

POVs and Experience Prototypes

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Agenda

01

Additional Needfinding

02

POVs & HMWs Development

03

Solutions, Assumptions, and Experience Prototypes

04

What's Next?

Our Team



Betty

MS&E '25



David

Economics '25



Cris

MS CS '25



Maxim

BS CS Major '26



Narrowing the Domain

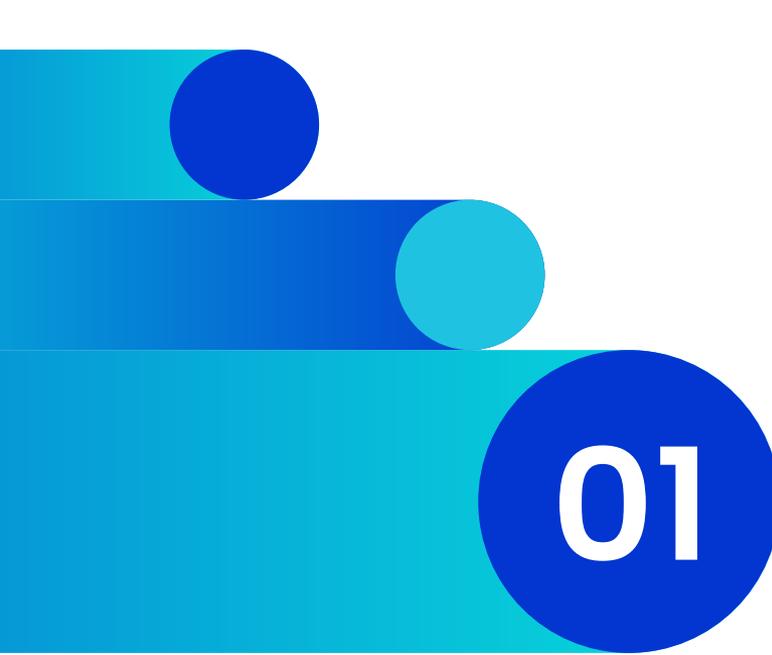


Broad



Narrow





01

Additional Needfinding

Two more interviews.



Additional Interviewees



“Matt”

Senior at Berkeley studying
CS. Focus on ML with goal of
working in Autonomous
Driving



“Brooke”

Parsons School of Design
graduate currently at Loro
Piana as a designer



Interview 1

Insights

- Interview process difficult for highly specialized individuals
- Would prefer recruiters be replaced by technical professionals
- Disparities in recruiter postings

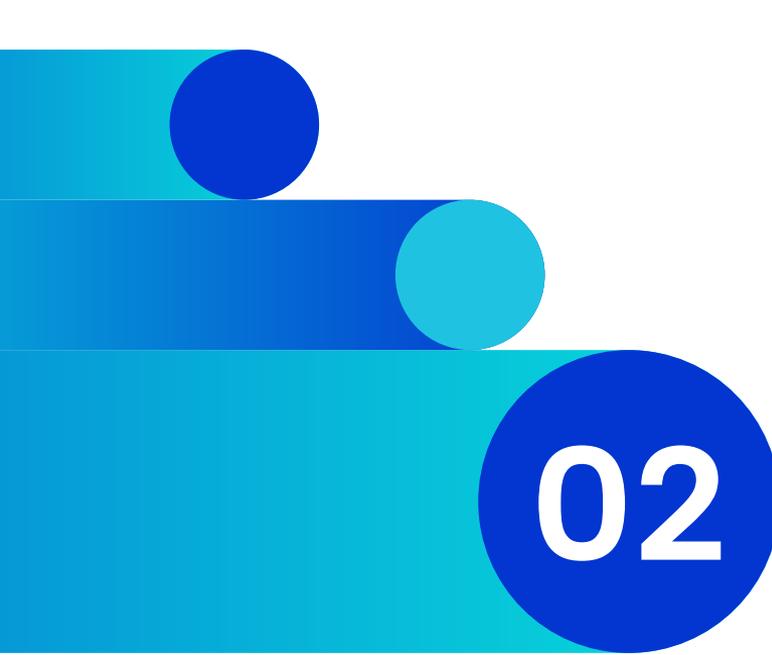


Interview 2

Insights

- Creative industry very networking based
- Strong emphasis on portfolio and soft skills
- Can receive attention from design showcases





02

POVs & HMW Development

Analyzing needs.



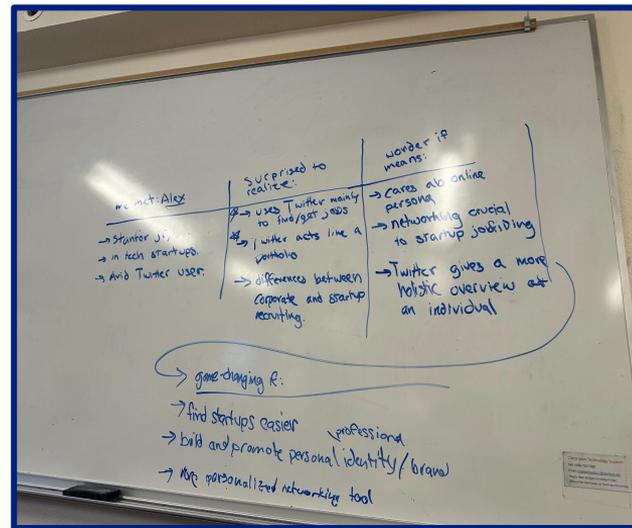
Initial POV

We met “Alex”, a Stanford junior studying CS, passionate about tech startups, and an avid Twitter user.

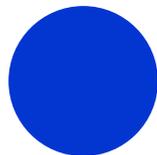
We were surprised to realize that Alex mainly uses Twitter to find and get jobs, and that Twitter acts as a portfolio for his professional work.

We wonder if this means that he cares deeply about his online persona, and networking is crucial for finding a job in the startup scene.

It would be game-changing to help candidates find startups easier or build and promote their personal and professional identity/brand.



Refining our First POV



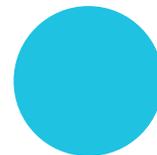
POV

We met "Alex", a junior studying CS and is very passionate about tech startups, and an extreme Twitter user.

We were surprised to realize that Alex loves to use Twitter to find jobs, and that Twitter acts as his professional portfolio.

We wonder if this means that he cares deeply about his online persona for job finding for startups.

It would be game-changing to get candidates excited about building a personal brand to get more attention.

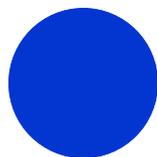


HMW...

- better connect startups and candidates to recruiters on a personal level?
- increase the online presence of startups?
- recommend opportunities based on candidates' preference?



POV & HMW 2



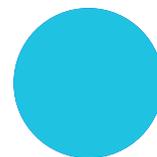
POV

We met “Matt” who is a Senior at Berkeley studying computer science who wants to go into a Machine Learning career in Autonomous Driving.

We were surprised to notice his immense frustration with non-technical recruiters who do not understand his complex research experience.

We wonder if this means that miscommunication with recruiters loses him job opportunities as he cannot highlight his technical experience.

It would be game changing to easily communicate his specialized experience so recruiters better understand him as an applicant.

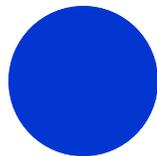


HMW...

- prepare applicants to better market their accomplishments to recruiters/hiring companies?
- use artifacts created by the applicant to highlight their skills?
- have technical engineers take over parts of the recruiter role?



POV & HMW 3



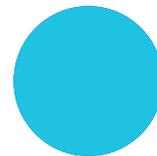
POV

We met “Brooke”, a designer at Loro Piana who graduated from Parsons School of Design with a degree in Fashion Design.

We were surprised to hear that she felt passionate grinding a design contest where she showed off a thesis in a runway show, earning her an internship after she won.

We wonder if this means that competitions are more fun and effective than typical recruiting methods.

It would be game changing if there were more fun and engaging competitions or challenges for finding opportunities.

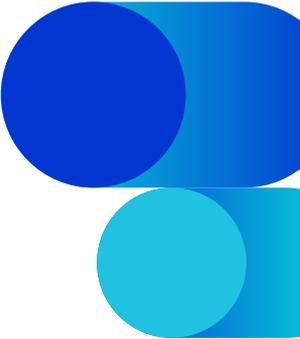


HMW...

- ... help designers better showcase their work to recruiters?
- ... create a platform that connects recruiters to creative workers?
- ... help candidates find jobs through non-traditional ways?



Top Three HMWs



1

Alex

HMW better connect startups and candidates to recruiters on a personal level?

2

Matt

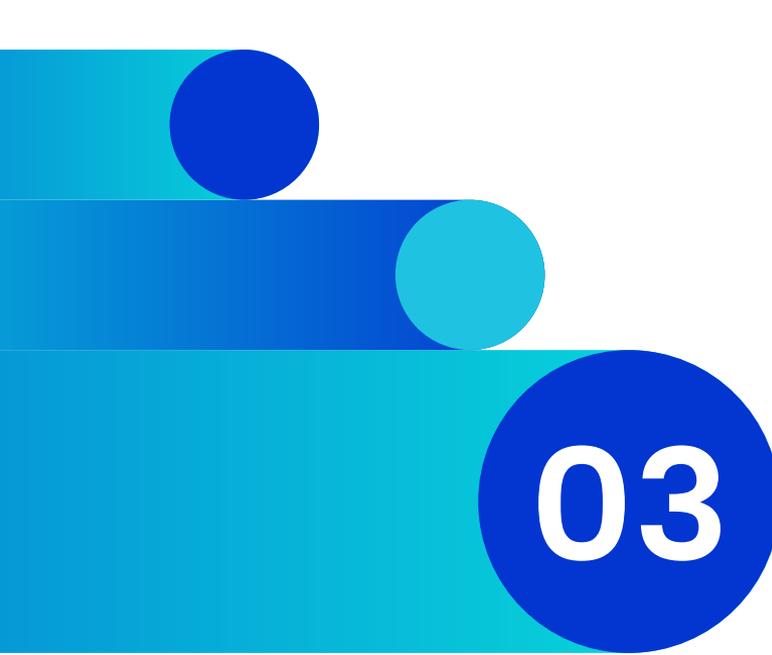
HMW prepare applicants to better market their accomplishments to recruiters/hiring companies?

3

Brooke

HMW help candidates find jobs through non-traditional ways?





03

Solutions, Assumptions, & Experience Prototypes

Addressing Needs.



Solution for POV 1



Solution

Provide a guided experience through the candidate's professional life. Go through videos and images of their career and qualifications.



Assumption

Candidates and employers find a virtual reality tour of a candidate's professional life to be more engaging and memorable than traditional resumes or LinkedIn profiles.



Experience Prototype 1



Who

Find recruiters or
resume reviewers



What

Guide them through
“visual” career



Observe

Gather feedback on
visual career preferences

Prototype 1 Analysis



Successes

- Participant: does make the candidate look “awesome”
- Was thoroughly engaging



Shortcomings

- Doesn't highlight skills well enough
- Could benefit from real / more realistic pictures



Implications

- Participant: Idea “has potential”, just needs to highlight skills
- Descriptions of skills still necessary for determining qualifications

Solution for POV 2



Solution

A platform for video endorsements from peers, former coworkers, or whoever, highlighting skills and capabilities of potential candidates.



Assumption

Employers are more likely to hire someone with a more personal endorsement than just someone with standard application materials.



Experience Prototype 2

Homer Simpson

123 Fake St
Springfield, USA
Homer.Simpson@email.com
(555) 555-5555

EDUCATION

University of Springfield, Springfield – Anticipated in Summer of 2019
Bachelor of Business Administration – Accounting Focus
GPA – 3.5
Has required 150 Credit Hours

EMPLOYMENT HISTORY

Night Auditor

- Springfield, Ill. – May 2017 to Present
- Audit and balance reports from the day shifts
 - Verify that all shift work has been performed by other departments
 - Run End computer functions so they are complete by the end of the shift
 - Balance cash drawers and record receipts
 - Schedule housekeeping for the following day
 - Solve employee on present during shift
 - Regularly communicate with Lead Auditors via phone and email

Unrelated technical manufacturing job

- Company Two – Springfield, USA – November 2013 to June 2016
- Worked independently on emergency shifts
 - Required to keep detailed notes on production runs

Home Improvement / Remodeling – Skilled Laborer

- Simpson Home Improvement – Springfield, USA – February 2011 to June 2013
- Responsible for all needed construction not requiring a license

Unrelated technical manufacturing job

- Company One – Springfield, USA – November 2004 to November 2010
- Worked independently on emergency shifts
 - Limited support staff. Responsible for routine and emergency maintenance
 - Required to keep detailed notes on production runs



Who

3 Participants from varying backgrounds



What

Have them compare between standard resume and video endorsement supported resume



Observe

Rankings for “likeliness” to hire between two options

Prototype 2 Analysis



Successes

- Hireability increases after experience (2–3 point increase)
- Discovered former boss endorsement most impactful



Shortcomings

- Strong endorsements have less impact when candidates do not have necessary skills
- Could have compared to other endorsement systems



Implications

- Could be impactful in soft-skill focused industries
- Explore different types of endorsements

Solution for POV 3



Solution

A ranked online game with recurring challenges and puzzles solvable with industry relevant skills.

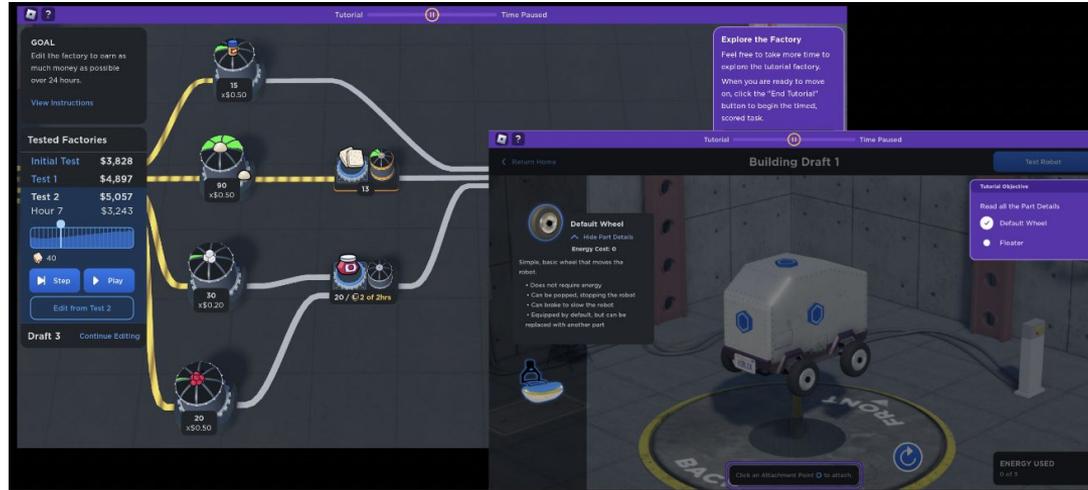


Assumption

Players (job seekers) are motivated by gamification (compared to traditional online assessments) and that they would consistently enjoy playing the games & that recruiters would trust gamified metrics.



Experience Prototype 3



Who

Recruiters and potential candidate



What

Provide online skill games and traditional tests



Observe

Gather feedback on skill testing preferences

Prototype 3 Analysis



Successes

- Participant could showcase skills through games
- Reported increased engagement, reduced stress



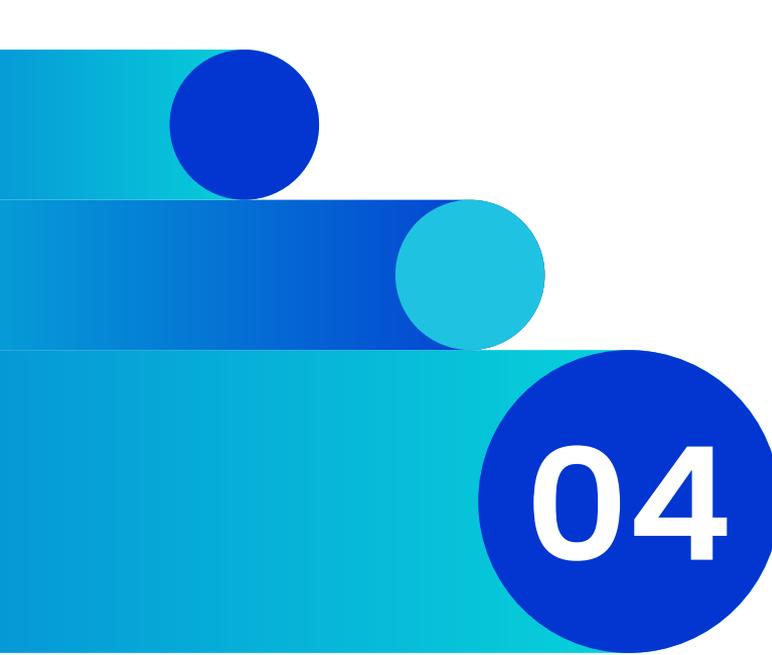
Shortcomings

- Recruiters still need more technical assessments
- Game not most interesting to participant
- Games in tech not as novel



Implications

- Recruiters still necessitate technical skill training interviews
- Explore impact of game in other industries other than tech

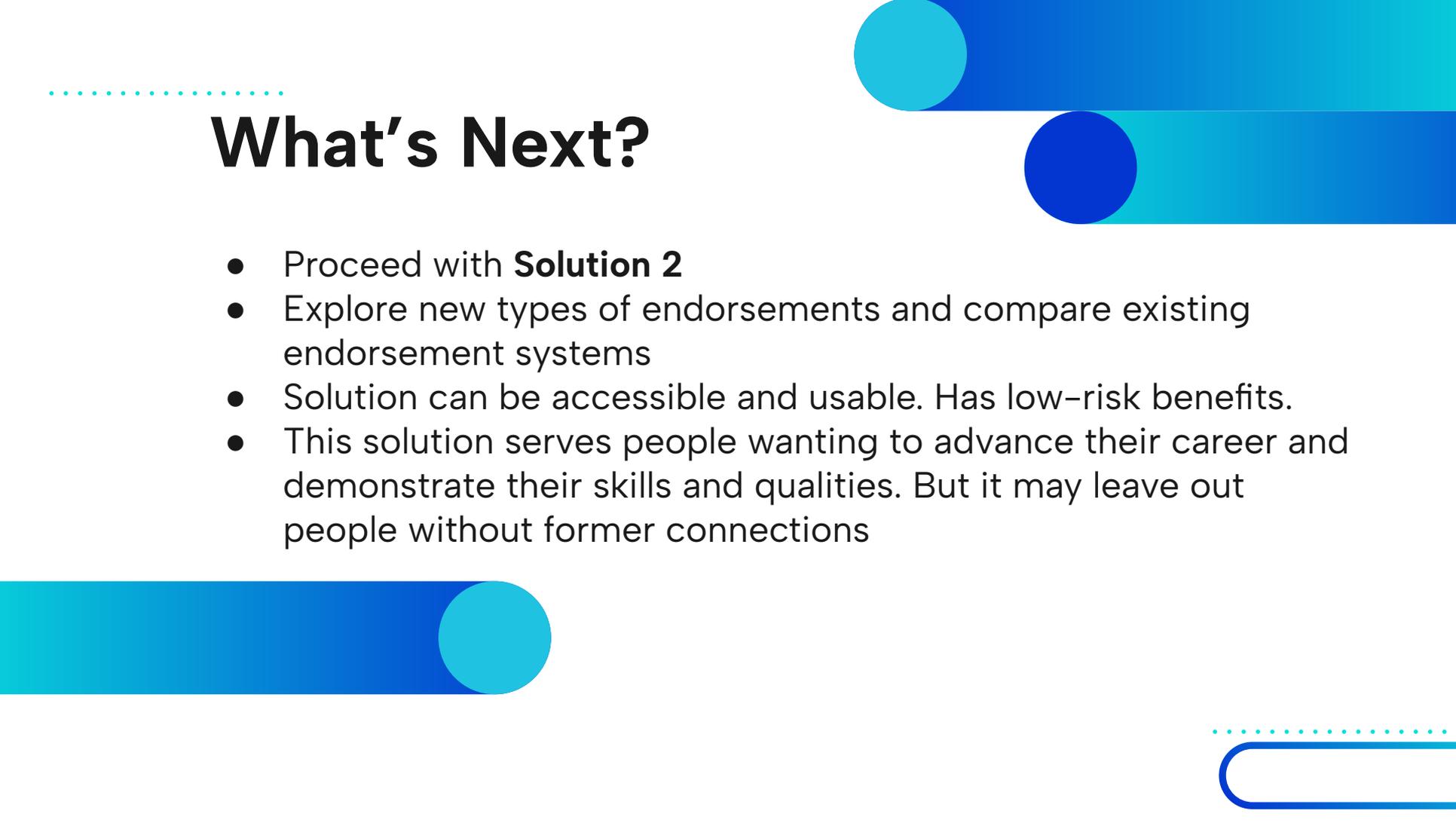


04

What's Next?

Picking an idea.



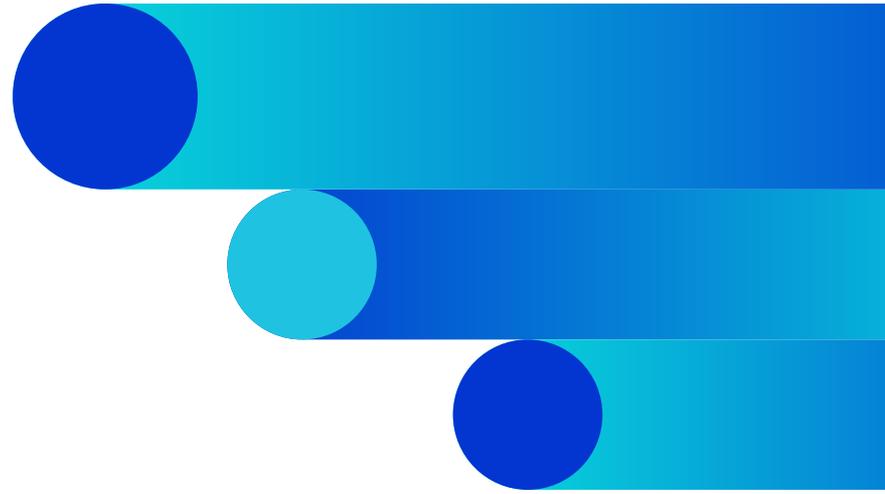


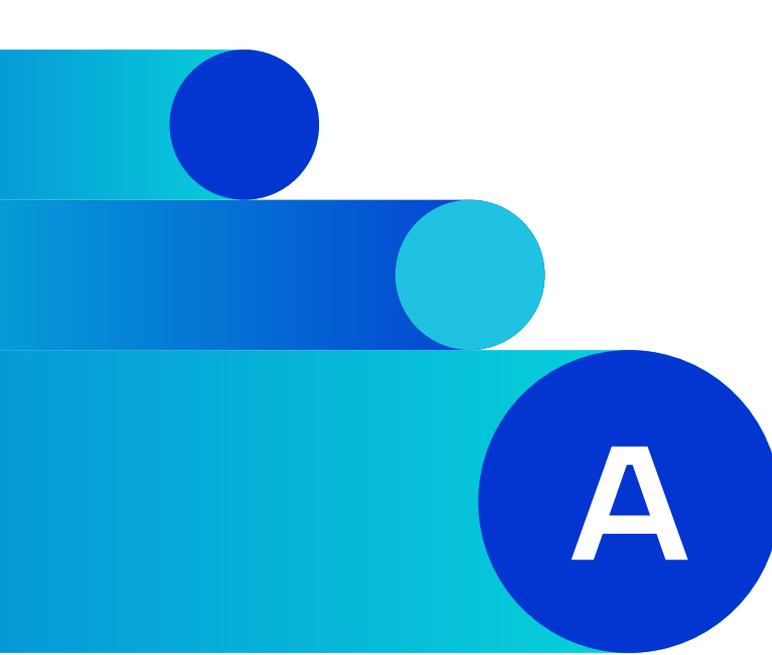
What's Next?

- Proceed with **Solution 2**
- Explore new types of endorsements and compare existing endorsement systems
- Solution can be accessible and usable. Has low-risk benefits.
- This solution serves people wanting to advance their career and demonstrate their skills and qualities. But it may leave out people without former connections

Thanks!

Any questions?





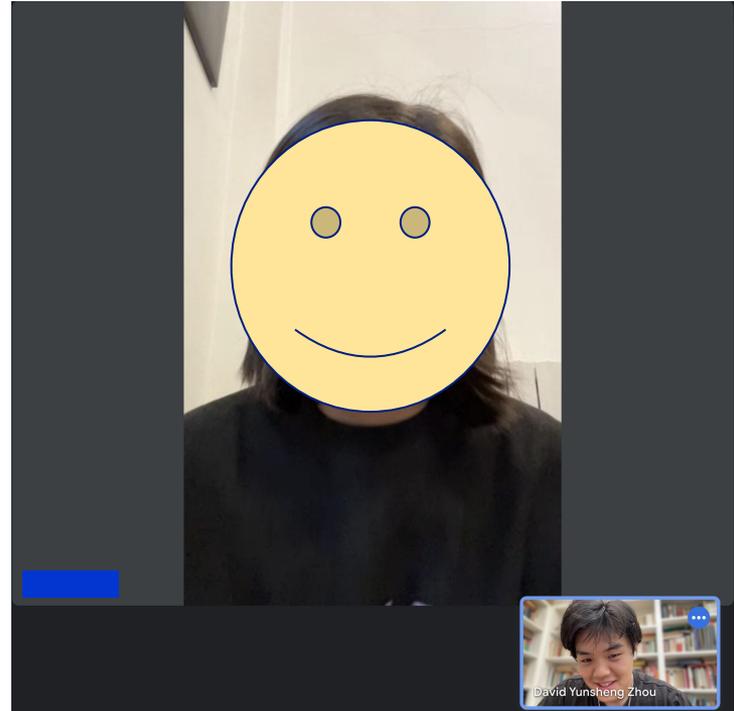
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Appendix

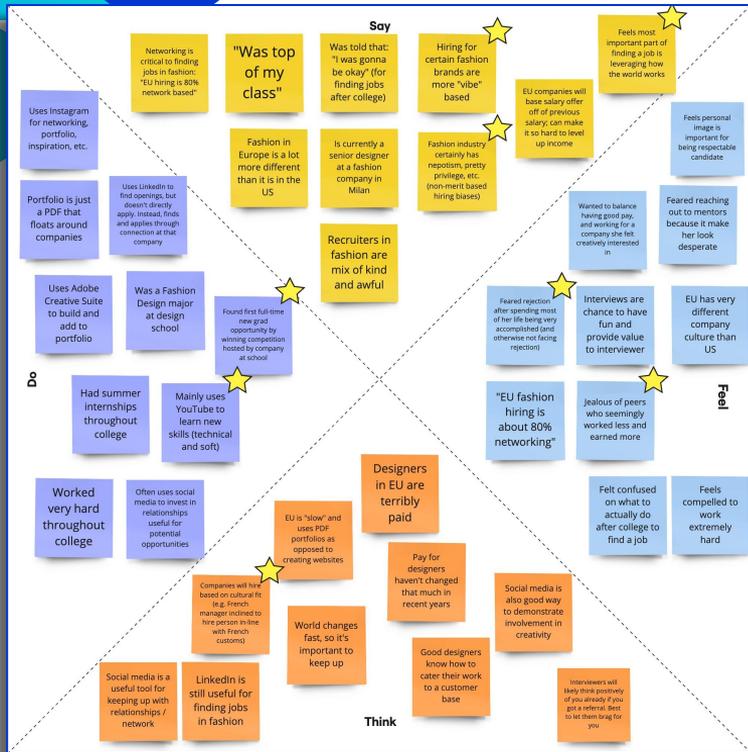
Important documentation.



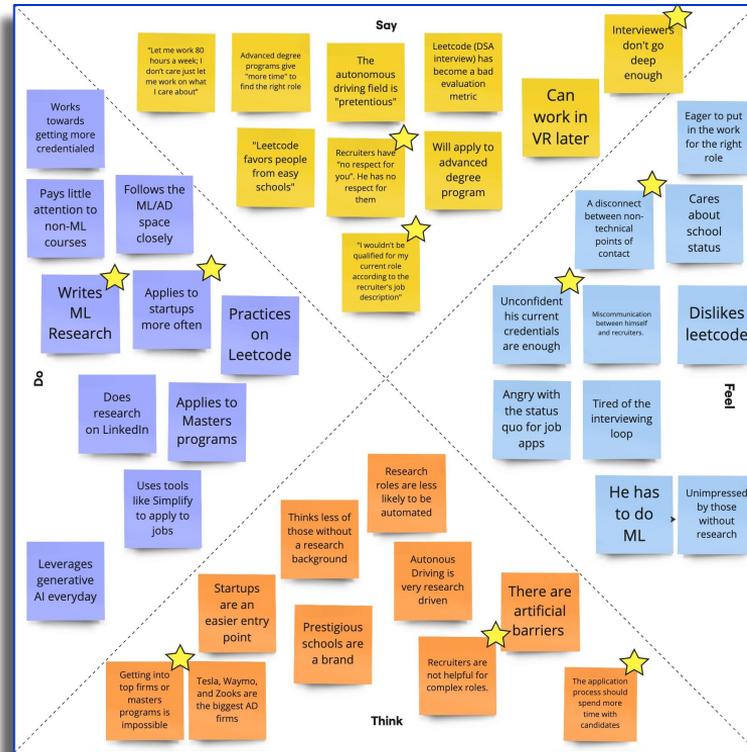
Interview Photos



Additional Empathy Maps



Brooke



Matt

HMW

- HMW make it easier for startup candidates to discover and connect with relevant opportunities through social media?
- HMW help individuals like Alex enhance their online personas to get more opportunities?
- HMW leverage social media platforms like Twitter to help users build a stronger professional brand?
- HMW make the networking process more effective?
- HMW support tech-savvy individuals in balancing personal and professional identities online?
- HMW help candidates maintain and nurture their network over time
- HMW recommend opportunities based on candidates' preference?
- HMW enable candidates to track how well their social media activity aligns with companies' values and culture?
- HMW help startups to increase their online presence? + 1

HMW better connect startups and candidates to each other online? (on a personal level)

- HMW get applicants to engage better with recruiters?
- HMW automate the recruiting process?
- HMW give recruiters the ability to better understand complex job roles?
- HMW use artifacts created by the applicant to highlight their skills?
- HMW streamline the application process and remove recruiters?
- HMW have an open ended dialog between applicants and recruiters/interviewers?
- HMW excite applicants about talking to recruiters?
- HMW prepare applicants to communicate complex ideas/works?
- HMW challenge the applicant to find what the recruiter wants from them?
- HMW have technical engineers take over parts of the recruiter role?

HMW prepare applicants to better market their accomplishments to recruiters/hiring companies?

- HMW connect designers within the industry better?
- HMW promote portfolios to fashion companies?
- HMW encourage fashion companies to seek candidates outside their network?
- HMW create a more merit based hiring system?
- HMW create opportunities to connect designers physically?
- HMW help designers better showcase their work to recruiters? +2
- HMW inform candidates of tips and advice for recruiting?
- HMW encourage recruiters to be more transparent about their hiring practices?
- HMW create a platform that connects recruiters to creative workers?
- HMW make creative work more objectively measurable?

HMW help candidates find jobs through non-traditional ways ?

Solutions

- | | | |
|--|---|---|
| <ol style="list-style-type: none"> 1. LinkedIn for startups/founders and applicants + 1 2. Small startup icon (like the linkedin premium icon) on the companies' profile on social media like LinkedIn and Twitter 3. More personalized recommendation system (taylored job matches) 4. Make startups sexier and more visually stimulating/engaging – Pinterest/Tik Tok for startups 5. Get universities to match students to startups as part of a part-time co-op program. 6. Startup career fair finder (online or in person). 7. More official referral system (companies referring startups) 8. Host hackathons that are "startup specific". See what teams can solve the problems. 9. Have candidate livestreams ("using the Meta Ray Ban glasses"). Startups can view their day to day and see if they're a fit. (Darkhorse) 10. Making a hype leaderboard of sorts maybe based on google searches / fundraising / team / etc 11. Rotating startup trial period. A new grad spends a week at X different startups and they rank them at the end. 12. Organize local recurring career fairs 13. Recruiting service that goes into college classes 14. Office open houses 15. Ultimate conference / fair calendar resource 16. Calendar add-on automatically scheduling events 17. Product showcases that are also emphasized to be networking opportunities 18. Lunch / dinner chat booking service 19. Platform for coffee-chat booking 20. Non-professional networking platform (to do non-professional things) – more like social media / mingling 21. Anonymous platform where you have plates with either a recruiter or someone who is looking for a job. Reveal who you are at the end. (Darkhorse) 22. Metaverse online persona (used for socializing and building up an online image) | <ol style="list-style-type: none"> 1. Have a tool that gives different levels of complexity for resume artifacts. 2. Give applicants the chance to answer recorded questions and provide them with follow ups. 3. Create a recruiting co-pilot that can interview you and find your strengths and weaknesses 4. Have more specialized recruiters with a technical background. 5. Use generative AI to highlight and summarize complex application artifacts. 6. Tools to easily create an online portfolio.+1 7. Create an AI powered system that ranks candidates based on their applications and lets recruiters ask questions about them. 8. AI tool explaining how to spin experiences to be seen more favorably to recruiters 9. Matching tool that likens candidates to successful paste candidates and their past experiences 10. A platform for endorsements. Video endorsements from peers, former coworkers, whoever highlighting potential candidates. 11. Skill measuring platform that tests and measures strength of skill/survey of strengths. 12. A (VR) tour guide experience through the candidate's professional life. Go through videos and images of their progress. (AI Art?) | <ol style="list-style-type: none"> 1. Company design competition. 2. Service that connects candidates to competitions where they can be noticed. 3. Use a "job swap" platform that lets two people try out different industries. 4. Use VR to create a test work environment and evaluate users based on performance. 5. Make the competition/hackathon shorter 6. Create a game that can involve lots of people; successful players demonstrate skills needed for job. 7. Game-ify jobs (turn into simulation?) and allow masses to play 8. Introduce a game / competition that gradually levels up player skills, training them to be effective workers in XYZ role +1 9. Weekly / somewhat recurring puzzle / challenge that recruiters use to find talented candidates (Three-body problem) +1 10. Connecting candidates to volunteer work. Training skills, demonstrating character. |
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