



MAPMYTALENT

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Group #7

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Introduction:

Problem:

Choosing a career is hard. Many children face this problem. They do not know what is best for them. If one cannot find your ideal career then your university life and professional life will be a burden on you. You would not take interest. One might be earning from the career that he does not like, but he/she would not be satisfied.

Idea/Concept:

MapMyTalent is here to help you choose a career that is made for you. It's an app where you can find the best options for career of your interest and desire. All you have to do is to answer some questions and you will know the answer. This app is best for those people who are preparing for entrance test for universities. This app also tells you briefly about careers. So, if you are not sure that what exactly is in a specific field so can find it out just by downloading *MapMyTalent*. It will tell you the best career based on your talent and interest.

SWOT Analysis:

Strengths:

The strengths of our idea are as following;

- I. Our idea includes an app. Construction of these two is extremely complicated and costly. We will make app ourselves, so the initial cost to start the business will be zero. In this case, even if the idea flops, we would only lose the minimal amount of money as majority of work is done by us.
- II. Our app will be user friendly and students can use them easily. Paper based questions can be boring sometimes, our app will contain questions that will make the users to solve more and more questions.
- III. Almost every business is going towards digitalization. And most of business who provides career counselling are conduction tests physically. So, the uniqueness is our idea is that we are providing digital method of analyzing and providing career counselling.

Weakness:

Few weaknesses in our idea are;

- I. As we already have competitors, therefore we might take some time to gather customers and earn their trust.
- II. Initially we will face some problems to establish our brand/business as there are already competitors in market.
- III. In Pakistan, people do not usually use career counselling because they do not feel it necessary, so we have to educate them about it so that they start using our app and avail this opportunity.

Opportunities:

Some opportunities that we have are;

- I. There are tremendous number of fields present in the world, so it is impossible for a human being to memorize and understand all of them. Through Artificial Intelligence (AI) we can make computers do this work for us. Artificial intelligence is emerging technology and it is claimed that it will be take over on all careers. So, we will be using Artificial Intelligence to make our computer system an expert so that it does the work for us.
- II. Being computer science students, we will be constructing app ourselves so this strength of ours is our opportunity that make us stand out from others.

Threats:

- I. As we have competitors, initially we will face recognition problem. Solution to this is that we will have to do a very good marketing.
- II. We have competitors that are doing the same thing is another threat that we will face. Solution to that is that almost all our competitors are conducting tests physically, which in today's era is going to fail at some point. Those business stand out that are digital. The more we give our customers ease the more they will utilize our services. So, solution to this threat is that as we are making an app so people do not need to be physically available. They can find out the best choices for their career just by clicking on their devices. We will be using high technology such as Artificial Intelligence to analyze the best careers for our customers, due to which our hiring cost will minimize. And in this way, we will assure people that the answers the got are accurate as computers cannot make mistakes.