EXECUTIVE SUMMARY: PRELIMINARY FINDINGS

Goals

The goal of this research is to gather quantitative findings on the new CB.com Homepage, Job Results Page, and Job Description Page.

Methodology:

Unmoderated Usability Study with SUS score survey

Participants (n=104) were pre-tested for the their motivations, ideal job attributes and decision apply criteria.

Then participants interacted with the CB.com Homepage and JDP/JRP with this task:

> Imagine yourself in this scenario:
>
> *I am online looking for a new job. I happen to come to this website. My goal is to look for the best job, because I don't want to spend time on applications if it's not really right for me.*
>
> Based on the scenario above, please show us how you would find the best job for you.
>
> Move on to the next task when you feel you would decide to apply or you could not find a better job.

In a post-test survey participants reported their decision on applying, and were probed according to their decision level.

Then participants took the SUS survey.

Preliminary Findings

- On average, participants scored the system usability at 84.35, which is consistent with previous moderated research (CI: 82 to 87; Min: 37.5, Max: 100).
- 54% of the sample did not *decide to apply.*
- The decision to apply is subtly but positively correlated with SUS at the $p < 0.009$ level; Effect Size = 0.25 (Spearman's rho shows a small to medium effect).

Controlling for Age, Income, Education, Pay Type, Persona, Employment Situation, and the Decision to Apply:

- When Gender changes from Male to Female, SUS Score averages a decrease of 6.14 in SUS Score at the $p < 0.03$ level.

When interacting Education with Decide-to-apply -Gender is the only significant predictor of SUS, on average controlling for all other variables in the model (44% of the relative weight within the model.)

The top associations with *No- I did not find a good job:*

In order of significance and effect size:

- Job Title(s)/Role(s)- difficult to find (Effect 1.53, $p < 0.0001$)
- Job Description Information – difficult to find (Effect 0.99, $p < 0.009$)
- Location – difficult to find (Effect 0.96, $p < 0.005$)
- Career Path Pursuits with national gender imbalances (Effect -0.21, $p < 0.05$)
- Career Paths with standardized state tests (Effect -0.20, $p < 0.05$)

- By looking at the participants that had a SUS of less than 60 and didn't decide to apply, these mostly relate to location related issues being conflated with Job Title and Filtering tasks. This seems to be the most reliable explanation for gender influences on the decide to apply rate and the SUS score average.

PARTICIPANTS

Income
52% of participants had an income less than $55K (60% of the sample was between $26K – $85K/year)

Age
64% of the sample was between 26 and 45 years of age

Gender
46% female, 54% Male

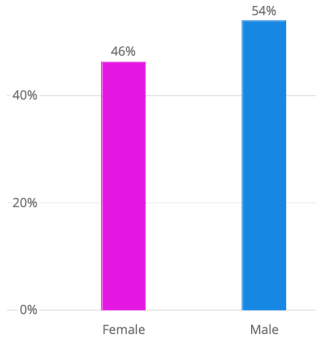
Education
48% of participants had a bachelors degree or higher

Current or Expected Pay Type
48% were hourly, 52% salaried

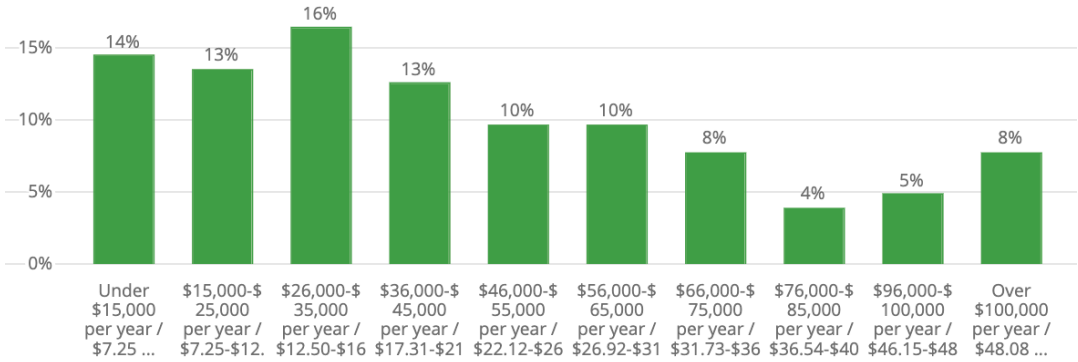
Employment Status
40% Employed Full-Time, 18% Freelance/Self Employed, 14% Unemployed, 9% full-time student

Persona
34% were Skilled, 24% Side-hustlers, 20% Parental, 16% Hand-holders, 6% Discoverers

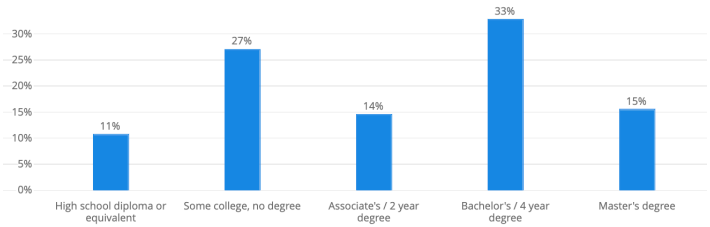
Gender



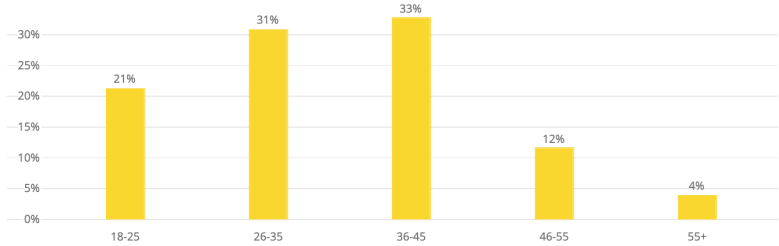
Income



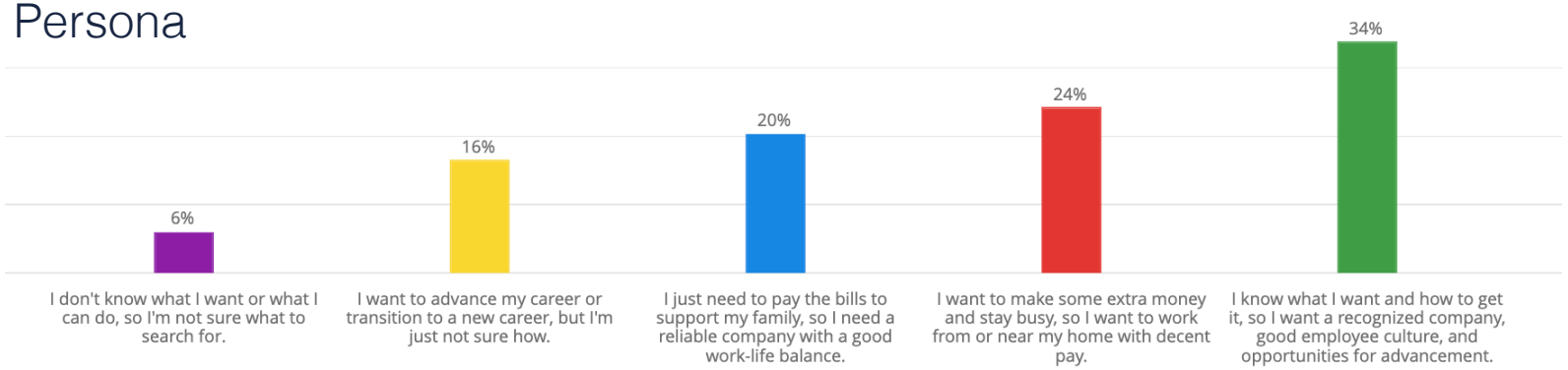
Education



Age

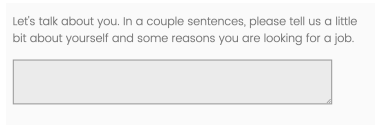


Persona

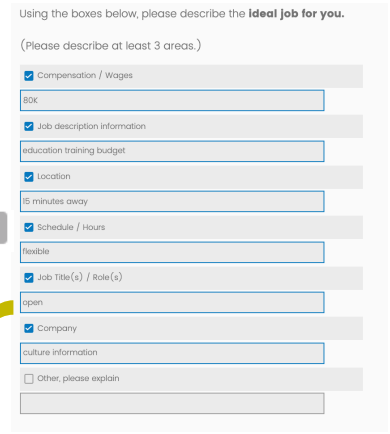


TEST DESIGN

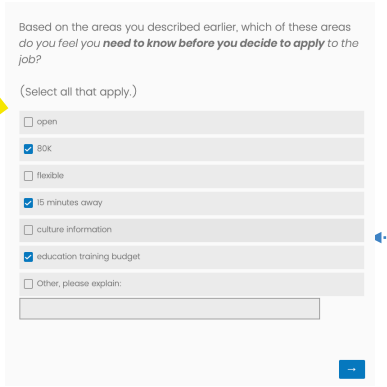
Pre-Test
Job Seeker
Goals Assessment



MOTIVATIONS



Job Search Criteria



Decision Apply Criteria

Task Prompt for
Job Search Task

Imagine yourself in this scenario:

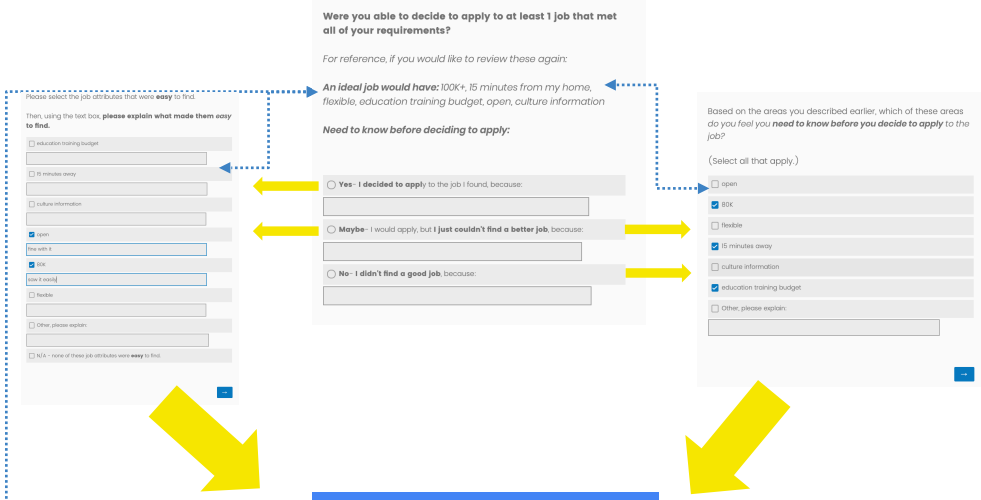
I am online looking for a new job. I happen to come to this website. My goal is to look for the best job, because I don't want to spend time on applications if it's not really right for me.

Based on the scenario above, please show us how you would find the best job for you.

Move on to the next task when you feel you would decide to apply or you could not find a better job.

Post Test
Job Seeker
Decide to Apply Success,
SUS & Demographics

DECIDE-TO-APPLY



SUS

10 questions

Demographics

10 questions

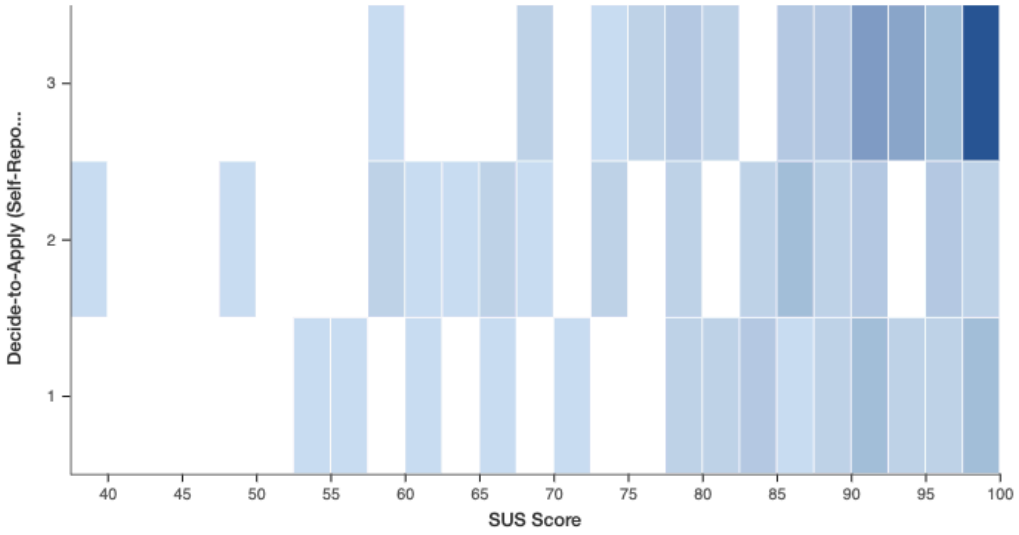
FINDINGS

SUS & DECIDE-TO-APPLY

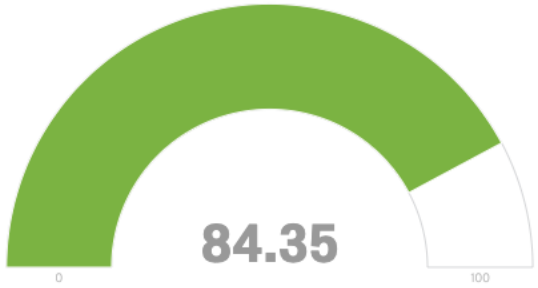
SUS Score is good, however *the majority did not decide to apply.*

- On average, participants scored the system usability at 84.35, which is precisely consistent with previous moderated research (CI: 82 to 87; Min: 37.5, Max: 100)
- 54% of the sample did not *decide to apply.*
- The decision to apply is subtly but positively correlated with SUS at the $p < 0.009$ level; Effect Size = 0.25 (Spearman's rho shows a small to medium effect)

Ranked Correlation between SUS and Decide to Apply

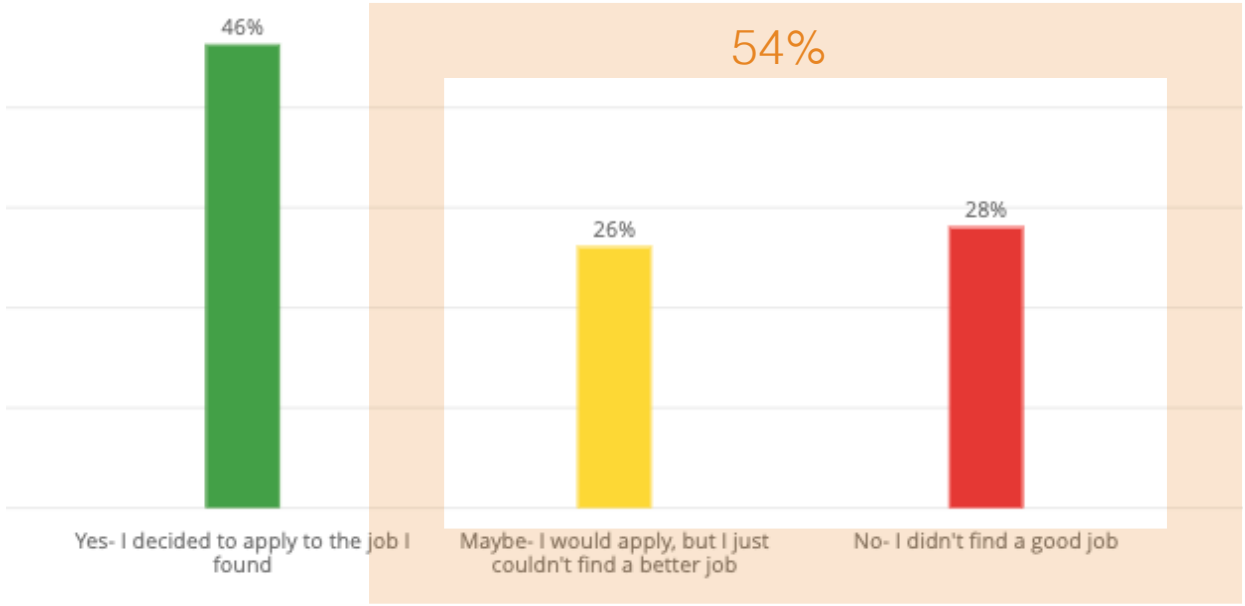


System Usability Score



Minimum	Maximum	Mean	Std Deviation	Variance	Count
37.50	100.00	84.35	13.33	177.76	104

Decide-to-Apply

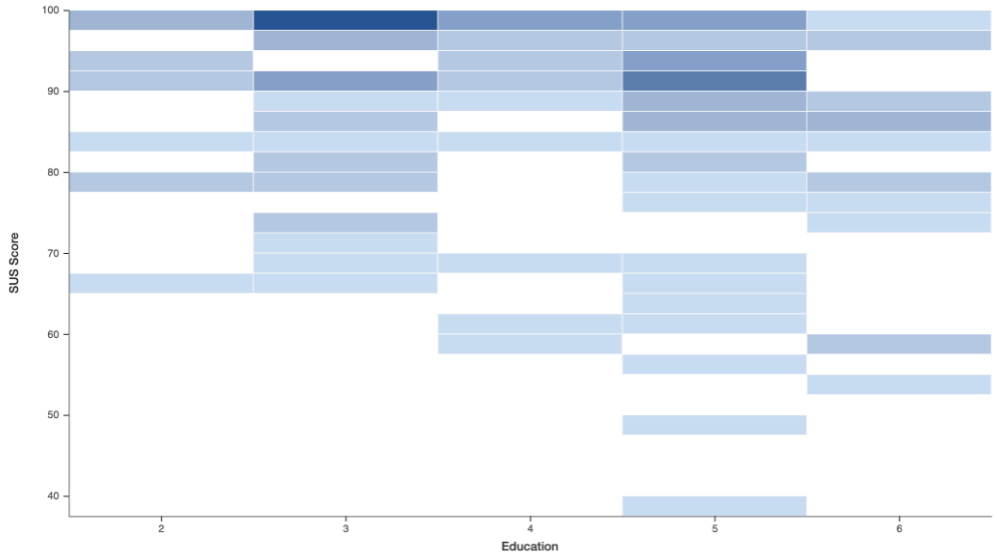


SUS SCORE ASSOCIATIONS

So why is the usability score good and the rates of deciding to apply *not so good*?
(Let's look at SUS first.)

- RE: On average, participants scored the system usability at 84.35,
  - SUS is *subtly* negatively correlated with education at the $p < 0.02$ level (Effect Size: -0.22, Spearman's rho – see top right graph)
  - SUS was not associated with Age, Income, Pay Type, Career Path Pursuit, or Employment Situation, Employment Situation, Persona or Gender at the $p < 0.05$ level (See Qualtrics workspace: SUS Relation to demos)
  - *Gender was associated at the $p < 0.058$ level (Effect Size: 0.38, Ranked T-Test)*

Education is subtly negatively correlated with SUS Score



Ranked Correlation (Recommended)

P-Value	0.0286
Effect Size (Spearman's rho)	-0.215
Confidence Interval of Effect Size	-0.391 to -0.023
Sample Size	104

Gender and SUS Score are associated at the $p < 0.058$ level

Ranked T-Test (Recommended)

P-Value	0.0580
Effect Size (Cohen's d)	0.388

Hide unranked T-Test results

Reorder Filter: Count is greater than 0

Gender	Count	Average	Median	% N
Male	56	87.5	90.0	
Female	48	80.7	85.0	
Total (2)	104	84.4	87.5	37.5 60 80 100

DECIDE-TO-APPLY ASSOCIATIONS

So why is the usability score good and the rates of deciding to apply *not so good*?
(Now let's look demographics related to the decision to apply.)

RE: 54% of the sample did not decide to apply.

- Deciding to apply is not associated with Age, Income, Education, Pay Type, Income, Employment Situation, Persona, or Career Path Pursuit.
- Gender is associated with the decision to apply (T-Test Effect Size: 40.8%, p < 0.04; Difference: 20%)
  - 55% of males decided to apply; 35% of females decided to apply (See bottom table.)

Gender	Count	Average	Median
Male	56	0.554	1
Female	48	0.354	0
Total (2)	104	0.462	0

P-Value	0.0419
Effect Size (Cohen's d)	0.408
Difference Between Averages (*Female – Male*)	-0.199
Confidence Interval of Difference	-0.391 to -0.00748

There is no statistically significant relationship between **Gender** and **Education**

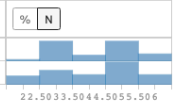
Hide statistical test results

Ranked T-Test (Recommended)

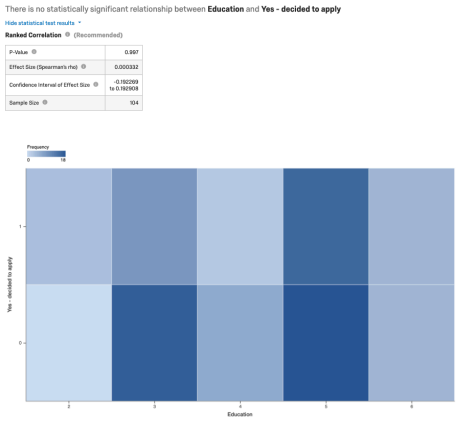
P-Value	0.960
Effect Size (Cohen's d)	0.00998

Reorder Filter: Count is greater than 0

Gender	Count	Average	Median
Female	48	4.17	4.00
Male	56	4.14	4.00
Total (2)	104	4.15	4.00



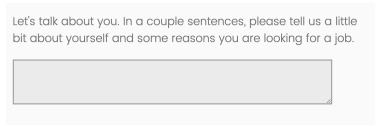
- Gender is also not associated with education at the p < 0.97 level, see left (also analyzed for a binary levels).
- And the decision to apply is *not* associated with education *at the 0.9 level (see right), which is different from the SUS Score.*



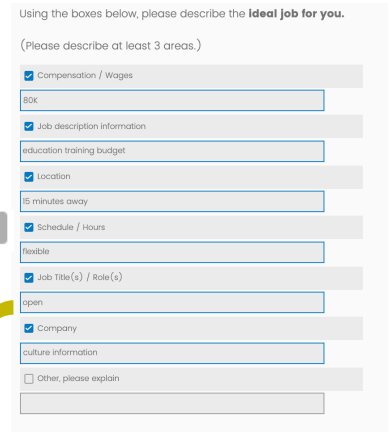
PRE-TEST
JOB SEEKER GOALS

TEST DESIGN

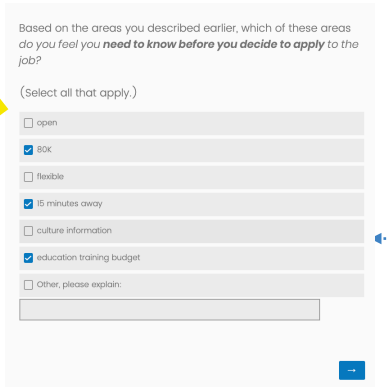
Pre-Test
Job Seeker
Goals Assessment



MOTIVATIONS



Job Search Criteria



Decision Apply Criteria

Task Prompt for
Job Search Task

Imagine yourself in this scenario:

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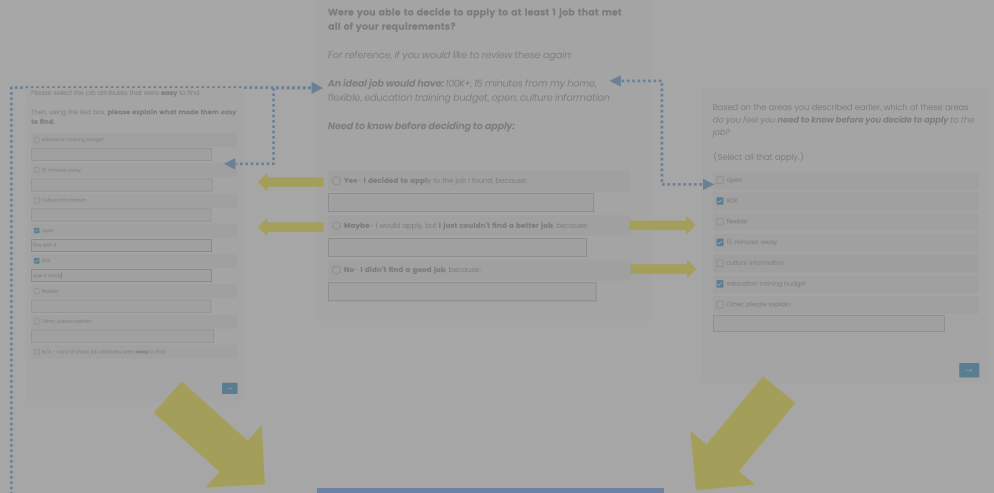


SUS

10 questions

Demographics

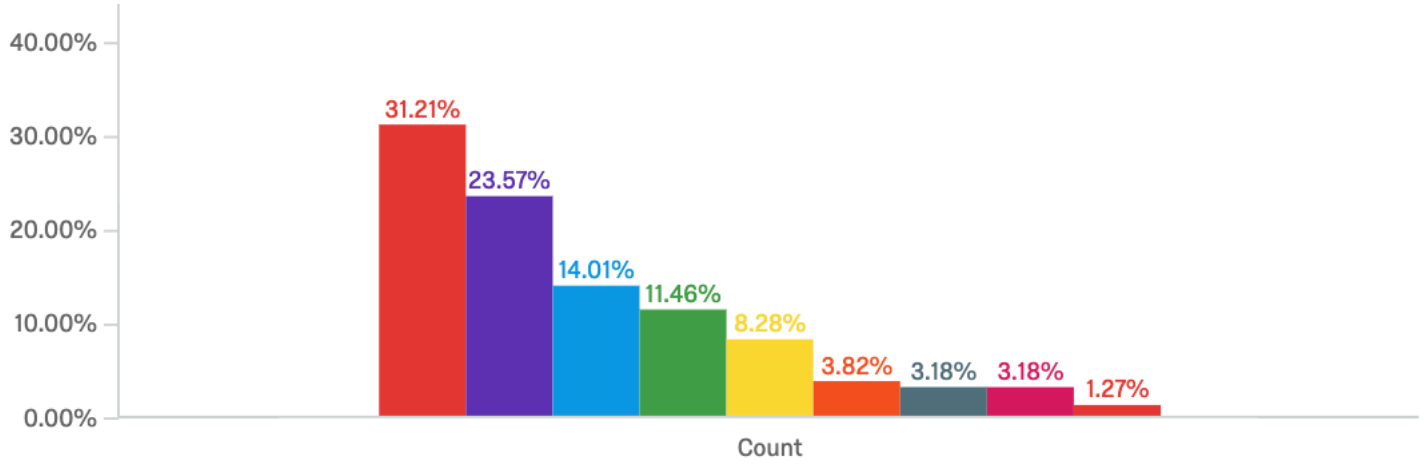
10 questions

Participants' reasons to look for a job

Most participants (31%) described money related topics for looking for a job. For those who described skill attributes (23%), these observations were related to not being able to use their current or desired skill set at their job, or looking to implement skills they recently attained from an educational program. The third highest frequency of topics (14%) were related to finding a suitable company culture. Many participants (12%) identified their parental role in their family first or indicated that this was the sole reason for looking for a job.

Related topics such as seeking security, enjoyment, work/life balance, working from home, may easily be related to previous said topics, however the individual observations in those topics seem to less clearly fit, relative to other participants' indications in that group (e.g. seeking more security, could be related to predictable schedule/hours or simply more money.)

Let's talk about you. In a couple sentences, please tell us a little bit about yourself and some reasons you are looking for a job.

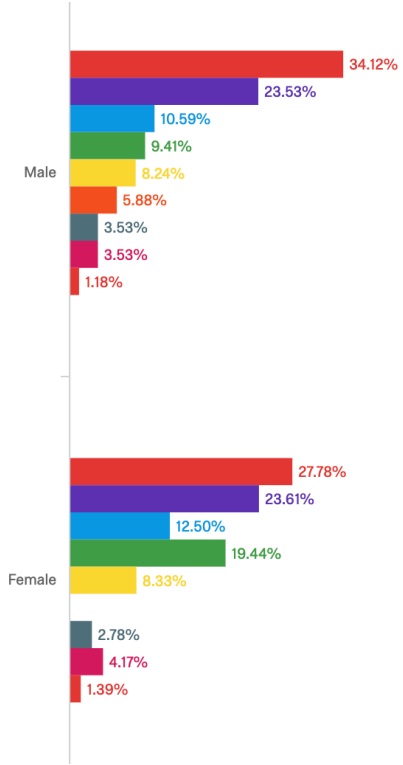


Count	
seeking more money	31.21%
seeking to use existing or new skills attained	23.57%
seeking a new company culture or team	14.01%
seeking to provide for my family	11.46%
seeking a change in schedule/hours	8.28%
seeking more security	3.82%
seeking to fulfill enjoyment/interests	3.18%
seeking work/life balance	3.18%
seeking to work from home	1.27%

Female respondents reported their parental role almost twice as much as males as a reason for looking for a job.

The distribution of reasons for both male and female respondents are statistically equal on almost every dimension, with the exception of reporting that their parental role was an impetus for looking for a job.

- 19.44% of the respondents who identified as female reported their children, family or parental role as part of their reason for looking for a job.
- 9.41% of respondents who identified as male, reported their children, family or parental role as part of their reason for looking for a job.



Let's talk about you. In a couple sentences, please tell us a little bit about yourself and some reasons you are looking for a job.

Male	
seeking more money	34.12%
seeking to use existing or new skills attained	23.53%
seeking a new company culture or team	10.59%
seeking to provide for my family	9.41%
seeking a change in schedule/hours	8.24%
seeking more security	5.88%
seeking to fulfill enjoyment/interests	3.53%
seeking work/life balance	3.53%
seeking to work from home	1.18%

Female	
seeking more money	27.78%
seeking to use existing or new skills attained	23.61%
seeking a new company culture or team	12.50%
seeking to provide for my family	19.44%
seeking a change in schedule/hours	8.33%
seeking more security	0.00%
seeking to fulfill enjoyment/interests	2.78%
seeking work/life balance	4.17%
seeking to work from home	1.39%

“Ideal” Attributes of a Job

A randomized set of attribute categories were presented to participants in order to inform their post-test report on what was easy or difficult to find.

The top 3 highest frequency of “ideal” job attribute categories were:

- Location – 89%
- Schedule/Hours – 85%
- Compensation/Wages – 78%

Their “need to knows”
also had the top 3 highest frequency.

Summary of **ideal job attributes**

ideal job attributes	Checked Percent		Checked Count	Sample Size
Location		88.5%	92	104
Schedule / Hours		84.6%	88	104
Compensation / Wages		77.9%	81	104
Job Title(s) / Role(s)		60.6%	63	104
Job description information		53.8%	56	104
Company		39.4%	41	104
Other, please explain		11.5%	12	104

0% 20% 40% 60% 80% 100%

Summary of **Based on the areas you described earlier, which of these areas do you feel you need to know before you decide to apply to the job? (Select all that apply.) - Selected Choice**

Based on the areas you described earlier, which of...	Checked Percent		Checked Count	Sample Size
${q://QID221/ChoiceTextEntryValue/1}		68.3%	71	104
${q://QID221/ChoiceTextEntryValue/3}		46.2%	48	104
${q://QID221/ChoiceTextEntryValue/8}		44.2%	46	104
${q://QID221/ChoiceTextEntryValue/4}		33.7%	35	104
${q://QID221/ChoiceTextEntryValue/6}		29.8%	31	104
${q://QID221/ChoiceTextEntryValue/5}		12.5%	13	104
Other, please explain:		5.8%	6	104
${q://QID221/ChoiceTextEntryValue/9}		4.8%	5	104

0% 20% 40% 60% 80%

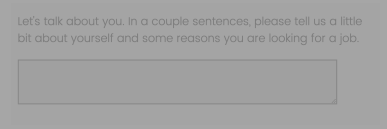
Location >
Compensation Wages >
Schedule/Hours>
Job Title(s)/Role(s)>
Job Description Information(s)>
Company(s)>
Other Ideal>

CAREERBUILDER

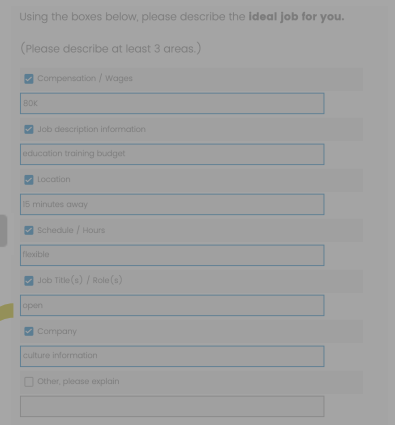
Prediction models

TEST DESIGN

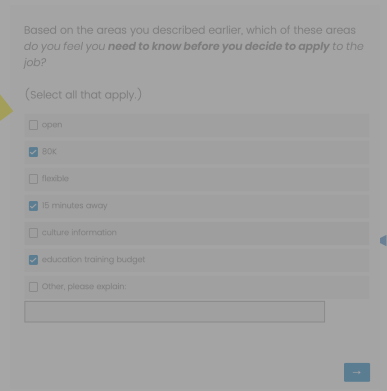
Pre-Test
Job Seeker
Goals Assessment



MOTIVATIONS



Job Search Criteria



Decision Apply Criteria

Task Prompt for Job Search Task

Imagine yourself in this scenario:

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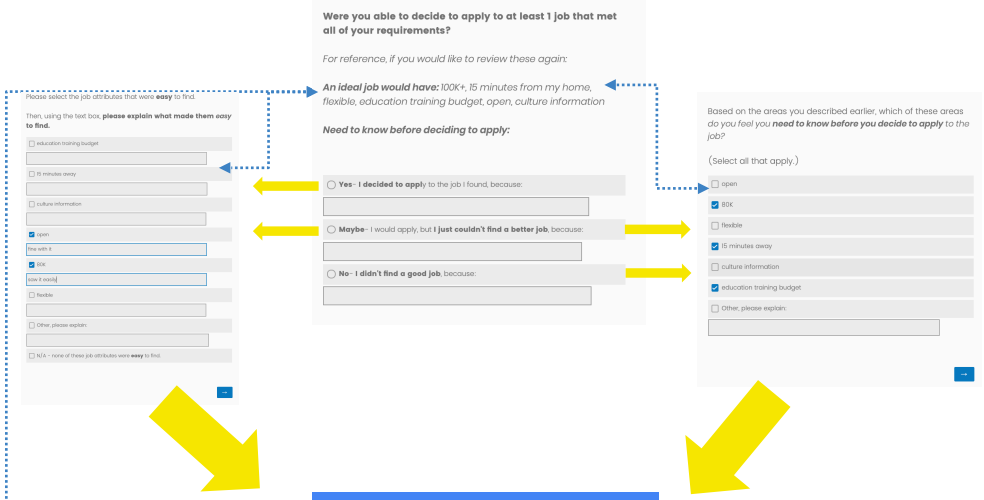
Post Test
Job Seeker
Decide to Apply Success, SUS & Demographics

DECIDE-TO-APPLY



SUS

10 questions

Demographics

10 questions

SUS PREDICTORS

Controlling for just the basics (for now), Gender is the most significant predictor of SUS change (we'll get to decide-to-apply next).

- When *Gender* changes from Male to: Female - averages a decrease of 6.48 in *SUS Score* ($p < 0.008$), controlling for other variables in (top right figure).

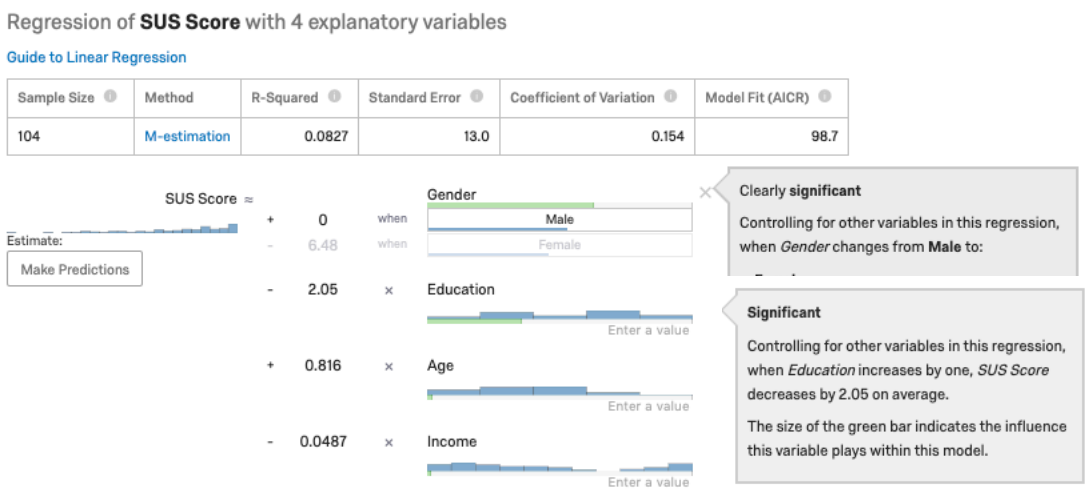
- when *Education* increases by one, *SUS Score* decreases by 2.05 on average ($p < 0.04$), controlling for other variables in the model.

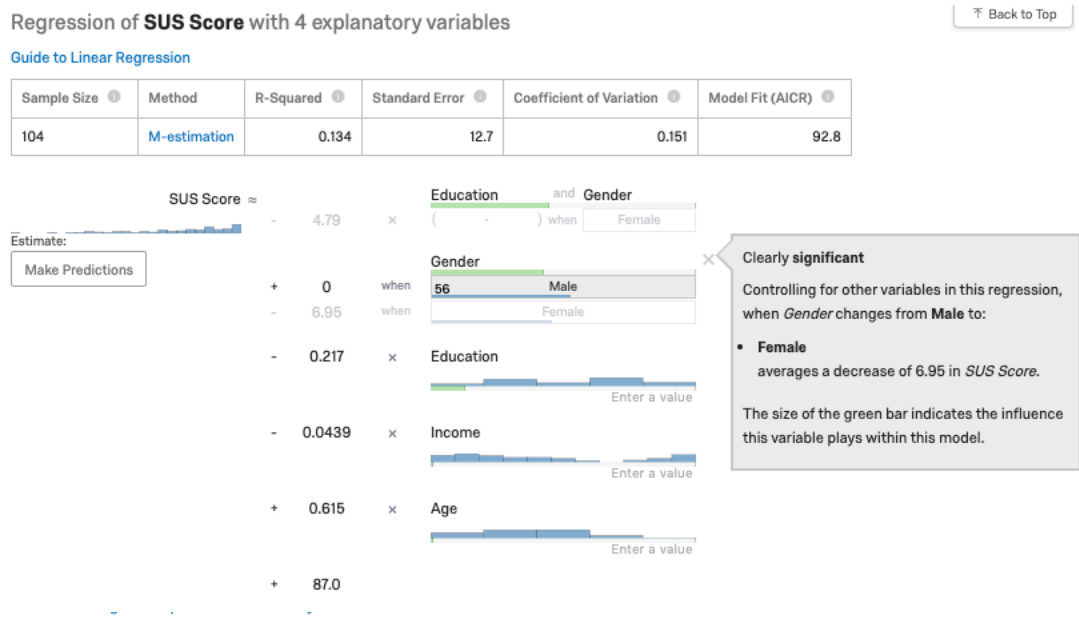
But look what happens when we interact these two terms:

- Changes in *SUS Score* due to *Education* depend on the value of *Gender* and vice versa.*
  - So in addition to the non-interaction change when *Education* increases by one and *Gender* is: Female *SUS Score* decreases by 4.79 ($p < 0.01$).

*However, *Gender* is the more significant predictor in the interaction model at the 0.004 level (see bottom table right); compared to education alone *(Education by itself is comparatively not a significant influencer of SUS change, when considering gender.)*

Interactions between Education & Gender does result in having the most influence on the model but only slightly more than Gender alone (see relative weights: 44% interaction, 42% Gender) and Gender is still the most significant (least likely to be a false positive) at the $p < 0.005$ level.





Parameters	Relative Weights	Coefficients	Lower CI	Upper CI	Standardized Coefficients	P-value
Intercept	0.0%	86.99	79.6	94.4	0	< 0.00001
Gender[*Female*]	42.3%	-6.95	-11.8	-2.1	-0.2599	0.00455
Age	0.5%	0.62	-1.7	2.9	0.0491	0.603
Income	0.5%	-0.04	-0.7	0.6	-0.0115	0.901
Education	12.5%	-0.22	-2.7	2.3	-0.0207	0.866
Gender[*Female*]:Education	44.1%	-4.79	-8.5	-1.0	-0.2960	0.0124

DECIDE-TO-APPLY PREDICTORS

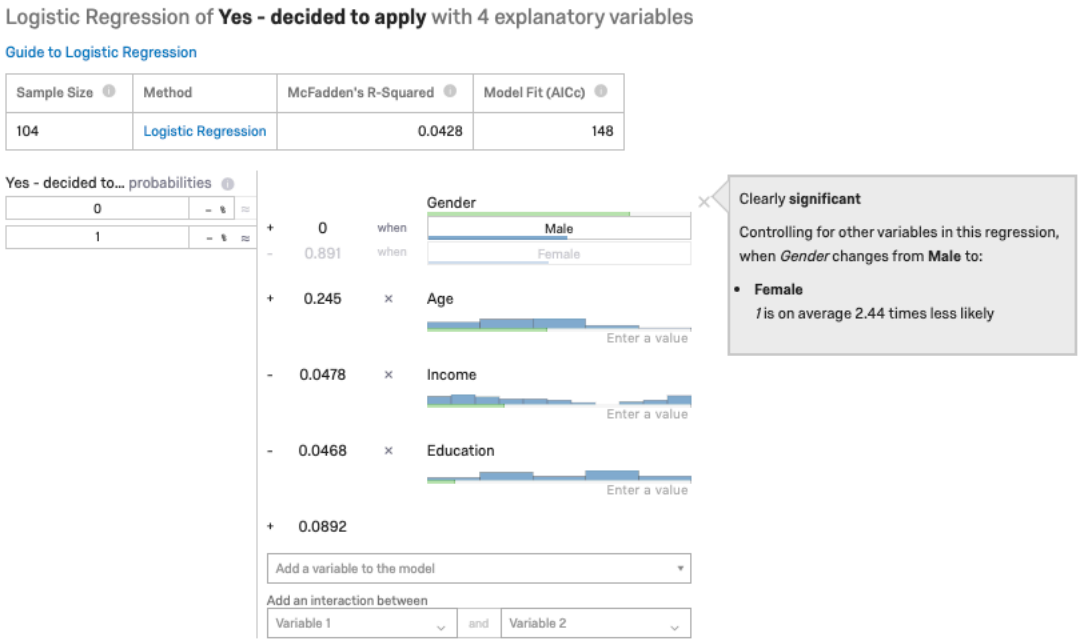
Controlling for just the basics (for now), Gender is the most significant predictor of the decision to apply.

- When Gender changes from Male to Female, Deciding-to-Apply is on average 2.44 times less likely, controlling for age, income and education at the ($p < 0.03$ level.)
- Education is not a significant predictor ($p < 0.7$)

But look what happens when we interact these two terms:

- Changes in *Deciding to Apply (From No and Maybe to Yes)* due to *Education* do not depend on the value of *Gender* and vice versa.
  - See the bottom table – The interaction variable is not significant; Gender is still the most significant predictor, controlling for these demographics.

So next we'll control for various levels of deciding to apply.
- (Changes from No, to Maybe, to Yes).
- This essentially means that we are exploring changes in perceptions of usability, *regardless of the ultimate decision to apply.*
- Then we can see if Gender or the decision to apply are separate constructs, or if they work together to influence perceptions of usability.
- And secondly, we'll explore it in the reverse case: Are there unique attributes of gender that influence usability perceptions, which ultimately affect the decision to apply?



Education & Gender Separate

Parameters	Coefficients	Odds	Standardized Coefficients	P-value
Intercept	0.089	1.09	0	0.912
Gender[*Female*]	−0.891	0.41	−0.765	**0.0332**
Age	0.245	1.28	0.449	0.221
Income	−0.048	0.95	−0.288	0.431
Education	−0.047	0.95	−0.102	0.780

Interaction between Education & Gender

Parameters	Coefficients	Odds	Standardized Coefficients	P-value
Intercept	−0.099	0.91	0	0.876
Gender[*Female*]	−0.891	0.41	−0.765	**0.0332**
Age	0.243	1.27	0.445	0.226
Income	−0.048	0.95	−0.289	0.430
Education	−0.024	0.98	−0.051	0.913
Gender[*Female*]:Education	−0.056	0.95	−0.080	0.863

SUS PREDICTORS: Controlling for Decisions to Apply

When decisions to apply are controlled for, education becomes a non-predictor all together (*and so does the decision to apply*).

We show this by holding equal all decide to apply outcomes -shown in the models on the right:

- When *Gender* changes from Male to Female averages a decrease of 5.57 in *SUS Score, c*ontrolling for other variables in this regression at the p < 0.03 level.

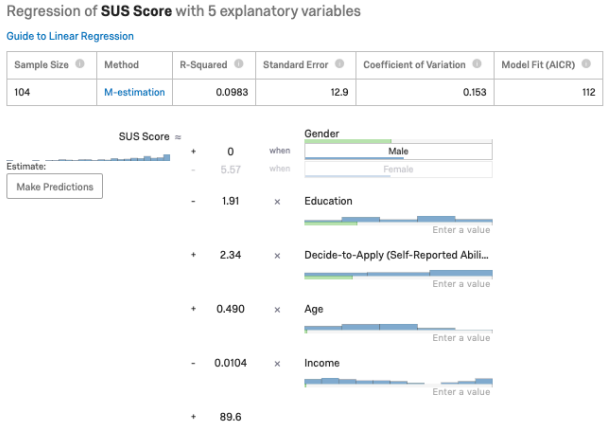
- This accounted for 46% of the influence on SUS change.

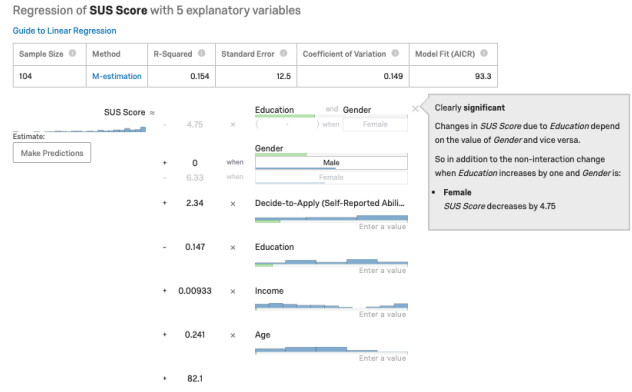
The same effect happens when interacting education and gender (when looking at the the model with out the apply decision observations) While gender by itself in both the interaction and non-interaction model is relatively more influential on SUS than education- the interaction between the two becomes more influential (see tables right).

- Changes in SUS Score due to Education depend on the value of Gender and vice versa. So in addition to the non-interaction change when Education increases by one and Gender is Female, SUS Score decreases by 4.75 (p < 0.0125).

- However, Gender is still the most significant predictor (p < 0.0102) and has only a 6% less relative weight than the interaction between Gender and Education.

This may mean that females with higher levels of education perceive the system as less usable than males with higher levels of education, regardless of the factors that helped or did not help them decide-to-apply.





Changes in SUS (Gender & Education separately) controlling for the Decision to Apply

Parameters	Relative Weights	Coefficients	Lower CI	Upper CI	Standardized Coefficients	P-value
Intercept	0.0%	89.65	77.9	101	0	**< 0.00001**
Gender[*Female*]	45.8%	-5.57	-10.6	-1	-0.208	**0.0295**
Age	0.9%	0.49	-1.9	3	0.039	0.691
Income	0.6%	-0.01	-0.7	1	-0.003	0.977
Education	27.7%	-1.91	-3.9	0	-0.182	0.0620
Decide-to-Apply (Self-Reported Ability: 3 = Yes)	25.0%	2.34	-0.7	5	0.145	0.128

Changes in SUS with interactions between Gender and Education controlling for the Decision to Apply

Parameters	Relative Weights	Coefficients	Lower CI	Upper CI	Standardized Coefficients	P-value
Intercept	0.0%	82.10	72.5	91.7	0	**< 0.00001**
Gender[*Female*]	33.0%	-6.33	-11.2	-1.5	-0.237	**0.0102**
Age	0.4%	0.24	-2.1	2.6	0.019	0.839
Income	0.5%	0.01	-0.7	0.7	0.002	0.979
Education	11.1%	-0.15	-2.7	2.4	-0.014	0.908
Gender[*Female*]:Education	39.0%	-4.75	-8.5	-1.0	-0.294	**0.0125**
Decide-to-Apply (Self-Reported Ability: 3 = Yes)	16.0%	2.34	-0.6	5.2	0.145	0.113

Interacting Education and Gender on Decide to Apply

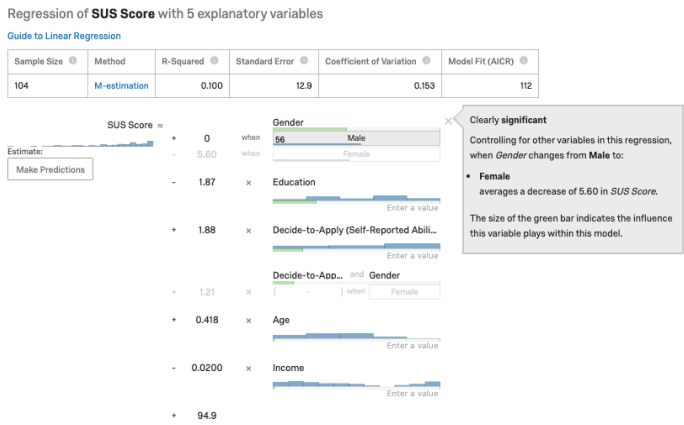
So which is it? Education, Gender or the Decision-to-Apply?

Model 1: When decisions-to-apply are interacted on Gender or Education, both interaction variables are not statistically significant at the p < 0.7 level.

- *Gender* changes from Male to Female averages a decrease of 5.60 in *SUS Score, c*ontrolling for other variables in this regression (at the p < 0.05)

Model 2: Education is not a significant when interacted on the decision-to-apply observations:

- *When interacting Education with Decide-to-apply Gender is the only significant predictor SUS, on average controlling for all other variables in the model (44% of the relative weight within the model.)*
    - (Model 2) When *Gender* changes from Male to Female, averages a decrease of 5.73 in *SUS Score,* Controlling for other variables in this regression including Education x Decide to apply (at the p < 0.02 level)



Changes in SUS due to Gender & Decide to Apply Interaction

Parameters	Relative Weights	Coefficients	Lower CI	Upper CI	Standardized Coefficients	P-value
Intercept	0.0%	94.94	85.1	105	0	< 0.00001
Gender[*Female*]	43.6%	-5.60	-10.7	-0	-0.209	0.0326
Age	0.8%	0.42	-2.1	3	0.033	0.742
Income	0.6%	-0.02	-0.8	1	-0.005	0.957
Education	25.6%	-1.87	-3.9	0	-0.178	0.0744
Decide-to-Apply (Self-Reported Ability: 3 = Yes)	17.5%	1.88	-2.2	6	0.116	0.369
Gender[*Female*]:Decide-to-Apply (Self-Reported...	11.9%	1.21	-4.9	7	0.050	0.701

Changes in SUS due to Education & Decide to Apply Interaction

Parameters	Relative Weights	Coefficients	Lower CI	Upper CI	Standardized Coefficients	P-value
Intercept	0.0%	87.06	79.4	94.8	0	< 0.00001
Gender[*Female*]	44.4%	-5.73	-10.8	-0.7	-0.214	0.0268
Age	0.8%	0.46	-2.0	2.9	0.037	0.712
Income	0.6%	-0.04	-0.8	0.7	-0.010	0.919
Education	28.4%	-2.04	-4.1	0.0	-0.194	0.0532
Decide-to-Apply (Self-Reported Ability: 3 = Yes)	24.7%	2.39	-0.7	5.4	0.148	0.124
Education:Decide-to-Apply (Self-Reported Abilit...	1.1%	0.59	-2.1	3.3	0.042	0.665

SUS PREDICTOR: GENDER

Controlling for Age, Income, Education, Pay Type, Persona, Employment Situation, and the Decision to Apply:

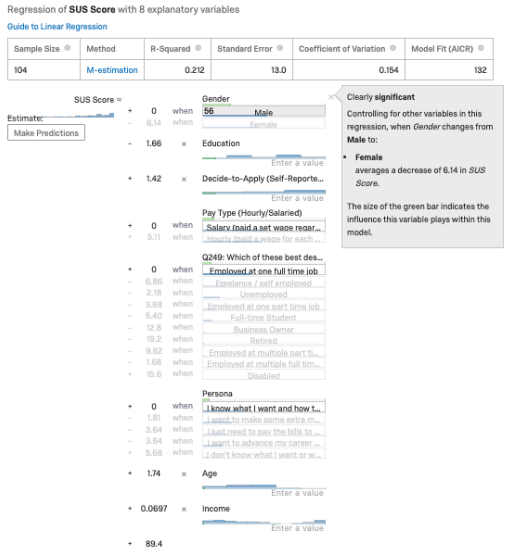
When Gender changes from Male to Female, SUS Score averages a decrease of 6.14 in SUS Score at the $p < 0.03$ level.

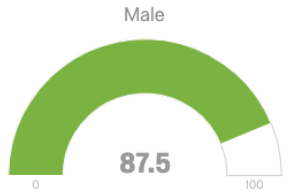
(Note: the difference in Male/Female SUS scores is 6.82)

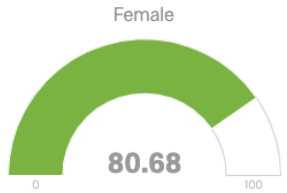
This accounts for 22% of the influence on SUS Scores (see table right).

No other job seeker attribute in the model was significant at the $p < 0.05$ level.

And the Decision to Apply is not a significant predictor a at the $p < 0.3$ level.







Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
Male	37.50	100.00	87.50	10.42	108.48	56
Female	47.50	100.00	80.68	15.28	233.53	48

Changes in SUS due to Gender

Parameters	Relative Weights	Coefficients	Lower CI	Upper ...	Standardized Coefficients	P-value
Intercept	0.0%	89.4	74.0	105	0	< 0.00...
Gender[*Female*]	22.3%	-6.1	-11.5	-1	-0.230	0.0247
Persona[*I want to make some extra money and stay busy, so I want ...*	5.1%	-1.8	-9.5	6	-0.058	0.643
Persona[*I just need to pay the bills to support my family, so I need a...*	2.2%	-3.6	-10.7	3	-0.110	0.309
Persona[*I want to advance my career or transition to a new career, ...*	1.6%	-3.6	-11.2	4	-0.101	0.343
Persona[*I don't know what I want or what I can do, so I'm not sure ...*	3.3%	5.7	-5.4	17	0.099	0.316
Pay Type (.../Salaried) [*Hourly (paid a wage for each hour worked)*]	9.3%	5.1	-0.7	11	0.192	0.0868
Q249: Whic...situation? [*Freelance / self employed*]	6.4%	-6.9	-14.2	1	-0.199	0.0680
Q249: Whic...situation? [*Unemployed*]	0.5%	-2.2	-9.9	6	-0.057	0.581
Q249: Whic...situation? [*Employed at one part time job*]	1.4%	-3.7	-12.5	5	-0.085	0.415
Q249: Whic...situation? [*Full-time Student*]	2.8%	-5.4	-15.0	4	-0.114	0.269
Q249: Whic...situation? [*Business Owner*]	5.4%	-12.8	-28.5	3	-0.161	0.109
Q249: Whic...situation? [*Retired*]	7.2%	-19.2	-39.1	1	-0.197	0.0595
Q249: Whic...situation? [*Employed at multiple part time jobs*]	3.7%	-9.8	-27.9	8	-0.101	0.286
Q249: Whic...situation? [*Employed at multiple full time jobs*]	0.3%	-1.7	-26.8	23	-0.012	0.896
Q249: Whic...situation? [*Disabled*]	6.0%	15.6	-9.7	41	0.114	0.226
Age	1.8%	1.7	-1.1	5	0.139	0.232
Income	0.7%	0.1	-0.6	1	0.018	0.847
Education	10.5%	-1.7	-4.0	1	-0.158	0.160
Decide-to-Apply (Self-Reported Ability: 3 = Yes)	9.5%	1.4	-1.7	5	0.088	0.375

SUS PREDICTOR: GENDER

Employment Situation transformation:

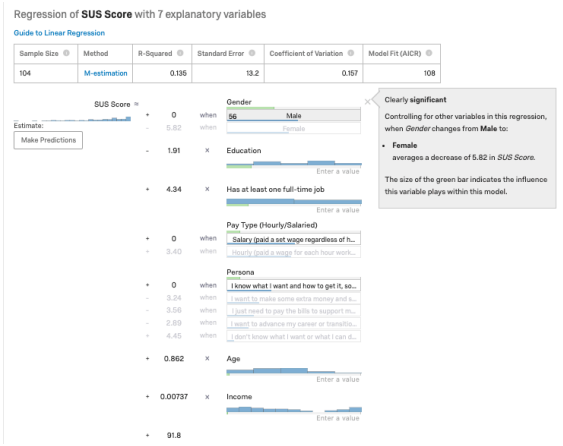
Controlling for Age, Income, Education, Pay Type, Persona, and *Having a Full-time or not having Full-Time Job:*

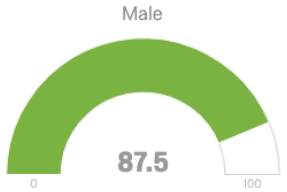
When Gender changes from Male to Female, SUS Score averages a decrease of 5.82 in SUS Score at the $p < 0.03$ level.

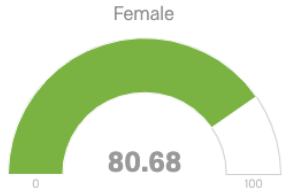
(Note: the difference in Male/Female SUS scores is 6.82)

This accounts for 35% of the influence on SUS Scores (see table right).

There is also no other attribute in the model that was statistically significant.







Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
Male	37.50	100.00	87.50	10.42	108.48	56
Female	47.50	100.00	80.68	15.28	233.53	48

Changes in SUS due to Gender

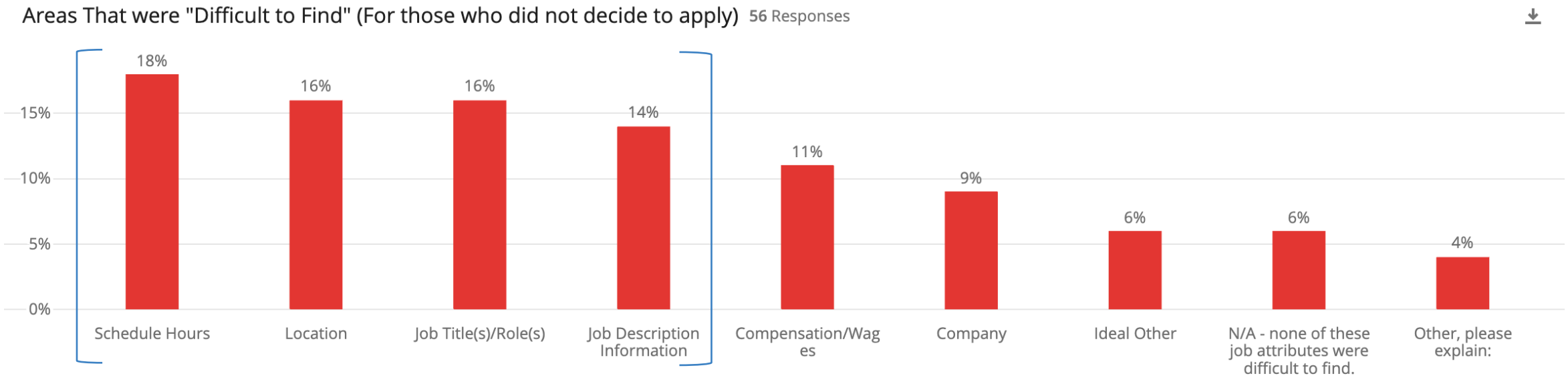
Parameters	Relative Weights	Coefficients	Lower CI	Upper CI	Standardized Coefficients	P-value
Intercept	0.0%	91.83	79.3	104	0	< 0.00001
Pay Type (.../Salaried) [*Hourly (pa...*	9.3%	3.40	-2.3	9	0.128	0.243
Persona[*I want to make some ext...*	9.3%	-3.24	-10.5	4	-0.104	0.382
Persona[*I just need to pay the bill...*	3.4%	-3.56	-10.6	3	-0.107	0.322
Persona[*I want to advance my ca...*	1.5%	-2.89	-10.3	5	-0.080	0.446
Persona[*I don't know what I want...*	5.5%	4.45	-6.5	15	0.078	0.425
Gender[*Female*]	35.2%	-5.82	-11.0	-1	-0.218	0.0261
Age	1.4%	0.86	-1.6	3	0.069	0.490
Income	0.7%	0.01	-0.7	1	0.002	0.984
Education	18.1%	-1.91	-4.2	0	-0.182	0.0942
Has at least one full-time job	15.8%	4.34	-1.2	10	0.161	0.122

Most “Difficult to Find”

18% percent of respondents who did not report “Yes- I decided to apply” reported that finding desired attributes of Schedule/Hours were difficult to find (16% for location and 16% for Job Title(s)/Role(s).

These selections were only populated to respondents who had selected it as an ideal attribute of a job (so if it didn’t matter to them in the pre-test, then it wasn’t probed for in the post-test.)

However, the difference between male and female responses did not vary significantly at the 0.07 level (Female 21%, Male 14%).



SUS PREDICTORS – WITH SYSTEM DIFFICULTIES

So let's look at what happens when we take all the areas that respondents who couldn't decide to apply thought were "difficult to find."

When *Location- difficult to find* changes from not being a function of not deciding to apply to *being a factor in not being able to decide to apply*, *SUS Score* averages a decrease of 9.08 ($p < 0.05$), controlling for other variables in the model.

When Job Description Information - difficult to find changes from not being a function of not deciding to *being a factor in not being able to decide to apply*, *Job Description Information - difficult to find,* averages a decrease of 8.93 in SUS Score ($p < 0.05$), controlling for other variables in the model.

Changes in SUS Score due to Education depend on the value of Gender and vice versa. So in addition to the non-interaction change when Education increases by one and Gender is Female SUS Score decreases by 4.67 ($p < 0.01$). Controlling for other variables in this regression,
when Gender changes from Male to:
Female averages a decrease of 5.01 in SUS Score ($p < 0.05$)

This may mean that perceiving certain types of Location and Job Description information as difficult to find, is *more often associated with higher educated females, and has the opposite effect for males.*

So what are higher educated females pursuing, career path wise? And how does this inform the contents of the job description information?

In order to do this, we'll take a look at the Career Path pursuits of higher educated females vs. higher educated males in the sample.

Regression of **SUS Score** with 11 explanatory variables

Guide to Linear Regression

Sample Size	Method	R-Squared	Standard Error	Coefficient of Variation	Model Fit (AICR)
104	M-estimation	0.374	11.2	0.133	128

SUS Score =

Estimate:

Make Predictions

+ 0 when Location - difficult to find (Blank)

- 9.08 when Location - difficult to find $[q://QID221/ChoiceTextEntr...

+ 0 when Job Description Information - ... (Blank)

- 8.93 when Job Description Information - ... $[q://QID221/ChoiceTextEntr...

- 4.67 × Education and Gender (. when Female

+ 0 when Gender Male

- 5.01 when Gender Female

+ 0 when Job Title(s)/Role(s) - difficult t... (Blank)

- 5.61 when Job Title(s)/Role(s) - difficult t... $[q://QID221/ChoiceTextEntr...

+ 0 when Q249: Which of these best des... Employed at one full time job

- 1.67 when Freelance / self employed

+ 0.785 when Unemployed

- 3.89 when Employed at one part time job

- 9.03 when Full-time Student

- 12.4 when Business Owner

+ 90.8

Clearly **significant**

Controlling for other variables in this regression, when *Location - difficult to find* changes from **(Blank)** to:

- **${q://QID221/ChoiceTextEntryValue/1}** averages a decrease of 9.08 in *SUS Score*.

The size of the green bar indicates the influence this variable plays within this model.

Parameters	Relative Weights	Coefficients	Lower CI	Upper CI	Standardized Coefficients	P-value
Intercept	0.0%	90.8	82.5	99.1	0	**< 0.00001**
Gender[*Female*]	9.3%	−5.0	−9.7	−0.3	−0.187	**0.0362**
Location -...lt to find [*${q://QID22...*	17.9%	−9.1	−16.8	−1.4	−0.246	**0.0207**
Compensati...difficult [*${q://QID2...*	1.0%	3.4	−4.9	11.8	0.080	0.417
Job Title(...lt to find [*${q://QID221...*	10.2%	−5.6	−12.4	1.2	−0.152	0.104
Company -...lt to find [*${q://QID2...*	3.0%	7.1	−1.2	15.4	0.149	0.0931
Job Descri...lt to find [*${q://QID22...*	15.6%	−8.9	−16.5	−1.4	−0.229	**0.0208**
Schedule/H...difficult [*${q://QID2...*	5.8%	−2.7	−10.3	4.9	−0.076	0.488
Q249: Whic...situation? [*Freelanc...*	0.8%	−1.7	−8.2	4.8	−0.048	0.615
Q249: Whic...situation? [*Unemplo...*	0.4%	0.8	−6.4	8.0	0.021	0.832
Q249: Whic...situation? [*Employe...*	0.7%	−3.9	−11.9	4.1	−0.090	0.338
Q249: Whic...situation? [*Full-time...*	2.6%	−9.0	−18.5	0.5	−0.191	0.0620
Q249: Whic...situation? [*Business...*	6.7%	−12.4	−26.7	1.8	−0.156	0.0863
Q249: Whic...situation? [*Retired*]	2.6%	−14.7	−32.7	3.3	−0.151	0.110
Q249: Whic...situation? [*Employe...*	1.8%	−9.6	−25.8	6.6	−0.099	0.247
Q249: Whic...situation? [*Employe...*	0.0%	−2.2	−24.5	20.1	−0.016	0.847
Q249: Whic...situation? [*Disabled*]	1.6%	7.8	−14.7	30.3	0.057	0.496
Age	0.4%	0.5	−2.1	3.0	0.038	0.715
Income	0.4%	−0.0	−0.7	0.7	−0.003	0.971
Education	4.3%	−0.0	−2.5	2.4	−0.004	0.973
Education:Gender[*Female*]	14.9%	−4.7	−8.3	−1.0	−0.289	**0.0119**

Associations with “No- I did not find a good job”

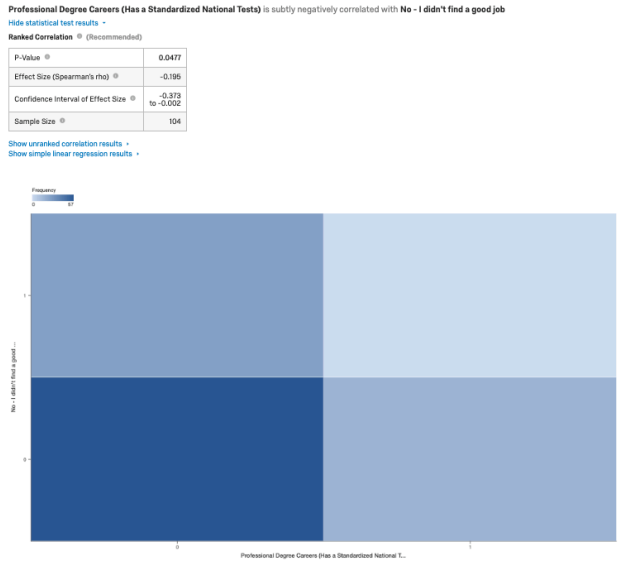
The top associations with *No- I did not find a good job:*

In order of significance and effect Size:

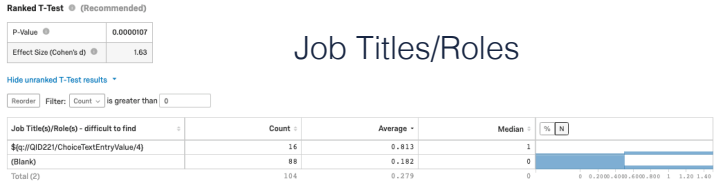
- Job Title(s)/Role(s)- difficult to find (Effect 1.53, $p < 0.0001$)
- Job Description Information – difficult to find (Effect 0.99, $p < 0.009$)
- Location – difficult to find (Effect 0.96, $p < 0.005$)
- Career Path Pursuits with national gender imbalances (Effect -0.21, $p < 0.05$)
- Career Paths with standardized state tests (Effect -0.20, $p < 0.05$)

However, it’s important to see these while controlling for all other demographics.

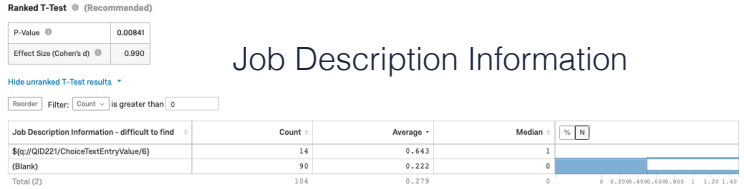
So now we’ll put them in another model after assessing associations with the the top two associations with “No- I didn’t find a good job”



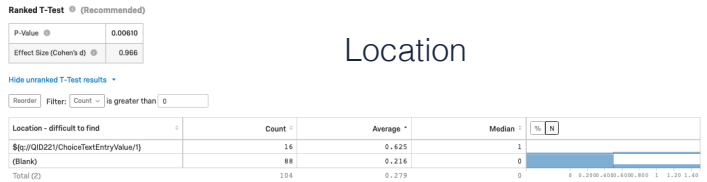
Job Titles/Roles

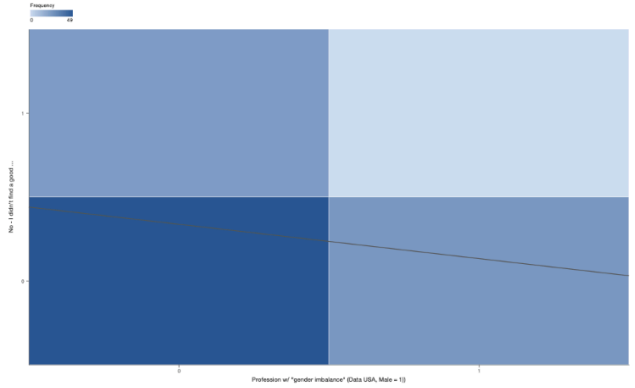


Job Description Information



Location





What's associated with "Yes – Decided to Apply"?

Observations associated with reporting "Yes- I decided to apply":

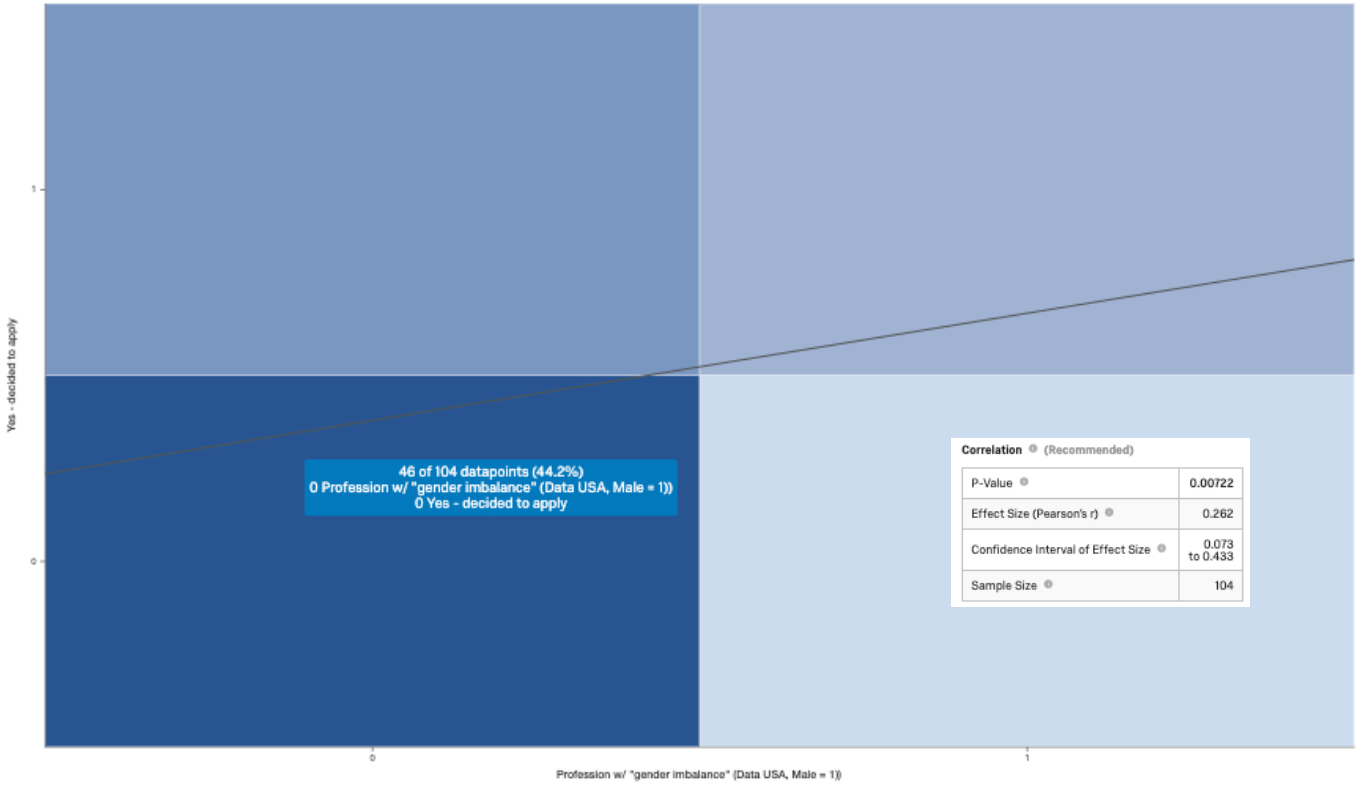
- RE: SUS positively correlated with "yes" - 0.320 ($p < 0.000931$)
- RE: Male – significantly higher (Cohen's D; = 0.408; $p < 0.05$)

- Career Path Pursuits (Industries) with national average gender imbalances towards male:
  - Subtly positively correlated (Effect Size: 0.26, $p < 0.01$) (see graph right)

Professions that are *not*, on average, more male dominated, had significantly lower observations of reporting "Yes- I decided to apply."

So why is that?

Correlation of Career Path Pursuits w/ male "gender imbalance" is subtly positively correlated with Yes - decided to apply



Variable Coding:
Career Path Pursuits w/ male "gender imbalance" (Professions, Data USA) = 1
Accounting, Finance, Information Technology, Military Protective Services, Engineering

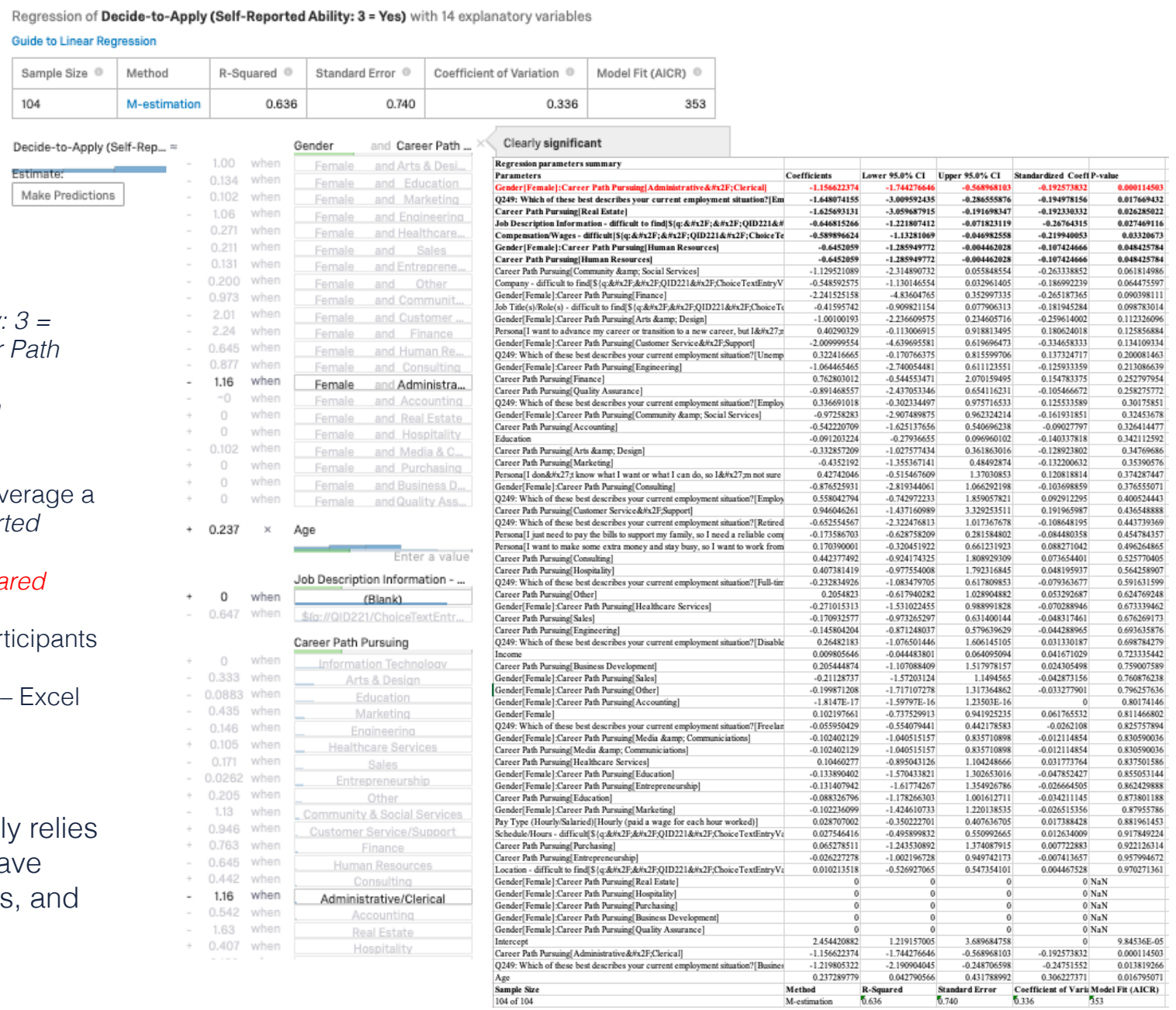
Decide-To-Apply Predictors

When we add Career Path Pursuits and look at the differences between Gender:

Changes in *Decide-to-Apply (Self-Reported Ability: 3 = Yes)* due to *Gender* depend on the value of *Career Path Pursuing* and vice versa. So in addition to the non-interaction change, when *Gender* and *Career Path Pursuing* changes to:

- Female and Administrative/Clerical there is on average a decrease of 1.16 in *Decide-to-Apply (Self-Reported Ability: 3 = Yes)*
  - *Significant at the p < 0.0001 level (R-squared 0.63)*
  - Controlling for all high level areas that participants thought were difficult to find.
    - (Model is too large to be depicted – Excel of Model depicted on right)

This may indicate that the overall decision to apply relies on the types of jobs that are easy to search for, have relatively high standardized job descriptions, titles, and on average



Regression parameters summary					
Parameters	Coefficients	Lower 95.0% CI	Upper 95.0% CI	Standardized Coeff	P-value
Gender[Female]:Career Path Pursuing[Administrative/Clerical]	-1.156622374	-1.744276646	-0.568968103	-0.192573832	0.000114503
Q249: Which of these best describes your current employment situation?[Em	-1.648074155	-3.009592435	-0.286555876	-0.194978156	0.017669432
Career Path Pursuing[Real Estate]	-1.625693131	-3.059687915	-0.191698347	-0.192330332	0.026285022
Job Description Information - difficult to find[${q://QID221/ChoiceTextEntryV	-0.646815266	-1.221807412	-0.071823119	-0.26764315	0.027469116
Compensation/Wages - difficult[${q://QID221/ChoiceTe	-0.589896624	-1.13281069	-0.046982558	-0.219940053	0.03320673
Gender[Female]:Career Path Pursuing[Human Resources]	-0.6452059	-1.285949772	-0.004462028	-0.107424666	0.048425784
Career Path Pursuing[Human Resources]	-0.6452059	-1.285949772	-0.004462028	-0.107424666	0.048425784
Career Path Pursuing[Community & Social Services]	-1.129521089	-2.314890732	0.055848554	-0.263338852	0.061814986
Company - difficult to find[${q://QID221/ChoiceTextEntryV	-0.548592575	-1.130146554	0.032961405	-0.186992239	0.064475597
Gender[Female]:Career Path Pursuing[Finance]	-2.241525158	-4.83604765	0.352997335	-0.265187365	0.090398111
Job Title(s)/Role(s) - difficult to find[${q://QID221/ChoiceTe	-0.41595742	-0.909821154	0.077906313	-0.181945284	0.098783014
Gender[Female]:Career Path Pursuing[Arts & Design]	-1.00100193	-2.236609575	0.234605716	-0.259614002	0.112326096
Persona[I want to advance my career or transition to a new career, but I'm	0.40290329	-0.113006915	0.918813495	0.180624018	0.125856884
Gender[Female]:Career Path Pursuing[Customer Service/Support]	-2.009999554	-4.639695581	0.619696473	-0.334658333	0.134109334
Q249: Which of these best describes your current employment situation?[Unemp	0.322416665	-0.170766375	0.815599706	0.137324717	0.200081463
Gender[Female]:Career Path Pursuing[Engineering]	-1.064465465	-2.740054481	0.611123551	-0.125933359	0.213086639
Career Path Pursuing[Finance]	0.762803012	-0.544553471	2.070159495	0.154783375	0.252797954
Career Path Pursuing[Quality Assurance]	-0.891468557	-2.437053346	0.654116231	-0.105466672	0.258275772
Q249: Which of these best describes your current employment situation?[Employ	0.336691018	-0.302334497	0.975716533	0.125533589	0.30175851
Gender[Female]:Career Path Pursuing[Community & Social Services]	-0.97258283	-2.907489875	0.962324214	-0.161931851	0.32453678
Career Path Pursuing[Accounting]	-0.542220709	-1.625137656	0.540696238	-0.09027797	0.326414477
Education	-0.091203224	-0.27936655	0.096960102	-0.140337818	0.342112592
Career Path Pursuing[Arts & Design]	-0.332857209	-1.027577434	0.361863016	-0.128923802	0.34769686
Career Path Pursuing[Marketing]	-0.4352192	-1.355367141	0.48492874	-0.132200632	0.35390576
Persona[I don't know what I want or what I can do, so I'm not sure	0.42742046	-0.515467609	1.37030853	0.120818814	0.374287447
Gender[Female]:Career Path Pursuing[Consulting]	-0.876525931	-2.819344061	1.066292198	-0.103698859	0.376555071
Q249: Which of these best describes your current employment situation?[Employ	0.558042794	-0.742972233	1.859057821	0.092912295	0.400524443
Career Path Pursuing[Customer Service/Support]	0.946046261	-1.437160989	3.329253511	0.191965987	0.436548888
Q249: Which of these best describes your current employment situation?[Retired	-0.652554567	-2.322476813	1.017367678	-0.108648195	0.443739369
Persona[I just need to pay the bills to support my family, so I need a reliable com	-0.173586703	-0.628758209	0.281584802	-0.084480358	0.454784357
Persona[I want to make some extra money and stay busy, so I want to work from	0.170390001	-0.320451922	0.661231923	0.088271042	0.496264865
Career Path Pursuing[Consulting]	0.442377492	-0.924174325	1.808929309	0.073654401	0.525770405
Career Path Pursuing[Hospitality]	0.407381419	-0.977554008	1.792316845	0.048195937	0.564258907
Q249: Which of these best describes your current employment situation?[Full-tim	-0.232834926	-1.083479705	0.617809853	-0.079363677	0.591631599
Career Path Pursuing[Other]	0.2054823	-0.617940282	1.028904882	0.053292687	0.624769248
Gender[Female]:Career Path Pursuing[Healthcare Services]	-0.271015313	-1.531022455	0.988991828	-0.070288946	0.673339462
Career Path Pursuing[Sales]	-0.170932577	-0.973265297	0.631400144	-0.048317461	0.676269173
Career Path Pursuing[Engineering]	-0.145804204	-0.871248037	0.579639629	-0.044288965	0.693635876
Q249: Which of these best describes your current employment situation?[Disable	0.26482183	-1.076501446	1.606145105	0.031330187	0.698784279
Income	0.009805646	-0.044483801	0.064095094	0.041671029	0.723335442
Career Path Pursuing[Business Development]	0.205444874	-1.107088409	1.517978157	0.024305498	0.759007589
Gender[Female]:Career Path Pursuing[Sales]	-0.21128737	-1.57203124	1.1494565	-0.042873156	0.760876238
Gender[Female]:Career Path Pursuing[Other]	-0.199871208	-1.717107278	1.317364862	-0.033277901	0.796257636
Gender[Female]:Career Path Pursuing[Accounting]	-1.8147E-17	-1.59797E-16	1.23503E-16	0	0.80174146
Gender[Female]	0.102197661	-0.737529913	0.941925235	0.061765532	0.811466802
Q249: Which of these best describes your current employment situation?[Freelan	-0.055950429	-0.554079441	0.442178583	-0.0262108	0.825757894
Gender[Female]:Career Path Pursuing[Media & Communications]	-0.102402129	-1.040515157	0.835710898	-0.012114854	0.830590036
Career Path Pursuing[Media & Communications]	-0.102402129	-1.040515157	0.835710898	-0.012114854	0.830590036
Career Path Pursuing[Healthcare Services]	0.10460277	-0.895043126	1.104248666	0.031773764	0.837501586
Gender[Female]:Career Path Pursuing[Education]	-0.133890402	-1.570433821	1.302653016	-0.047852427	0.855053144
Gender[Female]:Career Path Pursuing[Entrepreneurship]	-0.131407942	-1.61774267	1.354926786	-0.026664505	0.862429888
Career Path Pursuing[Education]	-0.088326796	-1.178266303	1.001612711	-0.034211145	0.873801188
Gender[Female]:Career Path Pursuing[Marketing]	-0.102236099	-1.424610733	1.220138535	-0.026515356	0.87955786
Pay Type (Hourly/Salaried)[Hourly (paid a wage for each hour worked)]	0.028707002	-0.350222701	0.407636705	0.017388428	0.881961453
Schedule/Hours - difficult[${q://QID221/ChoiceTextEntryVa	0.027546416	-0.495899832	0.550992665	0.012634009	0.917849224
Career Path Pursuing[Purchasing]	0.065278511	-1.243530892	1.374087915	0.007722883	0.922126314
Career Path Pursuing[Entrepreneurship]	-0.026227278	-1.002196728	0.949742173	-0.007413657	0.957994672
Location - difficult to find[${q://QID221/ChoiceTextEntryVa	0.010213518	-0.526927065	0.547354101	0.004467528	0.970271361
Gender[Female]:Career Path Pursuing[Real Estate]	0	0	0	0	NaN
Gender[Female]:Career Path Pursuing[Hospitality]	0	0	0	0	NaN
Gender[Female]:Career Path Pursuing[Purchasing]	0	0	0	0	NaN
Gender[Female]:Career Path Pursuing[Business Development]	0	0	0	0	NaN
Gender[Female]:Career Path Pursuing[Quality Assurance]	0	0	0	0	NaN
Intercept	2.454420882	1.219157005	3.689684758	0	9.84536E-05
Career Path Pursuing[Administrative/Clerical]	-1.156622374	-1.744276646	-0.568968103	-0.192573832	0.000114503
Q249: Which of these best describes your current employment situation?[Busines	-1.219805322	-2.190904045	-0.248706598	-0.24751552	0.013819266
Age	0.237289779	0.042790566	0.431788992	0.306227371	0.016795071

Sample Size	Method	R-Squared	Standard Error	Coefficient of Varia	Model Fit (AICR)
104 of 104	M-estimation	0.636	0.740	0.336	353

What was most difficult by gender?

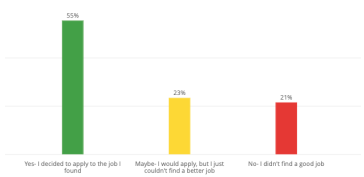
Of all the areas that were “difficult to find”:

22% of females reported Location as “difficult to find” vs. 8.9% of males (however this is only significant at the p < 0.06 level)

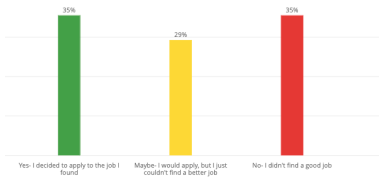
<u>This was the only topic area of difficulty that was associated with gender, at this significance level.</u>

Additionally, males in the sample are reflective of the normal population phenomenon, by having a career path pursuits in predominately male dominated fields.

55% of Males reported “Yes – I decided to apply…”



35% of females reported “Yes – I decided to apply…”



Male tends to have much higher values for **Profession w/ "gender imbalance" (Data USA, Male = 1))** than **Female**

Show statistical test results

Reorder | Filter: Count is greater than 0

Gender	Count	Average	Median	% N
Male	56	0.446	0	
Female	48	0.104	0	
Total (2)	104	0.288	0	

0 0.200 0.400 0.600 0.800 1 1.20 1.40

22% of females reported Location as “difficult to find” vs. 8.9% of males

Gender	Please select the job attributes th...	%
Female (48)	${q://QID221/ChoiceText... (11 of 48)	22.9%
Male (56)	${q://QID221/ChoiceTextE... (5 of 56)	8.9%
Female (48)	${q://QID221/ChoiceTextE... (7 of 48)	14.6%
Male (56)	${q://QID221/ChoiceTextE... (4 of 56)	7.1%
Female (48)	${q://QID221/ChoiceTextE... (8 of 48)	16.7%
Male (56)	${q://QID221/ChoiceTextE... (8 of 56)	14.3%
Female (48)	${q://QID221/ChoiceTextE... (3 of 48)	6.3%
Male (56)	${q://QID221/ChoiceTextE... (6 of 56)	10.7%
Female (48)	${q://QID221/ChoiceTextE... (7 of 48)	14.6%
Male (56)	${q://QID221/ChoiceTextE... (7 of 56)	12.5%
Female (48)	${q://QID221/ChoiceText... (12 of 48)	25.0%
Male (56)	${q://QID221/ChoiceTextE... (6 of 56)	10.7%
Female (48)	${q://QID221/ChoiceTextE... (2 of 48)	4.2%
Male (56)	${q://QID221/ChoiceTextE... (4 of 56)	7.1%
Female (48)	N/A - none of these job at... (4 of 48)	8.3%
Male (56)	N/A - none of these job at... (2 of 56)	3.6%
Female (48)	Other, please explain: (4 of 48)	8.3%
Male (56)	Other, please explain: (0 of 56)	0%

13.3% 36.5%

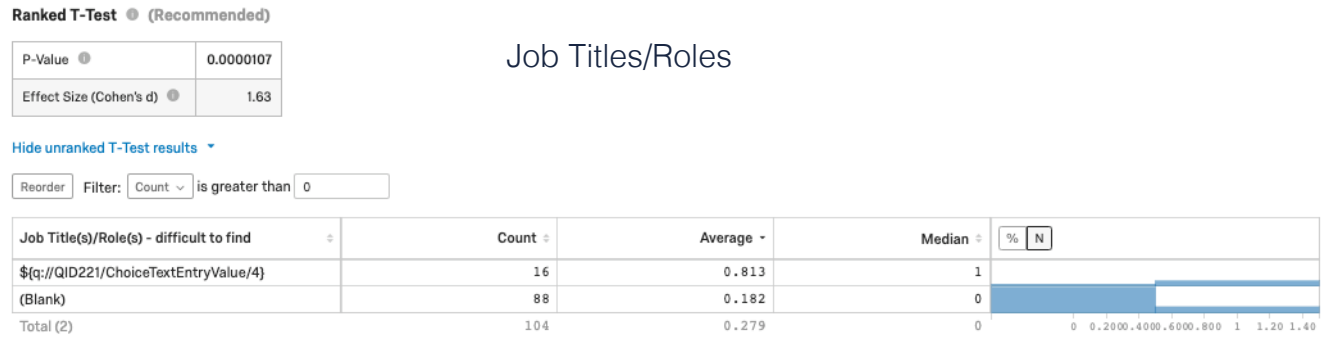
0% 10% 20% 30% 40%

Associations with “Job Titles”

Job Title’s – difficult to find – mostly associated with No- I did not find a good job, therefore, these are the associations with difficulty in finding a Job Titles:

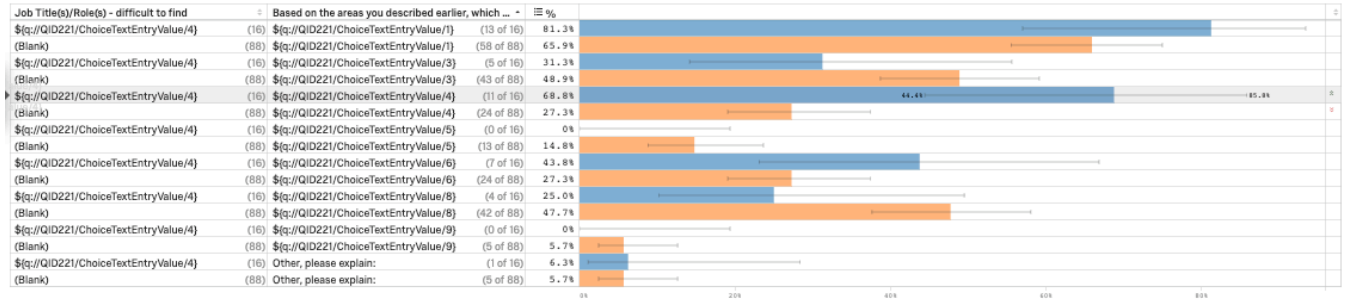
- RE: Job Title(s)/Role(s) (Effect 1.53, $p < 0.0001$) on “No”
  - Job Title(s)/Role(s) had the only statistically different disparity between needing to know the job title before deciding to apply and not needing to know before deciding to apply (Difference: 68% vs. 27%, significantly different at the $p < 0.01$ level (see middle chart right)
  - (and “ideal” job attributes)
  - Associated with *Job Description information* being identified as difficult to find (Effect = 0.3, $p < 0.05$)
  - But there was no other association to any other variable in the survey (including all demographics)

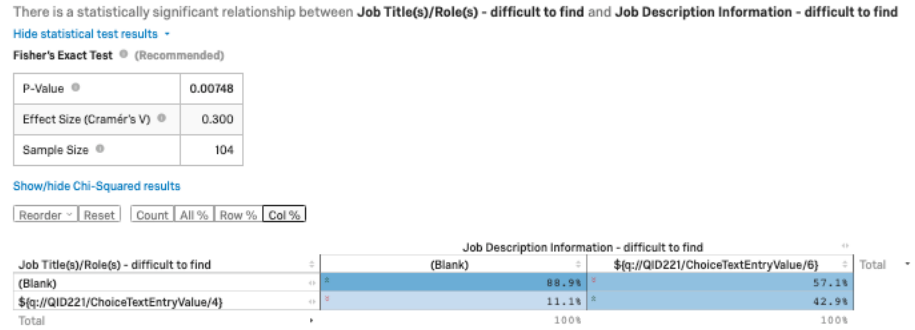
Therefore, the broader category of industry is likely to be a predictor of SUS and decisions to apply.



Job Titles/Roles

Based on the areas you described earlier, which of these areas do you feel you need to know before you decide to apply to the job? (Select all that apply.) - Selected Choice



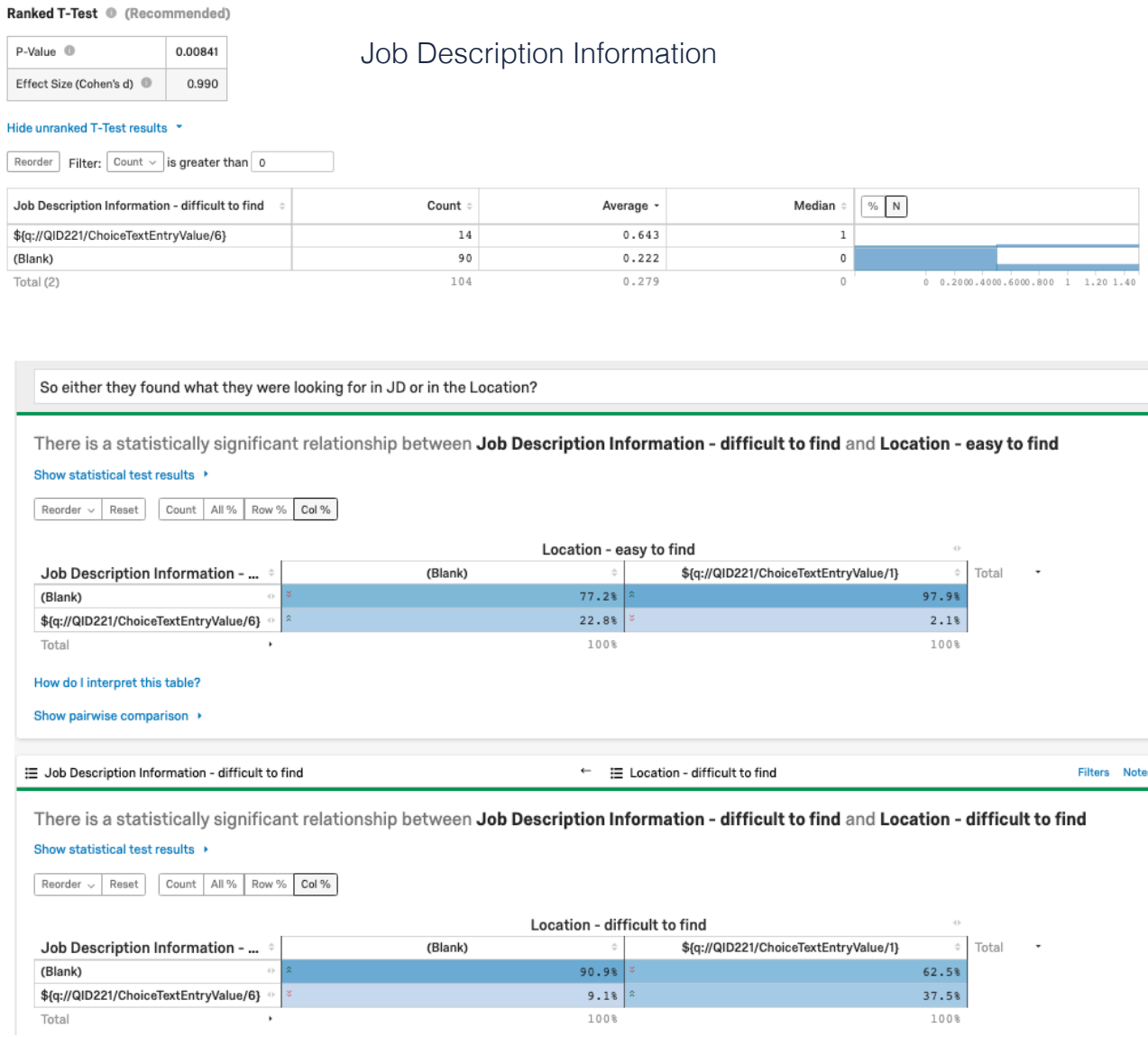


Associations with “Job Description Information”

Secondly, *Job Description information*– difficult to find – is mostly associated with *No- I did not find a good job,* therefore, these are the associations with difficulty in finding Job Description information:

- RE: Job Title(s)/Role(s) (Effect 1.53, p < 0.0001) on “No”
  - *Of those who thought that location was easy to find 97% thought that JD information was difficult to find*
  - Of those who thought that location was difficult to find 62% thought that JD information was difficult to find
  - Both observations statistical at the 0.05 level

So we have this relationship between Job Descriptions and Location.



Job Description Information

So which is it?

Location/Schedules hours

or

Job Titles & Job Descriptions?

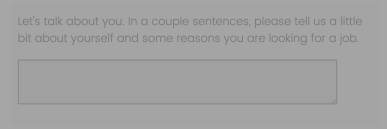
or

Gender & Education

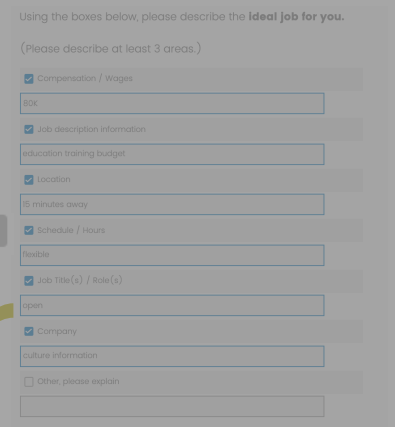
(Task Analysis)

TEST DESIGN

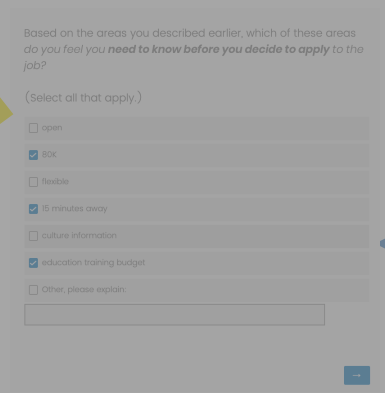
Pre-Test
Job Seeker
Goals Assessment



MOTIVATIONS



Job Search Criteria



Decision Apply Criteria

Task Prompt for Job Search Task

Imagine yourself in this scenario:

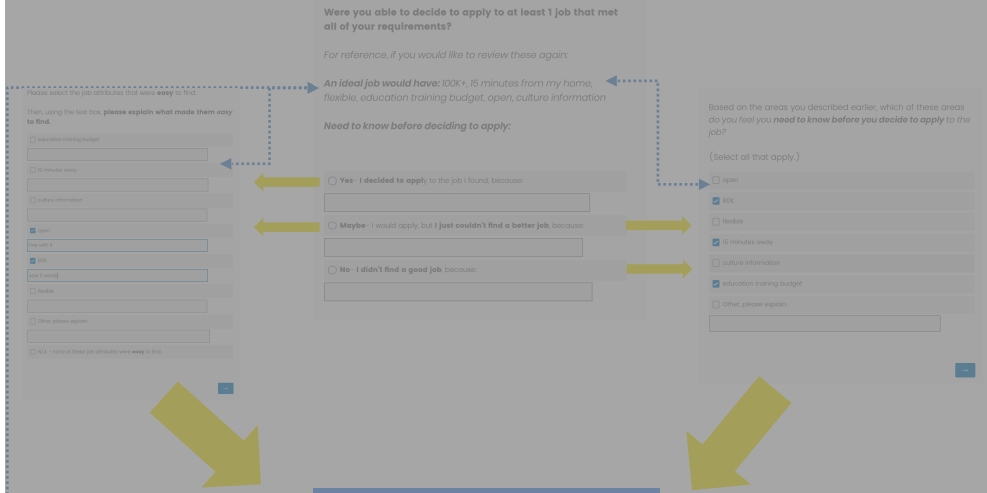
I am online looking for a new job. I happen to come to this website. My goal is to look for the best job, because I don't want to spend time on applications if it's not really right for me.

Based on the scenario above, please show us how you would find the best job for you.

Move on to the next task when you feel you would decide to apply or you could not find a better job.

Post Test
Job Seeker
Decide to Apply Success, SUS & Demographics

DECIDE-TO-APPLY



SUS

10 questions

Demographics

10 questions

Worst case scenario: “No- I could not find a good job” and SUS <60

Nos & Low SUS Average: 37 clicks 7 min 12 page views 11 unique page views

Sample Average: 26 clicks 5 min 6 page views 7 unique page views

Summary of **Location - need to know before applying**
where (**Nos & <60** is greater than or equal to **1**)

Sample Size	Number of distinct categories
5	2

Reorder

Location - need to know ...	Count	Percent	Cumulative
${q://QID221/ChoiceTextE...	4	80.0%	80.0%
(Blank)	1	20.0%	100%
Total	5	100%	

Summary of **Location - need to know before applying**
where (**Nos & <60** is greater than or equal to **1**)
AND (**Gender** equals **Female**)

Sample Size	Number of distinct categories
4	1

Reorder

Location - need to know ...	Count	Percent	Cumulative
${q://QID221/ChoiceTextE...	4	100%	100%
Total	4	100%	

Summary of **Q151_1_TEXT: Location - Text**
where (**Nos & <60** is greater than or equal to **1**)

Sample Size	Number of distinct categories
5	5

Reorder

Q151_1_TEXT: Location - Text	Count	Percent	Cumulative
Close to home	1	20.0%	20.0%
From home or remote Location	1	20.0%	40.0%
It would be great to be located near my home ...	1	20.0%	60.0%
Near home, or very commutable	1	20.0%	80.0%
remote	1	20.0%	100%
Total	5	100%	

Predictably, participants that could not find a job at all (Nos) and had a SUS of < 60, their interactions with the system were much higher (i.e. participants weren’t just lazy.)

On average they had 30% more clicks, spent 29% more time, and searched at least 24% more search queries.*

These participant’s videos were analyzed. Their pain points (shown on the right) were very similar.

- 80% of these participants happen to be female
- 80% had a bachelors or more
- 80% were in non-STEM jobs and non-standardized, non-male predominated fields

What were *100%* of them looking for?
A location where they could be remote or close to their home. #Location

- 80% said they need to know this before applying (these were also all the females in this group.)

Their location text field description is depicted on the right.

CAREERBUILDER

Females statistically differ in location preference

Twice as many females, verses males did not describe their ideal location as a city state and zip.

Twice as many females than males described WFH as an ideal location.

48% of the participants who identified as males reported a city and/or state in their “ideal” location description, verses 24% of females.

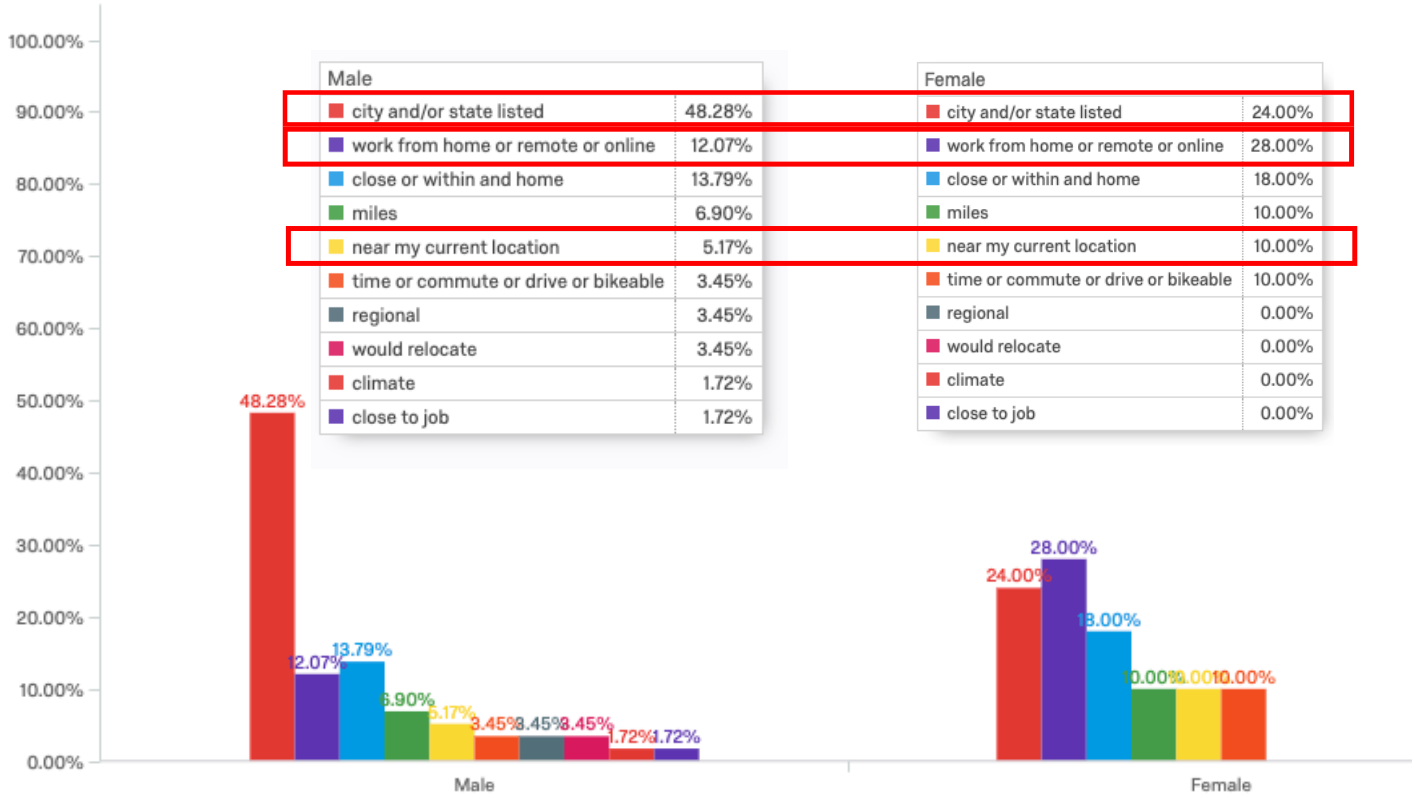
Twice as many females than males described their ideal location as near the current location.

28% of females in the sample wrote about working from home, remote or online, versus 12% of males.

18% of females wrote about working “close” or “within” certain time or distance from their “home” versus 14% of males.

The inference here is that there is location sensitivity (to being where one is currently living) which is mostly observed with participants who identify as female in the sample.

Frequency of Topics in Text Descriptions of the “Ideal” Location by Gender



Nos or < SUS 60: Reasons they were looking for a job

Participants who reported "No- I could not find a good job" the highest topic frequency of their reasons were *leveraging a new or existing skill set.*

Participants who had a SUS Score less than 60, their top reasons for looking for a job involved their parental role.

Summary of **Reasons to look for a job**

where (**Decide-to-Apply (Self-Reported Ability: 3 = Yes)** equals **No- I didn't find a good job, because:**)

Reasons to look for a job	Checked Percent		Checked Count	Sample Size
leverage existing or new skills		48.3%	14	29
money or bills or pay or salary or wag...		31.0%	9	29
company or culture or team		24.1%	7	29
children or daughter or son or kids or ...		17.2%	5	29
change in schedule/hours		10.3%	3	29
enjoyment/interests		10.3%	3	29
work/life balance		6.9%	2	29
security		3.4%	1	29
work from home		0%	0	29

0% 20% 40% 60%

Summary of **Reasons to look for a job**

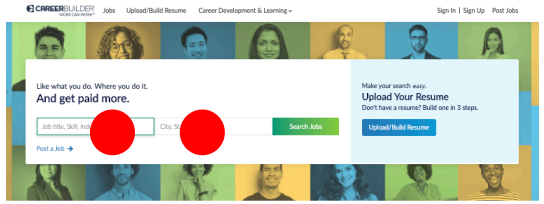
where (**SUS Score** is less than or equal to **60**)

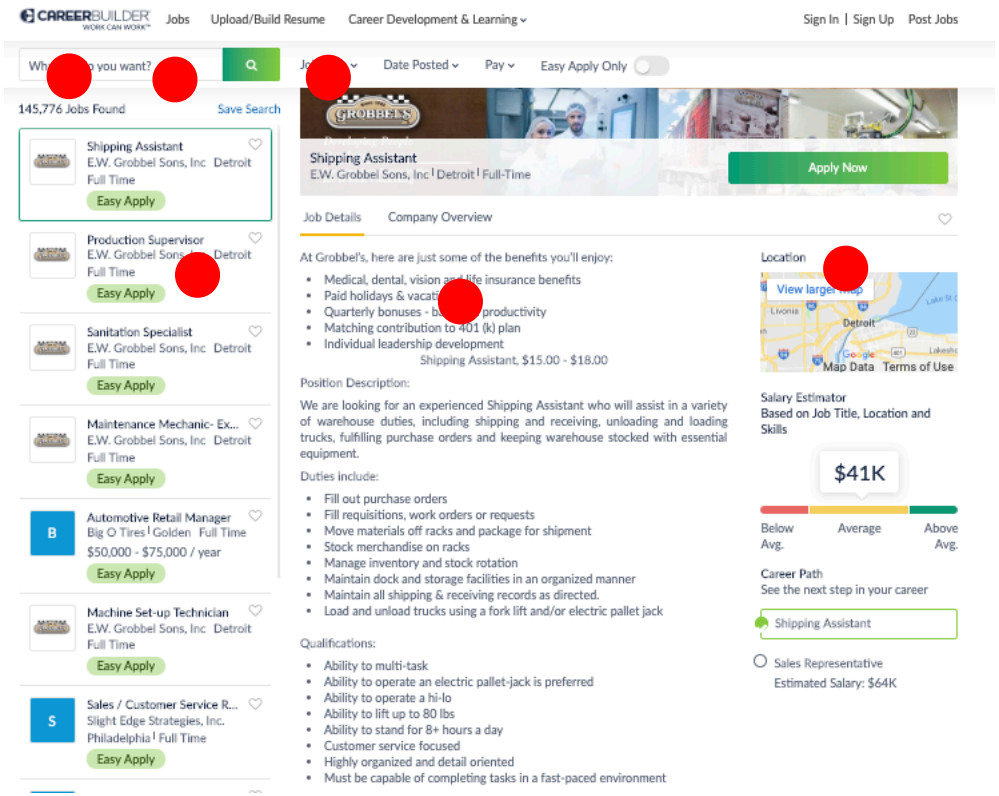
Reasons to look for a job	Checked Percent		Checked Count	Sample Size
children or daughter or son or kids or ...		33.3%	3	9
money or bills or pay or salary or wag...		33.3%	3	9
change in schedule/hours		22.2%	2	9
company or culture or team		22.2%	2	9
leverage existing or new skills		22.2%	2	9
security		11.1%	1	9
enjoyment/interests		0%	0	9
work from home	0% 29.9%	0%	0	9
work/life balance		0%	0	9

0% 20% 40% 60%

Behavior on the Experience: So why is Job Titles and Job Descriptions a predictor of Decide-To-Apply?

Video Analysis for the participants who reported No- I did not find a good job and had a SUS less 60 did these things:





- For those that were looking for remote jobs, a few searched for “remote” in the Job Title Field and the location field for “remote” initially, but then started looking in the Job Type field.
  - Then after not viewing relevant results, participants changed their term and had to figure out whether it was due to remote or the job title.
- For those who were searching for a job with a location near their home those participants initially got irrelevant job titles, and used the related search suggestions – which removed their location
- Or they used an even more specific search term from the suggested search after viewing 0 jobs found for that location. However, they could not determine if it was related to the Job Title or the location.
- A couple expected the Job Titles or cards to include the word remote “remote”
- Some scanned the JDP for the word remote (didn’t use Ctrl +F)
- A couple tried to find a way to change the location for all the search results using the map.
- A few verbalized that they didn’t know where the location selections could be made (and hovered their curser at the top - when the filter/search bar was hidden above the fold or when they had not used the JRP’s dynamic location box before.
- All who had used more than one search term and initially set their filters had to re-filter again and again using the same filter criteria.
- All participants in this group who perceived that the first 25 results were irrelevant never loaded more jobs or used filters, -- despite most getting several hundred result listings, some started clicking on only a few cards and then changed their search term. The implication is that users will perceive the whole list as irrelevant BEFORE they narrow down the list to identify anything in their “ideal” job criteria.

- This may mean that when location is a “need to know” before applying, even if there are hundreds of relevant jobs within the list results, that are not within the first 25, users will never see them and continue searching for permutations of location and job titles.

Recommendations

- Overall, add more nuanced selections for location in the search fields and filters
  - Include or improve “Remote” or “WFH” or “work from home” in the location and the job title search fields’ SERP algorithms
    - Or create a filter for Remote (or add it to “Job Type”) so that users can isolate the job title queries from their location preferences
    - Or consider using a map widget modal for setting more nuanced selections (by radius or time) by providing a icon to open it from the Location search box
      - And then having a check box within the modal for “remote/work from home”

- Consider adding more visual affordance for interacting with filters first before searching for new titles by re-creating the same experience that happens on the homepage with the focus state transition from the job title field to the location box (green box appears on filters) – this way users will actually leverage their other “need to knows” and be able to see at least other jobs that meet other criteria (RE: users are not getting to the bottom of the lists with potentially relevant results.)
  - Keep filters static on the top upon scroll
  - Don’t auto remove filter settings with every new search term – especially when selecting “related searches”
  - Consider having a secondary search box in the Job Details area for any secondary words that user’s would like to find within the JD (users’ don’t use Ctrl+F for “need to knows” that are lower in their motivational hierarchy.)