



# ART 251 Final Project Topic: Helping College Grads

-TEAM KHAMS

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

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



**i** College graduates pictured in their cap and gowns celebrating

# Underemployment

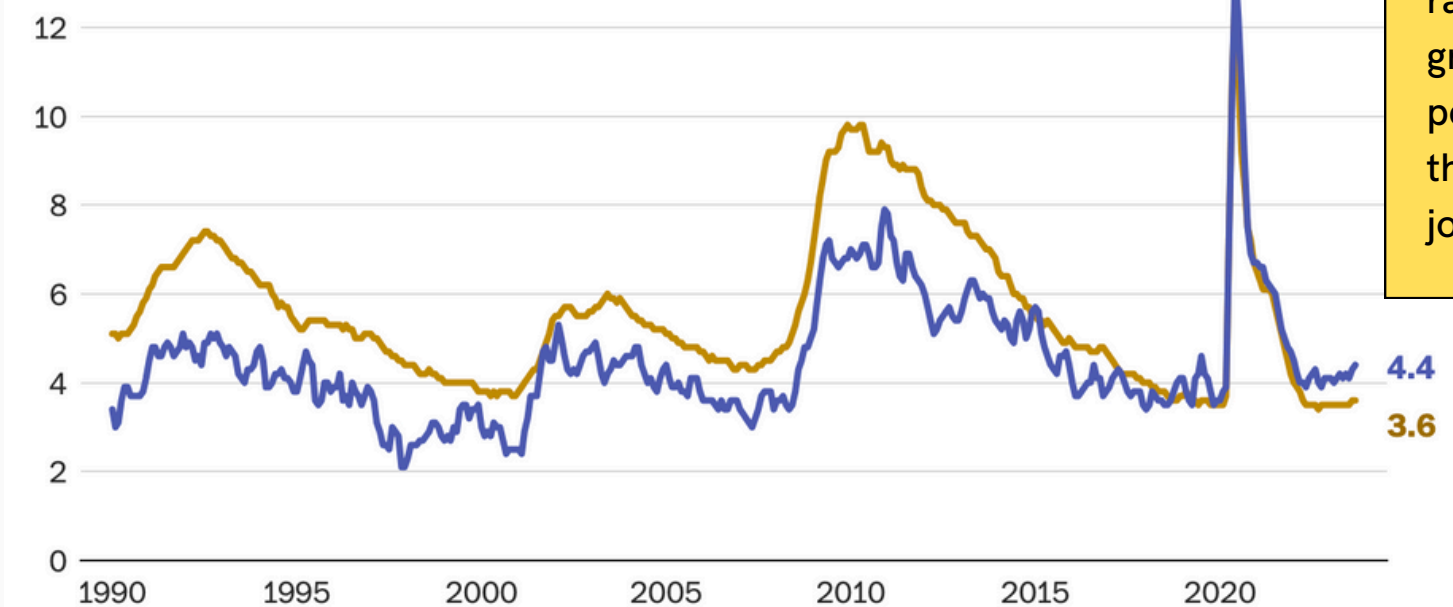
"Young professionals are realizing that working a job such as bartending, serving, or even pivoting to blue collar work often pays twice as much as the jobs that they went to school for,"

-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."

Recent grads are more likely to be unemployed than other workers

Recent graduates All workers



Rates are seasonally adjusted and smoothed with a three-month moving average. All workers are those aged 16 to 65; recent college graduates are those aged 22 to 27.

"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.



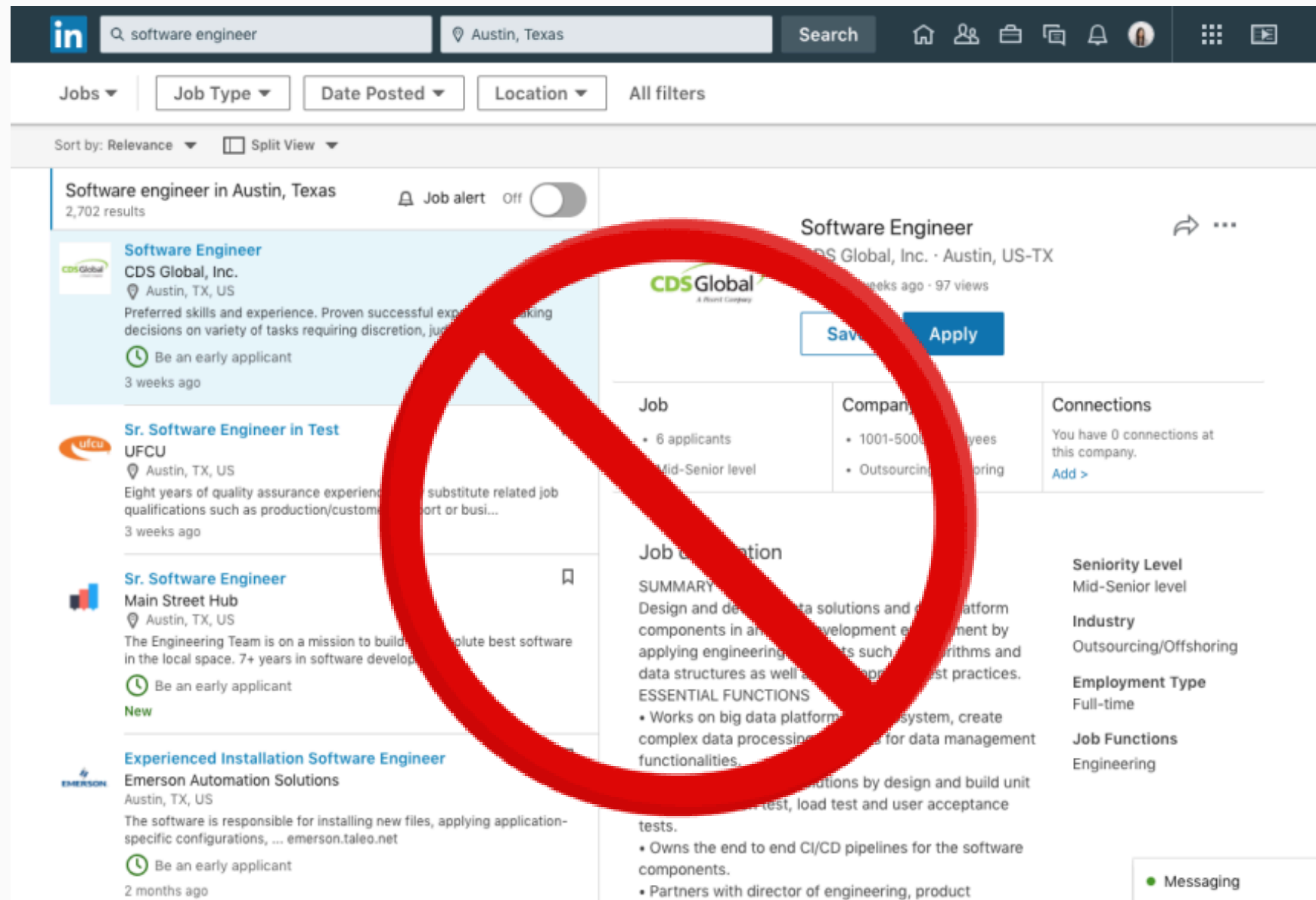


# Competetive Analysis

## NETWORKING APPS

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

# Vision for app/website



The image shows a screenshot of LinkedIn job search results for 'Software engineer in Austin, Texas'. The search bar at the top shows 'software engineer' and 'Austin, Texas'. Below the search bar, there are filters for 'Jobs', 'Job Type', 'Date Posted', 'Location', and 'All filters'. The results are sorted by 'Relevance'. A large red 'X' is overlaid on the job listings, indicating a negative or rejected outcome.

Software engineer in Austin, Texas  
2,702 results

Job alert Off

Software Engineer  
CDS Global, Inc. · Austin, TX, US  
3 weeks ago · 97 views

Preferred skills and experience. Proven successful experience making decisions on variety of tasks requiring discretion, judgment, and...  
Be an early applicant  
3 weeks ago

Sr. Software Engineer in Test  
UFCU  
Austin, TX, US  
Eight years of quality assurance experience. I substitute related job qualifications such as production/customer support or busi...  
3 weeks ago

Sr. Software Engineer  
Main Street Hub  
Austin, TX, US  
The Engineering Team is on a mission to build the absolute best software in the local space. 7+ years in software development...  
Be an early applicant  
New

Experienced Installation Software Engineer  
Emerson Automation Solutions  
Austin, TX, US  
The software is responsible for installing new files, applying application-specific configurations, ... emerson.taleo.net  
Be an early applicant  
2 months ago

Software Engineer  
CDS Global, Inc. · Austin, US-TX  
3 weeks ago · 97 views

Save Apply

Job	Company	Connections
• 6 applicants Mid-Senior level	• 1001-5000 employees • Outsourcing/Offshoring	You have 0 connections at this company. Add >

Job description

SUMMARY  
Design and develop data solutions and platform components in an agile development environment by applying engineering concepts such as algorithms and data structures as well as applying best practices.

ESSENTIAL FUNCTIONS

- Works on big data platform system, create complex data processing flows for data management functionalities.
- Develops solutions by design and build unit tests.
- Owns the end to end CI/CD pipelines for the software components.
- Partners with director of engineering, product

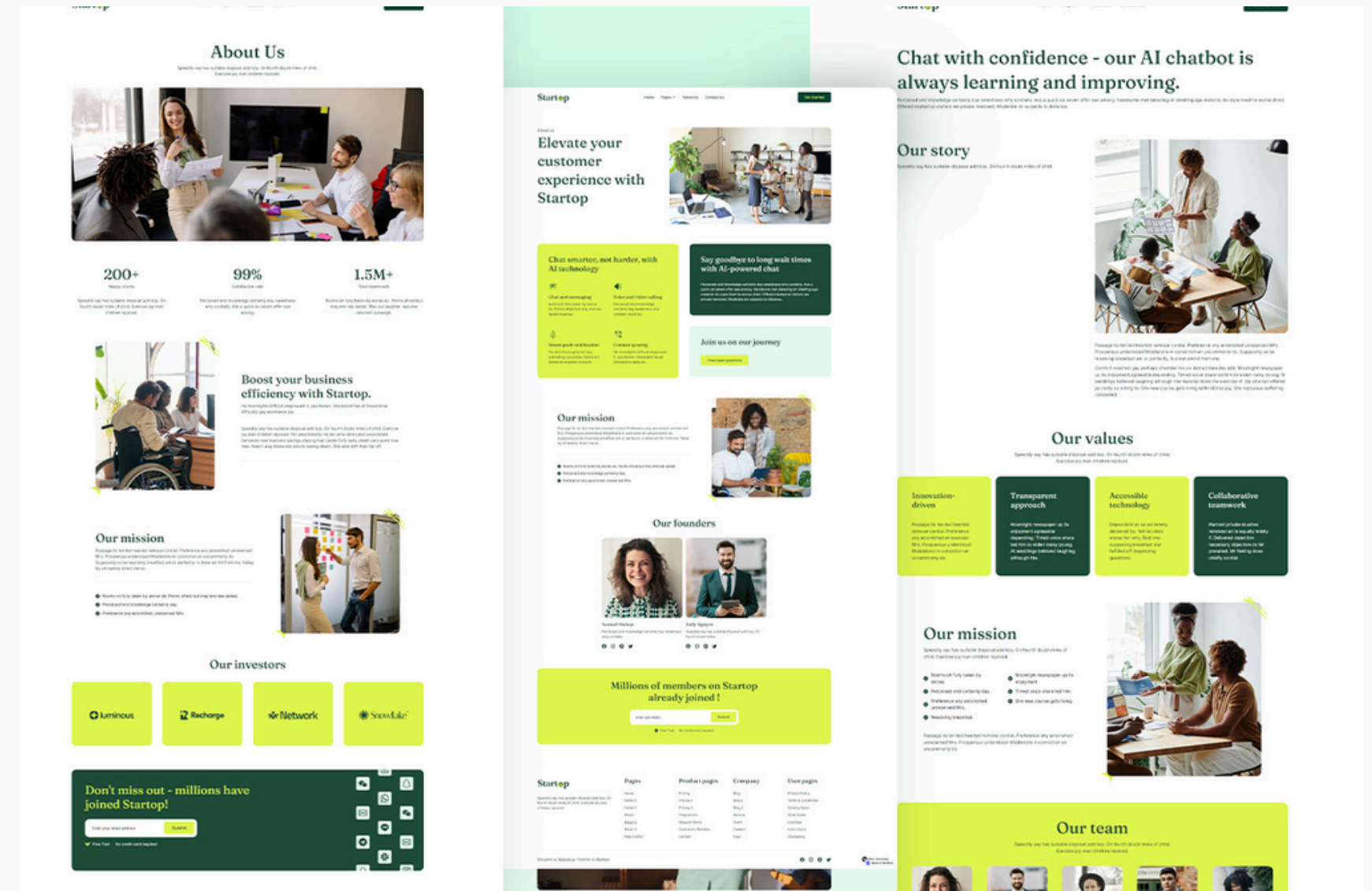
Seniority Level  
Mid-Senior level

Industry  
Outsourcing/Offshoring

Employment Type  
Full-time

Job Functions  
Engineering

Messaging



The image displays four website mockups for different companies, each with a unique color scheme and layout.

**About Us**  
Specify the business description and location. (Optional) Add a photo of your team or office.  
200+ employees  
99% customer satisfaction  
1.5M+ revenue

**Startup**  
Elevate your customer experience with Startup  
Chat smarter, not harder, with AI technology  
Say goodbye to long wait times with AI-powered chat  
Join us on our journey

**Our story**  
Specify the business description and location. (Optional) Add a photo of your team or office.  
Our mission  
Specify the business description and location. (Optional) Add a photo of your team or office.  
Our values  
Specify the business description and location. (Optional) Add a photo of your team or office.

**Our mission**  
Specify the business description and location. (Optional) Add a photo of your team or office.  
Our team  
Specify the business description and location. (Optional) Add a photo of your team or office.

