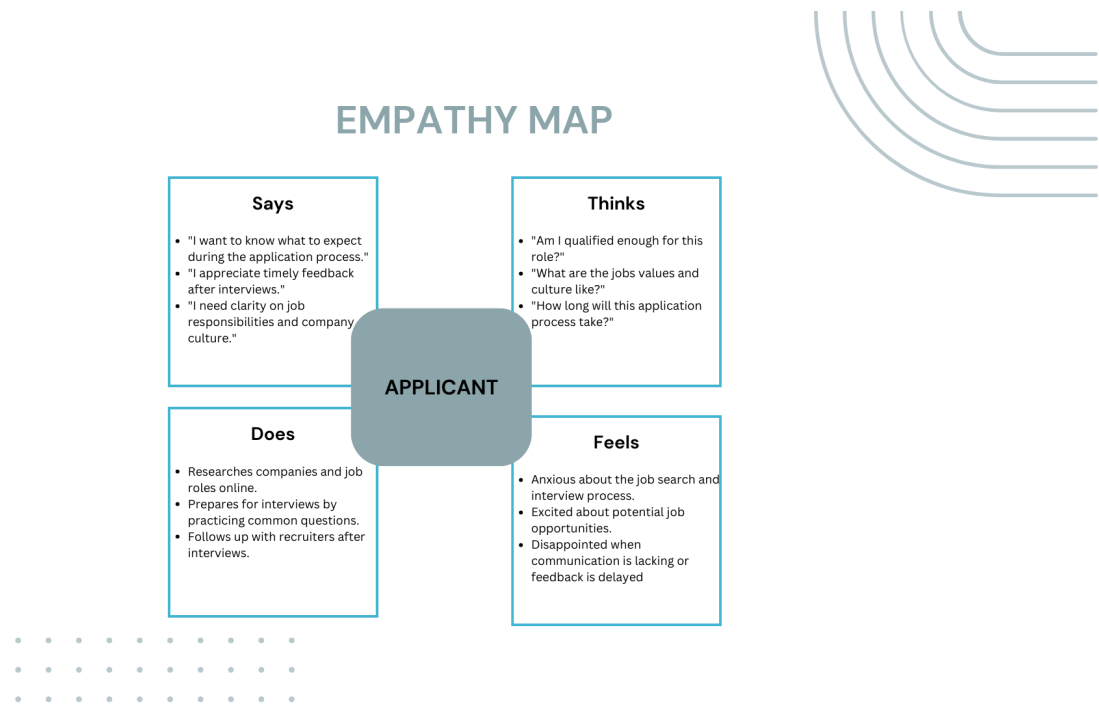
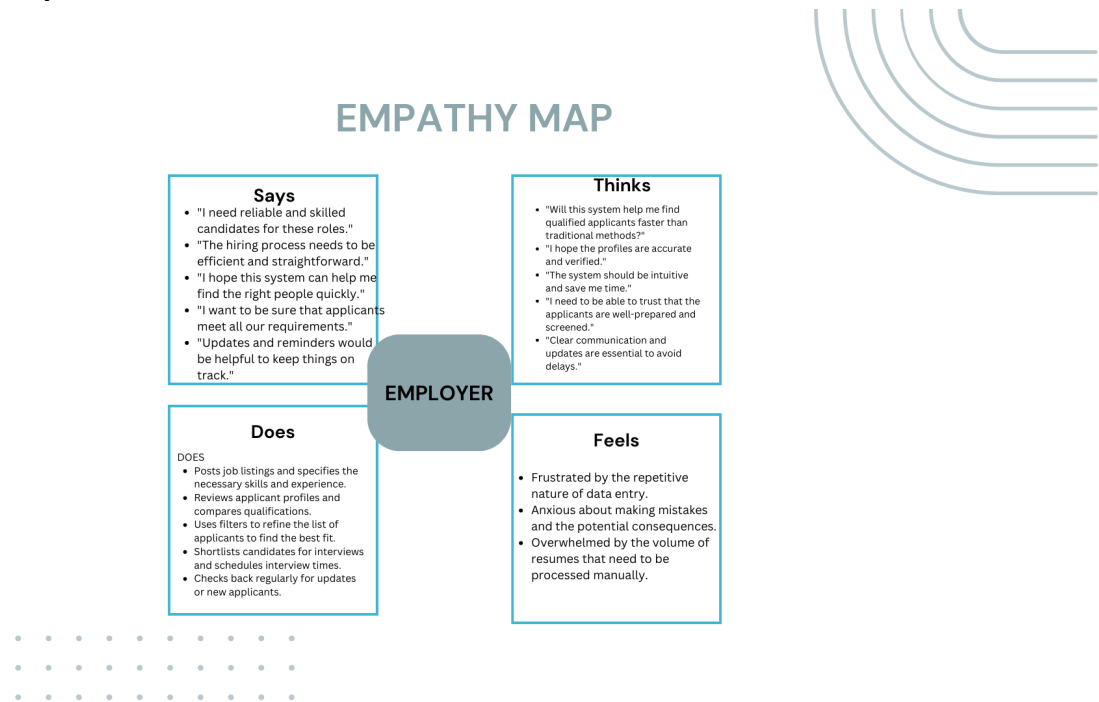


1.Empathy Map



2. Persona

EMPLOYER



DEMOGRAPHIC

Name: John Santos
Age: 33
Address: Davao City
Education: Graduate

Behaviors



GOALS:

- Provide high-quality recruitment services to ensure client satisfaction by meeting their hiring needs effectively.
- Successfully place qualified candidates in roles that align with their skills and career goals.
- Continuously develop recruitment and relationship-building skills for professional growth within the company.
- Build and maintain strong relationships with clients and candidates, fostering trust and repeat business.
- Streamline the recruitment process for efficient sourcing, screening, and interviewing to make timely placements.

FRUSTRATIONS:

- Technology Challenges: Frustration with outdated or inefficient recruitment software, making the process of tracking candidates and managing data more difficult.
- Lack of Feedback: Receiving minimal or unclear feedback from clients after submitting candidates, causing delays in the recruitment process.
- Candidate Unavailability: Difficulty in finding qualified candidates or candidates withdrawing from the hiring process at the last minute.
- Poor Communication: Miscommunication or lack of communication between the recruitment team, clients, and candidates, leading to misunderstandings and inefficiencies.
- Low Candidate Engagement: Difficulty in keeping candidates engaged and motivated throughout the hiring process, especially when delays occur.

BIO:

John Santos is a dedicated employee at MMML Recruitment Services, specializing in connecting qualified candidates with opportunities that align with their skills and career aspirations. With a strong commitment to building positive relationships with clients and candidates, John ensures a smooth and efficient recruitment experience.

APPLICANT



DEMOGRAPHIC

Name: Mikaela Reyes
Age: 28
Address: Davao City
Education: Graduate

Behaviors



GOALS:

- Secure Employment: Obtain a job that aligns with their skills, qualifications, and career aspirations.
- Career Advancement: Find opportunities that offer professional growth, skill development, and promotion potential.
- Positive Hiring Experience: Have a smooth and transparent recruitment process with clear communication and timely feedback.
- Skill Utilization: Ensure that their skills and experience are properly utilized and valued in their new role.

FRUSTRATIONS:

- Long Wait Times: Experiencing extended delays between interviews, feedback, and job offers, leading to uncertainty and frustration.
- Rejection without Feedback: Being rejected for a position without any constructive feedback on why they were not selected or how they could improve for future opportunities.
- Inconsistent Communication: Facing communication gaps or mixed messages from recruiters or employers, causing confusion about the hiring process.
- Lack of Transparency: Not being fully informed about the company culture, job role, or potential challenges before accepting an offer.
- Limited Feedback on Resume or Interview: Not receiving guidance on improving their resume, cover letter, or interview skills to increase future chances of success.

BIO:

Mikaela Reyes is a motivated and detail-oriented individual with a passion for learning and personal growth. Known for her strong work ethic and excellent communication skills, she thrives in collaborative environments where she can contribute positively to a team. Mikaela is adaptable and quick to embrace new challenges, always striving to deliver outstanding results.

3. User Stories

Applicant

“As an applicant, I want clear instructions on the application process, so that I can complete it without mistakes.”

“As an applicant, I want to apply online, so that I can save time and avoid traveling.”

“As an applicant, I want regular updates on my application status, so that I know when there’s progress.”

Employer:

“As an agency employer, I want to track and manage job applications efficiently through the online system so that I can provide timely updates to applicants and employers.”

“As an agency employer, I want to communicate with applicants using messaging apps and email so that I can reach them quickly and ensure clear communication.”

“ As an agency employer, I want to access candidate documents easily through the online platform so that I can review applications without delays.”

4. User Journey Map

Applicant JOURNEY MAP

STAGE	AWARENESS	ONBOARDING	DAILY USE	RESULT
TOUCHPOINTS	Social media ads, website, job portals, email campaigns	Website registration, online interviews, digital document upload	Application tracking, notifications for next steps, online support	Feedback surveys, automated follow-ups for successful employment
CUSTOMER EXPERIENCE	Curiosity about online application, convenience, trust in digital process	Guided registration, hassle-free document submission	Convenience of checking status, seamless interaction with MMML system	Sense of accomplishment, easy post-placement services
PAIN POINTS	Initial unfamiliarity with online process, technical difficulties	Navigating the platform, ensuring data is correctly submitted	Waiting times for updates, reliance on digital communication	Potential system glitches, need for further support
OPPORTUNITIES	Improve user education on digital tools, social media tutorials	Optimize user interface, reduce steps for document verification	Offer frequent status updates, integrate chatbots for instant support	Automated job-matching suggestions, re-employment assistance

Employer JOURNEY MAP

STAGE	AWARENESS	ONBOARDING	DAILY USE	RESULT
TOUCHPOINTS	Digital marketing, email outreach, recruitment website	Employer registration, online job requirements submission	Regular updates on recruitment status, performance tracking via the system	Post-hiring support, automated contract renewals, feedback channels
CUSTOMER EXPERIENCE	Interest in streamlined online hiring, confidence in digital process	Clear and user-friendly interface, ease of submitting employee requirements	Convenient communication with MMML, tracking recruitment status through dashboard	Satisfaction with employee performance, improved long-term relationship
PAIN POINTS	Initial unfamiliarity with digital platform, doubts about employee skill fit	Lengthy online verification process, potential miscommunication	Language barriers, performance tracking complexity	Employee retention challenges, system-related technical issues
OPPORTUNITIES	Expand reach through targeted campaigns, highlight system benefits	Simplify online verification, ensure transparent communication	Provide real-time status updates, training on communication and language support	Offer retention solutions, loyalty programs, digital satisfaction surveys

5. Problem and Goal Statements

For the Applicant

Problem Statement:

An applicant is a job seeker who needs a convenient and efficient way to apply for jobs abroad because traveling to the agency for applications is time-consuming and inconvenient.

Goal Statement:

Help applicants with applying for jobs online by providing an easy-to-use application platform so that they can save time, avoid travel, and stay updated on their application status.

For the Employer

Problem Statement:

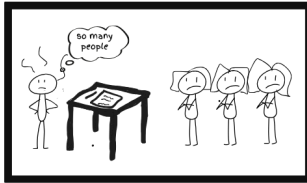
An employer is a hiring manager who needs a reliable system to find and screen qualified candidates because they want a quick and efficient way to identify suitable applicants without going through numerous unqualified resumes.

Goal Statement:

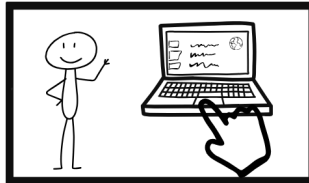
Help employers with finding and hiring qualified candidates by offering a streamlined recruitment platform with filtering and scheduling tools so that they can quickly and confidently hire the right people.

6. Big Picture Storyboard

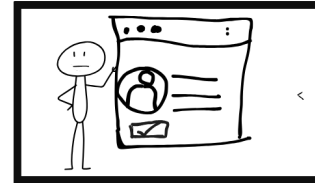
Employer POV



User is stressed because of the long initial sign ups for the job positions



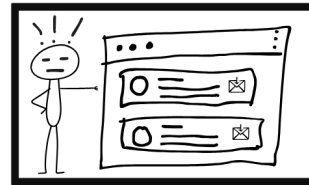
User opens up the MMML job portal



User creates their own profile on the MMML website



User creates a job posting to attract prospect applicants



User carefully scans through the submitted job applications

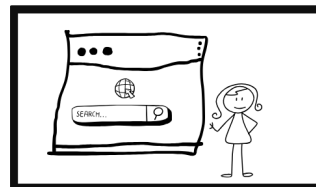


User successfully chooses the most promising candidate and invites for the job.

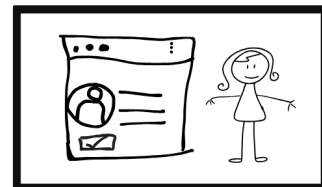
Applicant POV



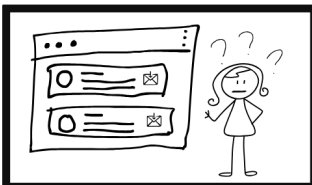
User is stressed because they want to apply for a job but they don't want to travel to the physical office



User searches the internet for agencies that offer online application



User finds the MMML website and creates their own profile



User browses the job openings and is anxious about which job to choose



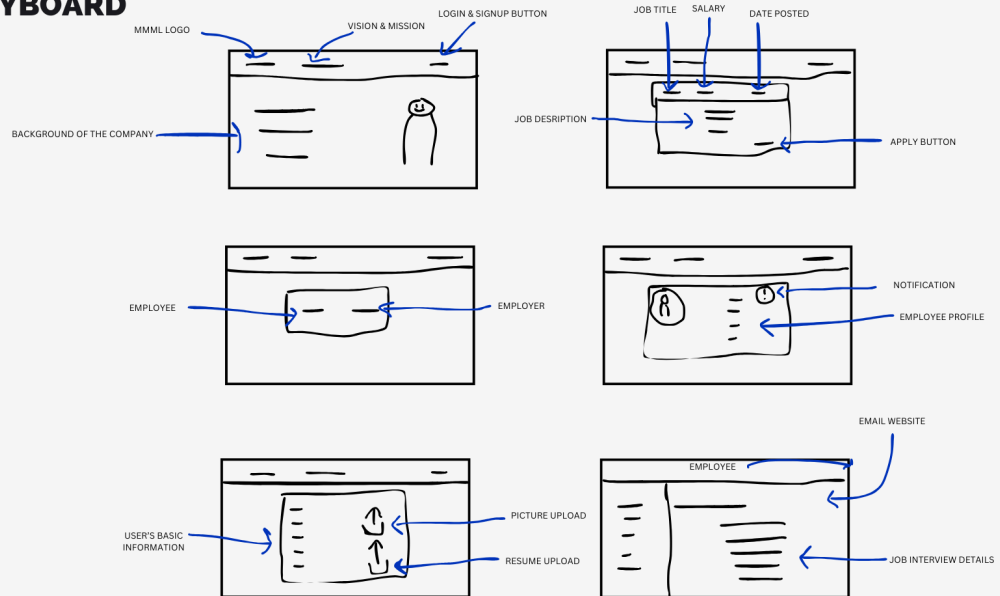
User successfully applies for a job and awaits the status of their application



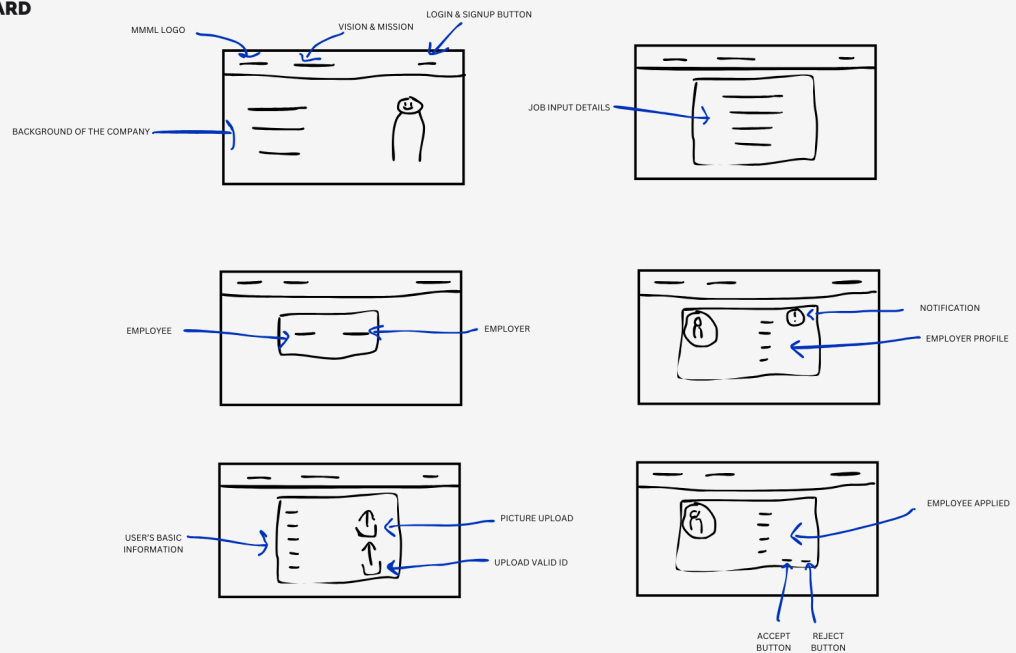
User has been sent a job invitation. User is excited for the for the job.

7. Close-Up Storyboard- Iteration 1

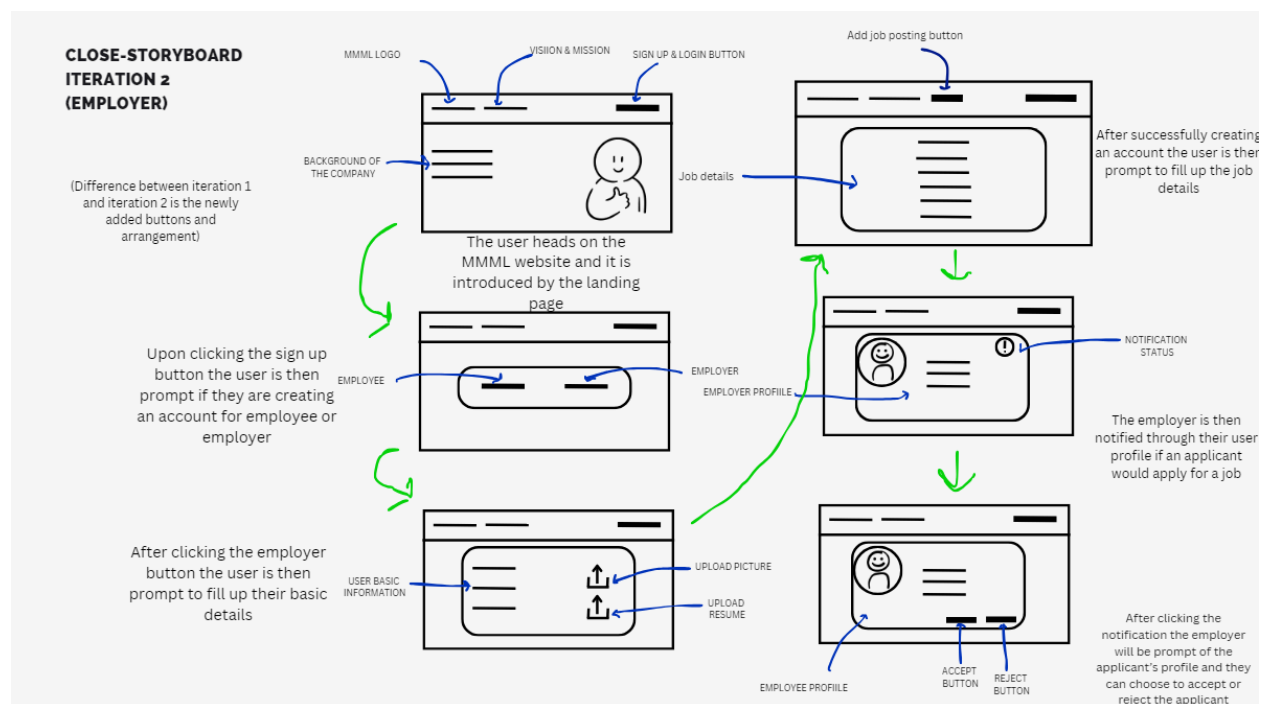
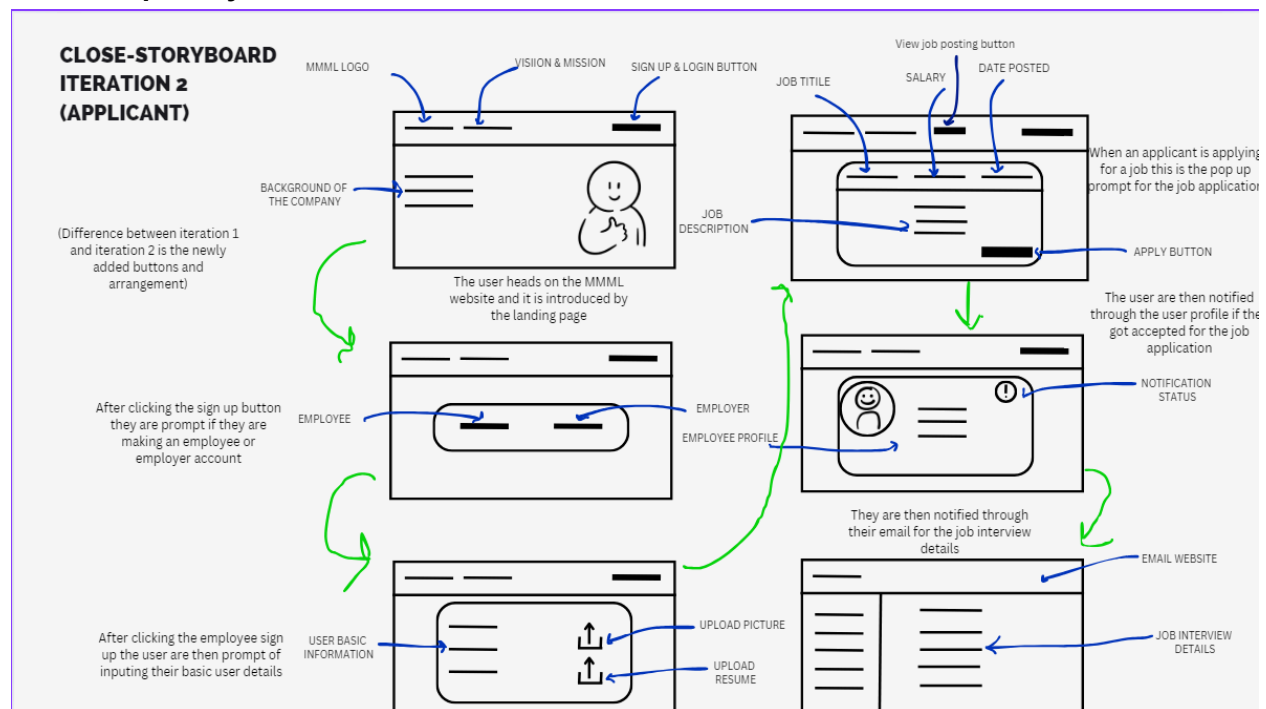
CLOSE-STORYBOARD ITERATION 1 (APPLICANT)



CLOSE-STORYBOARD ITERATION 1 (EMPLOYER)

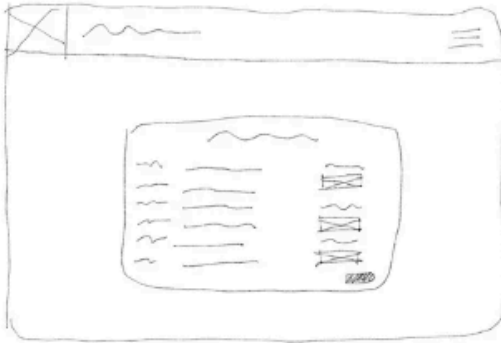


8.Close-Up Storyboard- Iteration 2

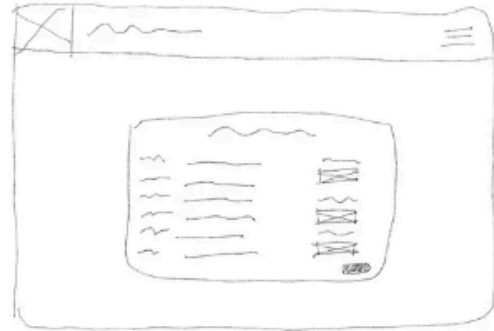


9. Low-Fidelity Wireframes Employee – Iteration 1

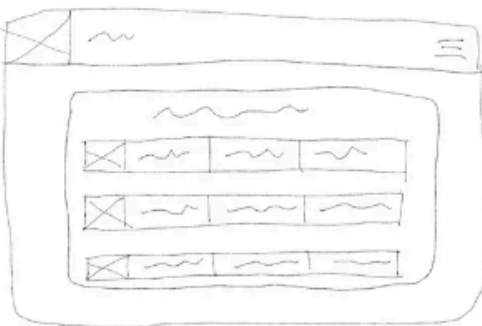
EMPLOYEE CREATE ACCOUNT



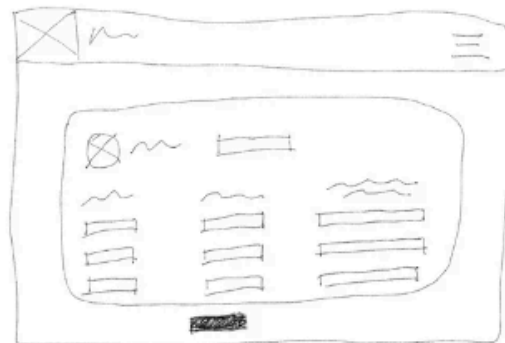
EMPLOYEE CREATE ACCOUNT



FIND WORK



JOB DETAILS

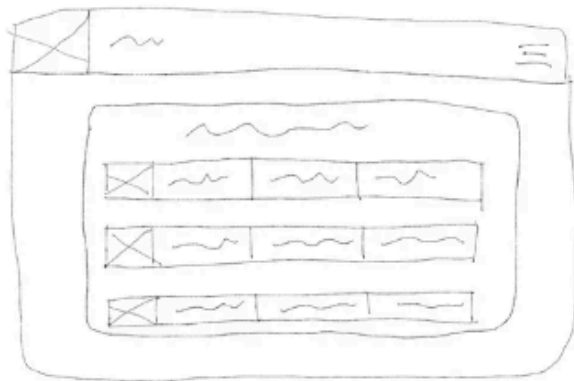


Low-Fidelity Wireframes Employer – Iteration 1

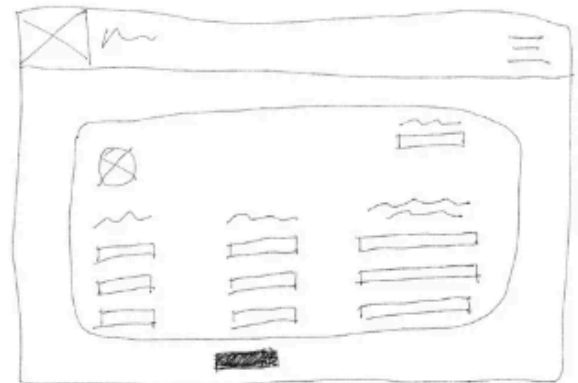
EMPLOYER CREATE ACCOUNT



FIND WIREFRAMES

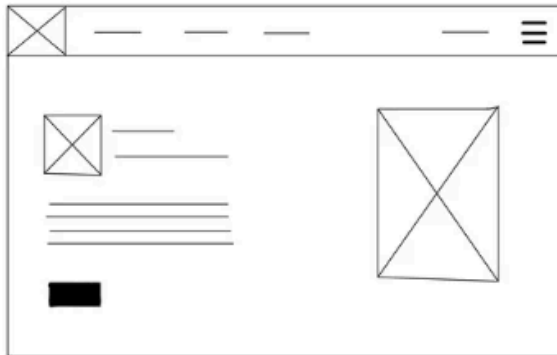


WIREFRAMES DETAIL

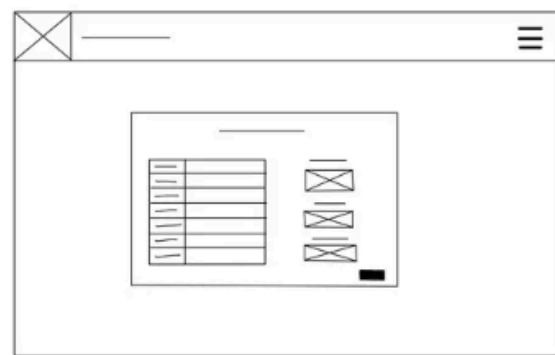


10. Low-Fidelity Wireframes Employee – Iteration 2

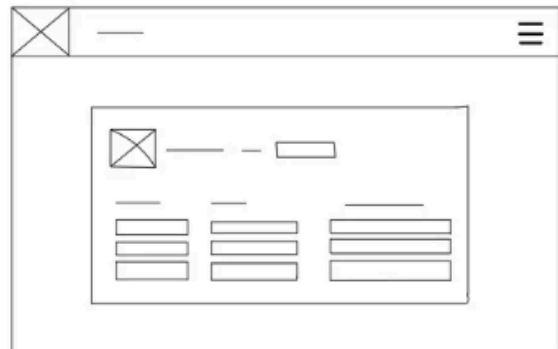
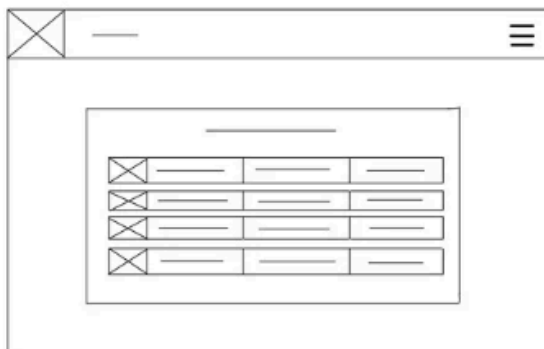
HOME PAGE



EMPLOYEE CREATE ACCOUNT

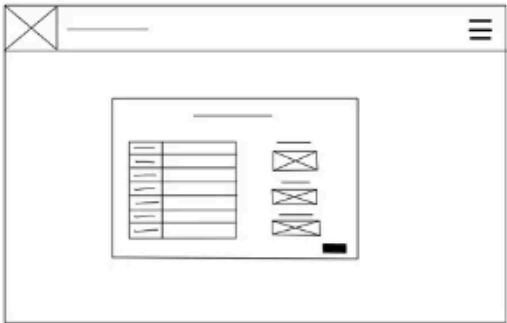


JOB DETAILS

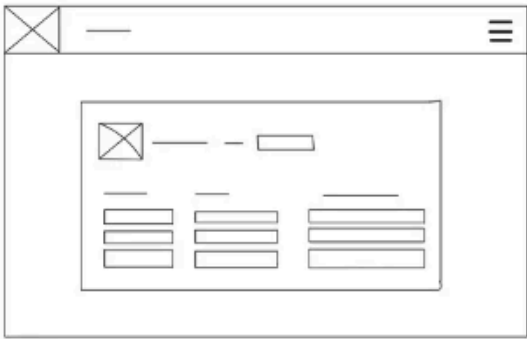
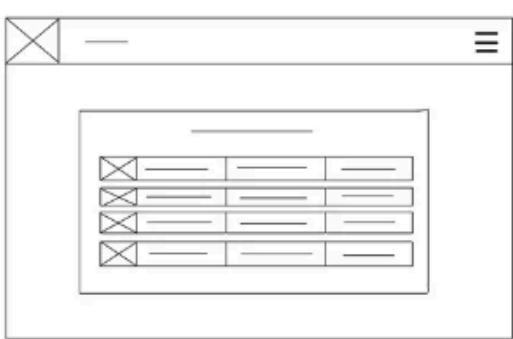


Low-Fidelity Wireframes Employer – Iteration 2

EMPLOYEE CREATE ACCOUNT




JOB DETAILS



11. High-Fidelity Wireframe


APPLICANT SIDE:

ABOUT USVISIONMISSIONCREATE ACCOUNT

**MMML**
Recruitment Services Corporated

Maddy, Minette, Miles, Lolo "MMML" was founded in 1999 in Manila with its mission to assist Filipinos in finding jobs abroad. Its initial focus are domestic helpers in Kuwait and Bahrain. Its current reach are multiple countries and diverse jobs, having recognition from the POEA, OWWA, and DOL. The corporation expertise in marketing and HR training with a goal of employee and client satisfaction, aiming for improved local employment rate and awards for exceptional services.

[SIGN UP >](#)



EMPLOYEE CREATE ACCOUNT

APPLICATION FORM

LAST NAME:

FIRST NAME:

MIDDLE NAME:

PROVINCE:

MUNICIPALITY/ CITY:

BARANGGAY:

ZIP CODE:

MOBILE NUMBER:

UPLOAD YOUR RESUME


UPLOAD YOUR PICTURE


UPLOAD YOUR LEGAL DOCUMENTS


[SUBMIT](#)


FIND WORKS


JOB POSTINGS


EMPLOYER NAME


KIND OF WORK


CONTRACT TIME


EMPLOYER NAME


KIND OF WORK


CONTRACT TIME


EMPLOYER NAME

KIND OF WORK

CONTRACT TIME

EMPLOYER NAME

KIND OF WORK

CONTRACT TIME

JOB DETAILS

ESTIMED SALARY ₱

NAME

ADDRESS

WORK DESCRIPTION/ CONTRACT TIME

[APPLY!](#)

EMPLOYER SIDE:

EMPLOYER CREATE ACCOUNT

APPLICATION FORM

LAST NAME:

FIRST NAME:

MIDDLE NAME:

COUNTRY:

PROVINCE:

MUNICIPALITY/ CITY:

BARANGGAY:

ZIP CODE:

INDIVIDUAL/ AGENCY:

MOBILE NUMBER:

TELEPHONE NUMBER:

VALID ID:


UPLOAD YOUR PICTURE

UPLOAD YOUR VALID ID

[SUBMIT](#)


FIND WORKERS

AVAILABLE WORKERS

NAME


GENDER

AGE

NAME


GENDER

AGE

NAME

GENDER

AGE

NAME

GENDER

AGE

WORKERS DETAILS

RATING: 4.2/5

NAME

ADDRESS

EDUCATIONAL/PROFESSIONAL BACKGROUND

[HIRE!](#)