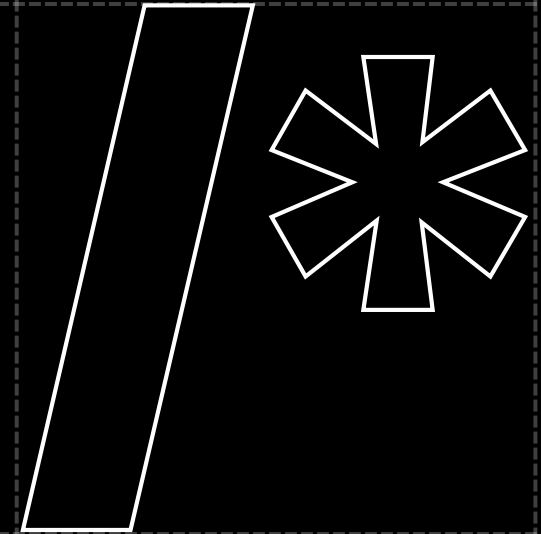


A UX Case Study

by Rovina Gogia



SW/*SH

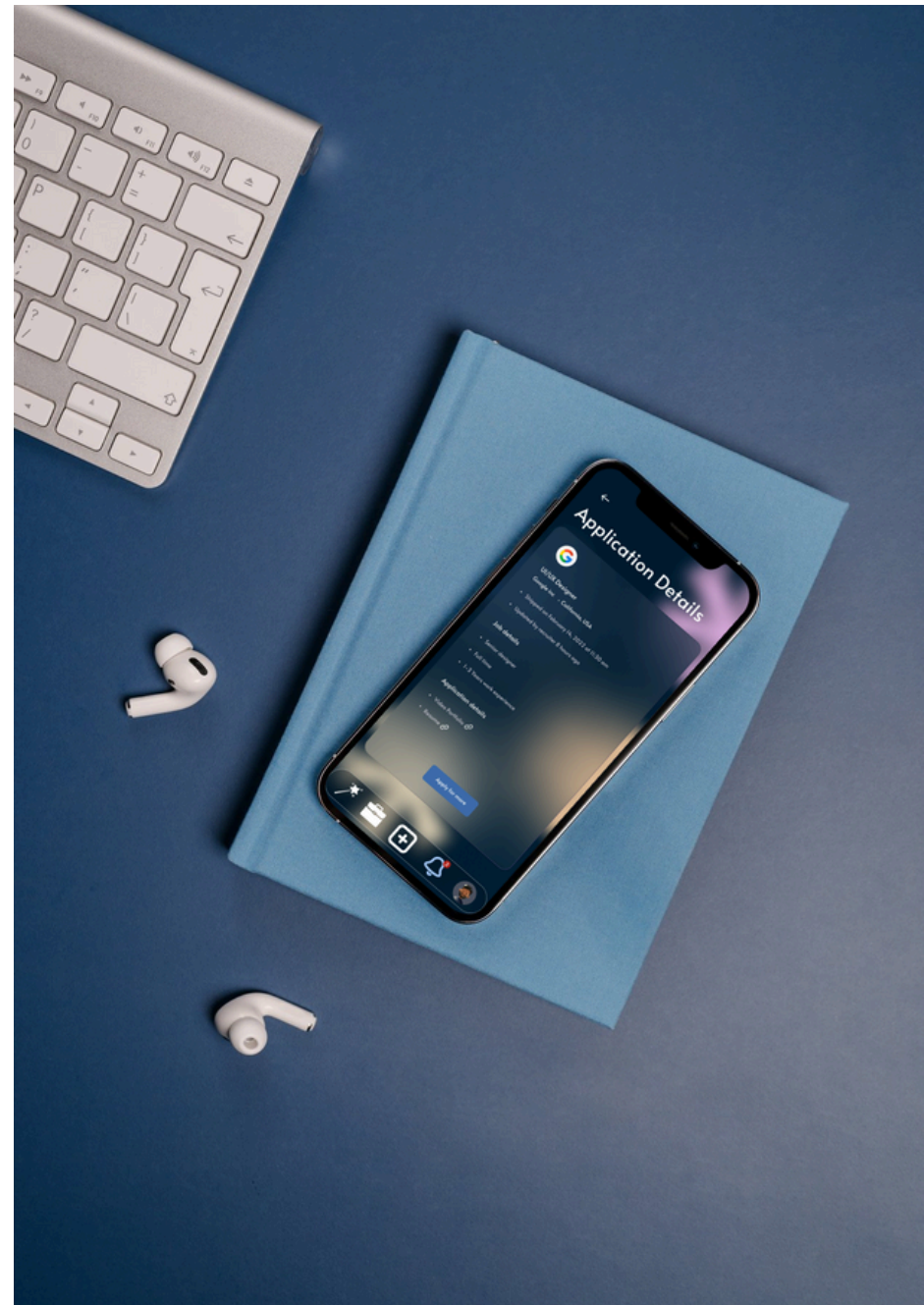
ABOUT SWISH

Swish is an innovative job application platform conceptualized to enhance the hiring process by integrating short-form video resumes with a swiping mechanism. Job seekers can easily create and upload engaging video profiles, highlighting their skills, experience, and personality. Swish brings a personal touch to job applications, ensuring that both applicants and employers find their ideal matches quickly and effectively.



PROBLEM STATEMENT

The traditional job application process is often tedious and inefficient for both applicants and recruiters. Applicants face long and impersonal application procedures, while recruiters struggle with high volumes of applications and difficulty in assessing company cultural fit and engagement levels.



WHAT ARE THE BIGGEST PAIN POINTS FOR APPLICANTS AND RECRUITERS IN THE CURRENT JOB MARKET?

FOR APPLICANTS

Limited Showcasing: Applicants struggle to showcase their full range of skills, personality, and potential within the constraints of traditional application formats.

Economic Uncertainty: Fluctuations in the economy, such as recessions or industry downturns, can impact job availability and stability, making the job search process more daunting.

Different Formats: Each company may have its own application system, making it time-consuming to tailor applications for each job.

Impersonal Process: The traditional application process can feel impersonal, making it hard for applicants to convey their enthusiasm and fit for the role.

FOR RECRUITERS

Economic Uncertainty: Economic fluctuations impact hiring decisions and candidate willingness to switch jobs. Companies may delay recruitment, and candidates may prefer the stability of their current roles.

Initial Interviews: Scheduling and conducting initial interviews to gauge a candidate's fit can be resource-intensive.

Overwhelming Quantity: Sifting through numerous resumes and cover letters can be time-consuming and daunting.

Lack of Depth: Traditional resumes provide limited insight into a candidate's personality, soft skills, and cultural fit.

WHAT ARE THE **REVENUE STREAMS** FOR SWISH?

PROFILE BOOSTS

Offer services to candidates such as profile highlighting, resume review, and video application coaching for a fee.

PREMIUM JOB POSTINGS

Providing premium or featured job listings gives employers the opportunity to highlight their vacancies.

SPONSORED FEATURES OR BLOG ARTICLES

Collaborating with employers to create sponsored content, such as featured articles or blog posts, can be a lucrative strategy.

AFFILIATE PROGRAMS

By partnering with related services, like resume writing, interview coaching, or online courses, job boards can earn a commission for every user who accesses these services through their platform.

WHAT IS THE **MARKET POTENTIAL** FOR SWISH IN DIFFERENT REGIONS AND DEMOGRAPHICS? WHAT INDUSTRY WILL SWISH TARGET?

IN THE US MARKET

- **High Demand for Innovative Recruitment:** The US job market is competitive, with companies seeking efficient ways to identify and engage top talent. Swish's video-based application approach can streamline the hiring process and enhance candidate evaluation.
- **Technological Adoption:** High internet and smartphone penetration rates in the US support the adoption of digital hiring platforms like Swish.
- **Remote Work Trends:** With the rise of remote work, Swish can help recruiters assess candidates' soft skills and fit for remote positions through video applications.

IN OTHER MARKETS

- **Emerging Economies:** Countries with rapidly growing economies, such as India and Brazil, are witnessing increased demand for digital recruitment solutions. Swish can cater to these markets by offering localized features.
- **Tech-Savvy Regions:** Markets in Europe and East Asia, where technology adoption is high, present opportunities for Swish to introduce innovative hiring practices.
- **Global Talent Acquisition:** Companies operating in multiple countries can benefit from Swish's ability to provide a consistent and scalable recruitment solution, aiding in global talent acquisition efforts.

WHAT IS THE TAM, SAM & SOM FOR SWISH ?

\$41.2B

**US Tech Staffing
Market Revenue**

400K

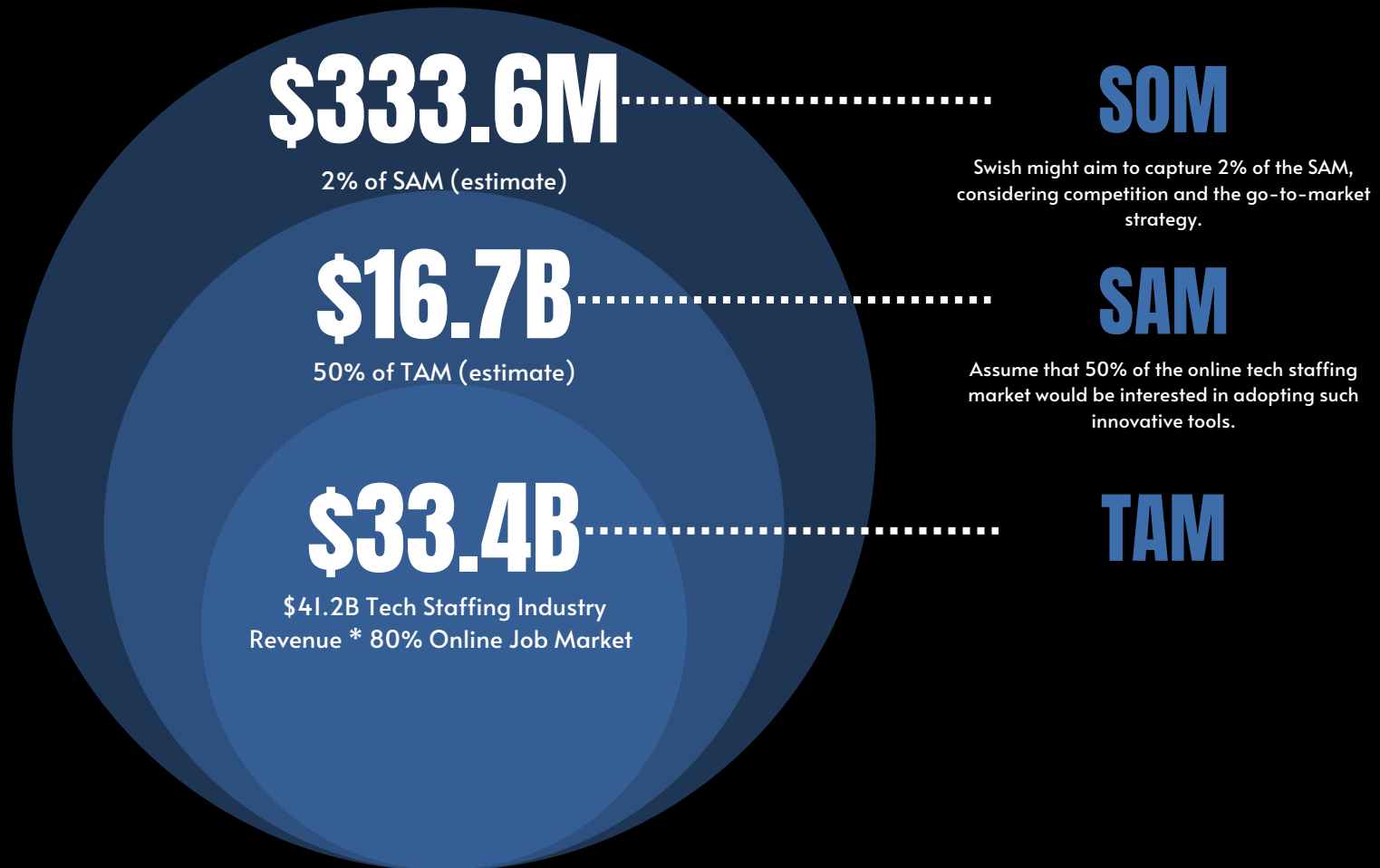
*new tech applicants/ year

**US Tech Job
Seekers**

80%

**Online Tech
Applications**

WHAT IS THE TAM, SAM & SOM FOR SWISH ?



SWOT ANALYSIS

STRENGTHS

Unique Use of Short-Form Video: Can set it apart from traditional job portals, offering a more engaging and personal way for candidates to present themselves.

Scalability: Swish's digital nature allows for easy scalability and adaptability to different markets and sectors.

User Experience: Focus on creating a seamless and user-friendly experience for both job seekers and recruiters.

OPPORTUNITIES

Growth in Remote Work: The shift towards remote work increases the need for innovative digital hiring solutions.

AI and Automation: Integrating AI for better matching and automation of the recruitment process can enhance user experience and efficiency.

Partnerships: Collaborating with educational institutions, tech bootcamps, and professional organizations to tap into a pool of qualified candidates.

WEAKNESSES

Tech Barriers: Reliance on video technology might exclude candidates from regions or demographics with limited access to high-speed internet or advanced devices.

Initial Adoption: Convincing recruiters and applicants to adopt a new method of application might be challenging.

Content Moderation: Ensuring the quality and appropriateness of video content can be resource-intensive.

THREATS

Established Players: Competing with established job portals and recruitment agencies with significant market share and brand recognition.

Economic Downturns: Economic instability can reduce hiring budgets and the overall demand for recruitment services.

Compliance: Navigating different regulations related to employment and data privacy across various regions.

S W
O T

SW/*SH**jobswipe****HireSwipe****LinkedIn****SCALABILITY AND GROWTH POTENTIAL**

High - Can expand with advanced video features and AI matching

Moderate - Can improve with more personalized recommendations

Moderate - Limited by swipe interface

Very high - Comprehensive approach to job search and networking

USER EXPERIENCE

Engaging, user-friendly for video uploads and applications

Straightforward, minimalist design

Interactive, intuitive swipe interface

Professional, feature-rich but can be overwhelming

MESSAGING

Limited access - Direct messaging between recruiters and candidates

No

Yes

Yes

COMPANY REVIEWS AND SALARIES

No

No

No

Yes - Company profiles and workplace insights

SWIPE INTERFACE

Yes

Yes

Yes

No

SHORT-FORM VIDEO INTEGRATION

Yes - Allows candidates to create and upload video resumes

No

No

Limited - Profile and posts

SOLUTION STATEMENT

By replacing traditional resumes with personalized video portfolios and providing advanced search filters, Swish enhances the hiring experience, making it more efficient and human-centric. This innovative approach not only allows candidates to showcase their personalities and skills more vividly but also acts as a single platform that populates all job applications. It enables recruiters to quickly identify the best fit for their organization, fostering better matches and faster hiring decisions.



RECRUITER PERSONA



SARAH JUSTINE

Age	35
Gender	Female
Status	Married
Education	MBA
Occupation	Senior Recruiter
Location	LA, California

BACKGROUND

Sarah has over 10 years of experience in recruitment, specializing in the tech industry. She has a strong understanding of the talent market and has successfully hired for various roles ranging from software engineers to senior executives.

GOALS

Efficient Recruitment Process: Sarah aims to streamline the recruitment process to reduce time-to-hire and improve candidate experience

High-Quality Hires: She seeks to attract and retain top talent that fits well with the company culture and job requirements

Data-Driven Decisions: Sarah values insights and analytics to make informed hiring decisions and improve recruitment strategies.

PAIN POINTS

Volume of Applications: Managing and screening a high volume of applications quickly and effectively

Finding the Right Fit: Ensuring candidates not only have the right skills but also align with the company culture

Engaging Passive Candidates: Attracting and engaging candidates who are not actively looking for new opportunities but might be interested in the right offer.

RECRUITER EMPATHY MAP

Swish will help Sarah streamline her recruitment process by skimming through personalized video portfolios and advanced search filters to enhance candidate evaluation, significantly reducing time spent on manual tasks. The app's focus on human-centric, video-based content will boost candidate engagement, ensuring applicants can vividly showcase their skills and personalities throughout the hiring process. Additionally, Swish's seamless API integration will ensure high-quality candidates are easily identified from all platforms, improving Sarah's chances of finding the right fit for her company culture and job requirements.



APPLICANT PERSONA



ALEX WILLIAMS

Age	27
Gender	Male
Status	Married
Education	B.A Finance
Occupation	Student
Location	Boston

BACKGROUND

Alex is a driven and tech-savvy student in their final year of university. With a strong academic record and several internships under their belt, Alex is looking to secure a full-time job in the tech industry upon graduation. They are actively involved in various extracurricular activities, including the university's coding club and business society.

GOALS

Secure a Full-Time Job: Alex aims to find a full-time position at a tech company that offers growth opportunities and aligns with their career aspirations

Professional Development: They are focused on gaining relevant experience and skills to enhance their resume and marketability

Network Expansion: Alex wants to build a professional network that can provide mentorship, advice, and potential job leads.

PAIN POINTS

Competitive Job Market: Navigating a highly competitive job market where many candidates have similar qualifications

Time Management: Balancing job applications with academic responsibilities and extracurricular activities

Lack of Experience: Overcoming the challenge of limited professional experience compared to more seasoned candidates.

USER EMPATHY MAP

Swish transforms Alex's job search experience by replacing traditional resumes with personalized video portfolios, making the process more human-centric and engaging. With Swish, Alex can track his applications, receive real-time feedback, and gain insights into employer preferences through an interactive and visually appealing platform. The app's streamlined interface and focus on video content not only simplify the job search but also enhance Alex's chances of landing his ideal role by allowing him to showcase his personality and skills more vividly, keeping him motivated and organized throughout the journey.



MVP MUST HAVES

JOB POSTING AND APPLICATION

Job Posting Creation: Recruiters can post job listings with details.

Application Submission: Applicants can apply to jobs and upload short-form videos.

VIDEO INTEGRATION

Video Upload: Basic functionality for applicants to upload and link short-form videos.

Video Viewing: Recruiters can view applicants' videos within the platform.

SEARCH AND FILTER

Job Search: Basic search functionality for job listings.

Filter Options: Filters for job type, location, and other relevant criteria.

MVP SHOULD HAVES

VIDEO EDITING TOOLS

Basic Editing: Simple tools for trimming or enhancing videos within the platform.

ANALYTICS AND INSIGHTS

Basic analytics on video views, application statistics, etc.

PREMIUM JOB FILTERS

Filter candidates by advanced skills, video quality, and experience levels to find the perfect match for your job postings.

Refine job searches by role, company type, and salary range to discover opportunities that align with your career goals and preferences

MVP COULD HAVES

USER DASHBOARD

Overview of job performance/ application performance

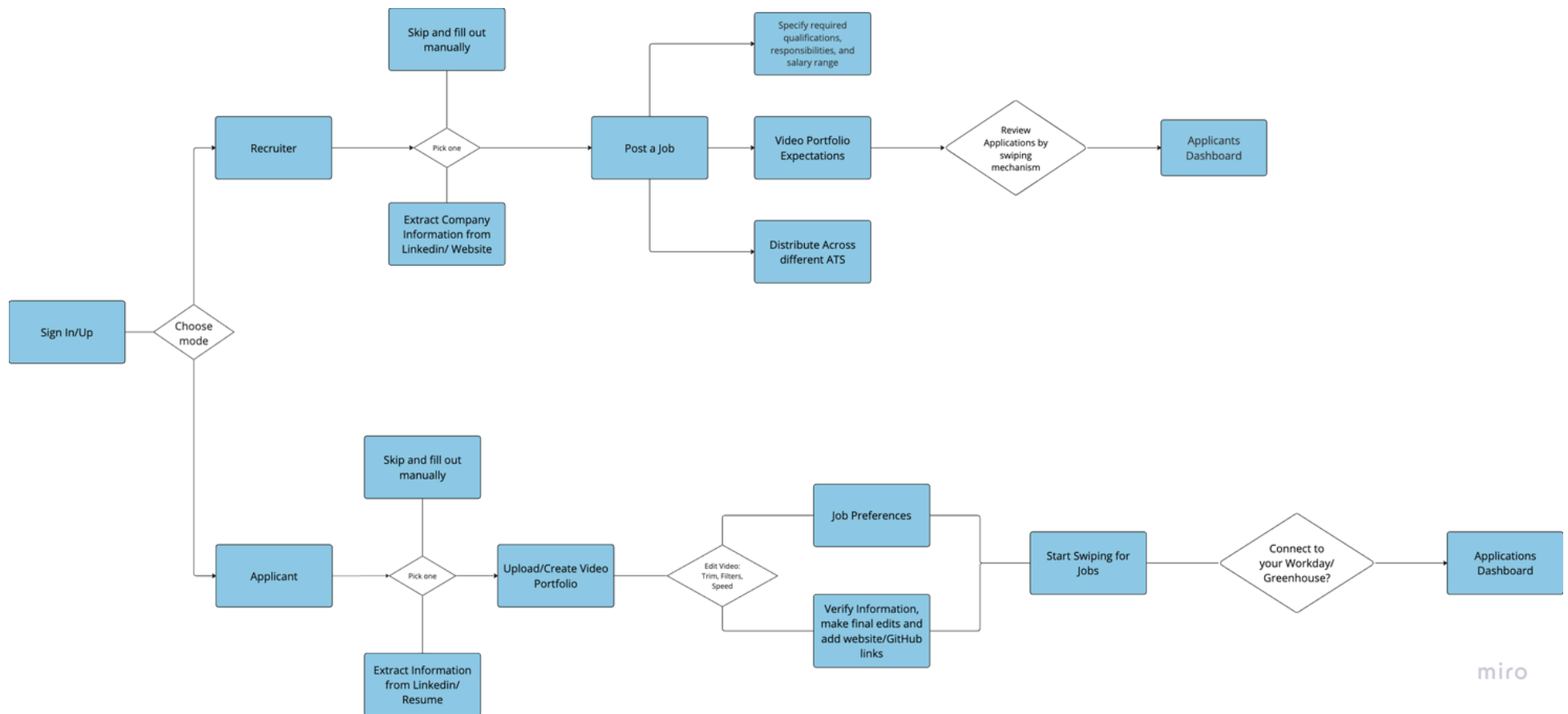
AI ASSISTANT

AI Assistant to tailor every job application according to the job and suggest best jobs and more

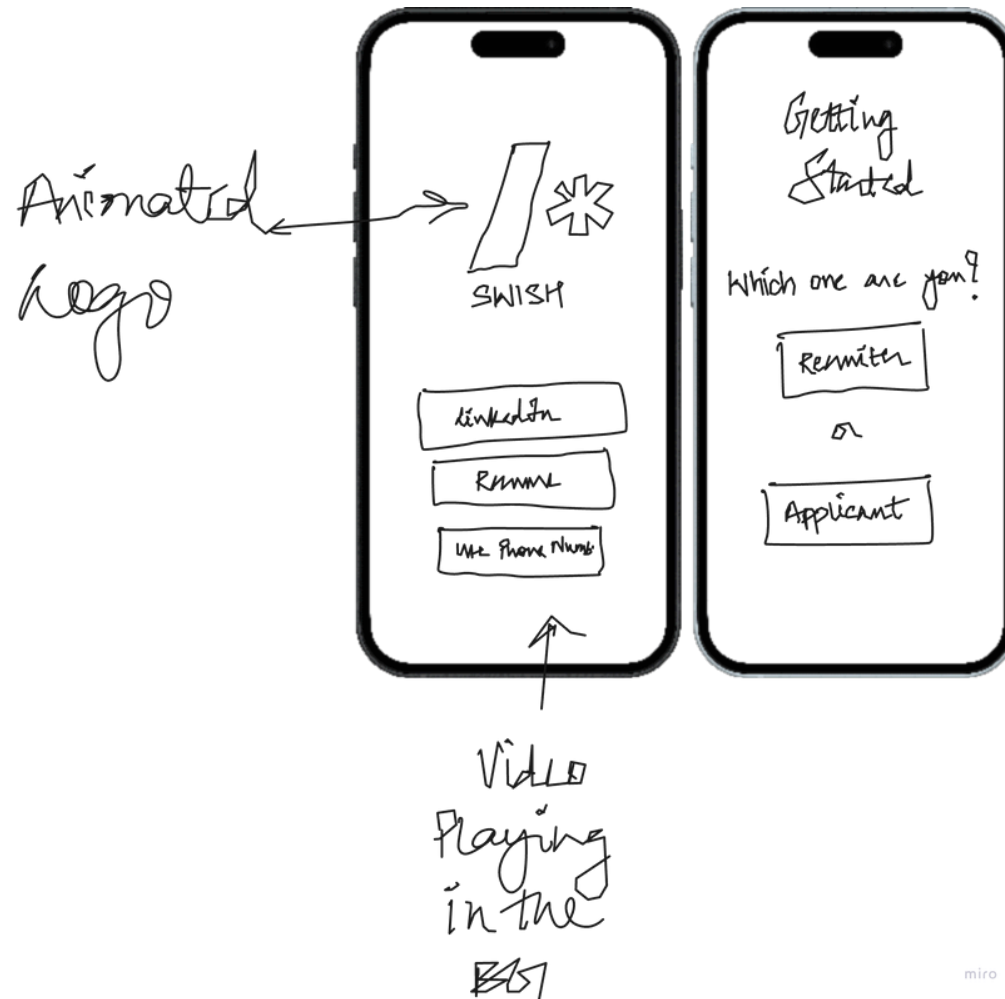
IOS AND ANDROID FRIENDLY APP

Mobile applications for both recruiters and applicants for on-the-go access.

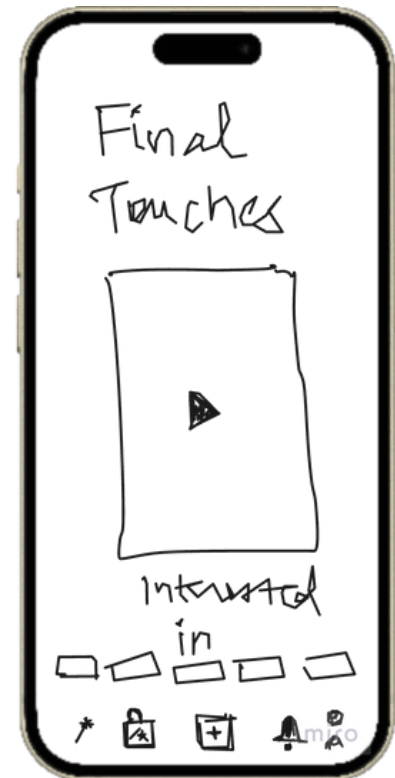
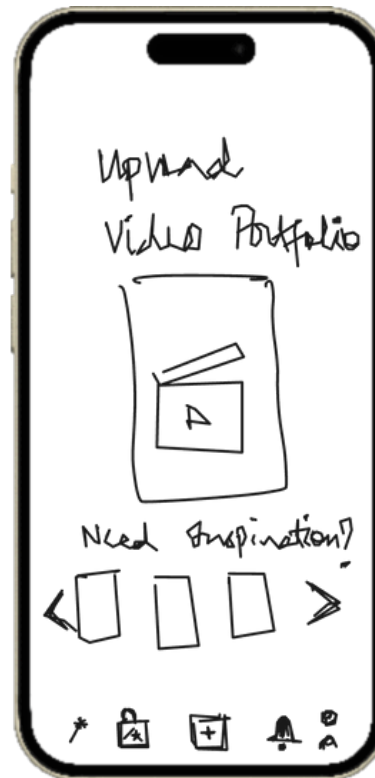
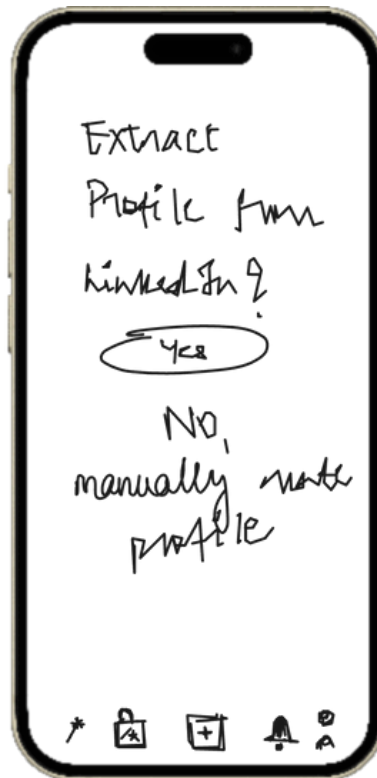
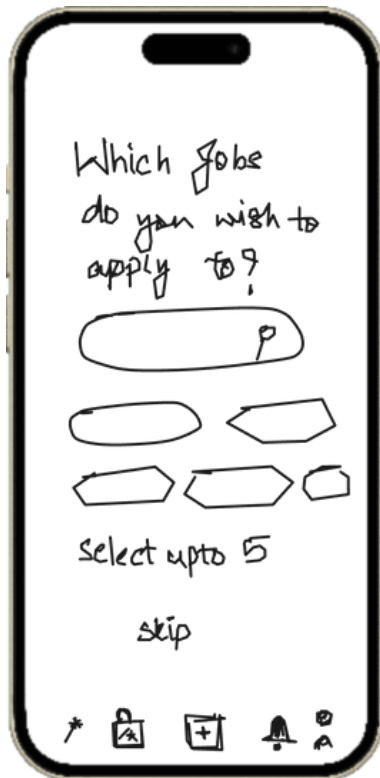
USER FLOW

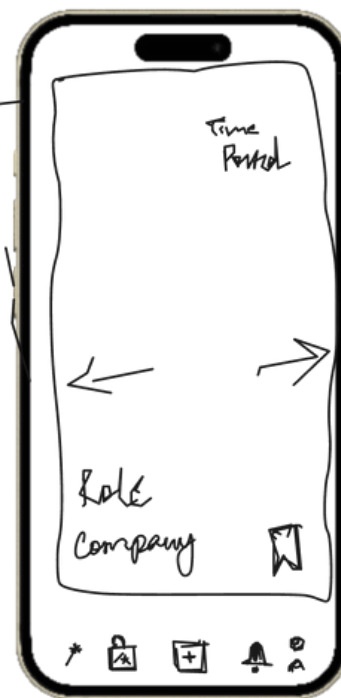
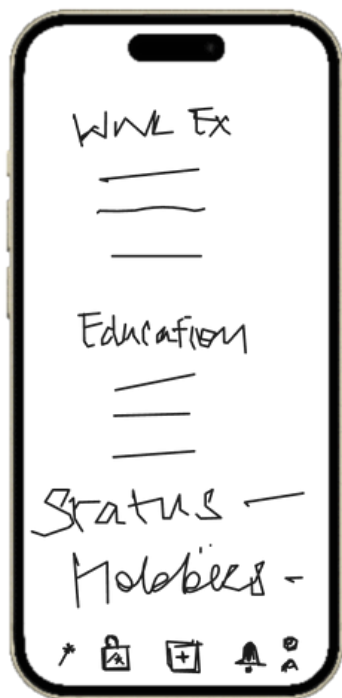


LOW FIDELITY SKETCHES



FOR APPLICANTS





MATERIAL DESIGN

Typography

Type	Font Size / Line Height	Example
Title 1	48pt / 56pt	THE QUICK BROWN FOX
Title 2	32pt / 36pt	The quick brown fox jumps over the lazy dog
Title 3	24pt / 32pt	The quick brown fox jumps over the lazy dog

Body	18pt / 18pt <small>None</small>	<p>The quick brown fox</p> <p>The quick brown fox</p> <p>The quick brown fox</p>
------	------------------------------------	--

Primary / Brand



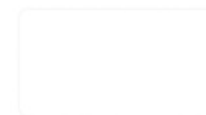
Dark



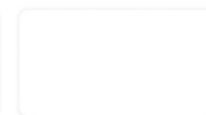
Light



Box Shadow



Shadow Small



Shadow Medium



Shadow Large

MATERIAL DESIGN

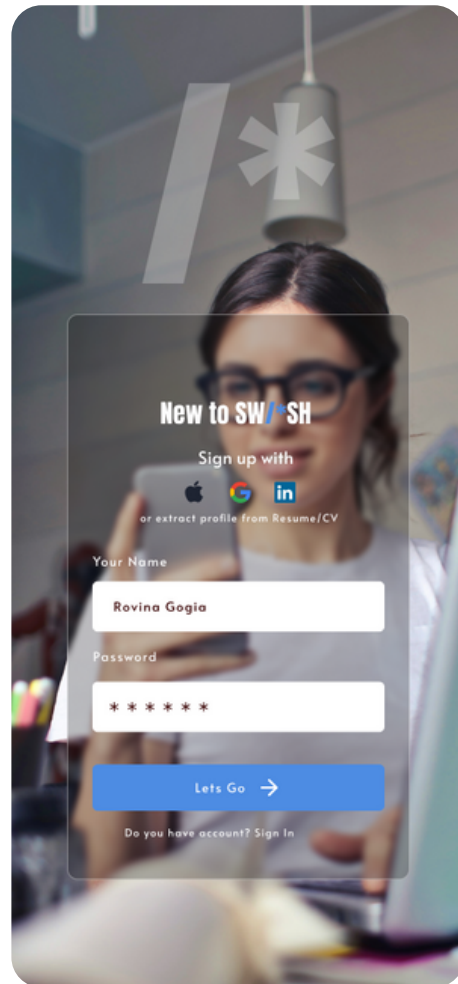
Shapes



Icons






FINAL DESIGN



New to SW/SH

Sign up with

or extract profile from Resume/CV

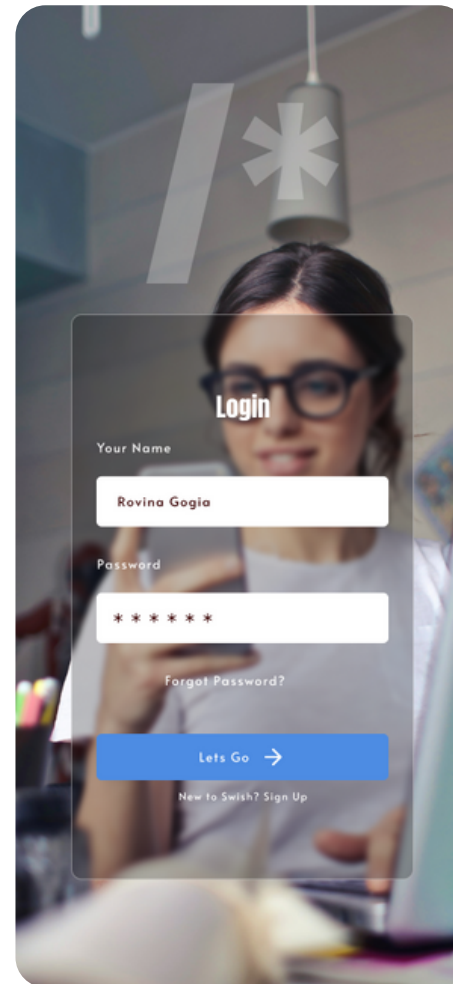
Your Name

Rovina Gogia

Password

Lets Go →

Do you have account? Sign In



Login

Your Name

Rovina Gogia

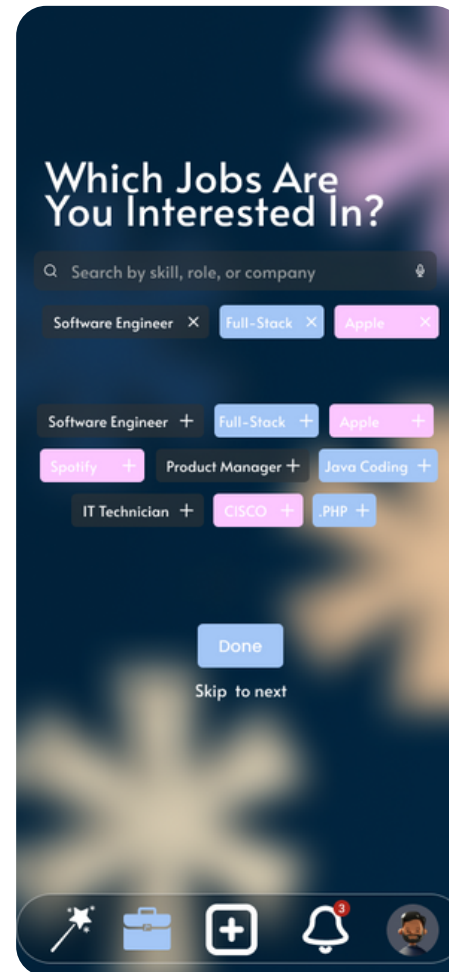
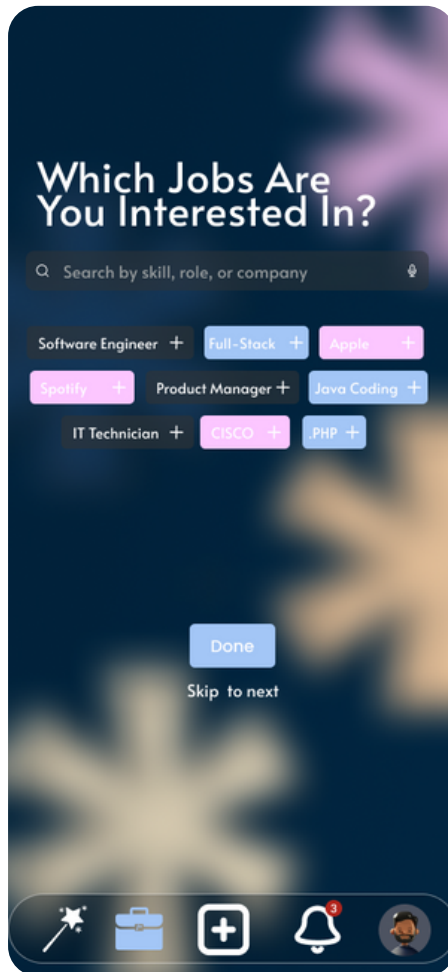
Password

Forgot Password?

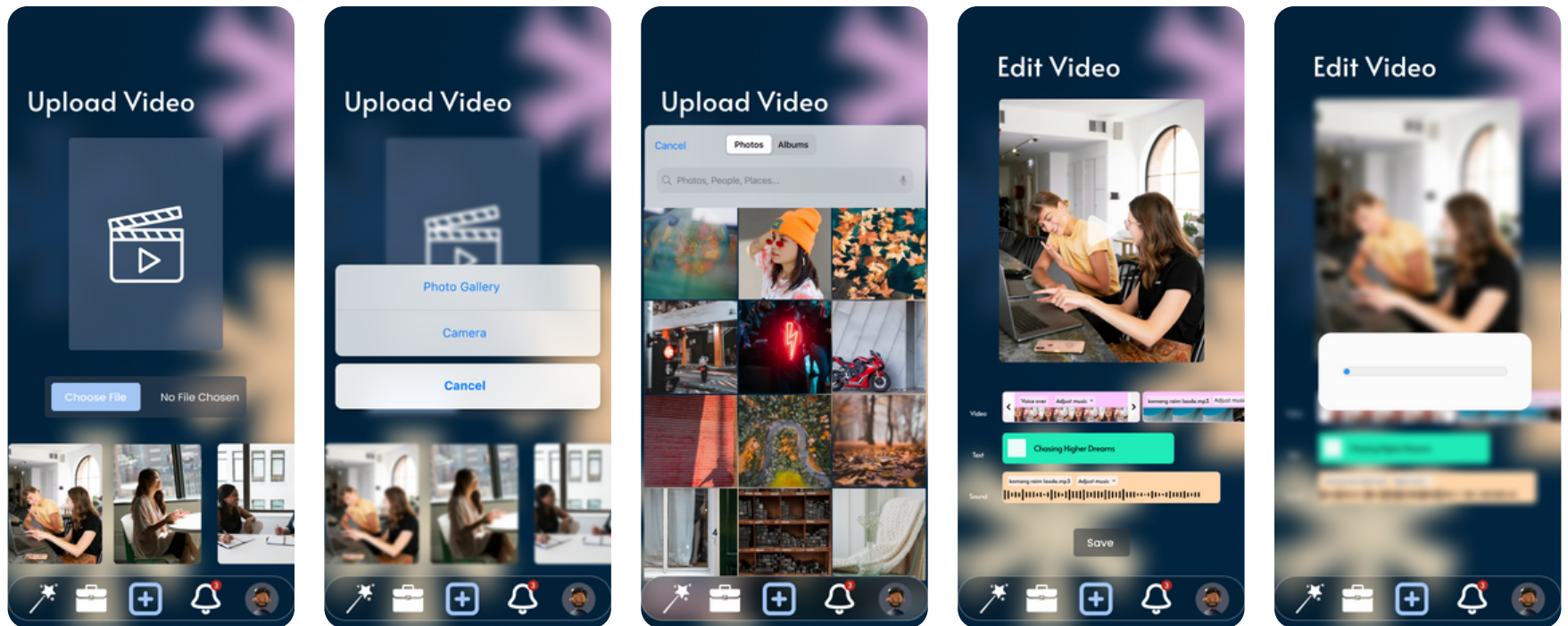
Lets Go →

New to Swish? Sign Up

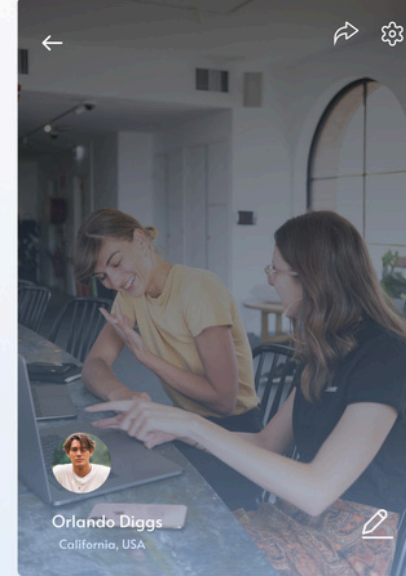
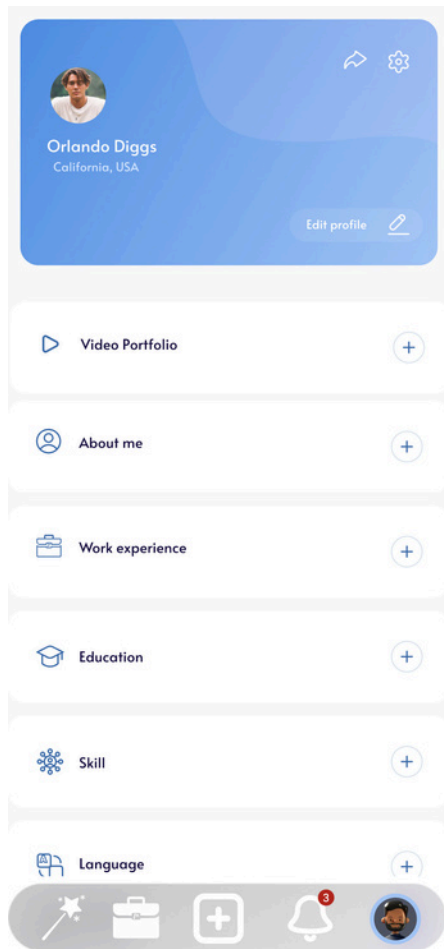
FINAL DESIGN



FINAL DESIGN



FINAL DESIGN



948
Who viewed
your profile

88
Resume
Downloads

368
Right
Swipes

About me

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lectus id commodo egestas metus interdum dolor.

Work experience

Manager

Amazon Inc
Jan 2015 - Feb 2022 . 5 Years

Education

Information Technology

University of Oxford
Sep 2010 - Aug 2013 . 5 Years

Skill

Work experience

Manager

Amazon Inc
Jan 2015 - Feb 2022 . 5 Years

Education

Information Technology

University of Oxford
Sep 2010 - Aug 2013 . 5 Years

Skill

Leadership Teamwork Visioner

Target oriented Consistent +5 more

[See more](#)

Language

English German Spanish

Mandarin Italy

Appreciation

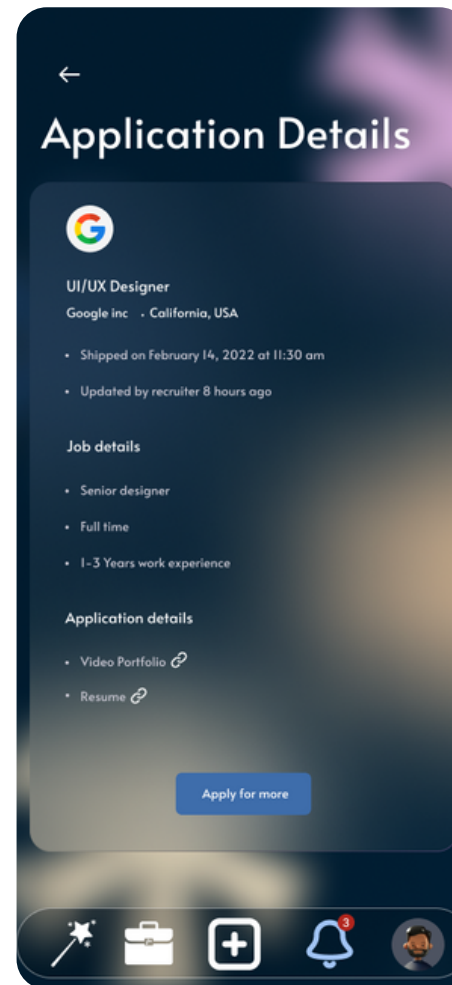
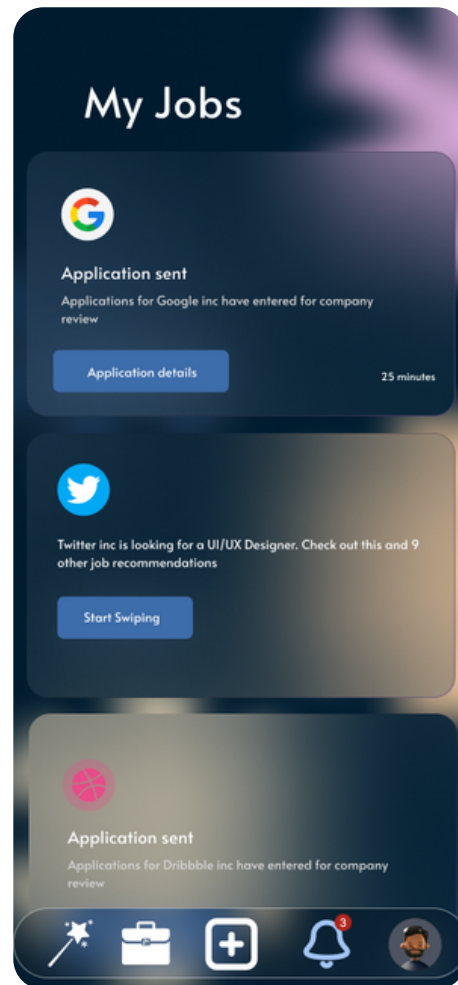
Wireless Symposium (RWS)

Young Scientist
2014

FINAL DESIGN

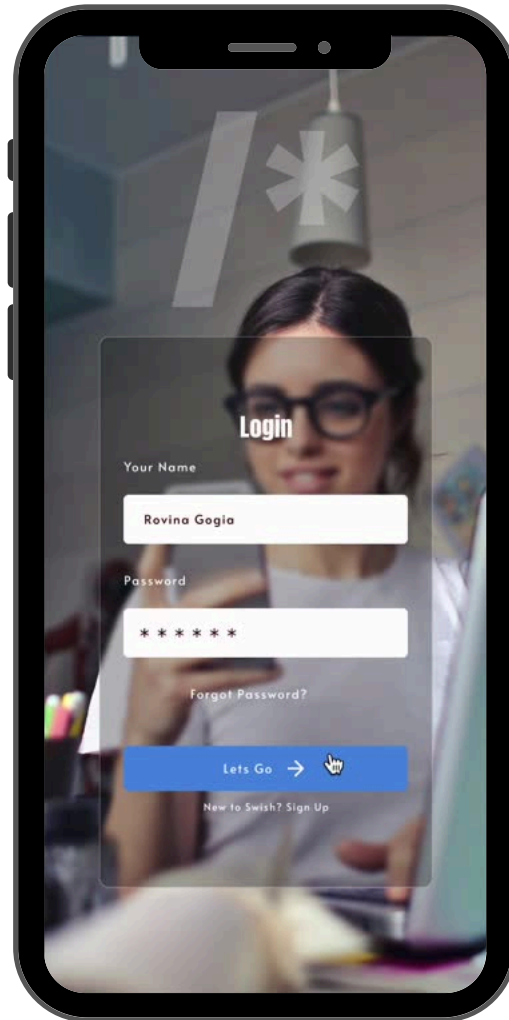


FINAL DESIGN



FINAL DESIGN

Figma File



THANK YOU!