

Scenario:

Emily, a 24-year-old recent graduate from Durham University

Emily, age 24, is a recent graduate with a degree in Business Administration from Durham University. She grew up in Newcastle, a vibrant city in the northeast of England, where her parents run a small retail shop. Throughout her studies, Emily participated in internships, including one at a local marketing agency, and took part-time jobs in retail and customer service to help fund her education.

Upon graduation, Emily is now searching for a career that aligns with her interests in marketing and project management. However, she is overwhelmed by the number of job boards and the competitive nature of the market. While Emily has strong communication and leadership skills, she finds it challenging to filter through the hundreds of job listings and track her progress in each application.

Emily was introduced to **JobQuest** by a university career advisor and is excited to use its real-time industry insights and skills-matching feature. She values the AI assistance that helps her tailor applications and resumes based on the specific needs of employers. Additionally, the interactive map allows her to explore job opportunities not only in the UK but also across Europe, as she's open to relocating.

Emily is especially drawn to the JobQuest Partnership Program, where she can apply for exclusive job openings at companies actively seeking fresh graduates like her. The application tracker ensures she can monitor her progress for each job and receive alerts about her status, helping her stay organized and focused on her job search goals.

User Stories for Emily

1. As Emily, I want to receive personalized job recommendations based on my degree and skills, so I can find roles that fit my career interests.
2. As Emily, I want to filter jobs by location, since I'm open to relocating for the right opportunity.
3. As Emily, I want to use the skills-matching feature to find roles that align with my qualifications and experience.
4. As Emily, I want to track my job applications and know the status of each one.
5. As Emily, I want to receive alerts when a company changes the status of my application, so I can take timely action.
6. As Emily, I want to see job market trends and industry insights, so I can apply to in-demand roles.
7. As Emily, I want AI assistance to improve my resume and tailor it to job requirements.

8. As Emily, I want to explore job opportunities in other regions using an interactive map.
9. As Emily, I want access to exclusive job postings from companies partnering with JobQuest.
10. As Emily, I want to take a quiz that filters jobs based on my preferences and skills.

Feature List for Emily's JobQuest Experience

1. Personalized Job Recommendations: Matches Emily's profile to relevant job openings.
2. Location-Based Job Filter: Allows Emily to search for jobs based on geographic location.
3. Skills Matching System: Highlights job roles that match the skills in Emily's profile and resume.
4. Job Application Tracker: Keeps track of the jobs Emily has applied for and their current statuses.
5. Notification System: Sends alerts when there are status changes or new job opportunities for Emily.
6. Industry Insights & Trends: Provides real-time data on market demand and hiring trends.
7. AI Resume and Cover Letter Optimization: Helps Emily optimize her application materials.
8. Interactive Job Map: Lets Emily visualize job opportunities by location.
9. Partnership Program Access: Offers Emily exclusive job postings from partnered companies.
10. Job Filter Quiz: A customizable quiz that helps Emily find targeted job opportunities based on her preferences.