

Career_I_love

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Overview

- Build a Career exploration platform which will help students to know about different career opportunities available and choose wisely the option that they love or are passionate about.
- It is different from the mentorship platform as it will have a quiz and based on this quiz results it will recommend users different career options.
- Recorded videos of the career option which tells what the career is and what a day looks like by the people who are working in that job.
- Connect and get mentorship from people who have recently transitioned into the job roles(Ex: Product Management,Marketing etc) in which you want to get a job and can get the guidance and mentorship to crack the role you are passionate about

Why

The organisation north star is helping more people to find their passion and get the job in the field they are passionate about. (No of people finding the job they love)

Problem

- Students are not able to be aware of different career options and choose what matches them or find what they are passionate about.
- Many are transitioning to different roles late in their career if they have figured out the career option early in their career Then they could have learnt deeper about that field and go up the ladder in their career and can join bigger companies.
- Help people find their passion and solve career related confusions.

Solution overview

In today's world there are lots of resources(Free and paid) available to learn anything we want but more than 50% of students are either confused about their career or don't have awareness about different career options they can choose.Carrer_I_love is a platform that will help users to know about different career opportunities available and verify which matches with them with talent assessments

and also re verify by talking with mentors in the same career. As a result if you are able to find your passion early then you will be able to start preparing for it more early so that you can start doing internships and easily get the dream job in your dream company.

Solution

Feature 1) Talent Assessment Quiz

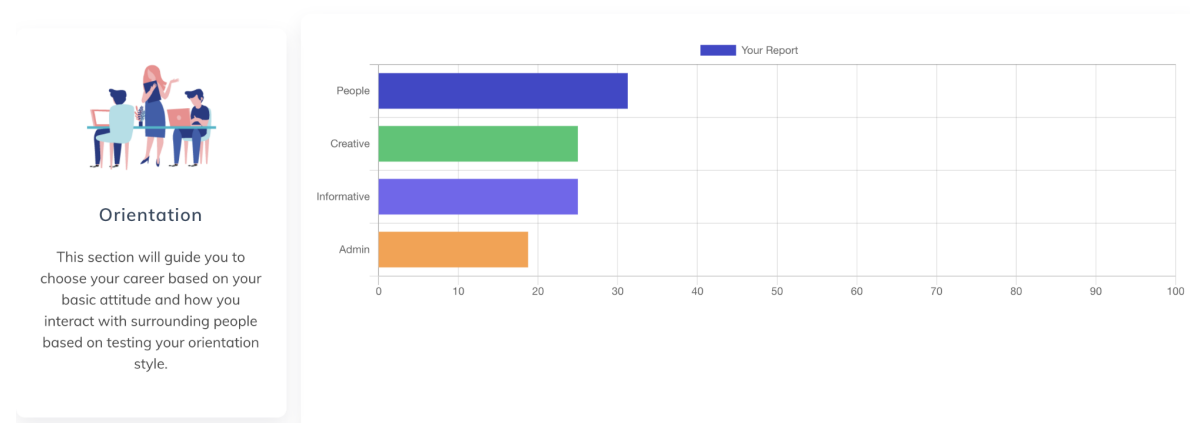
This talent assessment quiz will have a range of 20-50 questions to understand the person better and suggest to them the career options that will be suitable for them.

Example/Inspiration:

https://storecontent.gallup.com/pdf/report_samples/manager/manager_report_sample_en-us.pdf

Step 1) The person will attempt the quiz will have 90 mins of time

Step 2) After the quiz is completed a result will be shown with all career options and how the person is best fit to each of them.



How it works : We have collected all the core skills needed for a particular job. Especially in the initial stage we are focussing on more popular and high level career opportunities like Data, Development, Testing, Analytics, Product, Sales, Design, Community, HR etc. I have taken inspiration from the assessment.

Feature 2) Career Library

This is a place where different career options (High and low level details) are available and from where the users can learn about.

For High school students : Suggestions of colleges where they can pursue undergrad

For undergrad students and working professionals : Suggest online courses (Free and paid) like youtube videos, cohort based courses and also higher studies options will be shown.

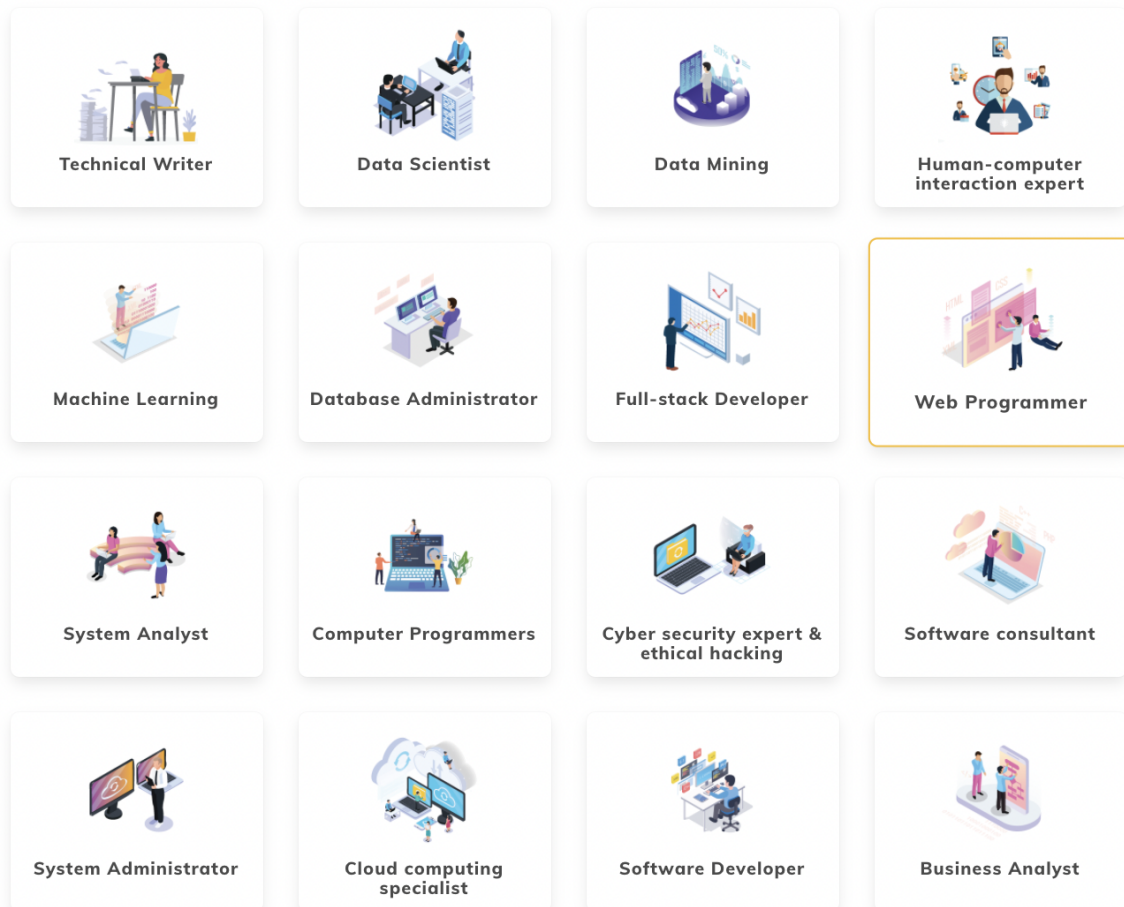
Example: Computer Science => Computer science related opportunities (Data

science,SDE etc) => Inside that how to get a role traditionally with a degree or by building the skills on your own.

Screenshot:

Computer Science & IT

Computer Science course is designed in a way that covers all the aspects, to prepare the students in making a career in the software industry. This systematic study and their application would help students to sharpen their logical and analytical skills for excelling in their field. In this course, you will be exposed to subjects like Digital Electronics, Operating System, Analysis Design of Algorithm, Programming Languages, Microprocessor, Computer Software, System Software, Database Management System, Mobile Communications, Cryptography and Network Security, Performance Evaluation, Ad-Hoc Networks, and more. As these may sound complicated but they are simple once you could understand their application in the practical world. So, a bachelor's degree in computer science should be sufficient for most software engineers. Yet a master's degree is nice to have and usually comes with a higher starting salary, but not mandatory.



Let's say a data scientist is clicked. Will have features like about the domain and what the field has been in the past ,present and how it will be in the future. (Career Opportunity meter)

Data Scientist

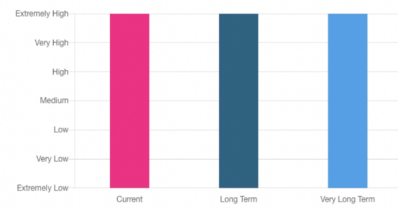
Summary

A data scientist's job nature is generalized to multitasking as a mathematician to the product developer. A business requires big data to run smoothly and those big data are crunched into simple data for deriving the result. These results are mostly used to research their customer's preferences on their purchase behavior. These data are majorly collected, analyzed and shared with the IT and business teams of the company.

So, what do they do on a daily basis?

- Be up-to-date with the current trend.
- Compiling raw data to visualize the result.
- Mostly they crunch data for deriving the result and make reports on it.

Career Opportunity Meter



Path 1



Path 2



Engineering

(30 Career Options)



Computer Science & IT

(16 Career Options)



Architecture

(4 Career Options)



Medical Science

(8 Career Options)



Allied Medicine

(11 Career Options)



Science

(27 Career Options)



Mathematics & Statistics

(4 Career Options)



Humanities, Liberal Arts & Social Sciences

(17 Career Options)

Feature 3) Career Masterclass

These are a set of videos by people working in a particular job with varied experience from recently transitioned to a leader in that particular job. As a result our user will be able to get a holistic view of how the job will look like.

Feature 4) Mentorship Platform

Get access to mentors and book a mentorship call with mentors and get guidance on how to crack the role they want. Search for mentors and book a call.

Feature 5) Jobs board

This is a place where we have curated jobs from our network and in the mentors company. This people can apply and can get priority over other candidates.

Happy flows

<https://whimsical.com/career-i-love-WAbHERaDZALbgw8dLTuRyE@2Ux7TurymMoxNt5ZN9B3>

Unhappy flows

The edge cases would be what is

If the user has not given access to his calendar when booking a mentorship session
2 ways to handle

- 1) Either a email is sent default if calendar is integrated or not
- 2) Ask user to allow permission to calendar while booking a session

As Mentor onboarding approval is manual there might be chances we miss the onboarding and notify mentors about their onboarding

Tracking of affiliate links successfully (Business side)

User Experience Design

Target audience demographics

- School students who are gonna pursue their professional degree
- **Students enrolled in UG,PG,Arts and Diploma programs**
- Working professionals who are looking to explore new career options

Year	Student Enrolment								Grand Total
	Ph.D.	M.Phil.	Post Graduate	Under Graduate	PG Diploma	Diploma	Certificate	Integrated	
2012-13	95425	30374	3448151	23890309	194072	2207551	191871	94664	30152417
2013-14	107890	31380	3822219	25500325	276502	2285576	187340	125002	32336234
2014-15	117301	33371	3853438	27172346	215372	2507694	170245	141870	34211637
2015-16	126451	42523	3917156	27420450	229559	2549160	144060	155422	34584781
2016-17	141037	43267	4007570	28348197	213051	2612209	166617	173957	35705905

According to data the total Addressable market is more than 4 crore

Even if we capture 10% of the market is 4 million users

User personas

User Personas

Kevin



AGE

30

EDUCATION

Masters in Business

BRANCH

Marketing

CLASS

Rich

LOCATION

Banglore

TECH LITERTE

High

“ I am working as a senior marketing manager at a leading retail company but I am really passionate about product management

Personality

Extrovert

Creative

Bio

He is a marketer who is highly passionate about the e-commerce industry and product management., He wants to solve problems for user by being user centric

Core needs

- He wants to transition to a product role
- He wants to validate that product management is the suitable role
- He wants mentorship so that he can clearly know how he can move into a product role

Frustrations

- He knows about lots of online courses and resources but he is not able to decide which one to choose
- Not able to know what is the personalized learning plan he can have to transition to a product role
- He wants to know what are the skills he needs to build to become a product manager

Brands



Payment medium



Cash/Cheque

Digital Payment

Platform



Website

Mobile App

Shreya



AGE

25

EDUCATION

Bachelors

BRANCH

IT

CLASS

Middle class

LOCATION

Chennai

TECH LITERTE

Medium

“

I currently work in one of the top company as a software engineer but have been passionate about UX design from my college days

Personality

Extrovert

Reader

Bio

She currently lives in Chennai and works for MNC company as an associate software engineer. She loves to do user research and UX design so that she can design products that delights user..

Core needs

- What kind of job she need to choose in UX field like UX research ,UX design or UI design
- What are the best practices she needs to do follow for building her portfolio and side projects before applying for ux design jobs.
- She wants to know how a day of a UX designer looks like

Frustrations

- She don't know from where to get the guidance
- She is not able to right and trustable mentors who are expert in the design industry
- She is confused about traditional and non traditional way of transitioning to a UX design role

Brands





Payment medium




Cash/Cheque Digital Payment

Platform




Website Mobile App

Mentor Persona

Shwetha



AGE	25
EDUCATION	Bachelors
BRANCH	IT
CLASS	middle class
LOCATION	Chennai
TECH LITERTE	Medium

“ I currently work in one of the top company as a software engineer and love to teach others.Teaching has been my passion from my childhood

Personality

Extrovert

Reader

Bio

She currently lives in chennai and works for Adobe as an associate software engineer. She loves to build web application and has been teaching and helping NGOs.She want to teach more people in India so that they can become a successful software engineer.

Core needs

- Want to teach coding and interview preparation to college students
- She also wants to build her personal brand and a side stream of income by teaching
- She wants to be in constant touch with teaching

Frustrations

- Dont know where to teach
- She is not able to find learners who are really intereted to learn
- Not able to find a trusted platform to share her knowledge

Brands



Payment medium




Cash/Cheque
Digital Payment

Platform




Website
Mobile App

User stories

As a College student I want to know what are the different career options available so that I can choose the best one wisely.

As a student I want to understand what is the job role best suitable for me so that I can start preparing for the job role.

As a Working professional I want to get guidance from mentors so that I can make a transition to my desired job role.

Mockups

<https://whimsical.com/career-i-love-WAbHERaDZALbgw8dLTuRyE@7YNFXnKbYkENyhqZvco3h>

Competitor analysis

There are a lot of secondary competitors who provide skill assessments platform like <https://www.wrky.ai/> , <https://mettl.com/> or <https://toggl.com/hire/> which provide assessments as a service for hiring. There are also mentorship platforms like adp list which provides access to mentors but there is no platform that is very specific for career exploration that helps students to know what they are good at or how they can get a job based on their passion.

Metrics

As it's a very early product. As of now assuming the north star metric is No of Career_I_love users finding the passion and getting the job they want in a year.

MVP Spec

Overview

In MVP we will be focusing more on helping students (Especially focusing on the undergrad student segment and in that engineering and arts (BSC, Bcom, BCA) only) find their passion with the career exploration quiz and pre-recorded content curations and jobs.

Scope

Feature 1) Talent Assessment Quiz

Will help the user to understand which high level domain he can go into like technical , Operation, Management, people, Marketing, Sales or design roles. I have created a matrix that associates every answer of the quiz with the skill needed for a particular career

Feature 2) Career Library

This will be implemented completely as it is more of content curation.

Feature 4) Mentorship Platform

Get access to mentors and book a mentorship call with mentors and get guidance on how to crack the role they want. Search for mentors and book a call. This will

contain only basic features like booking a session with a calendly link. This will be a minimal product with just listings of mentors (10-50) with no search capability.

Feature 5) Jobs board

This is a place where we will curate jobs from different places. This will just be a normal job listing no preference for the candidate will be provided initially as a partnership and referral for the job will not happen in the MVP.

Out of scope

Feature 3) Career Masterclass

These are a set of videos by people working in a particular job with varied experience from recently transitioned to a leader in that particular job. As a result our user will be able to get a holistic view of how the job will look like.

Reason for scoping out: It's not a need that can be achieved through mentorship calls.

Features like discovery and search experience will be scoped as there will not be a lot of content available in the initial stage.

Recommending exact career roles: Advanced algorithm for finding the career opportunity that suits the user.

Success metrics

Metric Tracked : Users finding their passion and job. Users who have already find their passion but with the help of career mentorship sub product they find the job.

Criteria for MVP to be successful: 100 users or more finding the passion or job or both in 6 months after launch.

Go to Market

How to educate the market about your product?

Partnering with student communities like Google Developer Student clubs, GDG etc and provide free access to the platform and see how it solves the pain points of the users. Organizing free webinars and events for choosing the right career, importance of passion etc.

How will the product make revenue (Freemium product following Product led growth)

Primary source of revenue

Offering the career exploration platform as a subscription model

Other sources of revenue

- Course and College courses affiliate income (We refer students to paid courses and degrees they
- Mentorship commission fees
- Job referral commission fees