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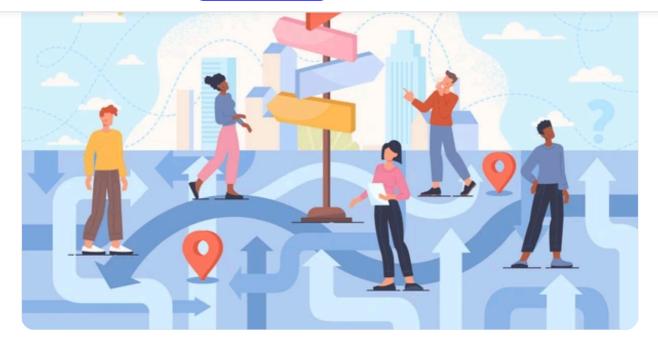**Product Experimentation Intern — Submission**

With/Care Ventures — Concept Map & Experiment Build

This public experiment write-up demonstrates the concept, rationale, thresholds, and decision framework behind testing a career-fit quiz as a scalable engagement tool.

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Executive Summary

> **Why it matters:** Career choice anxiety is a silent burden for students, while universities struggle to validate outcomes. This micro-intervention aims to provide clarity in *two minutes*, reduce wasted years, and strengthen institutional trust with parents, employers, and ranking agencies.

👉 This is not just a quiz. It's a small test to see if a simple two-minute activity can really get students interested and become the first step toward a bigger, trusted career guidance system.

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Students: overwhelmed by too many career choices.

Universities: pressured to prove actual career outcomes.

Concept Map

🎯 Target Users

Primary: Ambitious students (18–26) seeking clarity.
Secondary: Career service offices that want scalable insights.

🎁 Value Proposition

- **For Students:** 3–5 tailored paths with one clear next step today.
- **For Universities:** measurable outcomes that strengthen credibility with recruiters and stakeholders.

🧭 Five Big Features

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3. Recruiting Tracker — manage applications in one place
4. Peer Benchmarking — social proof from similar students
5. Action Roadmap — suggested micro-skills & projects

Dimension	Assumption	Test Surface	Metric	Threshold
Demand	Students will complete quiz & ask for full report	Quiz → Email gate	Conversion	**≥ 25%**
Feasibility	Suggestions feel credible enough to trust	Thumbs up/down	Approval rate	**≥ 60%**
Viability	Universities respond if students engage	Interest form	Qualified leads	**≥ 2 / 100**

> **Threshold rationale:** 25% conversion rules out random curiosity, 60% approval signals trust, and 2/100 university leads shows institutional relevance even at low early adoption.

Experiment Build

Why this build matters: It is the leanest way to validate demand quickly. If it works, it unlocks a scalable MVP. If not, we learn early and pivot without sunk cost.

Prototype Includes

- Landing page with one promise
- 6-question quiz
- Instant suggestions (3 paths)
- Email unlock for deeper insights
- Feedback buttons

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- **Secondary:** Accuracy feel (thumbs) & school interest

Decision Rules

- **Positive:** ≥25% → Build MVP with dashboard + tracker
- **Neutral:** 12–24% → Refine messaging & quiz
- **Negative:** <12% → Pivot to new hook

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📌 Impact if Successful

For Students: Less confusion, faster alignment with real paths, and reduced wasted years.

For Universities: Evidence-based placement metrics → stronger rankings & recruiter trust.

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alignment, guidance, and outcomes tracking.

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