

InternLink Hub -“A Central Platform for Internships & Placements”

Phase 1: Problem Understanding & Industry Analysis

1. Requirement Gathering

The requirements for InternLink Hub were collected by analyzing the needs of students, placement officers, and recruiters. The main requirements identified are:

- **Students** should be able to create profiles, upload resumes, and apply for internships.
 - **Recruiters** should be able to post internships with details such as title, duration, stipend, and number of openings.
 - **Placement Officers** should have the ability to monitor student applications, validate resumes, and track placement records.
 - The system should maintain **applications** with statuses like *Applied*, *Under Review*, *Selected*, *Rejected*.
 - Reports and dashboards should provide insights into applications, selections, and placement trends.
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2. Stakeholder Analysis

The project involves three primary stakeholder groups:

- **Students** → Need a simple platform to find and apply for opportunities, and track status.
 - **Recruiters** → Need to post internships and review applicants efficiently.
 - **Placement Officers** → Need to manage both students and recruiters, and oversee the end-to-end placement process.
 - **Administrators** → Manage system access, permissions, and configuration.
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3. Business Process Mapping

The end-to-end workflow of InternLink is as follows:

1. Recruiters post internship opportunities.
2. Placement Officers verify postings and publish them.
3. Students search and apply for internships.
4. Applications are reviewed by Placement Officers and Recruiters.
5. The status of each application is updated (Applied → Under Review → Selected/Rejected).

6. Final placements are recorded with details like joining date and package.
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4. Industry-Specific Use Case Analysis

Internship management is a critical need in the **education sector**. Many colleges still rely on manual methods (spreadsheets, emails), leading to inefficiencies.

Use Case Example:

- A student named *Ravi* applies for an internship at *Infosys*.
 - The Placement Officer reviews and forwards Ravi's application.
 - The recruiter evaluates and marks Ravi as *Selected*.
 - The system updates the status and records the final placement.
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5. AppExchange Exploration

A review of existing solutions on Salesforce AppExchange (like **TargetRecruit** and **JobScience**) showed that while these apps support recruitment, they are designed mainly for corporate hiring, not academic internships.

Hence, a **custom Salesforce solution** (InternLink) is required to meet the specific needs of students, recruiters, and placement officers in educational institutions.