



RevoU
Mini Course

Product Research & Metrics : Education Technology Company

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Information

Opportunity Assessment

Objective	Provide relevant and engaging educational content for students that enrolled in the course
Key Result (KR)	<ul style="list-style-type: none">• [KR] Increase average course completion rate to 70 %• [KR] Increase percentage of users watching video to completion to 90 %
Customer Problem	Students lose motivation to complete the course after a few weeks of starting
Target Market	Professionals working full time job that wants to learn a new skill

Inputs for Product

Product Metrics	User Feedback	Stakeholder's Request	Competitors' Action
Current average course completion rate is 40 %	User request a subtitle feature to help them understand the materials better	Business team requests to add product building feature so users will buy more items	Competitors provide a forum for each course where students can discuss and ask questions to each other
The average course purchase price is Rp 79.000	User feels the price of the courses are too expensive	Marketing requests a "share learning progress" for users to share on <u>socmed</u>	
Average time user visits the site per month is 1x			

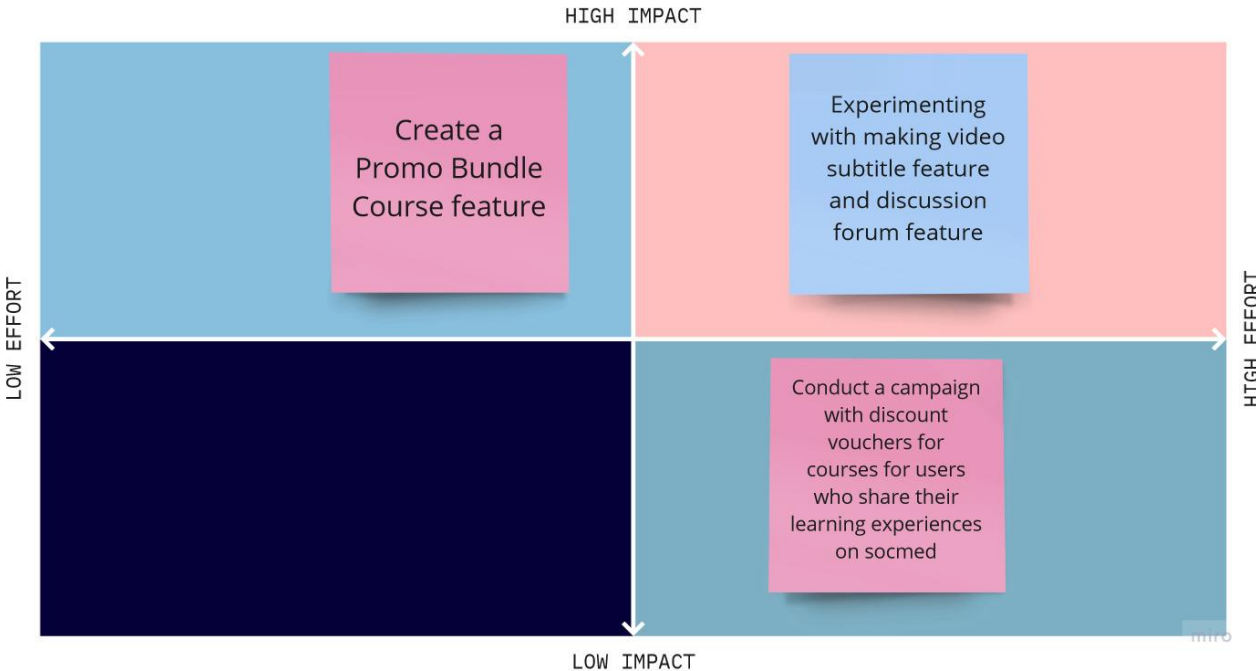


Output 1

No.	Product Idea	Reasoning	Proposed Solution
1.	Promo Bundle Course	<ul style="list-style-type: none">• Business team requests to add product building feature so users will buy more items• User feels the price of the courses are too expensive	Create a Promo Bundle Course feature
2.	Experiment with the video subtitle feature and the discussion forum feature	<ul style="list-style-type: none">• User request a subtitle feature to help them understand the materials better.• Competitors provide a forum for each course where students can discuss and ask questions to each other	Experimenting with making video subtitle feature and discussion forum feature
3.	Will implement a “share learning progress” campaign for users to share on socmed	Marketing requests a “share learning progress” for users to share on socmed	Conduct a campaign with discount vouchers for courses for users who share their learning experiences on socmed



Output 2



Opportunity Assessment

Objective	Provide relevant and engaging educational content for students that enrolled in the course
Key Result (KR)	<ul style="list-style-type: none">• [KR] Increase average course completion rate to 70 %• [KR] Increase percentage of users watching video to completion to 90 %

Possible Solution:

- Create a Promo Bundle Course feature
- Experimenting with making video subtitle feature and discussion forum feature
- Conduct a campaign with discount vouchers for courses for users who share their learning experiences on socmed

