

Documentation using 5W1H method

1. What?

- **What is the problem?** Gen Z individuals struggle to pursue their desired roles because employers often overlook their aspirations. At the same time, employers face challenges in attracting, retaining, and managing Gen Z talent effectively.
- **What is the project about?** The project aims to identify and analyze Gen Z's career aspirations while providing practical insights to bridge the gap between new graduates and employers.

2. Why?

- **Why is this important?**
 - For Gen Z: To align career opportunities with aspirations, leading to better motivation and satisfaction.
 - For Employers: To improve their ability to attract, retain, and manage Gen Z talent, ensuring workforce sustainability.
 - Bridging this gap benefits both parties—increasing job satisfaction for Gen Z and improving employee retention for organizations.

3. Who?

- **Who is involved?**
 - **Primary Stakeholders:**
 - Gen Z individuals (job seekers and new graduates)
 - Employers and HR professionals
 - **Secondary Stakeholders:**
 - Career coaches, educators, and policymakers

- **Who will benefit?**

- Gen Z individuals seeking meaningful careers
- Employers building sustainable, diverse workforces

4. Where?

- **Where does the problem occur?**

- Throughout industries and regions where Gen Z job seekers interact with employers
- Within recruitment processes, workplace settings, and career counseling spaces

- **Where can solutions be applied?**

- Job portals, recruitment platforms, workplace training programs, and talent management systems

5. When?

- **When does this problem arise?**

- During job searches (resume screening, interviews, and hiring)
- Throughout employment, from onboarding to retention

- **When should the project be implemented?**

- Immediately, given Gen Z's growing workforce presence and influence on workplace dynamics

6. How?

- **How will the problem be addressed?**

- **Descriptive Analytics:**

- Analyze data on Gen Z aspirations, employment trends, and feedback from surveys

- **Prescriptive Analytics:**

- Provide practical recommendations to align Gen Z aspirations with employer needs
 - Create platforms for better Gen Z-employer communication
 - Develop career counseling and talent management tools
- **How will insights be shared?**
 - Through reports, interactive dashboards, workshops, and training sessions for both parties