

Team ThinkForge

JOBZ

“Bumble for Jobs”

Presented by:



AARTI



ROSHAN



SERENA



SHASHWAT



SHIVANSH

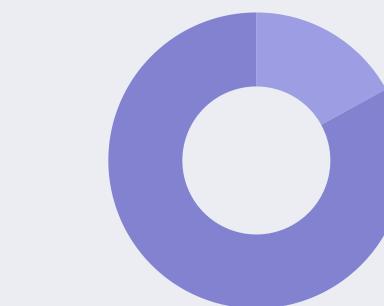
Presented by Olivia Wilson

Industry Overview



800 resumes per job opening. Expected to '4x' by 2026

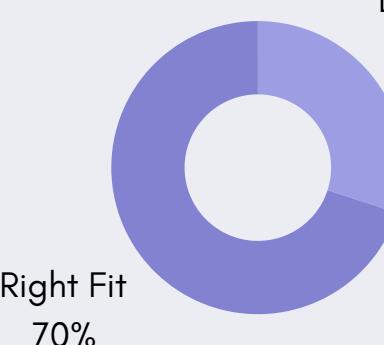
> 2 Years
17%



Gen Z Workforce Shift: **83%** plan to stay at jobs for **2 years or less**

Stay < 2 Year
83%

Low Intent
30%



70% of employers struggle to find the "right fit" for the organization

Stakeholders



Recruiters



Candidates



Hiring Managers

PAIN POINTS

Conducted 46 Interviews

RECRUITERS AND HIRING MANAGERS



LARGE NUMBER OF
APPLICATIONS



CULTURE FIT ISSUES

CANDIDATES



LACK OF COMMUNICATION
AFTER APPLYING



LONG
HIRING PROCESS

Problem Statements



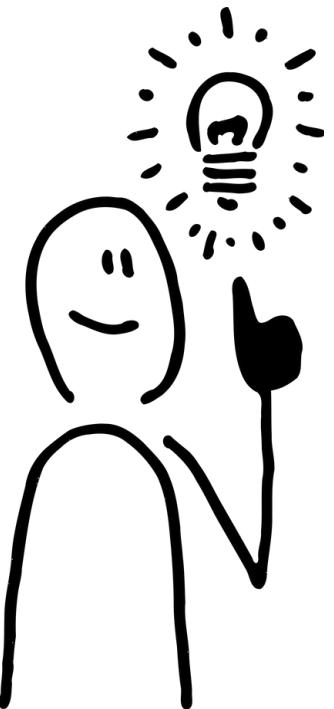
Recruiters need a way to **prioritize qualified candidates**



Candidates need a way to **get timely application updates**



Hiring Managers need a way to **assess cultural fit**



01

HOLISTIC CANDIDATE ASSESSMENT SYSTEM

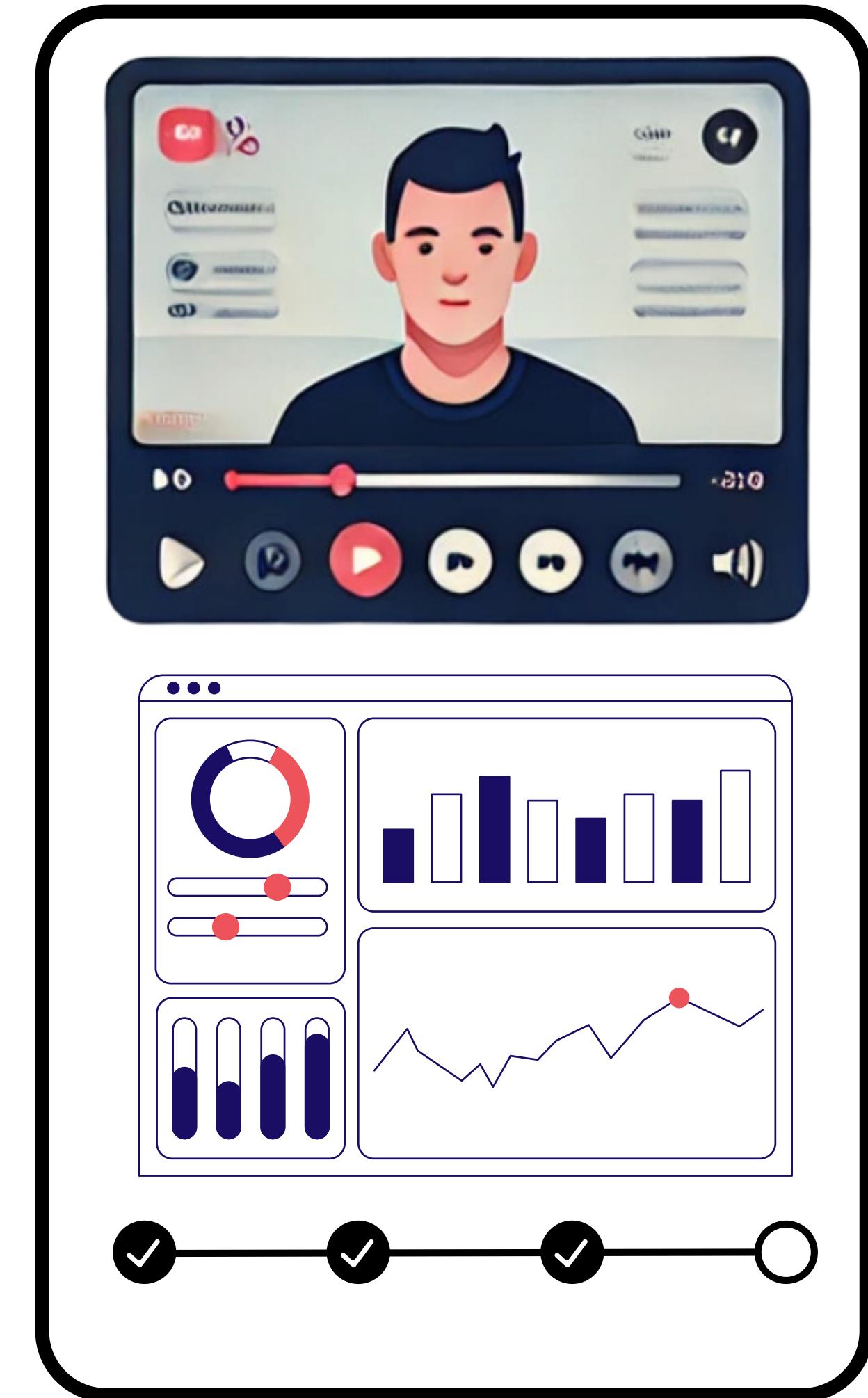
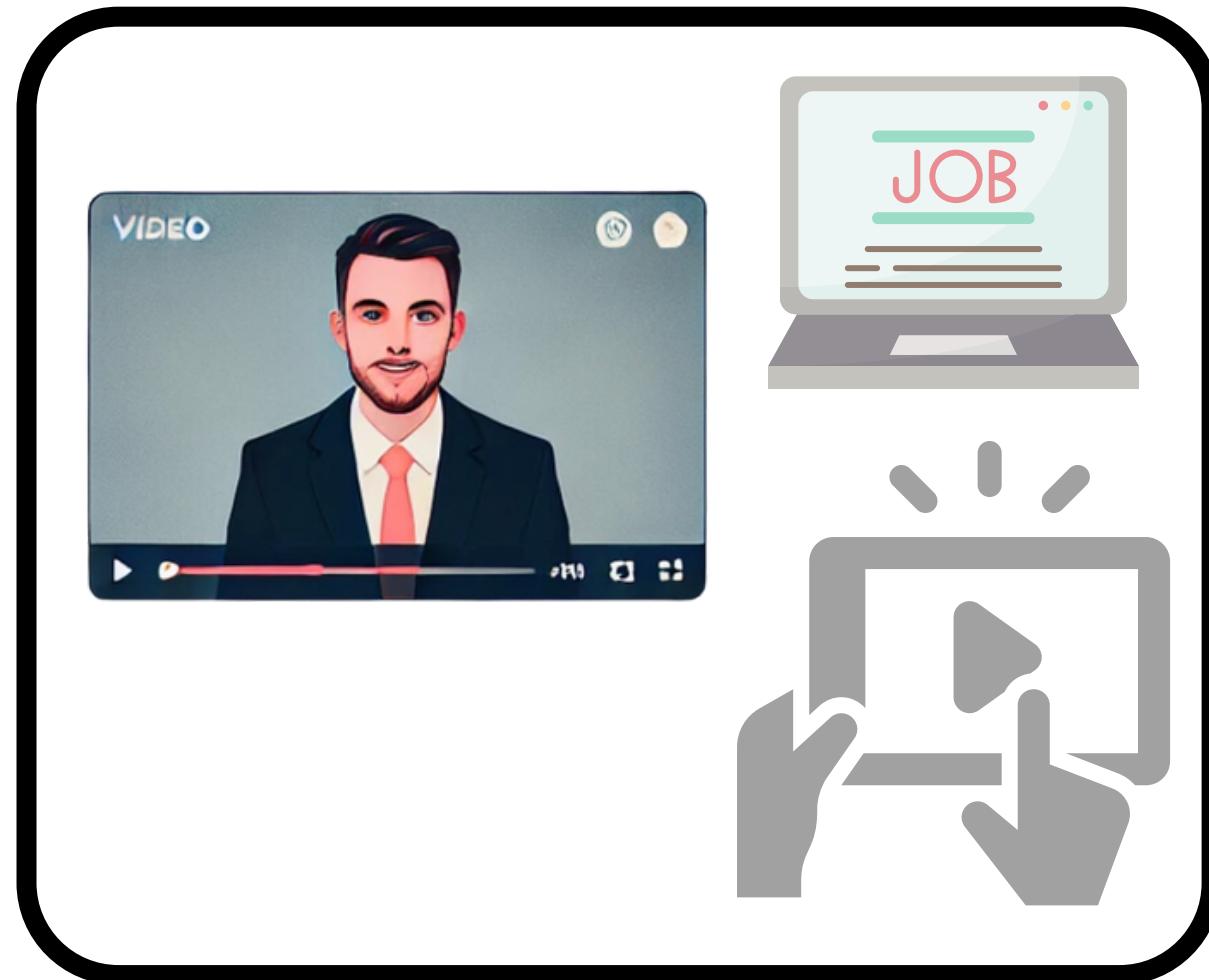
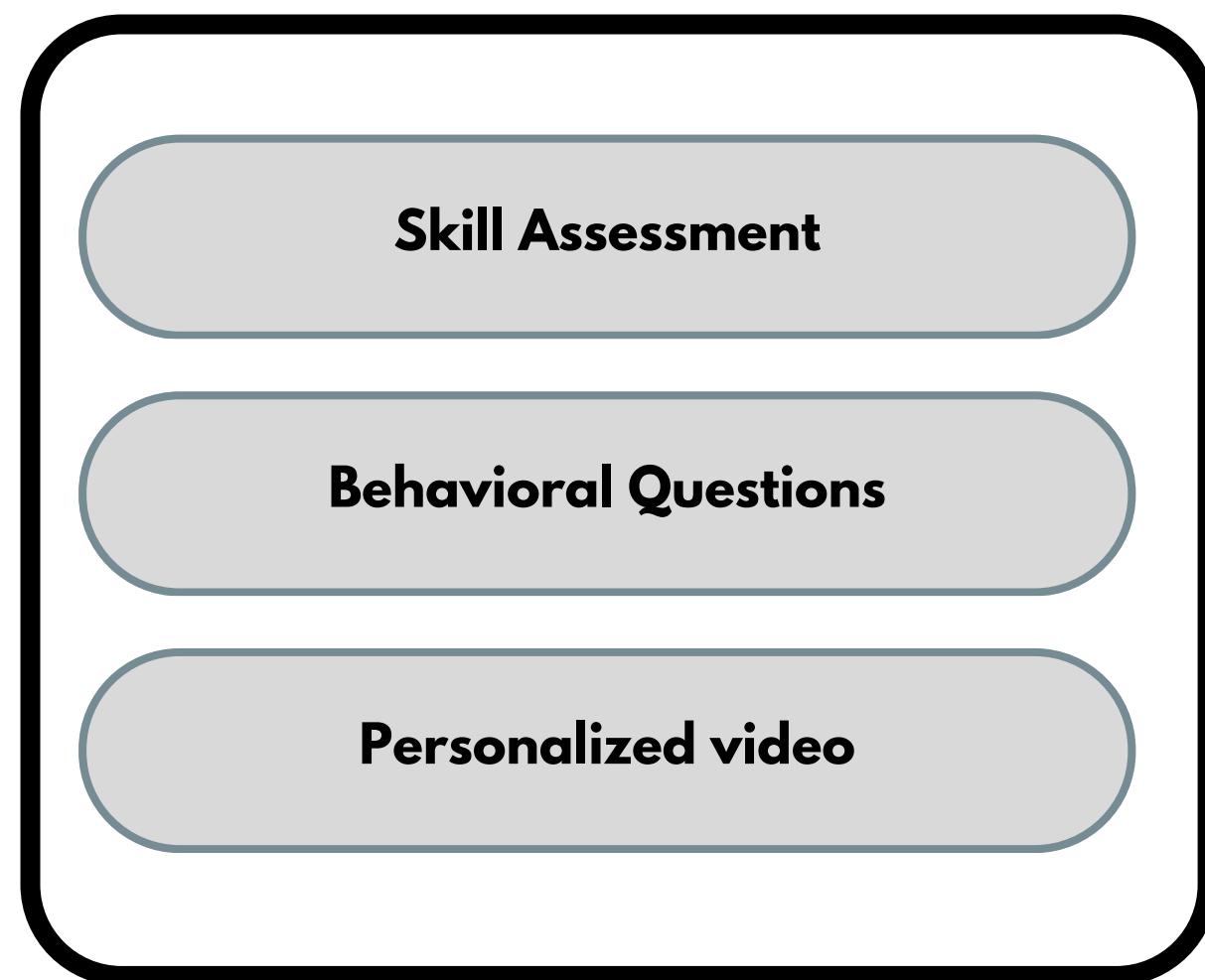
02

JOBZ PATH: APPLICATION TRACKER AND
FEEDBACK BUCKET

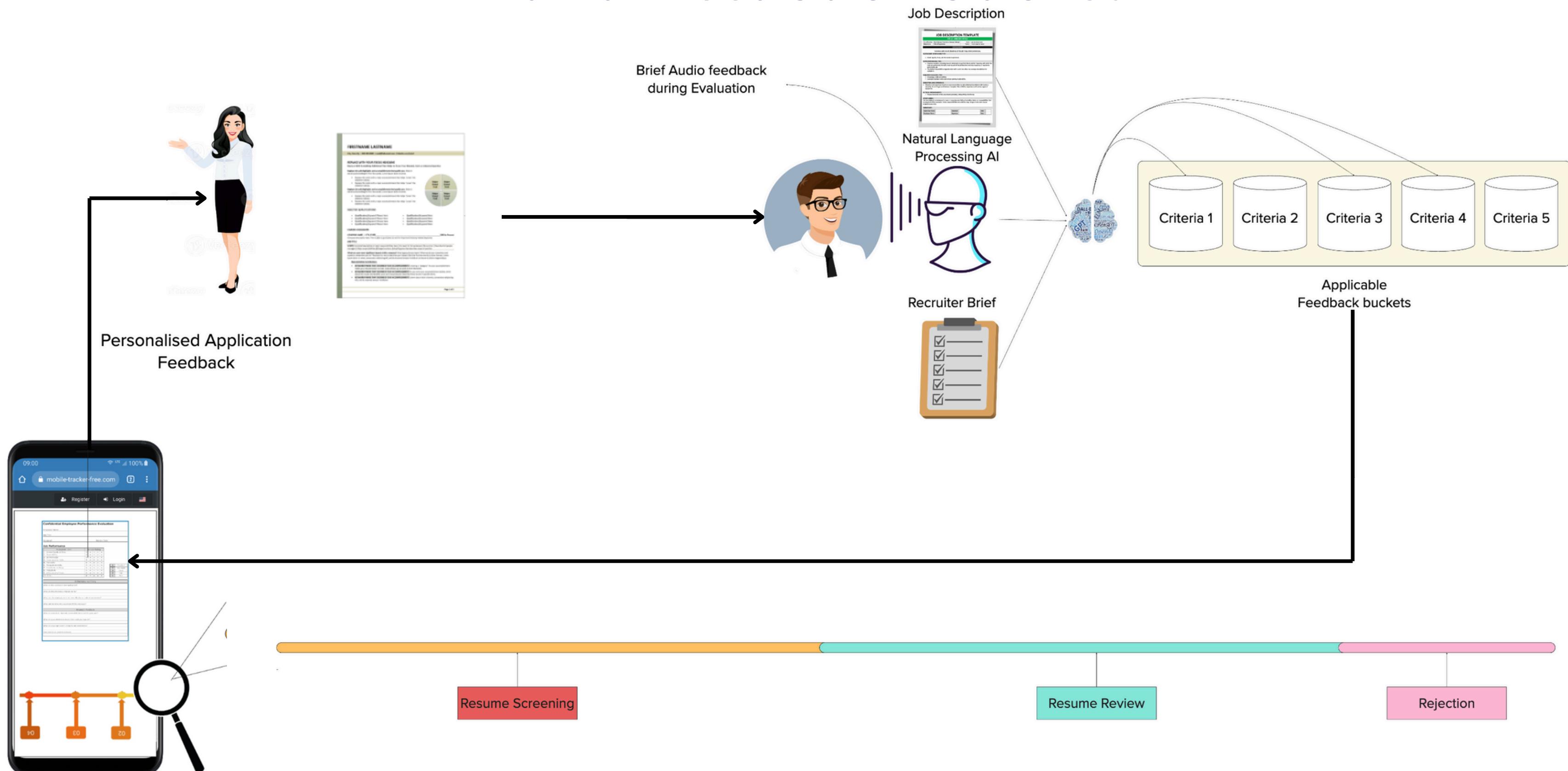
03

CULTURAL SIMULATION

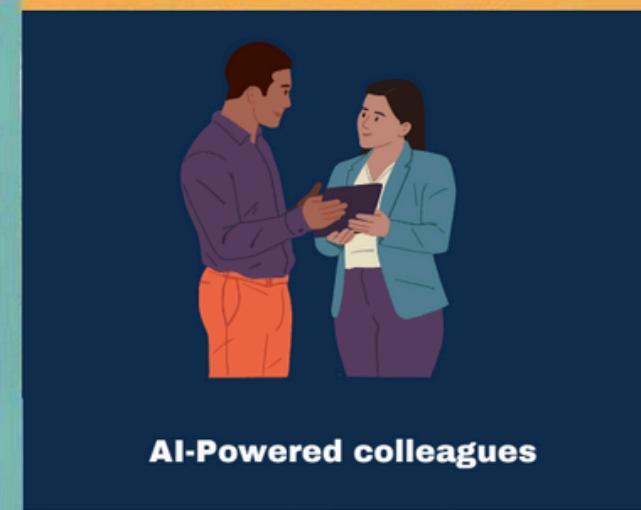
HOLISTIC CANDIDATE ASSESSMENT SYSTEM



JobZ Path: Candidate Application tracker and Feedback bucket

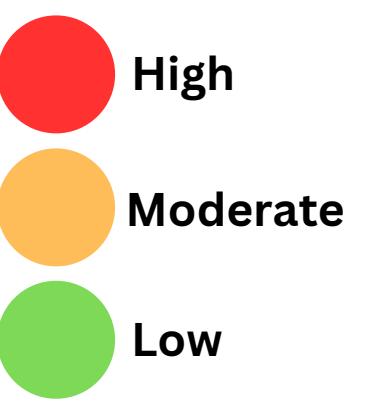
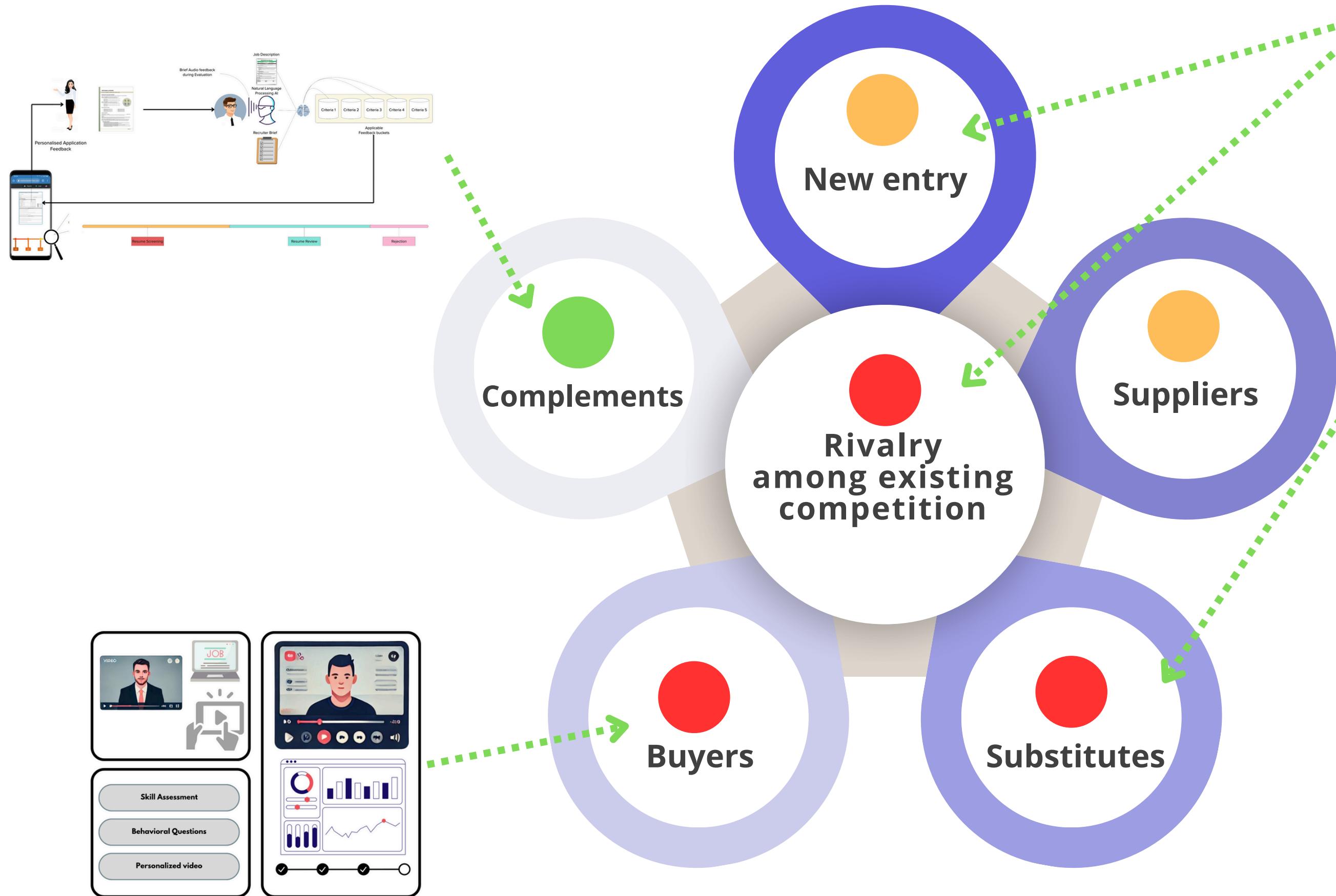


CULTURAL SIMULATION LAB



*Cultural Simulation Lab:
Real-World Scenarios for
Candidate Evaluation*

Porter's Six Forces



SUCCESS METRICS FOR EACH SOLUTION

Holistic Candidate Assessment System



- Application Quality Rate
- Candidate Engagement Score

JOBZ Path



- Candidate Drop-off Rate
- Feedback Completion Rate

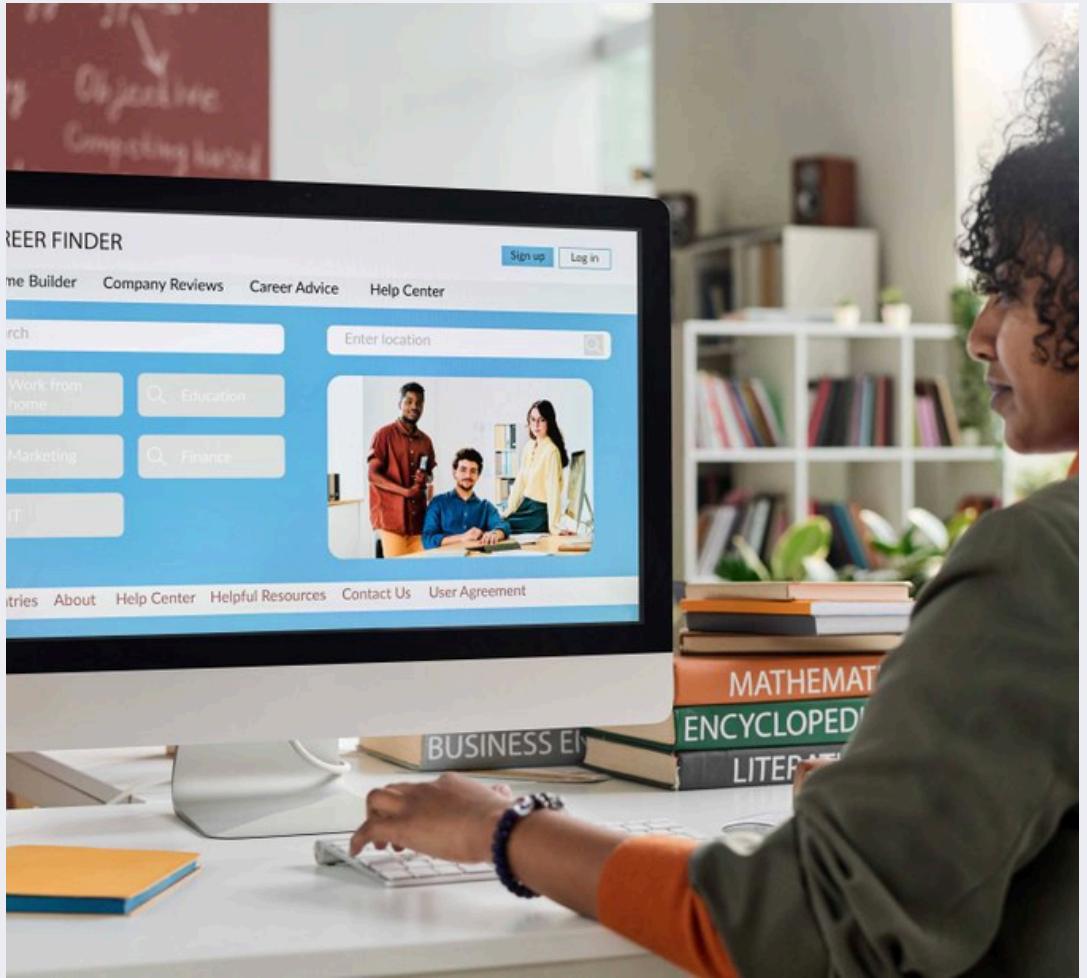
Cultural Simulation Lab



- Cultural Fit Retention Rate
- Job Fit Satisfaction

JOBZ'S HOLISTIC SUCCESS METRICS

BEFORE APPLICATION



- MAU & New Sign-Ups
- Engagement with Job Previews

DURING APPLICATION



- Application-to-Interview Conversion Rate
- Candidate Drop-off Rates mid-process

POST APPLICATION



- Retention Rate for Hires Through Jobz
- Net Promoter Score (NPS)

NEXT STEPS

Holistic Assessment System



Create Video Assessments



Integrate AI scoring

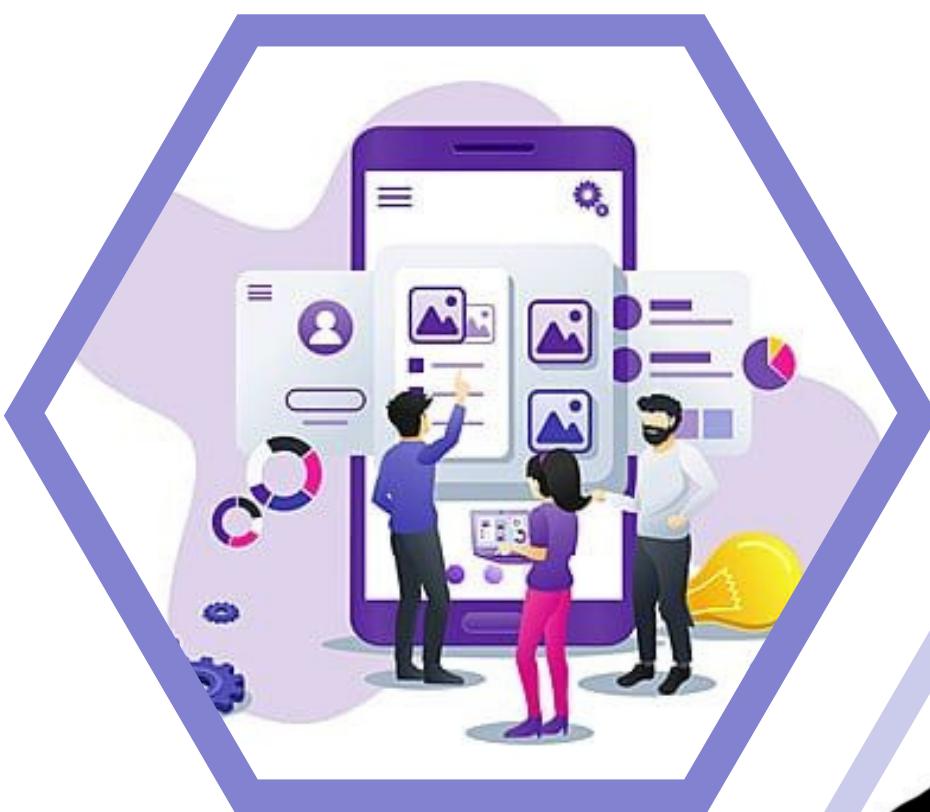


Partner with experts



Gather user feedback

Jobz Path: Application tracker and feedback



*Build an
engaging
dashboard*



*Integrate
Feedback*



*Secure
Partnerships*



*Ensure Data
Privacy*

Cultural Simulation Lab (Job Simulations)



*Design
immersive
simulations*



*Collaborate
with companies*



Pilot testing



*Protect user
data*



Team ThinkForge
Thank You

Design Thinking & Innovation

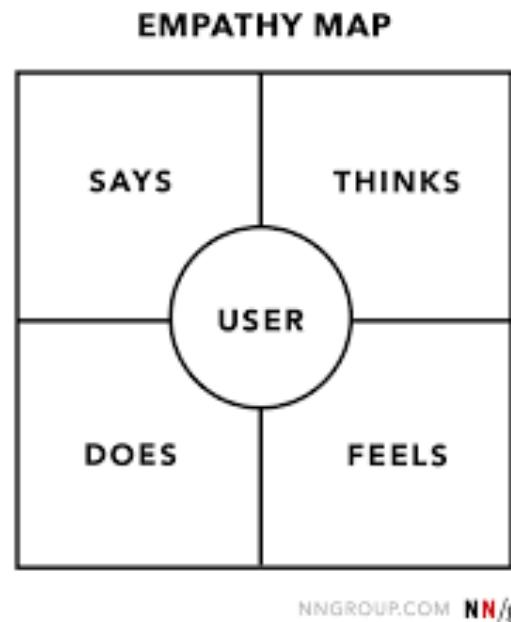
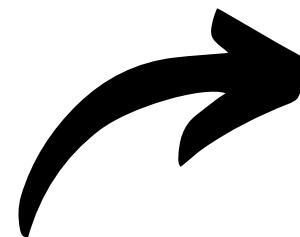


**ANY
QUESTIONS?**



Appendix

INTERVIEWS & PROCESS



Empathy Maps

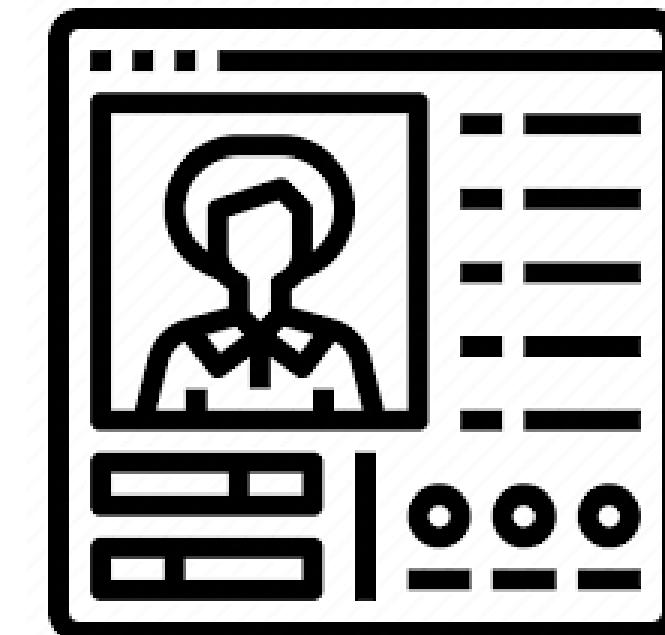
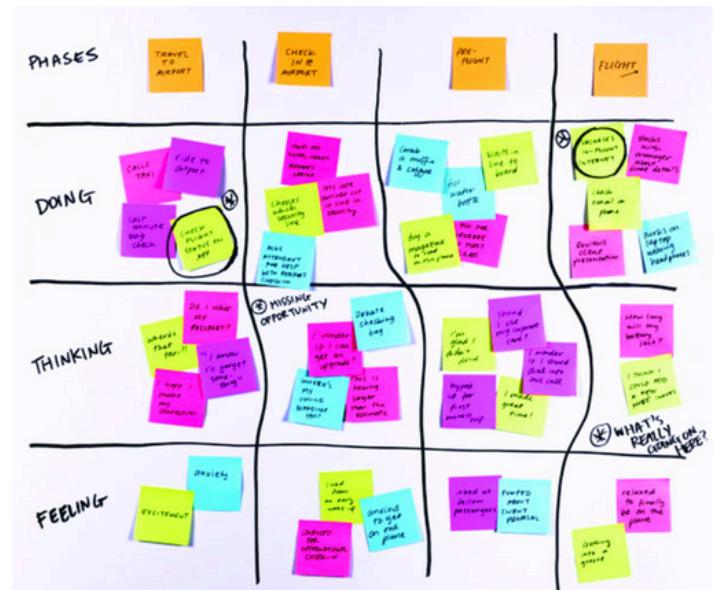


Cluster



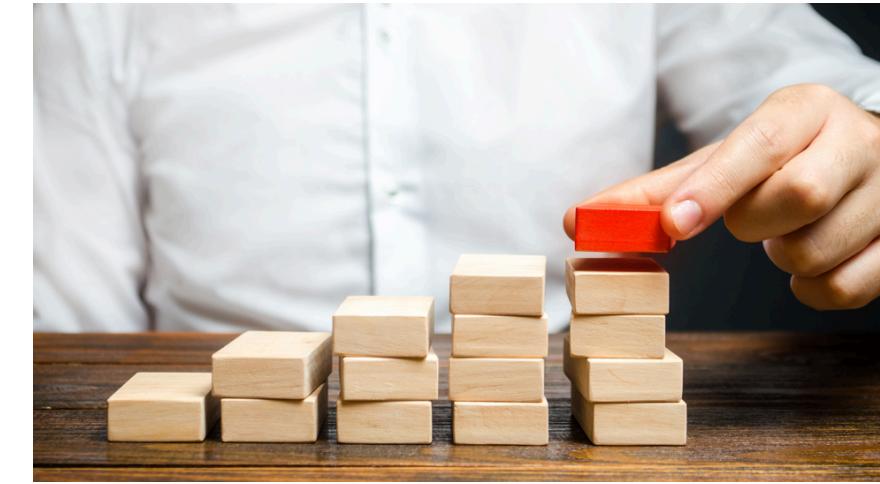
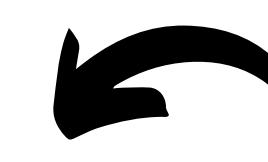
Arrived at 5 problem statement

First 15 Interviews



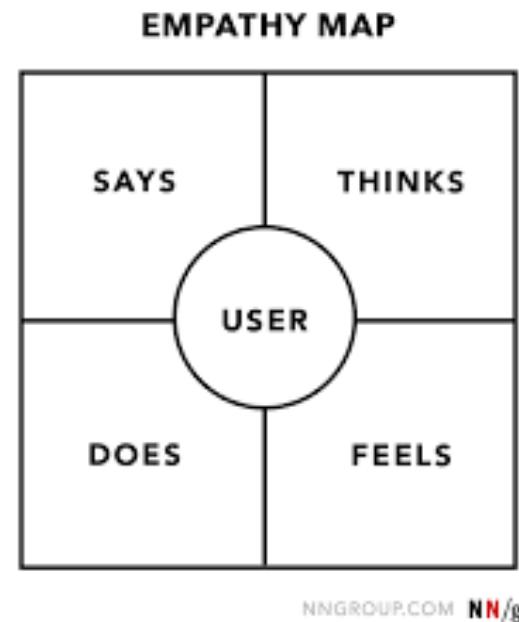
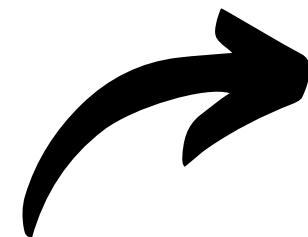
As-Is Scenario

User Personas



Prioritized 3 problem statement by voting

INTERVIEWS & PROCESS



Empathy Maps



Cluster



Arrived at 10 problem statement



Next 25 Interviews

Implementing MoSCoW in Agile Projects



01 Must Have
02 Should Have
03 Could Have
04 Won't Have



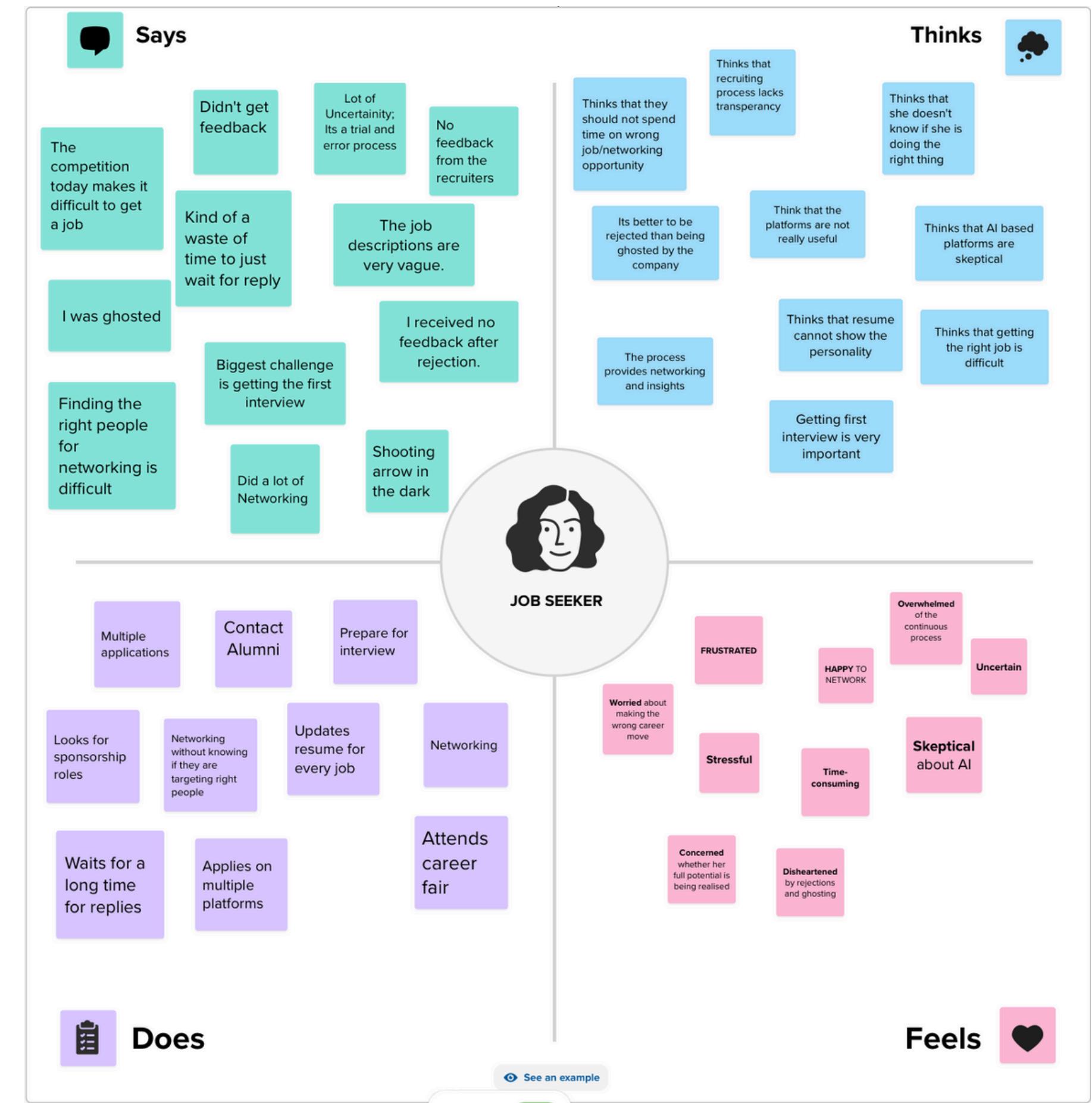
Moscow Analysis

Stakeholders Need a way to
-----So That-----

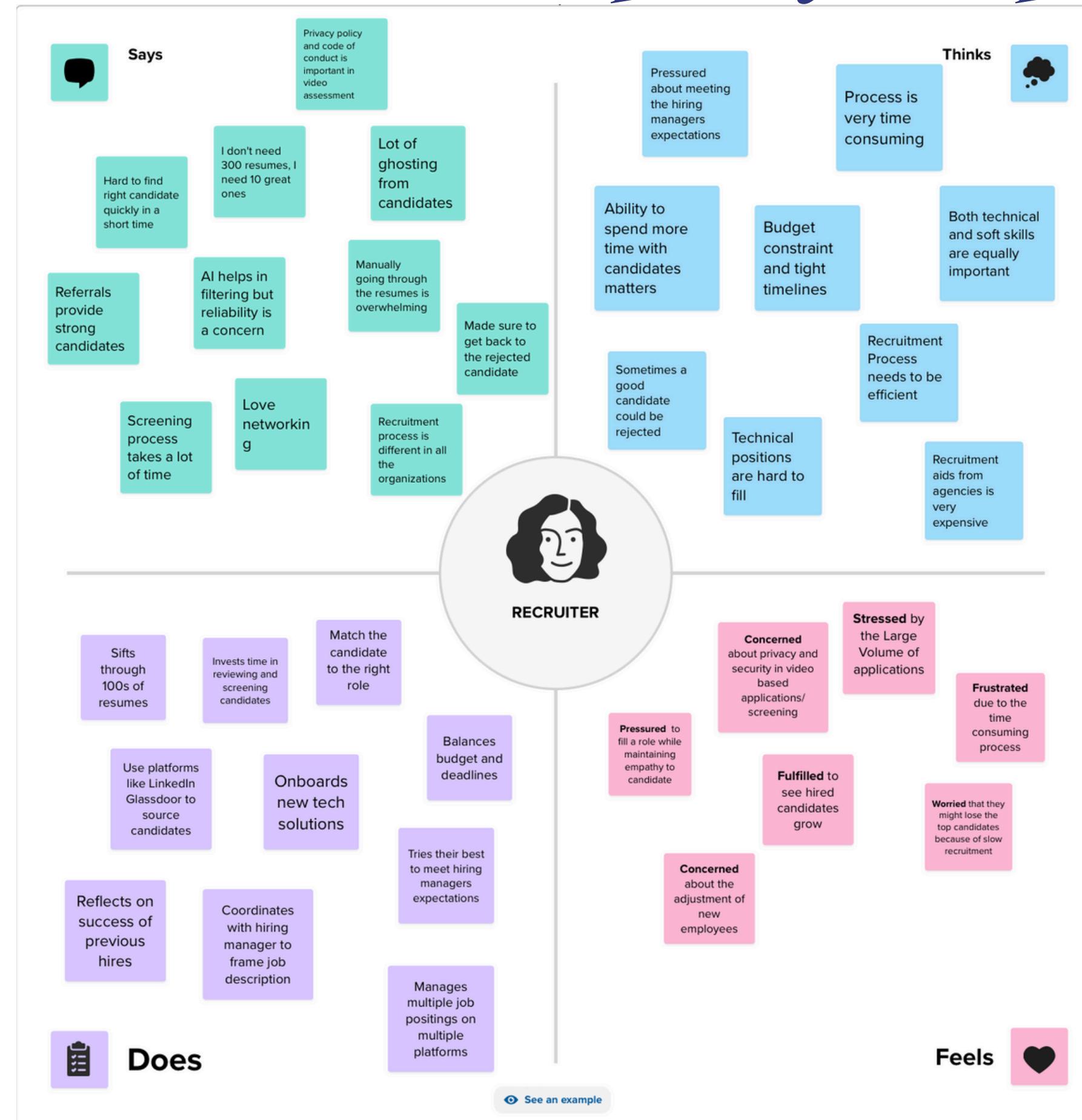


Prioritized 3 problem statement by voting

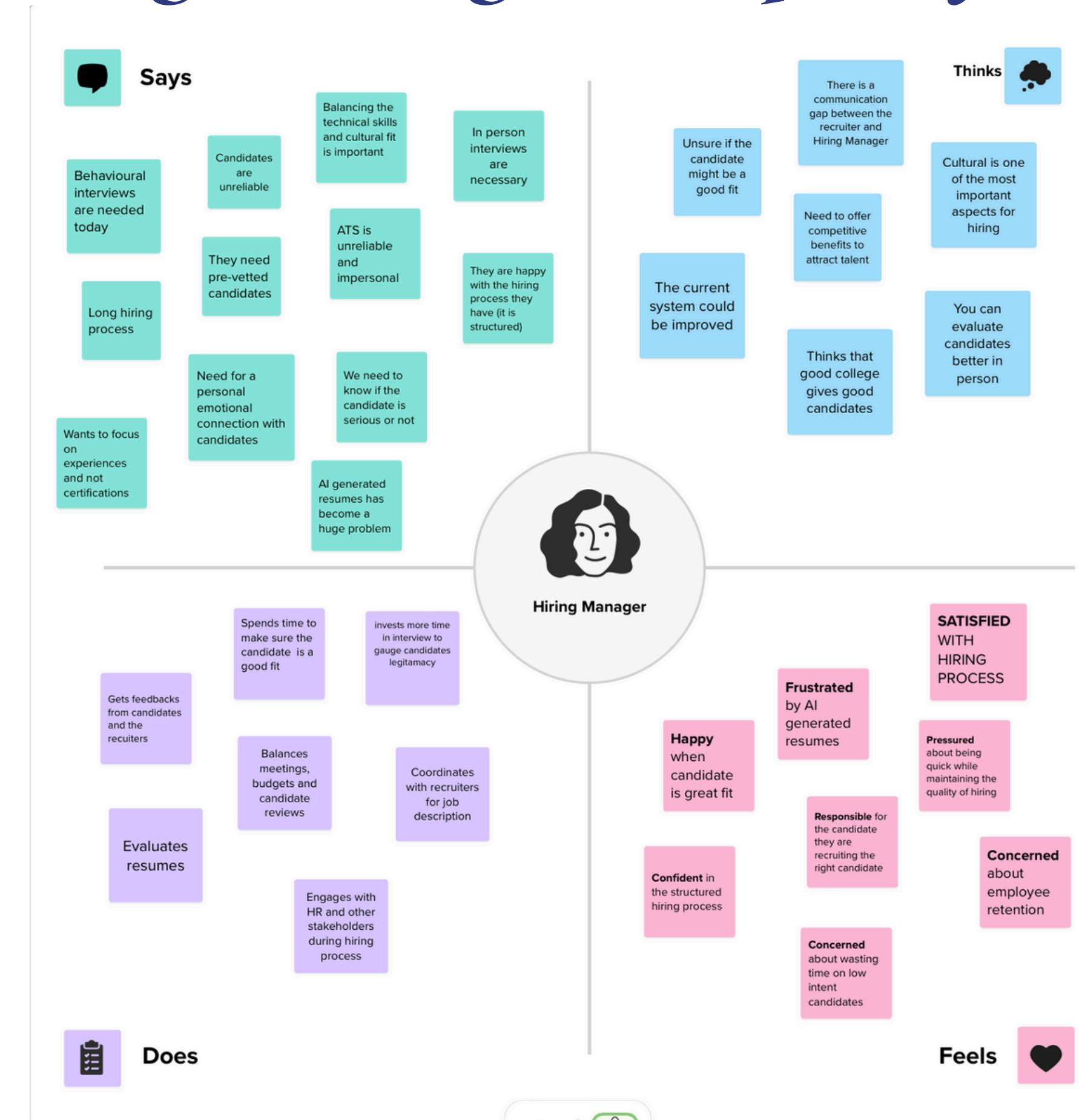
Candidate Empathy Map



Recruiter Empathy Map



Hiring Manager Empathy Map



User Journey Map

PHASES	Job Search and Application				Initial Screening			Interviews			Decision Making		Offer and Onboarding			
	RECRUITERS	HIRING MANAGERS	JOB SEEKERS													
DOING	Monitors the market and checks in with managers for job requirements.	Creates job descriptions with the hiring manager.	Creates job postings and openings on the company site and the existing ones.		Screening using ATs	Part of automated process	Filtering potential candidate	Review hundreds of resume	Co-ordinates between candidate & hiring manager	Communicate hiring process & timeline	Following up with candidate	Collaborates with hiring managers to finalize on candidates	Monitors recruitment timelines	Extend job offer & negotiation	Managing ongoing communication until candidates sign the offer	Handling last-minute withdrawals.
THINKING	How can I attract the right candidates?	Are the job postings and description clear and adequately promoted?	Attending Career Fairs	Cold Mailing	Updating Resume	Await Feedback	Prepare for Potential Interviews	Apply for (other) jobs	Participate in Interviews	Showcase technical and soft skills	Apply for (other) jobs	Awaiting decision	Considering other opportunities	Reviewing Offer	Negotiating Terms	Preparing for onboarding
FEELING	How can I attract the right candidates?	Are the job postings and description clear and adequately promoted?	Am I missing high potential candidates?	It is difficult to deal with such a large volume of applications	Is this screening process efficient?	Budget constraint and tight timelines	Ability to spend more time with candidates matters	Does the candidate fit our company culture?	How do I best manage applicant and hiring managers availability?	Who is the best fit for this role	What is required to ensure the candidate accepts the offer	What other companies is the candidate interested in?	How can I ensure smooth transition for new hires	It would be good to see the candidate grow in the organization		
SAYING	Unsure if the candidate might be a good fit	Hopes that recruiter understands the specific needs of the role	There is a communication gap between the recruiter and Hiring Manager	The current system could be improved	You can evaluate candidates better in person	Cultural fit is one of the most important aspects for hiring	Would the applicant stay with the organisation for long	Is the candidate competent for the role?	Need to offer competitive benefits to attract talent							
INSIGHTS	It is important to find quality candidates quickly	Referrals provide quality candidates	It is great to learn about different perspectives	I don't need 300 resumes, I need 10 great ones	AI helps in the screening process but is unreliable.	We experience ghosting by the candidates.	Manually going through the resumes is overwhelming	We need to assess both technical and soft skills	Cultural fit is one of the most important aspects of recruitment process	Sometimes good candidates can be rejected	The process is very time consuming	We need to be careful of the budget constraints	We need effective onboarding strategies	It is rewarding to see on boarded candidates perform well		
	ATs is unreliable and impersonal	AI generated resumes has become a huge problem		Behavioural interviews are needed today	Wants to focus on experiences and not certifications		Balancing the technical skills and cultural fit is important	Need for a personal emotional connection with candidates		We need to know if the candidate is serious or not	Process is taking too long, we need to find the right fit quickly		Cant afford to lose another top candidate to a competitor			
	I was ghosted	The job descriptions sometimes are very vague	Its a trial and error process	Being rejected is better than not getting a feedback/hear back	Kind of a waste of time to just wait for replies	Applicants can get around the ATS system by using keywords	One needs to be confident in their profile	Expectations from job interviewers sometimes differ from job descriptions	I need time to prepare for interviews	I wish they'd get back to me soon	One should always plan for backups		I'm excited to start my new job	I'm nervous about fitting in		
	1. While the process provides networking prospects, finding the right people to network with seems like a challenge for job-seekers	2. Job-Seekers need transparency and clarity in job-descriptions to find the right fit and apply to the right profiles.		1. With the current tools available like AI resume checkers (Quinnia), it has become easier for the job seekers to tailor their resumes for different job roles thus making reliability on resumes an issue.	2. Job Seekers require feedback on their applications to understand their mistakes and opportunities for improvement.		1. Candidates often don't align with company culture, leading to mismatches.	2. Hiring Managers & candidate both get to know the perspective of each other leading towards a professional connection	3. Both candidates and recruiters benefit from networking prospects and opportunities.	1. Candidates drop out mid-process, forcing recruiters to restart searches.	2. Long processes lead to candidate disengagement and drop-offs.		1. Candidates and recruiters (indirectly hiring managers) delve into the process of negotiation	2. Candidates drop out at very end due to the better offer		

Stakeholder Map

STAKEHOLDER LIST



Hiring Manager



Talent Acquisition Lead



Enter-Level Applicants



Senior Leadership



Recruiter



Lateral Applicants



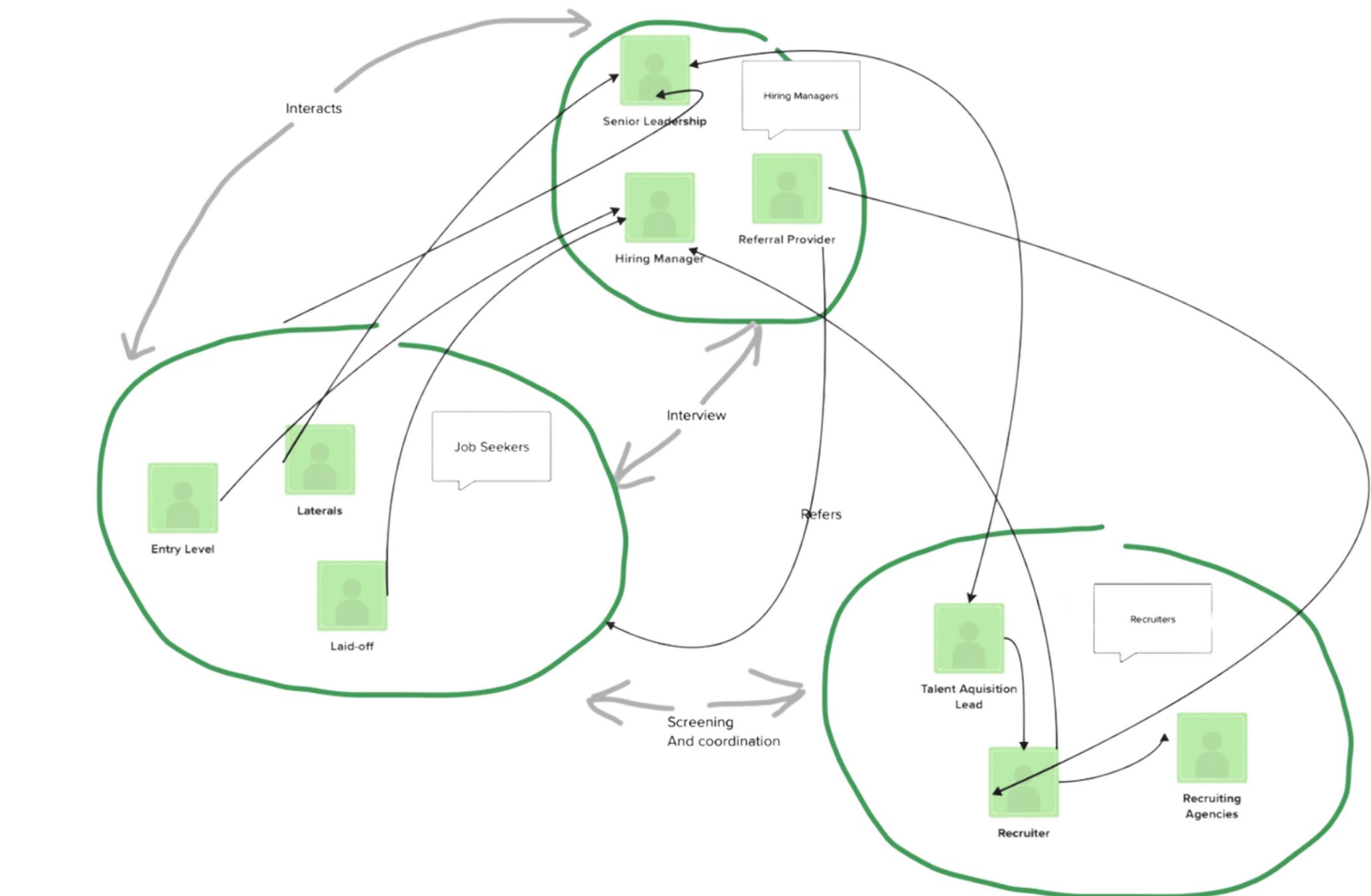
Employees Giving Referral



Recruiting Agencies



Laid-off Applicants



Problem Statement

Recruiter	<p>Recruiters need a way to efficiently screen candidates and reduce ghosting so that they can minimise the time wasted on irrelevant applications and improve candidate-recruiter engagement</p> <p>Recruiters need a way to evaluate both technical and soft skills so that it they can ensure a more reliable outcome without compromising candidate quality</p>
Job Seeker	<p>Job seekers need a way to find relevant job roles and ensure a transparent process so that they reduce uncertainty, avoid ghosting (by recruiters) and improve their chances of getting their first interviews</p> <p>Job seekers need a way to receive timely feedback and understand job expectations clearly so that they can tailor their job applications effectively and reduce uncertainty in the job application process.</p> <p>Job seekers need a way network more efficiently so that they can connect with the relevant people to gain the required insight.</p>
Hiring Manager	<p>Hiring managers need a way assess the candidate's cultural fit and technical skills so that they can ensure long term retention and alignment with company values</p> <p>Hiring managers need a way to connect with pre-vetted candidates so that they dont spend time interviewing low-internt candidates.</p> <p>Hiring managers need a way to find a faster and a more personalised process so that they can ensure retention and avoid losing high quality talent due to the long recruitment process.</p>

Recruiter Persona

STAKEHOLDER PERSONA 1 - RECRUITER		JOB ROLE & RESPONSIBILITIES	Charlie handles full-cycle recruitment for various roles, juggling multiple requisitions and teams, particularly focusing on high-turnover departments. He's responsible for sourcing, screening, and managing interviews.
NAME	Charlie	CHALLENGES	<ul style="list-style-type: none">High volume of applicants, many of which are irrelevant to job postings.Managing candidate expectations while reducing the rate of "ghosting" from both candidates and hiring managers.Attracting qualified talent while maintaining alignment with company culture.
AGE	30-40	GOALS	<ul style="list-style-type: none">Find pre-vetted candidates faster to reduce time-to-fill.Improve quality of hires by focusing on technical and cultural fit.Implement a more automated and transparent process for smoother communication.
EDUCATION	Bachelor's in Human Resources	MOTIVATION	Quality hires, faster hiring, automation, improving KPIs.
EXPERIENCE	10+ years of recruiting	FRUSTRATION	Unqualified applicants, poor communication with hiring managers, candidate ghosting, low job ad engagement.
LOCATION	Urban area, working at a mid-sized firm	TOOLS	Applicant Tracking Systems (ATS), LinkedIn, and job boards   
KIDS	No	NEEDS	Charlie needs better tools to efficiently screen candidates and ensure they meet both technical and cultural requirements.
ANNUAL INCOME	\$50,000		

Candidate Persona

STAKEHOLDER PERSONA 2 - CANDIDATE		JOB SEARCH BEHAVIOR	<ul style="list-style-type: none">Frequently searches job boards like LinkedIn, Indeed, and Glassdoor.Engages in networking through social media and professional associations.Prefers clear, detailed job descriptions that list both salary and growth opportunities.
		CHALLENGES	<ul style="list-style-type: none">Uncertainty in the job application process; many job postings lack clear next steps.Lack of timely feedback after submitting applications.Difficulty in finding roles that fit her exact skill set and career goals.
		GOALS	<ul style="list-style-type: none">Find a new position in marketing within a company that values career growth.Receive timely feedback and transparency throughout the hiring process.Build a professional network to uncover hidden job opportunities.
		MOTIVATION	Career growth, work-life balance, fair compensation, positive work environment.
		FRUSTRATION	Lack of feedback, vague job postings, lengthy application processes, no transparency in hiring.
		TOOLS	LinkedIn, Glassdoor, Indeed, and career networking platforms
		NEEDS	Noah needs a way to streamline job search efforts, find relevant roles, and get timely feedback to reduce the uncertainty and frustration in the job application process.



Napkin Pitch: JOBZ Path

Big Idea

- Concept Name: JOBZ Path
- Value Creation - This feature provides candidates with an intuitive dashboard to track their application status, understand what stage they are in, and receive personalized feedback. It also offers valuable resources such as company culture videos, potential networking contacts, and role-specific information, creating a transparent and engaging job search experience.
- Why is it a “Big Idea”—why and how does it “wow”? - It “wows” by offering a level of transparency and engagement that is rare in the current recruitment landscape. The system’s feedback mechanism, powered by brief audio messages or survey-based insights from recruiters, adds immense value without creating additional workload. The idea transforms the candidate experience from frustrating and opaque to insightful and empowering.



Usability

Who wants this?:

- Candidates: Want transparency, feedback, and networking.
- Recruiters & Hiring Managers: Need an efficient way to give feedback and attract talent.
- Companies: Gain from stronger branding and candidate engagement.

Unmet Needs It Serves:

- Candidates: Understand rejection reasons and improve.
- Recruiters: Simplify the feedback process.
- Career Coaches: Use feedback to guide candidates.

Shortcomings & Risks:

- Recruiter Engagement: Giving feedback may still feel burdensome.
- Candidate Overload: Risk of overwhelming information.

Why Might It Fail?

- Technical and security challenges.

Fesability

Does Jobz have the right people/tools?:

- Current Resources: Expertise in AI and user experience design.
- Needed Resources: Investment in data security, advanced UX design, and cloud infrastructure.

Current Assets/Capabilities:

- Unique Capabilities: Uses video and AI to streamline feedback.
- Requires: Content management system and partnerships with professional networks.

Partners Required:

- Professional Networks: For networking integration.
- Branding Experts: To enhance culture content.

Sustaining Advantage:

- Regularly improve feedback, add culture features, and build recruiter and network relationships.

Viability

Value for Jobz:

- Boosts Engagement: Increases candidate loyalty and return visits.
- Differentiates Platform: Offers unique transparency vs. traditional job boards.

Value for Users:

- Candidates: Clear feedback and real-time updates.
- Recruiters: Easier feedback process, improved candidate experience.

Motivation to Change:

- Candidates: Highly motivated by the need for feedback and transparency.
- Recruiters: Motivated if it enhances branding with minimal effort.

Challenges & Reactions:

- Competitors may attempt to mimic the features, but Jobz’s integrated, holistic approach will make it difficult to replicate.

Napkin Pitch: Cultural Simulation Lab

Big Idea

- Concept Name: Cultural Simulation Lab
- Value Creation- The Cultural Simulation Assessment Lab (CSAL) is a dynamic, game-based environment designed to evaluate both the cultural fit and critical thinking skills of candidates in real-time, interactive scenarios. This tool helps recruiters and hiring managers gain deeper insights into candidates' suitability by immersing them in realistic job situations that test their decision-making and adaptability to company culture
- Why is it a “Big Idea”—why and how does it “wow?” - It “wows” by offering a unique solution by combining the assessment of **critical thinking** and **cultural fit** in one unified experience. It goes beyond traditional interviews by placing candidates in realistic simulations that mimic job-related tasks and high-pressure situations. These immersive simulations showcase how candidates would handle real-world challenges and interact within the company’s culture, providing recruiters with an authentic view of the candidate's compatibility and skill level.

Usability

Who wants this?:

- Recruiters: An objective, data-driven way to assess cultural fit and critical thinking simultaneously, reducing reliance on subjective interviews.
- Candidates: Seek cultural fit before joining.
- Companies & Hiring Managers: Attract aligned candidates, and reduce turnover.

Unmet Needs It Serves:

- Candidates: Get real insight into company culture.
- Companies: Streamlined process, consistent evaluation of candidates, improving the accuracy of hires and saving time on lengthy interview processes. .

Shortcomings & Risks:

- Company Investment: Requires time and resources for cultural content.

Why Might It Fail?:

- Adoption Rates: Companies may avoid content creation; candidates may see it as unnecessary.

Fesability

Does Jobz have the right resources?:

- Current Assets: Skilled technical team in AI and immersive experiences.
- Needed Resources: UX Design Team - For intuitive simulation experiences & Data Security Experts - To secure sensitive information

Unique Capabilities:

- AI Technology: Creates engaging virtual environments.
- Content Creation: Collaboration with companies for cultural content.

Partners Required:

- Content Creators: To produce day-in-the-life videos.
- Company Collaboration: For data and insights for AI.

Sustaining Advantage:

- Regular updates and customization keep the feature relevant; strong company partnerships reinforce Jobz's market position.



Viability

Value for Jobz:

- Brand Differentiation: Positions Jobz as an innovator in job matching.
- Higher Retention: Lowers turnover, making Jobz a key recruitment partner.

Value for Users:

- Candidates: Gain confidence and excitement about roles.
- Companies: Attract and retain culturally aligned talent.

Competitive Edge:

- Few competitors offer cultural simulations; others rely on basic job info.

Motivation to Change:

- High for Candidates: Want to understand culture before deciding.
- Adoption Challenge for Companies: May need proof of ROI, aided by case studies and metrics.

Napkin Pitch: Holistic Candidate Assessment System

Big Idea

- Concept Name: Holistic Candidate Assessment System
- Value Creation- This system reduces application volume and increases candidate quality by requiring candidates to engage in a meaningful assessment process before applying. It includes watching video job descriptions and completing questions that test their understanding, skills, and behaviors. The result is a rich, holistic profile that combines traditional resumes with insights into a candidate's capabilities and interest level.
- Why is it a “Big Idea”—why and how does it “wow?” - It “wows” by transforming the hiring process from a transactional experience into an engaging, informative journey for both candidates and recruiters. It uses a multi-layered assessment approach to give recruiters a deeper understanding of applicants, beyond what's on paper. This innovation addresses the pressing issue of low-intent applications, making hiring more efficient and effective.



Usability

Who wants this?:

- Recruiters: Save time by filtering out low-intent candidates.
- Candidates: Gain a fair and engaging application experience.
- Companies: Attract well-informed, quality applicants.

Unmet Needs It Serves:

- Reduces irrelevant applications for recruiters.
- Gives candidates a platform to showcase their strengths beyond a resume.

Shortcomings & Risks:

- Candidate Fatigue: The process may deter some applicants.
- Complexity: Customizing assessments for different roles require additional resources.

Why Might It Fail?:

- If candidates find it too burdensome or if the technology is not seamless, adoption may suffer.

Fesability

Does Jobz have the right resources?:

- Current Assets: Existing AI and video tech.
- Needed Resources: Advanced video infrastructure and behavioral science expertise.

Unique Capabilities:

- Jobz's integration of AI and user-friendly design positions it to deliver this effectively.

Partners Required:

- Content creators and assessment specialists.

Sustaining Advantage:

- Continuous updates, exclusive company content, and advanced analytics.

Viability

Value for Jobz:

- Differentiates the platform, attracting premium clients and boosting engagement.

Value for Users:

- Recruiters see improved efficiency; candidates have a more rewarding experience.

Competitive Edge:

- Unlike traditional ATS systems, this provides a fully integrated and engaging assessment experience.

Motivation to Change:

- High for recruiters; candidates need to see the benefit clearly to stay engaged.

Challenges & Reactions:

- Competitors may try to replicate, but Jobz's cohesive approach makes it hard to match

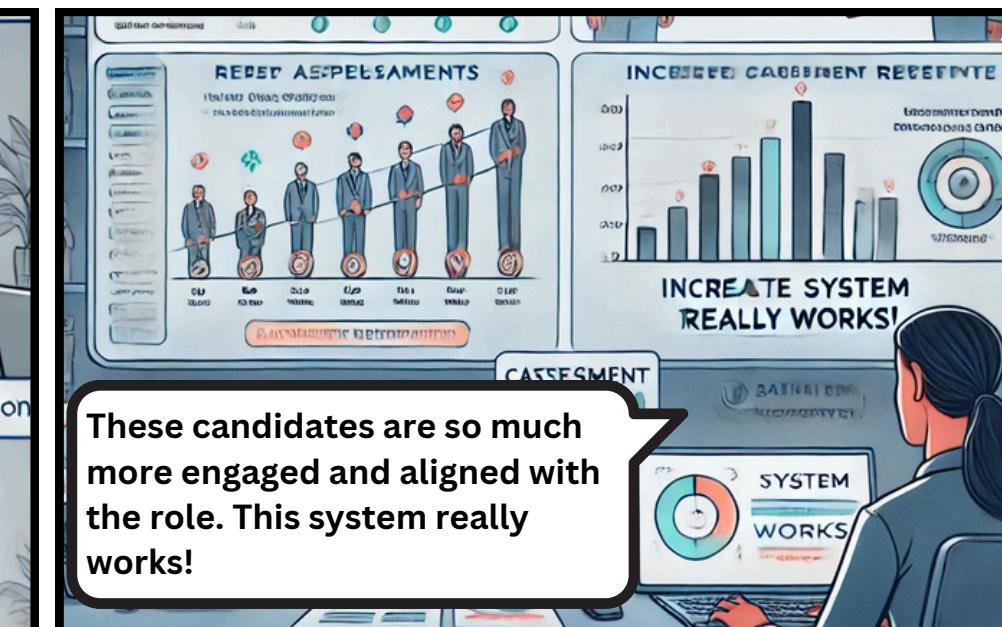
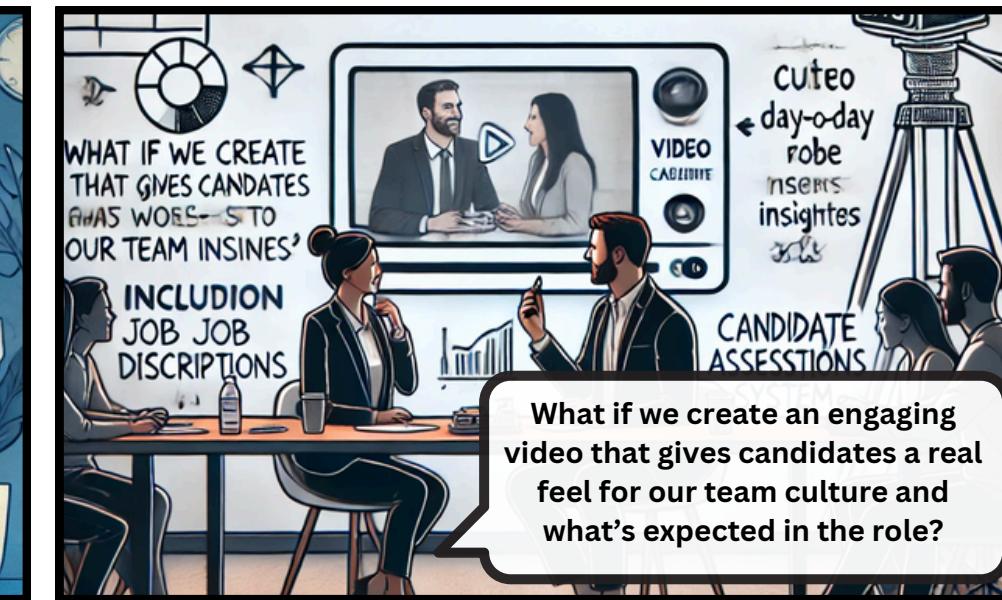
Storyboard: Holistic Candidate Assessment System

TITLE Storyboard for Candidate Assessment Tool

PAGE 1 OF 2

NAME Team 5_ThinkForge

DATE Nov 10,2024



Storyboard: Holistic Candidate Assessment System

TITLE Storyboard for Candidate Assessment Tool

PAGE 2 OF 2

NAME Team 5_ThinkForge

DATE Nov 10,2024



Storyboard: JOBZ Path

TITLE Storyboard for **JOBZ Path**

PAGE 1 OF 1

NAME Team 5_ThinkForge

DATE Nov 10,2024



Business Model Canvas

Jobz Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<ul style="list-style-type: none">HR Tech Platforms: Integrations with other tools.Recruitment Agencies: Co-marketing and collaboration to reach more clients.Industry Organizations: Partnerships with HR associations for thought leadership and visibility.	<ul style="list-style-type: none">Product DevelopmentSales and MarketingCustomer SupportMarket Research	<ul style="list-style-type: none">Efficiency in Hiring: Tools to streamline the recruitment process, reducing time-to-hire and administrative burden.AI-Driven Candidate Assessments: Ensure the best fit between candidates and roles, improving employee retention.Enhanced Employer Branding: Tools for creating job postings that attract high-quality talent.Data-Driven Insights: Analytics to help recruiters and hiring managers refine their strategies.	<p>What relationships will you establish with each customer segment?</p> <ul style="list-style-type: none">Personalized supportDirect and honest feedback	<ul style="list-style-type: none">Recruitment Agencies: High-volume hiring needs, requiring efficient workflows and advanced candidate evaluation tools.Large Enterprises: Structured hiring processes and a need for reducing turnover.SMEs: Limited HR resources, looking for cost-effective recruitment solutions.Niche Industries: Sectors with specialized recruitment needs (e.g., tech, healthcare).
Key Resources		Channels		
<ul style="list-style-type: none">TechnologyHuman ResourcesCustomer DataBrand Reputation		<ul style="list-style-type: none">Direct SalesPartnershipsContent MarketingIndustry EventsDigital Advertising		
Cost Structure		Revenue Streams		
<ol style="list-style-type: none">Technology Development: Costs for building and maintaining the platform, including AI and cloud infrastructure.Sales and Marketing: Salaries for the sales team, ad spend, and event sponsorships.Customer Support: Staff and resources for onboarding, training, and ongoing support.Operational Costs: Servers, software licensing, and general business expenses.		<ol style="list-style-type: none">Subscription Packages:<ul style="list-style-type: none">Starter Package: Basic features for SMEs.Pro Package: Advanced tools for mid-sized enterprises.Enterprise Package: Full-suite offerings for large organizations.Custom Solutions: Tailored integrations or additional features for enterprise clients at a premium.Analytics Services: Advanced insights and reporting tools available as an add-on.Training & Support: Paid training sessions and premium support packages.		

B2B GO-TO-MARKET STRATEGY FOR JOBZ

• Develop the Value Proposition

Position Jobz as the ultimate recruitment solution that:

- Streamlines Hiring Processes: Reduces time-to-hire and manual workload for recruiters.
- Improves Candidate Fit: AI-powered assessments ensure candidates align with the role and company culture.
- Enhances Employer Branding: Attention-grabbing job postings attract high-quality candidates.
- Reduces Turnover Rates: Improves retention through better initial matches.

• Ideal Buyer Persona

- Title: HR Directors, Senior Recruiters, Talent Acquisition Managers.
- Pain Points:
 - High recruitment costs.
 - Long hiring timelines.
 - Difficulty in attracting and retaining talent.
 - Inconsistent evaluation of candidates.
- Goals:
 - Efficient recruitment workflows.
 - Tools to evaluate and hire candidates who match the company culture and role requirements.

• Primary Segments:

1. Recruitment Agencies: Agencies managing high volumes of hiring, looking for efficient tools to evaluate candidates.
2. Large Enterprises: Companies with a structured hiring process needing tools to reduce turnover and improve role-candidate alignment.
3. SMEs in Growth Mode: Small-to-medium enterprises with limited HR resources, looking to optimize hiring processes without large investments.

