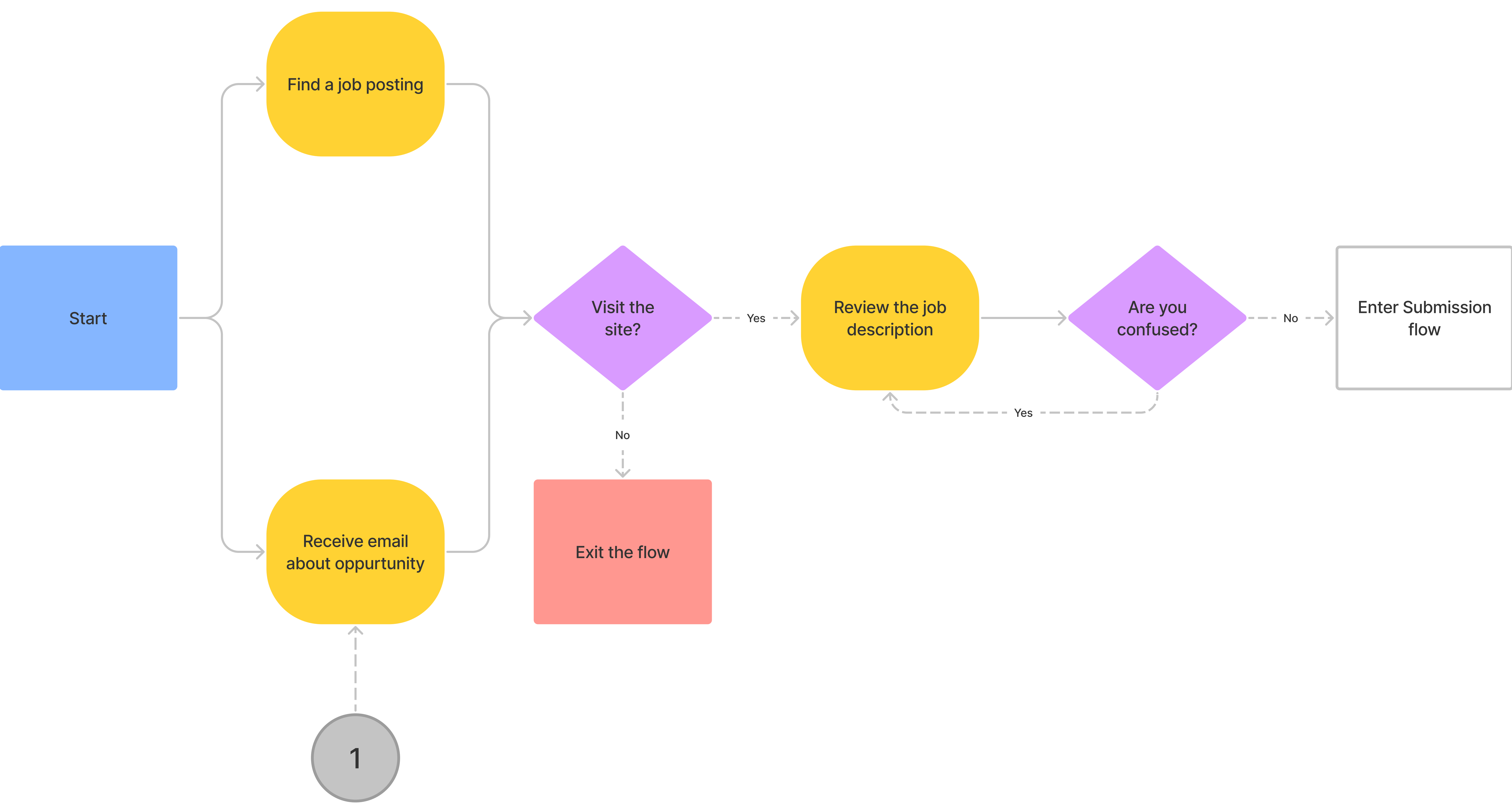
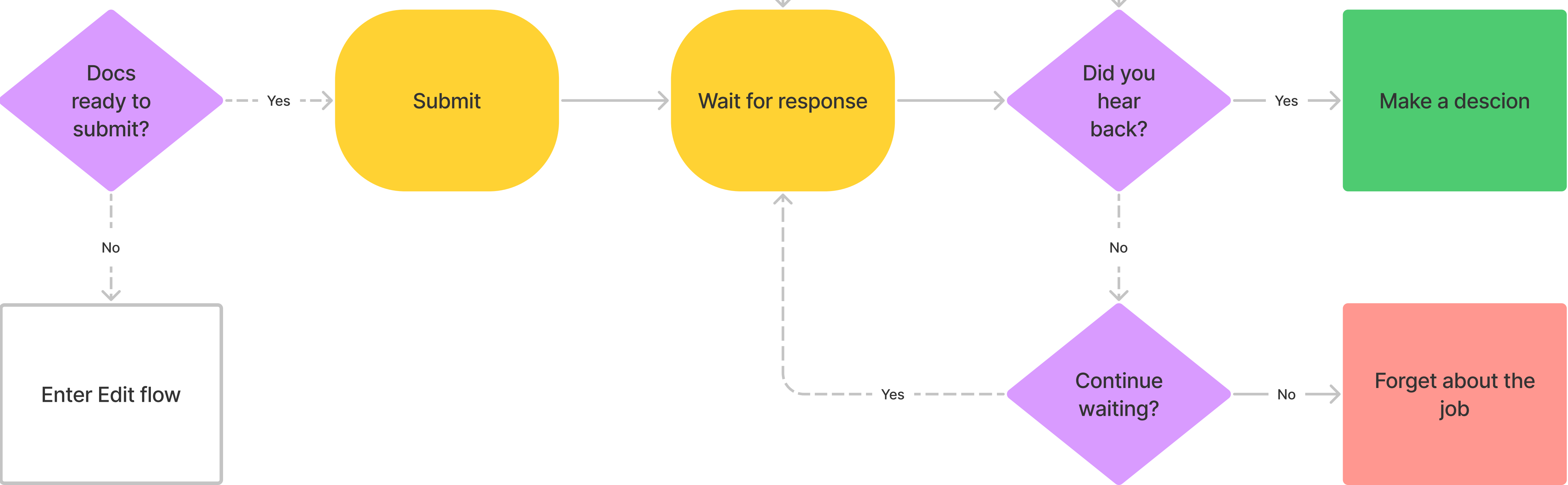


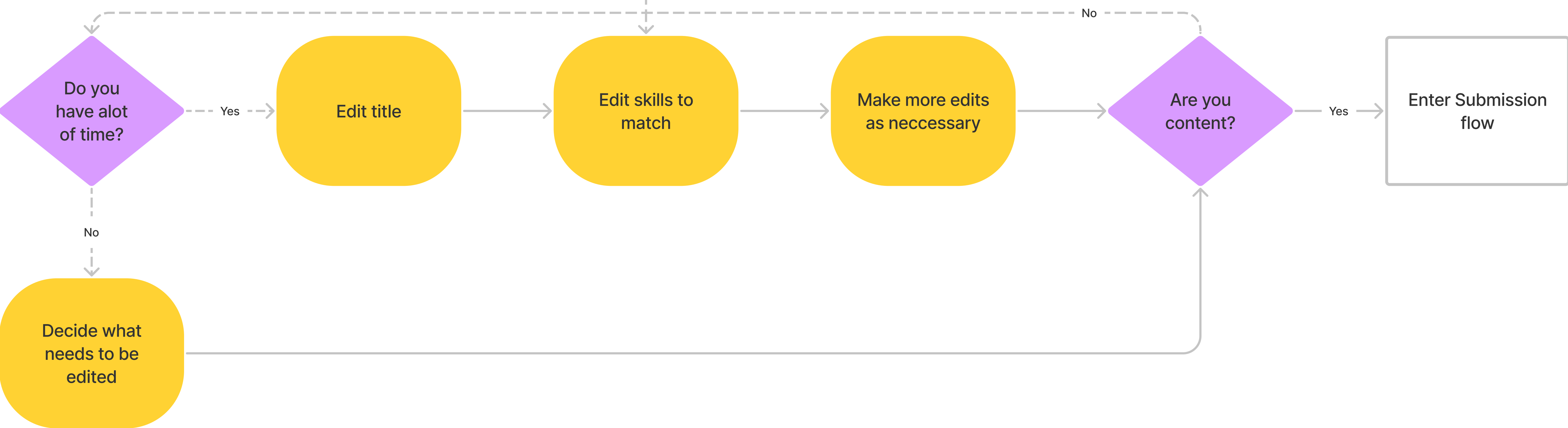
Starting flow



Submission flow



Edit document flow



Interviewed 4 recruiters and 7 applicants.

Intervention oppurtunities:

- 1. Secure method of refferals** - Authenticate referrals from past employees by utilizing short form video to capture and share testimonials
- 2. In-house advocates for refferarls** - Rectify the current recruitment strategy by showcasing portfolio work to company employees right away
- 3. Transparent partnership for status** - Showcase the status of where applicants are in the application process with oppurtunity to “nudge” for more information
- 4. Dynamic short form video** - Have a dynamic way of showcasing personality, work, and experience to move away from the staticness of documents