Part I: Project Pitch/Definitions

Overview

Metropolis is a technology startup aiming to streamline the healthcare recruiting process by using machine learning and automation to connect healthcare workers seeking jobs with the healthcare organizations looking to fill them. Metropolis has already assisted healthcare organizations in the top 100 U.S. Metropolitan areas by revolutionizing candidate sourcing and allowing healthcare workers to confidentially match with potential opportunities. Metropolis aims to become a widely-used one-stop shop for both healthcare workers and organizations. Metropolis has three specific areas where improvement is needed to help them achieve this goal.

One of the biggest areas of need for Metropolis is in the realm of search engine optimization. As a new company their current reach is slim and the media news surrounding Metropolis leaves much to be desired. This leaves a huge publicity opportunity for the creation of articles to be published that create backlinks to their website. This is a primary goal, but one that is labor intensive and must be measured over time. To immediately aid SEO improvements , Metropolis can make physical code changes to train search engines to understand better what is on their pages across their entire site. Beyond this, Metropolis must also begin tracking and analyzing their traffic across their website to better understand the strengths and weaknesses of the site.

As a start-up, Metropolis needs to build its brand awareness. The company needs to improve its social media presence. Posting about healthcare related holidays, events, industry topics, and using relevant hashtags will help bring more followers to Metropolis's accounts. To make posting more consistent and less time consuming, Metropolis should begin using a planning and scheduling software. A second way to build awareness is through a digital ad campaign. Since Metropolis is a completely digital product, using digital ads will help reach relevant audiences.

While Metropolis portals are live and actively used, there is a lot of room for improvement. Right now, Metropolis has two different types of users: healthcare organizations and healthcare workers. Healthcare organizations are paying clients, so it is crucial to ensure that they have an easy and enjoyable experience throughout the entire process. These experiences include learning about Metropolis, purchasing access, signing into their portal, uploading available positions, browsing potential candidates, and ideally completing the hiring process. On the other side are healthcare workers seeking potential opportunities. While they are not paying to use Metropolis, it is important that they have a highly enjoyable and efficient experience so that Metropolis continues to have a large candidate pool for clients to potentially match with.

Ultimately, user experience improvements will lead to more candidates for clients and in turn, more clients for Metropolis.

Part II: Research & Project Plan

Overview

Metropolis aims to become a one stop shop for both health care organizations and physicians by improving our user experience for all of our users. First, we need to increase the amount of healthcare organizations paying to use our product. In order to make the matching process successful for our clients, we also need to increase the amount of physicians seeking opportunities through Metropolis. This being said, the improvements to Metropolis will impact two different types of users.

The first type of user that Metropolis will engage is our paying clients. Our clients are healthcare organizations looking to fill a position in an urban area. For example, Children's Healthcare of Atlanta is looking to fill a pediatric neurosurgeon position without having to hire a recruiter. The hiring manager should be able to easily sign up and create an account with Metropolis in order to match with potential candidates. The representatives of the health care organizations vary widely in demographics so we intend to create an experience that is easy to use for everyone regardless of their background in technology.

The second type of user is healthcare workers. This includes physicians, surgeons, nurses, physician assistants, and any other person looking for a job within a healthcare organization. Metropolis will engage a wide variety of users on this side so we want to create an easy to use login portal for healthcare workers actively looking for jobs, new cities to move to, or just want to browse potential opportunities.

Right now metropolis is filling a gap/need but it's not as widely and continuously used throughout the entire process as we'd like it to be. Here are the intended changes to our three areas.

- **SEO**
  - PR/Marketing Revamp
    - Adding Website URL to our social media channels
      - Completed
    - Marketing department working to drive publicity for the company to add more written articles about Metropolis across news agencies, blogs, networking channels, etc
    - Creating targeted social posts that describe news concerning Metropolis and linking back to the website via social posts

- Creation of Blog Section on our website to create articles written internal and externally to be linked to through social and relative networks
    - Code Changes
        - Creation of a relevant keyword bank
            - In Review
        - Addition of meta description
            - Completed
        - Changing title tags to be more relevant
            - In Review
        - Addition of a XML Sitemap
        - Extending our current pages to contain more information
            - In Progress
        - Global meta description for html.haml files
            - Completed
    - Traffic Analysis
        - Integration of Google Analytics
            - Completed
        - Submitting XML sitemap to Google, Bing, and Yahoo search.
- **Marketing**
    - Social Media
        - Sign up for ContentCal to manage/schedule social media posts
            - This is completed
        - Create LinkTree account
            - This is completed
        - Full audit of Instagram
            - This is completed
            - Begin to plan out a new Instagram strategy
                - Posts about things other that Metropolis to grow followers:
                    - Healthcare related holidays/events
                        - Industry topics in general
                            - Will be a good place to start adding articles to a "Blog" page for Metropolis
                    - Sharing/Reposting clients posts
                        - Is this okay to do? Can we promote that this client is with us?

- ○ Using relevant hashtags so our posts show up on the "Discover" page
- ○ Pics of Metropolis surroundings
  - ■ We're at the most beautiful campus in the south. We should use that.
  - ■ Downtown
- ○ Client locations
  - ■ Want to live here? Create a profile to be matched with potential jobs in the area.
- ● Create Reddit account
  - ○ This is completed
  - ○ Create plan to effectively interact with relevant subreddits
    - ■ r/medicine
    - ■ r/technology
    - ■ r/healthcare
    - ■ r/healthcareIT
  - ○ Full audit of Twitter
    - ■ Plan new Twitter strategy
      - ● Post about things other than Metropolis to grow followers:
        - ○ Industry topics
        - ○ Retweeting client tweets
        - ○ Using relevant hashtags
      - ● Content geared towards Twitter audience
  - ○ All social media
    - ■ Use buzzwords
      - ● "Confidential"
      - ● "Community"
      - ● "Connection"
    - ■ Work with Cesar to develop graphics
- ○ Digital Ads
  - ■ Do more research about this
    - ● How does it work?
    - ● Where would be the most effective places to target?

- ○ LinkedIn
  - ■ Branded content
    - ● Promo videos
    - ● Graphics
    - ● Social media content templates
- ● **UX**
  - ○ Usability study & UX Strategy
    - ■ Client Side (Healthcare Organizations)
      - ● Identifying all touchpoints & mapping client journey
        - ○ Exploring website
        - ○ Purchasing access
        - ○ Creating login/ accessing portal
        - ○ Uploading available opportunities
        - ○ Browsing potential candidates
        - ○ Receiving a match
        - ○ Contacting candidate
        - ○ Interview Process
        - ○ Marking search as complete (position filled)
      - ● Testing current client portal
        - ○ Searching for & identifying healthcare organizations/hiring managers to test this with
        - ○ Identifying specific areas of improvement based on results of initial testing
      - ● Prototyping & Testing new versions of problem areas
        - ○ Exploring InVision
        - ○ Creating Prototype(s)
      - ● UX Report & Improvement Suggestions
    - ■ User Side (Healthcare Workers)
      - ● Figuring out *why* most users create an account
        - ○ Unemployed?
        - ○ Want to move?
        - ○ Hate your current job?
      - ● Identifying touchpoints & mapping journey
        - ○ Discovering Metropolis
        - ○ Creating account
        - ○ Logging in
          - ■ Developing new login portal
            - ● Right now they do not create login credentials, it is all based on a code that they receive when they sign up.

- - - - ○ Exploring opportunities
        - ○ Expressing interest in opportunity
        - ○ Receiving a match
        - ○ P2P Messaging Board
      - ● Testing current user portal/messaging
        - ○ Finding healthcare workers to test with
        - ○ Identifying problem areas
          - ■ Login portal
            - ● Right now they do not create login credentials, it is all based on a code that they receive when they sign up.
          - ■ Manual Matching?
            - ● Matching with a company user already works for (yikes)
      - ● Prototyping & Testing new versions of problem areas
      - ● UX Report & Improvement Suggestions
  - ■ Internal UX
    - ● Access to employee portal/where candidates are pushed through