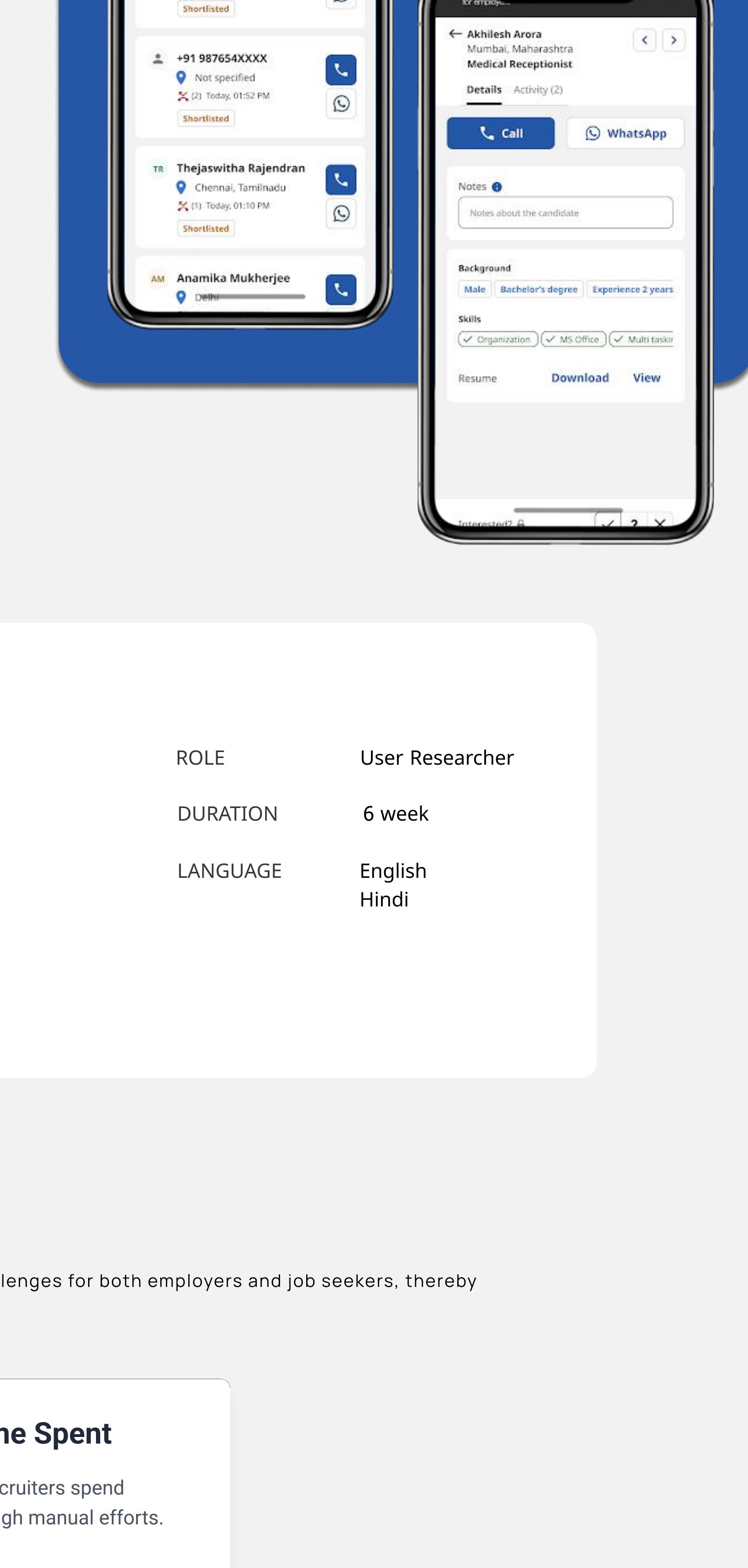


Understanding Users and Their Needs to Arrive at Business & Product Strategy

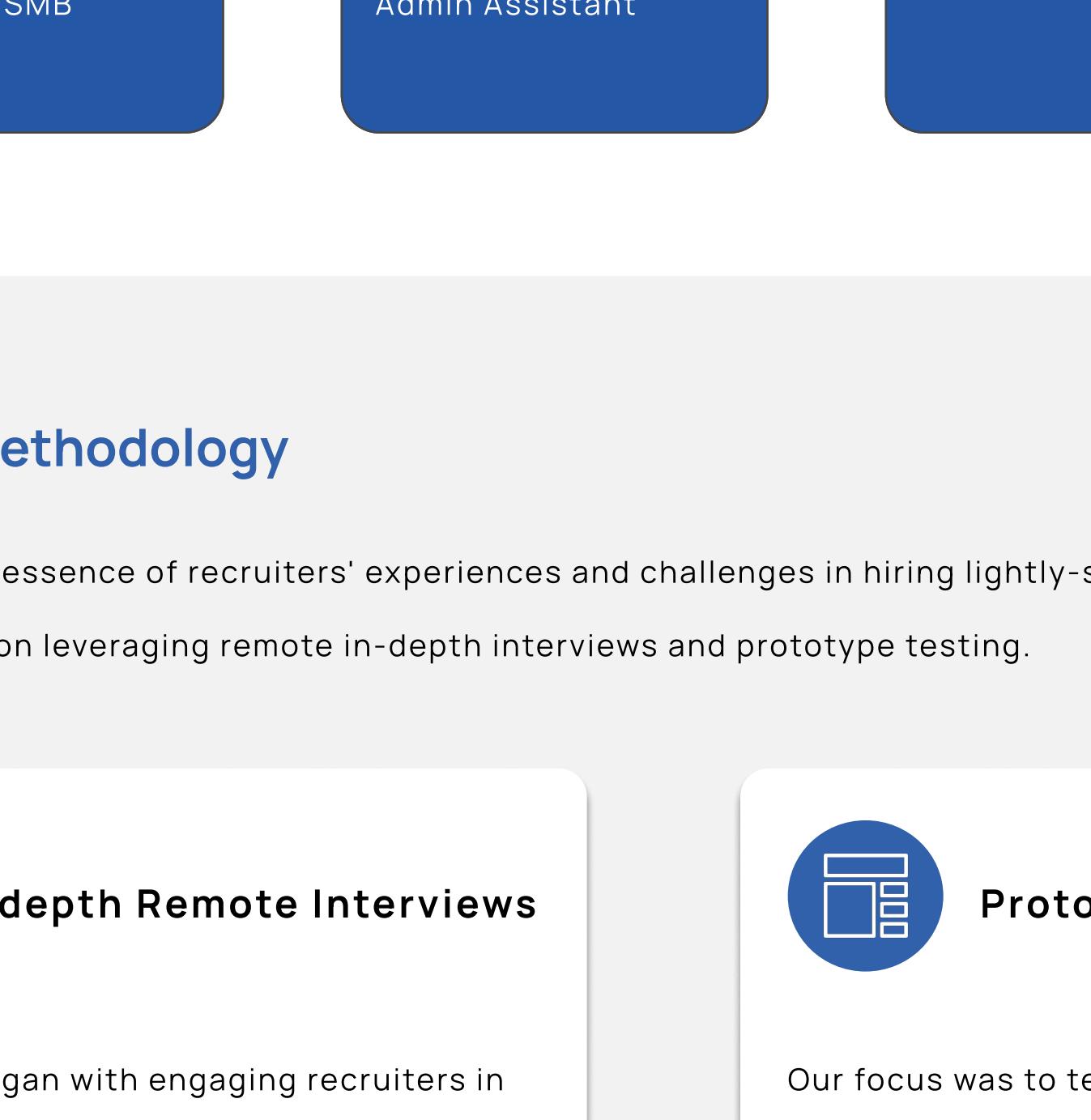


About the Project

TYPE OF ORGANIZATION	Large job aggregator MNC	ROLE	User Researcher
LOCATION	Tier 1 and Tier 2 cities in India	DURATION	6 week
STUDY PARTICIPANTS	12	LANGUAGE	English Hindi
RESEARCH TOOLS AND METHODS	Indepth Interviews Prototype Evaluation		

Project Context

The hiring process in a job-search platform presents significant challenges for both employers and job seekers, thereby highlighting inefficiencies in the current system.



These inefficiencies suggest deeper issues within the hiring process, such as ineffective utilization of the platform, complex decision-making processes, and a misalignment between employer needs and the platform's capabilities. Consequently, these challenges not only extend the hiring cycle but also lead to suboptimal matches, creating frustration for both parties involved.

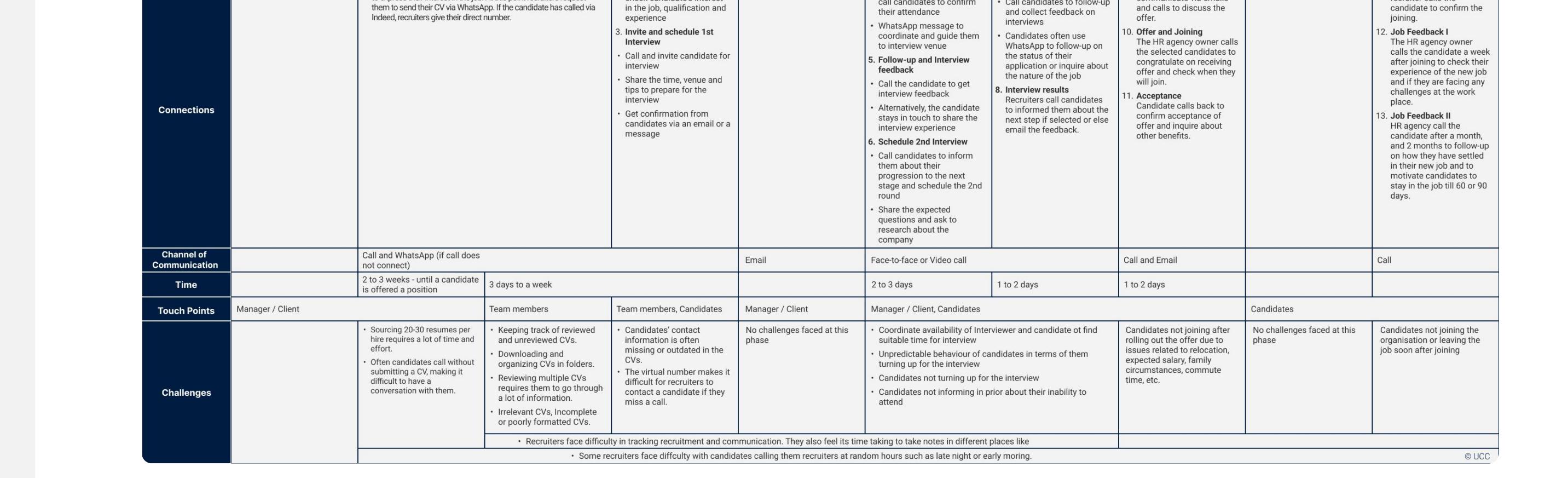
In response to these challenges, our client set out to gain a holistic understanding of employers' mental models, hiring practices, decision-making processes, attitudes, behaviors, and challenges when using their platform. By delving deeply into these aspects, the client aimed to uncover the root causes of the inefficiencies and disconnects in the hiring process. This research was intended to provide actionable insights that could help streamline and improve the hiring journey on their platform, making it more effective and user-friendly.

Project Planning

Embarking on this research journey, we sought to dive deep into the world of recruiters, particularly those who regularly hire for lightly-skilled roles like telecallers, sales representatives, and admin assistants. The project aimed to step into their shoes, learning about their profiles and the intricacies of their hiring journeys.

- The main objective of the study was to:
- Identify ways to improve the app usability experience
 - Understand the process and practices
 - Understand the challenges and frustrations
 - Gather their feedback on Indeed prototype

Research Overview



Research Methodology

To truly grasp the essence of recruiters' experiences and challenges in hiring lightly-skilled workers, we focused on a detailed exploration leveraging remote in-depth interviews and prototype testing.

In-depth Remote Interviews

Our journey began with engaging recruiters in comprehensive, remote conversations. These interviews were designed to dive deep into their world, understanding not just their hiring processes and practices, but also the hurdles they face daily. We aimed to hear their stories, uncover the frustrations, and learn from their strategies in managing candidate recruitment. This qualitative approach allowed us to capture the human side of hiring, helping us create a Day-in-the-life-of the recruiter 9 (DILo).

Prototype Testing

Our focus was to test the app prototype, with the goal of gathering early feedback from recruiters on a new feature designed to streamline candidate management for lightly-skilled job seekers. We wanted to understand the type of information employers needed when hiring lightly-skilled candidates and their preferences for viewing candidate lists—whether they preferred to see calls only or a combined view of calls and applications.

Approach

To understand the challenges faced by recruiters hiring lightly-skilled workers, we conducted in-depth remote interviews to explore their daily recruitment processes, pain points, and frustrations with the platforms. These interviews provided a detailed view into their behaviors and decision-making. We also conducted prototype testing of a new feature designed to streamline candidate management. Using the Think Aloud technique, participants interacted with the prototype in real-time, offering valuable feedback on usability and preferences. This dual approach helped us uncover actionable insights to refine the platform, ensuring a smoother and more efficient user experience for recruiters.

Results

1. The interview revealed the distinct behaviors among different recruiters when hiring lightly-skilled workers. While business owners prefer a streamlined process with minimal steps due to multitasking, HR agency owners, on the other hand, maintain extensive connections to monitor progress, prevent other opportunities, assist in hiring stages, and ensure job retention for revenue. And HR professionals at SMBs follow a rigorous, multi-step process to keep candidates engaged and ensure smooth progression, needing streamlined communication and progress-tracking features.

Persona

Connections of the persona across the hiring journey

2. With the help of the hiring journey of each type of recruiter, distinct stages in the recruitment processes of HR agency owners, business owners, and HR professionals at SMBs when hiring lightly-skilled workers (LSWS) were identified. The journey map thus created described each stage, recruiters' actions, devices used, communication modes, and challenges faced. It was found out that the initial contact usually occurred through a screening call, while the final contact could range from the candidate's joining day to up to two months post-joining for HR agencies. During this period, calls and WhatsApp were the primary communication tools.

3. Key challenges in the connections experience were identified that paved the way for opportunity areas to make the platform more accessible for recruiters. By making important information more visible and clear, and by enhancing the overall UI to be more user-friendly, the platform can reduce cognitive burden and improve the hiring and connection experience for all types of recruiters.

4. The prototype evaluation showed a preference for the design with clearly displayed and segregated icons. Recruiters liked the segregation of tabs and the calling feature but felt the current prototype doesn't fully support their workflow. This highlights an opportunity to improve the app by aligning its flow and features more closely with recruiters' working styles, aiming to reduce time and effort, such as minimizing clicks needed to complete tasks efficiently.

Impact

Equipped with invaluable insights into the mindset and motivations of employers, coupled with a profound understanding of their behaviors, the client's team strategically aligned their platform's offerings with the evolving needs of employers and job seekers, closing the loop between these two vital parties.

This understanding provided the way forward to help them strategize their offering and transform their approach to drive effective engagement by making the hiring process more seamless and efficient, resulting in solidifying their position in the domain of hiring.

My learnings

Empathy for Recruiters' Workflow

Developing a deep understanding of recruiters' multitasking nature and varied communication preferences proved essential for aligning product design with their real-world needs.

Prototyping as a Learning Tool

Prototype testing provided valuable insights into how user interactions can reveal deeper preferences and usability challenges, enhancing the overall research process.

Adaptability in Moderation

Tailoring moderation techniques based on participants' tech proficiency ensured more authentic responses and improved engagement throughout the research.

Cognitive Load in Interface Design

Observing how recruiters navigate complex tasks highlighted the critical need for simplifying interfaces to reduce cognitive load, particularly for non-expert users.

Synthesis of Qualitative Data

The ability to distill qualitative insights into clear, actionable recommendations sharpened the focus on aligning research findings with broader business objectives.

