

USER RESEARCH:

Interviews

Here are findings from three user interviews about the quality and relevance of job listings on Naukri.com. Feedback presents mixed experiences from job seekers and employers, highlighting both strengths and areas for improvement.

✓ Interview 1: Job Seeker Experience:

- The user's profile received multiple views from HR professionals, indicating visibility on the platform.
- Despite high visibility, the user did not receive direct calls or emails from HR, which was a core expectation.
- The candidate suspected Naukri's keyword search functionality was imprecise, resulting in profile exposure to irrelevant HR contacts rather than suitable opportunities. The activation of paid services was slower than expected, and the overall job match relevance was disappointing.

✓ Interview 2: Employer Perspective:

- An employer posted a paid advertisement for a generic marketing role but received only one applicant over a 20-day period, suggesting low response rates even for mainstream positions.
- The employer was dissatisfied with Naukri.com service and found free job boards more effective at attracting candidates. They felt Naukri's explanation—that success depended on job seeker interest was insubstantial and recommended using alternative platforms for better applicant volume and relevance.

✓ Interview 3: Mixed/Community Insights:

- Some job seekers with well-optimized profiles and relevant skills reported receiving multiple interview calls and bona fide job offers within a short time, especially as their experience increased. For example, one user secured six interviews in ten days after improving their profile and gaining three years of experience.
- Another user received calls for high-finance positions from top multinational companies after six months' experience, crediting Naukri.com for transforming their job search.
- However, there are also reports of generic or irrelevant job listings/alerts, particularly for candidates whose profiles were not closely matched to recruiting requirements.

✓ Key Themes:

- Profile optimization and relevant experience significantly improve job listing relevance and outcome for users.
- Paid services and job alerts do not always translate to suitable opportunities or high employer response rates.
- Employers sometimes experience disappointing applicant volumes and consider other platforms for recruitment.

- Candidates may receive calls for unrelated job roles, signalling occasional issues with job-relevance algorithms

Survey:

Summary of findings as if from a short survey with 20 responses, focusing on the quality and relevance of job listings.

- ✓ 8 users found the volume and variety of job listings impressive, stating there were many relevant opportunities aligned with their field and experience.
- ✓ 5 users noted receiving irrelevant or outdated job matches, often complaining that search filters sometimes returned off-target results even with accurate input.
- ✓ 4 respondents cited high competition as a barrier, indicating they found many listings but struggled to get responses or interviews.
- ✓ 3 users expressed concern about duplicate job postings or possible spam/fake jobs, making it harder to assess genuine opportunities.

Positive Feedback:

- ✓ High visibility of profiles with regular direct contacts from recruiters was experienced by several users, especially those who kept profiles updated and used advanced filters.
- ✓ Employers highlighted the large and diverse candidate pool and good filter options to narrow searches for appropriate hires.
- ✓ Several respondents appreciated the platform's user-friendly interface and timely job alerts.

Areas for Improvement:

- ✓ Some users experienced low response rates after applying and found delays in paid service activations.
- ✓ Both job seekers and recruiters noted a need for better search algorithms to reduce irrelevant matches and remove outdated or inactive profiles.
- ✓ Concerns remain about the authenticity of some listings and follow-up processes for complaints about scam or non-genuine job advertisements.

Summary Table: Sample Survey Results:

Aspect	Positive Responses	Negative Responses
Volume of Listings	8	0
Listing Relevance	7	5
Application Responses	5	4
Authenticity/Spam Concerns	0	3
Usability/Platform Features	6	2
Filter/Search Functionality	6	5

SWOT Analysis Quality & Relevance of Job Listings on Naukri:

Strengths:

- ✓ Naukri.com has a vast user base, surpassing 70 million job seekers, and a long-standing reputation in India's recruitment industry.
- ✓ The platform features a diverse range of job listings across various sectors and experience levels, making it easier for users to find relevant positions.
- ✓ Its established market position and high brand recall attract both job seekers and recruiters in large numbers.

Weaknesses:

- ✓ Users frequently report issues with outdated or inactive job listings, which lowers listing relevance and impacts the user experience.
- ✓ The presence of fake or duplicate job posts has eroded user trust and led to wasted search efforts.
- ✓ Communication gaps after job applications and occasional misaligned recommendations further affect satisfaction.

Opportunities:

- ✓ Integrating advanced AI and machine learning could boost job recommendation accuracy and listing quality.
- ✓ Naukri.com can expand internationally and pursue further partnerships with education providers and employers to diversify listings.
- ✓ Stricter employer verification and real-time update mechanisms would improve authenticity and trust.

Threats:

- ✓ Strong competition from global players like LinkedIn and Indeed may challenge Naukri.com's market share.
- ✓ Economic slowdowns can reduce hiring volumes, influencing the quality and relevance of listings on the platform.
- ✓ Evolving user preferences and rapid technological changes in recruitment increase the risk of falling behind competitors.

Business goal for Naukri.com, based on the SWOT analysis regarding the quality and relevance of job listings:

Improve the relevance and authenticity of active job listings to achieve at least a 90% user satisfaction rate for job search results by the end of 2025.

This goal reflects Naukri.com's commitment to enhancing user experience and trust by tackling core weaknesses such as outdated or irrelevant listings, leveraging opportunities like AI-driven recommendations, and supporting the broader company vision to increase customer satisfaction from 85% to 90%.

Research-backed personas:

Based on research and understanding of users in the Indian online recruitment space in 2025, here are two research-backed personas focused on the quality and relevance of job listings on Naukri.com:

Persona 1: Experienced Job Seeker — "Ravi, the Mid-Level Professional"

- ✓ Age: 30-38 years
- ✓ Profile: Mid-level professional with 5-8 years of experience in IT or marketing sectors.
- ✓ Goals: Seeks relevant job listings that match skills and career growth expectations; desires timely responses from recruiters.
- ✓ Pain Points: Frustrated by outdated, irrelevant job listings and low response rates even after applying to multiple suitable jobs.
- ✓ Behaviour: Regularly updates profile and uses filters but feels the need for better job matching algorithms; willing to pay for premium services if meaningful.
- ✓ Needs: More precise job recommendations with verified, active listings and transparent communication channels.

Persona 2: Fresh Graduate Job Seeker — "Sneha, the Entry-Level Candidate"

- ✓ Age: 21-25 years
- ✓ Profile: Recent graduate looking for entry-level roles in sales, customer service, or virtual assistant positions, often interested in work-from-home opportunities.
- ✓ Goals: Wants easy access to a wide range of accessible job listings with clear eligibility criteria and timely updates.
- ✓ Pain Points: Gets overwhelmed by duplicate postings, generic recommendations, and occasional fake job alerts.

- ✓ Behaviour: Applies to multiple jobs daily, relies heavily on mobile alerts, and values platforms with intuitive interfaces and clear navigational support.
- ✓ Needs: High-quality, up-to-date listings, improved search/filter functionality, and greater assurance of job authenticity.

These personas illustrate the distinct needs and frustrations among Naukri.com's core user groups regarding job listing quality and relevance, guiding efforts to tailor platform features and communication accordingly.

PO problem:

A clear Product Owner (PO) problem based on the quality and relevance of job listings on Naukri.com is:

- ✓ The Product Owner struggles to ensure that the job listings on the platform are consistently relevant, authentic, and up-to-date due to ineffective communication with recruiters, delayed feedback loops, and insufficient use of data-driven prioritization, resulting in poor user satisfaction and reduced platform trust.
- ✓ This problem highlights challenges in backlog prioritization, stakeholder collaboration, and continuous refinement, which are critical for the PO to address to improve job listing quality and meet user expectations effectively.