ZAKI ALAM
IIT MADRAS

Question 1 – Concept Map

🎯 **Target User Persona**

Primary User:
I'm focusing on university students (18–26) who are ambitious but feel stuck in "career paralysis." They keep learning new skills, joining workshops, and scrolling through LinkedIn advice, but when it comes to picking an actual career path, they freeze. The problem isn't laziness — it's too many options, too much generic advice, and a constant fear of choosing wrong.

Secondary User:
University career services. They're under pressure from parents, boards, and even employers to show that their programs actually help students get good career outcomes, not just complete courses. They need a simple way to prove they're adding value beyond just teaching skills.

💡 **Value Proposition**

- **For Students:** A simple tool that cuts through the noise. In just 2 minutes, they discover where their skills, interests, and values overlap with real jobs in demand. No more wasting months second-guessing — they get clarity plus a clear next step.

- **For Universities:** A way to prove impact. Instead of saying "we trained students," they can say "we guided students into strong career matches." This changes their story from teaching skills to creating outcomes.

🛠️ **Five Big Features**

1. **Career Fit Quiz (Hook):** A quick quiz that instantly shows 3–5 tailored career paths.

2. **Market Demand Dashboard:** For each option, show salary ranges, growth outlook, and demand level.

3. **Recruiting Tracker:** One place to track applications, interviews, and referrals.

4. **Peer Benchmarking:** "Students like you explored…" style insights.

5. **Action Roadmap:** Next-step micro-projects or skills to build confidence.

👉 **Hook Feature:** The quiz. It's fast, lightweight, and gives immediate value. The "aha" moment is when students see 3–5 clear paths in less than 2 minutes.

⚠️ **Riskiest Assumptions**

- **Demand:** Will students actually care enough to finish the quiz and ask for their full report? Or will they dismiss it as "just another career test"?

- **Viability:** Will universities pay for this, or will they treat it as a nice add-on instead of a must-have?

📏 **Lean Test Plan**

- **Surface to Build:** A landing page with a 6-question quiz. At the end, students see 3 career suggestions. To unlock the full report (market data + roadmap), they enter their email.

- **Call to Action:** *"Find your career fit in under 2 minutes."*

- **Primary Metric:** Quiz → Email conversion (if students give their email, it means they want this).

- **Success Threshold:** At least 25% conversion across 50+ student visitors.

- **Secondary Metrics:** Thumbs up/down on accuracy (to check if results feel trustworthy) and number of universities requesting a demo.

✅ **Why This Matters**

Right now, both students and universities are guessing. Students don't know if their studies will pay off, and universities don't know how to prove their value beyond course completion.

This tool bridges that gap. For students, it reduces stress and gives them clarity. For universities, it shows they can create real outcomes, not just classes.

The beauty is that it starts small — just one quiz. If students engage, it's proof there's demand and universities will care. If not, we can quickly pivot to another hook like the Recruiting Tracker.

Question 2 – Experiment Build

1. The Surface I Built

To keep things simple and focused, I built just enough to test the core idea without putting much time on a full product as requested.

- **Landing Page:**
  A clean page with a clear headline: *"Find your career fit in under 2 minutes."*
  Subtext explains the value: *"Get 3–5 career paths matched to your strengths and real market demand."*
  The main call-to-action is obvious: *"Start Quiz →"*. No clutter, no distractions.

- **Career Fit Quiz (Hook):**
  A 6-question quiz that asks about skills, values, and work preferences. This is the main hook that gives students an "aha moment" when they get their career matches in seconds.

- **Report Output (Wizard-of-Oz style):**
  Once the quiz ends, students immediately see 3 suggested careers. To unlock the **full report** (with salary data, demand trends, and action steps), they need to enter their email. This lets me measure if they care enough to go further.

- **Small Extra Feature:**
  A quick 👍 / 👎 on the recommendations. This is optional but useful for testing whether students *trust* the results.

---

2. How It Tests My Metric

The primary metric I defined earlier was **Quiz → Email conversion rate.**

- If students complete the quiz and then give me their email, that's a strong signal they find the tool valuable.

- If they exit without giving their email, that's a clear sign of low demand or low trust.

- The thumbs up/down gives me a second layer of data: even if they gave their email, did they *actually believe* the suggestions?

---

3. Why This Approach Works

- **Lean and Fast:** No heavy backend or AI yet, just a lightweight front-end + Wizard-of-Oz logic.

- **Focuses on the Riskiest Assumption:** I'm not building dashboards or trackers too early. First, I want to know — do students even want this?

- **Scalable:** If the test works, I can expand into the Dashboard, Recruiting Tracker, and Roadmap in the next cycle.

---

4. What I Expect to See

- **Positive Case:** If **≥25%** of quiz-takers give me their email, that's proof there's demand. That means I can move forward and build MVP-1 with more features (dashboard, roadmap, etc.).

- **Negative Case:** If conversion is **<12%** or if most students rate the results as inaccurate, then my hypothesis is weak. In that case, I'd pivot — maybe test a different hook like the Recruiting Tracker or Peer Benchmarking instead of the quiz.