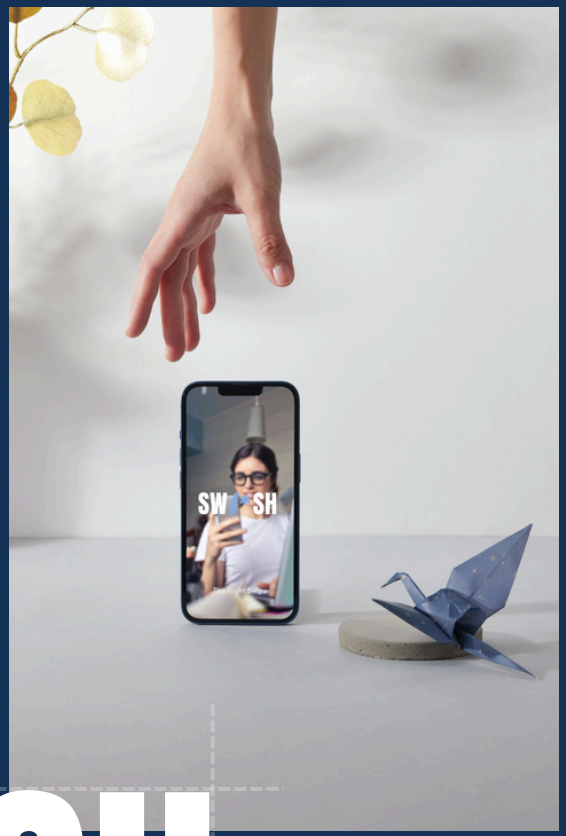
A UX Case Study

by Rovina Gogia



SW/*SH

IMAGINE YOU'RE LOOKING FOR THE RIGHT DRESS TO WEAR

SWISH IS LIKE YOUR PERSONAL SHOPPER,
GATHERING THE BEST JOB OPPORTUNITIES IN ONE PLACE
THAT WILL SAVE YOU TIME AND ENSURE THE PERFECT FIT
FOR YOUR CAREER.



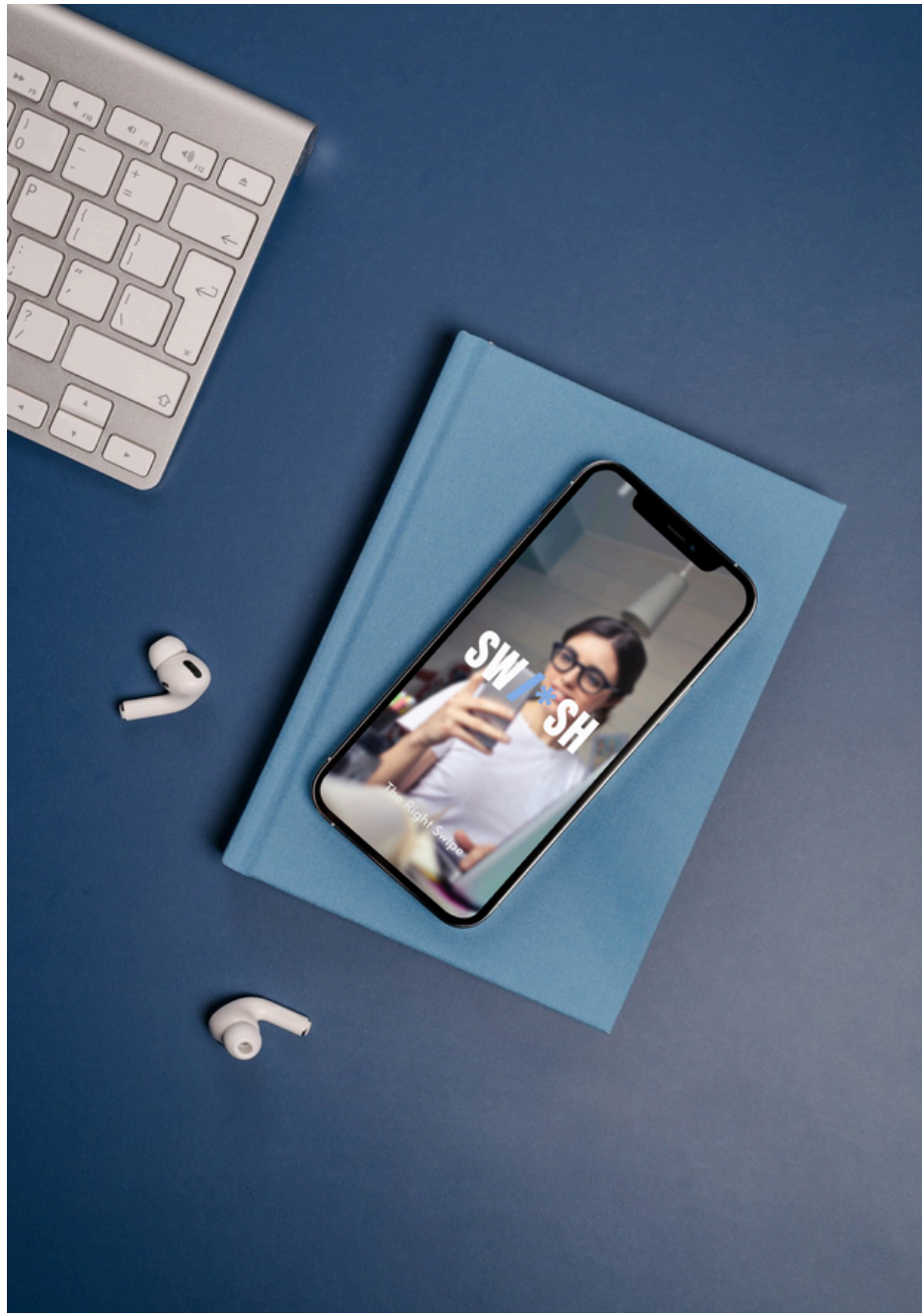
ABOUT SWISH

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

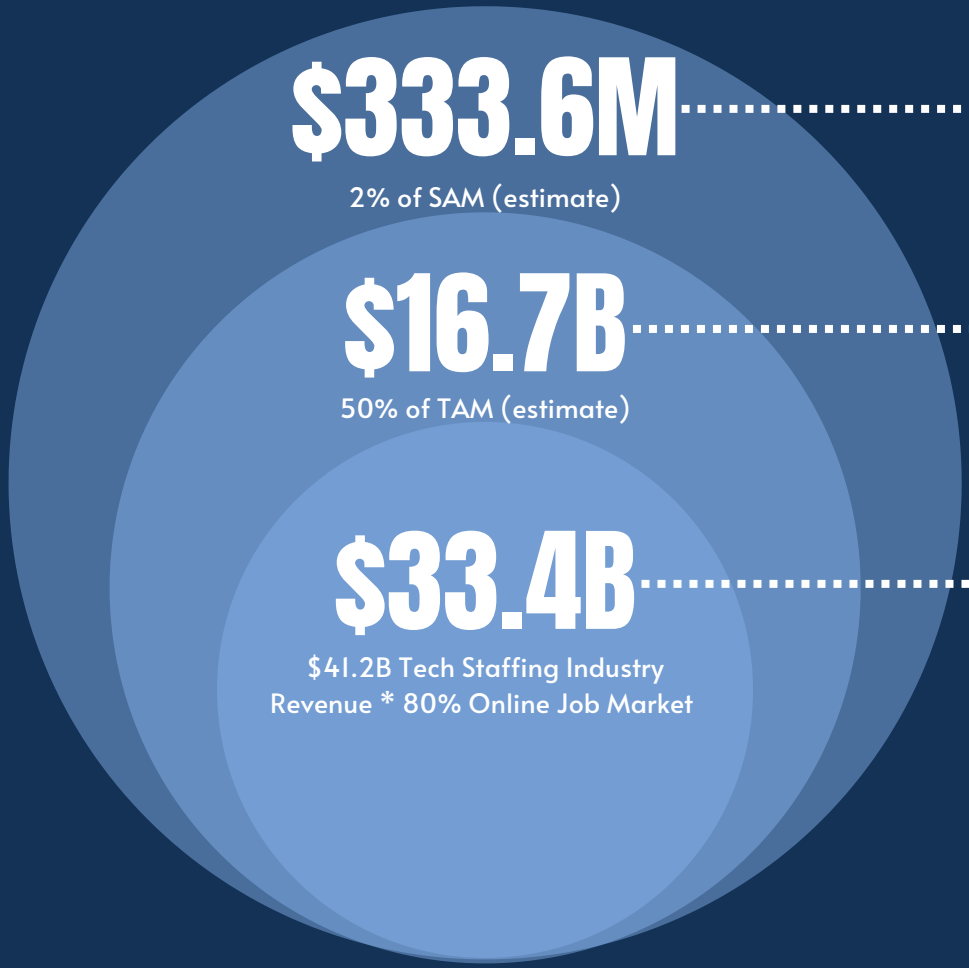
*new tech applicants/ year

US Tech Job Seekers

80%

Online Tech Applications

WHAT IS THE TAM,SAM & SOM FOR SWISH ?



$333.6M

2% of SAM (estimate)

SOM

Swish might aim to capture 2% of the SAM, considering competition and the go-to-market strategy.

$16.7B

50% of TAM (estimate)

SAM

Assume that 50% of the online tech staffing market would be interested in adopting such innovative tools.

$33.4B

$41.2B Tech Staffing Industry Revenue * 80% Online Job Market

TAM

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.

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.

S W

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.

O T

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.

Comparative Analysis

	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

Swish transforms the hiring experience by replacing traditional resumes with personalized video portfolios. This human-centric platform allows candidates to stand out while streamlining the application process across multiple job listings. For recruiters, Swish eliminates the need for an initial screening call to assess fit, enabling faster, more accurate 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 streamlines Sarah's recruitment process by using personalized video portfolios, reducing time spent on manual tasks. Its focus on human-centric, video-based content boosts candidate engagement, allowing applicants to showcase their skills and personalities. With seamless API integration, Swish makes it easier to identify high-quality candidates, increasing Sarah's chances of finding the right cultural and job fit.

SAYS

"I need a better way to find qualified candidates quickly.
"Screening applications is so time-consuming and repetitive.
"It would be great if there were a way to engage with candidates more effectively."

THINKS

"How can I streamline the recruitment process?
"What tools can help me identify the best candidates faster?
"Is there a way to make candidate interactions more interactive and less monotonous?"



DOES

Reviews a high volume of job applications
Uses traditional methods for tracking and managing candidates
Seeks ways to improve the efficiency of the hiring process.

FEELS

Frustrated by the inefficiency of current recruitment tools
Stressed by the high workload and pressure to find the right candidate quickly
Interested in innovative solutions that can simplify and enhance the recruitment process.

APPLICANT PERSONA



ALEX WILLIAMS

Age	27
Gender	Male
Status	Married
Education	B.Sc Analytics
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 by replacing traditional resumes with personalized video portfolios, creating a more engaging and human-centric process. The app allows Alex to track applications and gain insights into employer preferences. With its streamlined interface and focus on video content, Swish enhances Alex's chances of landing his ideal role by showcasing his personality and skills while keeping him motivated and organized.

SAYS

"I need a more organized way to manage my job applications.
"The traditional job search process feels overwhelming and tedious.
"I wish I could get real-time feedback on my applications."

THINKS

"How can I stand out in a sea of applicants?
"Is there a way to make the job search more engaging and less stressful?
"What tools can help me track my progress and stay motivated?"



DOES

Regularly updates his resume and cover letters montonously
Applies to multiple job listings daily
Often feels frustrated with the lack of feedback from employers.

FEELS

Overwhelmed by the complexity and volume of job applications
Disheartened by the slow pace and lack of communication from recruiters
Eager for a solution that simplifies the process and keeps him motivated.

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

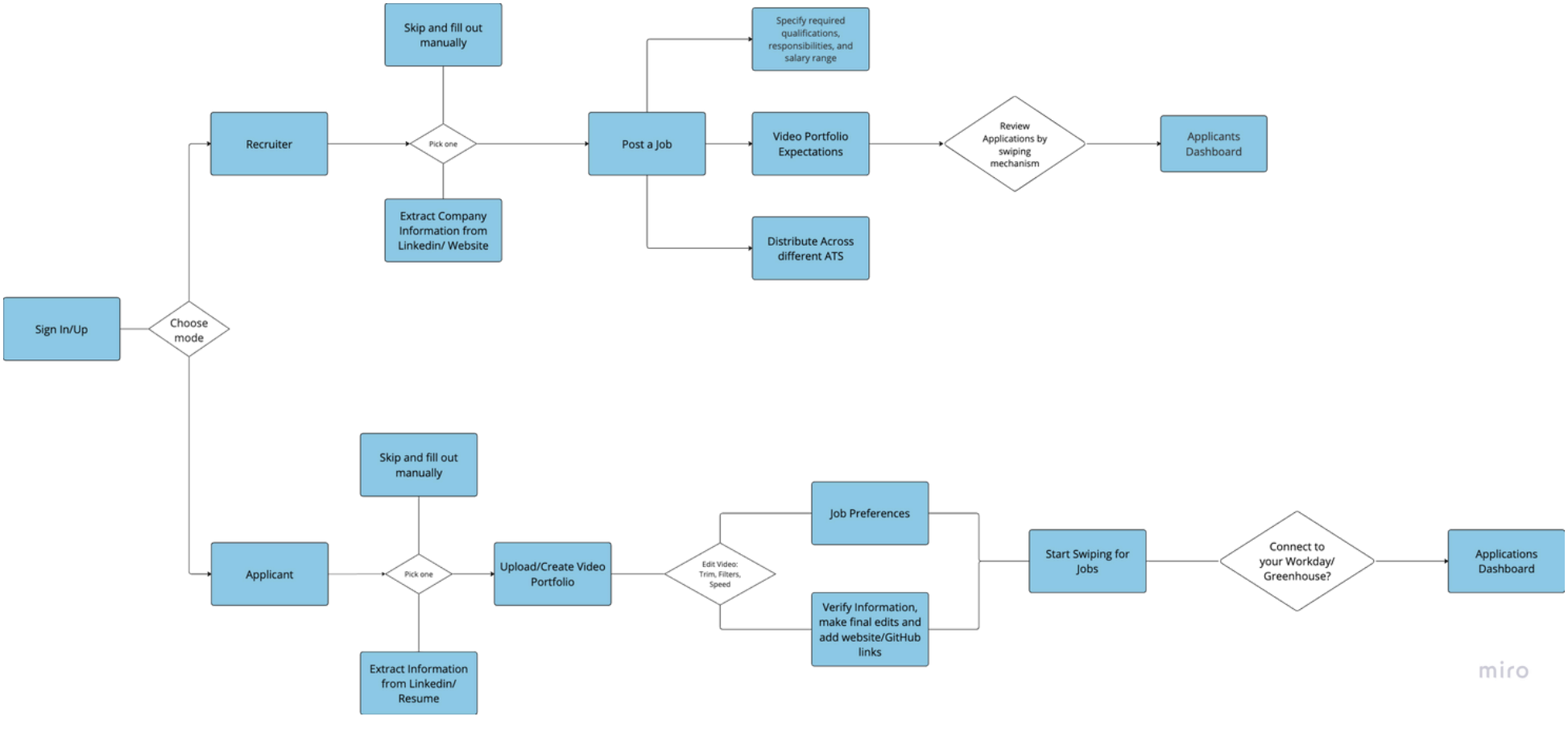
AI ASSISTANT

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

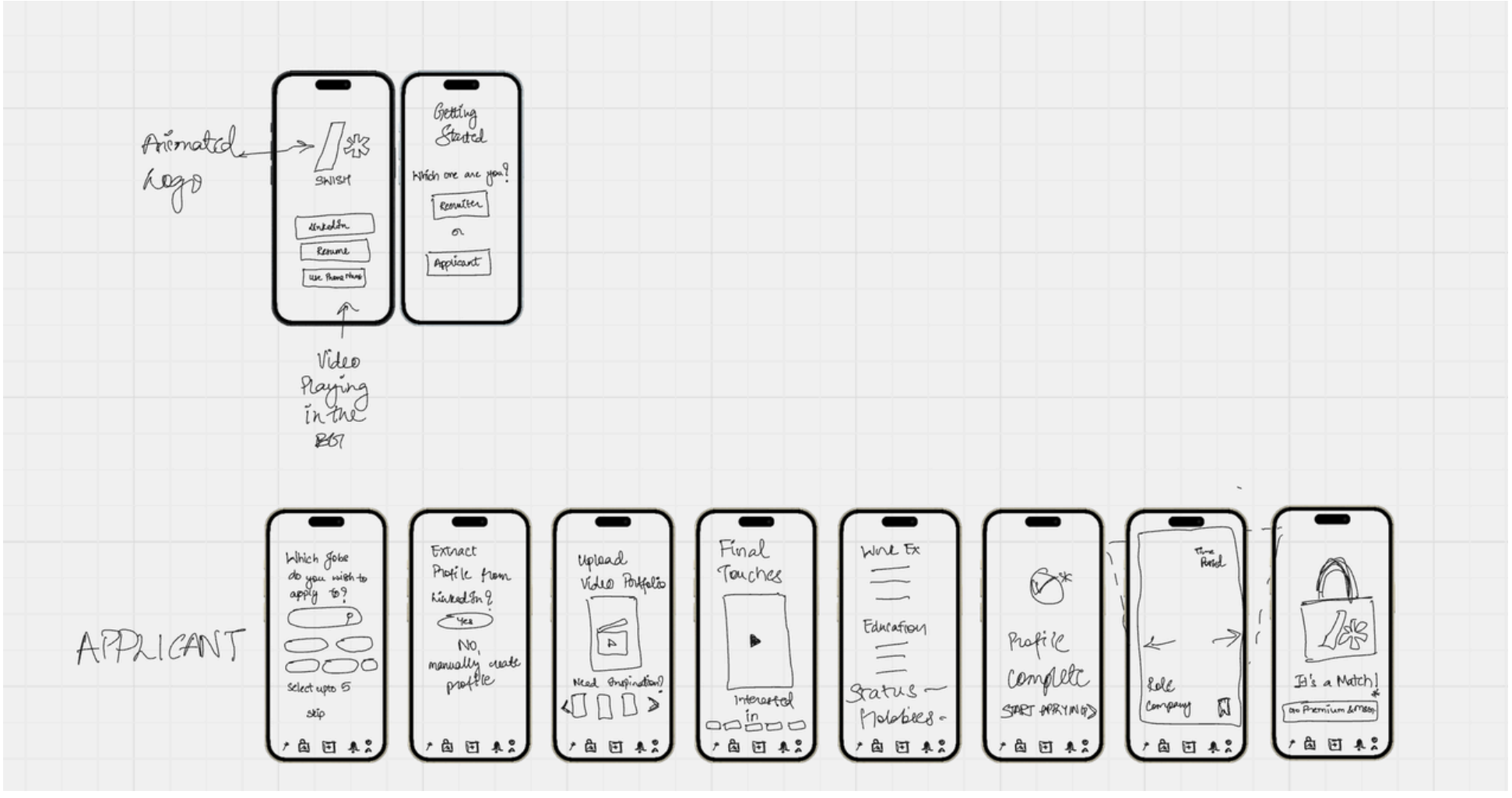
ios and android friendly app

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

USER FLOW


Skip and fill out manually
Specify required qualifications, responsibilities, and salary range
Recruiter
Pick one
Post a Job
Video Portfolio Expectations
Review Applications by swiping mechanism
Applicants Dashboard
Extract Company Information from Linkedin/ Website
Distribute Across different ATS
Sign In/Up
Choose mode
Skip and fill out manually
Job Preferences
Applicant
Pick one
Upload/Create Video Portfolio
Edit Video: Trim, Filters, Speed
Start Swiping for Jobs
Connect to your Workday/ Greenhouse?
Applications Dashboard
Verify Information, make final edits and add website/GitHub links
Extract Information from Linkedin/ Resume
miro

LOW FIDELITY SKETCHES



TYPOGRAPHY

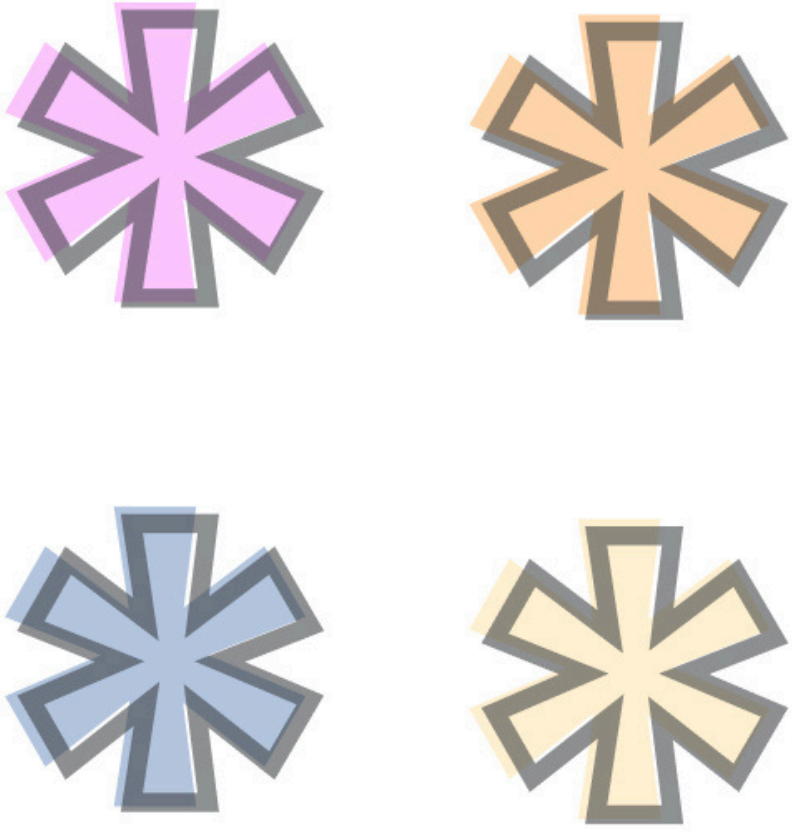
Title 1	48pt / 56pt	THE QUICK BROWN FOX
Title 2	32pt / 36pt	The quick brown fox jumps over the lazy dog
Title 3	24pt / 32pt	The quick brown fox jumps over the lazy dog
Body	18pt / 18pt None	The quick brown fox The quick brown fox The quick brown fox

COLOR PALETTE



MATERIAL DESIGN

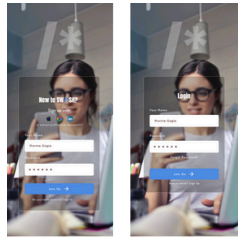
Shapes

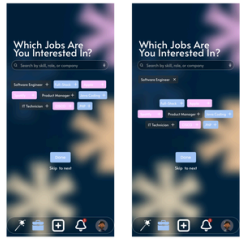


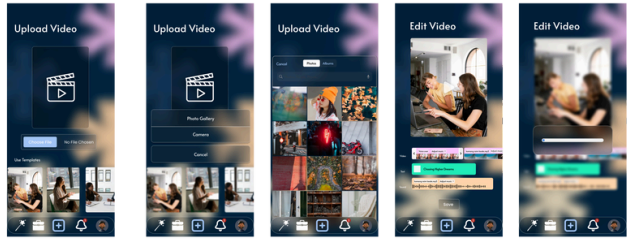
Icons

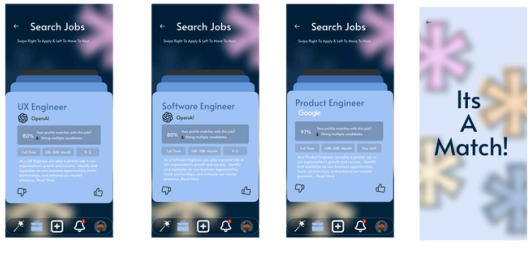


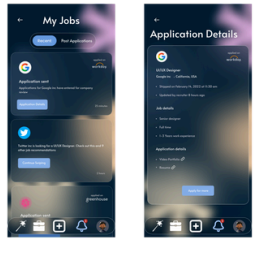
FINAL DESIGN

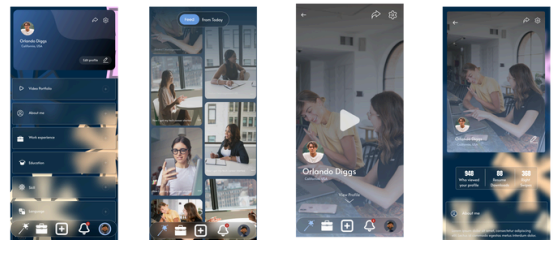






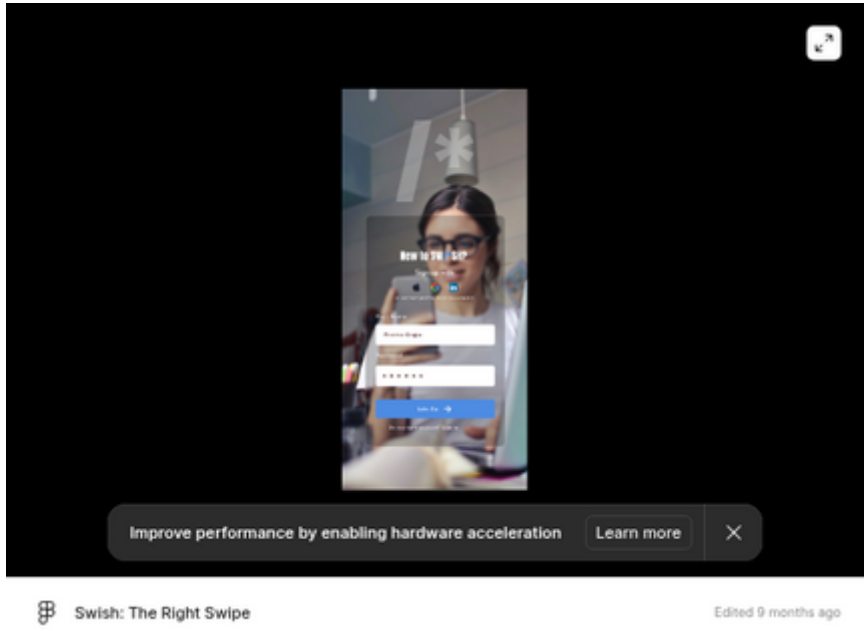




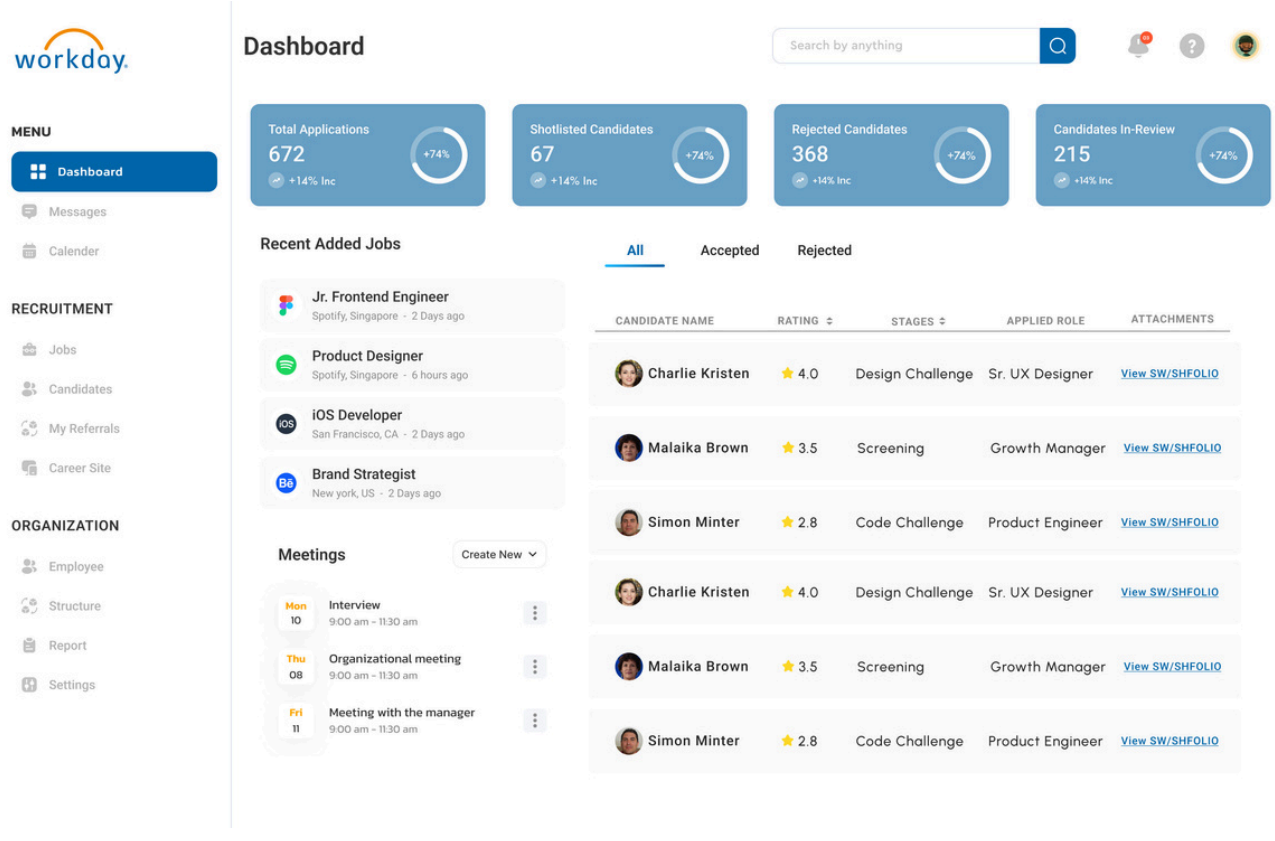


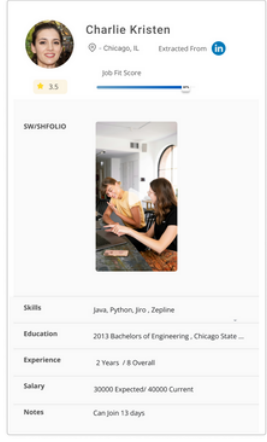
FINAL DESIGN

Figma File



FINAL DESIGN





THANK YOU!