

User Needs Example

Staff explanation:

Ideation Quantity: 5

Ideation Quality: 5

This student very effectively captures what the people he observed are trying to get done and the needs they have that will get them there. Each need is communicated well with explanations. They also do not focus too much on solutions.

Student submission:

1. Company recruiter needs a way to make sure her company's image stay modern and tech-focused.
2. Company recruiter needs a way to continue storytelling with students after they leave the booth because their time at the booth is limited, and her firm is not yet well-known
3. Company recruiter needs a way to more efficiently enter information into spreadsheets in real-time.
4. Company recruiter needs a way to communicate information to students who are waiting in line to talk to a company representative because standing-around time is a wasted recruiting opportunity and students may leave
5. Company recruiter needs a way to attract student attention to the company, because the firm is new to the area and does not have an established name among the student body
6. Company recruiter needs a way to measure the effectiveness of different swag in drawing students because swag plays an important role in attracting students to a booth and she wants to provide unique, distinctive items that are appropriate to the campus culture
7. Company recruiter needs a way to know whether snap judgments of students are accurate because company representatives make these judgments when meeting students and adjust the attention they give to specific students based on their estimate of "employability"
8. Company recruiter needs a convenient way to manage the recruiting pipeline all in one solution because the recruiting process is fragmented and data exists within many different tools
9. Company recruiter needs more metrics on candidates at all stages of the pipeline because she wants to optimize the pipeline and to know where to focus more recruiting energy
10. Busy employee (doing recruiting for the day) needs a convenient way to process incoming student data because he doesn't want to add any extra non-billable work to his day
11. Busy employee (doing recruiting for the day) needs a way to remember the people he's met during the day because by the end of the day, he can't connect any of them to their resumes
12. Busy employee (doing recruiting for the day) needs a way to remember his post-conversation judgments about students he meets because it's difficult to remember why a student was important to remember after a long day and he wants to know which students to call back
13. Busy employee (doing recruiting for the day) needs a way to tell which students to focus on in conversation, because he has limited time to talk to any individual student and limited data on which to make that time-allocation judgment

14. Busy employee (doing recruiting for the day) needs a way to digitize his shorthand notes on resumes because he wants to increase the efficiency of the resume review process
15. Busy employee (doing recruiting for the day) needs a way to record the answers that students provide to questions because he can't remember anything beyond answers to a limited subset of questions without a memory aid