TEST MANTHAN — PRD MODULE 2

User Personas & Journey Maps

Document Type: Product Requirements Document (Module 2 of 10)
Product: Test Manthan
Parent Company: PsiGenei EdTech Services LLP (Brand: PsiGenei)
Version: 1.0 — Draft for Founder Review
Date: February 15, 2026
Depends on: Module 1 (Product Identity & Problem Statement) — Confirmed

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2.1 WHY PERSONAS MATTER FOR TEST MANTHAN

This is not a theoretical exercise. Every persona defined here will directly drive:

- **Feature prioritization:** Which features do we build first, and for whom?

- **UI/UX decisions:** What does Step 1 of test creation show? What does the dashboard emphasize?

- **Pricing validation:** Is ₹499 right for Persona A? Is Elite worth it for Persona B?

- **Marketing messaging:** What words do we use on the landing page? Which pain points do we lead with?

- **Question bank priorities:** Which exams and topics do we populate first?

If we build for everyone, we build for no one. These personas define the order of priority.

2.2 PERSONA HIERARCHY

Test Manthan has three distinct user personas, ranked by priority for MVP:

Priority	Persona	Exam Focus	Plan Fit	Revenue Potential
P0 (Build for this person first)	The NET/GATE Aspirant	CSIR-NET LS, GATE-BT, GATE-XL	Elite (₹899)	Highest — longer prep cycle, higher willingness to pay
P1 (Build for this person second)	The Entrance Exam Aspirant	IIT-JAM BT, CUET-PG, GAT-B	Pro (₹499)	Medium — shorter cycle, more price-sensitive
P2 (Serve but don't optimize for)	The Working Re-Attempter	CSIR-NET LS, GATE-BT	Elite (₹899)	High per-user but small segment initially

2.3 PERSONA P0: THE NET/GATE ASPIRANT

This is your primary user. Every product decision defaults to this person.

Identity

Name (archetype): Priya
Age: 22-24
Education: Final-year MSc or recently completed MSc in Life Sciences (Microbiology, Biotechnology, Biochemistry, Zoology — any stream)
Location: Staying at university hostel or PG accommodation in a Tier 1-2 city (Delhi, Pune, Hyderabad, Bangalore, Kolkata, Chennai)
Financial situation: Dependent on family or surviving on a small stipend. Monthly discretionary spend on education: ₹500-₹1,500. Every rupee is evaluated.

Exam Context

Primary target: CSIR-NET Life Sciences (JRF)
Secondary target: GATE-BT or GATE-XL (as backup or simultaneous attempt)
Exam timeline: CSIR-NET is held twice a year (June & December). Priya is typically 4-8 months away from her next attempt.
Stakes: JRF fellowship (₹37,000/month for 2 years → ₹31,000/month for 3 years) is life-changing. It funds PhD, provides financial independence, and is a mark of academic credibility. Lectureship eligibility (NET without JRF) is the safety net.

Current Preparation Setup

- Enrolled in or recently completed a coaching program (online or offline — possibly BioTecNika, Shomu's, or a local institute)

- Has coaching material (notes, recorded lectures, some test series)

- Supplements with YouTube lectures for weak topics

- Has collected PYQ papers from seniors, Telegram groups, and coaching PDFs

- Studies 5-7 hours/day during serious prep phase

- Takes 2-4 tests per week (whenever she can find relevant ones)

Pain Points (Ranked by Severity)

1. "I can't practice my weak topics specifically." (CRITICAL)
Coaching test series gives her "Unit Test 3: Molecular Biology + Genetics + Cell Biology" — 60 questions, 2 hours, mixed everything. She's strong in Genetics but weak in Cell Signaling. She wastes 40 minutes on questions she already knows, and gets only 8-10 Cell Signaling questions — not enough to actually improve.

2. "I don't know WHY I'm getting questions wrong." (CRITICAL)
After a test, she sees "Score: 112/200." Topic breakdown shows she got 4/10 in Biochemistry. But she doesn't know: was it enzyme kinetics or metabolism? Was it conceptual confusion or calculation errors? Were the questions she got wrong all Application-level or Recall? Without this, she's revising blindly.

3. "The questions in my coaching test series don't match CSIR-NET pattern." (HIGH)

CSIR-NET Part C questions require analytical thinking — integrating concepts across topics, interpreting experimental data, choosing the correct combination of statements. Her coaching tests have mostly straightforward MCQs. She's practicing the wrong type of thinking.

4. "I'm running out of good questions to practice." (HIGH)

She's done the last 10 years of PYQs. The coaching question bank feels repetitive. She needs fresh, exam-quality questions — especially Application and Analytical level — but doesn't know where to find them.

5. "I don't know if I'm actually improving." (MEDIUM)

She scores 55% one week, 62% the next, 48% the week after. Is she improving? Are the tests comparable? She has no longitudinal tracking, no way to see whether her Cell Signaling accuracy has gone from 30% to 60% over the past month.

6. "I waste time setting up my own practice." (MEDIUM)

She currently spends 20-30 minutes finding questions, organizing them by topic, and creating her own informal "test" before she can even start practicing. That's time she doesn't have.

What Would Make Priya Pay ₹899/month

She will pay if:

- She can create a focused test on Cell Signaling (Hard + Application-level) in under 2 minutes
- After the test, she can see exactly which subtopics and cognitive levels she's weak in
- The questions feel like real CSIR-NET questions, not generic MCQs
- She can track her improvement over weeks and see that her weak areas are actually getting stronger
- The 15 free full-mock series gives her exam simulation without needing another platform

She will NOT pay if:

- The question quality feels like "another random MCQ bank"
- The analytics say "you scored 65%" and nothing more
- The interface is clunky and wastes her time
- She can get comparable practice for free on Telegram

Priya's Journey With Test Manthan

Discovery (Week 0): Priya hears about Test Manthan from a batchmate or sees an Instagram post. She's skeptical — she's seen edtech promises before. She visits the landing page. The messaging "Built by Life Scientists from IIT Bombay" catches her attention. She signs up (free).

First Test (Week 0, Day 1): She creates her first custom test: CSIR-NET → Molecular Biology → DNA Replication + Transcription → Medium difficulty → 10 questions. It takes her 90 seconds to configure. She's surprised by the granularity.

She takes the test. Questions feel genuinely like CSIR-NET level. One question asks her to interpret a gel electrophoresis result — this feels like a real Part C question, not a textbook MCQ.

First Analytics (Week 0, Day 1 — immediately after test): She sees her score (7/10), but more importantly:

- DNA Replication: 5/5 (100%) — Strong

- Transcription: 2/5 (40%) — Weak

- Both wrong answers were Application-level questions about transcription factor binding

- Recommendation: "Revise transcription regulation, specifically promoter elements and enhancer mechanisms. Try 5 more Application-level questions on Transcription."

This is the "aha moment." She's never gotten this level of specific feedback from any test.

Second Test (Week 0, Day 3): She uses her second free test to target the identified weakness: Transcription → Promoter Elements + Enhancers → Application + Analytical → Hard. She scores 4/10 but learns exactly where the conceptual gap is.

She's now out of free tests for the month. The upgrade prompt appears.

Conversion Decision (Week 1): She's weighing ₹899/month. That's significant for her. But:

- She was spending ₹200/month printing PYQ papers anyway

- Her coaching test series (₹3,000 for 6 months) gives her generic tests with no customization

- ₹899 gives her unlimited targeted tests + deep analytics + 15 full mocks

- Her exam is 5 months away — that's ₹4,495 total

She subscribes to Elite.

Active Usage (Month 1-5):

- Creates 8-12 tests per month, increasingly targeted

- Reviews analytics after every test

- Her Cell Signaling accuracy climbs from 35% to 68% over 2 months

- She uses the full mock series monthly to simulate exam conditions

- She recommends Test Manthan to 3 batchmates

Exam Result: She clears CSIR-NET with JRF. She attributes her improvement in weak areas to targeted practice. She becomes a testimonial and campus ambassador.

2.4 PERSONA P1: THE ENTRANCE EXAM ASPIRANT

Identity

Name (archetype): Rahul
Age: 20-21
Education: BSc 3rd year (Final year) in Biotechnology or Life Sciences at a state university

Location: Tier 2 city — Lucknow, Bhopal, Jaipur, Chandigarh, Bhubaneswar
Financial situation: Fully dependent on family. Monthly education budget: ₹300-₹600. Very price-conscious.

Exam Context

Primary target: IIT-JAM Biotechnology
Secondary targets: CUET-PG, GAT-B, or specific university MSc entrance exams
Exam timeline: JAM is in February. Rahul starts serious preparation 6-8 months prior (June-August).
Stakes: Getting into IIT/NIT/Central University for MSc changes the trajectory of his career. His state university degree alone has limited market value for research or competitive positions.

Current Preparation Setup

- Relies heavily on YouTube (free lectures by various educators)

- Has a few coaching PDFs shared by seniors

- Bought one cheap test series (₹500-₹1,000) from a small coaching brand — questions are inconsistent quality

- Studies 3-5 hours/day, but preparation is less structured than Priya's

- Doesn't have a systematic practice strategy — he studies a topic, then hunts for questions, often unsuccessfully

Pain Points (Ranked by Severity)

1. "I don't have access to good question banks for JAM/CUET." (CRITICAL)
CSIR-NET has abundant PYQ material. IIT-JAM Biotech, being a newer and smaller exam, has fewer resources. CUET-PG Life Sciences is even sparser. Rahul struggles to find enough quality practice material.

2. "I'm studying but I don't know where I stand." (HIGH)
He finishes a chapter on Immunology but has no way to test himself meaningfully. The few questions he finds online are either too easy (textbook-level) or too hard (CSIR-NET level). He needs questions at the JAM level specifically.

3. "I can't afford expensive coaching or test series." (HIGH)
At ₹499/month, Pro is right at the edge of his budget. He needs to feel the value immediately or he'll drop off. He's comparing ₹499 to "free YouTube + Telegram PYQs."

4. "I don't understand what exam patterns to expect." (MEDIUM)
JAM Biotech has MCQs, MSQs, and NAT questions — but Rahul has mostly practiced MCQs. He's unsure how to approach MSQ and NAT. A platform that lets him specifically practice these question types is valuable.

What Would Make Rahul Pay ₹499/month

- Enough quality questions for IIT-JAM BT that he can't find elsewhere for free

- The ability to practice MSQ and NAT question types specifically (not just MCQs)

- Clear, simple analytics that tell him which chapters need more work

- Feeling that ₹499 is giving him something materially better than free alternatives

Rahul's Journey With Test Manthan

Discovery: Instagram ad or YouTube educator mention. Signs up free.

First Two Tests (Free): Creates a JAM BT → Immunology → MCQ + NAT → Medium test. Impressed by the JAM-specific question quality and the analytics clarity. Realizes he's weak in Immunology concepts he thought he understood.

Conversion: After exhausting 2 free tests/month, he evaluates Pro (₹499). He convinces his parents by showing the analytics dashboard — "Look, it tells me exactly what to study." The visual proof of value helps justify the expense.

Active Usage: Creates 6-8 tests/month. Heavily uses topic-specific tests before university exams too (dual value — exam prep + semester prep). Gradually improves his MSQ and NAT accuracy.

Potential Upgrade Path: If Rahul also starts preparing for GATE-BT in his final semester, he'll need Elite to access that exam. The upgrade from ₹499 to ₹899 is a harder sell for him — it needs to feel earned, not forced.

2.5 PERSONA P2: THE WORKING RE-ATTEMPTER

Identity

Name (archetype): Ananya
Age: 25-29
Education: MSc completed (Zoology/Microbiology/Biotechnology). Currently working — either as a project assistant at a research lab (₹25,000-₹35,000/month), a lecturer at a college, or in a biotech company.
Location: Any city. Location is less relevant — she's fully online.
Financial situation: Has her own income. ₹899/month is affordable but she evaluates purchases critically — she's been burned by edtech promises before.

Exam Context

Primary target: CSIR-NET LS (JRF) — 2nd or 3rd attempt
Why re-attempting: Failed narrowly in previous attempt(s). Knows the syllabus. Has the knowledge. Needs targeted practice on specific weak areas and better exam strategy.
Exam timeline: Next CSIR-NET attempt is 3-6 months away.
Stakes: JRF fellowship would let her leave her current job and pursue a funded PhD. NET lectureship eligibility would open up permanent academic positions. Every failed attempt feels like a year lost.

Current Preparation Setup

- Studies 2-3 hours/day (after work, on weekends)
- Has all the study material from previous attempts — the issue is not content, it's practice efficiency
- Knows her weak areas intuitively but hasn't quantified them
- Finds it very hard to take full-length mock tests because of time constraints
- Needs SHORT, FOCUSED practice sessions that she can fit into a working schedule

Pain Points (Ranked by Severity)

1. "I don't have 3 hours for a mock test. I need 25-minute focused sessions." (CRITICAL)
This is where Test Manthan's topic-wise, 15-30 question format is *perfectly* aligned. The 30-question cap on Elite isn't a limitation for her — it's a feature.

2. "I know my weak areas but I can't find targeted practice for them." (CRITICAL)
She knows she's weak in Ecology + Evolution and in Developmental Biology. But she can't find tests that are *only* on those topics at the right difficulty. Generic mocks waste her limited time.

3. "I need to see whether my approach is actually working this time." (HIGH)
She's changed her study strategy for this attempt. She needs data — am I actually improving in the areas I'm focusing on? Longitudinal tracking is critical for her.

4. "I've done all the PYQs. I need fresh practice questions." (HIGH)
She's been through every available PYQ paper. She needs new, exam-quality practice questions. The practice question bank (non-PYQ) is especially valuable for her.

What Would Make Ananya Pay ₹899/month

This is the easiest conversion in the product. She:

- Has disposable income

- Has a clear, urgent goal

- Knows exactly what she needs (targeted practice + tracking)

- Values time over money (25-minute targeted test >> 3-hour generic mock)

- Will pay instantly if the first two free tests show CSIR-NET quality questions and specific analytics

Her risk is churn — she'll subscribe for 3-5 months (one exam cycle) and then stop. This is expected and healthy. If she clears, she becomes a powerful testimonial. If she doesn't, she may re-subscribe for the next cycle.

Ananya's Journey With Test Manthan

Discovery: Google search "CSIR NET topic-wise practice" or recommendation from a study group.

First Test (Free): Immediately goes deep — CSIR-NET → Ecology → Community Ecology + Population Ecology → Hard → Application + Analytical → 10 questions. She's testing the platform's depth, not browsing.

Conversion: Near-instant if question quality passes her scrutiny. She's done enough bad test series to know what good looks like. If the analytics show her that 3/4 errors were in "interspecific competition models" (a specific subtopic), she'll upgrade that day.

Active Usage: Highly disciplined. 3-4 tests per week, always targeted. Reviews analytics meticulously. Tracks improvement week over week. May not use the full mock bonus often (time constraints), but values having it for occasional weekend sessions.

2.6 ANTI-PERSONAS (Who We Are NOT Building For)

Explicitly defining who is *not* our user prevents scope creep and misguided feature requests.

Anti-Persona 1: The NEET/JEE Aspirant

Why not: Different exams, different market, different competitive landscape. NEET Biology and CSIR-NET Life Sciences have minimal overlap in depth. Serving NEET would dilute our life sciences focus and pit us against billion-dollar incumbents.

If they show up: They'll find our question bank irrelevant to their exam. This is fine. We don't need to serve them.

Anti-Persona 2: The Casual Learner

Why not: Someone who "just wants to learn some biology" has no exam pressure, no willingness to pay, and no need for analytics. They'll use the free tier and never convert. That's fine — they contribute to awareness but we don't optimize for them.

Anti-Persona 3: The Coaching Institute Teacher

Why not at MVP: Teachers might want to create tests for their students using our platform. This is a valid B2B use case — but it requires a completely different interface (student management, batch assignment, bulk results). It's a Phase 3 consideration, not MVP.

Anti-Persona 4: The Platform Hopper

Why not: Some students sign up for every free trial, extract value, and never pay. Our restructured free tier (2 tests/month, limited features) gives them just enough to experience value but not enough to substitute for a paid plan. We don't chase them — we let the product speak.

2.7 JOURNEY MAP: THE CRITICAL PATH (P0 — NET/GATE ASPIRANT)

This is the end-to-end journey for our primary user, from first awareness to active subscriber. Each step maps to a product surface that must be built.

Stage 1: AWARENESS

Trigger: Priya encounters Test Manthan through one of:

- Batchmate recommendation ("Try this thing, it shows you exactly where you're weak")
- Instagram/YouTube content about CSIR-NET prep
- Google search ("CSIR NET topic wise practice questions")
- Campus ambassador demo event

What she needs at this stage: Credibility + clarity in under 30 seconds.

Product surface: Landing page (Sales page)

Must communicate:

- This is specifically for Life Sciences competitive exams
- Built by IIT Bombay Life Sciences alumni
- You control the test, we show you the insights
- Free to try, no credit card required

Stage 2: SIGN-UP

Action: Creates an account (email + Google OAuth or phone OTP)

Friction points to minimize:

- No long forms. Name, email/phone, and optionally "which exam are you preparing for" (one dropdown — this personalizes her first experience AND gives us segmentation data)
- No payment required
- No mandatory onboarding tutorial (optional tooltip walkthrough is fine)

Product surface: Auth flow + optional 1-question onboarding ("Which exam are you preparing for?")

Stage 3: FIRST TEST CREATION (The Make-or-Break Moment)

What she does: Opens the test creation wizard for the first time.

What must happen:

- She sees her exam (CSIR-NET) prominently if she selected it during sign-up
- The 3-step flow (Foundation → Precision → Customization) feels intuitive, not overwhelming
- She can create a meaningful test in under 2 minutes
- The live preview sidebar shows her exactly what she's building in real-time
- The "available questions" counter gives her confidence that the bank is deep enough

What can go wrong:

- She selects a narrow filter combination and sees "0 questions available" → immediate loss of trust
- The interface has too many options and she feels confused → she abandons
- She creates a test but the questions feel low-quality → she never comes back

Product surface: Test Creation Wizard (3-step builder + live preview sidebar)

Design principle: Progressive disclosure. Step 1 is simple (pick exam). Step 2 adds depth (subject, topics). Step 3 adds precision (difficulty, cognitive levels). She can stop at Step 2 and get a good test. Step 3 is for power users.

Stage 4: FIRST TEST ATTEMPT

What she does: Takes the 10-question test she just created.

What must happen:

- The interface feels clean and exam-like (no distractions, no ads, no social elements)
- Timer is visible but not anxiety-inducing
- Question navigation is smooth (next/previous, question palette, flag for review)
- Questions feel like real CSIR-NET questions in structure and difficulty
- Submission flow is clear (summary of attempted/unanswered, confirm submit)

What can go wrong:

- Questions are poorly worded or have errors → trust destroyed instantly
- Interface is buggy (timer glitches, answers not saving) → she leaves forever
- Test feels too easy or too hard for the difficulty she selected → credibility lost

Product surface: Test-Taking Interface

Stage 5: FIRST ANALYTICS VIEW (The "Aha Moment")

What she sees: The post-test analytics dashboard.

This is the single most important moment in the entire user journey. If this doesn't deliver an insight she's never gotten before, the product fails.

What must happen:

- Score is shown but is NOT the hero element — insights are
- Topic-wise breakdown reveals a specific weakness she can act on
- At least one recommendation is specific enough to change her next study session (e.g., "Your errors in Cell Signaling were in Application-level questions about second messengers. Revise cAMP and IP3 pathways.")
- The visual presentation is clean and not overwhelming

What a free user sees vs. a paid user:

- Free: Overall score, topic-wise breakdown (basic), 1 general recommendation. Clear indicators of what deeper analytics exist ("Unlock cognitive-level breakdown with Pro").
- Paid: Full breakdown — topic, subtopic, cognitive level, question type, time analysis, error categorization, specific recommendations.

The free analytics preview must be good enough to prove the concept but limited enough to create desire for the full picture.

Product surface: Analytics Dashboard

Stage 6: CONVERSION DECISION

Trigger: She's used her 2 free tests this month. The upgrade prompt appears.

What she's evaluating:

- "Was the experience good enough to pay for?"
- "Is ₹899/month worth it compared to my alternatives?"
- "Can I justify this expense to myself (or my parents)?"

What we show her:

- Clear comparison: Free vs. Pro vs. Elite
- What she's missing: "Unlock unlimited tests, subtopic analysis, all cognitive levels, 15 full mocks"
- Social proof: "X students improved their scores by Y% in Z months"
- Risk reversal: "7-day money-back guarantee. Cancel anytime."
- Price anchoring: "Less than ₹30/day for unlimited precision practice"

Product surface: Pricing/upgrade page (in-app, not just the marketing site)

Stage 7: ACTIVE USAGE (Month 1-6)

Behavior pattern of a healthy, retained user:

- Creates 2-3 tests per week (8-12/month)
- Tests become more targeted over time (starts with broad topics, narrows to specific subtopics)
- Checks analytics after every test (80%+ analytics view rate)
- Uses test history to track improvement (visits progress page weekly)
- Attempts 1-2 full mock tests per month from the bonus series
- Occasionally saves test templates for recurring practice routines

Signals that retention is at risk:

- Fewer than 2 tests in a given week (engagement dropping)
- Analytics page not viewed after a test (not finding value in insights)
- No login for 7+ days (disengagement)

Retention interventions:

- Weekly email: "Your progress this week — Cell Biology accuracy up 12%"
- Push notification (if mobile): "Time for your weekly practice?"
- In-app prompt after 5-day absence: "Welcome back. Based on your last test, we recommend starting with Genetics → Gene Regulation"

Product surface: Dashboard home, test history, progress tracking, notification system

Stage 8: OUTCOME

Best case: She clears the exam. Becomes a testimonial. Refers 5+ batchmates. Potentially becomes a campus ambassador or content contributor.

Acceptable case: She doesn't clear but saw measurable improvement. Resubscribes for the next cycle. Retention loop continues.

Worst case: She churns after 1-2 months feeling the product didn't help. Exit survey captures why → feeds back into product improvement.

2.8 KEY MOMENTS OF TRUTH

These are the 5 moments where the product either wins or loses the user. Every module that follows must obsess over getting these right.

#	Moment	Where It Happens	Success Looks Like	Failure Looks Like
1	**First test creation**	Test Creation Wizard	"That was fast and I got exactly the test I needed"	"Too many options / not enough questions / confusing"
2	**First question quality check**	Test-Taking Interface, Question 1-3	"These questions feel like real exam questions"	"This is textbook-level / poorly worded / too easy"
3	**First analytics view**	Analytics Dashboard	"I've never gotten this level of insight before"	"This is just a score with some charts"
4	**Upgrade decision**	Pricing page / Upgrade prompt	"₹899 is worth it for what I'm getting"	"I can get this for free elsewhere"
5	**Week 4 retention check**	Dashboard / Test History	"I can see myself improving. This is working."	"I've been using it but I don't feel any different"

2.9 FOUNDER DECISIONS (Confirmed February 15, 2026)

Decision 1 — Persona Priority: APPROACH C (Simultaneous Launch, Content-Readiness-Driven Marketing)

Decision: Test Manthan launches for ALL exams simultaneously. However, marketing emphasis is driven by content readiness per exam — not by picking a single persona to serve first.

Internal Content Readiness Framework:

Exam	Core Content	Hard Differentiator	Readiness	Marketing Priority
IIT-JAM BT	✅ Strong	✅ MSQ + NAT ready	**HIGH**	Lead with this
CUET-PG	✅ Strong	✅ Simpler format	**HIGH**	Lead with this
GAT-B	✅ Strong	✅ Simpler format	**HIGH**	Lead with this
GATE-BT	✅ Strong	⚠️ NAT growing	**MEDIUM-HIGH**	Include, qualify NAT depth
GATE-XL	✅ Strong	⚠️ Similar to GATE-BT	**MEDIUM-HIGH**	Include, qualify
CSIR-NET LS	✅ Strong (Part A+B)	⚠️ Part C: PYQs yes, practice bank growing	**MEDIUM**	Include — position honestly

CSIR-NET positioning at launch: "*The only platform where you can create targeted Part A and Part B tests with deep analytics — plus a growing Part C bank with every PYQ from the last decade, tagged by topic, subtopic, and cognitive level.*"

Post-launch content roadmap: Aggressively build Part C practice questions in months 1-3. Announce additions publicly ("50 new Part C Analytical questions in Molecular Biology this week") to create a narrative of a platform actively improving.

Design implication: The product is built to serve P0 (NET/GATE aspirant) architecturally — the exam config system, the cognitive levels, the analytics depth all assume a serious competitive exam user. But marketing leads with the exams where content readiness is highest (JAM, CUET, GAT-B), shifting emphasis toward CSIR-NET as Part C depth grows.

Decision 2 — Onboarding: YES, Ask Exam at Sign-Up

Decision: During registration, the user is asked "Which exam are you preparing for?" (single select dropdown or card selection). This personalizes their first test creation experience (pre-selects their exam in Step 1) and provides segmentation data for marketing and analytics.

Decision 3 — Free Analytics: GENEROUS

Decision: Free users see full topic breakdown + one recommendation + other analytics data. The value lock is not in analytics gating — it's in test volume. With only 2 tests/month, even generous analytics don't give the student enough longitudinal data to substitute for a paid plan. Showing strong analytics on free tests actually strengthens the "aha moment" and drives conversion: the student sees what deep analytics look like and wants them on *more* tests.

Decision 4 — Retention Notifications: YES, from MVP Launch

Decision: Email and notification touchpoints implemented from Day 1. Channels: email (primary) + SMS/WhatsApp (secondary, for critical touchpoints). Tone: helpful, not spammy. User collects email and phone

at registration.

Touchpoint examples:

- Weekly: "Your progress this week" summary
- After 5-day absence: "Welcome back — here's what we recommend you practice next"
- New mock release: "Mock #4 for CSIR-NET is now live"
- Monthly: "Your monthly improvement report"

Decision 5 — Full Mock Bonus: STAGGERED RELEASE

Decision: The 15 full mock tests per exam are released on a staggered schedule over 5-6 months, not all at once.

Release cadence:

Month	New Mocks	Cumulative	Purpose
Month 1	2	2	Baseline + early practice
Month 2	3	5	Building exam stamina
Month 3	3	8	Mid-cycle checkpoint
Month 4	3	11	Intensification
Month 5	2	13	Pre-exam simulation
Month 6	2	15	Final readiness

Benefits:

- Production breathing room (build one, release, build next)
- Ongoing value perception ("New mock this week" keeps subscriptions feeling alive)
- Re-engagement trigger (each release is a notification/email event)
- Quality insurance (fix issues before remaining mocks ship)
- Late subscribers get all previously released mocks immediately (no penalty for joining mid-cycle)

Module 2 complete. All decisions confirmed. Proceeding to Module 3: Feature Specification (MVP).