AAPICOS — Sourcing + QA Extension

Product & Workflow Answers

> **Basis:** This is based on the AAPICOS Sourcing Extension, QA Extension and Admin Panel context we have established from the actual product/workflow discussions and implementation details.
> I have **not filled gaps with invented features**. Where something has not been confirmed, I have marked it clearly as **[NEEDS CONFIRMATION]** or **[DISCUSSION ONLY]**.

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1. SOURCING EXTENSION

1. What exactly is the Sourcing Extension?

The **Sourcing Extension** is a browser-based recruitment tool used by sourcers to work on assigned recruitment targets while reviewing candidate profiles.

It brings the **target context, sourcing guidance, profile interaction and sourcing decision** into one focused workflow.

The core job is:

> **Find a relevant candidate → review the profile against the target → make a YES / NO sourcing decision → record the sourcing activity.**

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2. Who is the primary user?

The primary user is the **Sourcer / Sourcing Team member**.

They use the extension while actively sourcing candidates.

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3. Who else interacts with the sourcing workflow?

The wider workflow involves:

- Sourcer
- QA Reviewer

- Recruitment Manager / Admin
- Client / project structure through the Admin Panel

The client does not directly operate the browser extension based on the confirmed workflow.

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4. Where does the Sourcing Extension work?

The confirmed implementation supports:

- **LinkedIn public profiles**
- **LinkedIn Sales Navigator lead pages**

The extension detects the active supported profile/lead page and provides the sourcing controls.

Other job portals or recruitment platforms are **[NEEDS CONFIRMATION]** and should not currently be advertised as supported.

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5. What does the user do before opening/using the extension?

The user must be authenticated and working within their assigned sourcing context.

The established workflow includes:

Sign in → select the relevant target → begin sourcing.

The Admin Panel determines the user's available assignments.

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6. What information does the extension receive about the selected candidate/profile?

The extension works with information available from the active supported profile/page.

Confirmed captured context includes:

- Profile URL
- Active profile context
- Sourcing decision
- Sourcer identity
- Date/time of sourcing activity

The exact set of profile fields automatically extracted from LinkedIn is **[NEEDS CONFIRMATION]**.

Do **not** market it as automatically extracting a complete candidate CV unless that is actually implemented.

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7. What information does the sourcer see inside the extension?

The sourcer sees the information necessary to make the sourcing decision, including:

- Selected target/context
- Criteria guidance
- Active profile context
- Profile readiness state
- Sourcing controls
- YES / NO decision controls
- Sourcing statistics

The extension also provides a **Side Panel workspace**.

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8. What does the sourcer actually do?

The sourcer:

1. Selects the relevant target.
2. Opens/reviews candidate profiles.
3. Checks the candidate against the target requirements.
4. Uses the sourcing controls.
5. Selects **YES or NO**.
6. Submits/saves the sourcing decision.
7. Continues to the next profile.

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2. COMPLETE SOURCING FLOW

9. Complete workflow from finding a candidate to submitting the profile

Admin creates Client
↓
Admin creates Project
↓
Admin creates Target
↓
Target is assigned to Sourcer
↓
Sourcer signs in

↓
Sourcer selects Target
↓
Sourcer searches/reviews supported profiles
↓
Extension detects active profile
↓
Target criteria + profile context are available
↓
Sourcer evaluates candidate
↓
YES / NO
↓
Decision is recorded
↓
Sourcing activity becomes available
↓
QA workflow

That is the core product story.

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10. How does the sourcer select campaign/project/client/requirement?

The established product terminology should primarily be **Target**.

The Admin Panel structure is:

Client
↓
Project
↓
Target
↓
Assigned Sourcer

The sourcer works against the target assigned to them.

Campaign should not be used interchangeably in marketing copy unless the actual implementation uses that terminology.

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11. What happens when a profile is selected?

The extension identifies the active supported profile and establishes the profile context for the sourcing workflow.

The extension can show its profile readiness state before the sourcer makes the decision.

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12. What does “Quick Source” actually do?

Quick Source is the floating sourcing control that allows the sourcer to interact with the sourcing workflow directly while viewing the candidate profile.

It keeps the core sourcing action close to the profile instead of forcing the user to leave the page.

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13. What information is automatically captured?

Confirmed information includes:

- Candidate/profile URL
- Sourcer identity
- YES / NO sourcing decision
- Date/time of the sourcing action

The exact automatic profile-field extraction is **[NEEDS CONFIRMATION]**.

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14. What does the sourcer manually enter?

The confirmed workflow primarily revolves around the **YES / NO decision**.

Any additional manually entered candidate fields are **[NEEDS CONFIRMATION]**.

Therefore, marketing should not currently claim:

> "Sourcers manually enter full candidate details."

or

> "The extension automatically fills the complete candidate record."

Neither is established.

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15. What happens after the sourcer submits?

The sourcing decision is recorded against the profile and sourcing context.

A YES decision can enter the connected QA workflow.

The sourcing activity also becomes available for reporting and performance tracking.

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16. Where does the sourced profile go?

A sourced profile can move into the **QA Pipeline**.

The broader flow is:

Sourcing
↓
Sourcing Decision
↓
QA Review
↓
Approved / Rejected / Pending

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3. QA EXTENSION

17. What exactly is the QA Extension?

The **QA Extension** is the second operational browser extension used to review sourced profiles and determine whether they meet the required quality criteria.

Its job is to add a structured quality-control step after sourcing.

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18. Who is the primary user?

The primary user is the **QA Reviewer / QA Team member**.

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19. Where does the QA Extension work?

The QA Extension is part of the browser-based recruitment workflow.

The exact external profile platforms supported by QA should be **[NEEDS CONFIRMATION]**.

Do not automatically advertise LinkedIn support for QA unless confirmed by the actual implementation.

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20. What information does QA receive?

QA receives the sourced profile and its associated sourcing context.

The connected workflow maintains information such as:

- Candidate/profile
- Sourcing decision
- Sourcer
- Sourcing timestamp
- QA status
- QA reviewer
- QA review timestamp
- QA rating/reason where implemented

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21. What does QA validate?

The QA reviewer checks whether the sourced profile satisfies the relevant recruitment requirements/criteria.

The exact QA checklist beyond the established rating/reason workflow is **[NEEDS CONFIRMATION]**.

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22. What does QA see?

The QA reviewer sees:

- Assigned project/work
- Candidate/profile
- Sourcing context
- Review controls
- Rating
- Decision/reason controls
- Previous/next navigation
- Review history/status where available

The QA workflow supports:

Pending → Approved / Rejected

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23. What does “Quick QA Review” do?

It provides a quick review interaction for the QA user without requiring them to leave the recruitment workflow.

It is the QA equivalent of keeping the core action close to the profile/work item.

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4. YES / NO + RATING

24. What does YES mean?

For sourcing:

YES = the sourcer has selected the profile as relevant for the target and is submitting it into the sourcing workflow.

It does not necessarily mean the candidate is finally approved.

That distinction is important.

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25. What does NO mean?

NO = the sourcer has decided not to select the profile for the target.

The decision is recorded as sourcing activity.

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26. What does the 1–5 rating represent?

The QA rating represents the QA review assessment of the sourced profile.

The established configuration uses a **1–5 rating**.

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27. Why are 1–3 rejected and 4–5 approved?

The current established default is:

1–3 → Rejected
4–5 → Approved

However, the system is designed so this threshold is **organisation-configurable** rather than an immutable product rule.

Therefore marketing copy should preferably say:

> **"QA uses a structured 1–5 rating to determine the review outcome."**

rather than hard-code the 1–3 / 4–5 rule on the main marketing page.

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28. Can QA provide a rejection reason/comment?

The established QA workflow includes a **reason** associated with QA rejection.

The exact free-text/comment behaviour should be **[NEEDS CONFIRMATION]** if we want to describe it as a separate comment field.

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29. What happens when QA rejects?

The profile receives a **Rejected** QA status.

It becomes part of the rejection/re-sourcing lifecycle where applicable.

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30. What happens when QA approves?

The profile receives an **Approved** QA status.

It can then contribute to the final profile/reporting workflow.

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31. Where does an approved profile go?

Approved profiles are represented within the **Final Profiles** / reporting workflow in the Admin Panel.

The exact downstream client-delivery mechanism is **[NEEDS CONFIRMATION]**.

Do not claim that the system automatically emails the candidate/client or uploads the profile elsewhere.

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5. RE-SOURCING + DUPLICATES

32. Can a rejected profile be re-sourced?

Yes, where the re-sourcing workflow applies.

The established system includes **Re-sourcing Analytics** and a second-chance sourcing workflow.

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33. What happens when the same candidate is sourced again?

The system maintains the sourcing activity/attempt history.

A subsequent attempt can be part of the re-sourcing lifecycle.

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34. Does the system detect duplicate sourcing attempts?

Yes.

The Admin Panel has a **Duplicate Attempts** area.

Important distinction:

> Duplicate intelligence tracks repeated sourcing attempts; it should not be described as automatically blocking every duplicate unless that behaviour is confirmed.

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35. What information is maintained for each sourcing attempt?

Confirmed tracking includes:

- Profile URL
- Sourcer
- Sourcing decision
- Date/time
- Associated sourcing context

The wider QA lifecycle can also maintain:

- QA status
- QA reviewer
- QA review information
- Rating/reason where applicable

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36. Does it track which sourcer sourced the profile?

Yes.

Sourcer identity is part of sourcing activity and performance reporting.

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37. Does it track which QA person reviewed it?

The QA workflow is designed around assigned QA users and QA performance tracking.

[NEEDS CONFIRMATION] whether the exact reviewer identity is exposed on every individual profile record, although the system does track QA-user activity for the workflow/reporting.

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38. Does it track when sourced/reviewed?

Yes, timestamps are part of the operational tracking.

Sourcing activity includes date/time information, and QA activity is similarly part of the review workflow.

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6. NOTIFICATIONS

39. What notifications are generated?

This is **[NEEDS CONFIRMATION]**.

The currently established product information does not give us enough evidence to advertise a specific notification system.

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40. Who receives each notification?

[NEEDS CONFIRMATION]

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41. Email, Slack or both?

Slack/webhook capability exists in the wider AAPICOS environment, but I would **not claim that sourcing/QA notifications are sent through Slack or email** until this specific workflow is confirmed.

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42. Exact notification trigger points?

[NEEDS CONFIRMATION]

Potential workflow events exist conceptually, but they should not be presented as implemented notifications without verification.

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7. ERRORS + CORRECTIONS

43. What happens if the sourcer makes a mistake?

The sourcing decision is recorded and remains part of the workflow.

Correction/edit behaviour is **[NEEDS CONFIRMATION]**.

Do not promise that a sourcer can freely edit any submitted decision unless the current implementation supports it.

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44. What if QA finds incorrect/incomplete information?

QA can mark the profile **Rejected**.

The rejection can then feed the re-sourcing lifecycle where applicable.

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45. Can QA send it back to the sourcer?

The established workflow supports **re-sourcing after rejection**.

Whether this is literally implemented as a "Send Back to Sourcer" button/status is **[NEEDS CONFIRMATION]**.

For marketing:

> **"Rejected profiles can re-enter the sourcing lifecycle where applicable."**

is accurate.

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46. What does the sourcer receive after rejection?

The exact notification/interface shown to the sourcer is **[NEEDS CONFIRMATION]**.

What we can establish is that the rejected profile can participate in the re-sourcing lifecycle.

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47. What does QA receive after resubmission?

The resubmitted sourcing attempt can enter the QA workflow again.

The exact UI/notification behaviour is **[NEEDS CONFIRMATION]**.

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8. ADMIN PANEL

48. What does the Admin Panel control?

The Admin Panel is the **operational control layer** of the system.

It manages and monitors:

- Users
- Clients
- Projects
- Targets
- Assignments
- QA pipeline
- Final profiles
- Performance
- Re-sourcing
- Duplicate attempts
- Audit/activity
- Reporting

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49. How are clients managed?

Admins can manage clients within the Admin Panel.

Clients form the top-level structure for recruitment work.

Client
↓
Project

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50. How are projects managed?

Projects sit under clients and provide the operational context for recruitment work.

Client
↓
Project
↓
Target

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51. How are sourcing targets managed?

Targets are created and managed in the Admin Panel.

Targets contain the sourcing criteria/guidance used by sourcers.

The actual implementation uses **criteria groups and requirements**, rather than forcing every target into fixed fields such as "Location / Experience / Title".

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52. How are users managed?

Admins manage users and their assignments.

The system supports role-based workflows for sourcing and QA.

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53. How is the QA Pipeline represented?

The Admin Panel exposes QA workflow/status information including:

- Pending
- Approved
- Rejected

Admins can filter and monitor the pipeline.

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54. What does Sourcer Performance show?

It provides operational visibility into sourcing activity and performance.

Established reporting includes filtering by dimensions such as:

- Sourcer
- Date/time

- Project
- Client
- Target
- Decision

PDF reporting/export is also part of the established workflow.

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55. What does Re-sourcing Analytics show?

It provides visibility into the re-sourcing lifecycle.

It helps administrators understand activity around profiles that require another sourcing attempt.

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56. What does Duplicate Attempts show?

It provides visibility into repeated sourcing attempts for profiles.

This is **duplicate intelligence**, not necessarily automatic duplicate blocking.

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57. What does Final Profiles & Reporting show?

It provides visibility into profiles that have progressed through the workflow and reporting around sourcing/QA outcomes.

Final Profiles also has CSV export capability in the established Admin Panel.

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58. What does Audit & Activity Tracking record?

The Admin Panel includes audit/activity tracking around system usage.

Established examples include user sign-in/out and session-related activity.

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59. What can Admin see that Sourcer/QA cannot?

The Admin has the broader operational view.

That includes:

- Client/project structure

- Target assignments
- Team activity
- QA pipeline
- Performance analytics
- Re-sourcing analytics
- Duplicate attempts
- Final profiles
- Reporting
- Audit activity

Sourcers and QA users work primarily within their assigned operational workflows.

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60. Are there different permissions/roles?

Yes.

The system has role-specific workflows and access control.

At minimum, the product model distinguishes:

- Admin
- Sourcer
- QA user

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9. COMPLETE BUSINESS JOURNEY

61. Client requirement → approved profile

The complete story is:

CLIENT REQUIREMENT
↓
CLIENT
↓
PROJECT
↓
TARGET + CRITERIA
↓
SOURCER ASSIGNMENT
↓
SOURCING EXTENSION
↓
CANDIDATE PROFILE

↓
YES / NO DECISION
↓
QA PIPELINE
↓
QA REVIEW
↓
1–5 RATING
↓
APPROVED / REJECTED
↓
RE-SOURCING IF REQUIRED
↓
FINAL PROFILE
↓
REPORTING / ADMIN VISIBILITY

This is the **single strongest visual story for the marketing page**.

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10. WHAT HAPPENS WHERE?

62. Where does LinkedIn interaction happen?

The actual candidate/profile interaction happens on the **supported external profile page**, such as LinkedIn.

The AAPICOS extension sits alongside that workflow.

Where does AAPICOS manage the workflow?

AAPICOS manages:

- Target context
- Sourcing actions
- Decisions
- QA
- Status
- Assignments
- Performance
- Reporting
- Re-sourcing
- Duplicate intelligence
- Audit activity

That distinction is important.

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11. AUTOMATION VS HUMAN WORK

63. What is automated?

The system handles structured workflow operations such as:

- Maintaining assigned target context
- Detecting supported active profile context
- Profile readiness states
- Capturing sourcing activity
- Associating sourcing activity with the user/context
- Moving relevant records into QA workflow
- Maintaining QA statuses
- Maintaining reporting/analytics
- Tracking sourcing attempts
- Supporting duplicate intelligence
- Maintaining re-sourcing lifecycle information

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64. What remains human?

The most important decisions remain human:

Sourcer:

> "Should this candidate be sourced?"

QA:

> "Does this sourced candidate meet the required quality/criteria?"

That is a key product message.

AAPICOS structures the workflow; it does not replace the recruiter's judgement.

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12. PROBLEMS IT SOLVES

65. What problem does it solve that normal LinkedIn doesn't?

LinkedIn provides the candidate/profile environment.

AAPICOS adds the **operational workflow around sourcing and QA**.

The difference is essentially:

LinkedIn
Candidate discovery + profile browsing

AAPICOS
Target → Sourcing Decision → QA → Reporting

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66. Problems agencies face without the system

The established problem space includes:

- Switching between sourcing activity and operational systems
- Unstructured sourcing decisions
- Difficulty maintaining consistent QA
- Limited visibility across sourcers
- Limited visibility across QA
- Difficulty tracking sourcing attempts
- Re-sourcing complexity
- Duplicate sourcing attempts
- Manual performance monitoring
- Fragmented reporting

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67. Problems for sourcers

The system helps structure:

- What target they are working on
- What criteria they should consider
- Which profile they are reviewing
- Their sourcing decision
- Their sourcing activity

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68. Problems for QA teams

It provides:

- A structured review workflow
- Assigned QA work
- Consistent rating
- Approved/rejected/pending states
- QA reporting

- Re-sourcing lifecycle visibility

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69. Problems for managers/agencies

It provides operational visibility across:

Clients
Projects
Targets
Sourcers
QA
Profiles
Decisions
Performance
Re-sourcing
Duplicates

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13. TEAM SCALE + CONSISTENCY

70. Multiple sourcers on the same requirement?

The Admin Panel supports assignment of targets to users.

The exact conflict/locking behaviour when multiple sourcers work on the same target is **[NEEDS CONFIRMATION]**.

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71. Multiple QA reviewers?

The system supports QA assignments and QA-specific workflows.

Exact load-balancing/queue behaviour is **[NEEDS CONFIRMATION]**.

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72. How does it maintain consistency?

Consistency comes from:

- Defined targets
- Criteria/groups and requirements
- Structured sourcing decisions
- Structured QA review

- Standard 1–5 rating
- Configurable approval threshold
- Centralised reporting

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14. MANAGEMENT METRICS

73. What KPIs can managers monitor?

Established operational reporting covers areas such as:

- Sourcing activity
- YES / NO decisions
- QA approved/rejected/pending
- Sourcer performance
- QA performance
- Performance trends
- Needs Attention
- Re-sourcing activity
- Duplicate attempts
- Final profiles
- Project/client/target performance

The exact numerical KPI definitions should be taken from the actual dashboard before being published as marketing claims.

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15. PRODUCT DIFFERENTIATION

74. What makes Sourcing different from manually using LinkedIn?

It adds a structured operational layer around the profile:

Target → Criteria → Profile → Decision → Recorded Activity

instead of leaving the sourcing process entirely to separate manual tools/processes.

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75. What makes QA different from manually checking profiles?

QA becomes a structured workflow rather than an informal review:

Assigned Profile → Review → Rating → Reason → Approved/Rejected → Reporting

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76. Biggest benefit of Sourcing Extension?

> **It keeps the sourcing decision connected to the candidate profile and the target being worked.**

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77. Biggest benefit of QA Extension?

> **It turns profile quality checking into a structured, trackable review workflow.**

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78. Biggest benefit together?

> **They connect sourcing and quality control into one measurable recruitment workflow.**

That is probably the strongest overall product statement.

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16. ONE PRODUCT OR TWO?

79. Is Sourcing + QA one complete product/workflow?

From the operational perspective, they form **one connected recruitment workflow**, but they are implemented as two distinct extensions:

Sourcing Extension
+
QA Extension
↓
Connected Recruitment Workflow

They should therefore be presented as **two product surfaces within one operational story**.

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80. One combined landing page or separate pages?

For the main AAPICOS website:

One combined overview page makes sense because the business story is:

Source → QA → Approved Profile

Then Sourcing and QA can have dedicated deeper sections/pages if required.

I would **not make the visitor understand two disconnected products first**.

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17. IDEAL CUSTOMER

81. Who is the ideal customer?

The product is suited to **recruitment agencies and recruitment teams that have structured sourcing and QA operations**.

Particularly teams where multiple people participate in sourcing, QA and recruitment management.

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82. What type of recruitment agency/team?

The strongest fit is an agency/team with:

- Multiple sourcers
- QA reviewers
- Multiple recruitment projects
- Defined candidate requirements
- A need for performance visibility
- A need for structured quality control

Exact company size is **[NEEDS CONFIRMATION]**.

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18. USE CASES

83. Real-world use cases

Good demonstrations would be:

Use Case 1 — Standard sourcing

Target

↓
LinkedIn profile
↓
Quick Source
↓
YES
↓
QA

Use Case 2 — QA rejection

Sourced Profile
↓
QA
↓
Rating 1–3
↓
Rejected
↓
Re-sourcing

Use Case 3 — QA approval

Sourced Profile
↓
QA
↓
Rating 4–5
↓
Approved
↓
Final Profiles

Use Case 4 — Duplicate attempt

Candidate
↓
Previous sourcing attempt
↓
New sourcing attempt
↓
Duplicate intelligence

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19. VISUALS FOR THE WEBSITE

84. Do we have actual screenshots?

The existing product/landing-page work contains **visual representations/mockups of the actual workflow**.

For production marketing, actual screenshots should be used wherever possible.

If we have real extension screenshots, they are preferable to invented UI.

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85. QA screenshots?

Actual QA screenshots are **[NEEDS CONFIRMATION]**.

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86. Complete workflow recording?

[NEEDS CONFIRMATION]

If one exists, it would be valuable for demonstrating the end-to-end flow.

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87. Can we show LinkedIn UI?

Yes, **provided the visual treatment is appropriate for the marketing page and does not imply an official partnership/endorsement**.

The safest visual story is to show the AAPICOS extension operating alongside the profile rather than reproducing large amounts of third-party UI.

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88. What should be visually reproduced?

Prioritise the actual AAPICOS product surfaces:

1. **Target / criteria context**
2. **Candidate profile**
3. **Quick Source**
4. **YES / NO**
5. **QA rating**
6. **Approved / Rejected**
7. **Admin workflow/reporting**

Don't fill the page with repeated browser mockups of the same action.

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20. WHAT VISITORS SHOULD UNDERSTAND

89. First 5–10 seconds

They should understand:

> **AAPICOS connects candidate sourcing and quality review into one structured recruitment workflow.**

Visually:

SOURCE → DECIDE → QA → APPROVE

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90. After the complete workflow

They should understand:

> A candidate doesn't simply get sourced and disappear into another system. The sourcing decision, QA review and resulting outcome remain part of a connected operational workflow.

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91. Sourcing without reading

Show:

TARGET
↓
PROFILE
↓
QUICK SOURCE
↓
YES / NO

---

92. QA without reading

Show:

SOURCED PROFILE
↓
QUICK QA REVIEW
↓
1–5 RATING

↓
APPROVED / REJECTED

---

21. MARKETING MESSAGE

93. Main hero message

I would use:

> **From candidate discovery to quality-approved profiles — one connected recruitment workflow.**

Shorter alternative:

> **Source. Review. Qualify. All in one workflow.**

For AAPICOS, the first one communicates the actual business journey more clearly.

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94. Main CTA

Primary CTA:

> **Request a Demo**

Secondary CTA can be:

> **Explore the Workflow**

Avoid multiple competing CTAs on every section.

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22. WHAT SHOULD THE PAGE FOCUS ON?

95. Workflow vs extensions vs Admin vs business outcome

The hierarchy should be:

1. WORKFLOW
   ↓
2. SOURCING + QA

↓
3. ADMIN VISIBILITY
↓
4. BUSINESS / OPERATIONAL OUTCOME

Do **not** make the Admin Panel the hero.

It supports the workflow.

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23. VISUAL DIRECTION

96. Which visual style?

Keep the established **AAPICOS visual identity, colours, typography and overall design language**.

The page should feel like a product/service showcase, not a technical documentation page.

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97. Sourcing and QA colours?

Use the existing AAPICOS colour system rather than inventing separate unrelated product colours.

If we want a visual distinction:

- **Sourcing** = existing primary AAPICOS treatment
- **QA** = secondary/accent treatment

But this should follow the existing design system.

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98. Existing components that should be reused

Keep/reuse:

- Browser/profile visual
- Floating Quick Source control
- YES / NO interaction
- Side Panel
- Readiness states
- QA rating
- Workflow arrows
- Admin/reporting visuals

The important change is **not removing visuals**.

The important change is **showing each visual once, at the point where it explains the workflow**.

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24. WHAT NOT TO MARKET

99. Features that should NOT currently be claimed

Unless implementation is subsequently confirmed, avoid claims around:

- AI-powered candidate matching
- Automatic candidate ranking
- Automatic complete CV extraction
- Automatic duplicate blocking
- Automatic candidate/client notifications
- Email notifications
- Slack notifications specifically for sourcing/QA
- Job-board integrations beyond confirmed platforms
- Automatic candidate outreach
- Automatic client submission
- Automatic hiring decisions
- Guaranteed quality improvement
- Guaranteed time/cost savings
- Specific ROI
- Specific percentages/statistics
- Security/compliance certifications not verified
- Automatic rejection explanations beyond the actual QA workflow

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25. IMPLEMENTATION-READY PRODUCT STORY

100. One sentence for a recruitment agency owner

> **AAPICOS connects candidate sourcing, structured QA and recruitment reporting into one workflow, giving teams a clearer path from target to approved profile.**

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101. One sentence for a sourcer

> **Work from your assigned target, review candidates in context and record sourcing decisions directly alongside the profile.**

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102. One sentence for a QA reviewer

> **Review sourced profiles through a structured QA workflow, rate them consistently and record the outcome.**

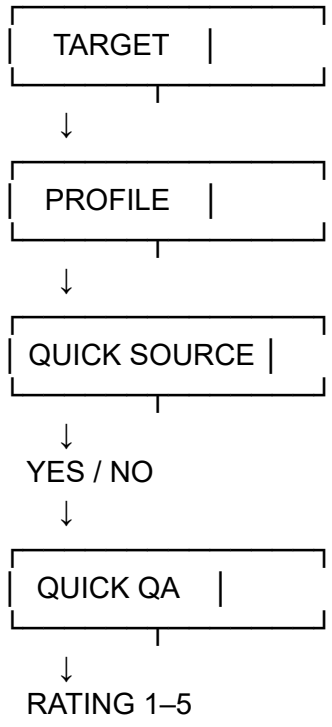
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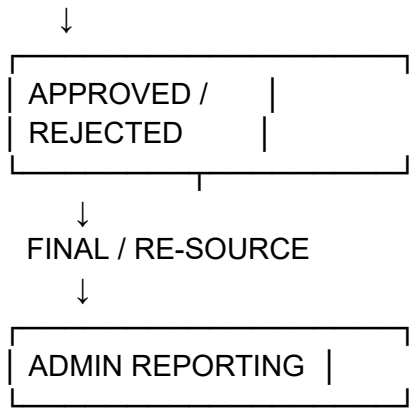
26. THE ONE THING THE VISITOR SHOULD REMEMBER

If they remember **only one thing**, it should be:

> ## AAPICOS connects sourcing and QA around the candidate — from finding the profile to making the final quality decision.

And visually:





The key marketing principle

The page **should not explain Sourcing, then explain the same Sourcing flow again, then explain QA, then explain the same flow again**.

Instead, make the entire page tell **one story**:

> **A recruitment requirement enters AAPICOS → a sourcer works the target → the candidate is sourced → the decision is recorded → QA reviews it → the profile is approved or re-sourced → management sees the outcome.**

That is the actual product story, and it gives us a much cleaner basis for the Sourcing/QA service section.