CAREER INTELLIGENCE

User Journey Guide

Inputs · Processes · Documents · Outputs · Decisions

This guide explains what happens throughout the Career Intelligence journey. It shows what the user provides and decides, what Personara processes and recommends, and which documents and practical outputs are created at each stage.

The journey is one continuous relationship: evidence builds understanding, understanding supports better decisions, and real-world outcomes improve future guidance. The user remains in control of every important career decision.

Journey at a glance

Stage	Journey stage	Primary user question
1	Professional Identity	What do I know about my professional value?
2	Opportunity Discovery	Which opportunities are worth a closer look?
3	Opportunity Evaluation	Should I pursue this opportunity?
4	Career Coach	What should I verify before I commit?
5	Career Plan	What is the single best next action for this role?
6	Interview Workspace	How do I prove my fit in the interview?
7	Career Progress	What has moved, and what should I do next?

How to read this guide

- User inputs describe the information or action the user contributes.
- System processes describe what Personara does with the available information.
- Documents and outputs describe what is created, saved or presented.
- User decisions are choices that remain with the person using the service.
- System decisions and recommendations are evidence-based guidance, not commitments made on the user's behalf.

1 · Professional Identity

What do I know about my professional value?

What the user provides

- CV, LinkedIn profile, work history and other career documents
- Achievements, responsibilities, projects, outcomes and examples
- Answers about strengths, preferences, goals, confidence and career direction
- Current role and possible target roles
- Corrections or additions when extracted information is incomplete or inaccurate

What Personara processes

- Extracts useful career evidence from the information supplied
- Organises evidence into skills, strengths, achievements and experience themes
- Identifies recurring patterns and transferable capabilities
- Connects claims about the user to supporting evidence
- Highlights missing, weak, conflicting or uncertain information
- Builds the Career Vault, professional profile and Career Signature

Documents and outputs

- Career Vault and structured professional profile
- Career Intelligence report and Career Signature
- Strengths, capabilities, differentiators and professional value proposition
- Career direction and target-role themes
- Positioning language for CV, LinkedIn, applications and interviews
- Evidence gaps that may need clarification

Decisions the user makes

- Confirm whether the profile accurately represents them
- Choose which evidence to retain, correct or expand
- Select the career directions or roles they want to explore
- Decide when their Professional Identity is ready to use

Decisions and recommendations Personara makes

- Determine which evidence is strong enough to support a conclusion
- Identify the most important strengths and professional themes
- Suggest suitable positioning and career directions
- Explain uncertainty and recommend missing evidence
- Recommend continuing to Opportunity Discovery when the foundation is ready

2 · Opportunity Discovery

Which opportunities are worth a closer look?

What the user provides

- Target roles, industries, companies, locations and working preferences
- Practical constraints and personal priorities
- Permission to begin or continue a live opportunity search
- Roles or job descriptions found outside Personara
- Feedback on suggested opportunities and adjusted search preferences

What Personara processes

- Uses the Professional Identity and preferences to guide discovery
- Searches for or organises relevant roles and companies
- Compares opportunities with strengths, evidence, goals and constraints
- Distinguishes promising, uncertain and low-relevance opportunities
- Explains why each opportunity may deserve attention
- Preserves the selected opportunity as the active role for later stages

Documents and outputs

- Opportunity shortlist and saved roles
- Suggested roles and target companies
- Initial fit indicators and supporting reasons
- Search preferences and role records
- A recommended opportunity to inspect first

Decisions the user makes

- Choose whether to start or continue a live search
- Save or dismiss opportunities
- Select one opportunity for formal evaluation
- Refine the search or explore a different direction
- Choose whether a self-found role should enter the journey

Decisions and recommendations Personara makes

- Prioritise opportunities most likely to fit the user
- Flag conflicts with important preferences or constraints
- Distinguish high-potential opportunities from speculative options
- Recommend which role should be evaluated first

3 · Opportunity Evaluation

Should I pursue this opportunity?

What the user provides

- Confirmed job description, employer, title, location and role details
- Personal knowledge about the organisation or opportunity
- The user's interest, concerns and reaction to the evidence
- A pursue, keep considering or pass decision

What Personara processes

- Compares the opportunity with the user's Professional Identity
- Evaluates strengths, gaps, transferable capabilities and relevant evidence
- Assesses alignment with goals, preferences and career direction
- Identifies trade-offs, risks and unanswered questions
- Separates evidence-backed conclusions from assumptions
- Produces a recommendation and explains its confidence

Documents and outputs

- Opportunity Evaluation or role-fit report
- Recommendation with supporting evidence
- Relevant strengths, capability gaps and career trade-offs
- Risks, uncertainties and questions requiring investigation
- Role-specific positioning advice and a full review record

Decisions the user makes

- Choose Pursue, Keep considering or Pass
- Change an earlier decision when new information appears
- Open the deeper evidence or evaluate another opportunity

Decisions and recommendations Personara makes

- Recommend whether the opportunity deserves action
- Estimate confidence and explain the main reasons for and against proceeding
- Identify what must be verified before commitment
- Recommend entering Career Coach when the role remains under consideration

4 · Career Coach

What should I verify before I commit?

What the user provides

- The selected role and questions about the opportunity or career direction
- Concerns, motivations, uncertainties and personal context
- Responses to focused coaching questions
- The user's confirmed or revised direction

What Personara processes

- Brings together the Professional Identity, role evaluation and user concerns
- Explains the opportunity in conversational, plain language
- Pressure-tests assumptions and recommendations
- Identifies the most important uncertainty to address
- Helps compare options and consequences
- Keeps the conversation attached to the correct active role

Documents and outputs

- Coaching conversation and session record
- Focused recommendation and key decision risk
- Questions and validation activities to investigate
- Comparison of available choices
- Confirmed direction and Career Plan handoff

Decisions the user makes

- Choose what additional information is needed
- Proceed, pause, reconsider or pass
- Select the direction the Career Plan should support
- Confirm the correct role and recommendation to act on

Decisions and recommendations Personara makes

- Choose the most important issue to address first
- Recommend what the user should verify
- Explain likely consequences and uncertainty
- Suggest whether to proceed to a Career Plan
- Prevent a plan from being created for the wrong or unconfirmed role

5 · Career Plan

What is the single best next action for this role?

What the user provides

- Confirmed active role and intended outcome
- Timing, availability, deadlines and practical constraints
- Feedback on the proposed destination, priorities and actions
- Approval, changes or rejection of tailored documents and tasks

What Personara processes

- Converts the user's decision into a practical role-specific plan
- Prioritises actions rather than presenting everything at once
- Validates that the role, evaluation, plan, CV and cover letter match
- Creates or recommends role-specific application material
- Organises milestones, dependencies and next actions
- Updates the plan as work is completed or circumstances change

Documents and outputs

- Role-specific Career Plan and current priority
- Milestones, action list and application checklist
- Tailored CV and cover letter
- LinkedIn, networking and employer-research recommendations
- Follow-up reminders and Interview Workspace handoff

Decisions the user makes

- Approve or change the plan and choose the first action
- Review and approve tailored documents before using them
- Decide when application material is ready
- Mark actions complete and choose when to apply
- Choose when to enter Interview Workspace

Decisions and recommendations Personara makes

- Select the highest-value next action
- Determine the recommended order of activities
- Flag stale, incomplete or role-mismatched documents
- Suggest milestones and preparation priorities
- Recommend Interview Workspace when role preparation is ready

6 · Interview Workspace

How do I prove my fit in the interview?

What the user provides

- Confirmed role, interview date, format, participants and known topics
- Selected career evidence and examples
- Practice answers and completed interview drills
- Reflections, confidence and lessons after practice or interviews
- New information received from the employer

What Personara processes

- Connects role requirements to the user's strongest evidence
- Identifies likely interview themes and questions
- Helps structure examples, stories, talking points and introductions
- Highlights evidence gaps or answers that need strengthening
- Provides practice feedback while preserving the user's authentic voice
- Maintains the same role context across preparation and practice

Documents and outputs

- Role-specific interview brief and preparation workspace
- Likely questions, talking points and suggested evidence
- Structured achievement stories and opening introduction
- Questions to ask the employer
- Practice feedback, drill results and interview reflections
- Follow-up or thank-you message suggestions

Decisions the user makes

- Choose what to practise first and which examples to use
- Decide whether answers feel authentic and accurate
- Start or repeat a drill
- Record the actual interview outcome
- Choose what needs more preparation and whether to follow up

Decisions and recommendations Personara makes

- Prioritise the most important interview questions
- Recommend the strongest evidence for each requirement
- Identify weak, vague or unsupported answers
- Assess readiness and recommend the next practice or follow-up action
- Transfer progress and learning into Career Progress

7 · Career Progress

What has moved, and what should I do next?

What the user provides

- Statuses for opportunities, applications, interviews and offers
- Completed actions, follow-ups and employer responses
- Outcomes including rejection, withdrawal or acceptance
- Reflections, lessons, confidence and changed priorities

What Personara processes

- Maintains the history of opportunities, actions and outcomes
- Tracks progress across active roles
- Identifies overdue, blocked or incomplete activities
- Connects outcomes and feedback to earlier recommendations
- Detects patterns in what is and is not working
- Uses new learning to improve the profile and future recommendations

Documents and outputs

- Career Progress record and application tracker
- Current status for each role and completed-action history
- Upcoming actions, follow-ups and opportunity outcomes
- Progress summary, learning record and updated recommendations
- One suggested next best action

Decisions the user makes

- Choose the opportunity that deserves attention next
- Update role status and decide whether to follow up, continue, pause or close
- Confirm whether recommendations or activities were useful
- Return to an earlier stage when goals, preferences or evidence change

Decisions and recommendations Personara makes

- Identify the most important current priority
- Recommend the next action and explain why it matters
- Flag stalled opportunities or missed follow-ups
- Suggest when to close or reconsider an opportunity
- Identify learning that should update the user's profile

Responsibilities throughout the journey

The division below applies across all seven stages. It protects user control while allowing Personara to organise evidence, explain choices and recommend a practical next step.

The user

- Supplies personal information and career evidence
- Confirms what is accurate and corrects what is not
- Selects roles and opportunities
- Expresses preferences, goals, concerns and constraints
- Makes pursue, consider, pass, apply and follow-up decisions
- Approves documents before using them
- Completes real-world actions and records results

Personara

- Organises and interprets information
- Connects evidence across the complete journey
- Identifies patterns, strengths, gaps, risks and opportunities
- Creates reports, plans, preparation material and draft documents
- Makes evidence-backed recommendations
- Explains confidence, uncertainty and trade-offs
- Preserves the active role across every relevant stage
- Tracks progress and recommends the next best action

Journey safeguards

- The user owns their career information and final decisions.
- Personara distinguishes user-provided facts from generated interpretations.
- Recommendations are connected to supporting evidence.
- Important uncertainties and trade-offs are visible.
- The user can review, correct and revisit information and decisions.
- Documents remain connected to the role for which they were created.
- The same user and role context is preserved between stages.
- Each stage presents one primary question and one clear next action.
- Personara does not apply for roles or contact other people without the user's explicit action.