



Jobs To Be Done

Master of Information Management & Systems (MIMS) Final Project, 2023

Xu Cheng, Violet Luo, Jingshu Rui

Advised by Michael Rivera

University of California, Berkeley School of Information

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Introduction

2023 is a challenging year for Big Tech and many tech-focused startups. The continuing layoffs, hiring freezes, and other cost-cutting efforts since the COVID pause of 2020 make the job market extremely competitive - According to Crunchbase, there are nearly 100,000 layoffs in the tech sphere during 2022. It turns job searching into a numbers game, especially for early-career job seekers.

In this environment, tracking and managing recruiting information becomes extremely challenging. Firstly, the job information is decentralized across various platforms (e.g. *LinkedIn*, *RippleMatch*, *Indeed*, *Handshake*, *ZipRecruiter*, and even in *Notion* or emails for small startups) and because of that, it's unwise for applicants to rely on one platform. Secondly, managing and updating job applications requires a lot of manual work. For example, the current process might include collecting applications and saving them in one centralized place, updating statuses, following up, etc. The fact that the number of jobs people need to apply for in order to secure one offer is increasing exponentially definitely makes it worse.

Given that the job market becomes increasingly competitive and people's time becoming more valuable than ever, we want to build a tool to simplify the workflow, automate the process, and reduce the manual steps, so that candidates can spend their time substantively networking or preparing for the interview, such as doing mock interviews, practicing LeetCode problems, and solving product cases.

User Research

Objective & Goal

As the first step of the project, the goal of this user analysis is to identify user personas, learn about different job seekers' user behaviors, validate our assumptions and project ideas to

reduce risk and ensure that the product design can be centered around the needs and preferences of the target audience by understanding their goals, preferences, and expectations. The findings we can get from the User Research can also translate to actionable insights to guide our feature prioritization and UX/UI Design.

Research Method

Before defining the recruiting strategy and designing the interview questions, we defined our problem statement and research questions to guide our research design process. The problem statement we are hoping to focus on is “the lack of a centralized place to manage the recruiting content negatively impact job seekers’ job searching experience”. And the 3 research questions that we are addressing include the following:

- **RQ1:** What challenges do job seekers experience?
- **RQ2:** Do the challenges that job seekers experience vary based on job title?
- **RQ3:** If the challenges vary by job title, how do they vary?
- **RQ4:** What solutions do job seekers desire to improve their job-searching experience?

To answer these questions, we conduct user interviews and surveys. User interview is a one-on-one conversations with potential users where we are able to get in-depth qualitative insights to understand their motivations, pain points, and behaviors. This method also allows us to ask follow-up questions for clarification. On the other hand, the user survey is a questionnaire to allow us to generate quantitative insights based on a larger group of users. It is more efficient and saves time and resources compared to conducting one-on-one interviews. Considering the different benefits of both methods, we decided to utilize both of them in order to gain a more comprehensive understanding of the user journey and pain points to guide our product design, and increase the validity and reliability of research findings.

We used a mix of convenience sampling and cold outreach to recruit participants. We defined our target audience as young professionals in the tech industry that don’t have enough network and rely more heavily on cold apply, thus tend to suffer more from the “mass apply” job search. Therefore, we reached out to students from UC Berkeley and also group members from various tech-related communities on Reddit, Slack, and Discord. Before scheduling user interviews, we ran a screening and selected participants via Google Surveys to ensure they met the minimum eligibility criteria, such as whether they have applied for tech jobs either right now or in the past.

Interview Summary

In total, 13 people participated in the user interviews and 20 people completed the user survey. The result serves as a concept validation as most people apply for a decent amount of jobs (25 ~ 50 per week) and suffered from managing job applications from various platforms, which validated our observations and assumptions. In addition, the majority of people track jobs and update each stage of their applications. However, some stopped doing it after a while because of all the manual work involved in managing and maintaining the documentation, and almost all of them mentioned “automation” when I asked about what do they want to change the most about the process, which exactly relates to our key value proposition.

In addition, participants also mentioned several feature requests as well as other general pain points in their job-searching journeys. One thing that stood out to us is the aspect of “encouragement”. 100% of participants agree that job searching is emotionally draining and that mental support is very important. That also set our product design direction of making it encouraging, fun, and warm.

Key Takeaways

After analyzing the 13 user interviews, we determined the following key takeaway:

- The lack of a centralized platform itself is not the problem, but the manual work involved in the process is. Therefore, we should use “easy tracking” as the foundation, and build various features centered around making the process faster and easier
- Despite that people apply for tech jobs in different fields (Software Engineer, Product Manager, Data Scientist, UX Designer, UX Researcher, Academia, etc), the way that they are impacted by the status quo is fairly similar and shows a repeatable pattern
- While people use various job sites and LinkedIn is the most common one, people tend to use LinkedIn as the information hub and actually rely on the company’s career sites that LinkedIn directs them to, which involves common career sites like Lever, Greenhouse, SmartRecruiters, Workable, and Workday. Some other unconventional, but quite popular ways are through job postings they saw on forums, email, and Slack channels.
- Everyone has different things to track based on their particular needs, but the most common things include Job Title, Company, Location, URL, stage/status, whether or not they have a referral, and extra note

- Many people hope to save their customized resume/cover letter or their specific questions to the company's application; because they might have customized it for a specific company, or simply apply to different types of roles (e.g. applying for Data Scientist, Machine Learning Engineer, ML Product Manager roles together)
- People have various incentives to track. Besides the main reason for keeping things organized and not applying for duplicated jobs, people also hope to make simple analytics during or after job searching to reflect and improve the process. Some insightful data points they look into include:
 - How long do I receive a rejection on average?
 - How many jobs did I apply for?
 - How long did I wait until I passed the screening?
- Feeling depressed during job searching is a common thing. It can tell us about the color selection, design choices, or some inspirational quote & friendly reminder

Design

Background Research

Based on our research, there are multiple players in the market focusing on the job tracker space. Some major players include: Teal, Huntr, and Simplify.

Teal is an all-in-one platform that provides everything you might need to succeed in job searching, including Resume Editor, LinkedIn Profile Review, Job Tracker, Email Follow-Up Templates, Contact Management, etc. Huntr has a similar concept and focuses on the entire lifecycle of job searching, and it also provides team collaboration tools to allow team members to share job listings, collaborate on job applications, and track the progress of their team's job search process intended to benefit career service agencies & coaches. Simplify, on the other hand, focus on autofill the same information such as name, email, and past experiences to various platform to save time. One of the features that they recently launched is a job tracker that is intended to track every job that is applied with Simplify. It's certainly a competitive market, but given that the market is so big, we don't think it's saturated and none of them are big players that have giant market share. However, that information definitely makes us spend time thinking

about how we can differentiate and find the right set of features to actually benefit our target users. With that information in mind, we started our ideation process.

Ideation & Prioritization

The first question we are seeking to answer is the format of our product. Some formats that are relevant to us include mobile apps, desktop software, web applications, and browser extensions. Given that browser extensions can be easily installed and used directly in the browser, it is suitable for tasks that require frequent access. In the case of managing recruiting information, according to our user interviews, it requires frequent access since they are consistently applying for jobs during job hunting, and the update can happen at any time, such as just receiving an email regarding an update from a recruiter. In addition, since Chrome has the highest adoption rate of 65.76% according to *StatCounter*, we decided to build our tool as a Chrome extension that can benefit more tech job seekers and be easier to fit into their current workflow.

The second question we need to answer is: how should we prioritize our feature backlogs to ensure that we can build the most essential and helpful features with the highest ROI, given the limited time and resources we have? In any company, building every single feature that users request not only has a low return on investment, but also likely to make the product bulky, negatively impact the user experience, and end up not benefiting anyone. For example, when a company adds too many features, it can lead to an overcrowded and confusing user interface, making it difficult and frustrating for users to find and use the features they actually need. Moreover, from a strategic standpoint, a team also needs to allocate resources for something that can bring the most impact to the product. Therefore, our key goal during prioritization is to make sure that they align with our main goal and target our main users. Essentially, we want to pick a different route from all the direct and indirect competitors - we want to make our app very lightweight and straightforward, get rid of all the unnecessary information for individual job applicants, and try to make it fun, engaging, and encouraging.

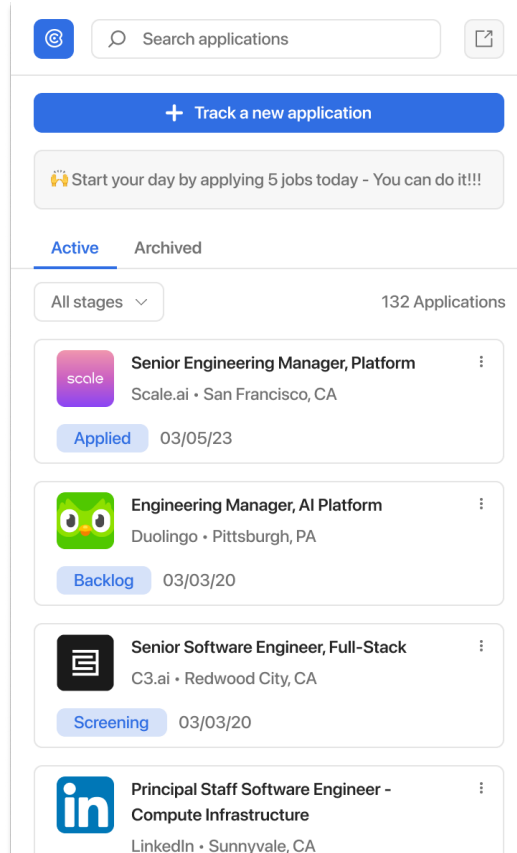
Based on these criteria, we translate the user insights into key functionalities with priorities:

- **Must have:**
 - Create tracking for one job application in one click, and allows edit and update
 - Auto generate timeline based on updated time

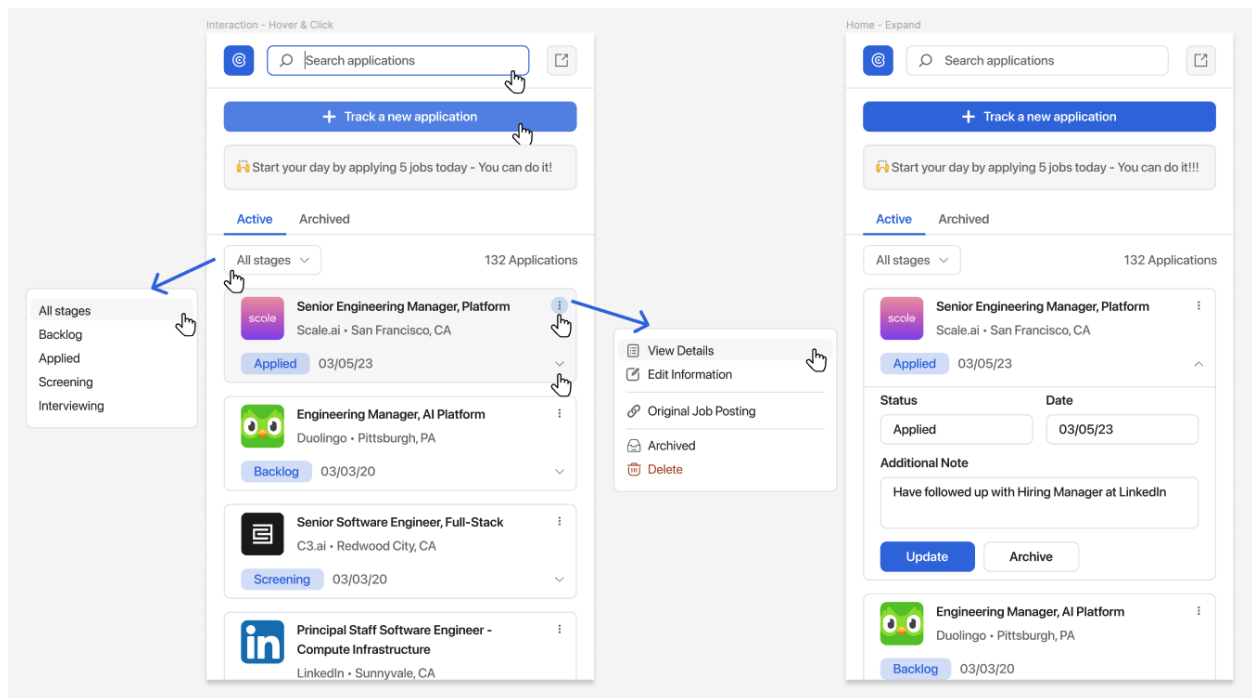
- Show inspirational quote & job searching milestones to encourage applicants
- **Nice to have:**
 - Attach customized cover letter/resume
 - Simple analytics & visualization of the job-searching journey
 - AI writer for cover letter & application questions

Main Experience


The main experience is very easy, straightforward, and intuitive. It starts with users opening a job application page. Once our extension detects that it's a job site (that we currently support), a call to action (CTA) button will show up on the right side of the page. Once users click on the button, this job will be added to the tracker, based on the key information on the page - just in one click. After that, users can open the extension and easily manage the update the information such as status based on their needs.



UIs for managing recruiting information on the extension



UIs for interactions

 **Track a new application**

Job Title <input type="text" value="Senior Engineering Manager, Platform"/>	Company <input type="text" value="Scale.ai"/>
Location <input type="text" value="San Francisco, CA"/>	Original URL <input type="text" value="https://boards.greenhouse.io/scaleai/jobs/4188291005"/>
Stage <input type="text" value="Applied"/>	Date <input type="text" value="03/05/2023"/>

Note

Did you applied with referral?

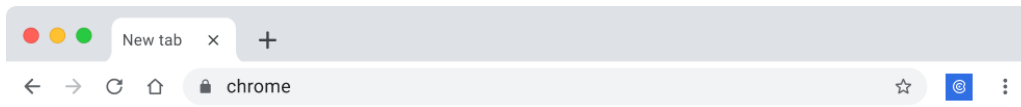
Job Description


Scale is looking for an experienced platform engineering leader. You will work horizontally with the platform team supporting Scale's existing and new product verticals creating a platform which enables fast experimentation, high interoperability, and security & compliance by default.

The ideal candidate is someone who can hands-on lead the platform team today to create the foundational infrastructure for Scale's scaling while also creating process and structure for the company's growth. They should create a team culture of amplifying Scale and create strong advocates within the product verticals. They should have experience leading a high performance horizontal engineering team; identifying what the company needs and with achieving outcomes which combine to push the company forward.

Day to day:

- 30% Managing of IC's within the team



 **Track a new application**

Job Title <input type="text" value="Applied"/>	Company <input type="text" value="Applied"/>
Location <input type="text" value="San Francisco, CA"/>	Original URL <input type="text" value="https://boards.greenhouse.io/scaleai/jobs/4188291005"/>
Stage <input type="text" value="Applied"/>	Date <input type="text" value="03/05/2023"/>

Note

Did you applied with referral?

Job Description

UIs for the popup experience

We used Figma to design the UIs of the tool. It consisted of 5 parts:

- **Search:** Since recruiting is a numbers game, and our original goal of making this tool is for people to not need to worry about the manual work involved in tracking everything, we expect the tracker list to get very long. Therefore, we have a search bar to allow them to easily find the jobs they have added to the tracker
- **Add:** In the era where diverse sourcing for jobs becomes one of the keys to find tech opportunities, the jobs you wanna save might not even be in a job site. No matter if you saw the job opportunities on a notion page or in the Slack channel, you can always copy-paste the information and manually add it to our tracker
- **Milestone & Encouragement:** We aim to provide inspirational text to keep them motivated. It might look small, but according to our customers, everything inspirational during the stressful period is appreciated. We decided to have general inspirational text to motivate people to apply for more jobs, congrats them when they have new screening & interviews, and provide inspirational quotes when rejections happen
- **Filter:** Allow users to quickly find job applications at different stages to take actions accordingly
- **Tracking:** For each application saved in the tracker, it includes stages (Backlog, Applied, Screen, Interview, Offer, Rejected), Position, Company, Location, and Date of application. If users choose to view details, they are also able to see job descriptions. All the information will be automatically parsed by our tool and allow users to edit. Users can also update the status and add additional notes

Concept Validation

After we finished our high-fidelity mockup, we reached out to 3 potential users and ask for feedback to evaluate the viability of the idea and the product before investing resources into development, as well as some usability feedback that can inform our design iterations. Our goal was to see if this concept could actually solve a real problem for customers and meet their needs. Some outstanding feedback includes:

- “I enjoy the encouraging part of extension! The whole job-searching process is extremely discouraging and I love those little things to help.”
- “I love the clean look! It makes it easy to navigate and use.”
- “It’s definitely a very feasible idea, super straightforward and you don’t even need to explain to users what is the value of the app.”

- “The format of the product makes a lot of sense. A web extension can provide a centralized place to manage scattered and decentralized information that is stored across various platforms. It really makes it easy for users to access and manage their information efficiently.”
- “I can see a huge need for this - Please let me know when you launch it in the extension store, I will absolutely use it!”

Overall, the feedback is very promising. All participants agree with the vision of the product and believe that it can be extremely useful, especially given the current job market climate. With the good feedback, we moved to the development phase.

Development

Chrome Extension

As the first step, we started implementing it by supporting jobs in LinkedIn and Lever, a recruiter software that job seekers commonly use for job applications. The code structure is as follows:

- assets (store all png files we're using for the extension)
 - bookmark.png
 - delete.png
 - edit.png
 - exit-icon.png
 - go.png
 - play.png
 - save.png
- third-party (store all third-party packages we're using for the extension)
- manifest.json
 - a configuration file used in Chrome extensions to specify various properties and behaviors of the extension.
 - "name": Specifies the name of the extension as "Jobs-to-be-done".
 - "version": Specifies the version number of the extension as "1.0".

- "description": provides a brief description of the extension as "Saving job applications in LinkedIn".
 - "permissions": specifies the permissions required by the extension, including access to the browser's background, storage, tabs, and bookmarks.
 - "host_permissions": specifies additional permissions that the extension needs to access resources on specific websites.
 - "background": specifies a service worker script that runs in the background to handle events and perform tasks.
 - "content_scripts": specifies scripts that run on specific web pages to modify their behavior or content.
 - "web_accessible_resources": specifies a list of resources (images) that can be accessed by web pages outside of the extension's origin.
 - "action": specifies the appearance and behavior of the extension's toolbar button.
 - "externally_connectable": specifies which external domains the extension can communicate with.
 - "manifest_version": specifies the version of the Chrome extension manifest file being used (version 3)
- background.js (bg-wrapper.js)
 - contains two event listeners that are used by a Chrome extension.
 - The first event listener listens for messages received from external sources and logs the message to the console. It also sends a response back to the sender with a simple object indicating that the message was received.
 - The second event listener is triggered when a tab is updated in the browser. It checks the URL of the updated tab and extracts relevant information, such as the job site and job ID. It then sends a message to the content script associated with the tab, passing along the extracted information.
 - contentScript.js
 - contains business logic code that adds a bookmark button to LinkedIn and Lever job listing pages. When a user clicks on the bookmark button, the extension saves the information to the Chrome storage API as a bookmark.
 - The extension also listens for messages from the background script, allowing it to add or remove bookmarks as needed.
 - popup.html

- HTML file for a popup window that can be displayed when the user clicks on the Chrome extension's toolbar button.
- designed to display a list of saved bookmarks, and the included "popup.css" to style the content and "popup.js" to provide interactivity to provide additional functionality to interact with and manage the bookmarks list.
- Structure of bookmark element

```
const newBookmark = {  
  time: getTime(),  
  site: site,  
  url: window.location.href,  
  id: currentJob,  
  title: jobTitle,  
  company: companyName  
};
```

- popup.js
 - Contains business logic code that allows users to bookmark job listings and view them later in the popup. The bookmarks are stored in Chrome storage.
 - `addNewBookmark`
 - creates a new bookmark row in the popup and adds it to the bookmarks element.
 - `viewBookmarks`
 - iterates over the array of bookmarks passed to it and calls the `addNewBookmark` function for each bookmark.
 - `onGo`
 - opens the job listing URL in a new tab when the "go" button is clicked in the bookmark row.
 - `onDelete`
 - removes the bookmark row and updates the number of applications displayed in the popup when the "delete" button is clicked in the bookmark row.
 - `setBookmarkAttributes`
 - sets attributes for the bookmark row elements such as the bookmark ID, job site, URL, and event listener for the "go" and "delete" buttons.
 - uses `chrome.storage.sync` to store and retrieve the bookmarks.

- checks if the active tab is a job listing page in LinkedIn or Lever.co.
 - `DOMContentLoaded` event listener gets the active tab URL and checks if it is a job listing page.
 - If it is, the code retrieves the bookmarks from storage and displays them in the popup.
 - Otherwise, the code displays a message indicating that the current page is not a job site.
- popup.css
 - defines styles for the elements used in a popup window
- utils.js
 - `getActiveTabURL()`
 - uses the Chrome API to retrieve information about the currently active tab in the user's browser window.

User Interface

Upon clicking the Chrome extension icon, a dialog box pops up. At the top of the dialog box, there is an inspirational prompt that encourages users to apply to at least 5 jobs a day. While it may not seem like a lot, developing the habit of consistent job applications can lead to positive results in the long run.

The interface also displays the total number of job applications, followed by job cards that provide essential information, such as job title, company name, and the date it was added. Each card includes a forward button that links to the job page and a delete button for removing uninterested listings.

Demo

<https://www.loom.com/share/9730de5a195f4af3ab52711e3be352bd>

User Testing

After we finished developing our MVP (Minimal Viable Product), we conducted user testing to ensure that it meets the requirements. Due to the limited time and engineering resources we

have, we focused on building and testing the most important aspect of our vision, saving jobs cross-platform.

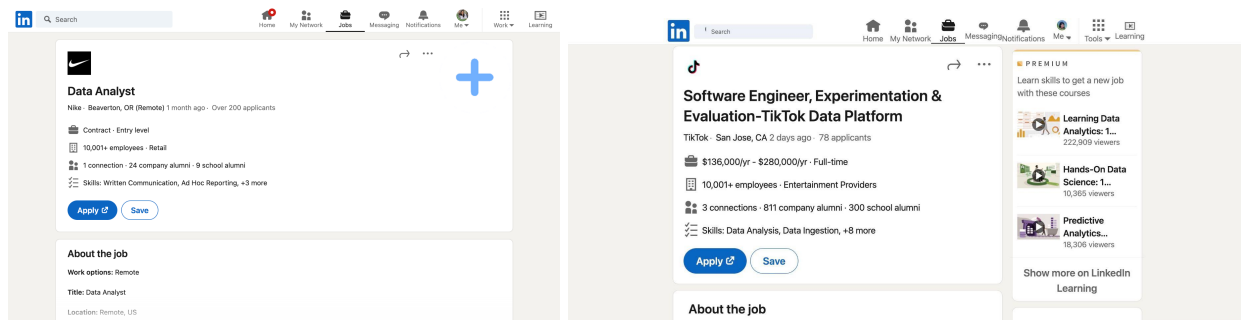
We conducted user testing by making them clone and download the source code from our GitHub repository, and load the local repository in the Chrome Extension developer mode. After they finished the setup, we presented the participants with two jobs from the sites that we supported, and we instructed them to explore the app independently. We observed the participants to determine whether they were able to successfully complete the main tasks (Add, Delete, and Go to the original listing). Then, we asked about their overall reaction and their thoughts about each aspect of the app.

It turned out that the user flow is straightforward and participants can intuitively figure out how to use this app. There is some feedback around making the call-to-action button more clear and doing some UX copy audits to make some button names make more sense.

Discussion

Challenges

One unexpected challenge occurred during our UI implementation. In April, LinkedIn introduced a right pane, squeezing the job section and covering up our plus sign. This change disabled many LinkedIn Chrome extensions, including ours.



Before & After

As our initial plan was to build a cross-platform job tracker, we quickly pivoted to Lever, another job site. However, this left very limited time for front-end development, so we only managed to implement a basic UI.

Learnings

It is essential to provide a comprehensive solution that includes job posting, job tracking, and application updating, all in one place. Relying on a single website could pose a significant risk to our product. Even a minor change on LinkedIn's platform could cause a complete service disruption, as we recently experienced with the UI change on LinkedIn.

Additionally, it is wise to allocate at least one week to accommodate any uncertainties that may arise. The recent UI change by LinkedIn left very little time for front-end development, which highlights the importance of being prepared for unexpected situations. In the real world, applications often face surprises and tight deadlines, which makes it crucial to have a contingency plan in place to ensure successful delivery.

Future Work

As for future work, we will start by focusing on building the functionalities and UIs that can meet the requirements and specifications that were defined during the design phase. Then, we plan to support more job sites to truly achieve the vision of providing a centralized place for job information. Then, based on user feedback, we will keep iterating and implementing other good-to-have features to make the entire job searching lifecycle efficient and organized.

Appendix

Interview Questions

Basic Demographic

- Where are you located?
- Your educational background, and job title / aspiring job title?
- How frequently do you look for a job? Usually how long does it take?

- While applying for jobs, how frequently do you apply?

Needs & Pain Points

- What job sites do you usually use? Why?
- Can you walk me through your current job search process? How do you keep track of the jobs you've applied for and the status of those applications?
 - Was there a pain point in that experience? What was it?
- How do you keep track of the jobs you've applied for and the status of those applications?
 - Is there any tool/resource you use? How did you decide to use this?
 - How was the experience?
 - How do you manage the information and communication from different companies during the job application process?
 - How do you keep track of the information provided during the interview process and follow-up?
 - How do you track job opportunities?
- How do you manage the feedback and communication from recruiters and hiring managers?
- How do you stay informed about new job openings that may be relevant to you?
- What are some of the biggest challenges you face when searching for a job, if any?
- Have you ever missed an opportunity or deadline? What happened?
- How do you stay motivated during a prolonged job search?
- Are there any features or tools that you wish existed to help with job searching and information tracking?

User Interview Reports

Interviewee #1

- **Job Searching Process:**
 - Apply around 50 per week
 - Use various job sites including LinkedIn, Indeed, Google Jobs, Angellist, YC Job Board
 - Use H1B Checker for filtering out sponsorship jobs

- Use ChatGPT to write cover letter
- **Tracking:**
 - Use Notion - However only track when she got interviews; otherwise, there will be too many jobs to track. Mostly rely on emails.
 - Track JD, Company, Stage (Interview scheduled, in progress, etc)

Interviewee #2

- **Job Searching Process**
 - Apply 10+ per week
 - Mostly use LinkedIn jobs, occasionally indeed
- **Tracking**
 - From Excel to Notion to track
 - Track Job Title, Company, Location, Pay Range, URL, Resume Sent, Cover Letter, Stage (Receive response? Rejection?)
 - He changed resume differently depends on the JD (He applied for both Product Manager and Product Design). For the companies he wants, he changed the languages to tailor for the JD)
 - He also likes to save how he answered the customized question in the application (Why do you apply to us?)
- **Pain Points & Features Request**
 - When using Notion to track, everything is very manual and takes a lot of time.

Interviewee #3

- **Job Searching Process**
 - Apply 50+ per week, for both product and data roles
 - Use LinkedIn Jobs majorly, also Angellist, Handshake
 - Use Simplify Chrome Extension
- **Tracking Habit**
 - Initially track everything using Google Sheet. However, he stopped doing that for all applications because he applied a lot and it is depressing to go through the list
 - Still track companies that he received responses from or like to get a referral
- **Pain Points & Features Request**
 - Lost a lot of motivation in the process, feeling depressed

- Want to directly update things to Google Sheet (Where he tracked)
- Want to have ChatGPT integrations to write a cover letter & why company type of question

Interviewee #4

- **Job Searching Process**
 - Apply 10 per week
 - Mostly use LinkedIn, briefly Indeed and Handshake
 - Save interesting jobs for later and apply all together within 3 days. Because a lot of time he's on his phone or need to do modification for certain JD or want to ask for a referral
- **Tracking Habit**
 - Track in Google Sheet initially; then stop tracking when it becomes overwhelming to track and maintain everything
 - Track URL, company name, title, referral or not, stage (if hear back), date of each stage
 - Save content for special prompt (Why you apply to us?)
- **Pain Points & Features Request**
 - Automation for tracking would be great

Interviewee #5

- **Job Searching Process**
 - Apply 20~30 per week
 - Use LinkedIn, Handshake, iSchool Slack
- **Tracking Habit**
 - Don't track - however will put relevant emails in one folder (to see if I have applied to this job)

Interviewee #6

- **Job Searching Process**
 - Actual number of jobs applied depends on how many jobs are available; apply to 120 jobs during internship search (Applied for both data, pm, and ml)

- Sometimes I saved first and apply later, because sometimes I need to go back to do more research and polish my resume, or I am outside at a bar and saw a email notification about new jobs opportunities (Add to Notion mobile)
- **Tracking Habit**
 - Use Notion to track
 - At first track everything, then becomes a chore and become lazy to maintain the tracker
 - Saved different versions of resume for A/B test; also have different versions resume (DATA/ML and PM) and might change resume specifically for a job that I am very interested in applying

Interviewee #7

- **Job Searching Process**
 - See something, apply something; if very stressed, might apply 10 jobs per day
 - Use LinkedIn jobs to see how many connections I have and use handshake to see if they sponsor
- **Tracking Habit**
 - Use Google sheet to track
 - Track title, company name, URL, JD, apply date, status; don't save the details
 - Reason for tracking is to make sure that she won't apply duplicated jobs

Interviewee #8

- **Job Searching Process**
 - Mostly use LinkedIn; spend a lot of time in researching company size (big corporate) and the product type to make sure that she's a great fit for
 - Basically have one version of resume, however will change some languages in resume if she believes that she's a perfect fit or very interested in the opportunity
- **Tracking Habit**
 - Use spreadsheet to track job applications
 - Track the exact listing (if I pass the screening, I wanna see the exact JD, the title, the date I submitted, the stage & status, my password for the recruiting site)
 - Save and customized cover letter for each company

- Save the random question that big companies ask during application, such as GPA, Major GPA, last 3 semesters GPA, old boss phone number, etc
- **Pain Points & Features Request**
 - Manage job applications in different platforms is very annoying

Interviewee #9

- **Job Searching Process**
 - Mostly rely on LinkedIn, Handshake, Slack Channel; use LinkedIn as the centralized place to know the companies and look into other position in that company
 - Will leave a chunk of time solely for job searching, not very ad hoc
 - If it's a good fit, I might customize my resume for it
- **Tracking Habit**
 - Use spreadsheet to track; save info like company name, position title, some important details (like relocation or special things about the job), apply time, how long being rejected on average
- **Pain Points & Features Request**
 - It's hard to find a job that I am truly a good fit for. None of the job sites can allow me to do it. What if I can use my resume to match suitable JD? (e.g. Company industry doesn't always reflect the particular job position. It might be a FinTech product line in a Uber)

Interviewee #10

- **Job Searching Process**
 - During internship search, focusing a lot on networking and talking to someone from the company
 - During application, would also talk about speaking to that person (for example, cover letter)
 - Best case - already know someone. If not, ask friend circle to around to see if they know someone.
 - Casually browsing during free time between classes and then apply later
 - Customize resume, 3 general
 - Always write about cover letter

- **Tracking Habit**
 - Use spreadsheet in the beginning and then move to Notion
 - Track everything including role, company, URL, stage/status, whether I spoke to someone or not (this one is very important to her), rejected or whatever
 - Manually input everything so it can get quite messy, especially during grad schools that have so many responsibilities
- **Pain Points & Features Request**
 - LinkedIn Jobs filtering is NOT helpful. She highly value connection and wish to filter out things just based on that.
 - Have ChatGPT to write cover letter
 - The tracking process is very manual and not quite organized.

Interviewee #11

- **Pain Points & Features Request**
 - Once you stop, it's hard to get back on track (thinking about you have already lost so many opportunities....)
 - Need to have some encourage and stop escape from reality....

Interviewee #12

- **Job Searching Process**
 - Use LinkedIn for information gathering and then directly apply in the company job site. Have tried others like ZipRecruiter, very complicated
 - Don't really customize resume and avoid applying to jobs that require cover letter
- **Tracking Habit**
 - Used spreadsheet in the past but very messy. Then switch to Teal that allows you to add jobs with a link
 - When tracking the applications, she wants to see how many she has applied to - if applied to X number of jobs and still haven't get any call (low conversion rate), will re-assess and improve the resume
 - Information like status, company and position names, date are the most important thing
- **Pain Points & Features Request**
 - Need to meet up with friends to go through the process together

Interviewee #13

- **Job Searching Process**
 - Use LinkedIn as the centralized hub for information and apply in the company's site, and cold outreach to people in the company
 - Also check out newsletters and local job boards for certain industries
 - Have multiple resume versions for different types of positions
- **Tracking Habit**
 - Used to never track jobs, they are in the email inbox. But recently start to use notion spreadsheet for tracking because it's a numbers game and need more analysis to do
- **Pain Points & Features Request**
 - Remind myself to not stuck in my failure, and become less emotionally attached

User Testing Guide

1. Clone/download the source code from <https://github.com/RJSSUE/Jobs-to-be-done-1>
2. This extension currently supports Google Chrome only. Go to Extensions → Manage Extensions
3. Toggle on Developer mode
4. Click the Load unpacked button, and select the local repository
5. Test a job link on LinkedIn or Lever