1. Empathize: a. User Research: Start by conducting in-depth interviews, surveys, and observations with potential users, including HR professionals, recruiters, and job applicants. Gather insights into their pain points, frustrations, and desires related to the job application process.

   b. Create Personas: Develop user personas based on the information collected in your research. Personas help you understand the various user groups and their unique needs and preferences.

   c. User Journey Mapping: Create user journey maps to visualize the entire job application process. Identify touchpoints, pain points, and opportunities for improvement.

   d. Empathy Maps: Use empathy maps to capture the emotions, thoughts, and behaviours of users at different stages of the application process.

2. Discover: a. Competitive Analysis: Research existing ATS solutions in the market to understand their features, strengths, and weaknesses. Identify gaps that your system can fill.

   b. Technology Stack: Explore the latest technologies and tools used in ATS development, as well as any emerging trends in this domain.

   c. Legal and Compliance Requirements: Research the legal and compliance aspects of job application tracking, such as data privacy and anti-discrimination laws. Ensure your system complies with these regulations.

   d. Stakeholder Interviews: Engage with stakeholders within your organization to understand their goals and expectations for the ATS.

   e. Pain Points and Opportunities: Summarize the pain points and opportunities you've discovered from your research. Prioritize them based on their impact and feasibility.