



# **NEW DISCOVERY BLUEPRINT- “CAREER CLARITY FOR TEENS”**



# PRODUCT OBJECTIVE:

To empower high school students (Grades 9–12) in India to **discover, explore, and reflect** on their **career interests** through a structured, interactive, and personalized digital platform—helping them build **self-awareness, career clarity, and actionable next steps with confidence.**

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# STUDENT PERSONAS:

## 1. Anika

- **Age:** 16
- **Grade:** 11th
- **Goal:** Wants to become a scientist or engineer but is unsure of which field (e.g., biotech vs. computer science).
- **Usage Context:** Uses the platform on her laptop after school and during weekends. Prefers structured modules and visual explanations.

## 2. Neel

- **Age:** 15
  - **Grade:** 10th
  - **Goal:** Wants to find creative careers that are also financially stable.
  - **Usage Context:** Mobile user; prefers bite-sized content and interactive tools. Logs in late evenings.
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# STUDENT PERSONAS:

## 3. Ayusee

- **Age:** 14
- **Grade:** 9th
- **Goal:** Wants to explore options before she "has to choose a stream."
- **Usage Context:** Uses her school tablet and home phone. Enjoys gamified learning and collaborative tools.

## 4. Otsur

- **Age:** 17
  - **Grade:** 12th
  - **Goal:** Wants a career that gives financial stability and social respect.
  - **Usage Context:** Accesses via low-end Android phone in low-bandwidth areas. Needs offline or low-data features.
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# PRODUCT STRUCTURE:



1. Welcome Module
2. Self-Reflection Module: "Know Yourself"
3. Interest Discovery: "Find Your Spark"
4. Career Exploration Tab
5. Guided Research Tasks
6. Reflection & Action Plan





## 1. WELCOME MODULE:

- Sign Up/Log in
- **Objective:** Ease students into the journey with engaging content.
- **Activities:**
  - Icebreaker quiz:** Engaging questions using graphics and google forms.
  - Article:** “Why figuring out your career early helps” : [tab here to read](#)

## 2. SELF-REFLECTION MODULE: "KNOW YOURSELF"

- **Objective:** Help students identify values, personality traits, and strengths.
- **Activities:**
  - Personality Quiz (MBTI)** : [take the quiz here](#)
  - Journaling prompts** to know themselves better:  
e.g. When do you feel most in flow?  
What do people often come to you for?  
(Advice? Help? Ideas?)

### 3. INTEREST DISCOVERY: "FIND YOUR SPARK"

- **Objective:** Connect interests to real-world roles.
- **Activities:**
  - RIASEC Test (Holland Codes):**  
[Which Career Pathway is right for you?](#)
  - Career Cluster Match Game :**  
[take the match here](#)

### 4. CAREER EXPLORATION TAB:

- **Objective:** Help students explore careers aligned with their traits.
- **Features:**
  - Career Cards** (dynamic profiles: description, salary, growth, real stories)  
[A career guide for school students](#)
  - Video interviews with professionals**



## 5. GUIDED RESEARCH TASKS:

- **Objective:** Develop independent career research skills.
  - **Tasks:**
    - Choose 3 careers from your match list and deep dive.
    - Find a college course or internship linked to your top career.
    - Interview someone in a job you admire ([sample questions](#))
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## 6. REFLECTION & ACTION PLAN

- **Objective:** Summarize learning and create a roadmap.
- **Outputs:**
  - “Career Compass” PDF (auto-generated summary)
  - Vision Board Generation.**
  - Shareable report for parents/school counselor.**





# RESEARCH INSIGHTS:

## 1. Global Insight: Early Career Exploration Builds Confidence and Clarity

Reference: [OECD's "Dream Jobs" Report \(2020\)](#).

- Research shows that students who explore a wide range of careers early are more likely to pursue informed education and job choices.
  - Why it matters: Students as early as Grade 9 begin narrowing their future paths, often without adequate exposure.
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# RESEARCH INSIGHTS:

## 2. Self-Determination Theory (SDT) :

<https://selfdeterminationtheory.org/theory/>

Motivation thrives when autonomy, competence, and relatedness are supported.

- Autonomy: Students choose their paths, projects, and reflections.
- Competence: Modules gradually build confidence (strengths quizzes, skill tasks).
- Relatedness: Peer reflections and career stories create emotional connection.

Impact: This increases intrinsic motivation and engagement—key for Gen Z learners.

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# RESEARCH INSIGHTS:

## 3. Product Reference:

- **Mindler:** <https://www.mindler.com/>

Key Features: Psychometric tests based on Indian curriculum, Stream and career recommendations, Access to career coaches

- **Roadtrip Nation:** <https://roadtripnation.com/>

Uses video stories from real people to connect students with career paths based on shared interests and values.

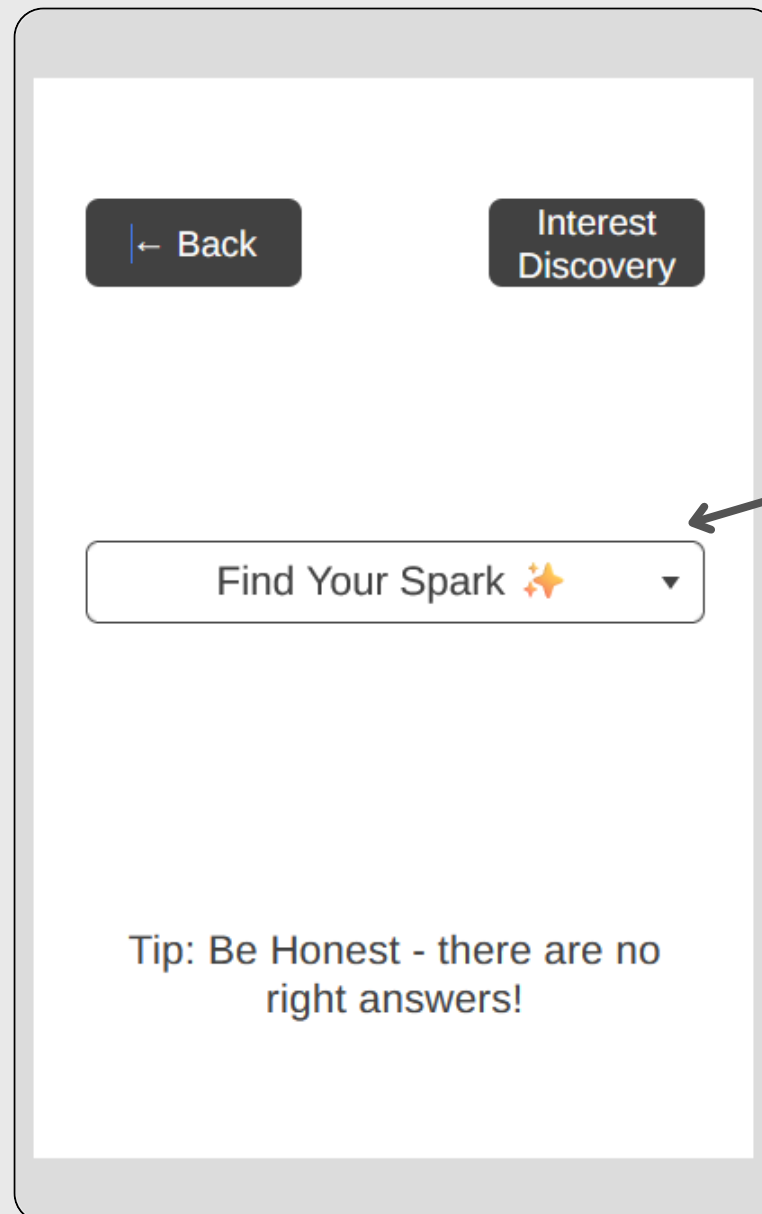
- **MyNextMove:** <https://www.mynextmove.org/>

Offers career profiles based on interest codes (RIASEC).

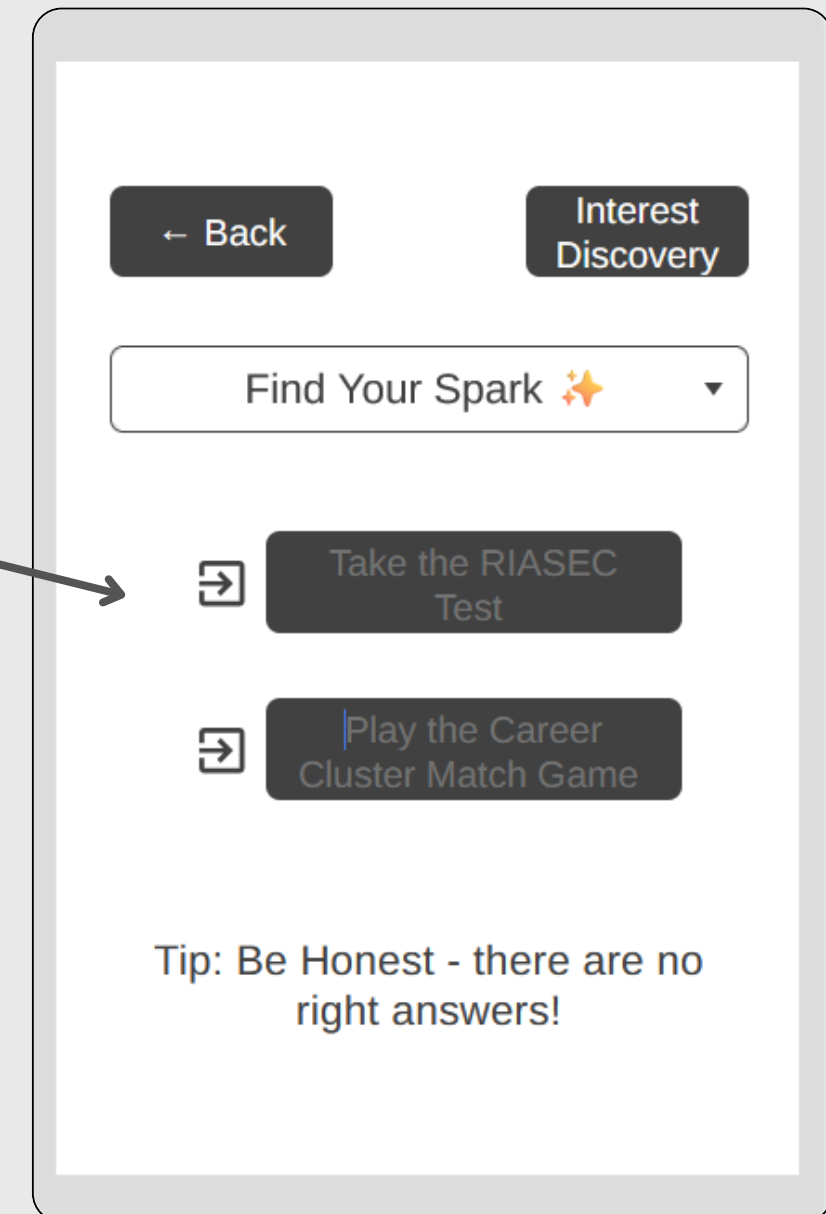
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# SAMPLE ELEMENT:

## 3. Interest Discovery: "Find Your Spark"



user will click on this  
& then they'll land  
on this page where  
they'll be redirected  
to the links provided  
to take the test



# SAMPLE ELEMENT:

## 3. Interest Discovery: "Find Your Spark"

← Back      My Spark

Submit Your Results ▾

→ RIASEC Test Result

→ Career Cluster Match Result

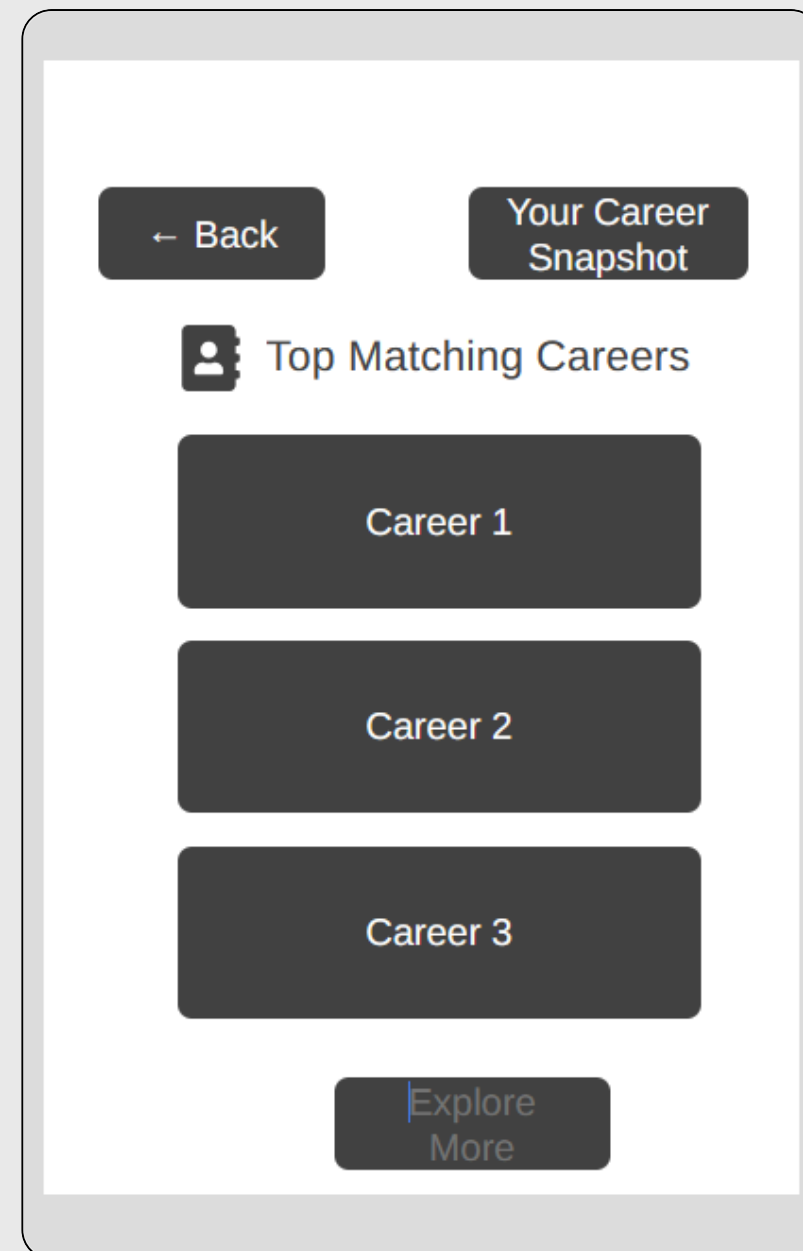
Submit & Discover Careers →

users will submit their results,  
of whichever test they took  
and they'll explore and  
discover careers based on their  
results



# SAMPLE ELEMENT:

## 3. Interest Discovery: "Find Your Spark"



users can see their top matching careers according to the test result and explore more about that career by clicking the below link



# THANK YOU

By Kaberi Pegu

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