**Critical Review**

Big job seeking sites such as indeed and LinkedIn have dominated the job market. However they fail to take into account of the candidate vocations and places more favour to the employer. For example, LinkedIn offers useful resources that help their users land there dream jobs, however it seems that LinkedIn hold a level of professionalism that may seem rigid to younger and creative users who are just graduate from university or college and looking to land there first job.

Young and creative individual tend to be drawn to social media networks such as TikTok and Instagram, where users can show off their creativity, gain an excessive amount of attraction and eventually attract better opportunities then they could ever dream of such as brand deal, collaboration with big content creators and even an opportunity to start their own business. Although that is the case these platform still fail to adapt to this model as they were built to for social reason to connect to other individual around the world rather than business reason where they are looking for vocation. Therefore, the author is proposing to build an social application that aims to help young individuals land job and express their creativity with out the need to be professional or ‘internet famous’.

Tailoring CVs and cover letters has been the conventional advice that has been given to job seekers who are trying to land their first job. Although this is deemed good advice, the poor applicant is aiming to land their dream job as soon as possible. It would be paramount for job seeking technologies to provide vacancies that contain keywords that match the users CV rather than the users being forced to “shapeshift” their CV every time the filling out a new application.

The problem with the user tailoring their CV is that when job applicants have applied for a numerous amount of job applications and have not been called back from any of the potential employers, they are advised to follow up on their application, meaning that they should email the employers, letting them know that they have applied for their role and they look forward to hearing back.

**Requirements**

* Application targets young people and people who have graduated from university and college.
* Application helps users find jobs, brand deals and other opportunity should they use the application consistently.
* Application is both goal oriented and process oriented, meaning that the more that they used the application consistently the more opportunities they attract.
* Application allows users upload their CV
  + User receives job applications that contain skills and qualifications that tailer with the users CV rather than the user being forced to edit their CV whenever they are filling out a new application.
* Application allows user to record any application they have applied to.
* Application contains a habit tracker where users can keep track on job seeking habits such as filling out applications and interview practice.