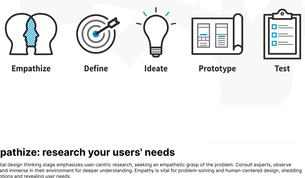
Design Thinking



Empathize: research your users' needs

The initial design thinking stage emphasizes user-centric research, seeking an empathetic grasp of the problem. Consult experts, observe users, and immerse in their environment for deeper understanding. Empathy is vital for problem-solving and human-centered design, shedding assumptions and revealing user needs.

Define: state your users' needs and problems

In the Define stage, you'll analyze the gathered information from Empathize and identify core problems in a human-centered way.

For example, you should not define the problem as your own wish or need of the company. "We need to increase our food product market share among young teenage girls by 5%."

Ideate: challenge assumptions and create ideas

In the third stage, after understanding users and defining the problem, you can brainstorm innovative solutions.

For example, Brainstorm and Worst Possible Idea techniques are typically used at the start of the ideation stage to stimulate free thinking and expand the problem space.

Prototype: start to create solutions

The team will create low-cost prototypes to test the key solutions from ideation, sharing and testing them within the team, other departments, or a small external group.

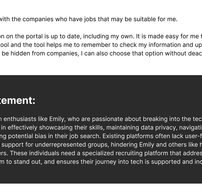
This is the experimental phase, aiming to find the best solutions for identified problems. Solutions are tested within prototypes, evaluated based on user experiences, and accepted, improved, or rejected one by one.

By the end of the Prototype stage, the design team will have a better idea of the product's limitations and the problems it faces. They'll also have a clearer view of how real users would behave, think and feel when they interact with the end product.

Test: try your solutions out

In the final stage, designers rigorously test the product using the best solutions from the Prototype stage. In an iterative process like design thinking, results can lead to redefining problems or revisiting previous stages for further iterations and refinements.

The goal is a deep understanding of the product and its users.



Candidates

Personas are fictional characters, which you create based on your research to represent the different user types that might use your service, product, site, or brand. Creating personas will help you to understand your users' needs, experiences, behaviors and goals. Personas can help you step out of yourself and to recognize that different people have different needs and expectations.

What I want as a candidate:

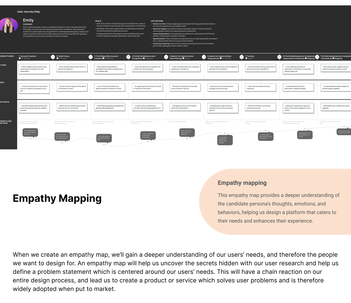
1. A place where I have a profile with all information that is relevant for companies. I can maintain that information whenever I want. On the one hand I am guided with what information is relevant and on the other hand I can share what is important to me in a job/employer. The platform makes it easy for me to maintain this information. What makes this platform unique for me compared to LinkedIn etc? I know the information I share is exactly what the companies want to know and there is a higher chance of me finding an entry level job on this platform than the "competitors". Just being on the platform is a positive indication of my skills and employability.
1. A place where I can see a list of employers who are actively hiring for entry level positions and internships to get me start in tech.
1. Equal opportunity, free of discrimination, when companies first evaluate whether my profile could be suitable for their jobs.
1. A way to connect with the companies who have jobs that may be suitable for me.
1. That the information on the portal is up to date, including my own. It is made easy for me to update the information in the tool and the tool helps me to remember to check my information and update it every once in a while. If I want to be hidden from companies, I can also choose that option without deactivating my profile.

Problem Statement:

Many determined tech enthusiasts like Emily, who are passionate about breaking into the tech industry, face significant challenges in effectively showcasing their skills, maintaining data privacy, navigating a complex job market, and overcoming potential bias in their job search. Existing platforms often lack user-friendly guidance and fail to provide tailored support for underrepresented groups, hindering Emily and others like her in their quest for meaningful tech careers. These individuals need a specialized recruiting platform that addresses these pain points, empowers them to stand out, and ensures their journey into tech is supported and inclusive.

Persona's Pain Points:

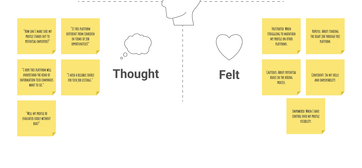
1. **Profile Maintenance:** Candidates want an easy-to-maintain profile, and they may struggle with keeping their information up to date without reminders.
2. **Platform Differentiation:** Candidates are concerned about how your platform distinguishes itself from competitors like LinkedIn. They seek assurance that the information they share aligns with what companies are looking for, increasing their chances of finding suitable entry-level tech jobs.
3. **Job Search:** Candidates want access to a list of employers actively hiring for entry-level positions and internships in the tech industry. They may face challenges in identifying such opportunities on other platforms.
4. **Equal Opportunity:** Candidates value equal opportunity and want to ensure that their profiles are evaluated without discrimination by companies.
5. **Connecting with Employers:** Candidates desire a straightforward way to connect with companies that have job openings matching their skills and interests.
6. **Profile Privacy:** Candidates need control over their profile visibility, allowing them to choose whether to be seen by companies without deactivating their profiles.



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.



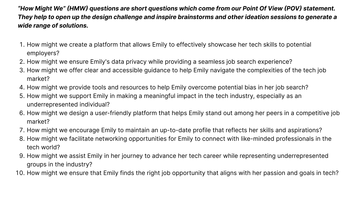
Empathy Mapping

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.

When we create an empathy map, we'll gain a deeper understanding of our users' needs, and therefore the people we want to design for. An empathy map will help us uncover the secrets hidden with our user research and help us define a problem statement which is centered around our users' needs. This will have a chain reaction on our entire design process, and lead us to create a product or service which solves user problems and is therefore widely adopted when put to market.

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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