

# Problem Statement

Students face significant challenges in academic planning due to an overwhelming number of course choices, a lack of personalized guidance, and unclear career roadmaps. The pressure of meeting deadlines for course registration, co-ops, and skill-building intensifies their stress. Existing tools are outdated, cluttered, and lack intelligent automation, making the planning process inefficient and frustrating.



# *Career Roadmap*

Create your own pathway for success

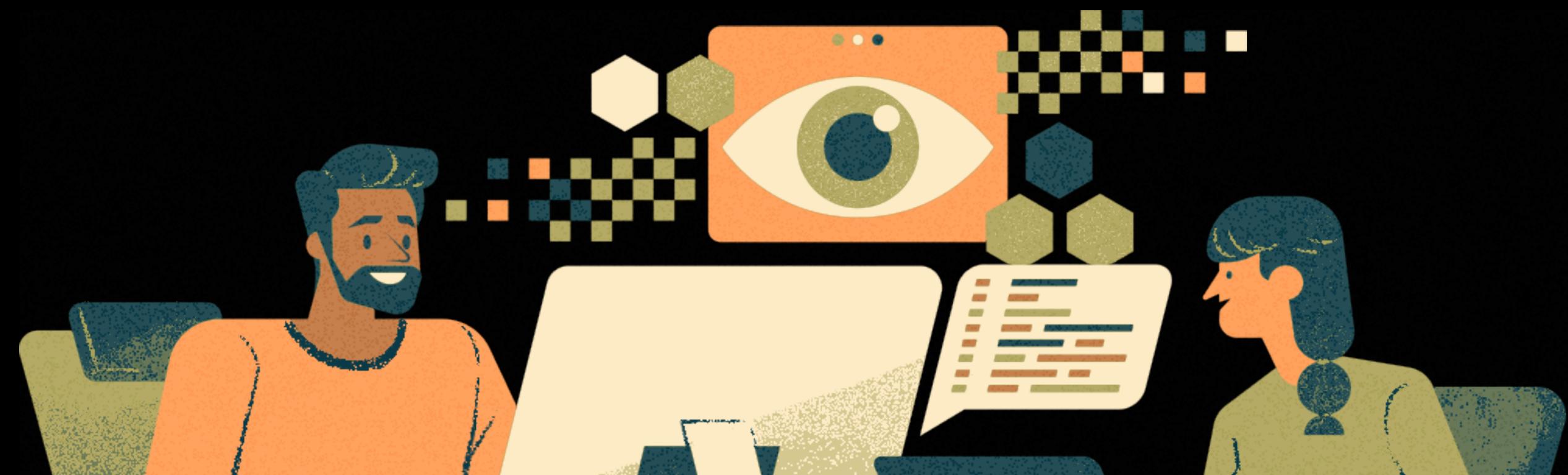
**Presented By:**  
Team: Of Course!



# Vision: Smarter Planning, Faster Success

Your future, your roadmap—powered by AI.

Our vision is to revolutionize academic planning, empowering students with AI-driven roadmaps that seamlessly align their coursework with career aspirations—ensuring every choice brings them closer to success.



# Identified Pain Points

- Course Selection Complexity
- Limited Course Seats
- Manual Enrolment Monitoring
- Connecting to external learning and university resources



# Assumptions

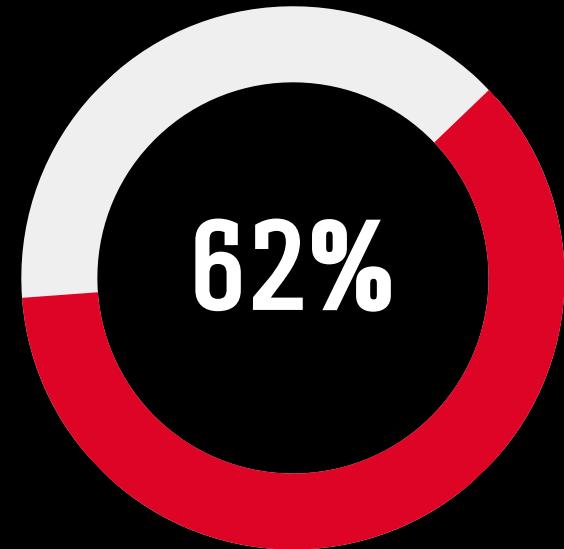
- Career-Driven Mindset
- Openness to External Learning
- Proactive Academic Planning
- Tech-Savvy and Notification-Oriented

“Why is personalized academic and career planning critical for student success today and how AI - Driven tools can help?”

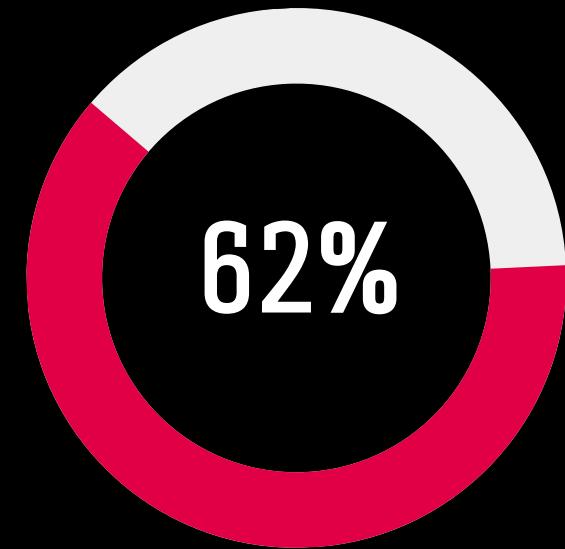


Vishal Chawla

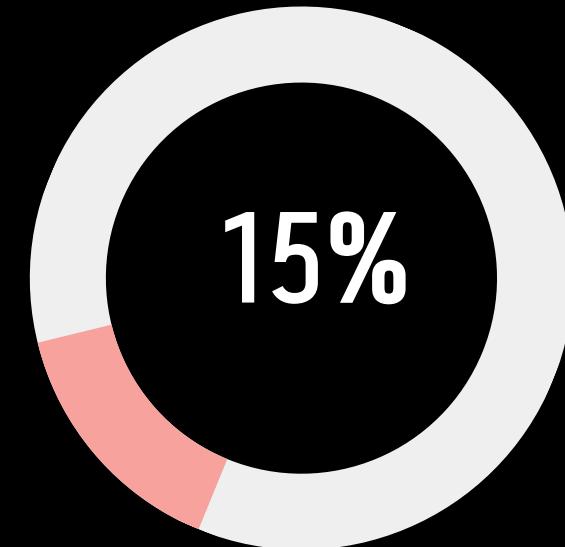
# User Research



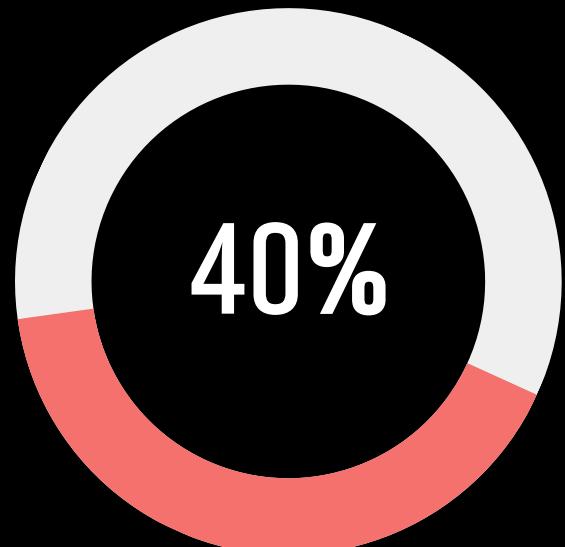
Guidance on skills required to get a Co-op



Choosing right courses to fit in their career aspirations

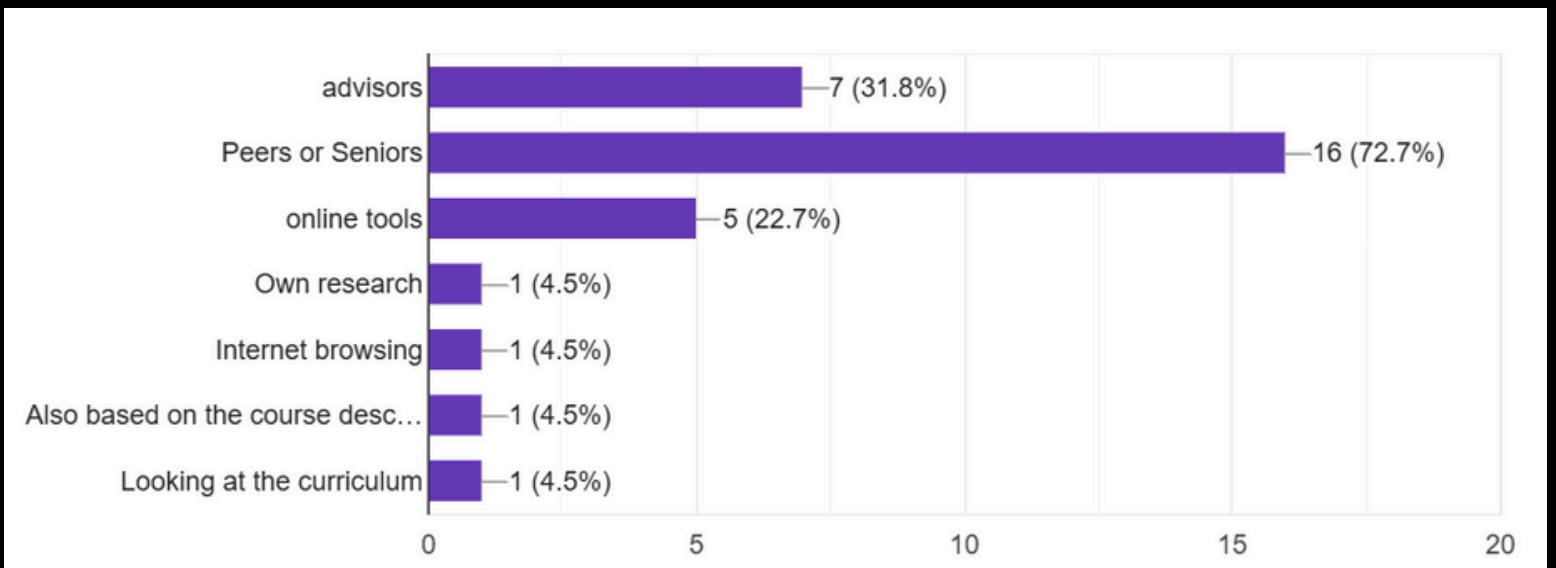
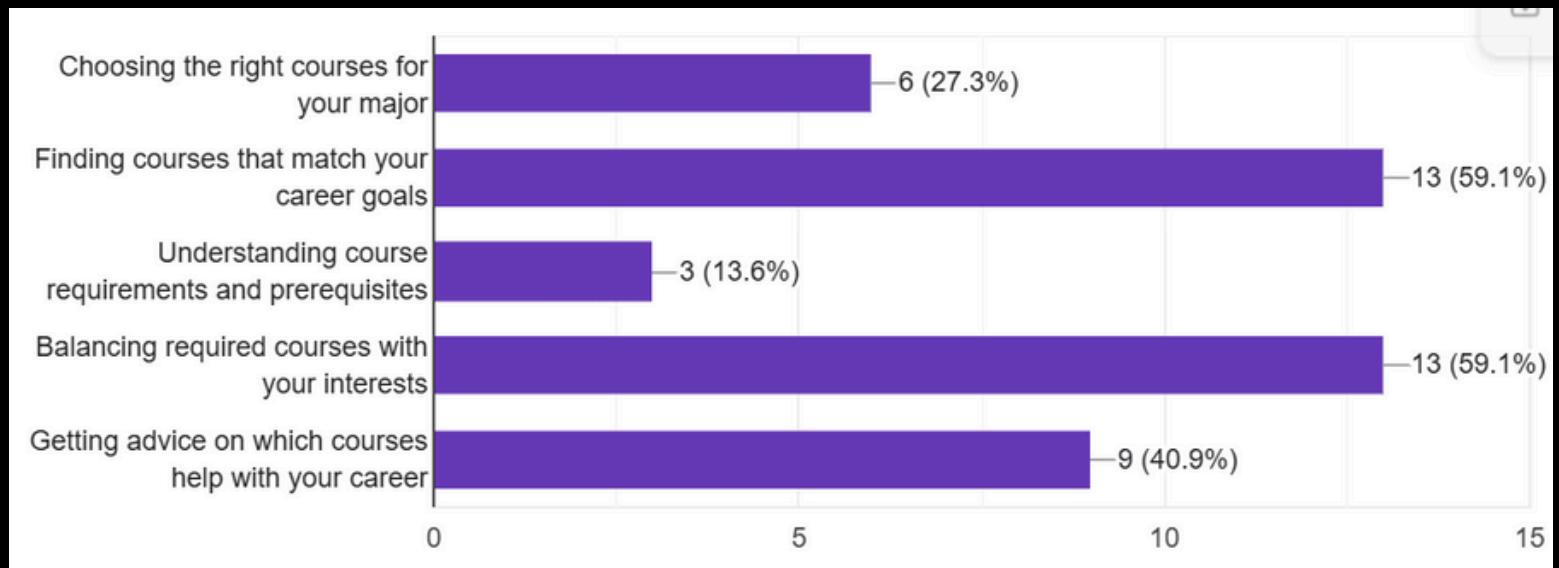


Understanding Courses available



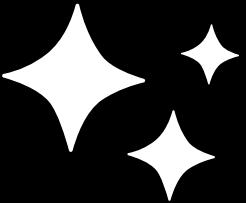
Inefficient Degree planning on courses available

# User Research



The above charts are the survey data we have collected

# Understanding Our Users



**Eva**  
Undergrad Student

Career-Oriented and seeks practical learning

Pain Points:

- No proper guidance on career aspirations.
- Struggled with dropping the courses.



**Kartheeka**  
Graduate Student

Determined but overwhelmed and seeks Academic Clarity

Pain Points:

- Struggled with Course Difficulty
- Can't keep track of course registrations

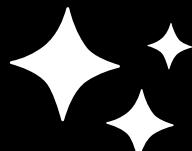


**Satwika**  
Graduate Student

Ambitious and seeks external learning sources

Pain Points:

- Choosing the right courses each semester.
- Lack of proper guidance on courses available at NEU that aligns her CO-OP interests.



# Competitive Analysis



🔥 We're not competing with these tools - we are building the next-generation solution that unifies what they all lack!

Solution Type	Example	What It Offers	What It Lacks (Why It's Not Enough)
✓ Degree Audit Systems	NU Degree Audit, Ellucian Degree Works	Tracks progress toward graduation.	✗ No AI, no career alignment, no course recommendations.
✓ Advising Chatbots	Advisor.AI (Kelly), Stellic	Provides automated responses to advising questions.	✗ Only answers FAQs—doesn't generate personalized course or co-op plans.
✓ Course Planning Tools	Ellucian Smart Plan, Stellic, Coursicle	Helps students schedule courses semester-by-semester.	✗ No skill-based recommendations, no job market insights, no push notifications.
✓ Career Guidance Platforms	LinkedIn Learning, Coursera	Offers skill-building courses.	✗ Doesn't integrate with a student's degree plan—students don't know which courses to take at NU for those skills.

# Market Trends

**37%** annual growth  
through 2029

AI in Education is Booming  
(Gartner, 2024)

**\$10.6B** invested  
in 2023

EdTech is Attracting Big Money  
(Crunchbase, 2024)

**72%** students use  
AI-powered advising  
High demand for Personalization  
(Educause, 2023)

**30%** more  
course completions

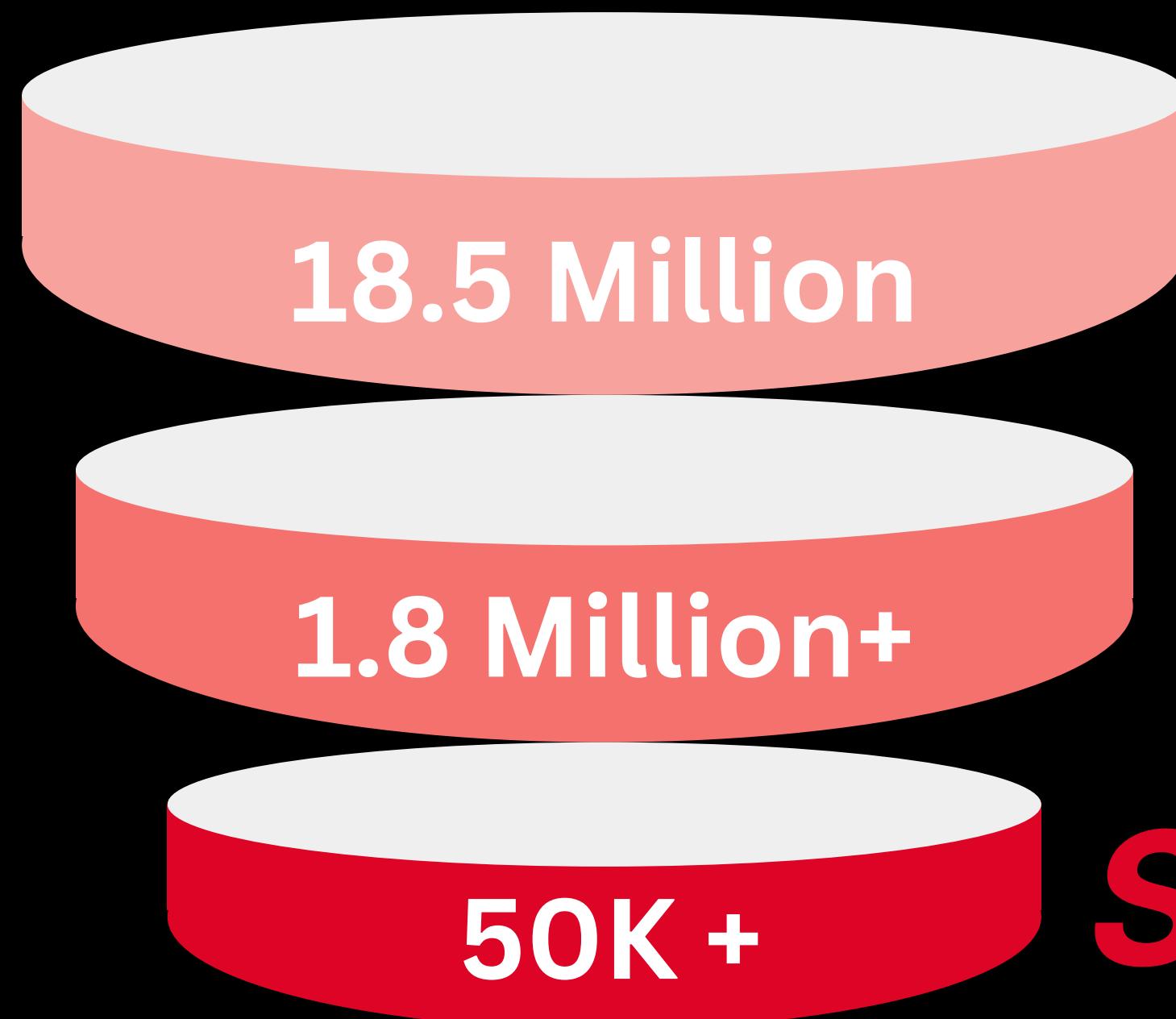
Nudges Drive Action with AI alerts  
(LinkedIn Learning & Duolingo,  
2023)

**Scalable Beyond**  
**Northeastern**

MIT, Stanford, and Purdue are  
already adopting AI tools  
(HolonIQ, 2024)



# Market Analysis

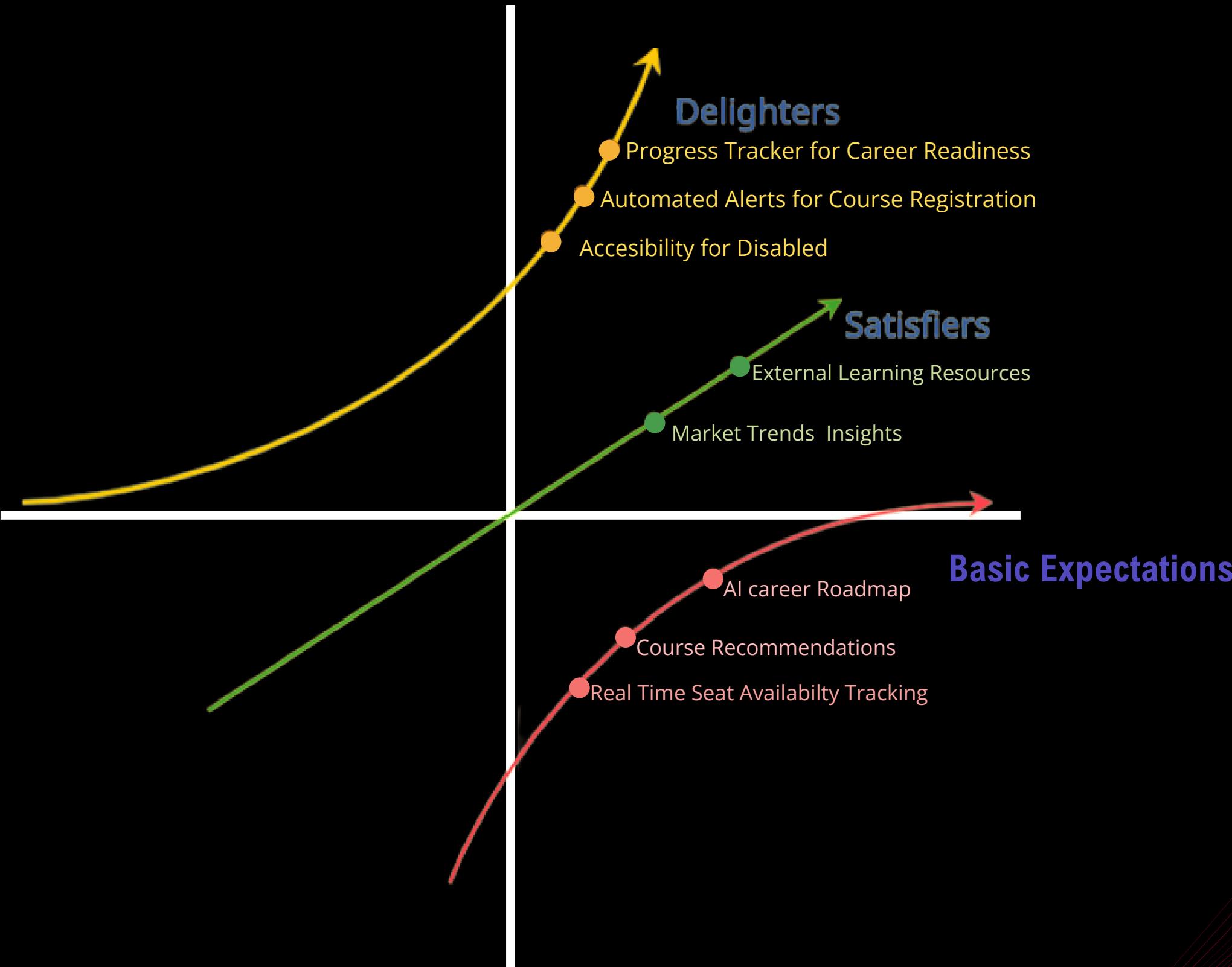


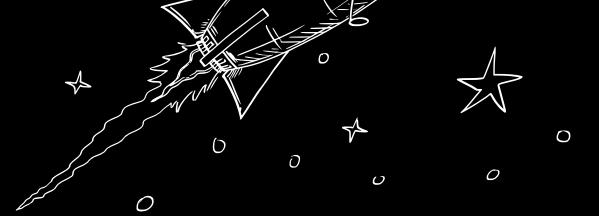
Source: Northeastern University Enrollment Reports (2023)

Source: NU Degree Programs

Source: Adoption benchmarks (Stellic, Coursicle, DegreeWorks usage patterns)

# Feature Prioritization





# Success Metrics

## North Star Metric

**Roadmap Completion with career progression Rate:** Percentage of students who complete at least 85% of their personalized course roadmap each semester.

### Supporting Metrics:

**Job placement rates:** Percentage of students securing co-ops, internships, after implementing their personalized course roadmap.

**CSAT:** Student satisfaction rating based on ease of academic planning, course selection guidance, and career alignment.

## Counter Metrics

Course Enrollment Rate (without Roadmap)  
Feature drop Rate

## Vanity Metrics

Page Views  
Roadmap Generation Rate



# Our Prototype

The screenshot shows a web-based application interface for "degree-designer". At the top, there's a navigation bar with links like "Home", "Log In", "Create Account", "Forgot Password?", and "Logout". Below the navigation, a user profile section for "SARAH JOHNSON" is displayed, showing her photo, name, and a message: "Last updated: 1 hour ago". A red notification badge with the number "16" is visible in the top right corner. The main content area features several cards:

- Today's Schedule:** Shows a list of events: "Meet with advisor: Dr. Smith" (10:00 AM - 11:00 AM), "Check-in at the library" (11:30 AM - 12:30 PM), and "Lunch break" (12:30 PM - 1:30 PM).
- Academic Programs:** Information about "Bachelor of Science in Computer Science" with a "View Details" button.
- My Classes:** Shows a list of courses: "Introduction to Programming" (MWF 9:00 AM - 10:00 AM), "Calculus I" (TTh 1:00 PM - 2:00 PM), "Linear Algebra" (MWF 2:00 PM - 3:00 PM), and "Computer Networks" (TTh 3:00 PM - 4:00 PM).
- Advisor Meetings:** Shows a list of meetings: "Meet with advisor: Dr. Smith" (10:00 AM - 11:00 AM) and "Meet with advisor: Dr. Johnson" (11:30 AM - 12:30 PM).
- My Resources:** A grid of four cards: "Homework" (with a pencil icon), "Classmate" (with a person icon), "Library" (with a book icon), and "Career Services" (with a graduation cap icon).

**degree-designer**  
Lovable Generated Project  
 Lovable app

Scan QR



**Sarah found her co-op, on time, with confidence.  
Let's help millions more.**

**Join us in redefining student success.  
Let's empower millions of students with  
AI-driven career guidance**

