

Design Brief – Curated Role Recommendations

[Product Brief](#)

User Problem

Employers come to Vetterly for relevant job seekers to fill their open roles. Through user research, we discovered that many employers prefer a curated list of job seeker recommendations that meet their requirements rather than a list of 100+. With the current experience users are unable to efficiently evaluate job seekers and provide explicit feedback, therefore we're unable to deliver accurate recommendations for their role.

Product Goals

1. Revamped "job seeker cards" to enable Employer users to focus on what's most relevant to them
2. Creating a feedback loop that directly feeds the Data Science Multi-Cand Rec Process to enable better job seeker recommendations
3. Build a foundation for a new and improved Roles experience in React that is distinct from the 'Search' experience.

Considerations

1. This will be built in our new front end framework, React. Some components exist but we will need to create more to complete this project.
2. Curated Roles is an extension of the existing Roles experience, and will replace the existing Roles experience (pending MVP learnings and success) . We will build this over the next few quarters
3. This will be a responsive experience.

Things to note

1. 'Promoted' job seekers: this refers to the first group of job seekers in the Sort Order.
2. Match quiz is powered by the "Sort order"
3. Curated list is powered by the "Multi-Cand Rec Process"

4. We will release a fake door test to capture user interest for this new experience
(currently in progress)

Approach

Navigation

- There will be both an Angular nav (existing) and React (new) navigation.
 - The new Curated Roles experience will be in React, while the rest of the product will be in Angular
 - If a user clicks on a navigation item in React, they will be directed to that page in Angular. Vice versa
1. 'Search'
 - a. Copy change (Angular & React): 'Search' to 'Browse' to create distinction from 'Roles'
 2. 'Roles'
 - a. Users can navigate to "[Top Picks](#)" from individual Role pages, located next to the 'New' tab
 - i. Will open in React app
 - ii. Each role page will have a unique URL ([JIRA ticket](#))
 - b. User will see new React global navigation
 - c. Clicking on a Role in the drop down list will direct the user to the legacy role page in Angular
 3. 'Tracker'
 4. Sub nav
 - a. Help – Product FAQ and contact form in [Kustomer](#)
 - b. Copy change: 'Add coworker' to 'Invite coworker'
 - i. Users will be directed through the new React flow
 - c. Logout

Match quiz

More consistent feedback a user provides to the 'Multi-Candidate Recos' algorithm the better their recommendations will be

1. Anyone with access to a Role can complete the Match Quiz and view the Curated list for that Role. The feedback will be based on the individual user.
 - a. Existing roles: If a user sent at least 3 IVRs for the selected role they are not required to do the Match Quiz

- b. New roles: If the user has not completed the prerequisites for the selected role, they are required to engage with the Match Quiz prior to viewing the curated list. The user can proceed to the curated list based on the acceptance criteria below.
2. Users can go between the match quiz and curated list
3. They can also select a different role to complete the match quiz/see the curated list
4. Users will see 1 job seeker card at a time
 - a. Once they complete the feedback for a job seeker a new profile will cycle in
 - b. There will be no limit to the amount of job seeker cards to cycle through
 - c. If the user exhausts the list of job seekers for the Match Quiz, we will encourage them to
 - i. Primary: Visit the curated list to send out IVRs
 - ii. Secondary: Adjust their Role filters (in create a role) to expand the Match Quiz results
 - iii. Secondary: Select another Role to complete the Match Quiz for
5. User will provide binary feedback per job seeker
 - a. Users will have the option to indicate if they would IVR the job seeker or not
 - b. (Thumbs up) "Would IVR" – that cohort of Job Seekers will be surfaced above the promoted job seekers in the Curated List
 - c. (Thumbs down) "Would not IVR" – employers will be prompted to provide feedback in a multiple choice format
6. User must complete one of the following prerequisites to proceed to curated list
 - a. Indicate they would IVR at least 1 job seeker
 - b. Complete follow up feedback for min 3 job seekers

Curated list

1. If the user indicated they would IVR a Job Seeker from the Match Quiz, that cohort of job seekers will appear at the top of the list (like a sponsored ad) above the promoted job seekers
2. Below the cohort of Job Seekers, the user will receive a total of 30-50 job seeker recommendations:
 - a. All job seeker cards will be loaded upfront for the user to interact with
 - b. The list will be updated daily (as long as the employer has interacted with the Match Quiz and/or sent an IVR or saved a job seeker to the given role)
 - c. Once the employer sends an IVR, saves, or hides the job seeker, the card will be removed from the curated list

- ~~3. Users will be required to send IVR, save, or hide in order to view the next job seeker~~
4. If the user exhausts the curated list of job seekers, they will be prompted to review saved job seekers or wait until the next day for new recommendations.

Job seeker data

1. Users can view and interact with job seeker information in 2 ways:
 - a. Dynamic profile
 - i. Featured job seeker data based on employer's role criteria
 - ii. Visualized timeline of the job seeker's education & work experience. Bringing their role preferences to the foreground and leading into their most recent work experience & education
 - iii. Call attention to the technical skills that match the users filters
 - iv. Indicate how many times a skill appeared in their resume
 - v. Indicate how many filters match the job seeker
 - vi. Feature match rationale from '[Top Pick](#)' badge
 - b. Interactive resume
2. The user can complete the following actions in the curated list from the profile or resume:
 - a. Send IVR
 - b. Save – will save job seekers to the 'saved' tab to their current legacy Role and have access to these saved job seekers from the curated list
 - c. Hide – will hide job seekers from results in Roles and Search as well as from the curated list
3. The user will be directed to the expanded job seeker profile (Angular) to complete the following actions:
 - a. IVR – will see updated curated list based on their action (i.e. the job seeker card will disappear upon IVR sent) *We are actively exploring alternative options suitable for MVP*
 - b. Add team notes
 - c. Share URL
 - d. Saving to roles other than the current role

Out of scope

1. Users will not be able to
 - a. Save job seeker to multiple roles from the Curated List
 - b. IVR, add team notes, and share from the job seeker card in React. They will be directed to the expanded profile (legacy Angular)
2. Users will not be able to create, edit, close, or delete Roles from this Curated Roles experience, that will remain in legacy Roles
3. Multi cand recs algo that is based on per role, rather than per individual
4. Consolidated, single experience between legacy Roles and the Curated Roles experience - this is due to technical limitations with our code base, but it is our vision over the next few quarters to consolidate it all into one. For the time being, we are using this as an opportunity to test these new concepts.

Open questions

- Experiences to experiment with:
 - Separate match quiz experience from curated list?
 - Fully separate use cases and allow user to focus on the specific use cases - e.g. feedback when in the match quiz, just sending IVR's when in curated list
 - Combined match quiz experience with curated list?
- Send IVR from match quiz directly?
 - This is a potential direction we take in the future
 - But it will not be part of MVP due to technical limitations (IVR needs to be done in a separate window) and we want to test this out with users to validate
 - We expect there are 2 “modes of thinking” that users will take. One for match quiz which is to purely improve the recos, and one for curated list which is to send IVR's and get people to interview. So we don't think it will be a jarring experience.
- ~~● 1 by 1 curated list? (we will do the full list of 30-50, not 1 by 1)~~
 - ~~○ Concerns around clients being forced to hide to move forward since hide will hide from all~~
- As part of legacy Roles tracking, do we know the level of detail of which candidates have been seen (but not interacted with)?
- Should we have a sort order that prioritizes “new recos” into the curated list? To help facilitate showing the newest recos. But does this undermine the recos algo?

- Maybe it makes sense to have a filter for this?
- Should we refresh the list to be top 30 at all times (i.e. the algo refreshes the weight each night, but there are existing weights the user can use, so thus it's possible to have the list at 30 candidates the whole day)?
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- Hypotheses:
 - The daily refresh rate will actually increase “relevant / quality” IVR rate by forcing users to focus more. **Intentional IVRs.**

Appendix

Next Step

1. Combined (match quiz & curated list) concept
2. Sketch concept
3. Match quiz