# **MRD Template**

Spring 2024

# Name of Product: LifeVista

List all students who **actively** worked on this MRD Report:

1. Name: Praneeta Janmatti
2. Name: Chaitanya Prudvi Balusu
3. Name: Harish Bokka
4. Name: Deepti Chukkapalli

## Vision LifeVista envisions empowering students and educational institutions by revolutionizing career exploration. It goes beyond traditional methods, offering immersivevirtualexperiences that let users engage directly with industry professionals. Through these interactive encounters, students gain firsthand insights into diverse careers, understand the evolving job market, and ultimately make informed decisions about their future.

## Motivation

**Customer Segments:**

Our main customers will be high school and college students who are trying to figure out what career path to take. This includes students who aren't sure what they want to do yet and those who are worried they might have picked the wrong path.

During our exploratory interviews with users and potential clients for our platform, we had the chance to talk to current students and a few professionals who have been in careers they love for the past decade.

(*Refer to Appendix A at the end of the document for a deeper understanding of the questions used during survey*)

For our platform's early adopters, we'll focus on students from major cities who are particularly anxious about their career decisions. These users are proactive in seeking or providing career guidance, which contrasts with mainstream users who may adopt new solutions more gradually.

**Students (Buyers):**

* *Hypothesis:* Students are actively seeking engaging and interactive career guidance that aligns with their personal interests and aspirations.
* *Evidence:* Interviews with students underscored the desire for experiential learning opportunities and direct professional insights. This showcases a preference for practical and immersive methods of career exploration.

**Seasoned Professionals and Content Creators (Sellers):**

* *Hypothesis:* These individuals are looking for platforms to share their knowledge, connect with the younger generation, and impart practical industry insights.
* *Evidence:* Professionals expressed enthusiasm for engaging with students and providing mentorship, indicating a market for platforms that facilitate these interactions.

**Educational Institutions (Buyers):**

* *Hypothesis:* These schools and colleges need career guidance tools that can work well for different student interests and academic subjects. These tools should be comprehensive and flexible to meet the needs of all students.
* *Evidence:* Feedback we got from people in the education field showed that they need more flexible tools for exploring careers. This supports our idea that there's a demand for guidance platforms that can adapt and help in different ways.

**Research Design Summary:**

**Objective:**   
The main aim from our exploratory interviews was to learn about what students, professionals, and educational institutions need, how they behave, and what they think.

**Methodology:**  
The team used qualitative research by conducting semi-structured interviews to get detailed insights. This method gave them the flexibility to dig deeper into responses and discover subtle viewpoints.

**Sample Size and Composition:**

Interviews were conducted with 17 individuals, including 13 professionals and content creators, and 5 representatives from educational institutions. This sample size allowed for a diverse range of inputs to ensure a comprehensive understanding of each segment.

**Personas:**

**Puja Shah** (*Student from Mumbai*)

Puja is deeply passionate about STEM subjects and actively seeks to direct her own educational journey. She's on the lookout for engaging, dynamic resources to expand her knowledge about potential careers in STEM fields. Despite her enthusiasm, Puja often encounters outdated information, which hampers her ability to stay current with the latest industry trends. She's keen on gaining firsthand insights by conversing with experienced professionals in STEM, but she's uncertain about where and how to establish these valuable connections.

**Jason Peter** (*SDE at Microsoft*)**,**

At 36 years old, Jason is an experienced software developer at Microsoft. With his extensive background in software development, he's eager to share his knowledge and expertise with young students who aspire to become software developers like him. Jason is passionate about mentoring and guiding the next generation of software engineers. He believes in the importance of providing practical advice and insights to help aspiring developers succeed in their careers. Despite his enthusiasm for mentoring, Jason often faces challenges in connecting with the right mentees. He seeks opportunities to impart his wisdom and support to those interested in learning from him.

**Katie Carter** (*Administrative Head at a coaching Institute*),

Ms. Carter is responsible for overseeing various aspects of the institution, including career guidance services. She understands the importance of providing students with comprehensive and adaptable tools to explore their career options. Ms. Carter is focused on finding resources that can cater to a wide range of student interests and academic disciplines. She believes in enhancing the career support services offered by her institute and sees various avenues to achieve this goal.

**Unmet Needs:**

1. **Students and Parents (Buyers):**
   * Hypothesis: "I believe students and parents experience confusion and frustration when seeking comprehensive and relatable career guidance."
   * Evidence: Interviews and surveys with students and parents highlighted a significant need for interactive and personalized career exploration tools. Feedback emphasized the importance of real-world insights and mentorship opportunities.
2. **Educational Institutions (Buyers):**
   * Hypothesis: "I believe educational institutions experience limitations in providing diverse and in-depth career resources across various disciplines."
   * Evidence: Engagement with educational professionals revealed a demand for customizable and comprehensive career guidance platforms that can integrate with existing curricular frameworks.
3. **Seasoned Professionals and Content Creators (Sellers):**
   * Hypothesis: "I believe seasoned professionals and content creators experience a lack of effective platforms to share their expertise with learners."
   * Evidence: Discussions with professionals indicated a desire to contribute to career guidance through a platform that facilitates meaningful interactions, aligning with their willingness to mentor and share industry insights.

**Existing Solutions:**

The target customers for LifeVista, which encompass students, professionals, and educational institutions, are presently dependent on a variety of existing solutions for career guidance and exploration. These solutions encompass a wide spectrum of resources and services, each serving a different purpose and catering to specific needs.

These include:

1. Mindler
2. Career Naksha
3. LinkedIn
4. Career One Stop

**Hypotheses on Existing Solutions Insufficiencies:**

Current solutions aren't meeting users' needs because they lack personalized support and don't fully address specific requirements. Platforms like LinkedIn offer vast networks but lack in providing direct, actionable career guidance or real-life job insights. Users need more than connections; they need clear, tailored advice and opportunities to understand day-to-day professional tasks.

**Evidence Collected:**

The evidence collected to validate these hypotheses includes insights from interviews and surveys conducted with the target customer segments. Feedback indicated that:

1. Students seek more interactive and engaging career exploration tools that offer a deeper insight into various professions beyond what is typically available through static informational resources.
2. Professionals are interested in platforms that allow them to share their expertise in a meaningful way but find existing solutions to be either too broad or not focused enough on facilitating genuine mentorship.
3. Educational institutions require more comprehensive and customizable resources to support their students effectively, which current solutions do not fully provide.

**Research Design:**

* The research involved qualitative interviews and surveys with target users to identify gaps in existing career guidance solutions.
* For students, the discussions aimed to understand their current usage of career exploration tools and their satisfaction levels with these services.
* For professionals and educational institutions, the inquiry focused on their experiences with providing or utilizing career guidance resources and their perceived shortcomings.

**Competitor Feature Matrix**

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**Differentiation:**  
LifeVista offers one-on-one sessions with professionals, a feature many competitors lack. While existing platforms provide career counseling based on assessments, these may not suit everyone. Individuals starting from scratch often struggle to find appropriate guidance due to a lack of knowledge about whom to approach. Moreover, although career counseling websites may connect users to personalized guides, the information provided can be outdated and may not match the knowledge of professionals actively working in the field.

**WhyNow?**

Now is the ideal time for LifeVista due to the growing demand for personalized, hands-on learning in career guidance, amplified by the shift towards digital platforms triggered by global events. The increasing use of technology in education aligns with students' preferences for interactive learning experiences, indicating market readiness for innovative solutions like LifeVista.  
  
**Use Cases**

1. **Anjali's STEM Adventure:** Anjali, a 14-year-old student, is curious about pursuing a career in STEM but unsure of the specific field that aligns with her interests. Anjali Logs into LifeVista and finds a personalized interface showcasing diverse STEM career paths. She chooses an interactive interface simulating the daily tasks of a marine biologist. Through this, Anjali virtually explores the ocean, learns about research equipment, and even encounters simulated challenges faced by marine biologists. This interactive experience sparked her interest in marine biology and helped her envision a potential career path.

2. **Jayanth's Mentorship Journey:** Jayanth, a seasoned engineer with over 10 years of experience, wants to share his knowledge and inspire aspiring engineering students. Jayanth created a profile on LifeVista, highlighting his expertise and availability for mentorship. He receives a request from a student interested in learning more about the field of robotics. Jayanth utilizes LifeVista's interactive tools to conduct a virtual mentorship session with the student. He presents real-life engineering challenges, guides the student through problem-solving exercises, and provides personalized feedback. This experience allows Jayanth to mentor future generations and contribute to their professional development.

3. **Ms. Carter's Career Exploration Program:** Ms. Carter, an administrator at a coaching institute, is looking for innovative ways to engage students in career exploration. Ms. Carter incorporates LifeVista into her institute's career services program. She customizes the platform to reflect their curriculum and integrates LifeVista's interactive simulations into her classroom activities. Students actively participate in exploring different career paths through LifeVista's engaging platform. Ms. Carter utilizes data-driven insights from student engagement to provide targeted guidance and organize workshops with relevant professionals. This personalized approach empowers students to make informed career decisions.

## Market Size

**Total Students in India**: 139 million students are registered in higher education colleges in India, the breakdown of which is as follows:

|  |  |
| --- | --- |
| Education Level | No of Students |
| Higher Secondary | 38 million |
| College | 30 million |
| Undergraduate/ Degree | 71 million |

**Market Sizing in US Dollars**

1. **Adoption Rate**: 1% of the total student population in India adopts LifeVista.

* *Calculation:* 139 million x 1% = 1,390,000 potential users

1. **Subscription Model**: LifeVista operates on a freemium model where students can learn about current career opportunities for free, if they choose to speak to a professional or be part of premium services the fees breakdown is as follows:

* *Monthly Fee:* $20/month per user in India.

We aim at converting at least 20% of the potential market to premium subscribers

* *Annual Subscription Fee:* If the student chooses to take annual membership, the fee will be $200 per year.

**Market Potential**

1. **Total Potential Users**: 1,390,000 students adopt LifeVista at a 1% adoption rate.
2. **Annual Revenue Calculation**:

|  |  |
| --- | --- |
| Potential Target Market | **$ 1,390,000** |
| 20% Expected Premium Subscribers | **$ 278,000** |
| Averaging a $150 fee/yr. per paid Student |  |
| Potential Revenue in 1st year | **$ 41,700,000** |

**Summary of Assumptions and Calculations:**

* **Assumption1**: 1% adoption rate among Indian students.
* **Assumption2**: $20 monthly subscription fee and $200 yearly subscription
* **Assumption3:** Not all students have access to the internet and mobile phones/computers; hence, we are assuming a very small percentage of students as a potential market, mainly targeted toward tier 1 cities.
* **Assumption4**: Not every student will end up purchasing a yearly subscription or continue buying the monthly plan for the entire year. Therefore, an average value of $150 per premium user is considered for calculations.

A graph of a student

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Considering a Year-on-Year growth of market size at 3%

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## Caveats / Risks / Key Dependencies

|  |  |  |
| --- | --- | --- |
| **Risk Type** | **Description** | **Potential Solution** |
| Privacy Concern | Dealing with private user information might lead to breaches, which could make users lose trust. | We'll attempt to encrypt data well, follow all the privacy laws worldwide, and check our security often to keep everything safe. |
| Legal | There's a chance of violating patents or getting into legal trouble for using certain content or technology. | We'll do thorough checks to protect our intellectual property, and we'll make sure we follow all the rules for using content and technology. |
| Piracy Concern | There's a risk that people might share or download LifeVista's premium content without permission. | We'll use advanced DRM (Digital Rights Management) to protect our content, and we'll keep a close eye out for any copyright violations, acting when needed. |
| Interdependency | Depending too much on important third-party services or platforms could make us vulnerable in how we operate. | We'll build strong partnerships, have backup plans in case something goes wrong, and make sure we have backup service providers just in case. |
| 3rd Party Services | Needing to rely on external content or features might impact how consistent and reliable the product is. | We'll get content from different providers, set up strict agreements for how they should work, and keep an eye on how well they're doing regularly. |
| Market Adoption | Potential resistance to new solutions or lower than expected user uptake. | We'll do marketing that targets specific groups, show people clearly why our product is valuable, and ask users for feedback so we can keep making things better. |
| Operating Risk | As more people use the platform, keeping up the quality of service, making sure data stays accurate, and helping users might get harder. This could impact how happy users are and if they keep using the platform. | We'll put money into making our infrastructure able to grow, set up strong systems for managing data, and give users lots of help and support when they need it. |
| Financial Risk | The way we make money, mostly from premium subscriptions, might have problems if not enough people switch from free to paid or if the economy changes a lot and people spend less. | We'll make money in different ways, keep an eye on how much we charge for things and change it if we need to, and have money saved in case things don't go as planned. |

## Strategic Considerations

## Compared to current market solutions like Mindler and LinkedIn, which offer primarily static career advice with LinkedIn focusing more on the job market, LifeVista aims to fill a gap in the market by connecting students directly with professionals in their field. This connection allows students to gain a deeper understanding of various job roles and make more informed decisions about their career paths.

## Team Members

|  |  |  |
| --- | --- | --- |
| **Name** | **Expected Role** | **MRD Contribution** |
| Harish Bokka | Technical Developer and Product Strategy | Personas and Market Research |
| Chaitanya Prudvi Balusu | User Interface/User Experience (UI/UX) Designer | Caveats / Risks / Key Dependencies & Customer Segment |
| Praneeta Janmatti | Data Analyst & Consumer Research | Competitor Analysis & Use Case |
| Deepti Chukkapalli | Marketing & Partnership developing Specialist | Unmet Needs, Motivation and Existing Solutions |

## Go/No Go Recommendation

## After analysing the market, understanding customer needs, evaluating competitors, and ensuring alignment with our vision, we recommend proceeding with the development of LifeVista. Market research indicates a demand for the platform's innovative approach to career exploration, and its unique features hold the potential to address this need effectively. Our vision of empowering students and educational institutions through interactive tools finds strong support in LifeVista's development. However, continuous monitoring of market trends and competitor activity, alongside a robust risk mitigation strategy and a system for incorporating user feedback throughout the process, will be crucial for ensuring LifeVista's long-term success. In conclusion, while acknowledging the need for ongoing effort in these areas, we believe the potential benefits of LifeVista warrant proceeding with its development.

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## Appendices:

* **Appendix A: Interview Guide**

*Users:*

* + Q1: What problems do you have finding good advice and tools for exploring different careers?
  + Q2: Have you or someone you know ever used a career counselling service that really helped make a choice? What was special about it?
  + Q3: Are there any specific professions you're interested in learning more about?

*Clients:*

* + Q1: What level of engagement are you comfortable with in the app community (e.g., responding to questions, participating in discussions, meetings)?
  + Q2: In your knowledge what are the most common challenges students face nowadays while navigating thorough career choices?
  + Q3: Given your current workload, how would you handle the opportunity to assist students in their career choices?

Other Questions asked generally revolved around this domain for their respective user type

*Students:*

* What challenges do you face when exploring career options?
* How do you prefer to receive career guidance and support?
* What features would you like to see in a career exploration platform?
* Have you used any career exploration tools before? If so, what did you like or dislike about them?

*Professionals:*

* What motivated you to pursue your current career path?
* What advice would you give to someone starting in your field?
* How do you think technology could enhance career guidance for students?
* Would you be interested in mentoring students or providing career advice?

*Educational institutions:*

* What resources do you currently use for career guidance?
* What challenges do you encounter when providing career support to students?
* How do you measure the effectiveness of your career guidance programs?
* What improvements would you like to see in career exploration platforms?

*Students and Parents:* We asked about their experiences with existing career guidance tools, how helpful they found them, and what features they wished these tools had.

*Professionals:* We inquired about their interest in joining a mentorship platform, the ways they preferred to engage with students, and their thoughts on what makes career guidance effective.

*Educational Institutions:* We wanted to know about the resources they currently use for career guidance, any shortcomings they've noticed, and what they hoped to see in a new solution like LifeVista.

**Appendix B: Interview Notes**

The survey was conducted to understand the need for proper consulting for career guidance advice for students and young professionals. Based on the data gathered from the survey we have come up with a graphical representation demonstrating the need of our customers.

**Findings**

**1. Interest Areas:** The analysis revealed a diverse range of interest areas among potential buyers, including technology, business development, environmental science, finance, content creation, entrepreneurship, data science, and product development. This diversity underscores the need for a platform that offers a wide range of guidance tailored to varied career aspirations.

**2. Challenges Identified:** Both buyers and sellers identified several challenges with existing career guidance solutions. Key challenges include overwhelming amounts of information, lack of personalized guidance, a need for hands-on experience, transitioning challenges, and understanding market needs. These findings highlight critical areas where the proposed platform can offer significant value.

**Figure1:**  
**Factors Influential in Career Choice:** The pie chart illustrates the key factors that matter most to interviewees when choosing a career. Passion and interests are overwhelmingly the most significant factors, followed by growth opportunities, making an impact, and stability among others.

A pie chart with different colored circles with Crust in the background

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**Figure2:**  
**Preferred Methods for Learning About Careers**: The bar graph highlights that hearing from professionals is the most preferred method for learning about careers, followed by internships/workshops and hands-on experiences. Mentorship programs and networking events are also favoured but to a lesser degree.

A graph of blue bars

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**Figure3:**  
**Feelings Towards Current Career Guidance Resources**: The responses indicate that the majority find the current career guidance resources overwhelming and unclear. There's also a significant demand for more personalized guidance and resources for non-traditional paths.

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**Figure 4:**

**Common challenges faced by students in making career choices**: The bar graph below depicts the common challenges faced by students in making career choices, as identified by potential sellers. These challenges include navigating through overwhelming information, aligning interests with career opportunities, the need for hands-on experience, and understanding the various paths available in their fields of interest. This visualization underscores the critical need for targeted guidance and mentorship programs within the app community to address these specific challenges.

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**Conclusion:**

The customer development process has provided valuable insights into the needs and challenges faced by potential users of the career guidance platform. There is a clear demand for a solution that not only provides personalized career advice but also addresses the challenges identified through this research. The team plans to use these insights to further refine the platform, ensuring it meets the needs of its target users effectively.

**Interview Notes:**

**Team Member 1: Praneeta Janmatti**

**Interview Notes #1**

**Name:** Sinjini Patil (Potential Buyer) (High school student interested in environmental science)

**Age**: 17

**Education**: High school student at Expert PU college, Mangalore, India

Q1: What matters most to you when choosing a career, and what would help you learn more about different jobs?

Making a positive impact on the environment is my main priority in choosing a career. I'd benefit from interactive experiences like fieldwork or environmental projects that allow me to see the direct impact of various professions on conservation and sustainability. Guest lectures or webinars from professionals in the field would also provide me with valuable insights.

Q2: How do you currently feel about the career guidance resources available to you?

The resources I've found so far are somewhat generic and not specifically tailored to environmental careers. It would be helpful to have more specialized guidance that focuses on emerging green jobs and the skills needed to succeed in them. Access to a network of professionals working in environmental roles would be incredibly beneficial.

Q3: Are there any specific professions you're interested in learning more about?

I'm particularly interested in renewable energy and conservation science. Understanding the different roles within these areas, from field research to policy advocacy, would help me decide where I could make the most significant impact.

Name: Shresta Biradar (Potential Buyer) (College student exploring careers in finance)

Age: 18

Education: Undergraduate student majoring in Finance at the KLE Technological University, Hubli, India

Q1: What matters most to you when choosing a career, and what would help you learn more about different jobs?

In choosing a career, I value stability and the opportunity for growth. To better understand my options in finance, I would appreciate internships or co-op programs that offer real-world experience. Seminars and talks from industry leaders about trends and career paths in finance would also be invaluable.

Q2: How do you currently feel about the career guidance resources available to you?

While there are many resources available, sifting through them to find relevant information can be overwhelming. I wish there was a more streamlined way to access finance-specific guidance, especially regarding niche areas like fintech or investment banking.

Q3: Are there any specific professions you're interested in learning more about?

I'm curious about roles in investment banking and financial analysis. Learning about the qualifications required and the day-to-day tasks involved in these professions would help me narrow down my career choices.

**Name:** Jayanth Bhadranavar (Potential Seller) (Interested in mentoring students in entrepreneurship)

**Age**: 40

**Education**: Founder of a successful startup called Rustic lumber design studios

Q1: What level of engagement are you comfortable with in the app community (e.g., responding to questions, participating in discussions, meetings)?

I am enthusiastic about actively engaging with the community, offering advice, sharing my entrepreneurial journey, and participating in discussions. I'd also be open to hosting live Q&A sessions or webinars to address common challenges faced by budding entrepreneurs.

Q2: In your knowledge, what are the most common challenges students face nowadays while navigating through career choices?

Many students struggle with the fear of failure and the uncertainty of pursuing an entrepreneurial path. There's also a challenge in acquiring the necessary skills and knowledge to start a business, including understanding market needs, funding, and product development.

Q3: Given your current workload, how would you handle the opportunity to assist students in their career choices?

Despite my commitments, I'm passionate about mentoring the next generation of entrepreneurs. I plan to allocate specific times each week for online mentorship sessions and to create resources that can be accessed asynchronously to maximize my impact.

**Name:** Divya Varghese (Potential Buyer) (Aspiring to switch from marketing to data science)

**Age:** 19

**Education:** Marketing Specialist at a mid-sized firm

Q1: What matters most to you when choosing a career, and what would help you learn more about different jobs?

Finding a career that challenges me and allows for constant learning is crucial. To transition into data science, workshops or courses that offer hands-on experience with data analysis tools would be incredibly helpful. Mentorship from professionals who have successfully made a similar career change would also offer much-needed guidance.

Q2: How do you currently feel about the career guidance resources available to you?

The current resources are quite broad and not very specific to my interest in transitioning from marketing to data science. More targeted resources, such as career transition success stories and skill-building programs, would be more beneficial.

Q3: Are there any specific professions you're interested in learning more about?

I'm keen on understanding the role of a data analyst and how it differs from that of a data scientist. Information on the specific skills required for each and real-world applications of data science in various industries would help me make an informed decision about my career path.

**Name:** Prashant Janmatti (Potential Seller) (Experienced engineer interested in mentoring in renewable energy)

**Age:** 45

Education: Senior Engineer at GreenTech Innovations

Q1: What level of engagement are you comfortable with in the app community (e.g., responding to questions, participating in discussions, meetings)?

I'm fully committed to sharing my knowledge and experience in renewable energy engineering. I'm comfortable with all forms of engagement, including answering questions, engaging in discussions, and leading informational webinars.

Q2: In your knowledge, what are the most common challenges students face nowadays while navigating through career choices?

Students often lack exposure to practical applications of renewable energy technologies and the breadth of career opportunities in this field. There's also a significant gap in understanding the interdisciplinary approach required in renewable energy projects, combining engineering, environmental science, and policy.

Q3: Given your current workload, how would you handle the opportunity to assist students in their career choices?

I plan to integrate this mentorship role into my professional life, dedicating time each week to interact with students. Leveraging my network, I can also facilitate introductions to other professionals in the field, enhancing the mentorship experience.

**Team Member 2: Harish Bokka**

**Interview Notes #2**

**Name**: Ameya Padwad (Potential Buyer) (Highschool student uncertain about which path to choose for career)

**Age:** 17

**Education:** Highschool student at St. Lawrence school Mumbai, India

Q1: What matters most to you when choosing a career, and what would help you learn more about different jobs?

I think what matters most to me is finding something I'm passionate about and that aligns with my interests. Learning more about different jobs through hands-on experiences, maybe internships or workshops, would be helpful. Also, hearing real stories from people working in different fields would give me a better understanding.

Q2: How do you currently feel about the career guidance resources available to you?

Honestly, it feels a bit overwhelming. There's a lot of information out there, and it's sometimes hard to know where to start. It would be great if there were more personalized guidance, maybe someone I could talk to about my specific interests and goals. Interactive tools or apps that make the process more engaging could be helpful too.

Q3: Are there any specific professions you're interested in learning more about?

I'm not entirely sure yet, but I've been curious about technology-related fields and maybe something in the creative industry. It would be awesome to explore professions like software development or graphic design.

**Name:** Katie Buffinger (Potential Buyer) (She wants to transition from architecture to business domain)

**Age:** 19

**Education:** Undergraduate student studying Architecture at Northeastern University

Q1: What matters most to you when choosing a career, and what would help you learn more about different jobs?

For me, choosing a career is about finding a balance between my passion and potential for growth. I want a career that allows me to utilize my creativity and problem-solving skills, which I developed during my architecture studies. To learn more about different jobs in business development, I think mentorship programs and networking events would be valuable. Getting insights from professionals who made a similar transition could provide me with practical guidance

Q2: How do you currently feel about the career guidance resources available to you?

Currently, I feel a bit uncertain about the available resources, especially in transitioning from architecture to business development. I've found some general information, but more targeted advice would be beneficial. It would be great to have access to industry-specific guidance, perhaps through workshops or webinars that focus on the skills needed for a successful transition.

Q3: Are there any specific professions you're interested in learning more about?

I'm keen on exploring roles in business development, maybe in the architecture or construction industry. Learning about how business strategies intersect with my architectural background would be fascinating. I'd also like to understand the day-to-day responsibilities and challenges faced by professionals who successfully made a similar transition. This would help me make informed decisions about my career path.

**Name:** Maria Restrepo (Potential Buyer) (She wants to transition from law to content creation)

**Age**: 20

**Education**: Undergraduate student studying Law at Northeastern University

Q1: What matters most to you when choosing a career, and what would help you learn more about different jobs?

While I'm currently studying law, I've always had a strong interest in content creation on social media. I believe that authenticity and connecting with people through engaging content is essential. To learn more about different jobs in content creation, especially while pursuing law, I would appreciate mentorship opportunities and online courses that can provide practical skills in social media marketing and content creation.

Q2: How do you currently feel about the career guidance resources available to you?

Right now, I feel that the career guidance resources are more geared towards traditional paths like law, and there might be a gap in resources for those exploring non-traditional career paths like social media content creation. It would be helpful to have access to resources that cater to individuals like me who are interested in blending creative pursuits with a more conventional academic background.

Q3: Are there any specific professions you're interested in learning more about?

I'm particularly interested in delving into content creation on social media platforms. I want to explore how I can leverage my legal background to create content that educates and engages audiences. Learning about the experiences of individuals who have successfully combined law with social media content creation would be invaluable for me. I'd love to understand their journey and the skills they found most beneficial in this unique career path.

**Name:** Jason Peter (Potential Seller) (Jason is interested in consulting young students about being an SDE)

**Age:** 36

**Education:** Works as SDE at Microsoft

Q1: What level of engagement are you comfortable with in the app community (e.g., responding to questions, participating in discussions, meetings)?

I am highly comfortable with active engagement in the app community. I'm willing to respond to questions, participate in discussions, and even attend meetings to ensure that I can provide valuable insights and guidance to students aspiring to become software developers. I believe fostering a supportive community is essential for students' growth, and I am committed to contributing actively.

Q2: In your knowledge, what are the most common challenges students face nowadays while navigating through career choices?

From my experience, one common challenge is the overwhelming amount of information available, making it difficult for students to make informed decisions. Additionally, students often struggle with aligning their skills and interests with the dynamic demands of the industry. Providing guidance on staying updated with industry trends, honing relevant skills, and understanding the diverse career paths within software development can be crucial for students.

Q3: Given your current workload, how would you handle the opportunity to assist students in their career choices?

Despite my current workload as a software developer, I am genuinely passionate about helping students navigate their career choices. I am committed to allocating dedicated time outside of my regular work hours to assist students. Whether through virtual meetings, responding to queries on the app, or providing resources, I am eager to share my knowledge and experience to help students succeed in their journey toward becoming successful software developers.

**Name:** Puja Shah (Potential Seller) (Puja is interested in consulting young students about being a UI/UX designer)

**Age:** 36

**Education**: Works as a UI/UX designer at Asentech LLC

Q1: What level of engagement are you comfortable with in the app community (e.g., responding to questions, participating in discussions, meetings)?

I'm more than willing to be actively engaged in the app community. Whether it's responding to questions, participating in discussions, or even hosting virtual meetings, I believe in fostering a collaborative learning environment. Sharing my experiences as a UI/UX designer is not just a one-way street – I'm excited about the prospect of meaningful interactions with students and fellow professionals alike.

Q2: In your knowledge, what are the most common challenges students face nowadays while navigating through career choices?

Students often grapple with the evolving landscape of design tools and methodologies, making it challenging to discern which skills are essential. Crafting a standout portfolio and translating theoretical knowledge into practical applications can also be daunting. I aim to address these challenges by offering insights into the latest industry trends, providing practical tips on portfolio development, and guiding students on the nuances of real-world design scenarios.

Q3: Given your current workload, how would you handle the opportunity to assist students in their career choices?

While maintaining a busy schedule as a UI/UX designer, I recognize the importance of giving back and supporting the next generation. I'm committed to carving out dedicated time for creating content and engaging with students on the app. Prioritizing this mentorship opportunity aligns with my belief in contributing to the growth of aspiring designers. I see it as an investment in the future of the design community, and I'm enthusiastic about making a positive impact.

**Team Member 3: Chaitanya Prudvi Balusu**

**Interview Notes #3**

**Name:** Amy

**Age**: 17

**Occupation:** High school junior

**Location:** Boston, MA

**Customer Type:** Student

Q1: What matters most to you when choosing a career, and what would help you learn more about different jobs?

Getting authentic perspectives on what paths align with my interests and the day-to-day reality of those roles. Connecting with professionals would provide needed context.

Q2: How do you currently feel about the career guidance resources available to you?

The resources seem vague and removed from what work is actually like. I wish I had more direct insights from people in my fields of interest.

Q3: Are there any specific professions you're interested in learning more about?

Yes, roles like social media marketing, graphic design, and UX really intrigue me currently.

**Name:** Marco

**Age:** 15

**Occupation:** High school sophomore

**Location:** Boston, MA

**Customer Type:** Student

Q1: What matters most to you when choosing a career, and what would help you learn more about different jobs?

Understanding how my interests and skills can translate into realistic career options. Connecting with professionals for first-hand advice would be amazing.

Q2: How do you currently feel about the career guidance resources available to you?

There's a disconnect from jobs I may pursue someday. I wish I had better visibility earlier on from people already in those roles.

Q3: Are there any specific professions you're interested in learning more about?

Fields like computer science, engineering, and renewable energy fascinate me right now.

**Name:** Sarah

**Age**: 16

**Occupation**: High school junior

**Location**: Boston, MA

**Customer** **Type**: Student

Q1: What matters most to you when choosing a career, and what would help you learn more about different jobs?

Insights from professionals on how academic interests can translate into careers would provide the candid perspectives I need.

Q2: How do you currently feel about the career guidance resources available to you?

Traditional resources seem vague and removed from actual jobs. I'd value exposure to real-world mentorship from experienced professionals.

Q3: Are there any specific professions you're interested in learning more about?

Yes, I'm very intrigued by careers like counseling, education, healthcare roles but crave more first-hand guidance.

**Name:** Michael

**Age**: 14

**Occupation**: High school freshman

**Location**: Boston, MA

**Customer** **Type**: Student

Q1: What matters most to you when choosing a career, and what would help you learn more about different jobs?

Advice from professionals aligned with my evolving interests would provide extremely valuable perspective I currently lack.

Q2: How do you currently feel about the career guidance resources available to you?

There's an alarming disconnect - traditional resources seem vague while workplace realities remain invisible.

Q3: Are there any specific professions you're interested in learning more about?

Now, data science, machine learning, and maybe finance intrigue me.

**Name:** Jessica

**Age:** 16

**Occupation:** High school sophomore

**Location:** Boston, MA

**Customer Type:** Student

Q1: What matters most to you when choosing a career, and what would help you learn more about different jobs?

Directly hearing from professionals about their career paths would provide extremely valuable context I'm missing.

Q2: How do you currently feel about the career guidance resources available to you?

Traditional resources feel disconnected from actual jobs and offer little specific guidance catered to my interests.

Q3: Are there any specific professions you're interested in learning more about?

Finance, consulting, product management, and healthcare policy interest me but I have minimal visibility.

**Team Member 4: Deepti Chukkapalli**

**Interview Notes #4**

**Name:** Akancha Singh (Potential Buyer) (High school student interested in Software development)

**Age**: 17

**Location:** Vijayawada, India

**Education**: High school student at Bhasyam, India

Q1: What matters most to you when choosing a career, and what would help you learn more about different jobs?

My priority is finding a career that aligns with my passions and allows me to make a positive impact. Exploring internships or workshops in different fields would provide practical insights. Hearing real stories from professionals could guide me better.

Q2: How do you currently feel about the career guidance resources available to you?

It's a bit overwhelming. There's so much information, and I'm not sure where to begin. Having personalized guidance, maybe through one-on-one conversations, would be beneficial. Interactive apps could make the process more engaging.

Q3: Are there any specific professions you're interested in learning more about?

I'm intrigued by environmental science and technology. Exploring careers related to sustainability or software development would be exciting for me.

**Name**: Deeksha (Potential Buyer) (College student exploring careers in AI and Robotics)

**Age**: 21

**Location:** Guntur, India

**Education**: Undergraduate student at Vignan University, India

Q1: What matters most to you when choosing a career, and what would help you learn more about different jobs?

I want a career that aligns with my interests and offers growth opportunities. Hands-on experience like internships or workshops would be invaluable. Hearing personal stories from professionals would add depth to my understanding.

Q2: How do you currently feel about the career guidance resources available to you?

It's a bit confusing. There's so much information, and it's challenging to sift through. Having access to personalized guidance and interactive tools that cater to my interests would make the process more manageable.

Q3: Are there any specific professions you're interested in learning more about?

I'm curious about artificial intelligence and robotics. Exploring careers in these fields would be fascinating for me.

**Name:** Rachel

**Age:** 28

**Occupation:** Freelance Career Consultant (one of my super senior)

**Location:** Austin, TX

**Customer Type:** Career Counseling Services Provider

Q1: What level of engagement are you comfortable with in the app community (e.g., responding to questions, participating in discussions, meetings)?

I'm committed to supporting students in their career journeys. I can dedicate 10-15 hours per week, offering personalized coaching sessions and creating resources to address common career challenges.

Q2: In your knowledge, what are the most common challenges students face nowadays while navigating through career choices?

Many students struggle with translating their academic knowledge into practical skills. They often lack exposure to the intricacies of different professions, making it difficult to make informed career decisions

Q3: Given your current workload, how would you handle the opportunity to assist students in their career choices?

I'm passionate about guiding individuals towards fulfilling careers. I can commit 3-5 hours per week to provide guidance, conduct mock interviews, and offer insights into the HR and career advising fields.

**Name:** Pavani

**Age:** 32

**Occupation:** Marketing Manager who wants to do a transition into product development.

**Location:** Bangalore, India

**Customer Type:** Mid-career professional

Q1: What matters most to you when choosing a career, and what would help you learn more about different jobs?

Finding a career that aligns with my skills, values, and offers growth opportunities is essential. Practical experiences like short-term projects or workshops relevant to my field would be helpful. Learning from experienced professionals through their personal stories and insights would provide a holistic understanding.

Q2: How do you currently feel about the career guidance resources available to you?

It's somewhat overwhelming. As a mid-career professional, there's a need for more targeted and advanced guidance. Personalized support, perhaps through mentorship or coaching, and interactive tools tailored to professionals with some experience would be beneficial.

Q3: Are there any specific professions you're interested in learning more about?

I'm considering a transition into product development. Exploring different roles within data science and understanding the industry's current demands and trends would be crucial for my career decision-making process.

**Name:** Sonam

**Age:** 35

**Occupation:** HR Manager and Career Advisor

**Location:** Hyderabad, India

**Customer Type:** Career Counseling Services Provider

Q1: What level of engagement are you comfortable with in the app community (e.g., responding to questions, participating in discussions, meetings)?

I'm enthusiastic about actively participating in discussions and responding to questions. Additionally, I can offer 1:1 virtual coaching session to address specific career concerns.

Q2: In your knowledge, what are the most common challenges students face nowadays while navigating through career choices?

Students often grapple with defining their unique value proposition and understanding the evolving job market. Providing guidance on personal branding and adapting to industry trends is crucial.

Q3: Given your current workload, how would you handle the opportunity to assist students in their career choices?

I'm committed to supporting students in their career journeys. I can dedicate 10-15 hours per week, offering personalized coaching sessions and creating resources to address common career challenges.