

| PROBLEM STATEMENT

Zoom is looking to improve its platform for educational institutions by adding new features. However, due to time and resource limits, only two projects can be selected for development in the next quarter. The task is to understand the options available, choose the two features that would be most valuable for schools and students, and explain why these features should be prioritized. It is also important to consider any possible challenges that may come up with these features and suggest how to handle them.

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Zoom is cloud based video conferencing platforms that allows users to connect and collaborate through video, audio and chat. It's a popular tool for meetings, webinars, and other online events, offering features like screen sharing, recording, and live chat.

Key Metrics

\$4.52 bn

Annual Revenue in
2024

25-34

Age Range of majority
users

+27%

Registered Users in
2024

3.3 tn

meeting minutes
annually

Tracking Zoom in Education Sector

10,000+

schools and
universities use Zoom

80%

universities have
incorporated Zoom into
their online classes

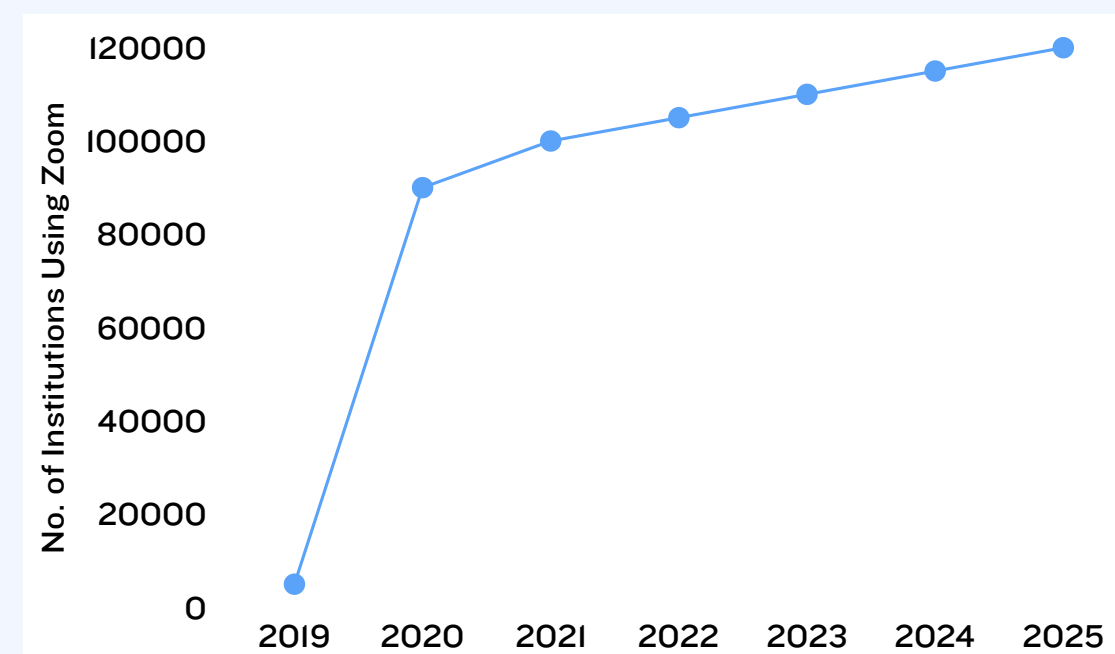
200%

increase in online courses
offered by institutions
using Zoom

40% Traditional
classes

60% Online
Classes

Key Competitors



USER PERSONAS



Dr. Ankita Joshi

Associate Prof. of
Economics

32 y/o , Dedicated
to provide highest
quality of education
to her students

Goals



- Keep Students engaged throughout the session
- Keep a track of the individual participation of each student
- Conducting fair online assessments

Pain Points



- Difficulty identifying the students struggling
- Finds Zoom's advanced featured hard to use
- Manual attendance and engagement tracking is very time consuming



Tanvi Mishra

Ungrad Student, B.A. in
Psychology

20 y/o, A diligent and
high scoring student ,
but avoids turning on
her camera due to
anxiety.

Goals



- Engage with the class without turning on her camera
- Access class recordings and resources easily
- Collaborate in small creative teams

Pain Points



- Felt less visible and valued in discussions.
- Struggles to form peer connections

● Prioritized

UNDERSTANDING THE STAKEHOLDERS INVOLVED



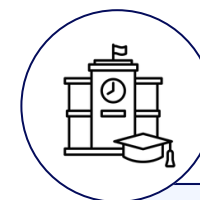
Students

- Access to personalize learning paths to suit their pace and style
- Students lose focus or stay passive during online sessions



Teachers

- Easy tools to make lessons fun and interactive
- Tough to manage students and keep them engaged in online sessions



Institution

- Strong and affordable tech setup for long term use
- Many students drop out or loose interest in the online classes



Parents

- Clear and simple updates through a app also allowing them to contact teachers
- Lack of timely updates on their child progress and attendance



Enhanced breakout room functionalities for small group activities

Breakout Rooms are smaller sessions within a larger meeting, allowing participants to collaborate and discuss in smaller groups. Current breakout rooms are rigid. We are adding improved tools for organising and managing breakout rooms to make them more flexible.



Real-time language translation for international students

Zoom already offers live captions, but they are primarily limited to one language. Real-time language translation will enable live speech and chat messages to be automatically translated to multiple languages. Allowing international students to follow and participate in sessions.



Improved data analytics for tracking student engagement

Currently, teachers aren't able to assess whether their students are able to engage during the session. This feature brings in analytics such as attention tracking, participation in polls and chats, and time spent speaking to present a eas-to-read dashboard.



Customizable virtual backgrounds for student privacy

Zoom already provides virtual backgrounds, but not all devices support the feature effectively, and there are minimal customisation options. This feature enhances the privacy of students, making them more comfortable switching on their camera.



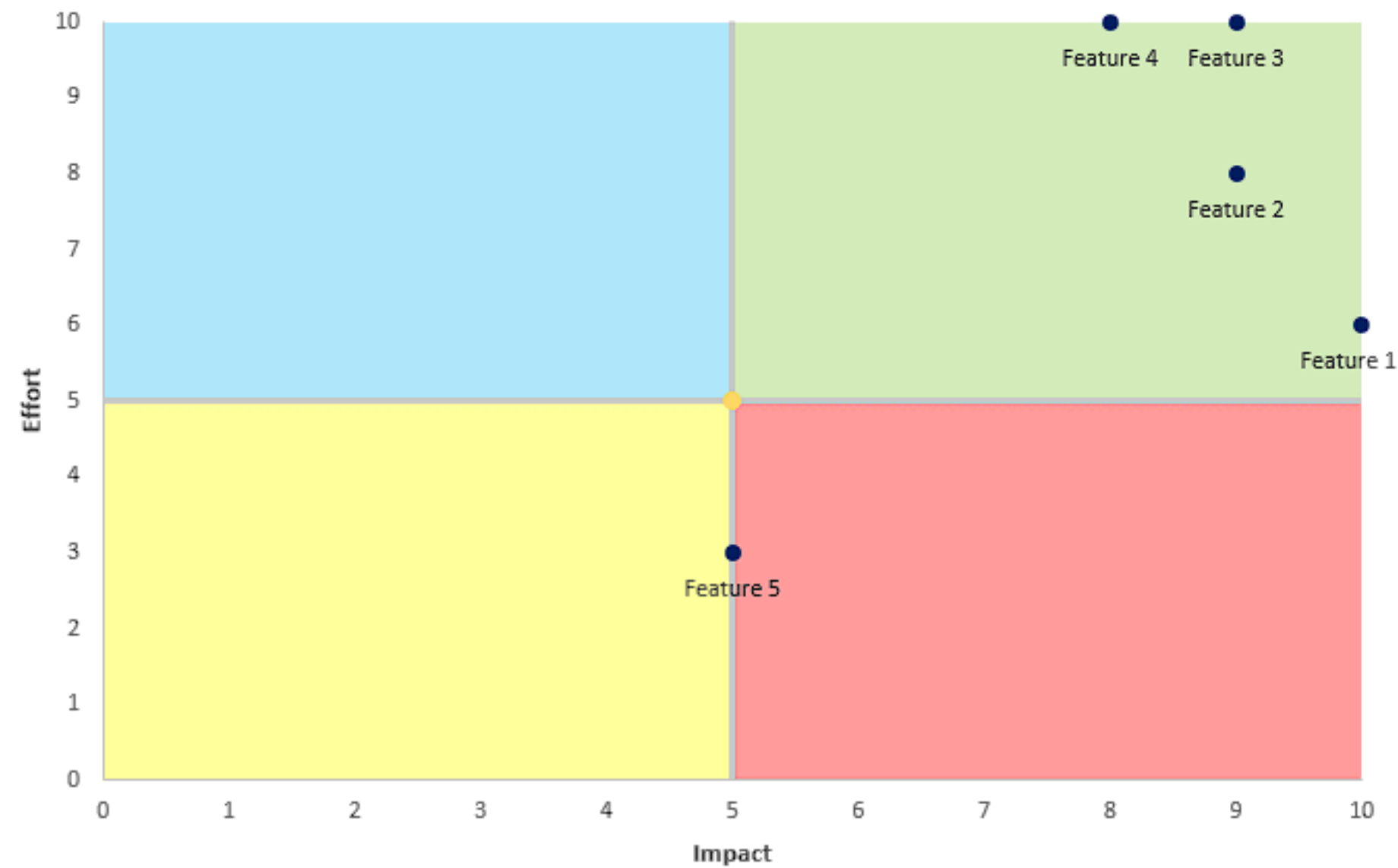
Enhanced security for exams and assessments

Zoom is widely used to conduct online exams, however, the current setup lacks tools to uphold academic integrity. This feature will introduce a dedicated **Exam Mode**. It can also include AI-based proctoring to detect unusual activity like multiple faces, switching windows, etc. Enabling instructors to conduct fair exams.

Prioritization using Impact/Effort matrix

Feature	Impact (1-10)	Effort (1-10)	Justification
1. Improved data analytics for tracking student engagement	10	6	<ul style="list-style-type: none">• Instructors are able to understand the performance and engagement of individual students• Moderate efforts are required to process the existing data
2. Enhanced security for exams and assessments	9	8	<ul style="list-style-type: none">• Strengthens academic integrity by minimizing cheating• High development effort to integrate secure exam modes and AI-based proctoring tools
3. Enhanced breakout room functionalities for small group activities	9	10	<ul style="list-style-type: none">• Enhances collaborative learning and peer interaction• Requires a UI redesign and adds backend complexity
4. Real-time language translation for international students	8	10	<ul style="list-style-type: none">• Helps international students overcome language barrier, making learning more accessible• Need high accuracy speech recognition and translation models
5. Customizable virtual backgrounds for student privacy	5	3	<ul style="list-style-type: none">• Increasing camera participation of students by protecting their privacy• Since the functionality already exists minimum efforts are required

Prioritization using Impact/Effort matrix



Using the Impact/Effort Prioritization matrix, we can conclude that we should prioritize **Enhanced Analytics (Feature 1)** and **Exam Security (Feature 2)**

Pitfalls and Mitigation



● Mitigation ● Pitfalls

- **Data overload** for teachers who may find the dashboards too complex or time-consuming to use.
 - Keeping the dashboard simple and easy to understand and highlighting all key metrics with clear visual summaries.
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- **Privacy concerns** from students and parents about tracking participation, screen activity, or behavior during class.
 - Being transparent about what data is being collected and how it will be used. We can also allow students to opt out of certain tracking features.
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- Students may face **Technical Difficulties** during exam due to strict lockdown features or compatibility issues
 - Test the exam mode on multiple platforms and ensure and provide a lightweight version with essential controls
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- Students monitoring tools can make students uncomfortable and affect their performance during assessments
 - Clearly communicating what will be monitored and why. Also conducting practice test so students get acquainted with the security settings.