[JOBS]
PRD

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STATUS: completed

Background

- **design app that would help graduates student to find best match jobs based on their education background & skills**

Problem

- **Number of US graduates increase by 2% yearly[1]**
- **Researches in March 2021 shows unemployment rate reached to 5.9% for graduate students[2.]**
- **The goal of company, we would like to connect our young future professionals to the world.**
- **14 million job listed in LinkedIn, over 756 million members[3]**
- **TAM= 4million student * 30 $ premium cost/month*12 months =144 Billion$**

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[1] https://educationdata.org/number-of-college-graduates

[2] https://www.bls.gov/opub/ted/2021/unemployment-rate-3-7-percent-for-college-grads-6-7-percent-for-high-school-grads-in-march-2021.htm

[3] https://www.businessofapps.com/data/linkedin-statistics/

Goals

Success will be if app hits the market and earn company revenue. An important goal as well is to see huge reduction on unemployment rate across the country.

Key Features

- **P0 matching algorithm: using machine learning, the app will be able to match and identify vacant jobs available and recommend to user based on his skills and education background.**

- **P1 virtual session: the app will allow user to make video calls with experts to guide him how to build better resume and tips for better job interviews. After user set up his profile and upload his resume, he can request for video call to assist him on how to build professional resume and tips/ guidance for job interviews.**

- **P2 search option: this feature allows user to search for specific company by name and see if it has vacant positions**

- **PN notification and reminders: this feature will send notification and reminder to user for booked interview session or when new vacant position appears.**

Success Metrics

Rate of susbcribtion
• User feedback on app/Appstore
• Number of app downloads (achieve over 1MM downloads in first year)

Target Market

we are targeting graduate students that are looking for jobs that best matches their education background and skills

Competitors:

Zip recruiter:

- **Over 110MM have used it [4]**
- **Revenue in 2021 was 212.7 MM[5]**

Indeed:

- **Over 250 MM users [6]**
- **Revenue in 2021 was 750 MM[7]**

Acquisition channel:

- **Use advertisments on social media applications: as we are tagetting students, they known to be socially active on applications like twitter and instagram. We will use these platforms to advertise our application.**
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- **Use campaigns in universities: a direct way of advertising can work. By visiting universties and talking to students directly, we can tell them about the app features. It will also help to answer any questions they have or concerns.**
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- **Use appstore and google playsote: we can use these platforms to publically announce our app to users.**

[4] https://www.ziprecruiter.com/about
5 https://www2.staffingindustry.com/Editorial/Daily-News/ZipRecruiter-revenue-up-107-in-Q3-raises-full-year-guidance-59713
6 https://ae.indeed.com/about
7 https://aimgroup.com/2017/02/14/recruit-holdings-no-1-in-the-world-on-revenue/

Marketing Guide:

https://docs.google.com/document/d/1VVyJ8ltL6_mvGYNiuUVGeK64U9g4oNr9/edit?usp=sharing&ouid=11707445585491843362&rtpof=true&sd=true

Pricing:

- **The goal is to reach 1 million app downloads in first year.**
- **The app will work by subscription plan only with 30$ per month.**
- **For 200K students subscribing the year income will be 72 million $ (200,000 * 30*12)**

Pre-lunch checklist:

- **Customer support team: to help answer users/student with questions they have**
- **Sale/ marketing team: to support in advertisement**
- **Engineering and development team: to address all technical issue we might face during launch**

Anticipate and plan for risk:

- **Handle load on servers: if the project expands and more users access app, will the servers handle this load ? as mitigation plan, will ask engineering and QA team continuously test product and update servers**

- **Resources and budget: if product expands, will the current resources we have and budget be sufficient to continue? As a mitigation plan, we need annual meeting with stakeholders for budget planning and resource allocation**

- **Non english speakers: there is a risk of users who don't speak English to use app for interviews, as a mitigation plan, all our agents are known to speak more than one language to help our users.**

Training guide:

https://docs.google.com/document/d/1OTxczTU49OgldDAO3L_ftmwIgldHjAro/edit?usp=sharing&ouid=117074455854918438362&rtpof=true&sd=true

User Tool:

https://docs.google.com/document/d/1Z3qkIZFojofbei15MktMEUpLSIS5-VcD/edit?usp=sharing&ouid=117074455854918438362&rtpof=true&sd=true

Launch Email:

https://docs.google.com/document/d/1j4AecUtNZ_NFdkaSzX5cBHQApRd04Cvj/edit?usp=sharing&ouid=117074455854918438362&rtpof=true&sd=true

Post launch:

While reviewing product post launch, our data analyst told us that adoption rate is lower than expected 35%. Following measure will be implemented to recover from this:

Introduce free trial method: most users will be hesitated to spend money an app that they are not really sure about. By allowing free trail for limited duration. User can explore the app and confirm its functionality. In addition, users who get free trail can get discounted rate if they referred the app to their friends. This way, the message will be conveyed about the app and user will be more confident to subscribe.

Control group: users who already have subscription

Variant group users who has free trail

Success metrics:

Increase in downloads by 30% in next month

Increase number of new subscribers by 15%

Hypothesis:

We assume that user must trust application in order to spend money on it. Many people will take advise from other who went through experience, so if a friend referred the app, the new user will definitely download it