

EXP

THE RATEMYPROFESSOR OF  
INTERNSHIPS AND JOBS

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# THE PROBLEM

- Many students struggle to find quality internships and jobs in their career field, both prior to and after graduating. Students have little time as it is, and overcrowded job boards that are geared towards full-time careers with experience required don't make it any better. Even when students do find a potential entry-level job or internship, it's common that their dreams are crushed.
- So, how might we help people find meaningful, honest, insightful, and reputable internships and jobs to better their future?

# TARGET AUDIENCE

EXP is geared towards younger people searching for jobs or internships. We are looking to target, nonstudents, along with traditional and nontraditional (transfer or remote) students. The biggest two age segments we will have are **20-25 and 25-30**. This age range will include seniors nearing graduation, students who are looking for work, or graduates looking for their next career move.

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## EARLY ADOPTERS

When we talk about early adopters we are thinking about who will be the first few groups drawn to use our platform. The most important users will be the ones who feel lost in their career moves or others who feel intimidated by other job posting sites. These users don't know where to start, or maybe they thought they did but learned the hard way by landing themselves in a triangle scheme or some other undesirable job/internship. Often times other job sites claim to keep the job searcher in mind but in reality they put the companies and their revenue first. Early adopters would be people who enjoy to use sites like Glassdoor or Rate My Professor. These users trust what their peers say more than they trust organizations or businesses.

# Global Implications

## Marketplace

Job boards assist viable candidates to relevant employers in order to find the best mutual fit.

How it is being Handled:

- Reading job reviews
- Posts that show current business that are hiring
- Details about the company and what is expected in the job

Non-misleading job positions for students and recent graduates

The screenshot shows the Glassdoor homepage with a search bar for "Social Media Specialist" and filters for "Jobs", "Austin, TX", and "Search". Below the search bar, there are several job listings for "Social Media Specialist" in Austin, TX, each with a company logo, job title, location, salary range, and a "We're Hiring" button. To the right of the job listings, there is a company profile for "Just Media" with a summary: "Innovative, Fast-Paced Environment in Austin", a 4.5-star rating from 101 reviews, and a "Current Employee - Search Marketing Manager" review. The review includes pros like "Smart and inspired co-workers - Transparency from the executive level - Great overall culture with a unique start-up feel to the Austin office - Fast growing/ability for career growth - Great health benefits (best I've experienced at an agency)" and cons like "- Parking in Austin can be rough (but is supposed to get better with the new office location)".

# The Competition

- Careerbuilder, LinkedIn, ZipRecruiter, and Indeed are some of our competitors.

## Strengths:

- Connecting with employers through messenger on the job board site
- Have general location listed
- Job expectations and description
- Expected benefits are listed

## Weakness:

- No focus on reviews from past employees or students
- Lack of contact information or direct connection to HR department for update on an application or to ask questions
- Jobs are not relevant to students degrees
- Spammed with fake job titles and fake companies.
- No Alerts for instant updates of new business or current openings

# REVENUE MODEL: ADS

## Findings

By using Google Analytics, AdSense and other tools, we can refine our ads to improve our SEO and make effective campaigns for employers.

### Client Implications:

- Who is our target audience?
- How long will we run our campaign?

Effective performance indicators can include:

- Page Views
- Clicks per minute
- Click Through Rate

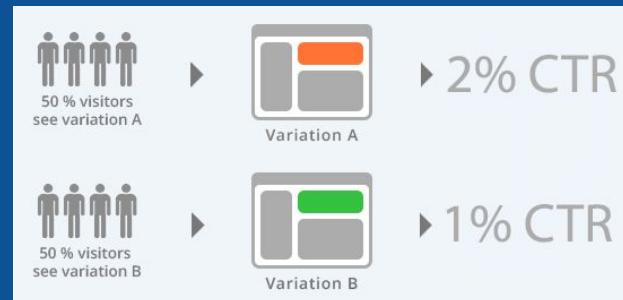


Image via: [Minterest](#)

# UNEMPLOYMENT DATA

Age, sex, and marital status	2017			2018									
	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.
<b>AGE AND SEX</b>													
Total, 16 years and over	4.1	4.1	4.1	4.1	4.1	4.1	3.9	3.8	4.0	3.9	3.9	3.7	3.7
16 to 19 years	13.7	15.9	13.6	13.9	14.4	13.5	12.9	12.8	12.6	13.1	12.8	12.8	11.9
16 to 17 years	15.0	19.1	15.2	15.0	15.5	14.9	13.8	14.8	14.4	13.6	13.4	13.8	10.7
18 to 19 years	13.2	14.4	13.2	13.3	13.7	12.6	12.7	12.2	11.4	12.5	12.2	11.9	13.0
20 years and over	3.7	3.7	3.7	3.8	3.7	3.7	3.6	3.4	3.7	3.5	3.5	3.3	3.4
20 to 24 years	7.2	7.1	7.1	7.4	6.8	6.6	6.7	7.1	7.4	6.9	6.8	6.9	6.8
25 years and over	3.3	3.3	3.4	3.4	3.4	3.4	3.3	3.0	3.3	3.2	3.2	3.0	3.1
25 to 54 years	3.4	3.4	3.4	3.5	3.5	3.5	3.4	3.1	3.3	3.2	3.2	3.0	3.1
25 to 34 years	4.4	4.3	4.5	4.3	4.4	4.2	4.4	3.8	3.9	3.5	4.1	3.5	3.6
35 to 44 years	3.0	3.1	3.0	3.1	3.1	3.2	3.0	2.8	3.1	3.1	2.9	2.9	3.0
45 to 54 years	2.7	2.7	2.7	3.0	2.9	2.9	2.8	2.7	3.0	2.9	2.6	2.7	2.7
55 years and over	3.1	3.1	3.3	3.0	3.2	3.2	3.0	2.8	3.1	3.1	3.1	2.8	2.8

Our main targeted audience averages an unemployment rate of 3-7%

By following our revenue model, employers looking to recruit can purchase ad space to find their potential candidates.

# SOLUTION

- Reviews about the interview, the interviewers, the boss, the job title, the pay, the actual job, the work environment and anything else related to the internship.
- Relevancy algorithms
- Misleading job title reports
- 100% crowdsourced