

Design and Development of a Campus Placement Experiences Hub

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Abstract

Campus placement preparation is an important stage in every student's academic journey, but many students struggle because they do not have access to accurate and well-organized information about company recruitment processes. Most of the available guidance comes from informal conversations with seniors, classmates, or social media groups, where the information is often incomplete, outdated, or difficult to verify. As a result, students may not fully understand the interview process, the skills expected by recruiters, or the types of technical and HR questions commonly asked during placements. This paper presents the design and development of a web-based Campus Placement Experiences Hub, a platform created to bridge this information gap by providing a structured and reliable knowledge-sharing system. The platform allows seniors and alumni to share their genuine placement experiences in a simple digital format, making valuable insights available to future batches. Students can explore company-specific information, including the number of interview rounds, selection procedures, job roles offered, aptitude test patterns, technical topics discussed, coding challenges, and HR interview experiences. The experiences are systematically categorized based on company name, placement year, interview stages, and job profiles, enabling users to find relevant information quickly and efficiently. The proposed system is designed with a user-friendly interface that ensures easy navigation and accessibility for all students. It serves as a centralized repository of authentic placement experiences, encouraging collaboration and knowledge sharing among students, seniors, and alumni. By preserving real interview experiences and presenting them in an organized manner, the platform helps students understand recruitment expectations, prepare more effectively, build confidence, and make informed decisions throughout their campus placement journey. Overall, the Campus Placement Experiences Hub contributes to a more transparent, supportive, and resourceful placement preparation environment for aspiring candidates.

Keywords: Campus placement, knowledge management system, recruitment analytics, web-based information repository, interview experience management.

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Received Date: March 31, 2026

Accepted Date: April 13, 2026

Published Date: May 20, 2026

Citation: A. Uma Krishna Veni, Parvathi Devi, G.S.G.D.S.M. Kumar Sarma, A. Sai Chandra Durga, B. Bhanu, B. Sai Sri. Design and Development of a Campus Placement Experiences Hub. Journal of Web Engineering & Technology. 2026; 13(2): 8–14p.

INTRODUCTION

Campus placements play a crucial role in shaping students' career opportunities in higher education institutions. Every year, numerous companies visit colleges to recruit students for various technical and non-technical roles in industry. During these recruitment drives, students go through multiple stages, such as aptitude tests, technical interviews, and group discussions. For many junior students, understanding the exact process followed by different companies is difficult due to the lack of structured information about previous placement experiences. As a result, students often depend on informal communication with seniors or scattered online resources, which may not provide complete or reliable information [1].

Traditionally, placement experiences are shared verbally or through social media groups, which makes the information unorganized and difficult to preserve for future batches. In many cases, valuable insights about interview rounds, technical questions, and preparation strategies are lost over time because they are not documented in a structured format [2],

This lack of a centralized platform creates an information gap between batches and makes it challenging for students to prepare effectively for campus recruitment processes [3].

To address these issues, a web-based Campus Placement Experiences Hub can be developed to store and organize placement experiences shared by seniors and alumni. This platform acts as a centralized repository where students can access detailed company-wise placement experiences, including interview rounds, technologies discussed, selection procedures, and roles offered. By categorizing the information based on company name, placement year, and job role, the system enables easy navigation and quick access to relevant details [4].

The proposed system was designed using modern web technologies to ensure accessibility, reliability, and ease of use. It follows a client-server architecture that allows the efficient management of placement-related data and smooth interaction between users and the system. Through this platform, seniors can contribute their experiences, while junior students can gain valuable insights into real interview scenarios. Ultimately, the Campus Placement Experiences Hub helps bridge the information gap between batches, enhances transparency in placement processes, and supports students in making informed decisions during their campus placement preparation [5].

PROBLEM STATEMENT

Despite the growing importance of campus placements in higher education institutions, many colleges still lack a structured system to record and share placement experiences. Most placement-related information is shared informally through conversations with seniors, messaging groups and scattered online posts. These traditional methods are inefficient and often fail to preserve valuable insights for future batches of students [6]. Consequently, many students are unaware of the actual recruitment procedures followed by companies visiting their campus.

In many institutions, placement experiences are not documented on a centralized platform, making it difficult for students to access reliable and organized information about interview processes, technical questions, and company expectations [7]. The absence of a proper system results in the loss of valuable knowledge shared by seniors and alumni, creating an information gap between different batches of students.

The existing situation leads to several challenges such as:

- Lack of a centralized platform to store placement experiences
- Difficulty in accessing company wise interview process information
- Loss of valuable insights shared by seniors and alumni
- Limited awareness of real interview scenarios among junior students
- Unorganized and scattered placement information across different sources

The absence of a comprehensive placement experience management system may lead to poor preparation among students, increased uncertainty during recruitment processes, and reduced confidence in attending interviews [8]. Without structured documentation, juniors cannot easily learn from the experiences of seniors who have already gone through the placement process.

To overcome these challenges, this project proposes the development of a campus placement experience hub, which is a web-based platform designed to store and organize placement experiences

shared by seniors and alumni [9]. The system provides students with easy access to company-wise placement details, interview rounds, technologies discussed, and roles offered. By creating a centralized repository of placement experiences, the proposed system aims to improve student awareness, enhance placement preparation, and support informed decision-making during campus recruitment processes [10].

OBJECTIVES OF THE SYSTEM

The main objectives of the proposed Campus Placement Experiences Hub are as follows:

- To develop a web-based platform that collects and organizes campus placement experiences shared by seniors and alumni.
- To create a centralized repository where students can easily access company-wise placement information such as interview rounds, technologies discussed, and roles offered.
- To reduce dependency on informal communication methods by providing a structured system for documenting placement experiences.
- To help junior students understand the real recruitment processes followed by different companies visiting the campus.
- To improve students' awareness and preparation by providing authentic insights into previous placement experiences.
- This enables easy searching and categorization of placement information based on company name, placement year, role, and interview stages.
- To encourage knowledge sharing between seniors, alumni, and junior students within the institution.
- A scalable and user-friendly system that can be expanded in the future to include additional placement-related features was designed.

RELATED WORK

Several studies and projects have explored the development of web-based platforms designed to support students in preparing for campus placements. Early systems mainly focused on providing general information such as company profiles, placement statistics, and preparation materials for aptitude and technical interviews. While these platforms helped students gain basic knowledge about recruitment processes, they often lacked detailed documentation of real placement experiences shared by previously placed students.

Recent research highlights the importance of developing web-based systems that allow students to share and access real-time placement information through centralized platforms. Such systems enable better communication between seniors, alumni, and junior students. These platforms allow efficient storage, retrieval, and management of placement-related data using modern web technologies and database-driven applications. Some studies also emphasize the use of responsive web frameworks to improve accessibility across devices and enhance the user experience.

Despite these advancements, many existing platforms still face limitations, such as a lack of structured experience documentation, limited customization, and insufficient mechanisms for organizing company-wise interview details. In many cases, placement experiences are shared through social media groups or informal communication channels, which makes the information scattered, unstructured, and difficult to preserve for future use. Additionally, many systems do not provide proper categorization or search functionality, making it challenging for users to quickly find relevant placement experiences.

To overcome these limitations, the proposed Campus Placement Experiences Hub aims to provide a structured and centralized web-based platform that focuses specifically on documenting and sharing real placement experiences. The system integrates a user-friendly front-end interface with a secure

backend and a well-designed database structure to ensure efficient data management. By organizing experiences based on company name, placement year, role offered, and interview stages, the platform improves accessibility, scalability, and usability while supporting knowledge sharing among students across batches.

SYSTEM ARCHITECTURE

The proposed Campus Placement Experiences Hub is designed using a three-tier architecture consisting of the presentation layer, application layer, and data layer. This architecture ensures better scalability, maintainability, and modularity of the system. Each layer performs a specific function and communicates with the other layers to provide a smooth system operation, as shown in Figure 1.

The presentation layer (frontend) interacts with users, such as students, seniors, and administrators. This layer provides an intuitive and responsive interface through which users can view placement experiences, search for company-wise information, and submit their own placement experiences. The front end communicates with the backend server using secure HTTP requests.

The application layer (backend) serves as the core processing unit of the system. It manages the business logic of the application such as user authentication, authorization, validation of data, and processing of placement experience submissions. This layer also handles communication between the front-end interface and the database by processing user requests and sending appropriate responses.

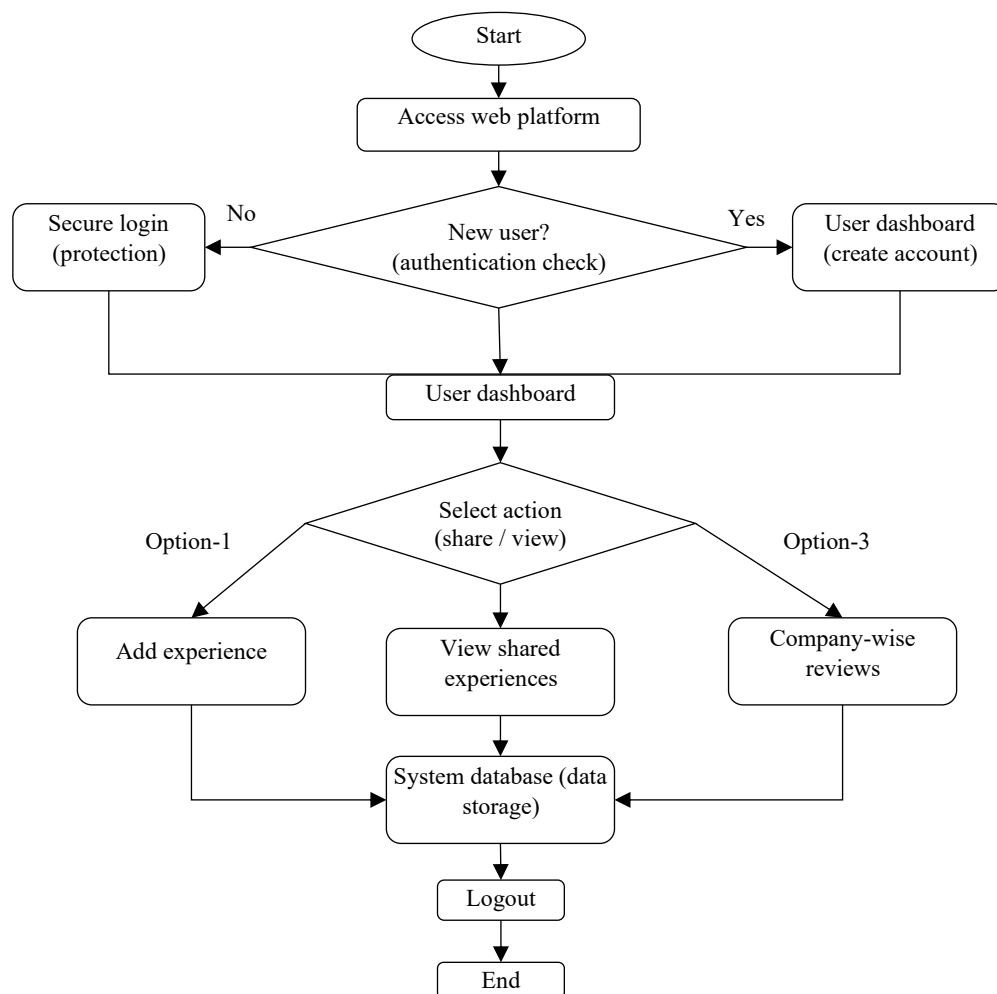


Figure 1. Workflow of the proposed campus placement experiences hub.

The data layer (database layer) is responsible for storing and managing all structured information related to placement experiences, companies, users, interview rounds, and roles offered. The database ensures reliable storage, efficient data retrieval, and proper organization of the placement information. By separating data management from application logic, the system becomes easier to maintain and scale.

This layered architecture improves system performance, security, and flexibility, allowing the platform to support multiple users simultaneously while ensuring smooth access to the placement experience data.

TECHNOLOGY STACK

The proposed system was developed using modern web development technologies to ensure efficiency, scalability, and ease of use.

Frontend

The front end was developed using HTML, CSS, and JavaScript to create an interactive and user-friendly interface. These technologies allow the system to clearly display placement experiences and enable users to navigate the platform easily.

Backend

The backend was implemented using Python with Flask, which handles server-side operations such as processing user requests, managing placement experience submissions, and providing secure communication between the frontend and database.

Database

The system uses MYSQL as the database to store structured placement-related data such as company details, interview rounds, user information, and placement experiences. MYSQL allows for flexible and scalable data storage.

The integration of these technologies ensures that the Campus Placement

The Experiences Hub is reliable, efficient, and capable of handling placement information in an organized and accessible manner.

RESULTS

The proposed Campus Placement Experiences Hub was successfully designed and implemented as a secure, reliable, and user-friendly web application that enables students to share and access authentic campus-placement experiences. The platform provides a centralized repository where placement-related information is stored in a structured manner, making it easier for students to search for company-specific interview experiences, recruitment procedures, technical questions, aptitude test patterns and job roles. The intuitive interface allows users to navigate the system with minimal effort, ensuring that both contributors and readers can interact with the platform efficiently.

The developed system successfully supports knowledge sharing among seniors, alumni, and junior students by preserving valuable placement experiences that might otherwise be lost over time. Students can view organized placement records, compare recruitment processes across different companies, and gain insights into the skills and technologies commonly assessed during interviews. The platform also presents placement statistics and company-wise information in a clear and understandable format, enabling users to identify recruitment trends and prepare accordingly. Overall, the Campus Placement Experiences Hub improves accessibility to reliable placement information, enhances transparency in the recruitment process, and assists students in making well-informed decisions while preparing for campus placements (Figure 2).

Figure 2. Campus Placement Experiences Hub – Add Experience module displaying successful submission of a placement experience.

CONCLUSION AND FUTURE SCOPE

The proposed Campus Placement

The Experiences Hub provides a centralized web-based platform that allows students to access and share real campus placement experiences. The system helps organize company-wise interview processes, technologies discussed, and recruitment stages in a structured format. By preserving the experiences shared by seniors and alumni, the platform reduces the information gap between different student batches and provides junior students with valuable insights into real interview scenarios.

The developed system improves awareness of campus recruitment procedures and enables students to better understand company expectations before attending placement drives. The platform also encourages knowledge sharing within institutions and serves as a long-term reference resource for placement-related information. Overall, the system contributes to improving placement preparation and supports students in making informed career choices.

In the future, the system can be enhanced by adding additional features such as company rating systems, interview question repositories, and placement preparation resources. Integration with mobile applications and notification systems can further improve accessibility and user engagement of the system. Advanced analytics and recommendation features can also be implemented to suggest relevant placement experiences based on student interests and career goals.

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