

Career Footprint: Market Analysis for Career Planning

Demographic Prototypes

Profile 1



Sofia is 26 years old, working her first graphic design job. She rents an apartment in the city and is still getting used to a 9-5 schedule. She has found herself meeting many new milestones in her career and will be utilizing our career planner to document them for further use in future opportunities.

Profile 2:



John is 40 years old, with a long career, who is currently between jobs. He has 3 kids, one of which he is still putting through college. He lives in the suburbs outside of the city he worked in. His main use for our career planner is to find a new job in his field.

Shareholders

1. Job Seekers

- **The primary users of the application who will benefit from the career guidance aspect of the application**
- Résumé optimization, interview preparation
- Highly motivated to improve resumés and find jobs
- Willing to pay for premium features if they provide tangible benefits
- May be hard to retain users after they find a job
- College graduates, mid-career professionals

2. Universities

- Career services could help use the application for students
- Résumé building, résumé tailoring, career exploration
- May be able to buy bulk purchase licenses
- Help establish credibility for education
- May require integration with existing career services and student portals
- Budget constraints on external platforms

3. Career Coaches / Résumé Writers

- An additional tool to assist clients
- Willing to pay for tools that improve efficiency
- May be able to contribute content to the platform
- Require customized/customizable tools

4. Online Learning Platforms

- Tie relevant information into creating a better tailored résumé
- Update résumé as certifications become completed
- Canvas, Udemy, LinkedIn Learning, etc.
- After finishing courses, update the résumé accordingly
- Potential affiliate marketing
- Large platforms may not need or want partnerships
- Users may prefer free learning resources over paid

5. Governments

- Could help workforce re-entry programs
- Potential funding from government initiatives
- Requires strict compliance with legal and accessibility standards
- Budget constraints can limit available funding

6. Professional Organizations

- Tailor many resumés at once to prepare for job applications
- Update resumés with finished projects as they get finished
- Non-profits, different associations and communities, workplaces
- Can endorse the application and may fund career tools for their members

Monetization Avenues

1. Freemium Model

- Basic features and tools are free
 - Developing a basic resumé
 - Career assessment quizzes
- Paid users are given access to advanced features
 - Resumé optimization tools
 - Cover letter generator
 - Industry-specific resumé templates
 - Career growth recommendations
- This type of model will incentivize users to upgrade to premium
- Low barrier to entry
- Requires strong upselling strategies
- It can be expensive to maintain free features without immediate revenue
- Could offer different subscription tiers
- Examples: LinkedIn, Grammarly

2. Subscription Plans

- Per-month or per-year plans
- Different tiers for plans possible at different price points
 - Free, Pro, Ultimate, etc.
- Provides steady income from recurring subscriptions
- Encourages long-term engagement
- Allows users to access all features without individual payments
- Users may cancel after a short time if they do not see immediate benefits
- High competition with existing tools
- Requires continuous feature improvements to retain subscribers
- Examples: LinkedIn Premium, Grammarly

3. Pay-Per-Use

- Pay for specific features or type of service
- Could be used in addition to other models
- Helps people who need targeted help on their resumé, job search, etc.
- Appeals to users who don't want recurring payments
- Unpredictable revenue
- Users may not return after a single purchase
- Lower engagement rates
- Example: Fiverr

4. Corporate Partnerships

- License bulk access to the application
 - Universities, large companies, and other organizations (monetized by 'white labeling' the app or paying an affiliate commission)
- Large, upfront payments
- Provides credibility and visibility
- Requires integration with existing tools
- Needs to be discounted over other plans
- Examples: Handshake

5. Advertisements

- Use Google AdSense to show ads on the application
- Usually included in the free tier by default

- Generates passive revenue
- Recruiters may be willing to pay high amounts
- Requires a large user base to attract advertisers
- Can reduce perceived platform quality and user experience
- Examples: Google Ads, LinkedIn Ads, Indeed

6. Sponsorships

- Specific organizations pay to have sponsored content on the application
- Sponsored blogs, webinars, etc.
- Potential collaboration opportunities
- Exclusive premium content
- Harder to secure long-term deals
- Reduces platform independence

Competitor Analysis

LinkedIn

LinkedIn is a business focused online social media platform that promotes career development and personal networking. The main purpose of using a LinkedIn account from the perspective of a consumer is to make connections to other businesses and individuals in the consumer's career field, and to use these connections to find job opportunities and career advancement opportunities. LinkedIn offers the ability for accounts to browse active job markets and apply for available jobs, communicate directly with businesses or individuals that one is connected to, and to maintain a profile that displays career activity over time.

Key Features of LinkedIn:

- Social media feed for businesses to post about the inner workings of the business, planned goals and milestones, and job opportunities
- Direct connection from consumers to recruiters
- Long Term career milestone tracking
- Video Courses and Articles offering training for the workplace and for job searching

CareerBuilder/Monster (merging)

CareerBuilder is an online job search platform that seeks to connect applicants with jobs based on the user's profile and preferences. CareerBuilder can act as a catalog for a consumer to filter through and apply for relevant jobs manually, or it can provide suggestions and recommendations based on information given by the consumer, such as applicable skills, work history, location, and areas of interest. The idea is to use these metrics to help pair applicants to preferred jobs to increase job satisfaction. CareerBuilder also provides support for building resumés and planning careers.

Key Features of CareerBuilder:

- User information-based job recommendations
- Expansive catalog that can be easily scrolled, filtered, and searched
- Direct career and salary comparison
- Automated resumé building support

Todoist

Todoist is a task management application that offers both free and premium tiers, with the latter providing advanced features like reminders and project templates. Its gamification feature, Karma, rewards users for completing tasks and maintaining productivity streaks, enhancing user motivation and engagement. Todoist's integration with various platforms, including Alexa and Google Home, and its focus on individual productivity, make it a valuable tool for personal and professional task management.

Key Features of Todoist:

- Active task management and productivity features
- Active engagement reminders and incentives
- Integration with other products and services that may improve user experience

Duolingo

Duolingo is a leading language-learning platform that utilizes a freemium business model. It offers free access to language courses, supplemented by ads, and provides premium subscriptions (Duolingo Plus) that remove ads and offer additional features. The platform's gamification elements, such as streaks and XP systems, have significantly contributed to user engagement and retention. As of 2023, Duolingo reported a 44% increase in revenue, reaching \$531.1 million, attributed to its effective freemium model and user engagement strategies. Duolingo also uses the personification of in app or app related characters to increase the emotional connection between user and app.

Key Features of Duolingo:

- Fully gamified user experience; every action has a reward and a reason to return
- Approachable UI/UX design make the app easy to use from first launch

- Exciting and communal environment makes users emotionally invested

Implications for Career Footprint

Applying for a job and building a career are monumental tasks that every person faces; even in childhood before an individual may be eligible to work the idea of “What do you want to be when you grow up?” can be daunting or overwhelming. The goal of Career Footprint is to reform the career building process into something less arduous, monotonous, and boring, into a rewarding experience that encourages consistent activity so that a user can always be connected to their work.

By analyzing the success of other platforms, Career Footprint can derive valuable insights into effective user engagement and monetization strategies. Gamification elements, such as XP systems and streaks, are proven features that can enhance user motivation and retention. Applying for jobs is often a massive and repetitive task, so Career Footprint seeks to encourage users to enjoy each step more and retain consistent engagement.

Additionally, integrating AI-driven tools for personalized career planning aligns with current market trends and user expectations, positioning Career Footprint to effectively meet the evolving needs of job seekers and professionals. Building a resumé and writing a strong application are unique skills that may be difficult for individuals to develop on their own, which makes the support of something like Career Footprint invaluable.

Sources

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