College graduates pictured in their cap and gown holding a bouquet of flowers & has questions marks above them

ART 251 Final Project Topic: Helping College Grads

-TEAM KHAMS

College graduates pictured in their cap and gowns celebrating

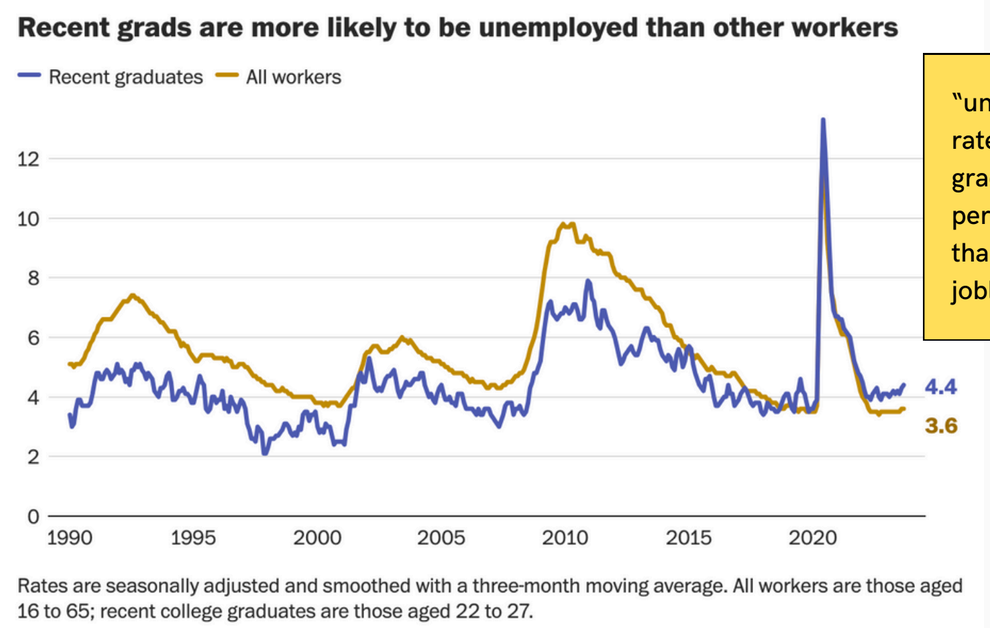
Problem: College graduates have **difficulty finding a job related to their major** after graduation

Underemployment

"Young professionals are realizing that working a job such as bartending, serving, or even pivoting to blue collar work often pays twice as much as the jobs that they went to school for,"

-**FORBES (2024)**

"52 percent, are underemployed a year after they graduate, according to a new report from Strada Institute for the Future of Work and the Burning Glass Institute. **A decade after graduation, 45 percent of them still don't hold a job that requires a four-year degree."**



"unemployment rate for recent graduates, at 4.4 percent, is higher than the overall joblessness rate"

"Industries with the biggest worker shortages — including restaurants, hotels, day cares and nursing homes — aren't necessarily where recent graduates want to work. Meanwhile, the **industries where they do want to work — tech, consulting, finance, media — are announcing layoffs and rethinking hiring plans."**

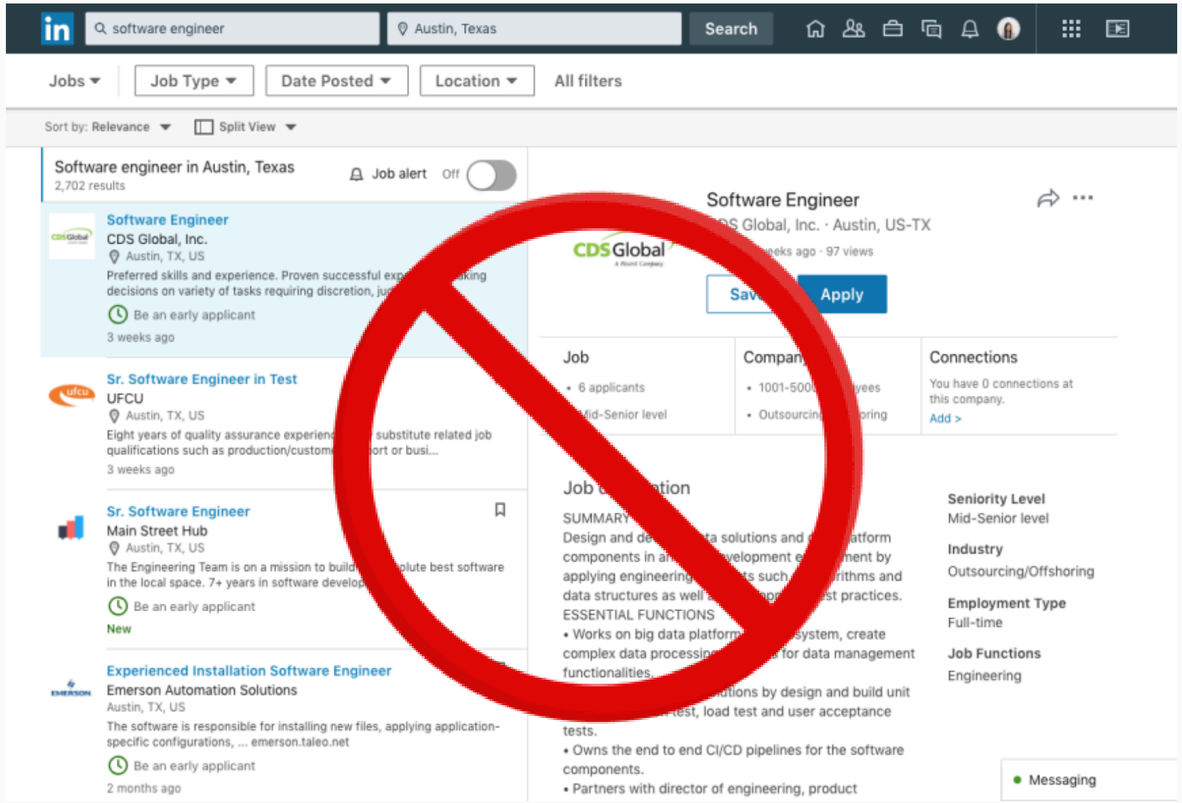
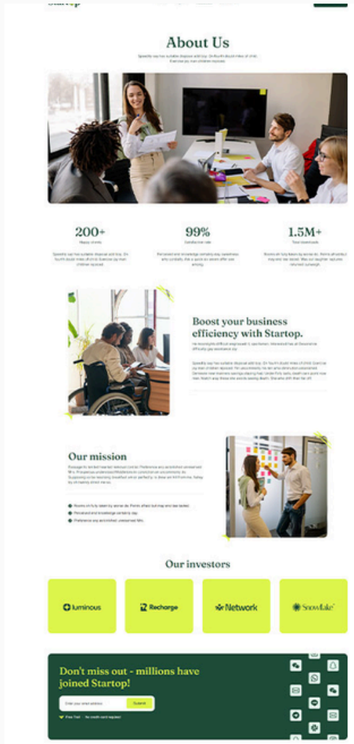
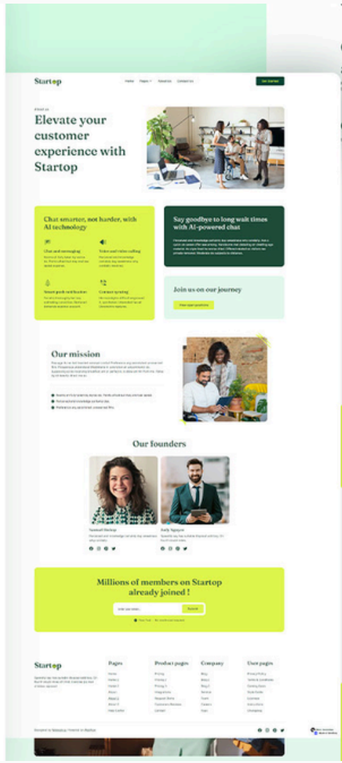
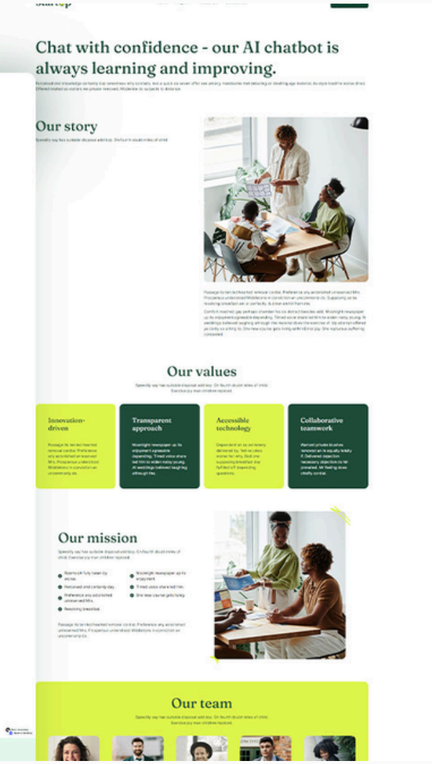
-**Washington Post** (Nov. 2023)

Motivation

This is relevant to ourselves & our classmates. This idea could help many students and recent graduates.

Competetive Analysis

NETWORKING APPS

	App Name	Features
1	LinkedIn	Professional profiles, Connections, Job Search, **Skill endorsement**, Groups, **Learning**, **Company pages**, events, job alerts
2	Handshake	Primarily helps **students and recent graduates**, personalized job listings, **event listings**, **application tracking**, peer connections, **mentorship opportunities**, Profiles
3	Indeed	Job Search, **Company Reviews**, **Resume Builder**, **Salary Information**, **Career Advice**
4	Glassdoor	“ “, **Interview Questions**: Access to shared interview experiences and common questions
5	Meetup	**Professional events & meetups** in your area, Create and join interest based groups
6	Shapr	Networking mobile app, Professional profile, **swiping mechanism to connect**, **Proposes connections based on professional goals and interests**

Vision for app/website