

- looked for opportunity w/in communication

- consider job when moving

- fear of the unknown

- job listing huge → can't fit in - felt like considered

- both expressed desire for being led on in

the interview

- happy to be in a new position

User interview Overlaps

Key Attributes

②

- Ambitious + career driven

- Feels comfortable + capable @ current job

- Craves chance to prove her self burned in past by bad recruiting techniques

- LAURA WANTS TO PROVE TO HERSELF THAT SHE CAN TAKE ON + THRIVE W/ MORE RESPONSIBILITY

- HER CURRENT JOB IS FINE, BUT WANTS CHANCE TO ADD SKILLS

- SMALL ~~POMO~~, BIG Fish

- what can i do?

- recruiters don't find b/c not searching + skills aren't 1-1 match

- hesitation on comfort + security in pb

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Key Attributes

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- Ambitious + career driven
- Feels comfortable + capable @ current job
- Craves chance to prove herself
burned in past by bad recruiting techniques

Both ~~Laura~~ wants to prove to herself
that she can take on + thrive
w/ more responsibility

- Her current job is fine, but
wants chance to add skills

· Small ~~Fish~~ Pond, Big Fish 
- what can i do?

- recruiters don't find b/c not
searching + skills aren't 1-1 match

- hesitation on comfort + security in
job

Why would [redacted] want a new job? STB30

- what is someone looking for in a new job?
- why would they be dissatisfied
- what would take to respond to job inquiry
- what would it take to make user feel like a "special snowflake"
- what helps show overlapping interests, but not necessarily 1-1 match

(2)

Problem is appealing to illicit a response
what would do this

- offer of a new challenge
- view job as more opportunity than thing
- so what turns you off about this process →
in personal
 1. Flat out wrong
 2. Vague
 3. in personal
 4. not appealing → step down or lateral

don't want to leave comfort w/out
new goals to meet.

5. Personal, offers new opportunities,
understands skills + how they would
help new company

- identify need @ company
also identify where they can improve

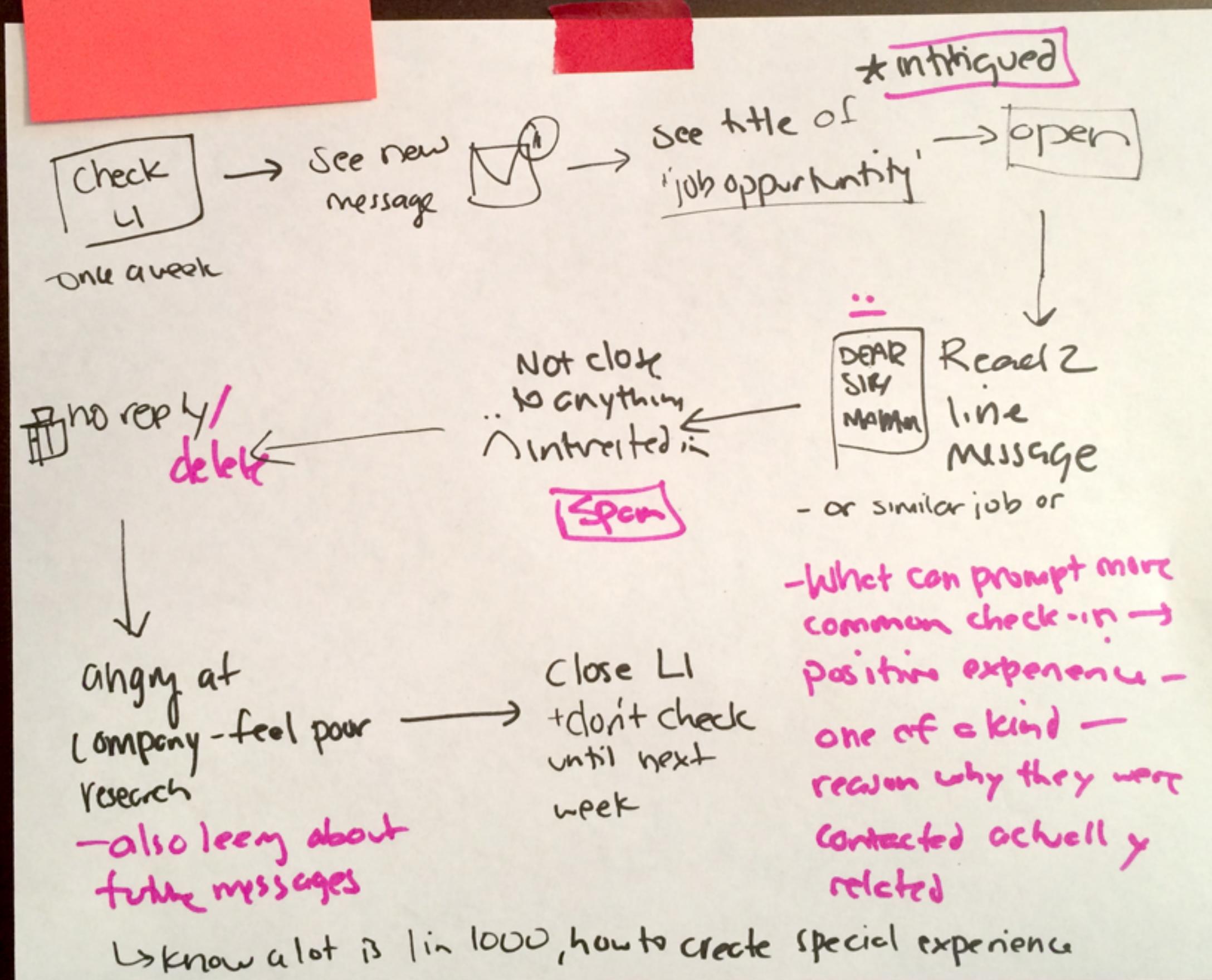
learning = benefit given to company improving = benefit to company w/ acknowledgement

Core problem = want to be improving themselves
for satisfaction

Outcome = feel satisfied learning
feel/see immediate need for improvements

- searching for a stretch → what would push
* someone willing to talk + learn more about
future goals

Job Search Experience





= 90% impersonal

✗ didn't view profile (wrong job)

✗ lateral move

..? no company/secret

.. uninteresting

10% worth responding

.. personal, investigate site

✗ excited w/company

Current ex

Current experience
(in-mail)

how do we
up this?

- is mail compromised
or do we leverage
this?

- companies have general
pages - but no real
way to interact

leverage existing or build something new?

GOAL:
Help you find
your dream job