

Recruiter's office redesign

User research

*Who are the users of the
recruiter's office?*

Summary

- **User population**

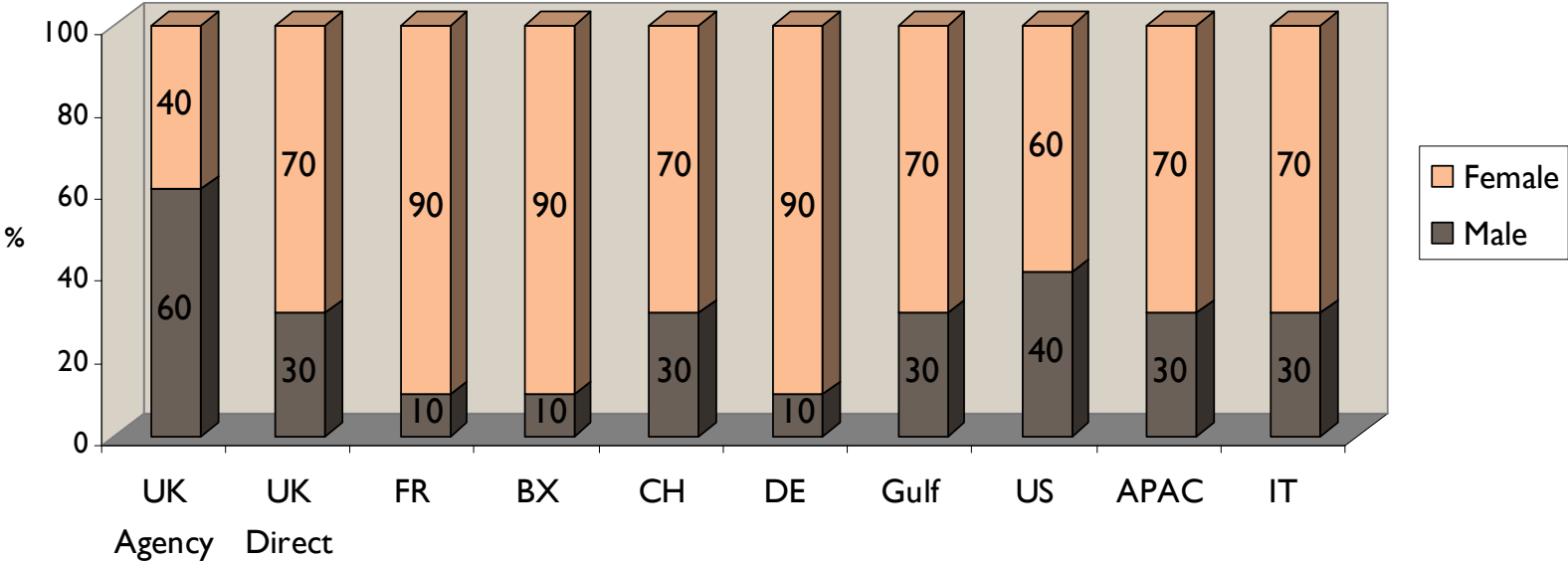
- Demographics (Gender, Age)
 - Level of responsibilities
 - Figures on the recruiter's office current use
- } based on approximate guess
from the CS team

- **Personas**

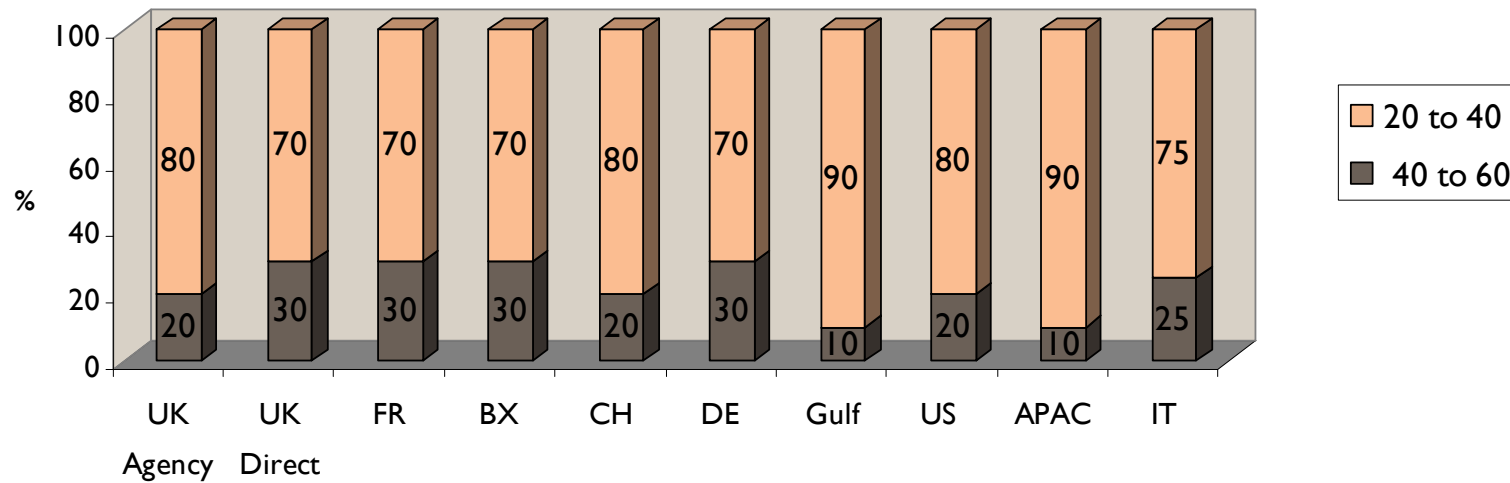
- What is personas?
- Personas I

I. User population

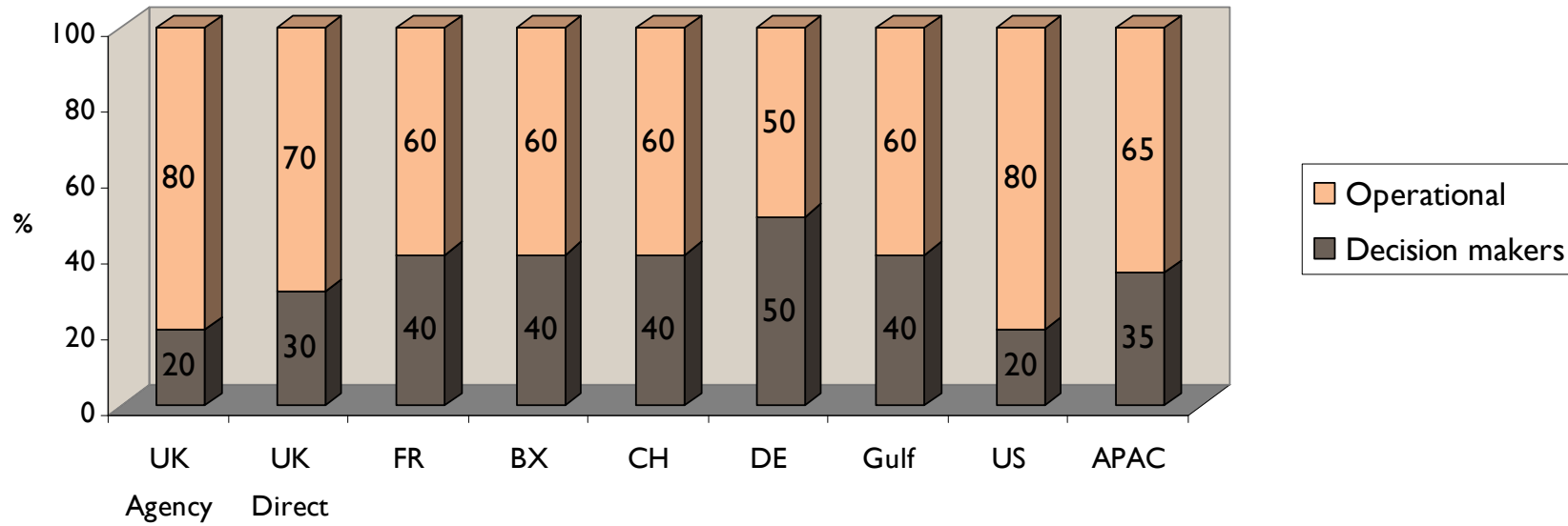
Gender by country



Age-group by country



Level of responsibilities by country





Typical profile:

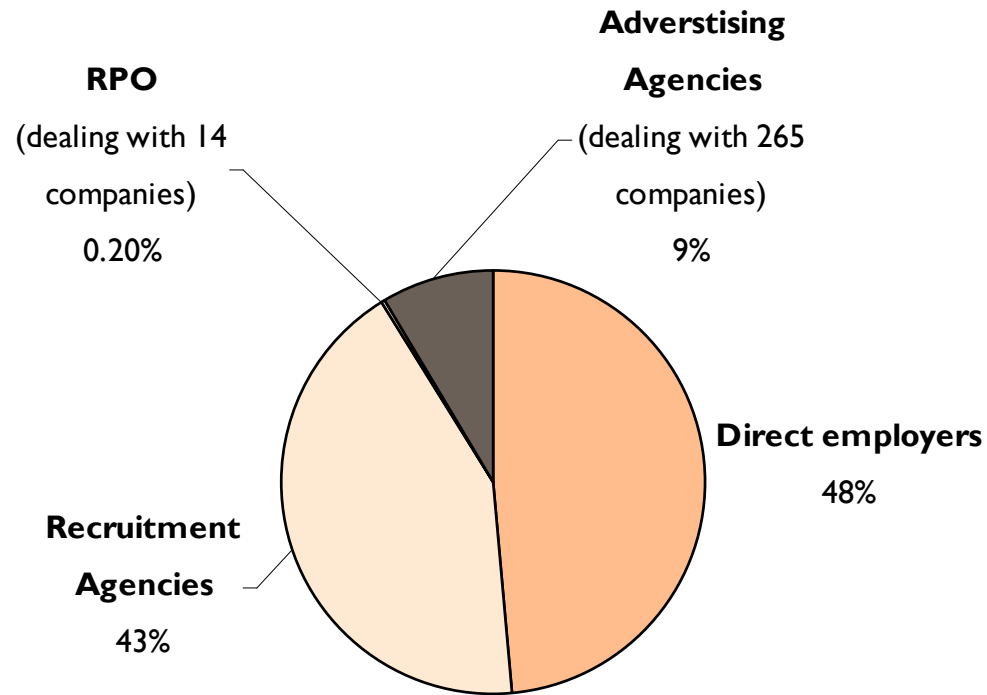
A woman

Between 20 and 40

Operational (HR Executive)

I. User population

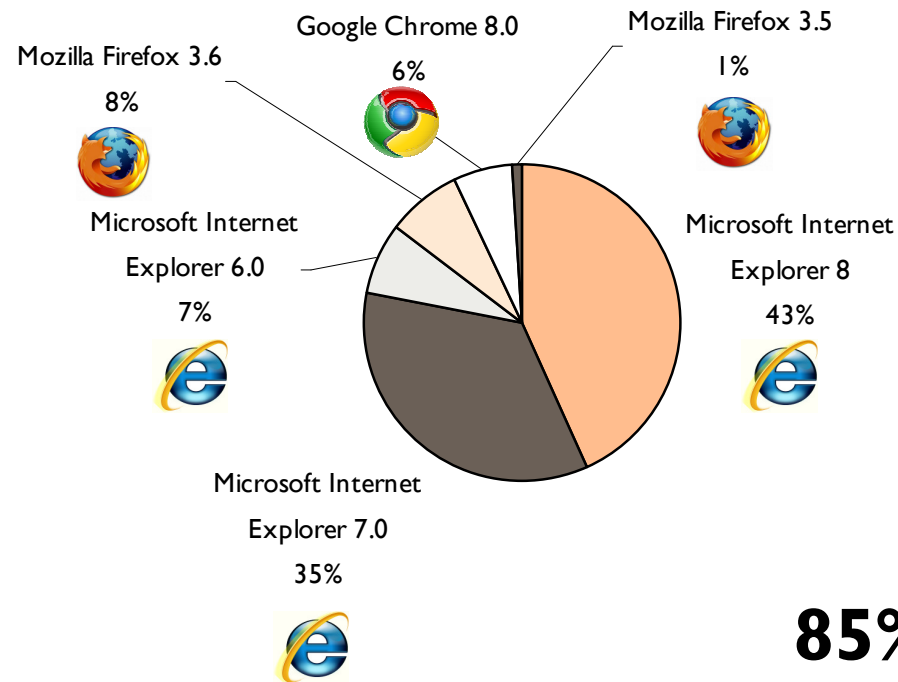
Count of Company type distribution (except US)



I. User population

Main browsers used by Recruiters

(Based on recruiters login in January 2011)



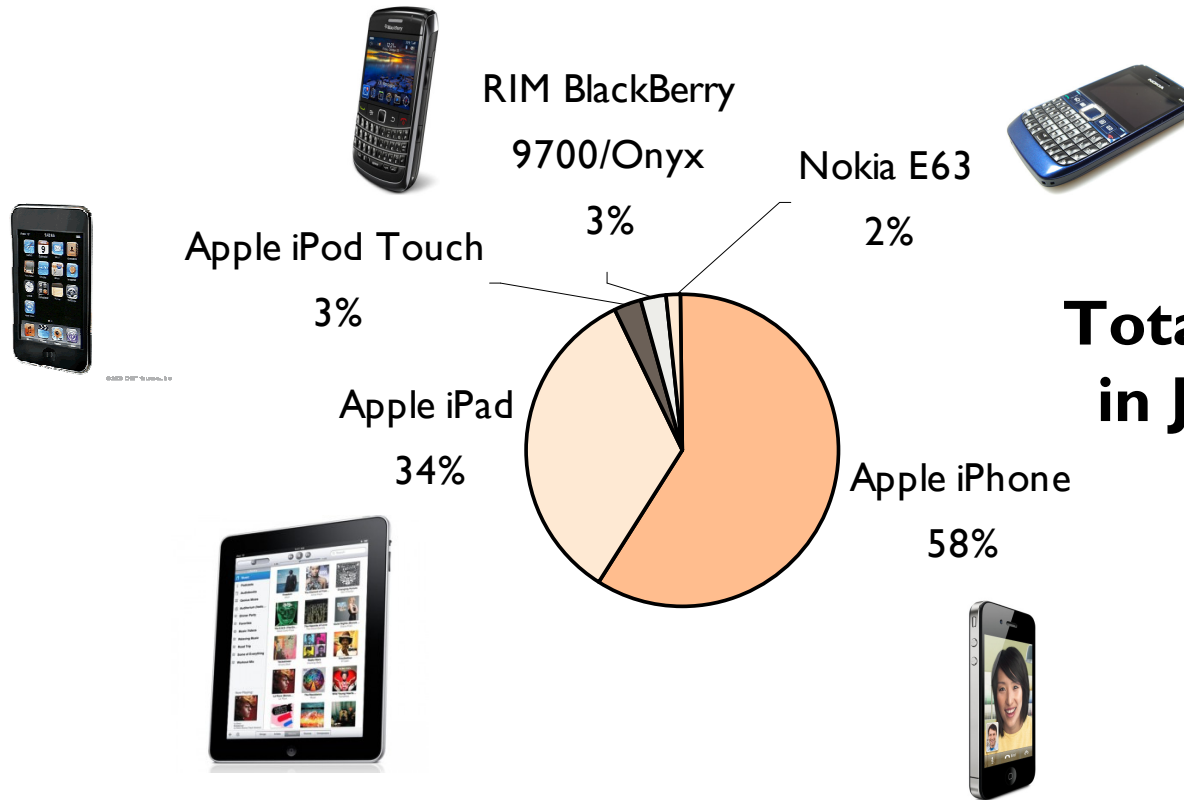
85% =



I. User population

Main mobiles used by Recruiters

[Based on recruiters login in January 2011]



Total of 206 visits in January 2011

II. Personas

Personas are an extremely powerful design tool, which help us to visualise an end-product that we can be confident will suit our users' needs by helping them achieve their goals, and help us test your success.

This documentation is designed to **provide a characterization of a set of users** who are representative of the overall user population.

The process of creating Personas will provide the Design teams with a **fictitious person**, actor or segment that will be referred to many times throughout the life of the project.

As **eFC is an international website**, 8 profiles were determined to illustrate the users for each region EMEA, US and APAC. In this presentation, we chose to present you:

- a Primary Personas as described earlier
- a Secondary Personas to illustrate the new administration features.



Stacey

“I’m very busy”

Female - 26 years old
HR Executive working for an international bank in La City – London.
Main user but not decision maker

- Contract (1 year):**
- 1 access to CV database – 1000 CVs per month
 - 5 slots
 - 10 sponsored jobs and 3 home page tiles

Company and role info

Tier	2
Client type	Direct employer
Sector	Banking
Role	HR Executive: Stacey deals from A to Z with the recruitment process (interviews, payroll, sourcing etc.) so she is very busy and versatile. She can not allocate a lot of time in the sourcing.
Profiles searched	Corporate banking and compliance profiles
Goal	Get the job done in the least time

Personal info

Languages	English
Main character traits	Extraverted – Stressed
Education, Intellectual Abilities, and Skills of the User	Stacey has no degree / High School Education and started working at 17 as an administrative assistant. She now has a HR qualification that was paid by her current company. She has very strong organisational and communication skills. She is a problem solver.
Learning Style	Stacey learns at a slow pace when it comes to technology, she follows the instructions, nothing more.
Acceptance of Change	She doesn't really like the changes in her routine because it makes her loose time.
Existing Computer Skills	She is competent (Word, Excel etc.) but not really interested in Computing
Passions	Fashion, going out, socializing, magazines

Recruitment world interest and preferences

Knowledge of the Online Recruitment	Limited knowledge
Network importance in recruitment	Finding people among her network is not her first priority and find easier to recruit through job posting and sometimes CV database.
Usage of other job boards	Uses Monster

Internet and devices use

Social networks use

She goes every day on Facebook to share photos and update her wall message. She also has an account on LinkedIn but do not use it at all personally nor professionally,

Type of mobile and use

Blackberry – She uses a lot BBM (= chatting application) to stay in touch with her friends. She decided to get a Blackberry because it's cheaper than iPhone and all her friends have one.

eFinancialCareers usage

Usage frequency of the recruiter's office

She goes to eFC twice a week to refresh her jobs and make one or two searches in the CV database.

CV database preferred search

Advanced search (match all etc.) – she is not comfortable with the boolean operators.

Application management

When posting a job, she receives the applications by email and uses an internal application management tool.

What info would he prioritise when logged in?

1. Job posting
2. CV database

Environment of Use

She is the only one to use eFC in her service.



Nicolas

“I like things to move quickly”

Male - 38 years old

Online Communication Manager in a Banking and Finance Group

Decision maker but not main user

Contract (1 year):

- No CV Database
- 400 credits for its 25 subsidiaries
- 1 logo for the whole year but for his 25 subsidiaries

Company and role info

Tier	I
Client type	Big Group Sellside / Buyside
Sector	Finance and banking
Role	Nicolas is in charge of the online recruitment for the whole group. His mission is to manage all the contracts with job boards, third party companies providing recruitment services (job feeds, applications management tool etc.)
Profiles searched	Do not recruit
Goal	Make sure that all the subsidiaries have the necessary online tool to recruit.

Personal info

Languages	French, English and Spanish
Main character traits	Impatient and strict but nice though
Education, Intellectual Abilities, and Skills of the User	Has 3 different degrees in the fields of Languages and Communication in 3 different universities based in France, Uk and Spain. His main skills are reactivity and professionalism. He started as Communication Executive and has always been promoted to higher position in every company he worked for.
Learning Style	Learn quite quickly if it is well explained but too impatient to go deep into the details.
Acceptance of Change	Open minded to the change as long as the change brings better solution
Existing Computer Skills	Low
Passions	Travelling, languages, Gold, Ski and Horse riding

Recruitment world interest and preferences

Knowledge of the Online Recruitment	Very well informed
Network importance in recruitment	Doesn't recruit directly
Usage of other job boards	He signed contracts with many other job boards but do not really use them directly.

Internet and devices use

Social networks use

Has an account on Facebook, and Viadeo. His profiles are up-to-date.

Type of mobile and use

His company provides him with a blackberry with which he checks at his emails regularly.

eFinancialCareers usage

Usage frequency of the recruiter's office

Rarely goes to the site because he cannot manage the credits distribution himself so he calls his CS contact twice a week to get reports on the credits usage and ask for a different distribution among the subsidiaries.

CV database preferred search

Doesn't recruit directly

Application management

URLs to subsidiaries websites and application management software

What info would he prioritise when logged in?

Administration only

Environment of Use

Works with a small team of communication executives that do not recruit either.

Get ready for:

**“but Stacey needs this feature or her needs will
not be met”**