IDP: Product Development for our HR / Ad Management Platform

Who We Are
Bloom Future is a digital career orientation app that helps students discover their strengths, interests, and suitable career paths through guided reflection and AI driven matching. The app connects young people with local companies and universities by presenting relevant training and study opportunities. Bloom Future is active in several regions in Baden Württemberg and collaborates closely with schools, educational institutions, and employers.
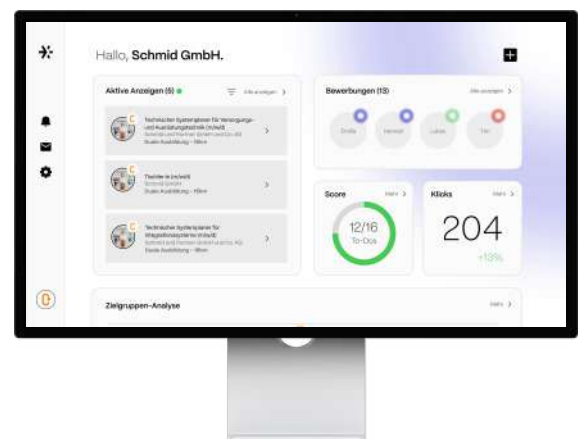
Project Background
Companies that use Bloom Future can present their training programs and study offers inside the app. Currently, job ads are created through external forms and transferred manually into HTML templates, which leads to high administrative effort and frequent change requests. To support scale and reduce support time, we plan to develop a new HR Ad Management Platform that allows companies to independently create, edit, manage, and purchase their ads with a live preview.

Project Goals
The goal is to design and implement a working prototype of the HR Ad Management Platform. Students will work on the technical implementation as well as the conceptual and managerial aspects, including requirements analysis, user journeys, and strategies for integration into the wider Bloom Future ecosystem.

Tasks for the Practical Part
- Research needs and expectations of HR departments and training coordinators
- Define functional requirements and system architecture
- Design user flows and interface concepts in coordination with the Bloom Future team
- Develop a prototype for the HR Ad Management Platform with features like account creation, ad creation, preview, editing, and publication
- Implement backend logic for data storage and ad structure
- Test the platform with selected pilot partners and document improvements

Tasks for the Theoretical Part
- Compare HR tech solutions that offer ad management functionalities
- Review best practices for user experience in HR recruitment tools
- Analyse workflows in small and medium sized HR departments related to ad creation and management
- Develop recommendations for long term scalability, pricing structure, and integration with the Bloom Future app and dashboard

Expected Outcomes
- A functional prototype of the HR Ad Management Platform
- Documentation of technical architecture, system design, and user flow
- A written report with research based insights and strategic recommendations
- A presentation summarising results, learnings, and future steps

Student Profile Requirements
- Interest in software development, UX design, HR tech, or digital products
- Experience in frontend or backend development is helpful
- Ability to work in a team and communicate results clearly
- English required, German preferred

Start and Duration
Start date flexible, 3 months full-time or 6 months part-time

Team Size
3-4 students preferred

Sounds interesting?

Contact us with a short descrition of yourself and your thoughts on the project ! We will be happy to talk to you!

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