Wizdom: Self Growth Challenge

Wizdom Labs

In-app purchases

4.4★	50K+	E
712 reviews	Downloads	Everyone ⓘ

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About Wizdom

Self-Growth App that brings insights from the best books, courses, and podcasts in bite-sized audio. Wizdom ranked consistently in the Top 10 Grossing Educational Apps in India and the Top 100 in the US, UK, and Australia.

Company Vision

"Just like you use Spotify for music streaming, Wizdom envisions it to be that app for self-growth. You spend 15 mins every day on Wizdom and you are assured of your self-growth"

Problem Statement 1

Ways to improve engagement/retention on Wizdom

Revenue Model

Subscription-based model for Users.

As the app mainly relays on the subscription it is important that every user tends to stay on the app and uses its services for a long period of time.

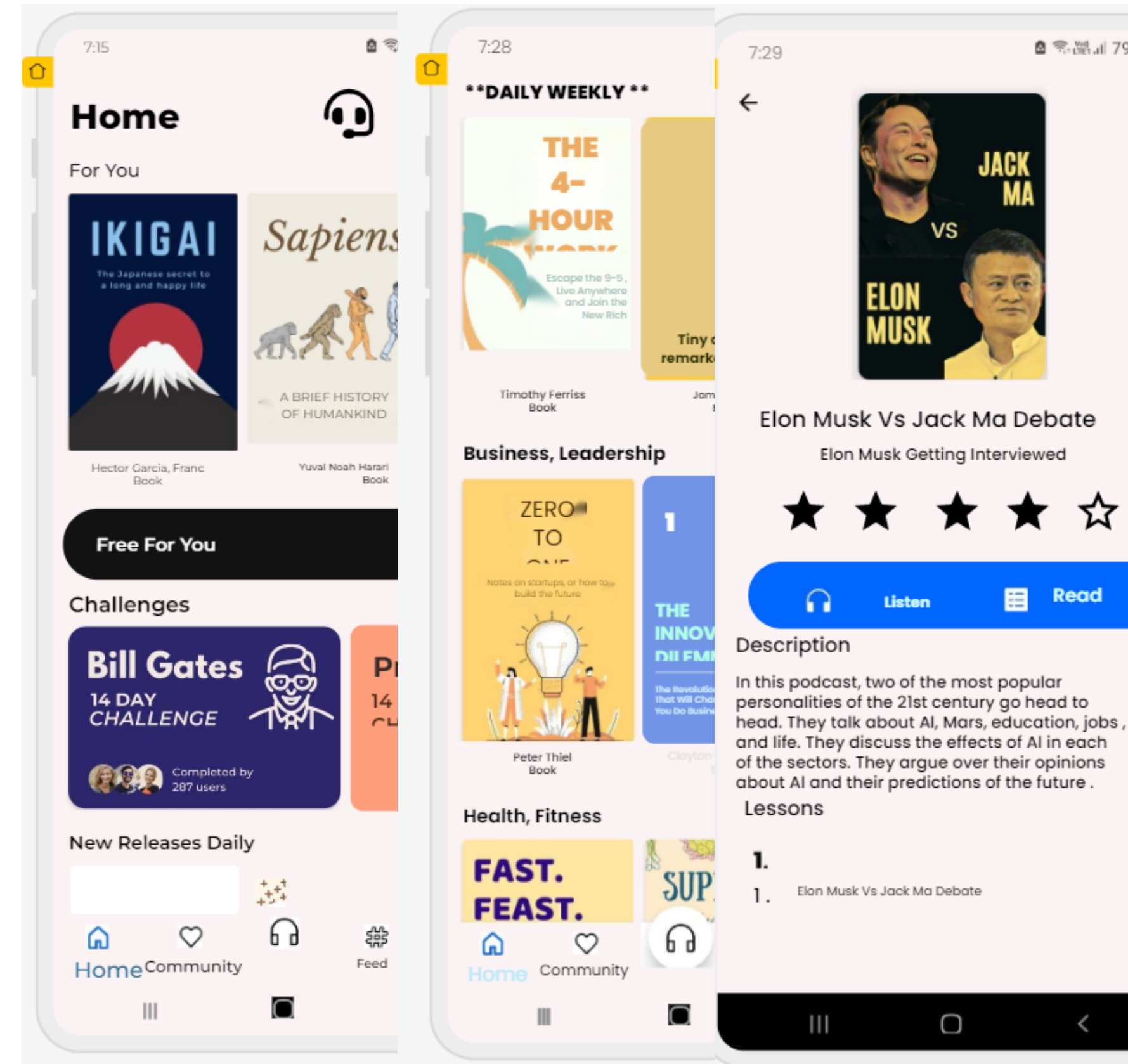**Solutions to improve Engagement**

- **Personalize the user experience**
- **Gamify the experience- Rewards and Badges**
- **Offer exclusive content**
- **Send push notifications**
- **Offer a free trial or a freemium model**

Problem Statement 2

How can you personalise better for users

Solution for personalise better for users.

- **Collect user data**

- **Allow users to customize their preferences**

- **Implement a rating system**
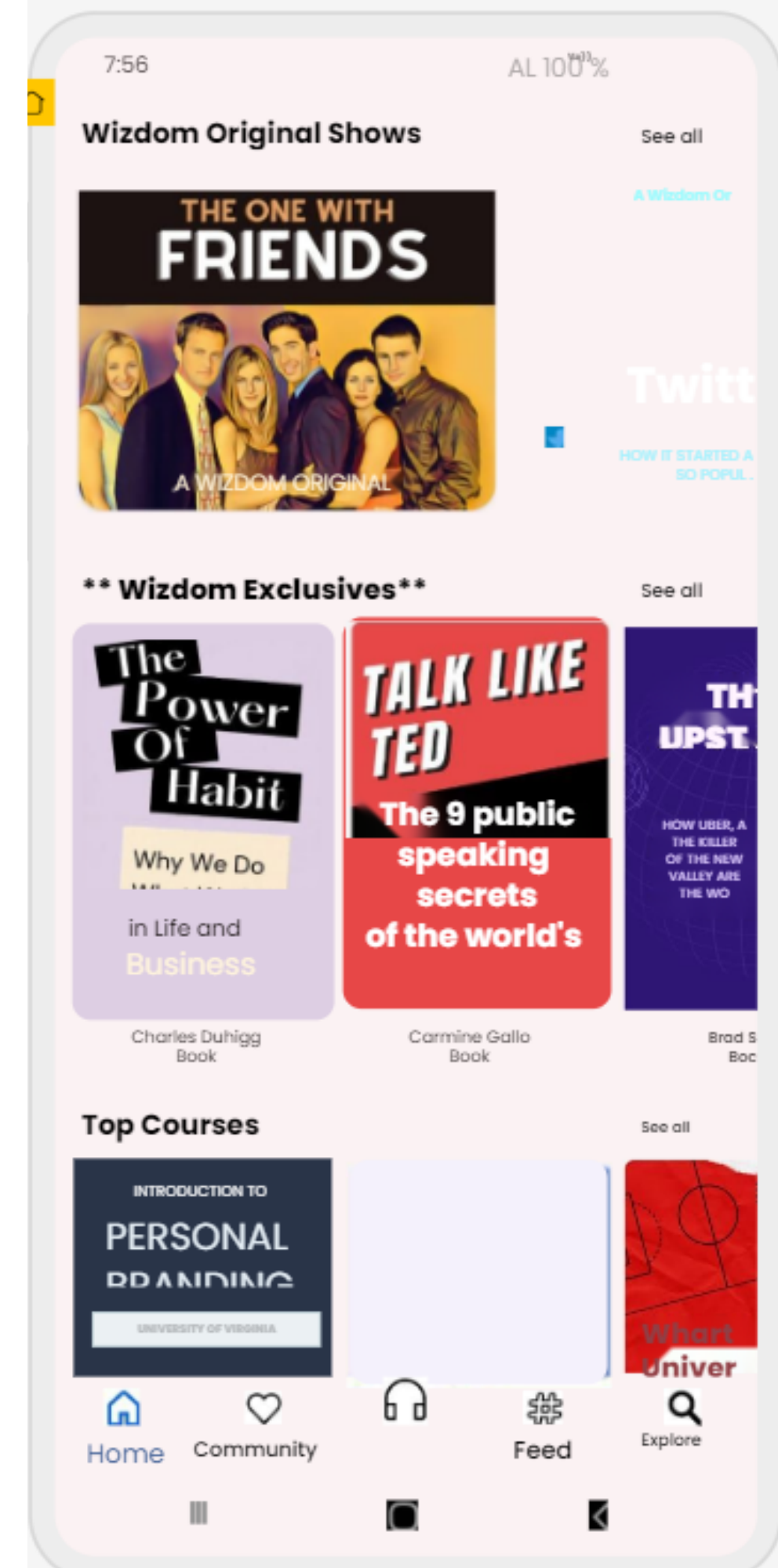
- **Implement a chatbot**

Problem Statement 3

Ways to create habits for users

Solution for creating habits for users.

- **Set expectations**

- **Offer exclusive content**

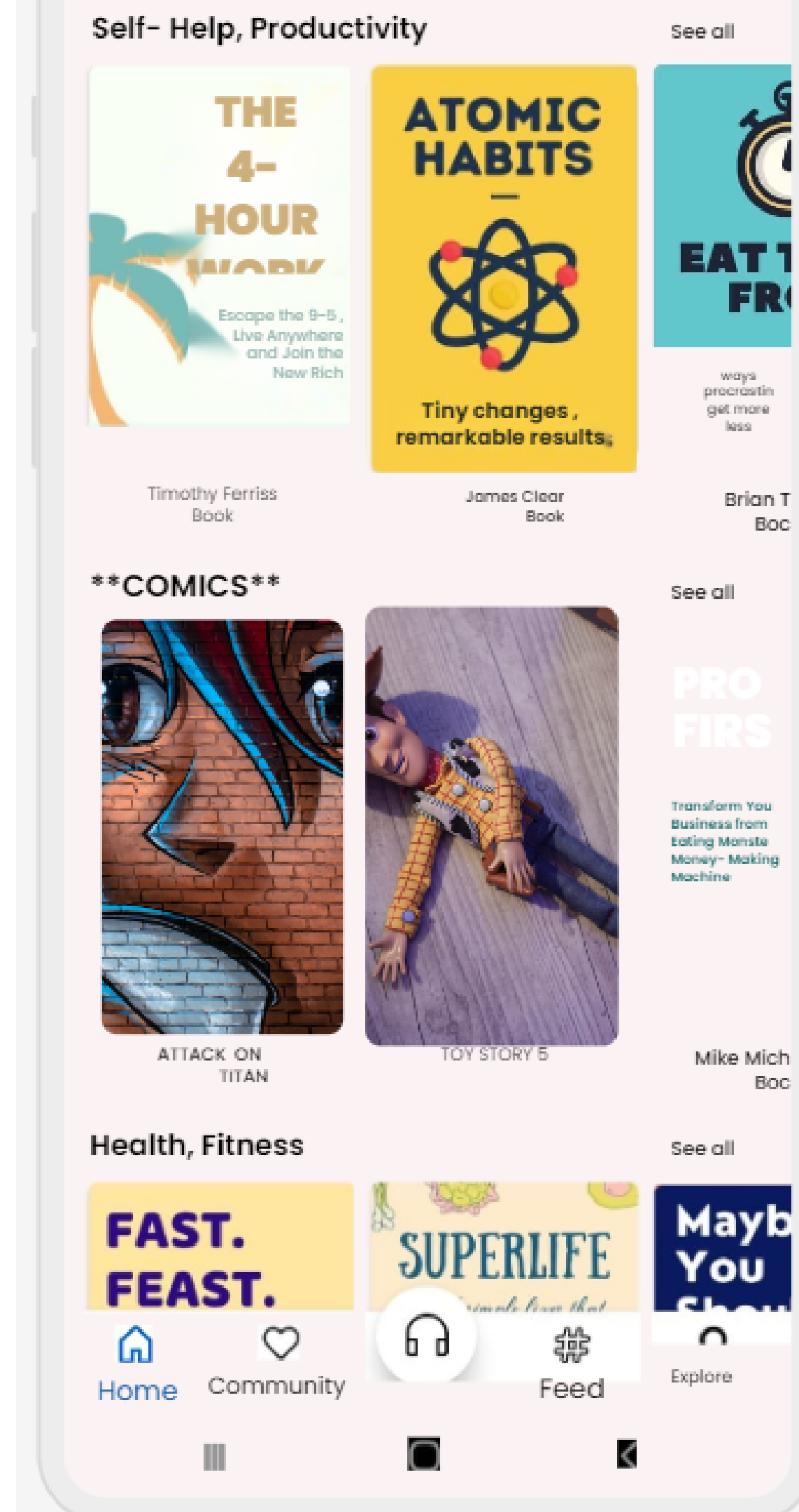- **Encourage daily use**

- **Simplify the sign-up process**

Problem Statement 4

What content can be added to make Wizdom more valuable to users

Solution for adding content that creates value.

- **Expert commentary**

- **Additional resources (Manga aka Comics)**

- **User-generated content**

- **Recommendations**

- **Community features(Chat rooms, forums)**

Overall, adding valuable content to Wizdom can help to increase user engagement and retention by providing users with a more enriching experience. The content can also help users learn more about the topics they are interested in and get more value from the app.

THANKYOU :)

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