Collaborators:

- ➔ Zainab Adamji
- ➔ Jean Yves Gatwaza
- ➔ Bradley Chinhara
- ➔ Mohamed Moumie

Product/Service to be implemented:

Idea: Commutr (App)

The micro-learning Commutr app is a SaaS platform that delivers bite-sized learning modules (5–15 minutes) tailored to the length of a user's commute. Unlike traditional e-learning platforms that require long sessions, this app adapts to the available commute window, using AI to break down lessons into micro-chunks.

Key features:

- ➔ Detects commute duration via GPS/calendar integration. Or choose to commute manually.
- ➔ AI asks for the vibe of the user and current interest. Example: What are you feeling right now? And will provide a cloud of in-vogue topics as well as a search bar for the user to manually input their choices, selecting multiple options.
- ➔ AI curates learning packs (e.g., vocabulary drills, coding snippets, trivia, or professional skills, Podcasts.)
- ➔ The app suggests content and then the user chooses based on their interests. The content might be from actual creators from the app, or condensed if the commute is shorter than the actual content.
- ➔ Gamification: streaks, badges, progress bars/topic mastery level.
- ➔ Personalized modules that continue from where the user last left off. The platform will compare the commuters mastery level against material in subsequent commutes before suggesting to ensure that the commuter is always progressing.
- ➔ Short ad after a finished lesson to get the streak credit; morning option before starting a lesson. (No mid-lesson interruptions)

Similar existing products/services

- ➔ **Audible/Podcasts:** Great long-form learning/entertainment, but not optimized for variable time slots. Users tend to not complete the content, or have to return to it several times.

➔ **Duolingo:** Strong in language drills but not commute-aware; fixed lesson structures and usually not so great at tracking users' performance.

How is our product different or why the idea doesn't exist

What is different about Commutr?

➔ Commute-fit lessons; Length auto-matches the time you actually have (5, 10, 15 min), not fixed modules.
➔ Long videos/articles are cut into clean micro-chunks with summaries and checks.
➔ Context picks the content; Time of day, route, and quick "vibe" prompt shape the session.
➔ No mid-lesson breaks so free users see a short ad only before starting or after finishing; premium sees none.

Why didn't it exist and why is it feasible now?

➔ Phones now give reliable commute signals (location/time) with privacy controls (good enough to time sessions).
➔ On-device AI is finally strong and cheap enough to transcribe, summarize, and chunk content instantly.
➔ Ubiquitous earbuds make quick learning practical on crowded commutes.
➔ Post-pandemic commuting is back, but time windows are shorter/irregular (exactly the gap Commutr fills!).

Stakeholders

Users:

Free and premium app users

Customers:

Premium paying app users, Content creators (annual fee with the prospect of making more if their content is being watched), Advertisers (reach commuters at useful moments).

Regulators:

Privacy, ads, accessibility (US, NY/CA, EU)

Investors:

VC will make a pile

Owners:

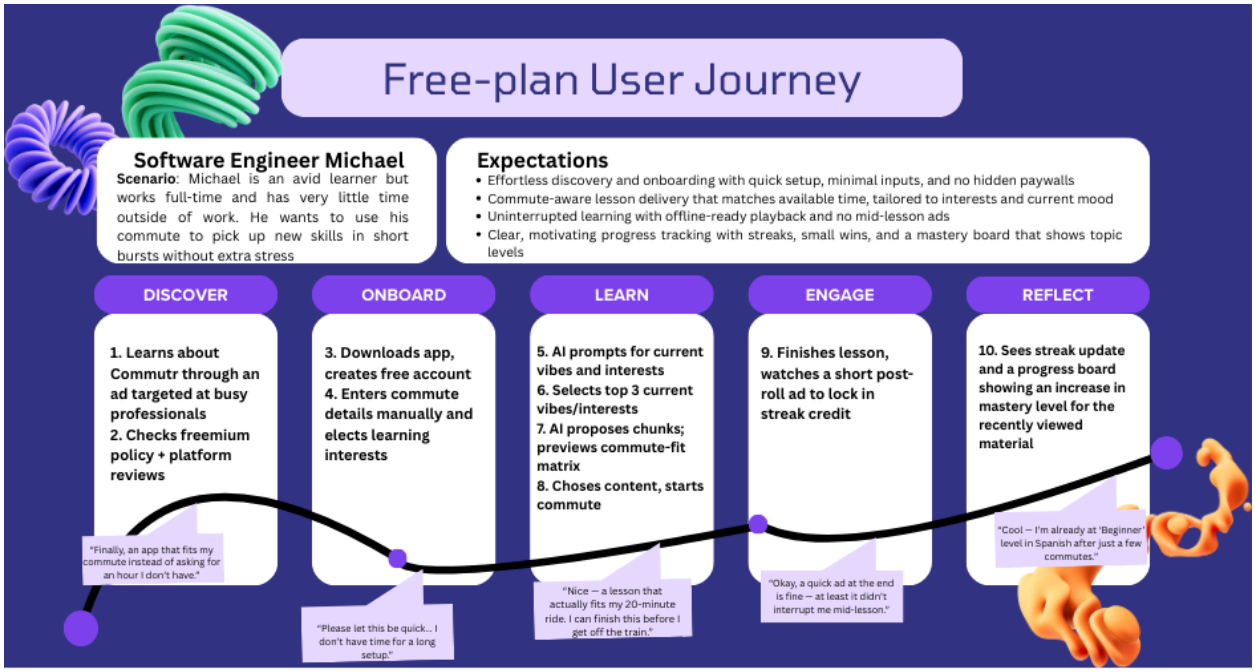
Zainab, Jean Yves, Bradley, Mohamed.

Employees:

Engineers, Bots to create and condense the content, Content moderators, Sales, HR, Support.

User journey/journey map (per participant)

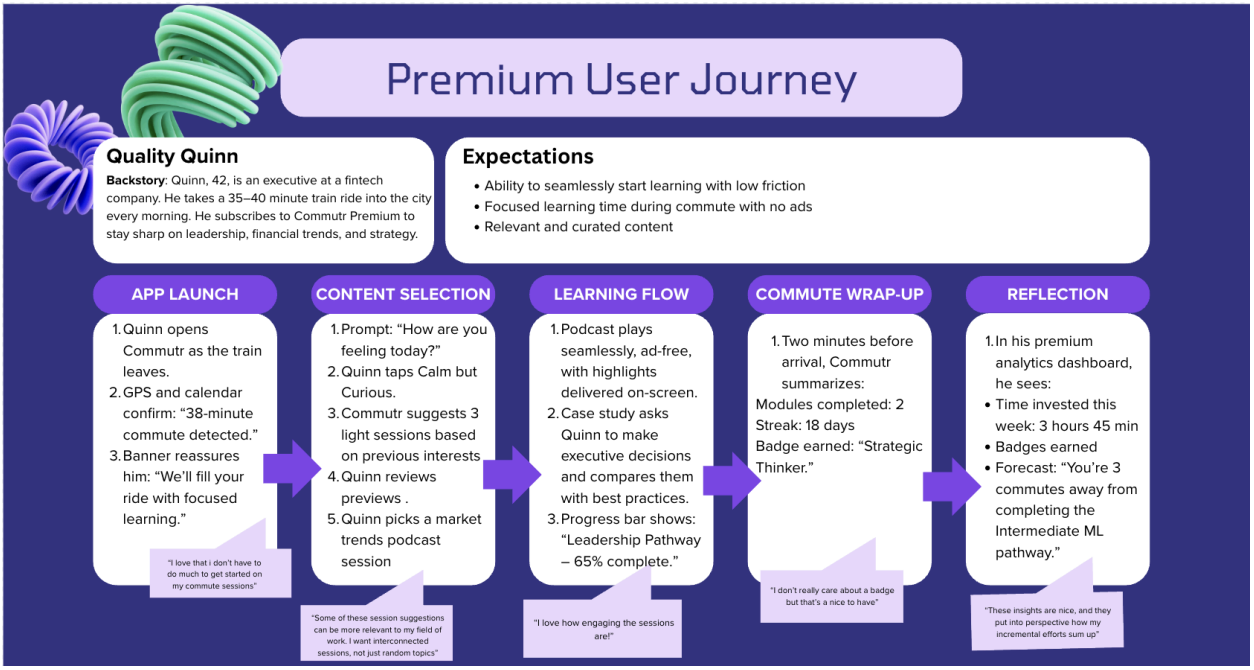
A free account user (Mohamed)



Values Tensions

- **Michael vs. Advertisers:** Michael wants short, uninterrupted lessons; advertisers want more impressions. Guardrails: enforce post-roll only, no pre- or mid-rolls, cap ad length.
- **Michael vs. Owners/Investors:** Michael wants free, meaningful learning; owners want to push premium conversions. Guardrails*:* keep core features usable in free tier, reserve extras (downloads, advanced analytics) for premium.
- **Michael vs. Content Creators:** Michael wants condensed commute-fit sessions; creators may want full lessons intact. Guardrails*:* show condensed versions with a clear "Original available" option.
- **Michael vs. Regulators:** Michael wants personalized learning from GPS, interest and mood data; regulators demand strict privacy. Guardrails*:* explicit opt-ins, clear data policies, anonymized usage analytics.

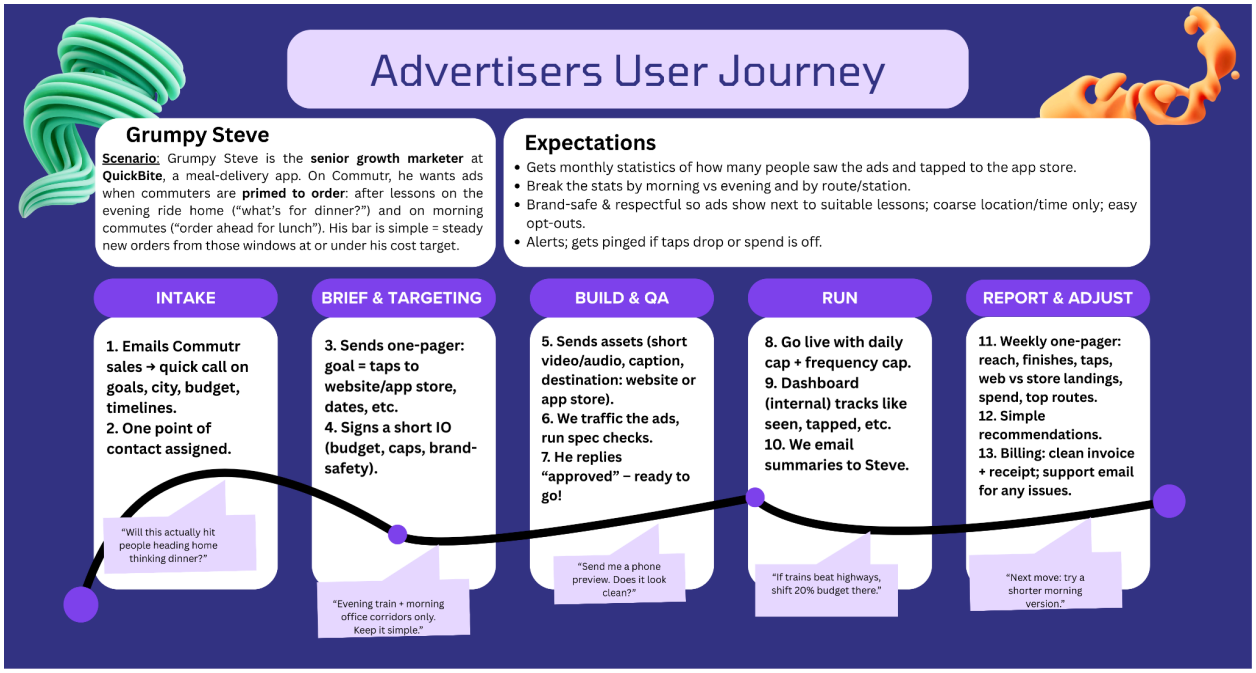
A premium account paying user (Bradley)



Values Tensions

- **Quinn vs. Free Users:** As a premium subscriber, he expects advanced, executive-level material — if free feels too similar, value is diminished.
- **Quinn vs. Content Creators:** He demands high-quality, credible content; creators need fair royalties. Premium funds this.
- **Quinn vs. Privacy:** GPS and calendar integrations are useful but sensitive for a finance executive; strong privacy and local processing are essential.
- **Quinn vs. Employers:** Quinn uses Commutr for personal growth, but corporate partners might want enterprise accounts that push company-driven modules. Balance through a "personal vs. enterprise mode."

An Advertiser (Zainab)

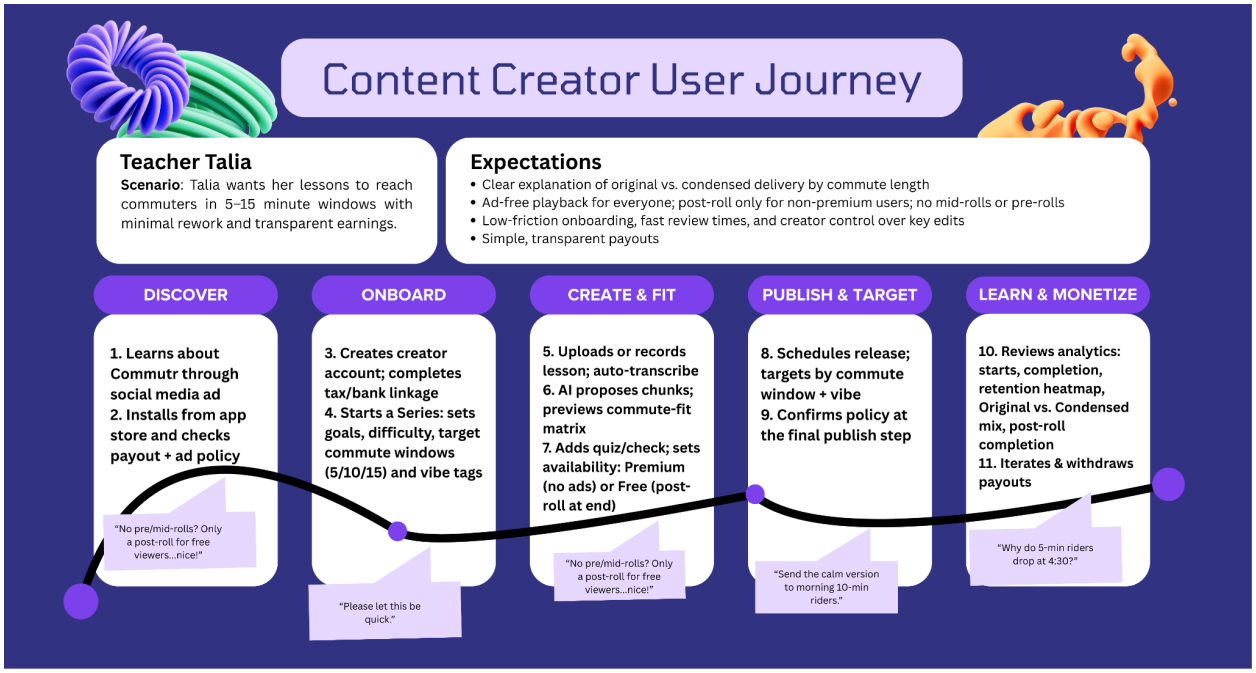


Value Tensions

- **Steve vs Free users**: Steve wants more ad exposure; free users want short, clean sessions. Guardrails: ads only before starting or after finishing a lesson, strict frequency caps, quiet-mode mornings.
- **Steve vs Premium users**: Steve wants more reach; premium users paid for no ads. Guardrails: no ads in premium.
- **Steve vs Content creators**: Steve wants broad placement; creators want control over what appears near their lessons. Guardrails: topic alignment, creator allow/deny lists, "no alcohol/fast food" toggles per creator.
- **Steve vs Learner focus**: Steve wants attention; learners don't want their flow broken. Guardrails: never in the middle of a lesson; short formats only; captions on by default.
- **Steve vs Brand safety**: Steve wants scale; we must avoid risky contexts. Guardrails: suitability tiers, keyword/route blocklists, manual appeals if an ad is limited.
- **Steve vs Privacy**: Steve wants precise targeting; users expect privacy. Guardrails: coarse location + time bands (morning/evening), no sensitive categories, easy opt-out.
- **Steve vs Other advertisers**: Steve wants top inventory; others want fair access. Guardrails: fair rotation, frequency fairness per route/time, limited exclusives with clear rules.
- **Steve vs Moderation**: Steve wants fast approvals; moderators must enforce policy. Guardrails: auto pre-checks with reason codes, 24-hour SLA, fix-and-resubmit flow.

- **Steve vs Support**: Steve wants instant answers mid-flight; support has queues. Guardrails: priority lane for active campaigns, status page, clear escalation path.
- **Steve vs Measurement clarity**: Steve wants numbers he can trust; changing definitions cause chaos. Guardrails: locked metric definitions (Seen, Finished, Tapped, Website/App-store visits), versioned changes, weekly one-pager.

A Content creator (Jean)



Value Tensions

- **Talia vs Free users:** Talia wants fair earnings and room for nuance; free users want quick, ad-light lessons that end cleanly. **Guardrails:** keep playback ad-free with a single post-roll only, show the Original when it fits the commute and a clearly reviewed Condensed cut when it doesn't
- **Talia vs Premium users:** Talia wants maximum reach without giving everything away; premium users expect extra value beyond "no ads." **Guardrails:** reserve perks like early access, downloadable resources, and advanced modules for premium while keeping a solid free tier
- **Talia vs Other content creators:** Talia wants visibility and ranking; other creators want the same shelf space. **Guardrails:** topic de-duplication, new-creator boosts, and ranking signals that weight learning quality (ratings, quiz passes) alongside watch time

- **Talia vs Advertisers:** Talia wants pedagogical integrity; advertisers want brand-safe, broad reach. **Guardrails:** enforce "post-roll only," provide brand-safety tiers and creator opt-outs, and never let ad requirements change lesson content
- **Talia vs Investors:** Talia wants stable revenue share and product promises; investors want rapid growth and margins. Guardrails: lock transparent payout formulas, give 90-day notice for monetization changes, and invest in creator tooling as a core growth lever
- **Talia vs Owners:** Talia wants consistent policies (no pre/mid-rolls; control over condensing); owners may push aggressive experiments. **Guardrails:** codify policy guardrails at the product level and require creator/learner opt-in for any experiment that affects experience or earnings
- **Talia vs Bots (AI condenser):** Talia wants her voice preserved and credit for all views; bots optimize for brevity and throughput. **Guardrails:** editable chunk boundaries, "must-keep" pins for examples, and attribution that rolls condensed consumption back to the original
- **Talia vs Content moderators:** Talia wants fast approvals; moderators must enforce policy and safety. **Guardrails:** automated pre-checks with clear reason codes, self-serve fixes, and partial publishing of the approved portions
- **Talia vs Sales:** Talia wants authentic lessons; sales may pursue exclusive ad or sponsorship asks. **Guardrails:** a firm "church-and-state" policy and a content-integrity checklist before accepting custom deals
- **Talia vs Support:** Talia wants quick, expert answers; support balances volume across all creators and users. **Guardrails:** tiered support with AI first-response, human escalation, and guaranteed turnaround for top creator issues

User journey Canva link:

https://www.canva.com/design/DAGy_qGM1EY/FCEtYHfQmKyiEfRnm8bKxQ/edit?utm_content=DAGy_qGM1EY&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton