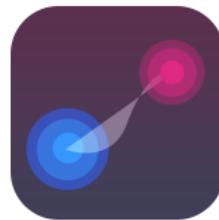


**Indianapolis University – Purdue University Indianapolis**

**5<sup>th</sup> May 2016**



## **Glancer – Tinder for Jobs**

**H561 Contextual Design Project**

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**Final Design Report**

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# Executive Summary

We realized, while the recruiter would still have to elaborately examine the applicants, this process could be made easier for the applicant. Many of the applicants told us they gave up on the application process after filling out one or two of them. The process was too long and tedious to keep them motivated. We observed that most applicants used multiple job portals such as LinkedIn, Indeed, Monster etc to accomplish this task. We conducted contextual Inquiry on the applicants, as we asked them to complete one application process while we observed them; we came up with many pain points including:

1. Takes too long to complete the application- It took on average 30 mins for the applicant to finish one application
2. Repeated fields - Many fields of the application were repetitions of what was on the resume of the applicant
3. Auto complete did not always work - Auto Complete was a browser feature and did not select radio buttons or checkboxes.
4. No history or bookmarking feature - Applicants used external tools and notes to keep track of the jobs they have applied to
5. Irrelevant Results - Many times applicants would get results for full-time jobs when they were searching for internships.
6. The waiting period is too long- Applicants did not hear from the recruiter for 2-3 months at times.
7. Too many job portals, too many profiles - Applicants used 2-3 job portals on average and created a different profile on each of them.
8. Refill same data that was filled in the job portal - Applicants had to fill in data in the job portal once and sometimes again while filling the application.

As our participants explained, different job portals had different benefits. While LinkedIn was great for developing connections, indeed was good for searching relevant jobs, While AngleList was good to get information about startups.

We also interviewed a recruiter of a company who filtered applications regularly, to understand their side of the story, their expectations, and their issues. This helped us in realizing the gap in the communication and the application process.

While going through all the data collected from the participants, we decided to make an Affinity Diagram, which helped us to categorize the data and visualize it. It also helped us explain the findings to other members before asking for their opinion. After constructing the Affinity diagram, we realized this problem was too big for the scope of this semester. To narrow down the scope of this project, we decided to only work on the issues faced by the applicants. We did not have much influence to convince the recruiters in the industry to try a new process designed by us. We decided also decided to address the issues which lengthen the process.

Hence, reducing the time consumed by the application process was the main objective of our project.

Conducting Brainstorming session, among ourselves and with other designers, we came up with many potential solutions:

1. Using QR Codes - Using QR codes to bypass the search process. Companies could release their QR codes for interested applicants.
2. Plugin - A auto complete plugin which selects correct radio buttons and checkboxes along with filling in appropriate data.
3. Mobile application - A mobile/tablet application which would help users quickly and easily apply to jobs.

We conducted visioning sessions and workshops to envision how our system would help us solve the problem space we identified. Asking other designers to join our visioning sessions to help us think wider than our problem space proved to be beneficial as we realized many unintentional consequences of our system. Such as dependence on a third party QR scanner in the QR code system, and no backup plan for plugin malfunctioning. We finally decided to create a mobile app which will be usable for the applicants and will help speed up the application process. On some exploration on mobile apps of job portals used by applicants, we examined their shortcomings and realized they contain the same pain points we had discovered from our contextual inquiries. We also explored some apps which worked really well and sped up the user's activity in an easy way. We finalized on Tinder app.

The way we vision this application to work is when an applicant uses this app to apply to any job, their resume, portfolio, and all the data pulled from the job portal will be sent to the recruiter. The recruiter can then examine if the applicant is a good fit for the job, and approve of the application

- Using the swiping functions of Tinder app either to “Apply” (i.e. to Swipe right) or “Reject” (i.e. to swipe left) an application was a great way to speed up the application process. The applicant can view more details by tapping on the result window.
- The Apps could pull data from LinkedIn or any other job portal so the applicant need not create another profile on yet another job portal.
- The app would also pull search results from other job portals so that the applicant does not miss out on any opportunity.
- Along with that, the applicant could “Skip” (i.e. Swipe up) to push the current result at the back of the stack or results and come back to it later.
- We provide the applicant filtering options based on location and expected the salary.
- We provide the feature to bookmark and maintain the history of applications in order to save the applicant’s time and avoid refilling applications they have previously applied to.
- This application will also allow the applicant to upload their resume and portfolio for easy reference of the recruiter
- The applicant will receive instant notification when the recruiter accepts their application. Hence, the waiting period can be reduced.

- The other important feature we included was to allow the participants to communicate with the recruiter one on one once their application had been accepted. This would allow the applicant to get a clear idea about where they stand and how to proceed.

We felt this application would solve the major issue of extremely long and time-consuming application process.

The next step we did was to prototype the idea and to conduct usability studies on them, we used Invision to prototype the idea and conducted usability studies on 3 participants.

We got some very useful feedback after conducting these studies.

- First thing after login we need to show what information we are populating we can't ask user to apply for jobs without completing profile
- Upper swipe functionality missing – we will say upper swipe is to make that particular job back in the queue
- Option for resume upload needs to be there (shortcoming of other apps)
- Top navigation space height needs to be increased it looks congested.
- Recruiter profile screen is missing

We made the necessary changes immediately before conducting the next usability study. This helped us making a highly usable high fidelity prototype. If we had more time to work on this project, we would have included many other features such as including QR code scanner to search for jobs and a Calendar which schedules meetings for the recruiter.

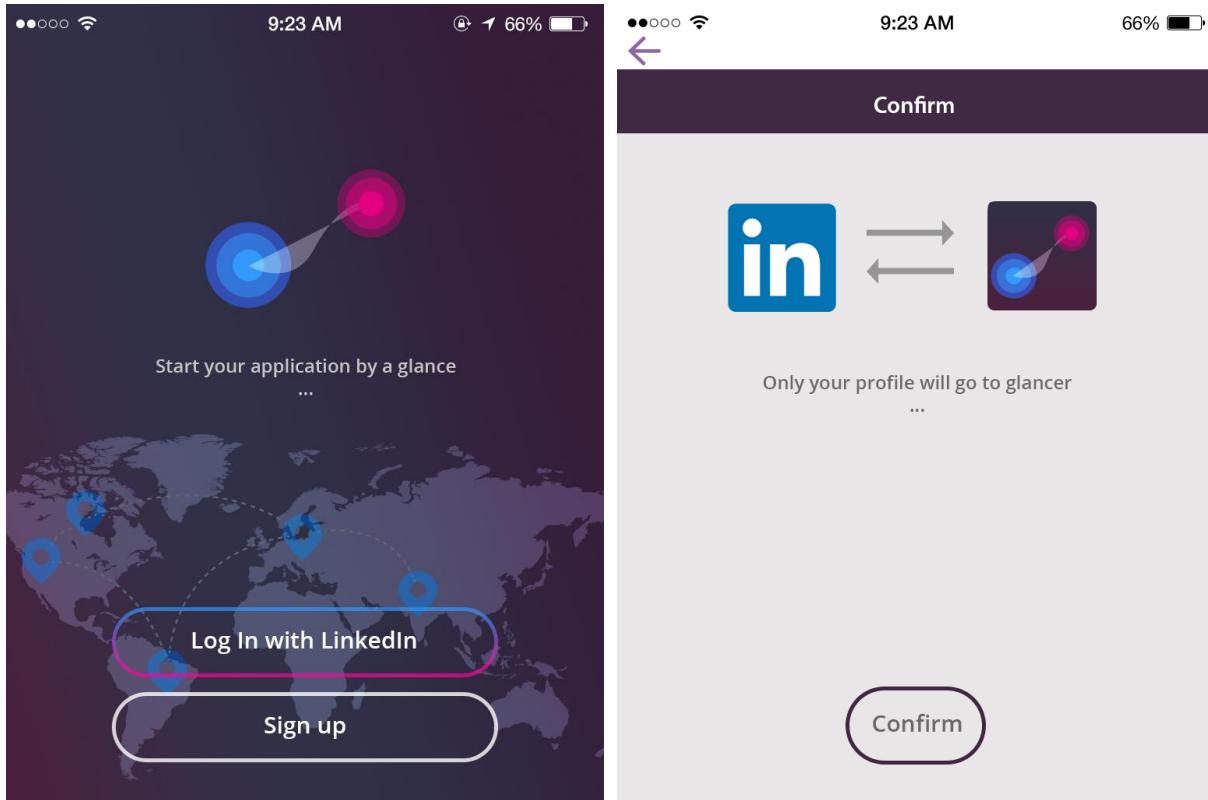
For future works, we would like to design a module for the recruiter side, such that the recruiter can be on the same platform as the applicants. This will be tricky as we envision the recruiter's job to be crucial and cannot be done on the mobile screen. We believe the solution for this could be a website or desktop applicant who would ease their workload and help make them filter good applications from bad easily. We would like to keep the simple procedure of applying to jobs but we are open to changes related to filters and job portal integration to create profiles. We recommend the UX which works on this project to incorporate a recruiter side module rather than solutions to other issues of the applicants to make a wholesome applicant side module. We believe a broader design will help bridge the gap between the recruiter expectations and applicant faster than an in-depth design.

# Glancer - Prototype

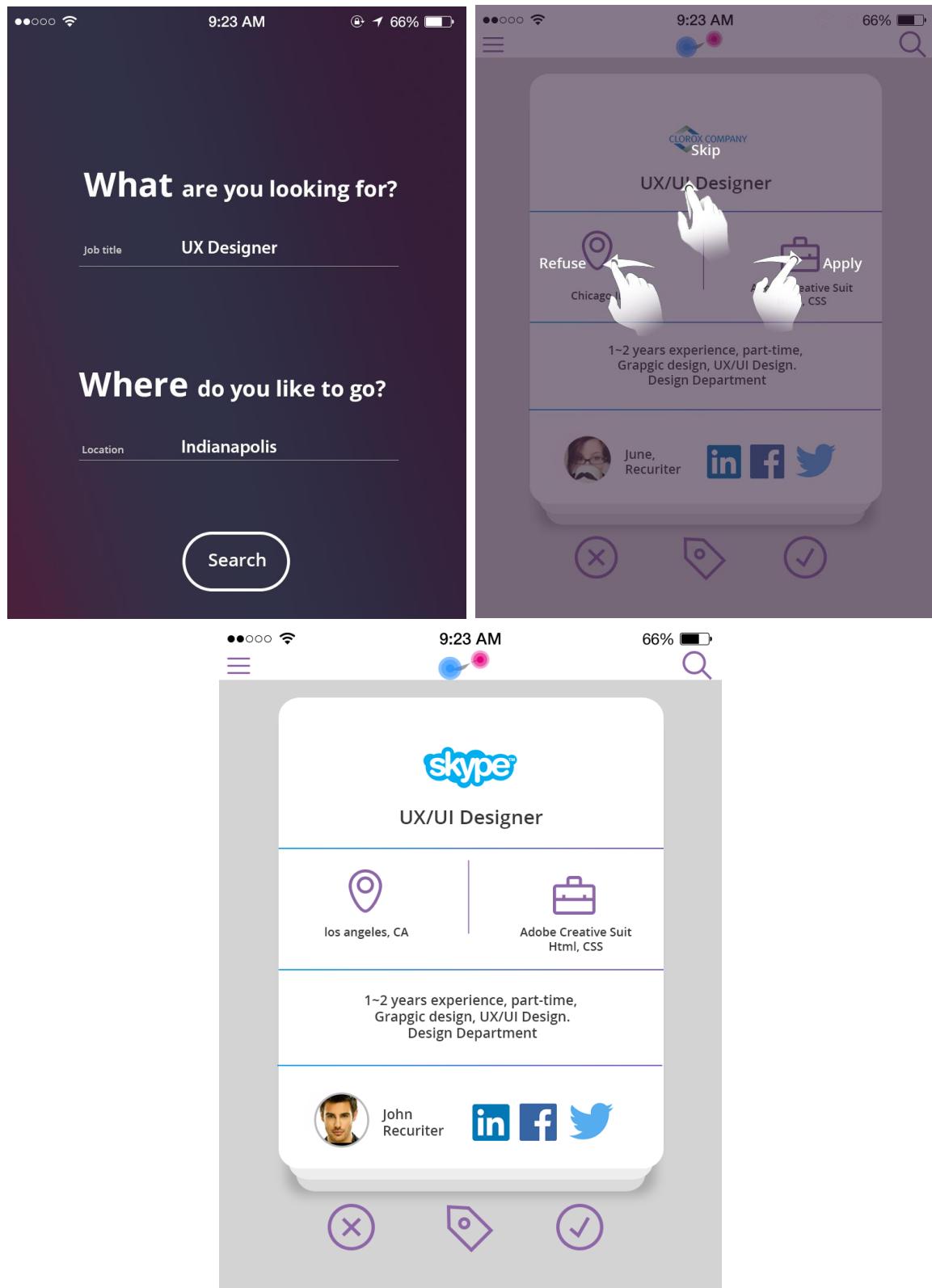
We started high fidelity prototyping after the first round of testing. The visual design concept is coming from the name “Glancer”, which can convey the feeling of “fast speed”. The blue dot represents the job seekers, while the red one represents their available job positions.

Here are some main pages that designed to highlight the flow and the function of “Glancer”. Also, the dynamic prototype link is: [https://invis.io/8F75Y6VBG#/155393923\\_Login](https://invis.io/8F75Y6VBG#/155393923_Login).

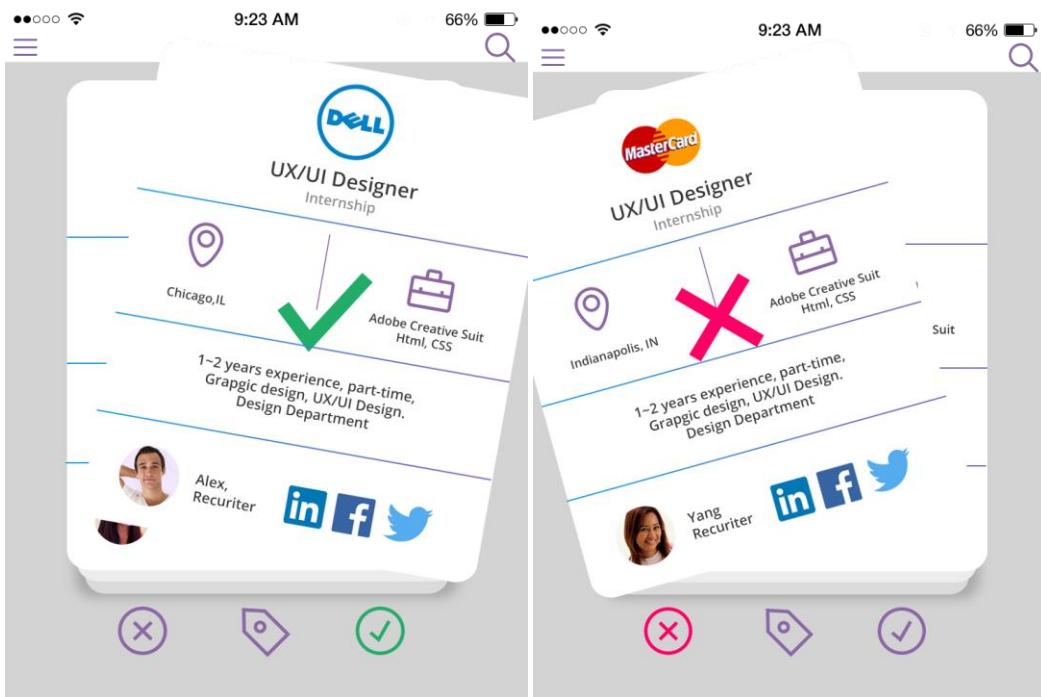
## 1. Login Screens



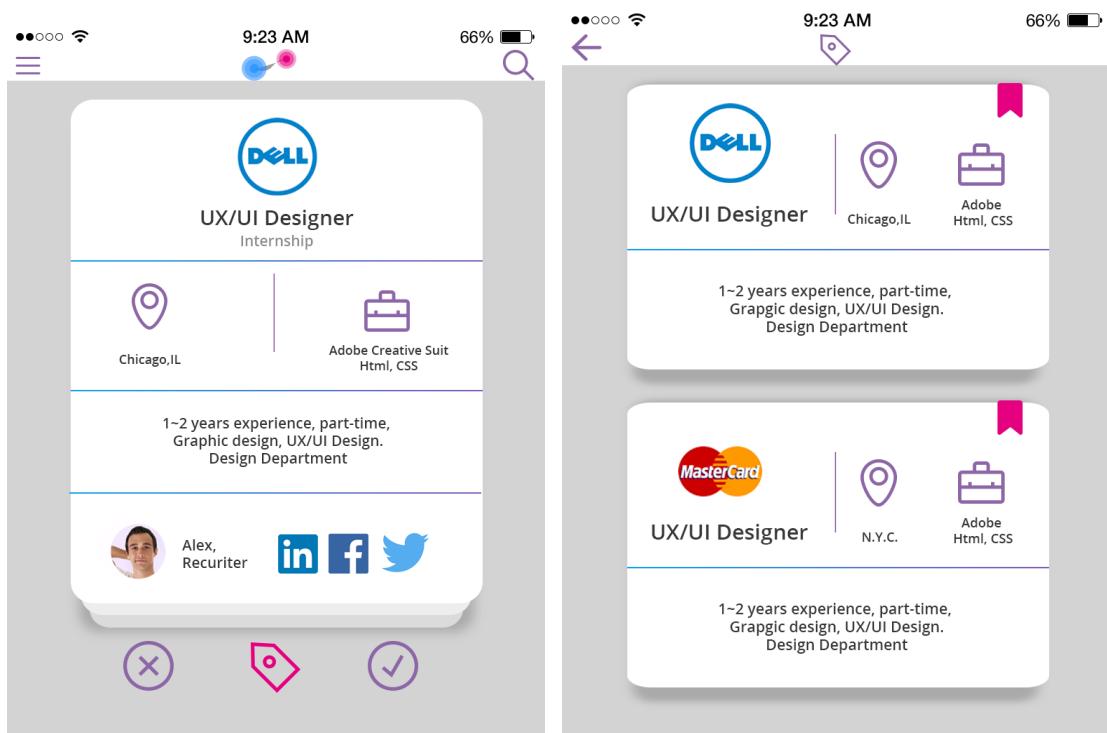
## 2. Search and result page views



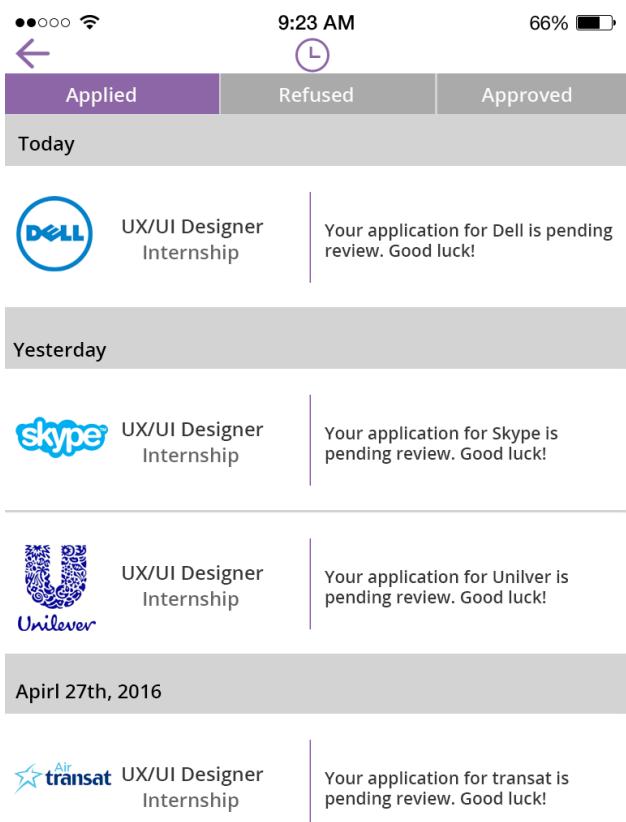
### 3. Apply and reject screens



### 4. Bookmarks



## 5. History feature screen



# Evaluation Summary

We conducted three usability evaluations for this application. Two of them were part of our contextual enquiry and one was part of our ideation session that played the role as a stake holder for this product. After each usability evaluation, as per feedback received from participants we made changes which were needed in the design and the flow of application. Not all the feedbacks were incorporated as those were personal likings which they wanted to be in this design and we decided on what *user's need in the design over what users want* in this product.

To start with prototype as soon we finished our design sessions and storyboards we prepared paper prototype for the screens and elements we decided to include in this product and then started our testing with our first participant. After this evaluation we made some changes in the design and decided to prepare high fidelity prototype and reiterated evaluations on that. This helped us to get better evaluation results and participants a good view of process of the product. We conducted evaluations with other two participants and then finalized the content of the design for this product.

## 1. First Usability Evaluation

This evaluation was performed on paper prototype screens on which we asked user to tell their thoughts about the flow, purpose of screens and their elements. Here are the findings of the first usability evaluation:

- a. We found out that user wants to know what information is getting pulled from LinkedIn when they sign up from an existing profile on LinkedIn.
- b. When user profile is imported from the LinkedIn they are more inclined to see the job listings soon after they import the details rather than again going to fill the details on this website.
- c. About the portfolio section they wanted web portfolio and options to upload resume on the website so that they can send it as soon as possible.
- d. Filter options were not clear to them, so we asked for filter option for search which they usually enter for job search.
- e. When job search is listed they were not sure of what those elements do on the screens.

On the basis of the user's feedback on the low level paper prototype performed following actions on our prototype (recommended changes):

- a. Prepare a high fidelity prototype to give users a better understanding of application flow and purpose.

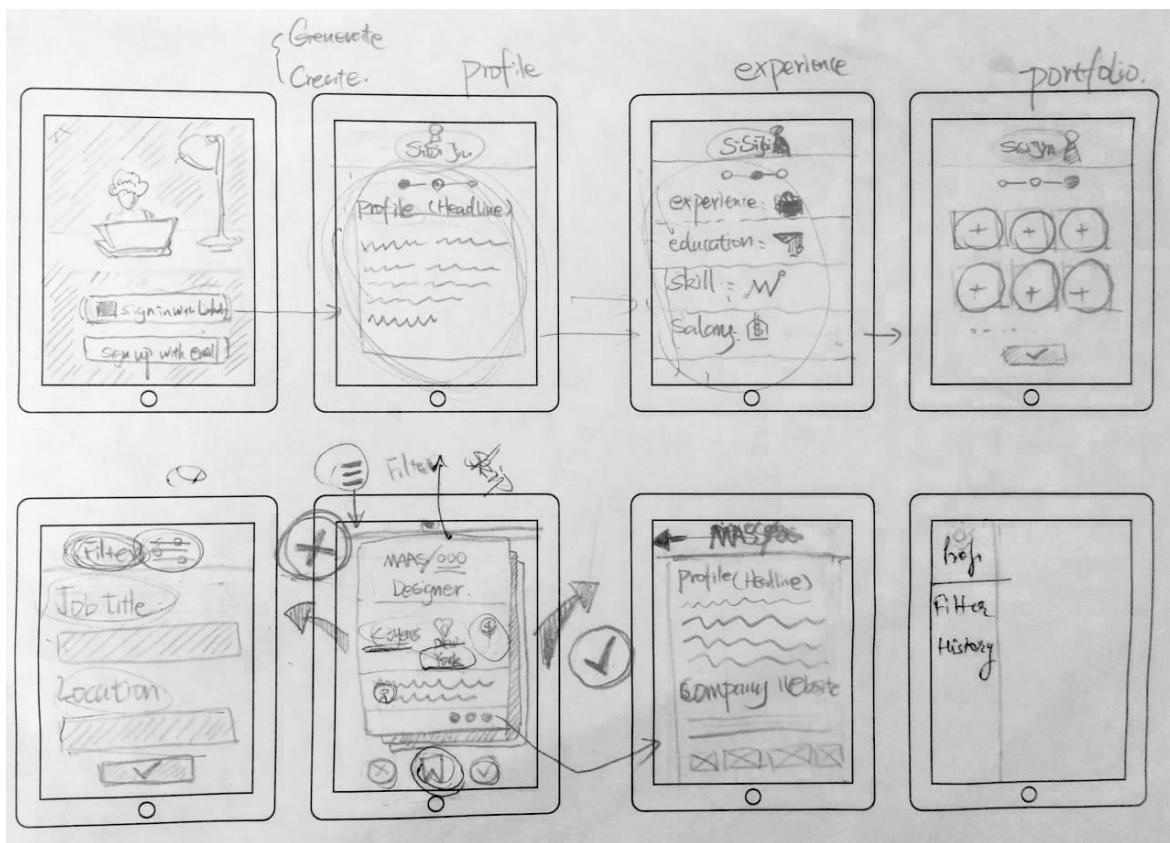


Figure 1 - initial paper prototype

- b. Remove the profile section soon after the signup from the flow.
- c. Improve filter options and restrict them to basic and most important ones which are job title, location and salary preference if any.
- d. Improve features visibility and purpose
- e. Addition of other features which were missing like history and bookmarks list.

We made these design change recommendations and performed second round of usability evaluation.

## 2. Second Usability Evaluation

Soon after we finished our high fidelity prototype we did our second usability evaluation with our second participant with whom we did our contextual inquiry session. It was very surprising for the participant to look at the design and the interaction they can do with this application. Participant was amazed with the simplicity of the overall process for applying to a job.

Following are the findings during the usability evaluation:

- a. Participant was not able to figure out at first look what this application is all about and its purpose.
- b. Soon after login user wanted to set search preference and start the job search. User was not that much concerned about the details pulled out from LinkedIn and want to glance the jobs as per search results.
- c. It was difficult for user to find the jobs which they bookmarked
- d. History feature was not showing the dates when they applied for the job
- e. For messaging the notification was not clear to the user
- f. User wanted a function to intimate recruiter about inclination towards a particular job. User suggested including super like type feature in this application.
- g. User had had no idea what is the difference among the 3 gesture. Means changing company, ← and → mean changing place, etc.
- h. On job description page, at the very last of the description options to apply and reject was required.
- i. User felt top navigation height to be increased as it looked congested.

Based on the user feedback and design recommendation we incorporated several changes in our application. It was really good usability evaluation session as it gave us really good feedback about our design and we got know more about the issues in the existing flow. The user was aware about the issues and targeted on those in our application and we got very fare feedback on how this application is going to solve the purpose and the changes required to be addressed. First of all we made the login page to look like a job application which gives them an idea and purpose of this application. Other major changes we made in the application are:



Figure 2 Highlighted bookmark icon

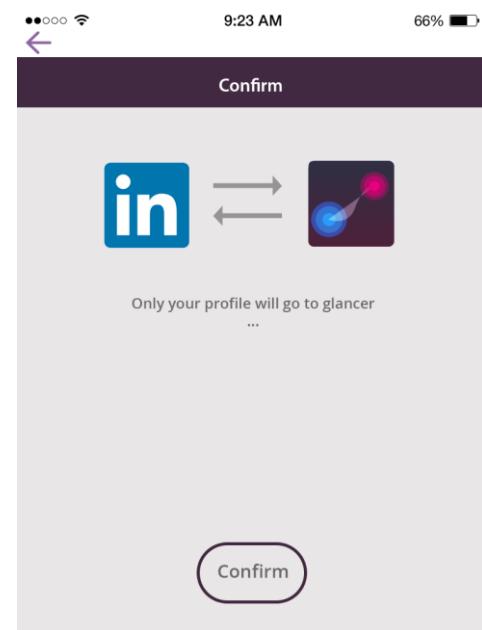


Figure 3 Intimation for profile import

- a. Made job description page with options to apply for that particular job which was not available before.
- b. Made history and bookmarks feature to work as expected. We made a list of all the jobs to which user has applied with dates, a list of jobs user refused and approved applications.
- c. Option for resume upload was missing which we changed.
- d. We made notification on messages to show when recruiter accepts your profile and if recruiter directly approaches you for a job.
- e. We changed the icons for applying and reject to jobs to make them more appropriate.

### *3. Third Usability Evaluation*

After the successful second usability evaluation session we incorporated the changes suggested by user and the issues which we found in the design flow while testing. For the third round of testing we asked the participant which was part of our visioning session who played a role as a stake holder of this application. The session went really well and we got to know other side of this application from the market requirement to full the need of loop holes in the existing applications.

The participant had never used tinder on the basis of what we designed the gestures of our application and while testing participant figured out that for the user who is using this application for the first time might not know the swiping gesture so suggested us to include a short description in the design flow. Also, the participant was aware of much job application available in the market which serves the purpose of job finding through tinder like gestures and we got to know that the bookmark feature was quite good but interaction happened when participant clicks on bookmarks and where they are going.

We got to know that the available applications that use the swipe gestures don't have an option which skips a present application. Also, the history and bookmark feature needs to be there in the setting page which was not available. Apart from these major findings we got to know about small but important issues in the application like grammatical mistakes, recruiter profile option and recruiter side perspective which we tried to make changes into our design.

On the basis of this usability evaluation session and useful feedback we received we made the following changes in our application to make a final version of this application which are:

- a. We made swiping gesture more informative for the first time user so that they must be aware of how this application works.

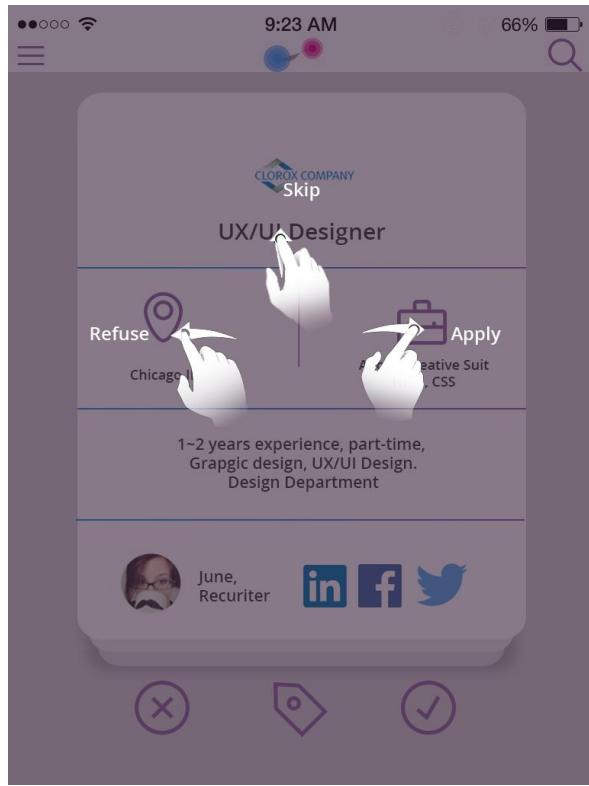


Figure 4 Swiping gesture control description introduced

- b. We added a new feature of skipping a application. When user swipe up then that application goes back to the queue and gives user a flexibility to apply to that application later and glance through other job openings.
- c. We made a bookmark page which has a list of all the bookmarked application which interested the applicant but they want to look into them later.

Based on the three usability testing and recommendations we received from participants we incorporated the necessary changes to make this application solve the purpose for making the application process fast and easy. This application distributed the load of filing and searching for the application and will be very useful for users to look for jobs.

# Bibliography

## *Phase 2- Detailed design report*

Many people apply to jobs and internships throughout the world. Their primary guides are the online job portals. The general consensus of the users was that the application process was too long and repetitive. We have decided to address this issue in 3 ways.

- Making the search process easier
- Making the application process more optimized
- Making the general features more useful.

As a team, we realized it was too broad to work on every aspect of the problem statement and, hence, we decided to focus only on optimizing the application process.

We decided to introduce a new method of interaction for the user to find and apply to jobs. We want to introduce an application that would require the applicant to fill in all basic details such as qualifications, skills, interests etc. The applicant would fill in the job title they would like to search and receive a list of jobs. The applicant can simply tap on apply for the ones they want to apply to and they are done. The details related to the applicant will be sent to the recruiter automatically. The remaining process would be completed by the recruiter. The recruiter can review the details of the applicants, and approve of the applicants they feel are suitable for the job. The applicants will be notified about their acceptance or rejection immediately. The applicant can proceed with the traditional method of applying to the specific job only if they get an acceptance.

Although this process divides the application process in two parts. It helps the applicants avoid filling the entire application and wait for the recruiters to respond.

We think this system solves the main problem reported to us by the users, i.e. the application process is too long. We believe if the recruiters like an applicant's profile, only then would the applicant need to fill in the whole application. Also, the applicants can forward their profile in quickly and easily, which saves a lot of time.

The solution approach finalized of having a job application and website named *Jobify* have potential to tackle the issues of speed and overall interaction with the website. It will give a nice experience to users while searching and applying to a job by removing redundant application forms and search functionality by providing more precise options to filter and apply for a job there after. *Jobify* will speed up the process of job application as it directly notify the

recruiter about job application and recruiter can easily look into the profile and can save, reject and accept the applicant's profile as and when required.

# Ideation Sessions

Finding job on portals and through job fairs are very common means for applicants to look for jobs but they face many problems with the time and the repetitive methods of applying to jobs. This make them feel bored and unwilling to spend too much time on any portal or company website. During visioning sessions our aim was to tackle the issues which users feel to be addressed fast both by portals and company application websites.

We categorized our ideas based on things to be addressed and opportunities within the portal and outside it, which are:

- How to improve application process to make it efficient?
- What are the opportunities and features which can be improved in portals to make users experience better?
- How can we make a single application which cater major user issues and provide them a good experience?

We walked the data and made several iterations and came up with these ideas which can be used to make these issues diminished. Here are some pictures and outcome of ideation sessions.

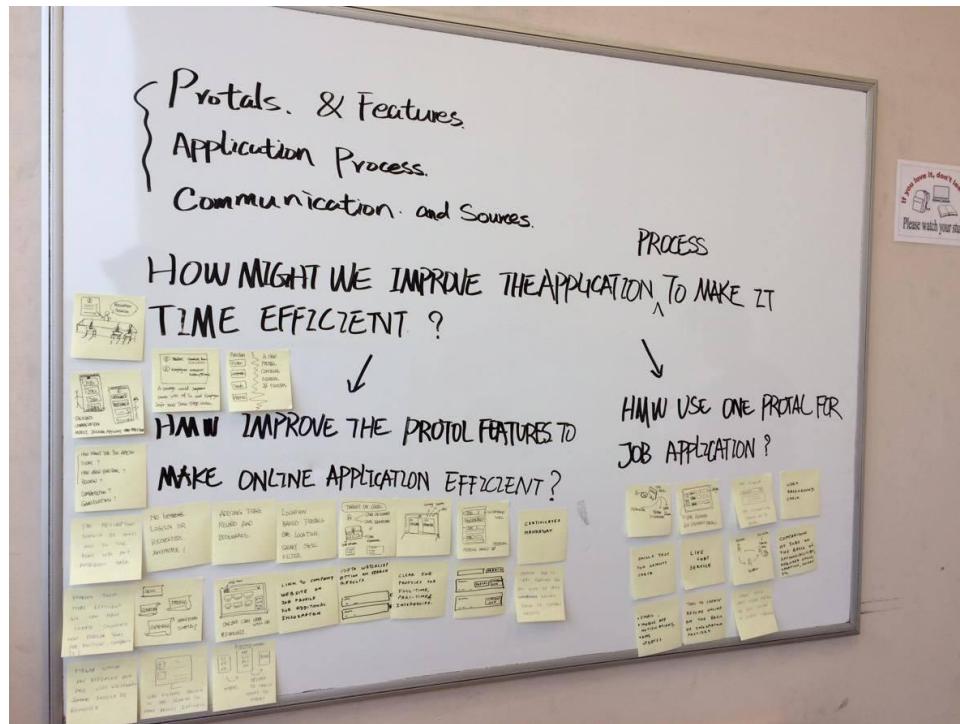


Figure 5 Generating ideas

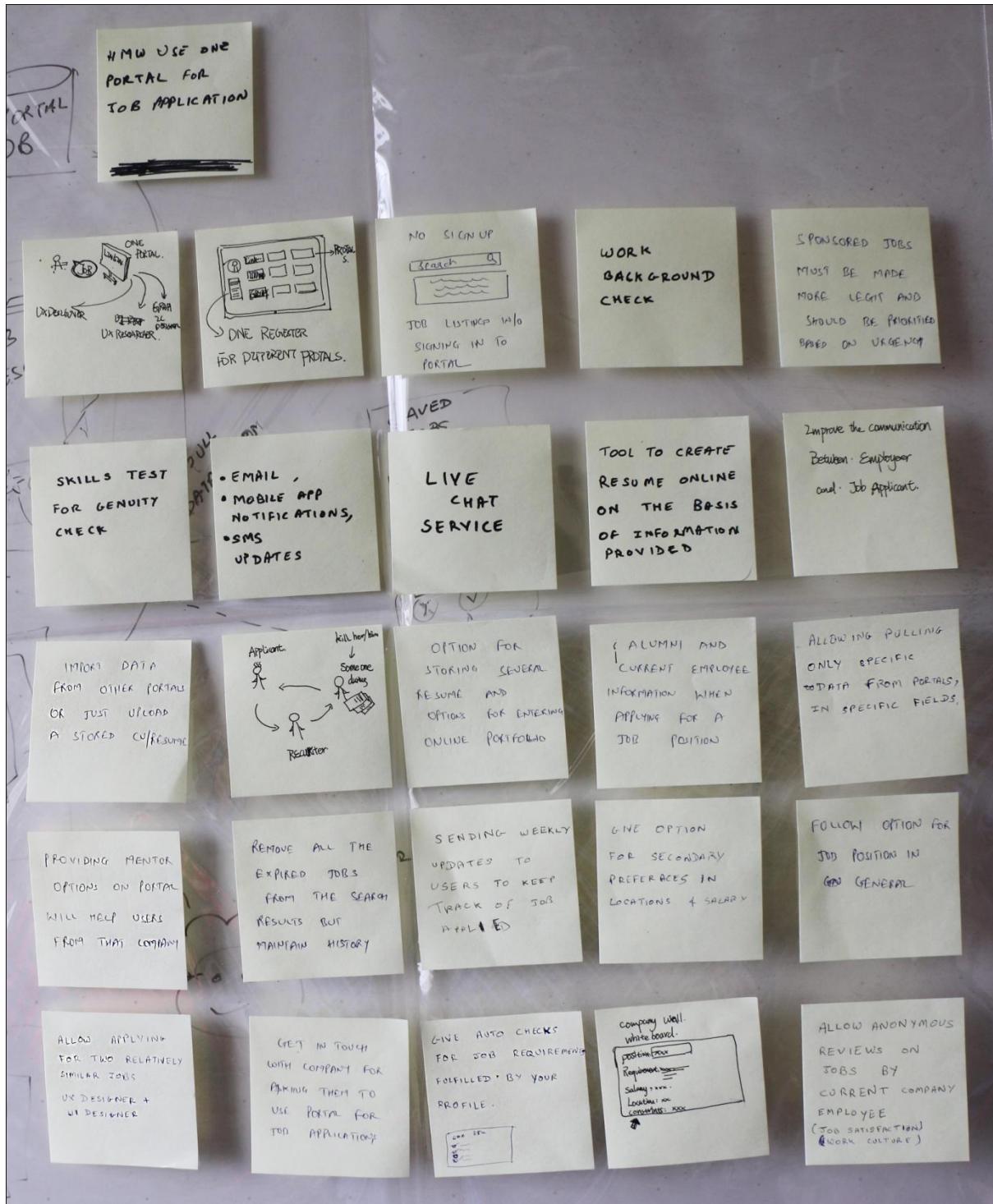


Figure 6 of ideation session showing ideas to tackle the issues



Figure 7 of ideation session having idea post-its

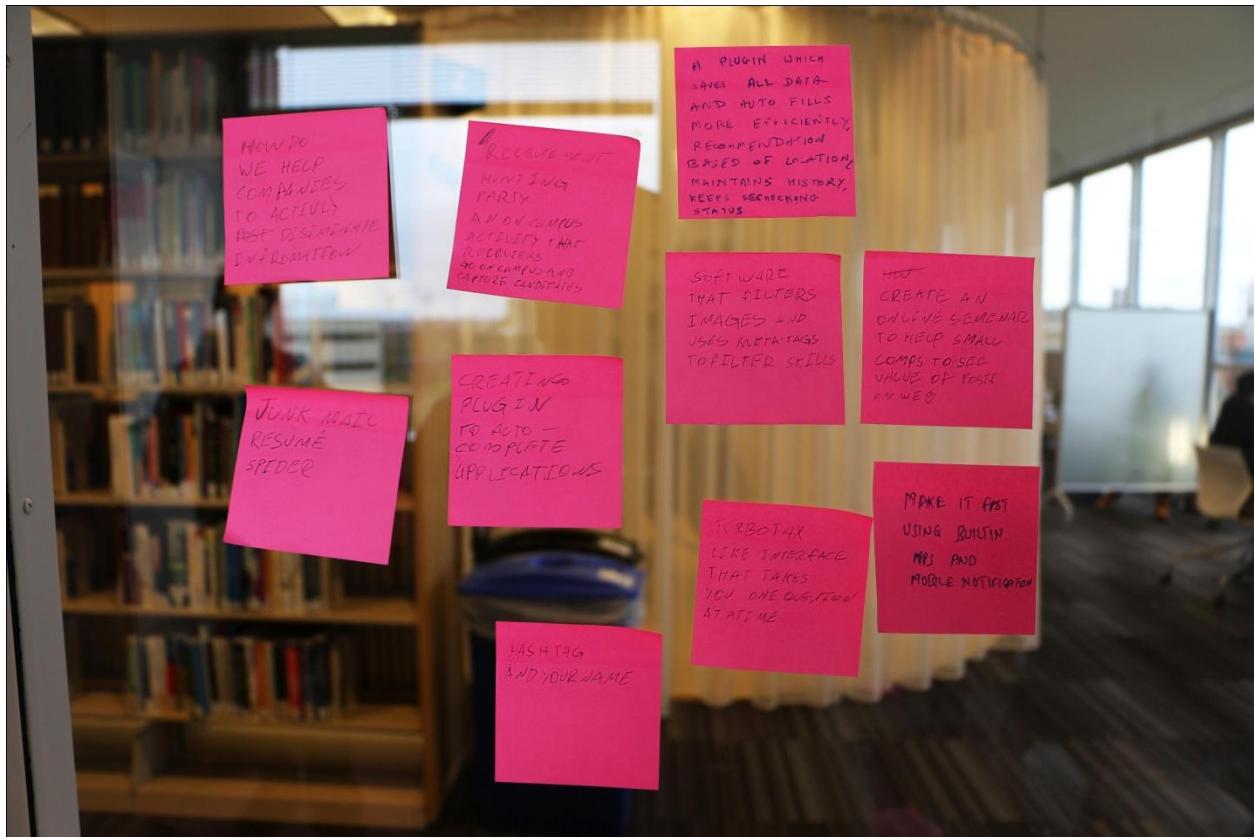


Figure 8 Ideas from external user after brainstorming

After the ideation session we came up with 60 ideas (20 per team member) and 10 potential ideas after including an external member who walked the wall and reviewed the problem statement and provided his view of ten different potential ideas which can be used to tackle the issues with the portals and to make application process faster.

# Visioning

Following are the outcome of our vision sessions:

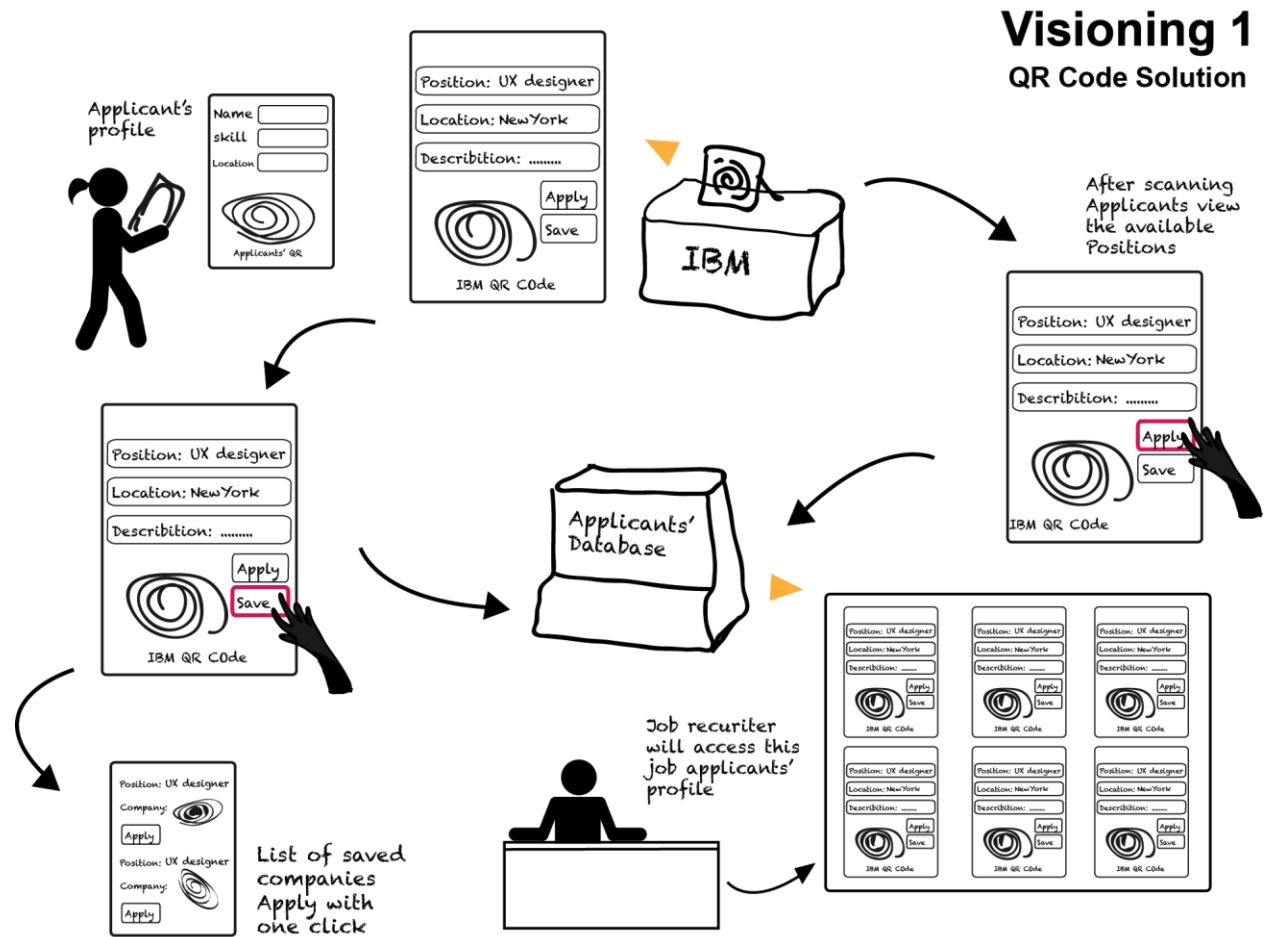


Figure 9 Vision for QR Code

In first vision we made use of QR codes which will store all the information of applicants and recruiters which can be shared and used anywhere just b scanning and storing them through an application. The above diagrams show the flows and connection between different aspects and features in using a QR codes in job application process.

## Visioning 2

### Jobify Application

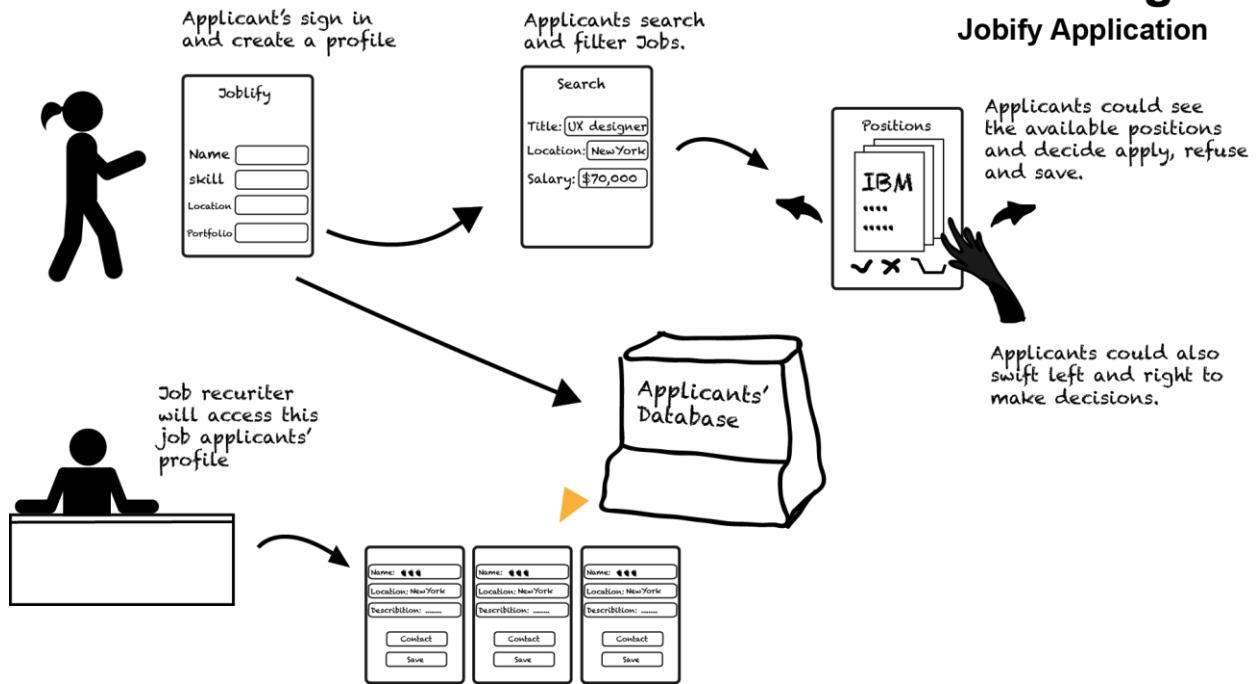


Figure 10 Vision for Jobify application

In second visioning session we came up with idea of creating a whole new application which is made to cater majority of the issues users faced of signing up for different portals, maintain a database for applications where they have applied, deleting jobs which are already expired, etc. This vision mainly gives idea about how this application interacts with different components of job application and how it makes the process faster by implying different solutions of different problems.

## Visioning 3

### Plugin Data

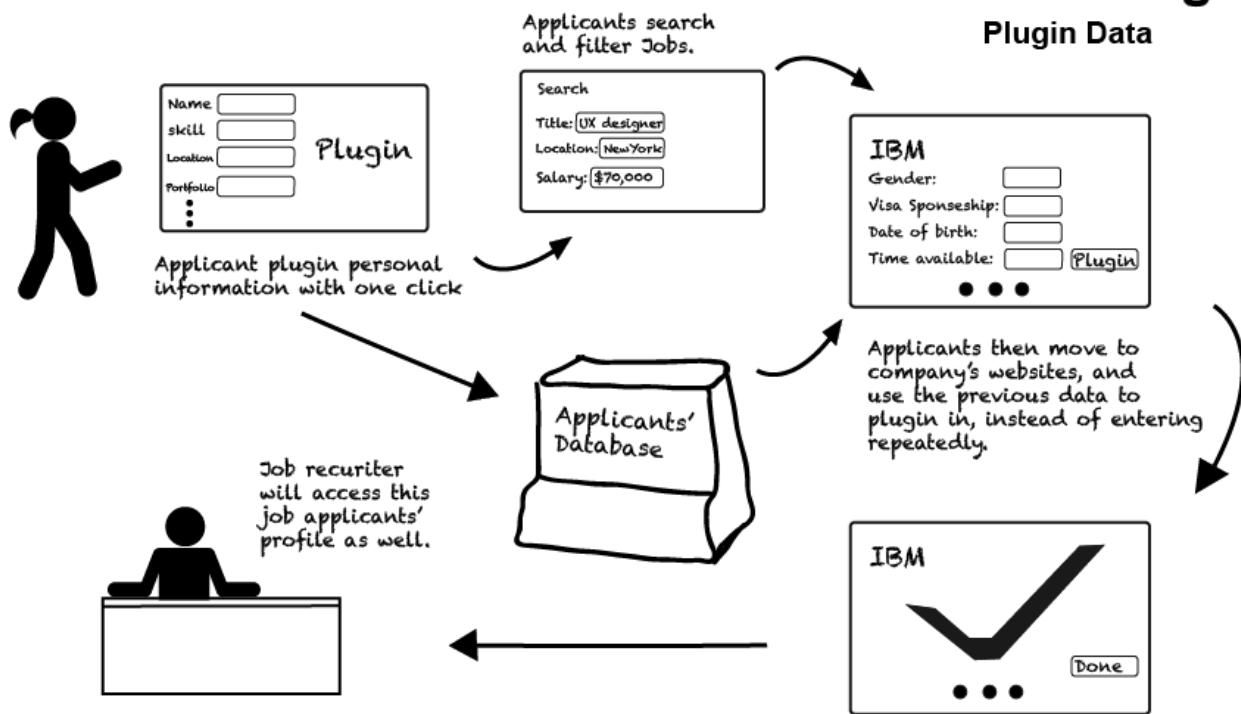


Figure 11 Vision for plugin data

The third vision outcome is making a plug-in which can be installed on any browser and which stores all the applicant data and can be used while filling all the fields in job application on company's website. As it stores all the data of applicant it also extends a feature for searching the web space for the job position applicant is looking for. In this way it makes application and searching for jobs way faster than it is now.

# Potential Systems

Applicants have faced several problems while searching for a job due to its cumbersome process and delayed response time. The major problems faced by applicants while job applications on portals are:

- Time taken for applying for a job
- Application through multiple portals
- Weak or No bookmarking/history feature
- Intimation from employers about application
- Proper filtered results
- No referral options available, etc.

Having figured out these issues and opportunities in job portals the main problem which users faced is it's *time taking and repetitive process*. To tackle these issues we came up with the following potential systems which are further used for design exploration:

## **1. Efficient and accurate job results and information.**

Using QR codes

## **2. Improved job application process by eliminating repetitive/irrelevant steps.**

Jobify – Web portal and Application for faster process

## **3. Improved data filling process.**

Auto-fill plug-in and search within plug-in for job match.

All of the above three potential systems are focused for improving the user's experience of applying for a job and improve overall usability of job portals.

## **1. Efficient and accurate job results and information**

### *QR Codes-*

For getting accurate results for a job we thought of introducing a way using QR codes for jobs which can be used by applicants for instant job search results. All the applicants and recruiters will have their respective QR codes. In this method an applicant will share his QR codes containing all his information, at job fairs. Based on that information submitted to the recruiter in QR codes, the applicants will be shortlisted and the notification will be sent on the portal. On the portal, the applicant can apply to the selected QR codes. This process will save a lot of time on both the sides, and reduce the overhead of the applicant to upload resumes and fill out the entire application.

## **2. Improved job application process by eliminating repetitive/irrelevant steps**

### *Jobify – Web portal and Application for faster process*

This application will be used by both the applicants and the recruiters. The application will divide the Application process into two steps. In the first step, the applicants will simply ‘Swipe Right’ the job profile they like, and wait for the recruiter’s response. The recruiter will receive a list of applicants interested in the job profile and all the details of the applicant. The recruiter can then ‘Swipe Left’ to instantly intimate the applicant that they were rejected and need not keep waiting. The recruiter can ‘Swipe Right’ the applicants they think would fit the role. The applicants will be intimated about the match and can then proceed with the application process. This change in the process will help the applicants avoid filling in the entire application unless required. We can have this application on the mobiles as well as on desktop. Where the user can simply fill in the details once and it’ll be sent to the recruiters automatically.

## **3. Improved data filling process**

### *Auto-fill plug-in and search within plug-in for job match*

This plug-in will require the applicant to fill in their data once in the plug-in memory. This plug-in can be activated every time the applicant starts filling in the application. This plug-in can parse the application website and fill in data as per the field. Although it sounds very similar to Auto-Fill feature, this plug-in can be programmed to parse and select radio buttons or checkboxes. The advantage of this plug-in will be, it can store various types of data such your cover letters, your resume, your portfolio link, and other details. This plug-in will be able to upload your resume, and fill in all other details as well. The applicant may need to only review the application before submitting, all the rest will be handled by the plug-in.

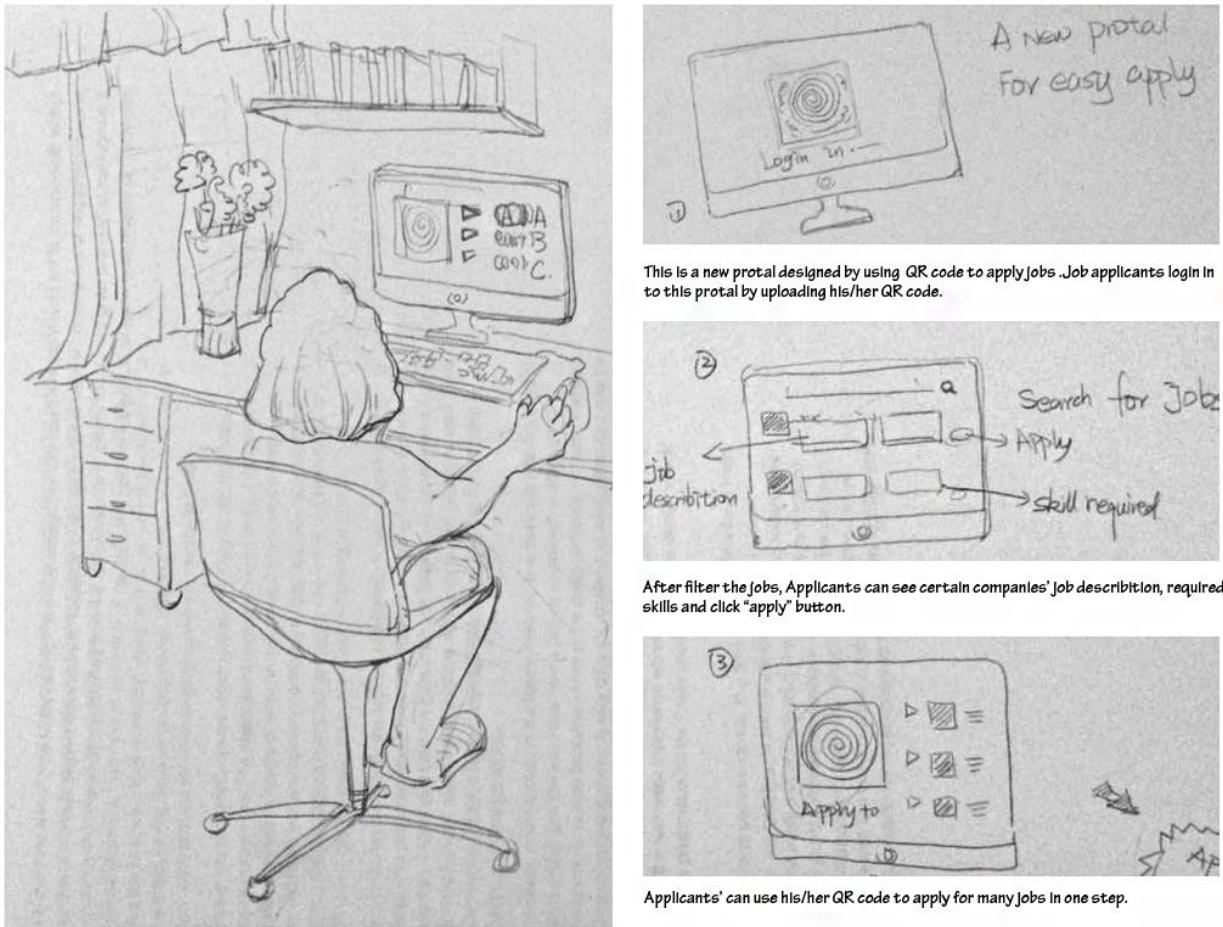
# Storyboards

## Efficient and accurate job results and information – Using QR codes



Figure 12 Storyborad showing QR code usage

The applicants QR code: The applicants would submit their QR code (get them scanned) to the recruiter. The recruiter will be able to save the QR code for viewing later. After reviewing applicants details stored in the QR codes, the recruiter can notify the applicant whether they have been rejected or accepted immediately based on their profile.



**Figure 13 Storyborad showing QR code usage**

The Job profile QR code: Every company needs to prepare a QR code for each job opening they have, similar to the Job ID, the applicant can use this QR code to look up the job and directly apply to it. This will save the applicant the hassle to search for the job manually.

## Improved job application process – Jobify

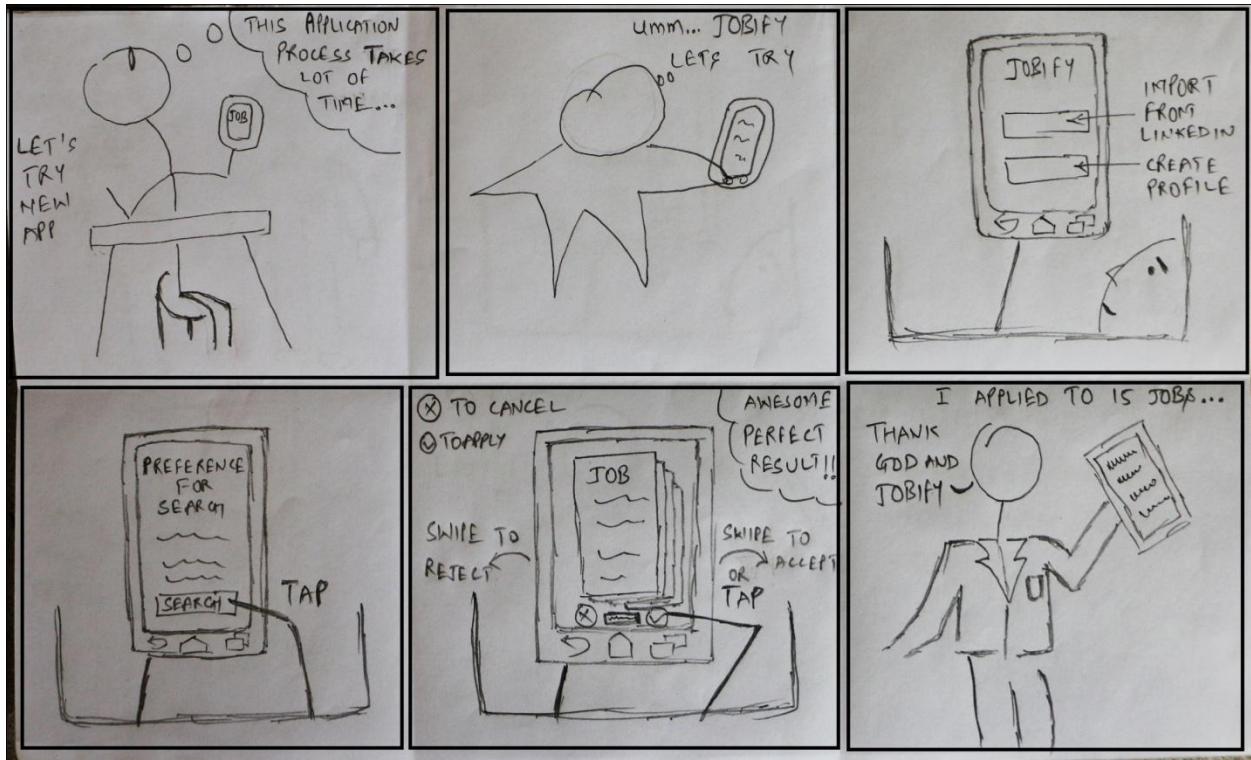


Figure 14 Storyboard for Jobify - Applicant view

After filling in all the basic details and what jobs is the applicant looking for, the applicant only needs to tap on the right button to apply to or skip the jobs that come up. On applying for a job, the recruiter receives all the information related to the applicant directly. The applicant will receive a notification if the recruiter selects or rejects them, and whether they are shortlisted for further formalities.

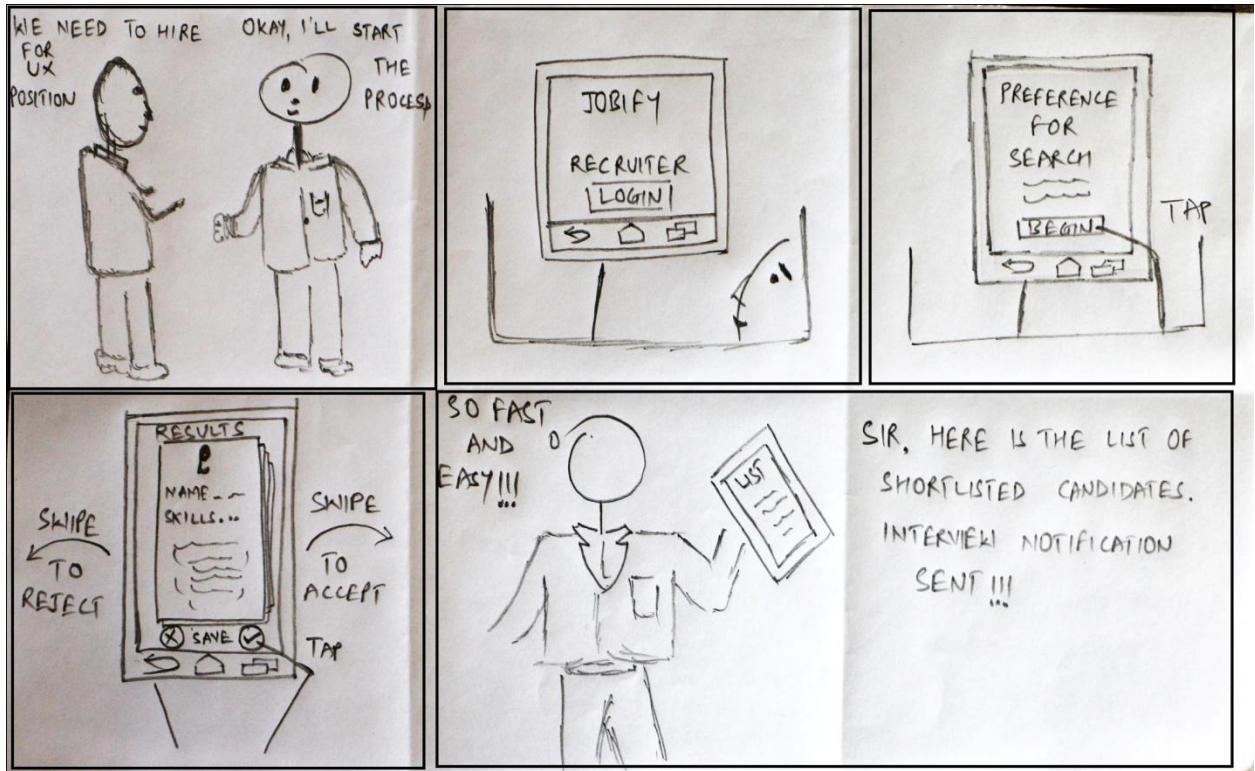
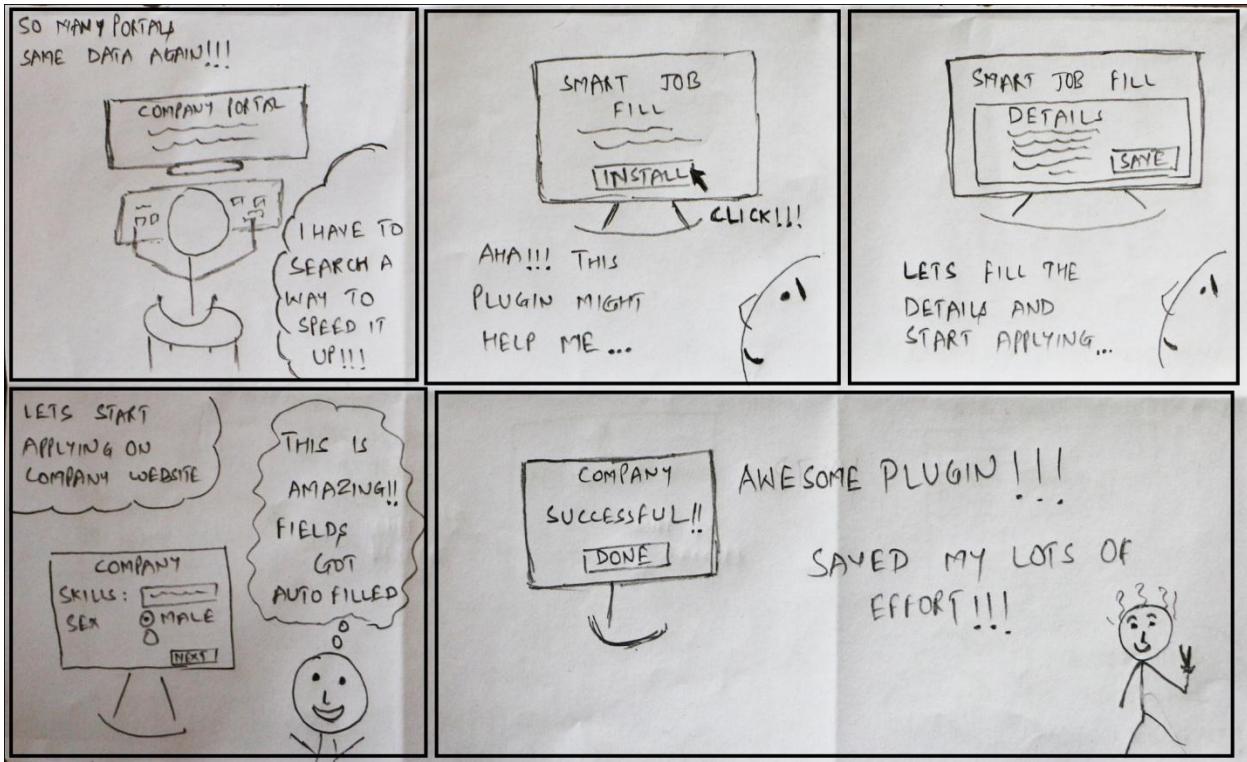


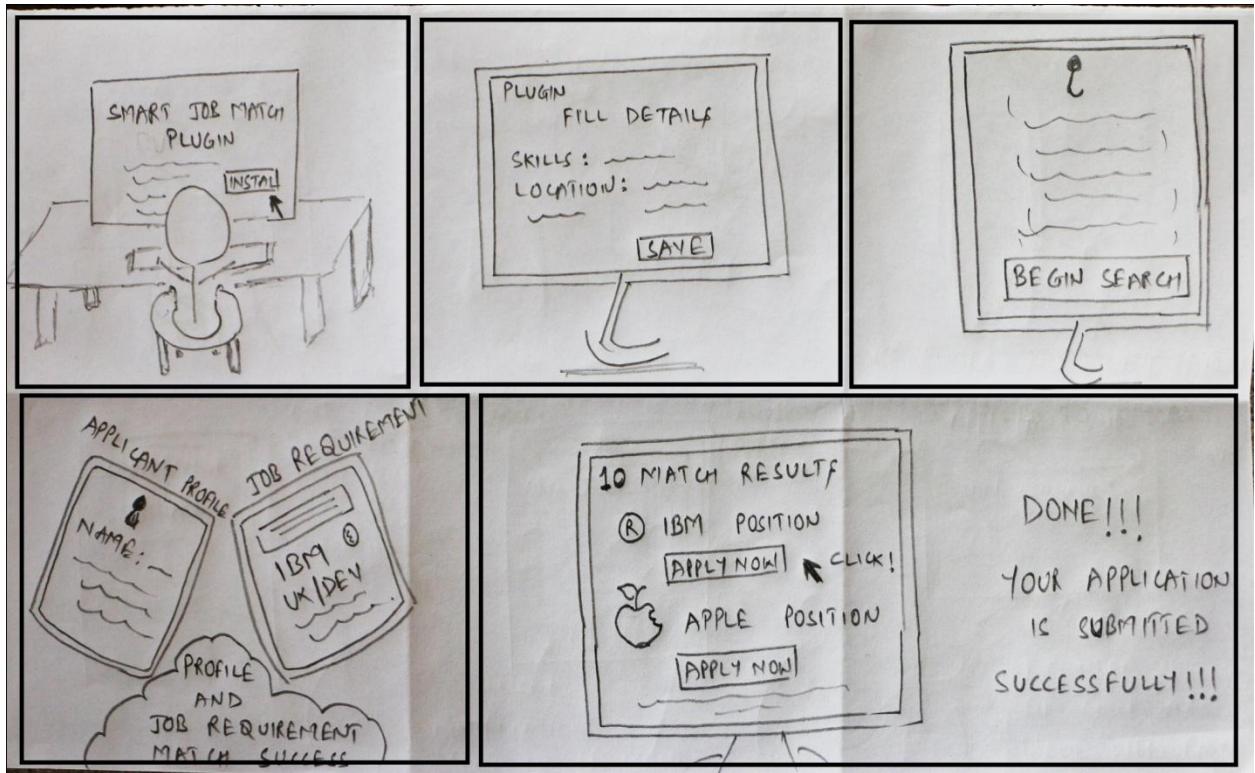
Figure 15 Storyboard for Jobify - Recruiter view

The recruiter receives a list of applicants who have applied for a certain position. The recruiter can view the applicant details and simply tap on the appropriate button to accept or reject the applicant.

## Improved data filling process - Auto-fill plug-in and search



After filling in all the details related to the applicant, the applicant can specify which job position to search for; the plug-in will search for those jobs and enlist them for the applicant. The applicant can directly apply for the position by clicking on the apply button.



In the case where the applicant is forwarded to the company website, the plug-in can auto-fill all the fields based on the details filled by the user previously. This auto-fill feature can fill all types of fields like text fields, radio button, and combo boxes. It can even upload resumes. This makes the application process very short and quick.

# Design Choice

The main issue which users faced while applying for a job were tedious application process, using different portals, vague bookmarking feature, etc. Out of these potential issues which hinder the user's experience in applying for a job we decided to tackle the issues of speeding up the process using a single portal which will cater majority of the issues within itself. Improving an overall application process using a new application system and features will help users to achieve the goals of faster and easy application submission and processing.

We decided to proceed with '***Improved job application process – Jobify***' which will provide users with options of creating a profile or import data from other website like LinkedIn to proceed with the job search and application. In these users will either create their profiles by filling up the data required for job match or will save the time by importing the data and edit the preferences for search within the application. After setting up the preferences the application will search the database for potential openings for that particular requirement. Once a user gets the jobs he can view the details of the jobs and can either save, reject or apply instantly by swipe or tap feature. After applying for a job a notification will be sent to the recruiter and he can review the details of the user and can intimate about the outcome just by doing a simple tap to proceed with further company formalities or can save the applicant for further scrutiny. In this way both applicant and recruiter will save lot of time spent on job application and whole process can be made faster.

We chose this particular solution approach as it gives greater features for both applicants and recruiter to maintain the history and avoiding repetitive process again and again. This system is superior to other systems in terms of reusability of existing content on different website and also provides a way to apply directly through an application which is easily accessible and have no dependency on browser or mobile device. Other systems do cater design problems but adds more things for users to maintain and additions technology assistance will be required. Jobify will be available as a website and mobile application which will have main features as swipe to apply feature, better history or bookmarking feature, one time and editable job preference for search, etc. In this way this proposed system will help users to apply for a job in a much better and faster way which also solves the design problems explored.

# Phase 1 – Data collection and synthesis

## Executive Summary

While conducting contextual Inquiries on problems faced by designers while applying to design jobs using online portals, we had a lot of revelations regarding the complexity of the process and how both the sides of the process work. We conducted a contextual Inquiry with a recruiter along with 5 applicants (3 students & 2 professionals).

While thinking that the process was as simple as filling in some information online in a form, we enquired unexpected findings such as applicant taking 1 to 2 hours per application and receiving spam emails from portals. The applicants were unhappy about some features about the portals (such as no track record for applied jobs or no Profile page) while really liked some other features (such as a count of Alumni in the company or referring a friend). One of the applicant described Indeed.com as “It looks so bare, looks like Craigslist” and another participant said “A MAIL FROM MONSTER .COM, IT WON’T HAVE ANYTHING IMPORTANT. I’LL DELETE IT DIRECTLY”. These feedbacks and many others helped us construct an affinity diagram with all the findings with notes such as “IT WOULD BE GREAT IF SCHOOL OFFER PORTAL LIKE SERVICE FOR EASY COMMUNICATION WITH EMPLOYER.” And “I DON’T WANT TO LINK THE APPLICATION WITH MY FACEBOOK PAGE.”

These findings and many more such as:

- It takes too long for one application
- The response might arrive after 2 or 3 months
- I need to sign in to the portal to apply for the job
- I need to upload my resume and still fill out the information included in the resume
- Pulling out data from LinkedIn does not help much.

Design exploration ideas:

- Including Bookmark feature for keep track record
- Making signing in to the portal optional
- Avoid filling in details in the portal repeating them in the application process
- Getting the recruiter and the applicant in contact

Making a comprehensive plan before the contextual Inquiry start, and make sure every team member could follow the plan will greatly increase the efficiency. Americans love making plans. When I cooperated with Americans in Herron School of Art and Design, the facilitator in our team gathered us together and we normally spend at least 2 hours

on making research plans, which at first makes me thinks of it as the completely waste of time. I kept complaining about the tedious long time they spent on making detailed plans and distributing people's responsibility. Not until this project, I realized the importance of making a good and detailed plan as well as clarifying each one's responsibility. Making a good plan would take time, but it will affect and facilitate the whole contextual inquiry process in the long run.

Go through the rules of writing notes to ensure that you and your team members could articulate the data in an understandable way. This will facilitate the process of affinity diagramming. Before we start affinity diagram, we need to write down our notes on the post-its. I noticed that it is a little confusing to start writing the post-its. We were confused about the pronouns we need to use, how detailed can the information be which is included in one post it, what are different kinds of post-its. We spent a lot of time going through the rules or notice in writing down data, which actually wasted a lot of time due to lack of experience. But the subsequent sessions would be much faster.

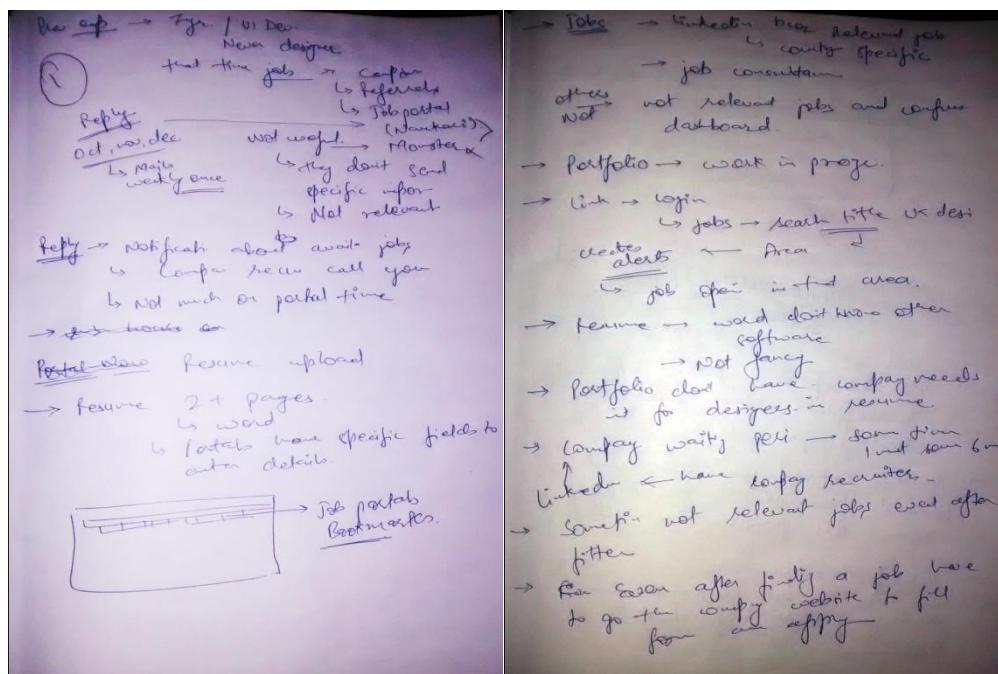
To articulate the data in an understandable way is really challenging for your language skills. When during the affinity diagram session, the problem encounters to us is that we sometimes need to let others explain the data. Since we documented our data separately, the way we think is different, which makes the way we write differently. That's why the ability to articulating data in a commonly understandable way is important. Especially for people whose first language in not English.

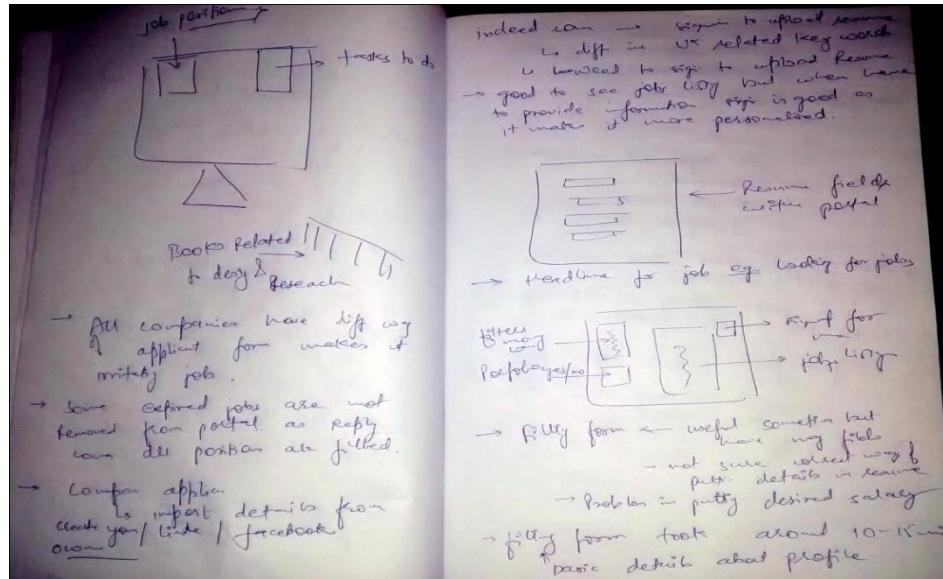
After walked our data, we found that the common frustration designers faced are the complex procedure and time they spend on applying for jobs. When applying via portals, most of the job will be linked to company's website. Even the information applicants need to fill in the company's website is similar, applicants still have to do it again and again, which wastes a lot of time and greatly demotivate applicants' passion. One of our exploration ideas could be to mining the procedure of applicants applying via company's' website by building a consistent connection between employer and candidates. We haven't moved to the ideation session, so there is no concrete method promoted.

## Contextual Inquiries

1. Anurag Goyal's Contextual Inquiry with UX Designer/Researcher seeking job for UX Designer position – 1<sup>th</sup> March 2016
  - Worked as UI developer for 7 years.
  - Pursuing Master's in Human Computer Interaction.

### Field Notes-





Need to remember places &  
 positions applied to if looking  
 for a reference

- Guide decision
  - ↳ salary
  - ↳ location
  - ↳ job type and company nature
  - ↳ responsibility
  - ↳ job desire
  - ↳ Qualification & preferred
- Search on Facebook about information  
 of target company  
 ↳ and people working in that org  
 to know about work culture
- Company portal even after upload  
 work exp and other details  
 are still asked for

Uploading resume ✓ basic info ✗  
 skills ✗ links ✗ waste of time.  
 as they should be picked up  
 from resume

→ copy paste from resume to these fields  
 waste of time doing same thing.

LinkedIn + blogs + connect with diff people  
 + prefer social media + joining people  
 one-time profile creation

→ filled all details asked in forms which  
 is a resume + have to upload resume.  
 But after getting order to job portals  
 have to remake the job posting  
 name & job id.

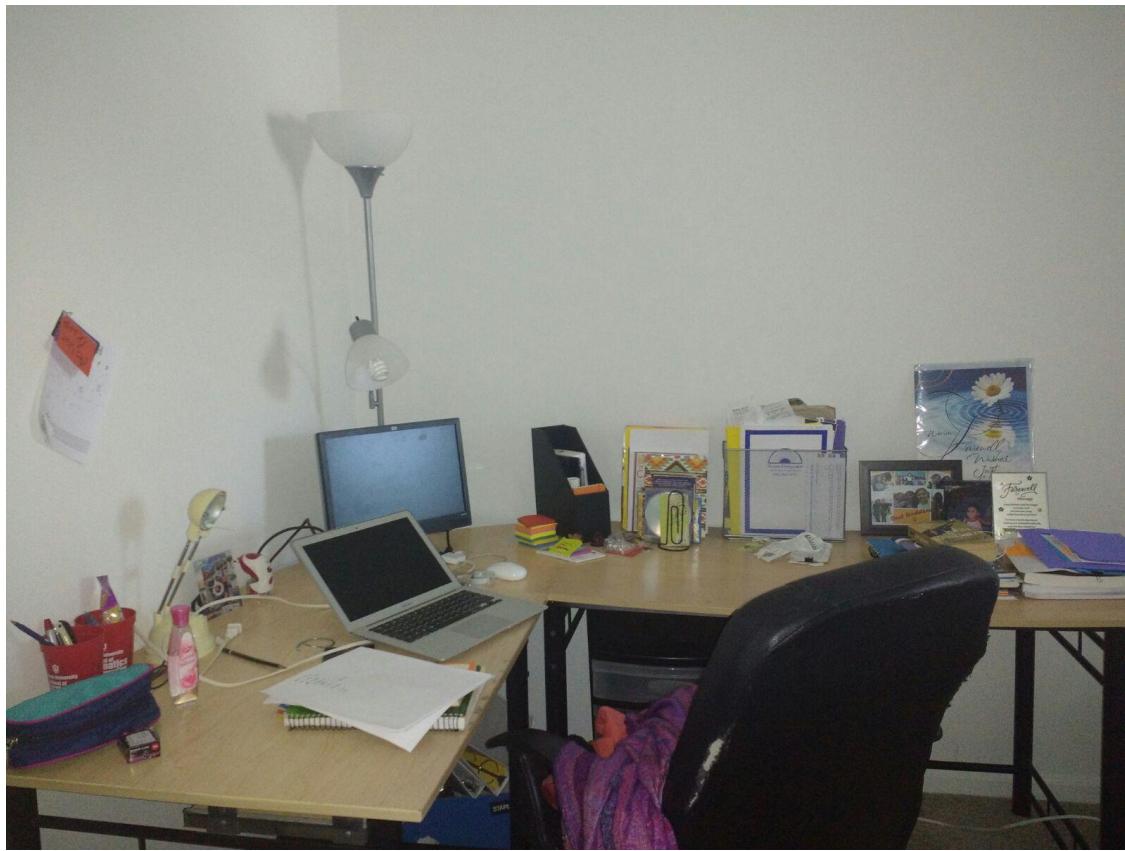
→ Job description on portal is very not  
 exactly what is posted. ↳ did not match  
 form of the job

→ Copying portal false lot of time.

→ Mobile notification is preferred. Over  
 email

R

### **Work Place Photograph-**



*Participants work desk where I took the interview.*

### **Questions asked during interview –**

Started session with introducing myself and gave an introduction to the interview.

1. Tell me about yourself and what is your current occupation?
2. For how many years you worked in the field of web development?
3. Why you changed your field from Web Development to User Experience?
4. How you got job previously?
5. Did you prepare your resume?
6. Do you have an idea about job portals?
7. Did you use any job portal while searching for your first job and what all portals you used?
8. Do you have an online portfolio/CV/resume for UX designer position?
9. Are you applying for a single position?
10. What are the steps you follow for searching a job?

11. Are you willing to use multiple Online Job Portals?
12. What all portals you use to know for searching and applying for job positions?
13. Are you registered on any of these job portals?
14. What software you used to prepare your resume?
15. You have development experience so did you prepared your own portfolio or used third party software's?
16. Is having a portfolio mandatory for applying to UX designing position?
17. Did you find any frustration while searching for jobs on portals?
18. Did you find any difficulties while applying and filling application forms?
19. Where do you seek to gain information regarding available jobs?
20. How useful do you find job portals? Which one do you prefer? Comments?
21. For how long have you been using these Job Portals?
22. Do you find relevant results while searching?
23. How do you decide which result is relevant?
24. What all features you like about the portals?
25. Could you please complete a task of applying for a job with your preferred portal?

### ***Summary:***

This person has worked as UI developer for last 7 years and now looking for a job as a UX designer/researcher. This contextual inquiry took place at interviewee's home as the participant is currently studying and searches for jobs at personal workplace only. The inquiry lasted for around 1.3 hours in which task for applying for a job on portal has also been performed.

The participant got the first job through on-campus recruitment and then for switching job participants used portals like LinkedIn.com, Naukari.com, and Monster.com. The participant also looked for job referrals who are working in other companies as according to her referral's get interview calls easily and chances of getting selection are high as they have been referred by a trusted employee of the company. The participant worked as UI developer and wants to become a UX designer/researcher for which the participant is looking for a job in the United States. The interview went well as

participant was able to complete task of applying jobs on portal and then filling all the information on company website. The list of interview questions helped me in extracting enough information and helped to figure out target areas where the participant found issues. In the next interview I'll change the questions and will ask the user to perform some additional tasks so as to get other useful insights.

The participant uses LinkedIn and Indeed.com for searching jobs. The participant prefers LinkedIn over other portals as it has specific jobs listing which the participant can filter and are country specific. The participant can get in touch with job consultancy firms which help in scheduling interview calls with different companies for the designer position. Following are some findings I got through the contextual inquiry:

- The participant likes portal which helps her to create alerts for job openings in her preferred location for work
- Likes when the participant gets interview calls directly from the recruiter after reviewing her profile on LinkedIn
- Likes website which lists job without signing in to the website.
- Likes portals having job filters which give specific results.
- The majority of the job positions on portals and recruiters too ask them to fill application on their company website which irritates the applicant as they have to fill the long application again and again for almost all the jobs they apply to.
- There is no option to import details from LinkedIn into the application which leads to re-write all the information which is already available. This is a redundant job and kills lots of time.
- Company applications are long and have a different format which makes user frustrated as same information in a different format is asked for again and again.
- 60-70% of the jobs available on portals redirect users to the respective company website where they fill out the application.
- They like portals which have perfectly filtered results and don't contain expired job positions.
- Response time for hearing back from companies about their application ranges from 2 weeks to several months.
- Sometimes applications are put on hold and no communication has been made which makes the user follow up several times.
- For UX designer/researcher jobs almost all companies need an online portfolio and some also support PDF portfolios.

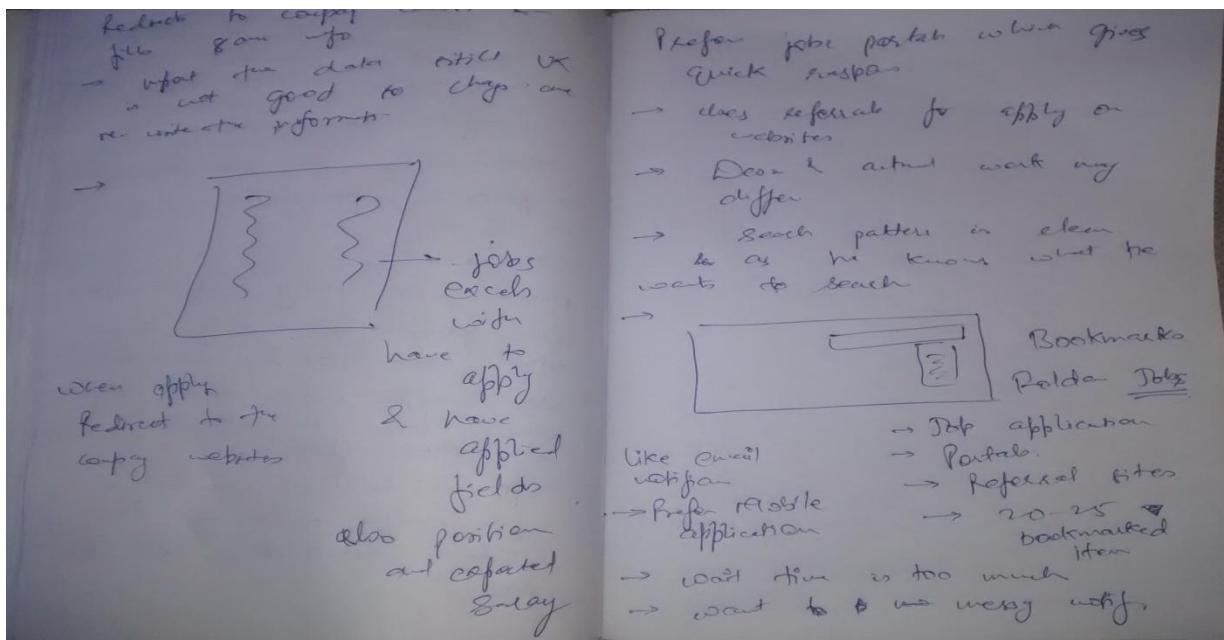
- Even when they contact recruiter and companies on portals they might not get a reply and even if they get a reply sometimes asked information is not provided completely.
- User liked portal which helps to connect to different people working in the same domain so that they get more information about the field also get some job and company information.
- A single page which showcases the need of applicant which can be used in almost all the applications is preferred, like a profile page on the portal from which all the information can be pulled off without re-writing them.
- A participant made a document for keeping track of all the applications and job ids as portals don't provide any feature to do so.

## 2. Anurag Goyal's Contextual Inquiry with a UX Designer seeking a new job for UX Designer position – 4<sup>th</sup> March 2016

- Worked as UX designer for 2 years a product based company in the United States.
- Done master's in Human Computer Interaction.

### **Field notes-**

<p>2 yr UX Des/ HCI for USA No pre exp. Last job from → campus fair → Asked to apply through portal</p> <p>→ filled application on several websites and copy pasted many things from his portfolio.</p> <p>→ have portfolio/ changes often some project gets completed</p> <p>→ Why changing current job → don't want multiple roles for the field</p> <p>→ don't like the work env.</p> <p>→ don't get good work</p> <p>→ New location &amp; more salary</p> <p>→ 2 set of resume for Resen 2 portfolio</p>	<p><u>Portals used</u></p> <p>↳ linked. facebook for contacts ↳ Monster, Indeed ↳ jobs, direct company websites → friend for referral</p> <p>→ Main thing for job description</p> <p>→ roles &amp; responsibilities</p> <p>→ Salary</p> <p>→ Location</p> <p>→ Need role having multiple respons.</p> <p>→ One portfolio has only design other has des &amp; reser both.</p> <p>→ Not working with all role where have to perform roles new deal like.</p> <p>→ Open LinkedIn → searches for job title or UX design, Resen. Visiting, august, etc lots of jobs.</p>
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### **Workplace photograph-**

I don't have any photograph of the participant's workplace or system as participant wanted this interview and details to be confidential. Participant doesn't want to tell anyone that he is looking for a new job and is not happy with the current job which made me schedule this interview at a coffee shop.

### **Questions asked during interview-**

1. Please tell me about yourself?
2. What is your job role in your company?
3. How many people are there in your UX team?
4. How did you have your first job?
5. Did you used any job portals at that time, what all?
6. Why do you want to change your current job?
7. What responsibilities did you perform in this company?
8. Do you have a portfolio?
9. Do you use any software to make your resume and portfolio?
10. What all factors guide your decision in looking and applying for a job?
11. Did you find any difficulty now in finding a job through portals?
12. Can you tell me how you use portals to apply for a job and search for it?
13. Why have you a different set of resume and portfolios?
14. Why you created a document to write all the jobs you are applying for?

15. What are the things you believe a job portal should contain for easy filtering of jobs?
16. Is portfolio mandatory for design jobs?
17. Do salary and location guide your job preference?
18. What are the issues you feel are there in job portals?
19. What is the first thing you look at the job application? Why had Job description and location?
20. What is the response time for the application you applied for?
21. What you prefer mobile message notifications or email notifications?
22. What kind of frustration do you face while searching for the job?

### ***Summary-***

The participant has worked as UX Designer for 2 years in a product based company which had small UX team which involved them to perform multiple roles of being UI designer to the Web developer. The participant wants to change the jobs as the participant is not happy with the current roles and responsibilities are given to them. The participant doesn't want to disclose identity as the participant doesn't want to let anyone know about the issues with the current position in the company and that's why this inquiry can't be performed at the workplace. This inquiry is conducted at the coffee shop. This interview happened for around 1 hour in which he searched for jobs and filled applications for jobs.

The participant got the first job during a job fair at the school where after interview asked to upload a resume and apply to the company website. The participant filled almost all the information again on the companies' website even after data got pulled from the LinkedIn profile. I changed the questions for this interview as the participant has some experience of finding a job and working as a designer in the industry. The participant was able to complete the task of searching a UX designer job through different portals which helped me observing things the participant did while applying for a job.

I believe if I get access to participant workplace and more participant who has worked in this field and is looking for a job as a designer will give me a good amount of data to further analyze the issues. Here are some other insights which I got through this inquiry:

- The participant was not happy with the roles played by this company which was quite different from what the job description said.
- The participant also made a document list all the job applications filled and are about to fill as no feature of bookmarking is available in the portals.
- Out of all the portals used by the participant majority of them redirected to the company website where similar things need to be entered.
- Some application is different from each other for the same position which made user frustrated as have to remember many things.
- Have created 2 versions of both portfolio and resume which is linked as per the requirement of the company.
- Like LinkedIn as it provides several features of getting in contact with fellow people working in the same field and a good legit source of company and recruiter information.
- They are concerned about the job description, salary, and responsibilities which they looked first before applying.
- The participant Google the company information when not sure about the reputation of the company in the global market.
- It takes a lot of time to fill company profiles as portals redirect to respective sites which again ask for same things and is a waste of time. Repeated process and frustrating.
- Job description and working role in the company may differ as you have to manage sometimes as per company requirement. The participant worked in a startup and has staff shortage which increased the workload.
- Participants really need a feature to store and save the applications they have filled and portals should also remove the positions which are already filled.
- Reply time is too high sometimes which make them frustrated as they have no idea what is happening to their profile for that opening.

3. Onkar Borgaonkar's Contextual Inquiry with a UI Developer – (1 hour) March 10

**Field notes-**

linked in  
internship  
searched  
selected first result  
looks for most rare / good so have jobs  
copied link, pasted in notepad  
\*what others viewed  
No back button except browser.  
selected second result  
reading complete job desc.  
very long desc  
<sup>again</sup>  
performed using other people views,  
likes the alumna in company  
found 'job not available' late  
needs to read full job desc  
might have applied to job, can't verify.  
wants track record  
someone else searches job profiles for participant  
Suggestions don't always match. (product design or adu  
nos on [www.CircusJobs.com](http://www.CircusJobs.com)) | irrelevant job  
[TimesJobs.com](http://www.TimesJobs.com) | offers?  
  
[indeed.com](http://www.indeed.com)  
[simplyhired.com](http://www.simplyhired.com)  
[glassdoor.com](http://www.glassdoor.com)  
[beyond.com](http://www.beyond.com)

don't like uploading resume time & again.  
company sites fetch irrelevant info from resume.  
Uses mobile too.  
LinkedIn preferred.

No profile page on other job portals.  
Does not want restriction of results relevant  
to one profile only

Not defined.

~~one~~, week to 2 months W.P.  
(cisco) (google)

Career fairs are faster / career portal is faster.

Not satisfied with response mechanism / feedback  
applied in Nov - still no reply.

Don't get why 'Where did you hear about us'  
Why not make use of it.

Replies open Dec / Jan

### ***Workplace photograph-***

The participant was unwilling to allow a photograph to be taken.

### ***Interview questions asked-***

1. What is your background?
2. How long have you worked as a developer?
3. Why interested in seeking a designing job?
4. Have you started applying for designing jobs?
5. Do you have a portfolio prepared?
6. What documents do you keep at hand before you start applying?
7. How many and what Portals have you used?
8. Which portal do you use most?
9. Do you feel it's useful to use a portal or do you feel have no other option?
10. How has your experience been with this portal?
11. Why do you use it more than other portals?
12. Can you apply for one job via this portal?
13. Why did you paste the link in Notepad?
14. How do you feel about the process?
15. What did you think about the job description on the portal?
16. Why did you not pull data from the portal even though there was an option for it?
17. What would your next step be?
18. How many companies do you generally apply to in one session?
19. What did you think when the company website asked you to sign into another portal?
20. How long does it take on average to get a response to an application?
21. How do you check the responses?
22. What do you think should definitely change about the portal?
23. What do you really like about the portal?

### ***Summary-***

My participant was a female with 3 years experience in development. Participant on the overall seemed hesitant to perform actions. Participant didn't want to spread the fact that they were looking for a new job and hence did not give permission to record audio or take photographs. It seemed like the participant was unsure of how to proceed even though the participant performed the steps. Participant seemed to have used many portals and decided which worked best for the participant. A participant mentioned they usually took help from her their partner to find suitable jobs. Overall participant actions seemed like brute forcing along the way. Trying everything possible and hoping it will yield results. The participant had very particular issues with the current system.

Participant tried to make optimum use of the LinkedIn portal to connect with other professionals. The participant mainly used LinkedIn to apply for jobs, while used the other portals for gaining background information about jobs and companies. The participant used notepad to keep track of all the jobs the participant applied to. The participant felt the process was repetitive and long. Reading the long job description had no alternative. LinkedIn had some features like count of alumni working in a company, other jobs people also viewed etc, which were used frequently.

The participant hated uploading resumes again and again and felt that the portfolio serves a better purpose as representing her previous work. The participant was frustrated by the spam emails received from some portals and chose to ignore those emails without reading. The participant used their Mobile to keep updated about job offers and responses.

4. Onkar Borgaonkar's Contextual Inquiry with a Graduate Student (1 hour) -  
March 12

**Field notes-**

Indeed. ✓ for many companies  
Simply hired  
Job white  
Linked  
Look sharp - Doesn't use but likes  
soft eng  
ux design  
doesn't know best way to do  
sites don't have good ux  
can't come back  
Doesn't like different portals for  
different jobs & company.  
Motivation dies / Redundant filling  
of info  
Indeed - ux design intern  
redirects to company website

Too many fields to fill.  
disabled / not veteran / Asian.  
always to be filled.  
cannot be auto filled. (radio button)

### Intimation !!

Doesn't know optimum strategy

AngelList / Start up jobs

Adverts !!

Only reads job titles  
Job desc not enough on Simply hired

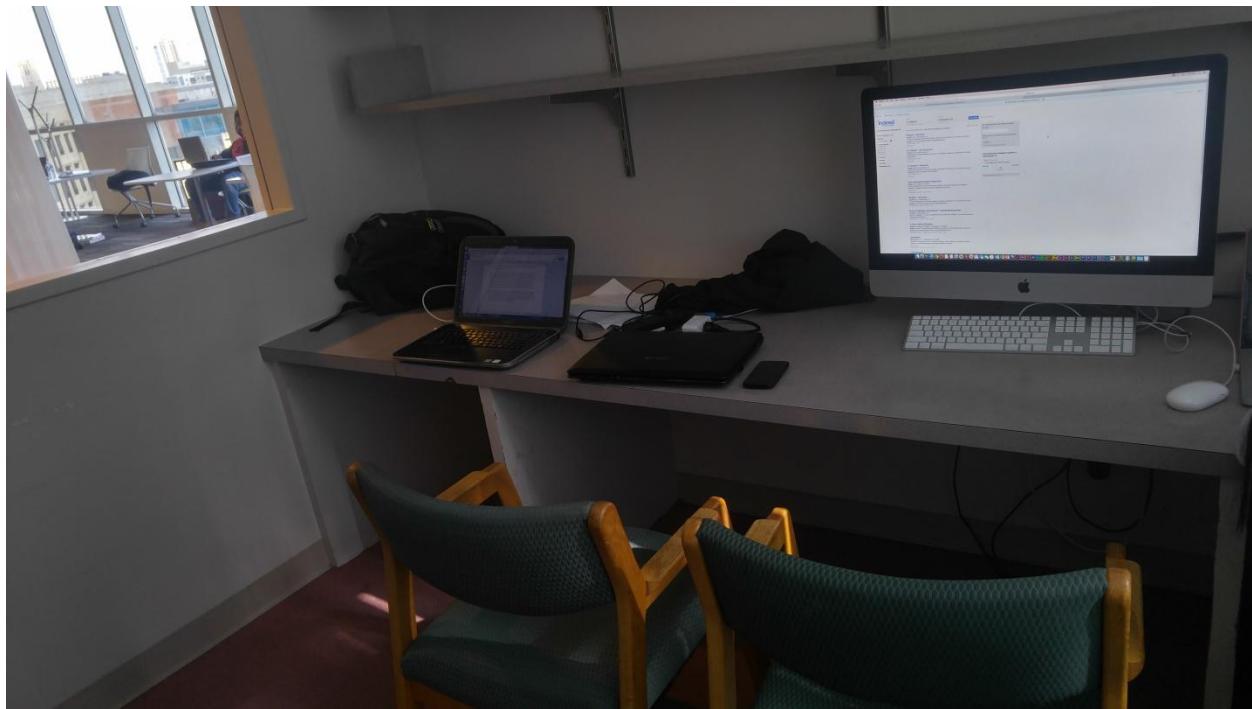
Next exp for 1st job.

2.5 years Exp. as Soft Engg.

No updates on change of field  
from linkedin.

### ***Workplace photograph-***

The participant was unwilling to allow a photograph to be taken. But as the inquiry was conducted in the IUPUI library below is the photograph where the inquiry was conducted.



### ***Interview questions asked-***

1. What is your background?
2. How long have you worked as a developer?
3. Why interested in seeking a designing internship?
4. Have you started applying for a designing internship?
5. Do you have a portfolio prepared? Did you develop it yourself?
6. What documents do you keep at hand before you start applying?
7. How many and what Portals have you used?
8. Which portal do you use most?
9. Why do you need to use so many? Which portal do you use for what purpose?
10. Do you think it's necessary to use all these portals?
11. How long does it typically take you to complete one application?
12. How was your experience until now?
13. Can you apply for a design internship as you typically would?
14. How do feel about the process now?
15. Do you use any other methods to look for internships?

16. How long do you have to wait to hear back from the company about your application?
17. Have you ever had to contact the company to inquire the status of your application?

### ***Summary-***

My participant was a male with 1-year working experience as a developer and looking for an internship as a UX designer. The participant was new to job hunting as his previous job was acquired directly from on campus interviews. The participant did not know the best way to go through the job hunting process. The participant described the process they followed usually but mentioned they got bogged down by the entire process and gave up after 2 applications. The participant used an alternative method for applying, i.e., forward their portfolio links to connections on LinkedIn to get a feedback or to a callback. The participant finds this method slow but easier. It helps the participant get good feedback about their portfolio.

The participant mainly had a problem with filling repetitive fields which could not be filled in using auto fill. Many mandatory questions have radio buttons as options which cannot be selected using auto fill. The participant was also dissatisfied by the mechanism of pulling data from LinkedIn. The participant had to modify the prepared Cover Letter before submitting and mentioned: "It would have been better if they had provided an option to link my LinkedIn Profile directly instead of this; at least my data is better presented in LinkedIn."

The participant used Indeed.com almost as much as LinkedIn for searching jobs. But thought Indeed.com looked 'Bare' and 'like Craigslist'. The participant received 4 replies out of 100+ applications sent out.

## 5. SiSi Jin's Contextual Inquiry With A Ph.D. Student Majored In HCI—March 10<sup>th</sup>

- This interview continued for 1 hour 10 minutes.

Two participants are involved in my contextual inquiry project, one is a Ph.D. student, just graduated and a fond job as UX designer, the other is a founder of UX Design Company based in Indianapolis. For my first contextual inquiry, I did voice recorded of the whole inquiry and translate the data later after the inquiry is finished. Also, a rough sequence model is created by me during my observation on how she use online portal (LinkedIn) to apply for jobs. Also, for this participant, the main insights I want to gain from her is: How does she find the job? Does she use some portals? If yes, what portals? Comments you have any on this? Does she face frustrations whiling applying? What is the main concern that bothers her?

My second contextual inquiry is the founder and CEO of a UX design company since this is a startup company in 2008, recruiting is not only his job, besides, he also did marketing and designing. Since recruiter is one of our stakeholders in this project, we want to gain insights of how does recruiter find or choose the best candidate? Any frustrations you find during the filtering process? What capability of the applicants does the recruiter care about? What do you think can be improved to facilitate your process of finding the best candidate? Any suggestions you have?

*Education background:*

PhD student in HCI program

*Current situation:*

Just found job through a friend's referral two days ago

*Working experience:*

Had two internships

*Ideal Job:*

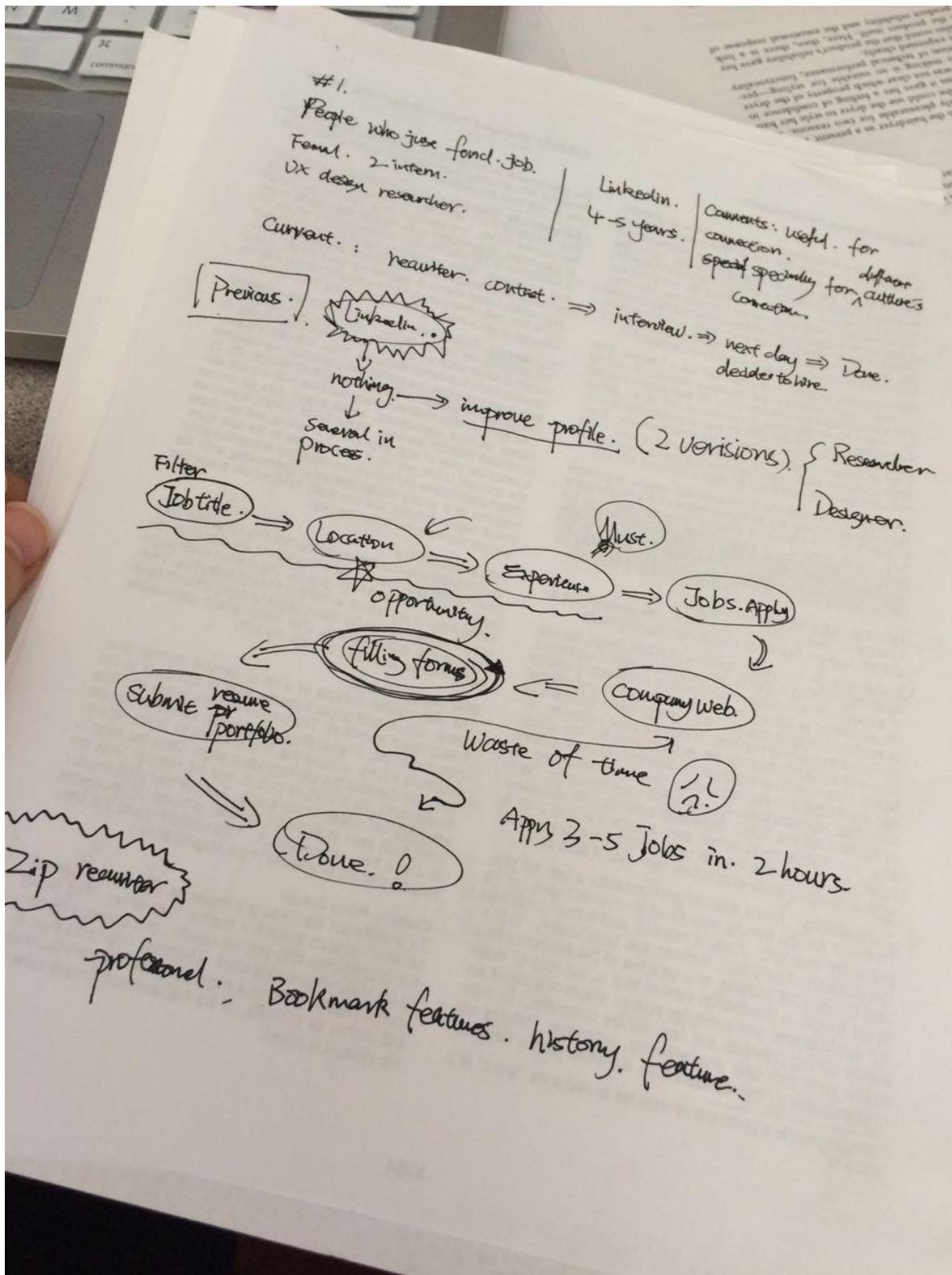
UX researcher (primary), UX designer (secondary)

*Portals used:*

LinkedIn.com, Zip recruiter.com

4-5 years of experience of using LinkedIn and have applied for few jobs via zip-recruiter.

## Field notes-



### ***Workplace photograph-***

Don't have workplace photograph as the interview took place at a coffee shop and the participant was not comfortable in getting clicked for this interview.

### ***Interview questions asked-***

1. How did you find your current job?
2. Besides LinkedIn, have you ever used any other platforms?
3. Any frustrations you faced while applying online?
4. Are you getting prepared before applying?
5. What preparation did you do?
6. How long does it take for your application?
7. What is the frustration that you faced while applying?
8. How long does it take to wait for application result?
9. How often do you use LinkedIn?
10. How do you use LinkedIn besides applying?
11. How do you think of LinkedIn?
12. Why do you think locations matters to you while finding jobs?
13. Why do you skip the Facebook and IBM's published job?
14. How do you track your status after applying?

## **Summary-**

Normally, UX designers seek positions via more than one portal. Take LinkedIn as an example, normally people use LinkedIn for two purposes, one is applying for jobs, the other is connecting with the previous college, or building social relationships. One of the frustrations that applicants faced is that most published in LinkedIn are linked with company's website, once applying it, it will tour you to company's website, which contains a lot of none profile related information, such as your race, your working eligibility. Actually, this information is similarly shown in each company's website, which means applicants need to repeat doing it for each application. It is very inefficient and demotivating.

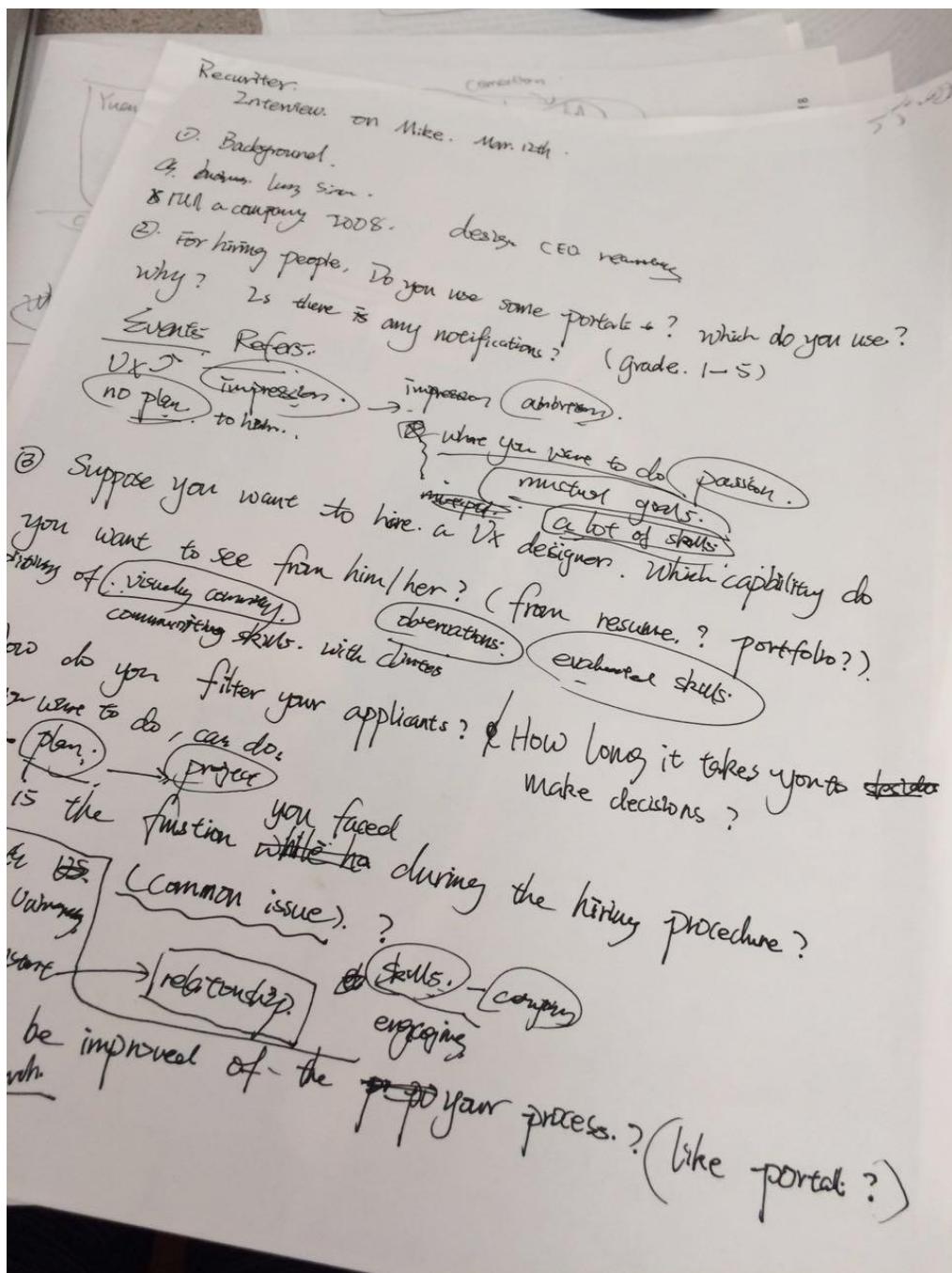
Besides, the finding of the judgments and evaluation of LinkedIn. LinkedIn is popular with job seekers and business people's social connection. Filtering job by locations and experience levels is the feature that job seekers like to use. While there is no "history" feature, so that people cannot remember what jobs he/she has applied before. In addition, some people use LinkedIn for connecting with their previous colleges and tracking their status.

**Observation is very important, the researcher should better have the insights to capture small touchpoint related to their design topic.** As described in the book "Universal Methods of Design" *One of the most powerful characteristics of contextual inquiry is its application of the master/apprentice relationship model.* Researchers are an apprentice, they should have the ability to learn from observation of the participant. During my contextual inquiry, I actually didn't do it very well, especially the second one, we scheduled a time to meet at Starbucks, where initially should be his real working environment. So for this participant, even though, I did voice record of our dialogue, but it is more like an interview, our conversation is generated by my questions and his answers, no observation is involved. Rather than the apprentice, I am like an interviewer that wants to lead the interview. To some extent, this contextual inquiry is not fully accomplished. If I want to get more value data from my observation, I need to find another participant to join.

## 6. SiSi Jin's Contextual Inquiry With A Founder, CEO, Recruiter of a UX Design Company—March 12

- Founder, CEO, recruiter, designer of a startup UX design company based in Indianapolis. The interview took 1 hour to get completed.

### Field Notes-



### ***Workplace photograph-***

The interview happened in Starbucks with the recruiter of the company that's why haven't clicked any photos of laptop and notes which was carried by the participant while taking the interview.

### ***Questions asked during interview-***

1. How do you hire people normally?
2. Did you use some online portals?
3. What impression do you mean that makes you want to contact with?
4. To hire a UX designer, what capabilities do you want to see from him or her?
5. How long does it take to make decisions of if you want this person or not?
6. What do you think can be improved to facilitate your process to find the best candidate?
7. What frustrations did you face during the hiring process?

### ***Summary-***

In a startup company, the recruiter wants to hire people with more practical skills from conducting research to designing solution, rather than narrowed skills such as research. They also care about people's communicating skills for UX designer position. For companies that lack funds, they prefer hiring students in universities, while building a connection for better communicating with students and even track students profile and status is suggested.

**Choosing the best participant will make your data valuable and facilitate the following procedure.** As with all user research, the participants should be representatives of the deemed user groups. To do this properly, make sure it is discussed in depth using the affinity maps as further guidance. Through the two contextual inquiries, the first participant is a very proper participant for our project. I did a field interview to see how she conducted the workflow. I gathered a lot of valuable data during observation and asking questions based on it. For instance, when I observed how she conduct the process of applying, I noticed that she started from entering a job title, then filter the jobs by experience level and locations. I asked her why she filters jobs by locations. Does location really matter to her? she answered that location means opportunities, she even

showed me the number of jobs as UX designers in San Francisco, which is 114, which means she gets more chances to find positions in San Francisco, even the job she found is not that proper, she would still have more opportunities in that area. So my note is "She filters the job by experience level and location, due to a potential job opportunity." Additionally, I observed how she goes through the job titles published on LinkedIn, she passed Facebook and IBM's UX designer position quickly but looks a little hesitate on some small companies. I asked her reason, she told me that she remembered that she has applied them before, but she is not sure of whether or not she has applied for some small companies. So I noted that "She is not sure of her application history because there is no applying history session in LinkedIn." Compared with the first contextual inquiry, I feel that the participant in my second contextual inquiry is not that appropriate. One reason is that his job is not a recruiter, and he has multiple job titles. What he did most is marketing. Due to this, I can not have a field visit to him. Besides, he owns a startup company, so that he is not representative for other recruiters in other companies. The way he did recruiting is not formal, he conducted recruiting by holding events, supporting school programs, which could be generated as a design opportunity for startup companies, but it is still not representative. We still need to get more data if involving the recruiters in this project. As with all user research, the participants should be representatives of the deemed user groups. To do this properly, make sure it is discussed in depth using the affinity maps as further guidance.

## Contextual Inquiry Reflection

After conducting the Contextual Inquiry, we as a team realized that many Students and Professionals use numerous job portals. The participants we interviewed had some common issues and some workarounds for the laborious process of applying for a job online. From personal experience and after conducting 6 contextual inquiries, we think that some issues are related to the portals, such as no feature to keep track records of applied jobs, and some are related to the company website, such as repetitive fields and inconsistent information requirement.

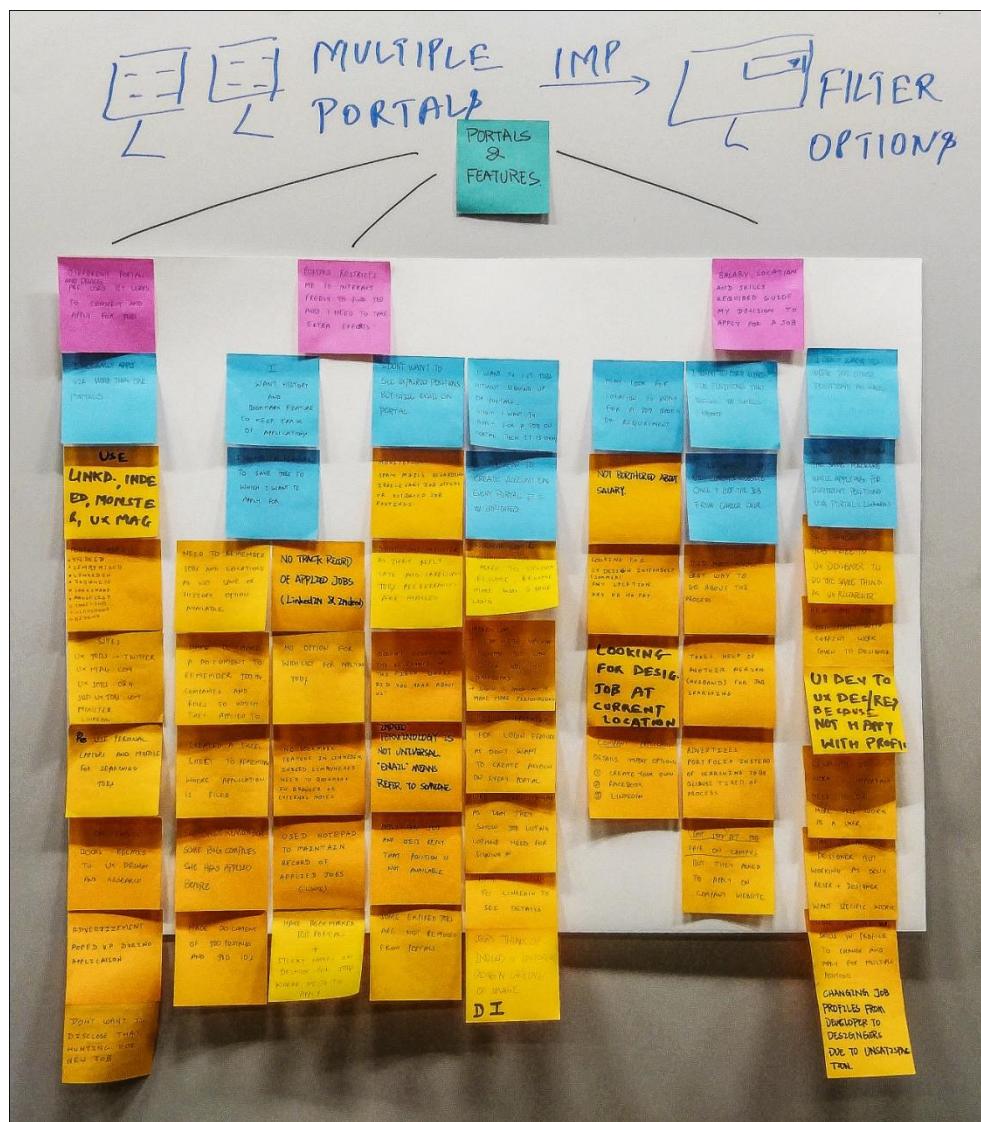
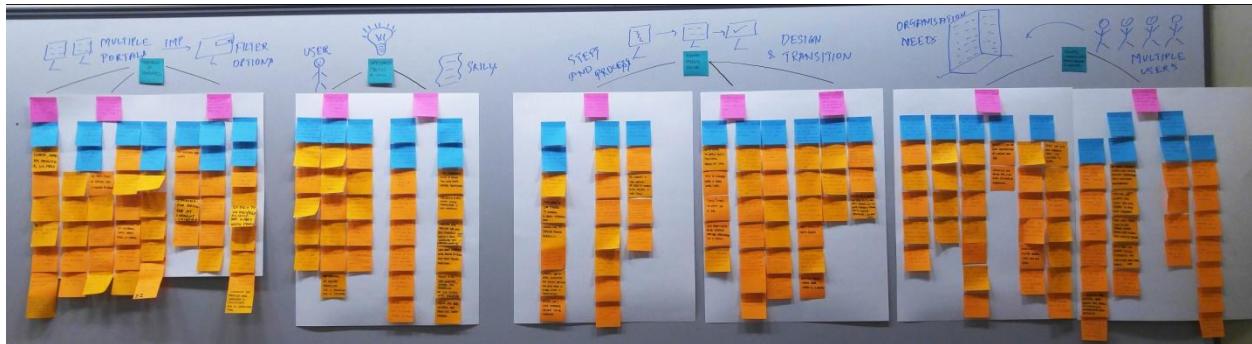
We were under the impression that the process of applying for jobs is quick and the company would accept/reject the applications within a reasonable time. It turned out that on average, a user spent at least 1 to 2 hours per application, and had to wait for 3 months, at times, to hear back from the recruiters. We also learned that working professionals are unwilling to disclose that they are looking for a new job, and hence avoid using these portals at their workplace. These Portals also help students find internship positions or get in contact with companies which might have a position open.

It was most interesting to conduct a contextual inquiry with a recruiter. This inquiry gave us a good insight about what happens at the other end of the process, what they look at while evaluating an application, and how the process goes on generally at their end. The recruiter we interviewed suggested that they would find it easier if the school provided them information about students early in the process. The affinity diagram helped us realize the gap between the applicant and the recruiter, and gave us insights about how we can address the gap.

It was challenging to not ask biased questions. As designers, we have many biases about existing systems and their problems, we had to make sure that even though we are not following any script, we still ask open-ended questions. I think it was interesting to see how each participant would articulate similar problems that they faced and then tell us the workarounds they developed for most problems they faced, like using Notepad or Excel to keep a track record of applied jobs, or using LinkedIn to get in contact with a recruiter and approach them by mail instead of applications.

# Contextual Inquiry Analysis

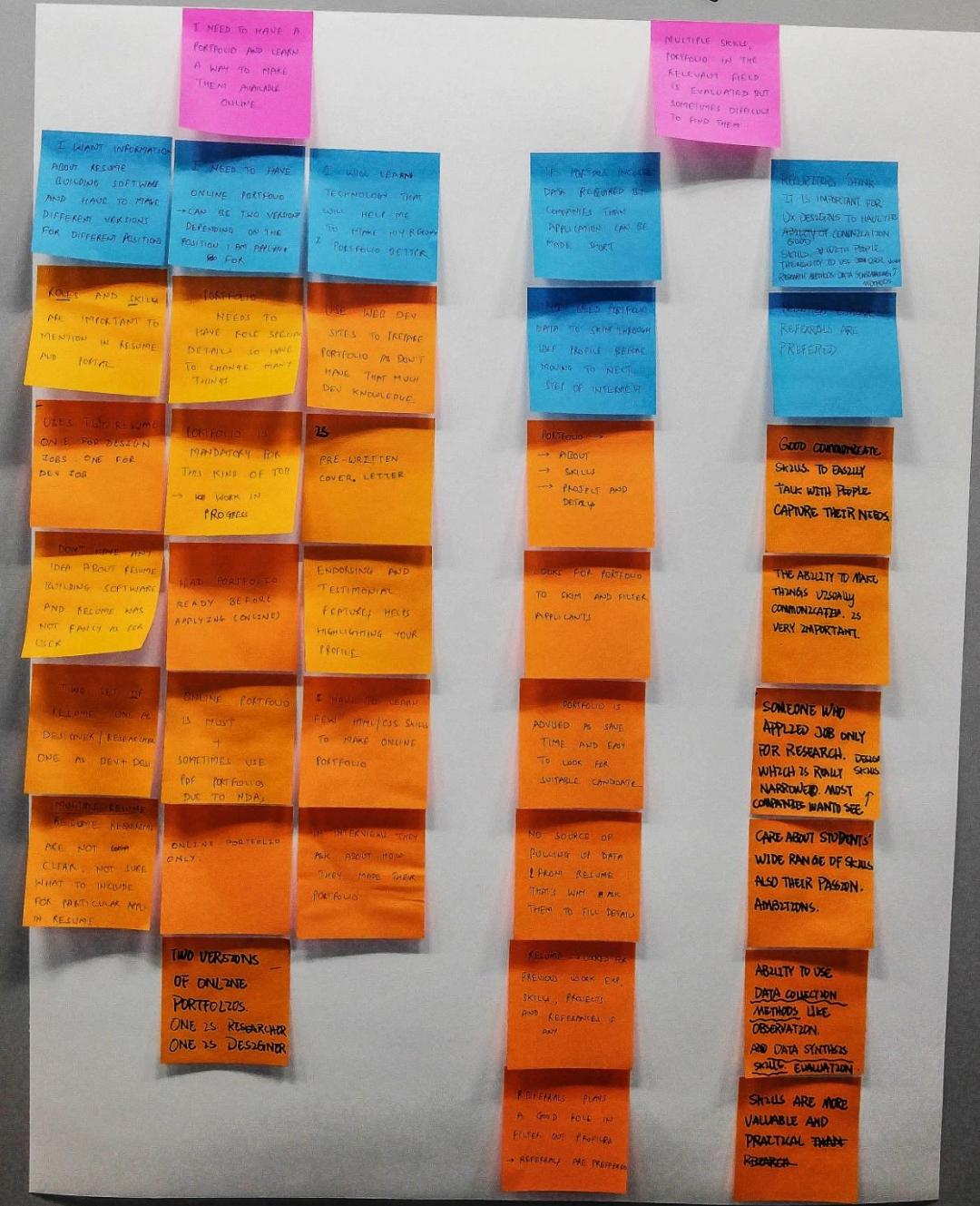
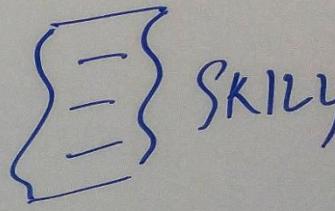
## Affinity Diagram-

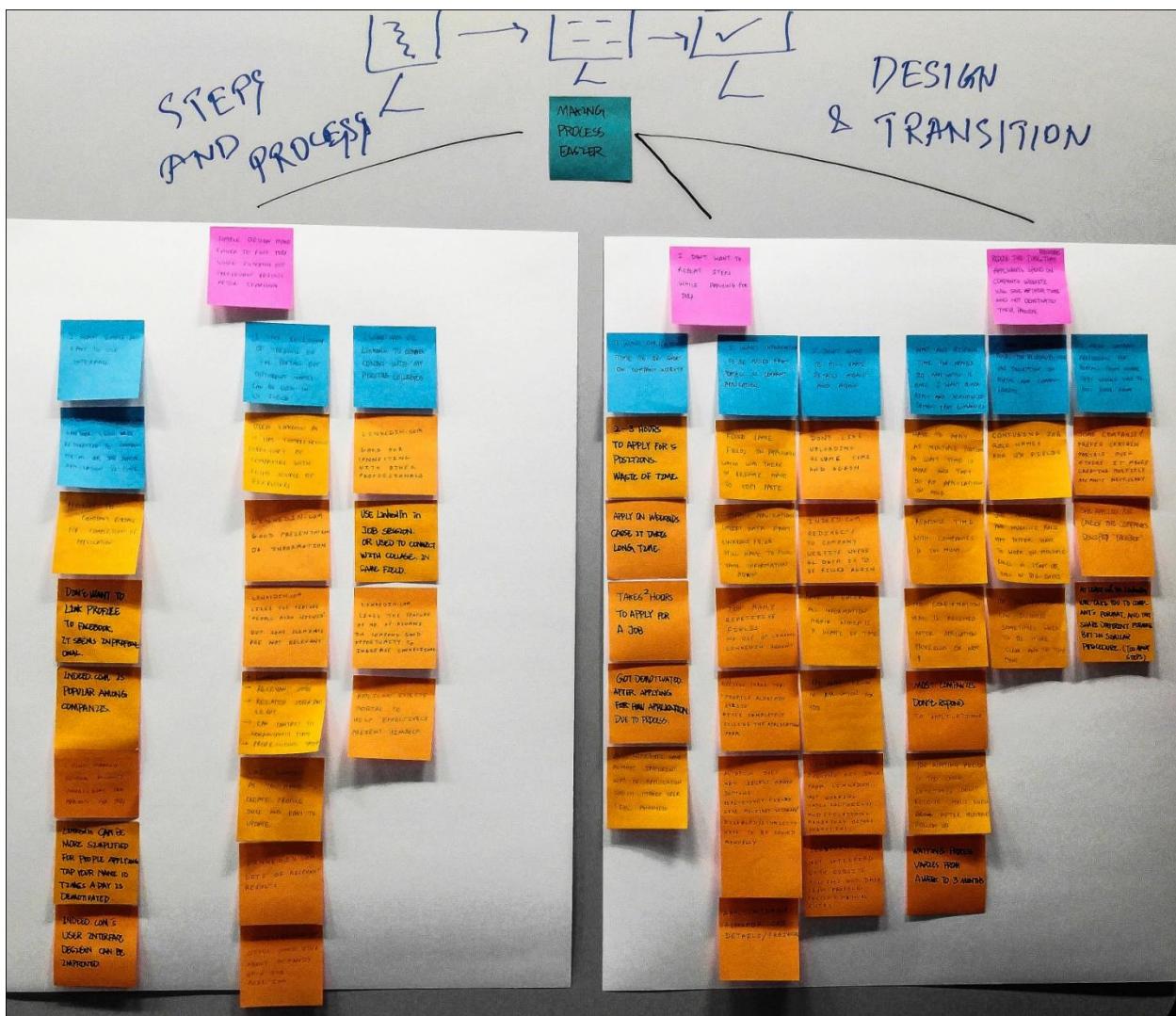


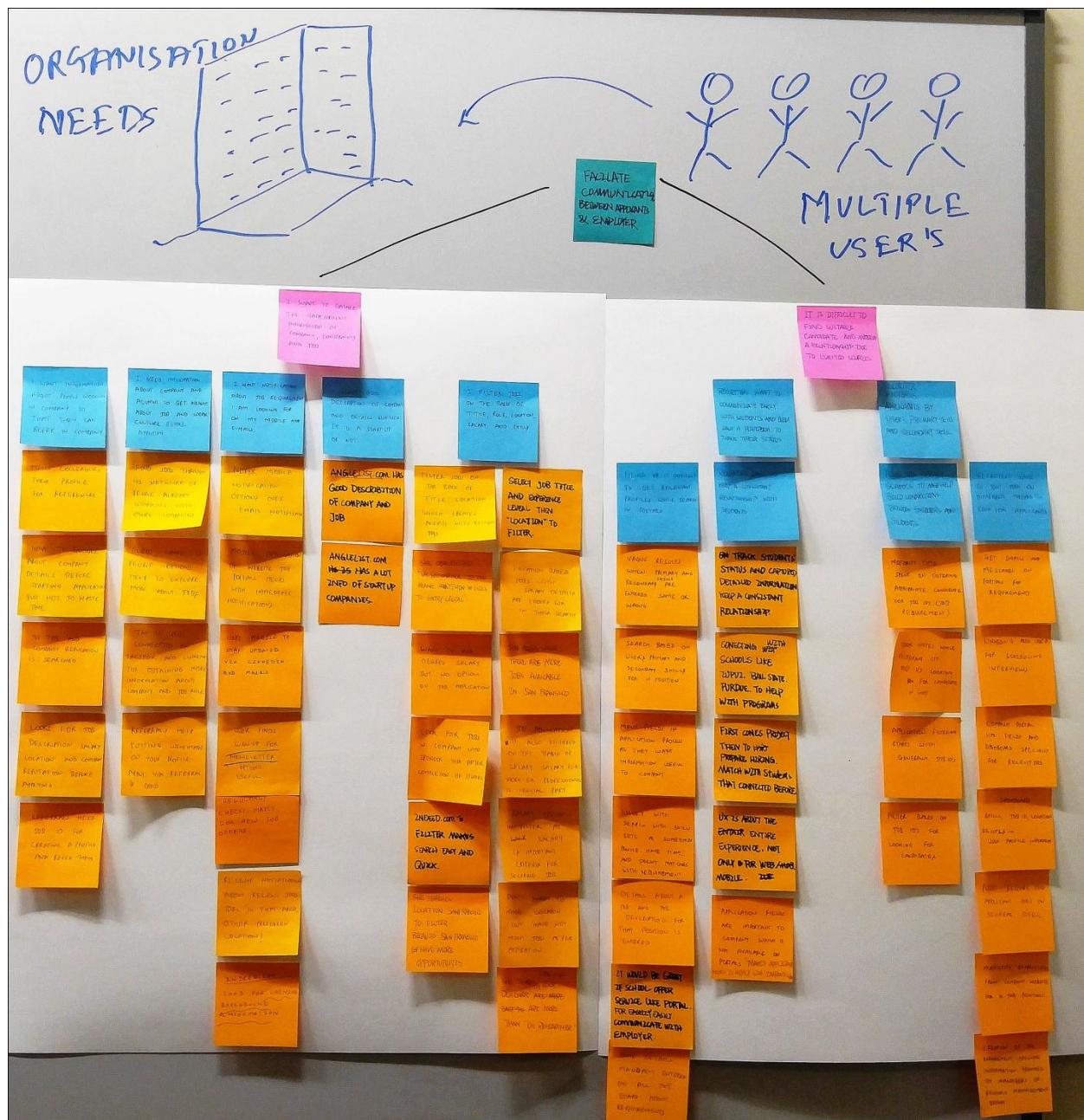
# USER



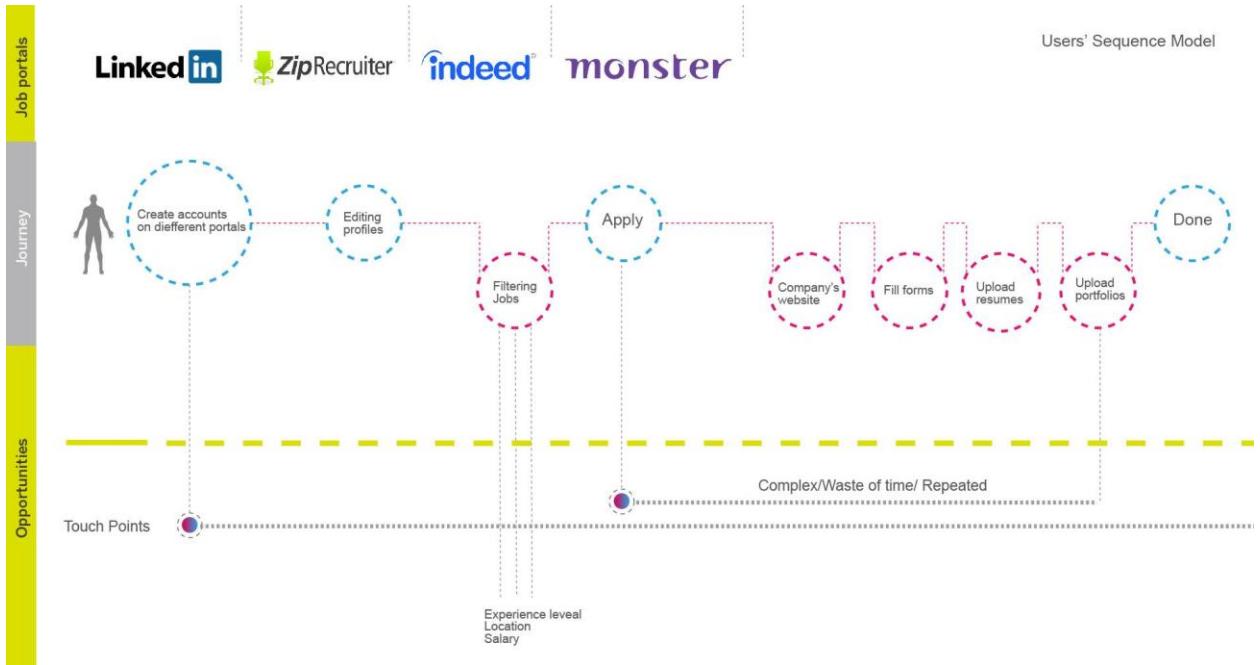
APPLICANT'S  
PROFILE  
& SKILLS







## **Sequence model-**



## *Relationship model-*

