

JOBRECOMMENDER

**BasedontencustomerinterviewsandobservationsfromtheFairplaneGuidedCityToursteam**

ClaudiaLarmon

MenakaMahajan

JeromePhillips

AlejandroFlores

EmmaSato

Entice

**SCENARIO**

**Brow**

How doessomeoneinitiallybecomeawareofthisprocess?

Enter

What do peopleexperience as theybegintheprocess?

Engage

Inthecoremomentsin the process, whathappens?

Exit

What do peopletypicallyexperience

astheprocessfinishes?

Extend

Whathappensaftertheexperienceisover?

**Steps**

**Personalized job suggestion**

**Personalize job offers**

**Personalized job recommendation**

**Skill job recommended**

**Writing & submitting the review**

**Prompt for review**

**Generated result**

**Result generation**

**Recommendation system**

**Entering query**

**Email reminder**

**Email confirmation**

**Confirm query**

**Complete query**

**Start login**

**Being exposed to radio.tv**

**Being exposed to online advertising**

**Hearing from friends or family**

**Visit website or app**

**Searching for a job**

What does the person typically experience ?

Most of the users search for a job according to their profile

A customer visits the website

The customer may hear from their family and colleagues

The customer sees available jobs

After login they will upload their profile

They fill out their contact and their details

They fill out the details

An email immediately sends to confirm their job

One day before the job the remainder email will comes

Using their own means of transportation the customer makes their way to the job location

It recommends the skills and job.

According to their profile the job will be recommend

Based on the recommendations result will be generated.

prompt the job recipient for a review

The job recipient writes a review and gives the job a star-rating out of 5.

The completed job recommendation appears on the "past experiences" area of a customer's profile with a few details

Participation in the job informs our back end recommendation systems ,which the customer may experience via better personalization

The customer receives an email 14 days after their job with personalized recommendations for other jobs.

When a past job recipient looks new jobs with us, we show them personalized job recommendations in their arrival city.

Being exposed to print ads although young families don't broadly use traditional advertising

Interactions

Website , iOS app , or Android app

Customer's email(software like Outlook or website like Gmail)

Recommendations span across website iOS app or Android app

Completed experiences section of the profile on the website ,iOS app ,or Android app

“Leave a review” modal window within the profile on the website, iOS app ,or Android app

Customer's email(software like Outlook or website like Gmail)

Direct interactions with the company

Direct interactions with the website

Direct interactions with website

Job locations tend to start in a specific public space

Customer's email(software like Outlook or website like Gmail)

Customer's email(software like Outlook or website like Gmail)

Recommendation system overlay within the website ,iOS app,

orAndroidapp

Recommendation section overlay within the website ,iOS app,

orAndroidapp

recommender section of the website, iOS app ,or Android app

recommender section of the website, iOS app ,or Android app

recommenders section of the website, iOS app ,or Android app

recommender section of the website, iOS app ,or Android app

recommenders section of the website, iOS app ,or Android app

Whatinteractionsdotheyhaveateachstepalongtheway?

If other users interact with this person, they will see these completed job also

To some degree, this is communicating indirectly with the job guide, who will see their review

Often takes place at the same place where the company situated

Some job may involve interactions with other people

The customer looks for the group of recommendations

**People:**Whodotheyseeortalkto?

**Places:**Wherearethey?

**Things:**Whatdigitaltouchpointsorphysicalobjectswouldtheyuse?

Depending on the place time and cost parameters are involved.

Most common objectspeople interact with on job are transport and others.

Goals&motivations

Help me see ways to enhance my new job

Help me see what I could be doing next

Help me see what I've done before

Help me join the job with good feelings and no awkwardness

Help me make the most of my work

Help me feel good about my decision to go on this job and to feel welcome

Help me feel confident about where to go and which one of the job suits me

Help me make sure I don't forget about my job so that I don't waste time or get disappointed

Help me feel confident that my job is finalized and tell me what to do next

Help me feel confident that my job is finalized and tell me what to do next

Help me get through this job part without too much hassle

Help me commit to going on this job

Help me understand what this job is all about

Help me see what they have to offer

Helps in knowing the type of job that suits my skill set

Helps in learning new fields

Helping to get a good job

At each step, what is a person’sprimarygoalormotivation?(“Helpme...”or“Helpmeavoid...”)

It is good when someone get a fair job through recommendations.

Positivemoments

Whatstepsdoesatypicalpersonfind enjoyable, productive, fun,motivating,delightful,orexciting?

It is fun to look at various jobs in selecting a job

We think people like these recommendations because they have an extremely high engagement rate

People like looking back on their past job reviews

Excitement about the job

Meeting salary expectations.

We've heard from several people that the reminder emails were essential ,especially if they booked way in advance

People likes it when they get different job offers

Many people get good job offers

Negativemoments

What steps does a typical personfindfrustrating,confusing,angering,costly,ortime-consuming?

People sometimes give false skillsets

Several people expressed "information overload" as they browse

People express a bit of fear of commitment at this step

Sometimes people are matched with job recommendations that they don’t like

People are unclear of selecting a job

Customers report feeling review fatigue

People describe leaving are view as an arduous process

Areasofopportunity

How might we make each stepbetter? What ideas do we have?Whathaveotherssuggested?

If you don't give any job query could we send a follow-up?

Could we automatically recommend job offers

Make it easier to compare and take job

Provide a simpler summary to avoid information overload

Show ads and other recommendations?

How to recommend suitable jobs

Make clear that the recommendation is appreciated.

How might we equip people to rate the recommendation

Could we A/B test different language to see what changes response rates?

How might we progressively disclose the full review so that each step feels more simple?

How might we help people celebrate and remember things they've done in the past?

How might we extend the personal connection to the guide long after the tour is over?