**Orbial – Overview**

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The requirement is to create and manage a software program reached via a website that allows users anywhere to successfully apply for jobs advertised on-line.

The software will tailor CVs specifically to selected positions to ensure the candidate is a good match. An automatically generated cover letter will offer relevance and a personal touch to applications.

To begin with the website will be aimed at finance professionals as the founders are themselves accountants and this immediately offers opportunity to market the solution globally.

**User Journey**

The required website will need to support a user journey as follows:

* User hears about the site by word-of-mouth, from a targeted campaign (email, Facebook etc), or passive learning (discussion on LinkedIn etc.).
* They visit the landing page (or main site) and decide to sign up. They simply enter their email address, validate it by receiving and clicking on a link from the site, and are prompted to create a password.
* They are prompted to set up their profile. It is stressed that the more detail they include about each of their previous jobs, the more tags there will be to make them a fit for advertised roles. The key information required – mostly standard – is as follows:
  + Name, contact info, photo (optional)
  + Professional summary — AI can draft one from key points
  + Work experience — AI helps phrase responsibilities and achievements in accounting language
  + Skills & certifications — suggest common accounting skills (QuickBooks, IFRS, GAAP)
  + Education & training — fill in with guidance including date ranges
  + Optional sections: languages, awards, memberships (e.g., ACCA, CPA)
  + Language that they wish to use the application in

Users may import their LinkedIn profile. They may also upload as many CVs as they wish. The application will absorb them all into a single profile that they may edit further

Unlike actual CVs which are often edited for brevity and relevance, the user profile should include as much information as possible

* After setting up the profile (which can be edited at any time) they confirm their selected tier of service. There are three available which offer the following benefits:
  + Free (default)
  + Standard (annual payment of US$79 or local equivalent)
  + Premium (annual payment of US$129 or local equivalent)
* The free service allows the user to do the following:
  + Import a job description on a “cut and paste” basis
  + Import a job description as a link
  + Create a cover letter and a CV using best efforts to match the job description with the relevant details from the user profile
  + The user can download both documents and do so as either Word or PDF documents
  + No history is stored
  + User is limited to 5 lifetime applications
* The standard service includes the features in the free service and additionally includes the following:
  + Unlimited applications
  + Keeps a copy of all cover letters and resumes sent over the previous 180 days
  + Allows the user to identify which applications have proceeded to a conversation or interview
  + For any application that has proceeded to an interview a user can generate a document that provides interview tips and answers to questions which AI feels are likely to arise. This adds value by helping users be prepared for specific opportunities but also proactively prepare for questions regarding gaps that may be apparent for an interviewer seeking specific experience
* The premium service includes the features in the standard service and additionally includes the following:
  + Keeps a copy of letters and resumes sent over all time
  + A facility which allows users to determine selection criteria for jobs they want to proactively search for including geography, title, salary, job description tags, time job has been open, and others as normally expected in such a search
  + A facility which allows users to pro-actively search the web for jobs which meet their selection criteria.
  + The search facility will look on the internet for jobs held on any site that meet the criteria of the user. This is a huge timesaver as users no longer have to proactively search for jobs, they will be simply presented with a list of available jobs that meet their search criteria
  + By default – to save time and maximize efficiency - a user will be limited to twenty open positions per day being returned by the search. This limit is flexible and may be changed by the administrator
  + Subsequent searches will only return incremental positions and will not repeat jobs already presented
  + A user can view the list of open positions and select the ones they wish to apply to
  + A user can select to download the generated cover letter and CV, edit locally if required, and then send manually. Alternately the user can select an option which automatically submits the cover letter and CV directly from the application using the direction provided in the job description. If these details are not identifiable the user will need to complete the process manually.

**Subscription**

If a user selects to use the Standard or Premium services, they will be asked to make payment for an annual subscription. Pricing will be decided on and presented to the user based on their location.

Stripe has been set up to receive funds from the user. The user may pay in any currency. Receiving successful payment from the user activates a subscription for one year. A user may upgrade their subscription at any time. Upgrading provides them with a subscription for the remainder of the current subscription period and is pro-rated at the upgraded rate. A user may cancel their subscription at any time, but no refunds are available.

No pricing point has yet been decided, and AI will be asked to provide suggested pricing for each tier of service beginning with USD, CAD, GBP, EUR, AUD and NZD.

**Development Requirements**

The requirements in summary are as follows:

* Build and publish a professional website with content that includes:
  + A main generic home web page explaining the service and its value
  + The ability for users to access the application in any language (English to begin with but architect appropriately for future language support)
  + One or more tailored landing pages for specific audiences
  + A sign-up wizard to allow people to register
  + A page that user’s default to whenever they login
  + The tools that allow users to perform all explained functions for Free, Standard and Premium service levels
  + A subscription management page for saving/editing payment details, changing subscription levels, cancelling the service plus other normal subscription activities
  + Integration with Stripe for payment
  + A user dashboard that keeps count of CVs and cover letters generated
  + An ability for a user to make notes attached to each application (where stored and available)
  + An administrator function which allows the following
    - Users to be deactivated
    - Users to have their service level changed manually
    - Reports that show
      * number of users (active, inactive, engaged, not engaged)
      * subscription values (historic, total, average, mean)
      * activities (applications, profile edits)
      * all of the above by geography, currency, language

The requirement is to develop the above including publishing the website on the hosting domain automatically after credentials are provided.

In summary it is expected that the following will be required to be build, published, edited and generally maintained.

**⚙️ Components Needed**

1️⃣ **Website & UI** — user registration, dashboard, profile editor, JD upload, AI preview, download/submit buttons.  
2️⃣ **Backend & Database** — store profiles, job descriptions, CV versions, application logs, Stripe billing info.  
3️⃣ **AI Logic** — generate CV text that matches JD, while staying truthful to user profile.  
4️⃣ **Stripe Integration** — manage free, standard vs premium tiers.  
5️⃣ **Communication** — email notifications, confirmations, status updates.  
6️⃣ **Job Crawler/Search (later)** — automatically find job ads from job boards.  
7️⃣ **Admin Panel** — manage users, payments, and see usage metrics.

**Legal**

The author of this document, and operator of this business, owns and manages a company called Orbial, Inc which is based in New Hampshire in the USA. The company owns the domain <https://www.orbial.com>. However, a separate domain will be created for this venture and the Orbial brand will only be used as a working title at this point.

Orbial already has a Stripe account and API credentials can be supplied as required. This will be used with the branded website.

Once the service is established as a potential success the intellectual property will be relocated outside of the USA and will be reached using a different domain operated by a different legal entity.

**Summary**

The goal here is to see if a complete global business service can be created and managed by one person. The person will only be expected to answer questions and provide information. It will be important that development is handled by the AI and only reported errors handled by the operator.

All development, publishing, hosting, marketing, budgeting and subscription management will be undertaken by AI with inputs from the single operator.

**Additional AI Questions**

**Clarification Questions Before Planning**

Please confirm or provide:

**1. 🔐 Stripe Integration**

* Do you already have a **Stripe account set up for Orbial**?
* If yes, can you provide access to API keys (test/live mode) when ready?

**2. 🌍 Language Support**

* Do you want the **entire interface localized** (menus, forms, etc.) or just AI outputs (CVs/letters/interview coaching)?
* Which languages should be supported at launch?

**3. 📬 Email Service**

* Do you have a transactional email service set up? (e.g., SendGrid, Mailgun, Postmark)
* Or should we use a built-in provider for launch (e.g., AWS SES or Mailchimp Transactional)?

**4. 🛠 AI Infrastructure**

* Are you expecting **ChatGPT to be used exclusively** for:
  + Resume/Cover Letter Generation?
  + Interview Coaching?
  + Job Parsing?
  + Or would you be open to additional AI tools like Claude, Gemini, or open-source LLMs?

**5. 🔍 Job Search Engine**

* Do you want job scraping/crawling built from scratch, or can it use APIs from sites like Indeed, LinkedIn, or Google Jobs where possible?
* Do you want to **avoid scraping** if ToS violations are a concern?

**6. 👤 Data Residency**

* Where should **user data be stored initially**? (e.g., US-based AWS, EU-based cloud, or something else?)

**Additional Answers to AI Questions**

Answer 1. Yes, a Stripe account exists for Orbial. API keys can be provided as appropriate.

Answer 2. Only English is required for a MVP set up. But eventually and in the interests of professionalism for a truly global product, an entire localized interface will be required and should be planned for in the architecture design.

Answer 3. Please use a built-in provider for launch. Cost is a consideration but ease of use and quality of embedded integration are the key factors.

Answer 4. I would anticipate using the best tool for each job and would anticipate ChatGPT providing honest and open guidance. I am OK using alternate AI for the entire project with one AI service acting as project manager if that were the appropriate direction to go.

Answer 5. This needs to be as easy as possible so use API's where possible and where provided. This is meant to be an ethical business so we should use discretion where a clear conflict with ToS are a concern.

Answer 6. Let's start with a US based cloud just to test out the concept. Eventually each user record will be stored on a server locally to ensure there are no data privacy issues. This should be factored into the design.