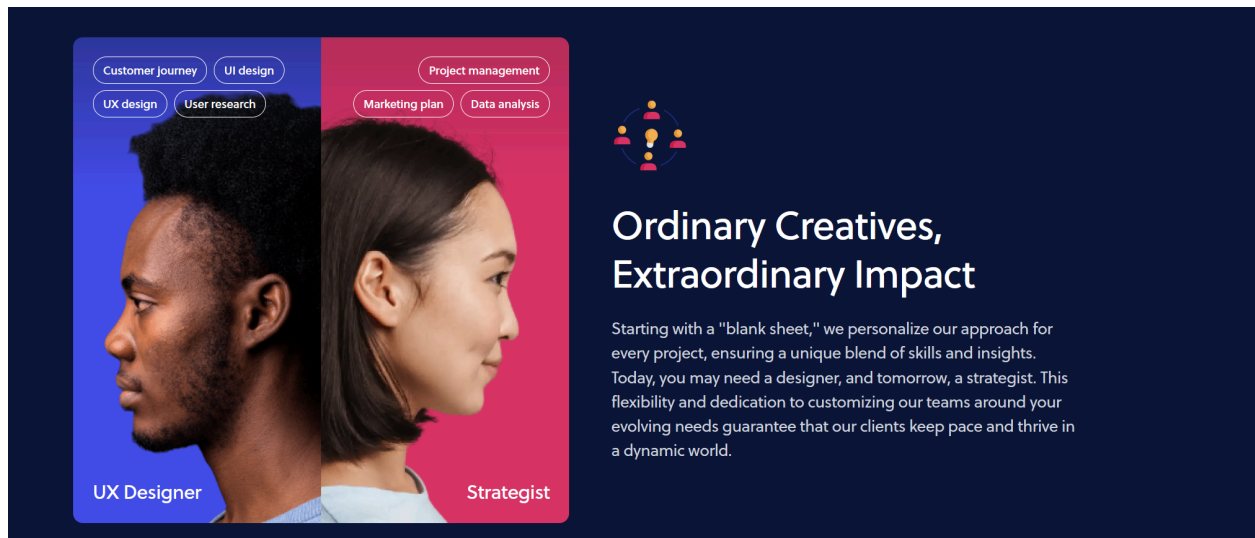


# Fortefor: A Strategic Business Case and Technical Specification for the Holistic Fit Economy



The graphic is set against a dark blue background. On the left, a man's profile is shown against a blue background, labeled 'UX Designer'. Above him are four bubbles containing the text: 'Customer journey', 'UI design', 'UX design', and 'User research'. To his right, a woman's profile is shown against a pink background, labeled 'Strategist'. Above her are three bubbles containing the text: 'Project management', 'Marketing plan', and 'Data analysis'. To the right of the profiles is a small icon of four people connected by lines, followed by the heading 'Ordinary Creatives, Extraordinary Impact' and a paragraph of text.

Customer journey UI design  
UX design User research

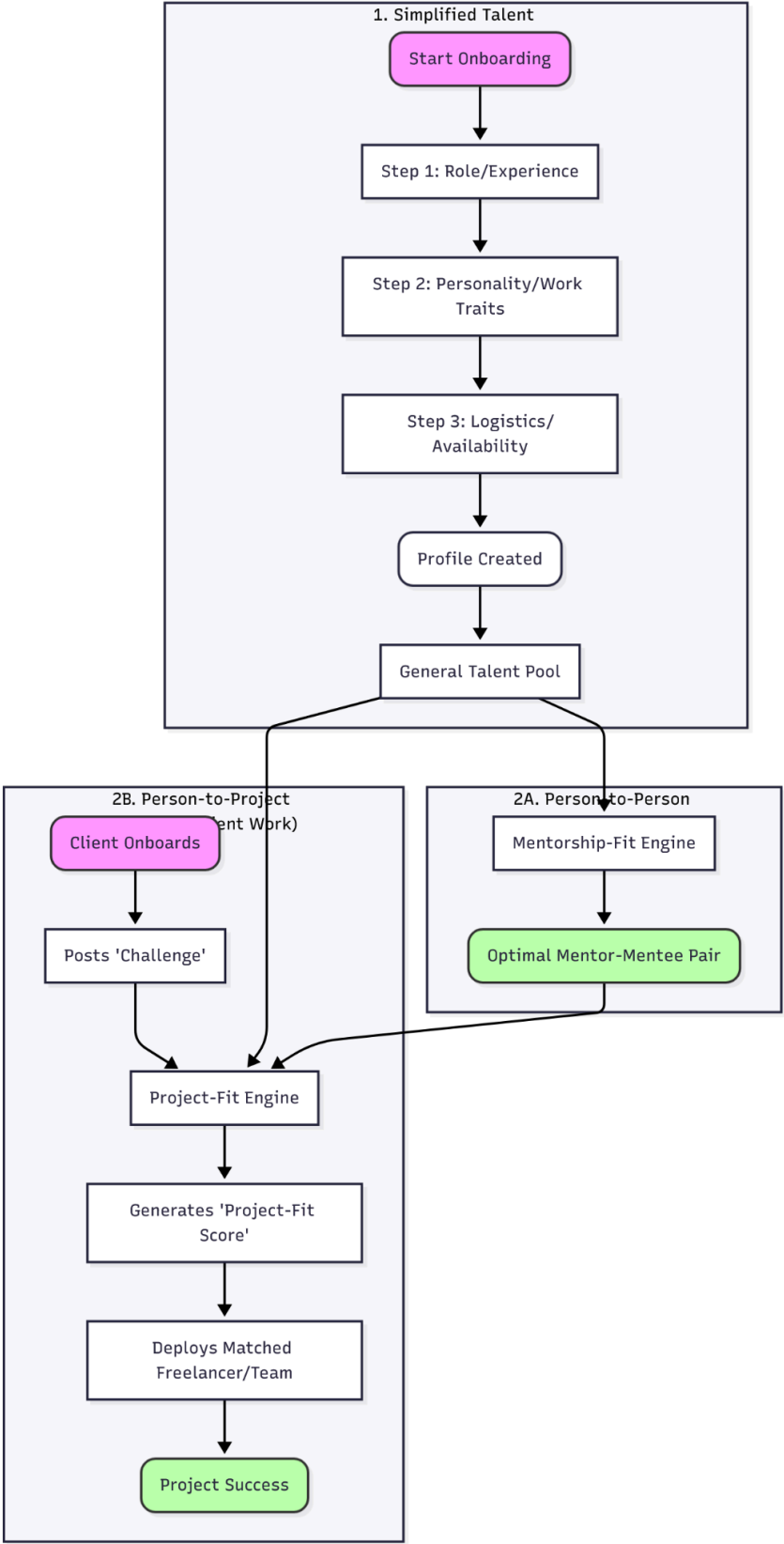
Project management  
Marketing plan Data analysis

UX Designer

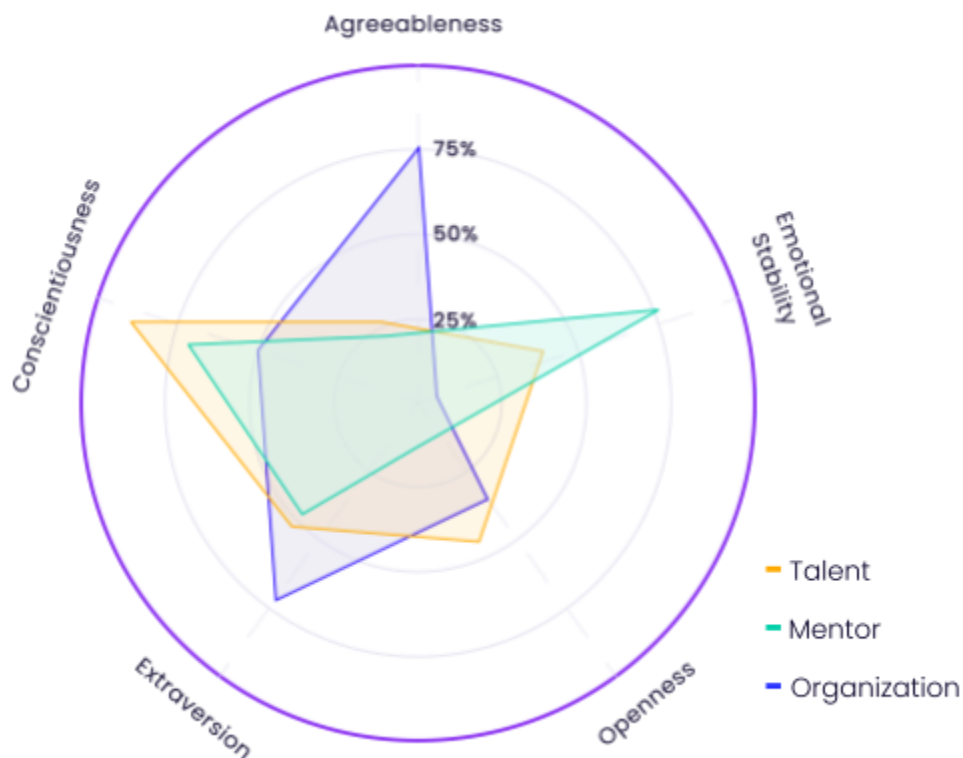
Strategist

## Ordinary Creatives, Extraordinary Impact

Starting with a "blank sheet," we personalize our approach for every project, ensuring a unique blend of skills and insights. Today, you may need a designer, and tomorrow, a strategist. This flexibility and dedication to customizing our teams around your evolving needs guarantee that our clients keep pace and thrive in a dynamic world.



# PART I: THE FORTEFOR BUSINESS CASE: DEFINING THE HOLISTIC FIT ECONOMY



## Section 1: The Market Failure and The Fortefor Opportunity

The modern freelance economy, dominated by first-generation platforms, is built on a foundation of profound market failure. These platforms function as commodity marketplaces, facilitating transactions based on three simple, and often unreliable, variables: self-reported skills, client-facing price, and backward-looking user reviews. This has created a global workforce optimized for volume and low cost, but it has systemically failed to address the single most important variable in project success: holistic fit. The result is an epidemic of mis-hiring that is silently costing businesses trillions in inefficiency, delays, and outright project failure.

This report elaborates on the core problem: projects consistently become expansive and fail due to "bad fit". This is not a failure of skills, but a failure of suitability. The current market operates on what is effectively high-stakes guesswork. A client may hire a highly-rated, technically proficient designer, but if that designer has a 'creative' personality—thriving on autonomy and ambiguity—and is placed on a rigid, instruction-based project, the result is friction, scope creep, and mutual dissatisfaction. Conversely, a meticulous, 'instruction-following' freelancer placed on a blue-sky strategic project will fail to innovate, delivering a technically correct but strategically useless product. In both scenarios, the skills

were present, but the *fit* was catastrophic. This fundamental mismatch between a person's core traits and the project's true needs is the primary, unmeasured driver of project failure.

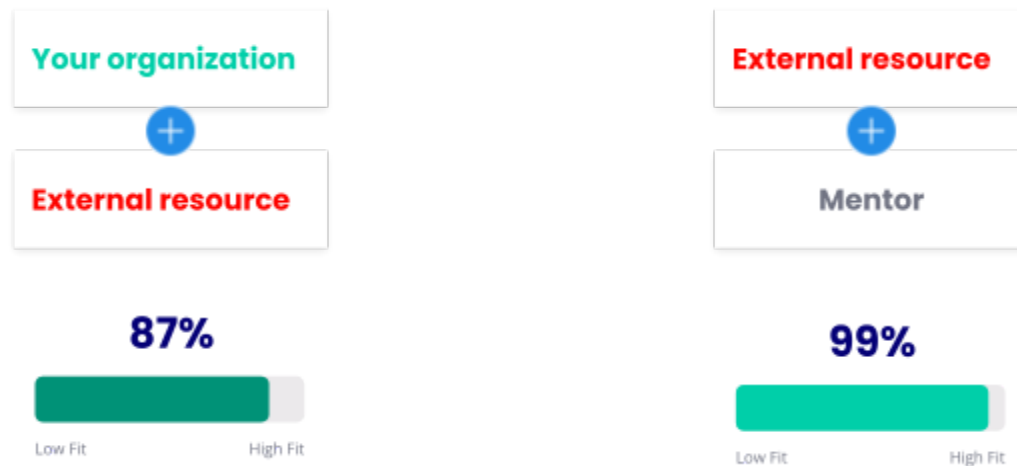
The economic opportunity presented by solving this problem is not incremental. It is exponential. The assertion that good projects, defined by a high-fit freelancer, can achieve up to 8x better outcomes in time to delivery, customer satisfaction, and quality of delivery is the central financial justification for the Fortefor venture. This 8x multiplier is not a soft metric; it is a compounded gain.

1. **Time to Delivery:** Reduced friction, miscommunication, and rework means projects are completed dramatically faster.
2. **Customer Satisfaction:** The client feels "understood" by the freelancer, as their work styles and communication preferences are aligned, leading to higher perceived quality.
3. **Quality of Delivery:** The freelancer is operating in their "flow state," (e.g., a creative person is empowered to be creative), leading to superior, innovative, and more valuable output.

The current market is inefficiently priced. It prices for *skills*, but the *primary determinant of success* is *fit*. This 8x multiplier suggests that "fit" is not a minor optimization but the single most important, and currently unmeasured, variable in project success. This implies that clients using incumbent platforms are unknowingly accepting massive, unmitigated project risk and cost overruns.

This reframes the entire value proposition. Fortefor is not another freelance marketplace; it is a *project risk mitigation platform*. The core problem is that projects "get expensive and fail"—a risk and cost problem. The cause is "bad fit", a "guesswork" problem. Fortefor's solution is to replace this guesswork with a "very scientific" fit score. Therefore, the value proposition to a client is not "find a freelancer faster" but "guarantee your project's success." This is a C-suite-level value proposition, moving the sale from a line manager struggling with \$500 projects to a budget holder responsible for \$500,000 outcomes. The "8x outcome" is the quantifiable return on investment that justifies a premium price.

## Section 2: The Fortefor Solution: A Dual-Sided Fit Ecosystem



The Fortefor solution is a multi-layered ecosystem designed to systemically de-risk freelance engagement by solving for fit on three distinct axes. It begins with matching the individual to the project, but its core defensibility comes from its unique, integrated system for quality assurance and human capital development.

### The First Pillar: The Project-Fit Engine

The primary solution is the Project-Fit Engine, which moves beyond primitive "skills matching" to a holistic model. This engine is powered by the scientific, structurally validated models from [Talent Data Labs](#). Its function is to generate the proprietary "inter company freelancer fit score"—a predictive metric of how successful a given freelancer will be on a specific project within a specific company culture.

This engine prescreens talent based on a composite of validated metrics. As outlined by Talent Data Labs (TDL), these include personality, cultural fit, and skills matching algorithms. This directly addresses the insight that an "agreeable" freelancer can successfully navigate and add value to a "rigid" organization. The platform quantifies these traits using TDL's assessment tools, such as the "Personality Assessment" and "Work Values Assessment", and matches them against a client's organizational profile. Furthermore, this engine incorporates TDL's "Team-to-Project Fit" methodology, allowing Fortefor to assemble *teams* (not just individuals) that are collectively suited for the task's demands, ensuring they possess the necessary expertise and collaborative chemistry.

## The "Kicker" and Second Pillar: The Integrated Mentorship Model

The platform's "huge kicker" and core defensible differentiator is its integrated mentorship model. This is not an optional add-on; it is a fundamental design principle of the marketplace. All freelancers on the platform exist within a "varying degree of seniority" and are concurrently mentors, mentees, or, in many cases, both. This model is the mechanism that ensures "seniority and actionability" across the entire talent pool.

This system solves the core paradox of the freelance market: clients want the quality and reliability of a senior-level expert but are often drawn to the price point of a junior. On incumbent platforms, hiring a junior is a high-risk gamble. On Fortefor, that risk is managed by the platform itself. The mentorship model creates a *hybrid resource*. A client project may be assigned to a junior freelancer (e.g., a "Junior UX" mentee) who is actively mentored by a "Senior UX" mentor. The client benefits from a competitive price point (the junior's rate) while receiving the quality assurance, strategic oversight, and "actionability" of a senior (the mentor's guidance).

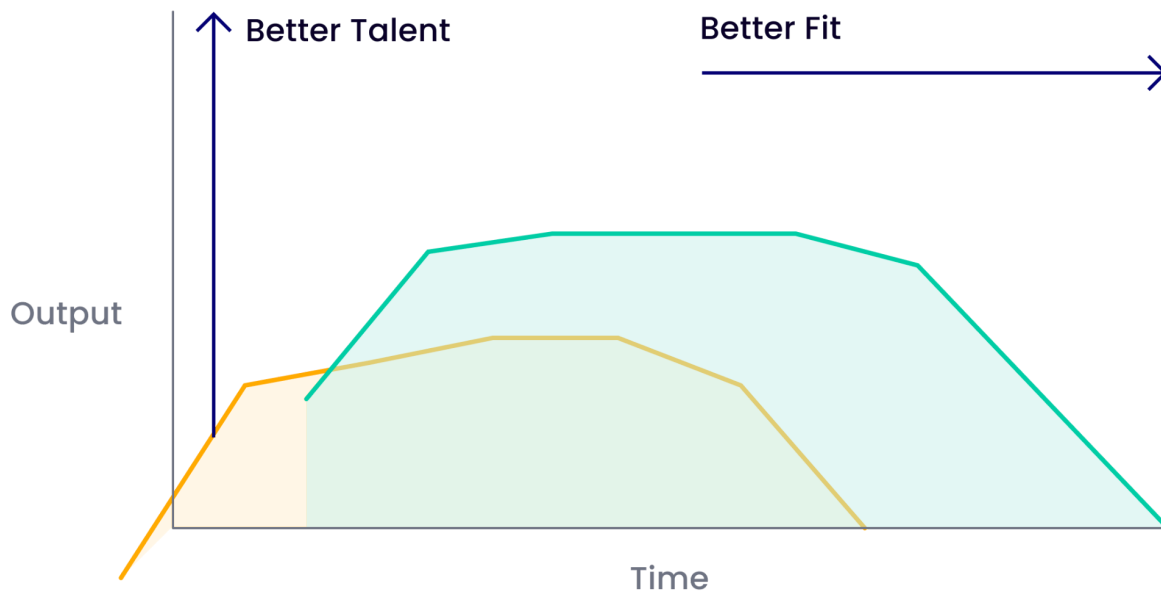
This mentor effectively becomes the "intermediation layer of 'project management'" for that engagement, guiding the mentee and ensuring outcomes meet a high-quality standard. This model also directly addresses the common freelancer complaint of loneliness, building a sticky, collaborative community that fosters loyalty and reduces platform churn.

## The Third Pillar: The Mentorship-Fit Engine

The final pillar is the second unique algorithm, the Mentorship-Fit Engine. A bad mentor-mentee fit can be just as detrimental as a bad project fit. This engine is designed to create optimal pairings, ensuring that individuals are "complementary".

This engine is what operationalizes the detailed onboarding flows. It moves beyond simple experience matching (e.g., "Senior UX" with "Junior UX") to a deep analysis of goals. For example, it matches a mentee's stated "Goals & Challenges" (e.g., "Building/improving my portfolio") with a mentor's "Motivations & Mentorship Focus" (e.g., "I'd like to help with portfolio building"). This ensures a productive, high-trust relationship from day one.

This dual-algorithm structure is the key to creating a *scalable* Toptal. Toptal ensures quality through *exclusive vetting* (the "top 3%"), a model that is high-quality but operationally intensive and cannot scale. Upwork achieves *scale* by being an open market but *cannot guarantee quality*. Fortefor's model is *developmental*. It accepts "varying degrees of seniority", creating a "Low barrier of entry" for mentees. It then *manufactures* "seniority and actionability" through the mentorship system. This allows Fortefor to have a massive, scalable talent funnel while simultaneously delivering senior-level, guaranteed quality to clients. It is the first model to systemically solve the quality-versus-scale paradox.



### Section 3: Strategic Market Positioning and Go-to-Market

The Fortefor platform is not entering the market as a direct competitor to incumbents; it is creating a new, premium category focused on "holistic fit" and managed outcomes. The competitive landscape is defined by clear weaknesses that Fortefor is designed to exploit.

- **Incumbents (Upwork, Fiverr):** These platforms compete on *volume* and *price*. Their fundamental weakness is the "guesswork" and the resulting low-quality, high-risk outcomes.
- **Premium (Toptal):** This platform competes on *quality* via *exclusivity*. Its weakness is a *high barrier to entry* for talent, a limited talent pool, and a high-friction manual vetting process.
- **Venture Builders/Labs:** These compete on *outcomes* but are high-cost, high-friction service engagements, not scalable technology platforms.

Fortefor is positioned as the only platform that offers the *scalability* of an open marketplace with the *guaranteed quality* of a premium, vetted service.

**Table 1: Competitive Landscape and Differentiator Matrix**

Feature	Upwork / Fiverr	Toptal	Fortefor
Core Value Prop	"Find a freelancer"	"Hire the top 3%"	"Deploy a high-fit, managed team"
Fit Model	Skills/Keyword Search	Manual Vetting (Skills)	Psychometric &

			Holistic Fit
<b>Quality Assurance</b>	Lagging Reviews	High-Barrier Vetting	Integrated Mentorship
<b>Entry Barrier</b>	Low	Very High	Asymmetric (Low for Mentees, High for Mentors)
<b>Key Differentiator</b>	Price / Volume	Exclusivity	"8x Outcome" via Fit + Mentorship

## Resolving Ambiguity: The Fortefor Go-to-Market Strategy

This section provides the definitive go-to-market plan to resolve this ambiguity.

### Phase 1: Beachhead Market - UX/Design:

The platform will not launch broadly. The launch will *exclusively* target the UX/Design vertical. This focus is critical for building initial liquidity and proving the model in a high-demand, high-complexity field where 'fit' is paramount.

### Phase 2: User Acquisition Strategy (Resolving):

The platform will pursue an asymmetric, supply-first acquisition strategy.

1. **Supply-Side (Mentors):** The "attracting and retaining freelancers" challenge is solved by focusing on the *mentors* first. The plan will leverage "existing database(s)", such as those from Talent Data Labs or partnerships, to *manually recruit and onboard* the first 100 "Senior UX Mentors". These individuals will be incentivized with founder status, equity, and priority access to premium-rate projects.
2. **Supply-Side (Mentees):** With the mentor network in place, the platform will attract "Junior UX Mentees" via targeted content marketing, partnerships with design bootcamps, and university career centers. The value proposition is clear and compelling: "Launch Your UX Career with the Right Mentor".
3. **Demand-Side (Clients):** Only *after* this two-sided supply network is established will the platform approach clients. This solves the "acquiring customers" challenge by presenting them with a pre-built, high-quality, managed talent solution, not an empty marketplace.

## Priming the Client: The "Challenge-Based" Model

This GTM strategy requires a new client interface, as noted in the need to "prime business to advertise projects in certain manners". Clients will *not* "post a job for a UX designer." They will be guided through a structured flow to post a "challenge," a model similar to the "Nasa Tournament Lab Challenge".

- **Standard Client Post (Other Platforms):** "Need Senior UX Designer, 5+ years experience, Figma, Agile."

- **Fortefor "Challenge" Post:** "We need to design a new mobile checkout flow that reduces cart abandonment by 15% and integrates with our existing brand guidelines."

This "challenge-based" entry provides the rich data (project goals, constraints, desired work style) that the Project-Fit Engine needs to function. Fortefor then responds not with a list of 100 freelancers, but by deploying a single, perfectly fit *team* (e.g., a "Creative" Senior Mentor, an "Instruction-Following" Junior Mentee for production, and a "User Research" specialist) to solve the challenge. This is the "intermediation layer" in action: a managed solution, not a talent list.

## Section 4: The Fortefor Business Model and Financial Framework

This section outlines a simplified and phased monetization strategy focusing on flexibility.

### Primary Revenue Stream: Project Premiums

The initial and primary revenue driver will be a **premium transaction fee** (e.g., 20-30%) on all client projects, including both individual and "group projects." This premium, substantially higher than commodity marketplaces, is justified by the 8x outcome value, the built-in "intermediation layer" of project management, and the fundamental de-risking of the project. This model aligns the platform's revenue directly with successful project execution.

### Future (Phased) Revenue Streams: Membership Fees

As the platform matures and the value of the network becomes more established, a secondary membership fee model can be introduced.

- **Company Memberships:** A subscription fee for companies could unlock premium features, such as advanced analytics, dedicated account management, or access to the highest-tier talent pools.
- **Mentee Memberships:** A membership fee for mentees could be introduced to access the mentor matching network. This fee would be **waived for mentees who also serve as mentors**, creating a powerful incentive for users to contribute back to the ecosystem.

### Mentor & Community Incentivization

This model identifies senior mentors as the platform's scarce and critical resource. To solve the "attracting and retaining freelancers" challenge, mentors will be incentivized.

- **Mentors Earn:** Instead of paying, mentors who are *not* on an active, paid client project can earn a small fee for their mentorship activities, funded by the platform's primary

revenue.

- **No Mentee Fee for Mentors:** As stated, any mentee who "graduates" to also become a mentor will have their membership fee waived, creating a virtuous cycle of user development and platform loyalty.

## PART II: THE FORTEFOR PRODUCT AND TECHNICAL SPECIFICATION

### Section 5: Platform Principles and Core Architecture

The Fortefor platform must be engineered from the ground up to support a complex, data-driven, and high-trust ecosystem. The technical specification is guided by four key principles derived from the platform's functional requirements.

1. **Scalability:** The architecture must be capable of supporting millions of users, concurrent projects, and the high-computational load of the matching algorithms.
2. **Security:** The platform will store and process highly sensitive user data, including PII and detailed psychometric profiles. Security must be robust, with data encryption at rest and in transit.
3. **Mobile Compatibility:** A responsive web-first application will be the initial priority, ensuring full access from all devices. Native mobile applications will be a fast-follow for enhancing the communication and check-in features.
4. **Integration:** The architecture must be API-driven, allowing for seamless integration with the external Talent Data Labs models and, potentially, third-party project management and communication tools.

### Core Architecture: A Microservices-Based Approach

A monolithic architecture would be insufficient to manage the distinct, complex functions of the platform. The "Building the algorithm" challenge is best solved by decoupling it from other core services. Therefore, the platform will be built on a microservices-based architecture.

1. **User Service:** Manages all user-facing data, including authentication and profiles.
2. **TDL/Assessment Service:** A dedicated service that manages the API integration with Talent Data Labs. It administers all assessments (e.g., Personality, Work Values, and the onboarding flows) and securely stores the raw and scored results.
3. **Matching Engine Service:** A protected, internal service that houses the platform's core IP. It consumes data from the User and TDL services to run the *Project-Fit* and *Mentor-Fit* algorithms and generate fit scores.
4. **Project Service:** Manages the entire lifecycle of a "challenge", from client posting to

- project tracking, file sharing, milestone setting, and the "intermediation layer" tools.
5. **Communication Service:** A dedicated service for secure messaging, community forums, and the automated "health and engagement check-ins" used to train the algorithms.
  6. **Payment Service:** Manages all financial transactions, including client transaction fees, secure payments, and escrow services.

## Regulatory Compliance

**GDPR:** Compliance with the General Data Protection Regulation is a non-negotiable, foundational requirement. The platform will be a "data controller" for an extensive amount of sensitive personal data, including psychological profiles. All PII and assessment data must be encrypted, separable from anonymized data, and managed with strict access controls. Users must be given a clear "right to be forgotten" and full control over their data. This must be designed into the architecture from day one.

## Section 6: The Fortefor Matching Engines: A Specification

This section details the platform's core intellectual property: the two distinct, proprietary algorithms that power the fit-based matching.

### 6.1 The Project-Fit Engine (Person-to-Project / Team-to-Project)

- **Objective:** To generate the predictive "inter company freelancer fit score" and the "Team-to-Project Fit" score, replacing client guesswork with a data-driven recommendation.
- **Data Inputs (from Freelancer):** This engine is fed by the comprehensive data captured in the freelancer onboarding module.
  - "Personality Assessment"
  - "Skills Inventory" (validated)
  - "Work Values Assessment"
  - "Career Drivers"
  - "RoleFit™ (Freelancer Score)"
- **Data Inputs (from Client):**
  - The Project "Challenge": This post will be analyzed via NLP to extract key terms related to task demands (e.g., "creative," "structured," "fast-paced," "research-heavy").
  - Client Company Profile: A profile capturing cultural data (e.g., "rigid," "agile," "formal") to assess P-O fit.
- **Core Logic:** The engine will utilize the TDL models to create a multi-dimensional score. It will match freelancer *Work Values* to client *Culture*, and freelancer *Personality* to

project *Task Demands* (the P-J Fit).

- **Team-Building Logic:** The engine will also function as a "team analysis tool". It will assess the *internal team fit* of a proposed Mentor/Mentee pair, ensuring their "personalities, work styles, and values" are synergistic *before* matching them to the project.

## 6.2 The Mentorship-Fit Engine (Person-to-Person)

- **Objective:** To find the optimal mentor-mentee pairing, maximizing the relationship's productivity.
- **Data Inputs:** This engine is directly and exclusively fed by the mandatory onboarding assessments.
  - **From Mentee:** "Current Situation," "Goals & Challenges," "Availability."
  - **From Mentor:** "Experience & Role," "Motivations & Mentorship Focus," "Availability."
- **Core Logic:** This engine executes a multi-stage filtering and scoring process to find the ideal match.
  1. **Logistics Filter:** First, it filters for practical compatibility, matching "Availability" (e.g., "Weekly") and "Formats" (e.g., "Video calls").
  2. **Goal Matching:** Second, it matches Mentee "Goals" (e.g., "Job-hunting & interview prep") to Mentor "Strengths" and "Motivations" (e.g., "I enjoy sharing knowledge and supporting career growth").

**Table 2: Algorithm Input-Output Matrix**

Engine	Data Inputs	TDL Model(s) Used	Output
<b>Project-Fit Engine</b>	Freelancer: S_C1 data (Personality, Skills, Values, RoleFit™). Client: Project "Challenge", Company Profile.	RoleFit™, Personality Matching, Cultural Fit Matching, Team Analysis	<b>Project-Fit Score (1-100%)</b> (Composite of Skill, Personality, and Culture fit)
<b>Mentorship-Fit Engine</b>	Mentee: Onboarding data (Goals, Availability). Mentor: Onboarding data (Experience, Motivations, Availability).	Complementarity Logic	<b>Mentor-Fit Score (1-100%)</b> (Composite of Goal and Logistical compatibility)

## Section 7: Core Platform Functionality and Feature Sets

This section synthesizes all specified features into a cohesive product backlog, organized by user angle to ensure a user-centric development approach.

**Table 3: Multi-Angle Feature Specification**

User Angle	Feature Set	Specification & Data Source(s)
Core Platform	Detailed Profiles	Dynamic, rich profiles showcasing validated skills, portfolio, availability, rates, AND TDL-derived insights (personality, work style).
	Secure Communication	Real-time, in-platform messaging, file sharing, and integrated project tracking tools.
	Payment & Escrow	Secure system managing client transaction fees and milestone-based escrow services.
	Review & Rating System	A dual-rating system (Client/Freelancer) focused on project outcomes, <i>and</i> a private Mentor/Mentee feedback loop to ensure relationship health.
Freelancer Angle (Mentee/Mentor)	Freelancer Dashboard	The central hub for all freelancers. Contains assessments (Personality, Skills, Values, Career Drivers) and displays results.
	Recommendation Engine	"Personalized Project Recommendations" and a dashboard for managing mentor/mentee matching requests.
Client Angle	"Challenge" Posting	A guided wizard to "prime" the project post, focusing on <i>outcomes, task demands</i> (e.s.,

		creative vs. structured), and <i>cultural style</i> .
	<b>Fit-Scored Matching</b>	A results dashboard that presents the top 3-5 <i>teams</i> or <i>freelancers</i> scored for holistic fit, replacing the traditional "cattle call" list of 100+ applicants.
	<b>PM Workspace</b>	The "intermediation layer" tools. A dedicated workspace for managing the deployed team, tracking milestones, and communicating.
<b>Platform Admin</b>	<b>Algorithm Training</b>	A dashboard to monitor "Health and engagement check-ins to train the algorithm and outcomes", correlating fit scores with project success.
	<b>Dispute Resolution</b>	A dedicated module with case management tools for resolving conflicts between clients and freelancers.
	<b>Community Forum</b>	A moderated forum to facilitate networking, knowledge sharing, and combat freelancer loneliness.

## Section 8: Risk, Resolution, and Roadmap

This section provides the definitive plan to resolve challenges and project scope creep identified during planning.

### Risk 1: "Building the algorithm"

- **Risk:** This is the most complex technical component and could delay launch indefinitely.
- **Resolution:** A phased approach. Phase 1 (MVP) will *not* attempt to build the full AI/ML engine. It will use the *structured data* captured from the onboarding flows and perform matching via simpler, rules-based logic (e.g., "IF Mentee.Goal = 'Portfolio' AND Mentor.Motivation = 'Portfolio' THEN MatchScore +10"). The full, predictive TDL integration and the NLP-driven "Project-Fit Engine" are a Phase 2 build, allowing the

platform to launch and gather data.

## **Risk 2: "Attracting and retaining freelancers" / "Acquiring customers"**

- **Risk:** The classic "chicken-and-egg" marketplace problem. Clients won't come without talent, and talent won't come without clients.
- **Resolution:** The asymmetric GTM strategy (Section 3) and asymmetric business model (Section 4) are designed specifically to solve this. The platform *breaks* the chicken-and-egg loop by focusing on the *supply-side first*.
  1. Solve the *mentor* acquisition problem by paying/incentivizing them.
  2. Solve the *mentee* acquisition problem by offering them direct access to high-quality mentors and a clear path to project work.
  3. With a complete, two-sided talent network built, solve the *client* acquisition problem by presenting them with a pre-built, high-quality, managed solution.

## **The Phased Implementation Roadmap**

This roadmap provides the clear timeline and scope for execution.

- **Phase 1: MVP (Months 0-6) - The Mentorship-Fit Niche**
  - **Focus:** UX Vertical Only.
  - **Features:** User Profiles, mandatory Onboarding Flows, Mentorship-Fit Engine (v1 - rules-based logic), Secure Messaging.
  - **Goal:** Acquire 100 Senior Mentors and 1000 Junior Mentees. Prove the mentorship value proposition and community stickiness.
- **Phase 2: Beta (Months 7-12) - The Project-Fit Engine**
  - **Focus:** Introducing the first 50 pilot clients.
  - **Features:** Client "Challenge" Posting wizard, TDL API Integration, Project-Fit Engine (v1), PM Workspace, Client Transaction Fee Module.
  - **Goal:** Successfully complete 50 pilot projects. Gather data to validate the 8x outcome claim and train the algorithms.
- **Phase 3: Scale (Months 13+) - Vertical Expansion**
  - **Focus:** Scaling architecture and expanding to new verticals (e.g., Marketing, Engineering, Data Science).
  - **Features:** Full AI/ML algorithm training and self-improvement, Community Forums, scalable cloud infrastructure, API for enterprise clients.
  - **Goal:** Become the dominant, defensible platform for high-fit, managed freelance talent solutions.

## Section 9: Detailed roadmap

This is the roadmap as suggested by the TDL team.

### 9.1 User Onboarding & Matching Flows

#### Part 1: The Talent (Freelancer) Flow: Onboarding & Matching

This flow is designed for maximum engagement and data acquisition, front-loading the value proposition to drive completion. It is built on the asymmetric, supply-first strategy.

1. Screen: Welcome & Value Proposition

The user's first step is a full-screen, visually compelling welcome. The headline reads, "Discover Your Professional Superpower. Ordinary Creatives, Extraordinary Impact." The value proposition states: "Stop guessing. We use science to find your perfect project, team, and mentor. In 10 minutes, you'll receive a detailed personal report on your work style." This screen should feature an animation of the radar chart being built, a trust signal saying, "Powered by validated science from Talent Data Labs," and a call to action button: "Start My 'Fit' Discovery."

2. Screen: Define Your Path (User Intent Segmentation)

Next, the user decides what they want to do. This is a critical segmentation step to personalize the experience and manage user expectations. It presents three clear, clickable paths:

- Path 1: "Discover Myself". The description is "I just want my personal 'Holistic Fit' report. See your personality and cultural drivers." This flow leads to the tests and then the report.
- Path 2: "Grow & Connect". The description is "I want my report *and* want to find an optimal mentor or mentee to guide my career." This flow leads to the tests, the report, and then the mentor/mentee tab, priming the Mentorship-Fit Engine.
- Path 3: "Find My Fit". This is the default/recommended path, described as "I'm all in. Give me my report, find me a mentor, and match me to high-fit projects, teams, and challenges." This flow activates the full experience, including both the Mentorship-Fit Engine and the Project-Fit Engine.

3. Module: The 'Holistic Fit' Assessment

The user then does the test. This is a seamless, multi-part assessment flow powered by the TDL Headless API. It should feature a persistent progress bar (e.g., "Step 1 of 4: Personality") and encouraging microcopy like, "Great! This helps us understand your work style." The functional requirements are:

- First, create the user via [POST /api/headless/subject](#) with their basic info. The system must store the [subjectId](#).
- Second, administer the Personality Test by first getting questions and scales ([GET /api/headless/personality/questions](#) and [/scales](#)) and then submitting the

- answers ([POST /api/headless/personality/answers](#)).
  - Third, administer the Culture/Values Test ([GET /api/headless/culture/questions](#) and [POST /api/headless/culture/answers](#)).
  - Fourth, capture the non-TDL onboarding data required by the Mentorship-Fit Engine, such as "Current Situation," "Goals & Challenges," "Availability," and "Formats" (e.g., "Video calls").
4. Screen: Your 'Holistic Fit' Report

The user gets a report on themselves. This is an immediate, high-value reward for completing the tests, serving as the core retention "hook." It should be a dynamic, shareable, and downloadable report. It will feature the user's personal radar chart and descriptions of their traits, such as "Your 'Emotional Stability' is..." (fetched via [GET /api/headless/personality/results/:subjectId](#)) and "You thrive in a 'Creative/Energetic' environment" (fetched via [GET /api/headless/culture/results/:subjectId](#)). This screen should have a "Share your professional profile" button and a clear call to action: "See Your Matches."
  5. Screen: The 'Fit' Dashboard (Marketplace)

The user goes to the matching lists. This is a unified dashboard, as requested, with tabs to cleanly separate the marketplace's three axes. The tabs would be:

    - Tab 1: "Projects" (Person-to-Project), showing "Challenges" posted by clients, each with a "Project-Fit Score: 92%".
    - Tab 2: "Mentors/Mentees" (Person-to-Person), showing potential mentors or mentees, each with a "Mentor-Fit Score: 95%".
    - Tab 3: "Teams", showing teams with open, fit-based roles, each with a "Team Fit: 88%".
  6. View: Mentor/Mentee Comparative Report

The user clicks a person for mentorship/mentee and gets the 1-on-1 comparative report. This view explains why the match was made by the Mentorship-Fit Engine. The headline would read, "Why you and 'Mentor Name' are a 95% Fit." It would show matching goals (e.g., "You're looking for 'Portfolio Building'. 'Mentor Name' is focused on 'Portfolio Building'.") and logistics (e.g., "You both prefer 'Weekly' 'Video calls'."). It would then provide a "Request Mentorship" button.
  7. View: Project 'Challenge' Fit Report

The user clicks a job and gets a job fit report. This details why the project is a good fit, combining Person-Job and Person-Organization fit. The view shows the client's "Challenge" post and a fit report, for example: "This project requires an 'instruction-following' approach. Your 'Conscientiousness' score is a 90% match." It would also note P-O fit: "This company has a 'rigid' culture. Your 'Agreeableness' score means you'll navigate this environment successfully." A call to action, "Show Interest," would be present.
  8. View: Team Dynamic Report

The user clicks a team and sees the team dynamic report. This leverages the "Team-to-Project Fit" logic. It would visually display the team's collective personality on a radar chart. It would also show a list of team members with one open slot

highlighted: "[You + UX Designer]", as you specified. An impact analysis note would explain the P-G (Person-Group) fit: "Adding you to this team would increase its 'Openness' score, bringing fresh, creative ideas." The call to action is "Show Interest in Team."

9. Screen: My 'Interest' Funnel

Finally, the user has a final tab or overview page. This is a central hub for managing their application funnel. It would have two tabs:

- Tab 1: "My Interests", which lists all projects, teams, and mentors the user has shown interest in, along with their status ("Pending," "Viewed by Client," "Declined").
- Tab 2: "Projects Interested in You". This is the "hot leads" list, showing items like, "Acme Corp is 90% interested in you for their 'Checkout Flow' challenge," with a status of "Action Required: View & Respond."

## Part 2: The Client (Hiring) Flow: Challenge & Deployment

This clients' flow is designed for simplicity and risk mitigation, moving them from "hiring a freelancer" to "guaranteeing a project's success."

1. Screen: Post a 'Challenge'

The client posts a challenge and what they need. This is a guided "Challenge Posting" wizard, not a blank job form. This "primes" the client to provide rich data for the Project-Fit Engine. The wizard would have steps for: The Goal ("What problem are you solving?"), The Scope ("What are the constraints & deliverables?"), and The People ("What roles do you need?", e.g., "1 Senior UX, 1 Junior UX").

2. Screen: Define Project 'Personality' (P-J Fit)

They define whether they need an independent, creative, or self-efficient person. This captures the client-side input for Person-Job Fit using simple, non-clinical toggles. For example, a "Work Style" toggle: Option A: "I need a 'blue-sky' innovator who thrives on ambiguity" (maps to High Openness) or Option B: "I need a meticulous 'instruction-follower' for a rigid task" (maps to High Conscientiousness).

3. Screen: 'Fit-Scored' Shortlist

They get a fit report with people directly for that role. This presents the "top 3-5 teams or freelancers," not a "cattle call" list. The headline is "Your 'Fit-Scored' Team is Ready." The results feature the mentorship model, for example: "94% Project Fit" for a "Senior UX Mentor (Strategic Oversight) + Junior UX Mentee (Production)" team. The value prop explains, "The quality and 'actionability' of a senior at the competitive price of a junior. This is your 8x outcome."

4. View: Candidate Fit Deep Dive

They can click a person, which will not be listed by name, to get an in-depth report. This is an anonymized deep-dive focusing only on fit. It would show "Candidate A (UX Designer)" and an analysis like: "Why this candidate is a 94% fit: Your 'Challenge' requires high creativity. This candidate scores in the 90th percentile. Your organization is 'rigid'. This candidate has High Agreeableness, predicting low friction."

5. Action: 'Show Interest'  
They can show interest in the person. A "Show Interest" button on the deep-dive report triggers a notification to the talent and adds the challenge to the talent's "Projects Interested in You" tab.
6. View: 'Team Builder' Workspace  
They can also generate a group project and "puzzle and optimize a bit." This is an interactive "PM Workspace" that uses the "team analysis tool" for Person-Group Fit. It provides "slots" for the project (e.g., "Senior Mentor," "Junior Mentee") and a "shortlist of candidates" for each. As the client drags a candidate into a slot, a "Team Synergy Score" (based on collaborative chemistry) updates in real-time, providing feedback like, "Warning: Adding this candidate may create friction with the team's profile."

### **Part 3: The Post-Match & Optimization Loop**

This section covers the final steps, closing the loop from "match" to "project success" and training the algorithm.

1. Screen: The 'Match' & Connection  
When both the freelancer and the company show interest, it's a "Match." Anonymity is removed, a secure communication channel is opened, and the talent is prompted to "Schedule Introduction."
2. Module: Project Engagement  
The freelancer can decide to schedule a meeting. After the meeting, the talent can update their project status from "Matched" to "Engaged" or "Project Started" in their dashboard.
3. Module: The 'Self-Learning' Feedback Loop  
Every month, they get a nudge for a really short review form. This is the "monthly health and engagement check-in" used to train the algorithm. It's a 30-second pop-up: "How is your 'Checkout Flow' project going?" It asks two simple questions: "How is the 'fit' with [Client/Talent Name]?" (1-5 Stars) and "Is the project on track to meet its goals?" (Yes / On-track / No). This data is fed back to the Matching Engine Service to optimize future Project-Fit Scores.

## **9.2 User stories and acceptance criteria**

Here are the user stories and acceptance criteria for the "Talent (Freelancer) Flow" based on the product specification you provided.

These are focused on the critical onboarding path, from landing on the platform to receiving the initial value (the report).

### **Epic 1: Welcome & Value Proposition**

As a **prospective freelancer**, I want to **understand the platform's unique value** when I first visit the site, so that I am **motivated to start the onboarding process**.

### Feature 1.1: Display Welcome Screen

- **User Story:** As a new visitor, I want to see a clear and compelling summary of what the platform does and why it's different.
- **Acceptance Criteria:**
  - Given I am a new visitor on the welcome screen.
  - When the page loads,
  - Then I must see the headline: "Discover Your Professional Superpower. Ordinary Creatives, Extraordinary Impact."
  - And I must see the value proposition text: "Stop guessing. We use science to find your perfect project, team, and mentor. In 10 minutes, you'll receive a detailed personal report on your work style."
  - And I must see the trust signal: "Powered by validated science from Talent Data Labs."
  - And I must see a primary call to action button labeled: "Start My 'Fit' Discovery."

### Feature 1.2: Start Onboarding

- **User Story:** As a new visitor, I want to begin the onboarding process easily.
- **Acceptance Criteria:**
  - Given I am on the Welcome Screen.
  - When I click the "Start My 'Fit' Discovery" button,
  - Then I am navigated to the "Define Your Path" screen (Screen 2).

## Epic 2: User Intent Segmentation

As a **new talent**, I want to **choose an onboarding path** that matches my immediate goals, so that the platform **personalizes the subsequent steps** for me.

### Feature 2.1: Display Path Options

- **User Story:** As a new talent, I want to see the different ways I can use the platform.
- **Acceptance Criteria:**
  - Given I have started the onboarding process.
  - When I land on the "Define Your Path" screen,
  - Then I must see three distinct, clickable options: "Discover Myself," "Grow & Connect," and "Find My Fit."
  - And each option must display its corresponding description (e.g., "I just want my personal 'Holistic Fit' report...").
  - And the "Find My Fit" option should be visually indicated as the recommended path.

## Feature 2.2: Select Onboarding Path

- **User Story:** As a new talent, I want to select one of the paths to proceed.
- **Acceptance Criteria:**
  - Given I am on the "Define Your Path" screen.
  - When I click the "Discover Myself" option,
  - Then my path choice is saved, and I am navigated to the "Holistic Fit' Assessment" (Module 3).
  - Given I am on the "Define Your Path" screen.
  - When I click the "Grow & Connect" option,
  - Then my path choice is saved, and I am navigated to the "Holistic Fit' Assessment" (Module 3).
  - Given I am on the "Define Your Path" screen.
  - When I click the "Find My Fit" option,
  - Then my path choice is saved, and I am navigated to the "Holistic Fit' Assessment" (Module 3).

## Epic 3: 'Holistic Fit' Assessment

As a **new talent**, I want to **complete the required assessments** in a guided and seamless way, so that the platform can **accurately build my profile** and generate my report.

### Feature 3.1: Create TDL User & Show Progress

- **User Story:** (Backend) As a new talent starting the assessment, the system needs to create a user profile for me in the TDL system.
- **Acceptance Criteria:**
  - Given I have selected an onboarding path and entered any required basic info (e.g., name/email).
  - When I begin Module 3,
  - Then a [POST /api/headless/subject](#) request is successfully made to the TDL API.
  - And the returned [subjectId](#) is securely stored and associated with my platform user account.
  - And I am shown a persistent progress bar (e.g., "Step 1 of 4: Personality").

### Feature 3.2: Administer Personality Test

- **User Story:** As a new talent, I want to answer the personality questions.
- **Acceptance Criteria:**
  - Given I am on the Personality Test step and have a valid [subjectId](#).
  - When the module loads,
  - Then the system fetches questions ([GET /api/headless/personality/questions](#))

- and scales (GET /api/headless/personality/scales).
- And I am presented with the personality questions and answer scales.
- When I complete and submit my answers,
- Then a POST /api/headless/personality/answers request is sent to the TDL API with my subjectId and answer array.
- And upon success, I am automatically navigated to the Culture/Values Test.

### Feature 3.3: Administer Culture/Values Test

- **User Story:** As a new talent, I want to answer the culture and work values questions.
- **Acceptance Criteria:**
  - Given I have completed the Personality Test.
  - When the Culture/Values module loads,
  - Then the system fetches questions (GET /api/headless/culture/questions).
  - And I am presented with the culture questions.
  - When I complete and submit my answers,
  - Then a POST /api/headless/culture/answers request is sent to the TDL API with my subjectId and answer array.
  - And upon success, I am navigated to the next step (either Mentorship Data or Report).

### Feature 3.4: Capture Mentorship Data (Conditional)

- **User Story:** As a new talent who wants to find a mentor, I need to provide my goals and availability.
- **Acceptance Criteria:**
  - Given I chose the "Grow & Connect" OR "Find My Fit" path.
  - When I complete the Culture/Values Test,
  - Then I am presented with a form to capture my "Current Situation," "Goals & Challenges," "Availability," and "Formats."
  - And these inputs are saved to my platform profile.
  - \_\_\_\_\_
  - Given I chose the "Discover Myself" path.
  - When I complete the Culture/Values Test,
  - Then I am *not* shown this form and am navigated directly to the "Holistic Fit' Report" (Screen 4).

## Epic 4: 'Holistic Fit' Report

As a **new talent**, I want to **immediately receive my 'Holistic Fit' report** after completing the assessments, so that I **get the instant value** I was promised.

### Feature 4.1: Generate and Display Report

- **User Story:** As a new talent, I want to see and understand my assessment results.

- **Acceptance Criteria:**
  - Given I have completed all required steps for my chosen path.
  - When I land on the Report Screen (Screen 4),
  - Then the system fetches my personality results (GET `/api/headless/personality/results/:subjectId`).
  - And the system fetches my culture results (GET `/api/headless/culture/results/:subjectId`).
  - And I must see my personal radar chart.
  - And I must see a textual summary of my key personality traits.
  - And I must see a textual summary of my key culture/work drivers.

#### **Feature 4.2: Report Navigation**

- **User Story:** As a new talent, I want to know what to do next after seeing my report.
- **Acceptance Criteria:**
  - Given I am viewing my "Holistic Fit' Report".
  - When the report is displayed,
  - Then I must see a "Share your professional profile" button or link.
  - And I must see a primary call to action button labeled "See Your Matches."
  - When I click "See Your Matches,"
  - Then I am navigated to the "Fit' Dashboard" (Screen 5).

## Section 10: Resources and Best Practices

This concluding chapter, details the best practices synthesized in this report and the core principles learned from an analysis of standardized testing and psychological fit.

### Best Practices Followed in This Report

This strategic plan is built on several venture-validated best practices to maximize the probability of success and mitigate common startup risks.

- **Niche-First Go-to-Market Strategy:** By focusing exclusively on the UX vertical, the platform avoids the common failure mode of "boiling the ocean." This builds initial marketplace liquidity, proves the model, and creates a defensible beachhead before expanding, directly solving the "acquiring customers" challenge.
- **Asymmetric Marketplace Design:** The plan recognizes that *senior mentors* are the platform's most valuable and scarce resource. The entire business model (Section 4) and acquisition strategy (Section 3) are architected to attract, incentivize, and retain this cohort, solving the "attracting freelancers" challenge.
- **Product-Led Acquisition:** The platform acquires Mentees not just with the promise of "projects," but with a valuable product in its own right: a direct connection to a high-quality, matched mentor to guide their career.

### Learnings on Standardized Testing

The platform's reliance on validated models from Talent Data Labs is its core technological strength. The best practice applied here is the *exclusive* use of assessment instruments that are scientifically validated for *job relevance* and *predictive validity*. This is what separates the platform's "science" from the "guesswork" of competitors. The TDL-powered assessments (Personality, Work Values, Career Drivers) represent a "whole person" model. This is a best practice that moves beyond self-reported "skills" (which are easily falsified) to stable "traits" (which are not) to predict on-the-job performance and satisfaction.

### Learnings on Psychological Fit (P-E Fit)

The foundational premise of this venture is a practical application of the decades-old, academically-validated "Person-Environment Fit" (P-E Fit) model. This report specifies a solution that uniquely solves for all three critical types of P-E Fit.

1. **Person-Organization (P-O) Fit:** This is the "inter company freelancer fit score" and TDL's "cultural fit". It is the match between an "agreeable" freelancer and a "rigid" organization. A high P-O fit predicts retention, organizational commitment, and user satisfaction.
2. **Person-Job (P-J) Fit:** This is the "creative" vs. "instruction-follower" problem. It is the match between a person's personality and cognitive style and the *actual demands of the task*. This is the type of fit that most directly predicts the 8x *performance* outcome.

3. **Person-Person (P-P) Fit:** This is the *mentorship* algorithm, the most novel component of the Fortefor model. The architecture specified in this report is built on the understanding that P-P fit is a complex mix of similarity and complementarity (e.g., in 'Goals' and 'Experience').

## Supporting Scientific Resources

Besides all the research from Talent Data Labs we also supply more external resources. The strategic framework of this report is grounded in decades of research from industrial-organizational psychology on the concept of Person-Environment (P-E) fit. The claim that "fit matters" is not a business aphorism but a well-documented driver of organizational success.

A foundational meta-analysis by Kristof-Brown, Zimmerman, and Johnson (2005) synthesized research across four domains: person-job, person-organization, person-group, and person-supervisor fit. The study's conclusions are definitive: fit across all these domains "relates positively to performance and negatively to withdrawal" behaviors like turnover.

- **On Person-Job (P-J) and Person-Organization (P-O) Fit:** Research has consistently shown that a strong P-E fit is positively related to critical outcomes like "greater job satisfaction, stronger commitment, higher engagement... and lower turnover". Specifically, P-O fit (the congruence of an individual's values, personality, and goals with the organization's culture) and P-J fit (the match between an individual's personality, motivations, and skills and the job's requirements) are significant predictors of employee job performance. Some studies have even found that P-J fit is positively related to "innovation behavior".
- **On Person-Group (P-G) Fit:** The concept of fit extends to the team level. Research indicates that person-group fit, or the "interpersonal compatibility between employees and their work groups," has "strong, significant correlations with task performance" and overall "team performance". Studies also show that a high "Demands-Abilities" (DA) fit at the group level "significantly impacts task performance".
- **On Person-Supervisor (P-S) Fit:** The "fit" with one's direct leader is also a critical variable. Studies have shown that when employees' values align with their supervisor's, they are more "satisfied with the job". In fact, the positive relationship between an employee's P-O fit and their performance evaluation can be dependent on the supervisor *also* having a high P-O fit, demonstrating the interactive importance of this dyad.
- **On Mentor-Mentee Fit:** The Fortefor mentorship model is directly supported by research into what makes mentoring relationships successful. The literature moves beyond simple demographic matching to focus on deep-level psychological fit. This research validates the "Mentorship-Fit Engine's" dual approach:
  - **Supplementary Fit (Similarity):** This model, based on the "similarity-attraction paradigm," finds that "deep-level similarity" (e.g., in personality, values, and communication style) is associated with "higher levels of mentorship support and

greater relationship quality".

- **Complementary Fit (Needs-Supplies):** This model emphasizes the importance of "meeting one another's needs". This is the "needs-supplies" match, where a mentee's stated "needs" (e.g., for specific skill guidance) are matched with a mentor's "comfortable providing" that guidance.

Crucially, one study examining both models found that "both supplementary and complementary fit significantly and independently predict mentoring relationship quality, which in turn, predicts mentee job performance". This provides a strong scientific validation for the report's dual-algorithm approach to mentor matching.



# TDL Assessments Headless API

## API Documentation

Every request must include the “Authorization: Bearer <TOKEN>” header.

Every POST request must include the “Content-Type: application/json” header.

Every response from the server will have JSON data and “Content-Type: application/json” header.

# 1. Users

Create users and get their status.

## 1.1. Create user

Create a user in the TDL Assessments platform.

### 1.1.1. Endpoint

POST /api/headless/subject

### 1.1.2. Fields

first\_name - User's first name

last\_name - User's last name

email - User's email

### 1.1.3. Request body example

```
{
  "first_name": "Pera",
  "last_name": "Peric",
  "email": "headlesspera@gmail.com"
}
```

### 1.1.4. Response example

```
{
  "success": true,
  "data": {
    "id": 282,
    "name": "Pera Peric",
    "test_types": [
      {
        "id": 1,
        "name": "Personality Test",
        "status": "New candidate",

```

```

        "completed": 0
      },
      {
        "id": 2,
        "name": "Logical Test",
        "status": "New candidate",
        "completed": 0
      },
      {
        "id": 3,
        "name": "Culture Test",
        "status": "New candidate",
        "completed": 0
      }
    ]
  }
}

```

## 1.2. Get user

Get the user with the statuses of tests.

### 1.2.1. Endpoint

GET /api/headless/subject/:subjectId

### 1.2.2. Fields

subjectId - TDL's user ID

### 1.2.3. Response example

```

{
  "success": true,
  "data": {
    "id": 282,
    "name": "Pera Peric",
    "test_types": [
      {
        "id": 1,

```

```

        "name": "Personality Test",
        "status": "New candidate",
        "completed": 0
    },
    {
        "id": 2,
        "name": "Logical Test",
        "status": "New candidate",
        "completed": 0
    },
    {
        "id": 3,
        "name": "Culture Test",
        "status": "New candidate",
        "completed": 0
    }
]
}

```

## 2. Personality Test

TDL's Personality Test API

### 2.1. Get questions

Get a list of all the questions for the personality test.

#### 2.1.1. Endpoint

GET /api/headless/personality/questions

#### 2.1.2. Response example

```

{
  "success": true,
  "data": [
    {
      "id": 44,

```

```

        "text": "I always know what I am doing.",
        "swedish": "Vet alltid vad jag gör",
        "dutch": "Weet altijd precies waar ik mee bezig ben",
        "bahasa": "Selalu tahu apa yang sedang dilakukan diri
sendiri",
        "brazilian": "Sempre sei o que estou fazendo.",
        "portuguese": "Sei sempre o que estou a fazer",
        "spanish": "Siempre sé lo que estoy haciendo",
        "german": "Ich weiß immer, was ich tue."
    },
    ...
]
}

```

## 2.2. Get scales

Get possible answer scales for the personality test.

### 2.2.1. Endpoint

GET /api/headless/personality/scales

### 2.2.2. Response example

```

{
  "success": true,
  "data": [
    {
      "id": 1,
      "title": "Completely Disagree",
      "swedish": "Är av helt annan åsikt",
      "dutch": "Helemaal Oneens",
      "bahasa": "Sangat tidak setuju",
      "brazilian": "Discordo Totalmente",
      "portuguese": "Discordo Completamente",
      "spanish": "Totalmente en desacuerdo",
      "german": "Sehr unzutreffend"
    },
    ...
  ]
}

```

```
}
```

## 2.3. Send answers

Send user's answers for the personality test.

### 2.3.1. Endpoint

POST /api/headless/personality/answers

### 2.3.2. Fields

subject\_id - TDL's user ID

answers - Array of objects with two fields:

answers.question\_id - ID of the question

answers.scale\_id - ID of the answer scale

### 2.3.3. Request body example

```
{
  "subject_id": 281,
  "answers": [
    {
      "question_id": 1,
      "scale_id": 1
    },
    {
      "question_id": 2,
      "scale_id": 2
    },
    {
      "question_id": 3,
      "scale_id": 3
    },
    {
      "question_id": 4,
      "scale_id": 3
    },
    {
      "question_id": 5,
```

```
        "scale_id": 3
      }
    ]
  }
}
```

#### 2.3.4. Response example

```
{
  "success": true,
  "data": {
    "message": "Answers saved!"
  }
}
```

### 2.4. Get results

Get the results for the user's personality test.

#### 2.4.1. Endpoint

GET /api/headless/personality/results/:subjectId

#### 2.4.2. Fields

subjectId - TDL's user ID

#### 2.4.3. Response example

```
{
  "success": true,
  "data": {
    "subject_id": 282,
    "results": [
      {
        "factor_id": 1,
        "score": 5,
        "scoreLevel": "low",
        "normalizedScore": 16,
        "normalizedPopulation": 25,
```

```

        "description": "Those who score on the lower end of
emotional stability...",
        "general_description": "Emotional stability is an
indicator...",
        "title": "Emotional Stability",
        "facets": [
            {
                "facet_id": 1,
                "score": 0,
                "scoreLevel": "low",
                "normalizedScore": 14,
                "normalizedPopulation": 24,
                "title": "Balance",
                "description": "Balance describes the ability
to cope with stress...",
                "general_description": "Balance describes the
ability to cope with stress..."
            },
            ...
        ]
    },
    {
        "factor_id": 2,
        "score": 4,
        "scoreLevel": "low",
        "normalizedScore": 11,
        "normalizedPopulation": 43,
        "description": "People on the low end of the
agreeableness spectrum...",
        "general_description": "Agreeableness relates to the
ability to work...",
        "title": "Agreeableness",
        "facets": [
            {
                "facet_id": 3,
                "score": -3,
                "scoreLevel": "low",
                "normalizedScore": 8,
                "normalizedPopulation": 43,
                "title": "Compassion",
                "description": "Compassion is the degree of
care one has...",
                "general_description": "Compassion is the
degree of care..."
            }
        ]
    }
]

```

```

    },
    ...
  ],
  },
  ...
]
}
}

```

## 3. Culture test

TDL's Culture Test API

### 3.1. Get questions

Get a list of all the questions for the culture test.

#### 3.1.1. Endpoint

GET /api/headless/culture/questions

#### 3.1.2. Response example

```

{
  "success": true,
  "data": [
    {
      "category_id": 1,
      "title": "People and Workplace",
      "questions": [
        {
          "id": 1,
          "text": "A creative and high-energy work
environment"
        },
        {
          "id": 2,
          "text": "A friendly work environment"
        }
      ]
    }
  ]
}

```

```

    },
    {
      "id": 3,
      "text": "Working with people from different walks
of life"
    },
    {
      "id": 4,
      "text": "Allowance to pursue personal
hobbies/projects"
    },
    {
      "id": 5,
      "text": "Support for self-improvement"
    },
    {
      "id": 6,
      "text": "Recognizing performance (Meritocracy)"
    },
    {
      "id": 7,
      "text": "Respect for our people"
    },
    {
      "id": 8,
      "text": "A communicative environment"
    }
  ]
},
...
]
}

```

## 3.2. Send answers

Send user's answers for the culture test.

### 3.2.1. Endpoint

POST /api/headless/culture/answers

### 3.2.2. Fields

subject\_id - TDL's user ID

categories - Array of objects with two fields:

categories.category\_id - ID of the category

categories.answers - Array of objects with two fields:

categories.answers.question\_id - ID of the question

categories.answers.value - Answer value

### 3.2.3. Request body example

```
{
  "subject_id": 282,
  "categories": [
    {
      "category_id": 1,
      "answers": [
        {
          "question_id": 1,
          "value": 50
        },
        {
          "question_id": 2,
          "value": 20
        },
        {
          "question_id": 3,
          "value": 10
        },
        {
          "question_id": 4,
          "value": 10
        },
        {
          "question_id": 5,
          "value": 10
        },
        {
          "question_id": 6,
          "value": 0
        }
      ]
    }
  ]
}
```

```

        "question_id": 7,
        "value": 0
    },
    {
        "question_id": 8,
        "value": 0
    }
]
},
...
{
    "category_id": 5,
    "answers": [
        {
            "question_id": 1,
            "value": 60
        },
        {
            "question_id": 2,
            "value": 20
        },
        {
            "question_id": 3,
            "value": 15
        },
        {
            "question_id": 4,
            "value": 5
        }
    ]
}
]
}

```

### 3.2.4. Response example

```

{
    "success": true,
    "data": {
        "message": "Answers saved!"
    }
}

```

```
}
```

### 3.3. Get results

Get the results for the user's culture test.

#### 3.3.1. Endpoint

GET /api/headless/culture/results/:subjectId

#### 3.3.2. Fields

subjectId - TDL's user ID

#### 3.3.3. Response example

```
{
  "success": true,
  "data": {
    "subject_id": "282",
    "results": {
      "categories": [
        {
          "title": "People and Workplace",
          "category_id": 1,
          "results": [
            {
              "score": 30,
              "title": "Creative/Energetic",
              "percentile": 99.000999000999,
              "question_id": 1,
              "populationScore": 5.44,
              "populationPercentile": 69.6
            },
            {
              "score": 12,
              "title": "Friendly Env.",
              "percentile": 92.2077922077922,
              "question_id": 2,
```

```

        "populationScore": 6.17,
        "populationPercentile": 70.4
    },
    {
        "score": 6,
        "title": "Diversity/Inclusion",
        "percentile": 95.5044955044955,
        "question_id": 3,
        "populationScore": 2.34,
        "populationPercentile": 56.3
    },
    ...
]
},
...
],
"uniqueness": {
    "score": 53,
    "title": "Balanced uniqueness",
    "description": "Your score indicates that you might
be a little different from the other respondents. This implies that
you have requirements and preferences about an environment that are
in line with those of others but some that are (more) unique to you.
This is what we call \"balanced uniqueness\". Balanced uniqueness
makes you versatile and relatively able to fit into most cultural
environments. It also means that you have some preferences that are
relatively strong and you should pursue them to find the ideal
environment where you can flourish."
},
"allTexts": [
    {
        "id": 1,
        "question_id": 1,
        "text_positive": "People who care about 'Creative
& High-energy' may prefer environments where they can explore many
possible solutions and get excited about new and different ideas or
approaches to problems.",
        "text_negative": "People who care less about
'Creative & High-energy' may prefer environments where they have a
fair degree of routine and can continue developing within their
specialisation."
    },
    ...

```

```

    ]
  }
}

```

## 3.4. Get report texts for each question

Get a list of all the question texts (positive/negative) for the culture test. For example, if the question percentile score is below 50 use the negative text in the report and if it's above 50 use the positive text.

### 3.4.1. Endpoint

GET /api/headless/culture/questions/texts

### 3.4.2. Response example

```

{
  "success": true,
  "data": [
    {
      "id": 1,
      "question_id": 1,
      "text_positive": "People who care about 'Creative & High-energy' may prefer environments where they can explore many possible solutions and get excited about new and different ideas or approaches to problems.",
      "text_negative": "People who care less about 'Creative & High-energy' may prefer environments where they have a fair degree of routine and can continue developing within their specialisation."
    },
    ...
  ]
}

```

## 5. Recommended roles

Get a list of recommended roles for a subject who has done the personality and logical assessments.

## 5.1. Endpoint

GET /api/headless/recommended-roles/subject/:subjectId

## 5.2. Fields

subjectId - int, TDL's user ID

## 5.3. Response example

```
{
  "success": true,
  "data": {
    "roles": [
      {
        "profile_id": 146,
        "type": "general",
        "fit_score": 84.7,
        "role_name": "Recruiter"
      },
      {
        "profile_id": 78,
        "type": "general",
        "fit_score": 84.38,
        "role_name": "Dietician"
      },
      {
        "profile_id": 49,
        "type": "general",
        "fit_score": 77.49,
        "role_name": "Real Estate Agent"
      },
      ...
    ]
  }
}
```

## 6. Job Profiles

Job profiles

### 6.1. Get list of general profiles

Get a list of all general profiles

#### 6.1.1. Endpoint

GET /api/headless/job-profiles/general

#### 6.1.2. Response example

```
{
  "success": true,
  "data": [
    {
      "id": 1,
      "role_name": "Marketing",
      "group_id": 7,
      "group_name": "Marketing"
    },
    {
      "id": 2,
      "role_name": "Sales",
      "group_id": 6,
      "group_name": "Sales"
    },
    {
      "id": 3,
      "role_name": "Pilot",
      "group_id": 27,
      "group_name": "Public Services"
    },
    ...
  ]
}
```

## 6.2. Personality test benchmarks

Get personality test benchmarks

### 6.2.1. Endpoint

GET /api/headless/job-profiles/general/:profileId/personality-population

### 6.2.2. Fields

profileId - int, General job profile ID

### 6.2.3. Response example

```
{
  "factors": [
    {
      "id": 5,
      "name": "Openness",
      "score": 70.97
    },
    {
      "id": 3,
      "name": "Conscientiousness",
      "score": 76.94
    },
    ...
  ],
  "facets": [
    {
      "id": 9,
      "name": "Intellect",
      "score": 69
    },
    {
      "id": 10,
      "name": "Openness",
      "score": 73
    },
    ...
  ]
}
```

```
]
}
```

## 7. Company Culture Tests

### 7.1. Create a new test for company

#### 7.1.1. Endpoint

POST /api/headless/culture/company

#### 7.1.2. Fields

name - name of company or department (string max 255 characters)

#### 7.1.3. Response Example

```
{
  "test_id": 20
}
```

### 7.2. Get all categories

#### 7.2.1. Endpoint

GET /api/headless/culture/company/categories

#### 7.2.2. Response example

```
[
  {
```

```
        "id": 1,
        "text": "People and Workplace",
        "short_text": "",
        "validation": "required"
    },
    ...
]
```

## 7.3. Get all questions for category

### 7.3.1. Endpoint

GET /api/headless/culture/company/questions/category/{categoryId}

### 7.3.2. Response example

```
[
    {
        "id": 9,
        "text": "Attractive products and services",
        "short_text": "Attractive Product",
        "category_id": 2,
        "validation": "required"
    },
    ...
]
```

## 7.4. Get all answers for category

### 7.4.1. Endpoint

GET /api/headless/culture/company/:testId/answers/category/:categoryId

### 7.4.2. Fields

testId - int

categoryId - int

### 7.4.3. Response example

```
[
  {
    "questionId": 9,
    "answerValue": 0
  },
  {
    "questionId": 10,
    "answerValue": 0
  },
  ...
]
```

## 7.5. Posts answers for category

### 7.5.1. Endpoint

POST /api/headless/culture/company/category/answers

**Notice:** After last category is sent, test will be completed

### 7.5.2. Fields

answers - array

test\_id - int

category\_id - int

### 7.5.3. Request body example

```
{
```

```
    "answers" : [{"question_id": 9, "value": 0}, {"question_id": 10,
"value": 0}, {"question_id": 11, "value": 0}, {"question_id": 12,
"value": 0}, {"question_id": 13, "value": 20}, {"question_id": 14,
"value": 10}, {"question_id": 15, "value": 70}, {"question_id": 16,
"value": 0}],
    "test_id" : 20,
    "category_id" : 2
}
```

#### 7.5.4. Example response

```
{
    "message": "Answers saved!"
}
```

### 7.6. Get results

#### 7.6.1. Endpoint

GET /api/headless/culture/company/:testId/results

#### 7.6.2. Fields

testId - int

#### 7.6.3. Response example

```
{
    "name": "Networkme",
    "test_name": "bojan test",
    "results": {
        "results": {
            "results": [
```

```

{
  "title": "People and Workplace",
  "results": [
    {
      "score": 0,
      "title": "Creative/Energetic",
      "percentile": 4.5473684210526315,
      "question_id": 1,
      "populationScore": 4.09,
      "populationPercentile":
60.90526315789474
    },
    ...
  ],
  "category": 1
},
...
],
"uniqueness": {
  "score": 40,
  "title": "High adaptability",
  "description": "Your score indicates that you fit
right..."
}
},
"allTexts": [
  {
    "id": 1,
    "question_id": 1,
    "text_positive": "People who care about 'Creative
& High-energy' may prefer environments...",
    "text_negative": "People who care less about
'Creative & High-energy' may prefer environments..."
  }
]
}

```

```
        },  
        ...  
    ]  
}  
}
```

## 7.7. Get culture fit score for company and talent

### 7.7.1. Endpoint

GET /api/headless/culture/fit/company/{testId}/subject/{subjectId}

### 7.7.2. Response example

```
{  
  "success": true,  
  "data": 33.62597609976024  
}
```