"imAvailable"

THE JOB MATCHMAKER

EXPLORATORY PHASE RESULTS
05-899B | Designing Mobile Services

TABLE OF CONTENTS

PROCESS

The hunt we began with was much different than it is today. In fact, there were three significant revisions, each with a round of robust customer research. Everyone on the team worked to generate this research, and it ultimately led us through the forest to a truly viable product space.

We found it a struggle to explore a potential co-created value space while simultaneously refraining from narrowing ourselves to a design. Help from the professors and by keeping a constant eye on the objectives of the Exploratory Phase, we were able to back ourselves out of too-in-depth design discussions. This was also an issue when conducting interviews. To mitigate this during the interviews, we would strive to only discuss features and possible applications near the end of the discussion. Grounding ourselves in customer data and making arguments from the data also enabled us to stick close to the facts and not grow attached to fanciful notions.

RESEARCH   CRITIQUE
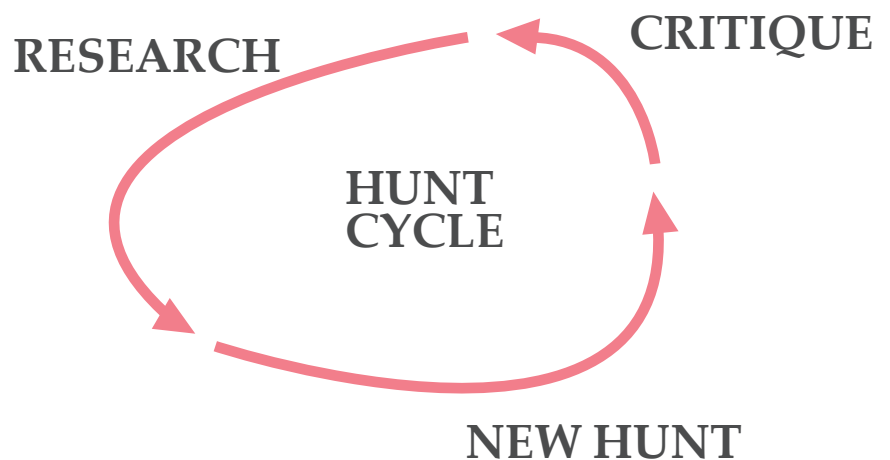
HUNT
CYCLE

NEW HUNT

The above diagram illustrates our Hunt Cycle: New Hunt, Critique, Research. The line representing Research is intentionally longer, because that typically took the most time. We would meet every Monday to recap our research, and receive critique on Tuesday, thereby enabling us to research for the next iteration.

RESEARCH INSIGHTS

The hunt for this project has undergone three significant iterations. The initial hunt presented by Ward in class revolved around personal relationships and aggregation of digital communication channels. This was abandoned for one show-stopping reason: we felt the app could not sell for more than 99¢, with no continuity income. We switched our hunt to target groups and businesses instead, but keeping the essence of the timeline visualization and communication channel aggregation.

We performed research targeting "individuals who manage contacts through disparate digital channels over time." This included, small groups, alumni groups, group organizers and group followers. A survey with 38 responses told us that people did indeed use many disparate digital channels to communicate, and they often had problems choosing the right one that everyone wanted and monitored. For example, some people preferred text to email for information. We also interviewed five student groups and a director of a undergraduate scholarship alumni program. Ultimately, we saw some value in the need for a visualization over time, but not a strong need to aggregate communication channels. The area just did not warrant enough value to fill what seemed like a minimal need.

We then revised the hunt statement to look at, "business and professional networkers who have many contacts." We chose this because we figured more contacts meant more confusion, and hence more value for an visualization / aggregation app. We interviewed five individuals, including a restaurant owner, a product promotion worker, a salesman, a small business owner and a working professional. We saw that users really needed a fast-contact add functionality, possibly using voice recognition. We also saw that searching for contacts with tags or image processing was not valuable. After that research, we were feeling somewhat deflated with regard to our hunt.

After talking to the professors, we decided to explore the "dream scenario" that we had all the data of everyone's contact networks. We started looking at LinkedIn and decided that we could see what could happen if we had their data. After switching the hunt for the third time to look more at "business recruiters and job seerks," we performed another round of research. We conducted four

interviews with a Human Resrouces Recruiter for an enterprise IT firm, two college job seekers and an undergrad program advisor.

The results from the third round of research were much more promising. The Recruiter showed us that the most desirable candidates are the hardest to connect with: the Young Professional with 1-3 years experience. These are individuals who have been working for a few years, but do not particularly enjoy their job. This Young Professional is not actively seeking a new job, but would likely entertain offers and even change companies. We also discovered through the Job Seekers that they often know many Young Professionals through school, and are connected to them via LinkedIn. We saw from multiple sources that the Job Seekers share knowledge about jobs and offers readily to their friends. Therefore we think there is a strong value opportunity to help the Recruiter connect to the Young Professionals through the Job Seekers.

After realizing the value for the Recruiters, we began to look how value could be co-created for the Job Seekers. We saw a lot of breakdowns among the Job Seekers regarding logistical and practical knowledge of how to get a job. For example, we saw people at the career fair who forgot to take down the name of the Recruiters so they could email them. They were also unclear when and what to email. We decided a FREE app could help these people. The value they get is the practical value delivered from the app. We can then leverage the LinkedIn connections provided by the Job Seeker to give value to the Recruiter.

POG AND SET

SOCIAL · TECHNICAL · ECONOMIC · POG
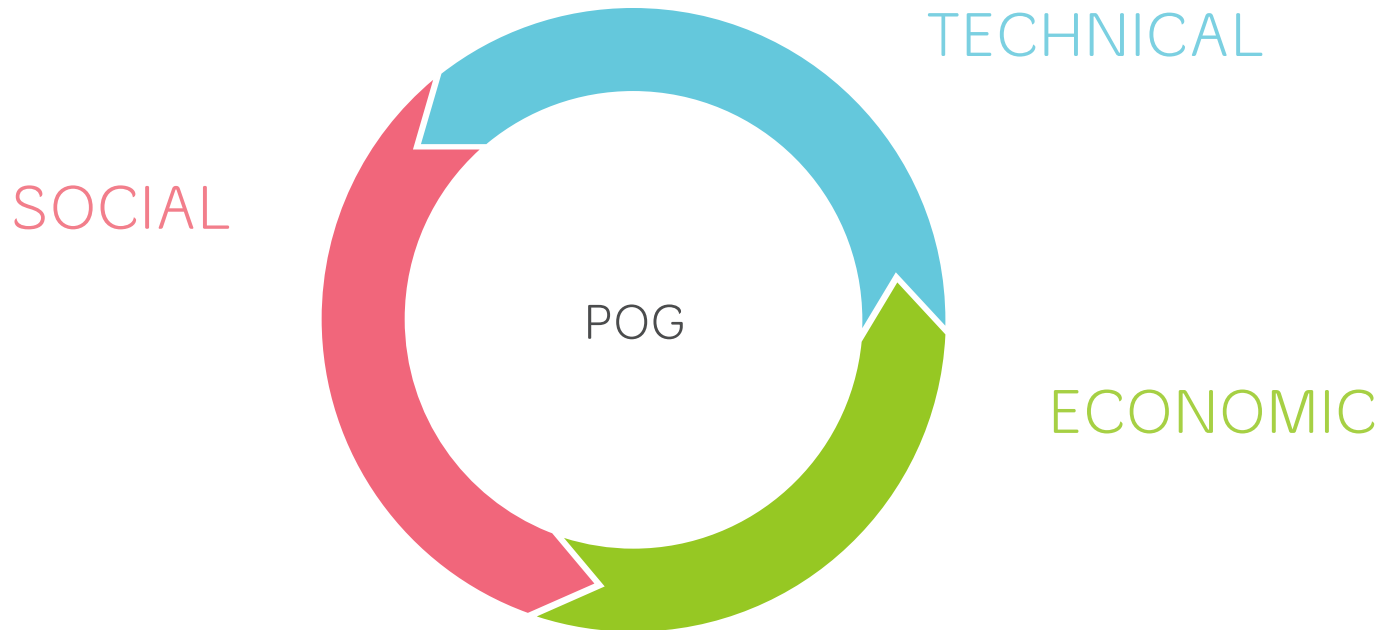
SOCIAL

- Explosions of channels!
- Small, frequent communication opens opportunities for kinds of services.
- Records are disordered, and thus need organizing.

ECONOMIC

- Upgrades are now common, especially monthly upgrades.
- This means the users would be comfortable with the pricing model.
- There are many media channels, many of which are free.

TECHNOLOGICAL

- Ultra mobile! Cloud storage is prevalent, ubiquitous, and familiar.
- Easy to integrate augmented reality, image analysis, or voice analysis to enhance the visualization.

PRODUCT OPPORTUNITIES

- We would make it easier to build and check relationships.
- Users would pay for storage, ubiquity, and analysis.
- Essentially, when we bring order to chaos, we create time for the user!

MOBILE OPPORTUNITIES

- Our service would record texts & phone calls.
- The "I forgot your name!" would be handled elegantly through look-up.
- Background information would ease through awkward introductions.
- Smarter scheduling means more efficient group messaging.

ELEVATOR PITCH

imAvailable enables employers to locate the most viable and appropriate job candidates by leveraging the contact networks of the applicants themselves.

We place the recruiter into the conversation going on among the candidates.
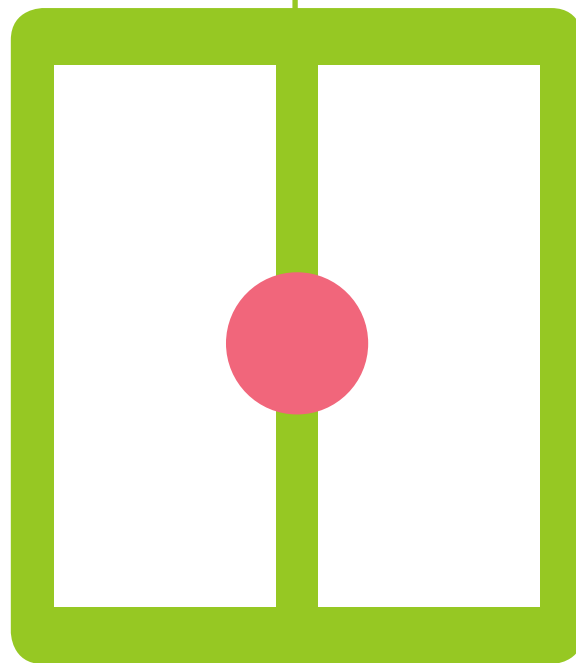
PERSONAS

THE JOB SEEKER

The Job Seeker is the mobile app user. They are young and likely about to graduate from college. Often, the Job Seeker is confused about how to talk to the Recruiter at a career fair. He does not know the proper ways to dress, follow-up and approach companies. He makes many mistakes that could be helped by a simple mobile app.

The Job Seeker has many other Job Seeker friends, and they all talk about the job offers they receive. Often, when they hear of a company that looks good from their friends, they also contact the company. The Job Seeker also has many friends that have been out of college for a couple of years, and he is connected to them on LinkedIn.

THE RECRUITER

The Recruiter needs to hire young employees. Although most hiring is done out of college career fairs, the Recruiter covets the Young Professional. The Recruiter currently has almost no way to get in touch with a Young Professional, other than casual connections. Although nearly 25% of the the Recruiter's candidates come from casual connections, the Recruiter would like to gain further leverage and direction over those connections.

THE YOUNG PROFESSIONAL

Although the Young Professional is not a user of our application, they are a user of LinkedIn. They are connected to the Job Seekers and coveted by the Recruiter.

THE JOB SEEKER

Joey Thompson, 21

Computer Science Student, Carnegie Mellon University

HIS STORY

Joey has always been good with computers. While he was growing up in Nevada, he always was always playing with them and taking them apart. He chose to come to CMU because of the quality of the Computer Science Department. Joey is about to graduate and looking forward to getting a job, but he is dealing with an issue right now. He does not know how to talk to recruiters. When he goes to the job fairs, he feels really uncomfortable and he thinks nothing will ever come out of it for him.

TYPICAL DAY AT THE CAREER FAIR

Joey dresses in a nice suit and has his folder of resumes prepared when he walks into the fair. He looks at the directory board and quickly realizes that some of the world's top companies are here today. He didn't research his favorites beforehand, so he begins strolling the aisles until something catches his eye. He has never heard of a lot of these companies, and wonders which ones are looking for computer science.

Joey ends up standing in line at Google for almost 45 minutes when he finally gets to talk to a recruiter. "Hi! Tell me about yourself," says the recruiter. Joey stammers out a not-so brief history of his life up to this point as he shoves a resume towards the person. The recruiter takes charge and asks him some technical questions, which he promptly answers. She scribbles something on the back of his resume and thanks him for visiting.

Joey has no idea if it just went well, or not. Joey checks out a few more companies with similar results, and Google does not for an interview the next day.

GOALS

Joey wants to get a good job doing work he would like. He is confident in his abilities, and he just wishes the recruitment process was not so obscure and bewildering. Joey want to be treated like the good candidate he knows he is.

THE RECRUITER

Aarika, 33

Human Resources Director, Anderson Software

HER STORY

Aarika has been working at Anderson for five years now, and she is one of two Human Resources employees at the firm. Anderson does not use head-hunters to find employees, so it is up to Aarika to do most of the recruiting and hiring for the company. She is often on the road, attending career fairs hosted on college campuses.

TYPICAL DAY

Her boss walks into her office and states, "We got the new contact! Get me a dozen new hires, as soon as possible." This is not impossible for her, but it is definitely easier around the college graduation times. Aarika has lots of trouble finding candidates in October. She often receives applications from unemployed people with industry experience, but the company prefers to hire younger, cheaper and more trainable employees.

GOALS

Aarika wants to be great at her job. She needs to prepare for a situation like this, which happens quite frequently. By building up her contacts database, and keeping it flowing, she will be prepared to onboard new people throughout the year.

THE YOUNG PROFESSIONAL

Shika Huang, 26

Professional Software developer

HER STORY

Shika is an outstanding Taiwan girl who has a talent for programming. After graduating from Carnegie Mellon University Computer Science major, she took a job with WebConnectU as a software developer. Two years passed, and she has gained a lot of experience and some fame within the company. However, due to the policy, she can't get a promotion until she gets a proper visa. Shika gradually feels unsatisfied with her salary and her position. Looking at her project leader who got into company with her at the same time, Shika feels frustrating and starts to consider changing to a job which can fulfill her desire.

TYPICAL DAY

Shika her regular work on developing a software project, this project is not difficult for her. While meeting with the project leader, Shika can always address a better idea faster and more accurate than any other members. It is obviously that her ability far surpasses her position now, and everyone knows that. She is on LinkedIn, but she never browses jobs and never receives offers through it. She would like to find out a new job which can offer her a better situation than the current one; however, she is busy everyday and has no time to attend a job fair. Furthermore, it is really difficult to find a proper job right now because it's not graduate season. Staring at the monitor, another day passes.

GOALS

Shika wants to get a better job than the current one. She is confident in her abilities, and she hopes there are some available positions for her. She wants to be found and so that she can perform better than she can now.

CO-VALUE SPACE

WHO IS THE CLIENT?

The recruiters are our clients. Particularly, for larger companies, the HR directors will make this decision on behalf of the department. We envision our service being particularly useful for a recruiter who is always on the go, especially ones who attend multiple career fairs in weeks. However, anyone who does a lot of hiring could make use of this service. Through our inquiries, we identified that companies will pay a lot to get the best candidates.

CO-CONSTRUCTED VALUE

Job Seekers get the value of a good utility app for job hunting, and thereby expose their connection networks by connecting with Recruiters. Those networks contain other Job Seekers and Young Professionals. Recruiters utilize the Job Seeker connection networks to find and contact other Job Seekers and Young Professionals.

DESIGN IDEAS

We have some starting ideas for our next phase.

JOB SEEKER: MOBILE APPLICATION

- Timeline to watch contact with recruiter.
- Warnings if things look "bad"
- How to operate at a career fair guide.
- Lessons, instructions
- Tools for at the career fair.
- Recording names and contacts

RECRUITER: MOBILE APPLICATION

- Analysis for job titles.
- When sending a message, provide some selection of the Job Seekers by their titles, or what they are looking for.
- Don't blanket all the contacts, just the ones looking for the job you are messaging about.
- Timeline to watch connections with job seekers
- Tail size analysis
- GPS "I'm available"
- Broadcasting to others that you are open to be approached about recruitment.
- Selective broadcast: Young Professionals.

ROUND 1 RESEARCH

Early Brainstorming, before first round of inquiries
- Services to Visualize
- Text history
- texts sent/received
- pictures sent/received
- text links, addresses, phone numbers and other recognizable pieces of information
- Phone calls
- Facebook
- wall posts
- messages
- chat
- Email
- sent/received
- attached photos

Revenue Model Ideas
- take fee from group. premium fee for larger group
- targeted ads based on content

Research Participant Ideas
- school class groups, ~ <5 people
- social group administrators
- side project groups
- small teams in research
- club member
- club administrators

ALUMNI DIRECTOR
Interview by Ward Penney

She is an alumni director for an undergraduate scholarship program I was in at the University of Colorado at Boulder. They have been around for about 30 years and have over 1,300 alumni around the world. She is in charge of growing, fostering and leveraging the program's alumni community for donations, contacts, lecture speakers and job opportunities for students.

[how do you maintain and track the contact information for these people?]

We try to keep a running list of up-to-date contact information, but that usually has a lot of holes. When people move, they don't tend to send us a note. We have a website where people can update their info, but most people don't use it more than once.

[how do you know who is an active alumnus?]

We know who sends in donations. We also throw several annual events, like the silent auction Jubilee, and the football watch parties. We know who comes to those, and if they buy / donate anything. We post photos on the facebook wall and tag people, so you can get a good sense of who's there.

[what communication channels do you contact alumni through?]

Mainly phone and email, but postal mail also. Facebook sometimes.

[text, or other channels?]

Not really text, only if we are friends. A lot of the alumni from my class, and the recent classes are still in Boulder or Denver. We see each other a lot.

MBA STUDENT
Interview by Jingshu Xia (Susie)

Interviewee is 30 years old, currently a MBA student. He has business experience before, work with colleagues in groups. Right now gets involves in many group works for courses. He is group leaders in many projects.

He normally uses email to communicate with group members

He has used a project management website to posted message, share files and even chat online with each other

He complains that emails list is so long, hard to figure out the source, the priority.

no time to process the useless emails/messages, useful to visualize them if possible., quickly know them.

Set roles to communicate with group members, the rule to communicate is important.

schedule efficiently and show up on time are big problems

In real business world,manager manges your calender, scheduling is difficult in such situation.

Expectation:
- Communication directly mange the time/action, ask people to done, frequently schedule.
- Neat platform and user interface
- Notification for messages.

Design ideas:
- Leader in one group is more likely to be leader in other groups
- involves multiple task management or switching.
- We should try to come up with ideas of reorder information to better cater users' requirement
- make more categories, such as group, projects, priority
- automatically prioritize emails

STUDENT HOBBY GROUP LEAD

Interview by Susan Lin

- It's unpleasant to say say "No Show" due to obligations.
- It'd be nice to lower that barrier.
- Afraid to notify because it feels like people will be harsh or react negatively.
- It's hard to due extracurriculars on top of school work.
- Easier for forgiving than permission
- Miss a meeting, obligation to make it up later.
- Rest of group receives no warning, unless someone else calls or texts for a response.
- Breakdown: some group members take the organization as a higher priority than others.
- Does schoolwork come first or the organization?
- Some people say school does, but it's obvious from their actions that the org actually does.
- Inquiry Transcript, more or less
- Describe the group. Bunch of of students, game dev, for fun/ not for class/low-high commitment
- How long have you been in this group? Since freshman year (f07)
- How long has this group been around? Larger org founded by DeLeon in f05
- What is the size of your group? Club: 50ish, Dev team: 5core+/-10people
- What is your role? Are you in an administrative capacity? Project leader
- What other roles are there? Larger dev teams: co-project leader, otherwise per specialty dev roles.
- What ways have you communicated in the past?
- Email dlist - set expectations on reminders / updates
- Email for messaging
- Sourcecontrol log
- Phone (if necessary)

[Tell me about the last couple of times you communicated with the group?]

Last semester when finishing up last semester's game

Soon again, kicking off this semester's project this week

[Tell me about the last time there was a communication problem?]

People tend to go mia as things get busy. Since this is an opt-in "for fun" group, there's no   mission critical problem with people going missing. It's expected. The phone is great as a get ahold of the person mechanism quickly. Just to check in.

Usually the issue: Are you going to do x and y deliverable? If not, do you mind if someone else takes care of it? (Sometimes its in progress, or the person really wants to make that portion of the game, but just doesn't have the time just yet.)

[How do you determine how involved people are in the group?]

Based on # times they show up to work meetings (weekly)

[How do you increase involvement?]

If we weren't here at CMU, it'd be possible to increase the # of get together collab sessions. (Something for the future.)

HOBBY CLUB LEADER

Interview by Po-Kai Chiu

Interviewee is 22 years old, currently a regular student in the College.

What she needs to do for the club is periodically held events to new members or reunion old members

Furthermore, she also has a lots of relationships with their suponsors and college faculty.

Interview Summary

- She is now mainly using their website, BBS and email to every members.
- She is not good at memory, so she often mismatch the name and face of a new member.
- When she faced this situation, she always pretent she remembers the name but just don't mention it.
- She sometimes need to contact the suponser/faculty she rarely contact.
- Usually in this situation, she needs to find out the contact information from a tons of addresses in her roster.
- She feels it is a very good idea if she can immedately figure out who she is talking to by using the app.

BRAINSTORM

- Ideas based on phone app and some issue to be considered: (text record)
- I forgot your name: --salesperson
- Browse photos
- AR: face recognition
- Image processing
- Tree browsing keywords
- Facial / physical trait
- Background info for meeting
- Calendar entry from text
- Or phone call?
- Pull from relationship
- Crowd source from group
- 'I cannot make it'
- Cancelling, saying no
- Foreign keyboard

SURVEY

Administered by Qi Zheng

- 31 respondants

We created an event to promote our survey. This was the descriptor:

"Hello, for one of my classes (Designing Mobile Services), we are trying to figure out how you communicate with groups. If you've got a minute, please fill out this survey. Think of a group you've had to communicate and collaborate with recently in mind while doing so. Also, let me know if you'd be interested in talking more about a really compelling (good or bad) experience you've had. Thanks!"

Survey Analysis:

This is a survey on group communication (such as student group, project/business). There are 38 people involved and half of them are students. They have been in the groups for different period, from several weeks to more than 20 years. According to our survey, half groups are less than 10 persons while others include more than 10 people.

- People have different ways to communicate among a group:
- email, phone call, phone text, facebook, skype, google group, own blog, own website to register, linkedIn and QQ (A Chinese famous communication tool)

Typical communication problems:

- There was too much email, and I missed out on certain email about the time of a meeting.
- People have been ignoring texts, and complaining that they are not receiving information despite posters, multiple texts, and facebook reminders.
- Calling is difficult if trying to decide a future meeting time with four other people. Not everyone is prompt in replying to emails.

SURVEY RESULTS

1. Please describe your group

		Response Percent	Response Count
student		57.9%	22
social		13.2%	5
club		13.2%	5
cooperative		5.3%	2
project		15.8%	6
interest/hobby		7.9%	3
Other (please specify) Show Responses		2.6%	1
	answered question		38
	skipped question		0

SURVEY RESULTS

2. How long have you been in this group?

⬇ Download

	Response Count
Hide Responses	38

#	Response	Date	
1.	2 years	Wed, Feb 9, 2011 4:00 PM	Find...
2.	10 months	Wed, Feb 2, 2011 5:06 AM	Find...
3.	Five semesters. I was an officer until last semester, and this semester I stepped down	Tue, Feb 1, 2011 6:42 PM	Find...
4.	2 Months	Tue, Feb 1, 2011 4:18 PM	Find...
5.	6 months.	Tue, Feb 1, 2011 8:54 AM	Find...
6.	3~5 Days/week	Mon, Jan 31, 2011 10:29 PM	Find...
7.	1 year	Mon, Jan 31, 2011 6:51 PM	Find...
8.	2.5 years	Mon, Jan 31, 2011 6:09 PM	Find...
9.	19 years?	Mon, Jan 31, 2011 5:58 PM	Find...
10.	17 years	Mon, Jan 31, 2011 5:35 PM	Find...
11.	3 times a semester	Mon, Jan 31, 2011 5:31 PM	Find...
12.	three months	Mon, Jan 31, 2011 5:08 PM	Find...
13.	about one year	Mon, Jan 31, 2011 4:46 PM	Find...
14.	for 4.5 years	Mon, Jan 31, 2011 4:35 PM	Find...
15.	several months	Mon, Jan 31, 2011 3:45 PM	Find...
16.	1 years	Mon, Jan 31, 2011 1:43 PM	Find...
17.	3 month	Mon, Jan 31, 2011 10:51 AM	Find...
18.	half an year	Mon, Jan 31, 2011 10:15 AM	Find...
19.	Six months.	Mon, Jan 31, 2011 10:14 AM	Find...
20.	half year	Mon, Jan 31, 2011 8:42 AM	Find...
21.	3 years	Sun, Jan 30, 2011 10:14 AM	Find...
22.	1 year.	Fri, Jan 28, 2011 10:13 PM	Find...
23.	four months	Fri, Jan 28, 2011 6:01 PM	Find...
24.	2 weeks	Fri, Jan 28, 2011 10:47 AM	Find...
25.	half a year	Fri, Jan 28, 2011 8:00 AM	Find...
26.	1	Fri, Jan 28, 2011 7:38 AM	Find...
27.	for three years and a half	Fri, Jan 28, 2011 5:02 AM	Find...
28.	Less than a day.	Thu, Jan 27, 2011 10:30 PM	Find...
29.	4 years	Thu, Jan 27, 2011 9:57 PM	Find...
30.	6 months	Thu, Jan 27, 2011 7:15 PM	Find...
31.	4 years	Thu, Jan 27, 2011 6:48 PM	Find...
32.	2.5 weeks	Thu, Jan 27, 2011 5:02 PM	Find...
33.	6 months	Thu, Jan 27, 2011 3:55 PM	Find...
34.	Since september	Thu, Jan 27, 2011 2:35 PM	Find...
35.	2 months	Thu, Jan 27, 2011 2:34 PM	Find...
36.	2 years	Thu, Jan 27, 2011 12:47 PM	Find...
37.	1 year	Thu, Jan 27, 2011 8:40 AM	Find...
38.	half a year	Thu, Jan 27, 2011 8:38 AM	Find...

SURVEY RESULTS

3. How long has this group been around?

		Response Count
Hide Responses		38

#	Response	Date
1.	maybe 6 years	Wed, Feb 9, 2011 4:00 PM	Find...
2.	one year	Wed, Feb 2, 2011 5:06 AM	Find...
3.	I don't know exactly when. 2004 or 2005?	Tue, Feb 1, 2011 6:42 PM	Find...
4.	2 Months	Tue, Feb 1, 2011 4:18 PM	Find...
5.	Since graduate school was invented.	Tue, Feb 1, 2011 8:54 AM	Find...
6.	half an year	Mon, Jan 31, 2011 10:29 PM	Find...
7.	About 100 years	Mon, Jan 31, 2011 6:51 PM	Find...
8.	22 years	Mon, Jan 31, 2011 6:09 PM	Find...
9.	very long	Mon, Jan 31, 2011 5:58 PM	Find...
10.	very long	Mon, Jan 31, 2011 5:35 PM	Find...
11.	2 years	Mon, Jan 31, 2011 5:31 PM	Find...
12.	ten years	Mon, Jan 31, 2011 5:08 PM	Find...
13.	2 years	Mon, Jan 31, 2011 4:46 PM	Find...
14.	a long time, maybe 12 years	Mon, Jan 31, 2011 4:35 PM	Find...
15.	several months	Mon, Jan 31, 2011 3:45 PM	Find...
16.	1years	Mon, Jan 31, 2011 1:43 PM	Find...
17.	3month	Mon, Jan 31, 2011 10:51 AM	Find...
18.	half an year	Mon, Jan 31, 2011 10:15 AM	Find...
19.	Six months.	Mon, Jan 31, 2011 10:14 AM	Find...
20.	half year	Mon, Jan 31, 2011 8:42 AM	Find...
21.	3 years	Sun, Jan 30, 2011 10:14 AM	Find...
22.	1 year.	Fri, Jan 28, 2011 10:13 PM	Find...
23.	four months	Fri, Jan 28, 2011 6:01 PM	Find...
24.	2 weeks	Fri, Jan 28, 2011 10:47 AM	Find...
25.	about 5 years	Fri, Jan 28, 2011 8:00 AM	Find...
26.	1	Fri, Jan 28, 2011 7:38 AM	Find...
27.	for three years and a half	Fri, Jan 28, 2011 5:02 AM	Find...
28.	Don't know.	Thu, Jan 27, 2011 10:30 PM	Find...
29.	4 years	Thu, Jan 27, 2011 9:57 PM	Find...
30.	6 months	Thu, Jan 27, 2011 7:15 PM	Find...
31.	always	Thu, Jan 27, 2011 6:48 PM	Find...
32.	2.5 weeks	Thu, Jan 27, 2011 5:02 PM	Find...
33.	6 months	Thu, Jan 27, 2011 3:55 PM	Find...
34.	September	Thu, Jan 27, 2011 2:35 PM	Find...
35.	2 months	Thu, Jan 27, 2011 2:34 PM	Find...
36.	~5?	Thu, Jan 27, 2011 12:47 PM	Find...
37.	2 years	Thu, Jan 27, 2011 8:40 AM	Find...
38.	every day	Thu, Jan 27, 2011 8:38 AM	Find...

SURVEY RESULTS

4. What is the size of your group?

Create Chart | Download

		Response Percent	Response Count
2		0.0%	0
3-5		16.7%	6
6-10		30.6%	11
Other (please specify) Hide Responses		52.8%	19

1.	around 50	Wed, Feb 9, 2011 4:00 PM	Find...
2.	100+ members total	Tue, Feb 1, 2011 6:42 PM	Find...
3.	30	Tue, Feb 1, 2011 8:54 AM	Find...
4.	4000	Mon, Jan 31, 2011 6:51 PM	Find...
5.	20~	Mon, Jan 31, 2011 6:09 PM	Find...
6.	10000 up	Mon, Jan 31, 2011 5:58 PM	Find...
7.	depends	Mon, Jan 31, 2011 5:35 PM	Find...
8.	100	Mon, Jan 31, 2011 5:31 PM	Find...
9.	15	Mon, Jan 31, 2011 5:08 PM	Find...
10.	10-16	Mon, Jan 31, 2011 4:35 PM	Find...
11.	35-50	Fri, Jan 28, 2011 10:13 PM	Find...
12.	around 10 active, total of around 60	Fri, Jan 28, 2011 6:01 PM	Find...
13.	12	Fri, Jan 28, 2011 10:47 AM	Find...
14.	1	Fri, Jan 28, 2011 7:38 AM	Find...
15.	33	Fri, Jan 28, 2011 5:02 AM	Find...
16.	12	Thu, Jan 27, 2011 9:57 PM	Find...
17.	30	Thu, Jan 27, 2011 3:55 PM	Find...
18.	44	Thu, Jan 27, 2011 2:35 PM	Find...
19.	About 20	Thu, Jan 27, 2011 12:47 PM	Find...

SURVEY RESULTS

5. What is your role?

Create Chart | Download

		Response Percent	Response Count
an administrative capacity		44.7%	17
Other (please specify) Hide Responses		55.3%	21

1.	member	Wed, Feb 9, 2011 4:00 PM	Find...
2.	member	Wed, Feb 2, 2011 5:06 AM	Find...
3.	Group Member	Tue, Feb 1, 2011 8:54 AM	Find...
4.	listener	Mon, Jan 31, 2011 10:29 PM	Find...
5.	One of them	Mon, Jan 31, 2011 6:51 PM	Find...
6.	a stuff	Mon, Jan 31, 2011 6:09 PM	Find...
7.	student	Mon, Jan 31, 2011 5:58 PM	Find...
8.	somebody	Mon, Jan 31, 2011 5:35 PM	Find...
9.	employee	Mon, Jan 31, 2011 5:08 PM	Find...
10.	just a member	Mon, Jan 31, 2011 4:35 PM	Find...
11.	member	Mon, Jan 31, 2011 3:45 PM	Find...
12.	research assistant	Mon, Jan 31, 2011 1:43 PM	Find...
13.	participant	Mon, Jan 31, 2011 10:14 AM	Find...
14.	light board operator	Fri, Jan 28, 2011 10:47 AM	Find...
15.	student	Fri, Jan 28, 2011 7:38 AM	Find...
16.	common student	Fri, Jan 28, 2011 5:02 AM	Find...
17.	Not given	Thu, Jan 27, 2011 10:30 PM	Find...

SURVEY RESULTS

6. If you are in an administrative capacity, how do you determine who is active in the group, and who is not? ⬇ Download

			Response Count
Hide Responses			27

#	Response	Date	
1.	his/her capability and willingness.	Wed, Feb 9, 2011 4:00 PM	Find...
2.	By turns, everyone need to be involved	Wed, Feb 2, 2011 5:06 AM	Find...
3.	Usually all committee members are considered active because of their involvement and duties. General members/alumni are generally much less active.	Tue, Feb 1, 2011 6:42 PM	Find...
4.	Typically by the activity/response in email threads	Tue, Feb 1, 2011 4:18 PM	Find...
5.	one who is open-minded is active and another is not	Mon, Jan 31, 2011 10:29 PM	Find...
6.	By their excellence	Mon, Jan 31, 2011 6:51 PM	Find...
7.	cecy is active, but i am not	Mon, Jan 31, 2011 6:09 PM	Find...
8.	im not	Mon, Jan 31, 2011 5:58 PM	Find...
9.	looking	Mon, Jan 31, 2011 5:35 PM	Find...
10.	Those who show up more often are seen as active.	Mon, Jan 31, 2011 5:31 PM	Find...
11.	Dylan is active in,and Roy is not.	Mon, Jan 31, 2011 5:08 PM	Find...
12.	discussed by junior fellow, and I just comment	Mon, Jan 31, 2011 4:46 PM	Find...
13.	depends on their input to this group	Mon, Jan 31, 2011 3:45 PM	Find...
14.	see how the assigned tasks have done properly	Mon, Jan 31, 2011 10:51 AM	Find...
15.	According to whether they finish their job in time	Mon, Jan 31, 2011 10:15 AM	Find...
16.	Assign works for them and to see their performance.	Mon, Jan 31, 2011 8:42 AM	Find...
17.	active status is not officially decided	Sun, Jan 30, 2011 10:14 AM	Find...
18.	we have a website that registers who is in the club. We also monitor attendance and according to that, we figure out the most active members.	Fri, Jan 28, 2011 10:13 PM	Find...
19.	Their participation and skills	Fri, Jan 28, 2011 6:01 PM	Find...
20.	Someone who provides his ideas is active.	Fri, Jan 28, 2011 8:00 AM	Find...
21.	By work performance	Fri, Jan 28, 2011 7:38 AM	Find...
22.	Not available	Thu, Jan 27, 2011 10:30 PM	Find...
23.	we determine by who is present at rehearsals/practice	Thu, Jan 27, 2011 9:57 PM	Find...
24.	It's a residence hall, everyone who lives there is in the group	Thu, Jan 27, 2011 2:35 PM	Find...
25.	Mostly who attends the meetings	Thu, Jan 27, 2011 12:47 PM	Find...
26.	the active always communicat with others	Thu, Jan 27, 2011 8:40 AM	Find...
27.	attitude and missions	Thu, Jan 27, 2011 8:38 AM	Find...

SURVEY RESULTS

7. If you are in an administrative capacity, how do you increase involvement? ↓ Download

	Response Count
Hide Responses	26

#	Response	Date	
1.	to build up smaller groups. to crate performance for everyone to show and contribute to the group.	Wed, Feb 9, 2011 4:00 PM	Find...
2.	Set up the target and next goal	Wed, Feb 2, 2011 5:06 AM	Find...
3.	Convincing them to come out to events in person (I'm still friends with a lot of general members/alumni who left), emailing, etc.	Tue, Feb 1, 2011 6:42 PM	Find...
4.	Call for in-person meetings, finding people individually in class or direct communication through phone/chat	Tue, Feb 1, 2011 4:18 PM	Find...
5.	wear smile always	Mon, Jan 31, 2011 10:29 PM	Find...
6.	Organize an event	Mon, Jan 31, 2011 6:51 PM	Find...
7.	i dont want to do taht	Mon, Jan 31, 2011 6:09 PM	Find...
8.	im not	Mon, Jan 31, 2011 5:58 PM	Find...
9.	money	Mon, Jan 31, 2011 5:35 PM	Find...
10.	Call / send e-mails to members more often to maintain their willing to attend events my club holds.	Mon, Jan 31, 2011 5:31 PM	Find...
11.	increase the positive drivers to help them in.	Mon, Jan 31, 2011 5:08 PM	Find...
12.	joining more activity or reading	Mon, Jan 31, 2011 4:46 PM	Find...
13.	put more eager and more input	Mon, Jan 31, 2011 3:45 PM	Find...
14.	Arrange regular meeting and assign tasks	Mon, Jan 31, 2011 10:51 AM	Find...
15.	Arrange people into the field in which they are interested.	Mon, Jan 31, 2011 10:15 AM	Find...
16.	More interactive with team members.	Mon, Jan 31, 2011 8:42 AM	Find...
17.	we attempt to plan fellowship activities that might be appealing to those who are particularly inactive	Sun, Jan 30, 2011 10:14 AM	Find...
18.	Posters and event promotions like tournaments with prizes.	Fri, Jan 28, 2011 10:13 PM	Find...
19.	Increase communication, offer incentives such as guidance and help	Fri, Jan 28, 2011 6:01 PM	Find...
20.	provide participants some assignments	Fri, Jan 28, 2011 8:00 AM	Find...
21.	Not available	Thu, Jan 27, 2011 10:30 PM	Find...
22.	delegate jobs to increase responsibility for each person	Thu, Jan 27, 2011 9:57 PM	Find...
23.	By trying to get people to attend events and hang out with each other. New ways of communication, personal interaction	Thu, Jan 27, 2011 2:35 PM	Find...
24.	We participate in things like Activities Fair and are always trying to recruit among our friends	Thu, Jan 27, 2011 12:47 PM	Find...
25.	communicates	Thu, Jan 27, 2011 8:40 AM	Find...
26.	work together and play together	Thu, Jan 27, 2011 8:38 AM	Find...

Designing Mobile Services

SURVEY RESULTS

8. What ways have you communicated in the past?

🟢 Create Chart   ⬇ Download

		Response Percent	Response Count
Phone call		63.2%	24
Phone text		39.5%	15
Facebook		42.1%	16
Email		81.6%	31
LinkedIn		5.3%	2
Other (please specify) Hide Responses		26.3%	10

1.	in-person	Tue, Feb 1, 2011 4:18 PM	Find...
2.	face to face	Mon, Jan 31, 2011 10:29 PM	Find...
3.	meeting	Mon, Jan 31, 2011 10:51 AM	Find...
4.	Skype	Sun, Jan 30, 2011 10:14 AM	Find...
5.	gdoc, school wide announcment email	Fri, Jan 28, 2011 6:01 PM	Find...
6.	note/QQ	Fri, Jan 28, 2011 8:00 AM	Find...
7.	google group	Thu, Jan 27, 2011 7:15 PM	Find...
8.	Knock on doors, posters	Thu, Jan 27, 2011 2:35 PM	Find...
9.	We have a blog for our group where we also post updates and comments.	Thu, Jan 27, 2011 2:34 PM	Find...
10.	QQ	Thu, Jan 27, 2011 8:38 AM	Find...

SURVEY RESULTS

	Response Count
Hide Responses	34

#	Response	Date	
1.	last Friday	Wed, Feb 9, 2011 4:00 PM	Find...
2.	within this week	Wed, Feb 2, 2011 5:06 AM	Find...
3.	I was advertising a small social event under my name through email. My "group" contains about 40 people, which is 1/3 of the entire club (this was all last semester.)	Tue, Feb 1, 2011 6:42 PM	Find...
4.	It was before the deadline of a group paper. Everyone had agreed to write their specific part. My job is to put all the pieces together. Inevitably people haven't submitted before the time everyone agrees, and I have to do some headhunting. People are just running late on their tasks and they get it done a couple hours later. I compile the document and standby for everyone's approval. Inevitably people don't reply, so I hunt again to make sure everyone is ok before I submit.	Tue, Feb 1, 2011 4:18 PM	Find...
5.	I communicate with them on a daily basis both in person and via email.	Tue, Feb 1, 2011 8:54 AM	Find...
6.	about paper topic	Mon, Jan 31, 2011 10:29 PM	Find...
7.	Just same as everyday	Mon, Jan 31, 2011 6:51 PM	Find...
8.	lunch time yesterday	Mon, Jan 31, 2011 6:09 PM	Find...
9.	2 mins ago	Mon, Jan 31, 2011 5:58 PM	Find...
10.	tragedy	Mon, Jan 31, 2011 5:35 PM	Find...
11.	Yesterday	Mon, Jan 31, 2011 5:31 PM	Find...
12.	every working days, some of them r almost everyday	Mon, Jan 31, 2011 5:08 PM	Find...
13.	no couple (smile)	Mon, Jan 31, 2011 4:46 PM	Find...
14.	Usually email is used to let people know about events and announcements. Occasionally someone will text out that information.	Mon, Jan 31, 2011 4:35 PM	Find...
15.	one hour ago	Mon, Jan 31, 2011 3:45 PM	Find...
16.	I am not sure what you are asking exactly.. if asking time, it was right before the deadline of the project demonstration. We were discussing the division of who takes the charge of each part of the demo.	Mon, Jan 31, 2011 10:51 AM	Find...
17.	About the projects which will be communicated with other companies	Mon, Jan 31, 2011 10:15 AM	Find...
18.	Last week.	Mon, Jan 31, 2011 10:14 AM	Find...
19.	few weeks ago.	Mon, Jan 31, 2011 8:42 AM	Find...
20.	Skype chatting was difficult to follow. Perhaps Oovoo might be better to communicate with multiple people at once via webcam!	Sun, Jan 30, 2011 10:14 AM	Find...
21.	I usually do not, but most is done by phone texts or facebook events.	Fri, Jan 28, 2011 10:13 PM	Find...
22.	General meeting,	Fri, Jan 28, 2011 6:01 PM	Find...
23.	discuss on QQ	Fri, Jan 28, 2011 8:00 AM	Find...
24.	1.01/24/2011 2.01/20/2011 3.01/18/2011	Fri, Jan 28, 2011 5:02 AM	Find...
25.	Never	Thu, Jan 27, 2011 10:30 PM	Find...
26.	we have our own group on facebook and use gmail to start email threads	Thu, Jan 27, 2011 9:57 PM	Find...
27.	email at work	Thu, Jan 27, 2011 7:15 PM	Find...
28.	Basecamp has been useful, as well as google docs.	Thu, Jan 27, 2011 5:02 PM	Find...
29.	Email with attachments or calls to confirm meetings	Thu, Jan 27, 2011 3:55 PM	Find...
30.	Last time I had an event I sent out two texts during the day, made posters for the bathroom doors, and knocked on doors as the event was beginning.	Thu, Jan 27, 2011 2:35 PM	Find...
31.	our initial communications were through a mass Facebook message thread. I have also messaged various members of the group either through Facebook our on Gmail Chat (for those I am already friends with). I have also posted on the blog and commented on other members' blog entries.	Thu, Jan 27, 2011 2:34 PM	Find...
32.	E-mail	Thu, Jan 27, 2011 12:47 PM	Find...
33.	which group?	Thu, Jan 27, 2011 8:40 AM	Find...
34.	yesterday and the day before yesterday	Thu, Jan 27, 2011 8:38 AM	Find...

SURVEY RESULTS

10. Tell me about the last time there was a communication problem. ↓ Download

		Response Count
Hide Responses		34

#	Response	Date
1.	There was no common between the chairman the advisor about how to execute the event.	Wed, Feb 9, 2011 4:00 PM
2.	forget...	Wed, Feb 2, 2011 5:06 AM
3.	Our emails were pretty straightforward so I don't recall having a communication problem. I had two co-chairs and an executive who oversaw the three of us and we had communication problems in that they took forever to reply to my emails.	Tue, Feb 1, 2011 6:42 PM
4.	Asking for the status of a task for an individual (results for an in-field experiment). There wasn't a response so I just assumed it wasn't done. My action was just to contact directly (in-person after a group email) to confirm the fact, and suggest assistance or re-planning. The member probably wanted to prove contribution and independence, so insisted on completion of the task.	Tue, Feb 1, 2011 4:18 PM
5.	Once the group email address did not send to all group members.	Tue, Feb 1, 2011 8:54 AM
6.	about decide the first author of the paper	Mon, Jan 31, 2011 10:29 PM
7.	I don't understand boss's idea	Mon, Jan 31, 2011 6:51 PM
8.	i am tired and dont want to talk about myself	Mon, Jan 31, 2011 6:09 PM
9.	not a problem	Mon, Jan 31, 2011 5:58 PM
10.	when we play PS3 biohazard, extremely to teach girls how to act	Mon, Jan 31, 2011 5:35 PM
11.	last month	Mon, Jan 31, 2011 5:31 PM
12.	we couldn't find each other if the phone has been no signal.	Mon, Jan 31, 2011 5:08 PM
13.	last week	Mon, Jan 31, 2011 4:46 PM
14.	not many communication problems, probably if someone typed out the wrong information on an email, which confused others, but it was quickly corrected	Mon, Jan 31, 2011 4:35 PM
15.	communicate	Mon, Jan 31, 2011 3:45 PM
16.	There was a time that we both thought that the opposite one will finish a certain part of the project. But it turned out after the next meeting that no body worked and had no progress to report to the professor.	Mon, Jan 31, 2011 10:51 AM
17.	During the meeting time, they said American jokes which I cannot understand	Mon, Jan 31, 2011 10:15 AM
18.	Last month.	Mon, Jan 31, 2011 10:14 AM
19.	nope	Mon, Jan 31, 2011 8:42 AM
20.	Texting/calling is difficult if trying to decide a future meeting date/time with four other people. However because not everyone is prompt in replying to emails, we haven't been able to find the best method of communication just yet.	Sun, Jan 30, 2011 10:14 AM
21.	Last Tuesday when the person in charge of hosting a session event for people had to cancel last-minute and no one was really aware.	Fri, Jan 28, 2011 10:13 PM
22.	Forgetting what theyre supposed to do ?	Fri, Jan 28, 2011 6:01 PM
23.	When someone forget to pay for mobile phone fee,it's hard to find him.	Fri, Jan 28, 2011 8:00 AM
24.	01/18/2011:There was some noise during the communication with one of my classmates.	Fri, Jan 28, 2011 5:02 AM
25.	Not available	Thu, Jan 27, 2011 10:30 PM
26.	people have to remember to hit "reply all" ... otherwise there are no problems about getting the word out.	Thu, Jan 27, 2011 9:57 PM
27.	issues with someone not seeing something because they did not get online	Thu, Jan 27, 2011 7:15 PM
28.	There was too much email, and I missed out on certain email about the time of a meeting. Whoops.	Thu, Jan 27, 2011 5:02 PM
29.	Too many attachments going back and forth	Thu, Jan 27, 2011 3:55 PM
30.	People have been ignoring texts, and complaining that they are not receiving information despite posters, multiple texts, and facebook reminders.	Thu, Jan 27, 2011 2:35 PM
31.	None so far, thankfully!	Thu, Jan 27, 2011 2:34 PM
32.	Not that I'm aware of	Thu, Jan 27, 2011 12:47 PM
33.	forget	Thu, Jan 27, 2011 8:40 AM
34.	one month ago	Thu, Jan 27, 2011 8:38 AM

ROUND 2 RESEARCH

Focus Statements
- Do people with large networks need assistance getting information while mobile?
- What issues do people with large networks have when it comes to remembering and distinguishing people apart?

Possible Questions
- Describe the last situation where you needed to find a person's name.
- How did you find the person's name? (Search, categories, What did they look at?)
- In a new environment (for example, new job), how did you get up to speed?
- Describe the last time you used voice input on your mobile phone.
- Ask at end: If such a service existed, how much would be you willing to pay for a service?
- Try to talk to business people or program directors.

BUSINESSMAN
Interview by Jingshu Xia

Interviewee is 48 years old, is a very busy businessman, who does social connections and meeting various people in different occasions almost everyday.

Interview Summary:
- Facial search function is not very useful
- company can prepare roster, secretary can help to remind
- name card or even direct communication is frequently used
- Contacts search is hard due to large volume
- Voice recognition is desirable
- some time people are very busy and want a way to fast record something
- Quick schedule for meeting or time coordination function is highly desired
- establish connection is just the first step, further service for collaboration is more desirable

Expectation:
- The function or application should be small, usable and simple to use
- Voice record and conversion to text message has already existed, expecting more features to make it different

Design Ideas:
- If we want to make something useful, we should first discuss whether it can solve real problems
- Facial tag search is not useful.
- We can make a contact application that integrate smart contact list, voice recognition and other small function together.

PRODUCT PROMOTER
Interview by Ward Penney

She is age 25, and is a promoter for various exciting products: mostly alcohol companies, media stations and other products who need young people to go around and promote to other young people. She is a power networker and has over 3,000 Facebook friends.

[Have you ever forgotten a person's name and had to search to find their name?]

No not really, I have a really good memory. If that does happen, I can usually find it pretty fast by asking my friend or asking them. I talk to a lot of people, especially while working, and it is no problem to ask.

[Have you ever searched to find someone's contact info through various channels?]

Just the other day, I found my cousin in D.C. We knew each other when we were young, but those sides of the family are not really close. I forgot her name and I didn't want to ask my grandma for it, so I could find her. I ended up guessing on Facebook, because I knew she was in D.C. and I knew her last name. So, yeah, I found her through Facebook.

[Would you ever search for someone by specific tags? Like 'brown hair' or 'glasses'?]

Again, I usually don't need to search for people's names because I have a good memory, but I could see myself searching like that. But if its while I'm working, I will just ask someone.

BUSINESSMAN
Interview by Qi Zheng

Some people are good at remembering people's name. They do not need mobile app to help them remembering names. While others need such apps.

Some interviewers has three contact lists: personal private contact (such as banking, medical insurance, etc), business relationship and friends.

They use outlook to manage their contact lists.

They use linkedIn to manage business contact, even though they do not like the user interface. And many of them do not explore many functionalities of linkedIn.

One interviewer uses voice recorder after meeting with others. He uses voice to record the plan and new relationship. For example, he will record "I met John today. His number is 4121111234. I will have a dinner with him tomorrow evening, 6 pm." Then he will write down what he records into outlook in the evening. He would like to have an app that can help him to do this.

The interviewer does not use voice input of the phone because there is accent problem sometimes.

Business people would like to pay for the app.

CRITIQUE
by JIM MORRIS

You have identified a universal problem--chaotic and fragmented communication--that many people have tried to "solve" before. Maybe it's a problem like over-eating, part of the human condition, without a silver bullet solution. Or maybe it's not a problem at all but only offends our sense of tidiness. What are the real consequences of too many channels? Is the problem communication or time management?

Most recently Google Wave promised to replace email and other things to be a general collaboration tool and failed in the market place. Why? Basecamp offered a simpler solution for collaboration, but I found it unuseful because my collaborators would hardly ever go to the special Basecamp site I set up. Salesforce.com, which did succeed, came to mind, as well.

Google Voice translates my voice mail into text email, sometimes with hilarious results; but it includes the voice as well.

Some of you are focused on communication about work, others about relationships. That might be impeding convergence.

Like the other groups, your SET desciptions seemed to be too focused on technical solutions and not on broad trends. Ask yourself what is changing rapidly in these areas (e.g. decline/ deferral of marriage, government debt, rise of iPad -- to pick three) and ask what openings it might create.

Another approach is to ask how some people are coping successfully with the problem today and build a system that nudges people to adopt those methods.

RESTAURANT OWNER
Interview by Susan Lin

Location-based records (map overlays)

Would find sharing knowledge in domain useful

"The vegetables are cheaper here, but you should buy your fresh fish there."

Recall process involved thinking outloud

"Hm... What was his name again? I think I met him about a month ago at a friend's shop... He was kind of loud, very loud, and jolly... Oh yeah!"

Design idea

Voice interface

Speak to the phone and it will switch to the text automatically.

accent issue

short answer so the phone will recognize easily

Different contact lists

INSURANCE SALESMAN
Interview by Po-Kai Chiu

Interviewee is 37 years old, currently work in a insurance seller.

He knows a lot of people inculding his customers, venders, and his collegees, even his family and his own friends.

He is now in a huge Network of different relationships.

He think a face identfication funcation will be a great idea.

He mentioned that the main method he manages his relationship so far is using Facebook, so if the app can integrated with FB or Twitter, he would like to use the app.

He also mentioned that if the apps really works well, he is willing to pay for the app < 100USD/whole time.

ROUND 3 RESEARCH

Focus questions:
- How much of your hiring is through your contact network?
- Others recommending applicants to you?
- Others recommending Company to applicants?

HR RECRUITER
Interview by Ward Penney

[How much of your hiring is done through your contact network?]

I would say, 25% of our hires would be that way. It's convoluted because we do so much at colleges. Students know of us from someone who just accepted, but they see our booth and have that name recognition. friends just talk about offers they got. friends come to the booth based on hearing about offers, and my friend told me about you. sending resumes in < 15%.
- [Have you ever met a probable hire at place not designed to networking recruiters with applicants?]
- [Describe how it went down]

I think there's a lot of scenarios where you're sitting on a plane, someone says 'oh my daughter does that, I'm looking for that, oh my son's looking for an internship'.

[could you describe one]

one example: friends' uncle is my friend on facebook, and sent me a message talking about 'his son finishing school. do you still have

internships available? apply directly to me.

[did you find that out of the ordinary?]

no, huh uh. that's what networking is. it would have been weird if the uncle/dad would have sent the documents, and the kid didn't take initiative. then the son took the initiative and send everything straight away.
- [Have you ever had someone come up to you in a non career-fair setting, and say "Hi, are you P1? My name is … and I am interested in your company."?]
- [Describe how it went down]

- [How did you feel? Creeped? Impressed?]

[have you ever had anything like that happen in person?]

the only thing I would say I've had, is in a career fair setting, is parents going around handing out their kids resumes. Or someone says 'my boyfirend can't be here today'. I've never found any candidate work following up with.

[have you had any applicant directly approach you in person?]

I've had people come into corporate headquarters and ask for me and drop off their documents. They're located in CO and they some ad, and decide to come hand deliver their documents.
- [What times would you be most comfortable with people introducing themselves as a possible applicant?]
- [What about while attending a college career fair?]
- [Would the times change if the quality of the applicant was relatively high?]
- [Would the times change it was an entry-level college student?]

[would it be comfortable if someone approached you out of the blue?]

You know, my job is to find people. I feel like some people who approach me, or approach anyone at Company, and they share that information with me, that is a good thing. I don't think the time of day matters, like afternoon or anything. No matter the person, even if they don't get it, they may pass that along to their friends also looking for a job.

[would you like to screen them out based upon quality for that sort of activity (ahh bad question, hypothetical)]

I don't know. People don't say, 'oh there's that celebrity recruiter!'. So, I was at a carrer fair, and I just saw an applicant who stopped and talked to me, and I get that a lot. Or at dinner later that night. Outside of a recruiting setting, unless I strike up a conversation, that is the time that may happen, but without that initial conversation people are not just coming up to me saying 'oh i hear you're P1'.
- [How much hiring through LinkedIn?]
- [Do you screen?]
- [Is it push or pull?]

I have not done any personally. As far as our company goes, I've

just kinda started. I don't even know what I'm doing, to be honest. I am trying to get our Facebook going. I've been to a million conferences on that stuff, and I have only got Facebook up and running.

[I told her about the app networking recuruites to applicants through GPS]

The only things I've known, is Erica's brothers app who shows when other gay men are, haha.

how do you ensure safety? it could be like at a career fair, and you can use this app to find peolpe. It's easy for us to find college kids. It's not hard for us to find people with 40 years of experience, because there's a lot of people like that looking. Who we struggle to find are people who have been in the workforce 1-3 years, and although they may have a job, it is hard to find them, even through they may be looking for something different. They may not be 'actively seeking employment' but if they heard about Company.

[do you think it makes it more 'worth it' if someone is rarer or more high quality]

it would make it more 'worth it' for us because we don't have any problem finding college kids. We know where to find our business-experts. We struggle to find our 1-3 years experience. If we need people in October, we can't go get college kids. When my boss says 'I want 20 people today' I can either go to recent graduate or upcoming graduate pools and contact them. We need to hit the people we are not finding on Monster or Career Builder.

More Questions should ask
- Ask her if she would like GPS people coming up to her
- Bodystorming? Improv at a coffee shop? Find a recruiter here.

TWO JOB SEEKERS

Interview by Qi Zheng

- All friends have a problem finding a recruiter, and knowing who is the recruiter
- Outside the career fair
- They don't know what to say, what to talk about if they met in a coffee shop
- Afraid that they will disturb the recruiter
- Don't know if it is an appropriate time
- Don't know how to begin the conversation
- Users only need the app for 30-120 days
- Trial period means low profit from job-seeker
- App would need to deliver high value in order to me used en-masse
- They don't think the app is good for mobile, they don't see an advantage
- Should we web
- Mobile has small screen, difficult to type text
- [Figure out why mobile]
- Some friends randomly meet people, conferences, parties
- Coordinates the interdisciplinary degree program
- Passive recruitment: Gets notices from alums.
- "Alums usually just email me if they'd like to try to recruit from students."
- Active recruitment: Gets alums to fly back and testify.
- "Sometimes, I like to round up the particular successful alums to come back and share strategies with the students."
- "Interesting" majors are a great conversation starter.

Design Ideas:

- Charge a monthly subscription to the companies
- Display connection trail to recruiter when a contact is made?
- So the company can give any credit it wants to the people involved
- Big companies currently pay a lot to search advanced LinkedIn
- Susan - Undergrad Program Advisor
- Facilitate bonding with weird majors, background, experience

GRADUATE JOB SEEKER
Interview by Jingshu Xia

Interview Summary:
- Normally seeking job on company website, or direct apply online
- Use linkedin not that frequently, and doubt its real feature or help in the way of job hunting
- Career fair is helpful in directly contact, but normally less results
- Desire but scare to direct contact with any employer or recruiter
- Waiting for the feedback is quite bittering
- would like to be more targeted and efficient
-
- Expectation:
- Opportunity of direct contact with company or recruiter rather than passively waiting for feedback.
- A platform to chat or communicate with companies conveniently and fast

Design Ideas:
- Instance communication between recruiter and job seeker
- Make a platform to provide fast message spread, more like a message broadcast

GRADUATED JOB SEEKER
Interview by Po-Kai Chiu

Interview Summary

The main problem for my interviewess are they don't know how to talk with recruiters, they just can say something about theirselves.

After receiving the resume, they don't know anything. Most of the students would like to know the feedback immediately to help them do some improvements.

Sometimes the instance information is needed when you facing a company you are interested in but you never hear it before.

Expections

For the students, they think the app should be charge for free, or at least the school should pay for the money.

Students would like to know what people the recruiters want. If they know so, it can save a lot of time and money in a job affair.

Unlike the other three teams I heard today, you have not really identified a clear service. That is not all bad. In real life, those teams could end up doing a lot of work before learning that there was no market for their service. There are certainly services that would thrive in the area you have identified, but you need to narrow the huge service opportunity gap to something you can design and the market can absorb.

THANK YOU

"imAvailable"
THE JOB MATCHMAKER

Ward Penney
Qi Zheng
Jingshu Xia
Po-Kai Chiu
Susan Lin