## User Story

Talent acquisition norms in India across industries have undergone many changes with the burgeoning impact of social media, mobile and digital marketing. Campus recruitment continues to be a preferred source of talent acquisition for many industries in India. Study of 2015 hiring trends in India by a reputed analyst indicates increase in hiring volume with continued focus on campus hiring by IT, Auto and Financial Services companies.

Campus relations/recruitment managers in medium to large organizations have the responsibility of planning and devising a campus recruitment calendar every year considering several factors including institute ranking, availability of talent matching the organization's criteria, availability of assessment mechanisms and panels, acceptance, performance and retention statistics of past hires et al. Campus relations managers often face the challenge of collating this information spread across disparate systems and/or spreadsheets.

A tool that provides a unified view of all the information needed for a campus recruitment manager to plan and devise the recruitment calendar would provide significant business value. The tool could be extended down the line for tracking execution and management reporting.

### Segmentation:

This horizontal app can be used across all industries that leverage campus recruitment as of one of the key sources of talent acquisition.
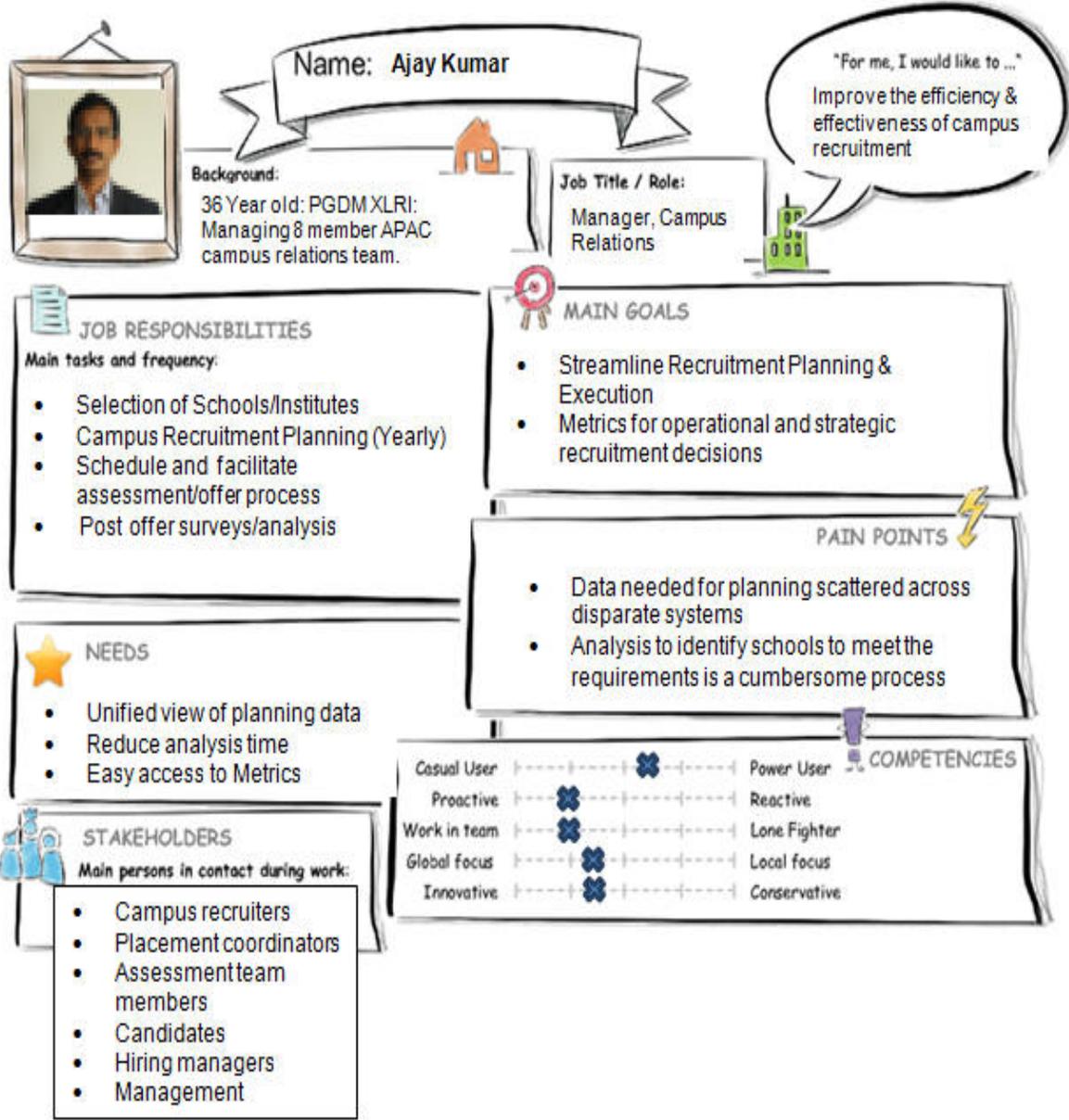
### Targeting:

This app is targeted towards large IT Consultancy firms/Product Development organizations, , Manufacturing companies (Auto, Auto Ancillary),  Financial Services firms (Banks, Insurance, Consulting)

### Positioning:

Streamline campus recruitment process with an app that provides a unified view of all information needed for effective and efficient campus recruitment planning & execution at the tactical level and management reporting of pertinent information to formulate/refine campus hiring strategy.
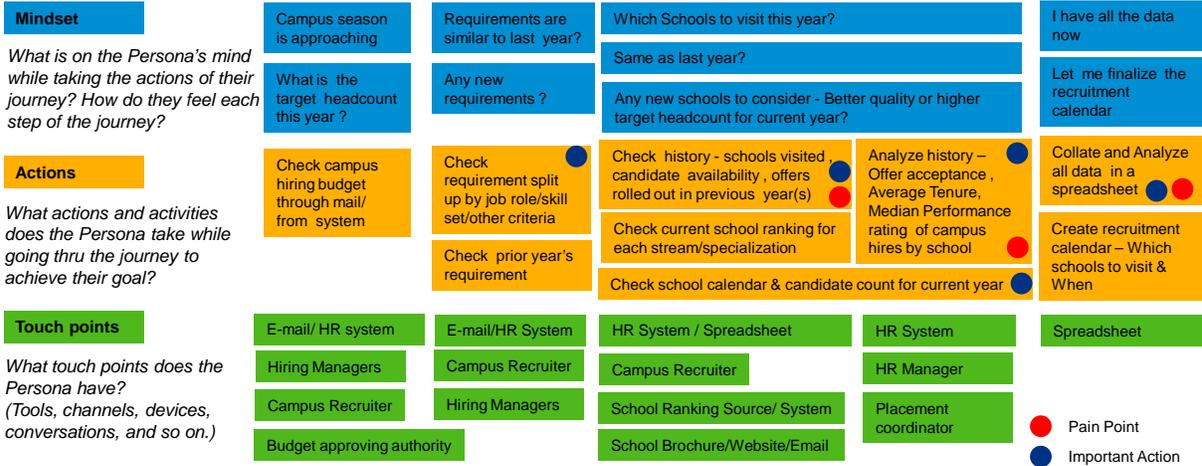
# Persona: Campus Relations Manager

**Name:** Ajay Kumar

"For me, I would like to ..."
Improve the efficiency & effectiveness of campus recruitment

**Background:**
36 Year old: PGDM XLRI: Managing 8 member APAC campus relations team.

**Job Title / Role:**
Manager, Campus Relations

## JOB RESPONSIBILITIES
Main tasks and frequency:

- Selection of Schools/Institutes
- Campus Recruitment Planning (Yearly)
- Schedule and facilitate assessment/offer process
- Post offer surveys/analysis

## MAIN GOALS

- Streamline Recruitment Planning & Execution
- Metrics for operational and strategic recruitment decisions

## PAIN POINTS

- Data needed for planning scattered across disparate systems
- Analysis to identify schools to meet the requirements is a cumbersome process

## NEEDS

- Unified view of planning data
- Reduce analysis time
- Easy access to Metrics

## COMPETENCIES

| | | |
|---|---|---|
| Casual User | ●—— | Power User |
| Proactive | ●—— | Reactive |
| Work in team | ●—— | Lone Fighter |
| Global focus | ●—— | Local focus |
| Innovative | ●—— | Conservative |

## STAKEHOLDERS
Main persons in contact during work:

- Campus recruiters
- Placement coordinators
- Assessment team members
- Candidates
- Hiring managers
- Management

# User Experience Journey: Campus Relations/Recruitment Manager

## Current User Experience Journey

## Duration of the Journey: 8 - 24 Hours

| Mindset | | | | | |
|---|---|---|---|---|---|
| **What is on the Persona's mind while taking the actions of their journey? How do they feel each step of the journey?** | Campus season is approaching | Requirements are similar to last year? | Which Schools to visit this year? | | I have all the data now |
| | What is the target headcount this year ? | Any new requirements ? | Same as last year? | | Let me finalize the recruitment calendar |
| | | | Any new schools to consider - Better quality or higher target headcount for current year? | | |

| Actions | | | | | |
|---|---|---|---|---|---|
| **What actions and activities does the Persona take while going thru the journey to achieve their goal?** | Check campus hiring budget through mail/ from system | Check requirement split up by job role/skill set/other criteria ● | Check history - schools visited , candidate availability , offers rolled out in previous year(s) ● ● | Analyze history – Offer acceptance , Average Tenure, Median Performance rating of campus hires by school ● ● | Collate and Analyze all data in a spreadsheet ● ● |
| | | Check prior year's requirement | Check current school ranking for each stream/specialization | | Create recruitment calendar – Which schools to visit & When |
| | | | Check school calendar & candidate count for current year ● | | |

| Touch points | | | | | |
|---|---|---|---|---|---|
| **What touch points does the Persona have? (Tools, channels, devices, conversations, and so on.)** | E-mail/ HR system | E-mail/HR System | HR System / Spreadsheet | HR System | Spreadsheet |
| | Hiring Managers | Campus Recruiter | Campus Recruiter | HR Manager | |
| | Campus Recruiter | Hiring Managers | School Ranking Source/ System | Placement coordinator | |
| | Budget approving authority | | School Brochure/Website/Email | | ● Pain Point |
| | | | | | ● Important Action |

## Point of View

Point of View (POV) Template

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NAME

# Ajay Kumar

Manager, Campus Relations

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**NEEDS A WAY TO**
*Fill with something from your persona*

Quickly select schools/Institutes for campus placement

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**SURPRISINGLY / BECAUSE / BUT / SO THAT**
*Fill with insights based on what you learnt about the human side of this persona*

He can improve the efficiency & effectiveness of campus placement

# Mock up

The mockup shows the user experience of Campus Relations Manager. This will help him to scan and select the schools/Institutes for the current year Campus recruitment. He can also choose the event date and the recruiter for each school he selects.

Step1: The user will access the transactional App either from Desktop or from Tablet

Step2: User chooses the Job type for which he wants to select a school/Institute.



Allows to search the Job type

Filter based on Line of Business (LOB)

Sort by LOB
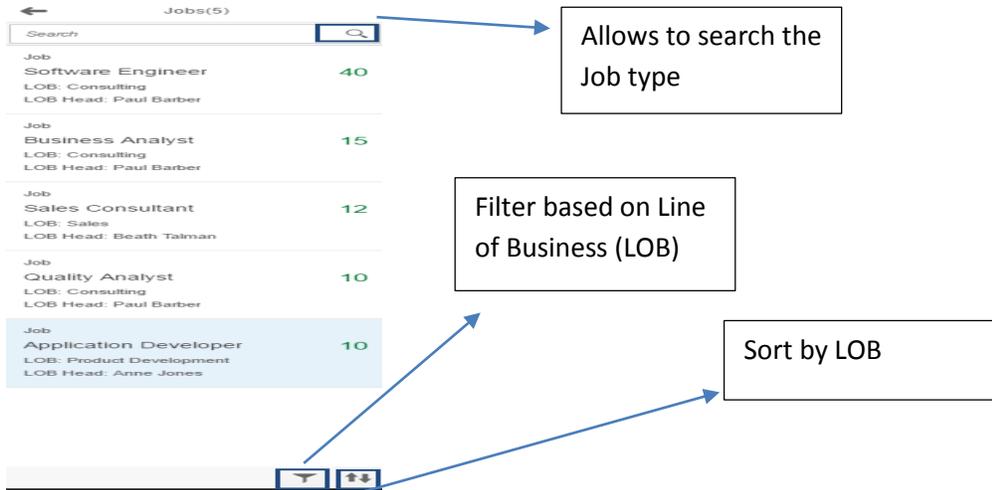
Step 3: On selecting, one job from the first list and then choosing 'Job Info' tab, user can view the Job information such as the Job Description and Eligibility criteria of students for the campus event.
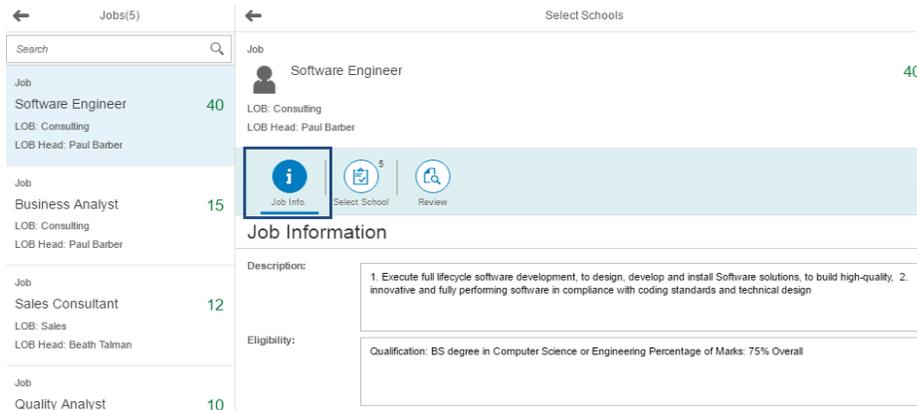


Step 4: User will now be able to view/select the school, under the tab, Select School button
.
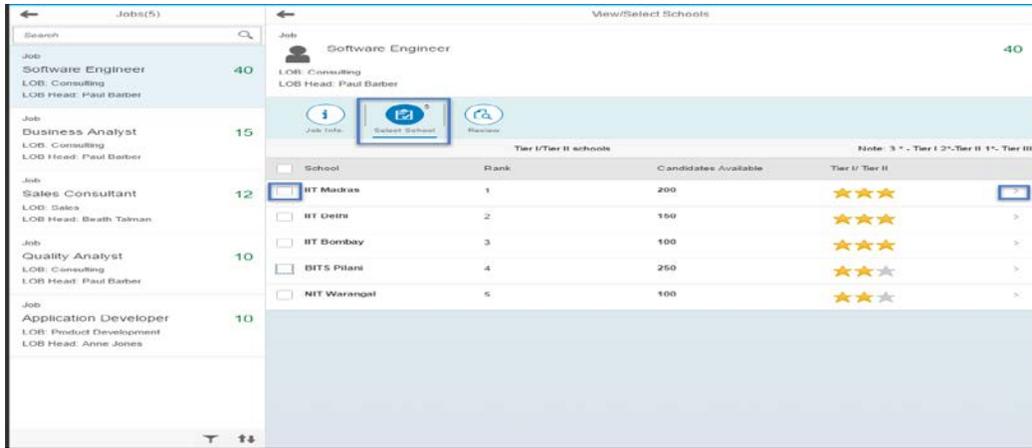
User will be able to see the Schools, rank, the number of candidates eligible for campus event. Whether it is a Tier I or Tier II institute

Step 4: Choose the detail button  will provide a dialog with the placement contact, history and a provision to enter the recruitment event date and recruiter.
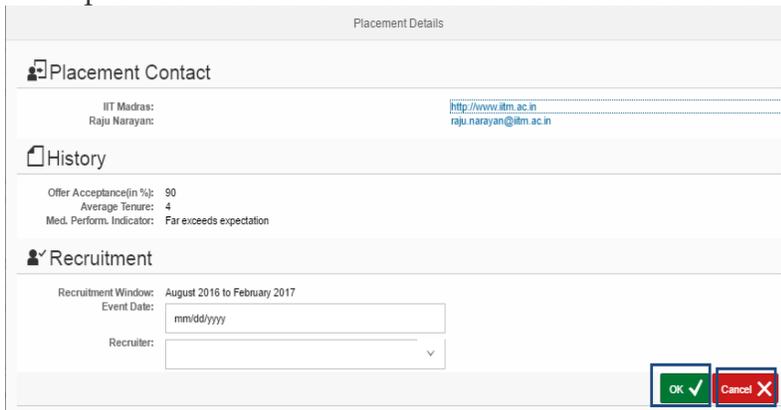


The Event date and Recruiter added will be stored against the corresponding school temporarily on choosing OK button and returns to the Select school view. Cancel button will close the dialog window.

Step4: User select required schools:
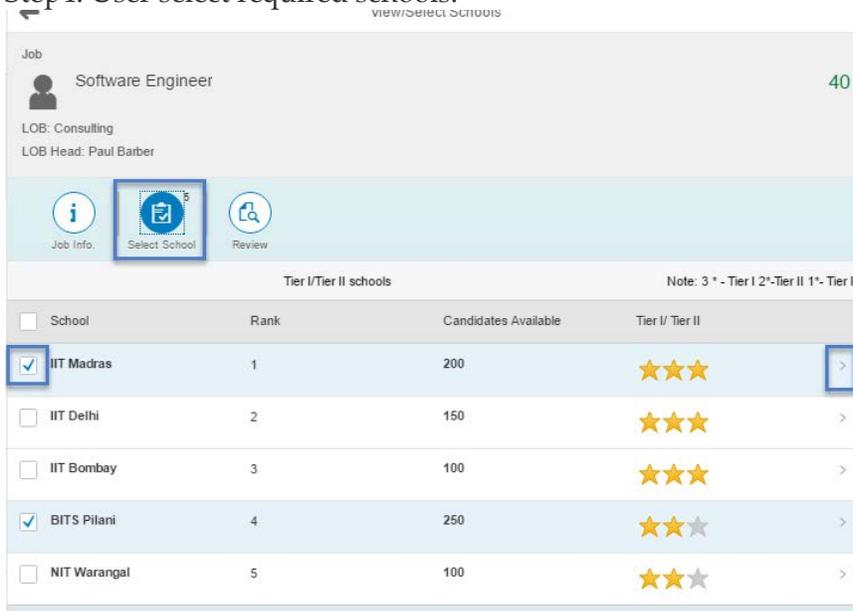


In this view, Manager can select schools/Institute and enter Event date and Recruiter for a particular job. The selected records will appear in Review tab.

Step 5: Choose the Review tab . This will show all the selected schools, rank, the recruitment event date chosen and the recruiter chosen.
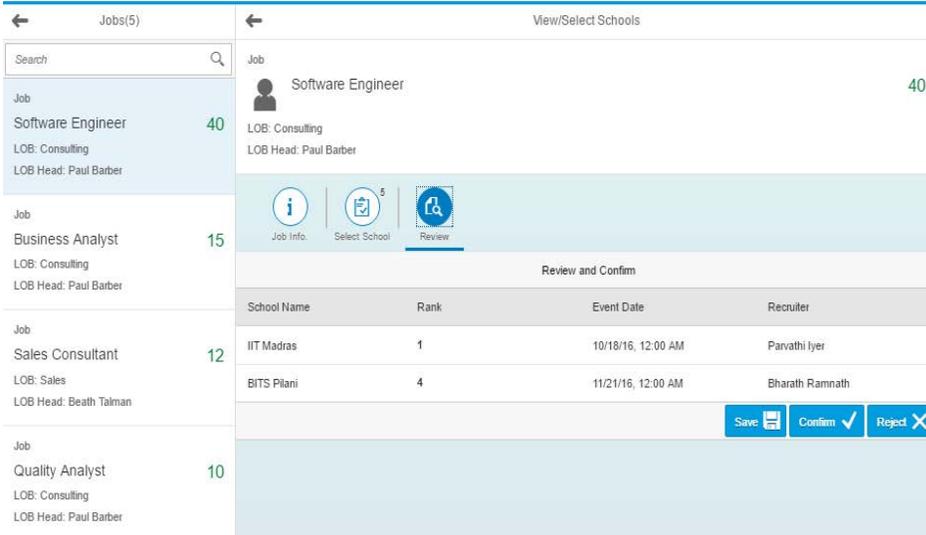


Manager can just save the details and review them later by choosing 'SAVE' button. He can review them and confirm the campus events by choosing 'CONFIRM' option. He can reject all the selections choosing 'REJECT' button

## Study

## SAP Web IDE App Prototype

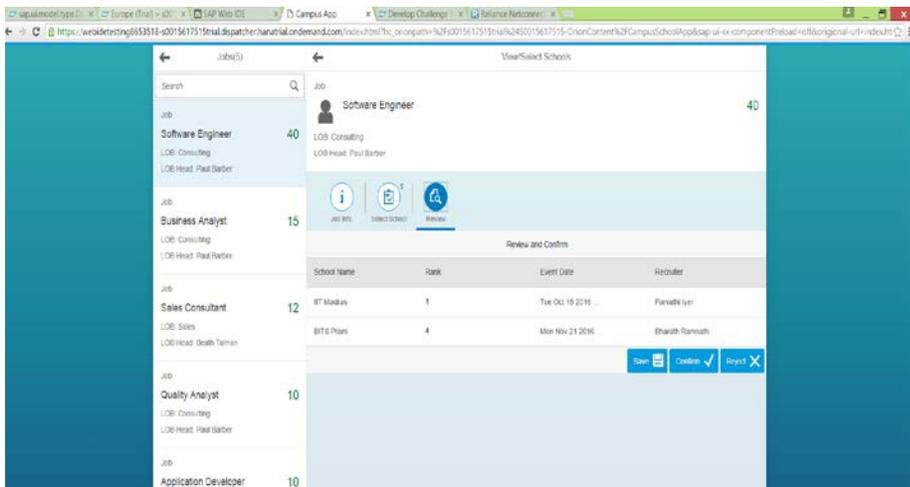Master Detail view. Choose one job to get the detail shown on the right side.
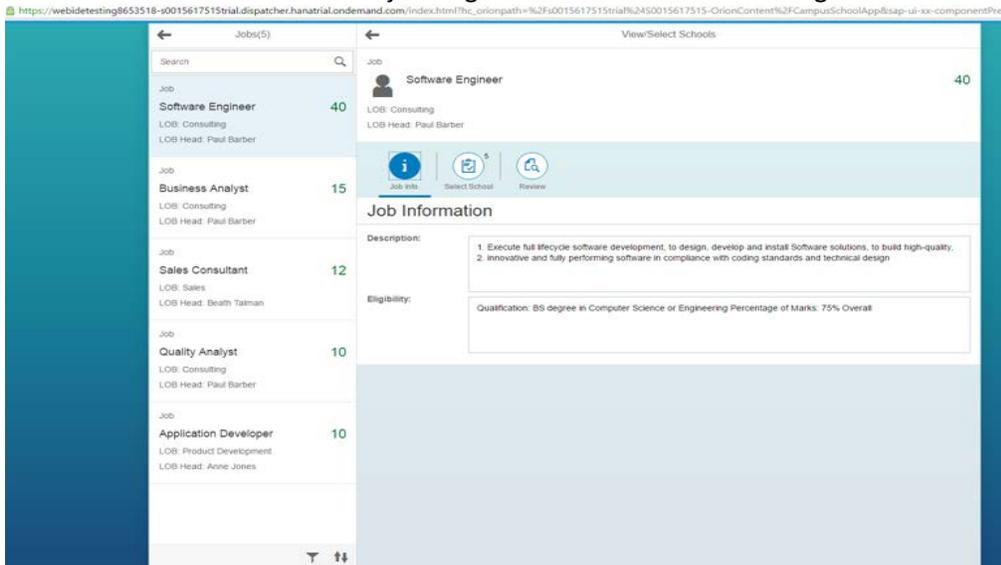


Choose the tab button Select school  which brings all the below schools.
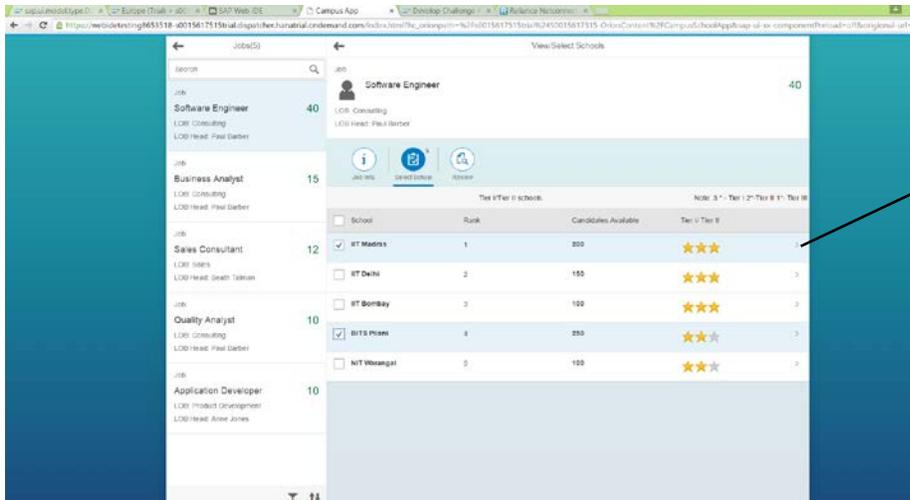
Choose the detail button to get the popup with information and input details
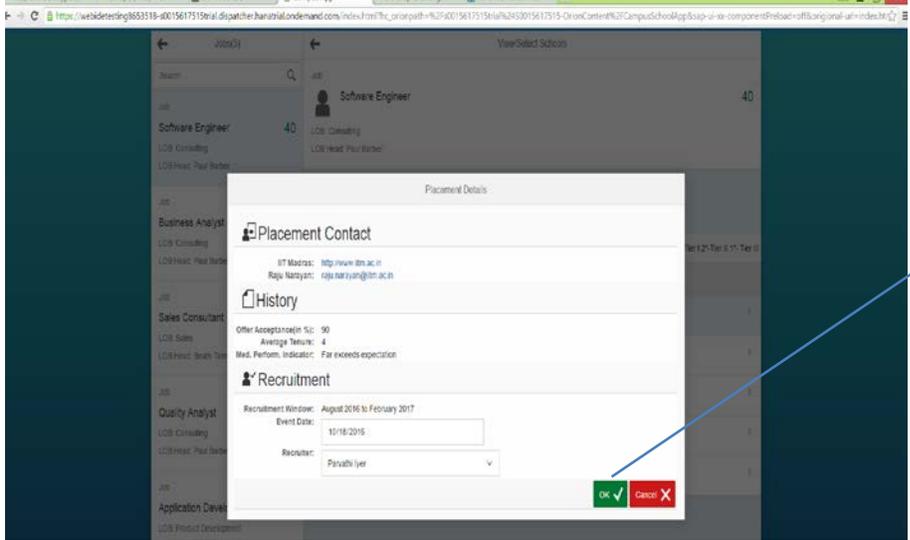


Enter the date and time of the event and press ok button here



Selected schools will appear for review. We can review and save/confirm or reject

YouTube Video link:

https://youtu.be/fpXMNKBhZfQ