Our persona is a 22-year-old IT student eager to land an internship or entry-level job. He finds traditional job applications frustrating, especially redundant data entry and the lack of feedback from employers. A fast, engaging process like swipe-based job matching appeals to him. He values instant notifications, clear rejection reasons, and a streamlined way to track his applications.

* Relevant Job Information: They prioritize job role, salary, and location (remote or not) when browsing job listings.
* Fast & Efficient Application Process: They want a quicker way to apply without repeatedly entering the same details.
* Instant Feedback & Tracking: They need notifications to track applications and responses from companies.
* Transparency in Rejections: They want to know why they were rejected to improve their future applications.
* Engaging & User-Friendly Experience: A swipe-based approach is appealing because it makes job searching more interactive and enjoyable.

22

Malew

IT Stundent

* Repetitive Application Process: Uploading a CV but still having to manually enter the same details on company websites.
* Lack of Feedback: Not knowing what happened with their application or why they were rejected.
* Forgetting Applications: Losing track of which companies they applied to and how many rejections they received.
* Slow Hiring Process: They want a quicker way to get responses instead of waiting indefinitely.