

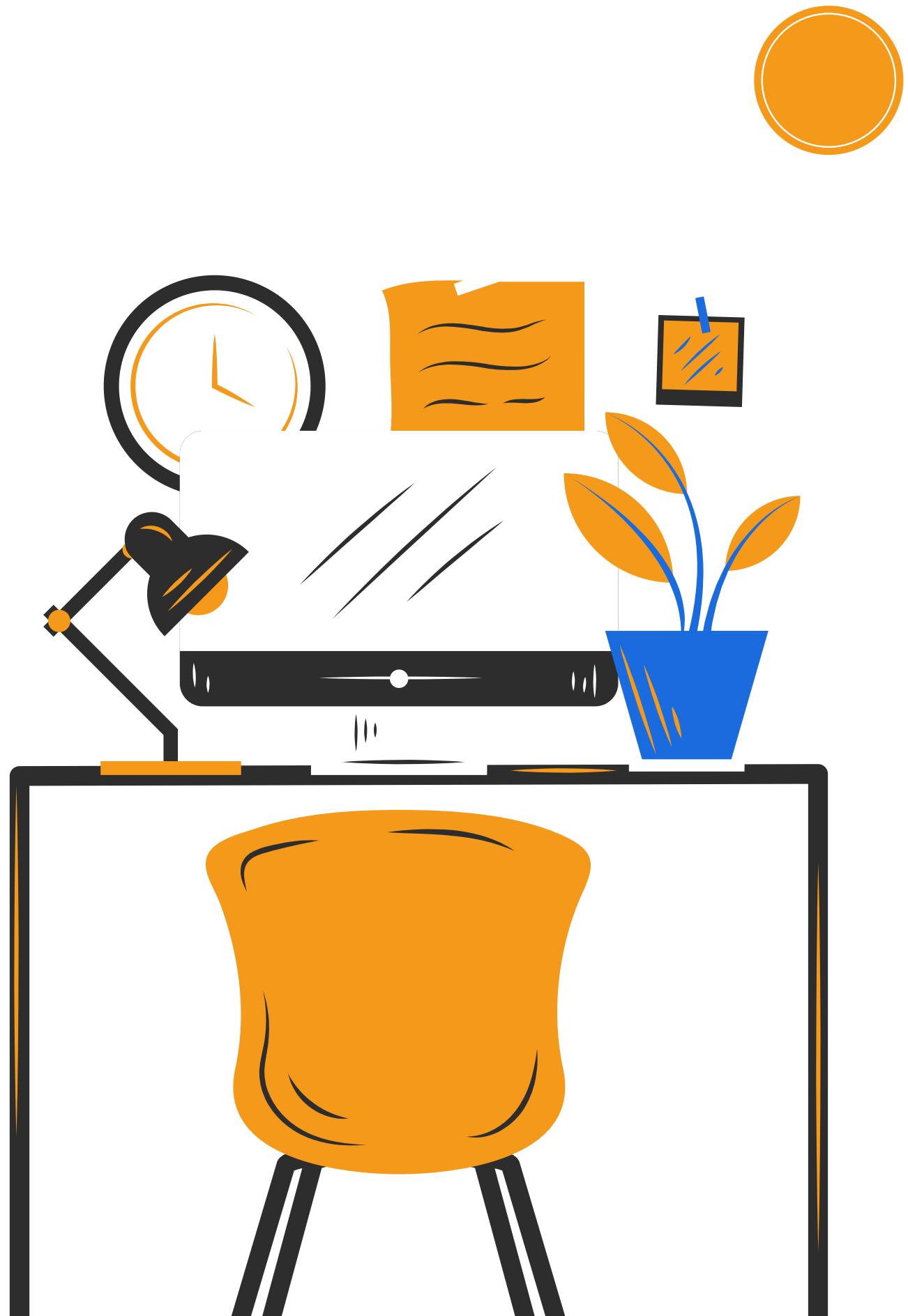


Our group has change our Market Segmentation : Multimedia because we see that this segment is not specific enough. Causing gaps and problems to develop between projects and customers in this segment. Because of this, our team is unable to come up with a solution that serves all needs.

Due to this, our team decided to change market segment to a group of high school students. To be more precise, this client segment also has the same Painpoint objective, providing the chance to facilitate the purchase of our items by this particular customer group.

- Group 3

ASSIGNMENT 4



Our Product is ...

FinLearn is an online learning platform for students from middle school to high school in Thailand. Students can personalize what they want to learn more to further understand the specific subject, study for high school entrance examinations for prestigious schools in the nation and for university entrance exams, etc. The courses on our study platform cover a wide range of topics, including Science, Physics, Chemistry, Biology, Mathematics, Social Studies, Thai, and Foreign Languages, and many more.

FinLearn is a Gamified platform where the concept of gamification can be applied to the teaching and learning model. Using the structure and components under the game's concept to make the classes' material engaging and encourage learning. Additionally, it motivates students to exhibit learner behavior. Make learning enjoyable for pupils and provide them with a unique learning experience. For instance, Using the app to collect points and get a discount on a course purchase. Furthermore, there are learning features like live communities and co-learning areas where students can meet new people, share thoughts and learn from one another.

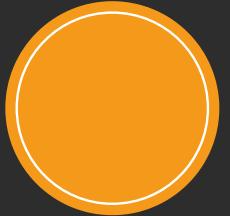
Including a feature that allows users to obtain free past tests from multiple sources and add extra tasks for students who want to collaborate with others. Our technology also prevents students from having to pay additional costs like travel, lodging, meals, and more, fostering a more collaborative learning environment. FinLearn is a fun way to learn anywhere, anytime, which includes cutting down on travel time for on-site study sessions.

Our online learning platform will be able to help solve customer problems as follows.

- Persona's issue with tiresome online learning and a lack of teacher-student connection can be resolved with our technology. When using our platform, learners get practice using an online platform. Additionally, there's the Live community and co-learning area, where learners can meet new people to share knowledge, and ask questions regarding the material. The learner and teacher will interact as answers to those queries are provided later by other students or knowledgeable individuals.
- Studying, tutoring, or studying for exam preparation in Thailand, learners must go to study at the tutoring institute. This will lead to additional costs such as travel expenses, accommodation costs, food expenses, etc. But because our learning platform is online. Thus enabling students to study anywhere, anytime, so that students can manage their time more efficiently. (I think this part is not necessary. Because almost all special education courses are now available online. Therefore, it is not a highlight that should be quoted)

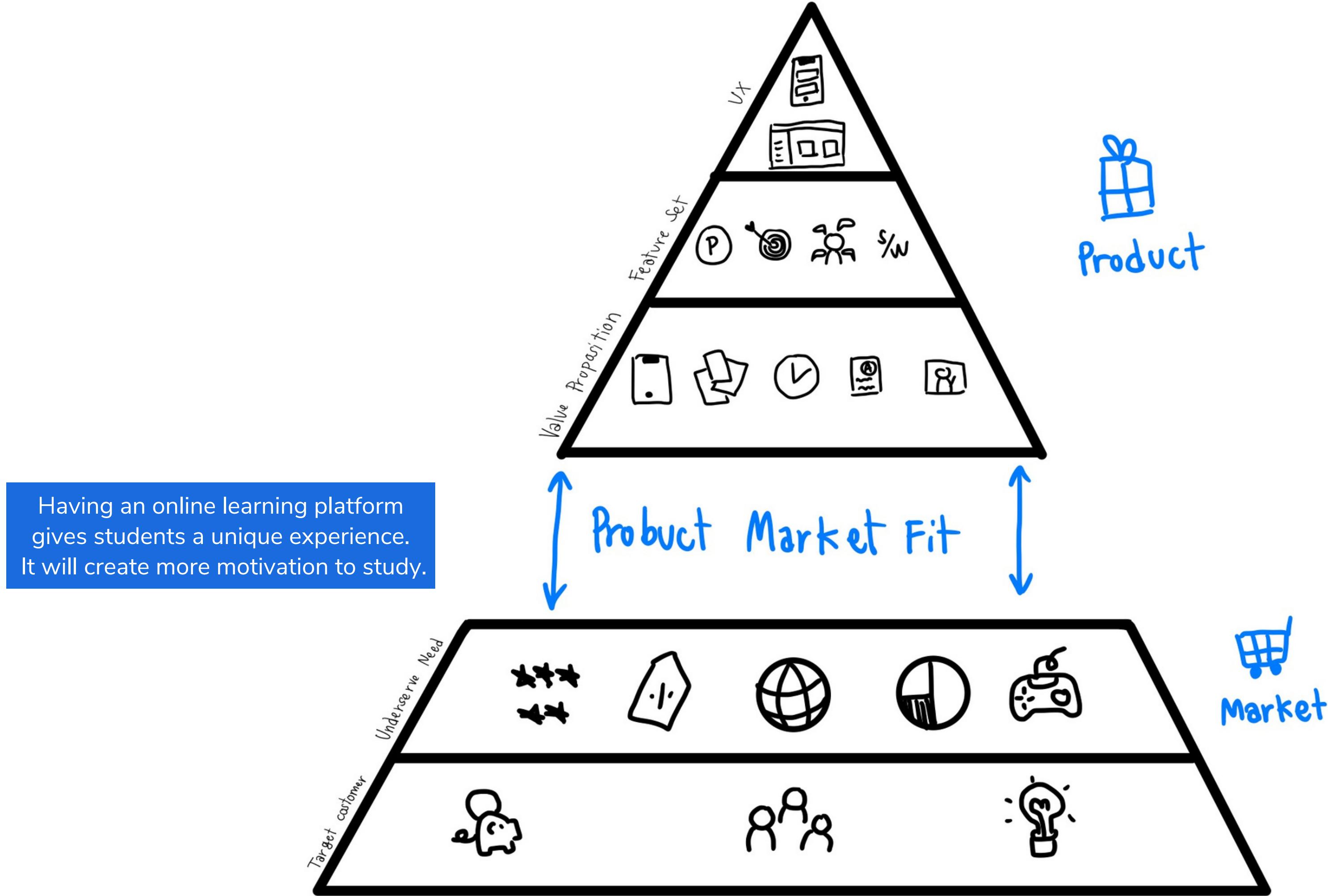
For example:

A boy named PanPan enjoys playing with friends and interacting with people. But, PanPan meets with friends less because of online learning and communicates with teachers and classmates less. PunPun has developed a phone addiction and a game addiction as a result of the circumstances surrounding Covid-19; he no longer enjoys socializing. Adapted and introverted behavior, which made them feel burned out by online learning, despise studying, and only spend his hours playing games. But because it's about time for his university entrance exam, special education is required. But there isn't much motivation to study, so our online learning platform can solve these problems. Because our platform is a Gamified App designed for ease of use. Applying the concept of gaming to the structure of the course to make the content interesting, creates motivation and participation behavior of the learners. This allows students to have fun and learning experiences that are different from general online learning. ອົກໜຶ່ງຢັງນີ້ Live community ແລະ co-learning space The boy can now meet new friends and can also exchange knowledge in those groups. However, our online platform still focuses on learning so that students can actually use the knowledge that has a collection of old exams to practice solving various problems and asking questions. The boy became happier studying online and participating in various studies until he is able to take the university entrance examination as he hoped to become more socialize with others.

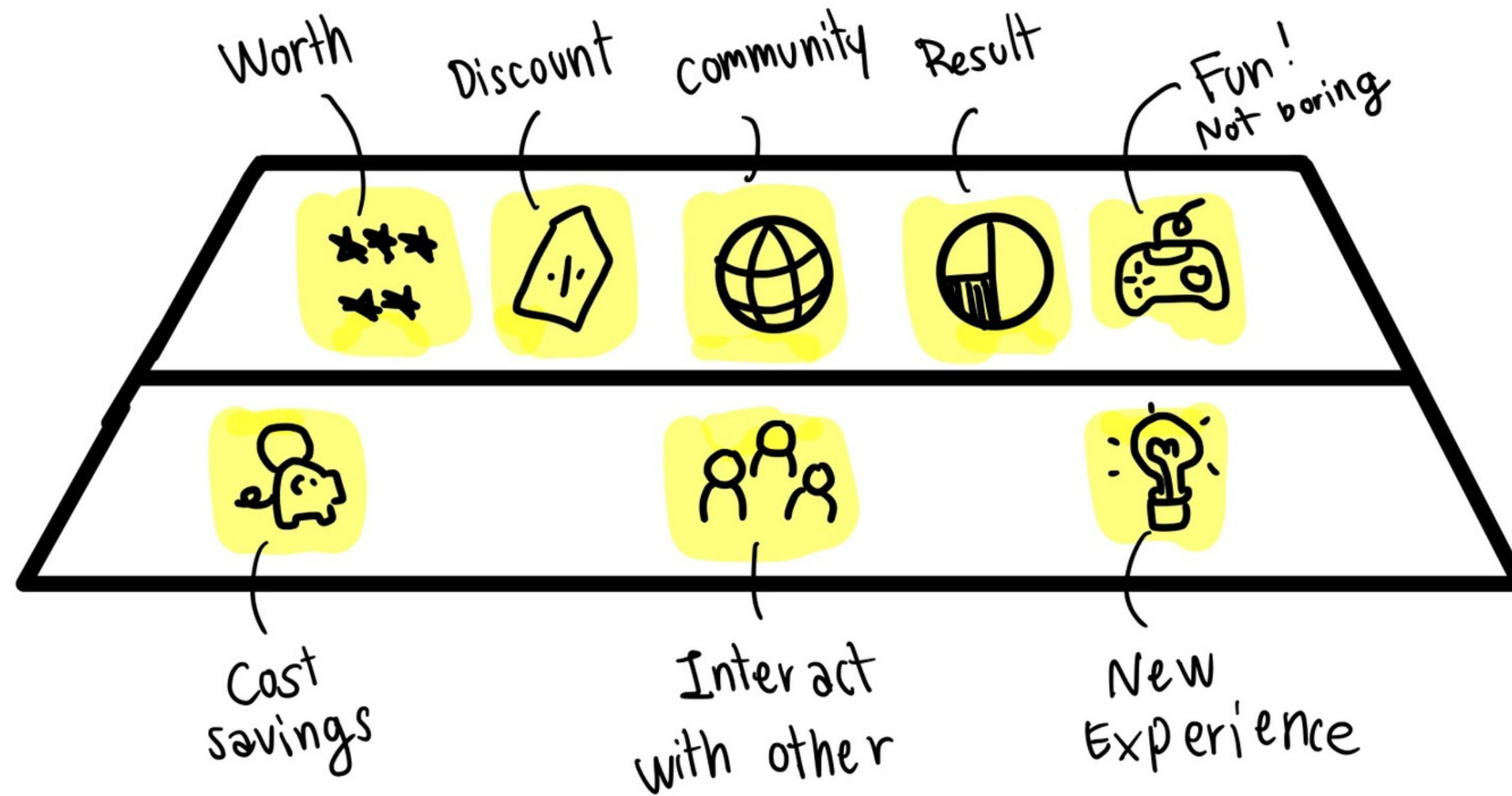


Product-market fit





Market



Market : Target Customer

We have target customer 3 types of students



Cost Savings

These students want to save on other expenses they have to pay such as travel expenses, accommodation, etc.



Interact with other

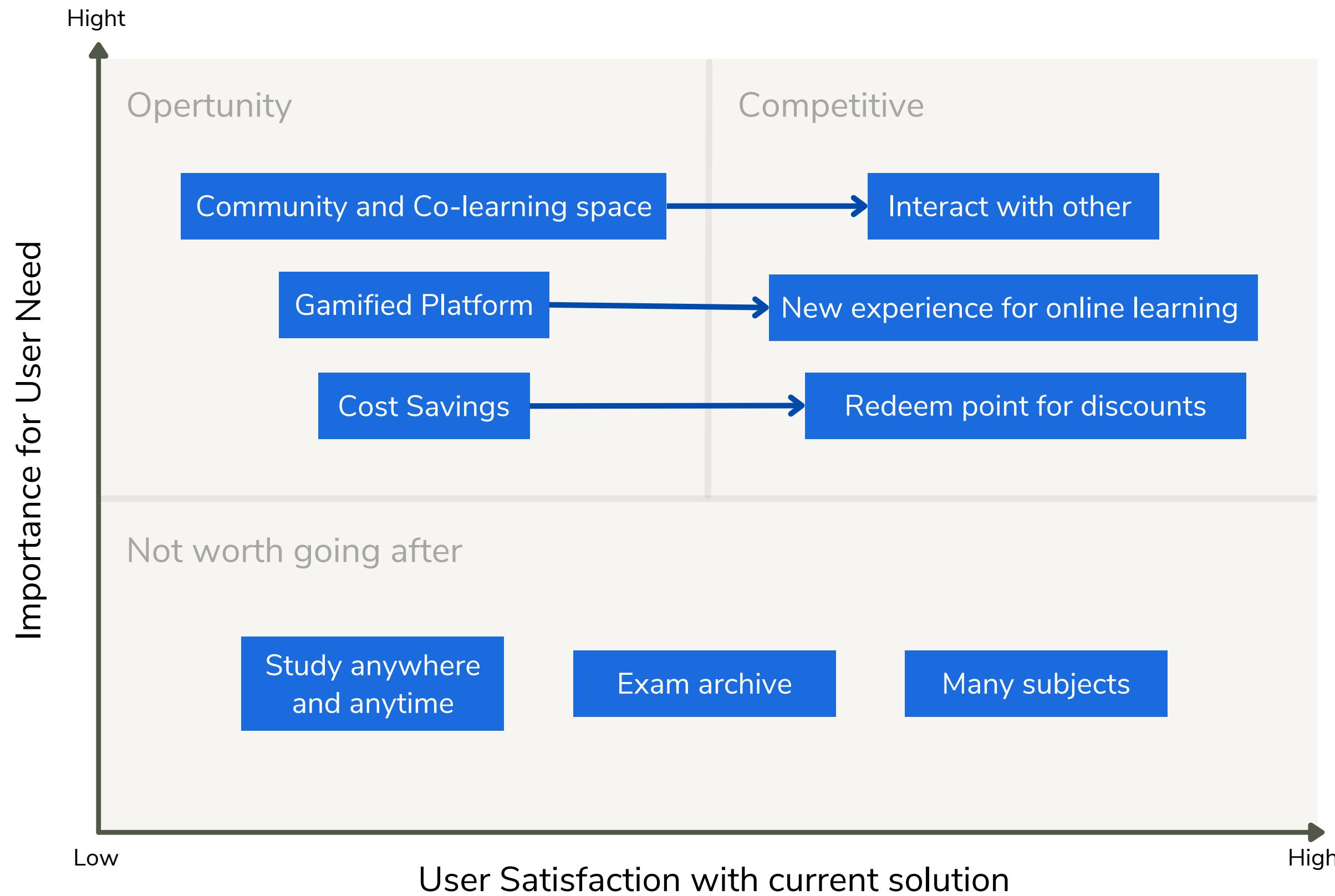
These students want to interact with others during their online classes.



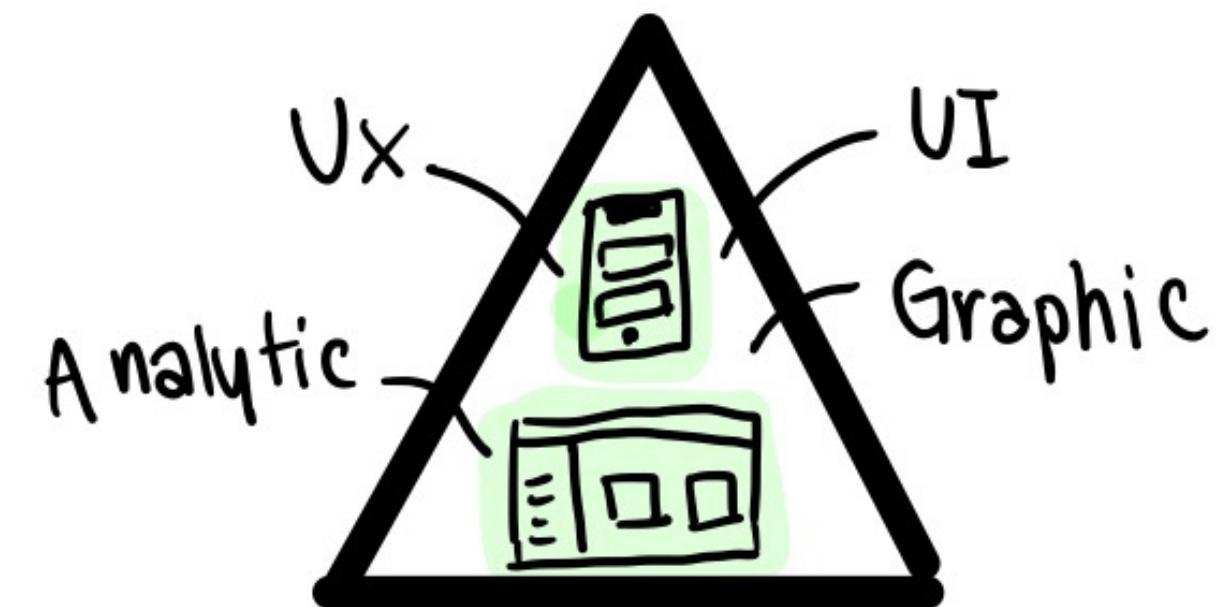
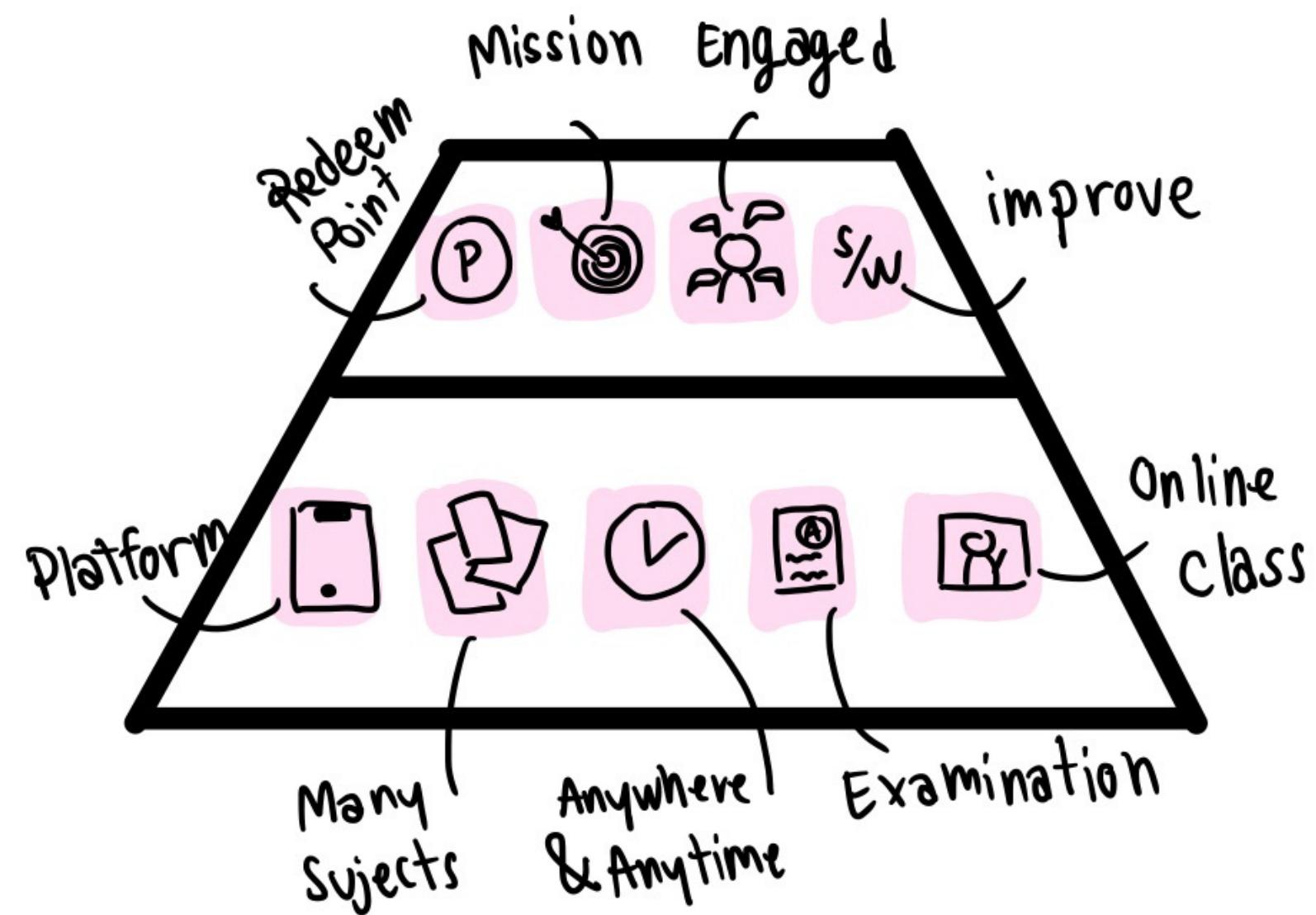
New Experience

These students want to find new experiences in online learning.
(Fun and motivated to study)

Market : Underserve Need



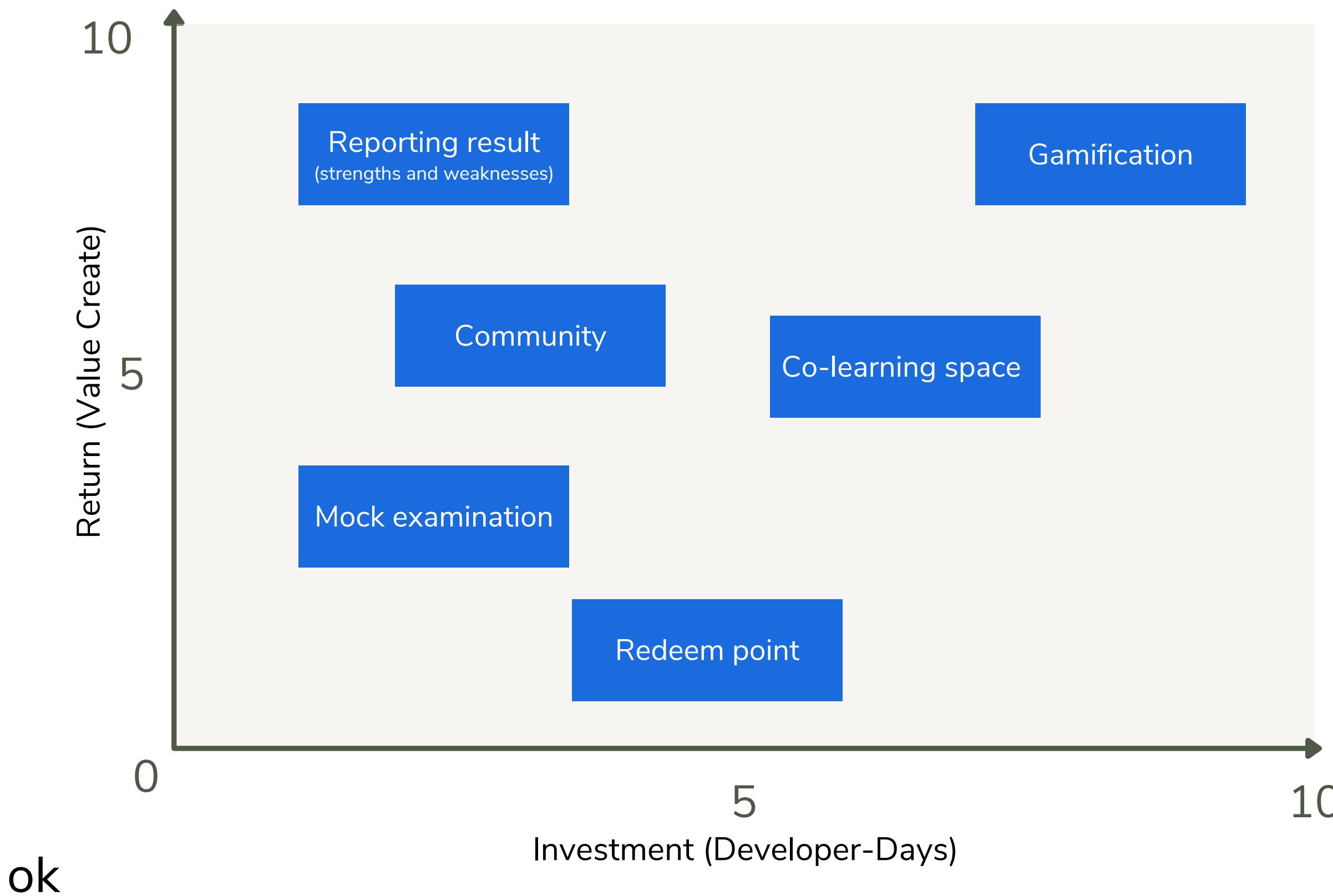
Product



Product : Value Proposition

	OnDemand	StartDee	FinLearn
Must Have			
• Online study class	✓	✓	✓
• Mock examination	✓	✓	✓
• Many types of subjects	✓	✓	✓
Preformance			
• Easy to use	Medium	Low	Hight
• Fast processing	Hight	Low	Medium
• Interaction with others	Low	Hight	Medium
• Not boring have motivating	Low	Medium	Hight
Delightres			
• Gamification			✓
• Redeem point			✓
• Community			✓
• Co-learning space		✓	✓
• Study anywhere and anytime	✓	✓	✓

Product : Feature Set



Product : UX

Start doing Experience about ...

- User Interview
- User Journey
- Service Design Blueprint
- Create UI for Prototype



After that, we will collect User Experience in 2 parts.

1. Usability: The user must use this because If it doesn't work, it doesn't mean anything.
2. Delight: Usability is another metric used to measure success in an age of extreme competition. We need to please our users more. If we look at the daily behavior of users. We will be able to design without asking the user directly.

Usability answers the question, “Can customers use your product?”
Delight answers the question, “Can customers enjoy using your product?”

Decision unit of sales





Buyer :

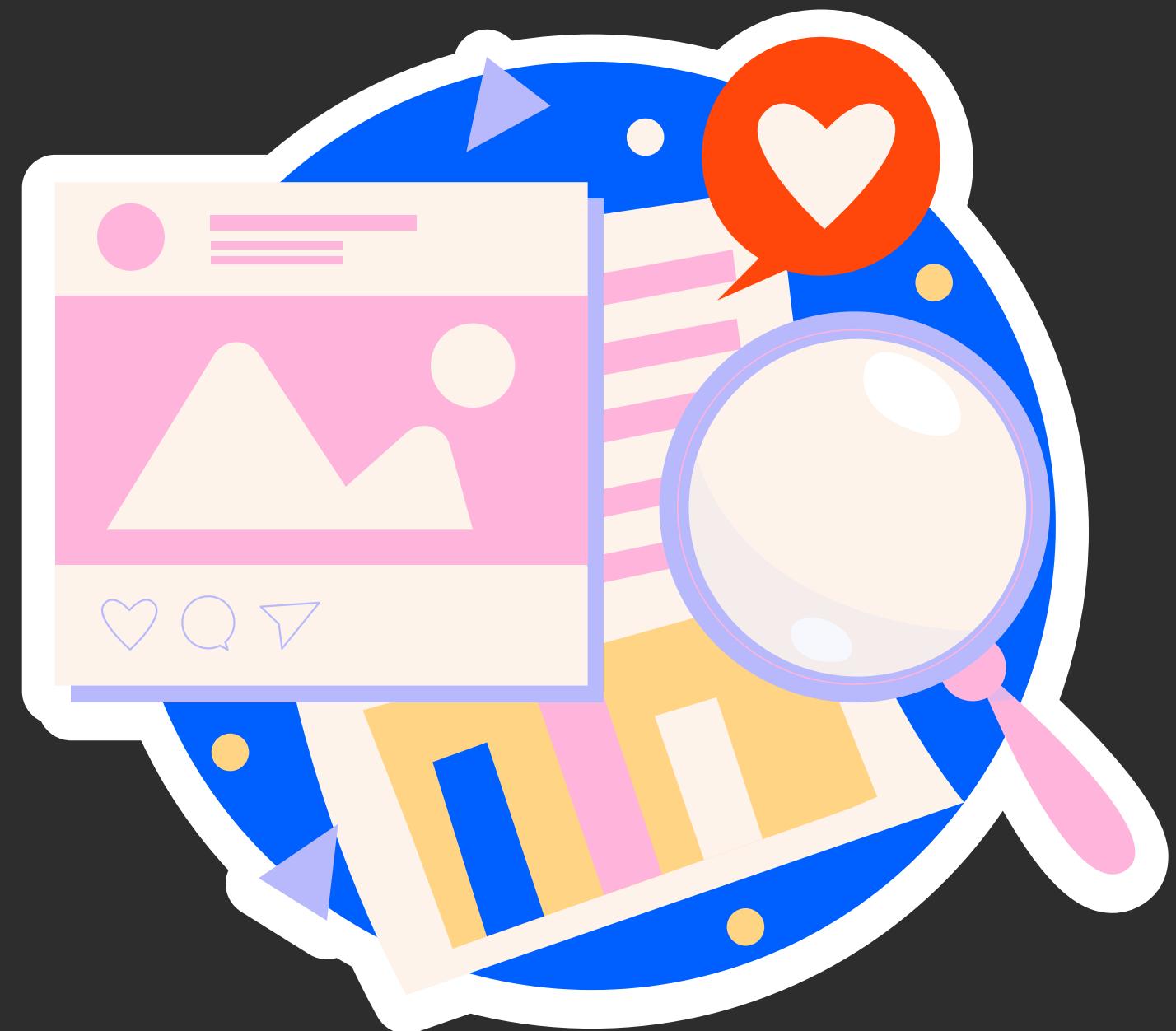
High school students, Parents, Teachers, or Tutors

User :

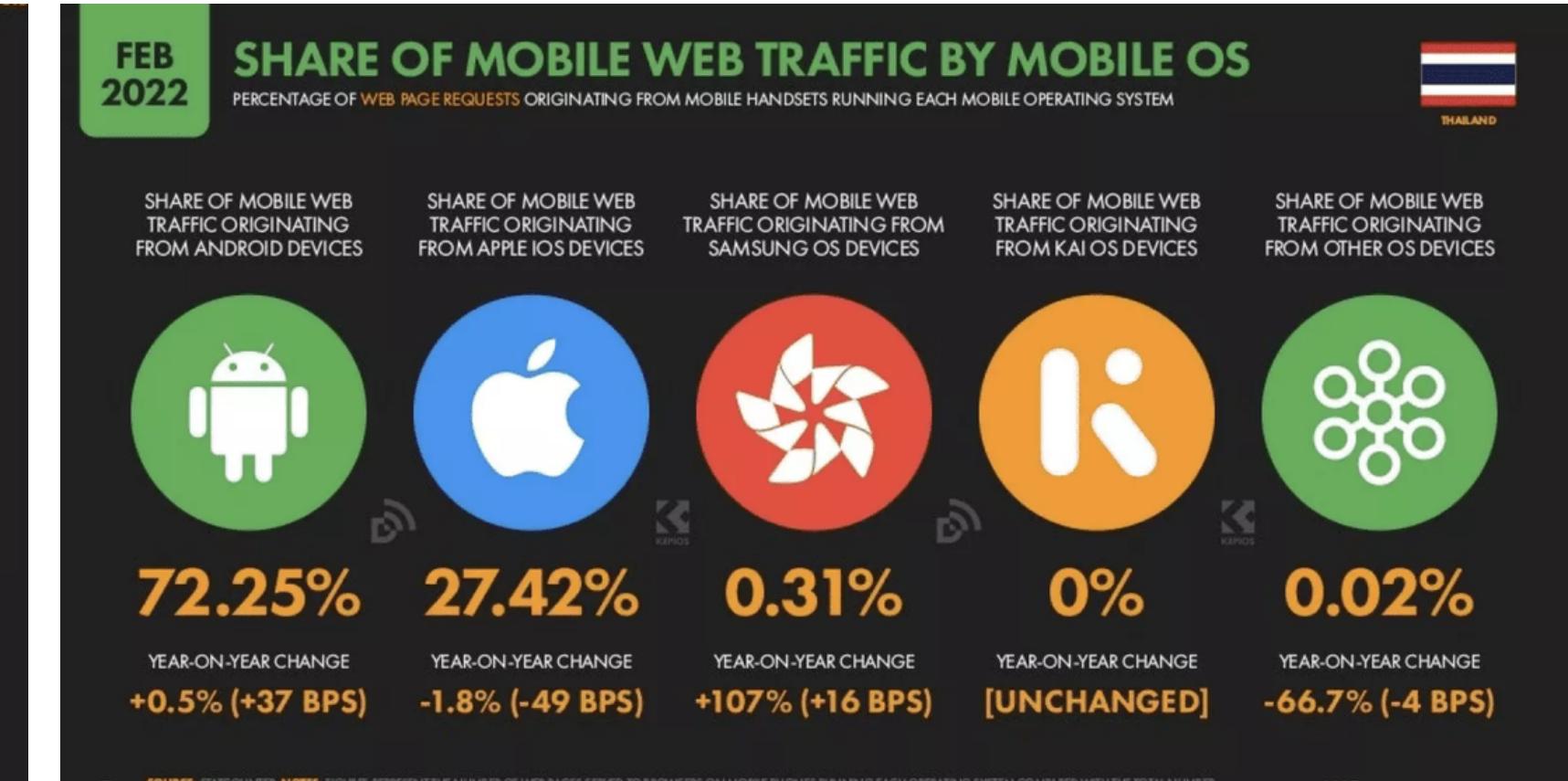
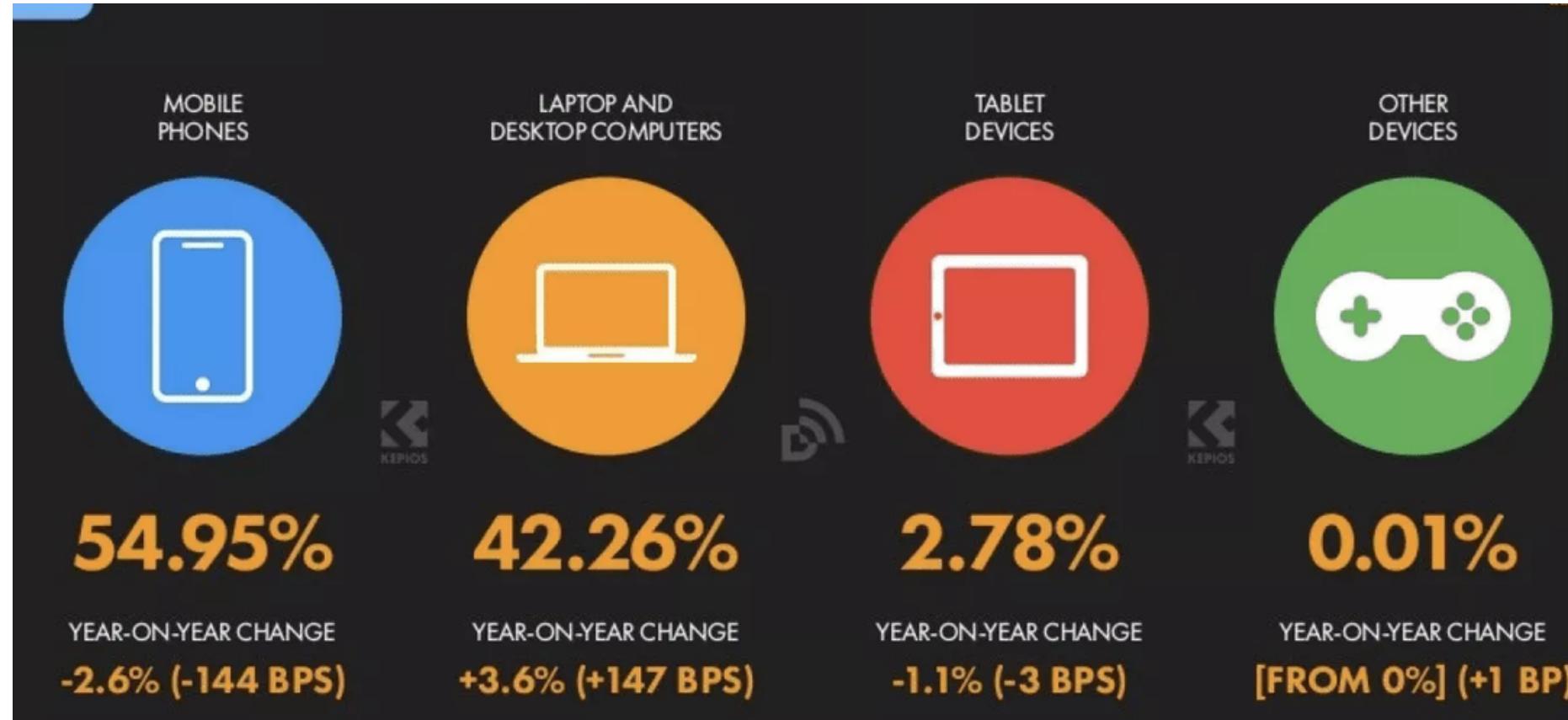
Students

Experimental method: Create a User Journey Map to observe how the customer changes based on the User Persona, and then create an app prototype with both the features and the contents being readily apparent. such as an introduction course, a feature that allows you to trade study time for courses, and other crucial to invite users to test it out through a conversation. To entice clients to make a purchase, we must highlight every feature, piece of content, and way that we vary from other platforms. And ask the customer for feedback on what they would like to see improved or what problems they have.

Marketing strategy

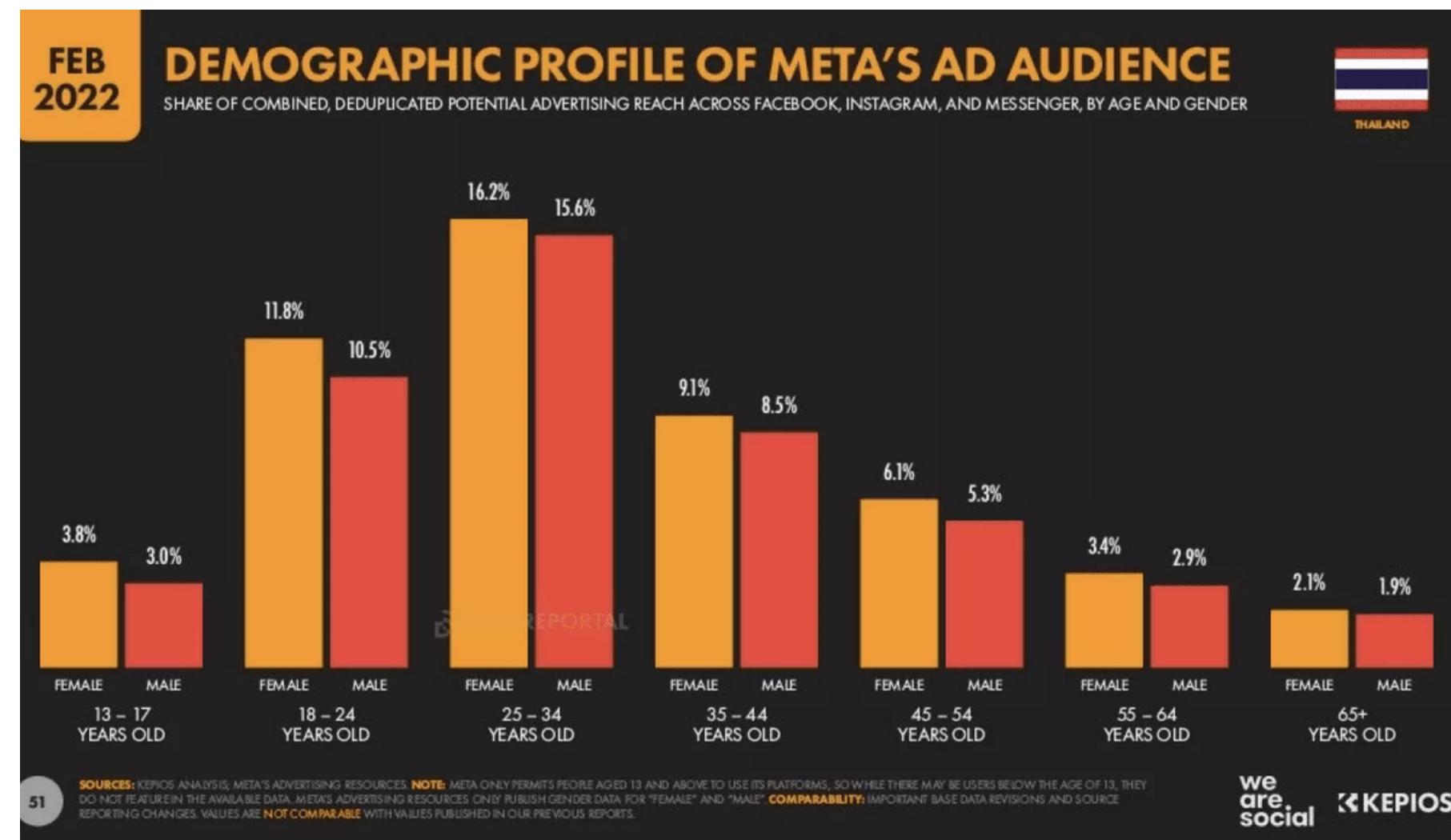
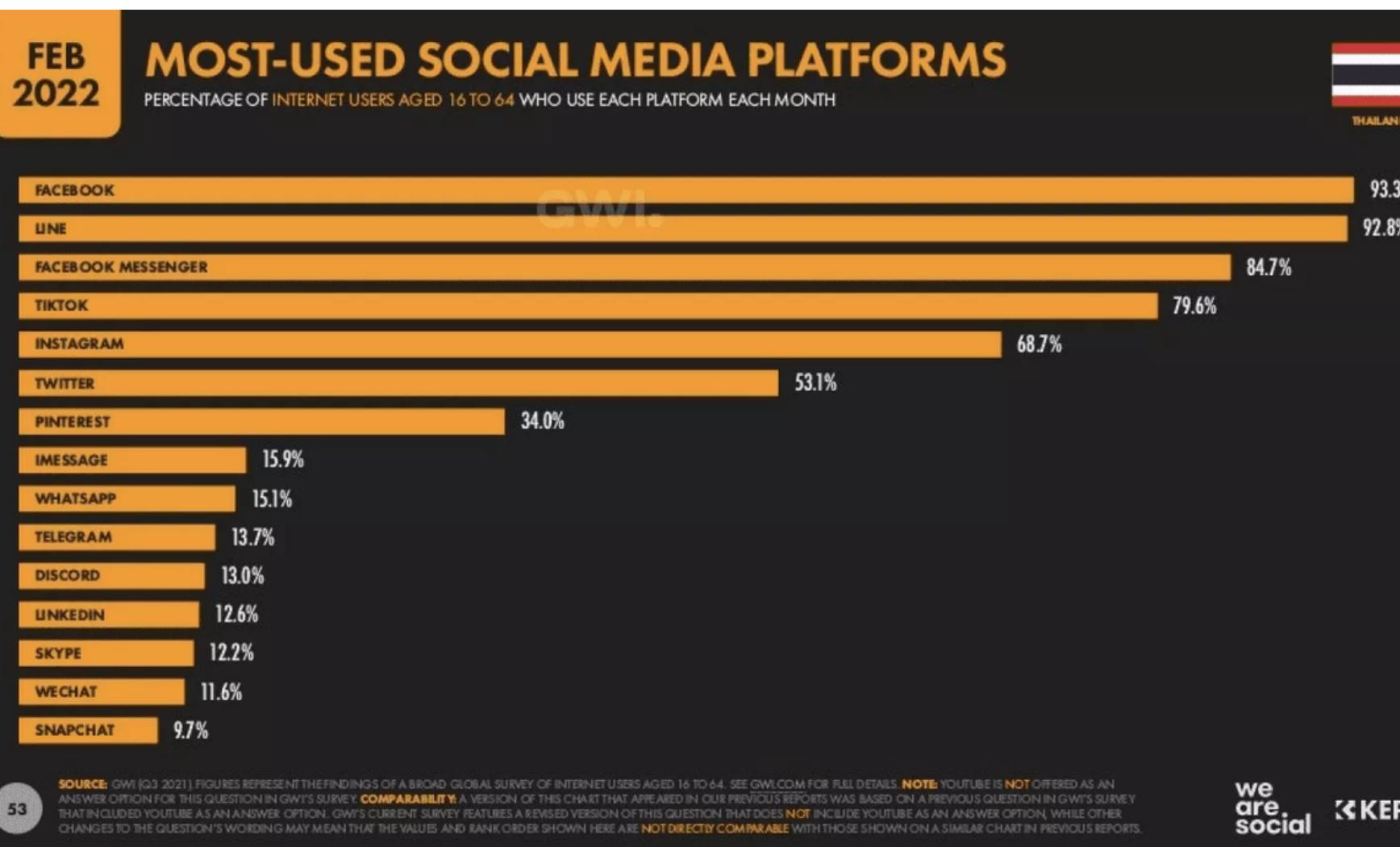


Go to market strategy



source : <https://www.everydaymarketing.co/trend-insight/insight-thailand-digital-stat-2022-we-are-social/>, 2022

- Data from 2022 shows that the majority of Thailand's web traffic is primarily via mobile phones and laptops, which, by comparison, has seen an increase in laptop usage compared to the previous year. As a result, we decide to launch our products online initially. It must have responsive web design in order to support access from both laptop and mobile phone. Since Thai users have the greatest access to Android, the Application section of the website then started to develop from there, starting with Android and IOS, respectively, so that customers could access the Online Platform of we are convenient. accessible from any location at any time.



source : <https://www.everydaymarketing.co/trend-insight/insight-thailand-digital-stat-2022-we-are-social/>, 2022

According to the poll, the top 5 social media sites used by Thais are 1. Facebook, 2. Line, 3. TikTok, 4. Instagram, 5. Twitter, and from the interviews, the Breached market group that we have not yet chosen also employed these platforms.

- Therefore, the first choice is to use advertising via social media platforms, namely Facebook, TikTok, and Twitter, respectively, in online advertising, focusing on Facebook the most because when looking at Distribution on the right side that representing the age range of Facebook users between the ages of 25-54 years have the opportunity to be parents or relatives of the Breached market because the student group is not the one who paid for the special tuition. Therefore, focus on advertising and shooting Ads focus on parents or relatives of the Breached market to see that studying online is no longer boring. Increase the opportunity to build more customer base. As a result of the GENZ kid behavior study showing that young people like watching short videos, direct target audience ads are therefore prioritized in the portion of the advertisement selection process via TikTok and Twitter. unusual and succinct. Therefore, to further pique the interest of the target demographic, we decided to shoot advertisements using an online learning approach similar to gamified platforms. The solution for marketing to GENZ kids in the untapped market for our products is through TikTok short videos and Twitter text and short clips.



source :<https://www.prachachat.net/marketing/news-409899>

- In terms of offline advertising, the Breached market segment will be the primary target of the campaign. students in junior high and high school This is accomplished in collaboration with nearby schools using the CSR concept. Allow renowned tutors to go directly to tutoring in various schools to provide free educational activities and tutoring for high school students. While tutoring and educating, children will be able to experiment with Gamified Platforms to allow individual who are interested in learning along with playing and feel that online learning is no longer boring. At the same time get to know our online learning platform. This is considered an advertisement and builds the credibility of our products.