**Project Initialization and Planning Phase**

|  |  |
| --- | --- |
| Date | 12-07-2024 |
| Team ID | SWTID1720184727 |
| Project Name | JobSwift: Accelerating Careers With AI-Powered Applications Using Palm's Text-Bison-001 |
| Maximum Marks | 3 Marks |

**Define Problem Statements (Customer Problem Statement Template):**

The current job application process presents significant challenges to users, affecting their journey and overall satisfaction. Applicants, especially those who are recent graduates, career changers, or professionals seeking career advancement, encounter hurdles such as creating optimized resumes, crafting personalized cover letters, and preparing for interviews. These challenges lead to a less-than-optimal user experience, potentially affecting confidence and success in job applications. To enhance our services and improve user perceptions, we aim to address these pain points. By understanding users' specific frustrations during the job application journey and implementing solutions, we can create an efficient, user-friendly experience that aligns with our users' expectations and fosters positive career growth.

**Example:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **I am**  **(Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| A recent graduate entering the job market. | Create professional resumes and cover letters tailored to entry-level positions in my chosen field | I lack the experience and knowledge to create optimized application materials that attract hiring managers' attention. | I have limited practical work experience and find it challenging to highlight my academic achievements and internships effectively. | Uncertain and overwhelmed about my job prospects. |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem**  **Statement**  **(PS)** | **I am**  **(Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A recent graduate entering the job market. | Create professional resumes and cover letters tailored to entry-level positions in my chosen field | I lack the experience and knowledge to create optimized application materials that attract hiring managers' attention. | I have limited practical work experience and find it challenging to highlight my academic achievements and internships effectively. | Uncertain and overwhelmed about my job prospects. |
| PS-2 | An individual looking to transition into a new career path. | Showcase my transferable skills and gain relevant certifications to align with my desired job role. | I struggle to identify which skills are transferable and how to present them effectively in my application materials. | My past experiences are in a different field, and I need guidance on the required qualifications for my new career path. | Apprehensive about successfully making the career change. |
| PS-3 | A professional seeking to advance my career. | Enhance my job application materials and prepare for leadership role interviews. | I find it challenging to highlight my career achievements and leadership qualities effectively. | I lack the tools and resources to craft compelling resumes and cover letters that stand out for leadership positions. | Uncertain about my chances of securing advanced career opportunities. |