Statement of Work: Career Exploration MVP

Project: Career Exploration Tool - Minimum Viable Product  
Client: Tim Robinson  
Date: October 1, 2025  
Estimated Timeline: 25 days  
Estimated Effort: 18 development days

Fixed Cost: £7000 + VAT

Project Overview

Development of a mobile-first career exploration tool that guides users through personalized questioning to build career profiles and deliver tailored career recommendations. The tool uses conversational AI with internal G1-G4 classification (Identity Diffusion → Focused & Confident) to adapt questioning strategies based on user career readiness.

A diagram with text and images

AI-generated content may be incorrect.

*These questions are examples and the LLM will vary these to meet the intent*

Scope of Work

Phase 1: Entry and Nudge (Days 1-2, 2 days effort)

Current Problem: Users don't know what tool will do → confusion, drop-off  
Solution: Add intro nudge "finding your future. First, let's explore your current interests"

Deliverables:

* Welcome page with clear value proposition
* Explanation of what users will receive (personalized career exploration, detailed profile, matching opportunities)
* Explanation of methodology (analysing interests, skills, preferences through quick questions)
* Professional mobile-first UI design
* "Get Started" call-to-action button

AI Behaviour Requirements:

* Initial welcome messaging provides context and sets expectations
* No repetition of user responses
* Clear communication of value and process

Phase 2: Initial Questions (Days 3-4, 2 days effort)

Current Problem: Feels robotic; repeats answers; not engaging  
Solution: Keep 3-4 starter questions, then branch into personalized prompts. Remove verbatim repetition. Add light "fake interest" clarifiers

Deliverables:

* Natural language conversation interface (no selection buttons)
* 4-7 adaptive questions that build user profile
* Internal G1-G4 classification based on response analysis:
  + G1: Identity Diffusion (confused, lost, anxious, no direction)
  + G2: Exploring and Undecided (default for most responses)
  + G3: Tentatively Decided (thinking about, considering, maybe)
  + G4: Focused and Confident (want to be, plan to, confident, sure)
* Branching question logic based on career readiness stage
* Profile data collection for report generation

AI Behaviour Requirements:

* NO repetition of what user just said
* When user "opens up" with personal details, AI becomes more relatable and empathetic
* Structured onboarding for first few questions
* Natural conversation flow without robotic responses
* Personalized follow-up questions based on responses

Phase 3: Mid-Chat Reveal (Days 5-12, 7 days effort)

Current Problem: Prize hidden → many users leave before reward  
Solution: After Q3-4, AI "jumps in" with draft career card preview. Upvote system tailors’ further questions

Deliverables:

* Career search integration with relevant results
* Career cards presented inline within chat interface
* Upvote/downvote system (thumbs up/down buttons)
* Play button (▶) for career exploration
* Career cards appear in slide-over panel within chat
* Upvotes drive more detailed insight discussion
* Career card counter display

Technical Requirements:

* Career matching algorithm based on user responses
* Inline career card display with voting functionality
* Real-time adaptation based on user feedback
* Career exploration "Explore More" functionality

Phase 4: Live Progress Display (Days 13-14, 1 day effort)

Current Problem: Users miss evolving profile; looks static  
Solution: Inline updates (like ChatGPT plugin cards). Show % completion / skills added

Deliverables:

* Profile progress bar (0-100%) with visual satisfaction ("Tetris effect")
* Progress bar shows completion with green checkmark at 100%
* Career card counter alongside progress bar
* Inline profile updates with circle symbols (○) for skills/interests
* Real-time progress tracking that updates with each response
* Clear visibility and user value

Technical Requirements:

* Progress calculation: 20% per question (5 questions = 100%)
* Visual progress bar with completion celebration
* Profile elements displayed as cards with circle symbols
* Career count display once profile building begins

Phase 5: Full Report (Days 19-25, 6 days effort)

Current Problem: Value buried; sign-up feels like friction  
Solution: Show limited career card inline → deliver shareable webpage report

Deliverables:

* Detailed shareable webpage report with dedicated URL
* "See Your Matches" page link when sufficient data collected
* Trackable views for analysis
* Professional report layout with career recommendations
* Sharing functionality for social media/email
* Analytics tracking for user engagement

Technical Requirements:

* Report generation based on collected profile data
* Unique URL generation for each user report
* View tracking and analytics integration
* Mobile-responsive report design
* Social sharing capabilities

Technical Specifications

Frontend Requirements

* Framework: React with Vite
* Styling: Tailwind CSS with shadcn/ui components
* Design: Mobile-first, ChatGPT-like minimal interface
* Responsive: Optimized for mobile devices
* Browser Support: Modern browsers (Chrome, Safari, Firefox, Edge)

AI Conversation Requirements

* Natural language processing for response analysis
* Internal G1-G4 classification (not user-facing)
* Adaptive questioning based on career readiness
* Empathetic responses when users share personal details
* No verbatim repetition of user responses
* Structured onboarding flow for initial questions

Progress Tracking Requirements

* Visual progress bar (0-100%)
* 20% increment per question answered
* Green checkmark and celebration at 100% completion
* Career card counter display
* Profile elements with circle symbols (○)
* Real-time updates with each interaction

Career Matching Requirements

* Career cards with play buttons (▶)
* Thumbs up/down voting system
* "Explore More" functionality
* Inline display within chat interface
* Career counter alongside progress bar
* Adaptive recommendations based on user feedback

Deliverables Summary

1. ✅ Welcome Page - Value proposition and methodology explanation
2. ✅ Conversational Interface - Natural language Q&A with G1-G4 classification
3. ✅ Progress Tracking - Visual progress bar and profile elements
4. ✅ Career Cards - Inline career recommendations with voting
5. ✅ Matches Report - Shareable webpage with career recommendations

Quality Assurance

* Cross-browser testing on mobile devices
* User experience testing for conversation flow
* Progress tracking accuracy verification
* Career matching algorithm validation
* Report generation and sharing functionality testing

Timeline Confirmation

| Step | Area | Timeline | Effort | Status |
| --- | --- | --- | --- | --- |
| 1 | Entry and Nudge | Days 1-2 | 2 days | ✅ Complete |
| 2 | Initial Questions | Days 3-4 | 2 days | ✅ Complete |
| 3 | Mid-Chat Reveal | Days 5-12 | 7 days | ✅ Complete |
| 4 | Live Progress Display | Days 13-14 | 1 day | ✅ Complete |
| 5 | Full Report | Days 19-25 | 6 days | ✅ Complete |

Total Effort: 18 development days  
Total Timeline: 25 days (including testing and refinement)

Additional Requirements Confirmed

* ✅ AI does not repeat what user just said
* ✅ AI becomes more relatable when user opens up with personal details
* ✅ Structured onboarding for first few questions
* ✅ All 5 steps from roadmap table included
* ✅ Mobile-first design with ChatGPT-like interface
* ✅ Natural language processing (no selection buttons)
* ✅ Internal G1-G4 classification system
* ✅ Progress bar with "Tetris effect" satisfaction
* ✅ Career cards with voting and exploration features

Acceptance Criteria

The project will be considered complete when:

1. All 5 phases are implemented and tested
2. AI conversation flows naturally without repetition
3. Progress tracking works accurately (0-100%)
4. Career cards appear inline with voting functionality
5. Shareable report generates with unique URLs
6. Mobile interface is fully responsive and user-friendly
7. Application is deployed and accessible via public URL