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Student Proficient

Job Shadowing Program

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Job Shadowing Tasks



Student Proficient Idea MVP

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• Executive Summary

Many university students in Saudi Arabia face challenges managing their time, struggling to balance academic responsibilities with non-academic activities. To meet market demands, students need to invest in enhancing their skills, but achieving high grades while participating in bootcamps, hackathons, and skill-building courses can feel overwhelming. Many students aren't sure how to improve specific skills or even which hard and soft skills are best suited to their fields or majors. Our application, **Student Proficient**, provides a comprehensive solution, empowering students to efficiently develop the skills needed for both academic success and career readiness in today's competitive market.

• Competitor Analysis

1. Identifying Main Competitors

- **LinkedIn Learning**: An online platform offering a variety of job market skills courses.
- **Coursera**: A platform providing training courses and recognized certificates in partnership with global universities.
- ** Udemy, EDX, and others are also some of the remarkable platforms that offer courses.
- Still Coursera is one of the most used worldwide, which make it the main competitor.
- **Notion**: An app for managing tasks and organizing personal and academic information.
- **Edraak**: An Arabic platform offering free educational courses in various fields.

2. Competitive Advantages of Each Competitor

1. LinkedIn Learning:

- Has a vast library covering various job market skills and the advantage of obtaining prestigious certificates.
- Integrated with LinkedIn, making it easy for users to add certificates to their profiles and attract employers.

2. Coursera:

- Provides courses from prestigious universities and companies worldwide with recognized certificates.
- Offers specializations that can be fully studied to obtain professional certifications.

3. Notion:

- Provides highly flexible tools for task and project management, making it suitable for organizing academic and non-academic life.
- Allows users to customize their interfaces to create schedules and organize tasks in their own way.

4. Edraak:

- A free platform providing Arabic educational content, making it accessible for students in the Arab world.
- Focuses on offering introductory courses that students need without a cost.

3. Competitors' Weaknesses and Gaps

1. LinkedIn Learning:

- Relatively costly, which may limit access for some students.
- Some general courses may not be tailored enough for specific academic fields.

2. Coursera:

- Majority of the courses and certificates are paid and can be costly for students.
- Some courses take a long time to complete, which may not be suitable for students looking for shorter courses.

3. Notion:

- A general information management app and not specialized for students' academic or job market preparation needs.
- Lacks training courses and does not contain content specifically helping students prepare for the job market.
- Sometimes it is hard to deal with it, especially with the new users.

4. Edraak:

- Limited content variety compared to global platforms like Coursera or LinkedIn Learning.
- Does not offer globally recognized professional certificates and may lack specialized, advanced courses.
- Not compatible with the real academic courses that Saudi Arabia students' take locally.

4. Competitors' Pricing Strategies

1. LinkedIn Learning: Monthly or annual subscription.

2. Coursera: Variable fees for courses, with some courses available for free (without certification), as well as higher-cost specializations.

3. Notion: Offers a free plan with a paid plan for advanced features.

4. Edraak: Completely free, making it accessible for students.

5. Market Coverage

1. LinkedIn Learning and Coursera: Target a wide audience of professionals and students globally.

2. Notion: Caters to a broad audience of students and professionals interested in task and project organization.

3. Edraak: Targets Arabic speakers, making it particularly suitable for students in the Arab world.

6. Level of Innovation and Technology

1. LinkedIn Learning and Coursera: Technologically advanced, relying on personalized learning, performance analytics, and personalized course recommendations.

2. Notion: Offers an easily customizable interface, enhancing innovation in task and project organization.

3. Edraak: Uses basic educational video content without advanced technological tools such as AI or personalized recommendations.

7. Marketing and Promotion Strategies

1. LinkedIn Learning: Uses LinkedIn integration for promotion and reaches the professional community.

2. Coursera: Relies on partnerships with global universities and institutes to gain customer trust.

3. Notion: Uses social media ads, user experience, and recommendations.

4. Edraak: Relies on educational initiatives in the Arab world and government support, which increases its reach in the region.

8. Competitors Analysis Summary for My Idea

Based on the above analysis, my app can stand out by:

1. Offering specialized educational content for students, directly related to their fields of study and job market requirements, since it is directed specifically for Saudi Students.

2. Providing tools for managing academic and non-academic tasks in one platform, adding extra value for students compared to current platforms.

3. Flexible pricing strategy with free and paid plans suitable for students' budgets.

4. Partnering with local universities or organizations to ease access and marketing.

5. Using AI to offer personal recommendations, suggesting suitable courses based on each student's field and interests, aligning with the market need for the student field.

These strategies will make my app attractive and comprehensive for students in Saudi Arabia and the region.

• Business Model Canvas



1. Customer Segments:

1. University Students: Primary segment; students seeking to enhance their career readiness, improve task management skills, and access courses relevant to their academic and career goals.

2. Recent Graduates: Looking to bridge the gap between university education and job market requirements through skill-building.

3. Universities and Educational Institutions: Potential partners interested in providing students with resources for career readiness.

4. Employers and Recruiters: Interested in finding skilled candidates and potentially sponsoring relevant content to improve job market fit for students.

2. Value Propositions:

- **Integrated Platform for Career Preparation and Academic Management:** Combines academic task management, career guidance, and tailored courses in a single app, making it efficient for students.

- **Personalized Course Recommendations:** Uses AI to match courses to students' specific fields and career aspirations.

- **Affordable Learning Options:** Flexible pricing, offering both free and premium courses, accessible to students on a budget.

- **Academic and Non-Academic Task Management:** Helps students manage assignments, projects, and extracurricular activities in one place.

- **Career Guidance and Skill Assessment:** Includes self-assessment tools to help students understand their strengths and areas for improvement.

- **Professional Certifications:** Courses aligned with job market demands, with certifications to enhance employability.

3. Channels:

- **Mobile App (iOS and Android):** Primary distribution channel for direct access to students.

- **University Partnerships:** Partnering with universities to promote the app to their students, either through academic programs or career services.

- **Social Media:** Active engagement on platforms popular among students (e.g., Instagram, Twitter, LinkedIn).

- **Career Fairs and University Events:** Physical presence at relevant events to directly promote the app to students and recent graduates.

- **Website:** As a secondary access point, providing additional information, course previews, and registration.

4. Customer Relationships:

- **Self-Service with In-App Guidance:** Provides an intuitive and user-friendly interface for easy onboarding and navigation.

- **Community Support and Peer Networking:** Allows students to interact, share resources, and collaborate within the app.

- **Continuous Engagement:** Regular updates, personalized notifications, and reminders for new courses or tasks.

- **Customer Support and Career Coaching:** Paid users can access premium support and one-on-one coaching to maximize app benefits.

5. Revenue Streams:

- **Premium Subscriptions:** Monthly or annual subscription for access to premium courses, personalized career guidance, and certificates.

- **In-App Purchases:** Additional courses, career coaching sessions, or specialized certifications available for one-time fees.

- **Sponsored Content:** Partnerships with companies to sponsor courses or advertise job opportunities within the app.

- **University Partnerships:** Subscription-based model for universities to provide the app to their students as a part of their academic or career services.

- **Affiliate Marketing and Job Referrals:** Earning commissions by linking students to job boards or freelance platforms.

6. Key Resources:

- **Technology:** Platform infrastructure, cloud hosting, and data security to ensure smooth, scalable, and secure user experience.

- **AI and Data Analytics:** Tools to provide personalized course recommendations and career insights.

- **Course Content:** Partnerships with course providers, universities, and industry experts to develop relevant content.

- **Marketing Team:** Team to handle social media, partnerships, and digital marketing campaigns.

- **Customer Support:** Team to handle queries and maintain positive relationships with users.

- **Career Experts and Coaches:** Professionals to provide career coaching and develop career preparation content.

7. Key Activities:

- **Content Development and Curation:** Developing and curating courses aligned with the needs of students and job market requirements.

- **Platform Development and Maintenance:** Continuous development to enhance the app, including task management tools, AI recommendations, and user experience.

- **Marketing and Outreach:** Engaging with students through social media, university partnerships, and events.

- **Data Analysis and Personalization:** Leveraging user data to provide personalized course recommendations and career insights.

- **Partnerships with Educational Institutions and Employers:** Building relationships with universities and companies for course development, sponsorship, and potential job placements.

8. Key Partnerships:

- **Universities and Educational Institutions:** Partnerships to promote the app among students, integrate it within the academic system, or offer exclusive content.

- **Online Course Providers:** Platforms like Coursera, LinkedIn Learning, or Edraak for content licensing and co-branded certifications.

- **Employers and Job Boards:** Partnership with companies and job boards to provide students with job listings, internships, and industry insights.

- **Technology Partners:** Partnerships with cloud and data analytics providers to ensure platform scalability and AI capabilities.

- **Career Coaches and Industry Experts:** To provide valuable insights, career coaching, and create market-aligned content.

9. Cost Structure:

- **Platform Development and Maintenance:** Development, hosting, and regular updates for a seamless user experience.

- **Content Creation and Licensing:** Cost of developing original content or licensing courses from other providers.

- **Marketing and Customer Acquisition:** Costs associated with social media advertising, university outreach, and promotional events.

- **Customer Support and Career Coaching:** Staffing a support team and career coaching experts.

- **Data Security and Compliance:** Ensuring user data privacy and platform compliance with educational data regulations.

- **Partnership Management:** Resources for developing and maintaining partnerships with universities, employers, and course providers.

• Industry Analysis

1- SOWT Analysis:



Strength	Weakness	Opportunities	Threats
<p>Personalized Learning and Skill Recommendations Offers tailored skill recommendations based on students' fields of study and career interests, making it highly relevant to users.</p> <p>Comprehensive Task and Time Management Combines academic and non-academic task management, which helps students balance studies and extracurriculars more effectively.</p> <p>Career-Focused Content provides courses and resources aligned with market needs, helping students bridge the gap between academics and employability.</p> <p>Collaboration Potential with Universities The app can easily partner with universities, giving it access to a large base of students while allowing institutions to support student career development.</p>	<p>Reliance on User Engagement: Success depends on users actively engaging with the app; low engagement may reduce its effectiveness.</p> <p>Financial Constraints of Students: Many students may be hesitant to pay for premium services, even if the app is low-cost, which could limit revenue from subscriptions.</p> <p>Limited Brand Recognition: As a new entrant, <i>Student Proficient</i> may struggle to build trust and credibility in a crowded edtech space.</p> <p>Content Quality and Relevance: The app must continually update content and recommendations to remain relevant to changing job market trends, requiring constant resource allocation.</p>	<p>Expanding University Partnerships: Collaborating with universities to offer the app as an official tool for career readiness, increasing adoption and credibility.</p> <p>Leveraging Government Initiatives: Tap into Saudi initiatives supporting education, job readiness, and Vision 2030, potentially gaining funding or promotion.</p> <p>Growing Demand for Online Learning: Students are increasingly looking for accessible, online resources for career development, which the app is well-positioned to provide.</p> <p>Potential for Additional Revenue Streams: Opportunities to generate revenue through in-app advertising, partnerships with companies for sponsored content, or referrals to job boards.</p>	<p>Competitive Market: The edtech and career-preparation app market is competitive, with established players potentially drawing away users.</p> <p>Low Student Retention: If students find the content repetitive or lack immediate results, they may disengage or abandon the app.</p> <p>Rapidly Changing Market Needs: Frequent updates may be needed to ensure the app's content remains aligned with job market requirements, which can be challenging to maintain.</p> <p>Privacy and Data Security Concerns: As the app collects user data to personalize recommendations, ensuring compliance with data privacy regulations is essential to avoid legal and reputational risks.</p>

2- PESTEL Analysis:

Category	Factors
Political	<ul style="list-style-type: none">• Government Support for Youth and Employment: Saudi Arabia's Vision 2030 aims to enhance education quality and increase employment opportunities for young people. Programs supporting skills development align well with <i>Student Proficient</i> mission to equip students with market-relevant skills.• Educational Policies and University Partnerships: Policies encouraging innovation and partnerships with private companies in education could support the app's integration with universities, allowing it to reach a large student base.
Economic	<ul style="list-style-type: none">• Student Financial Constraints: Many students in Saudi Arabia receive a monthly stipend, but it may not fully cover additional expenses, which could impact the app's potential for revenue through subscriptions. Considering flexible payment models or partnerships with universities to cover costs may address this.• Rising Demand for EdTech: With economic growth and the increasing demand for tech-driven educational solutions, students and institutions are more open to investing in tools that enhance skill development and career readiness.
Sociocultural	<ul style="list-style-type: none">• Emphasis on Career Preparation: There's a growing awareness among students about the importance of career-oriented skills. This makes <i>Student Proficient</i> appealing as it offers targeted skill-building for students eager to improve their employability.• Balancing Academic and Non-Academic Life: Many students struggle to manage both academic responsibilities and extracurricular activities, creating a strong demand for tools that simplify time management and skill-building. The app's features align with these social needs, increasing its relevance.
Technological	<ul style="list-style-type: none">• Advancements in EdTech and AI: With developments in AI, <i>Student Proficient</i> can offer personalized recommendations based on students' profiles and career aspirations, which enhances its value.• Mobile and Digital Accessibility: The widespread adoption of smartphones and tablets among students makes <i>Student Proficient</i> more accessible, allowing students to use the app on the go and fit skill-building into their schedules.• Importance of Data Security: As the app collects user data to personalize experiences, ensuring strong data security and

	privacy measures is essential for maintaining trust and compliance with regulations.
Environmental	<ul style="list-style-type: none"> • Digital-First Education: As education increasingly shifts to digital platforms, <i>Student Proficient</i> supports an eco-friendly, paperless approach to learning and task management, aligning with broader sustainability goals. • Encouraging Remote Learning: The app supports remote learning, which has gained popularity, especially since the COVID-19 pandemic. By reducing the need for physical resources, it appeals to students and institutions aiming for a more sustainable approach to skill-building.
Legal	<ul style="list-style-type: none"> • Compliance with Data Protection Regulations: <i>Student Proficient</i> must comply with local and international data privacy laws (e.g., Saudi data protection regulations, GDPR) to ensure user information is handled securely and responsibly. • Content Licensing and Copyright: If the app uses third-party content, it must ensure proper licensing to avoid copyright issues, especially for educational materials and courses. • Employment Regulations: Since the app aims to improve employability, it should be careful about representations of career outcomes, ensuring it doesn't make promises that could violate employment or consumer protection laws.

• Problems and Solutions:

Main Problem: Are the students willing to pay? Are they able to pay?

Solutions:

1- Freemium Model with Premium Content:

Plan: Use a "freemium" model, where students can access basic features like task management and some foundational courses for free. Premium, specialized content is paid.

Benefit: This allows students to try the app and benefit from some services at no cost, which may encourage them to subscribe to premium features if they see real value that enhances their career prospects.

2- Partnerships with Universities and Training Centers:

Plan: Form partnerships with universities to offer the app as part of the university's services, where the university or training centers cover the subscription costs for students.

Benefit: Through these partnerships, subscription fees are obtained from educational institutions rather than directly from students, promoting sustainable funding and reducing the financial burden on students.

3- Offering Discounts and Flexible Subscription Plans:

Plan: Provide flexible subscription options, such as a discounted monthly subscription for students or special discounts for long-term app users.

Benefit: Lowering costs will help make the app accessible to a wider audience, especially if the benefits are clear in terms of supporting students' academic and career development.

4- Providing Trial Access to Paid Courses:

Plan: Allow students to try parts of paid course content for free for a limited time.

Benefit: This gives students a chance to test the content and assess its value, which increases the likelihood that they will choose to pay for full access.

5- Integration with Government-Supported Employment and Training Initiatives:

Plan: Leverage government initiatives like "Tamheer" and others that support the training and employment of students and graduates.

Benefit: Through these initiatives, the app gains access to students, along with financial support and promotion through recognized channels.

6- Adding In-App Advertising:

Plan: Use advertisements as an additional revenue source within the app, displaying ads from companies offering products or services relevant to students.

Benefit: Generating revenue through ads reduces the need to raise subscription fees, making the app more affordable for students.

7- Encouraging Students to Invest in Their Career Futures:

Plan: Highlight the added value the app provides to students through marketing campaigns that show how these skills can lead to better job opportunities and higher future salaries.

Benefit: When students understand that the subscription cost is a small investment that can yield significant future benefits, they are more willing to pay.

- **Minimum Viable product (MVP)**

