Jason Ellerbeck’s User Scenarios

Joe’s Scenario:

Joe has decided that it is time to quit his job at McDonalds as he is does not like his job and is not making a lot of money. Joe downloads Next Chapter Job Finder app on his iPhone as he heard from his friends that it is useful in finding a new job for you. Once he downloaded the app, Joe was able to easily log in through his Gmail account. From there, Joe had to finish his profile by filling out his education level and some of his dream jobs.

Since Joe had dropped out of high school because of his depression, he did not have any degrees. He knew this would be a hinderance in finding a good job despite the fact that he had a 4.1 gpa. Joe put his gpa under his profile and hoped that an employer would find this impressive. Under his characteristics, Joe was able to describe himself greatly with the options.

Joe knew that he struggled the most with keeping his mindset positive and actively trying to peruse finding a new job. Due to this, Joe was able to turn on notification settings where he could get updates on how often he was applying for jobs and if anyone was viewing his profile. This encouraged Joe to continue his search via the app as he was reminded and could see his progress.

After a couple of weeks of using the app, Joe was able to find a watchmaker that was looking for an apprentice. Joe sent the watchmaker his resume and messaged him in the app saying that this job looked great. The next day, the watchmaker was able to call Joe as he got his number from his profile where they then set up an interview.

Catherine Halsey’s Scenario:

Catherine Halsey is a 22-year-old Senior studying computer science. She is set to graduate at the end of the semester, but she is getting worried as she does not have a job lined up. She loves learning and has excelled at the school but never went out of her way to get an internship or search for jobs. Knowing that she needs to begin the process Catherine downloads the Next Chapter Job Finder app on her android device.

Catherine is easily able to sign in with her Gmail account where all her basic information is used to create her account. With this, Catherine notices that some of her Gmail contacts also use the app as her friend’s tab suddenly becomes populated. There, she found some of her group members from a huge project they worked on together that won a lot of prizes.

On the same day, Nick, who works for Microsoft gets a notification on his phone saying that one of his friends signed up to Next Chapter Job Finder. He goes and launches the app to see that Catherine has joined. He gets to her profile where he can see that she is currently looking for a job. Knowing that she was one of the smartest people he ever worked with Nick sent Catherine a message saying hi and asking if she would like him to put in a good word at Microsoft.

After talking with Nick, Catherine woke up the next morning to a new request on her phone. The notification stated that someone was interested in hiring her and saw that it came from the official Microsoft account. From there, Catherine was able to easily send he resume to Microsoft and soon got in contact to set up an interview.

Michael Hershey’s Scenario:

Michael Hershey is a 54-year-old man who had never worked a day in his life and had recently graduated from Penn State University with a culinary arts degree. Michael had been interviewing with a lot of companies but none of them ever hired him. He went back to Penn State’s hiring department to try to get help where they introduced him to Next Chapter Job Finder.

Michael did not have a smart phone but he was able to create a profile on his laptop for Next Chapter Job Finder. From there he looked around and found a section containing resume and interviewing tips. After visiting this section, Michael learned how to spice up his resume and make it look professional.

Before his next interview, Michael decided to take a look at some interviewing tips. He was able to find information about etiquette and how to be professional. Additionally, he found a section that mentioned to be honest about your work experience and do not try to hide anything. Michael realized this is why interviews in the past went so poorly because never wanted to explain why he never had a job in his life.

After learning about these tips, Michael was able to ace the interview and ultimately got hired at his dream job working as a pastry chef.