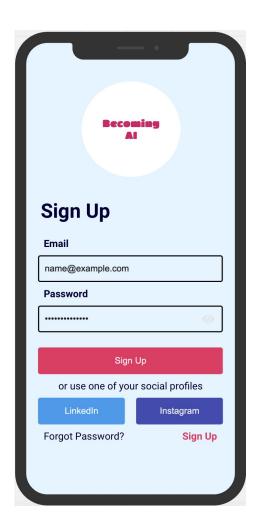
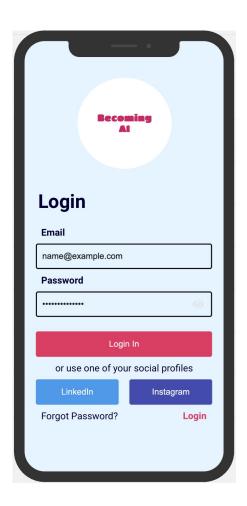
# Signup page



# Login page



### questionnaire

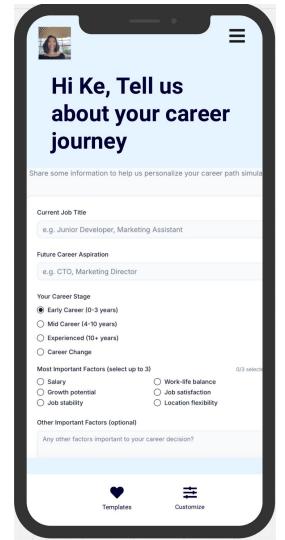
## Collect basic career info + future aspiration

Current job title: sr. product manager, GenAl

Future career aspiration: Director/VP Product manager, GenAl

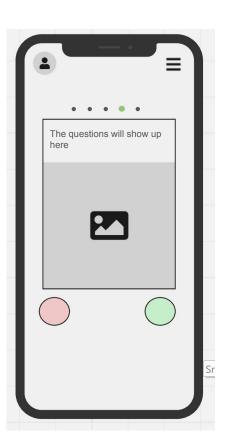
Career stage: mid career

Most important factor: job stability, WLB, job satisfaction



🛊 Ke 🕸
Hi Ke, Tell us about your career journey
Share some information to help us personalize your career path simulator
Current Job Title
e.g. Junior Developer, Marketing Assistant
Future Career Aspiration
e.g. CTO, Marketing Director
Your Career Stage   ✓ Early Career (0-3 years)  Mid Career (4-10 years)  Experienced (10+ years)  Career Change
Most Important Factors (select up to 3) 0/3 selected  Work-Life Balance  Salary  Growth Opportunities  Company Culture  Remote Work  Job Security  Location  Benefits
@ 2022 Cargar Dath Simulator

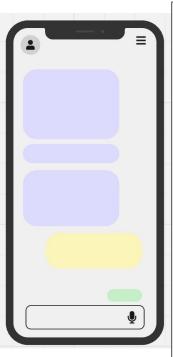
## Swiping cards



### Understand user goal clarity & behavioral change habit

- 1. Are you clear with your career goal? Yes (left) no (right)
- 2. How long do you foresee yourself reaching your goal? 1-5 years (left) 5-10 years (right)
- When you make life changes, which helps you more? Community support (left); Coach/Mentor (right)
- 4. When you make life changes, which helps you more? Words of Encouragement(left); Progress Tracker (right)
- 5. When you make life changes, which helps you more? Curated reading list (left); online course (right)
- Are you more of (this will help us curate personalized recommendations for your becoming)? Extrovert (left); introvert (right)

## Chatbot main interface (explorer)



**Becoming Agent:** Thanks for letting us know you, Ke! Let me summarize your profile:

### \* Ke's Profile Summary

- Current Title: Senior Product Manager, GenAl
- Future Aspiration: Director/VP of Product, GenAl
- Career Stage: Mid-career
- Top Priorities: Job stability, work-life balance, job satisfaction
- Clarity on Career Goal: Ves
- Time Horizon for Goal: 1–5 years
- Change Motivation Style:
  - Community support over coach/mentor
  - Words of encouragement over progress tracker
  - Curated reading list over online courses
- Personality: Some Extrovert

**Becoming Agent:** I got a little creative, here's my understanding of you, how did i do?



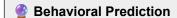
You're aiming to grow from a Sr PM in GenAl into a Director or VP role within a 5 year horizon, where you can lead with impact while maintaining life balance, stability, and joy in your work.



You thrive on energy, connection, and momentum. You're driven, vocal, and inspired by people around you. Supportive communities and uplifting encouragement keep you moving forward. You learn best through engaging, real-world insights — not just structured content. When making changes, you take bold steps when you feel emotionally lit up and socially supported.

behavioral prediction a bit more concrete in terms of style?

Becoming Agent: Absolutely! How's this?



You take action when you're emotionally energized and socially engaged. You're a fast implementer once motivated — especially when you're surrounded by inspiring people or ideas. You thrive in environments that feel dynamic and communal. Encouraging check-ins, social learning (like group chats or live sessions), and energizing prompts work best for you. You're more likely to adopt habits or tools that come with a sense of shared journey, uplifting feedback, and tangible emotional connection.

Ke: perfect!

**Becoming Agent:** Glad you like it. Since you are clear in your goals, we will skip our exploration step, and direct you to identify blockers (aka things you can work on to become who you want to become)?

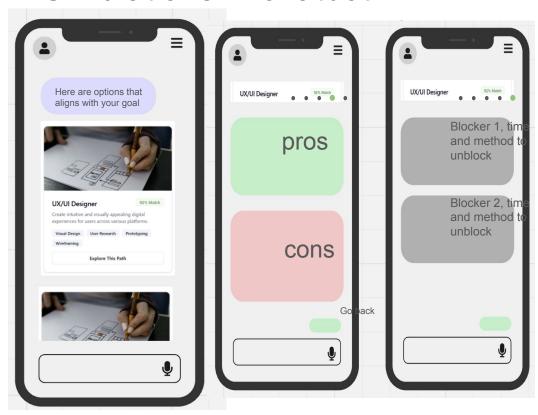
**Ke:** Wait, what's the exploration step?

**Becoming Agent:** it is a feature we provide to users who are not clear in goals. This features helps users simulate different scenarios/paths of their future career.

Are you interested?

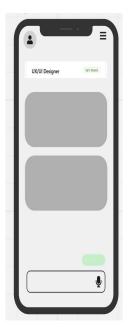
Ke: Yes i still want to explore

### Simulations in chatbot - v1



### Simulations in chatbot - Ke

Becoming Agent: Love that you're open to explore *while* feeling mostly clear. Based on your profile as a **Sr PM in GenAl**, here are a few adjacent or upward career path scenarios to start. You can simulate by drag & drop to re-prioritize your top 3 KPIs (what you care most at work) and by changing your goal time horizon.



ilters						
		ablo View Radar Chart			Short-term	
					Highlight Gaps	
- Work-Life	Balance					
- Job Stabil	ity					
Arm Theme	● Arm A Director of Product,	●	● Arm C Al Studio Leader	Arm D Principal PM —	Arm E Fractional	
	GeNAI – Big Tech		_	Deep Tech	PM / Advisor	
Arm Theme	Structured Growth	Career compounding works well with structured laddering	Exposure leads to opric- tumasity	Exposure leade suct a- nable value	Porttfolio Flexibility	
KPi Score (weighted)	8 6/9	6 6/9 3 0 •	77/9	7 9/9	7 7/9	
Pros	<ul><li>High comp</li><li>Cleaniadder</li><li>Prestige</li></ul>	<ul><li>Autonomy</li><li>Vision-driven</li><li>Meaningful risk</li></ul>	<ul> <li>Chaotic</li> <li>Lask of consistency</li> <li>Broad network</li> </ul>	<ul><li>Flexible hours</li><li>Slower growth</li><li>Stress</li><li>predicicism</li></ul>	<ul><li>Fragmented</li><li>Low visibility</li><li>Hard to scale impact</li></ul>	
Cons	Bureaucratic	High risk	Chaotic	• Siloed	Fragmented	

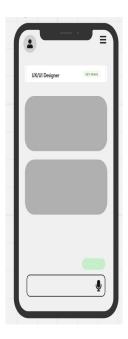
Go back

Ke: okay, i am done experimenting

Becoming Agent: which one resonates most with your current life state?

Ke: For my current life stage, arm a and e seem better, can you help me decide further?

## Simulations in chatbot (continued)



Becoming Agent: Absolutely, we added a few dimensions to help you decide. Feel free to propose comparison dimensions you care about. Ke: No this is good enough

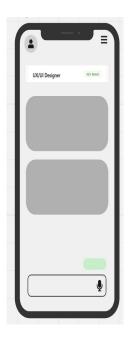
A F							
	Treatment A: Balanced Technical TractControl)	Treatment & Commerice GM Track (Treatment 8)					
Hypothesis	Staying the course in a strong GenAl IC path with stable trojectory leads to Director-level growth with balance	Transitioning into a cross-functional GM role will lead to faster growth in scope a strategic influence					
KPi Match Summary	**** **** ****	★★★ ★★★★ ★★ Satisfication					
Pros	Strong domain credibility in GenAl     Maintains momentum & visibility     Clear path to leadership with lower risk	Builds business acumen and PAL ownership     Opens paths to GM or COO     Offers dynamic, strategic stretrich     Develops breadth & executive rang					
Cons	Growth may feel slow or predictable     May lack big "reinvention" moment     Could get too comfortable	Higher worklead & ambiguity May require relocation or deeper alignment with corp strategy More politics and pressure					
Best For	Someone who values sustainable growth and emotional balance Prioritizing lifestyle and persoonal goals alongside work	Someone ready to bet big on futurescope Willing to stretch fast for high reward and visibility					
Energy Match (Now)	<ul> <li>Emotionally steady, centered, and values peace</li> </ul>	▲ Might feel overestimulating or misaligned with current bandwidth					

Ke: No this is good enough

Becoming Agent: Perfect. Next, let's work together to identify key blockers to your goals.

### Simulations in chatbot

Becoming Agent: Love that you're open to explore *while* feeling mostly clear. Based on your profile as a **Sr PM in GenA**l, here are a few adjacent or upward career path scenarios to start. You can simulate by drag & drop to re-prioritize your top 3 KPIs (what you care most at work) and by changing your goal time horizon.



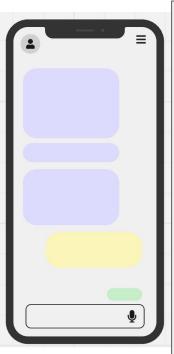
Rank KPIs  Users can change filters to get different results							
Dimension <sub>e</sub>	Control Director of Product, GenAl – Big Tech	<ul><li>Treatment 1</li><li>GenAl Founder</li></ul>	<ul><li>Treatment 2</li><li>Al Studio Leader</li></ul>	─ Treatment 3 Principal PM – Deep Tech	Treatment 4 Fractional PM / Advisor		
Theme	Structured growth	Entrepreneurial	Diversified Impact	Focused Expertise	Portfolio Flexibility		
Hypothesis	Career compounding works well with structured laddering	Autonomy fuels satisfaction	Exposure leads to opportunity serendipity	Technical depth brings lasting value	Variety energizes performance		
KPI Score (weighted) User-defined weighting shown	8/9  Stability: VV  WLB: VV  Satisfaction: VV	6/9 • Stability: X • WLB: X • Satisfaction: VVV	7/9 • Stability:  • WLB:  • V • Satisfaction:  • V	7/9 • Stability: VV • WLB: V • Satisfaction: VV	7/9 • Stability:  • WLB:  • Satisfaction:  • V		
Pros	<ul><li>✓ High comp</li><li>✓ Clear ladder</li><li>✓ Prestige</li></ul>	✓ Autonomy ✓ Vision-driven ✓ Meaningful risk	✓ Interdisciplinary ✓ Adaptive skills ✓ Broad network	✓ Specialist credibility ✓ Lower politics ✓ Technical trust	✓ Flexible hours ✓ Personal brand ✓ Diverse stimulation		
Cons Go back	Bureaucratic Less creativity Comp pressure	High risk  Burnout risk  Uncertain ROI	Chaotic Lack of consistency Less stability	Siloed Slower growth Less leadership scope	Fragmented Low visibility Hard to scale impact		

Ke: okay, i am done experimenting

Becoming Agent: which one resonates most with your current life state?

Ke:

### Chatbot main interface (elevator)



Becoming Agent: Thanks for letting us know you, Ke! Let me summarize your profile:

### **Ke's Profile Summary**

- Current Title: Senior Product Manager, GenAl
- Future Aspiration: Director/VP of Product. GenAl
- Career Stage: Mid-career
- Top Priorities: Job stability. work-life balance, job satisfaction
- Clarity on Career Goal: Ves
- Time Horizon for Goal: ₹ 1–5 years
- **Change Motivation Style:** 
  - Community support over coach/mentor
  - Words of encouragement over progress tracker
  - Curated reading list over online courses
- **Personality**: Sextrovert

Becoming Agent: I got a little creative, here's my understanding of you, how did i do?



You're aiming to grow from a Sr PM in GenAl into a Director or VP role within a 5 year horizon, where you can lead with impact while maintaining life balance, stability, and joy in your work.



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Ke: perfect!

Becoming Agent: Glad you like it. Since you are clear in your goals, we will skip our exploration step, and direct you to identify blockers (aka things you can work on to become who you want to become)?

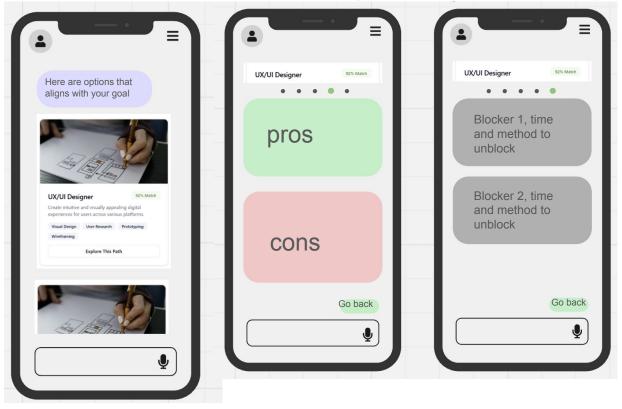
**Ke:** Wait, what's the exploration step?

Becoming Agent: it is a feature we provide to users who are not clear in goals. This features helps users simulate different scenarios/paths of their future career.

Are you interested?

Ke: No, i am clear in goals, let's move on to blockers

## Simulations in chatbot (or a specific page for simulations?)



### **Blockers**



Becoming Agent: Absolutely. Blockers identify the gap between the current and future self. They are not inadequacy, but opportunities to invest in. Once you agree on the blockers, I will do a fun exercise with you to generate a future self letter...but be patient;)

On the way of achieving Treatment A, here are 3 succinct blockers that could stand in the way, how do they look?

#### Org-Wide Visibility

Limited exposure outside your immediate team may reduce recognition as a cross-functional leader.

#### Strategic Positioning

Current focus may lean more on execution than on shaping org-level product strategy.

#### Growth Ceiling in Role

Existing scope might not offer enough stretch or scale to demonstrate Director-level readiness.

Ke: what's the difference between first and third blockers?

Becoming Agent: Good question. **Org-wide visibility** is about how far your *impact and recognition* travel. **Growth ceiling** is about how far your *role and responsibilities* can take you.

Ke: can you choose a different blocker, these two still feel the same to me.

Becoming Agent: How about these 3

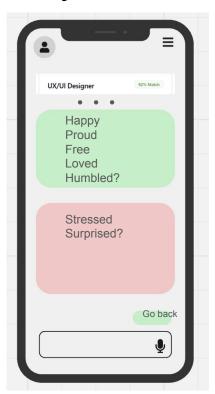
- Blurry Scope & Metrics unclear expectations make it hard to show progress or know what's "good enough."
- Internal Pressure to Overdeliver self-imposed standards may drain you even when no one else is asking for more.
- Org-Wide Visibility felt too close to "growth ceiling" → let's swap this one out.

Ke: yes better

Becoming: Great that i am knowing you more now! Again, these blockers only identify your current gap. We know it changes over time, you can always chat with me when change is needed. Now, would you say these are the blockers you want ot work on?

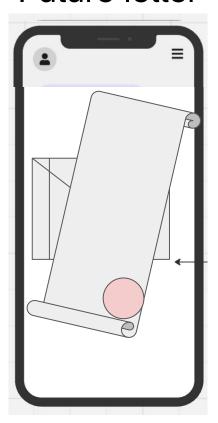
Ke: Yes, let's work on those.

### Why future self letter helps + emotion identifier



Becoming agent: Great! Making life-long changes is not only scary, but also hard. Picturing your future self is one of the most powerful tools on your Becoming journey. Why? it expands your identity. It bridges gap between now and future. It creates emotional clarity and eventually motivation. Instead of saying "I'm trying to become a director", you start thinking "I'm growing into executive leadership." You begin acting like the person you're becoming, not the person you fear you are now. Emotions are often underrated. It is a kind of motivation lasts longer than checklist goals. When you visualize a future version of you - with vivid emotions, context, and feelings - becoming becomes easier. Now, i want you to close your eyes, imagine you are now the director/VP of product in GenAI, how are you feeling? (Give a few pre-defined options based on survey understanding) Ke: happy, proud, free, stable, loved Becoming agent: great, this will help you tap into deeper, intrinsic motivation. Life gets messy. A letter from your future self creates a narrative you can return to and gives you an anchor in hard moments. It reminds you what you're working toward and who you're capable of being. Here's a Future Self Letter tailored to you. This is written as if your future self, who has already made it to a Director/VP Product role in GenAI.

### **Future letter**



#### Dear Me.

You did it. You became a **Director/VP of Product in GenAl**—right on time, five years on the dot. And the best part? You never compromised. You held fast to your holy trinity: **stability**, **work-life balance**, and **joy at work**. No 80-hour weeks. No performative hustle. Just clarity, grit, and a damn good sense of direction.

Remember when your scope felt stagnant and you were stuck in stakeholder limbo? Instead of spiraling, you mapped a growth plan in *Becoming*, tracked tiny wins like a nerdy little legend, and found momentum. You leaned into the *community check-ins*, soaked up the coaching sessions, and slowly rebuilt influence. That one cross-functional initiative? Yep—the one you almost didn't lead? That became your launchpad.

There were hard moments—when titles dangled but didn't align, when you doubted if you'd ever feel like a VP. But you always came back to your values, and you always chose forward. You didn't chase prestige—you built credibility with soul.

Now, you wake up happy, free, and stable AF. Your calendar has breathing room. Your voice carries weight. And your inner child? She's out here doing cartwheels in a power blazer.

Keep holding that vision. Keep making bold yet grounded choices. It's already happening.

With deep trust in your becoming, Future Ke
Director/VP, GenAl Product №

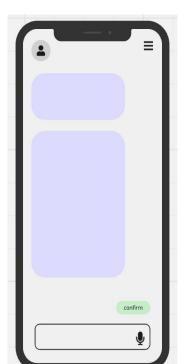
#### **\*** KE'S 5-YEAR GROWTH PLAN

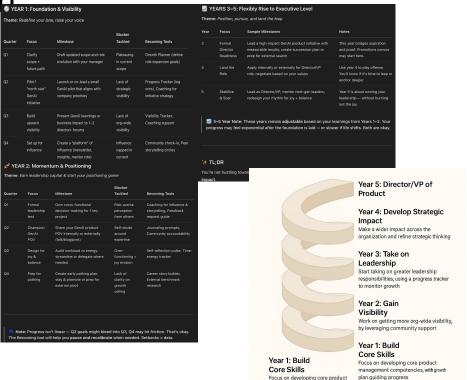
@ Goal: Director/VP of Product in GenAl

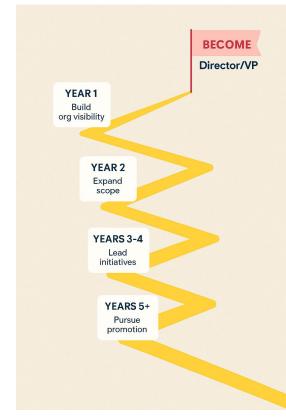
Values-anchored: Stability • Work-life balance • Joy

Tools: Becoming Growth Planner • Community & Coaching • Progress Tracker

Growth plan PLART: Foundation & Visibility



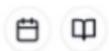


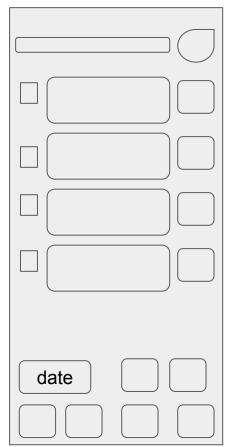


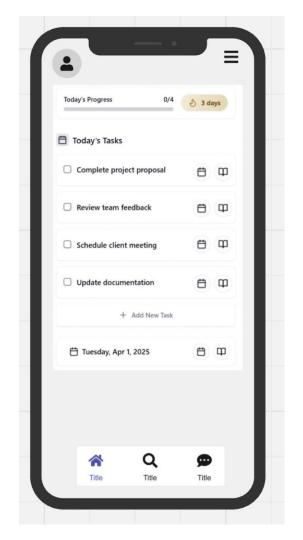
## Weekly task with summary of previous week



### Daily tasks











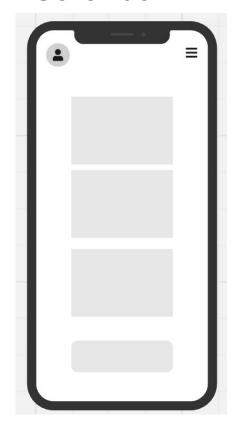


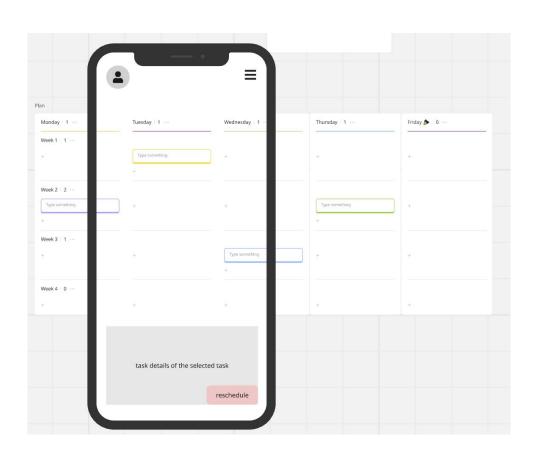


# Notebook, journal

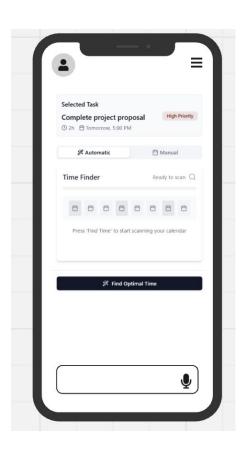


## Calendar





### Smart scheduler



## Community forum (TBD)

# Coach (TBD)

# Profile (TBD)