

HireReel

Sketches, Prototyping, &
Usability Testing

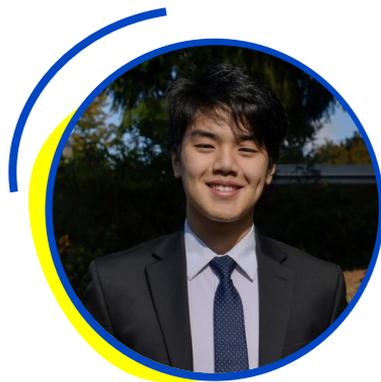


HireReel Team



Betty

MS&E '25



David

Economics '25



Cristobal

MS CS '25



Maxim

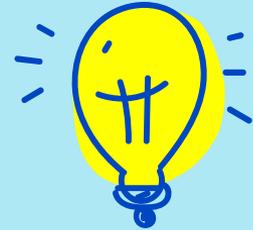
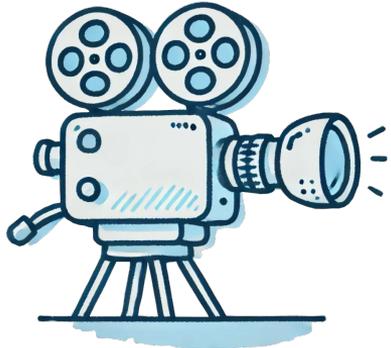
BS CS Major '26

Recap



The Problem

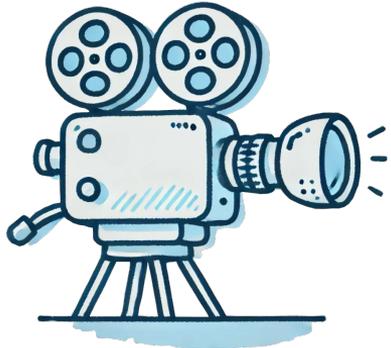
It's hard for early career applicants to highlight their professional qualifications



The Problem

“It is really hard to show all these different people what I’ve done and why it mattered.”

- Matt (A2 Interviewee)



The Problem

*So Many
People*

**You have to sell
yourself so many
different ways**

*Little
Credibility*

**It is harder to be
credible in your early
career**

*Technical
Gaps*

**Specialized
experience is tough
to explain (think
research)**

*Hard to
Highlight*

**It can be hard to
advocate for
yourself**

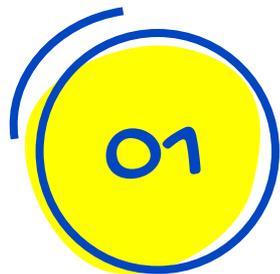
The Solution

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

“Let your skills shine through video endorsements”



Value Proposition



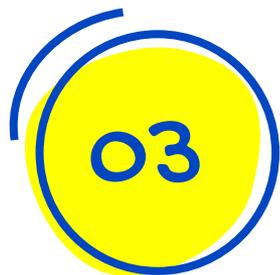
Showcase Impact

Colleagues can talk about your impact in both a technical and business sense



Ethos from Experience

User's former boss/colleague have more ethos



Edit to Explain

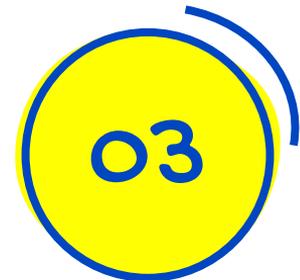
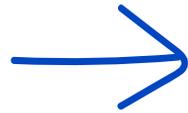
Visuals/Info can be added to give context to your work



Sharable + Scalable

Send the best HireReels to the best recruiters

A5 Prototyping Process

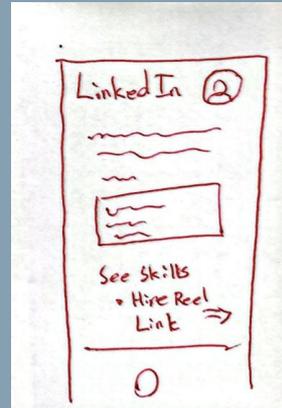
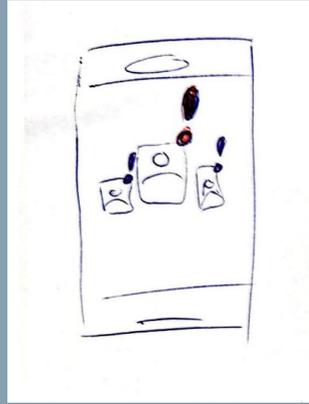
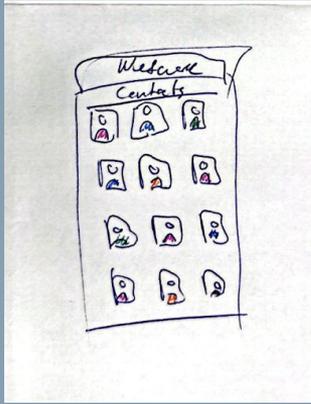


Realization Sketches

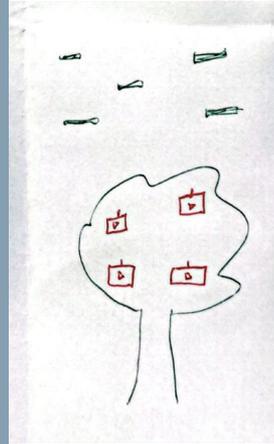
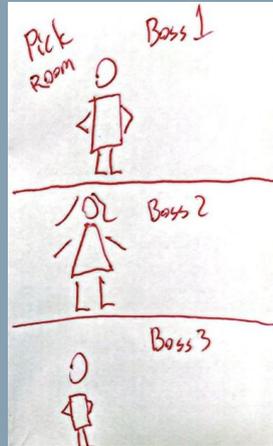
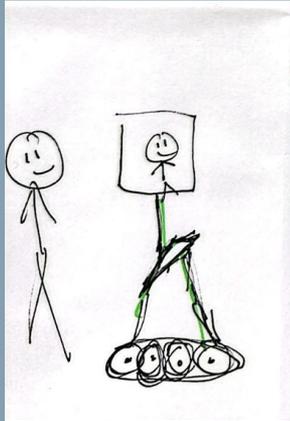
Low-fi Prototype

Usability Testing

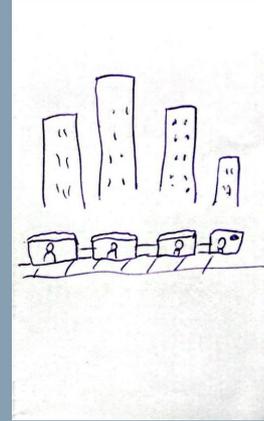
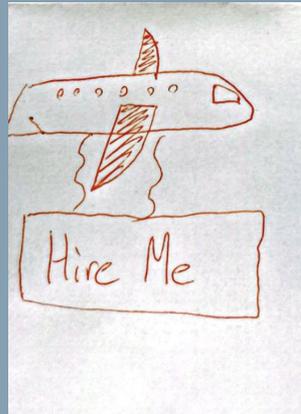
Early Sketches: Mobile



Early Sketches: VR

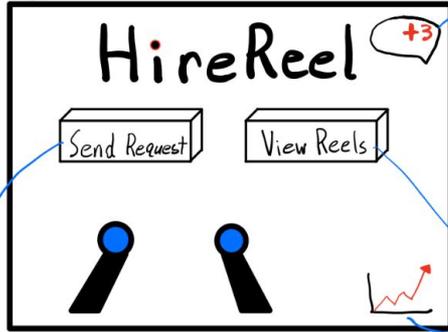


Early Sketches: Wearable/Screens

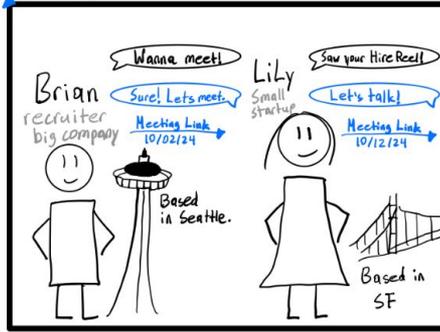


Refined VR Realization

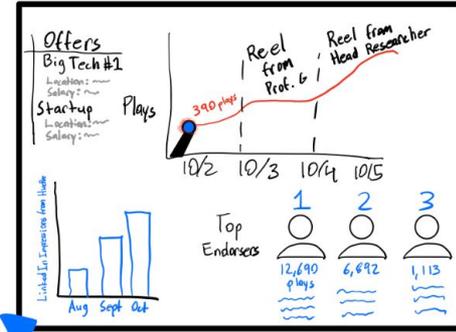
Home



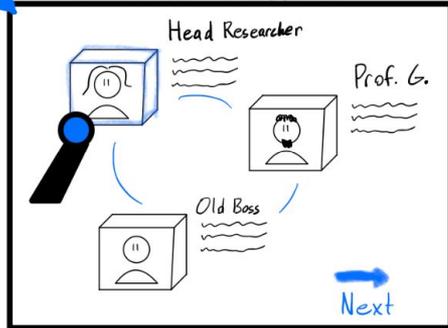
Recruiter Chat



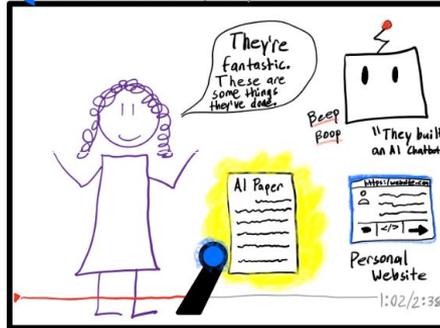
Analytics



Endorser Selection



HireReel Player



Refined VR Realization

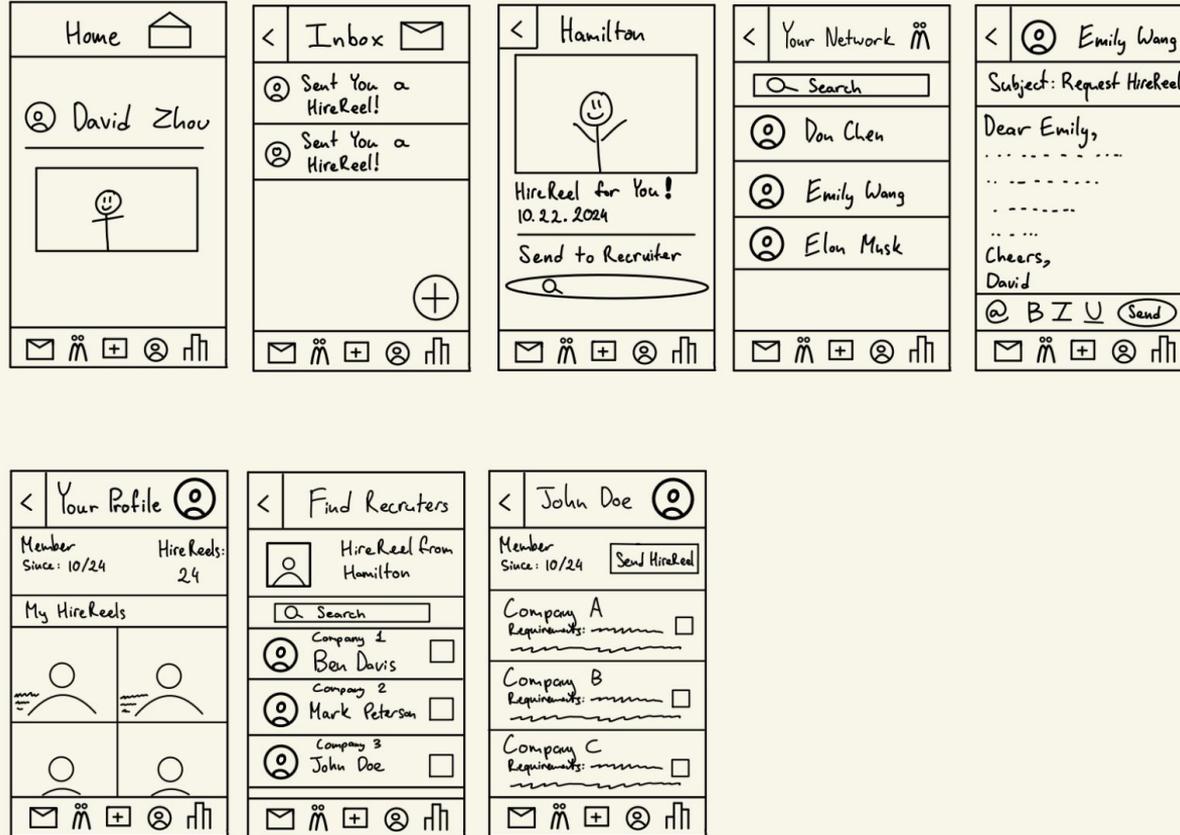
Pros

- **Opens options** for interesting ways to present HireReels
- **VR is more forward thinking** and novel. This means a more open design space.
- **More interesting to market** to users. Early career users are drawn by fresher tech.

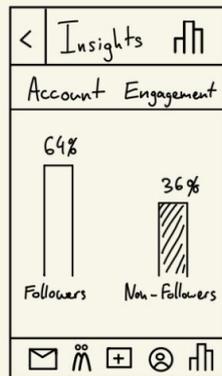
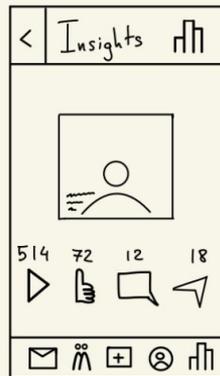
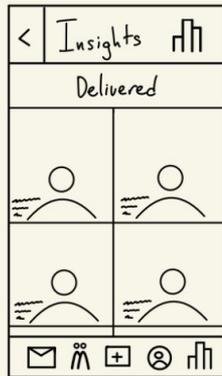
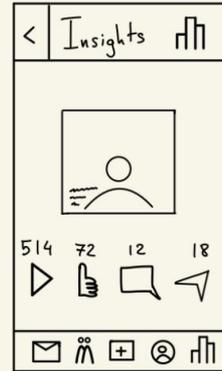
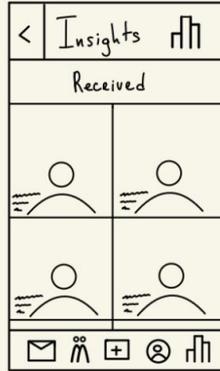
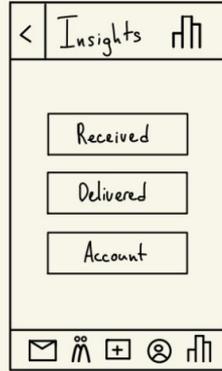
Cons

- **Requires special hardware** that is not common. The price of the hardware is also an accessibility issue.
- **Good designs are harder** in VR because of the expertise it takes.
- **Recruiters do not use VR** in their careers. There would be friction to get this tech adopted.

Refined Mobile Realization



Refined Mobile Realization



Refined Mobile Realization

Pros

- **Mobile devices are everywhere** and most people (including stakeholders) know how to use them.
- Can **leverage contacts** and data on mobile.
- **Easier to for develop** and apply good design principles for mobile apps.
- **Mobile is great for short form content.**

Cons

- **Recruiters** don't work off their mobile device for more job tasks.
- **Editing** and **creating videos** is hard on small screens and can clutter UIs.
- **Mobile market is saturated.** It is hard to make a unique mobile experience that can **appeal to all** stakeholders.

Why Mobile?

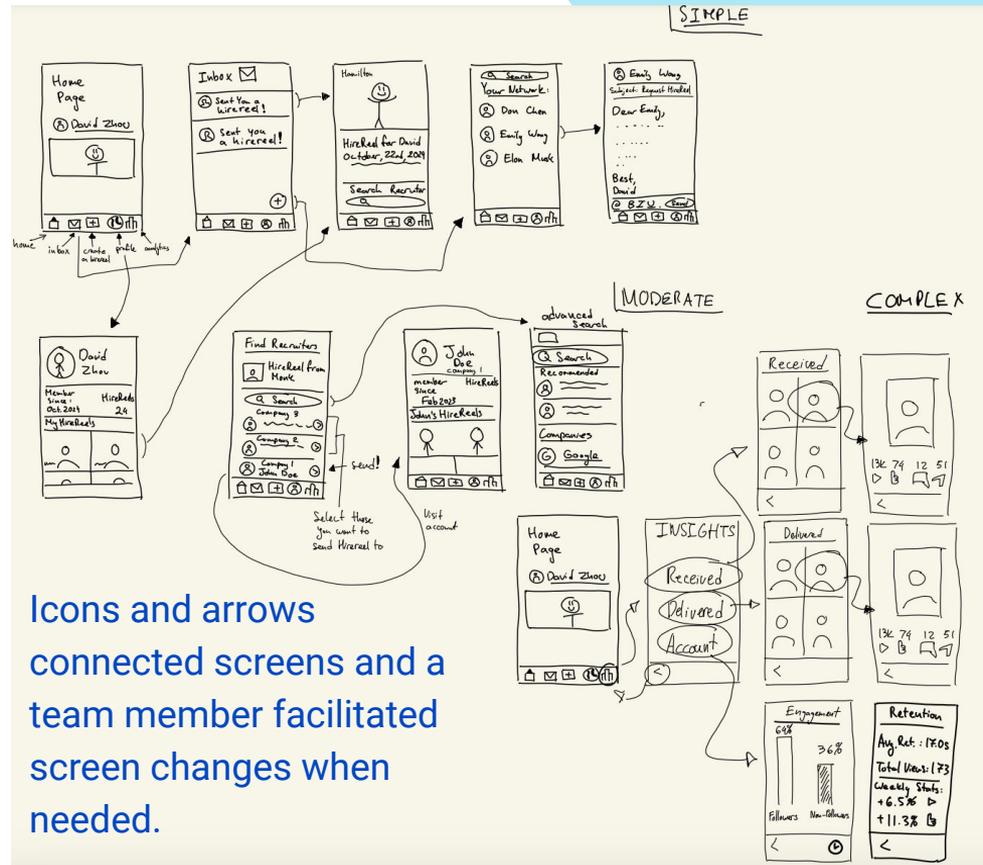
HireReel is supposed to **highlight** an applicant while making it **easy** for endorsers and recruiters to engage with the application. Mobile is king for short form content and minimal UIs. Mobile is also **ubiquitous** and convenient.

On the other hand, VR requires **special hardware** and a certain level of technical knowhow that would make it **harder** for stakeholders to engage with the app.

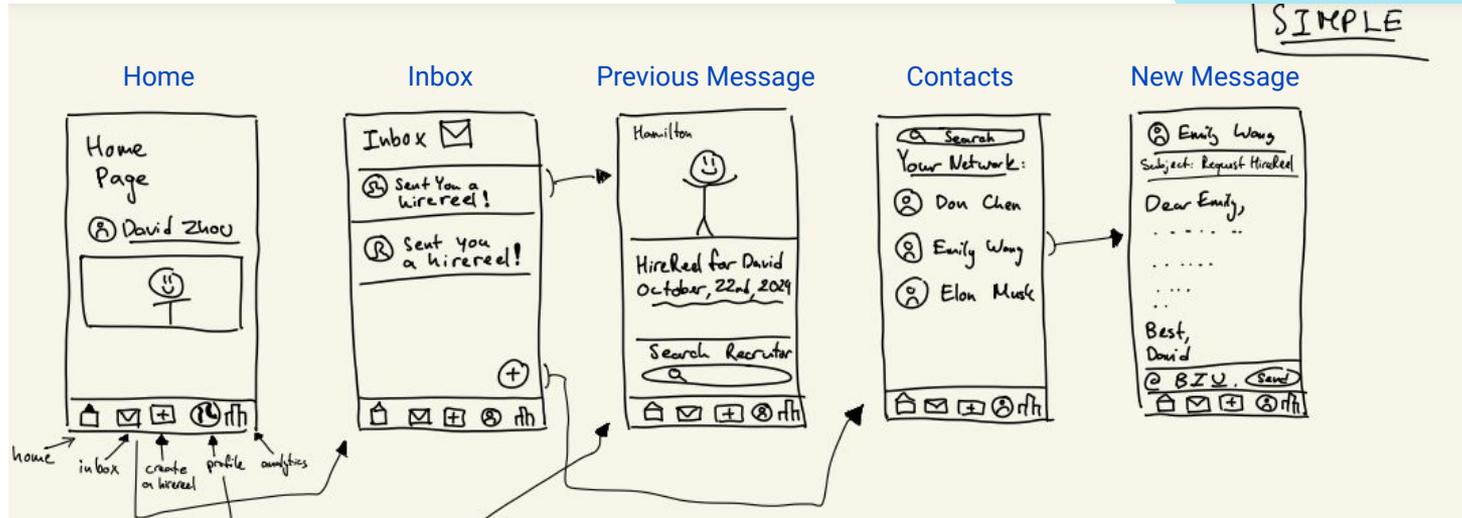


Low-fi Prototype Construction

The prototype was reversed engineered from our 3 core tasks for **requesting a HireReel, sending a HireReel, and viewing its performance and analytics**



Simple Task: Request HireReel



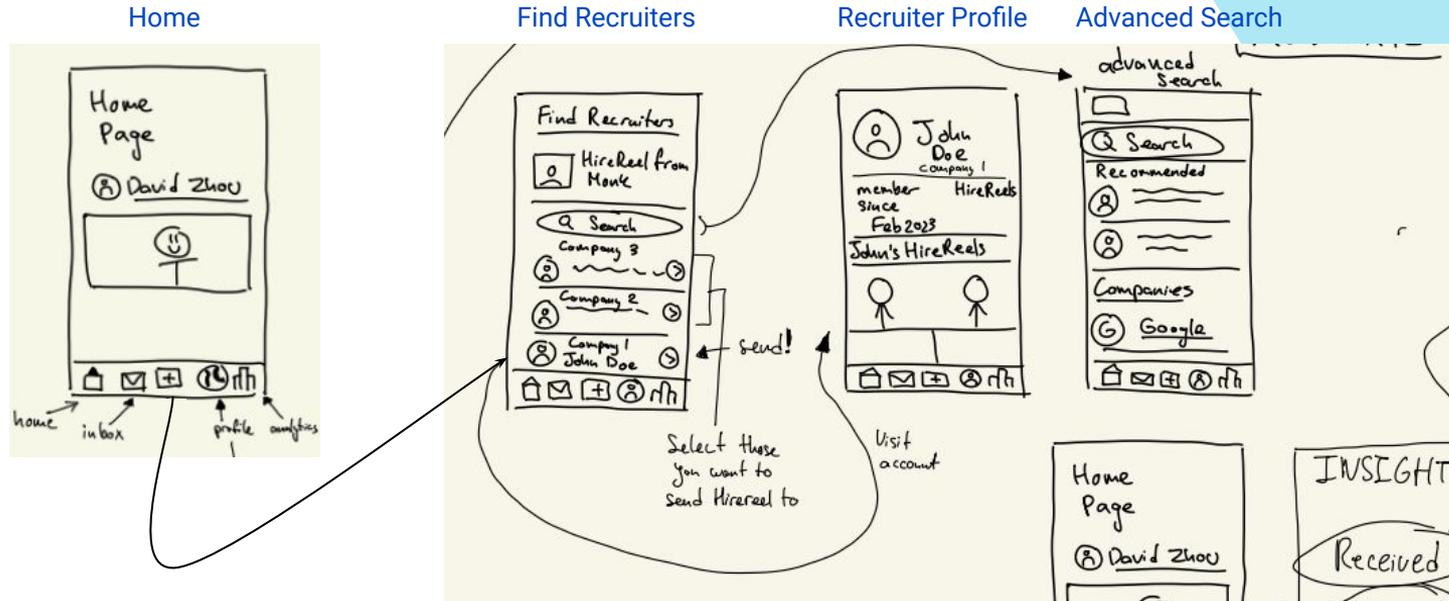
1) Press the mail icon to go to inbox

2) Press the + icon to go to a contact selection screen

3) Select contact

4) Send!

Moderate Task: Send HireReel



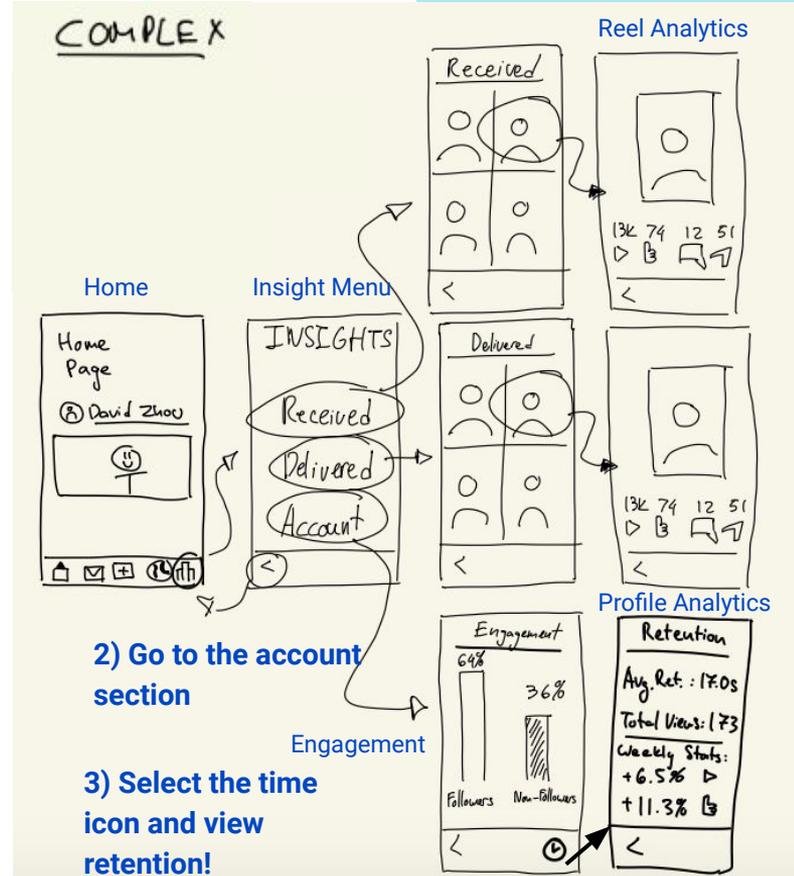
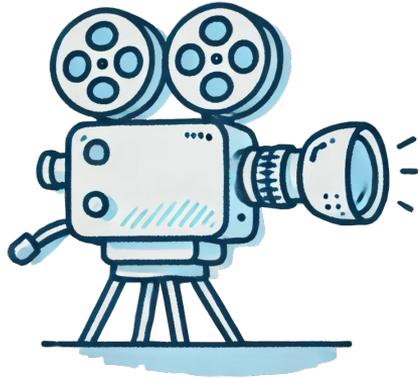
1) Press the + button in home

2) Search and Send!

Complex Task: Analytics

The specific task given: Use the analytics tools and find your average user retention.

1) Select the graph icon to see insights menu



Environment and Apparatus

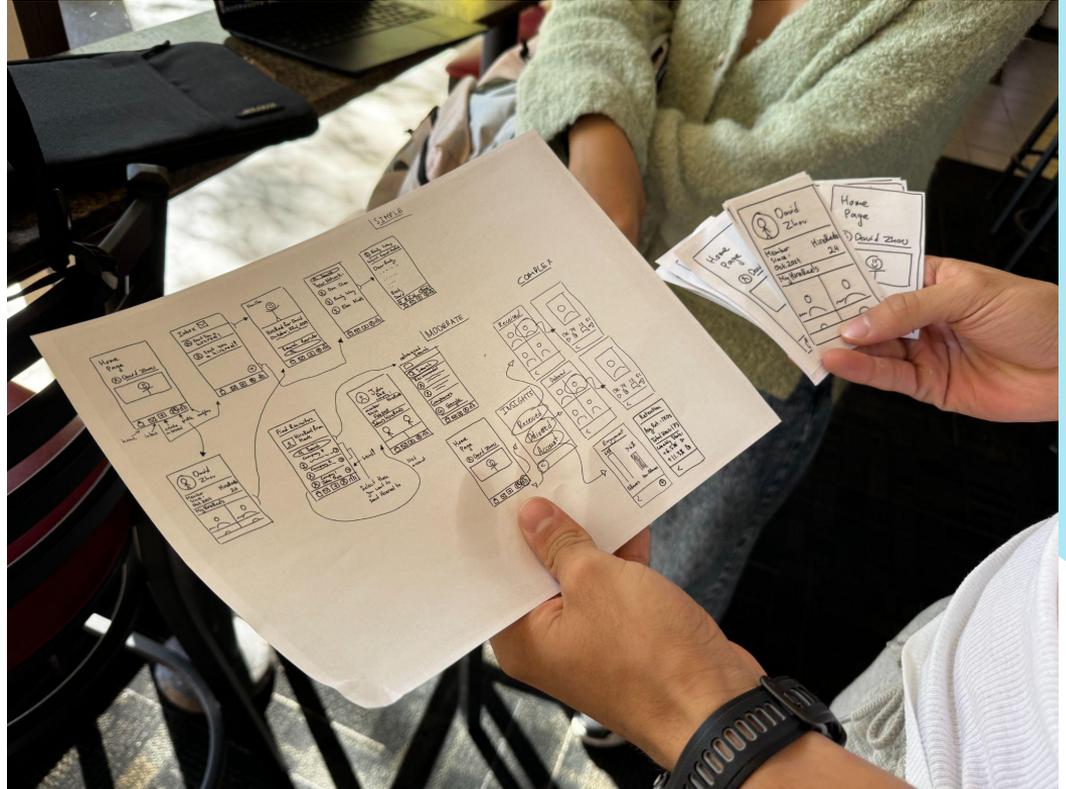
Paper prototype, manually responding to user actions.
Paper prototypes guided with help of script.

All participants were randomly asked at **Tresidder**, and kindly agreed to test prototype without compensation.



Procedure

1. A brief description of HireReel given to participant
2. Participant asked to perform 3 tasks, speaking their through process
3. After each task, participant asked to provide **feedback on functionality of UI**
4. More feedback at the conclusion of tasks



Usability Goals and Key Measurements

1. Measure the number of “mis-clicks” while trying to accomplish the tasks
2. Time taken to complete each task.
3. Request a rating of the app's overall navigation ease on a scale of 1 to 10 (with 1 being very easy and 10 being very difficult).



Betty

Note-taker



David

Facilitator



Cristobal

Computer



Maxim

Computer

Testing Team Roles

Participants



Diego

Research faculty at Stanford
in Civil Environmental
Engineering in late 20s



Ivan

Senior start up advisor in
early 50s from Serbia.



Tristan

Machine Learning
Engineer in Natural
Language Processing, in
late 20s.



Ethan

Electrical Engineering
researcher at Stanford, early
30s.

Process Data: Big Picture

All participants...

- Found flow of finding and sending HireReels to recruiters to be unintuitive.
- More straightforward way to request HireReels.
- Some confusion with meaning of some icons.

Bottom-Line Data

Average Task Time:

- Simple: 1m40s
- Moderate: 1m27s
- Complex: 0m55s

Average Task Misclick:

- Simple: 1.75
- Moderate: 1.00
- Complex: 0.25

7/10 average “likeness to use” score

Other Observations

Participants Needed:

- A clear path for task
- More cohesive UI for different user types
- Icons that better represent their function

Prototype was functional overall and had a positive likeability among participants

Discussion



Implications

- App should have **functions** be **consistent** across **user types**
- Certain **icons** seem to have **redundant representations** (profile and globe for finding network)
- **Excess navigation** for analytics felt annoying



Changes

- **Icons** to be **more representative** of their function
- **Eliminate ambiguity** from process of sending HireReel to recruiter
- **Compact analytics** page for simpler viewing



What couldn't be revealed?

- Easy to see flow issues but hard to actually know **feature use frequency** which would impact UI choices.
- **Color scheme** and **input responses** could not be tested.

Thank You!



Appendix



Script

Interviewer: Hi! We'd like for you to try our prototype of an app that we're working on designing.

Interviewer (Optional): Before we start, could you briefly speak about your professional and personal background.

Interviewer: (Like LinkedIn) Great, moving back to the app. The goal of the app is to request and send out video endorsements, called HireReels, from professional connections.

Interviewer: To use our prototype please pretend that these pieces of paper in front of you were a phone screen. From there, just use the app freely, tapping on the paper where you would imagine tapping on a real screen, and, when you do that, here will show you which screens you would be taken to.

Interviewer: Please speak your thought process aloud. We will also be taking notes ■

Interviewer: We want to see both how you engage with the app naturally and how you complete certain tasks.

Interviewer: For your first task please send a request to a professional connection for a HireReel.

Interviewer: Great! Can you now find a recruiter to send a HireReel to?

Interviewer: Ok thank you! Now can you open the apps analytics tools for a reel you've sent to a recruiter and tell me the average user retention.

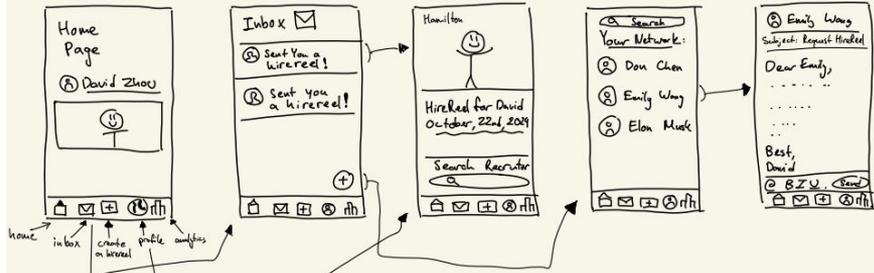
Interviewer: On a scale of 1 to 10, how would you rate the overall ease of app navigation, with 1 being extremely easy and 10 being extremely difficult?

Interviewer: How likely are you to do each thing we tried today 1-10?

Interviewer: How likely are you to recommend this app to a friend?

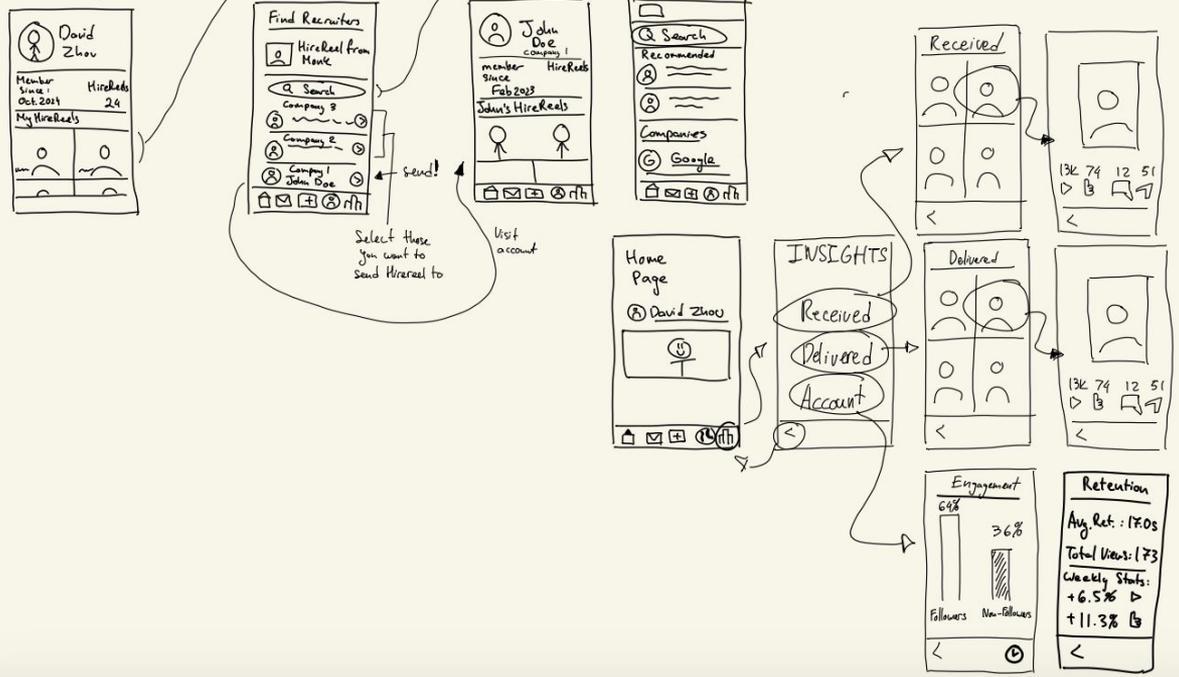
Larger Prototype

SIMPLE



MODERATE

COMPLEX



Select these you want to send HireReal to

visit account

VR

Pros	Cons
More immersive	Harder to implement
Allows for more unique ideas	Requires specialized hardware
More forward thinking and novel	Adoption of VR is limited
More interesting to market	More costly to develop
More open design space	Recruiters likely do not have VR experience

Mobile

Ubiquitous form factor	Navigation on a small screen might be tricky
Convenient for users that need to quickly see HireReels or perform other user tasks	The smaller screen will require a minimalistic UI
Easier to develop	Recruiters do not do most of their work on mobile
Can leverage local contacts and other information on mobile	Harder to break into the mobile market with a new product
Can use many of the effective design principles of other mobile and social media apps	The design space is more explored and more limiting

Participant Report 1

1st yr Phd student in civil environmental engineering (from mexico)

Time for simple task: 1m30s

Easy 10/10

Time for moderate task: 1m40s

Misclick: 1

Confused with name

Time for complex task: 50s

Easy

Straightforward

Engage with picture and maybe resume

Participant Report 2

From serbia, living in abu dhabi, stanford 20 yrs ago

Time for easy task: 1m20s

Misclick 1

Straightforward, thought about creating something new (different types of creation)

Time for moderate task: 2m

How do users know which one is relevant

Misclick 1

Send buttons should be more clear as the main feature

When trying to send the hirereels, doesn't need to look at the recruiters hirereels

Should look at the company profile v.s. Recruiter profile

Users might want to look at the company's hiring preference

Time for complex task: 1m30s

Summary, cuz if too many hirereels won't be able to look at all

Interesting, don't know if he would use it (old fashioned or more senior in career). Most of the functions worked well

Functional

Participant Report 3

Phd nlp group (researcher)

Time for easy task: 2m15s

Misclick 3

Cannot locate the send hirereel request

Profile look like globe

Email in v.s. Email out

Pretty easy, but if icon would be more reel it would be nice

Time for moderate task: 50s

Misclick 1

If there's nothing clickable he would click the email button again to send it

Make "send hirereel" bigger and more clear, make the recruiters' hirereel less important or less clear in the UI

Time for complex task: 30s

The app is very functional. First time users would always have hard time navigating on any apps

Might recommend to people for attraction

Participant Report 4

Electrical engineering researcher

Time for easy task: 1m35s

Misclick 3

Weird for an app to find the connection through the mail icon

Network icon could help

Time for moderate task: 1m20s

Misclicks 1

Icon for the send hirereel button can be moderated

Time for complex task: 50s

Misclick 1

Weird to have other stuff under statistics

7/10 functional, sometime it takes some backtrack

Concept is interesting

Additional Notes:

- Have clear path for each task
- Have the UI more cohesive for user types
- If you're a candidate sending reels, have the UI flow be conducive to executing what that kind of user would do.