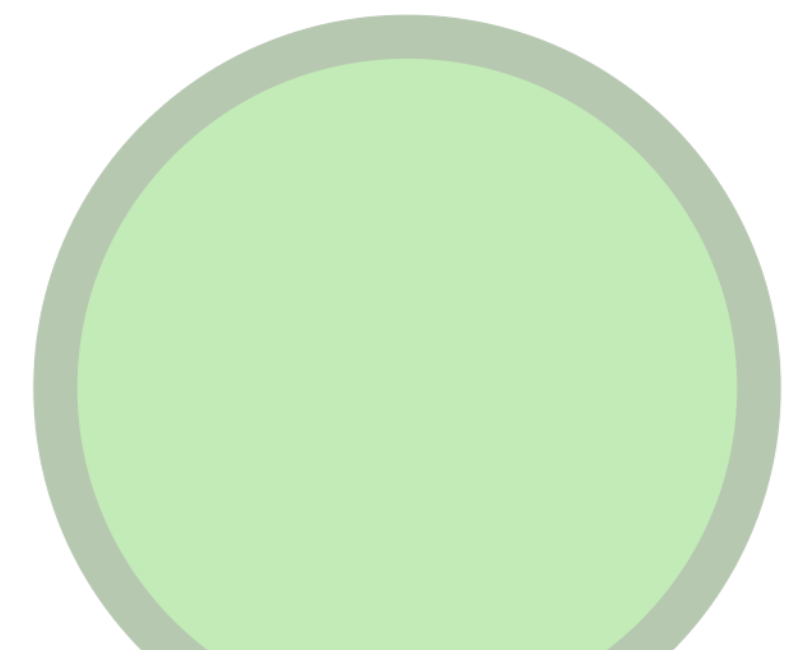
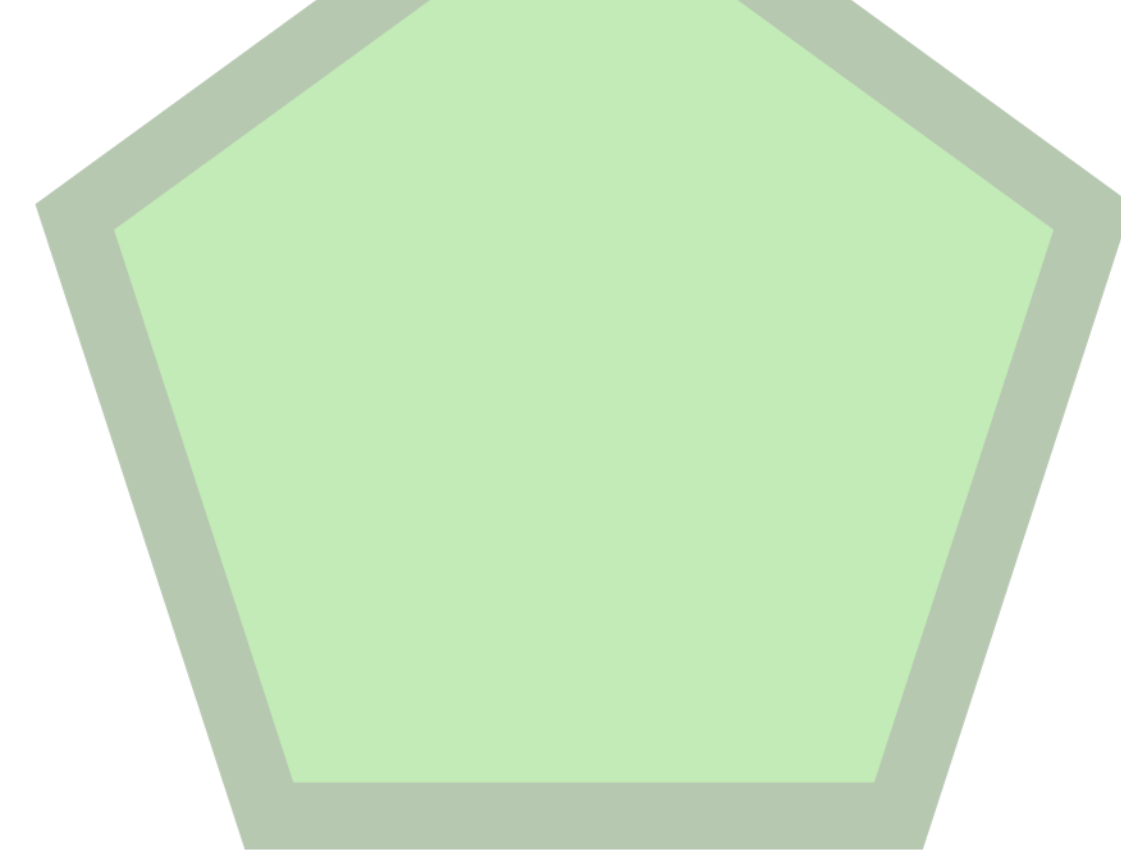


# Empowering Academic Graduate Job Search

Autonomy over Self-Representation within a Task-Based Vacancy Platform

Agora Presentation April, 22, 2020

by  
Jeroen ter  
Haar Romenij



# Presentation

## **Index**

- Project Context
- Challenge in Job Matching
- Task-Based Vacancy Platform
- Autonomy over Self-Representation
- Value Hierarchy
  - Requirement 1
  - Requirement 2
  - Requirement 3
- Product Video

—> 3 pause moments for questions

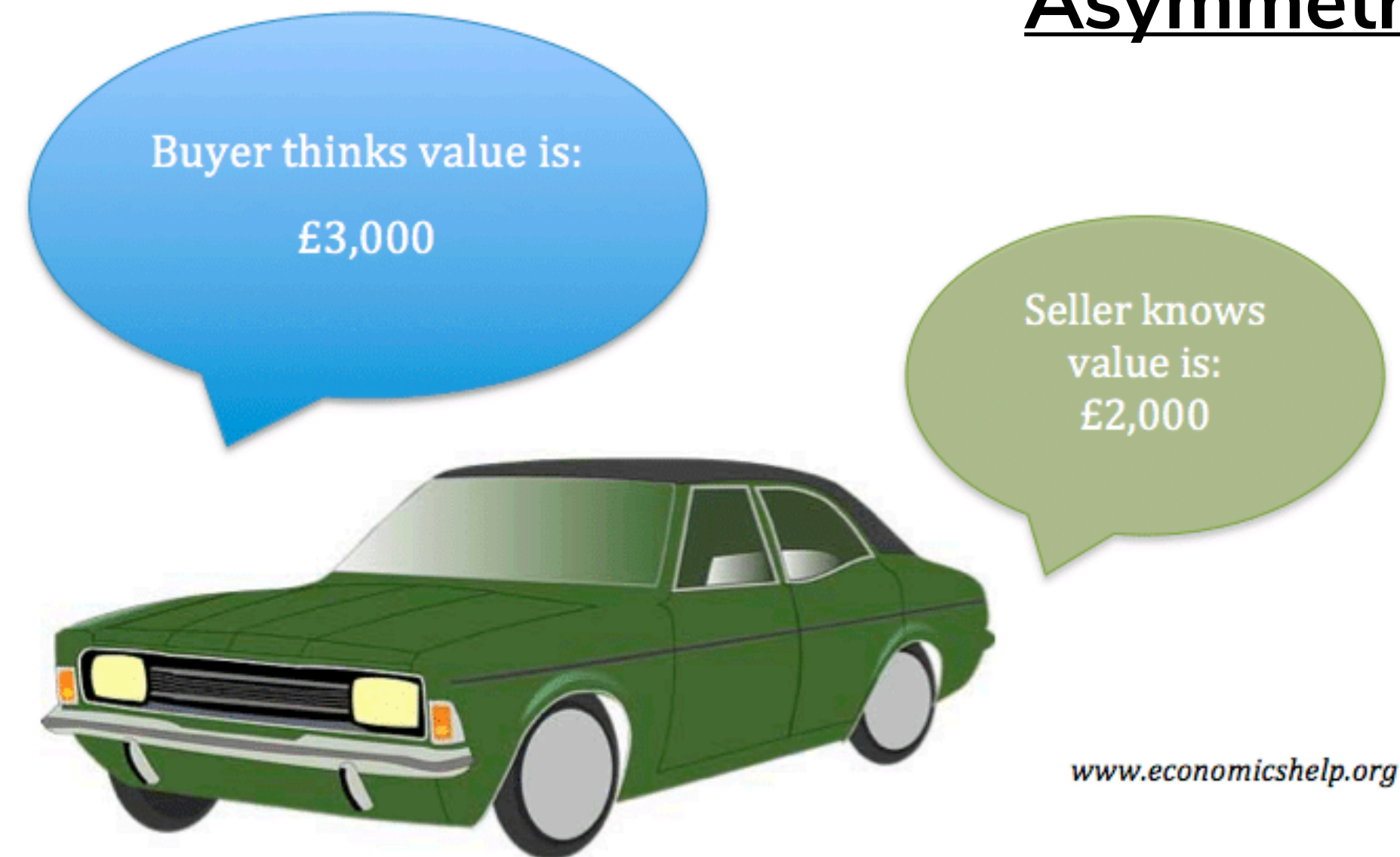
# Graduation Project

## **Context**

- MSc Design for Interaction Graduation Project
- Startup HelloCareer wants to change the way how jobs are promoted through vacancies and how people can find them.
- Graduation scope: first employment after graduation.

# Job Matching **Challenge**

## Asymmetry of information



- Graduates' inability to properly communicate skills and abilities in convincing manner
- Employers' inability to communicate job requirements in a clear manner



## Assignment

# Task-Based Vacancy Platform

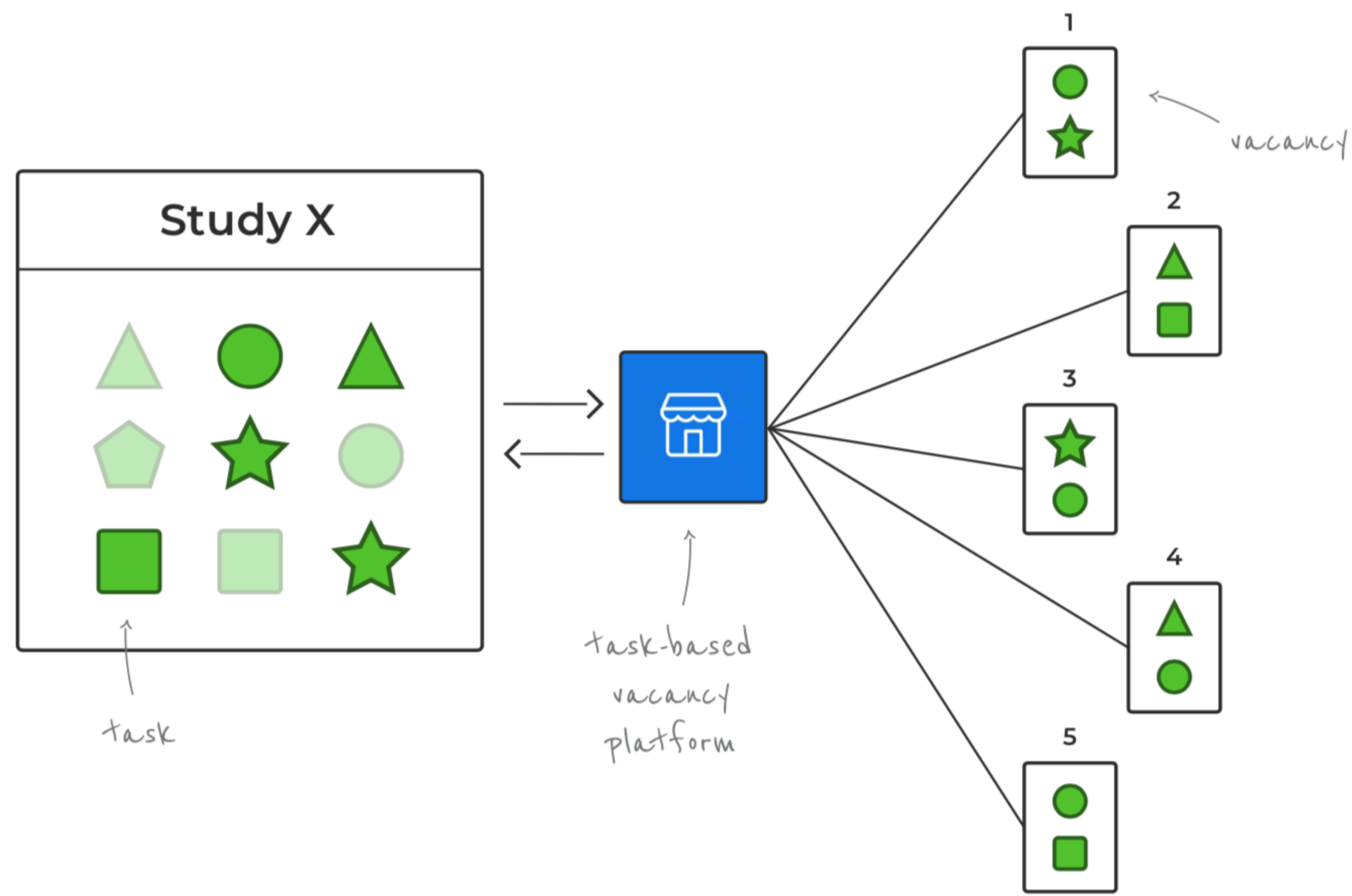
- Job seekers and employers need to speak the same language

HelloCareer is developing a **task-based vacancy platform**

- All vacancies on the platform are defined by tasks from HelloCareer's database
- Platform “knows” all educational study programmes by their tasks
- “Develop the task-based vacancy platform in the context of academic graduate job search”

Envisioned Situation

# Graduate Job Search



# HelloCareer

## **Company Role**

- HelloCareer is not a recruitment agency
- HelloCareer aims to provide a mechanism, the task-language, through which job seekers and employers can express their preferences, enabling them to effectively find and evaluate each other

# Task-Based Vacancy Platform

## **Task Definition**

### **Guidelines**

1. A task = “a type of action” + “a context”
2. Type of action is formulated as a verb, conjugated in the infinitive form (e.g. “Develop”)
3. A context describes the “thing” that the action is projected on (e.g. “Business model”)
4. A task never describes why it is executed
5. A task never describes how it is executed, such as a methodology or tool

Examples:

“Develop business model”, “Define design requirements”, “Research user needs”

Questions  
**Pause**

# Task-Based Vacancy Platform

## **Designing a Responsible Platform**

- AI algorithms in the platform
- AI systems can be of major consequence to people's human rights (Aizenberg & Van den Hoven, 2020)
- HelloCareer wants to develop this platform in a socially responsible way  
—> Design for Values approach

Design for Values

# **Autonomy over Self-Representation**

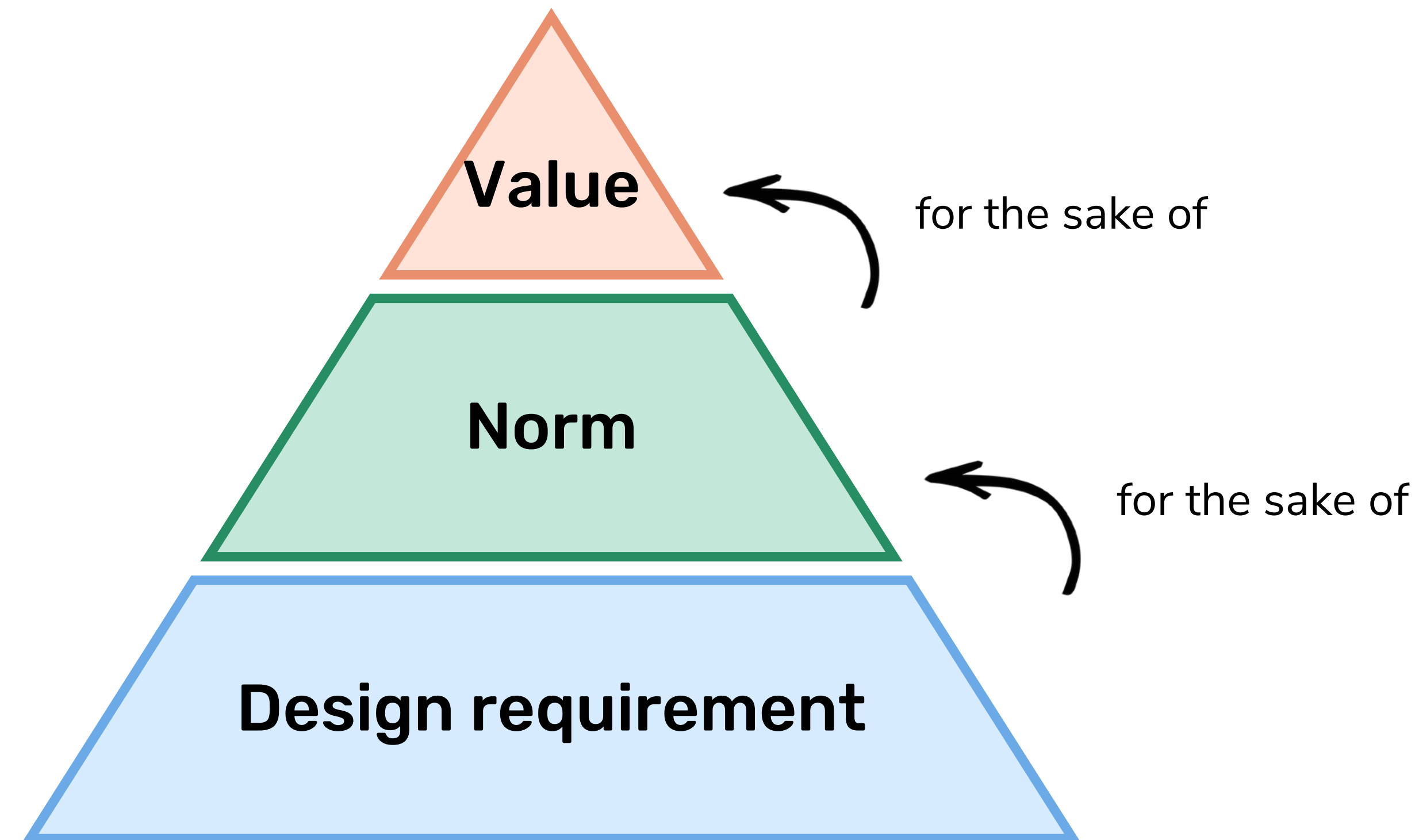
- HelloCareer platform represents job seekers through tasks

## **Autonomy over self-representation**

- Can a set of tasks capture the desires of an academic graduate student for a future job in an accurate and desirable way?
- And if so, how do we need to shape the platform that it best support this?

# Design for Values

## **Value Hierarchy**

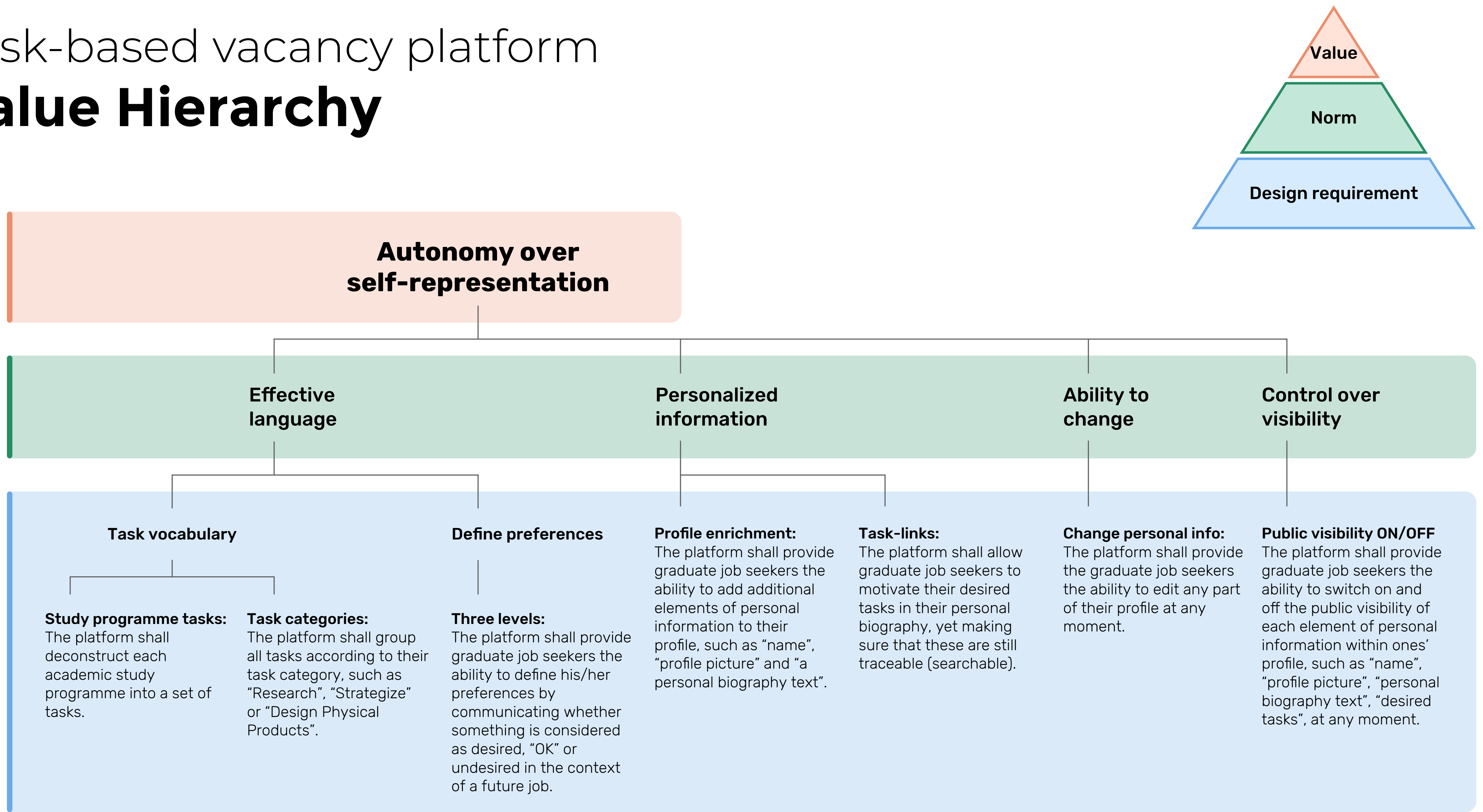


Value hierarchy, a concept by Ibo van de Poel (2013)



# Task-based vacancy platform

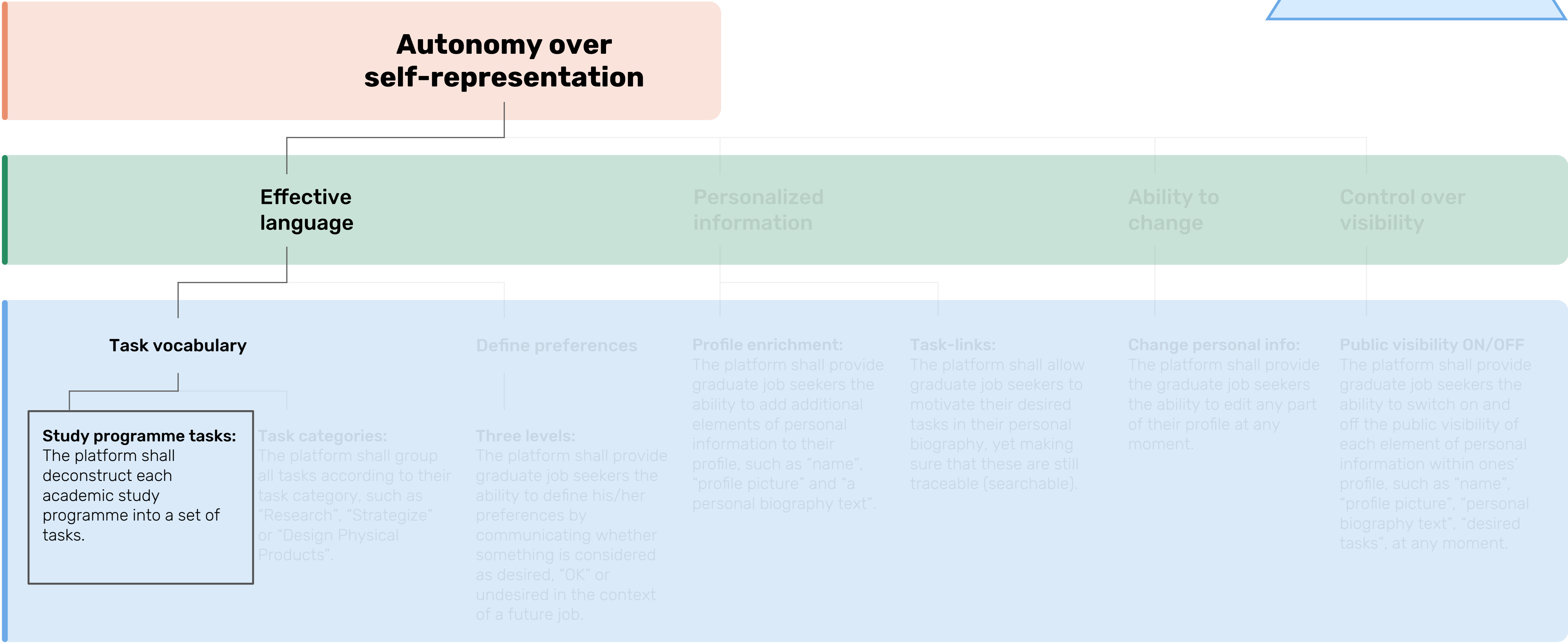
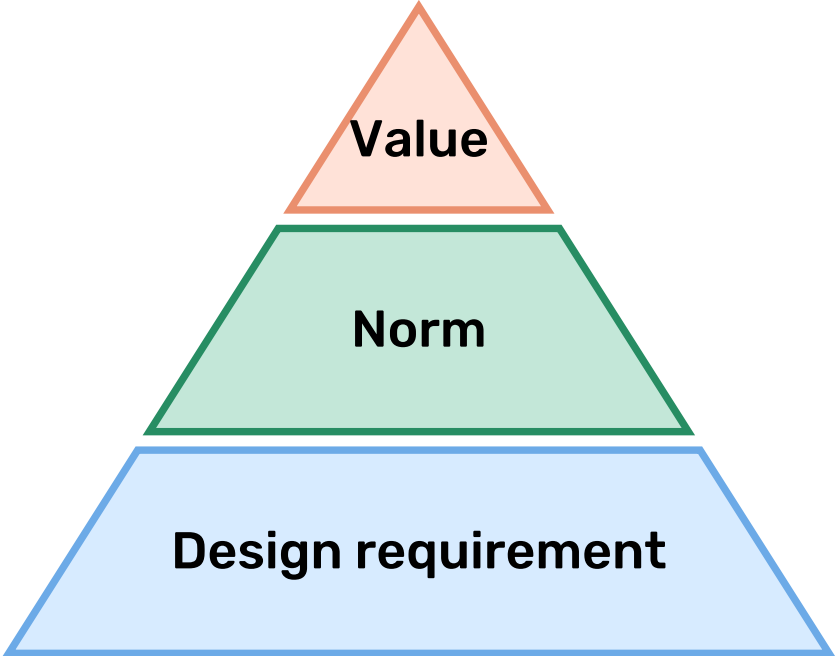
## Value Hierarchy



Questions  
**Pause**

# Value Hierarchy

## Requirement: Study Programme Tasks



# Tasks: *Industrial Design Engineering* [TU Delft]

<ul style="list-style-type: none"><li>• Conduct company analysis.</li><li>• Conduct competitor analysis.</li><li>• Conduct contextual research.</li><li>• Conduct cultural research.</li><li>• Conduct market research.</li><li>• Conduct stakeholder analysis.</li><li>• Research environmental impact of product development activities.</li><li>• Research market trends and developments.</li><li>• Research compliance with ethics and human rights.</li><li>• Research compliance with regulations and standards.</li><li>• Research scientific literature and theories.</li><li>• Research user needs.</li></ul>	<ul style="list-style-type: none"><li>• Determine project activities.</li><li>• Develop business cases.</li><li>• Develop business or market strategies.</li><li>• Identify business assumptions.</li><li>• Identify business or organizational opportunities.</li><li>• Identify new applications for existing technologies.</li><li>• Identify existing or potential customers.</li><li>• Identify sustainable business practices.</li></ul>	<ul style="list-style-type: none"><li>• Define design requirements.</li><li>• Define design scope.</li><li>• Define product pricing.</li><li>• Develop service blueprints.</li><li>• Define tests to (in)validate business assumptions.</li><li>• Define use cases.</li></ul>	<ul style="list-style-type: none"><li>• Create 3D CAD product renders.</li><li>• Create presentation visuals.</li><li>• Create technical product drawings.</li><li>• Determine manufacturing processes.</li><li>• Develop 3D CAD models.</li><li>• Develop design concepts.</li><li>• Develop final product designs.</li><li>• Develop aesthetical guidelines.</li></ul>
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# Requirement Study Programme Tasks

## “Canvas” test

## **Your personal board of preference and competence**

in the context of job search

**In my job, I would NOT like to ...**

... and I am not able to do well

... but I am able to do well

**In my job, I would like to ...**

... but I am not able to do well (yet)

... and I am able to do well





# Feedback Graduate Job Seekers

## “Canvas” test



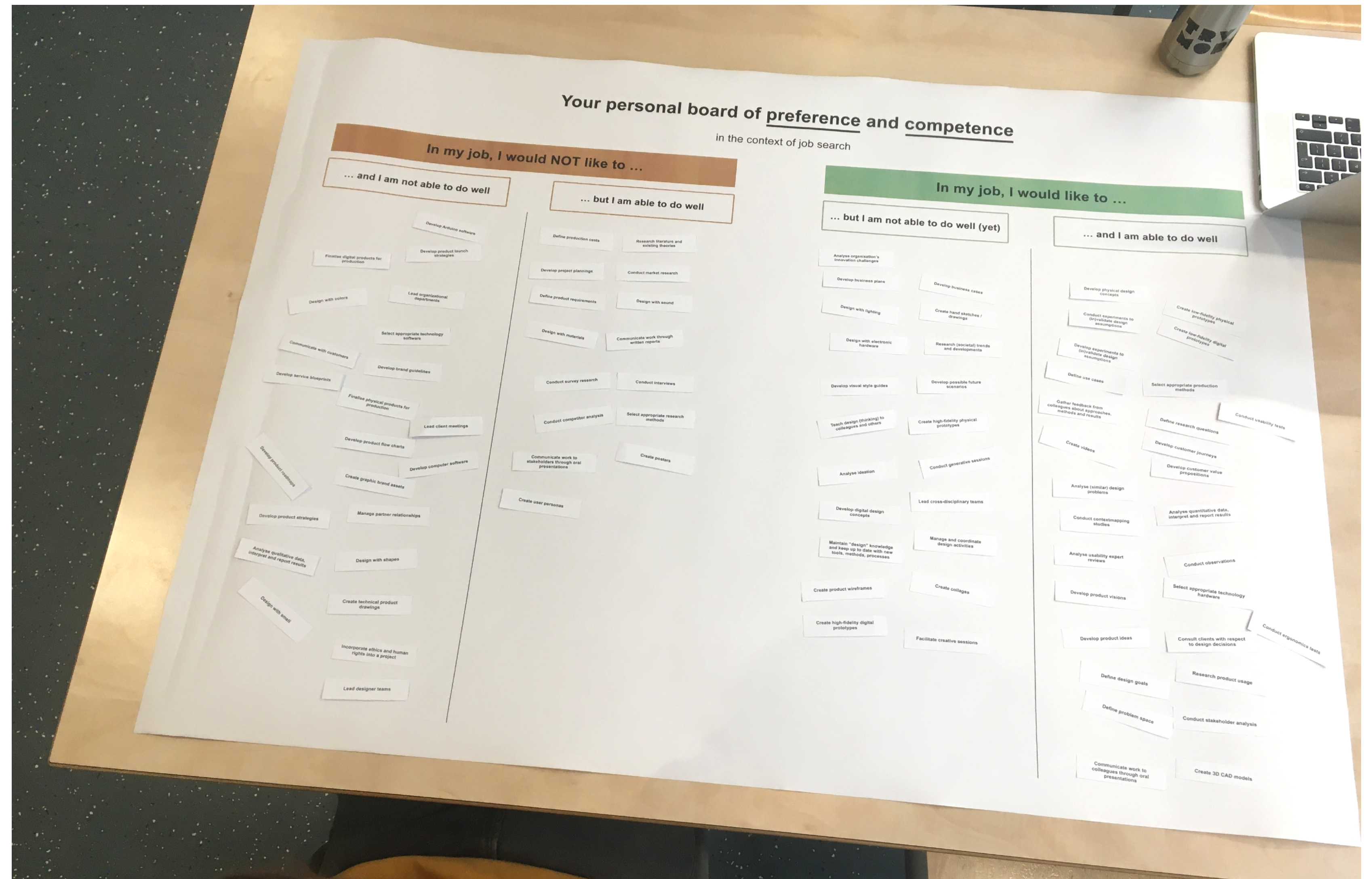
### Participant 8

“Yes, this summarizes my competences and my ambitions clearly and also what I don’t want. It’s also important to know what you don’t want. It helps to see an overview and notice what you want to focus on and this will help with applying.”



### Participant 9

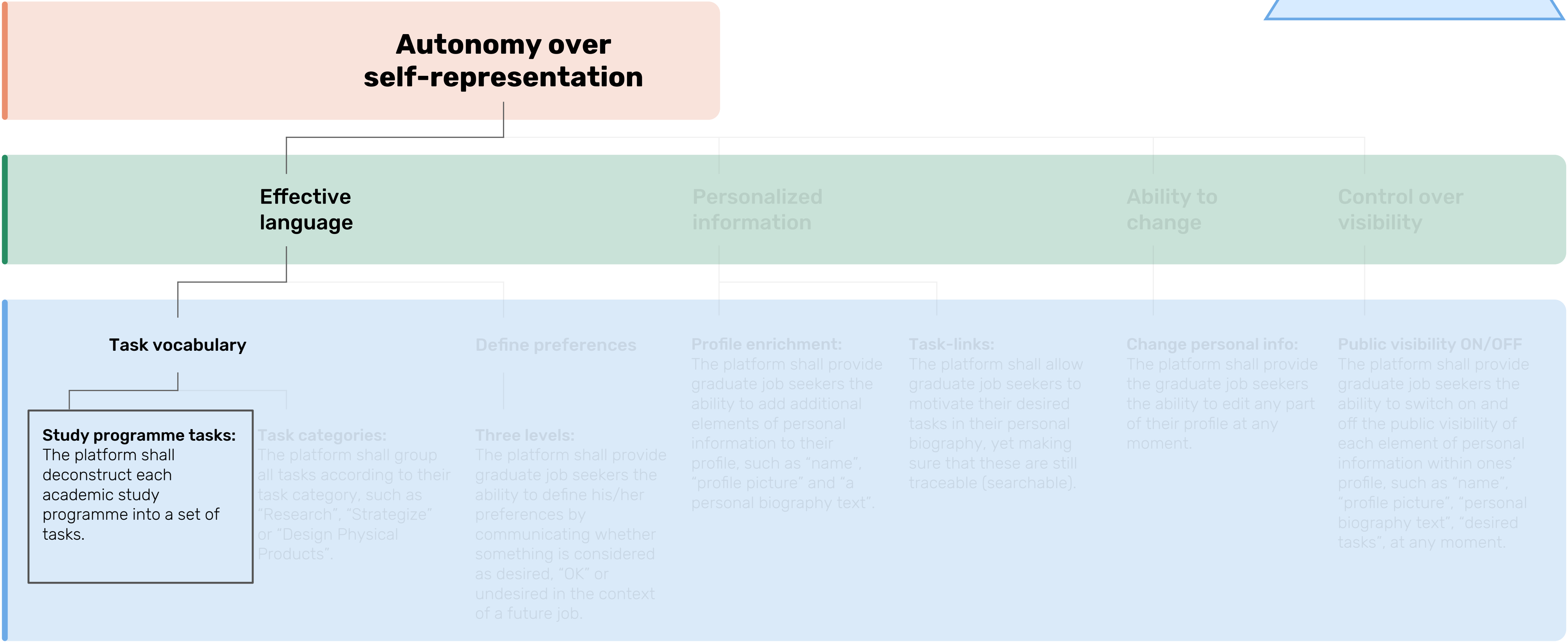
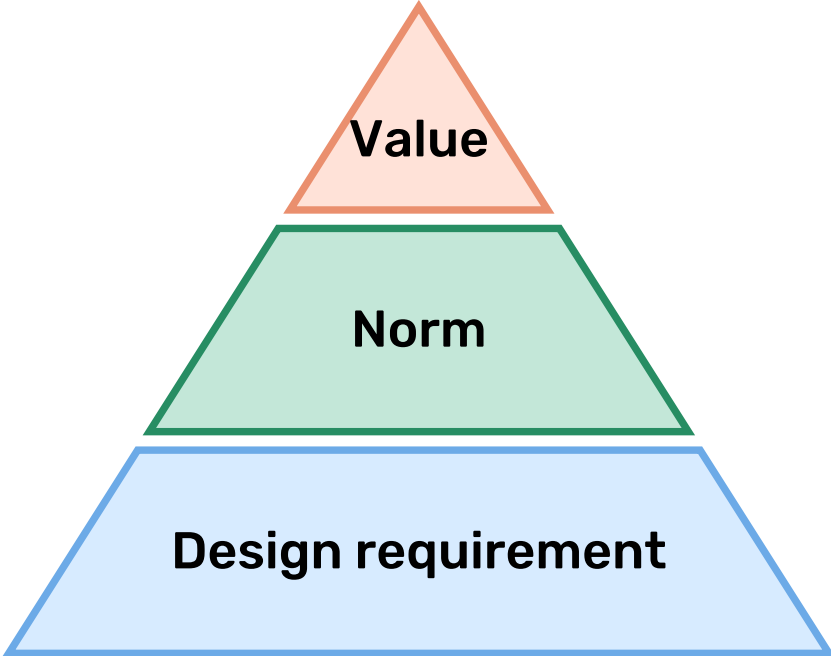
“Some things seem from a different category or level of abstraction, like design with sound/lighting/smell/color. Then “design thinking”, “design with emotion”, “design with fashion” would also be missing...”





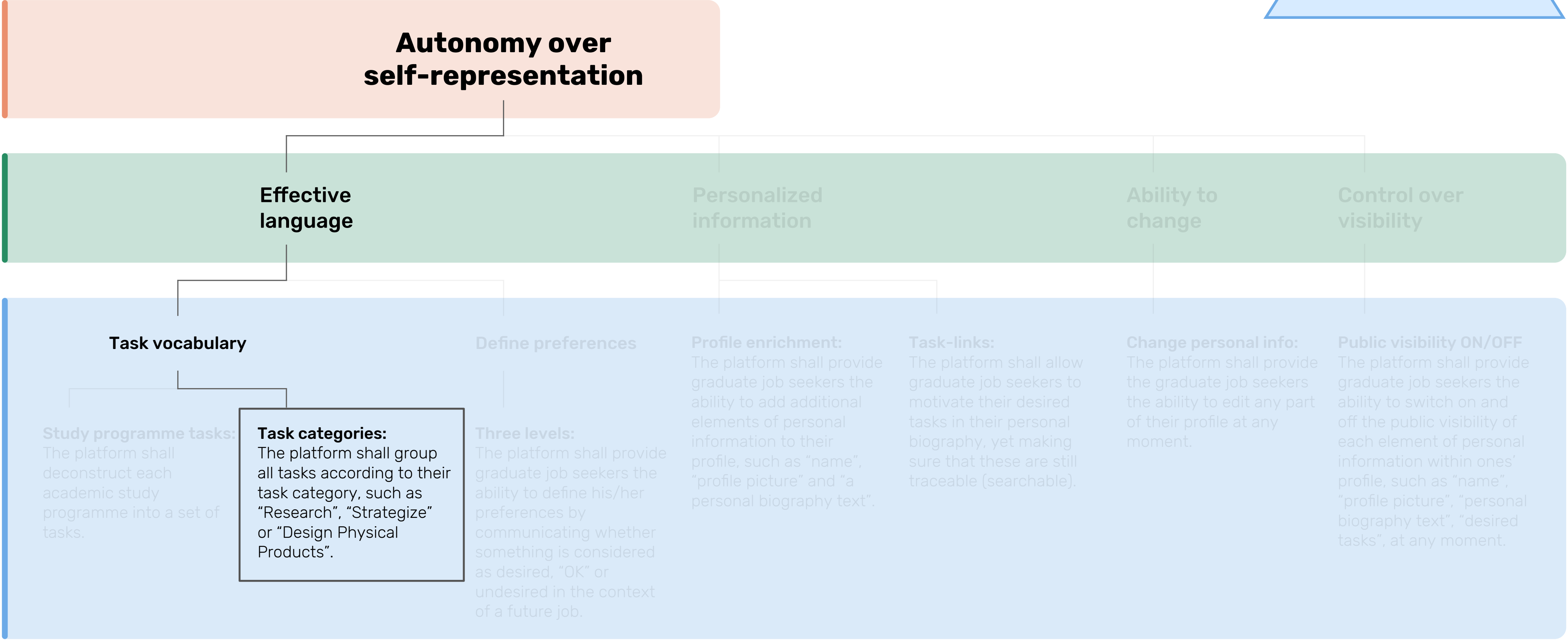
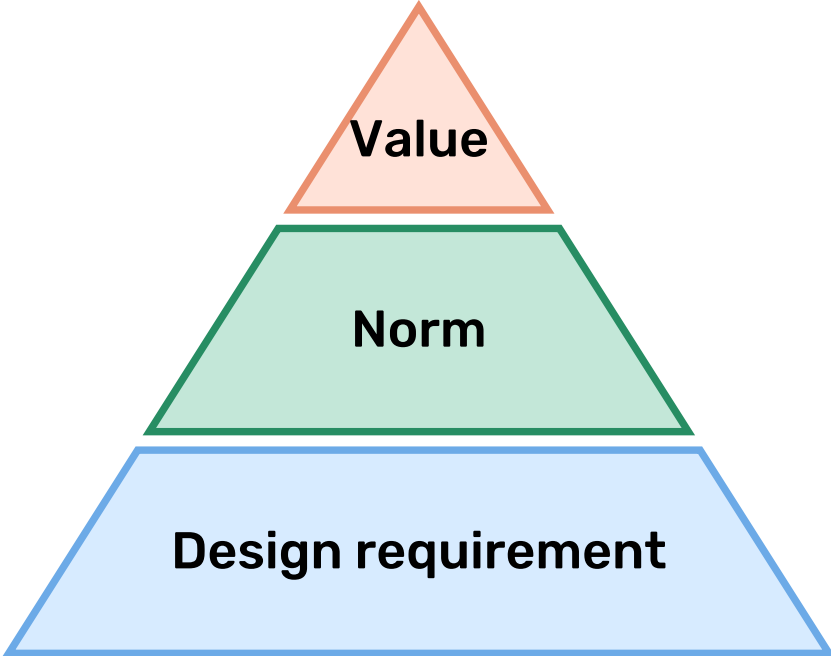
# Value Hierarchy

## Requirement: Study Programme Tasks



# Value Hierarchy

## Requirement: Task Categories





# Requirement: Task Categories

## **Feedback Employers**



### Participant 3

“This could be a tool to have a better discussion. It allows you to ask questions about the things someone thinks he is good at. Then you can ask where they learned that and if they can mention examples.”

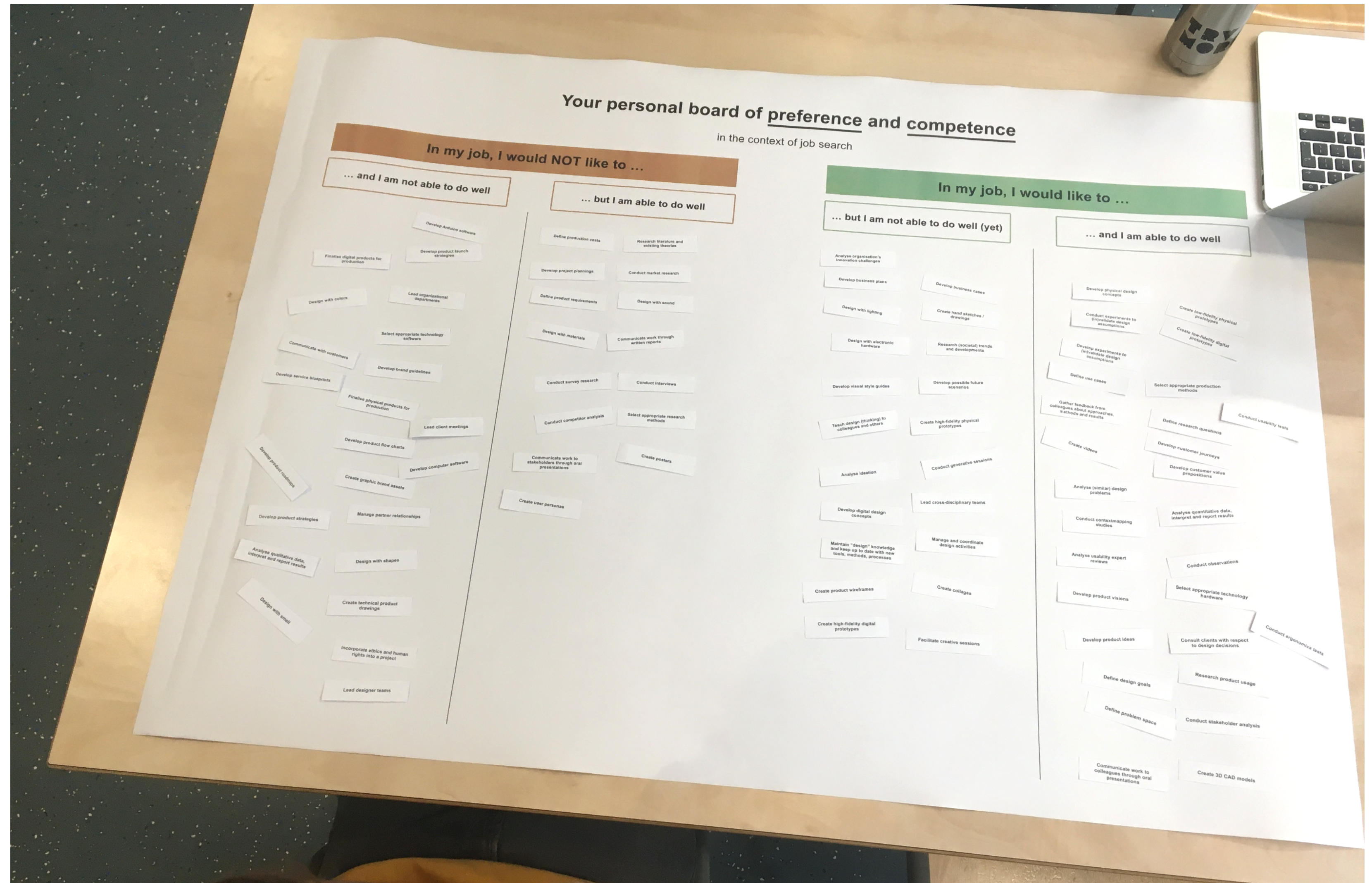
## Participant 4

“It can be very interesting to consider this as people’s personal job mood-board.”



## Participant 1

“The information is there, but it’s not well presented. I would cluster things.”





# Tasks: *Industrial Design Engineering* [TU Delft]

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This document belongs to Jeroen ter Haar Romenij's graduation project.  
The document is still under review and may not be shared with third parties.

# Tasks: *Industrial Design Engineering* [TU Delft]

## Research

- Conduct company analysis.
- Conduct competitor analysis.
- Conduct contextual research.
- Conduct cultural research.
- Conduct market research.
- Conduct stakeholder analysis.
- Research environmental impact of product development activities.
- Research market trends and developments.
- Research compliance with ethics and human rights.
- Research compliance with regulations and standards.
- Research scientific literature and theories.
- Research user needs.

## Design Digital Products

- Create presentation visuals.
- Create motion designs.
- Develop interaction designs.
- Develop design concepts.
- Develop final product designs.
- Develop visual guidelines.

## Plan

- Plan projects.
- Plan project activities.
- Plan production procedures or sequences.

## Strategize

- Determine project activities.
- Develop business cases.
- Develop business or market strategies.
- Identify business assumptions.
- Identify business or organizational opportunities.
- Identify new applications for existing technologies.
- Identify existing or potential customers.
- Identify sustainable business practices.

## Prototype Physical Products

- Build electronical hardware circuits or components.
- Build high-fidelity physical prototypes (3D printing, milling, casting).
- Build low-fidelity physical prototypes (paper, cardboard).

## Communicate

- Consult clients.
- Discuss to determine project needs with clients.
- Present professional knowledge or insights to others.
- Present project progress to others.
- Present work to clients for approval.

## Define

- Define design requirements.
- Define design scope.
- Define product pricing.
- Develop service blueprints.
- Define tests to (in)validate business assumptions.
- Define use cases.

## Prototype Digital Products

- Develop computer software.
- Build non-interactive user interface prototypes.
- Build interactive user interface prototypes.

## Lead

- Lead design teams.
- Lead design sprints.
- Lead production activities.
- Facilitate creative sessions.
- Manage stakeholders.

## Design Physical Products

- Create 3D CAD product renders.
- Create presentation visuals.
- Create technical product drawings.
- Determine manufacturing processes.
- Develop 3D CAD models.
- Develop design concepts.
- Develop final product designs.
- Develop aesthetical guidelines.

## Test

- Analyze test results.
- Prepare and conduct physical property tests.
- Prepare and conduct product aesthetics tests.
- Prepare and conduct product performance tests.
- Prepare and conduct product safety tests.
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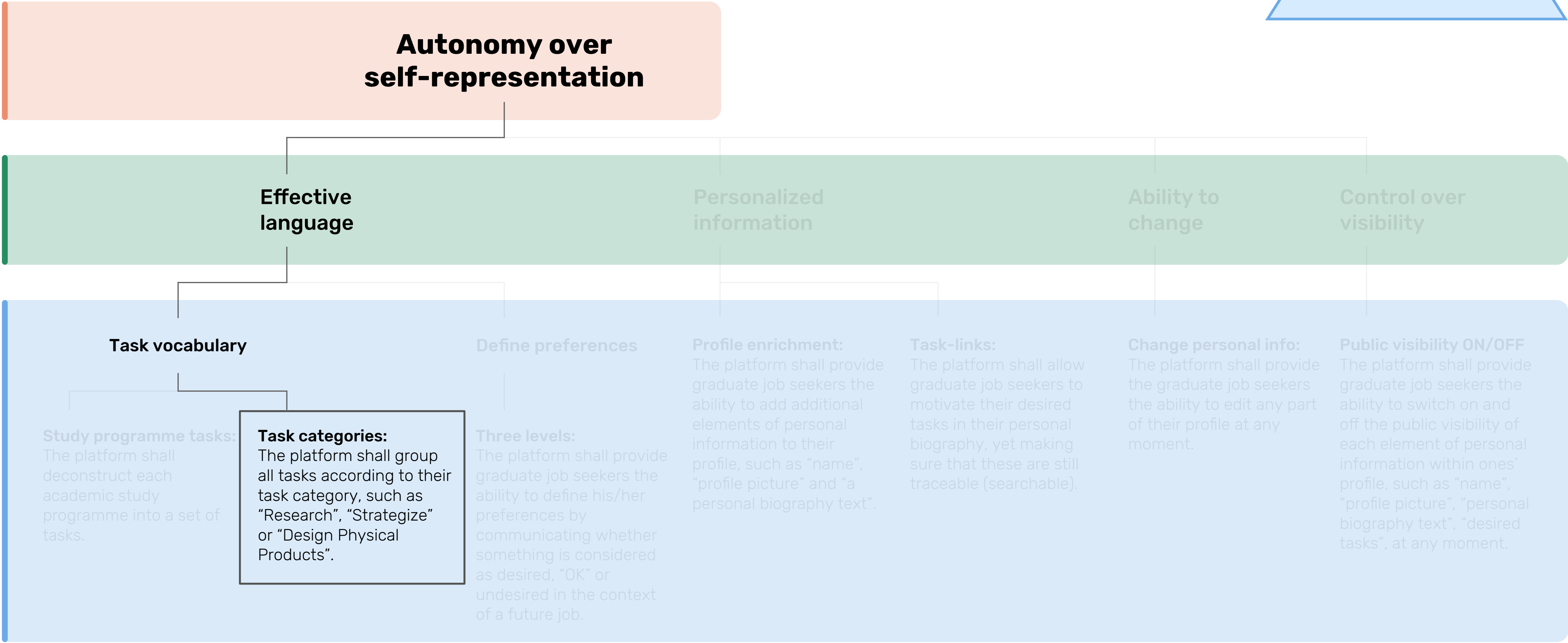
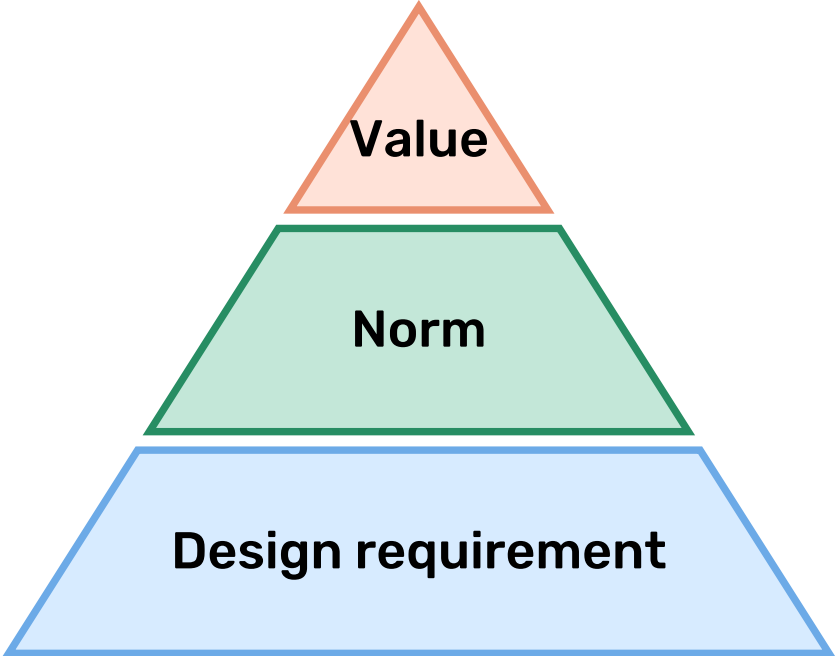
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- Document test results.
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# Value Hierarchy

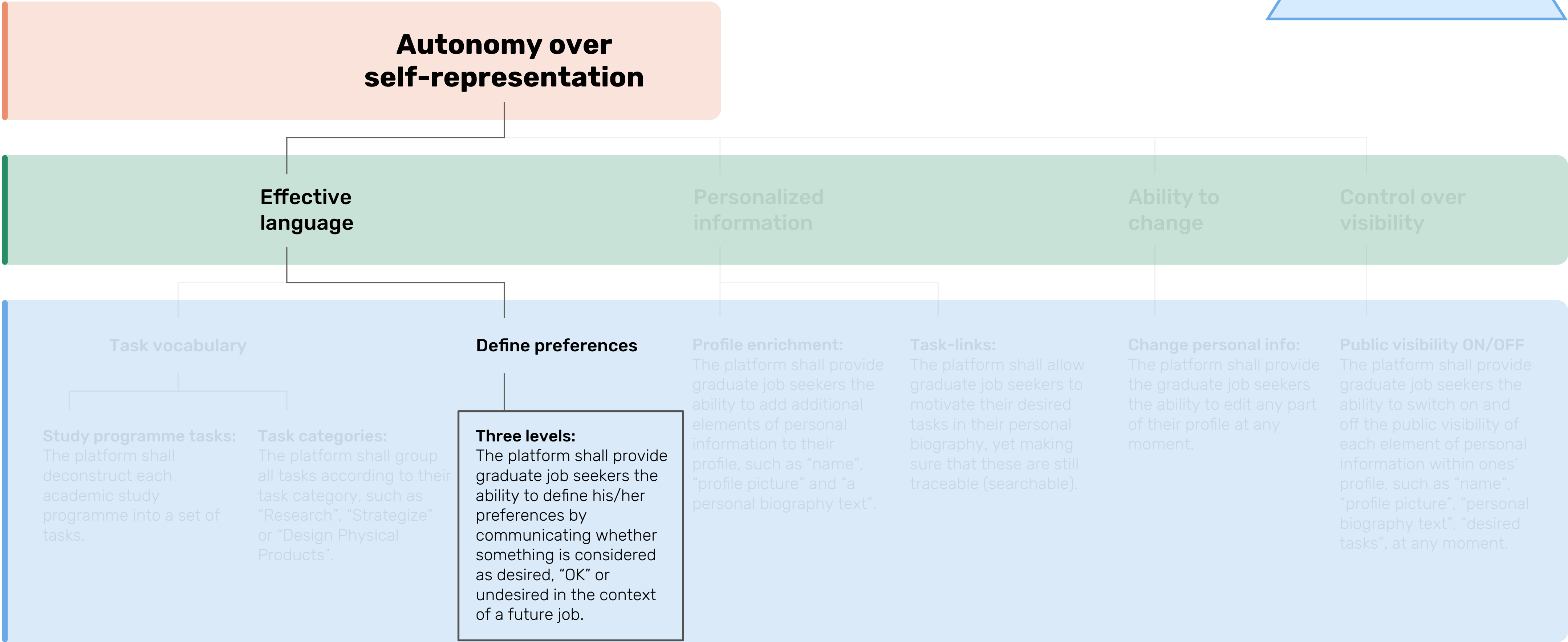
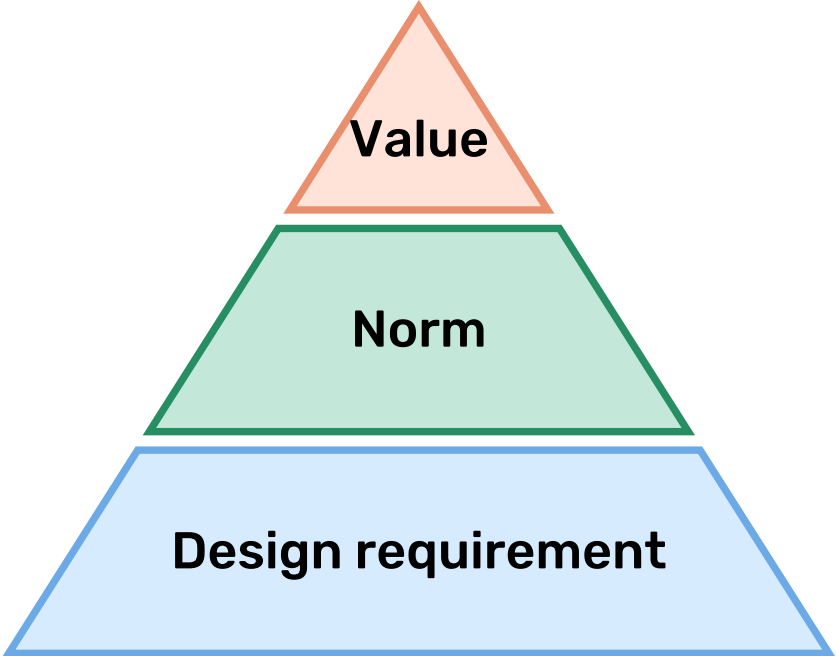
## Requirement: Task Categories



Questions  
**Pause**

# Value Hierarchy

## Requirement: Three Levels



# Requirement: Three Levels

## Feedback Graduate Job Seekers



### Participant 4

“Two dimensions of ‘would like to’ and ‘would NOT like to’ help with finding the balance what I like and what I want to do in my job and what not.”



### Participant 4

“The ‘would NOT’ feels quite emphasized.. Is this really something I want to avoid or am I fine with doing it, but wouldn’t really prefer so..?”

Your personal board of preference and competence

in the context of job search

In my job, I would NOT like to ...

... and I am not able to do well

... but I am able to do well

In my job, I would like to ...

... but I am not able to do well (yet)

... and I am able to do well



# Requirement: Three Levels

## Feedback Graduate Job Seekers

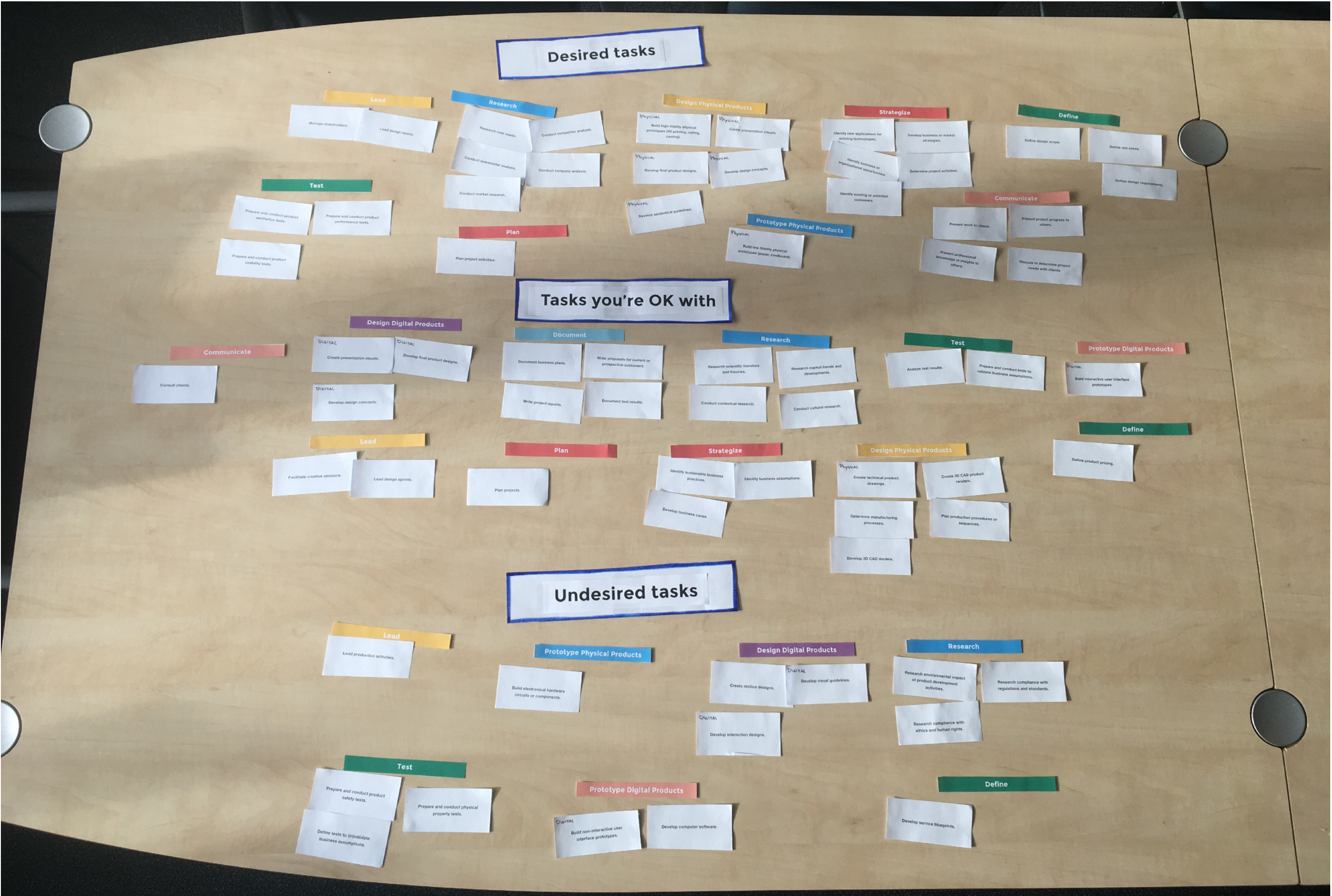


### Participant 1

“The overview is fantastic, very good. It seems like it communicates it better than I could do myself. I know that some tasks relate to each other, but I wouldn’t be able to think of these categories myself. I feel well represented.”

### Participant 4

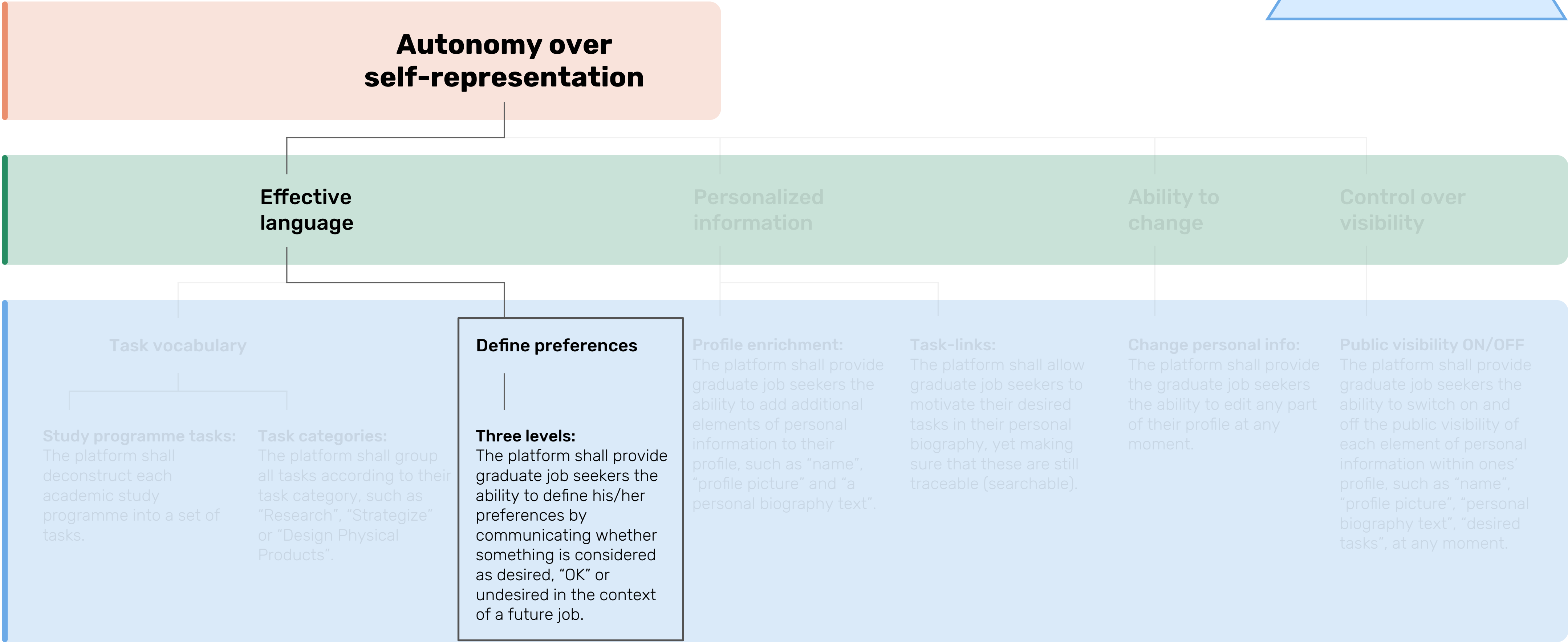
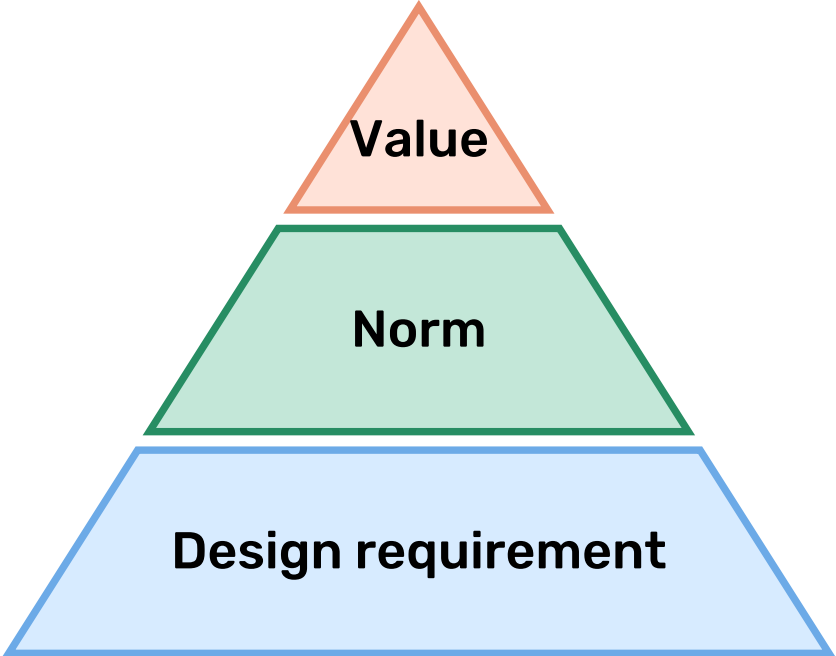
“The dimensions are easy to understand. For me, the “OK” is self-explanatory. Undesired and desired are deal makers or breakers. It’s about what makes your work “the spark”, where do you get out of your bed for.”





# Value Hierarchy


## Requirement: Three Levels




RANKING COMPLETED

## Congratulations!

Nice work, you created your own **job vision**.  
This means that you're one step closer to your dream job!  
Check out your job vision below and explore matching jobs.

 **Desired**

<div>Research</div> <ul style="list-style-type: none"><li>• Conduct market research</li><li>• Research market trends and developments</li><li>• Research user needs</li></ul>	<div>Strategize</div> <ul style="list-style-type: none"><li>• Develop business or market strategies</li><li>• Identify business assumptions</li><li>• Identify business or organizational opportunities</li><li>• Identify existing or potential customers</li></ul>
<div>Define</div> <ul style="list-style-type: none"><li>• Define design scope</li><li>• Define design requirements</li></ul>	<div>Design Digital Products</div> <ul style="list-style-type: none"><li>• Develop product flows</li><li>• Develop conceptual product designs</li></ul>
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 **OK**

<div>Research</div>	<div>Strategize</div>
---------------------	-----------------------