



Candidate	Zaki Alam
Institute	IIT Madras
Email	alamzaki0804@gmail.com
Phone	+91 8178710681

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.









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.









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.

1 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.

Since State 1 Five Big Features







o. Regrating 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







• Secondary: Accuracy feel (thumbs) & school interest

Decision Rules

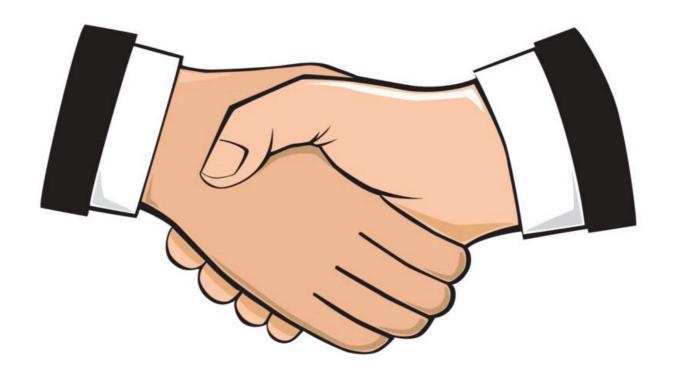
• **Positive:** ≥25% → Build MVP with dashboard + tracker

• **Neutral:** 12–24% → Refine messaging & quiz

• **Negative:** <12% → Pivot to new hook



■ Save as PDF





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.







alignment, guidance, and outcomes tracking.

© 2025 — Zaki Alam • Submission for With/Care Ventures (Product Experimentation Intern)

♣ Reach out: alamzaki0804@gmail.com