

# SOFTSERVE CREATES A SMART DATABASE

Case Study

To Match Grads With Their Perfect Job

softserve

# BACKGROUND

Our client is a startup in the education industry. They provide a platform for students, graduates, and graduate employers to find each other. The client is collaborating with universities to promote the site among students and companies to make sure that graduates will have better job opportunities. The client has specified target markets in Australia, North America, and Europe.



# BUSINESS CHALLENGE

The client asked SoftServe to develop and implement a web-based solution for graduate students and potential employers to find each other. The client wanted to develop a searchable database of graduate candidates' video profiles for employers looking for that perfect match. The profiles needed to allow users to share detailed information about their skills, areas of interests, hobbies, etc. The client needed to develop this platform with a limited budget and timeframe (four months).

## THE KEY CHALLENGES INCLUDED:

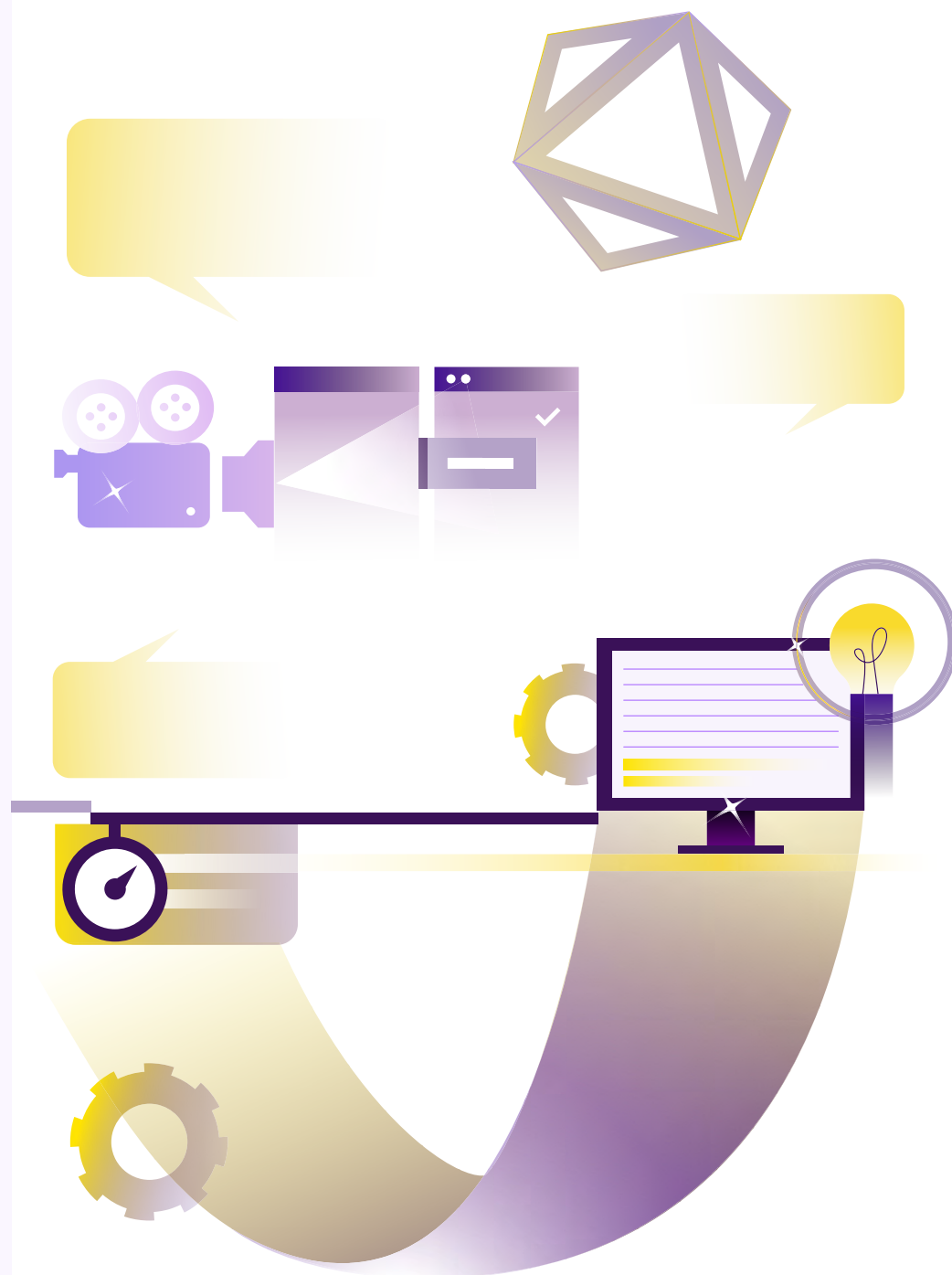
- The ability to upload small video recordings
- Strict timeframes and predefined release dates
- Integration of a third-party video service

# PROJECT DESCRIPTION

SoftServe's team for this project consisted of four developers, a quality assurance manager, and a project manager. Considering the timing and budget, RoR (Ruby on Rails) was recommended due to its functionalities and components. The RoR framework is constantly developing and evolving so the client will not have trouble finding experienced staff to maintain and expand the system. The RoR technology stack allowed SoftServe to speed up the development process and stay within the allotted timeframes and budget and reduce the solution's time-to-market.

Additionally, the client agreed to use HireVue video/digital interviewing component as the foundation for creating the video profiles. By introducing the proven and mature HireVue digital interviewing solution, SoftServe not only accelerated the development of the core feature of the system, but also ensured that the client will get access to new features that are regularly updated.

The SoftServe team held weekly meetings with the client to define requirements, make recommendations, and determine next steps. This cadence of meetings kept the client informed and allowed the team to make decisions and change requirements based on the evolution of the project.



# VALUE DELIVERED

SoftServe successfully developed and implemented the web-based system — from pre-development analysis to final deployment including a production environment with additional monitoring and maintenance. The platform was launched in time (four months).

Currently, the platform's goal is to gain as many users (both graduates and employers) as possible to continue the system's growth and evolution.

## THE BENEFITS OF THE IMPLEMENTED PLATFORM INCLUDE:



**A database of graduate profiles (with videos) and employers**



**Secure communication with the right candidates and/or employers**



**Ability to search for the right candidate by specific search criteria**



**Automation of resume/CV creation**



**Increased user satisfaction due to additional capabilities**



**Reduced time-to-market**

# About SoftServe

We are advisors, engineers, and designers who deliver innovation, quality, and speed — elevating and accelerating our clients' digital journeys.

Our approach is built on a foundation of empathetic, human-focused experience design that ensures value and continuity from concept to release.



info@softserveinc.com  
www.softserveinc.com

## Contacts

### NORTH AMERICAN HQ

201 W 5th Street, Suite 1550  
Austin, TX 78701  
+1 866 687 3588 (USA)  
+1 647 948 7638 (Canada)

### EUROPEAN HQ

30 Cannon Street  
London EC4 6XH  
United Kingdom  
+44 333 006 4341

softserve