PRODUCT REQUIREMENTS DOCUMENT FOR CVLOGIN REVIEW PROPOSITION

Context / Background / Scope

- Users have expressed an interest in a review service or general assistance with the compilation of their CV.
- Services around this idea are i) the compilation and ii) the reviewing of a CV AND the cover letter by peers & friends AND by professional recruiting experts.

- The scope of this project is the review service of a CV by friends and experts. Out of the scope is the reviewing of a cover letter, but this should be included as soon as we have integrated a cover letter. Out of the scope for now is the service for compiling a CV from scratch.

- The idea is to offer the review service by friends “for free” in a very simple version.
  There is a more user friendly and advanced version for the review by a friend, which should be part of a premium package. However, no money is transferred to the friend / peer who provides the service then.
- The review service by experts is only available as a paid service. The user selects the experts and chooses a services and pays a service fee of which 70% is transferred to the expert who provides the service

Proposition – reasons to use

The reason to use is:

Many of us have difficulties either or a combination of the following

- writing positively about ourselves
- to focus on the really relevant information
- to understand what a recruiter really wants to see in a CV
- to find a meaningful, ambitious and yet credible language to describe our professional career

The proposition:

Let someone you trust assist you in improving your CV to overcome the above obstacles and make the best possible CV for you.

User stories / Use cases

Different flows for the users and service providers

There are different user flow / use cases connected with this service. It starts with the saving or downloading an existing version of a CV

i) Send my CV to a friend
ii) Select an expert who is already registered with cvlogin, select a a package (if there are different packages) and book this package, The experts then has a certain time to provide the service. The result is reviewed and accepted by the user.
iii) A users provides a feedback and gives a quality score to the expert
iv) A person applies at the platform to become a vetted expert to provide the service to the cvlogin users
v) An expert account page:
    a. Which show the expert all his booking by type: pending tasks, accomplished tasks
    b. which allows a registered expert to change the details of its expert account, upload a picture, upload certificates, add links to own homepage , to retrieve the amount
vi) A modified account pages for the cv owner
vii) Backend process: a way to “approve” “block”, “suspend” or “deblock”

User Flows detailed

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Use Case / User Story 1

i) Send my CV to a friend

a) The user selects one of the saved CVs in his account and then clicks on a button “Ask a friend for a review”.

b) A box opens and asks the user to submit the first name and surname of the Friend and an email address. At the lower end of the box you see and a “Send” Button

The email address is validated “on the fly”. If the data does not match the structure of a valid email address , an error message appears: please provide

c) When all three fields are filled the “Send” button is activated and can be clicked upon.

d) The user clicks on the button then, the systems does the following

- it generates a copy of the CV and a password

- it sends an email to the indicated email address with the following text (To be detailed) the email contains a link and a password to open and edit the CV

- it increases the “friend review counter” in the user account by 1. This counter allows to control the number of times a user is sending CVs to friends and can be used for winning users for a premium account (e.g. by limiting the number of friend reviews to one or two)

- it starts a timer

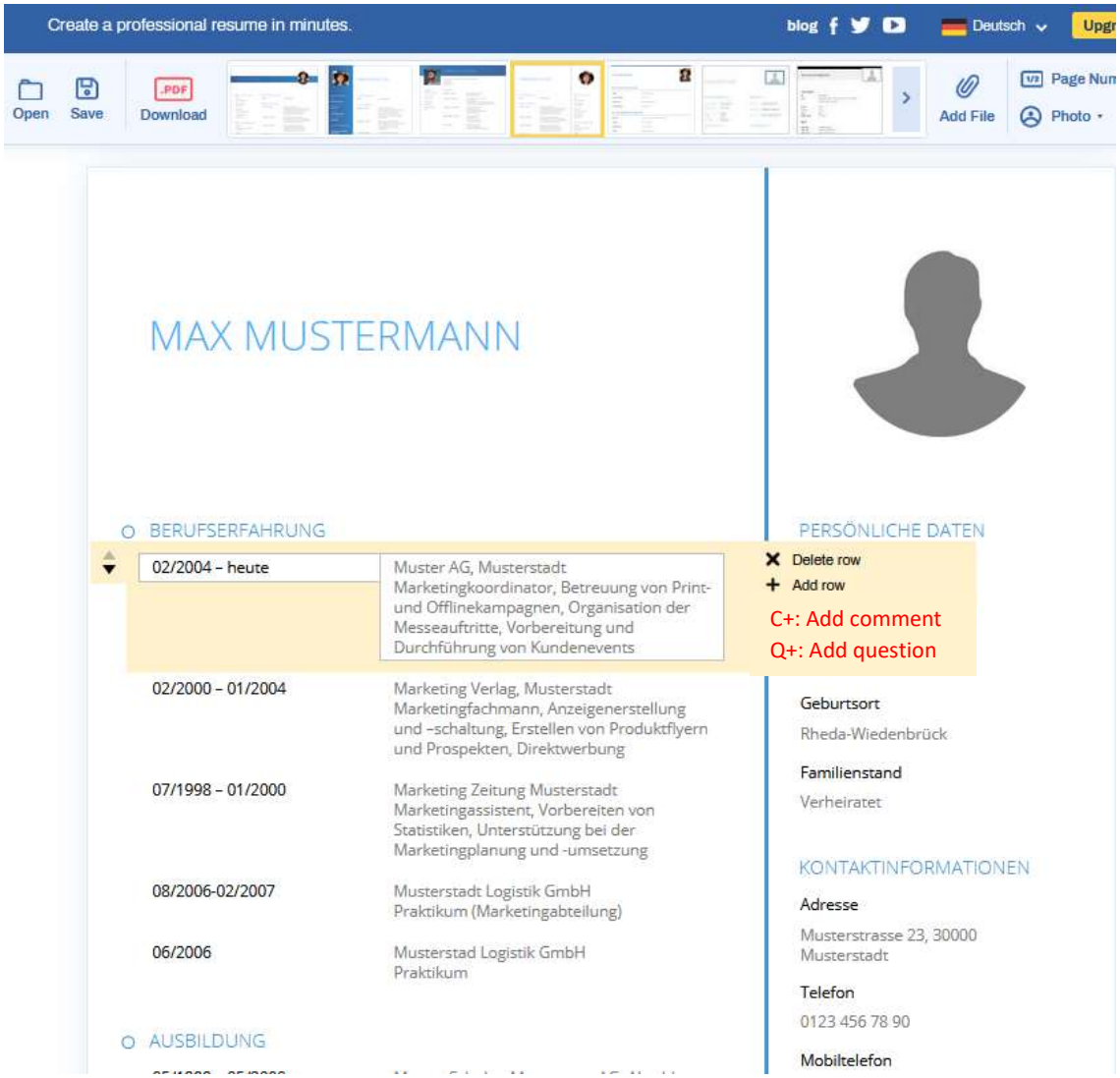
e) the invited friend receives the email and can access the copy of the CV document by submitting the password (not sure if password is the best solution for this)

f) the invited friend can now edit the Copy and leave comments or questions at every single entry field of the CV, the ones which were edited or added and the ones which were not edited.

We need to put some thoughts how this can be accomplished: the current proposal:

1. The entire text in any text box, which was edited by the reviewer, appear in red. A solution in which only the added and the deleted letters are highlighted is too complicated because all the formatting will change dramatically.
   A box with letters in red means that the text has been changed.

2. Sometimes the review will not be able to edit a box but he / she wants to leave a comment such as "be more precise and more detailed" or "this is not detailed enough" or a question "what exactly was your responsibility at this position"
   To enter these comments or questions we should add one or more icons on the drop down comments



When the cv owner reviews the reviewed copy these comments and questions appear as small icons attached to each text box or paragraph

The reviewer can also add whole paragraphs but he cannot delete any existing paragraph

g) In the navigation bar and somewhere appropriate we place two buttons:

1: “Save the document and finish editing later”

2: “Save, finish editing and send back to CV owner”

These two button replace the “Save button” in the navigation

Once the second button is clicked the owner of the CV receives an email that his friend has edited his CV

h) the owner can only now find the edited copy of the CV in the account. There is an icon of the CV with them name of the original document and a version number (no 2 , 3, 4 etc.) and the first name and surname of the fried who edited it.

i) the user can now go through edited copy and see all the changes in the document. Every change is highlighted and can be selected and either rejected or accepted for the original document.

Once all changes have been either dismissed or accepted the process is ended.
There is a message: “No more changes to be processed!”

COMMENT: this process step is probably complicated to develop and difficult because a CV **can only** be sent for review to one friend can not be sent to a second friend before the first review has ended.

In the first iteration it might be easier to simply show the edited copy of the CV. The user can then copy and paste the changes into his original. Thus, it would be also feasibly to send the CV to multiple friends for review.

j) A user can end a process for review by a friend, in which case the password becomes invalid. There is a button in the account saying: Accept end review process

k) When the timer reaches 2 days an email is sent out to the reviewer to remind him of the pending request.

l) In this email we could integrate a button to dismiss the request. A click on this button brings the friend to a confirmation page: please confirm that you will not review this CV for your friend. Clicking on the confirmation button will end the review process and will create an email to the user saying “your review request has been denied”.

Premium features could be

Send the CV to multiple friends for review instead of just one

Limit the number of reviews to one and grant unlimited review by friend in the premium packages.

Allow

@Birol: Lass uns noch einmal über Premium feature nachdenken

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Use Case / User Story 2

ii) Select an expert who is already registered with cvlogin, select a package (if there are different packages) and book this package, the experts then has a certain time to provide the service. The result is reviewed and accepted by the user.

a) The User can select send this CV for review to an HR expert, this option is shown in the user ACCOUNT at several locations.
If the location is right next to a specific CV, this CV is selected as the one, which should be reviewed by the expert
If no CV is selected, the user is asked to choose a CV first he/she is then pointed to a page with all his CV from which he/she selects on.
Upon the selection, the user is transferred to the expert selection page.

b) On the expert selection page the user can browse through a pre selection OR the entire list of HR experts which offer services for review in his region and for the language of the CV
(AND later for the industry the user is assigned to)

Each element of the list contains

- a picture of the expert
- first name
- surname
- Employing company
- the location
- the experience
- the number of reviews he / she has done already
- the satisfaction score of the users who have been served
- the average answer time
- the price for a CV review

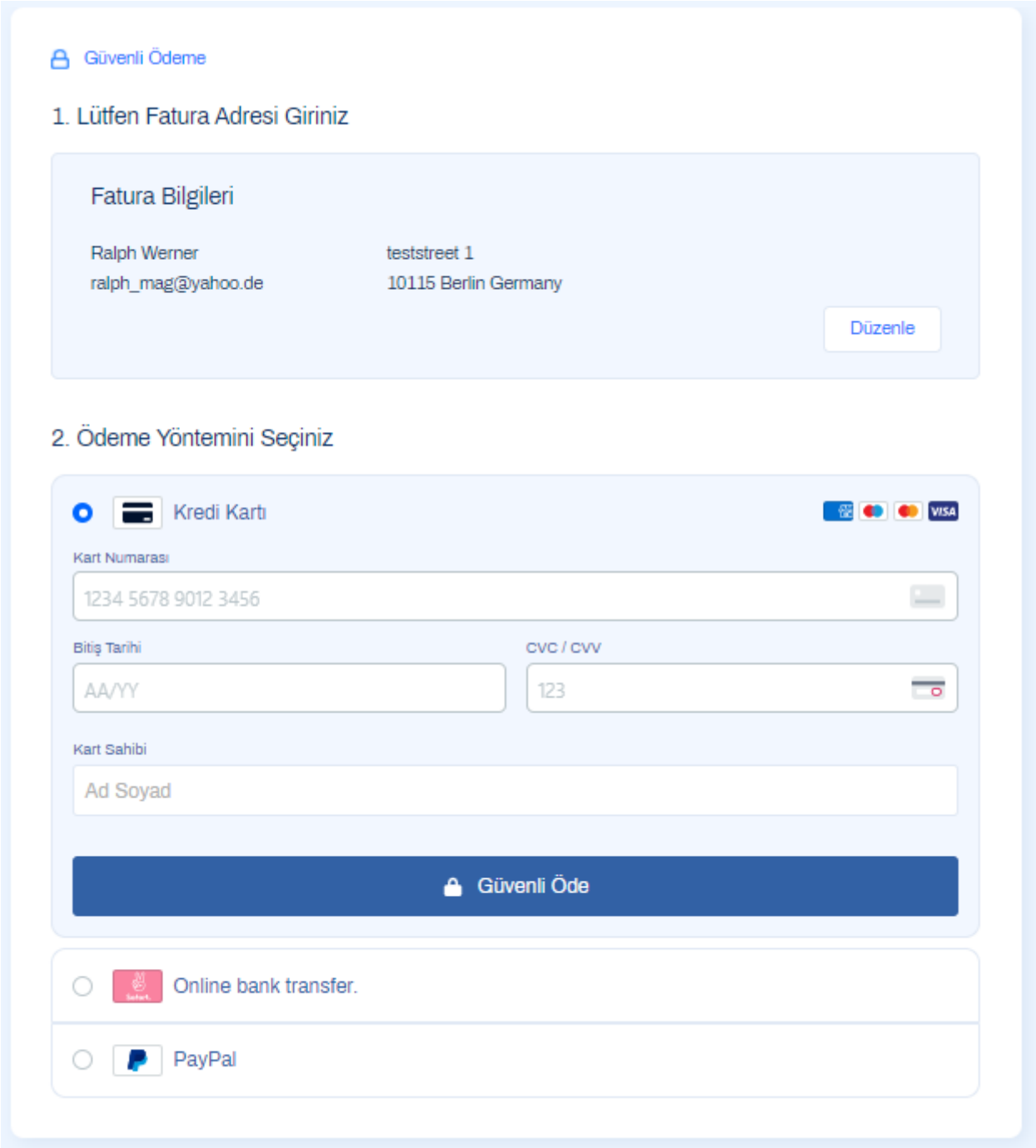
Later the range of offers should / could be extended by many other services:

- simple review of the CV (re-editing)
- review of cover letter
- full review of CV writing of cover from scratch
- personal chats with the expert : coaching on application strategy OR preparation for an interview
- translation of CVs or cover letter into other languages

The user selects an expert and is pointed to a “service payment” page.
The details of the expert, the service chosen and the price are forwarded to this page

c) on the service payment page the user sees the summary of the order:
- a description of the service
- The short indication of the expert who was selected

The Adyen payment box



This step ends with clicking the payment button at the end of the adyen payment box

d) the successful payment triggers several actions:

- a copy of the cv is created , the copy name contains indicators that it is for review and the name of the expert
- an email is sent to the expert that a user has booked a review and a link to the cv copy this email does not contain a password, as the experts has been vetted by cvlogin before.
- The request is also stored in the experts' cvlogin account with a link to the the cv copy (this account is different to the one of normal users and is described in a different use case)
- A timer is started

e) The invited experts access the copy of the CV document by clicking on the link either in the email or in the account (if the expert clicks on the link in the email he might have to login into cvlogin before he / she s pointed to the Editing page

f) In the email and also in the cvlogin account of the expert there is a link to the copy of the cv AND a also a button to reject the request.
Clicking on the reject button bring the expert to a confirmation page: Are you sure you want to reject this request.
upon a positive reject button is clicked the review request is cancelled. This information is stored in the user account of the cv owner and sent viy email to the owner. The cancellation also triggers the

g) When the The expert can now edit the CV and leave comments at every single entry field of the CV

Please refer to the same step in "review by a friend" flow

h) In the navigation bar and somewhere appropriate we place two buttons:
1: "Save the document and finish editing later"
2: "Save, finish editing and send back to CV owner"
These two button replace the "Save button" in the navigation
Once the second button is clicked the owner of the CV receives an email that the expert has edited his CV

The timer is now stopped and reset to zero.

i) The owner of the CV is informed via email and can now find the edited copy of the CV in his / her account.
The user can now go through the edited copy and see all the changes and comments in the document.
The user can now copy the changes to his original file.

Nice to have: Every change is highlighted and can be selected and either rejected or accepted for the original document.
COMMENT: this process step is probably complicated to develop and difficult to implement using different reviewers

j) With the arrival of the email a second timer is started. The owner of the cv has now 48 h to either accept the review or send the revised version of the CV back to the expert. Before that he / she can add questions or comments to each entry fields OR comments provided by the reviewer.

Alternatively the owner of the CV can accept the review . This stops the review process
If the cv is sent a second time the timer starts again and the process starts again with step f and ends with the submission of the second edition of the CV.
This iteration is only possible once. When the second review is submitted by the expert, the revised version of the CV can only be accepted but not sent to the expert a third time.

k) TIMER:
Once the timer for the review process by an expert reaches 1 day an email is sent out to the expert to remind him of the pending request.
When the timer reaches 2 days a second reminder email is sent to the expert with a final request to review the CV.
When the timer reaches day three the request is cancelled. A cancellation email is sent to both the expert and the payment is cancelled on the payment provider / adyen.

l) When the service is accepted the funds are withdrawn from the user account
   a. an invoice to the requestor (the cv owner) is created and stored in his / her account
   b. a credit note to the service provider is created and stored in the account of the expert (the service provider)

Ich muss noch einmal sehr viel detaillierter über das Thema Rechnungen und Gutschriften nachdenken, sprich in welchem Namen und auf welche Rechnung wir dieser Dokumente erstellen.
Da das im Hintergrund passiert, ist es für die Definition von Use case nicht so relevant.

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Use Case / User Story 3

A users provides a feedback and gives a quality score to the expert

a) At the end of a review the user / owner of the CV is asked to leave a feedback to the expert and a quality score of the service

b) When a review is accepted and on the following confirmation page there are two buttons:
i) please give a feedback now
ii) Please remind me later .

c) Clicking on the first button the user is transferred to a feedback page
   - the user is asked to provide feedback in a text box
     AND
   - Under the text box the user is asked to rank the quality of the review on a scale between 1 and 10
     the quality score can be submitted through a slider bar (as seen on booking.com) or

through a row of ten stars with numbers below

When the text is submitted and the rank has been selected the submit button at the bottom of the page is activated.
If only the quality rank is filled the user is asked to provide a text , the button below changes to
“Submit Quality score only”

d) The quality score appears under the profile of an expert as soon as he has received at least 3 quality scores.
There are two types of score: the total average and the average of the last ten reviews
The score should be captured and stored in a way that it is specific to the service provided, i.e. the score for a review is stored and handled different than the score for a the writing of a cover letter or a coaching session for a job interview.

e) The expert can not reject the quality score which is given to him, but he can complain to cvlogin about it and a dispute resolution can be developed at a later point in time

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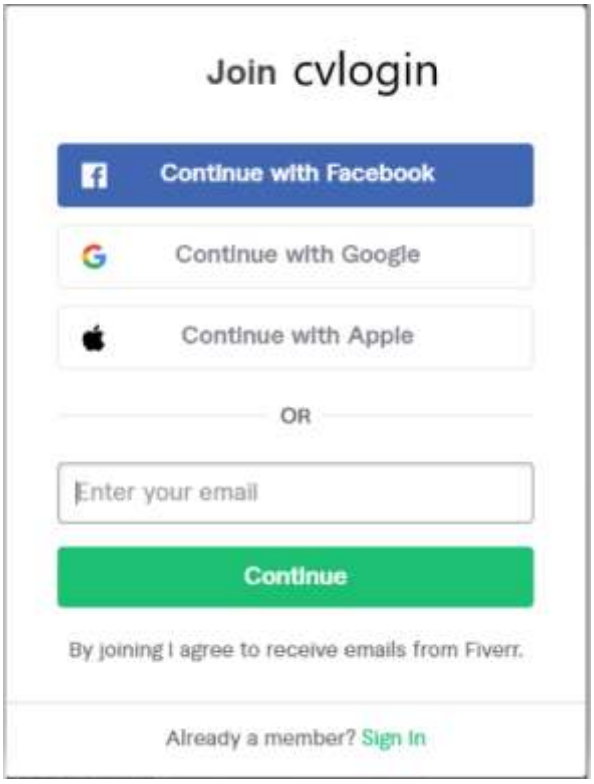
Use Case / User Story 4

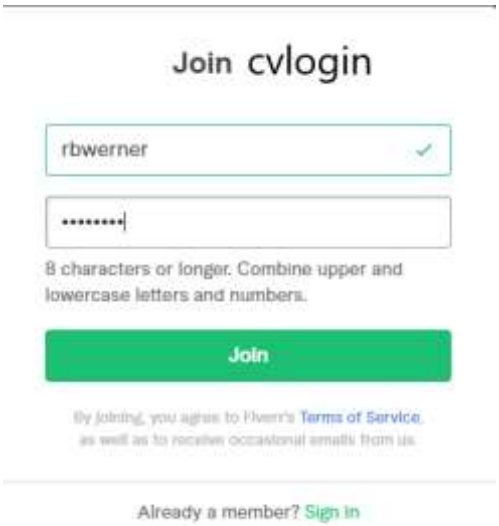
A person applies to become a vetted expert to provide services to cvlogin users

a) There is a separate registration link for experts who would like to provide services to users CV onwers, for this purpose there is a separate link in the navigation stating experts, this link has a mouse over drop down for login and registration and my account, clicking on this link leads to an overview page , on which the visitor of the page finds a marketing text explaining why and when someone should register as an expert. On this page you find a link to the register, to login, and links to further resources
b) CLICKING on the registration link eitert on the welcome page or in the navigation drops down leads to registration low

- First ask for the email address



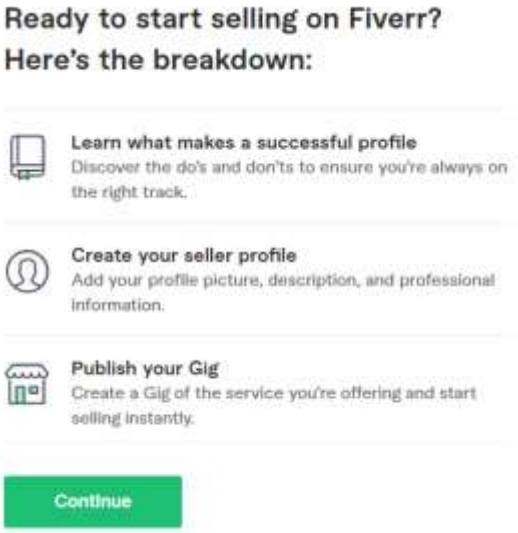
- Ask for user name and password



Upon registration a confirmation is sent to the email address provided

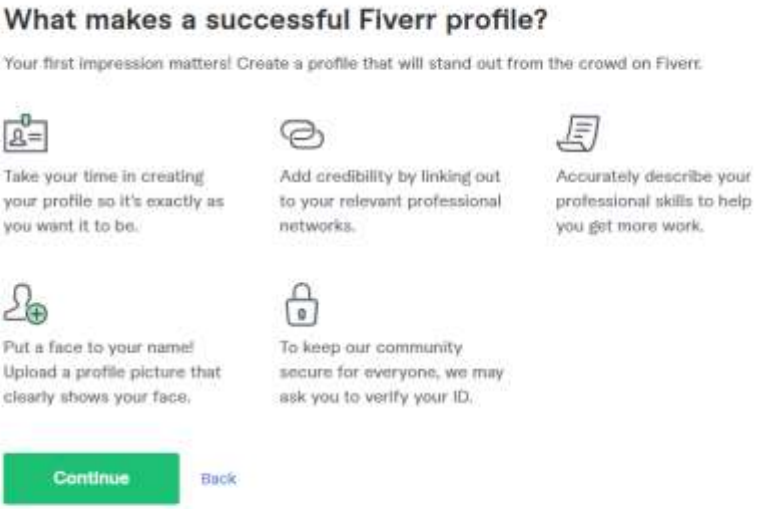
Clicking on Join brings the potential user to a welcome page , asking him to confirm his email address first

Clicking on the confirmation link in the email brings the expert to a welcome page



There should be some explanations on two topics :

- how to set up a successful profile and
- what the expert should not do.



Now, let's talk about the things you want to steer clear of.

Your success on Fiverr is important to us. Avoid the following to keep in line with our community standards:

Providing any misleading or inaccurate information about your identity.

Opening duplicate accounts. Remember, you can always create more Gigs.

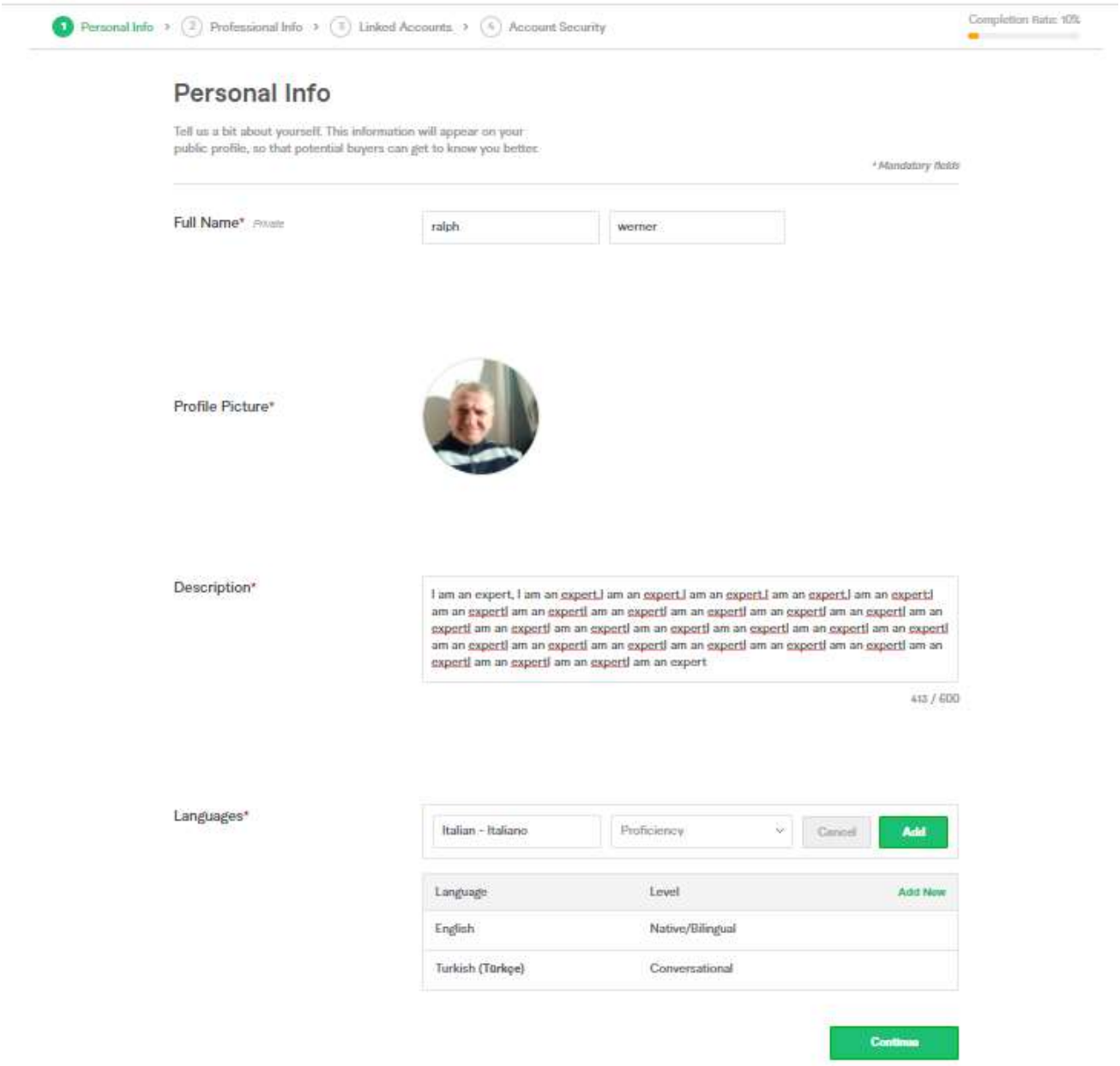
Soliciting other community members for work on Fiverr.

Requesting to take communication and payment outside of Fiverr.

Continue Back

Registration forms

First page: personal information

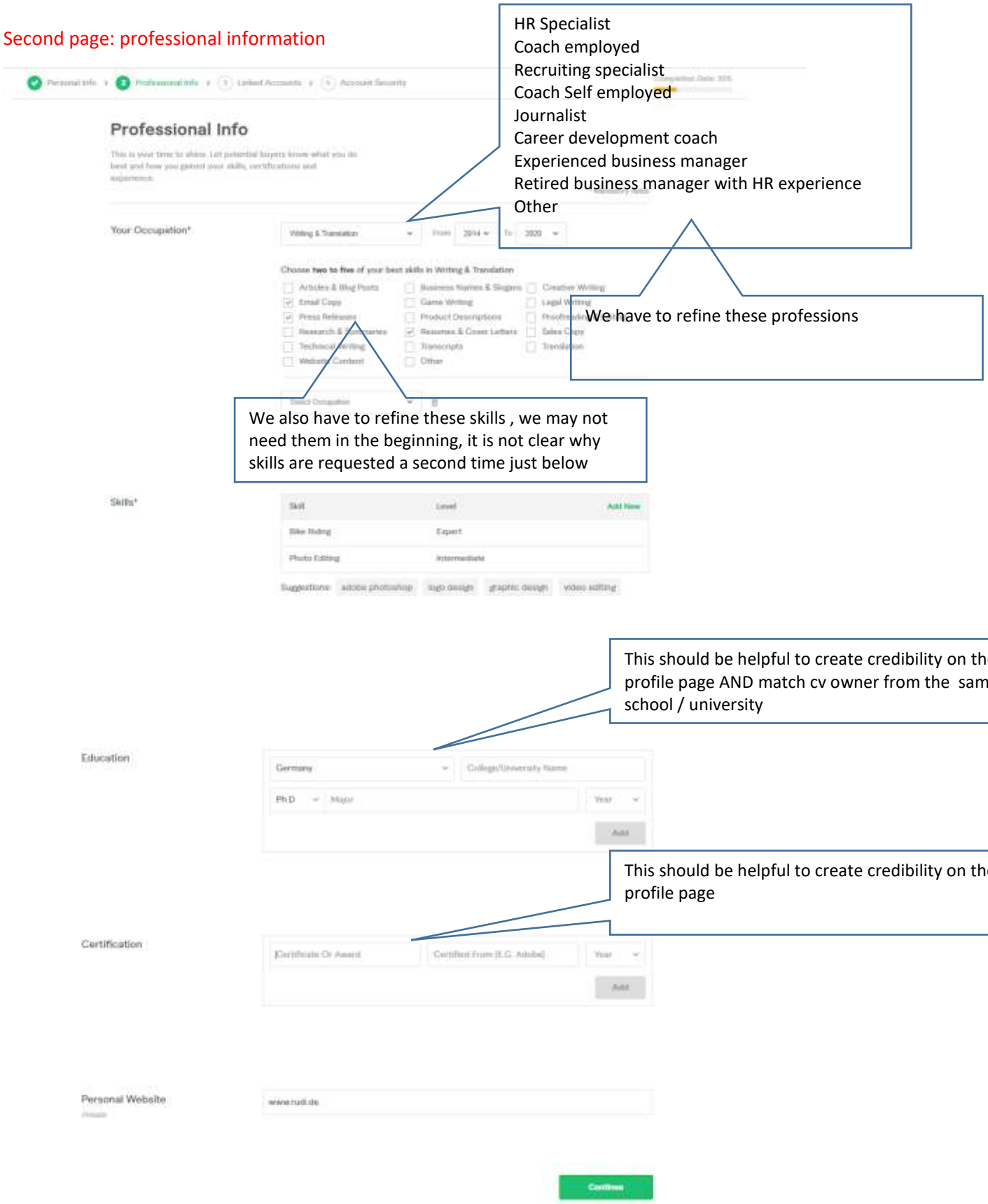


All fields on this web form are mandatory

A minimum number of letters are required for the text in the description box

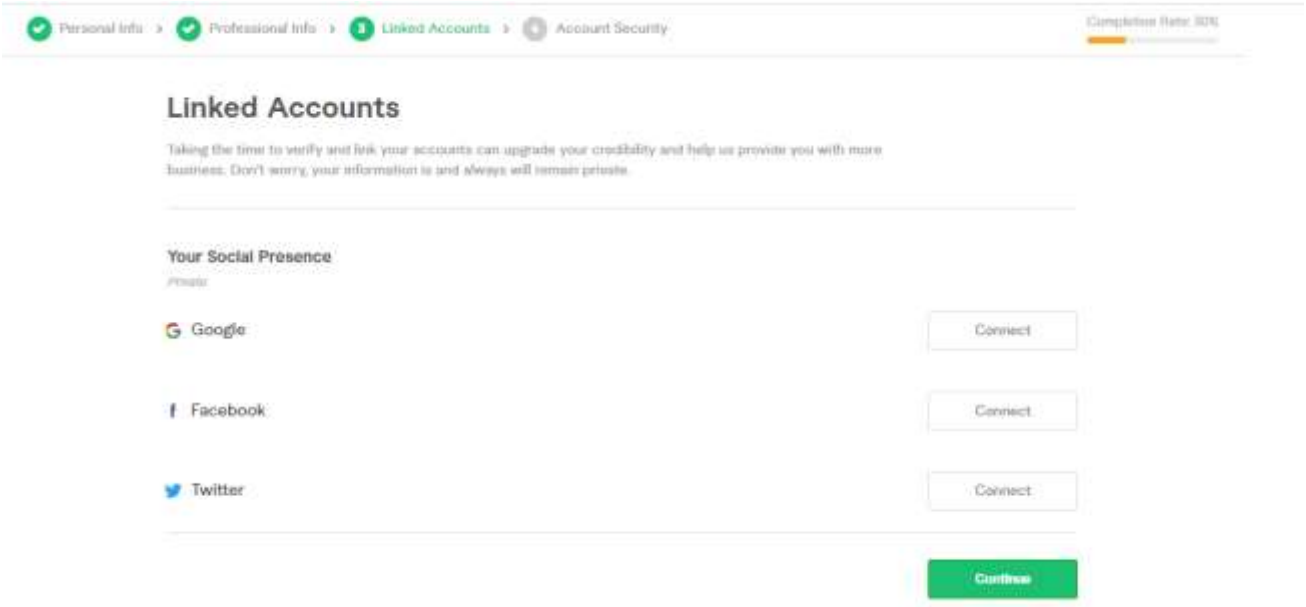
The design and the web forms can be used just as they are

Second page: professional information



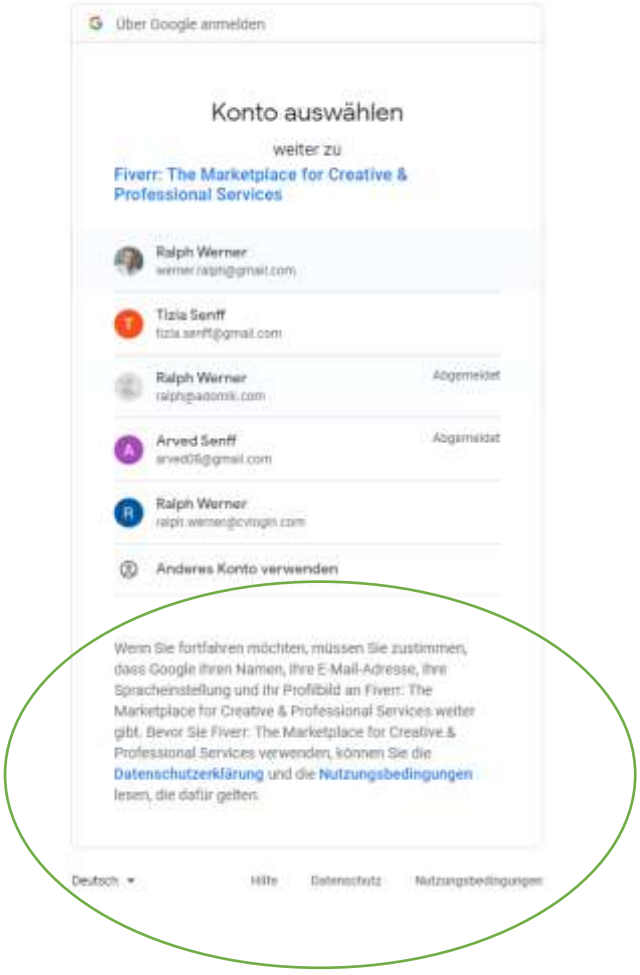
Skills and occupation are mandatory fields.
No other field is mandatory but we should offer all of them as well.

Third page: linked accounts

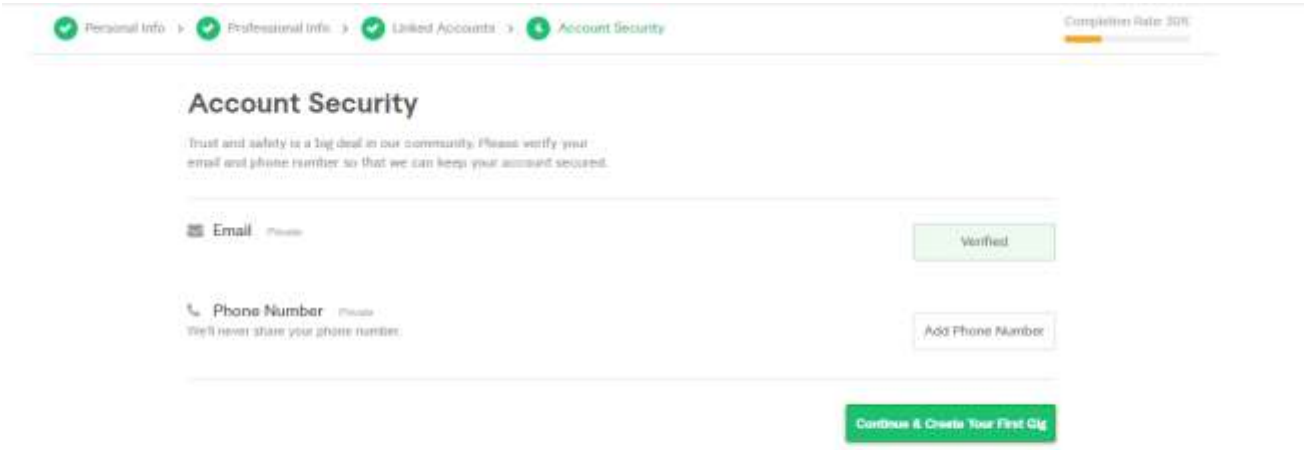


Each Connect button opens the registration page of the respective service, the platform then retrieves relevant data from the service

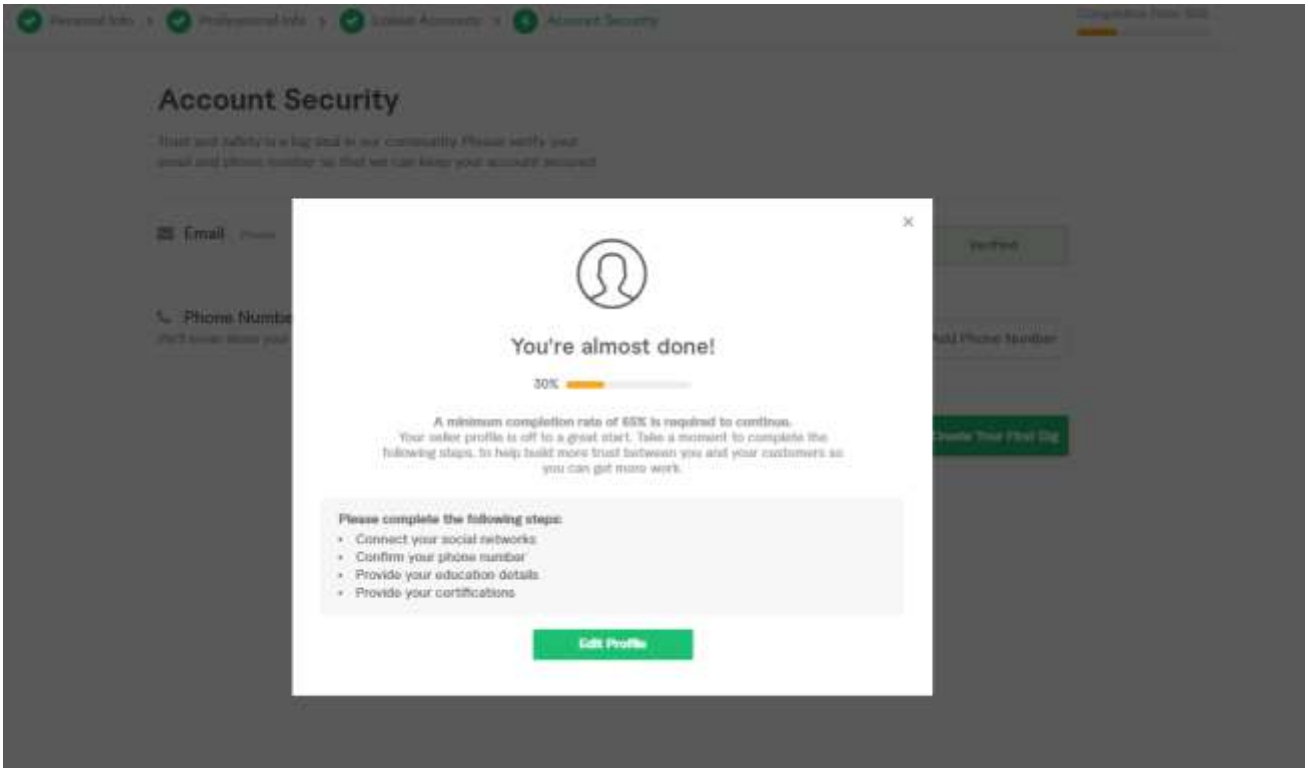
Example Google



Fourth page: Account security



In order to become an expert and become visible on the expert panel the application has to reach at least a 65% completion rate or a higher rate. Some entry fields are still mandatory. If the completion rate is lower the profile page is created but it is not published and not visible to the cv owners



Upon reaching the minimum completion rate the expert is vetted and gets the status 1 “beginner”

We need to refine the level and what input fields we want to present on each page and form

The expert has different status levels

Level 1 : Beginner

Level 2: Advanced

Level 3: Pro

Level 4: Guru

The expert can advance from level to level subject to the number of reviews he / she has provided and the positive feedback he / she has received from the users.

Exact algorithm to achieve a status needs to be defined.

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Use Case / User Story 5

An expert account page:

a. Which show the expert all his booking by type: pending tasks, accomplished tasks
b. which allows a registered expert to change the details of its expert account, upload a picture, upload certificates, add links to own homepage , to retrieve the amount

The expert has a different account than a normal user. The login process could be the same. The login process identifies the user and points experts to their account overview page, whereas normal users are pointed to their respective personal account page.

The expert welcome page has different tabs:

- One tab to view all requests (pending requests, fulfilled request, rejected requests)
- One tab to change user name and password
- One tab to amend the expert profile page with skill and occupation, connected social networks and email / phone
- One tab with payment information or banking information, settled payments
- One tab with revenues records by request, type, date and settled payments

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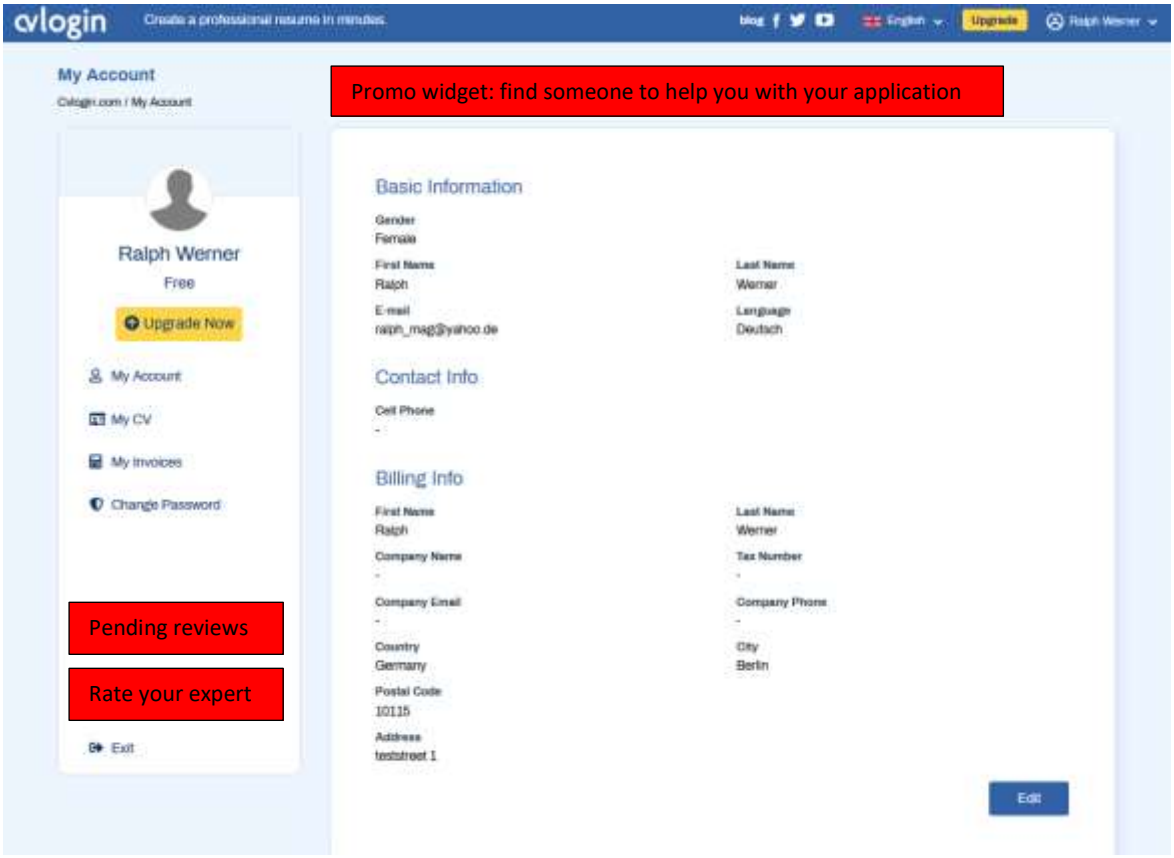
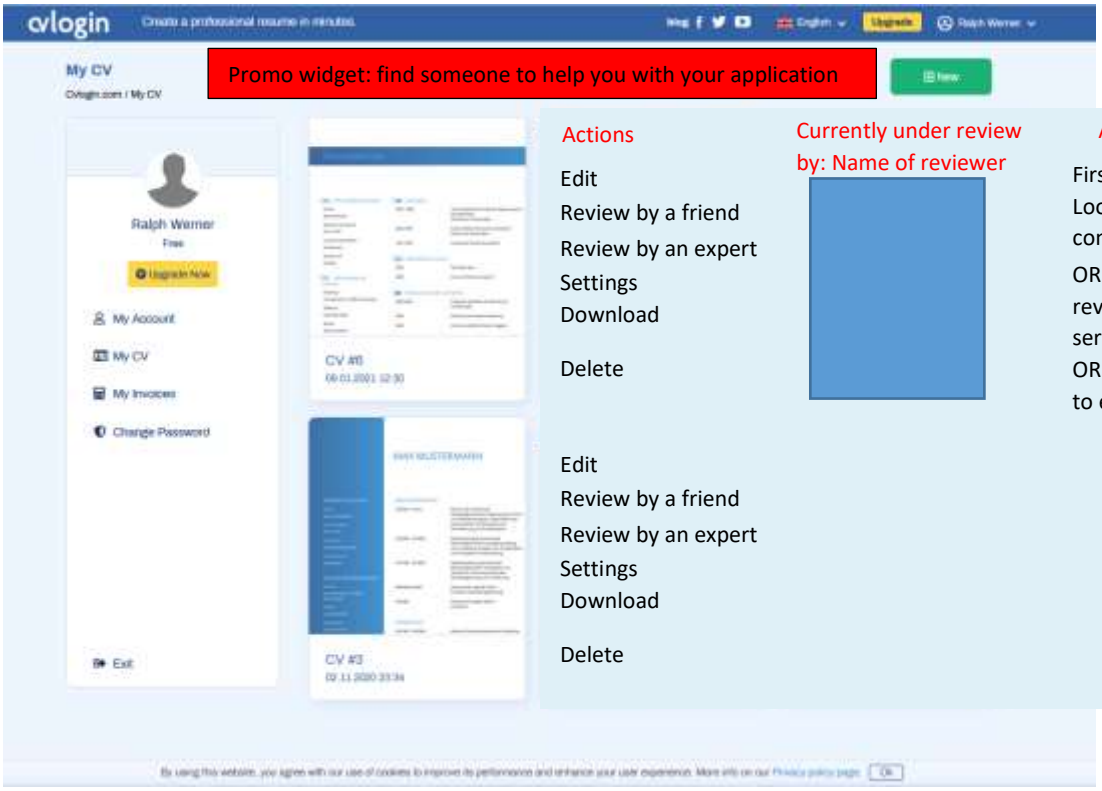
Use Case / User Story 6

A modified account pages for the cv owner

The review process and the opportunity to do so must be integrated in the cv owner's account on cvlogin





- Put all CVs in one vertical column
- Sort CVs by date
- Put all action items next to CV

- IF CV is under review place icon with CV in a colum next to the action items
- Put the next step of the review process next to the CV , this could be
    - Wait for the first response from the expert
    - Look at the first response from the reviewer and follow up
    - Wait for second response from reviewer
    - Look at revise response from reviewer and close review
    - Rate the expert

If the reviewer is a friend and not an expert the last step becomes obsolete

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Use Case / User Story 7

Backend process: a way to “approve” “block”, “suspend” or “deblock”

We need a backend in which we can block suspend , deblock or promote users

We should develop the details for this backend later.

Billing engine, payment flow, invoices and credit note

@Birol: das ist kompliziert und darüber muss ich etwas länger nachdenken. Es wäre gut wenn wir die Zahlung akzeptieren aber erst ausführen, wenn ein Auftrag abgeschlossen ist. Das entwickeln wir am besten auf der Basis von Adyen oder sogar mit Ihnen zusammen.

Ausserdem müssen wir Rechnungen und Gutschriften und Stornos erstellen und steuerlich richtig abbilden. Hier muss ich mich noch mal schlau machen.

Es ist noch einmal ein ziemlicher Aufwand das zu spezifizieren.