

MI 349 Project Brief

David Powers – 5/23/16

Digital Resume One Pager

Short Elevator Pitch

A unique digital resume for students and professionals that can showcase their accomplishments and improve their online presence.

Long Elevator Pitch

I want to create a digital resume/portfolio template that can be utilized for students and professionals. There is going to be a few pages for pictures, documents, projects, videos, and regular resume information. Because the project requires a complete site, no filler content, I will create a digital resume for myself to provide an example for possible clients. I think that this could be an extremely useful product for people looking to improve their digital presence. It is a complementary solution to LinkedIn, because it is unique and customizable to their individual needs. This template will include links to other relevant sites for the customer, such as GitHub, Twitter, blogs, and LinkedIn.

Personas

Recruiter/headhunter/employer – These people can be directed by other sites such as LinkedIn or a hard copy resume via QR code. They will be looking for important information relevant to the job they are hiring for.

MSU affiliate is another example. Professors or fellow students might be interested in learning more about your goals and aspirations as well as professional qualifications.

Comps

A comparable project to mine is LinkedIn. LinkedIn allows the user to create a digital resume and share it with their user base. LinkedIn does not provide a unique experience personalized to the customer. I would like to build off of the LinkedIn features, but improve upon them by providing more customization. Having a personal website at a domain name unique to you, is more professional. Another example is RecPass.