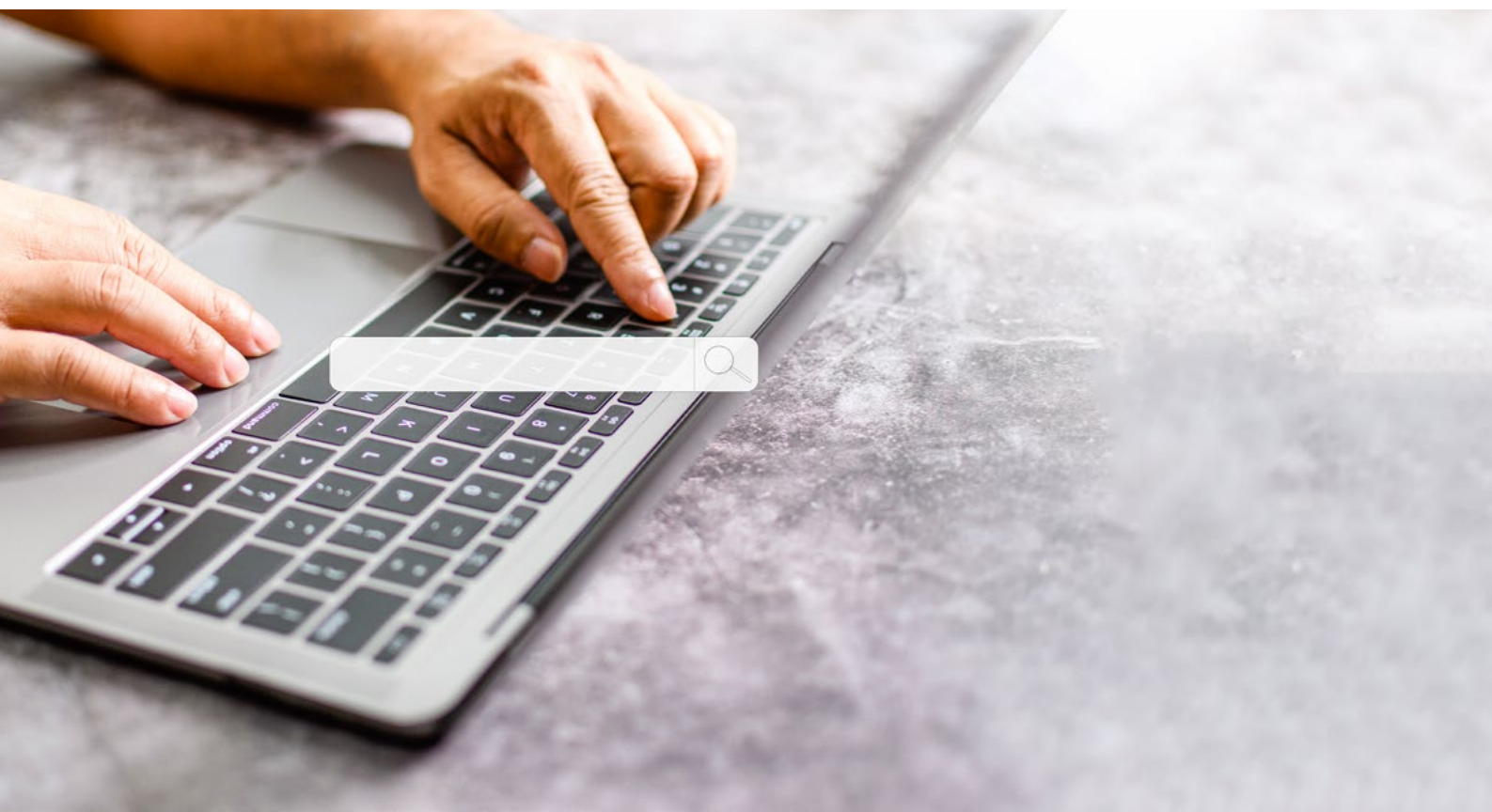

TALENTEI
CANDIDATE SURVEY
ISSUES AND SOLUTIONS
CASE STUDY

August 2022

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About the Company

Talentei moves beyond traditional resume review so you can spend more time with the right candidates and less time with candidates that don't fit. We provide our clients with the platform that caters to their specific hiring needs such as:

Job Analysis:

Guides you through simple questions so you can choose the specific needs of your position.

Candidate Evaluation:

Evaluates the skills, interests, and abilities of each candidate.

Current recruiting methods are painful because they often rely on artificial intelligence, machine learning and old-fashioned resume review. In addition, job descriptions and resumes don't have enough detail. As a result, employers and job seekers are not getting what they need.

Candidate Masking:

Masks candidate information that is prone to bias.

Prioritized Candidates:

Scores and ranks candidates against your specific needs.

Informed Interviews:

Provides you and your candidates a Fit Assessment® to show where you match up.

Overview

Although this case study will concentrate on the candidate user side, it is also important to mention that there are 2 types of users involve in this recruiting platform: the candidate looking for the job and the recruiter looking for talent. After listening to the stakeholders like VP of operations, Operation Specialist, CEO and after observing, asking questions and conducting virtual-live interviews I come to understand and see the immediate need to solve the problem of the candidate side survey; highly in need of problem solving with the major pain points that is creating an issue of high rate of drop-off without finishing the survey which is vital for the candidate matching to the right job.



User Research

USER AND AUDIENCE:

User 1: Candidates looking for the job

User 2: Recruiters and HR managers in contact with the candidates.

TECHNIQUE USE:

The four W's Research Technique

METHOD OF RESEARCH FOR USERS:

Live-virtual interview with a set of questions to the stakeholders. Trying to interview the candidates directly was not doable due to the fact that I don't have direct access to the user because of the type of industry which have high data security standards to protect both users: candidate and recruiters. However, I have already suggested the implementation of doing direct survey to candidates even if is only 5-10 candidates at a time via email or text and also a better user data tracking tool.



Analyze

Understanding the problem

WHO IS EXPERIENCING THE PROBLEM?

Candidates filling out their questionnaire when applying for a job.

WHERE DOES THE PROBLEM PRESENT ITSELF?

Applicants tend to skip or drop off at certain sections on the questionnaire (survey). After asking main stakeholders why they believe this is happening I was informed that some drop-off may be the cause of the applicant no interesting in continuing the job application process; others may be that it takes too long to fill out; and stakeholders have seen drop off or skip at the demographic, shift selection sections of the questionnaire.

WHAT IS THE PROBLEM?

Candidates take too long, skip or drop off in parts of the questionnaire process that are vital to the right matching job leaving the recruiter with little or wholes of information.

WHY DOES IT MATTER:

This matters because by the candidates not finishing the questionnaire completely; it prevents the recruiter or HR manager to move forward into choose the matching positions that suit the candidate better also resulting on not been able to complete their process of submitting their applications.

User Finds and needs

THE CANDIDATE USER FINDS AND NEED:

From the behavior side because candidates are used to just uploading the resume and answering sort of "required by requester" questions, when they are asked to take more time and fill out the documentation needed to help them find better matches; they seem to either jump or ignored certain aspects of the questions in their profile page, this hurts the search in the sense that the recruiters can't fulfilled their side of the job and providing best choices for candidate submission.

Now from the technical/usability side because they only log into the page to fill out their required info once they are done, they are not the type of users that keep coming back to the site to check on the platform (web/mobile).

As I'm still learning about the company and their platform since I started a 1-2 months ago it makes it difficult for me trying to track a flow or find how the user behaves in their platform (web/mobile) I have already suggested to get a tracking data tools like heat maps or user journey to document this type of data moving forward, how the candidate behaves and how to design the experience depending on the needs of the findings once we have data to track. So far my only way to test and QA the platform is via developer demo version of the platform.

Other find is that since we are only the software developers providing the tool to apply and to process candidates, we only hear directly from candidates when they have an issue with the platform like a bug or an error page etc.

THE RECRUITER USER FINDS:

On the recruiters user side and using the same methodology of research I find out that the biggest pain point right now and the immediate need is for the candidate to understand the importance of filling all their required info, according to stakeholders and feedback from the users in this case the recruiters, they realize that the candidate tends to lie and denied the fact that they have not complete their request documentation, preventing them by not having finish it to be submitted to the clients.

There are both in need of a new UX/UI to provide to flow to finish their journey of filling out all the survey and a new improved and more accurate information architecture of the survey.



Ideation & Design Process



IDEATION TECHNIQUE:

BODYSTORMING: Personally experienced the problem that users (candidates) are facing while taking the survey myself. I was able to empathize and confirm pain points in different aspects that lead to awareness of the team, and we will be taking action of this.

QUICK SUMMARY OF THE EXPERIENCE

After going thru the process, I found many gaps, pain points that act as a confusion or walls that keep away the user from the right experience. I also see in this, potential thru the ideation process to find ways to solve this issue, while creating a sense of urgency to a whole that needs to become a priority in moving forward with a better process to complete the overall submission experience of the candidate.

List of Ideas!

The Issue:

Not enough feedback for the applicant to know how long the survey will take in filling it out. Currently there isn't an option to give control to the user if they want to leave the survey and come back.



USE THE GUIDED/CLEARNESS DISCIPLINE:

- Incorporate a progress bar on top of the survey to show the progress will help as a guide to the applicant showing the bar into quarter of progress 25% 50% 75%
- Creation of a CTA "Save For Later" giving the user the chance and control of deciding whether to saving their survey answers and finishing them in a better suitable time.

The Issue:

The navigation buttons "previous" "next" are not ADA compliance, color is too soft over the white text. Too much bolded text on the question and answers making the experience feeling busy somehow overwhelming, goal to create a clean/better structure of hierarchy for the content.

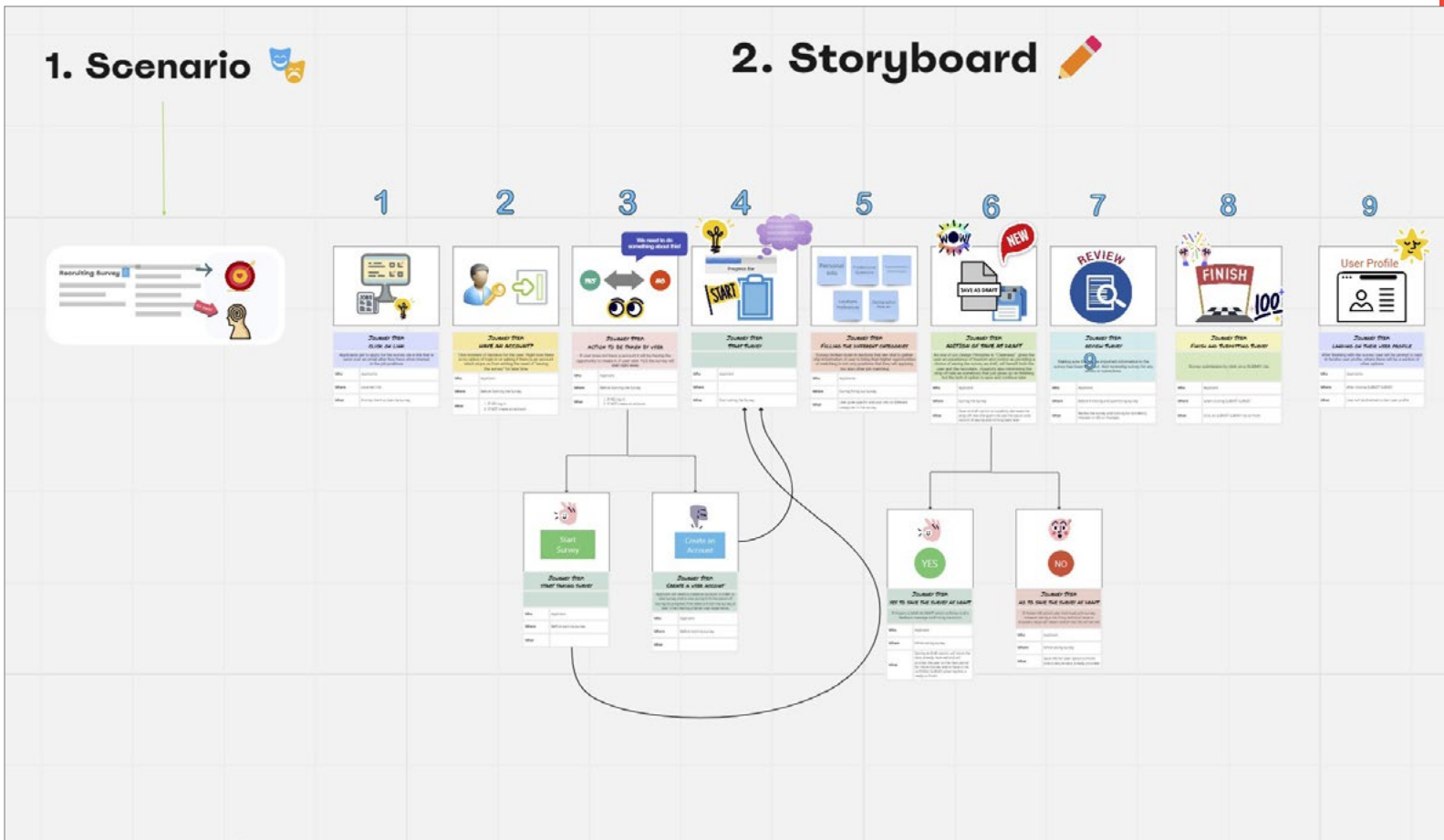


USE THE CONTRAST/ EMPHASIS DISCIPLINE:

- Create CTA with a better contrast color/text and to be ADA compliance for the vision impairment.
- Making sure the answer section is in a clear font type that is not overpowering the questions and the fields to click in when multiple choices answers is to be also of the right color contrast .

Storyboard

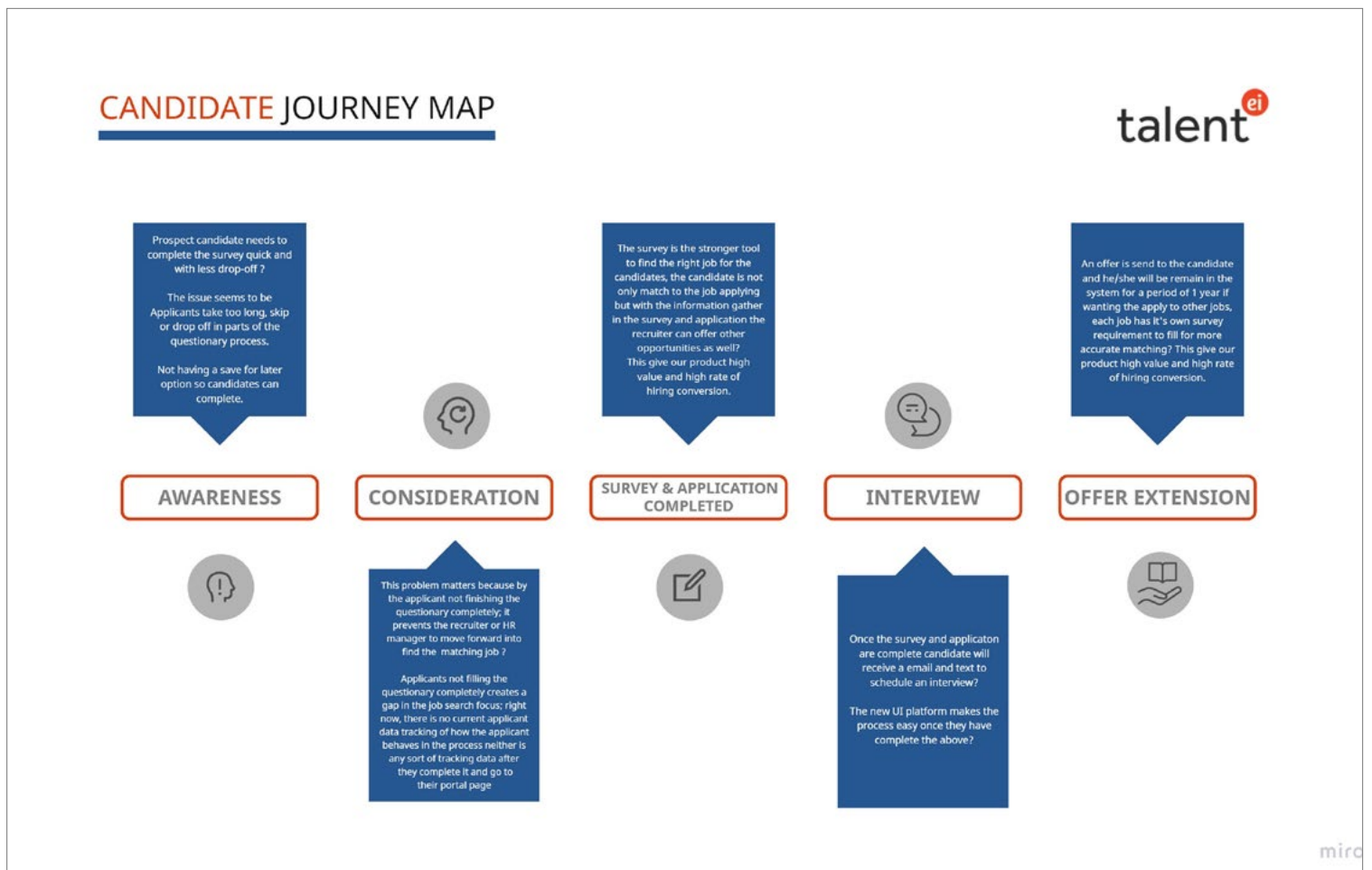
Storyboard to help our visualisation of the scenario and path that will contribute with the solution of candidates not finishing the survey.



Storyboard Link: https://miro.com/app/board/uXjVPKHnht4=?share_link_id=651400654868

User Journey Map

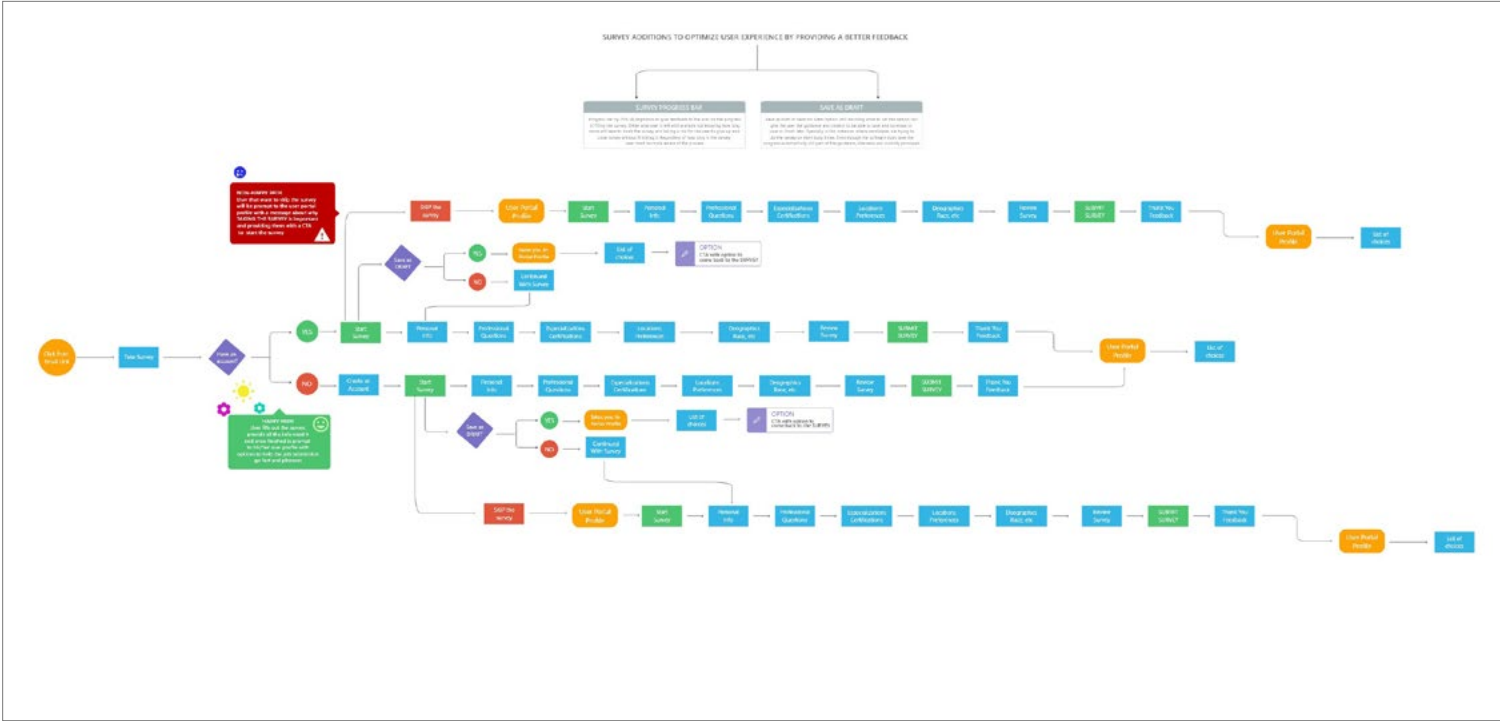
The journey map highlight the different stages and road that lead to the process of filling the survey, the awareness, consideration, what happens once they complete the survey and application and what is the next and final step in the map.



User Map Link: https://miro.com/app/board/uXjvPKHnht4=?share_link_id=121788626013

Flow Chart

The flow chart belows gives us a detail information arquitetura of the steps and options the candidates will be going thru the process, showcasing a happy path which is the main goal and a not happy path. We can see in this chart the implementation of the save draft solution and how it will behave once implement in both platforms mobile and desktop.

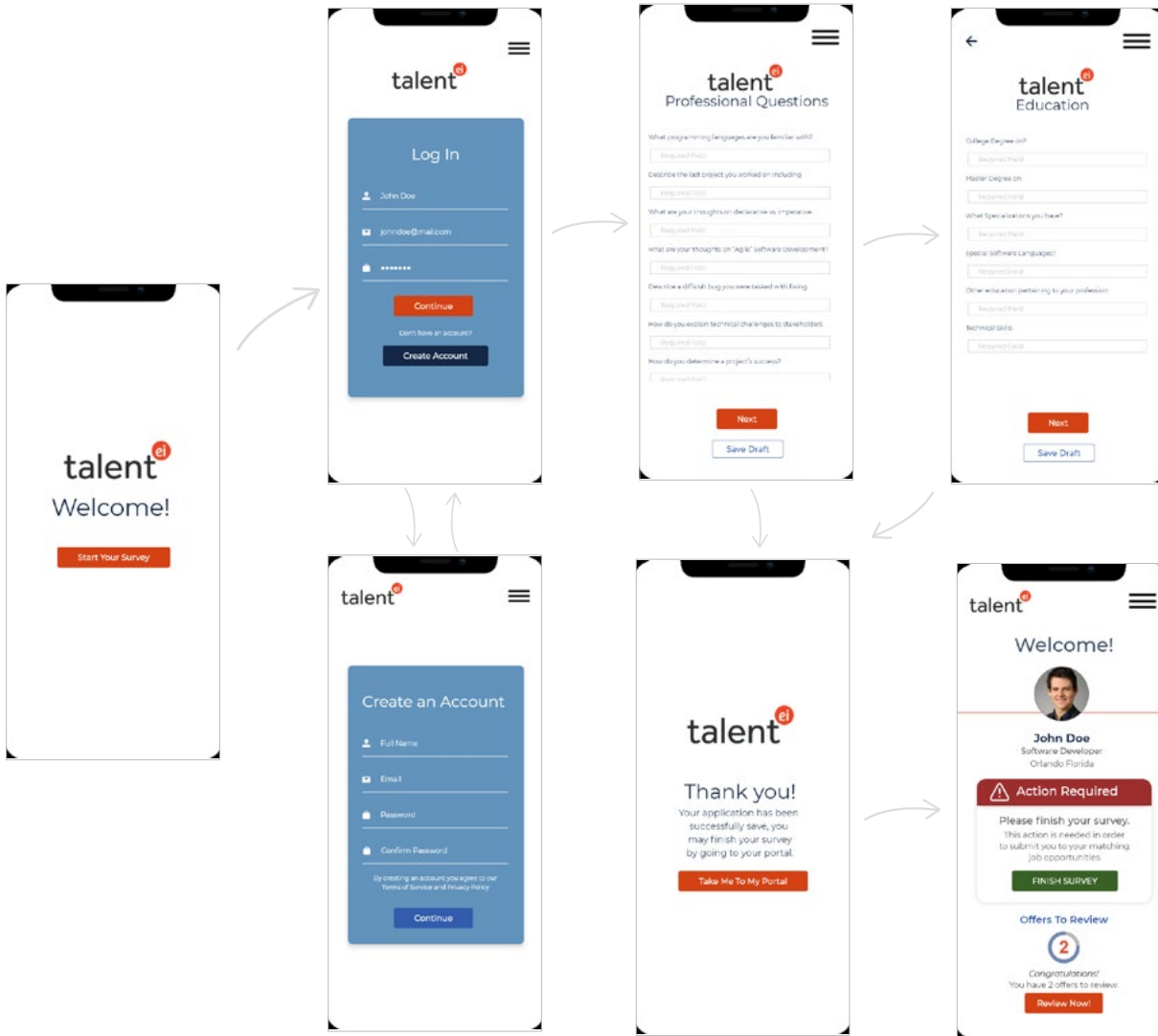


XD link to flow chart: <https://xd.adobe.com/view/ed68386d-66c2-41a3-54a5-2bdbc932a0e9-9b59/>

Password: Survey22flow!

Prototype:

Mobile version of the platform once incorporating the "Save as Draft" option.



XD link prototype: <https://xd.adobe.com/view/81699d56-f95e-4bbe-6fd8-0a1b753f3212-f758/?fullscreen>

Password: savedraftMobile22

CANDIDATE SURVEY AUDIT PRESENTATION TO STAKEHOLDERS:

<https://xd.adobe.com/view/551d7aea-5225-484f-42fb-b3f940dd8a4c-232c/?fullscreen>

Password: Surveypre22!

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