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RESEARCH DOMAIN

Our research team studied the job search experiences of ASU students and recent graduates. We aimed to understand how they navigate the transition from academic to professional life. In this process, we investigated difficulties faced by ASU students and graduates during the job preparation and application process.

RESEARCH METHODS

1. Interviews to understand experiences, pain points and emotions in the journey
2. Think-aloud inquiries to understand participants' thought processes
3. Participants were observed interacting with platforms and reviewing job descriptions

USER GROUP

12 ASU students and alumni engaged in the job search process. Students who were applying for positions, and recent graduates (within the last year) with fresh industry experience. We ensured a diverse group with participants from different programs, graduation statuses, and fields of interest.

INSIGHTS

Our research revealed challenges related to content creation, specifically tailoring cover letters and resumes and time taken for each position. Despite their efforts, students expressed frustration with receiving rejections and the time investment needed for tailoring applications with limited success.

IDEATION

Optimizing resumes for ATS could significantly improve the chances of having it reviewed by human recruiters. Additionally, tools to assist with crafting effective cover letters and resume tailoring could empower students to present themselves more effectively.

FEATURES

ATS Resume Builder

Missing Keywords (Skills/Softwares/Experience)

Select the keywords that apply to your background and skills which can be authentically added to your resume

- ✓ UX Research
- ✓ Information Architecture
- Interviews
- Ideation
- ✓ UX Design

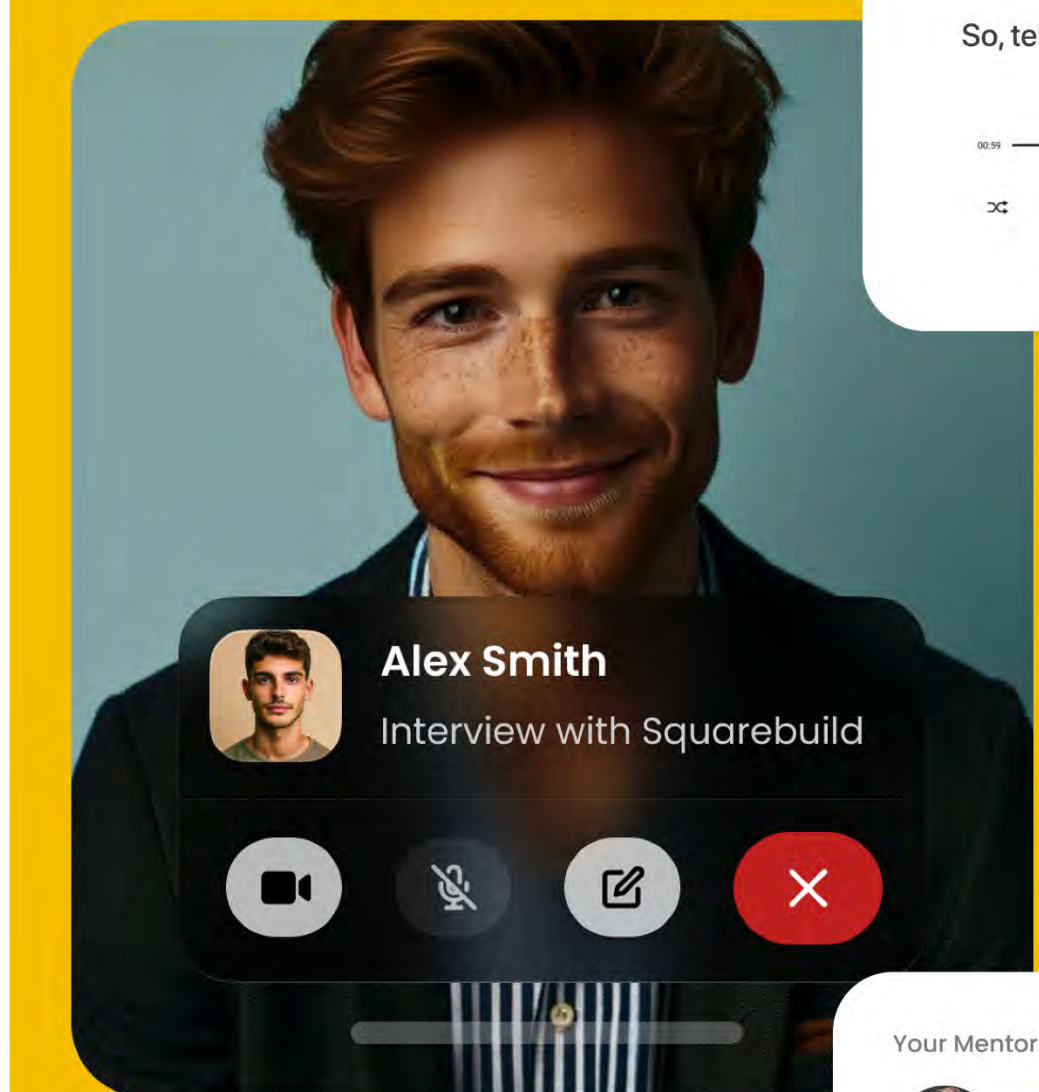
Rewording Existing Content

Created social media graphics and marketing materials.

Conducted user research to understand target audience needs and designed social media graphics to improve user engagement.

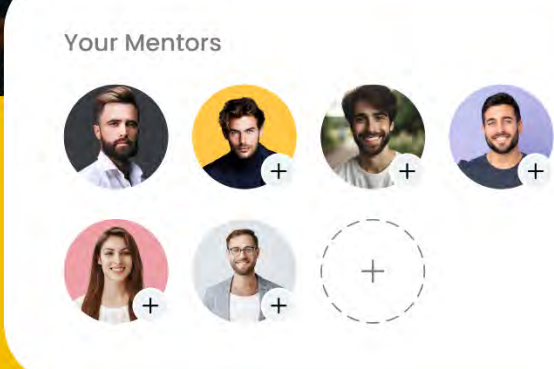
FEATURES

Interview Preparation



So, tell me about yourself.

Alex Smith
Interview with Squarebuild



KEY CHANGES

Increased ATS Compatibility: By suggesting ATS-friendly keywords and potentially recommending rephrasing existing content, the platform increases the chances of a resume passing through the initial screening by adding: 1. Missing Keywords 2. Rewording Existing Content

