

# UPRAISED KYS PRD

## Objective

Increase the **absolute number of KYS Finishers** (users who complete the test).

## What is Given

- ❖ **Test Details:** The KYS test benchmarks users against the top 1% of PMs in India.
  - **Goals of the test:**
    - **Lead generation:** Attract users to upskilling programs.
    - **Trust-building:** Provide skill insights to users.
- ❖ **Dataset:**
  - Event-based data tracking user interactions with the KYS test.
  - Information about user demographics, professional background, and behavior patterns.
  - Detailed fields like time taken per action, event types, and user motivations.

## Analysis

### Approach

#### Key Analysis Areas:

1. User Journey
2. Completion Rate
3. Bottlenecks
4. Segmentation
5. Traffic Source Impact

### Results

#### 1. User Journey Bottlenecks

- **Drop-off Points:**
  - **Between Starting and Answering Questions:** 450 users attempted to start, but only 430 proceeded to answer questions (4.4% drop-off).

- **Between Answering Questions and Finishing the Test:** Only 265 users attempted to finish, showing a significant drop (38.4%).
- **Completion Rate:** Currently, 0% of users are marked as completing the test. This may indicate either a lack of completions or errors in tracking the "finished\_kys\_test" event.

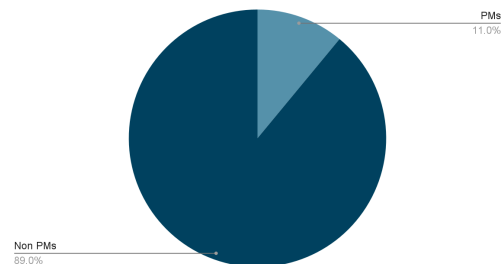
Stage	Users Remaining	Drop-Off (%)
Landing Page Viewed	1000	0%
Test Started	450	55%
Questions Answered	265	41%
<b>Test Finished</b>	<b>0</b>	<b>100%</b>

## 2. User Segmentation

- **Working Product Managers:** Only 11% of users (64 individuals) are currently working as PMs.
- **Aspiring Product Managers:** A majority (89%) are not working as PMs, suggesting they

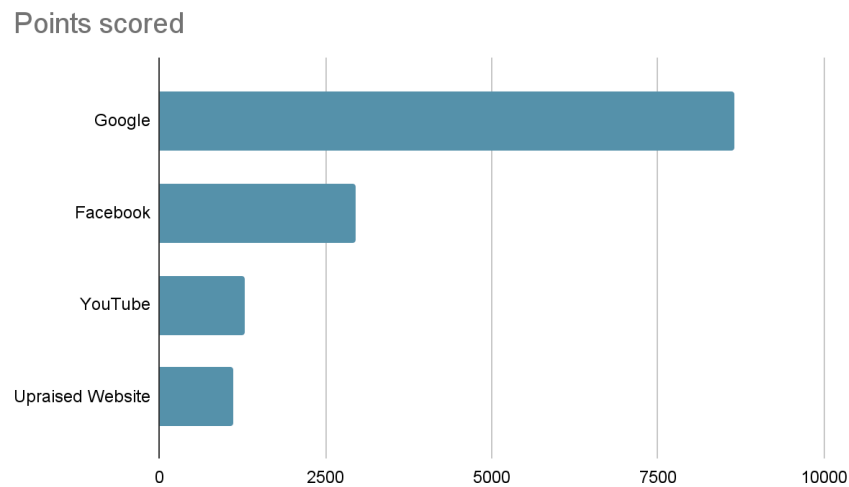
may need additional guidance or motivation.

User Segregation



### 3. Referral Sources

- **Top Traffic Channels:**
  - Google: 8,655 users
  - Facebook: 2,957 users
  - YouTube: 1,282 users
  - Upraised Website: 1,120 users
- **Opportunity:** Optimize high-performing channels (Google, Facebook) to improve engagement and reduce drop-offs.



### Key Metrics to Analyze

- **Event Categories:**
  - Landing Page Viewed
  - Test Started
  - Test Question Attempted
  - Test Finished
  - Any abandonment events or session timeouts.
- **Conversion Rates:**
  - From "Landing Page Viewed" → "Test Started."
  - From "Test Started" → "Test Finished."
- **Time Spent per Event:**
  - Identify specific areas where users spend too much or too little time (e.g., time per question).
- **Drop-off Points:**
  - Look for events where users abandon the journey (e.g., leaving after viewing a question or before submission).

## ▼ Possible Bottlenecks from Data

### 1. Landing Page Engagement:

- Users may drop off after visiting the landing page if the value proposition or CTA is unclear.
- Hypothesis: Simplifying the messaging and improving CTA design will encourage more users to start the test.

### 2. Registration/Onboarding:

- Users may abandon the process if the onboarding or registration is too lengthy or unclear.
- Hypothesis: Streamlining the registration flow can reduce friction and increase the number of test starters.

### 3. Test Progression:

- Long gaps between question attempts may indicate fatigue or difficulty.
- Questions with the highest drop-off rates could be confusing or poorly worded.
- Hypothesis: Optimizing test length, wording, and adding progress indicators can improve engagement.

### 4. Completion Stage:

- A technical issue or unclear submission process might prevent users from completing the test.
- Hypothesis: Addressing technical glitches and providing clear prompts at the end can increase completion rates.

### 5. Session Durations:

- Very short sessions might indicate users are overwhelmed or don't understand the test process.
- Hypothesis: Improving onboarding with a quick intro video or instructions can help users feel confident.

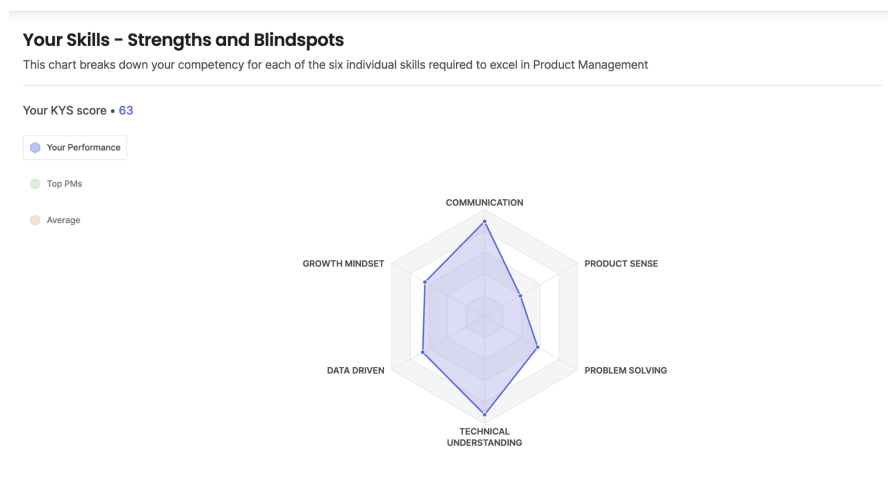
# User Journey Improvements

## 1. Refine the Call-to-Action (CTA)

- **Current Issue:** The button "Test Yourself, Now" lacks a compelling and benefit-driven message.
  - **Proposed Changes:**
    - Update the CTA text to:
      - "Start Free Skills Assessment"
      - "Discover Your PM Potential Today"
    - Add a secondary line below the button, e.g., "Get your personalized skill report in 50 minutes."
    - A/B test different CTAs to measure engagement. Example CTAs:
      - "Kickstart Your PM Journey in 50 Minutes."
      - "Free Report: See How You Compare with the Best PMs."
  - **Why:** A more engaging CTA communicates the value and lowers the barrier to clicking.
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## 2. Showcase Tangible Outcomes

- **Current Issue:** Users cannot visualize the benefits they will gain by completing the test.
- **Proposed Changes:**
  - Add a new section or a banner above the fold showing a **sample report preview** or specific benefits (e.g., "Benchmark your skills against the top 1% of PMs in India").
  - Use a graphic or icons to depict what users will get (e.g., skill breakdown, recommendations, or strengths).
- **Why:** Visualizing outcomes increases user motivation to start the test.



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### 3. Simplify the Information Blocks

- **Current Issue:** The three blocks ("Why should you take the KYS test?", "Who can take the KYS test?", "What is the structure of the KYS test?") are text-heavy and may overwhelm users.
- **Proposed Changes:**
  - Use **bullet points** for clarity and brevity, e.g.,  
**Why take the KYS test?**
    - Identify your strengths and blind spots.
    - Gain confidence with personalized insights.**Who is it for?**
    - Aspiring PMs
    - Working professionals in PM roles.
  - Incorporate **icons** (e.g., stopwatch for duration, checklist for structure).
- **Why:** Breaking down text-heavy sections into scannable content makes the page easier to navigate and digest.

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### 4. Highlight Time Commitment

- **Current Issue:** The duration (50 minutes) is mentioned under "What is the structure of the KYS test?" but not prominently.
- **Proposed Changes:**
  - Add "Takes just 50 minutes!" near the CTA button or in a prominent banner above the fold.
- **Why:** Highlighting a short time commitment removes hesitation about the effort involved.

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### 5. Improve Navigation and Information Flow

- **Current Issue:** The "Learn About KYS in 2 mins" button could be more engaging.
- **Proposed Changes:**
  - Replace it with a **1-minute preview video** summarizing the test's benefits, outcomes, and structure.
  - Use dynamic elements like a progress bar or step-by-step indicators for what users can expect in the test.
- **Why:** Interactive elements and videos can improve understanding and engagement.

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### 6. Optimize for Mobile Users

- **Current Issue:** While the desktop design looks functional, ensure usability on mobile.
  - **Proposed Changes:**
    - Test mobile responsiveness to ensure the page scales correctly.
    - Use larger buttons and simpler layouts for mobile users.
  - **Why:** A significant portion of users might access the page via mobile, so optimizing the journey for smaller screens is critical.
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## 7. Incorporate Gamification

- **Proposed Changes:**
    - Add a progress bar that dynamically updates as the test progresses.
    - Include motivational prompts like: “You’re halfway there! Keep going!” during the test.
  - **Why:** Gamification encourages users to complete the test and reduces the likelihood of drop-offs.
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## Final Layout Overview:

1. **Headline:**
  - “Benchmark Yourself with Top Product Talent.”
2. **Subheadline:**
  - “Take the free test to identify your strengths and blind spots in 50 minutes.”
3. **CTA Section:**
  - Button: “Start Free Skills Assessment”
  - Supporting text: “Get your personalized report instantly.”
4. **Visual Preview:**
  - Add a graphic or mockup of the skill report.



## Proposed Solutions

### 1. Improved Onboarding for Aspiring PMs

- **Problem:** Aspiring PMs might find the test intimidating or lack clarity on its value.
- **Solution:**
  - A short, interactive tutorial before starting the test to explain its structure, purpose, and benefits.
  - Testimonials from past users to build trust and motivation.
- **Expected Impact:** Higher transition rate from starting to answering questions.

### 2. Gamification and Progress Indicators

- **Problem:** Users may disengage during the test due to a lack of perceived progress.
- **Solution:**
  - Add a progress bar to show test completion status.
  - Introduce gamification elements like badges or milestones for completing sections.
- **Expected Impact:** Increased motivation to finish the test.

### 3. Reminders and Retargeting

- **Problem:** Users who leave mid-test may not return to complete it.
- **Solution:**
  - Implement email or SMS reminders for users who drop off.
  - Use retargeting ads to bring users back to complete the test.
- **Expected Impact:** Improved re-engagement rates.

### 4. Optimizing Test Length and Question Design

- **Problem:** Test length may lead to user fatigue.
- **Solution:**
  - Evaluate the average time spent on questions and identify lengthy ones.
  - Reduce or simplify low-value questions.
- **Expected Impact:** Reduced drop-offs in later stages of the test.

### 5. Traffic Source Optimization



- **Problem:** Not all traffic sources yield high-intent users.
- **Solution:**
  - Focus acquisition efforts on Google and Facebook while improving the landing page experience.
  - Run A/B tests on messaging for each channel to drive higher engagement.
- **Expected Impact:** Better conversion from traffic to test completion.

## Feature Proposals

### 1. Nudges During the Test

- In-test pop-ups encouraging users to continue when they slow down or spend too much time on one section.

### 2. Summary Dashboard

- Display a summary of user performance midway to re-motivate them to complete the test.

### 3. Exit Intent Capture

- When users attempt to leave, trigger a prompt offering a summary preview or value incentive to stay.

# Prioritization Framework

Using the **RICE** framework:

- **Reach**: Number of users impacted.
- **Impact**: Expected improvement in completion rates.
- **Confidence**: Based on data insights.
- **Effort**: Ease of implementation.

Proposal	Reach	Impact	Confidence	Effort	Priority
Onboarding Tutorial	High	High	High	Medium	High
Progress Indicators	High	High	High	Low	High
Reminders & Retargeting	Medium	Medium	High	Low	Medium
Optimize Test Length	Medium	High	Medium	Medium	Medium
Traffic Source Optimization	High	Medium	Medium	High	Medium

## Conclusion

By addressing onboarding challenges, incorporating progress indicators, and optimizing the user experience, we can significantly increase KYS test completions. These data-driven and user-centric solutions ensure practicality and alignment with the product’s goals.