Cohort Based Courses in PM

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The 4 Waves of Online Education

The MOOCs	The Marketplaces	The Toolkits	The Cohorts
How to get content online	How to make money online	How to own your audience	How to produce outcomes
EdX, Udacity, Coursera	*Udemy, Skillshare*	*Teachable, Thinkific, Kajabi*	*AltMBA, B School, Reforge*

- A cohort-based course is simply an online course where a group of students start learning at same time.
- It progress through the course with a mix of live classes from the teacher, peer-based learning.
- Collaboration, projects and oucomes (like up-skilling) are the final outcomes of cohort.
- After the cohort ends, students become part of the course's alumni network, much like when you graduate from college.

People want to learn new skills from experts they trust, be part of a community they can learn from and grow with, and hold them accountable to their goals.

Guesstimate

- **Approx. 10 lac** people are potentially interested in learning through cohorts.

- Out of them around **40 thousand** are premier audience with a high probability to join **product management based cohorts** on a yearly basis.

[Link to guesstimate](#)

User Personas

Tanisha
19 y/o
College Undergrad
Have Free time
Tier 2 City

Goals

Wants to learn and explore more about the fields, and due to better efficieny of learning through cohorts she joined one.

Pain points in achieving the Goal

- Too many people in the cohort.
- Interaction gap between the peers.
- Not being able to share her thougths.
- Not being able to get feedbacks.

Raghav
26 y/o
Software Engineer
Works 9-5
Tier 1 city

Goals

Wants to learn about Product Management and switch his role, wants to manage his learnings along which his current job.

Pain points in achieving the Goal

- Sometimes miss classes due to work.
- Not being able to organize the thoughts.
- Not being able to connect with alumns.
- No one keeping track of his progress.

Pain Points	Reach	Impact	Confidence	Effort	Score In unit of 10K
Interaction gap among peers.	8000	3	80	60	**32**
Not being able to get **feedbacks.**	9000	2	80	80	18
Not being able to **track/organize** work	6000	2	70	70	12
Sometimes **miss classes** due to work.	2000	1	100	30	6.6

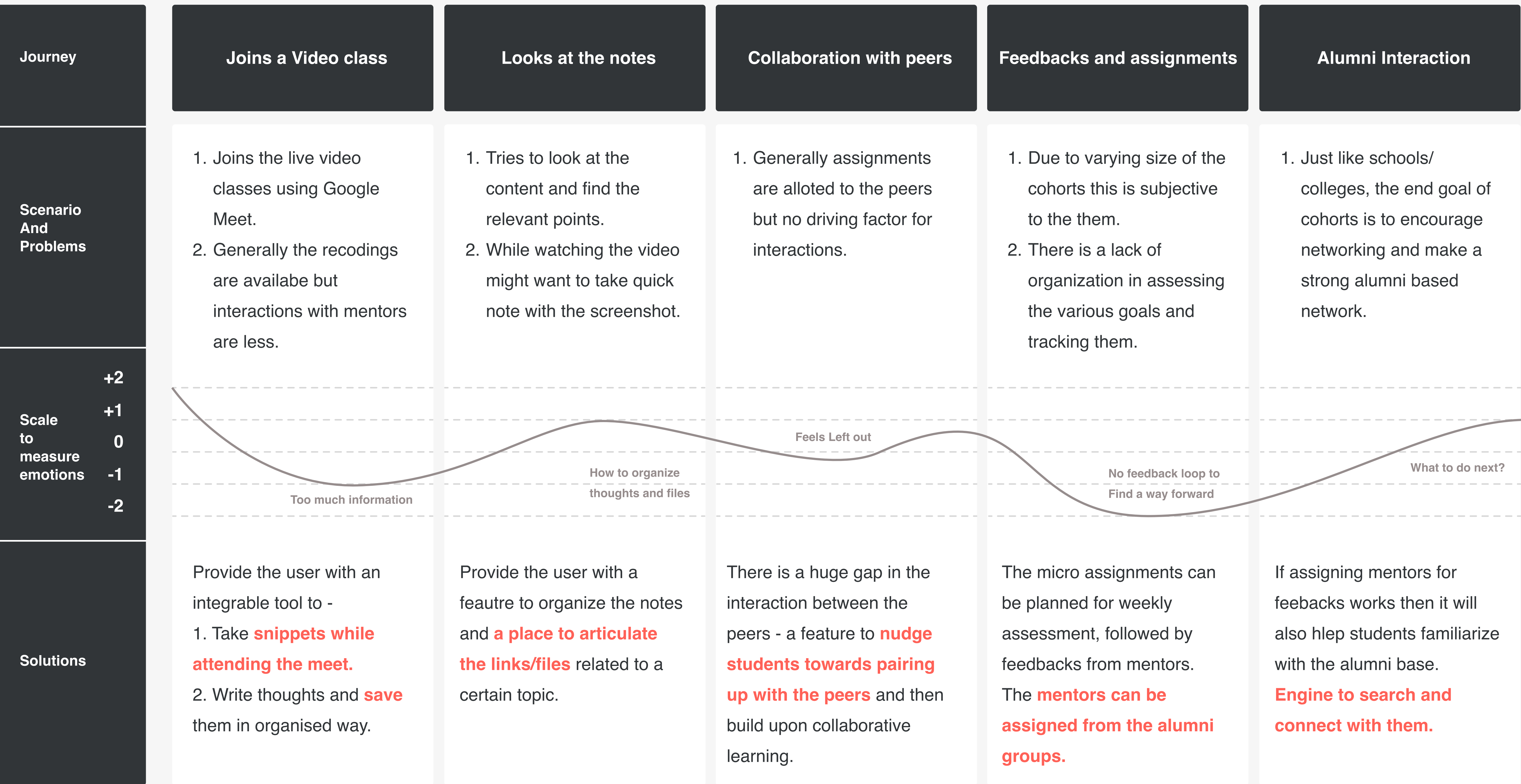Reach = Considering The total number of people participating in cohort is **10,000**

Effort = The effort to find a solution to the specific problem on a scale of **1 to 100**

The keywords while looking
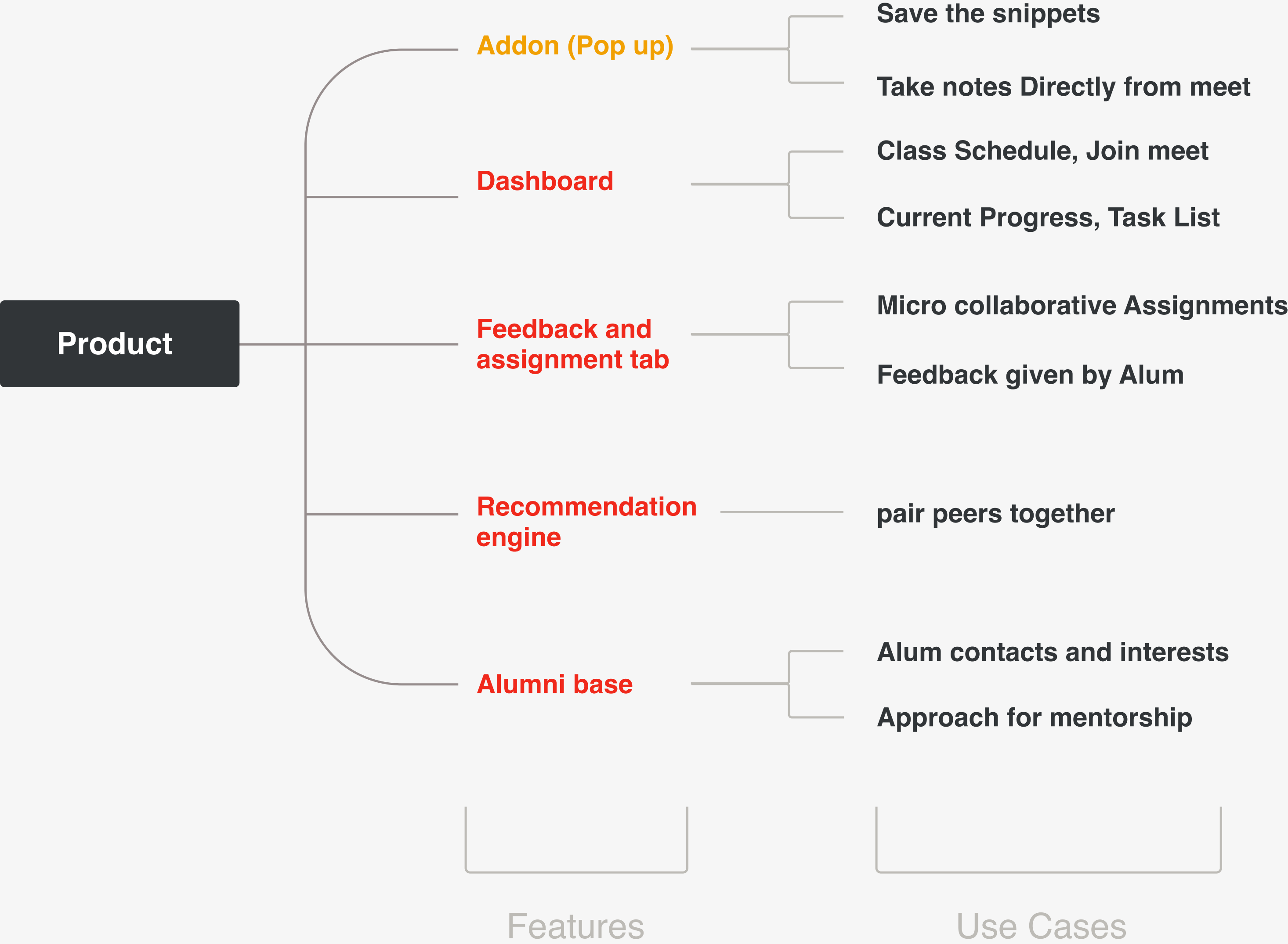
pain points faced by users in PM cohorts are -

- Unorganized
- Feels left out

- Can't remember the info after a week's work
- Not being able to keep up with the work

- What to do next?
- Collaboration Gap

User Journey Mapping

Journey	Joins a Video class	Looks at the notes	Collaboration with peers	Feedbacks and assignments	Alumni Interaction
Scenario And Problems	1. Joins the live video classes using Google Meet. 2. Generally the recodings are availabe but interactions with mentors are less.	1. Tries to look at the content and find the relevant points. 2. While watching the video might want to take quick note with the screenshot.	1. Generally assignments are alloted to the peers but no driving factor for interactions.	1. Due to varying size of the cohorts this is subjective to the them. 2. There is a lack of organization in assessing the various goals and tracking them.	1. Just like schools/colleges, the end goal of cohorts is to encourage networking and make a strong alumni based network.

Scale to measure emotions

| +2 |
| +1 |
| 0 |
| -1 |
| -2 |

Too much information • How to organize thoughts and files • Feels Left out • No feedback loop to Find a way forward • What to do next?

| Solutions | Provide the user with an integrable tool to -
1. Take **snippets while attending the meet.**
2. Write thoughts and **save** them in organised way. | Provide the user with a feautre to organize the notes and **a place to articulate the links/files** related to a certain topic. | There is a huge gap in the interaction between the peers - a feature to **nudge students towards pairing up with the peers** and then build upon collaborative learning. | The micro assignments can be planned for weekly assessment, followed by feedbacks from mentors. The **mentors can be assigned from the alumni groups.** | If assigning mentors for feebacks works then it will also hlep students familiarize with the alumni base. **Engine to search and connect with them.** |

Solution Space - Ideating Product

Product

Addon (Pop up)
- Save the snippets
- Take notes Directly from meet

Dashboard
- Class Schedule, Join meet
- Current Progress, Task List

Feedback and assignment tab
- Micro collaborative Assignments
- Feedback given by Alum

Recommendation engine
- pair peers together

Alumni base
- Alum contacts and interests
- Approach for mentorship

Features

Use Cases

Integration - Inspired by the sucess of Grammarly. our product will focus on integration across various online meet platforms like

Google Meet - 18 Percent share
Microsoft Teams - 34 Percent share
Zoom - 36 Percent share

This will act as a motivation for user to go back to product and use the features and interact with them.

Collaboration - Inspired by the butterfly effect. In order to make people collaborate and share thoughts we have designed a reccomendation engine.

Reccomendation engine will pair the students, crossing a threshold required to talk and colab in the cohort based enviroment.

Organization and Fear of missing out - The essence behind desinging this product is to organize the Unorganized.

A collaborative space with a solution to randomly group peers together inhances the sense of community and will act as a single organized space.

Solution Space - Designing Wireframes

Designing for Scalability -

1. A pop up available as an add on on web browser.
2. The preview of the snippet taken.
3. user can add a title and the description realted to that snippet.
4. Save snippet button followed by a message that the snippet is saved in the app.
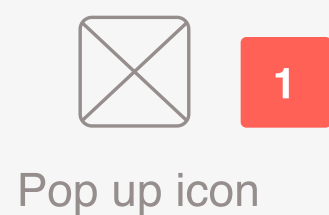
1 Pop up icon

3 Title of the note ×
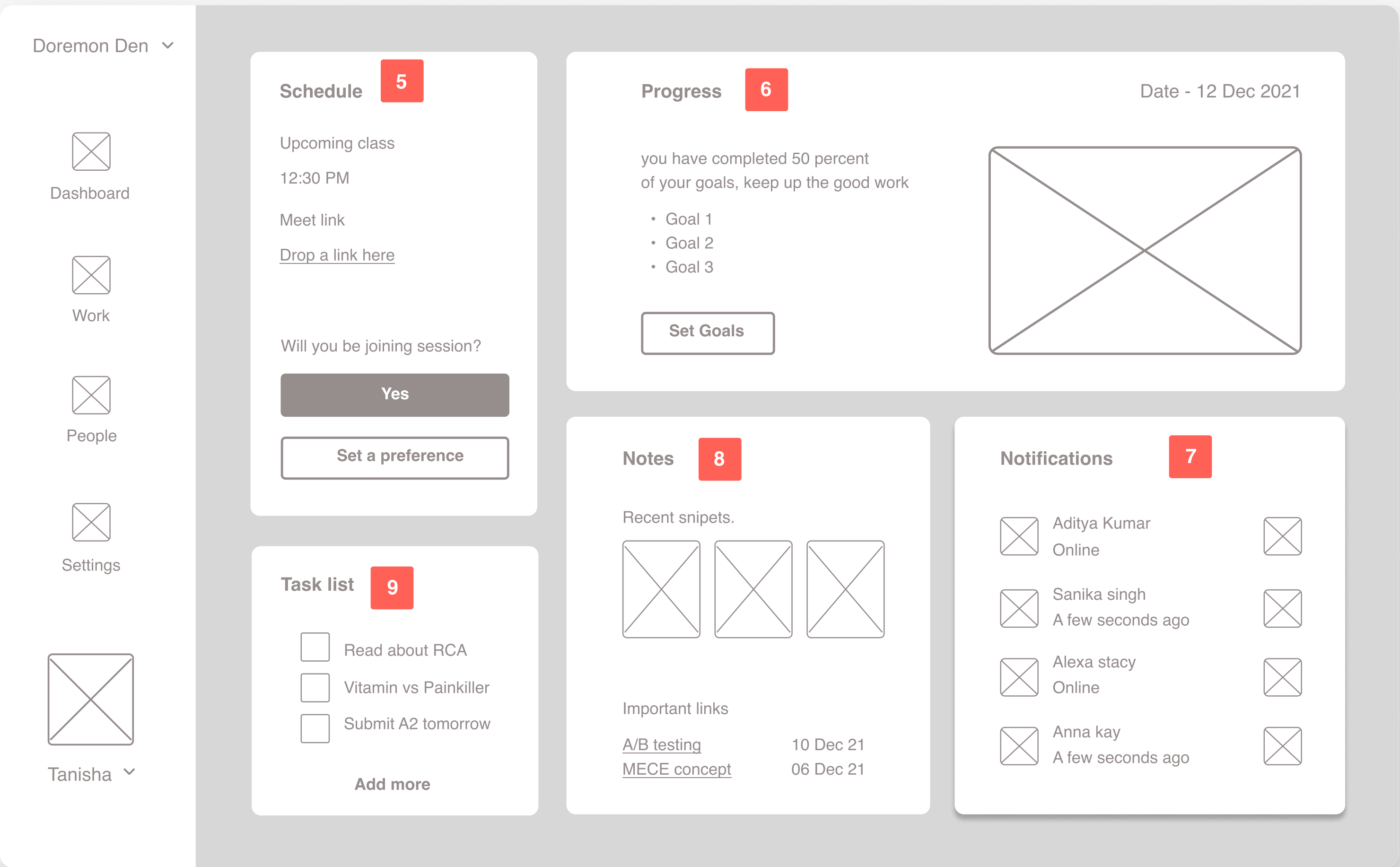
2 Snippet 5
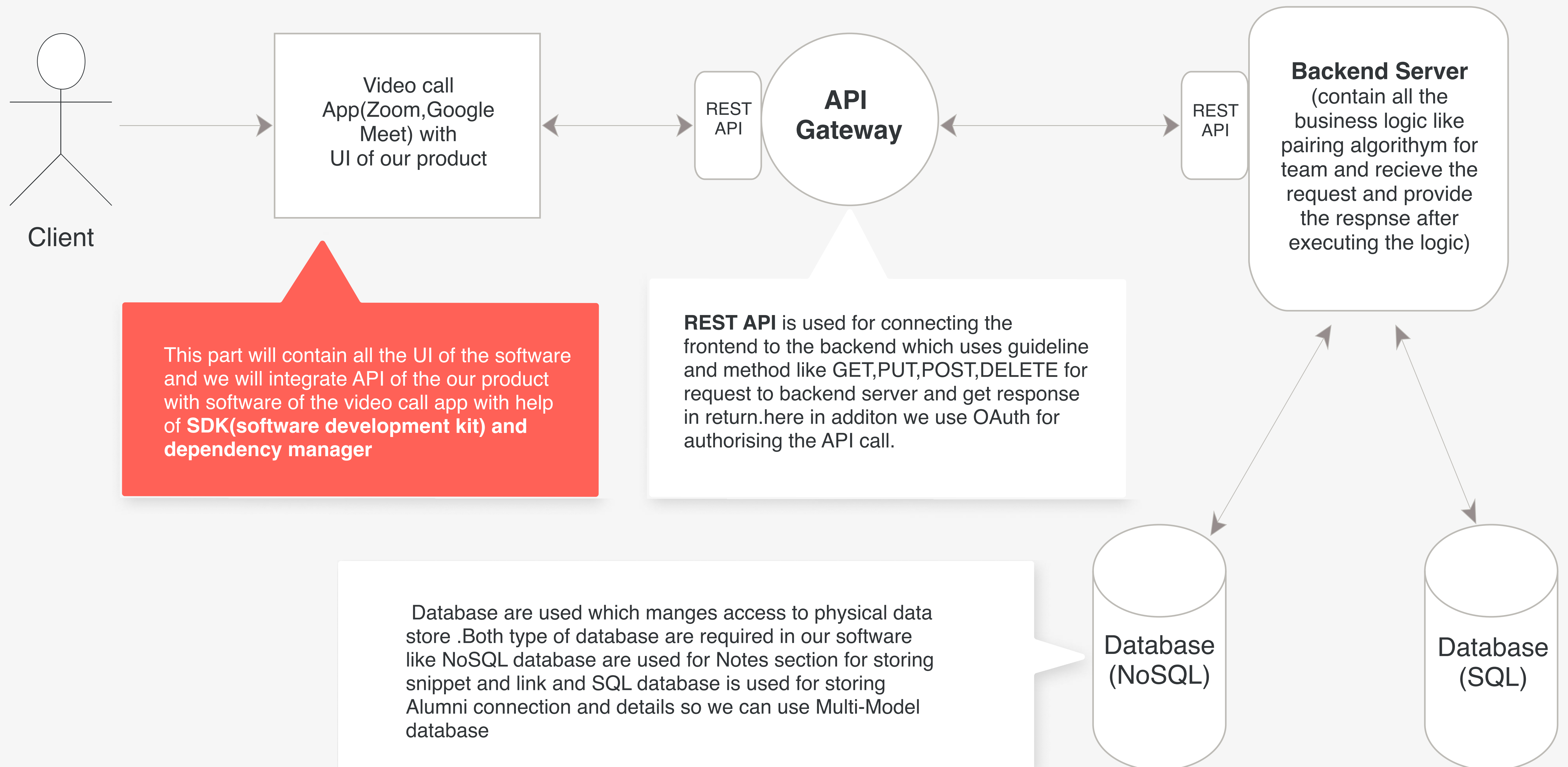
Description about the note any quick thoughts?

4 **Save Snippet**

Pop Up

The Snippets gets saved paving a way for user to go and check them on the dashboard.

Doremon Den ⌄

Dashboard

Work

People

Settings

Tanisha ⌄

Schedule **5**

Upcoming class
12:30 PM

Meet link

Drop a link here

Will you be joining session?

Yes

Set a preference

Task list **9**

☐ Read about RCA
☐ Vitamin vs Painkiller
☐ Submit A2 tomorrow

Add more

Progress **6**   Date - 12 Dec 2021

you have completed 50 percent
of your goals, keep up the good work

• Goal 1
• Goal 2
• Goal 3

Set Goals

Notes **8**

Recent snipets.

Important links

A/B testing   10 Dec 21
MECE concept   06 Dec 21

Notifications **7**

Aditya Kumar
Online

Sanika singh
A few seconds ago

Alexa stacy
Online

Anna kay
A few seconds ago

Dashboard

5. A schedule to join the class
6. **Progress tracker** to set and monitor the goals
7. A notification card
8. the snippets taken using pop up are shown under notes - **recent snipets tab**
9. A task list to keep track of the task in hand

Technology Used

Client

Video call
App(Zoom,Google
Meet) with
UI of our product

REST
API

**API
Gateway**

REST
API

Backend Server
(contain all the
business logic like
pairing algorithym for
team and recieve the
request and provide
the respnse after
executing the logic)

This part will contain all the UI of the software
and we will integrate API of the our product
with software of the video call app with help
of **SDK(software development kit) and
dependency manager**

REST API is used for connecting the
frontend to the backend which uses guideline
and method like GET,PUT,POST,DELETE for
request to backend server and get response
in return.here in additon we use OAuth for
authorising the API call.

Database are used which manges access to physical data
store .Both type of database are required in our software
like NoSQL database are used for Notes section for storing
snippet and link and SQL database is used for storing
Alumni connection and details so we can use Multi-Model
database

Database
(NoSQL)

Database
(SQL)

Success Metrics

Product Metrics

Category	Metric	Slicer
Acquisition	No. of students who have created account	Month/week/cohort
Activation	No. of new users who added atlteast one goal	Month/week
	No. of users who joined class through link on dashboard	Month/week/Class
Engagement	**No. of messages sent / User**	Month/week
	No. of Goals added / User	Month/week
	No. of snippets taken / Lecture	User
	Time spent on dashboard / User	Month/week
	No. of assignments attempted / User	Month/week/completed
Revenue	No. of cohorts with subscriptionl	Month/week
Referral	**Net Promoter Score (NPS)**	Month/week
Overall	No of times student opened a dashboard after saving a snippet	Month/week

Success Metrics

To calculate the success metrics of a B2B2C product we need to Segment the Cohorts on the basis of their size and then find **the number of active users per size of a cohort.**

We will need to closely monitor the **conversion ratio from engagement funnel to referral funnel.**

Possible reasons to fail - Risk analysis

Acquiring cohorts

User comes thorugh a cohort
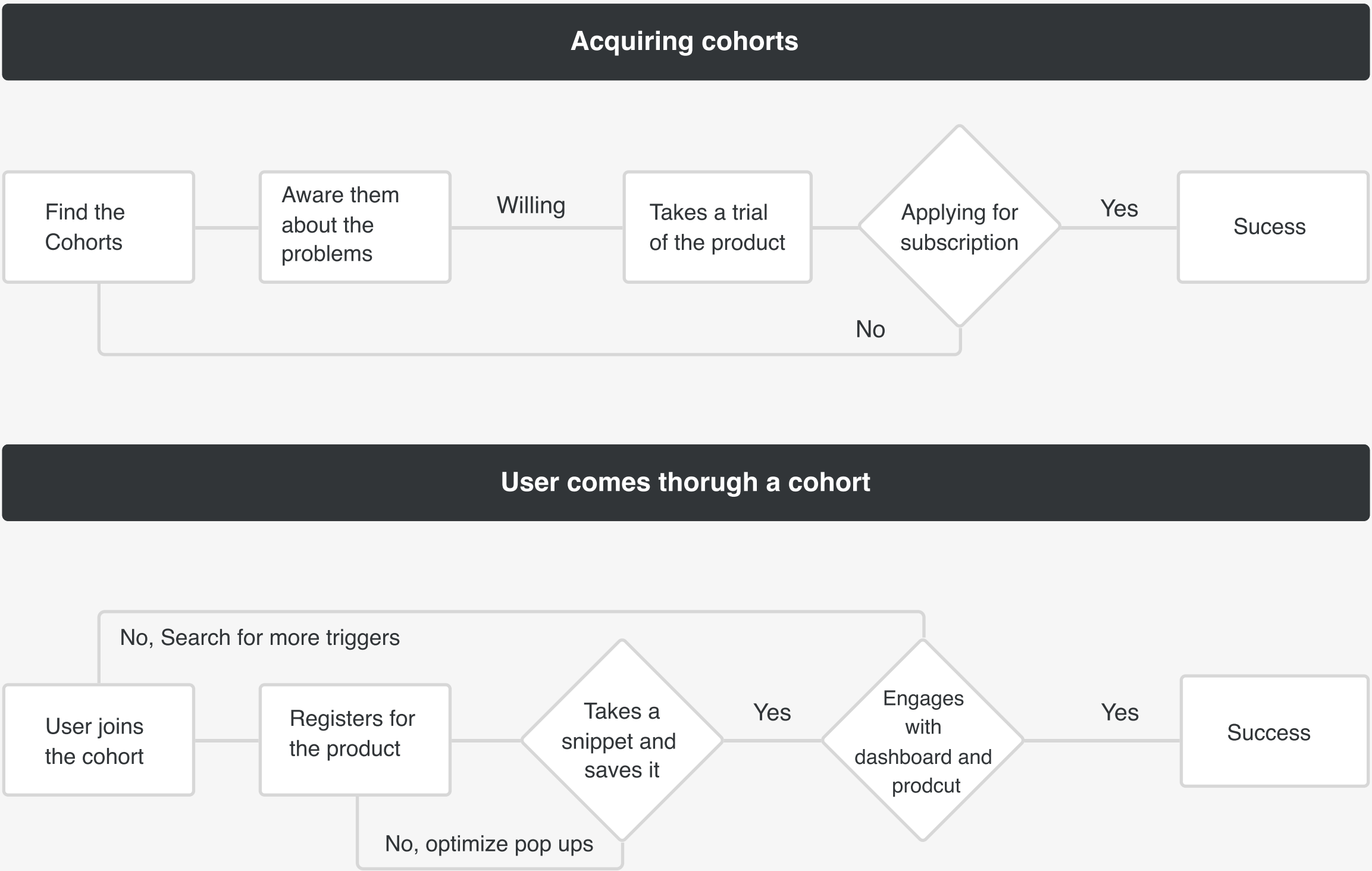
In order to understand the risks assiciated with the product, let's first map down the primary acquisition mapping of the product. The first touchpoint of the product is cohorts followed by the users of the cohorts - the students.

Friction - With an additional app to deal with the tasks realted to cohort might decrease the motivation for the user to onboard and use it.

Solution - Since the Solution is B2B2C, we might need to encourage the cohorts to use this soltuion for the things like using our tool to post the assignments.

With most of the peer onboarded on the app - FOMO will help in increasing the motivation and overcoming the friction.

The Strategy to nudge user via pop up might backfire -

Solution - We will need to monitor the metrics related to the pop up and dashboard. run an A/B testing regarding which medium user takes to open the app.

See if there are any drop offs regarding the pop up based nudege and then we might work on different ways to making user capable of saving notes.