

Summary:

Mychal- in his final year of study in arts is looking to apply for jobs and graduate next semester. We learned that he is very last minute when it comes to applying for jobs. He is starting to use a “master” list for resumes but is not there yet. He uses word and uses his old resumes as templates for his next one.

Mychal proved Hypotheses 1 and 2 very well, did not prove Hypotheses 3-5.

I think in interviews in the Future we need to question online presence and personal branding- We did not talk about those topics at all- See Blog post on Paul Cubbons Interview for more details.

[See this link for the interview notes](#)

1. Mychal Identified this as his biggest pain point: Students have difficulty taking value from jobs (skills) and putting it into bullet points
 - 9 skills and Accomplishment statements
2. Mychal never explicitly said he needed this- however, his scope has been small- due to his nature of procrastination we conclude that this will be important to him-Students need a faster way to tailor resumes (they want to do it for every application)
 - Resume Customization
3. Mychal does his own review- is not looking for assistance. Students want a resume review process / tool to prevent being “tossed aside”
 - Error-free, no stupid mistakes (students commonly make spelling, grammar, formatting errors on their resume)
4. Mychal thinks he has a good handle on this. Not too sure what his scope is- he has been applying to only student centred roles. Students struggle to identify the important qualifications they need to highlight for the job
 - Miss what employers see value in and commonly emphasize items that are not helpful for position or important to the hirer
 - Value
5. He has taken the steps to find the help he needs. Students want more guidance creating a resume than the generic resources available today
 - Where do you start when you write a resume? How do you get help?

We are students and entrepreneurs. We’re working on a product for students to make better job applications, so that they have a better chance at getting the job that they want.

We want to know how you make resumes. How did you make your last resume? (and what sucked about it). [Let them talk first.](#)

[Every resume he has had has been built on the old one- he had little experience](#)
[Looking at jobs last year told to make a masters resume- started](#)
[Looking to the master resume as a bunch of actions so that he can tailor specific](#)

resumes for people

Using Microsoft word- had troubles formatting- tried publisher- took some practice on word

Bullet points- Verb-action-result model- Had resume training as an RC- talked to advisors at the career centre.

Hardest part- translate the experience into concise bullet points

Not difficult to remember what you did in the past-

Job description of previous job helps organize what to apply to the next job- Sometimes compares job description to the new job description

Makes a guess- if it is wrong then he is the wrong fit

Always Tailors unless significant overlap

What do you look for in JD- Look at the skills needed then the duty

Review your resume at job time only

Review yourself- don't show it to others

Always in a rush to meet the deadline

Hands in at last minute

Have you ever heard of a resume builder- Is it a person or program? Could be either
Program- Formatting than content
Person- Content then formatting

- **Method:**

- **Starting point:** Open up a word document / online resume builder / resume for dummies book / template / find one on google and copy format (1)(5)
- **Statements:** How did you write a bullet point? (1)
- **Review:** How did you review your resume? Did you get assistance? (3)
 - If No, What was the barrier?
- **Tailoring:** Did you customize it for that employer? (2)
 - Did they identify the skills that the employer was looking for....etc
- Did you use a resume builder? Why or why not? (2)

- **Pains**

- **Starting:** How difficult is getting started? (5)
- How difficult is it to determine if what you are doing is right? (5)(4)
- How difficult is it to show employers what they want to see? (4)

- **Recording experiences**

- How do you remember all the things you've done?

Prevent the NO

- Did you use accomplishment statements in your resume? (1)
 - How did you know what the employers were looking for? (4)
 - Did you have any silly mistakes that you only noticed afterward? (3)
 - Did you tailor your resume to the specific application? (2)
 - What exactly did that entail?
 - Did you get assistance with that application? (5)
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Have you ever paid someone to help you with a resume? (1)(3)(5)

- If yes, "Do you mind if I ask how much?"

NO- Haven't had help at all with your resume. Don't think about it till the last minute

Which method of assistance would you BE most likely to use: (5)

- **seeing an advisor** - a face-to-face interaction with someone walking you through writing your resume (3)(5)

- **filling in a step-by-step template** - a step-by-step template on the computer that walked you through writing a good resume (1)(4)(5)

- **a Resume For Dummies book** - a complete paper guide book to every part of resume writing (5)

- **using someone else's as an example** - Using a template or example of a similar resume

Use an information source- internet for free- sample resumes- CSI+C resources for resumes

Do you have many?

Less than 10- since the master resume is used- lost some because of change over of computer

How much do you tailor a resume for each prospective job? (2)

How do you manage the files you've created?

What do you do to set your resume apart from other candidates'? (2)(4)

Prodding questions:

- Do you add colour? Add design elements? How does the look of your resume reflect your personality?
- What do you say in your *blurb*, be it your *objectives* section or whatever?

Standard formatting- not artistically inclined would be a negative- present in a simple way

Infographic- sounds like a lot of work

HOW CAN WE MAKE RESUME WRITING EASY FOR YOU?

What's the easiest, coolest way you can think of?

I find resume writing tedious- not fun- I don't think you can make it less stressful-

Don't write in a group setting

Helpful to talk about

show up before hand with a start