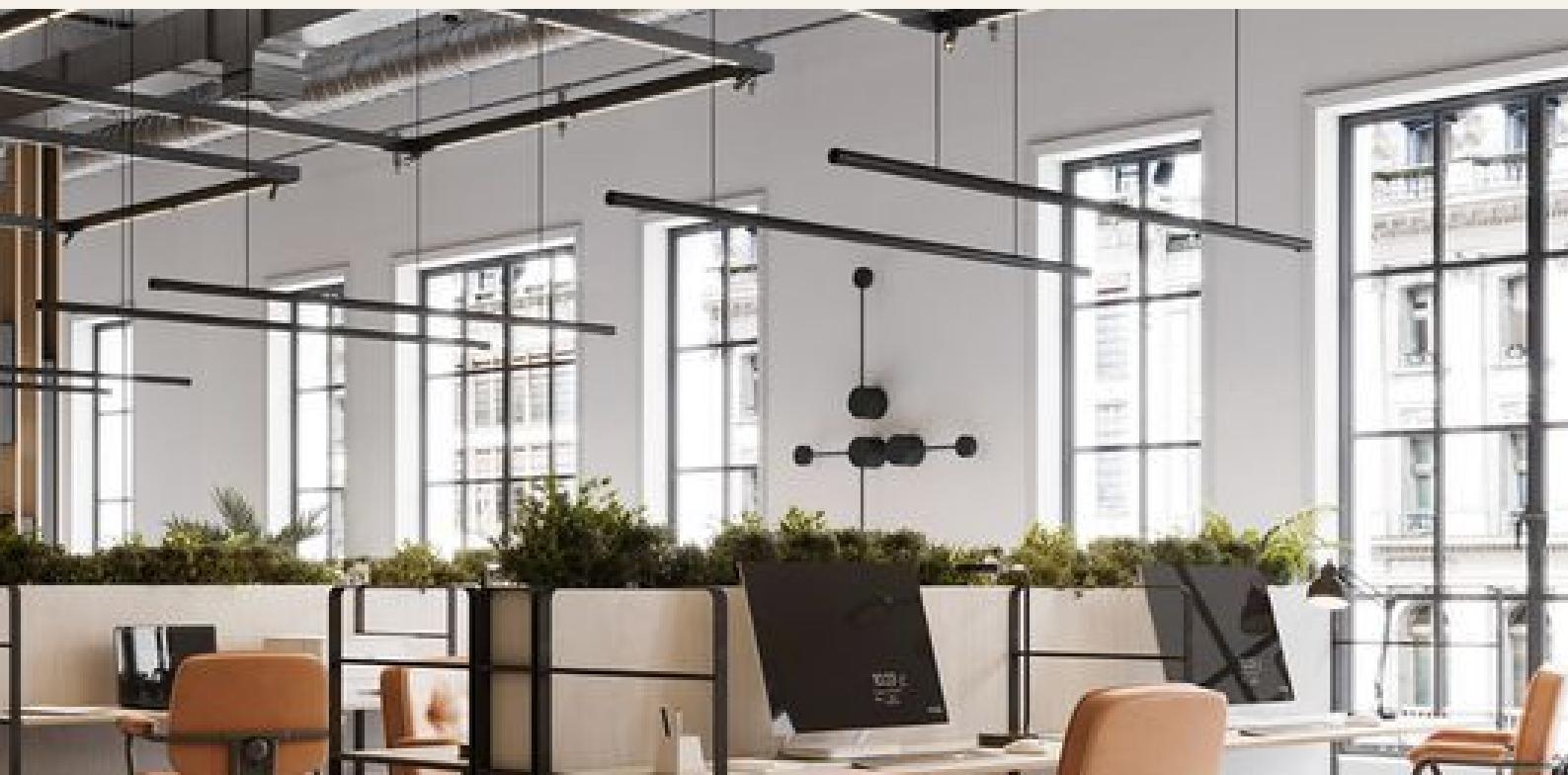


# Confido

## CONCEPT DOCUMENT



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BY HORIZON STUDIO

# Introduction

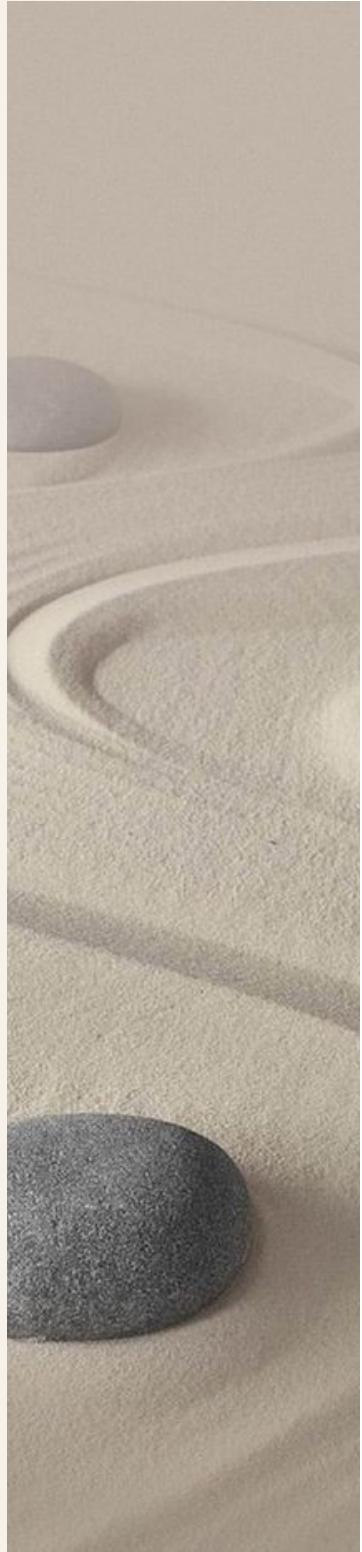
During the research phase, we reviewed many problems that came to our mind and there was one that stood out the most. It was about how students and recently graduates had problems with finding jobs related to their fields of study.

## Taking Action

After doing some research on this topic, we saw that people felt like they weren't prepared for the job, most of them looked for jobs based on their reference from friends whom they could trust.

We've realized, based on the research, that people tend to go work somewhere familiar. They were afraid to go look for jobs in the "wild". We agreed as a group that we want to solve this issue.

So, we conducted more research....

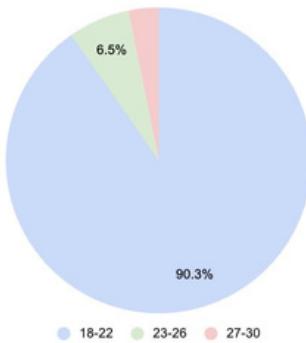


# Our target group



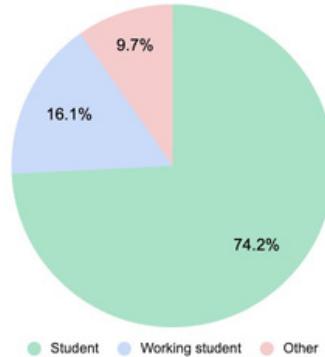
1.

Age of respondents (y/o)



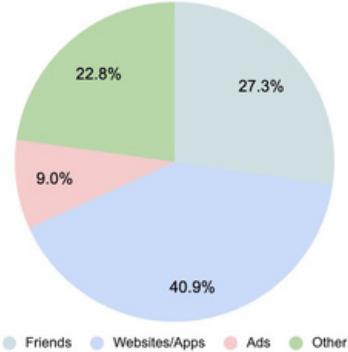
2.

Occupation



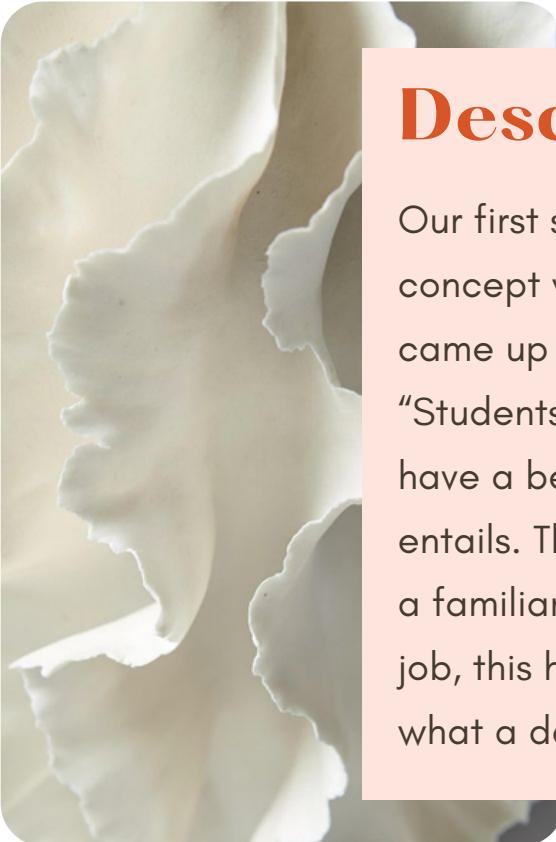
3.

How did they find their job



“

The target group for Confido is going to be students or graduates that are searching for their first job. What we found out is that most people that apply for a job early in their career feel underprepared for their job.



# Describing the context

Our first step in conducting and concluding this concept was to come up with a problem, and we came up with this problem statement.

"Students and recently graduated students need to have a better understanding of what their job entails. They prefer getting a recommendation from a familiar or trusted source before applying for a job, this helps them have a more accurate vision of what a day at the job is like, not only the good parts.

We started conducting the first phase of the research, conducting surveys and interviews. After the analysis of the research we came up with personas that are describing the usual users.



## Information about the jobs

I expected to do easy labor, talking around a bit, but then I had to do 10 times as much. And in the restaurant it was pretty easy, but started to get harder as I needed to do every task.

## Jack White

19 • Waiter • Helper at elderly home

### Motivations

SELF-DEVELOPMENT	*	*	*	*
PERSONALIZATION	*	*	*	*
SOCIAL	*	*	*	

### Satisfactions from the job

- fun to work with the employees
- likes to help elderly people

### Pain Points from the job

- undetailed work description
- work gets more after a period of time

### Frequently Used Apps



# Competitor analysis

## 1. LinkedIn

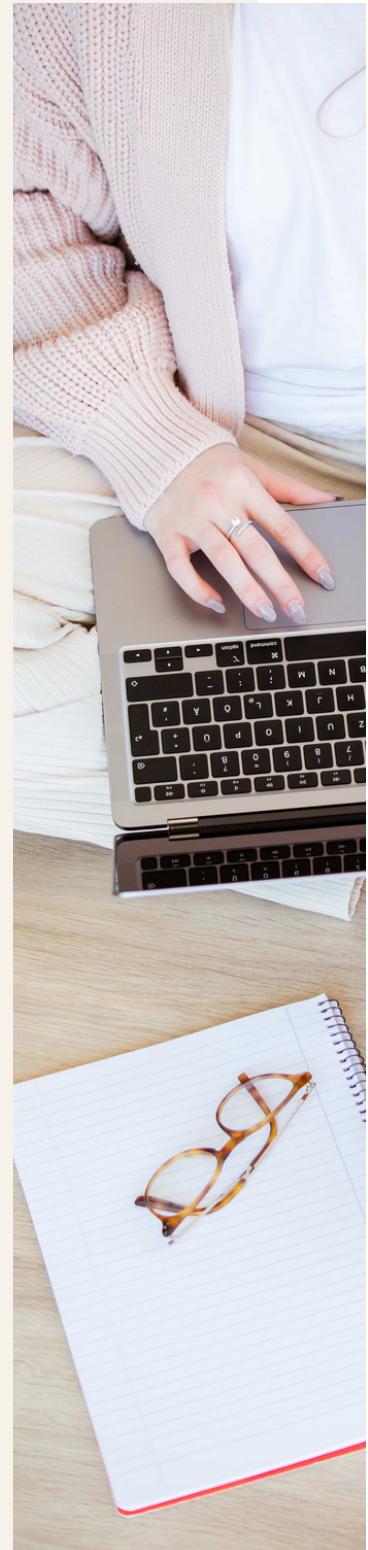
- LinkedIn is one of the most popular social media sites in the world today and it calls itself “the world’s largest professional network.” Given its more formal and professional image, a LinkedIn strategy can differ greatly from that of other social media sites.

Pro's:

- Easily Expand Your Network
- LinkedIn has over 830 million users in more than 200 countries and territories across the globe, so it is very easy to expand your business, or find someone who looks for a job.
- Professional Environment
- Most LinkedIn users are either professionals or aspiring professionals. Because of this, you can apply a slightly more direct approach and you can find people that actually need you.
- Improves Your SEO
- Personal branding is also extremely helpful via LinkedIn, as Google often ranks this near the top, which helps you dominate the search results.

Cons:

- It Can Be Hard to Get Noticed
  - Because of the great number of people using the app, it is very hard for students without experience to get noticed in important jobs.
- Less personal
  - Its focus is set on businesses and professionals networking and connecting. This means that once again that because most of its users are coming from the same angle, you can be less personal.
- Less interactive and friendly
  - Because of its professional look, it is less interactive or friendly and students looking for a first job might get discouraged or afraid to apply for jobs.



# Competitor analysis

## 2. Indeed

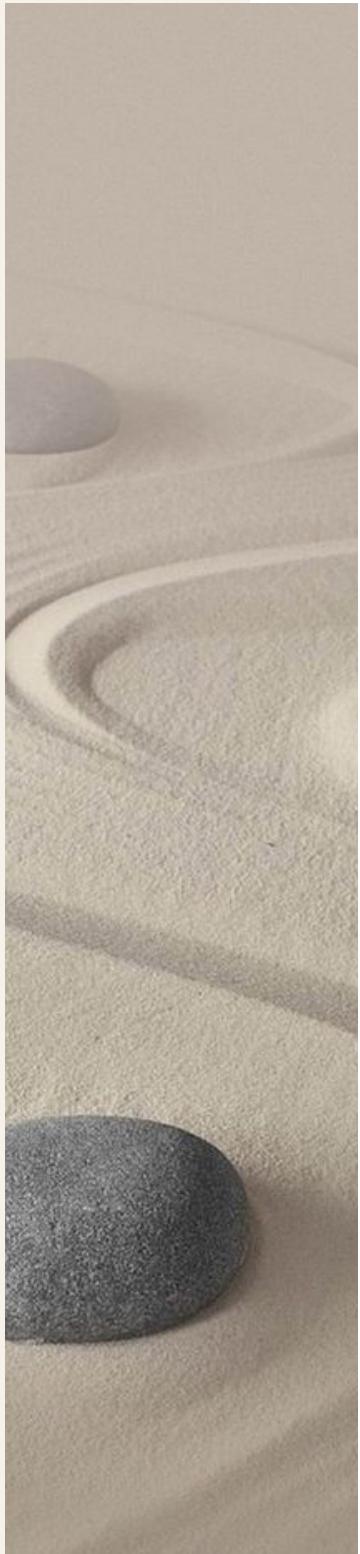
- Indeed and glassdoor, both merged in 2018. They are a free job searching engine where users can search for any job they want and apply for them. Usually targeted at mid-sized companies that can pay for sponsored job listings.

Pro's:

- It offers insight into millions of ratings and reviews
  - You can get millions of peoples opinion on multiple job positions
- Great customer service
  - Lets you know by an email on what new job offerings are there available with your preferences
- Easy large scale hiring
  - They are one of the biggest job searching engines available out there
- Helps you build resumes
  - Glassdoors tool for making resumes works great for both the user and easier for the company to read

Cons:

- Complex navigation
  - The platform doesn't show an aesthetic design, they go for more of a business professional design with a complex navigation system
- Almost no exclusive features
  - Indeed only has basic features any job search engine would have
- Design is the same as most job search engines
  - The design is nothing innovative, they took the safe and already known aspect of a job search engine



# What are we going to do differently

## Friendlier and more trustworthy design

First and foremost, we are going to create a friendlier design than most of the popular job searching platforms, to help bring comfort and trust to the customers.

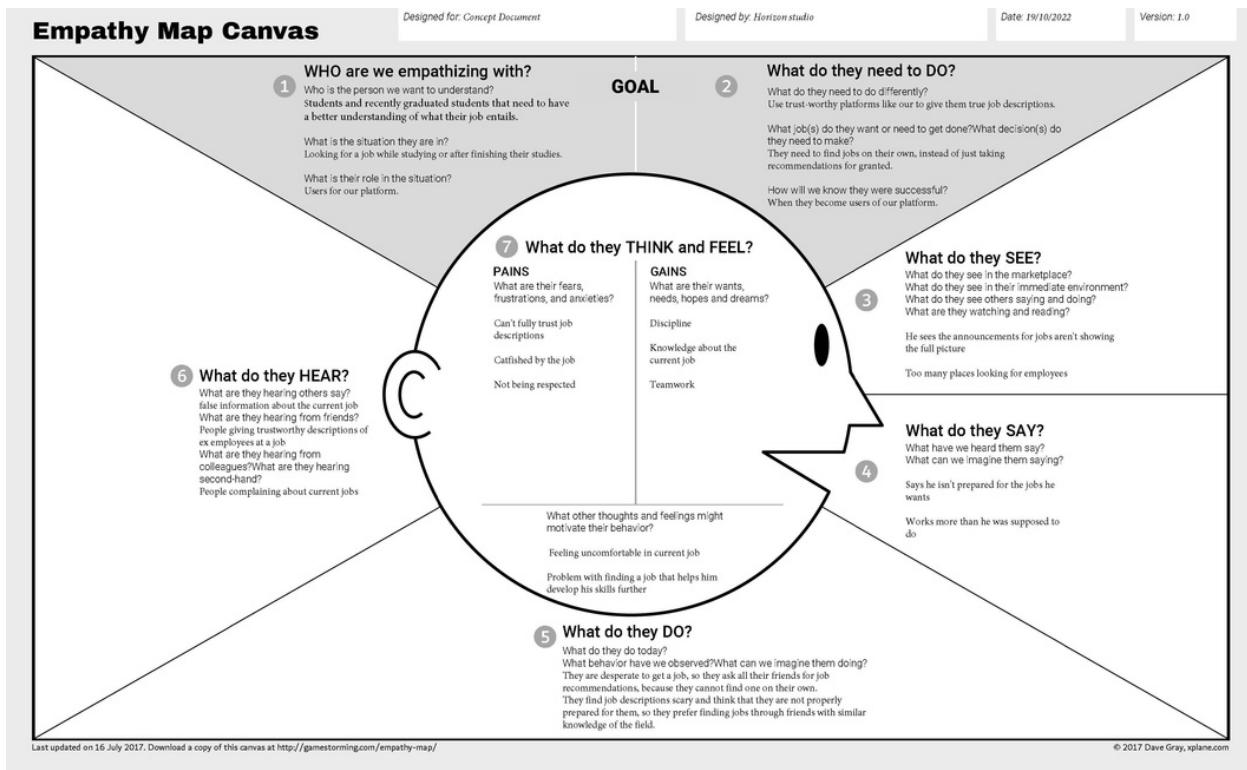
We will do this by having a less professional color palette, this will be more inviting to the users, bringing comfort in their experience.

## Simpler user flow

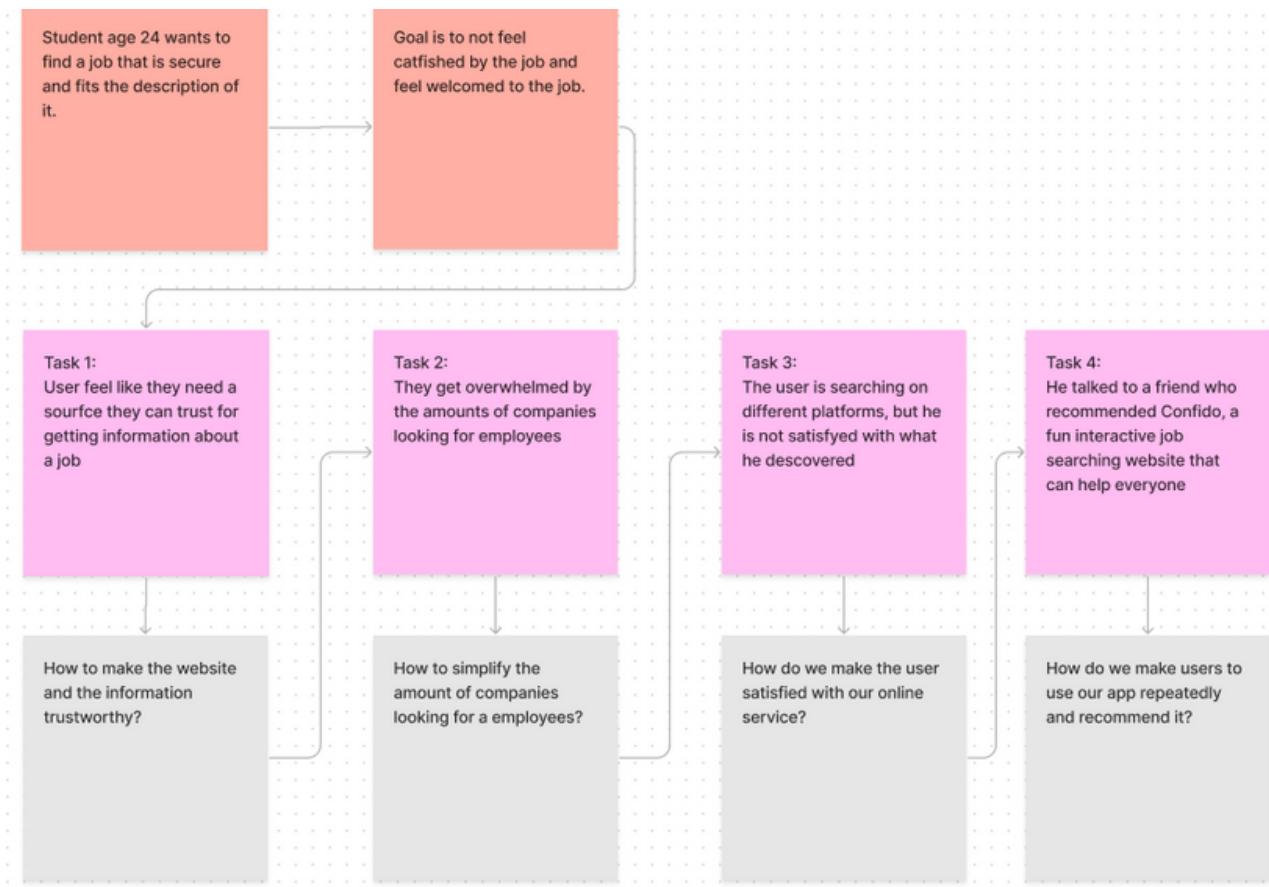
We are trying to create an easy to follow user flow for the customers, very linear and repetitive. We'll do this by having the option to go through jobs really easily and by just accepting or declining them after you've read the information.

This also works for the companies, it will be easy for them to go through applications and accept or decline the future employees.

# Empathy map



## User scenario



# How might we questions and user point of view

- How might we describe the job more accurately to the employees?
  - Give them a video preview of what a day in a job is like
- How might we make the applicant aware of a job opportunity?
  - Tell them about the possible job opportunities for their interests
- How might we make the job application more interactive?
  - A tinder like a method in which you only see one job opportunity at a time
  - A chat between the company and the user
  - Swiping to match with jobs
  - Interactive video
- How might we differentiate from the usual job application forms?
  - We show one job opportunity by one, this gives a more relaxed feeling than getting hundreds of job opportunities on a page with different requirements
  - We give the user the ability not to feel rejected by what he applies to
- How might we give them the opportunity to experience their future jobs?
  - We give an interactive video in which we explain a day in the job from another worker at their position

User	Needs	Insights
Students or recently graduated students looking for a change in their field of work	Need trust, and a better understanding of their future job and their opportunities in the specific domain	The user prefers to work in a familiar environment (for example, where someone he knows or trusts recommended). They would also want a good description of the job and what they are supposed to do.

## POV's

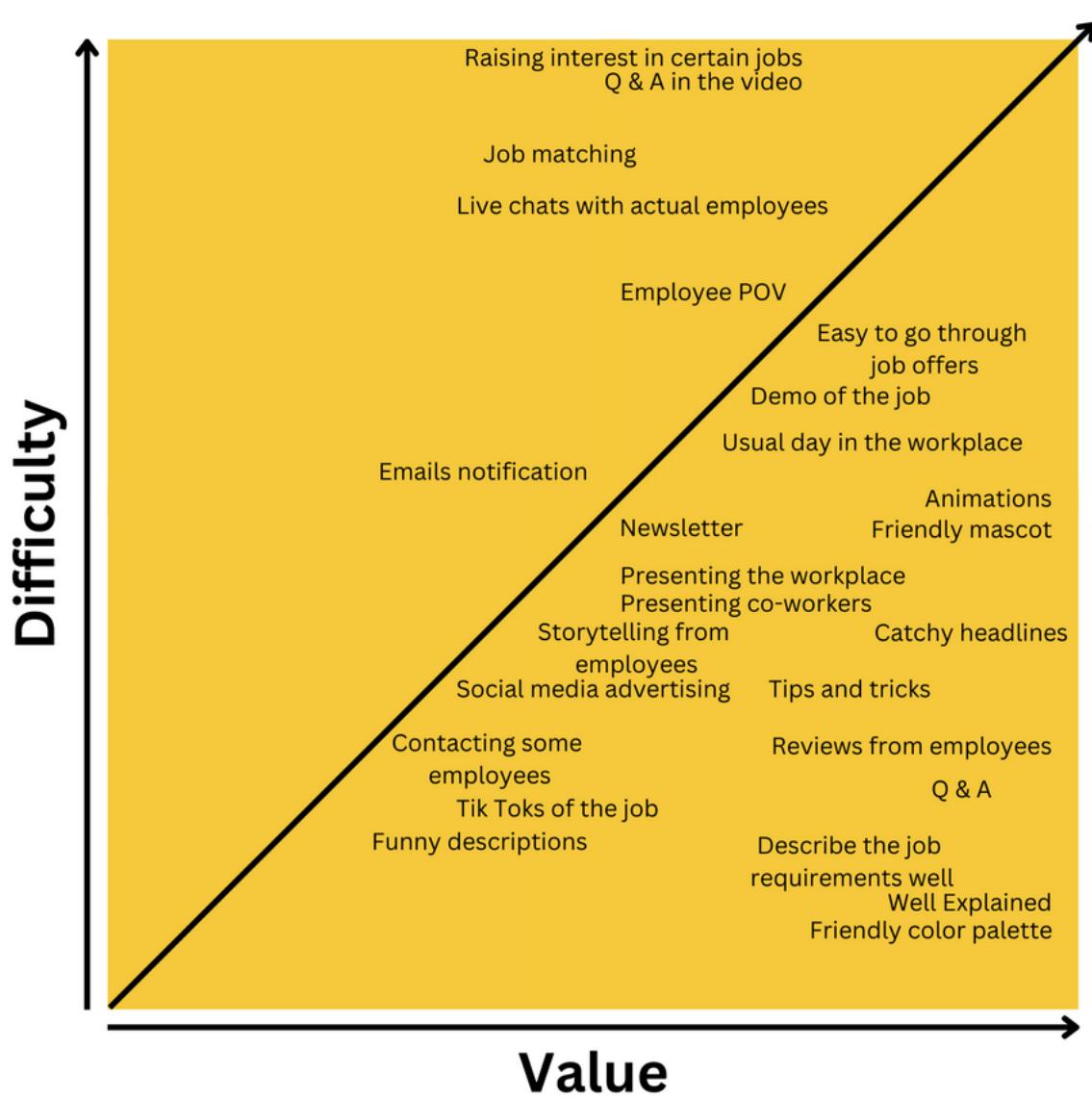
Students need to receive a detailed and more interactive job description, in order to build a connection when job hunting, because this sparks their interest and makes them more likely to apply, especially if they are inspired to work in a fun and trustworthy environment.

# Lotus blossom

Demo of the job	Q & A	Employee POV	Job looks for you	Job matching	Interactive ads	Emails	Phone notifications	Message when job matched
Presenting co-workers	Interactive video	Tips and tricks	TikTok	Creative way of looking for jobs	Social media advertising	Newsletter	Notifying the user about new jobs	
Friendly video	Presenting the workplace	Tik Toks of the job						
▾			Interactive video	Creative way of looking for jobs	Notifying the user about new jobs	Friendly color palette	Simple but fun	Animations
				Satisfying future employees	Make an friendly design	Catchy headlines	Make an friendly design	Friendly mascot
			Make it familiar, trustworthy	Experiencing the job digitally	Differentiate from the usual applications	Funny descriptions	Well Explained	
Lower the chance of being catfished	Storytelling from employees	Reviews from employees	Interactive videos	Employee POV	Usual day in the workplace	Friendly mascot	Employee POV	Usual day in the workplace
Contacting some employees	Make it familiar, trustworthy	It's easier for users to go through multiple job offers	Tik toks of the job	Experiencing the job digitally	Live chats with actual employees	Funny descriptions	Differentiate from the usual applications	Demo of the job
Demo of the job	Raising interest in certain jobs	User's choice	Describe the job requirements well	Easy to go through job offers	Storytelling from employees	Catches user's attention better	Live chats with actual employees	Easy to go through job offers

We have applied the lotus blossom technique to get more ideas and solutions to our project. This has brought us many good features that we've analyzed with the following value map:

# Value mapping



We decided to use a value map to rate which ideas we should implement on the first iteration of Confido. We used this method because it helps us measure how important and how difficult certain aspects of the project will be. This way we can calculate how much time to give for each of them, and remove the ones that don't add much importance to our project.

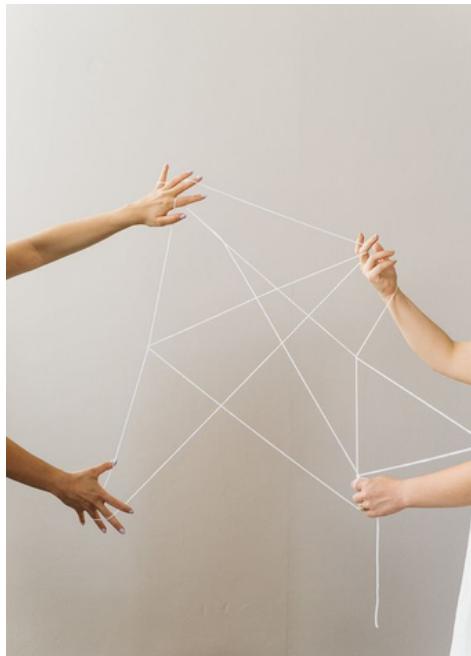
# MuSCoW Method



After creating the value map for our features, we've used the MuSCoW Method to sort our priorities for the features. We wanted to get a better understanding of what we must have, what we should have and could and also what we won't be needing.

# Our concept, goals

Students and recently graduated students need to have a better understanding of what their job entails. They prefer getting a recommendation from a familiar or trusted source before applying for a job, this helps them have a more accurate vision of what a day at the job is like, not only the good parts.



# Our solution

Confido would be our solution to this problem. Confido will be a service that revolutionizes the job searching market, by making getting a job as simple as swiping right. Furthermore, the thing that is going to make Confido stand out is the fact that we are going to feature a summary of the day in the job to provide users with a better understanding of the job they are enlisting for.

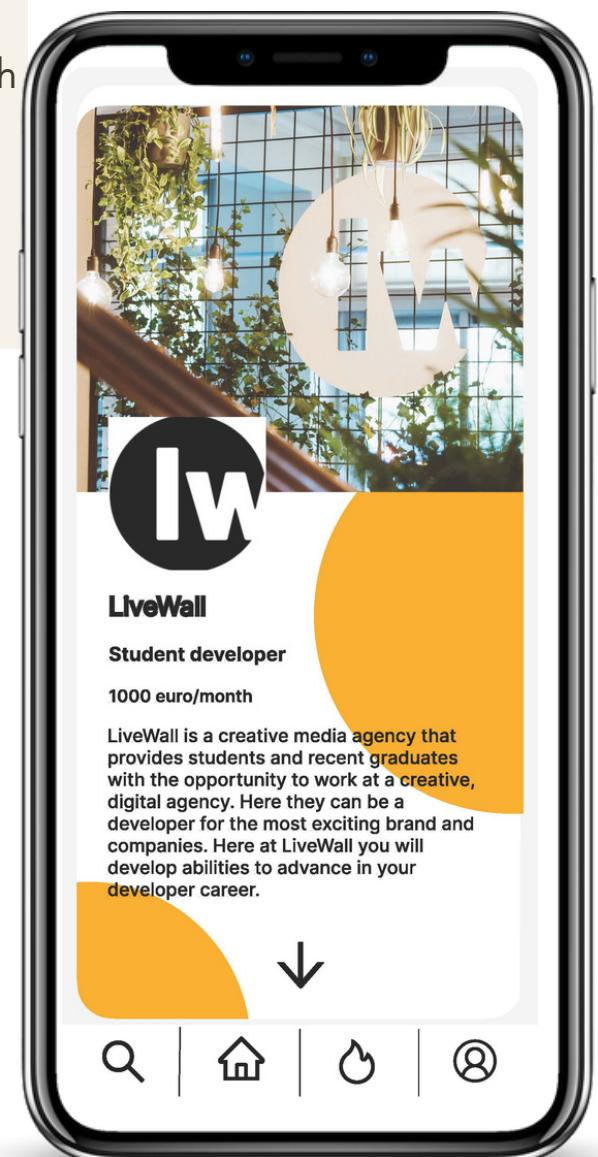
Furthermore, the thing that is going to make Confido stand out is the fact that we are going to feature a summary of the day in the job to provide users with a better understanding of the job they are enlisting for. The fusion of those 2 features is going to result in a job-searching platform that has not been seen before.

Our main goals for Confido are to create a better environment for the job searching field, make job searching a less boring task and stop people from getting catfished by their jobs. This website can help a lot of people with only a swipe. The concept of the app is to make job applications easier, funnier and more accessible to people. Our goals are to help our target audience to find a job without problems, without stress and the feeling of not being worthy enough to apply. Making the website user-friendly and giving people

# Visualization of confido



This is the low-fi wireframe, It consists of 8 pages. We use this to get a more accurate estimation of what each page needs to be completed, and what features will each page have. We have also created a sketch for a small representation of how the product will look in the end, to help LiveWall visualize our idea better.



# Feedback from customers and experts on our concept

## Week 1

In the first weeks we just got the chance to have the first talk about the project, we clarified some things we were doubting about. As a team, we discussed some things related to organization, like when we are going to have the weekly meeting, and we decided that Friday is a good day. We had only one meeting and each one had to come up with research and some ideas. As we discussed in the class with the project teacher, he gave us a piece of good advice, to start doing research for each category and then come up with some problems, without finding the final solution. Having this talk helped us clarify our thoughts and the next steps in developing our project. Also, we started with the debriefing document and we are doing real progress in finding the best concept.

## Week 2

Then the next feedback session with our teachers, we concluded that we have been following the wrong approach. What we found out is that we need to search for problems first, then do research, and then converge on one main problem. And after this process, we should come up with multiple solutions for the problem and after considering all of them by validating them with research we can conclude the idea we are going to proceed with.





# Feedback from customers and experts on our concept

## Week 3

In the next discussion we had today, we presented the main concept for the project after finishing the primary research. After concluding the final analysis we ideated more and we used the lotus blossom method for a much clear concept. We also used the “how might we” method and the pov for a better understanding of the concept. The next step is to go further in-depth into the problem and prepare for the pitch.

## Week 4

The last feedback before the pitch we presented the whole concept and the ideas for the pitch, getting the advice of making a value mapping and a mood board to express our concept in a visual form. Both teachers were happy with our progress, giving us a boost of confidence. We are also working on the team website. Also, for the pitch, we are planning on telling LiveWall what we can achieve, the potential of the project and how we might be able to expand.

# Feedback from customers and experts on our concept

## Week 6

After the pitch when we had to present our concept to our teachers, colleagues and the people from LiveWall. As a result of our hard work, we had the opportunity to learn a lot and we gathered a lot of feedback. We can assume that we did a good job because most of the feedback was positive and we got everyone invested in our ideas and the presentation was good. We were advised to work more on the presenting part, we are going to follow the advice in the future presentations. One of the other tips that we got is to keep our work original and make them fun. This feedback was gathered during the pitch. After the pitch our teachers were pleased with what we did, they advised us to keep our concept clean, without comparing it to something that is not what we want. As a team, we are happy with what we achieved until now.

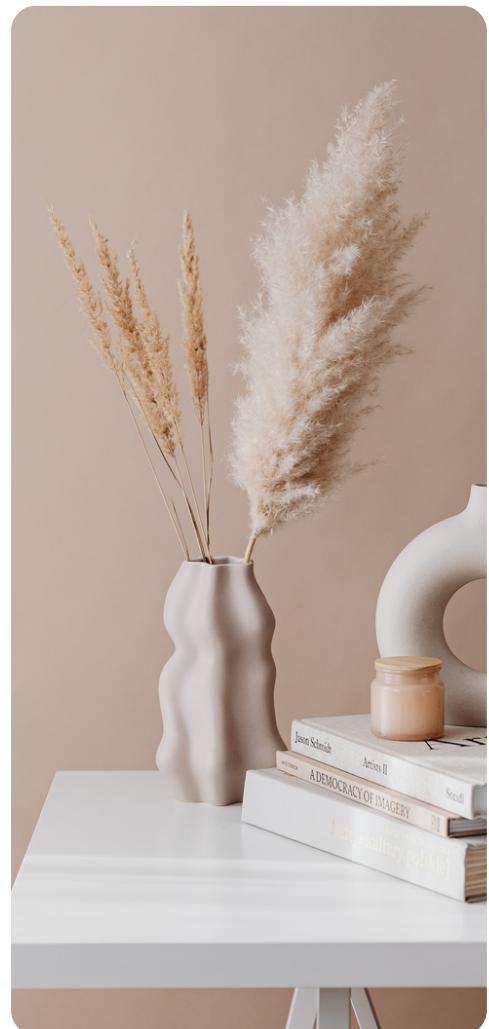


# Why our concept meets the briefing

The concept meets the briefing because LiveWall is a digital agency that specializes in the innovation of creative technology. The goal of LiveWall is to make users feel more comfortable while using technology. And that is our end goal as well. We chose the Work at the case which is essentially making a fun and interactive concept in the working industry. We want to create a concept that is unique and revolutionizes finding a job. After the research, we found that job's descriptions aren't as accurate and people end up doing more than they are used to. We aim to fix this with our innovative ideas.

## Our plans for iteration

- Hi-fi prototype
- With feedback and versions and testing
- More research (gain better insight on the service)
- Static website
- Record company material
- Create logo
- Actual website and design
- Record company material
- Make swiping
- Login System
- Connection (profile connection with recommendations)
- Interactive video
- Cleanup
- Testing
- Final presentation



## Concluding remarks

After completing the research and ideation phase of our project, we came up with Confido which will be a service that revolutionizes the job searching market. We can confidently say that we reached a point where we have created a real concept based on backed-up research which gives us a solid foundation for improving and creating a product that can solve the student's and recent graduates' situation. Throughout the research phase, we gathered a lot of feedback that can bring a significant impact on the design phase.

Thank you!