

Technical Exercise : Analysis

Question 1

Talent Marketing Systems address the difficulty of finding new and suitable career opportunities by gathering employee information such as skills, interests, performance and expertise in different subject matters.

To address the problem of drop in user engagement, it is important to find out :

- a) Which types of users are these - the employees/freelancers or the employers?
- b) The reasons for their lack of engagement of some users
- c) The reasons why the rest of the users do stay engaged.

I would make a survey to collect these data. The questions would include:

User Type	Information type	Question
Job Seeker	Personal	What is your academic background?
		What is your professional background?
		What type of projects are you looking for?
		What duration of projects/ work would you prefer?
		What are the skills you are looking to grow or learn?
	Pilot Program	Is the site hard to navigate - information is not laid out logically, employment searches are hard to make or search results are unclear?
		What are the aspects of the pilot that you found most useful?
	Marketplace	Which opportunities in the Marketplace did you find interesting? Which ones were not? Why?

		What do you usually search for in the Marketplace regarding employers/ positions/ particular projects? Did you find this?
Employer	Personal	
		Do you have a preference for the job seeker's academic background?
		Do you have a preference for the job seeker's professional background?
		Do you want to know in more detail about the past projects the candidate participated in and how well they were completed?
	Pilot Program	Is the site hard to navigate - information is not laid out logically, do not get updates on join requests from job seekers on time?
		What are the aspects of the pilot that you found most useful?
		Is the match analysis provided by the site inefficient? What information about the job seeker would you like to have included in this matching process?

We could analyze the information gathered from this survey to change the aspects of the pilot that make most users not want to return.

Question 2

Problem	Solution
Employers get bombarded by too many applications from freelancers, making it hard to review all of them and to choose the best candidate.	Based on the survey we made in the previous part, enhance the current matching analysis so that it results in a reduced number of best matches.
The unpredictability of how seriously the job seeker will take his/her responsibilities and lack of knowledge on whether they can be relied on to complete a project.	Solution: Allow the system to have endorsements from each user's previous employers, and a record of projects they completed.
The site is hard to navigate.	Improve design of the site to make it more user friendly, and if there are other technical problems , fix them.
Freelancers do not get enough information on the expertise needed for a project.	A more specific explanation on the proficiency of a certain skill required for a project could be provided. Give a checklist of skills and knowledge that are essential to have in order to complete the work successfully, along with an example project that would require these skills.
Freelancers want to be challenged and develop new skills in their new roles.	Get employers to write the benefits of working in the projects along with particular new technologies that the users will become proficient in after completing the task.
Freelancers want to know more about the environment and people they will be working with.	Include a scheduling feature that finds the times both the freelancer and employer are available to meet either in person or through phone call so they can discuss more about the project and get a general feeling for the work environment.

Sometimes job hunting may be tiring and freelancers may lose motivation in searching for jobs, despite having sufficient experience.

Include a platform where job seekers can share some of their personal work, which will be rated by other users. Job seekers with higher project rating will appear more on searches and therefore have more chance of finding and joining new opportunities .