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Flash Research Assignment – Apple iTunes and the App Store Ecosystem

 Imagine being able to update your resume on multiple job search sites at once without having to change it on every individual site. With my new application, OneRes, users can do exactly that by using the app to update them simultaneously. This app will be free to use, but we can still generate revenue by charging for job postings and a premium version of the app.

 OneRes will serve to make the job-hunting process more efficient for candidates seeking new jobs by centralizing the resume-building process. In today’s world, much of the job-searching process is done online through LinkedIn, Indeed, or postings on company web sites. Users often have to upload a copy of their resume to the website or build one through the site, and when they want to update or change it they have to go through each individual service and make those changes. OneRes will allow users to upload a resume to our service and will also link users to their existing profiles on these other platforms to update them simultaneously. This will save users valuable time as people often have multiple job-searching profiles. Updating their resume on each profile can become time-consuming and tedious, and OneRes will centralize the process. This application can also consolidate job search results from all these sites so that the user has all their results available in one place, and will be available for use on smartphones, tablets, and personal computers.

 OneRes will be free for users to download, but we can still generate revenue by allowing employers to post jobs through our service with a pay-per-click price based on their preference. Employers who pay higher will have their job postings seen more often. We can also generate revenue by charging users monthly for a premium service that will allow expanded features such as a swipe-to-apply process and instant notifications of new job postings