

PRODUCT CASE STUDY

Meeting interface for kids

The Challenge

Meeting Interface does not engage school kids actively in classes and they find online classes boring and highly distracting.

This is a pressing issue since even after the pandemic, many schools now take classes online and students feel bored and alienated not being able to adapt to it.

Goals and Objectives



Product purpose

Providing Video Communication service for Schools and Educational institutions which is specifically designed for school kids.



Business Objective

Enhancing online experience

Understanding the users

Stakeholders

- Indian schools students who presently attend online classes are targeted .
- School kids aged between 3 to14.
- Schools and other educational institutions.

Target Audience Pain Points

- Boring classes and getting easily distracted.
- Not able to engage.
- Not able to Clear doubts like in a real classroom.

Market Research & Customer Discovery

Hypothesis:

- We believe that online classes will still be relatable in the future for kids and schools after the pandemic
- By introducing a meeting interface for kids will help them engage more in online classes and learn in a fun way. We will know we are successful when students' active engagement in online classes increases by at least 25% in 2 years.
- We will see an increase in kids preferring online classes to 50% .

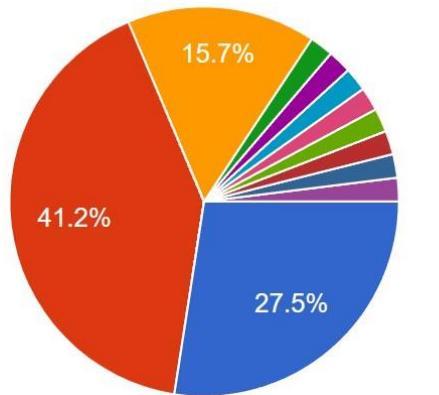
PRIMARY RESEARCH

Understanding the users

We conducted a survey with 51 participants. We can see some of their insights below.

Which medium is used to conduct online classes?

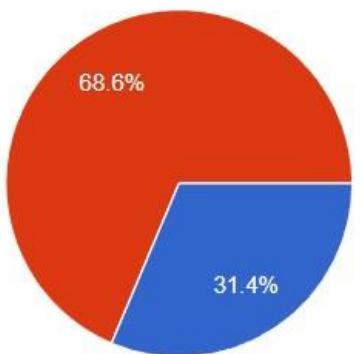
51 responses



- Zoom
- Google meet
- MS Teams
- WebEx
- Cisco webex
- Freeconferencecall
- Free conference call app
- Google classroom
- cisco webex
- Cisco Webex

Which mode of classes do you prefer?

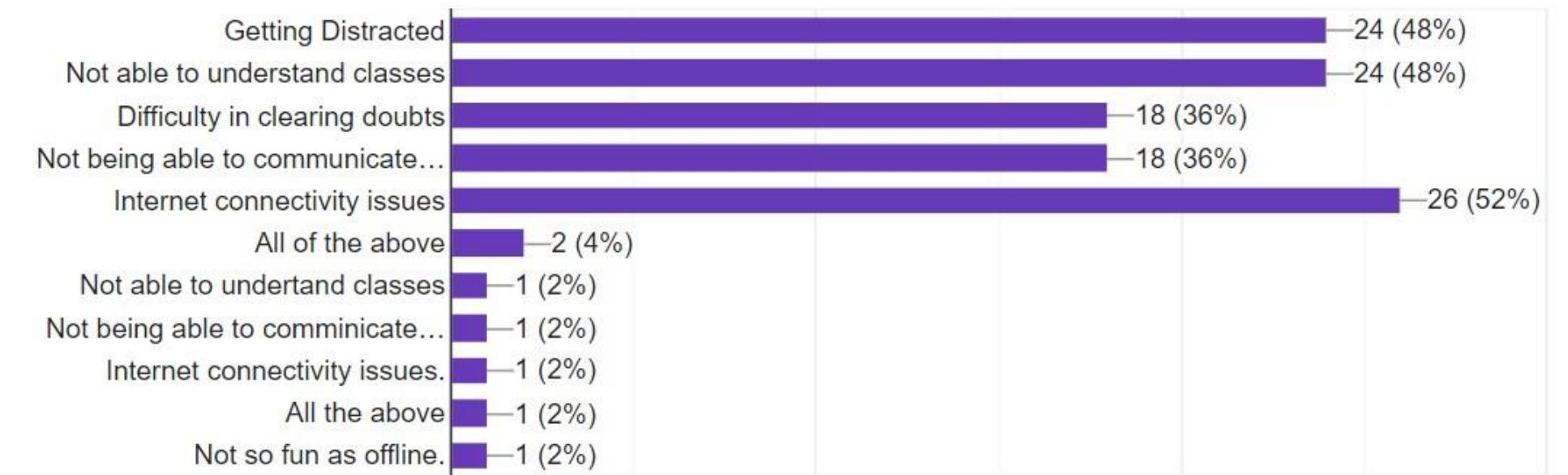
51 responses



- Online
- Offline

What major problems do you face in online classes?

50 responses



0

10

20

30

User Persona



OLIVIA

About:

- Olivia is a 7 years old girl
- Visual learner
- Loves school and learning

Frustrations:

I have difficulty in clearing doubts online. I tend to get distracted a lot as the online platforms are plain and boring.

Needs:

It would be good if the platform is more colorful, attractive and engaging classes. I want a place where I can freely interact with the teacher and clear my doubts.

Features for MVP:

1. Gamification of the platform
 - a. Badges for different aspects
 - b. Rewards points
 - c. Immersive VR
2. Doubt alert
3. Essential features.
 - a. Video
 - b. Speaker
 - c. Chat box - private and public
 - d. Microphone
 - e. End call
4. Focus on content
5. Raise hand

Features for MVP

1. REWARDS

Rewards provided by teacher for good performance in online class. Keeps children engaged in their academics.

2. MICROPHONE

To mute/unmute (communication).

3. VIDEO

To turn camera on/off (visual learning and interaction).

4. CHAT

1) Public:- For the teacher to send message (visible to everyone)
2) Private: For the student to ask doubt (visible only to the teacher)

5. FOCUS ON CONTENT

Grabs attention only on the course content.

6. END CALL

To leave the meeting.

7. RAISE HAND

To get teacher's attention for asking doubts.

8. MUSIC

Makes sound when we click on any option to make it more kid friendly

9. QUICK QUIZ

Quick quizzes in between classes to make the students more attentive.
This feature will help the host to keep his or her audience engaged while also making sure that key points are communicated through the questions.

10. SPEAKER

Will increase the audio range to long distance hearing and children can easily capture the teacher's voice

11. DOUBT ALERT

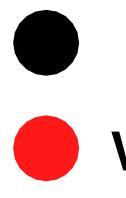
Incase a child has doubt by pressing the doubt alert the teacher will get the signal

12. BADGE

The students who excel in various disciplines will get badges to keep motivated

Prioritising features

Features	Reach	Impact	Confidence	Effort	Score	Rank
Microphone	100	3	100	1	30000	1
Video	100	3	100	1	30000	1
Chat-Private &Public	100	3	100	1	30000	1
End call	100	3	100	1	30000	1
Speaker	100	3	100	1	30000	1
Rewards	90	3	80	2	10800	3
Badge	40	1	100	3	1333	7
Doubt alert	70	2	50	3	2333	6
Focus on content	100	3	100	1	30000	1
Raise hand	60	0.5	50	2	750	8
Music	100	2	100	2	10000	4
Immersive VR	100	3	80	3	8000	5
Quick Quiz	100	3	100	2	15000	2



● won't have (for now)



Proposed Solution:

- Engage the children with visually pleasing UI
- Having a gamified platform by introducing rewards and quick quizzes which will help students actively participate in classes. **Research shows that people get more engaged and invested in a competitive environment.**
- One of the main problems students face is the inability to ask doubts in online classes. Again one of the reasons being the teacher being visually inactive in the online class when he/she is engrossed in teaching. We could mitigate this issue by including an audio cue along with the raise hand feature in the form of an alert for the teacher to interrupt her teaching and clear the student's doubt.
- Concentration in online classes are difficult. Digital gadgets keep children distracted. To make students spend their attention only on classes we could screen lock the classes once the student enter on the teacher's disposition.

Meeting interface

Science Virtual Classroom

Invite Participant

12:32 Hide

Class chatroom Ask the Teacher

Riska Thakur is Typing... 2 hours ago

Can u hear my voice

Ok wait, 5 min

Thanks ...

Massage...

Participant (5)

Participant	Type	Actions
Alia Thakur	Teacher	
Aneesh Menon		
Jonathan Sasi		
Riska Thakur		
Natalia		
Akbar Husain		

Kid's Profile - visible to teachers

The image displays a composite screenshot of a mobile application interface. On the left, a large, semi-transparent overlay shows a child's profile card for "Olivia". The card features a circular profile picture of a young girl writing, the name "Olivia", and text indicating she is "Grade 4 Section A Roll no: 4A29". Below this, there is a rating bar with five yellow stars and a speech bubble icon. On the right, a dark-themed class chatroom is visible. It shows a list of participants: Akbar Husain (Teacher), Aneesh Menon, Jonathan Sasi, Riska Thakur, Natalia, and Alia Thakur. Each participant has a small profile picture and a set of icons for microphone and video. Below the participant list is a message history. The first message is from Riska Thakur, stating "Riska Thakur is Typing...", followed by "Can u hear my voice" 2 hours ago. A response from another user says "Ok wait, 5 min". The next message is "Thanks ...". At the bottom of the screen is a message input field with a paperclip icon and a blue send button.

Participant (5) :

- Akbar Husain Teacher
- Aneesh Menon
- Jonathan Sasi
- Riska Thakur
- Natalia
- Alia Thakur

Class chatroom Ask the Teacher

Riska Thakur is Typing...
2 hours ago

Can u hear my voice

Ok wait, 5 min

Thanks ...

Massage...

Quick Quiz

This feature allows the host to take a short quiz while the meeting is ongoing.

This feature will add some zing to monotonous meetings or webinars. Research shows that people get more engaged and invested in a competitive environment. This feature will help the host to keep his or her audience engaged while also making sure that key points are communicated through the questions.

Also, to make the quiz more competitive, a live score will be shown to participants. The score will depend on how fast a participant answers the correct option. The quiz option will be shown under activities section and will provide two options to the host - either create an instant quiz or start an already created quiz from his or her account.

Quick Quiz

The diagram illustrates a process flow for creating and taking a quiz:

- Activities:** A modal window titled "Activities" is shown. It contains two items: "Whiteboarding" (Collaboratively brainstorm and sketch ideas) and "Take a Quiz" (Engage your audience with a quiz). Below these are two buttons: "Create new" (with a plus sign icon) and "Import" (with a document icon).
- Webinar Quiz:** An arrow points from the "Create new" button to this screen. The title is "Webinar Quiz". A sub-instruction states: "This is a time based quiz. The faster you answer correctly, The higher you rank !". The main question is "What video conferencing tool is the best? *". The options are:
 - Microsoft Teams
 - Google Meet
 - Zoom
 - Cisco Webex
- Live Results:** An arrow points from the "Import" button to this screen. It displays a list of names in rank order:
 1. Michael Scott
 2. Pam Beesly
 3. You
 4. Toby Flenderson
 5. Jim Halpert
 6. Dwight Schrute
 7. Jan Levinson Gould
 8. Andy Bernard
 9. Ryan Howard

Success Metrics



User Segmentation

- Segmenting target users by age and tracking their engagement .



Adoption

- growth in Download rate per month
- Increase Feature Adoption rate
- increase in # of New users per month
- increase in # of existing user suing the feature per month



Happiness

- Reviews and ratings collected from different app stores and forms.



Engagement

- Percentage of features used out of total feature in product
- No of click on the enabled feature button
- Session time with focus on screen mode
- Rise in new use case for our feature
- Feature Interactions per session



Retention

- Customer Retention Rate
- Existing Customer Growth Rate
- Customer Churn

Go to Market Strategy

Pricing strategy

Freemium-Based Pricing

- Since the product is new, the plan is to offer the product for free and then require payment for additional functionality or features.
- This pricing strategy is advantageous because it allows customers to try our product free of charge allowing us to show the benefits of using it.
- We could incorporate the payment for additional features using the "**buy only what you use**" pricing for the meeting platform.
- This involves fees based on how much the organizations use the platform, which depends on the strength of the institutes and what features they choose. The advantage of this pricing strategy is its ability to attract customers concerned about extra charges in using multiple computing devices.

Go to Market Strategy

Product strategy

Market research and analysis



- User research and surveys to understand the user segment.
- Competitor analysis to assess how our competitors are doing it.
- Understand the geography and government regulations related to issues in places we will roll out the selected features.

Feature development



- Rollout the feature prioritised.
- PRD, Product Backlog, Acceptance Criteria, and Testing Scenarios that are to be laid out for all user stories.

BETA launch



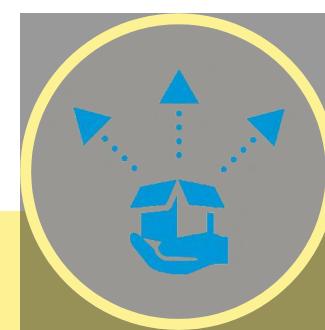
- Product will be launched to selected users who match our target audience.
- Based on the success metrics the launch will be evaluated to understand market fit and improvements.

Feedback



- Based on the feedback from beta launch improvements will be made to the products to make the final version
- Monitor the test launch based on the product metrics.

Final release



Final version will be rolled out once the necessary iterations are completed from the feedbacks received.

Thank you!