

Business Problem 1
Studying on Coursera
is hindered by the
complexity of the web
browser.



Business Objective 1
Provide
Coursera-integrated
productivity tools that
enhance study
sessions.



Business Problem 2
Social media sites and
other content sites
easily distract from
study sessions.



Business Problem 3
Coursera does not
provide quality
feedback regarding
students' study habits.



Business Objective 2
Remove all website
distractions from
Coursera study
sessions.



Business Objective 3
Effectively track 80%
of students study time
regarding tasks related
to courses accessed
via Coursera.



Website Whitelist



Coursera Time-Tracker

Product Concept
StudySync Web Extension