

■ A tool to showcase a user as a brand

To create an application that allows job seekers to portray their skills, interests, goals etc. to prospective employers.



Challenge:

Client's vision was to develop a web application to provide a platform connecting job seekers with prospective employers and vice-a-versa. The application also provided users with an ability to showcase their skills, interests, awards and rewards in a unique and modern fashion.

Key Points:

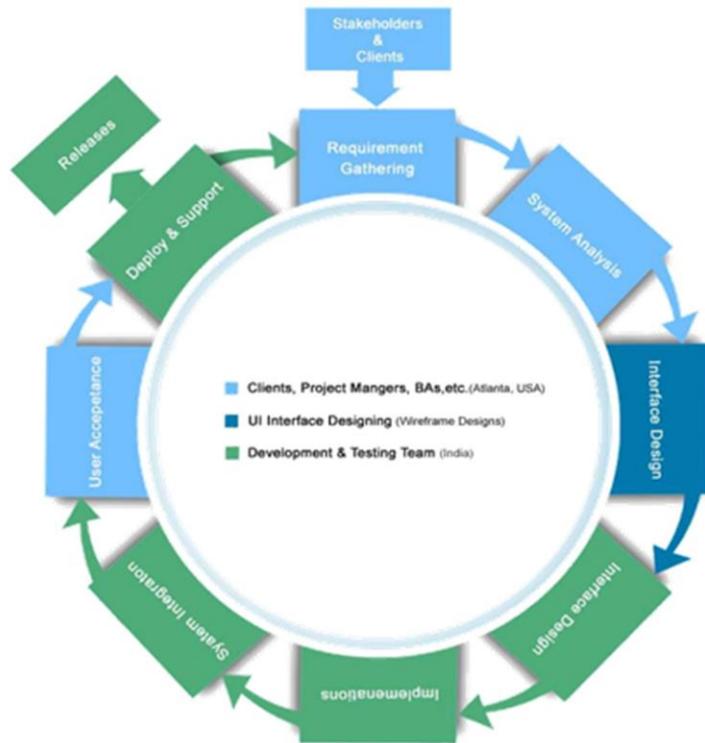
- Application is targeted towards recent college grads and experienced job seekers.
- Screen Designs were provided by client's creative team.
- Application has third party integrations.

Solution: This project is a very good example of Apeiro's ability to successfully manage and deliver projects using our unique global delivery ecosystem. The project kick-started with concept evolution and requirement gathering & analysis phase executed between our Business Analysis team in USA and Client in Canada.

Design and Development phases were accomplished through a solid team work between the design team located in Canada and development team in India. Bringing all these teams from different geographical locations onto one page was a bit challenging; This challenge was successfully overcome by our Project Management team from India who set the platform initially itself for effective co-ordination, co-operation and commitment between all the teams.

Global Delivery Model: Following an Agile methodology and effective communication we were able to speed-up the whole development process. Each team was assigned specific roles, responsibilities and time-lines. During the requirement gathering phase client reviewed the product concept with our business analysis team. Apeiro's BA's then transformed the business requirement in functional requirement and delivered it to our Project Manager and Development team. Our development team leads then transformed the functional requirement into technical requirement and individual tasks and then assigned the tasks to individual developers.

Our project manager along with the client and with inputs from the development team then set the timelines for each iteration and for the overall project. As the iterations were being developed and delivered to testing team; our business analysis team was analyzing new set of requirements from client. So, by the time development team has completed first set of tasks, we had next set of tasks ready for the next release.



Technology Selection: To meet the goal set by our client we first researched and analyzed on the existing applications which come under the same line as this one. This application at first seemed to be like any other job portal. We along with our client discussed several hours on how to make it different from any other job portals. There were several inputs from both the ends. Upon several interactions we were able to prepare a ground plan

The next big question was to select a technology. There are several technical factors that influence the selection of a technology (time, team, budget etc.). Our focus was on time and budget as the launch date was very aggressive, there were several alternative technical options put forth. After a detailed technical analysis we presented a technical document in-sighting various frame-works and the advantages and disadvantages with our recommendations and shared it with different teams. After careful review of the business and technical needs we narrowed the alternatives to two of our recommended frameworks and we were to choose one of them. We choose CakePHP, Why?

CakePHP reduces development time in several ways. Firstly, it provides ready-made components to develop common functionalities. For example, CakePHP has a built in Ajax component that can be used to implement Ajax functions, by writing a very few line of code.

Secondly, Object-relational mapping (ORM) layer of CakePHP clearly separates RDBMS from application and makes source code almost free from traditional SQL queries. Thirdly, it has a built in command line Bake module that automates CRUD scripting.

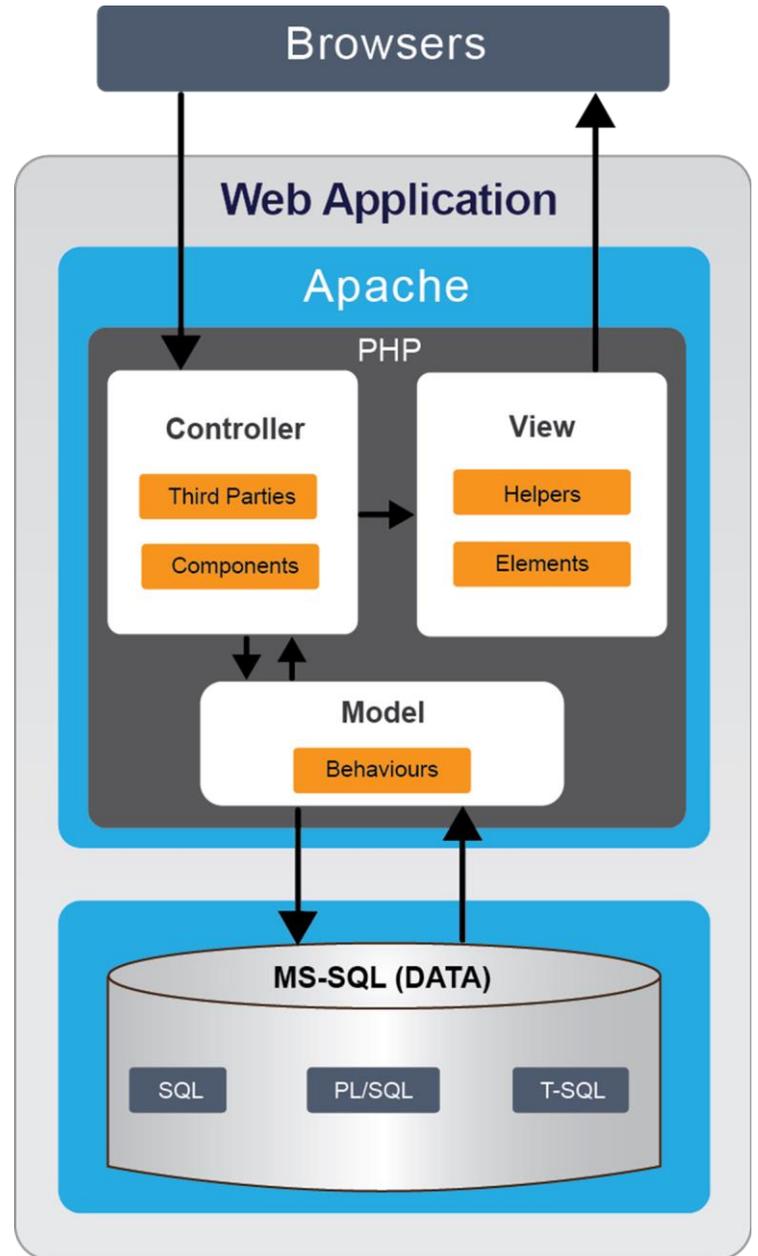
“CakePHP is an open source rapid web application development framework. It follows the Model-View-Controller (MVC) approach written in PHP and distributed under the MIT License. To add technical flavors to it, CakePHP uses well-known software engineering concepts and software design patterns, as Convention over configuration, Model-View-Controller, Active Record, Association Data Mapping, and Front Controller. Cakephp is also fast and easy to use.”

Due to its unique simple features, CakePHP cuts down on development time drastically compared to other frameworks. This saves time and money to all parties concerned!

It also has a test case module included in it. CakePHP uses PHPUnit as its underlying test framework. PHPUnit is the de-facto standard for unit testing in PHP. It offers a deep and powerful set of features for making sure code does what it needs to.

With PHP, MySQL was the obvious choice for database. But database design was again a concern. Though the initial road map was laid, we were still unaware of data-fields. Moreover, due to the aggressive timelines and the agile process, the database design was not finalized and kept changing frequently. This is where the real power of CakePHP was realized. CakePHP can easily accommodate any database changes at any point without effecting the application. Technically speaking, we used agile approach where there can be frequent changes in the requirements.

The biggest challenge was the integration of third-party APIs, a personality assessment tool. We are the first ever to integrate this APIs. We with our clients had several calls with the API provider to understand the API functionality. There were several issues with the API as well, as it was first time exposed to external use.



The API takes inputs from users and based on their answers it generates a result. The requirement was to show the results as suggested by the API owners. This resulted in integration of another JavaScript API called Highcharts. The case was, our application interacts with an external API, generates results and these results were again supplied to another API which generated charts which were then displayed on the users profile.

Key Benefits:

We implemented an online marketing tool through which client could provide its users with the following abilities:

- Showcase their activities, favorites, skills, achievements, goals, services work experience etc.
- Provide any educational transcripts, submit their resume, write their own blog etc.
- Upload their video which provides their personal traits to demonstrate themselves to prospective employers.
- Showcase their core strengths and attributes through a positive and accurate summary report from personality assessment tool.

Lessons Learnt:

Every Project is unique in its own way. Although the context of the project might match with other previous projects, the objective of the project gives it uniqueness. As a result we may learn something new from each project.

- Communication is the key for the success of any project. Therefore, a project needs to have a talented set of individuals who communicate and work towards a common goal as a team.
- Business and Technical needs both are equally important in the critical decisions.
- Changes are inevitable. Be open and flexible to accommodate them.

Why Us?

We work in Sprints: We work closely with clients to achieve their desired results. Clients will be able to review a working prototype after every sprint.

Team-work: Advising clients is also as important as working on the client instructions. We provide a complete support starting from selection of technology/framework to hosting and making the application live.

Quick and Responsive: We are always available and are quick to implement changes.

Expertise and Experience: Our team has a multitalented staff with years of experience and expertise on business analysis, project management, software development, and testing.

Result: We are a result oriented team. Result for us is not just a good looking application, but also the usability. Fast, reliability, scalability, security etc. are few other areas that our team focuses on while working with client.

On-time Delivery: Utilizing our global delivery ecosystem and a large pool of skilled resources we have successfully delivered projects on-time and within budget.

Quality of service: Apeiro adheres to highest quality of service; working with us you will likely experience a "can-do attitude". We believe our success lies in the success of our customers.

