



Sparc

Ananya Roy Chowdhury
Duke University
Engineering Management



Why Sparc?

87%

are open to finding
better job
opportunities

52%

of recruiters think that
the most challenging part
of their job is screening
applicants

2%

of applicants get
interview calls

Stakeholders



JOB SEEKERS

Apply for multiple jobs in bulk

Attends networking events and career fairs

Reaches out to seniors, alumni and recruiters

Researches potential employers and industries



RECRUITERS

Filter through 100s of applications

Maintaining open positions on job boards

Schedule interview calls and sessions

Coordinate hiring events

INTERVIEW PROCESS

Identify potential stakeholders



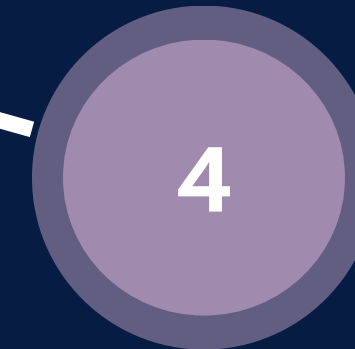
Conduct ethnographic interviews



Construct empathy maps



Create user personas



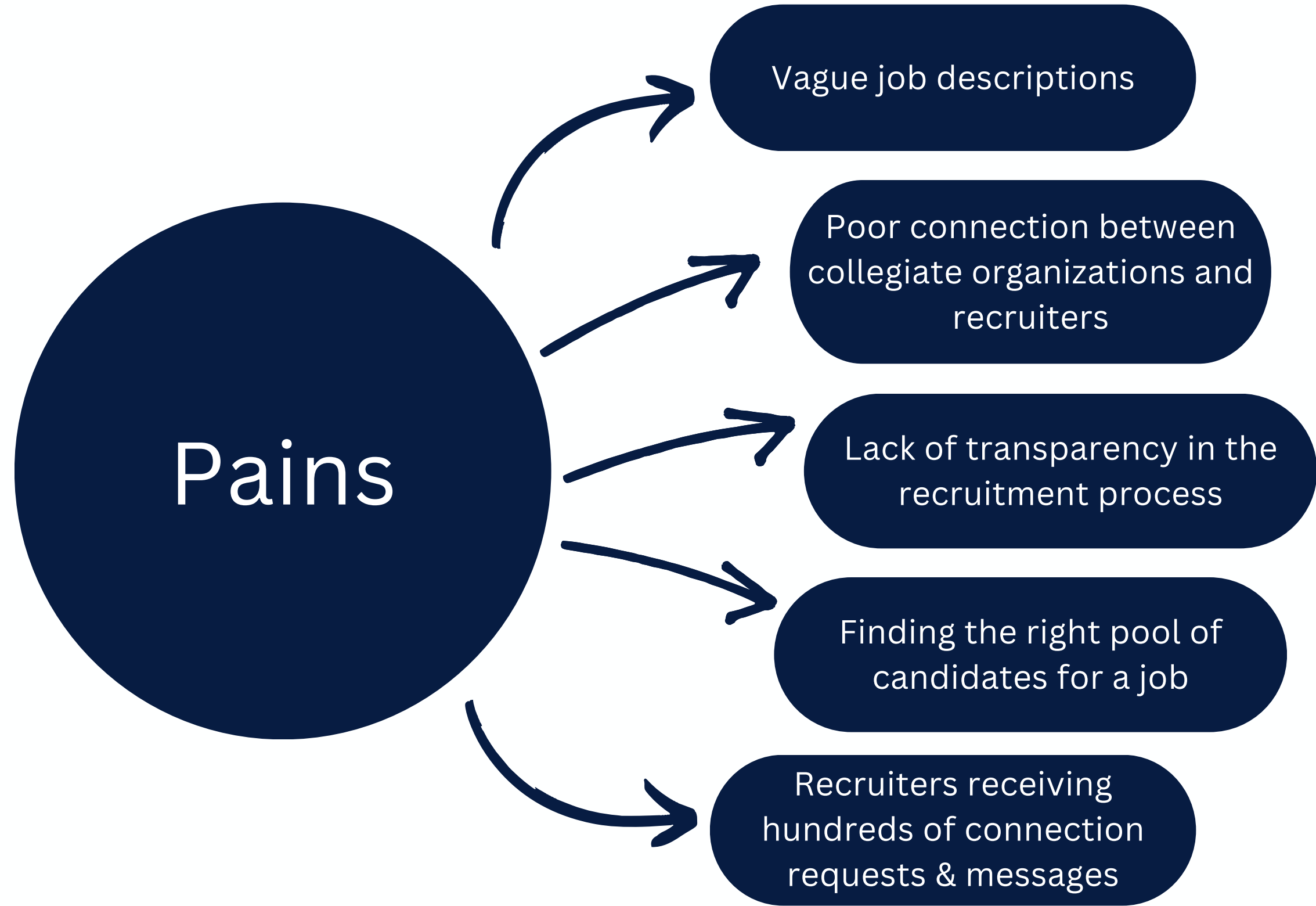
Validate ideas with follow-up questions



Pain Points



Conducted 50+
user interviews

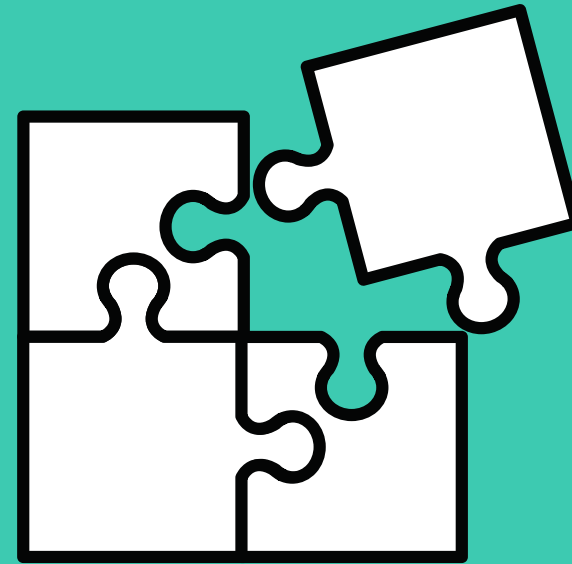


Problems

Unclear job description



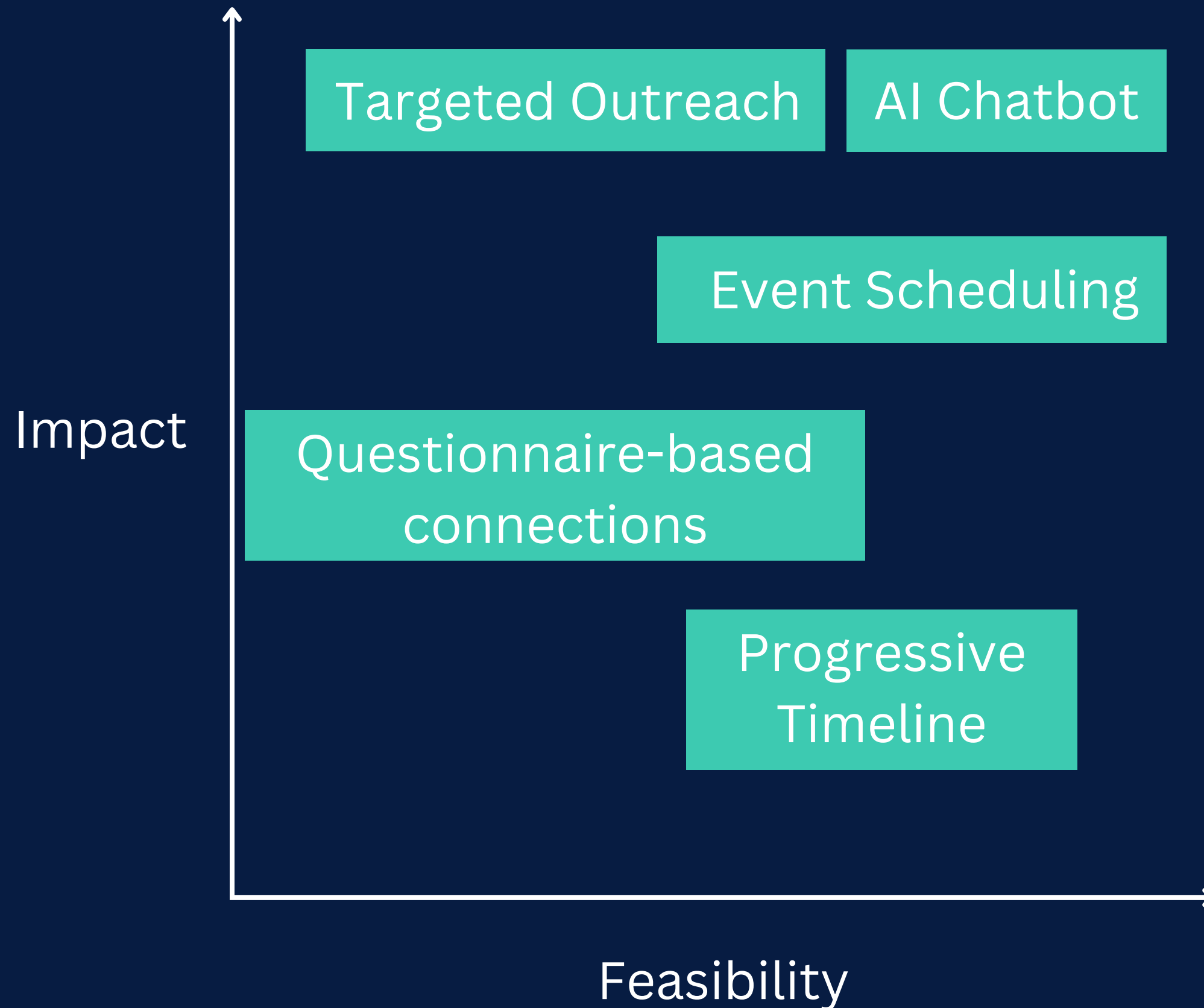
Matching candidates to jobs



Limited collaboration between college organization-recruiter



Prioritizing solutions



Recommendations



Help job seekers make informed choices

AI Chatbot

Streamline the recruiting process

Targeted Outreach

Improve UX for collegiate organizations

Feed + Event Scheduling

AI Chatbot

- Personalized experience
- Immediate eligibility confirmation
- Enhanced transparency

The screenshot displays a job search results page. The search criteria are 'project manager' and 'Location'. The job listings include:

- Senior Analyst, Fund Management - Global Private ...** by The Carlyle Group, Washington, DC, United States (On-site), \$90,000 - \$140,000 a Year (Estimated).
- Senior Analyst, Global Private Equity Fund Manage...** by The Carlyle Group, Washington, DC, United States (On-site), \$85,000 - \$150,000 a Year (Estimated).
- Wealth Management, OpenInvest, Product Manager...** by JPMorgan Chase & Co., New York, NY, United States (On-site), \$100,000 - \$150,000 a Year (Estimated).
- Product Manager - MBA Intern** by Datadog, New York, NY, United States (Hybrid), \$60,000 - \$80,000 a Year (Estimated).
- Product Manager, Principal** by Zebra Technologie, Austin, TX, United States (Remote), \$130,000 - \$200,000 a Year (Estimated).
- Product Manager - Accounting SaaS** by U.S. Bank, New York, NY, United States (On-site), \$90,000 - \$150,000 a Year (Estimated).
- Senior Analyst, Global Private Equity Fund Manage...** by The Carlyle Group, Washington, DC, United States (On-site), \$85,000 - \$150,000 a Year (Estimated).
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The right sidebar shows the details for the **Product Manager - MBA Intern** role at Datadog, New York, NY, USA, Hybrid, Full-Time, \$60,000 - \$80,000 a Year (Estimated), and May sponsor international talent. It includes an 'APPLY' button and a 'Did you apply?' confirmation section with 'YES' and 'NO' buttons.

The chatbot interaction is as follows:

- AI: Hi Ananya! Thank you for your interest in the job posting. How can I help you?
- User: Does this job role provides H1-B visa sponsorship?
- AI: Yes.
- User: I have 2 years of relevant work experience. Am I eligible for the job role?
- AI: Sorry, we need candidates with 3+ years of previous product management experience. Although you are not eligible for this position, you can check other positions at www.datadog.com/careers/productmarketing
- User: Thank You!
- AI: You are welcome! Is there anything else I can help you with?

About the job
We're looking for students to join our Product Management team to reinforce the product development lifecycle and partner with members of our Engineering, Design, and Product Marketing teams. As Datadog and the cloud monitoring space expand, you will have a high-impact opportunity to adapt your product vision to the market's needs and the needs of our company as we scale. At Datadog, we place value in our office culture - the relationships that it builds, the creativity it brings to the table, and the collaboration of being together. We operate as a hybrid workplace to ensure our employees can create a work-life harmony that best fits them.

What You'll Do:

- Be a part of a team in a hyper-growth phase.
- Gain experience working with different parts of the organization to scale an enterprise product and reinforce the product development lifecycle.
- Partner with members of our Engineering, Design, and Product Marketing teams.



Hi Ananya! Thank you for your interest in the job posting. How can I help you?

Does this job role provides H1-B visa sponsorship?



Yes.

I have 2 years of relevant work experience. Am I eligible for the job role?



Sorry,we need candidates with 3+ years of previous product management experience. Although you are not eligible for this position, you can check other positions at www.datadog.com/careers/productmarketing

Thank You!



You are welcome!
Is there anything else I can help you with?

Targeted Outreach

- Skill based hiring
- Instant connection



ARE YOU ACTVELY LOOKING FOR JOBS?

Yes Casually browsing No

HOW MANY YEARS OF FULL-TIME EXPERIENCE DO YOU HAVE?

0-2 year 2-5 years 5-10 years 10+ YEARS

PLEASE SELECT UPTO 3 JOB ROLES YOU ARE INTERESTED IN

SOFTWARE ENGINEERING PRODUCT MANAGEMENT FINANCIAL ANALYST BUSINESS ANALYST

Other _____

PLEASE RATE YOUR SKILLS

	Expert	Proficient	Competent	Advanced Beginner	Novice
PYTHON	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TABLEAU	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SQL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LEADERSHIP	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PROBLEM SOLVING	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Candidate's screen

TOP MATCHES

Name	Actions
Aaron	<input type="button" value="Review Profile"/>
John	<input type="button" value="Review Profile"/>
Lisa	<input type="button" value="Review Profile"/>
Mckinzie	<input type="button" value="Review Profile"/>
Hannah	<input type="button" value="Review Profile"/>

Recruiter's screen

Feed + Event Scheduling


- Enable transparency for club activities
- Simplify collaboration efforts

The image shows a LinkedIn profile for the **Duke APD Consulting Club**. The profile header includes the Duke University logo and the club's name. Below the header, there are buttons for **CONTACT US**, **FOLLOW**, and **MORE**. The main feed shows a post by **Kevin Gonzales**, an Engineering Management Student at Duke, with the title "Navigating Career in Consulting Field". The post content includes a link to a live chat with MEM Alum Hadia Madni. To the right, a sidebar contains a **REQUEST COLLABORATION** button, an **Event Schedule** section with upcoming events like "Securing a Technical Product Manager Interview" and "Strategies on how to secure and work as a V...", and a **Past Events** section with a past event "Securing an MBB Consulting interview + off...".


Feed + Event Scheduling

REQUEST COLLABORATION

Event Schedule


Securing a Technical Product Manager Interview - OFFER 

Landing the Technical Product Manager Role
amazon
Virtual Session - Tuesday, Dec 12, 2023
7:00 - 7:30 PM ET

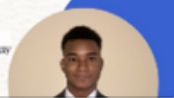
Hosted by
 Arun T.
Senior Product Manager - Technical at Amazon

Online - Zoom

General Networking Workshop Amazon

Securing an MBB Consulting Interview - FT OFFER 

Strategies on how to secure and work as a VC, Wall Street, and Consulting Intern each summer break while in school


Hosted by
 Ryan H.
Student at Howard University | Incoming Analyst @ McKinsey &...

Incoming Consultant & Coopaw
Tuesday, Dec 12, 2023
5:00 - 6:30 PM ET


Online - Zoom

General Networking Workshop Case Interview

Past Events

Securing an MBB Consulting Interview - OFFER 

Insight on how to excel in your first year as a consultant

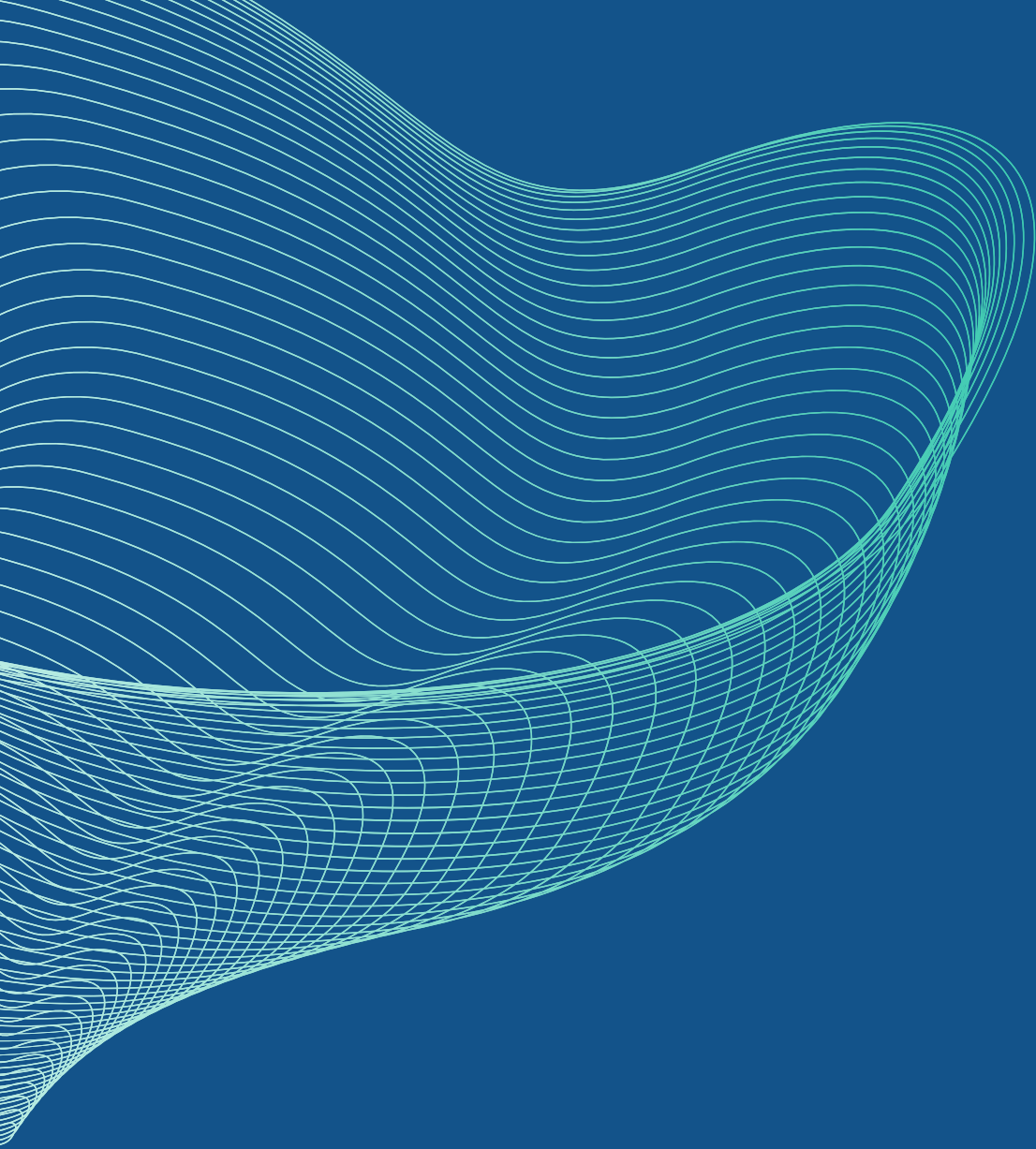
Hosted by
 Cody C.
Business Analyst at McKinsey & Company

Consultant McKinsey & Company
Wednesday Nov 8, 2023
6:00 - 8:30 PM ET

17+ REGISTERED

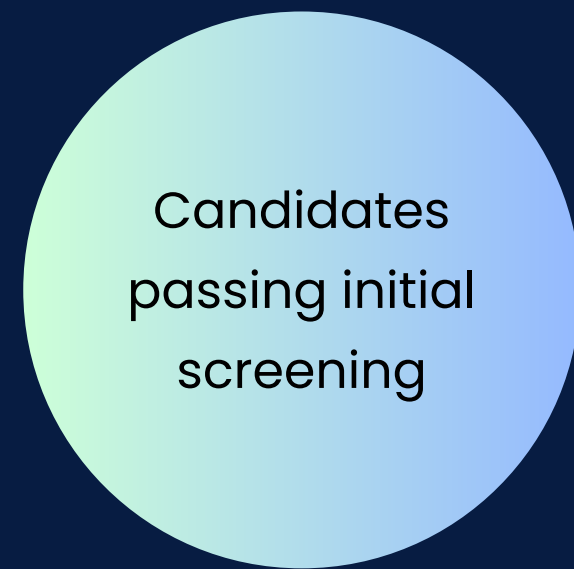
Online - Zoom

General Networking Workshop Consulting



Success Metrics

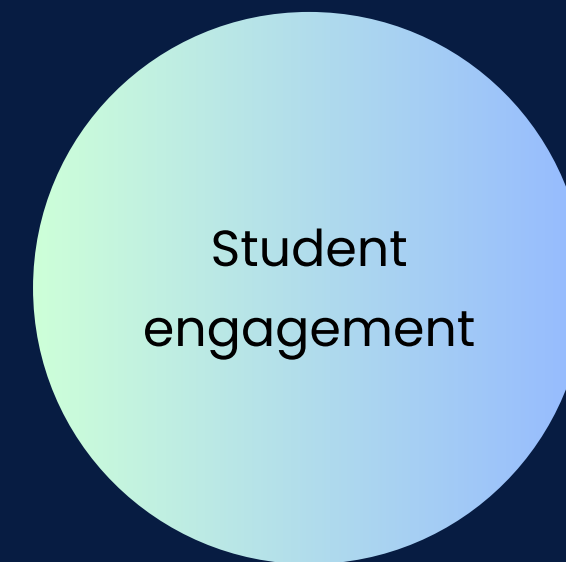
AI Chatbot



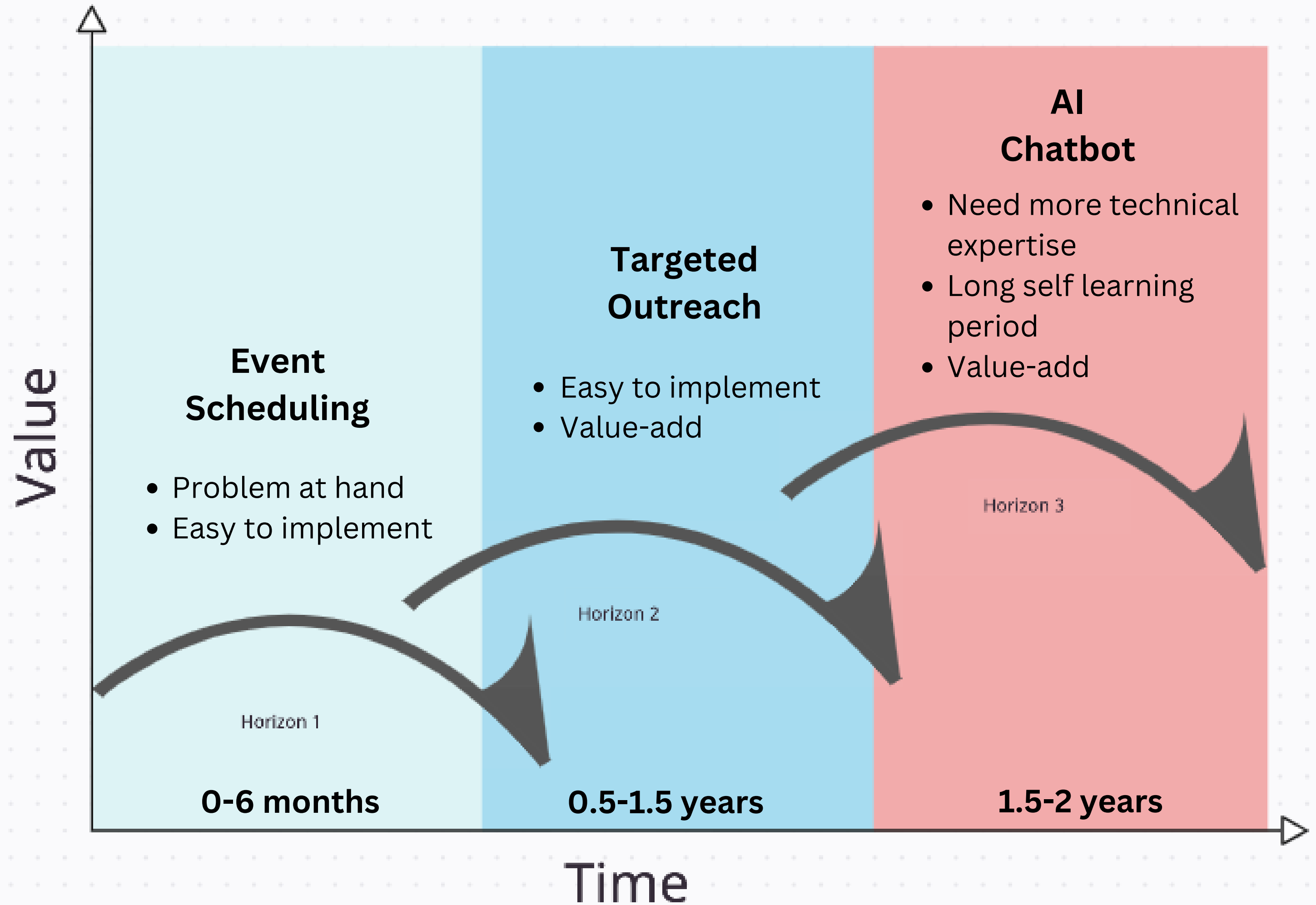
Targeted Outreach



Event Scheduling



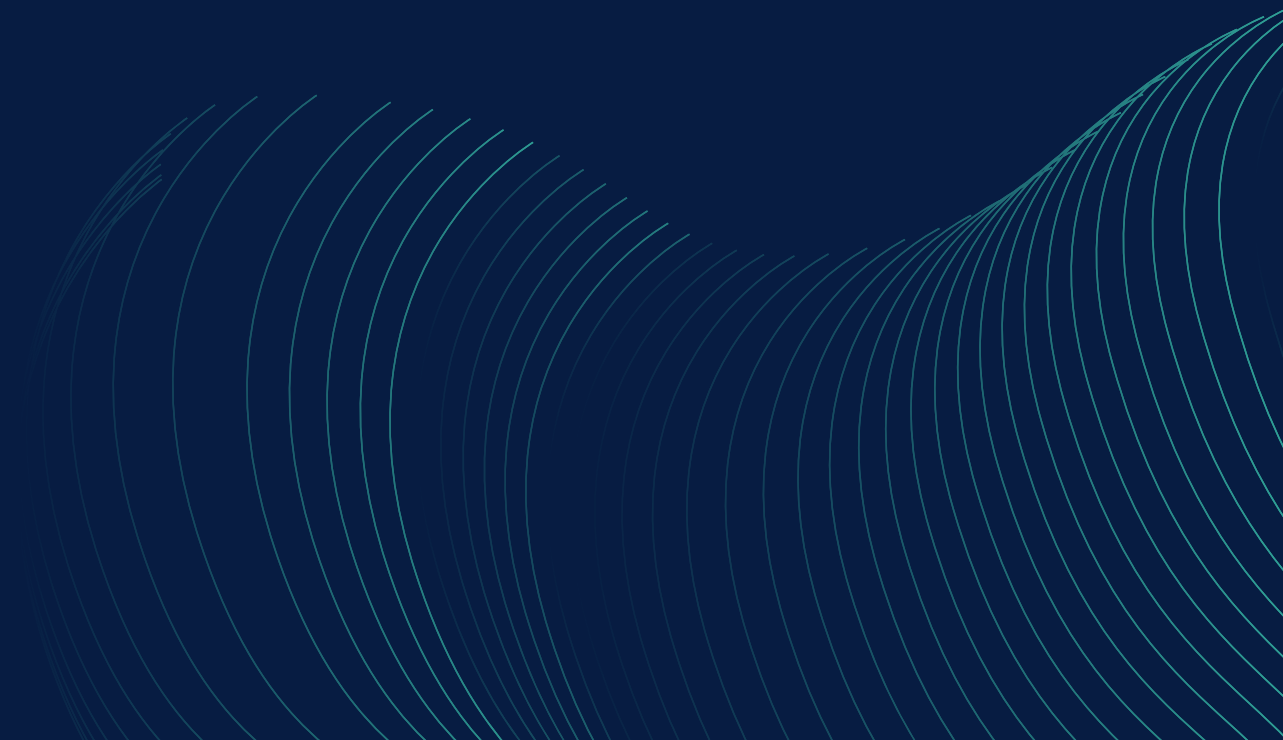
Next Steps



THANK YOU



Q&A



APPENDIX



SPARC - 5C ANALYSIS



COMPANY

Sparc is a dynamic career-centric social network and talent platform, founded by Laurel Djoukeng, in 2019.



CUSTOMERS

Job seekers looking to make connections, get career coaching and apply to jobs, recruiters looking for the perfect candidate and mentor coaches that aid in career development.



COMPETITORS

Giants such as LinkedIn, Glassdoor, Indeed and other job boards pose a threat to Sparc's growth.



COLLABORATORS

Partners and affiliates with SAAS companies such as Google, Meta for job listings.



CONTEXT

A constantly evolving and highly competitive job market requires precise matching between potential employees and companies.

30%

of the global
workforce is actively
looking for jobs

87%

is open to finding
better job
opportunities

an easy-to-fill online
form can increase the
application rate by

2.3%

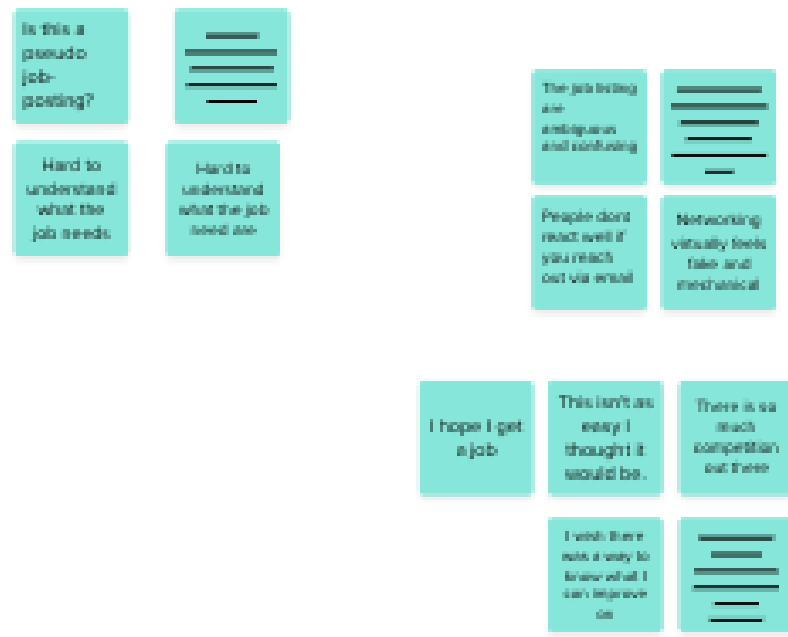
Find the right job for you

- Direct access to hiring managers
- Employer recruiting events & networking events
- Career mentorship on-demand from professionals at top companies



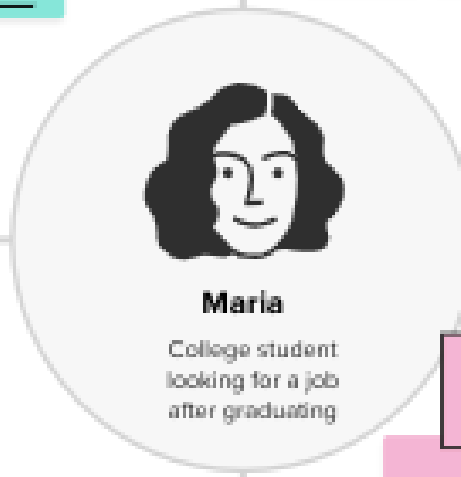
Says

What have we heard them say?
What can we imagine them saying?

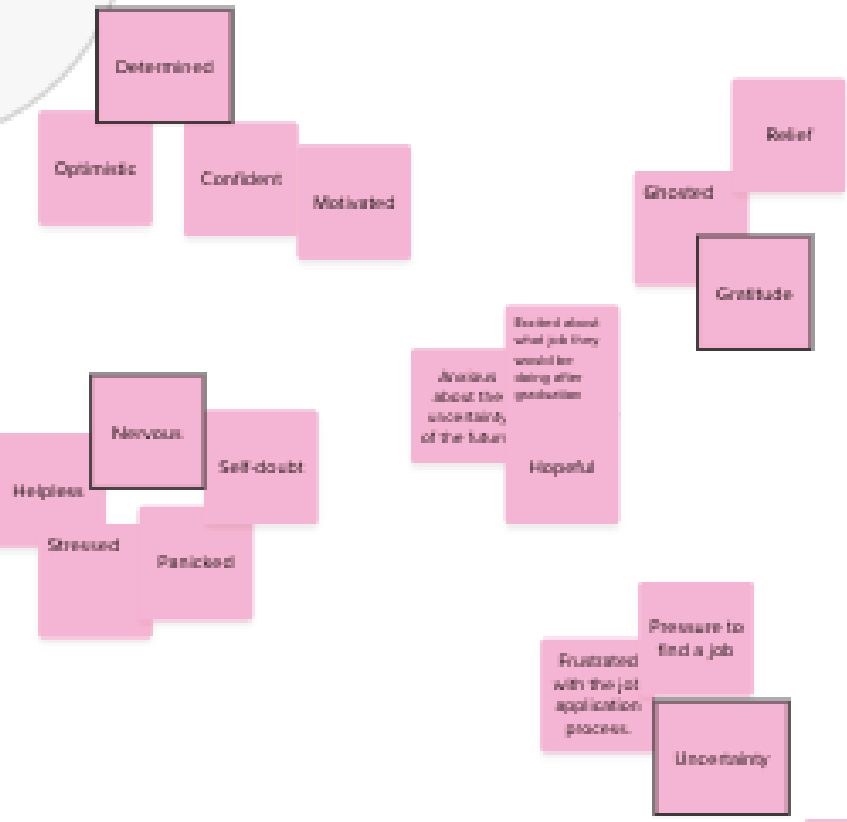


Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

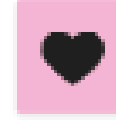


Maria
College student looking for a job after graduating



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Says

What have we heard them say?
What can we imagine them saying?

I am looking for a good candidate for this job

We have multiple openings in the company

We are looking candidates who match our job requirements

We need to have a career fair

Career fairs are too crowded

Let's conduct an informational session for students

We are looking for ways to involve more students in the information sessions

Feel free to reach out if you have any queries

We will get back to you if you fit our requirements



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

I don't think I can reply to all LinkedIn messages

How can I filter through all those applications by myself?

Why do I have so many unqualified job applicants?

Does this candidate meet the requirements?

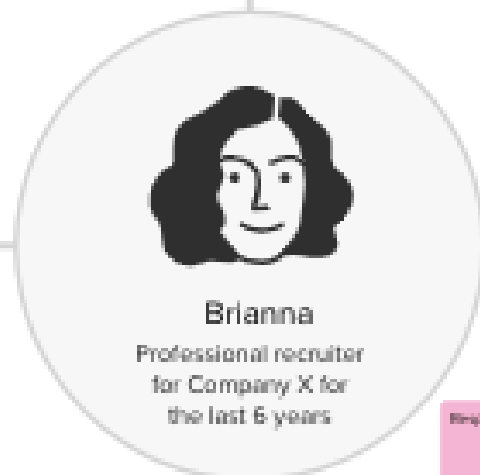
What platform would be the best to find the perfect candidate?

I want top candidates

How do I reach out top colleges?

It is not easy to evaluate candidates

I need somebody who can fit in the company culture



Brianna
Professional recruiter
for Company X for
the last 6 years

Filter through 100s of applications

Screen resumes

Understand the requirement of the team

Posting and maintaining the open positions on job boards

Coordinate hiring events

Schedule calls and sessions

Consulting into concerns for universities and job seekers

Reach out to potential candidates

Reach out to job seekers via email/phone/networking sites

Provide candidates with information about the role

Pressured

Stress

Frustrated

Disappointed

Concern

Derivation

Pride

Rebel

Optimism

Satisfaction

Excitement

Rational

Anticipation

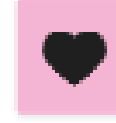
Negotiation

Anxiety



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



DEMOGRAPHICS

- Age: 22-28
- Master's student
- Tools & Platforms Used:
LinkedIn, Indeed, Glassdoor

CHALLENGES

- Difficulty in finding people to network with.
- Difficulties in finding right jobs to apply to.
- Needs career guidance
- Balancing job hunting with academic responsibilities.

GOALS

- Find the right job and company to work for.
- Learn the skills required to build their career

HOW WE CAN HELP?

- Provide personalized career coaching.
- facilitate connection with employers via student club events.

Ash

College student

Smart

Honest

Hard-working



Blake

Recruiter

Dedicated

Responsible

Prompt

DEMOGRAPHICS

- Age: 32 - 40
- Designation: Recruiter at a HealthTech Company
- Education: Masters in CS at UNC Chapel Hill
- Recruitment Specialization: Tech and Healthcare
- Tools & Platforms Used: LinkedIn Recruiter, Glassdoor, Greenhouse

GOALS

- Get the best candidate for the job opening.
- Find the right culture fit along with maintaining diversity and inclusion.
- Provide candidate with a positive experience.
- Perform efficient screening of applications.
- Stay updated with best practices in hiring.

CHALLENGES

- High volume of applications
- Losing out on the best candidates due to competition
- Following up on the applications and updating the job posting on job portals

HOW WE CAN HELP?

- Event calendar.
- Provide a way to connect to student clubs to make the organization process more efficient.
- Have a feedback mechanism.
- Request job seekers to apply for positions via email.
- Host information sessions specific to a group of individuals.

The Big Idea - AI Chatbot

- Transforming the job search and application process with AI
- Creating a more efficient, guided, and **personalized experience** for job applicants.
- Providing **immediate eligibility confirmation** and **tailored guidance** to empower job seekers to make more informed decisions and **pursue the best-fit opportunities**
- **Elevate transparency** and precision in job applications, **minimizing mismatches**

Usability

- User-friendly and intuitive chatbot interface will provide **immediate guidance and feedback for time-saving and enhanced candidate experience**
- **Personalization** through AI to **match candidates** with suitable jobs
- If the applicant is not fit for a particular role, the chatbot **suggests similar roles** where they can apply
- The recruiter **does not get bombarded with messages** asking to clarify the eligibility criteria for the job role

Feasibility

- This feature requires the **NLP** and **integration capabilities** that are crucial for building a **responsive chatbot**.
- Potential partners could include **consulting/collaborations** with experts in the **AI space**, such as **OpenAI**.
- To sustain the advantage in this space, **large datasets** would need to be used to constantly **train** and improve the chatbot.
- This requires **encryption** and securing **data handling protocols** that can be readily implemented to protect sensitive candidate information

Viability

- **Cost savings** for employers by reducing the need for human intervention early in the recruitment process
- **Improved Candidate Pool:** By ensuring candidates are well-matched to job criteria, employers receive higher-quality applications.
- The **recruiters** will have to **spend less time** on selecting the **correct candidate pool** for the job posting
- Job applicants receive immediate clarity on whether **eligibility criteria are negotiable or non-negotiable**, streamlining the application process

The Big Idea - Targeted Outreach

- The idea **leverages a candidate's unique skills and interests** to shortlist them for the recruiter, ensuring that the recruiter can reach the right set of candidates.
- The idea has a **wow factor** with its **ability to connect the right candidates to right job roles** (and vice versa) instantaneously.

Feasibility

- Sparc has a **good team of engineers led by an experienced CTO**.
- It also has **data on a good pool of candidates** to begin development of this data-driven project
- However, Sparc would **require some collaboration from recruiters/companies** to understand their unique candidate shortlisting process (if any)
- We will **maintain our advantage** as being first will **allow us to collect and learn from real world data** and make improvements to our model.

Usability

- Stakeholders: Job seekers and Recruiters.
- This addresses the **pain point of recruiters not being able to find the qualified pool of candidates easily**.
- Provides recruiters the **opportunity to connect with job seekers right away**.
- Jobseekers benefit by **avoiding filling out the same information** for multiple applications.
- One area of shortcoming is the **same pool of top applicants getting matched and receiving recruiter calls** from most companies.
- It might **fail** if we **cannot find a way to verify the skills listed by the candidate**.

Viability

- This will **improve engagement** on Sparc's platform.
- Will provide a **potential stream for monetization**.
- Competitors include LinkedIn, Glassdoor, Indeed, and RippleMatch but **none of them provides an instantaneous open matching system** for both candidates and recruiters.
- There is **no learning curve** for both jobseekers and recruiters.
- The recruitment platform being a data-driven solution, we will have the **first-to-market advantage** with this feature.

The Big Idea - Customizable question based connections

- This creates value for one of the biggest **stakeholders- the recruiter/ employee** on the platform.
- It will provide them with an option **to filter/ sort the messages/ connections received based on the custom questionnaire** set by them.
- This will allow them to **address the right people** that matter to them and/ or that they can add more value in lives of first.
- This will **avoid recruiters/ employees from receiving bulk messages** and **ensure** a hope of **timely reply to the job-seekers** provided they have a purpose with common value or right pitch.

Feasibility

- This feature requires **advanced sorting and filtering systems** in place for a cohesive UX.
- This feature can be **implemented in-house** without the need for external partners.
- We will sustain our advantage by **gathering user feedback** and use it to refine and expand our offerings to provide a superior application experience each time.
- The simpler nature of this feature means that it **does not require** a large resource overhead and can be implemented in a **phased approach**.

Usability

- This will address a **major pain point of recruiters/ employees- receiving 1000s of messages**.
- This will also in a way address the **job-seeker's pain point of not getting back replies on important things**.
- This **more organized and efficient feature will** help recruiters and job seekers **save time and effort**. Thus, solves the need for **effective time-saving recruitment processes**.
- Some **challenges** that the user could face are:
 1. Strive for a feature that offers customization without **overwhelming complexity**.
 2. Maintain a **balance between addressing the needs** of both groups.
- It might **fail** in a case where there is **no limit to add questions** and it ends up being **more time- consuming** for job seekers to send a connection/ message request.

Viability

- This will create value by increasing user satisfaction of 2 stakeholders as well as give Sparc its USP.
- In contrast to the message system employed by competing platforms, the proposed feature will provide a **binary experience** and thus **increase efficiency, while not compromising on personalization**.
- The trade-off in taking time to set up the questionnaire will be reflected in the ease of organizing and finding relevant connections in the long run.