Identifying problem space and users

Online job portfolio

PROBLEMS:

For people looking for jobs:

1. Lack of centralization when presenting documents/projects, with no inherent connection between each item (no organization)
2. Not being able to expose themselves to potential employers.
3. Not offering much personalization/customability for a user to represent themselves
4. Not knowing how to improve upon profile

For employers:

5. Having a hard time looking for specific individuals relevant to field
6. Constant distractions/ads and random posts not specific to user portfolio (competing with linkedin).

CURRENT USER EXPERIENCE:

**Test these hypotheses

Offers comprehensive features

No customizability

Challenging to learn how to add/update items.

Challenging to figure out how to optimally layout/format work
Not knowing if information is excluded

Not focused around portfolios (distracting)

Challenging to find relevant potential employees

GENERAL TARGET USERS:

People looking for jobs (students, freelancers, people wanting to change careers)

People wanting to network

People looking for employees (entrepreneurs, hiring agencies)

Context and Requirements

FUNCTIONAL
Authentication and other security features

Profiles

Creating/editing portfolios
AI suggestions to improve

Personalization

Searching and viewing portfolios

Responsiveness

Interaction features (contacting one another)

ENVIRONMENTAL
They will be doing it at a time where they work towards their personal goals, in this case, finding a new job. This would typically be conducted off-hours. They will be concatenating all their documents in a focused, quiet environment to not forget any important things.

They may use the platform on the go, so responsiveness is key for mobile users.

Employers will be conducting this in office, maybe amongst other recruiters.

Content
- User information, portfolios