**EPICS – Phase 5: Monetization & Employer Dashboard**

| **Epic ID** | **Epic Title** | **Description** | **Features** |
| --- | --- | --- | --- |
| EPIC-20 | Employer Sign Up & Profile | Dedicated flow for employers to register and manage their company profile. | - Employer sign-up flow - Company profile creation - Admin verification (if needed) |
| EPIC-21 | Paid Job Posting Flow | Allow employers to post jobs with tiered pricing for reach, visibility, and insights. | - Job posting wizard - Pricing tiers - Payment integration (Stripe/PayPal) - Job preview |
| EPIC-22 | Employer Dashboard | Personalized dashboard with analytics, applicant tracking, and post management. | - Job posting status - Application stats - Basic ATS (shortlist/reject) - Profile views |
| EPIC-23 | Applicant Analytics | Insights into applicant quality, locations, certifications, and skill match score. | - Certification breakdown - Skill match heatmap - Location demographics |
| EPIC-24 | Billing & Subscription System | Manage one-time payments, invoices, and employer subscription plans. | - Subscription plans - Invoices - Transaction history - Auto-renew toggle |

**✅ EPIC-20: Employer Sign Up & Profile**

| **User Story ID** | **As a...** | **I want to...** | **So that...** | **Priority** | **Story Points** |
| --- | --- | --- | --- | --- | --- |
| US-201 | Employer | Sign up as an employer | I can access features for job posting | High | 2 |
| US-202 | Employer | Create a company profile | Candidates can view and trust my company | High | 3 |
| US-203 | Admin | Verify employer authenticity | Prevent spam or fake postings | Medium | 5 |

**✅ EPIC-21: Paid Job Posting Flow**

| **User Story ID** | **As a...** | **I want to...** | **So that...** | **Priority** | **Story Points** |
| --- | --- | --- | --- | --- | --- |
| US-211 | Employer | Create and publish a job post | Candidates can apply | High | 5 |
| US-212 | Employer | Choose a job promotion tier | My job post can reach more relevant candidates | High | 3 |
| US-213 | Employer | Pay for the job post using Stripe or PayPal | I can publish my job after payment | High | 5 |
| US-214 | Employer | Preview the job post before publishing | I can ensure correctness | Medium | 2 |

**✅ EPIC-22: Employer Dashboard**

| **User Story ID** | **As a...** | **I want to...** | **So that...** | **Priority** | **Story Points** |
| --- | --- | --- | --- | --- | --- |
| US-221 | Employer | View my job posts and their status | I can track visibility and application count | High | 3 |
| US-222 | Employer | Manage applications (shortlist/reject) | I can quickly filter candidates | High | 5 |
| US-223 | Employer | See how many views my company profile has | I can assess brand traction | Medium | 2 |

**✅ EPIC-23: Applicant Analytics**

| **User Story ID** | **As a...** | **I want to...** | **So that...** | **Priority** | **Story Points** |
| --- | --- | --- | --- | --- | --- |
| US-231 | Employer | See certification trends among applicants | I can filter more effectively | Medium | 3 |
| US-232 | Employer | View applicant locations | Understand regional interest | Medium | 2 |
| US-233 | Employer | View top matching skills per applicant | I can assess candidate quality | High | 5 |

**✅ EPIC-24: Billing & Subscription System**

| **User Story ID** | **As a...** | **I want to...** | **So that...** | **Priority** | **Story Points** |
| --- | --- | --- | --- | --- | --- |
| US-241 | Employer | Subscribe to a monthly hiring plan | I can post more jobs at discounted rates | Medium | 3 |
| US-242 | Employer | View my transaction history | I can manage payments and reconcile finances | Medium | 2 |
| US-243 | Employer | Download invoices | For company accounting | Low | 2 |
| US-244 | Employer | Enable/disable auto-renewal | I have control over recurring payments | Medium | 2 |

**Sprint 1: Employer Onboarding & Job Posting Setup**

| **Sprint Goal** | **Implement employer onboarding and the ability to create and publish job postings.** |
| --- | --- |

**Selected Product Backlog Items**

| **PB ID** | **User Story** | **Priority** | **Story Points** |
| --- | --- | --- | --- |
| PB-5.1 | As an employer, I want to sign up and create a company profile so I can start posting jobs. | High | 5 |
| PB-5.2 | As an employer, I want to set up my company branding (logo, banner) to personalize my profile. | Medium | 3 |
| PB-5.3 | As an employer, I want to post a job with title, description, salary, visa option, and certification requirement. | High | 8 |
| PB-5.4 | As an employer, I want to view a dashboard of all my job postings and their statuses. | Medium | 5 |
| PB-5.5 | As an employer, I want to edit or archive previously posted jobs. | Medium | 3 |

🧮 **Total Story Points:** 24

**✅ Sprint 2: Payments, Analytics & Monetization**

| **Sprint Goal** | **Build employer monetization tools like payments for sponsored jobs and insights dashboard.** |
| --- | --- |

**Selected Product Backlog Items**

| **PB ID** | **User Story** | **Priority** | **Story Points** |
| --- | --- | --- | --- |
| PB-5.6 | As an employer, I want to choose between a free job post and a sponsored one with extra visibility. | High | 5 |
| PB-5.7 | As an employer, I want to make payments securely for sponsored job posts. | High | 8 |
| PB-5.8 | As an employer, I want to see analytics on how many views, applications, and clicks my jobs received. | Medium | 5 |
| PB-5.9 | As an admin, I want to manage employer payments, refunds, and track revenue. | Medium | 3 |

🧮 **Total Story Points:** 21