NTU Recruitment Day App

Project proposal

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2019

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# **Executive Summary**

The proposed application for the project is a mobile application for recruitment fair hosted by NTU for their students, where various companies will come and advertise job/placement opportunities. This allows the students to interact with different companies and gather more information on the type of job they are interested in. Currently, there is no platform available to the students where they can look into the companies coming beforehand or know which companies will be attending the Job/Recruitment fair, thus they cannot visit all of them on the day. Another issue students face is they do not know the location of the companies. This is very true, especially for students in the first year as they are un familiar with the campus, thus they may struggle to get around to locate the company they want to inquire about. In addition to this, there is no way to find out if the companies present offer placement opportunities or just job opportunities, as well as if they offer graduate schemes.

The proposed application will tackle this issue by providing the solution to all problems mentioned. The application will include a feature for the students to view all the companies that will be attending the recruitment fair. They will be able to filter the companies according to the job/opportunities they provide, so for example, if a Software Engineering student wanted to look for all the companies that will be coming to the recruitment fair, offering job/placements related to programming, they will be able to do so by using the dropdown option provided at the top. The options given would categorise the companies into their respective fields and by the jobs being provided, such as, IT, Business, Sports, Science etc. All the programming related courses, i.e. Computer Science, Software Engineering etc will be grouped under ‘IT’ and all sport related courses will be under ‘Sports’. The application will then display all the companies/opportunities related to the selected category. There will also be a map feature implemented in the application to allow students to see where they currently are on the campus. In addition to this, when they click on a job opportunity, there will be a button which will show the location of the company providing that opportunity on the map when clicked. They can also add the opportunities to ‘Bookmarks’ so they don’t lose track of the companies/opportunities they were interested in and would like to inquire about on the day. The students will be able to use a QR scanner to register their attendance. They will also have the option to “apply” for the job opportunity from within the application which will give them instructions on how to apply. The students will be able to change the campus map from settings depending on which campus the event is being held in.

The application will be managed by the admins. They will have a sperate interface compared to normal users (admin dashboard). They will be able to manage all user (admin and students), delete users, add new users (admin and students) and edit users. They will also be able to add opportunities being offered by different companies.

# **Software and Hardware Development options**

This section should make it clear to the business (who might not know much about the latest technologies) of why do we need a mobile application, what are the main hardware and software capability of mobile phones (e.g. GPS, Bluetooth communication..etc)?, why Android?, and how does it differ from iOS and other operating systems?. This section should focus on general hardware and software options of mobile phones rather than the proposed application.

* Include GPS function
* Include map of the campus
* Have login for admin and login for students
* Android since it’s the biggest mobile market currently

This proposed project will a mobile application for phones ran on android platform. The reason for choosing to do the project as a mobile application because it will make it easier for the user as they will always have all that information available to them on the go. So, during the event, when they are trying to remember what companies they wanted to visit, or the location of certain companies/opportunities, they can just logon the app and view their bookmarks. Whereas on a desktop app, they would first need to find a computer and then install the application or visit the website which will be very time consuming. The project will aim to target Android platform instead of iPhone (IOS). The main reason for this is because according to the statistics, Android share 74.45% of the market while IOS shares only 22.85% (Martyn 2019). This shows that the project will be able to influence a large number of audiences, compared to IOS and more people will have access to it.

# **Usability and Guidelines**

(any accessibility issues? E.g.is this app for the elderly?, does it require a bigger font? e.g. is it for children? Does it need to be colourful? Which design guidelines are you following (e.g. Google design guidelines, amazon Design guidelines, or provide an explanation of how the chosen colour, style, themes, materials are relevant). More information about Google/Apple material design and guidelines are provided in Week5 section.

# **Requirements and Constraints**

Extract requirements make use of the Persona template provided in Week5 section to help in extracting the requirements and needs. Are there any constraints to consider? Does the application require regular maintenance (e.g. database and network support)?, or external hardware that needs to be replaced (e.g. beacons or NFC tags need to be replaced or updated yearly..etc.), another example ( the app might work outdoor but not indoor because of GPS signals).

# **Proposed Idea and Impact**

(why this app?, what is the impact on the business (e.g. will it increase profit? More customers? Better management system?).

# **App Features**

What are the main technical application features (make use of the features template provided in Week5), e.g. login page, connection to the database, video gallery, interactive maps..etc.).

# **Evaluation of Paper prototype**

(2 users/functionality testing): Ask two people to try your paper prototype in terms of functionality and the suitability of resources/widgets, and ask them for suggestions to improve the design.

* Admin creating users? How will they get their password to login?
* How to know if they offer placements
* Recruitment fair info (next recruitment fair)

# **Appendices**

* 1. Personas (Template provided in Week5 section): Depending on your application, if you have more than one user type then you need more than one persona, e.g. if the application aims at the employees and staff then you need two personas 1)one for the manager 2) and one for the employees.
  2. Paper Prototype (Minimal Viable Product) after testing.
  3. Optional: paper prototype before user testing.

# **References**

Martyn casserly, M.C. 2019. IPhone vs Android market share. [Online]. [28 October 2019]. Available from: https://www.macworld.co.uk/feature/iphone/iphone-vs-android-market-share-3691861/