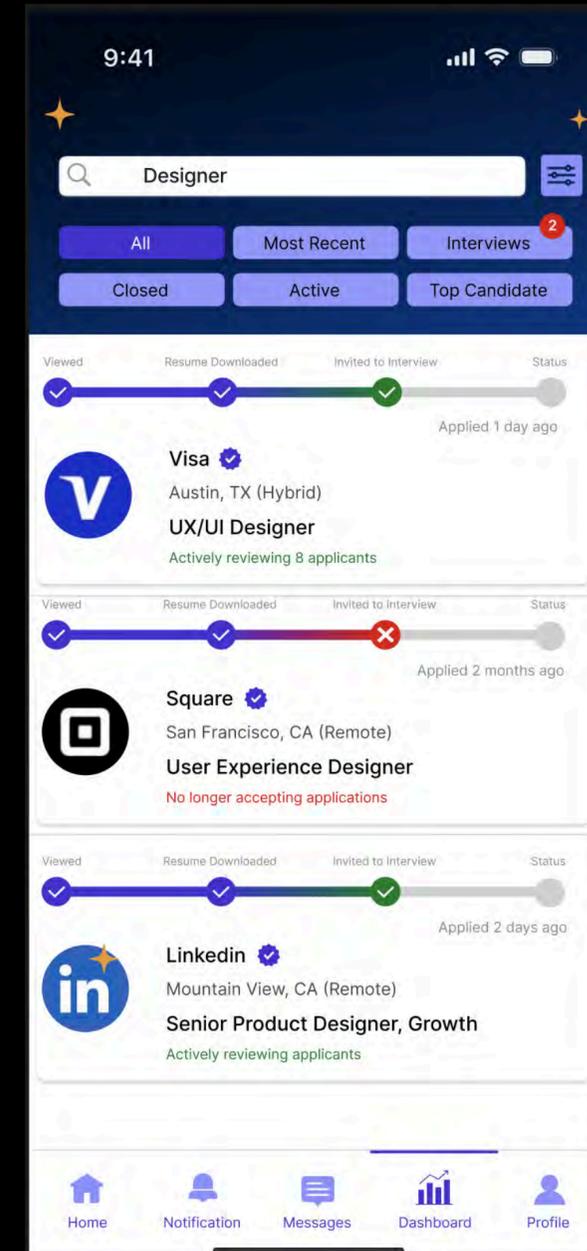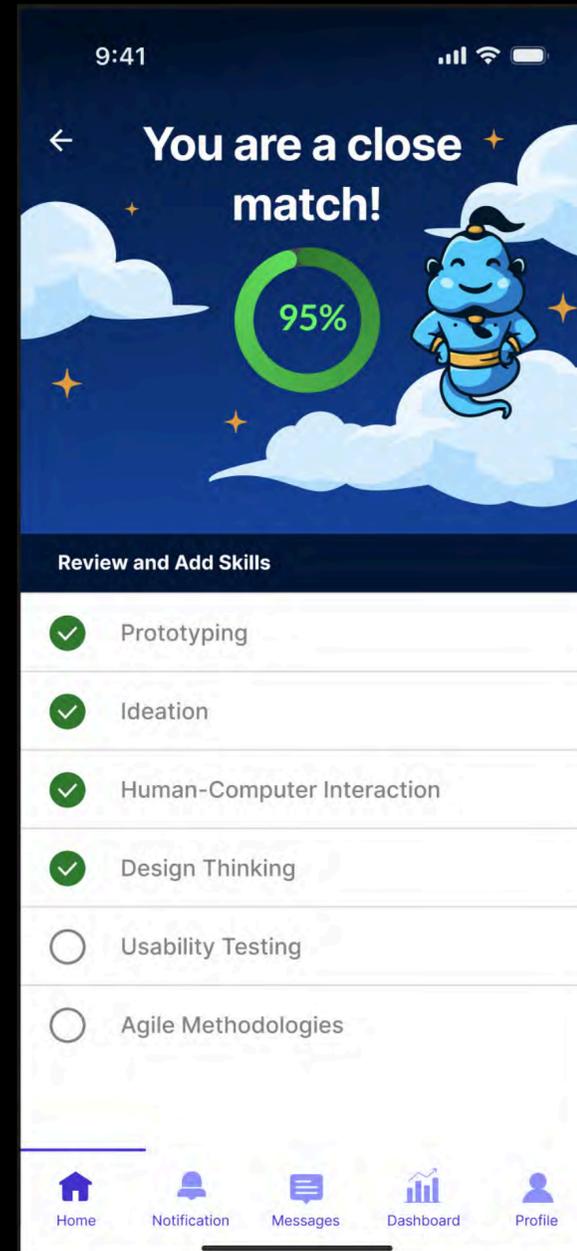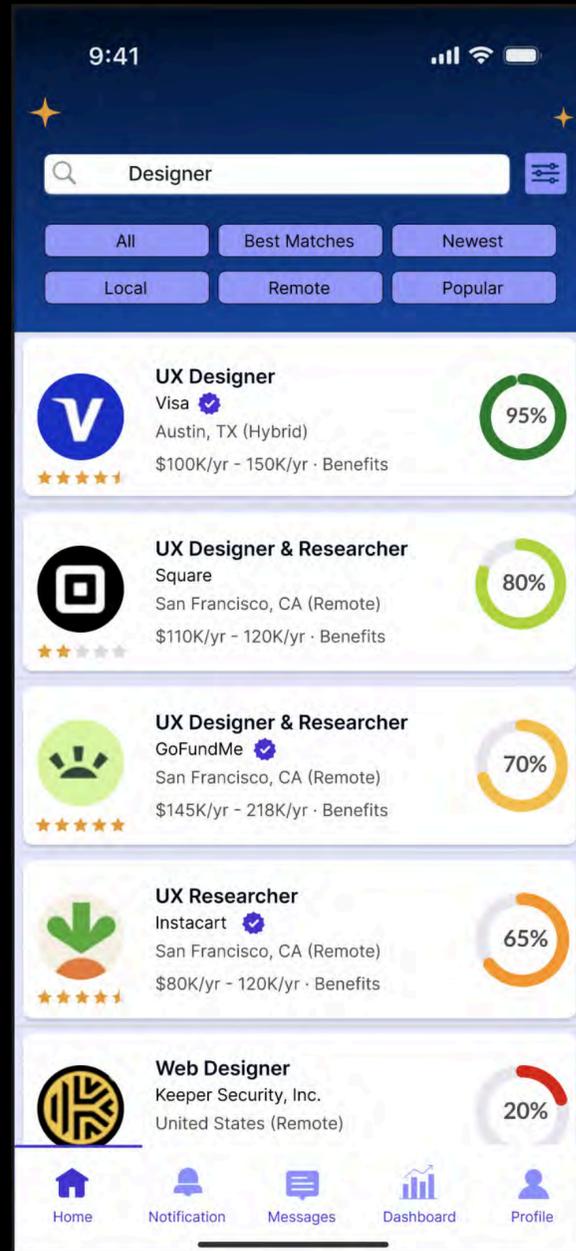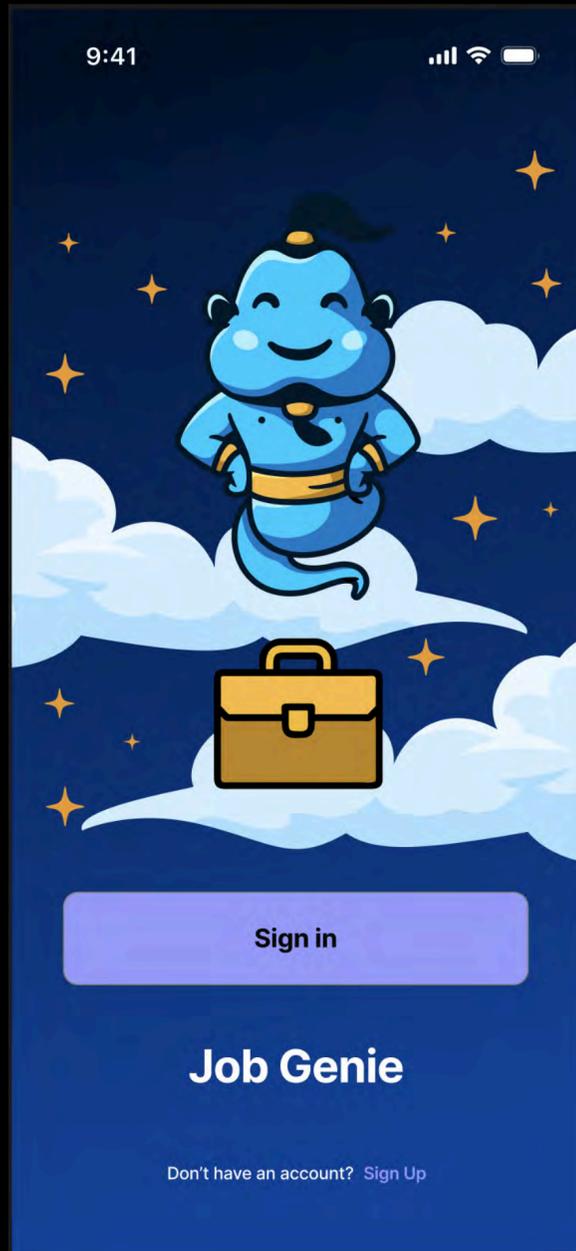# Job Genie

Bringing Humanity Back to the Job Hunt

Introduction

Why I Chose This Project

After losing my job in January, I struggled to find work through LinkedIn and Indeed. The process felt repetitive, impersonal, and frustrating, with constant re-entry of information, AI-driven rejections, scam listings, and no real way to track or follow up on applications. I wanted to design a platform that restores trust and humanity to job searching, while also being accessible for those with a busy schedule.

Key Frustrations:

- Re-entering the same info for every application
- Constant resume/cover letter tweaks
- Scam or duplicate postings
- Instant rejections or no response
- No clear application tracking or follow-ups
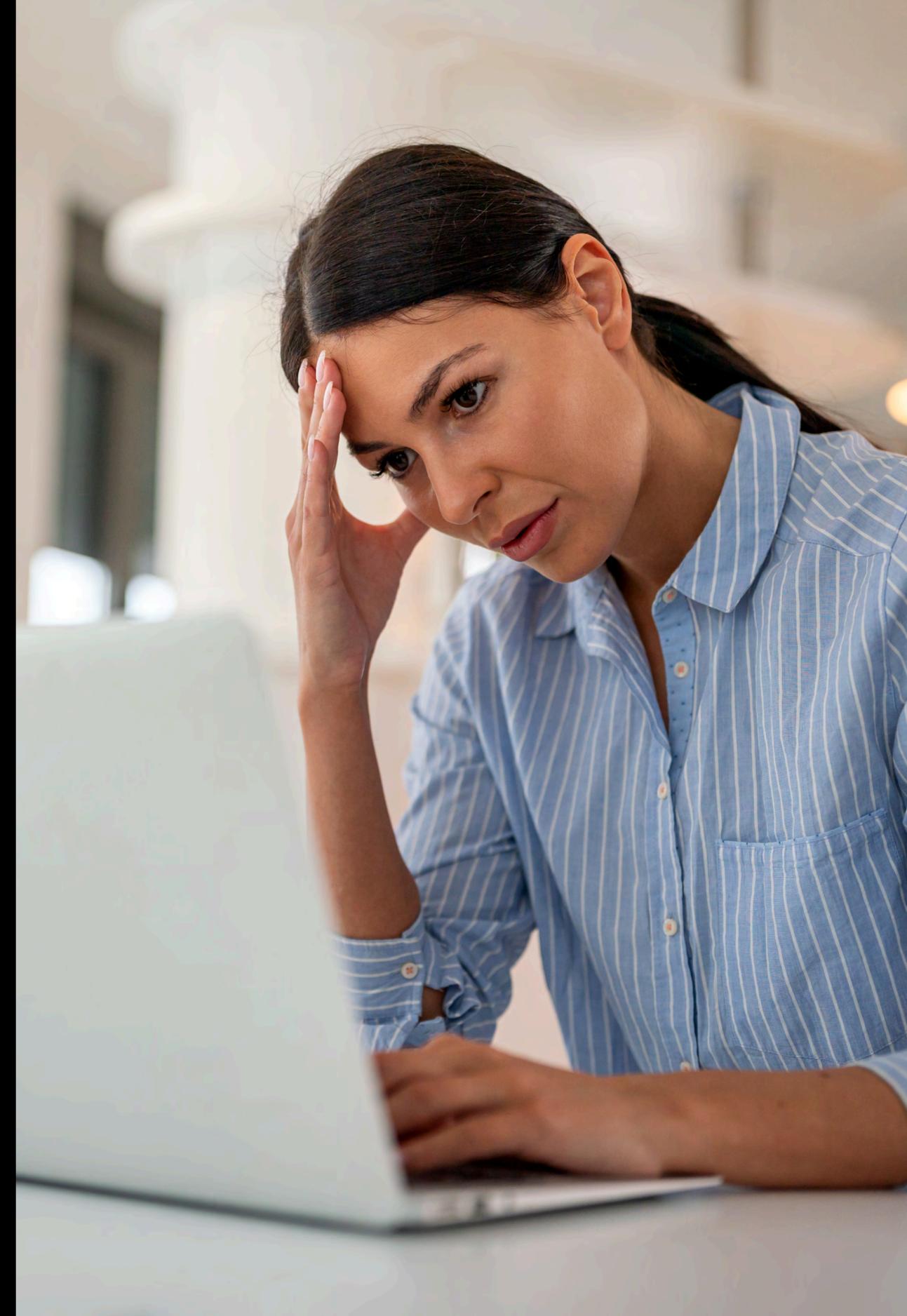
Problem Statement

Problem Statment ————————

Job seekers want to bring humanity back into the application process but face scattered tools, poor transparency, and overwhelming steps. They lose track of applications, miss follow-ups, and get little feedback, leading to burnout when applying to jobs. While some use AI, they want tools that enhance, not replace, their individuality. Current platforms are cluttered with scams, expired listings, and poor usability, lacking a personalized, transparent experience.

5 W's

Who	What	When	Where	Why
Job seekers applying to 100+ roles	Lose track of applications, get little feedback, & fall for scams, and feel rejected by Ai	During the active job search phase	Across various online job boards	Job boards are cluttered with scams, disorganized systems and reliance on Ai

Competitive Analysis

Platform	Description	Ai Use	Strengths	Weaknesses	Opportunity
LinkedIn	Job board within a global professional network	High	Large network, visibility, recruiter access	Feels impersonal, overwhelming, recruiter spam	Build a calmer, human-first experience with light Ai that empowers, not overwhelms
indeed	Large-scale job aggregator	Moderate	Extensive listings, broad industry coverage	Cluttered UX, duplicate/outdated listings, application fatigue	Use Ai for smart filtering, not volume, reduce user stress with better curated results
glassdoor	Job search paired with employee reviews and salary data	Moderate	Company transparency, cultural insights, salary benchmarks	Reviews may be biased/outdated, job tools are secondary	Integrate emotional-fit tools, help users decide where they'd thrive, not qualify

Screener Summary

- 50% of users rely on email to track jobs

- 100% of users have lost track of jobs they have applied for

- All users felt overwhelmed and disorganized while managing their job applications.

- 62.5% of users felt that they have not gotten an interview with the new inclusion of Ai within all job boards and employers. with only 25% indicating that sometimes and only 12.5% saying often.
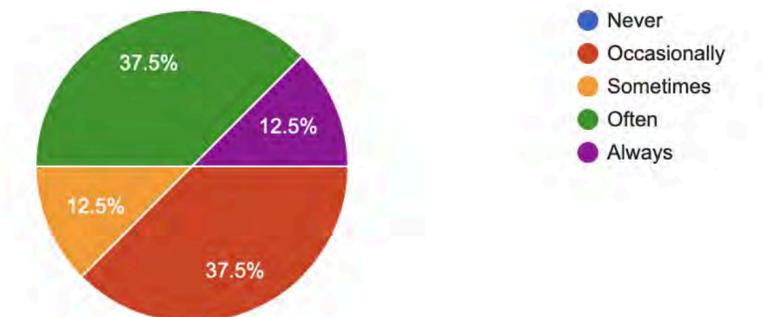
Have you ever lost track of a job you recently applied for?

8 responses

- Yes
- No

100%

How often have you felt overwhelmed or disorganized while managing your job search?

8 responses

- Never
- Occasionally
- Sometimes
- Often
- Always

37.5% 12.5% 12.5% 37.5%

Have you gotten an interview or job using Ai?

8 responses

- Never
- Occasionally
- Sometimes
- Often
- Always

25% 12.5% 62.5%
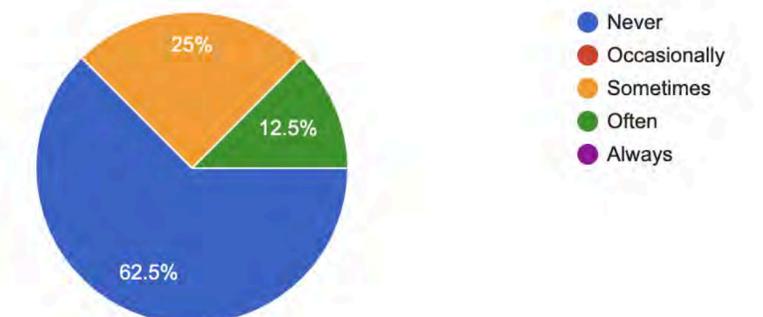
User Research (Interview) Key Insights

Goals

- Understand job search behaviors & frustrations
- Explore comfort with AI and desired features

Key Insights

- AI support (resume tailoring, match scores) valued in moderation.
- Centralized dashboard & flexible control desired
- Pain points: tracking applications, AI bias, overload, and fulling out forms over and over again.

Opportunities

- Build visual tracker & transparent AI tools
- Simplify applications & humanize recruiter contact
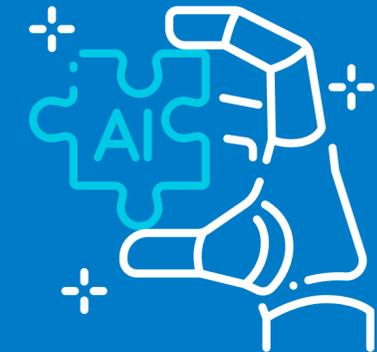
The 3D's - Key Painpoints

Disorganized

No way to track applications

Distrustful

Ghosting, scams, and Ai rejections

Dehumanizing

Ai as a replacement for true human interaction.

Talia, 26
UX Designer
Grad Student
Busy Mom
Works Full-Time
ADHD
Online Job Seeker

> "AI is good, but depending on it totally... it's not 100% right.."

Bio

Talia is a Job Seeker who happens to have ADHD, who struggles to stay organized and often times misses opportunities. She is looking for a new full-time position, and has found it increasingly difficult recently. She got hired back in 2020 for her current role and has noticed the market has shifted and become more challenging.

Pain Points & Frustrations

- Ghosted after submitting detailed UX audits
- No way to track applications or responses
- Suspects AI filters are rejecting her unfairly
- Lacks confidence in job postings due to scams

Goals

- Land a role where her skills are recognized
- Have clarity and feedback throughout the process
- Avoid scams and time-wasters
- Be able to stay organized an on top of the application process for multiple jobs

Tasks

- Apply for 10 - 15 jobs per week
- Track applications
- Edit multiple resumes
- Write multiple cover letters

User Journey Map

Present

USER JOURNEY MAP / The Job Search Experience

TALIA
"Ai is good, but depending on it totally...it's not 100% right."

SCENARIO
Talia is applying for jobs, preparing and submitting applications and trying to track applications and interviews.

EXPECTATIONS
- Find Employment
- Easy to navigate
- Receive Feedback

STAGES	STAGE 1 ▶	STAGE 2 ▶	STAGE 3 ▶	STAGE 4 ▶	STAGE 5
PHASES	Job searching & reviewing jobs	Preparing and submitting application	Waiting and interview process	Interview and decision	Post-interview & follow-up
GOALS	Find relevant and trustworthy job opportunities.	Submit a strong, complete application.	Stay informed and prepare well in interviews.	Understand outcome and make decisions.	Maintain professional relationships and improve for future.
ACTIONS	1. Browsing and filtering job listings. 2. Reading job descriptions. 3. Checking company info and legitimacy.	1. Updating and tailoring resume and cover letter. 2. Uploading documents and filling application forms.	1. Monitoring application status. 2. Following up. 3. Scheduling and preparing for interviews.	1. Attending interviews. 2. Receiving offers or rejections.	1. Sending messages and connecting with recruiters. 2. Negotiating offers or seeking feedback.
THOUGHTS	1. Find relevant and trustworthy job opportunities.	1. Did I tailor this enough? 2. Will they notice my application?	1. Have they seen my application? 2. How do I prepare?	1. Did the reject me? 2. Did I track all of my interviews? 3. Am I missing any opportunities?	1. Did I prepare adequately?
PAIN POINTS	1. Overwhelming number of listings. 2. Vague job details.	1. Uncertainty about tailoring. 2. Complex submission process.	1. Lack of updates. 2. Unclear communication.	1. Stressful waiting. 2. Unclear feedback.	1. Difficulty getting feedback. 2. Awkward negotiations.
EMOTIONS	😁 Hopeful	😐 Anxious but still motivated.	😔 Frustrated	😬 Nervous	😐 Reflective & Proactive
OPPORTUNITIES	1. Better filters. 2. Verified job info.	1. Ai tools to assist customization and simplify forms.	1. Transparent status updates. 2. Interview prep resources.	1. Clear feedback and decision communication.	1. Guidance on follow-up etiquette and negotiation tips.

User Journey Map

Future

USER JOURNEY MAP / The Job Search Experience

TALIA
"Ai is good, when it benefits the user."

SCENARIO
Talia is applying for jobs using Job Genie, which helps her customize her resume and messages, tracks progress, and maintains clarity.

EXPECTATIONS
- Find meaningful employment faster
- Smooth, transparent process
- Personalized guidance & feedback

STAGES	STAGE 1 ▶	STAGE 2 ▶	STAGE 3 ▶	STAGE 4 ▶	STAGE 5
PHASES	Job searching & reviewing jobs	Preparing and submitting application	Waiting and interview process	Interview and decision	Post-interview & follow-up
GOALS	Quickly find verified, relevant job opportunities.	Send strong, tailored applications without burning out.	Stay updated & feel prepared for interviews	Understand outcome and make decisions.	Strengthen relationships & make informed choices.
ACTIONS	1. Browsing s job listings curated by Job Genie. 2. Uses smart filters to avoid scams and irrelevant postings. 3. Reads Ai-assisted job descriptions simplified for clarity.	1. Auto-tailors resume & cover letter with ai/non-ai assistance. 2. Uses resume to apply for roles to reduce frustration and redundancy.	1. Tracks applications with clear dashboards. 2. receives automated status updates with reminders. 3. Accesses Interview prep resources & practice Q& A	1. Receives clear feedback summaries when possible 2. Uses comparison tools to evaluate offers.	1. Sends polite, Ai-suggested follow-up messages if needed. 2. Stores recruiter messages within the message tabs for quick reference.
THOUGHTS	"These listings feel legit and actually fit my skills."	"This was so much faster. I don't have to rewrite everything or re-input everything.	"I know exactly where I stand with each job."	"I can actually keep track of feedback and compare my options."	"I feel supported, even when negotiating, it's not as intimidating."
PAIN POINTS	1. No more overwhelming or suspicious postings due to verification checkmark. 2. Quickly find relevant job postings.	1. Eliminates resume fatigue & confusing forms.	1. No more uncertainty or constant second-guessing 2. clear communication.	1. No more stressful waiting or unclear decisions. 2. No unclear feedback.	1. Removes awkwardness 2. Removes lack of guidance
EMOTIONS	😁 Confident & hopeful	😃 Motivated & Empowered	😃 Reassured & Prepared	😃 Confident & in Control	😃 Reflective & Empowered
OPPORTUNITIES	1. Smart filters with scam detection. 2. Verified job postings as well as verified companies.	1. Ai-assisted cover letter tailoring.	1. Transparent status tracking. 2. Personalized interview prep tools per role.	1. Log notes and recruiter insights in app.	1. Follow-up etiquette suggestions. 2. Negotiation support tools.

Bio

Jordan is a seasoned neurodivergent Product Manager who was recently laid off from a mid-sized tech company. Jordan finds the current job market overwhelming, especially with inconsistent communication, unclear expectations, and overly automated systems. He values structure, clarity, and authenticity, and is looking for a remote role that supports both his family responsibilities.

Jordan, 34
Product Manager
Parent of Two
Unemployed
Seeking Remote
Work

> "I want tech that works with me, not against me. Just because it's fast doesn't mean it's fair.""I want tech that works with me, not against me. Just because it's fast doesn't mean it's fair."

Pain Points & Frustrations

- Job descriptions are vague or misleading
- Application processes are overly long and redundant
- Gets filtered out by automated systems despite qualifications
- Finds it hard to keep track of customized resumes and follow-ups
- Experiences sensory and cognitive fatigue from disorganized platforms

Goals

- Secure a stable, remote role with a clear job scope
- Use tools that reduce cognitive load and decision fatigue
- Receive human signals in the process, like feedback, rejections, or updates

Tasks

- Track applications and tailor resumes efficiently without starting from scratch each time
- Search for jobs that closely match his skill set.
- Follow-up with recruiters

User Journey Map

Present

USER JOURNEY MAP / The Job Search Experience

JORDAN
"I want tech that works with me, not against me. Just because it's fast doesn't mean it's fair."

SCENARIO
Jordan, a recently laid-off Product Manager and parent of two, is searching for remote work and finds current platforms overwhelming due to vague listings, repetitive applications and lack of human feedback.

EXPECTATIONS
• Find remote work that's stable and trustworthy.
• Reduce decision fatigue
• Clarity in communication & feedback

STAGES	STAGE 1 ▶	STAGE 2 ▶	STAGE 3 ▶	STAGE 4 ▶	STAGE 5
PHASES	Job searching & reviewing jobs	Preparing and submitting application	Waiting and interview process	Interview and decision	Post-interview & follow-up
GOALS	Find remote, stable roles matching his skills.	Submit a strong, accurate applications without excessive effort.	Stay updated on application progress.	Understand outcome clearly.	Manage relationships, learn from experience.
ACTIONS	1. Browses multiple job boards. 2. Struggles with vague or misleading job descriptions. 3. Screens for remote eligibility and benefits.	1. Rewrites long, redundant application forms. 2. Uploads multiple versions of documents.	1. Refreshes dashboard across job boards. 2. Receives little to no feedback. 3. Prepares for interviews without guidance.	1. Attends stressful interviews. 2. Gets ghosted or vague rejection emails. 3. Struggles comparing opportunities.	1. Unsure how to follow-up with recruiters. 2. Struggles with negotiation. 3. Lacks support in decision-making.
THOUGHTS	"Does this role even match what I can do?"	"This is exhausting. Why do I have to enter the same info everywhere?"	"Am I being rejected, or are they just ignoring me?"	"Why can't they just be clear with me?"	1. "Did I say the wrong thing?" 2. "Should I follow-up?"
PAIN POINTS	1. Unclear job descriptions. 2. Misleading postings.	1. Repetition. 2. Redundancy. 3. Cognitive Fatigue.	1. No feedback. 2. Unclear status. 3. Isolation.	1. Poor feedback. 2. Unclear outcomes.	1. Awkward follow-up, no guidance.
EMOTIONS	😕 Overwhelmed	😩 Drained	😔 Frustrated	😬 Nervous & Drained	😞 Disheartened
OPPORTUNITIES	1. Clearer job descriptions. 2. Verified Postings.	1. Streamlined, process to apply for jobs.	1. Transparent status updates. 2. Interview prep support.	1. Structured feedback	1. Follow-up messaging support. 2. Negotiation help.

User Journey Map

Future

USER JOURNEY MAP / The Job Search Experience

JORDAN
"Job Genie helps me focus on what matters, I feel supported instead of drained."

SCENARIO
Jordan uses Job Genie to streamline applications, reduce cognitive load, and stay on top of his job search with clarity and fairness.

EXPECTATIONS
- Clear job matches & authentic postings.
- Reduce redundancy & fatigue.
- Transparent communication & support.

STAGES	STAGE 1 ▶	STAGE 2 ▶	STAGE 3 ▶	STAGE 4 ▶	STAGE 5
PHASES	Job searching & reviewing jobs	Preparing and submitting application	Waiting and interview process	Interview and decision	Post-interview & follow-up
GOALS	Quickly find verified, remote roles.	Apply efficiently without repetitive effort.	Stay updated & reduce anxiety.	Gain clarity & make informed choices.	Strengthen relationship.
ACTIONS	1. Uses smart filters to see roles matching his skills. 2. Confirms job legitimacy through verification badges.	1. Auto-customizes resume with ai tools. 2. Assistance with non-ai tools.	1. Tracks progress on a clean, visual dashboard. 2. Gets status updates and interview prep reminders. 3. Practices with guided interview prep tools.	1. Logs recruiter notes in app. 2. Reviews feedback summaries provided. 3. Uses offer comparison tools to evaluate.	1. Sends Ai-suggested polite follow-up emails.
THOUGHTS	"These postings are clear and honest. Finally."	"This feels so much easier, I'm not rewriting everything."	"I know exactly where I stand."	"I can finally make decisions without second-guessing."	"I'm not alone in this."
PAIN POINTS	1. Misleading postings. 2. Vague discriptions.	1. Redundancy. 2. Fatigue. 3. Disorganization	1. Lack of updates. 2. Poor communication.	1. Ghosting. 2. Unclear outcomes. 3. Decision fatigue.	1. Awkward follow-up.
EMOTIONS	😁 Hopeful & Focused	😌 Relieved & Motivated	😎 Confident & Prepared	🙂 Empowered & Reassured	🙂 Confident & Supported
OPPORTUNITIES	1. Verified postings. 2. Ai job clarity tools.	1. Ai-tailored resumes. 2. Autofill applications. 3. Organized resume storage.	1. Transparent tracking. 2. Interview coaching tools.	1. Clear feedback and decision communication.	1. Follow-up messaging templates.

Affinity Mapping

Affinity Mapping - Categories & Themes

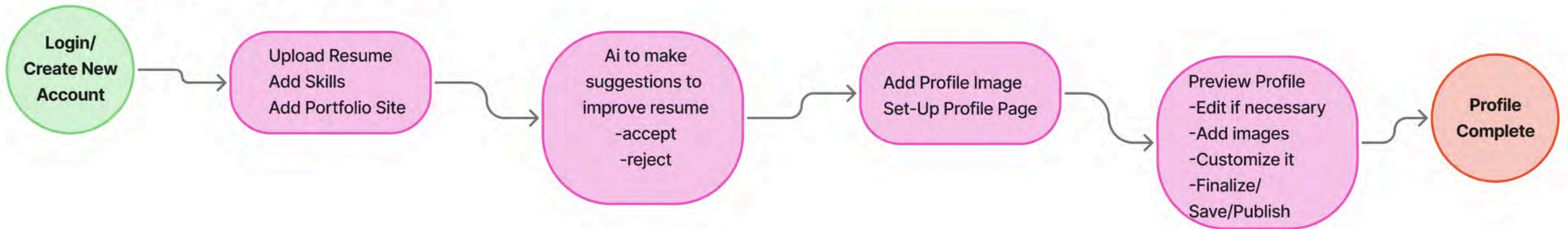| Tracking & Organization	Ai is Useful but not Fully Trusted	Poor Job Board UX (Especially LinkedIn & Workday)
Archana		
"I keep forgetting... I don't know how to do that. Sometimes I apply two times."	"AI needs a human to correct it."	"AI needs a human to correct it."
"There is no tool, and I just rely on emails."		"I have to reapply or waste time."
Essie		
"It would be nice to have a centralized place to track all that information."	"Definitely comfortable using AI... I use it to reword things for specific job posts."	"Workday makes you upload a resume, then retype everything again."

Themes/Categories

1. Lack of tracking & organization
2. Ai is useful but not fully trusted
3. Poor job board UX
4. Lack of feedback creates anxiety
5. Visual dashboards are widely desired
6. Human-centered matching is preferred
7. Job search is overwhelming and frustrating
8. Tracking applications is poorly managed
9. Ai is seen as a useful assistant, not a replacement
10. Doubt and distrust in job boards
11. Users want transparency & smart matching
12. Ai bias & ethics - mixed feelings

User Flows   Onboarding
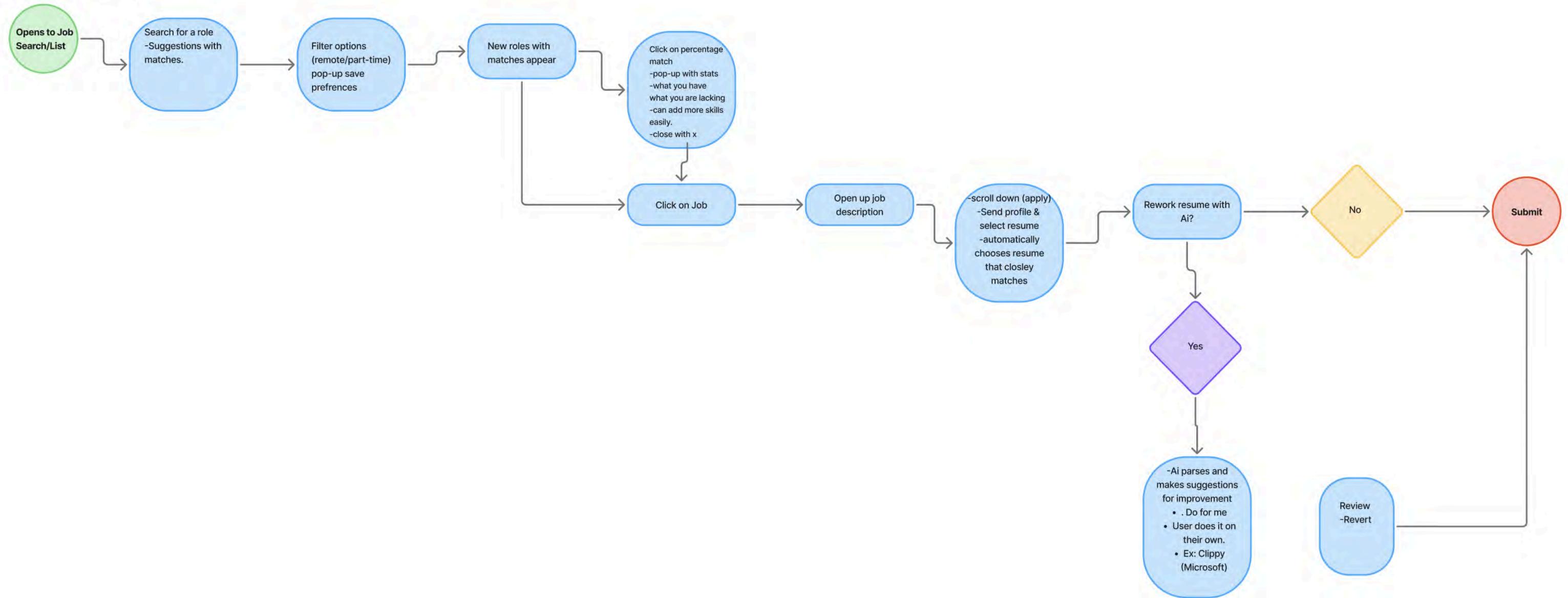
Flow 1 - Login/Upload Resume/Set-up Profile

Login/ Create New Account → **Upload Resume / Add Skills / Add Portfolio Site** → **Ai to make suggestions to improve resume -accept -reject** → **Add Profile Image / Set-Up Profile Page** → **Preview Profile -Edit if necessary -Add images -Customize it -Finalize/ Save/Publish** → **Profile Complete**

User Flows   Job Matching

Flow 2 - Job Matching

Opens to Job Search/List → **Search for a role** -Suggestions with matches. → **Filter options** (remote/part-time) pop-up save prefrences → **New roles with matches appear** → **Click on percentage match** -pop-up with stats -what you have what you are lacking -can add more skills easily. -close with x

→ **Click on Job** → **Open up job description** → **-scroll down (apply)** -Send profile & select resume -automatically chooses resume that closley matches → **Rework resume with Ai?** → **No** → **Submit**

Rework resume with Ai? → **Yes** → **-Ai parses and makes suggestions for improvement**
- . Do for me
- User does it on their own.
- Ex: Clippy (Microsoft)

Review -Revert

User Flows Apply

Flow 3 - Apply
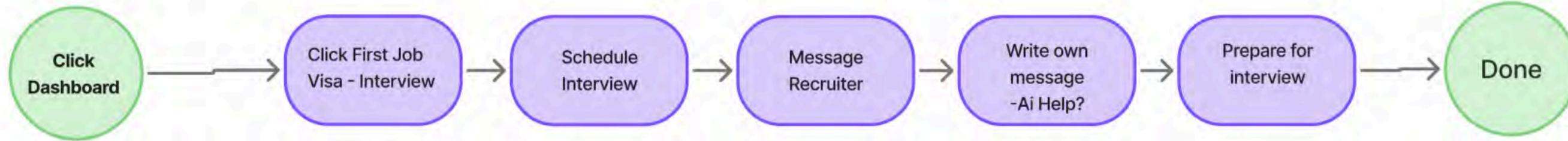
User Flows Messaging

Flow 4 - Messaging

Job Search Screen → Click on job → find messages → click message → Write message → Ai assistance for messages → Send
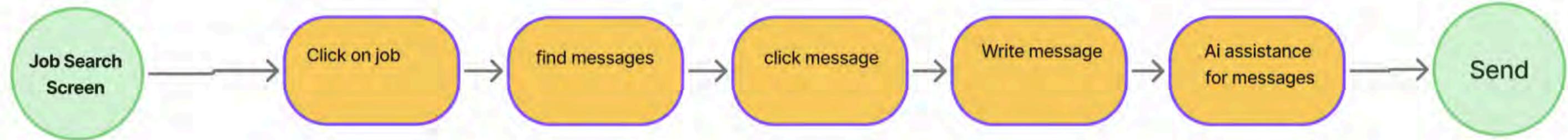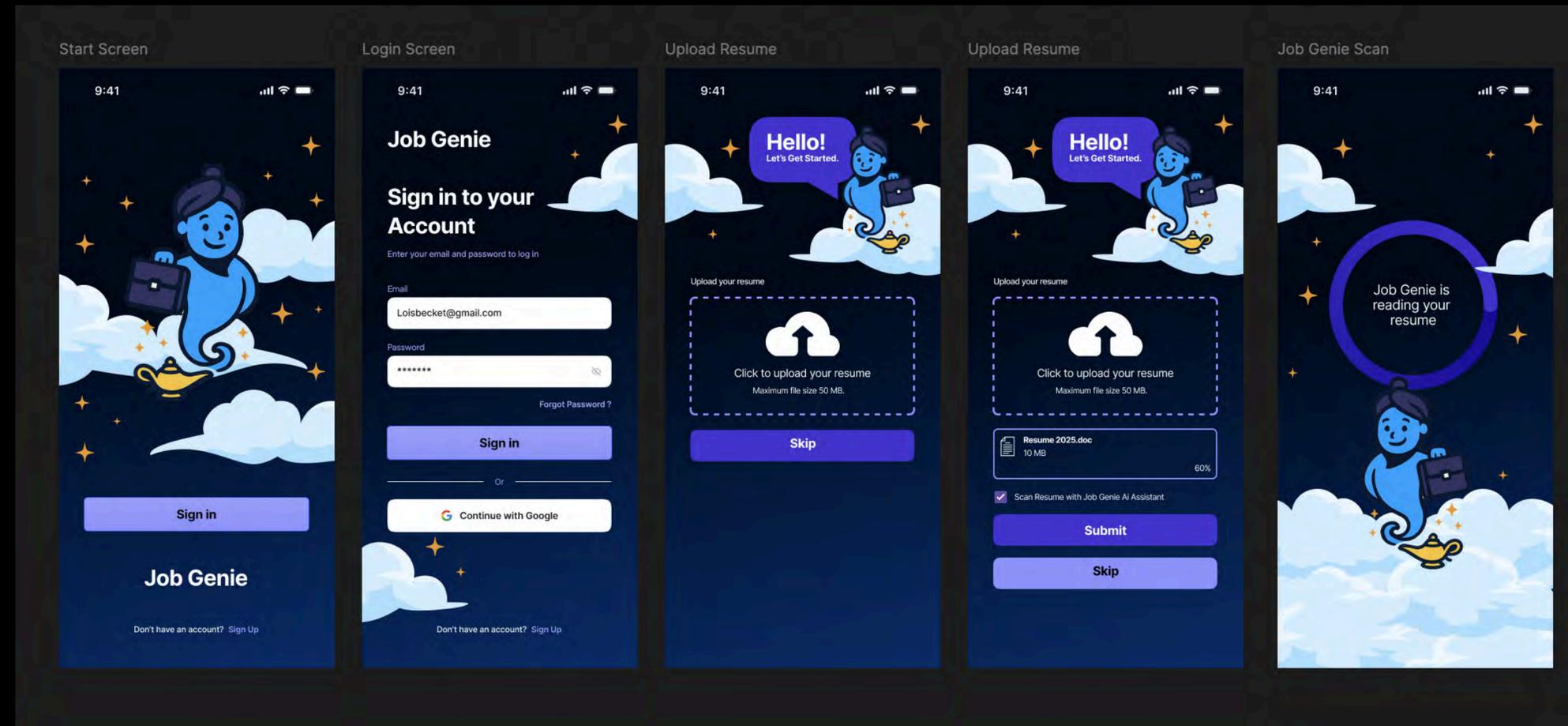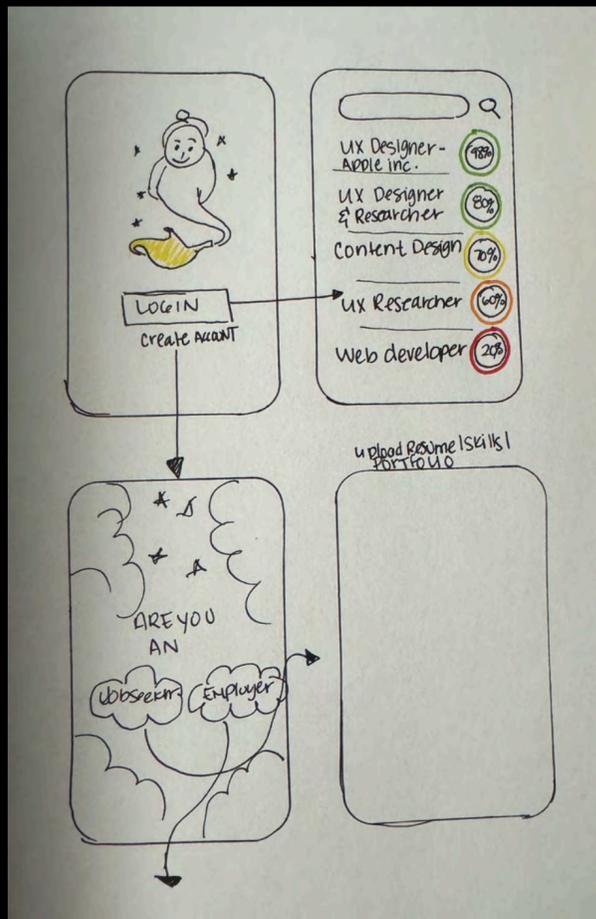
Wireframes

Challenges & Solutions

Challenges

- Scattered tools and overwhelming application steps create confusion.
- Lack of transparency makes it hard to track applications, follow-ups, or feedback.
- Burnout from repetitive tasks and impersonal processes.
- Platforms are cluttered with scams, expired listings, and poor usability.
- AI tools feel generic, often replacing individuality instead of supporting it.

Solutions (Job Genie)

- Centralized platform to manage applications and updates in one place.
- Transparent tracking with reminders, recruiter communication, and feedback loops.
- Streamlined, human-centered application process that reduces repetitive work.
- Verified, up-to-date job postings to eliminate scams and expired listings.
- AI-assisted tools that enhance personalization while keeping individuality intact.

Impact & Outcomes

Clarity & Control

Job seekers manage all applications, updates, and communication in one organized space

Transparency Restored

Clear tracking reduces missed follow-ups and increases response rates.

Reduced Burnout

A streamlined, human-centered flow saves time and keeps the process less overwhelming.

Trust & Safety

Verified postings eliminate scams and outdated listings, creating confidence in the platform.

Personalized Experience

Ai enhances applications with tailored suggestions while preserving individuality.

Opportunities

Better Tracking, personalization, and feedback loops increase the changes of landing interviews and jobs.

Usability Test - Findings

| Name	About
[Name]	[age, location, profession, relevant details]
Jessie Hepp	UX Designer
Vanessa Soza	Teacher
Nadia Butt	Graphic Designer
Essie Eversley	Project Manager
Archana Kumari	UX Designer
Philip Chong	Sales

Key Findings:

- Smooth resume upload & profile setup
- AI vs Non-AI choice valued
- Pain points: onboarding, resume editing, button placement
- Key fix: clarity & consistency in flows

Prototype - Interaction Demo

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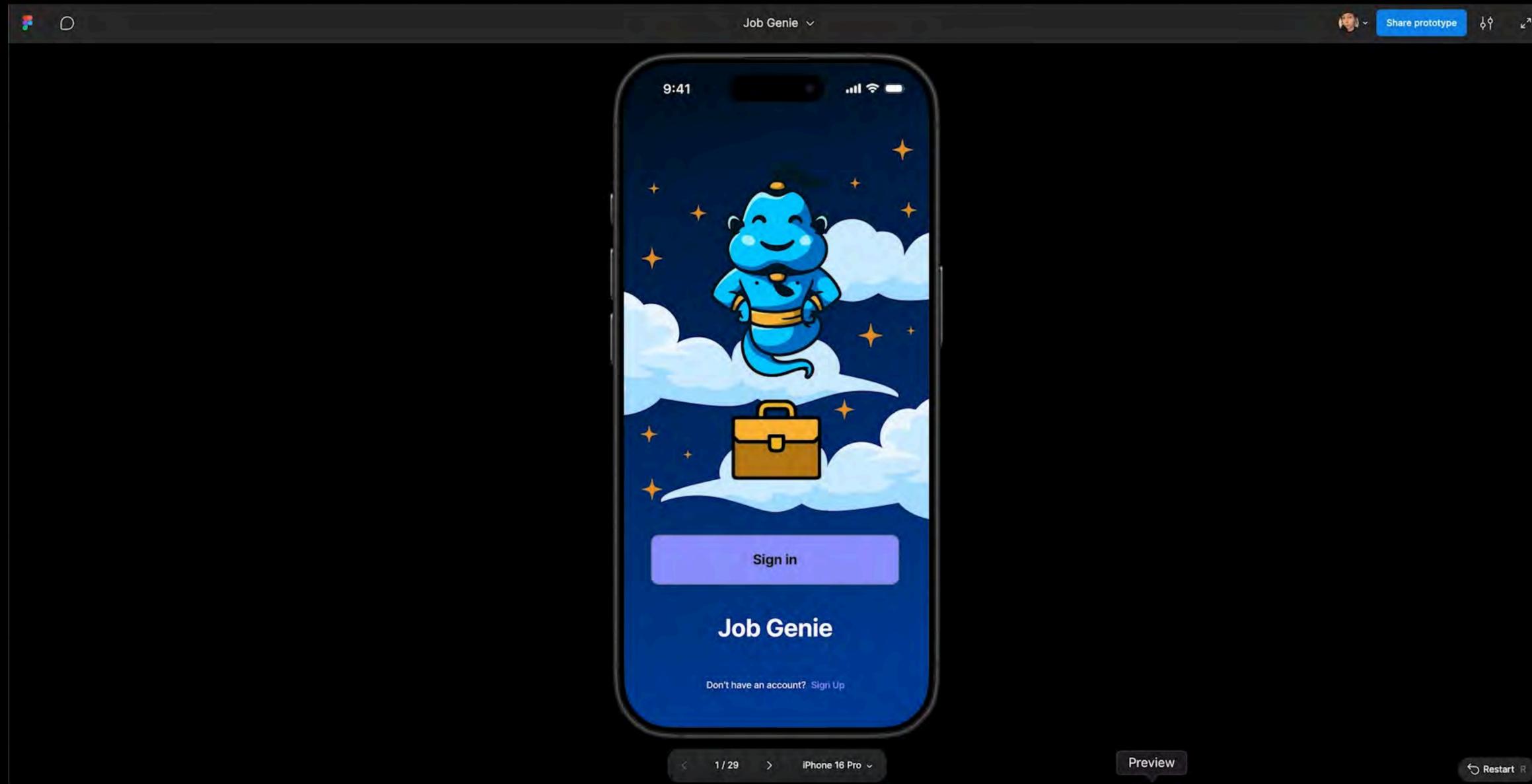
Next Steps & Future Vision

Next Steps

- Employer Site Build
- Employer cap of candidates
- Reviews
- Interview Platform
- Refine UX
- More Testing

Future Vision

- End-to-End Hiring Hub
- Authentic Hiring Experience
- Smart AI Matchmaking
- Global Talent Network
- Career Growth

Reflection

- Users valued choice between AI assistance and manual control, reinforcing the need for flexibility.
- Trust is shaped not just by features, but by clarity, transparency, and attention to detail.
- Small UX details (button placement, wording, flow) had a big impact on confidence and ease of use.
- Human-centered design—acknowledging individuality—proved more valuable than speed alone.
- Job Genie isn't just about applying to jobs faster—it's about creating a fairer, more human-centered future of work.

Appendix

- Desk Research
- Competitive Analysis (also in Figma file)
- Screener Survey
- Interview Guide
- Interview Affinity Map
- Interview Findings Summary
- Personas (also in Figma file)
- Journey Maps (also in Figma file)
- User Flows (also in Figma file)
- Wireframes

- Prototype (Low/Mid)
- Usability Testing Plan
- Usability Test Findings
- Prototype (Final)
- Prototype Video
- Case Study
- Project Plan Proposal
- Project Management Tool (used project proposal to stay on track)
- Presentation

References

- Linkedin
- Indeed
- LinkedIn's job-matching AI was biased. The company's solution? More AI.
- The Hidden Downsides of Using AI in Your Job Search
- Study links AI to fewer job openings
- Consequences of Over-Reliance on AI in HR
- The Impact of AI on the Job Market: Opportunities and Challenges
- The Impact of AI on Job Roles, Workforce, and Employment: What You Need to Know
- Creating Clippy: The Story Behind Microsoft's Iconic Assistant

THANK YOU!