

Candidate job-seeking journey

Social-media diary study

1 – 15 December 2015




Objectives:


- Observe how candidates look for jobs over time, in the context of their everyday lives.
- Identify what apps and devices are used and when and how do candidates move between them.
- Explore the use of mobile within the job search journey.
- Assess the feasibility of the 'social diary' platform.

Background

We ran a diary study pilot on a new social-digital platform with **5 carefully selected archetypical users over 2 weeks**. Participants posted their activities, emotions and photos daily. They also completed a printed diary diagramming their career journeys as well as postcards detailing their daily digital activities.



"I search mainly on the mobile then apply from my shortlist."



"SEEK does lots of good things that LinkedIn doesn't and vice versa, not really keen to have more profiles and identities to manage on line."

Sites/apps used: SEEK, Adzuna-One shift, My Career, Career One, LinkedIn

Triggers for searching for a new job varied significantly



Dean: Took a **voluntary redundancy after 13 years** in the same role as a senior marketer. He's looking for a new and exciting challenge. He's selective and prioritises work-family balance.



Ravi: **Has visions of being a wildly successful entrepreneur.** He wants to improve his financial position while **getting the experience he needs to build his own business.**



Rebecca: Is looking for an admin role in a legal firm after being **terminated due to serious illness.** She has no experience but is looking **for career growth and a means to support herself.**



Franklin: Is bored looking for a new challenge. Currently, an MD for a highly technical machinery company, his **ambition is to be one of the top execs in the world.**



Athena is looking for **a long-term contract which is typical for highly specialised engineers,** such as herself. She's looking for an engaging role in a fun and social environment.

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Two week social-media trial diary study 1 – 15 December 2015



High Level findings

1. **Mobile is pervasive** in all aspects of job-seeking especially, search. Mobile is often used for search alongside the desktop, and while commuting.
2. All, including, MAX/MAX **eagerly shared their job-search experience**.
3. Job-seeking is **a lonely and isolating process**, even for the resilient.
4. **SEEK is the preferred job-seeking** site across all demographics.
5. **LinkedIn is viewed as an adjunct**, not a competitor
6. **Jobmail is not considered precise**, Roundup isn't highly valued.
7. **SEEK profiles aren't valued yet**, and are kept as generic as possible.
8. Inexperienced seekers may **have ineffective job-seeking behaviours**.
9. Experienced candidates **research roles by quickly tapping into their networks**, limiting unnecessary effort and rejections.
10. **Advice is wanted**, but is dependent upon a candidate's seniority.



"Commitments to my current job make looking for a new one very challenging."



"I sent over 180 applications over the past month."

Looking for a senior level role is like running a marathon, it's hard work!



"I'm trying not to let bad news let me down."



"There's a feeling that your application is going into a black hole."

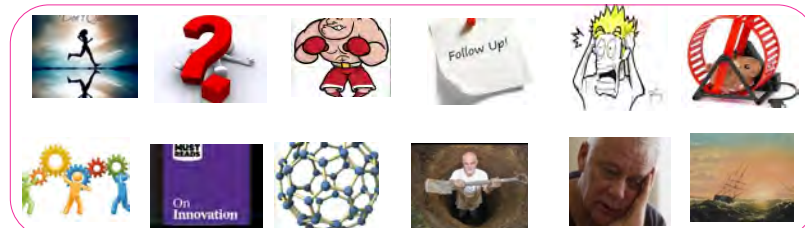


"LinkedIn connections have taken years to build."

seek.jiveon.com/docs/DOC-11081

V.02

The highs and lows of job seeking expressed by candidates:



Pain points:

1. Rejection is tough – but even tougher for highly skilled employees who put significant effort into the application (All)
2. Not getting a response - to an application or query (All)
3. Getting a 'no' after a 'positive' interview (All)
4. Depersonalisation: Recruiters who don't try to get to know the person (All)
5. Trying to find a job while doing your job (Ravi, Dean)
6. Money worries and family conflict (Ravi, Bec, Dean)
7. Lack of experience or the right experience (Ravi, Bec)
8. Broken or ineffective jobsites and convoluted applications (Athena)
9. Unsure if they are looking for the right role (Ravi, Dean)
10. Lack of the right opportunities (Franklyn, Athena)

See Debora Deitel for further details

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Opportunities for SEEK

1. Design an experience that recognises and supports how **users shift from one device to another**.
2. Further investigate the **use of mobile for search** and implications
3. Automate **and consolidate contacts, dates, notes and locations**, etc...that are part of the process of application, interview and follow up.
4. **Improve the precision of Jobmail and Weekly Roundup**; match up with saved searches, integrate with notifications and site behaviour.
5. Enable job **seekers to connect to each other** online.
6. Provide an **easy way for hirers to get back** to candidates
7. Encourage the use of **"Apply with SEEK."**
8. **Identify ineffective seeking behaviour** and provide support.
9. Position SEEK as the **best repository for resumes**.
10. Support **multiple profiles**.
11. Provide **tailored advice & content** based on user requests and job types.
12. Explore, identify and fill the **gaps left by LinkedIn**.
13. Provide contextual volunteer opportunities that match job searches.



"I mainly use my own pre-set searches". Jobmail isn't that precise."



"...Don't become LinkedIn– stay like SEEK"



"The process of applying is unnecessarily convoluted."



"I apply for many types of roles so I keep my profile very generic."

Revelation: Tool efficacy

100% Completion including all postcards and 4 drawing exercises.

Candidates at all levels including 3 Max/Max used the app with ease and used it often.

Candidates easily shared large amounts of personal and 'real' information.

Revelation lacks powerful tools for post-study analysis.

Revelation enables observers to view results in real-time while designing. This is one of its key benefits. We did not use this feature. In future, we should.

Revelation enables users to connect, we disabled this feature, with hindsight, we would have enabled it.

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Cadence of daily digital usage:

APPS & SITES -

This indicates a single day's snapshot of how our participants used their mobile or desktop for job searching activities during the course of a day. Mobile is the preferred method amongst these participants for checking for new jobs.

When?	Device	Linked in	SEEK	Career one	My Career	Adzuna	FB	CALENDAR	EMAL	TALK	TXT SMS	TWITTER	OTHER SITES
Morning		R,A,D	R, A	D	D		B	A, D, B	A,D, B, F (i)	A	B		
		A, D	A, D, B	B		A, B			A, D, B				D
Afternoon		A, D	A, D, F				D, B	A	A,D, B		A,B		D
			B, F						D, B				
Commute		RA	R				B		AB		B	B	
									B				
EVE		A, F(i)	R, F(i)				B	A	A, B	A	A,B		
			A,B										

Sixdegrees
Spectrum brands
Matchexecutive.com
Roberwalters.com
Equinoxpartners.com

Dean

(i)-ipad

Other tools: Excel – for logging events (D)
Word for resumes and cover letters (B,D, A)
Google maps for location (D, B)

Sites/apps used: SEEK, Adzuna-Oneshift. Career One, My Career, LinkedIn



"I search mainly on the mobile then apply from my shortlist."



"SEEK is the easiest site to navigate because of my saved searches."

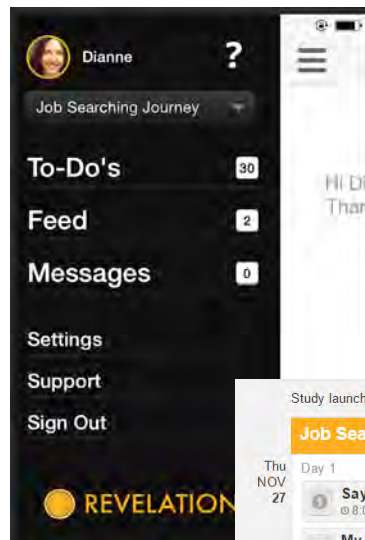


"I do have a SEEK profile but to be honest don't know how and what for to use it. I prefer my LinkedIn profile."

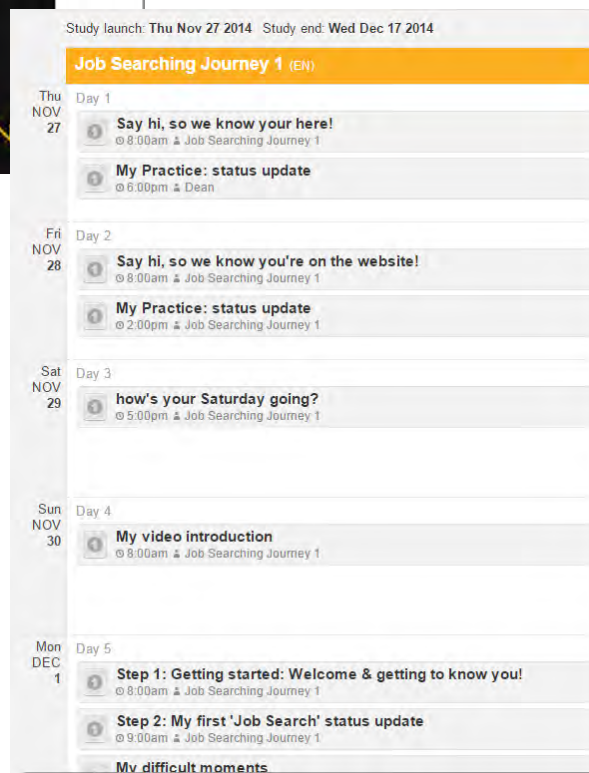
Diary Study Entries

Candidate diary interfaces

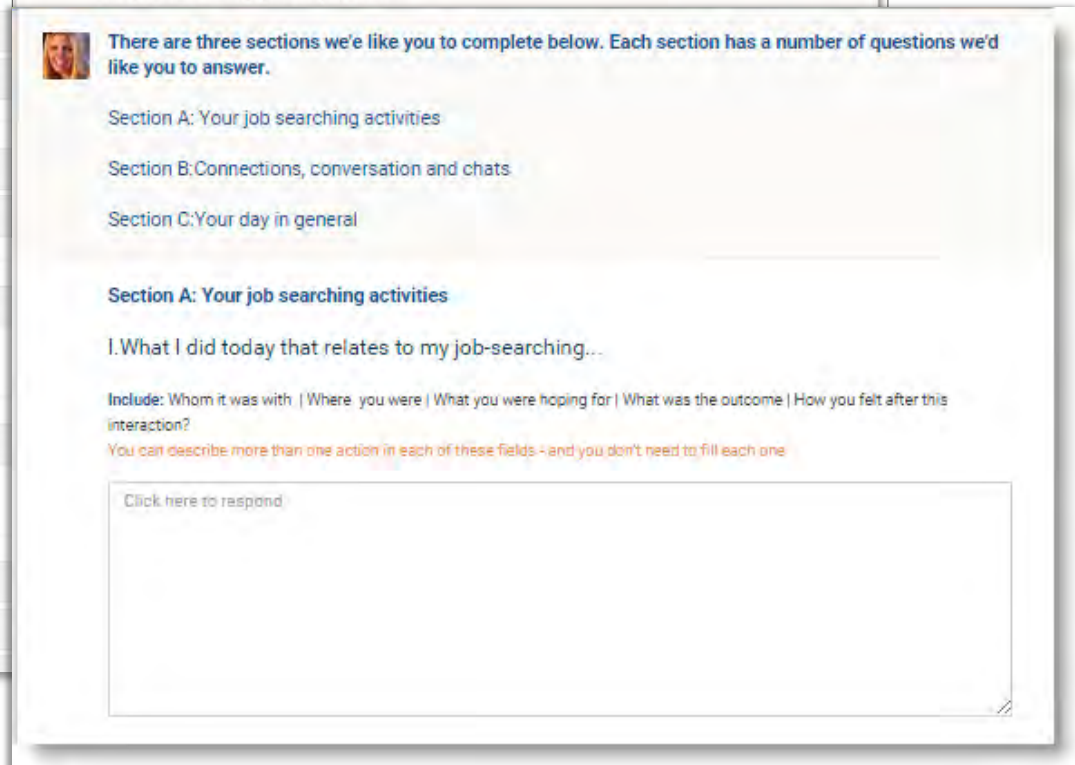
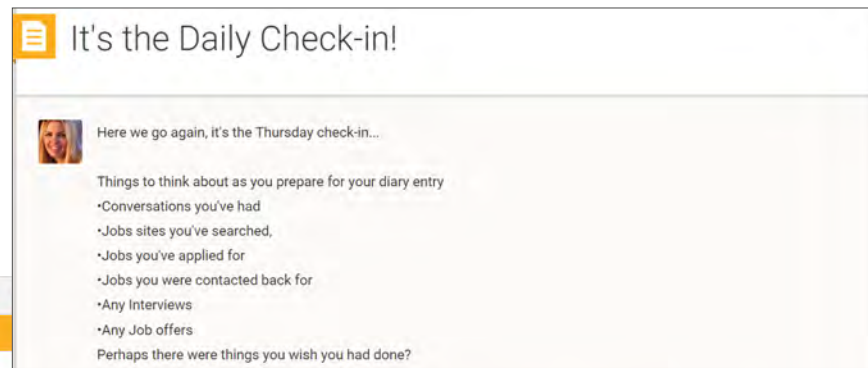
mobile



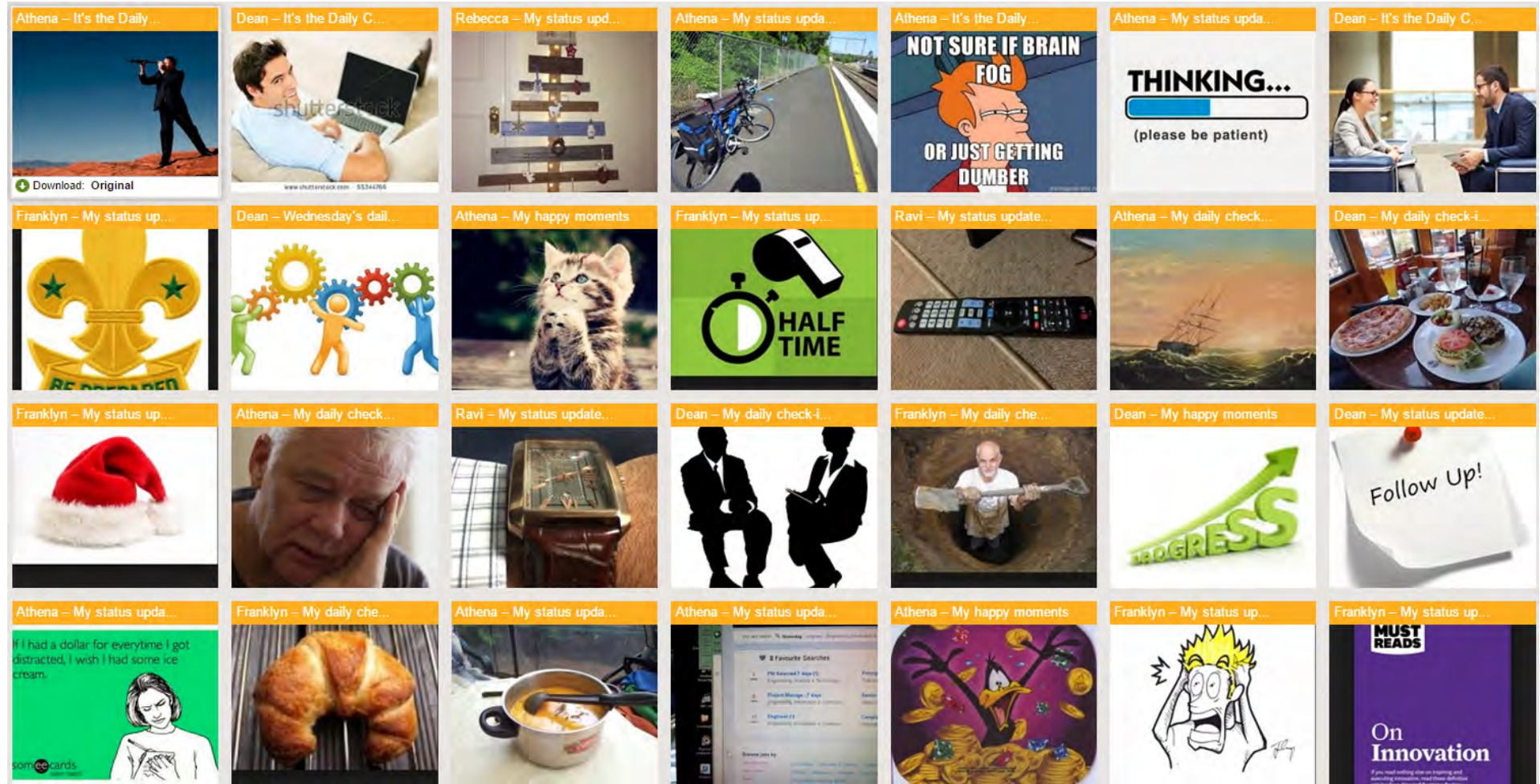
schedule



Web/mobile



Artefacts: Candidate emotion pictures...



Monitoring interfaces

Showing 5 responses Sortby: Responses - Latest

Franklyn 0 likes

Paper activity: My job jour

Rebecca 0 likes

My difficult moments

Today there has been no particularly difficult moments. It is all going fairly well at this point - apart from not having a job!


Rebecca 0 likes

My happy moments

No new information in relation to jobs yesterday. However I started cooking all my gingerbread pieces and I'm very keen to start putting it all together!

Rebecca 0 likes

My status updates - Throu



Franklyn 0 likes

V2: My daily check-in (E)

Posted an article on LinkedIn. Reviewed new ops on seek, emails, none for shortlist. Called Recruiter, waste of time. Prepared for job interview next week.

Franklyn

Paper activity: My job journey till now & My future job journey

Add a tag: All tags:

Display Stimuli for this Activity

Add a comment

Debra (Moderator)

Enter your reply here

Post comment


Job Searching Journey

View Show Me Athena Add filter

Showing 62 responses Sortby: Responses - Latest

Athena 0 likes

Farewell: Video check-out



Athena 0 likes

Goodbye and thanks

It's been an interesting study, made me aware of how I use different tools and information in my job search. And sometimes I felt like I had an ally who listened to me when I was frustrated. I also hope my input has provided what you were after and that your new product will take that into account. I look forward to seeing the new GEEK - Hi Cheers, Athena

Athena 0 likes

My status updates - Throu

Spent all Saturday outside - doing some shopping. NOT for Xmas, but for an engagement party of a friend's brother. It is HARD selecting presents!


Athena 0 likes

My happy moments

I love my resumes on my hard drive (local). I have a few "master" versions, highlighting my skills for a particular type of role (e.g. engineer, project manager, tender manager etc). But I never send even the master - it serves as a starting point for detailed modifications. Master versions are stored under a folder called "Master Only"


Athena 0 likes

My status updates - Throu



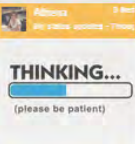
Athena 0 likes

My status updates - Throu




Athena 0 likes

My status updates - Throu




Athena 0 likes

My status updates - Throu



Athena 0 likes

My status updates - Throu




Athena

Farewell: Video check-out

Add a tag: All tags:

Display Stimuli for this Activity

- Use your mobile phone to take a short (30 sec) video farewell video of yourself or your environment as a closing statement to this study.



Download: Original MP4

- Add any closing or good-bye statement here.

Dear Debora,

Thank you for this experience. The study turned out different than I first expected -- better and more personal! Good luck with collating all the info, I will see you on Monday and hand in the paper activities.

Cheers, Athena

Add a comment

Debra (Moderator)

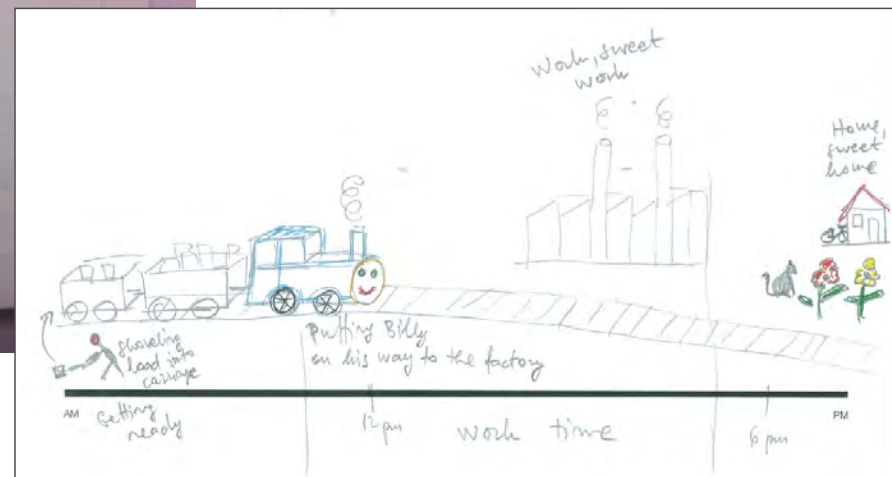
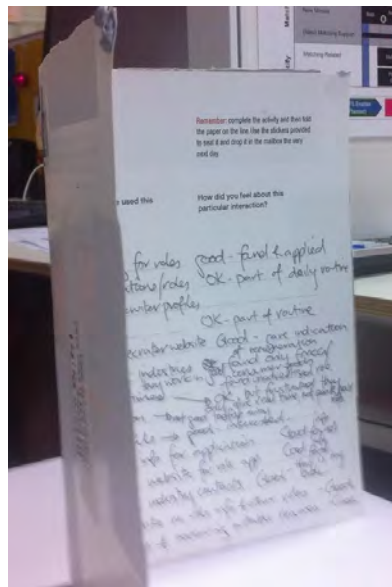
Enter your reply here

Post comment Request Feedback (make this a probe)

Candidate data

Participant	A picture that represents me...	Why this represents me	My friends would describe me as.....	What does 'having the right job' mean to you?	What was the main trigger that is driving you to find a new job? And what are some of the other reasons?	Describe how you feel about your job searching journey.	What kind of work do you normally do
 Athena		I love bicycles. Not just riding them, but tinkering, fixing, customising, reverse engineering... While I rode my bike a lot as a child, and later always had a bike rotting somewhere around the house, it is only about 5 years ago that I took the plunge and started doing what I had long planned: using a bike for real transport. I ride to work (that is, when I HAVE work) pretty much every day. I don't race -- I see the bike as a fantastic, practical vehicle that takes me from A to B. And it does so by providing	Different, not following the crowd, independent, down to earth.	Job that provides satisfaction, challenge in more than just professional sense (meaning intellectual, social, fun). Of course, providing means to live (money), but that is not a deciding factor.	Previous contract finished. Even so, I wanted to change the job much before, as it didn't provide the satisfaction that I seek. I just didn't have the bandwidth to dedicate to job search due to the very restrictive nature of my previous work place.	I have changed job a number of times in the past, but for the last 6-7 years have been mostly in stable employment. This time around, I feel there is unacceptably little human input in the selection process. Everything is automated, applications are sent into a "Black hole" and with any luck, I receive an automated email. And those emails invariably say "... please note, we will only contact you further if you are shortlisted for the interview... otherwise, if you don't hear from us, please assume you have been unsuccessful". This is VERY FRUSTRATING. Applicants are left in the dark, not knowing if their CV and letter are being read at all. And if so, it feels like some software scans the documents looking only for keyword match!	Engineering design, consulting and project management. I am in Telecommunications industry (NOT specialising in IT) and while there are a good number of jobs advertised, they all seem to feature numerous acronyms, experience in which is labelled as mandatory. Who knows which key word will lend me the next job!!
 DEAN		I like to work hard, but I have relaxed view of work and life in general. I can get things done, but do it without getting too stressed. Work-life balance is important.	laid back, and a relatively quiet guy.	A role that is challenging and rewarding. One where I can build good relationships and work together to get things done.	I took a voluntary package after 13 years with my last role. Decided that this was the right time in my life to look for new opportunities.	It's frustrating because it's taking longer than I expected, but I knew that it might take some time for find the right role for me. I've really enjoyed spending more time with the kids and doing school pick ups and all the things you don't get to do when you are working full time.	I am a sales and marketing manager working in manufacturing businesses. I have a background in export and have always been involved in businesses with an international focus. I have worked mainly with industrial products, but have also have more recent experience with FMCG.
 Franklyn		Exercise, activity, achievement, sport	Serious, funny, smart	Opportunity to build something	Lack of any career path. Poor cultural alignment with current organization	Tired and frustrated	General manager
		Eagle-though have enough to eat under the legs (sufficient to sustain life-current job), aims and flies high in life.(looking ahead to technical job). And specially when it rains (difficulties) it flies above the clouds and protects itself (to overcome difficulties in life have to go them)	Dedicated and target oriented. What I want I achieve.ambitious and clear about goals	The job that suits my interest and qualification along with good performing and challenging environment. Right job means working for self, to decided yourself as to how, how much, when and what manner you want to work and i get the same privilege being in sales.	To learn new skills in technical sales so that i can built my future business idea of being a technical consultant providing engineering solutions.	Keeping a close eye to avoid missing good opportunity.i feel that it is quite a tough period i am going through as i want to excel in my current role but still want to be committed towards achieving ultimate goal. difficult to manage time but i am still positive as when going gets tough, the tough gets going.	Sales.I am business accounts manager for B2B sales at telstra business centre mentone. I look after businesses around bayside region in relation to their telecommunications and IT business needs. Making it simpler I do sales for bto mentone.
		This is me. My shoe collection and my two metre tall giraffe. I've chosen this because these are two things that I love! Shoes, I'm always on the look out for new and unique shoes to add to my collection. I don't wear them all,	My friends would describe me as.... Being caring, bubbly and very organised.	Having the right job for me means being in a position I'm passionate about and comfortable in. Working within a corporate office environment with people I get along with well and the ability to grow within the organisation!		How I feel about the job searching journey is quite negative at this point in time. I have applied for 160+ jobs so far and it's very difficult at this time of year as jobs are decreasing coming up to Christmas. It also varies, because when you get that interview, the emotions	The work I 'normally' do varies. I have worked (both paid and volunteered) in events, customer service, child care and administration. My work of choice or my ideal job would be undertaking administration or reception work with the legal environment.

Paper diary



Postcards

Drawing

Candidate paper diary entry (sample)

Write a letter to a job site

Think of the job site you use the most and draft a hand-written letter to them. When you write this letter imagine it will be read by a key decision-maker who can make the changes you need.

Dear Editor,

I use your job searching web site every day. It is my favourite job site and I find it quite comprehensive and helpful. It is clearly laid out, I like the font and colour scheme. However, to make it even better, I have a few thoughts:

- Under "My Activity", it would be nice to have some kind of sorting and/or grouping capability. That way users could organize jobs by category or agency to apply.
- "Notes" next to shortlisted jobs could be enhanced a bit, or made more visible. Currently they are a bit obscured.

= It would be Really Good if applicants could see how many others have applied for the job they are looking at. LinkedIn has that as a standard feature (and even statistical comparison as a premium/paid feature - but I question the accuracy of that!)

- I don't know how you source the jobs to advertise, but there are some jobs that are clearly not in your list. Telstra Careers being one. Not sure if you could pick up those jobs.

= And last but not least:

Please keep the formatting/coding of the web site simple and compatible with basic browsers! It is great that all features work currently, but I've seen too many examples of "upgrades" ^{of other sites} that have rendered the site unusable. So please keep your site workable!

Cheers!

Candidate paper diary entry (sample)

Write a letter to a job site

Think of the job site you use the most and draft a hand-written letter to them. When you write this letter imagine it will be read by a key decision-maker who can make the changes you need.

Dear Seek,

Your job site is clearly the best tool for searching for jobs and getting regular updates. Search algorithms seem consistent and reliable. Classifications mostly well thought out.

Some improvements I would like to see

- remove limitation on

- ^{number searches} no. of fields /
- ^{send emails same time} Send job emails at the same time every day
- Add "not" filters ^{Add include}
- Create "matching score" to indicate when a high likelihood job is found

Don't venture too far into social media, I don't want another network

Regards
F

Matching premium

Candidate paper diary entry (sample)

