

PROJECT REPORT TEMPLATE

1.INTRODUCTION

1.1.OVERVIEW

A job application tracking system, also known as an applicant tracking system (ATS), is a software tool or system used by employers and recruiters to manage and streamline the process of hiring and tracking job applicants. It is designed to automate and centralize various aspects of the recruitment process, including job posting, resume screening, candidate management, interview scheduling, and hiring analytics.

1.2.PURPOSE

The purpose of a job application tracking system is to simplify and optimize the recruitment process for employers and recruiters. It provides a centralized platform for managing job applicants, allowing employers to efficiently track and manage the entire hiring process in a systematic and organized manner. Some of the key purposes of a job application tracking system include:

Job posting and applicant management: An ATS allows employers to create and post job openings on various job boards and career websites, and manage incoming job applications in one place. It provides features for reviewing and filtering resumes, tracking applicant status, and storing candidate information.

2.PROBLEM DEFINITION & DESIGN THINKING

2.1.EMPATHY MAP



Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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Need some inspiration?
See a finished version of this template to kickstart your work.

[Open example](#) →



Build empathy

The information you add here should be representative of the observations and research you've done about your users.



The image is a collage of various productivity and collaboration templates. At the top left, there's a 'Template' label. Below it, a 'Brainstorm & idea prioritization' template features a lightbulb icon and a section for 'Before you collaborate' with a 10-minute timer. Next to it is a 'Define your problem statement' template with a 5-minute timer and a section for 'How might we create a job application tracking system...'. To the right is a 'Brainstorm' template with a 10-minute timer and a section for 'Write down any ideas that come to mind that address your problem statement.' Below this is a 'Key rules of brainstorming' template with a 10-minute timer and a section for 'To run an smooth and productive session'. At the bottom left, there's a 'Need some inspiration?' template with a 10-minute timer and a section for 'Use a shared session to brainstorm ideas and track your work.' To the right of this is a template showing two calendar views connected by an arrow, suggesting a transition or comparison between two states.

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

30 minutes



4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

30 minutes



5

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the mural**
Share a share link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

- Strategy blueprint**
Define the components of a new idea or strategy.
[Open the template](#)
- Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
[Open the template](#)

[Share template feedback](#)



3.RESULT

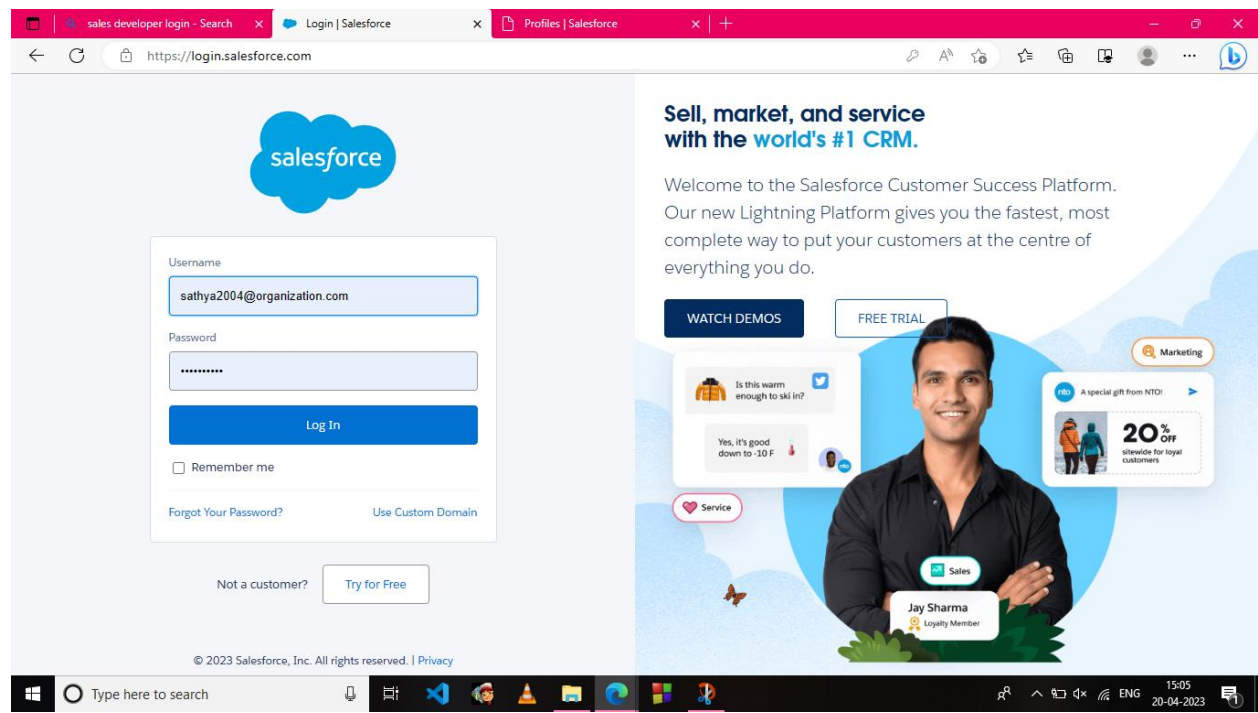
3.1.DATA MODEL:

OBJECT NAME	FIELD IN THE OBJECT	
1)Recruiter		
	Field label	Data type
	Job title	Text
	Recruiter Number	Auto number
2)Jobs		
	Field label	Data type
	Job Number	Auto Number
	Description	Text Area
	Location	Text
	Recruiter	Master Detail
3)Candidate	Field label	Data type
	Candidate number	Auto number
	Email	Email
	First name	Text
	Last Name	Text
	Phone Number	Phone
4)Job Application		
	Field Label	Data type
	Application Date	Date
	Job Application name	Auto Number
	Recruiter	Look Up

	Salary Expectation	Currency
	Status	Picklist

3.2.Activity & Screenshot

➤ Activity-1(Create Salesforce Account)



Activity-2(Create Objects & Field Relationships)

Recruiter Object

The screenshot shows the Salesforce Object Manager interface for the 'Recruiter' object. The 'Fields & Relationships' section is active, displaying a table of fields. Two blue circles highlight the 'FIELD LABEL' and 'DATA TYPE' columns. The table contains the following data:

FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Job title	Job_title__c	Text(30)		
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Recruiter Number	Name	Auto Number		✓

Description:

The recruiter object is a key component of a job application tracking system (ATS) or recruitment software. It refers to the profile or account of a recruiter, who is responsible for managing the recruitment process and identifying qualified candidates for job openings within an organization.

The recruiter object typically includes information such as the recruiter's name, contact details, job title, and areas of expertise. It may also include additional data such as the recruiter's past recruitment experience, qualifications, and performance metrics.

Jobs Object

The screenshot shows the Salesforce Setup page for the Jobs Object. The left sidebar contains a navigation menu with options like Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, and List View Button Layout. The main content area is titled 'Fields & Relationships' and shows a table of fields for the Jobs object. The table has five columns: FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The 'FIELD LABEL' and 'DATA TYPE' columns are highlighted with blue boxes. The table lists six fields: Created By, Description, Job Number, Last Modified By, Location, and Recruiter. The 'DATA TYPE' column shows the data type for each field: Lookup(User), Text Area(255), Auto Number, Lookup(User), Text(30), and Master-Detail(Recruiter). The 'INDEXED' column shows checkmarks for Job Number, Location, and Recruiter.

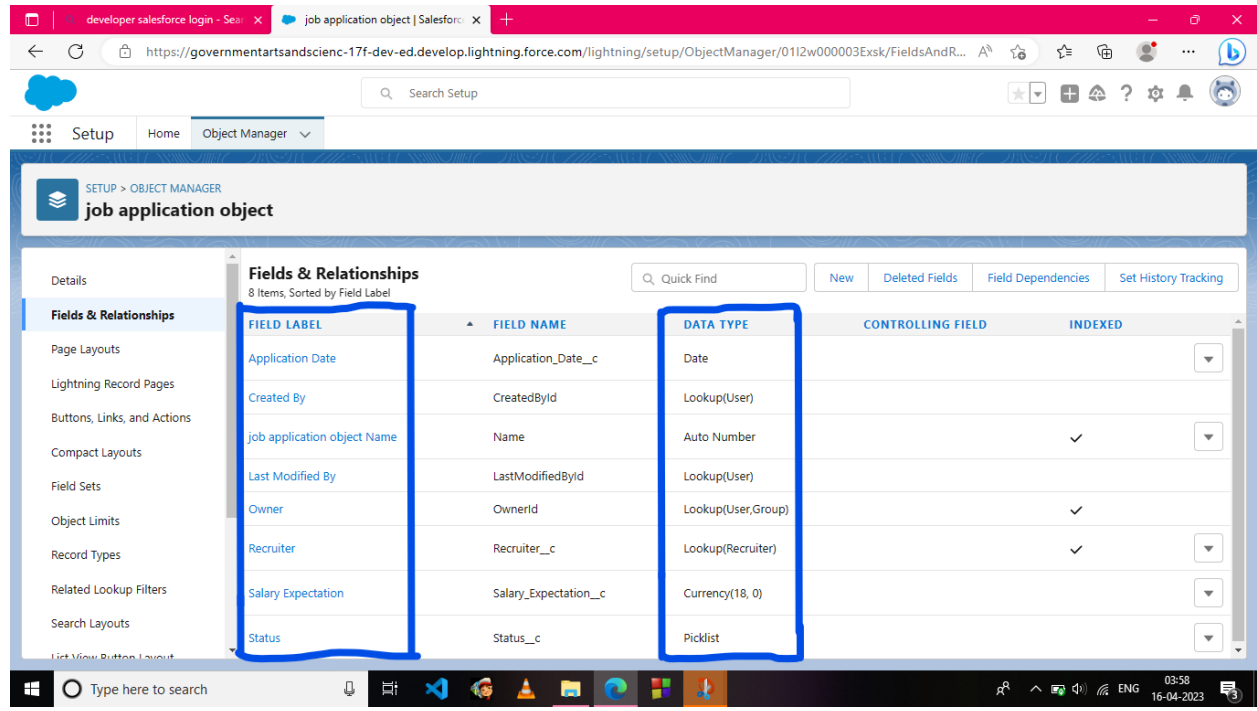
FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Created By	CreatedById	Lookup(User)		
Description	Description__c	Text Area(255)		
Job Number	Name	Auto Number		✓
Last Modified By	LastModifiedById	Lookup(User)		
Location	Location__c	Text(30)		✓
Recruiter	Recruiter__c	Master-Detail(Recruiter)		✓

Description:

The jobs object is a key component of a job application tracking system (ATS) or recruitment software. It refers to the data or information related to a specific job opening or vacancy within an organization. The jobs object typically includes details such as job title, job description, job location, salary range, required qualifications, and application deadlines.

The jobs object is used by employers and recruiters to create and manage job postings, track the progress of job openings, and facilitate the hiring process. It serves as a centralized repository of information related to job opportunities within an organization, allowing employers to effectively advertise job openings, attract qualified candidates, and screen applicants based on the job requirements.

Job Application Object



The screenshot shows the Salesforce Object Manager interface for the 'job application object'. The left sidebar contains a navigation menu with options like Details, Fields & Relationships, Page Layouts, Lightning Record Pages, Buttons, Links, and Actions, Compact Layouts, Field Sets, Object Limits, Record Types, Related Lookup Filters, Search Layouts, and List View Button Layout. The main area is titled 'Fields & Relationships' and shows a table of 8 items, sorted by Field Label. The table has columns for FIELD LABEL, FIELD NAME, DATA TYPE, CONTROLLING FIELD, and INDEXED. The fields listed are Application Date, Created By, job application object Name, Last Modified By, Owner, Recruiter, Salary Expectation, and Status. The data types are Date, Lookup(User), Auto Number, Lookup(User), Lookup(User,Group), Lookup(Recruiter), Currency(18, 0), and Picklist. The CONTROLLING FIELD column has checkmarks for Name, Owner, Recruiter, and Status. The INDEXED column has checkmarks for Name, Owner, Recruiter, and Status. The table is highlighted with a blue border.

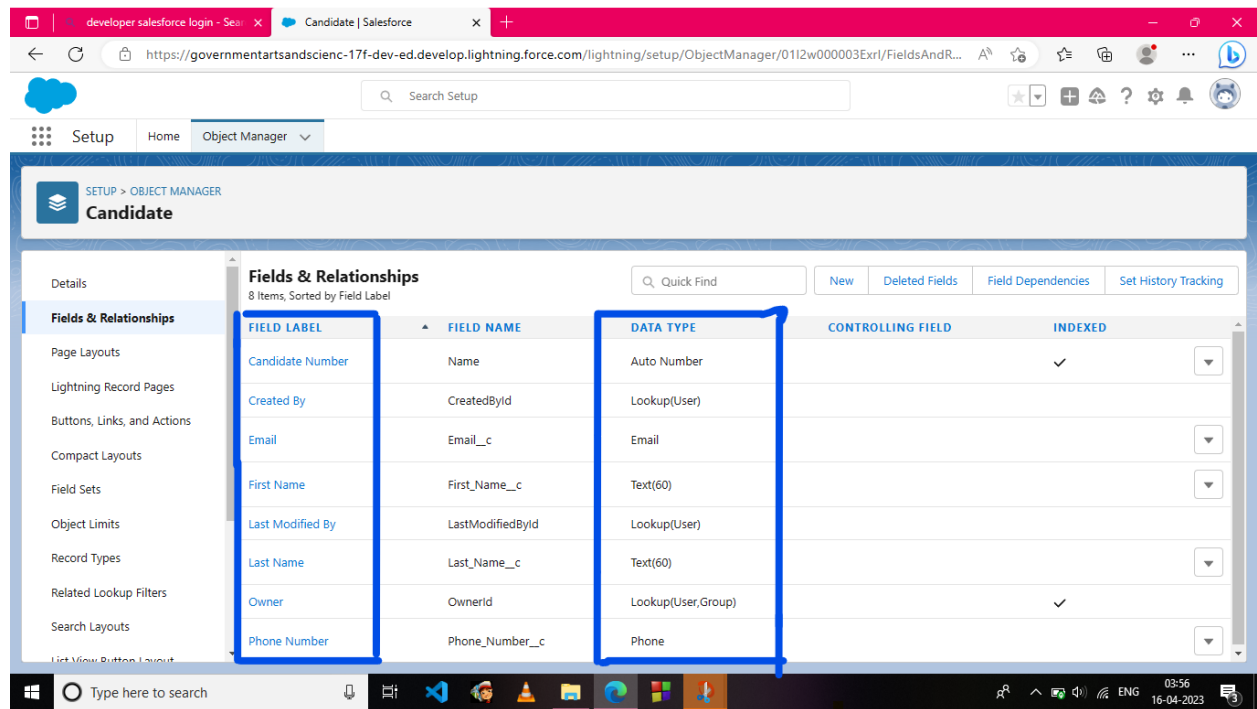
FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Application Date	Application_Date__c	Date		
Created By	CreatedById	Lookup(User)		
job application object Name	Name	Auto Number		✓
Last Modified By	LastModifiedById	Lookup(User)		
Owner	OwnerId	Lookup(User,Group)		✓
Recruiter	Recruiter__c	Lookup(Recruiter)		✓
Salary Expectation	Salary_Expectation__c	Currency(18, 0)		
Status	Status__c	Picklist		

Description:

The job application object is a component of a job application tracking system (ATS) or recruitment software that represents the data or information associated with a specific job candidate's application for a job opening. It typically includes details such as the candidate's resume, cover letter, application form, and any other documents or information submitted by the candidate as part of their application.

The job application object is used by employers and recruiters to track and manage job applications throughout the recruitment process. It allows employers to organize and store candidate information in a centralized database, facilitating the review and evaluation of applications, and enabling employers to efficiently communicate with candidates during the hiring process.

Candidate Object



FIELD LABEL	FIELD NAME	DATA TYPE	CONTROLLING FIELD	INDEXED
Candidate Number	Name	Auto Number		✓
Created By	CreatedById	Lookup(User)		
Email	Email__c	Email		
First Name	First_Name__c	Text(60)		
Last Modified By	LastModifiedById	Lookup(User)		
Last Name	Last_Name__c	Text(60)		
Owner	OwnerId	Lookup(User,Group)		✓
Phone Number	Phone_Number__c	Phone		

Description:

The candidate object is a core component of a job application tracking system (ATS) or recruitment software. It refers to the data or information related to a specific job applicant or potential candidate for a job opening within an organization. The candidate object typically includes details such as candidate's name, contact information, resume, application materials, interview feedback, and hiring status.

The candidate object is used by employers and recruiters to track and manage the progress of job applicants throughout the recruitment process. It serves as a central repository of information related to candidates, allowing employers to effectively evaluate and compare candidates, conduct interviews, and make informed hiring decisions.

Activity-3(create Tabs)

The screenshot shows the Salesforce Setup interface for Custom Tabs. The browser address bar displays the URL: <https://governmentartsandscienc-17f-dev-ed.develop.lightning.force.com/lightning/setup/CustomTabs/home>. The left sidebar contains a search bar with 'tabs' entered, and a list of navigation items including 'User Interface', 'Rename Tabs and Labels', and 'Tabs'. The main content area is titled 'Custom Tabs' and includes a 'Help for this Page' link. Below the title, there is a brief explanation of Custom Tabs and their types. The 'Custom Object Tabs' section is highlighted with a blue box and contains a table with the following data:

Action	Label	Tab Style	Description
Edit Del	candidates	People	
Edit Del	job_application_objects	Books	
Edit Del	Jobs	Building	
Edit Del	Recruiters	Presenter	

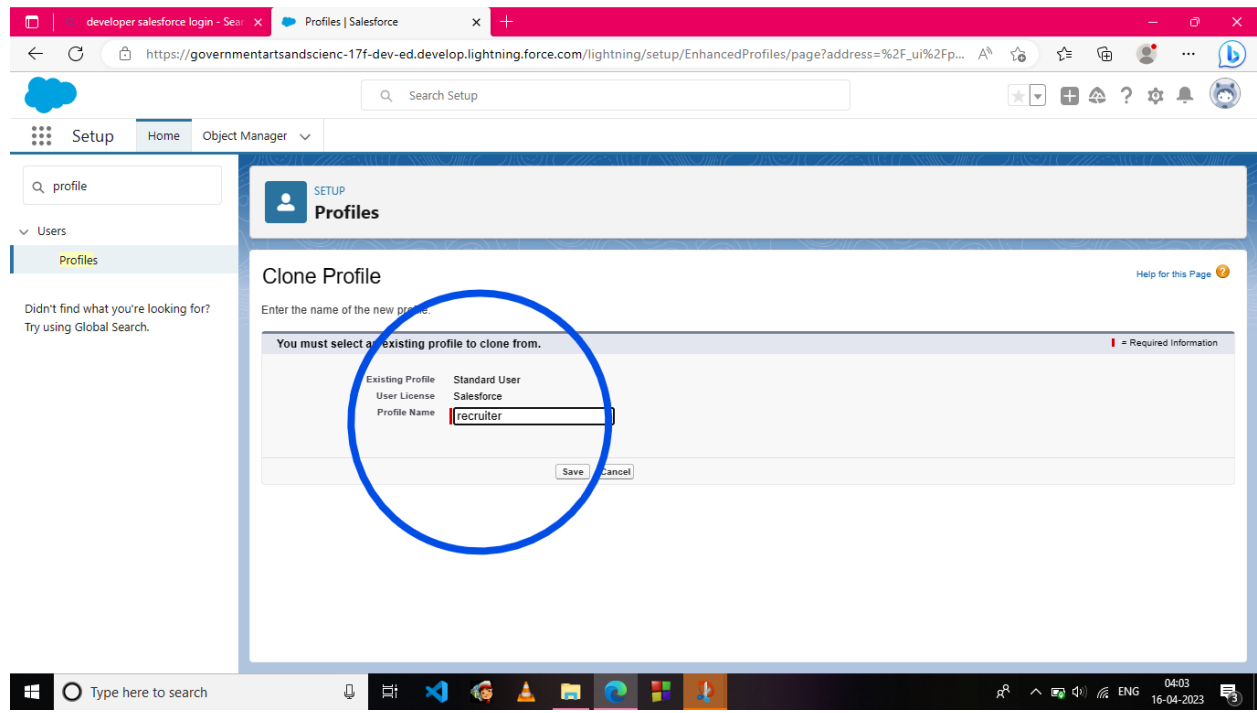
Below the 'Custom Object Tabs' section, there are sections for 'Web Tabs' and 'Visualforce Tabs', both with 'New' and 'What Is This?' links. The 'Web Tabs' section currently shows 'No Web Tabs have been defined'.

Description:

Creating tabs refers to the process of organizing and displaying content in a tabular format, where multiple sections of information are grouped into separate tabs, usually arranged horizontally or vertically. Tabs are commonly used in user interfaces, websites, and applications to present related content in a visually appealing and organized manner.

Tabs typically consist of a series of tabs or buttons that represent different sections of content. When a user clicks or selects a tab, the associated content or information is displayed while other tabs remain hidden. Users can switch between tabs to access different sections of content without leaving the main interface or page.

Activity-4(create Custom profiles)

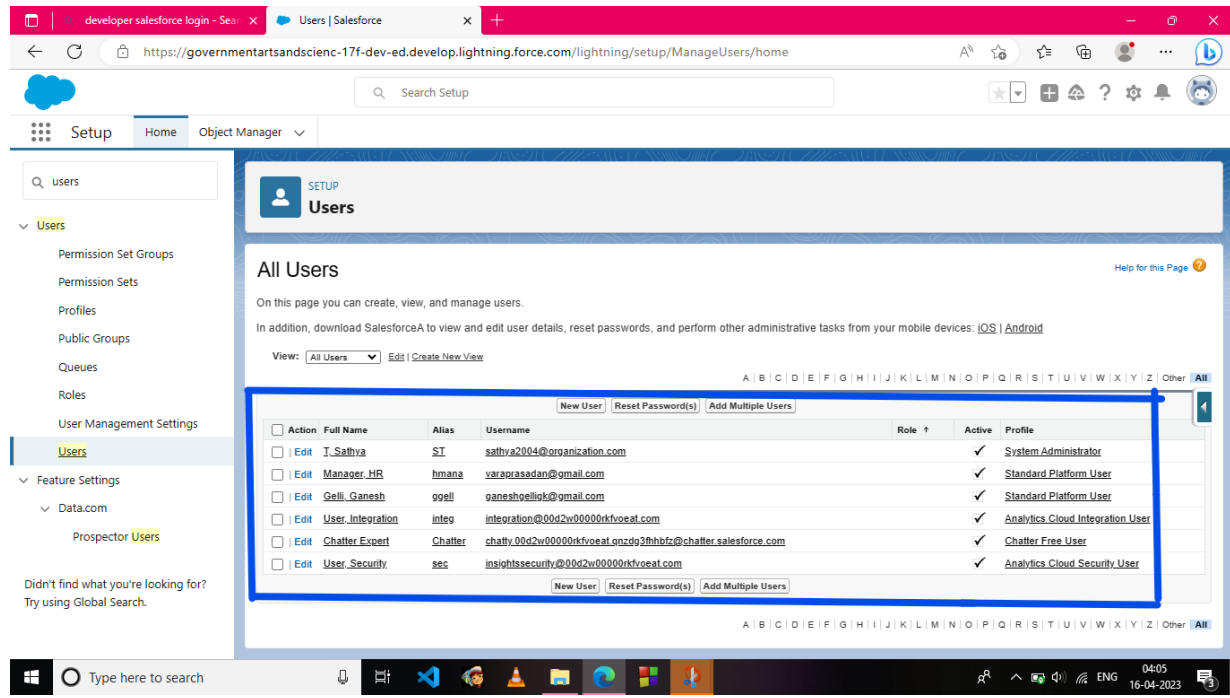


Description:

Creating custom profiles in Salesforce involves creating unique sets of permissions and settings that define the access and capabilities of users within the Salesforce platform. Custom profiles are used to tailor the user experience based on roles, responsibilities, and job requirements within an organization.

When creating custom profiles in Salesforce, administrators can define various permissions and settings, including object permissions, field-level security, record types, page layouts, and application visibility. These custom profiles can be assigned to different user roles or groups, allowing administrators to manage user access and permissions based on their specific needs.

Activity-5(Create users)



The screenshot shows the Salesforce Setup page for Users. The left sidebar contains a navigation menu with options like Setup, Home, Object Manager, and Users. The main content area is titled 'All Users' and includes a search bar and a list of users. A blue box highlights the 'New User' and 'Add Multiple Users' buttons. The table below shows the details of several users.

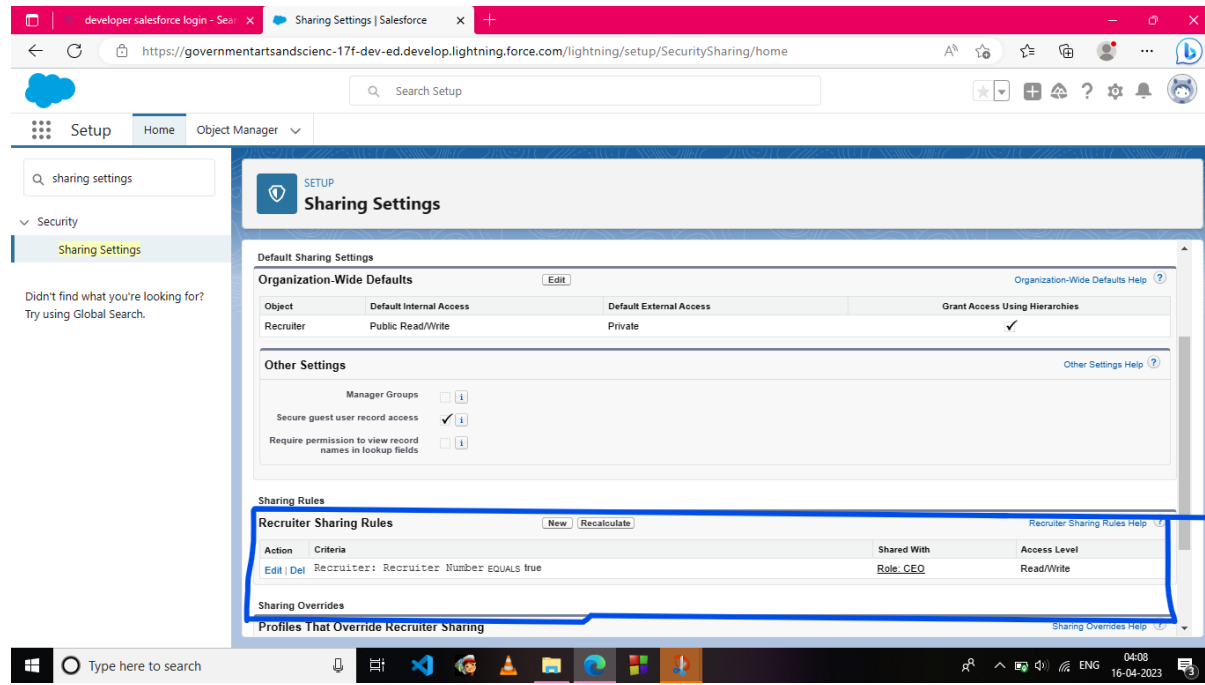
Action	Full Name	Alias	Username	Role	Active	Profile
<input type="checkbox"/> Edit	J. Sathya	ST	sathya2004@organization.com		✓	System Administrator
<input type="checkbox"/> Edit	Manager_HIR	hmana	varaprasadan@gmail.com		✓	Standard Platform User
<input type="checkbox"/> Edit	Gelli_Ganesh	ggelli	ganeshpellipk@gmail.com		✓	Standard Platform User
<input type="checkbox"/> Edit	User_Integration	inteo	integration@00d2w00000rkfvocat.com		✓	Analytics Cloud Integration User
<input type="checkbox"/> Edit	Chatter_Expert	Chatter	chatty.00d2w00000rkfvocat.onzdg3thbfr@chatter.salesforce.com		✓	Chatter Free User
<input type="checkbox"/> Edit	User_Security	sec	insightssecurity@00d2w00000rkfvocat.com		✓	Analytics Cloud Security User

Description:

Creating custom users in Salesforce involves the process of adding new user accounts with custom settings and permissions to the Salesforce platform. Custom users are typically used to represent employees or stakeholders who need access to Salesforce, but do not fit into the standard user roles or profiles provided by Salesforce.

When creating custom users in Salesforce, administrators can define specific settings and permissions tailored to the needs of these users. This may include custom profiles, permission sets, or roles that are not available in the standard Salesforce user roles or profiles. Custom users can be assigned unique permissions, access levels, and settings based on their job responsibilities, department, or role within the organization.

Activity-6(create a Sharing rule)

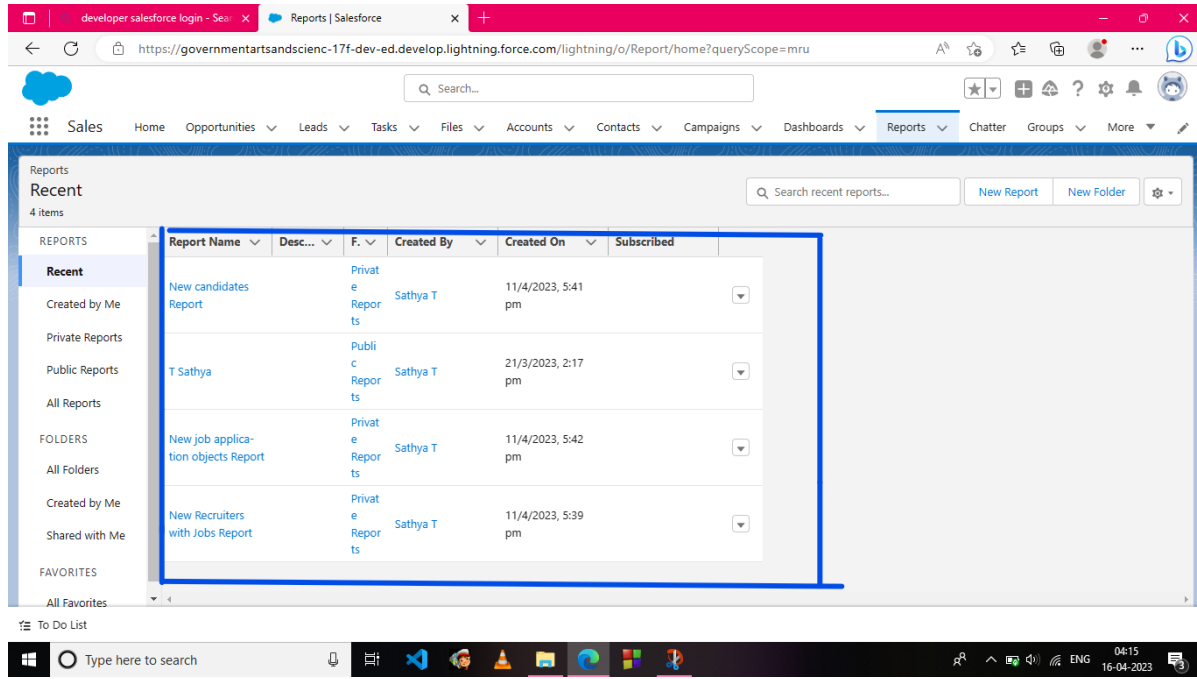


Description:

Creating custom sharing rules in Salesforce involves defining specific criteria for sharing records with users or groups based on their roles, profiles, or other attributes. It allows administrators to extend the default record-level sharing settings in Salesforce to provide customized access to records for different users or groups.

Custom sharing rules are typically used in scenarios where organizations need to grant or restrict access to records beyond the standard organization-wide defaults or role hierarchies. For example, custom sharing rules can be used to provide access to specific records or objects to certain teams, departments, or individuals based on their job responsibilities or other criteria.

Activity-7(Create Reports)



The screenshot displays the Salesforce Reports page. The left sidebar contains navigation options: Reports, Recent (4 items), Created by Me, Private Reports, Public Reports, All Reports, FOLDERS, All Folders, Created by Me, Shared with Me, and FAVORITES, All Favorites. The main content area shows a table of recent reports with columns: Report Name, Desc..., F., Created By, Created On, and Subscribed. A blue box highlights the table content.

Report Name	Desc...	F.	Created By	Created On	Subscribed
New candidates Report		Private Reports	Sathya T	11/4/2023, 5:41 pm	
T Sathya		Public Reports	Sathya T	21/3/2023, 2:17 pm	
New job application objects Report		Private Reports	Sathya T	11/4/2023, 5:42 pm	
New Recruiters with Jobs Report		Private Reports	Sathya T	11/4/2023, 5:39 pm	

Description:

Creating reports in Salesforce is a powerful feature that allows users to generate and analyze data to gain insights into various aspects of their sales and business processes. Salesforce provides a robust reporting tool that enables users to create custom reports and dashboards based on their specific needs.

To create reports in Salesforce, users can select the "Reports" tab from the main navigation menu and then click on the "New Report" button. They can then choose from a variety of report types, such as tabular reports, summary reports, matrix reports, or joined reports, depending on the desired format and data requirements.

4.Trailhead Profile Public URL

Team Leader-<https://trailblazer.me/id/satht15>

Team Member 1-<https://trailblazer.me/id/snehm28>

Team Member 2-<https://trailblazer.me/id/priyp54>

Team Member 3-<https://trailblazer.me/id/pavim48>

5. Advantages and Disadvantages

Advantages of Job Application Tracking System in Salesforce:

- **Centralized and streamlined process:** Using a job application tracking system in Salesforce allows employers to centralize and streamline their job application process. All job applications, resumes, and candidate information are stored in one place, making it easy to manage and track the entire recruitment process from start to finish.
- **Improved efficiency and productivity:** Job application tracking systems in Salesforce automate many manual tasks in the recruitment process, such as resume screening, interview scheduling, and communication with candidates. This can save time and effort for recruiters, allowing them to focus on more strategic activities, and ultimately improving overall efficiency and productivity.
- **Enhanced collaboration and communication:** Salesforce job application tracking systems provide a platform for recruiters, hiring managers, and other stakeholders to collaborate and communicate effectively throughout the recruitment process. This can lead to better coordination, faster decision-making, and improved communication with candidates, resulting in a more seamless recruitment experience for all parties involved.
- **Data-driven insights:** Salesforce job application tracking systems provide robust reporting and analytics capabilities, allowing employers to gain valuable insights into their recruitment processes. This can help identify trends, measure key recruitment metrics, and make data-driven decisions to optimize the recruitment process and improve hiring outcomes.

Disadvantages of Job Application Tracking System in Salesforce:

- **Cost:** Implementing a job application tracking system in Salesforce may involve additional costs, such as subscription fees, setup fees, and customization costs. This can be a potential disadvantage for small businesses or organizations with limited budgets.
- **Learning curve:** Salesforce job application tracking systems may require training and familiarization for users who are not already familiar with the Salesforce platform. This can result in a learning curve and potential productivity loss during the initial implementation phase.
- **Customization limitations:** While Salesforce provides robust customization options, there may be limitations in terms of tailoring the job application tracking system to specific recruitment processes or workflows. This may require additional development efforts or workarounds to meet specific requirements.
- **Data privacy and security concerns:** Job application tracking systems store sensitive candidate information, including resumes, contact details, and other personal data.

Ensuring data privacy and security in compliance with relevant regulations such as GDPR and CCPA is a critical consideration when using a job application tracking system in Salesforce.

- User adoption: Like any new system, user adoption can be a challenge. If recruiters or other stakeholders are not fully onboard with the job application tracking system in Salesforce, it may not be used to its full potential, resulting in a suboptimal recruitment process. Proper training and change management strategies may be needed to ensure successful user adoption.

In conclusion, while job application tracking systems in Salesforce offer numerous advantages in terms of centralizing and streamlining the recruitment process, improving efficiency, and providing data-driven insights, there may be potential disadvantages such as costs, learning curve, customization limitations, data privacy concerns, and user adoption challenges that organizations should carefully consider before implementing such systems. Proper planning, training, and management can help mitigate these challenges and ensure successful utilization of a job application tracking system in Salesforce.

6.APPLICATIONS

There are several key applications for a job application tracking system in Salesforce that can greatly benefit organizations and streamline their recruitment processes. These applications include:

- **Centralized and organized candidate management:** A job application tracking system in Salesforce allows organizations to store all candidate information, including resumes, contact details, and other relevant data, in a centralized and organized manner. This makes it easy to manage and track candidates throughout the recruitment process, ensuring that no candidate falls through the cracks and all relevant information is easily accessible to recruiters and hiring managers.
- **Automated and efficient recruitment processes:** Salesforce job application tracking systems automate various manual tasks in the recruitment process, such as resume screening, interview scheduling, and candidate communication. This helps to improve the efficiency of the recruitment process, reduces the chances of human error, and frees up recruiters' time to focus on more strategic activities, such as candidate evaluation and selection.
- **Enhanced collaboration and communication:** A job application tracking system in Salesforce provides a platform for recruiters, hiring managers, and other stakeholders to collaborate and communicate effectively throughout the recruitment process. This allows for better coordination, faster decision-making, and improved communication with candidates, resulting in a more seamless recruitment experience for all parties involved.
- **Reporting and analytics for data-driven insights:** Salesforce job application tracking systems offer robust reporting and analytics capabilities, allowing organizations to gain valuable insights into their recruitment processes. This includes tracking key recruitment metrics, analyzing trends, and generating reports on various recruitment activities. These insights can help organizations identify areas of improvement, optimize the recruitment process, and make data-driven decisions to enhance their hiring outcomes.
- **Customization to suit specific recruitment workflows:** Salesforce is a highly customizable platform, and job application tracking systems can be tailored to suit an organization's specific recruitment workflows and processes. This includes creating custom fields, setting up workflows, and configuring automation rules to match the organization's unique recruitment requirements.
- **Compliance with data privacy and security regulations:** Job application tracking systems in Salesforce can be configured to comply with data privacy and security regulations, such as GDPR and CCPA. This ensures that candidate information is stored securely and

managed in compliance with relevant regulations, protecting the privacy and confidentiality of candidate data.

In conclusion, job application tracking systems in Salesforce offer a range of applications that can greatly benefit organizations in managing their recruitment processes. From centralized candidate management and automated workflows to enhanced collaboration and reporting capabilities, a Salesforce job application tracking system can streamline recruitment processes, improve efficiency, and provide valuable insights for data-driven decision-making.

7.Conclusion

In conclusion, implementing a job application tracking system in Salesforce can bring numerous benefits to organizations, including streamlining the recruitment process, improving efficiency and productivity, enhancing collaboration and communication, and gaining valuable data-driven insights. However, it is important to carefully consider potential disadvantages such as costs, learning curve, customization limitations, data privacy concerns, and user adoption challenges.

Organizations should thoroughly assess their specific needs and requirements, and plan for proper training, change management, and data privacy measures to ensure successful utilization of a job application tracking system in Salesforce. It is also crucial to involve key stakeholders, including recruiters, hiring managers, and IT teams, in the implementation process to ensure smooth adoption and optimization of the system.

With proper planning, customization, and user adoption strategies in place, a job application tracking system in Salesforce can significantly streamline and improve the recruitment process, resulting in better hiring outcomes, increased efficiency, and enhanced candidate experience. Organizations can leverage the power of Salesforce's robust features and capabilities to effectively manage their recruitment processes and achieve their talent acquisition goals.

8.FUTURE SCOPE

The future scope for job application tracking systems in Salesforce is promising, as the recruitment landscape continues to evolve with advancements in technology and changing hiring practices. Here are some potential areas of growth and development for job application tracking systems in Salesforce:

- **Artificial Intelligence (AI) and Machine Learning (ML) Integration:** AI and ML technologies can greatly enhance the capabilities of job application tracking systems by automating repetitive tasks, such as resume screening and candidate matching, and providing data-driven insights for recruitment decision-making. Integration of AI and ML capabilities into Salesforce can improve the efficiency and effectiveness of the job application tracking process, leading to more accurate candidate selection and improved hiring outcomes.
- **Mobile Accessibility:** With the increasing reliance on mobile devices for job searches and application submissions, the future scope for job application tracking systems in Salesforce includes seamless mobile accessibility. Mobile apps or responsive interfaces can enable recruiters and hiring managers to access and manage job applications on-the-go, making the recruitment process more convenient and efficient.
- **Enhanced Data Analytics:** Salesforce's robust reporting and analytics capabilities can be further leveraged to provide even more in-depth data analysis for job application tracking systems. Advanced analytics tools, such as predictive analytics and data visualization, can help organizations identify trends, patterns, and key performance indicators (KPIs) in their recruitment processes, allowing for data-driven decision-making and continuous process improvement.
- **Integration with Social Media Platforms:** Social media platforms are increasingly being used for recruitment purposes, and integrating job application tracking systems with social media platforms can enhance the sourcing and candidate engagement process. Features such as social media profile integration, automated job posting to social media channels, and social media analytics can be incorporated into Salesforce job application tracking systems to leverage the power of social media in the recruitment process.
- **Enhanced Candidate Experience:** The future scope for job application tracking systems in Salesforce also includes prioritizing and enhancing the candidate experience. Features such as personalized candidate portals, automated communication, and real-time status updates can help create a positive candidate experience, leading to better candidate engagement, increased applicant flow, and improved employer brand reputation.
- **Integration with External Job Boards and Platforms:** Many organizations use external job boards and platforms to attract talent. Integrating job application tracking systems in

Salesforce with these external platforms can streamline the job posting and application management process, making it easier for recruiters to manage applications from multiple sources and ensuring a consistent and efficient recruitment process.

In conclusion, the future scope for job application tracking systems in Salesforce is bright, with potential advancements in AI/ML integration, mobile accessibility, data analytics, social media integration, candidate experience, and integration with external job boards and platforms. Organizations can leverage these developments to optimize their recruitment processes, enhance candidate engagement, and make data-driven decisions to improve their hiring outcomes.