

# AI-Powered Job Resume Generation Project

## 1. Positioning Statement

**Target Customer:**

- Job seekers across different career stages (entry-level, mid-career, executives, freelancers).

**Statement of the Need or Opportunity:**

- Many job seekers struggle to craft compelling resumes that stand out in Applicant Tracking Systems (ATS) and impress recruiters.
- Traditional resume-building methods are time-consuming and lack personalization.

**Product Category:**

- AI-powered resume generation tool.

**Statement of Key Benefit:**

- Automatically generates optimized resumes tailored to job descriptions using AI-driven insights.

**Primary Alternative:**

- Manual resume writing or using static templates.

**Statement of Primary Differentiation:**

- AI-driven personalization, real-time optimization, keyword analysis, and job-matching insights.

## 2. Personas Brainstorming

**Unordered List of Personas:**

1. Recent Graduate
2. Career Switcher
3. Freelancer
4. Mid-Career Professional
5. Executive

**Ordered List of Personas (Ranked by Need for AI Assistance):**

1. Career Switcher
2. Recent Graduate
3. Mid-Career Professional
4. Freelancer
5. Executive

**Explanatory Notes:**

- Career switchers need tailored resumes to align their past experiences with new industries.
- Recent graduates require help structuring their resumes with limited work experience.
- Mid-career professionals may need AI insights to refine their resumes for promotions.
- Freelancers require resumes that highlight project-based work.
- Executives need high-impact resumes focusing on leadership accomplishments.

## 3. Persona Screener

**Persona:** Mid-career professional seeking a managerial position.

**Screening Questions:**

1. "Are you applying for jobs in a new industry or seeking a promotion?"
2. "Do you struggle with highlighting leadership skills effectively?"

**Threshold for Responses:**

- If the user answers "Yes" to either question, they qualify as a mid-career professional persona.

## 4. Problem Scenario, Alternatives, and Proposition Trios

**Problem Scenarios:**

1. Job seekers struggle to customize resumes for different applications.
2. Traditional resume builders do not provide AI-driven optimization.

**Current Alternatives:**

- Manually editing resumes.
- Using static resume templates.

**Value Propositions:**

- AI tailors resumes dynamically based on job descriptions.
  - Industry-relevant keyword optimization improves ATS rankings.
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## 5. Epic Story

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**Epic:** *"As a job seeker, I want an AI tool that customizes my resume based on job descriptions so that I increase my chances of getting interviews."*

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## 6. Storyboard

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1. **Panel 1:** User uploads existing resume or inputs work history.
  2. **Panel 2:** AI analyzes the job description and suggests keyword enhancements.
  3. **Panel 3:** User receives a tailored resume ready for submission.
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## 7. Child Stories

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1. *"As a job seeker, I want AI to highlight my top skills based on job descriptions so that my resume aligns with recruiter expectations."*
2. *"As a job seeker, I want a real-time score for my resume so that I understand how well it matches the job post."*