

Project Name

Jobshotspot

Project Idea

Jobs Hotspot is a career development led by an HR expert with over 8 years of experience.

Team Members (pentaRae)

(Nehal Abdelhady-Salma Sayed-Sara Medhat-Nardine Gamal-Marina Moheb)

Work Plan

1. Research & Analysis

- Persona 1
- 2. **Ali, 22, Egypt:** Undergraduate student relying on family income.
- 3. **Goals:** Get internships, build practical skills, network, improve job prospects.
- 4. **Challenges:** Weak CV/LinkedIn, no experience, unsure about interviews, confused about internship sources, high competition.
- 5. **Motivations:** Stand out, build confidence, explore career paths.
- 6. **Behavior:** Heavy Facebook/Instagram user; follows university groups, watches career reels, engages with visual content.
- 7. **Interests:** Internships, deadlines, CV/LinkedIn tips, quick career advice, student success stories.

Persona 2

8. **Ahmed, 28, Egypt:** Bachelor's degree, entry-level salary.
9. **Goals:** Get a stable, well-paying job, grow professionally, build a strong LinkedIn brand, find mentorship.
10. **Challenges:** High job competition, weak interview skills, unclear career direction (local/abroad), pressure for financial independence.
11. **Motivations:** Stability, financial security, recognition, and international/remote opportunities.
12. **Behavior:** Follows HR pages, career coaches, job boards; engages in online training; reads long-form career guides.
13. **Interests:** Job postings, interview workshops, CV/LinkedIn optimization, success stories of career growth.
14. Persona3
Sara, 38, Egypt: Mid-career professional with mid-level income.
15. **Goals:** Switch to a more fulfilling career, gain remote/freelance flexibility, upskill with certifications, balance career and family while staying financially secure.
16. **Challenges:** Fear of starting over, limited digital/tech skills, difficulty highlighting transferable skills, balancing family with career growth.
17. **Motivations:** Flexibility, long-term financial stability, passion for new paths, staying competitive in a changing job market.
18. **Behavior:** Follows career advice and online training; prefers credible, informative content over entertainment.
19. **Interests:** Remote/freelance roles, career-switch guides, course recommendations, success stories of mid-career transitions.
20. **Visual Identity**



21. Main Designs

designs

Final Presentation

[final presentation](#)

Roles & Responsibilities

All roles and responsibilities were shared

- _____
 - **KPIs (Key Performance Indicators)** Response Time (ms/sec)
 - System Uptime (%)
 - User Adoption Rate (%)
 - Task Completion Rate (%)
 - Error Rate (%)
 - Customer Satisfaction Score (CSAT %)
 - Delivery Time vs. Deadline (%)
 - Budget Variance (%)
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Instructor

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Sameh Ibrahim

Project Files

You can find the full project files here:

<https://www.canva.com/design/DAGzy3dYwZc/GAGGc6dvjZGpHjjmNbyu5g/edit>

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DPEI

- **KPIs (Key Performance Indicators)** – Metrics for project success (e.g., response time, system uptime, user adoption rate).