



# Professional Engagement

Tech Pro UX Research & Design

# Research Approach

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Documents &  
Secondary Research



Qualitative  
Interviews



Quantitative  
Surveys

# The Product Definition

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What problem do we solve?

Explore career options: Positions, skills, market intelligence and organizations

For whom are we doing this?

Hi-tech Millennials

Why are we doing this?

To increase engagement with tech professionals throughout their career lifecycle

How are we doing this?

Career Tools to explore salary insights, skills, supply/demand, and career paths, coupled with editorial insights and enhanced control over engagement with recruiters

What do we want to achieve?

Establish Dice as a Tech Pro's most trusted resource to manage their career

# Target Market Millennials

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They want to grow, even if that is growing out of a company.

They want coaching and structure, not a task master.

They are the largest and most diverse US workforce ever.

They're detached from institutions and networked with friends.  
3 out of 4 have social media profiles, 81% are on Facebook.

Digital Natives, they are leading the social phenomenon in personalized networks of friends, colleagues and affinity groups.

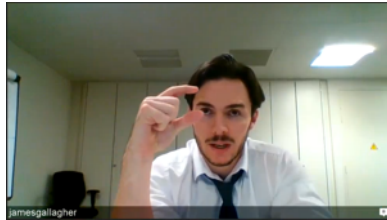
First generation in the modern era to have higher levels of debt and lower levels of wealth and personal income.

Women in computing jobs is on track to slightly decline over the next 10 years.

# Passive Research Participants



Alan Salgnik, 28  
Software Engineer  
Stratum Networks



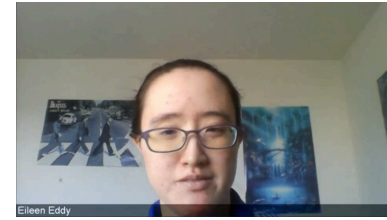
James Gallagher, 26  
Java Developer  
eFinancialCareers,  
(formerly Morgan Stanley)



Jay Padhya, 26  
FIX Data Analyst  
Charles River Development  
Student



David Hudson, 25  
Linux Support Engineer  
Cisco



Eileen Eddy, 28  
Programmer  
Google



Heather Chen, 27  
Data Scientist  
Google



Greg Shovlin, 26  
Systems QA Analyst, Level 2  
Wells Fargo, since 2013



Aidel Weisberg, 24  
"Programmer, Analyst"  
UI/UX, front end web dev  
Johns Hopkins University  
School of Medicine



Datta Vamshi Venkata, 23  
Software Developer  
Aricent  
Student



Jesus Fabian, 23  
Cap Markets Tech Analyst  
Paid Internship Wells Fargo  
Student



David Aragon, 31  
Tech Associate  
Goldman Sachs



Jay Hu, 26  
Tech Analyst  
Goldman Sachs

# Participant Defined Job Cycle



# One-to-Four Year Job Cycle



# Types of Passive Seekers

Our identified target audience falls into 1 of 3 variations



## Job Surveyor

Currently employed, but ready to make a move now, proactively looking but not applying



## Career Managers

Employed and not ready to move now, but plugged in, listening and browsing for opportunities



## Potted Plants

Employed and not looking to making a move unless triggered by an event and or a perfect opportunity is served up to them

A **catalyst** can change their mindset in a moment

# What are they looking for and where?





## Michael the Techy Millennial, 26

Computer Science Grad, 3 Years of Experience

"Every few years, I want to make a move to stay fresh. It's about the time it takes to get in, learn, have good progression in your career, become well known for it, and move on to the next challenge."

### HELLO, MY NAME IS...

Michael wants to know he is on a career path that will grow him professionally and for an organization that appreciates him. He knows if he is not learning and contributing he's not meeting his personal goals to keep fresh and maintain forward momentum. If he's not leveling up in position or pay, he's going to start looking to make his next move and he's willing to wait for the perfect offer. In the meantime, he wants a way to save his career goals privately and professional profile publicly so that he can better manage his career overall.

### GOALS & VALUES

- Be valued and respected for work
- To do interesting or innovative work
- Grow with the work and organization
- Have work life balance
- Stick to moral compass
- Live comfortably

### FRUSTRATIONS

- Non-competitive compensation
- No structure, no training
- Meaningless evaluations
- Lack of organizational transparency
- Doesn't know what his next position might be
- Wants to know what skills are most valued
- Recruiters can be relentlessly irrelevant
- Interviewing is a nightmare

### CAREER CYCLE

Make a move every 2-3 years



Seeker Type: **Passive**

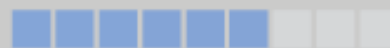
Introvert      Extrovert



Experience



Tech Savvy



Devices



Platforms



LinkedIn, Glassdoor, Indeed, Reddit Stackoverflow, GitHub, HackerRank  
Twitter Facebook

# Surveyor Journey Map



Michael the Techy Millennial, 26

*"Every few years, I want to make a move to stay fresh. It's about the time it takes to get in, learn, have good progression in your career, become well known for it, and move on to the next challenge."*



# Seeker Types Overview

**ACTIVE SEEKER** Currently unemployed, recently graduated student consciously making a career change or desperate to make a change



**DISCOVERY**  
positions, organizations, opportunities

**CLOSING**  
a new position

*"Every few years, I want to make a move to stay fresh. It's about the time it takes to get in, learn, have good progression in your career, become well known for it, and move on to the next challenge."*

**PASSIVE JOB SURVEYOR** Currently employed, but ready to make a move now, proactively looking but not applying



**EXCELLING**  
in current position

**GROWTH**  
in current organization

**CATALYST**

**DISCOVERY**  
positions, organizations, opportunities

**CLOSING**  
a new position

1-3 year cycle

*"What I am looking for is if they give me more responsibility given the title, then definitely I'd like to stay. But if there is not much I can learn, I'll switch over to a better position."*

**OPPORTUNISTIC CAREER MANAGER** Employed and not ready to move now, but plugged in, listening and browsing for opportunities



**EXCELLING**  
in current position

**GROWTH**  
in current organization

**CATALYST**

**DISCOVERY**  
positions, organizations, opportunities

**CLOSING**  
a new position

2-4 year cycle

*"I'm waiting to see how things actually plays out and do they follow through with that every year? If they do, I'll probably stay where I am."*

**NOT LOOKING POTTED PLANT** Employed and not interested in making a move unless triggered by an event and or get a perfect opportunity served up to them



**EXCELLING**  
in current position

**GROWTH**  
in current organization

**CATALYST**

**CLOSING**  
a new position

**DISCOVERY**  
positions, organizations, opportunities

3-5 year cycle

# Active Journey Map



## Active

Currently unemployed, recently graduated student consciously making a career change or desperate to make a career change.



**DISCOVERY**  
positions, organizations, opportunities

**CLOSING**  
a new position

# Passive Journey Map



## Opportunistic Career Manager

Employed and not ready to move now, but plugged in, listening and browsing for opportunities

“What I am looking for is if they give me more responsibility given the title, then definitely I’d like to stay. But if there is not much I can learn, I’ll switch over to a better position.”



# Discovery Opportunities

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We can best help people excel by helping them discover the right organization and team in the first place

Offer information and strategies for networking which encompasses connections, colleagues conferences, meet-ups and social network elements

Note opportunities and companies with reputable work life balance and offer strategies to achieving it

Information about how to find a good team – the secret to a good position

Help them find recruiters that are reputable and are going to help them

# Closing Opportunities

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#1 thing people want help with is what to expect from the interviewing process ahead of time

- how long it takes to complete the interview process
- how many rounds there will be and in what format
- what technology questions about to anticipate

Offer check lists and notifications that will allow talent to stay on point

Offer feedback or outcomes on interviewing efforts

Allow for showcasing project work which adds personality to job experience

Provide guidance on how to ask for the right salary

# Passive Journey Map



## Not Looking, Potted Plant

Employed and not interested in making a move unless triggered by an event and or the perfect opportunity is served up on a silver platter

“I’m waiting to see how things actually plays out and do they follow through with that every year? If they do, I’ll probably stay where I am.”



# Growth Opportunities

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Offer opportunities and strategies for training and learning  
– critical to keeping talent.

Strategies for how to creatively contribute in your workplace

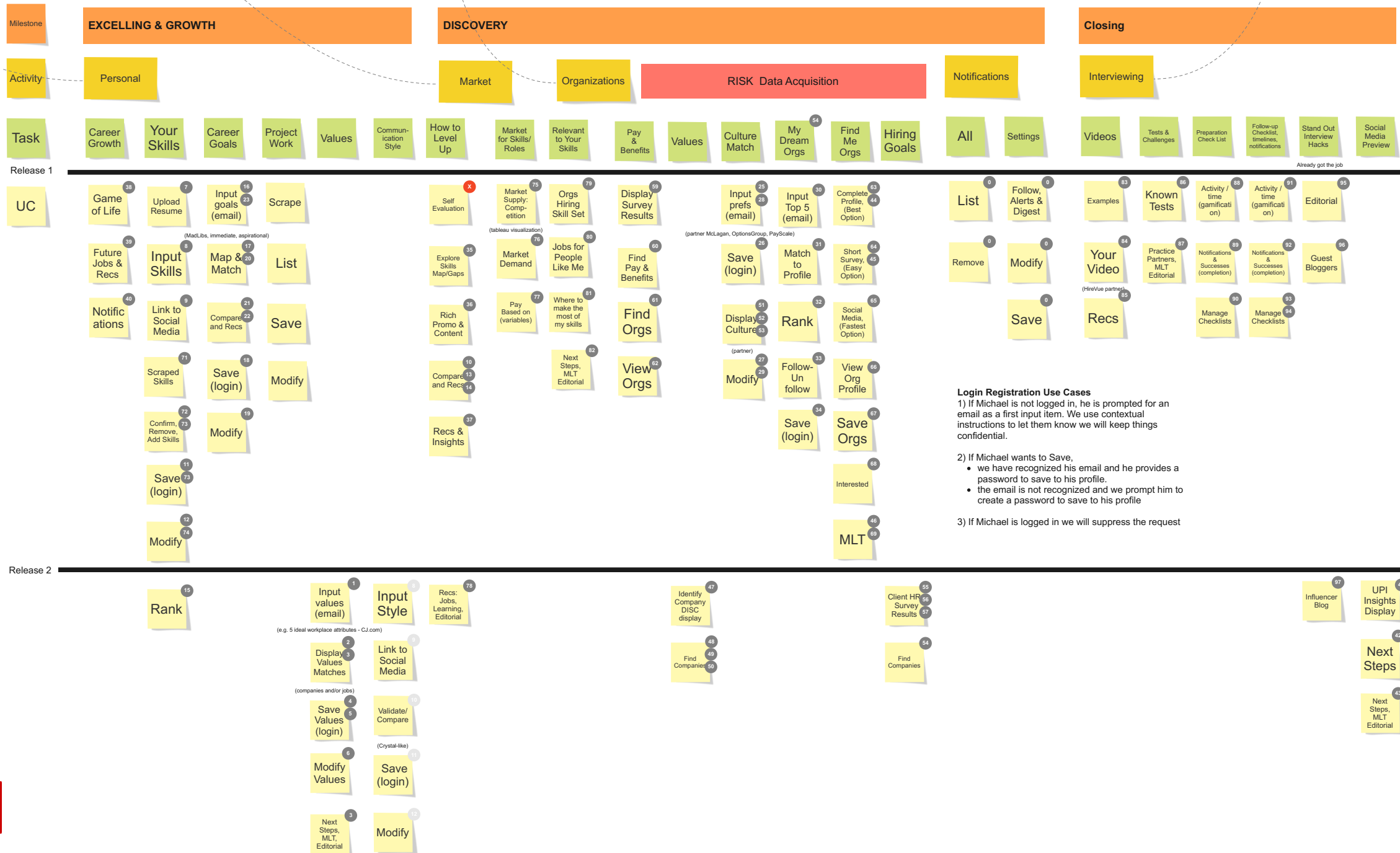
Offer opportunities for certifications, an efficient way to be more marketable

5-year planning tools with goals of increased responsibility and or growth

Help them evaluate options for an increase in pay and title or responsibility

Reach out to talent with very strong relevance around pay, position and skills

# Story Map



# Hi-Fidelity Wireframes & Prototypes

This wireframe shows the 'Know Your Worth' section of the application. It features a header with navigation links: 'Your Worth', 'Your Next Step', 'Job Trends', and 'Company Match'. Below the header, there are input fields for 'Job Title' (Data Scientist), 'Location' (San Jose), and 'Years of experience' (3-5), with a 'Find Your Value' button. The main content area is titled 'Know Your Worth' and includes a 'Data Scientist Skills' section with a list of skills (Data Science, Modeling, Statistics, SQL, Machine Learning, Python, Java, R) and their respective proficiency levels. A 'Data Scientist Pay' section displays an estimated salary of \$112,583. Below this, there is a 'Change is the only constant' section with a 'Search Jobs' button and a 'Who's Hiring this Position' section showing logos for Apple, Google, LinkedIn, K, Amazon, and Lyft. At the bottom, there is a 'What People Are Talking About' section with a search bar and two featured topics: 'Interviews' and 'Innovation & Technology'. A footer banner promotes the 'Dice Careers App'.

This wireframe shows the 'Explore Trends' section of the application. It features a header with navigation links: 'Your Worth', 'Your Next Step', 'Job Trends', and 'Company Match'. Below the header, there are input fields for 'Job Title' (Data Scientist), 'Location' (San Jose), and 'Years of experience' (3-5), with a 'See Trends' button. The main content area is titled 'Explore Trends' and includes a 'Data Scientist Skills' section with a list of skills (Data Science, Modeling, Statistics, SQL, Machine Learning, Python, Java, R) and their respective proficiency levels. A 'Data Scientist Hiring Trends' section displays a map of the United States with data points for various cities (San Francisco, San Jose, Los Angeles, New York, etc.) and a 'Meet-ups for Data Scientist' section with a line graph showing trends from 2007 to 2014. Below this, there is a 'Top Related Positions' section with a list of roles (Data Analyst, Data Researcher, Data Researcher) and their respective counts. A 'Who's Hiring this Position' section shows logos for Apple, Google, LinkedIn, K, Amazon, and Lyft. At the bottom, there is a 'What People Are Talking About' section with a search bar and two featured topics: 'Interviews' and 'Innovation & Technology'. A footer banner promotes the 'Dice Careers App'.

This wireframe shows the 'Find Your Next Step' section of the application. It features a header with navigation links: 'Your Worth', 'Your Next Step', 'Job Trends', and 'Company Match'. Below the header, there are input fields for 'Job Title' (Data Scientist) and 'Desired Position (optional)', with an 'Explore Career' button. The main content area is titled 'Find Your Next Step' and includes a 'Your Skill Match' section with a circular progress indicator showing 48% match. A 'Most common next steps for a Data Scientist' section displays a flowchart of career paths. Below this, there is a 'Learn' section with a list of courses and a 'Who's Hiring this Position' section showing logos for Apple, Google, LinkedIn, K, Amazon, and Lyft. At the bottom, there is a 'What People Are Talking About' section with a search bar and two featured topics: 'Interviews' and 'Innovation & Technology'. A footer banner promotes the 'Dice Careers App'.

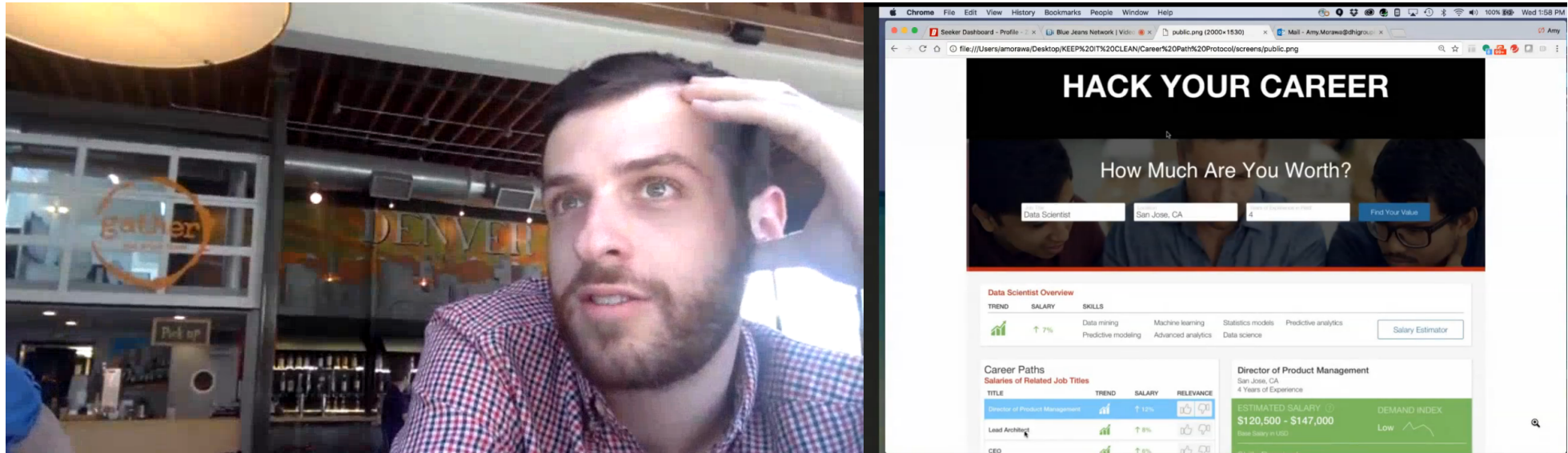


# Prototypical User Testing



“If I’m not actively looking I don’t really want to (upload my resume). If I’m kinda leaning toward looking I would probably upload it ... to get better numbers.”

# Functional User Testing



**My best recommendation is to regulate your recruiters.** They're really tarnishing your image. And they've done it so bad I would never use your platform again because I fear of what would happen to my information and how long it would circulate out there.

So, I get in front of 30 students every course we have. And to this date I have told 1000 people not to go on Dice. So your one star with me, effected up to a 1000 people.



# Relevance & Candidate Quality

Recruiter / Employer UX Research & Design

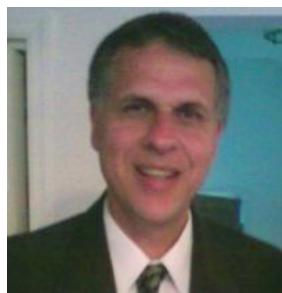
# Recruiter Research Participants



Vincent Campbell  
Director of Recruiting Operations  
**DISYS** Digital Intelligence Systems



Sarah Sample-Reif  
Vice President of Health IT for NA  
**Modis**



Andrew Sokol  
Director of Talent Acquisition  
**Howard Systems**



Gail Colon  
Lead Technical Recruiter Sourcer  
**Hewlett Packard Enterprise**



Lee Boelens  
Vice President of Operations  
**GDH Consulting**



Chris Thrall  
Technical Recruiter in UX/UI  
**Swoon Technology**

Speaking with primary actors in our story, we begin to discover what types of solutions might fit and why it's important.

**If >50% participants mentioned something, it qualified as a theme.**

Listening to their needs and wants, we hope these concepts can help **others learn & benefit from their best practices.**

# Talent Search 4.0 Research Participants



Richard Blackledge  
COO  
source:coders



Shari Rimberg  
CEO  
R&R Recruiting Resources



Zachary Sams  
Director  
ManTech Talent Solutions at  
ManTech International Corp.



Odi Banuelos  
Technical Recruiter  
OSI Engineering, Inc.



Tim Hurley  
CEO/President  
EDP Recruiting



Allison Hanzel  
Staffing Manager  
Variq



Mike Henninger  
Senior Recruiter  
Delivering Hire Insights



Brian Marquis  
Senior Technical Recruiter  
Skyline-ATS

## High Level Synopsis *qualitative research in process, working draft*

- I came to do one thing, find the right candidate as quickly as possible
- Therefore I need a clear direct interface that gives me exactly what I need for me to complete my goals that minimizes cognitive overload to maximize usability
- I don't trust the system so I want to have messaging that shows data sources or candidate source of record (i.e. resume) to double check candidates skills, experience, and skills parse.

# Recruiter Persona



## Ricky the Relationship-focused Recruiter

Mid-sized Staffing Agency, 12 Years of Experience

"If recruiters don't have a personal relationship, they're probably not going to know what's happening or be able to give that candidate an experience that they really want. And if not this position, they may fit other positions down the road."

### HELLO, MY NAME IS...

Ricky wants to know she is finding the most qualified candidates for her assigned positions. Her primary goal is to source and uncover talent for reqs. She quickly wants to phone screen talent to confirm there is interest and a potential fit. Her individual style is to soften the initial outreach to candidates with a text, inMail or email with a link to pick a time for her to call them. When she gets a response, she will track that talent through their ATS, shepherd them through interview process and provide relevant marketing and content to keep her company top of mind.

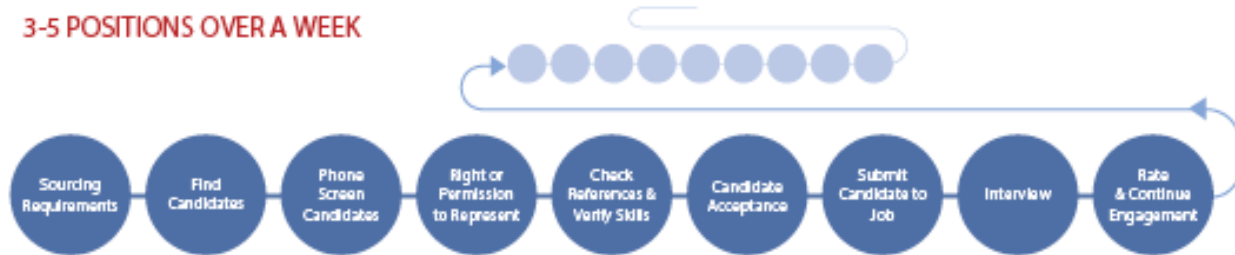
### GOALS & VALUES

- Identify a relevant candidate pool
- Verify most recent resume to white label
- Phone screen the candidate
- Verify interest and their information
- Get to know candidate before submitting
- Help them through the interview process
- Continue to build relationship for next move

### FRUSTRATIONS

- Quality of the job descriptions/requirements
- Composing their candidate contact list
- Reaching out to candidates and them responding
- Technology, no system integrates well with their ATS
- Figuring if a candidate is the right fit early on
- Knowing the true ROI for various recruiting activities
- Being top of mind for talent when considering a move

### 3-5 POSITIONS OVER A WEEK



Recruiter Type: **Value Add**



Devices



Other platforms



CRMs **HubSpot, Salesforce**  
ATS **Bullhorn, JobDiva**  
Job boards **Dice, Monster, Indeed, CareerBuilder, Glassdoor**  
Social **LinkedIn, Facebook, Twitter, 4 IT Stackoverflow, GitHub, Prove It!**

# Sourcing Persona



## Stephen the Sourcing Ninja

Mid-sized Staffing Agency, 3 Years of Experience

"I don't like not seeing their phone number, because the response rate on candidates that only show an email have been very poor. I would never submit a candidate without talking to them. They could even be third-party or fake candidates, right?"

### HELLO, MY NAME IS...

Stephen wants to know he's getting accurate returns and information. He has better luck with talent responding to a job description than out reach from general search. And often, the job changes from the initial conversation to submitting candidates. He's learned what information gets misrepresented and to not even pay attention to it. He will track all relevant candidates through their ATS. It is always a pain getting information from the source into their system.

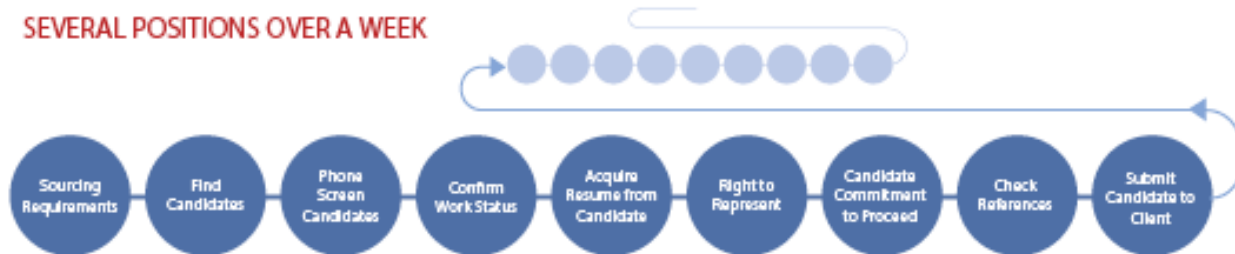
### GOALS & VALUES

- Get relevant candidate pool
- Find related candidates
- Verify most recent information to white label
- Phone screen the candidates
- Verify Interest and status
- Background check

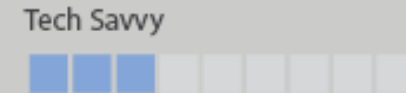
### FRUSTRATIONS

- Filtering out candidates that are not qualified or authentic
- Quality of the job descriptions/requirements
- Candidates not paying attention to job requirements
- Getting a high volume of irrelevant candidates
- Third parties and corps applying
- Work status is not represented accurately
- Saving searches and alerts
- Technology, no system integrates well with their ATS

### SEVERAL POSITIONS OVER A WEEK



Recruiter Type: **Value Add**



### Other platforms



ATS JobDiva  
Social Facebook, Twitter  
Social plus LinkedIn Recruiter  
Job boards Dice, Monster, Indeed, Glassdoor

# Employer Persona



## Todd the Talent Acquisition Strategist & Recruitment Marketing Manager

Mid-sized Technology Company, 8 Years of Experience

"I have to understand what the Hiring Manager is looking for. Typically I haven't worked with that Manager before, so we review the requisite and techy terms therein to make sure I meet their expectations and earn their trust."

### HELLO, MY NAME IS...

Todd wants to know he is finding the most qualified candidates. His primary goal is to research the candidates ahead time to present them to the Hiring Manager and look competent in doing so. He often meets with the Manager to understand the requirements and sometimes makes edits before posting for a better response rate. Once he has his short list he puts together a plan for reviewing and interviewing potential candidates. He uses hyper targeted searches that render a perfect candidate and will call them immediately. As candidates get less relevant — grey area candidates — he has to figure how to package them. Sometimes he surveys candidates to help get them through the gate.

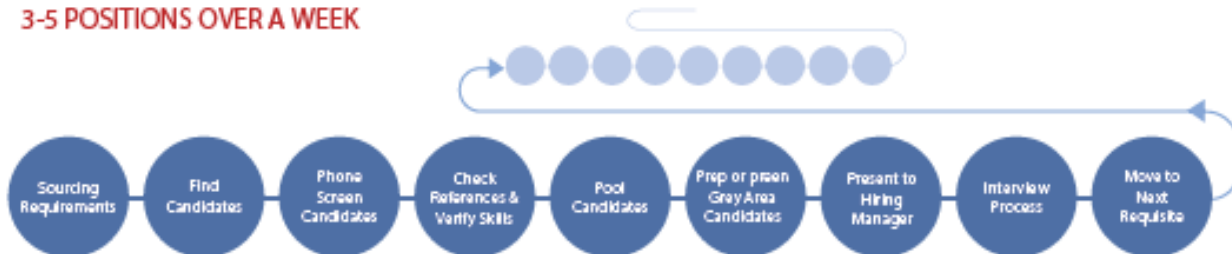
### GOALS & VALUES

- I want to find relevant, high touch candidates
- I want a confirmed emails, I don't want to use InMail
- I want high touch engagements to ensure ROI
- High time investment (need explanation)
- Find new ways to find active candidates
- Physically go where candidates the are
- Get employees from other companies to switch

### FRUSTRATIONS

- Understanding of the job descriptions/requirements
- Figuring if a candidate is the right fit early on
- Skills in the right area but lack of experience
- Making a case to hire a Grey Area Candidates
- The pool for active candidates via Search is thinning
- Don't want to be associated with the Grey Area Candidates
- Hiring Managers will think the lack of candidates is incompetence
- Need to report on the tools they use to gauge performance
- Knowing the true ROI for various recruiting activities
- I have to call or email for everything to ensure their tools have ROI

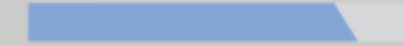
### 3-5 POSITIONS OVER A WEEK



NOT VALIDATED

Direct Hire: Value Add

Introvert Extrovert



Experience



Tech Savvy



Devices



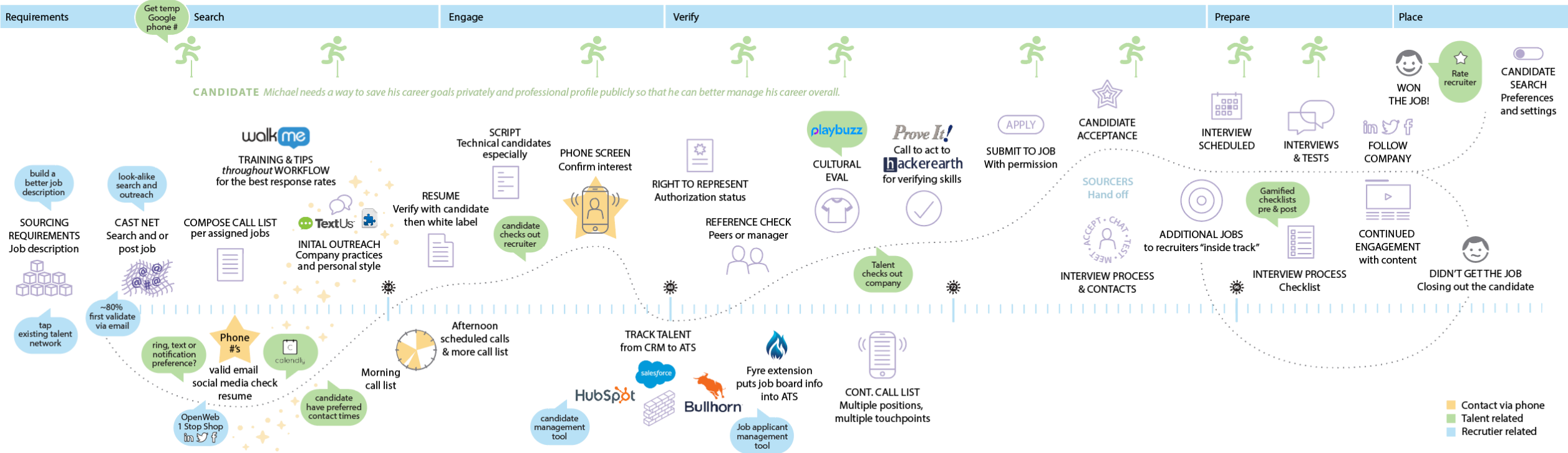
Other platforms



CRMs HubSpot, Salesforce  
ATS Bullhorn, JobDiva  
Job boards Dice, Monster, Indeed, CareerBuilder, Glassdoor  
Social LinkedIn, Facebook, Twitter, 4 IT Stackoverflow, GitHub, Prove It!

Toofr scrapes and confirms emails  
Elusify confirm emails  
SignalHire scraping LinkedIn  
EmailQualifier scans emails and associated social media accounts  
SeekOut makes sure they're in the US

# Unified Recruiter Journey Map



# Interests

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Better job descriptions and stable requirements

Information about candidate phone/contact preferences, e.g. times of day, text-only

Better integration between platforms such as CRM, ATS and other tools

Enable Open Web to import Profile AND resume info into ATS systems

More information about organization culture that candidates prefer

Tips and training videos for recruiters

Rating recruiters or recruiting company and private reviews

Video verification of candidates

Automated follow-up notifications, process and checklists

Auto reference check

# Frustrations

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Authenticity of some candidates

Quality and stability of the job descriptions/requirements

Filtering out certain work authorization status, salary requirements and zip codes

Composing their candidate contact list: they want phone, email + text

Reaching out to candidates – and candidates responding

Technology, no system integrates well with their ATS or CRM

Figuring out if a candidate is the right fit early on: phone screen

Knowing the true ROI for various recruiting activities

Being top-of-mind for talent when they consider a move

# Key Takeaways

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CRMs are critical to the relationship focused recruiter to manage touch-points and channels

Passives are valued as much as Actives, as both represent a potential placement with the right fit

Relevant search results based on Boolean strings and filtering reigns king

Use of social media marketing is trending

Offer contextual instructions, tips and training to recruiters around all outreach tools

Offer text, chat and scheduling tools to eliminate back and forth and are trackable in an ecosystem

Offer texting and associated templates like we do for email

Encourage HackerEarth as an option and other technical review options for candidates

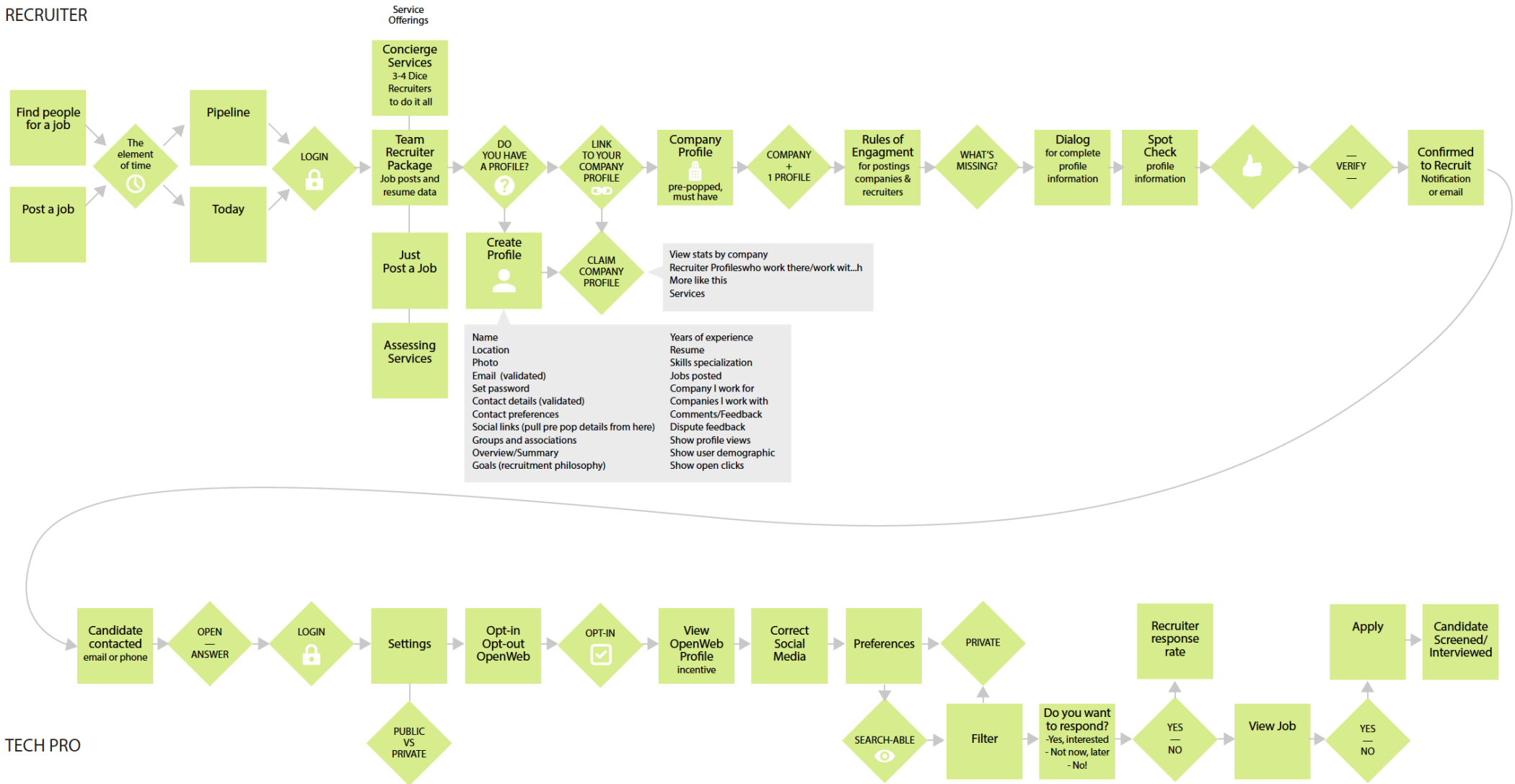
Any cultural preference information is valued by both recruiters and candidates

**Make it easier to integrate candidate information into their ATS**

Rating job descriptions and recruiter and their organizations would be welcomed

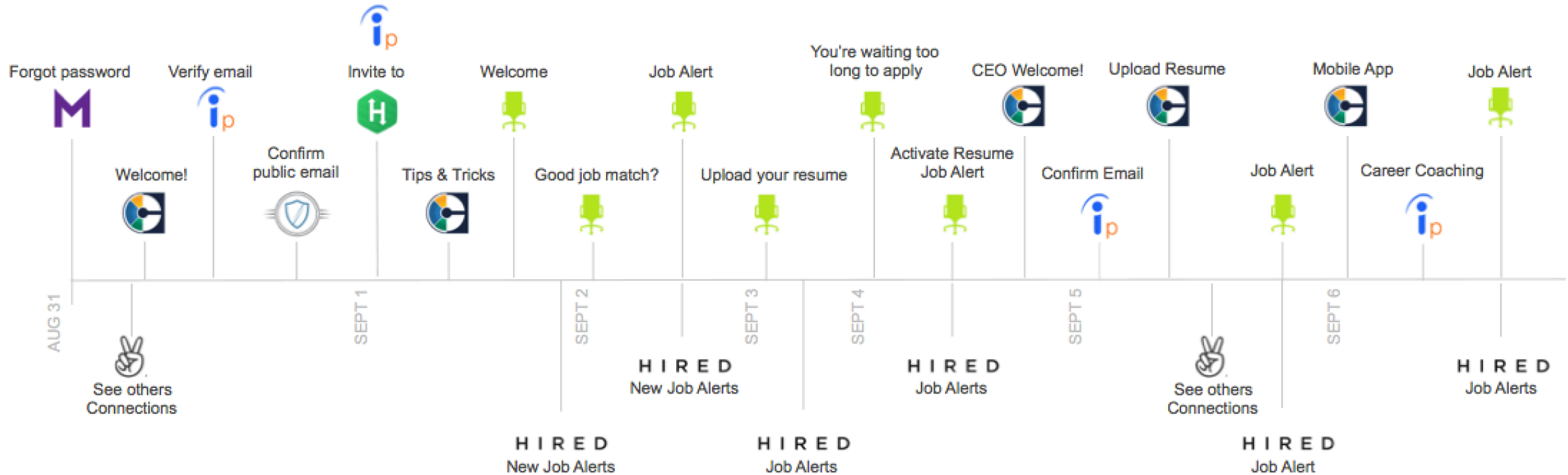
# Recruiter to Tech Pro Workflow

RECRUITER



TECH PRO

# Competitor Analysis of Initial Contacts, Week 1



Jobs: Senior Ux Designer	24 companies hiring in 80206
Jobs: Principal	24 companies hiring in Denver, CO

= Existing Accounts

= Account we don't control



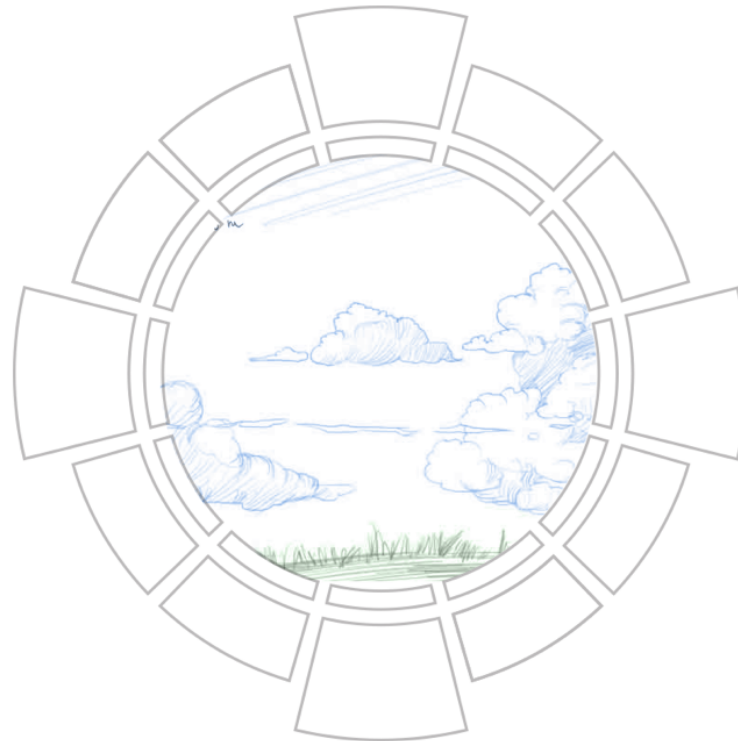
# Protected Profile Cornerstones

## TALENT PREFERENCES & SETTINGS

Communications and views can be limited or increased based on candidate input and recruiter compliance

## RULES OF ENGAGEMENT

Non compliance results in access to resources and services being limited or denied after an opportunity to correct it



## RECRUITER PROFILE

Recruiter ratings and testimonials.  
Communication tools and policies  
Open opportunities and placements

## IN APP TRAINING

Contextual instructions, tool tips, in app training, just in time

# Tech Pro Communication Settings

- Activity
- Profile
- Settings**
- Ideal Job
- Career Path
- Salary Predictor

## Job search status

Shown to employers if you have expressed interest in being contacted. ⓘ

- Actively looking**  
Employed or unemployed  
Maximum matches
- Open to change, but not looking**  
Would make a change for the ideal opportunity  
Fewer matches
- Not interested in jobs**  
Employers won't find you  
No matches

Earliest available date — [disable](#) or [hide if they are looking](#)

- Immediately
- Available after this date**

Available after this date

In order to protect your personal information you have the option to remove your information at any time once your information is saved. If you choose to opt out, your personal data can no longer be stored on any of our servers. By saving your Dice Profile you consent to Dice storing your personal information at this time. ✕

⚠ Spot check everything pre-populated and marked with a yellow warning. ✕

## Public information

Saving your profile will be your consent to the storing of and access to information marked as public.

Save Settings

### Basic Information

Email

Password

Phone number

Location



Twitter

LinkedIn

GitHub

Reddit

## Contact Settings

How do you preferred way to be contacted by an employer?



When do you want to share your contact information?

- Do Not Share
- Share Anonymously
- Profile Viewed
- Profile Saved
- When Applying

Who do you want contacting you?

- Dice
- Companies, Employers
- Recruiters
- IT Solution Providers
- Consultants

When do you prefer to be contacted?

- Monday 8:00 AM to 10:00 AM
- Tuesday 8:00 AM to 10:00 AM
- Wednesday 8:00 AM to 10:00 AM
- Thursday 8:00 AM to 10:00 AM
- Friday 8:00 AM to 10:00 AM
- Saturday
- Sunday

## Personal Information


First name optional  Last name optional

Work Authorization

### Affirmative Action Invitation optional

Certain employers are subject to nondiscrimination and affirmative action record keeping and reporting requirements which require such employers to invite applicants to provide this information. Providing this information is strictly voluntary – you will not be penalized or subjected to adverse treatment if you choose not to provide this information. **If you choose not to provide this information, simply select "Decline to Designate."**


# Recruiter Profile

HEADER CHANGES BASED ON LOGIN

[Advanced Search](#)

[Activity](#) [Profile](#) Activity only shows if it's Stephen

[Follow 5](#) [Recommend 8](#) [Share 12](#) [Blocked 0](#)



## Stephen Topnotch

Specialties [Full Stack](#), [Systems Architect](#), [Front End](#)


6 Current Openings [Live Chat](#)

Recruitment Solutions | External [stephentopnotch@recruitmentsolutions.com](mailto:stephentopnotch@recruitmentsolutions.com)


Representing | Colorado, Bay Area, Global [\(303\) 333-3331](tel:(303)333-3331)

10 Years of experience [Denver, CO, 80206, United States](#)

[Following](#) Preferred only shows if it's Michael  
[Edit Profile](#) Edit only shows if it's Stephen



Based on feedback from people like you

[Website](#) [LinkedIn](#) [Twitter](#) [Github](#)

# Dice Incentivizes Constructive Engagement



Tech Pro

How and when to reach me,  
and best matches

Set times to connect on  
my terms

Know who's  
contacting me  
and why

Demonstrate fit

Contribute – feedback,  
ratings and referrals

Recruiter



Engage talent efficiently in  
their preferred channel  
and time

Integration, efficiency  
and ROI

Make convenient  
connections

Set me up for  
success

Help me screen and  
follow through



Thank you

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