

# U-PaFi User Research

Many U-tad students complete their degrees with strong technical skills but seek additional guidance on career direction. They want to understand their options, identify suitable career paths, and find relevant job opportunities that match their abilities. UPaFi is a career guidance tool that helps graduates discover job options, receive personalized recommendations, and connect with mentors. It provides career planning, market insights, and job search support to make the transition from university to work easier. With UPaFi, U-tad graduates can find direction, gain confidence, and take clear steps toward their future.

## User Case 1: Carmen - 3rd Year Student (Looking for Internship)

### Pain Points

- **Uncertainty about specialization:** Needs to decide between *Data Analytics* and *Data Science*.
- **Lack of clear assessment:** Unsure how her skills and academic performance align with each career path.
- **Difficulty in finding relevant internship opportunities:** Needs guidance on industry expectations and available internships.
- **Overwhelming information:** The amount of career advice online is extensive and hard to filter.
- **Lack of structured guidance:** Faculty members provide general advice, but there's no tailored plan.

### Customer Actions

1. Logs into the **personal dashboard**.
2. Completes a **skills and interest assessment**.
3. Reviews the **academic performance analysis**.

4. Receives **personalized career recommendations**.
5. Updates her profile to refine suggestions.
6. Generates a **report to share with her teacher for mentorship**.

### **Solution of Our Product**

- **Before:** Carmen struggles to choose between *Data Analytics* and *Data Science* due to lack of structured guidance.
- **After:** The tool provides **data-driven career insights**, personalized recommendations, and a structured report to facilitate a discussion with her teacher, helping her make a confident decision.

### **User Case 2: Marcos - 4th Year Student (Career Advice for AI Jobs)**

#### **Pain Points**

- **Uncertainty about job opportunities in AI:** Marcos knows he wants to work in AI but is unsure of the best job roles (ML Engineer, Data Scientist, AI Researcher, etc.).
- **Lack of job market insights:** Struggles to understand **industry demand** and required skills.
- **Need for mentorship and real-life examples:** Would benefit from alumni success stories but doesn't have direct connections.
- **Unclear skill gaps:** Wants to identify areas for improvement before applying for jobs.
- **Lack of confidence in his career path:** Needs validation of his choices to ensure he's on the right track.

#### **Customer Actions**

1. **Reviews current progress** using the dashboard.
2. **Analyzes market trends** to see the most in-demand AI roles.
3. **Explores alumni success stories** for inspiration.
4. **Receives career recommendations** based on his profile.

- 5. **Updates profile** to refine recommendations.
- 6. **Generates a report** to share with his teacher for further feedback.

Touchpoints

- **Dashboard Interface:** Helps Marcos monitor his academic and skill progression.
- **Market Trend Analytics:** Provides real-time industry insights about AI job opportunities.
- **Alumni Success Stories:** Showcases pathways followed by past graduates.
- **Recommendation Engine:** Suggests career paths based on data.
- **Report Generation Feature:** Summarizes insights for career discussions.

Solution of Our Product

- **Before:** Marcos has a **vague career goal** but lacks industry insights and role clarity.
- **After:** The tool provides **real-world data on AI career paths**, alumni case studies, and personalized role recommendations, helping him confidently pursue an AI-focused job.

Aspect	Carmen (Internship Search - 3rd Year)	Marcos (AI Career Guidance - 4th Year)
Pain Point	Uncertainty between <i>Data Analytics</i> and <i>Data Science</i>	Unclear AI career path and industry demand
Key Actions	Completes skill assessment, reviews academic progress, gets recommendations, shares report with teacher	Analyzes market trends, explores alumni stories, refines career options, shares report
Touchpoints	Skills assessment tool, academic performance analysis, career recommendation engine	Market trends, alumni case studies, career recommendations
Main Need	Internship opportunities in a well-matched specialization	Validation and clarity on AI job market trends
Outcome	Confident decision between <i>Data Analytics</i> or <i>Data Science</i> and clear internship roadmap	Defined AI career path with insights into in-demand skills and job roles

## Interviews with U-TAD Students and Graduates

### Interview with Pedro – A Real Case on Career Struggles

**Aryan:** Broooo, long time no see! How's life after finishing your degree?

**Pedro:** Hey man! Yeah, it's been a bit weird, to be honest. I finished in January, and now I feel kinda lost.

**Aryan:** Yeah? What do you mean?

**Pedro:** I mean... I thought after finishing, I'd have a clear idea of what to do next, but I don't. I don't know what I like, what kind of job I want, or even where to start looking.

**Aryan:** Damn, that's rough. But I mean, you did your practice, right? How was that?

**Pedro:** Yeah, I did, but... I didn't really enjoy it. I mean, it was fine, but I don't see myself doing that forever. And now, every time I look at job offers, I just feel like... none of them sound interesting.

**Aryan:** I get you. So, you have no idea what kind of job you want?

**Pedro:** Not really... I just know I don't want something super boring. But at the same time, I need to find something, you know? I can't just sit here doing nothing.

**Aryan:** Yeah, makes sense. Have you talked to anyone about it? Like teachers, people from your internship, or even friends who already got jobs?

**Pedro:** Not really. I feel like everyone else already knows what they wanna do, and I don't wanna be that guy who's like, "Hey, I have no idea what to do with my life."

**Aryan:** Bro, trust me, more people feel like this than you think. Maybe you just need to explore a bit, see what jobs match your skills or what kind of work environment you'd like.

**Pedro:** Yeah, but where do I even start? I feel like job searching is just scrolling through LinkedIn, seeing jobs that sound the same, and then closing the tab.

**Aryan:** I hear you. Maybe we can try some career tests or see what kind of roles match your strengths? Just so you get a better idea.

**Pedro:** Yeah, man, that would be great. I just need to find some direction. Right now, I feel like I'm just floating with no plan.

**Aryan:** No worries, we'll figure it out. Let's grab a coffee and check some stuff together.

## Need Identified: Career Uncertainty and Lack of Job Search Direction for Recent Graduates

Pedro's case highlights a common issue among recent graduates: they finish their degree but don't know what career path to follow. This uncertainty leads to frustration and inaction.

### Key Needs Identified:

Pedro doesn't know what he likes, what type of job he wants, or where to start looking. He feels embarrassed to ask professors, mentors, or friends for advice because he believes everyone else already has a plan. Lack of Tools to Explore Career Options

### How Our Career Guidance Solves This

- Helps users discover their strengths and interests.
- Provides trends and in-demand roles based on the user's profile.
- Suggests different job options based on the user's background, not just standard job listings.
- Connects users with alumni who faced similar struggles and found their path.
- Breaks down the job search into manageable steps, making it easier and less overwhelming.

## Interview with Sam -- A Real Student's Experience with the Tutorship Program

**Sophie:** Sam, how and when did you first learn about the Tutorship program?

**Sam:** U-tad told me about it in my first year through an email.

**Sophie:** Interesting. What made you decide to apply to this program?

**Sam:** I thought it was better to apply and never need it than need it and not having a tutor.

**Sophie:** That's a good approach. Who did you choose as your tutor(s) and why?

**Sam:** Since one of them is not at u-tad anymore, I don't feel comfortable giving names, but I chose both of them because I felt comfortable talking to them and one of them knew a lot about my mention.

**Sophie:** I understand. How and how often did you contact your tutor(s)?

**Sam:** The mandatory meetings, twice a year.

**Sophie:** I see. How have your tutor(s) helped you along all this time?

**Sam:** It helped me with tips about how to concentrate better in my studies.

**Sophie:** Were there any kinds of problems during the Tutorship process? Anything that was hard, frustrating, or annoying?

**Sam:** Nope.

**Sophie:** Have you talked about your career prospects with your tutor(s)? Did it help you?

**Sam:** Not exactly, but I talked to one of them once about what mention to choose, and it helped.

**Sophie:** Have your tutor(s) helped you understand better your preferred career field?

**Sam:** Outside of the meetings, but yes.

**Sophie:** Have your tutor(s) helped you get an internship or a job somewhere?

**Sam:** Nope.

**Sophie:** Have you discussed your skills and how to improve them with your tutor(s)?

**Sam:** I did, but more related to my soft skills rather than my hard skills.

## Interview with Bob -- A Case of Mismatched Expectations

**Sophie:** Bob, could you tell me about your experience with the Tutorship program?

**Bob:** Well, I'm a third-year student. I heard that I could get a tutor and thought they would help with my academic development.

**Sophie:** What happened when you connected with your tutor?

**Bob:** I only spoke with them once. During that meeting, I realized that the tutor's job wasn't really what I expected. They weren't there to help with academics.

**Sophie:** What was their actual role supposed to be?

**Bob:** They were more focused on practical, career-oriented guidance. That wasn't what I was looking for at the time.

**Sophie:** How did that make you feel?

**Bob:** It was a waste of time, honestly. For both of us. If there had been more clarity about what tutors actually do, I wouldn't have signed up.

**Sophie:** So there was a communication issue about the purpose of the program?

**Bob:** Exactly. I needed academic support, but the program was designed for career guidance. There should have been better information about this from the beginning.

**Sophie:** Did you try to find other academic support after this experience?

**Bob:** Not through the tutorship program. I just figured I'd handle it on my own.

## Need Identified: Unclear Communication About Tutorship Purpose

Bob's experience shows how students could benefit from upfront clarity about the tutorship program's focus. When expectations align from the start, both students and tutors can make the most of their collaboration.

### How Our Platform Solves This

Our platform makes it clear from the start that we focus on helping students prepare for jobs and internships. Students who want career guidance can use our tool to get ready for their tutoring sessions, bringing specific questions and career goals. This way, both students and tutors can spend their limited time discussing actual career opportunities instead of just getting to know each other.

## Interview with Joe -- A Successful Tutorship Experience

**Pablo:** Joe, how and when did you learn about the Tutorship program?

**Joe:** The year before I heard a conversation between a classmate and a teacher.

**Pablo:** Why did you decide to apply to this program?

**Joe:** I find it interesting and helpful.

**Pablo:** Who did you choose as your tutor(s) and why?

**Joe:** Alberto Leon, I had good chats with him.

**Pablo:** How and how often did you contact your tutor(s)?

**Joe:** Twice a week.

**Pablo:** How have your tutor(s) helped you along all this time?

**Joe:** Really good, he is very present when needed.

**Pablo:** Were there any kinds of problems during the Tutorship process? Anything that was hard, frustrating, or annoying?

**Joe:** Nope.

**Pablo:** Have you talked about your career prospects with your tutor(s)? Did it help you?

**Joe:** Yes, he coached me really well and support me also.

**Pablo:** Have your tutor(s) helped you understand better your preferred career field?

**Joe:** Yes, due to his wide experience he helped me really well focusing on the important aspects for my future.

**Pablo:** Have your tutor(s) helped you get an internship or a job somewhere?

**Joe:** Not yet but looking forward it.

**Pablo:** Have you discussed your skills and how to improve them with your tutor(s)?

**Joe:** Yes.

This interviewee could serve as a represent for the "ideal case" of the current tutorship system - a student who found a compatible mentor, engages regularly, and receives valuable guidance. The platform could help replicate this positive experience for more students who haven't been as fortunate in their tutorship journey.



# Value Proposition for the Career Guidance Tool

Many students finish their degree ready to work but uncertain about what job is right for them. They do need help understanding where to search, what they are good at, or what kind of work they would enjoy. Without additional support, job searching might become stressful and confusing. Our Career Guidance Tool helps students explore different career paths, understand their strengths, and find job opportunities that match their skills and interests.

The tool provides personalized job recommendations based on the user's background and preferences. It also offers market insights, so students can see which jobs are in demand and what skills they need to develop. Instead of wasting time looking at random job offers, students can focus on opportunities that fit them best.

To help students feel more confident, the tool includes career exploration features where they can learn about different jobs, see real success stories from alumni, and even connect with mentors. It also provides step-by-step job search support, including help with resumes, interviews, and networking.

Many students feel lost after university, but they are not alone. Our tool makes the transition from student life to professional life easier by giving clear direction, useful advice, and the right resources to take the next step in their career.

## User Persona: U-tad Students Searching for Career Guidance

### 1. General Profile

- **Name:** Carmen (3rd-year student), Marcos (4th-year student), Pedro (graduate), Bob (3rd-year student), Sam (4th-year student), Joe (student)
- **Age:** 20-23 years old
- **Education Level:** Bachelor's degree students at U-tad

- **Field of Study:** Software Engineering, Data Engineering, Business, or related fields
- **Location:** Spain

## 2. Pain Points & Needs

- **Lack of Career Direction:** Unsure about what jobs fit their skills and interests. Confusion between specializations (e.g., Data Analytics vs. Data Science).
- **Job Search Confusion:** Don't know where or how to apply for internships or full-time jobs. Feel overwhelmed by the process.
- **Market Uncertainty:** Don't understand industry trends or required skills for different careers.
- **Mentorship Access:** Students need reliable connections to professionals for career advice, with consistent quality across different tutor relationships.
- **Overwhelming Job Listings:** Job platforms like LinkedIn have too many options without clear guidance.
- **Tutorship Expectations:** Students need clear information upfront about what different tutors offer - academic support, career guidance, or specialized industry insights.
- **Limited Session Structure:** Few formal sessions that are often used inefficiently.

## 3. Goals & Motivations

- **Find a job or internship that matches their skills and interests.**
- **Receive clear guidance on career paths and job search strategies.**
- **Gain confidence in their professional choices.**
- **Have access to real-world insights from alumni and industry professionals.**
- **Maximize limited tutoring time with better preparation.**

- **Bridge the gap between education and career with structured support.**

#### 4. Behavioral Patterns

- **Engagement Ranges:** Participation varies from minimal required (twice yearly) to highly engaged (twice weekly).
- **Hesitancy to Seek Help:** Reluctant to admit career uncertainty compared to peers.
- **Passive Information Gathering:** Wait for guidance rather than actively researching careers.
- **Late Decision-Making:** Often delay career path decisions until late in academic program.
- **Preparation Issues:** Typically underprepared for tutoring sessions, reducing their effectiveness.

### Buyer Persona: U-tad Administration & Career Services

#### 1. General Profile

- **Role:** Responsible for student career development and graduate success
- **Organization:** U-tad University

#### 2. Pain Points & Needs

- **Student Uncertainty:** Many students finish their degree without knowing what to do next.
- **Lack of Career Support Tools:** Traditional career services are not enough to provide personalized guidance.
- **Graduate Employment Rates:** Universities want to improve student placement in jobs to enhance their reputation.
- **Limited Resources:** Career advisors have too many students and cannot provide 1-on-1 guidance for everyone.

### **3. Goals & Motivations**

- Improve graduate employment rates and student career satisfaction.
- Offer students a structured career planning tool without increasing staff workload.
- Provide a digital, scalable solution for career guidance.
- Enhance U-tad's reputation as a university that supports students' careers.

# Extra: Teacher's Perspective on Current Tutorship System

## Existing Program Structure

- U-TAD has a Tutorial Action Plan (PAT - Plan de Acción Tutorial)
- Only 1-2 sessions per year with tutors
- First session often used just for basic introductions
- Also offers job fairs, workshops, and other career events

## Areas for Enhancement

- Current system has potential to scale better with additional technology
- Student awareness can be significantly increased
- Limited session time can be used more efficiently with additional preparation
- Students need personalized assistance

## Opportunities for Improvement

- Help students prepare for tutoring sessions in advance
- Generate executive PDF reports for tutors with student information
- Allow tutoring to focus more on effective internship/job searching
- Make better use of limited tutoring time

## Teacher's View of Our Platform Value

- U-PaFi could prepare students before tutoring sessions
- Generate necessary materials and comprehensive information
- More productive use of session time
- Win-win for both students and tutors

This teacher perspective validates our platform's purpose and provides insight into how it could integrate with the existing tutorship system rather than replacing it.