



Title:

AI-Powered Study Planner Product Management Case Study



Subtitle

**Helping exam aspirants plan
smarter, not harder**

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Problem Statement

Many competitive exam aspirants struggle to plan and manage their study time effectively.

They often feel overwhelmed by the size of the syllabus, unsure of what to study when, and lack the ability to adjust their plans when things don't go as expected.

This leads to burnout, inconsistent performance, and a feeling of falling behind — especially for those preparing without coaching or while working full-time.

User Personas



Priya (23, Full-time Aspirant – UPSC)

- **Preparing full-time at home for UPSC**
- **Struggles to balance long syllabus across GS, optional, and revision**
- **Gets demotivated when she misses a day and can't catch up**
- **Wants a plan that adjusts and reminds her gently**



Arjun (28, Working Professional – SBI PO Aspirant)

- **Works 9 to 5 and studies during night/weekends**
- **Doesn't have time to plan daily — needs something ready**
- **Feels lost when falling behind due to work deadlines**
- **Needs flexible, realistic study goals that update based on his time**



Proposed Features



Adaptive AI Planner

Uses your progress to adjust future plans. If you miss a topic, it reschedules intelligently — no guilt, just recovery.



Weekly Progress Tracker

Gives a clean visual of what's done, what's behind, and what needs to be rescheduled.



Gentle Daily Reminders

Sends encouraging reminders (not stress alerts) based on your set goals and patterns.





Custom Syllabus Upload

Upload syllabus PDF or select from pre-built ones (e.g. UPSC, SBI PO, CAT) — planner breaks it down automatically.

Feature Prioritization – MoSCoW Method

 Must Have	 Should Have
Smart Study Plan Generator	Weekly Progress Tracker
Adaptive AI Rescheduling	Daily Motivational Reminders

 Could Have	 Won't Have Now
Pomodoro Timer Integration	Group Study Chatroom
Gamification (XP/Rewards)	Live Doubt-Solving Sessions

Success Metrics



Study Completion Rate

% of users who complete at least 80% of their planned study schedule in a month.



Plan Adjustment Engagement

of users who actively use the "Reschedule" or "Re-plan" feature (shows engagement with AI).



Weekly Retention

% of users who continue using the app after Week 1 and Week 4 (key indicator of real value).



User Feedback & Ratings

Avg. rating given by users after 2 weeks — measured through in-app feedback surveys.

Summary & Learnings

Project Summary

- Designed an AI-powered study planner for competitive exam aspirants
- Solves real-world problems like syllabus overload, inconsistent schedules, and burnout
- Proposed adaptive scheduling, progress tracking, and custom syllabus upload
- Prioritized features using MoSCoW method and defined key success metrics

What I Learned

- Product thinking starts with user empathy, not features
- Prioritization is critical — not everything can go into MVP
- AI can be useful even in simple, non-technical apps
- Real PM work is about balancing value, effort, and clarity