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Product Experimentation Intern — Submission

With/Care Ventures — Concept Map & Experiment Build

This write-up openly explains the experiment. It covers the idea, why it is important, the success targets we set, and the rules we used to make decisions. It shows how a simple career-fit quiz can be tested as a tool to engage students and guide them toward better career choices.

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Executive Summary

Why it matters: Many students quietly struggle with anxiety about choosing the right career, while universities face pressure to prove real outcomes. This quick two-minute tool is designed to give students clarity, save years of trial and error, and help universities build stronger trust with parents, employers, and ranking bodies.

👉 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: This is the fastest and simplest way to check if there's real demand. If it works, we can grow it into a full product. If it doesn't, we'll know early and can change direction without wasting time or money.

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:** $\geq 25\%$ → 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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