

NORTHEASTERN UNIVERSITY



GROUP ASSIGNMENT

Identify the Target Audience

PJM 6825 – Agile Lean Product Development

College of Professional Studies, Northeastern University

Submitted To:

Prof. Jim Hannon

Submitted by:

Abhinav Peter Chang, Tanvi Jain, Ishita Shah, Pradeep Yadav, Snehal Bhalegare

Date: November 13th, 2022

Table of content


Target Audience	3
Students Persona	3
Hypothesis	4
Customer Needs	5
What makes our approach unique and how it would add value to NEU students	5
Questions for discovery interviews with the target customer	6
Customer Benefit Table:	7
Reference	9


Target Audience:

The Co-App application is made for the betterment of the students at Northeastern University, for better development, and getting to connect during this hard and challenging position of getting a Co-op opportunity. This application is made to major help international students from across the globe that are working hard at the college of professional studies. It will decrease the hurdles for these students to capture their first internship or Co-op in the new country.

College of professional studies offers nineteen-degree courses based on the report from northeastern university foreign student report 2021 approximately thirty-three proportion of students in this university are international students. Our main target audience or the customers is the new and existing students of the college of professional studies. The first step here is to get to know about the opportunities available in the market for the people that are in the different courses. As this is a job searching application our main focus is that it should only contain professional and educational content. We make sure that people on this platform are legit and genuine so that they can share their professional thinking and connect with people with similar likes and backgrounds. Moreover, we are focusing on alumina batches from 2022, so that current students can take help from their seniors that have been throwing all these difficulties in the past and share their experiences.

Students Persona:

	<p>Name: Justin Kumar Singh Age: 23 Gender: Male Location: Boston, MA Interests: Soccer, Basketball, Debates, Music, Writing Apps most used: Instagram, Spotify Skills: Construction Management, Business Analyst, Microsoft Project, Professional Writing, Communication</p> <p>Goals:</p> <ol style="list-style-type: none"> 1. Graduate in 2023 with MS in Project Management degree 2. Get a job in a prestigious organization 3. Get a much better grasp of project management in her future job. <p>Wants:</p> <ol style="list-style-type: none"> 1. Not able to schedule time and want time management for grabbing the co-op 2. Want recommendations from the fellow peers that have prior experience in taking co-op. 3. Want to know in detailed information about the methods of filing for CPT.
<p>An international student from India who is in his third quarter</p>	

 <p>An international student from China in his third quarter</p>	<p>Name: Yui Zhia Age: 25 Gender: Male Location: Boston, MA Interests: Soccer, Basketball, Debates, Reading Apps most used: Instagram, Spotify Skills: Agile Project Management, Business Analyst, Microsoft Project, Professional Writing</p> <p>Goals:</p> <ol style="list-style-type: none"> 1. Graduate in 2023 with MS in Project Management degree 2. Before graduating, enhance both social and professional skills through an internship or co-op. 3. Get the job in California or in Seattle. <p>Wants:</p> <ol style="list-style-type: none"> 1. Due to a policy conflict, I was unable to accept a job offer for the summer of 2022. 2. Make connections with other CPS students, graduates, and instructors to obtain more specific information on employment and co-ops for foreign students.
---	---

Hypothesis:

The College of Professional Studies Boston will be able to better share resources and offer a greater chance of securing an internship if foreign students have access to 'Co-App'.

Solutions that already exists

1. Employment Websites: Glassdoor/Indeed/Zip recruiter are extremely useful job-searching tools that aid job seekers in discovering jobs in their selected field and location. These sites collect job postings from company websites, networking events, ad firms, and periodicals. Direct job postings from employers are also permitted on the network. Users can look for jobs in any industry and at any location. Users can look for work in a range of industries, such as (Software) Engineering, business, accountancy, and phone assistance, among others. Jobs posted by companies on these platforms fuel the search engine. Additionally, the company employs clustering to gather job postings from websites, advertising divisions, other recruitment agencies, and print media.
2. NU Source: NU Source creates a connection for life between individuals. Whether we are lifelong supporters, community colleges, recent grads, or lifelong members, we all want to interact and support one another. You have access to all kinds of materials, unique employment options, career help, the opportunity to coach or get training, as well as more, all in a single location. It fosters our professional development and facilitates our company's success. Introduce oneself to the group. Inside, we will be introduced to a variety of industries and

occupations, receive advice with our portfolios, and refine our interviewing skills. Employers seek specific talents and expertise, and the NU Origin association may be able to help.

3. **Job Fairs:** Nowadays there are multiple career events held by colleges, companies, and recruitment agencies where employers and students can connect and share information about each other. There is always a decent chance to meet numerous potential employers in one location at any form of the job fair. The possibility for interaction with numerous staff members from various organizations is provided to job searchers. Before they accept a position, they get the chance to interact in person and acquire a feel for the workplace environment.
4. **LinkedIn:** LinkedIn is a social network for business networking and job search. It is slightly different from other job-searching websites, it allows you to connect with people and learn about their workplace, culture, and their ongoing projects/endeavors. It is a great resource to expand your network. By making updates and connecting with others, LinkedIn helps us to present our resumes, search for employment, and build our professional reputation. On LinkedIn, we should like and comment on articles and subjects. We can develop or join networks in order to communicate with them and learn from users with similar activities, capabilities, or goals. We can also engage with our network using a series of succinct sentences known as LinkedIn responses.

Customer needs:

- Domestic and International students look for mediums to connect with their colleagues, alumni, and seniors from different CPS courses.
- A platform for students to find guidance on their Resumes, CVs, and Cover letters.
- A platform where potential employers and students can connect.
- If students cannot obtain employment during the initial months, they aim to move quickly and investigate possibilities for the remainder job window term.

What makes our approach unique and how it would add value to NEU students

Northeastern students will benefit from this project by creating and distributing a Co-app to help them overcome obstacles before and during their co-op cycle. This app will provide students with plenty of networking opportunities since it's only for CPS foreign students (Boston campus). The app allows students to find students with similar backgrounds and experience, as well as connect with references and recruiters. This user-friendly software would also allow students to quickly apply for internships based on internship start dates. CPS candidates will be able to narrow down their options with our app, even as our rivals offer networking opportunities. We would also be able to facilitate the overall Co-op approval process utilizing our software. Recruiters and students will be able to interact as time goes on, creating a win-win situation.

The Co-op process is heavily reliant on time. In addition to providing an enhanced platform for students to search for and select a suitable co-op, Co-app will also offer a job search engine. Additionally, students will gain greater convenience by being able to manage all their Co-op needs in one app. By using this platform, Northeastern administration could automate the process of co-op application and clearance. Because of this, we are convinced our approach will prove useful to CPS graduate students seeking co-op positions.

Questions for discovery interviews with the target customer:

By conducting three discovery interviews and developing a questionnaire, we have determined the target audience. The personas describe everyone.

>>INTERVIEWER 1

1)What quarter are you enrolled in at the present time?

-I am registered for the fourth quarter.

2)Tell me something about your co-op, were you able to get one?

- No, I do not currently have any Co-op options.

3) Are you experiencing/have you experienced difficulties in locating a Co-op according to your cycle?

- Yes, a lot of them. I received three offers but could not take them because of our university's Co-op deadlines.

4) What kinds of functions you would like to see introduced to our app to assist meet your needs?

- All the internships and co-ops opportunities have a certain deadline before which students have to apply for them, there has to be a filter for this students can easily search for them, and a way to contact other people like their professors to ask for references which will benefit the students. Enchanting the homepage with a short video, and testimonies will be great.

5) What are your thoughts regarding our application?

I adore your idea. It is great and I hope you execute it in the same approach as your vision.

>>INTERVIEWER 2

1)What quarter are you enrolled in at the present time?

- I am enrolled for the fourth quarter right now.

2)Tell me something about your co-op, were you able to get one?

- No, our CPS system is very flawed. I am unable to take advantage of every opportunity I have wanted.

3) Are you experiencing/have you experienced difficulties in locating a Co-op according to your cycle?

Indeed, a lot. Since most of companies hire interns in June, the start date mentioned in my offer letter was June. Unfortunately, due to NEU's strict timeframe, I had to turn down the opportunity, and my request to extend the start date was rejected.

4) What kinds of functions would you like to see introduced to our app to assist meet your needs?

Deadlines are pissing me off as an international student I'm not sure what to do when this is all new for me. I wish there was a way to get connect with the people who can help me this all problems. Moreover, it will be a plus if all this is available on one platform so that my time is not wasted.

5) What are your thoughts regarding our application?

It is going to be advantageous, especially for students from various places around the globe.

>>INTERVIEWER 3

1)What quarter are you enrolled in at the present time?

-I am currently in my 3rd quarter.

2) Tell me something about your co-op, were you able to get one?

Actually, I have started applying recently.

3) Are you experiencing/have you experienced difficulties in locating a Co-op according to your cycle?

- Not precisely because I have only started, but I think that I will not be having the same challenges as my seniors because I do not utterly understand the CPS's time constraints.

4) What kinds of functions you would like to see introduced to our app to assist meet your needs?

- A component that lists all the deadlines, restrictions, and steps that are discussed to find a solution. It should also be simple to filter out all the alumni work of the students in view of the job description and fit.

5) What are your thoughts regarding our application?

- I think that it will absolutely be beneficial for people like myself who are very much inexperienced with the CPT/Co-op protocols.

Customer Benefit Table:

Customer Advantages	Customer Reviews
Feature that provides guidelines to the students	1. There should be a feature that tell us about the deadlines of the ongoing co-op 2. Feature with a timeline, restrictions, and procedure to apply for the co-op
Good networking opportunities, profile selection, online chat facility.	There should be a feature where students can connect with people with the same interest, and professors, so that they can help with job search, and resume build-up.
Easy communication between students seeking help with co-op procedure	A feature that connects students to OGS with a chat feature were People can ask their questions easily and get a solution within minutes. Even get their CPT and OPT approved within minutes which currently takes a lot of time.
Job filter search according to the requirement	It should help us in eliminating the jobs as per job description
Connecting with recruiters worldwide	Connecting with recruiters directly.
User friendly user interface	This makes sure that people are engaged with the application and do not get bored.

One application for all the needs of internships, Co-op, and job search.	All the features within one application are a gem for the students.
---	---

References:

PeopleGrove. (n.d.). Helping You Navigate Life's Journey. Retrieved June 11, 2022, from <https://nusource.northeastern.edu/v2>

M. (2021, July 5). The Indeed Business Model – How Does Indeed Work & Make Money? Productmint. Retrieved June 11, 2022, from <https://productmint.com/the-indeedbusiness-model-how-does-indeed-work-make-money>

Osterwalder, Alexander. “A Better Way to Think About Your Business Model.” *Harvard Business Review*, 6 May 2013, hbr.org/2013/05/a-better-way-to-think-about-yo.

Athuraliya, Amanda, and View all posts by Amanda Athuraliya → “Business Model Canvas Explained | a Step-by-Step Guide With Templates.” *Creately Blog*, 25 Oct. 2019, creately.com/blog/diagrams/business-model-canvas-explained.