



# HireReel

## CS147 Concept Video

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# Our Team



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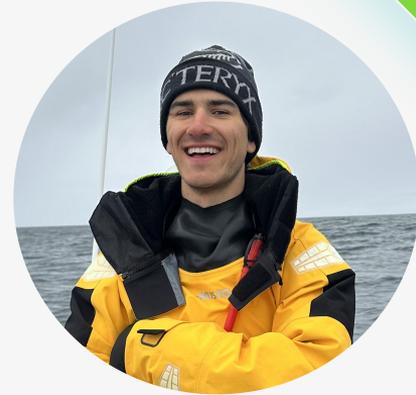
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Economics '25



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MS CS '25



**Maxim**

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# Problem and solution

## Problem



It is hard for job seekers to showcase real-world skills and credibility in a more authentic way than traditional resumes

## Solution



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

# HireReel

## What's HireReel?

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

## Name Inspo:

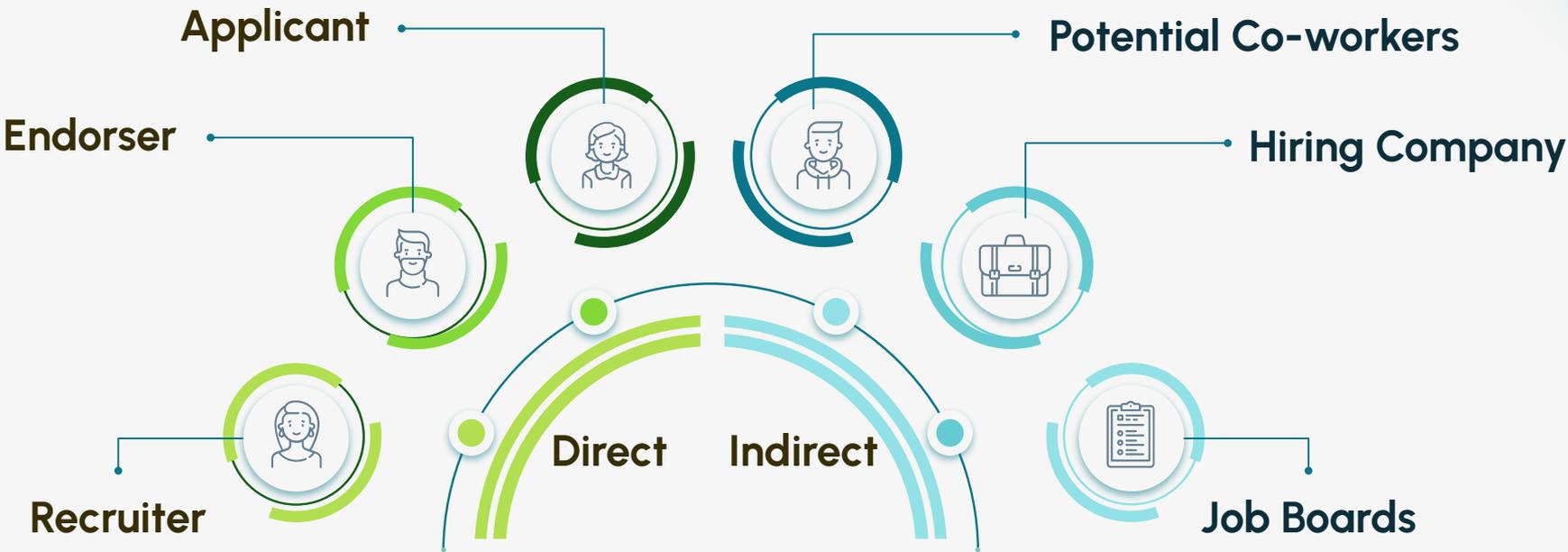
A filmmaker's reel (or a demo reel) is a compilation of that film maker's best work often showed to attract jobs and clients.

HireReel is a platform that will get you **hired** by showcasing your career's **highlight reel** in the form of short video endorsements by those most familiar with your skills.

## One Liner

Let your skills shine through video endorsements

# Value in Design: Stakeholders



# Value in Design: Ethical Implications

## Bad Actors

(The Big Bad Wolf)

A bad actor could misrepresent their skills for a lucrative role.

A malicious extreme user could leverage the platform credibly.



**Analysis:** Market disruption affects competitor viability. It is important to consider how this could create job loss in certain sectors.



**Analysis:** Referrals after all are based on trust. How will referral videos be verified and who will moderate and remove content?

## Change Market

(The Radio Star)

Recruiters may have less of an impact in the hiring process. This could affect that job market.

Early career platforms (Handshake/12twenty) could lose market share.



# Market Research - LinkedIn Skill Endorsement



LinkedIn allows users to provide written recommendations and endorse skills for their connections.

LinkedIn leverages existing professional networks, and LinkedIn endorsements add credibility and social proof to candidates



However, skill endorsements like “Online Marketing” and “SEO” can be generic, and the written recommendations can be impersonal and lack engagement



HireReel video endorsements offer a more dynamic and personal approach to showcasing skills.

## Skills & endorsements

SEO · 99+

Abhishek Agarwal and 99+ connections have given endorsements for this skill

Online Marketing · 99+



Endorsed by Jim Boykin and 227 others who are highly skilled at this



Endorsed by Tom Gorski and 5 other mutual connections

## Recommendations

Received

Given



Jay Kansagra · 3rd

Data @ Equi

January 17, 2022, Jay managed Martha directly

# Market Research - HireVue

HireVue



HireVue is an AI-powered platform that analyzes candidate video interviews. This automated candidate evaluation can speed up hiring. By analyzing video content, HireVue allows candidates to show what's beyond their resume



However, relying heavily on AI can strip away the personal touch that comes from human interaction. AI can also introduce bias and potential for misinterpretation of expressions or behaviors.



HireReel focus on human-centric video endorsements, fostering genuine connections and insights that AI tools may overlook, creating a more humane hiring process.

The screenshot shows the HireVue evaluation interface for a candidate named Jamal Roberts, who is a Senior Project Manager. The interface includes a navigation bar with options like Positions, Templates, Evaluations, Candidates, Analytics, and Assessments. The main content area displays a video player with a question: "Q1 Tell me about a time you had a challenge keeping a commitment to others at work or at school due to other priorities. Please describe the situation, your actions, and the outcome." The video player shows a man in a suit and tie. To the right of the video player, there is a "Status" dropdown set to "In review" and a "Ratings Q1" section with a score of 4.25 (Avg 4.25). The "Ratings Q1" section includes a "Dependability" category with a description: "Is responsible, reliable, and committed to achieving and maintaining high work standards. Has an innate sense of integrity and honor. Can monitor self-activities and will do what was promised." Below the description is a 5-star rating system with 4 stars selected. An "Expert" tooltip is visible over the 4th star, stating: "Expert: Candidate is likely to demonstrate this competency effectively in moderate to complex situations." Below the ratings, there is a "Scores" section with a "View Report" link, a "Notes" section with a text input field and an "Add Note" button, and a "Recommendation" section with three buttons: "No", "Maybe", and "Yes". At the bottom right, there is a "Done Evaluating" button.

# Market Research - Vouch



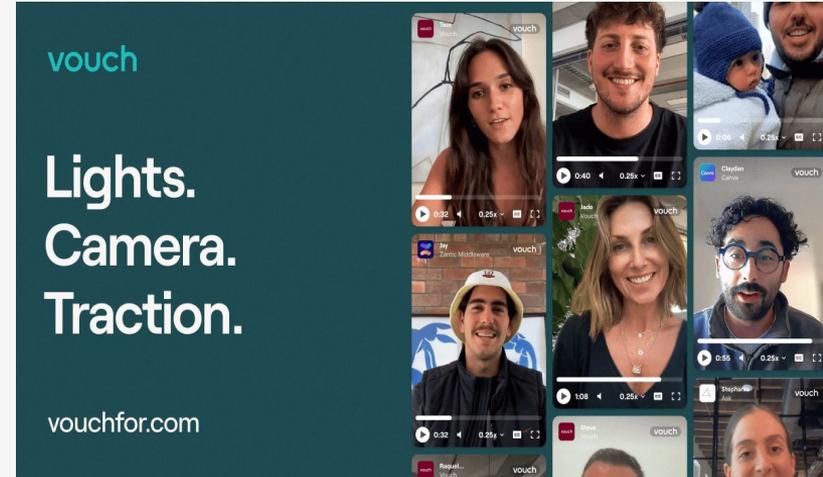
Vouch allows users to create positive video testimonials for businesses and services, focusing on uplifting endorsements. Video content is inherently more engaging and can convey emotions and enthusiasm more effectively than text.



However, Vouch is tailored towards business and marketing use cases. Meanwhile, it focuses primarily on positive testimonials, potentially overlooking the value of more balanced feedback



HireReel shifts the focus from business marketing to skills validation and professional development. It includes both positive and constructive feedback for a balanced candidate profile



# Market Research - SkillSurvey Reference

# SKILLSURVEY



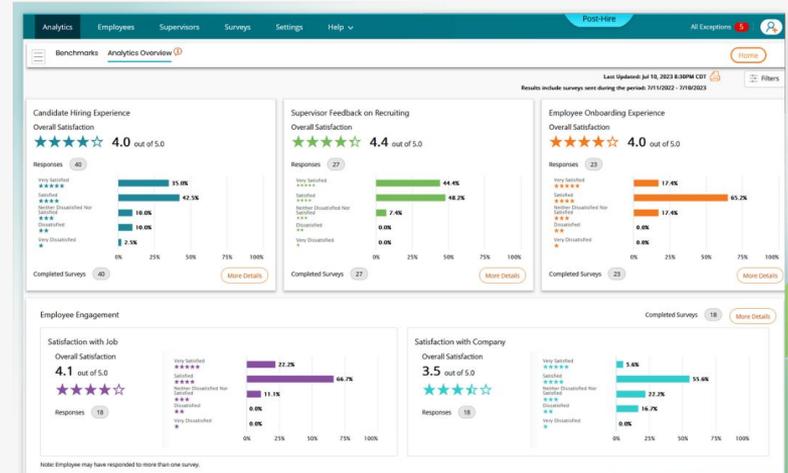
SkillSurvey Reference is a platform that helps employers gather feedback about candidates through surveys from references. It collects anonymous, detailed feedback from peers, offering constructive criticism and insights to recruiters.



However, SkillSurvey Reference lacks engagement due to its static, text-based format. Anonymity can reduce accountability and credibility, and its structured surveys limit the depth of feedback



HireReel provides video-based, personal endorsements, offering a more engaging way to present candidate skills while still supporting constructive feedback like SkillSurvey.



# Competitor Comparison Matrix

	HireReel				SKILLSURVEY
Target Audience	Job seekers, professionals, recruiters	Job seekers, professionals, recruiters	Large companies, recruiters	Businesses, individuals	Recruiters, companies, job seekers
Video Feedback			 (AI)		
Written Feedback					
Constructive Feedback					
Human Connection					
Focus	Skills validation and personal branding	Skills validation and networking	Hiring efficiency through AI	Customer reviews and marketing	Candidate reference validation

# Key Tasks

## Send a Request

Request a HireReel from a professional connection.

**Simple: Should be no harder than sending an email. (n/a)**

## Send HireReels to Recruiters

Once you have a referral you forward it to select recruiters.

**Moderate: The user has to select recruiters and send other information based on the referral and the job apps. (1:06)**



## Chat w/ Recruiters

Users can get messages and offers from recruiters that have seen their HireReels.

**Simple: The system would be simple and ease communication. (1:17)**

## View Analytics

A user can see the impressions and metrics for their HireReels to see how their approach is working.

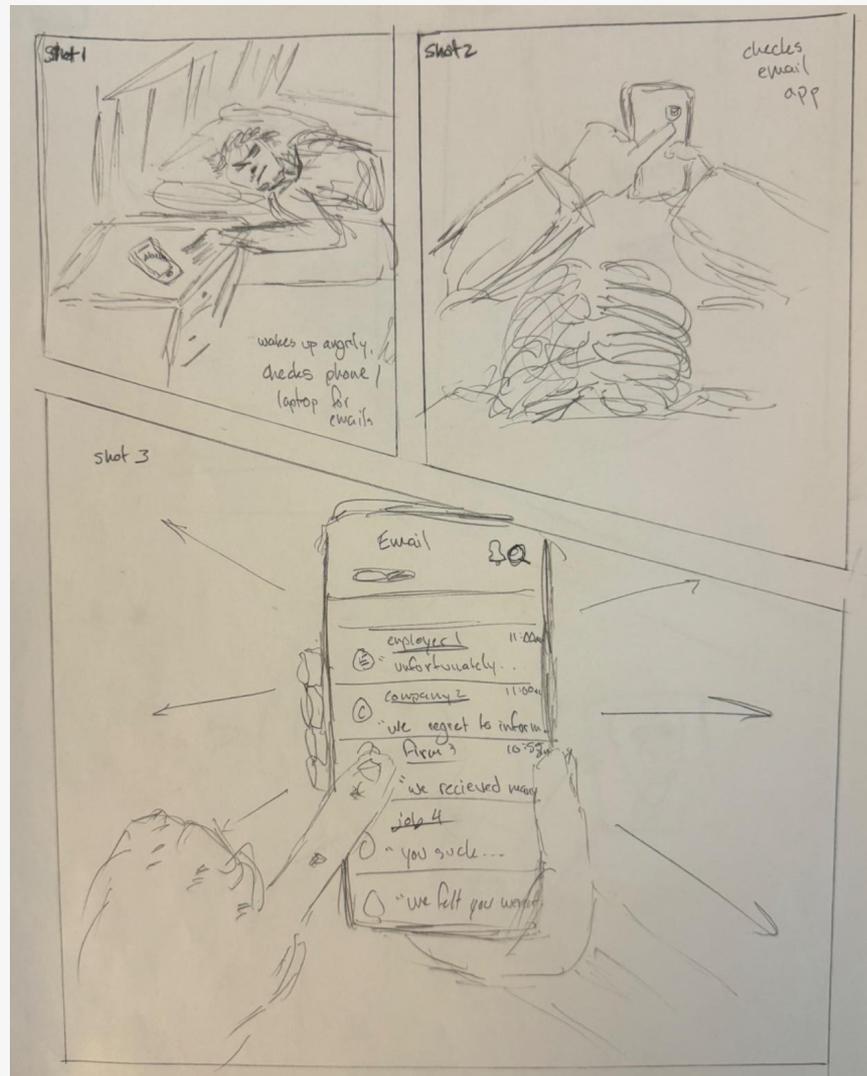
**Complex: The metrics displayed would have dynamic options for deeper analysis. (1:13)**

## View HireReel

Watch the video referrals.

**Simple: Just a standard web player with engagements. (0:55)**

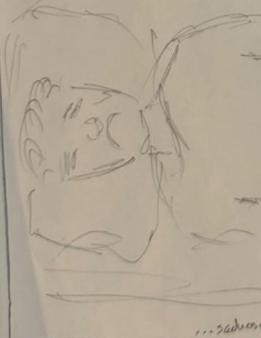
# Storyboards



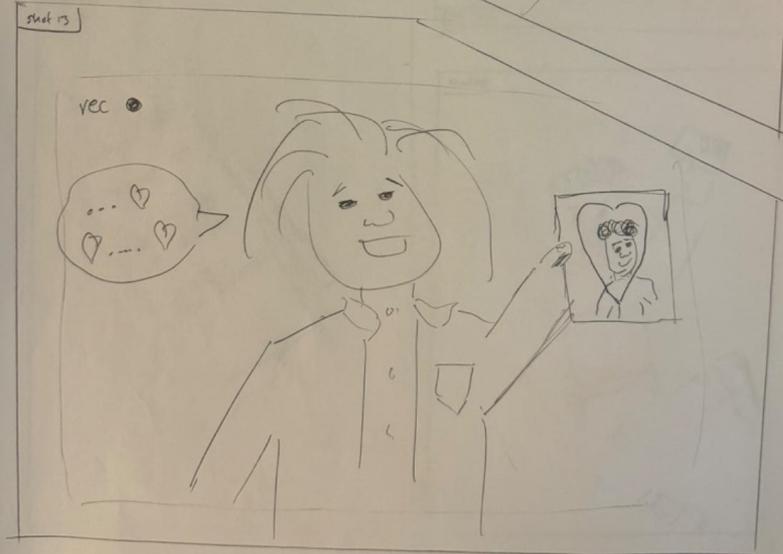
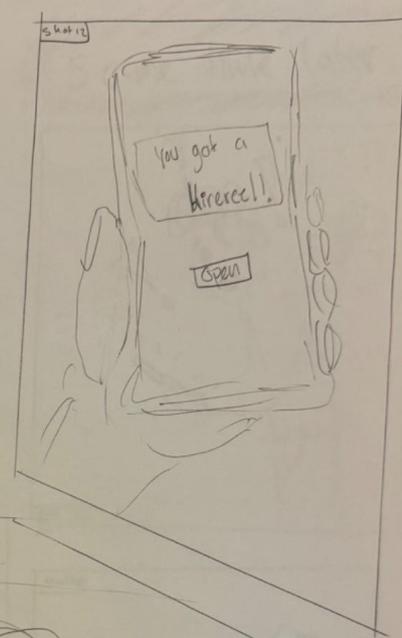
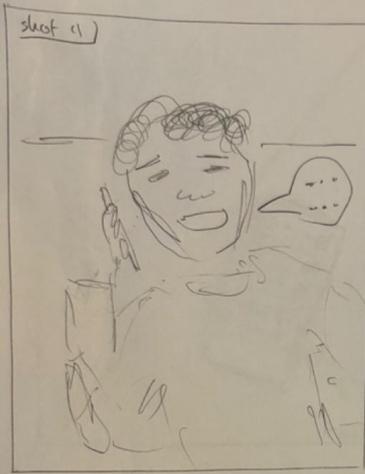
# Storyboards

please shot of plan

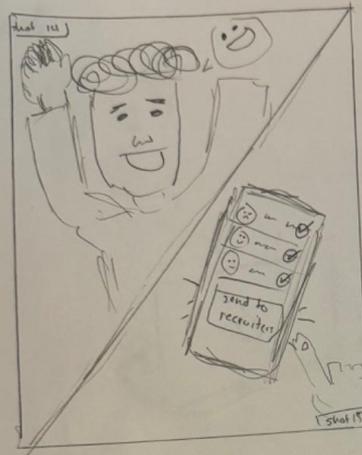
<p>shot 4</p> <p>Dear Candidate</p> <p>"we request for information we will a</p> <p>MM MM</p> <p>to will MM as</p> <p>MM so as we</p> <p>Best,</p> <p>frank letters</p>	<p>shot 5</p> <p>Dear Candidate,</p> <p>MM MM</p> <p>montage of emails</p> <p>MM MM</p> <p>MM MM</p>	<p>shot 6</p> <p>Dear Candidate,</p> <p>MM MM</p> <p>MM MM</p>
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<p>shot 7</p>  <p>...sadness</p>	<p>shot 8</p>  <p>identification from old boss</p>	<p>shot 9</p>  <p>confusion</p>
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# Storyboards



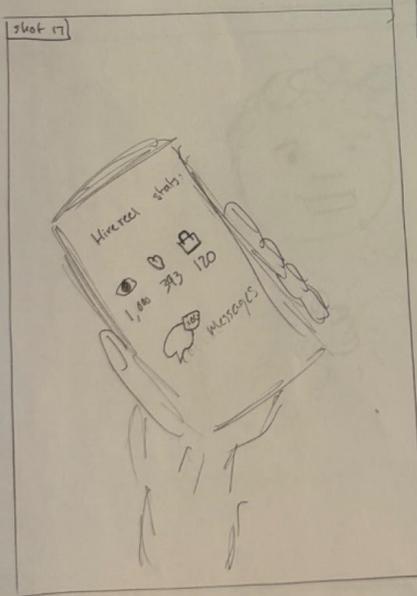
# Storyboards



Some time later...



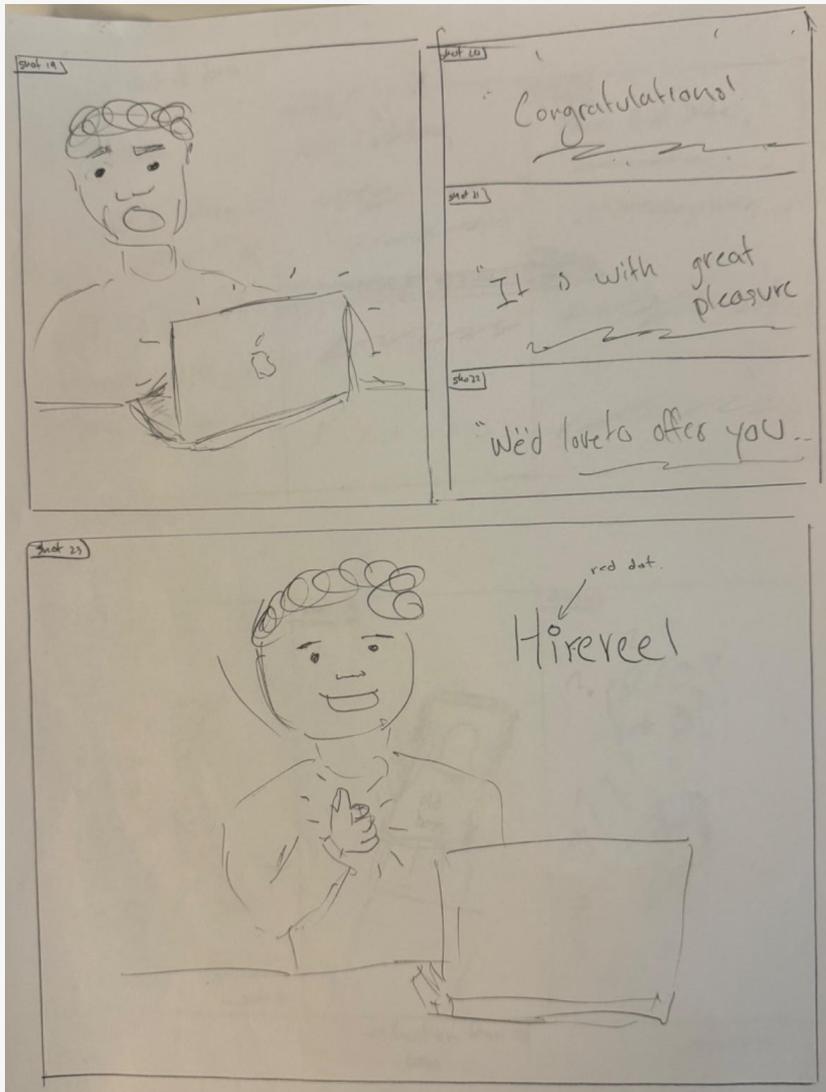
shot 17



shot 19



# Storyboards



# Link to Video

<https://youtu.be/i0ECMZAC8DQ>