

Placely

30-60-90 Day Execution Plan

Security First

Placement Workflow

Scale-Ready Foundations

Goal: Move Placely from strong MVP to trusted campus-grade placement platform.

Date: March 2026 • Owner: Product + Engineering + Placement Cell Ops

Success Metrics (90-day targets)

- 100% protected student APIs (no anonymous student data exposure)
- 0 hardcoded secrets/credentials in codebase
- >90% daily sync reliability for LeetCode/job data
- Placement workflow adoption by staff for all active drives
- <2 min median time for staff to create and publish a company drive
- Export-ready reporting for department/year/company outcomes

Day 0–30

Stabilize & Secure (P0)

- Enforce authentication for all sensitive endpoints (`/api/students`, profile updates, admin actions)
- Remove hardcoded `staff123` and default fallback secret; load from environment only
- Re-enable real login UX and disable auto demo mode in production
- Reduce OAuth logging (no token/code/user dump in logs)
- Add input/server validation for profile edits (year, CGPA, percentages, URLs)
- Add baseline monitoring: API errors, sync failures, auth failures

Deliverables: secure auth baseline, protected APIs, production-safe logging, validated profile updates.

Day 0–30

Engineering Checklist

Backend

- Route guards for all protected APIs
- Session hardening + timeout policy
- Centralized error response format
- Structured logs (`INFO/WARN/ERROR`)

Frontend

- Restore login section + flows
- Remove/guard demo switch for production
- Better error UX for auth/session expiry
- Validate form fields before submit

Day 31–60

Build Placement Core Workflow (P1)

- **Company Drive Module:** create drive, role, eligibility, deadlines
- **Eligibility Engine:** branch/year/CGPA/backlog/skills filters
- **Round Management:** OA, GD, interview rounds with status tracking
- **Application Lifecycle:** applied → shortlisted → interview → offer/reject
- **Student Timeline:** single-page status view per student
- **Staff Ops Console:** quick update actions + bulk status updates

Deliverables: complete internal placement workflow replacing ad-hoc tracking.

Day 31–60

Reporting & Communication

- Department/year/company funnel reports
- "Yet-to-be-placed" actionable list with filters
- Targeted notifications by year/department/status
- Export improvements (CSV/Excel with selected dimensions)
- Placement season dashboard with conversion ratios

KPI: Every drive has end-to-end traceability + reportable outcomes.

Day 61–90

Scale, Integrate, and Institutionalize (P2/P3)

- **Role Matrix:** TPO admin, placement staff, department coordinator, student
- **Audit Trail:** who changed what, when, and why
- **Workflow approvals:** company drive approval, final offer closure
- **Integrations:** email/SMS provider, calendar, external assessments (as available)
- **Data governance:** retention, backup routines, incident checklist
- **Performance pass:** optimize heavy queries, table rendering, sync jobs

Deliverables: production-readiness for wider campus rollout.

90-Day Implementation Cadence

- **Sprint 1–2:** Security + auth hardening + logging
- **Sprint 3–4:** Company drive + eligibility + lifecycle states
- **Sprint 5:** Reporting + notifications + exports
- **Sprint 6:** Roles + audit trail + approvals + polish

Rituals: weekly stakeholder review, fortnightly release, monthly risk audit.

Team & Ownership Model

- **Product Owner:** prioritization, acceptance criteria, stakeholder alignment
- **Backend Engineer:** auth, APIs, data model, integrations
- **Frontend Engineer:** dashboard UX, workflow UI, validation
- **Data/Ops:** reporting, sync reliability, alerting
- **Placement Cell Champions:** pilot usage, feedback loop, process adoption

Top Risks & Mitigations

- **Risk:** Security debt blocks adoption
Mitigation: P0 completion gate before workflow expansion
- **Risk:** Scope creep across full ERP-like modules
Mitigation: strict placement-first boundary for 90 days
- **Risk:** Staff adoption friction
Mitigation: fast UI actions + training + phased pilot
- **Risk:** Data quality inconsistency
Mitigation: validation rules + audit logs + periodic cleanup

What “Done” Looks Like by Day 90

- Secure, production-safe Placely foundation
- End-to-end placement workflow actively used by staff
- Reliable analytics and exports for leadership decisions
- Clear role-based governance and auditability
- Ready roadmap for next phase: employer portal + student application automation

Next Phase Preview

Employer portal, interview scheduling automation, and mobile/PWA student experience.