Upgrad - Masterlife

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Objective

- Increase the overall assessment completion rates
- Encouraging the users to convert them to pay for the course

Assumptions

- All users understand and able to speak English.
- Target age group is 25-40 years
- Users are installing the application but not taking up the assessment.

Potential users

- Living in tier1 cities – Bangalore, Mumbai, Pune, Chennai, Hyderabad, etc,.
- Age 25-40

Key Trends & competitors

- Mindvally – targets US Market
- Betterme – Health & fitness
- Cult – Fitness & group workout
- Masterclass – Education based
- harapa.education – Education for professional
- Udemy – Online learning platform

User Persona

- I am 25-29 year old male. Recently got moved from Mangalore to Bangalore. I earn around 6lakh/year. I want to enjoy my life as much as others in Bangalore do.

User Research

- As per the research 90% found that the assessment is useful.
- 50% found that the video content is useful
- 63% are interested in taking the course.
- Personal interest rate is very less on the category Contribution, Spirituality and Relationship
- 81% are interested to recommend the courses.
- 54% are willing to subscribe for Masterlife

Microsoft Excel Worksheet

Recommendations based on UR

- Users not aware of the importance of each categories in life.
- Value of taking assessment is not clearly projected to the user. This shows no relation to the course content.

Pain points

- I wish to recommend a course. But I cant.
- Cant able to see where I lie in terms of progress after taking assessment.

Solutions

- Platform need to create awareness on the importance of each categories in life.
- Jealous - Notify users on others level, which will make user to try and see their own level.
- Progress status – Display performance under Home/Profile section.
- Course recommendation/invite a friend – Sharing a link of a course.
- Rewarding system – offer a coupon for those who complete the assessment and use it as a discount for subscription.

Hero feature

- Rewarding system
  - Reason – This feature will make the user to take assessment and as well as to subscribe to anyone plan.

Wireframe

Congrats! You can use [vouchercode] to get discount in subscription on any program

High Performance areas

Areas of improvement

Payment page

☑ Use code

Next