

PathPilot Evaluation Report

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DARO

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| Canada 



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FSC is a forward-thinking centre for research and collaboration dedicated to preparing Canadians for employment success. We believe Canadians should feel confident about the skills they have to succeed in a changing workforce. As a pan-Canadian community, we are collaborating to rigorously identify, test, measure, and share innovative approaches to assessing and developing the skills Canadians need to thrive in the days and years ahead. The Future Skills Centre was founded by a consortium whose members are Toronto Metropolitan University, Blueprint ADE, and Signal49 Research.

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1. Executive Summary

Context/issue

The PathPilot project was initiated to address critical gaps in the Canadian employment ecosystem, specifically the limited capacity of traditional career development services and the lack of personalized support for diverse jobseekers, including newcomers and youth.

What was tested/explored

GuruLink and partners, including Magnet, aimed to develop and deploy the PathPilot generative AI platform to 2,000 users. The platform uses AI-powered personalization to offer job search, resume optimization, cover letter generation, upskilling recommendations, interview preparation, and mock interview functionalities. Deployment activities also included providing AI literacy training for Career Development Practitioners (CDPs) and collecting input from CDPs and jobseekers on how the tool could best support them and integrate into the existing career development ecosystem.

What was discovered/learned

Jobseekers universally found PathPilot to be a helpful additional resource for career exploration. It proved effective for jobseekers in increasing the speed and volume of applications possible, by quickly tailoring resumes and cover letters using keyword matching, and enabling more thorough preparation for specific opportunities. The most promising service model combines the AI tool with human CDPs, wherein the AI increases the time that can be spent on guided, time-intensive tasks like mock interviews. Newcomers and youth show the greatest potential for benefitting from the tool; limitations on its usefulness exist for highly skilled or niche fields.

Why it matters to the ecosystem stakeholders

The example of PathPilot illustrates how it is possible to create value by reframing AI from a job threat to a capacity-building asset for CDPs, enabling them to focus on high-value client consultations. This type of hybrid service model has potential to increase organizational efficiency and effectiveness while inherently upskilling both practitioners and jobseekers in essential AI literacy. The successful deployment of PathPilot provides a crucial, evidence-based framework for governments and service organizations on how to responsibly adopt AI to achieve better, faster client outcomes.



2. Key Insights

Key Insight #1

Insight: 73% of jobseekers users agreed that PathPilot was a helpful resource for exploring career options and 0% disagreed. There are a wide range of pathways by which this value can be realized, as AI tools increase the set of tactics available to individuals for responding to a changing economy.

Evidence related to this key insight is discussed in more detail under the section related to Strategic Question #1.

Key Insight #2

Insight: Newcomers and youth have the most to gain from AI-powered tools supporting tasks like interview preparation and resume optimization, because they are new to the job market in Canada and have the most to benefit from this type of guidance. Individuals may find AI tools less effective when seeking work in highly skilled or niche fields.

Evidence related to this key insight is discussed in more detail under the section related to Project Question #1.

Key Insight #3

Key insight: The combined power of Career Development Practitioner (CDP) expertise and AI capabilities can be the most effective model through which PathPilot can drive success.

Evidence related to this key insight is discussed in more detail under the section related to Strategic Question #5.



3. The Issue

The **PathPilot** project was initiated to address several critical gaps within the Canadian skills and employment ecosystem, primarily focusing on the limitations of traditional career service delivery in a rapidly evolving labor market. The rationale for this project centers on the following key challenges:

Service Capacity and Modernization

Current career development hubs often face significant resource constraints, including limited capacity to serve growing numbers of clients in a changing workforce. There is a recognized need to modernize these services by integrating innovative technologies that can automate routine tasks, thereby allowing practitioners to focus on complex, high-value client interactions. The project addresses the fragmentation and uneven quality of current systems by introducing cutting-edge AI technology to a sector that has traditionally relied on conventional methods.

Personalized Support for Diverse Groups

Standardized career resources frequently face limitations in personalization and responsiveness, often failing to address the unique barriers faced by underrepresented populations. The project identifies a pressing need for personalized support, leveraging artificial intelligence to provide tailored guidance that recognizes the varied backgrounds, existing skills, and cultural contexts of jobseekers, including newcomers, Indigenous communities, and youth.

Navigating a Changing Labor Market

The rapid pace of technological adoption and economic shifts has created a complex landscape for individuals attempting to transition between roles. There is often a disconnect between an individual's current skills and the evolving requirements of employers, leading to skills mismatches and exclusion from the labor market. PathPilot seeks to bridge this gap by providing real-time labor market information and personalized career pathways.

Relevance for Policy and Practice

This initiative is highly relevant for both policy and practice as it tests the effectiveness of Generative AI in public service delivery. From a policy perspective, it explores how technology can support an inclusive economy and foster resilience within the workforce. In practice, the project aims to establish a scalable framework and best practices for career service organizations to adopt AI responsibly, ensuring that these tools are trustworthy, accurate, and equity-enhancing.



By scaling **PathPilot**, **GuruLink** and its partners, including **Magnet**, aim to bridge the gap between under-resourced services and the demand for personalized, data-driven career navigation.

4. Project Description

Narrative Overview

The **PathPilot** initiative, led by **GuruLink**, is a specialized platform designed to modernize the career development landscape through the application of generative artificial intelligence. The project's **intended audience** includes jobseekers, with a specific focus on underrepresented groups such as newcomers, Indigenous peoples, and youth, as well as Career Development Practitioners (CDPs) working within employment service hubs.

The **essential elements** of the project revolve around three key strategies:

- **AI-Powered Personalization:** Utilizing advanced algorithms to provide tailored career navigation, skills analysis, and interview readiness support.
- **Systemic Capacity Building:** Equipping career service hubs with a scalable digital tool to serve more clients efficiently while providing practitioners with comprehensive AI literacy training.
- **Inclusive Co-Design:** Engaging diverse user groups and community organizations to ensure the platform is culturally responsive and accessible.

The primary **goals** are to improve individual employment-related outcomes and, and enhance the overall efficiency of Canada's skills ecosystem. By the project's conclusion, the initiative aims to have established a robust network of AI-empowered career hubs and generated a rich dataset on the effectiveness of AI-driven guidance.

The project is grounded in several **underlying assumptions**:

- Human practitioners will effectively complement and enhance the support offered by AI tools
- Lowering the time and effort required for career planning will lead to higher engagement from jobseekers and more effective service delivery.
- Jobseekers and career organizations are increasingly open to exploring AI-based solutions for workforce navigation.

Evolution and Context



This phase of the project builds directly upon a foundational pilot titled “*Exploring Innovative AI-Powered Career Navigation Tools*.” While the initial pilot focused on validating the potential of generative AI and engaging 500 users, this **scaling phase** is unique in its focus on expanding the user base to 2,000 individuals and developing a comprehensive “AI capacity building” program for practitioners.

The initiative takes place within the context of a **rapidly changing employment landscape** where digital adoption is essential for resilience.

Geographically, the project is **pan-Canadian** in scope, engaging partners like **Magnet** to reach diverse communities from coast to coast. The implementation timeframe for these scaling activities was set between **April to December 2025**.

PathPilot’s **Theory of Change** describes a strategic pathway starting with AI tool development and stakeholder engagement to enable jobseekers and practitioners to complete complex career planning activities. In the mid-to-long term, these activities are intended to produce increased organizational efficiency and empower individuals to thrive despite rapid shifts in the economy and employer skill demands.

A complete visual representation and detailed breakdown of the **Theory of Change** can be found in the [Appendix](#) of this document.

5. Evaluation Methodology

The evaluation of **PathPilot** followed a mixed-methods, developmental approach designed to assess the project’s design, implementation, and early outcomes. As a scaling initiative, the evaluation focused on providing a proof of concept for AI-driven career services while establishing baseline measurements for broader national adoption.

Evaluation Questions

The assessment is structured around a set of key questions designed to evaluate the project's performance and identify areas for future development.

Project-Specific Questions:

- **#1** Under what conditions do jobseekers, including equity-seeking groups, find value in using AI solutions for career planning?



- **#2** How can Canadians leverage AI to enable efficient access to information for career planning and job discovery, while ensuring information involved is trustworthy, accurate, and reliable?
- **#3** How do the needs of Career Development Practitioner users of an AI career planning tool differ from those of individual jobseeking users, and what are the most valuable use cases?
- **#4** How can PathPilot create value and efficiency in an employment, education, and training service delivery context?

FSC Strategic Questions:

- **#1** What are the key ingredients to helping individuals successfully transition to new employment opportunities or keep up with evolving skills requirements?
- **#5** How can the career development ecosystem improve services to Canadians?
- **#25** What lessons can be harnessed to inform the scaling of technology-oriented tools within the skills development ecosystem?

Data Collection Methods and Participants

To ensure a comprehensive understanding of project impact, the evaluation and learning team (**DARO**) and the project implementation team (**GuruLink**, with partner organization **Magnet**) collected data from a diverse range of stakeholders.

- **Key Informant Interviews:** Qualitative data was collected through semi-structured sessions and observation of user testing with the project team, jobseekers, and practitioners.
- **Focus groups:** Qualitative data was collected through 3 semi-structured focus group sessions with small groups of jobseekers and CDPs.
- **Surveys:** Onboarding and follow-up surveys were used to collect both qualitative and quantitative data on user confidence, tool satisfaction, and perceived accuracy.
- **Platform and Engagement Analytics:** Quantitative patterns of user activity, such as feature usage and average time spent, were tracked directly through the platform.
- **Expert Analysis:** A specialized review of platform outputs was conducted to evaluate the accuracy of information using generic AI tools as a benchmark.

Equity, Diversity, Inclusion & Reconciliation (EDI&R)

The project team aimed to increase the platform's reach across diverse groups, including students, newcomers, Indigenous peoples, and persons with disabilities.

- **Targeted Data Collection:** The evaluation involves the collection of identity data to track membership in equity-deserving groups, aligned with standardized metrics.



- **Disaggregated Analysis:** Survey and platform data are disaggregated where possible to enable intersectional analysis and identify any disparities in outcomes.

Evaluation Limitations

Several factors presented as limitations:

- **Project Timespan:** A fulsome picture of long-term outcomes and impact could not be produced within the current project duration.
- **Agile Pivot Risks:** Due to the lean startup approach and changes in planned development cycles, the evaluation design focused less on exploring contrasts between different iterations of the platform than initially planned.
- **Data Matching Challenges:** Difficulties in matching baseline data with follow-up survey responses, and the small number of follow-up survey responses received, meant that demographic disaggregation was not used to analyze follow-up surveys. Data from focus group discussions was used more extensively to understand the specific impacts PathPilot could have on different groups.

A complete list of data collection tools and the detailed methodology can be found in the [Appendix](#).

6. Evidence & Insights

Strategic Question #1. What are the key ingredients to helping individuals successfully transition to new employment opportunities or keep up with evolving skills requirements?

Insight: 73% of jobseekers users agreed that PathPilot was a helpful resource for exploring career options and 0% disagreed. There are a wide range of pathways by which this value can be realized, as AI tools increase the set of tactics available to individuals for responding to a changing economy.

While jobseekers have varied opinions on the tool's most helpful aspects and areas for improvement, its value as a resource for career exploration is broadly acknowledged. 73% of jobseeker users who responded to follow-up surveys indicated that they agree or strongly



agree with the statement “The AI career tool was a helpful resource for exploring career options,” while 0% claimed to disagree or strongly disagree with this statement (see Project Question #1 for more details on follow-up survey data). The lack of disagreement to this statement suggests that none of its users would want PathPilot to cease being available, even though a small portion disagreed with a range of other positive statements about what makes it a good resource (e.g. ease of use, accuracy of information, etc). PathPilot’s availability increases the set of tactics available to individuals navigating a constantly shifting economic and technological landscape. The collective feedback, gathered through structured surveys and in-depth focus groups, points not to the success of one specific AI feature, but to a broader, felt need among jobseekers for more and better tools to keep pace with rapid economic and technological change.

PathPilot successfully provided new avenues for job exploration and application that jobseekers were not finding through their existing strategies. For some users, PathPilot highlighted job opportunities they had not previously considered, with 58.1% of respondents agreeing or strongly agreeing that the tool provided career options that were new to them. Quotes from the focus groups, such as the comment that the tool “opened my eyes to possibilities I hadn’t considered,” reinforce this finding. Beyond simple discovery, the tool proved highly effective in assisting jobseekers with the critical task of framing their skills and experiences for specific roles. A significant 76.2% of respondents agreed or strongly agreed that the AI tool helped them better understand the skills needed for certain careers. This understanding translated directly into practical application. Multiple focus group participants highlighted the tool’s efficiency in tailoring resumes and cover letters. One user specifically noted, “I could make [multiple] resumes according to the jobs [posted], with great precision and very quickly.” Another acknowledged the necessity of matching keywords in today’s job market, stating, “it obviously really helped out a lot... trying to make sure you match every single keyword.” This efficiency increases the speed and volume with which an individual can apply for a wide range of opportunities, a potential advantage in a competitive market. Furthermore, the interview preparation feature was valued for helping users “frame stories” and refine answers to be more concise, and users reported that having the tool initially identify jobs and provide suggestions on how they could be a good fit helped them feel more confident in planning to apply. The ability to quickly identify new opportunities, adapt and target applications is a tactical necessity for jobseekers, and PathPilot provides this with a degree of ease and speed that older, human-led or manual strategies lacked.

Qualitative evidence emerged first from jobseeker focus groups that AI-powered tools could work well as a complement to more traditional job search approaches. One focus group participant noted that their initial consultation with a career counselor was “most helpful” in figuring out a career path, and PathPilot then “complement[ed] those consultation sessions by assisting with resume tailoring and cover letter generation for each job.” This suggests that the AI tool is most powerful when integrated into a broader strategy, automating the



labour-intensive aspects of the application process. Another jobseeker indicated via the survey that PathPilot could improve on traditional approaches by centralizing “all of the parts of a job search all in one place.” Serving as a centralized, organized platform for a range of activities, and helping to automate some of the repetitive and labour-intensive tasks required by the modern job market’s complexity and pace can mitigate the paralysis a jobseeker might feel. As one focus group member shared, “I’ve used it to tailor resumes and cover letters to jobs. It’s made me procrastinate less when applying for jobs on my ‘To-Do’ list.” The consistently high reported baseline confidence jobseekers have in using AI tools to support their career development, and the positive feedback they provide on the utility of PathPilot specifically, suggests that jobseekers are ready and willing to integrate AI into their career strategy.

Quote from jobseeker who credited PathPilot with helping them get an interview:

“I’ve actually used it to learn more about myself. I would put in questions that they would ask in the interview process, and I would put in certain traits that I have, and it explains a little bit more as it relates to, like, a specific job. I have also used it to build my resume for a job a few months ago. [...] It definitely made it easier. I put in jobs that I’m interested in, and it gave, like, a list of the available jobs for that job type, and it made the resume planning really easy, because I put in the job that I was applying for, and uploaded a previous resume, and certain traits about myself, and I was able to use that to create a decent cover letter and a nice resume, which did get me an interview.”

Strategic Question #5. How can the career development ecosystem improve services to Canadians?

Key insight: The combined power of Career Development Practitioner (CDP) expertise and AI capabilities can be the most effective model through which PathPilot can drive success.

AI is altering all sectors of the economy, and career development is not an exception. The specific example of PathPilot demonstrates that AI has meaningful potential for enhancing the support services accessible to jobseekers. CDPs and jobseekers who participated in focus group sessions all generally agreed that the best support could be provided through a combination of AI tools and human experts.



By strategically delegating time-intensive support tasks to AI systems, professionals can increase the overall amount of support and guidance available to their clients for career development activities. Among both CDPs and jobseekers, PathPilot's mock interview and interview prep features received the greatest amount of positive feedback in terms of its usefulness for giving jobseekers access to a functionally unlimited amount of additional guided practice and feedback. One CDP noted having used other AI tools as well, but said that these features made PathPilot their tool of choice, as they “can’t get [mock interview functionality] out of the other AI tools” and it notably enhanced the support clients received by enabling clients to “practice it in their free times” outside of support sessions.

A jobseeker similarly described how campus-based career services could be usefully extended using PathPilot's interview prep and mock interview tools. They noted that “[campus services are] really great in terms of formulating your resume and any preparation materials, but the one area I think everyone maybe could have used more attention on [...] is interview prep itself. So that's why I feel like [PathPilot] would be a really complimentary tool to add to your [career] preparation toolkit.”

Quote from CDP focus group participant: *“one thing I love about PathPilot is, and I've been recommending this to clients for interview prep, is the ability to do that mock interview, voice-to-voice, and be able to be scored and get feedback. One of my clients, I said, before your next interview, make sure you do the mock interview, as her service with me has run out, so I just want to make sure that she's got some good options, and I do find that that function is really helpful.”*

There was similarly quite positive feedback from both CDPs and jobseekers about using AI tools to help tailor an existing resume to better align with specific job opportunities, as with PathPilot's resume optimization feature. Both groups described a similar hybrid human/AI workflow positively, where a CDP and client work together to create a strong general-purpose resume. AI tools such as PathPilot could be used to start this process more quickly, so jobseekers aren't stuck while starting with a “blank page,” or to speed up the process of creating resumes specific to particular applications after the general-purpose resume has been completed with human support. One jobseeker noted that “consulting with a career counselor was most helpful” as a specific form of support, but then “PathPilot complements those consultation sessions by assisting with resume tailoring and cover letter generation for each job.”

Both groups suggested that this type of hybrid model could be particularly useful for any jobseekers who were less comfortable with English and for whom revising a resume for each job application would require more effort. Following this, one CDP noted having seen good evidence in the career development organization they worked in that PathPilot was tied to employment “success stories” for newcomer clients, helping to address the increased burden they experienced in preparing many applications.



Quote from CDP focus group participant: “newcomers certainly benefit from [AI] once a resume is completely developed in a human-centric environment, and then moved into PathPilot [...] I sat in a networking session and listened to a career development practitioner speak to a group of newcomers and say, make sure you're revising every resume that you're sending out to [employers], and it was like nails on a chalkboard to me. I'm like, how overwhelmed is that newcomer right now? Give them the tool, help them to get a great [general resume], then put the [resume] into AI, and allow AI to help them reshape that resume.” (FG3)

This type of hybrid, AI-supported workflow can allow clients to customize their application materials more rapidly. Quick customization can mitigate a significant logistical hurdle often encountered during the job search process, and therefore allow jobseekers to apply to a wider range of opportunities more quickly. It's important to note, on the other hand, that some jobseekers and CDPs were cautious about the effects of AI-generated job application materials becoming more widespread in the ecosystem. Both groups noted that AI can sometimes introduce inaccuracies or “hallucinations” when revising or generating content. If materials are not carefully reviewed these errors may not be caught, and this may be a greater risk for jobseekers who are using AI tools due to weaker language skills. Relatedly, one jobseeker expressed hesitancy around any AI use due to a perceived backlash against the technology. They felt that even if an AI-generated resume or cover letter was accurate, it could be discarded by employers if it exhibits any of the patterns commonly found in AI-generated text. This includes, for example, heavy use of m-dashes (“—”) to separate out subclauses within sentences. M-dashes appear frequently in AI-generated text. They are also typical in some contexts involving professional editors, but relatively uncommon in most writing by the average jobseeker. This and other similar grammatical, typographical, or lexical patterns are becoming increasingly widely recognized as hallmarks of AI, particularly by those seeking to reject such content. Regardless of the quality of the content itself, the appearance of submitting AI-generated job application materials could be risky. Starting with AI-generated content but finishing with expert human-focused review and revision can help to ensure materials are accurate and sound appropriately human.

Quote from CDP focus group participant: “There's a time-saving element to it, but there's also an inspirational element to it. Use AI to just get you out of the starting gate, give you a running start, give you some inspiration. Then you can layer on, you can customize, you can really make sure it sounds like you. [...] For clients that really struggle with writing and being able to bring the impact to their achievement statements, you can get that running start, with AI tools.”



Strategic Question #25. What lessons can be harnessed to inform the scaling of technology-oriented tools within the skills development ecosystem?

Key insight: Efforts to scale AI tools within the skills development ecosystem may benefit from an emphasis on increasing time for guided career development activities, rather than reducing human effort.

Efforts to scale AI tools, such as PathPilot, within the skills development ecosystem face a significant challenge stemming from fears that AI could replace human Career Development Professionals (CDPs) or threaten their jobs. This concern was noted by both project implementation team members and CDP focus group participants. The project team acknowledged that early communication and relationship building around the tool had therefore focused on how AI supports and supplements, rather than replaces, human experts.

While the CDPs who participated in the focus groups were generally open to the use of AI in their work, they indicated an awareness of resistance to widespread adoption within their sector. This hesitation sometimes arises from the concern that clients might perceive AI-generated content as something they could have produced independently, devaluing the expert's role. One focus group participant expressed this sentiment, stating: “I do have to be very careful, because, if they... sometimes clients see us go on to, you know, ChatGPT, or Gemini, or Copilot, and they think, well, you know, I could have done that at home, why am I here?” Conversely, CDPs were enthusiastic about using an AI tool with their clients when the support is viewed as enhancing effectiveness and leading to better outcomes faster, rather than strictly reducing their workload.

Comments made by focus group members suggest that CDPs do not want jobseekers to spend less time on career development activities either; in fact, they desire increased time spent on effective preparation. For instance, the interview prep and mock interview features were highly praised by both CDPs and jobseekers because they allowed for significantly greater amounts of guided practice time than the practice time that could be provided by a human CDP alone.

The highly positive feedback for increasing jobseeker “homework” with PathPilot’s interview prep functionality contrasted with some of the potential risks noted for reducing jobseeker effort for resume or cover letter generation. Multiple CDPs mentioned the effort involved in manually preparing custom application materials as inherently valuable for learning and effective preparation. One CDP described this manual preparation as helping not just with



specific application processes, but helping more broadly “to build good habits of researching, reading, thinking through the process, and skills that are good throughout their career.” Another CDP noted that this preparation was invaluable because it could serve as “80% of the homework for an interview.” Quickly generating materials with AI could worsen a jobseeker’s chances because they forgo practice describing their own skills and experience, and CDPs and jobseekers both expressed some concerns that employers may perceive quick AI-generated materials as inaccurate or low-quality.

Quote from CDP focus group participant: *“A young guy comes in, shows me his new resume, and I’m like, awesome, great, let’s do a mock interview tomorrow. And we start, and I’m literally reading things from the resume, and it’s like deer in the headlights, like no comprehension of what’s actually in the document. [...] the language that’s on the page is not the language that comes out when they’re sitting across from somebody in a job interview. There’s a fair amount of legwork that has to get done there to get comfortable with the language.”*

As noted under strategic question #5, some CDPs did express confidence that AI tools could effectively speed up the process of generating job-specific application materials, once a jobseeker had put in effort with a CDP to build a strong general resume and cover letter. However, most CDPs in the focus group were also enthusiastic for future iterations of PathPilot to incorporate the slower and “interactive” approach of the interview prep functionality into resume and cover letter generation as well. The interview prep tool provides numerical scoring and qualitative assessments of the strengths and weaknesses of answers jobseekers fill in to interview questions; CDPs suggested that it would be similarly helpful for jobseekers to be provided with similar assessments of how well their existing resume indicated their fit with a specific position (based on keywords), and prompted to provide further description that would help better communicate fit, so that they were more involved in the process.

Similarly, CDP and jobseeker focus group participants both suggested a useful future functionality for PathPilot would be for it to prompt jobseekers to respond to a more extended set of intake questions and to share the resulting information with CDPs. Questions like “What are you good at? What’s your expertise in? What’s your superpowers?” were raised as examples of prompts that could help collect useful information. This type of additional information can be used to enhance and customize existing resumes more effectively than just comparing an existing resume to a job posting. If an AI tool facilitates collection and organization of this information initially, there may be more time available for human CDPs to provide expert input on how it is incorporated into resumes for specific job opportunities.

Quote from CDP focus group participant on current and potential future best practices for AI use: *“[AI-generated resumes are] good as a starting basis for each client, but go through in each paragraph and add to it: What does that mean for them? Maybe [AI] prompts can be built in that process?”*



The two biggest barriers to wider adoption of PathPilot or similar tools that were discovered were CDP concerns about job replacement and concerns (from both CDPs and jobseekers) about potential inaccuracies or employer perception that applications involved low-quality AI-generated content. These issues are exacerbated if the core assumption is that scaling AI for career development must involve reducing time or effort for either group. If the widespread deployment of AI career support tools were to reduce resources dedicated to CDP advising, and encourage many jobseekers to send out a higher volume of low-quality applications, that would likely just enable jobseekers to fail more quickly and often instead of actually improving their employment outcomes. Conversely, these concerns lose relevance if the pathway to scaling focuses instead on jobseekers spending *more* time on career development, finding the process easier and more enjoyable, and CDPs spending a similar amount of time. In that scenario, it appears more likely that CDPs will have their clients achieve better outcomes faster by having invested more time preparing with AI-supported guidance.

Project Question #1. Under what conditions do jobseekers, including equity-seeking groups, find value in using AI solutions for career planning?

***Insight:* Newcomers and youth have the most to gain from AI-powered tools supporting tasks like interview preparation and resume optimization, because they are new to the job market in Canada and have the most to benefit from this type of guidance. Individuals may find AI tools less effective when seeking work in highly skilled or niche fields.**

Individuals may find AI tools less effective when seeking work in highly skilled or niche fields.

The first piece of evidence relevant to the question of the conditions in which jobseeker users find PathPilot valuable is data on who has chosen to register to use it. Analysis of PathPilot's existing user base, based on 884 responses to the registration form, shows that users are more likely to be young, racialized, new Canadians than the broader Canadian population.

Table 1: PathPilot users and Canadian population by age groups

Age group	Canadian Population (2025 #)	Canadian Population (2025 %)	PathPilot Users (2025 #)	PathPilot Users (2025 %)
0 to 4 years	1,871,184	4.5%	0	0.0%

5 to 9 years	2,138,350	5.1%	0	0.0%
10 to 14 years	2,251,628	5.4%	0	0.0%
15 to 19 years	2,319,393	5.6%	41	5.1%
20 to 24 years	2,703,780	6.5%	225	28.1%
25 to 29 years	2,995,647	7.2%	183	22.8%
30 to 34 years	3,175,724	7.6%	103	12.9%
35 to 39 years	3,032,523	7.3%	88	11.0%
40 to 44 years	2,859,631	6.9%	57	7.1%
45 to 49 years	2,593,361	6.2%	48	6.0%
50 to 54 years	2,447,311	5.9%	26	3.2%
55 to 59 years	2,446,446	5.9%	19	2.4%
60 to 64 years	2,708,208	6.5%	7	0.9%
65 years and over	8,108,467	19.5%	4	0.5%
Total	41,651,653	100.0%	801	100.0%

Note: the numbers and percentages of PathPilot users by age group above represent the subset of users who provided their age when registering, 801 of 884 responses to the registration form. Information about the Canadian population by age group is derived from Statistics Canada Population estimates. ([Table 17-10-0005-01 Population estimates on July 1, by age and gender](#))

Table 2: PathPilot users who are members of equity-deserving groups

Equity-Deserving Group	PathPilot Users Count	Percentage of Total Respondents (N=884)
Selected at least one Equity-Deserving Group	717	81.11%
Racialized persons	420	47.51%



Women	339	38.35%
Newcomer/Immigrant/Refugee (Consolidated)	338	38.24%
Disabled person/Person(s) with a disability	93	10.52%
LGBTQ2S+ persons	70	7.92%
Indigenous people (First Nation, Inuit, Metis)	16	1.81%
People from Rural, Remote, Northern communities	8	0.90%
People living in official language minority communities	6	0.68%
Total Respondents to Onboarding Questionnaire	884	100.00%

PathPilot has achieved broad promotion across Canadian provinces. New Brunswick is noticeable, in that it shows higher participation than expected given the population size. Lower representation in Quebec is expected given the tool is not yet available in French.

Table 3: PathPilot users by province or territory

Province or Territory	PathPilot Users Count	PathPilot Users Percentage
Ontario	588	68.21%
New Brunswick	78	9.05%
British Columbia	61	7.08%
Quebec	43	4.99%
Alberta	39	4.52%
Manitoba	25	2.90%





Nova Scotia	13	1.51%
Saskatchewan	7	0.81%
Newfoundland and Labrador	5	0.58%
Northwest Territories	1	0.12%
Prince Edward Island	1	0.12%
Yukon	1	0.12%
Nunavut	0	0%
Total	862	100.00%

The user base is relatively well-educated. A large proportion of users are either currently employed or currently enrolled in training or education programs, compared to those who are currently unemployed.

Table 4: PathPilot users by level of educational attainment

Educational Attainment Response	Count	Percentage
Completed Bachelor's degree (e.g. B.A., B.A. (Hons.), B.SC., B.Ed., LL.B.)	272	31.55%
Master's degree (e.g. M.A., M.SC., etc.)	190	22.04%
Some Bachelor's degree (e.g. B.A., B.A. (Hons.), B.SC., B.Ed., LL.B.)	118	13.69%
High school diploma or equivalency certificate	80	9.28%
Completed college or CEGEP or other non-university certificate or diploma	65	7.54%
University certificate or diploma above bachelor level	62	7.19%
University certificate, diploma, or degree below bachelor level	24	2.78%
Other trades certificate or diploma	13	1.51%
Some college or CEGEP or other non-university certificate or diploma	12	1.39%





Certificate of Apprenticeship or Certificate of Qualification	10	1.16%
No certificate or diploma or degree	8	0.93%
Doctorate (PhD)	8	0.93%
Total Responses	862	100.00%

Table 5: PathPilot users by employment status

Employment Status	Count	Percentage
Employed full-time	261	30.28%
Unemployed	252	29.23%
In school/training	149	17.29%
Employed part-time	138	16.01%
Self-employed (contract/entrepreneur)	60	6.96%
Not looking for work	2	0.23%
Total Responses	862	100.00%

Having described the user base using this demographic data, the remainder of this section will analyze the implications these demographics may have on what existing users are most likely to find valuable, and where there are opportunities for the tool to expand its user base. Findings will be, where possible, triangulated against data from feedback surveys and focus groups.

The age and employment demographics show the PathPilot user base primarily consists of students or individuals in early to mid-career stages, actively engaged in job searching or career planning. The career development needs of an early-career professional likely look a lot different than a mid-career professional. For example, the early-career user may be looking for advice on how to kick-start a career and basic job search, whereas a mid-career user may be looking for advice on how to switch careers to a new field.

A significant majority of users are either employed (part-time, full-time, self-employed) or enrolled in training/education programs, while only 29.2% are unemployed. The job-search needs of an employed person are notably different than an unemployed person. The upskilling



suggestion functionality could be particularly useful for this group, who may have less need to secure new employment quickly, and more incentive to develop a plan that will involve upskilling and lead to more desirable jobs in the longer term. Platform data suggests that the upskilling feature is not used as frequently as other features, however (see Table 7), and survey and focus group data suggested that those who had used the tool early on found it to have fairly limited options. This finding about limitations to this feature aligns with comments from the project implementation team about temporary disruptions in the connection to upskilling content midway through this phase’s development cycle. User reports later on in the 2025 development phase were more positive about the usefulness of upskilling suggestions. Further development focused on this feature could help ensure the tool is equally useful to those focused on pursuing opportunities in the short term as it is for those who are building a longer-term career plan. One CDP was enthusiastic about opportunities for future versions of the tool to help CDPs and jobseekers assess skill gaps, and for CDPs to complement this by providing locally relevant expertise on upskilling opportunities.

CDPs who are currently using PathPilots with their clients provided additional evidence that the tool works best for the groups who are most likely to be using it: newcomers and youth. Comments about AI addressing language barriers for newcomers in the job market were both optimistic and cautious. There were “success stories” noted, but also concerns that those facing language-related barriers would be less likely to notice errors. In addition to possible language barriers, other reasons may exist for why newcomers and youth would have the most to gain from AI-powered tools supporting tasks like practice interviews and resume optimization. Compared to other jobseeker types, they could have smaller networks, more need to differentiate themselves, a lack of experience with the hiring process, or lack general knowledge of hiring norms in the Canadian labour market. One CDP mentioned that a useful way to help a jobseeker with “limited or no work experience” to “reverse engineer” a strong first resume started by asking an AI tool to synthesize top skills described across entry-level jobs, so they could discuss how a jobseeker could demonstrate those skills. This appears to align with the comment from a jobseeker focus group participant, quoted earlier, that PathPilot had helped them to “learn more about myself” as they were preparing to enter the job market, and to help them see connections between their existing “traits” and specific job descriptions.

Broadly, as shown in the table below, responses to the feedback survey from jobseekers indicated high levels of satisfaction, and that they found PathPilot to be valuable in multiple ways.

Table 6: Pathpilot user responses to follow-up survey feedback questions

Question	Strongly Agree %	Agree %	Neutral %	Disagree %	Strongly Disagree %



The AI career tool was easy to navigate and use. (n = 42)	35.7	50.0	9.5	4.8	0.0
The recommendations provided by the AI career tool felt relevant to my skills and interests. (n = 41)	26.8	48.8	12.2	12.2	0.0
The AI career tool provided career options that I had not considered before. (n = 42)	21.4	38.1	26.2	14.3	0.0
The AI career tool effectively personalized the results based on the information I provided. (n = 42)	21.4	57.1	14.3	7.1	0.0
The career information provided by the AI career tool seemed accurate and up-to-date. (n = 42)	31.0	42.9	16.7	9.5	0.0
The AI career tool helped me better understand the skills needed for certain careers. (n = 42)	28.6	47.6	21.4	2.4	0.0
The AI career tool was a helpful resource for exploring career options. (n = 41)	31.7	41.5	26.8	0.0	0.0
I enjoyed using PathPilot's AI career tool. (n = 42)	38.1	45.2	14.3	2.4	0.0
Overall, I am satisfied with my experience using PathPilot's AI career tool. (n = 42)	33.3	45.2	14.3	4.8	2.4

Among all of these feedback questions, the least strongly positive responses were tied to questions about new information, and personalization of results. This was corroborated by





feedback received through the open suggestions field in the survey, and through focus group comments that noted that job results and upskilling opportunities for some geographies and fields of occupation were limited. These challenge areas would likely be encountered more often for users from highly skilled or niche fields, as there are fewer examples available on which AI datasets can be trained, and training and job opportunities may not be posted to typical general-purpose databases. Within the focus groups, this emerged for a few specific examples of jobseekers. Students seeking field-specific internships or medical residencies did not find the tool worked well with their information. One user similarly noted that a skilled trade in Canada was highly regulated in terms of training and preconditions for certain job opportunities, and that PathPilot could be better attuned to these standards.

Project Question #2. How can PathPilot users leverage AI to enable efficient access to information for career planning and job discovery, while ensuring information involved is trustworthy, accurate, and reliable?

***Insight:* The efficient access to information provided by AI tools for career planning and job discovery must be balanced by measures that ensure data security and maintain information accuracy, as user trust is contingent upon transparent data governance and effective content quality assurance.**

Evidence collected through focus groups and surveys indicates that PathPilot effectively offers users a new and desirable set of tools for navigating the labor market. As discussed further in other sections, quantitative survey data showed positive results. Most notably for this question, the percentage of jobseekers who indicated they Strongly Agree that “The career information provided by the AI career tool seemed accurate and up-to-date” is 31.0%, and the percentage of jobseekers who either Agree or Strongly Agree is 73.8%.

However, the perceived reliability of this efficient access to information remains conditional on assuring data accuracy and maintaining user trust. Focus group discussions highlighted the need for human oversight to mitigate the potential for AI-generated inaccuracies. This requirement is necessary to address the risk of inaccuracies being introduced into AI-generated content, often referred to as “hallucination.”





Challenges related to hallucinations are not strictly caused by PathPilot itself, but are a risk for the underlying AI technology in general. The development of PathPilot did not require building new AI models from scratch, but rather creating data infrastructure and code which enable anonymized subsets of user data to be used as an input by existing AI models (such as versions of OpenAI’s ChatGPT models or Meta’s Llama models) within a set of standardized workflows. These workflows also access commercial data sources (such as databases of job postings and upskilling opportunities) in order to provide users with information that may not be directly available in other contexts where these same AI models are implemented (e.g. the free public version of ChatGPT).

PathPilot is designed to guard against AI hallucinations produced by these existing models through use of a “referee” model that reviews outputs before sharing them with users. In practice, this approach has not yet completely solved the issue of hallucinations being shared through PathPilot, and so human review is still needed. One jobseeker focus group participant noted inaccuracies had been introduced to their resume, and multiple CDP focus group participants flagged this issue as something they had encountered which could negatively impact users, who might not notice the problem before submitting inaccurate materials to an employer. While comments received through the feedback survey were largely positive, negative comments mainly focused on inaccuracies introduced to resumes or cover letters, the formatting of generated documents, and job results that were limited, dated, or misaligned with the jobseeker’s profile (e.g. their location, experience, or qualifications).

It can be very difficult to programmatically detect and prevent hallucination issues entirely. Logs that were assessed from [Fairly.AI](#) testing processes demonstrated PathPilot’s strong security, resistance to attacks, unbiased approach to providing advice to different demographics, and ability to handle sensitive topics appropriately. However this testing process was less effective at assessing the quality of information provided to specific users, and whether it accurately reflected the details they provided. The evaluation team noted that [Fairly.AI](#) testing prompts for “relevance” used placeholder location values (“[City], [Country]”) instead of example locations, and PathPilot then responded by requesting location details and suggesting general resources. [Fairly.AI](#)’s testing documentation for PathPilot had included a score of 4/4 for the Relevance of the tools responses, but this evidently only indicated general relevance to the topic of career development, not that the tool’s ability to accurately personalize results was able to be programmatically monitored. GuruLink reported asking [Fairly.AI](#) to revise this process but it is not clear that any technological solutions currently exist that could completely solve the risk of hallucinations. Other possible strategies to explore further include educating users on limitations of the tool and encouraging careful review of generated materials. As discussed in previous sections, CDPs expressed interest in having the tool ensure resume generation would be a more “interactive” process, rather than quickly generating new content. Even when resumes and cover letters were completely accurate, they suggested that having jobseekers



actively involved in review and revision through the chat interface would also help to ensure the materials didn't feel "formulaic" or inhuman.

While [Fairly.AI](#) audits and documentation on the PathPilot website provide good evidence that the tool has trustworthy data management and security practices in reality, user perception of this reality is just as important for the tool's success. CDP focus group members mostly indicated their confidence in the security and privacy affordances of PathPilot by positively comparing it to generic tools like ChatGPT, when used for personal information. This mirrors comments heard from the project implementation team about desire for the tool to serve as an antidote to a current status quo: where generic tools are already used in career development, but may be suboptimally aligned with the specific tasks and data sources involved. CDPs and jobseekers both seemed particularly invested in the question of whether personal information would be used to train models. One CDP noted that extra "reassuring" that when using PathPilot "the info stays within my organization" would be helpful, and they noted this type of assurance enabled their organization to feel confident using Microsoft's "closed system" CoPilot AI services over the "open system" form of AI represented by ChatGPT. PathPilot documentation currently indicates that personal data is "anonymized" prior to being used to train models, along with a number of other related assurances. Given there were some inconsistencies in how different focus group members had interpreted information about PathPilot data privacy, effort to clarify messaging and further educate institutional users may be an opportunity to build further confidence in the tool.

Project Question #3. How do the needs of Career Development Practitioner users of an AI career planning tool differ from those of individual jobseeking users, and what are the most valuable use cases?

***Insight:* While jobseekers and CDPs are fairly well aligned in what they want from PathPilot, CDPs place greater emphasis on having human expertise involved for all clients, and see unique opportunities for the tool to provide them an administrative interface with insights on client efforts.**

Data generated by usage of PathPilot's Jobseeker and CDP instances suggested that these two groups of users have fairly similar usage patterns for the platform's current iteration.



Table 7: Summary of PathPilot Platform Usage Data

Category	Metric	Jobseeker	CDP
Engagement Overview	Avg. Time Spent	19m 49s	17m 44s
	Users logging in on multiple different days (%)	~40%	~35%
	Users logging in on multiple different days (Count)	417	34
Feature Use Instances	Interviews	314	23
	Saved Chats	170	47
	Saved Jobs	432	45
	Saved Resources	174	6
	Saved Resumes	183	4
	User Resumes	367	49
	Viewed Jobs	1628	131

Searching for and then viewing jobs is the most utilized feature for both groups. It is fairly unsurprising that this is the action repeated most often, as it is an early step in a job search process that typically must be repeated frequently. Jobseekers use the saved_resources and saved_resumes features with relatively more frequency than CDPs, which may suggest that CDPs may save jobs or chats that could be relevant to multiple clients but are more likely to immediately pass any (upskilling) resources or generated resumes onto clients or discard them.

Overall, the relative parity in these usage metrics means differences in how CDPs use the tool as compared to jobseekers can be better explored through qualitative data. The focus group discussions uncovered the CDP desire for future iterations to provide new capabilities that support the core human relationship. As discussed in previous sections, CDPs wanted to use the AI to guide and motivate jobseekers to invest more effort, rather than letting the tool replace expert advising and sufficient manual effort by the jobseekers to ensure application materials were detailed and accurate. CDPs felt an “interactive” discussion with an AI tool could be a useful way to revise resumes, similar to the conversational format used for PathPilot’s interview prep function. A related feature that one CDP mentioned they would like to see incorporated in



future was a numerical scoring of a current resume in terms of its matching to keywords in a specific job posting, with subsequent improvements to this score as the jobseeker worked with the AI to revise wording helping to motivate their investment into the resume tailoring process. The “visual” results provided by the tool Jobscan, which helps users assess how well resumes are likely to fare in automated sorting applied by Applicant Tracking System (ATS) software like Workday, was noted as an example that CDPs had found effective in previous work with clients.

The desired capability most specific to CDP users was a portal to centralize client activity and inform expert consultations. CDPs noted that most clients currently cobble together multiple platforms to do what they need, and PathPilot was a promising option for a single platform to handle it all. By centralizing career development activity into one place, focus group participants saw potential to be given access to an administrative interface through which they could gain a useful overview or summary of each of their clients’ activities, such as tracking the job postings clients applied to. Such an interface could also compile or summarize information from repeated conversations with the jobseeker that could be incorporated into career plans, resumes, or cover letters – with expert advising from a human CDP. The resulting self-reflective content could be summarized in the admin view, providing the CDP with crucial context to inform their expert advice before a meeting even begins. This administrative view could therefore allow CDPs to focus their limited time on high-value, tailored advice for the client, while the AI increased efficiency in collecting and organizing personal information.

Project Question #4. How can PathPilot create value and efficiency in an employment, education, and training service delivery context?

Insight: PathPilot creates value by enabling a capacity-building hybrid service model that fundamentally reframes the role of AI from a job replacement threat to a force multiplier for expert Career Development Practitioners (CDPs) and a mechanism for teaching jobseekers critical, market-enhancing AI literacy and job preparation skills.

PathPilot is specifically designed to target the Canadian employment, education, and training ecosystem. The project implementation team have consistently emphasized their intentions to work with and empower practitioners in this system using AI, to “enable and give superpowers to the people who are trying to deliver the outcomes.” **The process of developing and deploying the tool has involved a substantial amount of consultation with sectoral stakeholders to ensure it can integrate effectively with existing systems and workflows.**



Consultation with sectoral stakeholders is especially crucial given the AI-related anxieties that have been encountered among many CDPs.

Quote from project implementation team member: *“There's definitely sensitivities or concerns from people in the career services space, for example, what the disruption of AI can mean for their jobs. Is it something that either could take away their jobs, so they're losing jobs, or [...] would it substantially change the expectations in terms of their output [...] How we are approaching testing the tool and working with them is really trying to make it clear to the service providers that we're wanting to design this with and for them so that we can make sure that it's grounded in the way that they work with clients.”*

The project's value proposition aims to actively refute practitioner fears about AI and automation by positioning the PathPilot as a supplement, which allows CDPs to delegate high-volume, time-intensive activities to the AI and focus on human-facing aspects. A version of the tool that will enable CDP-specific workflows is still under development, but (as explored in more detail under Strategic Question #5 and Project Question #2) comments from CDPs who are currently testing the tool offer promising signals that organizations see value and potential efficiency gains in incorporating PathPilot into their workflows.

An additional way in which PathPilot can create value in this service delivery ecosystem is by increasing the effectiveness of services by changing client behaviours between support sessions. As explored in more detail under Strategic Question #25, CDPs saw significant potential value in PathPilot increasing the willingness of jobseekers to complete career development activities or “homework” by making them easier and more enjoyable. CDPs noted this was currently true for the mock interview feature, which allows jobseekers to engage in guided practice for a “significantly greater amount of time than they could with a CDP” and that other “interactive” features could be usefully expanded in future. By making the preparatory effort easier, the tool could help improve outcomes achieved by an organizations' clients.

In the education and training context, PathPilot can offer a third major source of value, by giving jobseekers and practitioners opportunities to increase their general AI literacy and understanding of responsible AI use. Multiple CDPs who are currently using AI discussed opportunities they and colleagues had received due to PathPilot to increase their understanding of AI, and that they had had interactions with jobseekers focused on how to use AI responsibly to produce high-quality application materials. One CDP in particular noted this was a useful unintended benefit of PathPilot and a form of upskilling. They suggested that learning how to use PathPilot effectively “can help them as a jobseeker, because [AI literacy] is something I know that employers are looking at, too.”



7. Lessons learned/ Recommendations

AI Adoption and Skill Building: Focus on Learning and Co-Creation

- **Lesson Learned:** Existing PathPilot users report high confidence in their own abilities to use AI and build towards a desirable career at the point of onboarding. An expanded pool of future users may include some with lower familiarity or comfort, and may require more support. Existing CDPs and jobseekers have indicated they appreciate the learning and co-creation aspects of their PathPilot experiences.
- **Recommendation:** PathPilot should continue to build on resources for learning about using AI (or PathPilot specifically), and workflows that prompt jobseekers to learn and co-create. This could include questions for identifying strengths, weaknesses, and value alignment.

Product Focus: Refine Target Audience and Niche Needs

- **Lesson Learned:** Focus group input suggested that newcomers and early career jobseekers are the user groups benefiting most from PathPilot, although early testing efforts had focused on tech professionals with white-collar resumes.
- **Recommendation:** Refine future development and marketing activities, such as product demos, to target entry-level jobseekers and newcomers to align with the target beneficiaries of CDP organizations. Additional data sources should be explored in the longer term as an opportunity to better support those working in niche or highly skilled occupations.

Data Quality, Accuracy, and Human Oversight

- **Lesson Learned:** Human review remains necessary despite PathPilot's use of a "referee" model to guard against hallucinations. Focus group participants noted that the tool sometimes introduced inaccuracies to resumes or cover letters, and employers may prefer more polished formatting options.
- **Recommendation:** Introduce additional framing around outputs, encouraging careful review of resumes and cover letters for accuracy before submission. Explore additional document-formatting resources or functionality.



Funding Ecosystem: Strategic Framing and Ethical Use

- **Lesson Learned:** There is some negative discourse around AI in the public sphere that PathPilot must counteract to succeed. Employers are excited about AI skills among applicants, but do not respond favourably to high volumes of low-quality applications.
- **Recommendation:** PathPilot must explicitly distinguish itself from other general AI tools and be framed as an application that promotes high-quality and effective presentation of talent. Jobseekers should ensure that using AI tools to generate job application materials still involves careful human review and results in high-quality and accurate materials. Funders should ensure they are clear on the differences between AI in general, and the integration of AI into specific workflows that PathPilot or other such tools may enable.

User Analytics and Segmentation

- **Lesson Learned:** PathPilot is intended to serve both career planning and job searching. Unemployed jobseekers have a different sense of urgency and expectations compared to employed individuals who are curiously exploring the tool.
- **Recommendation:** Matching initial onboarding user questionnaires to usage data trends is a powerful methodology for better understanding user behavior. The User Analytics team should pay attention to the usage trends and needs of the two separate jobseeker user groups (unemployed and employed) to tailor support. Technical support and solutions should explore matching initial user questionnaire data to usage trends for a more powerful analytics methodology.

Service Delivery Model: Shift from Automation-First to Effort-Driven Support

- **Lesson Learned:** The core value of the PathPilot tool for CDPs is not to automate tasks entirely, but to guide and motivate jobseekers to invest more effort in the application process while also introducing efficiencies in initial drafting or revising of content. CDPs stressed that enabling clients to quickly generate content risked enabling jobseekers to submit applications that wouldn't align well with their self-representation during interviews. The project succeeded where the tool was used to promote responsible and careful co-creation between AI and humans.
- **Recommendation:** Future iterations should expand on prompting mechanisms that promote active client engagement and self-reflection, as the interview preparation and mock interview features currently do. This encourages jobseekers to take more ownership of their materials and messaging.





Platform Design: Develop Dedicated Admin Interface for Systemic Oversight

- **Lesson Learned:** CDPs expressed desire for administrative oversight capabilities in the PathPilot platform to monitor activities of their clients and gain access to summaries and insights that can inform their advising. They noted that clients currently do career development work across multiple different platforms and so they lacked a single view of their development activities. The absence of an administrative portal prevents CDPs from utilizing the centralized data to provide targeted, human-centric support.
- **Recommendation:** Prioritize the development of a CDP-facing administrative portal that provides a useful overview or summary of client work, including tracking job applications and usage patterns.

Feature Effectiveness: Scale High-Value, High-Engagement Features

- **Lesson Learned:** Features that combine AI efficiency with feedback that motivates longer and deeper engagement by jobseekers were noted by CDPs and jobseekers as most valuable and effective. The mock interview feature was universally praised for offering clients the ability to practice for much more time than they could with a CDP. CDPs wanted to see clients similarly encouraged to engage actively in revisions to their resumes and cover letters. Analysis of resume alignment with job posting keywords was raised by CDPs as a desirable feature that could motivate clients to engage more deeply in career development activities through PathPilot.
- **Recommendation:** Explore development of features that provide jobseekers a score and assessment of the strength of current job application materials or their alignment with specific jobs, and workflows that collect information that can be used to enhance application materials.

8. What's Next

The next steps of work on PathPilot by GuruLink and their partners will focus on building new iterations of the existing tool, particularly its employer interface. By bringing the demand side into the platform, they aim to better understand what skills are in demand and what skills are currently available in the workforce. Other development plans include building AI notetakers, cross-platform integrations, and agentic flows into CDP interfaces to allow greater focus on high-impact work; building in skill assessment tools, interests-based and psychometric





assessment tools; and adding support for mobile-based interaction mediums, to increase the accessibility of information embedded in the tool and to better remind users of actions they can take with PathPilot to build their careers. Work with [Fairly.AI](#) will also continue, to build out more robust and persona-specific automated testing of trust and safety-related features.

The next phase of work will be supported by an investment of \$100,000 from the Canadian Venture Capital and Private Equity Association (CVCA), which will help accelerate the employer aspects of the platform and therefore aim to benefit CVCA's talent community. It will also be supported by the Future Skill Centre's SCALE funding, with the goal to onboard a wider set of organizational and individual users, enable further learning about their needs, and further learning about the tool's broader impacts.

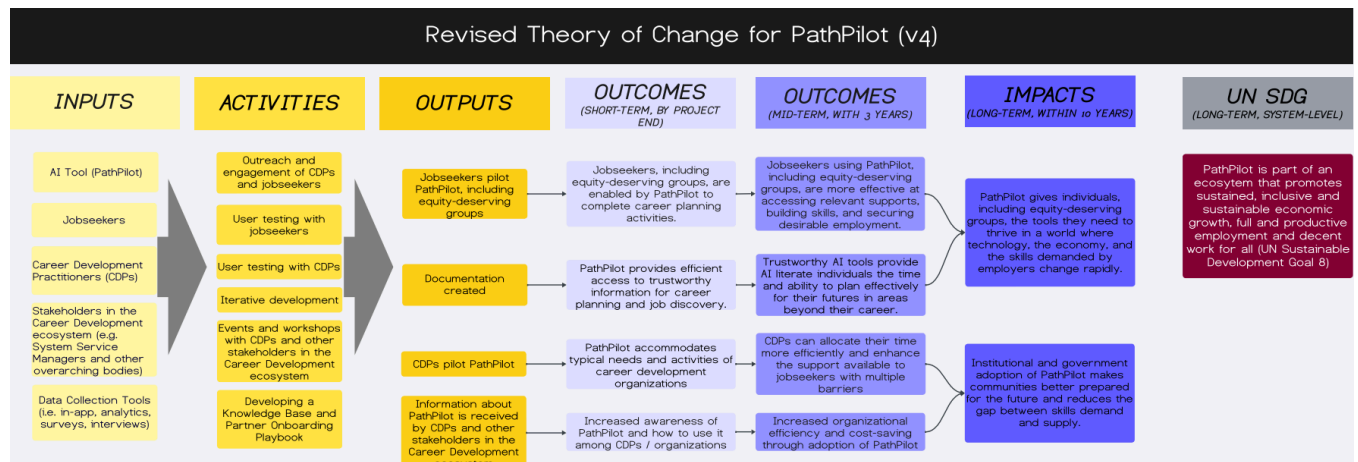




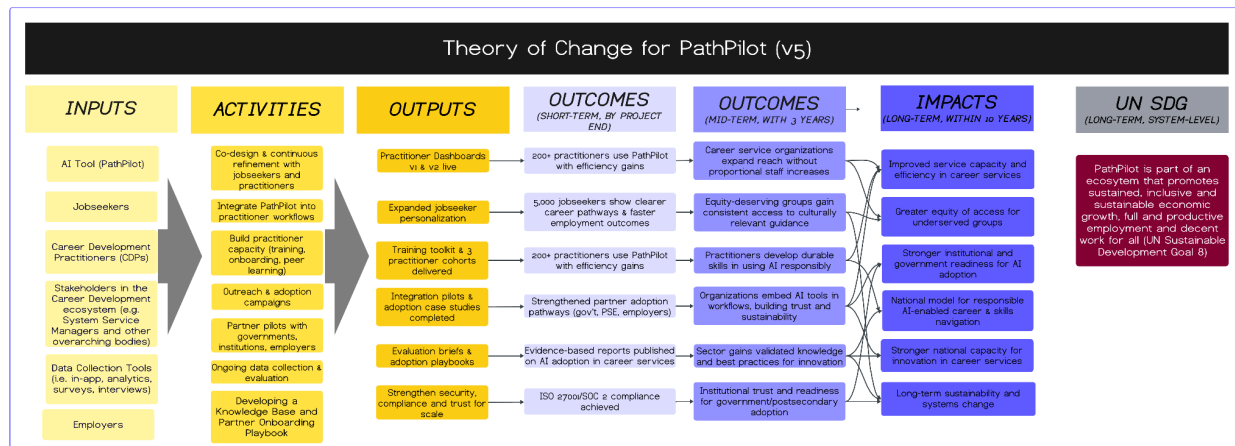
9. Appendices: Supporting Materials

Logic model/Theory of Change

This Theory of Change was developed with the PathPilot project team and DARO (May 2025).



A modified version was produced to inform scaling plans in later months.





Detailed description of evaluation methodology

Project-specific Evaluation/Learning Questions	Key Metrics / Indicators (disaggregated where possible)	Data Collection Methods & Sources
#1 Under what conditions do jobseekers, including equity-seeking groups, find value in using AI solutions for career planning? (Indicators that jobseekers piloting the tool experience positive short-term outcomes in their ability to career plan, as defined in the Theory of Change.)	Features most used among jobseekers	Platform data
	Average time jobseekers spent using the tool	Platform data
	% of jobseekers who sign in on multiple days	Platform data
	% of high user satisfaction with digital AI solution among jobseekers	Follow up survey (jobseeker)
	% of jobseekers reporting high relevance of job suggestions	Follow up survey (jobseeker)
	% of jobseekers reporting high ease of use for tool	Follow up survey (jobseeker)
#2 How can PathPilot users leverage AI to enable efficient access to information for career planning and job discovery, while ensuring information involved is trustworthy, accurate, and reliable? (Indicators that the jobseekers piloting the tool experience positive short-term outcomes in terms of efficient access to trustworthy information, as defined in the Theory of Change.)	reported understanding of data sources by jobseekers	Interview
	perceived accuracy, trustworthiness, and reliability of results among jobseekers	Follow up survey (jobseeker)
	assessment of outputs for example query, in comparison to generic AI tool (ChatGPT) or human (not using AI-enabled tools)	Expert analysis of PathPilot, ChatGPT, and human (not using AI-enabled tools) outputs



Project-specific Evaluation/Learning Questions	Key Metrics / Indicators (disaggregated where possible)	Data Collection Methods & Sources
#3 How do the needs of Career Development Practitioner users of an AI career planning tool differ from those of individual jobseeking users, and what are the most valuable use cases? (Indicators that practitioners in Career Development Organizations piloting the tool experience positive short-term outcomes in terms of their ability to integrate it into their existing work, as defined in the Theory of Change.)	Features most used among CDPs	Platform data
	Average time CDPs spent using the tool	Platform data
	Key insights and recommendations (from CDPs)	Interviews
	CDPs reports of receiving relevant job suggestions	Interviews
	CDPs reports of success finding relevant training opportunities	Interviews
	perceived accuracy, trustworthiness, and reliability of results among CDPs	Interviews
#4 How can PathPilot create value and efficiency in an employment, education, and training service delivery context context? (Indicators that Practitioners in Career Development Organizations piloting the tool experience positive short-term outcomes in terms of their ability to use the tool, as defined in the Theory of Change.)	% of CDPs that would use this tool and for what purposes	Follow up survey (CDP); Interview
	% of CDPs who see the benefits of this digital AI solution compared to traditional methods	Follow up survey (CDP)
	% of high user satisfaction with digital AI solution among CDPs	Follow up survey (CDP)
	% of CDPs reporting high ease of use for tool	Follow up survey (CDP)
	Average time CDPs spent using the tool	Platform data
	% of CDPs who sign in on multiple days	Platform data





FSC Strategic Question(s)		What evidence and/or learning is expected towards this question?	Data Collection Methods & Sources
#	Text		
1	What are the key ingredients to helping individuals successfully transition to new employment opportunities or keep up with evolving skills requirements?	% of jobseekers reporting increased confidence in their ability to build towards a desirable career (baseline at signup)	Onboarding survey; follow up survey (jobseeker)
		% of jobseekers reporting increased confidence in using AI tools (baseline at signup)	Onboarding survey; follow up survey (jobseeker)
		% of jobseekers who believe using this tool improves efficiencies	Follow up survey (jobseeker)
		stories of impact from jobseeker users (increased effectiveness)	Interviews
5	How can the career development ecosystem improve services to Canadians?	CDPs reports that using this tool improves efficiencies	Interviews
		CDPs reports of increased confidence in using AI to support jobseekers	Interviews
		stories of impact from CDP users (increased efficiency)	Interviews
25	What lessons can be harnessed to inform the scaling of technology-oriented tools within the skills development ecosystem?	perceived accuracy, trustworthiness, and reliability of results among CDPs	Interviews
		% of CDPs that would use this tool and for what purposes	Follow up survey (CDP); Interview
		% of CDPs who see the benefits of this digital AI solution compared to traditional methods	Follow up survey (CDP)
		assessment of outputs for example query, in comparison to generic AI tool (ChatGPT) or human (not using AI-enabled tools)	Expert analysis of PathPilot, ChatGPT, and human (not using AI-enabled tools) outputs
		Features most used among CDPs	Platform data





FSC Strategic Question(s)		What evidence and/or learning is expected towards this question?	Data Collection Methods & Sources
#	Text		
		Key insights and recommendations (from CDPs)	Interviews

