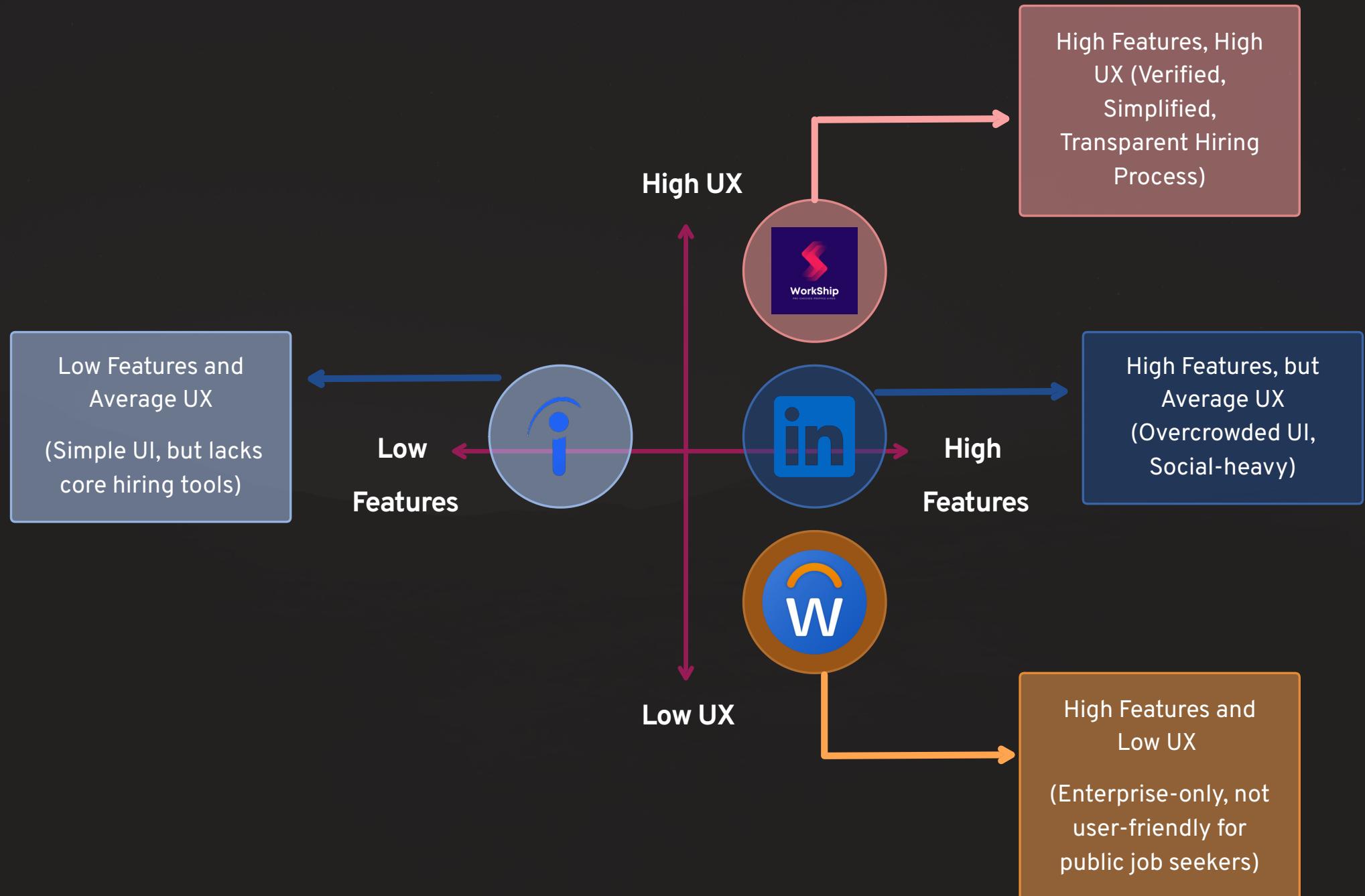
Workship differentiates itself by prioritizing trust and transparency, offering features like employer & job listing verification, holistic candidate verification, AI-driven fraud detection, and real-time application tracking, addressing gaps in competitor platforms like LinkedIn, Indeed, and Workday.

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



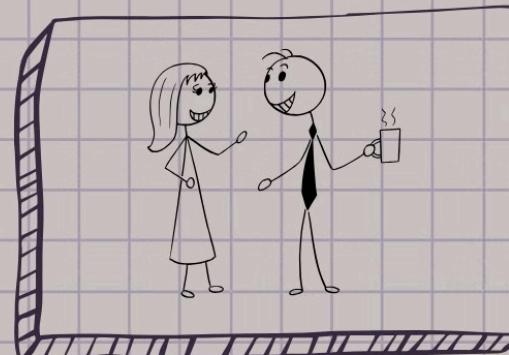
2 He wastes hours re-entering the same details for every application, making the process tedious.



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)

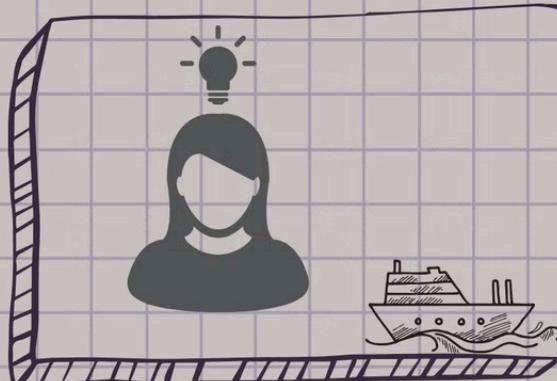
RACHEL'S HIRING REVOLUTION: HOW WORKSHIP TRANSFORMS RECRUITMENT EFFICIENCY



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.

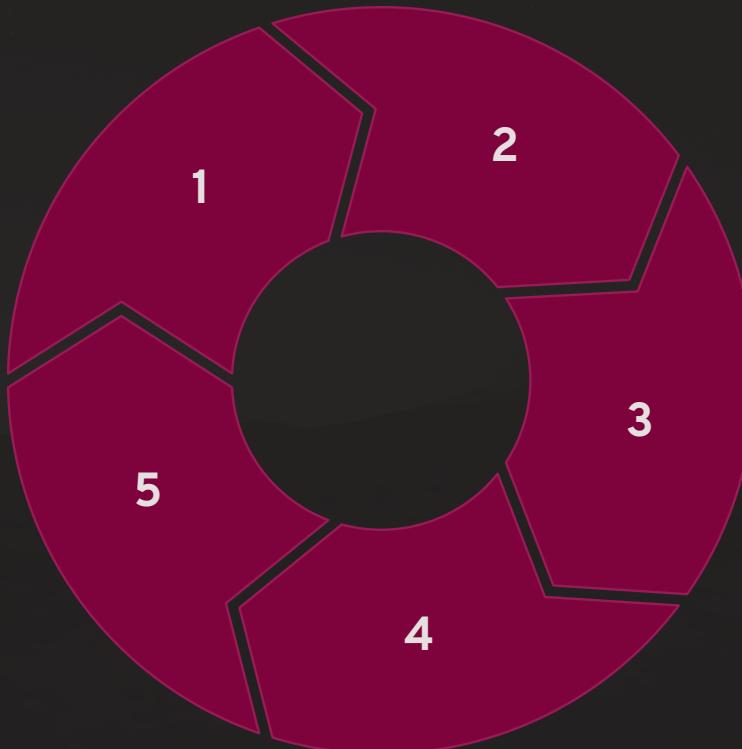
Conclusion

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.



Next Steps

Our next steps for building Workshop are:

- **Design Prototype:** Build a high-fidelity prototype of the Workshop platform, incorporating key features that address the identified pain points for both job seekers and employers.
- **Conduct User Testing:** Organize user testing sessions with representatives from each target audience to gather feedback on the prototype and refine the user experience.
- **Create Go-to-Market Strategy:** Develop a comprehensive go-to-market strategy, including marketing channels, pricing models, and partnership opportunities to effectively launch Workshop.