

PRODUCT MANAGEMENT

PROJECT

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PROBLEM STATEMENT

You work for a well-resourced startup and are responsible for building a new Ed-tech app for students belonging to both Urban and rural areas.

The App will include recorded and live video lectures; Notes and lecture downloads and quizzes. Also, the facilities will be available to the student for an affordable enrolment amount.

Propose a product to the startup's leadership that will increase the number of signups and active users on the App.

Pay attention to the below criteria as you structure your presentation:-

1. Clearly define your goals and your target users. What's unique about rural areas when considering user demographics, user behavior & resource limitations?
2. Discuss trade-offs, risks, and metrics for success. Are there cases when metrics might be misleading? For instance, when might the number of sign-ups be a misleading metric?
3. Demonstrate product design thinking and flow from the Landing page (simple wireframes can be helpful).



DEFINING GOALS

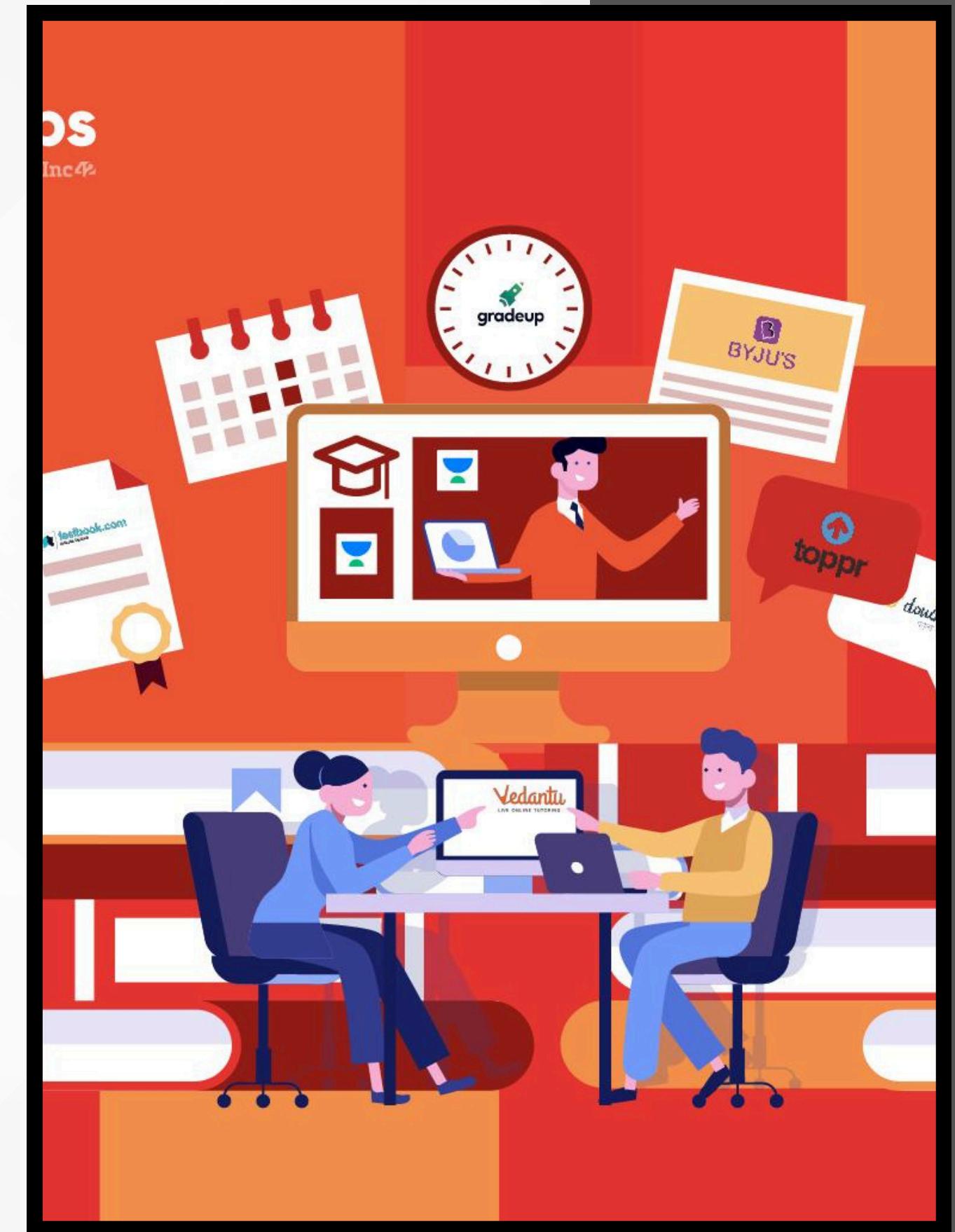
- **Increase Signups:** The primary goal is to attract more students from both urban and rural areas to sign up for the app.
- **Boost Active Users:** Encourage students to regularly use the app by engaging with content such as video lectures, notes, downloads, and quizzes.
- **Enhance Accessibility:** Make the app accessible to students with varying levels of internet connectivity and technological familiarity, especially considering the unique challenges in rural areas.
- **Affordable Education:** Provide quality educational content at a price point that is affordable for students in both urban and rural regions.
- **Integrate Generative AI:** Make use of AI for more balanced content suggestions and understanding like native language integration and subtitles.
- **Minimal need to exit the app:** Provide one stop solution.



TARGET USERS

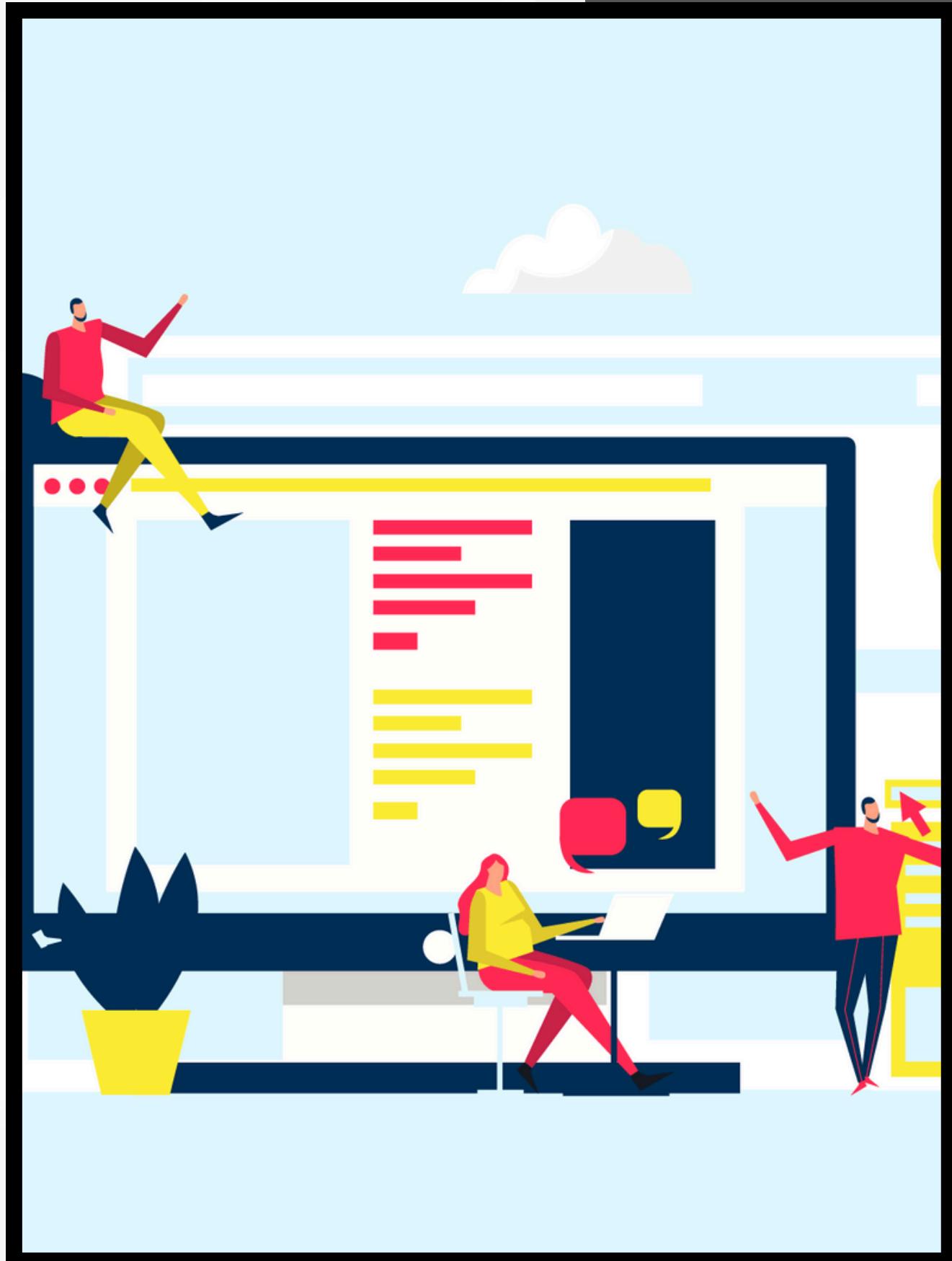
Students who wants to and are appearing for exams like IIT, JEE, NEET, IAS. Or entrance exam appearing students and other Financial and non-financial courses like:

- **Competitive Exams**
- **Govt Exam**
- **UG & PG Entrance Exams**
- **School Preparation**
- **Others**



UNIQUE CONSIDERATIONS FOR RURAL AREAS:

- **Demographics:** Rural students might have varying levels of education and access to resources, often requiring more foundational or remedial content.
- **User Behavior:** They may use the app less frequently due to internet access constraints and might prefer downloadable content for offline use.
- **Resource Limitations:** Lower internet speeds, limited data availability, and less powerful devices mean the app must be lightweight and optimized for low-bandwidth environments.
- **AI Reliability:** They may rely more on AI enabled subtitles for better understanding of fast paced lectures.



TRADE-OFFS, RISKS, AND METRICS FOR SUCCESS

TRADE-OFFS

- **Balancing Features and Performance:** Adding more features can slow down the app, especially on older devices or in low-connectivity areas. Maintaining a balance between functionality and performance is key.
- **Optimizing Content Quality and Data Usage:** High-quality videos are engaging but use more data, which may be a barrier for users with limited internet. Offering lower-resolution options can help make content more accessible.
- **Simplifying vs. Enhancing Functionality:** A simpler interface ensures ease of use but may lack advanced features. It's important to find a balance that keeps the app accessible for everyone.



TRADE-OFFS, RISKS, AND METRICS FOR SUCCESS

RISKS

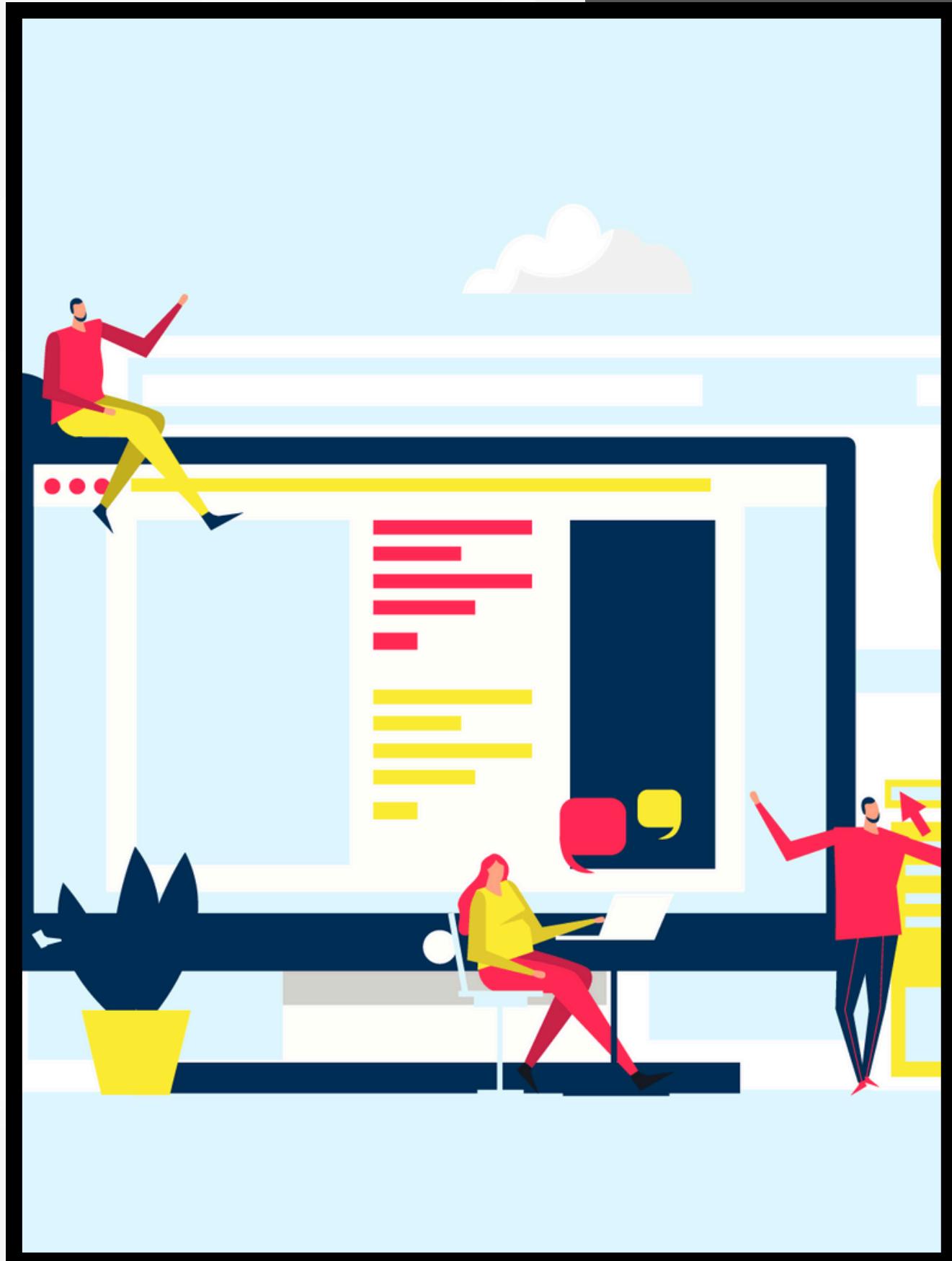
- **Limited Rural Adoption:** If the app isn't optimized for rural constraints, students may not adopt it due to slow performance or high data costs.
- **User Retention Challenges:** Users might sign up but not remain active if the content is not engaging or if they face technical issues.
- **Deceptive User Metrics:** Metrics like the number of sign-ups can be misleading if they don't translate to active, engaged users. A high number of sign-ups might create a false sense of success if users don't stick around.



TRADE-OFFS, RISKS, AND METRICS FOR SUCCESS

METRICS FOR SUCCESS

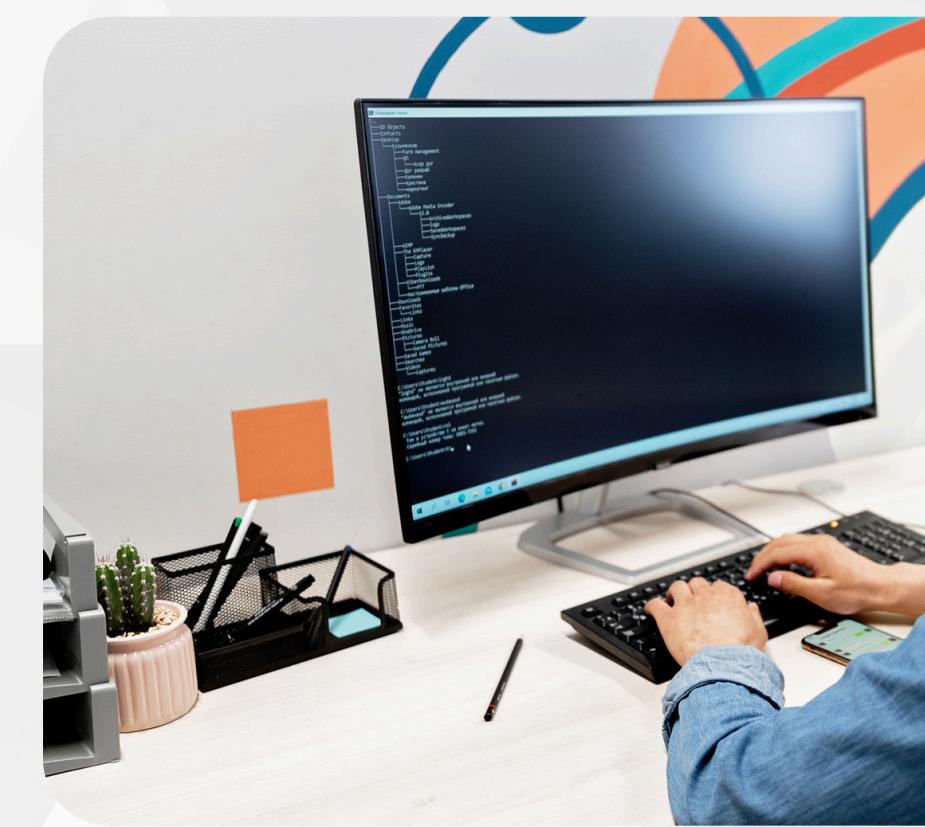
- **Active Users:** Measure the number of users who regularly engage with the app, watch videos, download notes, and participate in quizzes.
- **Retention Rate:** Track how many users return to the app after their initial sign-up over different time intervals (e.g., 1 week, 1 month).
- **Content Engagement:** Monitor how often users engage with different types of content (video views, note downloads, quiz completions).
- **User Feedback:** Collect qualitative feedback from both urban and rural users to understand their experiences and identify areas for improvement.



ADDITIONAL INNOVATIVE IDEAS

AI-POWERED PERSONALIZED LEARNING PATHS

Leverage generative AI to create customized learning paths for each student based on their progress, performance, and preferences. The AI can analyze quiz results, engagement patterns, and learning speed to suggest the most relevant content, helping students stay motivated and achieve better outcomes.



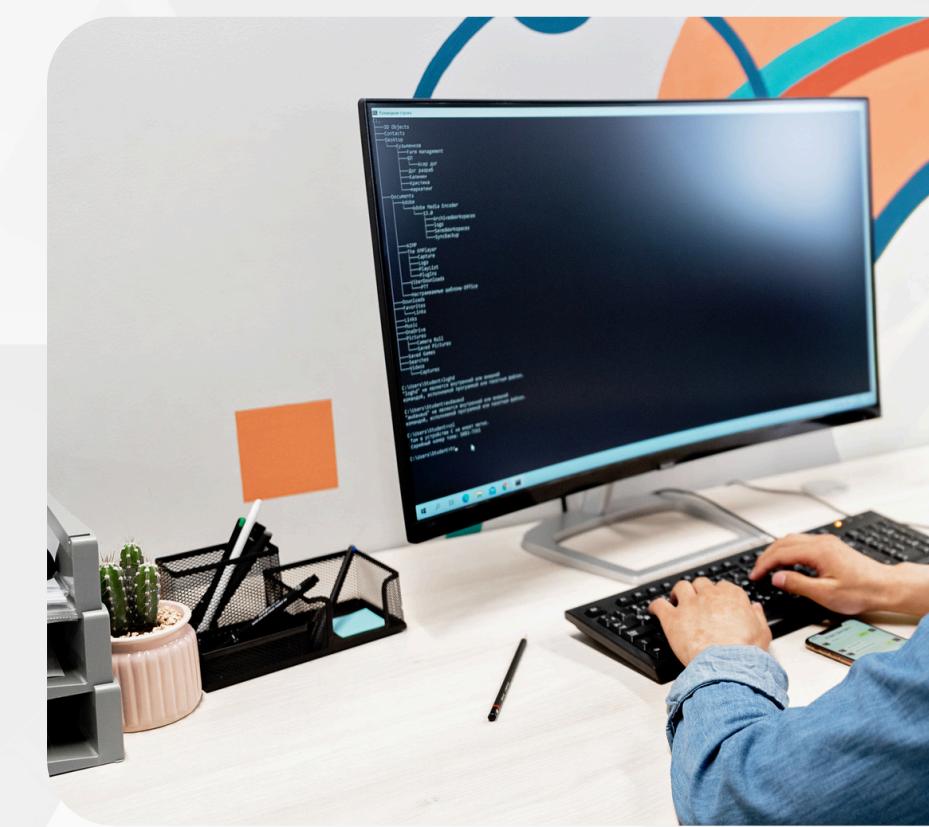
AI-DRIVEN VOICE ASSISTANTS AND TRANSLATIONS

Implement AI-powered voice assistants and automatic translation features to enhance accessibility for students who may have limited literacy or prefer learning in their native language.

ADDITIONAL INNOVATIVE IDEAS

AI-POWERED QUIZZES AND CHALLENGES

Incorporate gamification elements by using AI to generate customized quizzes and challenges based on each student's learning history and interests.

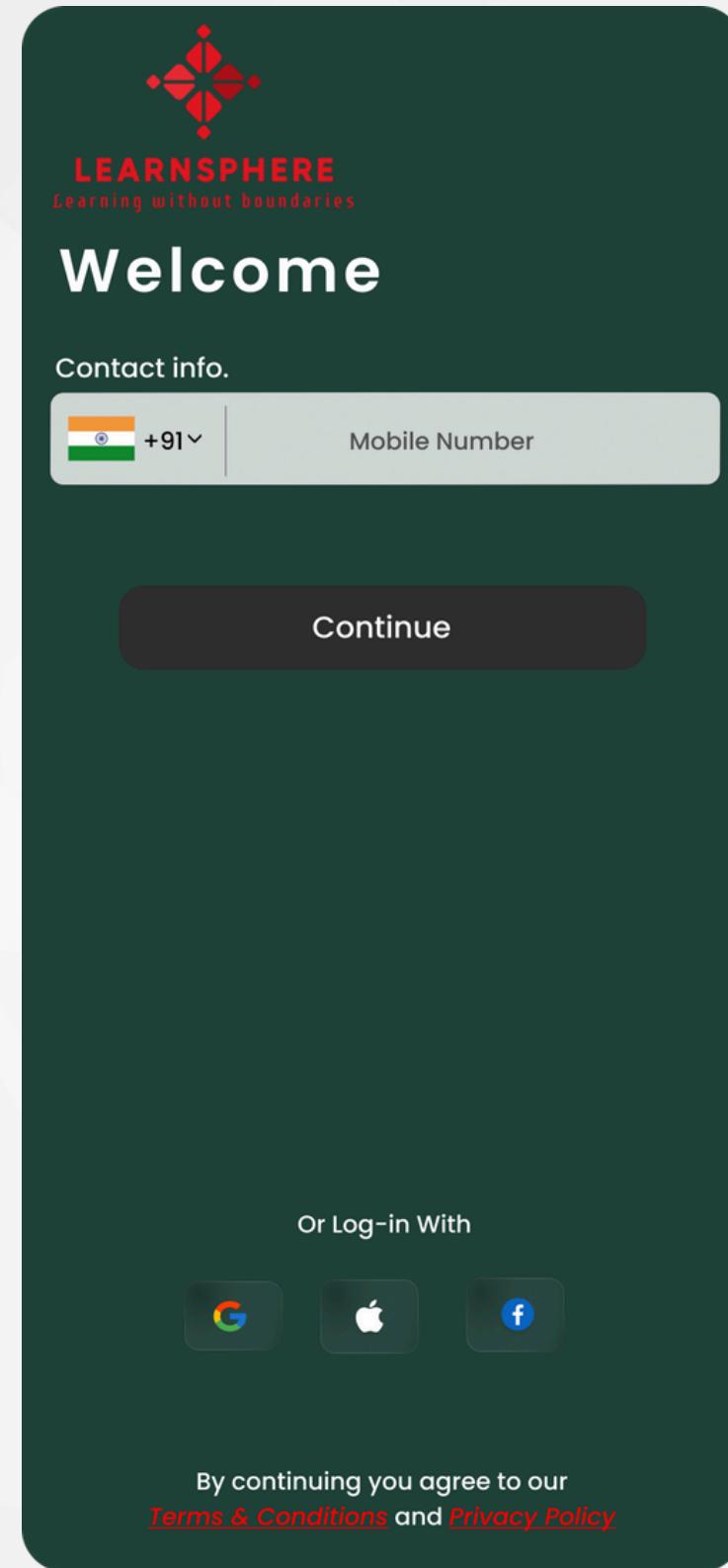


AI-DRIVEN ANALYTICS FOR TEACHERS AND PARENTS

Provide a data analytics dashboard for teachers and parents to monitor student progress, identify areas of improvement, and tailor their teaching or support strategies accordingly.

LANDING WIREFRAMES

[https://www.figma.com/design/8TokC9WXDiXoELMmPS81c/login-and-Signup-\(Community\)-\(Copy\)?node-id=0-1&t=OV4oG4n0WUvMzw1I-1](https://www.figma.com/design/8TokC9WXDiXoELMmPS81c/login-and-Signup-(Community)-(Copy)?node-id=0-1&t=OV4oG4n0WUvMzw1I-1)



Welcome

Contact info.

Mobile Number

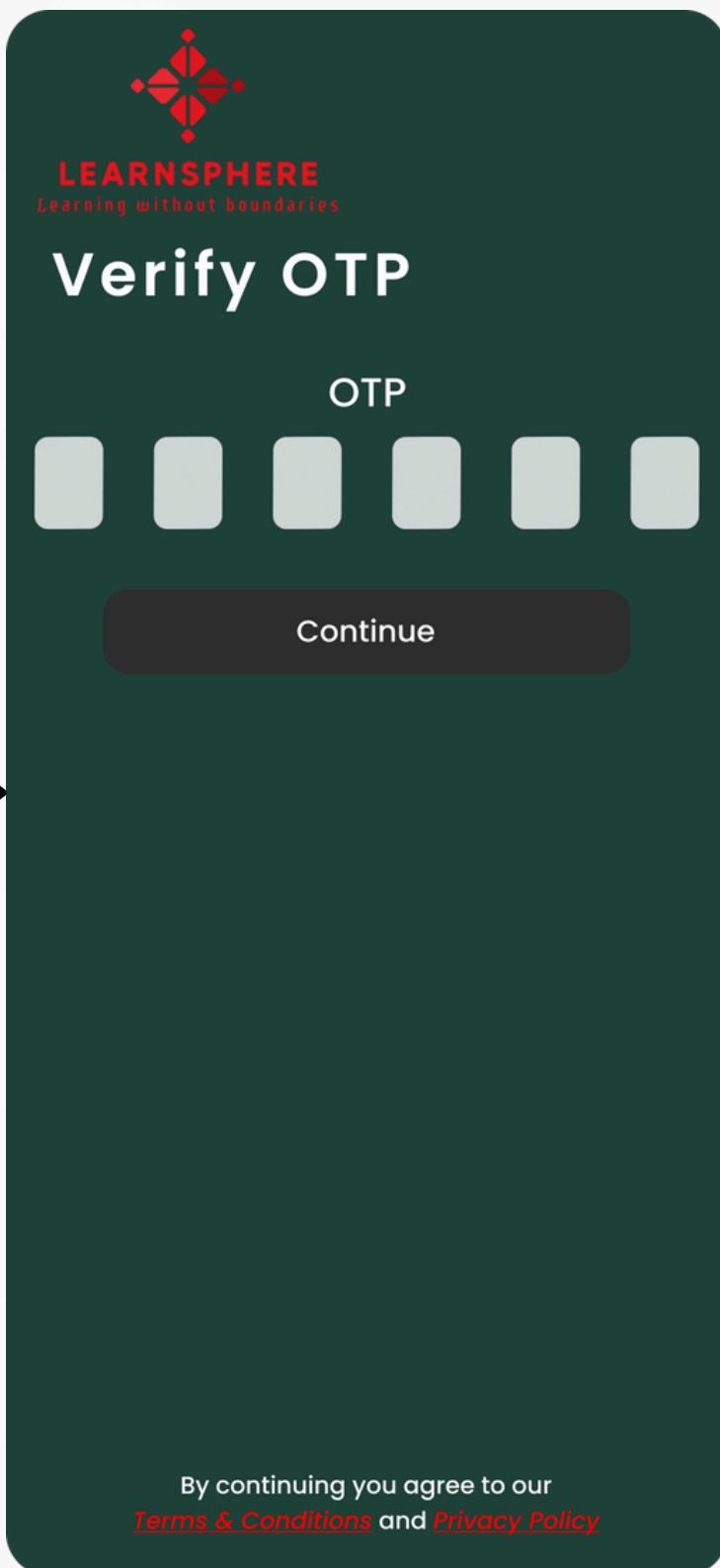
Continue

Or Log-in With

G Apple f

By continuing you agree to our [Terms & Conditions](#) and [Privacy Policy](#)

This wireframe represents the initial landing page where users can enter their mobile number to receive an OTP for verification. It also provides options for social media logins.



Verify OTP

OTP

Continue

By continuing you agree to our [Terms & Conditions](#) and [Privacy Policy](#)

This wireframe shows the OTP verification step. Users are prompted to enter the received OTP to proceed.



Preferred Language

English

Hindi

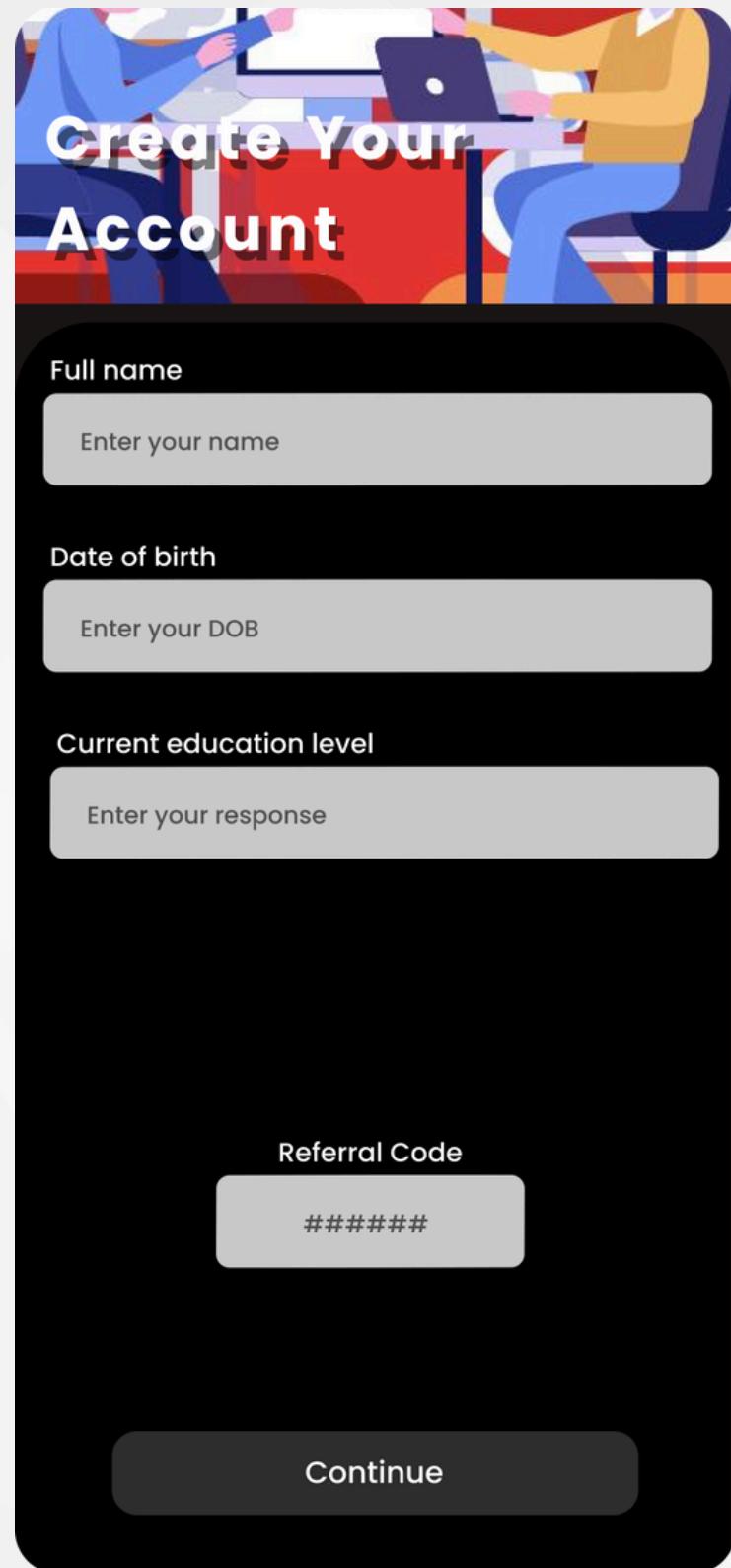
Search for your Native Language

Continue

This wireframe allows users to select their preferred language between English and Hindi. A search bar is also provided for users to find their native language if it's not listed.

LANDING WIREFRAMES

[https://www.figma.com/design/8TokC9WXDiXoELMmPS81c/login-and-Signup-\(Community\)-\(Copy\)?node-id=0-1&t=OV4oG4n0WUvMzw1I-1](https://www.figma.com/design/8TokC9WXDiXoELMmPS81c/login-and-Signup-(Community)-(Copy)?node-id=0-1&t=OV4oG4n0WUvMzw1I-1)



Create Your Account

Full name
Enter your name

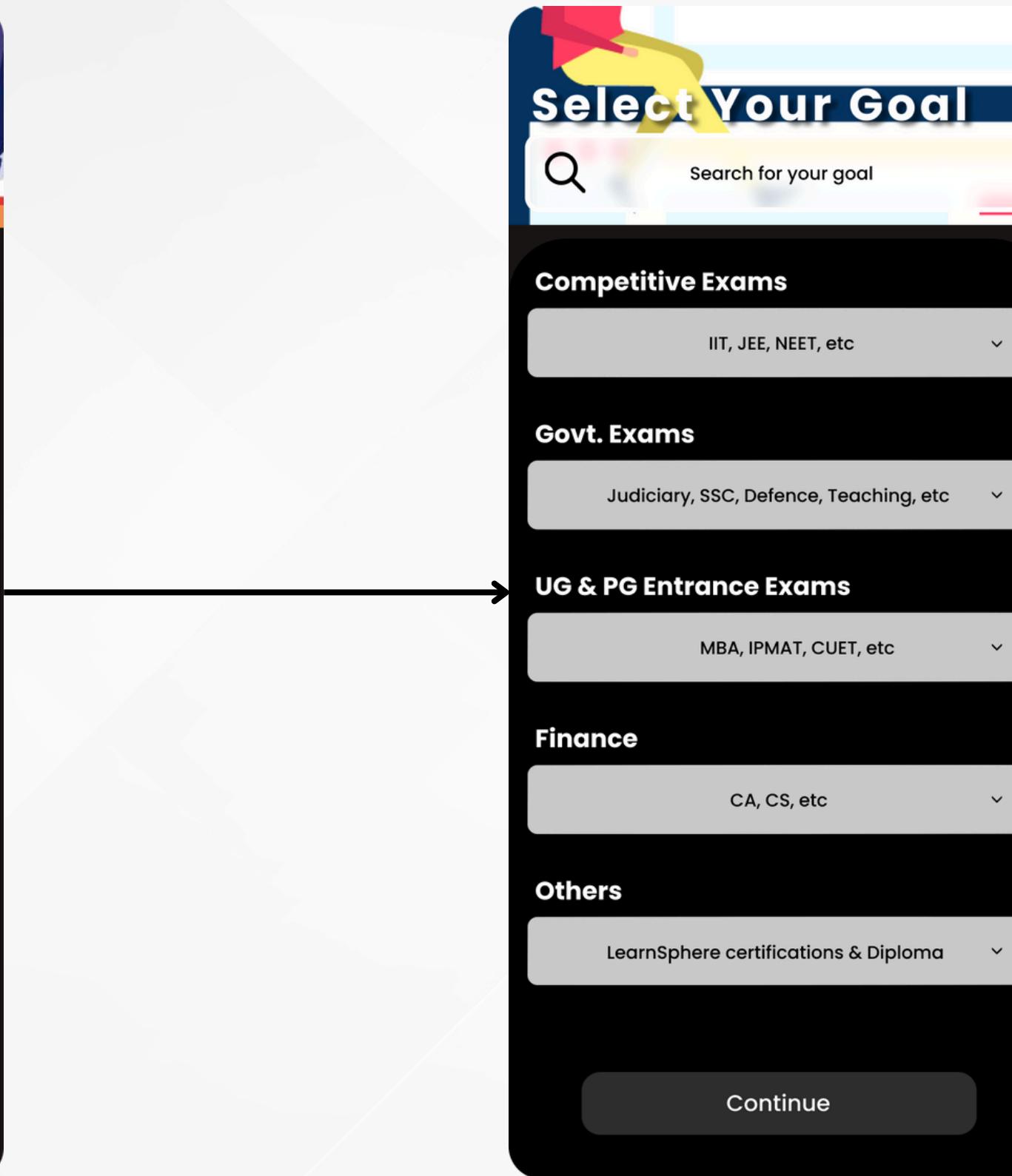
Date of birth
Enter your DOB

Current education level
Enter your response

Referral Code
#####

Continue

This wireframe represents the first step in account creation, featuring a vibrant abstract background. It includes fields for basic personal information like name and date of birth, and a referral code input.



Select Your Goal

Search for your goal

Competitive Exams
IIT, JEE, NEET, etc

Govt. Exams
Judiciary, SSC, Defence, Teaching, etc

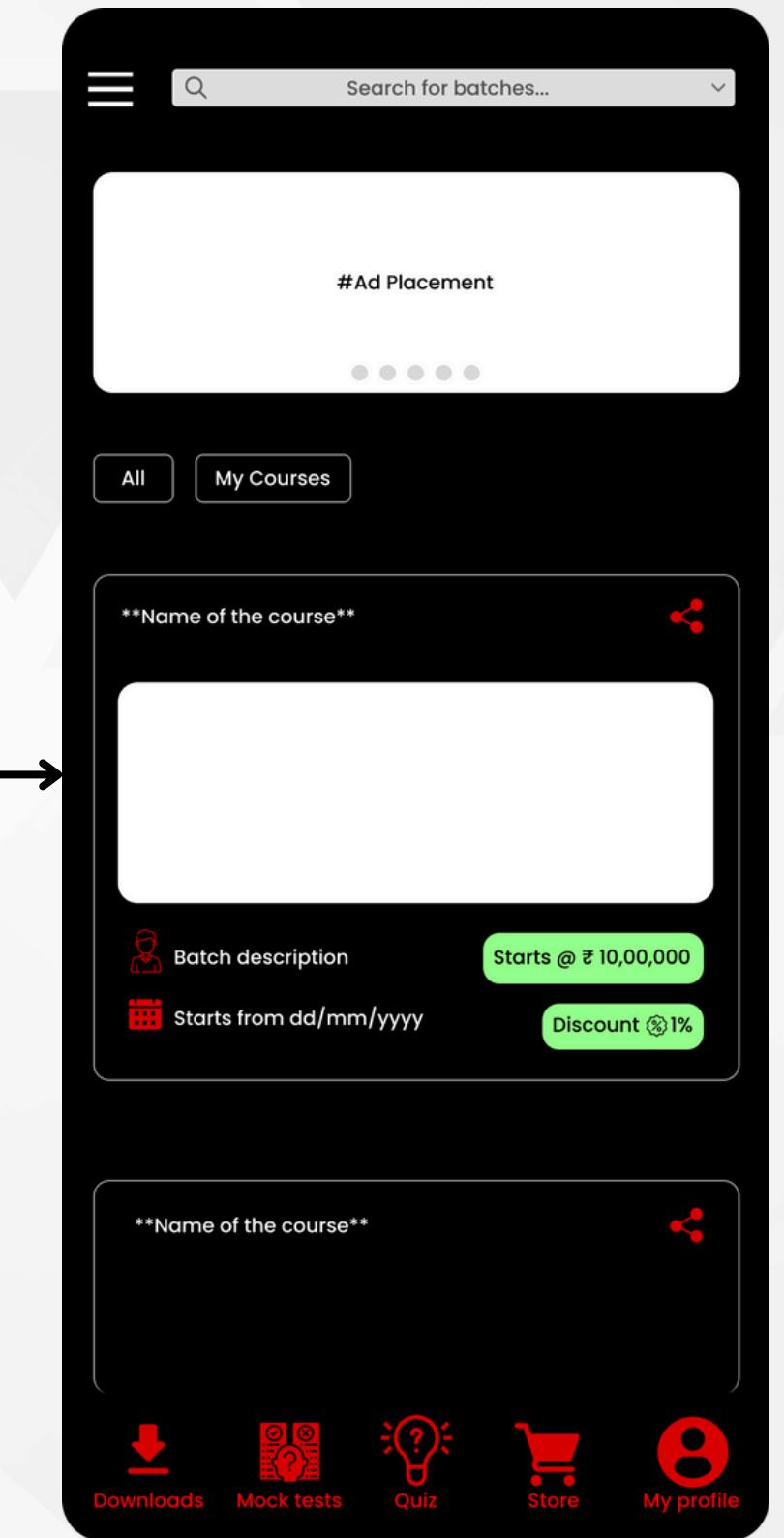
UG & PG Entrance Exams
MBA, IPMAT, CUET, etc

Finance
CA, CS, etc

Others
LearnSphere certifications & Diploma

Continue

This wireframe allows users to select their educational goals. It lists various exam categories such as Competitive Exams, Government Exams, UG & PG Entrance Exams, Finance, and Others, each with a dropdown menu for specific options.



#Ad Placement

All My Courses

Name of the course

Batch description Starts @ ₹ 10,00,000

Starts from dd/mm/yyyy Discount 1%

Name of the course

Downloads Mock tests Quiz Store My profile

This wireframe shows a course listing interface. It displays course details such as name, batch description, start date, price, and discount. At the bottom, there are navigation links for Downloads, Mock tests, Quiz, Store, and My profile.