

“Well, thanks to a few things, I am unemployed (again). I find myself trying not to sink into the pit of despondency again (last time it took me 6 months to get a job).”

I have been doing everything right. I've got the nice and properly written resume, I've been calling my contacts, I've been visiting companies in person, I've been posting my resume online (and applying for some online positions).....but no one responds.

LACK OF

CONTROL

FEAR

OF

EMBARRASSMENT

FAILURE

“WHAT’S THE POINT?”

The more jobs you find and
apply for, the more likely you
will be to get a job.

Apply game-like incentive systems to job hunting.

- Set goals, watch your progress, and get rewarded when you achieve them (“I will apply to 3 new jobs this week.”)
- Encourage other job seekers.
- See how your stats stack up.

Target Users:

- 18-35
- Looking for a job
- Friends are employed
- Losing motivation/self-esteem

tone and content

social

personal

feed-oriented
bonuses for social
behavior

achievement-oriented
bonuses for
accomplishing goals

irreverent

serious

arbitrary reward
structure
self-deprecating
sarcastic

practical reward
structure
self-help
motivational

QUESTIONS

- Set goals (number of jobs found, applied for, etc? working on resume?), watch your progress, (charts?) and get rewarded (<--with what? points? credits? something else? this is the main question...) when you achieve them.
- Encourage other job seekers (via status updates? how are you aware of them?).
- See how you stack up (dashboard?)

Next Steps

- Develop full proposal (including site outline)
- Development timeline
- Tech

Research

- Incentive/rewards systems (foursquare)
- Tracking tools (nike+)
- Unemployment forums