

## **Decision Paralysis in Upskilling: Why Early-Career Professionals Struggle to Choose the Right Skill to Learn:**

Millions of young professionals struggle to answer a simple but high-stakes question: “What should I learn next?”

They want to **upskill**. They feel the pressure to “**keep learning**.” But they often feel:

- **Overwhelmed by options**
- **Unsure which skill aligns with their goals**
- **Afraid of wasting time or money**
- **Stuck in research paralysis and bookmarking loops**
- **Distracted by trendy skills that don’t stick**

As a result, learning becomes a **low-confidence activity** — people jump from course to course, rarely complete what they start, and feel anxious that they’re “falling behind.”

You are an entrepreneur deeply interested in this problem space. Your goal is to build a 0→1 MVP that helps early professionals discover, commit to, and act on their next learning goal — in a way that’s personalized, motivating, and behaviorally sustainable.

In your most creative imagination of an ideal world:

**How would you build a product that helps young professionals confidently decide what to learn next — and take the first meaningful step?**

Assume **infinite tech bandwidth**, but limited attention spans and emotional energy from your users.

Focus on the following:

1. **Form your hypothesis:** what would an ideal product look like? Think about the current state/market landscape and form hypotheses around the problems you are looking to solve.
2. **Layout your approach:** what research (competitive research/primary & secondary user research) should you conduct to validate your hypothesis?
3. **Identify the user/user segment and their pain points:** what features or services would you want to integrate based on the type of user? Be clear about the user segment you are focusing on, the related personas and their pain points.
4. **Prioritise features:** if you are suggesting more than one feature which one would go into the MVP and why?
5. **Design the MVP:** how do you plan to build the features proposed in the previous step? No need to get too technical, high-level system design should be good enough. If you are unclear about the system diagram, focus on the data flow diagram instead.
6. **Build wireframes:** how do you envision your product's UI/UX?
7. **Visualise user journey map:** End-to-end journey of the customer
8. **Define your success metrics:** What should be your key metrics to gauge the success/failure of your MVP? What would be the leading and lagging metrics?
9. **Lay out the monetisation plan:** How do you plan to make money? What's the business model?
10. **Think about the distribution model:** How would you get your first few paying clients? Which distribution channels would you tap into? Instead of creating a laundry list of distribution channels, think of the top few channels and think about how to activate them.

11. **Identify the risk factors:** What might make this idea fail? What would be the mitigation steps you would take?