

Project Summary Template

This document is intended to provide a summary understanding of the high-level vision of your project goals.

Company Name/ Team Name	Opportune
Company Address	(if applicable)
Company Website	(if applicable)
Telephone	(if applicable)
Company Contact/ Team member names	Michael Mocioiu Auden Belen Leonid Serebryannikov Valentine Ehichioya
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Project Title	Job Matchmaker Service
Project Description	<p><u>About the company:</u> We are a team of dedicated entrepreneurs committed to empowering individuals with innovative software that promotes ethical employment standards. We believe in providing people who are struggling with as many opportunities as possible to find work in environments that suit their needs and treat them fairly.</p> <p><u>About the project:</u> Opportune is an innovative platform designed to modernize the process in which job seekers and employers connect. Opportune 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). The latter option would provide businesses as well as individuals the opportunity to find a helper.</p> <p>Opportune diverts from the current standard of online job boards (Indeed, LinkedIn), where the design (when compared to social media) follows a similar pattern to the likes of Facebook. However, Facebook’s design is outdated, this is evidenced by the fact that large majority of the user base is above 25 (only 22% of users are under 25). Opportune focuses on temporary (typically low skilled) labour — a market dominated by students and young people in general. It follows that the design of the app should be catered to the sensibilities of the younger generations. As such, the design concept pulls inspiration from social media that are used by this demographic, as well as dating apps (Instagram, TikTok, Hinge).</p> <p>Why dating apps? The way we see it, the search for a partner is indeed quite similar to the search for a job. Those seeking a mate/job are looking for something that fits their needs, interests, sensibilities, as well as avoiding options that either <i>don’t</i> fit, or are potentially detrimental to their mental or physical health. Current job board platforms do not present</p>

	<p>neither users nor employers as transparently as one would hope, thus opening a hole in the market</p> <p><u>Key Features:</u></p> <ul style="list-style-type: none"> ❖ Sleek Modern Design <ul style="list-style-type: none"> □ As previously mentioned, the current popular job boards are designed in a that is not preferable to younger generations, progress must be made to accommodate their sensibilities ❖ More Detailed and Customizable Profiles <ul style="list-style-type: none"> □ The current profile options for current job boards are limited and restricting, with a heavy focus on applicant accolades without any room for soft skills or personality. A more personal profile design would provide a clearer image of applicants <ul style="list-style-type: none"> ▪ For better or for worse — more detailed profiles will result in a clearer view of an applicants red flags, as well as their green flags. □ This extends to employers as well. With the current standard, it can be difficult to judge the quality of a workplace just based off their job posting; wasting applicants time on applications to places they will end up declining an employment offer from. <ul style="list-style-type: none"> ▪ Again, for better or for worse — workplace/employer red/green flags will be more visible ❖ Employer Reviews <ul style="list-style-type: none"> □ Another feature that will empower job seekers on their hunt for employment. The option to leave a review for a workplace will put more pressure on employers to treat their employees well, as well as help job seekers weed out toxic work environments and fake/scam job postings. ❖ Option to Post ‘Odd Jobs’ <ul style="list-style-type: none"> □ This feature would have all the above mentioned features □ Allowing users to post their own help requests would help connect communities as well as provide more opportunity for work for those with busy schedules (students, second-job seekers) □ The ‘gig economy’ is a popular method among students 		
<p>Problem/ Opportunity Assessment *</p>	<p><i>Please describe current state problem/opportunity that describes the nature and extent of the problem (factual, quantified, concise), or that outlines a chance for advancement or progress.</i></p> <table border="1" data-bbox="430 1346 1554 1810"> <tr> <td data-bbox="430 1346 1359 1810"> <ul style="list-style-type: none"> ❖ Modern job finder platforms aren’t oriented towards/designed considering genZ and later generations’ sensibilities ❖ Modern job platforms do not offer a good presentation of applicants’ personality or ability ❖ A dedicated short term job board would be great for students and travellers ❖ Short term employers and volunteer seekers (and those looking to connect with them) need a platform that will be more oriented towards their needs ❖ Modern job boards do not have much protection for job seekers against employers that are bad actors </td><td data-bbox="1359 1346 1554 1810"></td></tr> </table>	<ul style="list-style-type: none"> ❖ Modern job finder platforms aren’t oriented towards/designed considering genZ and later generations’ sensibilities ❖ Modern job platforms do not offer a good presentation of applicants’ personality or ability ❖ A dedicated short term job board would be great for students and travellers ❖ Short term employers and volunteer seekers (and those looking to connect with them) need a platform that will be more oriented towards their needs ❖ Modern job boards do not have much protection for job seekers against employers that are bad actors 	
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Desired Project Outcomes/ Requirements*	Define how this project shall address a business need, e.g. the business problem or opportunity described above; describe what the beneficiary must be able to do / receive from the solution
	<div data-bbox="448 197 760 231">❖ Sleek Modern Design</div> <div data-bbox="542 239 1321 659"> <ul style="list-style-type: none"> ❑ The current popular job boards are designed in a that is not preferable to younger generations, progress must be made to accommodate their sensibilities. This creates an opening in the job board market for the youth/student age group ❑ A more modern design would be beneficial to young people, making their job searching experience more pleasant and seamless ❑ A preference/matchmaking algorithm paired with a Hinge-like usage pattern would provide users with more personalized job opportunities (and employers better applicants as a result), as well as a faster job search experience. </div> <div data-bbox="448 701 1003 735">❖ More Detailed and Customizable Profiles</div> <div data-bbox="542 743 1328 1079"> <ul style="list-style-type: none"> ❑ The design of modern job boards is accolade based, which is sufficient for professional work. However, temp-jobs that focus on customer service (and other low hard skill qualities) need more information on a user's personality — currently this is determined in the interview, which has the potential to waste both parties' resources on poor fits. Opportune's design would streamline the process by presenting a more accurate display of who users are beyond their credentials. ❑ </div> <div data-bbox="448 1087 899 1121">❖ Better Structure for Job Listings</div> <div data-bbox="542 1129 1338 1667"> <ul style="list-style-type: none"> ❑ Most job boards give employers an input for a title and description, without much emphasis on organizing their job listing in a standardized way. This leads to excessive bloat and inconsistent structure in the listing. ❑ Opportune's form will have a more cohesive structure for every listing such that seekers will have an easier time understanding the job and it's requirements. ❑ Employers will still be able to dump their blurbs into a large text box, but it will make them stand out as lazy and thus reduce their likelihood of receiving applicants <ul style="list-style-type: none"> ▪ Design pattern will emphasize the laziness to incentivize employers' effort as well as indicating to the user that this employer may not have the wherewithal to treat them well as an employee. </div> <div data-bbox="448 1709 727 1743">❖ Employer Reviews</div> <div data-bbox="542 1751 1338 1814"> <ul style="list-style-type: none"> ❑ Another feature that will empower job seekers on their hunt for employment. GlassDoors already has this feature, but they focus </div>

	<p>on long-term/professional work. This leaves space for our temporary-work-oriented platform.</p> <ul style="list-style-type: none"> □ Outside of our own business goals, this feature would help normalize the practise of leaving reviews on employers, improving the employment landscape for everyone. <p>❖ Option to Post ‘Odd Jobs’</p> <ul style="list-style-type: none"> □ The ‘gig economy’ is a popular method among students, supporting the focus on that demographic □ There are existing ‘odd job’ boards (TaskRabbit, for example), but consolidating that employment market along with the temp job market would provide users more options, as well as save their time on using multiple platforms. 	
Key Deliverables to be produced by students*	<p><i>Define the boundaries of work that you expect to receive from the students effort (vs. internal effort)</i></p> <p>❖ A Functional and User-Centric Website for Employers and Job Seekers</p> <ul style="list-style-type: none"> □ The primary deliverable is the website where most recruiters and applicants will search for jobs. □ It must integrate the simplicity of dating app design patterns into a website that looks complete. □ The website must have a cohesive style and the option to customize themes and UX features. □ The website must be dynamic, with no disparity in quality or performance across screen sizes and devices <p>❖ A Mobile Application with Consistent Functionality and Tailored Mobile Experience</p> <ul style="list-style-type: none"> □ An application that users can download on their mobile devices with the exact same functionality as the website but with a better integration for mobile <p>❖ Integration of LinkedIn and Indeed APIs for Job Listing Sourcing</p> <ul style="list-style-type: none"> □ Initially there will not be any companies with their job listings on the platform, as such, job listings that match Opportune’s target market will be sourced using LinkedIn and Indeed’s APIs <p>❖ Integration of Payment System (if possible)</p> <ul style="list-style-type: none"> □ In order to avoid friction between parties involved in odd jobs a payment system must be implemented such that the worker does not get underpaid. □ Should use a payment gateway like Stripe <p>❖ Secure Handling of Personal Information and User Data</p> <ul style="list-style-type: none"> □ Robust data security is essential as users will be inputting sensitive information like their address, cv, etc <p>❖ Comprehensive User Feedback System for Continuous Improvement</p> <ul style="list-style-type: none"> □ Users should be able to provide feedback in order 	

	<ul style="list-style-type: none"> ▪ Will give Opportune a more professional look ▪ Will help us work on overlooked areas and fix any bugs <p>❖ Scalability and Performance Optimization for Future Growth</p> <ul style="list-style-type: none"> □ As the platform grows, there will be a need to improve or update our systems. As such, it is important that it is built from the ground with space to grow in a way that 	
Desired Start Date	ASAP	
Desired End Date	Early April 2025	
Attachments	<i>List attachments that support project description</i>	
	<p>1</p> <div> <p>Tinder For Jobs:</p> <ul style="list-style-type: none"> • Employers can post jobs like volunteer positions or short term work • Job searchers can choose criteria, and put their personalities first on their profile • Design would be catered to suit the needs of a younger crowd (genZ onward) as linkedin and indeed have rather dated designs that can be improved upon for zoomers <p>Pros:</p> <ul style="list-style-type: none"> • Would be useful for temp workers and students • Can make money with it • Saves employers time • trendy design <p>Cons:</p> <ul style="list-style-type: none"> • May seem unprofessional • Older employers will be hesitant • Hard to get adopted on a wide scale • handling sensitive information </div>	

* Please add fields as required