
T65- DREAM GROUP

Opportune

Project Vision Document

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1 Introduction

This document is intended to highlight the purpose, objective, and scope of our project. The name of our project is called “Opportune”, where we tune everyone at the same level with the same level of opportunity to find available positions based on our application’s offered job listings. Our platform focuses mainly on temporary work (such as event staff, brand ambassadors, and fixed term/seasonal contracts), volunteer positions, as well as ‘odd jobs’ (individual tasks such as furniture assembly, cleaning, help with moving).

1.1 Purpose

This document is intended to be read by potential users and partners who are interested in understanding our project’s mission and goals. This document will cover a number of different topics about Opportune.

1.2 Scope

This section is intended to outline Opportune’s planned features and functionalities, as well as the boundaries and limitations of its usage.

1.2.1 In Scope

Temporary Job Board: The main feature: presents users with job listings in an easy to digest view, with various filters to select their ideal options, and a preference algorithm that will recommend jobs they would like, as well as jobs that other users with similar profiles have liked.

Jobs can be one-time ‘odd jobs’ , remote freelance offers, temporary positions, part-time low-skill positions, or one off gigs (such as event staff).

One tap application submission: This feature makes it simple for job seekers to apply for jobs

Instant Interview scheduling: This features offers interview interaction between candidates and employers

Customizable User Profile: The application provides tools for users to customize their profiles with images, highlights, and interview style prompts, to present themselves beyond solely work experience and education, and highlight their personality and soft skills.

Company or Employer branding tools: The application provides tools for employers to create their own personal brand and marketing within our services to highlight their company organization and improve their credibility to users (especially job seekers)

Job posting for employers: The application will provide the necessary tools for employers to post job listings for users. Job seekers will then be able to send their job applications to employer's job listings

1.2.2 Out of Scope

Live Job Market Analytics: Opportune will not have the functionality to provide users with real-time job market analytics, outside of presenting volumes of listings

Career Tools: This platform is not designed to help users pursue a career, but to help them find temporary work in pursuit of/alongside their desired career.

Advanced Training and Courses: At the moment, the scope of our project does not provide hosting and training modules or educational resources for skill development

Internal HR Systems Integration: At the moment, the scope of our project does not provide integration with internal HR systems of companies

1.3 Definitions, Acronyms, and Abbreviations

Term	Explanation
Odd Job	Any task that is completed once (i.e help with moving house, detailing a car, furniture assembly). It can be an agreement between an individual and a company, or between two individuals.
Hinge	A dating app where users are presented with potential partners and can send likes, placing their profile in the likes tab of the user it is sent to.
Gig Economy	A practice common among students and young people that, instead of having one permanent position, their income comes from a string of Odd Jobs and temporary positions.
Side Hustle	A job or gig that one does alongside their main profession (i.e a software analyst with a <u>side hustle</u> doing dropshipping)
Side Hustler	Someone who has a side hustle or is interested in having them.

1.4 References

Reference File Name	Version	Description
Data Privacy, Security, and Compliance Constraints	https://secureframe.com/blog/data-privacy-statistics	Data Privacy, Security, and Compliance Constraints
Legal, Employment, and Labor Law Compliance	https://globalregulatoryinsights.com/insight/comprehensive-analysis-employment-labor-laws-in-canada-2023/	Legal, Employment, and Labor Law Compliance
How to Optimize the Job Search Process: Development and Validation of the Job Search Quality Scale	https://journals.sagepub.com/doi/10.1177/10690727211052812	How to Optimize the Job Search Process: Development and Validation of the Job Search Quality Scale

Name	Link
linked-in	https://www.linkedin.com/
indeed	https://ca.indeed.com/
hinge	Download Hinge
tinder	Tinder Dating, Make Friends & Meet New People
facebook	Facebook - log in or sign up
glassdoor	https://www.glassdoor.ca/
taskrabbit	Taskrabbit: Same Day Handyman, Moving & Mounting Services

2 Positioning

2.1 Business Opportunity

Our project presents a unique business opportunity for all parties involved within our project through innovative, and user-friendly platforms inspired by the modern social media app design to make it comprehensive, appealing and easy to use to all age types. Opportune connects our users through different job opportunities that primarily focuses on short-term job markets (part time jobs, freelancer jobs, gig jobs) as well as providing the necessary tools for employers and partnered organizations to make job posting simple and user-friendly. Our platform provides a well engineered, sophisticated system that makes job application processes easy and non repetitive for our users (job seekers and employers). Opportune proves to be a valuable asset for both job seekers and employers, it saves everyone's time and it connects us to job opportunities we never knew we could get.

2.2 Problem Statement

There are problems that could be addressed in the world, one that we are trying to address is unemployment and providing a much needed part time job for people who require it. Opportune provides a well designed platform that offers short term job opportunities for job seekers, an engaging user experience and sophisticated systems that benefits both job seekers and employers to further ease the process of the hiring process

The Problem of	unemployment and the system failing to provide the necessary tools to meet the needs of job seekers looking for short-term, temporary work
affects	<ul style="list-style-type: none">- students- freelancers- part time job seekers- gig workers- employers looking to hire for temp jobs
the impact of which is	<ol style="list-style-type: none">1. Time-consuming processes when people are looking for available jobs2. job seekers miss out on opportunities on available jobs they never knew existed3. employers fail to attract qualified candidates for gig or short-term roles

a successful solution would be	<ol style="list-style-type: none"> 1. Job recommendations to provide as much options for its users as possible 2. Tools and functions for user and employers to cater for their needs
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Table 1 Problem Statement

2.3 Product Position Statement

< A product position statement communicates the intent of the application and the importance of the project to all concerned personnel >

For	<ol style="list-style-type: none"> a) students, travelers, side hustlers in a young demographic (age<25) b) Employers
Who	<ol style="list-style-type: none"> a) are looking for temporary work, or odd jobs in healthy workplaces b) are looking for temporary workers or someone to complete an individual task
Opportune	is a job matchmaking app
That	Connects employers and young temporary job seekers/those working on a gig economy on a platform that is designed with the UX tastes and sensibilities of young people at the forefront (Tik Tok, Hinge, Instagram). A platform that operates as a matchmaker rather than a feed of random jobs.
Unlike	LinkedIn and Indeed that cast a wide net on the entire market and are designed with Gen X/Millennial sensibilities in mind (Facebook)
Our product	Makes the job hunting experience faster and more intuitive for young people who are used to fast paced, quick decisions, and pattern oriented. In addition, due to features like employer reviews, the applicant is empowered with a more complete image of their potential employer – saving even more time for the applicant.

Table 2 Product Position Statement

2.4 SWOT Analysis

<Reference: <https://www.businessballs.com/strategy-innovation/swot-analysis/>>

Strengths	Weaknesses
<p>simplicity and user friendly our app's highlights comes with its simplicity to use and informative insights and functions to a variety of information that helps with user experience</p>	<p>limited brand recognition Our app will have limited recognition in the market during development and it will require expensive advertisement for advertising the product especially for employers who are the main players for making the application more valuable for the users and for the application</p>
<p>More options for the job seekers Our app provides countless amounts of available job listings that people are able to apply to. Our users have the option to choose which jobs are most suitable for them depending on their personalized schedule</p>	<p>dependence on external job listings heavily relies on partnerships with external job boards, recruitment agencies and companies for job listings</p>
Opportunities	Threats
<p>partnership with academia It will be a net good for both parties as the amount of graduates and students increases. Our partnership means that we could offer more internships, opportunities for students and graduates which helps boost competence and experience for young adults and credibility for partnered college and universities</p>	<p>data privacy concerns based on the sensitive nature of personal information, data privacy is a major concern. Users need to have ensured safety within their personal information and that their data is being securely stored and not misused.</p>
<p>Companies/Organizations hiring part-timers There are organizations that offer part-time jobs in their own limited event or shops like "lisa's cosmetics" or "ribfest". Our establishment means that we could offer more job applicants for organizations such as these and that there will be an easier time and more options for employers to hire for their job listings</p>	<p>established competitors the competition in the market is already well established and have created its own personal brand worldwide already (LinkedIn). Competing with a well established competitor such as this would require our product to be more comprehensive and unique in order to thrive</p>

3 Stakeholder and User Descriptions

< This section provides a profile of the stakeholders and users involved in the project, and the key problems that they perceive to be addressed by the proposed solution. It does not describe their specific requests or requirements as these are captured in a separate stakeholder requests artifact. Instead, it provides the background and justification for why the requirements are needed>

3.1 Stakeholder Summary

< There are a number of stakeholders with an interest in the development and not all of them are end users. Describe and list the project stakeholders>

Stakeholder Name	Represents	Role
Job seekers	Individuals who are currently unemployed or those who are looking for job opportunities, part-time and gigs	<ul style="list-style-type: none">- provide feedback with app's user experience and functionalities- engage with the app's core features- acts as the source of user data
job provider	Individuals who are looking for people who are willing to do jobs for them. These individuals have been verified by the application to hand out personalized job listings and access to employer tools to prove that they are safe to work with	<ul style="list-style-type: none">- provides job opportunities for job seekers- engage with the app's employer tool features
hiring managers	Individuals who are part of a qualified organization who provides job listings for individuals looking for jobs. They determine which applicants are qualified for the job	<ul style="list-style-type: none">- provides job opportunities for job seekers- provides insights to the employer needs and the app's effectivity
partnered organizations	These are organizations partnered within the app as they provide jobs that are available on an event-timeline (jobs that are available every summer, every 3 months etc... like ribfest, CNE	<ul style="list-style-type: none">- provides job opportunities for job seekers- provides insights to the employer needs and the app's effectivity

Table 3 Stakeholder Summary

3.2 User Summary

< Present a summary list of all identified users of the system >

User Name	Description	Responsibilities	Stakeholder
name: john doe	a college student looking for a part time job to help pay for his tuition	uses the application to apply for job listings of their choice based on their own personalized availability interracts	job seeker
name: aixiao speed	a full time worker at a convenience store he has a family with 2 children and somehow, he is not earning quite enough to sustain for his family's needs and lifestyle looking for a part time job to earn extra income to further support his family	- provide feedback with app's user experience and functionalities - engage with the app's core features - acts as the source of user data	job seeker
name: Granny lopez	a senior citizen who is looking for available part time workers to help her move her stuff into her new home looking for willing part time workers that will provide the necessary muscle to carry her stuff and the vehicle to store and drop off her stuff onto her new home location	uses the app to schedule interviews with candidates tracks and filters job applicants based on qualifications using app's hiring functionalities in this case, the qualifications is that the worker is strong enough to carry her stuff and a vehicle that will be able to store her and drop her stuff	job provider

User Name	Description	Responsibilities	Stakeholder
name: mary doe	<p>a hiring manager at a homeless shelter</p> <p>primarily focuses on hiring qualified individuals that are capable of providing quality customer service and the skills required for that certain job</p>	<p>uses the app to schedule interviews with candidates</p> <p>engages with opportune's employer tools to attract qualified candidates</p> <p>tracks and filters job applicants based on qualifications using app's hiring functionalities</p>	hiring manager
name: Ribfest	<p>ribfest is partnered with Opportune and is a well recognized brand/ platform across the application.</p> <p>They offer limited part time jobs based on recurring limited/seasonal events</p> <p>in this case, every summer they run a big ribfest in "widepark avenue" where they need over 500 part time employees with the required skillset</p>	<p>provide job listings for certain part time positions (cook, machine operator, front desk helper/server)</p> <p>engages with opportune's employer tools to attract qualified candidates</p> <p>offer feedback to improve platform functionality</p>	

Table 4 User Summary

4 Stakeholder Requirements

< Categorize and list the requirements from the perspective of the business stakeholder and potential system users >

ID	Requirement	Stakeholder
01	Tools for job search, job recommendation and application process	1,2
02	one-tap application submission	1,2
03	multiple job application management	1,2
04	tools for employer job posting	3,4,5
05	applicant filtering and qualification	3,4,5
06	interview scheduling	1,2,3,4,5

Table 5 Stakeholder Requirements

5 System Features

< List and briefly describe the system features. Features are the high-level capabilities of the system that are necessary to deliver benefits to the users. Avoid design. Keep feature descriptions at a general level. Focus on capabilities needed and why (not how) they should be implemented >

ID	Feature	Stakeholder Requirement ID
01	job search and recommendation	1,2
02	one-tap job application submission	1,2
03	multi-job application management	1,2
04	profile customization for job seekers	1,2
05	job posting tools for employers	3,4,5
06	applicant filtering and qualification tools	3,4,5
07	interview scheduling	1,2,3,4,5
08	personalized notifications	1,2,3,4,5
09	Resume and Portfolio Upload	1,2
10		

Table 6 System Features

6 Assumptions

Scope Assumptions

- this app primarily focuses on part-time jobs
- excludes full time/ permanent job positions
- accessible only in the region where it is developed (Canada) as a startup before expanding onto different locations

Desired Solution Assumptions

- integration with third party APIs such as linkedIn or Indeed for job listing sourcing

Requirements Assumptions

- users will expect an application that is user-friendly and is easy to use
- its core features being its ability for easy job application and multiple available part-time job listings available for them to apply to

Business Process Assumptions

- employers should regularly update and overview job listings as well as interact with applicants through the platform

Stakeholder Assumptions

- employers should actively participate in providing job listings and reviewing candidates
- partnered organizations and recruitment agencies should promote the platform to potential job seekers

7 Constraints

Data privacy, security and compliance

- Requires strict access to user's personal information

- user data, cover letters, and application details must be encrypted
- failure to comply can result in hefty fines, reputation damage and user distrust

Dependency on Third Party Services

- app relies on external job boards, scheduling tools, payment gateways
- each service has its own api limitations like authentication requirements and usage terms
- high dependency on external services increases risk of downtime, incomplete job listings, inaccurate job suggestions

AI/ML model limitations and data requirements

- performance heavily relies on ai algorithms, bias in the dataset
- leads to biased job recommendations
- excludes certain user groups, leading to poor matching

Device Compatibility and Platform Support

- app must work across multiple devices and operating systems
- ensuring compatibility involves developing separate versions or responsive web apps and testing
- resource intensive, especially for feature rich app
- higher dropout rates or poor reviews when requirements are not met for regions with older/lower-spec devices

Network and Infrastructure Reliability

- real-time features (job alerts, market analytics) are heavily dependent on fast and stable internet
- many users have low connectivity and will experience degraded performance issues
- app requires robust back-end infrastructure to handle large volumes of job postings and user data

Legal, Employment and labor law

- employment process and compliant with local and national laws are required
- equal employment, opportunity regulations, anti-discrimination policies, wage disclosure requirements
- non-compliance can result in legal action/ bans in certain regions

Funding, Resource, Competitive Market

- development and scaling of the app is expensive
- competing with well established platforms requires solid marketing strategy
- app must provide unique value propositions to combat competition
- limited resources slows down development