

PRODUSCOPE :PRODUCT CASE STUDY



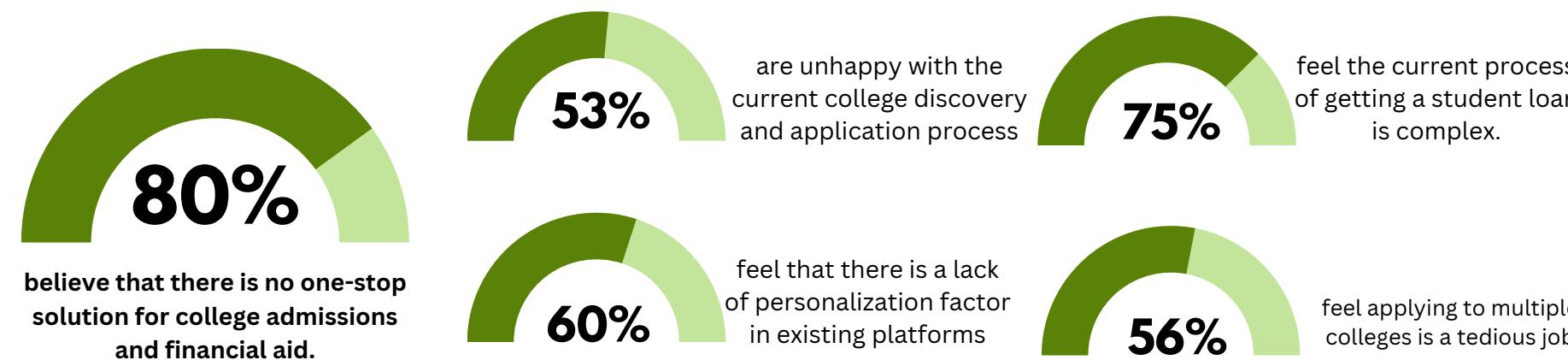
CollEdge

Where dreams take flight



MARKET ANALYSIS AND PRODUCT OVERVIEW

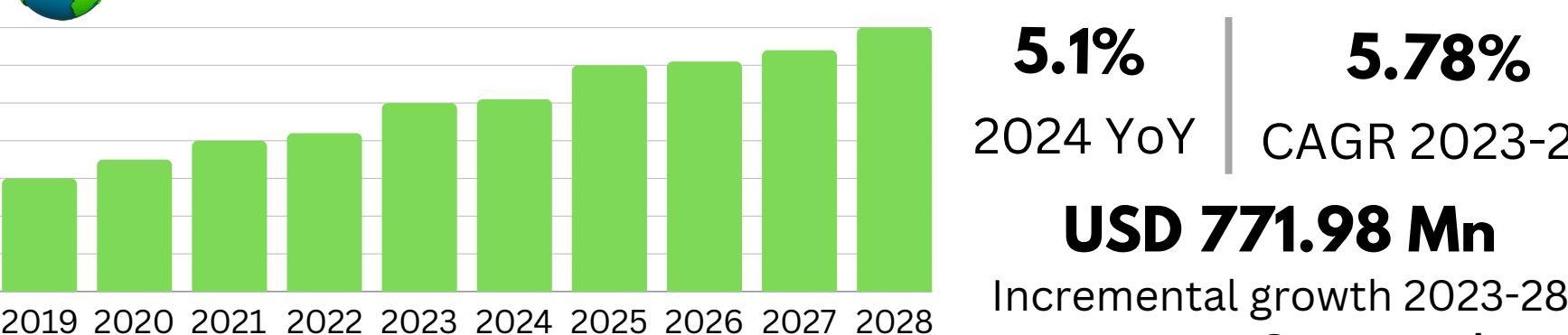
PRIMARY RESEARCH (Survey among 30 students aged 16-27)



SECONDARY RESEARCH



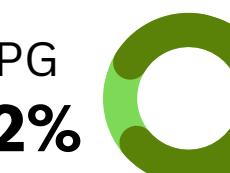
GLOBAL EDUCATION CONSULTING MARKET SIZE



INDIAN EDUCATION GUIDANCE AND LOAN SCENARIO

58,000 higher education institutes

43.3 M enrollments



PG

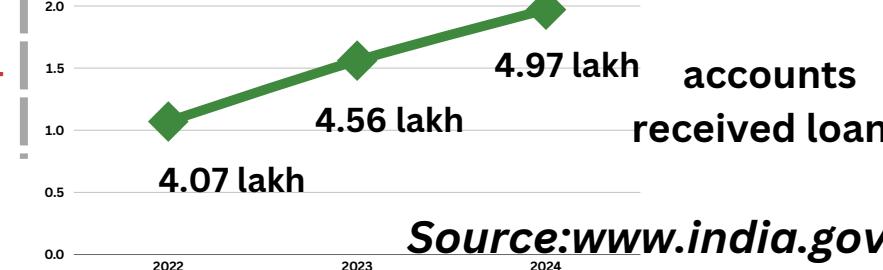
UG

88%

ONLY 5000 registered career counsellors AGAINST
1.4 million school students who graduate annually

Source:BusinessStandard

39 Banks have registered 70 Educational Loan Schemes on the **Vidya Lakshmi Portal**



ABOUT THE PRODUCT

CollEdge

is a two-sided discovery platform that connects undergraduate and graduate students searching for the ideal college as well as looking for financial aid.



B2C Students

- Discover suitable colleges across the country
- Access to student loan schemes
- Send applications to colleges based on your interests.



B2B College Admins

- List different courses offered by their college.
- Provide brochure and application for students.
- Find the most eligible candidates for a course



B2B Financial lenders

- List all the schemes offered by the bank on one page.
- Know the potential candidates for a particular scheme
- Increase campus visibility

USP



Track applications sent out to multiple colleges at the same time



Apply filters for narrowing down college search according to your needs

USP



Compare among thousands of applicants through inbuilt tool



View performance of competitors and improve own strategy through analytics

USP



Lenders can easily find detailed analytics of applicants for that particular Scheme



Increasing the visibility of the schemes offered, so that it can reach right person

USER PERSONA



About

"Priya is an 18 year old high school student living in Mumbai aspiring to study computer science"



"Rakesh is a 42-year-old Admissions Director at a private university in Delhi, managing a team of 10 staff members"



"Rajesh is a 38-year-old Senior Loan Officer at a leading financial institution in Mumbai"



Pain-Points



Concerned about credibility and authenticity of loan providers



Unsure about the application requirements and deadlines



Overwhelmed by the number of colleges and financial aid options available



Fear of financial debt



Overwhelmed by the large number of college applications.



Overwhelmed by the large number of student queries such as document mix ups, late verification etc.



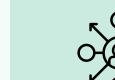
Challenges of maintaining and updating college listings and program information



Difficulty in managing and updating loan offerings and application statuses.



Lack of integration with educational institutions' systems.



Challenges in reaching and attracting suitable students for loan offerings.



Goals



Find and apply to colleges that match her academic and financial needs.



Secure financial aid.



Streamline and track her application process in one place.



Efficiently process and review student applications.



Increase visibility of the college to prospective students



Streamline communication with applicants.



Efficiently list and manage financial aid products and applications.



Establish strong partnerships with educational institutions.



Increase the number of students who apply for and receive financial aid.



Motivation



Desire to attend a college that aligns with her career aspirations.



Need for financial stability.



Eagerness to simplify the complex process of applying to colleges and loans.



Enhancing the college's reputation and increasing enrollment rate.



Improving the efficiency of the admissions process.



Providing a professional experience.



Expanding the reach and impact of financial aid products.



Enhancing the application and approval processes to attract more students.



Building credibility and trust among students

COMPETITIVE ANALYSIS

Analysing the Top 5 players

TOP 5 PLAYERS

ANNUAL WEBSITE VISITS

KEY FEATURES

UNADDRESSED

PRIMARY RESEARCH

30 ACTIVE USERS

No. of people satisfied with the product and UI



Annual **90 M**
Monthly **7.5 M**

- Information about colleges, courses, exams, and scholarships in India.
- Partnerships with **50,000** colleges
- Includes a search engine to find colleges and predict ranks

- No listings for financial aids and loans for students
- Not a one stop solution for students looking for both loans and colleges



70%



13.53M

- Offers features such as **college reviews, rankings, and ratings**
- Information **about admission procedures, fees, scholarships, and more.**

- Lack of financial aids and loans for students
- No way for pin pointed college comparison



40%

CAREERS360

14.78 M

- Provides **college reviews, predictors, career guidance**
- Visitors belongs from India, UAE, US, Kuwait, Saudi Arabia.

- Haphazard interface
- No provision for financial aid
- Not a one stop solution for students looking for both loans and colleges



25%

*Data breach happens to be a major issue



1.4 M

- Offers choices on choosing the right loan and applying for **scholarships and financial aid**
- Information & resource for students who are interested in **studying abroad**.

- No provision for college discovery
- No major partnerships
- No special schemes for INDIAN Students



20%



3.67 M

- Offers **career guidance, exam preparation** tips to help students about their education
- Additionally, offers services such as **hostel bookings, student loans, and student insurance**.

- No listings for financial aids and loans for students
- Not a one stop solution for students looking for both loans and colleges



30%

USER FLOW

B2B-Students



"Here is Priya's **user journey** from signing in based on college or loan requirements or both and adding personalization features for smooth experience to discovering suitable colleges and financial aids best suited for her.

If a student wants college discovery

9.30

CollEdge

Login with Google

E mail or Phone

E mail Address

Password

Forget password?

Login

New to CollEdge? Sign up

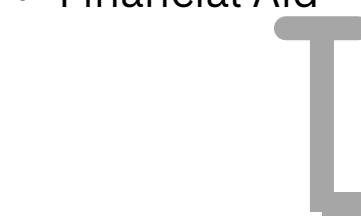
STEP 1

Login to the platform via E mail ID or phone number

Choose between two of the products:

- College Discovery
- Financial Aid

Helps you to find the best fir college acc to your academic records



If a student wants financial aid

9.30

Please Help us out with your details

What brings you here?

I am a student looking for colleges

I am a student seeking financial aid

STEP 2

Put in basic personal information to help build profile and tailor suggestions as well as compatible options.

Helps to get an extra personalization to make your college discovery easier

9.30

Hey, Let's get to know you better!

Full name

DOB

Gender

F/M/others

Education details

Class 10th:
Board: Cgpa/percentage:
Marks type: cgsa/ percent
Passing year:

Class 12th:
Board: Cgpa/percentage:
Marks type: cgsa/ percent
Passing year:

Graduation:
Degree: Cgpa/percentage:
Marks type: cgsa/ percent
Passing year:

Filters:

Fees Clubs
Job roles Campus size

Receive Notifications?

Receive Reminders?

SKIP

STEP 3

9.30

Hello, Zoya!

Help us personalise

Stream of interest:
(choose upto five)

Preferred locations:
(choose upto ten)

Filters:

Fees Clubs
Job roles Campus size

Receive Notifications?

Receive Reminders?

SKIP

STEP 4

Helps a lender understand student needs and categories

Add your personal and financial details here so that we can recommend the suitable loan for you.

STEP 3

9.30

Hey, Let's get to know you better!

Full name

DOB

Gender

F/M/others

Family Income:

Caste:

State:

Credit score:

Receive Notifications?

Receive Reminders?

SKIP

Acts as bridge between student and lender for better results.

Add optional details of repayment to avoid future hassle and add estimated loan amount according to your fee.

STEP 4

9.30

Hello, Zoya!

Help us personalise

Estimated loan amount needed:

Repayment plan:

Time: Mode of Repayment:

Loan Type preferences:

Receive Notifications?

Receive Reminders?

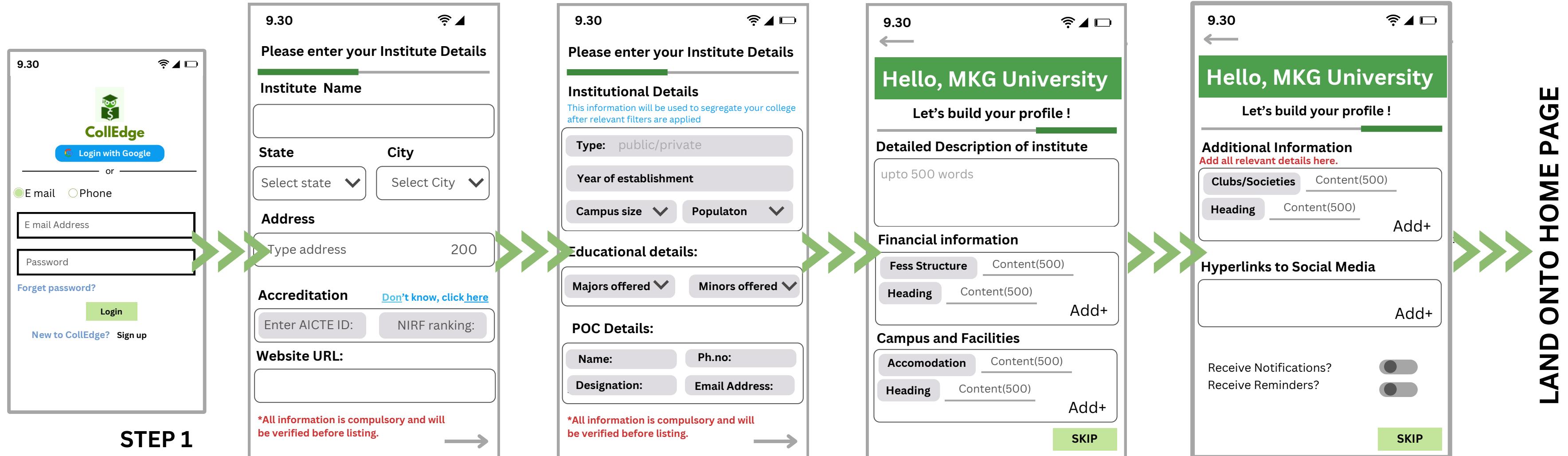
SKIP

USER FLOW

B2C-College admins



"Here is Rakesh's **user journey** from signing into the platform to creating a successful institute listing, which goes via basic information and progresses into details, allowing more personalization at each step.



Login to the platform via E mail ID or phone number

SIGNIFICANCE

Creates a basic account, with details requiring AUTHENTICITY CHECK, helping develop primary filters

MARKET ANALYSIS

USER PERSONA

COMPETITIVE ANALYSIS

USER FLOW

PRODUCT STRATEGY

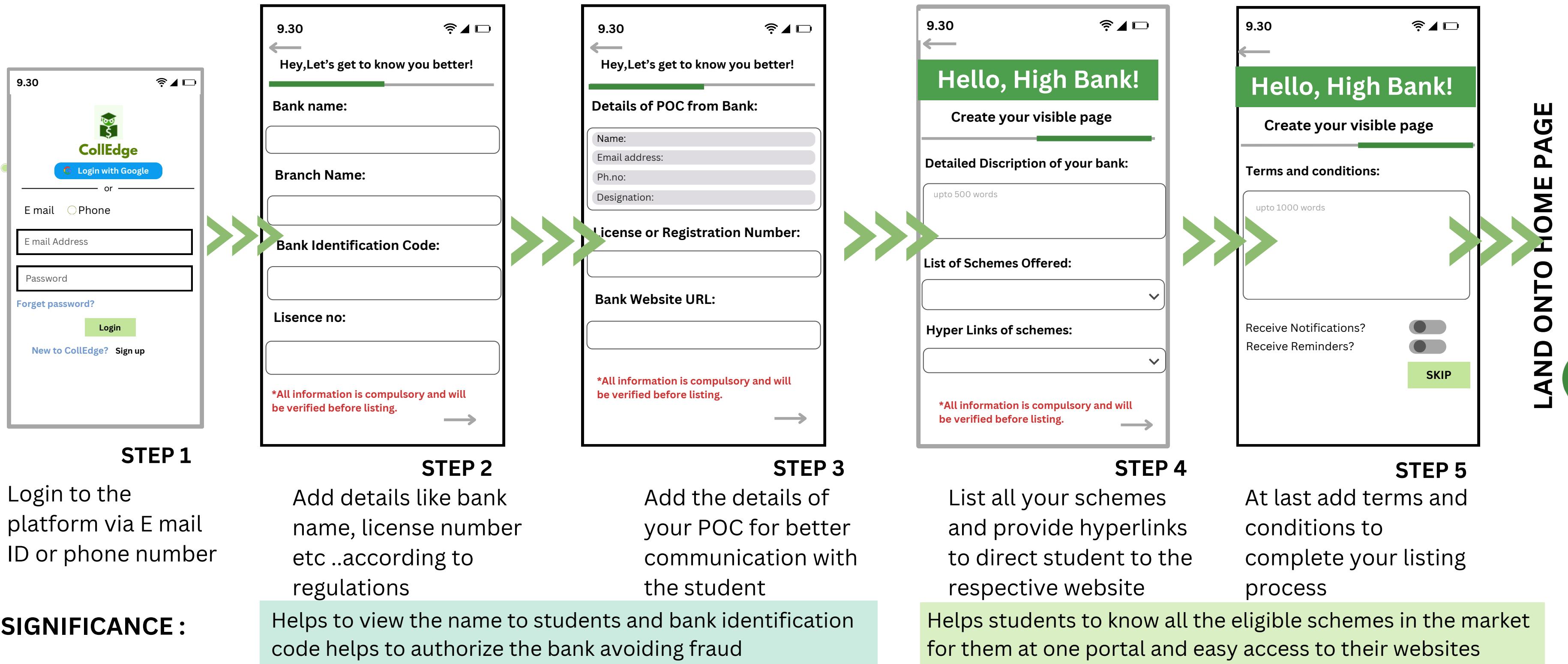
METRICS

USER FLOW

B2C-Financial lenders



Here is Rajesh's **user journey** from logging in to his account and adding all the useful features to listing all his schemes on the portal in a seamless and structured manner



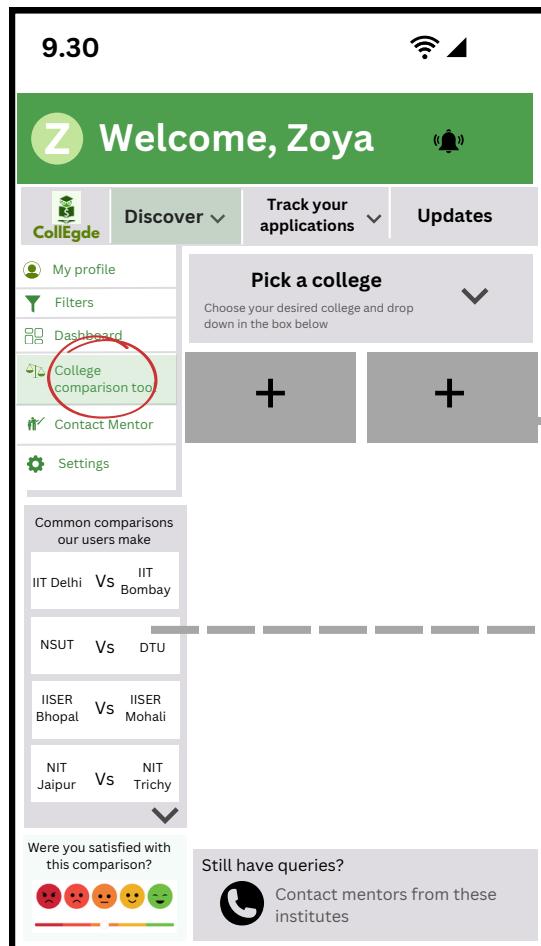
PRODUCT STRATEGY: PAIN POINTS AND SOLUTIONS

#1 COLLEGE COMPARISON TOOL



PAIN POINT: Though most websites provide a list of colleges, there is no way to directly compare two options to make an informed choice.

Solution :



Explore some common comparisons made by users with similar search history
Choose any 2 colleges from the drop down list and add to these boxes

Further, choose between any offered stream or course for pin-pointed comparison

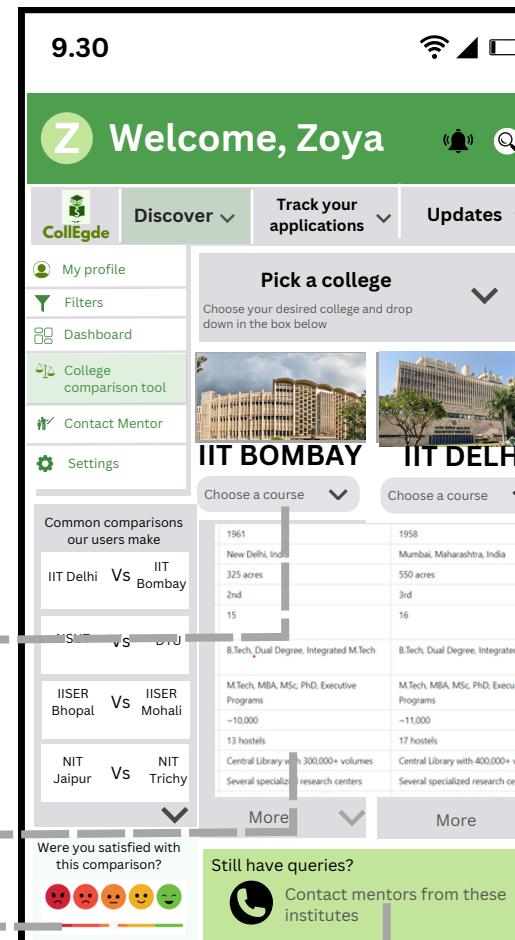
Get a comparative list

Drop a rating

Reach out to Alumni or mentors for more questions

IMPACT :

- Gives pin-pointed comparison, and helps navigate through available options/choices
- Provides a personalised experience by allowing to choose between offered courses
- Compares two institutes at a glance, and helps reach out to alumni/mentors to carry on with further exploration.

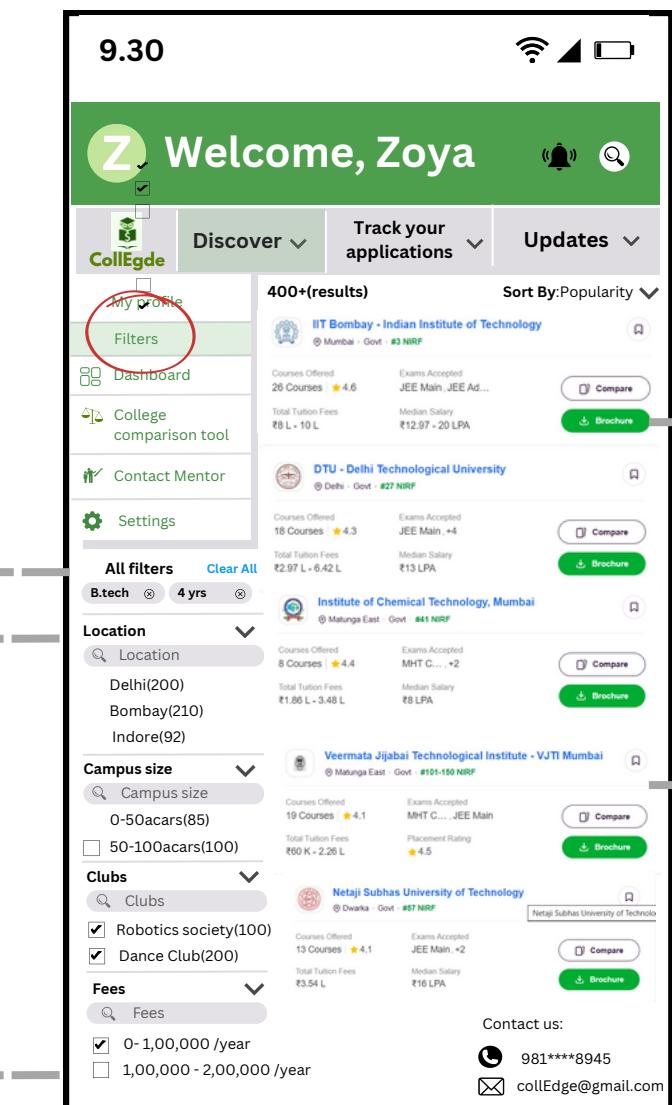


#2 FILTERS FOR PERSONALIZATION



PAIN POINT: Students often find the process of searching for the right college overwhelming and time-consuming due to the vast number of options available.

Solution :



Streamline your college search process by allowing you to customize and narrow down your options based on criteria that matter most to you.

- Our location filter option sorts various options of colleges based on your location preference
- Sort your colleges based on your budget but dont settle for less!
- Simultaneously, add multiple filters such as, clubs interested, campus size expected etc..

You don't have to visit the website and search for brochure. We provide it right infront of the college

Find all the required information of your sorted colleges at one place.

IMPACT :

- Students can quickly narrow down a vast list of colleges to those that meet their specific criteria
- Reducing the time spent searching and comparing schools.
- Students and colleges can connect more effectively based on mutual fit.

PRODUCT STRATEGY: PAIN POINTS AND SOLUTIONS

#3 APPLICATION TRACKER



PAIN POINT: Students often feel overwhelmed by applying to multiple colleges. Keeping track of different deadlines and submissions for each application is confusing.

Solution :

Kudos! List of your shortlisted colleges.

Don't miss any deadline or update from any college

Find the list of all applied colleges and their deadlines

Click on a particular college to know the Detailed status

Know the detailed status with future updates

Store your docs to avoid hassle

Directly be in contact with your mentor!

IMPACT :

- The Application Tracker centralizes all application-related tasks and deadlines, providing students with a clear, organized overview of their progress.
- This reduces the risk of missing crucial deadlines or overlooking important tasks, leading to more complete and polished applications.

#4 INTEGRATING FINANCIAL AID



PAIN POINT: Nearly 1 lac students apply for financial aid but there is no one-stop solution that helps in applying to multiple colleges and also to lending institutes.

Solution :

Notify about successful application

Give a POP UP for loan as soon as applicant's application gets accepted

Congratulations ! Your application has been accepted

Do you need a loan?

Contact us: 981****8945 collEdge@gmail.com

Land directly onto the Details page to proceed for loan application

IMPACT :

- Gives students a head start towards loan application
- Ensures a seamless transition for students in need of both college discovery, application and financial aid.
- Suggests most compatible loan options ,according to college.

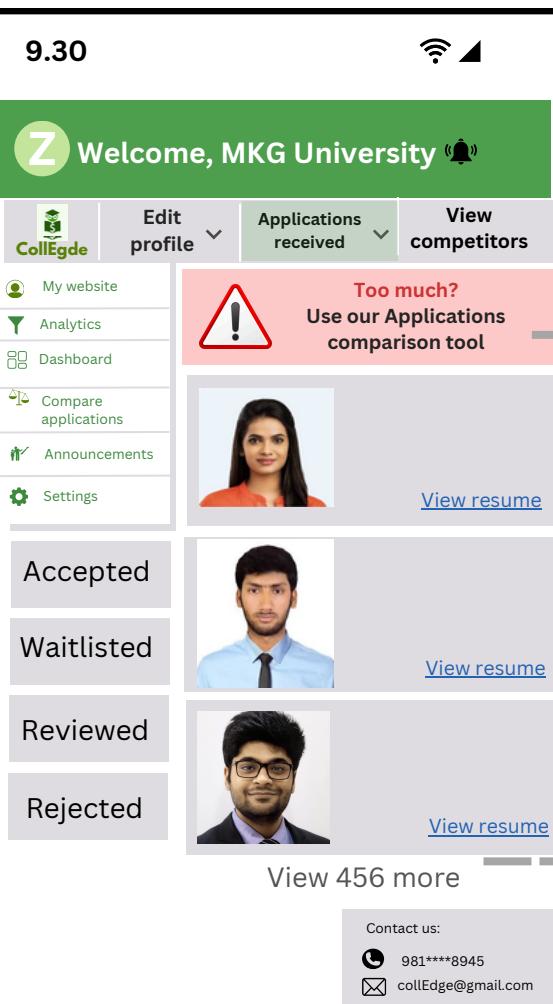
PRODUCT STRATEGY: PAIN POINTS AND SOLUTIONS

#5 STUDENT APPLICATION COMPARISON



PAIN POINT: College admins receive thousands of applications from the websites that list them, however, it is often impossible for them to review and compare all applications effectively.

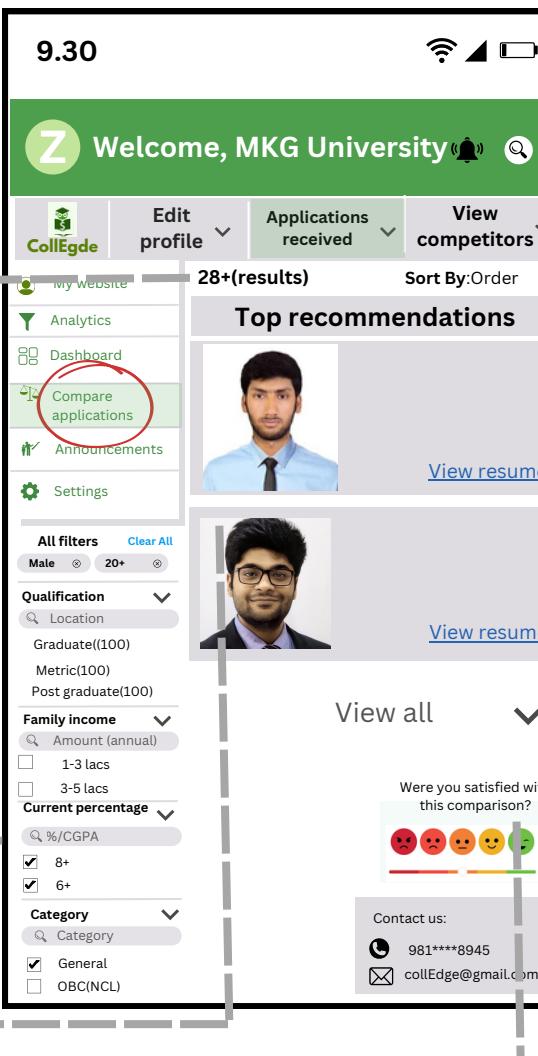
Solution :



- POP UP recommendation to use 'comparison tool'
- List of all applicants appears on first-come basis
- Shows total number of applications
- Narrows down applications by upto 60%
- Apply filters that work on the basis of PERSONALISED LOGIN DATA of students
- Preview top 2 applicants
- Drop a rating

IMPACT :

- Saves the tiresome process of reviewing thousands of applications from scratch
- Directly eliminates wrong,incomplete,ineligible applications thus speedens the process.
- Uses personalisation login system for both students and college admis to provide the right fit.



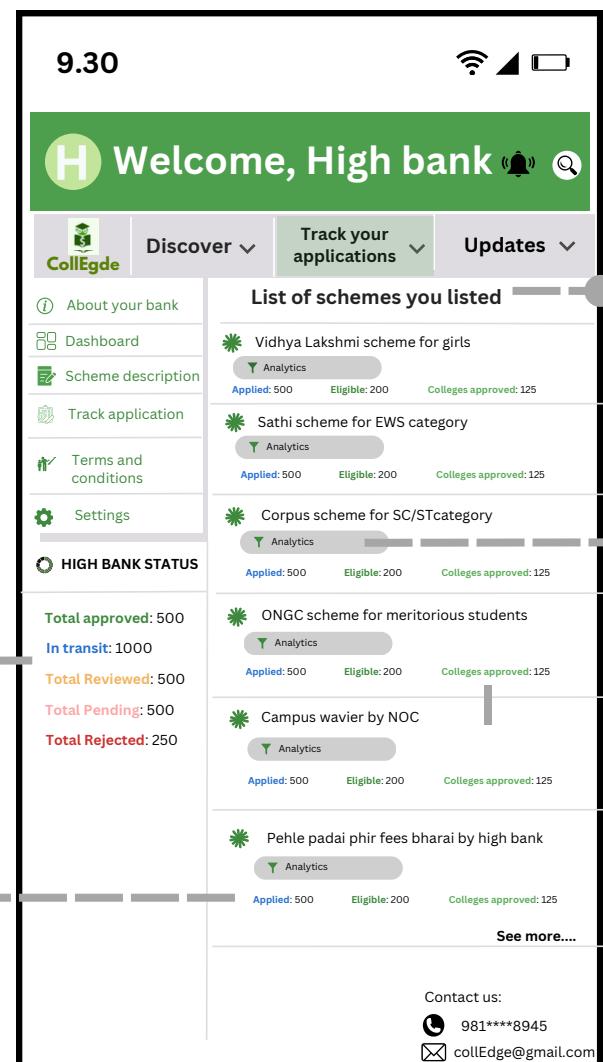
#4 SCHEME APPLICATION ANALYTICS



PAIN POINT: Lenders typically have limited visibility into the preferences and behaviors of potential student borrowers. Without this data, it's challenging to tailor loan products

Easy access to total no of students applied, approved, rejected for bank annual reports

Find the details of applied , approved and college approved



List all your potential schemes here so that students can easily access them

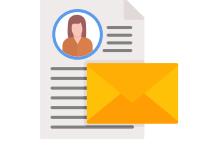
Lenders can easily find detailed analytics of applicants for that particular Scheme

IMPACT :

- With detailed performance tracking and data-driven insights, lenders can make informed decisions about which loan schemes to promote.
- By gaining direct access to students actively searching for financial aid, lenders will likely see an increase in the number of applications for their loan schemes.

METRICS

North Star Metric : Successful Onboarding

Solution	Metric	Description
 College Comparison Tool	Conversion rate	percentage of users who submit applications after using the comparison tool
 Filters for personalization	Engagement rate	monitors how frequently users interact with filters during their search process
 Application tracker	User satisfaction score	gathers user feedback on their satisfaction after utilizing the filters
 Integrating financial aid	Time to first update	time taken for students to receive their first application status update after submission
 Application comparison	Application rate	proportion of students who apply for financial aid through the platform
 Scheme application analytics	Acceptance rate	rate at which students accept financial aid offers presented through the platform
	Submission rate	rate at which students submit applications after using the comparison feature
	Success rate	success rate of students who apply for schemes through the platform
	Scheme applications per user	how many schemes an average user applies to



CollEdge

Thank You

We would love to address all your questions

Reach out to us :

Avni Katarey



Kanika Upadhyay



Lokery Kiranmayi

