

Needfinding

Prerana Sirigeri | Rachana B Karennavarl
Shreya Banerjee

A large group of business professionals in suits and dresses are silhouetted against a bright, white background. They are standing in a line, facing forward, with their reflections visible on the floor. The silhouettes are in various shades of blue and black.

What is the student thought process?

Anxious? Stressed?

Excited?

Problem domain

Placement Process

Roadmap

1

Brainstorming

2

User surveys

3

Empathy map

4

Conclusions

Brainstorming

Problem Domain : Placement process

Who does it affect the most?

Who are the stakeholders?

How is the pandemic affecting the process?

What role does technology play?

End-User survey

Student thought process

Less opportunities and more candidates during covid times. Dealing with stress and anxiety and staying positive is a challenge.

Very scared in the beginning since this was virtual for the first time.

Placement policies weren't clear creating lots of confusion. Interviews clashed with tests of other company.

Sometimes students have to write test for more than 1 company on a single day. Sometimes, interviews and tests are at the same time where the student has to choose one as there is no reschedule option.

Mental stress, lots of unwanted procedures.

Was new to the system and was eagerly waiting for the process. But it was stressful writing many tests and giving many interviews.

Very scared.

It is definitely stressful.

Suggestions

Send mails on time. Not 1 hour or 1 day before. Don't create unnecessary anxieties.

Proper calendar of events can be sent so that people can get better clarity.

Placement cell should reply to mails sent by students

We should have some courses or placement prep in college to help students.

Placement policies can be informed to students well in advance so that they can prepare accordingly.

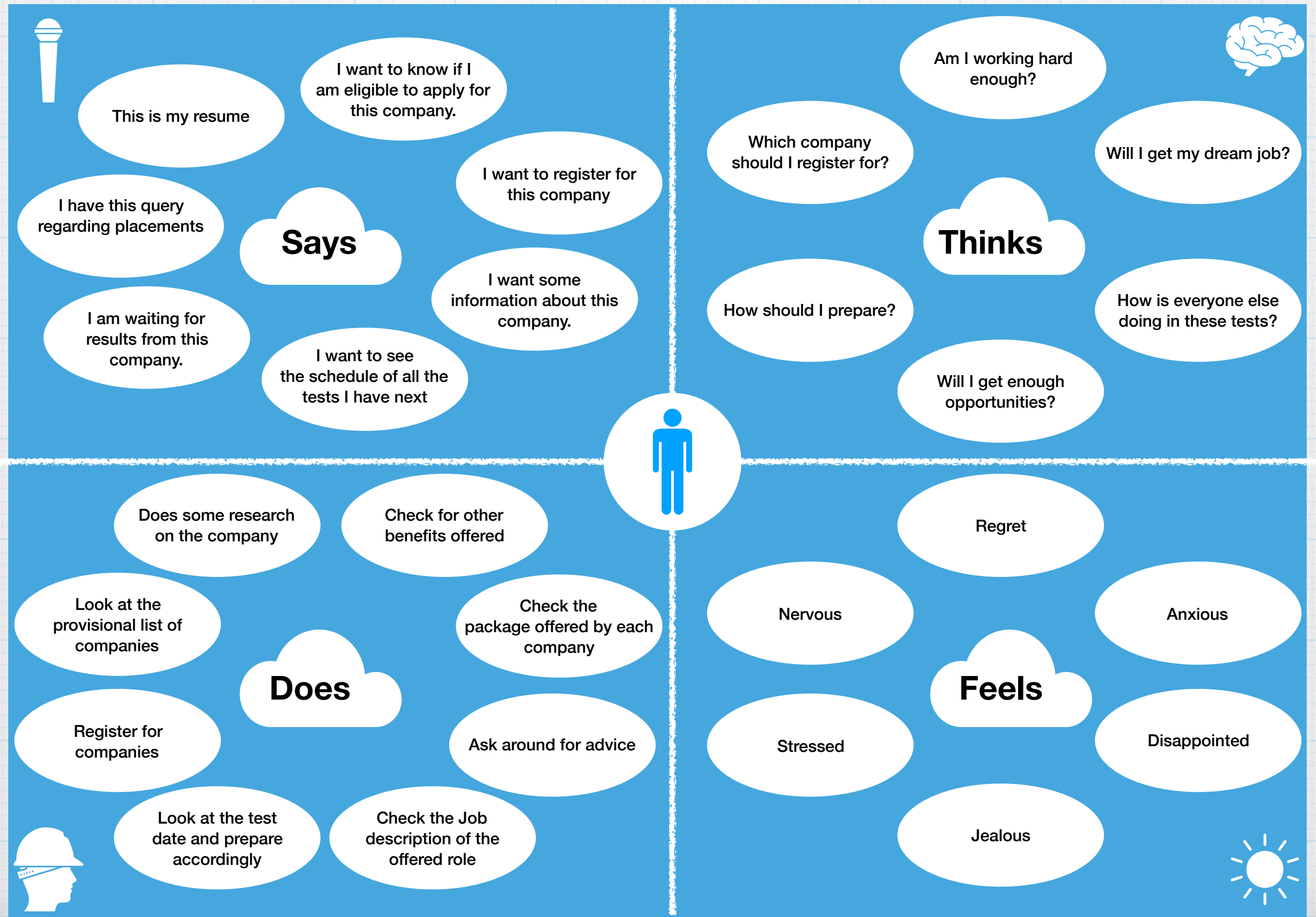
More information abt companies to come and prior notice of at least one week.

Should be more transparent, placement cell should be more responsive.

More clear information and communication required.

Not asking basic information like email id, cgpa, 10th 12th grades and all time and again.

Empathy Map



Conclusion

- * After contemplating over the student thought process and suggestions, we decided to make use of technology to make the placement process smoother.
- * A placement information portal (a convenient app that can be used on phones) looked like a good idea to move forward with.