

Compass

Compass lets college students try a small, realistic piece of each career path they're weighing, notice how it felt, and choose their next step with evidence. It supports the decision; it never makes it for them.

STAGE

Minimum lovable product

STATUS

Live preview and early access

PLATFORM

Web, designed mobile-first

TRY IT

The live product

(<https://compasscareers.in/>)

01

The job to be done

“When I’m stuck between two or three career paths, help me try a realistic piece of each, so I can choose my next step with evidence instead of guesswork.”

Students don’t lack information. They have job descriptions, alumni advice and career assessments, and still can’t answer the question that matters most: *would I actually enjoy doing this?* Compass answers it the only honest way, by letting them try the work.

Who needs it

PRIMARY USER

College students and recent graduates stuck between two or three paths

Usually from their second year onwards, weighing paths like product, consulting and data.

They've done the research. What they're missing is experience of the work itself.

BUYER, LATER

University career centers

They need guidance that reaches every student, not only those who book an appointment, and a clearer view of what their students are weighing.

Not for: people who already know what they want, or who want a test to tell them what to be.

When they need it

- **Before internship and placement applications open**, when they're choosing where to apply.
- **When choosing electives, a major or a specialization**, and the choice will shape what comes next.
- **Before accepting a first job offer**, when the stakes suddenly feel real.
- **After an internship that didn't feel right**, when they're reconsidering their direction.

04

What they should be able to accomplish

COMPARE

See what each path actually involves.

Done when they can describe a typical week in each path they're weighing.

EXPERIENCE

Make a realistic decision from the job.

Done when they've made a real call from each path, in minutes, with nothing at stake.

REFLECT

Notice how it felt.

Done when they can name what energized them and what drained them.

DECIDE

Choose a next step with evidence.

Done when they leave with a summary of what they noticed and one small, real-world way to test their direction.

Throughout: without being scored, ranked or told what to choose. The decision stays theirs.

05

Feature list

● LIVE NOW

In the public preview

Path switcher

Try Product, Consulting or Data from one screen, by mouse, touch or keyboard.

Realistic decision	Each path poses one decision from the job, with context and four credible options.
Sample insight	After choosing, “a signal worth noticing” explains what the choice suggests. Clearly labeled as a sample.
In the role	A short note on how people in the job actually approach that call.
Reflection check-in	Energizing, fine or draining, with a response that helps name the signal.
Next path and retry	Move straight to a path not yet tried, or take the same decision again.
Early-access signup	Name, email, college, year, up to three paths, when they need to decide, their biggest challenge, whether they want a founding-pilot spot or just updates, and confirmation that they’re 18 or older. Paths already tried are pre-selected. Validated, and works without JavaScript.

NEXT

The first full product

Accounts and saved progress	Keep experiences and reflections across visits.
Compare view	A typical week in each chosen path, side by side.
Experience packs	Several short decisions per path, from first-week tasks to harder calls.
Signal summary	Reflections gathered across every experience and path, in one place.

Decision summary	What you tried, what you noticed and what it suggests, ready to revisit or share.
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Next-step plan	One small real-world test of a direction: a course, a project or a conversation.
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LATER

Once the core is proven

More paths	Design, engineering, finance, research, marketing and more.
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Personalized experiences	Shaped around the paths and challenges each student names.
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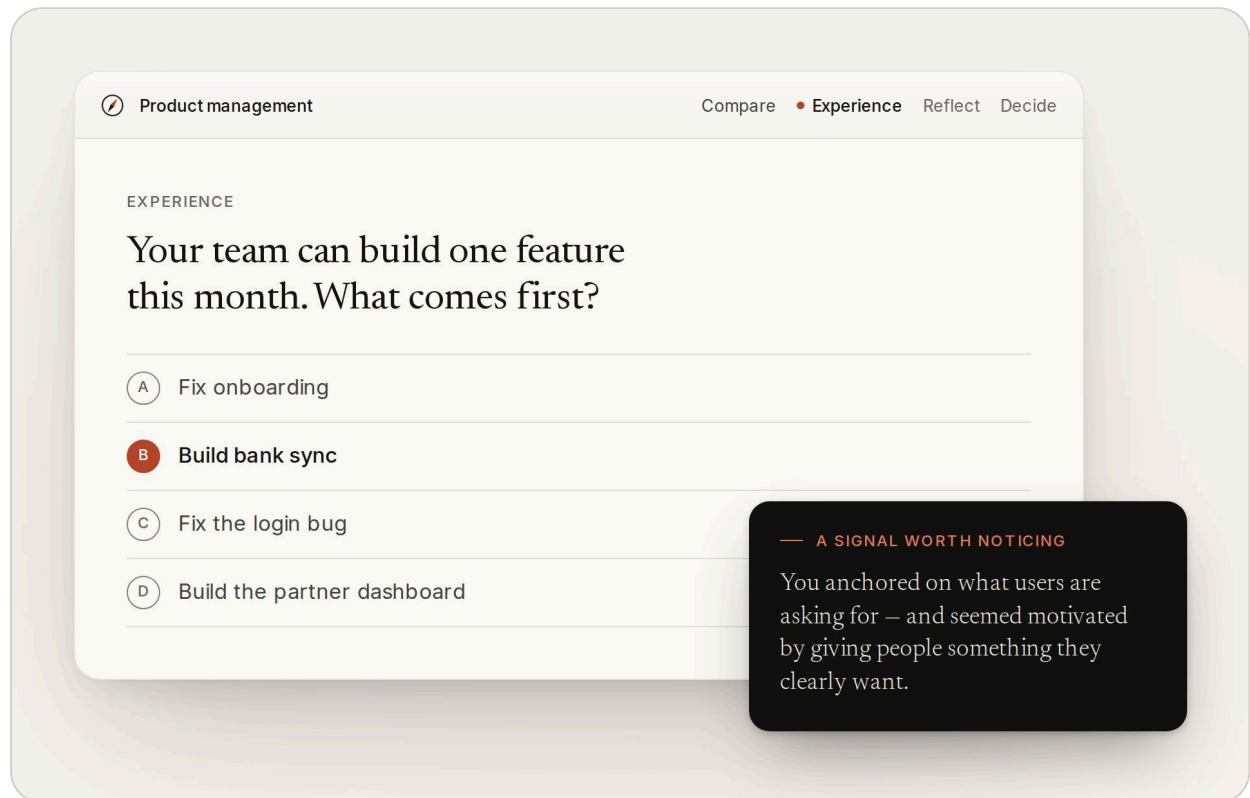
Optional human guidance	Talk it through with someone who has done the work, only if the student wants to.
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Student pass	A low-cost pass that unlocks full experience packs for each path.
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Career-center license	Compass for every student at a university, with anonymized, aggregate insight for the career team.
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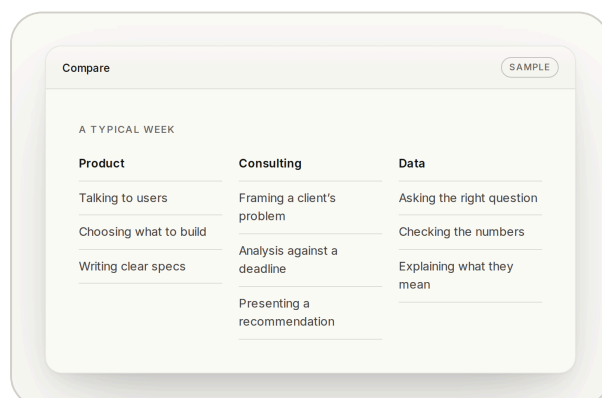
Product screens

LIVE screens are working today at the Compass site. **DESIGN** screens show the full product we're building, with sample content.



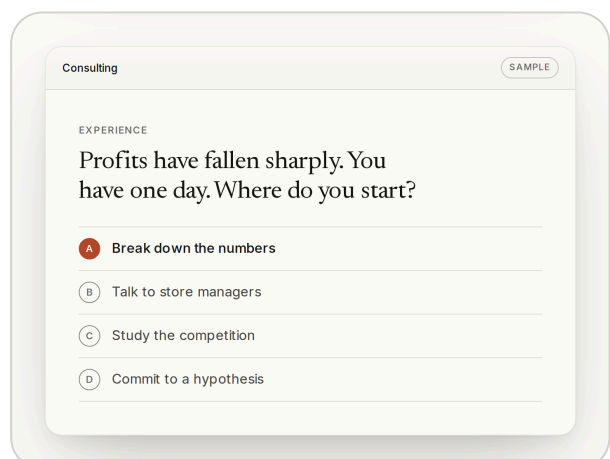
DESIGN

Experience: a product management decision, the choice made, and what it suggests.



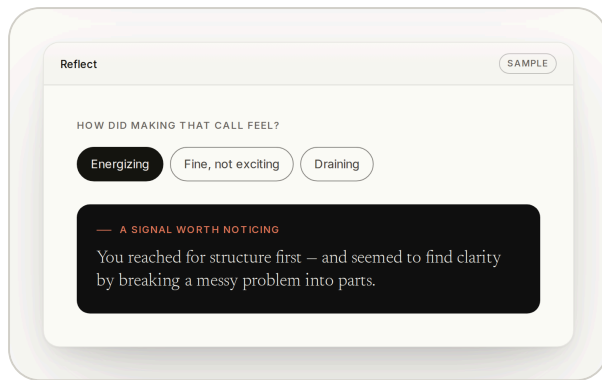
DESIGN

Compare: a typical week in each path, side by side.



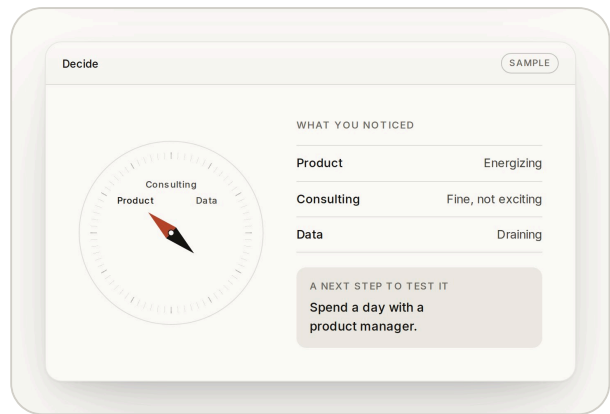
DESIGN

Experience: a consulting decision under a deadline.



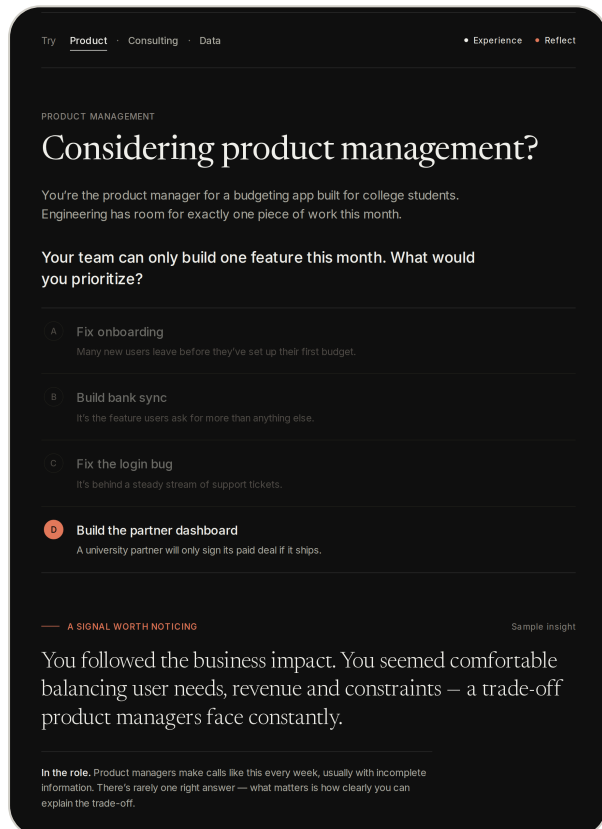
DESIGN

Reflect: naming how the decision felt.



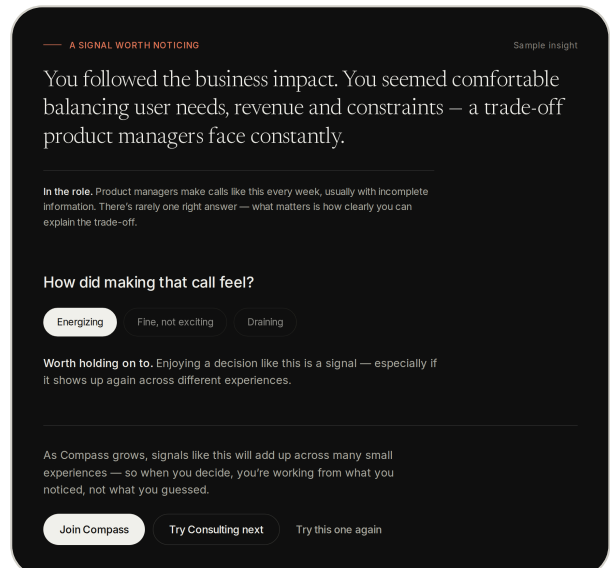
DESIGN

Decide: what you noticed, and one next step to test it.



LIVE

Try it: a real decision, the choice, and a sample insight.



LIVE

Reflect, then join or try the next path.

EARLY ACCESS

Ready to explore before you decide?

Join the list for early access. A little context about where you are helps us build the right experiences first.

We'll only use your details to contact you about Compass and to shape what we build. Nothing else.

Name

Priya Menon

Email

priya.menon@example.edu

College or university

University of Mumbai

Year of study

Third year

Which paths are you considering?

2 of 3 chosen.

Product management

Consulting

Data & analytics

Software engineering

Design

Finance

Marketing

Research

Starting something

Something else

What's making the decision hardest right now?

☒ I don't know what the work is actually like

☐ I'm drawn to too many options

☐ I'm worried about choosing wrong

☐ I feel pressure from family or peers

☐ I don't know where to start

☐ Something else

Anything you'd like to add? Optional

Join Compass

● LIVE

Early-access signup, with the paths already tried pre-selected. Shown before the pilot, timing and 18+ questions were added.

EARLY ACCESS

Ready to explore before you decide?

Join the list for early access. A little context about where you are helps us build the right experiences first.

We'll only use your details to contact you about Compass and to shape what we build. Nothing else.



You're on the list.

We'll be in touch when your Compass experience is ready.

You were already on the list, so we've updated your answers.

LIVE Confirmation after joining.

PATH

Product

Talking to users. Choosing what to build.

PATH

Design

Making ideas visible. Testing them with people.

PATH

Consulting

Framing problems. Making the case.

PATH

Data

Asking questions. Checking the numbers.

PATH

Finance

Following the money. Weighing the risk.

PATH

Research

Going deep. Proving it carefully.

PATH

Marketing

Understanding people. Telling the story.

PATH

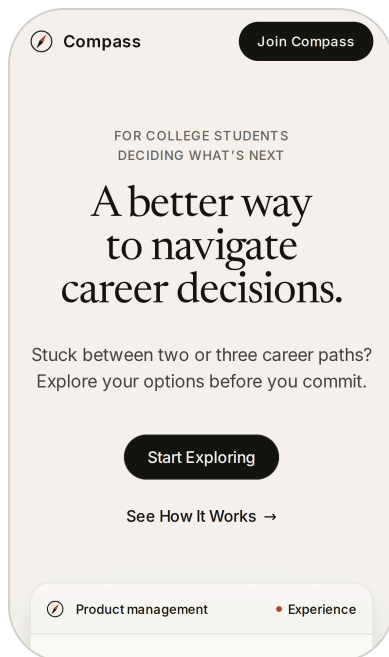
Engineering

Building things. Making them hold up.

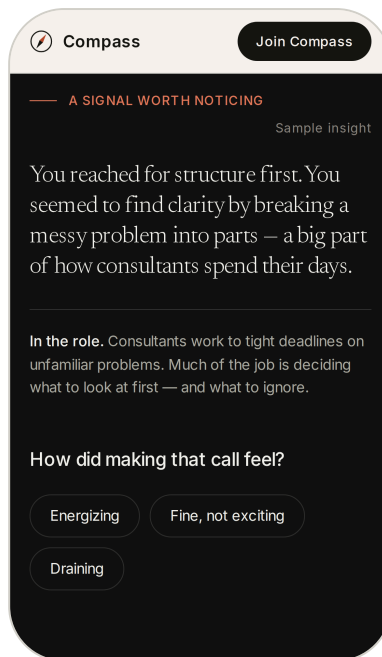
Every path, *laid out.*

Stuck between a pile of options? Compass spreads them out, so you can see what each one actually asks of you.

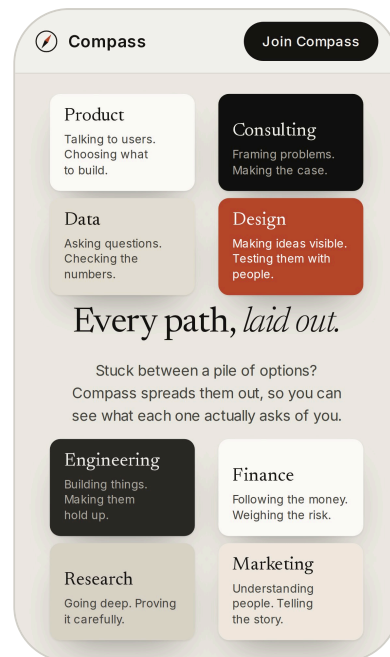
LIVE Every path, laid out: eight paths spread from a pile as you scroll.



LIVE Mobile: home.



LIVE Mobile: insight and reflection.



LIVE Mobile: every path, laid out.

07

Principles and non-goals

PRINCIPLES

You make the call. No scores, no rankings, no verdicts.

Experience over information. Show the work; don't describe it.

Honest by design. Samples are labeled. No cookies, analytics or third-party scripts.

Small and calm. Minutes per experience, never hours.

NOT BUILDING

Personality or aptitude tests.

Job boards or course marketplaces.

A chatbot that talks at students.

Anything that ranks careers for someone.

How we'll know it's working

- **Completion:** visitors who make a decision and then reflect on it.
 - **Curiosity:** how many paths each visitor tries.
 - **Intent:** early-access signups, and the paths and challenges they report.
 - **Impact:** follow-up conversations. Did Compass change what they did next?
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