

# WE-LE

## Product Requirements Document

Version: 1.0

### Executive Summary

**WE-LE is building a Learning Universe centered on Personalized Learning.**

WE-LE is a personalized learning and career transformation platform designed to help students, working professionals, and career switchers learn job-ready skills through courses, AI tools, mentor guidance, real-world simulations, and portfolio creation.

Unlike traditional e-learning platforms that give the same content to everyone, WE-LE uses AI to personalize learning paths, recommend the right resources, and prepare learners for interviews with mock interviews and SkillVerse simulations.

**Our Learning Universe concept means:** Every learner enters their own personalized galaxy of content, mentors, communities, and opportunities tailored specifically to their goals, strengths, and career aspirations. No two learning journeys are the same.

This PRD aims to deeply describe the complete product scope, including learning modules, AI systems, workflows, user experience, and business outcomes that power this personalized learning universe.

The platform creates a continuous improvement cycle: **understand the learner → personalize their journey → teach them → test their knowledge → help them practice → showcase their skills → connect them with mentors and employers.**

## 2. Who This Is For & What We Want to Achieve

### Who uses WE-LE?

- College students preparing for their first job
- Job seekers looking to switch careers
- Working professionals wanting to upskill
- Anyone who wants to learn tech skills and get hired

## What success looks like for our business:

- More people sign up for paid courses
- Learners complete courses and get jobs in their field
- People buy mentorship sessions and come back for more courses
- We build a reputation as a platform that actually gets people hired
- Companies start coming to us to find trained candidates

## How we measure success:

- **Learner outcomes:** How many learners publish portfolios and get interview calls
- **Engagement:** How many people stick around after week 1 and week 4
- **Revenue:** Course purchases, mentor bookings, webinar sponsorships

## 3. Core Features

Each feature below is described in simple terms: what it does, why it matters, how it works, and what "done" looks like.

### 3.1 Career Compass — Understanding Each Learner From Day One

#### What it is:

Career Compass is the entry point to your personalized Learning Universe. It's a smart assessment that figures out what kind of career path suits each learner best. It's the first thing learners see when they sign up.

#### How it works:

When someone joins WE-LE, they take a 30-question assessment. The questions adapt based on their answers — if they show interest in coding, they get more coding questions; if they lean toward design, they get design questions.

The quiz covers all our learning tracks:

- Development (coding/programming)
- Design (UI/UX)
- DevOps/Cloud (infrastructure)
- AI/ML (artificial intelligence)
- Product Management
- Operations
- Marketing

The first 10 questions are easy and broad to understand general interests. The next 10 questions dive deeper into the top 2 areas where they showed strength. The final 10 questions are practical scenarios that test how they think and solve problems.

#### What the learner gets:

After completing Career Compass, learners see:

- A dashboard showing which career tracks suit them best (with visual bars showing strength in each area)
- 3 job roles they could aim for (either now or after some learning)
- A clear list of 3–6 things they need to improve (like "learn React" or "practice problem-solving")
- A recommended learning path with an 8–12 week timeline
- A button to start their personalized journey right away

#### **Why this matters for business:**

Career Compass is how we create each learner's personalized universe. It helps us understand each person deeply from day one, so we can recommend the right courses, mentors, and content — which keeps people engaged and more likely to pay for premium features.

#### **What "done" looks like:**

- The quiz runs smoothly from start to finish
- Results are saved to the learner's profile
- The system shows accurate career track matches
- At least 3 job roles are recommended
- A learning pathway is generated with milestones
- The learner can start their recommended path with one click

## **3.2 Level Up AI — Your Personal Learning Coach in the Universe**

#### **What it is:**

Level Up AI is your personal guide through the WE-LE Learning Universe. It's an AI assistant that acts like a personal tutor, always available to answer questions, suggest what to learn next, and keep learners on track.

#### **How it works:**

Unlike a regular chatbot, Level Up AI knows everything about the learner — their Career Compass results, quiz scores, mock interview performance, and course progress. When someone asks "How do I get better at debugging?" Level Up AI doesn't give a generic answer. Instead, it says:

\*\*Based on your profile, try these 3 things:

1. Complete the 8-minute Debugging Basics micro-lesson
2. Practice in the Debug Challenge SkillVerse scenario (20 minutes)
3. Book a 30-minute session with Mentor Sarah who specializes in debugging

#### **What makes it Unique:**

- Understands what the learner already knows
- Only recommends content they have access to (or clearly shows paid add-ons)
- Explains *why* each recommendation fits their goals
- Shows progress summaries when asked ("How am I doing?")
- Sends optional reminders about upcoming sessions or pending tasks

**Why this matters for business:**

Level Up AI is the navigation system in our Learning Universe. It keeps learners engaged by making learning feel personal and actionable. It also drives revenue by smartly suggesting mentor sessions and additional courses when appropriate.

**What "done" looks like:**

- The AI responds with helpful recommendations 90% of the time
- Every recommendation links to actual content (courses, mentors, practice scenarios)
- At least 20% of suggestions lead to action (learner clicks and starts)
- The AI explains why it's making each suggestion
- Learners can turn notifications on or off

**What we need:**

- Access to Career Compass results
- Real-time tracking of learner progress
- Course and mentor availability data
- Safety controls to prevent inappropriate responses
- Conversation logs for improvement

### 3.3 AI Mock Interview — Practice Before the Real Thing

**What it is:**

AI Mock Interview lets learners practice job interviews with an AI interviewer. It feels like a real interview and gives detailed feedback afterward. This is part of the skills validation layer in our Learning Universe.

**How it works:**

Learners can book a mock interview session. The AI creates questions based on:

- The course they're taking
- Their Career Compass results
- Their resume and portfolio
- The job role they're targeting

The mock interview has two parts:

**Part 1 — The Interview:**

The learner answers questions (they can type or speak). The AI asks follow-up questions based on their answers, just like a real interviewer would.

**Part 2 — The Feedback:**

After the interview, the system provides:

- An overall score
- Sub-scores for communication, problem-solving, and technical knowledge
- A transcript of the conversation
- 5 specific things to improve

- Recommended micro-lessons and practice scenarios
- Suggestion to book a mentor for deeper coaching

**Why this matters for business:**

Interview practice is incredibly valuable — it directly improves job placement rates. This is a premium feature people will pay for, and it builds confidence that WE-LE actually prepares people for real jobs.

**Pricing approach:**

- Include 2 mock interviews with premium course packages
- Offer individual sessions for purchase
- Consider giving one free trial to show value

**What "done" looks like:**

- The mock interview runs without technical issues
- Transcription is at least 90% accurate
- Feedback report is ready within minutes
- Learners can replay their interview recording
- The scoring reasonably matches what a human would score (we'll test this with real mentors)

**Success metrics:**

- How many learners retake mocks after getting feedback
- Whether scores improve on the second attempt
- How many mock interview takers book mentor sessions afterward

**What we need:**

- Question bank organized by job role and skill level
- Speech-to-text technology
- Scoring system (with human review initially)
- Video/audio recording infrastructure
- Privacy controls (learners can delete recordings)

## 3.4 Session Wrap-up Quiz — Learning by Testing

**What it is:**

After every class or video session, learners get a short quiz (4–8 questions) to test what they just learned. This creates a continuous feedback loop in the Learning Universe.

**How it works:**

The system automatically creates quiz questions based on what was covered in the session. Questions test understanding and practical application, not just memorization.

**When learners submit answers:**

- They get instant feedback with explanations
- Their results are saved to their profile
- If they score below 60%, the system marks that topic as "needs work"
- Level Up AI automatically suggests extra practice

For instructors and admins, there's a dashboard showing:

- How the whole class performed
- Which concepts most people struggled with
- Which learners might need extra help

#### **Why this matters for business:**

Frequent testing helps people remember more (proven learning science). It also gives us data to improve courses and personalize recommendations. When we can show "95% of our students master this concept," it's powerful marketing.

#### **What "done" looks like:**

- Quizzes appear within 15 minutes after each session
- Questions match what was taught (80% relevance or higher)
- Low-scoring learners automatically get practice suggestions
- Trainers can see class performance summaries

#### **What we need:**

- Question bank tagged by topic and difficulty
- Way to map each session to relevant questions
- Storage for quiz results by skill area
- Dashboard for trainers

## **3.5 Personalized Mentorship — Human Guidance**

#### **What it is:**

In the WE-LE Learning Universe, every learner gets access to experienced guides — mentors who provide one-on-one guidance. It's a marketplace where learners can find the right mentor for their unique journey.

#### **How it works:**

Each mentor has a profile showing:

- Their area of expertise
- Verified credentials and badges
- Hourly rate
- Available time slots
- Ratings from previous learners

The system recommends mentors based on:

- The learner's Career Compass results
- Areas where they need help (from quizzes and mock interviews)

- Mentor's specialization
- Ratings and reviews

### Types of mentorship:

- **Career coaching:** Planning career moves, resume reviews
- **Technical coaching:** Code reviews, debugging help, architecture guidance
- **Portfolio coaching:** Improving project presentations
- **Interview prep:** Practice and strategy

### Booking and payment:

- Some courses include mentor credits (e.g., 2 sessions included)
- Learners can buy individual sessions
- Subscription option for ongoing mentorship

After each session:

- Mentors write brief notes on what was covered
- They can endorse specific skills on the learner's profile
- Learners rate the session
- Notes appear in the learner's profile and inform Level Up AI recommendations

### Why this matters for business:

Mentorship is a major revenue source and keeps people engaged. It also creates trust — having real experts validate your skills is powerful for getting hired.

### Quality control:

- Mentors go through a vetting process
- We track performance (ratings, learner outcomes)
- Low-performing mentors are put on probation or removed

### What "done" looks like:

- Learners can search and book mentors
- Booking confirmation and calendar invite work
- Mentor notes are saved and visible
- Payment processing works smoothly
- Ratings are collected after sessions

### Success metrics:

- How many mentors have regular bookings
- Average rating (target: 4.5 out of 5)
- How many learners book mentors again
- Revenue from mentorship

### What we need:

- Mentor profiles and verification system
- Calendar and booking system
- Payment processing with mentor payouts
- Rating and review system
- Way to handle disputes or cancellations

## 3.6 Skills Showcase — Your Living Portfolio

### What it is:

Skills Showcase is your personal proof-of-learning in the WE-LE Universe. It's an online portfolio that grows as learners complete projects, courses, and challenges. It's proof of what they can do.

### How it works:

Every time a learner completes something meaningful (a project, a SkillVerse challenge, a course), they can add it to their Skills Showcase. Each portfolio item includes:

- **What the problem was:** Context and challenge
- **What they built:** Link to demo, code, or artifact
- **Technologies used:** Tools and skills applied
- **Skill tags:** Which skills this demonstrates (and proficiency level)
- **AI summary:** Auto-generated description
- **Verification badge:** Optional mentor or peer review
- **Outcome notes:** Like "won hackathon" or "deployed to 100 users"

### Portfolio building workflow:

1. Learner completes a project
2. System suggests a portfolio template
3. Learner fills in details
4. Optional: Request mentor verification
5. Mentor reviews and adds verification badge
6. Learner publishes or keeps private

### Skill proficiency calculation:

The system combines multiple signals to show skill level:

- Quiz scores in that skill
- Mock interview performance
- Mentor ratings
- Project complexity

### Sharing:

Learners get a public link they can share with employers. They control what's visible — can keep some items private or anonymous.

### Why this matters for business:

A strong portfolio is what gets people hired. When employers see verified, real work, they

trust it. Over time, we can connect high-performing portfolios with employer partners looking to hire.

#### **What "done" looks like:**

- Learners can create and edit portfolio items
- Verification request workflow works (learner asks → mentor reviews → badge added)
- Public share links work and look professional
- Privacy controls let learners choose visibility

#### **Success metrics:**

- How many learners publish portfolios
- Percentage of items that get verified
- How many employer views each portfolio gets
- Interview calls that come from portfolio shares

#### **What we need:**

- Portfolio templates by project type
- Verification workflow
- Public page design (mobile-friendly)
- Privacy settings
- Analytics on portfolio views

### **3.7 Course Community — Learning Together in the Universe**

#### **What it is:**

Each course in the WE-LE Learning Universe has its own community space where current students and alumni can connect, share, help each other, and find opportunities. Think of it as your course's home base in the universe.

#### **How it works:**

When someone enrolls in a course, they automatically join that course's community. Unlike typical forums that die after the course ends, WE-LE communities are ongoing — new batches join the same community, so it grows over time.

#### **What's in a community:**

- **Announcements:** Important updates from instructors
- **Discussion threads:** Questions, tips, resources
- **Resource library:** Shared notes, tools, references
- **Job board:** Opportunities shared by alumni or employers
- **Alumni highlights:** Success stories and career updates
- **Events:** Community webinars and mentor Q&A sessions

#### **Different roles:**

- **Learners:** Can post, comment, share resources
- **Alumni:** Same as learners, plus can post job opportunities

- **Mentors:** Can host Q&A sessions
- **Admins:** Can pin posts, moderate, organize events

#### **Why this matters for business:**

Communities keep people engaged after courses end. They create word-of-mouth marketing when alumni share success stories. They also become a talent pool for employers looking to hire from WE-LE.

#### **What "done" looks like:**

- New community created automatically for each course
- Auto-join works when someone enrolls
- Posting, commenting, and threading work smoothly
- Moderation tools available for admins
- Resources can be pinned for easy access

#### **Success metrics:**

- How many people post or comment per week
- How many learners are referred by community members
- How engaged people stay after course ends

#### **What we need:**

- Community platform (forums or chat-style)
- Moderation tools
- Different permission levels
- Search functionality
- Integration with courses

## **3.8 Webinars — Live Learning Events in the Universe**

#### **What it is:**

Webinars are live online events on specific topics — like constellation events in our Learning Universe. They serve multiple purposes: attracting new learners, educating current students, and connecting with employers.

#### **Types of webinars:**

##### **1. Free/Public Webinars (Lead Generation):**

- Introduction to career paths
- Industry trends
- Free workshops
- Goal: Get people interested in WE-LE courses

##### **2. Premium Webinars (For Paid Learners):**

- Advanced deep-dives
- Expert guest sessions

- Exclusive Q&As
- Goal: Add value to paid courses

### 3. Sponsored Webinars (Employer Partnerships):

- Companies showcase opportunities
- Hiring managers share what they look for
- Goal: Generate revenue and connect learners with jobs

#### How it works:

- Webinars are scheduled with topic, speaker, date
- People register in advance
- Live session with Q&A, polls, chat
- Recording available afterward with resources
- Attendance tracked (certificates if applicable)

#### Where webinars appear:

- Course pages (related webinars)
- Community feeds
- Marketing emails
- Landing pages

#### Why this matters for business:

Webinars bring in new learners (free events), add value to paid courses (premium content), and generate revenue through sponsorships. They also help learners understand what companies want, improving job placement.

#### What "done" looks like:

- Webinars can be scheduled and promoted
- Registration system works
- Live session runs smoothly (video, audio, chat)
- Recording is available afterward
- Attendance is tracked

#### Success metrics:

- How many webinar attendees sign up for courses
- Attendee satisfaction (post-event survey)
- Sponsor return on investment (leads generated)

#### What we need:

- Webinar hosting platform
- Registration system
- Recording and storage
- Integration with course recommendations
- Analytics on conversion

## 4. How Everything Works Together in the Learning Universe

**The Golden Rule:** Everything connects to a single learner profile — your personal ID in the Learning Universe.

All features write to and read from one central place:

- Career Compass results
- Quiz scores
- Mock interview reports
- Mentor session notes
- Portfolio items
- Community activity
- Course progress

This means:

- Level Up AI can give smart recommendations
- Mentors see the full picture
- Reporting shows complete learner journey
- Employers can see verified capabilities

### Access and Entitlements:

The system needs to know what each learner has access to in their personalized universe:

- Which courses they've purchased
- How many mock interviews are included
- Mentor session credits remaining
- Premium vs free features

### Transparency:

Whenever the system makes a recommendation or decision, it shows why:

- "We recommend this because your Career Compass showed interest in frontend development and your last quiz indicated you need practice with React."

### Privacy and Control:

- Learners must agree before video/audio recording
- They control what's public in their portfolio
- They can view, download, or delete their data
- Clear roles control who sees what (learner, mentor, admin, employer)

### Quality Control:

For critical AI features (Career Compass scoring, mock interview feedback), we start with human review to ensure quality before fully automating.

### What's Free vs Paid:

- **Free:** Career Compass, basic Level Up AI, portfolio creation, course communities
- **Included in course purchase:** Some mock interviews and mentor credits
- **Paid add-ons:** Extra mock interviews, additional mentor sessions, premium Level Up AI features
- **Revenue opportunities:** Mentorship marketplace, webinar sponsorships, employer partnerships

## 5. Success Metrics by Feature

Here's how we measure if each part of our Learning Universe is working:

### Career Compass:

- Completion rate
- How many start the recommended path
- How many get hired in recommended roles

### Level Up AI:

- Recommendation acceptance rate
- Daily active users
- Retention improvement vs learners without AI

### AI Mock Interview:

- Repeat attempt rate
- Score improvement on retakes
- Mentor booking rate after mocks

### Session Wrap-up Quiz:

- Completion rate per session
- Extra practice acceptance rate
- Score improvement after extra practice

### Mentorship:

- Mentor utilization (how booked they are)
- Average rating (target: 4.5+)
- Repeat booking rate
- Revenue from mentorship

### Skills Showcase:

- Portfolio publish rate
- Verification badge rate
- Employer clicks and views
- Interview calls from portfolios

**Course Community:**

- Posts per active user
- Referrals from community
- Retention lift

**Webinars:**

- Registration to attendance rate
- Attendee to signup conversion
- Sponsor satisfaction

**Overall Business Metrics:**

- Pathway completion rate
- Learners with verified portfolios
- Interview call rate within 4 months
- Lifetime value to customer acquisition cost ratio

## Building in Phases

We don't build the entire Learning Universe at once. Here's the Phase Split ups

### Phase1 — MVP (2-3 months)

**Goal:** Build the core system that everything else relies on

- Create learner profile system
- Set up course catalog structure
- Career Compass (working but simple)
- Level Up AI (advanced features)
- Build basic tracking (who's in which course, what they've completed)
- Create Career Compass with manual scoring (humans review first)
- Test with 50-100 learners

### Phase 2 — (2 - 3 months)

**Goal:** Launch core learning experience

- Level Up AI (basic recommendations with templates)
- Session Wrap-up Quizzes
- Portfolio creation (basic version)
- Course Communities (basic forums)
- Webinar scheduling

### Phase 3 — Monetization (3-4 months)

**Goal:** Add revenue-generating features

- AI Mock Interview (version 1)
- Mentor marketplace (booking and payments)
- Portfolio verification system
- Payment processing