JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

Creating a placement Management System:
Designing a customizable and automated placement portal for campuses across India

VOL. 1 of 2

Student : **Bhavya Mathur**

Sponsor : **Firespark Solutions**

Mentor : **Dr. Devanuj K. Balkrishan**

Consultant : **N/A**

Programme :
Bachelor of Design (B.Des)
Interaction Design

THE GRADUATION PROJECT 2024

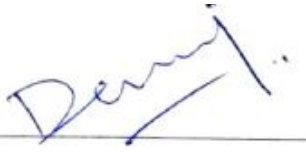
The Evaluation Jury has recommended **Bhavya Mathur**

for graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**

with specialization in **Interaction Design**

Herewith, for the project titled "**Creating a placement Management System**"

on fulfillment of requirements by

Jury Chairman	**Devanuj Kanta Balkrishan**	
Jury Member	**Yash Raizada**	
Jury Member	**Neha Bharshankar**	

Subsequent remarks regarding fulfillment of requirements

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Signature: **Bhavya Mathur**

Date: **20-07-2024**

Place **Jaipur**

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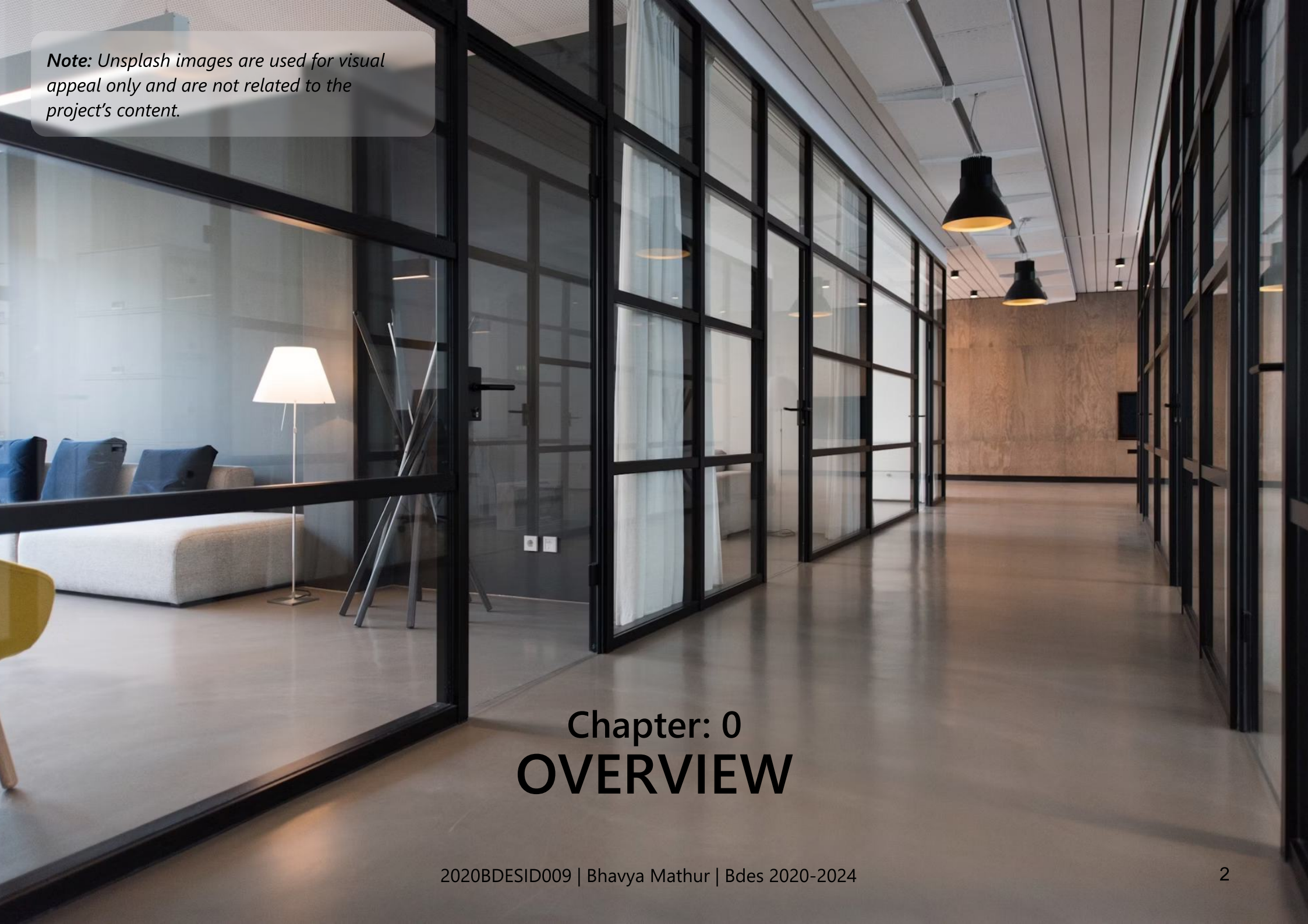
UI/UX design - 2024
GRADUATION PROJECT

Placement Management System.
Designing a customizable and automated placement portal for campuses across India.

Project Sponsor:

Firespark Solutions





Note: *Unsplash images are used for visual appeal only and are not related to the project's content.*

Chapter: 0
OVERVIEW

ACKNOWLEDGEMENT

I would like to extend my heartfelt gratitude to all those who have supported and guided me throughout my graduation project. First and foremost, I would like to express my deepest appreciation to my industry mentor, Guruprasad Sir. I am incredibly grateful for the opportunity to work under his mentorship. His invaluable feedback and insights have been instrumental in shaping my understanding and approach to this project. The knowledge and skills I have gained from his guidance are immense, and I am profoundly thankful for his patience and encouragement.

I would also like to extend my sincere thanks to Anand. His unwavering guidance and support have been crucial throughout the completion of this project. Working under his supervision has been an enriching experience, and I have learned a great deal from his expertise and dedication.

My heartfelt thanks also go to JK Lakshmipat University, my alma mater. The education and training I received at this esteemed institution have been foundational in honing my skills and enhancing my capabilities. The nurturing academic environment and the excellent faculty have played a significant role in my academic and personal growth.

I would also like to express my gratitude to my mentor, Devanuj Sir, for his continuous support and assistance throughout this project. His advice and encouragement have been a constant source of motivation, and I am thankful for his guidance during this journey.

Lastly, I want to thank my family and friends for their unwavering support and encouragement. Their belief in me has been a driving force behind my efforts and accomplishments.

Thank you all for making this journey a memorable and rewarding experience.

Sincerely,
Bhavya Mathur

SYNOPSIS

Project title: Placement Management System: Designing a customizable and automated placement portal for campuses across India.

The project's aim is to simplify and enhance the placement process through an innovative and user-friendly platform tailored to meet the unique needs of all stakeholders. It seeks to streamline the communication, coordination, and management of all placement-related tasks, making the entire process more efficient and effective for everyone involved.

We identified several challenges in the current system, including managing a large volume of placement records and data efficiently, balancing the diverse needs and expectations of students, faculty, and employers, and managing a hectic schedule during the placement season. This system relied heavily on email communication and manual data entry in Excel sheets, which was time-consuming. Therefore, students often receive emails and replies late, making their already hectic schedules even more difficult.

This project commenced with market research conducted across various colleges to ascertain the needs and expectations of stakeholders. Following this, we analyzed our competitors and carried out user research at Amrita College in Coimbatore. Based on our understanding of stakeholder requirements, we developed a feature list, incorporating continuous feedback, and established task priorities for a Minimum Viable Product (MVP).

The challenge we faced was the diversity in placement systems across various colleges, with each institution employing distinct systems tailored for different branches. The task was to design a centralized placement system that could be customized to accommodate the specific needs of each stakeholder.

We are currently focused on refining task flows and wireframes through user testing. Simultaneously, we are developing a Minimum Viable Product (MVP) to secure funding for further development. Success metrics for this project will be determined by the feedback from stakeholders at Amrita College, Coimbatore, where the project is scheduled for implementation in August.



Chapter: 1

ABOUT COMPANY, CLIENT AND PROJECT



Bhavya
UX designer



Guruprasad
Tech Consultant



Anand
Product Manager

Firespark Solutions

ABOUT COMPANY

Firespark Solutions chalks out high-impact technical solutions to optimise and streamline business processes. It provide highly sophisticated offshore services in the form of effective IT-enabled business processes. Structure the best possible budget-friendly options that skyrocket your business growth without having to worry about hiring and training an IT team onsite. Their offshore team take complete charge of these areas, thereby allowing you the bandwidth to focus on other aspects of your business growth.

AS A UX DESIGNER

My responsibilities included ideating on the feature list, creating the information architecture, developing task flows, and producing high-fidelity wireframes with a prototype for the team.

Additionally, I worked on designing the logo and user research for the product.



ABOUT CLIENT

HYV (Hive of Placement) is a stealth startup dedicated to transforming the landscape of placement management for colleges, students, placement coordinators, and recruiters in India. Their mission is to simplify and enhance the placement process through an innovative, user-friendly platform designed to meet the unique needs of all stakeholders involved. It aims to streamline communication, coordination, and management of all placement-related tasks, making the entire process more efficient and effective for everyone involved.

ABOUT THE PROJECT

Title: Placement Management System
The aim is to create a customizable and automated portal to simplify the campus placement process, replacing inefficient email and manual data entry. The project is focused initially on Amrita College in Coimbatore, with plans to expand across India. Currently, we're developing a Minimum Viable Product (MVP) and refining it through continuous user testing. Implementation is scheduled for August, with success measured by stakeholder feedback.

SOFTWARE USED


ClickUp


Figma


Notion

GOALS

- Streamline communication, coordination, and management of placement tasks.
- Enhancing Efficiency and connectivity by incorporating Automation.
- Scalable and Customizable platform



Chapter: 2

TIMELINE AND DESIGN PROCESS

TIMELINE AND PROCESS

15th January, 2024

Empathize

01

- User Research
- Desk Research
- Competitive analysis





02

- User Journey Map
- User Persona
- Problem statement

Define

15th February, 2024

15th March, 2024

Ideate

03

- How Might We statements
- Feature-list
- Task Flows





04

- Low - Fidelity Wireframes
- High - Fidelity Wireframes

Design

15th May, 2024 - Current

Test

05

06

Implement



Chapter: 3

RESEARCH AND EMPATHIZE

USER RESEARCH

Extensive user and market research was conducted to understand users' perceptions of placement management systems, their expectations for such products, the applications they currently use, and the problems they face with these systems.

20+
users

6+
university

6+
companies

Stakeholders

- Students
- Faculty
- Placement Team
- Recruiters

Sources

- Quora and Reddit
- On-Call Interviews
- Survey
- Onsite research

Area of Inquiries

- Campus Placement Management
- Engaging Companies
- Coordinating placement activities
- Scheduling events
- Maintaining relationships with companies
- Strategies to approach companies
- Resources/Services for students
- Individual needs of students
- Challenges
- Suggestions

Empathy Maps

The empathy map reveals key insights across stakeholders. Addressing these insights is essential to developing a placement platform that improves interactions and meets everyone's needs.

Placement Team

Thinks

We need a more efficient system to handle large volumes of data.

I wish there was a way to get more detailed feedback

Does

Manages placement drives, but struggles with inefficient tools.

Attempts to align student aspirations with available opportunities, often unsuccessfully.

Feels

Overwhelmed with the volume of tasks, particularly when they aren't fully automated.

Frustrated by time constraints and technical limitations.

Says

"Verification of credentials takes too long"

"We face difficulties integrating new technologies"

Student

Thinks

Why aren't there more opportunities that align with my career goals?

How can I stand out in a competitive job market?

Does

Seeks opportunities, often struggling with unclear or mismatched job descriptions.

Participates in training but feels there's a gap between training and real-world requirements.

Feels

Anxious about finding a job that matches their aspirations

Stressed by the time constraints and the need to prepare for placements alongside academics

Says

"I'm not sure what's expected of me; the job descriptions are unclear."

"Despite training, I still don't feel fully prepared for interviews."



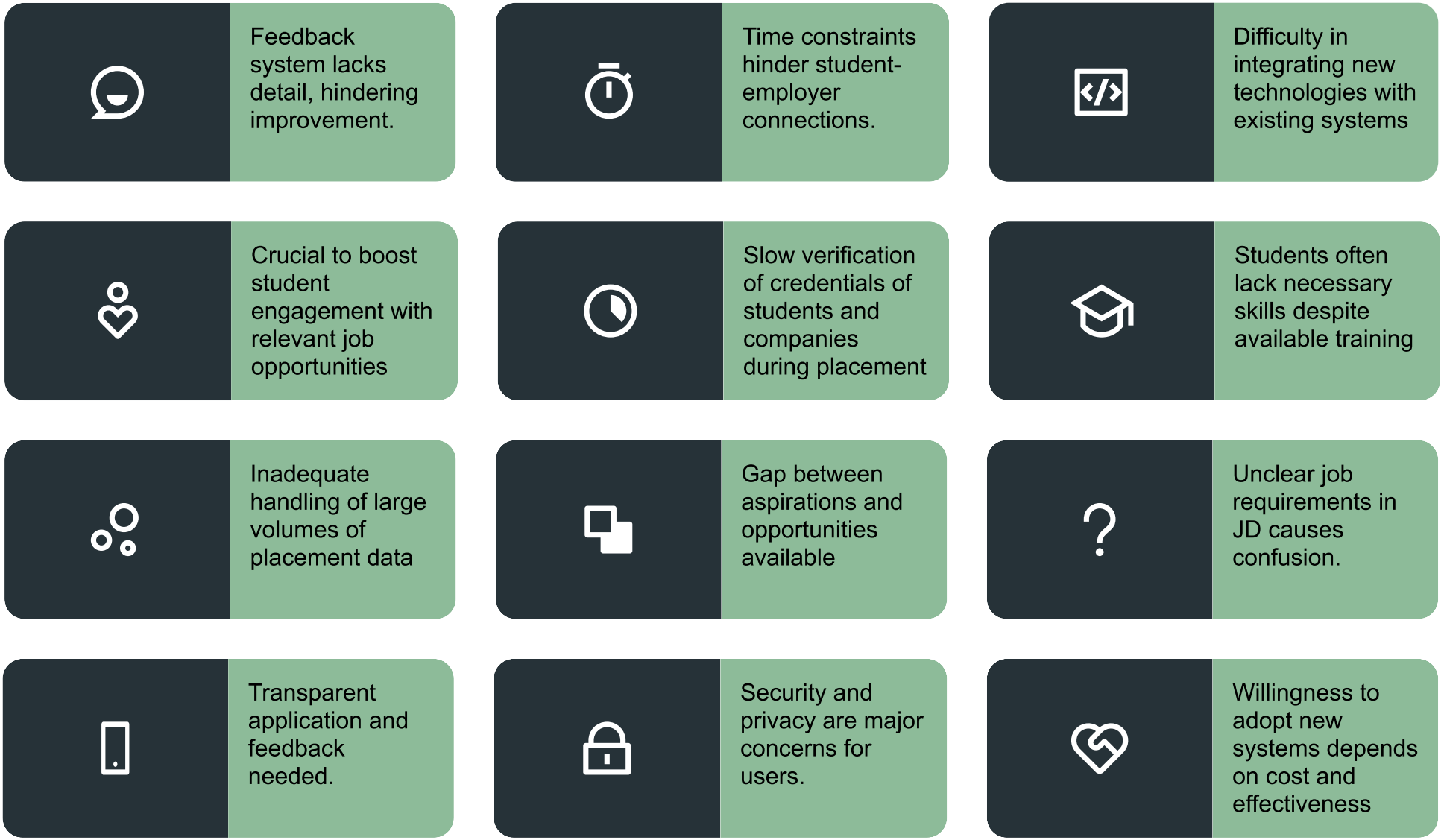
Pain points

Placement team
Inefficient Systems
Lack of Detailed Feedback
Tech Integration Challenges

Students
Unclear Job Descriptions
Gap Between Training and Requirements
Stress from Time Constraints

Recruiters
Assessing Inexperienced Candidates
Maintaining College Relationships
Dissatisfaction with Candidate Pool

Insights


Feedback system lacks detail, hindering improvement.
Time constraints hinder student-employer connections.
Difficulty in integrating new technologies with existing systems
Crucial to boost student engagement with relevant job opportunities
Slow verification of credentials of students and companies during placement
Students often lack necessary skills despite available training
Inadequate handling of large volumes of placement data
Gap between aspirations and opportunities available
Unclear job requirements in JD causes confusion.
Transparent application and feedback needed.
Security and privacy are major concerns for users.
Willingness to adopt new systems depends on cost and effectiveness

QUANTITATIVE RESEARCH

Challenges During Placement Preparation

40% **Students** struggle with preparing for technical interviews and assessments

50% **Students** Time Management: balancing academics with placement preparation as their biggest challenge.

Satisfaction with the Placement Process

62% **recruiters** report being satisfied with the overall placement process

15% **recruiters** express dissatisfaction due to gaps in student preparedness or institutional support

Student Preparedness vs. Recruiter Expectations

90% **Students** believe that their college has adequately prepared them for the job market.

66% **recruiters** however disagree, citing a mismatch between what is taught and the skills required in the industry.

Preferred Communication Channels

64% **Colleges** while WhatsApp for quick updates and coordination

72% **Colleges** placement teams prefer using email as the primary mode of communication with companies

Primary Factors Influencing Recruiters Participation

48% **recruiters** believe that their college has adequately prepared them for the job market.

32% **recruiters** base their participation on positive past experiences with an institution's graduates

Feedback Mechanisms

68% **recruiters** Email Communication: The most common feedback method

40% **recruiters** Post-Recruitment Meetings: especially for long-term relationships with educational institutions

Most Important Factors When Considering Job/ Internship Opportunities

Salary/Compensation

65% of students prioritize salary when selecting internships or job opportunities.

Growth Opportunities

45% of students look for growth and advancement opportunities as a crucial factor.

Company Culture

35% of respondents consider the work environment and culture very important

Coping with Rejection

Seeking Feedback

Common approach to improving for future opportunities.

Support from Friends/ Family

Emotional support is crucial.

Self-care and Setting New Goals

Strategies for maintaining motivation.

Significant Challenges Faced During Job/ Internship Search

Finding Relevant Opportunities

40% of students report difficulty in finding opportunities that align with their interests and skills.

Dealing with Competition

35% of students struggle with competition from other applicants.

Lack of Experience

30% find that their lack of relevant qualifications and experience hinders their chances

Utilized Resources for Placement Preparation

Career Counseling

Used by 60% of students.

Mock Interviews

Leveraged by 55% of students.

Online Courses

Used by 50% to gain additional skills

MARKET RESEARCH

Market Research helped in identify the specific needs, preferences, and pain points of students, placement coordinators, and recruiters.

Tier 1 College	Tier 3 College
High Expectations And Competition	Resource Constraints
Industry Diversity And Specialization	Geographical Limitations
Managing High Volume Of Placements	Student Aspirations And Guidance

Tier 2 College	Tier 4 College
Brand Perception And Recognition	Perception And Trust Issues
Limited Corporate Partnerships	Limited Exposure To Industry Trends
Skill Gap And Employability	Network Development

Users prefer apps that offer career guidance, networking opportunities, and salary negotiation tips.

Desired functionalities include tracking progress, alumni networking, and real-time updates.

Relies heavily on online portals but is interested in new tools if they provide significant improvements.

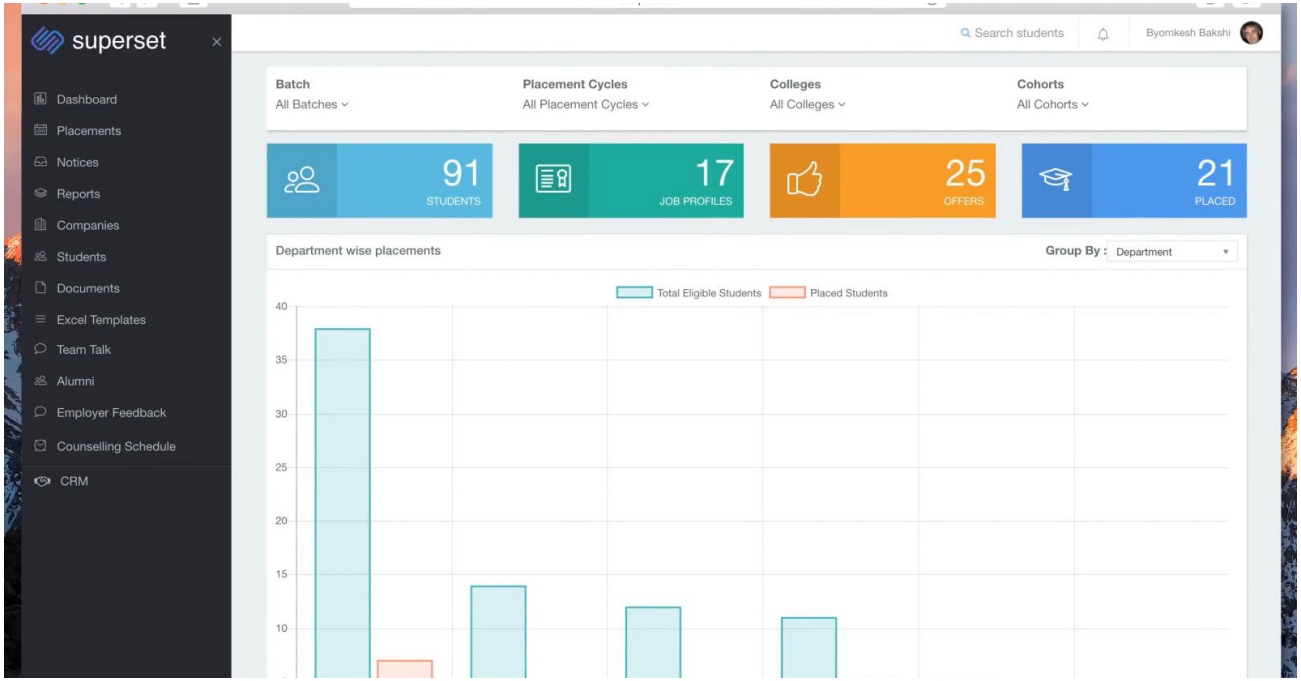
Desire for features that enhance transparency and provide detailed job-related information.

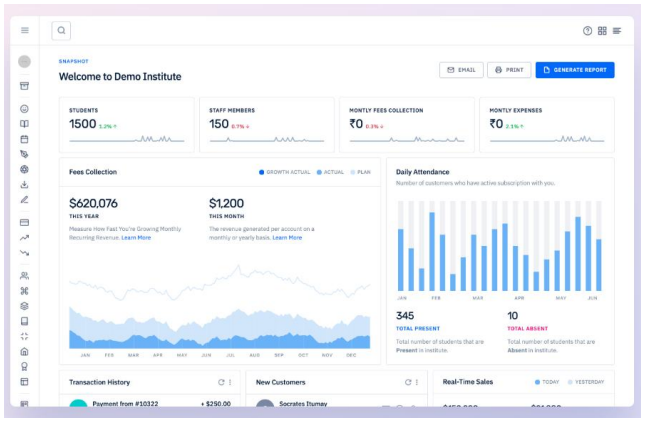
Current Market Solutions

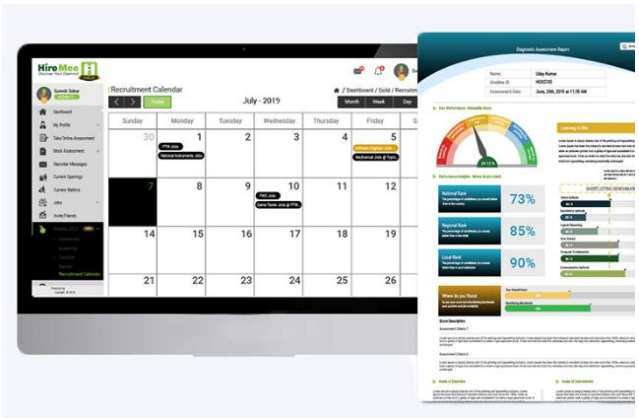
During my market research, I identified several direct competitors to HYV, with Superset emerging as the most significant competitor and benchmark setter. ***Superset*** *offers a comprehensive placement solution.*

With features like:

- End-to-End Placement Management:
- Automated Resume Parsing and Matching
- Seamless Communication Channels
- Data Analytics and Reporting
- Integrated Assessment Tools
- Compliance and Verification
- Company Engagement Tools
- Student Portal
- Mobile-Friendly Interface







Competitor Study

Product	**Superset**	**Campus 365**	**HireMee**	**TPO360**	**PlaceComm**
Core Focus	Automated placements	Full campus management	Skill-based assessments	TPO-centric placement tools	Communication & job posting
Target Market	Large universities	Comprehensive campuses	Skill-focused institutions	Small to mid-sized institutions	Mid-sized colleges
Strengths	Extensive company network	Complete campus ERP	Strong skill assessments	Affordable, simple placement tools	Cost-effective, simple
Weaknesses	Higher cost, less customization	Not placement-specific	Focuses only on assessments	Limited advanced features	Less brand recognition
Pricing	High	High	Moderate	Affordable	Affordable
Differentiator	Large-scale network access	All-in-one campus solution	Skill-based matching and training	Placement officer-focused	Simple, cost-effective

OPPORTUNITY IDENTIFICATION

Addressing System Efficiency and Integration

- Automated Recruitment Workflow
- Integrated Communication Tools
- Real time Data Analytics and Reporting

Enhancing Student Preparation and Engagement

- Gamification of learning resources
- Maintaining Student motivation through competitive edge
- Build Support system for system in case of doubts

Improving Transparency and Feedback

- Get Feedback throughout the process
- Qualitative vs Quantitative feedback

Expanding Multi-Institution Support

- Collaboration Features
- Centralized Dashboard

Differentiating with Unique Features

- Gamify learning
- Customization



Chapter: 4

USE CASES AND FEATURE LIST

USE CASES

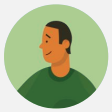
User personas guided the creation of user stories and use cases, aligning features with specific needs and pain points. This method aided in developing a relevant feature list customized to the requirements of various users.

After discussing with the Product Manager and Tech Specialist, we main MVP features based on development time and feature importance. HYV aims to secure funding in a few months and needs a functional MVP with the most crucial and general items to gain resources for further development of complex features.

Placement Team User Stories **MVP Priority**

- Resume Management
- Resource Management
- Recruiter Communication
- Notifications and Alerts
- JD Management
- Student Support
- Data Management
- Event Management
- Automated Resume Screening
- Collaborative Tools

User Persona 1



Vikram Sharma
Placement Manager

Age - 38 **Gender -** Male
Education - Bachelor's degree in Business Administration
Experience - Over 10 years in student career services and placement management

Vikram Sharma is a seasoned Placement Manager with a strong background in student career services and placement management. His role involves coordinating with student coordinators, faculties, and industry partners to facilitate successful student placements. XYZ is dedicated to ensuring that students are well-prepared and matched with the right job opportunities that align with their skills and career aspirations.

Values: Strategic Thinker, Detail-Oriented, Empathetic

Goals

- Facilitate successful placements for students by matching them with suitable job opportunities.
- Ensure students are well-prepared and equipped with necessary skills for the job market.
- Build strong relationships with companies to enhance placement opportunities for students.
- Improve placement strategies and processes based on data and feedback.

Challenge

- Balancing the diverse needs and expectations of students, faculty, and employers.
- Adapting to changing job market trends and industry requirements.
- Managing a large volume of placement records and data effectively.
- Ensuring equitable and fair placement opportunities for all students.

Placement Team User Stories			
Title	**Story**	**Acceptance Criteria**	**Priority**
Resume Management	As a placement coordinator, I want to review and verify student resumes to provide accurate and constructive feedback, helping students improve their applications.	- Resume review tools offer options for adding comments and suggestions. - Feedback is visible to students in their CV management section. - Review status updates to reflect completion.	**High**
Resource Management	As a placement coordinator, I want to upload placement and internship brochures and policies to ensure students have access to relevant information about opportunities.	- Upload functionality is available for brochures and policies. - Documents are categorized and searchable by students. - Upload confirmation is provided, and documents are accessible from the resource library.	**High**
Recruiter Communication	As a placement coordinator, I want to manage and update contact details for recruiters to maintain effective and up-to-date communication.	- Contact management tools allow updating recruiter details. - Changes are reflected immediately in the contact database. - Notifications are sent to relevant parties about updates.	
	As a placement coordinator, I want to track communication history with companies to follow up on interactions and maintain relationships.	- Communication history is logged and accessible. - Tools are available for adding notes and scheduling follow-ups. - History is searchable by company and contact person.	
Notifications and Alerts	As a placement coordinator, I want to receive alerts for placement drives, round clearances, and company registrations to stay on top of important events and updates.	- Alerts are configurable and sent via in-app notifications, email, or SMS. - Notifications include event details and action items. - Alert settings are customizable by type and frequency.	**High**
JD Management	As a placement coordinator, I want to review and negotiate job descriptions with recruiters to ensure opportunities are clearly defined and beneficial for students.	- JD review and negotiation tools are available. - Changes and agreements are tracked and documented. - Updated JDs are visible to students in job listings.	**High**
Student Support	As a placement coordinator, I want to congratulate placed students and schedule pre-placement training sessions to provide additional support.	- Congratulatory messages can be sent through the portal. - Scheduling tools are available for training sessions. - Notifications are sent to students about scheduled sessions.	
Data Management	As a placement coordinator, I want to view and analyze placement statistics to assess the effectiveness of the placement process.	- Data analytics tools provide comprehensive reports and visualizations. - Reports can be customized and exported. - Historical data and trends are accessible for comparison.	**High**
	As a placement coordinator, I want to import bulk student data to streamline data management and ensure accuracy.	- Bulk data import tools support various file formats (e.g., CSV, Excel). - Data validation ensures accuracy and completeness. - Import confirmation and error reporting are provided.	**High**
Event Management	As a placement coordinator, I want to organize and manage placement-related events, such as career fairs and workshops, so students can benefit from these opportunities.	- Event management tools allow scheduling, promoting, and tracking events. - Event details are accessible to students and recruiters. - RSVP and attendance tracking features are available.	
	As a placement coordinator, I want automated tools to screen resumes based	- Resume screening algorithms apply predefined criteria to sort and rank resumes.	

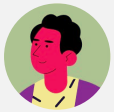
+ ≡ Placement Team User Stories ▾ Student User Stories ▾ Recruiter User Stories ▾ Admin User Stories ▾

Student User Stories MVP Priority

- CV Management
- Job and Internship Search
- Experience Insights
- Notifications and Alerts
- Application Management
- Profile Management
- Virtual Career Fairs
- Personalized Learning Path
- Career Resources Access
- Preferences & Company Information
- AI-Powered Job Matching

User Persona 2

Student



Abhinav Mathur

Student

Age - 21 **Gender -** Male

Education - Currently pursuing a Bachelor's degree in Computer Science Engineering at a private university.

Location - Urban area, near the university campus.

Abhinav Mittal is a diligent and ambitious student studying Computer Science Engineering at a private university. As he nears graduation, he is eager to secure a job that offers growth opportunities and allows him to apply his technical skills in a real-world setting. However, he faces the challenge of managing his busy academic schedule alongside the demands of the placement season, which requires attending numerous interviews, workshops, and networking events.

Values: Goal-Oriented, Tech-Savvy, Time-Management

Goals

- Secure a job in a reputable company that aligns with his career aspirations and utilizes his skills and knowledge.
- Successfully manage his academic commitments while actively participating in placement activities and interviews.
- Gain valuable industry experience and kick-start his professional career on the right note.

Challenge

- Balancing academic responsibilities with preparation for job interviews and placement activities.
- Navigating through the hectic schedule of classes, assignments, and extracurricular activities while also attending interviews and networking events.
- Ensuring he is prepared for the tests and interviews

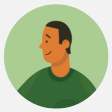
Student User Stories			
Title	**Story**	**Acceptance Criteria**	**Priority**
CV Management	As a student, I want to receive recommendations and feedback on my CV to improve my chances of getting noticed by recruiters.	- Placement coordinators or automated systems provide feedback and recommendations. - Feedback is easily accessible from the CV management section. - Feedback includes actionable suggestions and a clear status (e.g., pending, reviewed).	**High**
	As a student, I want to upload verification materials such as offer letters and certificates with my CV to provide recruiters with complete information about my qualifications.	- Upload functionality is available for additional documents. - Documents are securely stored and linked to the student's CV. - Users receive confirmation when documents are successfully uploaded	**High**
Job and Internship Search	As a student, I want to search and filter job and internship opportunities by various criteria, including location and industry, to find relevant opportunities that match my interests.	- The search function includes filters for location, industry, role type, and other relevant criteria. - Search results update in real-time based on selected filters. - Users can save and manage their search criteria for future use.	**High**
	As a student, I want to verify my eligibility for job descriptions and receive recommendations to apply for roles that fit my qualifications.	- An eligibility check tool evaluates CVs against job descriptions. - Recommendations are provided based on the user's profile and job requirements. - Users receive suggestions for improving their eligibility.	**High**
Experience Insights	As a student, I want to access insights and advice from seniors who applied to similar companies to better prepare for the recruitment process.	- A section for senior insights is available with categorized experiences. - Insights include detailed accounts of the recruitment process and practical tips. - Users can search and filter insights by company and role.	
Notifications and Alerts	As a student, I want to receive notifications for new job opportunities, CV feedback, application status, and schedule alerts to stay informed and take timely actions.	- Notifications are sent via in-app alerts, email, or SMS based on user preferences. - Notification settings allow customization for frequency and type of alerts. - Users can view a history of notifications and manage settings.	**High**
Application Management	As a student, I want to accept or reject job offers directly through the portal to manage my offers efficiently.	- Offer management functionality is available for accepting or rejecting offers. - Status of each offer is updated and visible in the application dashboard. - Confirmation messages are sent upon acceptance or rejection of offers.	**High**
	As a student, I want to provide feedback on the company's recruitment process to contribute to improving the experience for future candidates.	- Feedback forms are available for submitting reviews of the recruitment process. - Feedback is collected and stored securely. - Users receive confirmation of their feedback submission.	**High**
Preferences & Company Information	As a student, I want to set my job preferences and view detailed company profiles with past hiring statistics to make informed decisions about where to apply.	- Preference settings allow users to specify job types, locations, and industries. - Company profiles include detailed information and historical hiring data. - Users can save and manage their preferences for future searches.	**High**
Career Resources Access	As a student, I want access to a library of career resources, such as resume templates, interview tips, and industry guides, to better prepare for the job market.	- The resource library includes a variety of materials like templates, guides, and videos. - Resources are categorized and searchable. - Students can download or view resources directly from the platform.	
	As a student, I want a personalized learning path based on my career goals	- Personalized learning recommendations are provided based on student profiles and career	

In the MVP version, there is no separate Recruiters dashboard. Placement managers will post job descriptions and manage candidates, acting as intermediaries between Recruiters and Students. This streamlined approach is temporary for the MVP; HYV plans to create a dedicated portal for Recruiters in future versions.

Recruiters User Stories **MVP Priority**

- **Institution Information**
- **Placement History**
- **Job Posting**
- **Candidate Management**
- **Candidate Communication History**
- **Recruitment Analytics**
- **Customizable Job Descriptions**

User Persona 3



Rohan Mehta
Senior Recruitment Manager

Age - 38 **Gender -** Male
Education - Master's degree in Business Administration
Experience - 10+ years in recruitment, specializing in campus hiring

Rohan is a seasoned recruitment professional with over a decade of experience. He manages campus recruitment for TechSolutions, focusing on hiring fresh talent that aligns with the company's growth and innovation goals. Rohan is responsible for building strong relationships with educational institutions, ensuring a smooth recruitment process, and selecting the best candidates to meet the company's needs. He values efficiency and aims to optimize the recruitment process to save time and resources.

Values: Efficiency, Quality of Talent, Professional Relationships

Goals

- Hire top talent: Identify and recruit high-potential candidates from leading institutions.
- Strengthen campus relationships: Build and maintain strong partnerships with educational institutions.
- Streamline the recruitment process: Implement tools and processes that reduce time-to-hire and improve efficiency.
- Enhance candidate experience: Ensure a positive recruitment experience for all candidates to boost the company’s employer brand.

Challenge

- Managing multiple portals: Struggles with navigating various college placement portals with different interfaces and requirements.
- Evaluating inexperienced candidates: Finds it challenging to assess the potential of fresh graduates with little or no work experience.
- Keeping track of communications: Difficult to manage and track communication with multiple colleges, placement officers, and candidates.
- Dissatisfaction with candidate pool: Occasionally faces frustration when candidates do not meet the desired criteria or expectations.

Recruiter User Stories			
Title	**Story**	**Acceptance Criteria**	**Priority**
Institution Information	As a recruiter, I want to access information about college courses and coordinator contacts to understand potential candidates' academic backgrounds and reach out to relevant contacts.	- Institution information is readily available and searchable. - Contact details for placement coordinators are current and accessible. - Information is updated regularly.	
Placement History	As a recruiter, I want to view previous placement statistics and past recruiters to gauge the effectiveness of the college's placement services and make informed decisions.	- Placement history includes detailed statistical data. - Past recruiters' information and feedback are available for review. - Historical data is searchable and filterable.	
Job Posting	As a recruiter, I want to post job descriptions and specify criteria and eligibility to attract suitable candidates for my job openings.	- Job posting forms allow for detailed descriptions and criteria. - Listings undergo review and approval before going live. - Recruiters receive confirmation upon job posting.	
	As a recruiter, I want to receive guidance on using the portal for job postings to efficiently manage my job listings.	- Guides and tutorials for using job posting tools are available. - Support is accessible for troubleshooting and inquiries. - User feedback on guides is collected and used for improvements.	
Candidate Management	As a recruiter, I want to view candidate profiles, shortlist candidates, and manage results to effectively evaluate and select the best candidates.	- Candidate profiles are comprehensive and include relevant information. - Shortlisting and result management tools are available and functional. - Recruiters receive notifications when candidates progress through stages.	High
	As a recruiter, I want to draft and manage offer letters to formally offer positions to selected candidates.	- Offer letter templates are available for customization. - Drafts can be saved and edited before finalization. - Offer letters are sent securely to candidates with confirmation tracking.	High
Candidate Communication History	As a recruiter, I want to track all communications with candidates to maintain a record of interactions and ensure timely follow-ups.	- Communication history is logged and accessible for each candidate. - Interaction records include dates, messages, and follow-up actions. - Communication history can be searched and filtered.	
Recruitment Analytics	As a recruiter, I want to analyze recruitment data to understand trends and improve hiring strategies, enabling data-driven decisions.	- Recruitment analytics tools provide insights into candidate sources, application rates, and hiring outcomes. - Reports can be customized and exported. - Trends and patterns are visualized through charts and graphs.	
Customizable Job Descriptions	As a recruiter, I want to create and customize job descriptions using various templates to ensure they are tailored to different roles and industries.	- Job description templates are available for customization. - Templates can be saved and reused for similar roles. - Custom job descriptions undergo review and approval before posting.	

Note: All detailed document links are given at the end

PLACEMENT TEAM FEATURE LIST V1

This is the initial draft of the feature list, updated based on user feedback and team suggestions. After its initial creation, I held a meeting with developers and the Product Manager to Prioritize the features that are feasible for the MVP.

Features not added in the priority list

Resume Review Management

- **Resume Review Dashboard:** Lists resumes awaiting review with status indicators.
- **Resume Viewer:** Displays the resume with tools for adding comments, highlighting text, and suggesting changes.
- **Feedback Input Area:** Allows placement coordinators to write and submit feedback.
- **Review Status Toggle:** Updates the review status (e.g., Pending, Reviewed, Feedback Sent).
- **Feedback History Section:** Logs all feedback provided for each resume.
- **Save and Submit Button:** Saves the feedback and updates the student's CV management section.

Resource Management

- **Upload Resource Button:** Allows uploading of brochures, policies, and other relevant documents.
- **Resource Library:** Displays uploaded documents categorized by type (e.g., Brochures, Policies).
- **Search Bar:** Enables searching within the resource library by keyword.
- **Document Viewer:** Allows students to view or download documents.
- **Upload Confirmation:** Notification shown upon successful upload.
- **Resource Management Tools:** Options to edit, update, or delete resources.

Recruiter Communication

- **Contact Management Dashboard:** Lists recruiter contacts with options to add, edit, or delete.
- **Update Contact Form:** Fields for updating contact details (name, email, phone number, company, etc.).
- **Contact Update Confirmation:** Notification shown upon successful update.
- **Communication History Log:** Displays a timeline of interactions with each recruiter/company, including dates, messages, and follow-up notes.
- **Add Note Button:** Allows coordinators to log new interactions or schedule follow-ups.
- **Search and Filter Options:** Enables searching and filtering communication history by company or contact person.

Notifications and Alerts

- **Alert Settings Page:** Allows coordinators to configure notification preferences (e.g., in-app, email, SMS).
- **Notification Center**: Displays upcoming events, round clearances, and new company registrations.
- **Event Detail View**: Provides detailed information about the event or alert.
- **Custom Alert Settings:** Options to customize the type and frequency of alerts received.
- **History of Alerts:** Log of past alerts and their associated actions.

JD Management

- **JD Review Dashboard:** Lists job descriptions submitted by recruiters.
- **Job Description Viewer:** Displays the full JD with tools for commenting, editing, and suggesting changes.
- **Negotiation Tracker:** Logs all changes and agreements made during JD negotiations.
- **Finalize JD Button:** Finalizes the JD and makes it visible to students.
- **Update Notification:** Sends notifications to relevant parties when a JD is finalized or updated.
- **JD History Log:** Tracks all versions of the JD and changes made.

Data Management

- **Data Analytics Dashboard:** Provides visual reports and statistics on placement outcomes, student performance, recruiter engagement, etc.
- **Custom Report Generator:** Allows coordinators to create and export customized reports.
- **Historical Data Comparison Tools:** Compare current placement data with previous years.
- **Bulk Data Import Tool:** Supports importing student data from various file formats (e.g., CSV, Excel) with validation checks.
- **Import Confirmation and Error Log:** Displays results of the import process with error reporting for any issues encountered.

Collaborative Tools

- **Shared Calendar:** Displays events, deadlines, and tasks relevant to the placement team, with options for setting permissions.
- **Document Collaboration:** Shared documents and files that team members can edit, comment on, and review.
- **Task List:** Collaborative to-do lists with task assignments, deadlines, and progress tracking.
- **Real-Time Updates and Notifications:** Provides real-time notifications of changes made to shared resources.
- **Access Permissions Management:** Tools for managing who can view or edit shared calendars, documents, and tasks.

Candidate Management

- **Candidate List Table:** Displays candidates with their profiles and application statuses.
- **Profile View Button:** Opens detailed candidate profile for review.
- **Shortlist Button:** Mark candidates as shortlisted for further evaluation.
- **Result Management Tools:** Options for interview scheduling, feedback logging, and final selection.
- **Offer Letter Management:** Templates for offer letters with options to customize and save drafts.
- **Send and Track Button:** Sends offer letters with tracking for candidate receipt and response.

Although these features are not prioritized, they remain important. Therefore, I have designed the flow to incorporate them efficiently, making it easier for both developers and users.

STUDENTS FEATURE LIST V1

CV Management

- **Upload CV Button:** Allows students to upload their CVs.
- **CV List:** Displays uploaded CVs with options to view, edit, and delete.
- **Feedback Section:** Displays feedback and recommendations with a status indicator (e.g., pending, reviewed).
- **Upload Verification Materials Button:** Allows students to upload offer letters, certificates, etc.
- **Document List:** Displays uploaded documents linked to the CV.
- **Confirmation Messages:** Shown after successful uploads or updates.

Job and Internship Search

- **Search Bar:** Allows students to search for jobs or internships.
- **Filter Options:** Filters for location, industry, role type, etc.
- **Real-Time Results:** Updates results as filters are applied.
- **Eligibility Check Tool:** Analyzes student profiles against job descriptions.
- **Recommendations Section:** Provides job suggestions based on eligibility.
- **Save Search Button:** Allows students to save search criteria for future use.

Profile Management

- **Profile Update Form**: Allows editing of personal details, academic information, and portfolio links.
- **CV Management Section:** Displays and manages multiple CV versions.
- **Default CV Selector:** Allows students to set a default CV for job applications.
- **Save Changes Button:** Saves updates to profile and CVs.
- **Confirmation Message:** Shown upon successful profile or CV update.

AI-Powered Job Matching

- **Job Matching Dashboard:** Displays AI-suggested job roles based on student profiles.
- **Provide Feedback Button:** Allows students to give feedback on the accuracy of job matches.
- **Job Details View:** Displays detailed information about suggested roles.
- **Apply Now Button:** Quick link to apply for AI-recommend

Application Management

- **Offer List:** Displays job offers with options to accept or reject.
- **Offer Status Indicator:** Shows the current status of each offer.
- **Feedback Form:** Allows students to submit reviews of the recruitment process.
- **Confirmation Messages:** Shown upon accepting/rejecting offers or submitting feedback.

Notifications and Alerts

- **Notification Settings Page:** Allows students to customize how and when they receive alerts.
- **Notification Center**: Displays a list of recent notifications.
- **View History Button:** Access to past notifications.
- **Alert Preferences:** Options to choose in-app alerts, email, or SMS.

Preferences & Company Information

- **Preferences Settings Page:** Allows students to specify preferred job types, locations, industries, etc.
- **Company Profiles:** Includes information on company culture, hiring history, and recruiter reviews.
- **Save Preferences Button:** Saves job preferences for future searches.
- **Company Stats Dashboard**: Visual representation of past hiring data and trends.

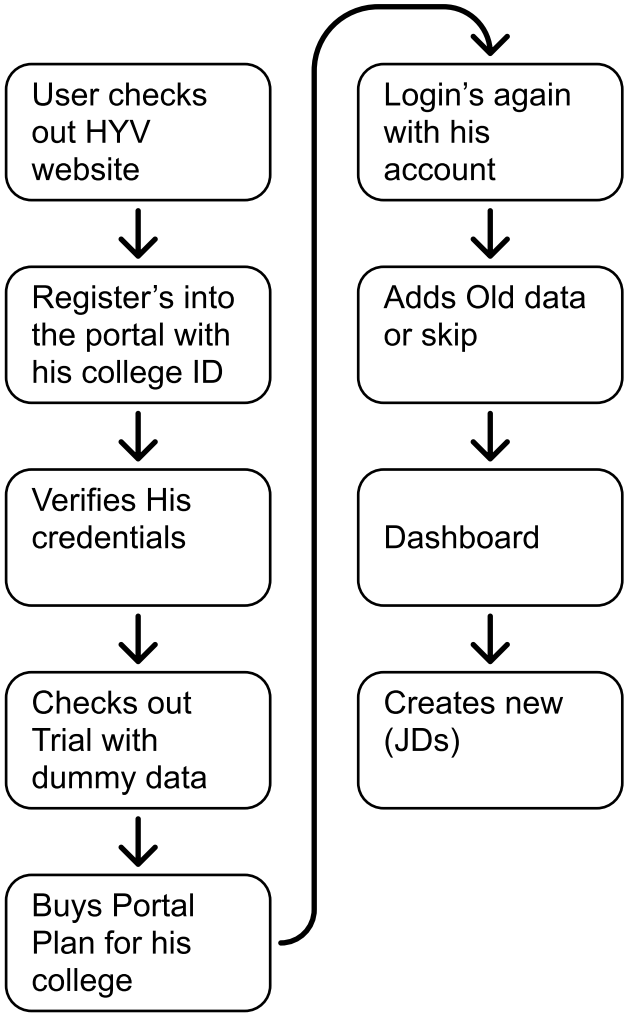


Chapter: 5

USER FLOW AND INFORMATION ARCHITECTURE

PLACEMENT MANAGER'S FLOW (FIRST TIME USER)

Login and Registration flow V1



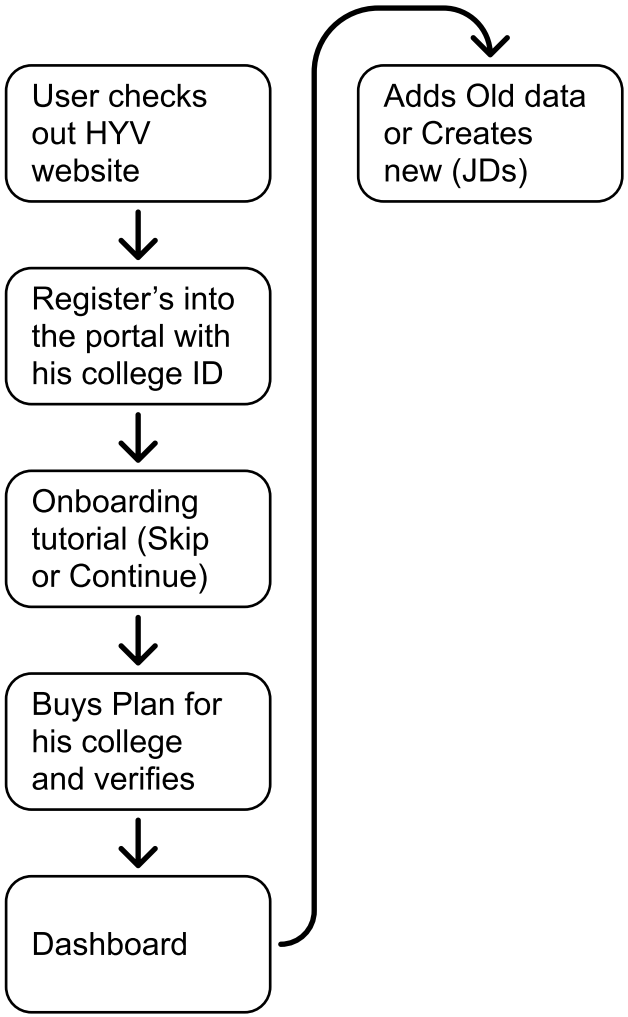
Advantages

- **Credential Verification Early:** Ensures that only verified users access the trial, maintaining security and relevance.
- **Dummy Data Trial:** Allows users to explore the portal's features using realistic data, which can build trust before purchase.

Disadvantages

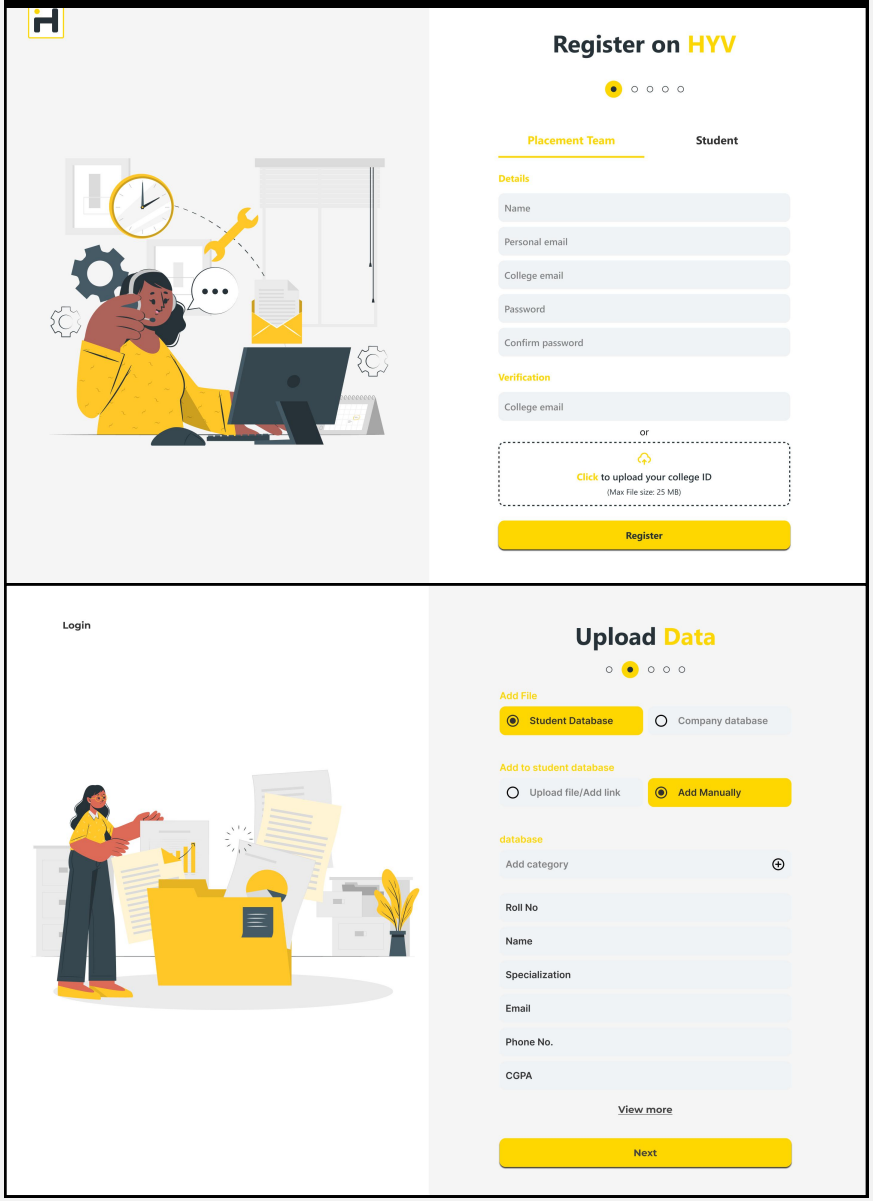
- **High Initial Friction:** Requiring verification before the trial can discourage users from fully engaging with the platform, leading to higher drop-off rates.
- **Separate Login After Purchase:** Making users log in again after purchasing the plan adds an unnecessary step, which can frustrate users and disrupt their experience.

Optimized flow

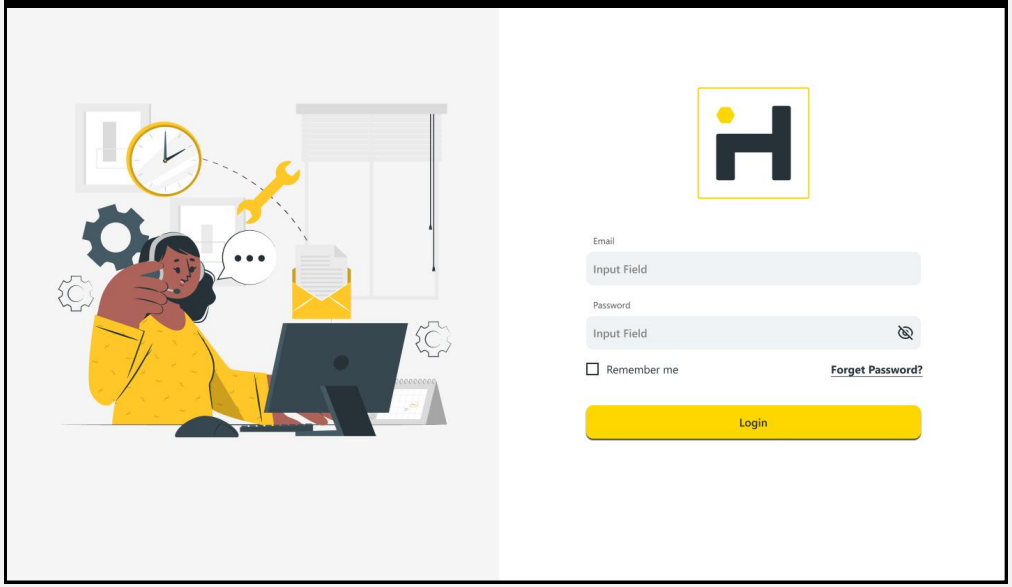


By simplifying the process and offering users immediate access to the platform, HYV is more likely to retain users and convert them into paying customers. Security concerns can be managed through other measures, like post-purchase verification, while the streamlined experience is crucial for maintaining user interest and satisfaction.

V1



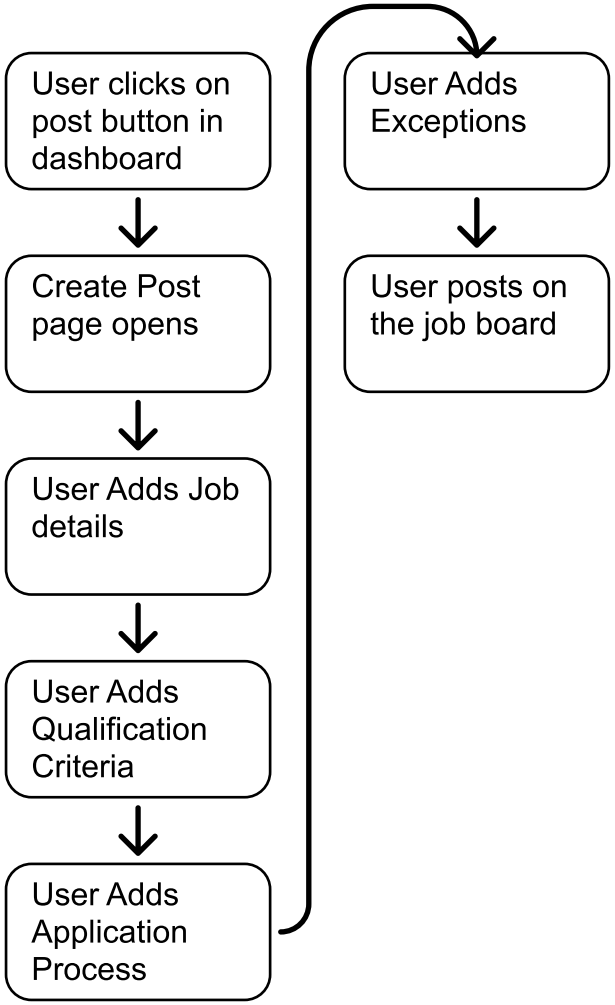
Final

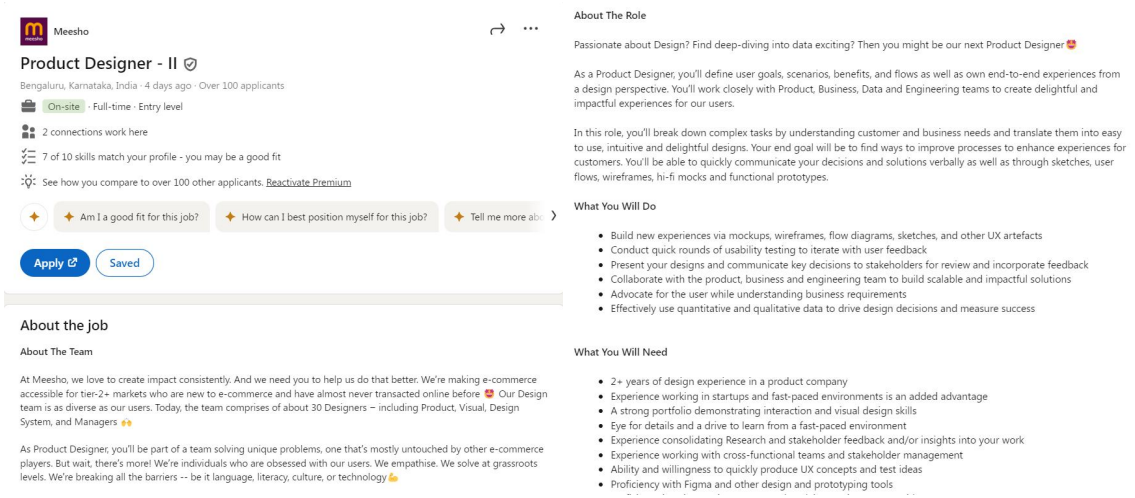


Initially, I considered separate logins for students and placement managers. However, after consulting with a tech expert, we decided to use a single login. Roles will be assigned to users based on their IDs, allowing the system to automatically recognize whether a user is a placement manager or a student because

Using a single login with role-based access simplifies user management, improves security, and provides a consistent experience. It reduces complexity and maintenance compared to separate logins.

Post Job Descriptions **High Priority**

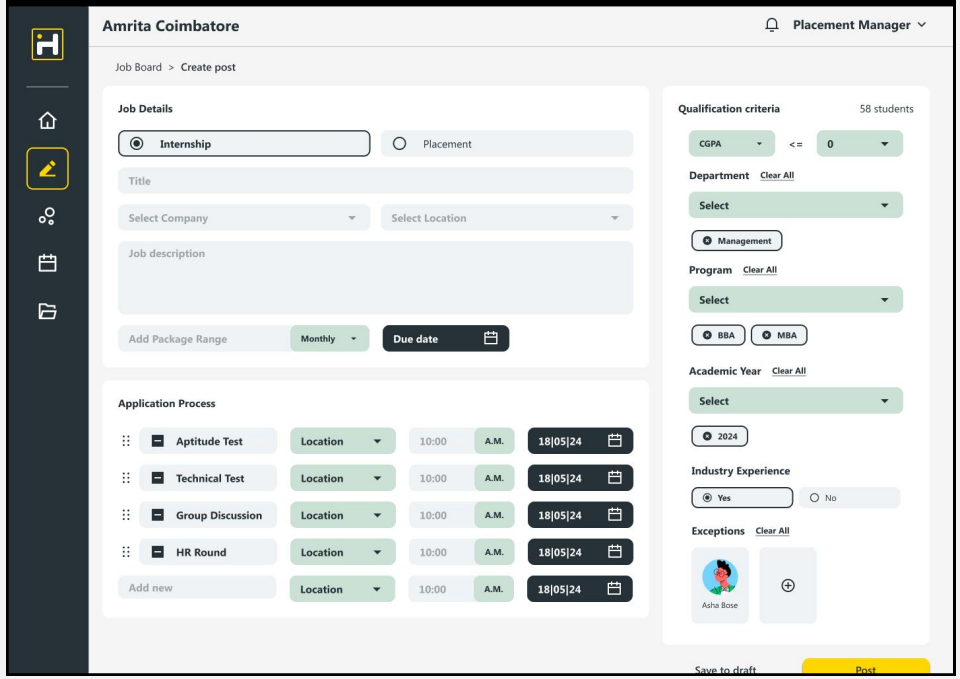




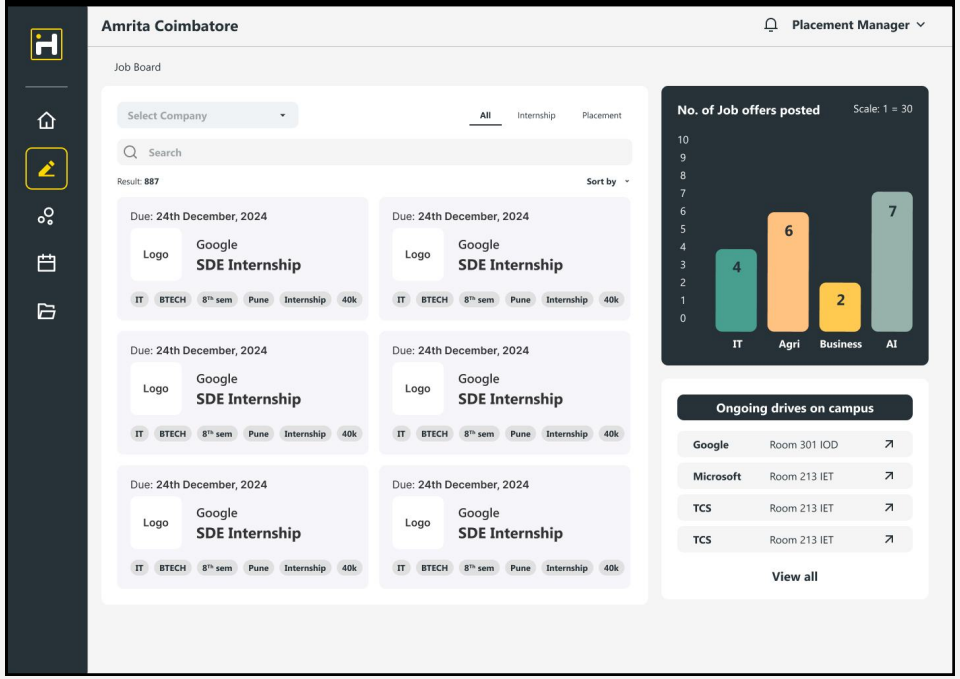
Research Material for Information Architecture of a JD

The flow and Information Architecture for this page were developed by analyzing job descriptions (JDs) from PDFs and online sources. This approach ensures the design aligns with how companies present JDs and meets the specific information needs of students.

Create Post

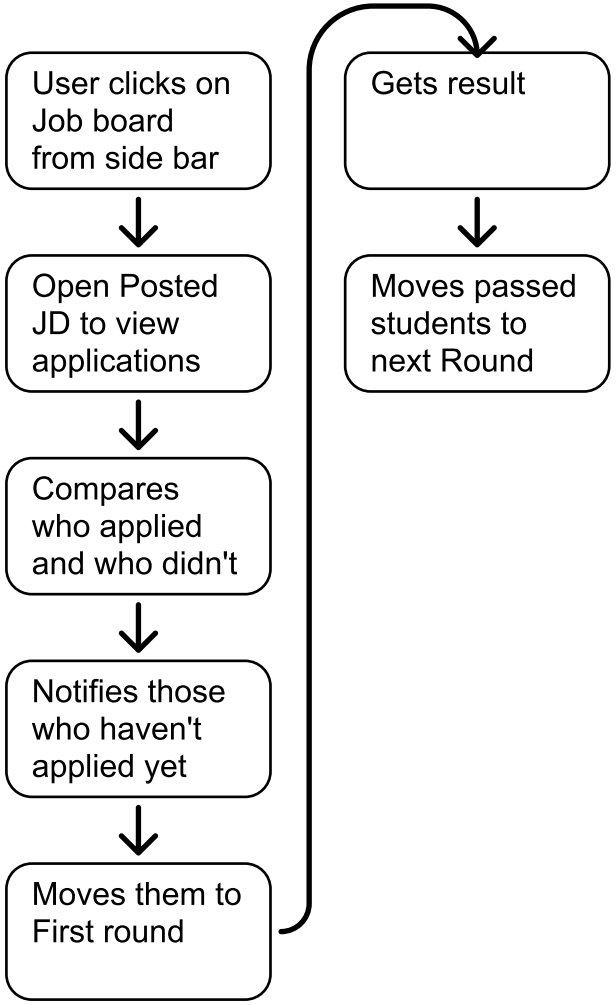


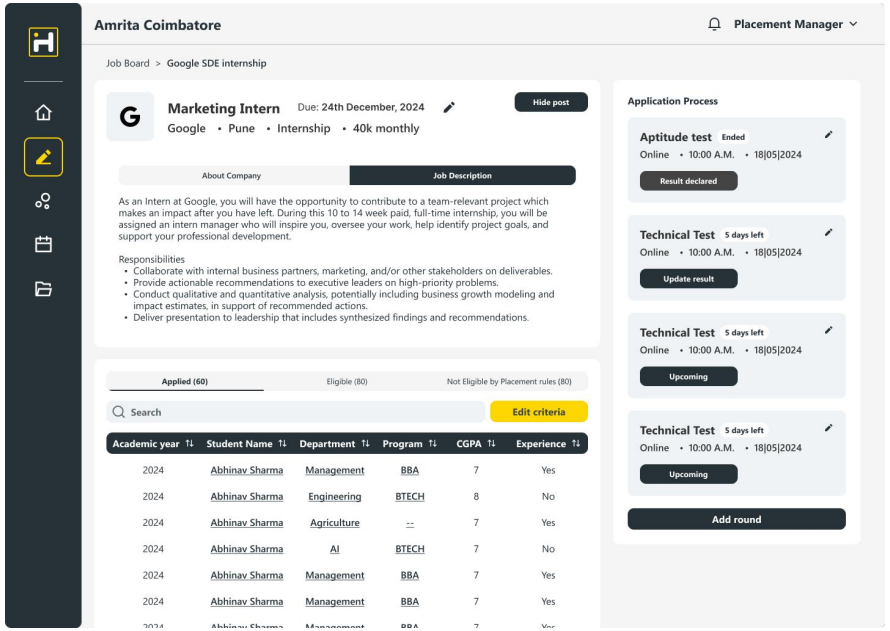
Job Board

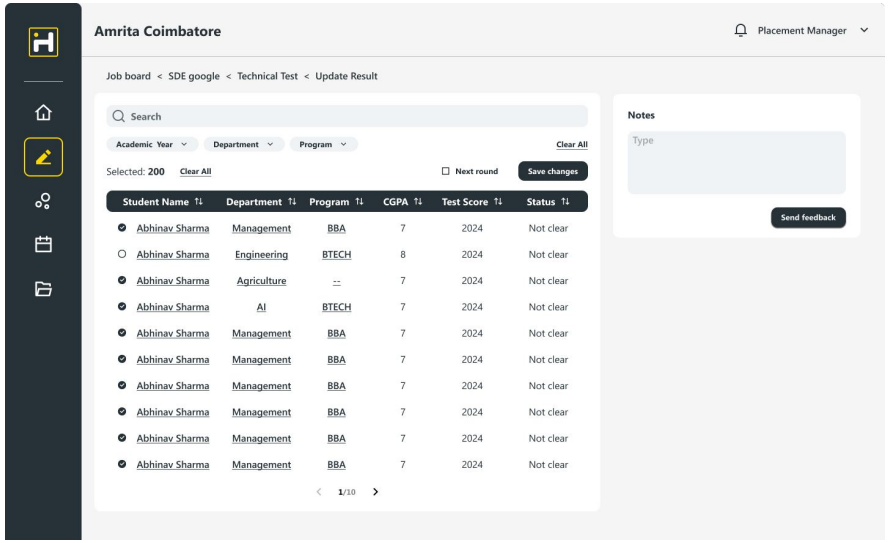


Manage Student Applications

High Priority







Access Placement Stats

Medium Priority

User checks daily stats on dashboard

↓

For details he opens analytics page

↓

He filters out the analytic he wants

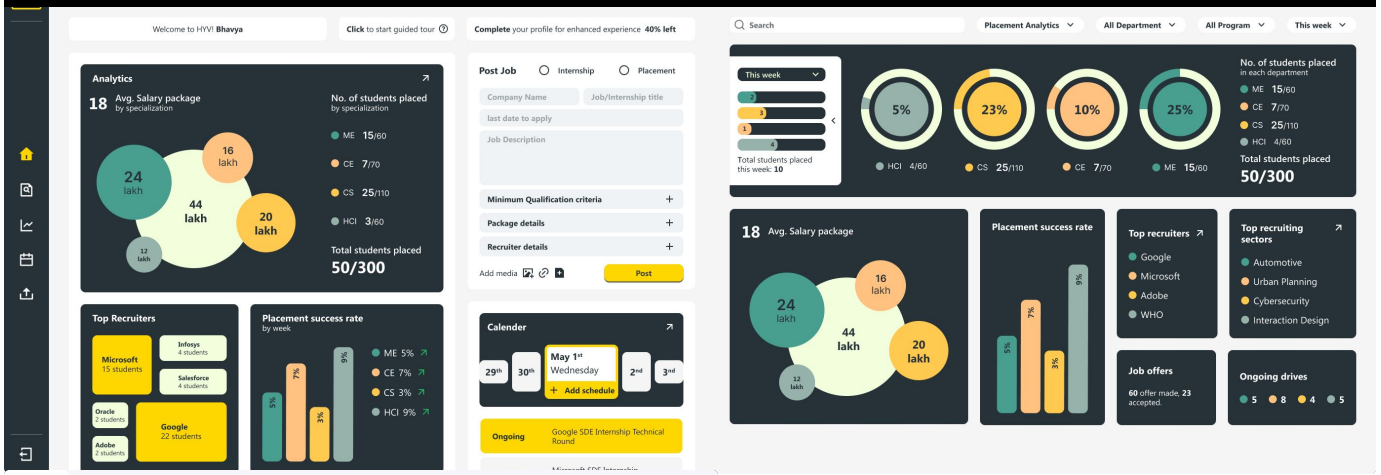
↓

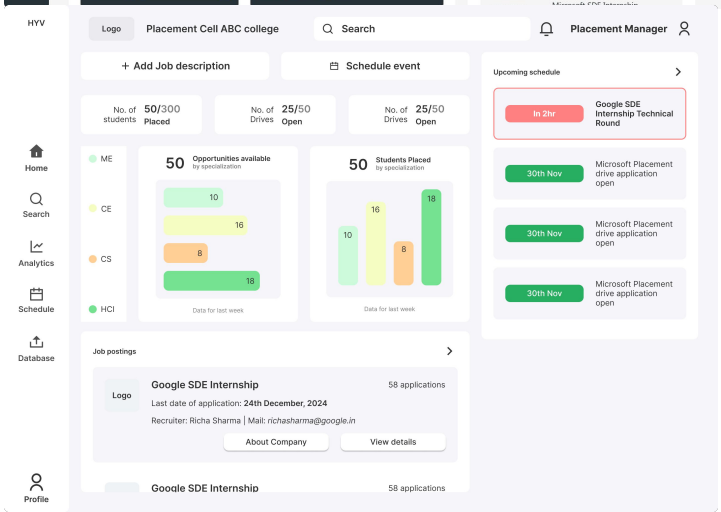
AI suggestions to improve analytics

↓

Can download analytics if he wants

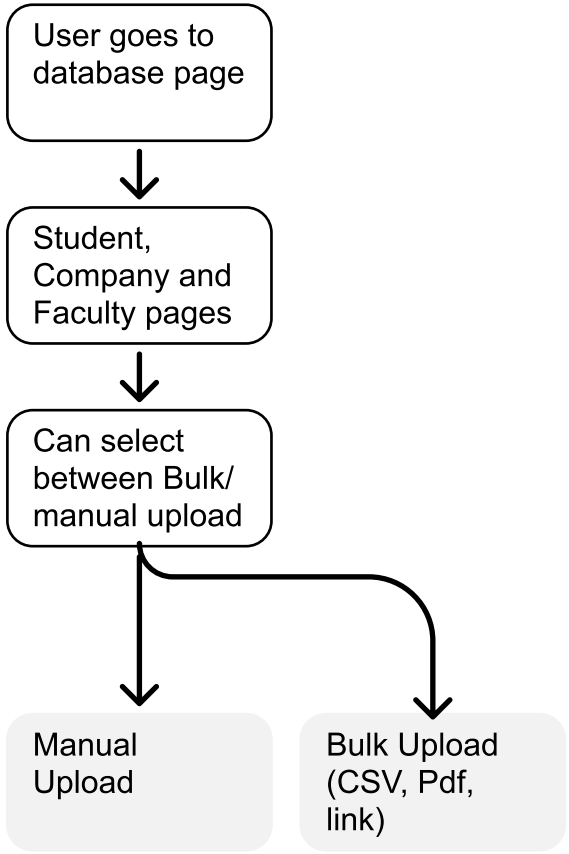
Explorations

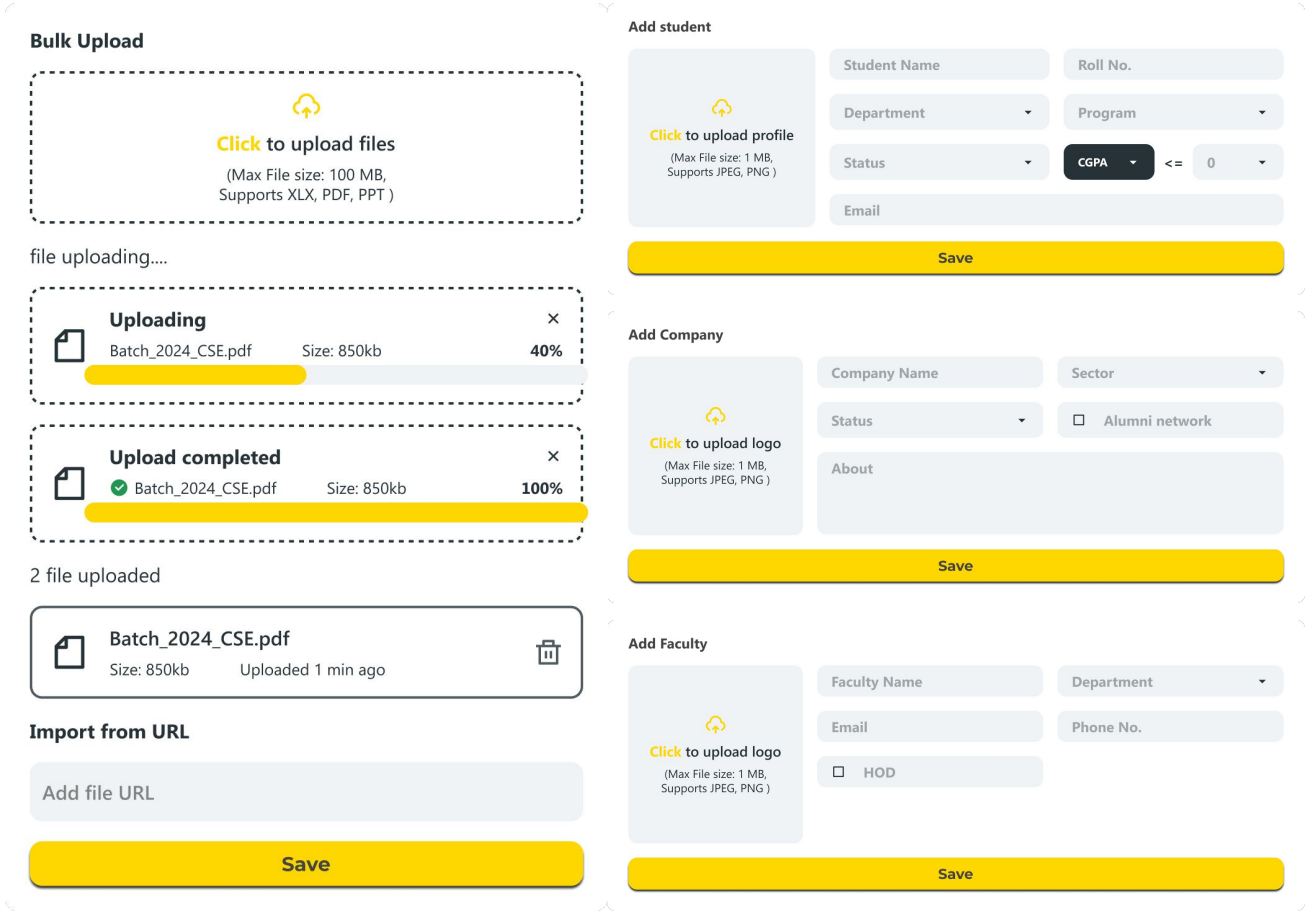


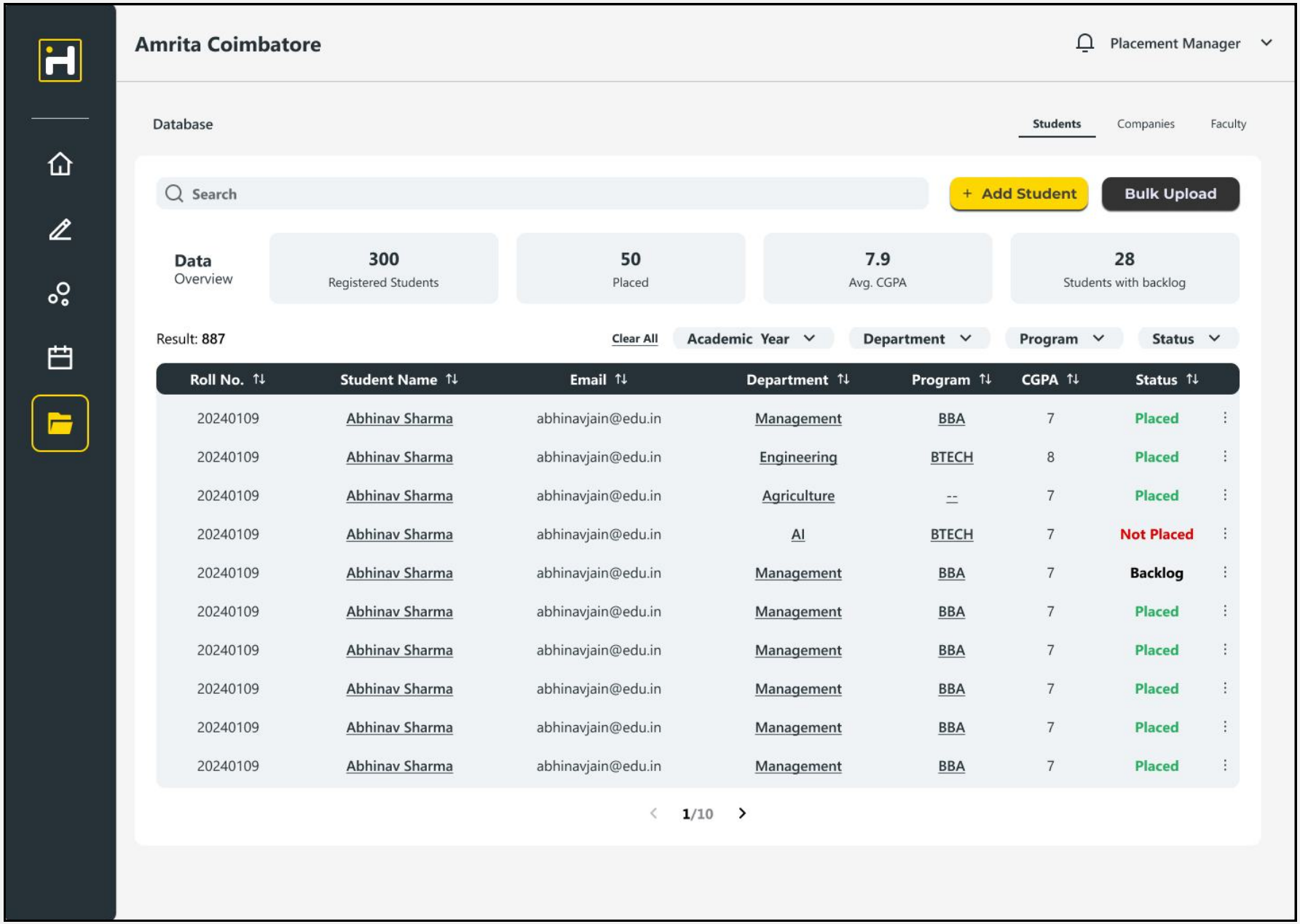


I conducted extensive research on presenting analytics effectively, focusing on the specific needs of placement managers. Initially, I gathered input from placement managers on the types of analytics they find most useful. Following this, I researched optimal methods for representing the data to ensure clarity and usability.

Upload Data **Medium Priority**






Amrita Coimbatore
Placement Manager
Database
Students
Companies
Faculty
Search
+ Add Student
Bulk Upload
Data
Overview
300
Registered Students
50
Placed
7.9
Avg. CGPA
28
Students with backlog
Result: 887
Clear All
Academic Year
Department
Program
Status
Roll No.
Student Name
Email
Department
Program
CGPA
Status
20240109 Abhinav Sharma abhinavjain@edu.in Management BBA 7 Placed
20240109 Abhinav Sharma abhinavjain@edu.in Engineering BTECH 8 Placed
20240109 Abhinav Sharma abhinavjain@edu.in Agriculture -- 7 Placed
20240109 Abhinav Sharma abhinavjain@edu.in AI BTECH 7 Not Placed
20240109 Abhinav Sharma abhinavjain@edu.in Management BBA 7 Backlog
20240109 Abhinav Sharma abhinavjain@edu.in Management BBA 7 Placed
20240109 Abhinav Sharma abhinavjain@edu.in Management BBA 7 Placed
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20240109 Abhinav Sharma abhinavjain@edu.in Management BBA 7 Placed
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1/10

Gather Feedback from Recruiters and Students **Low Priority**

User goes to JD page

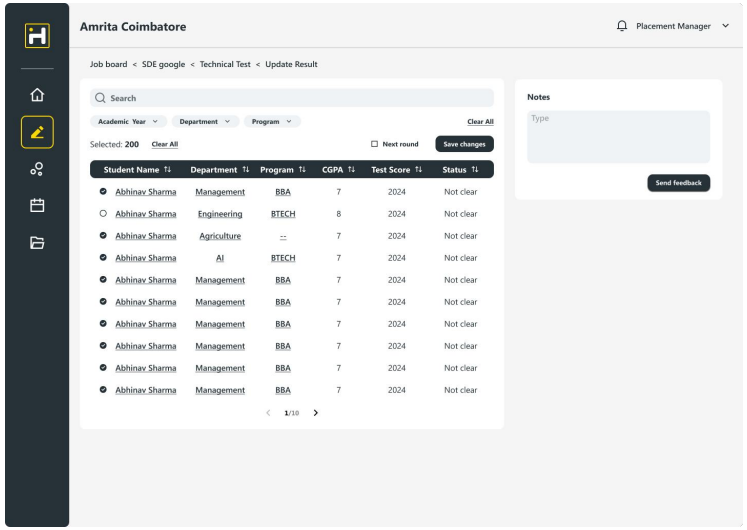
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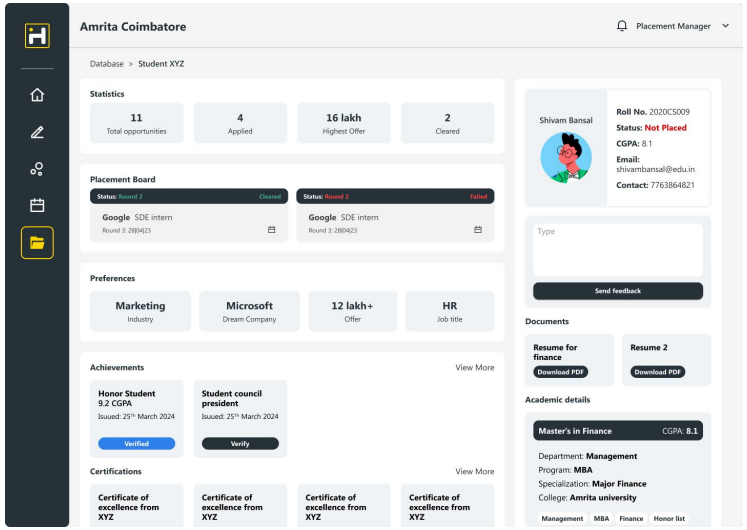
Clicks on the round to add feedback

↓

Add common feedback in there

Students profile has personal feedback

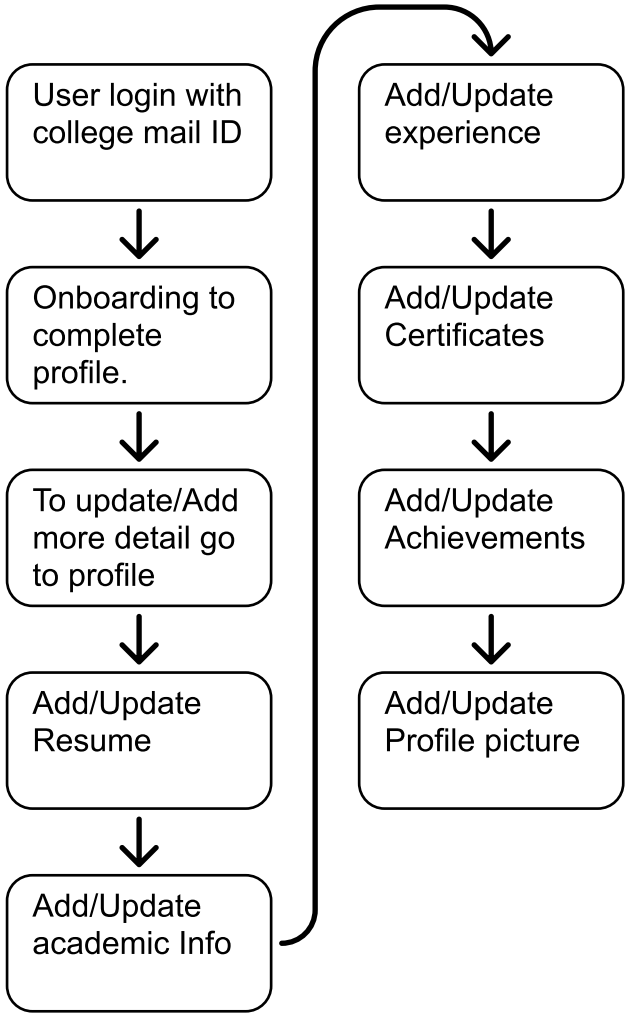


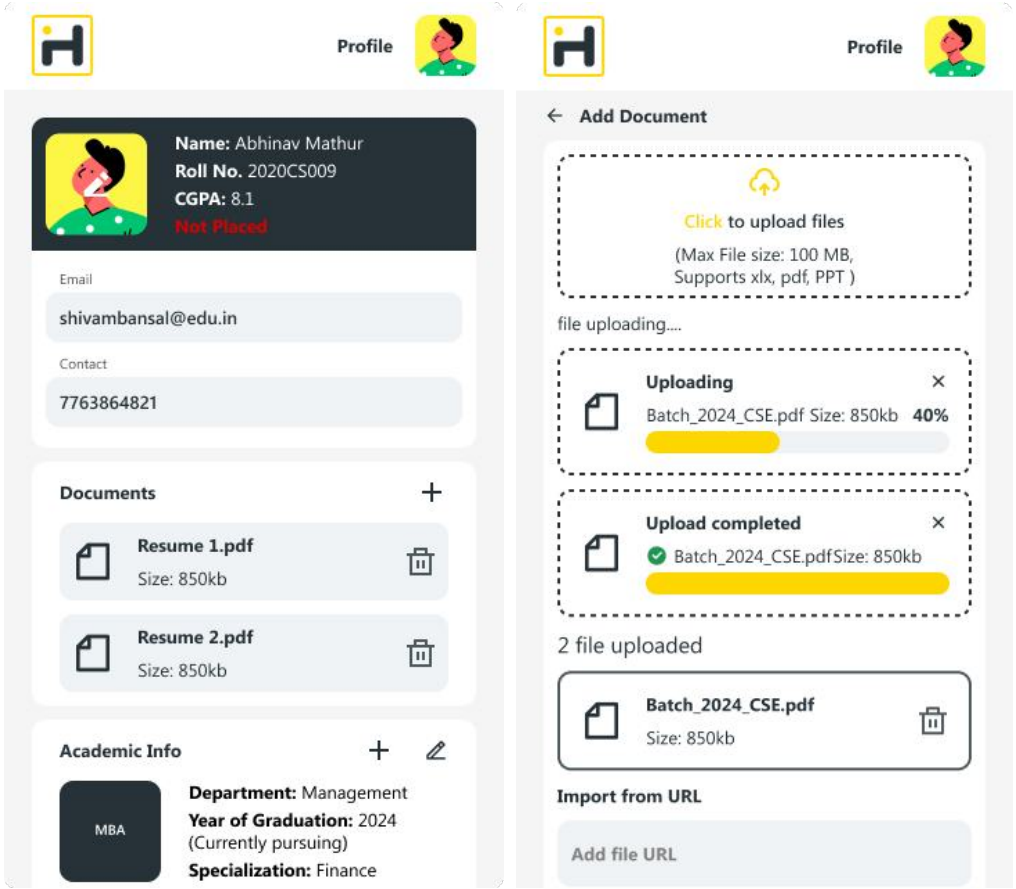




STUDENT'S FLOW

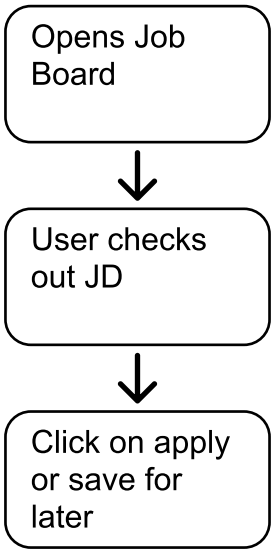
Update Profile and Resume/CV High Priority

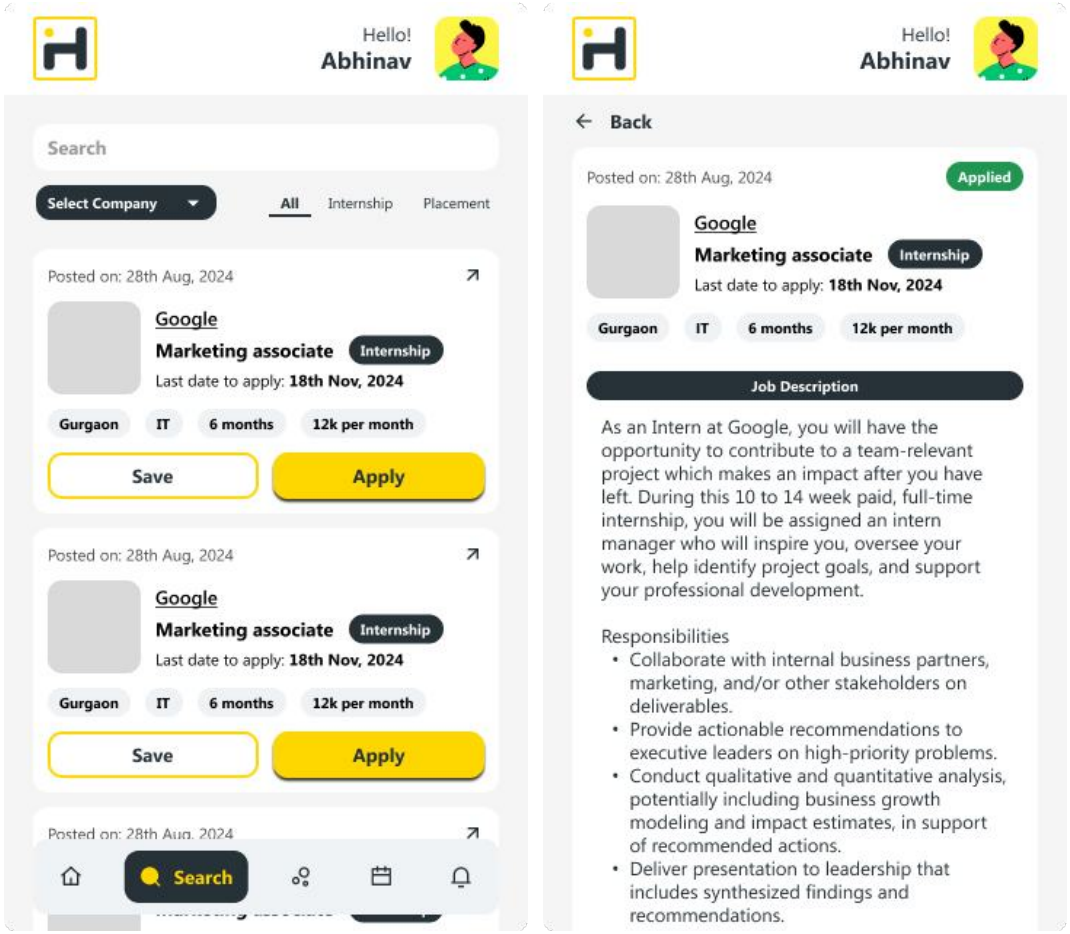




STUDENT'S FLOW

Apply for Jobs/Internships High Priority





STUDENT'S FLOW

Track Application Status **High Priority**

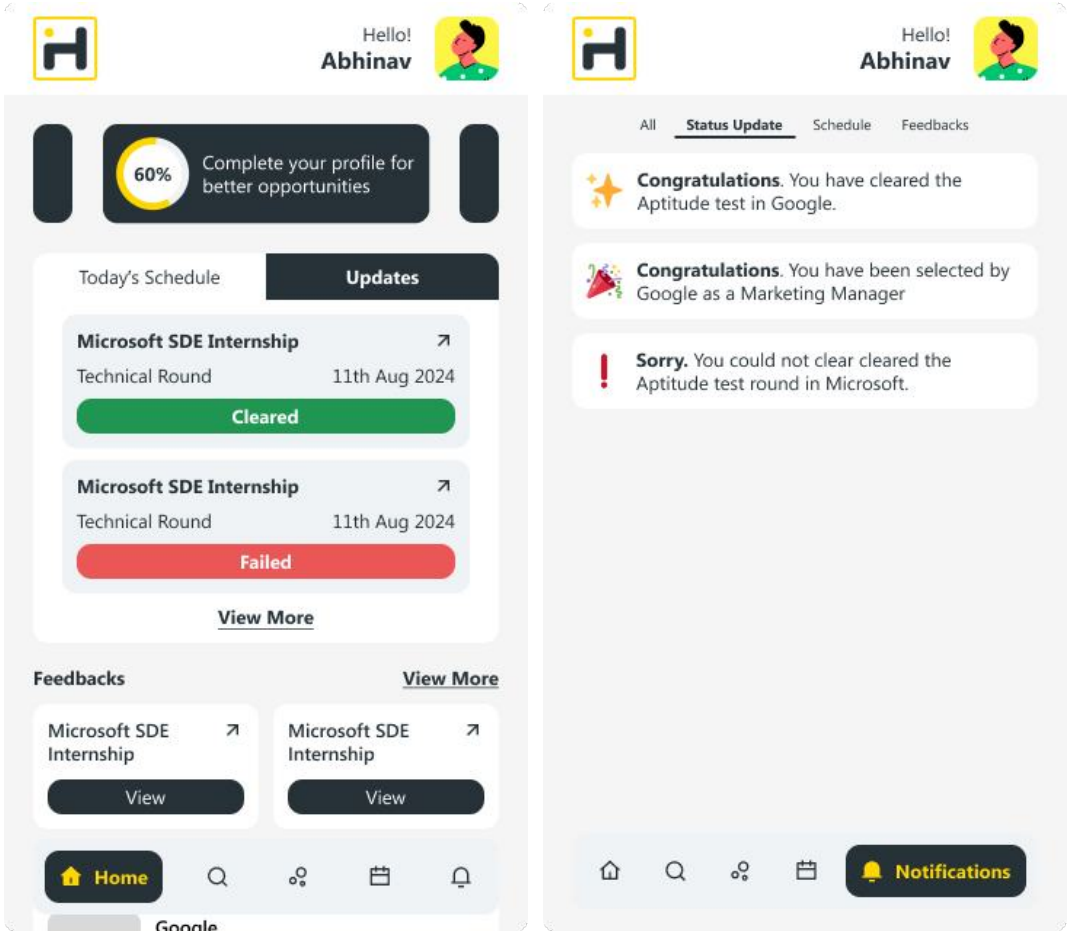
User opens Dashboard

↓

Checks out all the updates in dashboard

↓

Can also check updates in notification



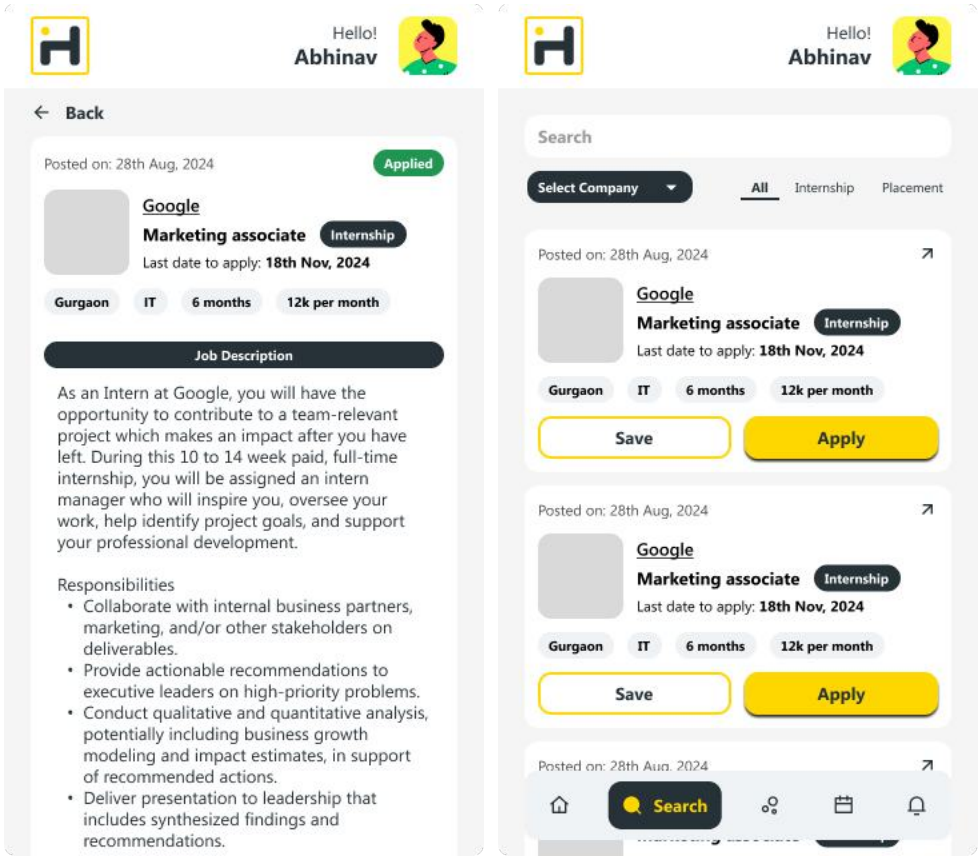
STUDENT'S FLOW

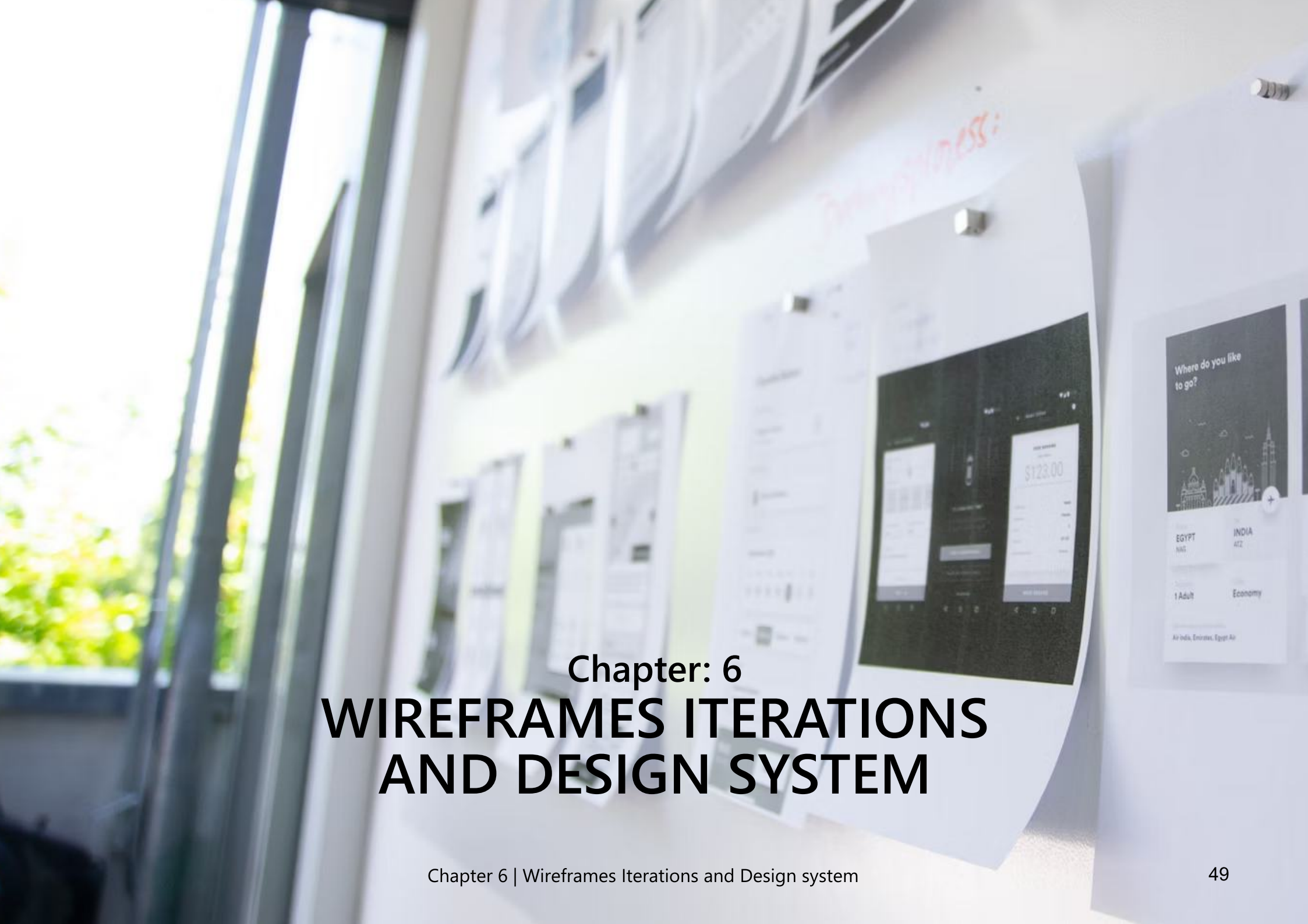
View Company Information and Job Details **Medium Priority**

Opens Job Board

↓

Checks out the detailed JD page



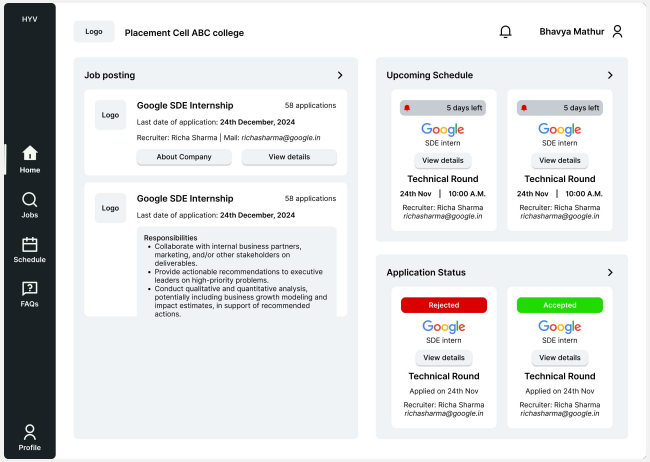


Chapter: 6

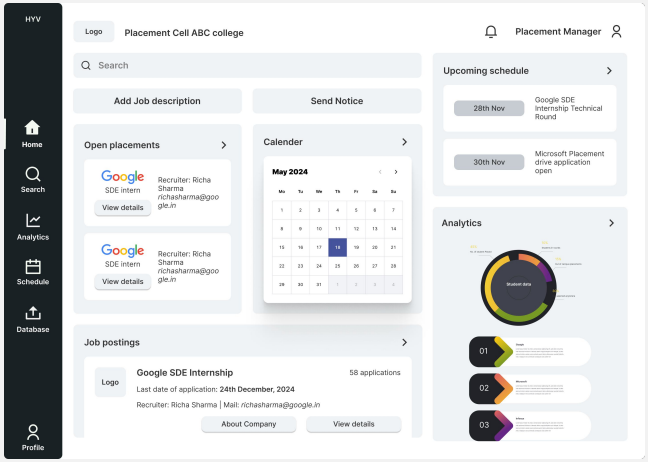
WIREFRAMES ITERATIONS AND DESIGN SYSTEM

STARTING WITH WIREFRAME DESIGNS

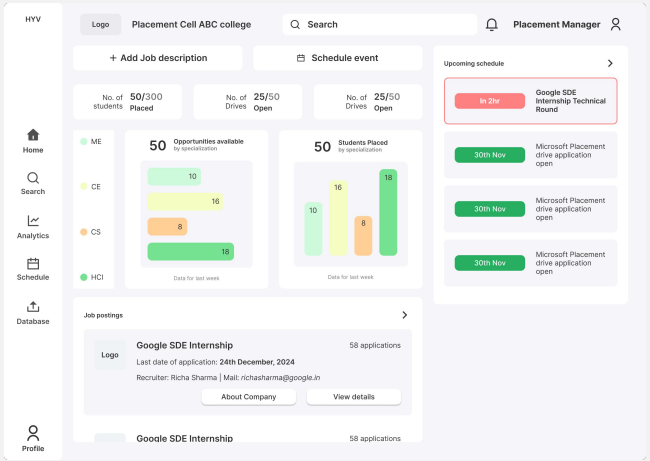
Initially, I experimented with the layout and information architecture of the wireframes. My thought process is reflected in these early designs. I received valuable feedback from my teammates during this stage, which significantly improved the layout and overall design.



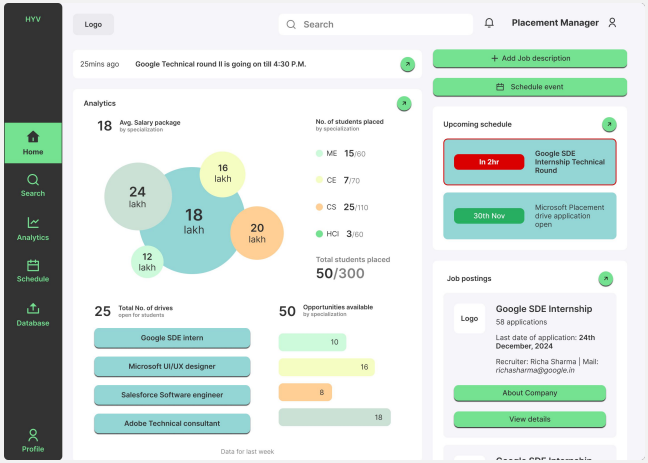
V1 Dashboard



V3 Dashboard



V5 Dashboard



V10 Dashboard

DESIGN SYSTEM

After extensive experimentation with colors and fonts, I began developing the design language for the High Fidelity UI. As this is for an MVP, the design language needs to be simple and easy to understand.

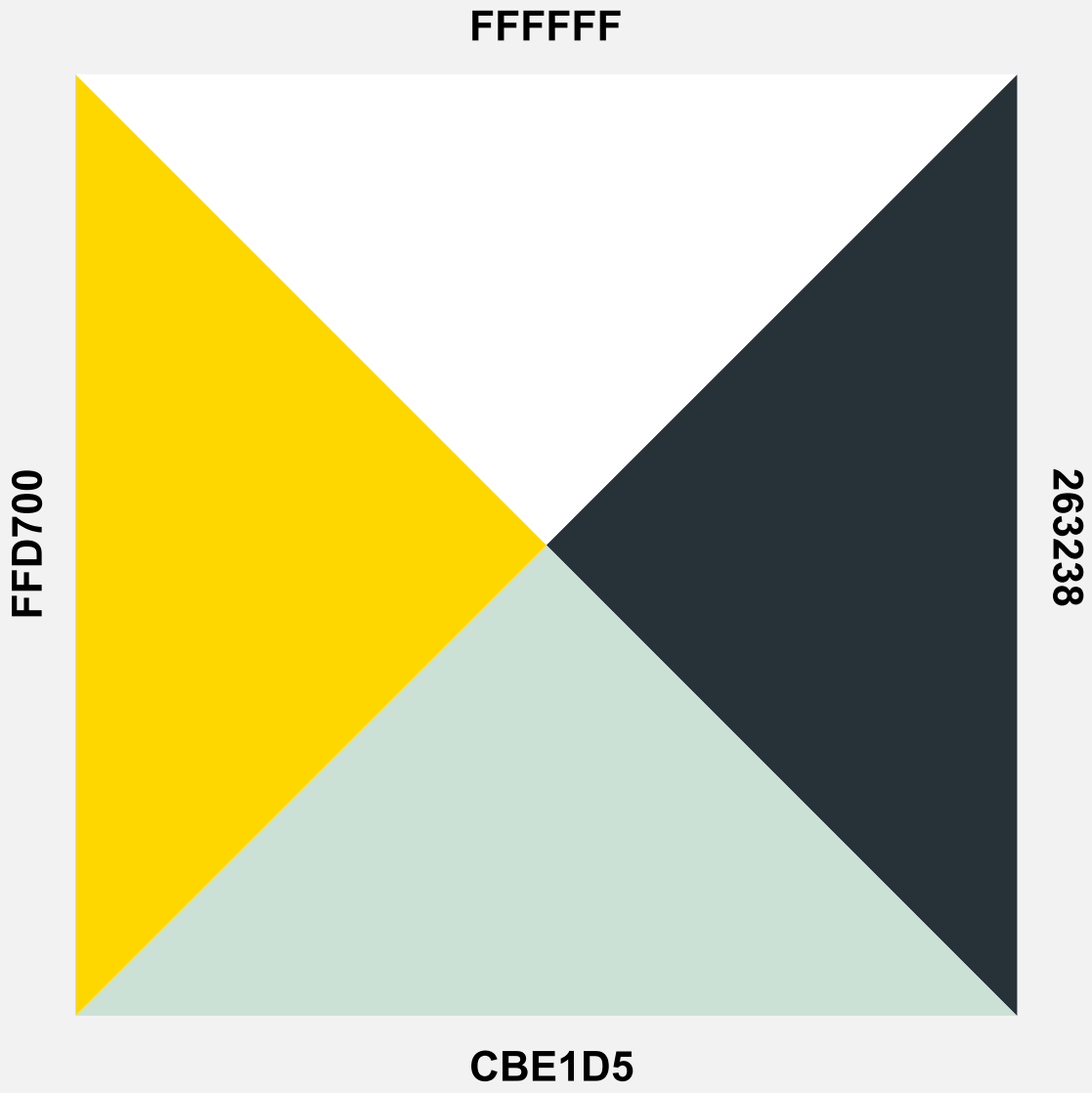
Color Palette

FFD700 (Gold/Yellow): Highlights key actions with a bright, positive tone, encouraging user engagement.

263238 (Charcoal Grey/Blue): Adds a professional, stable feel, used for headers and navigation.

CBE1D5 (Light Green/Teal): Provides a calm, balanced background, enhancing readability.

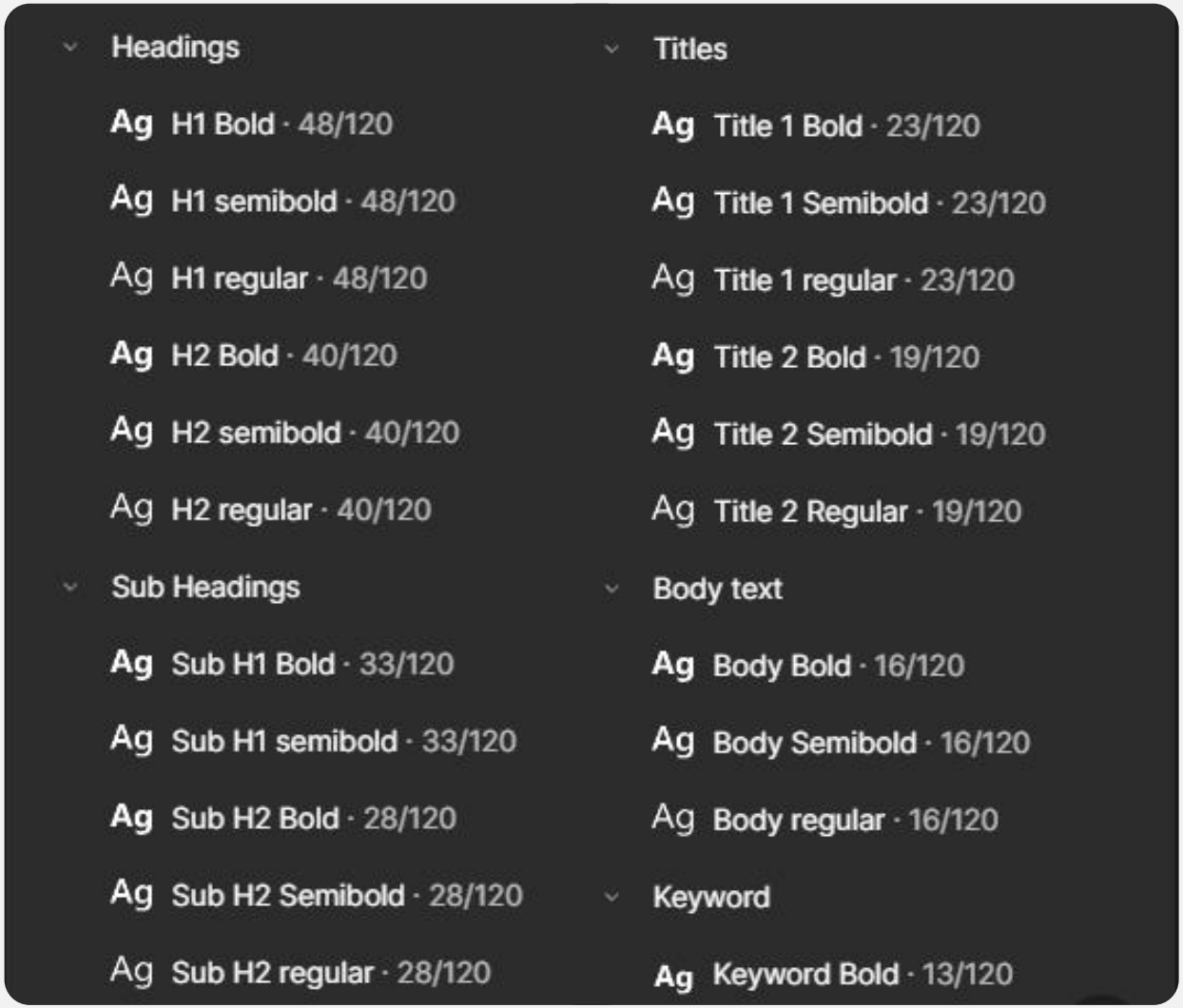
FFFFFF (White): Keeps the interface clean and uncluttered, focusing attention on content.



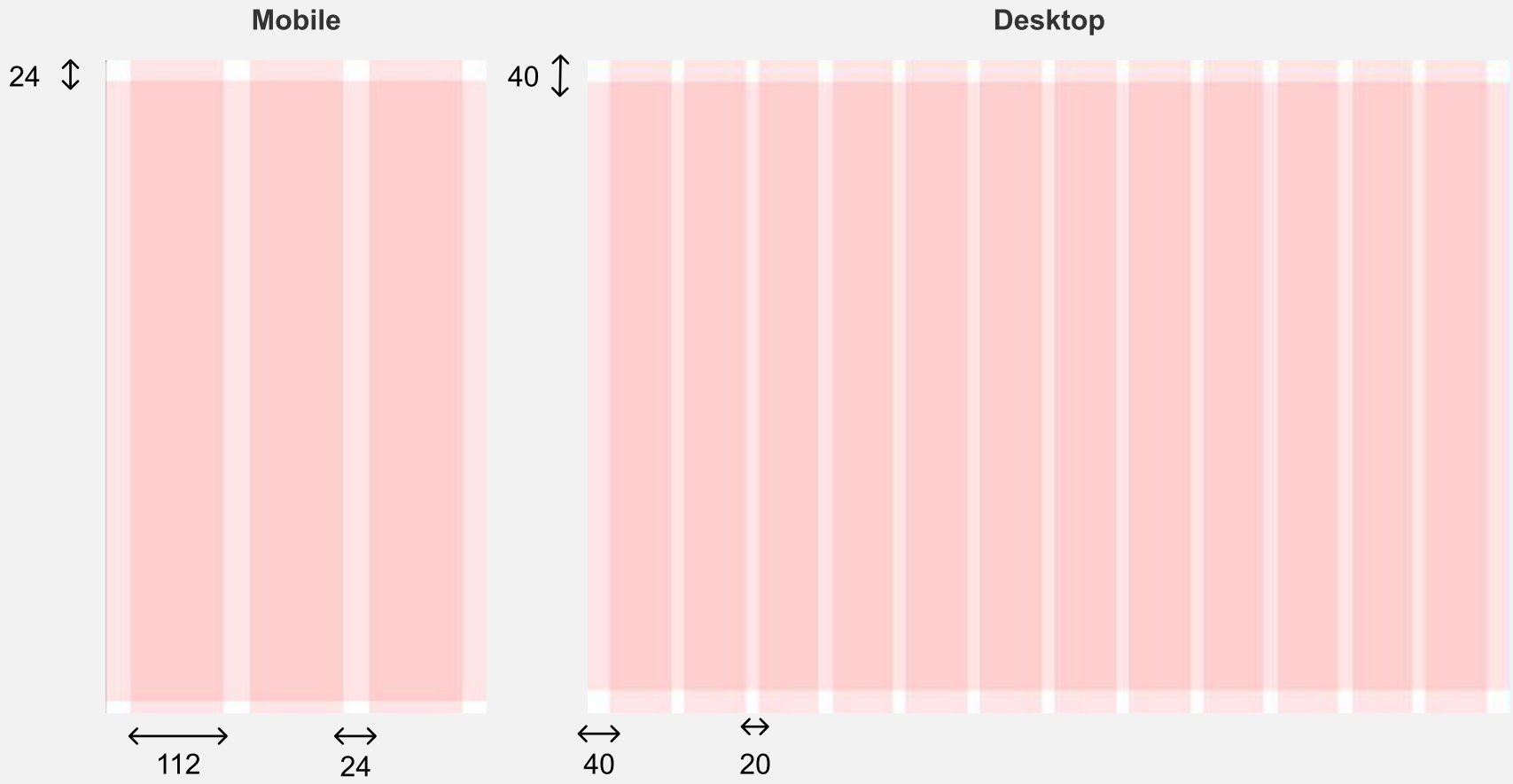
TYPOGRAPHY

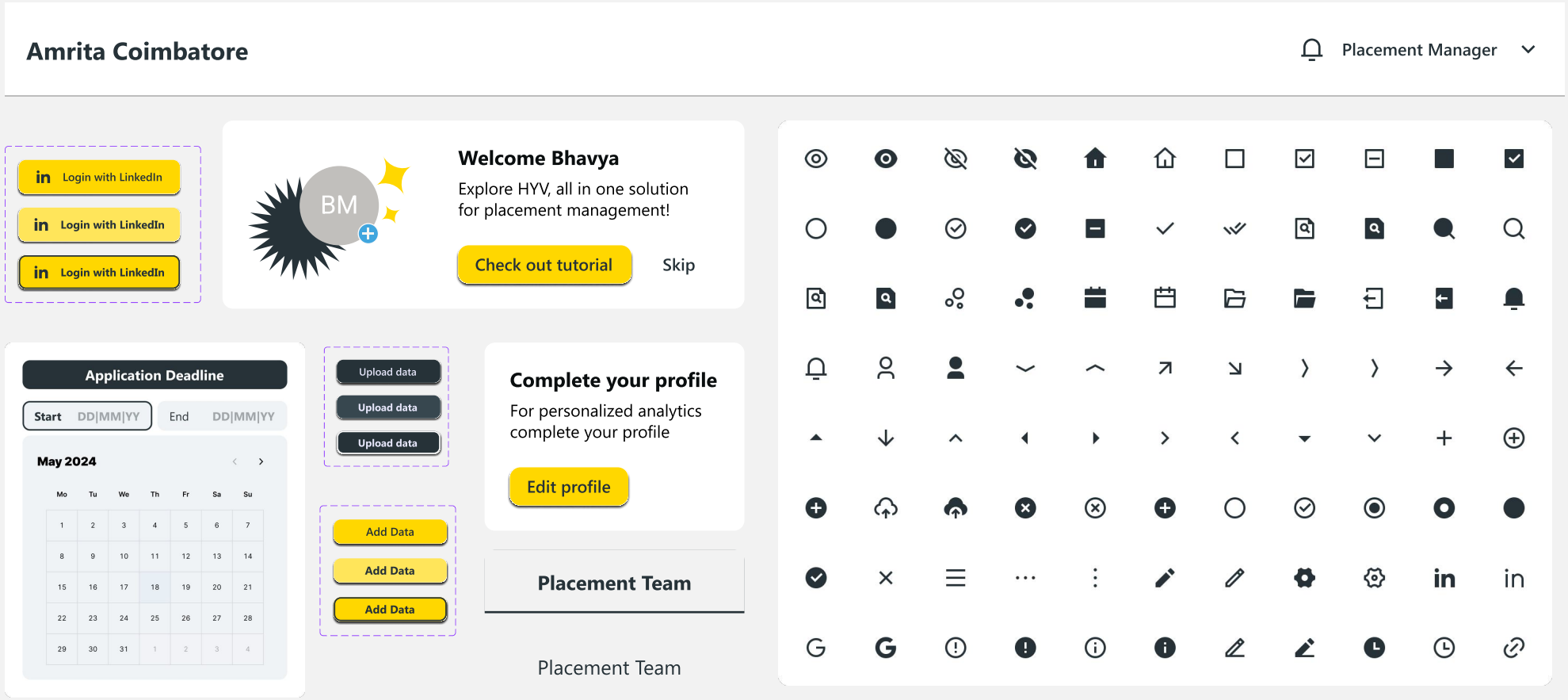
In the development of the MVP for the HYV project, font choices have been guided by principles similar to those outlined in Material Design. For consistency and readability, the following typography standards have been implemented:

- Headings and Titles: Font sizes for headings and titles are aligned with Material Design recommendations to ensure clarity and hierarchy.
- Body Text: The primary font used throughout the MVP is **Arial**. This choice provides a clean and legible appearance, supporting effective communication of content.



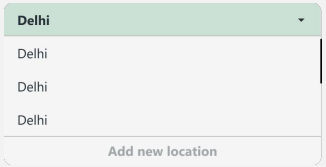
GRID

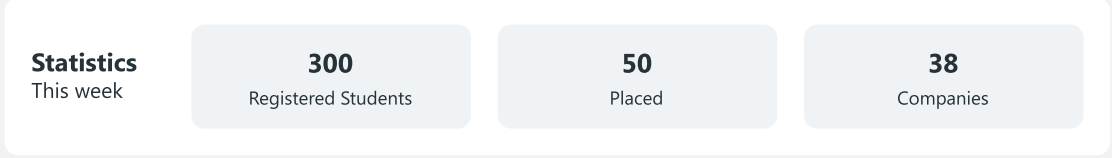


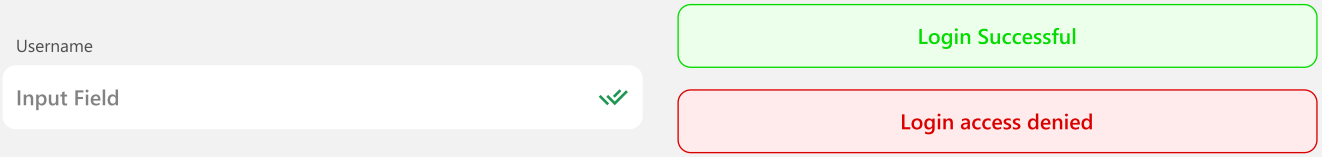


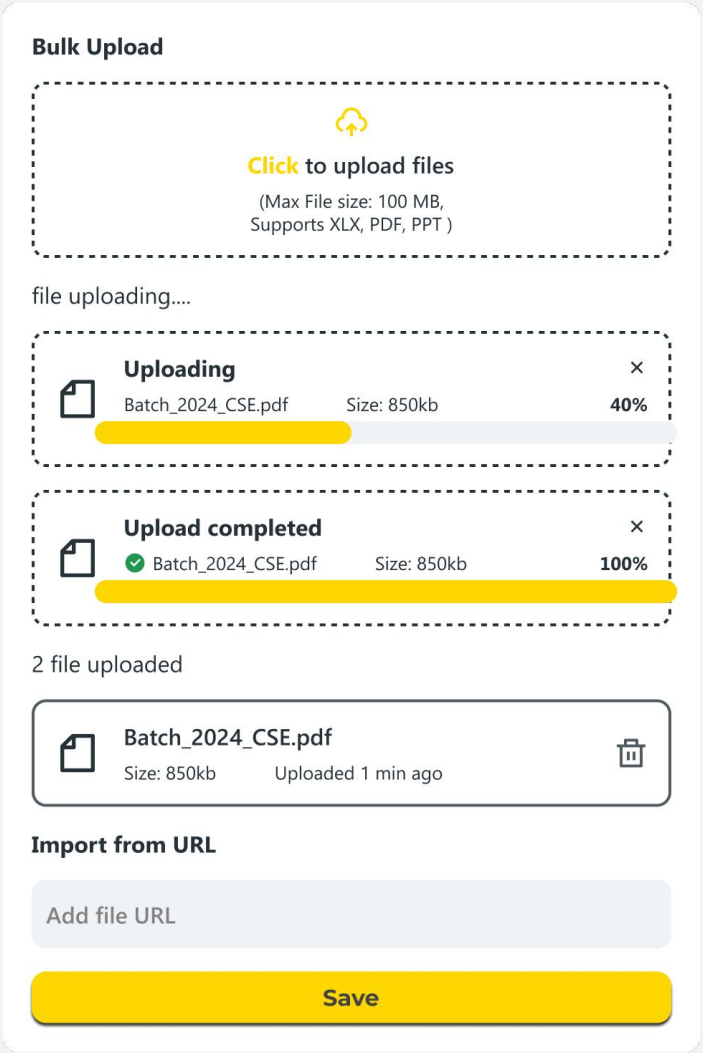
COMPONENTS

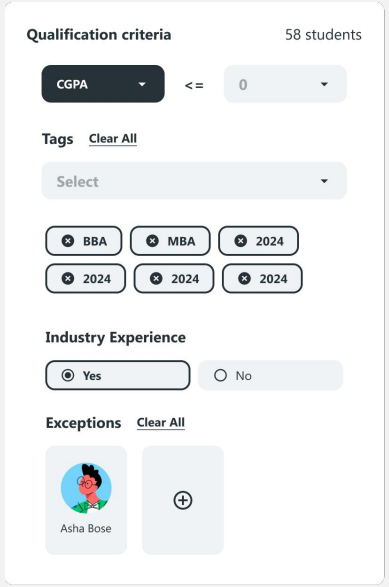
To ensure a smooth transition of design assets and maintain consistency during development, I created a detailed Component List for the developers.

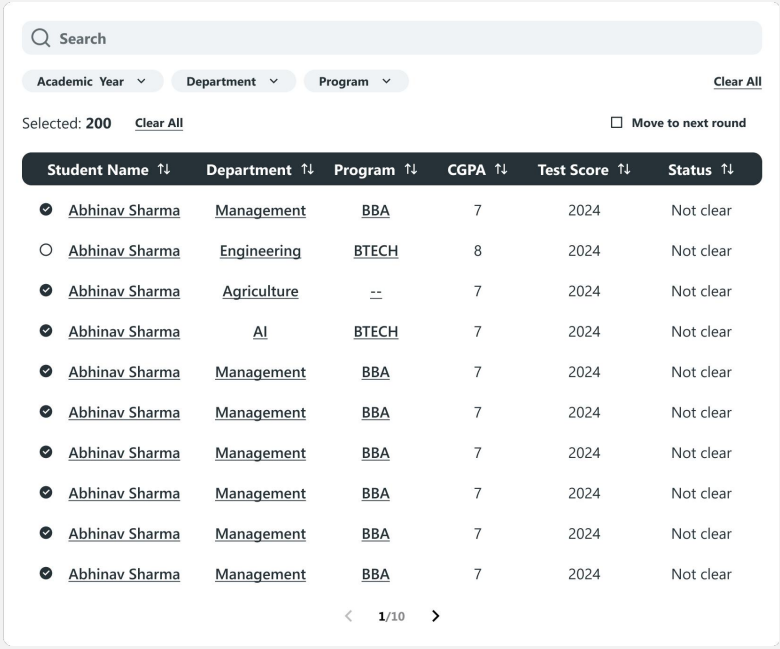


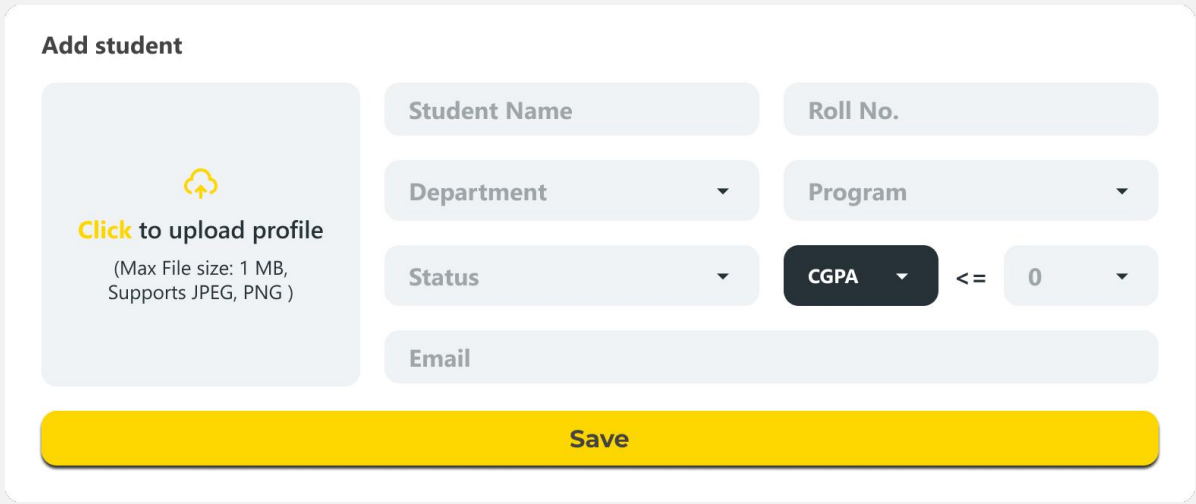





Bulk Upload
Click to upload files
(Max File size: 100 MB,
Supports XLX, PDF, PPT)
file uploading....
Uploading
Batch_2024_CSE.pdf
Size: 850kb
40%
Upload completed
Batch_2024_CSE.pdf
Size: 850kb
100%
2 file uploaded
Batch_2024_CSE.pdf
Size: 850kb
Uploaded 1 min ago
Import from URL
Add file URL
Save

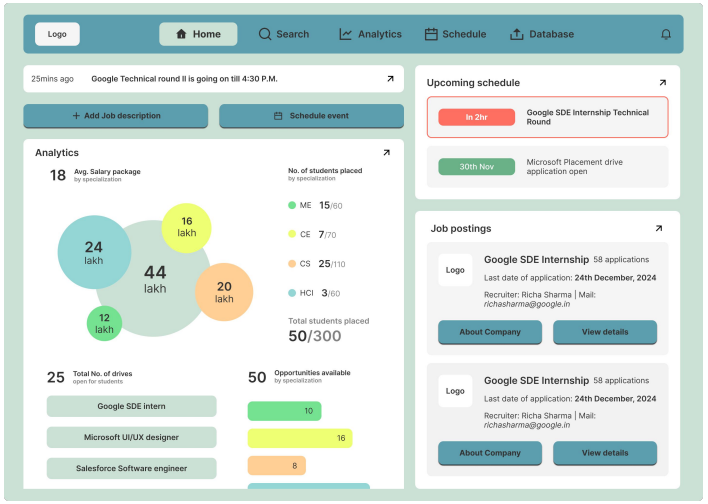

Qualification criteria
58 students
CGPA
<=
0
Tags
Clear All
Select
BBA
MBA
2024
2024
2024
2024
Industry Experience
Yes
No
Exceptions
Clear All
Asha Bose

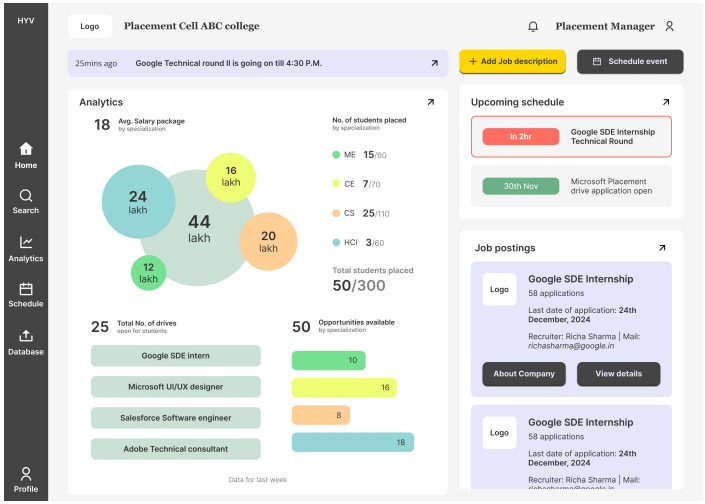

Search
Academic Year
Department
Program
Clear All
Selected: 200
Clear All
Move to next round
Student Name
Department
Program
CGPA
Test Score
Status
Abhinav Sharma
Management
BBA
7
2024
Not clear
Abhinav Sharma
Engineering
BTECH
8
2024
Not clear
Abhinav Sharma
Agriculture
--
7
2024
Not clear
Abhinav Sharma
AI
BTECH
7
2024
Not clear
Abhinav Sharma
Management
BBA
7
2024
Not clear
Abhinav Sharma
Management
BBA
7
2024
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Abhinav Sharma
Management
BBA
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Abhinav Sharma
Management
BBA
7
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2024
Not clear
1/10

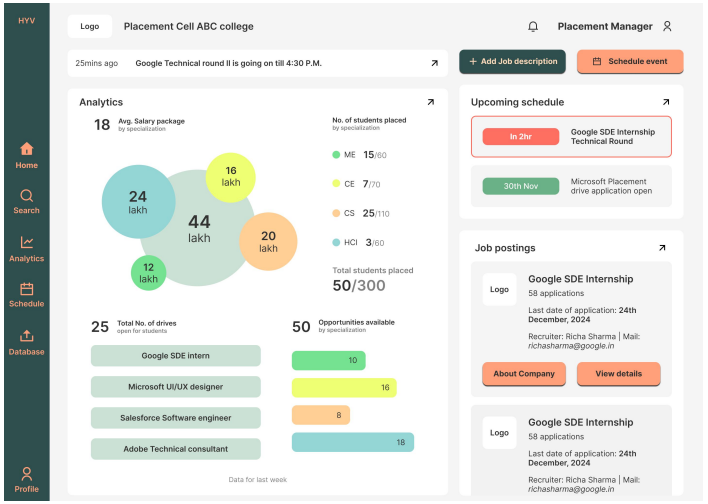

Add student
Click to upload profile
(Max File size: 1 MB,
Supports JPEG, PNG)
Student Name
Roll No.
Department
Program
Status
CGPA
<=
0
Email
Save

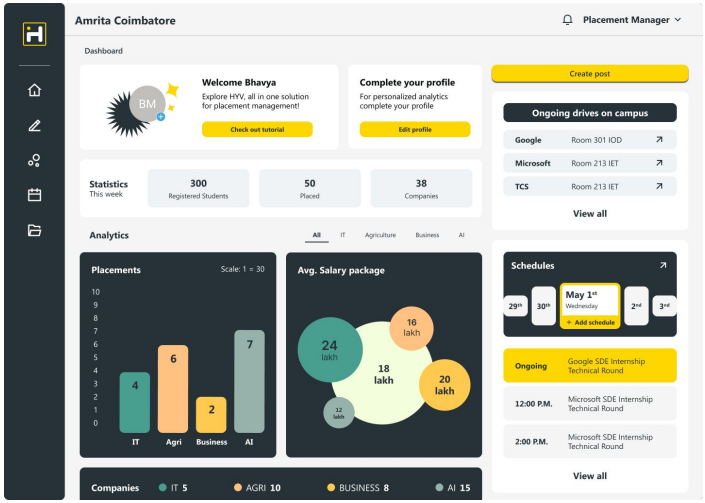
DASHBOARD EXPLORATION

I did lots of explorations with the dashboard and experimented with colors and font sizes

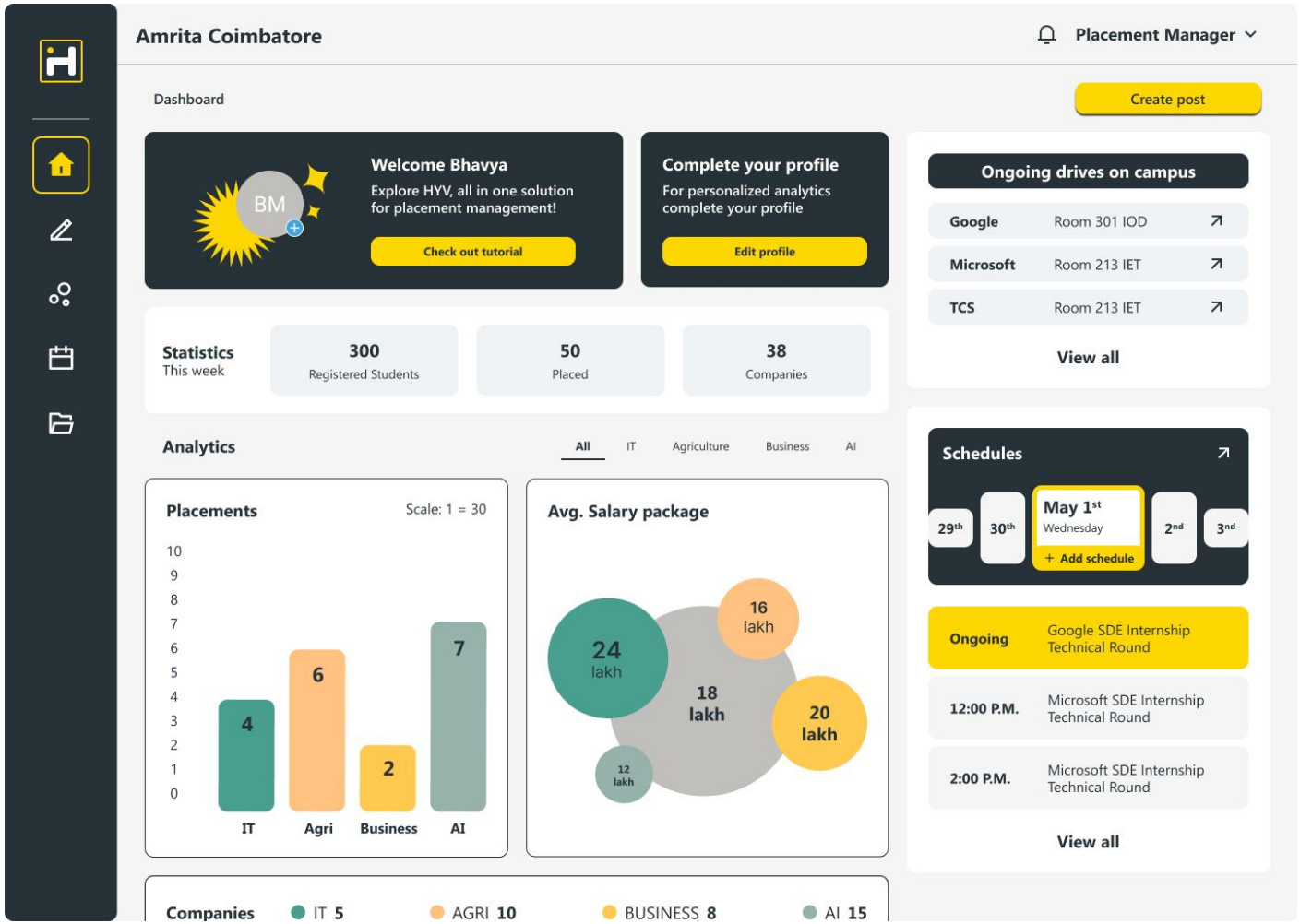




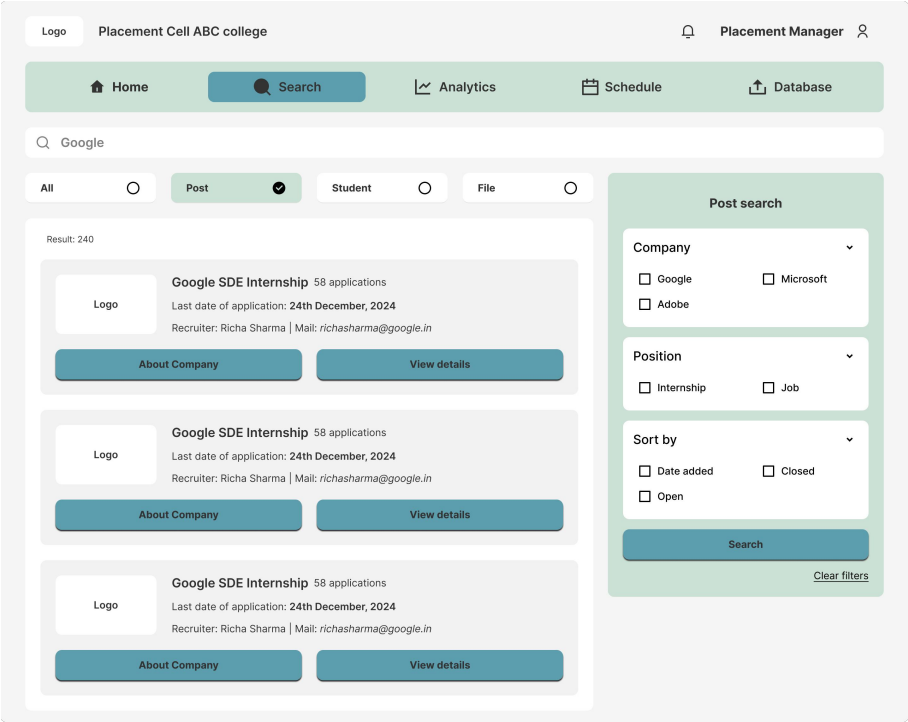


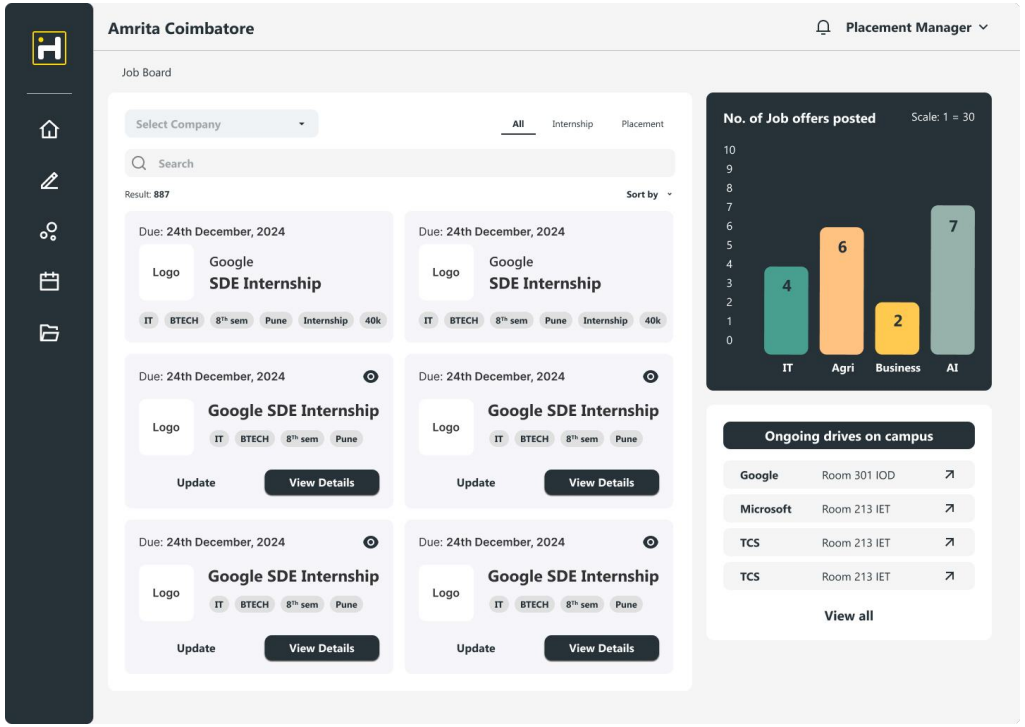


FINAL DASHBOARD

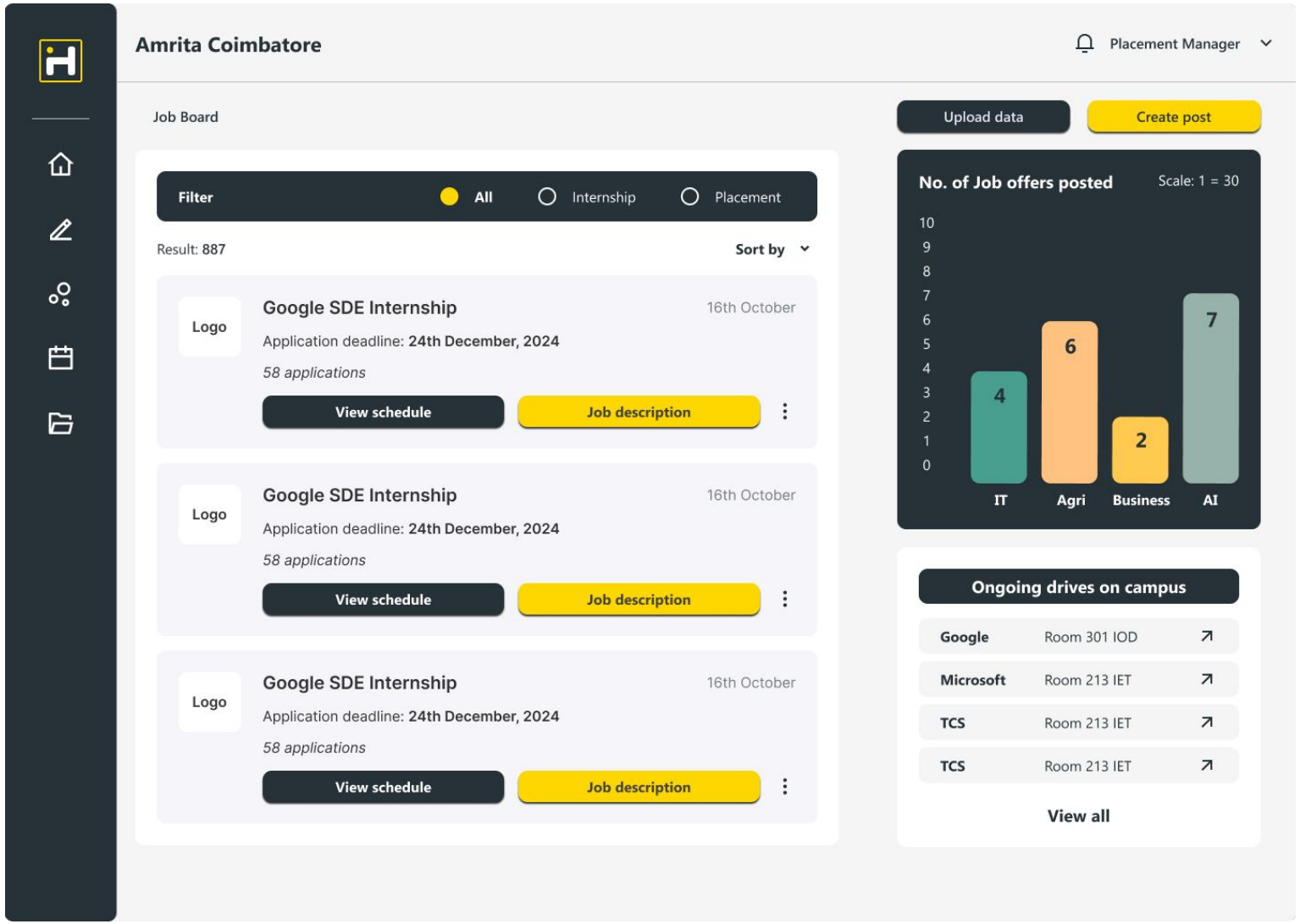


JOB BOARD EXPLORATIONS

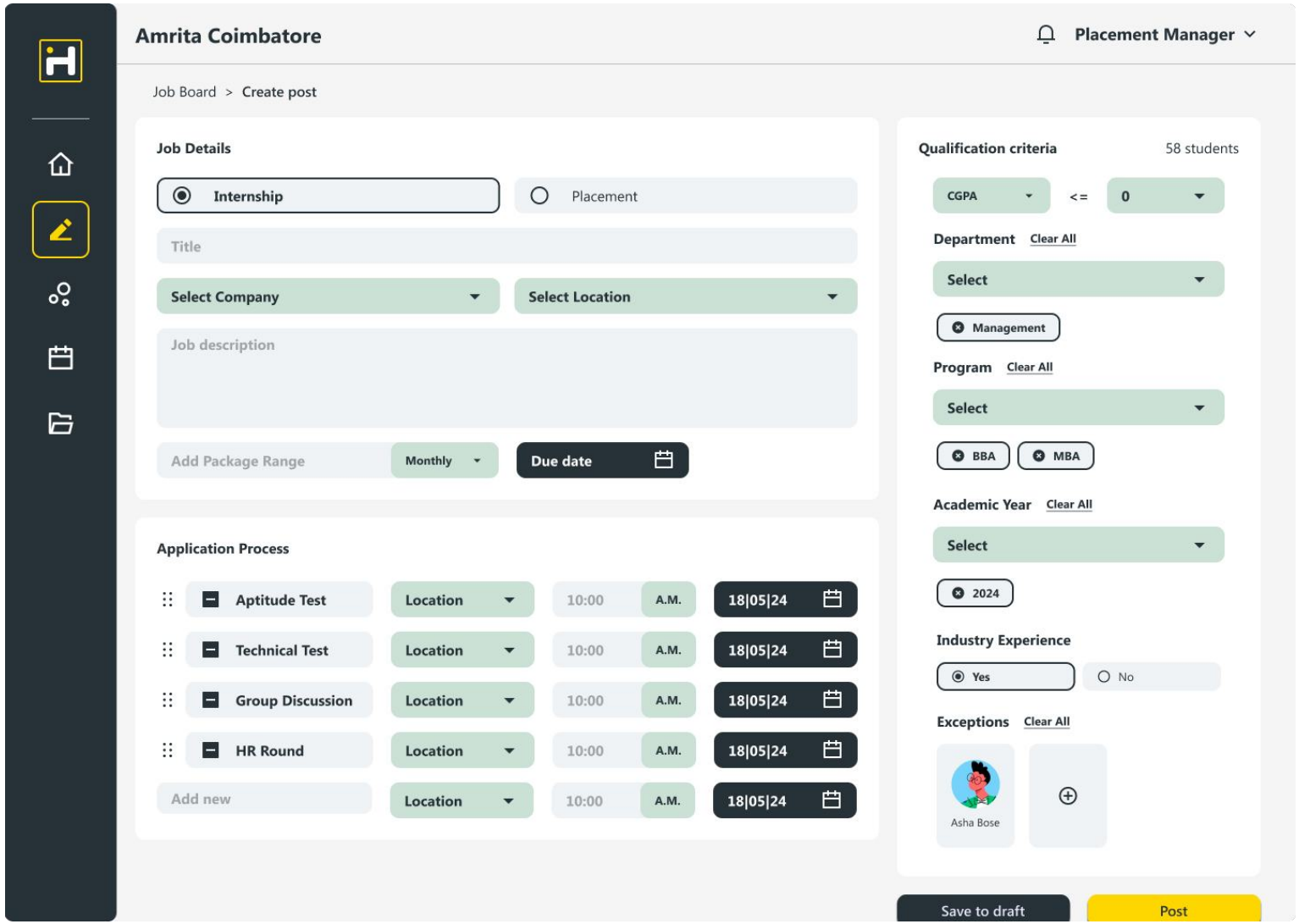




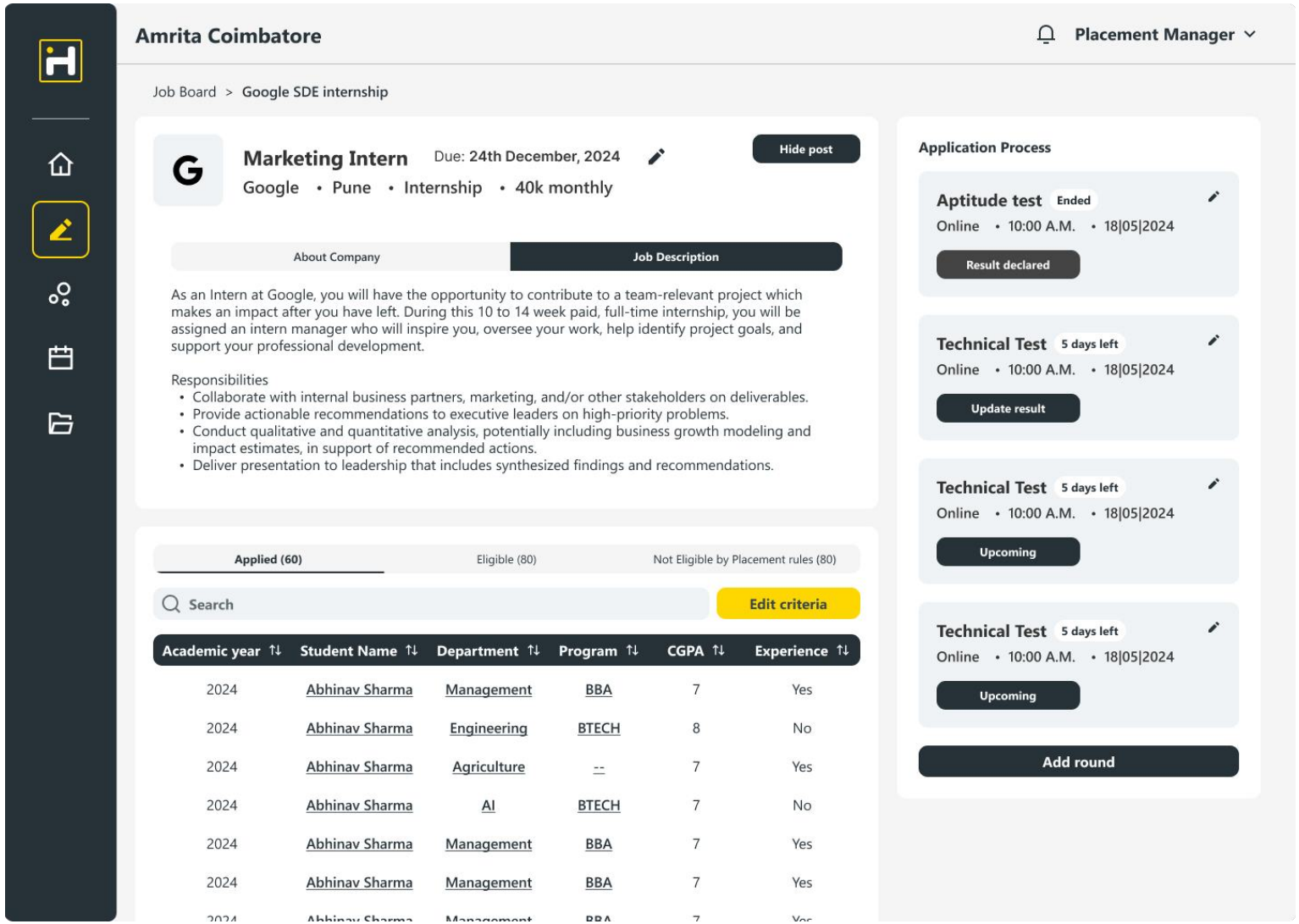
FINAL JOB BOARD



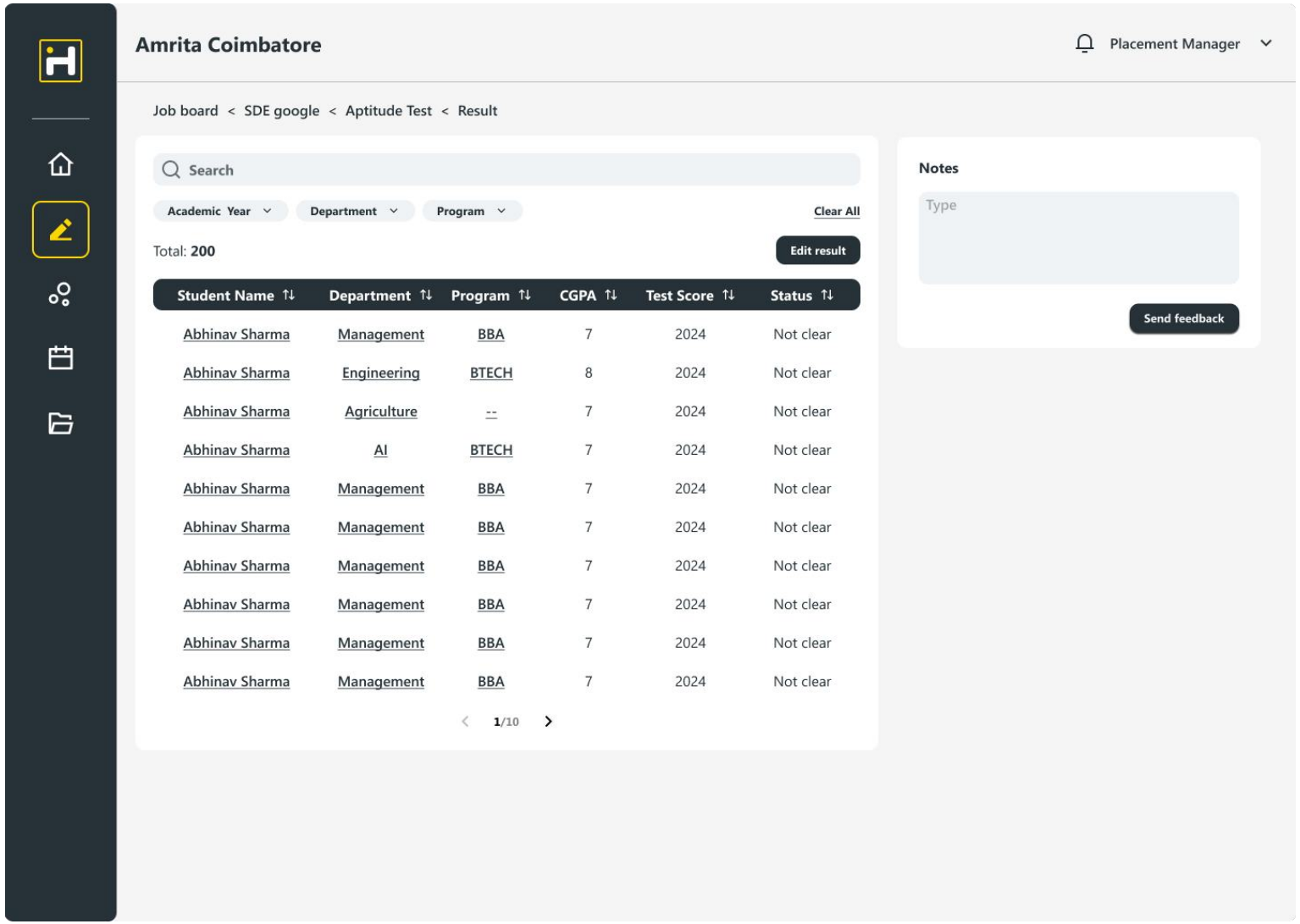
CREATE JOB


Amrita Coimbatore
Placement Manager
Job Board > Create post
Job Details
Internship
Placement
Title
Select Company
Select Location
Job description
Add Package Range
Monthly
Due date
Application Process
Aptitude Test
Technical Test
Group Discussion
HR Round
Add new
Location
10:00
A.M.
18|05|24
Qualification criteria
58 students
CGPA
<=
0
Department
Clear All
Select
Management
Program
Clear All
Select
BBA
MBA
Academic Year
Clear All
Select
2024
Industry Experience
Yes
No
Exceptions
Clear All
Asha Bose
Save to draft
Post

VIEW JD


Amrita Coimbatore
Placement Manager
Job Board > Google SDE internship
Marketing Intern
Due: 24th December, 2024
Google • Pune • Internship • 40k monthly
Hide post
About Company
Job Description
As an Intern at Google, you will have the opportunity to contribute to a team-relevant project which makes an impact after you have left. During this 10 to 14 week paid, full-time internship, you will be assigned an intern manager who will inspire you, oversee your work, help identify project goals, and support your professional development.
Responsibilities
• Collaborate with internal business partners, marketing, and/or other stakeholders on deliverables.
• Provide actionable recommendations to executive leaders on high-priority problems.
• Conduct qualitative and quantitative analysis, potentially including business growth modeling and impact estimates, in support of recommended actions.
• Deliver presentation to leadership that includes synthesized findings and recommendations.
Applied (60)
Eligible (80)
Not Eligible by Placement rules (80)
Search
Edit criteria
Academic year
Student Name
Department
Program
CGPA
Experience
2024 Abhinav Sharma Management BBA 7 Yes
2024 Abhinav Sharma Engineering BTECH 8 No
2024 Abhinav Sharma Agriculture -- 7 Yes
2024 Abhinav Sharma AI BTECH 7 No
2024 Abhinav Sharma Management BBA 7 Yes
2024 Abhinav Sharma Management BBA 7 Yes
Application Process
Aptitude test Ended
Online • 10:00 A.M. • 18|05|2024
Result declared
Technical Test 5 days left
Online • 10:00 A.M. • 18|05|2024
Update result
Technical Test 5 days left
Online • 10:00 A.M. • 18|05|2024
Upcoming
Technical Test 5 days left
Online • 10:00 A.M. • 18|05|2024
Upcoming
Add round

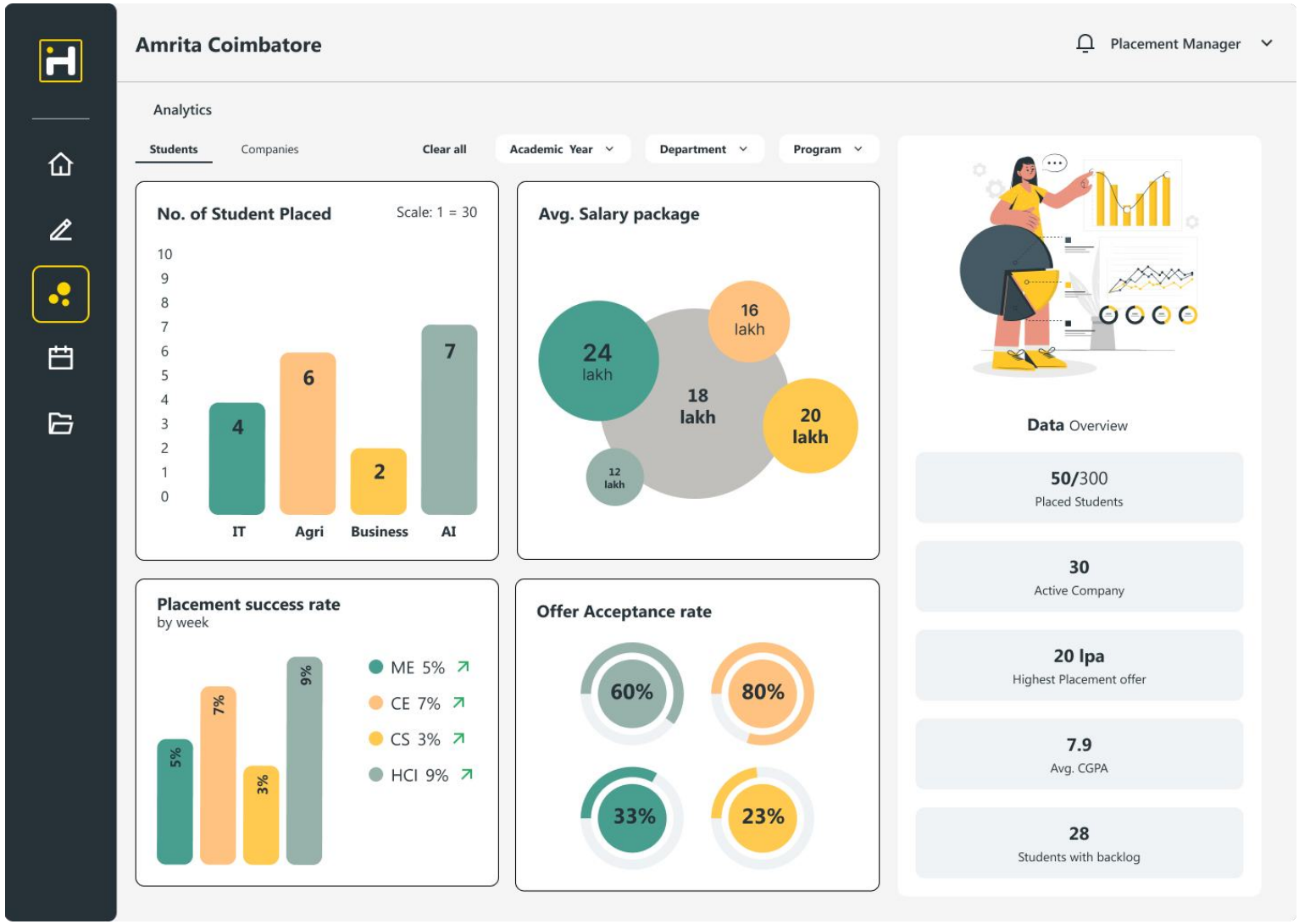
UPDATE RESULT



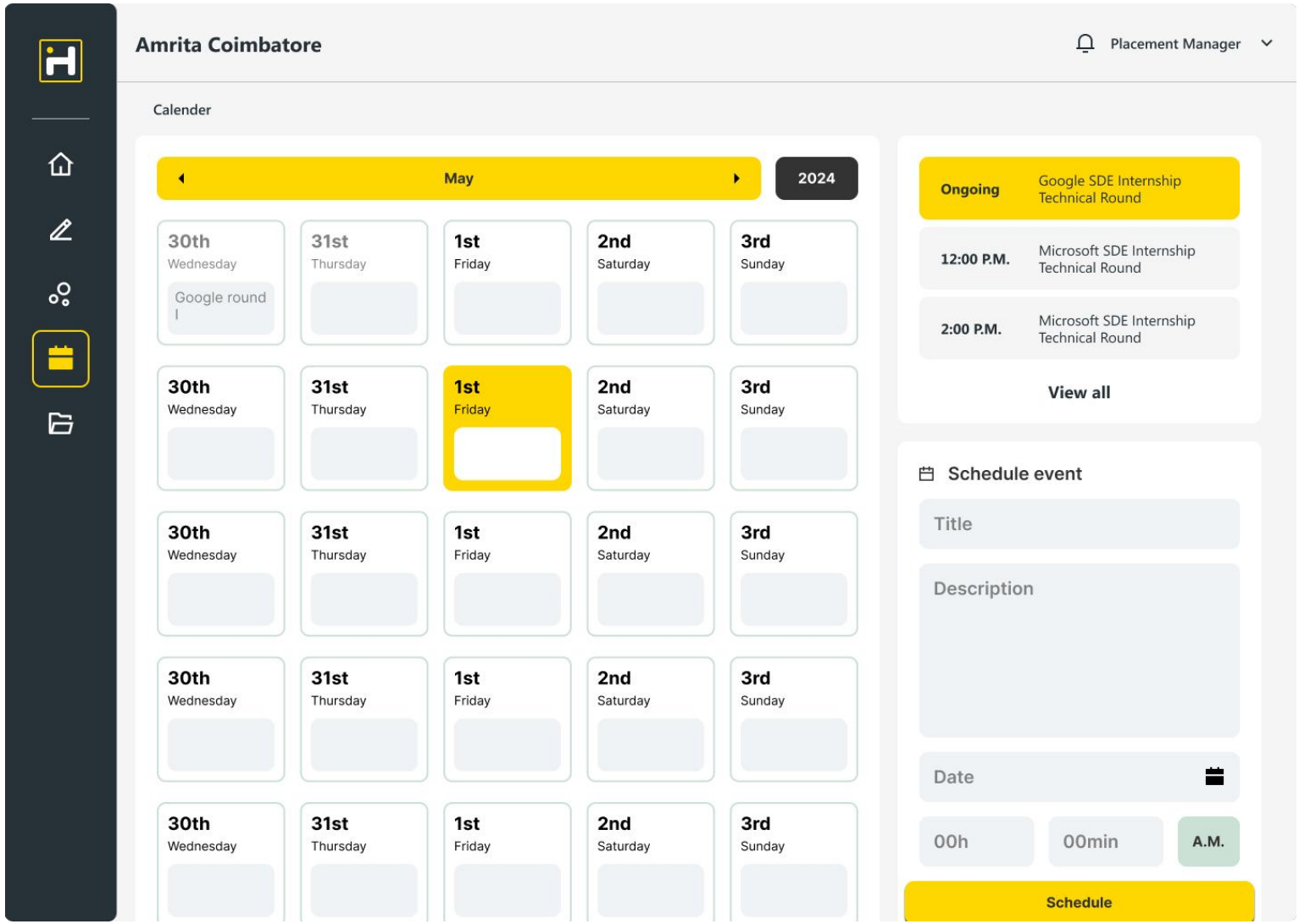
ANALYTICS EXPLORATIONS



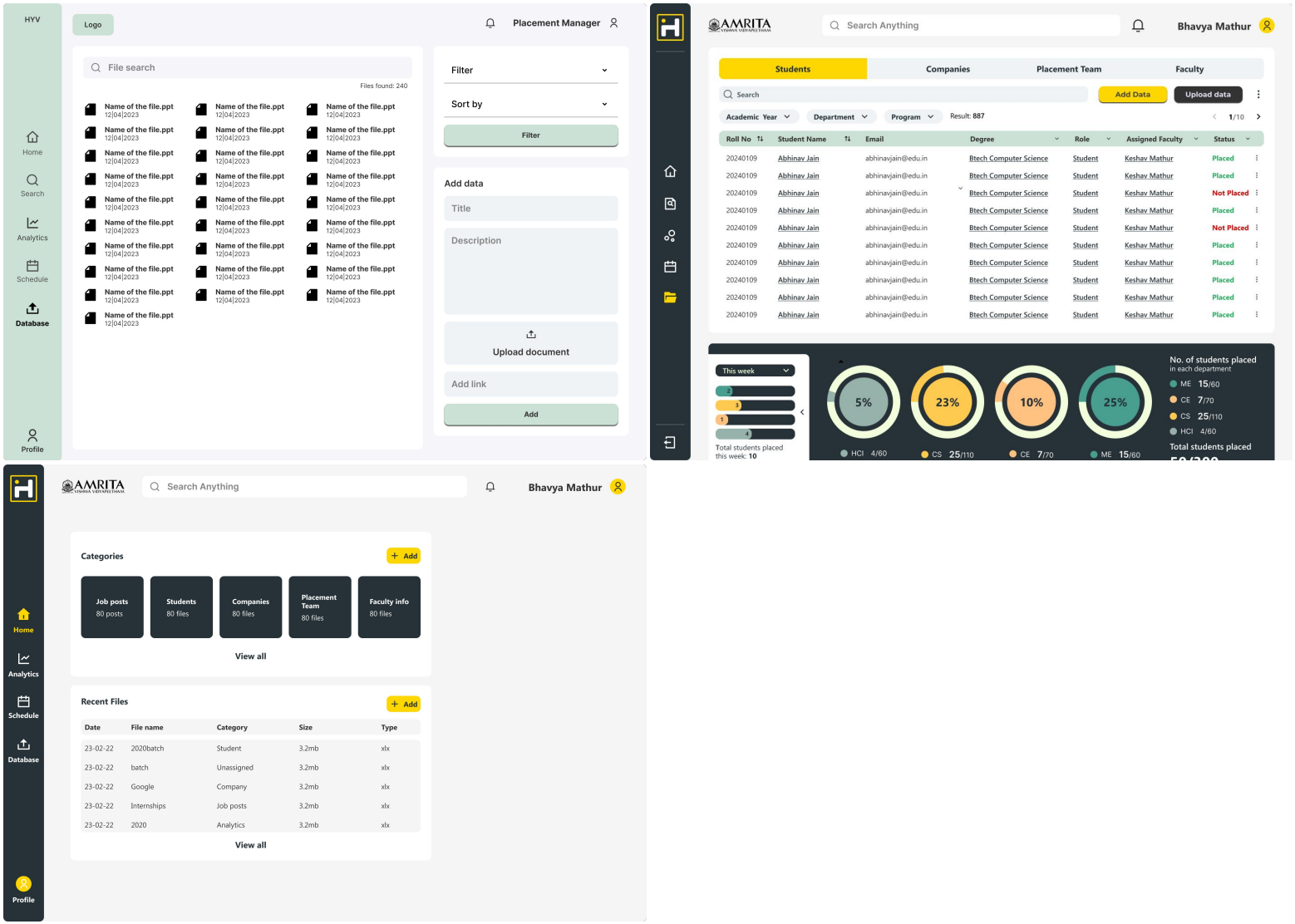
FINAL ANALYTICS



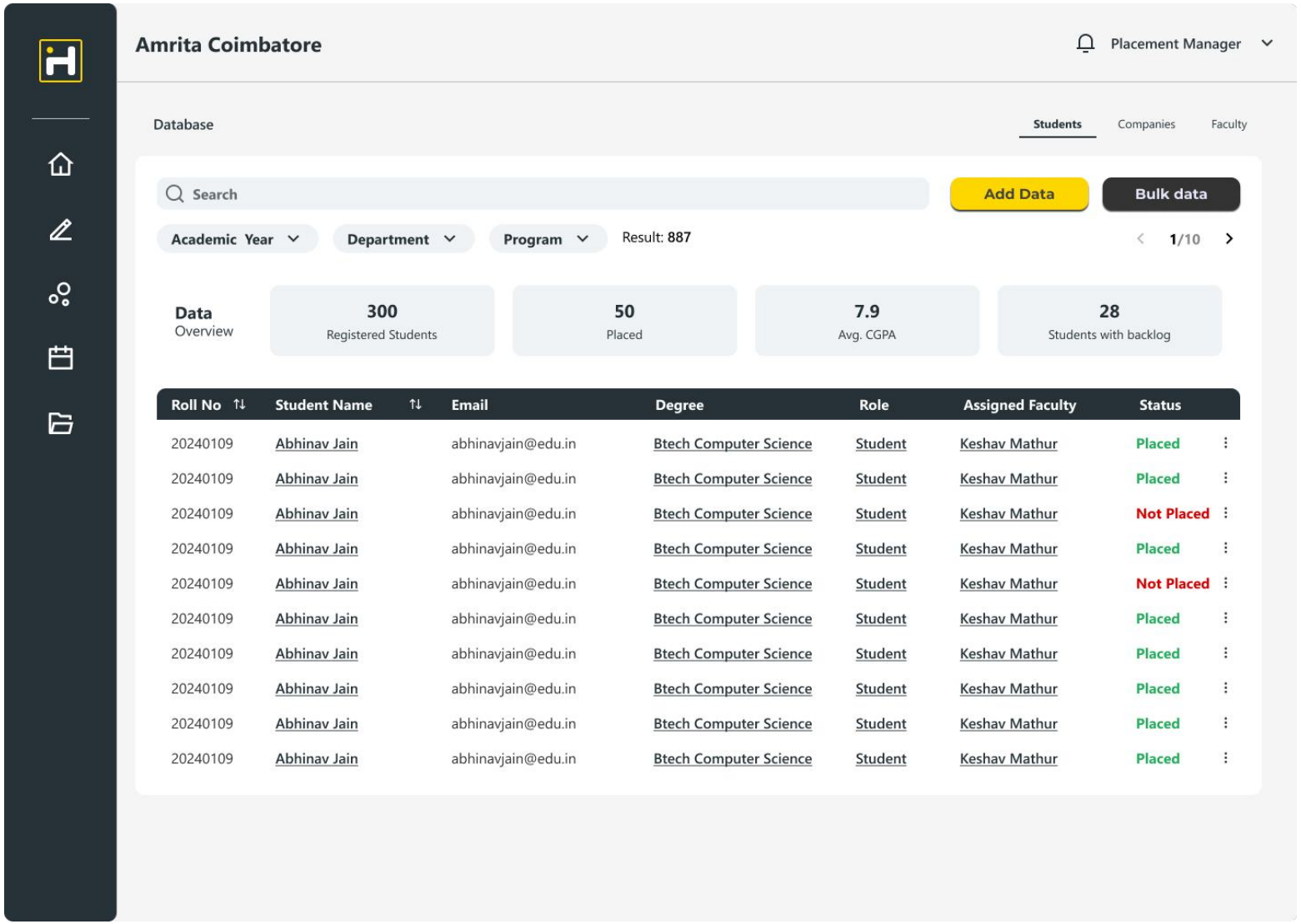
FINAL CALENDAR



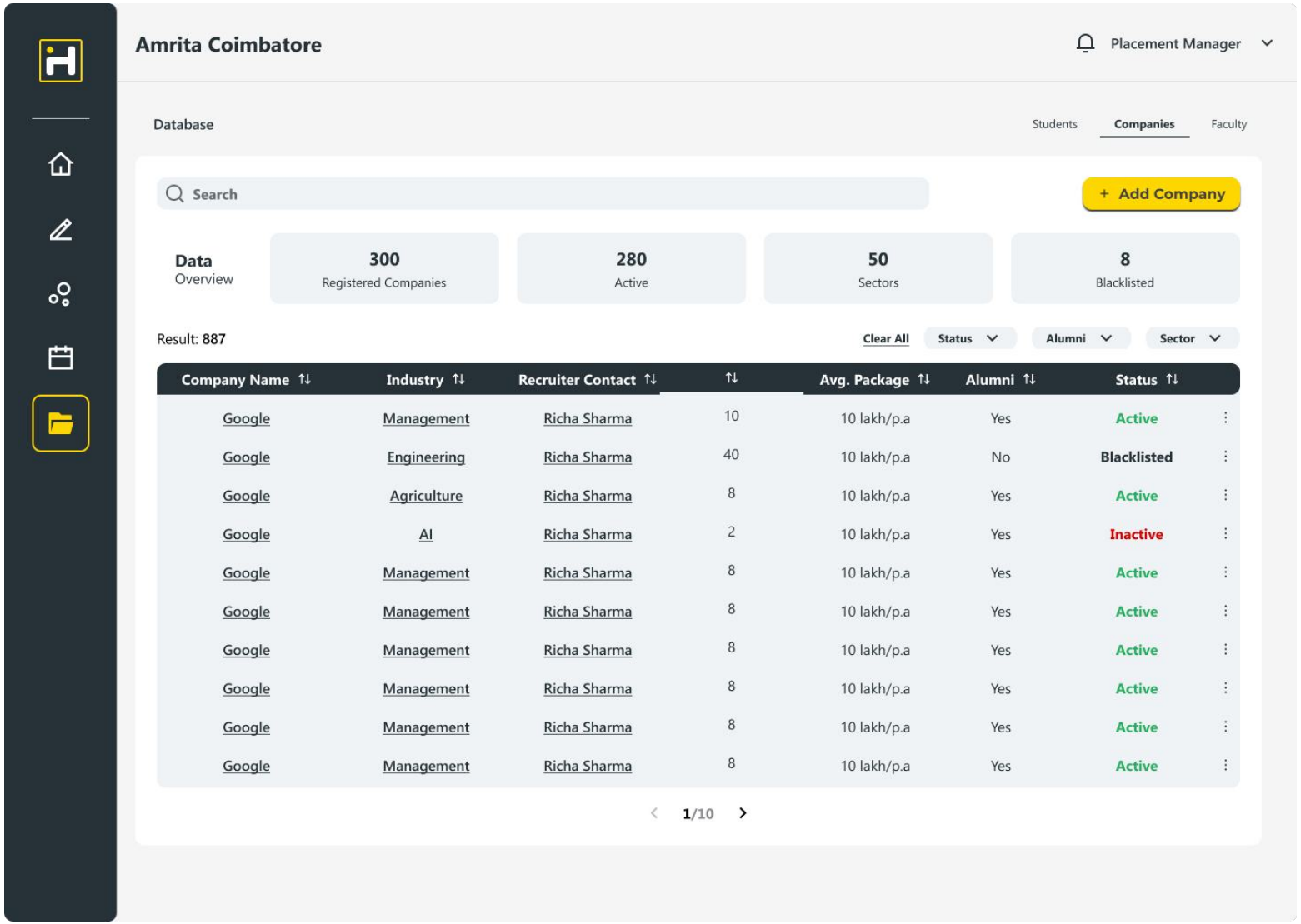
DATABASE EXPLORATIONS



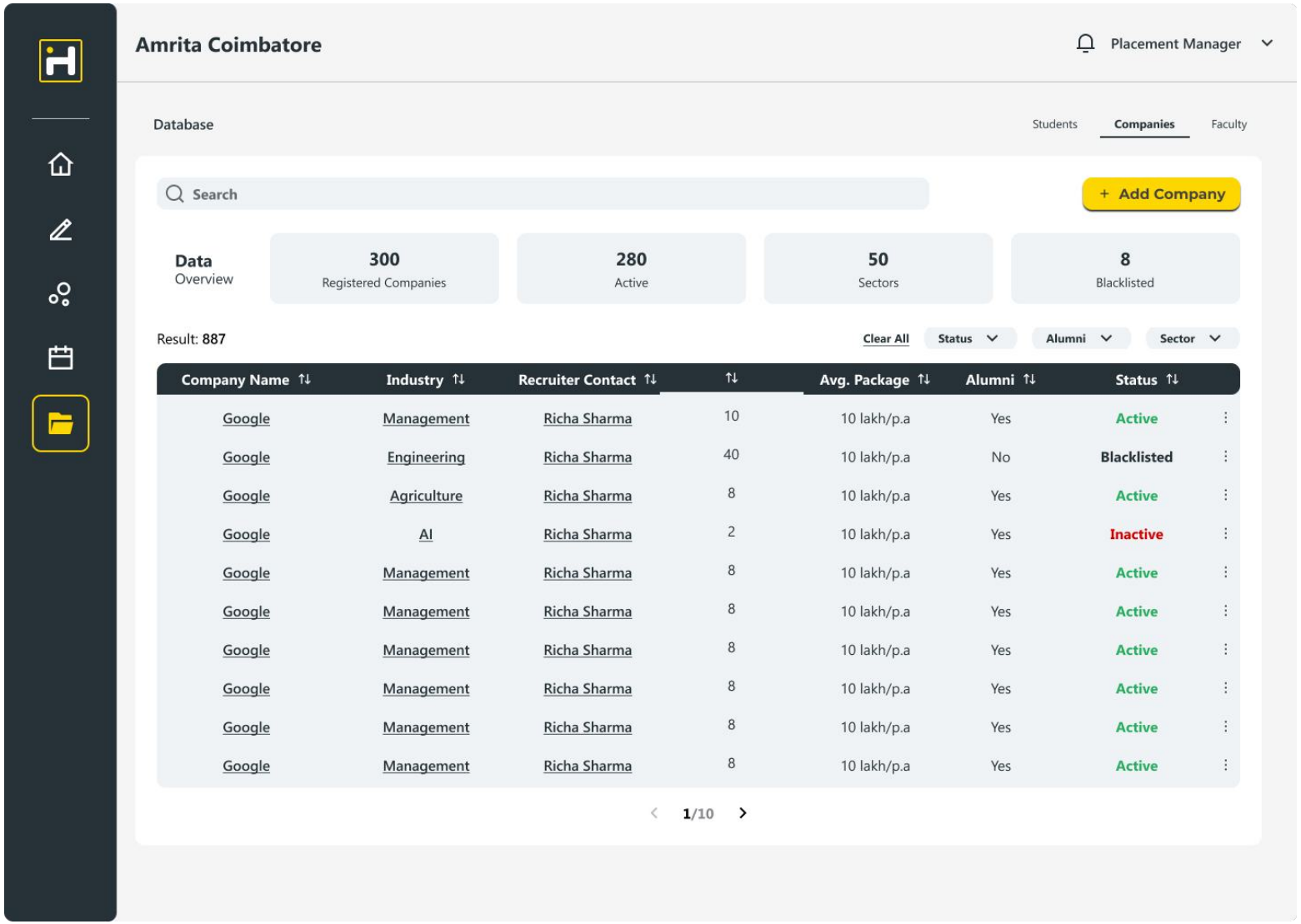
FINAL DATABASE (STUDENT)



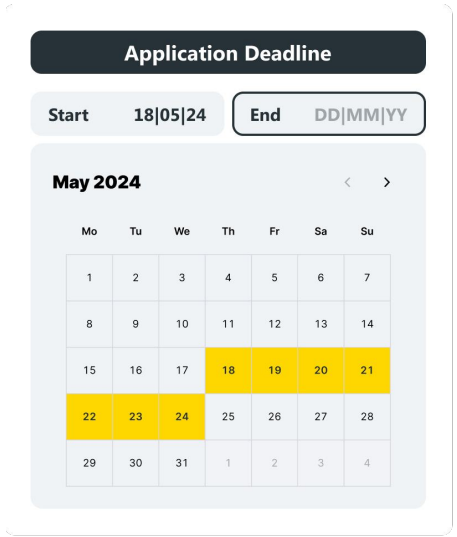
FINAL DATABASE (COMPANY)



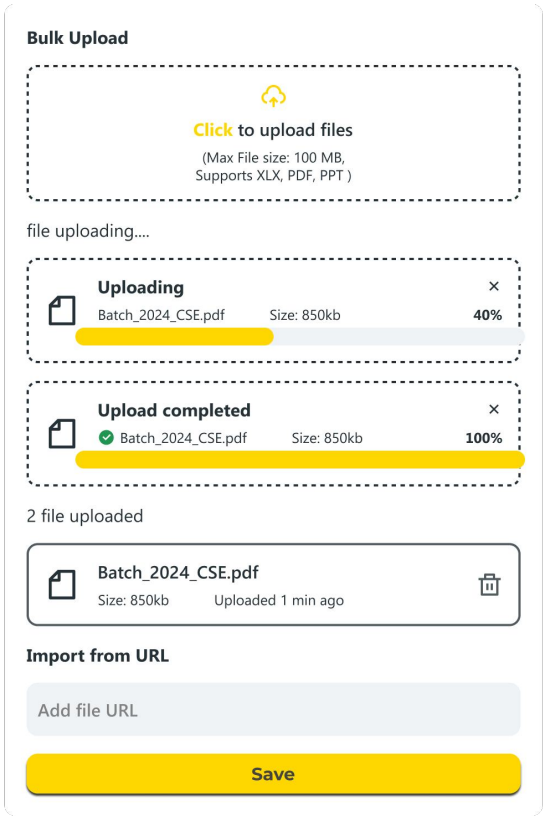
FINAL DATABASE (FACULTY)

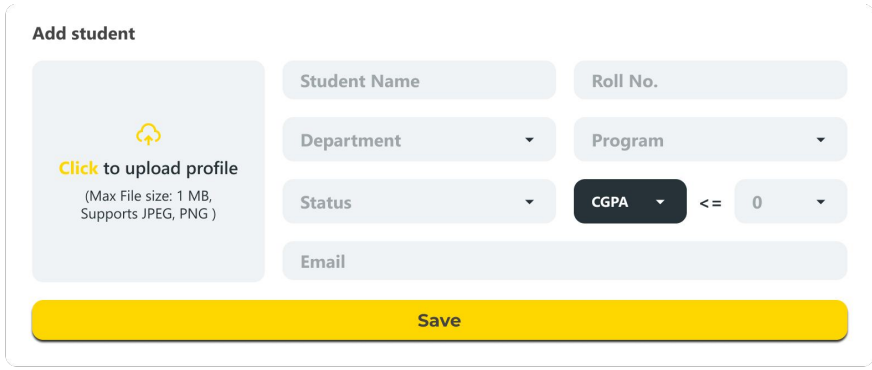


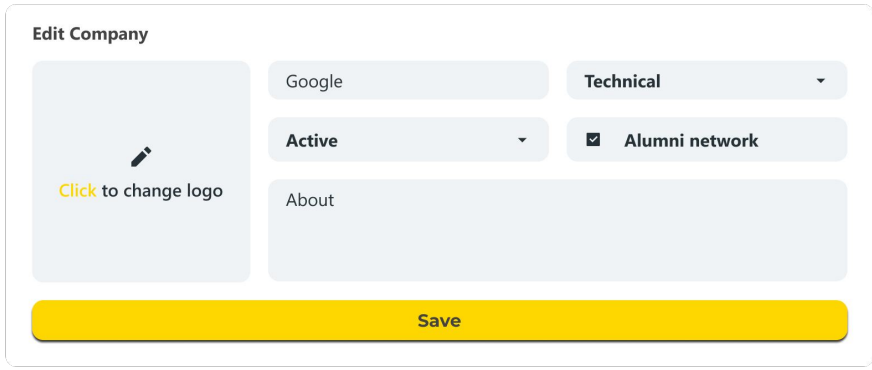
DATABASE (COMPONENTS)



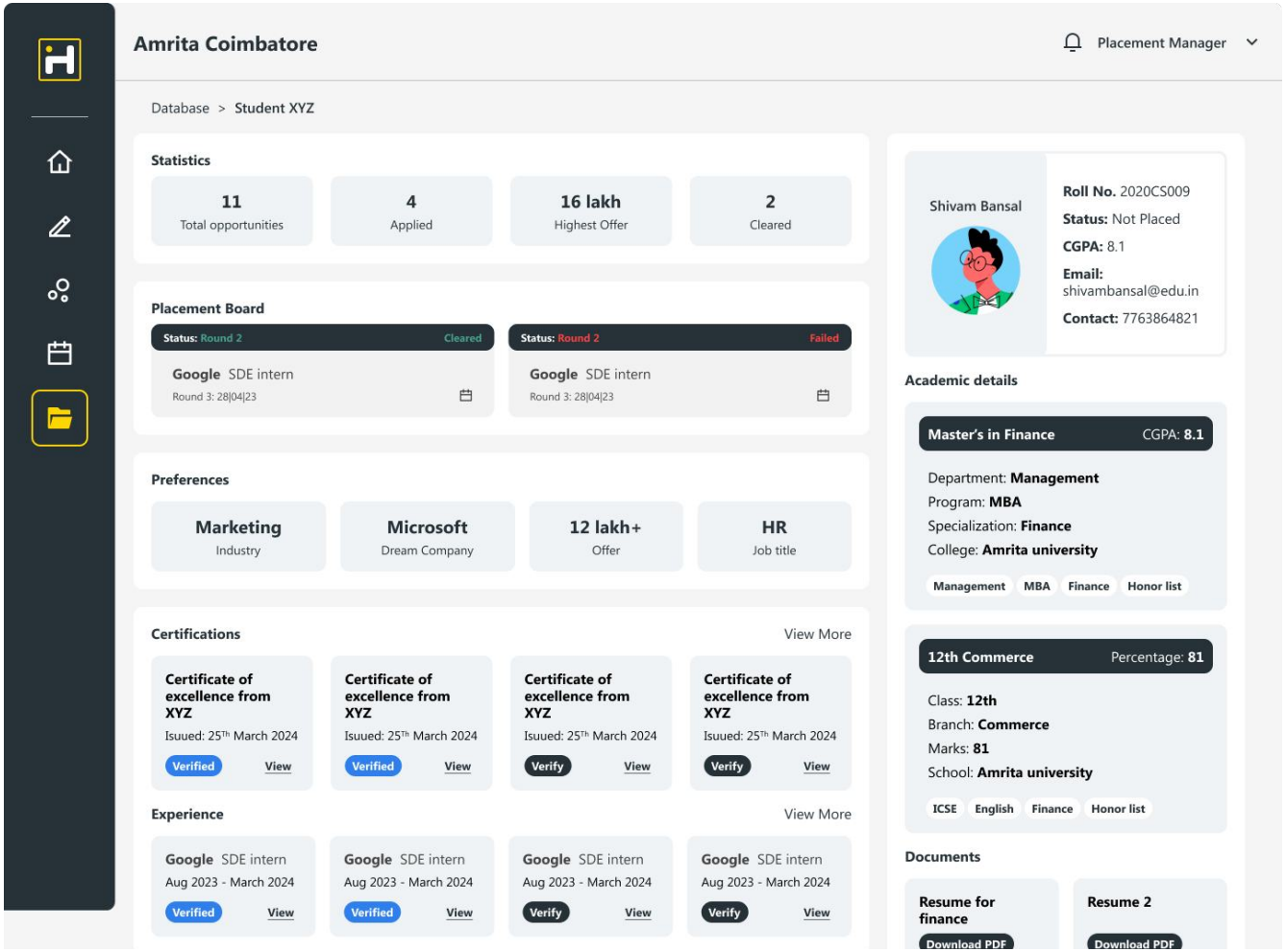




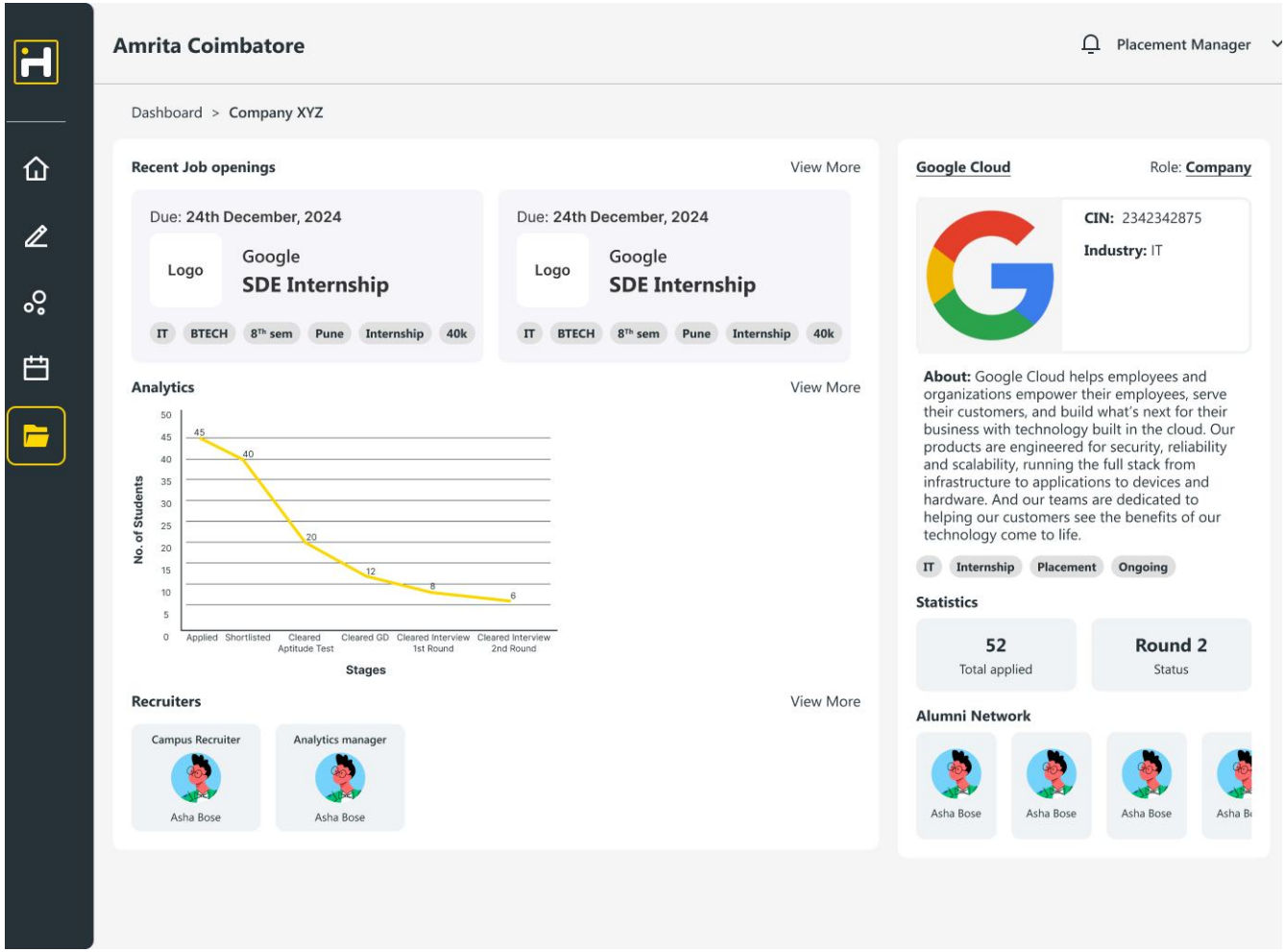




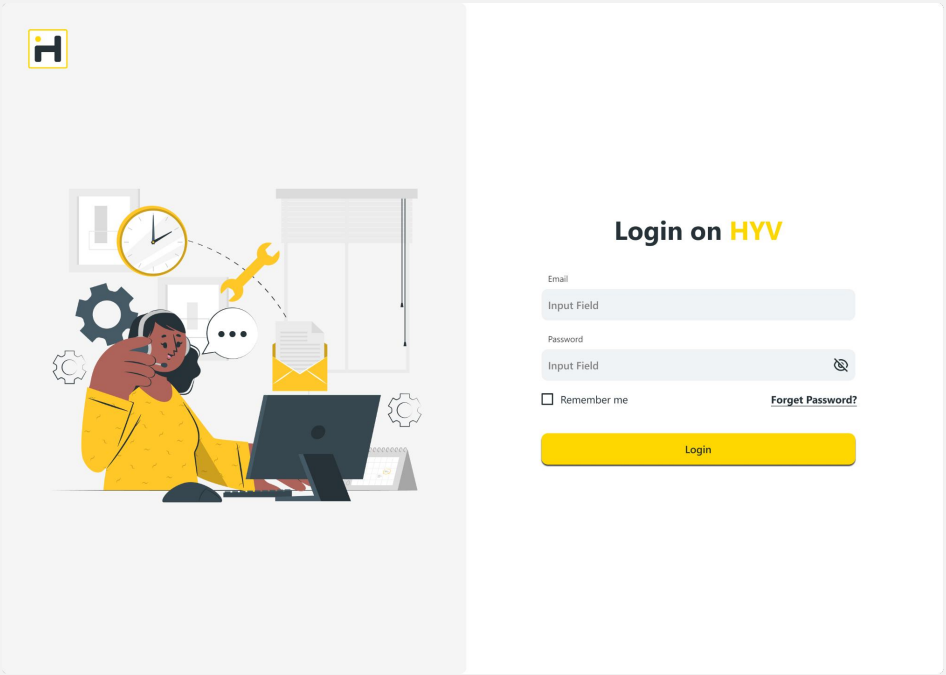
VIEW STUDENT PROFILE

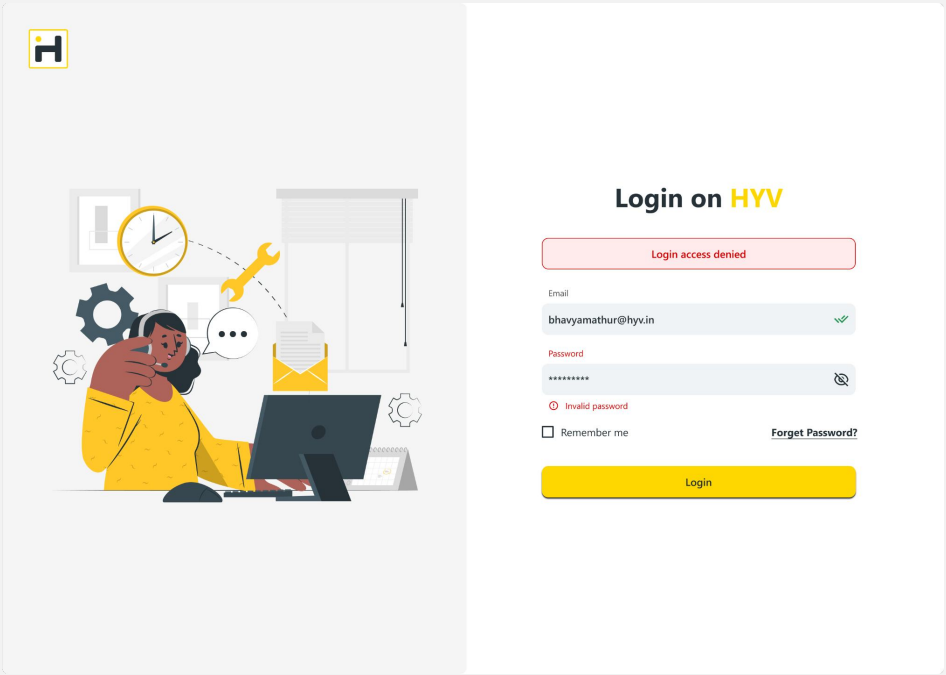


VIEW COMPANY PROFILE

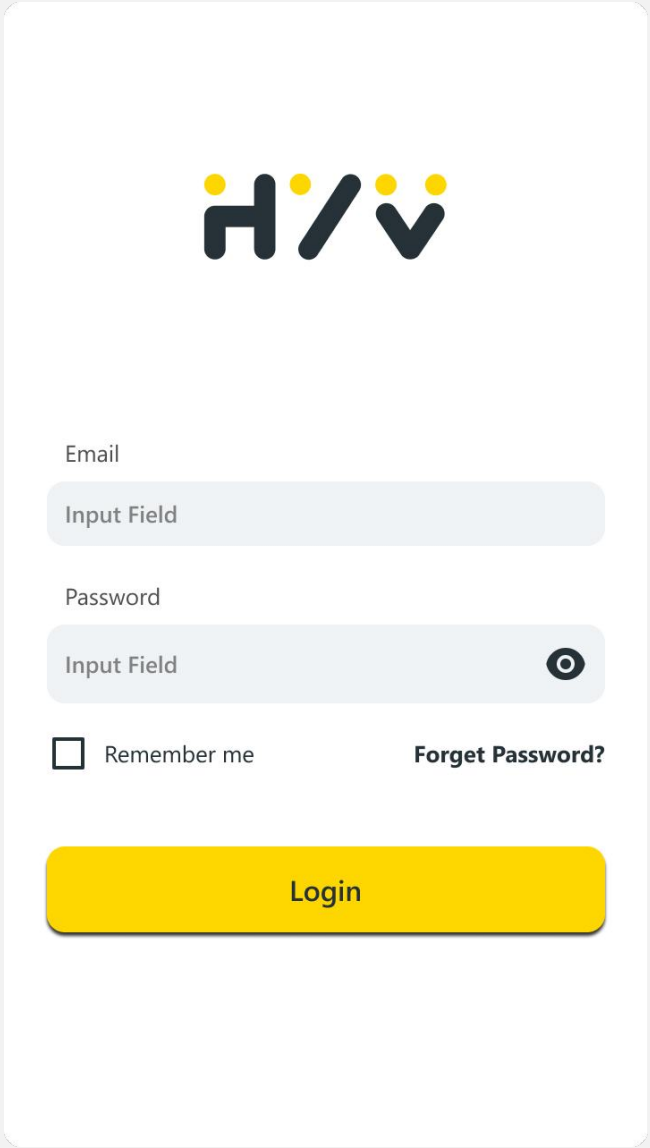


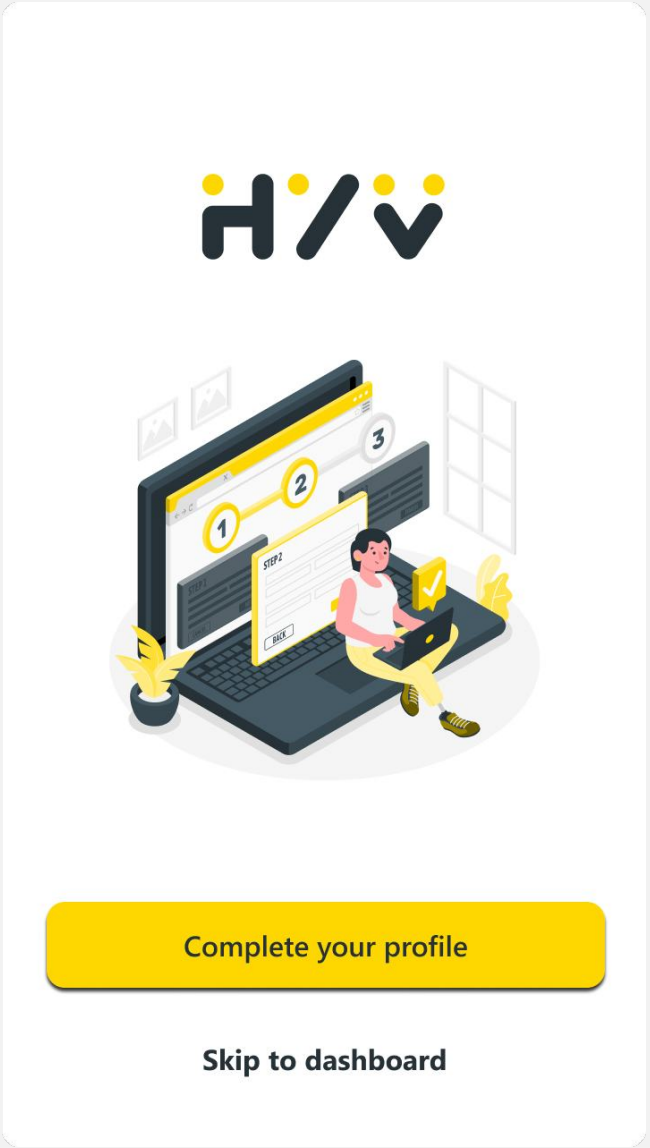
LOGIN SCREENS



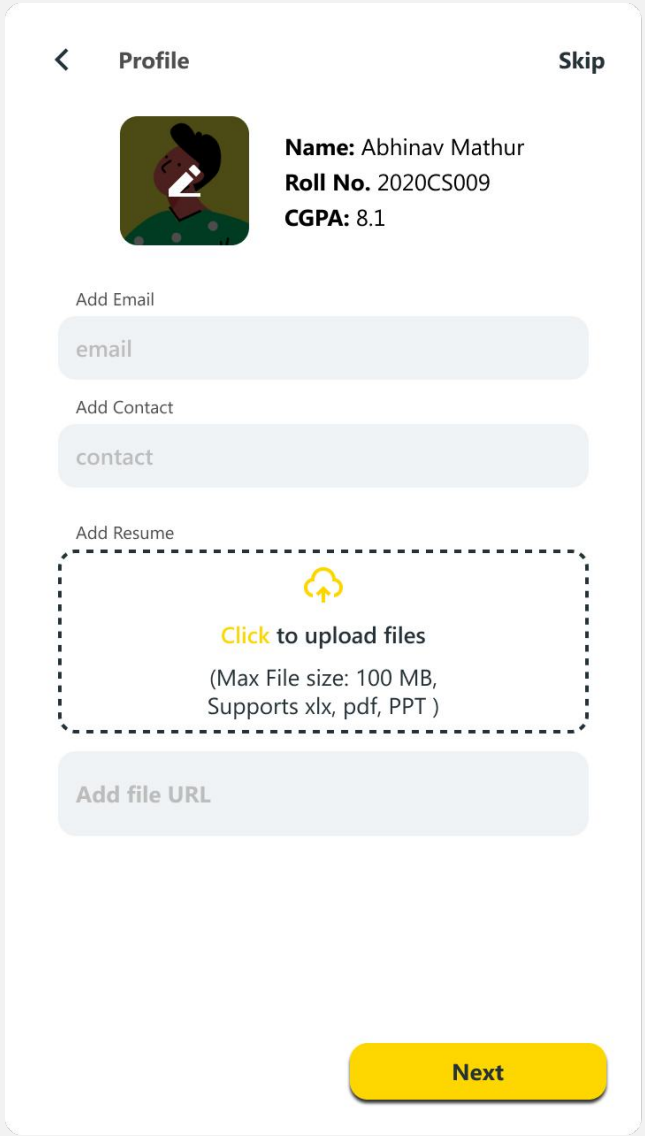


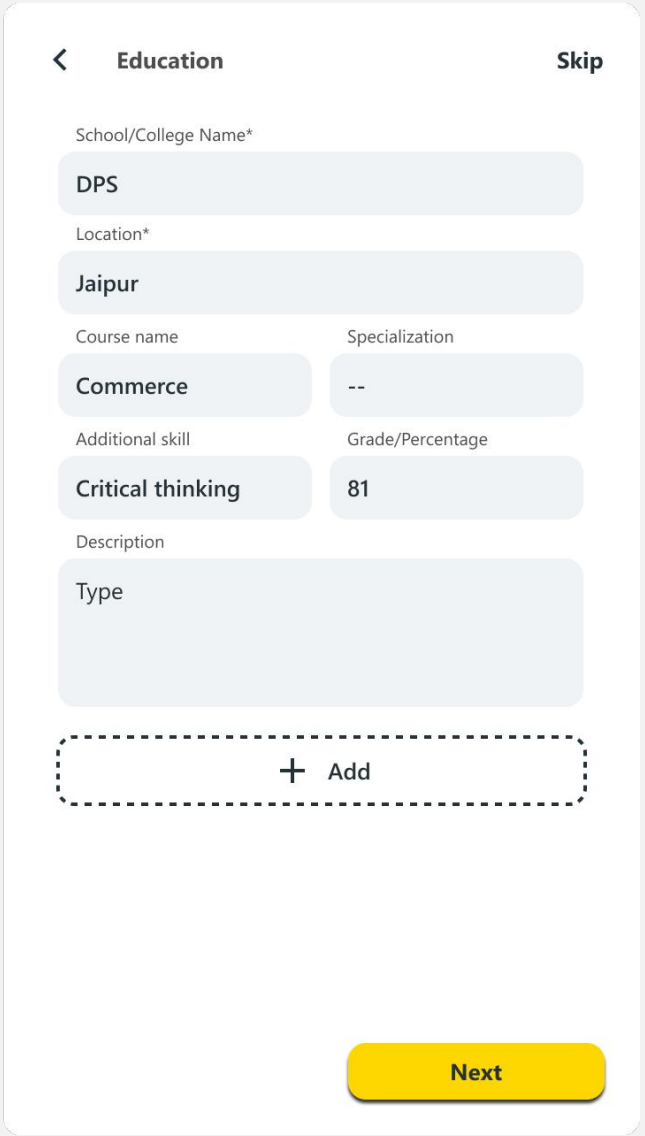
MOBILE SCREENS



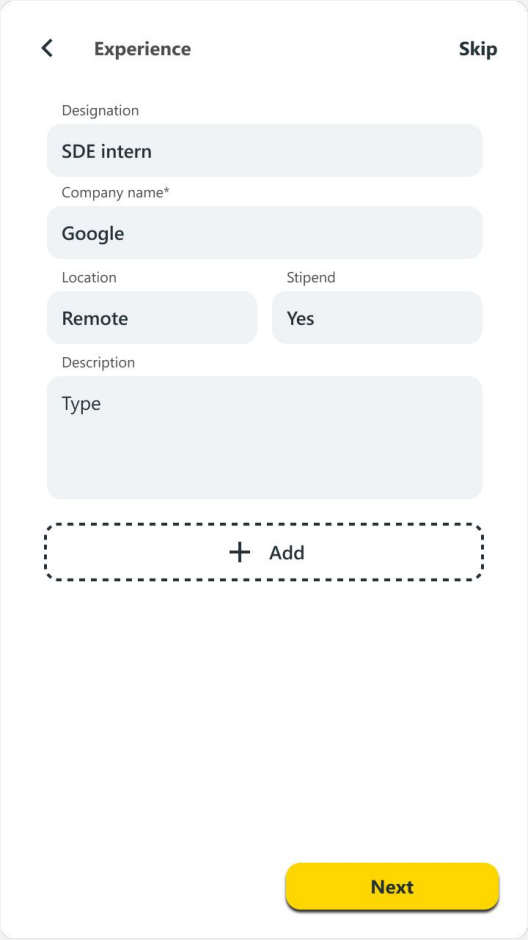


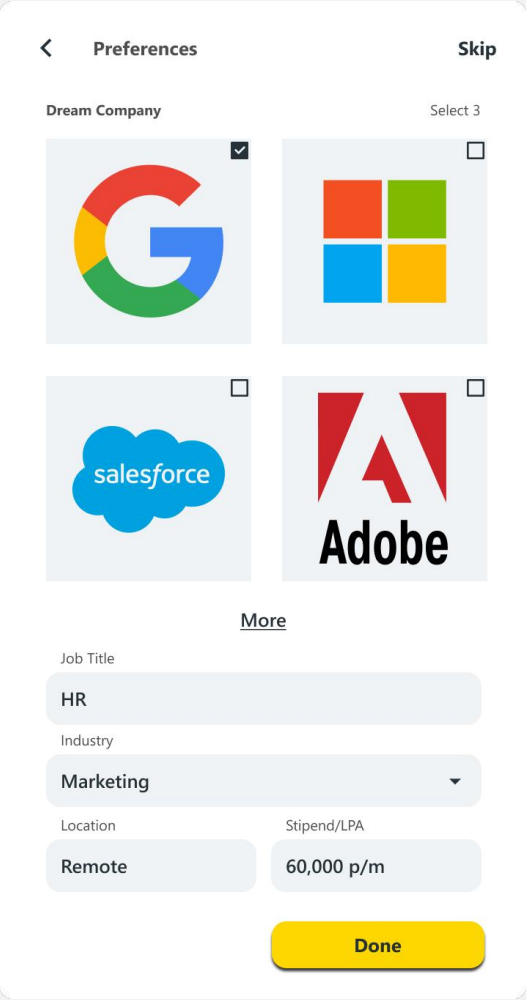
STUDENT ONOARDING



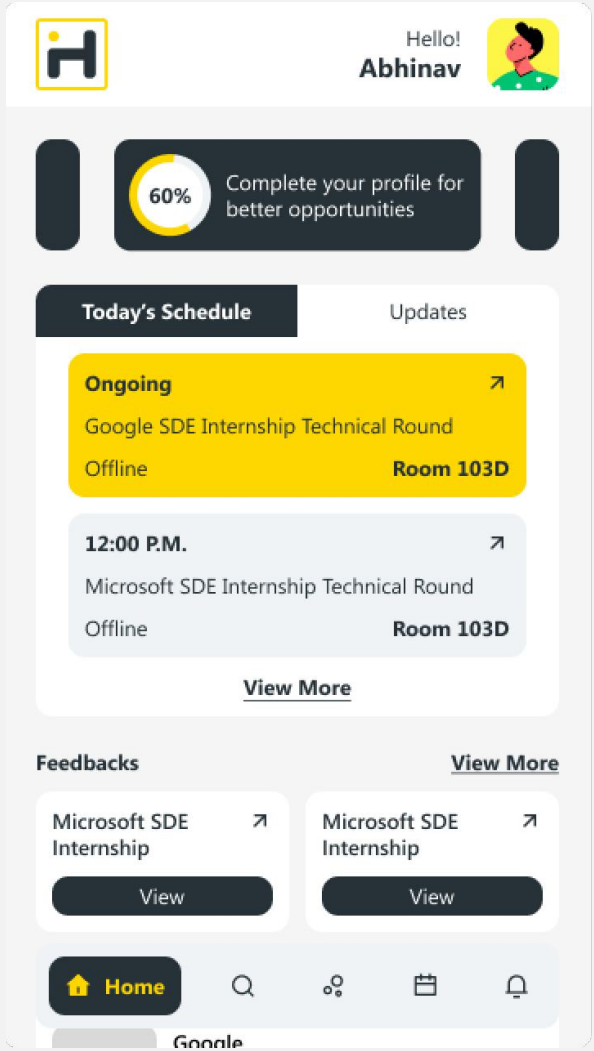


STUDENT ONOARDING

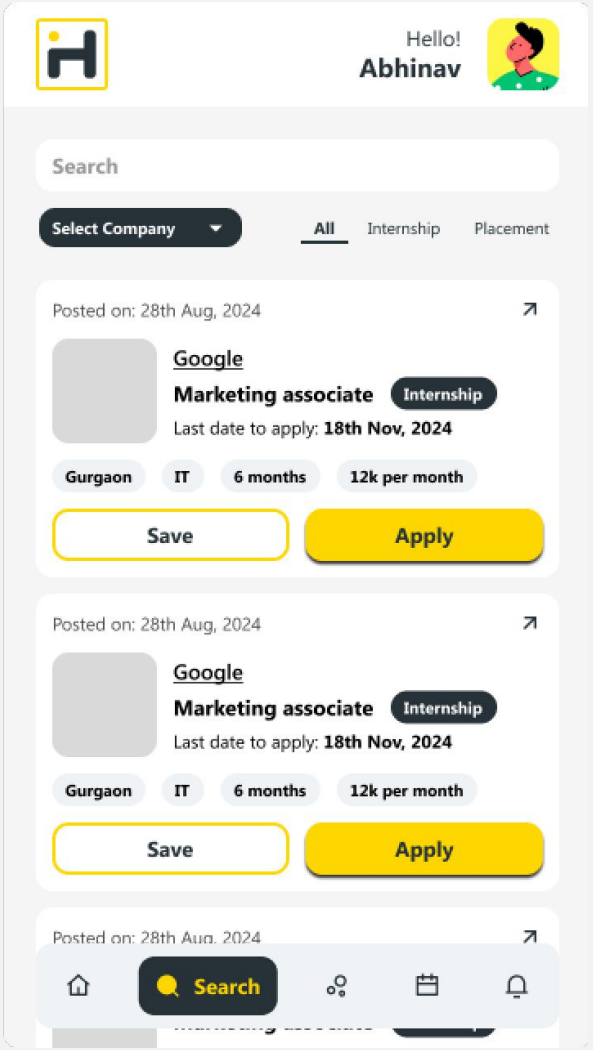




NAVIGATION SCREENS

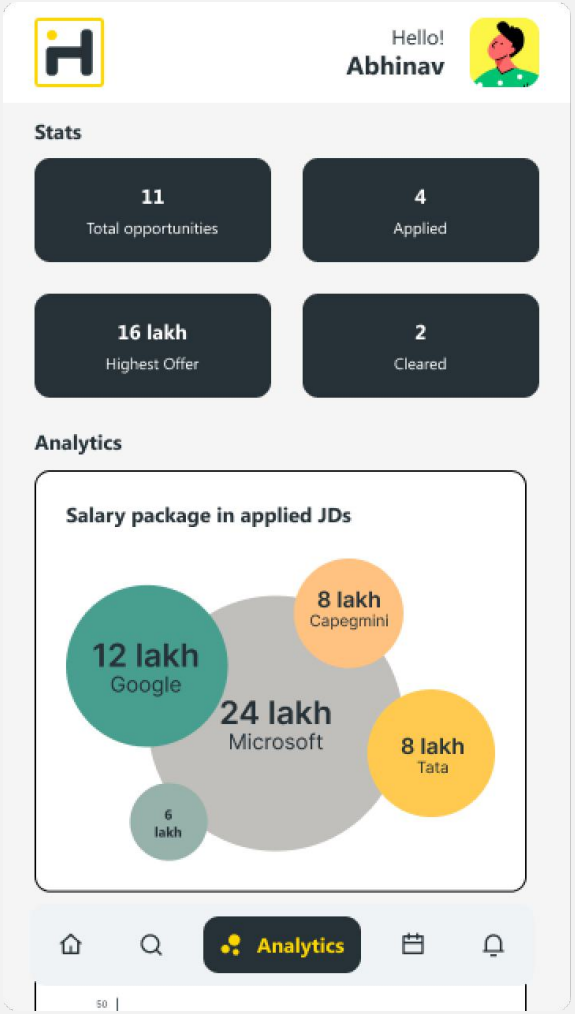


HOME PAGE

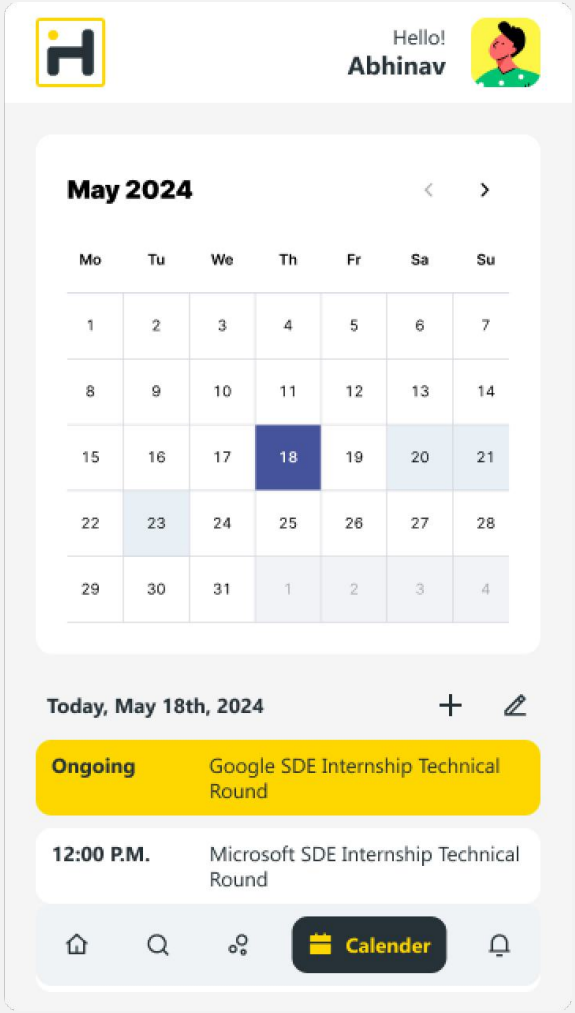


JOB BOARD

NAVIGATION SCREENS

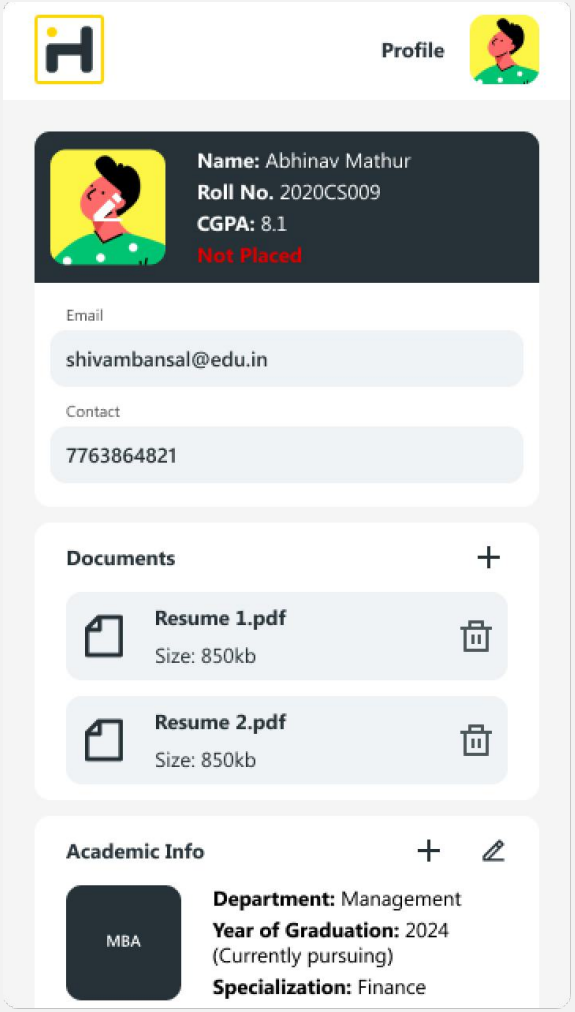


ANALYTICS

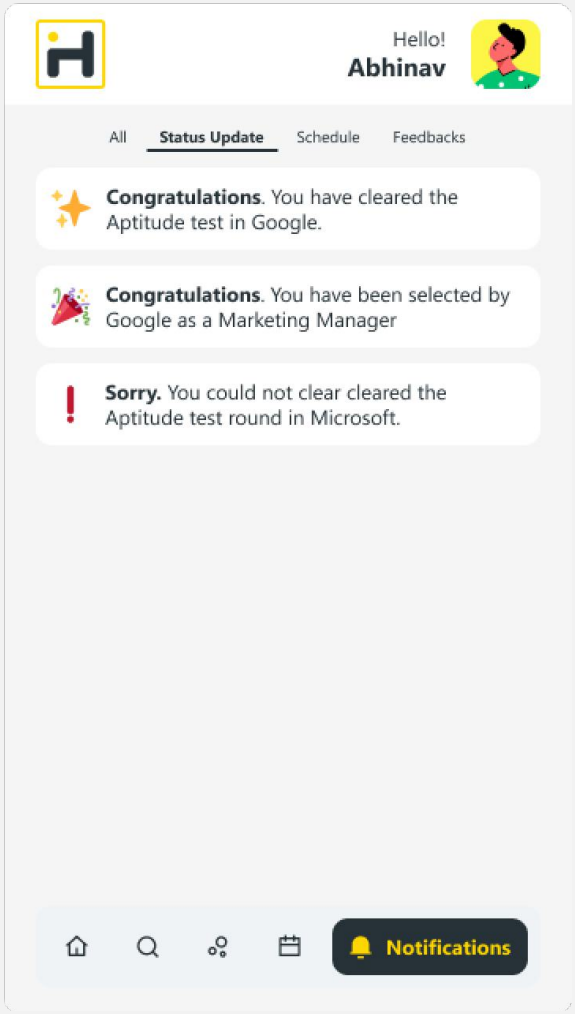


CALENDER

NAVIGATION SCREENS

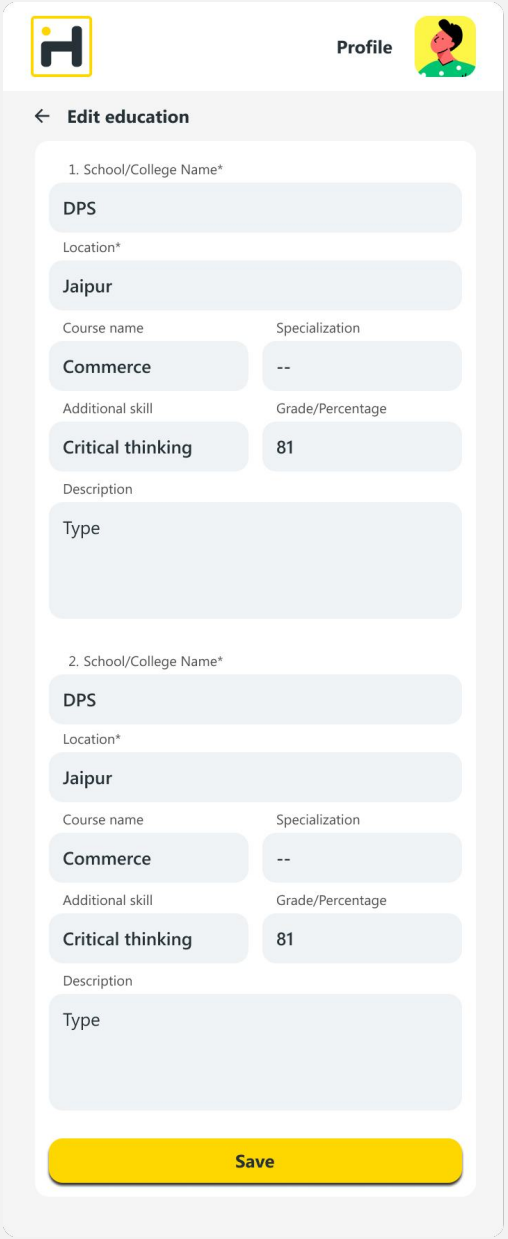


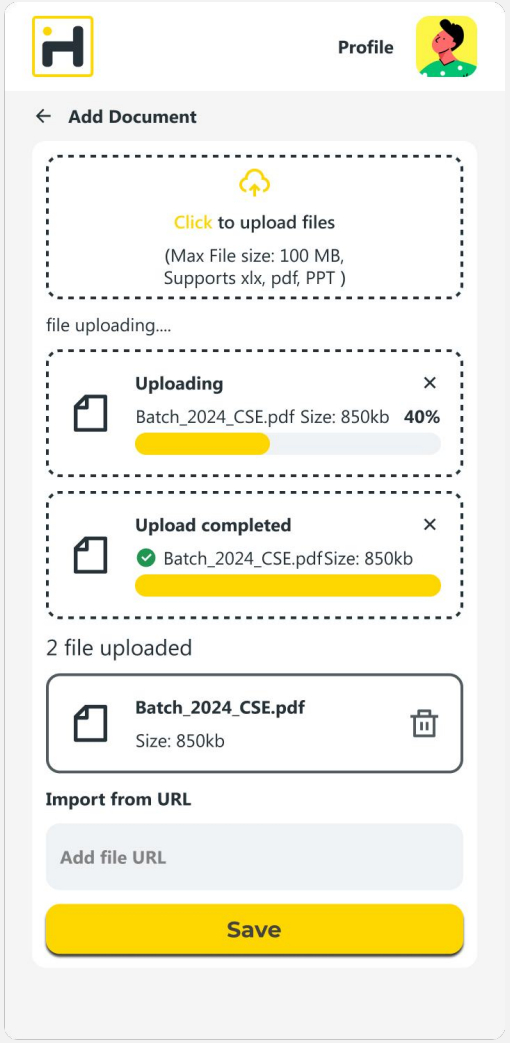
PROFILE



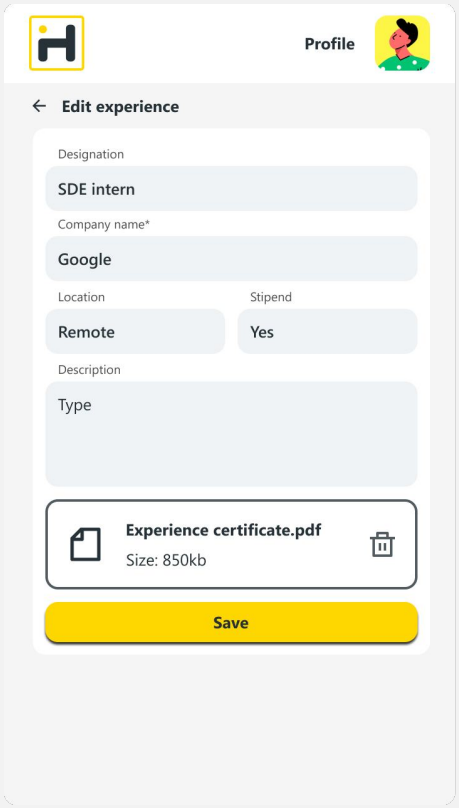
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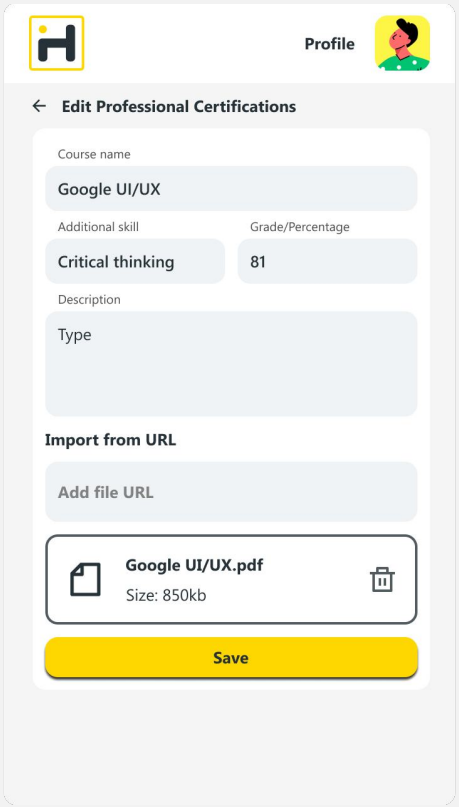
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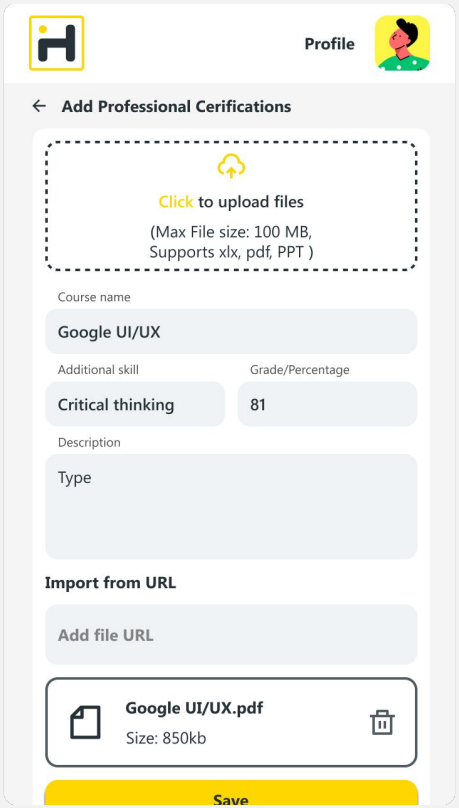

Profile
Edit education
1. School/College Name*
DPS
Location*
Jaipur
Course name
Commerce
Specialization
--
Additional skill
Critical thinking
Grade/Percentage
81
Description
Type
2. School/College Name*
DPS
Location*
Jaipur
Course name
Commerce
Specialization
--
Additional skill
Critical thinking
Grade/Percentage
81
Description
Type
Save

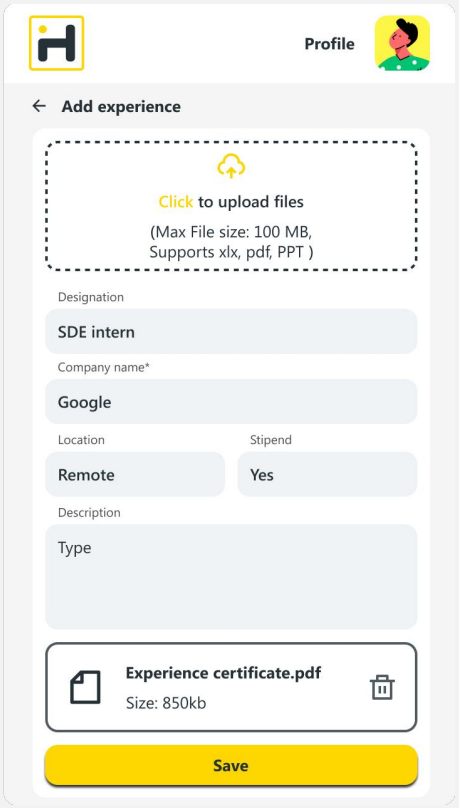

Profile
Add Document
Click to upload files
(Max File size: 100 MB,
Supports xlx, pdf, PPT)
file uploading....
Uploading
Batch_2024_CSE.pdf Size: 850kb 40%
Upload completed
Batch_2024_CSE.pdfSize: 850kb
2 file uploaded
Batch_2024_CSE.pdf
Size: 850kb
Import from URL
Add file URL
Save

SUB SCREENS

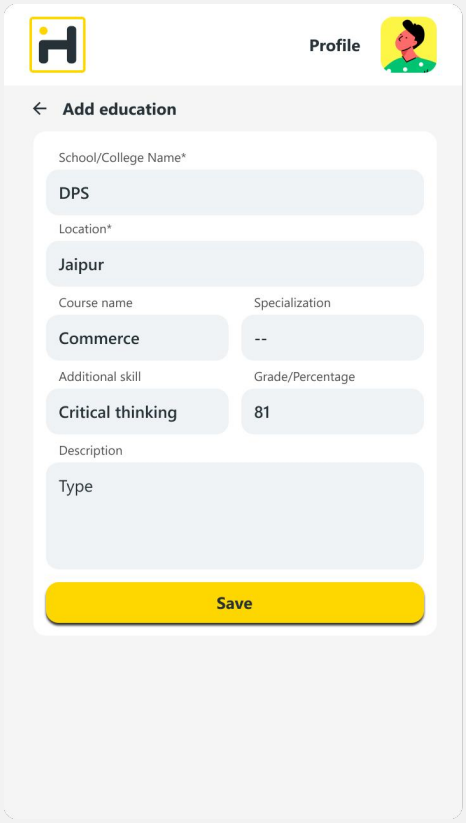

Profile
Edit experience
Designation
SDE intern
Company name*
Google
Location
Remote
Stipend
Yes
Description
Type
Experience certificate.pdf
Size: 850kb
Save

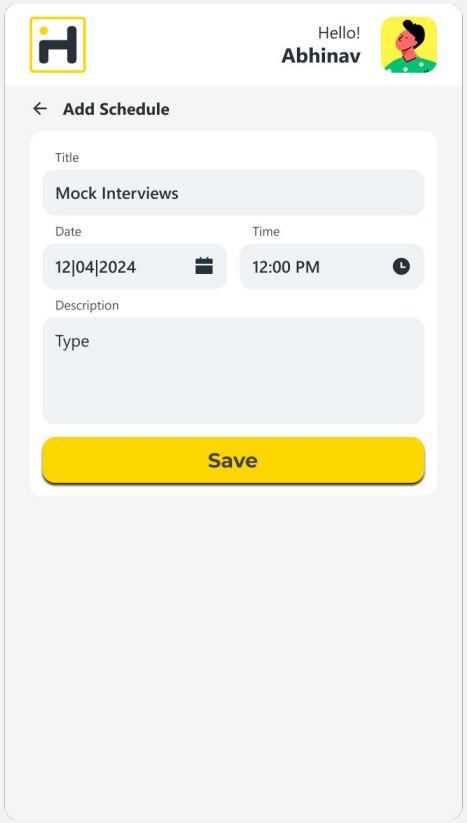

Profile
Edit Professional Certifications
Course name
Google UI/UX
Additional skill
Critical thinking
Grade/Percentage
81
Description
Type
Import from URL
Add file URL
Google UI/UX.pdf
Size: 850kb
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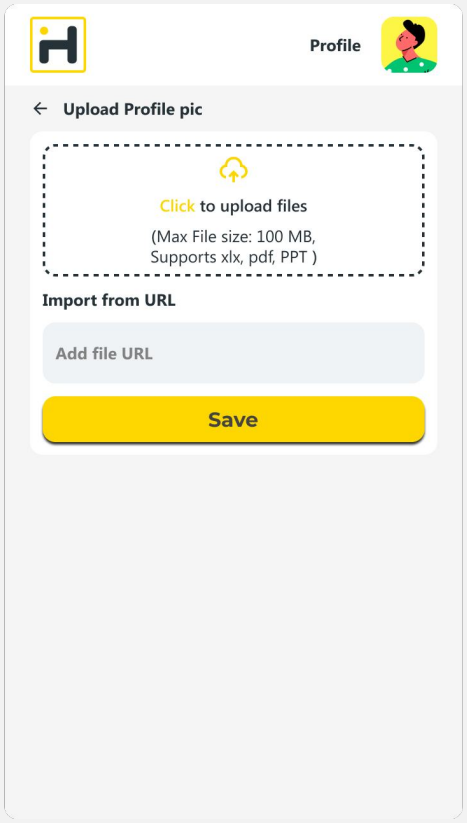

Profile
Add Professional Cerifications
Click to upload files
(Max File size: 100 MB,
Supports xlx, pdf, PPT)
Course name
Google UI/UX
Additional skill
Critical thinking
Grade/Percentage
81
Description
Type
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Add file URL
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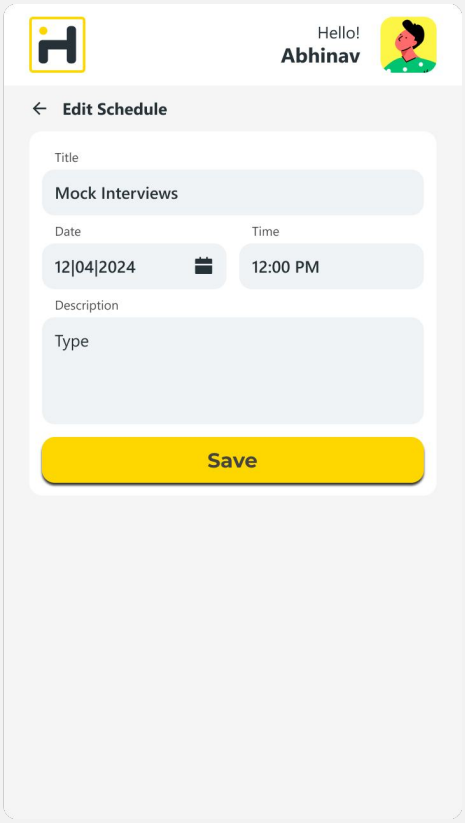

Profile
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Click to upload files
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Designation
SDE intern
Company name*
Google
Location
Remote
Stipend
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Description
Type
Experience certificate.pdf
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SUB SCREENS


Profile
Add education
School/College Name*
DPS
Location*
Jaipur
Course name
Commerce
Specialization
--
Additional skill
Critical thinking
Grade/Percentage
81
Description
Type
Save


Hello!
Abhinav
Add Schedule
Title
Mock Interviews
Date
12|04|2024
Time
12:00 PM
Description
Type
Save


Profile
Upload Profile pic
Click to upload files
(Max File size: 100 MB,
Supports xlx, pdf, PPT)
Import from URL
Add file URL
Save


Hello!
Abhinav
Edit Schedule
Title
Mock Interviews
Date
12|04|2024
Time
12:00 PM
Description
Type
Save

LEARNINGS

We can give thousands of Ideas but only few gets selected because a business needs to know how it will help business rather than how it will help user.

Working in team is difficult because everyone thinks differently so learned to accept others thought and think upon it.

Communication is the key of success as long as you hesitate to ask you will miss out important details

Always collect material to backup your idea or your idea may never see the light of day

Communication is the key of success as long as you hesitate to ask you will miss out important details

Feedbacks and discussions are important in design process because without them your efforts may get wasted.

What I learned in college is invaluable but in industry they don’t want your bookish process they want a process which is more natural.