# 

# **%** Overview

**JobHackAI** is an **AI-powered job preparation platform** that helps job seekers optimize **resumes, prepare for AI-driven interviews, and improve LinkedIn profiles**. The business is fully **passive, automated, and scalable**, requiring no 1-on-1 coaching or high-ticket offerings.

# Pricing Structure

Feature	Free	3-Day Trial	Essential \$29/mo	Pro \$59/mo	Premium \$99/mo
ATS Resume Scoring	1	Unlimited	Unlimited	Unlimited	Unlimited
Resume Feedback		3 (soft cap)	3/mo	Unlimited	Unlimited
Resume Rewriting				Unlimited	Unlimited
Cover Letter Generator				Unlimited	Unlimited
Interview Questions		Unlimited	Unlimited	Unlimited	Unlimited
Mock Interviews				20/mo	Unlimited*
LinkedIn Optimizer					Unlimited
Priority Review					Auto-enabled

Unlimited mock-interview sessions in Premium are subject to a soft cooldown: max 1 session per hour, up to 5 per day to prevent abuse.

# **\*** Trial Details:

- Full 3-Day Trial (Credit Card Required, Auto-Renews Unless Canceled).
- No reminder email before billing.
- Only Resume Scoring, Feedback, and Interview Questions are available in trial.
- Other features remain locked.

## **Additional Options:**

- Annual Discount Users get 2 months free when paying yearly.
- 1 Free AI Resume Score Hook for new users to sign up.
- Upsell Page for Cancelling Users Offers a discount or downgrade option to retain them.
- Free Tier Cap Max 250 free trial users per month (creates urgency).
- A/B Pricing Page Tests Two versions tested for sign-up optimization.

# **\*** AI-Powered Features

- ✓ ATS Resume Optimization Score & improve resumes with ATS insights.
- Resume Feedback Structured feedback with detailed suggestions.
- Resume Rewriting Available in Pro and Premium plans.
- Cover Letter Generator 250-word job-specific AI cover letter.
- ✓ Interview Questions & Mock Interviews Tailored to the user's job target.

## Interview Questions Autosuggest Role List (Combo-box):

Software Engineer Full-stack Developer Platform Engineer DevOps Engineer Data Engineer Data Scientist AI Engineer LLM Engineer Product Manager Product Owner Epic Owner Business Owner Scrum Master Release Train Engineer (RTE) Agile Coach Solution Architect System Architect Data Architect

UX Designer

UX/UI Developer

**UX** Researcher

QA Engineer

Threat Analyst

Security Engineer

Data Management

IT Governance

The combo-box filters this list in real time and shows up to 8 matches.

- ✓ LinkedIn Optimizer Scored + rewritten profile content (Premium only).
- Priority Review Premium users get faster and more detailed analysis.
- ✓ AI Market Trends V2 only, removed from MVP UI (fully hidden frontend).

# **★** Marketing & Traffic Strategy

## Four-channel acquisition strategy:

- 1 SEO & Blog Content 2-4 AI blog posts/month using Wix SEO tools.
- 2 Social Media LinkedIn, Twitter, YouTube channels with job prep tips.
- Paid Ads Google Ads + retargeting (limited use in early stages).
- 4 Affiliate Marketing Partnered with coaches/influencers.
- ✓ Blog hosted on Wix.
- ✓ Initial marketing is organic-first (target ~\$300/mo total operating costs).
- Upsell triggers: exit intent offers + feature locks + trial countdown.
- SEO targets ATS compliance, AI job prep, and LinkedIn profile tips.
- ✓ All content branded as JobHackAI no personal branding used.

# **✗** Go-to-Market Launch Strategy (First 14 Days)

Phase	Da	<b>Key Actions</b>	Objective / KPI
Pre-Launch Prep	- 7 →	• Publish 3 SEO blog posts• Schedule 10 LinkedIn snippets• Wire GA4 + UTMs + A/B pricing pages	Seed organic traffic & enable conversion tracking
Launch Day –	0	• Post 60-sec Loom demo on site + LinkedIn/Twitter• Announce <b>250 free-trial cap</b>	Drive first-day traffic; create
Week 1 – Social	1-7	• Auto-DM new trial users for testimonials (Zapier → LinkedIn)• Live-update testimonial carousel• Share	Capture & display trust signals

Micro Google Ads		• \$15/day on keyword "ATS resume score free" (points to Pricing A)	Measure CAC vs 5 % CVR target
Affiliate Kick-off		• Send 20 personalized Loom pitches to career influencers• Offer 20 % lifetime rev-share via Stripe	Acquire low-CAC partners
Content	8-1	• Draft next 2 blog posts• Convert best LinkedIn post to	Sustain SEO +

## **Success Benchmarks**

- Landing-page conversion ≥ 5 % (trial sign-ups / visitors)
- Trial  $\rightarrow$  Paid conversion  $\geq$  **20** %
- Blended CAC  $\leq$  \$50 in first 25 paid users

# **✗** Platform, Banking & Tech Stack

Component	Technology / Provider		
Website Builder	Wix (no-code)		
AI Engine	OpenAI API (résumé scoring, rewriting, feedback, interview features)		
Authentication	Firebase Auth (secure sign-in and password reset workflows)		
Payments	Stripe (credit-card processing)		
Banking	<b>Relay Bank</b> – no-fee business checking, unlimited sub-accounts, Zapier + API hooks		
Automation	Zapier (connects Wix, Stripe, Relay, OpenAI, Sheets, Gmail)		
KPI Dashboard	Grafana (hosted locally on MacBook; feeds from Google Sheets via		
Data Storage	Google Drive & Google Sheets (lightweight, cloud-based)		
Security & Performance	Cloudflare (DNS, caching, bot protection, free SSL)		

Component	Technology
Website Builder	Wix (no-code)
AI Engine	OpenAI API (for résumé scoring, rewriting, feedback, and interview
Authentication	Firebase Auth (secure sign-in and password reset workflows)
Payments	Stripe (credit card processing)
Automation	Zapier (connects Wix, Stripe, OpenAI, Sheets, Gmail)
KPI Dashboard	Grafana (hosted locally on MacBook using Google Sheets + Zapier data pipeline)

Data Storage	Google Drive & Google Sheets (lightweight, cloud-based)		
Security & Performance	Cloudflare (DNS, caching, bot protection, and free SSL)		



# **Ver Login & Subscription Management Flow**

This flow describes how JobHackAI users authenticate, access their subscription data, and manage billing through the integrated payment system. It involves multiple components working together to provide a seamless and secure user experience.

## Flow Steps:

#### 1. **User Login**

The user logs into the JobHackAI site using email and password.

The frontend captures credentials and initiates the login process.

#### 2. **User Lookup in Google Sheets via Zapier**

The frontend sends a request to Zapier to look up the user's record in Google Sheets, which serves as the lightweight database storing user plan info and Stripe Customer IDs.

#### 3. **User Data Returned**

Zapier queries Google Sheets, finds the user's row, and returns the user information (subscription plan, Stripe Customer ID) back to the frontend.

#### **Manage Subscription Request** 4.

When the user clicks "Manage Subscription," the frontend requests a Stripe Customer Portal session from Zapier, providing the Stripe Customer ID.

#### **5. Stripe Portal Session Creation**

Zapier calls Stripe's API to create a Customer Portal session for the user.

## **Portal URL Returned**

Stripe returns a URL for the Customer Portal session to Zapier, which then forwards it to the frontend.

#### 7. **Redirect to Stripe Customer Portal**

The frontend redirects the user's browser to the Stripe Customer Portal, where the user can update payment methods, view invoices, or cancel their subscription.

### Why this architecture?

Lightweight user data store: Google Sheets enables easy, cost-effective storage of user metadata and plan status without a complex database.

- **Zapier integration:** Acts as a secure middleware, connecting the frontend with Google Sheets and Stripe APIs without exposing secrets client-side.
- **Stripe Customer Portal:** Provides a secure, PCI-compliant way for users to self-manage billing without requiring custom billing UI development.
- Seamless UX: The flow is designed so users experience minimal friction when logging in and managing their subscriptions.

# **★** Design System & UI

# **▼** Color Palette (HEX)

Element	HEX	Use Case
Primary CTA Green	#00E67	Buttons, success indicators
Accent Blue	#007BF F	Outlines, links, secondary CTAs
Main Text (Slate)	#1F293 7	Primary body and header text
Secondary Text (Gray)	#4B556 3	Subtext, muted labels
Muted Gray Text	#6B728 0	Descriptive captions, hint text
Light Gray Background	#F9FAF B	Section dividers, layout fill
White	#FFFFF F	Card backgrounds, base layer
Divider / Border Color	#E5E7E B	Lines between sections, containers

# Typography

Fon	Inter (Google Font)
Wei ghts	400 (Regular), 600 (Semi-Bold), 800 (Extra-Bold)
Imp	<pre><link <="" href="https://fonts.googleapis.com/css2?&lt;/pre&gt;&lt;/th&gt;&lt;/tr&gt;&lt;tr&gt;&lt;th&gt;ort&lt;/th&gt;&lt;th&gt;&lt;pre&gt;family=Inter:wght@400;600;800&amp;display=swap" pre=""/></pre>

# **✓** UI Components & Design Notes

## **6** Layout

- Centered, modern SaaS layout
- Max width container: 1200px
- Section spacing: At least 4rem top/bottom
- Cards: White background, border-radius: 16px, box-shadow: rgba(0, 0, 0, 0.05)

## Buttons

Property	Primary CTA Button	Secondary Outline Button	
Background	#00E676 (green)	transparent	
Text Color	#FFFFFF	#007BFF	
Border Radius	8px	8px	
Font Weight	600	600	
Hover Effect	Darken to #00c965	Fade in blue underline	

# **Navigation Bar**

Element	Notes
Logo	Left aligned SVG icon + "JobHackAI" wordmark
Links	"Home", "What You Get", "Pricing", "Login"
CTA Button	Right side – "Start Free Trial" in green (#00E676)
Responsive	Mobile toggle menu (≡) with same layout/links

# **V** Footer (Global)

```
<div class="footer-brand">
      <!-- Inline SVG Logo -->
      <svg class="footer-logo" viewBox="0 0 24 24" ... />
      <span class="footer-name">JOBHACKAI</span>
    </div>
    <div class="footer-links">
      <a href="#">Home</a>
      <a href="#">What You Get</a>
      <a href="#">Blog</a>
      <a href="#">Support</a>
      <a href="#">Privacy</a>
    </div>
    <div class="footer-legal">
      © 2025 JobHackAI. All rights reserved.
    </div>
  </div>
</footer>
CSS Snippet:
.site-footer {
 background-color: #FFFFFF;
 border-top: 1px solid #E5E7EB;
 padding: 2rem;
  font-size: 0.9rem;
 color: #6B7280;
.footer-container {
 max-width: 1200px;
 margin: 0 auto;
 display: flex;
  flex-wrap: wrap;
  justify-content: space-between;
  align-items: center;
  gap: 1rem;
}
.footer-links a {
 margin-right: 1rem;
 text-decoration: none;
```

```
color: #4B5563;
}
.footer-links a:hover {
  color: #1F2937;
}
.footer-brand {
  display: flex;
  align-items: center;
  gap: 0.5rem;
  font-weight: 800;
  color: #1F2937;
}
.footer-legal {
  flex-basis: 100%;
  margin-top: 1rem;
  text-align: center;
}
```

# Resume Feedback Usage Logic (UX Feature Control)

- Essential Plan Users: Can submit up to 3 résumé feedbacks per month.
  - Display **usage counter**: "You've used 2 of 3 résumé feedback sessions this month."
  - When the limit is reached: show alert or modal:

! You've reached your résumé feedback limit this month. Upgrade to Pro for unlimited feedback.

- **Pro & Premium Users**: Unlimited résumé feedback no cap or warnings displayed.
- **Free Tier**: Locked with CTA overlay.

# ✓ Mock Interview Feature Access & Usage Logic

### 1. Access Control:

 Only Pro and Premium users can access Mock Interviews. Essential and Free tiers remain locked.

### 2. Pro Plan Quota:

• 20 sessions per month.

- Usage meter appears after 10 sessions: e.g., "Mock Interviews: 14/20 used Resets on May 31".
- **Soft upsell banner** at 18+ sessions: "Need more? Upgrade to Premium for unlimited practice."

### 3. Premium Plan:

• **Unlimited sessions** subject to soft cooldowns (max 1 session/hour, 5/day) to prevent abuse.

# **▼** Feature Locks (Visual Style)

- Gray lock icon a next to locked features
- Tooltip or overlay saying: "Upgrade to unlock"
- Slight opacity or desaturation on locked features

# **\*** Business Structure & Tax Benefits

- S-Corp registered in Kentucky (user is sole employee/owner)
- Monthly salary: \$2,000
- Distributions taxed at 24% (CPA calculates quarterly)
- Quarterly estimated taxes due: Apr 15, Jun 15, Sep 15, Jan 15
- CPA-managed filings for payroll + distributions
- ✓ No business insurance needed (user covered by employer)
- Maximize profit retention + liability protection

# ROI, Market Research & Growth Potential

- ✓ Market Size: Online career services = \$43B by 2028
- Trend: 82% of recruiters use AI to screen resumes
- Niche: High demand for AI-powered job prep platforms

Scenario	Subscribers		Monthly Costs	Annual Revenue
Low-End Estimate	250 users	\$14,750	\$300	\$177,000

Mid-Range Estimate	700 users	\$41,300	\$500	\$495,600
High-Growth Scenario	1,500 users	\$97,500	\$1,000	\$1.17M

# ★ Monthly Cost Breakdown:

Category	Lean (\$300)	Mid (\$500)	High (\$1,000)
Wix	\$54	\$54	\$54
Zapier	\$30	\$75	\$150
OpenAI API	\$50	\$150	\$400
Google Workspace	\$6	\$6	\$6
Blog & SEO Tools	\$30	\$50	\$100
Paid Ads	\$50	\$100	\$250
Affiliate Payouts	\$0	\$65	\$140
CPA Payroll & Tax Filing	\$80	\$100	\$150
TOTAL	\$300	\$500	\$1,000

 $\checkmark$  Less than 1% of revenue at scale  $\rightarrow$  extremely profitable.

# **\*** Business Model Summary

- ▼ Fully passive, automated SaaS for job seekers
- ▼ Built on no-code tools + Zapier + OpenAI API
- ✓ No coaching or high-ticket offers 100% AI-powered
- $\bigvee$  Pricing built for conversions with trial  $\rightarrow$  upgrade funnel
- Minimal operating cost (<\$300/mo lean) with high margin
- ▼ Real-time KPIs + full automation = scalable & low effort

# **✗** Overall ATS Readiness Scoring Rubric

JobHackAI will provide users with a composite ATS Readiness Score (1-100) based on three scorable features: Resume, LinkedIn Profile, and Mock Interview Performance.

# Resume ATS Score (Max: 100 pts)

Category	Weig ht	Description
Keyword Match	35 pts	Relevance to job title and description using skill-specific keywords
ATS Formatting Compliance	25 pts	Headings, layout, font choice, and no tables/graphics
Structure & Organization	20 pts	Proper section order, job titles, dates, education clarity
Tone & Clarity	10 pts	Active voice, concise achievements
Grammar & Spelling	10 pts	No typos, correct tense usage

# **✓** LinkedIn Optimizer Score (Max: 100 pts)

Section	Weight	Description
Headline & Tagline	20 pts	Strong branding, concise keywords
Summary (About Section)	30 pts	Storytelling, clarity, and professional tone
Experience Section	25 pts	Results-focused, matches résumé
Skills Section	15 pts	Job-relevant and up to date
Recommendations	10 pts	Quality and relevance of endorsements
Profile Image & URL(Not Included, just text on page)	5 pts	Custom URL and professional image
Engagement (Not Included yet)	10 pts	Posts and activity — placeholder metric

# **✓** Mock Interview Score (Max: 100 pts)

Category	Weight	Description
Relevance of Answer	30 pts	Directly addresses the question with examples
Structure & Delivery	25 pts	STAR format or logical flow

Confidence & Clarity	20 pts	No filler words, professional delivery
Depth & Insight	15 pts	Thoughtful response aligned to job values
Grammar & Pace	10 pts	Clear language, no excessive filler words

## Composite Score Weights (Displayed in Dashboard)

Feature	Contribution to Final Score	
Résumé Score		40%
LinkedIn Optimizer		30%
Mock Interview Score		30%

Your final ATS Readiness Score = Weighted Average across the three categories, giving users a clear metric of their job-readiness performance.



# **Feature Set & Functionality Details**

# 1.ATS Resume Scoring

### What it is:

An advanced AI-driven resume scanner that analyzes uploaded resumes for ATS (Applicant Tracking System) compatibility and job relevance. The system produces a numeric ATS Score (1–100) using a proprietary rubric, delivering a full breakdown and targeted recommendations.

## **Scoring Rubric:**

- **Keyword Match** (35 pts): Relevance to the user's target job via skills/industry keywords.
- ATS Formatting (25 pts): Headings, layout, font usage, and ATS compliance (no tables or graphics).
- **Structure & Organization** (20 pts): Section order, job titles, dates, education clarity.
- **Tone & Clarity** (10 pts): Action-oriented language and concise bullet points.
- **Grammar & Spelling** (10 pts): No typos, correct tense.

### **Plan Access:**

**Free:** 1-time use; one resume scan with full score and high-level feedback.

- **3-Day Trial:** Unlimited scans, unlimited resumes, full breakdowns, and recommendations.
- **Essential/Pro/Premium:** Unlimited scans, detailed breakdowns, and improvement suggestions at any time.

## **Dashboard Experience:**

• Score displayed as progress bar with color badge (red/yellow/green), section-by-section rubric, and improvement suggestions.

## 2.Resume Feedback

### What it is:

Structured, AI-powered feedback that evaluates resumes section-by-section for clarity, alignment, keyword density, and formatting issues. Provides actionable guidance to increase job search effectiveness.

### **Plan Access:**

- **Free:** Locked, with visible upgrade CTA.
- **3-Day Trial:** Up to 3 feedback sessions (soft cap). Usage meter and upsell banners appear at 2/3. Locks at 3/3 until upgrade.
- **Essential:** 3 feedbacks per month. Meter shown; locks at 3/3, upgrade CTA displayed.
- **Pro/Premium:** Unlimited resume feedback.

## 3. Resume Rewriting

### What it is:

AI-powered resume rewriting that completely rewords and optimizes the user's resume for ATS compliance, clarity, and readability, section-by-section. (No numeric score—uses the same rubric for AI improvement.)

### **Plan Access:**

- Free/Trial/Essential: Locked, upgrade CTA visible.
- **Pro/Premium:** Unlimited rewrites.

### 4.Cover Letter Generator

### What it is:

Automated, AI-generated cover letters tailored to specific jobs (250 words), using resume data

and job descriptions for maximum ATS compatibility and impact. (No scoring in MVP—cover letter scoring on V2 backlog.)

### **Plan Access:**

• Free/Trial/Essential: Locked.

• **Pro/Premium:** Unlimited cover letter generation.

## **5.Interview Questions**

### What it is:

Generates customized lists of technical and behavioral interview questions based on role, industry, and seniority. Pulls from a robust 25-role autosuggest library. (No scoring.)

### **Plan Access:**

Free: Locked.

• **3-Day Trial/Essential/Pro/Premium:** Unlimited question set generation.

• All plans: 1-minute cooldown between requests to prevent abuse.

## **6.Mock Interviews**

### What it is:

A fully simulated, AI-powered interview experience. The user answers **10 role-specific questions per session** (typed input for MVP), and the AI scores each response using a standardized rubric, plus provides session summaries and improvement advice.

## **Scoring Rubric:**

- **Relevance of Answer** (30 pts)
- **Structure & Delivery** (25 pts)
- Confidence & Clarity (20 pts)
- **Depth & Insight** (15 pts)
- **Grammar & Pace** (10 pts)

Session results: Numeric badge, progress tracking, color coding.

Plan	Functionality
Pro	<b>20 sessions / month</b> . Each session contains <b>10 questions</b> . Usage meter shown after 10
	sessions; at 18/20, upsell banner: "Need more? Upgrade to Premium for unlimited

Premiu	Unlimited sessions (10 questions each). Soft cooldown: 1 / hr, max 5 / day.
Free / Trial /	Locked. CTA and feature-lock icon shown.

*Voice input for mock interviews: V2 backlog (not MVP).* 

## 7.LinkedIn Optimizer

### What it is:

Section-by-section LinkedIn profile review and scoring (1–100) with actionable feedback and AI-powered rewrite suggestions for every section.

## **Scoring Rubric:**

- **Headline & Tagline** (20 pts)
- **Summary/About** (20 pts)
- **Experience** (20 pts)
- **Skills** (15 pts)
- **Recommendations** (10 pts)
- **Profile Image & URL** (5 pts)
- **Engagement** (optional, 10 pts, future)

### **Plan Access:**

- **Premium:** Unlimited scoring and rewrite access.
- **All lower tiers:** Locked, with CTA/feature lock.

## 8. Priority Review

### What it is:

Premium users' resume and interview requests are automatically prioritized in the AI queue for faster, more detailed analysis—no action required.

## **Plan Access:**

- **Premium:** Auto-enabled.
- Others: Locked.

## Feature Lock & Usage Meter Logic

- **Locked Features:** Gray lock icon with tooltip "Upgrade to unlock." Premium-only features display gold badge in lower tiers.
- Usage Meter:
  - Resume Feedback: Usage shown, upsell at 2/3 (trial) or 3/3 (Essential).
  - o Mock Interviews (Pro): Meter after 10, upsell at 18/20.
- Cooldowns:
  - Interview Questions: 1/min
  - Mock Interviews: 1/hr, 5/day

## **Composite ATS Readiness Score (Dashboard)**

- Weighted average of:
  - Resume Score (40%)
  - LinkedIn Score (30%)
  - Mock Interview Score (30%)
- Presented as a dashboard gauge to indicate job market readiness

## **Backlog / V2 Features**

- Mock Interview Voice Input (planned for V2)
- Cover Letter Scoring (V2)
- AI Job-Market Trends dashboard (V2+)

## **Rationale for Unlimited ATS Scoring in Trial**

- Increases perceived value and conversion, in line with industry competitors.
- Minimal cost impact per scan.
- Ensures the upgrade push comes from other feature caps (feedback, rewrites, LinkedIn, etc.).

# **Additional Implementation Decisions (Committed)**

- 1. Cover-Letter Scoring (V2 Backlog) Separate feature allowing users to upload/paste their own cover letter for an AI score & feedback (Pro/Premium in V2).
- 2. Interview Questions Soft-Cooldown Abuse prevention: max 1 question-set request per minute for all plans.
- **3. Relay Sub-Account Structure** Create Operating, Tax, Marketing, and Reserve buckets to silo cash inside Relay Bank.
- **4.** Token-Cost Strategy Run résumé & LinkedIn scoring on GPT-3.5-turbo-1106; reserve GPT-40 for mock-interview feedback to control OpenAI spend.
- 5. Social-Proof Automation Zapier workflow: Stripe trial → Sheets → LinkedIn DM request → live testimonial carousel update on homepage.
- **6. Design Token Expansion** Add spacing (--space-1...-space-6), typography scale (--fs-h1...-fs-small), shadow (--elev-1, --elev-2), breakpoint (--bp-sm...-bp-xl), and motion (--trans-fast) tokens to the Design System.
- 7. Canonical Snippet Library Create Snippets.md containing the authoritative HTML/CSS for Button, Input, and Card components.
- 8. Prompt Contract Update Future prompts must reference tokens and snippets explicitly: "Insert <! -- Button --> snippet verbatim; use var (--space-3) for padding." \*\* Zapier workflow: Stripe trial → Sheets → LinkedIn DM request → live testimonial carousel update on homepage.

# Next Steps

Task	Owner / Tool	Done When
<b>Final Bug-bash MVP</b> – upload 10 messy PDF résumés across launch roles and confirm scoring returns in <b>&lt; 500 ms</b> with no errors	Founder + QA checklist	All 10 files scored successfully under latency budget

Lock Launch Role List (10 roles) – Software Engineer, Full-stack Developer, Data Engineer, DevOps Engineer, AI Engineer, Product Manager, Scrum Master, Release Train Engineer, UX Designer, QA Engineer	Velo combo-box list & prompt presets	Role array frozen in code repo prior to launch
Implement Usage Meter + 3-Email Drip – meter Essential plan (3 feedback / month) + Day 0/2/3 emails via Gmail-Zapier	Zapier + Gmail + Sheets counter	Meter displays usage; emails fire on schedule
Pre-record 5 "Before → After" Screens – résumé score improvements for social proof	Loom + Canva card template	5 image/video assets ready for Launch Day posts

These tasks are **committed decisions** as of 2025-04-27 and must be completed before public launch.