

PRD - V1

A mobile app that guides women (25-40) through a personalized career transformation journey with AI-driven planning, scheduling, and progress tracking.

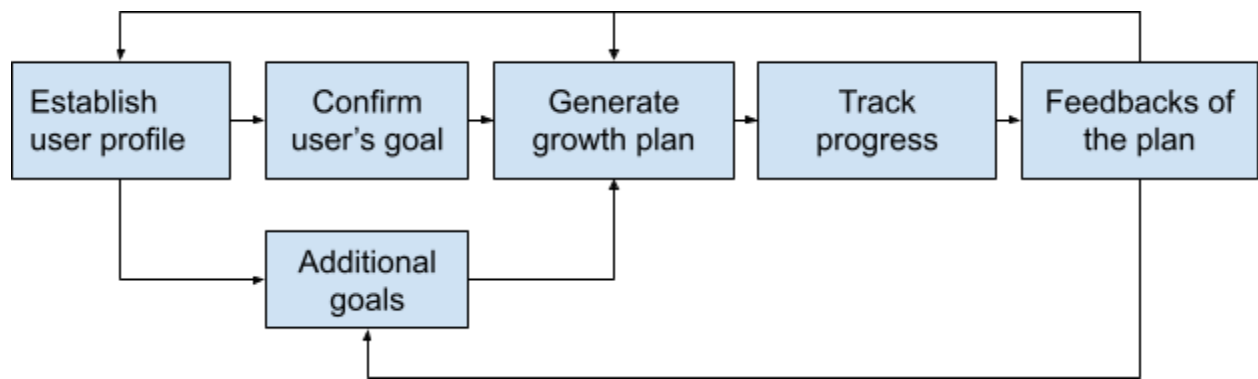
User Segmentation:

1. **Career Explorer** (early career exploration, or users who need radical change in industry, job function)
2. **Career Elevator** (in the middle, no need for radical change, want to climb the existing ladder)
3. **Career Influencer** (senior, no need for radical change vertically, but more widening the scope of impact and care more about 'influence', 'meaning', and 'WLB')

User Flow:

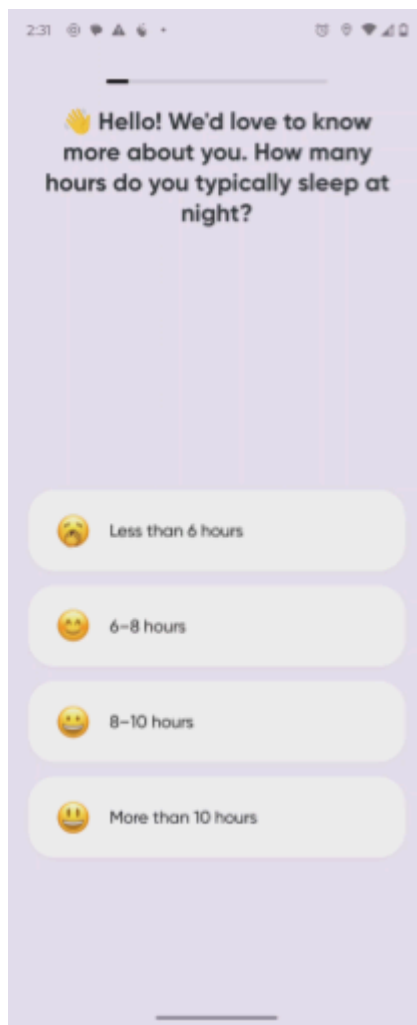
1. **User Onboarding:** Multi-modal profile creation combining standard forms, swipeable binary choice cards, "Becoming AI Assistant". This section collects relevant information to recommend ~3 pre-defined goal statements for the next sections.
 - Standard form questions: collect basic user info (name, age, gender, title, last career change).
 - Swipeable binary choice cards: collect user "becoming model" (personality, top motivators, and work styles), informing AI goal and growth plan recommendation.
 - "Becoming AI Assistant": summarize, clarify, self-identify
 - Summarize collected user info
 - Clarify if certain questions are not answered and last career change
 - Backend: route users to "Explorer, elevator, or influencer" paths based on info provided
2. **Career Playground:** A very simple section with two features 1) Continue to work with "Becoming AI Assistant" to write a "future me" letter; and 2) Based on the "future me" letter to explore paths, or identify blockers. The objective of this section is to help users set clear goals.
 - "Becoming AI Assistant" (不要单独的career explore环节)
 - AI generates a "letter" from their "future self", via chat, who has already achieved their career goal.
 - Ask users to refine and confirm.
 - Ask users to set a reminder to receive this letter later for motivation.
 - Career Playground:
 - (Career Explorer) - data science background, but want to explore other fields like engineering/PM/Strategy.
 - "Hey Ke, based on your "future self" letter, here are 3 pathways, feel free to suggest your own."
 - Pros/cons analysis: base on 3 identified top motivators

- Day-in-the-life simulations: a daily calendar view, highlight like/dislike based on personality & motivator (E: data insight report might be a “red”, brainstorming session might be a “green” during the day)
 - Feasibility assessments: identify top 3 gaps and ask user to confirm
 - (Career Elevator) - a senior product manager, wants to become a group PM in GenAI and own the entire product line. (Career Influencer) already a group PM, want to expand influence outside my org and way beyond; this user segment already knows what it means to be in this industry.
- 3. **Structured Growth Plan**: High-level milestone-based development roadmap
 - Continue becoming AI agent chat
 - Hey Ke, we identified your blocker as 1, 2, 3
 - Hence, your top 3 milestones in the one year are 1, 2, 3; can you confirm.
 - Ask the user to confirm the high level plan and time to commit each day(roughly)
 - Format of the growth plan:
 - If the user has not seen the weekly plan
 - Display weekly plan and the summary of last week
 - The weekly plan is only alive for a week
 - If the user has seen the weekly plan for the week
 - Display daily plan
 - Give a notebook button to access the weekly plan
- 4. **Task tracker**: display the tasks for the first day, users are able to navigate and see which milestone they are in, the daily/weekly/monthly objectives. Users should be able to tweak the tasks within the week. The resources should be attached to the specific tasks.
 - **Smart Scheduler**: Users are free to track the tasks without a specific schedule, we can suggest them to schedule their task for better track and commit to finish (such as “users who schedule their task are xx% more likely to stick with it”). Calendar integration with AI task allocation that optimizes available time slots;
 - **Progress Dashboard**: Visual tracking system with streaks, completion metrics, and reflective journaling that feeds back to refine the AI model
 - The weekly plan is always refreshed and reflect their actual progress
 - If the user does not finish their tasks for the previous week, they will not be able to go back, but the unfinished task will be taken into account in the plan for the following weeks. Display a summary of what they have finished last week.



Design inspiration

Establish user profile



- “Test the water”
 - **Goal:** Validate the idea informally without major commitments
 - **Action Steps:**
 - Identify **one GenAI opportunity** that could impact multiple teams.
 - Chat **casually** with a few PMs/engineers to gauge initial interest ("Have you thought about AI for X?").
 - **Research & frame it as a trend** (e.g., “Other companies are doing this—how could we?”).
- “Make it real”
 - **Goal:** Build credibility with a structured pitch.
 - **Action Steps:**
 - Draft a **1-pager** outlining the opportunity, potential impact, and teams involved.
 - Identify 1-2 **allies (PMs/Eng leads)** who could benefit and refine the idea with their input.
 - Present it in a **small forum** (e.g., PM sync, informal meeting) to test reactions.
- High risk version: “Go Big”
 - **Goal:** Secure leadership buy-in for a cross-team initiative.
 - **Action Steps:**
 - Refine the pitch into a **short deck** with clear ROI, execution steps, and risks.
 - Align with a **Director+ sponsor** who can champion the idea.
 - Present in a **formal meeting (leadership review, AI strategy discussion, etc.)** to advocate for investment.