

# Peakmind

A digital platform that helps students with their mental health, performance, and behavior

Improved productivity & result



Build long lasting relationships



Enhanced life - skills, confidence & happiness



Learn to deal with stress, anxiety & anger



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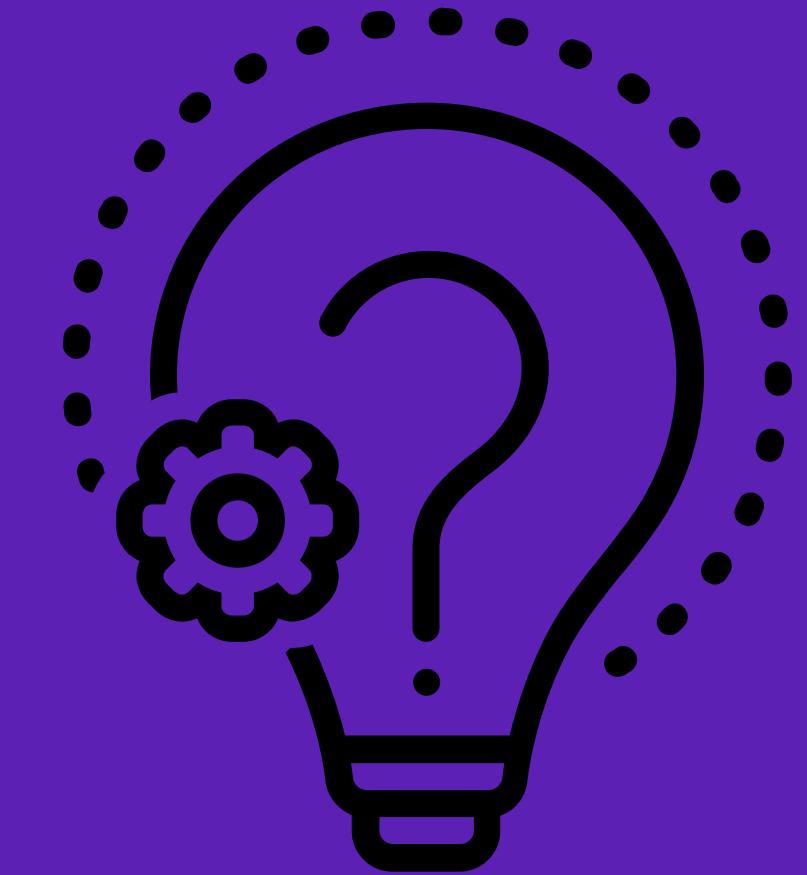
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Retention Rates\*



Average rate: 6.29% \*\*



RR: <5%



RR: 7.65%

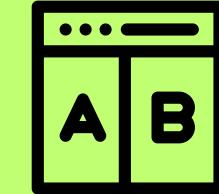


RR: 8.34%

\*As per apptopia

\*\*Avg RR after 30 days

## Process of a PM



### Understanding the current user base

To understand our current user base:

- What are the demographics of our users? (Age, gender, location, etc.)

- What are our users' engagement patterns? (How often do they use the app? How long do they stay on each screen? etc.)

- What is our churn rate? (What percentage of users are abandoning the app after a certain period of time?)

### Identifying the key pain points

#### User Experience

- The signup process is too difficult. Students are required to provide both their email and mobile number, but there is no option to use either one or the other.
- Further more, Only an OTP verification is available, and there is no login process through password.
- The app is not personalized enough. Students are not able to create a profile or customize their experience.

#### Pricing

- The app is too expensive. There is no free trial period, and the cost of a 7-day trial is equivalent to a monthly subscription.

### Improve the user experience.

Once we have identified the key pain points, we can start to improve the user experience. This includes making the app more user-friendly, personalized, and feature-rich.

- Personalize the user experience. This could be done by recommending content based on their interests, providing them with customized notifications, or allowing them to create a profile.
- Make the app more engaging, such as adding interactive elements, offering rewards, or gamifying the experience. This will help keep users coming back for more.
- Listen to feedback. One of the best ways to improve our app is to listen to feedback from users. This could be done through surveys, reviews, or social media.

### Reward users for engagement

Another way to improve user retention is to reward users for engaging with the app. This could be done by offering them points, badges, or other rewards. This would encourage users to keep coming back to the app and interacting with it. Here are some ways to reward users for engagement:

- Offer points for completing tasks.
- Give badges for achieving milestones.
- Offer discounts or other rewards for referring friends.

### Run A/B tests.

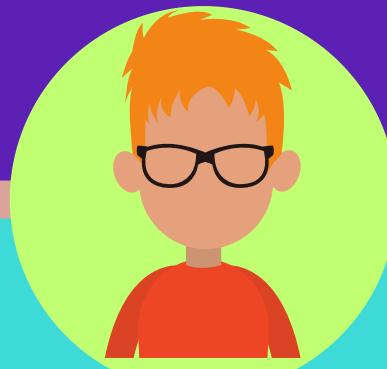
- The design of the app
- The content of the app
- The pricing of the app
- Offer a free trial.
- Offer a discounted subscription for students.
- Create a community forums.
- Promote the app through social media and other channels.



### Get feedback from Students.

- Send out surveys to users.
- Conduct user interviews.
- Monitor social media for feedback.
- Create a feedback forum.
- Host regular user meetups.
- Offer incentives for feedback

## User Personas



**Name:** Aditya  
**Background:** Class 12 student in a top-tier school in Mumbai

**Goals:** Get good grades in his ISC exams, get into a good college, and pursue a career in engineering

**Challenges:** Time management, staying motivated, and dealing with peer pressure

**Motivations:** Achieving his goals, helping others, and making a difference in the world

**Expectations from the site:** A helpful and informative resource that can help him with his studies, stay motivated, and connect with other students

**Key actions:** Visiting the site regularly, participating in the site's activities, and sharing the site with his friends

**Potential impact on retention:** High. Aditya is likely to be a long-term user of the site, as it meets his needs and helps him achieve his goals.



**Name:** Shreya  
**Background:** Class 11 student in a government school in Delhi

**Goals:** Get good grades in her CBSE exams, get into a good college, and pursue a career in medicine

**Challenges:** Lack of resources, time management, and dealing with family pressure

**Motivations:** Helping others, making a difference in the world, and making her parents proud

**Expectations from the site:** A helpful and informative resource that can help her with her studies, stay motivated, and connect with other students

**Key actions:** Visiting the site regularly, participating in the site's activities, and sharing the site with her friends

**Potential impact on retention:** Medium. Shreya is likely to be a medium-term user of the site, as it meets her needs and helps her achieve her goals. However, she may eventually outgrow the site as she progresses through her education.

## Problem Vs Solution vs Competitors



**Problem:** Users may have a negative experience with our product or service.

**Solution:** Apologize for the negative experience. Offer the user a refund or a free upgrade. Take steps to prevent the same problem from happening to other users.

**Competitor:** Calm has a 100% satisfaction guarantee. If a user is not happy with their Calm subscription, they can cancel at any time and receive a full refund

**Problem:** Users may be using our product or service less frequently.

**Solution:** Send out regular email newsletters or notifications to remind users of our product. Offer users incentives to use our product or service more frequently.

**Competitor:** Calm sends out regular email newsletters and notifications to remind users of its product or service. Calm also offers users incentives to use its app more frequently, such as discounts on premium subscriptions or access to exclusive content

**Problem:** Users may not see the value in our product.

**Solution:** We should make sure our value proposition is clear and concise. We will use case studies and testimonials to show how our product or service has helped other users.

**Competitor:** Calm uses a "freemium" model, which allows users to try their product for free before they commit to a paid subscription. This allows users to see the value in Calm before they have to pay for it.

**Problem:** Users may not be able to find what they are looking for.

**Solution:** We should make sure our website or app is easy to navigate. Use clear and concise labels and categories. Provide search functionality so users can easily find what they are looking for.

**Competitor:** Headspace has a simple and intuitive user interface. Users can easily find the content they are looking for, whether it is a guided meditation, a sleep story, or a mindfulness exercise.

**Problem:** Users may not be able to afford our product.

**Solution:** Offer a free trial or a discount for first-time users. Consider offering a tiered pricing structure so users can choose the plan that best meets their needs.

**Competitor:** Calm offers a free trial of its premium subscription. This allows users to try Calm before they have to commit to a paid subscription.

**Problem:** Users may not be getting the results they are looking for.

**Solution:** Provide personalized support and guidance. Offer users access to coaches or therapists. Create a community forum where users can share tips and advice.

**Competitor:** Headspace offers a variety of resources to help users get the most out of their meditation practice. These resources include guided meditations, sleep stories, and mindfulness exercises. Headspace also offers a community forum where users can connect with other meditators and share their experience

**Problem:** Users may be experiencing technical issues.

**Solution:** Have a dedicated team of customer support representatives who are available to help users with technical issues. Provide users with clear and concise instructions on how to troubleshoot common problems.

**Competitor:** Calm has a 24/7 customer support team that is available to help users with any technical issues they may be experiencing. Calm also provides users with a knowledge base that contains articles and videos on how to use the Calm app

# Evaluating different ideas



Peakmind

## Sample Ideas for evaluation

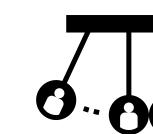


- Idea 1: Adding a new social learning feature. This will be done through a forum, chat room, or other type of online community. This idea has the potential to improve retention by making the Peakmind app more engaging and interactive.

- Idea 2: Improving the user interface. This idea would involve making the Peakmind app easier to use and navigate. This could be done by simplifying the design, improving the search functionality, or adding more helpful tutorials. This idea has the potential to improve retention by making the Peakmind app more user-friendly.

- Idea 3: Adding more interactive content. This idea would involve adding more content to the Peakmind app that allows users to interact with the material in a more engaging way. This could be done through quizzes, games, or other interactive activities. This idea has the potential to improve retention by making the Peakmind app more fun and educational.

## Establishing Evaluation Criteria



### Establish Evaluation Criteria:

- Impact on Retention (Weight: 40%)
- Technical Feasibility (Weight: 20%)
- Resource Requirements (Weight: 20%)
- Alignment with Product Strategy (Weight: 20%)

### Evaluating Ideas :

#### Idea 1:

- Impact on Retention: 8
- Technical Feasibility: 7
- Resource Requirements: 6
- Alignment with Product Strategy: 9

$$\text{Overall Score} = (8 * 0.4) + (7 * 0.2) + (6 * 0.2) + (9 * 0.2) = 7.6$$

#### Idea 2:

- Impact on Retention: 6
- Technical Feasibility: 9
- Resource Requirements: 8
- Alignment with Product Strategy: 7

$$\text{Overall Score} = (6 * 0.4) + (9 * 0.2) + (8 * 0.2) + (7 * 0.2) = 6.8$$

#### Idea 3:

- Impact on Retention: 9
- Technical Feasibility: 6
- Resource Requirements: 7
- Alignment with Product Strategy: 8

$$\text{Overall Score} = (9 * 0.4) + (6 * 0.2) + (7 * 0.2) + (8 * 0.2) = 7.6$$

Idea	Impact on Retention	Technical Feasibility	Resource Requirements	Alignment with Product Strategy	Overall Score
Idea 1	8	7	6	9	7.6
Idea 2	6	9	8	7	6.8
Idea 3	9	6	7	8	7.6

## Prioritization of the ideas

- Idea 3
- Idea 1
- Idea 2

# Research Approach



## User Research

Conduct user interviews, surveys, and focus groups to gather qualitative insights into the motivations, challenges, and expectations of users. This will help you identify areas where the website can be improved to better meet user needs.

## Behavioral Analysis

Utilize tools like Google Analytics or Mixpanel to analyze user behavior within the website. This includes tracking metrics such as session duration, frequency of website visits, and drop-off points in user flows. By analyzing user behavior, you can identify patterns and areas where users may be experiencing difficulties or losing interest.

## Usability Testing

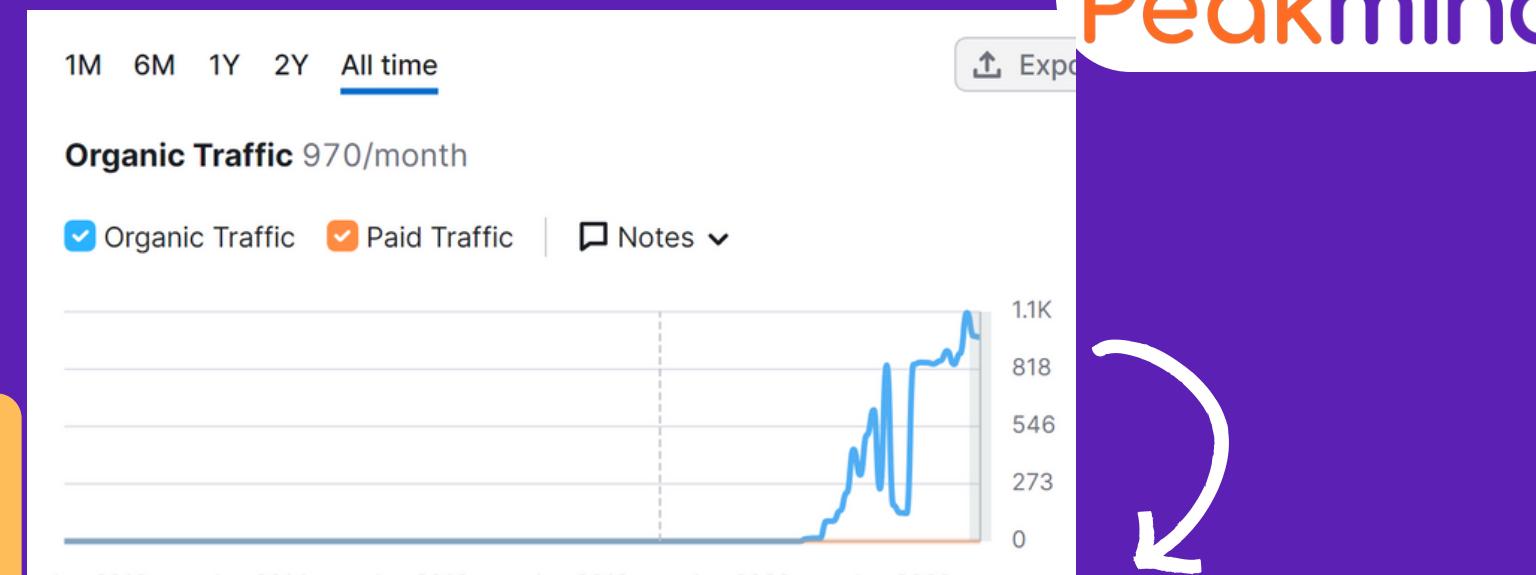
Conduct usability tests with actual users to evaluate the ease of use, intuitiveness, and effectiveness of the website's features and user interface. By observing users' interactions and collecting feedback, you can uncover usability issues that may hinder retention and make necessary improvements.

## Data Analysis

Analyze the website's existing data, such as user engagement metrics, customer feedback, and retention rates. Look for correlations, trends, and patterns that can help identify factors influencing retention. This data-driven research will provide you with insights into specific areas that require attention and optimization. By following these steps, you can gain a better understanding of your users and their needs, identify areas where

## Market Research

Gain insights into the market size, growth trends, and emerging needs in the target market segment. Analyze industry reports, market studies, and competitor analyses to identify gaps and potential areas of differentiation. This research will provide you with a broader perspective on market dynamics and help inform product decisions to increase retention.



<https://www.semrush.com/analytics/overview/?q=https%3A%2F%2Fweb.peakmind.in%2F&protocol=https&searchType=domain>

## Total Visits in Last 3 months



**The website has a bounce rate of 34.65%, which means that a large number of users are leaving the website after viewing only one page. This could be due to a number of factors, such as a confusing or cluttered homepage, irrelevant content, or technical issues.**  
**The average visit duration is 00:04:04, which is relatively short. This suggests that users are not spending much time on the website, which could be due to a lack of engaging content or features.**  
**The average page per visit is 4.97, which is a good sign. This suggests that users are exploring multiple pages on the website, which indicates that they are finding it useful or interesting.**

<https://www.similarweb.com/website/web.peakmind.in/#overview>

# Validation Methods



## Regular interviews with power users and early adopters:

Identify users who are highly engaged with the app and have been using it for a significant period. Conduct interviews with them to gather feedback on the app's features, value proposition, and overall experience. Analyze the feedback to identify areas that need improvement and those that are driving retention.

## Collect feedback on existing features from different customer segments

Utilize in-app surveys to gather feedback from different user segments based on their usage patterns, demographics, or any other relevant factors. Analyze the survey responses to identify pain points, satisfaction levels, and suggestions for improving retention.

## Use in-app surveys to find out how to iterate on existing features

Implement in-app surveys that specifically ask users about their experience with the app and ideas for enhancing retention. Analyze the survey responses to prioritize feature improvements and updates that can drive higher retention.

## Prototype testing and feedback collection

Develop prototypes of potential new features or improvements and test them with real users. Gather feedback on their usability, value, and impact on user retention. Analyze the feedback to iterate on features before fully implementing them.

## Beta tests with target audience

Conduct beta tests with a selected group of users who represent the target audience for the app. Collect their feedback on the overall experience and the features that contribute to their retention. Analyze the feedback to validate the app's value proposition and identify areas that may hinder retention.

## Track and analyze retention data

Use analytics tools or customer relationship management (CRM) systems to track and analyze the retention metric over time. Segment your customer base based on different factors to gain insights into which customer segments have higher or lower retention rates.

## Conduct customer surveys and feedback sessions

Gather feedback directly from your customers to understand their satisfaction levels, reasons for continuing to use your product, and areas of dissatisfaction. Analyze the feedback to collect qualitative insights about customer retention.

## Identify retention drivers and barriers

Analyze the data and feedback collected to identify the key factors that drive customer retention and the barriers that lead to churn or attrition.

## Implement retention strategies and improvements

Based on the insights gained from data analysis and customer feedback, develop and implement strategies to improve customer retention. Monitor the impact of these strategies on your retention metric.

## Monitor and iterate

Continuously monitor the retention metric and track the effectiveness of your retention strategies over time. Regularly review and iterate on your approaches based on the feedback and data collected.

## Social media monitoring

Monitor social media platforms and online communities for mentions of web.peakmind.in. Look for feedback, comments, or discussions related to customer retention. Engage with users and gather insights that can help you identify areas for improvement or features that contribute to higher retention.

## Heatmaps and click tracking

Utilize heatmaps and click tracking tools to visualize how users interact with your website. These tools provide insights into user behavior, such as where they are clicking, scrolling, or spending the most time. Understanding user behavior can help you optimize your website's layout and user experience for better retention.

## Customer success stories

Collect and showcase success stories and testimonials from satisfied customers who have experienced positive outcomes or benefits from using web.peakmind.in. These stories can serve as social proof and help build trust, influencing potential customers to try the product and contribute to retention.

- <https://www.optimizely.com/optimization-glossary/customer-retention/>
- <https://www.optimizely.com/optimization-glossary/customer-retention/>

- <https://www.hubspot.com/customer-retention>
- <https://www.crazyegg.com/blog/customer-retention/>
- <https://www.forbes.com/sites/forbestechcouncil/2020/07/20/successful-customer-retention-strategies-are-all-about-validation/?sh=422aa3b97a0e>

## RICE Score Framework for prioritization

Recommendation	Reach	Impact	Confidence	Effort	RICE Score	Priority	Take away notes
Enhance the user onboarding process	90%	8	8	4	14.4	1	This could include creating a more user-friendly and informative onboarding experience, providing more helpful resources and support, and making it easier for users to get started with the product.
Personalize and customize the user experience	80%	9	8	5	11.52	2	This could involve using data to personalize the user experience, such as providing recommendations for products or services that the user might be interested in, or tailoring the user interface to the user's individual needs.
Offer proactive customer support	70%	8	9	5	10.08	4	This could involve reaching out to users who have not been active for a while, or providing support before the user has a problem.
Create a sense of community	60%	7	7	5	5.88	5	This could involve creating forums or social media groups where users can connect with each other, or offering rewards for user engagement.
Incorporate gamification elements	80%	8	7	4	11.2	3	This could involve adding elements of game-playing to the user experience, such as awarding points or badges for completing tasks, or creating leaderboards that track user progress.

# Key Metrics

## User Activation rate

- This metric measures the percentage of users who complete key actions during the onboarding process, such as account setup, profile creation, or initial engagement with the platform.
- Tracking the activation rate helps assess the effectiveness of the enhanced user onboarding process in successfully guiding users to complete essential actions and become active users.

**Example:** Out of 100 new users, 75 complete the account setup and initial engagement, resulting in a 75% activation rate.

## User Engagement

- Tracking user engagement metrics such as time spent on the platform, number of sessions, and frequency of visits provides insights into user behavior and their level of interaction with the website. Increasing user engagement indicates a positive user experience and higher retention..

**Example:** On average, users spend 10 minutes per session, with 5 sessions per week, indicating an increase in user engagement.

## Customer Support Response Time

- Monitoring the average response time for customer support inquiries or tickets helps evaluate the effectiveness of proactive customer support.
- Faster response times indicate a commitment to addressing user concerns promptly, which can positively impact user satisfaction and retention..

**Example:** The average response time for customer support decreased from 24 hours to 2 hours, showing a significant improvement in proactive customer support.

# North Star Metric

**Holistic Measurement:** User Retention Rate provides a holistic view of customer retention by measuring the percentage of users who continue to use the platform over a specific period of time. It encompasses multiple factors that contribute to customer retention, such as user satisfaction, engagement, and value proposition.

**Long-Term Focus:** User Retention Rate focuses on the long-term success of the business by measuring the ability to retain customers over time. It goes beyond short-term metrics like acquisition or conversion rates and emphasizes building sustained relationships with customers.

**Business Sustainability:** Retaining existing customers is more cost-effective than acquiring new ones. A high User Retention Rate indicates that customers find value in the platform, leading to increased customer lifetime value and revenue stability. It demonstrates the platform's ability to meet customer needs and sustain business growth.

## Customer Lifetime Value

**Customer-Centric Approach:** User Retention Rate puts the customers at the center of the measurement. It reflects the success of efforts to deliver a positive user experience, relevant content, personalized features, and effective customer support. By prioritizing customer satisfaction and retention, the platform can build a loyal user base and foster advocacy.

**Impact on Growth:** Improving User Retention Rate has a compounding effect on the growth of the business. Retained customers are more likely to become repeat customers, refer others to the platform, and potentially upgrade or purchase additional services. Increasing User Retention Rate can drive organic growth and reduce reliance on constant user acquisition.

**Alignment with Business Goals:** User Retention Rate aligns with the overall goal of enhancing customer retention for web.peakmind.in. By tracking and improving this metric, stakeholders can assess the impact of their retention strategies and make data-driven decisions to optimize user experiences, engagement tactics, and support systems.

## User Retention Rate

- The user retention rate measures the percentage of users who continue to use the platform over a specific period of time.
- It helps gauge the effectiveness of the overall customer retention strategies.
- By monitoring retention rates, you can identify any drop-offs or trends and assess the impact of the implemented changes.

**Example:** Out of 100 users, 60 are still using the platform after one month, resulting in a 60% retention rate.

## Churn Rate

- Churn rate measures the percentage of users who stop using the platform within a given time frame.
- Monitoring churn rate helps identify the effectiveness of the implemented retention strategies.
- A lower churn rate indicates higher customer retention and satisfaction.

**Example:** Out of 100 users, 15 stopped using the platform within one month, resulting in a 15% churn rate.

## Personalization Effectiveness

- Assessing the impact of personalized experiences can be done by tracking metrics such as click-through rates on personalized recommendations, conversion rates on personalized offers, or user feedback on the relevance and value of personalized content.
- These metrics help measure the success of personalization efforts in enhancing user engagement and retention..

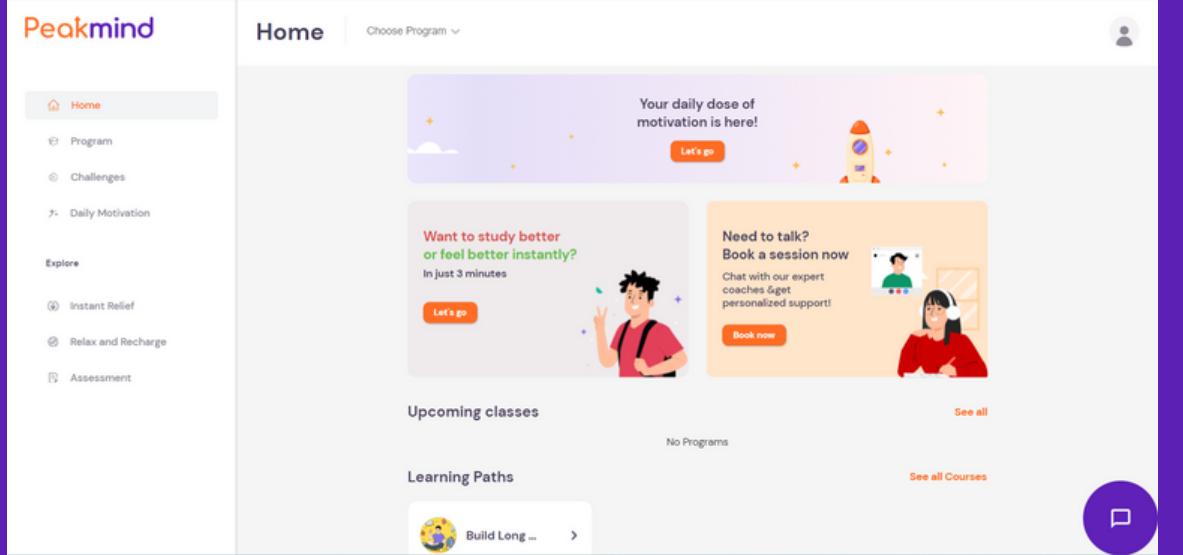
**Example:** After implementing personalized recommendations, click-through rates increased by 20%, indicating improved personalization effectiveness.

## Community Engagement

- Tracking metrics such as user participation in forums, number of discussions, and user-generated content can provide insights into the level of community engagement. Higher community engagement suggests a stronger sense of belonging and increased likelihood of user retention.

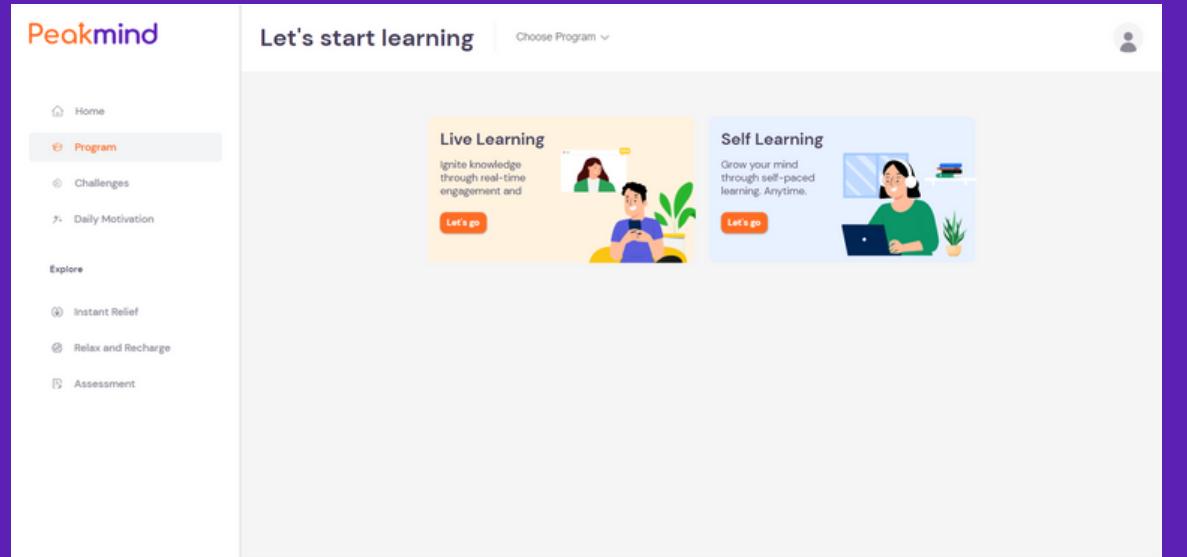
**Example:** The number of active discussions in the community forum increased by 50% after implementing social features, suggesting higher community engagement and user retention.

# Adding some cool features



A screenshot of the Peakmind home page with a yellow speech bubble overlay titled "QUICK TIPS". Inside the bubble, there are three text boxes: "Want to ace your exams? Follow these tips!", "Need help getting a better score in JEE/NEET?", and "You're Absolutely Killing It Today!". The rest of the page layout is identical to the first screenshot.

**Adding quick tips on the home page can improve user retention by:** Increasing user engagement with valuable and actionable content. Enhancing the user experience through interactive and practical insights. Prompting continuous learning and reinforcing knowledge. Demonstrating the platform's commitment to providing value and building trust.



A screenshot of the Peakmind "Let's start learning" page with several new feature cards added. The sidebar on the left includes links for Home, Program, Challenges, Daily Motivation, Explore, Instant Relief, Relax and Recharge, and Assessment. The main content area now includes six cards: "Live Learning", "Self Learning", "Expert Mentors" (access our team of experienced mentors), "Engaging Learning Community" (join a vibrant community of learners), "Interactive quizzes" (test your understanding), and "Gamified Learning" (make learning fun and rewarding).

**Expert Mentors at Your Fingertips:**  
Having access to expert mentors is important for customer retention because it provides users with personalized guidance and support. When learners feel supported by knowledgeable mentors who can address their questions and concerns, they are more likely to stay engaged with the platform and continue their learning journey.

**Engaging Learning Community:**  
An engaging learning community is crucial for customer retention because it creates a sense of belonging and connection. When users can connect with fellow learners, share ideas, and collaborate, they feel more invested in the learning platform. This sense of community encourages users to stay active and fosters a positive learning environment, increasing customer retention.

**Interactive Quizzes and Assessments:**  
Interactive quizzes and assessments play a significant role in customer retention by making the learning experience enjoyable and providing measurable progress. When users can test their knowledge, track their progress, and receive feedback, they feel a sense of accomplishment and motivation to continue learning. By offering interactive quizzes and assessments, the platform keeps users engaged and committed to their learning goals.

**Gamified Learning Experience:**  
Gamification is important for customer retention as it adds elements of fun, challenge, and rewards to the learning process. By incorporating gamified features such as challenges, achievements, and leaderboards, the platform creates a more interactive and immersive learning experience. Gamification motivates users to stay engaged, complete tasks, and strive for achievements, leading to increased customer retention.

I know what it's like to feel anxious and stressed about exams. I've been there. I've faced the pressure of JEE and other high-stakes exams. But I also know that with the right support, everyone can overcome their fears and achieve goals.

That's why I added these features to this site. We can help them rewrite the narrative of exam stress and transform their fear into confidence. Here, they'll find quick tips, innovative features, and a supportive community. They'll also find inspiration and guidance from us, former students who faced the same challenges they're facing now.

# Thank you Peakmind for this opportunity

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