

# PRODUCT TEARDOWN

Weekday  
🌟 Use AI for  
job search

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# Problem Definition

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## What is Weekday?

- Referral-based hiring platform leveraging employee networks.
- Connects companies with passive, high-quality candidates.
- YC W21 startup transforming tech recruitment.



## Weekday's Product Goals:

- Drive Successful Hires through the Platform directly drives revenue, employer satisfaction, and market reputation.
- Increase the Quantity & Quality of Referrals for Companies ensures a consistent pipeline of strong candidates.
- Improve Candidate Engagement & Retention keeps passive candidates responsive and moving smoothly through the hiring funnel.
- Enhance the Overall User Experience ensures both referrers and candidates have a seamless, trusted experience, driving long-term platform loyalty.

# Methodology

## Defining Core Problems & Solutions:

Companies lack access to passive, high-quality candidates due to low engagement with recruiter outreach and limited structured referrals, resulting in slower and lower-quality hiring.

### What is the pain point?

- Employers want better candidates who are not actively applying everywhere randomly.
- Passive candidates ignore recruiter outreach due to lack of trust.
- Employee referrals are infrequent and unstructured without an incentivised platform.

### Why does this matter?

- Fewer successful hires → Companies lose time and money.
- Weekday's revenue depends on driving more successful, high-quality hires.

### Weekday's Opportunity (solution direction)

- Build a referral-based sourcing platform that scales employee referrals and increases passive candidate conversions with high-trust outreach and seamless UX.

# Competitive Market

Weekday's Unique Position: Beyond Traditional Hiring

	Hireflow (Outreach Automation)	TopHire (Curated Marketplace)	Weekday (Referral-Driven Sourcing)
Candidate Type Reached	Active seekers	Active, pre-vetted candidates	Passive, High-Quality Candidates
Primary Approach	Automated recruiter outbound	Curated screening, market	Referral-based sourcing via Employee Networks
Trust Factor	Medium (Cold Outreach)	Medium-High (Platform-vetted)	Very High (Outreach from a Known Employee)
Source of Candidates	Public profiles, databases	Applicant pools, database	Internal Employee Networks & Referrals
Candidate Awareness/Perception	High (familiar tools)	Moderate (marketplace model)	Low (Perceived as 'just another job portal' by many)

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# User Personas: The Candidate's Perspective

UNDERSTANDING OUR USERS:  
DIVERSE NEEDS, HIDDEN  
PERCEPTIONS

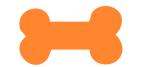




## "Arjun" - The Network-Seeking Fresher

- Age: **22 years old**
- Occupation: Recent Graduate (Product Aspirant)
- Goals: Land first 'good' job, gain experience, build professional network.
- Priorities: Trust → Clear guidance → Speed to first interview.

### Pain Points



- **"Just Another Job Portal" Confusion:** Visits Weekday, sees job listings, doesn't immediately grasp the referral/AI difference.
- **Trust Gap for AI/Referrals:** Skeptical how a tool can genuinely get him a referral; the 'how' isn't transparent.
- **Lack of Proactive Awareness:** Weekday isn't a known brand to him for job hunting; he relies on traditional methods.



## "Priya" – The Strategic Career Switcher

- Age: 30 years old
- Occupation: Experienced Professional (QA Lead aiming for PM)
- Goals: Land a high-impact, relevant role; leverage network; efficient, discreet job hunt.
- Priorities: Quality of Matches → Effectiveness of Referrals → Confidentiality.

### Pain Points

- **"What's the Catch?" Skepticism:** The referral promise is appealing, but she needs clear, verifiable proof of efficacy, not just a promise.
- **Messaging Disconnect:** Weekday's communication often sounds B2B, not directly addressing her candidate-specific need for discreet, quality referrals.
- **ROI of Effort (Unclear):** If the initial value isn't obvious, she won't invest time completing a detailed profile for AI matching.





## "Meera" - The Experienced, Discerning Professional

- Age: 38 years old
- Occupation: Engineering Manager
- Goals: Find a challenging role with significant impact; advance career; efficient use of limited time; join top-tier company.
- Priorities: Direct Access to Top Roles → High-Quality Referrals → Discretion.

## Pain Points



- **Ignorance of Weekday's Existence:** As a passive candidate, she's likely unaware of Weekday until a direct referral, limiting proactive engagement.
- **Messaging Irrelevance:** Website/extension messaging might not immediately resonate with her 'passive' mindset or high-level needs.
- **Authenticity Barrier:** Highly skeptical of automated systems; needs strong reassurance that the referral is genuine and not just a mass email.

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# The Problem Discovery



**Problem Area 1: Low Candidate Response to Initial Outreach**  
(Trust & Awareness Deficit)



**Problem Area 2: Referral Process "Black Box"**  
(Transparency & Follow-Through)



**Problem Area 3: Limited Post-Application Insights**  
(Beyond "Applied")

# Problem Discovery

## Low Candidate Response to Initial Outreach

- **User Action:**  
Candidate receives an outreach message initiated through Weekday.
  - **User Expectation:**  
Message is genuinely from a known source, highly relevant, and trustworthy.
  - **Observed Pain Point:**  
Even with a referral, candidates are wary of new platforms. The message's origin (Weekday vs. direct referrer) and Weekday's distinct value ("AI for job success," "get referred") might not be instantly clear or trusted. Arjun is confused, Meera dismisses, Priya is skeptical.
-  **Reasons:**
- General 'Recruiter Spam' Fatigue: Outreach gets lost in noise.
  - Weekday Brand Unknown: Candidates don't recognize Weekday as a trusted career partner.
  - Vague Initial Messaging: Doesn't immediately articulate the core 'referral advantage' in candidate-centric terms.

# Problem Discovery

## Referral Process "Black Box"

- User Action:  
Candidate expresses interest via Weekday and is 'referred'.
  - User Expectation:  
Clear understanding of next steps; real-time status updates; a sense of control.
  - Observed Pain Point:  
The referral process, once initiated, feels opaque. Candidates (Priya especially) lack visibility on referral status or its true impact.
-  Reasons:
- Limited in-app status tracking for individual referrals.
  - No estimated timelines or transparency from Weekday on internal processing.
  - User anxiety leads to manual follow-ups or seeking alternative channels.

# Problem Discovery

## Limited Post-Application Insights

- User Action:

User tracks an application in Weekday's dashboard.

- User Expectation:

Understand application status, get feedback, know if it's been seen by the company.

- Observed Pain Point:

Dashboard primarily confirms "Applied." Lack of deeper insights into application status (viewed, rejected early, still active). Competitors like Lasso offer "AI Smart Apply" insights.



### Reasons:

- Relies on basic "applied" status, doesn't provide predictive or crowd-sourced insights.
- User still feels in a "black hole" after applying, reducing confidence in the tool.

# The Solutions

**"Referral Journey Tracker & Trust Hub"**  
**(Addresses Trust Gap, Black Box)**



- **Description:** Dashboard showing live referral status updates (e.g. Requested → Referred → Reviewing → Interview).
  - **Content:** Displays anonymised success rates per company (e.g. "X% of referrals get interviews here").
  - Includes a dedicated Privacy & Trust section explaining data usage and referral process transparency.
  - **Messaging:** Uses clear, confidence-building language (e.g. "Track Your Referral Progress", "Know Where You Stand").
- **Problems Solved:**
  - Trust gaps and process confusion among candidates.
  - Builds credibility for Priya, clarity for Arjun, and confidence for Meera.

# The Solutions

**"Career Compass AI & Insight Engine"**  
**(Addresses Relevance, Insights & Engagement)**



- **Description:** AI-driven insights engine providing personalised job fit explanations and next-step predictions.
  - **Content:** "Why this match?" – explains AI-based role recommendations aligned to candidate profiles. Predictive next steps (e.g. "Likely under review", "Interview within X days") based on anonymised data trends.
  - **Messaging:** Uses empowering, insight-driven language (e.g. "Know Your Best Fit", "Stay Ahead with AI Insights").
- **Problems Solved:**
  - Lack of relevance clarity for Priya.
  - Anxiety from application black holes for Arjun.
  - Increases trust in Weekday's AI recommendations.

# The Solutions

**"Candidate Success Stories & Guide TV"**  
**(Addresses Awareness, Messaging Clarity & Trust)**



- **Description:** In-app videos of successful candidates sharing their referral journey + career guides (LinkedIn Learning's Career Stories).
  - **Content:** Short videos of candidates sharing their referral success stories. Quick guides on how Weekday's AI referral process works.
  - **Messaging:** Uses simple, benefit-focused language (e.g. "Skip the Line with Weekday", "Get Referred Faster").
- **Problems Solved:**
  - Low brand awareness among active job seekers.
  - Lack of clarity on Weekday's unique value.
  - Builds trust and social proof across user personas.

# Feature Prioritisation

MAXIMISING IMPACT ON ENGAGEMENT & TRUST

Priority Score Formula:

Score = [(Impact x Confidence) / Effort] + Leverage

(Impact, Confidence, Effort: 1-5; Leverage: 1 if core

differentiator, else 0)

	Impact	Confidence	Effort	Leverage	Score	Rationale
Candidate Success Stories & Guide TV	5	5	3	1	9.3	Highest priority: Builds awareness, trust, and messaging clarity.
Referral Journey Tracker & Trust Hub	5	4	3	1	7.7	Second priority: Boosts transparency, critical for trust post-contact.
Career Compass AI & Insight Engine	4	3	4	0	3.0	Third priority: Long-term AI value; lower immediate impact.

# Metrics to Track Success

Category	Metric	Why it Matters
Awareness	% direct visits, Guide TV views	Measures brand reach and candidate understanding of Weekday's model.
Engagement	Weekly active users, avg. session duration	Shows if users explore features beyond job listings.
Retention	Monthly retention, churn after 1st referral	Indicates long-term user value and platform stickiness.
Referral Success	Response rate, referral→interview→offer conversion	Tracks effectiveness of Weekday's referral-based sourcing model.
Trust & Quality	Candidate NPS, positive video feedback, employer satisfaction	Measures trust built among candidates and employers, crucial for growth.

# Thank you!

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