

Who we are working with

Intuit creates software in the financial and tax preparation space for small businesses and enterprise customers. They offer solutions for financial management, payroll management, and tax filing. Intuit wants to enter the pre-payroll (hiring) space to attract new customers.

Hiring Space

Payroll Space

Retention Space

What are we trying to fix?

We identified five areas of opportunity - high-level needs and values - that should be addressed in the job seeking and hiring space.

Manage Social Connections

Individualize Job-Person Matching

Improve Job Seeking Engagement

Increase Job Application Visibility

Humanize the Process

Who are we trying to help?

We identified three types of hourly workers or people searching for hourly jobs and generated personas that are representative of the users we talked to during our research.



Isaac the Idealist, 27

Job Hopper

"I'm more than just my job, plus I get bored if I stay in one place for too long."



Robin the Realist, 39

Hourly for Life

"I never thought I would stay in this business for so long, but something about it really works for me."



Olivia the Opportunist, 20

In-School Worker

"I never really worked before I got to college, but I like this job because I can see my friends while I work."



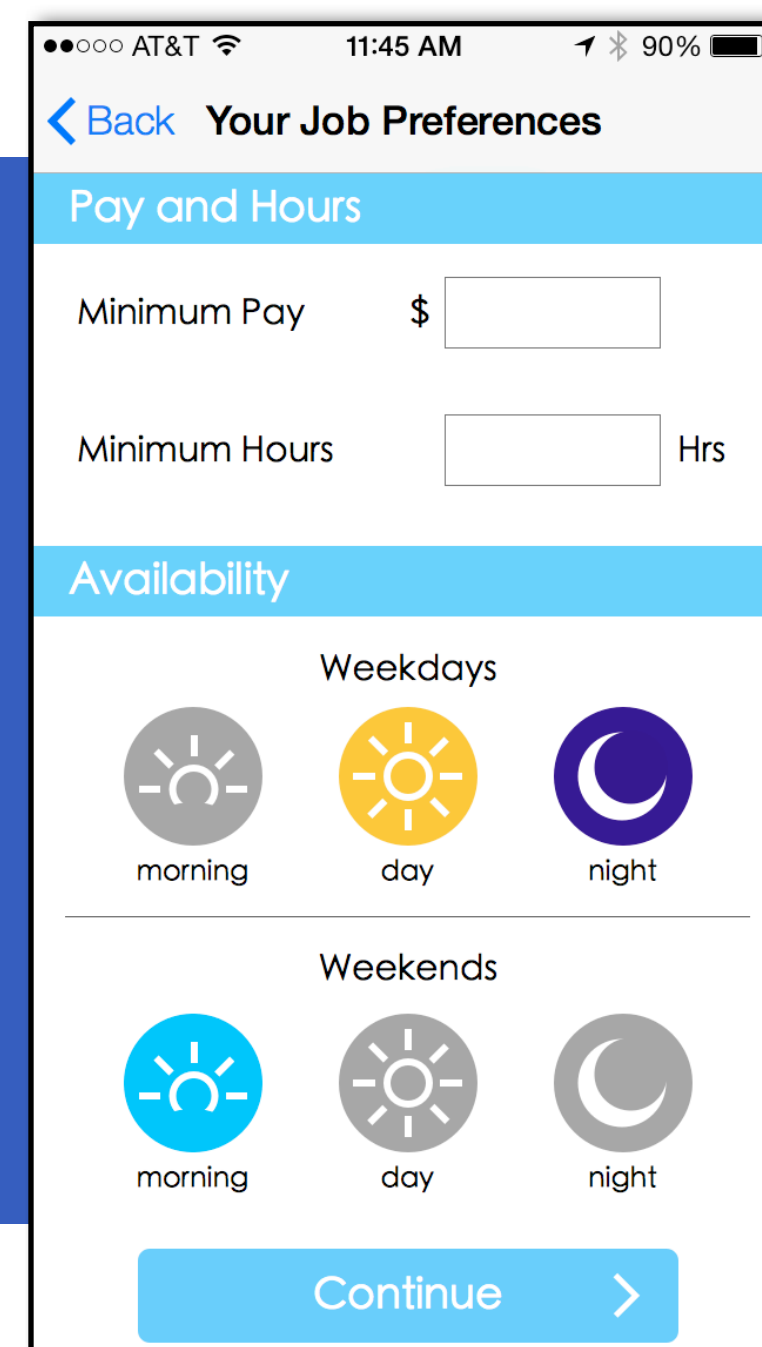
We discovered: Job seekers looking for hourly work have a hard time finding job postings that fit them and are often overwhelmed by irrelevant postings. They need a way to see only the jobs that suit them and not be overwhelmed in the process.

Our solution: Spark is a mobile application that learns users' job preferences over time and makes recommendations. Jobs are shown one at a time in a simple format, and users rank them so that the application can deliver the most suitable postings.

Job Seeker

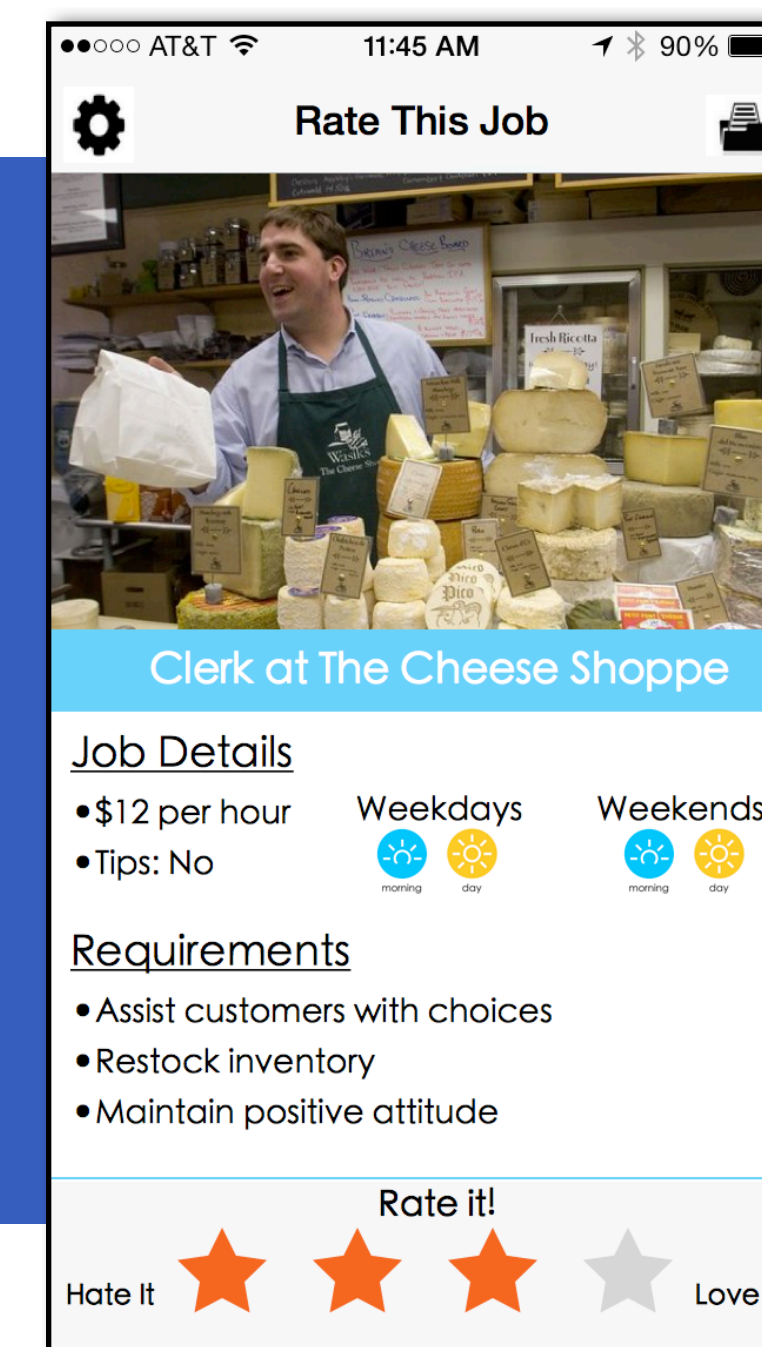
Isaac is looking for an hourly job. He hears good things about Spark and downloads it to his phone.

Why mobile? 68% of job seekers use their mobile devices to search for jobs.



He quickly sets up a profile so Spark only shows him jobs that meet his requirements. He then jumps right into rating jobs, giving Spark the information that it needs to learn what he finds rewarding in a job.

Job seekers want rewarding jobs but do not want to sift through irrelevant job postings.

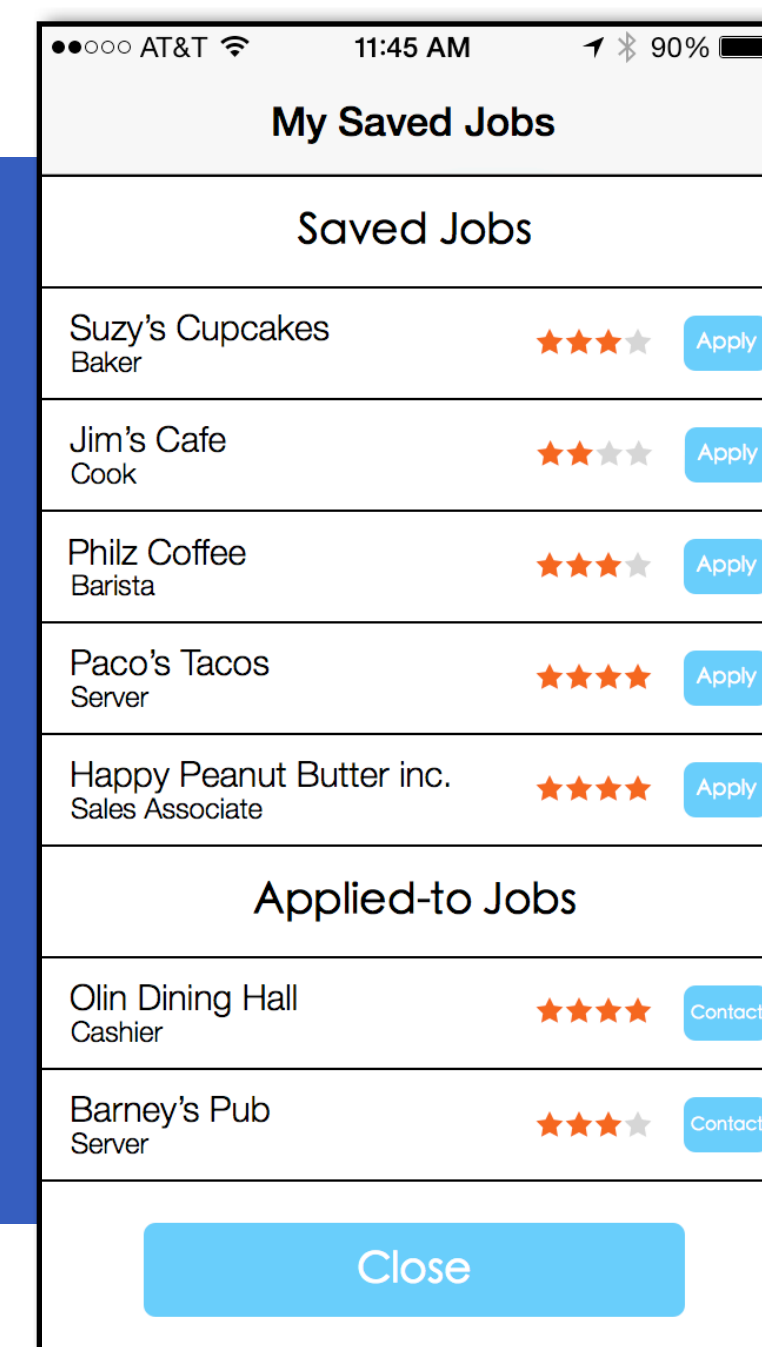


Spark shows only one job at a time.

Too many job posts can leave job seekers feeling lost in the process.

Spark saves and refines Isaac's profile over time.

Job seekers want to have an individualized job-seeking experience, not a generalized one.



When Isaac sees a job that's a good fit, he can save it for later or follow up in his preferred method of communication.

Job seekers value being prepared and following up on their own schedule.

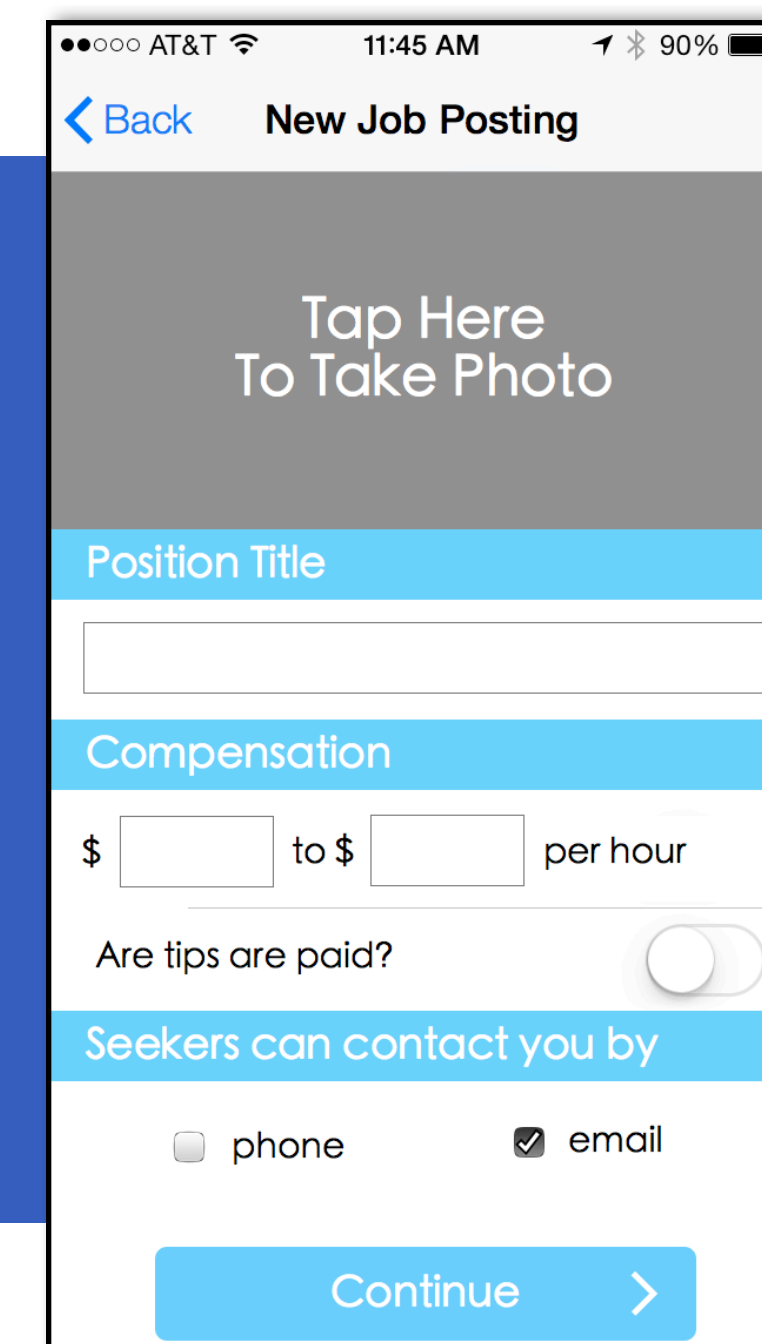
Employer

Tony opens a new restaurant and needs to hire some help. He quickly sets up a profile of basic information about him and his restaurant on Spark.



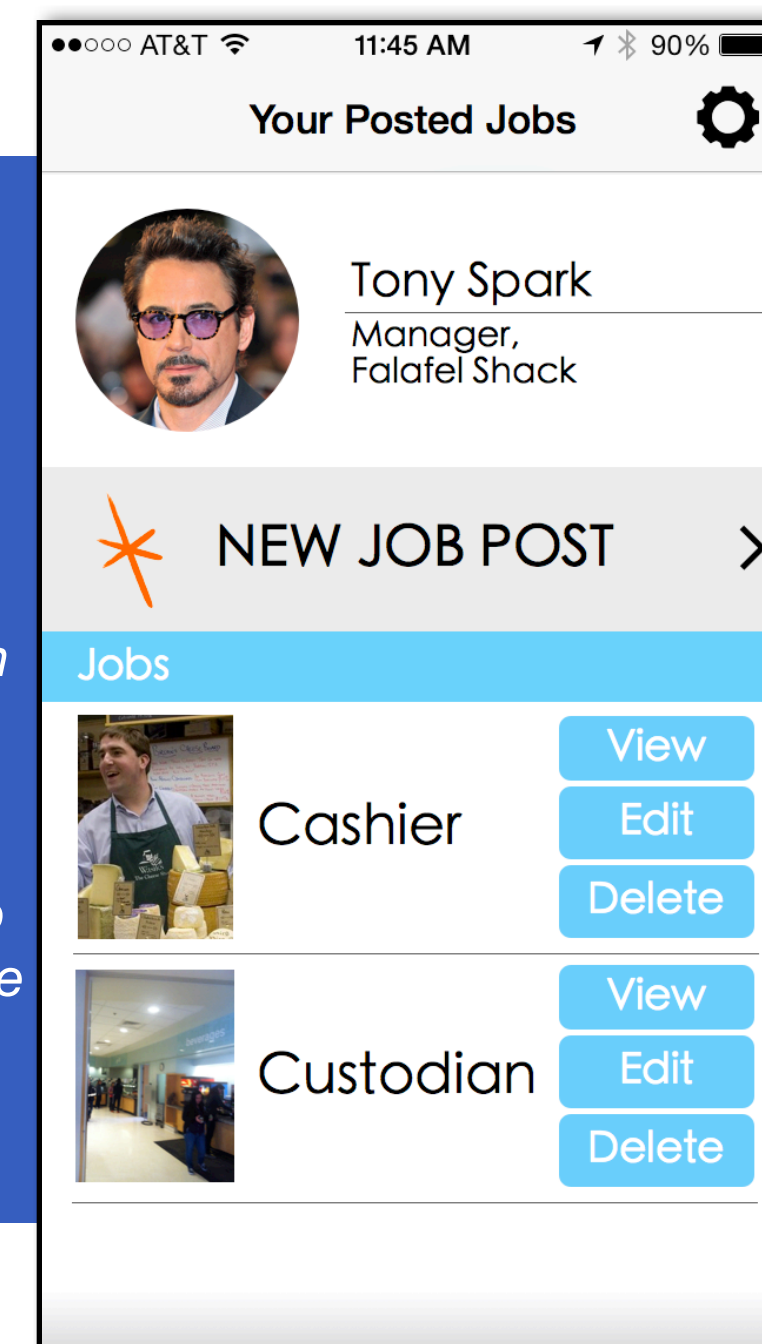
He then creates a job post by filling out relevant details about the position.

Posting jobs takes time, and there is no standard format. A mobile platform removes the long form job description.



Tony includes a picture of the job so that the job seeker can envision himself working there.

Smartphones have built-in cameras, allowing the employer to include images of the job. Seeing a picture of a potential job helps the job seeker gauge whether it is a good fit.



Tony can easily manage all of his postings and create new ones from his phone.