

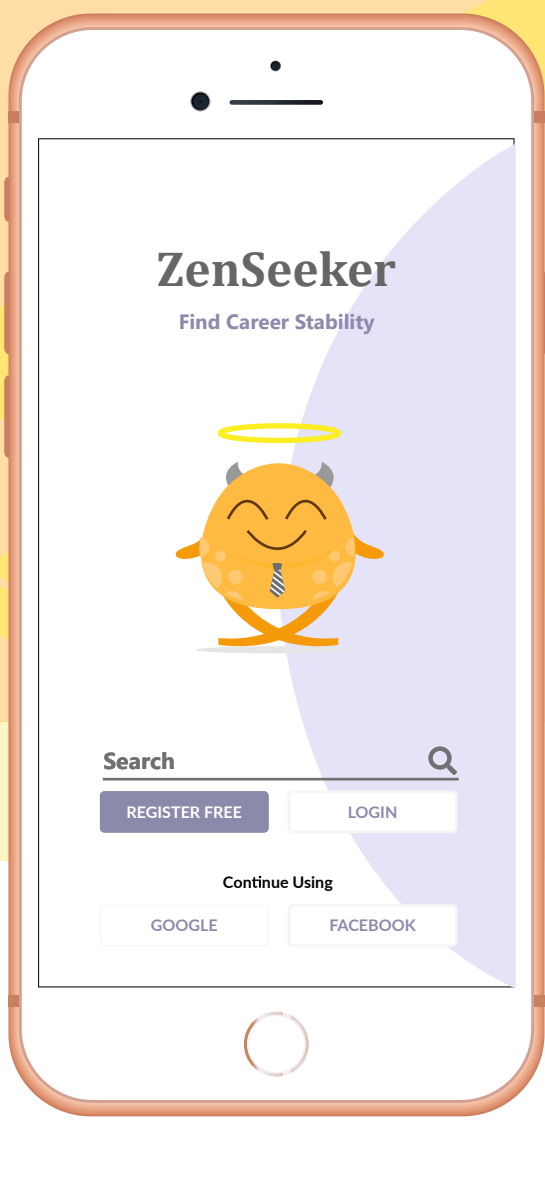
Zen Seeker

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

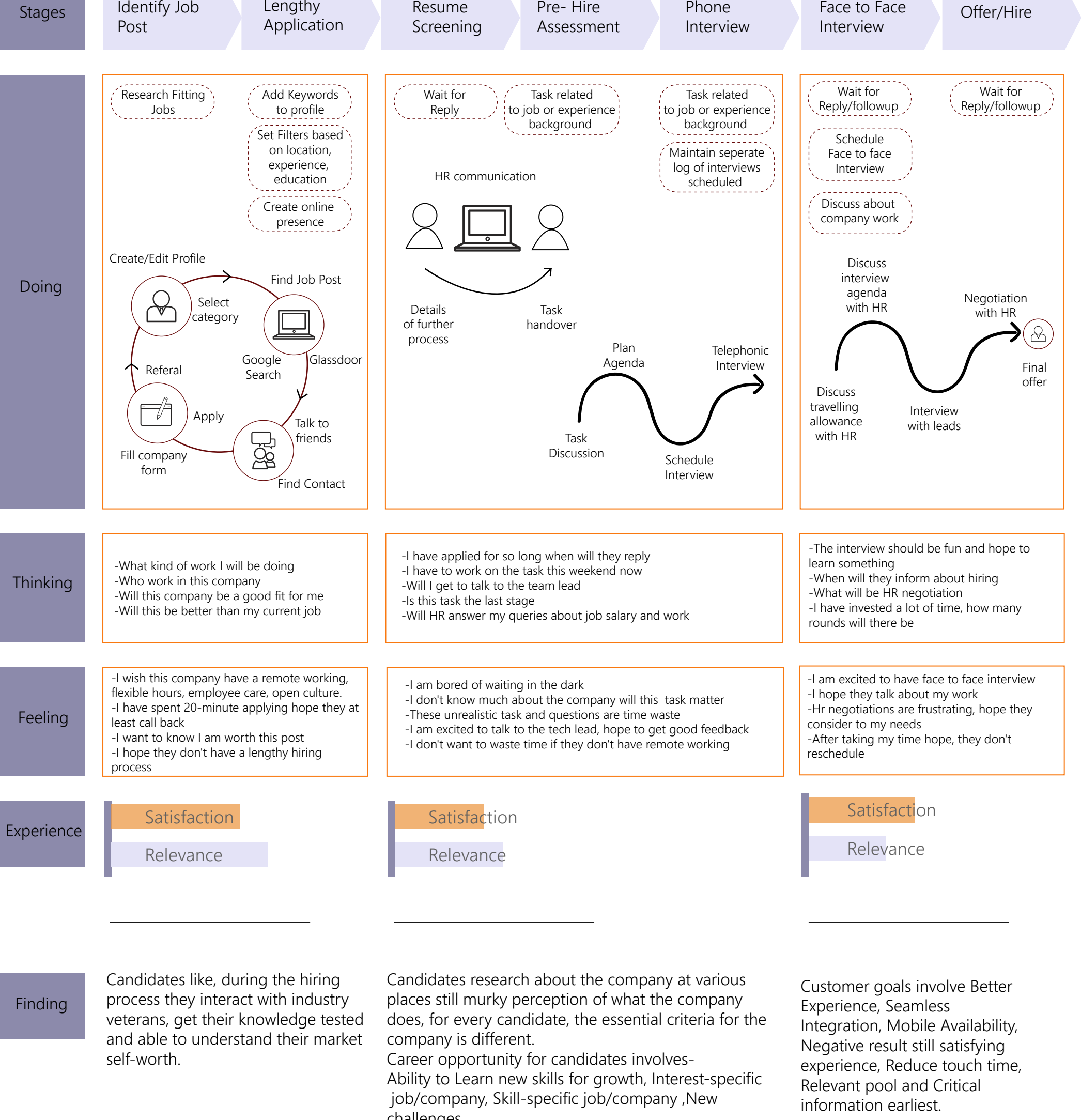
Today Job satisfaction has become an essential part of being employed; Job stability is becoming hard to achieve. Exploring and finding the right career fit is vital. Also, hectic and long Job recruitment process, which takes months to complete leaving many at cliffhangers.

Online Hiring User Experience Map

Guiding Principles

- People use E-Job Post services because it is free, convenient and resourceful
- Resume or Profile Building is initial and skillful part of peoples larger hiring journey
- People with experience depend on referral for surety and fast outcome but keep updated profiles on E-job Post Sites
- People value service that is respectful, effective and personable

Customer Journey



Opportunities

Gobal

- Communicate a clear value proposition
Stage: Initial Encounter
- Make the customers more relaxed career seekers
Stages: Global
- Support people in creating an online presence
Stages: Global

Searching, Applying

- Enable people to plan overtime of involvement
Stage: Searching, Planning
- Arm customer with information for making decision
Stage: Applying

Post applying, Hiring Process

- Communicate status clearly at all time
Stage: Post applying
- Tracking applications and scheduled interviews
Stage: Post applying

With a traditional hiring process, most candidates are expected to wait weeks or months before a final decision is made.

When addressing candidate experience, companies often fall into the trap of just adding new tech to their process. The best candidate experience outcomes rely on reimagining hiring, not just retooling it.

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

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
- 6) Interview Schedule and details on the same app

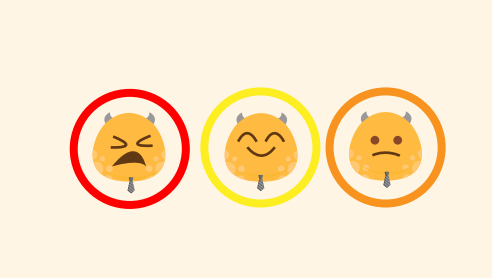
Core Function

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



Status Bracket
Status bracket will be mentioned; it will show the maximum time the hiring process steps will take. Knowing about this uncertain critical information beforehand prepares candidates mentally.



Simplify
Interview details and hiring steps will be mentioned. Scheduling of interactions can be managed through same application.

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.