Match.ai

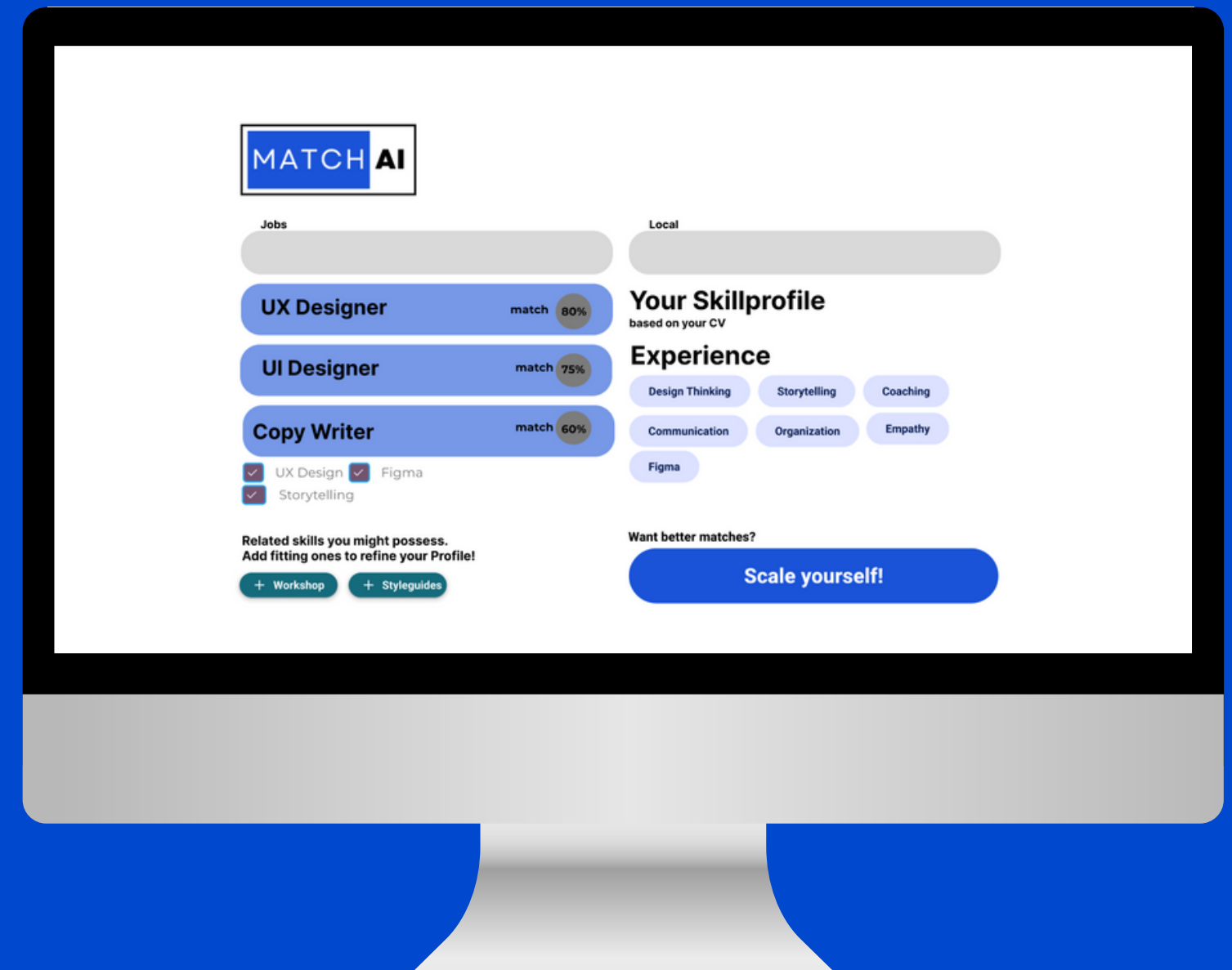## How might we match applicants and job openings by using AI?

Jasmin Soenjoto

Team: 4 People

My role: UX Designer

Project Duration: 48 hours

Methods: Competitor Analysis, Roleplay, Wireframing

Hinterland Hackathon 2022

In September 2022, I participated in the Hinterland Hackathon in Bielefeld, Germany. Seven reputable regional companies presented seven business challenges to be solved. Every challenge was assigned to two teams. We had 48 hours to solve the problems.

Additional task:
Create a business out of your solution.

48 hours

Our challenger

One of the challengers was Phoenix contact.

The company has **hundreds of job openings**. But candidates had trouble finding suitable jobs because of a **poorly designed recruiting tool**. The company wanted an AI solution that would show potential candidates job openings they wouldn't consider but matched their skillset.

Our User

People involved in the recruiting process:
- Recruiter & Hiring Managers
- Applicants

Industry: Electronics Manufacturing
Location: Blomberg, Germany
Turnover in 2021: 2.97 billion Euros

Before the Hackathon...

I asked myself what a skill-based job match by using AI would look like. I looked for a market leader in this field. I came across **Eightfold.** Their Intelligence Platforms use AI to define relevant skills for job requirements for every role within an organization.

I looked up their clients like **Vodafone**, **Astra Zeneca**, and **booking.com**. I visited their websites, searched for jobs by uploading a CV, and analyzed the results.

Insight:

The systems I tested all provide little to no information that would help people find their desired jobs. That's what I wanted to focus on.

STRENGTHS

- easy upload
- extraction of data via Linkedin is possible
- results are visualized

OPPORTUNITIES

- give feedback about the most valuable skills of a candidate for an aspired position
- show ways how to improve an essential skillset
- create opportunities to verify skills
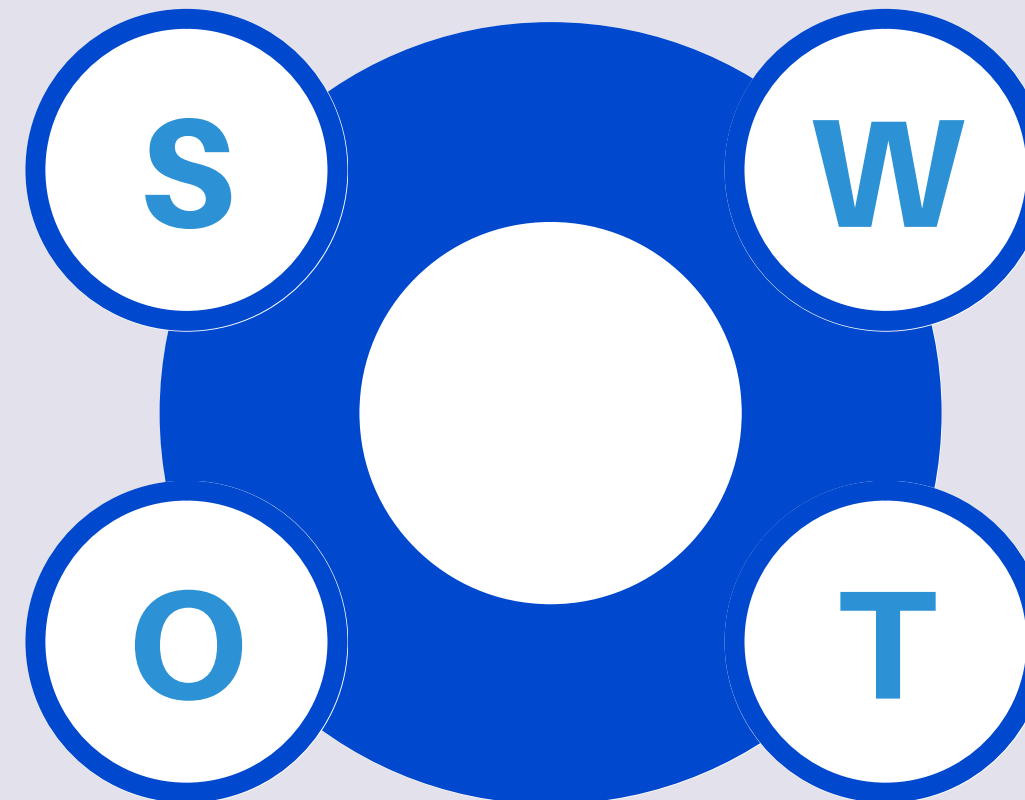
WEAKNESSES

- no feedback, which skills can be improved to be a better match for a desired position
- no possibility of adapting the depth of skills
- Microcopy is not user-friendly (f.e. "no result")

THREATS

- Companies that find a better way to detect critical skills, rate and verify them
- Users might drop out if you ask for too much information

S W O T

Role-play for Empathy

In the beginning, no one was on the same page. Some of us were still figuring out which exact problem to solve. Someone else already wanted to approach the problem he had in his mind. The time was running fast, and we needed to move forward.

I said: "Can I suggest another approach? **Imagine I was a candidate** looking for a job at Phoenix Contact. Look at my screen, and I will guide you through every step of my job search. "

Find the pain point

After sharing some background information about myself, I started the job search on the career site.

I typed the keywords "UX Designer" in the search field.
-**No result**

Someone asked to type in "User Experience."

-**No result**
I tried different other keywords but couldn't find any results.

It's the keyword search that's poorly designed.

We currently have six open jobs for UX Design

HR

Get to work

We split up into two groups:

Task - Group 1: working on the business concept and convince the audience that our solution would turn into a start-up

Task - Group 2 (included me): working on the solution of a working algorithm and show relevant results.
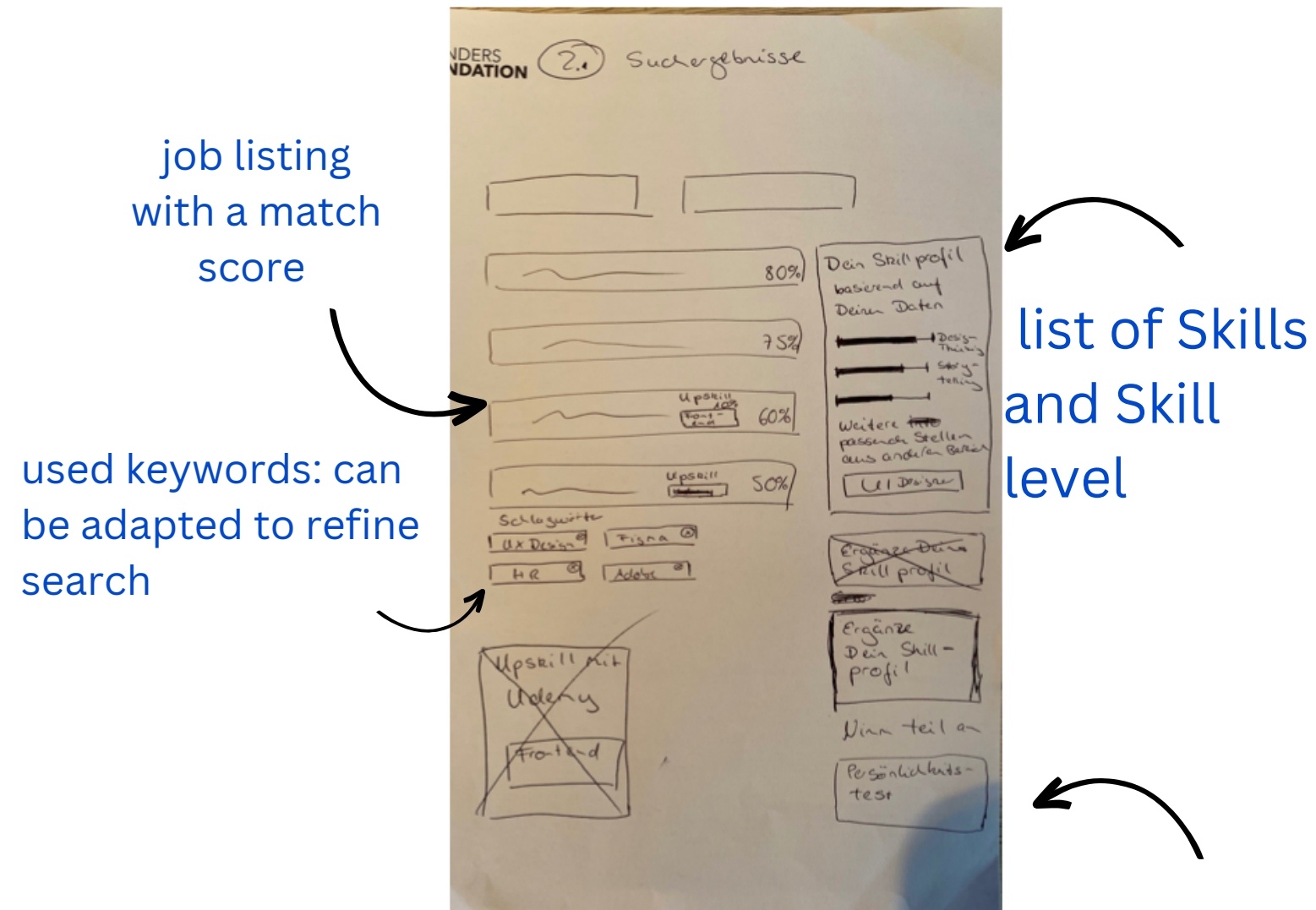
The Solution: Ai-Matching Algorithm

Extract Skills
and Interests

Matching
Algorithm

Extract Skills
from Job Description
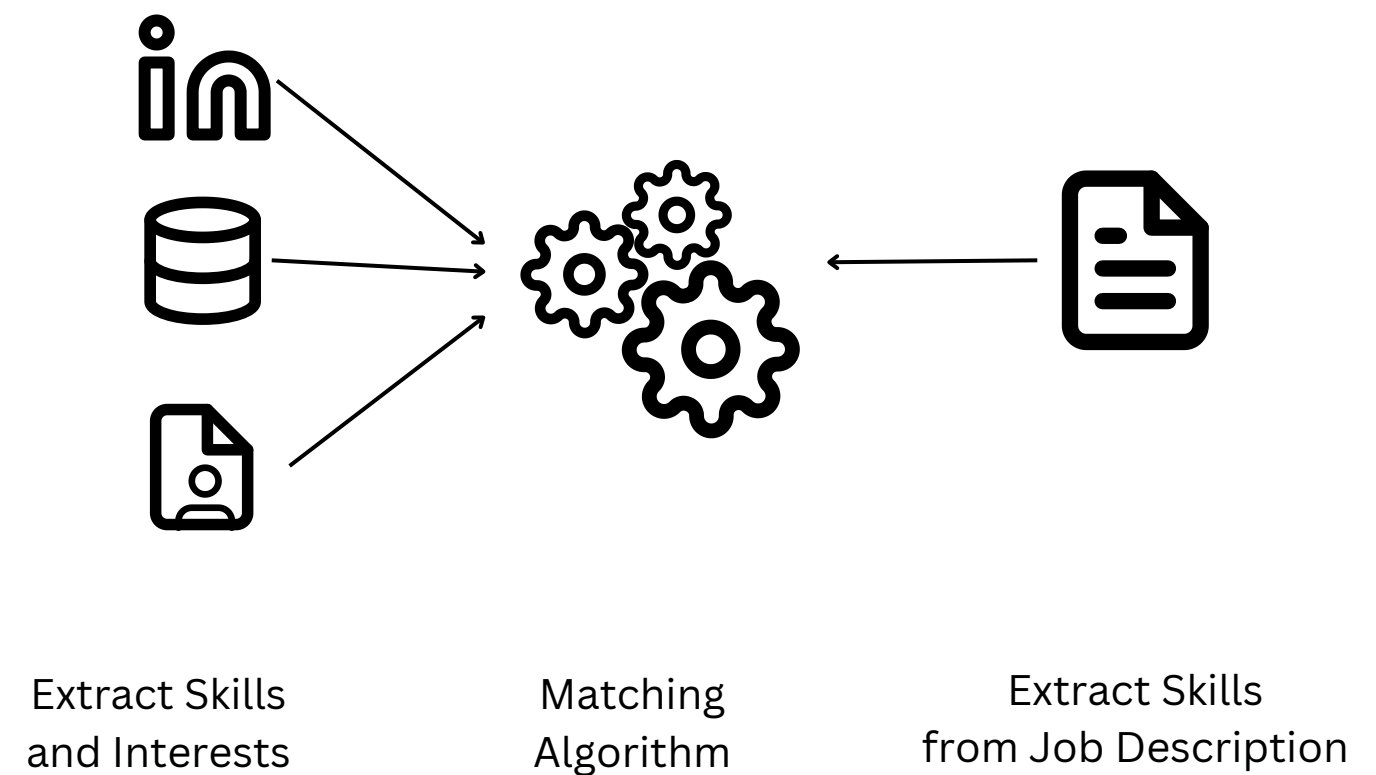
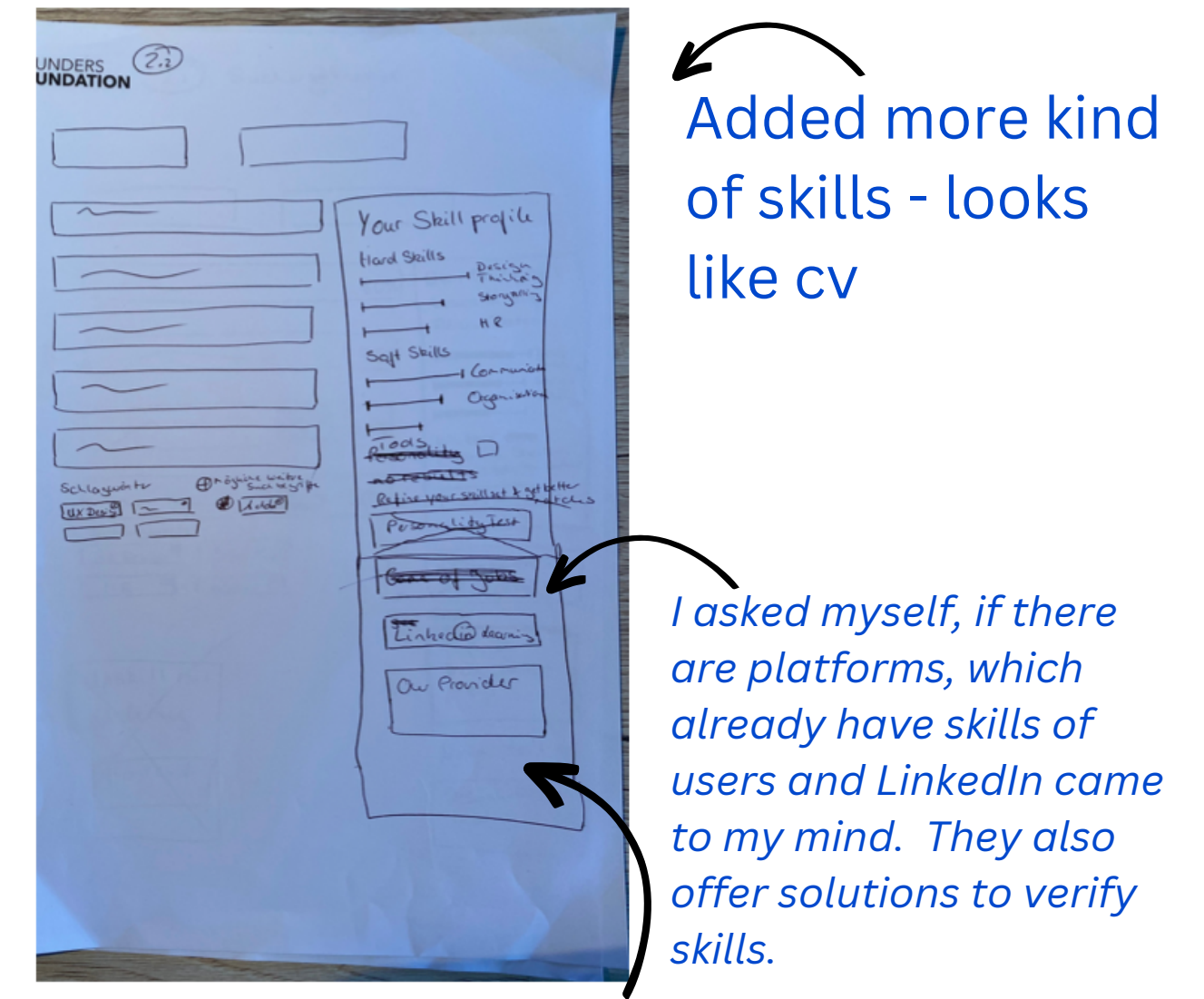# Wireframes
search result page

Version 1

Version 2

With another engineer and the input of different mentors, we refined the features the result page should display at the end.

job listing with a match score

list of Skills and Skill level

used keywords: can be adapted to refine search

Added more kind of skills - looks like cv

I asked myself, if there are platforms, which already have skills of users and LinkedIn came to my mind. They also offer solutions to verify skills.

Goal: Get an accurate skill profile
At first, I thought about adding a profile and some tests, but I thought I would cause more pain for candidates than benefit. I decided focus on skills, not personality.
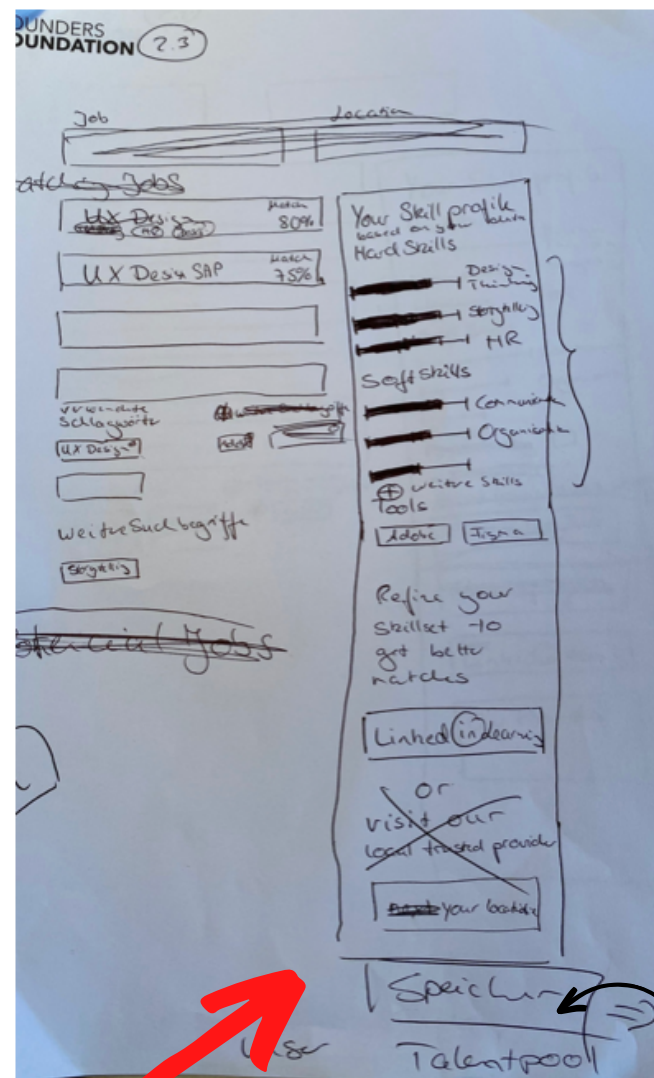
In my research, I came across Stellarworx.org. They collaborate with local talent developers to validate skills

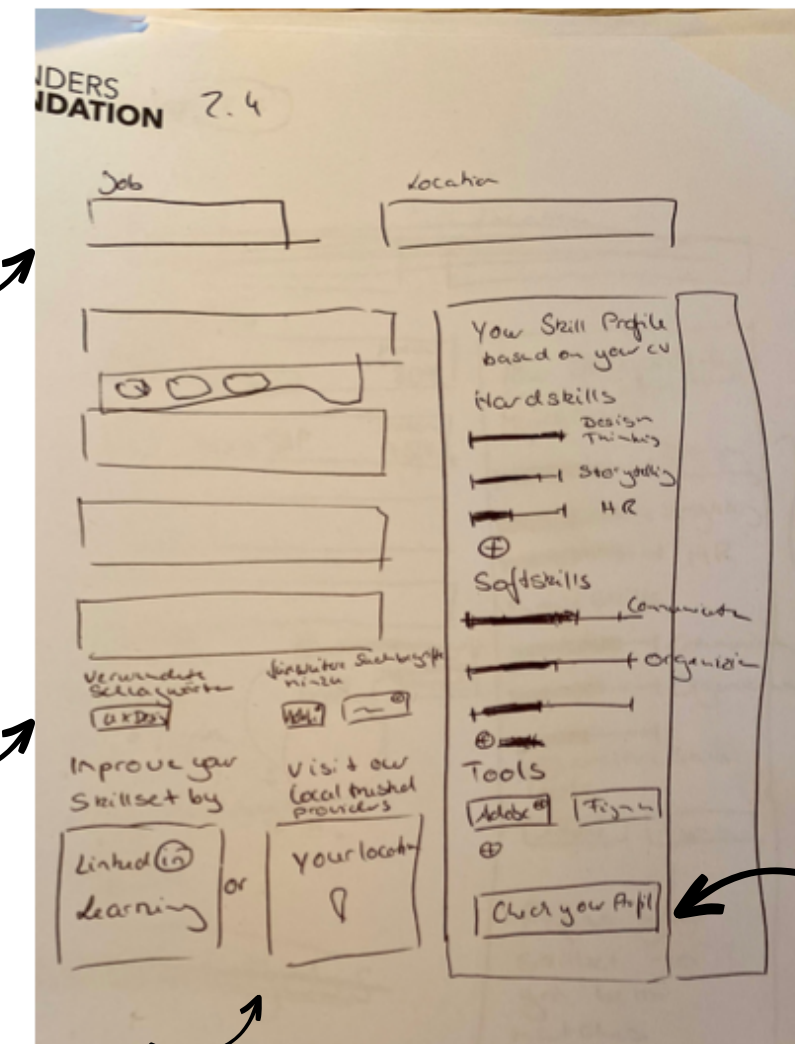# Wireframes

search result page

Version 3

Version 4

current job matches

see current skill profile

offer keyword refinement

offer opportunity to refine their skillset

give opportunity to refine search by adding key words

right side becomes too crowded

I thought, if people are already interested in my company and looking for jobs, I should take the opportunity and lead them to my talentpool

offer options to improve relevant skills

offer to set up a profile and adjust skills

Finally...

we succeeded in creating a working code that would extract the skills of a cv and match them with a database, which enlisted skills for a variety of jobs.

- Phoenix contact chose our solution of job-matching

Next time, I'll...

- check, if my goals match the constraints of time & feasibility
- create something, which represents the user journey (f.e. User journey map) in advance, to create a shared understanding of the problem