

User Story: The Perfect Match Between Talent and Opportunity

Introduction

This document outlines a comprehensive user story for the CareerBridge platform, focusing on two key personas: Nader, an IT Engineer specializing in AI seeking an End-of-Study (EoS) virtual internship, and Bupa, a leading Saudi Arabian insurance company looking to optimize its EoS internship recruitment process. The narrative details their respective journeys on the platform, highlighting the innovative features of CareerBridge, including its AI-powered matching system, transparent scoring, and integrated micro-learning paths.

Actors

1. **Nader:** An ambitious IT Engineer with a strong background in AI, actively seeking a relevant and impactful EoS virtual internship to kickstart his career. He represents the student perspective, often frustrated by the lack of tailored opportunities.
2. **Bupa:** A prominent insurance company in Saudi Arabia, aiming to streamline its internship program by leveraging CareerBridge's capabilities to efficiently identify and onboard qualified talent. Bupa seeks to optimize internal resources and enhance the quality of its intern pool.
3. **CareerBridge:** The innovative platform designed to bridge the gap between student talent and corporate needs, particularly for EoS internships in Saudi Arabia. It employs advanced technology to facilitate precise matching and foster continuous learning.

Nader's Journey (The Candidate)

Nader, an IT Engineer with a significant project in AI, finds himself at a crossroads. Traditional internship platforms have failed to provide him with a suitable End-of-Study (EoS) virtual internship that aligns with his specialized skills and career aspirations. He hears about CareerBridge, a platform specifically designed to revolutionize Saudi internships, particularly with its student-pays model and focus on relevant placements [1]. Intrigued by its promise to connect students with meaningful opportunities, Nader decides to onboard.

Onboarding and Profile Creation

Nader navigates to `career-bridge.app` to begin his journey. The platform guides him through a comprehensive profile creation process, designed to capture a holistic view of his

capabilities and potential:

1. **Resume Upload and Analysis:** Nader uploads his resume. CareerBridge's system immediately processes the document, extracting key information such as his educational background, technical proficiencies (e.g., Python, machine learning frameworks, natural language processing), project experiences, and any certifications. This initial analysis forms the basis for rule-based data matching.
2. **Video Introduction:** To add a personal dimension to his application, Nader records a short video introduction. In this video, he elaborates on his main AI project, expresses his passion for the field, and articulates his specific interests and expectations for an EoS internship. This video is crucial for the AI matching component, allowing for analysis of communication style, enthusiasm, and deeper insights into his personality and drive.
3. **Inputting Preferences and Needs:** Beyond his resume and video, Nader provides additional structured inputs detailing his ideal internship. This includes preferred EoS topics, specific subjects within AI he wishes to explore, desired positions, and whether he seeks remote or on-site opportunities. These inputs further refine the rule-based matching criteria.

Initial Search and Proactive Engagement

After completing his profile, Nader searches for available EoS virtual internships. To his initial disappointment, he doesn't immediately find an internship that perfectly fits his niche in AI. However, CareerBridge's proactive system intervenes. Instead of leaving him disheartened, the platform sends him an intelligent notification:

"Dear Nader, we understand your unique expertise in AI. While there isn't an exact match for your profile at this moment, our advanced AI matching system is continuously working to identify the best EoS virtual internship opportunities for you. We will notify you as soon as a highly relevant position becomes available, ensuring you find an experience that truly leverages your skills and helps you achieve your career goals."

This proactive approach reassures Nader that CareerBridge is actively working on his behalf, leveraging its intelligent algorithms to find a suitable placement rather than relying solely on static job postings.

Bupa's Journey (The Company)

Bupa, a leading insurance company in Saudi Arabia, has recognized the need to innovate its talent acquisition strategy, particularly for its End-of-Study (EoS) internship programs. To optimize internal resources, streamline the recruitment process, and ensure access to top-tier talent, Bupa has signed a strategic agreement with CareerBridge. This partnership

allows Bupa to outsource its EoS operations, thereby liberating internal resources and dematerializing a traditionally cumbersome process, while simultaneously onboarding several individuals on a single subject or project.

Dashboard Configuration and Needs Definition

Upon integrating with CareerBridge, Bupa gains access to a dedicated dashboard designed for efficient internship program management. A representative from Bupa logs in to define the parameters for their upcoming EoS virtual internships:

1. **Defining EoS Topics and Subjects:** Bupa specifies the key EoS topics and subjects relevant to their business needs. For instance, they might define a need for interns in areas like 'Digital Transformation in Healthcare Insurance' or 'AI Applications in Risk Assessment.' They also specify the exact subjects within these topics, such as 'Predictive Analytics for Claims' or 'Customer Service Chatbot Development.'
2. **Specifying Positions and Modalities:** Bupa outlines the number of positions available for each topic and the preferred working modality (remote or on-site). This granular detail ensures that the opportunities presented to students are precisely aligned with Bupa's operational requirements.

Company Profile Augmentation

CareerBridge goes beyond simply listing Bupa's requirements. To facilitate a more nuanced and effective matching process, the platform performs a comprehensive **company profile augmentation** through in-depth research. This involves gathering both objective and subjective data to provide a richer context for potential interns and to enhance the accuracy of the matchmaking algorithm:

1. **Objective Data:** CareerBridge analyzes publicly available information, such as Bupa's annual reports, financial statements, press releases, and corporate social responsibility initiatives. This provides insights into the company's strategic direction, market position, and recent achievements.
2. **Subjective Data:** To understand the organizational culture and leadership, CareerBridge delves into more qualitative aspects. This includes researching Bupa's company culture, identifying key leadership roles, and examining the track record of the head of the department concerned with the internship. This subjective data helps in assessing the cultural fit between the intern and the company, which is crucial for a successful internship experience.

The Intelligent Matchmaking System

At the heart of CareerBridge is its sophisticated matchmaking system, which combines rule-based data analysis with advanced AI capabilities to ensure optimal pairings between students and companies. This system operates with a commitment to transparency and fairness, providing a clear rationale for each match.

Dual-Layer Matching

1. **Rule-Based Data Matching (Students' Competence / Company Needs Fit):** This layer focuses on the direct alignment of skills and requirements. CareerBridge compares Nader's extracted competencies (from his resume and structured inputs) with Bupa's defined needs (EoS topics, subjects, and positions). This includes matching technical skills, academic background, and preferred work modalities. For example, if Bupa requires expertise in NLP for a chatbot project, Nader's demonstrated proficiency in NLP from his AI project would be a strong rule-based match.
2. **AI Matching (Video Analysis, CV Analysis, Data Extraction):** This advanced layer leverages artificial intelligence to extract deeper, more subtle insights:
 - **Video Analysis:** The AI analyzes Nader's video introduction to assess his communication skills, enthusiasm, problem-solving approach, and overall demeanor. It can identify soft skills and personality traits that might not be evident from a resume alone.
 - **CV Analysis and Relevant Data Extraction:** Beyond simple keyword matching, the AI performs a semantic analysis of Nader's CV to understand the context and depth of his experiences. It can identify patterns and connections that indicate a strong fit for specific roles, even if the exact keywords are not present. For instance, it might infer Nader's innovative thinking from the description of his AI project.

Transparent and Fair Matching Score

Through the combination of rule-based and AI matching, CareerBridge generates a comprehensive **matching score** for each potential pairing. This score is designed to be transparent and fair, providing both Nader and Bupa with a clear understanding of the compatibility. When Nader receives a notification about a new opportunity, he can view a detailed breakdown of his matching score, which might include:

- **Technical Skills Alignment:** A percentage indicating how well his technical skills match the company's requirements.
- **Project Relevance:** A score reflecting the applicability of his past projects to the internship's scope.
- **Communication & Soft Skills:** An assessment based on the AI analysis of his video introduction.

- **Cultural Fit:** An indicator of how well his expressed preferences and personality align with the company's culture, derived from both his inputs and the augmented company profile.

This transparency empowers Nader to understand why he is a good fit for a particular opportunity and helps Bupa in making informed decisions.

Smart LMS and Micro-Accreditations

CareerBridge's commitment to talent development extends beyond just matching. For candidates who show strong potential but might have minor gaps in their skill set for a specific role, or for those who wish to further enhance their profile, the platform integrates a **smart Learning Management System (LMS)**. This LMS is directly linked to the matchmaking process and the transparent scoring system.

1. **Micro-Learning Paths:** Based on the matching score and identified skill gaps, the smart LMS automatically generates personalized **micro-learning paths**. These are short, focused learning modules designed to address specific competencies required for an internship or to enhance a candidate's overall profile. For example, if Nader's score indicates a slight deficiency in a particular AI framework relevant to Bupa's project, the LMS might suggest a micro-learning path on that specific framework.
2. **Micro-Accreditations:** Upon successful completion of a micro-learning path, Nader receives a **micro-accreditation**. These accreditations serve as verifiable proof of his newly acquired or enhanced skills, further strengthening his profile on CareerBridge. This continuous learning loop ensures that candidates are always improving and becoming more competitive.

Company Notification and Onboarding Acceptance

Once a strong match is identified and potentially enhanced through micro-learning, the company (Bupa) is notified. Bupa reviews the candidate's profile, including the detailed matching score, the original resume, the video introduction, and any micro-accreditations Nader has earned. If Bupa accepts to onboard Nader for the internship, the process moves forward, signifying a successful match facilitated by CareerBridge's comprehensive ecosystem.

Conclusion

CareerBridge revolutionizes the EoS internship landscape in Saudi Arabia by creating a dynamic and intelligent ecosystem that benefits both students and companies. For students like Nader, it offers a personalized and proactive approach to finding meaningful opportunities, coupled with continuous skill development. For companies like Bupa, it

provides an efficient, data-driven solution for talent acquisition, ensuring access to highly qualified and culturally aligned interns. The platform's transparent matching, AI-powered insights, and integrated learning pathways foster a new era of talent development and recruitment, aligning perfectly with Saudi Vision 2030's objectives of empowering youth and diversifying the economy.

References

[1] CareerBridge_RevolutionizingSaudiInternshipswithaStudent-PaysModel.pptx.pdf
(provided by user)