

# User Survey Findings

Team #2 / Onward

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**MDIA 2003 & IDSP 2380 User Research**

# Summary

**Date of Report:** October 8, 2024

**Date of Interview(s):** October 7, 2024

**Date:** October 8, 2024

**Please print your name:** Holden, Jackson, Jasmine, Jerome, Nea, Rawan, Angela

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## Who we interviewed/surveyed

A total of 12 participants took part in our survey, 33% of them being immigrants. Respondents were primarily Healthcare professionals, with 4-11+ years in the industry, specifically in the nursing sector. The responses provided insight into common challenges healthcare professionals face during the interviewing process, as well as information regarding the use of interview preparation tools.

Immigration Status		Location	
Immigrant	4	Metro Vancouver	11
Non-Immigrant	8	Out of BC	1
<b>TOTAL (participants)</b>	<b>12</b>	<b>TOTAL (participants)</b>	<b>12</b>
Age		Ethnicity	
<24	3	Southeast Asian	8
25 - 34	1	East Asian	2
35 - 44	5	Hispanic or Latino	1
45 - 54	3	White or European Descent	1
<b>TOTAL (participants)</b>	<b>12</b>	<b>TOTAL (participants)</b>	<b>12</b>
Gender		Education Level	
Women	9	Bachelors	6
Men	3	Diploma	3
<b>TOTAL (participants)</b>	<b>12</b>	Certification	1
		MD (Doctor of Medicine)	1
		College	1
		<b>TOTAL (participants)</b>	<b>12</b>

**Work Experience**

**Position**

0 - 2 years	3	L.P.N (Licensed Practical Nurse)	4
2 - 4 years	2	R.N (Registered Nurse)	2
7 - 10 years	2	Registered Psychiatric Nurse	5
11 +	5	Nursing Student	1
<b>TOTAL (participants)</b>	<b>12</b>	<b>TOTAL (participants)</b>	<b>12</b>

#### **Interview Prep Applications**

Youtube	1
LinkedIn	1
None	10
<b>TOTAL (participants)</b>	<b>12</b>

## **Secondary Research**

To get to where our team is right now, we started by conducting research to find the key pain points immigrants face when moving to Canada with the focus on the struggle in finding jobs, specifically in the

job interview process. We also collected research on existing competitors. We conducted a competitive analysis to figure out what has already been done, and what we could do to fill in the gaps where we could differentiate ourselves and add value. With a clearer focus on the problem, we had to scope down our target audience. To do this, we did research on the specific job sectors immigrants usually apply to, and we identified which ones present the most difficulties. By doing this, it allowed us to really narrow down our focus.

For the initial research, we relied on studies done on immigrant employment challenges in Canada, research papers, articles, and reports from government websites. We also used social media platforms such as Reddit and Twitter to do social listening and read about people's experiences. As for the competitive analysis, we looked for a few different job interview coaching apps.

We chose to find our research through studies, research papers, and articles because it provided us the needed data and insights on the issues immigrants face. We chose to use social media because we wanted to find a more personal view of immigrant experiences. And last, we chose to do a competitive analysis so that we could make a solution that stands out more, and to help target a problem that has not been solved yet.

## Description

Links to secondary Research from articles and studies:

1. <https://oreopoulos.faculty.economics.utoronto.ca/wp-content/uploads/2014/03/Why-Do-Skilled-Immigrants-Struggle-in-the-Labor-Market.pdf>
2. <https://thoughtleadership.rbc.com/proof-point-canada-is-failing-to-put-immigrant-skills-to-work/>
3. <https://buildingexcellence.ca/2024/04/22/women-indigenous-people-and-immigrants-increasingly-important-to-construction-trades/#:~:text=In%202022%2C%20meanwhile%2C%20newcomers%20compri sed,with%20growth%20and%20offset%20retirements.>
4. <https://www.canada.ca/en/employment-social-development/news/2022/01/skills-trade.html>
5. <https://www150.statcan.gc.ca/n1/pub/36-28-0001/2024009/article/00005-eng.htm>
6. <https://iecbc.ca/whats-stopping-you-overcoming-barriers-to-hiring-tech-skilled-immigrant-talent-in-canada/>
7. <https://www.google.com/url?q=https://immigration.ca/canada-to-spend-90m-improving-credential-recognition-of-immigrant-healthcare-workers/&sa=D&source=docs&ust=1728468859199684&usg=AOvVa w0tRDKtxJbjdz-kqto0iuAT>
8. <https://www150.statcan.gc.ca/n1/pub/75-006-x/2021001/article/00004-eng.htm>
9. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10604379/>
10. <https://financialpost.com/real-estate/immigration-boost-trudeau-homebuilding-ambition>
11. <https://www.jvstoronto.org/blog/overcoming-job-related-challenges-as-newcomers-in-canada/>
12. <https://shiftworkplace.com/typical-problems-immigrants-face-in-their-first-jobs-and-how-to-leverage-them/>
13. [https://tspace.library.utoronto.ca/bitstream/1807/94782/1/Canadian%20Experience%20employment%20challenges\\_Sakamoto.pdf](https://tspace.library.utoronto.ca/bitstream/1807/94782/1/Canadian%20Experience%20employment%20challenges_Sakamoto.pdf)
14. <https://newcanadians.tv/canadian-interview-prep-tips-for-new-immigrants/>

Links to competitor analysis research:

1. <https://yoodli.ai/>
2. <https://www.vmock.com/>
3. <https://interviewsby.ai/>
4. [https://www.finalroundai.com/?via=share-free&gad\\_source=1&gclid=CjwKCAjw9eO3BhBNEiwAoc0-jZMVKDcw9YUI\\_wG4g0sVR1Ab9-mBGyxlc4MSRT2uASCeko4oricqEhoCAiIQAvD\\_BwE](https://www.finalroundai.com/?via=share-free&gad_source=1&gclid=CjwKCAjw9eO3BhBNEiwAoc0-jZMVKDcw9YUI_wG4g0sVR1Ab9-mBGyxlc4MSRT2uASCeko4oricqEhoCAiIQAvD_BwE)
5. <https://www.interviewme.pro/>
6. <https://www.careerflow.ai/>
7. <https://prepmeup.io/en/>
8. <https://grow.google/certificates/interview-warmup/>

## Findings and Results

From our research on immigrant working sectors in Canada, we highlighted the key industries where immigrants are overrepresented and all the challenges they face during the job application and interview process. We found that:

### 1. Trades

**Demand:** Immigrants comprise about 19% of the total construction labor force. In Ontario alone, the industry will need to recruit approximately 141,200 workers over the next decade due to retirements and growth.

**Barriers:**

- A lot of immigrants don't recognize the foreign qualifications and what certifications are needed.
- Many immigrants come in the country without proficiency in English or French, and these language gaps can really set back their access to higher-skilled positions
- Not knowing the cultural norms, such as interview expectations and job search strategies which leads to misunderstandings during the interview process, is also a problem many immigrants face
- The lack of Canadian work experience is a big factor when choosing job applicants in Canada.

**Interview Process:**

- Pre-screening - questions about their qualifications and availability
- Trade jobs require practical evaluation of skills, such as welding or machinery diagnostics.
- During the job interview, they are also evaluated on their communication and teamwork abilities

### 2. IT & Tech

**Demand:** Immigrants are five times more likely to work in computer and information systems professions than their Canadian-born counterparts. This sector also relies heavily on immigrant talent due to the growing demand for tech professionals.

**Barriers:**

- Immigrants struggle in soft skills such as communication and leadership
- Interview processes may prioritize self-promotion and teamwork, which can be unfamiliar or uncomfortable in different cultural contexts.
- Some immigrants may need to upskill or acquire Canadian certifications to align with local standards.

**Interview Process:**

- In the trades industry, the interview process usually focuses more on technical evaluations, rather than soft skills.

- Questions asked during interviews usually address leadership, problem-solving, and how they adapt to Canadian workplace culture.

### 3. **Healthcare**

Demand: Immigrants make up 25% of the nursing workforce in Canada. However, more than 50% of Internationally Educated Nurses (IENs) are overqualified for their roles, often due to difficulties in licensing and recognition of their foreign qualifications.

#### **Barriers:**

- IENs often face significant challenges in getting their foreign credentials recognized and must pass exams like the NCLEX-RN. This leads to underemployment.
- During the interview process, many immigrants who are non-native speakers, struggle with their communication skills and their ability to convey medical terms in English
- Because healthcare systems and standards vary across countries, immigrants struggle with Canada's healthcare protocols and patient care expectations.

#### **Interview Process:**

- Candidates are asked about patient care, diagnostic skills, and familiarity with Canadian healthcare standards.
- Language and communication skills, empathy, and adaptability to Canadian healthcare practices are assessed.

# Major findings and recommendations from survey

Based on the results, common issues currently shared amongst people who are preparing for interviews are:

1. Interview questions are unpredictable – interview questions can be highly specific to the job, making it hard to predict
2. Being unprepared for unexpected questions – difficulty in handling unexpected questions during interview (not knowing how to answer)
3. Lack of preparation

From collecting survey answers and doing secondary research, our solution would be to give users the features they need to prepare themselves better, including:

1. Creating question banks based on personalized job positions – this makes the questions more specific and more accurate
2. Detailed interview answer analysis
3. Progress tracking – allowing users to see how much they've improved since they've started practicing
4. Stress-management techniques
5. Note-taking
6. Video review

## Major Commonalities

1. Lack of structured preparation across respondents – Many respondents reported that their preparation methods were either inconsistent or not structured.
2. Difficulty in handling job-specific and unexpected questions – struggle with questions that are highly specific to the role or unexpected in nature.
3. Most surveyors use the self-study method to prepare for interviews – This method seems to be the most common approach among survey participants

## Minor Commonalities

1. Lack of AI usage - 12/12 surveyors have never used AI to prepare for an interview
2. Most surveyors don't struggle with presenting themselves or international credentials

## Major Differences

1. Some users feel like interview preparation is redundant due to the nursing shortage, while others feel underprepared for specific job-related questions.
2. After asking the surveyors how comfortable they are with the usage of AI (scale from 0 (uncomfortable) - 10 (comfortable)) we found that 3/12 of the surveyors are uncomfortable with the usage of AI. This is a major difference because it shows that not everybody is okay with using AI.

# Pain Points or User Frustrations

## Main challenges

non-immigrant workers had issues with language barriers, while immigrant workers did not and had more issues with accent comprehension

### **Non-immigrant**

- Language Barriers
- On-the-spot critical thinking
- Awkwardness
- Understanding Expectations
- Unpreparedness/ Unfamiliarity

### **Immigrant**

- Accent Comprehension
- On-the-spot critical thinking
- Awkwardness
- Understanding Expectations
- Unpreparedness/ Unfamiliarity

## Emotions Experienced When Feeling Unprepared:

- Nervousness
- Anxiety
- Lack of confidence
- Frustration
- Overwhelmed
- Embarrassment
- Frustration

## Commonly Asked Questions:

- **Behavioral Questions:** "Tell me about a time when you handled a difficult patient situation."
- **Situational Questions:** "What would you do if you witnessed a colleague making a medication error?"
- **Competency Questions:** "How do you prioritize tasks during a busy shift?"
- **Technical Questions:** "Can you explain the steps you take when administering IV medications?"
- **Cultural Fit Questions:** "How do you ensure you work well with a diverse team of healthcare professionals?"
- **Legal / Regulation Questions:** "What steps would you take if you discovered a breach of patient confidentiality?"



### **Challenging Questions:**

These common questions pose challenges for the users, as they often have trouble expressing themselves or sharing their knowledge on these topics.

#### **Non Immigrant Nurses**

- Career Goals
- Critical Thinking Questions
- Technical Skill Questions
- Questions about hiring rate expectations
- Specifics on legislation questions
- Cultural Questions (due to lack of knowledge)

#### **Immigrant Nurses**

- Cultural Questions
- Critical Thinking Questions
- Career Goals
- Understanding Cultural Differences
- Explaining international Credits/ Qualifications

### **Challenges in Self-Presentation**

The results show that immigrant nurses are more likely to have issues with presenting themselves

#### **Non-immigrant nurses**

- majority disagree with issues in self-expression
- minority are neutral

#### **Immigrant nurses**

- 1 out of 4 immigrant nurses somewhat agree with issues in presenting themselves

### **Challenges in Question Comprehension**

The results show that immigrant nurses are more likely to have issues with question comprehension

#### **Non-immigrant nurses**

- majority disagree with issues in question comprehension

#### **immigrant nurses**

- 1 out of 4 immigrant nurses somewhat agree with issues in comprehending interview questions

### **Issues with AI:**

- majority of users, don't have an opinion on the trustworthiness of AI
- small minority think AI is not trustworthy

# Other Findings

## Interview Preparation Methods:

### **Average Preparation Time:**

On average, healthcare workers only prepared for **1 hour** before their interviews, with some practicing for up to 4 hours or not at all.

- 1 hour (84%)
- 4 hours (8%)
- No preparation (8%)

### Most Common methods:

9/12 nurses used Self-Study, 8/12 talk to other nurses, 7/12 review past experiences, 3/12

- **Self-Study:** Reviewing textbooks, researching common questions, and reviewing past experiences.
- **Reviewing Past Experiences:** Clinical experience, patient care stories, or difficult cases
- **Asking other nurses**
- **Resume and Credential Reviews**

### Other Methods:

3/12 nurses used in-person mock interviews and Browsing Online Resources, with 1 nurse using online interview practice

- **In-Person Mock Interviews:** Practicing with peers, family members, or online tools.
- **Online Mock Interviews**
- **Browsing Online Resources:** videos, sample answers, blogs

### Immigrant vs Non-Immigrant

- We found that immigrant healthcare workers don't use mock interviews of any kind when preparing for an interview, and rely on self-study methods.
- It is more common for non-immigrants to have a friend or family member help practice before an interview

### Use of AI Tools in Interview Preparation:

Our findings concluded that the experienced nurses working in the industry have not touched AI platforms to prepare for interviews. They also found their jobs with only 1 interview without the use of AI.

### **Current Usage:**

- **Limited Use of AI Tools:** Most respondents needed to be more familiar with AI-powered interview tools.
- **Tools Used:** ChatGPT or non-AI resources, YouTube and LinkedIn were the most common.

### **Common Dissatisfactions with Interview Preparation Tools:**

- Outdated content
- Lack of industry-specific questions

### **Most Valuable Questions to Practice**

- **Behavioral Questions:** "Tell me about a time when you handled a difficult patient situation."
- **Situational Questions:** "What would you do if you witnessed a colleague making a medication error?"
- **Technical Questions:** "Can you explain the steps you take when administering IV medications?"
- **Competency Questions:** "How do you prioritize tasks during a busy shift?"
- **Cultural Fit Questions:** "How do you ensure you work well with a diverse team of healthcare professionals?"
- **Career Goals Questions:** "Where do you see yourself in five years as a nurse?"

### **Advice from Nurses for Nurses Preparing for Interviews**

- Be confident
- Ensure your critical thinking is up to date with the scope of practice in Canada
- Familiarize with healthcare system in Canada
- Be clear and make sure you answer the question
- Do research about the company and unit you are getting interviewed by
- Join nursing Facebook groups for guidance and help with interview questions.
- Practice situation questions "What would you do if..."
- Get familiar with their policies

## **Action Points and Recommendations**

### **Major Recommendation**

- Personalized Interview Questions – Interview question banks will be generated based on what position in the health industry immigrants are going to apply to.
- Progress Tracking – adding a feature that tracks user's progress over time, showing their improvements in interview skills
- Detailed Interview Analysis – giving users a comprehensive analysis of how well they did in the mock interview
- Structure & Organization Feedback
- Answer evaluation – rating how well the user answered the question if the response meets the job requirements. It will provide feedback and evaluate strengths and weaknesses

## Minor Recommendation

- Note Taking
- Video Review
- Tutorial on how to use AI
- Stress Management Techniques / Relaxation Tips
- General Encouragement and support

## Solutions

- **Increase AI tool adoption:**  
Provide user-friendly introductions to the benefits of AI for healthcare professionals, through onboarding processes to familiarize them with these new technologies
- **Develop healthcare-specific content:**  
Create tailored healthcare-specific questions for interview preparation, focused on topics such as medical regulations, patient care, and technical skills relevant to nurses and healthcare workers
- **Offer personalized feedback and review:**  
Incorporate AI features that provide personalized feedback on interview responses, focusing on structure, areas to improve, and job alignment. If possible we can add a feature that stores video interviews, and through that, we can use AI to analyze body language.
- **Cultural competency support for immigrant nurses:**  
Add a feature that helps immigrant healthcare workers understand Canadian workplace culture and provide strategies for effectively presenting international credentials in interview environments.
- **Incorporate stress-managing techniques:**  
Add relaxation exercises/stress reduction tips before a mock interview starts.