

Investigating: Research (Pathway 2: Understanding my Industry)

This form is for students who are following Pathway 2: Understanding my Industry.

So far in Communication for the Workplace, you have analyzed a target job posting, prepared your Job Ready Communication (JRC) resume, cover letter, and interview, and completed a Proposal & Plan for your Continuous Learning Project (CLP).

In the Research stage of the project, you are going to gather information that will help you to adapt your JRC to a range of job openings. You'll also review resources to help meet your CLP goals, and conduct research about your industry in order to adapt your JRC, expand your network, and succeed in your next professional position.

Your group needs to fill out one copy of this form.

Explore Your Occupation

In your initial submissions, you targeted your JRC for one particular job posting. Each additional job that you apply for will require a different combination of skills. This means that you will need to analyze the job posting and adapt your JRC to highlight key areas where your skills and the employer's needs overlap. In Explore Your Occupation, you'll analyze two additional job postings and consider how your JRC will need to change to meet the employer's needs.

1. Find two additional job openings you would consider applying for immediately after graduation. These should be with different employers than the job posting you selected in the 'Analyzing Your Job Posting' assignment. If it aligns with your career goals, consider openings that are significantly different from your target position.
2. Read the two job postings, and consider how you would adapt your JRC to meet the employer's needs.
3. For each job posting, fill out a row in the following table.
 - In the Job Opening Information column, provide the name of the employer, the job title, and a link to the job posting.
 - In the Key Requirements column, list the five skills or attributes that you believe are most important to this position. Put these in your own words (don't cut and paste from the posting).

Project Deliverables	
1	Proposal and Plan
2	Investigating: Research (Pathway 2: Understanding my Industry)
3	Investigating: Interactions
4	Deliverable

- In the Adapting my JRC column, explain what changes you would make to your resume, cover letter, and interview to target them to this job posting (each member of your group can provide a separate answer in this column, if needed).

Job Opening Information	Key Requirements	Adapting my Job Ready Communication
<p>Employer:</p> <p>RocketRez Inc</p> <p>Job Title:</p> <p>Software Developer</p> <p>Job Posting:</p> <p>https://ca.indeed.com/viewjob?jk=3b9a0c26b901809d&from=shareddesktop_copy</p>	<ol style="list-style-type: none"> 1. 3-5 years of professional full-stack development experience 2. Proficiency in HTML, CSS, JavaScript/TypeScript, and React or similar modern frontend technologies 3. Experience with backend technologies, such as Node.js, Python, or similar, and relational databases like PostgreSQL or SQL Server. 4. Experience with agile team collaboration and knowledge of version control (e.g., Git) and CI/CD practices. 5. The candidate must be in Canada. 	<p>Resume:</p> <ol style="list-style-type: none"> 1. Refocus the summary toward a full-stack web development narrative rather than an enterprise Java architect profile. 2. Expand the list of key skills to include technologies, such as HTML, CSS, JavaScript, React, and Python 3. Emphasized full-stack development experience, showing capability in handling both front-end and back-end responsibilities effectively. 4. Add a Projects section after the Work Experience section to highlight hands-on experience with Python, React, JavaScript, HTML, and CSS. 5. Tailor the agile experience to show team collaboration across functional teams. 6. Add the Additional Information section to show interest or experience with AI tools or automation <p>Cover Letter:</p> <ol style="list-style-type: none"> 1. Update the Employer Contact Details, subject, and application date for the current position. 2. Shift the industry focus from lottery systems to cloud-based platform solutions.

		<ol style="list-style-type: none"> Highlight your proficiency in front-end and back-end technologies. Express interest in exploring new technologies to demonstrate a learning mindset and an ability to innovate. <p>Interview:</p> <p>Consider and adapt interview strategies and techniques in the following areas:</p> <ol style="list-style-type: none"> Demonstrate a strong understanding of the company's cloud-based platform that improves business operations and customer experiences. Highlight my full-stack development skills, including React, JavaScript/TypeScript, Node.js or Python, PostgreSQL, and my experience with Agile teamwork, DevOps, CI/CD, and AWS deployment. Emphasize my alignment with the company's core values by sharing examples of collaboration, innovation, and problem-solving from past projects.
<p>Employer: Taiv</p> <p>Job Title: Jr. Full Stack Developer</p> <p>Job Posting: https://ca.indeed.com/c</p>	<ol style="list-style-type: none"> Strong foundation in JavaScript/TypeScript, React/React Native, and backend development (Spring Boot or similar). Ability to design, test, and deploy projects independently in a startup environment. 	<p>Resume:</p> <ol style="list-style-type: none"> Update the summary to highlight my interest in AI-driven and computer-vision-based web applications. Emphasize technical skills relevant to Taiv's stack — TypeScript, React Native, Spring Boot (Java), and Firebase/AWS — within the "Key Skills" section.

mp/Taiv/jobs?jk=9ff6235a99a0c4aa&start=0	<p>3. Fast learner who can adapt quickly to new frameworks and technologies such as AWS, Firebase, and computer vision (OpenCV).</p> <p>4. Demonstrated experience with Android development, serverless architectures, and API integration.</p> <p>5. Entrepreneurial mindset – takes ownership, thrives on innovation, and wants to grow with a scaling company.</p>	<p>3. Add recent projects that show full-stack and mobile development, e.g., a React API integration project and the Sports CMS PHP/MySQL system, showcasing problem-solving and scalability.</p> <p>4. Include a brief bullet about AI or automation exploration (from your security or DevOps assignments) to align with Taiv's focus on computer vision and machine learning.</p> <p>Cover letter</p> <ol style="list-style-type: none"> 1. Tailor the opening paragraph to express enthusiasm for Taiv's mission to "make business TV more interactive through AI." 2. Mention the fit between my hands-on experience in React/Node projects and Taiv's tech stack. 3. Briefly reference my ability to learn quickly and take initiative in a startup setting ("wearing many hats"). 4. End with a line about wanting to help Taiv scale its AI solutions and enhance the user experience across thousands of venues. <p>Interview:</p> <ol style="list-style-type: none"> 1. Prepare to discuss how my React and Java experience can translate into cross-platform mobile development for React Native and Spring Boot APIs. 2. Demonstrate understanding of AI and computer vision trends in media tech (e.g., content recognition and automated advertising).
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Explore Resources

In the Proposal & Plan assignment, you set goals for the CLP. In this section, you will access resources that will help you to reach these goals.

1. Open your Proposal and Plan assignment. Copy your list of three goals for the CLP, and paste them here (each member of your group should do this):

Feng Li’s Goals

Goal #1: To give clearer, confident, and well-organized responses in future interviews, by the end of this term, I want to improve my interview communication skills by practicing the BAR, STAR and SOAR method. Since interviews are my weak point, I will prepare and practice at least two general, behavioural, and hypothetical interview questions in the IT Industry each week. I will also record myself or practice in front of a mirror to observe my body language, tone, and eye contact, making adjustments based on what I notice.

Goal #2: To become a stronger candidate for Developer roles, by the end of this term, I will strengthen my knowledge of the software development industry by researching current trends and employer expectations, with a focus on areas such as Python, Angular, and DevOps. I will review at least two reliable industry sources, including job postings and LinkedIn posts, to summarize the key findings and expand the relevant knowledge and skills, including tools and programming languages.

Goal #3: To improve my career readiness and workplace communication skills, by the end of this term, I will build confidence in professional networking by conducting one informational interview to learn about real-world job expectations. I will reach out to professionals through LinkedIn, school networking events, or referrals from classmates. I will document each interaction and reflect on my key takeaways in my interactions to strengthen my professional connections and prepare for the real work environment.

Mark’s Goals

Goal #1: My first goal to become more confident in this field is to improve my GitHub portfolio by making more projects that I can show to my future employers. I will also strengthen my LinkedIn profile so I can connect to people within my industry. I will measure my progress every week so I can track my strengths and weaknesses that I should continue to improve. Since this is also what makes me a better developer.

Goal #2: The second goal is to be comfortable in updating and finalizing my resume and cover letter that I learned from this course. This is to ensure that each document includes the specific needs of the job posting based on the keywords provided such as JavaScript framework, version control, databases and more. I will also have my documents to a career advisor to confirm that they meet and I'm ready for professional standards before applying for job opportunities.

Goal #3: Before the end of this course, I will expand my professional network by connecting with people in the tech industry through in-person events like Tech Thursdays or RRC networking sessions and through LinkedIn outreach. I will document what I learn from each conversation to help me prepare stronger, more personalized job applications.

If your goals have changed since you handed in that assignment (for instance, you decided to make your goals more specific based on your instructor's feedback), feel free to update your goals. Underline any changes that you have made since the Proposal and Plan assignment.

2. Select three of your listed goals, making sure this includes at least one goal from each member of your group. For each goal, find one industry-related or employment-based resource that can help you to reach the goal. These resources may include articles, videos, online courses, or other types of media. These resources may not include content that is already part of the COMM-2172 course.
3. Read/watch your three resources. In the case that you have found resources that are lengthy, spend 15 minutes reviewing the section that is most closely aligned with your goal.
4. For each of the three resources, fill out a row in the following table.
 - In the Resource column, provide a reference or a URL. If you only read/watched part of it, note which part you read/watched.
 - In the Goal column, note which of your CLP goals it relates to.
 - In the Rationale column, explain why you chose this resource.
 - In the Findings column, share what you learned from reviewing your resource, focusing on information that will help you to meet your goals.

Resource	Goal	Rationale	Findings
https://www.zymer.com/blog/financial-software-	To improve my career readiness and workplace	The resource is highly relevant because it focuses specifically on the	<ol style="list-style-type: none"> 1. Financial software today must be secure, scalable, and compliant 2. Real-time performance and system reliability are crucial for modern

development?utm_source=chatgpt.com	<p>communication skills, by the end of this term, I will build confidence in professional networking by conducting one informational interview to learn about real-world job expectations. I will reach out to professionals through LinkedIn, school networking events, or referrals from classmates. I will document each interaction and reflect on my key takeaways in my interactions to strengthen my professional connections and prepare for the real work environment.</p>	<p>financial services and fintech industry, aligning closely with my goal of entering software development in the finance sector. Published in 2025, it discusses key themes such as development practices, DevOps, security and compliance, and real-time systems—all of which directly relate to my learning focus. It also provides practical insights into what employers expect from candidates in this field, highlighting the skills and qualities that should be demonstrated in a resume, cover letter, and interview. Overall, this resource effectively supports my goal of understanding current industry trends and employer expectations in financial software development.</p>	<p>financial software, which must handle sensitive data efficiently and support rapid decision-making.</p> <ol style="list-style-type: none"> 3. Developers need more than coding – they must understand business context, regulatory requirements, and system architecture in finance. 4. It emphasizes that you'll need to choose “the right tech stack” for financial software, meaning demonstrating modern stacks (Python, cloud, microservices, DevOps) is advantageous. 5. DevOps / release management / continuous delivery mindset is important for “faster innovation = competitive advantage” 6. Compliance and regulation for sensitive customer data must be strict and considered by design.
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<p>https://www.freecodecamp.org/news/how-to-build-a-developer-portfolio/ — “How to Build a Developer Portfolio – A Practical Guide” (FreeCodeCamp, 2025)</p>	<p>To become more confident in this field by improving my GitHub portfolio through new, high-quality projects and strengthening my LinkedIn profile so I can connect with people within my industry.</p>	<p>This article gives detailed, step-by-step advice on creating a developer portfolio that stands out to employers. It focuses on project selection, README documentation, and GitHub presentation — all essential for someone preparing for co-op or entry-level software-developer roles. It also includes guidance on connecting the portfolio to LinkedIn, which directly supports my networking and visibility goals.</p>	<ol style="list-style-type: none"> 1. Recruiters typically spend less than 2 minutes scanning a portfolio, so layout and clarity matter more than quantity. 2. Portfolios should include 3–5 projects that demonstrate <i>breadth</i> (different stacks) and <i>depth</i> (problem-solving narrative). 3. Adding concise README files and live demos increases credibility. <ul style="list-style-type: none"> • GitHub commit frequency signals consistency and growth, which employers notice. • Integrating portfolio links on LinkedIn and resumes creates a unified professional brand. • The article reinforced that showcasing process (why and how I built a project) is as important as showing results (code).
<p>https://www.indeed.com/career-advice/resumes-cover-letters/how-to-it-professional-resume — “How to Write an IT Professional Resume” (Indeed Career Advice, July 26 2025)</p>	<p>To be comfortable updating and finalizing my resume and cover letter so each document reflects the specific needs of the job posting, including keywords such as JavaScript frameworks, version control,</p>	<p>This article addresses the broader field of “IT professional” careers (not just software development roles) and gives a strong overview of how to craft resumes for a variety of IT/CS roles (help-desk, infrastructure, support, development, etc.). It fits well</p>	<ol style="list-style-type: none"> 1. The article emphasizes listing a summary of qualifications, then technical skills, professional experience, and education in a clear, scannable format. Indeed 2. For IT roles, it highlights that the skills section needs to reflect tools the job description mentions (e.g., databases, version control, frameworks) and should be placed prominently. Indeed 3. It points out that your resume should be tailored: use the job posting as you write your document, and ensure you use similar wording as the posting for better match. Indeed

	databases and more.	because my CLP goal is about aligning my job-application documents with roles in the tech industry broadly — and the article shows best practices for formatting, skills listing, tailoring, and ATS (Applicant Tracking System) readiness.	<p>4. It also provides some “what not to include” advice that’s useful: unrelated work experience, overly long resume, bloated wording — all things to avoid to keep the document concise. Indeed</p> <p>Overall, the take-away for me: I should frame my resume not just for “developer” roles but for any IT role I target (since many full-stack / dev roles may require support/ops crossover), and I should keep tailoring and clarity top-of-mind.</p>
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Investigating Your Industry

In this section of the Research assignment, you will identify and review sources of information that will help you to adapt your JRC, expand your network, and/or succeed in your industry.

1. Enter the name or a brief description of the industry that you plan to work in after graduation:

We prefer to work in software development and digital solutions within the finance industry after graduation. This sector is experiencing rapid digital transformation, providing opportunities to make a meaningful impact through innovative technology solutions.

2. Where will you look for information about this industry (for example: which specific web pages, videos, social media accounts, or other online sources). List at least four sources of information, and include links to all online sources. Make sure you include the exact links that you’ll review (ex: the URL of a particular piece of content, rather than the website’s home URL).

1. Decipher Zone Technology – Fintech Software Development in 2025:
<https://www.decipherzone.com/blog-detail/fintech-software-development> Decipher Zone
2. DigiS Software – A Complete Guide to Financial Software Development: Key Insights and Trends
<https://digiscorp.com/the-complete-guide-to-financial-services-software-development-in-2025/> DigiS - Software Development Company
3. Deloitte – AI and bank software development (FSI Predictions 2025):

<https://www.deloitte.com/us/en/insights/industry/financial-services/financial-services-industry-predictions/2025/ai-and-bank-software-development.html> Deloitte Brazil

4. Finextra Blog – Fintech Software Development: Revolutionizing the Financial Industry
<https://www.finextra.com/blogposting/27714/fintech-software-development-revolutionizing-the-financial-industry>

3. Read through the sources of information that you have listed in question 2. Make point-form notes here about what you find out about your industry, focusing on information that will be relevant to tailoring your JRC, expanding your network, and/or succeeding in your next job. Make sure it's clear which resource each piece of information came from.

Decipher Zone Technology – Fintech Software Development in 2025

- Key technologies include AI/ML, blockchain, cloud computing, and big data.
- Financial software development is central to digital transformation in 2025.
- Utilizes methodologies such as Agile, microservices architecture, containerization, and DevOps to streamline development and deployment processes
- Security, compliance, and data privacy are critical.
- Application areas include mobile banking, digital wallets, robot-advisors, and Insurtech.

DigiS Software – A Complete Guide to Financial Software Development

- Software demand is growing in banking, insurance, investment, and trading platforms.
- The tech stack includes React, Angular, Vue, Java, Python, Node.js, Flutter, React Native, cloud, databases, and blockchain.
- Adopt challenges that require scalability, rapidly changing technology, and compliance.

Deloitte – AI and bank software development (FSI Predictions 2025)

- Banks increasingly use generative AI and automation in software development.
- Software engineers must understand banking operations, risk management, and compliance, not just coding.

Finextra Blog – Fintech Software Development:

- Fintech software is transforming traditional banking, payments, blockchain, crypto, automated lending, and robot-advisors.
- Key challenges include security, compliance, system reliability, and user experience.

4. Now that you have more information about your industry, consider how you would answer the job interview question *What do you know about our industry?* You can select one member of your group to answer the question, but all members of the group should be involved with determining the content of the answer. Record yourself answering the question in video or audio format (max. 60 seconds) and submit it with this form. Submit your recording using the *Record Audio* or *Record Video* button in the Dropbox.

Submissions and Grading

For information about **how to submit** this deliverable and **how you will be graded**, review each Project Pathway description in our Learn course.