

Table 3: Example search process for using a career portal

Search Stage and Goal	Feelings	Thoughts	Actions	Requirements	Possible Features	Business Goals
1. <i>Initiation</i> – Recognize need to seek a job	Uncertainty, apprehension	Vague, unclear	Identifying problem and solving strategies (internalized)	Call to action; Confirmation	<ul style="list-style-type: none"> On- and off-line campaign to raise awareness and improve image 	Raise awareness of the company for job seekers
2. <i>Selection</i> – Choose appropriate resources	Curiosity, impatience; Skepticism	General, task oriented, open to new ideas	Locate starting point; Typing URL; Using web search engine; Using online job search services	Starting Point; Credibility	<ul style="list-style-type: none"> High-quality, professional graphic design “We are looking for...” message 	Attract highly-qualified job seekers
3. <i>Searching</i> – Locate relevant vacancies	Anticipation, optimism	Positive, thinking ahead to finding a job	Entering query or navigating job listings	Overview; Orientation	<ul style="list-style-type: none"> Filtered searching Ability to browse vacancies Faceted navigation Search by target group (employee type) 	Make job openings publicly available over on the web
4. <i>Differentiation</i> – Prioritize search results	Uncertainty, confusion, feeling overwhelmed	Unclear, mixed	Scanning results; Prioritizing	Possibilities; Reduced complexity	<ul style="list-style-type: none"> Uncomplicated search results “Shopping cart” for relevant openings 	
5. <i>Deciding</i> – Determine which positions are most relevant	Feelings of clarity, confidence, sense of direction; Satisfaction or dissatisfaction	Narrowed, Increased interest and understanding	Making a decision	Guidance; Trust in the company	<ul style="list-style-type: none"> Job descriptions Ability to sort by certain criteria Facts, figures about company Employee profiles and case studies Attractive, engaging visual design Day at the office, photos of office, work hours City and local information Self-assessment tool 	Gain trust of potential applicants
6. <i>Monitor</i> – Check status / availability of positions over time	Hope, feelings of attachment	Remembering details	Visit site again	Reminder services	<ul style="list-style-type: none"> News Saved job list Show new jobs since last visit Memorable URLs Bookmarkable pages Newsletter Contact information 	Develop relationship with potential future employees
7. <i>Action</i> – Apply for a job	Relief, nervousness	Clear, focused on completing tasks accurately	Reading or extracting information; Filling out forms online or offline; Collecting necessary personal data	Time; Privacy and discretion;	<ul style="list-style-type: none"> Online and offline application Downloadable application form Information about the interview Login and profile (save application) Downloads and print-friendly pages 	Get highly-qualified applicants