

CAREERS EXPERIENCE TRANSFORMATION

One careers platform. Three levels of ambition.

A practical route from a complete careers-portal revamp to a connected talent product—without moving TATA AIG data or release control outside approved systems.

01	Prevent candidate loss Complete portal revamp	02	Prevent disengagement Candidate relationship layer	03	Reduce operational waste Connected talent workflows
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Prepared by **One Roll Studios** · Private working proposal · Not a statement of work

Hiring friction appears at three different moments.

The opportunity is larger than a visual refresh. The portal can become the first layer of a more dependable recruitment experience.

01

BEFORE APPLICATION

Good candidates can leave before they apply.

Inconsistent role information, weak discovery and broken or stale states reduce confidence in the opportunity.

Need: a credible, dependable talent front door.

02

AFTER APPLICATION

The candidate relationship can become a black box.

Limited guidance and communication create anxiety, repeated follow-ups and avoidable candidate disengagement.

Need: clearer communication and engagement.

03

INSIDE RECRUITMENT

Manual coordination creates operational waste.

Disconnected tools and handoffs make recruiters chase updates, repeat tasks and lose end-to-end visibility.

Need: selected, governed workflow automation.

Public outside-in review

4–7 September 2026

37 of 43

shared a description with at least one other role

12 of 43

listed vacancies had effectively empty core role sections

Several

story routes, assets and recovery paths showed broken or stale states

Public surfaces only; no sign-in, application submission or candidate-data access. TATA AIG owners validate root causes before implementation.

Each choice solves a bigger business problem.

Every option includes a complete, launchable portal revamp. Higher tiers add candidate and operating capability—not cosmetic volume.

RELEASE 01

Careers Foundation

Solves: candidate loss before application.

₹1.5 lakh + taxes

OUTCOME

A modern, measurable portal where candidates understand TATA AIG, find suitable roles and apply confidently.

- Employer-brand information architecture
- Responsive content, search and role journeys
- Reusable job-detail and recovery states
- Accessibility, SEO, analytics and launch QA

1
CONNECTED
PROTOTYPE

7–9
WEEKS

14 DAYS
LAUNCH
SUPPORT

RECOMMENDED

RELEASE 02

Candidate Experience

Solves: candidate disengagement after application.

₹3.75 lakh + taxes

OUTCOME

The full revamp plus a candidate relationship layer that captures interest, communicates clearly and measures the journey.

- Everything in Careers Foundation
- Three priority audience or programme journeys
- Talent-community and job-alert experience
- Candidate communications and funnel measurement

2
CONNECTED
PROTOTYPES

10–12
WEEKS

30 DAYS
OPTIMISATION

RELEASE 03

Talent Product Release

Solves: fragmented and manual recruitment operations.

From ₹8.5 lakh + taxes

OUTCOME

A connected candidate-and-recruiter product with selected workflows, operating visibility and governed automation.

- Everything in Candidate Experience
- Up to three selected production workflows
- Integration and failure-state engineering
- Recruiter operations and workflow health

3
CONNECTED
PROTOTYPES

14–18
WEEKS

90 DAYS
OPERATIONS

Dependent features enter a fixed statement of work only after SuccessFactors capability, APIs, incumbent-vendor effort, privacy and InfoSec requirements are validated.

RECOMMENDED

Candidate Experience

It fixes the complete public experience and begins solving what happens after someone applies—without committing to a full recruitment-platform programme on day one.

01

Meaningful first release

The result is valuable on its own: not an audit, concept or cosmetic redesign.

02

Visible candidate value

Candidates receive clearer discovery, capture, guidance and communication.

03

Controlled expansion

Workflow automation can follow once platform and security constraints are known.

HOW THE PRODUCT EXPANDS



A lower-risk route remains valid.

TATA AIG can begin with Careers Foundation at ₹1.5 lakh. The architecture is designed so later releases extend the same base instead of replacing it.

Five controlled steps from evidence to release.

One consolidated client owner keeps decisions moving. Calendar timing begins after approved inputs, access and platform ownership are confirmed.

01	02	03	04	05
Validate Estate, platform, priorities, owners and acceptance criteria.	Define Journeys, content, measurement and implementation boundaries.	Prototype Connected end-to-end journeys for review and approval.	Implement Build or configure on TATA AIG's approved deployment surface.	Assure QA, UAT, launch, documentation and operating handover.

PAGES

Content-page ceilings are 5 / 8 / 12.
Search, reusable templates, states and workflows are counted separately.

PROTOTYPES

A prototype is one connected, clickable journey across its required screens and states—not one static page.

CHANGE CONTROL

The statement of work records the final screen inventory, integrations, revisions, owners and acceptance criteria.

TATA AIG retains the surface, data and release authority.

ORS works inside an approved boundary. The proposal does not require candidate data to be held by ORS.

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|----|--|
| 01 | Production data, credentials, analytics and configuration remain on TATA AIG-owned or explicitly approved systems. |
| 02 | Access is least-privilege, revocable and time-bounded; discovery is read-only and test data is synthetic wherever possible. |
| 03 | TATA AIG approves scripts, third parties and releases. Formal legal, privacy, VAPT and InfoSec acceptance stays with authorised reviewers. |

OPTIONAL AFTER LAUNCH

Post-launch partnership

Choose a light care retainer or an embedded ORS careers-product pod, matched to the work TATA AIG wants to keep moving.

Maintain

Portal health, priority fixes and release assurance

Optimise

Search, funnel, content and candidate experience

Embed

Product roadmap, workflows, analytics and recruiter tooling

Working range

₹25k-₹4L

per month + taxes

The monthly fee follows the agreed backlog, response time, team capacity and platform/vendor dependencies. The upper end represents an embedded cross-functional product pod—not ordinary maintenance.



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20
projects
shipped

14
clients served

One
team
from problem to
release

07

DECISION AND NEXT STEP

**Choose the release.
Validate the platform.
Start with evidence.**

One 60-minute alignment with the HR/TA sponsor and owners of SuccessFactors, Brand and InfoSec will confirm:

1. the preferred release and priority outcomes;
2. the implementation and vendor path;
3. security, procurement and approval gates;
4. the final statement-of-work boundary.