

# FindMyRole - PRD

## Why? (Objective)

*FindMyRole* is a job discovery platform designed to eliminate the frustrations of modern job hunting, especially for early-career professionals. With one-time detail entry, simplified job listings, cold-messaging enhancements, and smart application tracking, *FindMyRole* makes applying to jobs fast, transparent, and user-centric.

## How do we measure the success

**Goal:** Make the job search and application experience **faster, clearer, and more transparent** especially for early-career professionals who are often overwhelmed by cluttered job listings, confusing requirements, and repetitive forms.

Success Metrics: We'll measure success based on how effectively users engage with the core features designed to reduce friction and increase clarity

- *Faster Applications:* Average time to apply for a job drops below 1 minute.
- *Job Dashboard Engagement:* Over 60% of users actively track applications using the Job Dashboard.
- *High Retention Rates:* Users return regularly to explore opportunities and continue applying.
- *Longer Job Browsing Time:* Increased time spent scrolling job cards—indicating better content relevance and UX.
- *My Circle Communication:* Frequent use of the chat button within "My Circle" to encourage more meaningful peer-to-peer interaction.
- *Cold Messaging Growth:* More users initiating cold messages, thanks to simplified contact cards that show role and company at a glance.
- *Profile Completion Rate:* 80%+ of users completing their profile in the first session, enabling one-time form fill for streamlined job applying.

## Who are the users

### **Target Users:**

- **Fresh graduates**, looking to break into their careers without getting overwhelmed by confusing job posts.
- **Early-career professionals**, tired of filling out the same details over and over again.

- **Job seekers across levels**, who want clarity, efficiency, and a transparent experience when applying for roles
- Anyone who's ever felt lost, ghosted, or frustrated on platforms like **LinkedIn** when looking for a job.

***Persona:***

Name: Arjun B

Age: 21

Background: Final year student looking for job in Tech Industry

Arjun has been using LinkedIn for job hunting for years, but the experience is more exhausting than empowering. Despite being tagged as “entry-level,” job posts often demand 3 to 5 years of experience. This mismatch creates confusion and discouragement. Each time he applies, he has to re-enter the same resume details. Over. And over. Cold messaging recruiters feels like a gamble. Once he sends a message, he often forgets who’s who—since the chat section shows only names, not roles or companies. Navigating back to their profiles takes time and breaks his flow. Most frustrating of all, There's no visibility into his application progress. No tracking, no feedback, just silence.

***Solution:***

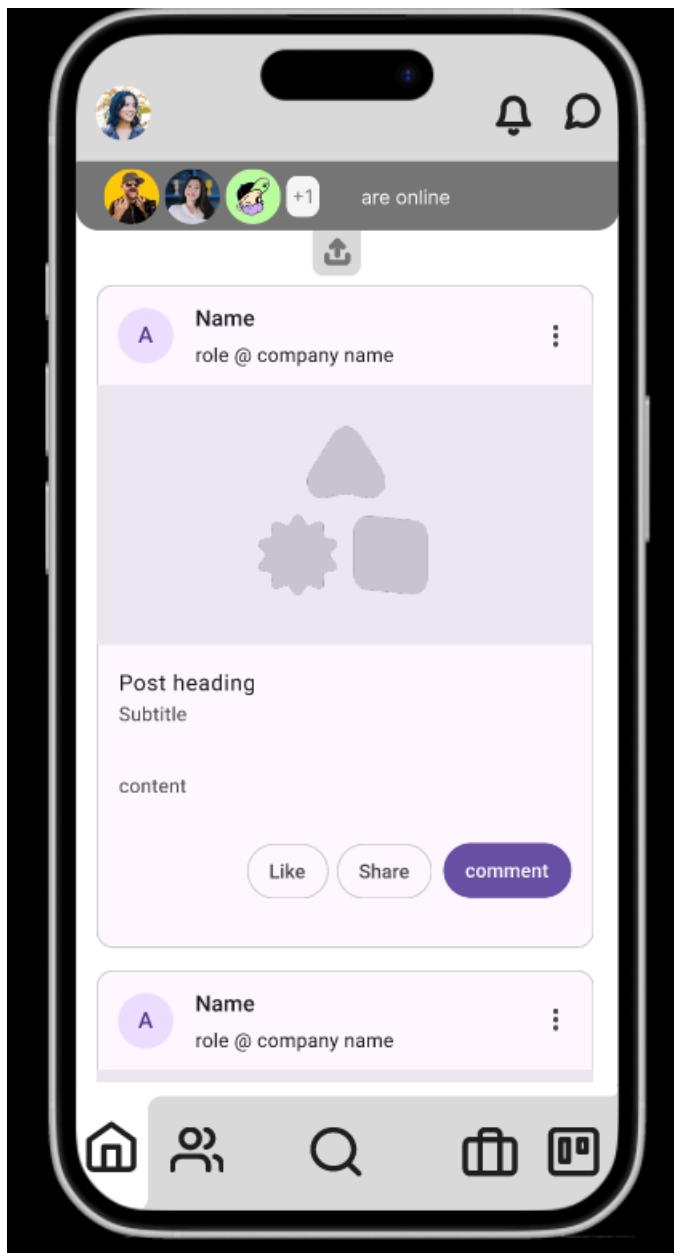
To solve the frustrating and inefficient job search experience faced by early-career professionals, we're building a streamlined **job discovery platform** focused on **clarity, speed, and transparency**. The solution simplifies the job application process with **accurate and clean job listings**, a **one-time profile setup** that auto-fills applications, and a **dashboard** to track the status of every job applied to. It also enhances networking with smart messaging—**displaying the role and company** under each person’s name, making cold messaging clearer and more purposeful.

***Product Flow:***

***Product Walkthrough***



On the *Welcome page*, users can choose to either sign in or sign up. If someone is new and selects *Sign Up*, they'll be guided through creating their login credentials. Once done, they'll land on the *Profile page* — this is a one-time process where they'll enter personal details, specify the type of job they're looking for, and add their key skills and relevant information. This helps ensure that applying for jobs later is fast, seamless, and doesn't require entering the same details again and again.



Once users sign in, they're taken to the main app interface. At the bottom of the screen, there's a navigation bar with five core sections:

- **Home** – a personalized feed and overview
- **My Circle** – your network of contacts
- **Search** – to explore people or opportunities
- **Jobs** – tailored job listings based on your profile
- **Dashboard** – to track job applications and view analytics

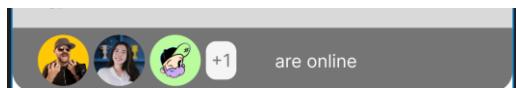
At the top, we also include three handy shortcuts for key features, making it easy to navigate and take quick actions throughout the app.



This logo indicates the *homepage*. In the homepage we can scroll through the posts from other users

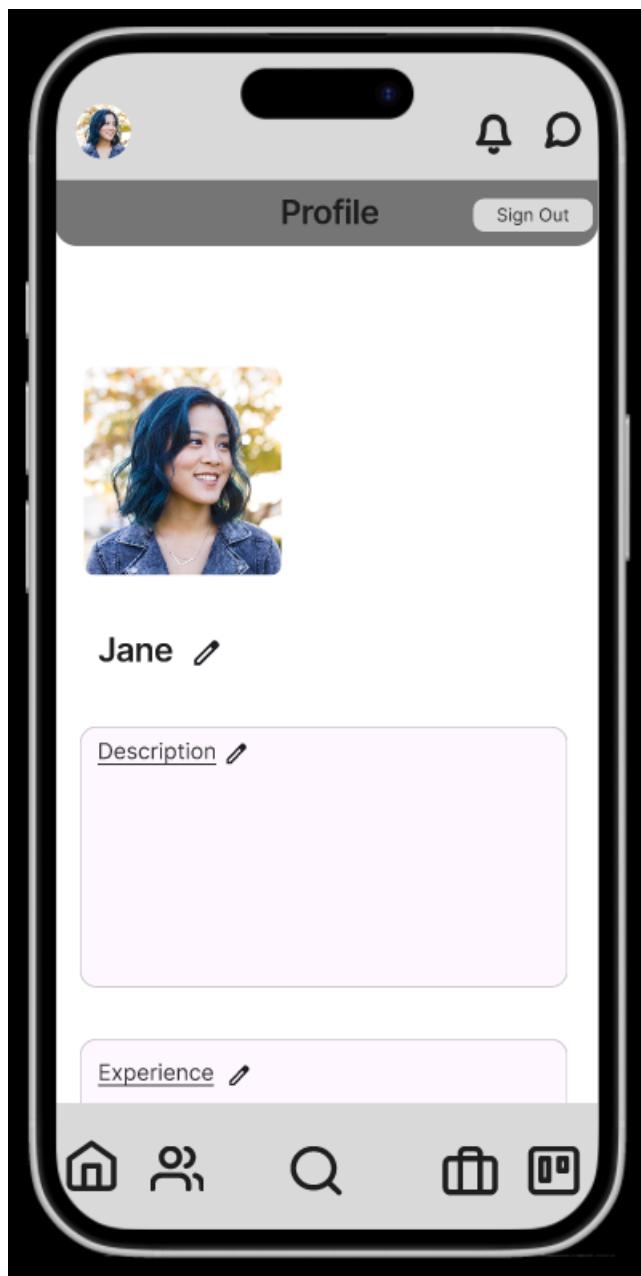


- This feature in homepage enables users to *post content* in the app

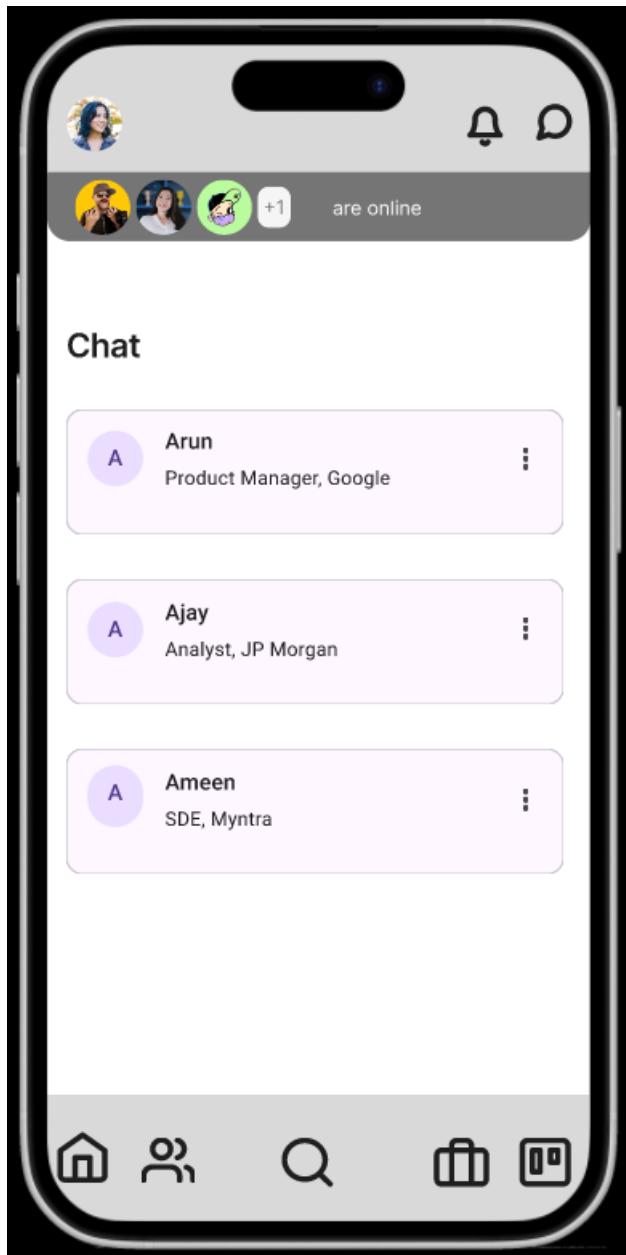


- This shows the profile picture of people who are in *online* at present

The profile pic in round shape in the top left corner is the *profile section*, on taping it, it will redirect to the below page.

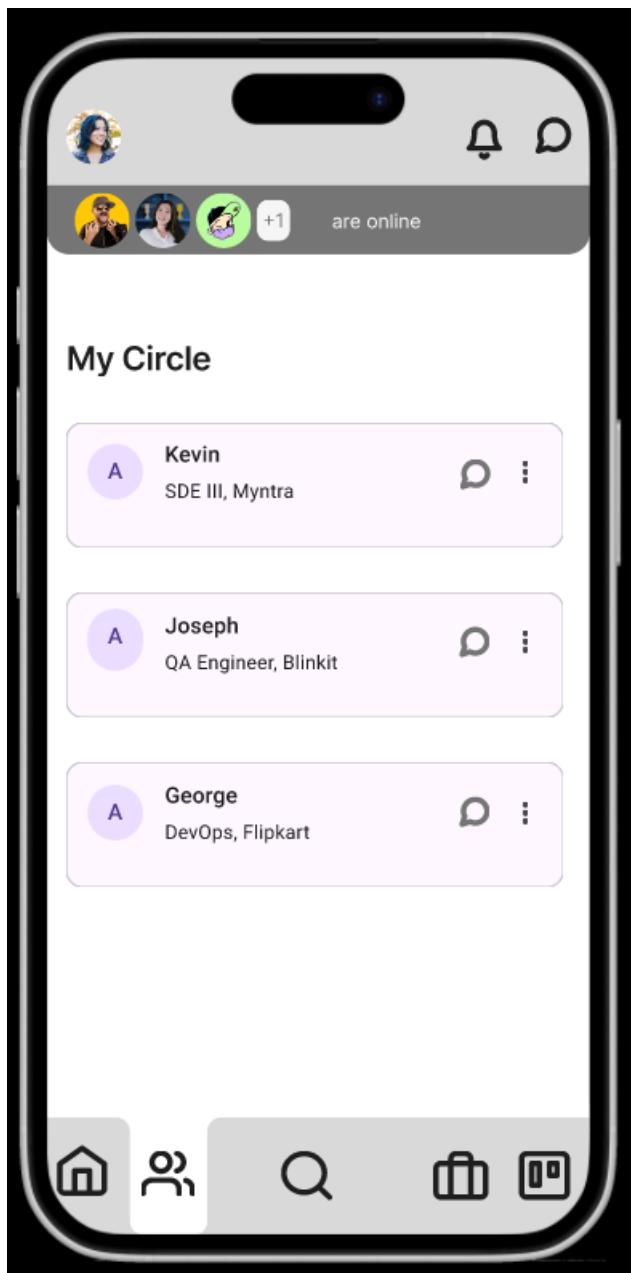


The bell icon is for the *Notification Page* where all notifications will list. The *Message Icon* is for going to chat page



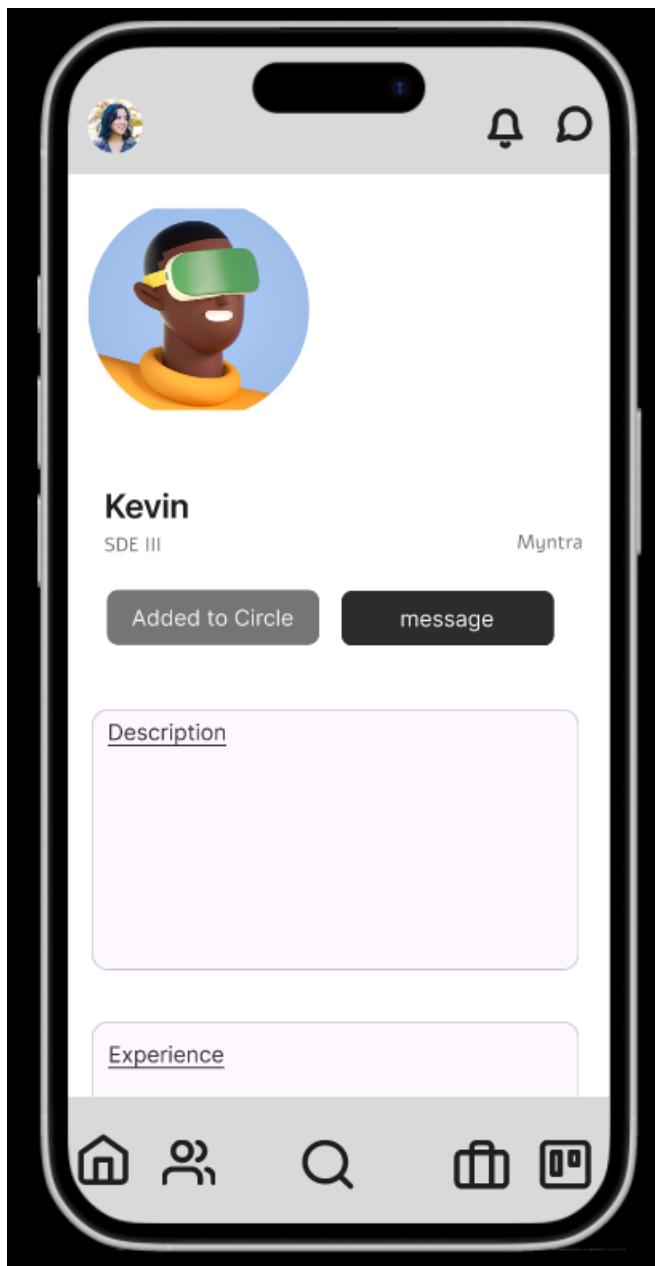
As you can see, we've listed people in a more informative way — showing their *name*, *current role*, and *company* right up front, instead of just their name. This makes cold messaging much easier and more efficient, since users no longer need to click into every profile just to find out someone's role or where they work. It's a small change that makes a big difference in how we connect.

On looking into the bottom bar next we have people icon which refers to the *My Circle* page where the people you have added to your circle lists



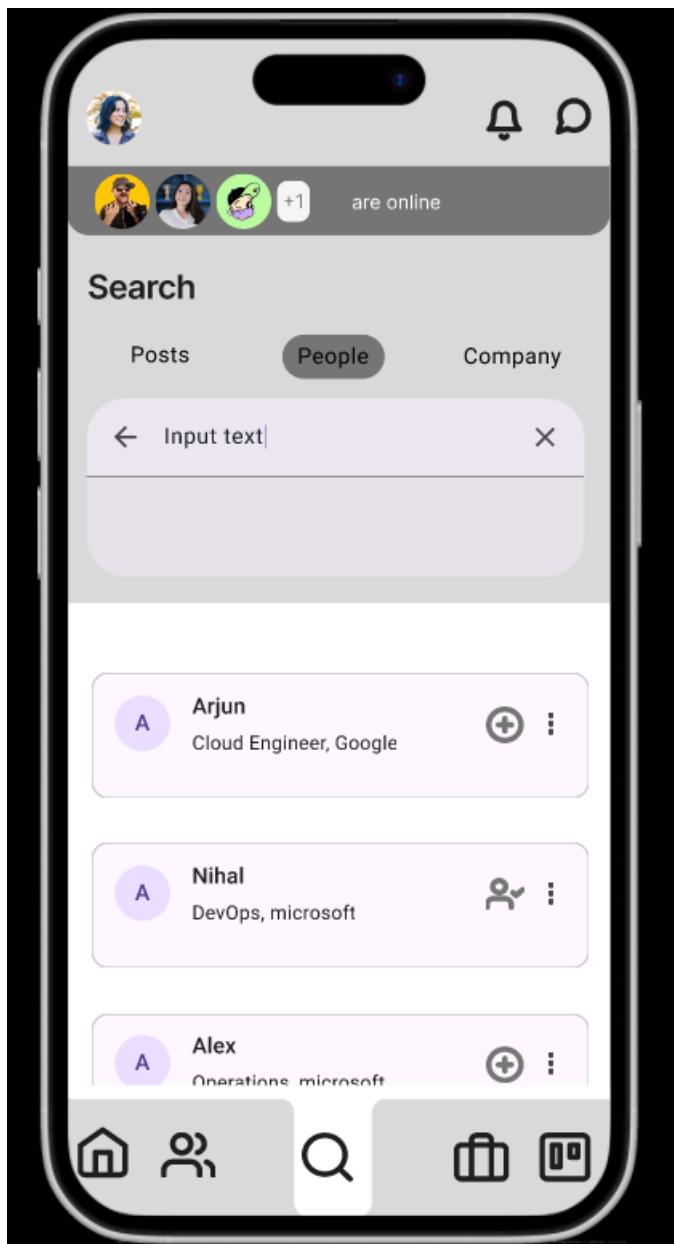
Here for better view, we also shown each user in a way that role and current company also shown for better access. We also added a message icon on each person to chat with them, making it more accessible, the three dots will list options like share profile, remove from circle

If we click on a person for example Kevin, will land on a page like this



Here we could see the name, profile pic and other info. Here we also have two buttons, one is for messaging and other shows *Added to Circle/Add to Circle* according to the person

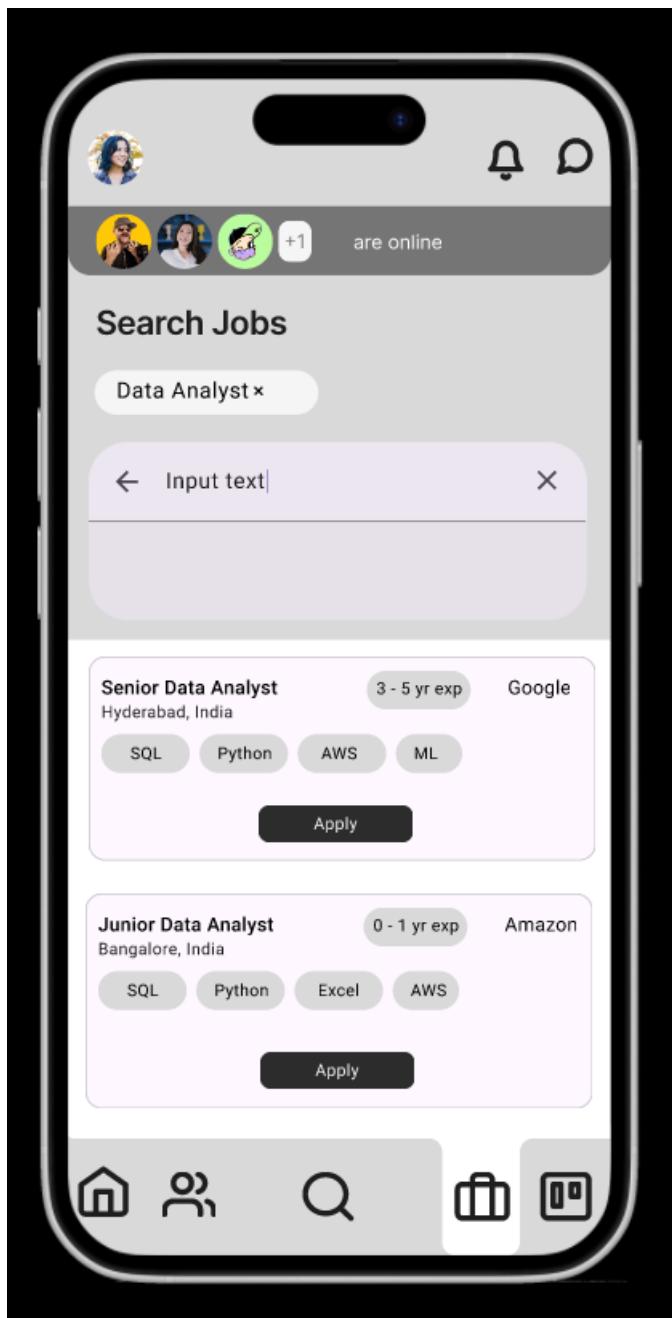
Next is the *Search button* used for searching profiles, posts, companies and groups



Here also we implemented the new people listing format for better user convenience, using the “+” icon for adding the person to their circle. The other icon a person with tick indicates the people who are already added to their circle



This indicates the *Job Page* where we can browse jobs

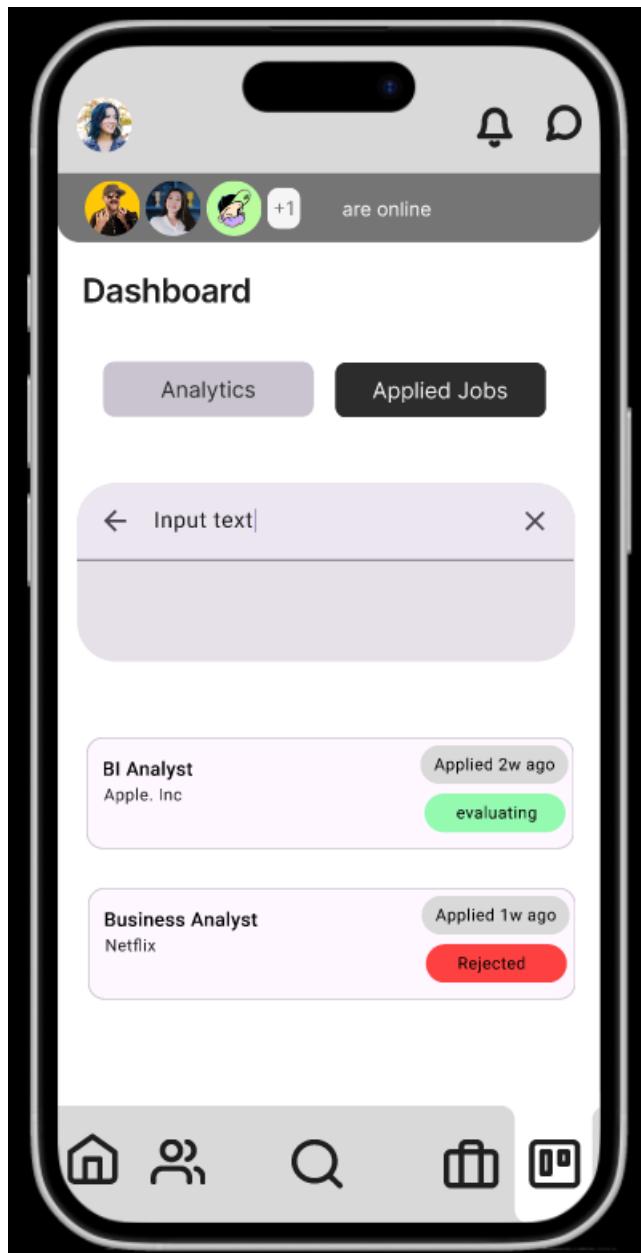


Jobs are displayed using **Job Cards** — a structured format designed to make applying faster and more intuitive. Each Job Card includes the *role title*, *company name*, *required experience*, and *key skills or tech stack*. There's also a quick **Apply** button for one-click applications. If someone wants to dive deeper, they can simply click on the role title to view the full job description.

We guide hiring executives to submit job details in a structured format, ensuring that each listing fits seamlessly into our Job Card layout. This helps maintain consistency and makes it easier for job seekers to quickly understand and apply for roles.

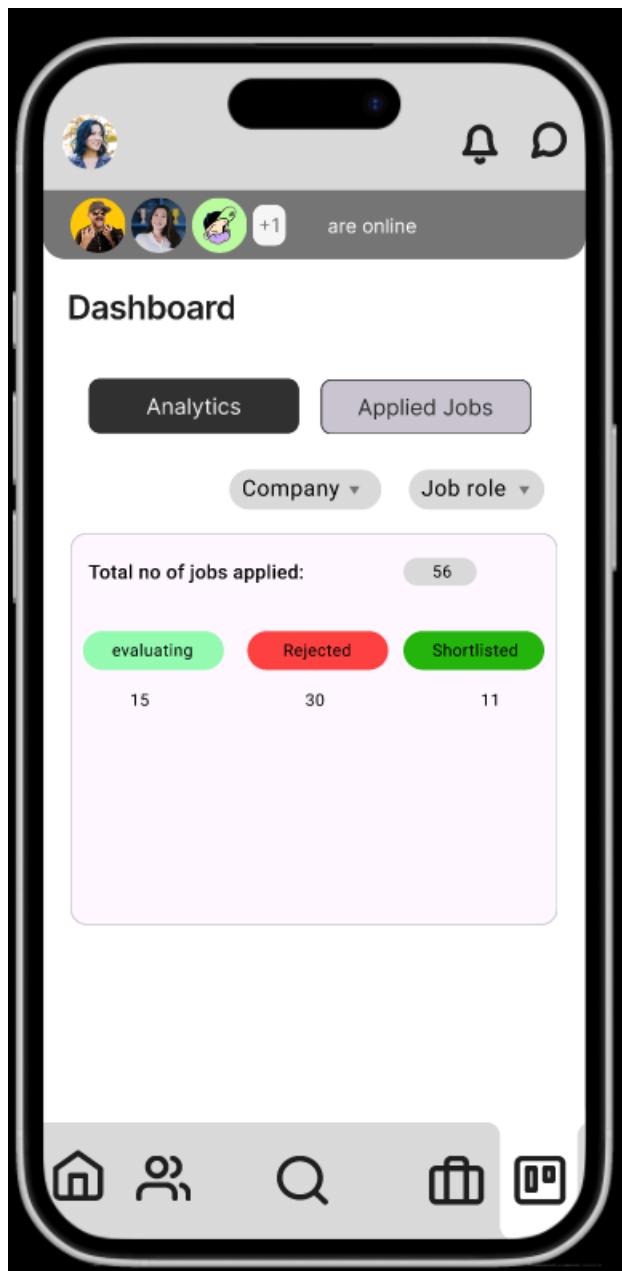


This icon is for going to *Dashboard Page* where we list the applied jobs



In the *Applied Jobs* section, users can easily view their application history. Each card displays key details such as *the job role*, *company name*, *date of application*, and the *current status* of the application, making it simple to track progress at a glance.

In the *Analytics section*, users can view insightful data such as *the total number of jobs applied* and a breakdown of how many applications are in each *evaluation stage* — helping them understand where they stand in their job search journey.



\* I have created this app for showcasing these features. I basically created this app using the pain points I got from using LinkedIn. It may not have features for a full flexed job discovery app but these features can be integrated with LinkedIn for optimising the app. I created this app as a part of my Product Manager Journey. It's my first PRD and it may not be perfect but I am looking forward to learn more. I created this mockup using Figma and I am open to suggestions and feedback from your side, Thank You 😊

My [LinkedIn](#)