

User Survey Findings

LifeBeyond

Team 02

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Summary

Date of Report: October 26, 2024

Date of Interview(s): October 2, 2024 - November 13, 2024

Date: November 13, 2024

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Who we interviewed / surveyed

Audience Type		Primary Device	
Non-Profit Manager	2	Desktop	4
Case Manager	1	Mobile	
Rehabilitation Worker	1	Laptop	
TOTAL (participants)	4	TOTAL (participants)	4

Age	
18-25	0
26-39	2
40-59	2
TOTAL (participants)	4

Secondary Research

For secondary research we collected information from online articles and reports to fill in the gaps from our primary research mostly regarding user experience recommendations for job-search platforms and elements or tools ex-offenders need to support their job-searching efforts.

Description

1. The UX of Online Job Searching Websites & Apps |

<https://measuringu.com/ux-jobsearching/>

Analyzes user experience aspects of job search platforms, offering insights into design improvements.

2. Online Recruitment Technology Market | Forecast Report [2030] |

<https://www.fortunebusinessinsights.com/online-recruitment-market-103730>

Offers insights into the evolution of online recruitment technologies, which can inform the development of user-friendly job placement platforms.

3. Making Desistance Recognizable: How Ex-Offenders Can Signal Their Rehabilitation

| <https://academic.oup.com/bjc/article/63/5/1274/6974683?login=true>

Explores strategies ex-offenders can use to demonstrate their rehabilitation to potential employers.

Findings

1. The UX of Online Job Searching Websites & Apps

Intuitive Navigation

- Simple, clear navigation paths are essential for reducing user confusion and ensuring a seamless experience.
- Users prefer easy-to-locate job categories, search options, and clear signposts for each step in the application process.

Clear, Relevant Search Filters

- Effective filtering options allow users to narrow down job searches by location, experience level, job type, and other specific criteria.

- Adding more targeted filters, such as “no criminal background check” or “entry-level roles,” could be beneficial for ex-offender employment platforms.

Easy Account Setup and Login

- Users appreciate streamlined account creation that requires minimal information initially, with options to add more details later.
- Complicated or lengthy registration processes deter users; providing single sign-on options (e.g., Google or LinkedIn) can enhance usability.
- Secure but simplified login methods (e.g., two-factor authentication with mobile) help users avoid common frustrations while maintaining privacy.

Responsive and Mobile-Friendly Design

- A mobile-responsive design ensures users can access the platform seamlessly across devices, especially as many job seekers use mobile devices for on-the-go searches.
- Clear call-to-action buttons and optimized loading speeds improve usability on mobile interfaces.

Clear Job Descriptions and Application Status Updates

- Job descriptions should be clear and comprehensive, specifying required skills, pay range, location, and job expectations.
- Real-time application status updates (e.g., “In Review,” “Interview Scheduled”) keep users informed and engaged with the application process.

2. Online Recruitment Technology Market | Forecast Report [2030]

AI-Driven Job Matching

- Artificial intelligence is increasingly used to match candidates with jobs based on their skills, experience, and past job preferences, enhancing relevance and personalization in job recommendations.
- Machine learning algorithms can assess a user’s profile and suggest jobs that fit not only their qualifications but also their expressed interests and career goals.

Customizable Job Filters and Alerts

- Job seekers benefit from customizable filters, allowing them to set preferences for specific industries, salary ranges, or job types.

- Automatic job alerts based on these filters keep candidates updated on new openings without needing to actively search, reducing the time needed to find relevant positions.

Mobile Optimization and Cross-Platform Accessibility

- Platforms are increasingly optimized for mobile users, as mobile job searching is on the rise.
- Features like saved searches, one-click apply options, and easy mobile navigation help users continue job searches across devices, enabling more consistent engagement.

Integrated Communication Tools

- In-app messaging or integrated email notifications allow direct communication between employers and job seekers, improving response times and making the process smoother.
- Chatbots and automated FAQ sections are becoming common, assisting users with quick answers to common questions and reducing dependency on human support.

Data Analytics for Performance Tracking

- Recruitment platforms leverage analytics to track key performance indicators, such as user engagement, job application success rates, and employer interactions.
- Data-driven insights help platforms adjust their features, ensuring continuous improvements based on user behavior patterns.

3. Making Desistance Recognizable: How Ex-Offenders Can Signal Their Rehabilitation

Importance of Certifications and Skills

- Credentials, training certificates, or industry-recognized certifications serve as signals to employers that an ex-offender has taken steps toward rehabilitation and skill development.
- These certifications can be prominently displayed on profiles to emphasize qualifications and readiness for employment.

Value of Stable Social and Professional Networks

- Social connections, such as mentorships or professional affiliations, provide ex-offenders with support and accountability, showcasing their commitment to reintegration.
- Platforms can encourage connections with community resources or networks that demonstrate stability and accountability, reassuring employers of candidates' readiness.

Opportunities for Skill Showcasing

- Portfolios, project samples, or endorsements from previous employers or training institutions allow ex-offenders to demonstrate their practical skills and experience.
- Offering features that allow users to display tangible work or project samples can help in building employer trust.

Profile Customization for Highlighting Personal Growth

- Allowing candidates to share testimonials or personal statements about their rehabilitation journey adds a humanizing element to their profiles.
- Employers often appreciate seeing the story behind the applicant's growth, which can increase empathy and willingness to give second chances.

Rehabilitation Programs as Endorsements

- Partnerships with rehabilitation programs that “endorse” ex-offenders on their job placement profiles can serve as credible references, boosting confidence for both employers and applicants.

Major findings and recommendations

Major Commonalities

- Most respondents prefer receiving job opportunity updates via email.
- Desktop is the most commonly used device for accessing job platforms.
- Many respondents mentioned that job searches are conducted several times a week.

Minor Commonalities

- Some respondents use multiple devices like mobile, laptop, and desktop to access job platforms.
- Regular communication issues between clients and platforms were mentioned.

Major Differences

- Some respondents indicated that job search efforts are left to the client's responsibility, while others actively search for them.
- Frequency of job searches varies widely, from multiple times a week to only a few times every six months.

Pain Points or User Frustrations

- Client difficulties in navigating job platforms or accessing information about their applications.
- Inconsistent updates and lack of clear communication on job postings.
- The complexity of login procedures.

Other Findings

- Case managers and non-profit workers play a key role in facilitating job searches but often feel restricted by platform limitations.
- Clients would benefit from more user-friendly interfaces and real-time job updates.

Action Points and Recommendations

1. Job Application Tracking and Status Updates

- **Feature:** Implement a real-time job application tracking system, allowing both organizations and job seekers to track the progress of their applications.
- **Recommendation:** Provide automatic status updates (e.g., application received, under review, interview scheduled) to keep job seekers and organizations informed.

2. Employer Feedback System

- **Feature:** Enable employers to give feedback on applications, especially if a candidate is not selected.
- **Recommendation:** Encourage employers to offer constructive feedback, helping ex-offenders improve future applications and job prospects.

3. Customized Employer Search

- **Feature:** Allow organizations and individuals to filter employers by openness to hiring ex-offenders, industries, and location.
- **Recommendation:** Offer detailed employer profiles that include their policies, past experiences with hiring ex-offenders, and current job openings.

4. Support for Certification and Skill Development

- **Feature:** Provide information and resources about certifications and training programs that ex-offenders can pursue to meet industry-specific requirements.
- **Recommendation:** Partner with vocational training centers and certification bodies to offer pathways for ex-offenders to gain qualifications needed for specific industries.

5. User-Friendly Job Search Interface

- **Feature:** Ensure the website has a simple, intuitive interface for job seekers and organizations to search for jobs and opportunities.

- **Recommendation:** Include mobile-friendly design for ease of access by organizations and job seekers with limited technology resources.

6. Real-time Job Matching

- **Feature:** Incorporate a job-matching algorithm that connects ex-offenders with jobs that match their skills, location, and certifications.
- **Recommendation:** Continuously refine the algorithm to increase job match accuracy, considering the ex-offender's unique barriers and strengths.

7. Privacy and Data Protection

- **Feature:** Prioritize strong privacy features, ensuring that both employers and job seekers feel secure when sharing sensitive information.
- **Recommendation:** Implement secure login systems and ensure compliance with privacy laws to protect users' personal data.