📘 PRODUCT REQUIREMENTS DOCUMENT (PRD)

Product Name: CareerMap India

Version: 1.0
Document Owner: Product Team
Target Audience: B.Tech Students (India)

1️⃣ Product Overview

1.1 Vision

To help B.Tech students in India make informed, structured, and personalized career decisions using guided exploration, intelligent quizzes, and detailed roadmaps.

1.2 Problem Statement

Many B.Tech students:

- Are confused about career options after graduation

- Lack structured comparison between career paths

- Follow trends blindly (e.g., everyone moving to IT)

- Do not understand risk, salary reality, or study requirements

- Have financial constraints affecting higher studies

Existing blogs provide information but lack:

- Personalization

- Structured comparison

- Branch-based clarity

- Decision-making support tools

1.3 Solution

CareerMap India provides:

- Career category exploration

- Branch-specific career pages

- Personalized career recommendation quiz

- Detailed structured roadmaps

- Career comparison tool

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2 Goals & Objectives

Primary Goals

- Reduce career confusion

- Provide structured decision support

- Improve clarity within 10 minutes of usage

- Enable informed decision-making

Success Metrics (KPIs)

- Quiz completion rate ≥ 70%

- Average session time ≥ 5 minutes

- 40% users view at least 2 career detail pages

- 25% use comparison feature

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3 Target Users

3.1 Primary User Persona

🎓 Final Year B.Tech Student

- Age: 20–24

- Branch: CSE / ECE / Mech / Civil / EEE

- Confused about career direction

- Concerned about salary and stability

- May or may not afford higher studies

3.2 Secondary Users

- 2nd/3rd Year Students

- Parents

- College counselors

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4 Feature Requirements

4.1 Career Categories

Description

Categorized career groups for easy exploration.

Categories

1. IT & Software

2. Core Engineering

3. Government Jobs

4. Management & Business

5. Higher Studies & Research

Functional Requirements

- Display category cards on homepage

- Clicking category navigates to filtered career list

- Each category contains 8–20 careers

- Filter support within category

4.2 Branch-Specific Pages

Description

Dedicated pages for each engineering branch.

Supported Branches (MVP)

- CSE

- ECE

- Mechanical

- Civil

- EEE

Functional Requirements

- Show:

    - Core careers

    - IT switch careers

    - Govt jobs

    - Higher studies

- Career distribution visualization (chart)

- Branch-specific recommendations

4.3 Career Detail Page

Each career must include:

Mandatory Fields

- Overview

- Required Skills

- Average Salary (India)

- Risk Level (Low/Medium/High)

- Study Requirement (Yes/No)

- Work-life balance rating

- Growth potential

- Roadmap preview

- Related careers

4.4 Career Roadmap

Structured timeline:

Example (Software Developer):

- 0–3 Months: Basics (DSA, Language)

- 3–6 Months: Projects

- 6–9 Months: Advanced concepts

- 9–12 Months: Interview prep

Functional Requirements

- Timeline visualization

- Expandable milestone blocks

- Resource references (optional future)

4.5 Career Recommendation Quiz

Purpose

Provide personalized career suggestions.

Quiz Parameters

- Branch (CSE, ECE, Mech, Civil, etc.)

- Interest (Coding, Management, Govt, Research)

- Risk tolerance (Low/Medium/High)

- Salary expectation

- Study preference (Yes/No)

- Work-life balance importance

- Financial condition (Can afford MS/MBA?)

Functional Requirements

- One question per screen

- Progress bar

- Save answers in state

- Submit triggers scoring engine

- Return top 3 recommended careers

- Show match percentage

4.6 Career Comparison Tool

Purpose

Help users compare 2–3 careers side by side.

Comparison Fields

- Salary

- Study duration

- Risk level

- Stability

- Growth

- Work-life balance

Functional Requirements

- Add career to compare

- Max 3 careers

- Tabular comparison

- Highlight best option per category

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5 Non-Functional Requirements

5.1 Performance

- Page load under 3 seconds

- Smooth transitions

- Responsive on mobile

5.2 Security (Future Phase)

- Secure API endpoints

- Basic authentication (optional phase 2)

5.3 Scalability

- Modular component structure

- API-ready architecture

- Expandable career database

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6 Technical Requirements

Frontend

- React.js

- Responsive CSS (Tailwind or custom CSS)

- Chart library (Recharts/Chart.js)

Backend (Future)

- Node.js + Express

- MongoDB

State Management

- Context API (MVP)

- Redux (Phase 2)

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7 User Flow (High-Level)

1. User lands on homepage

2. Either:

   ○ Takes quiz
     OR

   ○ Explores categories

3. Views career details

4. Compares careers

5. Reads roadmap

6. Makes informed decision

8️⃣ Assumptions

- Users are first-time visitors

- Users have basic internet literacy

- Data shown is indicative (not guaranteed)

9️⃣ Constraints

- Salary data varies by region

- Career outcomes not guaranteed

- Initial MVP static data-based

🔟 Future Enhancements

- AI-based recommendation engine

- Save user profile

- College recommendations

- Internship tracker

- Placement statistics integration

- Admin dashboard

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11 Risks & Mitigation

Risk	Mitigation
Incorrect salary data	Add disclaimer
Over-simplified quiz	Improve scoring logic
Users skip quiz	Promote CTA strongly
Data outdated	Quarterly update plan

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12 MVP Scope (Phase 1)

Included:

- Homepage

- Categories

- 15–20 careers

- Quiz (basic scoring)

- Comparison tool

- Roadmaps

- 5 branches

Excluded:

- Login system

- AI personalization

- Backend database

- Payment features

🎯 Product Positioning

CareerMap India is not:

- Just another blog

- Random career article site

It is:

A structured decision-support platform for engineering students.