Junqo

OVERVIEW

Understanding the users requirements to respond to them correctly is one of the most important points when developing a service. To begin, we made global market analysis, followed by a more specific survey on internship and recruitment. During the development we made beta tests, to get feedback on what we made and to verify that we fit the users needs.

BETA-TESTER RECRUITMENT STRATEGY

Students users

The following form has been used in the linkedin campaign and propagated using our personal accounts.

https://docs.google.com/forms/d/1EQj0Y5McJISiW5LVLSDvTOM3MuD8MEz7gRoHhOftK60/edit?ts=6746f7fd#responses

Company users

Linkedin campaign to get feedback from companies.

https://www.linkedin.com/posts/junqo_etude-de-march%C3%A9-recrutement-activity-7312072950273208320-tus9?utm_source=share&utm_medium=member_desktop&rcm=ACoAADfjZOABTHOs88umAwLtNNZfrptIKeAEGmE

The following form has been used in the linkedin campaign and propagated using our personal accounts.

https://docs.google.com/forms/d/1ep1aa6DBshcSxeGl9z_MOUdn-ow4vMw2mEzPpoLl844/edit?ts=6746f814#responses

School users

Contact of Epitech Toulouse Administrative office.
No response.
Contact of Epitech Toulouse ADM.
Accepted => survey sent to him => survey not distributed

The following form has been used in the linkedin campaign and propagated using our personal accounts.

https://docs.google.com/forms/d/1UBitdVjXxSvYbO8Bp-ERvSWF1aESLNGhtZ7rxRJPrxE/edit?ts=674708a5#responses

UI/UX FEEDBACK

A demonstration and presentation of the project was given to some fifteen e-art sup students. Of the fifteen or so interviewees, only two were men, the others women.

Here are the main comments:

- The visuals should be part of a single graphic charter
- The "Tinder"-type design is a good idea and rather intuitive
- There should be tutorials to show how to use the tools (CV enhancement, AI…)
- The icons aren't intuitive enough and don't follow the visual identity
- We'd like to be able to modify or even personalize our profile as we see fit (color, layout…)
- We'd like to be able to testify about a company when we've already done an internship with them. Good or bad.
- Maybe we should even rate the internship we've already done.

Other comments:

- There's a certain fear on the part of students of being spied on by schools
- For this to be perfect, companies would have to be obliged to always give an answer, whether positive or negative.
- Even if there aren't many companies present, the application can be used thanks to AI.
- The profile is created from the CV. It can then be modified and completed as the candidate sees fit.

- Candidates should be able to choose what they want to see on the job page (salary first or skills first).
- If it costs less than 5 euros, half the students surveyed said they would be willing to buy a high-end model if it had a real image.

USERS FEEDBACK FOR PROJECT ALIGNMENT

We conducted two marker studies using two different forms to understand and align with the users.

Form link, Form link for editors

Second form link, Second form link for editors

Market analysis document (FR)

Key takeaways:

- We need to successfully showcase the company culture/atmosphere.
- Personality is more important than skills.
- Schools aren't doing enough for students.
- Tools needed:
- Help with writing CVs and cover letters.
- Automatic follow-ups for companies that haven't responded.
- Personalized messages tailored to companies and specific job offers

In your opinion, what should be improved / removed / added to make the internship search easier and more enjoyable?

- More information on offers: Clearer, more detailed job descriptions.
- Personalized, non-oppressive support: Someone to guide us without feeling overwhelmed.
- Better interface between companies and candidates: Smoother communication and application process.
- Ability to review companies: So we know what to expect from an employer.
- Access to tutorials and help resources: Easy-to-understand guides and support.
- Interview practice: Tools or opportunities to train for interviews.
- Sector-specific platforms: Specialized platforms for particular industries.

- Constructive feedback from companies: Receiving useful insights on applications, even rejections.
- Ability to withdraw applications: To easily remove applications once an internship is found.
- Alternative ways to showcase skills: Beyond just a CV (e.g., portfolios, project showcases).
- Better search filters: More precise and effective options to narrow down results.
- Easier and more intuitive platform: A user-friendly and simple interface.

Key takeaways:

- Students feel alone or poorly supported in their internship search.
- It's crucial to always provide a response, whether positive or negative.
- Over three-quarters of students are dissatisfied with the current internship search system.
- Too many students have regretted accepting an internship.
- The idea of being able to simulate interviews and receive feedback on CVs seems appealing.