



SECD2523 Database

Project Phase 1

Getmehired.io Assist System << HireMe >>

LECTURER: Dr Izyan Izzati

SECTION: 02

GROUP NAME: Vergil's Chair

TEAM MEMBERS:

- | | |
|-------------------------------|-----------|
| 1. Navveen Nair A/L Manoharan | A22EC0092 |
| 2. Suren A/L Chandra Sekaran | A22EC0275 |
| 3. Taneshwer Sanggar | A23CS5052 |
| 4. Lee Jian Li | A22EC0064 |
| 5. Liew Shan Kai | A21EA0051 |

Table Of Content

Content	Page
1.0 Introduction	2
2.0 Background study	
3.0 Problem statement	3
4.0 Proposed Solution	4
5.0 Objective	5
6.0 Scope	
6.1 Project scope	6
6.2 System boundaries	
7.0 User view	7
8.0 Project planning	
8.1 Human resources	9
8.2 Work Breakdown Structure (WBS)	
8.3 Gantt Chart	10
9.0 Requirement analysis (based on AS-IS analysis)	
9.1 Current business process (scenarios, workflow)	11
10.0 Transaction requirement (data entry, data update/delete, data queries)	13
11.0 Benefit and summary of proposed system	15
12.0 Summary	17

1.0 Introduction

A good CV, also known as a resume in some regions, is crucial for various reasons such as in the job search and career development process. It's not only giving the first impression but also showcasing our qualifications and highlighting our achievements. GetMe Hired is a website that provides CV templates, CV writing techniques as well as conducts webinars to its customers, with CV writers from TESL background who have been proofreading and developing more than 800 CVs before. GetMe Hired cooperates with industry such as a number of employers like American Express, KPMG, RHB, and so on in the mission of recruiting desired employees.

2.0 Background study

Students, most importantly the final year students, require an abundant amount of skills to write a CV. In most cases, they provide a lackluster end product. This results in them not being shortlisted for any job from their desired field. The importance of a CV transcends its role as a mere document; it serves as a dynamic representation of an individual's skills, experiences, and qualifications. A comprehensive background study on CV writing unveils the significance of this tool in the context of career development and job-seeking endeavors. The evolution of professional communication and the changing expectations of employers are reflected in the history of CV writing. CVs were originally simple papers that listed essential qualifications; nevertheless, they have evolved into sophisticated, strategic documents that are customized for certain sectors and jobs over time. Employers are placing a greater emphasis on soft talents than technical skills. The study looks at how well-written resumes may communicate skills like teamwork, communication, and flexibility and help paint a complete picture of the applicant. In the current globalized world, where people frequently seek chances abroad, the background research investigates how CV writing takes cross-cultural factors into account. It entails being aware of various presentation styles, linguistic quirks, and resume conventions. A thorough education in CV writing is necessary for anyone navigating the intricacies of the job market. Through a grasp of the technological effects, industry-specific criteria, historical development, and current trends, people may build resumes that not only highlight their abilities but also align with employers' expectations in a continuously evolving professional world.

3.0 Problem statement

1. Lack of free trial feature

Potential customers are unable to test the final CV product's effectiveness and quality before making a purchase due to the lack of a free trial option. This constraint makes it much more difficult for the platform to interact with and win over potential customers who might be hesitant to commit without first seeing the results of the service.

2. Manual email sending

The member area's login details, which include tutorials and CV templates, are also delivered by manual email protocols after purchase. The use of a manual approach in customer communication results in inefficiencies, delays, and possible mistakes. It negatively affects customer satisfaction and retention by failing to deliver the automated and timely service that consumers have come to expect in the digital age.

3. Lack of dedicated telemarketing system

The lack of a dedicated telemarketing platform limits the platform's ability to interact with potential customers in a proactive manner. Potential gain of users and market expansion is hindered by the platform's limited marketing potential and inability to generate new leads due to a lack of systematic outreach and interaction.

4.0 Proposed Solution

HireMe is a new system that we are to introduce to the Getmehired.io, in which we are concentrating on providing extra features that can bring convenience and enhance user's experience to the website.

This system will showcase the sample final products of various CV writing packages directly on the website before purchasing it. Hence, the customer has the privilege to preview templates and look at the overall writing styles and design encapsulated within each package. This method allows the customer to assure that their chosen CV writing package is aligned with their envisioned CV style and requirements.

Previously, the customer was unable to preview sample final products of different CV writing packages before making any commitment. This resulted in the customer's hesitation regarding the suitability of templates and the writing style of their chosen package. This lack of visibility causes the customer to hesitate in their decision-making.

Besides that, the implementation of this system with an automated email sending system ensures the email is delivered immediately after the customer completes the purchase. It guaranteed the prompt of delivery even outside of the regular office hours. Customers can enjoy uninterrupted service regardless of the purchasing time. In addition, this system reduces reliance on manual intervention. This not only significantly reduces the overall operational costs associated with staffing resources required for manual email sending, it also eradicates delays and uncertainty as staff is not available 24/7.

Moreover, this system is integrated with a third party platform, Bitrix24 as it is prepared with all the telemarketing tools needed. By making use of the existing functionalities within Bitrix24, this system can empower the stakeholder to expand their marketing outreach significantly. This allows the stakeholder to personalized engagement with potential customers, fostering stronger connections and greater visibility in the market. In addition, the integration with Bitrix24

eliminates the need to develop an new in-house telemarketing system, reducing both development costs and resource allocation.

5.0 Objective

We had set objectives to enhance the user's experience and stakeholder's burden which has mentioned above:

- To help customer to make up their decision in selecting CV writing packages
- To provide a system that can send the email automatically
- To help stakeholder to expand their marketing capabilities
- To provide a way to engage potential customer more effectively

6.0 Scope

6.1 Project scope

We are creating a system that can help getmehired.io to gain more customers. The system requires the user to register an account using their email address. Then, the system will show packages for the customers to choose.

For customer:

The system will display samples of the finished CV products to give customers an overview of the world of possibilities contained in each bundle. Furthermore, customers immediately receive an email post-selection with ready-to-use templates and essential CV writing training.

For getmehired.io telemarketing team:

The system is integrated with Bitrix24 for telemarketing. The team can produce customized ads to develop stronger relationships with their customers. Through the utilization of Bitrix24's functionalities, the telemarketing team may create customized messages that speak to the unique requirements and goals of potential customers, increasing interaction and conversion rates.

6.2 System boundaries

HireMe is a system that can showcase a preview of the final product of the CV. There is also an automated email sending functionality for automatically sending emails that contains CV writing tutorials and templates. The system also integrates with Bitrix24 for telemarketing purposes.

7.0 User view

7.1 Job Seekers	Description
	View available templates and choose the most suitable one.
	Utilize writing suggestions and guidance for CV improvement.
	Interact with automated features such as email communication for document submission.
	Access trial versions of the system to explore its functionality.
	Access to create and edit personal curriculum vitae (CV).

7.2 Administrators	Description
	Oversee the overall functionality and security of the system.
	Manage user accounts and permissions within the system.
	Monitor system usage, generate reports, and analyze data.
	Oversee the overall functionality and security of the system.

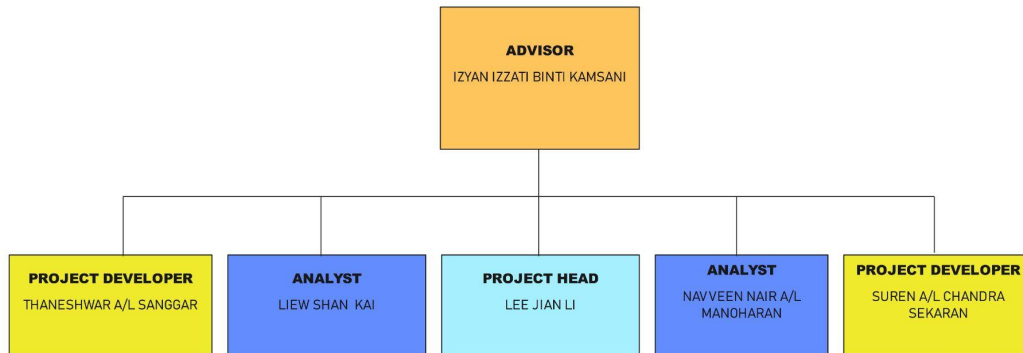
7.3 Telemarketing team	Description
------------------------	-------------

	Access customer information and system benefits to effectively communicate with potential users.
	Use the system to track leads, interactions, and follow-ups
	Receive training and updates on the system's features and benefits.
	Collaborate with administrators to address user inquiries and concerns.

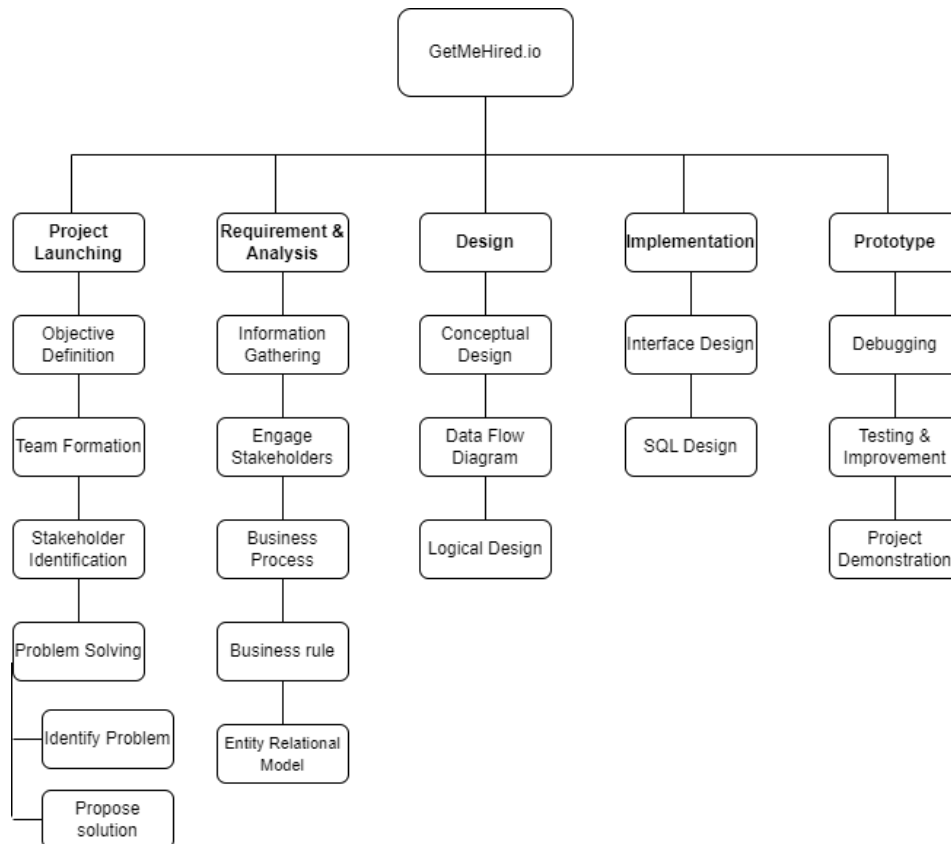
7.4 Customer view	Description
	Explore system features through trial versions.
	Receive personalized communication from the telemarketing team regarding system benefits.
	Access customer support features, including virtual assistant guidance and automated email communication.
	Have a seamless and user-friendly experience while creating and editing CVs

8.0 Project planning

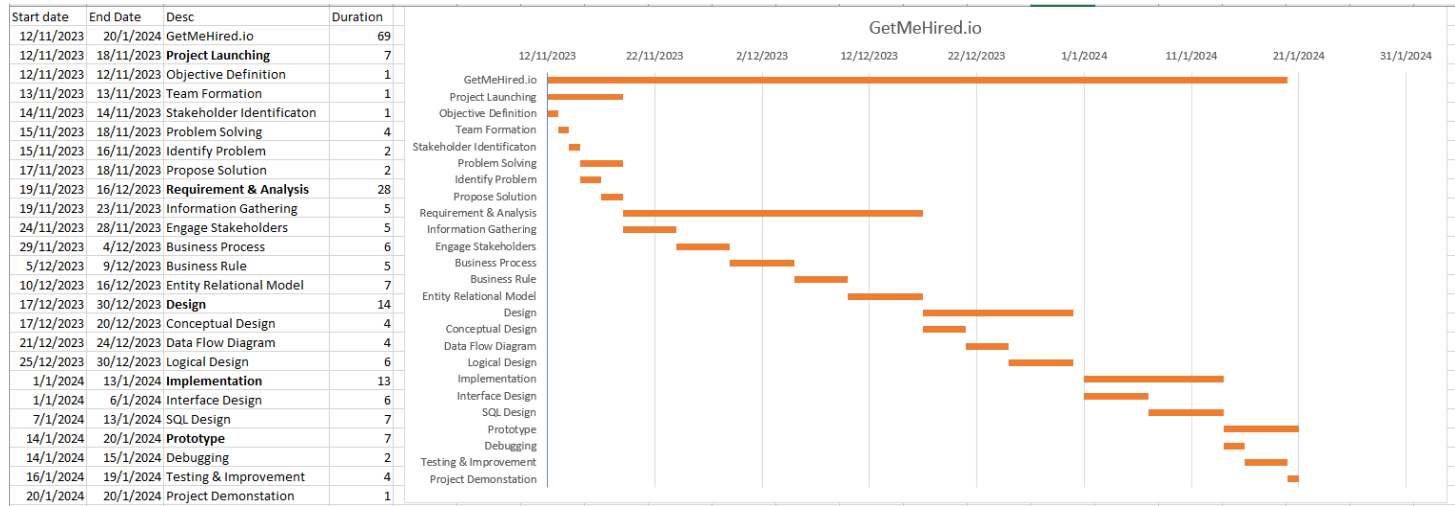
8.1 Human resources



8.2 Work Breakdown Structure (WBS)



8.3 Gantt Chart



9.0 Requirement analysis (based on AS-IS analysis)

9.1 Current business process (scenarios, workflow)

Business scenario

Scenario 1: Customer registration and purchase

User visits the website <https://getmehired.io/> to explore the available CV templates plan. A user does not necessarily need to register an account before proceeding to purchase. For the purchase, the user makes a selection by clicking the “Buy Now” button and proceed to a checkout page. In the checkout page, the user is prompted to enter necessary details such as full name, phone number, and email address. Users are needed to choose a payment method, which is powered by Billplz. After the payment is successful, the user shall receive a confirmation email of the purchase.

Scenario 2: Lack of free trial

User visits the website <https://getmehired.io/> to explore the available CV templates plan. Although each plan is shown with details of benefits and prices, there is no access to a free trial feature to try out the CV templates or services provided by the website. By offering a free trial feature, it can build confidence in potential customers, which can lead to trust in the brand and a higher likelihood of making a purchase.

Scenario 3: Manual email sending

After a successful purchase, the purchase is confirmed manually by the staff. Staff members prepare and send the email containing the CV templates and details to the email address provided by the user. There is no physical item that will be delivered throughout the process. The manual approach of the communication can result in delays, errors, and inconsistencies in the email delivery.

Scenario 4: Lack of dedicated telemarketing platform

The platform lacks a dedicated telemarketing platform, as the result it limits its ability to proactively reach out to potential customers. Currently Whatsapp is the only platform that is used for the communication between telemarketers and potential customers. There is

no direct sharing conversation between telemarketers to review the customers' inquiries and interests.

Workflow Analysis

The current business process involves users visiting the website, selecting a desired CV templates plan, and making manual purchases. After purchase, they will receive their CV templates and details through manual email delivery. Additionally, the platform lack a dedicated telemarketing platform, which affects its marketing potential and revenue.

The analysis provides a clear overview of the existing business processes, which is highlighting the challenges that are faced by the website in terms of free trials, communication efficiency, and telemarketing capabilities.

10.0 Transaction requirement (data entry, data update/delete, data queries)

Data entry

Objective: Enable administrators to manually create new user profiles.

Details:

1. Provide an administrative interface that enables the creation of user profiles with fields for necessary information.
2. Implement validation checks for accuracy and completeness.
3. Provide an option to attach Bitrix24 user data for telemarketing reasons when a profile is created,

Data update/delete

Objective: Allow administrators and registered users to edit or remove pre-existing user profiles.

Details:

1. Provide administrators and users access to the platform's profile edit and remove features.
2. Create a system of audit trails to monitor changes made to profiles.
3. Make sure that profile modifications are in sync with Bitrix24 to maintain consistency in telemarketing data.

Data queries

Objective: Enable administrators to search up and obtain particular user profiles.

Details:

1. Implement search features according to the attributes of the user profile.
2. Provide tools for reporting so that user profiles can be summarized for marketing research.
3. Incorporate Bitrix24 query capabilities for easy user data retrieval.

CV creation and management

Objective: Enable users to create, update, and manage their CVs.

Details:

1. Provide a range of final CV samples for review before purchasing a package.

2. Create an automatic email system to send tutorials and CV templates to customers after they make a purchase.
3. Provide tools for creating CVs that are integrated and that let users enter, update, and delete saved CVs.

Approach to implementation

1. Requirements gathering: Gather complete requirements for CV development, user profile management, and Bitrix24 connection.
2. Design phase: Create mockups of the user interface for the functions of email automation, CV creation, and profile management.
3. Development: Perform features in accordance with specifications, guaranteeing a smooth integration for the interchange of telemarketing data with Bitrix24.
4. Testing: Verify all transactional features, email automation, and Bitrix24 integration thoroughly through testing.
5. Deployment: Include all the developed features into the system, offer training, and record user manuals.

11.0 Benefit and summary of proposed system

This proposal outlines a collaborative project involving both System Analysis and Design and Database subjects. On November 2, 2023, we engaged with the founder of the existing system, GetMeHired.io, to comprehend its functionality. Through this interaction, we identified areas for enhancement and gradually presented ideas aligned with the system's core purpose.

The primary objectives of the system encompass:

1. Ensuring optimal delivery of curriculum vitae templates.
2. Providing tailored suggestions to enhance clients' writing skills when formulating their resumes.

The integration of progressive features into our curriculum vitae (CV) system aims to enrich user experience, particularly for clients and final-year students seeking employment opportunities.

1.Introduction of Free Trials:

By providing complimentary trials, we afford potential users the chance to firsthand experience the functionality and value of our curriculum vitae (CV) system. This approach enables them to explore features, fostering confidence in the product before making a commitment.

2.Automated Email Communication and Virtual Assistant Support:

Implementing automated email communication streamlines interactions between clients and CV writers. Additionally, a virtual assistant offering real-time suggestions on grammar and vocabulary ensures clients receive comprehensive support before their documents reach the CV writer. This does not only enhance the final product's quality but also expedites the entire process, saving time for both parties.

3.Telemarketers for Product Promotion:

The inclusion of telemarketers serves a dual purpose. Firstly, it promotes widespread adoption of our curriculum vitae system among final-year students by effectively communicating its benefits. Telemarketers can spotlight the system's features, emphasizing its role in assisting students

secure job opportunities and internships. Secondly, by directly reaching out to potential users, we establish a personalized connection, addressing individual needs and concerns, thereby driving product engagement.

Advantages of Implementation:

1. Enhanced User Confidence:

Offering free trials builds trust, enabling potential users to experience the system's capabilities firsthand and increasing confidence in its effectiveness.

2. Efficient and Supportive Communication:

Automated emails and virtual assistant support streamline communication, providing immediate assistance, enhancing document quality, and ensuring a smoother user experience.

3. Personalized Marketing:

Telemarketers enable a direct and personalized approach, effectively conveying the unique advantages of our system. This is particularly beneficial in promoting the product among final-year students, addressing their specific needs and concerns.

4. Increased Adoption Rates:

The combination of these features not only attracts initial interest but also facilitates a seamless onboarding process, increasing the likelihood of widespread adoption, especially among final-year students transitioning from academic life to the professional world.

In summary, the implementation of free trials, automated communication, virtual assistant support, and telemarketing initiatives collectively contribute to a more user-friendly, efficient, and widely adopted curriculum vitae system, tailored to the needs of clients .

12.0 Summary

The current operational constraints faced by getmehired.io are multi-faceted. First, the lack of a free trial feature limits the potential customer's ability to evaluate the effectiveness and quality of the final resume product before making a purchase decision. The lack of a trial option prevents the platform from interacting with cautious customers who want tangible proof of the value of the service. Additionally, relying on manual email protocols to deliver credentials such as tutorials and resume templates introduces inefficiencies, delays, and the potential for errors. This manual approach not only fails to meet expectations for timely, automated service in the digital age, but also negatively impacts customer satisfaction and retention. Additionally, the lack of a dedicated telemarketing system hinders the platform's active interaction with potential customers. A lack of systematic reach and interaction limits a platform's marketing potential and hinders its ability to generate new leads and grow its user base.

To address these challenges, the proposed solution, HireMe, is designed to bring about a transformation in the user experience on getmehired.io. Firstly, HireMe introduces a revolutionary feature allowing customers to preview sample final products of various CV writing packages directly on the website. This empowers customers with the ability to assess templates, writing styles, and designs encapsulated within each package before making a commitment. Such visibility not only instills confidence in the customer's choice but also addresses the previous hesitations stemming from the lack of a trial option. Moreover, the implementation of an automated email sending system ensures the immediate delivery of essential login details post-purchase. This not only ensures timely service delivery, but also allows us to function smoothly outside of normal business hours. By reducing reliance on manual intervention, the system significantly reduces operational costs associated with the human resources required for manual email sending. Additionally, the integration of HireMe with the third-party platform Bitrix24 serves as a strategic move to overcome the lack of a dedicated telemarketing system. By leveraging Bitrix24's extensive capabilities, HireMe enables stakeholders to expand their marketing reach. This integration facilitates personalized interactions with prospects, fosters stronger connections, and increases market visibility. Importantly, this eliminates the need to develop a completely new in-house telemarketing system, reducing costs and optimally

allocating resources. In essence, HireMe represents a comprehensive solution designed to increase convenience and improve the user experience on getmehired.io by addressing the challenges identified in current systems .