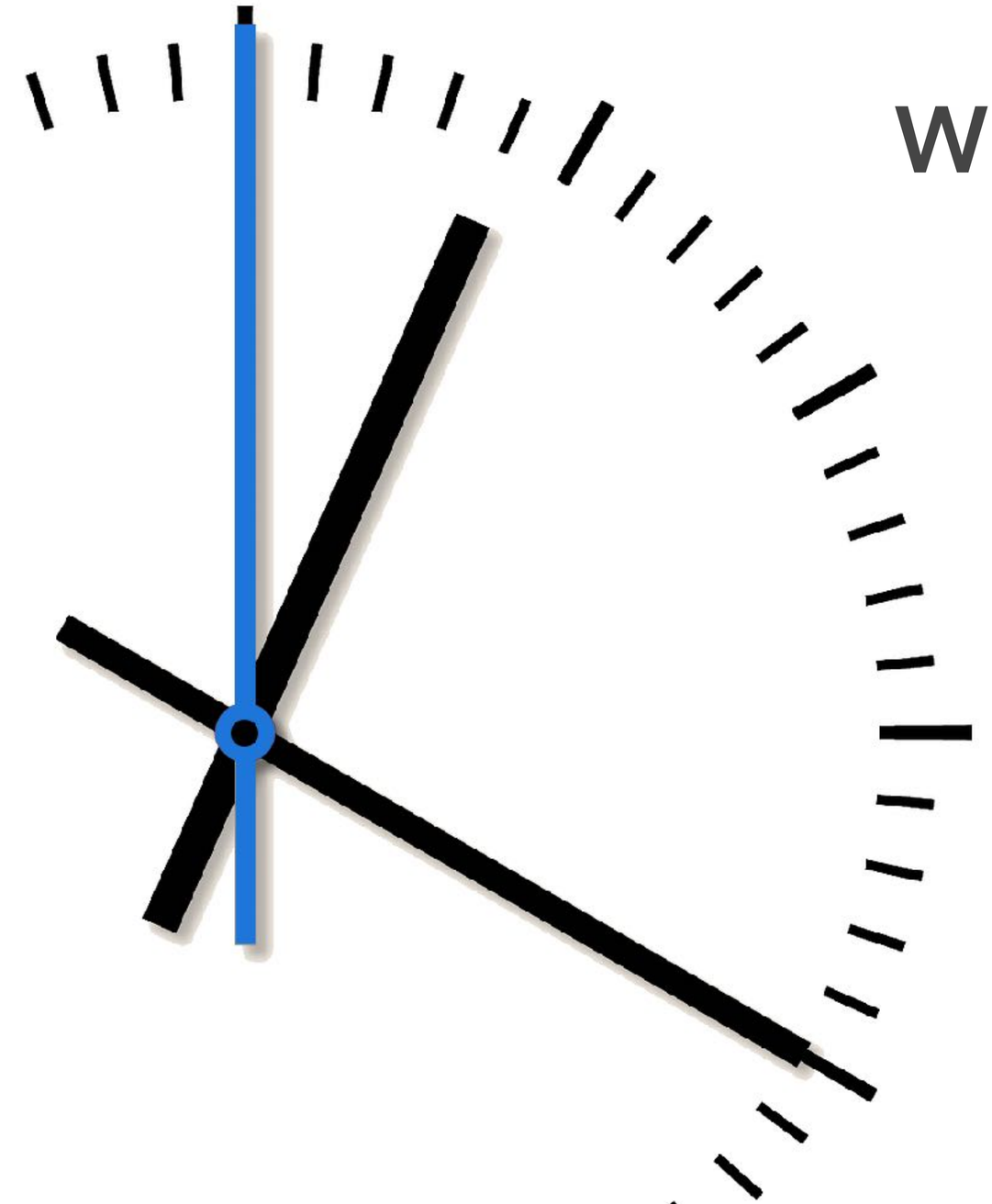


When you are looking for a job every minute counts.

Apply in seconds. Not hours.

Résumé AUTOFILL

So What is Résumé AUTOFILL?

Résumé AUTOFILL is a browser plugin that lets you autofill your resume on any online job application.

Here is how it works:

Import

The process is simple. Import your résumé into your AUTOFILL account and stop wasting time retyping your details on time-consuming job applications.

Customize

Customize your resume or build it out with our simple résumé builder. Our plugin lets you focus on the content that matters the most.

Apply

Don’t waste your time filling out résumé by hand. This is not the 90s. Click our icon at the top of your browser and watch the magic happen.

So why do I need Résumé AUTOFILL?

Not all job applications are **easy** to fill out.

Some require a **serious** time commitment.

And it’s not just you. Research says most people hate filling out long applications.

And easy-one-click apply buttons **miss the point.**

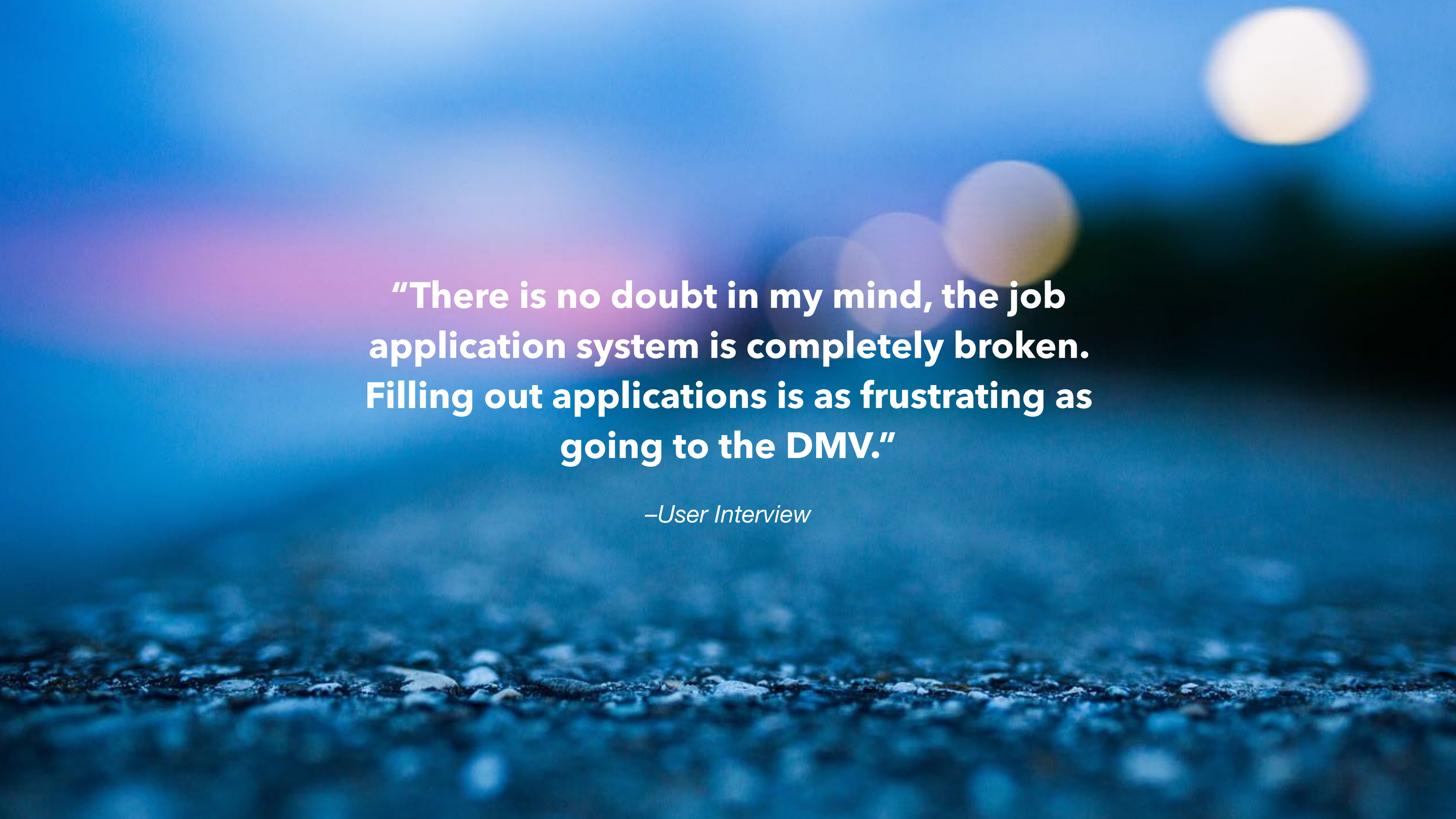
(According to my research)

The resumes that rise to the top are the ones

tailored to fit that specific opportunity.

(Actually, they are tailored to pass a software filter check.)

Discovery and Research



“There is no doubt in my mind, the job application system is completely broken. Filling out applications is as frustrating as going to the DMV.”

–User Interview

User Surveys

I used user surveys to get a better understanding of the habits of those seeking employment, as well as to select users for potential usability testing. Users who recently filled out job applications and those who filled out a high volume of applications per week were chosen to test our product at the end of the design process. Others were interviewed about their experiences in more detail.

Survey #1

1. When was the last time you filled out an application online?

   ☐ 0-3 Months ☐ 6-12 Months ☐ 1-2 Years ☐ 3 or More Years

2. Which of the following job sites have you used in the past?

   ☐ LinkedIn ☐ Glassdoor ☐ ZipRecruiter ☐ Indeed ☐ Ladders ☐ Dice

3. When your favorite job site points you to a third-party application system, how likely are you to complete the application?

   Very Likely ☐ ☐ ☐ ☐ ☐ Not Very Likely
   1. 2. 3. 4. 5.

4. How long does the average online application take to complete?

   ☐ 0-5 Minutes ☐ 10-15 Minutes ☐ 15-30 minutes ☐ 30 or More Minutes

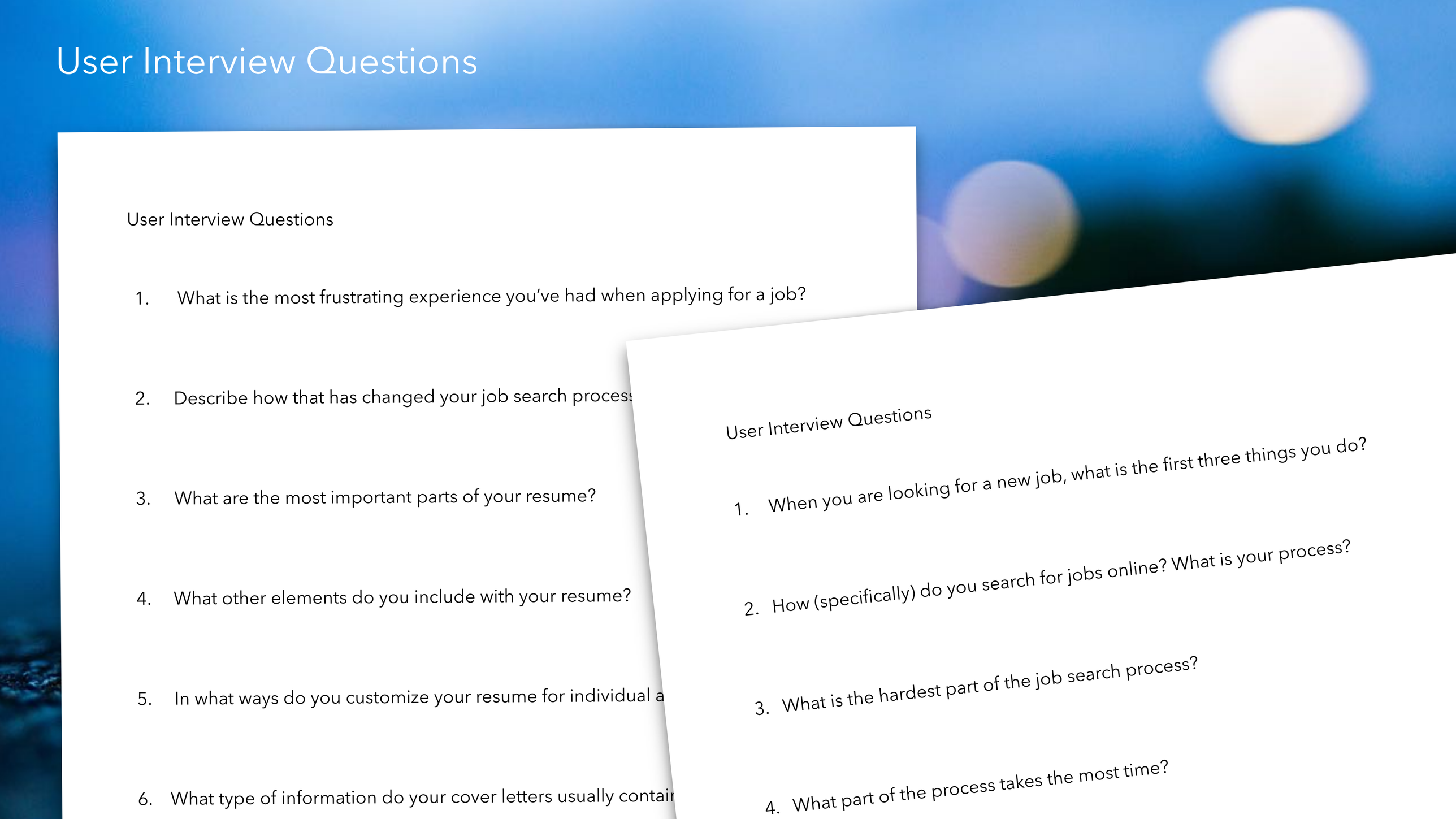
5. When you are actively looking for a job, how many job applications do you usually complete in a week?

   ☐ 0-5 ☐ 10-15 ☐ 15-30 ☐ 30 or More

6. What type of information do your cover letters usually contain?

7. How do you tailor your cover letter?

User Interview Questions



User Interview Questions

1. What is the most frustrating experience you've had when applying for a job?
2. Describe how that has changed your job search process
3. What are the most important parts of your resume?
4. What other elements do you include with your resume?
5. In what ways do you customize your resume for individual a
6. What type of information do your cover letters usually contain

User Interview Questions

1. When you are looking for a new job, what is the first three things you do?
2. How (specifically) do you search for jobs online? What is your process?
3. What is the hardest part of the job search process?
4. What part of the process takes the most time?

This research uncovered that nearly every job seeker uses LinkedIn; however, as users were quick to note, not every application process is available via sites such as LinkedIn.

Some companies internalize that process with their own systems.

This was the biggest pain point of the application process.

The bottom line: It's great to be on LinkedIn or other résumé submission networks, but your favorite job application site cannot help you apply for jobs outside their own domain.

The research also revealed **another significant pain point** for users. Job seekers admit they like the idea of one-click application solutions, but **submitting a generic résumé does not produce the best results.**

Key research discoveries:

- The first two things users do when searching for a job is to update their résumé and LinkedIn profile.
- Applicants prefer customizing their resume to fit specific opportunities.
- One-click solutions do not properly target job opportunities. Companies use keyword filters to filter out candidates. One-size-fits-all resumes rarely move beyond the résumé filters. Hence the need for resume customization.
- Users recognize and despise some HR software solutions. They prefer to leave potential job opportunities behind rather than deal with a long application process.
- They tailor their cover letters to fit each opportunity.
- They keep a record of references offline.
- Unemployment offices require users to keep track of their submitted applications to maintain their benefits.

Competitive (Gap) Analysis

	LinkedIn	Glassdoor	Zip Recruiter	Dice	Indeed	Resume AUTOFILL
Easy Apply	✓	✓	✓	✓	✓	✓
Support for third party applications	✗	✗	✗	✗	✗	✓
Customize your resume for the job application	✗	✗	✗	✗	✗	✓
Cover letter support	✗	✗	✗	✗	✗	✓
References Index	✗	✗	✗	✗	✗	✓
Submission Tracking	✗	✗	✗	✗	✗	✓

The research indicated job seekers do their best to adapt to challenges. **Some avoid them all together.**

User Scenarios (Based on user interviews)

User One

Skips all Taleo applications. No one has time for that.

User Two

Only applies via one-click job application solutions such as Glassdoor, LinkedIn, Indeed, Dice and ZipRecruiter.

User Three

Applies to everything. Says long applications are an unavoidable part of the process.

User Four

Sees the barrier to entry (long application forms) as a way to help them rise to the top, since very few people want to spend the time it takes to complete the application.

User Five

Says even modern companies have antiquated application processes. There is nothing you can do about it. If you want the job, you will have to jump through the necessary hoops to get it.

User Six

Says one click submissions miss the point. Even if you have the perfect work history, you need to customize your résumé for the job you are applying to win. The key to landing the best jobs is resume customization.

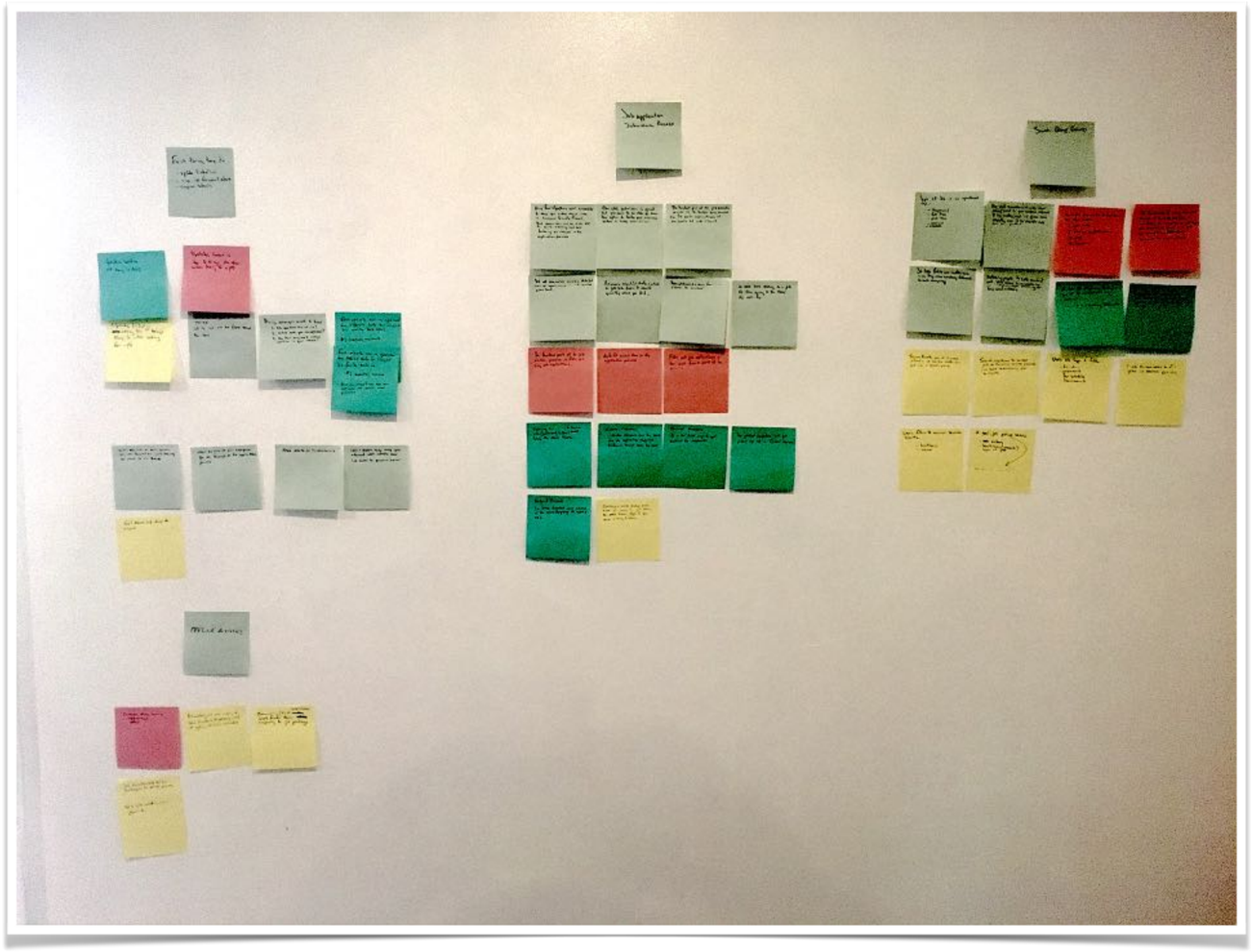
The Design Process

Affinity Mapping

Each Post-it note represented a single process, action or pain point that was brought up in my interviews. They are divided into groups. The center group focuses on the job application submission process. This became the main target of my project.

The feedback from the interview process and surveys was carefully analyzed and sorted into:

- Behavior and Habits
- Offline Behavior
- Submission Process
- Search Query Process



With the affinity map complete, I started to work on a persona that represents my ideal user based on my survey and interview results.

Michelle Vi

ART DIRECTOR

“I’m a single mother, and I am very passionate about my work. When I am not working, I am with my kids. On my schedule, every minute counts, and it’s easy to get behind.

Mayfield, California

Education • MFA American University

Current Salary • $87k year + Bonuses

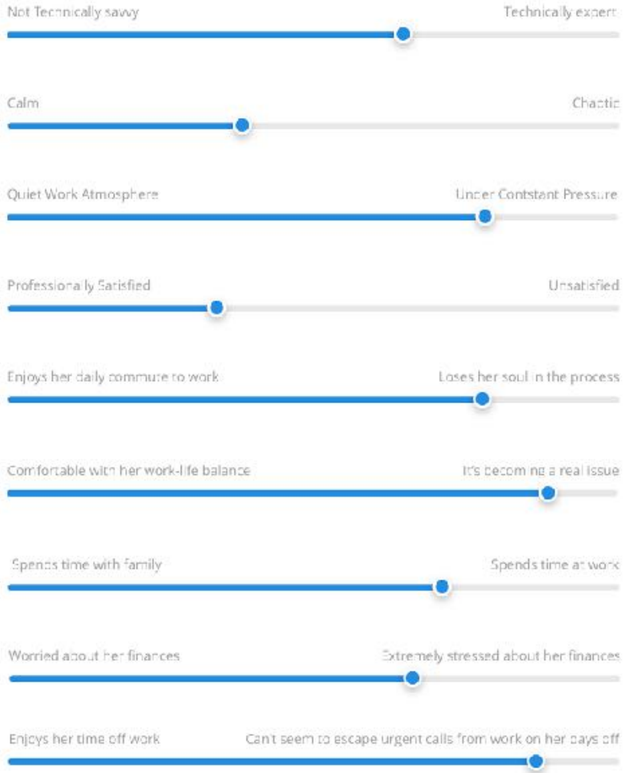
ABOUT MICHELLE

Michelle is a single 34-year-old Art Director. She has two small children that demand as much of her personal time as her job demands her. Every workday she drops her kids off at a private school then drives more than an hour in heavy traffic to work. She is dedicated to seeing her children succeed in life and will stop at nothing to give them every opportunity to get ahead.

At work, every day presents new challenges and new projects to undertake. On her schedule, there never seems to be enough time to get it all done. Small to medium-sized businesses are not known for their structure, and sometimes this lack of structure can be very frustrating. She has learned to masterfully shoulder nearly any graphics request that comes across her desk, but the increasing barrage of requests and daily meetings are being to wear her enthusiasm down.

At home, she is an active parent in attending every basketball game for her 8-year-old daughter. Her son, 3, still too young to play sports also demands a lot of her free time.

In spite of the professional challenges she has faced, Michelle has found a lot of success at her current job, but her life is changing. When she started this job she was right out of college. She didn’t require the work-life balance that she needs now. Her kids will be changing schools soon and she feels the need to move on herself.



NEEDS

- Find a better paying job
- Find a job where she can grow
- Find a better commute
- Find a better work/life balance
- To attend her daughter’s basketball games

PAIN POINTS

- Her family is growing but her paycheck is not
- She has reached a promotional ceiling at her current job
- One-click applications help her apply for jobs, but she fears her resume is not effective sinceshe cannot tailor her resume to fit the opportunity.
- She doesn’t have time to apply for some jobs. It simply takes too long.

GOALS

- Find a job closer to home
- Find a job that pays more
- Find time in her busy scedule to apply for jobs
- Make every game her daughter has this season
- To finally make her work/life balance

At this point, I needed to decide **what solution would solve the problem** facing my new persona.

My persona’s problem required something more than just building another résumé-submitting website.

Michelle doesn’t have time to invest in building out her professional network on yet another site like LinkedIn.

Her issue is with the application process taking too much time to complete. Filling out long job applications from scratch each time she applies for a job limits her scope of potential job opportunities. She is not right out of college with a short work history. **After several years in the industry, her work history is complex.** The fact is, most companies do not make it easy for anyone to apply for employment.

Some of the jobs she can apply for have a one-click application option; that is easy, right? Michelle agrees, but she also knows **her résumé is not likely to get noticed if she utilizes that option.**

Most companies use software to filter through résumé submissions. **So if she wants her résumé to be noticed, she needs to tailor her resume to specifically fit that opportunity.** Generic résumés rarely make it past these automated gatekeepers.

So Michelle has two main pain points that need solutions:

1. *She needs to be able to customize her resume on the fly.*
2. *She needs to find the time to apply for jobs that require a significant time commitment in the application process.*

The solution for Michelle is obvious: She needs a time machine.

Or a clever browser plugin.

Wait. A clever browser plugin? Weren't we talking about problems with the application process? How will a browser plugin help?

If everyone is having issues with long online forms, then the problem could be best solved in the browser via a plugin.

Instead of trying to control the user experience on nearly every company's website, I needed to create a plugin that can take a step outside each company's URL (box) to solve it.

Résumé AUTOFILL is a bridge between sites such as LinkedIn and businesses that happen to make the application process absolutely painful.

With **Résumé Autofill,** Michelle can autofill her résumé data into any browser-based form and is able to customize it on the fly.

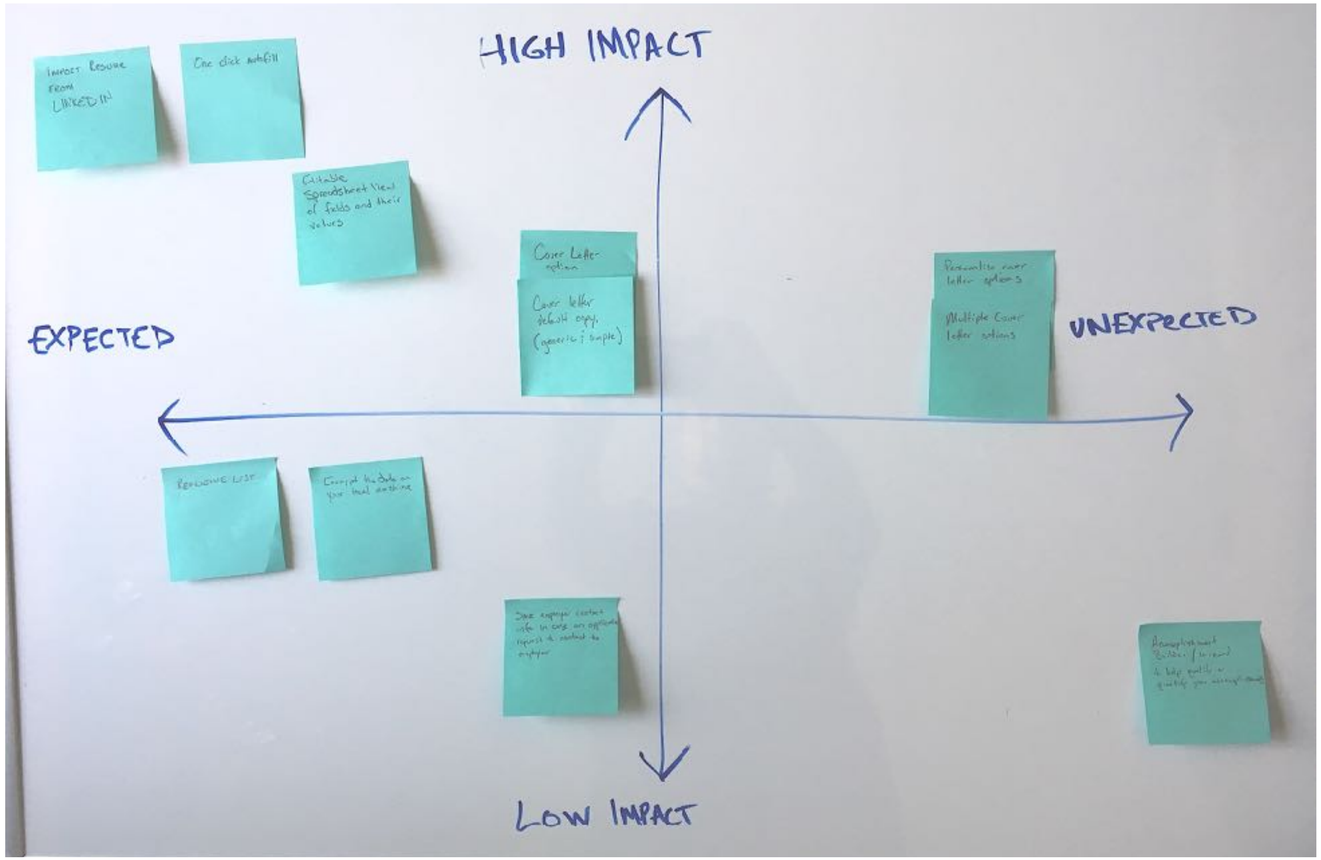
For Michelle, this plugin is a game changer. Filling out job applications no longer consumes so much of her time. Now she has time to attend her daughter’s games and she can apply to every job that she believes is a good match.

Feature Prioritization & User Flow Diagrams

Feature Prioritization

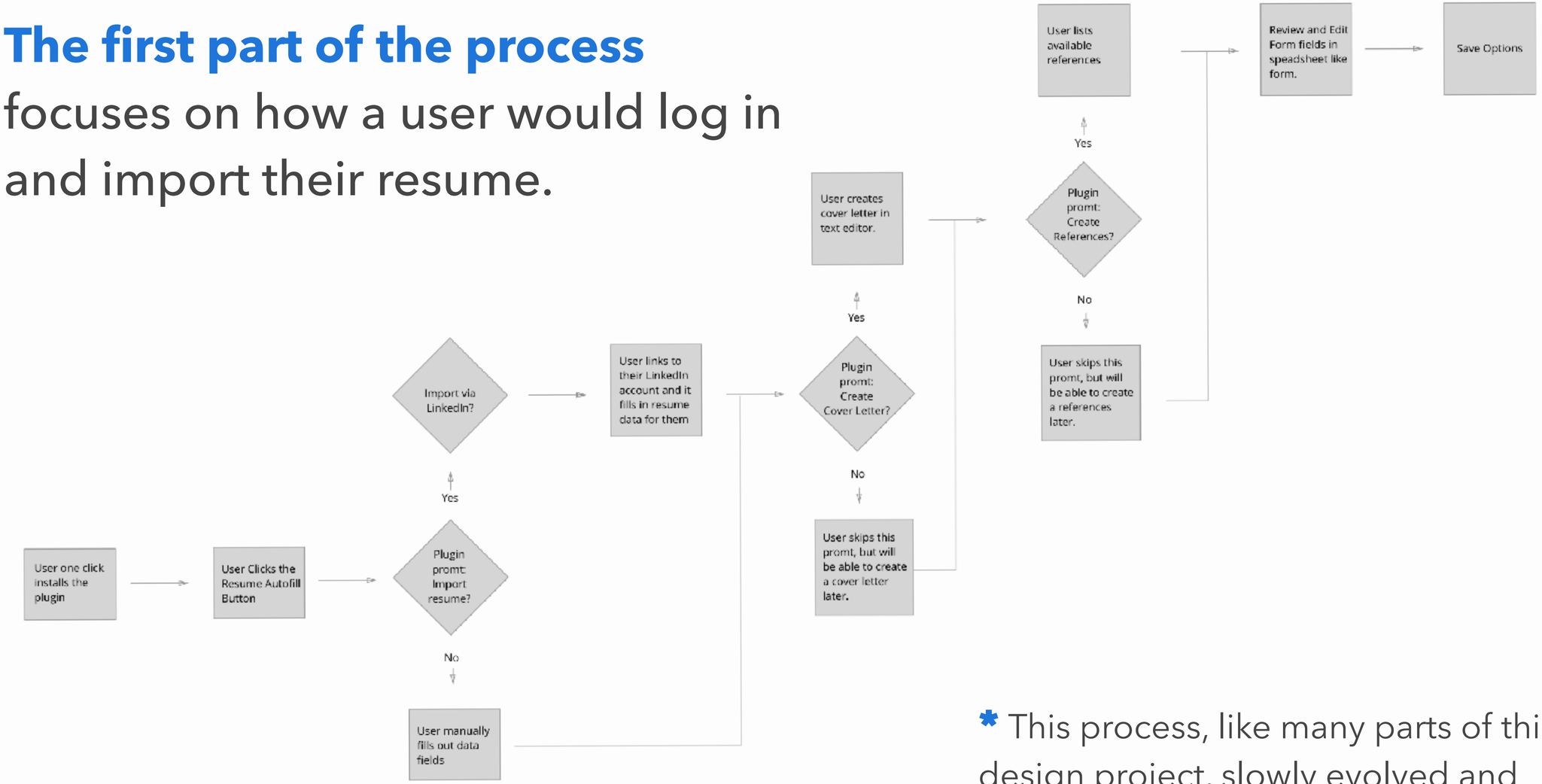
Each Post-it note pictured here represented a feature idea that would help solve some of the pain points mentioned in my research. Since I could not fix them all, especially all at once, I had to narrow down the features to a minimal viable product.

The features grew with the product development but still adhered to the rule: simplicity is best.



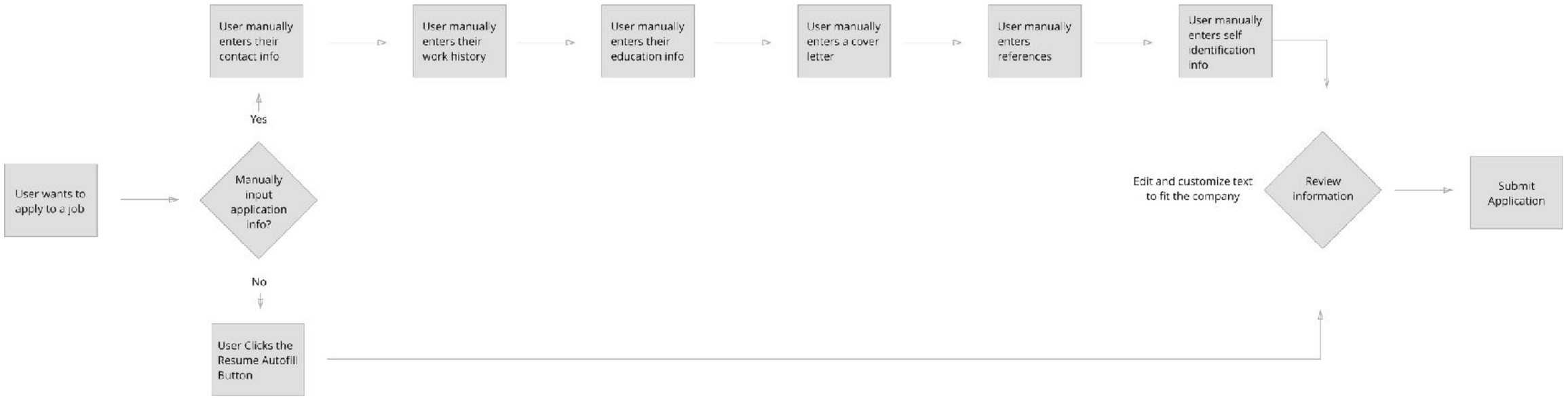
In order to determine how the plugin would function, I needed a **user flow diagram** to help me simplify the process from beginning to end.

The first part of the process
focuses on how a user would log in and import their resume.



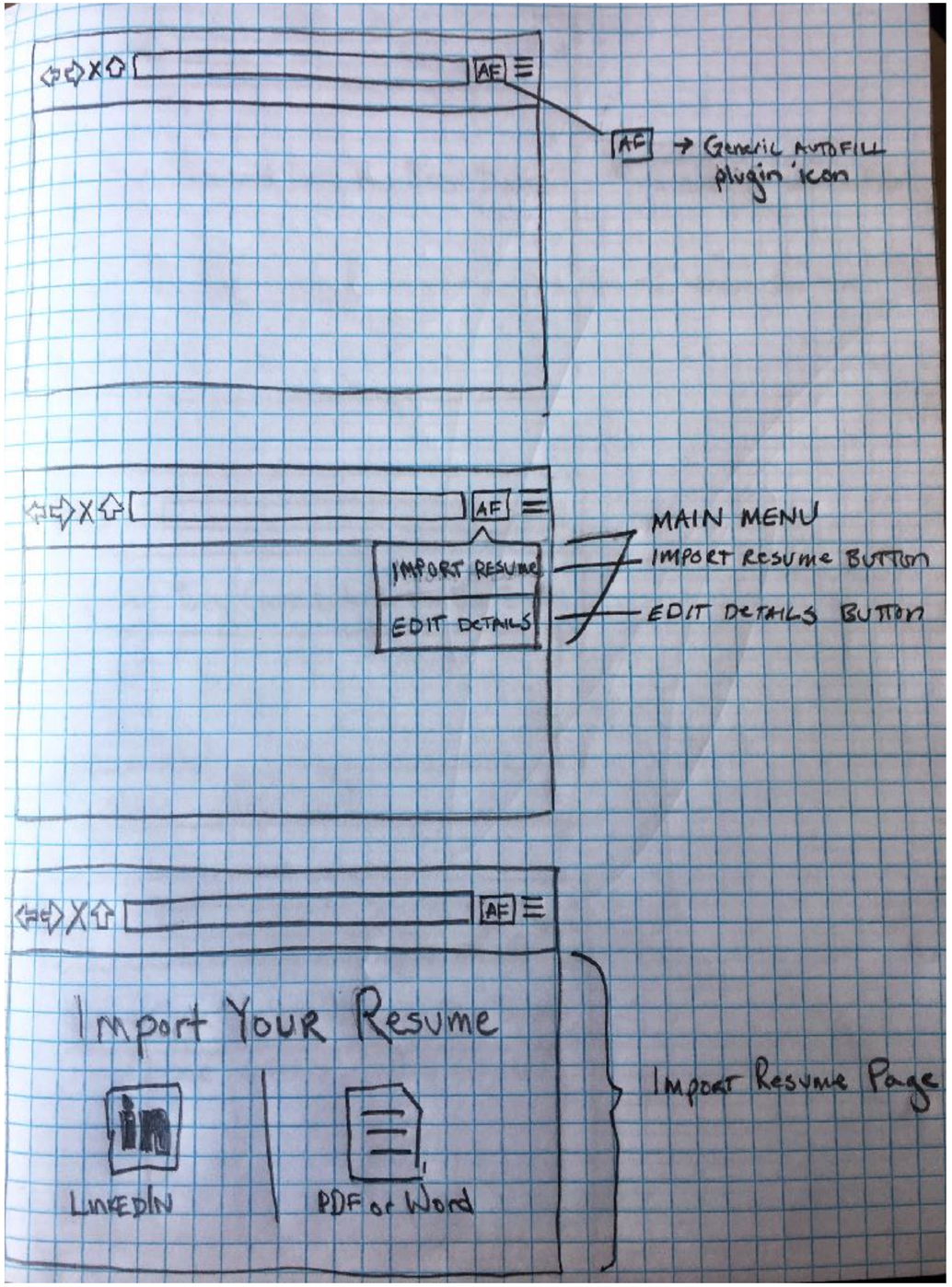
* This process, like many parts of this design project, slowly evolved and improved as I received feedback from users who helped to test the early prototypes.

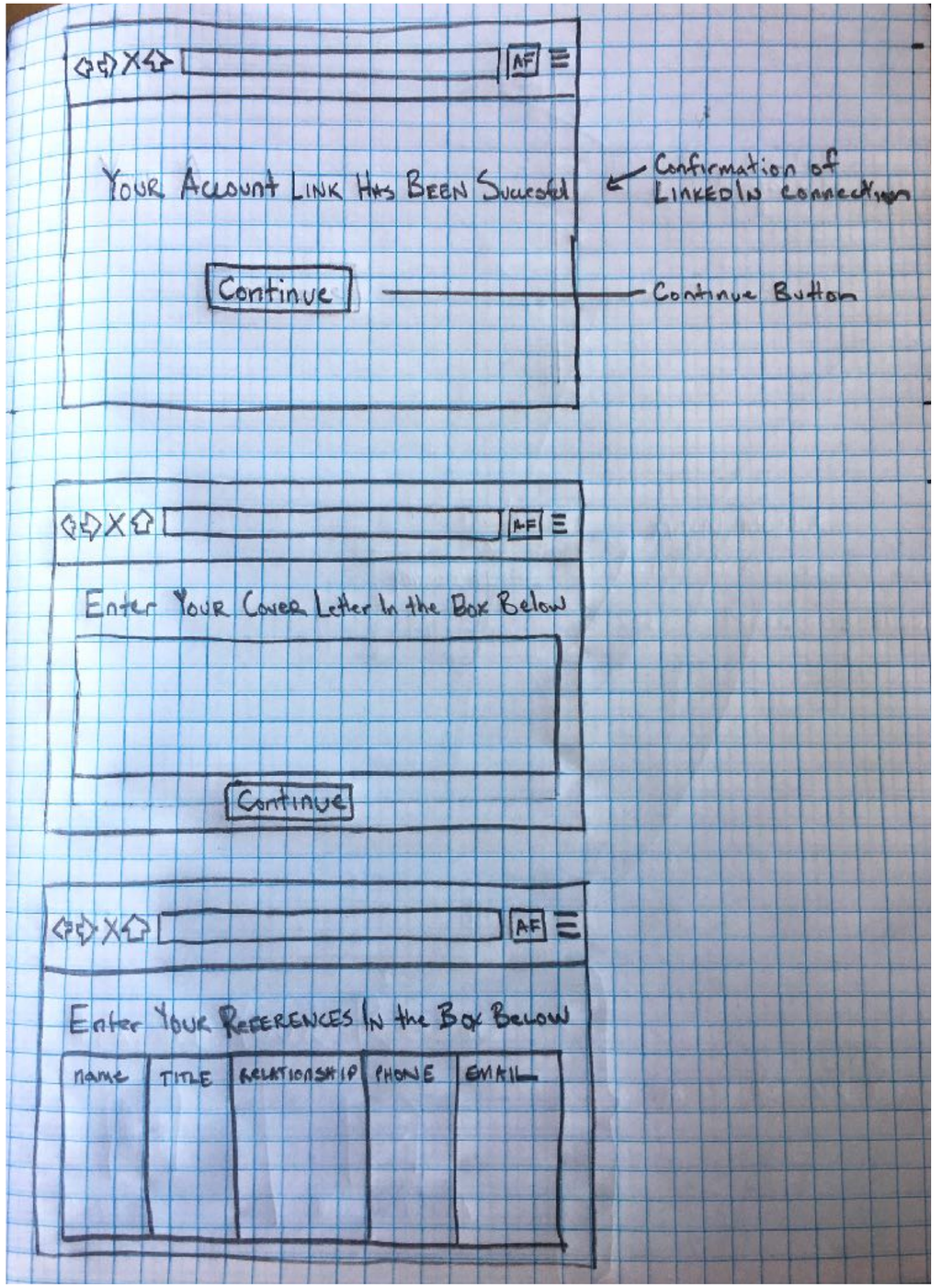
The second part of the process focuses on how the user saves time by using the plugin once setup has been completed.



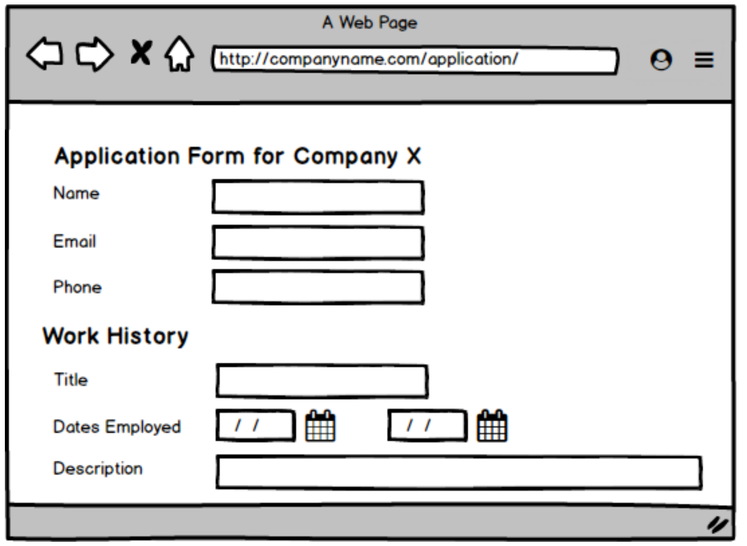
Sketches, Wireframes & Prototypes

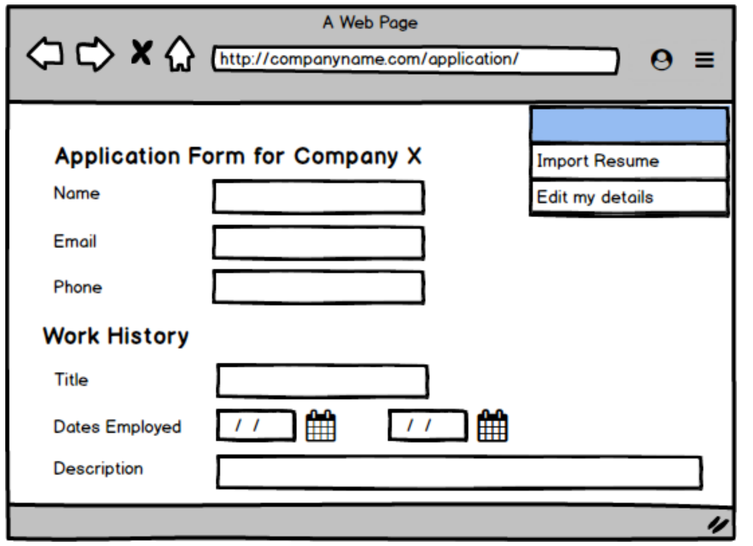
Once the user flow was solidified I was able to move onto experimenting with **low fidelity sketches** of the product. Here it is at its earliest stage of design.

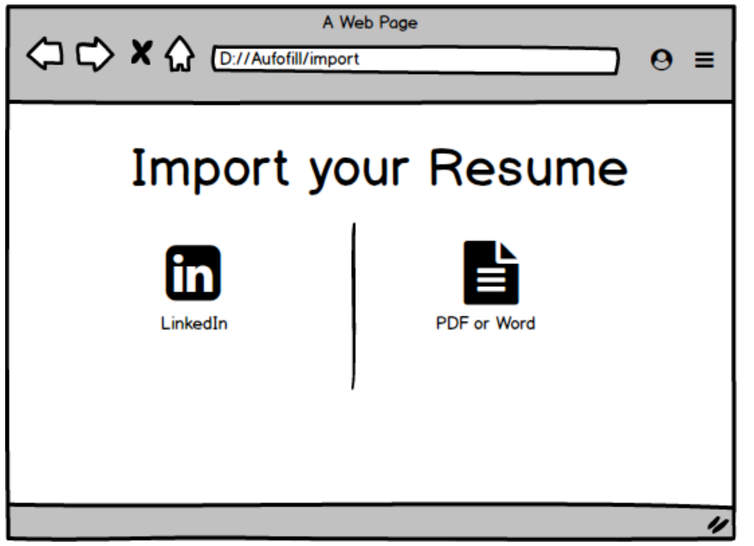

AF
AF → Generic AUTOFILL plugin icon
AF
IMPORT RESUME
EDIT DETAILS
MAIN MENU
IMPORT RESUME BUTTON
EDIT DETAILS BUTTON
AF
Import Your Resume
LinkedIn
PDF or Word
Import Resume Page


AF
Your Account Link Has Been Succesful
Confirmation of LinkedIn connection
Continue
Continue Button
AF
Enter Your Cover Letter In the Box Below
Continue
AF
Enter Your References In the Box Below
name
TITLE
RELATIONSHIP
PHONE
EMAIL

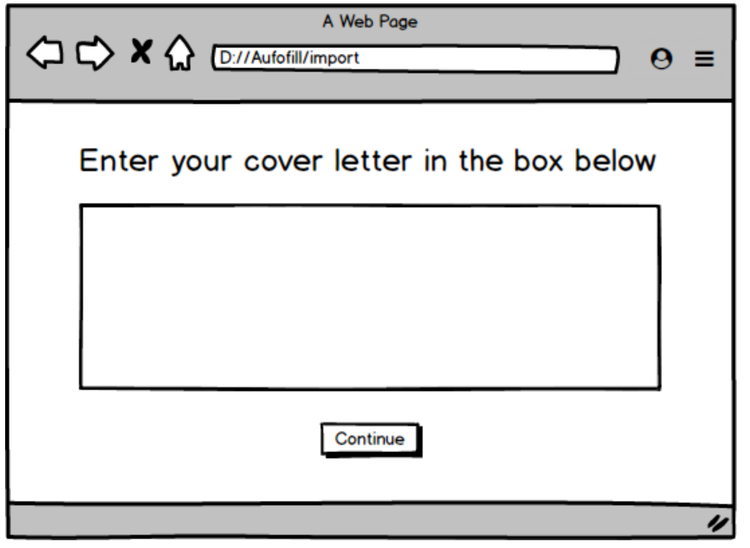
I then moved the hand-drawn frames into Balsamiq to create an **interactive low fidelity prototype** for user testing.

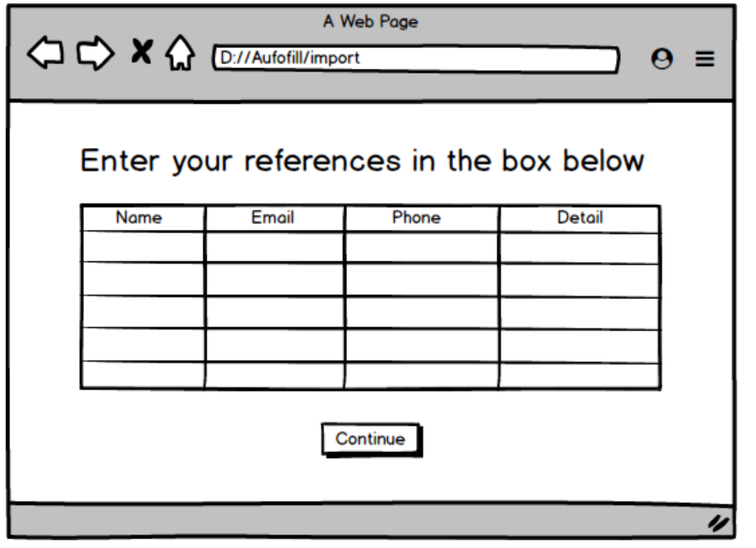


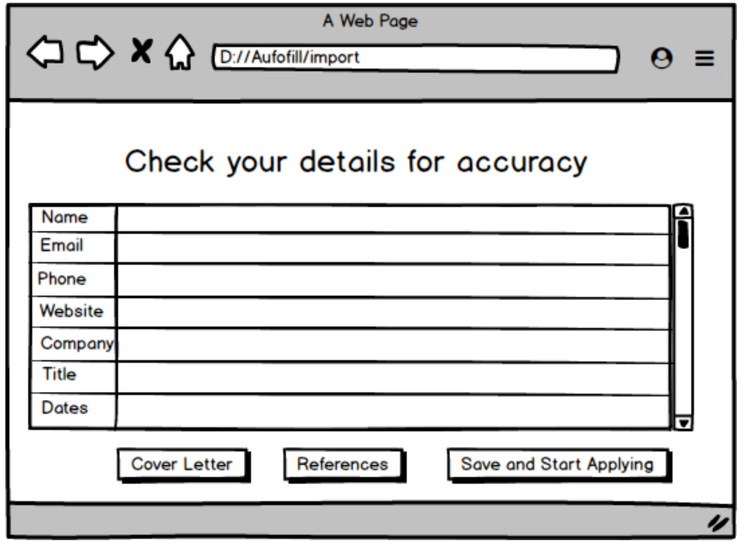


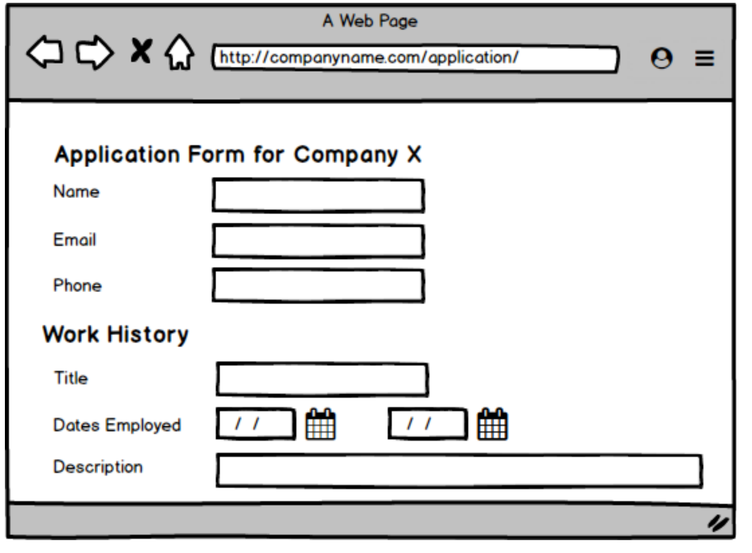


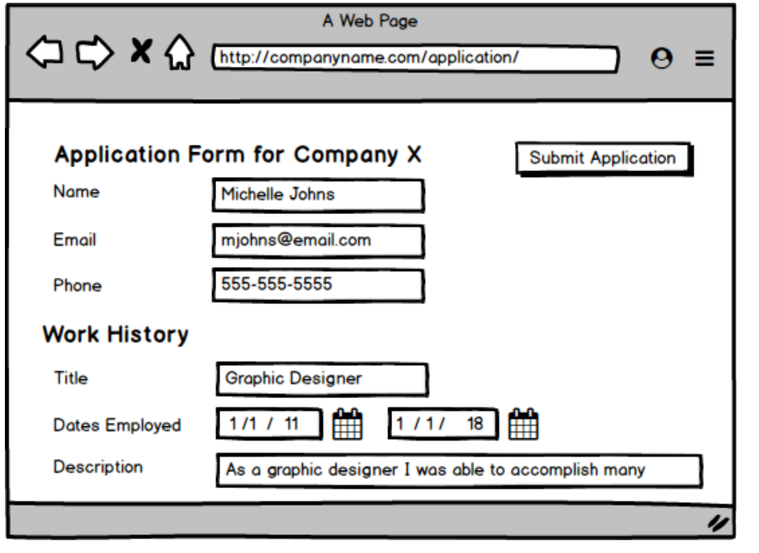
(This represents a small sample of the screens that were created)







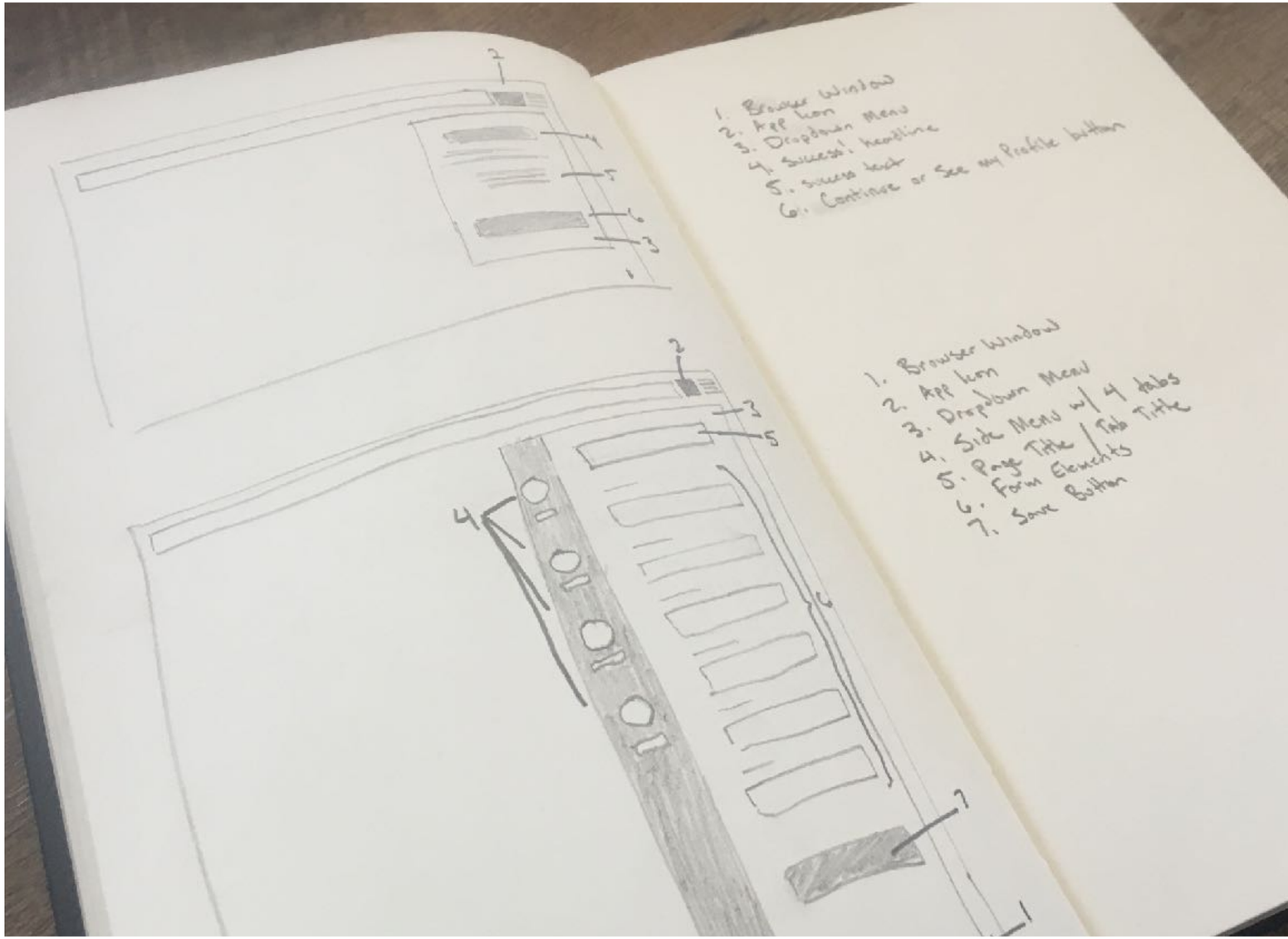




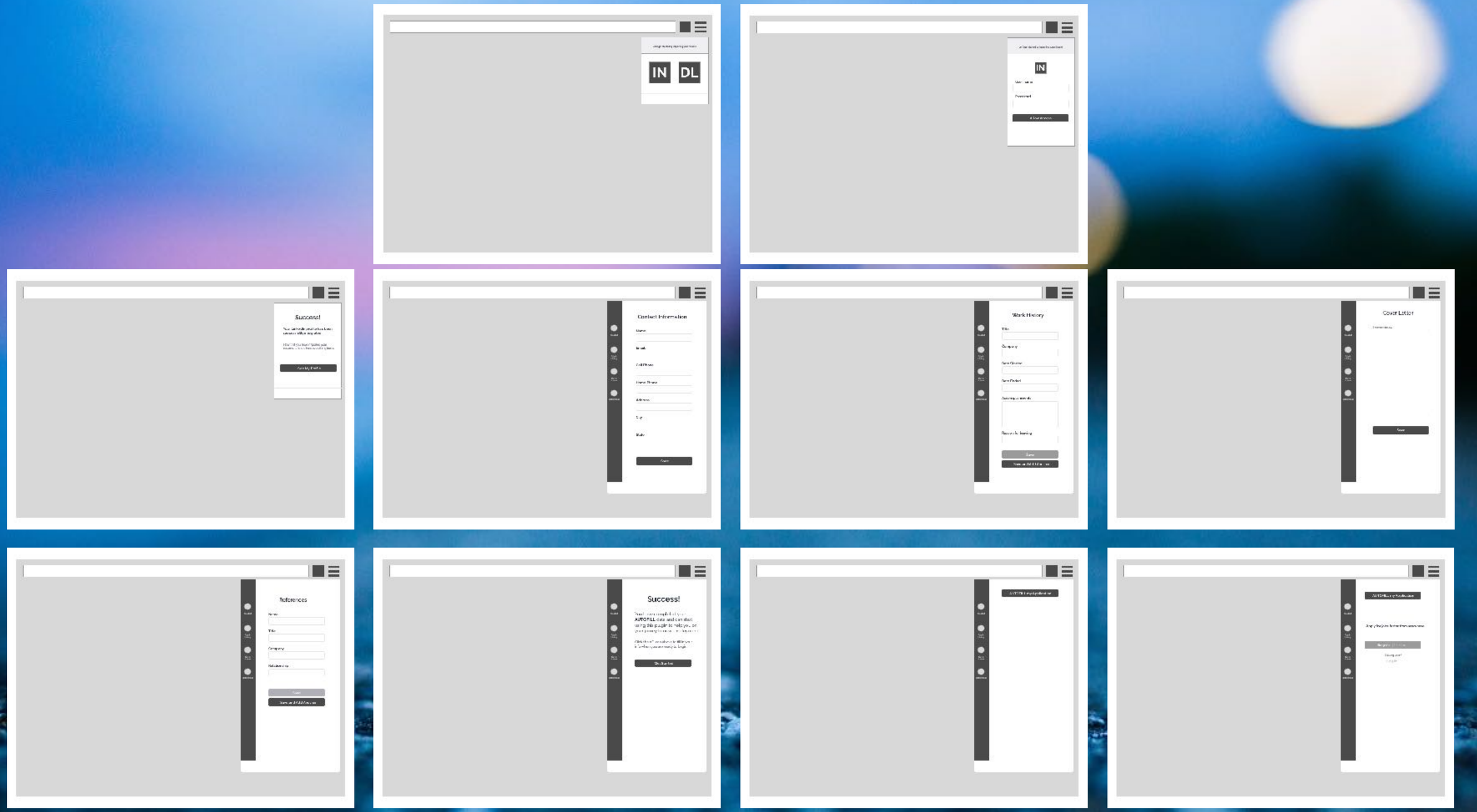
(This represents a small sample of the screens that were created)

Every stage of the design process was user tested. It helped to build out the product requirements and flush out the overall user experience.

At this point, I began to shape the design of the product. Instead of acting like a website inside the browser, the plugin started to take shape as **an experience outside the browser tabs**.

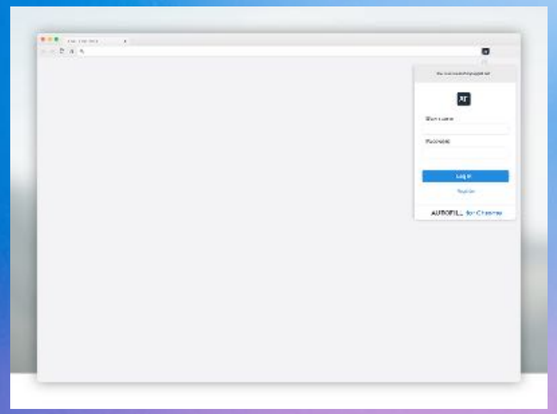
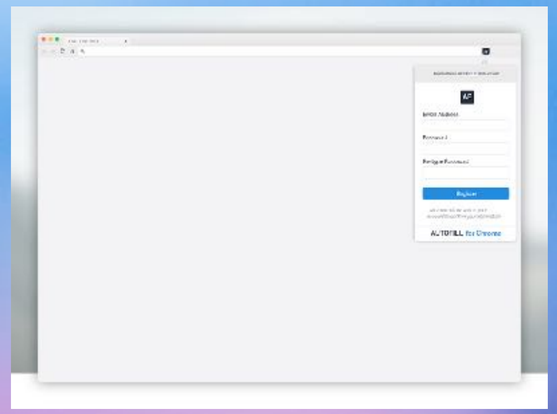
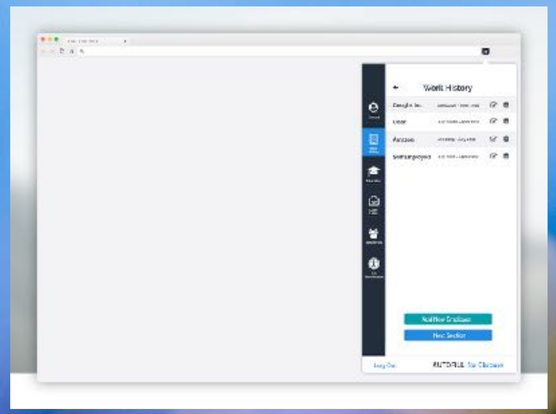
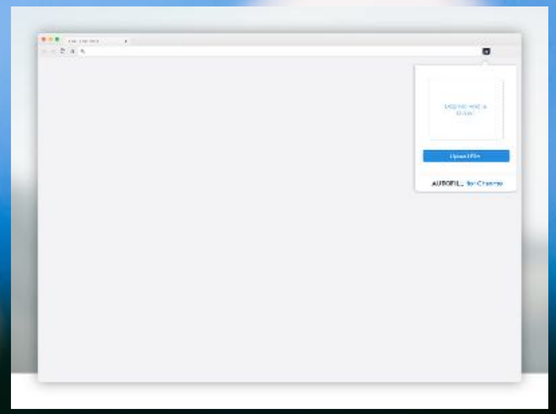
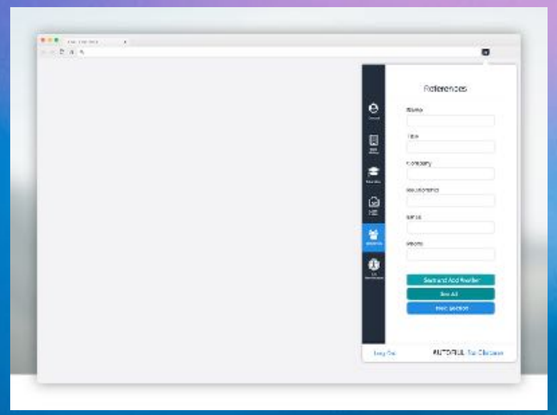
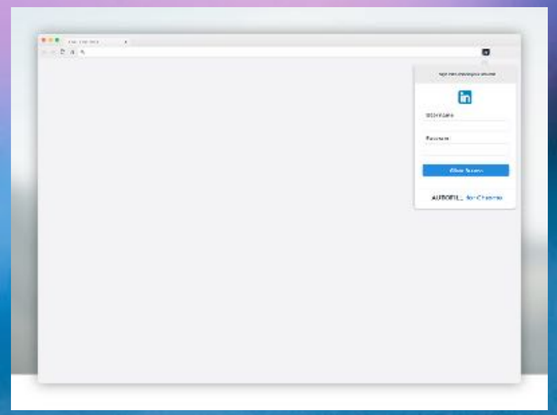
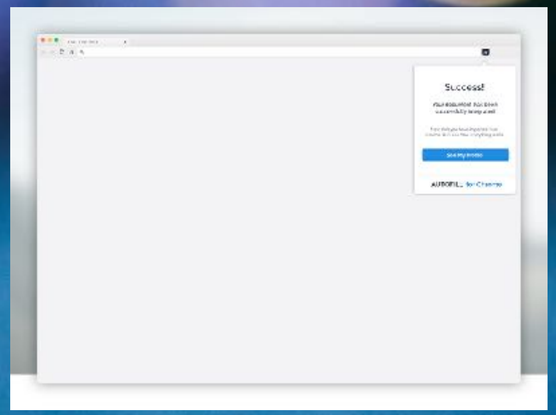
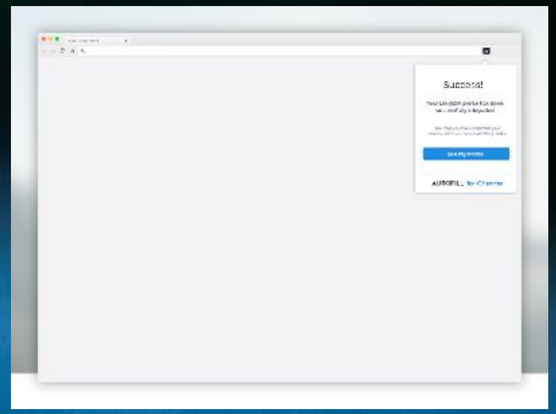
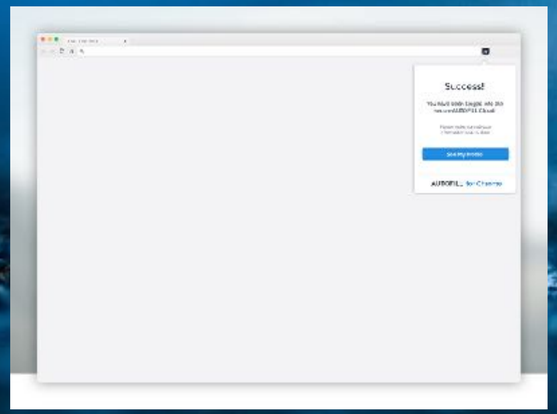
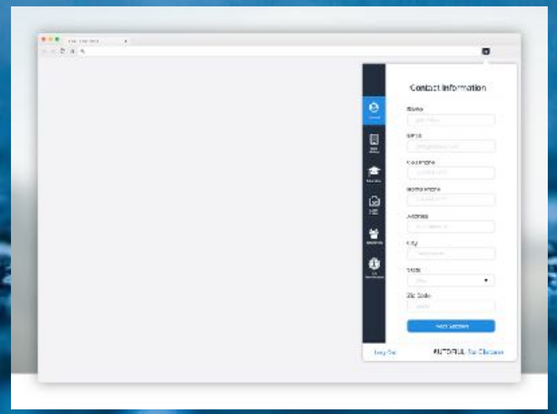
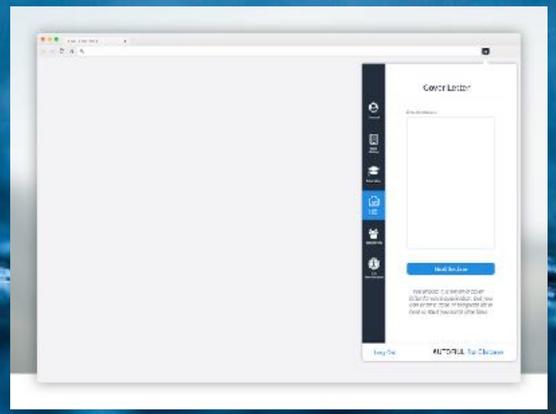
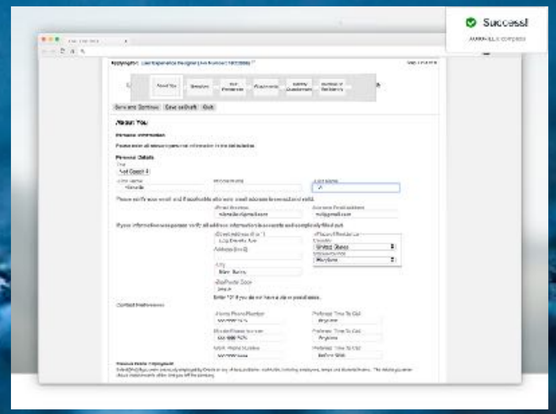


These medium fidelity wireframes were created in Sketch and made interactive with InVision.



(This represents a small sample of the screens that were created)

Here are a few frames of the product as an early-stage high fidelity mockup.

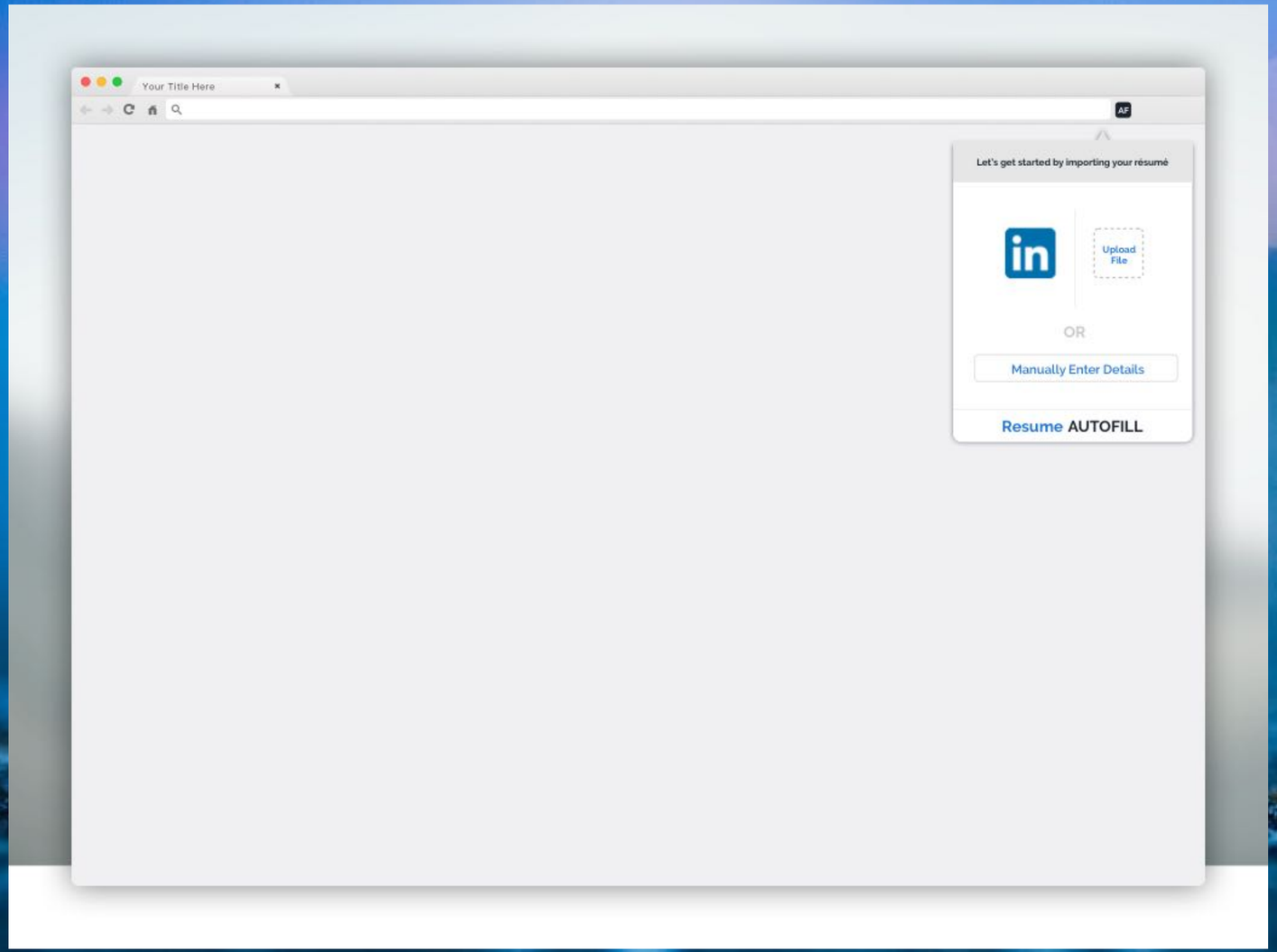
(This represents a small sample of the screens that were created)

The project continues to evolve, **driven by user feedback.**

Additional features such as adding a submission tracking system for the unemployed began to take shape.

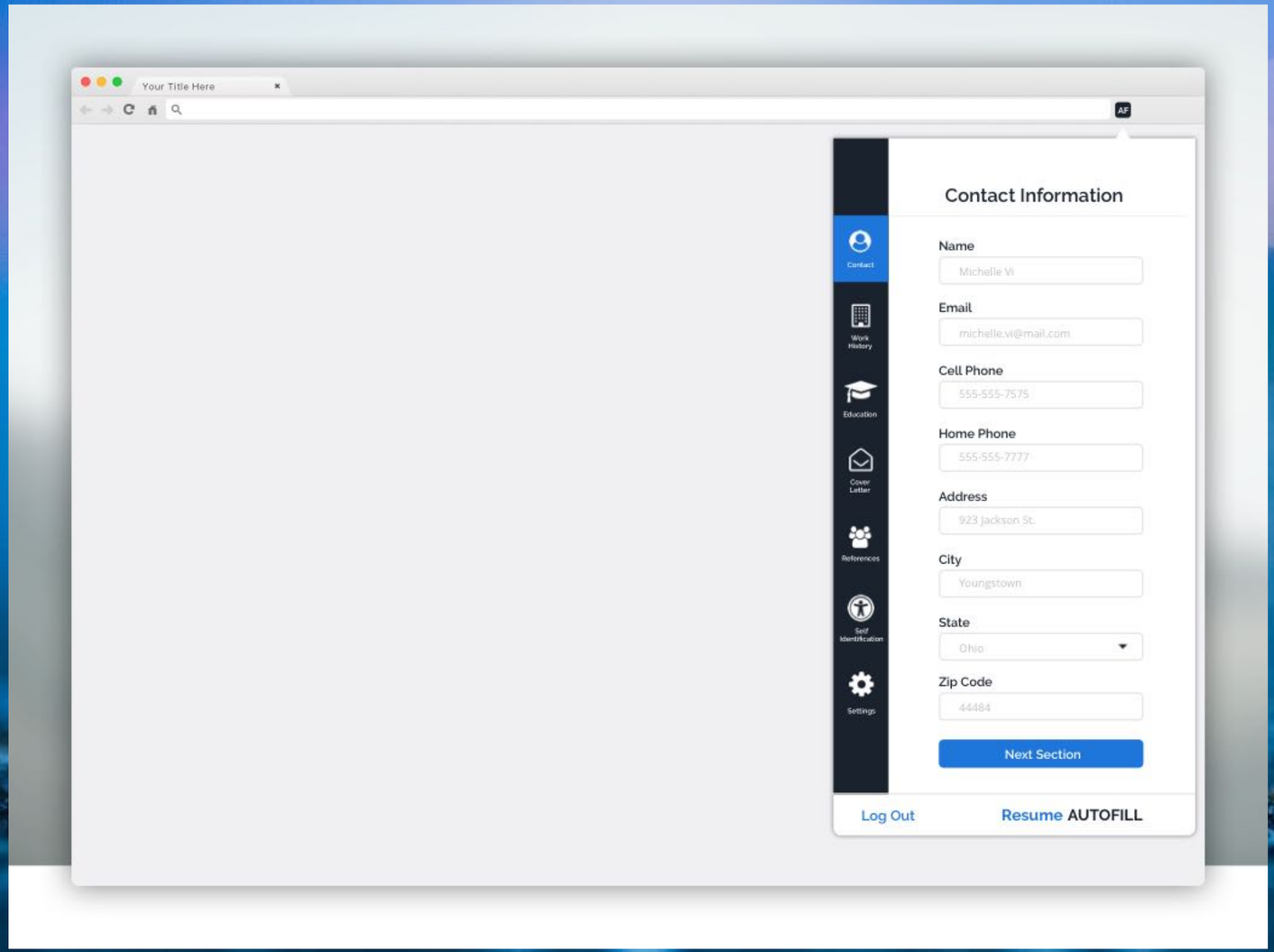
The Final Result: a simple plugin with a built-in wizard that helps users make long application processes much more manageable. Can your favorite job application site do this?

Final Prototype



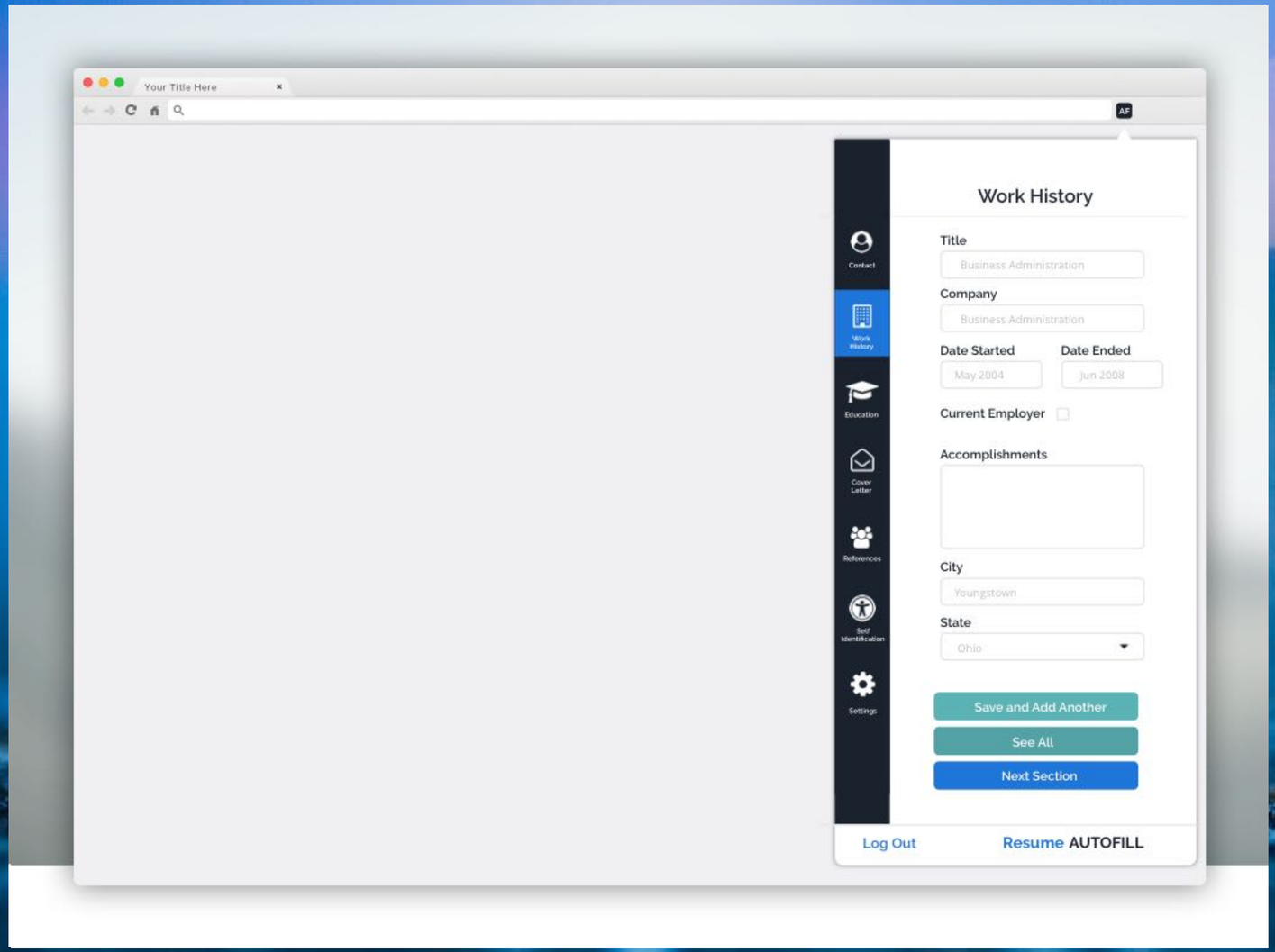
Once installed the user is asked to update the information in their profile. It is as simple as connecting to LinkedIn or uploading their résumé document.

Final Prototype



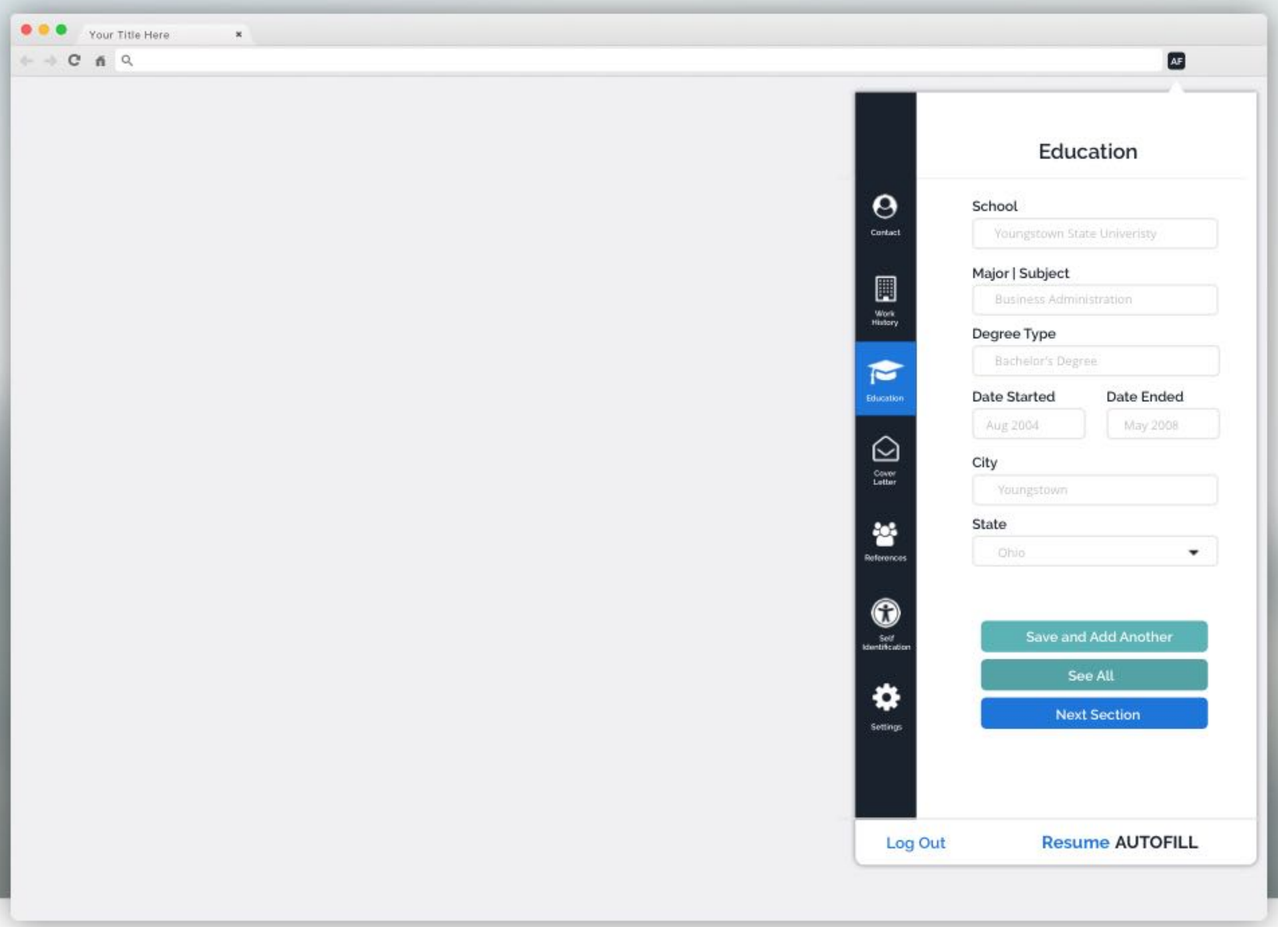
The interface was designed to make it easy to review current information as well as keep it up to date.

Final Prototype



If needed, the user can quickly modify the keywords in their work history to match the language of the opportunity to which they are applying.

Final Prototype



It really is that easy to use.

See the demo for yourself. You may need to create an account to see it.

https://projects.invisionapp.com/d/#/console/13905439/292077692/preview

Reclaim your time.

Résumé AUTOFILL

Download the plugin on: Chrome, Safari, FireFox, Opera.