

YOUNG PEOPLE LEARNING ABOUT GETTING A JOB

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WHY WE CHOOSE THIS DOMAIN

- Throughout a young person's education path, the introduction to the working world is not widely supported.

There are various attempts to introduce it (orientation days, courses on writing CVs, courses on how to approach a job interview, etc.), which however are often not sufficient. Indeed, most candidates find themselves without in-depth knowledge on how to approach the writing of a CV or a job interview.

Therefore, we would like to find the needs of young people who are approaching the working world for the first time.



METHODOLOGY

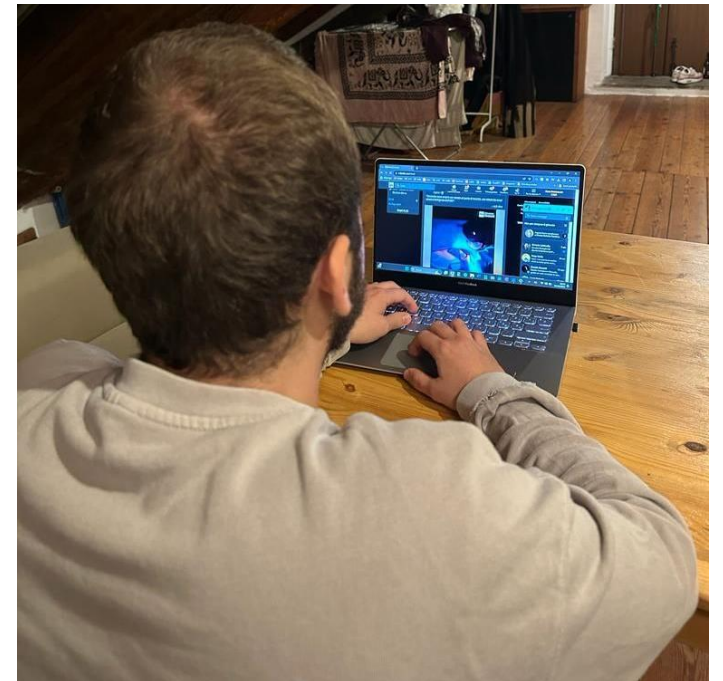


PARTICIPANTS

- Recruiting:
 - Online (advertisement on Instagram stories)
 - Friend of a friend
 - Colleague of a friend
- Why we choose them:
 - A freelancer: he have to look for jobs often (**lead user**)
 - A worker who changed more than one job to find a good job for him (**lead user**)
 - 2 students that are now approaching the working world (**immediate user**)
 - A HR manager that works for a company (**domain expert**)

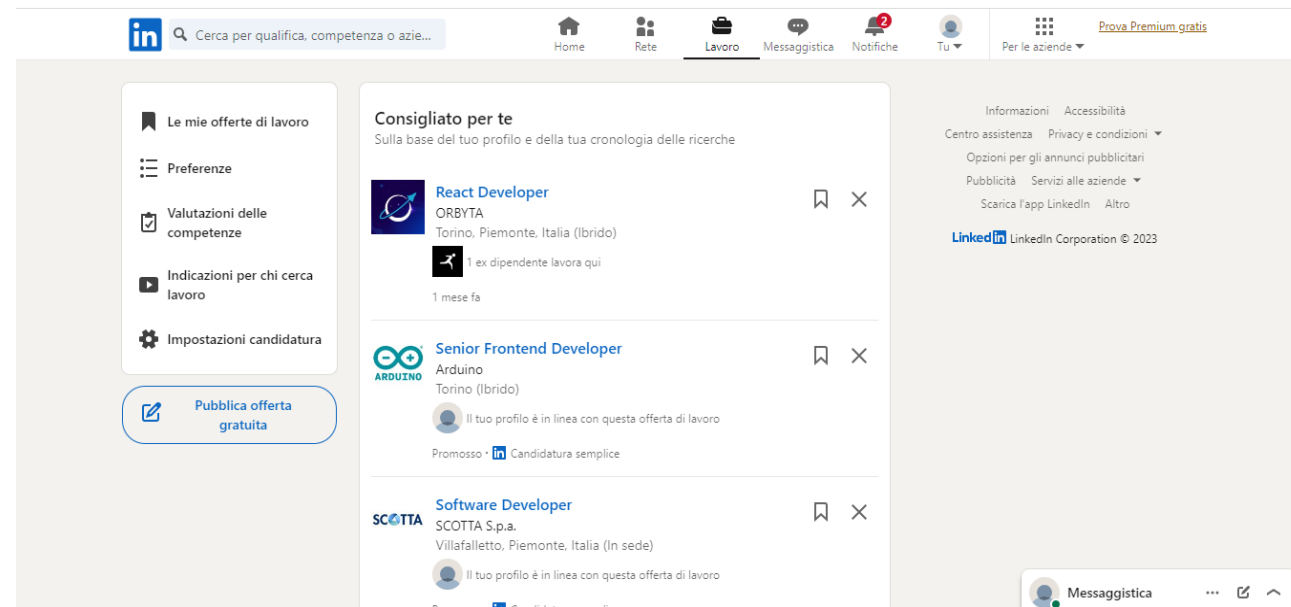
INTERVIEWS – RICCARDO – LEAD USER

- Gender: male
- Age: 24
- Occupation: freelancer
- Role: lead user – he has to find customers and companies often
- Place interview conducted: his office
- Team members role:
 - Interviewer: Domenico
 - Taking notes: Federica
- Material:
 - Audio recorder
 - Camera
- Observation:
 - Looking for clients and inspiration on LinkedIn



INTERVIEWS – DAVIDE – LEAD USER

- Gender: male
- Age: 29
- Occupation: employee
- Role: lead user – he changed more than one job and he did a lot of interviews
- Place interview conducted: common working place in Turin
- Team members role:
 - Interviewer: Elisa
 - Taking notes: Domenico
- Material:
 - Audio recorder
 - Camera
- Observation:
 - Finding jobs advertisements on LinkedIn



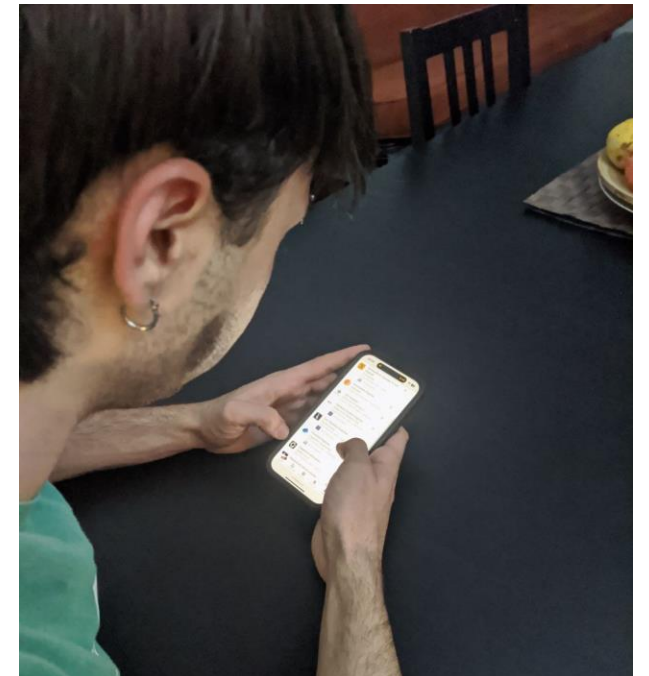
INTERVIEWS – MARIACHIARA – IMMEDIATE USER

- Gender:female
- Age: 23
- Occupation:student
- Role:immediate user – she is approaching to the working world,she attended some job interview
- Place interview conducted:her house
- Team members role:
 - Intervier:Elisa
 - Taking notes:Domenico
- Material:
 - Audio recorder
 - Camera
- Observation:
 - Looking for job offer and online course/webinar to attend in order to grow her knowledge



INTERVIEWS – DOMENICO – IMMEDIATE USER

- Gender: male
- Age: 22
- Occupation: student
- Role: immediate user – he is approaching to the working world, he's never attended any real job interview
- Place interview conducted: his home
- Team members role:
 - Intervier: Domenico
 - Taking notes: Elisa
- Material:
 - Audio recorder
 - Camera
- Observation:
 - Looking for new opportunities



INTERVIEWS – MICHELANGELO – DOMAIN EXPERT

- Gender: male
- Age: 30
- Occupation: HR manager
- Role: domain expert
- Place interview conducted: his home
- Team members role:
 - Intervier: Federica
 - Taking notes: Elisa
- Material:
 - Audio recorder
 - Camera

INTERVIEWS – QUESTIONS IMMEDIATE/LEAD USER I

- What's your name?
- How old are you?
- Which university are you attending?/ What is your occupation? (chosen according to who we were interviewing)
- What are you studying?/what is your job? (chosen according to who we were interviewing)
- In a scale from 1 to 10, where 1 is no knowledge and 10 is expert level, what is your level of knowledge on how to write a curriculum?
- In a scale from 1 to 10, where 1 is no knowledge and 10 is expert level, what is your level of knowledge on how to perform a job interview?
- In a scale from 1 to 10, where 1 is no knowledge and 10 is expert level, what is your level of knowledge on how to find the right job for you?
- In which way are you approaching/did you approach to find a job?
- If you use/used jobs platforms, how often and what for? if not, what are other methods you are using/used for learning about the working world?
- What do you do to find an available position related to your cv?

INTERVIEWS – QUESTIONS IMMEDIATE/LEAD USER II

- What do you do to prepare for a job interview?
- What do you do to prepare your curriculum?
- Have you ever received a feedback on your CV? By whom? Saying what?
- Regarding the methods you are using/used for learning about the working world, what do you find useful and what less useful?
- In a scale from 1 to 10, where 1 is too difficult and 10 is super easy, how difficult have you found using these methods? Can you explain why?
- What do you think are the advantages and the disadvantages of using them?
- Can you tell us one event when you have some issues with them and another when they helped you, if any?
- How have these methods ever helped you on learning how to write a curriculum?
- How have these methods ever helped you on learning how to perform a job interview?
- How have these methods ever helped you on learning how to find the right job for you?
- How much these methods had an impact on learning how to write a perfect cv and to perform a job interview? why?
- How much learning how to write a perfect cv and how to perform a job interview have an impact on finding the right job?

INTERVIEWS – QUESTIONS EXPERT USER I

- What's your name?
- How old are you?
- What is your occupation?
- In a scale from 1 to 10, where 1 is no experience and 10 is expert level, from your experience, what is your level of knowledge on how to write a curriculum?
- In a scale from 1 to 10, where 1 is no knowledge and 10 is expert level, what is your level of knowledge on how to perform a job interview?
- In a scale from 1 to 10, where 1 is no knowledge and 10 is expert level, what is your level of knowledge on how to find the right job for you?
- What people do right and wrong when they write their curriculum?
- What people do right and wrong when they attend a job interview?
- What people that attend a job interview don't know about the working world?
- From your experience, what is the biggest problem that job applicants have? what does lead them to be rejected or not considered?
- How do most of the job applicants find about an open position?
- What would you suggest to young people for learning more about working world?

INTERVIEWS – QUESTIONS EXPERT USER II

- What is the impact of writing a good curriculum for a candidate in order to be interviewed?
- What is the impact of doing a good job interview in order to be enrolled in the corporate?



RESULTS





KEY QUOTES

- "The most useful methods are: to hit the target well before rushing headlong, to only apply for the positions you would really like to work for, to frequent environments you appreciate."
- "The interview is the first approach to the corporate and you should prepare for it, just showing your CV is not enough."
- "You shouldn't limit yourself to the surface of your studies. You should try lots of oral interviews to gain confidence."
- "To learn things about the world of work, you find it essential to get to know other people with work experience, for comparison."



USER NEEDS



USER NEEDS

- 1) Domenico needs to do simulations of a job interview
- 2) Domenico needs to learn how to write a good cv
- 3) Domenico needs a way to use LinkedIn effectively
- 4) Domenico needs to meet managers in person / face to face
- 1) Riccardo needs to practice more with oral job interviews
- 2) Riccardo needs a way to find a job that aligns with his values and goals
- 3) Riccardo needs to be able to network and to connect with people
- 4) Riccardo needs to receive more clear information on the jobs on job search process
- 5) Riccardo needs to avoid unnecessary time-wasting features on job platforms
- 6) Riccardo needs to receive feedbacks on his CVs regarding the layout and aesthetic
- 7) Riccardo needs a way to understand the environment of the company he's applying for
- 8) Riccardo needs to differentiate himself from other candidates/ stand out
- 9) Riccardo needs to connect with more realistic job search platforms in terms of people who he's connecting with
- 10) Riccardo needs a way to show his portfolio

USER NEEDS

- 1) Mariachiara needs to receive more feedback on CVs and job interviews
- 2) Mariachiara needs to learn more about what she likes about work
- 3) Mariachiara needs a way to be more connected with people in a job-oriented way
- 4) Mariachiara needs to avoid unnecessary time-wasting features on job platforms
- 5) Mariachiara needs to do more info calls like on joiners
- 6) Mariachiara needs to learn how to write a good cv
- 7) Mariachiara needs a way to learn what she likes before she starts working
- 8) Mariachiara needs a way to compare her qualities and the ones that the company requires
- 9) Mariachiara needs a way to improve the content and layout of her CV
- 1) Davide needs to understand what company does, to understand if that job is good for him. He look for on the website of the company or ask to people he knows
- 2) Davide needs to understand what that company do and it values to underline some of his characteristics in a job interviews
- 3) Davide needs concrete feedback on his cv, not generic
- 4) Davide needs to find job advertisement that totally match with his cv and not only in part
- 5) Davide need to practice on job interviews and receive feedback on it
- 6) Davide need to listen to people that have more experience that him to understand better how to do job interviews and how to prepare them

USER NEEDS – MICHELANGELO'S SUGGESTIONS

- 1) users need to learn how to write a good cv related to content and layout
- 2) users need a way to be more connected with people in a job-oriented way (networking)
- 3) users need to align their own values to corporates values
- 4) users that approach work for the first time need to learn about logistics and financial issues
- 5) users need to do a lot of different job experiences
- 6) users need to be more confident with public speaking (during interviews)

Mariachiara - 23 years - student

USER NEEDS

She needs to receive more feedback on cvs and job interviews

She needs to learn more about what she likes about work

She needs a way to be more connected with people in a job-oriented way

she needs to avoid unnecessary time-wasting features on job platforms

She needs to do more info calls like on joiners

she needs to learn how to write a good cv

she needs a way to learn what she likes before she starts working

she needs a way to compare her qualities and the ones that the company requires

she needs a way to improve the content and layout of her CV

USER NEEDS

Riccardo - 24 years - worker

he needs to practice more with oral job interviews

he needs a way to find a job that aligns with his values and goals

he needs to be able to network and to connect with people

he needs to receive more clear information on the jobs on job search process

he needs to avoid unnecessary time-wasting features on job platforms

he needs to receive feedbacks on his CVs regarding the layout and aesthetic

he needs a way to understand the environment of the company he's applying for

he needs to differentiate himself from other candidates/ stand out

he needs to connect with more realistic job search platforms in terms of people who he's connecting with

he needs a way to show his portfolio

USER NEEDS

Domenico - 22 years - student

he needs to do
simulations of
a job interview

he needs to
learn how
to write a
good cv

he needs a
way to use
LinkedIn
effectively

he needs to
meet
managers in
person / face
to face

he needs a way
to connect with
people that are
experts in
writing CVs

he needs to
recieve
feedbacks on
his CV by
experts



USER NEEDS

Davide - 29 years - worker

he needs to understand what company does, to understand if that job is good for him. He look for on the website of the company or ask to people he knows

he needs to understand what that company do and it values to underline some of his characteristics in a job interviews

he needs concrete feedback on his cv, not generic

he need to practice on job interviews and recive feedback on it

he need to listen to people that have more experience that him to understand better how to do job interviews and how to prepare them

he needs to find job advertisement that totally match with his cv and not only in part

Michelangelo - 30 years old - HR manager

USER NEEDS

users need to learn how to write a good cv related to content and layout

users need a way to be more connected with people in a job-oriented way (networking)

users need to align their own values to corporates values

users that approach work for the first time need to learn logistics and financial issues

users need to do a lot of different job experiences

users need to be more confident with public speaking (during interviews)



DEEP USER NEEDS

- **Need to do simulations of a job interview** based on Domenico and Riccardo's first need and David need number 5 from the list
- **Need to learn how to write a good cv related to content and layout** based on Mariachiara need number 9 and Domenico second need and Michelangelo's first need from the list
- **Need to avoid unnecessary time-wasting features on job platforms** based on Riccardo's need number 5 and Mariachiara's need number 5 .
- **Need a way to be more connected with people in a job-oriented way** based on Riccardo and Mariachiara's need number 3 and Michelangelo's second need from the list.



SOLUTIONS



BRAINSTORMING SOLUTIONS

Possible solutions

users need to do simulations of a job interview

to see video of real interviews, they should be classified as good interviews

to meet someone expert in job interviews and practice with him, university can signal these people

read a book/notes that summarise how perform a good job interview and what you should not do

practice with mates - they are not expert but you can have a feedback

Host online or in-person workshops with professionals who guide users through the interview process, providing feedback and tips.

Share their recorded interviews and receive peer reviews, offering constructive feedback.

to do job interviews during their studies, maybe with teachers

to do simulate job interview using ai chatbots

to practice their public speaking skills with other people

users need to learn how to write a good cv related to content and layout

to see cv that are evaluated as good cv - possibly divided company by company (like every company says: this cv that is a real cv for me is also a good cv)

cv aesthetic templates, that describe the struture of it

create a cv customized on a job position and on a company

users can submit their CVs for professional review and feedback on content and layout.

Host workshops or webinars that focus on cv writing, covering both content and design aspects, with templates and guidelines.

to receive a templates from the companies that are hiring

users need to avoid unnecessary time-wasting features on job platforms

clear job advertisement that immediatly show you if your skills match job requirements

enable/disable time-wasting features in order to have all the possibility that that platforms gives if and when you want

customize their job alerts and notifications to receive only relevant job postings.

Provide users with analytics on their job application habits to help them recognize and eliminate unnecessary time-wasting practices.

Create a virtual assistant within the job platform that offers guidance and suggestions on how to optimize the job search process.

users need a way to be more connected with people in a job-oriented way

attend workshops, meetings, call with people that have same or similar interesting

partecipate to events where companies describe themselves

participate to "try jobs" event where you can try a job that you would like to do

write on forums/chat/groups related to job categories and share opinions on technologies/jobs

join specialized social networks for different industries where users can connect, discuss job opportunities, and share insights.

matches users with experienced mentors in their desired industry to facilitate job-oriented connections.



FINAL SOLUTION

- **Participate to "try jobs" event where you can try a job that you would like to do**
- 1. Users can attend to short duration job experiences where they can try one or more jobs. At the end of the experience user and companies can share feedbacks about each others on the event, cv, skills and everything related to this trial
- 2. The duration of these events could be longer or shorter than a day but not more longer than a week
- 3. The event can be in present, online, in the same country/continent or not



FINAL SOLUTION

- Participate to "try jobs" event where you can try a job that you would like to do
- Users need to do simulations of a job interview
- Users need to learn how to write a good cv related to content and layout
- Users need a way to be more connected with people in a job-oriented way
- We used the Post-it voting method and we decided it because it's something that covers more than one need and it's new for us. This is a solution that, for us, can help people to learn about the working world the most



PROJECT





PROJECT NAME AND VALUE PROPOSITION

- Name: **Just Work**
- Value preposition: **"learn by trying"**