



Project Initiation and Market Analysis

Team – 3

Powered Resume Builder

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Problem Identification Report

Title: Powered Resume Builder - An AI-Powered Tool for Effective Resumes

Objective: To research and identify a specific problem or opportunity within the job application process that can be addressed through a software solution that leverages AI to analyze user input and generate tailored resumes for specific job descriptions.

Content:

Problem/Opportunity Statement:

- Many job seekers struggle to create resumes that effectively highlight their qualifications for specific roles, leading to missed opportunities in a competitive job market. Generic resumes fail to address varying experience levels, industry requirements, and unique skill sets, making it difficult for candidates to stand out.
- Current resume-building tools offer templates but lack AI-driven capabilities to analyze job descriptions and personalize content. They also don't provide real-time feedback for optimizing resumes for Applicant Tracking Systems (ATS), limiting their effectiveness.
- The Powered Resume Builder aims to solve these challenges by using AI to create tailored resumes based on job descriptions, ensuring better alignment with industry standards. It will also offer insights into keyword optimization and skill presentation, helping candidates improve their chances of success in the application process.

Stakeholder Analysis:

1. **Job Seekers:** The primary stakeholders are individuals seeking employment who will directly benefit from the Powered Resume Builder. Job seekers will gain from the personalized resume-building experience, which tailors content to highlight their qualifications effectively. This tool aims to enhance their ability to present themselves in a competitive job market, ultimately improving their chances of securing interviews and job offers.
2. **Recruiters and Hiring Managers:** These stakeholders are essential for providing feedback on the quality and effectiveness of the resumes generated by the tool. Their insights will help ensure that the Powered Resume Builder meets the industry standards that recruiters expect, making it easier for them to find qualified candidates. Additionally, their input can guide the tool's development to focus on the key qualifications they look for in candidates.
3. **Career Coaches and Advisors:** Professionals who support job seekers in improving their application materials. They will benefit from the Powered Resume Builder as a resource to recommend to their clients. Their expertise will help shape the tool's features to align with best practices in resume writing and job application strategies.
4. **Educational Institutions:** Colleges and universities can serve as stakeholders by

incorporating the Powered Resume Builder into their career services. This integration would provide students with a valuable resource for developing effective resumes, thereby enhancing their employability. The institutions can also gather feedback from students to improve the tool continuously.

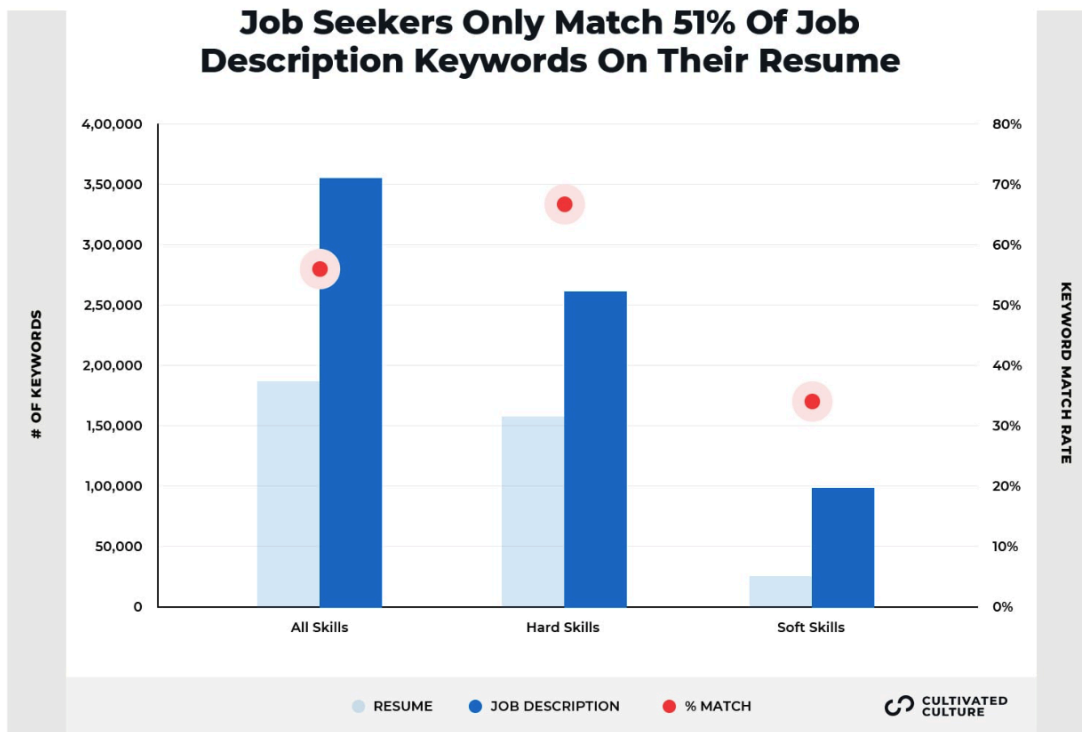
5. **Human Resources Departments:** HR professionals can utilize the Powered Resume Builder as part of their recruitment processes. By aligning the tool's outputs with specific job roles within their organizations, HR departments can ensure candidates present themselves accurately and effectively, leading to a more efficient hiring process.
6. **Technical Team:** The developers, designers, and data scientists responsible for building and maintaining the Powered Resume Builder. Their expertise will be crucial for implementing the AI features that personalize resumes based on job descriptions and user input. Collaboration with stakeholders will ensure that the technical solution meets user needs effectively.
7. **Investors and Business Partners:** Individuals or organizations that provide funding or strategic partnerships for the project. They are interested in the market potential and financial viability of the Powered Resume Builder, which influences the project's direction and resources allocated.
8. **Market Research Analysts:** Analysts who study job market trends and user needs, providing valuable insights that can inform the features and marketing strategies of the Powered Resume Builder. Their research will help ensure that the tool remains relevant and effective in addressing the needs of job seekers.

Relevance to Software Solution:

To solve the problems mentioned in the problem statement, a software solution can be implemented with the Powered Resume Builder, such that these issues are resolved. To address the opportunity found in this domain, the following software solutions will be implemented within the Powered Resume Builder:

1. Integrated Resume Builder Approach – Comprehensive Framework:

Traditional resume-building tools often focus on single aspects of the resume creation process, leading to incomplete or ineffective resumes. The Powered Resume Builder aims to provide a comprehensive framework that integrates various elements of resume writing, such as formatting, content optimization, and customization for different job sectors. This holistic approach enables users to understand how different components of their resumes interact, offering insights into creating a cohesive and compelling application. For example, by integrating sections like work experience, education, and skills with ATS optimization, users can ensure their resumes meet potential employers' specific requirements, ultimately improving job prospects.



2. Collaborative Peer Review Feature:

The resume-building process can often feel isolating, causing users to miss valuable feedback that can enhance the quality of their documents. The Powered Resume Builder will introduce a collaborative peer review feature, enabling users to share their resumes with peers or mentors for constructive feedback. This feature fosters a supportive and collaborative environment, allowing users to exchange ideas and suggestions. For instance, users can join groups where they critique each other's resumes, identifying areas for improvement and cultivating a sense of community among job seekers. This collaborative approach enhances the quality of the resumes produced and empowers users to learn from each other, developing their skills in resume writing.

3. Multi-Platform Accessibility:

To accommodate the diverse needs of job seekers, the Powered Resume Builder will be accessible across various platforms, including web and mobile applications. This multi-platform accessibility ensures users can create, edit, and refine their resumes from any location, whether at home, in transit, or at a coffee shop. The design will focus on providing a seamless user experience, allowing users to switch between devices without losing progress. By ensuring users can access the tool anytime and anywhere, we enhance the likelihood of timely and efficient resume completion.

4. Dynamic Content Suggestions:

To streamline the resume creation process, the Powered Resume Builder will feature a dynamic content suggestion system that offers tailored recommendations based on the user's profile and target job descriptions. This intelligent feature will analyze the user's background, skills, and the job they are applying for, providing contextually relevant phrases and keywords. For example, if a user targets a marketing position, the system will suggest industry-specific terminology and highlight essential skills in demand. This functionality not only saves time for users but also enhances the effectiveness of their

resumes, ensuring they capture the attention of hiring managers.

5. Guided Step-by-Step Resume Creation:

To simplify the resume-building process for users of all experience levels, the Powered Resume Builder will include a guided step-by-step creation process. This feature breaks down resume creation into manageable sections, providing clear instructions and examples for each part of the resume. Users will receive guidance on effectively articulating their work experience, showcasing their skills, and selecting appropriate formats. This structured approach demystifies the resume-writing process, making it more accessible for users who may feel overwhelmed by the task.

Our initial scope of the software solutions includes the following:

1. User Interface/User Experience (UI/UX):

We will design a user-friendly interface that allows job seekers to navigate the platform with ease. The design will focus on visual appeal and responsiveness, ensuring optimal usability across various devices, such as desktops, tablets, and smartphones.

2. AI-Powered Resume Personalization:

The core functionality of the Powered Resume Builder will revolve around artificial intelligence that analyzes job descriptions and user inputs. This feature will enable users to create tailored resumes that highlight relevant qualifications and experiences, improving their chances of standing out in a competitive job market.

3. Real-Time Feedback Mechanism:

We will implement a system that provides real-time feedback on resume content. Users will receive insights and suggestions for optimizing their resumes for Applicant Tracking Systems (ATS), helping them understand and enhance their resumes' effectiveness.

4. Diverse Template Options:

The Powered Resume Builder will offer a selection of professionally designed resume templates suited for various industries. Users will be able to customize these templates to fit their style, learning best practices for structuring resumes tailored to different job roles.

5. Analytics Dashboard:

An analytics dashboard will be developed to provide users with insights into their application success rates. This feature will help users track the effectiveness of their resumes and make data-driven adjustments to improve their job applications.

6. Integration with Job Portals:

To streamline the job application process, the Powered Resume Builder will integrate with popular job portals, allowing users to submit their resumes directly from the platform. This integration enhances convenience and efficiency in their job search efforts.

7. Resource Center for Job Seekers:

In addition to resume building, the Powered Resume Builder will include a resource center featuring tips on interview preparation, networking strategies, and personal branding. This holistic approach will equip users with the necessary tools to succeed in their job search beyond just creating a resume.

Market Analysis Report

Title: Market Analysis Report on Powered Resume Builder

Objective: To perform a comprehensive market analysis of Powered Resume Builders, focusing on identifying target demographics, understanding user needs and preferences, assessing market trends, and evaluating key competitors to inform strategic development and positioning.

Content:

Target Audience Identification:

1. Job Seekers:

Recent graduates are often in the critical phase of entering the workforce, seeking to leverage their education into meaningful employment. They are looking for tools that can help them create effective resumes that highlight their academic achievements and relevant experiences.

Demographic characteristics:

- Age: The target age group ranges from young adults (18 years and older) entering the job market for the first time, to seasoned professionals (up to 50 years or more) looking for new opportunities or career changes.
- Education Level: Users can vary from high school graduates to university students and recent graduates seeking their first job, to experienced professionals with advanced degrees looking to advance or shift their careers.
- Geographic Location: The tool aims to reach a global audience, allowing users from various countries and regions to access the resume builder online, with support for localized job markets and cultural nuances.
- Socioeconomic Background: The primary focus will be on individuals from middle-class to higher-income backgrounds who may be more willing to invest in professional development tools and resources.
- Language: To maximize accessibility, the Powered Resume Builder will provide multilingual support to cater to users from different linguistic backgrounds.

Psychographic characteristics:

- Attitude towards Job Search: Job seekers actively engaged in the job market are likely to be proactive, motivated, and eager to present their qualifications in a compelling manner. They seek tools that simplify and enhance their job application process.

- **Attitude towards Technology:** Users are typically comfortable using digital tools and resources, valuing user-friendly and intuitive interfaces that streamline the resume creation process.
- **Goals and Aspirations:** Ideal users aim to secure interviews and ultimately job offers that align with their career goals. They may seek positions in various industries, including technology, finance, education, and healthcare.
- **Motivation:** Users are motivated by the desire to stand out in a competitive job market, wanting to showcase their skills and experiences effectively to potential employers. They appreciate features that help highlight their unique qualifications.
- **Personality:** Candidates who excel with the Powered Resume Builder tend to be detail-oriented, organized, and willing to invest time in crafting their resumes to make a strong impression.

2. Students and Recent Graduates:

Students and recent graduates are at a pivotal stage, transitioning from academia to the professional world. They often face challenges in creating resumes due to limited work experience and unfamiliarity with industry expectations.

Demographic characteristics:

- **Age:** Primarily targeting young adults aged 18-25 who are either still in school or have recently graduated and are entering the job market.
- **Education Level:** This group includes high school seniors, college students, and recent graduates looking for internships or entry-level positions.
- **Geographic Location:** Students from various regions, particularly those in urban areas with a concentration of educational institutions and job opportunities.
- **Socioeconomic Background:** Many students may rely on budget-friendly or free tools, making a compelling case for a freemium model or tiered pricing options.
- **Language:** Multilingual capabilities will be essential to cater to international students.

Psychographic characteristics:

- **Attitude towards Job Search:** Students may be less experienced in job hunting and may feel overwhelmed. They value guidance and clarity in presenting their qualifications.
- **Attitude towards Technology:** Generally, tech-savvy, students appreciate innovative and modern tools that help simplify their job search process.
- **Goals and Aspirations:** Students aim to secure internships or entry-level jobs that can provide them with valuable experience in their field of study.
- **Motivation:** Many students are motivated by the prospect of building a career and gaining practical experience. They may also seek tools that can provide guidance on

how to write effective resumes and cover letters.

- **Personality:** Ideal users include those who are ambitious, eager to learn, and willing to adapt to new technologies and processes.

3. Career Changers:

Career changers are individuals who have already accumulated experience in one career field but are now seeking to transition into a different industry or job role. They may face challenges in making their prior experience relevant to a new career, and their resume needs are different from recent graduates or entry-level job seekers.

Demographic characteristics:

- **Age:** Typically, adults aged 25-50 who may have worked in one industry and are seeking to transition into another field.
- **Education Level:** This audience may include individuals with varying levels of formal education, from high school diplomas to advanced degrees, depending on the industry they are moving into.
- **Geographic Location:** Urban and suburban areas with access to diverse job markets, but also targeting remote workers and those in regions with fewer job opportunities.
- **Socioeconomic Background:** Individuals in this category may come from stable economic backgrounds but may also include those seeking better opportunities or work-life balance.
- **Language:** The resume builder will be accessible in multiple languages to aid those transitioning from different countries or language backgrounds.

Psychographic characteristics:

- **Attitude towards Job Search:** Career changers are often proactive and open-minded about exploring new opportunities, but they may feel uncertain about how to present their transferable skills effectively.
- **Attitude towards Technology:** Generally comfortable with technology, they appreciate online tools that can assist them in rebranding their professional image.
- **Goals and Aspirations:** This group aims to leverage their existing skills while gaining credibility in a new industry, seeking roles that align with their passions or desired career paths.
- **Motivation:** They are motivated by the desire for career fulfillment, financial stability, and personal growth. Tools that help articulate their skills in new ways are particularly appealing.
- **Personality:** Ideal users are adaptable, resourceful, and ready to embrace change, demonstrating a willingness to learn new things and redefine their professional identity.

4. Recruiters and Hiring Managers:

Demographic characteristics:

- Age: Typically, adults aged 30 and older, often with significant experience in recruitment and human resources.
- Education Level: Most likely to hold a bachelor's degree or higher in fields related to human resources, business, or organizational psychology.
- Geographic Location: Operating in urban areas with a high concentration of job opportunities, including cities with a vibrant job market.
- Socioeconomic Background: Individuals in this role may belong to middle-class or higher-income brackets, often working in corporate environments.

Psychographic characteristics:

- Attitude towards Job Applications: Recruiters are focused on efficiency and effectiveness in reviewing applications. They appreciate tools that provide clarity and ease of use in evaluating candidates.
- Attitude towards Technology: Generally adept with technology, recruiters value innovative solutions that streamline the recruitment process.
- Goals and Aspirations: Recruiters aim to find the best-fit candidates for job openings while minimizing the time spent on administrative tasks.
- Motivation: They are motivated by the desire to build successful teams and contribute to the growth of their organizations. Tools that can help them quickly identify suitable candidates are invaluable.
- Personality: Ideal users are detail-oriented, and analytical, and have strong communication skills, making it easier for them to evaluate resumes effectively.

5. Career Coaches and Professional Development Specialists:

Powered Resume Builder enables career coaches and development specialists to efficiently guide their clients through the resume-building process, offering customizable, ATS-ready templates and expert advice. This tool enhances their ability to deliver professional results quickly, helping clients stand out in competitive job markets while saving time for both coaches and clients.

Demographic characteristics:

- Age: Typically, adults aged 30-60 with extensive experience in career coaching and professional development.
- Education Level: Usually holds advanced degrees or certifications in coaching, human resources, or related fields.

- Geographic Location: Coaches may operate locally, but many provide online services, allowing them to reach a global audience.
- Socioeconomic Background: Individuals in this field often belong to middle-class or higher-income brackets, working with clients who are willing to invest in their career development.

Psychographic characteristics:

- Attitude towards Career Development: Coaches are committed to helping clients succeed and often seek tools that can enhance their coaching services.
- Attitude towards Technology: They appreciate technology that can facilitate the coaching process, providing clients with valuable resources and insights.
- Goals and Aspirations: Career coaches aim to empower clients by equipping them with the tools and knowledge needed for successful job searches and career transitions.
- Motivation: They are motivated by their clients' successes, seeking tools that can improve the overall effectiveness of their coaching strategies.
- Personality: Ideal users are empathetic, supportive, and driven by a genuine desire to see others succeed in their careers.

6. Competitor Analysis:

When assessing the landscape for a resume-building platform, it's important to identify key competitors, analyze their features, and understand how Powered Resume Builder can differentiate itself. Here's a detailed competitor analysis:

1. Resume.io:

Resume.io is a widely recognized online resume-building platform that provides users with a variety of templates and tools designed to streamline the resume creation process. The platform focuses on helping job seekers produce professional, ATS-compliant resumes quickly and efficiently by offering step-by-step guidance and customization options.

SWOT Analysis:

● Strengths:

- Ease of Use: User-friendly interface with drag-and-drop features and pre-designed templates for quick resume building.
- ATS Optimization: Built-in features that ensure resumes are ATS-compliant, increasing the chances of passing initial screening.
- Analytics: Provides resume performance analytics, such as views and downloads.
- Affordable Pricing: Offers affordable subscription options, including free trials for basic use.

- **Weaknesses:**

- Limited Customization: Some users report a lack of deep customization beyond the provided templates.
- Dependence on Templates: Over-reliance on templates may limit creativity and uniqueness for job seekers in creative industries.
- Freemium Limitations: Free versions come with watermarks and limited functionality, which might frustrate users looking for more advanced features

- **Opportunities:**

- Expansion of Features: Resume.io could expand its analytics tools, providing deeper insights into how resumes perform in different industries.
- Localization: Opportunity to support more languages and adapt templates for non-Western markets.
- AI Integration: Enhanced AI features, such as real-time suggestions for improvement or job-specific optimizations.

- **Threats:**

- Increased Competition: Other resume builders offer similar features with more flexibility, which can attract users looking for more advanced options.
- ATS Evolution: As ATS systems evolve, resume builders need to adapt quickly or risk becoming obsolete in the face of new technologies.

2. **Resume Worded:**

Resume Worded is an innovative online resume and cover letter-building platform that leverages AI to provide personalized feedback and suggestions. The tool is designed to help users optimize their job application materials for ATS compatibility and enhance their chances of landing interviews by tailoring content to specific job descriptions.

SWOT Analysis:

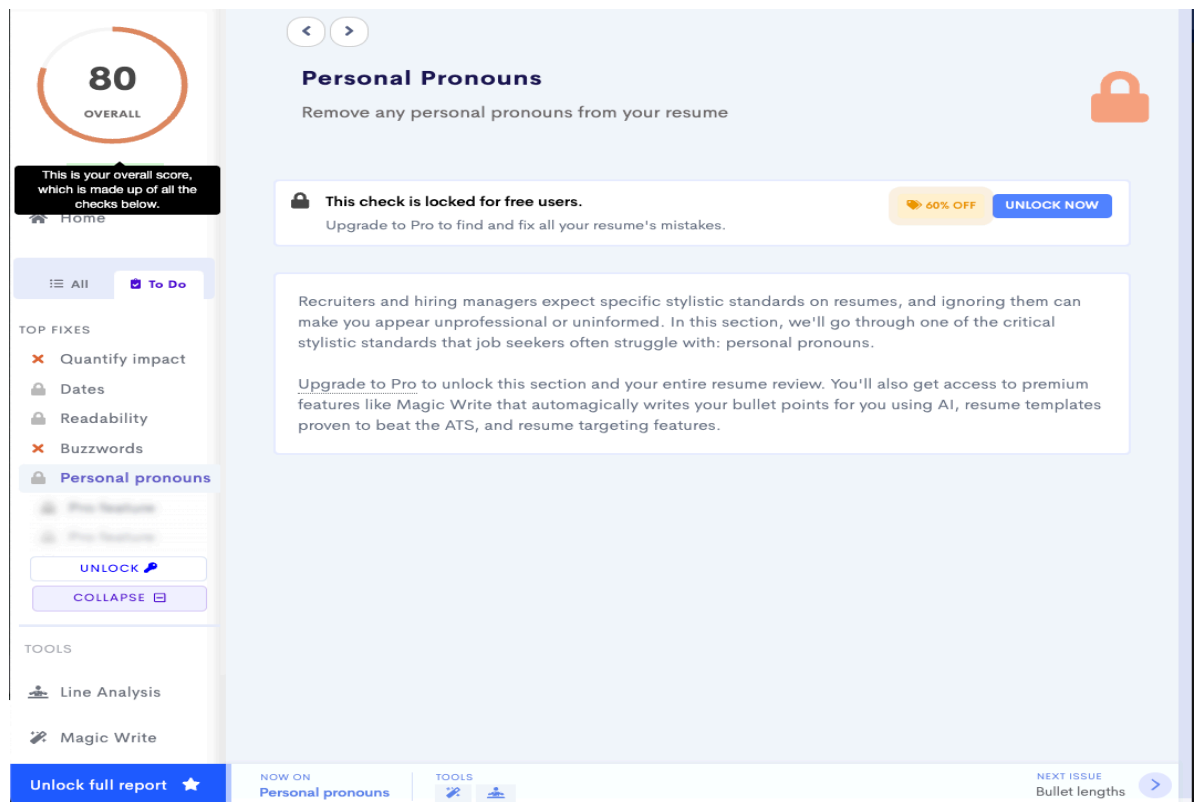
- **Strengths:**

- Real-Time Feedback: Provides instant, detailed feedback on resumes and LinkedIn profiles, helping users optimize their documents for ATS.
- AI-Driven Insights: Uses AI to score resumes and suggest improvements for ATS optimization, keyword usage, and formatting.

- ❑ LinkedIn Review: Unique feature that allows users to optimize their LinkedIn profiles based on the same ATS principles.

- **Weaknesses:**

- ❑ Limited Templates: Compared to competitors, Resume Worded lacks variety in resume templates, focusing more on feedback than aesthetics.
- ❑ Premium Pricing: Some advanced features, such as personalized feedback and full reports, require paid access, limiting the free version's usefulness.



- **Opportunities:**

- ❑ Career Coaching: Expanding into career coaching or interview preparation could attract users seeking comprehensive career support.
- ❑ Industry-Specific Optimization: Offering tailored advice for different industries or roles would improve user experience and targeted results.

- **Threats:**

- ❑ Overcrowded Market: As the market becomes saturated with AI-driven resume tools, Resume Worded may face competition from platforms offering more design

flexibility.

- ❑ User Reliance on LinkedIn: If LinkedIn introduces its own native optimization tools, this could diminish the appeal of Resume Worded's LinkedIn profile review feature.

3. **Enhancv:**

Enhancv is a modern online resume builder that focuses on creating visually appealing and personalized resumes. The platform offers a range of customizable templates and design options, allowing users to showcase their skills, experience, and personality effectively. Enhancv emphasizes the importance of storytelling in resumes, encouraging users to present their professional narratives in a compelling manner.

SWOT Analysis:

- **Strengths:**

- ❑ Creative and Visual Resumes: Offers visually appealing resume templates that stand out while remaining ATS-compliant, making it ideal for creative professionals.
- ❑ Customization: Users can deeply customize their resumes with various sections, colors, fonts, and layouts, providing more design freedom.
- ❑ Customer Support: Known for providing solid customer support with helpful advice and suggestions.

- **Weaknesses:**

- ❑ Price Point: Enhancv's premium options are relatively expensive compared to other competitors, which may deter budget-conscious users.
- ❑ ATS Challenges for Visual Resumes: While the platform emphasizes creativity, some visually heavy resumes may not be as ATS-compatible as simpler formats.

- **Opportunities:**

- ❑ Niche Market Appeal: Enhancv can continue to appeal to niche markets like creative professionals, freelancers, and designers by offering even more specialized templates.
- ❑ Global Expansion: More multilingual support and country-specific templates could help Enhancv capture a wider global audience.

- **Threats:**

- ❑ Balancing Creativity and ATS: As ATS systems evolve, Enhancv may face difficulties balancing creative freedom with ATS requirements, which could turn off users looking for functionality over design.

- **Competition from Free Tools:** Other free or lower-cost tools with ATS-compliance features may threaten Enhance's premium user base.

Business Values:

The job application landscape is rapidly evolving, with many resume-building tools available, yet significant gaps remain in providing a comprehensive, user-friendly, and adaptive platform for diverse job seekers. Powered Resume Builder seeks to fill these gaps by offering a holistic solution that enhances the job application process through innovative features tailored to individual user needs.

Unique Selling Points:

- 1. Advanced AI-Powered Personalization:**

The platform leverages machine learning algorithms to offer real-time, personalized feedback on resumes. This includes suggestions for industry-specific keywords, formatting adjustments, and content improvements based on the

- 2. Superior ATS Compatibility:**

Offer real-time ATS optimization and feedback. Many users lose opportunities because their resumes aren't ATS-friendly. Provide instant checks and suggestions to ensure users' resumes pass ATS filters.

- 3. Advanced Customization:**

Give users full control over template customization (e.g., drag-and-drop editing, customizable fonts, colors, and sections), offering more flexibility than competitors' rigid templates.

- 4. Portfolio and Cover Letter Integration:** Provide seamless tools for users to create online portfolios and cover letters as part of their job application package, integrating everything into one streamlined process.

- 5. Feature Flex:**

Users subscribed to the **Standard Plan** can access most features but are given the option to unlock premium features for a limited time (15 or 30 days) without committing to a higher-tier subscription.

Value Proposition:

In today's competitive job market, a standout resume is paramount for job seekers aiming to secure interviews and job offers. Traditional resume-building approaches often fail to cater to the diverse needs of applicants, especially in an era defined by rapid technological advancements and shifting employment landscapes. Our AI-powered resume builder aims to address these challenges by offering a unique, user-friendly platform that not only simplifies the resume creation process but also enhances applicants' chances of success through intelligent, tailored solutions.

Key Features:

- **AI-Driven Customization:** By leveraging advanced algorithms, our platform will analyze job descriptions and provide tailored resume suggestions, ensuring that users can create resumes that align perfectly with the specific requirements of potential employers.

- **ATS Optimization:** Many resumes get lost in Applicant Tracking Systems. Our tool will focus on crafting resumes that are ATS-friendly, integrating keywords and phrases that help job seekers bypass initial screening processes.
- **Interactive Learning Resources:** Users will have access to a library of articles, webinars, and video tutorials covering best practices in resume writing, job interviewing, and career development. This holistic approach empowers users beyond just creating a document.
- **Collaboration and Networking Features:** Recognizing the importance of feedback, our platform will include features that allow users to share their resumes with peers, mentors, or industry professionals for constructive feedback, enhancing the overall quality of their applications.
- **Affordability and Flexibility:** By offering various pricing models, including a freemium option and affordable premium features, we aim to make our services accessible to a wide range of job seekers, from students to experienced professionals.
- **Partnerships and Integrations:** Collaborating with universities, job boards, and professional networks will provide users with a seamless experience, allowing them to apply directly for jobs through our platform and receive real-time job recommendations based on their resumes.

By focusing on these key features, our AI-powered resume builder not only fills a crucial gap in the market but also empowers job seekers to take control of their career paths. With an emphasis on user experience and continuous improvement, we are committed to helping individuals present their best selves to potential employers, ultimately transforming the job application process into a more effective and less daunting endeavor.