

 BrewNet Interview v3

感谢您参与本次调研！我们正在为新一代职业社交App **BrewNet** 收集宝贵的用户洞察与市场信息，旨在打造更自然、高效、安全的职业连接体验。

Thank you for participating in this survey! We are gathering valuable user insights and market information for **BrewNet**, a next-gen professional networking app, with the goal of creating a more natural, efficient, and secure connection experience.

您的每一份回答都至关重要。我们郑重承诺，您提供的所有信息将仅用于内部产品研究，并将受到严格的隐私保护。

Your input is crucial. We strictly promise that all information you provide will be used solely for internal product research and will be protected under our rigorous privacy policy.

请根据您的真实经历和感受填写，期待您的真知灼见！

Please share your honest experiences and perspectives. We look forward to your valuable feedback!"",,

 Step 1. Choose Language / 选择语言 *

中文

English

选择最符合你的职场描述： *

🎓 实习族（找实习的大学生）

🎓 求职族（正在找工作或Gap/海归）

🌟 职场新人族（1-5年经验）

💼 职场中基层族（5年以上经验）

🏢 专家管理族（中层管理者、资深专家）

1 最近一次找实习时，你是怎么了解或接触到实习机会的？*

学校资源（就业中心、老师推荐）

校友或学长学姐介绍

微信公众号 / 小红书 / 公开招聘信息

实习群 / 社群推荐

boss直聘 / 实习僧 等找工作app

其他: _____

2 有没有通过学长学姐、社群、线上平台去“打听”实习？*

从不

偶尔

有时

比较频繁

非常频繁

3 你会主动去和陌生的职场人聊实习经验吗？为什么？*

会，想了解更多实用信息

看情况，如果对方身份可信

不太会，怕被误解或浪费时间

不会，不喜欢和陌生人聊天

其他 _____

4 如果有一个平台帮你匹配到行业前辈，你希望它从哪些角度，用什么形式介绍对方？覆盖哪些信息？*

展示客观资料（职位、行业背景）

加上兴趣标签或共同点

简短文字介绍即可

不要太多细节，保持隐私

5 你希望别人看到你哪些信息？哪些信息你不想让别人看到？*

教育经历

实习 / 项目经历

技能 / 兴趣方向

不展示个人照片或真实姓名

其他 _____

6 你更喜欢正式一点的交流，还是像聊天一样随意的对话？*

正式、结构化（像导师指导）

随意、聊天式（像朋友聊天）

两者结合

7 对“工作身份 + 社交关系”的结合，你觉得会让交流更自然，还是更有压力？为什么？*

更自然，有共同话题

有点压力，怕被评判

无所谓，看交流对象

1 在找工作期间，你最信任获取岗位信息的渠道是什么？为什么？*

企业官网 / 官方公众号

学校推荐群 / 校友内推

招聘App（BOSS直聘、智联等）

小红书 / 公众号 / 社交媒体

朋友私聊推荐

其他 _____

2 有没有因为认识某个人而获得帮助或机会？那次经历如何？*

有，收获明显

有，但帮助有限

没有

不确定

3 你通常怎么判断一个人是否值得信任或交流？*

看是否实名 / 有验证

看过往互动是否真诚

直觉判断

通过他人背书

其他 _____

④ 如果要在平台上展示你的职业背景，你希望呈现到什么程度？*

- 全部公开（像LinkedIn）
- 展示基本信息（教育+方向）
- 按情况自定义展示
- 尽量少展示

⑤ 在职业社交平台中，你最担心的是什么？*

- 隐私泄露
- 被现公司发现在求职
- 无效社交 / 时间浪费
- 被陌生人打扰
- 其他 _____

⑥ 有没有遇到过“社交打扰”或让你觉得不舒服的情况？*

- 经常
- 偶尔
- 从未

⑦ 什么样的社交体验会让你觉得“有价值”？*

- 能获得实质性机会
- 学到实用经验
- 结识可信的同行
- 减轻求职压力
- 其他 _____

① 你会通过什么方式认识同行或前辈？*

- 公司项目或内部活动
- 行业会议 / 线下活动
- 朋友介绍
- 线上社群或平台匹配
- 其他 _____

② 你觉得认识更多行业人脉对你帮助大吗？为什么？*

- 很大，有助于成长与机会
- 一定程度上有用
- 不大，更多靠自己能力
- 暂时没感觉

③ 有没有尝试过用LinkedIn或脉脉？感觉如何？*

- 经常使用，体验良好
- 偶尔使用，一般般
- 注册过但几乎不用
- 从未使用

④ 如果一个平台帮你找到“合适聊天的人”，你希望系统如何判断“合适”？*

[] 行业一致

- []兴趣或标签相同
- []年龄阶段相近
- []由系统综合推荐
- []其他

5 当你和陌生人以职场为话题聊天时，最怕或最在意的是什么？*

- []话不投机
- []泄露隐私或身份
- []对方目的不纯
- []没有共同语言
- []其他

6 你觉得“工作身份”能成为社交的起点吗?还是会让人有防备?*

- 可以，是自然切入点
- 可以，但要保持界限
- 不行，会增加戒备感

7 如果平台需要部分身份验证以保护隐私，你能接受吗?为什么?*

- 能，为了安全可信
- 仅限基础验证，不要身份证/在职证明/学历证明
- 不能接受

1 你目前如何了解行业趋势或结识合作伙伴?*

- 专业论坛 / 行业群
- 同行推荐 / 内部资源
- 行业活动 / 会议
- 社交平台 / 内容账号
- 其他 _____

2 你希望认识什么样的合作伙伴?*

- 同行业深度交流者
- 跨领域互补资源者
- 年轻后辈 / 潜在人才
- 潜在客户
- 其他 _____

3 你会因为隐私顾虑而避免公开身份或发言吗?*

- 会
- 视情况而定
- 不会

4 如果平台主打“精准匹配”，你最希望匹配到哪类人?*

- 行业专家
- 潜在客户 / 合作对象
- 有独特见解的同行
- 投资人或顾问
- 其他 _____

5 你觉得根据职业背景社交最大的痛点是什么?*

- []过于正式、效率低
- []缺乏信任感
- []目的性太强
- []信息冗余
- []其他

6 你理想中的职业社交体验是什么样的? *

- []轻松自然的交流
- []高效精准的匹配
- []有真实收益 (合作/知识)
- []平衡工作与生活
- []其他

7 “coffee-chat”这种轻社交形式适合你吗?为什么? *

- 很适合, 轻松又高效
- 可以尝试
- 不太适合, 偏好正式场合

1 你通常通过哪些渠道寻找合作伙伴或人才? *

- 朋友或熟人推荐
- 公司内部推荐
- 专业社群 / 行业活动
- 招聘或 mentoring 平台
- 其他 _____

2 有没有尝试过社交媒体、在线招募、mentoring 或 coffee chat 平台?体验如何? 请列举具体平台 *

- 有, 体验不错 _____
- 有, 但不理想 _____
- 没有, 但愿意尝试
- 没兴趣

3 什么情况会让你愿意花时间与年轻职场人交流? *

- 对方主动、有诚意
- 能提供有价值的问题
- 视情况而定 _____
- 很少会

4 你对社交过程中实名展示与身份验证的看法是什么? *

- 必须严格, 防止信息滥用
- 需要基础验证即可
- 可选, 不强制

5 你会担心隐私泄露或信息滥用吗?为什么? *

- 非常担心
- 有点担心
- 不太担心

6 如果平台提供“精准匹配 + 隐私保护”, 你会更愿意使用吗? *

是 看实际效果 否**7** 你希望平台如何帮助你节省时间、过滤无效交流? * 智能筛选高质量对象 设置沟通条件 (标签、需求) 提供简洁的沟通入口 不需要平台介入 其他 _____

关于职场社交, coffee-chat, networking等话题, 你还有什么想说、想吐槽的吗? *

Choose the description that fits you the most *

 🎓 Internship Seekers 🎓 Full-time Job Seekers 🎓 Early-Career Professionals (1–5 yrs) 🎓 Mid-Level Professionals (5 yrs +) 🎓 Managers & Experts**1** How did you find or hear about your most recent internship opportunity? Select all that apply. * School resources (career fairs, referrals) Alumni or senior student recommendations Public accounts / social media Internship groups or online communities Recruiting apps (Handshake etc.) Others: _____**2** Do you ask about internships through online groups or alumni? * Never Rarely Occasionally Frequently Very frequently**3** Would you reach out to unfamiliar professionals to discuss internships? * Yes, to learn more Maybe, if verified Not likely, prefer to observe No, I don't talk to strangers**4** If a platform could match you with an industry mentor, how would you want it to introduce that person? From what aspects? Select all that apply. * Objective info (title, background) With shared interests or tags

- Simple short intro
- Keep minimal for privacy
- Others: _____

5 What information about yourself would you like others to see? What would you prefer to keep private?
Select all that apply. *

- Education
- Projects / internships
- Skills or interests
- Hide personal photo or real name

6 Do you prefer more formal conversations or casual, chat-like interactions? *

- Formal and structured
- Casual and friendly
- A balance of both

7 Does combining “work identity + social” feel natural or stressful? *

- Natural – gives common ground
- Stressful – fear of judgment
- Neutral – depends on context

1 While job hunting, what sources do you trust most for job or referral information? Select all that apply.
*

- Company websites / official accounts
- School or alumni referral groups
- Job platforms (BOSS, Zhilian, etc.)
- Social media
- Private referrals
- Others: _____

2 Have you ever received help or opportunities through someone? *

- Yes, significant help
- Yes, minor help
- No

3 How do you decide if someone is trustworthy or worth talking to? Select all that apply. *

- Verified identity
- Genuine past interaction
- Intuition
- Referred by others
- Others _____

4 How much of your background would you share? *

- Fully public (like LinkedIn)
- Basic info only (education, field)
- Customizable visibility
- As little as possible

5 What concerns you the most about professional social platforms? *

- Privacy leaks
- Employer finding out job search
- Wasting time on small talk
- Unwanted contact
- Others _____

6 Have you ever experienced unwanted outreach or uncomfortable social interactions online? *

- Often
- Occasionally
- Never

7 What makes a professional social interaction feel truly valuable to you? *

- Real opportunities
- Learning from others
- Trusted peers
- Stress relief

1 How do you usually meet peers or mentors in your field? (Select all that apply) *

- Work projects / internal events
- Industry events / conferences
- Friend introductions
- Online communities or matching platforms
- Others _____

2 Do you think expanding your network helps your career at this stage? Why or why not? *

- Very helpful
- Somewhat helpful
- Not much
- Not yet sure

3 Have you used LinkedIn or Handshake to network before? How did it go? *

- Regularly, positive experience
- Occasionally, neutral
- Signed up but rarely use
- Never used

4 How should a platform find the “right match”? *

- Same industry
- Shared tags or interests
- Similar age / stage
- AI-based matching
- Others _____

5 When chatting with new people, what do you worry about most? *

- No shared topics
- Privacy / identity leaks
- Hidden agenda
- Awkward communication

[]Others

6 Can “work identity” be a natural social starting point? *

- Yes, natural
- Yes, with boundaries
- No, feels guarded

7 If a platform required some identity verification to protect privacy, would you accept that? *

- Yes, for authenticity
- Only basic verification
- No

1 How do you currently stay informed about your industry or meet new collaborators? (Select all that apply) *

- Professional forums / groups
- Peer or internal referrals
- Industry events / conferences
- Social media / content channels
- Others _____

2 What types of potential collaborators / employees are you most interested in meeting? *

- Same-field experts
- Cross-field collaborators
- Younger talents
- Potential clients
- Others

3 Do privacy concerns ever stop you from sharing or speaking publicly on career platforms? *

- Yes
- Sometimes _____
- No

4 For “precise matching,” who do you want to meet? Select all that apply. *

- Industry specialists
- Clients or business partners
- Thought leaders
- Investors / advisors
- Others _____

5 What do you think is the biggest pain point in professional networking today? Select all that apply. *

- Too formal, low efficiency
- Lack of trust
- Overly transactional
- Information overload
- Others _____

6 What's your ideal networking experience? *

- Relaxed and natural
- Efficient and targeted
- Tangible results
- Work-life balance

7 Is “coffee chat” suitable for you? *

- Yes, perfect fit
- Maybe worth trying
- Not really my style

1 How do you find partners or talent? (Select all that apply) *

- Referrals from friends
- Internal company network
- Industry events / groups
- Recruiting or mentoring platforms
- Others _____

2 Have you tried coffee chat / mentoring tools? *

- Yes, good experience
- Yes, but not great
- No, but interested
- Not interested

3 When do you spend time with younger professionals? *

- When they show sincerity
- When they ask good questions
- Depends on context _____
- Rarely

4 What's your view on real-name identity and verification on social platforms? *

- Strict verification is needed
- Basic verification only
- Optional

5 Are you concerned about privacy or data misuse? *

- Very concerned
- Somewhat concerned
- Not really

6 Would “Precise Matching + Privacy Protection” make you more willing to use it? *

- Yes
- Depends on implementation _____
- No

7 How could such a platform help you save time and filter out unproductive interactions? *

- Intelligent filtering
- Tag-based matching
- Simplified communication
- No platform involvement needed
- Others _____

What else do you want to say about workplace socializing, coffee-chat and networking? *
