

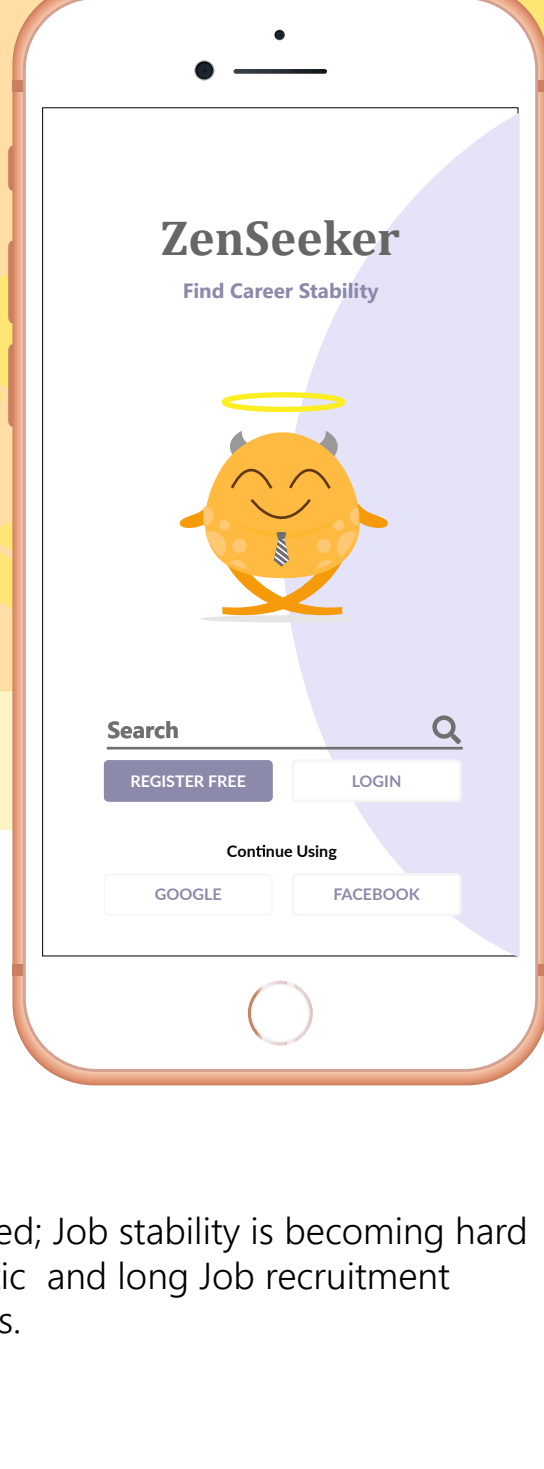
Zen Seeker

2019

A Job Searching and Networking application which prioritizes your mental well being by providing information about the recruitment process and opportunity to connect with people in the interested field.

Roles

User research, Market Research ,User interviews, Wireframing, Prototyping, Visual design .



The Problem

Today Job satisfaction has become an essential part of being employed; Job stability is becoming hard to achieve. Exploring and finding the right career fit is vital. Also, hectic and long Job recruitment process, which takes months to complete leaving many at cliffhangers.

Candidate Journey



Time spent on e-recruiting sites as Candidate

- Updating CV to increase visibility
- Looking at a Job opening
- Keyword editing required for the particularly exciting job
- Trending skills
- Every week 2 Hour

Findings

- Candidates like, during the hiring process they interact with industry veterans, get their knowledge tested and able to understand their market self-worth.
- Candidates research about the company at various places still murky perception of what the company does, for every candidate, the essential criteria for the company is different. Career opportunity for candidates involves- Able to Learn new skills for growth, Interest-specific job/company, Skill-specific job/company ,New challenges.
- Customer goals involve Better Experience, Seamless Integration, Mobile Availability, Negative result still satisfying experience, Reduce touch time, Relevant pool and Critical information earliest.

STRESS WAS HUGE SIDE EFFECT OF CHANGING JOB PROFILES AND INDUSTRY SCENE . VARIOUS E-RECRUITING APPLICATIONS, DESPITE THEIR CONVENIENCE, ADDS UP TO IT.

TODAY, CONSTANT UPDATION AND MAINTAINING ONLINE PRESENCE HAS BECOME MORE BENEFICIAL IN ACQUIRING JOB THAN A QUALIFICATION DEGREE.

Primary Competition



How might we?

How might we help candidates to seek career and networking opportunity with the least amount of stress?

Exploration Exploring ideas that will put a user's stress level at the forefront.

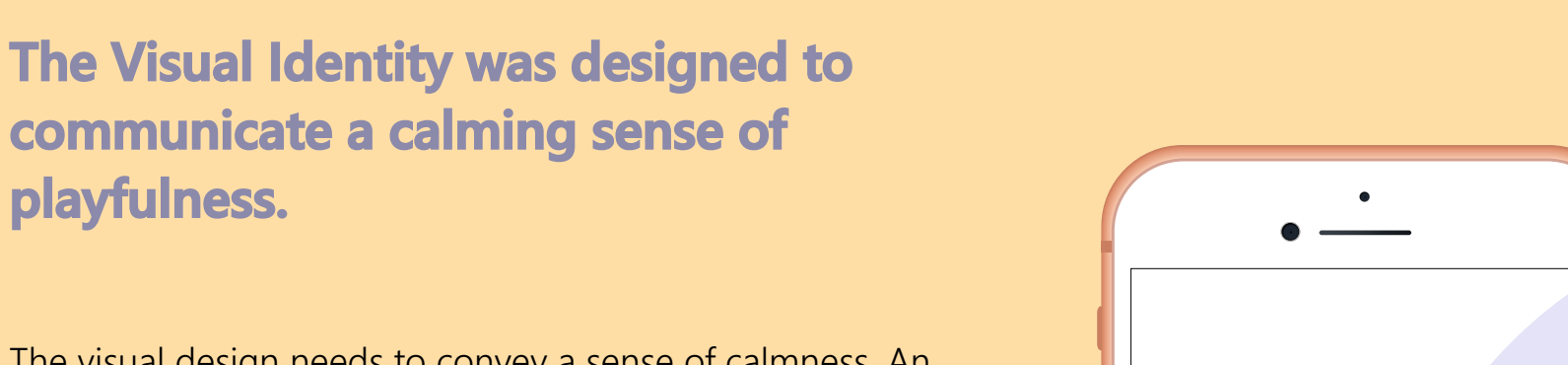
Learning the highest ranked cause of stress is 'Not having Online Presence' and the constant pressure of networking to meet like-minded people. Second is related to unknown wait time or procedures of hiring. If stress reduction is put at the forefront, then These will be a huge differentiator. This helped clarify a few key aspects of what the solution needed to address.

Stress-Reducing Touchpoints in The app-

- 1) Removing Sign-up profile manual input. Seamless onboarding will give a better experience.
- 2) Profile building using Machine learning, saving filters, choices, articles liked or saved, searches.
- 3) Pushing articles of interested field or author to the profile will help recruiters identify your interests well.
- 4) Easy going brand identity with limited content options on screen at a time.
- 5) Information about hiring process bracket, specified in the job post

Core Function

User Feedback through Interviews and Testing helped define the core features of the MVP



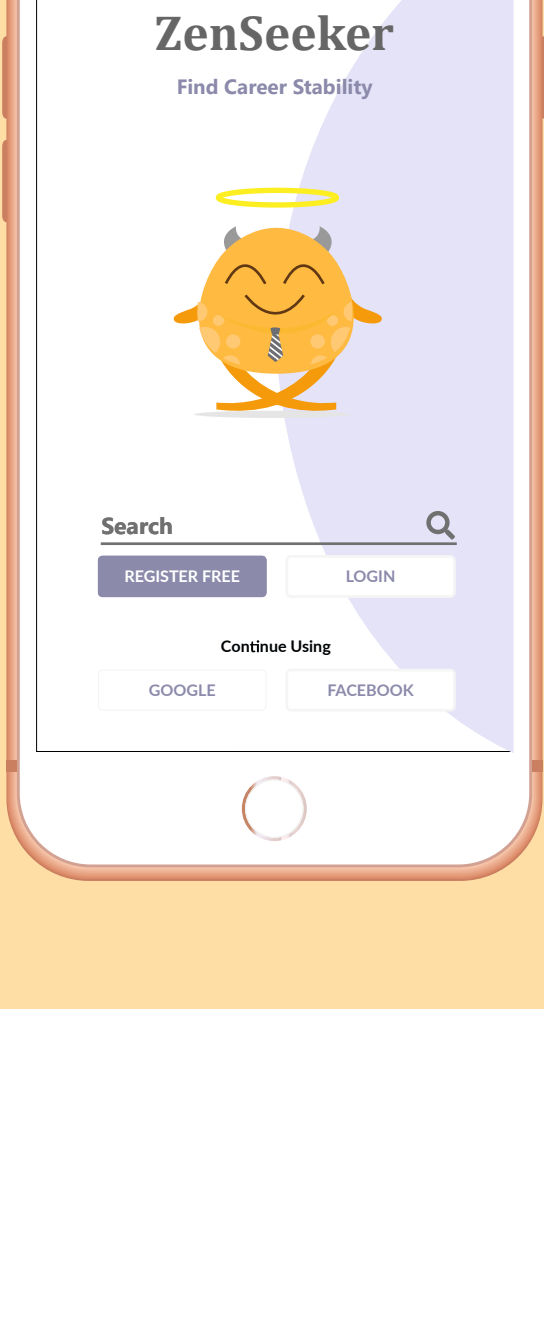
- Extended Criteria**
Multiple-way to look for job or company. Criteria included like
 - Job profile
 - work culture
 - Company vision
 - Proximity
 - Employee care
 - Open culture
 - Technology-focused
 - No junior /senior exploitation
 - Flexible work hours
 - Remote working
- Stress Ranking and Status Bracket**
Stress ranking to each job post, indicating the intensity of the hiring process. Also, the Status bracket will be mentioned, too; it will show the maximum time the hiring process steps will take. Knowing about this uncertain critical information beforehand prepares candidates mentally.
- Simplify**
Simplifying the networking anxiety. Candidates can push interesting articles by veterans or comment or even write essays from this app. It will curate articles from different sources, learning progressively and building your profile.

Brand

The Visual Identity was designed to communicate a calming sense of playfulness.

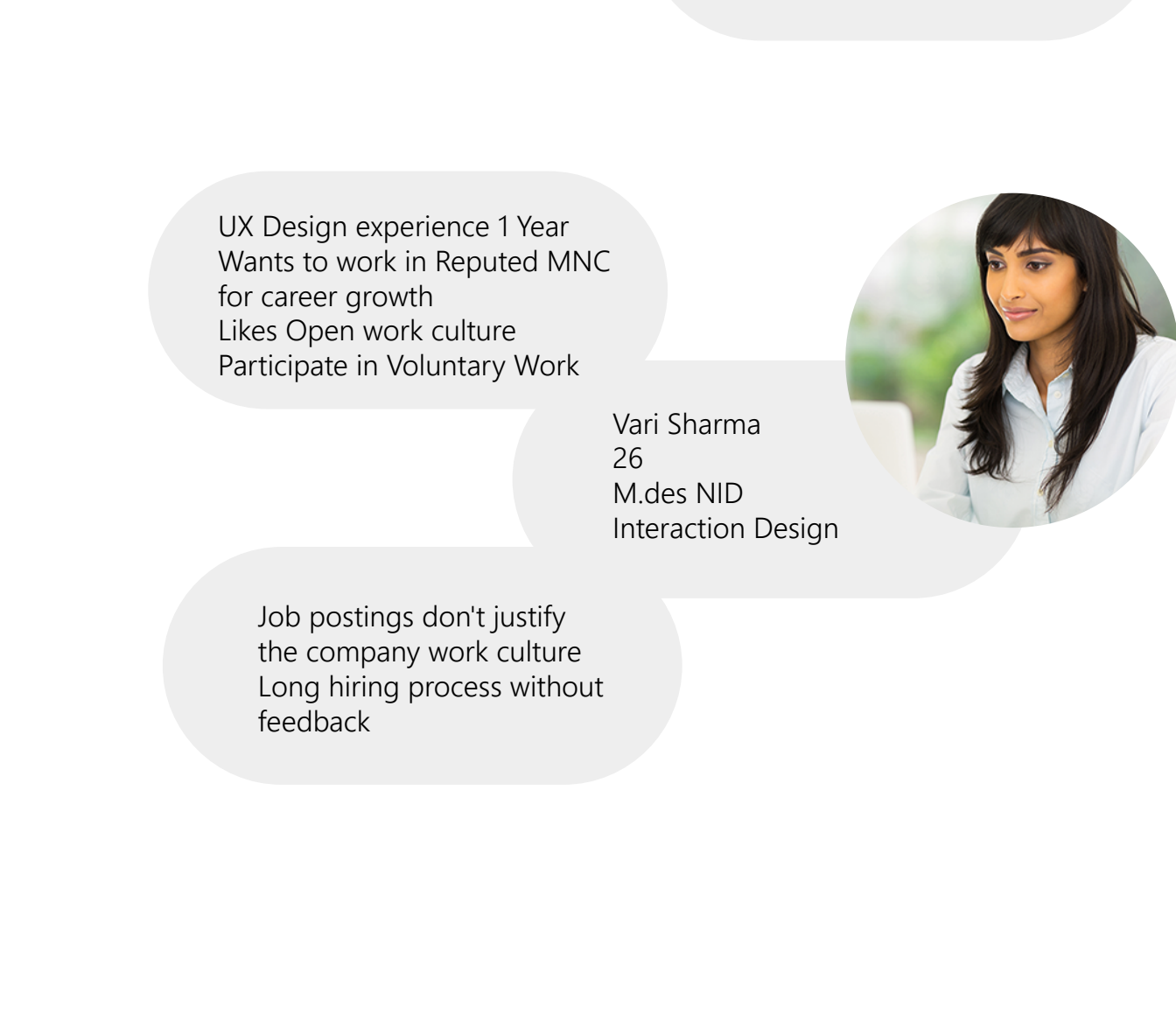
The visual design needs to convey a sense of calmness. An illustrative approach seemed to be a perfect approach to inject an element of fun and playfulness that you would not expect to find in a job posting application. This approach also plans to bring in a lot of inspiration from apps focused on mindfulness and mental well being.

The name ZenSeeker help communicate the intention of creating an app around keeping candidates in a zen-like state.



Personas

Modelling our product users and scenarios



Inside the Application

