

Section 1: Problem

An industrial placement year program offers students the opportunity to gain practical work experience within their academic curriculum by working in industries and collaborating with employers. Many university students opt for these placements to enhance their employability post-graduation. However, securing these placements is exceptionally competitive and demands proactive, resilient efforts from students. Despite possessing these attributes, students often face multiple rejections, leading to disappointment and, in some cases, abandonment of the application process.

Existing tools like targetjobs and gradcracker provide partial coverage of available placements but lack a unified platform encompassing all opportunities. Moreover, they lack consistent reminders to maintain students' persistence in their application endeavours. While a spreadsheet serves as a useful tool for application tracking and progress monitoring, its effectiveness diminishes as students may overlook or forget to update it regularly.

Section 2: Proposed Solution

The proposed application offers users the capability to store placement opportunities and receive reminder notifications to maintain an active application process. Users will be prompted to set a weekly or monthly target for the number of applications they aim to submit, along with the option to customise reminder frequencies.

The reminder notifications serve as a motivational tool, fostering proactive behaviour by tracking application progress and reminding users of impending deadlines. This feature not only encourages consistent effort but also aids in monitoring achievements against set targets, ensuring a proactive approach.

Close deadline notifications are pivotal in allowing users to effortlessly monitor stored placements without manual checks, eliminating the need for spreadsheet management. Unlike systems like Gradcracker, which send overwhelming email lists of close deadlines, our app ensures focused and timely reminders without the risk of getting lost amidst other emails.

The app's unique advantage lies in centralising all placements within a single platform, eliminating the inconvenience of scattered storage across multiple websites. Additionally, the notification features enable users to maintain accountability, a feature lacking in conventional spreadsheet systems.

Initially designed for students seeking placements, the app's future expansion aims to incorporate graduate roles. Planned enhancements include direct placement discovery within the app and automatic storage, streamlining the process further.

Further iterations will also include cloud storage capabilities, ensuring user data backup and accessibility across devices. Post-app development, conducting user testing and gathering feedback via surveys and interviews will guide iterative improvements.