# Discovery & Strategy

**Recruit-AI**

## 1. Problem Understandings

Hiring in small to mid-sized companies is often handled by one or two people who already have multiple responsibilities. Resume screening becomes a high-volume, high-stakes task that requires sustained attention and judgment.

While tools like Applicant Tracking Systems (ATS) help organize resumes, they do not reduce the mental effort required to evaluate candidates. Recruiters still need to read, compare, and decide which leads to decision fatigue, frustration, and the risk of missing strong candidates.

The core problem is not lack of resumes or lack of tools, but **cognitive overload during decision-making**, especially when hiring is not the recruiter's primary job.

## 2. User Persona

### Primary Persona: Sarah

**Role & Context**

- Talent Acquisition Manager or Founder
- Works at a small to mid-sized company (30–70 employees)
- Hiring is important but **not her primary responsibility**
- Often manages recruitment alongside other operational tasks

**Demographics / Firmographics**

- Company size: 30–70 employees
- HR structure: No large or dedicated HR team
- Hiring pattern: Infrequent but high-pressure hiring cycles

**Goals**

- Shortlist strong candidates quickly
- Avoid missing good talent
- Make confident hiring decisions
- Spend less time screening and more time on core responsibilities

**Pain Points**

- Overwhelmed by the number of resumes per role
- Limited time to thoroughly evaluate each candidate
- Fear of missing good candidates due to fatigue or overload
- Existing tools organize resumes but still require heavy mental effort

- Decision-making becomes stressful and inconsistent under pressure

**Needs & Expectations**

- Clear guidance rather than raw information
- Help deciding who to interview vs reject
- A system that feels supportive and trustworthy
- Ability to override recommendations when needed

### Persona Scope Decision

This project focuses on **one primary persona** to maintain clarity and depth. Sarah is the main decision-maker and the person most affected by the problem. Other stakeholders (hiring managers, candidates) benefit indirectly but are not the core users of the system.

## 3. Why Existing Solutions Fall Short

Current hiring tools such as ATS platforms, LinkedIn filters, job portals, and assessment tools help recruiters organize and source candidates, but they largely stop at information management.

These tools:

- rely heavily on keyword matching
- work best with ATS-friendly resumes
- require recruiters to manually interpret and decide

As a result, they organize the chaos but **do not reduce the cognitive burden of decision-making**. Recruiters are still responsible for evaluating, comparing, and choosing the most mentally taxing part of the process.

## 4. Market Research & Competitive Landscape

The HR technology space includes a wide range of tools used during hiring, including Applicant Tracking Systems (ATS), LinkedIn filters for sourcing, job portals, technical profile platforms like GitHub, and assessment or plagiarism-detection tools.

Recruiters often rely on multiple tools simultaneously, switching between platforms to gather information and make decisions. While these tools improve organization and sourcing, they function as isolated solutions and still depend on human judgment for final decisions.

Most existing solutions focus on:

- resume storage and organization
- keyword-based filtering
- candidate sourcing
- individual skill or assessment checks

Very few tools focus on **reducing the mental effort involved in screening and deciding**.

Recruit-AI positions itself not as a replacement for existing tools, but as a decision-support layer that helps recruiters make sense of candidate information and recommends clear next actions. This makes it particularly valuable for small to mid-sized companies without dedicated HR teams.

# 5. Why Agentic AI Is the Right Approach

Recruit-AI is designed as a **decision-support agent**, not just a resume analyzer.

Instead of only extracting or matching keywords, the AI:

- understands job requirements in context
- evaluates candidate relevance holistically
- recommends a clear action (Interview / Reject)

By making a recommendation, Recruit-AI shifts Sarah's role from decision-maker to decision-approver, significantly reducing cognitive load and stress during high-volume screening.

# 6. Trust & Risk Philosophy

Recruit-AI is not intended to be perfect. Its value lies in being **consistently better than manual screening under time pressure**.

Sarah compares the AI's performance against her own limited time and mental capacity. As long as the system saves time, reduces stress, and makes fewer mistakes than manual review, occasional errors are acceptable.

The AI acts as a helpful assistant, not the final authority. Sarah can always override recommendations, preserving trust and control.

# 7. Product Vision

Recruit-AI aims to feel like a helpful hiring companion, a calm, reliable co-pilot that supports recruiters during overwhelming hiring cycles and helps them make confident decisions faster.

# 8. Process Documentation & Decision Log

**Decision 1: Focus on small to mid-sized companies**

These companies lack dedicated HR teams and experience the highest decision overload during hiring.

**Decision 2: Use one primary persona**

Designing around a single decision-maker ensures clarity, focus, and consistent product decisions.

**Decision 3: Use agentic AI instead of rule-based systems**

Rule-based tools organize resumes but do not reduce mental load. An agentic approach enables contextual evaluation and action recommendations.

**Decision 4: Prioritize recommendations over raw scores**

Clear actions (Interview / Reject) reduce decision fatigue more effectively than numeric scores alone.

**Decision 5: Adopt a helper / co-pilot tone**

A supportive, friendly tone builds trust and makes the AI feel like an assistant rather than an authority.

**Decision 6: Accept imperfect accuracy**

The system is evaluated against manual screening under pressure, not ideal accuracy. Net efficiency gains matter more than perfection.