The Website will need to be broken down into 4 different sections:

**The User-End Functionality:**

This will be what the user will see and use, and it will need built with all capabilities that we have designed. I didn't really explain this elaborately last time, but I feel I need to now. We have broken down the service into a couple of different pages:

1. Login
   1. This is pretty self-descriptive.
2. Home Page
   1. Craig has stated that the design of the home page should be the hub of the service. It should allow the user to easily navigate between all the different sections of the service. It should also display a user’s “hot picks” (I will describe what this is later). Previous designs of the service included sections that displayed information in terms of aggregated news or aggregated local events. The idea was to have users go to the service to be “in-the-know.” If they traveled to another city, they would know that LunchMoneyMatch would be the place the go to be filled in on the local news and things to do. This idea is currently not in place, but Craig mentioned how he wanted to include [Eventbrite](http://www.eventbrite.com/).
3. Sign Up
   1. This is pretty self-descriptive.
4. Settings
   1. Also pretty self-descriptive as it will describe itself with the development of the service.
5. Profile
   1. As I said previously, the goal of the profile was to aggregate all of the user’s information to auto-build the resume. Basically it will ask for items such as high school education, college education, basic information such as contact information, activities, skills, hobbies, etc. As far as we know, we have no plans to have users interact with each other on an extensive level that would require the profile to be anything more than that.
6. Messaging
   1. This item started out as a fully-featured messaging client that would allow users to instant message with each other and what not. It has now been reduced to basically mimic an e-mailing system. It should allow employers to contact respective users and set up/schedule interviews.
7. Resume
   1. The resume will automatically build itself based on the information the user has provided. Many users do not know how to write a resume and we will simply be doing the work for them. A couple things to note about the resume: The user should have the option to create different resume templates, but all users will have one general template that includes all the information. For different templates, users will get their full general resume and simply select the items they wish to completely omit. One more item is that since we are providing much more information than a normal resume would provide, we are allowing the user to set up “restricted access points.” Users can set different sections of their resume to only be accessed by the employer after a certain criteria has been met (for instance, upon employer contact). The goal of this is to allow the user to explain himself before being completely judged based on the extensive information the resume provides.
8. Calendar
   1. The calendar should be fully-fledged. A good starting point would be the functionality of the Google calendar (with the ability to create events and etc). To expand on this, there should be a “public” and “private” calendar. The idea is to have employers access the public calendar to more easily schedule interviews. The private calendar is merely for the user’s use.
9. Community Listings
   1. This will essentially work the same way as the job listings page. The only difference is that the goal of this page is to allow community leaders to set up service and volunteer opportunities that users will be able to RSVP for. Any events that users have participated in should be auto-updated into the resume as “work experience.” The community listings gives users the ability to fill the very crucial “work experience” section of a resume and promote good will.
10. Notifications
    1. This is pretty self-descriptive. A good example I can think of would be Facebook’s notification system.
11. Job Listings
    1. This specific section is broken down into 3 parts. The search, the listings, the application. The search will simply allow the users to filter searches based on their “match” range or include any specific listings (for instance, if the user was a cook but wanted matches for “computer programmer” despite it probably being a low match). The listings will populate based on search criteria and the user’s match to a specific job listing. If the user sees a listing that he likes, he will be able to then apply for the listing. The application will present basic information of the employer and why the user has been matched up with this application (although we are not sure how much we would want to display of the matching algorithm). Users will then be asked custom employer-created questions and then allowed to send their pre-built resume.
12. Application
    1. A special thing to note about the application is that the user should be able to acquire feedback on the status of their application. A major problem is that when people send in their applications, very little feedback is given on whether the application has been received, opened, disposed of, etc. We would like users to be able to track the status of their application to know whether it hasn’t been viewed yet, viewed, thrown out, etc.
13. The Algorithm
    1. We have developed an algorithm that will match users with their best chance at finding a job and their own needs (location, work environment, etc). Any matches that are above a certain threshold (such as 95% or 90%) will be considered a “hot pick.” To achieve these matches, users will first be presented with an initial set of questions (about 20) to set up the matching system. Afterwards, users will occasionally be asked to answer another question that will further the effectiveness of the matching system. These questions will be spread out so that it will constantly show that the system is working for them.
14. Classifieds
    1. The classifieds section is basically what the other employment services do. It’s just a list of all the available job listings that have been aggregated from around the country. It’s basically like a virtual newspaper classified sections. This section is not really that important.
15. Interview
    1. Users and Employers will be able to set up online interviews through webcam / chat. This section should also allow the user and employer to view the submitted resume together for review.
16. Ad Space
    1. The idea was to be really creative and subtle with our ad placement. We didn’t want just standard banners, but to use one example: To advertise Coke, we would have a small Coke can spinning around on the bottom corner of the screen. Another example is to have small advertisements on our loading screen, but I suppose that wouldn’t be the case considering it being web-based. Another idea was changing the mouse icon, but I’m not sure how much I personally like that idea. But I think the general consensus was to have it be creative and subtle. I can’t tell you much more about this until I get more information, but the whole spinning Coke can idea seemed to be well accepted.

Notes: We have laid out the system’s algorithm for matching and if you would like that document, we can send it over. Another thing is that Craig is in favor of utilizing the APIs of other services so that we don’t have to reinvent the wheel. A recommendation was made to use [GoToMeeting](http://www.gotomeeting.com/fec/) for the interviewing process. Although you could do this, the choice is up to you, if you have a better idea, by means, more power to you.

I’m sure this was already assumed, but we would like to be able to collect as much data as possible. General stuff, so keep that in mind (most visited page, most clicked item, etc).

Another thing is the issue of our backend. We have our own servers in place. So if you need anything from us such has developing the backend, then we will do our best. If you have your own ideas, then that’s fine also. We are willing to do whatever necessary to get this project up and running.

**The Employer-End Functionality:**

The employer-end functionality is fairly simplistic. Employers will also be asked questions so that our matching system can match appropriately. This includes basic information to preferential information (such as a user with more time management than leadership). They will be ask most, if not all, the questions up-front, although there will be a lot less. One thing to note is that the information for matching should probably be based on listing rather than company. So the ability to select from “answered templates” is most likely a must. For example, a company looking for a manager with more leadership, but a waiter with more hardworking or a company that has a relaxed environment listing a job for their satellite office, which has a more professional environment. Employers should be able to create their job listings requiring items such has position, description, etc. but also have the ability to add in their own questions to the application (Such as asking “What is your favorite super hero?”). Employers will be able to manage all of the applicants on a per-listing basis with search and filters and also rate them for their own personal uses. They should also be able to set up/schedule interviews with their perspective candidates.

**The Investors/Demo Section:**

Craig would like a section dedicated to showcasing the service as much as possible. This would most likely mean fake job listings, auto-building resumes, how the match-making system works, etc; the features that really make LunchMoneyMatch different and stand out. The important thing to note is that this section should also have special functionality, the ability to give out codes so that potential investors can access the demo on their own time and play around with it. These potential investors should also be able to make comments / ask questions which can simply be directed towards email. We will know who has accessed the demo and or asked questions based on the codes given out.

**A Back-End "Virtual Office Space":**

This section has only been developed on Wednesday’s meeting. There’s nothing that needs to here right now, but space needs to be allotted for a “virtual office space.” The idea is to allow members of the team to communicate, store, share, access, etc. through the web-client.