### **Product Hypothesis**

**Template:** I'm making a service **CareerHorizon**, which allows **job seekers and HR professionals** to solve **the inefficiencies in the job search and recruitment process**, **by aggregating job listings from multiple sources and providing comprehensive tools for job application and candidate management**, thanks to **our unique technology for data aggregation and user-friendly platform design**, as a result my client gets **a more efficient, streamlined, and effective job search or hiring process**.

### **Target Audience Descriptions and Scenarios**

**Job Seekers:**

1. **Recent Graduates**: Just finished their education and are looking for entry-level positions. They struggle with knowing where to start and what opportunities are available.
2. **Experienced Professionals**: Have several years of experience and are looking to advance their careers. They often find the search process time-consuming and fragmented.
3. **Career Changers**: Individuals looking to switch industries or job roles. They face challenges in finding relevant opportunities and convincing employers of their transferable skills.
4. **Remote Job Seekers**: Prefer or need to work remotely. They find it difficult to find reliable listings that match their skills and preferences.
5. **Freelancers and Contract Workers**: Looking for short-term or project-based work. They need a steady flow of opportunities and find it challenging to manage multiple platforms.

**HR Professionals:**

1. **Recruiters at Large Corporations**: Manage high volumes of applications and job postings. They need efficient tools to streamline their recruitment process.
2. **Recruiters at SMEs**: Have limited resources and need cost-effective solutions to find qualified candidates quickly.
3. **Independent Recruiters**: Work on behalf of multiple clients and need a centralized platform to manage job postings and candidate applications.
4. **HR Managers**: Oversee the entire hiring process and need tools to ensure efficiency and effectiveness.
5. **Recruitment Agencies**: Need to manage multiple job listings and candidates efficiently to meet their clients’ needs.

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### **Problem Hypotheses**

**Job Seekers:**

1. If job seekers have to search multiple websites for job listings, then they waste a significant amount of time and may miss out on opportunities.
2. Job seekers want comprehensive job information, but they can’t find consistent salary and role expectations across platforms.
3. If job seekers cannot easily track their applications, then they may miss follow-ups and deadlines.
4. Job seekers want relevant job recommendations, but they get overwhelmed by irrelevant postings.
5. If job seekers have to tailor each application manually, then the application process becomes overly time-consuming.

**HR Professionals:**

1. If recruiters have to post jobs on multiple platforms, then they spend too much time on repetitive tasks.
2. HR professionals want to attract qualified candidates quickly, but they struggle with the inefficiency of screening numerous unqualified applications.
3. If the cost of recruitment services is high, then SMEs find it challenging to allocate sufficient budget for effective hiring.
4. HR managers want to streamline the hiring process, but they lack integrated tools for managing postings and applications in one place.
5. Recruitment agencies need to manage client expectations efficiently, but they find it difficult without centralized management tools.

### **Interview Questions**

**For Job Seekers:**

1. **Tell me about the last time you searched for a job. What was the process like?**
2. **What are the biggest challenges you face when looking for job opportunities?**
3. **How do you currently track the jobs you’ve applied for?**
4. **What kind of information do you look for in a job listing, and how do you find it?**
5. **Describe a time when you missed a job opportunity because it was posted on a site you don’t usually visit.**
6. **..**

**For HR Professionals:**

1. **Tell me about the last time you posted a job listing. What steps did you take?**
2. **What are the biggest challenges you face when trying to attract qualified candidates?**
3. **How do you manage your job postings across different platforms?**
4. **Describe your typical timeline for filling a position. What are the major bottlenecks?**
5. **What tools or services do you currently use for recruitment, and what limitations do you face with them?**
6. **..**

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### **Next Steps**

1. **Validate Hypotheses:** Conduct live interviews with representatives from each target audience to validate these hypotheses.
2. **Iterate Based on Feedback:** Use the feedback from the interviews to refine the product hypothesis and problem statements.
3. **Develop MVP:** Based on validated hypotheses, develop a minimum viable product (MVP) to test with a broader audience.