

Behavioral Journey Assessment (BJA)

First-Time Job Seeker Experience on Wuzzuf Platform | Mapping psychological and behavioral patterns across the job search journey

PRE-APPLICATION

APPLICATION AND ENGAGEMENT

POST-APPLICATION

Stage	1. Awareness	2. Registration	3. Profile Building	4. Job Search	5. Application	6. Waiting	7. Interview	8. Outcome
Typical User Actions	- Searching Google for jobs - Asking peers for recommendations - University career centers, Job Fairs - Scrolling through social media and seeing Wuzzuf ads or job posts - Comparing Wuzzuf with alternatives, related	- Creating account via phone or social login - Entering personal information - Selecting job categories/interest - Setting location and salary expectation	- Uploading or building CV - Adding education details - Listing skills - Writing career objective - Adding profile photo	- Browsing recommended jobs - Using search (job title or company name,...) - Using filters (location, experience level, salary) - Saving interesting jobs for later - Comparing multiple job listings - Viewing company profiles	- Clicking "Apply" on selected jobs - Reviewing application requirements - Answering screening questions - Attaching additional documents (portfolio, certificates) - Submitting and receiving confirmation	- Checking application status repeatedly - Refreshing email inbox for responses - Applying to more jobs while waiting - Researching companies they applied to - Reaching out directly to recruiters, friends in same company	- Receiving interview invitation - Researching the company - Preparing for interview questions - Attending interviews (virtual or in-person) - Following up after interviews	- Receiving offer or rejection - Negotiating salary and terms (if applicable) - Accepting or declining offers - Updating profile to reflect new job - Leaving reviews or feedback
Information Channels	University Career Services Facebook Groups Instagram Ads Google Search Word of Mouth	Onboarding Tooltips Email Verification Welcome Screens Push Notifications	CV Builder Tool Profile Indicator Form Field Tips Help Articles YouTube Tutorials	Job Recommendations Search Filters Company Profiles Salary Insights Email Job Alerts	Application form and requirements Status Tracker Application Tips Confirmation Emails	Status Dashboard Whatsapp/Call Notifications Email Updates SMS Alerts	Scheduling Tools Company Reviews, peer reviews Career Advice Interview Reminders	Review and rating requests Salary negotiation resources Offer letters and formal communications Referral program invitations
Negative Internal Triggers	- Uncertainty Aversion Overwhelmed by options - Fear of Commitment Hesitant to choose platform	- Cognitive Load Too many fields to fill - Privacy Concerns Hesitant to share personal data	- Imposter Syndrome Feel no experience to list - Analysis Paralysis Too many skill choices, categories	- Choice Overload Decision fatigue from listings - Optimism Bias Unrealistic expectations	- Fear of Rejection Hesitation to apply - Friction Sensitivity Extra steps cause drop-off	- Uncertainty Anxiety Not knowing creates stress - Negativity Bias Silence means rejection	- Performance Anxiety First interview nerves - Spotlight Effect Overestimate judgment	- Regret Aversion Second-guessing decisions - Disappointment Strong emotional response
Behavioral Factors	- Social Proof Friends got jobs here - Authority Bias Trust university recommendation	- Goal Gradient Effect Progress motivates - Commitment Bias Small steps build momentum	- Completion Bias Desire to reach 100% profile - Endowment Effect Invested time in profile adds value	- Scarcity Effect 50 applicants creates urgency - Curiosity Drive Explore new opportunities	- Loss Aversion Fear of missing opportunity - Sunk Cost Effect Already invested effort	- Variable Rewards Intermittent responses engage - Hope Anticipation of good news	- Peak-End Rule Last impression matters - Growth Mindset View as learning opportunity	- Reciprocity Desire to give back - Identity Shift Seeker to Employed transition
Key Target Behaviors	- Visit Wuzzuf website or download the app - Recognize Wuzzuf as a credible job platform - Initiate the registration process	- Complete account registration - Verify email/phone number - Enable notifications for job alerts - Proceed to profile creation	- Complete profile to +80% strength - Upload a professional CV - Add at least 5 relevant skills - Write a compelling career objective - Add accurate contact information	- Set up at least one job alert - Save 5+ jobs to shortlist - Explore beyond the first page of results - View company profiles before applying - Use filters to narrow relevant opportunities	- Submit at least 10 applications in first week - Complete all screening questions thoroughly - Apply to jobs matching their profile strength - Don't abandon mid-application - Apply to diverse opportunity types	- Continue applying to new opportunities - Check status dashboard (not obsessively) - Respond promptly to interview invitations - Update profile based on feedback - Remain engaged with the platform	- Respond to interview requests within 24 hours - Use platform resources for interview prep - Show up prepared and on time - Send thank-you messages post-interview - Update application status after interviews	- Update employment status on profile - Leave review for employer - Refer friends to Wuzzuf - Return to platform for future opportunities - Engage with Wuzzuf's professional content