**GradMatch User Guide**

## **Background:**

The job market for recent college graduates can be highly competitive, with many graduates struggling to find job opportunities that align with their skills and preferences. According to a report by the Economic Policy Institute, the unemployment rate for recent college graduates in the United States was 7.7% in 2020. This highlights the need for innovative solutions that can help recent college graduates find job opportunities that align with their skills and preferences.

The GradMatch app aims to solve the problem of recent college graduates struggling to find job opportunities that align with their skills and preferences.

Key insights driving this problem include:

• Recent college graduates often struggle to find job opportunities that align with their skills and preferences.

• Existing job search platforms often provide generic job recommendations that do not take into account the unique skills and preferences of individual users.

• Personalized job recommendations can increase the likelihood of recent college graduates finding job opportunities that align with their skills and preferences.

• Competitors in the job search market include platforms such as LinkedIn, indeed, and Glassdoor. These platforms offer job search functionality, but do not offer the level of personalization that the GradMatch app aims to provide.

This matters because recent college graduates are a key demographic in the job market, and are in need of innovative solutions to help them find job opportunities that align with their skills and preferences. The GradMatch app has the potential to fill this gap in the market and provide a valuable service to recent college graduates.

The goal of the GradMatch app is to provide recent college graduates with personalized job recommendations that align with their profiles. Success for the app looks like:

• High user engagement and retention rates.

• Positive user feedback on the app's user interface, features, and overall user experience.

• Increased job placements for recent college graduates through the app.

## Details:

Main Features:

* Personalized Job Recommendations: GradMatch utilizes a sophisticated matching algorithm that analyzes a graduate's skills, education, experience, and preferences to provide highly relevant and personalized job recommendations. This feature eliminates the need for manual searching and saves time by presenting curated opportunities that align with the user's unique profile.
* Comprehensive Profile Builder: GradMatch offers a robust profile builder that allows graduates to create a comprehensive and compelling professional profile. Users can showcase their education, work experience, projects, certifications, and other relevant details to make a strong impression on potential employers. The profile builder includes customizable sections and templates to help graduates highlight their strengths and stand out in the competitive job market.
* Networking and Professional Connections: GradMatch facilitates networking and professional connections by providing a platform for graduates to connect with industry professionals, mentors, and alumni. This feature allows users to expand their professional network, gain insights into different career paths, and receive guidance from experienced professionals.

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| How to Sign in the product:  Open the app and you will see the sign-in screen of the app: | |
| New user clicks on sign up, existing user clicks on sign-in | User fills their details and is taken into app |

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| How to apply for jobs | |
| User selects a job post from a uniquely recommended list of jobs and is able to identify the match % based on profile and easy apply. | Verification of sent application |

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| How to set up profile page | |
| User clicks on my Profile and is taken to a page where Users showcase their work history, education history, projects, certifications etc. with the help of inbuilt AI algorithm to help finetune profile and set them up for success |  |

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| How to navigate network features  User clicks on notifications and is taken to below user clicks on my network and is taken to below | |
| Users receive real-time notifications from companies and colleagues | Users have personalized networking tab where they can chat and post with members in their connection group |