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UDEMY PRODUCT TEARDOWN

Maximizing Customer Value

By:

Nithesh Krishna V K (DM251054)

Nivashini E (DM251055)

Great Lakes Institute of Management Chennai



Key Statistics



4.3 STARS
423K Reviews



1,50,000
Courses



10M+
Downloads



4000+
Instructors



No Of Visits

99.9 Mn

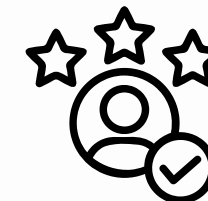
Sum of all visits on desktop
and mobile from the last
month



Bounce Rate

37.14%

Average percentage of
visitors who view only one
page before leaving the
website



Category Rank

9th

Traffic rank of the site
compared to all other sites in
its main category in the top
country - Education category



Udemy enrollments

74.6%

Contribution by Tech &
Business courses

Video Length & Engagement

- The courses feature videos that are brief and to the point, which helps maintain the viewer's attention and makes the content easier to digest.
- There are YouTube videos which go for hours and make the users lose their attention.

Course Structure





- The courses are structured entirely around video content, with no integration of text or assignments.
- This format can be highly engaging for visual learners who prefer watching and listening to reading.
- For some learners, the lack of variety can be monotonous and may hinder the retention of information.

Affordability

- Udemmy courses are generally priced lower than those on many other learning platforms, making them more accessible to a wider audience.
- Most of the courses cost between 400₹ to 600₹.

Self paced learning

- Udemmy offers self-paced learning without deadlines, allowing users to study at their own pace and convenience.
- This flexibility accommodates diverse schedules and learning styles, enabling learners to engage deeply with course material without the pressure of fixed timelines.

	TARGET CUSTOMER	AGE	CHARACTERISTICS	NEEDS	GOALS
	COLLEGE STUDENTS	18-24	<ul style="list-style-type: none">Undergraduate/GraduateMotivated to enhance knowledge and skills	<ul style="list-style-type: none">Affordable coursesflexible schedulescertification	<ul style="list-style-type: none">Improve gradesprepare for careersgain internships or part-time jobs
	PROFESSIONAL	25-40	<ul style="list-style-type: none">White Collared JobsMotivated to keep up with trends	<ul style="list-style-type: none">Advanced coursesindustry-recognized certificationscontinuing education credits	<ul style="list-style-type: none">Stay competitiveearn promotions/salary increasestransition to new roles
	RETURN TO WORK INDIVIDUALS	30-40	<ul style="list-style-type: none">Various backgroundsMotivated to update skills and re-enter workforce	<ul style="list-style-type: none">Comprehensive coursesflexible learningnetworking opportunities	<ul style="list-style-type: none">Successfully return to workgain new qualifications/skillsrebuild professional network
	COURSE INSTRUCTORS	30-60	<ul style="list-style-type: none">Subject matter experts/educatorsMotivated to share knowledge and earn	<ul style="list-style-type: none">Platform reachcourse creation toolsanalytics	<ul style="list-style-type: none">Create quality coursesgrow student followingearn revenue



Elisa, an experienced marketing professional, took a career break due to serious health issues. Without experience in digital marketing and brand management, she spent the last few years away from work. Now, Priya is eager to re-enter the job market and continue her professional journey.

Goals

- Successfully **transition back into the workforce** after her break.
- Update and **enhance her marketing skills** to stay current with industry trends.
- **Regain her career momentum** and work towards long-term career goals.

Challenges

- **Catching up with new marketing tools**, technologies, and strategies that have emerged during her break.
- Overcoming any loss of confidence due to time away from the workforce.
- Navigating potential biases and challenges of **re-entering the job market** after a hiatus.

Motivation

- Desire to **achieve personal and professional growth** and contribute to the workforce.
- **Re-establishing financial independence** and contributing to the family income.
- Being a positive role model for her child by pursuing her career ambitions.

Pain Points

- Professional guidance and mentorship to navigate her return to the workforce and career advancement.



Paul, a 23-year-old MBA student with a dentistry background, is transitioning to business for personal growth and career fulfillment. He actively seeks guidance and practical experiences to navigate his new path.

Goals

- Transition from **dentistry to a new career**.
- Acquire knowledge and **skills in diverse fields** such as marketing, finance, and management.
- Identify his passion and strengths through **exposure to various business** domains.

Challenges

- **Lack of clarity** about which specific field to pursue.
- Need to **develop foundational knowledge** in business-related subjects.
- Overcoming the **challenge of shifting from a specialized field** (dentistry) to more generic business roles.

Motivation

- **Desire for continuous learning** and self-improvement.
- Seeking a career that aligns with his interests and offers long-term satisfaction.
- Interest in **exploring various fields** before committing to a specific career path.

Pain Points

- Professional **advice to help identify potential career paths** and areas of interest.
- Opportunities to **apply theoretical knowledge through internships, projects**, and practical assignments.
- Access to mentors and career counseling services.

PRICING



OBJECTIVE

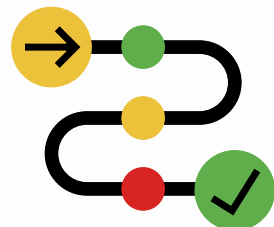
The pricing for courses on Udemy is inconsistent, with significant variations over time and frequent discounts. This causing them to delay purchases or forget about courses altogether.



IDEA

1. Frequent Price Variations: The same course can have different prices at different times, which makes it difficult for students to understand the true value of the course. This is because of the various coupons (e.g., IND21PM, ST18MT62524).

2. Student Behavior: Students tend to wait for discounts to make a purchase, hoping to get the best deal. Due to the waiting period for potential discounts, students may delay their purchases and sometimes forget to buy the courses altogether. Students are unsure when the best time to purchase is and what the final price might be.



IMPLEMENTATION PLAN

- **Constant pricing model** : Each course has a fixed price, providing transparency and consistency. Instead of frequent random discounts, hold occasional sales events with clear communication about the start and end dates.
- Use the survey data to understand student behavior and preferences regarding pricing and discounts. Tailor the pricing strategy to address these insights. Ensure that students have a positive and straightforward purchasing experience by providing clear and consistent pricing information.

QUIZZES



OBJECTIVE

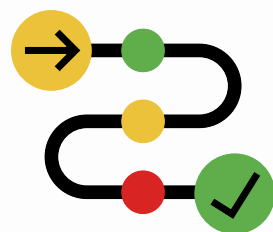
To enhance the learning experience on Udeemy by incorporating structured assessments, practical projects, and career support.



IDEA

1. Mandatory Quizzes: Quizzes will act as checkpoints to increase the learning, ensuring that learners understand the content before moving forward. A final MCQ test or quiz evaluates learners' knowledge across the entire course.

2. Real-Time Projects: It bridges the gap between theory and practice, allowing learners to apply their knowledge in practical scenarios.



IMPLEMENTATION PLAN

- Place mandatory quizzes as required to test knowledge. Develop a system that gives instant feedback on quiz performance, explaining correct answers.
- At the end of the course, place 4 levels of quiz. Create a bank of multiple-choice questions that cover all key topics in the course.
- Four Levels: Easy, Intermediate, Hard, Expert Advancement Criteria can be set as needed
- Example certification: Intermediate Achievement: "You succeeded in the Intermediate level of the course 'Introduction to Python' with a score of 70%."
- Preferably, enable screen recording and turn on the video camera while taking the exam.

MENTORSHIP PLATFORM



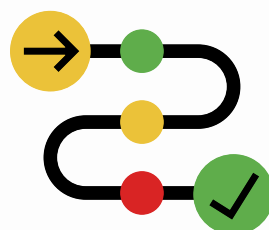
OBJECTIVE

Offer comprehensive career guidance through mentorship, course roadmaps, and industry updates.



IDEA

- 1. Mentorship Access:** Embed Topmate's mentorship services in Udemy for seamless user experience. Create a dedicated structure for booking mentor sessions, attending webinars, and participating in forums.
- 2. Discount Incentives:** Offer discounted mentorship sessions for users purchasing related courses. Provide course and mentorship bundles at reduced prices.
- 3. Support for Career Transitions:** Specialized support for individuals returning to the job market, including resume reviews and interview prep. Share successful career transition stories for inspiration and practical advice.



IMPLEMENTATION PLAN

- Platform Development:** Integrate Topmate or build Udemy Connect for career guidance.
- Discount Strategies:** Apply automatic discounts for bundled purchases and promote them through marketing campaigns.

KEY METRICS

L1 METRICS

- Number of users who access mentorship services through Udemy.
- Number of mentorship sessions booked.
- User satisfaction with the quality and relevance of quizzes and projects.

L2 METRICS

- Increase in knowledge retention as measured by post-mentorship assessments.
- Improvement in job search outcomes (e.g., interview conversions, job offers) for career transition support participants.
- Increase in learner confidence in applying course knowledge to real-world scenarios.