

Our First “Interview”

Right after we left our first session on Friday, we ran into four Masters of Management students on their lunch that just had a session on career development. We were very lucky to get them at a time when they were available and in the mindset of creating job applications.

Three main points we took out of the encounter were:

1. Pain - they didn't know where to start when writing a resume
2. Pain - they wanted to be different but still convey their qualifications
3. Insight - they didn't see the value of ePortfolios or paying for LinkedIn

We also realized that taking down notes for the interview was harder than we had thought, and the importance of having and creating a script. [This document](#) has the key questions and points we pulled out of the interview. Our next post will discuss the script and our plan to test our hypotheses.

Interview Notes

Interviewees: Yo Yo, Karan, Morgan, Naushaba

Segment: Masters of Management Students

Emails:

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What do you dislike about building resumes?

- Not know where to start - once I start I can build on it - first word I can put
- Not knowing whether I have a good start?
 - Is it only me that thinks this is good
- Keywords that employers would want out of you

What's confusing?

- how long should it be? [what is important to be shown]
 - 1 - 2 pages

What do you currently do?

- Google examples
- Look at existing resumes
- Part of you wants to copy
- From the job description
 - pick out the keywords

- make action statements around what they're looking for
- Use Word
- Apply for job with pdf and word doc resume

Where do you get all your information from

- folder called Job Stuff
- big giant file of all experiences
- 10 action statements per experience (pick and choose for a resume)
- paranoid about losing my information
 - losing it and it would be super hard to get back

Where do you get training?

- career centre
 - could have googled
- Masters course

What do you look for in resumes? What makes a good resume?

- How is it viewed?
 - in a giant file on computer
 - on paper
- If nothing stands out, it would take me 10 seconds
- cover letter first
 - first thing they told me was something other than why you want to work from them
- Made me interested in what they would bring to the job
- They are all the same (national law firm hiring manager)
 - formatting, and even content!
 - just throw them out
- Shows passion or drive or something that's different
- Other valuable skills
- something to spark!
- looks for creativity
- bold and new

Have you seen anything other than text in a resume before?

- nope
- a little summary of the top skills
- different colours
 - read it just for that
- picture and description
 - recruiting company created a profile for them

Have you tried something different than the normal resume?

- coloured headings
- thicker paper

Are you worried about being too different?

- want to be different
 - if I get rejected because of a personalized resume, maybe it wasn't the right fit
- Showing your personality in a resume
 - the look changes everything
 - is the same across people
- Depends who's looking at it
 - what's important to them
 - experience categories
 - appearance
 - Who you would apply to:
 - if its google i want a more spunky resume
 - KPMG is boring, more conservative

Have you ever sent a generalized resume to multiple people

- Yes
 - Why? time constraints

They were given a template for the masters program

- have to fill it in in that way
 - yoyo - did not want to follow the template

LinkedIn

- All of them use LinkedIn
 - half and half like and use
- Aren't really familiar
- Do you know what the features are
- Scared to try because of the cancellation
- where's the value
 - want to know who's interested
 - Am i going in the right direction - are the right people looking at me

EPortfolio

- don't know what I'd put in there
- graphic design
- short precise report
- published work
- brought anything in
 - resume and notepad maybe
 - pictures of event

- keeps them engaged
 - more useful when you're directly engaged with the interviewer
- remembered the kid with the iPad
- blogging
 - tried
 - months in between
 - gave up on it - no time

1 or 2 lines description of the company for smaller companies

- could just be a division
- gives context around the experience
- helpful from different parts in the world
 - puts the value in perspective
 - they don't live in Pakistan

Would like to quantify your work

- want to see those numbers
- takes time but shows effort
- where to draw the line - what part is private to the company had to do back and forth with bosses - just asked

TARGET RESUME FEATURES TO INDUSTRIES

All features

- Skills
 - starts with 1
 - add as many as you want (maybe keep it reasonable)
- Toolkit
- Portfolio

Getting to our core product

- Assisting students to translate experience
- Capturing students' value
- Storing all of your past work (not just paid)
- The job stuff folder in the cloud
- Put a screenshot of your resume folder in a cloud
- From cloud -> Resume builder -> skill graph
- 6044483894
- Import your existing work
 - Don't start from scratch