**Coursera (Product Specs)**

**Problem Statement:**

Quality education is often inaccessible due to high costs, geographical limitations, and rigid traditional systems. This poses challenges for students, working professionals, and casual learners seeking affordable and flexible opportunities to acquire new skills. Coursera addresses this need by providing online courses from top universities and organizations, enabling learners to study at their own pace and earn valuable credentials.

**Overview:**

Coursera makes learning accessible by offering a wide range of courses, specializations, and degrees. By partnering with leading institutions, it provides flexible and affordable options that help individuals gain skills for career growth or personal improvement, including free courses, paid certificates, and full degree programs.

**Hero Scenario:**

* Any learner can browse and enroll in a course
* And invite friends or colleagues to join a study group
* The learner can choose a free option or complete payment for a certificate
* The course progresses according to the learner’s pace or schedule
* Upon completion, learners earn a certificate or badge, and high achievers are featured on the course leaderboard for community recognition and engagement.

**Personas:**

**1. Student**

* Gains additional skills to complement her education.
* Looks for affordable/free courses and certifications.

**2. Working Professional**

* Enrolls in courses for upskilling or career transitions.
* Seeks industry-relevant courses and certifications.

**3. General User**

* Casual learner interested in personal development.
* Prefers flexible, non-time-bound courses.

**4. Course Administrator**

* Manages course content and monitors student progress.
* Handles communication and updates for learners.

**5. University/Organization Partner**

* Collaborates with Coursera to create and certify courses.
* Reviews feedback and updates curricula as needed.

**Key User Stories:**

1. Browse and filter courses based on interests and goals.
2. Learn at one’s own pace to fit studies into busy schedules.
3. Earn certificates from recognized institutions.
4. Access free or affordable courses to enhance employability.
5. Use mobile devices for learning on-the-go.
6. Invite friends to join courses for support and study groups.
7. Track progress and achievements to stay motivated.

**Metrics:**

1. Course Completion Rate
2. Retention Rate
3. Certificate Purchase Rate
4. Active Users (DAU/MAU)
5. NPS (Net Promoter Score)
6. Time to Completion
7. Course Leaderboard Engagement
8. Mobile vs. Desktop Usage

**Mockups:**

1. **Homepage**: Showcases popular courses, search functionality, and personalized recommendations.
2. **Course Enrollment Page**: Includes course details, pricing, and a "Start Course" button.
3. **Study Group Invitation Screen**: Allows inviting friends to join a study group.
4. **Progress Dashboard**: Displays course progress, completed courses, and certificates earned.
5. **Leaderboard Feature**: Highlights top learners based on performance metrics.
6. **Mobile Course View**: Responsive interface for studying on-the-go.