



Project Name

Re-imagine the Application Experience

Overview

Hiring managers received thousands of applications, resumes, and cover letters everyday and are overwhelmed by the volume of applicants who don't meet the minimum requirements or simply aren't the right fit for the culture of their organization. Additionally, organizations are held to a certain level of social responsibility towards diversity and inclusion initiatives and do their best to remove unconscious bias from the candidate screening experience but this is often difficult due to the details included in most applications and resumes.

How does an applicant stand out as the best individual for the job when they are all asked to submit the same application, resume, and cover letter? Some are now asked to provide a "portfolio of experience" and other work samples that expand on the bulleted details of their CV as a means to show their talent and tell their story but this takes a lot of time. Often they don't hear back for weeks or months or even at times, ever – needless to say it can be a less than delightful experience.

Hiring managers aren't the only ones reviewing the applicants, often times peers are asked to review a candidate and aren't just looking for competency but also culture fit and what type of human they are but an application, CV, and cover letter can only tell you so much about a human.

Your challenge if accepted is to re-imagine the end to end Application experience for all stakeholders including the hiring manager, the candidate, and potential peers of a future hire.

Requirements

- All design elements must leverage the IBM Design Language.
<https://www.ibm.com/design/language/>
- Use IBM Design Thinking in your process and document accordingly. Process is everything.
<https://www.ibm.com/design/thinking/>
- The experience must include all the elements from the current IBM application to meet HR compliance requirements.
<http://www-03.ibm.com/employment/>
- Ideally the solution would be in the form of a digital application experience where confidential candidate information can be scrubbed and only viewed by HR professionals so that peers can review other information as a part of the internal screening.
- A way to create a blind screening of candidates to remove unconscious bias that would be ideal.
- The experience must allow an applicant to self assess against our proposed professional pillars

(below) on a 1-5 Scale including Craft (relevant to role applying for), Communication Skills, Problem Solving Skills, Technical Vitality, Human Interest and highlight our 1-3-9 Purpose, Values, & Practices (below).

Three Values³

We have never defined ourselves by what we make or sell. Instead, the iconic modern professionals known as “IBMers” are identified and united by what we value.

Dedication to every client's success

IBMers are passionate about building strong, long-lasting relationships, which spurs us to go “above and beyond” on our clients’ behalf. We are focused on outcomes — to help every client succeed, however they measure success.

Innovation that matters — for our company and for the world

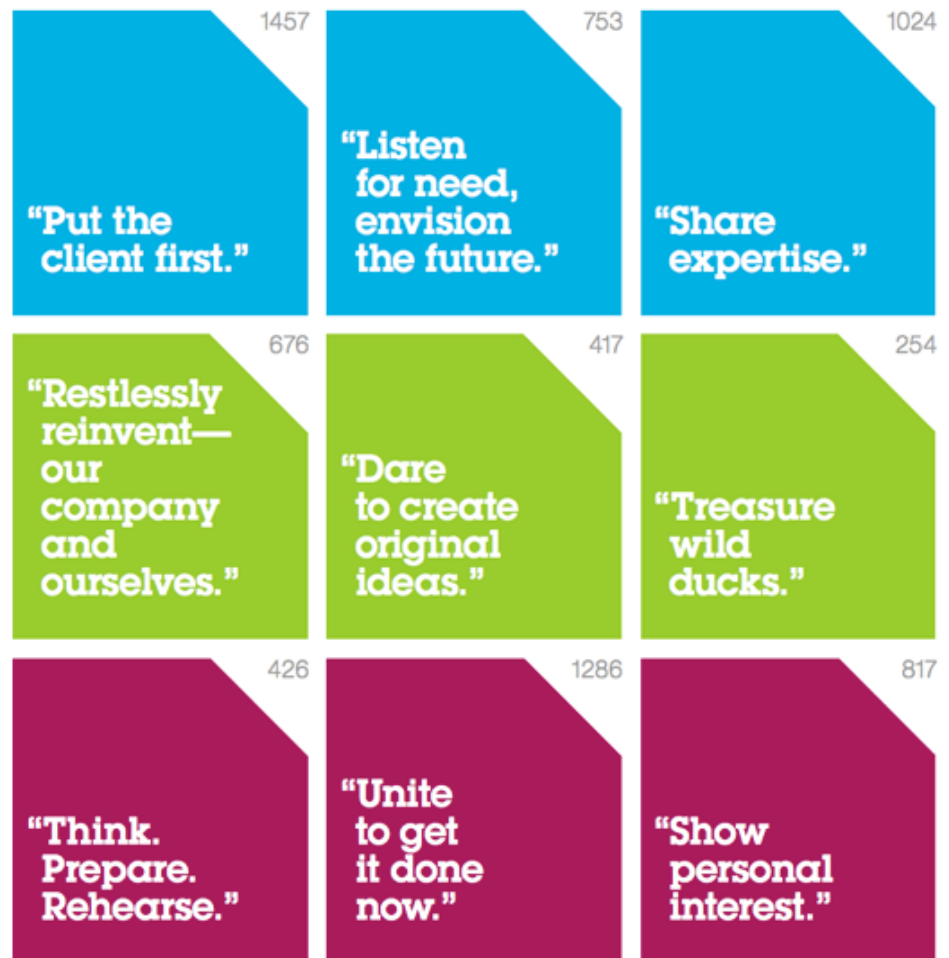
IBMers are forward thinkers. We believe that the application of intelligence, reason and science will improve business, society and the human condition. We seek grand challenges, as well as step-by-step improvements.

Trust and personal responsibility in all relationships

IBMers build personal relationships with all the constituencies of our enterprise — including clients, partners, communities, investors and colleagues. We build trust — and we earn it anew every day.

Nine Practices⁹

Our Practices define how we behave—what our Values look like in action. Explore each of our Nine Practices below.



Schedule

Week 2 - 4: Define the problem statement and propose first ideas

- Research the as-is application experience industry wide for all stakeholders
- Research IBM's cultural transition and history
- Research unconscious bias and understand the implications it can have on inclusion in the workplace

Week 5: Work session 1 to receive feedbacks

- This work session is mainly to get feedbacks about the initial ideas. We will not critique on the visual language of the deliverables but more on the core ideas of the experience you've designed.

Week 6: Run iterations based on feedbacks

- We would like you to talk to the Global Design Recruitment Team and get more insights about what works and what does not work and why.

Week 7: Work session 2 to receive feedbacks

- At this work session, we will critique on not only the overall feasibility and effectiveness of the experience, but also the visual language of the final deliverables.

Week 8: Final Presentation

- Present!

Specifics about deliverable for Work Session 1

We would love to have 3 initial ideas in an end-end user journey at the very least. Wireframes and prototypes are encouraged if you get there great!

Specifics about deliverable for Work Session 2

We would love to see 1 or 2 final directions of the experience with clear improvements on the initial ideas with feedback and iterations. Show us the process! Prefer in a keynote or .pdf format.

Specifics about final deliverable

We want the deck to be unusual, to catch our attention and to tell a story – we call this a Playback and it typically includes Hills that are strategic and non-tactical elements of a final proposed solution. This final presentation must include the Who, What, and Wow of each Hill that impacts the experience and include a roadmap for implementation.

Disclaimer

This project will likely be built in house at IBM. Therefore, IBM will own the Intellectual Property of all work generated by all participants for the event The Pixel Project. But the participants are free to showcase the work anywhere including resumes and portfolios.