

# Company

What I want as a company:

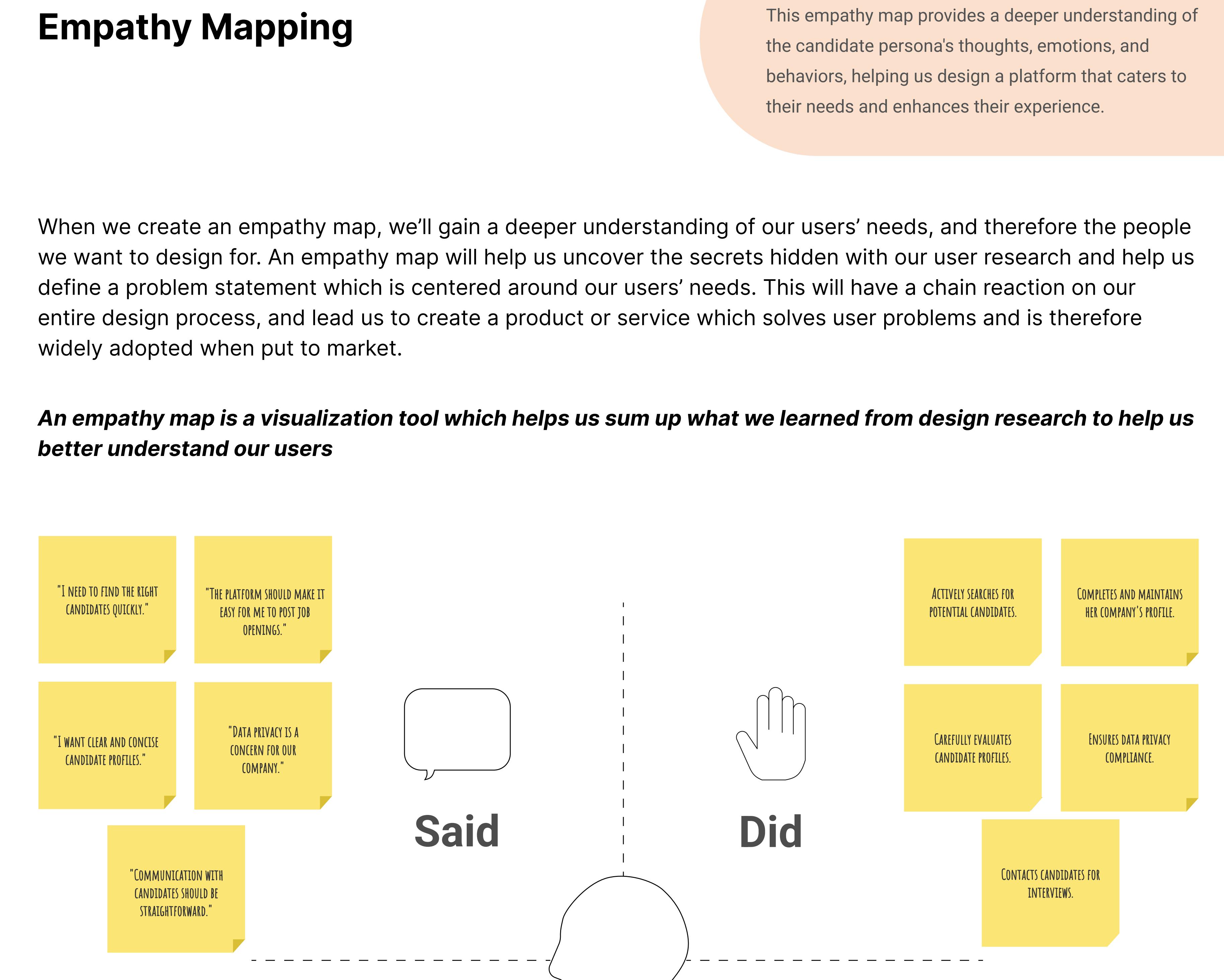
1. A place where I can easily find talented and skilled candidates who could fit my available entry level jobs and internships. The information available about those candidates is sufficient for me to make the decision whether a candidate would be suitable for a first interview or not. Ideally this place has 5-10 potentially fitting candidates at any given time. Ideally this is an exclusive platform. I can easily contact these candidates in order to begin the recruiting process with them.
1. A place where such candidates also become aware of my company and jobs that fit these candidates, so that they contact me.
1. Security. As I need to see CVs for candidates and candidates may upload them, I need to have peace of mind that these files, if I download them, are safe and do not infect my company computer and network.
1. Compliance with data privacy regulations. As I will be processing candidate data, I need to be sure there are technical mechanisms in place that will ensure that I do not breach data privacy law (at least not due to shortcomings of the platform).

## Problem Statement:

Tech Enterprises Inc. faces the challenge of efficiently discovering and engaging with highly qualified candidates for their entry-level job openings and internships. They seek an exclusive platform that provides quick access to 5-10 potential candidates, along with comprehensive candidate profiles for initial assessment. The platform must enable direct communication with candidates and serve as a channel for candidates to discover the company's job opportunities. Additionally, the company requires robust security measures to safeguard downloaded candidate files, strict adherence to data privacy regulations, and user-friendly features for efficient profile maintenance, job posting, and recruitment. Mitigating recruiter bias, offering travel time information, supporting recurring profile recruitment, and providing training resources are essential components of this platform.

## Persona's Pain Points:

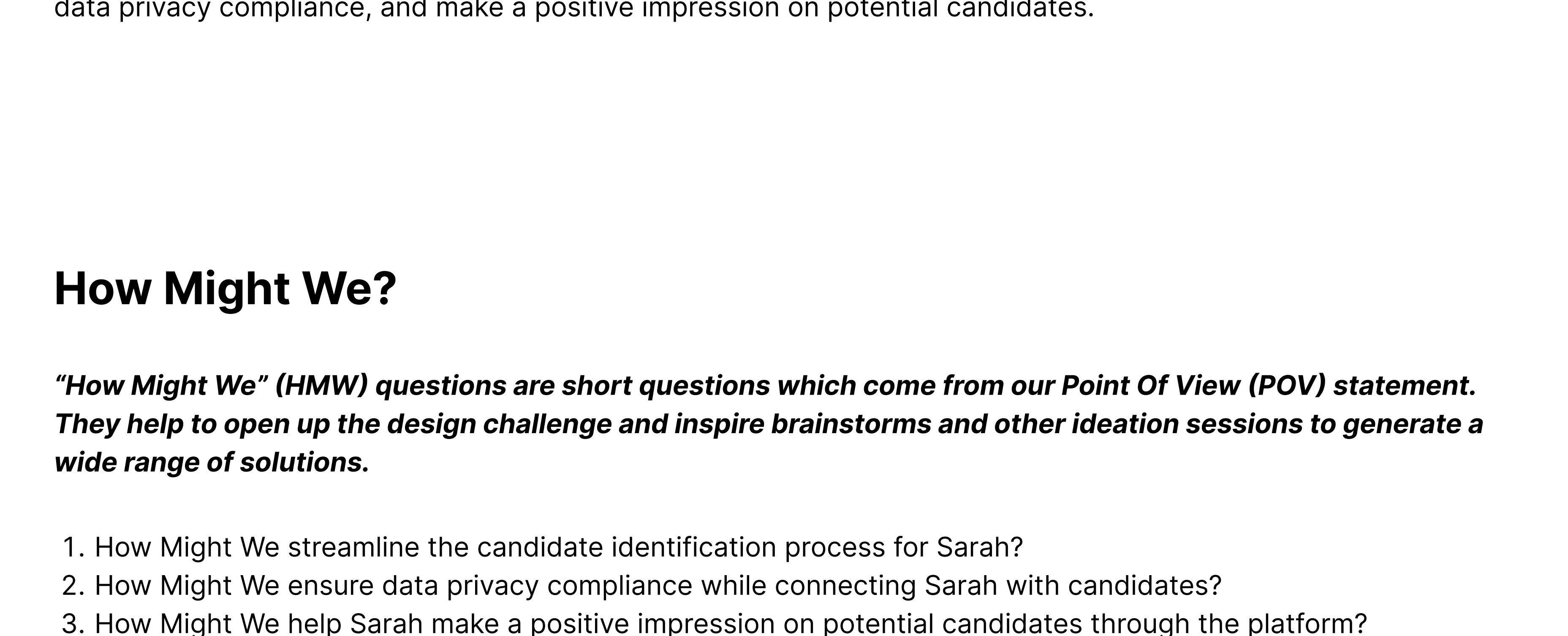
1. **Inefficient Candidate Discovery:** The company struggles with the time-consuming process of discovering suitable candidates for their entry-level job openings and internships. The lack of a streamlined platform makes candidate discovery challenging.
2. **Limited Access to Quality Talent Pool:** Tech Enterprises Inc. faces difficulties in accessing an exclusive talent pool of underrepresented candidates in the tech industry. The absence of such a pool hinders their diversity and inclusion efforts.
3. **Complex Candidate Contact Process:** Contacting potential candidates for recruitment purposes is not straightforward, making it challenging to initiate the recruiting process efficiently.
4. **Low Candidate Awareness of the Company:** Candidates are often unaware of Tech Enterprises Inc. and the job opportunities that align with their qualifications. This lack of awareness results in missed opportunities for the company.
5. **Security Concerns:** Handling candidate CVs and files can be a security risk if not adequately protected. The company requires assurance that downloaded files are safe and do not pose threats to their systems.
6. **Data Privacy Compliance Worries:** Tech Enterprises Inc. is concerned about data privacy compliance. They need to ensure that the platform adheres to data privacy regulations and incorporates technical safeguards against inadvertent breaches.
7. **Time-Consuming Job Posting:** Posting job openings on the platform is a time-consuming process. This inefficiency affects their ability to attract candidates promptly.
8. **Recruitment Bias Challenges:** The company recognizes the need to mitigate recruiter bias but currently lacks the tools to effectively do so. Bias-related data elements need to be addressed to ensure fair evaluation.
9. **Profile Maintenance and Reminders:** Keeping profile information up-to-date and receiving timely reminders for tasks like posting jobs and verifying contact details is currently not user-friendly and efficient.
10. **Commute Time Information:** The absence of commute time information for candidates can lead to difficulties in addressing potential commuting concerns during recruitment discussions.
11. **Efficient Recurring Profile Recruitment:** The company faces challenges in efficiently recruiting for recurring job profiles. Streamlining this process is essential for faster candidate acquisition.
12. **Need for User Guidance:** Tech Enterprises Inc. requires access to training materials and user guidance within the platform to help their team navigate its features effectively.
13. **Direct Document Viewing:** The inability to view candidate documents directly in the browser can lead to inefficiencies in the evaluation process, as recruiters must download files.
14. **Consent and Data Privacy Management:** The requirement to manage data privacy consent and the implications of withdrawing consent add complexity to user management within the platform.



**Seeing the details in sharp relief will give you the chance to translate your empathy into a design that better accommodates your users' needs and removes (or alleviates) as many pain points as possible.**

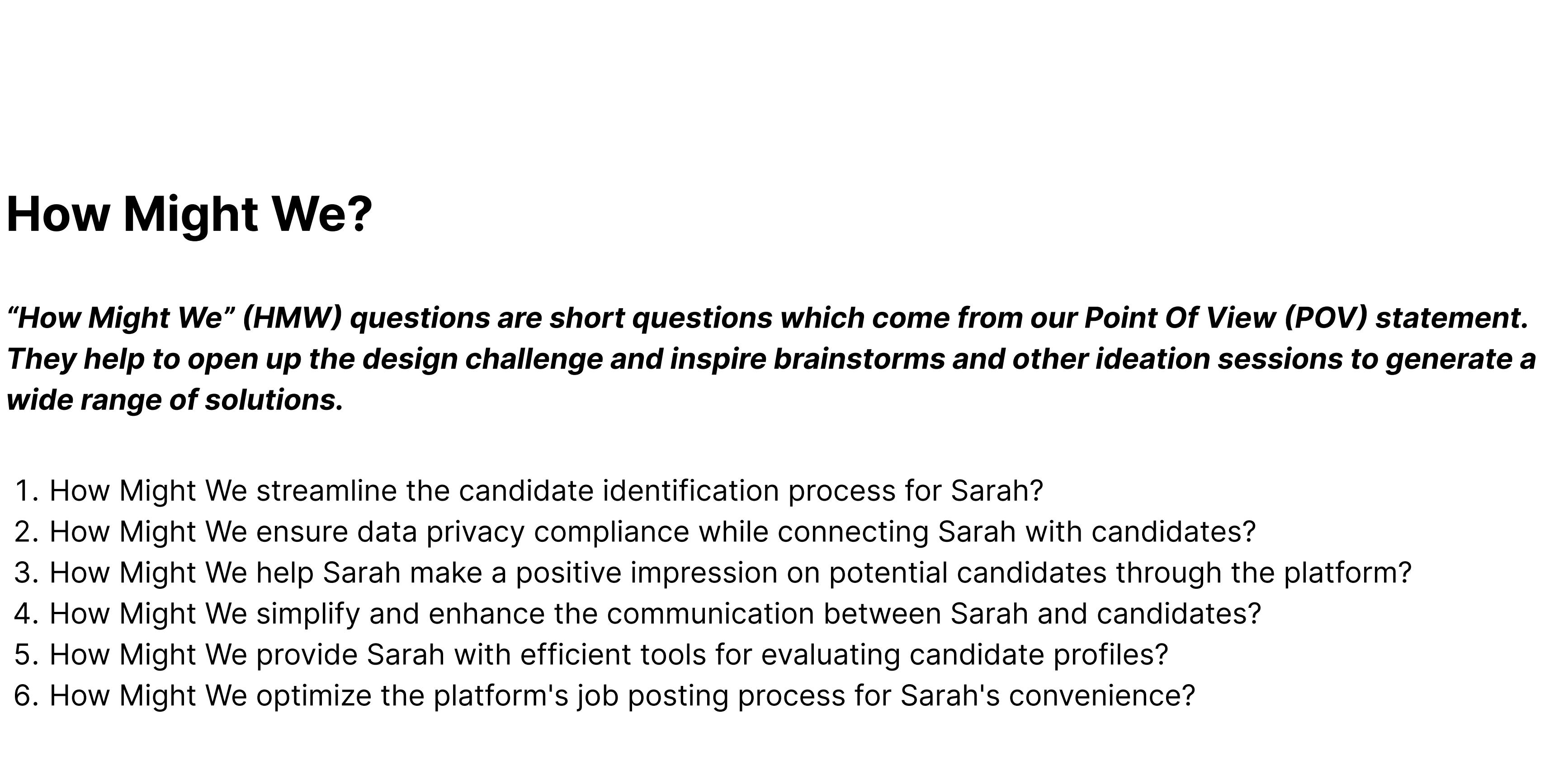
## Customer Journey Map

A customer journey map is a research-based tool. It examines the story of how a customer relates to the business, brand or product over time. As you might expect — no two customer journeys are identical. However, they can be generalized to give an insight into the “typical journey” for a customer as well as providing insight into current interactions and the potential for future interactions with customers.



## Empathy mapping

This empathy map provides a deeper understanding of the candidate persona's thoughts, emotions, and behaviors, helping us design a platform that caters to their needs and enhances their experience.

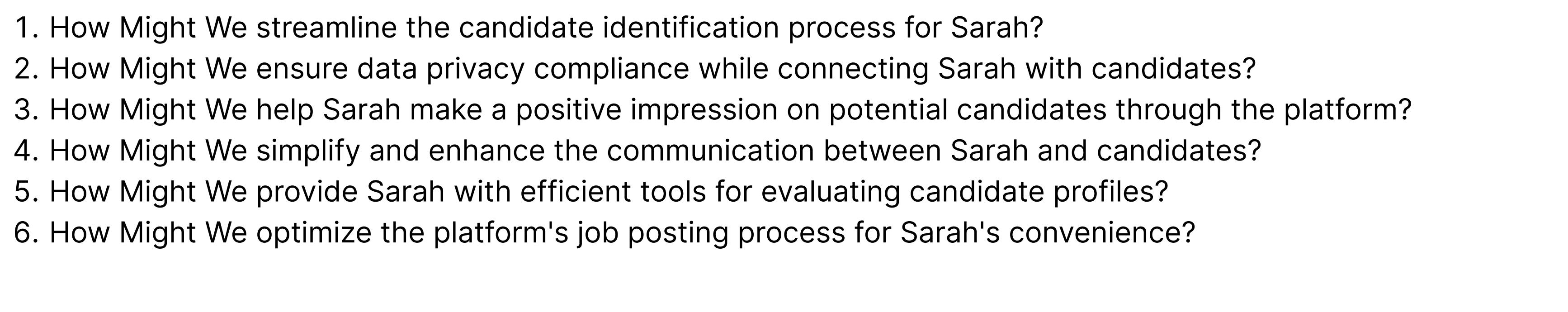


## Point of View

Sarah Müller **needs** to efficiently identify and connect with skilled candidates who are well-suited for our company's entry-level job openings and internships, **because** she wants to streamline our hiring process, ensure data privacy compliance, and make a positive impression on potential candidates.

**An empathy map is a visualization tool which helps us sum up what we learned from design research to help us better understand our users**

1. How Might We streamline the candidate identification process for Sarah?
2. How Might We ensure data privacy compliance while connecting Sarah with candidates?
3. How Might We help Sarah make a positive impression on potential candidates through the platform?
4. How Might We simplify and enhance the communication between Sarah and candidates?
5. How Might We provide Sarah with efficient tools for evaluating candidate profiles?
6. How Might We optimize the platform's job posting process for Sarah's convenience?



## How Might We?

**"How Might We" (HMW) questions are short questions which come from our Point Of View (POV) statement. They help to open up the design challenge and inspire brainstorming and other ideation sessions to generate a wide range of solutions.**