



Fresh Job

Theme: Career
Open category

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Competitors



glassdoor

JobStreet

indeed®

P R O B L E M S

01

No job hunting website catered for fresh graduates

02

Lack of feedback from employers

03

Job listings are not frequently updated

04

Tedious job application process

05

No fixed format for job application forms

06

Disconnectedness of geographical locations

07

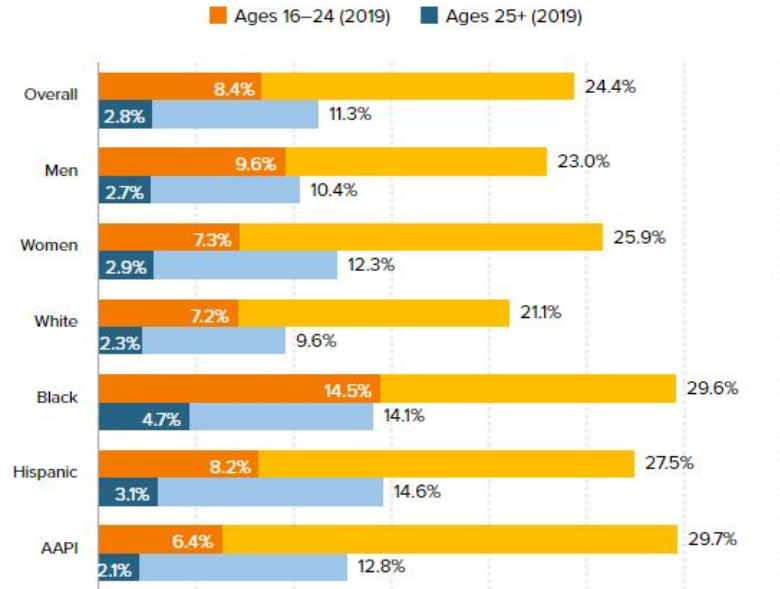
Job seeking websites do not support job fairs

Market Analysis



Current Market Trends

1. Higher unemployment rates in young adults



Source: <https://www.epi.org/publication/young-workers-covid-recession/>

Market Analysis



Current Market Trends

2. Employers switching to “new” recruitment processes

- Employers are embracing the online recruitment process



Online chat boxes, email applications



Video interviews



Solutions

Job search
platform
for fresh
graduates
& students

Simplified
application
process

Connectify

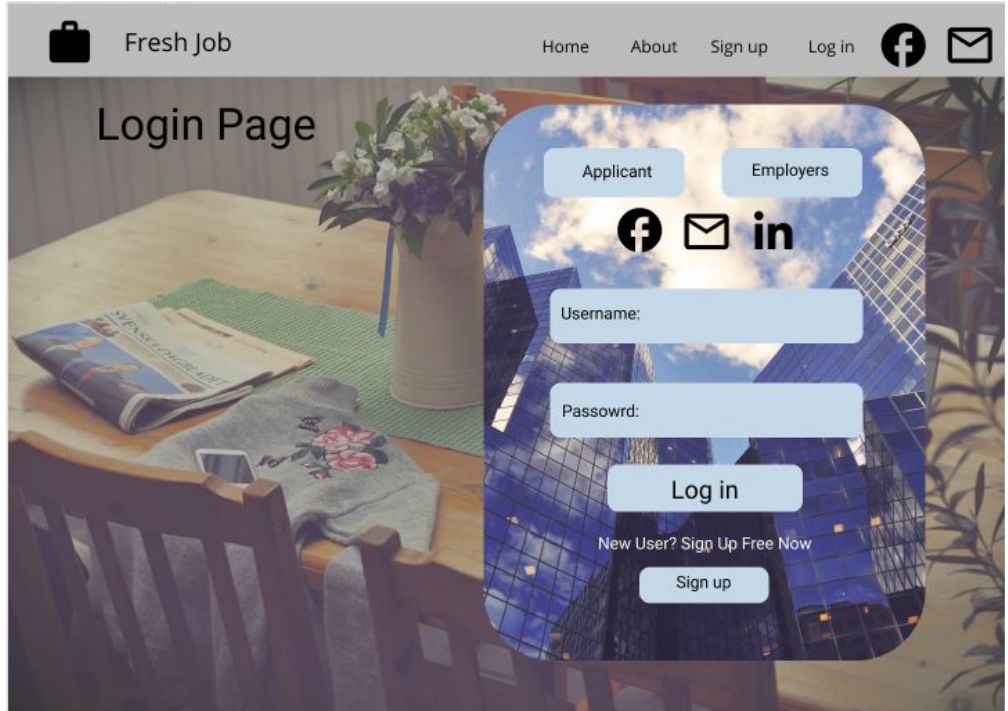
Connectivity
with job fairs
& industry
leaders

One stop
solution for
both
seekers &
hunters

Integration
with
universities

Fresh Job

Welcome Page!



The screenshot displays the 'Fresh Job' login interface. The header features a briefcase icon, the site name 'Fresh Job', and navigation links for 'Home', 'About', 'Sign up', and 'Log in', along with social media icons for Facebook and email. The main content area is titled 'Login Page' and is set against a background image of a dining table with a newspaper, a vase of flowers, and a smartphone. A large, rounded rectangular login form is overlaid on the right side of the page. This form includes tabs for 'Applicant' and 'Employers', social media login options for Facebook, email, and LinkedIn, input fields for 'Username:' and 'Passowrd:', a 'Log in' button, and a link for 'New User? Sign Up Free Now' with a corresponding 'Sign up' button.

Fresh Job

Home About Sign up Log in

Facebook Email LinkedIn

Login Page

Applicant Employers

Facebook Email LinkedIn

Username:

Passowrd:

Log in

New User? Sign Up Free Now

Sign up



Home Page



Notification button for real-time feedback from employers and new job listings



Popular Jobs are showcased in main page



Menu Ribbon for easy access



Search filter catered for target market

The screenshot shows the 'Fresh Job' website interface. At the top is a navigation bar with a briefcase icon, the text 'Fresh Job', and links for 'Latest Job', 'My Preferences', 'Job Application Status', and 'Forum Discussion'. On the right side of the navigation bar are a notification bell icon and a user profile icon, labeled 'Notification' and 'My profile' respectively. Below the navigation bar is a search bar with a magnifying glass icon and the word 'Search'. A light blue search filter overlay is positioned in the center, containing four dropdown menus: 'Job Category', 'Company name (Optional)', 'Area, City or Town', and 'Expected Salary (Optional)'. Below these dropdowns are four radio button options: 'Internship', 'Full Time', 'Part Time', and 'Contract'. The main content area features the heading 'Most Popular Jobs'. Below this heading, two job listings are visible. The first listing is for an 'Internship for Sales and Marketing Students' in 'Kuala Lumpur' with a salary of '2.5k to 4.0k', accompanied by a star icon. The second listing is for an 'Internship for Computer Science Students' in 'Kuala Lumpur'.

Job Offering Page



Newest and up to
date job offerings

Detailed
Filtering

Notified when a
job offering of
their preset
preferences is
posted

Notification of
result

A screenshot of the "Fresh Job" website. The top navigation bar includes links for "Latest Job", "My Preferences", "Job Application Status", and "Forum Discussion", along with notification and profile icons. A search bar is prominently displayed. A light blue overlay contains a search filter form with the following fields: "Job Category" (dropdown), "Company name (Optional)" (dropdown), "Area, City or Town" (dropdown), and "Expected Salary (Optional)" (text input). Below these are checkboxes for "Internship", "Full Time", "Part Time", and "Contract". The main content area is titled "Most Popular Jobs" and lists two job offers: "Internship for Sales and Marketing Students" in Kuala Lumpur with a salary of 2.5k to 4.0k, and "Internship for Computer Science Students" in Kuala Lumpur.

Connectify

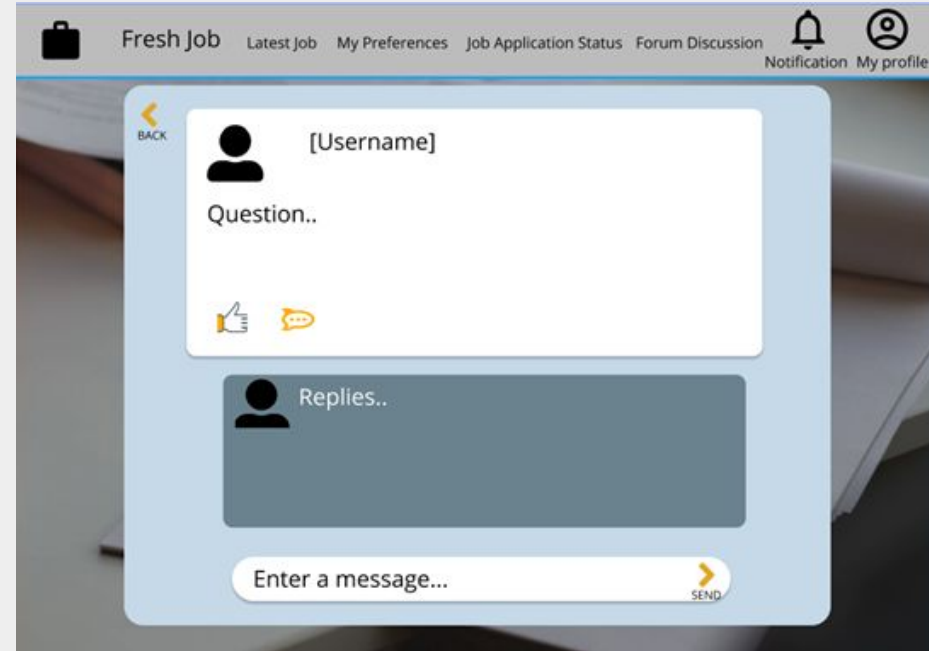


Connect with
future
employers

Learn from
other's
experiences

Get guidance
from seniors

Talk and gain
insights from
industry
experts



Job Fair Page



Connection to job fairs

Increase the opportunities to meet with experts

Timesaving

Targeted only fresh graduates and students

The screenshot shows the 'Fresh Job' website interface. At the top, there's a navigation bar with a briefcase icon, the text 'Fresh Job', and links for 'Latest Job', 'My Preferences', 'Job Application Status', and 'Forum Discussion'. On the right of the navigation bar are icons for 'Notification' (a bell) and 'My profile' (a person icon). Below the navigation bar, the main heading is 'Upcoming Job Fairs'. Under this heading is a search bar with a magnifying glass icon and the word 'Search'. To the right of the search bar are two sorting options: 'Sort by name' and 'Sort by date', with a checkmark next to 'Sort by date'. Below the sorting options, there are two job fair listings. The first listing is for 'Career Exploration Fair - Kuala Lumpur', scheduled for 'Sat, July 24 10:00 AM'. It is marked as 'Online' and 'Free', and has green buttons for 'Register' and 'More Info'. To the right of the text is a small image of a man and a woman in business attire. The second listing is for 'Online Job Fairs - Kuala Lumpur', scheduled for 'Mon, Aug 2 3:00 PM'. It is also marked as 'Online' and 'Free', with 'Register' and 'More Info' buttons. To the right of the text is a small image of a large group of people, likely students, sitting in a hall.

Fixed Format For Applications

- Beginner Friendly
- Easier for database collection
- Less Time Required for Pre-processing

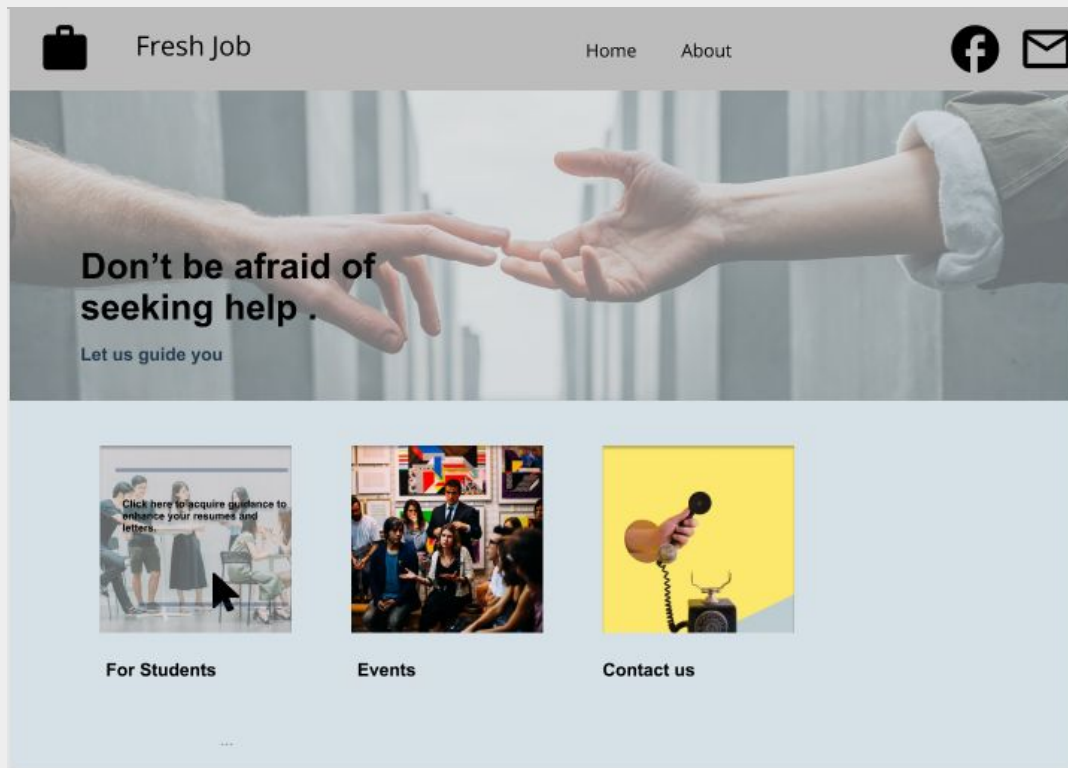
The image displays three overlapping screenshots of a web application titled "Fresh Job". The application has a consistent header with a briefcase icon, the title "Fresh Job", and navigation links for "Home" and "About". Social media icons for Facebook and Email are also present in the top right corner.

The first screenshot shows the "Personal Details" section, which includes input fields for "First Name", "Last Name", "Gender" (a dropdown menu), and "Phone Number". Below this is the "Date Of Birth" section with a "Day" input field. The "Address" section includes input fields for "Street Address 1", "Street Address 2", and "Country".


The second screenshot shows the "Education History" section, featuring a "+ Click to add more" button and an "Education Title" input field. Below this is the "Past Experiences" section with a "+ Click to add more" button and an "Experiences" input field. The "Reference" section includes a "Name" input field. The "Pitch your" section has a "Promote your" input field.

The third screenshot shows the "Resume" section, which has a large input area with a blue circular icon containing a document and a dashed box, with the text "Drag and Drop File or [Click Here](#)". Below this is the "Additional Certifications" section, which also has a similar input area with a blue circular icon and the text "Drag and Drop File or [Click Here](#)". At the bottom right of the form, there are two buttons: a grey "Back" button and a green "Submit" button.

University Service Page



Connect to services
provided by
universities

 Email/ Live Messaging
to get help

 Immediate help is
available

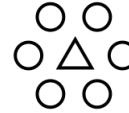


Why **Fresh Job**?



Innovation

- Feedback from employers
- Notification of result
- Connection to job fair
- Forum discussion



Uniqueness

- Target audience is only included fresh graduates and students
- Connection between users with alumni or industry experts
- Fixed format for job applications

**Thank You For
Listening**
