

TrackWise: A Job Seeker Follow-Up Management Tool

Job seekers frequently forget to follow up with recruiters, HR professionals, or interviewers, which can lead to awkward delays, missed opportunities, or repeated messages.

Persona 1:

Sneha hesitated to follow up after her final interview. Days later, she finally sent a polite message—HR responded with an offer, saying they had been waiting for her to reach out.

PAIN: Sneha risked losing the opportunity simply due to hesitation and lack of a structured follow-up plan.

“when I followed up, they were elated and informed me that they always wait for the follow up call before extending an offer”



Persona 2:

Vidhi gave her best in a technical interview but didn't hear back for over a week. She wondered if following up would appear desperate—or if not doing so would make her seem uninterested.

PAIN: Vidhi is unsure if following up after interviews is expected or risky, leading to hesitation and anxiety about professional etiquette.

“Do employers expect you to follow up on an interview, showing you will “fight” for the role?”



Product Thinking & Solution

After analyzing the recurring problem of missed opportunities due to poor or irregular follow-ups post interviews or referrals, I brainstormed several possible solutions:

1. Google Sheet Templates

Simple sheets to track applications and reminders.

✗ Not scalable, requires manual effort, no alerts.

2. Email Reminder Plugins

Useful for setting reminders but lacks job-specific tracking.

✗ Not designed for job-seeking journeys.

3. LinkedIn Notes or To-Do Apps

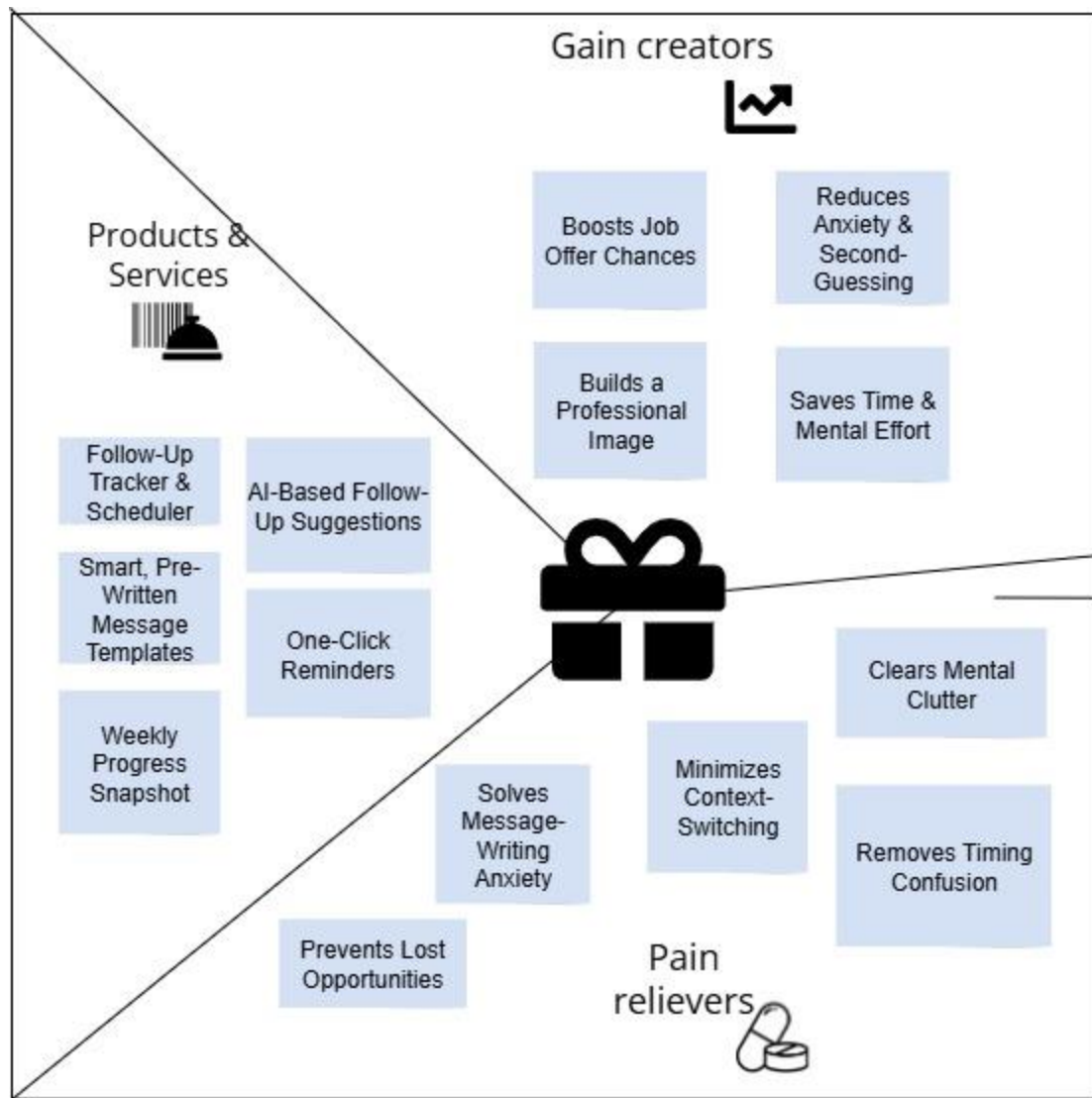
Can store info but aren't structured for follow-up communication or scheduling.

✗ Doesn't provide message templates or company-specific insights.

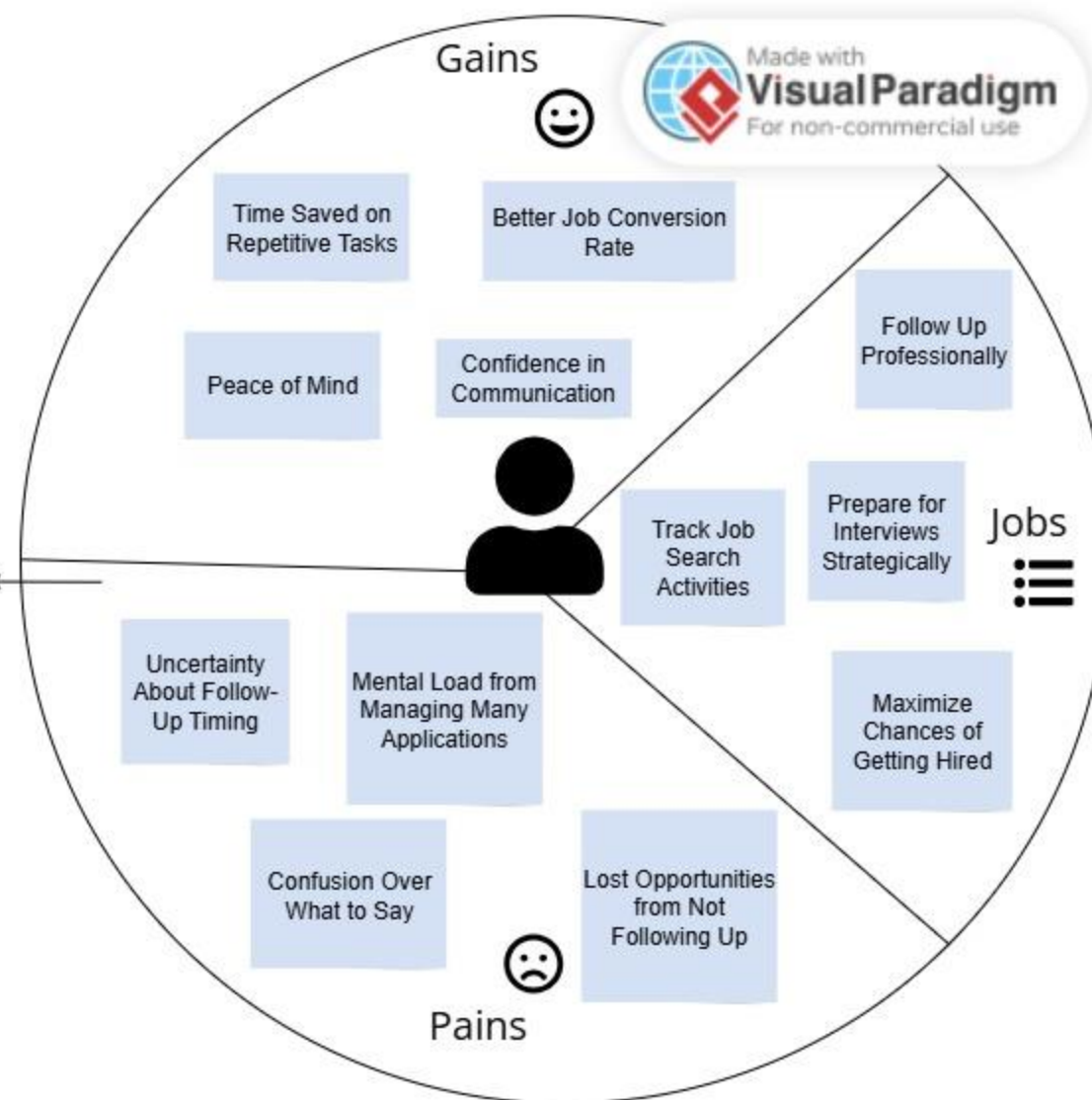
Whereas, **TrackWise** addresses the pain quickly and realistically by:

- Sending timely alerts for follow-up messages
- Organizing application stages clearly
- Providing ready-to-send, customizable templates
- Reducing the risk of being forgotten by recruiters
- Helping users stay confident and consistent

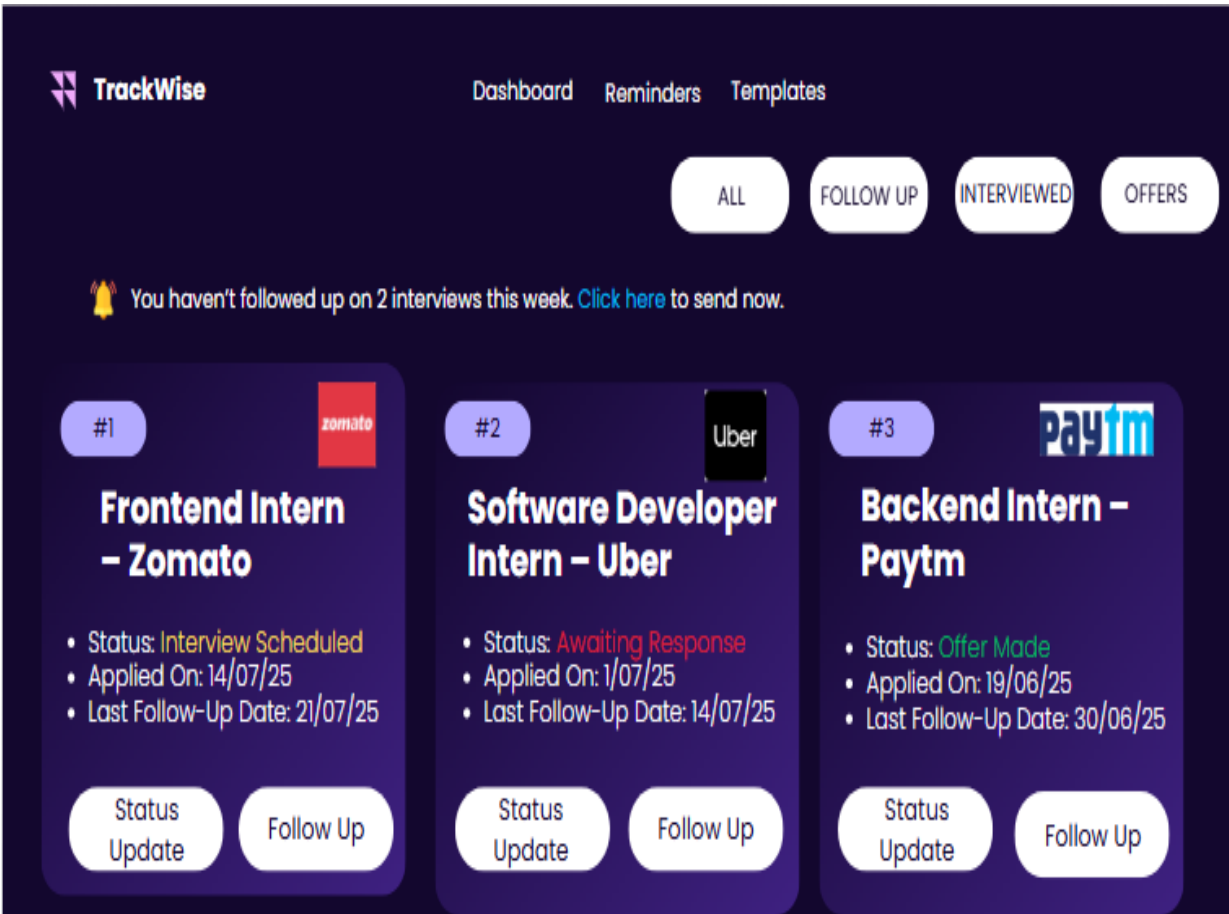
💡 This solution blends **automation** and **personalized assistance** — two things job seekers need but often don't have time to build for themselves.



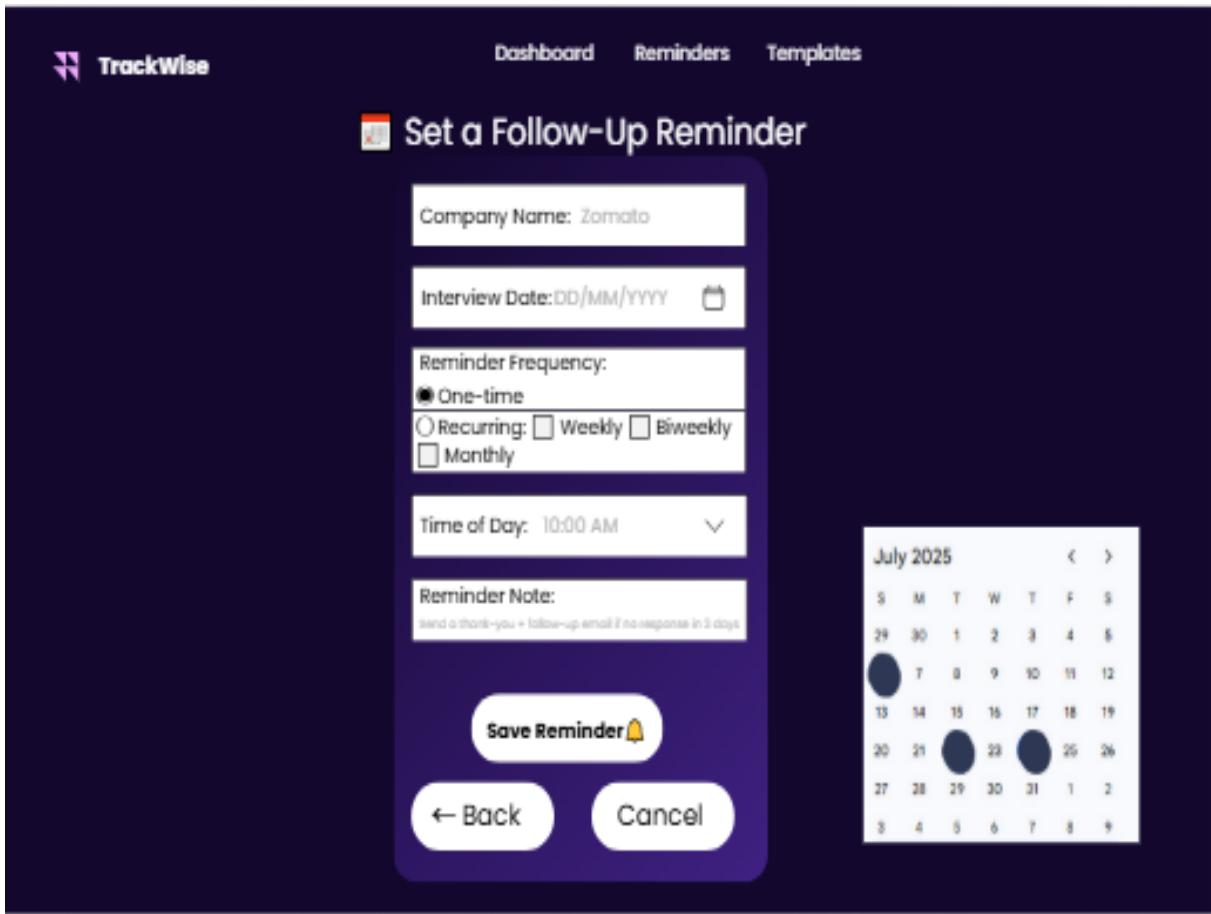
Value Map



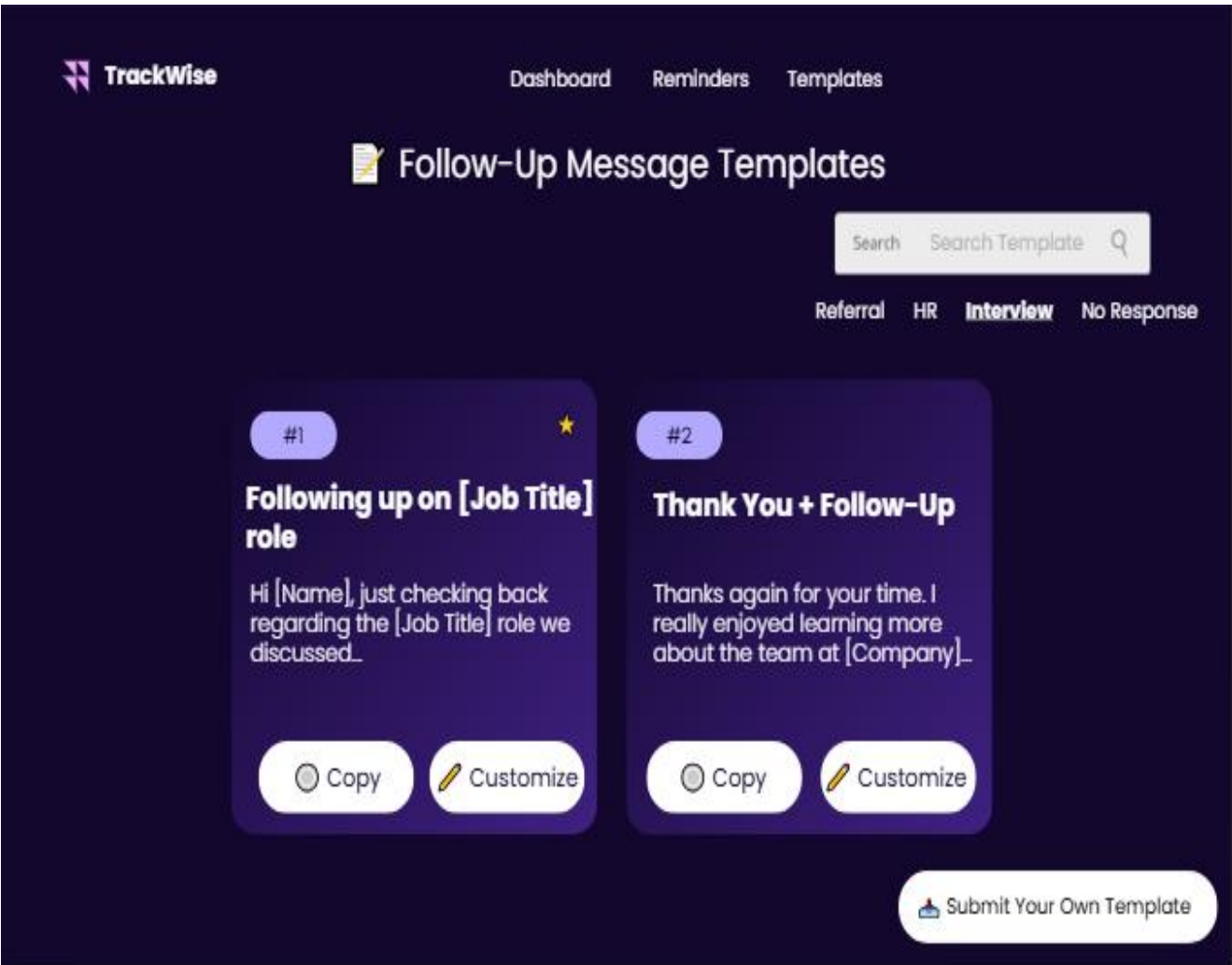
Customer Profile



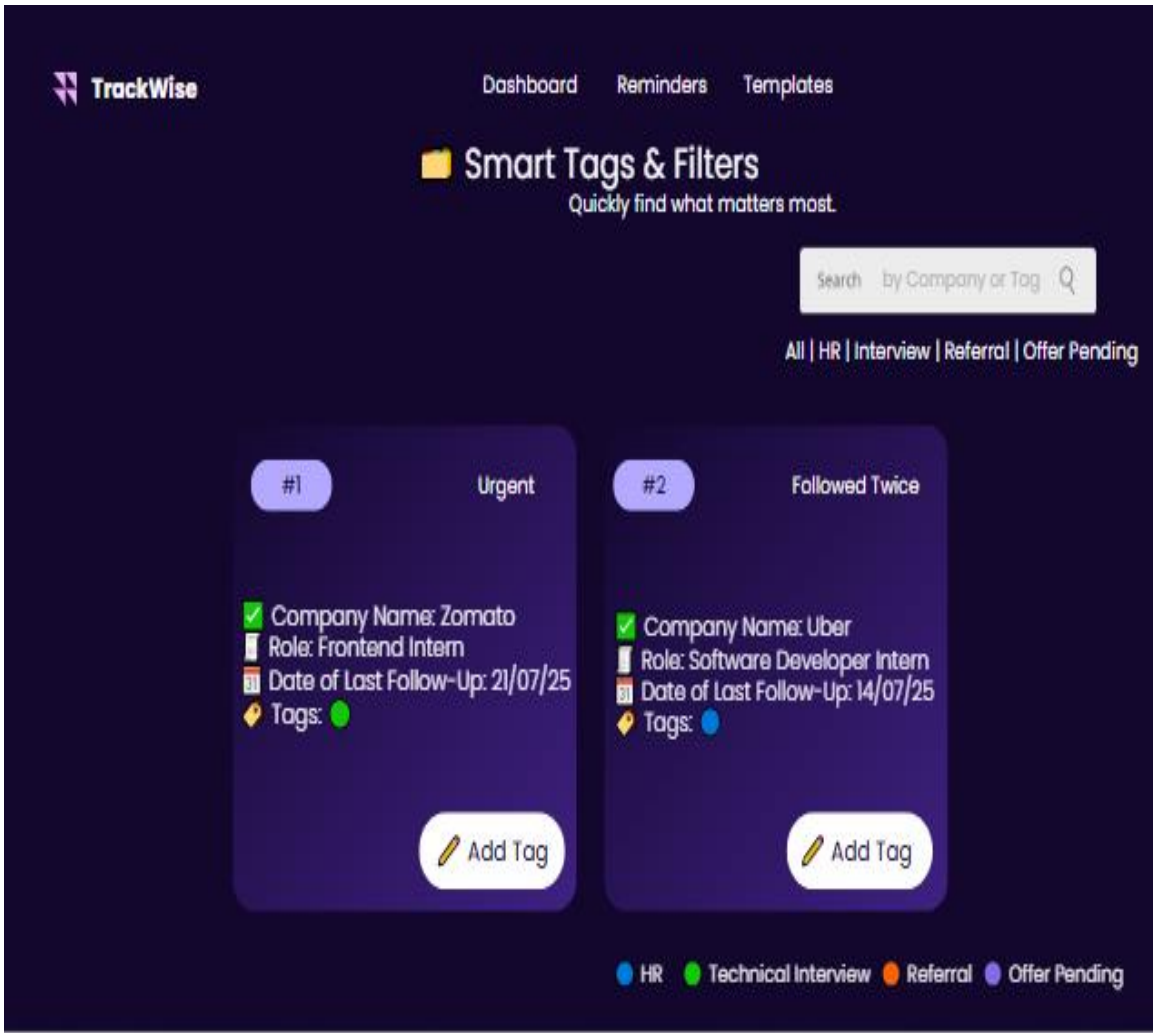
DASHBOARD



REMINDER PAGE



TEMPLATES

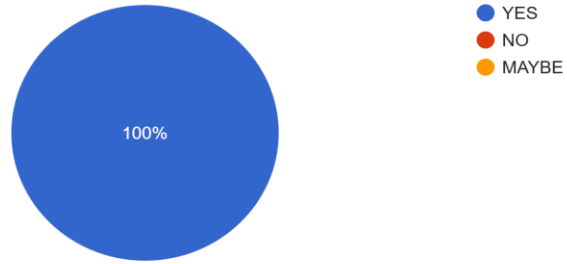


TAGS AND FILTERS

RESPONSES

Does TrackWise solve a real pain point you face while applying to jobs?

5 responses



Was the interface easy to understand and navigate?

5 responses



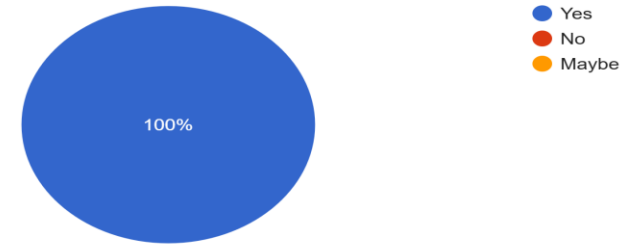
Which feature did you find most useful? (Select one or more)

5 responses



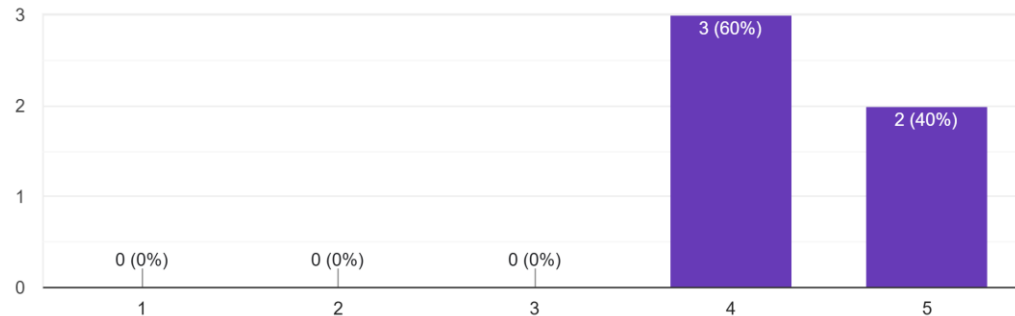
Would receiving reminders or tips for follow-ups increase your chances of replying or securing offers?

5 responses



On a scale of 1–5, how likely are you to use this tool during your job application process?

5 responses



Any Suggestions?

5 responses

It would be great if the follow-up reminders would be sent via WhatsApp or integrated calendar notifications.

Loved the tagging system concept. This will help in tracking which HR we've spoken to, without scanning messy spreadsheets.

the dashboard is clean and easy-to-use.

Yes, this will reduce mental load during interview time.

The concept is good and help a lot as we usually forget to follow up after interviews and miss opportunities.