



www.grabagrad.co.nz: A Website for Graduates

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Ben Singh-Cosgrave, Darlene Williams and Phil Baskerville had a vision, a vision to create and develop a website especially for graduates. The project encompasses two main aims:

To create a website for graduates and employers of graduates that provides a myriad of information concerning the job market.

To effectively market the completed website.

Matching graduates with companies who take on graduates is an extremely important aspect of the job market. This website will take steps towards making this task easier. The website will contain on line advertisements for job vacancies, tips on creating the perfect curriculum vitae, information on dealing with interviews effectively, even information on the graduate packages different banks have on offer. Graduates will be able post their curriculum vitae's to the site or provide a career profile, which will enable employers to use the site to search for the perfect graduate for their available position. The prototype for this proposed site is found at: www.cluthajobs.co.nz, see below.

Research for the proposed site has been extensively carried out in the form of surveys. Students have been surveyed to discover what they require from such a site i.e. how should it look, how should it function, what kind of information would be helpful etc. Potential employers have also been surveyed to find out how they think the site should look and the information it should contain about graduates to make the selection, interview and employment process a little smoother.

To develop the site a variety of software tools are being employed. Microsoft Project is providing a means to keep the project running to a specific time frame and ensuring that deadlines are met in a timely manner. ASP and SQL server are being used to develop the website itself in addition with Rational Rose and Unified Suite.

It is envisaged that the site will "pay for itself" through encouraging business and employers to advertise on the site. This will in turn help to market the site effectively.

This development has been undertaken as a third year project as part of the Bachelor of Information Technology at Otago Polytechnic. The project includes both the technical aspects of grabagrad and the business model and establishment.

