HireReel

"Let your skills shine through video endorsements"

The Problem

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

The Solution: HireReel

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”

Values in Design

Encoded Values

We wanted to encode **simplicity** and **professionalism** into the platform

Design Choices

To accomplish this we used a **minimalist design** that **highlights essential features**.

Tensions

It is **harder to guide** the user with a simpler design. There is **many stakeholders** to interact with for utility but this makes usage **less clear**.

Tasks

01

Request HireReel

Ask a friend on HireReel for a referral.

02

Send HireReel

Find recruiters to share your HireReel to.

03

View Analytics

Go into the analytics sections to view how your HireReel are doing.

Usability Goals and Key Metrics

Usability Goals

- Clarity between what is required for different stakeholders (User, Recruiter, and Endorser).
- Smooth transitions in between tasks.

Key Metrics

- Time for task completion.
- Misclicks per task

Usability Goals and Key Metrics

How are we achieving this?

- Focusing on the social aspects of the application and simplifying ancillary tasks.
- Going from user, recruiter, and endorser as stakeholders to user/endorser and recruiter to reduce complexity
- Modifying task flows to reduce the number of click it takes to complete tasks.

Revised

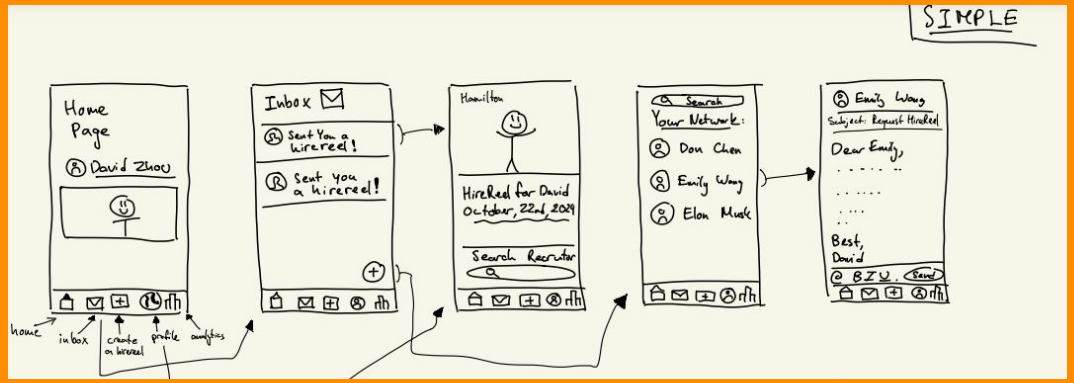
Sketches

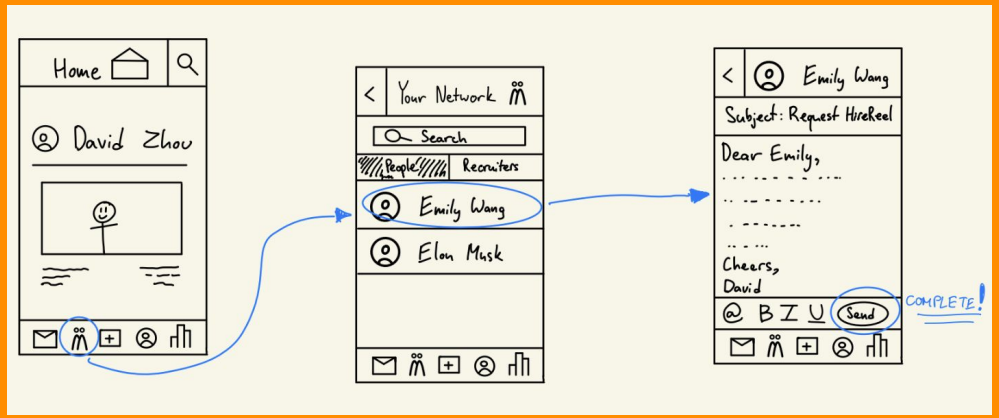
Simple Task: Request an Endorsement

The simple task took users the longest to complete.

We reduced the number of screens.

On the prototype the home and send screens have been further streamlined.

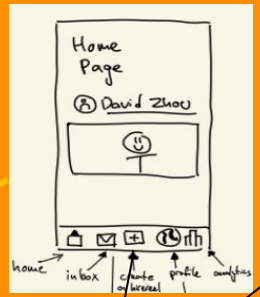


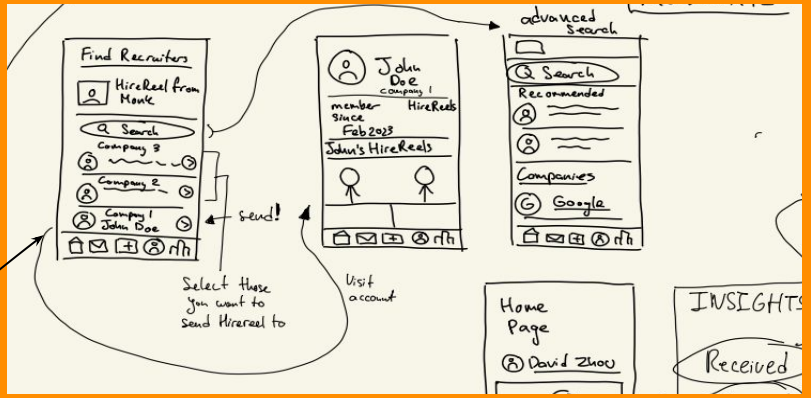


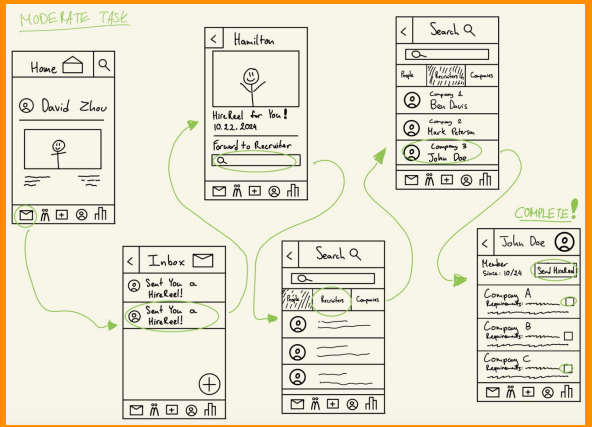
Moderate Task: Send HireReel to Recruiter

The moderate task was the most unintuitive out of all the tasks we tested.

We made a more robust and clear task flow that enables users to more easily intuit how to send a HireReel they've received to a potential recruiter!





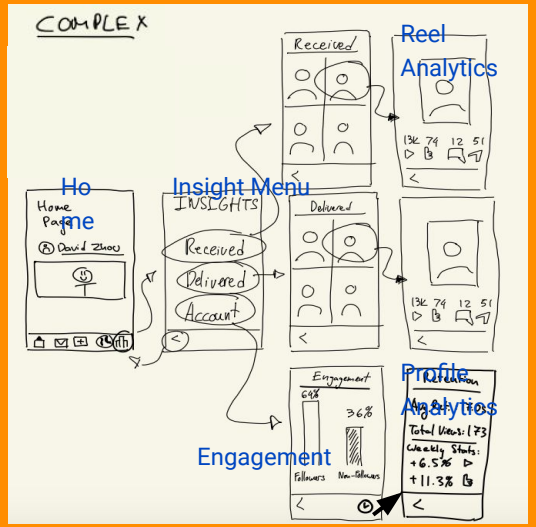


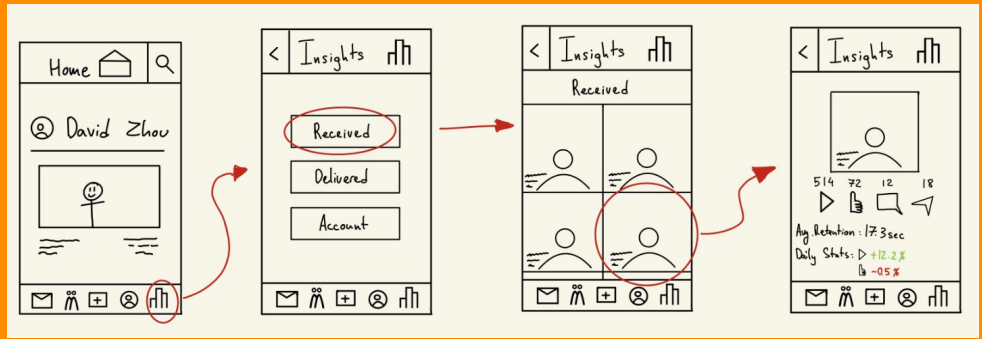
Complex Task: View Analytics

The complex task took users the shortest amount of time to complete.

This task was the most straightforward, so we've made very few changes to in our med-fi prototype.

Some icons were changed to make the actions more clear.



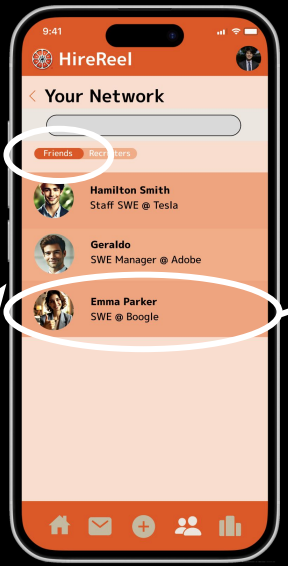


Medium-Fi

Task Flows

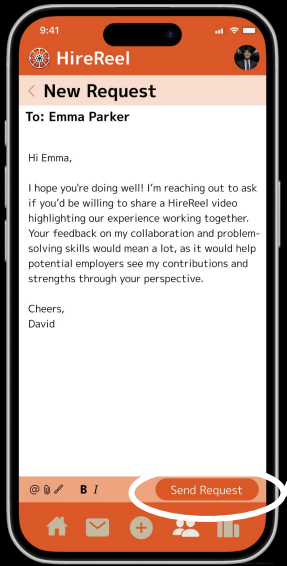
Medium-fi Simple Task Flow

Users can navigate to their connections from the **navigation bar**

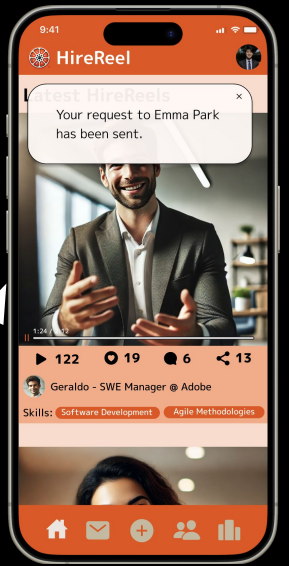


Toggling on friends, users can find people in their personal network

After selecting a connection, you can request a HireReel from them



Users will be able to write a message requesting a HireReel



A final notification will prompt the user that a request has been sent!

Medium-fi Moderate Task Flow

Users can navigate to their connections from the **navigation bar**

Pressing this button after selecting a recruiter will send the HireReel to them.

Medium-fi **Complex** Task Flow

Users can see insights from either their **account,** and **delivered** or **received** HireReels

Users can navigate to insights from the **navigation bar**

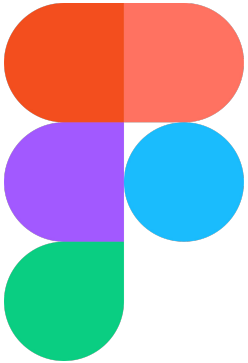
Analytics help candidates gauge the engagement of the HireReels they send to recruiters, allowing them to better understand their strengths and weaknesses.

Prototype

Implementation

Design Tools

Figma was mainly used to create the medium-fidelity prototype as it enables users to cohesively craft a user interface that can be displayed and interacted with in the form of a mobile app. Other tools we used included **DALL-E** for generating images to put into our prototype, and **Microsoft OneNote** for creating sketches.



Limitations

- Because we don’t have a real network, making an account and the option to import connections at the beginning is artificial.
- Because we only wanted to demonstrate the necessary screens for completing the tasks we thought important, we only made certain messages and HireReels clickable to avoid redundancies.
- Our Figma prototype does not have the ability for further UI customization which limits accessibility options.
- Our HireReel videos are only displayed as thumbnails, and do not allow for seeing how a HireReel looks like as a video.
- There is no way we could realistically create a search algorithm in the event the user wants to search for recruiters. There is also no database for recruiters to exist in.

Hard Coded Items

- An account and network is already established for the user. Connections such as recruiters of interest, former employers, and friends are already included in the prototype.
- The included account already has several HireReels from connections.

Wizard of Oz Techniques

- The loading screen animation is a set length.
- Because there is no real network that the prototype operates on, messages sent and received serve to demonstrate the process of those apps, and what the user interface appears to be after performing those tasks.
- The insights on the HireReels are all artificially generated numbers representative of a typical HireReel.

Figma Link

https://www.figma.com/proto/3EWuUikrFE1Vrkuaqfd36h/HireReel-Mid-Fi-Prototype?node-id=0-1&t=IjT13rY8oIfyAWln-1

Appendix

CONTENTS OF THIS TEMPLATE

Here's what you'll find in this Slidesgo template:

1. A slide structure based on a multi-purpose presentation, which you can easily adapt to your needs. For more info on how to edit the template, please visit Slidesgo School or read our FAQs.
2. An assortment of illustrations that are suitable for use in the presentation can be found in the alternative resources slide.
3. A thanks slide, which you must keep so that proper credits for our design are given.
4. A resources slide, where you'll find links to all the elements used in the template.
5. Instructions for use.
6. Final slides with:
    1. The fonts and colors used in the template.
    2. A selection of illustrations. You can also customize and animate them as you wish with the online editor. Visit Storyset by Freepik to find more.
    3. More infographic resources, whose size and color can be edited.
    4. Sets of customizable icons of the following themes: general, business, avatar, creative process, education, help & support, medical, nature, performing arts, SEO & marketing, and teamwork.

You can delete this slide when you're done editing the presentation.

WHOA!

This could be the part of the presentation where you can introduce yourself, write your email...

“This is a quote, words full of wisdom that someone important said and can make the reader get inspired.”

—SOMEONE FAMOUS

TABLE OF CONTENTS

01 THE COMPANY

Here you could describe the topic of the section

02 BUSINESS OBJECTIVES

Here you could describe the topic of the section

03 SOCIAL MEDIA

Here you could describe the topic of the section

01

COMPANY

You can enter a subtitle here if you need it

THE SLIDE TITLE GOES HERE!

Do you know what helps you make your point clear? Lists like this one:

- They’re simple
- You can organize your ideas clearly
- You’ll never forget to buy milk!

And the most important thing: the audience won’t miss the point of your presentation

MAYBE YOU NEED TO DIVIDE THE CONTENT

MERCURY

Mercury is the closest planet to the Sun and the smallest one in the Solar System

VENUS

Venus has a beautiful name and is the second planet from the Sun. It’s terribly hot

YOU COULD USE THREE COLUMNS, WHY NOT?

MAYBE YOU NEED TO DIVIDE THE CONTENT

MARS

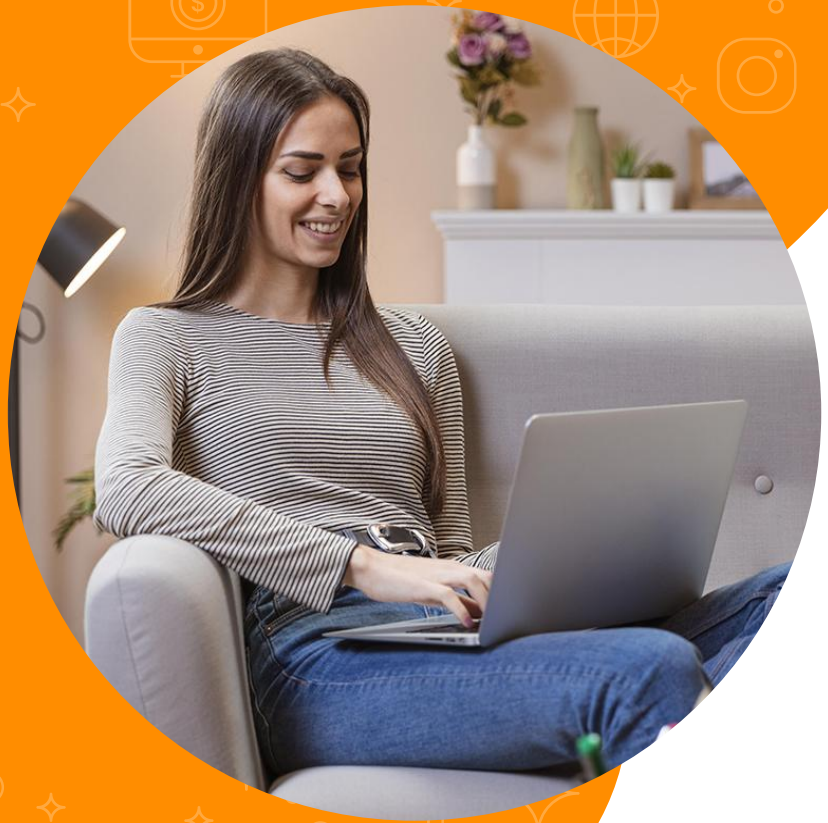
Despite being red, Mars is a cold place

JUPITER

It’s a gas giant and also the biggest planet

MERCURY

Mercury is the closest planet to the Sun



A PICTURE ALWAYS REINFORCES THE CONCEPT

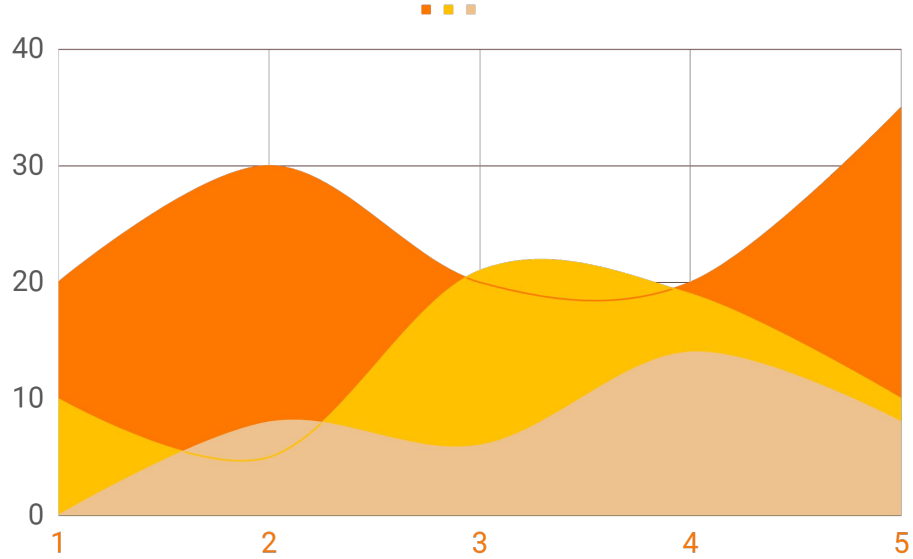
Images reveal large amounts of data, so remember: use an image instead of a long text

A PICTURE IS WORTH A THOUSAND WORDS

AWESOME WORDS

Because key words are great for catching your audience’s attention

TRY USING GRAPHS!



To modify this graph, click on it, follow the link, change the data and paste the new graph here

MARS

Despite being red, it is cold

VENUS

Venus has a beautiful name

MERCURY

It is the smallest planet

FEATURES OF THE TOPIC

MERCURY

Mercury is the closest planet to the Sun

VENUS

Venus has a beautiful name

MARS

Despite being red, Mars is a cold place

JUPITER

It’s the biggest planet in the Solar System

SATURN

Saturn is the ringed one and a gas giant

NEPTUNE

Neptune is the farthest planet from the Sun

WHAT ABOUT THESE PERCENTAGES?

Mercury is the smallest planet

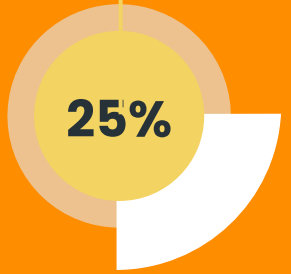
MERCURY

MARS

Despite being red, Mars is a cold place

It’s the farthest planet from the Sun

NEPTUNE



INFOGRAPHICS MAKE YOUR IDEA UNDERSTANDABLE...

MARS

Despite being red, Mars is a cold place.

MERCURY

Mercury is the closest planet to the Sun

JUPITER

It’s a gas giant and also the biggest planet

VENUS

Venus has a beautiful name

...AND THE SAME GOES FOR TABLES

	MASS (earths)	DIAMETER (earths)	SURFACE GRAVITY (earths)
MERCURY	0.06	0.38	0.38
MARS	0.11	0.53	0.38
SATURN	95.2	9.4	1.16

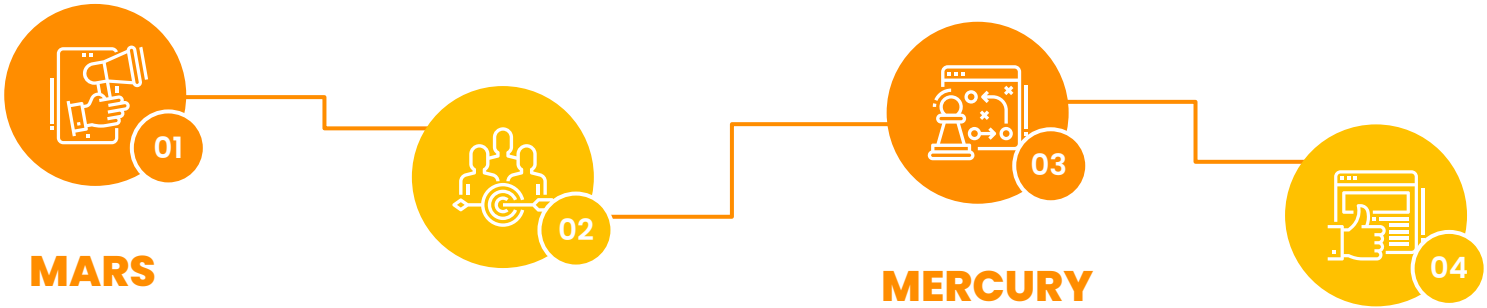
THIS IS A MAP

Venus has a beautiful name, but it’s terribly hot

Mercury is the closest planet to the Sun

Despite being red, Mars is a cold place

A TIMELINE ALWAYS WORKS WELL



MARS

Despite being red, Mars is a cold place

JUPITER

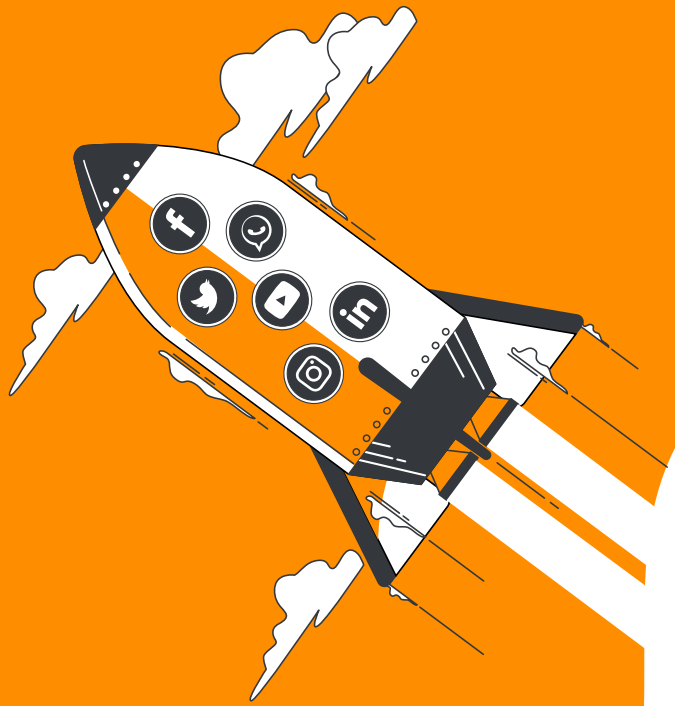
It’s a gas giant and also the biggest planet

MERCURY

Mercury is the closest planet to the Sun

VENUS

Venus is the second planet from the Sun



4,498,300

Big numbers catch your audience’s attention

333,000.00

earths is the Sun’s mass

24h 37m 23s

is Jupiter’s rotation period

386,000 km

is the distance between Earth and the Moon

OUR TEAM

HELENA JAMES

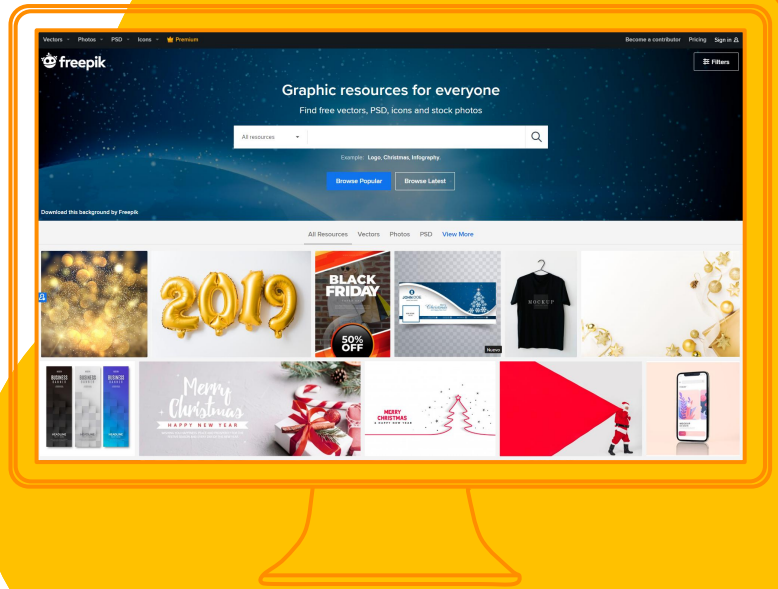
You can replace the image on the screen with your own

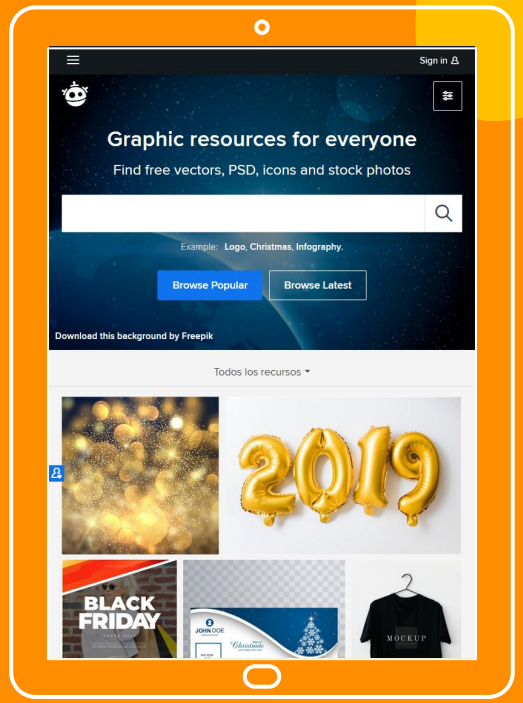
JENNA DOE

You can replace the image on the screen with your own

DESKTOP SOFTWARE

You can replace the image on the screen with your own work. Just delete this one, add yours and center it properly



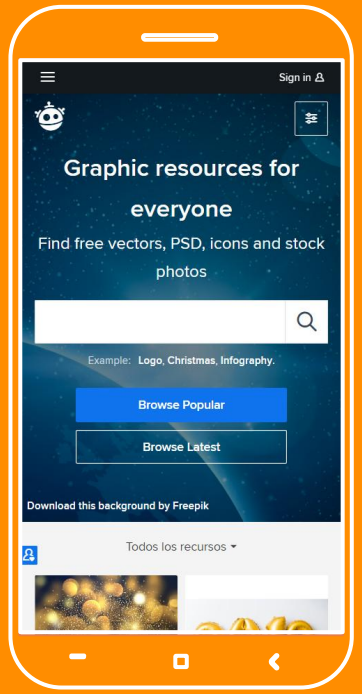


TABLET APP

You can replace the image on the screen with your own work. Just delete this one, add yours and center it properly

MOBILE WEB

You can replace the image on the screen with your own work. Just delete this one, add yours and center it properly



USE A CALENDAR FOR THIS PROJECT

MARS

Despite being red, Mars is a cold place

MERCURY

Mercury is the closest planet to the Sun

VENUS

Venus has a beautiful name, but it's hot

INFOGRAPHICS MAKE YOUR IDEA UNDERSTANDABLE...

- Mercury is the smallest planet in the Solar System
- Venus is terribly hot and its atmosphere is extremely poisonous
- Despite being red, Mars is actually a cold place
- It’s a gas giant and the biggest planet in the Solar System

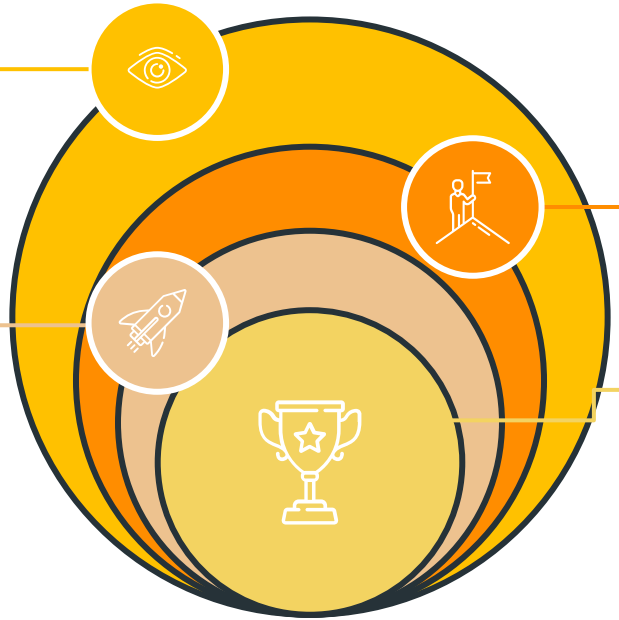
YOU CAN TRY THESE INFOGRAPHICS!

MARS

Despite being red, Mars is a cold place

JUPITER

It’s a gas giant and also the biggest planet



MERCURY

Mercury is the closest planet to the Sun

VENUS

Venus has a beautiful name, but it’s terribly hot

02

THE COMPANY

You can enter a subtitle here if you need it

MAYBE YOU NEED TO DIVIDE THE CONTENT

MERCURY

Mercury is the closest planet to the Sun and the smallest one in the Solar System

VENUS

Venus has a beautiful name and is the second planet from the Sun. It’s terribly hot

SOMETIMES, REVIEWING CONCEPTS IS A GOOD IDEA

MERCURY

Mercury is the smallest planet

VENUS

Venus has a beautiful name

JUPITER

It’s a gas giant and the biggest planet

MARS

Despite being red, Mars is a cold place

SATURN

Saturn is a gas giant and has rings

EARTH

Earth is the third planet from the Sun

ANOTHER TIMELINE!

MARS
Despite being red, Mars is a cold place

VENUS
Venus is the second planet from the Sun

JUPITER
It's a gas giant and also the biggest planet

SATURN
Saturn is a gas giant and has several rings

THANKS!

Do you have any questions?
addyouremail@freepik.com
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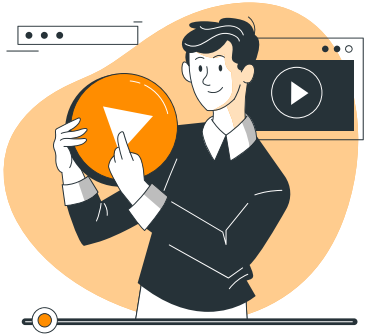

RESOURCES

STORYSET

- Mobile Marketing
- Sharing Ideas
- Appreciation
- Calendar
- Social media
- Email campaign
- Charts
- Buffer

VECTORS

- Press play
- Collection of flat infographic elements
- Social media concept with megaphone

PHOTOS

- Woman working from a comfortable couch
- Group of business executives using laptop at their desk
- Portrait of relaxed and confident european woman with dark hair and glasses, holding hand in pocket and drinking tea
- Smiling happy young blonde woman in a good mood stands, dressed in a white shirt with black polka dots

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(https://fonts.google.com/specimen/Poppins)

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Storyset

Create your Story with our illustrated concepts. Choose the style you like the most, edit its colors, pick the background and layers you want to show and bring them to life with the animator panel! It will boost your presentation. Check out How it Works.

Pana

Amico

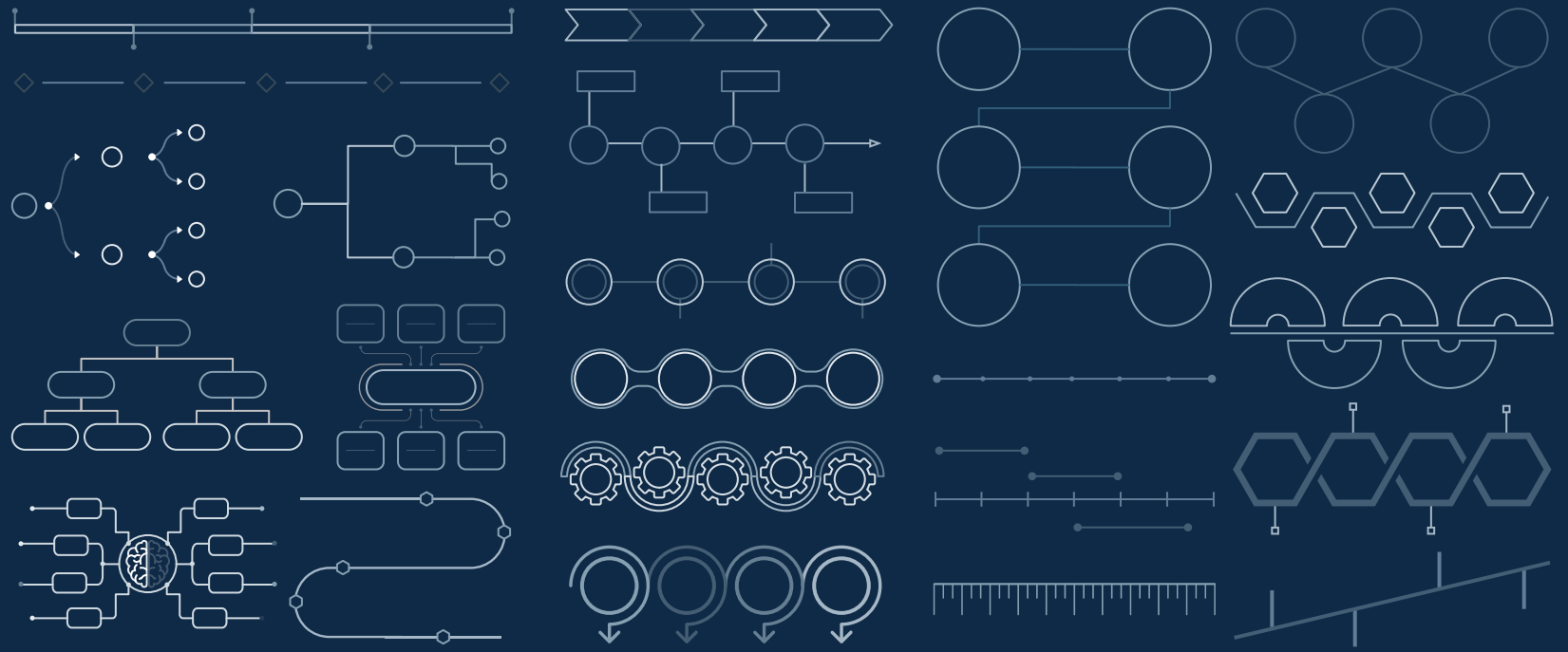
Bro

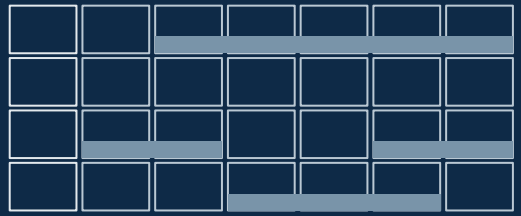
Rafiki

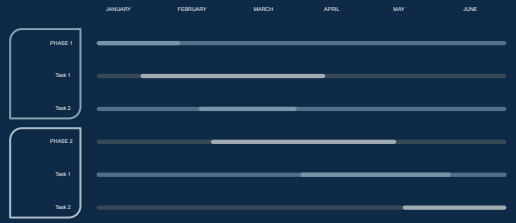
Cuate

Use our editable graphic resources...

You can easily resize these resources without losing quality. To change the color, just ungroup the resource and click on the object you want to change. Then, click on the paint bucket and select the color you want. Group the resource again when you're done. You can also look for more infographics on Slidesgo.



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FEBRUARY
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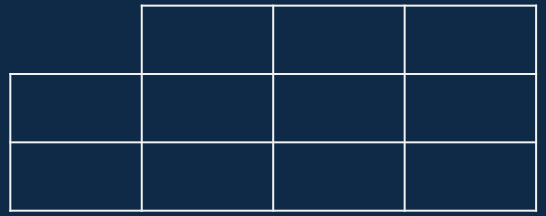
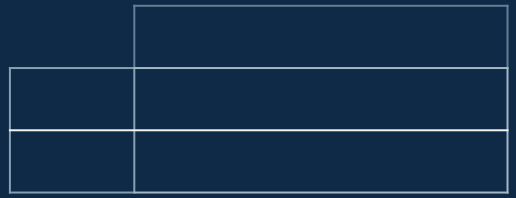
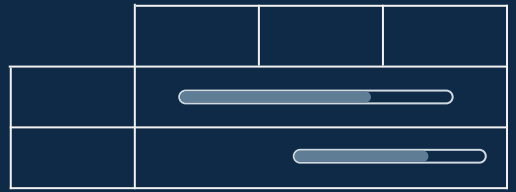
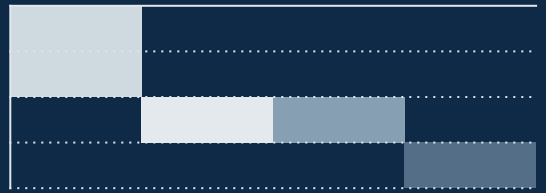
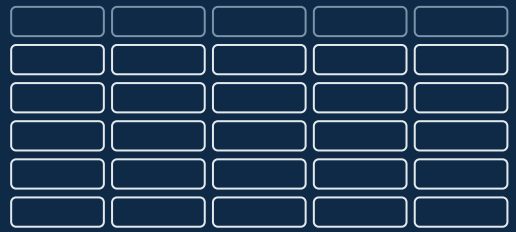
APRIL
MAY
JUNE
PHASE 1
Task 1
Task 2
PHASE 2
Task 1
Task 2

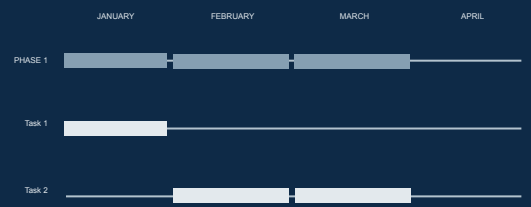








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MARCH
APRIL
PHASE 1
Task 1
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