



# Prentus

## **Directed Storytelling Research Findings Report**

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# Executive Summary

# Executive Summary

**Directed storytelling research** was conducted with 3 participants to identify **user group values and pain points.**

## Top Insights:

1. Users need to **review candidates quickly**
2. Users want applicants to have a **strong online presence**
3. When reviewing candidates, users want to see **specific skills** rather than broad skills or a generalized description
4. **Soft skills** are often a deciding factor in hiring decisions
5. Users want to see a candidate's **professional activity** continue **after bootcamp graduation**

# Research Summary

# Methodology

- 3 participants were interviewed using a prewritten script, which adhered to **directed storytelling** protocol
- The interviews lasted approximately **30 minutes**
- The interviews were **moderated** and took place **remotely** via Zoom

# Goals

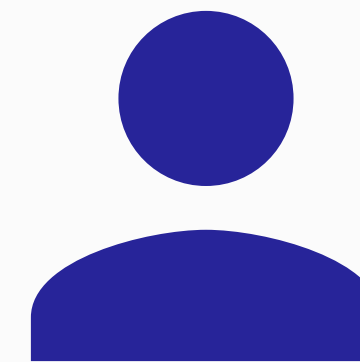
1. Identify details about the **user group**
2. Discover what type of information the user group looks for in **applicants**
3. Understand the user group's **hiring process** from start to finish, including order of operations
4. Uncover the user group's impressions of applicants who are recent **bootcamp graduates**
5. Identify the user group's preferred **digital platforms** and how they interact with them
6. Uncover the user group's **pain points and values** in reference to digital products that aid their hiring processes

# Participants



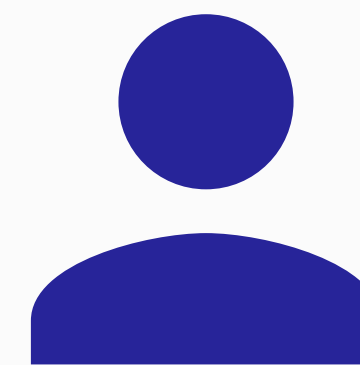
Participant 1 has **3.5 years of experience in the tech industry and as a recruiter.**

They typically seek to fill **engineering positions.**



Participant 2 has been involved in **hiring decisions for 4 years.** They typically seek to fill positions for **mid level or mid/senior level designers.**

They usually work for **smaller companies** building teams from scratch and they also teaches design.



Participant 3 has been involved in the **tech industry for 10 years,** has been involved in **hiring decisions for 4 years,** and typically seeks to fill **engineering positions of all levels,** product managers, and quality assurance positions. They currently seek to hire for a **start-up environment.**



# Insights Overview

# Insights

1. Users need to **review candidates quickly**
2. Users want applicants to have a **strong online presence**
3. When reviewing candidates, users want to see **specific skills** rather than broad skills or a generalized description
4. **Soft skills** are often a deciding factor in hiring decisions
5. Users want to see a candidate's **professional activity** continue **after bootcamp graduation**

# Insight 1

# Insight 1

2 out of 3 participants expressed the need to **review candidates quickly**.

“It's just all about quick bullets and understanding... because **folks don't have time to read every resume**, they're gonna look for a couple quick bullets, and, you know, scan resume.”

-Participant 3

# Insight 2

## Insight 2

2 out of 3 participants emphasized the importance of the applicant having a **strong online presence**

**“Primarily, I start with a portfolio.** So I don't read the resume first. I don't always look at the cover letter first. I want to see a story through the portfolio.”

-Participant 2

# Insight 3

## Insight 3

When looking at job candidates, 2 of 3 participants said they want to see specific skills rather than broad skills or a generalized description.

“Many of my students and mentees have this assumption or this belief that if they make themselves general enough... then they'll appeal to a wider pool of companies. But as a hiring manager... **I think that couldn't be further from the truth.** You want to show some interest so that you can better connect with the companies you're applying to.”

-Participant 2



# Insight 4

## Insight 4

When searching for applicants, 3 of 3 participants vocalized that they pay attention to hard skills, soft skills, and applicant situation. In many cases, soft skills are the deciding factor.

“What a beginner lacks in **hard skills** they need to be able to make up for in these **soft skills**”

-Participant 2

# Insight 5

## Insight 5

When looking at bootcamp grads, 2 of 3 participants said they want to see something completed outside the bootcamp program.

“If you just get them to work on like a couple projects, **the chances they’ll get hired is much much higher** than otherwise.”

-Participant 1

# Conclusion

# Insights

1. Users need to **review candidates quickly**
2. Users want applicants to have a **strong online presence**
3. When reviewing candidates, users want to see **specific skills** rather than broad skills or a generalized description
4. **Soft skills** are often a deciding factor in hiring decisions
5. Users want to see a candidate's **professional activity** continue **after bootcamp graduation**

## User Goal Statement

The user group is **employers and recruiters** who want to use an online platform to **quickly** find **quality job applicants** who have a **unique skillset and background**, a **strong online presence**, and pre-developed **soft skills**.

## Next Steps

1. Redesign or invent **features** to meet the needs of the user group
2. Conduct **usability testing** to evaluate the degree to which the product meets the user group's needs



# Thank you!



**Feel welcome to contact me:**

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# Appendix

# Research Insights, Extended

### Participant Background Information

- Participant 1 has 3.5 years of experience in the tech industry, 3.5 years of experience as a recruiter, and typically seeks to fill engineering positions.
- Participant 2 has been involved in hiring decisions for 4 years and typically seeks to fill positions for mid level designers or mid-senior level designers. He usually works for smaller companies building teams from scratch, and also teaches design.
- Participant 3 has been involved in the tech industry for 10 years, has been involved in hiring decisions for 4 years, and typically seeks to fill engineering positions of all levels, product managers, and quality assurance positions. He currently seeks to hire for a start-up environment.

# Research Insights, Extended

### **3 of 3 participants said they use LinkedIn for hiring and recruitment efforts**

- “So LinkedIn, definitely like it because one post can get you a lot of views for free. So you don't even have to use the recruitment tools.” -Participant 2
- “I love the community aspect of just posting on LinkedIn, the reach is really great.” -Participant 2

### **2 of 3 participants said they use Hired for hiring and recruitment efforts**

- “I love that triptych setup. It feels easy, it feels smooth.” -Participant 2
  - Links
  - Career/Job Preferences
  - Experience
- “I did notice that hired had a really nice, like, kind of a digest email, where it was like, Hey, these are, you know, folks that might fit your, you know, description or your profile that you're looking for.” -Participant 3

# Research Findings, Extended

**When searching for applicants, 3 of 3 participants vocalized that they pay attention to hard skills, soft skills, and applicant situation. In many cases, soft skills are the deciding factor.**

- “It’s like a mix of hard skills, soft skills, and logistical things that you’re looking for.” -Participant 1
- “What a beginner lacks in hard skills they need to be able to make up for in these soft skills” - Participant 2
- “Skill wise, I think, you know, that's you need to have the basics down, but it's really just about, like, you know, how hungry, are you?” -Participant 3

**When looking at bootcamp grads, 2 of 3 participants said they want to see something completed outside the bootcamp program.**

- “If you just get them to work on like a couple projects, the chances they’ll get hired is much much higher than otherwise.” -Participant 1
- “In order to make yourself stand out, you have to have like, you know, more internship experience or, you know, more more industry, you know, touch points” -Participant 3

# Research Findings, Extended

**When looking at bootcamp grads, 2 of 3 participants said they want to see specific skills rather than a generalized description.**

- “I just can’t spend the time to train you or to have this conversation to figure out what you’re actually working on” -Participant 1
- “Many of my students and mentees have this assumption or this belief that if they make themselves general enough not to be mixed up with being a generalist separate from that, that they make themselves general then they'll appeal to a wider pool of companies. But as a hiring manager through my experience I think that couldn't be further from the truth. You want to show some interest so that you can better connect with the companies you're applying to.” -Participant 2

**2 out of 3 participants expressed the need to review candidates quickly.**

- “I have two to three minutes per applicant to just view their portfolio before I can decide to spend more time on it.” -Participant 2
- “It's just all about quick bullets and understanding, you know, what's there because folks don't have time to read every resume, they're gonna look for a couple quick bullets, and, you know, scan resume.” -Participant 3

# Research Findings, Extended

### **2 out of 3 participants emphasized the importance of the applicant having a strong online presence**

- “Primarily, I start with a portfolio. So I don't read the resume first. I don't always look at the cover letter first. I want to see a story through the portfolio.” -Participant 2
- “If you have some sort of, you know, technical presence online, I think, is also really good to see, right?” -Participant 3

### **3 out of 3 participants mentioned that the qualifications on job descriptions are not always necessary.**

- “In recruitment, a lot of job descriptions are kind of passed on over time and often there's stuff on job ads that don't necessarily um need to be on there but it's just a matter of ease.” -Participant 1
- “I'm not always looking for experience to match. However, there's a nuance there's nuance to that. I'm not looking, let's say if we say two to three years of experience, I'm not looking specifically for them to have two to three years of working experience, but I am looking for their skills and their case studies and their talents to reflect that of someone who has two to three years of experience. So I don't really care if you just came out of a boot camp if you're good you're good.” -Participant 2
- “and we chat with them [the recruiters], give them kind of what's nice to have, if it's a must have...” -Participant 3

# Research Findings, Extended

## **2 out of 3 participants mentioned the desire for the applicant to be interested in the company.**

- (In reference to Hired) “There's a section right under that says their preferences, what they're looking for in their career, what they're looking for in a company. I love that.” -Participant 2
- “When you're hiring, you want somebody that's going to be thinking long term and, you know, is invested in growing and learning at the company.” -Participant 3

**Each participant has different ways of finding employees. Participant 1 sources candidates on various digital platforms using keywords and qualifiers. Participant 2 likes to look for candidates on his own because it speeds up the process and increases the quality of the match. Participant 3 works with internal recruiters to find candidates.**

- “I like being able to look for candidates on my own. I find that it expedites the process as opposed to vetting so many applications myself.” -Participant 2



# Research Findings, Extended

### **Participants have differing needs for size of candidate pool (based on the situation)**

- Participant 1 recruits for specialized positions, so he uses data scrapers to search multiple job platforms at once.
- Participant 2 prefers a smaller pool of high quality candidates to a larger pool, but it depends on the situation:
  - “Generally speaking, I would say I would rather a smaller pool of high quality candidates. But it depends.” -Participant 2
  - If he needs to hire many people, he wants a bigger pool of applicants.
    - “Let's say if I'm trying to build a team and I have many people to hire, then perhaps I would want a more open pool. It depends on seniority. If I'm looking for a more technical person, a more senior person to lead for example, maybe I want a smaller pool of higher quality candidates.” -Participant 2
- Sometimes it depends on the time of year.
  - “So it depends on the time of year sometimes...So if you are hiring, let's say seniors, there are sometimes less seniors than there are juniors. And if you put up a posting in a more competitive time for seniors and obviously you'd want a wider pool.” -Participant 2

# Research Findings, Extended

### **When asked what bespoke features they would like on a job site, each participant had different answers:**

- Participant 1 stated that the employer needs to present good branding to get more inbound applicants and have a tool to manage those applicants.
- Participant 2 sang praise for Hired.com and their layout. He called out how they provide easy access to the candidate's important links, career/job preferences, and experience.
- Participant 3 would be interested in the ability to 'pause' candidate interactions and the ability to cancel scheduled interviews if the candidate does not make it through a round.
  - "I don't think there's a good way to put people like on pause, or like, you know, hey, I'm not ready to interview let's reach out in like, a month or two months...It was kind of like a pass or no pass. So I think something like where you can, like, revisit or get notified that hey, you might want to reach out to this person again, I think would be it'd be nice."
  - "Another thing that would be nice, is, if you could auto decline candidates based on how their review came in from prior interview? Oh, for sure. You know, if they don't do if they get like a definite no, like one of the interview stages, and we just cancel the rest, right."