

# PathFinders

## Team members:

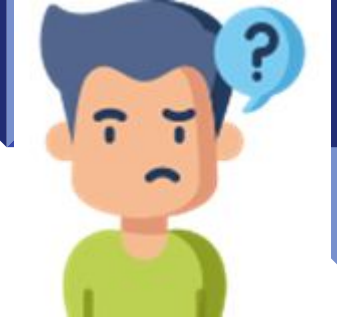
Vignesh M  
Shehina S  
Mollika  
Nidhi

## Mentors:

Bettina Cuttler  
Sherry Gera

# “Problem Statement”

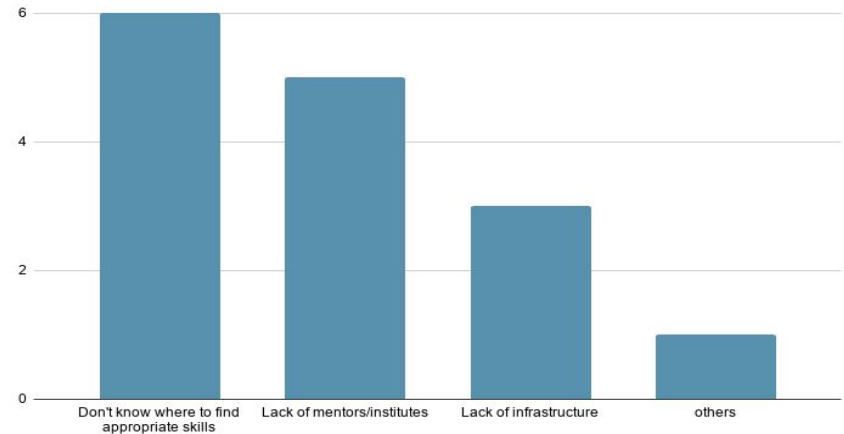
How do we help unskilled youth aware of relevant skill sets required by industries



Many unskilled youth today are having a hard time finding a job because they do not have the right skills.

From a survey we conducted among youth aged 18-24 from rural areas are facing difficulties in finding a relevant skill for the jobs.

Count of What difficulties do you face in finding a skill



## What he sees



- They see people with skills are treated better than them.
- Friends placed in big companies.



## What he say and do

### Say

I am confused and not sure this is going to be worth it because I don't know which types of skills are needed for jobs.

### Do

- Searches google
- Consults people at institutes about skills
- Ask their friends and people who are employed

## Empathy map



- Ravi is a 24-year old graduate who has finished a degree in Physics with Computer Application.
- He is from rural area and has been working for a while in a small company as a unskilled employee.
- He wishes to enter into a big IT company but he is not sure what skills he needs to develop to achieve it.

## What he think and feel



- where to find the skills and how to develop those skills.
- he feels helpless.
- he thinks he may not fit for IT job.

## What he pain and gain



### Pain

- No support from friends, family
- Not having any proper mentors, guidance and network
- No knowledge about technology or alternatives

### Gain

- He can develop some new skills.
- Looks for what he is really good at and try to improve it.
- Learn to use the technology properly.

# Our Idea – PathFinder, an AI-based Chatbot



- It can be integrated with social messaging apps.
- PathFinder will make it easier for people to find skills because it will be very conversational.
- PathFinder takes information from the web, employers, etc and using AI, presents the right information to those who need it.
- Our chatbot will give them the latest information about skills needed by employers in different job roles.

## Different user responses

**BOT SAYS >**

what are the skills needed to create a website

you can choose any one of this to develop a website.

WEB DEVELOPER

FULL-STACK DEVELOPER

WORDPRESS DEVELOPER



Hi there! 🙋 this is Pathfinder. I assist you with developing your skills.

what would you like to learn today?

i m not sure

its fine

what's your interested area?

i like designing

oh that's great 🙋

What type of designing would you like to learn?

WEB DESIGNING

GRAPHICS DESIGNING

UX/UI DESIGNER

What should happen now?

**< USER SAYS**

hey vicky, nice to see you again

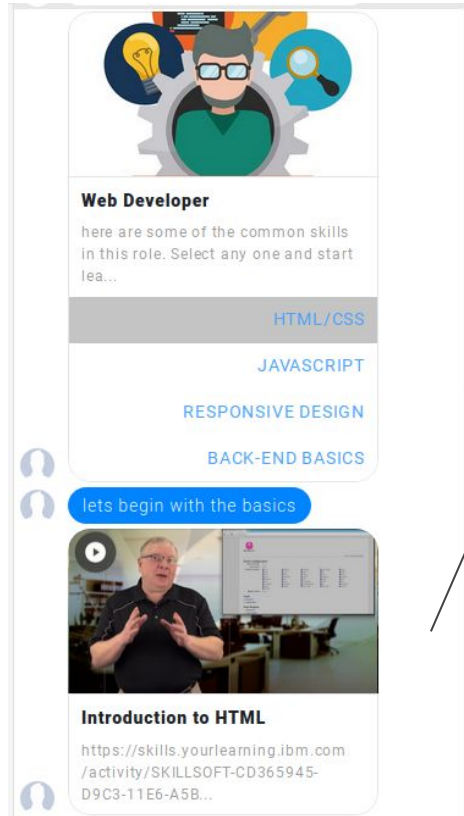
teach me something

I'd love to help you learn

i can help you to find a skill based on your interest.

what's your interested area?

When user selects particular course name



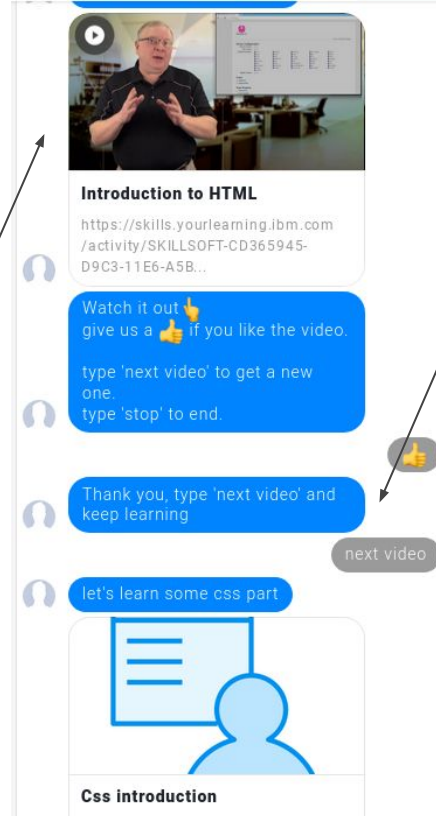
**Web Developer**  
here are some of the common skills in this role. Select any one and start lea...

HTML/CSS  
JAVASCRIPT  
RESPONSIVE DESIGN  
BACK-END BASICS

lets begin with the basics

**Introduction to HTML**  
<https://skills.yourlearning.ibm.com/activity/SKILLSOFT-CD365945-D9C3-11E6-A5B...>

If user gave "next video"



**Introduction to HTML**  
<https://skills.yourlearning.ibm.com/activity/SKILLSOFT-CD365945-D9C3-11E6-A5B...>

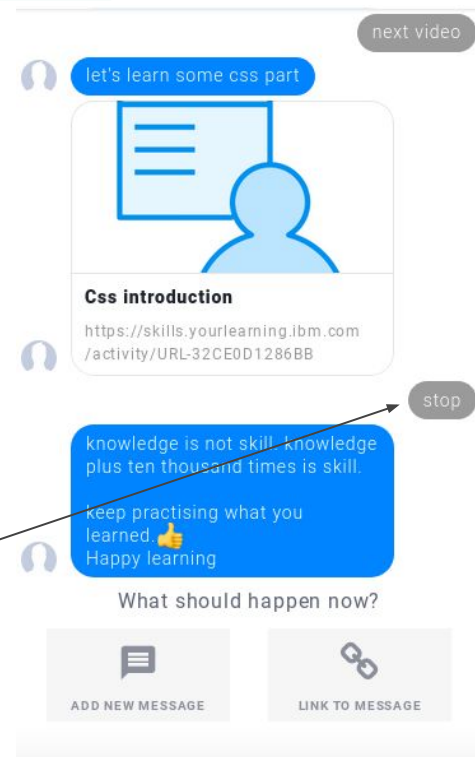
Watch it out give us a thumbs up if you like the video. type 'next video' to get a new one. type 'stop' to end.

Thank you, type 'next video' and keep learning

let's learn some css part

next video

For "stop"



let's learn some css part

**Css introduction**  
<https://skills.yourlearning.ibm.com/activity/URL-32CE0D1286BB>

knowledge is not skill. knowledge plus ten thousand times is skill. keep practising what you learned. Happy learning

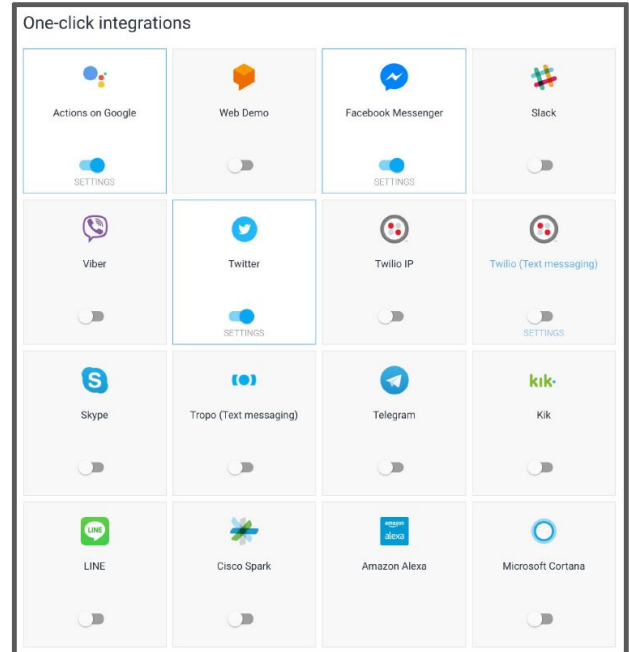
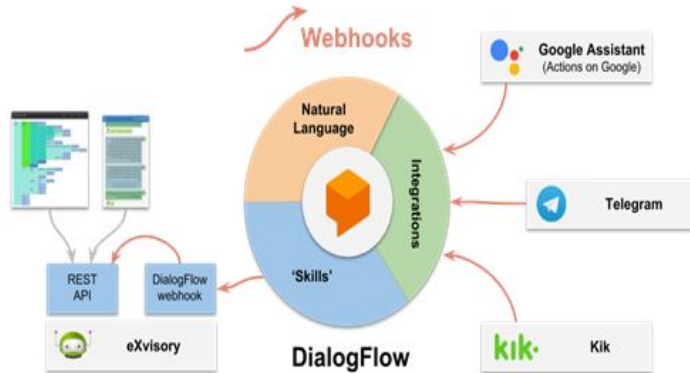
What should happen now?

ADD NEW MESSAGE LINK TO MESSAGE

# How is it unique?



- No installation, get started immediately
- Text and voice interaction.
- Deploy across platform and languages
- Assisting a user with simple requests.



# Journey To MVP



- Spoke to people who are facing issues in their career without having proper skill sets.
- Conducted surveys with unemployed youth to understand their challenges
- Interviewed employed youth to find out what made them successful in gaining employment
- Came up with chatbot idea to unskilled youth in rural areas with a central source of information to find out more about skills required.



# Solution Implementation

- Institution embedding our chatbot on their websites.
- College students use to learn skills.
- Students who are looking to join the college use to find the proper career path.
- People who are facing issues in choosing new skills.
- Employed people who want to update their skills needed by them in different job roles.



# Funding

It will take 2 months for 2-4 people to develop an MVP with the following Features on Pathfinder :-

- providing skill sets from multiple sites
- Answer more common questions
- Multiple Language Support
- Targeting Job notification
- Resume build
- Sending notification to user about new courses



→ For future functionality the cost will be - \$25,000 to \$30,000 for:

- Design
- Development
- Integration Part

# Potential challenges and risks

## Challenges

- We are not so sure about how our users will interact with the chatbot because it has not been done before for this application?
- Integration with different platforms of different web sites
- Maintenance
- Keeping the chatbot current

## How will we overcome challenges

- Test with many users from different areas as soon as an MVP is ready and get feedback
- Focus initially on most commonly used platforms which a lot of students use
- Budget for maintenance

# Marketing plan

- Approach institutions and colleges to demonstrate PathFinder
- Advertise the product in social media
- Find partners as investors and share profits
- Put a lite version for free
- Ask online coaching centers to broadcast their courses, events, webinars, live session through our chatbot to get more users.



# Team Members and roles



Shehina  
Researcher and  
Survey



Mollika  
Data Analysing



Nidhi  
Marketing Plan



Vignesh  
Design and Development

# Credits To



## Stakeholders

- Vijayalakshmi - Accenture, PMO
- Shameer - GTR, Project manager
- Sheji - UST Global , Systems Analyst

## Mentors

Bettina Cutler  
Shery Gera

## All others

IBM Team  
Khyathi Chugh and Edunet team  
Innovation Camp  
Director General Of Training