



HireReel README

Let your skills shine through *video endorsements!*

Team Members: Cristobal Garcia, Betty Wu, Maxim Ivanov, David Zhou

Figma Link

> [Access our Figma Prototype here!](#)

What is HireReel?

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

Through interviews with people with experience recruiting into jobs, we found that potential candidates often have issues truly highlighting their skills enough to recruiters such that they can be hired. HireReel attempts to tackle this issue by allowing potential candidates to request endorsements from others, and send those video endorsements to recruiters. In testing this idea, we found that applications including video endorsements from former employers increased the likelihood of hiring a candidate by around 2 points (on a 10 point scale).

Target Audience

New-grads and early career professionals without resumes that have developed well over time. HireReel will help these candidates strengthen their resume.

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.

Operating Instructions

Our prototype was built using iPhone 15 Pro dimensions to create a realistic preview of the actual user experience. Interactive areas become visible as blue boxes whenever you tap an empty space on the screen. We designed the interface to be intuitive, with all interactions requiring a simple tap, making it easy for users to understand where and how to interact with the app.

We have incorporated 3 main task flows, "SIMPLE", "MODERATE", and "COMPLEX". To access these task flows we will need to first proceed with the "onboarding" process the first time we open the app.

Onboarding

- Click the Sign Up button
- Clickable boxes will appear that you can tap to fill in your phone number and password (required)
- A clickable button will appear asking if you want to sync contacts (optional)
- Proceed with choosing the contacts you want synced if chosen
- Conclude the "Sign up" process

You have created an account and will be sent to your home screen.

Taskbar Navigation (Bottom of Screen):

- Home: leftmost tab
- Inbox: second from left
- Plus (Create HireReel): center tab
- My Network: second from right
- Insights: rightmost tab

Personal Profile Access:

- Profile picture in top right corner of every screen
- Leads to personal profile page showing:
 - Bio and personal information
 - Received/Highlighted HireReels

Task Flows:

1. Simple - Request a Video Referral
 - Start at home screen
 - Tap My Network tab
 - Find and select desired connection's profile
 - Options to:
 - Draft a custom referral request message
 - Press "Request HireReel" button directly

2. Moderate - Forward a HireReel to Recruiter
 - Start at home screen
 - Tap My Network tab

- Navigate to recruiter section
 - Select desired recruiter's profile
 - Send chosen HireReel through their profile page
3. Complex - View HireReel Analytics
- Start at home screen
 - Tap Insights tab
 - Select "Received" filter for HireReels
 - Browse received HireReels
 - Select specific HireReel
 - View detailed analytics and insights

Wizard of Oz

There are several instances of wizard of oz techniques incorporated into our prototype:

- 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 that may be realistic insights of what a typical HireReel may have.

Hard-Coded Items

There are several instances of hard-coded items incorporated into our prototype:

- 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.

Because HireReel currently has no real users or uploads, crucial tasks core to the function of HireReel will require established networks and the user to have existing HireReels. Therefore, it is important for the prototype to have these such that the user can see how tasks are executed.

Limitations

- 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 (still photos), and do not allow for users of the prototype to see what a HireReel would look like while playing as a video.