

# UNDERSTANDING THE SCOPE OF THE INDUSTRY

## Aim of our product

To help early career professionals make confident, structured, and personalized career decisions through actionable guidance and ongoing support.

## Market landscape

- The career development software market, projected to reach **\$5.2 billion by 2032** **\$2.6 billion in 2024**, indicating strong demand for career guidance solutions.
- The India education apps market (which includes career guidance and upskilling) was **\$202.7 million in 2024** and is projected to reach **\$1.17 billion by 2033**, growing at a **CAGR of 21.6%**

## Key actors involved



Job seekers/  
switchers



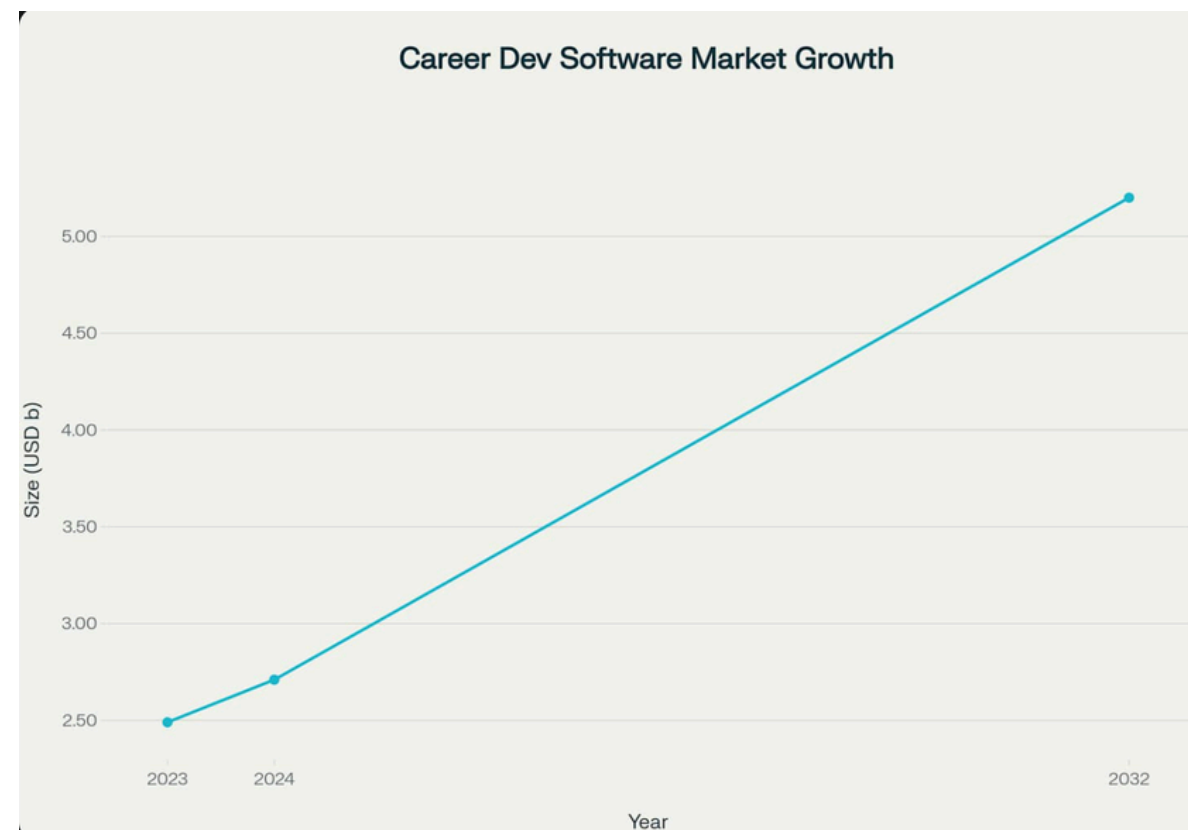
mentors &  
coaches



Admin  
team



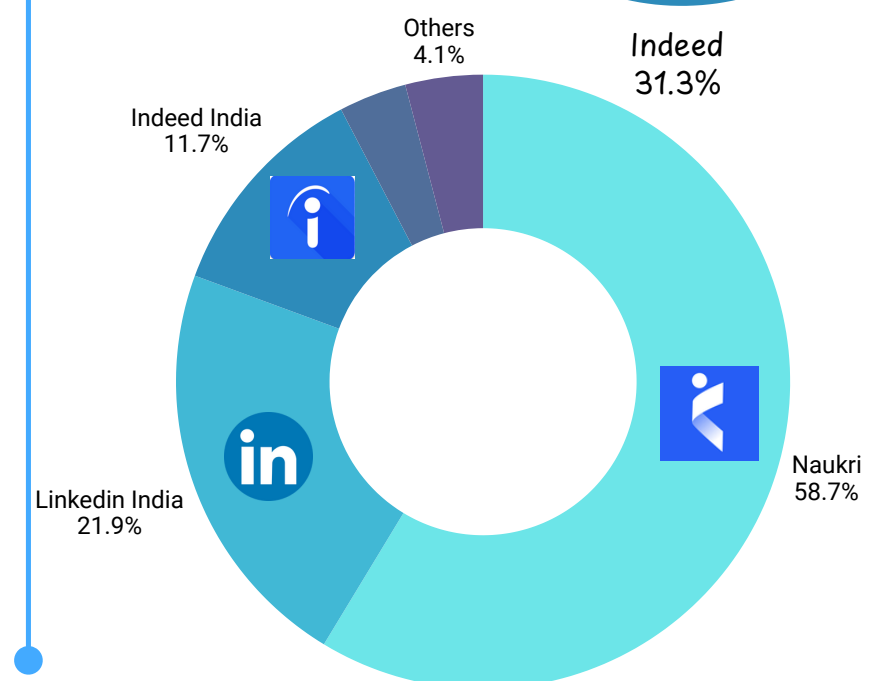
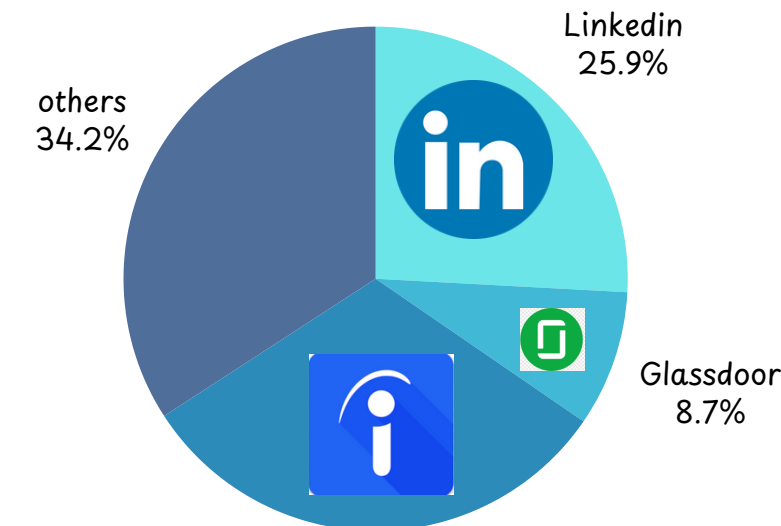
Partner  
Institutions



## Competitor Analysis

### GLOBAL & INDIAN COMPETITORS

The global career guidance platform market sector valued at approximately **\$1.66-2.63 billion** in 2024.



# WHO ARE WE TRYING TO REACH WITH OUR PRODUCT?

## Hypothesis

We believe **early career professionals** need a **personalized, structured, and actionable decision-making platform** that combines scientific frameworks with real-world insights to navigate career crossroads confidently .

## Impact Analysis

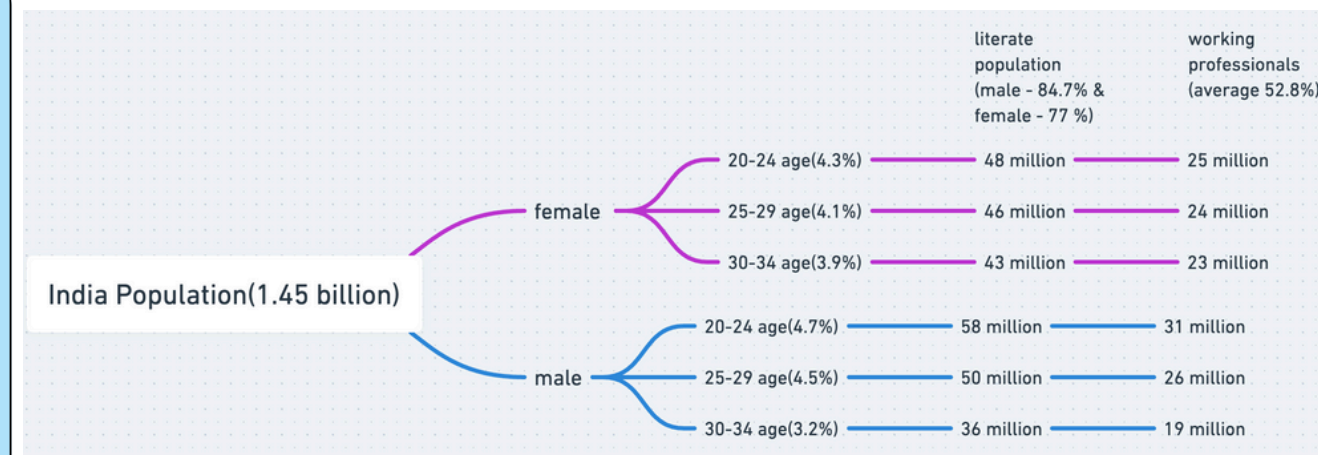
Total population of male and female working population (20-34 years)=148 million

Assuming 70% need a personalized, structured, and actionable decision-making platform  
=  $0.7 * 148M = 103.6$  **Million users**

([Click to view clearly](#)).

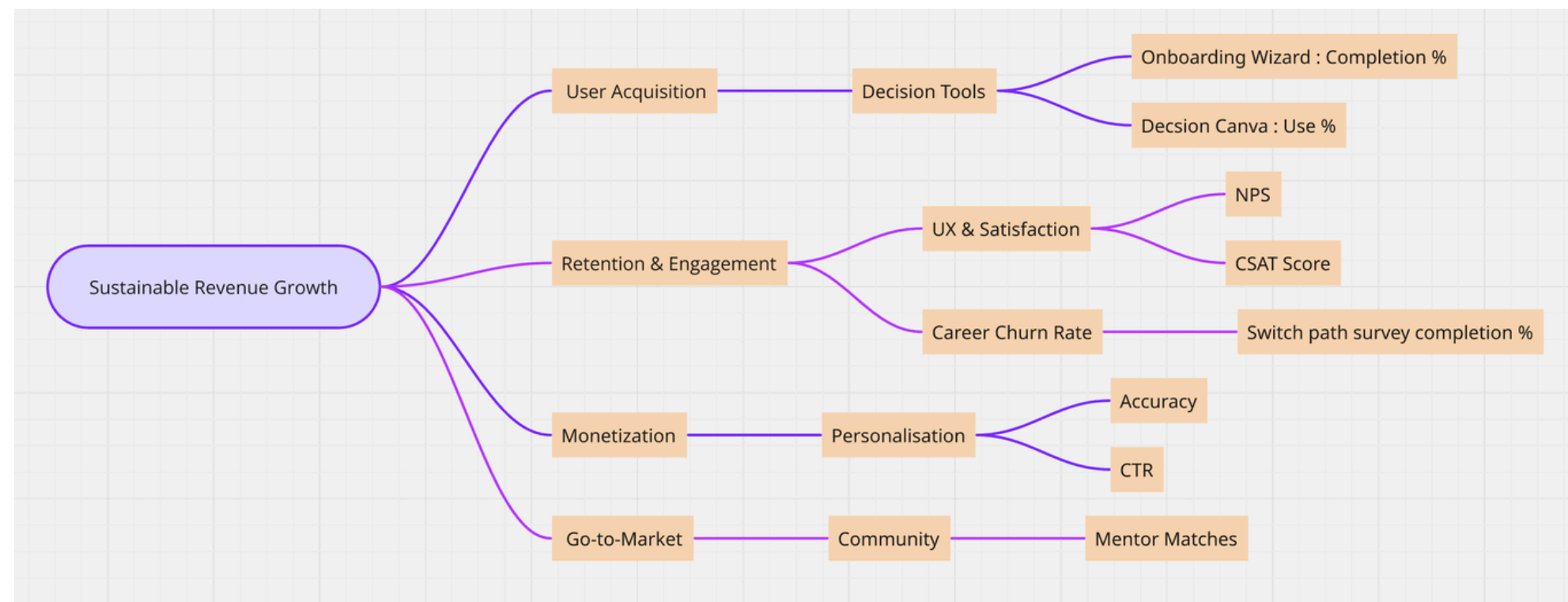
## Segmenting users

Our consumer target segment would include working professionals who lie in the age group of **20-35 years**, and **need a personalized , structured and actionable decision-making platform**.



## Mapping Business Outcomes to Product Outcomes (KPI Tree)

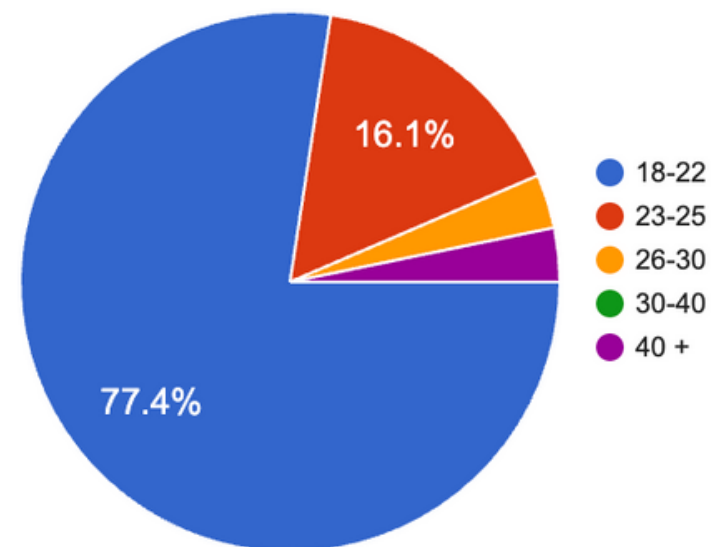
([Click to view clearly](#)).



# ANALYZING USER NEEDS THAT NEED TO BE SOLVED

(Data is based on 31 survey responses)

## Insights from survey responses



Age demographic of survey

>75% users still have 0 job experience

>70% users are final year students who are actively looking for jobs

18-24 years age group are actively looking for opportunity

## Key takeaways from research

- **65% of users** cited "lack of reliable information" as a key challenge in making career decisions.
- **72% of respondents** expressed a desire for step-by-step guidance and structured decision tools.
- **Over 70% of respondents** ranked salary/compensation as their top priority when considering new career moves.

## Secondary market research

- India's career guidance market is worth **over ₹5,000 crores** and growing rapidly, but remains highly underpenetrated, with **400 million youth** needing support and fewer than **10,000 trained counselors** available. [🔗](#)
- **Skills-based hiring, digital transformation, and policies like NEP 2020** are fueling rapid growth of AI-driven, mobile-first career guidance platforms among young adults in Tier II/III cities. [🔗](#)

## User Persona (Based on chosen target segment and user research)



**Karan Singh**, 24  
Software developer with 1.5 years of experience

### Needs

- Data-driven career path comparisons
- Mentorship from professionals with relevant transition experience

### Pain points

- Uncertainty in switching roles due to lack of transparent data
- Difficulty accessing mentors and reliable advice.



**Riya Patel**, 21  
B.Tech final-year student, majoring in Computer Science

- Access to reliable, up-to-date job and salary information
- Step-by-step guidance for making career decisions.

- Overwhelmed by too many options and lack of clear information.
- Fear of making the wrong career choice that could impact her future.

## User responses

“Something that can help me tradeoff between different career options.”

Resources and advice from seniors and people working in the same field [🔗](#)



# STRUCTURING A CLEAR PROBLEM STATEMENT

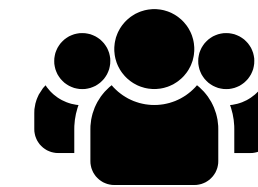
## What is the real problem?

**Early-career professionals** face chaotic and overwhelming decisions at key career junctions. They must make high-stakes choices like **switching roles or industries without enough structure or actionable guidance**. Most **lack personalized support**, leading to confusion and indecision

## How do we know its a real problem?

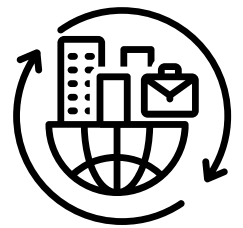
Based on our user research, more than **75% people** express a strong desire for structured, actionable, and personalized guidance over generic advice. **72% cite** a lack of clarity on options and outcomes. **68% of respondents** report confusion and anxiety at career crossroads.

## What is the value generated?



### For users

Users receive structured, actionable, and personalized guidance, leading to greater clarity and confidence in career decisions.



### For business

High engagement and retention, as users regularly return for ongoing career guidance and progress tracking.

## Who is facing the problem?

Young adults **aged 18-34**, including **students** and **early professionals**, face uncertainty and low confidence in career decisions **due to overwhelming options, lack of reliable information, limited guidance**, and **added pressure from family and society**.

## Why should we solve it now?

Rapid job market changes make early-career decisions urgently and high-stakes. Many young professionals lack mentorship and feel unprepared, leading to confusion and regret. Without structured support, the gap between skills and opportunities will widen, causing more career churn.

## Jobs-To-Be-Done Statements

**When** I face a major career decision

**But** I feel overwhelmed and unsure about my options

**Help me** follow a structured, personalized process to evaluate choices and plan next steps

**So I can** make confident decisions and progress in my career without regret

# PROPOSING A SOLUTION TO SOLVE THE ABOVE PROBLEMS

## Introducing the platform



### The Vision

To be the go-to platform where early professionals make confident, informed career decisions through structured, personalized guidance.

**DECISION DESK** designed to empower early-career professionals at critical career crossroads. It offers a structured, personalized, and actionable approach to navigating major career decisions, whether you're considering a job switch, industry change.

## MVP Feature Prioritization

([See all features and matrix](#)).

Structured decision-making workflow with step-by-step guidance through career crossroads

Score

26

Personalized career recommendations based on user profile, goals and constraints

24

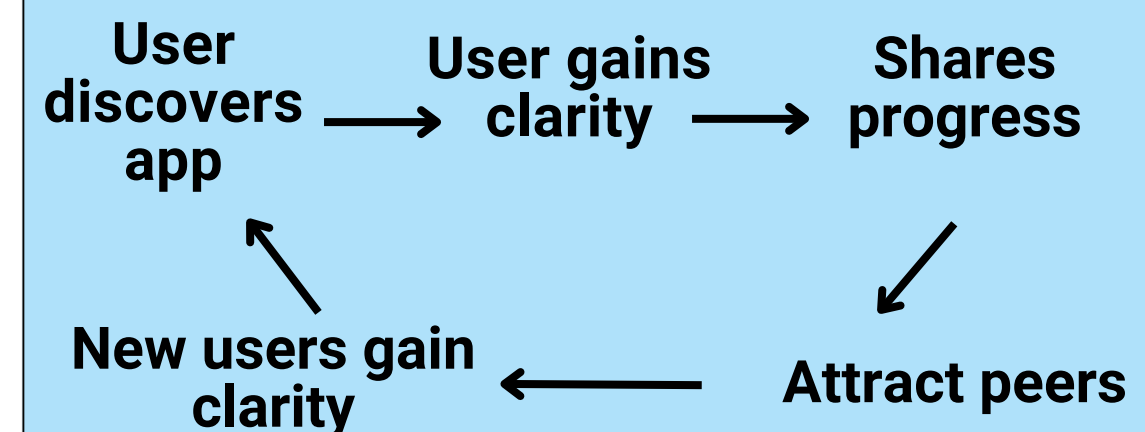
Interactive career assessment tools to identify strengths, values and interests

27

## How does it solve the problem?

- Offers a structured, step-by-step workflow for career decisions
- Guides users through self-assessment, exploring options, and action planning
- Delivers personalized recommendations based on individual values and skills
- Enables users to track decisions and progress over time
- Turns chaotic, unsupported choices into clear, confident, and actionable moves

## Organic Growth Loop

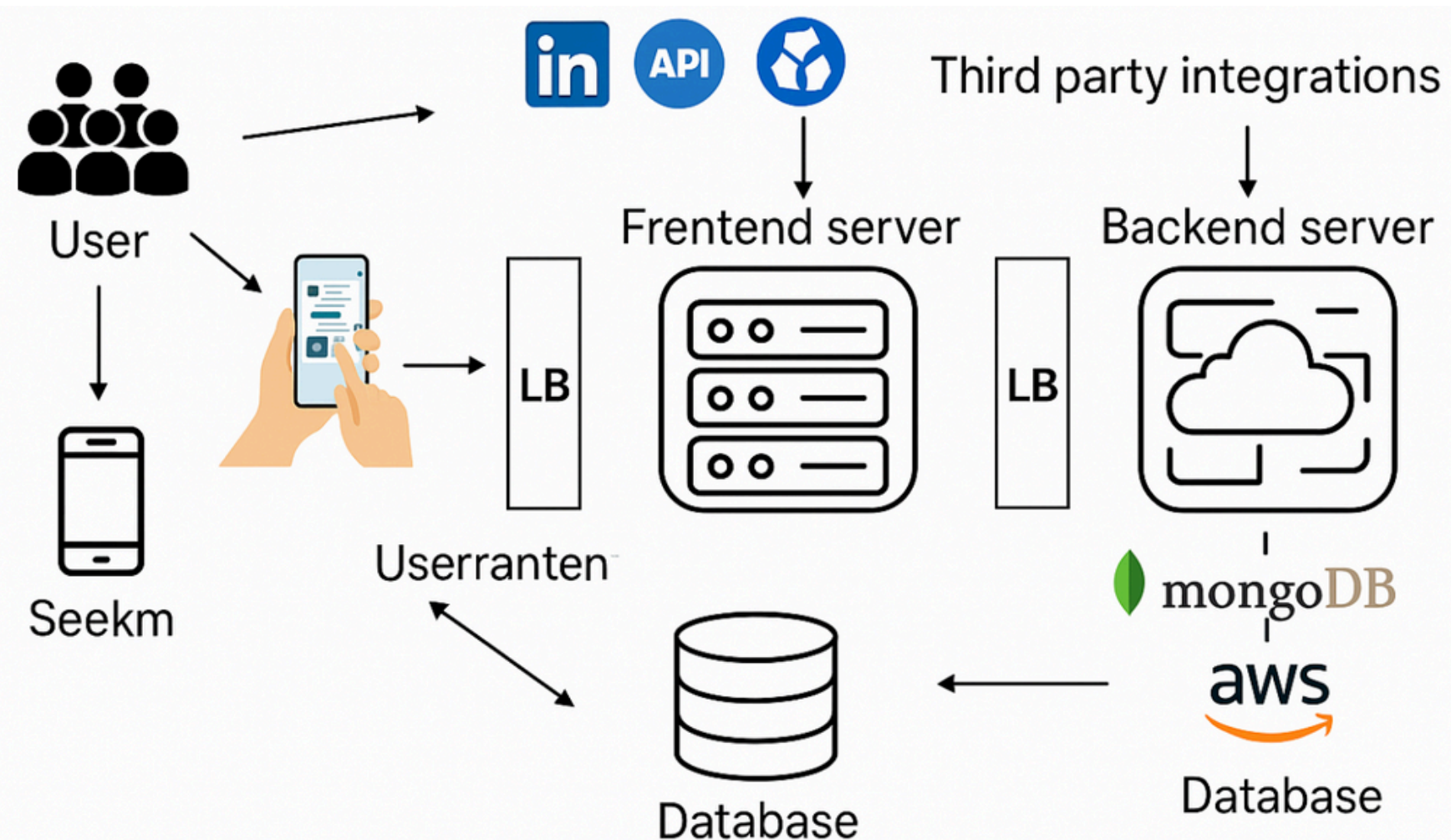




# UNDERSTANDING THE CORE DESIGN OF THE PRODUCT

## System Architecture

Multi platform app, supported on both iOS and Android, **React Native** for frontend, **Google Cloud** for serverless computing, **MongoDB** for data storage, **Node.js** for backend development.



## Monetization of product

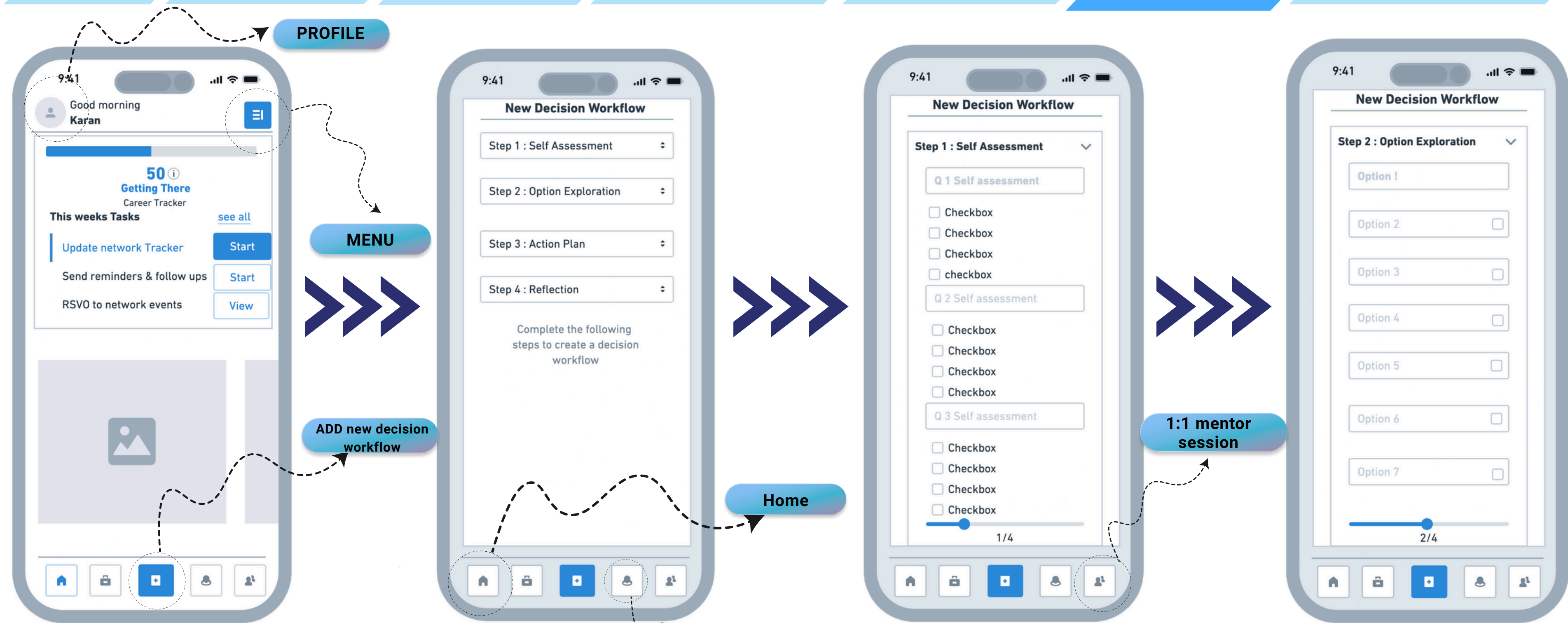
- **Freemium Model:** Free access to core workflows drives adoption, while **premium subscriptions unlock advanced features like scenario modeling and expert reviews, plus pay-per-use services for specialized assessments.**
- **B2B Partnerships:** **White-label solutions for universities and corporates**, combined with **affiliate commissions from upskilling courses and job board partnerships.**
- **Post-MVP Revenue Streams:** **Sponsored career content and employer branding, plus commission-based mentor marketplace** connecting users with career experts.

## Go-To-Market (GTM) Strategy

**Pre-Launch:** Generate excitement with teaser campaigns, a waitlist, and early university partnerships. Refine the MVP through targeted beta testing and prepare educational content to engage potential users.

**Launch:** Announce Decision Desk across social platforms, kick off a referral program, and host live webinars. Highlight early user success stories to build trust and encourage sign-ups.

**Post launch:** Keep users engaged with reminders, milestones, and fresh content. Expand partnerships, gather feedback, and use data to drive growth.



### Home Dashboard

Welcomed by the current career decision workflow tracker, recommend articles/videos.

### New Decision workflow window

Add new decision based out of step - by - step user journey, to enhance personalization.

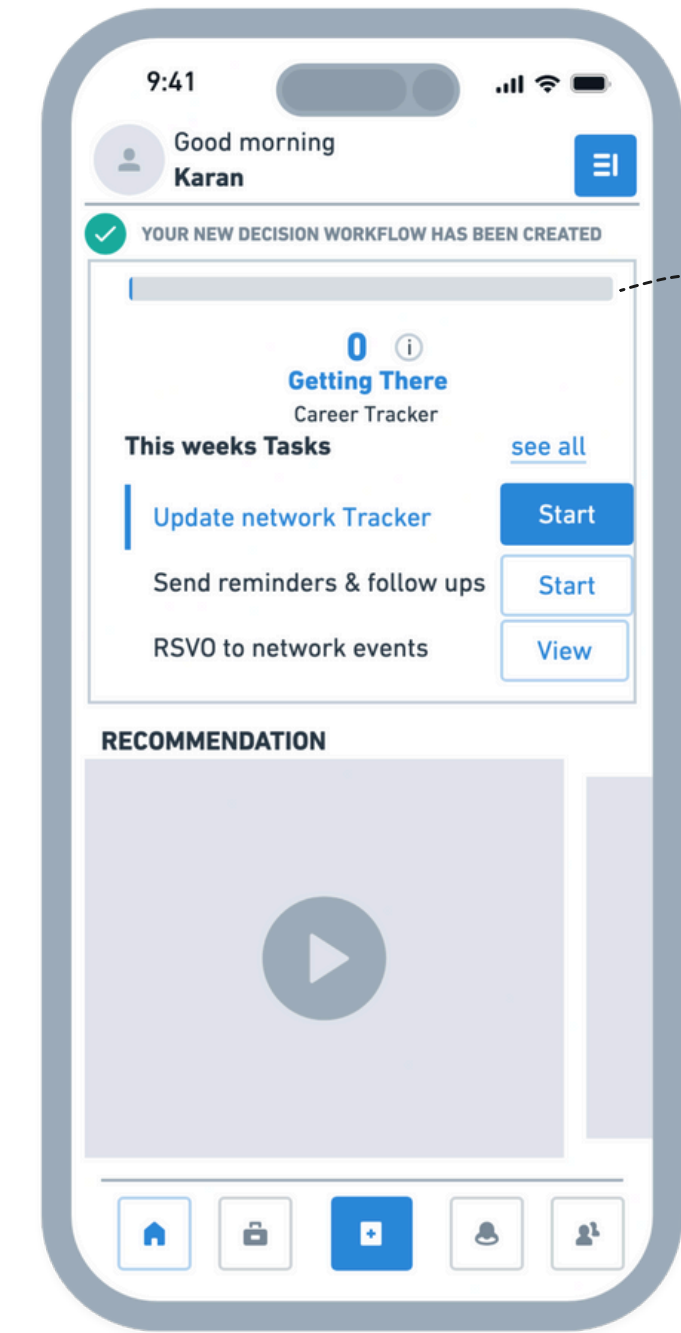
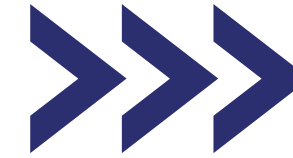
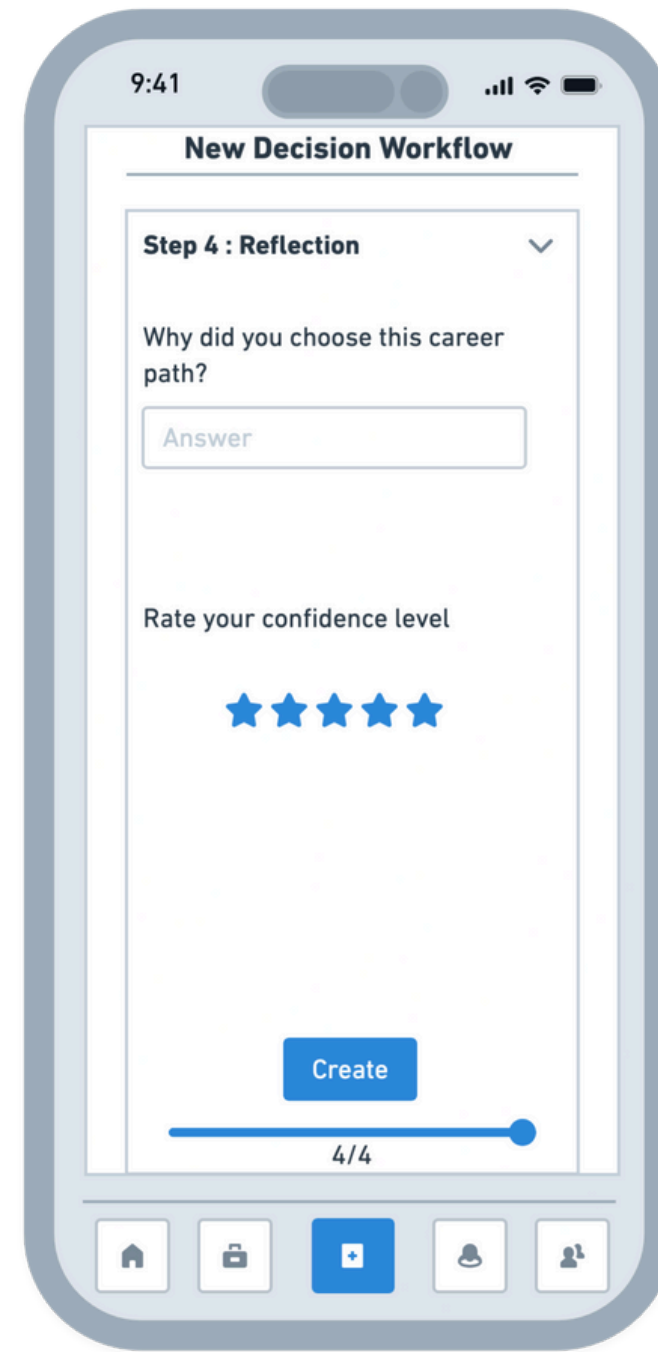
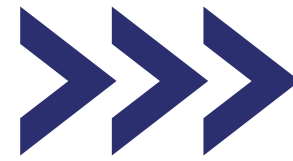
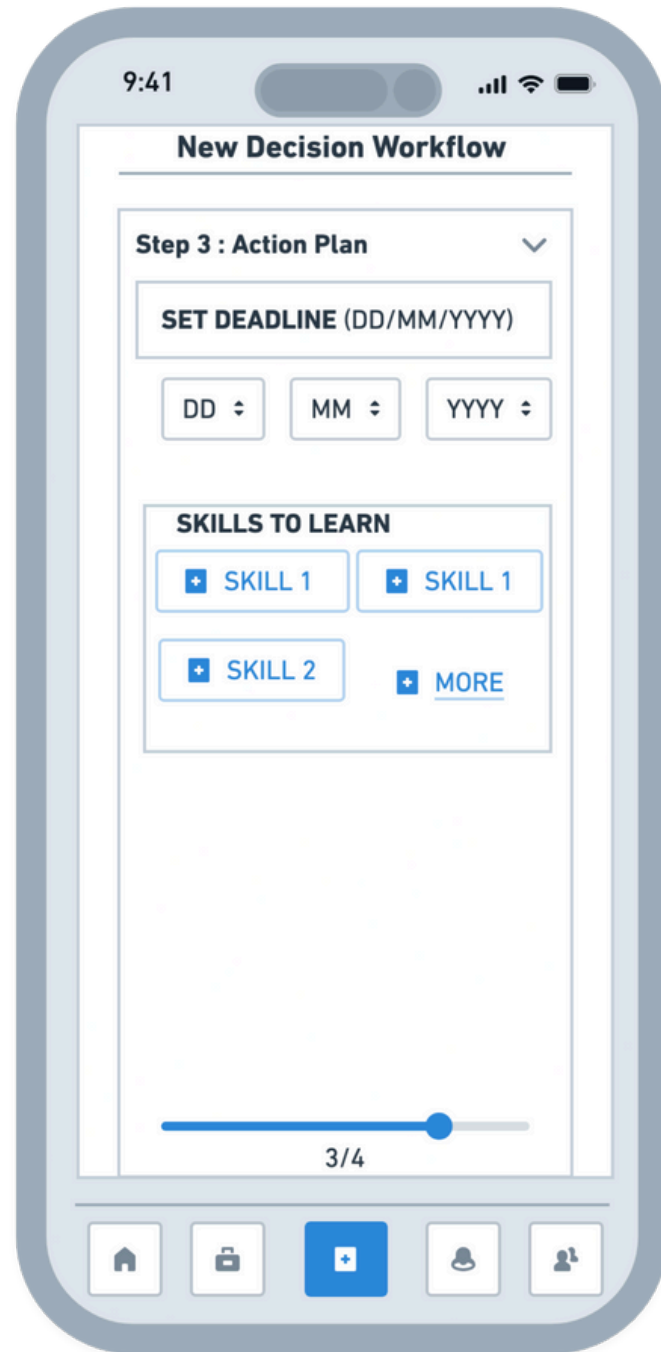
### Step 1: Self assessment

This test assessed career personalization by testing / rating experience /knowledge.

### Step 2 : Option exploration

Personalizes career options, users engage by choosing career paths (ex: further studies, jobs)  
(Clear view for wireframes).





A dashed line with an arrow pointing from the 'Start' button of the 'Update network Tracker' task to a blue pill-shaped button labeled 'Career Task Bar'.

### Step 3 : Action plan

This step sets deadline , with frequent reminders for completion , adds skills to be learned and personalizes recommendation based on it.

### Step 4 : Reflection

A message filling task on reflection for what you are doing and it sets you motivated .

### Plan activation

You have completed the process and have been recommended videos by AI to enhance your learning

(Clear view for wireframes)



# HOW WILL THE SUCCESS OF THE APP BE MEASURED?

The metrics for **DECISION DESK** have been chosen according to the product outcomes that lead to increasing revenue from the MVP.

## North Star Metric (NSM) - # Successful career decisions / Month

Metric Type	Metric	Why this metric?
Engagement	DAU, Average session length, #Decision workflows completed/user	Shows how users interact with different features on the platform, improve user experience and encouraging more structured decision-making
Monetization	#Premium subscriptions, Average revenue/user, Monthly recurring revenue	Directly reflects the health of revenue streams, gauges growth and predicts future revenue stream prospects.
Acquisition	Cost per acquisition for user, #New user signups via referrals	Measures new traffic on the platform, increasing user base. Also gauges success of marketing efforts to target audience
Activation	Time to first decision completion, #Users completing onboarding wizard	Indicates ease of navigation and feature usability on the app. Helps during A/B testing and user journey optimization

**Leading Indicators:**  
Rising workflow completion, faster onboarding-to-decision, and more frequent user sessions show strong early engagement. Organic referral growth signals user satisfaction and word-of-mouth traction.

**Lagging Indicators:**  
Improved career satisfaction, reduced career churn, and stable premium conversions demonstrate lasting impact. Quarterly gains in Net Promoter Score reflect growing user loyalty and advocacy.

- Non-functional metrics**
- **Performance metrics** such as response times, screen load times are necessary for functioning but do not align with the core value of the problem that we are solving.
  - **Security metrics** like data breaches and cyber policies. Although essential for smooth operation, this again does not align with our goal.

**Pitfalls**

- Workflow Abandonment
- Low Engagement/Retention
- Generic Recommendations.

**Mitigations**

- Break workflows into smaller, digestible steps.
- Implement progress nudges, milestone celebrations, follow up prompts
- A/B test personalization algorithms, refine recommendation engine based on feedback.