Optimizing candidate selection for media product recordings: a database design approach

On going project

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BOBCATSSS 2024 UNIVERSIDADE D COIMBRA Portugal

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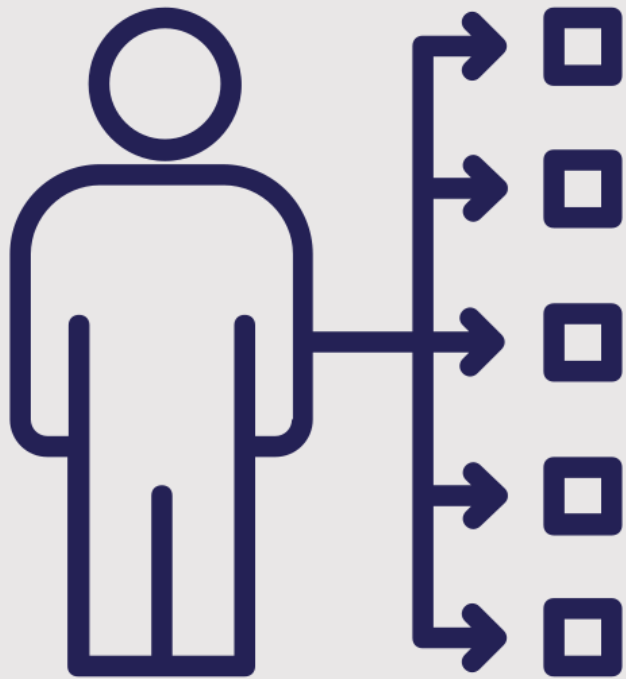# Introduction

Problem/Opportunity

Recruitment

Contact

Selection

Introduction

Data

Personal Information

Physical Appereance

Roles / Experience

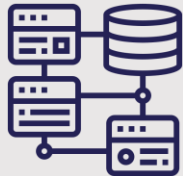Training/Education

Availability

Skills

Introduction

Research Questions

- What are the specific needs of candidate selection in media production recordings that need to be addressed by a custom database?

- How can database design methodologies optimize the candidate selection process for media production?

- What are the key elements and essential data relationships that must be considered in the design of the database architecture to facilitate the efficient manipulation and retrieval of candidate information?

- To what extent can the application of user-centered interface design techniques improve usability and the overall user experience in selecting candidates for media production recordings?

Research Methods

Heuristic Analysis

Interviews

Surveys

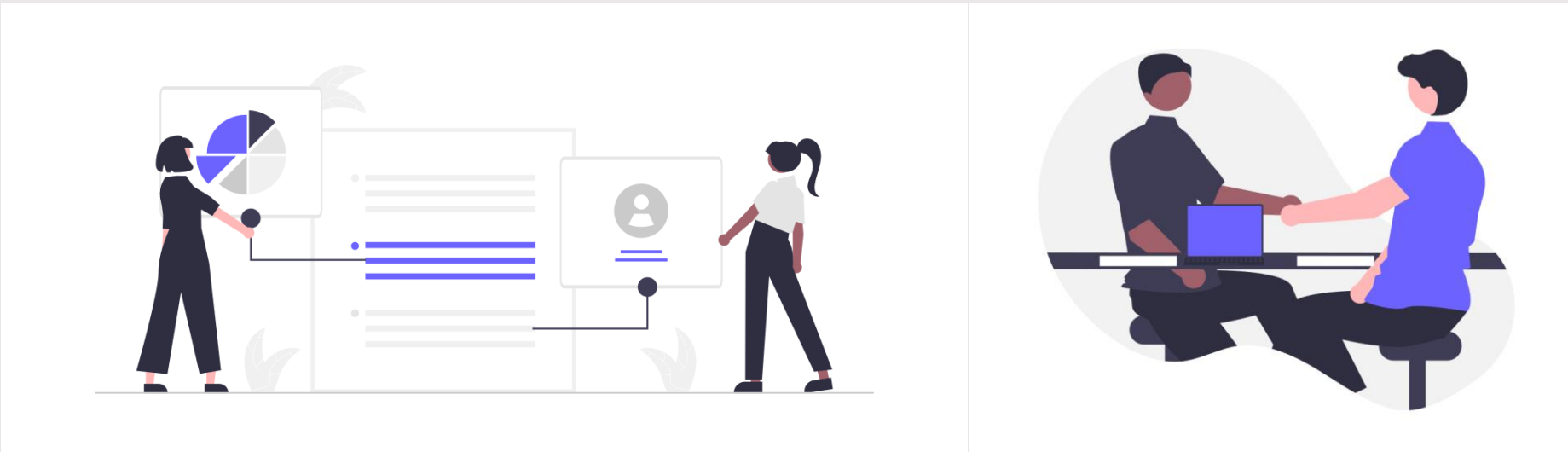UX Persona, Scenario and Journey Map

Empathy Map

Card Sorting

Flowchart & Wireframes

Conceptual data model (CDM) & Logical data model (LDM)

User Testing

Research Methods

Online Survey

- Sociodemographic data
- Critical information present in a personal file
- Key qualities to be selected
- Common channels through which they are contacted
- Experience with talent recruitment agencies
- Functionalities that they want to find in a platform and the importance of its development

Research Methods

Online Survey example question

What information do you think is most important to include in your personal file? (Select all that apply)
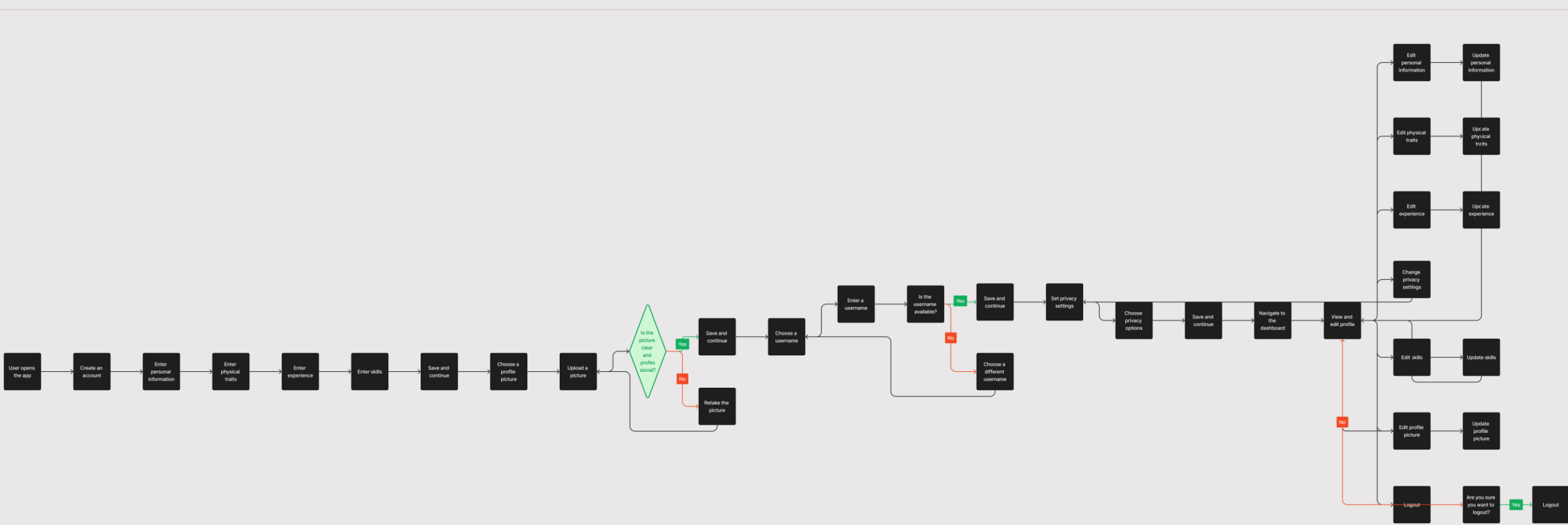
- ☐ Headshot photo
- ☐ Hobbies
- ☐ Age
- ☐ Sports
- ☐ Ethnicity/skin tone
- ☐ Musical instruments touched
- ☐ Height and body build
- ☐ Languages spoken
- ☐ Clothes sizes
- ☐ Previous experience
- ☐ Hair colour, style and length
- ☐ Contact information
- ☐ Eye colour
- ☐ Social media profiles

- ☐ Tattoos/piercings/scars
- ☐ Hiring data
- ☐ Own recordings
- ☐ Availability
- ☐ Voice-over
- ☐ Curriculum Vitae
- ☐ Photo of the hands
- ☐ Available vehicles
- ☐ Country and city of residence
- ☐ Functional diversity
- ☐ Special skills
- ☐ Awards and recognition
- ☐ Profession

Preliminary Results

The **findings** derived from the survey responses and interviewee comments indicate a desire for increased **efficiency in the selection processes**. Additionally, participants express a preference for a tool that facilitates **easy discovery, management, and continuous updating of their information**. They seek enhanced **security**, **permanence**, and **ease** in these processes, as well as the ability to **record** their **work activities** seamlessly.

Preliminary Results

The results of an in-person interview allowed us to generate a preliminary flow chart of the user flow and the interactive steps to complete for registration on the hypothetical platform.

Thanks you for your attention

If you have any connections or have experience participating in multimedia product recordings and want to be part of the project, do not hesitate to contact me

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