Phase 1: Problem Understanding & Industry Analysis

◆ Requirement Gathering

- Conducted sessions with **NGO representatives, Youth Coordinators, and Employers** to understand challenges in youth employment.

- **Core requirements identified:**

  1. Youth should be able to register easily with basic details and skills.

  2. Employers should be able to post jobs with required skills and details.

  3. The system should **auto-match Youth ↔ Jobs** based on skills.

  4. Automatically create and track **Interviews**.

  5. Send **email notifications** to youth at each important step (Welcome, Interview Scheduled, Interview Completed).

  6. Provide **reports and dashboards** to NGOs for monitoring outcomes.

Scope Defined: A **digital bridge** between **Youth, NGO, and Employers**.

◆ Stakeholder Analysis

Primary Stakeholders:

- **Youth** → Seek job opportunities, need interview scheduling and notifications.

- **Employers** → Want skilled candidates matched to their job postings.

- **NGOs / Placement Coordinators** → Manage youth registrations, monitor interview progress, and report outcomes.

Secondary Stakeholders:

- **System Administrators** → Ensure data security, flow automation, and reporting accuracy.

- **Salesforce Platform** → Provides infrastructure for automation, email notifications, and scalability.

Stakeholder roles are clearly mapped to project requirements.

◆ Business Process Mapping

Current Process (Manual):

- Youth submit resumes manually.

- NGOs try to connect them with employers.

- Communication gaps → missed opportunities.

- No centralized reporting.

Proposed Process (Automated with Salesforce):

- Youth register via Salesforce form.

- Employers post job requirements.

- System auto-matches **skills ↔ jobs**.

- **Interviews scheduled automatically.**

- Youth notified by email at each step.

- Dashboards give NGOs real-time insights.

Automation replaces manual steps, ensuring **transparency and efficiency**.

◆ Industry-Specific Use Case Analysis

- In the **Education & Employment sector**, NGOs face challenges in bridging the gap between fresh youth talent and employers.

- Existing job portals:
  - Lack personalization.
  - Do not integrate with NGO-driven career programs.

Our Salesforce Solution:

- Centralized **Youth + Job data**.

- **Skill-based matching**.

- Automated **Interview lifecycle**.

- **Reporting** for NGO impact analysis.

Industry gap identified → **Salesforce can close it effectively.**

◆ AppExchange Exploration

- Explored existing **Recruitment Management Apps** on Salesforce AppExchange:

    o **Talent Management Solutions** (general HR systems).

    o **Job Board Apps** (basic posting & matching).

Findings:

- Existing solutions are **too generic** or **enterprise-focused**.

- None provide **NGO-specific youth employability features**.

Decision:

- Build a **custom solution** using Salesforce Objects (**Youth, Job, Skill, Interview**) with automation flows and custom emails.

AppExchange exploration confirmed **need for custom development**.