

Craftly

TLDR Creates personalized cover letters in seconds

Status: Draft / **Mentor Review** / Team Review / Complete

Team Name: Team Offer-Xccepted

Team Members: Austin, Jose, Martin, Phil

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Summary

What is it? Think of this as your elevator pitch for your product. Limit it to a few sentences.

A product that helps tech professionals to write personalized cover letters to make their job application process effortless and efficient.

Problem Background

Who is the customer and what is the need or problem we're addressing? Why should we address this problem now? What are all of the things we know? How do we know this is a problem?

The job application process can be tedious and time-consuming, often requiring applicants to craft a unique and personalized cover letter for each position. Many users struggle with creating a cover letter that adequately represents their skills, experiences, and enthusiasm for each job position they apply to. In addition, many professionals lack the best practice that goes into drafting a cover letter, leading to missed opportunities. By offering an automated yet highly customizable cover letter generation tool that also provides expert-level guidance in crafting a cover letter, we can empower users to create strong applications, thereby enhancing their chances of landing their desired role.

Goals

Talk about the general high-level goals of doing this work. What are we trying to accomplish by solving the problem?

1. Empower users to produce high quality cover letters efficiently regardless of their career level and writing skills
2. Increase probability of landing an interview or contact from recruiters
3. Delight users and aim for high satisfaction on ease of use and quality of content
4. Go-to platform for cover letter generator tool by integrating with existing job search products

5. Ensure product is adaptable and scalable to different job industries and roles

User Stories

Put 3-5 user stories here. Keep it high level. As a <type of user>, I want to <goal to be accomplished>, so that <reason for the goal>.

What problems the user has and expects to be solved

1. **Recent graduates**

- With limited experience in crafting professional cover letters, I want the cover letter generator tool to provide me with an easy-to-use template and guide me, so I can create professional cover letter with quality for my job applications

2. **Mid-career professionals**

- I want a cover letter generator tools to input my resume and highlight my skills, experience, and achievements to customize my cover letter to different job applications

3. **Job switchers / seekers**

- I want to switch industries, I want a cover letter generator tool to provide me with industry-specific templates, allowing me to create a cover letter

4. **Non-native english speakers**

- As english being my second language, I want a cover letter generator to help me with spelling.grammar, tone, style, and phrasing to make sure my cover letter presents the right message and grammatically correct in a professional setting

5. **Career counselor**

- As giving feedback or reviewing multiple cover letters is tedious, I want a cover letter generator tool that is reliable that I can leverage to edit students' cover letters and also recommend students to use

Proposed Solution

What are you proposing as the solution to the problem being tackled? Keep this to a few sentences, again focusing on the WHAT, not the HOW.

Problem Statement: How can we **make the experience of writing a personalized cover letter painless and quickest way possible** for **tech professionals** so that **they can easily and confidently apply to jobs in the tech industry.**

Easy way for users to input relevant inputs, such as resumes, job descriptions, past cover letters, and/or job profiles/Linkedin and we're able to create a personalized cover letter based on those inputs. The solution should be able to customize the content and look of the cover letter based on user's desired input. The whole process should take less than half of the amount of time writing cover letters manually. This will address the main pain point of the users which is time constraint due to editing each cover letter user's draft.

The solution should also guide user's by giving them specific guidelines and tips on how to craft their cover letter based on user's skills, achievements, experience, and etc. as well as industry/ role best practices.

Scenarios

What are your key scenarios (based off your user stories)? What is the definition of done (or acceptance criterion) for each of them? Note: This should be finalized as a team.

1. Recent graduates

- With limited experience in crafting professional cover letters, I want the cover letter generator tool to provide me with an easy-to-use template and guide me, so I can create professional cover letter with quality for my job applications
 - **Scenario 1:** Provide template and guidance on industry-best cover letter
 - User can select templates
 - Solution can provide tips and guidance on how to write a cover letter

2. Mid-career professionals

- I want a cover letter generator tools to input my resume and highlight my skills, experience, and achievements to customize my cover letter to different job applications
 - **Scenario 1:** Professional qualifications for customization
 - Users can upload resume, cover letters, job description
 - Users can choose what to highlight
 - Users knows what to highlight based on tools guidance

3. Job switchers / seekers

- I want to switch industries, I want a cover letter generator tool to provide me with industry-specific templates, allowing me to create a cover letter
 - **Scenario 1:** Cover letter templates for different industries

- Users can choose template based on industry

4. Non-native english speakers

- As english being my second language, I want a cover letter generator to help me with spelling, grammar, tone, style, and phrasing to make sure my cover letter presents the right message and grammatically correct in a professional setting
 - **Scenario 1:** Tone, spelling, grammar, style check
 - Users can choose which tone
 - Users can choose style
 - Spelling/ grammar should be the default. One less problem users can worry about

5. Career counselor

- As giving feedback or reviewing multiple cover letters is tedious, I want a cover letter generator tool that is reliable that I can leverage to edit students' cover letters and also recommend students to use
 - **Scenario 1:** Multiple cover letters in one sitting
 - Users can select number of draft
 - Users can choose which draft and customize
 - Users can batch generate multiple cover letters

Measuring Success

Co.Lab Success Metrics

What would you consider success to look like by Demo Day for your team? What would be the definition of done for your product by that point? Note: This should be finalized as a team.

By demo day, we would like to complete our top 3 user stories as they will serve as our core value proposition that our product will deliver.

Product Success Metrics

Consider metrics you'd want to measure to consider the product a success. How would we know if we've solved the problem? What are the things we'd want to measure?

1. User engagement - measure number of generated cover letters and time spent on tool
2. User satisfaction - user survey and feedback on ease of use and quality of cover letter
3. Higher win - higher percentage of scheduling 1st interview w. using our solution vs.

- not using the tool
4. Conversion - track number of users who share or download the generated cover letters

Milestones & Timeline

What are the milestones and project stages within Co.Lab? How will you consider your roll-out plan? What about extending beyond?

Timeline	Milestone
Week 1	Design Plan research with Designer Dev Scope out high level development tasks
Week 2	Design Synthesize research and align on user flow + features for low fidelity design Complete low-fi User test low fidelity designs for user story 1 Begin high fidelity designs for user story 1 Dev Complete tech one pager Create schema for storing user data in local storage
Week 3	Design Complete wire framing Complete low fidelity designs for user story 1 by end of week Start draft of hi-fi design Start designs for user story 2 Dev Begin development for user story 1 with low fidelity designs Ramp up on development for user story 1 Push a working prototype for user story 1

Week 4	Design User test live functional demo for user → get user feedback Continue designs for user story 2 Begin designs for user story 3 Dev Address comments from user test for user story 1 Begin development for user story 2 + 3
Week 5	Design Continue to gather user feedback on user stories Start presentation Dev Ramp up on development for user story 2 Push a release for user story 2

Open Questions / Appendix

For any open questions about the problem or any assumptions that you might have.

This could be related to open questions that have not been resolved by the research so far, further thoughts, etc

- We may be focusing on a market where CL is not required (tech), we should explore to include other industries?
- How can we make CL stand out? We may need to explore large problem of how to land the 1st interview? Is a high quality CL the solution?