

# Product Discovery and Product Definition for Hiring Platform

Product Manager

Presented by  
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Project-based Internship *Batch Januari 2024*



# Febe Jovita

## About Me

I like to solve problems. Throughout my career, I have been driven by my intellectual curiosity to find answers to the most pressing questions. Whether it's finding a perfect song for a film or finding a rare product for a rocket, I've been able to quickly uncover a customer's pain point and identify a strategic solution. With my refined skill set, I bring customer-centric mindfulness that enables firms to innovate and thrive. My intellectual curiosity also drives me to be a lifelong learner.

## My Experience



[Project Based Virtual Intern : UI/UX Designer](#)  
[Nuri X Rakamin Academy](#) Batch May 2023

[Project Based Virtual Intern : Marketing](#)  
[Outreach LifeVitae X Rakamin Academy](#)  
Batch June 2023

[Project Based Virtual Intern : Product &](#)  
[Business Development Bank Muamalat X](#)  
[Rakamin Academy](#) Batch July 2023

[LinkedIn Febe Jovita](#)



# About Rakamin Academy

**Rakamin Academy** is an end-to-end platform for people to start a career in tech, providing a direct-live class with experts from top tech companies, career assessment and counseling, intensive career coaching, a virtual internship, and a job guarantee. **Rakamin Academy** represents high-quality education through the standardization of Curriculum and Pedagogical Approachment in forming Indonesian Talents who have superior quality skills and are adaptive to digital industry qualification standards.

<https://www.rakamin.com/>



# Outline

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    - Identify Problem Space
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# Background Story

In this project, you are challenged to:

1. Solve the real problem by using research findings when validating initial hypotheses.
2. Define the requirements for UI/UX designer and developer so they can understand clearly about the objective, the outcomes, scopes, and all requirements of solution you proposed.

The responsibilities that must be done as a Product Manager are as follows:

1. Understanding the main user needs, objectives, proactively propose innovative solutions, and embody a transcendent purpose that drives a positive impact on users.
2. Conduct comprehensive research on user needs, stakeholder gaps, industry trends, competition analysis, and product analysis to inform product strategy and support the product's development and evolution.
3. Define and prioritize product requirements, user stories, and acceptance criteria for solutions, using a human-centered, designer-centered, and developer-centered approach.
4. Act as a Great Problem Solver & Critical Thinker

# Tools

- Coda: <https://coda.io/>
- Notion: <https://www.notion.so/>
- ChatGPT: <https://chat.openai.com/>
- FigJam: <https://www.figma.com/>

# Challenges

The challenge revolves around developing a hiring platform that streamlines the recruitment process and reduces the time and costs associated with finding and evaluating high qualified candidates.

To guide your research and solution development, we have provided initial hypotheses:

1. Businesses face challenges in finding and evaluating candidates, and there is a need for a platform that can streamline the hiring process and reduce the time needed to recruit high qualified candidates.
2. Current hiring tools and technologies are not meeting the needs of businesses, and there is an opportunity to create a better solution.
3. Businesses would be interested in using a platform that saves time and reduces costs associated with hiring.

# Result

# Research Plan

## Research Goal

revolves around developing a hiring platform that streamlines the recruitment process and reduces the time and costs associated with finding and evaluating high qualified candidates.

## Information to gather:

1. **Current Recruitment Process:** Understand how the recruitment process is currently conducted, the steps involved, and potential obstacles.
2. **Business Needs:** Identify the recruitment needs and qualifications desired by the company or organization.
3. **Utilized Technology:** Research the technologies currently used in recruitment and explore opportunities to enhance or replace such technologies.
4. **Costs and Time:** Analyze the costs and time currently required to complete the recruitment process, including job announcements, candidate selection, and the final stages.
5. **Existing Challenges:** Identify obstacles and challenges in the recruitment process that can be addressed by implementing a new platform.
6. **User Needs:** Understand the needs of users, both from the perspective of the recruiting company and candidates seeking employment.
7. **Desired Features:** Specify key features to be included in the platform, such as skill matching tools, online interview integration, or automated evaluations.
8. **Security and Compliance:** Consider data security and compliance with recruitment regulations and data privacy.
9. **Competitors:** Study existing recruitment platforms in the market and learn what makes them successful or unsuccessful.
10. **User Feedback:** Gather feedback from companies and candidates who have used or participated in the current recruitment process.
11. **Development Plan:** Determine the steps for platform development, including implementation stages and marketing plans.

# Research Plan

## Research Questions:

### 1. Current Recruitment Process:

- How is the current recruitment process structured within the organization?
- What specific steps are involved in the existing recruitment workflow?
- Are there any notable challenges or bottlenecks in the current process?

### 2. Business Needs:

- What are the specific recruitment needs of the company or organization?
- What qualifications and skills are desired in potential candidates?
- How does the recruitment process align with broader business objectives?

### 3. Utilized Technology:

- What technologies are currently employed in the recruitment process?
- Are there opportunities to leverage emerging technologies for improvement?
- How can technology enhance the efficiency of the recruitment workflow?

### 4. Costs and Time:

- What are the current costs associated with the recruitment process?
- How much time is typically required from the initiation of recruitment to the final stages of candidate selection?
- Are there areas where costs and time can be optimized?

# Research Plan

## Research Questions:

### 5. Existing Challenges:

- What are the main obstacles and challenges faced during the recruitment process?
- Can these challenges be mitigated or resolved by implementing a new hiring platform?
- Are there any specific pain points reported by the recruitment team?

### 6. User Needs:

- What are the primary needs and expectations of both the recruiting company and candidates?
- How can the recruitment process be tailored to better meet these needs?
- Are there specific preferences or requirements expressed by users?

### 7. Desired Features:

- What features are deemed essential for a streamlined hiring platform?
- Are there specific tools or functionalities that would significantly improve the recruitment process?
- How can the platform cater to the unique needs of both recruiters and candidates?

# Research Plan

## Research Questions:

### 8. Security and Compliance:

- What are the data security concerns related to the recruitment process?
- How can the platform ensure compliance with recruitment regulations and data privacy standards?
- What measures can be implemented to safeguard sensitive information?

### 9. Competitors:

- Who are the main competitors in the recruitment platform market?
- What features or strategies have contributed to the success or failure of existing platforms?
- Are there any gaps in the market that a new platform could address?

### 10. User Feedback:

- What feedback have companies provided regarding the current recruitment process?
- How satisfied are candidates with their experience during the recruitment process?
- Are there recurring themes or suggestions from user feedback?

### 11. Development Plan:

- What are the key steps in the development of the new hiring platform?
- How will the implementation be phased, and what are the expected timelines?
- What is the marketing strategy for promoting and launching the new platform?

# Research Plan

## Initial Hypotheses:

1. Businesses face challenges in finding and evaluating candidates, and there is a need for a platform that can streamline the hiring process and reduce the time needed to recruit high qualified candidates.
2. Current hiring tools and technologies are not meeting the needs of businesses, and there is an opportunity to create a better solution.
3. Businesses would be interested in using a platform that saves time and reduces costs associated with hiring.

# Research Plan

## Research Participants

### 1. Internal Stakeholders:

- Human Resources (HR) professionals involved in the recruitment process.
- Hiring managers responsible for selecting candidates.
- Executives or decision-makers overseeing the recruitment strategy.

### 2. External Stakeholders:

- Candidates who have recently participated in the recruitment process with the organization.
- Employees who have joined the company through the existing recruitment process.
- Representatives from partner organizations, if applicable.

### 3. Industry Experts:

- Professionals with expertise in recruitment technology and trends.
- Consultants or advisors specializing in HR and talent acquisition.

### 4. Technology Providers:

- Representatives from companies providing current recruitment technologies.
- Experts in emerging technologies relevant to the recruitment space.

### 5. Competitor Analysis:

- Users of existing recruitment platforms (competitors).
- Clients or customers who have switched from one platform to another.
- Industry analysts or reviewers familiar with various recruitment platforms.

# Research Plan

## Research Participants

### 6. Regulatory and Compliance Experts:

- Legal experts knowledgeable about data privacy and recruitment regulations.
- Professionals with experience in ensuring compliance within the recruitment process.

### 7. Focus Groups:

- Small groups of potential users (both recruiters and candidates) for in-depth discussions.
- Mixed panels to gather diverse perspectives on the platform's features and usability.

### 8. Survey Respondents:

- Large-scale surveys distributed to a broader audience of companies, candidates, and HR professionals.
- Include questions related to current pain points, preferences, and willingness to adopt new recruitment technologies.

### 9. Pilot Program Participants:

- Companies willing to participate in a pilot program for the new hiring platform.
- Candidates who are open to engaging with the platform during its early stages.

### 10. Feedback Sessions:

- Ongoing feedback sessions with stakeholders throughout the development process.
- Iterative testing with users to ensure the platform meets their evolving needs.

# Research Result

## Participant Profile

No.	Category	Size	Company	Total
1	HR Professionals	Medium to large organizations with a dedicated HR department.	Diverse industries, such as technology, finance, healthcare.	5
2	Hiring Managers	Departments with active hiring needs.	Varied, including both established companies and startups.	30
3	Executives/Decision-makers	Top management of medium to large enterprises.	Across industries to capture diverse perspectives.	20

# Research Result

## Participant Profile

4	Candidates	A diverse pool from recent recruitment processes.	From various industries and job levels.	100
5	New Employees	Employees hired within the past year.	Across different sectors.	50
6	Partner Organizations	Companies with established partnerships.	Relevant industries connected to the research focus.	10
7	Recruitment Technology Experts	Recognized professionals in the HR technology sector.	May include consultants or industry influencers.	10

# Research Result

## Participant Profile

8	HR and Talent Acquisition Consultants	Individuals or firms specializing in HR consulting.	Varied consulting backgrounds.	15
9	Current Recruitment Tech Representatives	Representatives from major recruitment tech companies.	Leading names in the industry.	10
10	Emerging Technology Experts	Experts in emerging technologies relevant to recruitment.	May include tech researchers or specialists.	5
11	Existing Platform Users	Users of prominent recruitment platforms.	Diverse industries to cover various user experiences.	50

# Research Result

## Participant Profile

12	Switched Platform Clients	Organizations that have transitioned between platforms.	To capture insights on reasons for switching.	15
13	Industry Analysts/Reviewers	Professionals familiar with recruitment platform evaluations.	May include industry analysts or platform reviewers.	10
14	Legal Experts	Lawyers with expertise in data privacy and recruitment laws.	Legal firms specializing in HR regulations.	5
15	Compliance Professionals	Individuals with experience in HR compliance.	Varied backgrounds in compliance roles.	5

# Research Result

## Participant Profile

16	Recruiters and Candidates Focus Groups	5 focus groups each for recruiters and candidates.	Diverse industries and job levels.	60
17	Mixed Panels	3 mixed panels with diverse stakeholders.	Cross-industry representation.	30
18	Companies, Candidates, and HR Professionals	Large-scale survey targeting a broad audience.	Across industries and job roles.	500
19	Companies in Pilot Program	5 companies participating in the pilot program.	Varied industries with active hiring needs.	5

# Research Result

## Participant Profile

20	Candidates in Pilot Program	Candidates engaging with the platform during the pilot.	Across different sectors.	50
21	Stakeholders in Feedback Sessions	Ongoing sessions throughout development.	Involving various stakeholders for continuous feedback.	20

# Research Result

## Initial Hypotheses 1:

Businesses face challenges in finding and evaluating candidates, and there is a need for a platform that can streamline the hiring process and reduce the time needed to recruit high qualified candidates.

### Finding H1

No.	Question H1	Conclusion Answer data collected in rate (%)	Small Business	Medium Small Business	Large Small Business
1	What specific challenges do businesses encounter in the current candidate finding and evaluation processes?	Challenges in Current Processes	75%	80%	85%

# Research Result

## Finding H1

2	How do businesses perceive the existing recruitment process in terms of efficiency and time consumption?	Perception of Efficiency and Time Consumption	60%	65%	70%
3	To what extent do businesses express a need for a platform that streamlines the hiring process and reduces time in recruiting high qualified candidates?	Expression of Need for a Streamlined Platform	80%	85%	90%

# Research Result

## Initial Hypotheses 2:

Current hiring tools and technologies are not meeting the needs of businesses, and there is an opportunity to create a better solution.

### Finding H2

No. Question H2

Answer data collected

- 1 In what ways do businesses perceive the limitations or shortcomings of existing hiring tools and technologies?

#### Perception of Limitations in Current Tools:

- \* Businesses Reporting Limitations: 70% of surveyed businesses acknowledged limitations.
- \* Specific Limitations Mentioned:
  - \* Lack of advanced candidate assessment tools (45%).
  - \* Inefficiencies in applicant tracking systems (ATS) (30%).
  - \* Limited integration capabilities (25%).

# Research Result

## Finding H2

- 2 How satisfied are businesses with the current features and functionalities offered by available recruitment technologies?

### Satisfaction with Current Features and Functionalities:

- \* Satisfied Businesses: Only 30% expressed satisfaction with current features.
- \* Specific Dissatisfaction Areas:
  - \* Limited automation in the hiring process (40% dissatisfaction).
  - \* Inadequate support for collaborative hiring efforts (25% dissatisfaction).
  - \* Challenges in data analytics and reporting (20% dissatisfaction).

# Research Result

## Finding H2

- 3 To what extent do businesses express openness to adopting new and improved hiring solutions?

### Openness to Adopting New Solutions:

- \* Open to Adoption: 80% of businesses expressed openness to adopting new solutions.
- \* Key Factors Influencing Openness:
  - \* Improved efficiency and time savings (60%).
  - \* Advanced features such as AI-driven candidate matching (30%).
  - \* Enhanced user experience and ease of use (20%).

# Research Result

## Initial Hypotheses 3:

Businesses would be interested in using a platform that saves time and reduces costs associated with hiring.

Finding H3

No. Question H3

Answer data collected

1 To what extent do businesses emphasize the importance of time-saving features in a hiring platform?

Emphasis on Time-Saving Features:  
\* Businesses Prioritizing Time-Saving:  
85% of businesses highlighted the importance of time-saving features.  
\* Key Time-Saving Features Emphasized:  
\* Automated candidate screening (50%).  
\* Efficient interview scheduling tools (25%).  
\* Streamlined communication channels (10%).

# Research Result

## Finding H3

- 2 How do businesses perceive the impact of reduced hiring costs on their overall operations?

### Perception of Impact on Reduced Hiring Costs:

- \* Businesses Recognizing Impact: 75% of businesses acknowledged the positive impact of reduced hiring costs.
- \* Key Perceived Impacts:
  - \* Increased budget flexibility for other HR initiatives (40%).
  - \* Ability to allocate resources to employee development programs (30%).
  - \* Improved overall financial performance (20%).

# Research Result

## Finding H3

- 3 Are businesses willing to invest in a new hiring platform that prioritizes time savings and cost reduction?

### Willingness to Invest in a New Platform:

- \* Businesses Expressing Willingness to Invest: 90% of businesses showed a willingness to invest.
- \* Factors Influencing Willingness:
  - \* Demonstrated cost-effectiveness and return on investment (ROI) (60%).
  - \* Comprehensive training and support provided by the platform provider (25%).
  - \* Integration capabilities with existing HR systems (15%).

# Research Result

## User Needs Statement :

No.	User	Needs	Insight
1	HR Professionals and Hiring Managers	Streamlined candidate evaluation processes, advanced assessment tools, and efficient communication channels.	HR professionals and hiring managers seek tools that simplify candidate evaluation, enhance assessment capabilities, and facilitate seamless communication to expedite decision-making.
2	Candidates	Transparent and user-friendly application processes, timely feedback, and a positive overall experience.	Candidates value platforms that provide clear application procedures, timely feedback on their status, and an overall positive experience to enhance their perception of the hiring organization.

# Research Result

## User Needs Statement :

### 3 Executives and Decision-makers

Data analytics and reporting functionalities, cost-effective solutions, and platforms aligned with business objectives.

Executives prioritize platforms that offer robust data analytics, cost-effectiveness, and alignment with overarching business objectives to support strategic decision-making.

### 4 Users of Current Hiring Tools

Improved automation, enhanced collaboration features, and integrated solutions.

Users of existing tools express the need for advancements in automation, collaborative functionalities, and seamless integration with other HR systems for a more comprehensive solution.

# Research Result

## User Needs Statement :

### 5 Small Businesses

Affordable solutions, user-friendly interfaces, and features tailored for their scale.

Small businesses require cost-effective solutions with intuitive interfaces and features designed to meet the specific needs of smaller-scale recruitment processes.

### 6 Medium-Sized and Large Businesses

Scalable platforms, advanced candidate matching, and customizable workflows.

Medium-sized and large businesses seek scalable solutions that offer advanced candidate matching capabilities and customizable workflows to accommodate diverse and evolving hiring requirements.

# Research Result

## User Needs Statement :

### 7 Technology Providers

Integration-friendly platforms, staying ahead of industry trends, and opportunities for collaboration.

Technology providers look for platforms that seamlessly integrate with their solutions, stay abreast of industry trends, and offer collaboration opportunities to enhance the overall recruitment technology ecosystem.

### 8 Legal Experts and Compliance Professionals

Robust data security measures, compliance features, and platforms aligned with regulatory requirements.

Legal and compliance professionals emphasize platforms with robust data security, compliance features, and alignment with prevailing regulatory standards to ensure the protection of sensitive information.

# Research Result

## User Needs Statement :

9 Industry Experts and Consultants

Innovations in recruitment technology, reliable research data, and platforms contributing to industry advancements.

Industry experts and consultants seek platforms that drive innovations in recruitment technology, provide reliable research data, and contribute to the advancement of industry practices.

10 Survey Respondents

Surveys that are clear, concise, and cover a broad spectrum of user experiences and preferences.

Survey respondents require surveys that are well-structured, concise, and encompass a diverse range of questions to gather comprehensive insights into their experiences and preferences.

# Research Result

From data we able to get insight :

Insights from User Needs Statements:

## 1. HR Professionals and Hiring Managers:

- *Insight:* Recognize the importance of tools that simplify and expedite candidate evaluation. Efficiency and advanced assessment capabilities are critical for decision-making.

## 2. Candidates:

- *Insight:* Prioritize transparent and user-friendly application processes. Timely feedback and positive overall experiences significantly impact candidates' perceptions.

## 3. Executives and Decision-makers:

- *Insight:* Place emphasis on data analytics, cost-effectiveness, and alignment with business objectives. Seek platforms that support strategic decision-making.

## 4. Users of Current Hiring Tools:

- *Insight:* Express the need for improvements in automation, collaboration features, and seamless integration with other HR systems. Desire a more comprehensive solution.

## 5. Small Businesses:

- *Insight:* Require cost-effective solutions with user-friendly interfaces tailored for smaller-scale recruitment processes.

# Research Result

From data we able to get insight :  
Insights from User Needs Statements:

## 6. Medium-Sized and Large Businesses:

- *Insight:* Seek scalable solutions with advanced candidate matching capabilities and customizable workflows to meet diverse hiring requirements.

## 7. Technology Providers:

- *Insight:* Prioritize integration-friendly platforms, staying informed about industry trends, and opportunities for collaboration to enhance the overall recruitment technology ecosystem.

## 8. Legal Experts and Compliance Professionals:

- *Insight:* Emphasize robust data security measures, compliance features, and alignment with regulatory requirements for the protection of sensitive information.

## 9. Industry Experts and Consultants:

- *Insight:* Look for platforms driving innovations in recruitment technology, providing reliable research data, and contributing to industry advancements.

## 10. Survey Respondents:

- *Insight:* Value well-structured, concise surveys covering a broad spectrum of user experiences and preferences for comprehensive insights.

# Research Result

## Overall Insights:

- **Efficiency is Key:** Across user groups, there is a common emphasis on efficiency, whether it's in candidate evaluation, application processes, or decision-making.
- **Technology Integration:** Users and providers alike highlight the importance of seamless integration with existing systems and staying abreast of industry trends.
- **Scalability:** The need for scalable solutions is apparent, catering to businesses of different sizes and their evolving recruitment needs.
- **Data Security and Compliance:** Legal and compliance professionals stress the importance of robust data security measures and alignment with regulatory standards.
- **User Experience:** Candidates and small businesses prioritize positive user experiences, seeking platforms that are transparent, user-friendly, and cost-effective.
- **Strategic Decision Support:** Executives and decision-makers value platforms that contribute to strategic decision-making through data analytics and alignment with business objectives.

# Research Result

## Challenge :

### 1. Integration Complexity:

- *Challenge:* Ensuring seamless integration with diverse existing HR systems poses a significant technical challenge. The platform needs to accommodate various technologies used by different businesses and providers.

### 2. Balancing Advanced Features with User-Friendliness:

- *Challenge:* Striking the right balance between providing advanced features such as data analytics and automation, and maintaining a user-friendly interface for all types of users, is a complex design challenge.

### 3. Cost-Effective Solutions for Small Businesses:

- *Challenge:* Developing and offering cost-effective solutions tailored for small businesses without compromising essential features can be challenging. Balancing affordability with functionality is crucial.

### 4. Security and Compliance Measures:

- *Challenge:* Implementing robust data security measures and ensuring compliance with diverse regulatory standards present ongoing challenges. Adapting to evolving regulations requires continuous vigilance.

### 5. Scalability Across Business Sizes:

- *Challenge:* Designing a platform that can seamlessly scale to meet the requirements of both small businesses and large enterprises involves addressing diverse operational scales and needs.

# Research Result

**Challenge :**

## 6. Innovations without Overwhelming Users:

- *Challenge:* Introducing innovative features in recruitment technology without overwhelming users or creating unnecessary complexity is a delicate challenge in platform development.

## 7. Timely and Actionable Feedback for Candidates:

- *Challenge:* Providing timely and actionable feedback to candidates while maintaining a positive candidate experience is a challenge, requiring efficient communication channels and automated feedback mechanisms.

## 8. Collaborative Features for Current Tool Users:

- *Challenge:* Enhancing collaborative features for users of existing hiring tools requires understanding the varied collaboration needs and integrating those seamlessly into the platform.

## 9. Continuous Trend Monitoring for Technology Providers:

- *Challenge:* Technology providers face the challenge of continuously monitoring industry trends and ensuring their platforms remain at the forefront of technological advancements in the dynamic field of recruitment technology.

## 10. Survey Design and Implementation:

- *Challenge:* Designing and implementing surveys that effectively capture a broad spectrum of user experiences and preferences without being overly lengthy or intrusive is a challenge in gathering comprehensive insights.

# Research Result

## Addressing the Challenges:

- **Collaborative Development:** Collaborate with stakeholders, especially users of existing tools, to understand their collaboration needs and integrate features that enhance teamwork without complicating workflows.
- **User-Centric Design:** Prioritize a user-centric design approach, ensuring that the platform's advanced features do not compromise the overall user experience.
- **Customization Options:** Provide customization options for scalability, allowing businesses to tailor the platform to their specific size and requirements.
- **Regulatory Compliance Team:** Establish a dedicated team for monitoring and implementing regulatory compliance, staying proactive in adapting to changes in data protection and privacy regulations.
- **Feedback Mechanisms:** Implement automated feedback mechanisms for candidates, ensuring timely and constructive communication throughout the recruitment process.
- **Affordability Measures:** Implement tiered pricing structures or modular features to address the affordability concerns of small businesses while offering a comprehensive set of functionalities.

# Research Result

## Addressing the Challenges:

- **Innovation Labs:** Establish innovation labs within the platform development, focused on introducing cutting-edge features gradually and ensuring they align with users' needs and preferences.
- **Continuous Training for Technology Providers:** Offer continuous training programs for technology providers to keep them informed about industry trends, fostering a collaborative relationship that benefits the overall recruitment technology ecosystem.
- **Clear Communication Channels:** Develop efficient and clear communication channels within the platform, facilitating collaboration among users and providing a positive user experience.
- **Scalable Architecture:** Build a scalable architecture that can effortlessly adapt to the growing needs of businesses, ensuring a smooth transition from small to large-scale usage.
- **Iterative Survey Design:** Adopt an iterative approach to survey design, collecting feedback from users on the survey process itself to refine and improve future data collection efforts.

Addressing these challenges requires a holistic and iterative approach to platform development, incorporating feedback from diverse stakeholders and staying attuned to the evolving landscape of recruitment technology.

# Identify Target Audience

## Rakamin Hiring Platform Target Audience

No.	Types	Description	Rationale
1	Total addressable audience	<p>Organizations of varying sizes and industries seeking a comprehensive hiring platform to streamline their recruitment processes. This includes small, medium-sized, and large businesses with diverse hiring needs, spanning multiple sectors such as technology, healthcare, finance, and more.</p>	<p>The total addressable audience encompasses a broad spectrum to maximize market reach. Rakamin aims to cater to the overarching recruitment needs of businesses while accommodating variations in scale, industry focus, and hiring requirements.</p>

# Identify Target Audience

## Rakamin Hiring Platform Target Audience

### 2 Narrowed audience

Medium to large-sized enterprises in the technology and finance sectors with a focus on innovation, efficiency, and advanced candidate matching. This narrowed audience includes organizations with a higher level of technological adoption and a strategic emphasis on data-driven decision-making in their recruitment processes.

By narrowing the focus to specific sectors and organizational sizes, Rakamin can tailor its features to meet the more advanced and specialized needs of businesses in these sectors. This approach allows for a deeper understanding of industry-specific challenges and opportunities.

# Identify Target Audience

## Rakamin Hiring Platform Target Audience

### 3 Targeted audience

Technology providers and HR consultancy firms seeking collaboration opportunities to enhance their offerings. This audience includes companies that provide complementary services to Rakamin or are looking to integrate an innovative hiring platform into their existing suite of HR solutions.

Targeting technology providers and HR consultancy firms aligns with the goal of fostering collaboration within the recruitment technology ecosystem. By offering opportunities for integration and collaboration, Rakamin can position itself as a valuable partner in the broader HR technology landscape, creating a mutually beneficial relationship with other industry players.

# Identify Problem Space

## Problem Space

### No. Types

- 1 User outcome  
What is the end benefit your target audience want?
- 2 User motivation  
Why would the user want to achieve the end benefit?

### Values

\* End Benefit: Streamlined and efficient recruitment processes tailored to the specific needs of the organization, resulting in high-quality candidate matches and reduced time-to-hire.  
\* Values: Time efficiency, Cost savings, Enhanced talent acquisition.

\* Reasons for End Benefit: Users seek to optimize their recruitment processes, ensuring they attract and hire the best candidates quickly and cost-effectively.  
\* Values: Productivity, Competitive advantage, Resource optimization.

# Identify Problem Space

## Problem Space

- 3
- Status quo
  - What solutions do people use now?
  - What's their current workflow?

- \* Current Solutions: Manual recruitment processes, traditional job boards, and existing hiring platforms that may lack advanced features.
- \* Current Workflow: Posting jobs, manually screening resumes, conducting interviews, and managing the entire process through disparate tools.
- \* Values: Familiarity, Ease of use, Cost-effectiveness.

# Identify Problem Space

## Problem Space

- 4 Gaps with the current solution  
What frustrations do users have with the status quo?
  
- 5 Problem space

- \* Frustrations: Lengthy hiring cycles, difficulty in identifying suitable candidates, and lack of integrated solutions for a seamless process.
- \* Values: Efficiency, Accuracy, Improved decision-making.

- \* Challenges: Inefficient workflows, lack of advanced assessment tools, and the need for a more streamlined, integrated, and innovative hiring solution.
- \* Values: Innovation, Integration, User satisfaction.

# Competitive Analysis

## Rakamin Hiring Platform:

- **Description:** Comprehensive hiring platform focusing on streamlining recruitment processes for organizations of varying sizes and industries.
- **Strengths:** Broad market reach, tailored features for diverse needs, emphasis on efficiency and innovation.

## E2E Hiring Platform Competitor

No.	Name	Column 2	Column 3	Notes
1	TalentConnect Pro	End-to-end hiring solution with advanced candidate matching.	Robust analytics and reporting functionalities.	Key competitor in the technology sector, emphasizing advanced matching capabilities.

# Competitive Analysis

## E2E Hiring Platform Competitor

2 HireMax Solutions

Full-cycle recruitment platform catering to medium to large-sized enterprises.

Integrated collaboration features for hiring teams.

Strong player in finance, offering collaboration tools for efficient decision-making.

3 RecruitTech Suite

Targeting technology providers for collaborative opportunities.

Integration-friendly platform with a focus on industry trends.

Positions itself as a collaborative partner for HR technology providers.

4 SwiftHire Pro

Specialized in streamlining hiring for small businesses.

User-friendly interface and affordable solutions.

Focuses on meeting the needs of small businesses with intuitive features.

# Competitive Analysis

## E2E Hiring Platform Competitor

5	InnovateHR Connect	Innovation-driven recruitment technology.	Comprehensive research data contribution to industry advancements.	Positions itself as a platform driving innovation in the recruitment technology space.
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# Competitive Analysis

## Objectives

- Objective 1: Assess the market positioning and strengths of Rakamin Hiring Platform compared to key competitors.
- Objective 2: Identify areas of improvement and innovation for Rakamin Hiring Platform based on the competitive analysis.

## List Variables to Gather and Compare

- **Variable 1:** Market Reach
  - *For Rakamin:* Percentage of the market covered by industry, size, and geography.
  - *For Competitors:* Market segments targeted and the corresponding coverage.
- **Variable 2:** Feature Tailoring
  - *For Rakamin:* Features tailored for diverse organizational needs.
  - *For Competitors:* Specialized features catering to specific industries or sectors.
- **Variable 3:** Efficiency and Innovation
  - *For Rakamin:* Emphasis on efficiency and innovation in recruitment processes.
  - *For Competitors:* Notable features or strategies showcasing efficiency and innovation.
- **Variable 4:** Collaborative Opportunities
  - *For Rakamin:* Collaboration features with technology providers and HR consultancy firms.
  - *For Competitors:* Collaborative opportunities and integration features with external HR technologies.
- **Variable 5:** Specialization
  - *For Rakamin:* Generalized platform or specialized features for specific sectors.
  - *For Competitors:* Areas of specialization and the industries or sizes targeted.
- **Variable 6:** User-Friendly Interface
  - *For Rakamin:* User interface design and ease of use.
  - *For Competitors:* User experience and interface design of competing platforms.

By comparing these variables, a comprehensive analysis can be conducted to understand how Rakamin positions itself in the market and where it stands relative to key competitors.

# Customer Journey Mapping

## 1. Awareness Stage:

- **User Actions:**
  - Organizations become aware of the need to streamline their recruitment processes.
  - They start researching hiring platforms.
- **Rakamin's Approach:**
  - Marketing campaigns highlighting broad market reach and tailored features for diverse needs.
  - Highlighting case studies and success stories across various industries and sizes.

## 2. Consideration Stage:

- **User Actions:**
  - Organizations shortlist potential hiring platforms.
  - They evaluate features, efficiency, and innovation.
- **Rakamin's Approach:**
  - Detailed comparisons on market reach, feature tailoring, and efficiency.
  - Demonstrations showcasing the platform's innovative tools and user interface.

## 3. Decision Stage:

- **User Actions:**
  - Organizations make the final decision based on platform fit, collaborative opportunities, and specialization.
- **Rakamin's Approach:**
  - Offering trial periods or interactive sessions for hands-on experience.
  - Emphasizing collaboration opportunities with technology providers and HR consultancy firms.

# Customer Journey Mapping

## 4. Onboarding Stage:

- **User Actions:**
  - Organizations implement Rakamin into their recruitment processes.
  - HR teams and hiring managers undergo training.
- **Rakamin's Approach:**
  - Providing comprehensive onboarding materials, tutorials, and customer support.
  - Customized training sessions based on the organization's industry and size.

## 5. Usage Stage:

- **User Actions:**
  - Regular usage of Rakamin for posting jobs, candidate screening, and collaboration.
  - Monitoring the platform's impact on reducing time-to-hire and improving candidate quality.
- **Rakamin's Approach:**
  - Regular updates on new features and improvements.
  - Gathering user feedback and implementing enhancements based on user suggestions.

## 6. Feedback and Improvement Stage:

- **User Actions:**
  - Providing feedback on the platform's performance.
  - Suggesting improvements or additional features.
- **Rakamin's Approach:**
  - Establishing channels for feedback submission.
  - Communicating a roadmap for future developments based on user input.

# Customer Journey Mapping

## 7. Advocacy Stage:

- **User Actions:**
  - Organizations share positive experiences with Rakamin.
  - Recommend the platform to peers and industry networks.
- **Rakamin's Approach:**
  - Implementing a referral program or recognition for loyal users.
  - Showcasing success stories and testimonials from satisfied customers.

By mapping the customer journey through these stages, Rakamin can better understand the user experience, identify potential pain points, and continuously improve its platform to meet the evolving needs of its target audience.

# Product Requirement Document

Ready to Review

Product Manager

Febe Jovita

Problem Alignment

Background

Background:

The recruitment landscape is evolving rapidly, and organizations are facing challenges in finding and evaluating high-quality candidates efficiently. Existing hiring processes are often characterized by manual workflows, limited collaboration features, and a lack of advanced assessment tools. These challenges lead to prolonged hiring cycles, increased costs, and difficulties in identifying suitable candidates.

The market analysis conducted for the Rakamin Hiring Platform revealed a demand for a comprehensive solution that streamlines recruitment processes, addresses the limitations of current hiring tools, and provides innovative features. The research emphasized the importance of efficiency, scalability, user-friendliness, and integration capabilities to cater to the diverse needs of businesses across different sizes and industries.

# Product Requirement Document

## Problem Statement:

The existing recruitment processes are hindered by inefficiencies, manual workflows, and a lack of advanced tools. Businesses are struggling to find and evaluate candidates effectively, leading to increased time-to-hire and elevated costs. The market demands a solution that not only addresses these challenges but also offers a user-centric and innovative approach to recruitment. The Rakamin Hiring Platform aims to bridge these gaps and revolutionize the way organizations approach talent acquisition.

## Objectives:

1. Streamline the recruitment process for organizations of varying sizes and industries.
2. Introduce innovative features to enhance candidate evaluation and selection.
3. Provide a user-friendly interface that caters to the diverse needs of HR professionals, hiring managers, and candidates.
4. Ensure seamless integration with existing HR systems and technologies.
5. Deliver a scalable platform that accommodates the requirements of small, medium-sized, and large businesses.
6. Enhance collaboration features to support teamwork within hiring teams.
7. Implement advanced assessment tools to optimize the candidate matching process.
8. Prioritize data security and compliance with recruitment regulations and data privacy standards.
9. Offer cost-effective solutions, especially tailored for small businesses, without compromising essential functionalities.
10. Stay at the forefront of industry trends and continuously innovate to meet evolving user needs.

These objectives form the foundation for the features and functionalities outlined in the Product Requirement Document for the Rakamin Hiring Platform.

# Product Requirement Document

## Features and Functionalities

- 1. Automated Candidate Screening:**
  - **Objective Alignment:** Streamline the initial candidate screening process to save time and ensure a more efficient workflow.
  - **Description:** Implement AI-driven tools for resume parsing, keyword analysis, and initial candidate matching, automating the initial screening stages.
- 2. Efficient Interview Scheduling Tools:**
  - **Objective Alignment:** Enhance the scheduling process to save time and improve communication between hiring teams and candidates.
  - **Description:** Integrate tools for automated interview scheduling, including calendar syncing, availability checks, and real-time notifications.
- 3. Streamlined Communication Channels:**
  - **Objective Alignment:** Improve communication within hiring teams and with candidates to expedite decision-making.
  - **Description:** Provide an integrated messaging platform within the Rakamin platform, facilitating seamless communication between recruiters, hiring managers, and candidates.
- 4. User-Friendly Interface:**
  - **Objective Alignment:** Prioritize user experience to meet the needs of HR professionals, hiring managers, and candidates.
  - **Description:** Design an intuitive and visually appealing interface with customizable dashboards, easy navigation, and accessible features.
- 5. Seamless Integration:**
  - **Objective Alignment:** Ensure the platform seamlessly integrates with existing HR systems and technologies.
  - **Description:** Develop integration capabilities with popular ATS (Applicant Tracking Systems), HRIS (Human Resource Information Systems), and other relevant tools.

# Product Requirement Document

## Features and Functionalities

### 6. Scalable Platform:

- **Objective Alignment:** Cater to businesses of all sizes by providing a scalable platform.
- **Description:** Build a flexible architecture that adapts to the changing needs of small, medium-sized, and large enterprises without compromising performance.

### 7. Enhanced Collaboration Features:

- **Objective Alignment:** Facilitate teamwork within hiring teams for better collaboration.
- **Description:** Introduce collaborative tools such as team-based workflows, shared candidate evaluations, and collaborative decision-making features.

### 8. Advanced Assessment Tools:

- **Objective Alignment:** Optimize the candidate matching process with advanced assessment capabilities.
- **Description:** Implement tools for skills assessments, psychometric testing, and other advanced evaluation methods to ensure more accurate candidate matching.

### 9. Data Security Measures:

- **Objective Alignment:** Prioritize data security and compliance with recruitment regulations and data privacy standards.
- **Description:** Implement robust encryption protocols, access controls, and regular security audits to safeguard sensitive recruitment data.

### 10. Cost-Effective Solutions for Small Businesses:

- **Objective Alignment:** Provide affordable solutions tailored for small businesses without compromising essential functionalities.
- **Description:** Introduce tiered pricing models, modular features, and special packages to make the platform accessible to small businesses with varying budgets.

### 11. Continuous Innovation and Trend Monitoring:

- **Objective Alignment:** Stay at the forefront of industry trends and continuously innovate to meet evolving user needs.
- **Description:** Establish innovation labs, monitor industry trends, and regularly release updates with new features and enhancements based on user feedback and emerging technologies.

# Product Requirement Document

## Implementation Plan

- 1. Phase 1: Platform Foundation (Months 1-3)**
  - Develop the core infrastructure of the platform, including user authentication, database setup, and basic user interface elements.
  - Implement automated candidate screening features to streamline the initial stages of recruitment.
- 2. Phase 2: User Interface Refinement and Integration (Months 4-6)**
  - Refine the user interface based on feedback gathered during Phase 1.
  - Integrate the platform with popular ATS and HRIS systems to ensure seamless data flow.
- 3. Phase 3: Collaboration and Communication Tools (Months 7-9)**
  - Introduce collaborative features such as team-based workflows and shared candidate evaluations.
  - Implement streamlined communication channels within the platform.
- 4. Phase 4: Advanced Assessment Tools (Months 10-12)**
  - Develop and integrate advanced assessment tools, including skills assessments and psychometric testing.
  - Conduct thorough testing and validation of the assessment features.
- 5. Phase 5: Scalability and Integration Enhancement (Months 13-15)**
  - Enhance the platform's scalability to accommodate the needs of growing businesses.
  - Implement additional integration capabilities to support a wider range of HR technologies.

# Product Requirement Document

## Implementation Plan

### 6. Phase 6: Security Measures and Compliance (Months 16-18)

- Strengthen data security measures, including encryption protocols and access controls.
- Conduct a comprehensive compliance review to ensure alignment with recruitment regulations and data privacy standards.

### 7. Phase 7: User-Friendly Interface and Experience Optimization (Months 19-21)

- Further optimize the user interface based on ongoing user feedback.
- Implement user experience enhancements to ensure a positive and intuitive platform interaction.

### 8. Phase 8: Cost-Effective Solutions for Small Businesses (Months 22-24)

- Introduce tiered pricing models and modular features to address the affordability concerns of small businesses.
- Launch promotional campaigns to attract small businesses to the platform.

### 9. Phase 9: Continuous Innovation and Trend Monitoring (Ongoing)

- Establish innovation labs for ongoing research and development of new features.
- Monitor industry trends and release regular updates to keep the platform at the forefront of recruitment technology.

# Product Requirement Document

## Data Evidence

### Data Evidence:

To support the development and validation of the Rakamin Hiring Platform, various data sources can be leveraged. This data should provide insights into the current challenges faced by organizations in their recruitment processes, industry benchmarks, and emerging trends in HR technology. Here are some potential data sources:

#### 1. Industry Reports:

- Utilize reports from reputable research firms that highlight trends, challenges, and opportunities in the recruitment and HR technology space.
- Extract data on market size, growth projections, and key players in the industry.

#### 2. Surveys and Interviews:

- Conduct surveys and interviews with HR professionals, hiring managers, and candidates to gather firsthand insights.
- Focus on pain points, preferences, and expectations related to recruitment processes.

#### 3. Case Studies:

- Analyze case studies from organizations that have successfully overcome recruitment challenges.
- Extract key learnings, strategies, and outcomes from these cases.

#### 4. Competitor Analysis:

- Conduct a thorough analysis of existing recruitment platforms and tools.
- Identify strengths, weaknesses, and user feedback on competing solutions.

#### 5. Recruitment Metrics:

- Collect data on industry-standard recruitment metrics such as time-to-hire, cost-per-hire, and candidate satisfaction.
- Benchmark the Rakamin Hiring Platform against these metrics to showcase its potential impact.

#### 6. User Testing and Feedback:

- Engage in user testing with HR professionals, hiring managers, and candidates to gather real-time feedback on prototype features.
- Use this feedback to iterate and improve the platform during development.

# Product Requirement Document

## 7. Regulatory Guidelines:

- Research and incorporate data related to recruitment regulations and data privacy standards.
- Ensure that the platform aligns with legal requirements and industry best practices.

## 8. Technology Adoption Trends:

- Explore data on the adoption of emerging technologies in recruitment, such as AI, machine learning, and automation.
- Highlight how the Rakamin Hiring Platform aligns with or leverages these trends.

## 9. Workforce Demographics:

- Analyze demographic data related to the workforce, including factors such as age, gender, and geographical distribution.
- Tailor features to accommodate diverse workforce demographics.

## 10. Cost-Benefit Analysis:

- Gather data on the costs associated with traditional recruitment processes.
- Conduct a cost-benefit analysis to showcase how the Rakamin Hiring Platform can lead to cost savings and efficiency gains.

## 11. Job Market Trends:

- Monitor job market trends, including demand for specific skills and changes in job preferences.
- Align platform features with the evolving needs of the job market.

## 12. Security and Compliance Standards:

- Compile data on security best practices and compliance standards relevant to HR and recruitment.
- Ensure that the platform's security measures meet or exceed industry standards.

By leveraging data from these sources, the development team can make informed decisions, validate the product's value proposition, and align the Rakamin Hiring Platform with the current and future needs of the recruitment landscape. Additionally, this data evidence will be crucial for marketing and positioning the platform in the competitive HR technology market.

# Product Requirement Document

## Challenge

### Challenge:

#### 1. Automated Candidate Screening:

- **Problem:** How can the AI-driven tools effectively parse resumes, perform keyword analysis, and conduct initial candidate matching to ensure accurate screening?
- **Challenge:** Develop algorithms that can accurately and efficiently analyze resumes, considering variations in formats and content, to automate the screening process.

#### 2. Efficient Interview Scheduling Tools:

- **Problem:** What challenges may arise in integrating automated interview scheduling tools with various calendar systems, and how can real-time notifications be optimized for both hiring teams and candidates?
- **Challenge:** Ensure seamless integration with different calendar systems and prioritize an intuitive user experience for scheduling tools to avoid scheduling conflicts.

#### 3. Streamlined Communication Channels:

- **Problem:** How to ensure that the integrated messaging platform facilitates effective communication while maintaining data privacy and compliance with industry regulations?
- **Challenge:** Implement robust security measures for communication channels and establish user-friendly features that enhance collaboration without compromising sensitive information.

#### 4. User-Friendly Interface:

- **Problem:** What are the key design considerations to meet the diverse needs of HR professionals, hiring managers, and candidates in terms of usability and customization?
- **Challenge:** Conduct user experience (UX) research to identify preferences, create a visually appealing interface, and design customizable dashboards that cater to different user roles.

# Product Requirement Document

## Challenge:

### 5. Seamless Integration:

- **Problem:** How can the platform ensure smooth integration with various Applicant Tracking Systems (ATS), Human Resource Information Systems (HRIS), and other relevant tools commonly used by businesses?
- **Challenge:** Develop a flexible integration framework that accommodates different APIs and data structures to enhance interoperability with existing HR systems.

### 6. Scalable Platform:

- **Problem:** What challenges might be encountered in building a scalable architecture, and how can the platform adapt to the evolving needs of businesses without sacrificing performance?
- **Challenge:** Anticipate potential scalability issues, design a flexible architecture, and implement load balancing to ensure optimal performance as user numbers and data volume increase.

### 7. Enhanced Collaboration Features:

- **Problem:** How to balance the need for enhanced collaboration features within hiring teams while maintaining a streamlined and efficient workflow?
- **Challenge:** Design collaborative tools that integrate seamlessly into the recruitment process, ensuring they enhance teamwork without causing workflow bottlenecks.

### 8. Advanced Assessment Tools:

- **Problem:** What challenges may arise in implementing skills assessments and psychometric testing, and how to validate the accuracy and reliability of these assessment tools?
- **Challenge:** Conduct thorough testing, validation, and calibration of assessment tools to ensure they provide valuable insights into candidate capabilities.

# Product Requirement Document

## Challenge:

### 9. Data Security Measures:

- **Problem:** What potential vulnerabilities exist in the recruitment data lifecycle, and how can the platform ensure robust encryption, access controls, and compliance with data privacy standards?
- **Challenge:** Identify potential security risks, implement encryption protocols, and establish stringent access controls to protect sensitive recruitment data.

### 10. Cost-Effective Solutions for Small Businesses:

- **Problem:** How to tailor pricing models, modular features, and special packages to address the unique budget constraints of small businesses while delivering essential functionalities?
- **Challenge:** Conduct market research to understand the budgetary constraints of small businesses and design pricing models that balance affordability with value.

### 11. Continuous Innovation and Trend Monitoring:

- **Problem:** What mechanisms can be implemented to monitor industry trends effectively, and how can the platform continuously innovate based on user feedback and emerging technologies?
- **Challenge:** Establish processes for ongoing trend monitoring, gather user feedback regularly, and create an agile development framework that allows for rapid integration of new features.

By addressing these challenges, the Rakamin Hiring Platform can successfully meet its objectives and deliver a comprehensive solution that transforms the recruitment process for organizations of all sizes and industries.

# Product Requirement Document

## Success Criteria

- 1. Automated Candidate Screening:**
  - **Qualitatively:** Reduction in time spent on initial screening by at least 30%.
  - **Quantitatively:** Achieve an accuracy rate of 90% or higher in candidate matching.
  - **Higher stakeholder satisfaction:** Positive feedback from recruiters on the efficiency and accuracy of the screening process.
- 2. Efficient Interview Scheduling Tools:**
  - **Qualitatively:** Decrease scheduling conflicts by 40%, as reported by hiring teams and candidates.
  - **Quantitatively:** Achieve a 20% reduction in the average time taken to schedule interviews.
  - **Increase stakeholder engagement:** Improved communication leading to a 15% increase in candidate responsiveness to interview invitations.
- 3. Streamlined Communication Channels:**
  - **Qualitatively:** 25% reduction in decision-making time reported by hiring teams.
  - **Quantitatively:** Achieve a 20% increase in response times from candidates through integrated messaging.
  - **Higher stakeholder satisfaction:** Positive feedback on improved communication and collaboration within hiring teams.
- 4. User-Friendly Interface:**
  - **Qualitatively:** 90% satisfaction rate among HR professionals, hiring managers, and candidates in UX surveys.
  - **Quantitatively:** Achieve a 15% decrease in user errors related to platform navigation.
  - **Increase stakeholder engagement:** Higher user adoption rates, measured by a 20% increase in logins and active usage.

# Product Requirement Document

## Success Criteria

### 5. Seamless Integration:

- **Qualitatively:** Positive feedback from users on the ease of integrating with popular ATS, HRIS, and other tools.
- **Quantitatively:** Ensure a 95% success rate in data flow between the Rakamin platform and integrated systems.
- **Higher stakeholder satisfaction:** Reduced friction in data sharing with existing HR technologies.

### 6. Scalable Platform:

- **Qualitatively:** Positive responses from businesses of different sizes on the adaptability of the platform.
- **Quantitatively:** Achieve a 30% increase in user capacity without a significant performance decrease.
- **Higher stakeholder satisfaction:** Scalability meets or exceeds the expectations of growing enterprises.

### 7. Enhanced Collaboration Features:

- **Qualitatively:** Improved collaboration efficiency reported by 80% of hiring teams.
- **Quantitatively:** Achieve a 25% reduction in the time taken for collaborative decision-making.
- **Increase stakeholder engagement:** Positive feedback on teamwork and shared candidate evaluations.

### 8. Advanced Assessment Tools:

- **Qualitatively:** Positive feedback on the reliability and relevance of assessment results.
- **Quantitatively:** Achieve a correlation coefficient of 0.8 or higher between assessment scores and job performance.
- **Higher stakeholder satisfaction:** Improved confidence in candidate matching based on assessment outcomes.

# Product Requirement Document

## Success Criteria

### 9. Data Security Measures:

- **Qualitatively:** Positive assessment from security audits and compliance reviews.
- **Quantitatively:** Zero reported data breaches or security incidents.
- **Higher stakeholder satisfaction:** Assurance of robust data security practices.

### 10. Cost-Effective Solutions for Small Businesses:

- **Qualitatively:** Positive responses from small businesses on the affordability and value of the pricing models.
- **Quantitatively:** Achieve a 15% increase in the number of small businesses adopting the platform.
- **Increase stakeholder engagement:** Successful promotional campaigns with a 25% conversion rate.

### 11. Continuous Innovation and Trend Monitoring:

- **Qualitatively:** Positive feedback on regular updates and new features.
- **Quantitatively:** Achieve a 20% increase in user engagement with new features.
- **Higher stakeholder satisfaction:** Recognition of the platform as a leader in innovation within the HR technology space.

# Product Requirement Document

## Proposed Solution

The Rakamin Hiring Platform is envisioned as a cutting-edge, end-to-end recruitment solution that seamlessly addresses the challenges faced by organizations in their talent acquisition processes. The platform's proposed solution integrates innovative features, advanced technologies, and user-centric design to create a comprehensive toolset for HR professionals, hiring managers, and candidates.

### Key Components of the Proposed Solution:

#### 1. Automated Candidate Screening:

- **Component:** AI-driven tools for resume parsing, keyword analysis, and initial candidate matching.
- **Benefits:** Accelerates the screening process, ensuring efficiency and accuracy. Reduces time-to-hire and provides recruiters with a curated pool of qualified candidates.

#### 2. Efficient Interview Scheduling Tools:

- **Component:** Automated interview scheduling with calendar syncing, availability checks, and real-time notifications.
- **Benefits:** Streamlines the scheduling process, minimizes conflicts, and improves communication between hiring teams and candidates. Enhances the overall candidate experience.

#### 3. Streamlined Communication Channels:

- **Component:** Integrated messaging platform within the Rakamin platform.
- **Benefits:** Facilitates seamless communication between recruiters, hiring managers, and candidates. Improves decision-making speed and collaboration within hiring teams.

#### 4. User-Friendly Interface:

- **Component:** Intuitive and visually appealing interface with customizable dashboards.
- **Benefits:** Prioritizes user experience for HR professionals, hiring managers, and candidates. Reduces user errors, increases satisfaction, and promotes higher adoption rates.

# Product Requirement Document

## Key Components of the Proposed Solution:

### 5. Seamless Integration:

- **Component:** Integration capabilities with popular ATS, HRIS, and other relevant tools.
- **Benefits:** Ensures smooth data flow between the Rakamin platform and existing HR systems. Simplifies processes, reduces friction, and enhances overall system interoperability.

### 6. Scalable Platform:

- **Component:** Flexible architecture that adapts to the changing needs of businesses.
- **Benefits:** Accommodates businesses of all sizes without compromising performance. Anticipates scalability challenges and implements load balancing for optimal user experience.

### 7. Enhanced Collaboration Features:

- **Component:** Collaborative tools for team-based workflows, shared candidate evaluations, and decision-making.
- **Benefits:** Improves teamwork within hiring teams, facilitates collaborative decision-making, and expedites the overall recruitment process.

### 8. Advanced Assessment Tools:

- **Component:** Tools for skills assessments, psychometric testing, and other advanced evaluation methods.
- **Benefits:** Enhances the accuracy of candidate matching, providing valuable insights into candidate capabilities. Boosts confidence in recruitment decisions.

### 9. Data Security Measures:

- **Component:** Robust encryption protocols, access controls, and regular security audits.
- **Benefits:** Prioritizes data security and ensures compliance with recruitment regulations and data privacy standards. Instills confidence in users regarding the protection of sensitive data.

# Product Requirement Document

## Key Components of the Proposed Solution:

### 10. Cost-Effective Solutions for Small Businesses:

- **Component:** Tiered pricing models, modular features, and special packages.
- **Benefits:** Tailors solutions to address the budget constraints of small businesses without compromising essential functionalities. Promotes accessibility and adoption among small enterprises.

### 11. Continuous Innovation and Trend Monitoring:

- **Component:** Innovation labs, ongoing research, and regular updates based on user feedback and emerging technologies.
- **Benefits:** Positions the Rakamin Hiring Platform as a leader in innovation. Ensures relevance by staying ahead of industry trends and consistently improving user experience.

## Benefits to End-Users and the Business:

- **Recruiters and Hiring Managers:** Experience streamlined workflows, reduced time-to-hire, and improved collaboration, leading to more effective talent acquisition.
- **Candidates:** Enjoy a seamless and positive experience throughout the recruitment process, from application to assessment and interview scheduling.
- **Businesses:** Realize cost savings, increased efficiency, and improved quality of hires. The scalable platform accommodates growth and changing recruitment needs.

The proposed solution aligns with the outlined objectives and challenges, providing a comprehensive, user-centric, and innovative approach to revolutionize the recruitment process for organizations of all sizes and industries. Regular monitoring and refinement based on success criteria will ensure continuous improvement and long-term success.

# Product Requirement Document

## User Stories

No.	User Stories	Scenario	Acceptance Criteria
1	As a stakeholder, I want to leave comments on candidates' profiles to provide qualitative feedback and share additional insights that may not be captured by upvotes alone.	<p>Stakeholder leaves a comment on a candidate's profile Given the stakeholder has selected a specific job vacancy and viewing a candidate's profile When the stakeholder writes a comment and submit Then the comment should be saved and displayed on the candidate's profile</p>	<ol style="list-style-type: none"><li>1. Comments must be text-based and without character limit.</li><li>2. Comments should be associated with the stakeholder who wrote them.</li><li>3. For current iteration, stakeholders unable to edit or delete the comment once it has been submitted.</li><li>4. Stakeholders must be logged in to leave comments on candidates' profiles.</li></ol>

# Product Requirement Document

## User Stories

2

As a recruiter, I want to efficiently screen and shortlist candidates based on their resumes to streamline the initial stages of the recruitment process.

Recruiter screens and shortlists candidates using AI-driven tools  
Given the recruiter is logged into the Rakamin Hiring Platform

When the recruiter accesses the list of applicants for a specific job opening

When the recruiter uses the automated screening tool

Then the tool should analyze resumes, perform keyword analysis, and match candidates based on job requirements

Then the recruiter should be able to efficiently shortlist candidates for further evaluation

1. The automated screening tool should process resumes in various formats (PDF, Word, etc.).
2. The tool should accurately identify keywords and key qualifications from the job description.
3. The matching process should consider variations in language and phrasing to ensure comprehensive screening.
4. The recruiter should be able to review and validate the automated shortlisting suggestions.
5. The screening process should result in a curated list of candidates suitable for the next stage of the recruitment process.

# Product Requirement Document

## User Stories

3 As a hiring manager, I want to seamlessly schedule interviews with candidates while minimizing scheduling conflicts and improving overall communication.

Hiring manager schedules an interview with a candidate  
Given the hiring manager is logged into the Rakamin Hiring Platform  
When the hiring manager selects a candidate for interview  
When the hiring manager uses the automated interview scheduling tool  
Then the tool should sync with the hiring manager's calendar and the candidate's availability  
Then the tool should provide available time slots for the interview  
Then the hiring manager selects a time slot and confirms the interview  
Then real-time notifications are sent to both the hiring manager and the candidate

1. The scheduling tool should integrate with common calendar systems (Google Calendar, Outlook, etc.).
2. The tool should check and display the real-time availability of both the hiring manager and the candidate.
3. The scheduling process should minimize conflicts by considering existing appointments for both parties.
4. Real-time notifications should be sent via email or in-platform messages.
5. The interview details (time, location, etc.) should be automatically updated in the Rakamin Hiring Platform.

# Product Requirement Document

## User Stories

4

As a recruiter, I want to communicate effectively with hiring teams and candidates through an integrated messaging platform within the Rakamin platform.

Recruiter communicates with a hiring team and a candidate  
Given the recruiter is logged into the Rakamin Hiring Platform  
When the recruiter accesses a specific job opening and the associated candidates  
When the recruiter initiates a conversation with the hiring team or a candidate  
Then the platform should provide a messaging interface within the platform  
Then the recruiter should be able to send and receive messages, share files, and discuss candidate evaluations  
Then the communication should be logged and accessible for future reference

1. The messaging platform should allow text-based communication, file sharing, and discussion threads.
2. Communication threads should be associated with specific job openings and candidates for organizational clarity.
3. Access to communication threads should be restricted based on user roles (recruiter, hiring manager, etc.).
4. The platform should provide real-time notifications for new messages and updates.
5. The messaging platform should comply with data privacy standards and ensure secure communication.

# Product Requirement Document

## User Stories

5

As a user (HR professional, hiring manager, or candidate), I want to interact with a user-friendly interface that meets my specific needs and preferences.

User interacts with the Rakamin Hiring Platform interface

Given the user is logged into the Rakamin Hiring Platform

When the user navigates through the platform to perform tasks related to recruitment

Then the platform should provide an intuitive and visually appealing interface

Then the user should be able to customize dashboards, layouts, and settings according to their preferences

Then the platform should facilitate easy navigation and accessibility of features

1. The interface should be designed with a clean and modern layout, prioritizing ease of use.
2. Users should be able to customize their dashboards with relevant widgets and information.
3. Settings options should allow users to personalize their experience based on role-specific requirements.
4. Navigation menus should be logically structured for quick access to different sections of the platform.
5. The platform should provide tooltips or guidance for new users to enhance the onboarding experience.

# Product Requirement Document

## User Stories

6

As a user (HR professional, hiring manager, or candidate), I want the Rakamin Hiring Platform to seamlessly integrate with existing HR systems and technologies.

User integrates the Rakamin Hiring Platform with an existing ATS  
Given the user is logged into the Rakamin Hiring Platform  
When the user accesses the platform settings or integration section  
When the user selects the option to integrate with an existing ATS or HRIS  
Then the platform should provide clear instructions and prompts for integration  
Then the user should be able to authenticate and establish a connection with the chosen system  
Then the data flow between the Rakamin platform and the integrated system should be seamless

1. The integration process should support common ATS and HRIS systems.
2. The platform should provide documentation and support for users during the integration process.
3. Data flow should include candidate information, job openings, and relevant recruitment data.
4. The platform should allow users to troubleshoot integration issues through a dedicated support channel.
5. Regular updates should be made to ensure compatibility with the latest versions of integrated systems.

# Product Requirement Document

## User Stories

7

As a user (HR professional, hiring manager, or candidate), I want the Rakamin Hiring Platform to be scalable, accommodating the needs of businesses of all sizes.

User scales the Rakamin Hiring Platform for a growing business  
Given the user is logged into the Rakamin Hiring Platform  
When the user accesses the platform settings or subscription details  
When the user selects the option to scale the platform for a larger user capacity  
Then the platform should provide scalable pricing plans and subscription options  
Then the user should be able to upgrade the subscription and adjust user licenses accordingly  
Then the platform should maintain optimal performance as user numbers increase

1. The platform should offer scalable pricing plans, considering the number of users and features required.
2. Users should be able to upgrade or downgrade their subscriptions based on changing business needs.
3. Scalability should not result in significant performance decreases, even during peak usage times.
4. The platform should provide insights and recommendations for optimizing performance as the user base grows.
5. Users should have the flexibility to adjust user licenses, permissions, and roles as the organization expands.

# Product Requirement Document

## User Stories

8

As a member of a hiring team, I want collaborative tools within the Rakamin Hiring Platform to enhance teamwork and decision-making.

Hiring team collaborates on evaluating a candidate  
Given the hiring team members are logged into the Rakamin Hiring Platform  
When the hiring team accesses a candidate's profile  
When the team initiates a collaborative evaluation session  
Then the platform should provide collaborative tools such as shared evaluation forms and team-based workflows  
Then team members should be able to share comments, ratings, and feedback on the candidate  
Then the collaborative evaluation should be accessible for future reference

1. Collaborative evaluation tools should support shared forms, rating scales, and comment sections.
2. Hiring team members should be able to participate in real-time or asynchronously.
3. The platform should provide version control or timestamps for changes made during collaborative evaluations.
4. Collaborative evaluation sessions should be linked to specific job openings and candidates.
5. Access to collaborative features should be role-based, ensuring confidentiality and data security.

# Product Requirement Document

## User Stories

9

As a user (HR professional, hiring manager, or candidate), I want the Rakamin Hiring Platform to implement advanced assessment tools for more accurate candidate matching.

User conducts a skills assessment for a candidate  
Given the user is logged into the Rakamin Hiring Platform  
When the user accesses a candidate's profile  
When the user initiates a skills assessment process  
Then the platform should provide tools for skills testing, psychometric assessments, or other advanced evaluation methods  
Then the assessment results should be recorded and associated with the candidate's profile  
Then the user should be able to interpret and utilize the assessment results for candidate matching

1. Advanced assessment tools should support various testing formats (multiple-choice, practical tests, etc.).
2. The platform should allow users to customize assessment criteria based on job requirements.
3. Assessment results should be securely stored and accessible only to authorized users.
4. Users should be able to interpret assessment results easily through clear reporting and analytics.
5. The platform should facilitate the correlation of assessment outcomes with job performance for data-driven decision-making.

# Product Requirement Document

## User Stories

10

As a user (HR professional, hiring manager, or candidate), I want the Rakamin Hiring Platform to prioritize data security and comply with recruitment regulations and data privacy standards.

User accesses sensitive candidate information on the Rakamin Hiring Platform

Given the user is logged into the Rakamin Hiring Platform

When the user accesses candidate profiles, interview details, or assessment results

Then the platform should implement robust encryption protocols and access controls

Then the user should be able to view only the information relevant to their role

Then the platform should conduct regular security audits and comply with data privacy regulations

1. The platform should encrypt sensitive data at rest and during transmission.
2. Access controls should be role-based, ensuring that users only see information relevant to their responsibilities.
3. The platform should conduct regular security audits, addressing identified vulnerabilities promptly.
4. Data storage and processing should comply with industry-standard data privacy regulations.
5. Users should be informed of the platform's security measures through transparent documentation and communication.

# Product Requirement Document

## User Stories

11

As a small business owner, I want cost-effective solutions from the Rakamin Hiring Platform that are tailored to the budget constraints of my business.

Small business owner subscribes to the Rakamin Hiring Platform

Given the small business owner is logged into the Rakamin Hiring Platform

When the small business owner explores subscription plans

When the small business owner selects a pricing model tailored to the business size

Then the platform should provide cost-effective solutions without compromising essential functionalities

Then the small business owner should be able to access necessary features and services within the defined budget

1. The platform should offer tiered pricing models with features aligned to different business sizes.
2. Small business owners should have the flexibility to choose modular features based on their needs.
3. Pricing plans should clearly communicate the value proposition and cost savings for small businesses.
4. Small business owners should not encounter hidden fees or unexpected costs during the subscription period.
5. Promotional campaigns targeting small businesses should be informative and incentivize platform adoption.

# Product Requirement Document

## User Stories

12 As a user (HR professional, hiring manager, or candidate), I want the Rakamin Hiring Platform to continuously innovate and stay at the forefront of industry trends.

User receives updates and new features on the Rakamin Hiring Platform  
Given the user is logged into the Rakamin Hiring Platform  
When the user navigates to the platform dashboard or settings  
Then the platform should provide notifications or updates on new features and enhancements  
Then the user should be able to explore and adopt new functionalities based on user feedback and emerging technologies  
Then the platform should regularly release updates to maintain its status as an innovative leader in the HR technology space

1. The platform should establish innovation labs or research teams dedicated to exploring emerging technologies.
2. Users should receive regular notifications or newsletters about new features, updates, and industry trends.
3. User feedback should be actively gathered and considered in the development of new features.
4. The platform should release updates at least once a quarter, showcasing a commitment to continuous improvement.
5. Innovation should align with the evolving needs of the HR technology space, ensuring the platform remains competitive and relevant.

# Product Requirement Document

## User Flow

1. User Flow for Commenting on Candidates' Profiles
2. User Flow for Automated Screening and Shortlisting
3. User Flow for Automated Interview Scheduling
4. User Flow for Integrated Messaging Platform
5. User Flow for Customizable User Interface
6. User Flow for Seamless Integration with HR Systems
7. User Flow for Scaling the Platform for a Growing Business
8. User Flow for Collaborative Tools within the Platform
9. User Flow for Advanced Assessment Tools
10. User Flow for Data Security and Compliance
11. User Flow for Cost-Effective Solutions for Small Businesses
12. User Flow for Continuous Innovation and Updates

**FigJam :** <https://www.figma.com/file/tX7axTET7kFAFGiO691GO2/User-Flow-Rakamin-Hiring-Platform?type=whiteboard&node-id=0%3A1&t=GMRG0i5s1HOgh4m8-1>

# Appendix

- ❖ Notion : <https://aspiring-pest-27a.notion.site/Product-Documentation-Rakamin-Hiring-Platform-8d7eefca40b24b97a81b7d8be569d2e7?pvs=4>
- ❖ FigJam : <https://www.figma.com/file/tX7axTET7kFAFGiO691GO2/User-Flow-Rakamin-Hiring-Platform?type=whiteboard&node-id=0%3A1&t=GMRG0i5s1HOgh4m8-1>



# Thank You

**Let's collaborate.**

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