

## PROBLEM STATEMENT

You have joined Grapevine as Chief Product Officer.

You have realised that the user base on our platform comes from one of the best companies across India, which can be easily used for far more than being a social networking platform. You want to launch a job portal feature as well on our platform, however want to ensure that you stand apart from Naukri.com, LinkedIn, etc. and showcasing the anonymity that users are being provided here with, in this new feature.

## GOAL

To Launch Job Portal feature on Grapevine

To come up with additional product features on current platform



## BRAINSTORM



## About Grapevine

Grapevine is a company that provides a platform for businesses to connect with their customers through employee-generated content. The platform allows employees to share their experiences working for the company, as well as their thoughts on the company's products and services. This content is then used to create a more personalized and engaging customer experience.

## Major Competitors of Grapevine



LINKEDIN



Naukri.com

**JOBVITE**

Jobvite



Hiretual



4.0 ★  
115 reviews 1 10K+  
Downloads



4.4 out of 5  
54 Ratings

## Problem Statement

## Overview

## User Persona

## Job Portal

## Competitor Analysis

## Solution Prioratization

## Feature #1

## Feature #2

## Monetization Strategy

## GTM Strategy

## Key Metrics



**Name:** Anjali  
**Age:** 25  
**Bangalore**

Anjali is a recent graduate with a degree in computer science. She is looking for a job in the software industry. She is active on social media and is always looking for new ways to network.

### Pain Points:

- Find a new job,
- Connect with other professionals in her field,
- Stay up-to-date on industry news



**Name:** Rahul  
**Age:** 35  
**Mumbai**

Rahul is the owner of a small business. He is looking for new clients and ways to grow his business. He is active in his community and is always looking for new ways to network.

### Pain Points:

- Find new clients,
- Grow his business,
- Stay up-to-date on industry trends



**Name:** Priya  
**Age:** 45  
**Delhi**

Priya is the HR manager at a large company. She is responsible for finding the best candidates for open positions, recruits, onportals, and motivates employees. She actively networks and seeks new learning opportunities.

### Pain Points:

- Find the best candidates for her open positions,
- Keep employees engaged and motivated

## Solution Prioratization

## Feature #1

## Feature #2

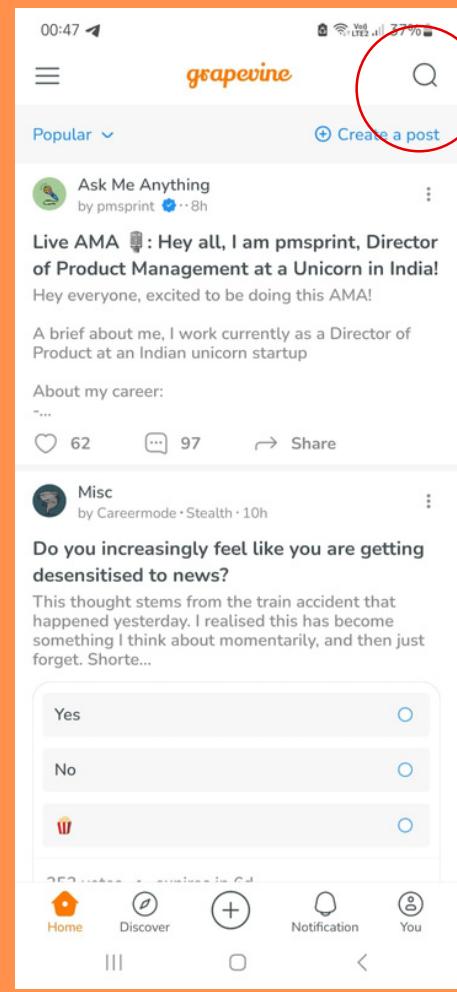
## Monetization Strategy

## GTM Strategy

## Key Metrics

**Here are two ways to land on the job portal page:**

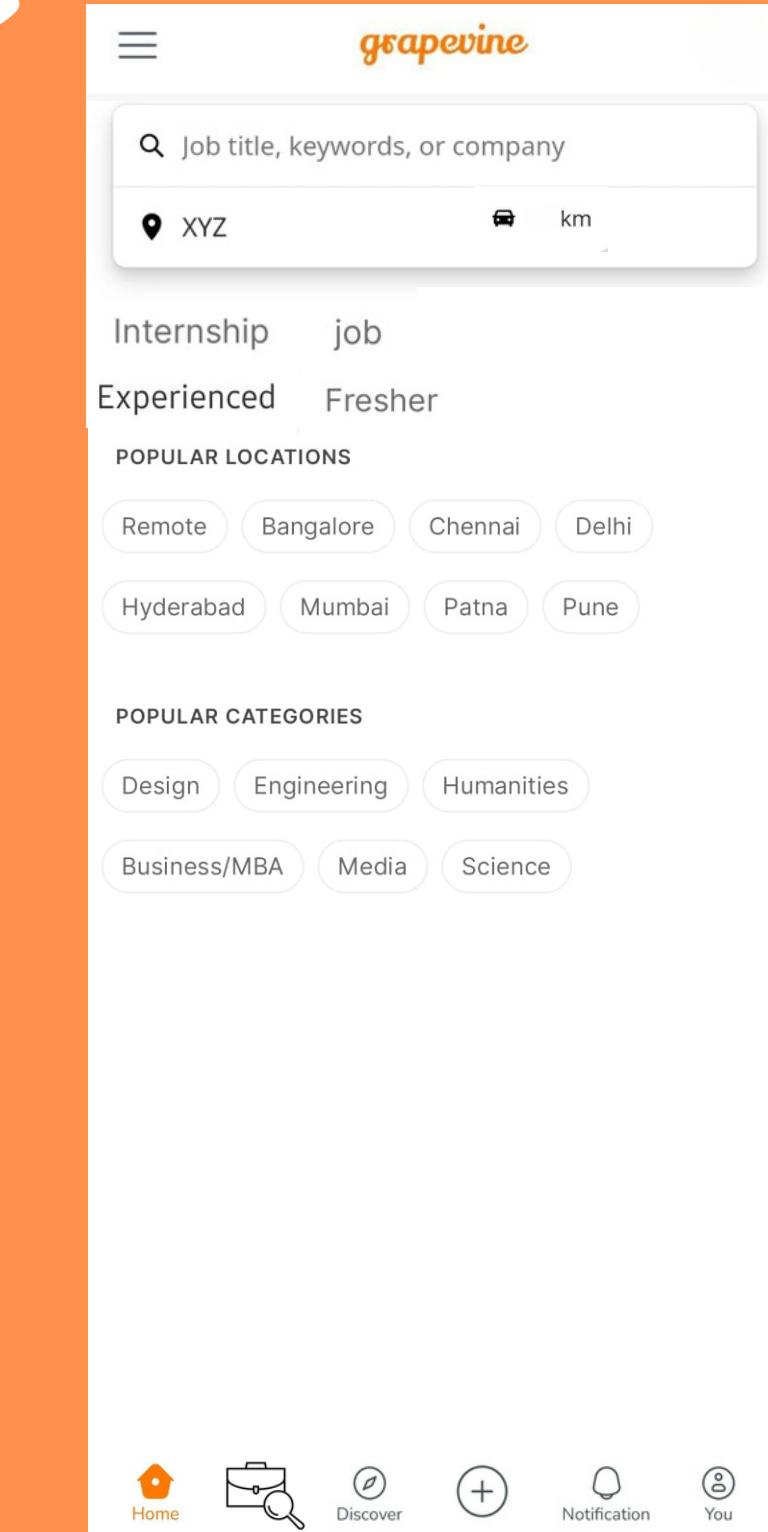
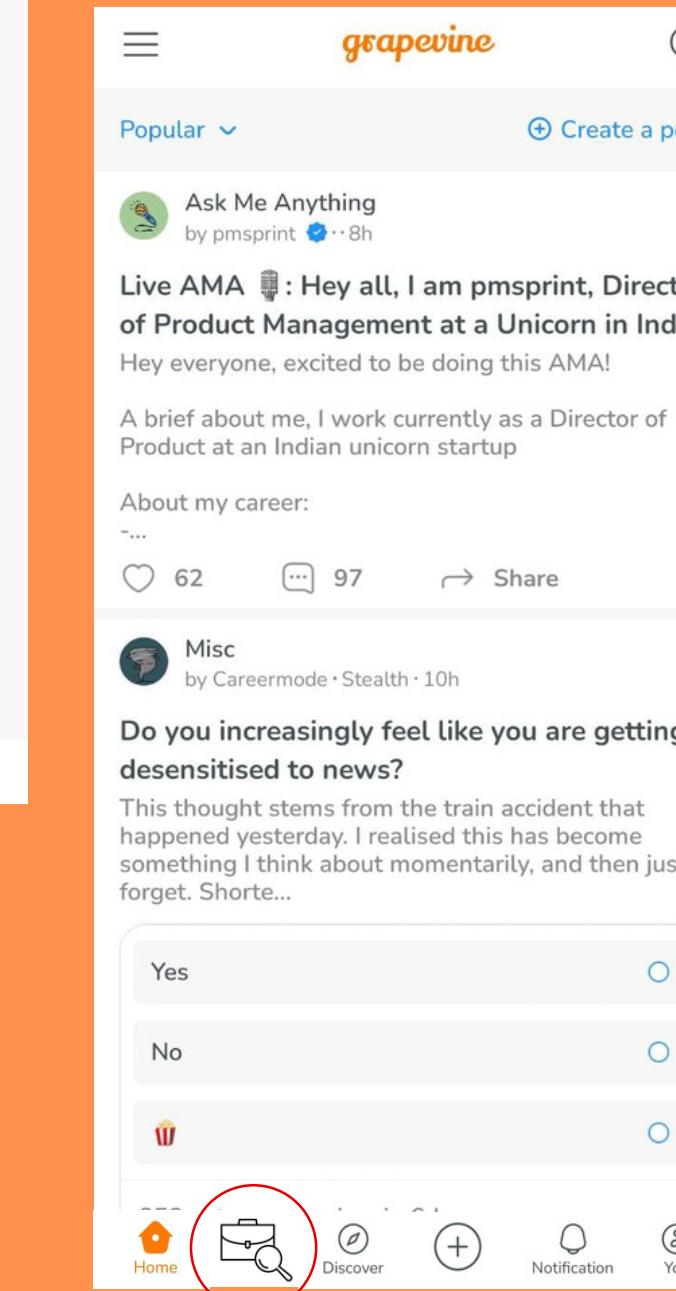
Search for jobs using the search bar. Simply type in a keyword or phrase related to the job you're looking for, and Grapevine will show you a list of all the relevant jobs.



Click on the "Search Jobs" bar section, which is located right next to the home button.



This will then take to the job section, where the user can search for his desired job that he wants to get into



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## Feature #1

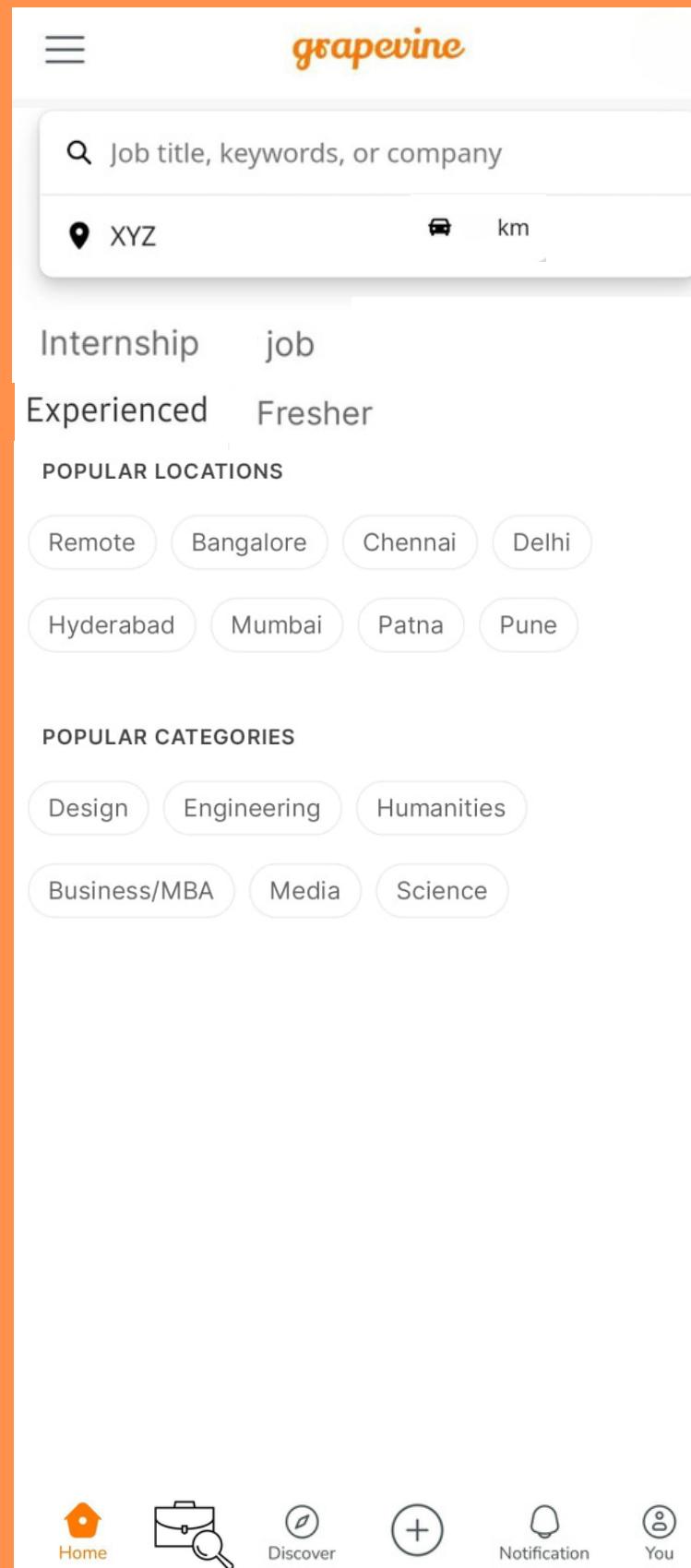
## Feature #2

## Monetization Strategy

## GTM Strategy

## Key Metrics

Competitor	Feature	Grapevine
Naukri.com	Does not have a fresher/experienced category	Has a fresher/experienced category
LinkedIn	Does not have popular categories like design, engineering, business, media, and science	Has popular categories like design, engineering, business, media, and science
Indeed	Does not show popular locations including remote	Shows popular locations including remote
Monster	Does not show the distance between the company and our location	Shows the distance between the company and our location



Below are some features that would set Grapevine apart from its competitors as they would provide job seekers with a more comprehensive and user-friendly job search experience.

- Salary estimator:** This feature would allow job seekers to get an idea of what they should be paid for their skills and experience. This would help job seekers negotiate for a higher salary when they are offered a job.
- Interview coaching:** This feature would provide job seekers with tips on how to prepare for and ace job interviews. This would help job seekers increase their chances of getting hired.
- Resume builder:** This feature would allow job seekers to create a professional resume that would be ATS-friendly. This would help job seekers get their resumes noticed by hiring managers.
- LinkedIn integration:** This feature would allow job seekers to connect their LinkedIn profile to their Grapevine account. This would allow job seekers to showcase their skills and experience to potential employers.
- Community forum:** This feature would allow job seekers to ask questions and get help from other job seekers. This would be a great way for job seekers to learn from each other and to get support during their job search.

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S.No	Feature name	Reach (% per 100 users)	Impact (scale 1-5)	Effort	Confidence	Rice score (decimals)	Priority
1	Salary estimator	90	4	3	80%	0.9	3
2	Interview coaching	80	3	4	70%	1.1	2
3	Resume builder	70	3	5	90%	1.35	1
4	LinkedIn integration	60	2	2	60%	0.72	4

Check [here](#), to know how I calculated these scores



## Proposed Solutions

### User Story:

As a **job seeker**, I want to be able to create a professional resume that would be **ATS-friendly**, so that I can get my resume noticed by hiring managers.

### Value Proposition to Grapevine

- It would help job seekers get their resumes noticed by hiring managers.
- This would make them more likely to use Grapevine to find jobs, which would in turn increase Grapevine's user base and revenue.

### Proposed Feature:

- The resume builder feature would allow job seekers to create a professional resume that would be ATS-friendly.
- The feature would include templates, tips, and examples to help job seekers create a resume that is tailored to their specific needs.

### Metrics to track:

- Number of users who use this feature
- Percentage of users who get their resumes noticed by hiring managers

### Feature 1 Resume Builder



Create your best resume

Build a free resume that gets you interviewed by employers

[Build My Resume](#)

## Solution Prioritization

## Feature #1

## Feature #2

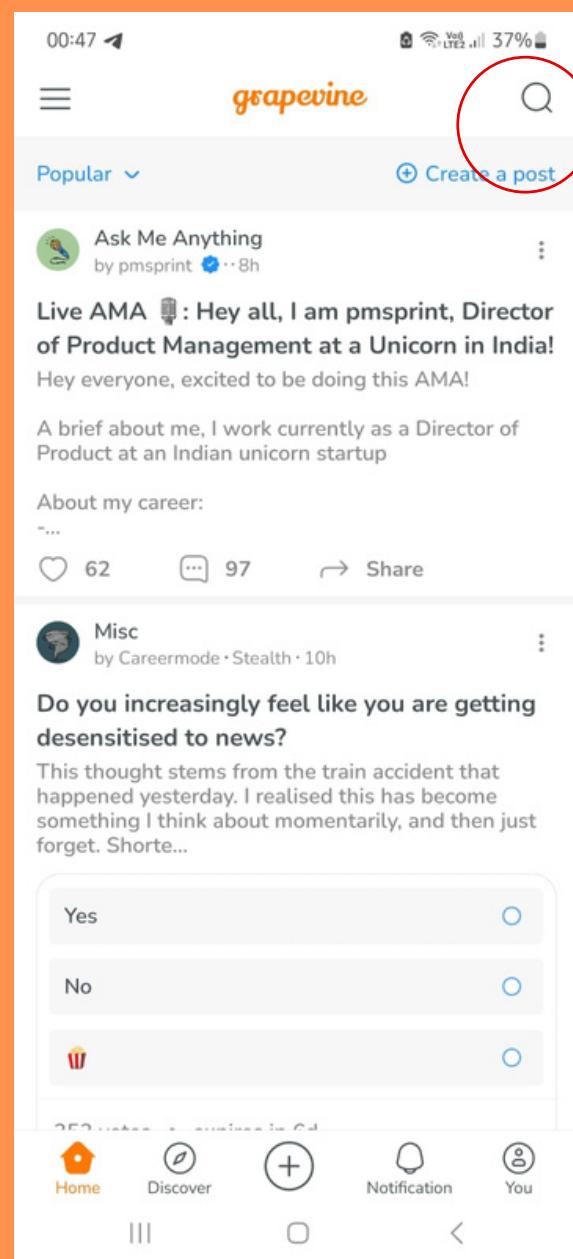
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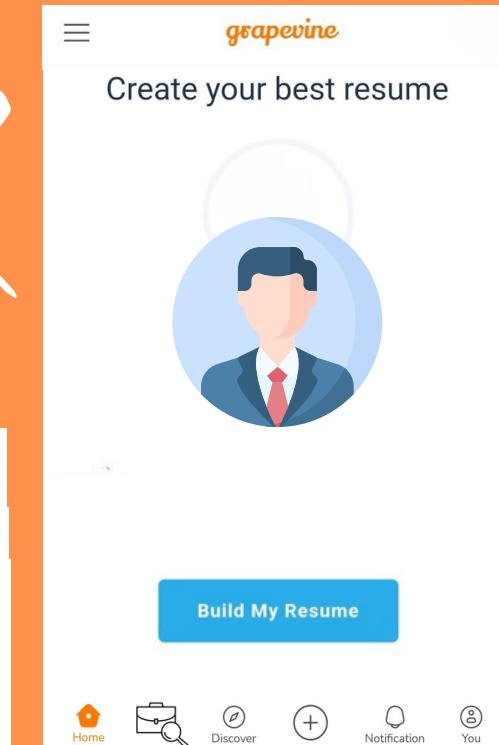
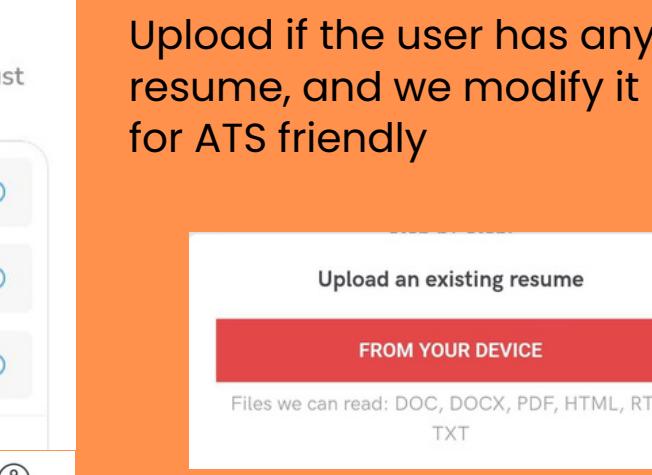
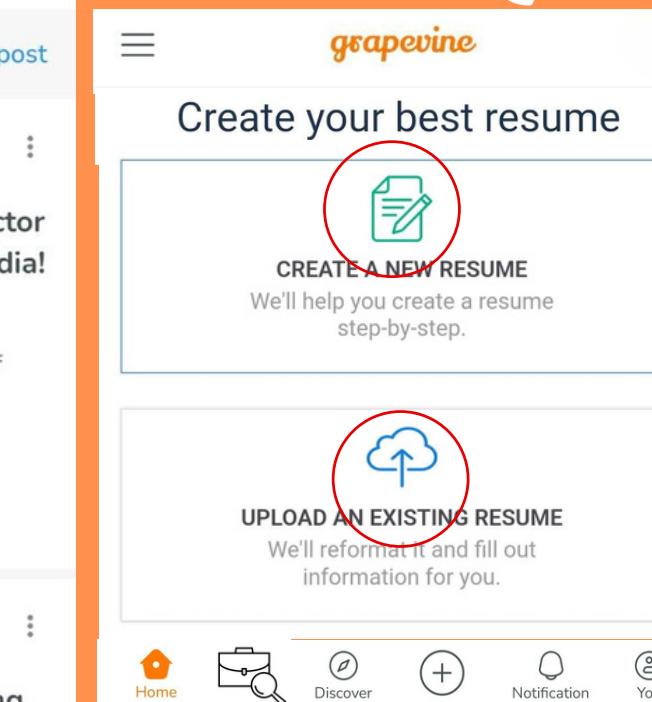
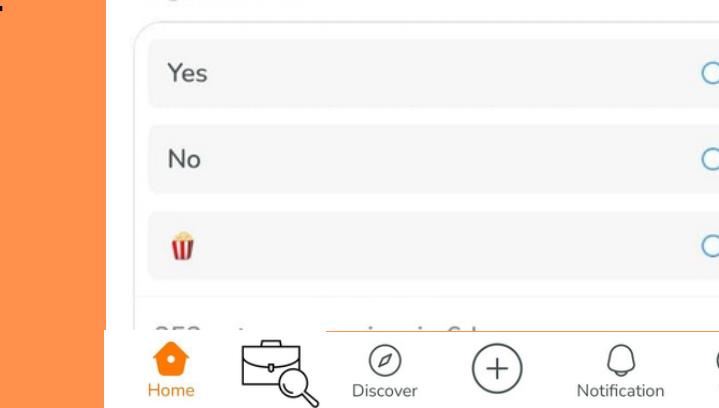
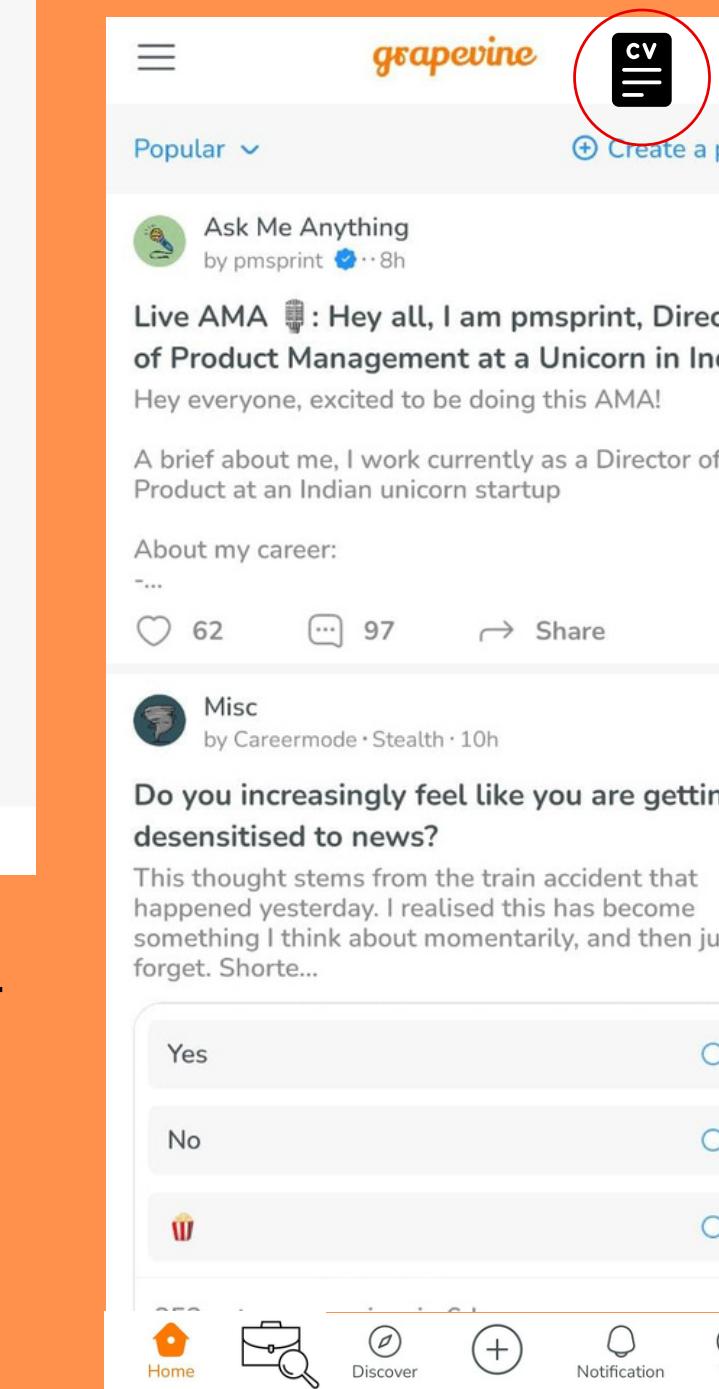
**Here are two ways to land on the resume builder page:**

Search for it using the search bar. Simply type in a keyword or phrase related to the job you're looking for



Click on the "Build our resume" bar section, which is located left next to the search button at the top.

This will then take to the resume section, where the user can create or download from existing great templates for his desired job that he wants to get into



We ask users for their details and preferences to create a resume that is tailored to their needs.

Then, We customize the template, as required by the user



## Proposed Solutions

### User Story:

As a **job seeker**, I want to be able to get an idea of what I should be paid for my skills and experience, so that I can negotiate for a higher salary when I am offered a job.

### Value Proposition to Grapevine

- It would help job seekers get a fair salary for their skills and experience.
- This would make them more likely to use Grapevine to find jobs, which would in turn increase Grapevine's user base and revenue.

### Proposed Feature :

- We would use a variety of factors to calculate a job seeker's expected salary, including their education, experience, location, and industry.
- The feature would be easy to use and would provide job seekers with a clear and concise estimate of their expected salary.

### Metrics to track:

- Number of users who use the feature
- Average salary estimate accuracy
- Percentage of users who negotiate for a higher salary after using the feature

## Feature 2 Salary Estimator

The mockup shows the Grapevine app's search screen. At the top, there is a header with the Grapevine logo and a search bar labeled "Job Title". Below the search bar are four input fields: "Location", "Add skill", "Major or Degree", and "Relevant Experience", each with a corresponding icon. A purple "Search" button is located at the bottom of this section. Below the search bar, there are sections for "POPULAR LOCATIONS" (Remote, Bangalore, Chennai, Delhi, Hyderabad, Mumbai, Patna, Pune) and "POPULAR CATEGORIES" (Design, Engineering, Humanities, Business/MBA, Media, Science). At the very bottom, there is a navigation bar with icons for Home, Discover, +, Notification, and You.



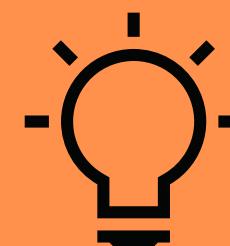
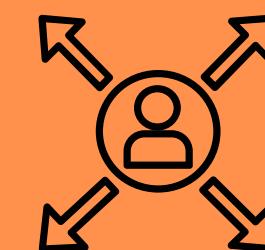
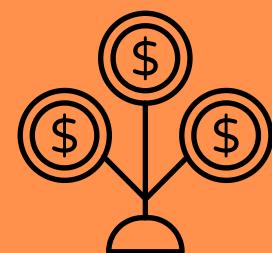
## Business Opportunity

- Job portal: Grapevine app can offer a job portal that allows users to search for jobs, apply for jobs, and network with other professionals.
- Resume builder: Grapevine app can offer a resume builder that allows users to create professional resumes that are tailored to their specific job search goals.
- Salary estimator: Grapevine app can offer a salary estimator that allows users to estimate their salary range based on their skills, experience, and location.
- Templates: Grapevine app can offer a variety of resume templates that users can use to create their resumes.
- Guidance: Grapevine app can offer guidance and advice on how to create a professional resume.
- Review: Grapevine app can offer users the ability to have their resumes reviewed by other professionals.

## Monetization Strategy

Grapevine app can monetize its services by offering a variety of subscription plans. These subscription plans can offer users access to features such as:

- Job alerts: Users can subscribe to receive job alerts that match their skills and experience.
- Resume hosting: Users can subscribe to have their resumes hosted on Grapevine app's website.
- Salary estimator: Users can subscribe to have access to Grapevine app's salary estimator.
- Grapevine app can also monetize its services by offering advertising. This advertising can be displayed on Grapevine app's website, in its job portal, and in its resume builder.

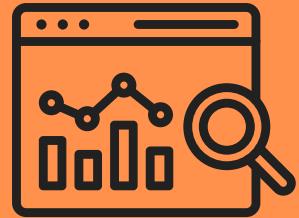


SAIRAM KUNSOOTH

JUNE 2023

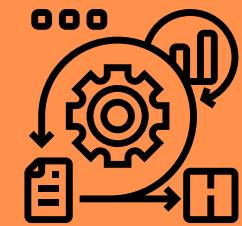
# Problem Statement

## Solution Prioritization



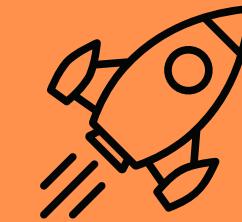
### Market Research

- Conduct primary and secondary research to understand user preferences, pain points, and expectations related to job searching, resume building, and salary estimation.
- Analyze competitor offerings and identify gaps where Grapevine's features can provide a unique value proposition.



### Feature development

- Design and develop the job portal feature, incorporating the following key components:
  - Job search functionality with advanced filters and personalized recommendations.
  - Resume builder feature allowing users to create professional and ATS-friendly resumes.
  - Salary estimator tool providing users with an estimate of their expected salary based on various factors.
  - Integration with LinkedIn profiles to showcase skills and experience to potential employers.



### Beta Launch

- Release the job portal feature, including the resume builder and salary estimator, in a beta version to a select group of users.
- Gather feedback on usability, functionality, and accuracy of the resume builder and salary estimator features.
- Monitor user engagement and performance data to identify areas for improvement and optimization.



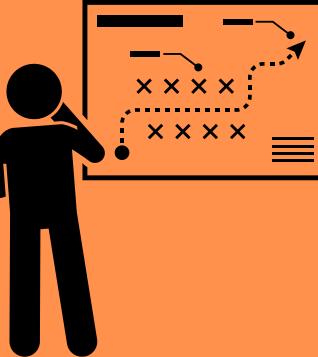
### Feedback

- Analyze user feedback from the beta version to prioritize enhancements and address any reported issues or concerns.
- Continuously iterate and improve the resume builder, salary estimator, and other job portal features based on user suggestions and needs.



### Final release

- Refine the resume builder feature to include additional templates, guidance, and customization options.
- Enhance the salary estimator with more accurate data sources and factors influencing salary calculations.
- Conduct thorough testing to ensure the seamless integration of the features within the job portal and the Grapevine app.



## Post Final Release



### Events

- Collaborate with industry associations or job fairs to participate in career-related events and showcase Grapevine's job portal features.
- Host virtual workshops or panel discussions with HR professionals or recruiters to share insights on resume building and salary negotiation.



### Partnerships

- Forge partnerships with recruitment agencies or career counseling services to offer additional resources to job seekers using Grapevine's job portal.
- Collaborate with educational institutions to provide job placement assistance and internship opportunities through the job portal.



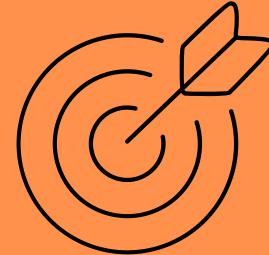
### Expansions

- Continuously enhance the job portal feature by adding new categories, industries, or niche job listings to cater to a wider range of job seekers.
- Consider expanding Grapevine's offerings to include additional career-related services, such as skill assessments or professional development courses.



### Marketing Campaigns

- Create targeted marketing campaigns highlighting Grapevine's job portal features, including the resume builder and salary estimator.
- Utilize online advertising, social media promotions, and email marketing to reach job seekers and employers looking for innovative job search solutions.



- Organize virtual events or webinars to educate users about the benefits and functionality of the resume builder and salary estimator features.
- Establish partnerships with industry experts or career coaches to provide additional insights and resources for job seekers using Grapevine's job portal.
- Explore expansion opportunities for the job portal feature, such as integrating additional tools for interview preparation or networking.

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## Key Metrics

## Engagement

- Number of unique visitors: This metric measures the number of people who have visited our job portal in a given period of time.
- Time on page: This metric measures the average amount of time that people spend on our job portal pages.
- Pages per session: This metric measures the average number of pages that people view during each session on our job portal.
- Bounce rate: This metric measures the percentage of people who visit our job portal and then leave without viewing any other pages.

## Satisfaction

- Job seeker satisfaction: This metric measures the level of satisfaction that job seekers have with our job portal.
- Employer satisfaction: This metric measures the level of satisfaction that employers have with our job portal.
- Net promoter score (NPS): This metric measures the likelihood that a customer would recommend our product or service to a friend or colleague.

## Conversion

- Conversion rate: This metric measures the percentage of people who take a desired action, such as applying for a job or submitting their resume, after visiting our job portal.
- Applicants per job posting: This metric measures the average number of applicants who apply for a job posting.
- Time to fill: This metric measures the average amount of time it takes to fill a job opening.

## Indicators

- Industry trends: Tracking industry trends can help us to understand the demand for talent in industry and make sure that our job portal is meeting the needs of job seekers and employers.
- Competition: Tracking our competition can help us to identify areas where we can improve our job portal.
- User feedback: Collecting user feedback can help us to understand what job seekers and employers are looking for in a job portal and make improvements to our feature.



## North Star Metric

Number of jobs filled per month



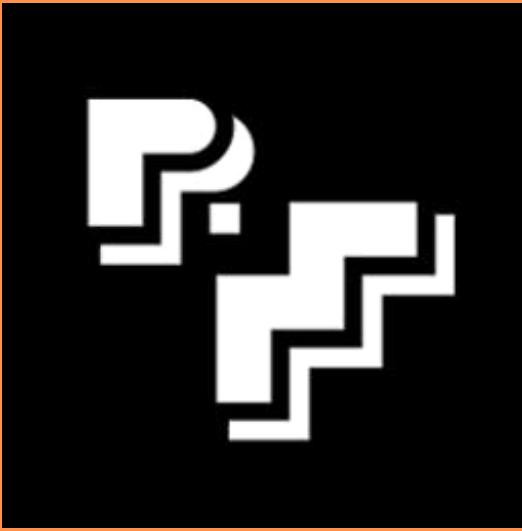
## Retention

- Returning visitors: This metric measures the percentage of people who visit our job portal more than once.
- Average time between visits: This metric measures the average amount of time between visits to our job portal.
- Number of active job seekers: This metric measures the number of people who have created a profile on our job portal and are actively looking for a job.

## Other Metrics

- Number of job seekers registered
- Number of job postings
- Number of clicks on job postings
- Number of applications submitted
- Number of interviews scheduled
- Number of offers made
- Number of jobs accepted

*Thank  
You*



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