

# The Influence of Trust on Indeed Job Search

Spring 2019 - Advanced Usability

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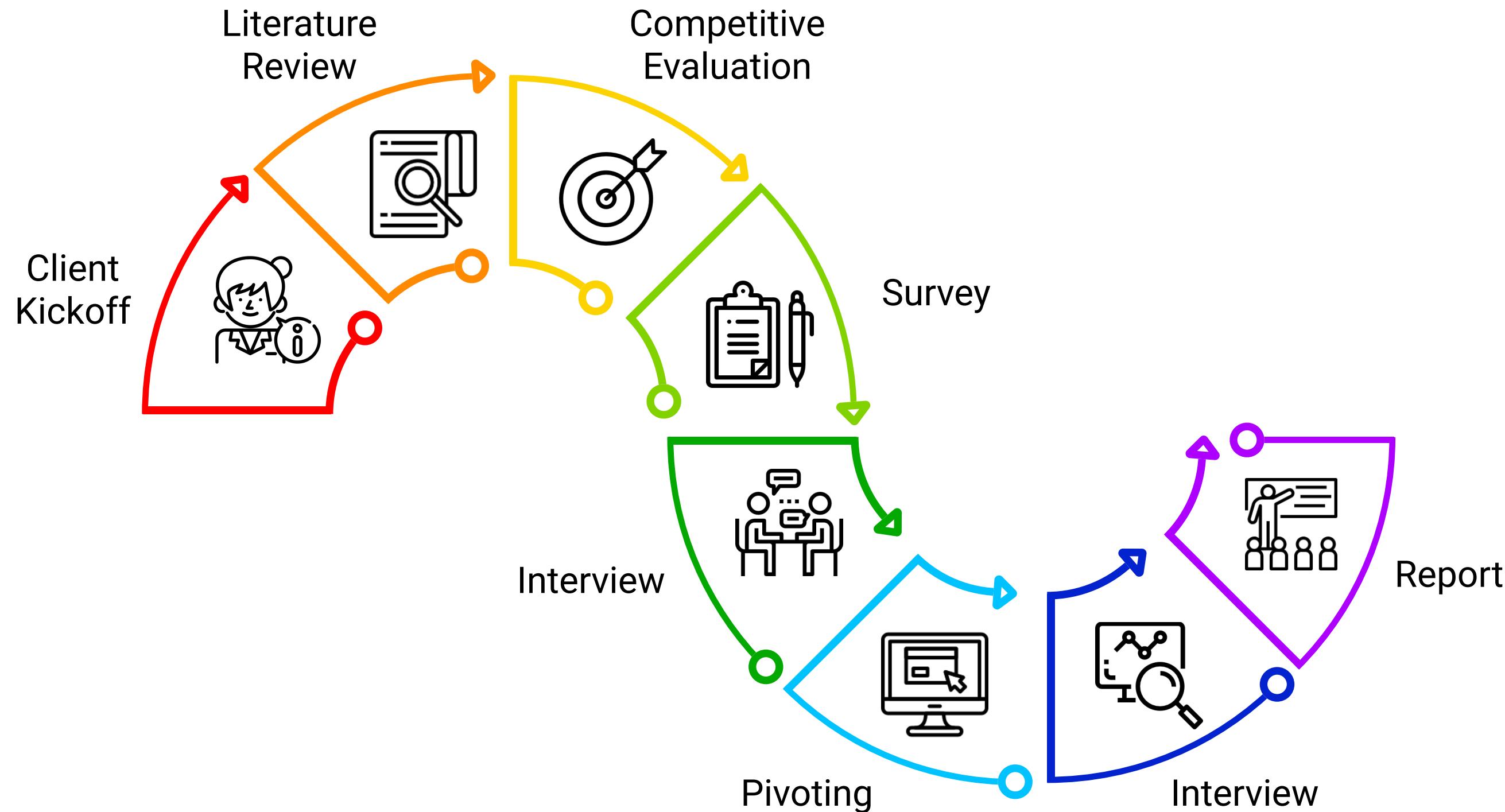
indeed®



The University of Texas at Austin  
School of Information

# Agenda

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# Client Kickoff

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## Client: Dave Yeats

Date: 02/04/2019

Location: UTA 1.210, School of Information

This meeting helped us identify the pain points that Indeed is currently facing.

## Problem Space

Indeed wasn't sure if job applicants were willing to apply to companies through Indeed. If applicants weren't using Indeed, they would like to know what the factors are attributing to the lack of trust.

## Pain Points

- Not sure what **factors affect trust**
- Job applicants are using Indeed to **search for jobs**, but **not applying** through Indeed
- People desire to make a personal connection, and they feel they **can't make** that **connection** with an **online app**
- Job applicants feel that Indeed UI is “too fancy, complicated”

# Client Kickoff

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## Takeaways

- Users want to use mobile to search for jobs, but it's hard to make a connection through online app
- Job applicants use Indeed to **only search for jobs**
- Job applicants are **not trusting Indeed** to **hand their resume** to employers
- Want to **increase trust** to users

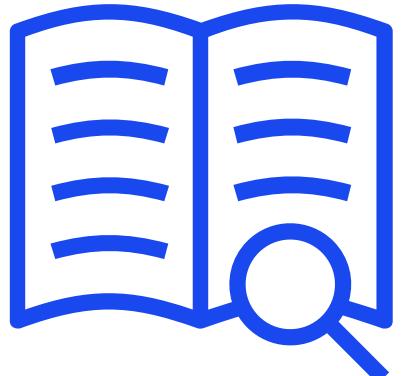
## Research Question

How does nuance in content, such as information architecture and process transparency, influence user behavior on Indeed?

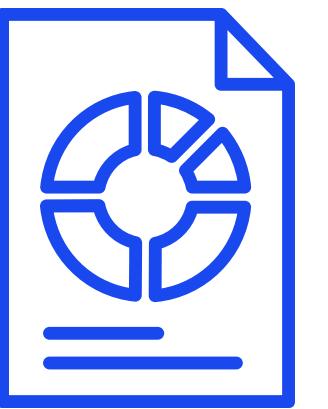
# Literature Review

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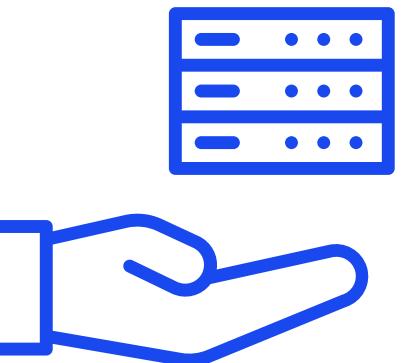
## Objective



Define trust



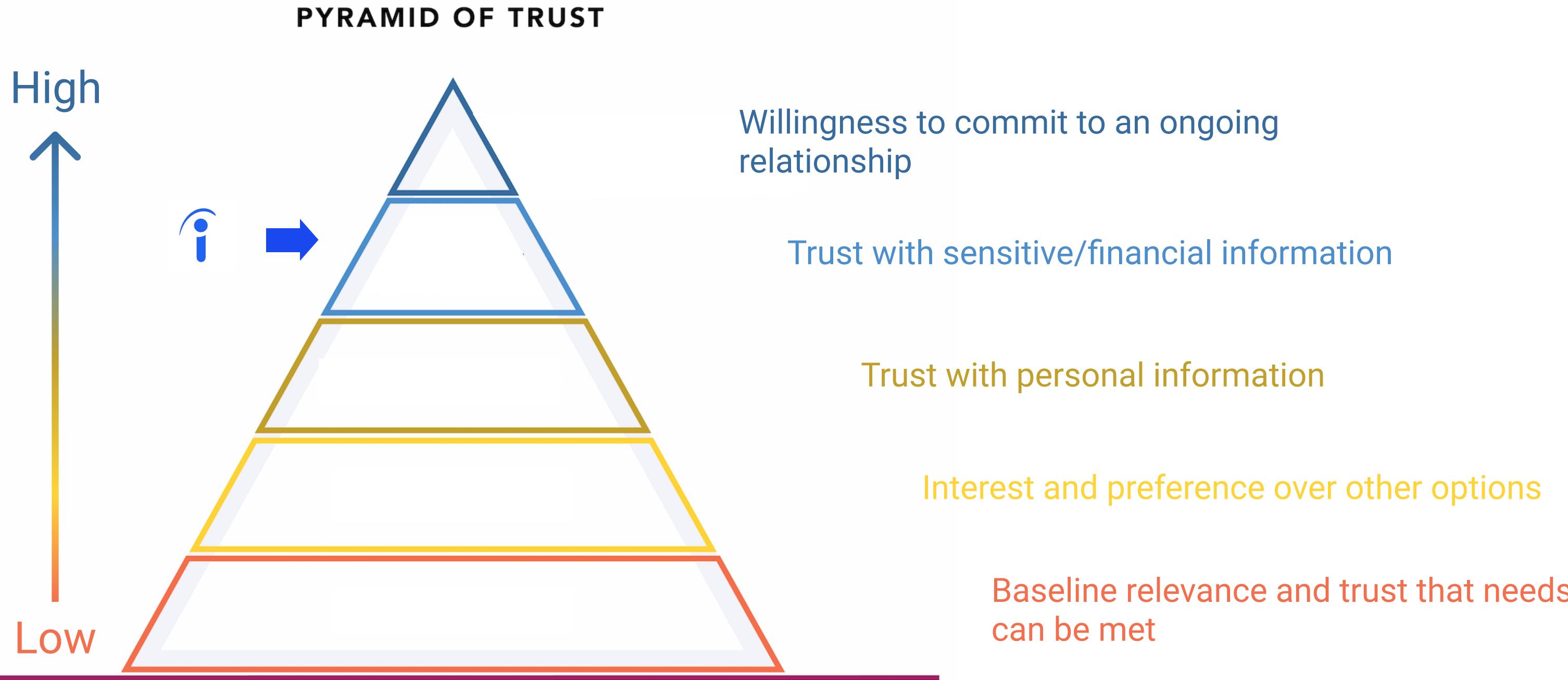
Factors affecting  
trust



What Indeed has  
currently



# Literature Review



# Literature Review

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“ Online trust includes consumer perceptions of how the site would deliver on **expectations**, how **believable** the site's information is, and how much **confidence** the site commands

*Yakov Bart, Venkatesh Shankar, Fareena Sultan, & Glen L. Urban (2005)* ”

“ **Online transparency** has three key effects on consumers. It is important in decision taking; **it increases trust and confidence** in the online environment; and, all things being equal, increases the probability of product selection.

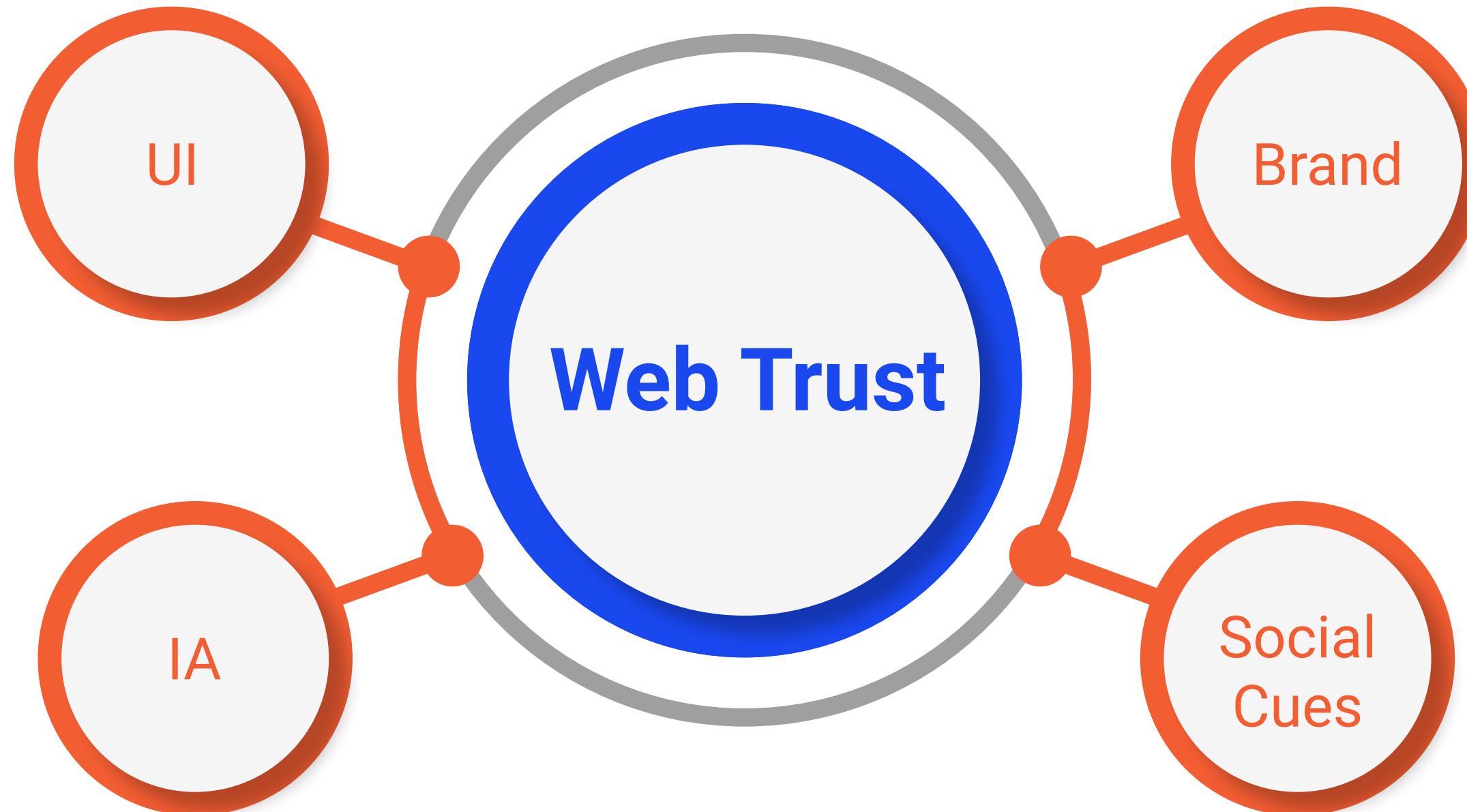
*Behavioural study on transparency in online platforms (2018)* ”

“ Consumers develop perceptions of trust in a website based on their **interactions** with the site

*Yakov Bart, Venkatesh Shankar, Fareena Sultan, & Glen L. Urban (2005)* ”

# Literature Review

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# Literature Review

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## Takeaways

- Indeed has some level of trust, users are willing to provide their **personal information** to them
- **Transparency** plays a part in trust
- Meeting user's **expectation** and **authentic** information increases trust
- **UI elements** such as layout and information architecture affect trust

# Competitive Evaluation

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3

Direct

1

Indirect

# Competitive Evaluation

## Opportunities for improvement based on competitors:

- **About Employer**
- Employer Logo
- Employer Photos
- Job Benifites
- Salary Information
- **Job Post Date**
- Easy Apply Filters
- Industry Filters
- Employer Rating Filters
- Employer Size Filters

Competitors	indeed	LinkedIn	glassdoor	MONSTER	Google
Relationship	Direct	Direct	Direct	Direct	Indirect
Data					
Employer Logo					
Employer Rating					
Employer Reviews					
About Employer					
Employer Photos					
Job Benefits					
Job Description					
Salary Information					
Easy Apply					
Save Job					
Job Location					
Job Post Date					
Job Alert					
Recent Searches					
Resume Save					
Filters					
Job Type					
Experience Level					
Location					
Salary					
Date Posted					
Easy Apply Available					
Industry					
Employer Rating					
Employer Size					
Visa Sponsorship					
Sorting					
Revelance					
Post Date					

# Competitive Evaluation

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## Takeaways



To increase likelihood of applying, make changes to the **Employer Template**



Build more **Detailed Filters** to enhance searching function

# Interviews: Round 1

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12

Interviews

**Work**  
Service Industry

**Tools**  
Indeed, Google,  
LinkedIn, Glassdoor

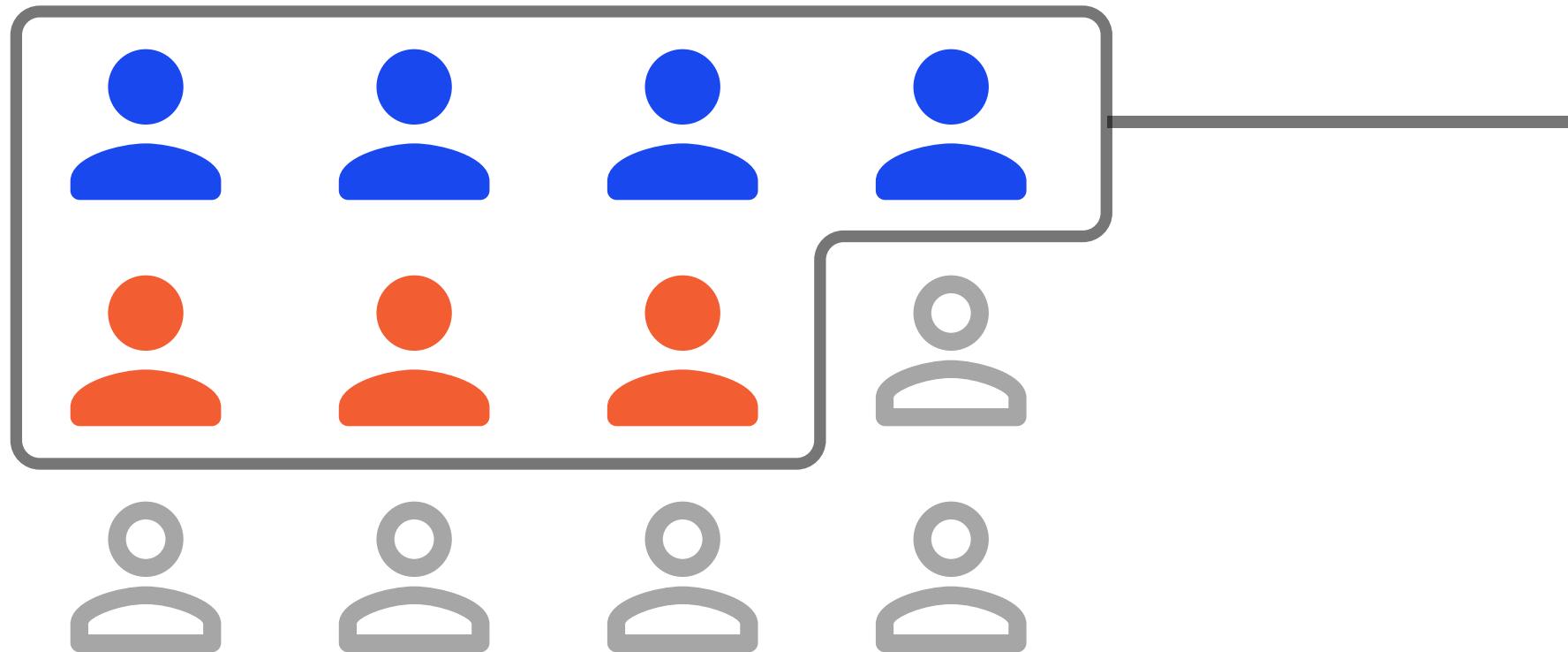
**Education**  
High School,  
Some College

**Methods**  
Job Board, Referral,  
Company Website

# Interviews: Round 1

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## What is Indeed's usage?



**7**/12 use Indeed

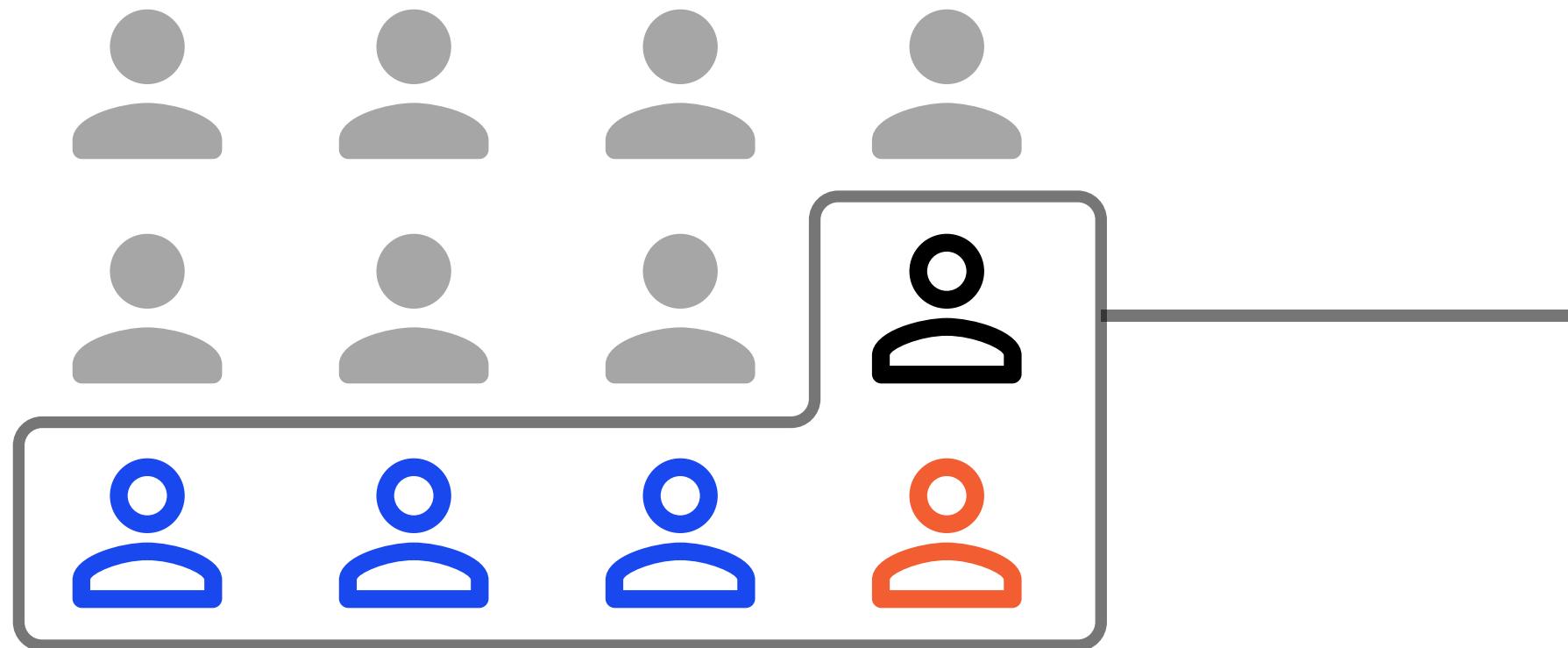
**3**/7 use Apply Now only

**4**/7 use combination  
(Apply Now & company website)

# Interviews: Round 1

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## What about those who didn't mention Indeed?



**1 /5** location too rural  
(all job boards lack posts for area)

**1 /5** applies in person only  
(taught by mother to do so)

**3 /5** Lyft drivers  
(Lyft doesn't utilize Apply Now)

# Interviews: Round 1

## Most popular job search methods:

1

Search for job on Indeed

Use Apply Now

2

Search for job on Google

Apply on company website

Apply on company website

3

Ask friend for a referral

Apply in person



# Interviews: Round 1

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## Reasons for applying through company website:

- Thought it was faster and **more direct**
- Under the impression that **response rate is better when applying directly to website**
- **Unsure about how application gets to employer via a job board**

# Interviews: Round 1

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## Key findings for service industry workers:

- Most interviewees **use job boards, especially Indeed**
- Reasons for **using Apply Now** were **linked to convenience**, especially for interviewees who said they only apply for jobs with the Apply Now option available
- Reasons for **not using Apply Now** were **linked to directness**, rather than a lack of trust in Indeed

# Survey

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**30**

Respondents



Age Range  
**18 - 39**



High School  
**50%**



College Degree  
**50%**



Ethnicities  
**Asian**

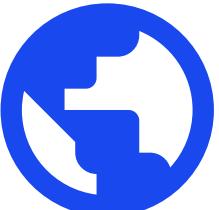
**White**

**Hispanic/Latino**

**Black**

**Pacific Islander**

**Native American**



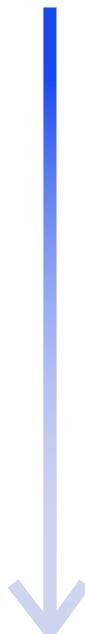
Visa Sponsorship  
**23%**



Female  
**67%**



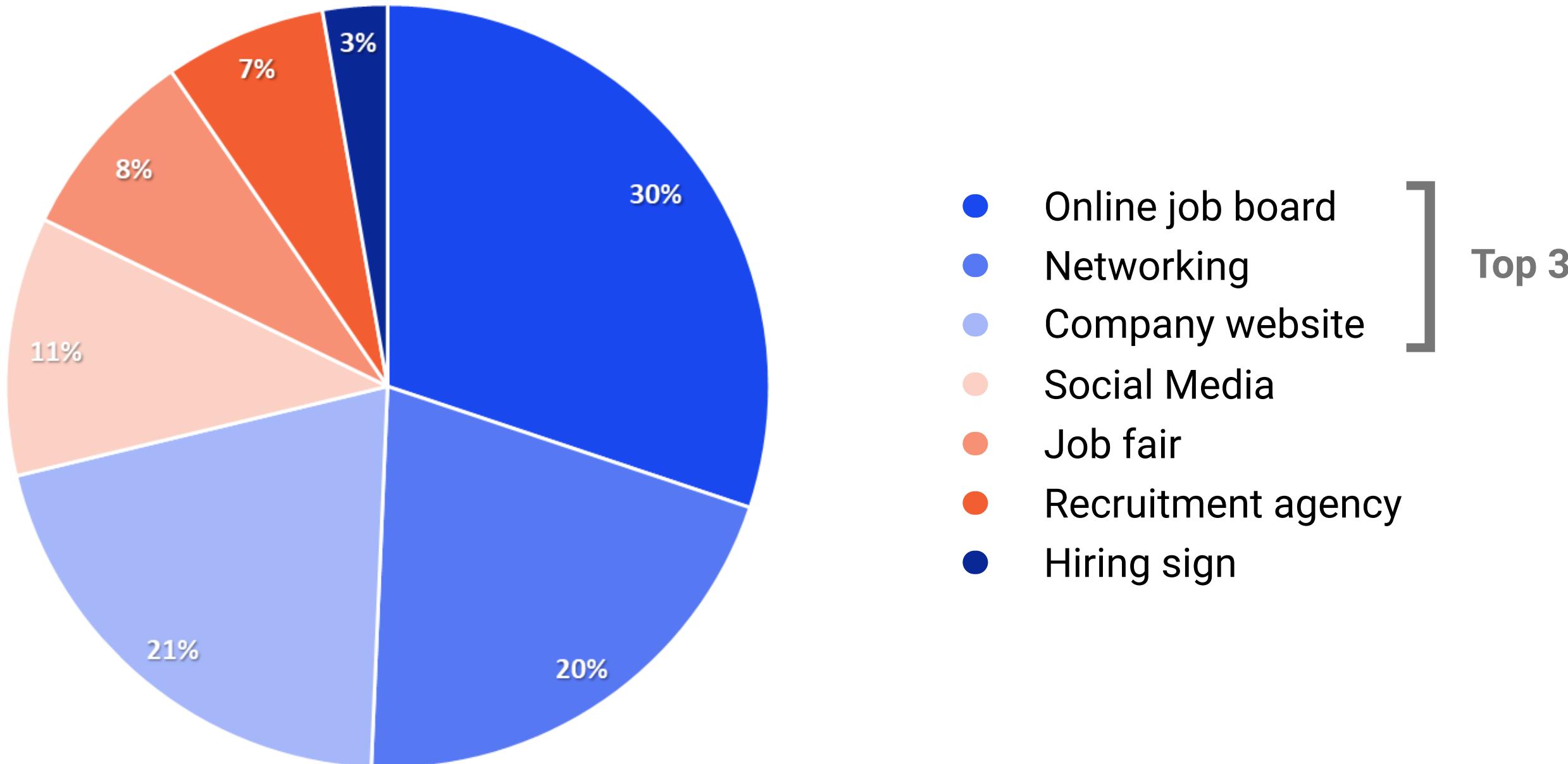
Male  
**33%**



# Survey

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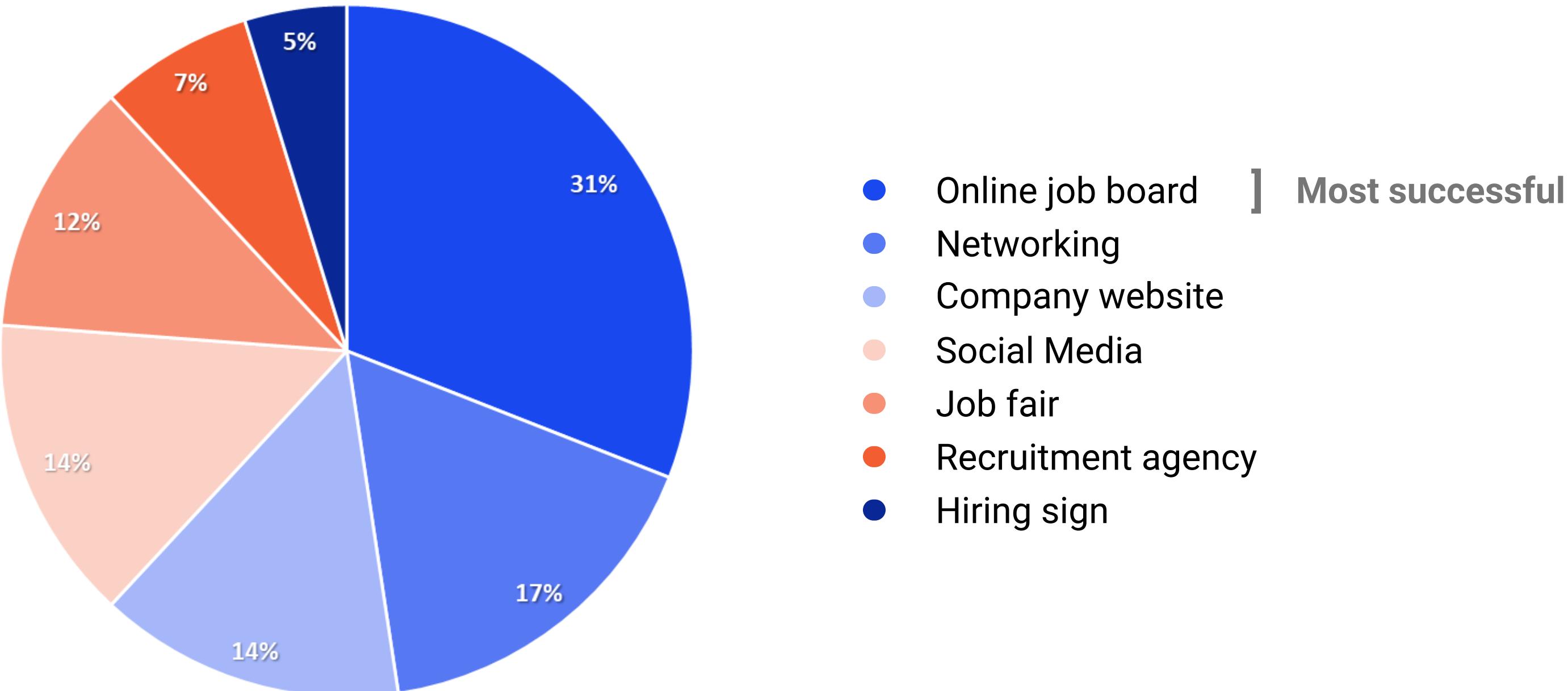
## What job search method(s) have you used?



# Survey

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## Which method have you found most successful?



# Survey

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## Why do you use online job boards?

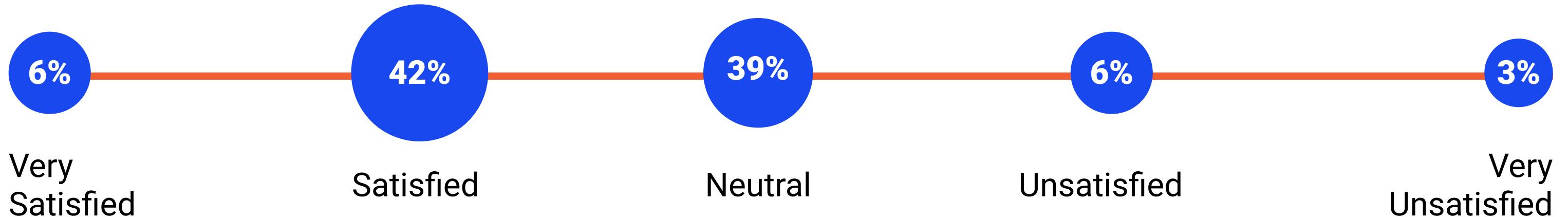
1 Convenient (tie)

1 Easy (tie)

2 Aggregates lots of jobs

3 Up-to-date job postings

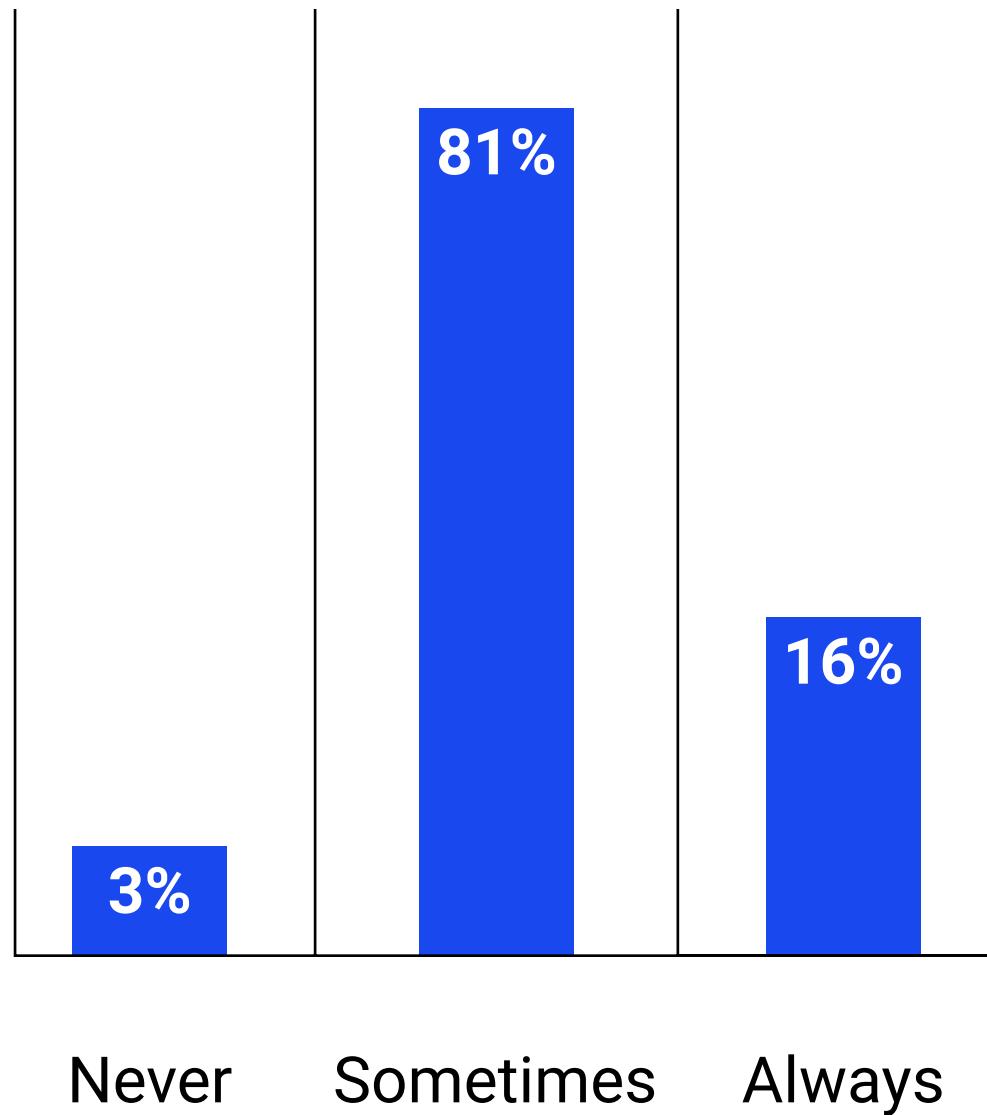
## Please rate your overall experience with online job boards?



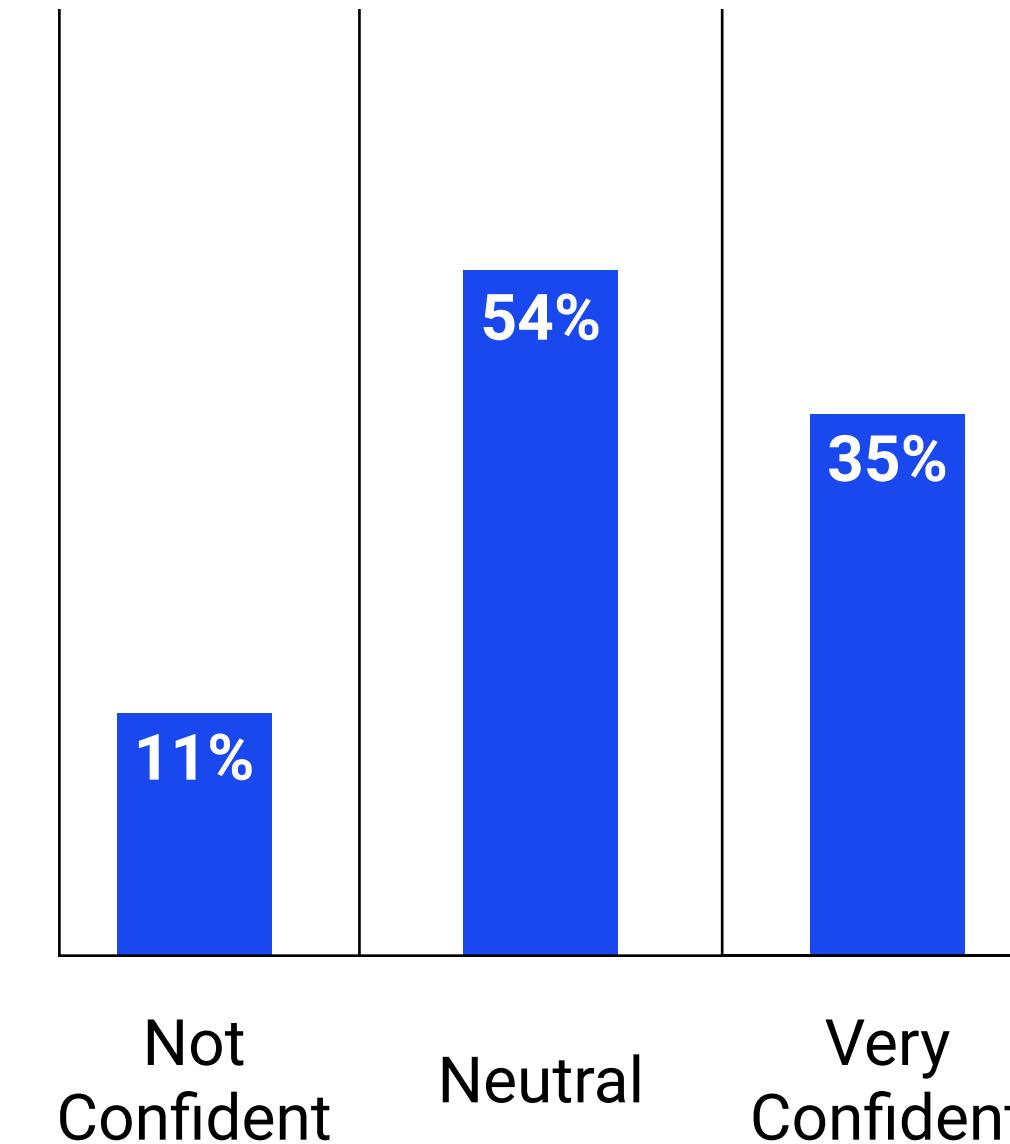
# Survey

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**Do you apply for a job directly through the job board site?**

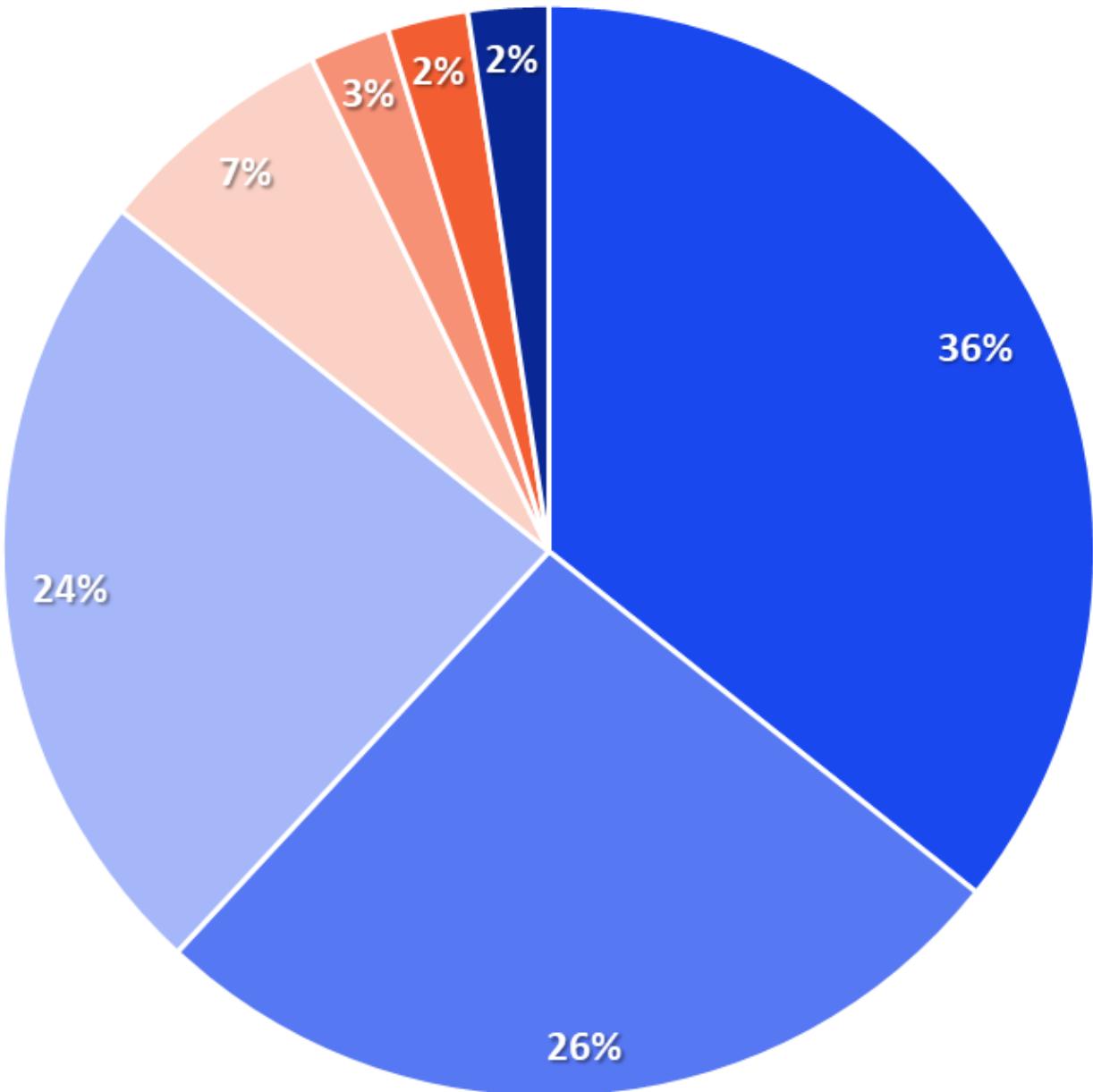


**How confident are you that your application is received by the employer?**



# Survey

## Reasons not to apply through job board?



- I think I have a better chance of getting interviewed if I apply through the company's website.
- I don't want to make an account.
- I don't know where my application/resume goes.
- I don't want to recreate/upload my resume on a job board.
- I perceive a discrepancy between when a job is posted on a company's website versus a job board.
- I don't want job boards to have my personal information.
- I don't understand the relationship between a job board and an employer.

Top 3

# The Pivot

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## The data shows...

- Indeed users are satisfied with online job boards
- Service industry job seekers on average only use Indeed and Apply Now
- Job seekers who aren't service industry workers use Indeed and apply directly through company websites
- Job seekers who use online job boards aren't confident if their resumes are received

In conclusion, trust isn't a huge issue.

# The Pivot

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**If trust isn't an issue...**

- Why do users trust Indeed?
- What if employers don't respond to users' job application?
- What are patterns among user demographics?

# Interviews: Round 2

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11

Interviews

7

Domestic

4

International

# Interviews: Round 2

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Great reputation and mission statement

Viewed as one of the few options to search for jobs

Convenient resource to look for jobs

**Indeed's brand has great credibility**

**Why do users trust Indeed?**

# Interviews: Round 2

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**What if employers  
don't respond to  
users' job  
application?**

Recruiters can't  
respond to everyone

Hiring seasons affect  
employer responses

Job seekers didn't  
qualify for the position

**Users don't think  
Indeed is at fault!**

# Interviews: Round 2

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## What are patterns among user demographics?

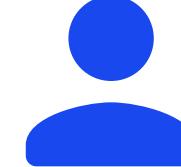
International  
Job Seekers

- Mainly use major online job boards
- **Apply to the most jobs**
- Need **clear distinction** of which companies **support visa status**

Domestic  
Job Seekers

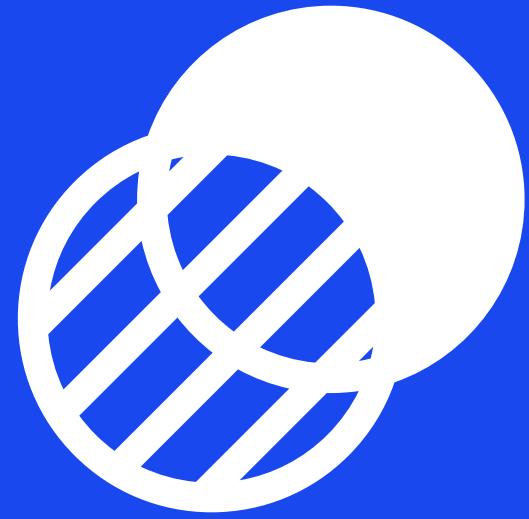
- Use Indeed as a **job searching tool** but apply **through company website**
- Believe applying through the website **shows effort and initiative**
- Those who don't use Indeed:
  - **years of work experience**
  - **desire diversity and inclusion**

# Interviews: Spreadsheet Data

		U.S. Based Int'l	Domestic	
		 x4	 x5	
Jobs Applied	AVG	MED	AVG	MED
	206	185	43	28
Response Rate	AVG	MED	AVG	MED
	27%	30%	45%	42%

# Recommendations

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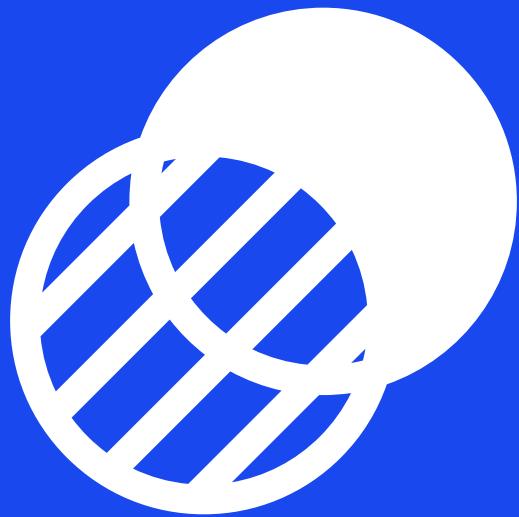
**Transparency  
Counts**



**International  
Job Seekers**

# Recommendations

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Transparency  
Counts

- Users need more transparency in the job application process
- Consider creating a page on your website that tells job seekers what goes on the background
- Or, consider adding feedback dialogues that display as a user applies for a job
- GoFundme.com is a great example

# Recommendations

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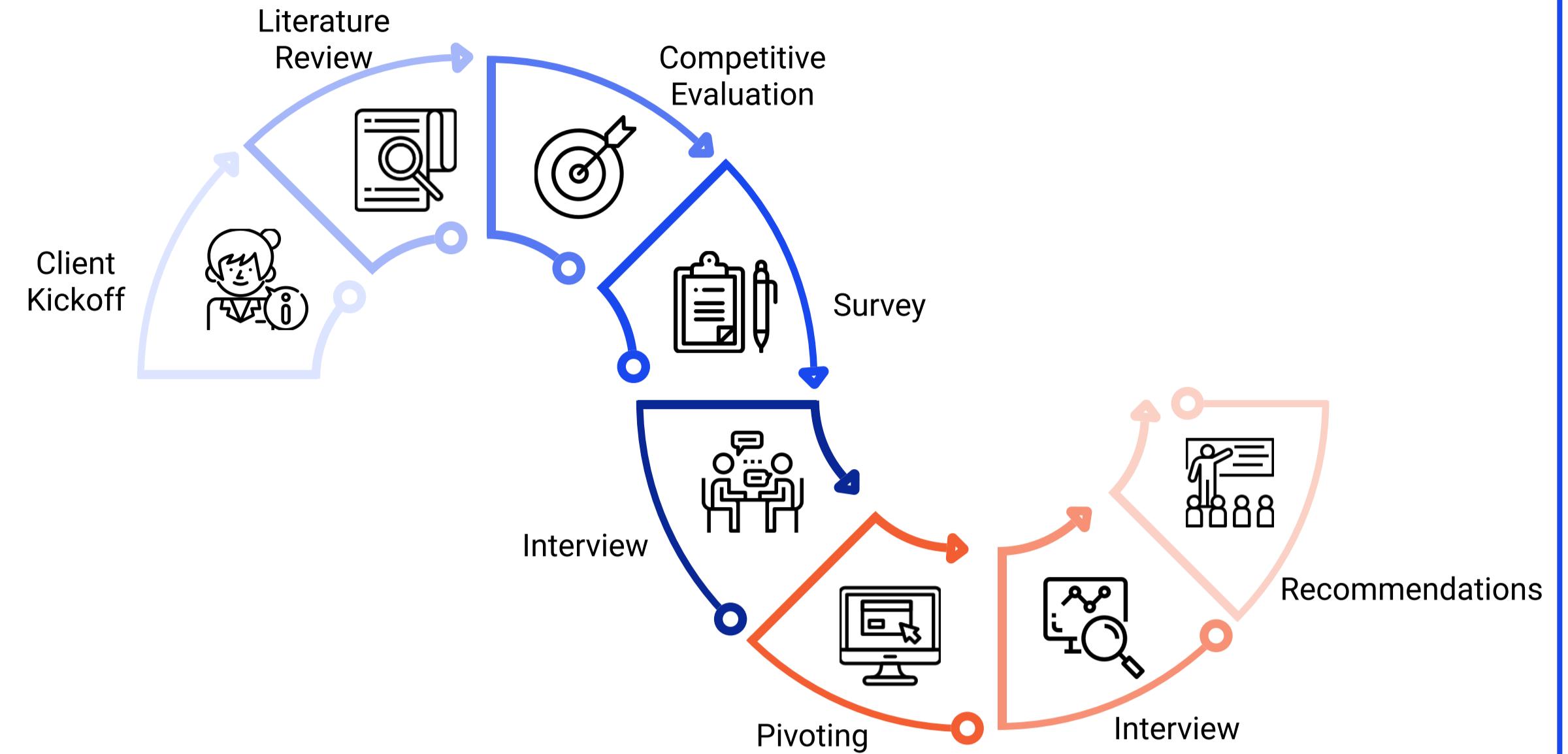
## International Job Seekers

- International job seekers are a major demographic to consider
- International job seekers are on online job boards and Indeed the most, applying to over 200 jobs in three months span
- Major pain point: not knowing which companies support visas
- Consider creating a filter or platform on your website that only displays companies that support visa status

# The Influence of Trust on Indeed Job Search

Yu-kuan Hwang, Tatiana Marinkovic, Jennifer Nwaogwugwu, & Junshu Shi, MSIS Candidates

## 1. The Process



## 2. Client Kickoff: What's the need?

### Problem Space

Indeed wasn't sure if service industry workers were willing to apply to companies through Indeed. If applicants weren't using Indeed, they would like to know what the factors are attributing to the lack of trust.

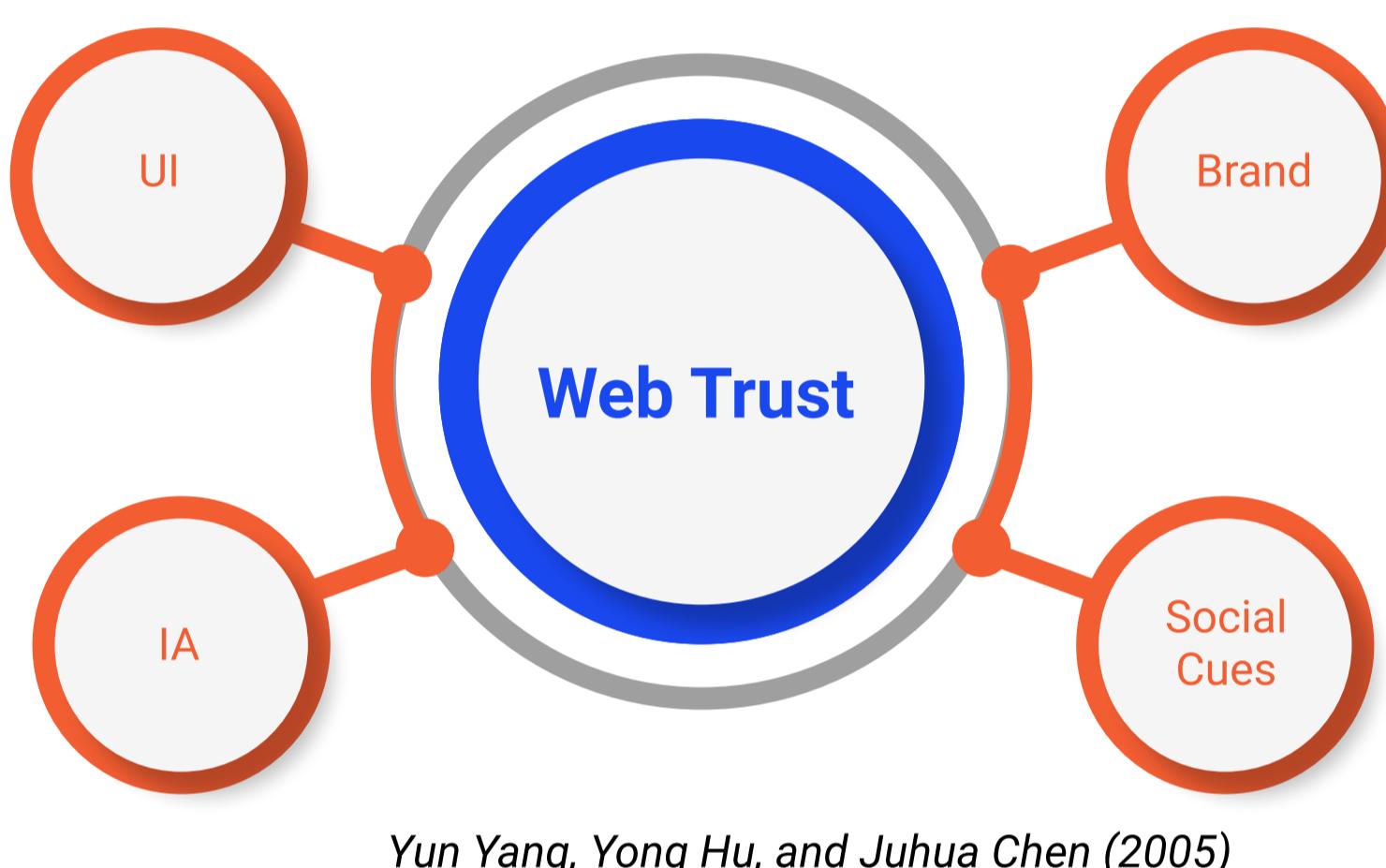
### How did we define it?

How does nuance in content, such as information architecture and process transparency, influence user behavior on Indeed?

### Pain Points

- Not sure what factors affect trust
- Service industry workers are using Indeed to search for jobs, but not applying through Indeed

## 3. Literature Review: How should we define Trust?



**“** Online trust includes consumer perceptions of how the site would deliver on **expectations**, how **believable** the site's information is, and how much **confidence** the site commands

Yakov Bart, Venkatesh Shankar, Fareena Sultan, & Glen L. Urban (2005) [\[1\]](#)

**“** **Online transparency** has three key effects on consumers. It is important in decision taking; it **increases trust and confidence** in the online environment; and, all things being equal, increases the probability of product selection.

Behavioural study on transparency in online platforms (2018) [\[2\]](#)

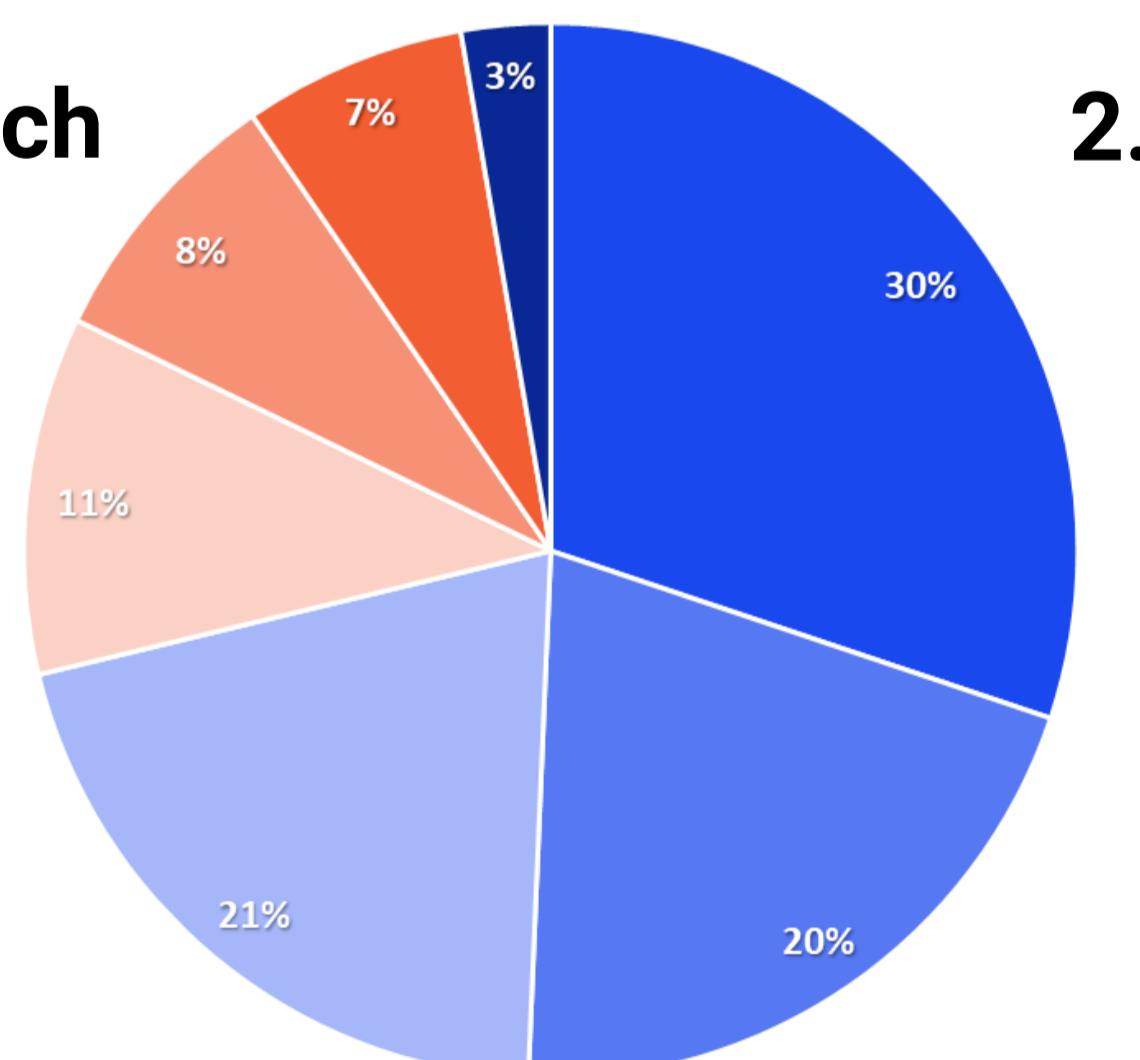
### Takeaways

- Transparency plays a part in trust
- Meeting users' **expectations** and having **authentic** information increases trust
- UI elements such as layout and IA affect trust

## 5. Survey Data: How do 30 people apply to jobs?

### 1. Most Used Job Search Method

- Online job board
- Networking
- Company website
- Social Media
- Job fair
- Recruitment agency
- Hiring sign



### 2. Confidence that job app was received by the employer through the job boards?

- 11% Not Confident
- 35% Very Confident
- 54% Neutral

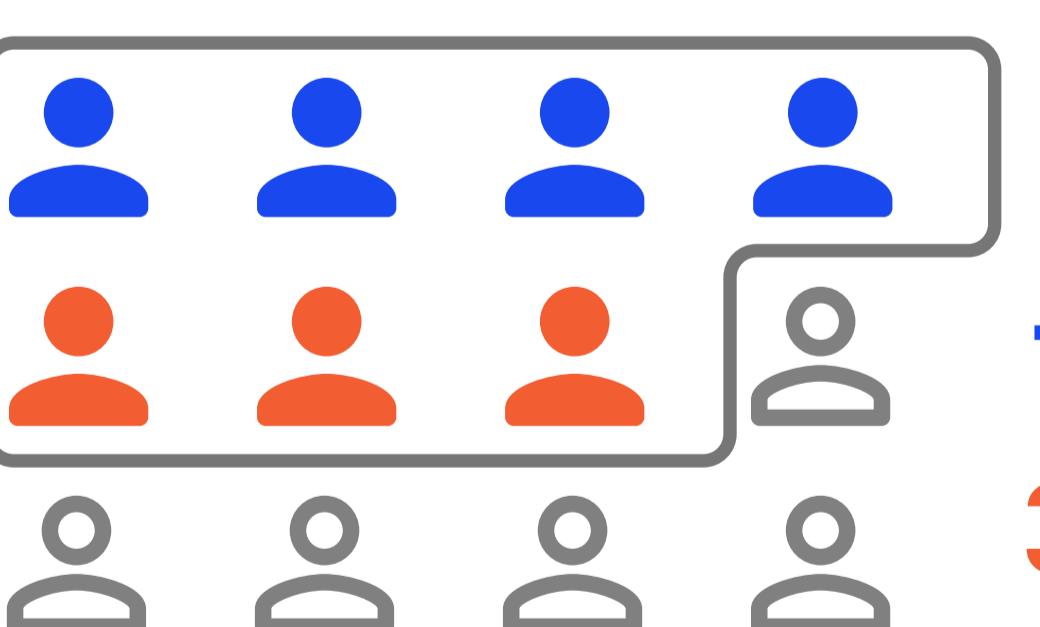
### 3. Why don't people apply through job boards?

- Top Reason 1: I think I have a better chance of getting interviewed if I apply through the company's website.
- Top Reason 2: I don't want to make an account.
- Top Reason 3: I don't know where my application/resume goes.

### Takeaways

- Online boards are used the most
- Low confidence that their resumes are received via job boards
- Perceive higher chance for an interview with company website

## 6. Interviews



7/12 use Indeed

3/7 use Apply Now only

### Key findings for service industry workers:

Most interviewees **use job boards, especially Indeed**.

Interviewees use **Apply Now** because of **convenience**.

Almost half **only** use the Apply Now option.

Reasons for **not using Apply Now or Indeed** were **linked to directness or location** rather than a lack of trust in Indeed.

## 7. The Pivot

### If trust isn't an issue...

#### 1. Why do job seekers trust and use Indeed?

#### 2. Do job seekers still have trust if employers don't respond to their job app?

#### 3. What are patterns among job seeker demographics?

## 8. Interviews

11 | 7 | 4

- Interviews
  - Domestic
  - International
1. Indeed's brand has great credibility.
  2. Job seekers don't think Indeed is at fault if they don't get a response.

### 3. Demographics

**U.S.-Based International job seekers:** apply to the most jobs and need clear distinction of which companies support visas.

**Domestic job seekers:** use Indeed as a job searching tool but apply through the company website and believe applying through the company website shows effort and initiative.

## 9. Spreadsheet Data

	U.S.-Based Int'l	Domestic
Jobs Applied	x4	x5
Avg	206	185
Med	43	28
Response Rate	27%	30%
Avg	45%	42%
Med		

## 10. Recommendations



### Transparency Counts

Users need more transparency in the job application process



### International Job Seekers

U.S.-Based International job seekers are a major demographic to consider

Consider creating a filter or platform on your website that only displays companies that support visa status