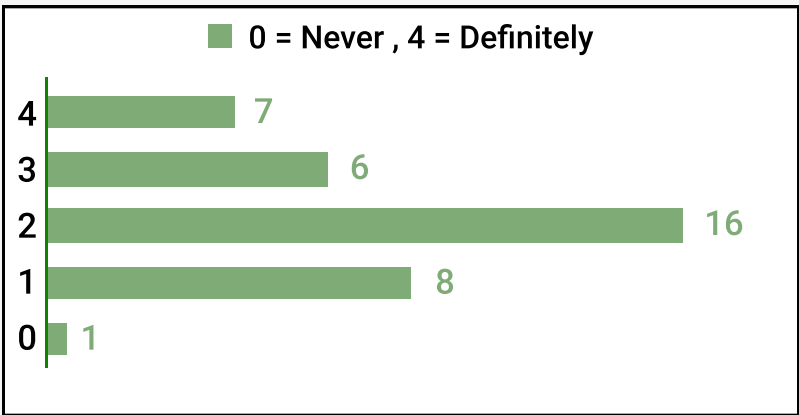


# User Research Findings for *developer.manulife.com*

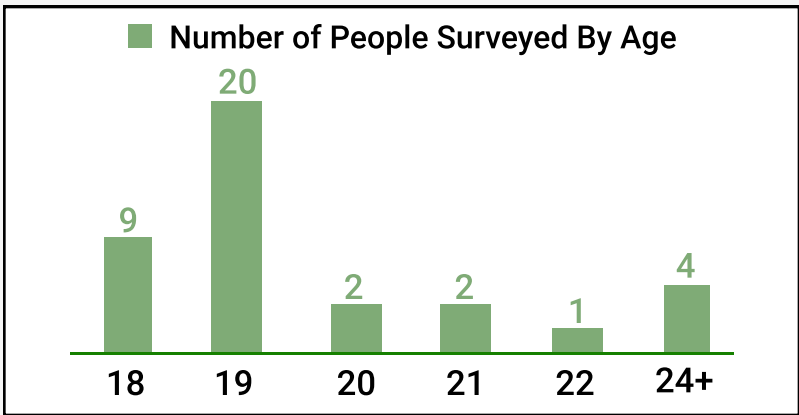
## SUMMARY

- Conducted user research through interviews, surveying and observations during the 1st week of co-op
- Interviewed / surveyed 38 software developers and designers of various skill levels
- Surveys found the majority are neutral about working at a financial service provider as a developer / designer
- Purpose is to identify our primary target audiences’ needs & preferences
- Determine how our users think and what assumptions they make that ‘colour’ their view of technology in the financial industry

## WILLINGNESS TO WORK AT A FINANCIAL SERVICE PROVIDER



## AGES RANGE OF PEOPLE SURVEYED (18 - 24)



## TOP PIECES OF INFORMATION PEOPLE WANT TO KNOW BEFORE APPLYING

1. Company Culture
2. Role / Job Description / Responsibilities
3. Compensation / Salary
4. Room for Growth / Learning
5. Tech Stack / Skills / Job Requirements
6. Reputation
7. Location
8. Impact of Work
9. Mentorship Opportunities
10. Company Goals / Values

## TOP POINTS MADE DURING INTERVIEWS

- Waterloo students are rushing to apply for co-ops & rarely visit external websites unless job descriptions on WaterlooWorks catch their attention
- Would prefer not to work at financial firms because of the corporate structure & will have more freedom in a startup environment
- Open and inclusive company culture is the top reason they would be intrigued to join! (e.g. socials, community involvement, agile, etc.)

## INCENTIVES TO WORK THERE

1. High salary
2. Reputation & will look good on a resume
3. Larger Financial firms are stable and projects will have many real-world applications
4. It is a job but they'll also give them a chance to see if it would be a fit for them

## DISINCENTIVES TO WORK THERE

1. Corporate environment & strict hierarchy makes it difficult to foster ‘fun’ culture
2. Industry is relatively boring with limited innovation as opposed to startups with newer technology
3. Friends found that they did not get their own responsibilities / projects
4. Financial companies are slower-paced, limited to a certain type of development work & developers typically have less freedom