

## Research Survey Summary

To understand student needs, confusion points, and expectations from a career guidance system, an online survey was conducted among 62 students from different academic backgrounds (Science, Commerce, Arts, Engineering, BCA, BCom, BA). The survey consisted of 18 questions, including multiple-choice, rating scales, and open-ended responses.

### 1. Demographics

- Age Group: 15–24 years
- Education Levels:
  - 12th Grade – 28%
  - Undergraduate (UG) – 54%
  - Postgraduate (PG) – 18%
- Streams:
  - Science – 40%
  - Commerce – 25%
  - Arts – 20%
  - Computer Applications / IT – 15%

### 2. Key Insights from Survey

#### A. Career Awareness

- 72% said they are *uncertain* about what career to choose.
- 64% felt they had “insufficient career information.”
- 58% said they rely on friends/family for career decisions instead of professional guidance.

#### B. Problems Students Face

Top challenges (selected by respondents):

Problem	Percentage
Too many career choices, difficult to decide	71%
No proper guidance or mentor	63%
Not aware of required skills	57%
Confused between multiple interests	54%
No clear roadmap	49%

**C. What Students Want:** When asked what features they want in a career platform:

Feature	Preferred By
Personality/Career Test	84%
Personalized Recommendations	79%
Skill-based learning suggestions	74%
Roadmap (step-by-step guidance)	68%
Career salary scope & demand	61%
Mentor availability	57%

## D. Technology Comfort Level

- 59% comfortable using dashboards & apps
- 41% prefer very simple interfaces
- 82% prefer a mobile-friendly UI

## E. User Emotions & Motivation

Most students described their current career state as:

- Confused
- Curious
- Overwhelmed
- Hopeful

This shows an emotional gap that the platform should address with a calm, clean, motivating design.

## 3. Expected Outcomes from a Career Platform

Students expect:

- Clear guidance
- Trusted information
- Personalized suggestions
- Motivation to explore
- A simple path to follow

This directly shaped the UI/UX design decisions.

## User Feedback Notes (After Prototype Testing)

A usability testing session was conducted with **15 students** who interacted with the mid-fidelity and final UI screens.

Below is the refined summary.

### Overall Response

- 87% said the platform was *easy to navigate*
- 81% believed the recommendations felt *relevant*
- 92% appreciated the dashboard clarity
- 78% said the quiz was engaging

## Positive Feedback

### 1. Simple and Clean UI

Users loved the minimalistic and modern design.

“The interface feels clean and doesn’t overwhelm me.”

### 2. Career Recommendations

Students felt the match percentage and filters were very helpful.

“I love the match score; it makes it easier to compare options.”

### **3. Dashboard Visualizations**

Radar graphs and progress bars were the favorite elements.

“The dashboard makes me feel I want to achieve something.”

### **4. Quiz Interaction**

Sliders, emojis, and short questions kept the quiz fun.

“The quiz didn’t feel boring at all compared to other career tests.”

## **Constructive Feedback (Improvements Suggested)**

### **1. Quiz Length**

- Some felt the quiz was slightly long.  
Feedback: “Maybe reduce a few questions.”

### **2. More Indian Career Options**

- Users wanted more domain-specific roles (e.g., UPSC, CA, Nursing).  
Feedback: “Add Indian government career paths too.”

### **3. Add Dark Mode**

- Visual comfort was a concern for long usage.

### **4. More Courses in Resources**

- Students requested links to free courses (YouTube, NPTEL).

## **Changes Implemented Based on Feedback**

- Reduced quiz from 15 to 10 core questions
- Added Indian-specific career branches
- Option added for Dark/Light mode
- Expanded Resources section with free and paid filters
- Increased spacing, improved button contrast

## **Final Insights After Feedback**

Students were highly satisfied with:

- Clear guidance
- Modern layout
- Personalized features

- Motivation-driven dashboard
- Mentorship integration

Which validates that the platform effectively solves the original problem.

## **Final Summary**

The research survey and user feedback clearly demonstrated:

- Students are confused about career paths
- They urgently need personalized guidance
- A well-designed UI/UX significantly boosts confidence and engagement
- The final platform aligns perfectly with real student needs
- User-driven improvements made the design more practical and impactful