Jobs Near Me
Aggregating Jobs for Unemployed Populations

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Background

Social networking tools and online markets tend to target highly educated and highly paid professionals who are likely to be employed or have a professional background (e.g., CareerBuilder, LinkedIn, Amazon Mechanical Turk). Past research [1] suggests that very few of these applications target or provide opportunities for populations that may be unemployed, or who have limited education.

Objective

The goal of the evaluation is to understand the user requirements for new mobile employment based applications. Our vision is to develop a mobile application, which aggregates jobs that unemployed populations find beneficial.

Process

Literature Review
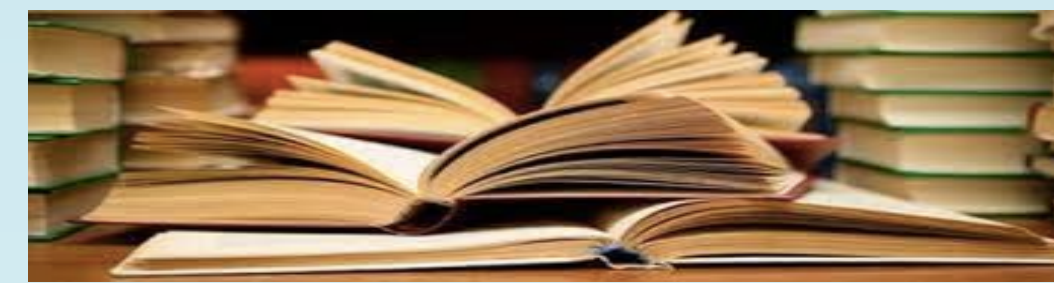
I conducted a brief review of related literature from HCI and sociology domains. I read and summarized 15 research papers and 2 chapters of the "Ways of Knowing in HCI" book.

Competitive Analysis

I conducted a competitive analysis of 9 existing employment applications on the Android App store that varied in their target audiences and types of jobs offered.

Content Analysis

I analyzed the first 20 comments on each of three of the most popular employment apps on the Android App store: Linked Jobs, Indeed Jobs and Snagajob.
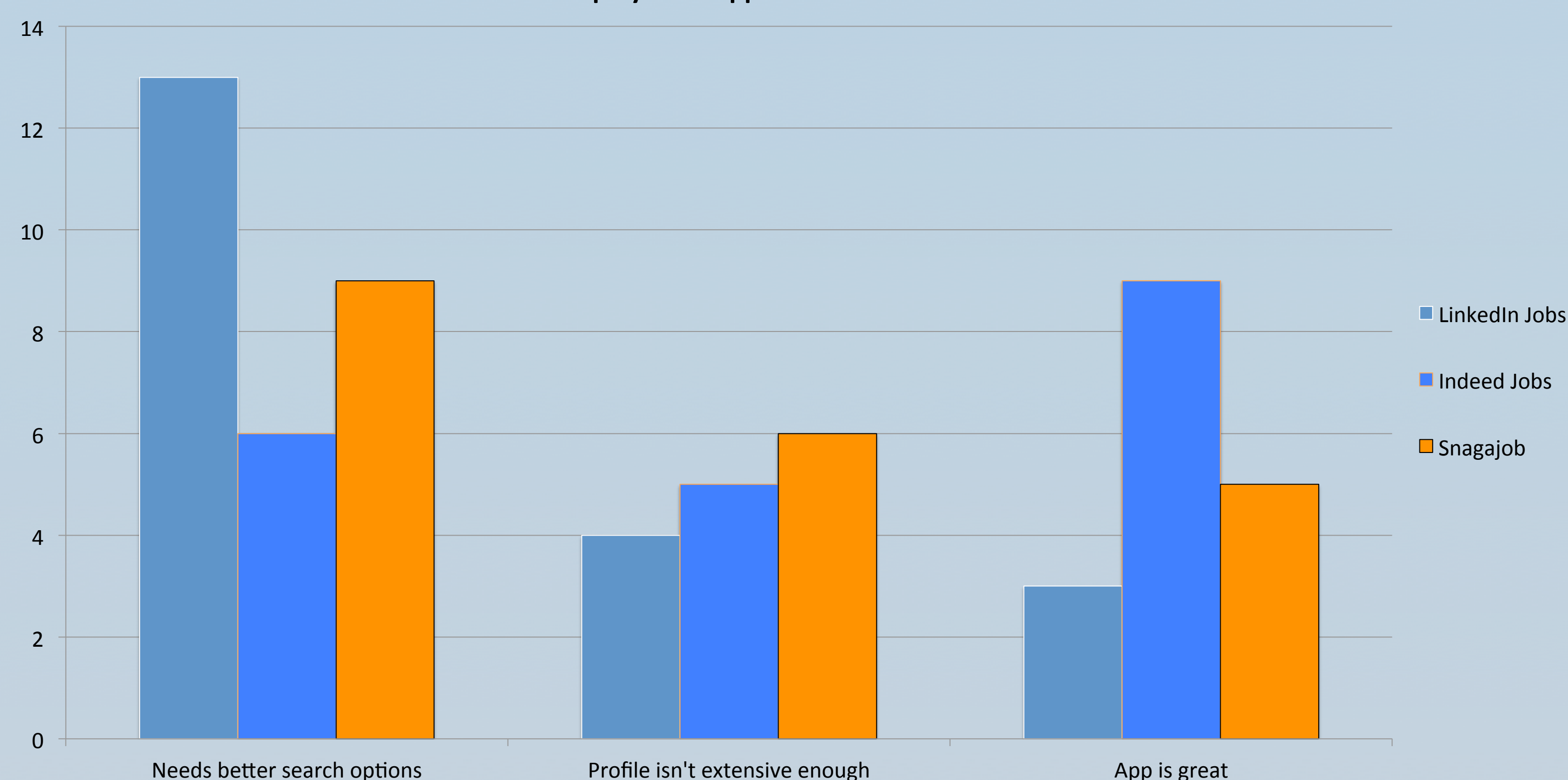
Usability Testing

Each of five participants were read a scenario based on the user profiles from last summers research [1] and asked to find the 2 most relevant jobs to them on each app.

Results

Content Analysis

Employment Application User Comments

Comment Category	LinkedIn Jobs	Indeed Jobs	Snagajob
Needs better search options	13	6	9
Profile isn't extensive enough	4	5	6
App is great	3	9	5

Usability Testing

Our participants faced challenges such as an inability to create strong profiles, irrelevant search options and failure to know if employers actually received their applications. This lead to a question of application reliability.

Users would benefit from:
- The ability to upload an existing resume or CV to their profiles
- Filter options when searching for jobs
- Alerts about the application process after applications have been submitted

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References
1. Jen, B., Kaur, J., De Heus, J., Dillahunt, T. Analyzing employment technologies for economically distressed individuals. CHI '14, Ext. Abstracts, 1945-1950.