

What is Coding Ninjas?

Coding Ninjas is one of the largest technical training institute providing programming skills to Entry-Level tech aspirants through an aggressive bootcamp training. We have a dedicated placement cell in our organization and even have an exclusive bootcamp for candidates wherein we provide guaranteed placements to candidates wherein they don't have to pay us anything upfront until he gets placed at the guaranteed salary range.

Problem Statement-Imagine you are a Product Manager at Coding Ninjas and you are given a task of introducing a Product that would improve the placement process at Coding Ninjas.

Clarifying Questions-

1) Are there any specific goals we are thinking about for improving Coding Ninjas i.e User Acquisition, Engagement, Monetisation?

Ans- User Engagement

2) Is there any specific customer segment we are interested in targeting?

Ans- I would prefer if it targets the companies that come for placements, but it is totally upto you.

Potential User Segments-

- 1) Clients i.e the HR's/Hiring Managers of companies that come to hire from Coding Ninjas
- 2) Placement Team i.e the team who is the SPOC from Coding Ninjas which brings in clients for placements
- 3) Candidate Team i.e the team who is the SPOC from Coding Ninjas which handles candidate questions and co-ordinations
- 4) Mentors that teach the candidates
- 5) Candidates who take courses from Coding Ninjas

I would chose Clients i.e the HR's/Hiring Managers of Companies as the potential User Segment.

Critical Pain Points faced by the HR's/Hiring Managers-

- 1) There is a lot of middle men co-ordination that happens between the client and the candidate and vice versa.
- 2) Client not being able to access the whole database of relevant candidates, which limits them to the pool of candidates that are only interested in their Job Description.
- 3) Client is not able to have one view of the live statuses and notes/feedback of all the candidates in each job description. Additionally, communication with candidates across platforms is difficult to keep track of.

Product Vision-

Keeping these critical pain points in mind, the product vision I am thinking of is building a CRM wherein the client would be able to post Job Descriptions, see the relevant candidates, change stages of the candidates (to shortlist/reject etc) which in turn would inform the various user segments (Placement Team, Candidate Team and Candidate) about the change in the stage of the candidates.

User Journey / Flow-

This assignment shows clearly the User Journey and User flow.

Trade Off's-

- 1) If the candidate's data is removed by mistake (by the candidate team) from the system, the profile would be automatically removed from all the live opportunities.
- 2) If the client changes the stage of the candidate by mistake or marks a candidate as placed when he is not, there can be huge miscommunication, which would have to be resolved offline.

How to go through the assignment?

Assignment starts with the Admin page whose access is with the Placement Team of Coding Ninjas - Mockup Page 1, there are arrows explaining what a particular click would do/which page it will take the user to.

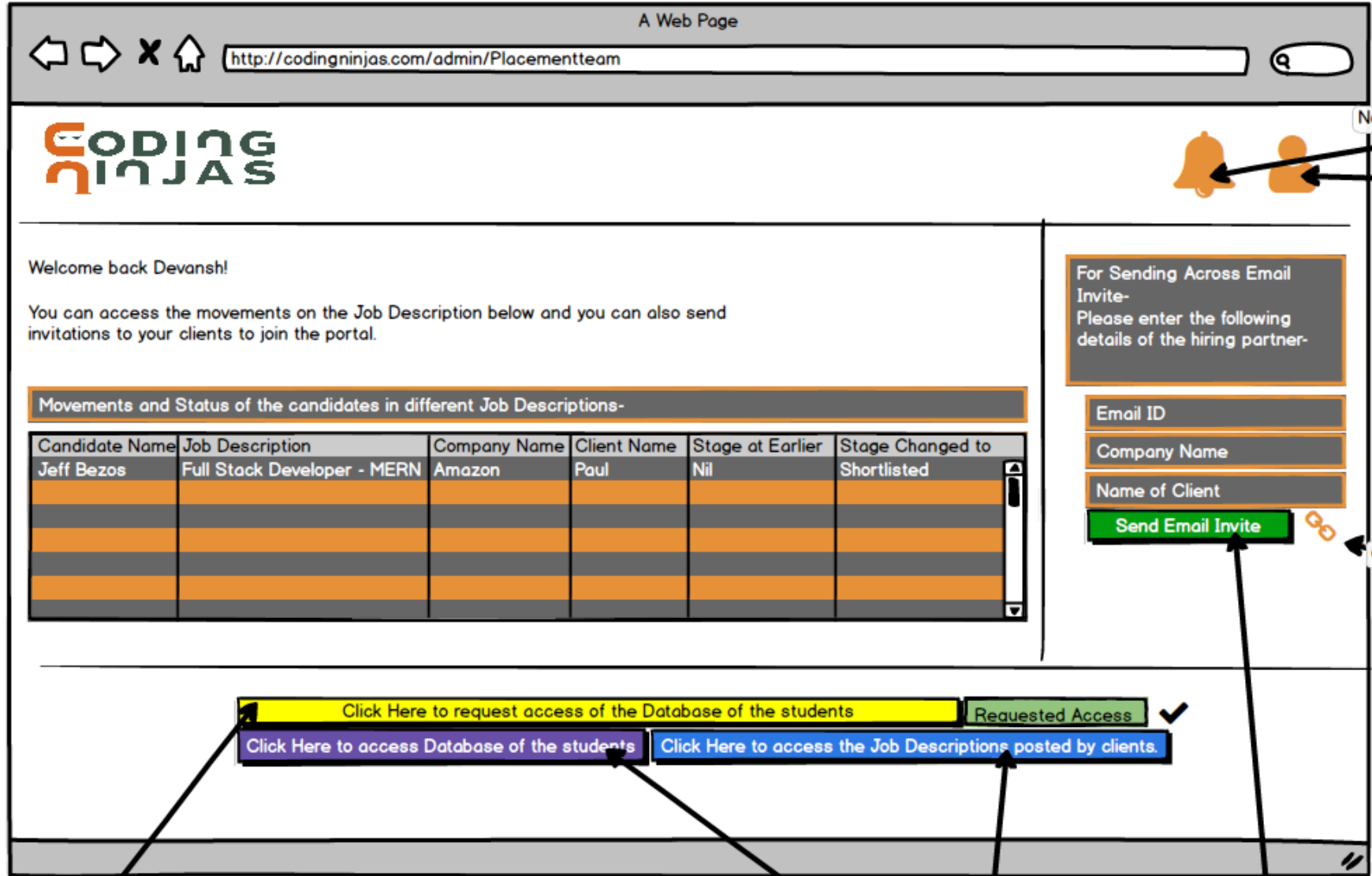
Then it further moves to the Candidate Team's view or if the Placement Team is granted access to the Database - Mockup Pages 2,3 and 4.

In the Mockup Page 5, the assignment moves back to the Placement Team's view post they have clicked on "Click Here to access the Job Descriptions posted by clients." on the Mockup Page 1.

The Mockup Pages 6,7- Shows how the client will get to know that they are invited to the software through an email walkthrough

The Mockup Pages 8,9 and 10 are the Client's view of the system and it guides through the various features in the software.

The Mockup Page 11 shows the future vision of the product and what all can be done in the future in the product along with the minute iterations we come to know through the Alpha launch.



Notifications for stage changes of candidates in different Job Descriptions

Account Settings

Change Password

Preferences

Email Notification Settings

Sign Out

Once Clicked, it will give the following options on a new page-

All Email Notifications	ON/OFF
Notifications for Client Login	ON/OFF
Notifications for a Client posting Job Description	ON/OFF
Notifications for candidate stage change to shortlist	ON/OFF
Notifications for candidate stage change to Reject	ON/OFF
Notifications for candidate stage change to Assignment Shared	ON/OFF
Notifications for candidate stage change to Interview Schedule	ON/OFF

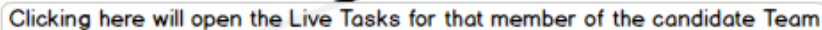
Copy Invite Link with Email ID and Password

Request Access once granted by the team, then only access to database will be given

2nd Mockup Page

5th Mockup Page

6th Mockup Page



If a candidate is placed at Internship then he would still be shown eligible for Internship+ PPO and Full Time but would be removed from all the JD's for Internship

A Web Page

http://codingninjas.com/admin/Placementteam

Q

Clicking here will make you go to the 4th Mockup Page

Q

Upload in Bulk using CSV Format

Name of the Candidate				
Phone Number				
Email Address				
Current Location				
Job Location Preference	Preference 1	Preference 2	Preference 3	
Eligible Mode of Employment	Full Time ✓	Internship + PPO ✓	Internship ✓	
Eligible for Profile	FrontEnd (Y/N)	BackEnd (Y/N)	FullStack (Y/N)	
Minimum Salary to be placed at? (ISA)				
Salary/ Stipend Expectations				
Skills known				
ISA Tenure?				
Notice Period?				
Resume Link				
Academic Scores	10th	12th	Graduation	Post Graduation
Full Time Experience in months				
College Name with Year Passed and Degree	Under Graduation	Post Graduation		

[+ Upload CSV File by clicking here](#)

Please upload in CSV format with the following headings-

Name of the Candidate | Job Location Preference - Preference 1 | Preference 2 | Preference 3 | Mode of Employment- Full Time | Internship + PPO | Internship
| Eligible for Profile- FrontEnd | BackEnd | FullStack | Minimum Salary to be placed at? (ISA) | Salary/ Stipend Expectations | Skills known
| Projects done- Project 1 | Project 2 | Project 3 | ISA Tenure? | Notice Period? | Resume Link | Academic Scores- 10th, 12th, Graduation, Post Graduation
| Phone Number | Email Address

Recent Bulk Uploads-

Name of the Candidate	Profiles Eligible for	Experience	Eligible Mode of Employment	Minimum Salary to be placed at? (ISA)	Skills known
Name of the Candidate	Profiles Eligible for	Experience	Eligible Mode of Employment	Minimum Salary to be placed at? (ISA)	Skills known
Name of the Candidate	Profiles Eligible for	Experience	Eligible Mode of Employment	Minimum Salary to be placed at? (ISA)	Skills known
Name of the Candidate	Profiles Eligible for	Experience	Eligible Mode of Employment	Minimum Salary to be placed at? (ISA)	Skills known
Name of the Candidate	Profiles Eligible for	Experience	Eligible Mode of Employment	Minimum Salary to be placed at? (ISA)	Skills known

A Web Page

http://codingninjas.com/admin/Placementteam

Sort By

Date of Posting

Tech Stack Posted for

Employee Size

Full Time Postings

Internship Postings

Internship + PPO Postings

Salary/Stipend Range

Most Recent Job Descriptions Posted-

Active Openings -

Company Name - Google
Front End Developer - Full Time

Must Have Skills - React,
Redux, HTML, CSS, Javascript

Good to Have Skills - Vue.js,
Angular.js

Click here to access relevant
candidates

Click here to mark this posting
as Inactive

Company Name - Facebook
Back End Developer - Full Time

Must Have Skills - Node.js,
MongoDB, SQL.

Good to have Skills- Express.js,
React.js

Click here to access relevant
candidates

Click here to mark this posting
as Inactive

InActive Openings -

Company Name - Apple
Full Stack Developer -
Internship + PPO

Must Have Skills - MERN.

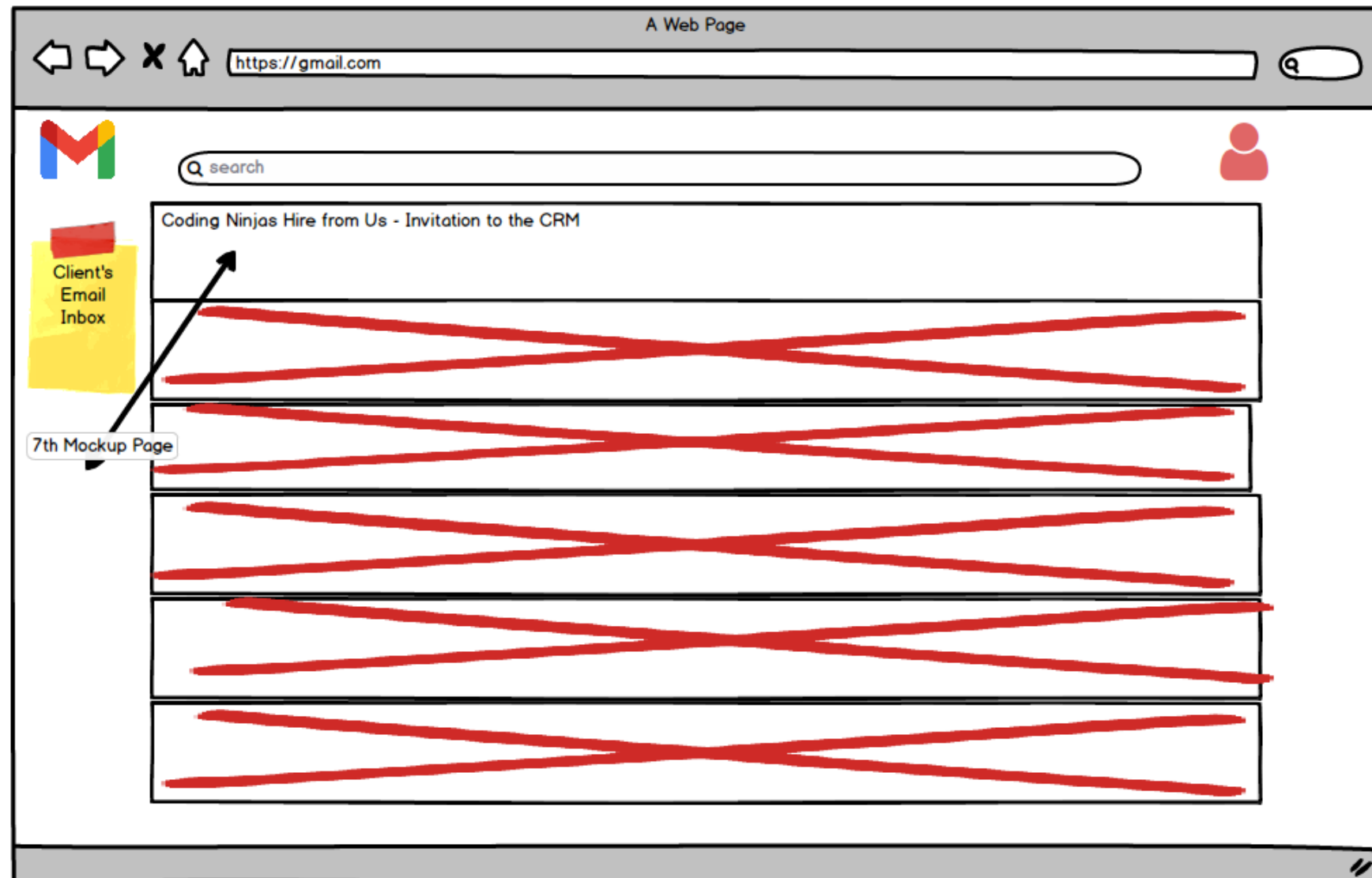
Good to have Skills- Java

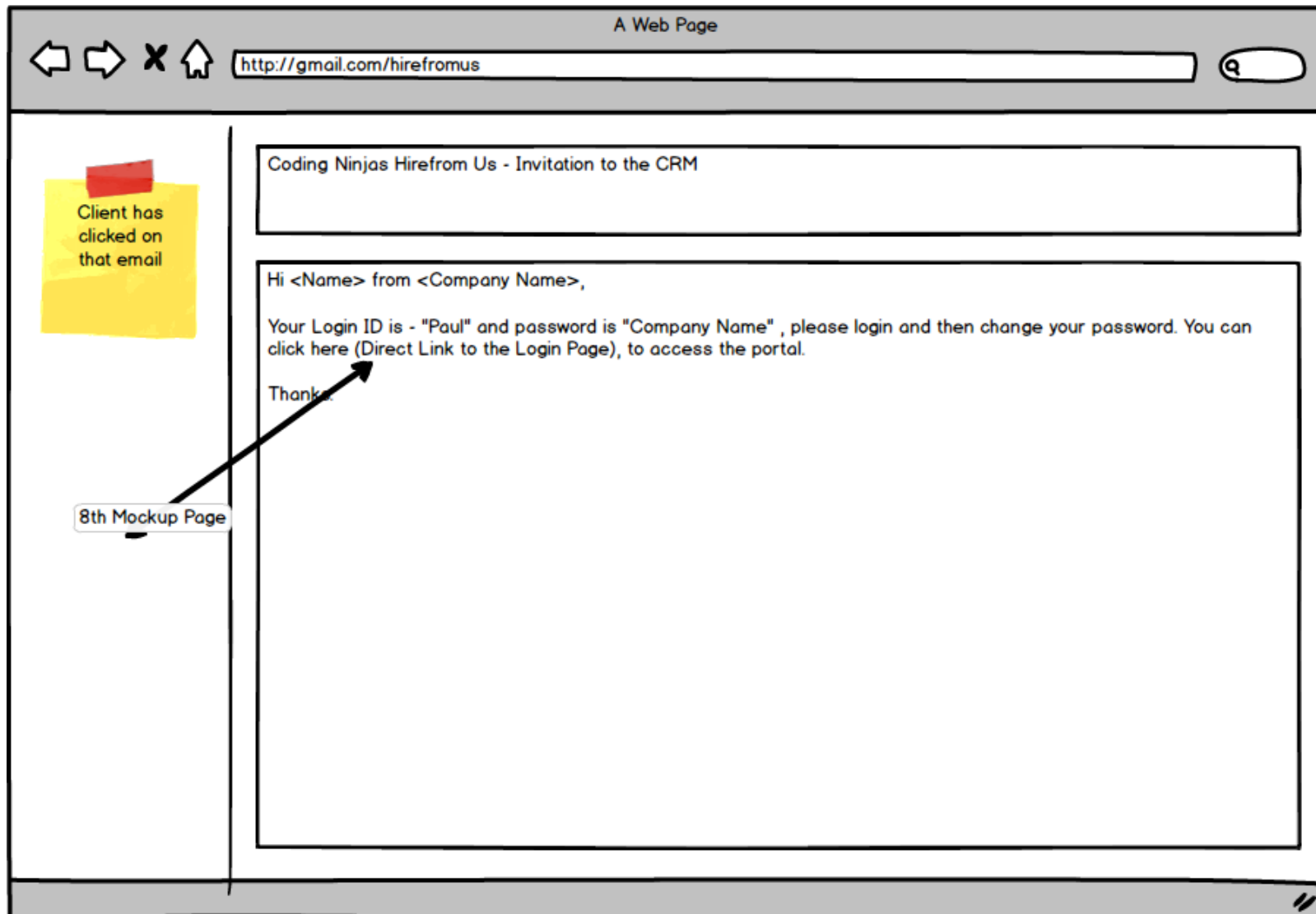
Click here to access relevant
candidates

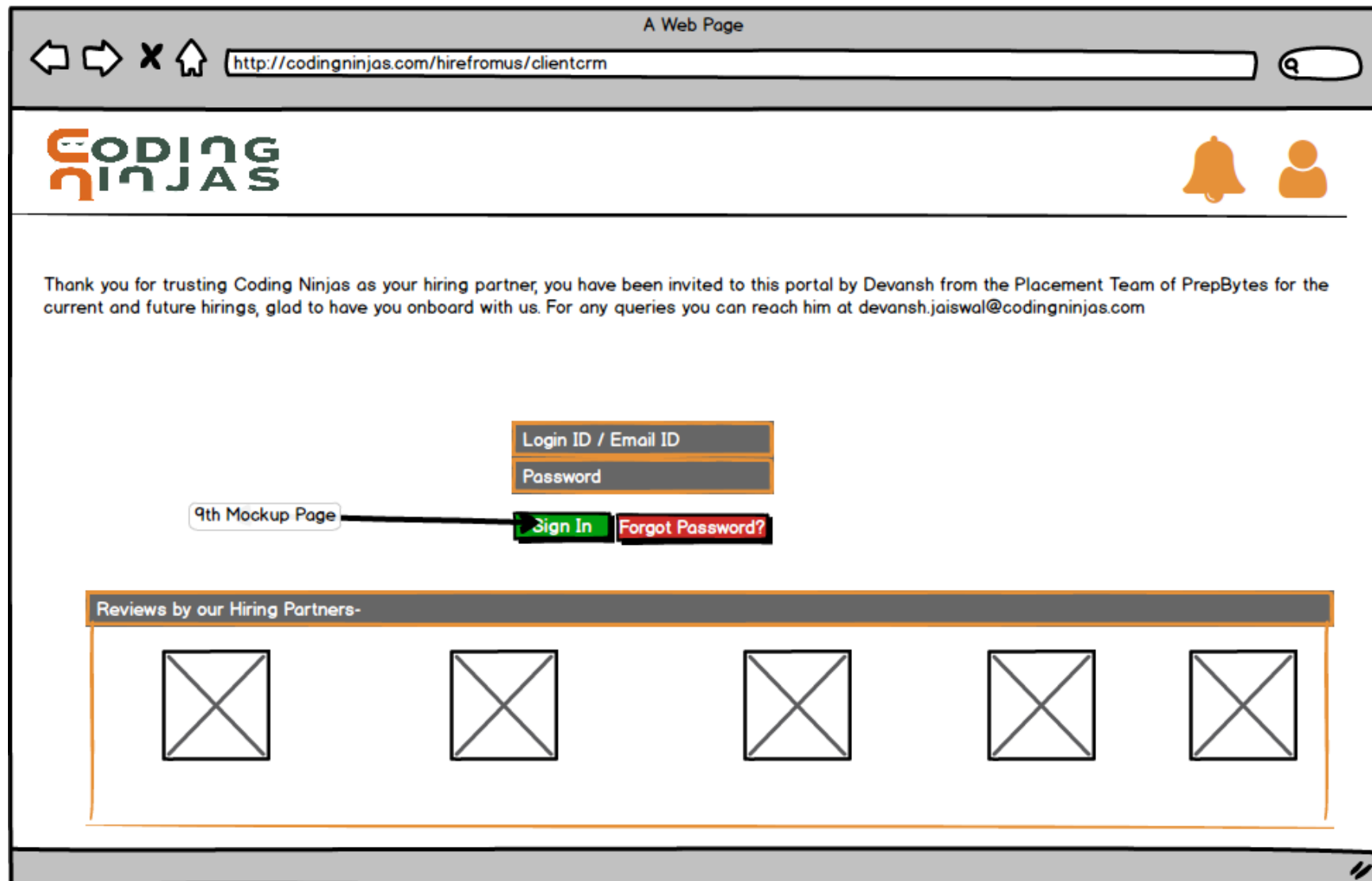
Click here to mark this posting
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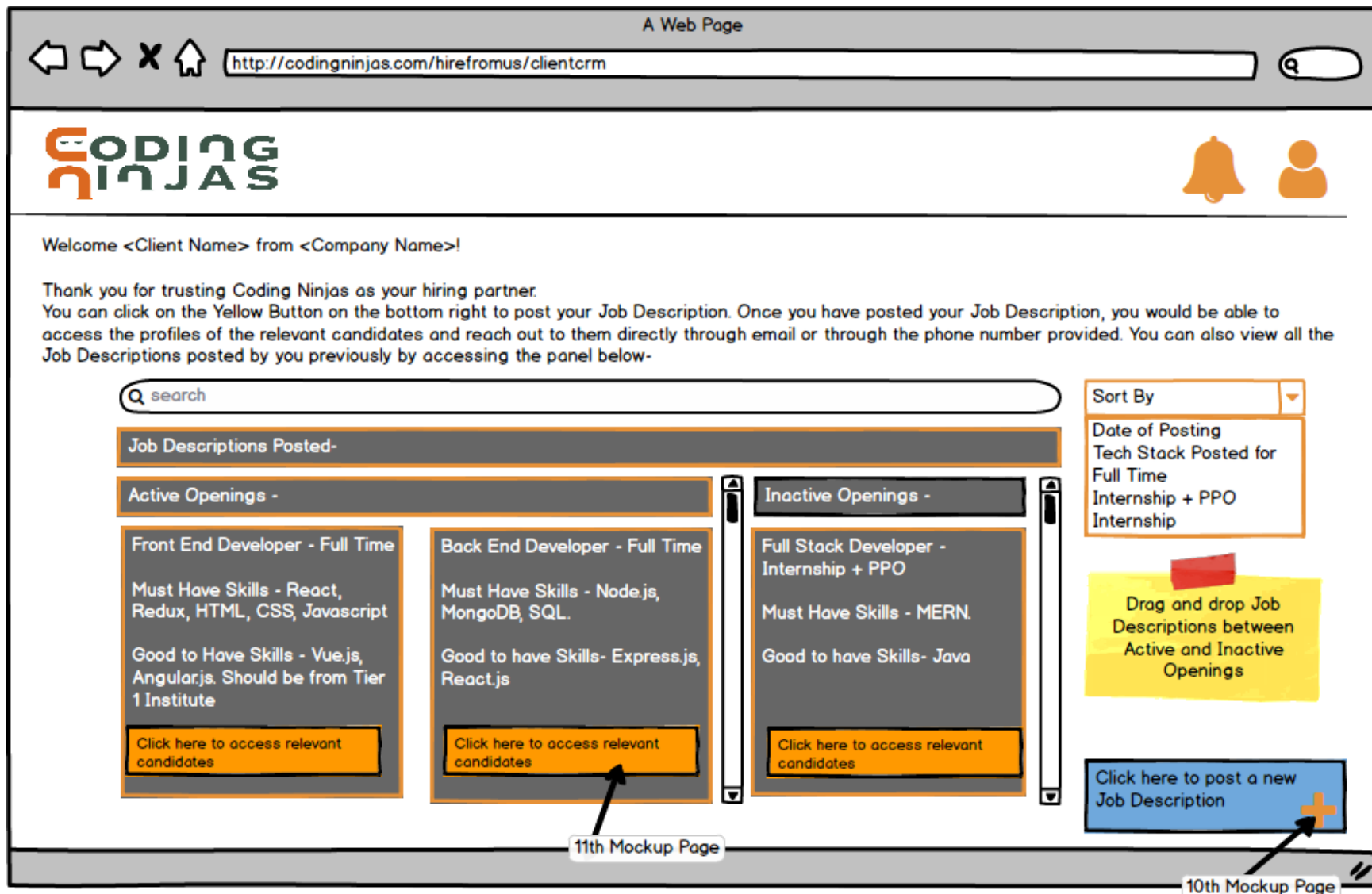
first prev 1 2 3 4 ... next last

first prev 1 2 3 4 ... next last









A Web Page

<http://codingninjas.com/hirefromus/clientcrm>

Please enter the details below for publishing the job description. You can also upload the job description which will autofill the fields below - please review and edit them before submitting.



Name of the Company	Apple
Company Profile	< Website links/About us(Employer Branding/Perks)>
Job Title	Full Stack Engineer
Job Location	<Remote or on-site / city>
Mode of Employment	<Full Time or Internship>
Number of Vacancies	7
Salary/Stipend Range	
PPO Option (Y/N)	<Only fill if Internship is as a mode of employment>
PPO Details ()	<Only fill if Internship is as a mode of employment>
Internship Duration	<Only fill if Internship is as a mode of employment>
Experience (In Months)	3
Job Description	
Must have skills	MERN
Good to have skills	
Joining	Immediate
Selection process	
Employee Size	
Any considerations for us for internal shortlisting?	

[Preview Job Description](#)[Post Job Description](#)

33.3%



After Clicking ☒

[Export to CSV/Excel](#)

Share
Reject
Shortlist

[illegible]

After Clicking

Share
Reject
Shortlist

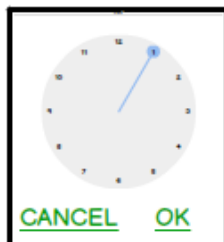
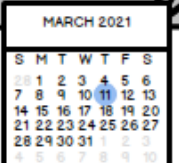
Stages will have a dropdown for -

Reject
Shortlist
Assessment Shared
Schedule Interview
Interview Happened
Hired

Additionally, a stage change for a candidate in the job role will trigger an email notification (if enabled) and the bell notification to the various User Segments of Prepbytes (here, Devansh, Candidate Team and the Candidate) which when clicked will redirect to the Job Description.

We would add a feature which would automate the emails sent by the client. For every communication from the client we can set some trigger i.e when the client changes the stage of the candidate to shortlist/reject then congratulations/regret mail can be sent directly to the candidate while keeping the SPOC from placement team of Prepbytes and SPOC from the candidate team in loop.

Same for scheduling the Interviews as well.



What are the Metrics i would track?

Metrics i would track- Number of Accounts redeemed or opened , Number of Job Descriptions posted/account/week, Type of Job Description posted/Account/Week, Average Screen time, Churn rate, Duration during which the client logs back in, bounce rate, Number of stage change/Job Description/week.

North Star metric- Lead score i.e tracking the Number and type of Job Description posted per week

How would the type of job description posted be tracked?

We can give a Lead score of 5 for Full-Time , 2 for Internship + PPO and 1 for Internship.

Counter metric- I would like to track two counter metrics-

1) Number of stage change/Job Description per week

2) Number of accounts redeemed or opened / invite

Product Ideas for V2.

Once our product gets traction, along with other changes that we need to do, I would like to propose some more changes that would help a lot in improving the User Experience-

1) We can also automate further, for example- if any old posting (2 or more months(Configurable)) would automatically move to Inactive openings.

2) Post discussing with the UI/UX Designer of the product team, I would also like to get his view on how we can change user experience in terms of Internal and External Stakeholders in terms of UI movement i.e External team could have a view like LinkedIn and Internal Team like Trello.

3) A feature to take notes and gather feedback on all the candidates' performance in the various rounds of the process

4) Recommendation feature i.e if a company wants to recommend our platform and service to another company they directly do that through which both the parties the SPOC of placement team and the recommendee will get contact details of each other

5) We can further track the customer satisfaction rate by triggering a feedback form post the user journey with us is complete i.e when the client has made first stage change of a candidate

Thanks for reading such an elaborate project till the end.

Made by-



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