HULT
INTERNATIONAL BUSINESS SCHOOL

Assignment A1: Individual Written Assignment

Course: Introduction to Product Management

Due Date: June 08, 2025

Student Name: Abi Joshua George

Student ID: 46656697

Chosen Digital Product: Grammarly

I'm an English second language speaker who uses Grammarly daily for assignments, emails, and LinkedIn posts. It checks grammar, sentence structure, and tone across platforms like Google Docs, email, and social media. What makes it stand out is how fast and easy it is to use. Real-time suggestions help me write with confidence. While it catches errors and improves professionalism, I've noticed it lacks support for writing with clear intent, an area where I believe Grammarly can improve.

Grammarly is used by different kinds of people: students, professionals, and even writers of a casual nature. For the purposes of this assignment, though, I would prefer to focus on non-English speaking international students. I am one myself, and I know the real issues we have when trying to write effectively and confidently within scholarly and professional settings. This specific audience is going to utilize Grammarly not only for grammar but for improved tone, structure, and vocabulary. The product is useful, but at times the suggestions are too technical or are not suitable for second-language learners. These learners require more guidance and instruction, rather than corrections. That's why I chose to make the product better suited for this specific group.

As we're international students, we're never quite sure how we sound on paper to native speakers. We don't just worry about grammar, we also worry that our tone is too formal, too casual, or just simply confusing. Grammarly gives good grammar tips, but they don't always explain why something's wrong in ways that are easy to understand. Another annoying gripe is that Grammarly does not instruct us in the long term. It corrects us, but we do not always see what we did incorrectly and how we can do better. That is, we keep making the same mistakes. We in fact require more learning support such as advice that is targeting non-native speakers, clearer explanations, and tools that help us to learn and grow, not just edit our writing.

The main outcome students want from Grammarly is confidence in their writing. We want our message to be accurate, natural, and professional, especially for job applications or assignments. In the long run, we also want to improve our English. Instead of just fixing mistakes, Grammarly should explain why something is wrong and how to fix it next time. With clearer explanations and personalized tips, Grammarly can go beyond proofreading, it can empower students to write with skill and pride across school, work, and life.

As a student, I've noticed several ways Grammarly can improve,

Opportunity 1: Improve Learning Through Feedback
Grammarly corrects mistakes but often skips explanations. Students want to understand

why something is wrong. Adding short grammar tips or examples with each correction would help users learn and avoid repeating the same errors.

Opportunity 2: Customize for Context
Grammarly's suggestions follow general rules, but different situations need different tones. Writing an essay isn't the same as writing a resume. A helpful improvement would be letting users choose writing contexts like "Academic Essay," "Job Application," or "Casual Email", so suggestions match the tone and structure better.

Opportunity 3: Build Motivation Through Progress
Using Grammarly daily can feel repetitive, and users rarely know if they're improving. A progress bar showing fewer grammar errors or richer vocabulary over time would give students motivation and proof of their growth.

The most valuable improvement is context-based writing modes, as it directly supports better writing outcomes in real-life situations like job applications and academic work.

MVP Design,
To test the most promising idea: context-based writing modes, our MVP will focus on giving users the option to choose a writing goal before they begin writing. This feature will then adjust Grammarly's feedback to better match that context.

Hypothesis,
We believe that if students can select specific writing goals like "Academic Essay," "Resume," or "Casual Email," then the feedback they receive will feel more relevant and helpful. This will lead to higher satisfaction and better writing outcomes.

This MVP is aimed at solving a common problem: Grammarly sometimes gives suggestions that don't match the real purpose of the writing. By adding context, users won't have to manually ignore or adjust suggestions that feel off. The gain here is a smoother, more confident writing experience that fits the task at hand.

What We Hope to Learn,

- Do users choose and use different writing modes?
- Does the feedback feel more relevant to them?
- Does this help them complete tasks more effectively?

User Stories,

- As a student writing a research paper, I want Grammarly to give me formal and structured suggestions so I can meet academic standards.

- As a job applicant, I want Grammarly to help me sound confident and professional in my resume.
- As a casual writer, I want Grammarly to make my writing sound more friendly and natural for personal emails.

How We'll Measure Success,

- At least 60% of users try out a context-based writing mode in the first month.
- More than half of those users say the feedback felt more relevant.
- We see an increase in Net Promoter Score (NPS) or positive feedback from students using this feature.

To direct our MVP and produce meaningful results, we are defining the subsequent **Objective and Key Results (OKRs)** for the product team:

Objective,

Make students feel more confident and supported by rendering Grammarly's feedback more relevant to their writing goals.

Key Results,

- Minimum 60% of student users activate a writing mode during the first 30 days.
- Minimum 50% of users report improved relevance in feedback via surveys or ratings.
- Achieve a Net Promoter Score (NPS) of 45 or more from student users within the first two months.
- Reduce ignored or rejected suggestions by 25% for users who are using the new writing modes.

These OKRs will track how well the new feature is helping students write better and feel more assisted when using Grammarly.