The internet is overflowing with learning content — online courses, YouTube tutorials, bootcamps, newsletters, podcasts, AI tools. And yet, millions of young professionals’ struggle to answer a simple but high-stakes question:

**“What should I learn next?”**

They want to upskill. They feel the pressure to “keep learning.” But they often feel:

* Overwhelmed by options
* Unsure which skill aligns with their goals
* Afraid of wasting time or money
* Stuck in research paralysis and endless bookmarking loops
* Distracted by trendy skills that don’t stick

As a result, learning becomes a low-confidence activity — people jump from course to course, rarely complete what they start, and feel anxious that they’re “falling behind.”

I’m deeply interested in this problem space and want to explore how we can build a **0→1 MVP** that helps early professionals **discover, commit to, and act on their next learning goal** — in a way that’s personalized, motivating, and behaviorally sustainable.

In an ideal world, how might we design a product that helps young professionals confidently decide what to learn next and take the first meaningful step?

The focus areas I’ll explore include:

* Forming hypotheses about what an ideal product could look like
* Conducting competitive and user research to validate assumptions
* Identifying target users, personas, and their pain points
* Prioritizing features for the MVP
* Designing the MVP and wireframes
* Visualizing the user journey
* Defining success metrics
* Outlining monetization and distribution strategies
* Considering risk factors and mitigation plans