

PROJECT TITLE: AI Career Coaching

Problem Statement:

The job market is becoming increasingly competitive, and students/job seekers often struggle with:

- Lack of personalized career guidance and preparation.
- Difficulty in creating impactful resumes tailored to different job roles.
- Limited access to mock interview practice and real-time feedback.
- Insufficient awareness of current job market trends and in-demand skills.
- Inability to track career growth progress effectively.

These challenges reduce confidence, increase rejection rates, and create skill gaps between candidates and industry expectations.

To overcome these challenges, there is a need for a centralized, automated, and intelligent **AI-powered Career Coaching Platform** that can:

- Provide personalized career roadmaps.
- Assist in resume building and optimization.
- Conduct AI-driven mock interviews with instant feedback.
- Offer quizzes and mock tests for job preparation.
- Track progress with dashboards and job market insights.

Requirement Gathering:

- Collect input from students, fresh graduates, job seekers, and career mentors regarding their career preparation journey.
- Identify pain points such as **resume rejection, lack of interview preparation, limited access to job insights, and no structured feedback**.
- Gather requirements for job seekers (AI-powered resume builder, quizzes/tests, mock interviews, skill-based recommendations).

- Collecting report and analytics needs for mentors/recruiters (candidate progress dashboards, performance analysis, and skill-gap identification).

Stakeholder Analysis:

- **Students/Job Seekers** – create AI-optimized resumes, take quizzes/tests, attend mock interviews, and track progress.
- **Career Coaches/Mentors** – provide feedback, monitor candidate progress, and suggest improvements.
- **Employers/Recruiters** – access candidate skill profiles and AI-enhanced resumes for better hiring.
- **Platform Admin/Owners** – manage platform operations, users, and enhancements.
- **AI System** – handle resume scoring, mock interview evaluations, test generation, and job trend insights.

Business Process Mapping:

- **Current Process:** Students depend on scattered resources (resume templates, job portals, YouTube mock interviews) → lack of personalization → rejection in interviews → no structured growth plan.
- **Desired Process (with AI Career Coaching):**
 - Student registers → AI generates tailored career roadmap.
 - AI-powered resume builder optimizes resumes for specific job roles.
 - Students prepare with quizzes, mock tests, and AI-driven interviews.
 - Dashboards provide progress tracking, skill-gap analysis, and job market insights.
 - Coaches/recruiters view structured reports to provide targeted guidance.

Industry-specific Use Case Analysis:

- Adopt **AI-driven personalized recommendations** to guide learners in choosing the right skills and career paths.
- Enable **automated resume scoring and interview analysis** for more effective preparation.
- Provide **job market dashboards** that highlight trending skills, opportunities, and industry insights.
- Ensure compliance with **employability standards and placement requirements**. Focus on bridging the gap between **academic preparation and real-world job readiness** through structured, data-driven guidance.

AppExchange Exploration:

Explore Salesforce AppExchange for Career Coaching and HR-related applications to identify reusable components that can speed up development. Examples include:

- **Resume Builder Templates** – AI-integrated predesigned formats for different job roles.
- **Feedback Dashboards & Career Analytics Modules** – track user performance and provide insights to coaches/recruiters.
- **Mock Interview Evaluation Add-ons** – AI tools to assess communication, confidence, and technical skills with instant feedback.
- **Prebuilt Dashboards, Analytics & LWC Components** – visualize quiz results, job trends, and interview performance using ready-made Salesforce components.