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I am currently thinking of a product idea that can help the community or more specifically a fresh graduated in detecting whether a job vacancy they want to apply for valid or false. In making this product, I need to make BAHG (Big Hair Audacious Goal), so that this idea can be more well composed and able to achieve its goals.

The first is the situation. The current situation in Indonesia is that since Indonesia was hit by the Covid-19 pandemic, many people have lost their jobs. This creates a gap for criminals to create a fake job vacancies. The fake job vacancies are used by criminals to take personal data such as KTP and even credit cards. Therefore, I think that there needs to be a technological innovation that is able to help the community in validating job vacancies that are widely spread on the internet or social media.

The target market of this technology product is among people who are looking for a job or a fresh graduated who is just about to start his journey in finding a job. Especially for fresh graduated, of course they still have minimal experience in finding a job. Therefore, it is hoped that this technology product can help them in sorting out job vacancies that are completely valid.

Next is competitive. In terms of competition, I have done market research that not many companies have adopted this product idea. Some companies or application only help in displaying some job vacancies that can be applied for, but do not cross check in advance whether the vacancy is valid or fake. With the lack of competitors, I feel that this idea is suitable to be implemented, moreover, Indonesia is still in the adaptation stage after being hit by the Covid-19 pandemic.

Finally, my product vision is able to contribute to helping the community to be more aware of the job vacancies that want to be applied by detecting whether the vacancy is valid or not, as well as minimizing the crime arising from the many fake job vacancies circulating on the internet.