

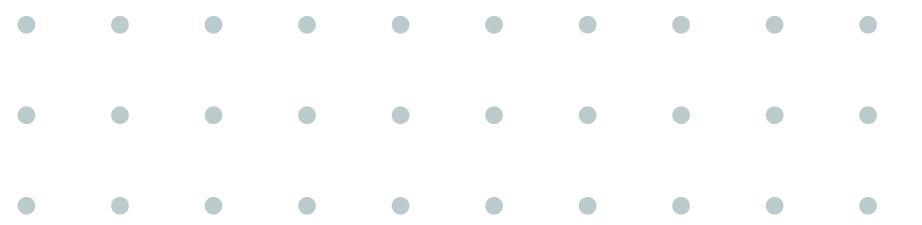
UX-HCI PRESENTATION

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RESEARCH GOALS AND OBJECTIVE

Goals

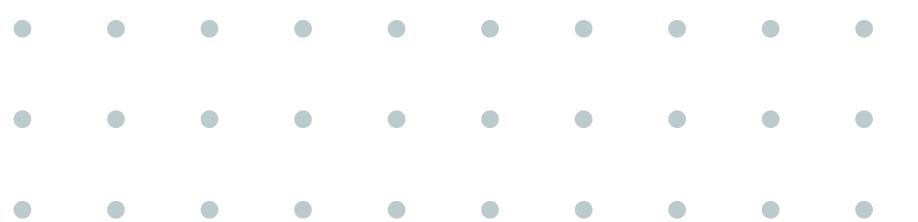
- Our goal is to know more the employees and applicants of our company by gathering valuable feedbacks, identifying their pain points, and understanding their overall experience. Ensuring that we will be able to deliver a pleasurable experience.



RESEARCH GOALS AND OBJECTIVE

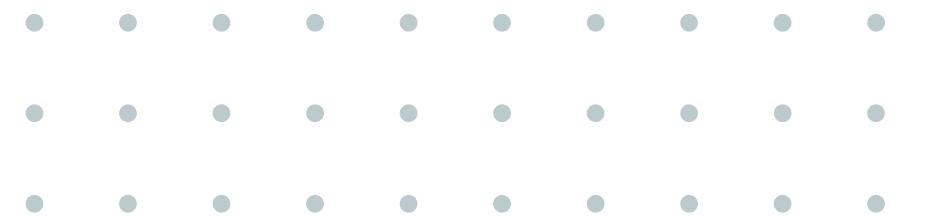
Objective

1. Gather Feedback
2. Identify their pain points
3. Understand user behaviors
4. Create a user persona on both the employee and an applicant.
5. Create an empathy map and journey map.



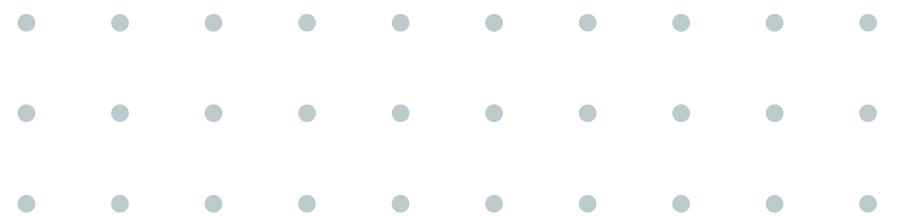
TARGET USERS

In our research, we focused on two targeted user groups: an employee and an applicant. This approach allowed us to capture insights from both sides of the recruitment process.



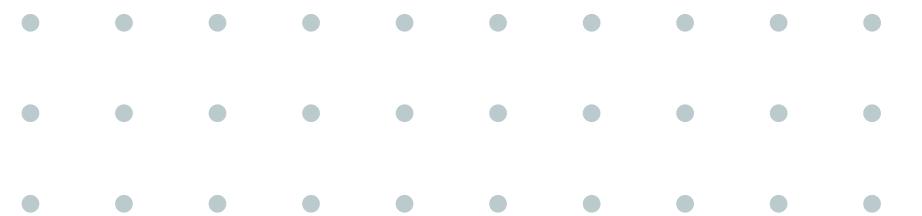
TARGET USERS

Employee Perspective: The employee provided valuable feedback on their experiences with company culture, internal processes, and interactions with applicants. Their insights shed light on what works well and what can be improved within the organization.



TARGET USERS

Applicant Perspective: The applicant shared their journey through the recruitment pipeline, highlighting challenges faced during the application process and their expectations from the recruitment team. This feedback is crucial in understanding how we can enhance the applicant experience.

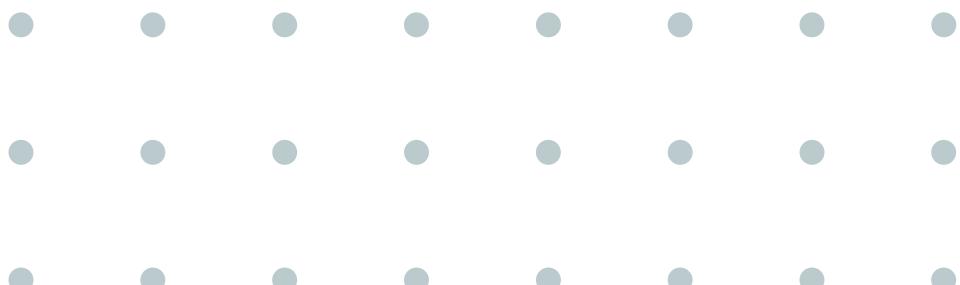


INTERVIEW LOCATION

Applicant Interview (In-Person)

Location: The receiving area of the office.

We chose the receiving area of the office to provide a quiet and private setting for the interview. This allows us to hear each other clearly without distractions from other office activities. Privacy is important to ensure the applicant feels comfortable and confident in sharing their thoughts and experiences, which is crucial for gathering honest and insightful feedback.



INTERVIEW LOCATION

Employee Interview (Online)

Location: Messenger call (online interview).

Since the employee resides outside Davao, conducting the interview online via Messenger call is the most practical option. This allows us to connect despite the distance, ensuring flexibility for both parties.

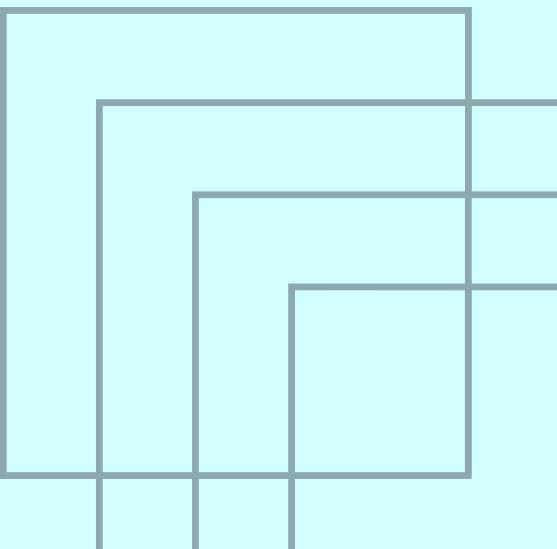
Messenger is also a platform familiar to most users, making the process more accessible and convenient without needing specialized software. The virtual setting ensures the interview can still be carried out effectively without delays or logistical challenges.

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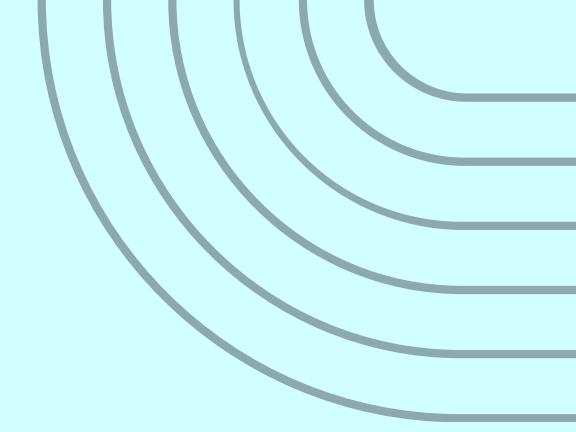
INTERVIEW QUESTIONS

For Applicants

1. Can you walk me through your experience with the traditional, onsite application process for overseas jobs?
 - How do you feel about the idea of applying for jobs online instead of onsite?
2. How often do you use the internet for personal or work-related tasks?
 - What devices do you usually use (smartphone, computer, tablet), and how comfortable are you using them for online applications?
3. Do you have regular internet access? If so, is it stable, or do you face connectivity issues?
4. Have you applied for jobs or services online before? If so, how was your experience?
5. If you had difficulties applying online, what kind of support would you expect (e.g., tutorials, customer service)?
 - What's your preferred way of receiving help—through phone calls, emails, or chat?
6. If given the choice, would you prefer applying via smartphone, computer, or tablet?
 - How comfortable are you with receiving application status updates via SMS or mobile app notifications?
7. What specific information do you look for when applying for overseas jobs (e.g., salary, job description, location)?
 - Would you like to be able to filter jobs based on specific criteria (e.g., location, contract length)?
8. How concerned are you about sharing your personal information (e.g., documents, personal details) online?
9. Would you prefer to communicate directly with the employer through the platform, or would you rather communicate through the agency?
 - How often would you like to be updated on your application status, and what methods would you prefer (e.g., email, SMS)?
10. Would you be willing to give feedback on the online application system after using it?
 - Do you have any questions that you want to ask regarding our online job application system?



INTERVIEW QUESTIONS



For Employees of the Agency

1. How do you feel about transitioning from an onsite job application process to an online system?
 - What challenges do you foresee in moving from face-to-face interactions to online processes?

2. How do you currently manage job applications and communicate with applicants?
 - What parts of the current onsite process are most time-consuming or inefficient?

3. What devices do you typically use for work (e.g., computer, tablet, smartphone)?
 - Is your office equipped with reliable internet access, and how would connectivity issues affect your ability to use an online platform?

4. How often do you use the internet or digital tools in your daily tasks?
 - Have you used any online systems or platforms for similar purposes? If yes, what problems did you encounter?

5. What features would you find most valuable in an online job application system (e.g., applicant tracking, document management)?
 - How would you prefer the system to notify you of important updates (e.g., new applications, missing documents)?

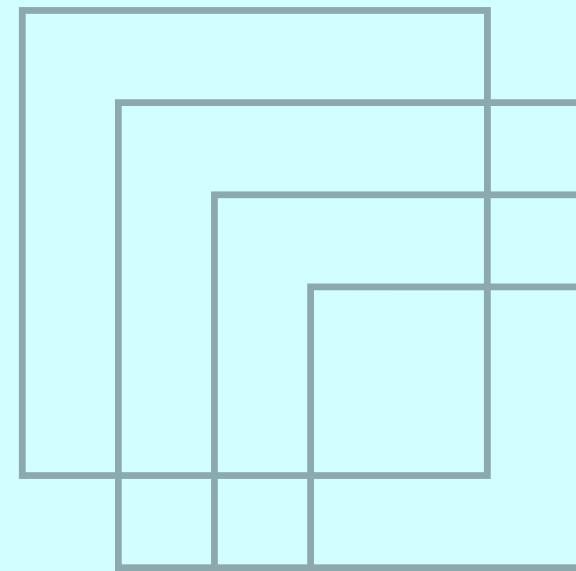
6. How do you currently communicate with applicants?
 - How comfortable are you with using email, messaging apps, or phone calls for communication with applicants?

7. What concerns do you have about managing sensitive applicant data online?
 - How would you prefer the system to handle document security and data privacy?

8. How comfortable are you with learning new software? What kind of training or support would you need to use the system effectively?
 - Would you prefer self-paced learning materials, group training, or one-on-one support?

9. What tasks in your current role could be improved or streamlined by an online system?
 - How do you envision the system improving the efficiency of tracking job applicants?

10. How involved would you like to be in the testing and development process of the system?
 - What metrics or reports would you like the system to generate to help you manage applicants better?



INTERVIEW ANALYSIS AND INSIGHTS (APPLICANT)

Applicant Overview

The interviewee is a domestic helper, familiar with the traditional onsite application process for overseas employment. They possess basic familiarity with internet usage, particularly via mobile devices, but have little experience in online job applications. Their preference leans towards using their smartphone, and they expect assistance and support from the agency if transitioning to an online system. They are open to feedback and improving the process, provided that it simplifies communication and application tracking.

Key Insights

1. Onsite Application Experience

Positive Experience: The interviewee commended the traditional onsite application, noting that travel, meals, and accommodation were provided by the company, making the process relatively smooth and straightforward.

Insight: The applicant values personal, face-to-face interactions and expects similar assistance in an online system, highlighting a need for strong customer support to replicate the experience.

2. Familiarity with Internet and Devices

Limited Internet Use: The applicant uses the internet casually, mainly through Facebook, but not frequently due to family responsibilities. Their primary device is a smartphone.

Insight: The transition to an online system will need to cater to individuals with limited online activity. Simplified and intuitive interfaces on mobile devices are crucial to accommodate applicants with similar profiles.

3. Access to Internet

Mobile Data Dependency: The interviewee primarily relies on mobile data for internet access.

Insight: This indicates a need for the platform to be optimized for mobile users and capable of functioning well even in areas with unstable connectivity.

4. Comfort with Online Applications

No Prior Experience in Online Job Applications: The applicant has only applied for jobs using traditional methods and expressed hesitation in applying online without support.

Insight: For applicants with no prior online job application experience, offering tutorials, guides, or customer service support will be essential for a smooth transition.

5. Support Needed for Transition

Preference for Phone Support: The applicant prefers receiving help and notifications via phone calls or text messages rather than emails, as they seldom check their inbox.

Insight: The platform should offer real-time, direct communication methods such as SMS or phone support, rather than relying heavily on email for critical updates or assistance.

INTERVIEW ANALYSIS AND INSIGHTS (APPLICANT)

6. Device Preferences

Mobile-Focused: Given their reliance on a smartphone, the interviewee finds mobile applications most convenient for job searches and updates.

Insight: Developing a user-friendly mobile platform or app will be a key priority to ensure accessibility and engagement among applicants with similar habits.

7. Job Listing Details

Skills and Country-Specific Job Preferences: The applicant primarily searches for jobs related to their skill set and is particular about the location.

Insight: The system should allow filtering options for specific criteria like job type, location, and contract length to better serve users who have targeted preferences.

8. Trust and Security Concerns

Comfort with Online Document Submission: The interviewee feels comfortable sharing documents online, provided it streamlines the process.

Insight: Security measures should be highlighted, with a focus on data protection, to reinforce trust in the system while ensuring smooth document handling.

9. Communication with Employers or Agencies

Preference for Agency Communication: The applicant prefers using the platform to communicate with the agency rather than directly with the employer.

Insight: The platform should include features that enable agency-centered communication and offer regular status updates through channels like SMS, which is the applicant's preferred method.

10. Feedback and Involvement

Open to Feedback: The applicant is willing to provide feedback and sees the benefit of an online system, especially for those who live far from the main office.

Insight: Feedback collection will be key to improving the system continuously, and the convenience factor for remote applicants is a strong selling point.

Conclusion:

The applicant interview highlights several important considerations for developing an online job portal for Overseas Filipino Workers (OFWs). While there is a positive reception to the idea, the platform needs to be simple, mobile-friendly, and supported with ample customer service. Direct communication methods like phone calls and SMS are preferred, and applicants should be provided with options to filter job listings based on their skills and preferred countries.

Additionally, trust and ease of document submission are key factors for successful adoption.

INTERVIEW ANALYSIS AND INSIGHTS (EMPLOYEE)

Agency Employee Overview

The agency employee interviewed is accustomed to managing job applications through traditional methods and sees value in transitioning to an online system. They recognize the potential benefits of online applications but also anticipate challenges, particularly regarding applicants' access to technology. Their daily workflow relies heavily on mobile communication and social media platforms, with a strong preference for real-time updates and streamlined processes.

Key Insights

1. Onsite to Online Transition

Positive Outlook: The employee believes that an online system would be beneficial for applicants seeking overseas jobs.

Challenges Identified: They foresee difficulties with applicants lacking access to devices that can connect to the internet, which could hinder effective communication.

Insight: A successful transition will require addressing technology access issues to ensure that all applicants can benefit from the new system.

2. Current Workflow

Communication Methods: The employee primarily uses mobile calls, messaging, and social media (e.g., Facebook Messenger) to communicate with applicants and share job information.

Inefficiencies Noted: Attempts to use Google Sheets for application management revealed challenges for applicants unfamiliar with online tools, highlighting the need for a more user-friendly system.

Insight: Simplifying application management tools will be crucial to ensure that all applicants can engage with the online system, especially those with limited experience.

3. Device and Internet Usage

Device Preference: The employee predominantly uses their mobile phone for daily tasks but utilizes a computer for tasks that require a larger interface.

Reliance on Internet: Reliable internet access is crucial for their workflow, and disruptions can significantly impact their ability to manage applications and communicate with applicants.

Insight: The platform must be optimized for mobile use and designed to function effectively even with fluctuating internet connectivity.

4. Comfort with Technology

Frequent Internet Use: The employee rates their internet usage at 8/10 and relies heavily on messaging platforms for communication.

Past Issues: Connectivity problems, particularly during maintenance or power interruptions, have previously hampered their use of online platforms.

Insight: Offering consistent connectivity solutions will be important to ensure seamless operations for both the agency and applicants.

5. Preferred Features

Desired Functionality: The employee expressed a need for a system that allows employers to view applicants' documents easily, streamlining the hiring process and reducing time spent on updates.

Notification Preferences: Email and text message notifications are preferred for important updates, integrating seamlessly into their daily routines.

Insight: The inclusion of clear, accessible document management and effective notification systems will enhance communication and efficiency.

INTERVIEW ANALYSIS AND INSIGHTS (EMPLOYEE)

6. Communication with Applicants

Current Channels: Communication occurs primarily through WhatsApp and Facebook Messenger, with a high comfort level in using various platforms.

Experience: Years of experience have made the employee adept at navigating these communication tools.

Insight: Leveraging familiar communication platforms can help ease the transition to the online system while maintaining applicant engagement.

7. Security and Privacy Concerns

Document Security: The employee is comfortable managing basic application documents but has concerns regarding sensitive personal information being shared unnecessarily.

Proposed Safeguards: They suggested features like automatic logouts after inactivity to enhance data security and protect applicants' sensitive information.

Insight: Emphasizing robust security measures will build trust in the system, encouraging both applicants and employers to utilize the platform confidently.

8. Training and Support

Willingness to Learn: The employee is open to learning new software if it enhances productivity and saves time.

Training Preferences: They favor self-paced learning materials, allowing them to control their training schedule and process.

Insight: Providing accessible training resources will allow a smoother transition and encourage employees to use the system effectively.

9. Efficiency and Productivity

Streamlining Tasks: The employee believes that an online system would improve efficiency by enabling applicants to upload documents directly, reducing the need for in-person meetings.

Remote Monitoring: The ability to track applications remotely would enhance their workflow, allowing access from home using mobile devices.

Insight: The potential for improved efficiency through streamlined processes will significantly enhance the overall effectiveness of the agency's operations.

10. Feedback and Involvement

Eager Participation: The employee is enthusiastic about being a pilot user of the new system, recognizing its potential benefits for their role and for recommending it to other companies.

Desired Reporting Features: They would find value in metrics that assess applicant-employer matches, saving time in the selection process.

Insight: Engaging employees in the development and testing process will foster a sense of ownership and improve system adoption.

Conclusion

The interview with the agency employee highlighted the importance of a well-designed online job application system that addresses both applicants' and agency employees' needs. While there is excitement for the potential benefits, challenges related to access and technology must be addressed. Key features should include user-friendly document management, secure data handling, and effective communication tools. Additionally, providing comprehensive training and support will be important for a successful transition. The insights gained from this interview will be helpful in developing a system that enhances efficiency and productivity for both applicants and agency employees.

EMPLOYEE



DEMOGRAPHIC

Name: John Santos

Age: 33

Address: Davao City

Education: Graduate

Behaviors



EFFECTIVE COMMUNICATION



TIME MANAGEMENT

GOALS:

- Provide high-quality recruitment services to ensure client satisfaction by meeting their hiring needs effectively.
- Successfully place qualified candidates in roles that align with their skills and career goals.
- Continuously develop recruitment and relationship-building skills for professional growth within the company.
- Build and maintain strong relationships with clients and candidates, fostering trust and repeat business.
- Streamline the recruitment process for efficient sourcing, screening, and interviewing to make timely placements.

FRUSTRATIONS:

- Technology Challenges: Frustration with outdated or inefficient recruitment software, making the process of tracking candidates and managing data more difficult.
- Lack of Feedback: Receiving minimal or unclear feedback from clients after submitting candidates, causing delays in the recruitment process.
- Candidate Unavailability: Difficulty in finding qualified candidates or candidates withdrawing from the hiring process at the last minute.
- Poor Communication: Miscommunication or lack of communication between the recruitment team, clients, and candidates, leading to misunderstandings and inefficiencies.
- Low Candidate Engagement: Difficulty in keeping candidates engaged and motivated throughout the hiring process, especially when delays occur.

BIO:

John Santos is a dedicated employee at MMML Recruitment Services, specializing in connecting qualified candidates with opportunities that align with their skills and career aspirations. With a strong commitment to building positive relationships with clients and candidates, John ensures a smooth and efficient recruitment experience.

APPLICANT



DEMOGRAPHIC

Name: Mikaela Reyes

Age: 28

Address: Davao City

Education: Graduate

Behaviors

PROFESSIONAL COMMUNICATION

ADAPTABILITY

GOALS:

- Secure Employment: Obtain a job that aligns with their skills, qualifications, and career aspirations.
- Career Advancement: Find opportunities that offer professional growth, skill development, and promotion potential.
- Positive Hiring Experience: Have a smooth and transparent recruitment process with clear communication and timely feedback.
- Skill Utilization: Ensure that their skills and experience are properly utilized and valued in their new role.

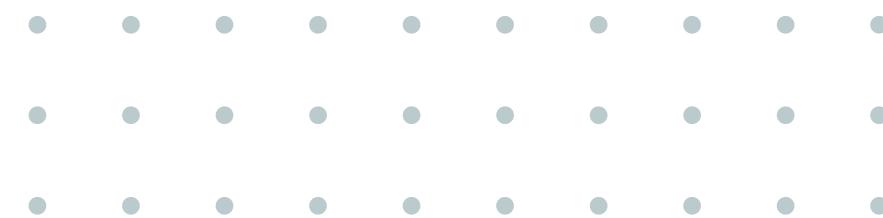
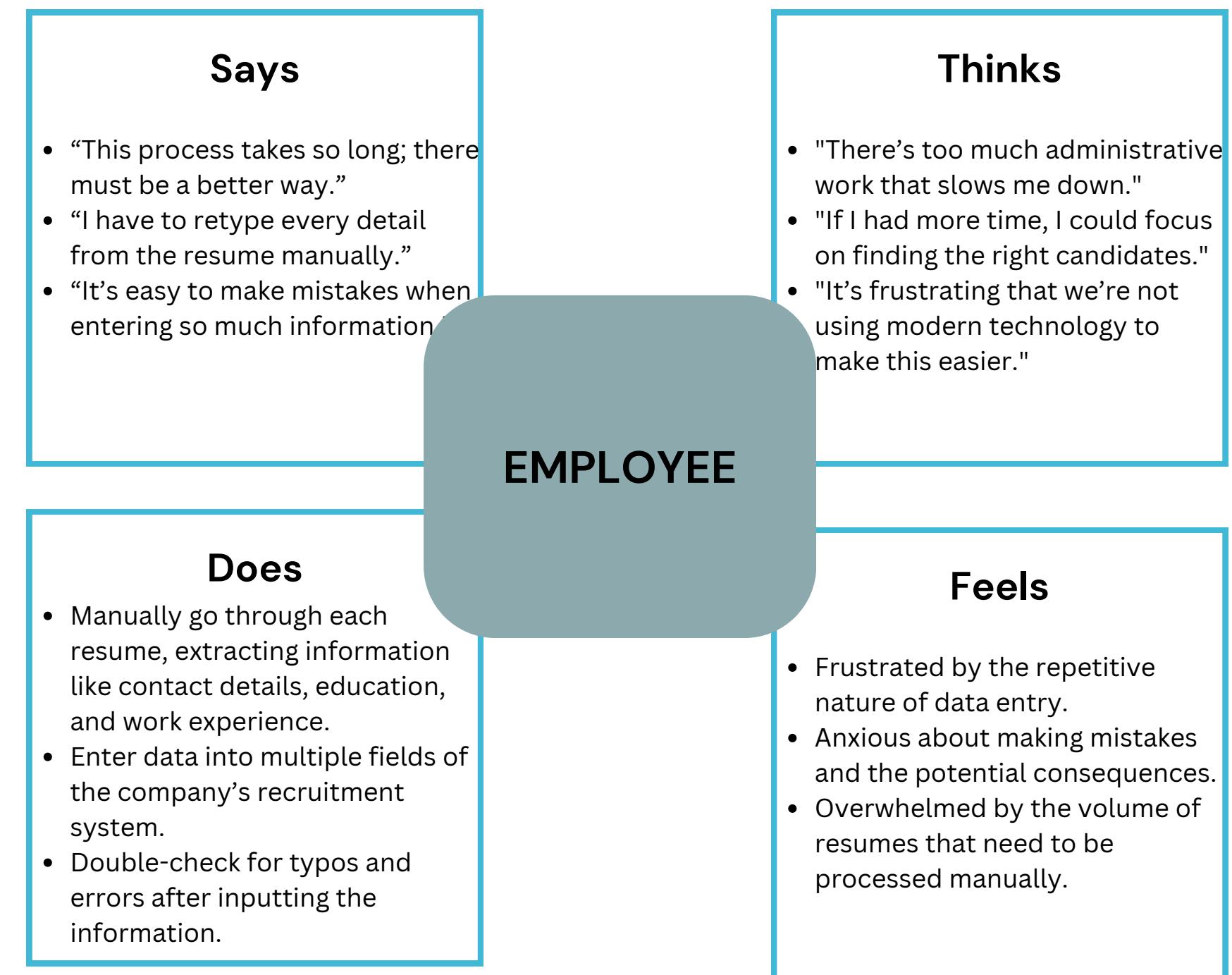
FRUSTRATIONS:

- Long Wait Times: Experiencing extended delays between interviews, feedback, and job offers, leading to uncertainty and frustration.
- Rejection without Feedback: Being rejected for a position without any constructive feedback on why they were not selected or how they could improve for future opportunities.
- Inconsistent Communication: Facing communication gaps or mixed messages from recruiters or employers, causing confusion about the hiring process.
- Lack of Transparency: Not being fully informed about the company culture, job role, or potential challenges before accepting an offer.
- Limited Feedback on Resume or Interview: Not receiving guidance on improving their resume, cover letter, or interview skills to increase future chances of success.

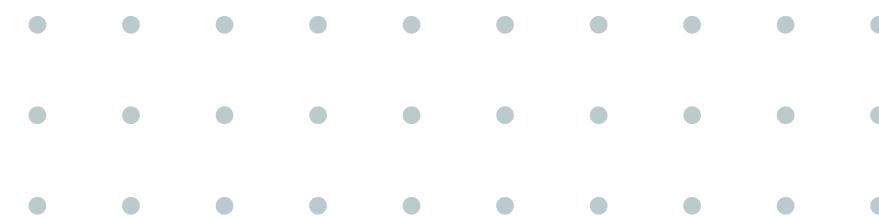
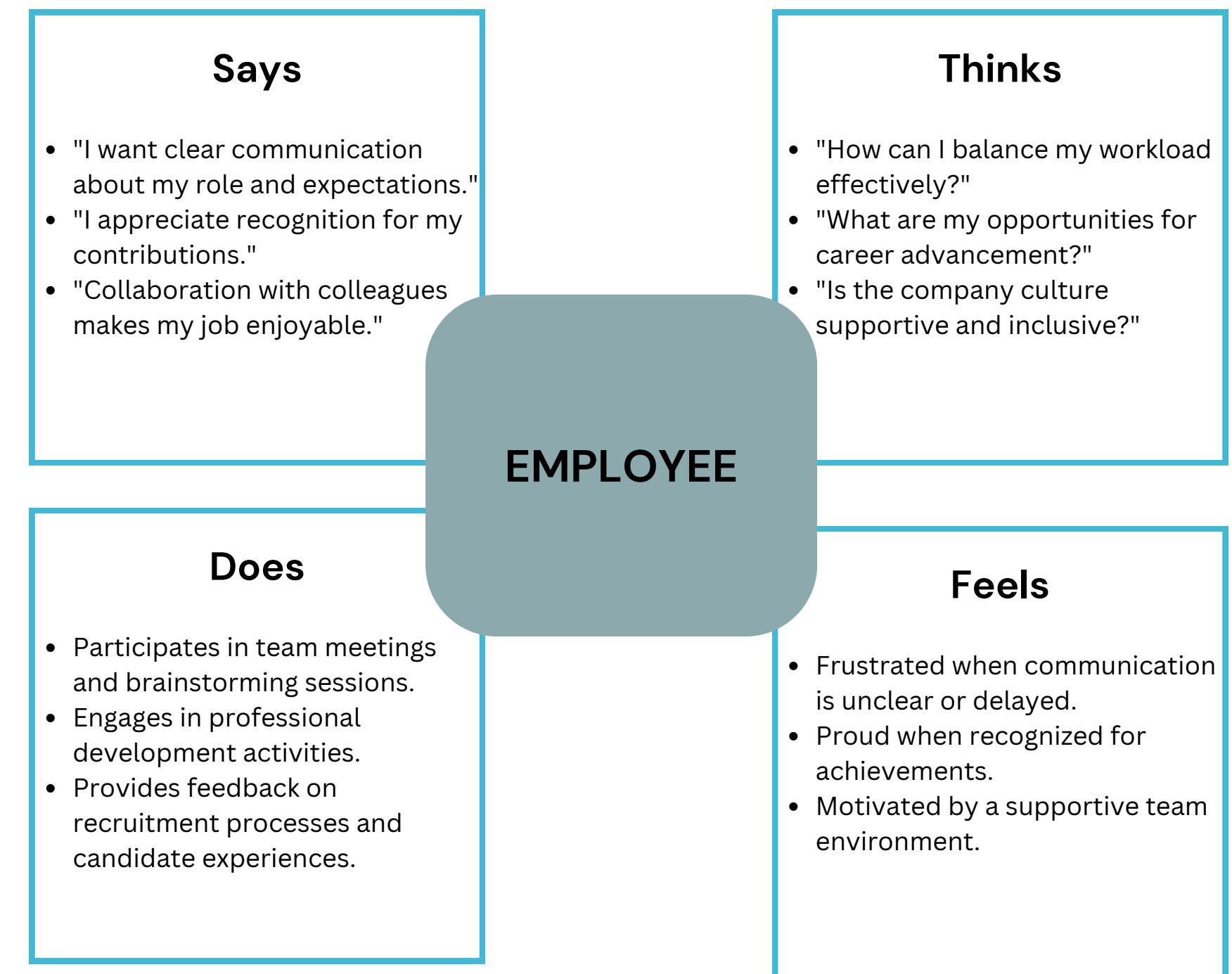
BIO:

Mikaela Reyes is a motivated and detail-oriented individual with a passion for learning and personal growth. Known for her strong work ethic and excellent communication skills, she thrives in collaborative environments where she can contribute positively to a team. Mikaela is adaptable and quick to embrace new challenges, always striving to deliver outstanding results.

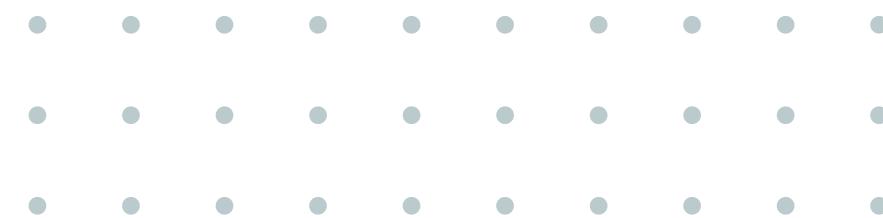
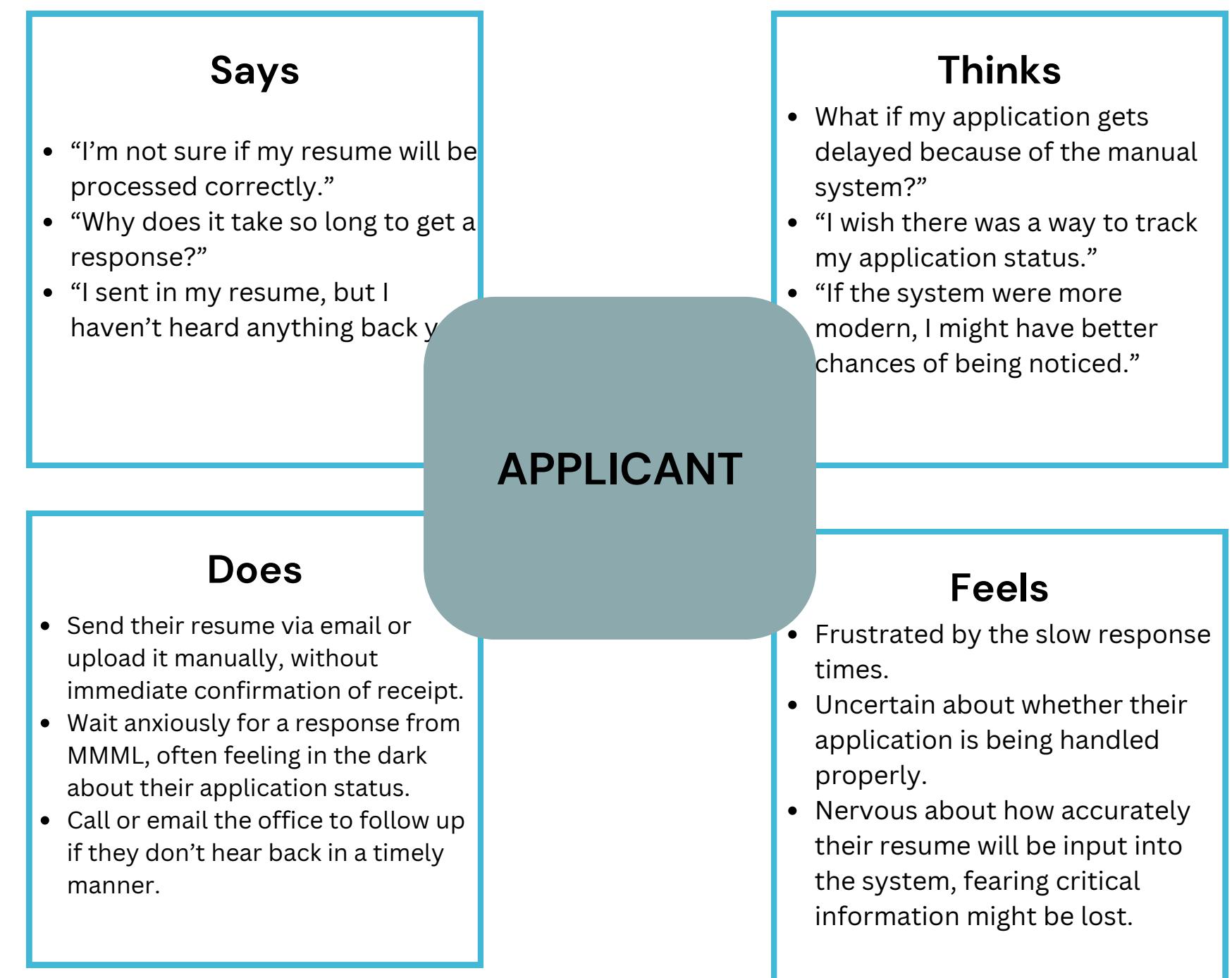
EMPATHY MAP



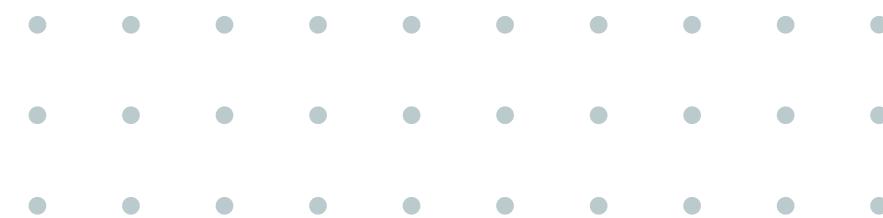
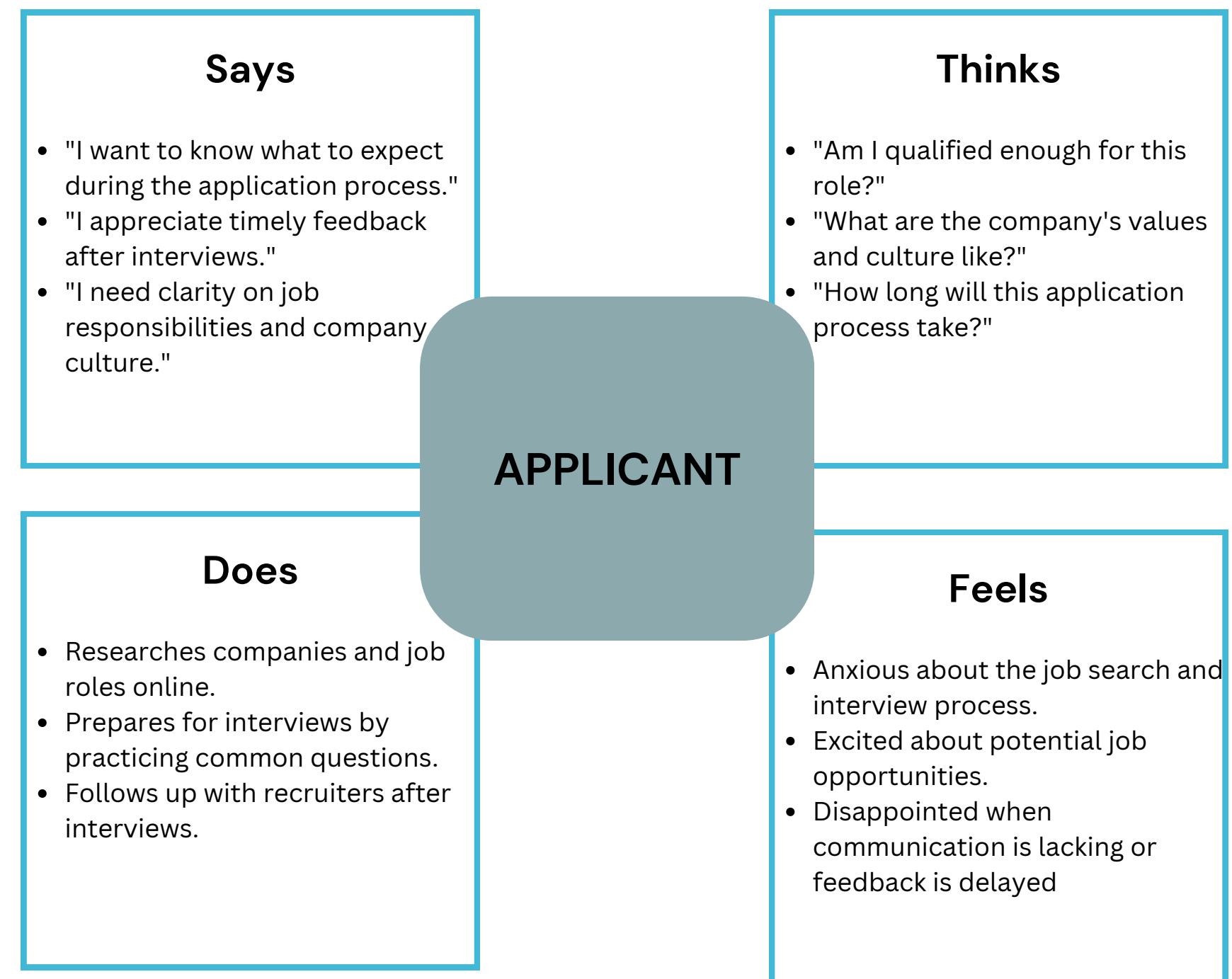
EMPATHY MAP(2ND)



EMPATHY MAP



EMPATHY MAP(2ND)



EMPLOYEE JOURNEY MAP

STAGE	AWARENESS	ONBOARDING	DAILY USE	RESULT
TOUCHPOINTS	Social media, job fairs, referrals, website, POEA-accredited partner agencies	Online application, interviews, POEA/OWWA training programs	Job placement updates, follow-ups, legal assistance	Surveys, feedback forms, customer support
CUSTOMER EXPERIENCE	Curiosity, hopefulness, research	Detailed guidance, trust building, document preparation	Security, support for integration into work abroad	Satisfaction, recognition for successful employment
PAIN POINTS	Lack of awareness of job offerings, misinformation	Complex paperwork, verification process	Uncertainty in job location, communication barriers abroad	Job dissatisfaction, need for re-employment assistance
OPPORTUNITIES	Increase social media presence, partner with more local agencies	Offer document assistance, improve training, smoother verification process	Regular support, language and culture training for job seekers	Upsell services for re-employment, highlight success stories

EMPLOYER JOURNEY MAP

STAGE	AWARENESS	ONBOARDING	DAILY USE	RESULT
TOUCHPOINTS	Marketing campaigns, recruitment agencies, partnerships with POEA	Contract negotiation, employee requirements collection	Communication with MMML, worker updates, performance reports	Post-hiring support, renewals, feedback
CUSTOMER EXPERIENCE	Interest in Filipino workforce, trust building	Clear expectations set, smooth documentation, timeline clarity	Ease in communicating with MMML, tracking recruitment status	Satisfaction with employee quality, long-term partnership
PAIN POINTS	Lack of clarity on employee skills, competition with other hiring markets	Lengthy documentation, visa processing delays	Cultural differences, language barriers, productivity issues	Difficulty in retention, concerns about employee support
OPPORTUNITIES	Expand international reach, highlight success stories	Streamline documentation process, provide clear timelines	Provide post-placement support (cultural training, language)	Offer retention programs, satisfaction surveys

User Stories (Applicant)



1. As an applicant seeking a job online, I want to receive clear guidance and support during the online application process so that I can apply confidently without any confusion.
2. As an applicant seeking a job online, I want to receive real-time updates about my application status via SMS so that I can stay informed and avoid unnecessary waiting.
3. As an applicant seeking a job online, I want to filter job listings based on location and job type so that I can find opportunities that align with my skills and preferences.
4. As an applicant seeking a job online, I want the option to upload my documents easily through my smartphone so that I can complete my application quickly and efficiently.
5. As an applicant seeking a job online, I want to communicate directly with agency employees through the platform so that I can ask questions and get support when needed.
6. As an applicant seeking a job online, I want to receive notifications about new job postings that match my criteria so that I can apply as soon as possible.
7. As an applicant seeking a job online, I want a secure platform to share my personal information and documents so that I can feel safe during the application process.
8. As an applicant seeking a job online, I want to provide feedback about my experience using the online application system so that I can help improve the process for future applicants.
9. As an applicant seeking a job online, I want to easily access resources and tips for improving my resume and interview skills so that I can enhance my chances of getting hired.
10. As an applicant seeking a job online, I want to be able to track the jobs I have applied for in a dashboard so that I can keep organized and avoid applying to the same job multiple times.



User Stories (Employee)



1. As an agency employee, I want to track and manage job applications efficiently through the online system so that I can provide timely updates to applicants and employers.
2. As an agency employee, I want to communicate with applicants using messaging apps and email so that I can reach them quickly and ensure clear communication.
3. As an agency employee, I want to access candidate documents easily through the online platform so that I can review applications without delays.
4. As an agency employee, I want to receive notifications about new applications and missing documents so that I can act promptly to avoid bottlenecks.
5. As an agency employee, I want to ensure the security of applicant data by having features that automatically log out inactive sessions so that sensitive information remains protected.
6. As an agency employee, I want to offer tutorials or training on the new system to applicants who are not tech-savvy so that they can navigate the platform with confidence.
7. As an agency employee, I want to provide regular feedback to applicants about their applications so that they remain engaged and informed throughout the hiring process.
8. As an agency employee, I want to participate in the development process of the online system so that I can contribute ideas that will enhance its functionality and user experience.
9. As an agency employee, I want to analyze recruitment metrics through the platform so that I can improve our hiring strategies and processes.
10. As an agency employee, I want to have a centralized database for all applicants so that I can easily search for and manage candidate profiles and applications.





THANK YOU!