

Internship/Job Application Tracking System Project

Phase 1: Problem Understanding & Industry Analysis

Requirement Gathering

- **Core Needs Identified:**

1. Manage candidate records (personal details, resume, skills).
2. Manage job postings (title, department, description, location, number of openings).
3. Track applications (status updates such as Submitted, Shortlisted, Rejected, Hired).
4. Record interview details (date, interviewer, mode, result).
5. Automate communication (confirmation emails, interview schedule, result notification).
6. Approval workflow for HR manager to finalize hiring decisions.
7. Generate dashboards & reports for recruitment insights.

Expected Outcome: A clear list of business requirements before any development begins.

Stakeholder Analysis

- **HR Manager** – Final decision-maker for hiring, needs approval workflows and dashboards.
- **Recruiter** – Manages job postings, shortlists candidates, schedules interviews.
- **Interviewer** – Conducts interviews, records feedback, updates results.
- **Candidate (External User)** – Applies for jobs and receives communication.
- **System Administrator** – Manages configurations, security, and maintenance of the system.

Expected Outcome: A stakeholder responsibility matrix to ensure all user needs are captured before development.

Business Process Mapping

1. Candidate applies for a job → Recruiter receives application (currently via email/spreadsheets).
2. Recruiter reviews application manually → Decides if candidate should move forward.
3. Interview scheduled manually → Candidate informed via phone/email.
4. Interview results stored separately (spreadsheet, manual notes).
5. HR Manager makes final decision → Not formally tracked, approval often verbal.
6. Candidate informed manually → No proper history maintained.

Future State with Salesforce:

- Each step becomes a record-driven process in Salesforce (Application → Interview → Approval).
- Communication automated with email alerts & flows.
- Decisions stored in the system with audit trail.

Expected Outcome: A clear workflow showing how the system will work once implemented.

Industry-specific Use Case Analysis

- **Industry:** Human Resources / Recruitment / Talent Management.
- **Current Challenges in Industry:**
 - Recruitment is time-consuming due to manual tracking.
 - Lack of structured candidate data storage.
 - Difficulty in generating insights (e.g., how many candidates applied or were hired).
 - Communication gaps between HR, interviewers, and candidates.
- **Salesforce as a Solution:**
 - Custom objects to store structured recruitment data.
 - Automation to reduce manual work.
 - Dashboards for HR insights.
 - Approval processes to standardize hiring decisions.

Expected Outcome: Clear justification that Salesforce is suitable to solve the problem.

AppExchange Exploration

- **Gap Identified:** These existing tools are either too expensive or too complex for a simple internship/job tracking use case in an academic or small company scenario.
- **Decision:** Build a custom, lightweight solution on Salesforce with only essential features:
 - Candidate, Job, Application, Interview objects.
 - Validation rules, Flows, Triggers, Approvals.
 - Email templates for communication.
 - Dashboards for HR.

Expected Outcome: Justification for creating a custom Salesforce solution rather than using AppExchange products.