

Developing an Employment Solution for a Post-Pandemic Era

: Prototyping a Mock Interview App based on User Research

Hyunjong Joo

Advisor

Chiwon Lee
Information & Interaction Design

Orein Jafter
Nano Science & Engineering



Introduction

Due to the unexpected COVID-19 crisis, students are increasingly worried about employment as the crisis has shook the job market. The global promotion of quarantining, and the increase of non-face-to-face online interviews due to the crisis have rendered students to seek for alternative methods of preparing for job interviews for employment.

The employment market is one of the areas that have been deeply influenced by the pandemic as the unemployment rate has surged during uncertain times. More students are in the need to prepare for online interviews, but there is a lack of a sufficient service to fulfill the needs of college students to conduct mock interviews for employment purposes.

Thus, user research on the user perception of existing mock interview practices and the development and user testing of a mobile application that could enable students to do mock interview practices anytime, anywhere would be therefore beneficial.

The research goals and objectives of the study are the following:

- Understand the perception, behaviors, and needs of users regarding existing mock interview services
- Conduct user testing on a mock interview app prototype that would be conducive for college students

User Research Methods

Survey

A survey was conducted on a total 129 college students regarding mock interviews. The survey was created via Google Forms, and the questions that were asked to have a deeper understanding regarding the perceptions on mock interviews.

User Interview

An user interview was conducted on 7 participants to have a qualitative understanding on the user perception of college students when it comes to mock interview practice for job securement. The interviews garnered are going to be utilized as a reference when devising the application prototype.

Open Coding

Open coding was conducted on the scripts of the interviews to identify patterns within the responses of the participants in order to categorize findings. These findings were later used for the affinity diagram.

Affinity Diagram

An affinity diagram was conducted by utilizing the results from the open coding in order to categorize the findings from the open coding.

Survey Findings

Q1. Have you practiced for an interview before?

Yes	No
85.3%	14.7%

Q2. Have you had difficulty looking for a mock interviewer before?

Yes	No
76.7%	23.3%

Q3. If you had difficulty seeking for a mock interviewer, what was the main reason?

Does not know a person appropriate to be a mock interviewer
67.3%
Shy to ask
19.1%
Hard to schedule due to time conflict
13.6%

Q4. Who would you like to be your mock interviewer?

Recruiter from the industry of your interest
60.5%
Person working in the industry of your interest
34.9%

Upperclassman of your college
4.7%

Q5. Would you be willing to use an app that enables interview practice anytime, anywhere?

Yes	No
75.2%	21.7%

Q6. Would you be willing to pay the price of one coffee for feedback from a professional from the industry of your interest?

Yes	Maybe
85.3%	12.4%

User Interview Implications

Inclusion of self-monitoring feature

The inclusion of a self-monitoring feature such as a video where users could view themselves is recommended. This is because the interview participants stated that they look in the mirror when they practice for job interviews if they cannot find anyone to practice a mock interview with. Because they are anxious about going into a mock interview right away with an industry professional, mock interviewees would prefer a feature within a mobile application where they can prepare unlimited times for a mock interview with an industry professional.

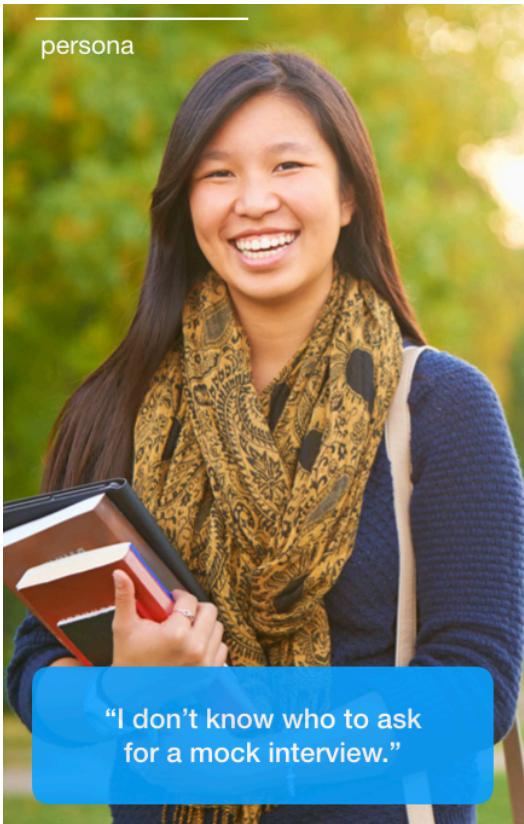
Resume references in the form of templates and model resumes

Interviewees are mostly asked about their resume when they engage in interviews. Because of this reason, it is important for interviewees to be familiar with model resumes and ideal resume templates. Having in mind that a mobile application has the capability to provide more than just mock interview practice, it would be ideal if the mobile application could also provide a feature that would be helpful not only for mock interview practices, but also for the whole job application process itself. The tab could help the users formulate an ideal resume by referring to model resume templates and model resumes of others.

Desire for mock interviews with industry professionals from industry of interest

It can be implied that the users desire to engage in mock interviews with industry professionals from the industry of their interest. This is because a college student that is preparing for a job interview for the finance industry to that from a college student who is preparing for a job interview for the IT industry.

Persona 01



Jane Lee

- 👤 27 years old
- 📍 New York
- 💼 Graduate Student
- 🏠 Living with two roommates

BIO

She lives in an apartment in New York with two roommates. She spends the majority of her time at the college doing research. Because she is an introvert, she's not close to her roommates.

NEEDS

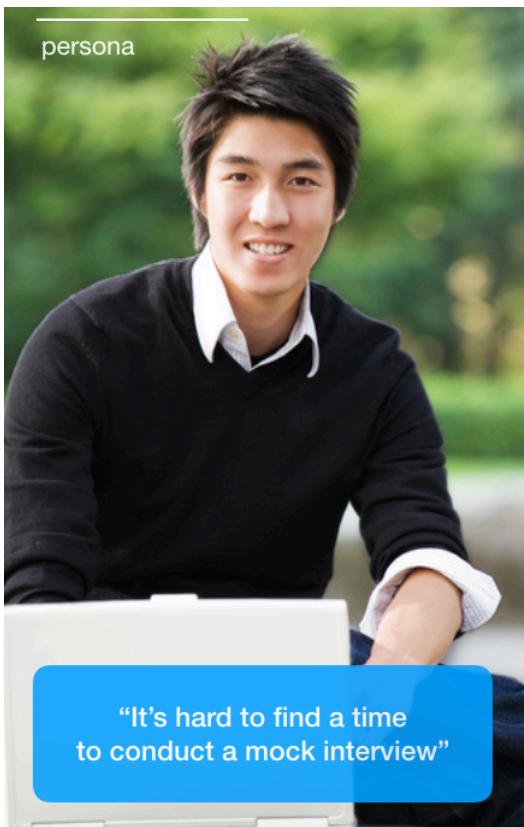
- Wants to prepare for an upcoming interview
- Wants to practice at a time of her convenience

PAIN POINTS

- Cannot think of someone to ask for feedback
- Lack of time and money to go to a consultancy

*persona was developed based on survey and user interview findings

Persona 02



Jason Park

- 👤 22 years old
- 📍 Seoul
- 💼 College Student
- 🏠 Living alone

BIO

He lives alone next to college. He applied to many internship positions and he wants to prepare for the next step. He does multiple club activities and has a part-time job so he is always on the run.

NEEDS

- Wants to practice mock interviews at a time of his convenience
- Wants professional advice

PAIN POINTS

- Hard to find time that fits the schedule of his potential mock interviewer
- Wants to practice multiple times

User Journey

user journey



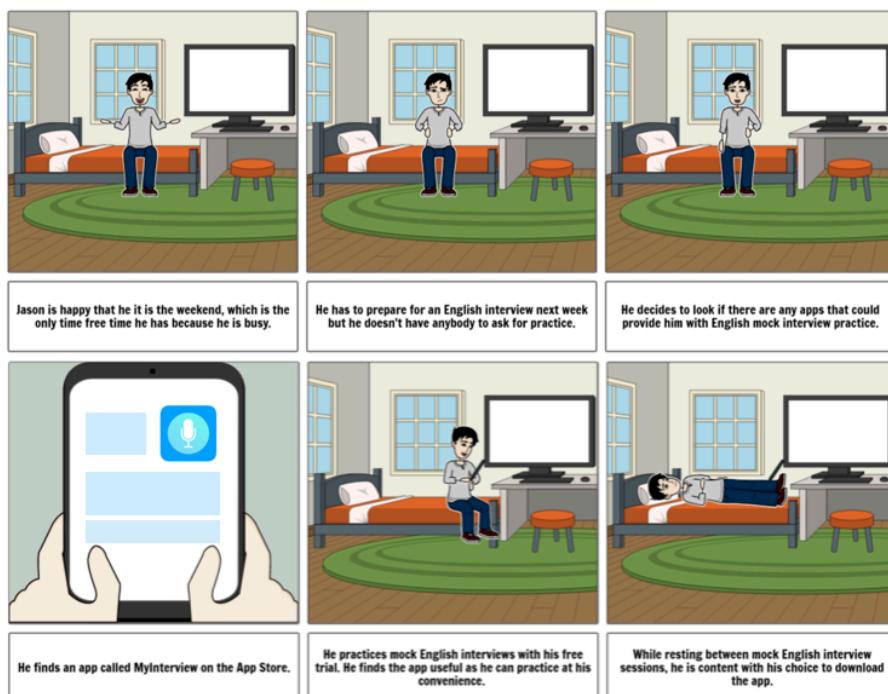
“ Park is stressed because he cannot find an appropriate person to conduct a mock English interview with. People in the industry that he wishes to permeate into work until late at night, and it is hard for him to find connections that would conduct mock interviews and provide feedback. **”**

PHASE	Discover	On-boarding	Use	Re-use
USER GOALS	Conducting a mock interview	On-boarding fast and easily	Easily navigating through app	Customize to enhance experience
USER ACTIONS	<ul style="list-style-type: none">- Ask people in industry- Make questions- Make responses- Practice alone- Search Google- Find post on MyInterview- Read description- Download MyInterview	<ul style="list-style-type: none">- Tap app to open- Tap on keyword options- Go to a place that is quiet- Tap on mock interview option	<ul style="list-style-type: none">- Find interview questions regarding company of choice- Practice multiple times on the app- Receive feedback from industry professionals	<ul style="list-style-type: none">- Tap on custom settings- Customize company, personality, voice, volume of the mock interviewer to better help mock interview experience
USER THOUGHTS				

*user journey was developed based on survey and user interview findings to serve as a guideline for prototype development

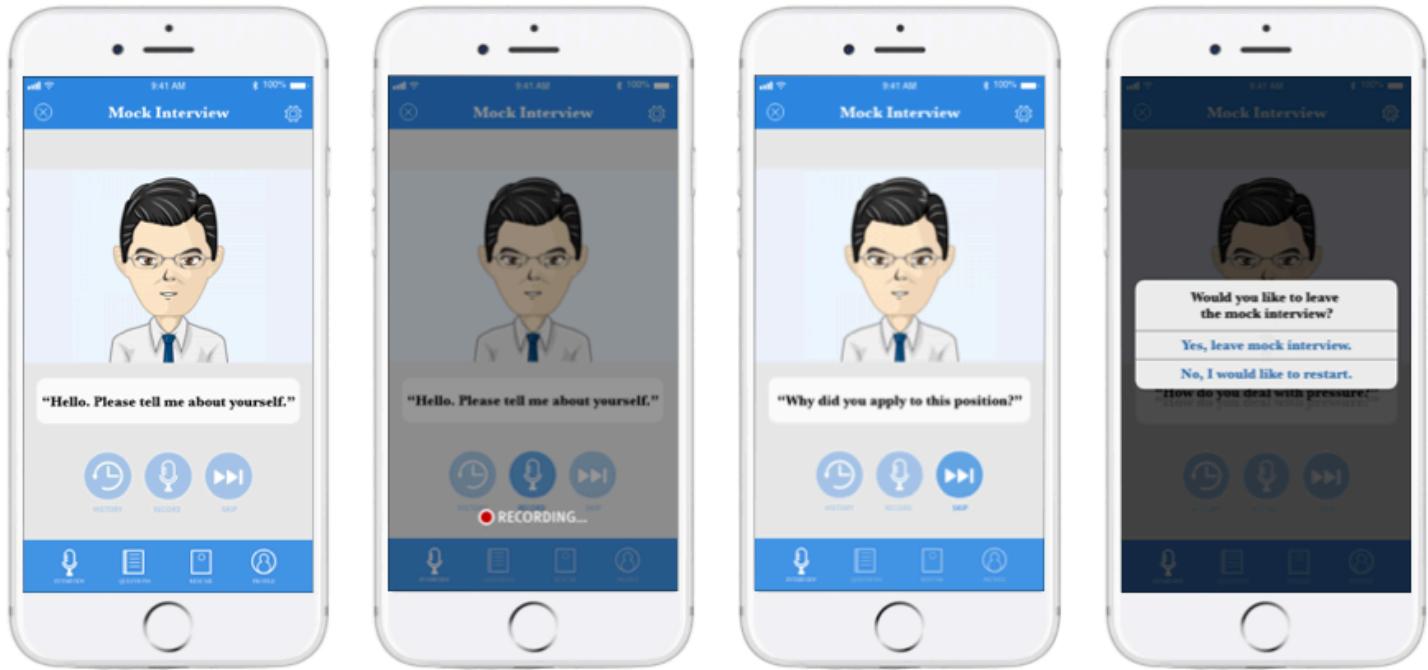
User Scenario

user scenario



*user scenario was developed based on survey and user interview findings

Initial Prototype 01



*initial prototype was developed to be used as a resource for user research and user testing such as A/B testing

Initial Prototype 02



Open Coding Excerpt

- *"I wish there was an on/off function for the video so that I can practice by looking at myself, or looking at a mock interviewer based on what I prefer for the day."*
- *"I hope the mock interviewer would move instead of just staying still."*

- Part 2: A/B testing on A2, B2

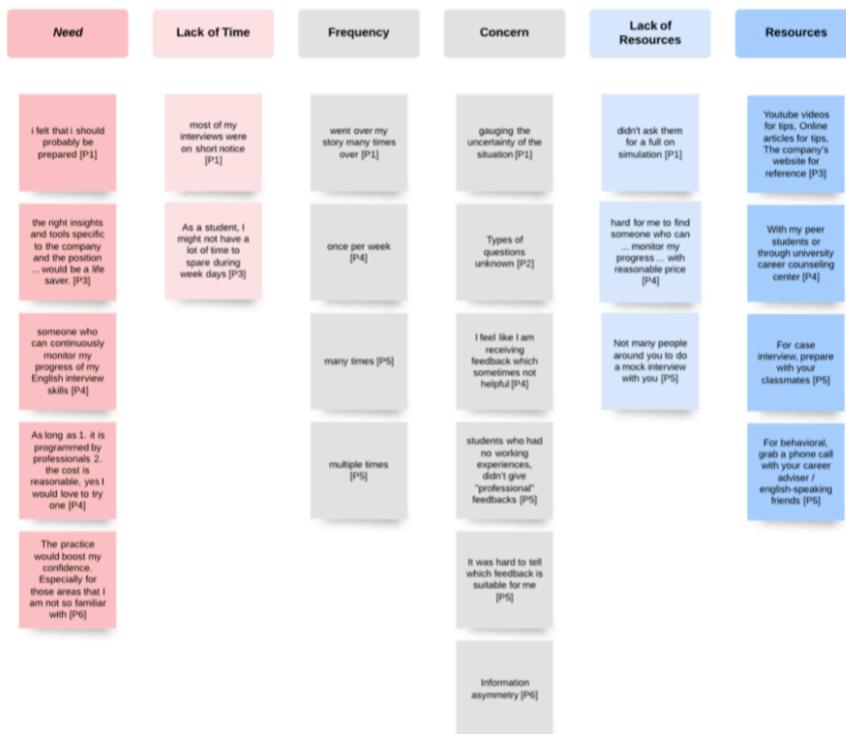
- B was more preferred the quotes relevant are the following:
 - *"It's better to seem like the app has more features and more features attract people."*
 - *"I think that it would be good if you could choose a model resume and edit it in the app since that is convenient."*
 - *"Seeing a lot of good resume templates in one place is useful."*

- Part 3: A/B testing on A3, B3

- B was more preferred the quotes relevant are the following:

*open coding on user interviews and A/B testing results was conducted to extract notable user insight

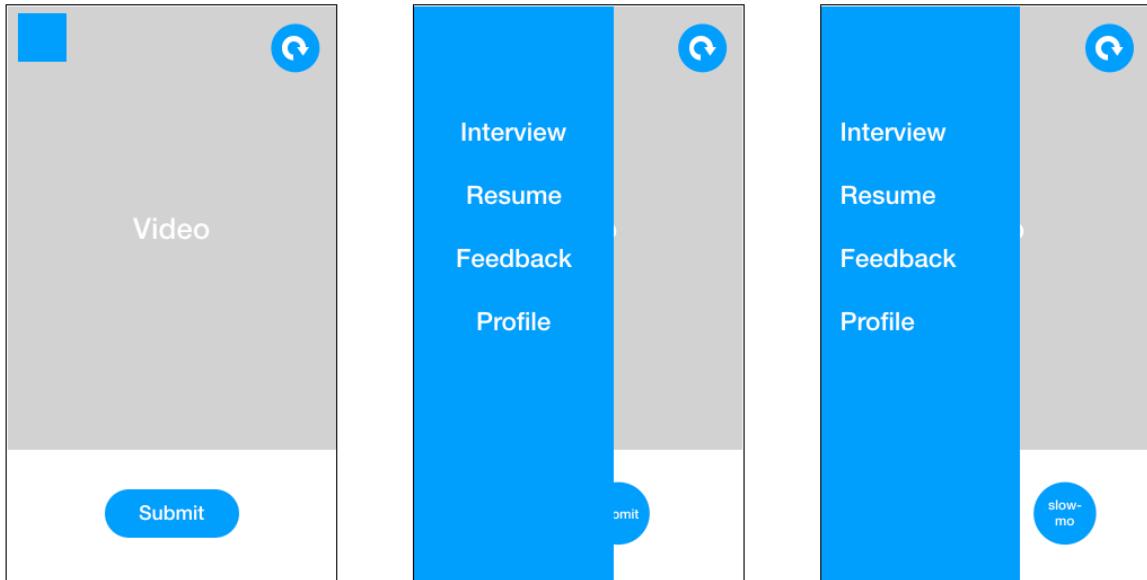
Affinity Diagram



*affinity diagram was done on the open coding results to categorize useful implications to serve as a guideline for the development of an advanced prototype with user feedback reflected

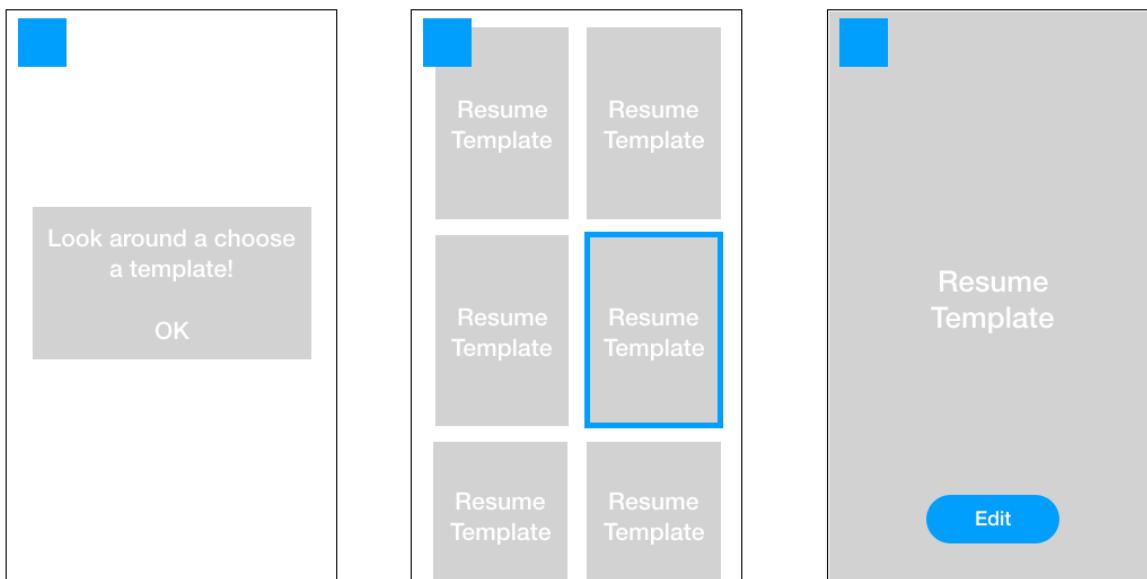
Advanced Wireframes 01

wireframes



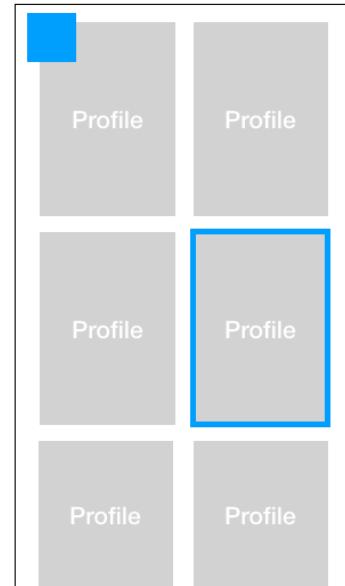
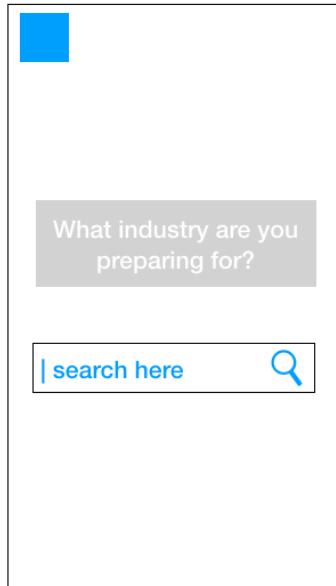
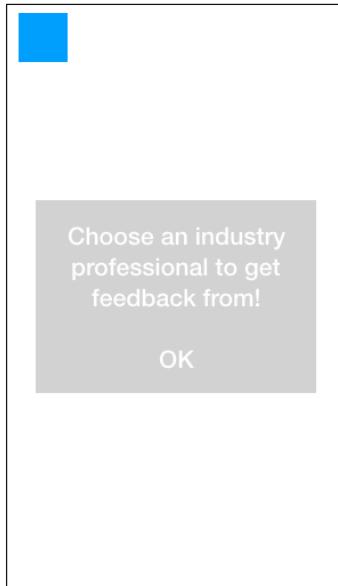
Advanced Wireframes 02

wireframes



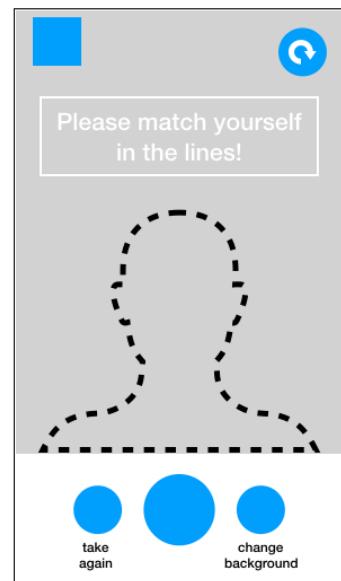
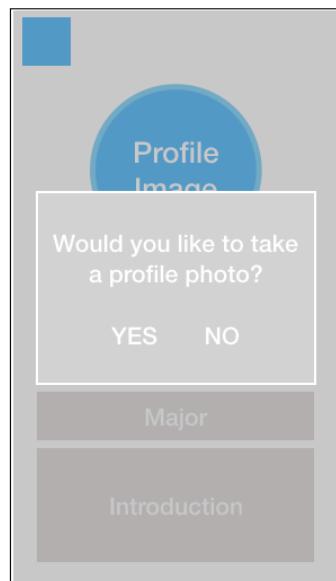
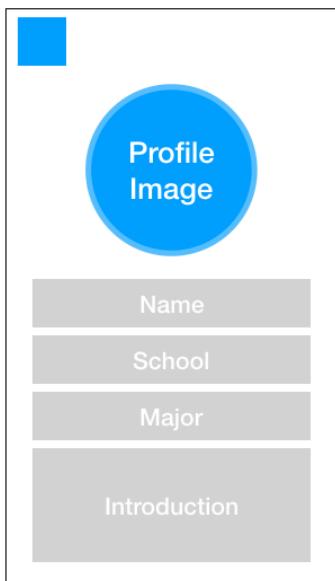
Advanced Wireframes 03

wireframes



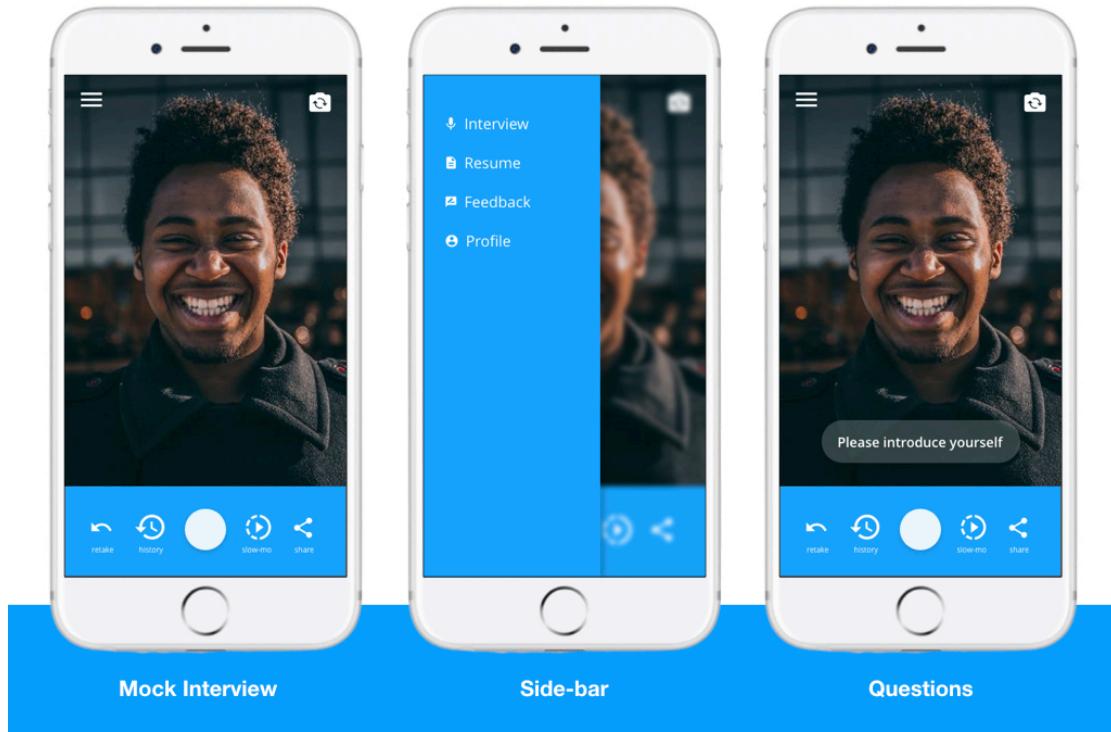
Advanced Wireframes 04

wireframes



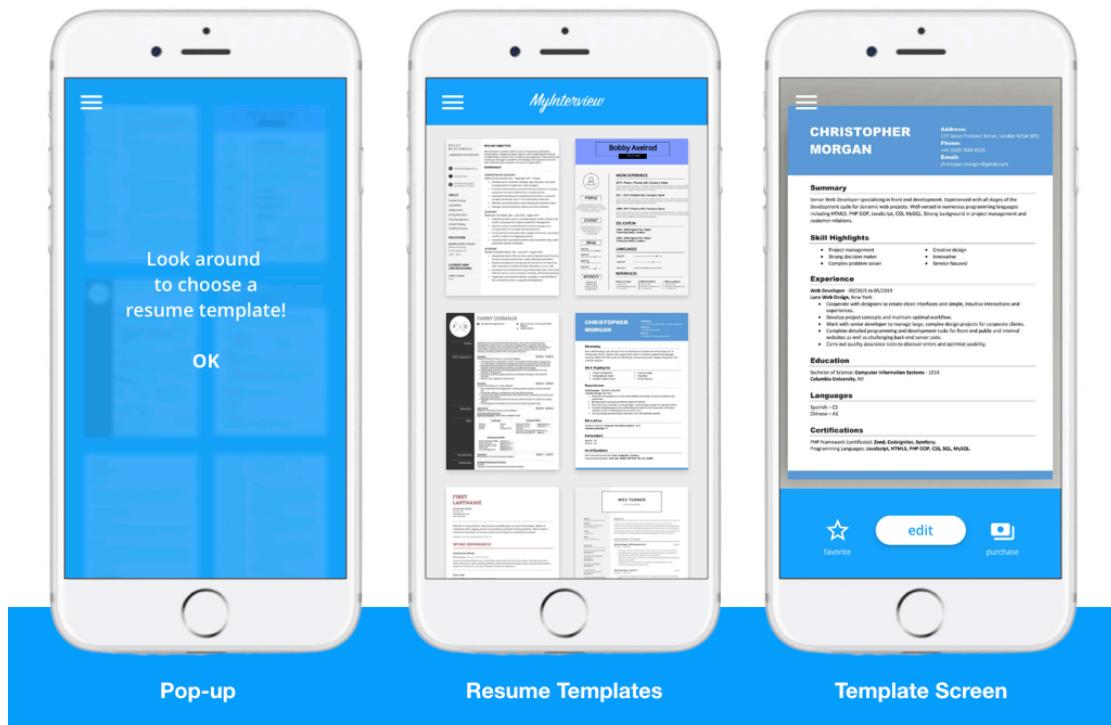
Advanced Prototype 01

prototype



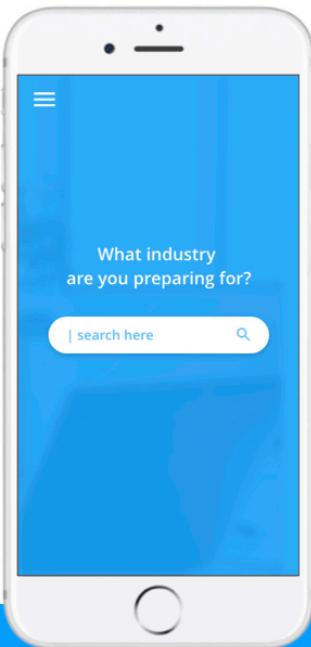
Advanced Prototype 02

prototype

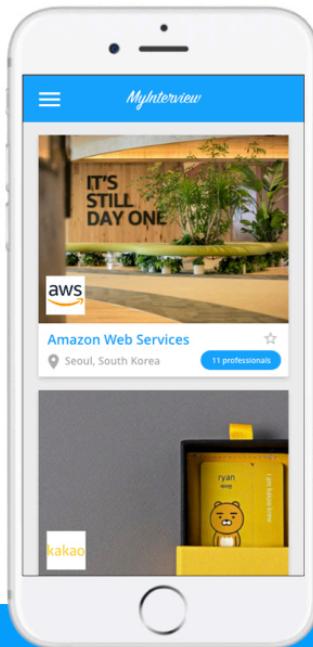


Advanced Prototype 03

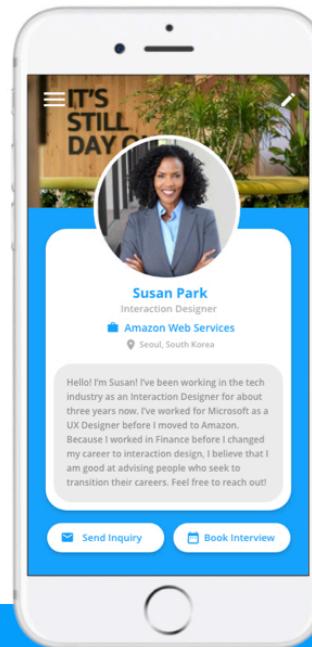
prototype



Industry Search



Company Options



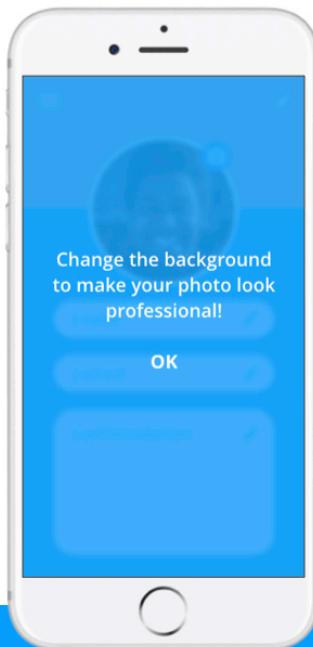
Professional Profile

Advanced Prototype 04

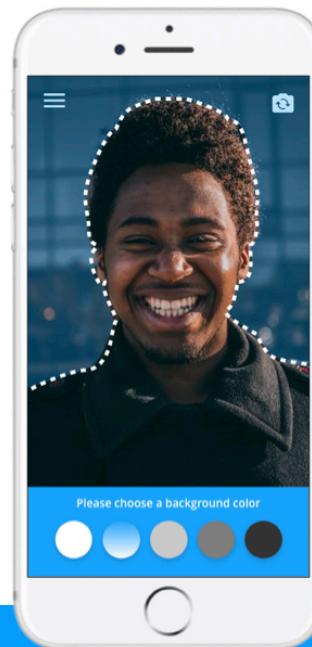
prototype



User Profile



Pop-up



Profile Background

Acknowledgement

This research was funded by Yonsei University's
UIC Research Project-Global 2020.

Many thanks to Professor Mihyun Kim and
Professor Younah Kang for making this research possible.

Hyunjong Joo

Advisor

Chiwon Lee
Information & Interaction Design

Orein Jafter

Nano Science & Engineering

