

Smart Career Guidance Platform – UI/UX Case Study

1. Project Overview

Students struggle with choosing careers. This app provides personalized guidance.

2. Problem Statement

How to help students identify suitable career paths?

3. Research Insights

Confusion, lack of mentorship, desire for personalized suggestions.

4. Personas

Ravi – engineering student.

Priya – arts student.

5. User Flow

Onboarding → Quiz → Result → Dashboard → Roadmap → Chat.

6. Wireframes & UI

Designed using Figma.

7. Usability Testing

5 users tested. Feedback included color improvements and adding save option.

8. Conclusion

Provides simple, personalized career exploration.