@work

Better work match. Better lives.

Design Documentation

Content

Problems

Market research

Recruiting industry

Product ideation

Testing cheaply to validate

Execution

Visual + hi-fidelity prototype

User feedback to validate

Problems

- Current resume is obsolete and screens out exceptional candidates
- AI cannot measure a candidate's soft skills or personality
- Job descriptions from employers too generic
- Unhappy employees cause higher turnovers, costly for employers, affects team momentum and morale
- Job-search process too time-consuming and yield inaccurate results

Get hired not just for your skills and also who you are.

The gap with resumes

“When aligned with strategy and leadership, a strong culture drives positive organizational outcomes.”

Harvard Business Review, Jan-Feb 2018 issue: The Culture Factor

“Most résumés don’t tell employers what they need to know—information about creativity, willingness to work hard, and love of learning.”

Jennifer Carpenter, Accenture’s global head of recruiting

“We were hiring on the wrong criteria—SAT scores, schools, majors … those were not predictive of job performance.”

Laszlo Bock, co-founder of Humu, ex Google HR

Soft skills are highly valued

“Across industries, employers are prizing people skills, the so-called soft skills, more highly than before.”

Fortune Magazine

“The whole human side is now more important than skills or IQ. Everything we hear from clients is about the human aspects of leadership: vulnerability, humility.”

Rajeev Vasudeva, Egon Zehnder

Market Research

@work

Market Size

Global

$416B

In 2013, according to Barry Asin, President of Staffing Industry

$504B

In 2016, according to Recruitment International UK, with a projected growth rate of 8.6%.

Online

$32B by 2022

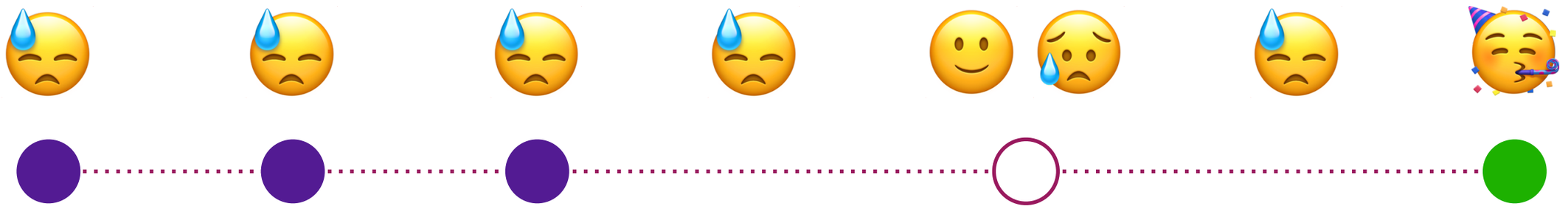
Projected worldwide market size, status, revenue with future analysis.

Top 3 markets

Europe	$6.1 B
US	$5.34 B
Japan	$4.25 B

Source: https://www.linkedin.com/pulse/online-recruitment-market-report-2017-worldwide-size-status-satpute/

Typical Employment Journey



Where Heart@work can help

Market research

Linked in is mostly hard skills

Platform	Resume Style	Pros	Cons	Nice features	Useless features	What it doesn't solve	Opportunity	Monetizing Avenues
LinkedIn	Digital	• Resume updates easy to manage • Building network great for new opportunities • Easier to get referrals • Testimonials by colleagues • Training through Lynda.com • Can upload PDFs and other media to showcase work • Can connect by Messaging	• No features to showcase soft skills • Format not very suited for freelancers	• Easy to use • Testimonials • Can customize banner to a degree • Job postings		• Examining people and soft skills • Personality fit • Availability of candidates • Narrowing candidates with easy filtering		• Tiered pricing: $0 to create profile; $$$ for premium services • Web ads
Indeed	Upload your own, or create a profile	• Easy search for work • Can upload your own resume	• Job search update not accurate – I get results that are off • Job search and listings are obsolete		• Easy apply doesn't always work if the company still wants you to apply through	• Finding jobs based on type of projects		• Google Ad-like
Monster.com	• Create profile • Upload your own • Import LinkedIn	• Easy apply	• Job search update not accurate – I get results that are off • Job search and listings are obsolete		• Easy apply doesn't always work if the company still wants you to apply through their site.	• Inaccuracy of resume scanning • Look for specific types of projects		• Resume assesment service packages
Glassdoor.com	• Create profile • Upload your own • Import LinkedIn	• Easy apply • Choose ideal work, location and company		• View profile as myself & as employers • If paying, can see reviews	• Easy apply doesn't always work if the company still wants you to apply through	• No soft skills highlight		• Pay to see more reviews of companies
Upwork.com	• Create profile	• Freelance focus • Easy to use	• Work history not friendly for freelancers/business owners (ironically) • No place for website link for creatives (lose credibility)	• Transparency in service fee system • If paying extra, can see project bids from other candidates • Cuts are reasonable		• Can't select what types of projects I want to work on.		• Tiered pricing: $0 to create profile; $10/mo for additional services
Alternative Methods								
Self-service website apps (Squarespace, wix, wordpress, etc)	Design your own	• You can put whatever content you want, meaning you can showcase as	• Not for everyone as learning curve is a little higher • Would need some basic design skills	• Wix's drag and drop features • Customized look		• Not a platform for finding work		
Dating Apps (use OKCupid as example)	None. Based on personality only	• Find matches based on personality type, and who you are	• No "deal breaker" section					
Comparably								
Yelp								
Behance.net								
WorkingNotWorking.com		• Creative specific • Pre-vetted, credible	• Limited to creative industry					

Facebook

E-harmony

Product comparison (1/2)

Factors	Heart@Work	LinkedIn	Glassdoor.com	Indeed.com	monster.com	Linkup.com	CareerBuilder.com	Google for Jobs
Mission	To bring more smiles to the workforce by helping everyone find Better work match. Better performance. Better lives.	The mission of LinkedIn is simple: connect the world's professionals to	To help people everywhere find jobs and companies they love.	We help people all over the world hire and get hired.	We connect people and job opportunities.	To empower people with knowledge and insights through	CareerBuilder's mission is to empower employment.	Aims to help job seekers find job listings that are right for them.
Unique proposition		"The world's largest professional network"	"One of the fastest growing jobs and recruiting sites."	"The world's #1 job site."	"Changing the way people think about work with new technology,	Find your next job faster. List from company websites only.	CareerBuilder is a global, end-to-end human capital solutions	Advanced machine learning and artificial intelligence will enable users
Primary function	Work & talent matching	Networking	Job & talent search	Job & talent search	Job & talent search	Job search	Job & talent search	Job & talent search
Job listings source	Native company profiles only?	Product's company job posts	Product's company job posts	Pulls job listings from many different sources.		Direct to company postings only		Enhanced search tool that aggregates listings from job boards and careers sites and displays them prominently in Google Search.
Search	Search includes skills, qualities and culture fit	Standard search, with some recommendations of openings from companies you follow.	Some preferences for work culture	Standard basic & advanced search fields		Standard search	Standard basic & advanced search fields	
Resume Style	• Interactive features • Data-driven insights;	Traditional style	Traditional	Traditional style	Traditional style	N/A – Not a place to post resumes.	Traditional style	
Quality of Candidates & Employers	High – Vouch skills and qualities; reviews	Above average – Vouch skills; reviews	Slightly above average – reviews of Employers only	Average	Average	Company websites only	Average	Average
Networking angle	More community-driven "weak-ties" approach: • Offer coaching & mentorship for growth and exposure of knowledge from different social groups • Help with career strategy and goals, like career changes, team-building, etc.	Focuses on Mark Granovetter's "weak ties" theory that act as bridges of diverse thoughts and for more effective job referrals	N/A	N/A	N/A	N/A	N/A	
Tutorials	Focus on career strategy and goals.	Focus on improving technical skills		None	None	N/A		
Emotional Appeal	Above Average	Average	Below Average	Low	Average	Average		
For Candidates								
Features	Transparent & insightful resumes and experience.	• Contact professionals • See who's viewed you • Featured Applicant	Promote transparency: Company reviews, CEO approval ratings, salary reports, interview reviews, etc.	• Company reviews • Find salaries • Referrals (talents and recruiters get paid for referring Indeed.com)	• Search career advice • 24/7 Career Advice • Learn skills recruiters want to see		"Explore Career" insights	
Price (Basic)	Free	Free		Free	Free			
Price (Premium)		$30/mo		N/A	Resume Help: $189			
Connecting tool	Mail, chat	Mail, chat		None				

For Candidates

Features	Transparent & insightful resumes and experience.	• Contact professionals • See who's viewed you • Featured Applicant	Promote transparency: Company reviews, CEO approval ratings, salary reports, interview reviews, etc.	• Company reviews • Find salaries • Referrals (talents and recruiters get paid for referring Indeed.com)	• Search career advice • 24/7 Career Advice • Learn skills recruiters want to see		"Explore Career" insights
Price (Basic)	Free	Free		Free	Free		
Price (Premium)		$30/mo		N/A	Resume Help: $189		
Connecting tool	Mail, chat	Mail, chat		None			

Product comparison (2/2)

For Employers & Recruiters							
Features	Transparent & insightful company profiles.	• Thorough company profile • Segmented approach of job descriptions • Employee reviews and testimonials • Organize talents • Branding services to attract talent	• Tell your company's story with an Enhanced Employer Profile. • Get access to advanced analytics and competitive benchmarking • Branding services to attract talent	• Indeed Prime for vetted Software Engineers • Company Pages for branding		N/A	• ATS Integration • Recommendation engine • Screening Tools • Branding
Basic Service Cost	Free		Job posting – Free	Basic job posting – Free			
Cost-per-click		**• Set your own budget as to how much you want to spend**	**• Set your own budget as to how much you want to spend.**	**• Sponsored search results (Pay only when people click on your jobs): $5 /day** **• Set your own budget as to how much you want to spend. Indeed tracks spending and candidates to guarantee results.**		**• Set your own budget as to how much you want to spend**	
Display Advertising		Yes – Ads appear as Sponsored posts, emails in mailboxes, text ads.	Offers display advertising for employers for iincreased awareness of open positions		• Job Ads posting for 60 days: Starts at **$399 /60 days**		
Transactions & Subscription Model(s)	****NOTE**** **No reason for us to charge for resume search** • Charge to initiate contact with candidates • $5-10 per view seems resonable?	**Small businesses:** **• Upfront costs: $200 – $500 / job per mo** **Large organizations and corporate only:** **• Career pages start at $10K**	**Traditional job posting:** **• Starts at $700 for 12 months.** **• For small businesses or hiring managers – up to 5 job listings. Starts at $99 / mo** **Company enhanced profiles:** **• Starts at $8,000 for 12 months with enhanced profiles – complete company description and culture.** **• For international recruiting in different languages, extra $7,000/ mo**	**• Standard (a few hires)** **> $100/mo per recruiter** **> 30 contacts awarded every month** **• Pro (always recruiting)** **> $250/mo per recruiter** **> 100 contacts awarded every month** **20% off annual purchase** **Access to Exclusive Talent Pool:** **• Basic (SMBs or Individuals)** **> Free** **• Essential (SMBs or Individuals, 1-10 hires)** **> $500/mo** **• Enterprise (Hiring unlimited roles)** **> Custom Price** **Details: https://www.indeed.com/prime/employer**	**Resume Search Pricing:** **• 300 resume views: $575 /mo** **• 600 resume views: $750 /2 mo** **• 900 resume Views: $899 /3 mo** **Demo on advanced search: https://hiring.monster.com/recruitment/Resume-Search-Database.aspx?intcid=CTA_HP_PRS-LK** **Small & Mid-sized Businesses:** **• Standard: $275** **• Enhanced: $299** **• Premium: $499** **• Retail Express (Local hires, hire within 14 days): $99** **Details: https://hiring.monster.com/solutions/pricing.aspx?intcid=HEADER_pricing**	N/A	**Pay as you go:** **• Starts at: $375 /job per mo** Details: https://hiring.careerbuilder.com/recruiting-solutions/post-jobs?utm_expid=.pF6jcQ0XSg2o7JHnu-pHJg.0&utm_referrer=https%3A%2F%2Fhiring.careerbuilder.com%2Frecruiting-solutions%2Fsmall-business-subscription-plans-and-pricing Resume Search: • Starts at: $400 /mo Details: https://hiring.careerbuilder.com/recruiting-solutions/resume-database Post jobs & search resume: • Lite: $219 /mo > 1 job /mo, 50 views/day • Standard: $299 /mo > 3 jobs /mo, 50 views/day • Pro: $499 /mo > 5 jobs /mo, 50 views/day Details: https://hiring.careerbuilder.com/
Extra Services					• Talent Fusion – Monster can recruit for you • Monster Software HR Solutions – Acquire & manage talents • Employer Branding		• Talent discovery • Talent Network • Applicant Tracking • Background checks / verifications • Human Capital Management More: https://hiring.careerbuilder.com/all-products-sitemap
Applicant Tacking System (ATS)				Friendly integration			Friendly integration
Estimated Revenue		$4.5bn	$80m	$750m	$390m	?	$350m
Year Est		2002	2007	2004	1994	?	1995

Revenue model comparison

Candidates

	Heart@Work	Heart@Work Alt. B	LinkedIn	Glassdoor.com	Indeed.com	monster.com	Linkup.com	CareerBuilder.com	Google for Jobs
Price									
Basic Account Profile	Free	$1 /mo, Free with invitation	Free	Free (limited access)	Free	Free	Free	Free	
Premium	N/A	N/A	$30/mo	Contribute to Community	N/A	Resume Help: $189	N/A	N/A	
Search results									
Notification of matches	Free	Free	Free						
Vew complete profile	$1 /profile	Free							
Viewed profile	– 20% of transaction cost	– 20% of transaction cost							
Extra Features									
Videos intro, resume variations	$2 /mo (?)	$ 2 add. /mo	N/A	—	—	—	—	—	—
Connect w/ mentors, coaches, peers	$1 /accepted profile	$1 /accepted profile	Pro: $30 /mo	—	—	—	—	—	—
Connecting tool									
Messaging – in App	Yes	Yes	Yes	N/A	N/A	N/A	N/A	N/A	N/A
Email	Yes Notifications of matches, career news, articles, etc.	Yes Notifications of matches, career news, articles, etc.	Yes Notifications & News	Yes Notifications & News	Yes Notifications & News	Yes Notifications & News	Yes Notifications & News	Yes Notifications & News	Yes Notifications & News

Employers & Recruiters

Price (Service Fee)									
Notification of matches	Free	Free	See subscription model below	See subscription model below	See subscription model below	See subscription model below	N/A	See subscription model below	
View candidate profile	$50 /complete profile view (?)		See subscription model below	See subscription model below	See subscription model below	See subscription model below	N/A	See subscription model below	
Complete Company Profile	Free	Free	See subscription model below	See subscription model below	See subscription model below	See subscription model below	N/A	See subscription model below	
Post jobs	$5 /per job /day	$5 per job /day	See subscription model below	See subscription model below	See subscription model below	See subscription model below	N/A	See subscription model below	
Data & Stats	Free until enough data, then $ 1 /stat search	Free until enough data, then min $ 100 /stat	Per relevant topic – Free	Basic Reports – Free	Based on subscription	Based on subscription	N/A	Based on subscription	N/A
Cost-per-click	N/A	N/A	• Set your own budget as to how much you want to spend	• Set your own budget as to how much you want to spend.	• Sponsored search results (Pay only when people click on your jobs): $5 /day • Set your own budget as to how much you want to spend. Indeed tracks spending and candidates to guarantee results.		• Set your own budget as to how much you want to spend		
Display Advertising	N/A	N/A	Yes – Ads appear as Sponsored posts, emails in mailboxes, text ads.	Offers display advertising for employers for iincreased awareness of open positions		• Job Ads posting for 60 days: Starts at $399 /60 days			
Subscription Model(s)									
Resume Search	Free to search, $1 /Summary Profile $50 /complete profile view (?)	Free to search, $1 /Summary Profile $50 /complete profile view (?)	**Two Plans:** • Recruiter Lite: $119.99 /mo • Recruiter: $899 /mo	Custom, based on subscription type	**Access to Exclusive Talent Pool:** **• Basic (SMBs or Individuals) > Free** **• Essential (SMBs or Individuals, 1-10 hires) > $500/mo** **• Enterprise (Hiring unlimited roles) > Custom Price** **Details: https://www.indeed.com/prime/employer**	**Resume Search Pricing** • 300 resume views: $575 /mo • 600 resume views: $750 /2 mo • 900 resume Views: $899 /3 mo Demo on advanced search: https://hiring.monster.com/recruitment/Resume-Search-Database.aspx?intcid=CTA_HP_PRS-LK	N/A		
			Small businesses: • Upfront costs: $200 – $500 /job per mo Large organizations and corporate only: • Career pages start at $10K	**Traditional job posting:** • Starts at $700 for 12 months. • For small businesses or hiring managers – up to 5 job listings. Starts at $99 / mo Company enhanced profiles: • Starts at $8,000 for 12 months with enhanced profiles – complete company description and culture.	**• Standard (a few hires) > $100/mo per recruiter > 30 contacts awarded every month** **• Pro (always recruiting) > $250/mo per recruiter > 100 contacts awarded every month** **20% off annual purchase**	**Small & Mid-sized Businesses:** • Standard: $275 • Enhanced: $299 • Premium: $499 • Retail Express (Local hires, hire within 14 days): $99 Details: https://hiring.monster.com/solutions/pricing.aspx?intcid=HEADER_pricing		**Pay as you go:** • Starts at: $375 /job per mo Details: https://hiring.careerbuilder.com/recruiting-solutions/post-jobs?utm_expid=.pF6jcQ0XSg2o7JHnu-pHJg.0&utm_referrer=https%3A%2F%2Fhiring.careerbuilder.com%2Frecruiting-solutions%2Fsmall-business-subscription-plans-and-pricing	

Recruiting Industry

@work

Employer/Recruiter Interviews

Employees – homogenous teammates
Employers – diversity
Loyalty = employee performs as expected

Allen

Notes from the meeting:

- Alan brought up founder's definition of "culture" vs employe
  - Employees tend to look for homogenous temmates
  - Alan sees it as culture of winning and hard work
- Alan said he would pay to use a platform for easier recruitn
- He added "list fav music" + 1 other in cover letter to see if e
- Suggested using videos for candidates to sell themselves
  - I proposed that not everyone can be good on camer
- Alan doesn't care so much about loyalty as long as they ca
  - In other words, loyalty lasts as long as the employe expected.
- Questions he finds interesting:
  - What type of leadership style do you perform best ir
    - Militant, easy-goin, handle-me-with-care
  - What types of role do you see yourself perform best
    - Take ownership; some guidance; I'm here to

Astrid

Notes from the phone meeting on 04/13/18:

- Astrid finds H@W exciting and fulfilling a need
  - Her company has a high turnover rate, especially on customer
- Question on framework customization
  - Would she be able to use our framework and customize to suit unique needs?
- Her company had used 3rd-party services like bullhorn.com (https://w for staffing before, but she sees no improvements in employee retenti
  - No improvements in retention
  - Very expensive
- What happens after someone gets hired through heart@work?
  - Will h@w follow through with the candidate, say, after working a year or two?
  - Features like helping companies find the right personalities for employees for leadership roles, since it's not for everyone.
  - Her company has regretted in certain promotions because the up no being good in a leadership role.

Customize to suit company needs?
Seen no difference in retention
What happens after someone gets hired?
Perhaps better for leadership position

Large companies steal talent from one another
Skills first because hardly trains or groom –
Don't invest in diamonds in the rough
Can't beat interviews to gauge people
Can't give personality tests b4 hiring
Won't use this product

Jill

Interview date: 2/23/18, 1:30pm PST

Notes from meeting:

- Large companies steal talents from one another
- SKILLS first, then personality.
- They look for very specific skill sets cause they harly train orr groom
- They don't invest in diamonds-in-the-rough.
- Appear as the big, bad wolf: smaller agencies groom, big ones steal from them
- Creative industry has not yet overcome the "pigeon-holeing" of creatives. I.e., good designers who haven't had the chance of doing creative accounts.
- Freelance-trumping full-timers at NIKE not yet a norm
- It's up to the team leads (like NIKE) to be aggressive about not hiring egotistical people
- Would help in "vetting" candidates early on
- Can't beat interviews to gauge people
- Technical skills can be taught; not personality and perspective
- Jill doesn't think she'll use this product even if it existed tomorrow
- Can't give personality tests before hiring
- Personality tests sometimes given after the hiring process to find out where the newly-hired belongs.

Questions to self:

- Maybe don't target the big guys, but the ones trying to get there, or starting to become "big", or "wannabes"
- Do other companies not as big go for similar traits?
- What can we do to give "unlucky talents" opportunities they've never had before?
- Cultivate culture of polishing diamonds-in-the-rough. Those who "almost" make it have a burning desire to prove something. How can we channel that? Think impressionist movement.

Employment Ecosystem

Applicant Tracking System (ATS) is heavily used by large companies

3rd Party

Recruitment & employment agencies (external)

HR (Internal)

Job search engine like Indeed, Monster, etc.

Word of mouth

Job seekers ⟷ Employers

Many aren't introspective

Some just want income

Some are passion-driven

Some are interest-driven

Some prefer short-term projects

Some want stability

Lack of introspection happen on both sides

Promotional Tools

LinkedIn

Personal websites

Social media

ATS**

Many aren't introspective

Just want to get something done well

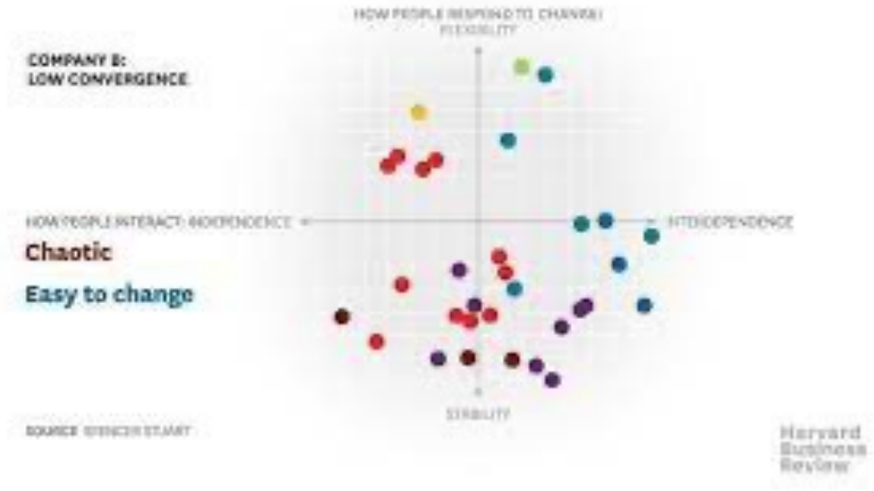
Conscientious and performance

Some want industry experts

Some prefer project-based

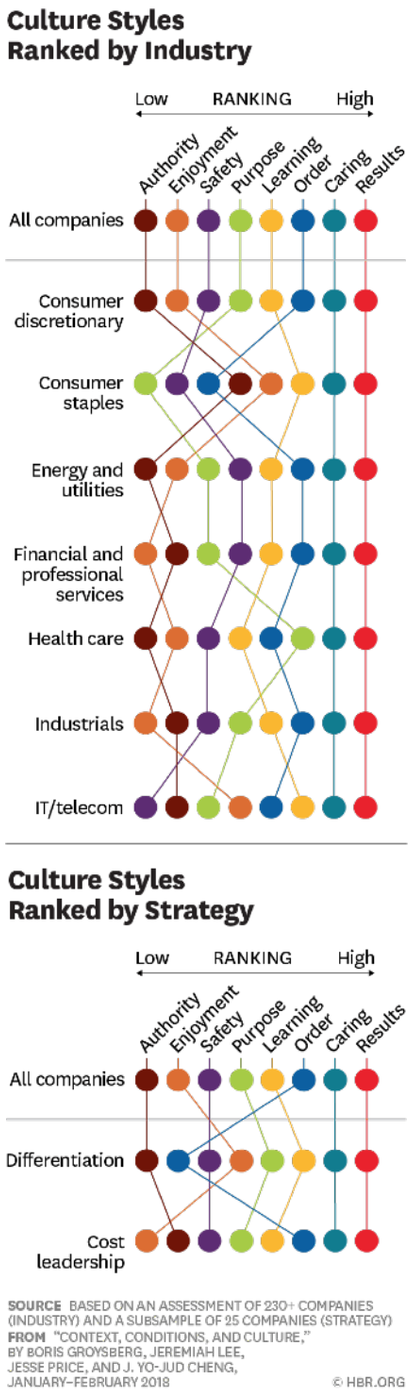
Many care about retention

Company culture assessment



Company culture vs team culture

“Don’t know what company culture I want”



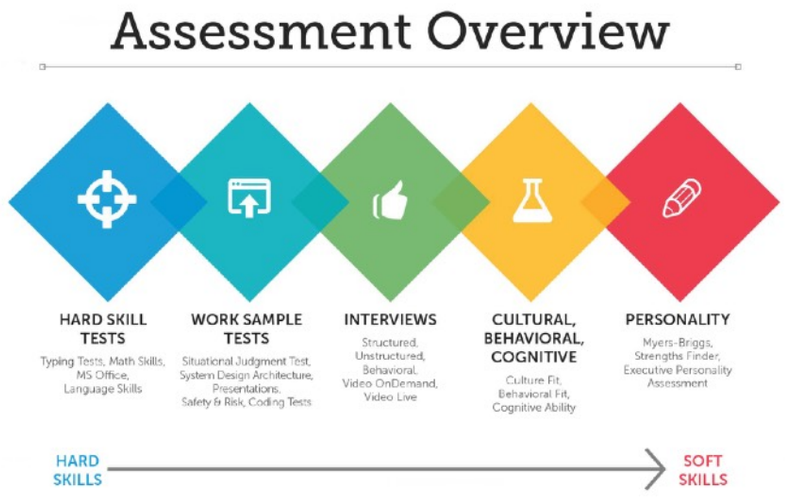
Candidate career assessment

The Traits Employers Measure

	COMPETENCE	WORK ETHIC	EMOTIONAL INTELLIGENCE
TRAITS	• Expertise • Experience • Trainability	• Reliability • Ambition • Integrity	• Self-management • Social skills • Political skills
TOOLS USED TO MEASURE THEM	• Résumés • Aptitude tests • Situational judgment tests	• Personality tests • References • Peer evaluations • Values tests	• Interviews • Personality tests • Situational judgment tests • Performance tasks

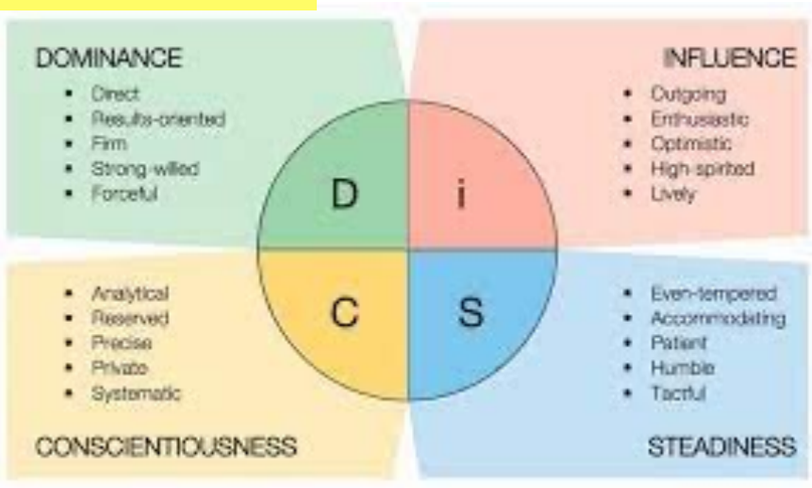
SOURCE TOMAS CHAMORRO-PREMUZIC
FROM "ACE THE ASSESSMENT," JULY–AUGUST 2015

© HBR.ORG



More accurately measure soft skills?

Mentorship

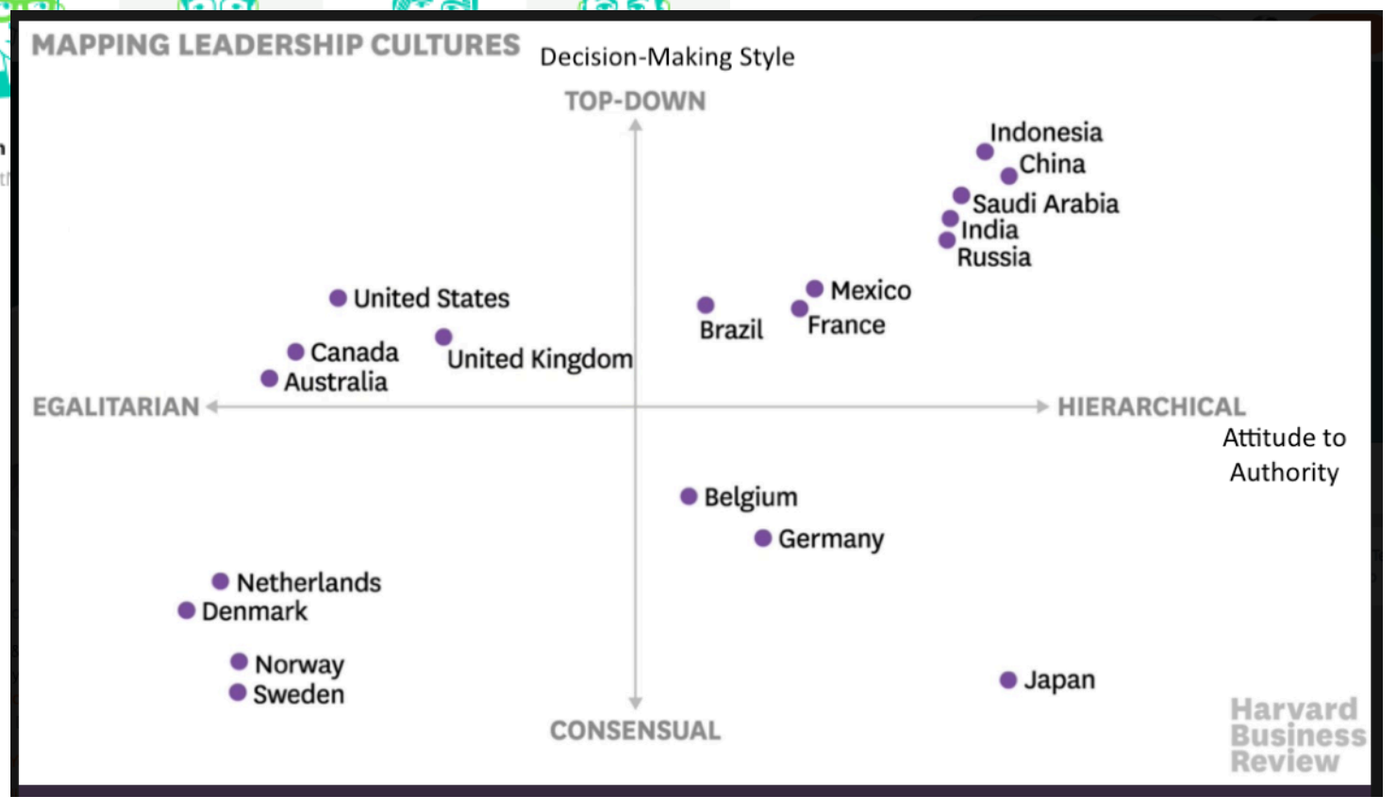


Leadership styles

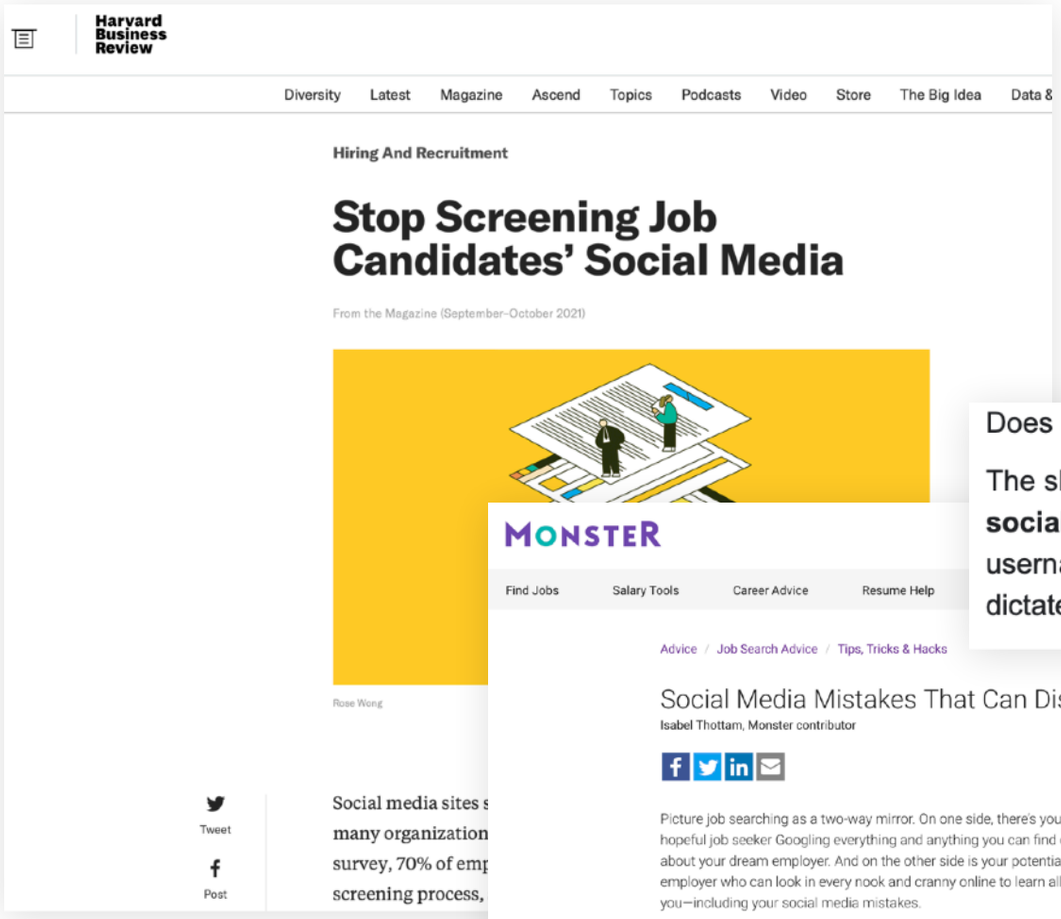
	Authoritarian	Visionary	Affiliative	Coaching	Pacesitting	Democratic	Laissez-Faire
Style in a phrase	*"Do what I tell you."*	*"Come with me."*	*"People come first."*	*"Try this."*	*"Do as I do, now."*	*"What do you think?"*	*"Let do."*
When the style works best	In times of crisis or transition (merges, take-offs)	When it's time for a new vision or bold project	For conflict management	To increase long-term performance	To gain quick results with an experienced team	To get consensus on a disputed or important topic	With a team more experienced than you
Overall impact on climate	Negative	Most strongly positive	Positive	Positive	Negative	Positive	Positive
Example	**Larry Ellison** Oracle	**Elon Musk** SpaceX, Tesla	**Oprah Winfrey** The Oprah Winfrey Show	**Seth**			

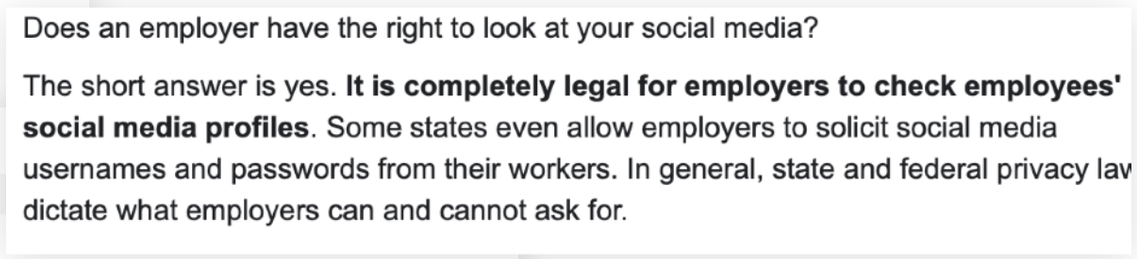
Different people perform better under certain leadership style

Selected as a question

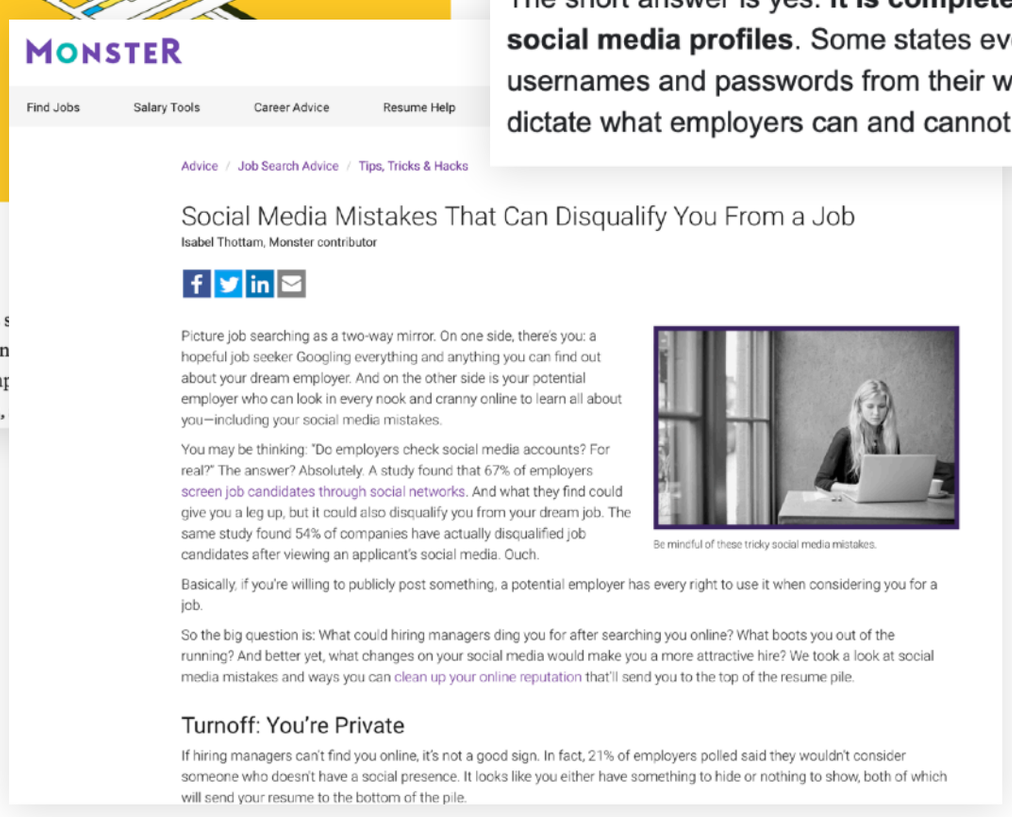


Social media privacy




Does an employer have the right to look at your social media?

The short answer is yes. **It is completely legal for employers to check employees' social media profiles**. Some states even allow employers to solicit social media usernames and passwords from their workers. In general, state and federal privacy law dictate what employers can and cannot ask for.

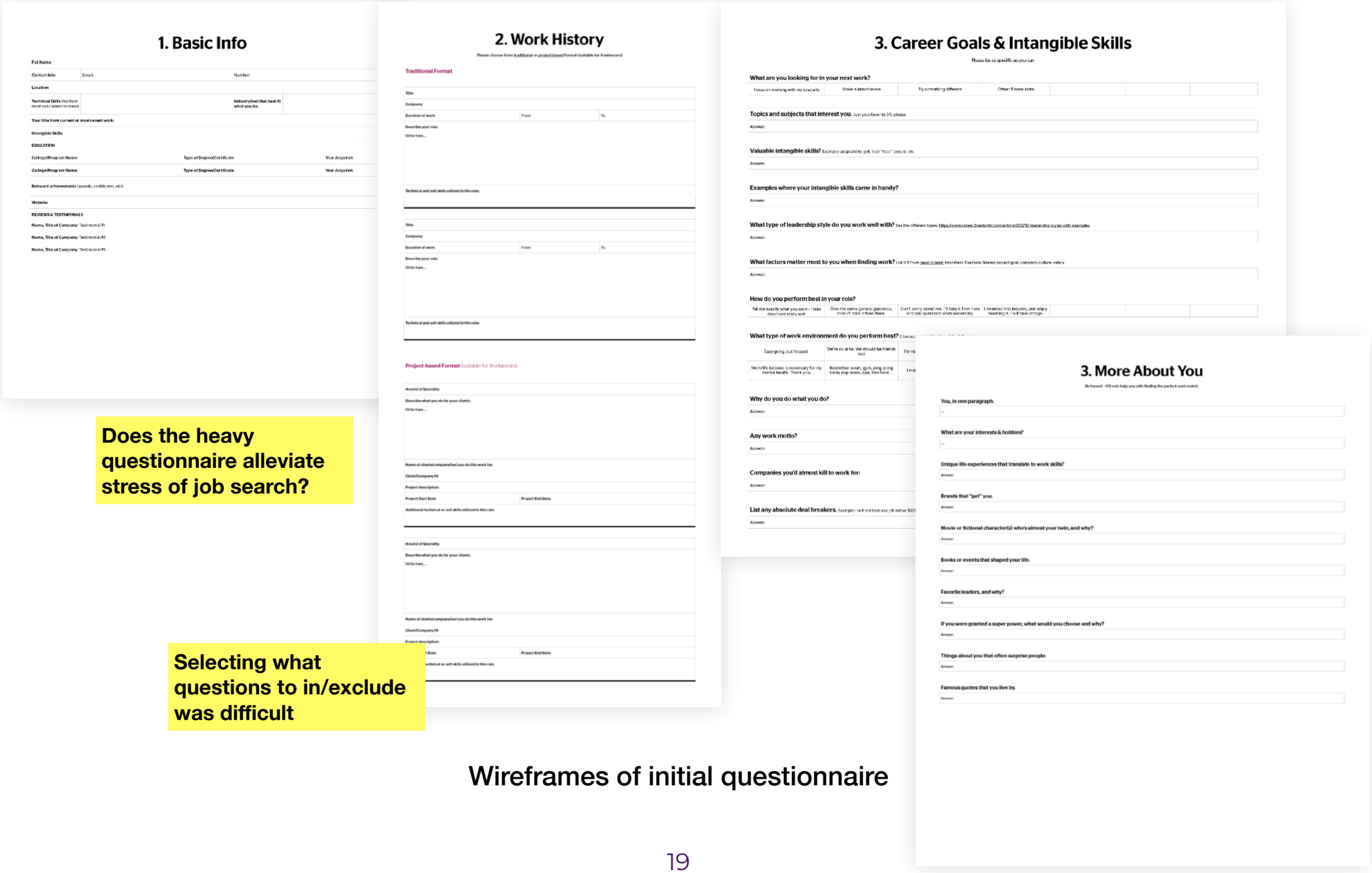


70% of employers check out applicants' profiles as part of their screening process, and 54% have rejected applicants because of what they found

Controversial to DE&I

"Try China"

Early profile questions



Does the heavy questionnaire alleviate stress of job search?

Selecting what questions to in/exclude was difficult

Wireframes of initial questionnaire

Product Ideation

@work

User profile

@work Candidate Profile A

Jae Lee

Age: 26-34
Status: Single
Location: Los Angeles, Ca

Jane was recently laid off from her work. She's frustrated and disappointed as she feels she's given her best to her company. Year after year, she's gotten good reviews and feedback on her work. She was always willing to learn new skills to keep up with the company's needs. Her colleagues loved her and saw her as the anchor of the team, and were shocked to see her laid off. She feels 7 years of her efforts weren't appreciated, and that her supervisor had chosen to instead retain another designer for her competitive and extravorted personality. She's looking for a [illegible] effort, collaborative mindset, and other qualities she has to [illegible]

What was the employer's reason?

Traits
Reliable
Responsible
Independent
Fun and practical
Collaborator
Family-oriented

Motivations
Customer service
Purpose and identity
Transparency
Learning
Social Consciousness
Work/life balance

Technology
iPad
iPhone
MacBook

Social Channels
Facebook
Instagram
WhatsApp

Things I Hate
Bad service
Hypocricy
Lies
Manipulation

Favorite Shows
Big Bang Theory
Handmaid's Tale

Favorite Stores & Brands
H&M
Trader Joe's
Target

Heart@work USP

Problem to solve:

Increase chances of finding a suitable employment by

- Including soft skills as part of the search and screening stage
- Including culture fit as part of the search and screening stage
- Helping candidates and companies understand themselves better

Data-tracking their own online behavior

Emphasis on:

- **Soft skills/EQ**
- **Matching culture, values, goals**

Features

Key differentiators

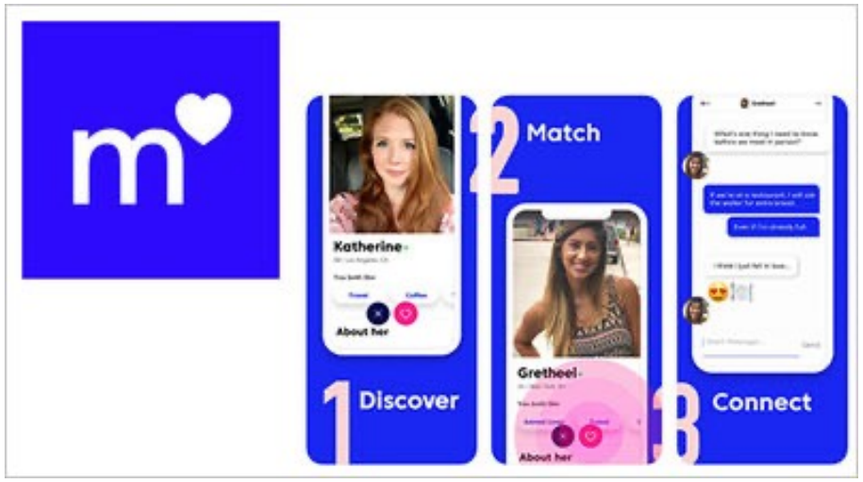
- Humanizing candidates & employers lead to better matches.
- Find companies/projects/candidates based on shared purpose, values and candidates' soft skills.
- Get notified when there's a good match to preset criteria, saving time.

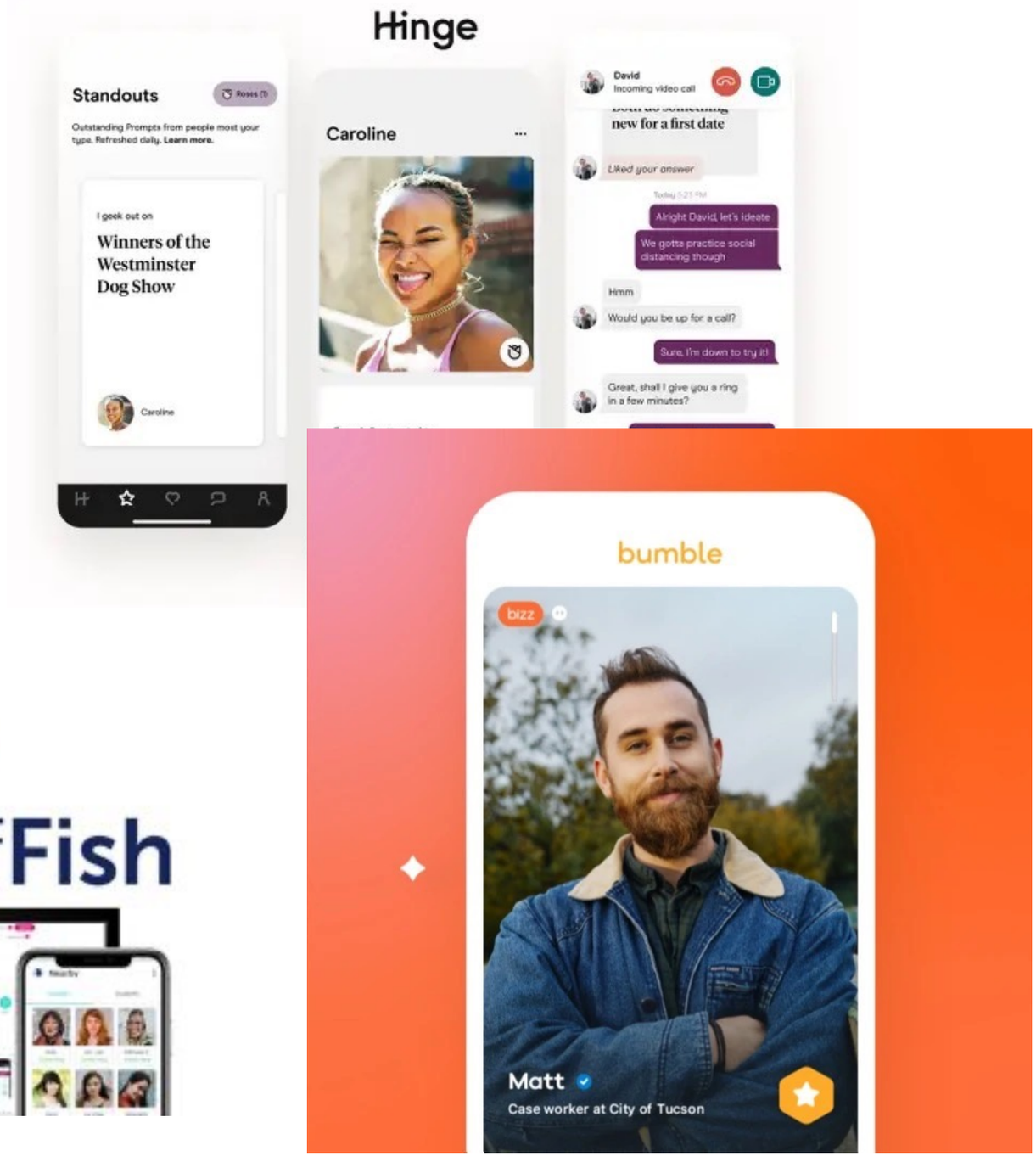
Revenue stream

- Focus on career mentorship/counseling for additional services.
- Request /offer mentorship as an option.

Concept/experience inspiration

Dating apps

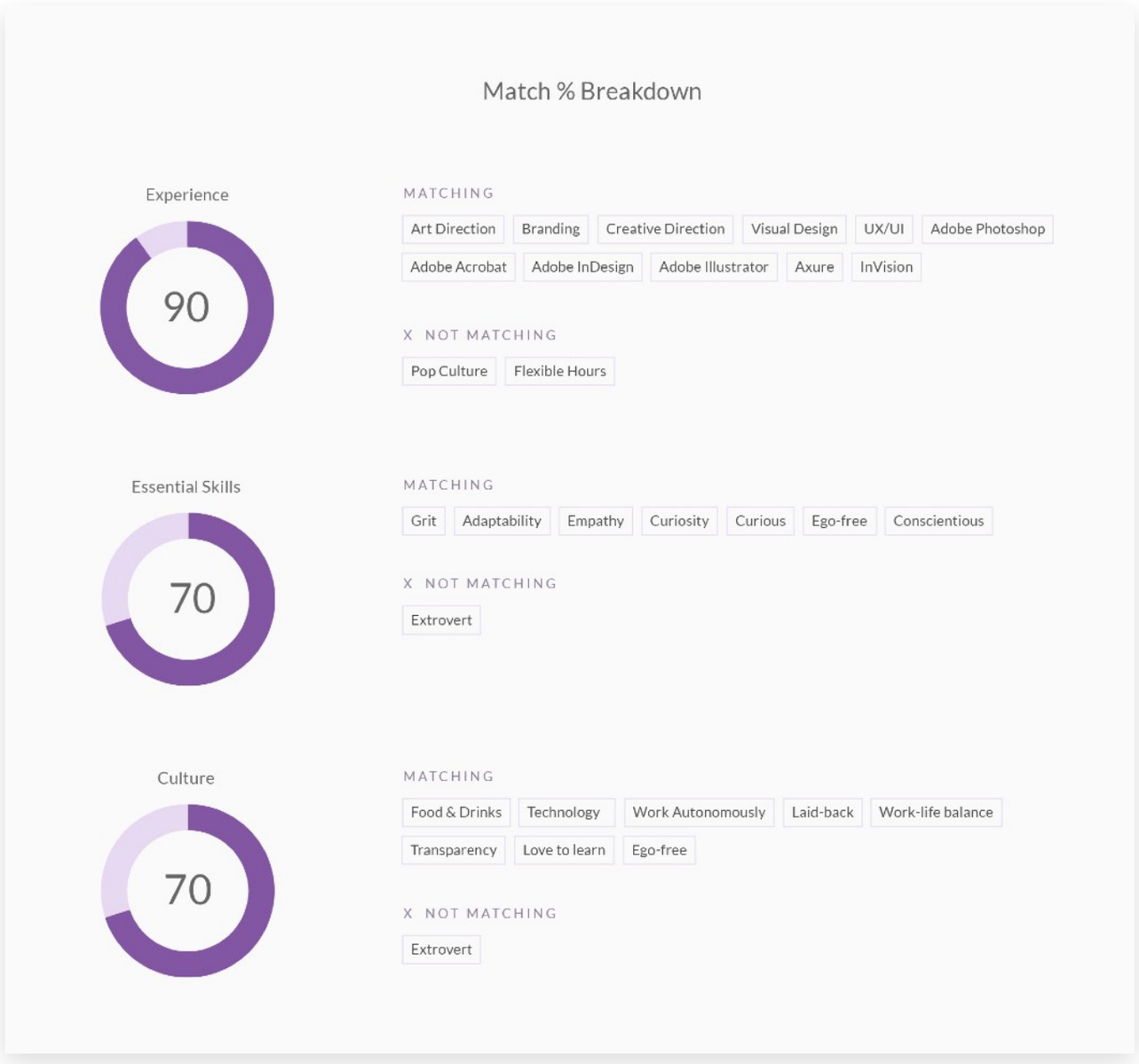




Concept

Heart@work

Similar to dating apps, a richer resume platform where employers, recruiters and candidates can find one another based on common project goals and matching technical and soft skills.

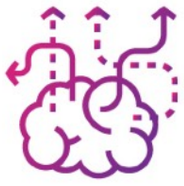


Product vision statement

Heart@Work is a career goal-matching platform that **connects talents and employers with the right skills, qualities and culture,** and features **data-rich and insightful resumes and profiles.**

Experience

Specializations & tech skills



Essential Skills

Qualities & personality

Culture

Interests, mission & values

Who it’s for

In-house recruiters who are looking for top talents with specific soft skills and who share the company’s vision, in addition to matching technical skills.

External recruiters who want to stay ahead of the game.

Cut out 3rd party recruiters

Candidates who want to work with a company/project whose goals and values they share

How It works – Candidates

Candidates express what their career goals are, and what type of work environment they best perform in.

1. Create basic profile

2. Define career goals, intangible skills, personality type, etc

3. Define company/ project criteria

AI filters employers based on technical and project goals

4. Get notified with matching results

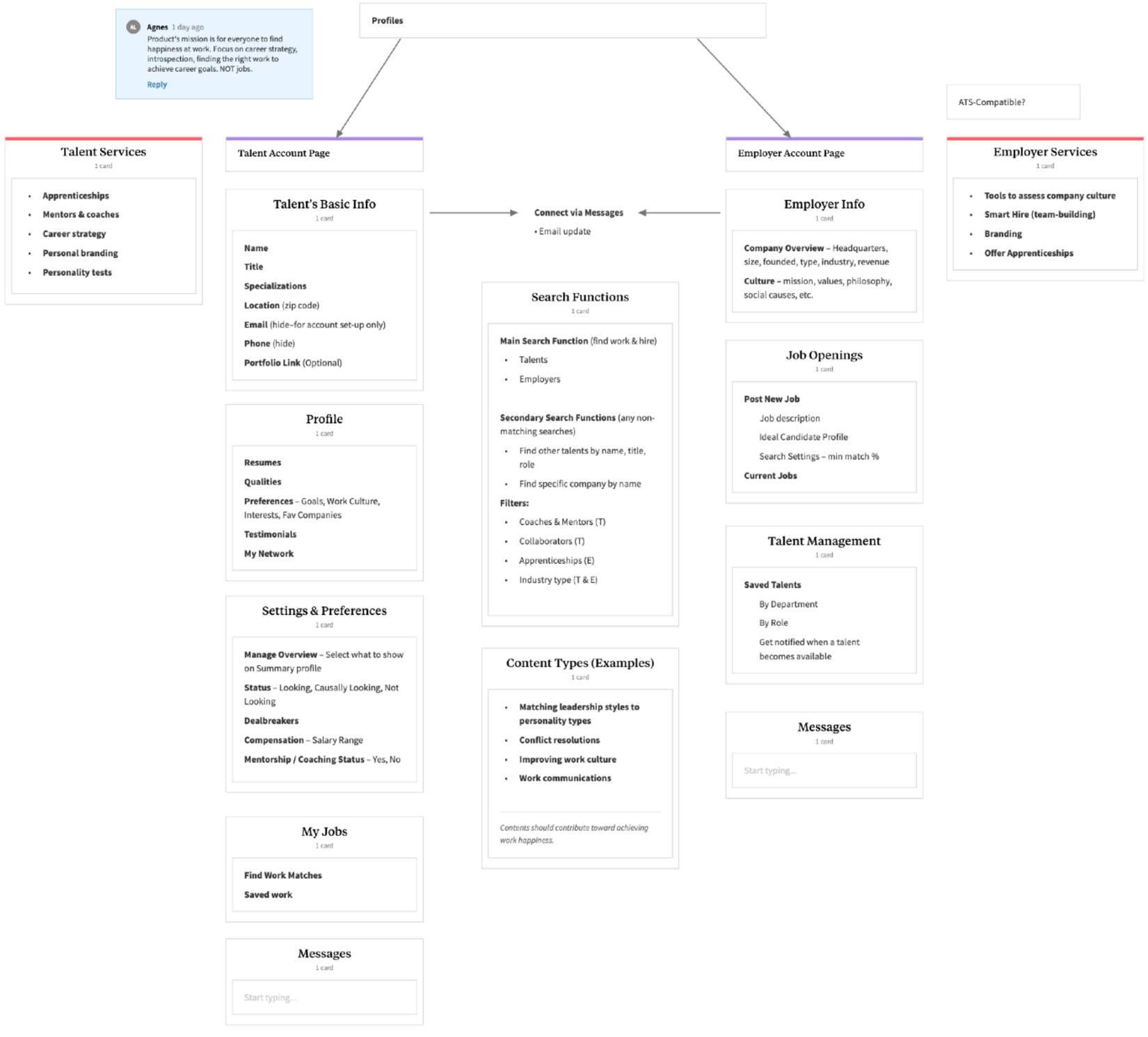
How It works – Employers

Employers have to be aware of what careers and culture they're offering, and how they communicate them.

AI filters candidates based on technical and project goals.

1.	2.	3.	4.
Create basic profile	Communicate company/ project goals, mission, values	Define candidate and project criteria	Get notified with matching results

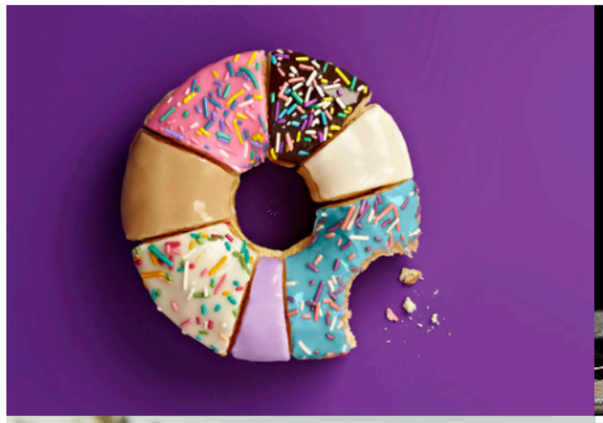
Product structure/features



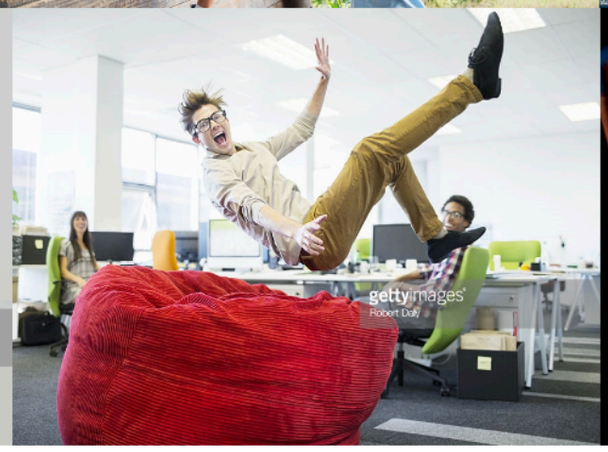
Testing Cheaply to Validate

@work

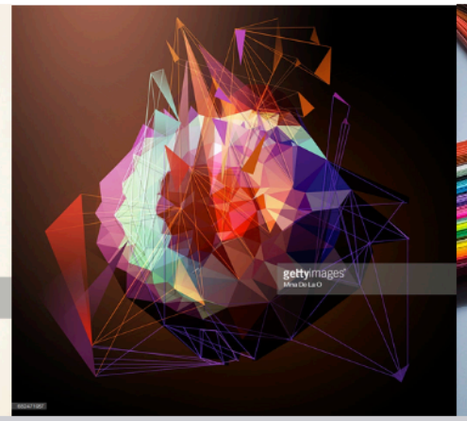
Mood inspiration



Alleviate stress. Hopeful and creative to be different.



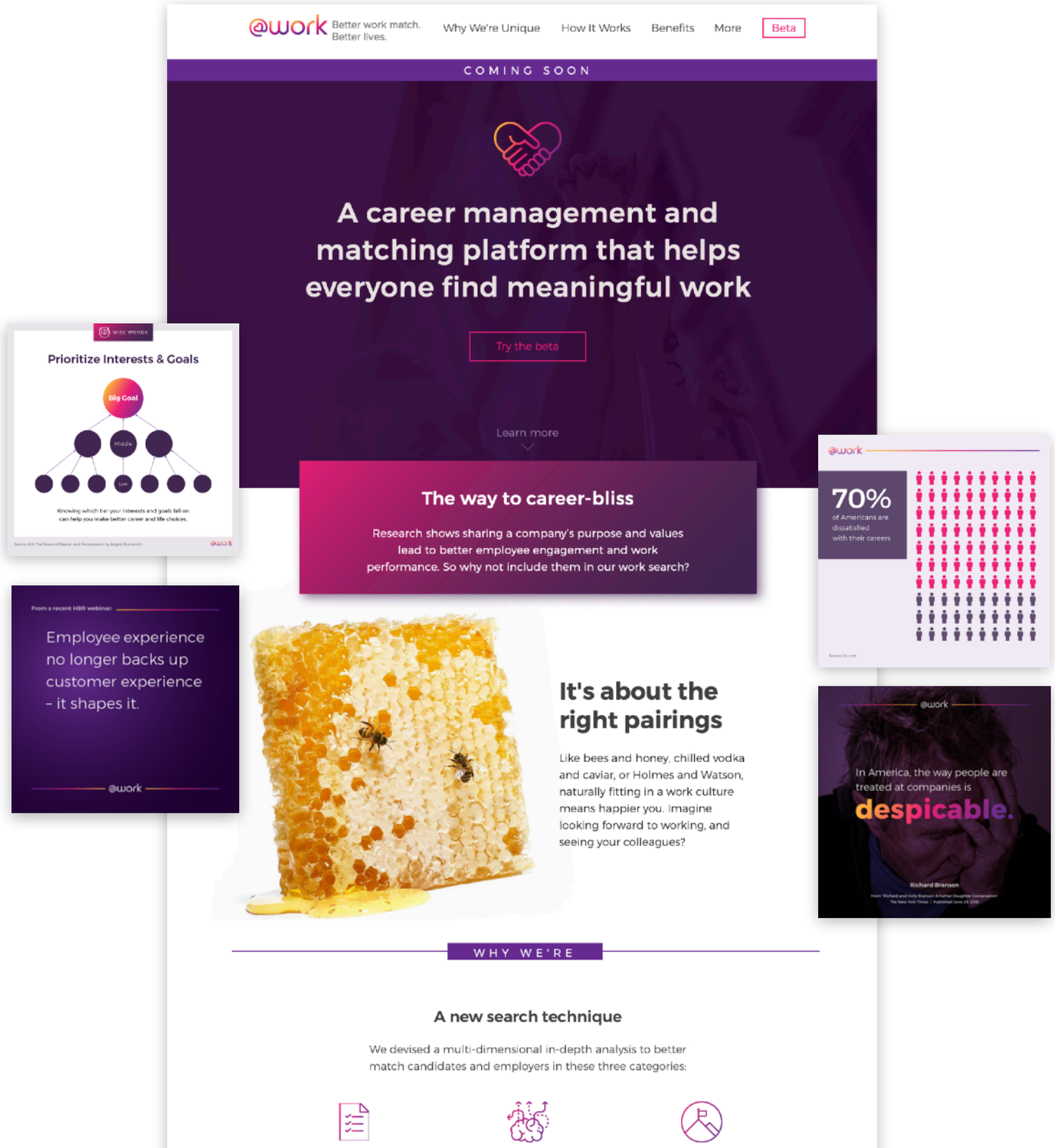
Mood inspiration



Smoke marketing

Goal

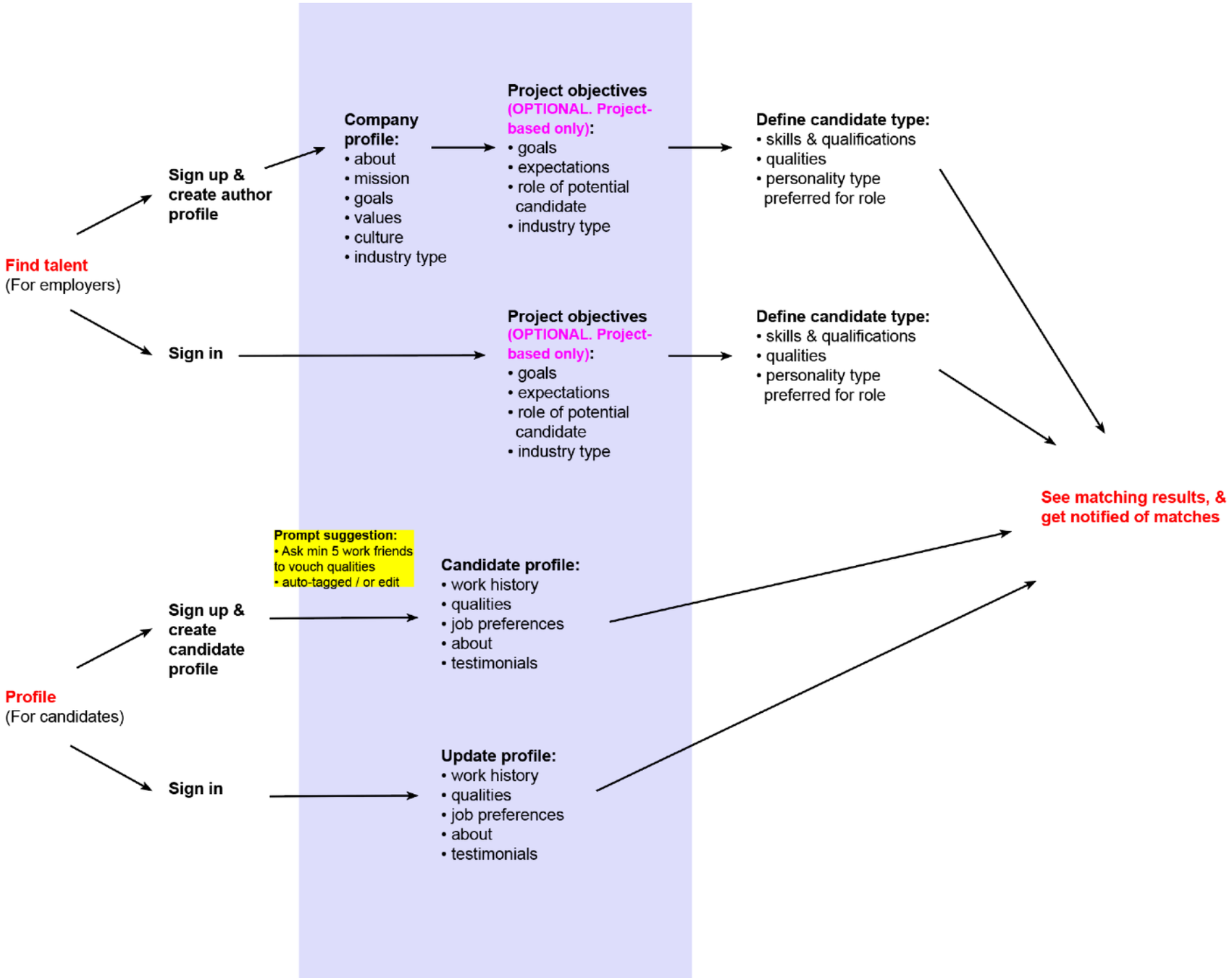
Use social marketing to point to landing page promoting “beta” product. Idea is number of clicks serve as validation of need.



Execution

@work

How employers/candidates connect

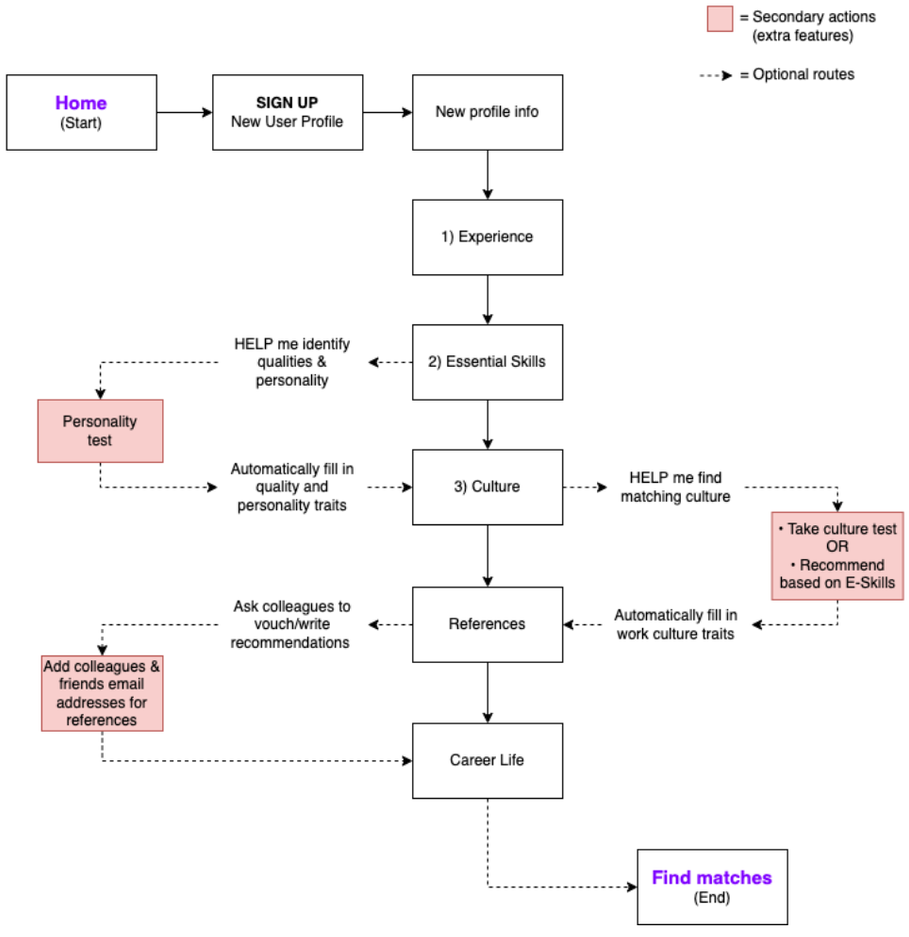


Updated user flows

New Candidates, w/ E-Skills and Culture Finder

For people who need help with:

- **defining personality**
- **finding suitable work culture for their personality**

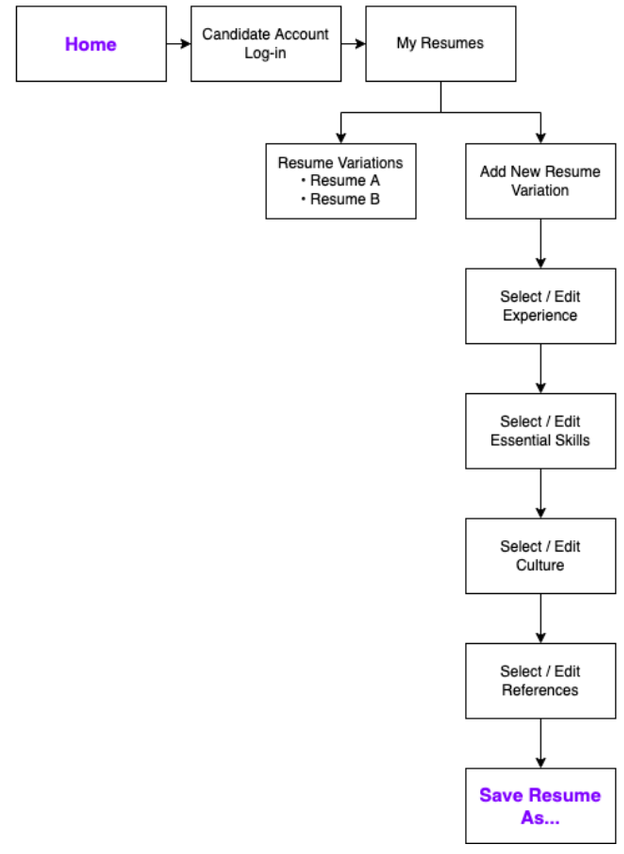


Candidates Add Resume Variations

To apply to jobs that vary in job requirements, or apply to different types of jobs. Information are based on master candidate profile.

Function: To apply to external job postings (Outside of H@W)

Upgraded service for $4.99/mo

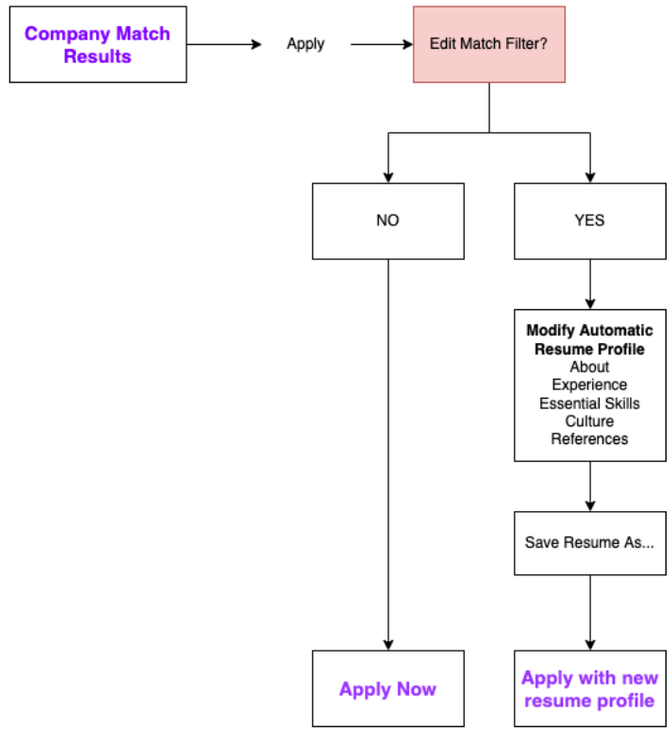


Candidates Edit Auto Candidate Profile

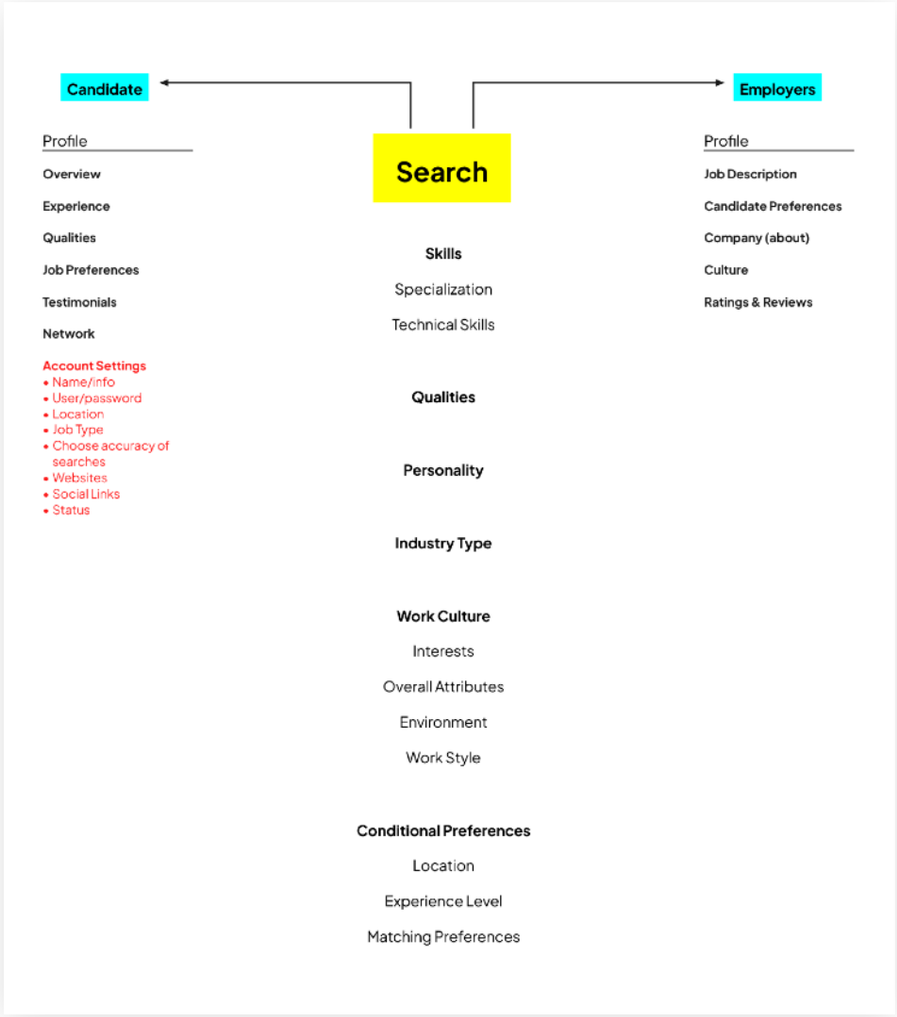
To apply to a very specific job that appear from internal automatic searches based on high % matches.

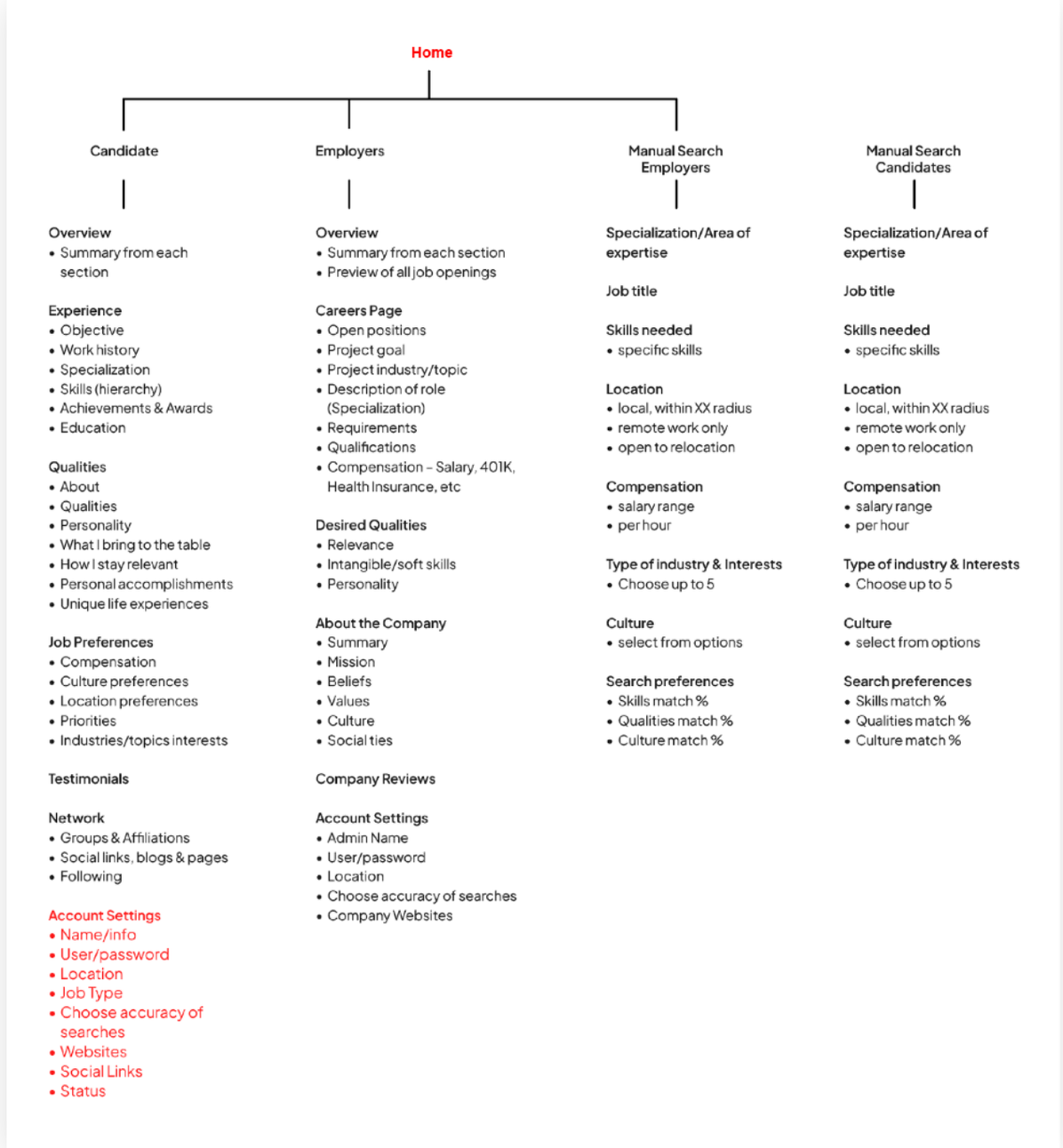
Function: To apply to internal job postings (within H@W)

Upgraded service for $4.99/mo

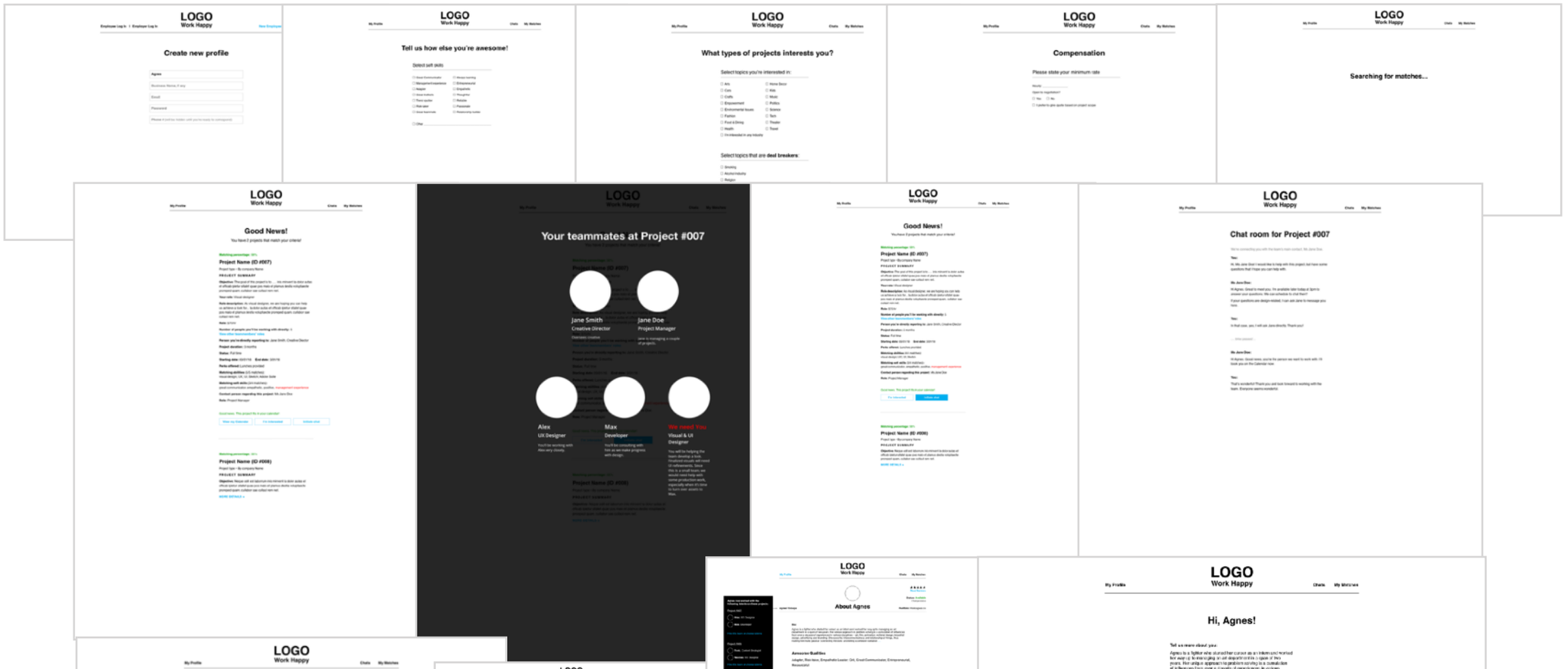


Info Architecture





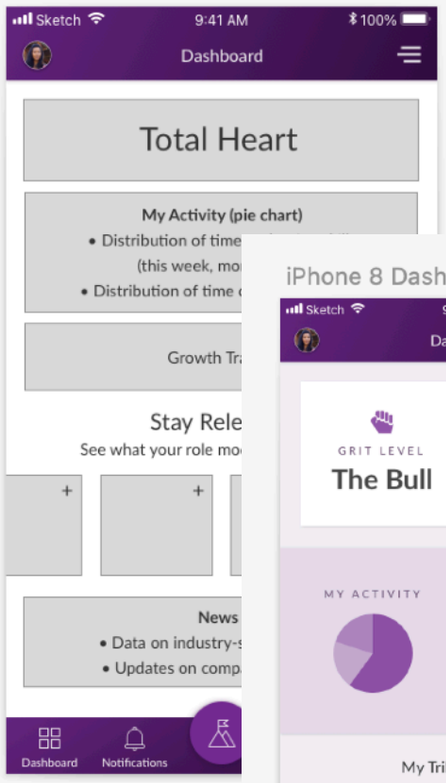
Early lo-fidelity wires



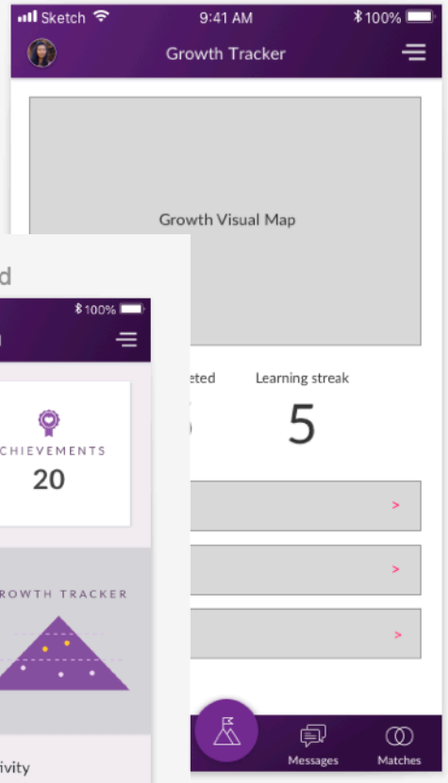
Concept of candidate creating a profile and connecting with a team for an interview

Med-fidelity wires

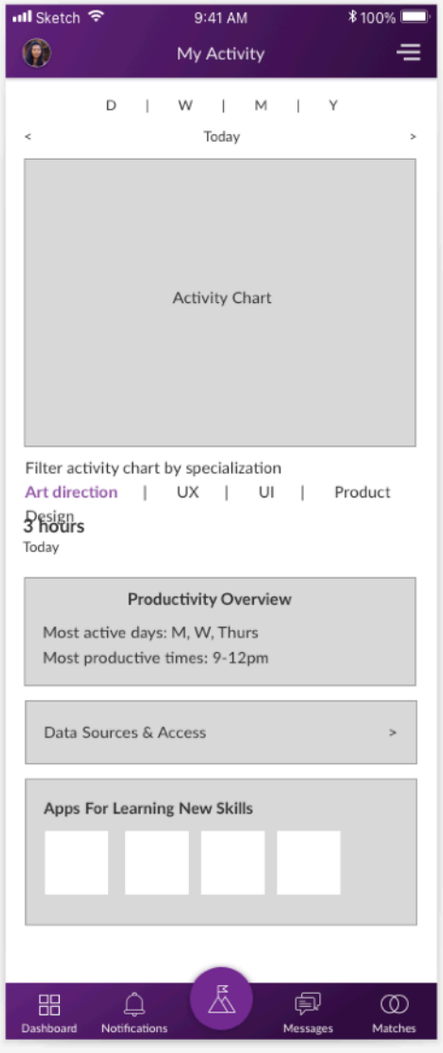
iPhone 8 Dashboard



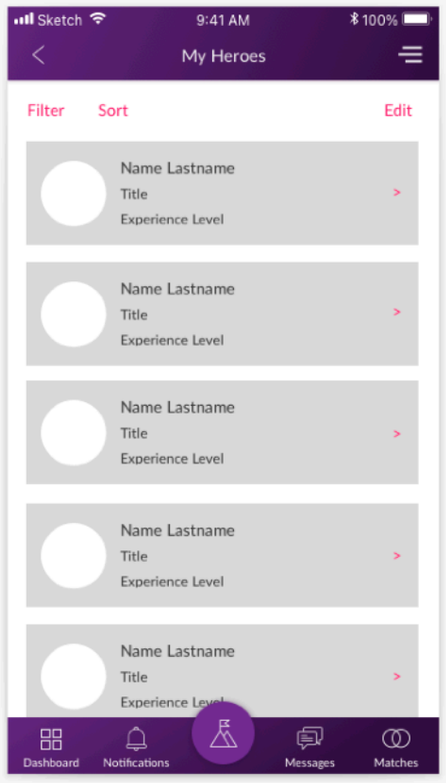
iPhone 8 Growth Tracker



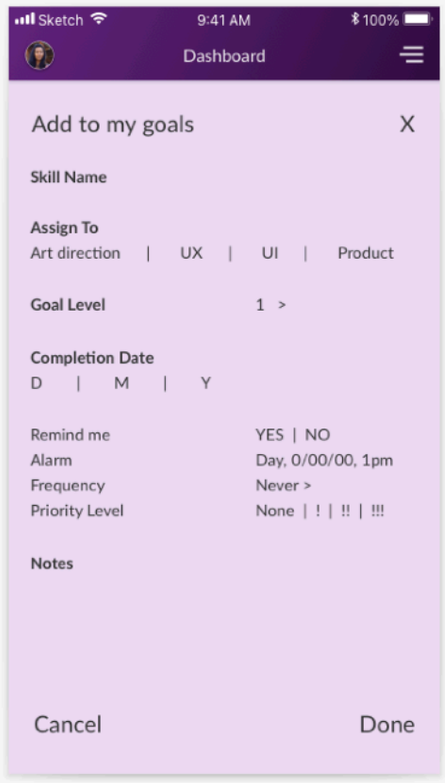
iPhone 8 My Activity



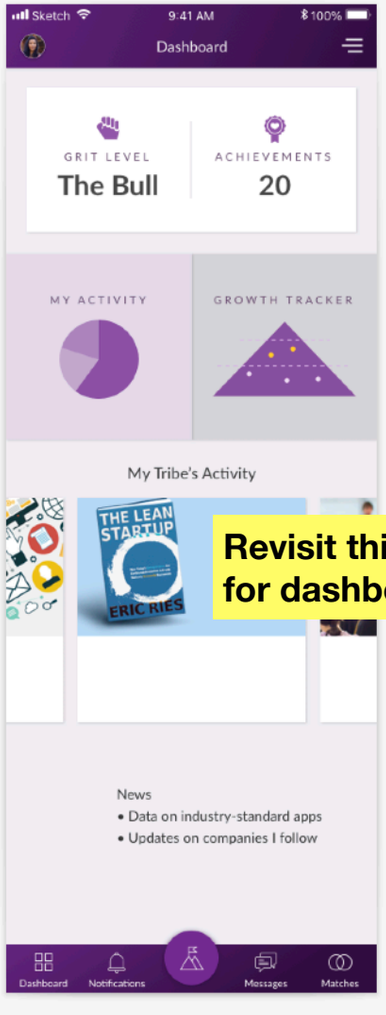
iPhone 8 My Heroes



iPhone 8 Dashboard Pop-up



iPhone 8 Dashboard



Revisit this concept for dashboard

Concepts of revenue-generating features

Gaining users

Attract Recruiters

- Develop partnerships with company recruiters. Recruiters will request applicants to sign up through heart@work.
- Attract start-ups – budget friendly for them.
- Attract tech companies (tend to be early adopters)

Marketing channels
DISPLAY: LinkedIn, HBR, Wall Street Journal, NY Times, Economist, Psychology Today
FIELD: Job fairs

Messaging topics (examples)
Importance of culture fit & performance
Hire efficiently – cut down hiring time and money
Stay relevant to attract top talents
New workforce looks for transparency
Study: Employee engagement very important

Motivations
Try free for 30 days (?)
Simple pricing – no guess work and stay on budget

Chicken or the egg?

Attract Candidates

- Graduating students
- High-demand candidates (influencers to attract their friends to join)

Marketing channels
DISPLAY: LinkedIn, Facebook, Twitter, Instagram, Influential millennial bloggers
FIELD: Job fairs, top universities

Messaging topics (examples)
Key to work happiness: Skills & culture fit
Introvert? Extrovert? Find the work that suits you
Goal-focused jobs affect work happiness and performance
You're more than a "cog in the wheel"

Motivations
Try free for 30 days (?). Referrals

Attract Existing Teams

- Various departments

Learn team motivations
Employees with Heart@Work profiles enable leaders to understand what motivates their team, increasing employee retention

Visual + Hi-Fidelity Prototype

@work

Style guide basics

#311745

#66308F #E7206A #FBCE3C

Large Hed

font-family: archivo black
font-size: 105pt
color: #373737

Headline 1

Headline 4

SUBHEAD

Body desktop utilize a 3-layer competency search system that analyzes rich candidate and organization profiles to yield better results. Save time and get hired not just for what you can do, but for who you are. According to studies, organizations that invest in employer branding are 3x more likely to make a quality hire.

Body mobile utilize a 3-layer competency search system that analyzes rich candidate and organization profiles to yield better results. Save time and get hired not just for what you can do, but for who you are. According to studies, organizations that invest in employer branding are 3x more likely to make a quality hire. Talk about productivity.

2010. The semi rounded letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. “Male and female, serious but friendly. With the feeling of the Summer,”

BUTTON 1

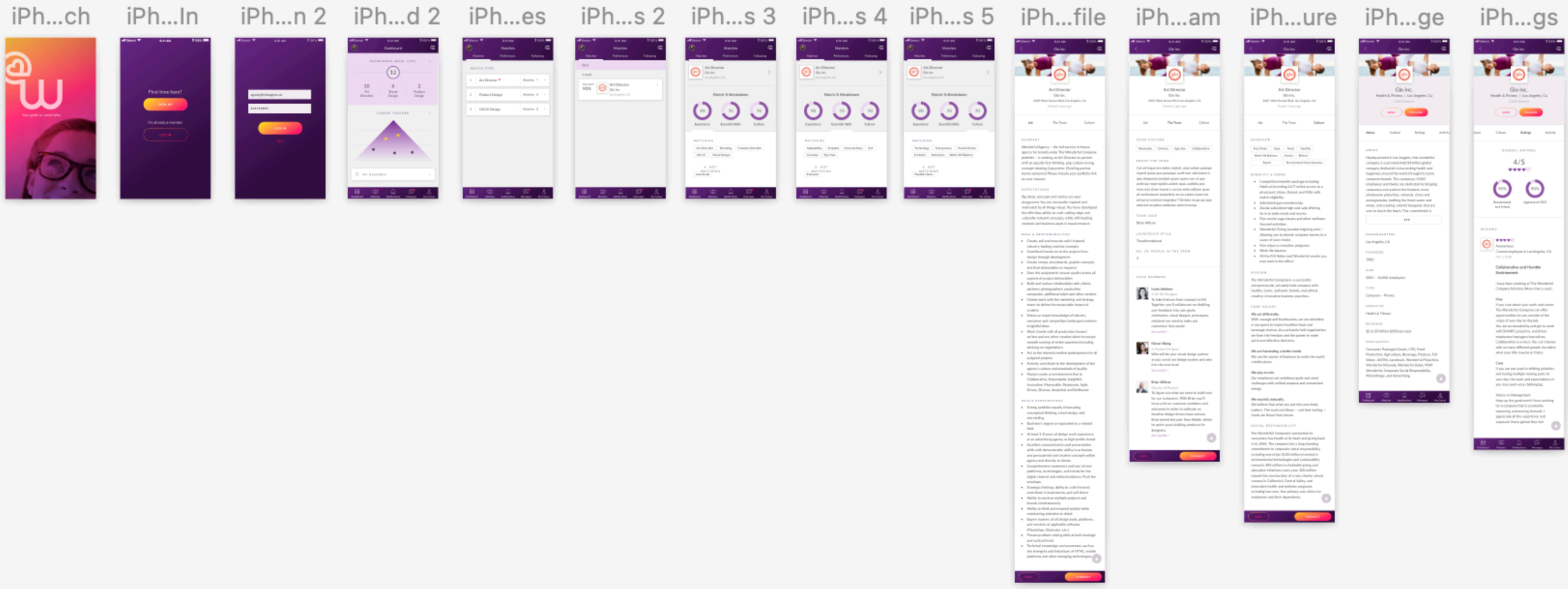
BUTTON 2

size: 182px x 52px
radius: 24px

Website icons

Website icons

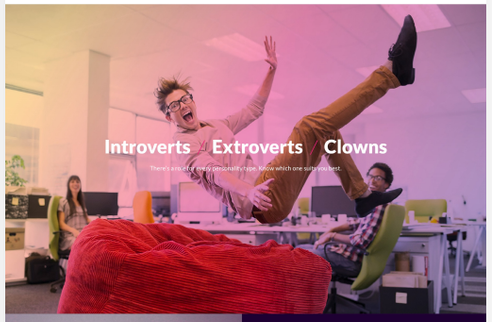
Hi-fi prototype – mobile app

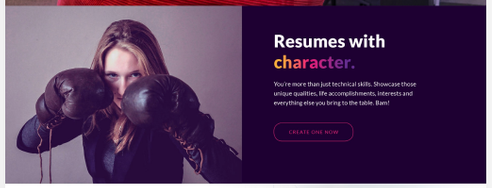


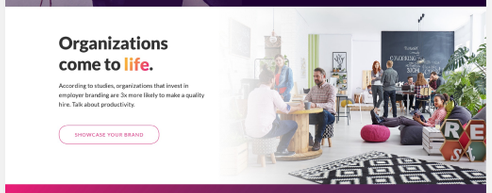
Prototype for candidate finding an employment match

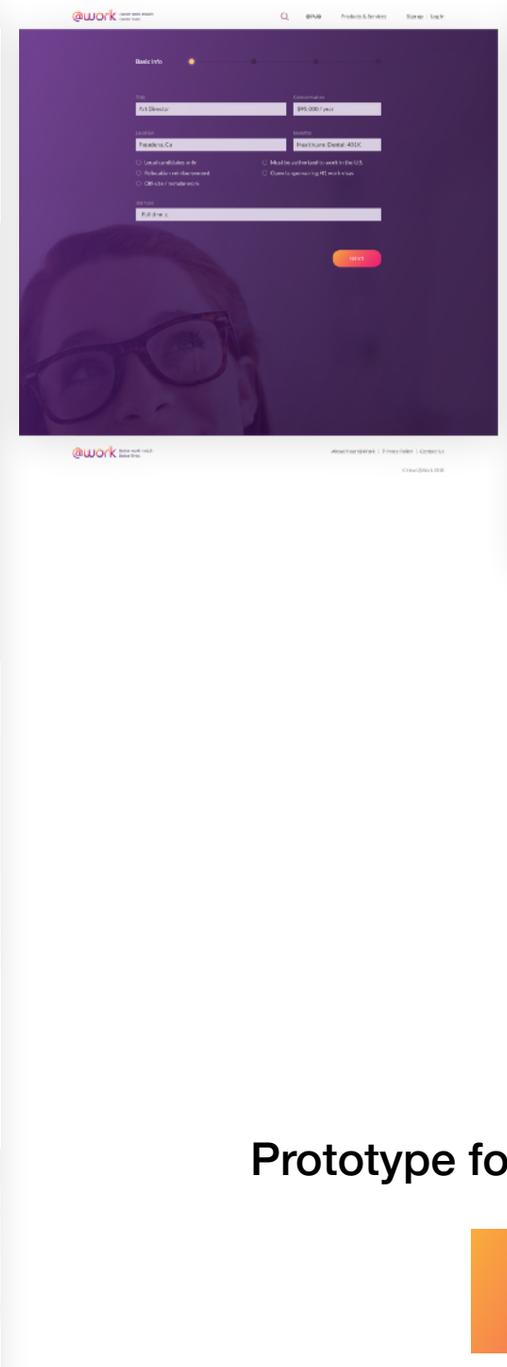
View prototype on InVision

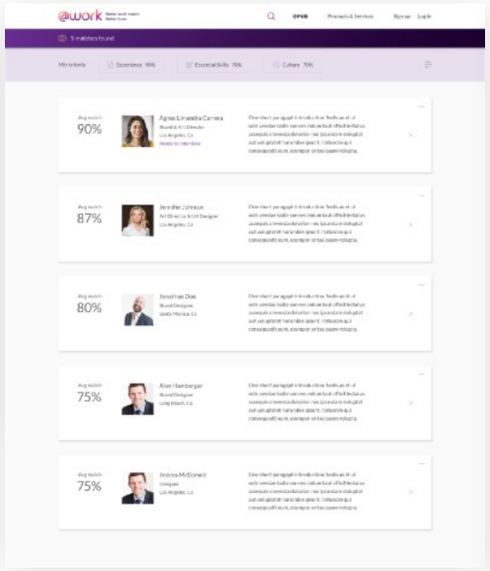
Hi-fi prototype – desktop

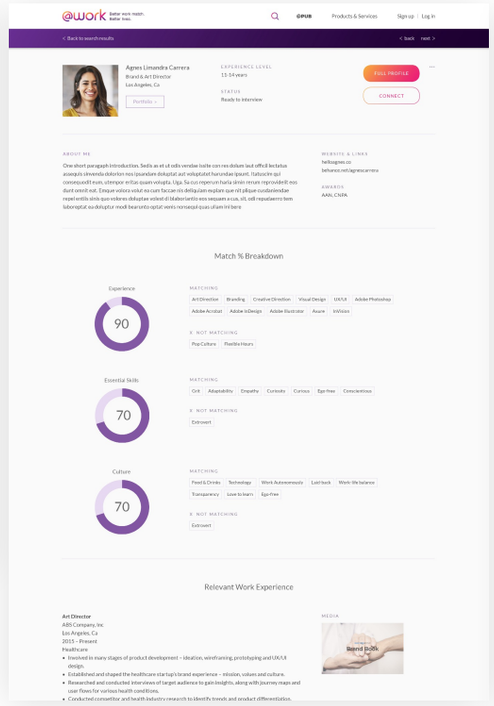












Prototype for recruiter finding a candidate match

View prototype on InVision

User Feedback to Validate

@work

User feedback – Candidates

Goals: Proof of concept; validate product need; identify core functions; features ideas

Profile	Would you use?	*(Conditional)	Concept come across?	Comments	Feedback and/or Ideas
Riki (T)	Yes*	If big name companies are there	Yes		"Quizzes to recommend what type of work environment suits me"
Natalia (T)	Yes		Yes	I wish this existed right now	"Different resume variation for different jobs"
Joao (T)	Yes		Yes	Feels like it's made by people who understand me	"Different resume variation for different jobs"
Yvonne (T)	Yes		Yes	Very well thought-out	
Hammi (T)	Yes		Yes	"Brilliant & smart! idea"	"Charge to unlock information" (?) **Marketing idea: start with recruiting graduating students, then asking their professors to sign up to vouch for them.**
Todd (T)	Yes*	Depending on how many jobs/ companies were posted	Yes	My engagement with job sites isn't really dependent on how the actual site functions, but rather how many alerts, emails, matches, and other points of contact I have.	The site still seems very job/skills-forward. Having talked with you about it already, I know what to look for, but if it was my first time seeing the site I might have some trouble picking that up. I think it's because the language is very much about connecting jobs to talents. The big draw of the product really seems to be how work is the job that a person does, but also the environment and more subjective parts. On that note, I'd maybe suggest switching the focus from matching people with jobs to matching people with compani… also speak to Narciso's idea about having people fi… within a company instead of a typical position. Migh… like I match with, say, Medical Nonprofit Company … we both like helping people, the medical industry, … of snacks in the office. Once we're matched, we figu… a position available based on skillset. Kind of a re… normal process where you get a job then figure out if the company fits. If you do end up focusing on companies, it could provide an opportunity to have a longer or pre-emptive job search cycle. For example, a company may not be actively hiring, but could be searching out talent that would fit the culture through Heart@Work and notify them when appropriate jobs pop up. Similarly, people could be connecting to companies with an intent to maybe work there in the distant future if something appropriate pops up. That would also sidestep the issue places like AngelList have, where companies are looking for quick hires for poorly thought out positions. Figuring out the data part is going to be an interesting problem. Might also be some opportunity there to license out access to HR departments or recruitment companies as well. Seems like if you could come up with an algorithm that matches companies/jobs with people, you'd also be able to go into organizations and use a similar algorithm to profile the employee landscape and identify what the culture looks like to improve or enhance it.
Jose A	Yes!		Yes	So current and much-needed.	
M	Yes		Yes		Candidate comparison?
Young	Yes		Yes	I love the look & feel of the design! It feels very welcoming & also hip!	Add an option to the distance? For example, some people only interested in opportunities close by, vs. like me I don't mind commuting to distance.
Jay	Yes!		Yes	Overall tone come across.	Can I print?
Narciso	Yes		Yes	"Definitely be of interest to me."	"Pretty great"
Dan	Yes	If it works	Yes	I might not have faith that I'll find a job or find the right candidate. Not because there's anything wrong with the site but because I've been disappointed before. But overall, fantastically done. I really love the design and what it says!	One of the big problems I have with job search sites (and LinkedIN) is that I have a variety of skills and I'm interested in more than one kind of position. For example: I might want to hear about a CD position at a company but I'd also be interested in hearing about content creation gigs. I would consider adding some kind of user feedback, reviews, testimonial, section [to help sell concept].
Sal	Yes*	I would definitely use this product if there are enough of a pool of companies, individuals, and people who are using it actively and if the companies I am looking to work for have a profile there.	Yes		I know you have options to include the technical skills: "photoshop", "InDesign" etc etc…that is cool, however, seeing it from an employer POV, two people who put down Photoshop skills may not be at the same level or even have what the employer is looking for. Perhaps there is an option so we candidates write a mini-something whenever the employer clicks on our skill abilities. In this window, we could write what we do with that product. For Example: My Photoshop skills include retouching photographs, adjusting color-temperature, resizing, retouching in both RGB and CMYK. I learned my skills when working at XYZ Newspaper and we had to prepare our photographs for CMYK printing… etc etc.

"Still seems very job/skills-forward"

"Candidate comparison"

User feedback – Employers

“Saves me time. Looks easy to use.”

Employers					
Allen (E)	Yes		Yes	Saves me time. Clean interface. Looks easy to use.	Indeed.com has paid access to "high-demand" profiles, but didn't get any response. I would like access to high-caliber profiles. Investors would want to know marketing plan.
Conrad (E)	Yes		Yes	Saves time	
Jill H. (IR)			Yes	Looks great!	"I am going to be focusing on **diversity sourcing too, so not sure if it's legal to add race, veterans or gender on your site as a search category, but would help too"** **"Title and required technical skills can be interchangeable. some people are product designers, some UI/UX, some just designer and can all represent the same thing and/or be very different. Not sure how specific your search will be, but that usually a big problem with Linkedin"** **I think years of expereince is better than entry level, management, etc. the way it's broken down in corporate is usually is IC (individual contributor) or manger/director (management track). for example and IC can have 15 years experience but never want to be on the track to management so there's kinda 2 separate corporate tracks if that makes sense, its not always lateral for my current companies as it is in an ad agency where when you're a CD you're automatically a manager too (cant get around it)** **location - will you be able to type "bay area" or will you have to put "san francisco" how far will the range be for "local candidates only"**

Thank you.

Agnes Limandra Carrera
writeagnesc@gmail.com
786-512-2575

@work
Better work match. Better lives.