



delta^x™

HR Social



Hardik Soni
+91 9167626465

Introduction

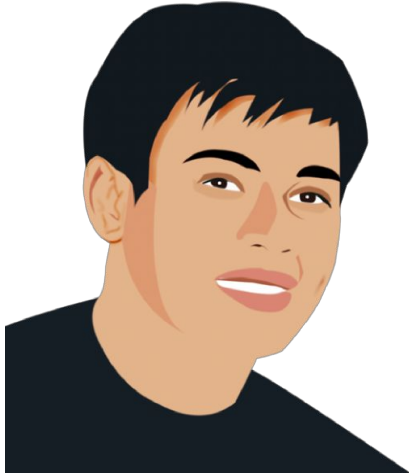
- DeltaX is a rapidly growing advertising tech startup with a focus on providing value to digital marketers on their digital marketing investments.
- Since the company is emerging there is always a need for acquiring the right talent to increase business value.

Current Scenario

- The HR professionals currently use LinkedIn to publish job posting and shortlisting candidates and other modes of communication for further recruitment process which in turn leads to wastage of time and extra effort spent on coordinating for various updates and events.

The current process is inefficient leading to a wastage of time and efforts spent. Since the communication happens across multiple channels, there is always a possibility of manual errors and less data being captured or not accessible easily; indirectly, leading to inaccuracy of predicting the new hires. The C-Level receives inaccurate and delayed metrics related to recruitment and staffing effectiveness.

Persona



Peter, 30

Human Resource Executive
@ DeltaX

Postgraduate HRM

Handles recruitment at various levels

Also, handles inductions and onboarding of new hires, employee engagement, performance improvement programs, learning and development and salary calculations

Has recruited 250+ employees in 5 years of his tenure at DeltaX

Uses LinkedIn to post jobs and screen candidates, emails/phones to schedule interviews, tests are conducted offline, which makes his job tiring and difficult to coordinate

At the end of the day, he collates data of the applications received, candidates shortlisted, and interviewed

Peter wonders how easy would his job be if there was a single tool to manage all of his tasks

He would want to coordinate with the applicants on the same tool regarding the interview schedule

He would get predictions on high flying candidates, moderate performers, and one with the risk of leaving prematurely

He wants to easily send his superiors the accurate metrics of hiring effectiveness

Hence saving time and managing his tasks in an efficient way focusing more on strategizing rather than reporting and collating data

Proposed Solution

The "DeltaX HR Social" application would simplify Peter's and his firm's (business team) effort. This would be a single application for managing all of the activities related to hiring. The application will be accessible over the Web and mobile.

The candidates will access the LinkedIn and LinkedIn Job Search to view the jobs posted by Peter; they won't have access to the HR Social application.

High-level objectives and benefits

The high-level business objectives that this application aims to attain are to:

- Simplify the approval process of candidates by the HR leads as the right information is easily accessible
- Reduce internal costs by automating the routine process
- Optimize recruitment process life cycle
- Facilitate smooth communication between Peter (or his colleagues) and his candidates
- Increase Peter's and his colleagues' productivity
- Faster data accessibility

Proposed Solution

The actors using the system would be:

- HR team (Peter and his colleagues with different access rights to users at various levels)
- Admin (to manage masters and access levels)
- Business users (to conduct job-related interview and view various reports)
- Managers (to conduct job-related interview and view various reports)

Modules of the application

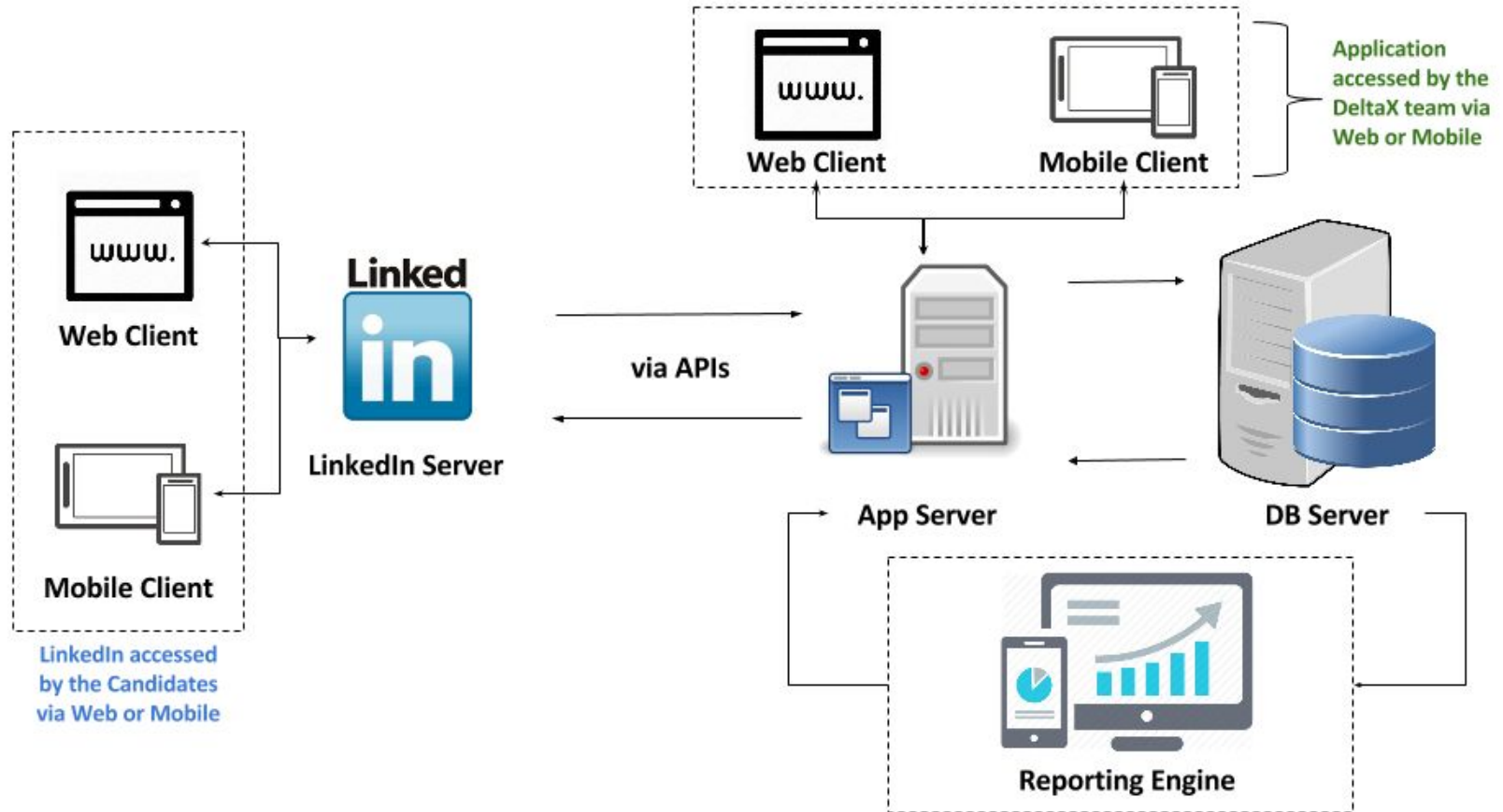
Modules	Web	Mobile
Job posting	Yes	-
Interview Manager	Yes	-
Applications	Yes	-
Reports and dashboard	Yes	Yes (Simple statistics)
Communication	Yes	Yes
Notification manager	Yes	Yes (Notifications on various events)
Test	Yes	-

Target Audience

- The target audiences of the application are the HR professionals (Peter and his colleagues) and business employees of DeltaX.
- The HR professionals working on screening and shortlisting candidates are the immediate users of the application, using it to post jobs, screen profiles, test the candidates, and schedule interviews.
- The management and business employees would use the application to view the profiles for final interviews and have a glance at the reports.



High Level Architecture of the Solution



User Stories

As a Recruiter, I can:

- Publish job posting on the application which will get reflected in LinkedIn
- Screen and shortlist candidates based on their profile and auto-generated summary
- Communicate/coordinate with the candidate
- Schedule interviews with the candidates via the application
- View candidate's profile
- View statistics like:
 - User traffic, applications received, applications rejected/approved, average interviews per hire, average time to start and fill, interviewee offer ratio

As a Candidate, I can:

- View job posting published by the company on LinkedIn
- Apply for jobs posted on LinkedIn
- View job description posted by the company
- Communicate with the recruiter
- Accept or reject meeting invite
- Appear for the tests shared by the recruiter
- Receive scores of the test given

User Stories

As a Admin, I can:

- View and manage various masters used in the application; for example:
 - Employee, Candidate, Skills, Department, and so on
- Manage various business rules in the system
- View various reports in the system like:
 - Average interviews per hire
 - Average time to fill and start
 - Applicant interview rate
 - New position application rate
 - Application ratio
- View application health monitor dashboard

As a Manager, I can:

- View various reports pertaining to my department
- View the profiles of the candidates forwarded to me
- Receive interview invites over an email
- Update status and feedback about the candidates
- Communicate with the internal recruitment team regarding candidates

Scenarios - Publishing a job post



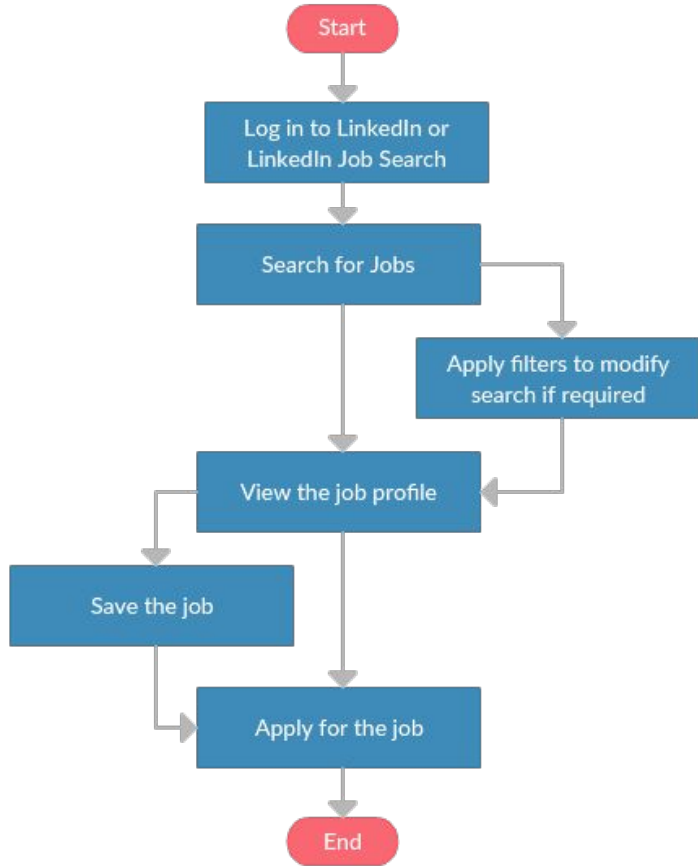
As a recruiter, I can:

- Log in to the HR Social application
- View the list of all the jobs posted along with the number of applications, validity and other additional details
 - Select any one of the post and check the number of applications
 - Extend the validity of the applications
- Create a new job post
 - Enter basic job details, expected work experience and qualification, skills required, and other details
 - Mention the job validity
- Publish the job

The job pushed will be visible on LinkedIn and LinkedIn Job Search to the candidates. The jobs getting published on LinkedIn will be managed via LinkedIn-exposed APIs.

You can view the sample prototype of the "Job posting" process at this [link](#).

Scenarios - Viewing the job post



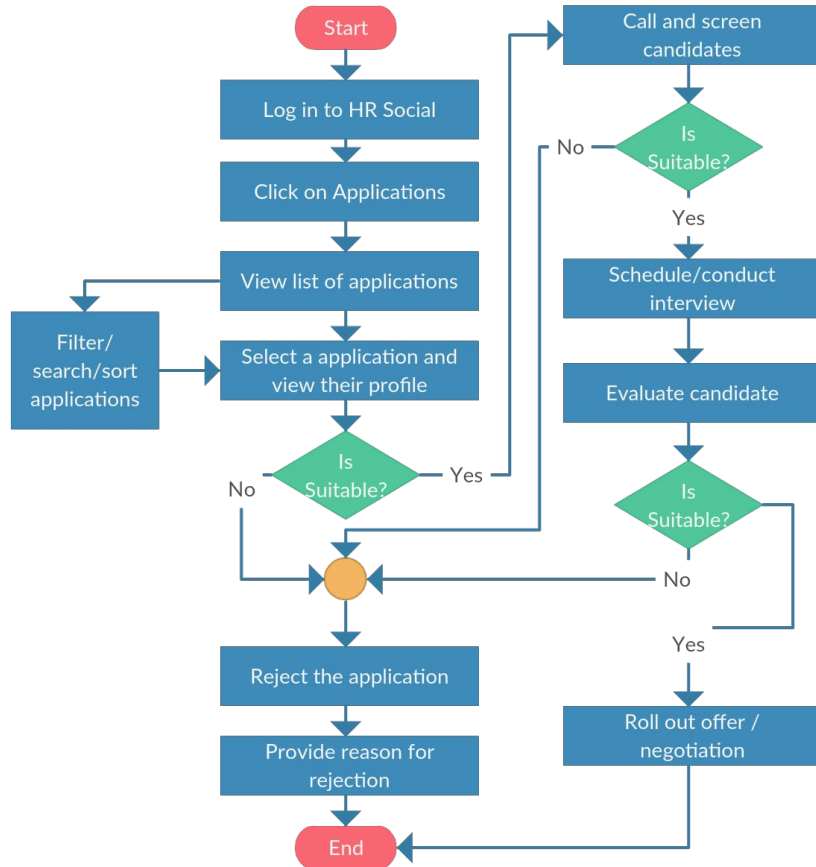
As a Candidate, I can:

- Log in to LinkedIn or LinkedIn Job Search
- Search for jobs posted by the recruitment team
- Apply filters to search for relevant jobs
- View list of jobs posted according to the filters
- Save the viewed job
- Apply for jobs over linked

Once the candidate applies for a job on LinkedIn or LinkedIn Job Search, the recruitment team would receive a notification regarding the same on the HR Social application.

The candidate would either use LinkedIn or LinkedIn Job Search for views and applying for jobs. The other set of activities would happen over email, phone, or in person.

Scenarios - View the applications

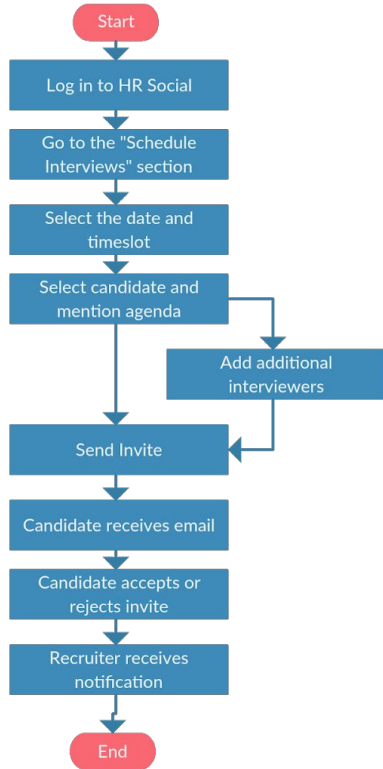


As a Recruiter, I can:

- Log in to the HR social applications
- View the list of applications
- Search, sort, and filter applications using various parameters
- Select any one of the application
- View basic details of the applicant like name, address, date of birth, marital status, etc
- View resume of the applicant
- View applicant's past work experience and educational details
- View applicant's match criteria and system-generated summary
- Communicate with the candidate over the application
- Send interview invites to the candidate
- Call applicant for first screening
- Shortlist candidate for further rounds of interview
- Update the candidate's status after event

You can view the sample prototype at this [link](#).

Scenarios - Schedule Interview



As a recruiter, I can:

- Log in to the HR Social application
- Click on the Schedule Interview option from the navigation menu
- View the interviews scheduled for the day
- Select the date for which the interview is to be scheduled
- Select the timeslot for the interview
- Select the interviewee and additional interviewers (if any)
- Specify the duration of the interview
- Send the invite to the candidate
- Receive notifications before the interview

Once the recruiter schedules the interview, the candidate would receive an email with the options to respond to the invite (for example, Yes, No, or Maybe). The recruiter would receive a notification on the response given by the candidate.

You can view the sample prototype of the "Scheduling an interview" process at this [link](#).

Reporting Engine and reports

The data collected from the HR Social application will be pushed (on a set frequency) to a Reporting server on a scheduled basis.

There would be various metrics and statistics generated from the system, some of them are as follows:

- Job post wise user traffic
- Total number of applications received, rejected, and approved
- Job post wise time to start and fill
- Average interviews per hire
- Interviewee offer ratio
- HR team performance metrics
- New hire offer acceptance rate



Assumptions and future scope

The following are the assumptions to be taken into consideration for the application:

- The integration between LinkedIn and HR Social would happen via APIs exposed by LinkedIn
- The mobile version to work in online mode only
- The web version to be supported on latest browsers and will be responsive

The future scope of the application is as follows:

- Integration with the existing ERP of the organization
- Request by the business team for new vacancy and talents

Thank You

Hardik B Soni

For any queries, feel free to reach out to me on:

Email: hardik.soni7@gmail.com

Mobile: +91 9167626465
