

CareerBoost: Empowering Young Adults in their Job Hunt

A Platform for Career Counseling and Training Programs

Initial Situation

- Target audience: young adults (18-30) seeking career counseling and training programs
- Problems: limited access to counseling and training, financial constraints, and limited job awareness
- Customer journey: Discover, Plan, Act



Product Vision and Roadmap

- Product vision: empower users to build fulfilling careers
- Roadmap: Web-based platform, partnerships with training providers and employers, mobile application
- Features: skills assessment, personalized recommendations, employer and job search tools



Build

- Online platform with user-friendly interface
- Partnerships with local providers for high-quality training and job opportunities
- Test MVP with a small group of users and gather feedback



Costs and Schedule

- Cost: \$50,000 for development and testing
- Schedule: 3 months for development and testing
- Results: Promising user engagement and satisfaction



Conclusions and Next Steps

- Improve mobile responsiveness and expand network of providers and employers based on user feedback
- Incorporate personalized and interactive career counseling features
- Develop employability skills resources and explore partnerships for financial support



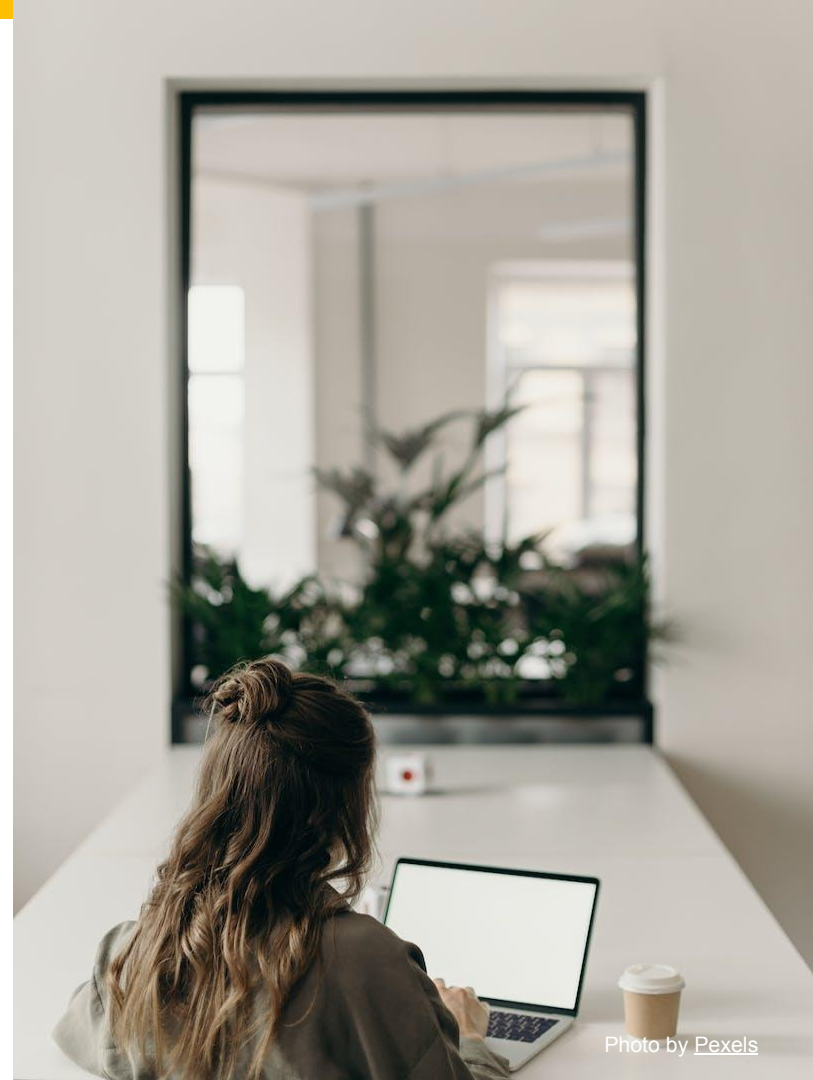
Learnings

- Importance of user feedback and continuous improvement
- Need for diverse and accessible training programs and job opportunities
- Potential impact and reach through partnerships with external stakeholders



Measure

- Conduct surveys and focus groups to gather feedback
- Track user engagement and retention metrics
- Analyze job placement and career advancement outcomes



Partnerships

- Collaborate with government agencies and non-profit organizations for financial support
- Connect with local providers and employers for relevant opportunities
- Expand the platform's impact through strategic partnerships



Success Stories

- Highlight users who found meaningful employment through CareerBoost
- Share feedback and testimonials from satisfied users
- Demonstrate the platform's impact through success stories

