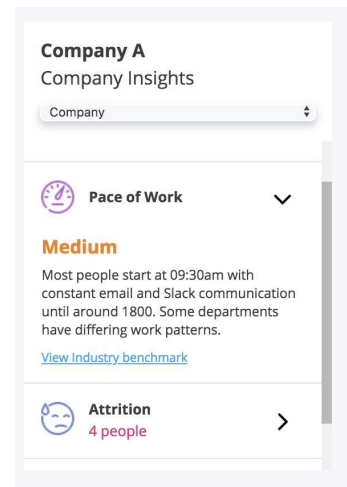


# Candidate Profile (UX) - Project Brief

**Tl;dr** - Companies can currently display our insights on job boards and company profiles using Yokible's widget. We now need to start tracking candidate engagement with our widget to test usability and understand success and areas for iteration.

## USER-FLOW

1. Our widget will be inserted onto
  - 3rd party job pages
  - job descriptions on company pages
2. The widget allows job candidates to retrieve company insights as part of their existing journey
3. Most job candidates when they visit our site or see our widget will not be familiar with our method/thesis.
4. We want to give job candidates the option to create a user login, so they can
  - a. View the full insights for each company
  - b. Search for companies
  - c. Store their preferences
  - d. Get 'matched' to companies
  - e. View additional content on companies and job roles.
5. Ideally we want to create a login with
  - a. Name + Email address
  - b. Or Name + LinkedIn sign-in. We want to be able to use the information from their profile to understand what type of companies we should suggest + display.



The candidate portal is vital so we can measure success and the ROI. Here are some ideas how we can measure 'success' or collect candidate intelligence.

## HOW WE CAN MEASURE SUCCESS?

- How do these metrics/insights compare against candidate expectations?
- Scrape profiling information from LinkedIn
- Option to add their Yokible profile to job applications (bring your whole self to work)
  - Use this to negotiate during the interview process
- Can they like/star company insights?
- Track candidates - where did they move to after applying?
- Where else have they worked? How does that compare in terms of culture?
- Ask candidates to note their expectations - what are they looking for? How can we understand future of work trends?
- What are their career goals/motivations?
- Salary expectations
- How does the pay and talent brand compare?