Competitor Analysis

The purpose of this document is to understand the

**Linkedin jobs**

* Job tracker
* Search by career interests
* Linkedin Salary
* Can see No. of applicants
* Number of alumni from your school working at the company
* UI - split screen, left hand side shows all jobs, right hand side details of selected job
* Linkedin Easy Apply - but only some of them have it
  + Maybe because jobs require more info than just phone no. and resume
* Ask for referral button
* Job Alert button
* Skill match for the job
* Tells you who is the recruiter and can message them
* Suggests similar jobs that you have already applied to
* Suggests well-known companies first
* location

**seek/indeed**

* UI is not aesthetically pleasing
  + Poor company branding
* Create job alerts
* Random companies are also shown on page 1
* Have to navigate to a different page to see job details
* Careers advice tab
* $150k+ tab
* Company reviews tab
* Description of job in the job posting before you get into detailed view
* location

**GradConnection**

* Have to login to apply for the job
* Filter jobs by student relevant job types i.e. internships, grad, scholarships, cadetships
* Filter by unique criteria - CSR
* Calendar of opening and closing of jobs
* Some features only available if you log in i.e. see additional jobs if you log in
* Company profile details important info to prepare you for application process e.g. selection process, vid about grad program, diversity policy etc
* Too many tabs
* UI is too compartmentalised
* Disgusting colours
* University tab showing amount of accounts, recent logins and signups from each university
* Blog from companies on useful info
* Badges on job posting relevant to the unique attributes i.e supports lgbtqi, disable

**unsw careers portal**

* Connected to USNW resources so you can book career appointments
* Event page with career related events
* Resources very relevant to job seekers

**Copy**

* Salary
* Job order shown by well-known companies first
* Easy Apply
* Calendar of opening and closing jobs - this is the notification
* Split screen
* Resources to prepare you for process i.e. About grad program, company values, selection process

**Gaps**

* Easy Apply, for jobs that require more info, easy apply fills in as much as it can and generates a link to a prefilled application
* Create forum like whirlpool with the app
* Bad UX so dont want to use resources
* Import calendar of opening and closing of job apps to google calendar