

Capstone Project Proposal



Novice Job Search App

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Problem Definition:

Difficulty for those with minimal to no work experience to find entry-level positions on job search applications/websites.

Proposed Solution:

We propose an app, designed to resemble a dating application, that will allow those with minimal to no work experience to find entry-level job opportunities. Excellent opportunity for jobs to target those looking for seasonal opportunities.

Technology in the Solution:

App will function similar to a dating app (Tinder). Swipe right for yes, "I want to apply to this job" or swipe left for no, "I do not want to apply to this job". Swiping right will show your interest and prompt you to apply. Once you swipe left (no), that job will never appear in your matches ever again.

GPS enabled to allow push notifications to appear on phone when user is physically located near the job site. (Ex: walking through the mall and a push notification will appear if standing near a store that is hiring)

Innovative algorithm will match the candidate with the suggested jobs based off of their imputed criteria (desired wage/salary, location, hours/shift), by running the data through an algorithm that reads all active postings relevant to their search. This will provide a better match (smarter) than other typical job search engines.

Market For Solution:

Those searching for a job that have minimal to no work experience, commonly in high school, early college or those who have a GED. We will focus on a target segment including these qualifications and ages 16-22.

Market Size:

30 million people