

Messenger Prototype

Last Updated: Monday, September 19th, 2018

indeed

Welcome, you're perhaps heard about this project, but now you can see what I've been up to.

Agenda

0 Introduction

1 Demo

2 Next Steps

0 Introduction

indeed

Welcome!

Team



Brett Davis



Quinton Larson



Kirill Mikhaylov



Dan Tilden



Ryan Valentin



We had quite a few contributors

Background

- Communication is vital for both job seekers and employers
- Currently takes place across a variety of channels
- Gaps in communication can foster negative emotions
 - “Everyone expressed feelings of guilt when they ghost and feelings of frustration and judgments of unprofessionalism when they get ghosted”

EMPUX-864: Employer - Candidate Communications. Dec 20 2017

https://docs.google.com/presentation/d/1JZvLAm4eEQhp-r05p_4aVztHXxKwG3xYqnXJuYsFDCo/

Connection, our next chapter. Jan 23 2018

https://docs.google.com/presentation/d/1MuFUUGFLi9hzViamxJw-9jl_IJPDl7acrvHme72tq/

indeed

Messaging is THE way that communications occur between Jobseekers and Employers

Currently, this occurs across a variety of channels -- traditional e-mail, “Indeed Inbox” (which wraps email), and even phone calls.

However, this process is not without its issues. Previous research has indicated that “Job seekers and employers aren’t sure they’re reaching each other, and it’s one of the biggest sources of frustration.”

Furthermore, “when employers email candidates

(who have applied to that employer's job!),
candidates only respond ~10% of the time” -- iris

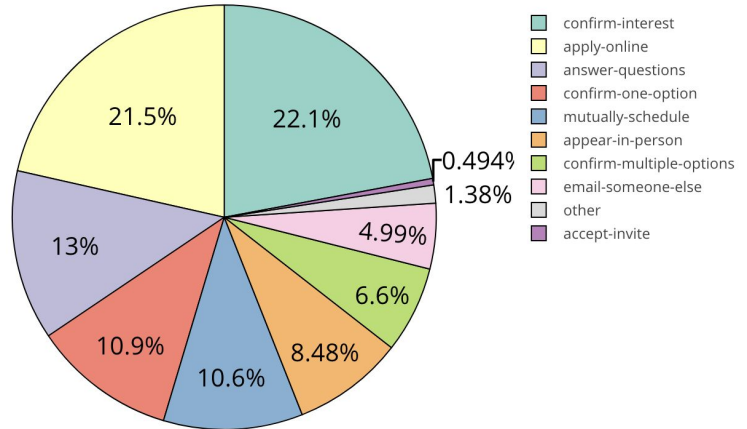
What can be done about this? Well, there's already been quite a bit of work that's gone into this, and what you're about to see is merely the latest step forward in that process.

Let's have a look at an excerpt from some of the research that the IRIS team...[next slide]

"When employers contact candidates - what do they want candidates to do?"

(n = 10,000)

Action	Count
confirm-interest	1921
apply-online	1870
answer-questions	1128
confirm-one-option	952
mutually-schedule	925
appear-in-person	738
confirm-multiple-options	575
email-someone-else	434
other	120
accept-invite	43



Iris Data: "When employers contact candidates - what do they want candidates to do (requested action), and how do they want candidates to respond (requested channel)?"

<https://docs.google.com/spreadsheets/d/1Y-dbxmb6kQV5D144hRbr5v2Az07eoLiNvniGJ7Pyfm8/edit#gid=0>

indeed

Just wanted to quickly show this

What we're seeing here is an analysis of Employer
-> Jobseeker actions, based on an analysis of
10,000 emails.

Note that "mutually-schedule" is at 10.6%. We'll
return to that in a bit.

The prevalence of many of these "utilitarian" items
presumably influenced the (next slide) CHATBOT
team

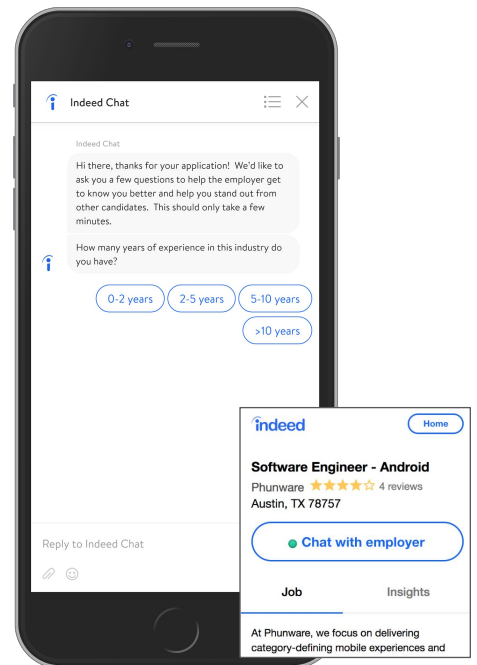
Related Work

Indeed Chat

- Incubator project focused on using a chatbot to facilitate common EMP/JS interactions
- Currently in testing
 - 1.8% engagement on “Chat with employer” call-to-action

Chatbot Continuation Pitch. June 2018

https://docs.google.com/presentation/d/1h0fFGXx_kkN6d5o05_EAx70TZGJyuxz6yh4Aif22ADY/



INDEED CHAT is an Incubator project that's currently in testing.

What I find interesting here is that this resides at a totally different stage than what most of the previous prototypes address.

While most of the content shown here focused on EMP-initiated conversations and addressing the “gap” between contact and getting hired/rejected, CHATBOT is focusing on the idea of a “chatbot” that could answer questions *before* the apply.

Note that their current prototype is with real recruiters though, not with a bot.

While I'm on the topic, there was also the INDEED ONLINE EVENTS project, which was a group chat, instead of an individual sessions. It was tested live, but was ultimately shut down. I BELIEVE it ultimately failed to gain enough APPLIES to be considered viable, but I'm not 100% sure about this

Related Work

IRIS Prototype

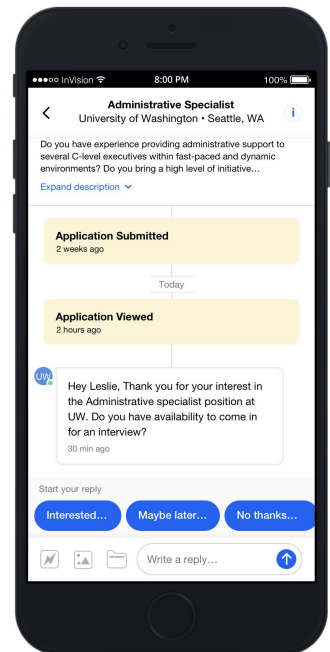
“Personal messages differentiate you from other candidates.”

“It would be nice that there's a suggestion of what to say, but I'd probably want to say things in my own words”

UX Mobile Messaging Research, Jul 2 2018

<https://wiki.indeed.com/display/UX/Mobile+messaging+research>

indeed



Previously I mentioned IRIS. They are an “SMB Hiring product team focused on enabling and incentivising mutual engagement.”

From that previous *awesome* pie chart I showed, they created a prototype all-in-one mobile message concept.

“Job seekers know that every interaction with an employer is being evaluated, and they want to make the best impression. To job seekers, personalizing a message and taking time to think through a response reflects their interest in the company.”

Related Work

Seeker Inbox

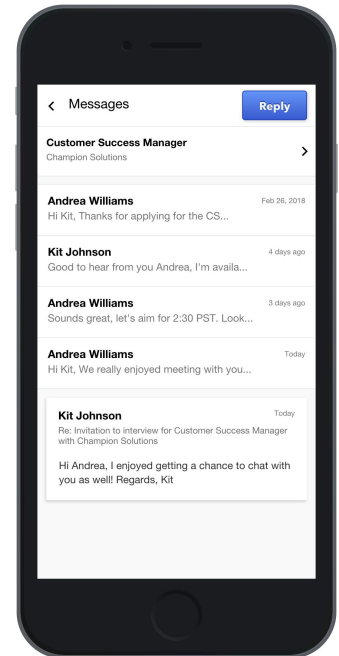
"I like the idea of it cause it keeps all of it in one spot. I feel like email is a little bit more personal. I think it would depend on the features that Indeed has, like does it tell me whether the employer read it, can they decline it. Cause it's going to be just another thing to check if it doesn't give me more info."

"This is neat that the messages are here and that you're able to read the job description. That is really really neat."

JSKRUX-719, *Inbox Findings*, March 8, 2018

<https://docs.google.com/document/d/1iRKCsF0F5CXc0dM3UnstNa0QegPMKNYSVbFXxsqg62Y/edit>

Indeed



An “Indeed Inbox” focused user test.

Recruited 6 Indeed users who are actively looking for jobs

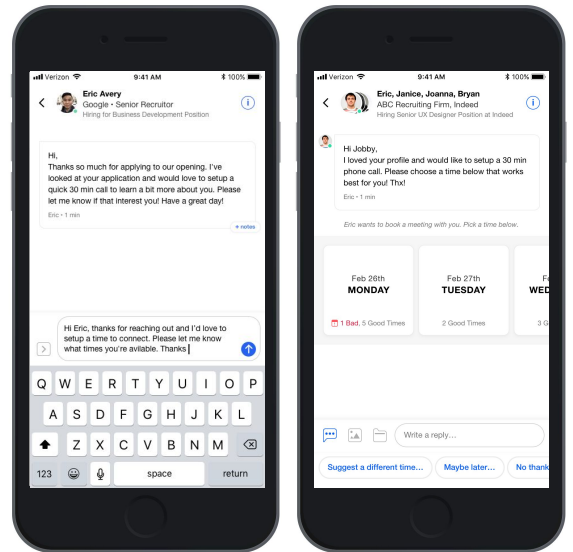
Showed that people are amenable to the idea of an “indeed inbox” but only if it gets them something *beyond* what they get now.

In this case, someone focused on the idea of being able to see the job description right from the chat view.

Related Work

Luna Chat

Recruited 6 Indeed users who are actively looking for jobs, testing several chat-related concepts.



JSKRUX-615, *Luna Chat UX Research*, Feb 18, 2018

https://docs.google.com/presentation/d/1qB_8wU4DVwsa5pw8zosRQiMdlvsFOB9Fi-FdqwxdME/

indeed

Templates, editing, calendar-imports. Job seekers performed their own self-directed job search using the latest build of the native mobile app on iOS, and then interacted with a prototype of Luna chat functionality.

Cool stuff! But one thing you'll notice is that it's all **mobile**. (It was also all either pure images or a 3rd-party developed prototype native app that, as far as I understand it, didn't work great.)

Could we rebuild a functional prototype **using web technologies**

Demo



Let's begin by setting the stage using some early stage EMP-side concept drawings from Quinton. [open Q's mockups]

We are in a scenario where the Jobseeker has just applied to a job. The Employer now must reply.

[start at beginning] let's have a look at our current job *click "customer service representative"

Let's see who has applied? then select "**candidates**"

Perhaps this "evelyn" seems promising ***click her***

Next go into actual messenger demo

On the left, there is the list [discuss jobseeker side] then [discuss employer side]

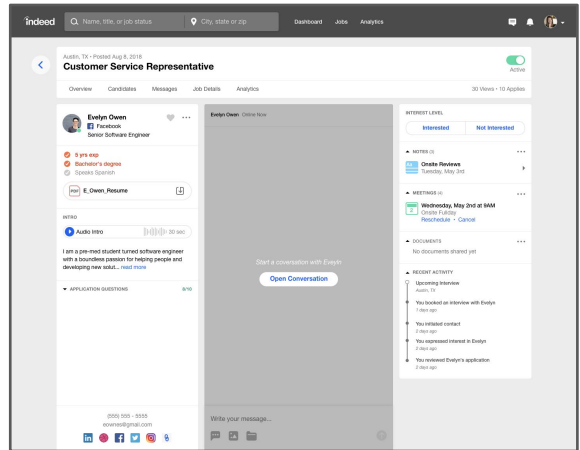
Next, do Intro -> Schedule -> Updated Resume -> Cancel -> Schedule Again

Demonstrate how switching chats causes the sidebar items to change

Demonstrate responsive mode

Project Goals

- Short Term
 - More explorations
 - User test - concept
- Longer Term
 - All-in-one communication
 - “Pizza tracker for applicants”



EMPUX-864: Employer - Candidate Communications. Dec 20 2017

https://docs.google.com/presentation/d/1JZvLA4m4eEQhp-r05p_4aVztHXxKwG3xYqnXJuYsFDCo/

indeed

In the beginning I mentioned the various different ways that communication occurs -- email, etc.

An “ideal” system would be able to integrate message data from multiple sources, whether via email or via a chat interface. To quote the IRIS team, in an ideal system: “Jobseekers can be notified and respond in relevant ways, simply and quickly, in the channel(s) they prefer.”

Questions?

indeed

The *exciting* part!

Further Reading

***UX Mobile Messaging Research*, Jul 2 2018**

<https://wiki.indeed.com/display/UX/Mobile+messaging+research>

***Connection, our next chapter*. Jan 23 2018**

https://docs.google.com/presentation/d/1MuFUUIGFLj9hzVjamxJw-9jL_IJPDl7acyrvHme72tg/

 indeed

Super useful compilation of pre-existing communication research and findings.