Career Assistant

United International University

Milestone-1

Submitted By

Group-C
MD. Shafiul Kamran
011201039
Mohammad Masum Khondhoker Efaz
011201108
Samira Ahmed
011201167
Sumaiya Akter
011201169

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DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

1 Problem Statement and User Group

In this section we have discussed about problem statement and user group in details.

1.1 Problem Statement

Students at our university experience the challenge of finding ways to interact with alumni and confirm their academic accomplishments when making the move from academic to professional life . To increase their professional prospects, our solution should provide better networking opportunities, mentorship opportunities, and strong resumes.

1.2 User Group

Students and Alumni (Our user group will include students who are struggling to locate career or employment advice and our cherished alumni who will assist students with career and job opportunities.) Here students will get the better career opportunities and alumni will be able to provide those helps. A better community will be developed for our university.

1.3 Users Problems by Secondary Research

We discovered during our secondary research that students frequently find challenging to communicate with alumni in a productive way to ask for job prospects and career assistance. They are unsure of where to turn for career guidance or assistance. Conversely, alumni find it difficult to interact with and encourage current students in an effective manner or to find employees in specific occupations. For both students and alumni, the absence of a formalized venue for networking and mentoring is a prevalent problem.

1.4 Related Study

This article highlights [1] the importance of enhancing graduate employ-ability through the development of career management skills. In today's competitive job market, possessing a strong set of career management skills is crucial for graduates to secure desirable employment opportunities. These skills include self-awareness, goal setting, networking, job search strategies, and adaptability. By actively developing and honing these skills, graduates can increase their chances of success in finding and securing employment that aligns with their qualifications and aspirations. Additionally, universities and educational institutions play a vital role in providing resources, guidance, and training to empower graduates with the necessary career management skills to navigate the ever-changing job market successfully. Ultimately, by prioritizing and investing in career management skills, graduates can enhance their employ-ability and

establish a solid foundation for long-term career growth and fulfillment. In today's highly connected world, peer and social networks have become invaluable resources in the job search process.

This article [2] explores the significance of leveraging these networks to enhance job opportunities. With the proliferation of professional networking platforms such as LinkedIn, individuals can expand their reach and connect with like-minded professionals, industry experts, and potential employers. By tapping into these networks, job seekers can gain access to hidden job markets, receive referrals, and obtain valuable insights and advice. Additionally, peer networks provide a supportive community that offers encouragement, guidance, and relevant job leads. In a competitive job market, harnessing the power of peer and social networks can significantly boost an individual's chances of finding meaningful employment

The article [3] focuses on intelligent communication technologies and virtual mobile networks, highlighting their application in the development of an alumni portal. It discusses various aspects such as the design, functionality, and features of the web portal, with an emphasis on improving communication and engagement between alumni and the institution. The article presents insights and findings related to the implementation of next-generation web technologies in creating a dynamic and interactive platform for alumni, ultimately strengthening their connection with the organization and fostering a vibrant alumni community

The relationship between student engagement and alumni is crucial for the long-term success and growth of educational institutions [4]. Engaged students are more likely to develop a strong sense of belonging, form lasting connections with their peers and faculty, and actively participate in academic and extracurricular activities. These engaged students go on to become alumni who have a deep affinity for their alma mater. Alumni who feel connected and engaged with their former institution are more inclined to provide support, [5] mentorship, and resources to current students. This symbiotic relationship fosters a sense of community, enhances the reputation of the institution, and creates a network of successful graduates who contribute to the continued success of the institution and its students.

2   Data Collection Process

In this section we have discussed about data collection process which includes research method, how we reached target user group, types of data and so on.

2.1   Research Method

We have chosen to use interviews as our research method. It aids in the explanation, comprehension, and exploration of the beliefs, actions, experiences, phenomena, etc. of research subjects. In order to get detailed information, interview questions are typically open-ended. Why we decided on an interview

are:

- A greater understanding of participants' viewpoints, experiences, and opinions is possible through interviews. It offers an opportunity for open-minded self-expression from participants and gives rich qualitative data.

- Interviews provide flexibility in adjusting to each participant's particular environment. Researchers may modify their questions in reaction to each individual's answer, providing a flexible and adaptable data collection method.

- If there's ambiguity or a need for clarification in participants' responses, interviews provide the opportunity for real-time clarification, reducing the chances of misinterpretation.

- Researchers can investigate new themes or ideas that may arise during an interview. This flexibility is useful for gathering crucial but unexpected information.

2.2   How we reached target user group

Our target users are our respected alumni as well as a few senior students who tend to be most inclined to finish their degrees. Due to a lack of resources and time, we have interviewed eight people in all. We interview eight people in total. Four from each user group because we have two users group. Since our students are present on the campus of our university, getting in touch with them wasn't too difficult. We have therefore chosen the four most inspirational and optimistic seniors we know, and we have obtained their course schedule. Because it's important for us comprehend when they are free. We conducted their interview on the university campus during their leisure time. Conversely, it was a little challenging to get in touch with our alumni because they are no longer on campus. One of our team members knows two of our alumni, and their office is conveniently located close to her home. She therefore went to their office lunch break to take their interview. The other two were conducted in a different manner. One was taken on campus because the esteemed alumnus is an instructor of our university, and the other was done online because it was somewhat challenging to get in touch with him.

2.3   Demographic of participant

Interview taken by Shafiul Kamran
Interviewee 1

- Student

Age: 23 years old

Gender: Male

Educational Background: Enrolled in undergraduate program.

Experience Level: Final Year student, Currently serving as Undergraduate Assistant.

Career Stage: Transitioning from academic life to the early stages of professional life.

interviewee 2

- Alumni

Age: 25 years old.

Gender: Male

Educational Background: Completed graduation from United University in 2022.

Experience Level: Machine learning Engineer at NodesDigital since 2022.

Career Stage: Currently serving as Engineer and looking for PHD scholarship

Interview taken by Samira Ahmed
Interviewee 3

- Student

Age: 22

Gender: Female

Educational Background: Enrolled in undergraduate program.

Experience Level: 3rd year student currently in 9th trimester.

Career Stage: Didn't enter in any yet.

- Alumni

interviewee 4

Age: 28 years old.

Gender: Male

Educational Background: Completed graduation from United International University in 2020 and gold medalist.

Experience Level: Did PhD in Hong Kong and served as research assistant.

Career Stage: Currently serving as Engineer and shifted from Hong Kong to Canada.

Interview taken by Sumaiya Akter
Interviewee 5

- Student

  Age: 23

  Gender: Female

  Educational Background: Enrolled in undergraduate program and she is in her 12th trimester.

  Experience Level: Working as Undergraduate Assistant and Grader for three trimester in different course.

  Career Stage: Lately pursuing her job career to be a faculty of a renowned university .

- Alumni

interviewee 6
  Age: 28 years old.

  Gender: Female

  Educational Background: Completed graduation from United International University in 2019 with a satisfactorily CGPA.

  Experience Level: She complete her MSC from BUET in 2022 and have worked in two software company .

Career Stage: Currently serving as SQA member in ORBUND for 7 months.

Interview taken by Mohammad Masum Khondhoker Efaz
Interviewee 7

- Student

Age: 22

Gender: Female

Educational Background: Current undergraduate student at United International university.

Experience Level: Final Year student, Currently serving as a Grader.

Career Stage: Doing an internship program.

- Alumni

interviewee 8

Age: 26 years old.

Gender: Male

Educational Background: Graduated a few years ago from United International University.

Experience Level: Working as a tester at BAT since 2021.

Career Stage: Software Quality Tester.

2.4   Type of Generated Data

Since we chose to conduct interviews for our study, the majority of the data we have is qualitative, but we also have some quantitative data as well. Written answers to open-ended survey inquiries that include qualitative details about the viewpoints and beliefs of the participants and quantitative information on the professional successes of participants, such as internship offers, job placements, or mentor-ship success stories.

2.5   Record keeping of collected Data

Memos, audio recordings, and notes have all been used to capture data. We requested our participants if they felt comfortable having their voices recorded during the interview process. While interviewing participants who felt at ease with audio recording, we record their voice. On the contrary, we have taken notes and memos to record the data of participants who were uncomfortable with audio recordings.

2.6   Challenges faced during collection of data

- **Scheduling Difficulties:**

Challenge: Coordinating interview schedules with participants' availability.
Resolution: Offered flexible scheduling options, including evenings and weekends. Utilized scheduling tools to streamline the process and accommodate participants' time constraints.

- **Limited Access to Alumni Information:**

Challenge: Difficulty in accessing comprehensive alumni databases.
Resolution: Collaborated closely with university alumni offices to obtain accurate and updated contact information.

- **Limited Alumni Engagement:**

Challenge: Encountered challenges in engaging alumni actively in data collection.
Resolution: Approached former students via alumni groups and made use of the university's current networks to promote their involvement. Emphasized how networking and mentoring can assist both current and former students.

3   Data Analysis Process

Here we have discussed about our data analysis process.

3.1   Final Insight

Here we have included some insights from our collected interviews.

- All of the interviewees are interested in connecting with alumni from our university for job opportunities.

- A verified CV is important to all of the interviewees.

- All of the interviewees would find it useful to see the CGPA and job fields of alumni in a pie chart format.

- Most of the interviewees have faced challenges when trying to find alumni who work in specific fields they are interested in.

- Most of the interviewees would be highly likely to use a platform that connects them with fellow graduates and provides job opportunities.

3.2 Unknown findings

- There were some features idea we got from our interviewee that we didn't think of earlier.

- Most if the students faced the problem while contacting with the alumni.

3.3 Confirmed Suspicions

- We suspected that students want to get connected with the alumni and it was right

- Alumni's also finds it tough to connect with juniors. So there were lack of unity.

- There were some features we thought about earlier and alumni and students also suggested us those features.

3.4 Affinity Diagram link

Link of affinity Diagram: https://miro.com/app/board/uXjVNfpWi4s=/?share$_l$ink$_i$d = 59174979440

4 User Personas

User persona of an alumni:

Mentorship

Alumni PERSONA

Personal Background

NAME
Mr. Rauf

AGE
26

GENDER
Male

EDUCATION
Bachelor's degree in CSE

OCCUPATION
Software Engineer

MARITAL STATUS
Married

Background

Rauf is an experienced alumnus currently employed in the Tech sector. He is keen on giving back to the university community by mentoring current students.

Experience Level

Holds considerable experience in the tech industry. Brings practical knowledge and real-world insights to mentorship.

Goals and Motivations

I am passionate about providing mentorship to current students. My aim is to guide them in navigating their career paths and making informed decisions. I see my alumni status as an opportunity to contribute to the growth and development of current students. I am motivated by the desire to give back to the university community. I am open to opportunities that align with my expertise and career trajectory. Aims to guide them in navigating their career paths and making informed decisions.

Preferred Features

A new feature enabling students to connect with alumni mentors based on specific fields of study or professional interests, and facilitating seamless communication between them.

Challenges

I have recognized that there is a need for improved communication channels between the alumni and current students..

Limitations

Balancing professional responsibilities and mentorship can be time-consuming.

User persona of a student:

5   Scenario

A bunch of nervous seniors were having a hard time figuring out the employment market in the busy hallways of United International University. They sought advice since they were confused and doubtful about their future jobs. Fortunately, the alumni network of the university came up to support their successors. Alums with success in a range of fields led lectures, seminars, and networking gatherings. They guided the students through résumé development, interview techniques, and professional networking by sharing insightful advice, practical advice, and personal tales. Thanks to the unselfish efforts of their university's alumni, many of these students found themselves armed not only with

knowledge but also with a network of supporting professionals as graduation approached.

6 Storyboard

Storyboard for the scenario:
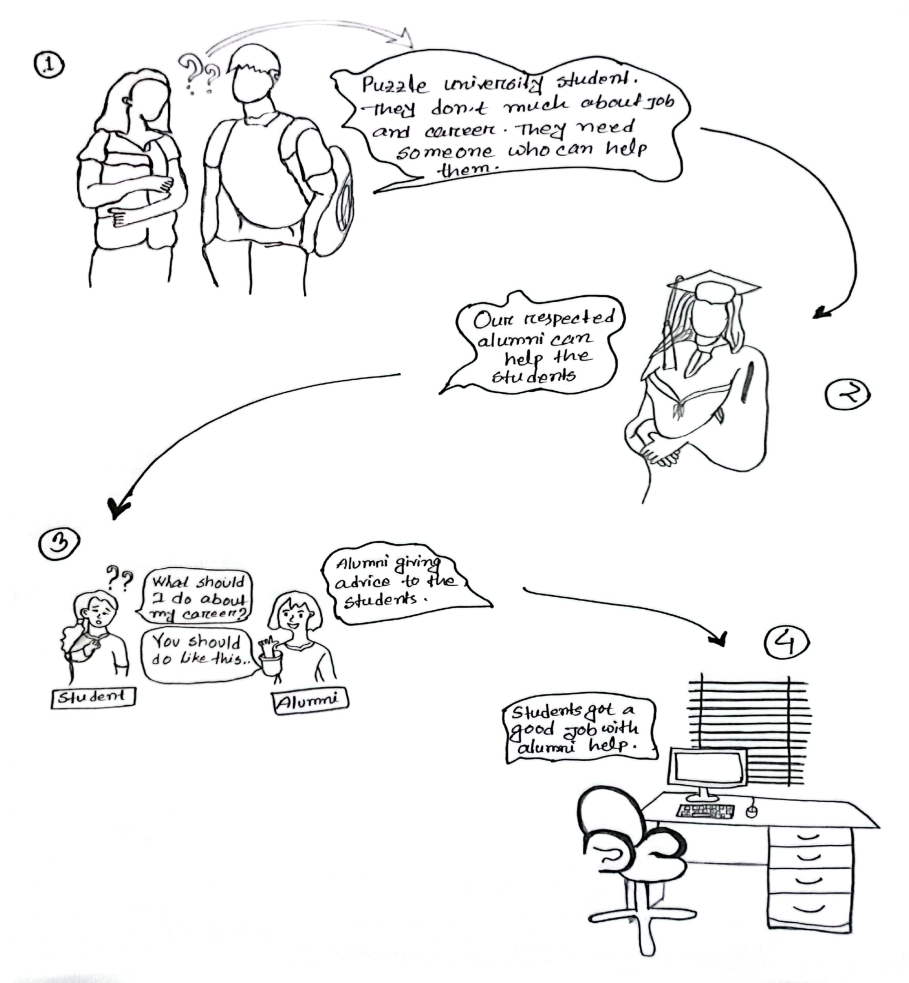
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[1] Narelle Shadbolt and Jeremy Bunker. Choosing general practice: A review of career choice determinants. *Australian family physician*, 38(1/2):53–55, 2009.

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[4] Russel S Hathaway, Biren A Nagda, and Sandra R Gregerman. The relationship of undergraduate research participation to graduate and professional education pursuit: An empirical study. *Journal of College Student Development*, 43(5):614–631, 2002.

[5] Christopher Tylerr Ropp. *The relationship between student academic engagement and alumni giving at a public, state flagship university*. PhD thesis, University of Kansas, 2014.