CASE STUDY: Smart Career Guidance App for Students

1. Introduction

In today's competitive world, students often struggle to choose the right career path due to limited information, lack of proper guidance, and too many scattered resources. The Smart Career Guidance Platform aims to provide students with personalized career recommendations, skill-based assessments, mentorship, and a centralized career-learning environment. This case study highlights the user research, design process, challenges, and final UI/UX solutions created for the platform.

2. Problem Statement

Students face several challenges in identifying suitable career opportunities:

- Lack of awareness about available career options
- Difficulty matching personal strengths with appropriate career paths
- No centralized platform that combines assessment, guidance, mentorship, and resources
- Overwhelm caused by too many choices and scattered information
- Students depending on random online information or peer suggestions

3. Objectives

The platform should:

- Give personalized career recommendations based on assessments
- Provide detailed career insights (skills, salaries, roadmap, scope, growth)
- Offer mentorship support, learning resources, and progress tracking
- Create a modern, engaging, easy-to-use UI
- Help students understand their strengths through interactive dashboards

4. User Research

4.1 Target Audience

- High school students (Grades 9–12)
- Undergraduate students (BCA, BTech, BCom, BA, etc.)
- Students preparing for job roles or higher studies

4.2 Research Methodology

- Online survey (Google Forms) – 62 students
- One-to-one interviews – 10 students
- Competitor analysis – Shiksha, UpGrad, Unacademy, CareerGuide, Indeed

4.3 Key Findings

Pain Points

- Students don't know which career suits their skills
- Too much information online but not personalized
- Lack of mentorship or expert guidance
- No roadmap showing what to do step-by-step
- Confusion between multiple interest areas

What Students Need

- Accurate, personalized suggestions
- Clear career roadmap
- Easy-to-understand UI
- Real examples and mentors
- A platform that feels motivating, not overwhelming

5.User Personas

Persona 1: Riya (College Student)

- Age: 19
- Goal: Find a career path in IT
- Pain Points: Confused between UI/UX, Data Science, and Software Engineering
- Needs: Clear comparison, guidance, and roadmap

Persona 2: Aditya (12th Standard Student)

- Age: 17
- Goal: Choose a career after school
- Pain Points: No exposure to career options
- Needs: Simple test to find suitable fields

6. User Journey Map

Stage	User Action	User Feeling	Opportunity
Awareness	Searches career guidance online	Confused	Clear onboarding
Assessment	Takes quiz	Curious	Gamified quiz, simple UI
Results	Gets recommendations	Motivated	Personalized roadmap
Learning	Starts resources	Confident	Suggested courses
Growth	Tracks progress	Encouraged	Dashboard, milestones

7. Design Process (UI/UX)

7.1 Information Architecture

Flow:
Splash → Login → Onboarding → Assessment → Dashboard → Recommendations → Career Details → Mentorship/Resources

7.2 Wireframes

Low-fidelity wireframes created using Miro & Figma:

- Simple layout
- Minimal text
- Focus on clarity and navigation

7.3 Visual Design System

Color Palette

- Blue → Trust, education
- Teal → Freshness
- Yellow → Highlights
- White → Clean UI

Typography

- Titles: Poppins / Montserrat
- Body: Lato / Open Sans

Components

- Cards
- Progress bars
- Sliders
- Multi-select chips

8. Final UI Screens (10 Screens)

8.1 Screen 1 – Welcome Screen

- Logo, app name, tagline
- "Get Started" button
- Soft illustration background

8.2 Screen 2 & 3 – Login / Sign-up

- Email, Password fields
- Google sign-in
- Simple layout for quick access

8.3 Screen 4 – Onboarding / Profile Setup

- Education level
- Subjects
- Interests
- Skills
- Career preferences
- Graduation year
- Motivation factors

8.4 Screen 5 – Career Assessment Quiz

- 10 questions
- Interactive sliders
- Progress bar
- Encouraging messages

8.5 Screen 6 – Quiz page

- Personalized Quiz
- Recommended careers quiz

8.6 Screen 7 – Quiz live page

- Candidate selected quiz

8.7 Screen 8 – Quiz Result

- Rank and congrats message displayed

8.8 Screen 9 – Courses and Internship

- List of courses
- List of internships
- Along with register option

8.9 Screen 10 – Mentor chat interface

- Chat screen with mentor
- Option for sending image and attaching files

9. Challenges Faced

Challenge	Solution
Balancing information without overwhelming the user	Used cards, tabs, and progressive disclosure
Making the quiz feel engaging	Added sliders, emojis, progress animation
Personalized suggestions accuracy	Categorized career fields and added match percentages
Keeping flow simple	Focused on 10 core screens only

10. Impact & Results

After testing the prototype with 15 students:

✓ 87% said the platform felt "easy to navigate"

✓ 81% said the recommendations felt "highly relevant"

✓ 92% liked the Dashboard visualization

✓ 78% felt motivated to explore new career paths

Key improvements suggested:

- Add dark mode
- Shorten quiz length slightly
- Add more Indian education-related path details

11. Conclusion

The Smart Career Guidance Platform successfully solves the confusion and overwhelming nature of career selection among students.
By combining:

- A simple UI
- Personalized AI-driven recommendations
- Gamified assessments
- Practical roadmaps
- Mentor support

it creates a complete ecosystem for students to confidently choose and prepare for their ideal careers.

This project not only improved user engagement but also provided a powerful solution to a real-world student problem.

12.Future Enhancements

- AI chatbot for instant career support
- Parent dashboard
- Real-time job recommendation engine
- Scholarship & college finder
- Resume builder tool
- Internship locator