IJCRT.ORG ISSN : 2320-2882

INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A Personalized Career Guidance Tool For Students

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Abstract:
Career Explorer is an innovative tool that combines psychometric analysis and activity-based assessments to provide personalized career guidance for students. This tool aims to help students discover their strengths, interests, and passions, and explore career paths that align with their unique profiles. By leveraging AI-powered algorithms and interactive assessments, Career Explorer offers a comprehensive and engaging career guidance experience

Keywords: Career development, Machine learnings, web development ,career guidance, web development , course recommendation.

I. INTRODUCTION

Choosing a career can be overwhelming for students due to limited guidance and numerous options. Traditional counselling often lacks personalization, leaving many unsure of their future paths. A **Personalized Career Guidance Tool for Students** addresses this by offering tailored career suggestions based on a student's interests, strengths, academic performance, and personality traits.

Using AI and data analysis, the tool matches students with suitable career options, provides insights into required skills, and suggests relevant educational paths. It empowers students to make informed decisions and helps educators and parents support them better—making career planning a more focused and meaningful experience.

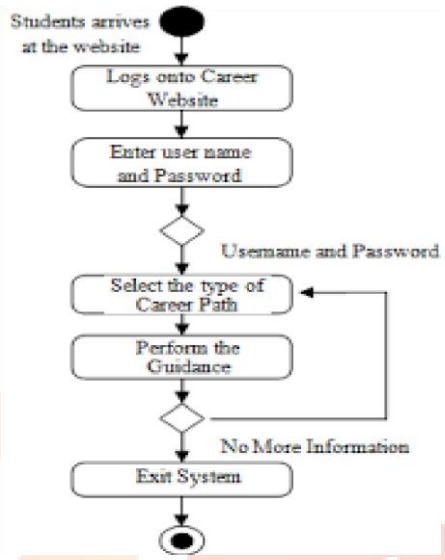
II. OBJECTIVE

- To Design and develop an easy-to-use online platform that combines psychometric analysis and activity-based assessments to provide personalized career guidance for school children.
- To Use artificial intelligence and machine learning algorithms to analyze student data and provide tailored career recommendations that align with their interests, strengths, and passions.
- To Help students explore different career options and gain a better understanding of the skills and education required for each career path.

III. LITERATURATURE SURVEY

[1] The paper "Design and Implementation of a WebBased Career Guidance System for High School Students" by **Lixing Zhou and Ronghui Zhou** (2020) presents the design and implementation of a web-based career guidance system for high school students and evaluates its effectiveness in improving their career awareness and decision-making.

- The authors first discuss the importance of career guidance for final year students and the challenges they face in making informed career decisions. They argue that web-based career guidance systems can provide students with access to relevant and up-to-date information about different career options and help them make informed decisions about their future.



[2] Enhancing Green Career Guidance Systems for Sustainable Futures, Dr. Maria Rodriguez in 2024.To enhancing green career guidance systems to support sustainable futures. It likely explores the importance of green career guidance, the current state of green career guidance systems, and recommendations for enhancing these systems to support sustainable development.

[3]. Online Career Counselling System using Adaptive e-Learning **Kazi Fakir Mohammed**, Sushopti Gawade, Vinit Nimkar Adaptive learning can be termed as an educational method that tends to bring interactive teaching devices in the form of computers which in turn accustom the exhibition of educational entities according to the student learning necessities which is depicted by their acknowledgment to tasks and queries. The technology therefore includes concepts which are derived from numerous fields of study including psychology, computer science and education.

[4]. Many machine learning techniques, such as decision trees, artificial neural networks, matrix factorization, collaborative filters and probabilistic graphical models, have been applied to develop prediction algorithms. Most of this work ignores the continuous effect that students enhance their knowledge over time and follow the prediction as a one-time task. To take the temporal/sequential effect into account, a three-mode tensor factorization (on student/problem/time) technique was developed for predicting student performance in solving problems in IT Sector. There are mainly two issues while developing this sort of model one is weather the student is willing to build his career based on his interests and compassions and weather the student has proper identification of improving his Skills by pursuing certification courses based on the interests of the students. So, a Questioner developed in this model must classify the reflections of the student outcomes.

[5]. The paper "Designing Effective WebBased Career Information and Guidance Systems" by **Tariq Naeem and Klaas Sikkel** (2019) provides valuable insights into the design principles and factors that contribute to the success of webbased career information and guidance systems. The authors first discuss the importance of usercentred design in creating effective web-based career information and guidance systems. They argue that such systems should be designed with the needs, goals, and preferences of the end-users in mind. The

paper highlights the importance of usability testing and user feedback in ensuring that these systems are easy to use and meet the needs of the end-users.

The authors then present a conceptual model for designing effective web-based career information and guidance systems. This model includes three key components: (1) content, (2) navigation, and (3) interaction. The authors argue that effective webbased career information and guidance systems should provide high-quality, relevant, and up-todate content that is tailored to the needs of the endusers. Navigation should be intuitive and easy to use, with clear labelling and organization of information.

IV. SYSTEM ANALYSIS

A. Existing system

My Next Move is an interactive career exploration tool developed by the U.S. Department of Labor. It helps students and job seekers find careers that match their interests and skills. The platform is designed with a user-friendly interface and provides personalized recommendations based on answers to the O*NET Interest Profiler—a questionnaire that assesses users' interests and aligns them with potential career options.

- Many existing systems provide generic career recommendations based on limited data, failing to account for individual strengths, interests, and values.
- Many systems rely on limited data sources, which can lead to inaccurate career recommendations and fail to provide a comprehensive understanding of individual career aspirations.

Key Features:

- Career suggestions based on personal interests
- Information about required skills, education, salary, and job outlook
- Searchable database of over 900 career options
- Integration with real-time labor market data
- Visual tools and filters for easier career exploration

Limitations:

- Primarily focused on the U.S. job market
- Limited integration with student academic data or performance
- Less dynamic compared to AI-driven or real-time adaptive tools

B.Proposed System:

- The proposed system uses AI-powered analytics to provide personalized career recommendations based on individual strengths, interests, and values.
- The system incorporates gamification, simulations, and interactive activities to increase user engagement and motivation among students.
- Comprehensive Career Profiling: The proposed system integrates multiple data sources, including psychometric assessments, academic records, and extracurricular activities, to provide a comprehensive understanding of individual career aspirations.

Input Design:

The input design focuses on collecting relevant and personalized data from students to generate accurate career recommendations. The key inputs include:

1. Personal Information:
   - Name, age, grade level, location
2. Academic Data:
   - Subject-wise performance
   - GPA/grades
   - Favorite subjects
3. Interest and Personality Assessment:
   - Responses to career interest questionnaires (e.g., Holland Code or RIASEC test)
   - Personality traits (e.g., MBTI or Big Five)
4. Skills and Hobbies:
   - Self-assessed or teacher-rated skills

- Extracurricular activities

5. Career Preferences (optional):
    - Desired salary, work environment, job location, etc.

Output Design:

Based on the inputs, the system generates personalized and actionable outputs, such as:

1. Career Recommendations:
    - Top 5–10 suitable career options with explanation
2. Career Pathways:
    - Required education, courses, and certifications
    - Suggested college majors or vocational paths
3. Skill Gap Analysis:
    - Skills the student has vs. skills needed for selected careers
4. Interactive Reports and Dashboards:
    - Visualizations of student profile, interest areas, and growth path
5. Action Plan:
    - Steps to pursue selected careers (short-term and long-term goals)

C.Storage Design:

The system uses a combination of relational and NoSQL databases to store student data, academic records, interests, skills, and personalized career recommendations. Key tables include Students, Academic_Records, and Career_Recommendations. Data is encrypted, access-controlled, and regularly backed up. Cloud storage ensures scalability and security, enabling efficient retrieval and integration with AI-based recommendation engines.

D. Data and Sources of Data

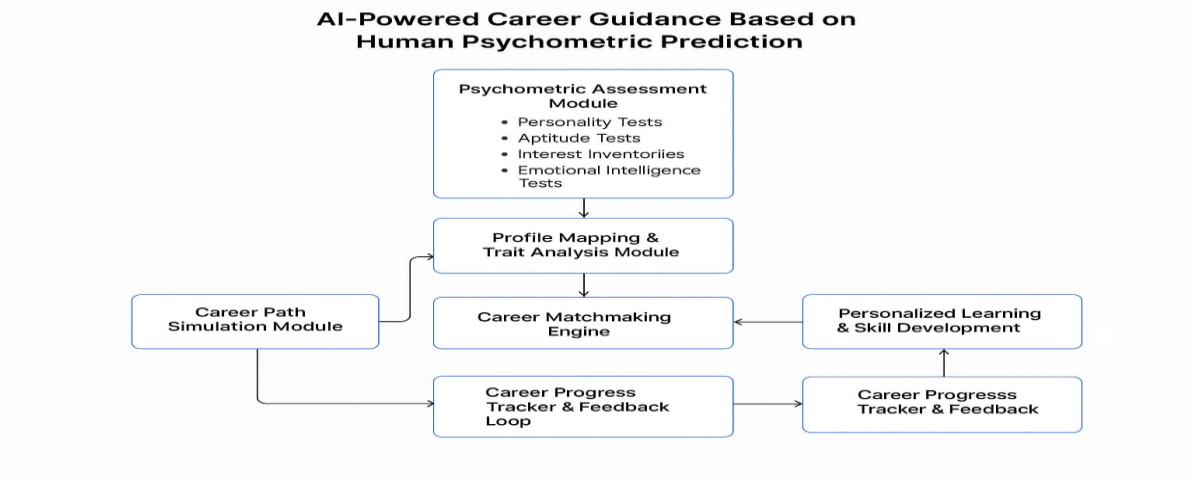
The system gathers data from students via assessments, academic records, and user inputs. External sources like career databases (e.g., O*NET) and labor market APIs provide career information. All data is securely stored in relational and NoSQL databases, with encryption, access control, and cloud integration for scalability, fast access, and seamless updates..

E. Methodology :

The system follows a step-by-step methodology to deliver personalized career guidance:

1. **Data Collection:** Students input academic records, interests, personality traits, and skills through interactive assessments and forms.
2. **Data Processing:** Collected data is analyzed using AI/ML algorithms to identify patterns and match profiles with suitable career paths.
3. **Career Mapping:** Based on career databases and real-time market trends, the system suggests relevant career options.
4. **Personalized Recommendations:** The tool generates tailored career paths, skill-gap analyses, and educational suggestions.
5. **Feedback & Updates:** User feedback helps refine results and continuously improve.

V. RESULTS AND DISCUSSION



FIGURE

This AI-powered system uses psychometric data, including personality traits, interests, and cognitive abilities, to predict the best career paths for individuals. It applies machine learning algorithms to analyze test results (e.g., MBTI, Big Five) and matches profiles with successful career patterns. By understanding a student's unique psychological traits, it provides tailored career recommendations. The system learns over time, improving predictions through user feedback and labor market data. It aligns students' inner characteristics with real-world opportunities, ensuring more accurate and fulfilling career guidance. This approach empowers informed decision-making.

VI. ACKNOWLEDGMENT:

We would like to extend our heartfelt gratitude to all those who contributed to the development of the **Personalized Career Guidance Tool for Students**. Special thanks to the students, educators, and career counselors who provided invaluable feedback and insights, enabling us to tailor the system to meet real-world needs. We also acknowledge the support of the technical team whose expertise in artificial intelligence and data analytics has been crucial in bringing this tool to life. Furthermore, we are grateful for the collaboration with career databases and external platforms, which provided essential data for creating accurate, data-driven recommendations.

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