InsightScope

SMARTER HIRING

Smarter Employment Decisions

PROJECT OVERVIEW

Verified Insights for Smarter Hiring

Content:

- Problem: Employment platforms like LinkedIn and Indeed rely on self-praise, offering biased or incomplete information about companies and candidates.

- Solution: InsightScope delivers verified, insights on companies and employees, empowering job seekers and employers to make data-driven decisions.

- Value Proposition: Revolutionizes hiring and job-seeking with transparent, reliable feedback.

Gap analysis

**Current State
(Before InsightScope)**

Identified Gap

**Desired Future State
(After InsightScope)**

Gap analysis

Current State (Before InsightScope)

The Problem with Current Platforms

- **Unverified Reviews:** Feedback on platforms like LinkedIn is often biased, manipulated, or inaccurate.

- **Lack of Transparency:** Job seekers and employers can't trust the data, leading to poor decisions.

- **Impact:** Employers make bad hires, and job seekers end up in unsuitable places.

- **Turning to Unreliable Sources:** For real information, users often turn to unprofessional platforms like Facebook, which are full of unverified claims and misleading content.
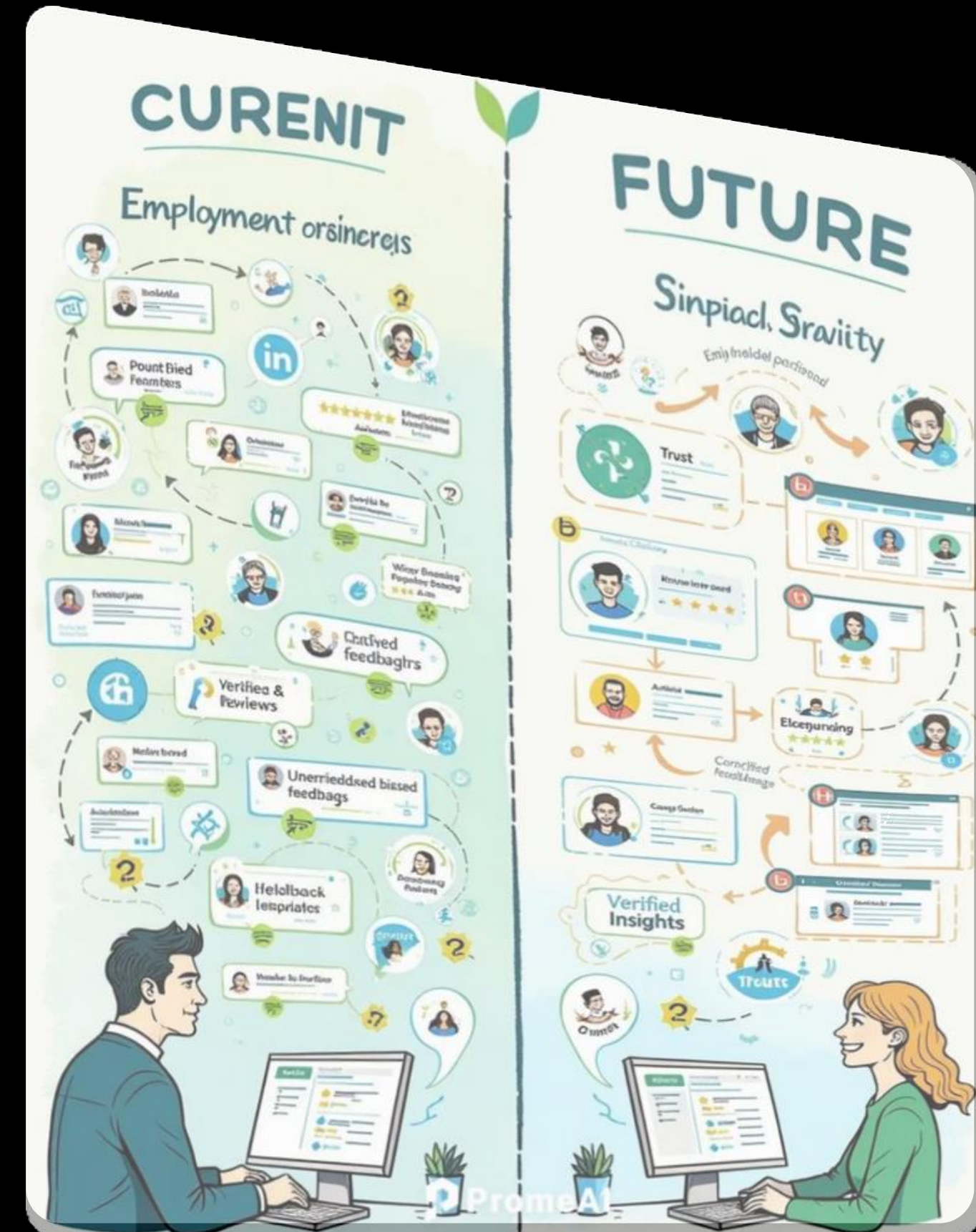
Gap analysis

Identified Gap

- **No Real-Time Feedback: No platform offers verified, multi-source feedback integrated into job search platforms.**

- **Users Need Trustworthy Data: Both job seekers and employers lack reliable tools to trust the information they're seeing.**

- **Mismatched Decisions: Job seekers fall into unsuitable roles, and employers are misled by overrated resumes. InsightScope closes this gap by providing verified, trustworthy insights, making the job market more transparent.**

- **Critical Need: Without verified insights, companies and candidates continue making decisions based on incomplete or false information.**

Gap analysis

Desired Future State (After InsightScope)

• **Verified Feedback System: Multi-source, real-time verified insights for job seekers and employers.**

• **Basic Insights Without Leaving the Platform: Users get instant, verified feedback while browsing on LinkedIn and Indeed, without needing to switch platforms.**

• **Improved Decision-Making: InsightScope enables better hiring decisions and higher job satisfaction by offering trusted data.**

• **Seamless Integration: InsightScope works directly on LinkedIn and Indeed, offering feedback without disruption.**

Business Model (Revenue streams)

1

Freemium Model:
Free basic features with paid access to premium insights and analytics.
(For natural spreading)

2

Company Subscriptions:
Charge companies for access to verified reviews and analytics.

3

Sponsored Individuals and Company Profiles

4

LICENSED

Data Licensing:
Sell anonymized data to HR firms and recruitment agencies.
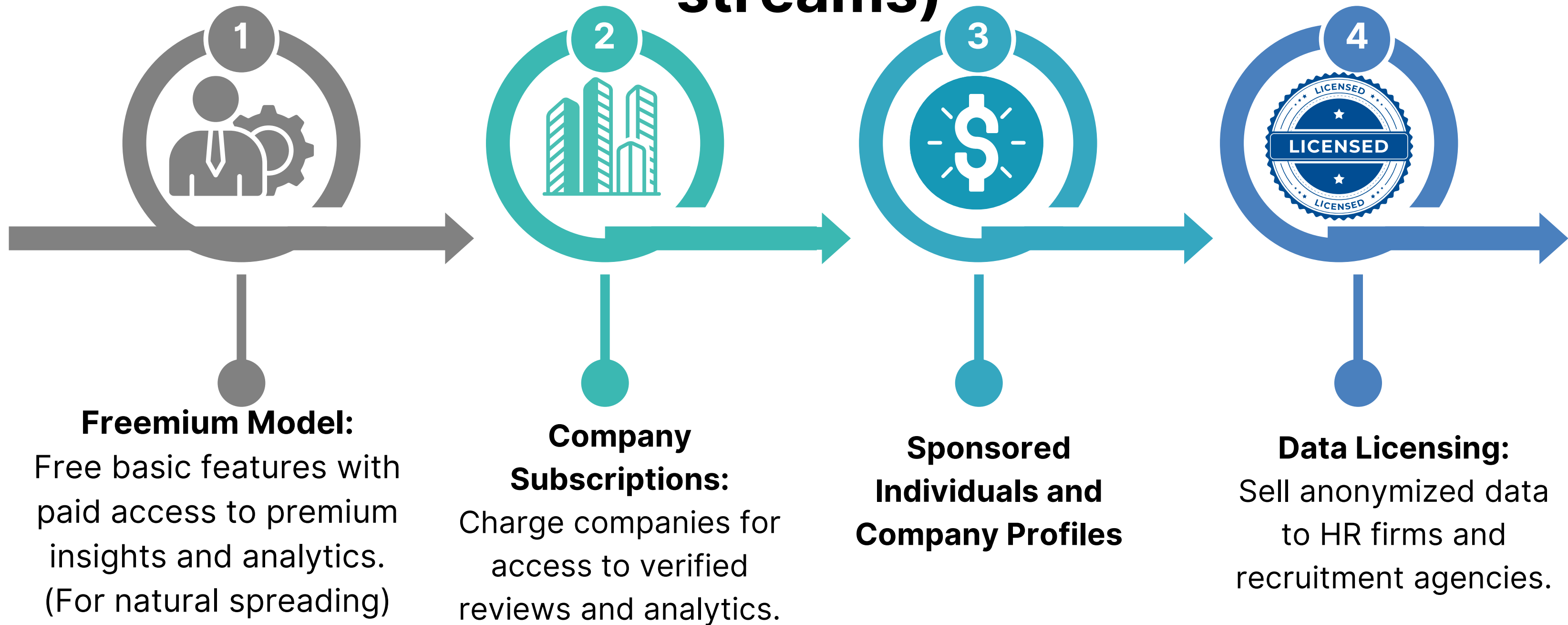
PROJECT CHARTER
Objective

01 Develop a browser extension compatible with LinkedIn, Indeed, and other employment websites.

02 Create a website to host profiles for companies and employees, providing insights through verified feedback.

03 Launch a feedback system for companies and employees, verified by Multiple data points to ensure fairness.

04 Successfully targeted companies in Egypt for a soft launch, focusing on established, larger organizations.

PROJECT CHARTER
High-Level Requirements

1

The browser extension must integrate seamlessly with LinkedIn, Indeed, and other employment platforms.

2

The website must support detailed profiles for companies and employees, and display verified feedback

3

A moderation and verification system must be in place to prevent biased feedback.

4

The platform must ensure cross-browser compatibility and support all major browsers (Chrome, Firefox, Safari, etc.).

Project Manager and Authority Level

InsightScope
SMARTER HIRING

Summary Milestone Schedule

**AYMAN IDRIS
PROJECT
MANAGER**

Authority Level

coordinates teams, manages risks, and ensures timelines are met. They have the authority to assign tasks, manage resources, and approve changes throughout the project.

MONTH 1

Finalize project requirements and gather user stories. Begin design work for the extension and website.

MONTHS 2-3

Full development of the browser extension, feedback system, and website.
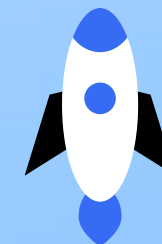
MONTH 4

Testing, quality assurance, and GDPR compliance checks. Execute the soft launch with key companies in Egypt..

PROJECT CHARTER
SUMMARY BUDGE

Total Project Budget
EGP 1,610,000 – 1,955,000

Salaries ■ Risk ■ Tech ■ Marketing

Marketing
100000

Tech
575000

Salaries
1150000

Risk
130000

Sponsor: Ministry of Communications and Information Technology

Ministry of Communications and Information Technology

STAKEHOLDERS REGISTER

01 **Ministry of Communications and Information Technology**

Government , Sponsor , Successful delivery and alignment with national objectives

02 **Job Seekers**

LinkedIn/indeed users , - Transparent, reliable, and verified feedback - Company insights, feedback transparency

03 **Companies**

LinkedIn/indeed users - Verified feedback on potential employees - Employee insights, feedback accuracy

04 **Product owner**

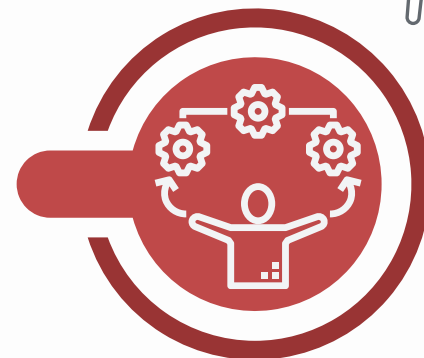Project Team - Ensure product backlog is prioritized and aligned with project goals. - Backlog refinement, sprint planning, and user story clarification.

05 **Project Manager**

Project Team - (scrum master) - Delivery within scope, budget, and schedule - Planning, execution, risk management

06 **Moderation & Markting Team**

Moderators/ Marketing & User Acquisition Specialists - Efficient tools to manage biased or malicious feedback / Clear guidance on features, promotional resources

07 **Testing Team**

QA Engineers - Access to development environment for thorough testing - System functionality and performance

08 **Development Team**

Developers,Engineers,UX/UIDesigners Transparent,reliable,and verified feedback- Extension and website development

09 **Target Companies in Egypt**

I.T and Tech. companies in Egypt -Pilot participants - Usable system with accurate insights on employee feedback - Usability and feedback accuracy

10 **Browser Extension Platforms**

Chrome, Firefox, Safari - Platform providers - Secure and compatible extension - Platform security and performance

Product Backlog

PRODUCT BACKLOG

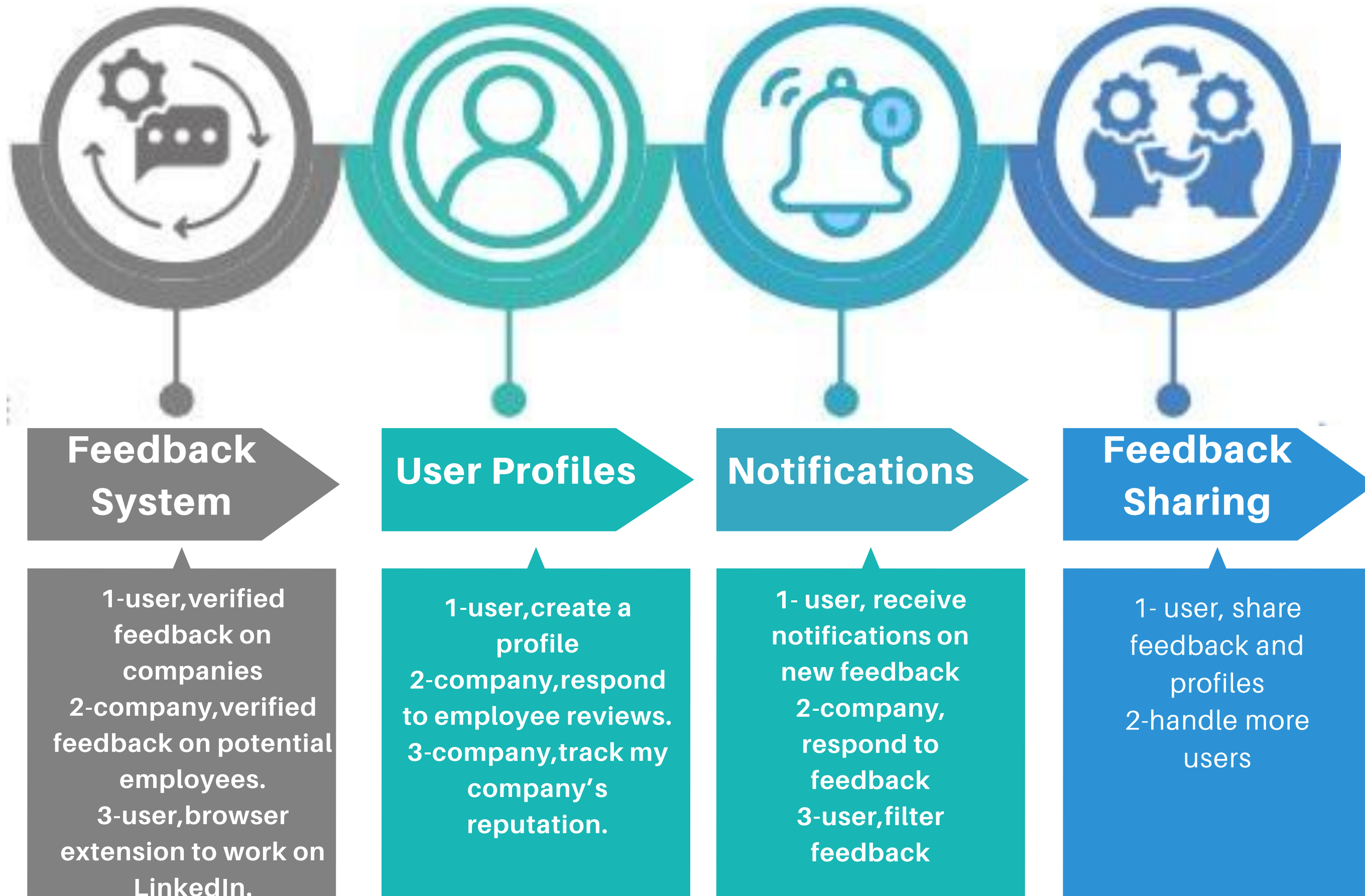| Priority	User Story	Description	Acceptance Criteria	Effort Estimate (Story Points)	Notes/Dependencies
High	As a user, I want to see verified feedback on companies so that I can make informed decisions.	Display detailed feedback on company culture, work environment, and employee satisfaction.	- Verified feedback is visible. - Feedback validated from multiple sources.	8 Story Points	Requires feedback collection and verification system.
High	As a company, I want access to verified feedback on potential employees to evaluate candidates better.	Show achievements and reviews from prior employers to help companies with hiring decisions.	- Employee reviews are verified and displayed. - System prevents biased or malicious reviews.	5 Story Points	Depends on robust verification system development.
High	As a user, I want the browser extension to work on LinkedIn and Indeed for easy feedback access.	Browser extension provides direct feedback when visiting company profiles on employment platforms.	- Extension works on LinkedIn and Indeed. - Cross-browser compatibility (Chrome, Firefox, Safari).	13 Story Points	Requires platform API integration and cross-browser testing.
Medium	As a company, I want a dashboard with feedback analytics to track my company's reputation.	Dashboard shows key metrics like employee satisfaction and work culture feedback.	- Functional dashboard with filters for viewing feedback. - Feedback metrics displayed in a clear format.	8 Story Points	Requires feedback system and data structure in place.
Medium	As a user, I want to receive notifications on new feedback so I can stay updated.	Users are notified when there is new feedback on companies they follow.	- Notifications trigger for new feedback. - Customizable notification settings for users.	3 Story Points	Requires integration with feedback system and user accounts.
Medium	As a user, I want to create a profile to manage my feedback and preferences.	Users can create and manage profiles for feedback interaction and notifications.	- Users can create, edit, and view their profiles. - Secure login and authentication system.	8 Story Points	User management and authentication system required.

PRODUCT BACKLOG

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Low	As a company, I want to respond to feedback publicly to address concerns and improve transparency.	Companies can respond to employee feedback on the platform.	- Moderated company responses are displayed alongside reviews. - Response system is easy to use.	5 Story Points	Moderation system needed for feedback responses.
Low	As a user, I want to filter feedback by specific categories to find relevant information more easily.	Users can filter feedback by categories such as work environment, management, and compensation.	- Feedback filtering works properly for all categories. - Categories are clearly defined and relevant.	4 Story Points	Requires feedback categorization structure.
Low	As a user, I want to share feedback and profiles with others via social media or email.	Users can share company profiles or specific feedback on social media platforms or via email.	- Shareable links available for feedback and profiles. - Integration with social media platforms.	3 Story Points	Social media and email sharing integration needed.
Low	As the product grows, I want the platform to handle more users without performance issues for scalability.	Optimize the system to handle increasing numbers of users and feedback without performance degradation.	- System scales efficiently under load. - No performance bottlenecks under high traffic.	8 Story Points	Requires load testing and backend optimization.

EPIC GRAPH
Insight Scope

Feedback System

1-user,verified feedback on companies
2-company,verified feedback on potential employees.
3-user,browser extension to work on LinkedIn.

User Profiles

1-user,create a profile
2-company,respond to employee reviews.
3-company,track my company's reputation.

Notifications

1- user, receive notifications on new feedback
2-company, respond to feedback
3-user,filter feedback

Feedback Sharing

1- user, share feedback and profiles
2-handle more users

SPRINT PLANNING

SPRINT 01 OVERVIEW

Sprint Duration (2 weeks)

Start date: 12/09/24
End date: 03/10/24

Deliverables

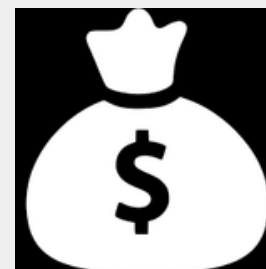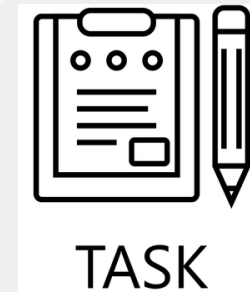# Feedback System

user stories:
- Verified feedback on companies
- access to verified feedback on potential employees.
- the browser extension to work on LinkedIn for easy feedback access.

Cost

395,000 EGP

Total Tasks

11 Task

TASK

TASK DEPENDENCIES FOR SPRINT 1

Task Name	Predecessor Task	Successor Task	Dependency Type	Duration	Assigned Resources
1. Design Feedback Display UI	None	2. Build Feedback Collection System	Finish-to-Start (FS)	3 days	UI/UX Designer
2. Build Feedback Collection System	1. Design Feedback Display UI	3. Develop Feedback Verification System	Finish-to-Start (FS)	5 days	Frontend Developer, Backend Developer
3. Develop Feedback Verification System	2. Build Feedback Collection System	4. Integrate Feedback with Company Profiles	Finish-to-Start (FS)	5 days	Backend Developer
4. Integrate Feedback with Company Profiles	3. Develop Feedback Verification System	None	Finish-to-Start (FS)	3 days	Frontend Developer, Backend Developer
5. Design Review Display UI	None	6. Develop System for Review Submission	Finish-to-Start (FS)	2 days	UI/UX Designer
6. Develop System for Review Submission	5. Design Review Display UI	7. Implement Verification Checks for Reviews	Finish-to-Start (FS)	3 days	Frontend Developer, Backend Developer

Task Name	Predecessor Task	Successor Task	Dependency Type	Duration	Assigned Resources
7. Implement Verification Checks for Reviews	6. Develop System for Review Submission	None	Finish-to-Start (FS)	3 days	Backend Developer
8. Design and Build Browser Extension UI	None	9. Develop Feedback Retrieval API	Finish-to-Start (FS)	4 days	Browser API Specialist, Frontend Developer
9. Develop Feedback Retrieval API	8. Design and Build Browser Extension UI	10. Integrate with LinkedIn API	Finish-to-Start (FS)	4 days	Frontend Developer, Backend Developer
10. Integrate with LinkedIn API	9. Develop Feedback Retrieval API	11. Perform Cross-Browser Testing	Finish-to-Start (FS)	5 days	Browser API Specialist, Backend Developer
11. Perform Cross-Browser Testing	10. Integrate with LinkedIn API	None	Finish-to-Start (FS)	2 days	QA Engineer

RESOURCE SHEET

ID	ⓘ	Resource Name	Type	Material Label	Initials	Group	Max. Units	Std. Rate	Ovt. Rate	Cost/Use	Accrue At	Base Calendar
1		Product Manager	Work		PR.M	Management	100%	55,000.00 ج.م/mon	0.00 ج.م/hr	0.00 ج.م	Prorated	Browser Extens
2		UI/UX Designer	Work		UI	Design	200%	30,000.00 ج.م/mon	0.00 ج.م/hr	0.00 ج.م	Prorated	Browser Extens
3		Frontend Developer	Work		F	Development	400%	60,000.00 ج.م/mon	0.00 ج.م/hr	0.00 ج.م	Prorated	Browser Extens
4		Backend Developer	Work		B	Development	300%	60,000.00 ج.م/mon	0.00 ج.م/hr	0.00 ج.م	Prorated	Browser Extens
5		Quality Assurance (QA)	Work		Q	QA	100%	35,000.00 ج.م/mon	0.00 ج.م/hr	0.00 ج.م	Prorated	Browser Extension
6		Browser API Specialist	Work		B	Development	100%	70,000.00 ج.م/mon	0.00 ج.م/hr	0.00 ج.م	Prorated	Browser Extens
7		Project Manager	Work		P	Management	100%	100,000.00 ج.م/mon	0.00 ج.م/hr	0.00 ج.م	Prorated	Browser Extens
8		Test Engineer	Work		T	QA	100%	45,000.00 ج.م/mon	0.00 ج.م/hr	0.00 ج.م	Prorated	Browser Extens
9		Risk/Contingency (10%)	Cost		R	Miscellaneous					Prorated	
10		Infrastructure (Cloud-Hosting)	Cost		I	Integration					Prorated	
11		Testing Tools (Browser Testing)	Cost		T	Integration					Prorated	
12		API Integration (LinkedIn)	Cost		A	Hardware					Prorated	
13		Security & Compliance	Cost		S	Servers					Prorated	
14		Software-Licenses	Cost		S	Miscellaneous					Prorated	

GHANT CHART BASELINE

| | 15 Sep '24 | | | | 22 Sep '24 | | | | | 29 Sep '24 | | | |
| T F S | S M T W T F S | S M | T | W | T | F S | S M | T | W | T |

UI/UX Designer

Frontend Developer ,Backend Developer

Backend Developer

Frontend Developer ,Backend Developer
◇ 03/10

UI/UX Designer

Backend Developer ,Frontend Developer

Backend Developer
◇ 23/09

Browser API Specialist ,Frontend Developer

Frontend Developer ,Backend Developer

Browser API Specialist ,Backend Developer

Quality Assurance (QA) ,Test Engineer
◇ 01/10

Risk Assessment Matrix for InsightScope

Risk ID	Risk Description	Likelihood (Low/Medium/High)	Impact (Low/Medium/High)	Risk Level (Priority)	Mitigation Strategy	Owner
R1	**API Access Restriction**: LinkedIn or Indeed restricts or revokes API access, affecting core functionalities of the browser extension.	High	High	High	Establish early partnerships with LinkedIn and Indeed; develop alternative data collection methods.	Development Team
R2	**Data Privacy Compliance**: Failure to comply with GDPR or other privacy laws while handling sensitive employee and company data.	Medium	High	High	Conduct regular data privacy audits; ensure full compliance with GDPR and implement strong data encryption.	Legal/Compliance Team
R3	**Delayed API Integration**: Technical challenges cause delays in integrating with employment platforms (LinkedIn, Indeed).	Medium	Medium	Medium	Allocate additional time in the project schedule for integration testing; hire experienced API developers.	Development Team
R4	**Scalability Issues**: The platform struggles with performance as user numbers increase, causing slow loading times and crashes.	Medium	High	High	Perform continuous load testing and backend optimization; allocate extra server resources to handle increased traffic.	Development and Infrastructure Team
R5	**User Adoption Resistance**: Job seekers or employers are reluctant to adopt InsightScope, sticking to existing platforms like Glassdoor or Indeed reviews.	Medium	Medium	Medium	Aggressive marketing and outreach to educate users on the advantages of verified insights; partner with key influencers.	Marketing Team
R6	**Budget Overrun**: Unforeseen costs cause the project to exceed its planned budget.	Medium	High	High	Regular financial monitoring; build a contingency fund of 10-15%; reallocate resources efficiently.	Project Manager
R7	**Security Breach**: A potential hack or data breach exposes sensitive user data, damaging the company's reputation.	Low	High	High	Implement multi-layered security protocols; conduct regular security audits; quickly patch vulnerabilities.	IT/Security Team
R8	**Technical Debt**: Accumulation of unresolved technical issues (bugs, outdated systems) leads to increased maintenance and reduced performance.	Medium	Medium	Medium	Regular refactoring of code; periodic sprint reviews focused on resolving technical debt; maintain robust documentation.	Development Team

Daily Standup Report

Date: 26-9-2024

Project: InsightScope

Attendees

Product Manager (PM)

UI/UX Designer

Front-end Developer

Backend Developer

Quality Assurance (QA)

Quality Control (QC)

Updates

1. Product Manager (PM)

* Yesterday: Finalized user stories for the next sprint and conducted a stakeholder meeting.
* Today: Will prioritize the backlog and review feedback from the team.
* Blockers: Awaiting final approval on user stories from stakeholders

2. UI/UX Designer

* Yesterday: Completed wireframes for the new feature and started creating high-fidelity mockups.
* Today: Will present mockups to the team for feedback and make necessary adjustments.
* Blockers: Need clarification on some user requirements from the PM.

3. Front-end Developer

* Yesterday: Integrated the new design into the application and fixed a few bugs in the existing codebase.
* Today: Will start implementing responsive design for mobile devices.
* Blockers: Encountering issues with cross-browser compatibility.

Updates

4. Backend Developer

* Yesterday: Set up the database schema for the new feature and created API endpoints.

* Today: Will work on connecting the API with the front-end and writing tests for the endpoints.
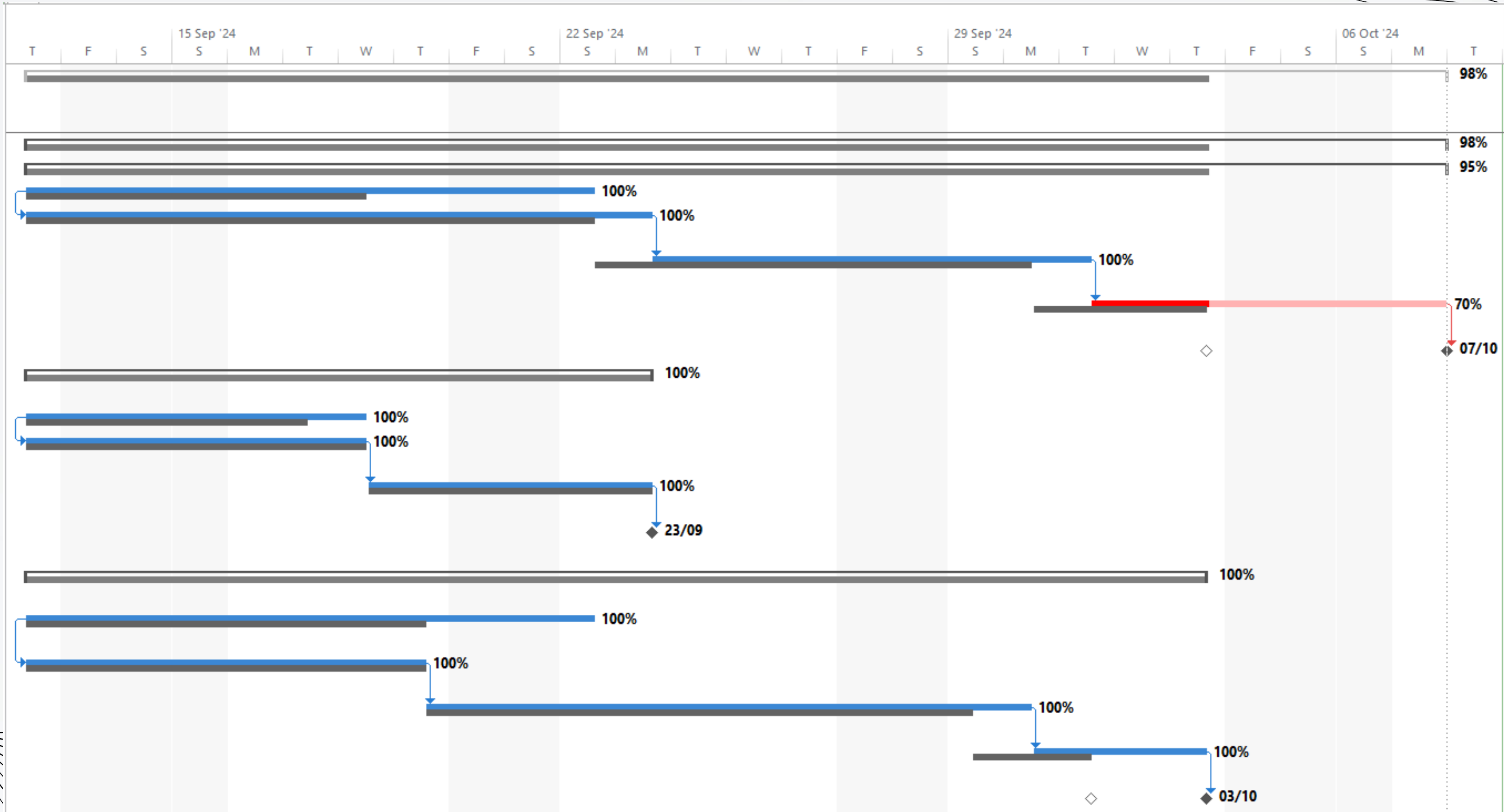
* Blockers: Need assistance with API documentation.

5. Quality Assurance (QA)

* Yesterday: Conducted initial testing on the latest build and reported bugs to the dev team.

* Today: Will continue testing new features and prepare a test plan for the upcoming release.

* Blockers: Some critical bugs need immediate attention from developers.
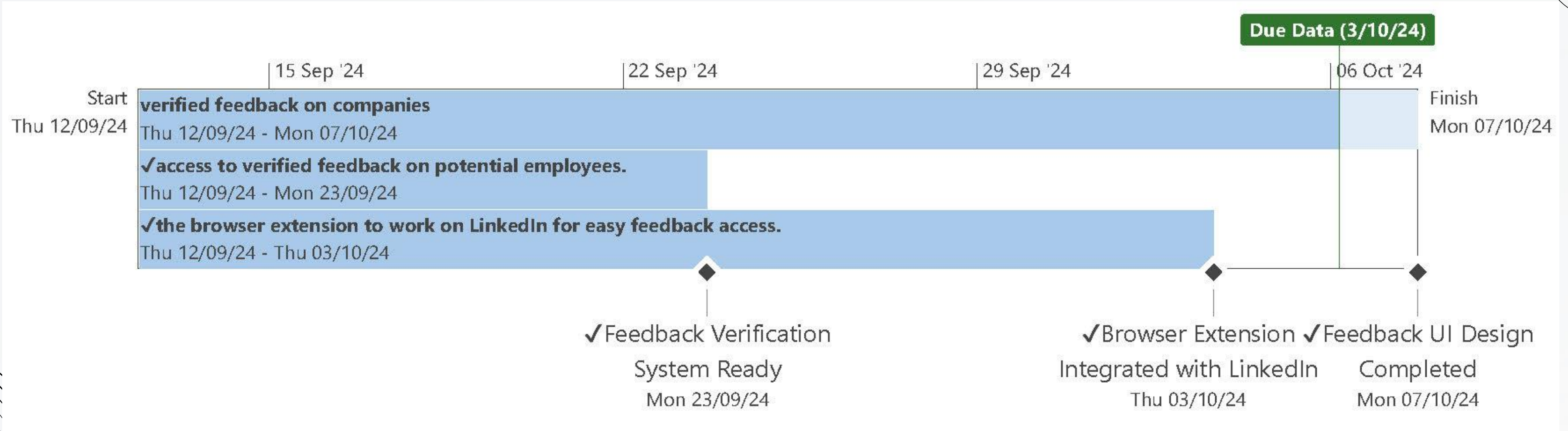
6. Quality Control (QC)

* Yesterday: Reviewed test cases and documentation to ensure compliance with standards.

* Today: Will perform a quality review of the current build and provide feedback to the team.
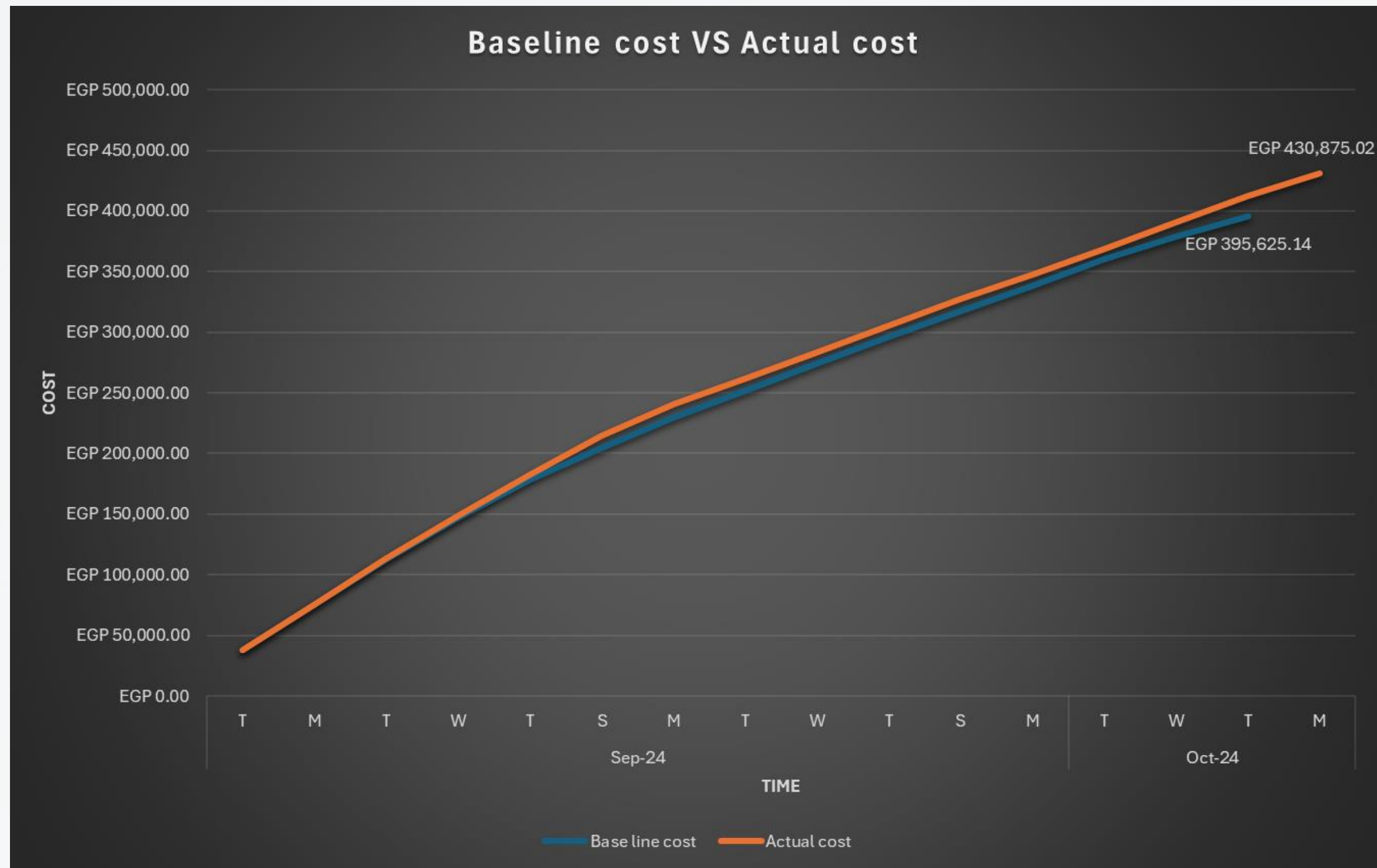
* Blockers: None at this time.

GHANT CHART ACTUAL

TIMELINE

Due Data (3/10/24)

	15 Sep '24	22 Sep '24	29 Sep '24	06 Oct '24	

Start
Thu 12/09/24

verified feedback on companies
Thu 12/09/24 - Mon 07/10/24

Finish
Mon 07/10/24

✓access to verified feedback on potential employees.
Thu 12/09/24 - Mon 23/09/24

✓the browser extension to work on LinkedIn for easy feedback access.
Thu 12/09/24 - Thu 03/10/24

✓Feedback Verification
System Ready

Mon 23/09/24

✓Browser Extension
Integrated with LinkedIn

Thu 03/10/24

✓Feedback UI Design
Completed

Mon 07/10/24

S-CURVE

Baseline cost VS Actual cost

EGP 430,875.02

EGP 395,625.14

| Name	Actual Cost	Remaining Cost	Baseline Cost	Cost	Cost Variance
SPRINT 1: CORE FEATURES	430,875.00 ج.م.	0.00 ج.م.	395,625.00 ج.م.	430,875.00 ج.م.	35,250.00 ج.م.

EARNED VALUE ANALYSIS (SUMMARY)

Metric	Value	Comment
Planned Value (PV)	EGP 395,625.14	Expected cost for Sprint 1.
Earned Value (EV)	EGP 374,843.89	Reflects work completed (~95% of PV).
Actual Cost (AC)	EGP 430,875.02	Actual cost incurred for completed work.
Cost Variance (CV)	- EGP 56,031.13	**Over budget**.
Schedule Variance (SV)	- EGP 20,781.25	Slightly behind the planned schedule.
CPI	0.87	Cost performance is slightly below expectations.
SPI	0.95	Schedule performance is close to plan.

# COST DISTRIBUTION
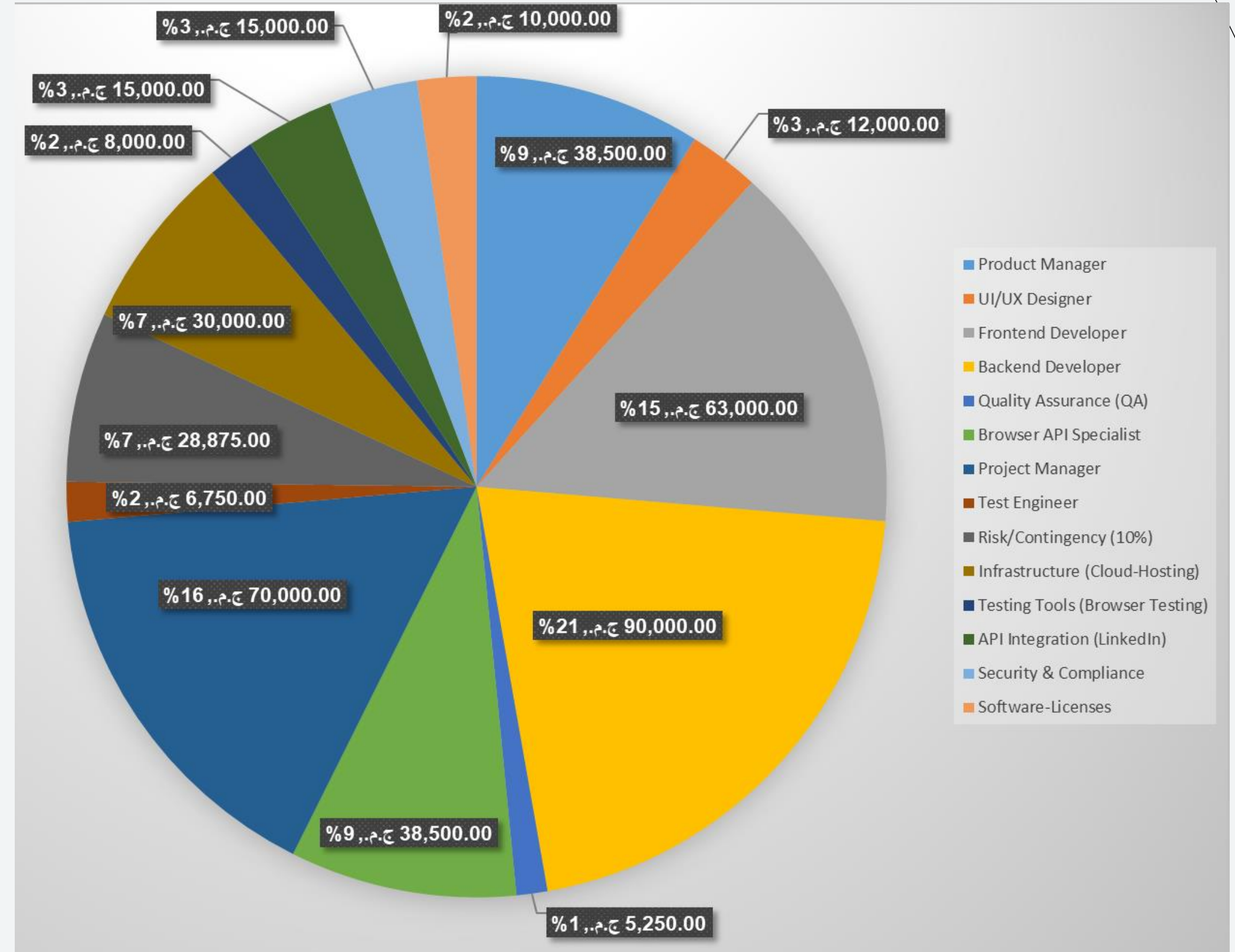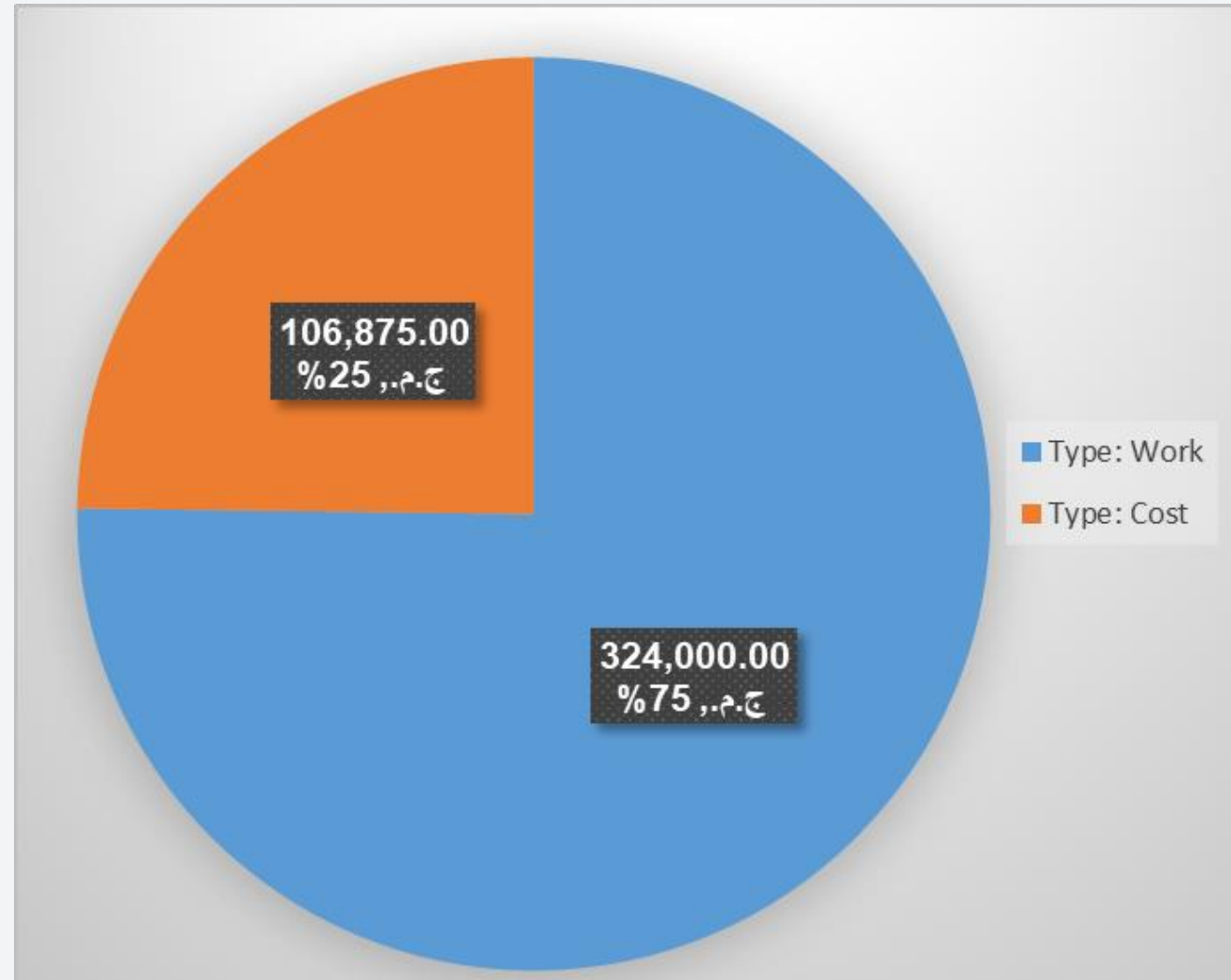
BURNDOWN CHART
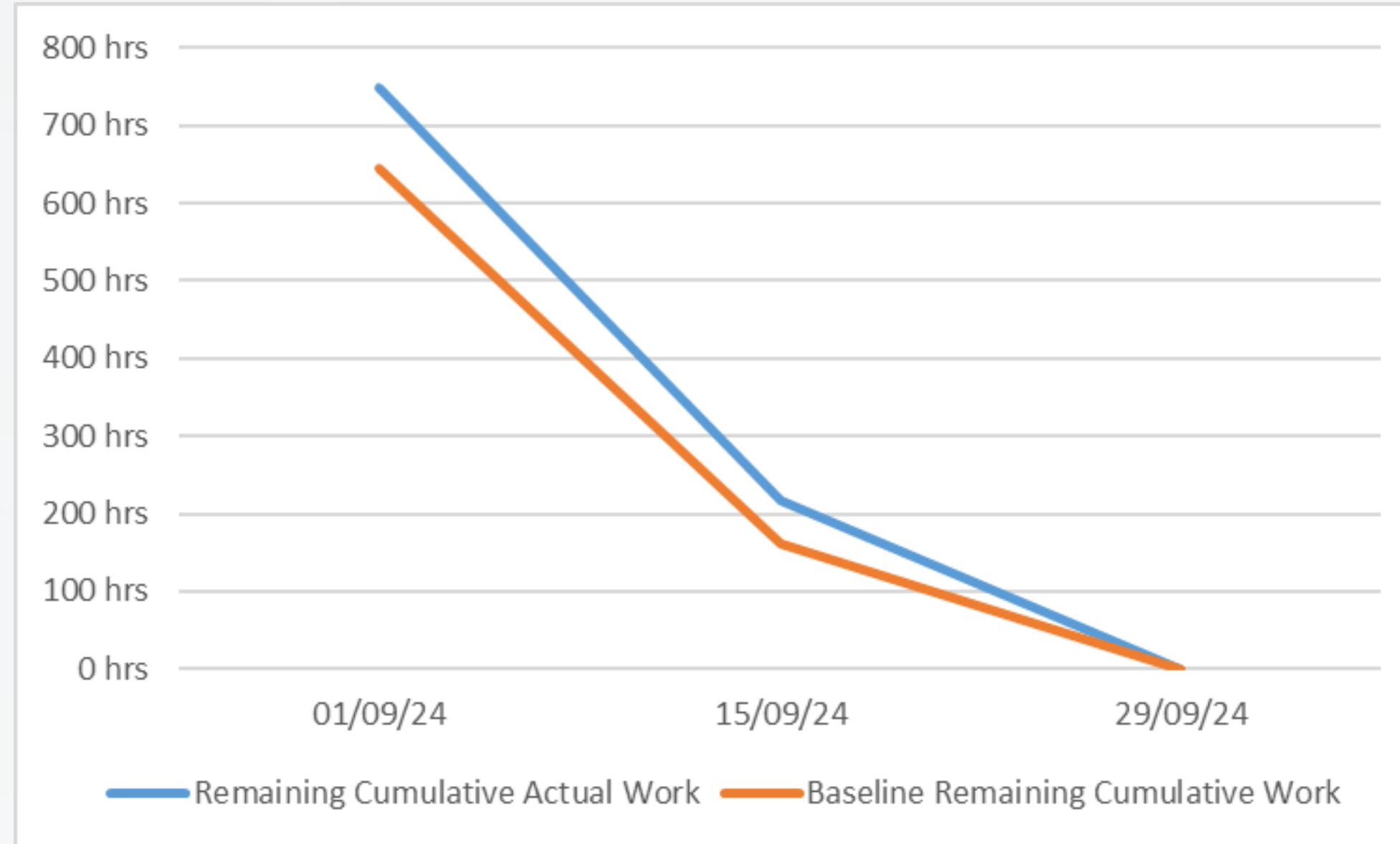
SPRINT REVIEW

COMPLETED USER STORIES

- Verified feedback on companies-95%
- access to verified feedback on potential employees - 100%.
- the browser extension to work on LinkedIn for easy feedback access - 100%.

- verified feedback on companies
- access to verified feedback on potential employees.
- the browser extension to work on LinkedIn for easy feedback access.

100%, 34%   95%, 32%   100%, 34%
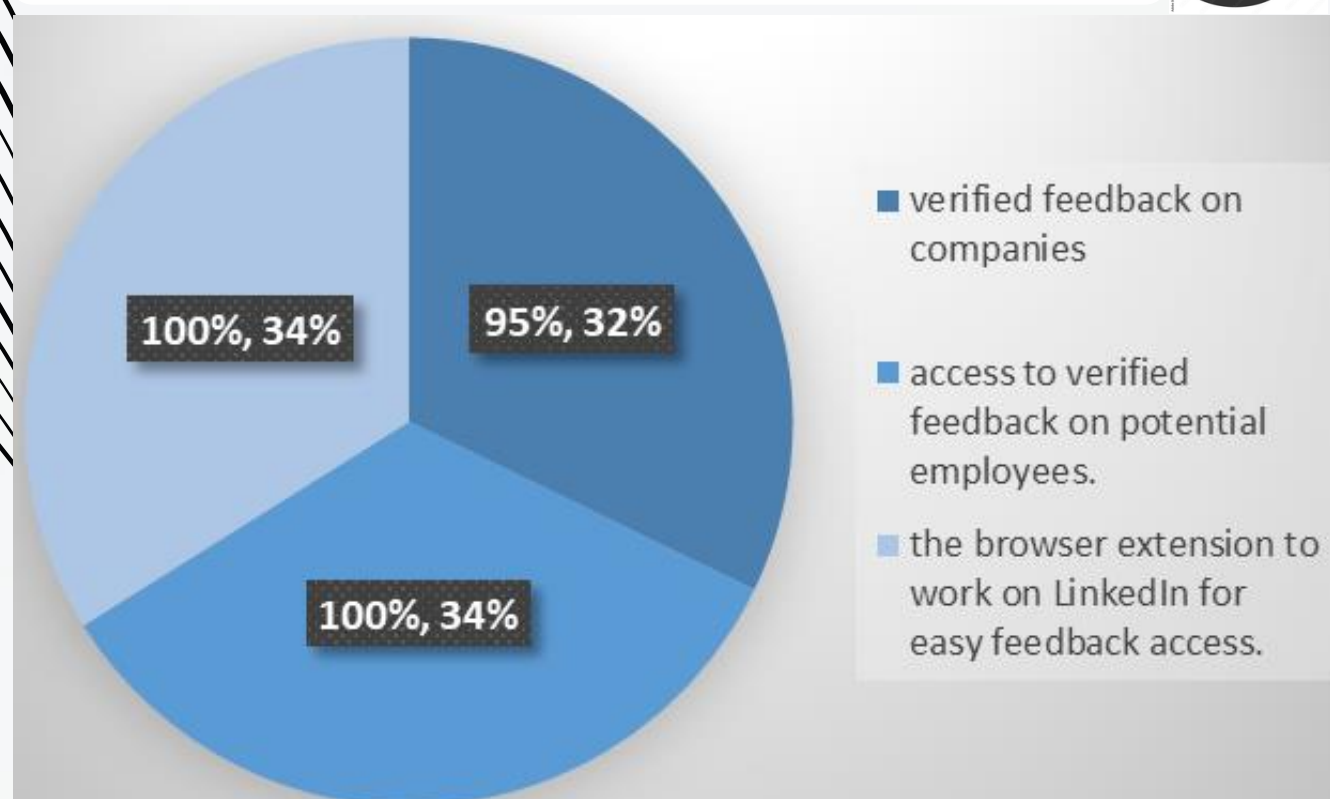
KEY SUCCESSES:

- Access to Verified Feedback on Employees and the Browser Extension for LinkedIn were fully completed and tested.

CHALLENGES

- The Verified Feedback on Companies story was only 70% completed due to complexity in integrating verified feedback data from multiple sources.

RETROSPECTIVE SUMMARY

WHAT WENT WELL?

- 95% completion of planned story points, with the Browser Extension and Employee Feedback features delivered as scheduled.

WHAT COULD BE IMPROVED?

- More time should be allocated to complex features like Verified Feedback on Companies, especially in areas requiring data integration from multiple sources.

NEXT STEPS

OUTSTANDING WORK FOR SPRINT 1:

- Complete the remaining 5% of the Verified Feedback on Companies user story.

PREPARATION FOR SPRINT 2:

- Refocus resources on delivering User Profile Management and Dashboard Analytics.
- Carry over the unfinished portion of the Verified Feedback on Companies feature into Sprint 2 and address the integration challenges early.

UPDATED BACKLOG

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OUR TEAM

AYMAN
IDRIS

MOSTAFA
EID
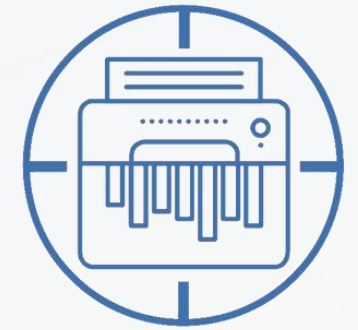
AHMED
HOTER

AHMED
ABDEEN

GEHAD
NASSER

AFNAN
ELZAWAHRY

THANK'S FOR YOUR TIME AND ATTENTION

Any Questions?

InsightScope

SMARTER HIRING