Side Track

Etude de marché candidat - 1

12 answers

Communication, digital marketing, luxe, business, computer science, 3D, chemistry, industrial engineering

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Have you ever looked for an internship? What did you think of it?

Finding an internship that truly suits us is complicated.
Companies rarely reply.
It's too long and tedious.

What were the main challenges/difficulties you encountered during your internship search?

Companies don't want first-year interns / lack of experience.
Not knowing how to sell your profile.

Have you used online job boards? If so, why?

Because many offers are listed on them.
It's the only way I've found to contact companies or find job offers.
For simplicity and to have one central platform for everything.

Do you have any criticisms to point out about them?

They often ask for a cover letter, which takes time to write.
Since it's simple, there's a lot of competition, and therefore much less chance.
The lack of responses or feedback.

What do you look for most in a company?

Kindness/Goodwill, a good atmosphere.
A good salary.

What makes an offer interesting?

The proposed missions during the internship.
The salary and the location where the internship takes place.

What are the elements you would want to show a company?

My personality / my human qualities.
My skills (hardskills and softskills).
Projects I've done / my portfolio.
How motivated I am.

What help did you receive from your school?

None.
Help with writing a CV and cover letter.
Redirection to interesting offers.
Interview training.

What tools would you have liked to have to assist you during your search?

Automatic follow-up for companies that haven't responded.
Help with writing a CV and cover letter.
A tool to create an email adapted to the company and the offer you're applying for.

Are you interested in a new internship search platform that addresses your real needs?

YES

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.
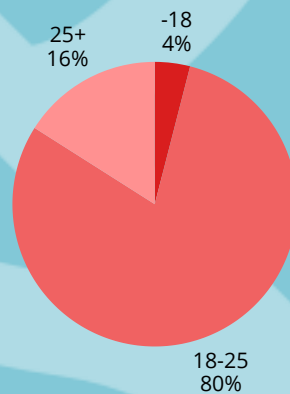
Market Study
Candidate - 2

48 answers

Marketing, communication, computer science, urbanism, psychology, business, video games, biology, law
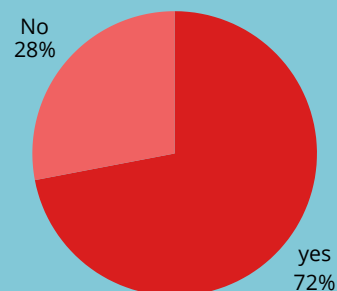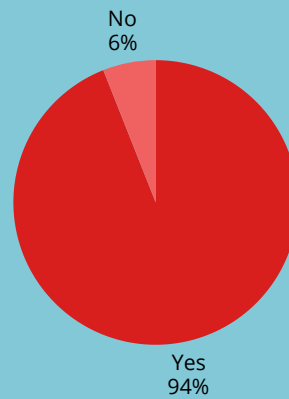
How old are you ?

< 18: 4 %
18-25 : 80%
> 25 : 16%

25+
16%

-18
4%

18-25
80%

Are you a student ?

student : 72%
Non student : 28%
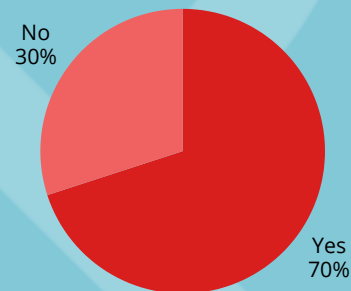
No
28%

yes
72%

Have you ever looked for an internship or a work-study program?
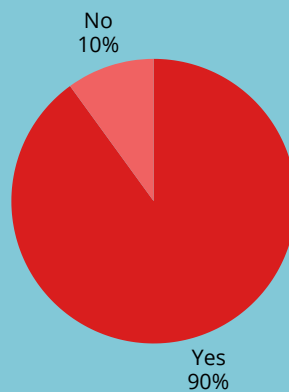
yes : 94%
No: 6%

No
6%

Yes
94%

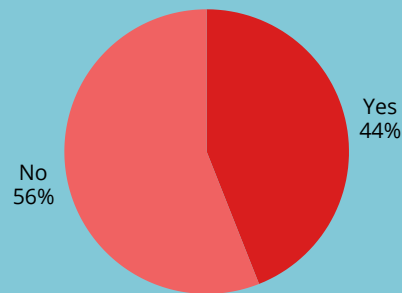# During your search, would you have liked to be able to do interview simulations?

Yes: 70%
No : 30%

No
30%

Yes
70%

During your search, would you have liked to receive feedback on your CV / cover letter?

Yes : 45%
No : 5%

No
10%

Yes
90%

Do you think online offers are sufficiently clear and understandable?

yes : 44%
no : 56%

Yes
44%

No
56%

In your opinion, why aren't online offers clear enough?

- Missions are too broad / not enough detail.
- The written offer doesn't always match the final internship.
- Compensation is sometimes not displayed.
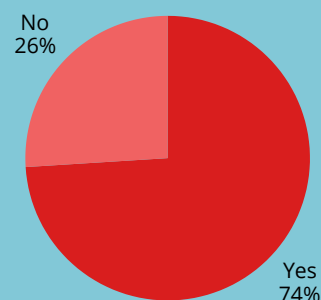- The requirements are far too high for a student (e.g., 5 years of experience).

How many job/internship platforms did you use?

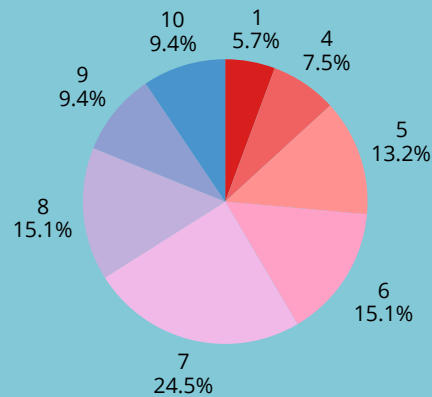None: 10%
1 : 14%
2 - 3 : 56%
4 or more : 20%

4 or more
20%

None
10%

1
14%

2-3
56%
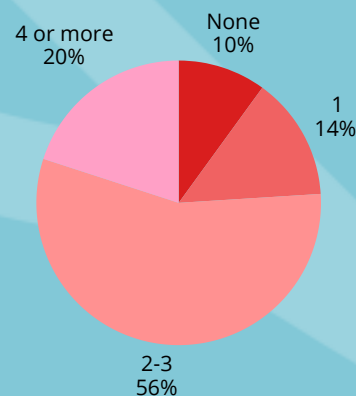
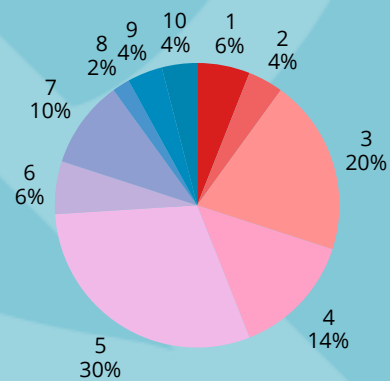## Were you alone in your search?

Yes : 74%
No : 26%

No
26%

Yes
74%

On a scale of 1 to 10, how satisfied are you with the internship you found?

1: 5.7% - 2 : 0%
3 : 0% - 4 : 7.5%
5 : 13.2% - 6 : 15.1%
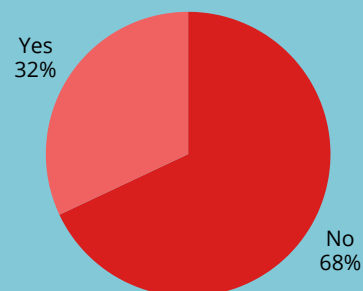7 : 24.5% - 8 : 15.1%
9 : 9.4% - 10 : 9.4%

On a scale of 1 to 10, how satisfied are you with the current internship search system?

1: 6% - 2 : 4%
3 : 20% - 4 : 14%
5 : 30% - 6 : 6%
7 : 10% - 8 : 2%
9 : 4% - 10 : 4%

Have you ever regretted accepting an internship?

Yes : 16
No : 34

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.