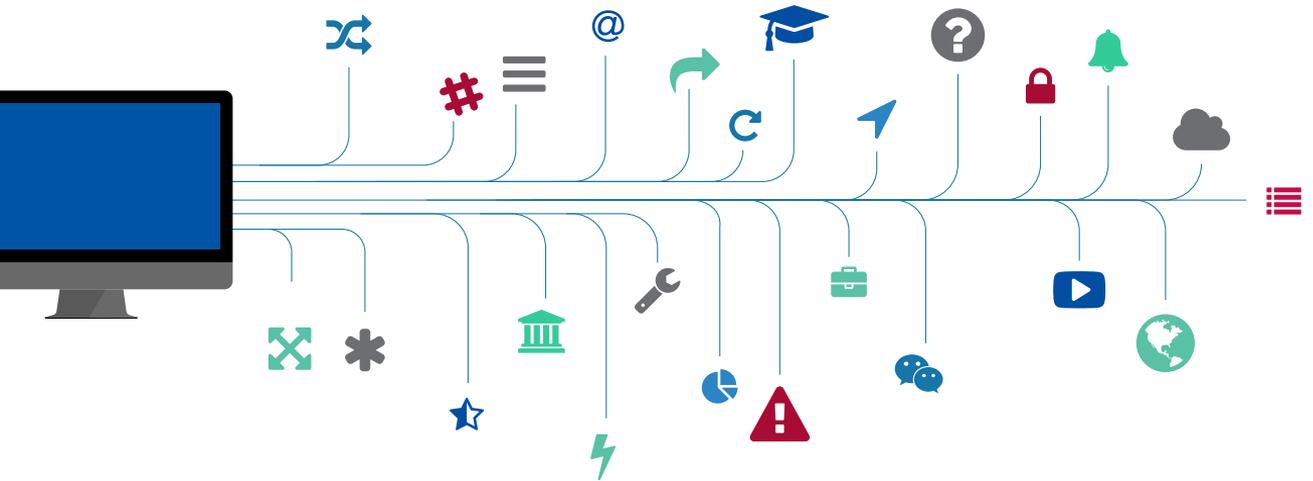




GRADLEADERS

Tech Jargon for Non-Techies



As the #1 provider of innovative and intuitive recruitment and career services software, GradLeaders has an expert understanding of what's happening in the tech world. Here's your handy pocket guide to better understand tech buzzwords, what they really mean, and how they apply in the real world and to our software.

Legend



What It Means



Why It's Important



Real World Application



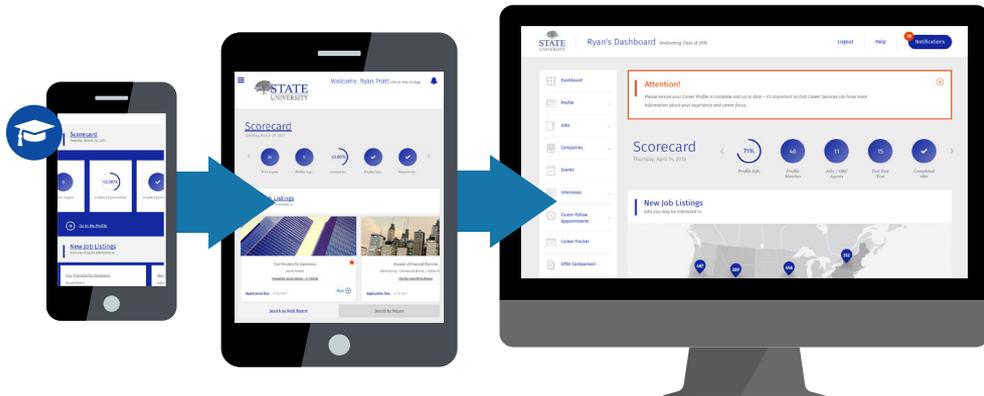
GradLeaders Application

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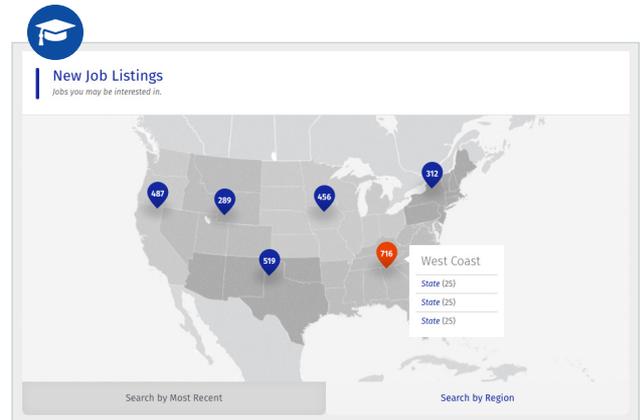
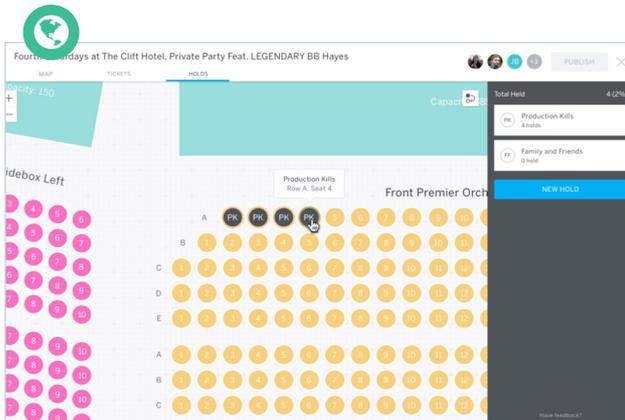
Mobile First Design

- ❓ In mobile first design, the layout, navigation and content of a website is designed for mobile devices before creating versions for larger screens.¹
- ⚠️ Focusing on the mobile experience first is not only practical in an increasingly mobile world but also encourages designs to be clear and concise. Prioritization is crucial when you only have a 5" screen to work with.
- 🌍 The World Wildlife Fund launched their new website with powerful and engaging imagery, thoughtful navigation and rich content.²
- 🎓 GradLeaders' new student portal was first redesigned for mobile phones, then tablets, and finally desktop computers.



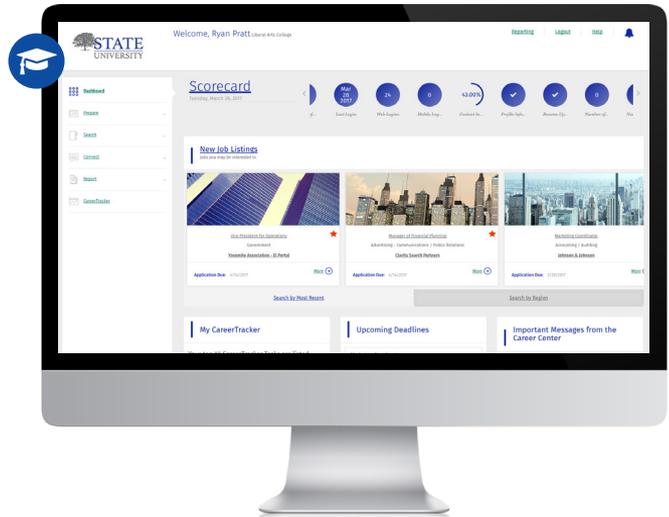
Interaction Design (IxD)

- ❓ Interaction Design strives to create meaningful relationships between people and the products and services that they use.³
- ⚠️ Good IxD is the difference between a web product that's easy and efficient to use and one that gets the job done, but at the expense of the user's time and effort.
- 🌐 EventBrite's online app lets event organizers create a reserved-seating event from start to finish with a high level of detail (such as determining rows, tables, and a dance floor, if needed). It consolidates a multi-step, multi-program process into a single linear path.⁴
- 🎓 GradLeaders' new student portal is more than a user interface and user experience redesign. It also takes into account how the application and user react to each other. The best example of this is the new "Search by Region" job board widget on the dashboard that drops pins in locations of jobs the student might be interested in.



Data-Driven Design

- ? Data-driven design relies on analytics and user feedback to inform product design decisions.⁵
- ! Data-driven design encourages practical, real-world decisions that get results. Using data to understand users' behavior can help designers create new features and functionality that meet users' needs.
- 🌐 Facebook redesigned their photo upload tool to make it easier to upload multiple photos at once based on data from more than 200 million photos uploaded every day that showed that 85% of users were only uploading 1 photo at a time.⁶
- 🎓 Our data shows that 37% of students proceed directly to the job board after logging in. Therefore, we've put the job board widget on the top of every student dashboard, making it quick and easy to find.



Progressive Enhancement vs. Graceful Degradation

- ? Progressive enhancement focuses on providing the best user experience possible for the lowest common denominator: older browsers, mobile systems with limited screen space, or users with disabilities. Additional features or functionality are then added for users who are able to take advantage of them.

In contrast, graceful degradation focuses on utilizing the best available technology (the latest browsers and devices), providing for features to “degrade” for users with older technology.⁷

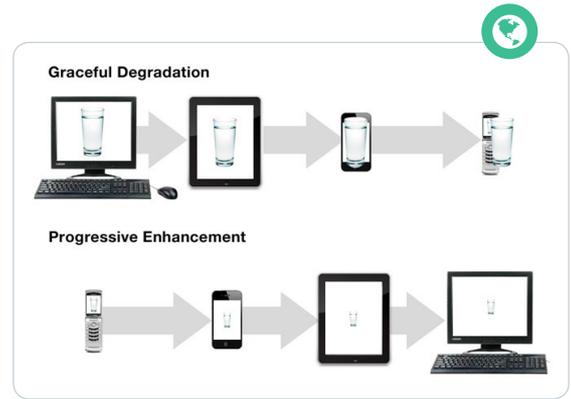
- ! Both create a streamlined experience for any type of user while taking into account the reality that some clients often work within limited technology budgets.

- 🌐 PNG images can have a transparent background however, older browsers do not support this feature.

In the progressive enhancement model, a grainier GIF image would be used in place of the PNG, with a higher-resolution PNG image substituted only in newer browsers.

In the graceful degradation model, the PNG image would be allowed to “degrade,” with a white box replacing the transparent background.

- 🎓 GradLeaders uses the progressive enhancement model of product design. This theory of design encourages a thoughtful prioritization of features and functionality that encourage an efficient product.



Affordance

- ❓ Affordance means the way a thing looks (such as an icon or button) intuitively implies how a user should interact with it.⁸
- ⚠️ Affordance helps direct visual design decisions for features such as buttons, icons and dashboards. The more intuitive a product, the more efficient the product becomes.
- 🌐 The “hamburger” button is often displayed in the top of a UI where the menu is found. It’s called a “hamburger” for its resemblance to a hamburger.
- 🎓 This button, found on various screens in our system is universally known as a way to “Favorite” something.



Feedback

❓ Feedback communicates the result of any interaction, giving the user a visual signal that they (or the product) have succeeded or failed at performing a task.⁹

⚠️ Proper feedback is essential to creating a smooth user experience. Without feedback, the user is uncertain of where they are in the system, whether an action they have taken has been successful, or if the product is even working.

🌐 Subway systems previously operated using coins to enable riders to enter. The sound of the coin drop told them they could proceed. When subway systems switched to a card-driven system, there was no noise to indicate when customers could proceed so they would continue to swipe their card. Once engineers learned customers relied on this feedback, they added an audible noise.

🎓 This advanced search screen provides the user feedback on criteria selected as the user builds their search.



The screenshot displays an 'ADVANCED SEARCH' interface. At the top, a blue header contains a magnifying glass icon and the text 'ADVANCED SEARCH'. Below this is a grey bar labeled 'Selected Criteria' with a gear icon on the right. The main content area shows a search result for 'MBA 1st and 2nd Years (30,038)' with a 'Matched 1,422' badge. Below this are three filter sections: 'PARTNER INFORMATION' with 'Undergraduate Major' (Engineering: 1,422), 'CANDIDATE EXPERIENCE' with 'Function - Experience' (Consulting: 1,422), and 'CANDIDATE PREFERENCES' with 'Geographic - Preference' (USA - MIDWEST: 1,422). A 'Remove Selected' button is located below the first filter section.

Big Data

- ❓ Big Data is making sense of all the data available to you.
- ⚠️ Having access to Big Data drives enhanced insight, decision making, and process automation.
- 🌐 Following a fruit recall, Costco used Big Data to determine which customers had purchased the tainted fruit. Within 24 hours Costco knew which customers were potentially affected by the recall. Phone calls and emails began to be issued to customers, and what normally is a retail nightmare turned into another opportunity to strengthen customer loyalty.¹⁰
- 🎓 GradLeaders' new next-gen solutions will help you better take advantage of the data we've gathered over our 20+ years of industry experience.



Emily H

July 22, 2014 · 🌐

Thank you, **Costco**, for taking the time to call me about the recalled peaches I purchased. I understand that it's not your fault that they had cooties, and I really appreciated the heads up!



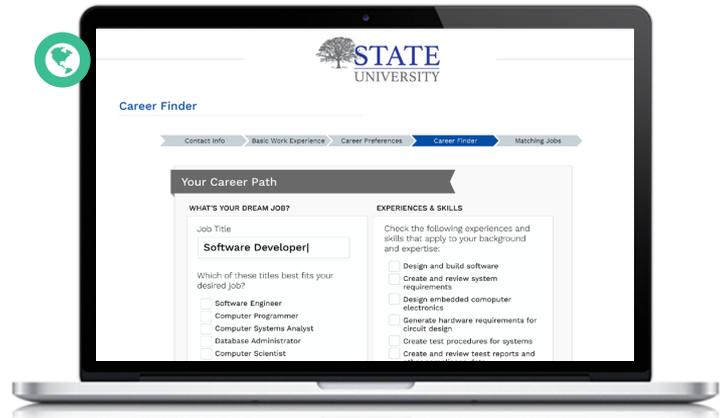
Like



Share

Artificial Intelligence

- ❓ Artificial Intelligence is a sub-field of computer science. Its goal is to enable the development of computers that are able to do things normally done by people.¹¹ Machine learning is a subset of Artificial Intelligence used to design and construct algorithms that adapt based on data and make predictions based on it.¹²
- ⚠️ Artificial Intelligence automatically provides insights, such as which jobs are most in demand, the specific skills employers need, and the career directions that offer the highest potential for workers, as opposed to requiring people to crunch numbers.
- 🌐 IBM Watson builds up evidence for the answers it finds by looking at thousands of pieces of text that give it a level of confidence in its conclusion. It combines the ability to recognize patterns in text with the very different ability to weigh the evidence that matching those patterns provides.¹³
- 🎓 We've partnered with Burning Glass to integrate artificial intelligence technology and real-time data analysis into our GradLeaders product suite. Burning Glass analyzes hundreds of millions of job postings and real-life career transitions to provide fast, accurate insight into labor market patterns. This insight not only provides our users with real-time feedback to students when registering for career services but also enhances our search technology to better connect the right student with the right job.



Text Mining

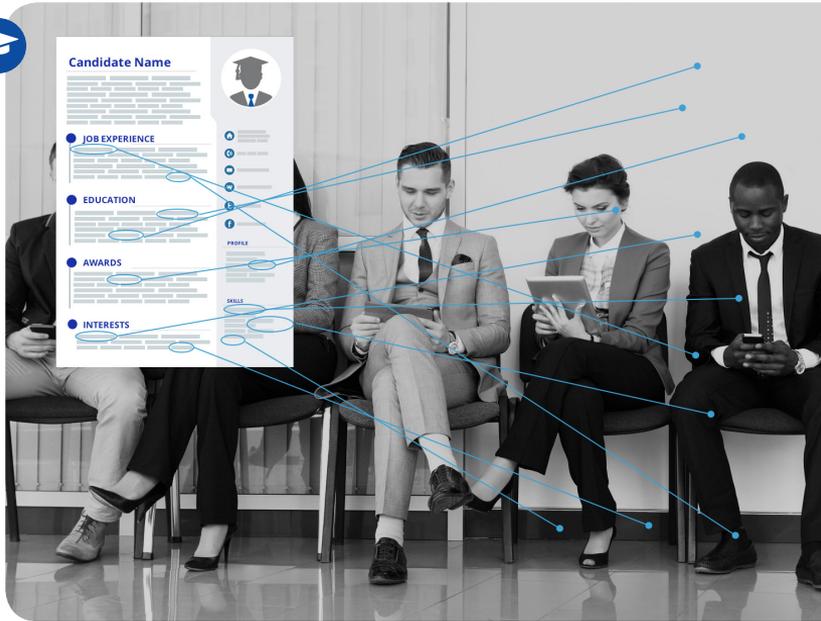


? Text mining is the process of deriving high-quality information from text by identifying trends through means such as statistical pattern learning. Text mining extracts the useful information and knowledge hidden in text content.¹⁴

! This translates to being able to reveal insights, patterns and trends in large volumes of unstructured data.

🌐 A company was concerned about the level of employee engagement and decided to conduct an employee-engagement survey. Rather than read through hundreds of questionnaire responses, text mining enabled them to assess all that free-flowing unstructured text and establish trends or clusters of opinion in the business and within specific teams.¹⁵

🎓 Our partner, Burning Glass uses technology that extracts 70+ data points from job postings, including the specific skills, education, certifications, experience, and work activities required for that job. GradLeaders is using this data extracted by text mining tools to improve our search and match functionality to ensure that right-fit candidates are not being missed for jobs.



Business Intelligence

? Business Intelligence is a way to make sense of all the data available to you. The term refers to a variety of software applications used to analyze an organization's raw data, enabling organizations to collect data from internal systems and external sources, prepare it for analysis, and develop and run queries against the data.¹⁶

! Business Intelligence presents actionable information to help corporate executives, business managers and other end users make more informed business decisions.

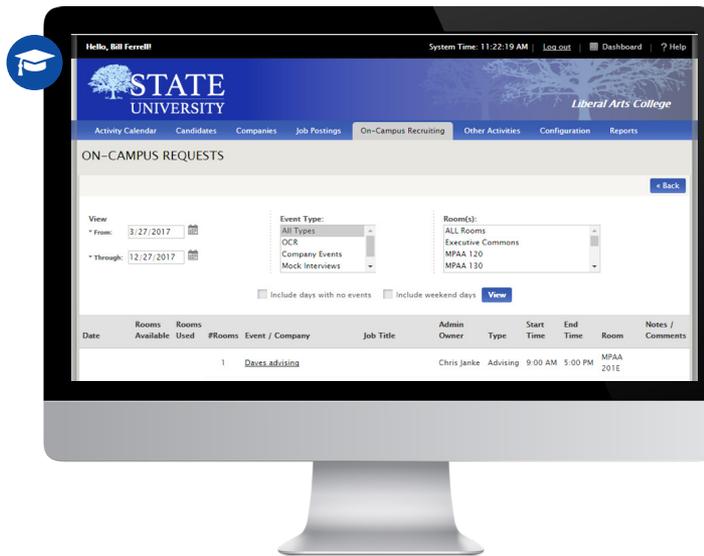
🌐 Banks sometimes use BI applications to determine who the most profitable customers are by comparing departmental data against the legacy database. Another example is the BI tool used by hotel franchises in comparing occupancy statistics and the revenue generated by each room.

🎓 GradLeaders' new dashboards and ad-hoc reporting tools will provide our users with tools to give them increased line of sight into their business and operations, including access to user activity, hiring outcomes, sourcing results, job posting engagement, recruitment activity, team efficiency, student engagement and more.



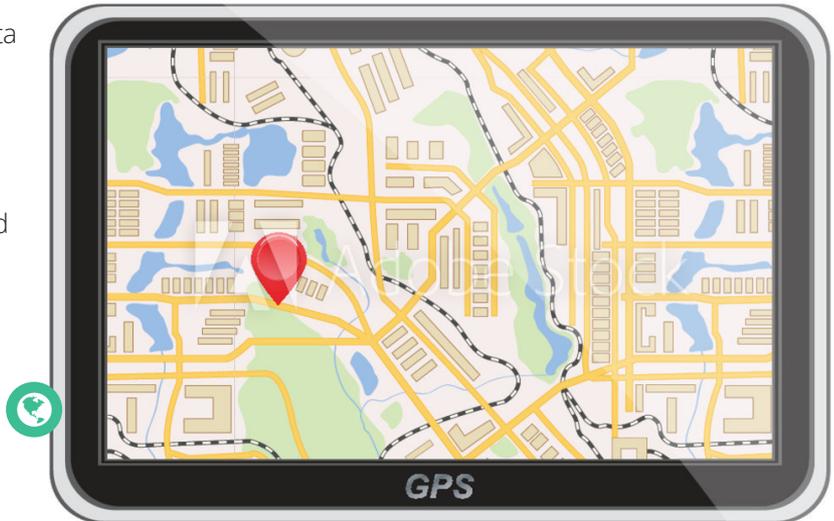
Automation

- ❓ Automation is the process of making an apparatus, or a system operate automatically.²¹
- ⚠️ Automation helps expedite processes while eliminating manual work.
- 🌐 The State Farm Android 'On the Move' widget prevents distracted driving. It's preset automated responses, communicates to people that you're on the road, and that you will respond at a later time.²²
- 🎓 Our software automates much of the career services and recruitment process. The best example of this is our OCR scheduling tool which automatically fills interview schedules based on room availability.



Real-Time Data

- ❓ Real-time data is data that is not kept or stored, but is passed along to the end user as quickly as it is gathered.²³
- ⚠️ It is helpful for all sorts of analytics projects and for keeping people informed about their natural environment through the power of instant data delivery.
- 🌍 Real-time data is enormously valuable in things like traffic GPS systems that show drivers what is going on around them with up-to-the-minute information.
- 🎓 GradLeaders is now taking advantage of the real-time data powered by Burning Glass, which evaluates job market trends on a daily basis. This provides information on over 50 career paths that haven't yet been updated on standard lists such as the official ONET occupations.



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For over twenty years GradLeaders has been the market leader in student recruiting — connecting leading employers with candidates from the world's top-ranked graduate business schools, universities and professional associations. Our exclusive school partnerships and industry-leading campus recruitment technology make us the #1 choice of companies seeking top student talent.