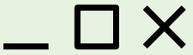


HireReel

Interactive High-fi
Prototype

“Let your skills shine through video
endorsements”





Meet the team



Betty
MS&E '25



David
Economics '25



Cris
MS CS '25



Maxim
BS CS Major '26





The Problem

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

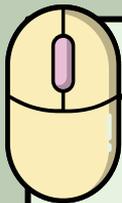


HireReel



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”



Tasks



Simple

Ask a friend on the platform for a HireReel

Moderate

Share HireReels to Recruiters

Complex

View Analytics on the HireReels

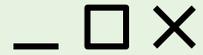


Table of contents



01

**Heuristic
Evaluation
Results**

02

**Revisions
for Hi-Fi**

03

**Hi-Fi
Prototype**

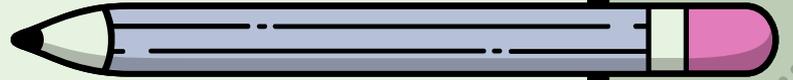
04

**Demo of a
Task**

01

.....
>>>>

Heuristic evaluation results



Quantitative Summary

Heuristic	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
H1: Visibility of System Status	0	0	3	0	0	3
H2: Match b/w System & World	0	0	3	1	1	5
H3: User Control & Freedom	0	0	1	2	0	3
H4: Consistency & Standards	0	4	4	1	1	10
H5: Error Prevention	0	0	0	2	0	2
H6: Recognition not Recall	0	0	1	2	0	3
H7: Flexibility & Efficiency of Use	0	0	0	0	0	0
H8: Aesthetic & Minimalist Design	0	4	0	0	0	4
H9: Help Users with Errors	0	0	0	0	0	0
H10: Help & Documentation	0	1	0	0	0	1
H11: Accessible Design	0	0	0	4	0	4
H12: Value Alignment & Inclusion	0	1	0	0	0	1
Total Violations	0	10	12	12	2	36



H4 - Interface and Aesthetic Consistency

- Inconsistent icon design between the *Analytics* page and the *Home* page
- Inconsistent fonts and styles throughout the app
- Inconsistent location for the profile button placement
- Inconsistent formatting between Friends and Recruiters tabs (Recruiters has "search")
- Same "+" button used for different actions



Qualitative Summary



Onboarding/signup

- Transition between sign in/sign up/sign out
- Mandatory contact import

General Functionality

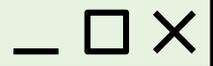
- Can't edit user profile
- Unclear if friends/recruiters can overlap

Send HireReel

- Can't see "draft" messages
- Can't see who users sent HireReel/request to
- No confirmation before sending hirereels

Terminology Clarity

- First-time users might not understand "HireReel"
- Unclear analytics metrics



High Severity Violations



H11: Accessible

Design

- HireReel videos lack captions or transcripts for users with disability
- The contrast of the colors chosen is very low

H5: Error Prevention

- Sending HireReels without confirmation
- Can't go back to sign-in once clicked "sign up"

H3: User Control

- Have to select > 1 contacts once clicked "import contacts"

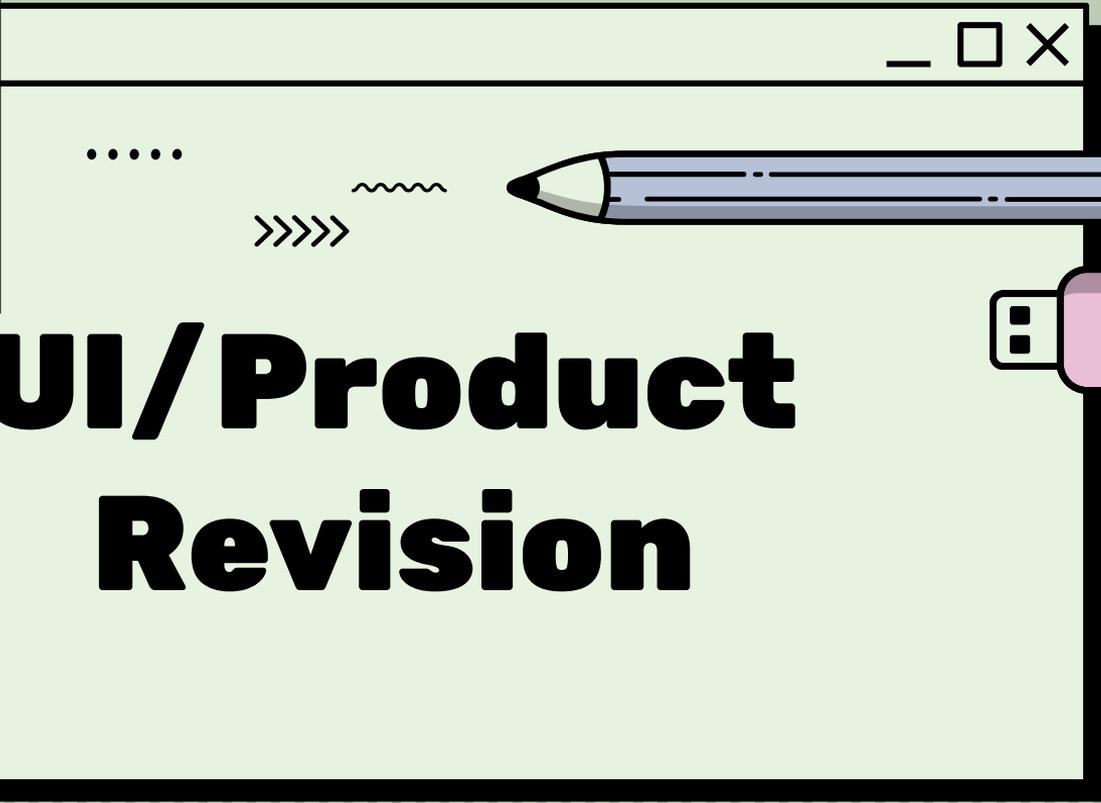
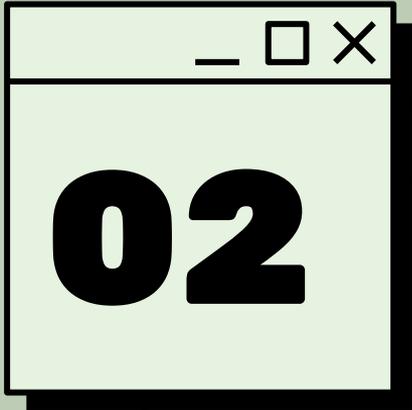
H3: User Control

- Can't see who users sent HireReel/request to

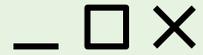
H6: Recognition not

Recall

- Unclear meaning of HireReel
- Unclear definition for analytics insight metrics



Home Screen Changes



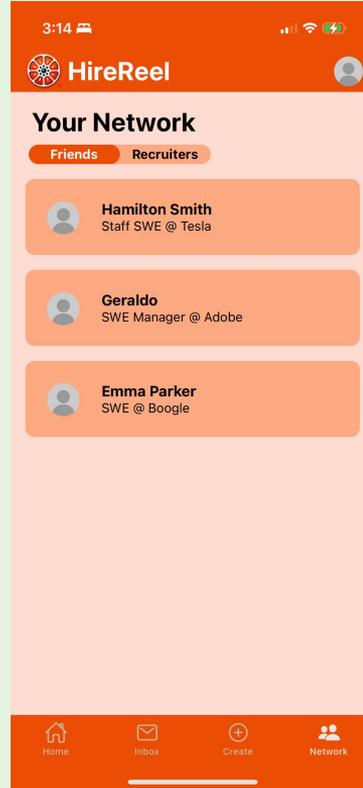
Home Screen

- Change to Tiktok style video viewing experience
- Add captions to the navigation bar icons for better clarity and usability
- Move Analytics to profile page

Further Changes

- Have AI generate subtitles or even translated subtitles for videos
- Users can choose to turn on/off subtitles

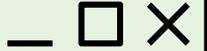
Network Page Changes



Network Page

- Adjust the page layout to enhance color contrast and visibility
- Make spacing/font size consistent

More UI Changes based on HE



Log in /Sign up

- Allow easy sign in/out
- Make contacts import optional
- More onboarding guidance for users to understand “HireReel”
- Potentially add a bot to help responses for common queries

Send HireReel Request

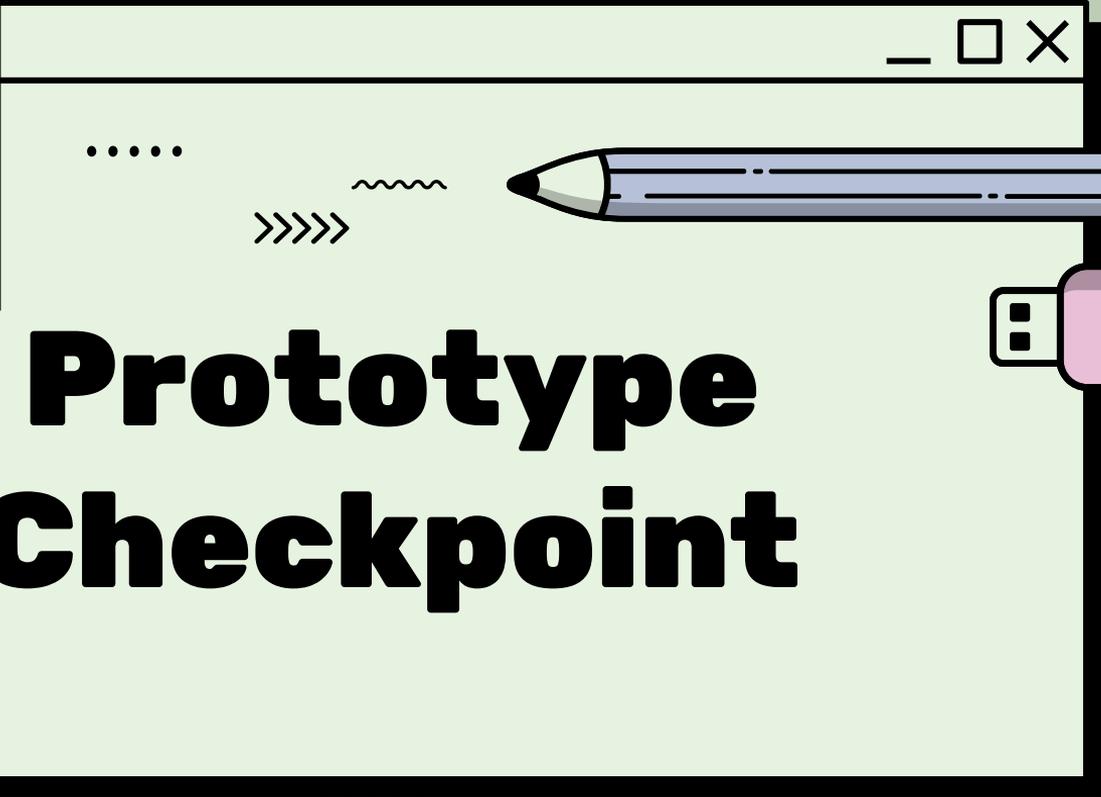
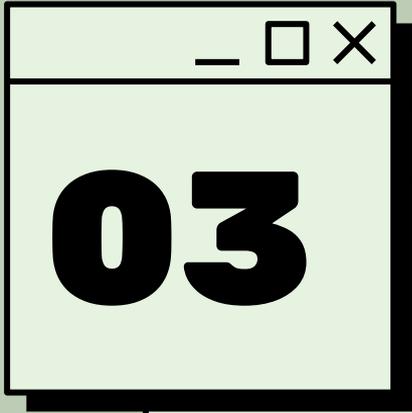
- Save drafted message
- Show sent HireReel requests in the network tab
- Add confirmation prompt before sending requests

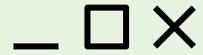
Share HireReel with Recruiter

- Enable selection of positions and HireReels to send

Profile Setting

- Make it easy for users to update the profile





Tech Stack



Mobile App

- React Native (iOS focus) w/ Expo Go
- Expo-Video: Video playback
- Ionicons: Icons

Backend

- Supabase: Authentication & Database
- Twilio SendGrid: Account authentication (email)
- AWS Route 53: Email DNS hosting
- AWS S3: Video hosting

Wizard of Oz Items

- Sample account has no database content
- No stateful database
- Video metrics
- ML subtitle generation



Other Tech Stack



Hard-Coded Aspects

- Sample user profiles: preloaded user names and job titles for demo purposes
- Placeholder videos to simulate uploaded HireReels
- Fixed metrics: hardcoded likes, view, shares

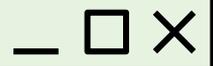


HiFi Simple Task

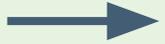
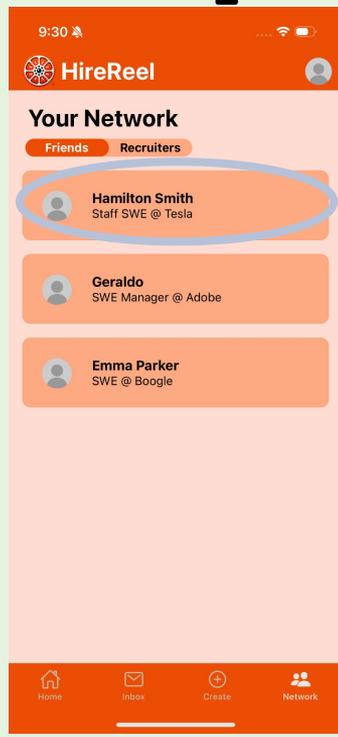


Ask a friend on the platform for a HireReel

- [x] Home screen**
- [x] Network page**
- [x] Friends'/recruiters' profile page**
- [x] HireReel sending confirmation**

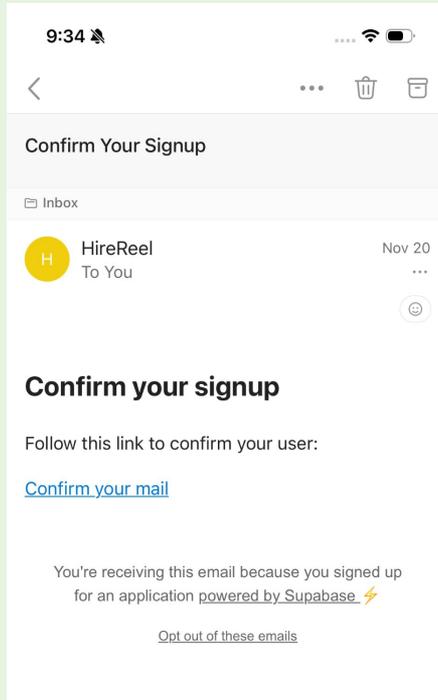


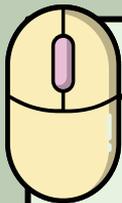
HiFi Simple Task





Backend Authentication





Plans to Finish



Task 1



Ask a friend on the platform for a HireReel

Task 2

Share HireReels to Recruiters

Task 3

View Analytics on the HireReels

Login/signu p

Users create accounts



Aesthetics

Color/font are consistent and things are aligned

User Profile

Make it easy to update user profile

