*Hi Paul, thank you for helping me out today. As you may know, I am developing an application for college. The application is in the area of recruitment, specifically recruitment of graphic designers. I know that you are working in this industry or have done in the past / I know you’re not working in this industry but for the sake of this exercise, please put yourself in the role of a recruiter within a software company that you frequently recruit designers for various projects.*

*I am going to ask you a few standard demographic questions first before I get a bit more specific but remember that the survey is completely anonymous. Thanks again for helping me out today.*

1. What is your age? (You can use ranges to be less intrusive). *25-44*
2. How would you rate your computer expertise on a scale of 1 to 10? *7*
3. What is your role within the organisation where you work? *Recruiter*
4. How long have you had this role? *5 years*

(You can include questions about education and economic status if it is relevant to your case study)

1. Can you describe the entire process of recruitment within your organisation? Start from the beginning, from when you are made aware that you need to recruit to when you pass the selected candidates to management. [Needs, Goals]

*Sure. There are two general cases, firstly after a new project is approved, the project manager will send me an email asking if I have anyone on file that could fill a specific design role. Alternatively, because of requirement changes, we are often asked to amend an existing project. If nothing matches the skillsets we have on file, then we need to source in expertise and I have to rely on third-party recruitment sites. If we are lucky enough to find someone that fulfils our design criteria, say a strong expertise in 3D modelling or Photoshop, then we either bring them in for interview or shortlist, if there are multiple candidates.*

1. From the scenario you just mentioned, what information is the most important to you? Why? [Priorities, Motivations]

*In a nutshell, I need to see samples of work and get a brief summary of what this designer is about in terms of experience.*

1. Do you think that the current system of recruitment works well? If so, can you describe what you like about it? [Likes]

*Maybe I’m too close to our current system to answer this without any bias (laughs). Ahm, because we are an SME, we have a degree in flexibility when we want to hire. I would say the greatest benefit of the way we recruit is the willingness of management to bring in new skills*.

1. Are the parts of the process you don’t like? [Dislikes / Frustrations]

*Certainly the middle-man can be a problem…and by that I mean the employment agencies themselves. I need direct access to potential candidates at a much earlier stage. Also the quality of candidate coming in isn’t always where I want it to be shall we say.*

1. Now moving on to specific recruitment sites, do you tend to use one particular recruitment site more than others? If so, why? [Tasks, Motivations]

We tend to use irishjobs.ie more so than the rest. We get the most relevant results from it because it has a specific category for our need.

1. What does this site do well? What do they do badly? [Likes / Frustrations]

*Irishjobs is grand if you’re looking for a generalist or maybe for a panel of candidates that you have time to whittle down. Certainly the job categories are presented well but I really need to drill down into the candidate portfolios and for that I need some kind of portfolio of work to examine. Even if I had a better summary of the tools and technologies used by the candidate in the past it would help.*

1. How do you see this site in your perspective? Is it a novelty or is it critical to your recruitment process? [Perspective]

*Hmm, its not critical exactly but it certainly isn’t a novelty either. At the moment, recruitment sites and agencies are more of a reluctant fall-back, which is a shame because I believe they can do more for us if done right.*

1. Let’s say you had a magic wand and could have any feature you wanted in a recruitment site, what feature(s) would you have? [Wish List]

*A magic wand? Ah, as I said, the ability to explore sample work in high resolution, the ability to contact candidates directly and if I was to be picky, the ability to quickly highlight perspective candidates for later viewing.*

1. Why would you have these features? [Motivations]

*Project criteria changes and I have to react fast, I want to be able to search a pool of individuals who match that criteria.*

1. What device do you use primarily to access recruitment sites? [Technology]

*I’m a Mac person! Very reliant on the ol’ iPad and iPhone.*

1. And finally, what feature of the device is most important? [Technology]

*Need a robust high resolution screen and mobile doesn’t quite cut it for me in that regard.*