Proposal for ResumeScheme

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Executive Summary

We live in a world in which technology connects all of us whether we like it or not. We can speak with individuals thousands of miles away as if we're in the same room, but the acquisition of jobs has not been able to keep up with the times. Back in the days where newspapers were the primary way of obtaining information, if you were seeking a job you would have to look through the employment section. Today, things aren't too different. Instead of the classic newspaper, you have to look through websites and job listings, and it can be tedious having to compare your resume to every job's requirements. This is where our program comes in.

Our target consumer is anyone who wants to find a job they are qualified for fast and easily. Our goal is to streamline this process so that the client does as little work as possible and gets as many current job opportunities as they qualify for. We will also be providing a different but connected service for employers who are looking for employees. Both sides will have simple interfaces but will provide all the necessary information for them to get started with our product.

Current competitors include websites such as jobscan.co, resumematch.com. We strongly believe that we have an advantage over our competitors because of the current state of the job market due to Covid-19 and the dissatisfaction job seekers have with current methods. We will market our product in such a way that the consumers identify that we understand their struggle and offer a solution.

Gap in the Market

Currently, job-listing sites only give you a list of available jobs, most of which may not be relevant to most applicants. We want to change this by only showing the job-seeker a customized list of jobs they most likely qualify for. Jobscan / Resumematch only provides resume matching service only on one job-description at a time. We want to change this by asking only a few details from the seekers and their resume. This is easier than asking them to copy-paste job descriptions from elsewhere. ResumeScheme would be an "all -in one package" to track application progress, new job openings e.t.c.

Meeting the Market's Needs

We will meet the markets needs through ResumeScheme by creating a cheaper and easier to use application for users to find jobs. We plan to use U.I/ U.X. to allow for the application to be simple to understand and use by job seekers and employers. We will also update our application constantly to allow new features to be rolled out in order to adapt to the changes in the market.

Implementation

Management

ResumeScheme will be managed by its contributors; George Hendrick, Kevin Kennedy, Aubrey Oyoolo, Emma Hagen.

Development

ResumeScheme will be developed using the following technologies;

- Frontend (User Interface);
  - ○ HTML/CSS
  - ○ Vanilla Javascript
- Backend (Web Server / Database);
  - ○ Node - "A JavaScript runtime environment."
  - ○ Express- "Fast, minimalist framework for Node.js"
  - ○ MongoDB - MongoDB - NoSQL database

Marketing and Distribution

ResumeScheme will be available for free on launch and in beta mode, subscription will be required later for accessing some features.

Monetization

Subscriptions and payments will be implemented using third parties like Stripe, Paypal etc to ensure security of user's payment information.

Value Proposition (The Problem and Our Solution)

Currently, there are job seekers that have to go through countless hurdles to land a job. When applying for an ad online, countless other job seekers are applying at the same time causing heavy competition. This leaves a large amount of applicants jobless. They have to also deal with competition due to people applying for everything they possibly can regardless of qualifications. To make matters worse, they must deal with recruiters posting fake ads. According to ZipJob (a professional resume writing company), 75% of resumes get rejected by ATS. Consumers also feel that companies are overly selective, frequently searching for this "perfect resume. " Covid-19 causing a severe lack of jobs adds on to these problems.

ResumeScheme will alleviate all of these issues by automatically matching job seekers with employers. Because of this automatic process, it saves employers money they would use on advertising and saves job seekers the time they would have to spend sifting through countless job applications and applying to each one individually.

Market Analysis/ Primary Market/ Secondary Market

Currently, the job market is extremely unforgiving to job seekers. This is because of the Covid-19 pandemic which has caused many jobs to be unavailable. This means that there will be a large number of job seekers dissatisfied with current applications, making it much more likely that they would transition to our product. This gives us a big advantage over our competition. We would focus on marketing to this demographic. We would emphasize that our solution would be easier for them and give them a higher chance of finding a job. The market size for this service is very large considering a large number of Americans, Canadians, and Europeans are having issues finding a job in 2020.

Marketing Strategies

Overview

ResumeScheme wants to capture the job listing and recruiting market. In order to make this goal a reality we have to work to improve on short-comings of current services and knock out the competition. ResumeScheme will start by providing the essential features that outshine it from competition. More features will be added as the demand grows.

Primary Customer analysis and entry strategy

The strategy that our team is taking to enter the market is to provide a product that is easier and more reliable than its competitors at a lower cost. As more clients use ResumeScheme, there will be more potential clients interested in getting a subscription.

Core competency

The core-competency of ResumeScheme is simplicity and automation of job applications online. There would be little to no need of Applicant Tracking Systems that come with problems such as bias, spamming and internet bots.

Expansion strategy; new features such as resume optimization will be rolled out to enter other markets as well. ResumeScheme would be a one-stop shop for application and searching through a list of jobs relevant to the user.

Sales Strategy

- **Pricing**

Job seekers will be able to use ResumeScheme for free on launch. After, the client would then be charged a subscription to use other features. The client could choose between a monthly or annual subscription.

- **Positioning**

ResumeScheme will be designed to be easy and efficient to use by any job seeker.

- **Promotion**

ResumeScheme will use various promotion strategies such as internet advertising, word of mouth advertising and marketing and giving demos.

- **Place**

ResumeScheme is a startup and can be run from home. Eventually when the market and user-base grows, a central H.Q would be set up to employ other developers and customer service associates.

Competition

Jobscan.co

A tool that gives job seekers an instant analysis of how well their resume is tailored for a particular job and how it can be even better optimized for an ATS.

Resumematch.com

Allows the import of a LinkedIn profile and builds, grades, and matches resumes.

LinkedIn

LinkedIn is an application that enables users to connect with recruiters, employers and other professionals.

Development Strategy

Because we want to get our product out there as fast as possible to capitalize on the job market slump, we will be implementing an agile process with an XP methodology. Our focus will be to get a functional prototype into the market as fast as possible, and then make revisions once our foot is in the door. We will plan for updates and new releases, during which we would modify the architecture and improve system performance. We will also need to make sure that the systems are adequately tested to avoid carrying out dysfunctional updates.

Barriers

ResumeScheme will face the following barriers when breaking into the market.

- Competition from well known companies like LinkedIn.
- Development technology changes rapidly.
- Marketing product.

Critical Risks

Branding ResumeScheme would take a good amount of effort and money due to customer reverence to already existing services. We would have to provide features that most customers don't find in services like Resumematch to attract them.

Interviews

The following questions were asked in person:

To (5) job-seekers:

1. What is your name?

   Cayla

   Johnathan

   Karren

   Alex

   Cade

2. Are you familiar with resume matching and ATS?

   Yes, to some extent.

   No not really.

   No I have not actually.

   No, I am not.

   Yes I am.

3. Have you used an online job listing service and if so what challenges have faced? If not, why don't you use them?

   Yes, I have used indeed, linkedin, and upwork. I did not have a whole lot of feedback from employers that I would have liked. Indeed makes me feel like i am just trying to show off my resume and not really much else. While upwork mostly felt like a whole bunch of BS to me. But I did like the tests that it had for your proficiency for some things but I did not like much else.

   When i was using it I was having a little problems when i was trying to make the profile for the app. Also when i was making the resume since i haven't made a resume before and with what the system wanted.

   Yes I have used job listing websites before. I used Indeed. I did not really find any problems that I can say were challenges but I only had problems with employers since my field is not really accepting of women.

   I never used it to get a job but I used it to see what was available. When I used it I found the qualification that the company or places of business were

not always all that specific with the qualifications that they wanted someone to have.

When i tried to use it on my phone it would become really buggy and freeze up on me. But it worked perfectly on the computer when i tried it. So that's it. Also never really got any kind of response for the resume i submitted. They just ignored me.

4. What do you wish services like indeed, ziprecruiter did differently?

I would like more help on the resume since I have not much experience making them. And I would like the employer and job seeker to talk more.

I wish that the process to make the profile and to make the resume were a little more automated to make it easier to do.

It had job listings from all over like in washington but i live in louisiana and I don't feel like moving. If it could only show what is available in the state that would be best.

If the companies could be more specific in what they were looking for exactly that would be best. Like when they say that they want someone with some experience. I want to know how much they are looking for.

Getting a response for the resume I submitted even if I did not get the position. I still would have liked it if I could get a response of some kind so if they could do that to fix it in a way that can happen that would be great. Also if they could be a bit more user friendly. It would also be great if they could and more specific filters that can be used for what jobs show up would also be good.

5. Would be interested in an app that only shows you jobs you're most likely qualified for?

Yes I would like it.

Yes I would like that. Also if the radius of where it looks is a bit bigger than some of the other places.

I don't really care either way only if it could find me something in state that would be great.

Yeah that would be great.

Yes that be great with the filters for the jobs. It would be perfect.

To (1) employer(s) seeking talent;

1. Company/organization name?

The company: Eagle Control System,

Employer: Mark,

2. Have you used an online application to list a job in your company? If so, were you happy with the results? If not, why don't you use them?

   I have used Indeed somewhat. I liked that I had a wider range of people to look through. Though that is both good and bad since I had more people that I liked for the job but at the same time had more that I didn't.

3. Would you be interested in a service that only gives you a list of most likely qualified candidates?

   Yes I would like that.