

# Team Showcase Research Insights

# Insight 1

## Users are anxious about where they are in the application process and need transparency on any future decisions

The unknown affects our users as they wait to hear their fate upon applying for a job. Participants of our research indicated a need to not only know where they are in their process, but the reason behind decisions so that they can learn for future applications.

- Many companies don't respond or update the application status of applicants, and very often “ghost” applicants even after attempts of communication for clarification.
- Participants desire companies to be more open and transparent about their values and offerings while also providing overall feedback on their performance during the process.
- By not knowing where they stand in the process, participants indicated a sense of anxiety while waiting to hear back from companies
- Desires a future in which unknown rejection during the application process is not normalized, as receiving no feedback hinders the opportunity for learning from mistakes
- A lack of transparency leaves participants losing faith in the current online application process and “viewing it as a scam”

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Participants via Directed  
Storytelling

“I think online  
applications are a  
scam.”

# Insight 2

## Users find themselves creating extra documents and elements to showcase work but feel as if their work is left unseen, resulting in poor connections with recruiters

Users desire reciprocity with the time they spend creating material to showcase their work but more importantly, they desire a more secure method of having recruiters and hiring managers gaining easy access to their work to aid in the process of accepting and providing new job opportunities

- Believes common platforms like LinkedIn do a poor job at showcasing portfolio work and giving a chance for recruiters and hiring managers to see their work
- Feels as if portfolios show their skills better than a resume does and proves that they can do the work required
- Considering recruiters rarely review resume and portfolios before reaching out, they end up sharing the “wrong” job opportunities, wasting everyone's time
- Would appreciate those in position of power to spend time reviewing their work considering the amount of time they have spent trying to showcase themselves
- Users recognize the importance of referrals and personal connections, but believe their own connections could be improved within companies if the right documents are presented to the right eyes

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Participants via Directed  
Storytelling

“I want them to see  
that I can do the work.”

# Insight 3

## Users vary in their approach to making edits to their documents in hope that their changes inevitably make a large impact

Time is money, and our participants indicated that they typically find themselves unable to spend a long amount of time on making fully customized documents for each job.

- Believes no one at the companies they apply to personally care about the words written on their documents, but rely on scanners and bots to find keywords and skills
- Tends to only change their title on resumes and cover letters to match the job description they are applying for
- While they tend to tailor their resumes for each particular role, they do not find themselves changing it for every particular job
- Participants have found themselves tailoring cover letters for each application as it is a mandatory part of the process, but tend to only use one resume per role irrespective of the company
- If applying for their “dream job”, participants will fully edit their resume in an attempt to increase their chances of being accepted

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Participants via Directed  
Storytelling

“The scanning bots  
just care about  
keywords and skills.”

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