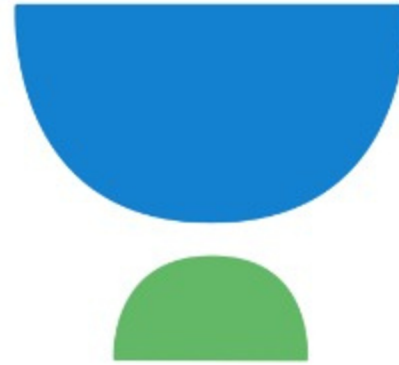


CASE STUDY CHALLENGE



unacademy

Educator App: Home for Educators



Scroll Right



Product Management
Case Study Challenge

Submission by-
Tushar Kalra

Unacademy Case Study

Reimagining Educator Experience at Unacademy



Imagine that you are leading the product for educator experience on Unacademy to bring the best educators on board, and give them the best experience.

- **What would be your vision for educator experience?**
- **What would be your strategy and approach?**
- **Since educators are key to success for Unacademy, what would be the solves to create high stickiness for educators on the platform?
What would be your key focus areas in the next 3-6 months? What would you de-prioritize?
What might your roadmap look like?**
-

Assume you can coordinate directly with anyone in the senior executive team at Unacademy to influence product and business strategy.
Structure this ambiguous problem, drive vision / direction and translate high level priorities into actionable plans.

□ Current Flow

Vision

Reimagining Educator
Experience at Unacademy



Ease

Easy to sign up, upload, and manage content.



Engagement

Regular interaction with students & fellow educators.



Empowerment

Learning for the educators to personally grow with time.

Unacademy Educators: App + Web portal

The aim is to create an ecosystem for Educators where they can seamlessly connect with their students and fellow educators. Further, help educators to extend their own learning curve.



Home

A section to overview the performance, manage classes, and communicate with students.



Community

A place to keep the educators updated, motivate them and further connecting a group to co-create educational material as a team. *(To start with a web-portal on website)*



Create

Manage the content uploading and scheduling. Analyze personalized key insights and deep dive into performance of your videos.



Resources: Knowledge Center

Video Lessons, Powerpoint templates, tips and tricks, and a lot more for newly joined Educators by Unacademy Experts and Plus Educators. *(To start with a web-portal on website)*

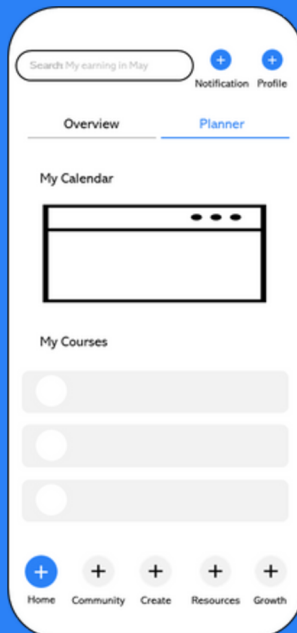
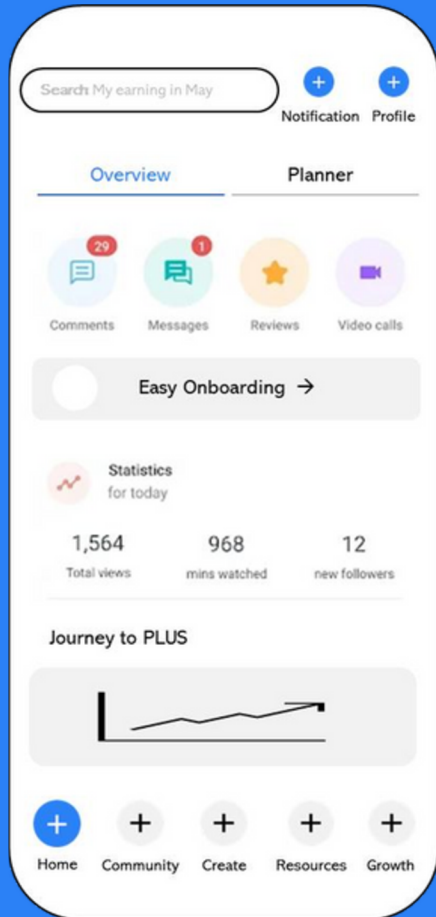


Growth

Manage and analyze the earnings. Plan and set monthly goals to become a PLUS educator, with personalized recommendations.

Home

Overview, Communicate and Plan.



- **Overview:** For quick updates and fast communication!



Easy Onboarding: Many users have mentioned on Quora and Play Store that they couldn't understand the registration & onboarding process. For smooth Digital Adoption of new users when they download the app for the first time, we can start with **automated In-App Onboarding**. Step-by-Step tutorials to submit sample lecture and details (Like we already have on the website.)



Statistics: Quick overview of important statistics like viewers, watch time, followers, reviews, ratings, etc.

Communication: Messages, Video Calls

Journey to plus: It becomes easier to achieve a target when you know the exact steps.

- A section to keep track of their journey to become a PLUS Educator. Here, we will assign certain tasks to help them move up the ladder.

- **My Classes:**

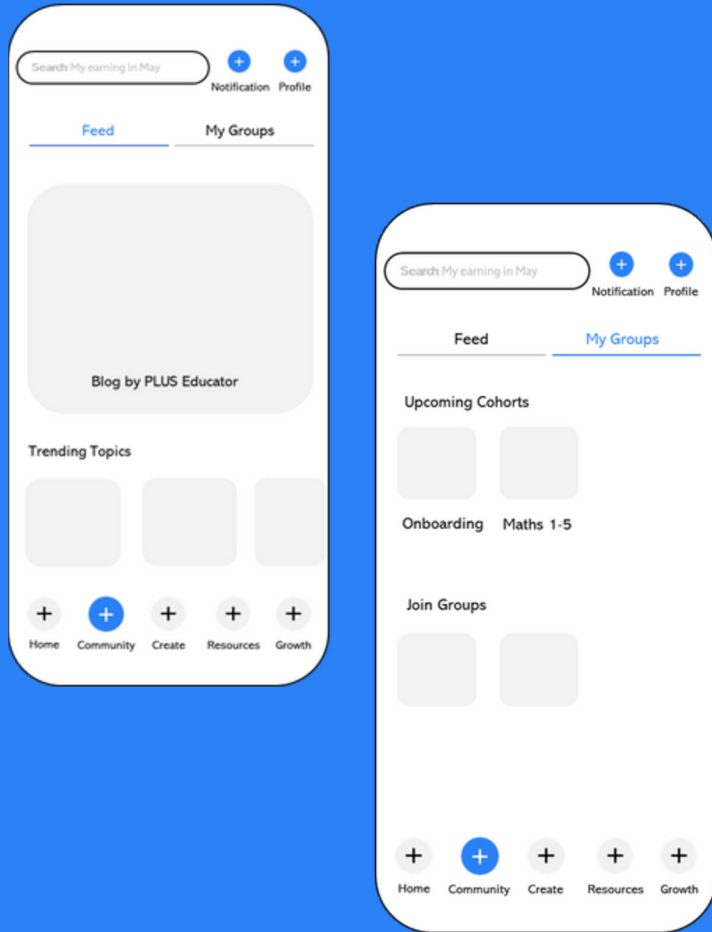


- Create personalized Calendar and set reminder to create or post content.
- Manage Content-A course-wise deep dive with statistics.
- Option to update additional reading sources for their courses like pdfs and references.
- Personalized reach out to students/viewers with up to 3 Notifications/Messages for every course.

Other Features-Automate certain message responses.

Community

Connect, Learn and Grow.



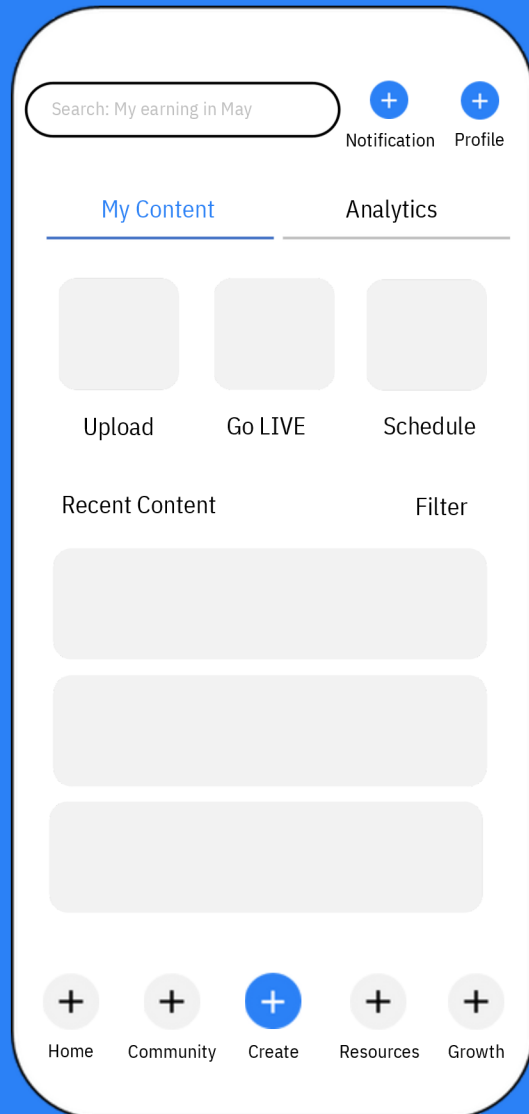
To start as a Premium Invite Only Community on the Web Portal, with controlled content by Unacademy and PLUS Educators.

Aim is to set PLUS as a golden target for all Educators and promote PLUS Educators as Influencers.

- **Feed:** Interactive content for fast consumption.
 - Trending Courses: AI to recommend topics to make videos.
 - Tips and Tricks Trending Educators Plus Educator Blogs
 -
 -
- **My Groups:**
 - ★ Monthly Cohorts for New Educators, where Unacademy experts and Plus Educators take them through platform and best practices bi-weekly classes. It'll help them to complete their 1st month task
 - Dream Team: A team of 4-5 educators to create a master course with their different expertise. It'll help them to market the course better and teamwork will ensure regular content.

Create

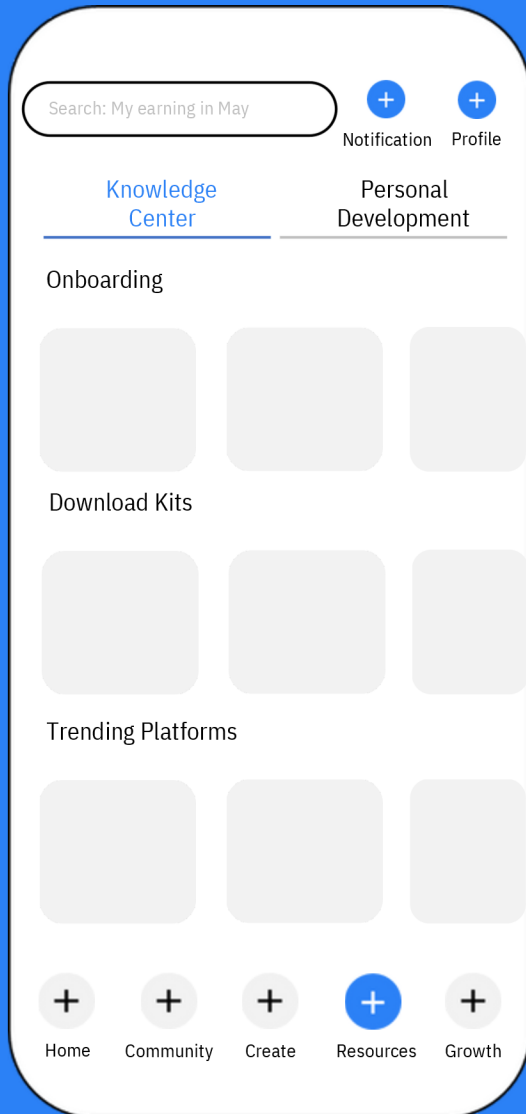
Content Creation,Distribution, & Analytics



- **My Content:** Interactive content for fast consumption.
 - Option to Upload Videos, Go Live
 - **Auto Snippets:** Recommendations to edit & create shorts snippets to promote courses on social media.
 - Scheduling Videos
- **Analytics:**
 - User Behavior: Personalized Insights on their Viewer behavior, like preferred watch time, duration, etc.
 - Reach of their videos/profile
 - Engagement
 - Audience and Demographics insights

Resources

Learn, UsePre-builtkitsand Grow



- **Knowledge Center:** Making Life of Educators easy, acquire all new skills in one tab.



- Onboarding Lessons
- Sample Presentation Kits to download-Subject wise and platform wise kits
- Video Recording & Editing-Loom, Camtasia
- Platform Learning-Google Slides, Canva, Microsoft PPT

- **Personal Development**

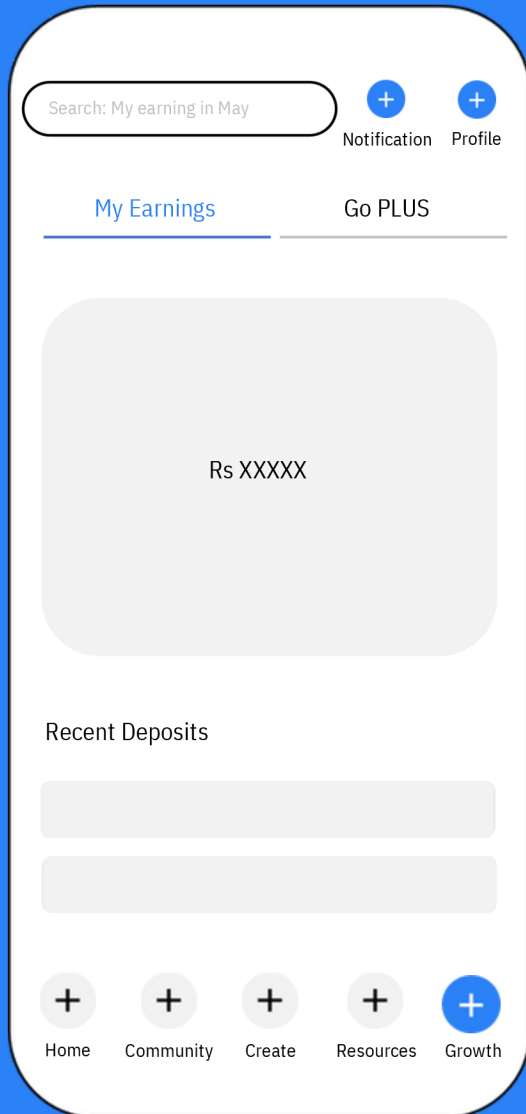


- Speaking Skills
- Presentation Skills
- Marketing Tips for UnacademyLessons on Social Media-Linkedin, Youtube, FB, Instagram
- UnacademySEO: Dynymicupdates on how to rank on platform

To include the detailed section on the Web Portal

Growth

Manage Money, Set Goals, and Track PLUS Journey.



- **My Earnings**

- Manage and track monthly earnings

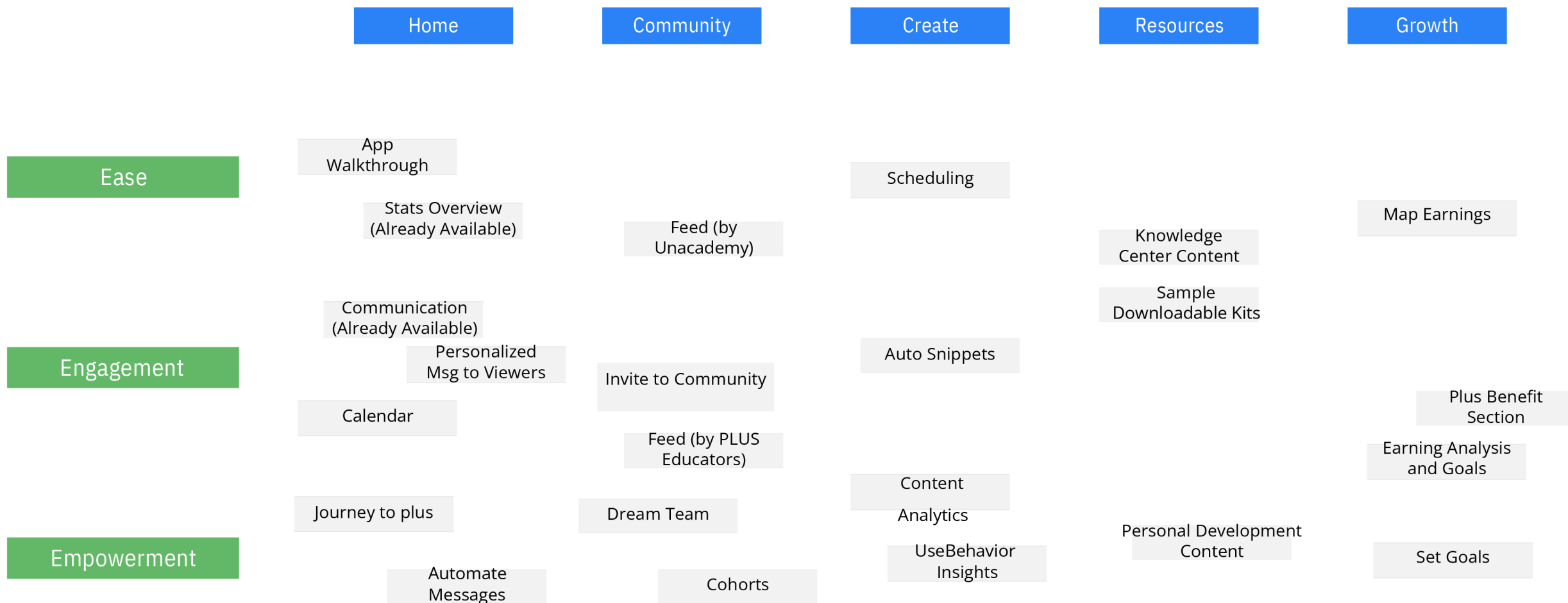


- **Go PLUS**

- Set Target and Create Goals: Create short team targets to achieve long team goal of Earnings.
- PLUS Benefits: Dedicated section to promote the PLUS benefits. Keep them updated and motivated.

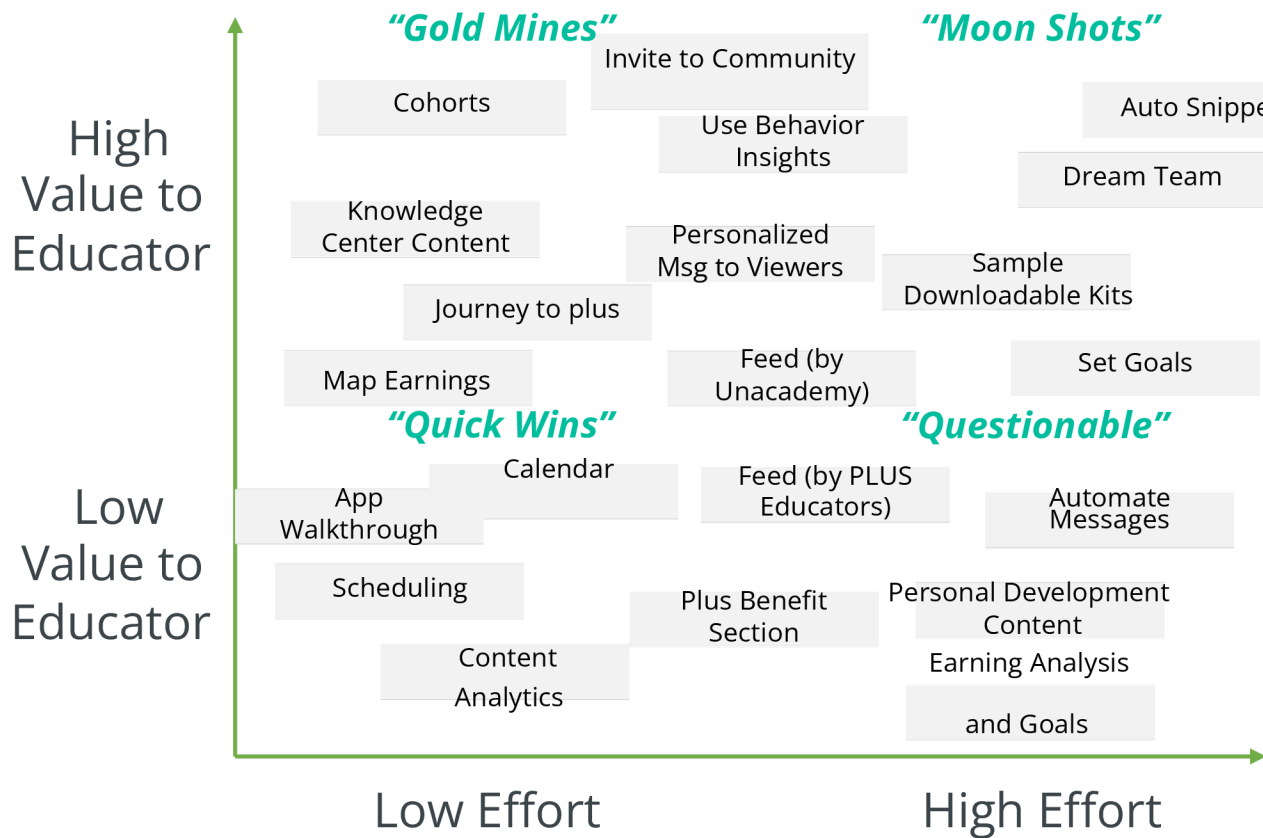
3 Step Opportunity Navigator | Step 1: Blockbuster Features

All Features marked as per the VISION.

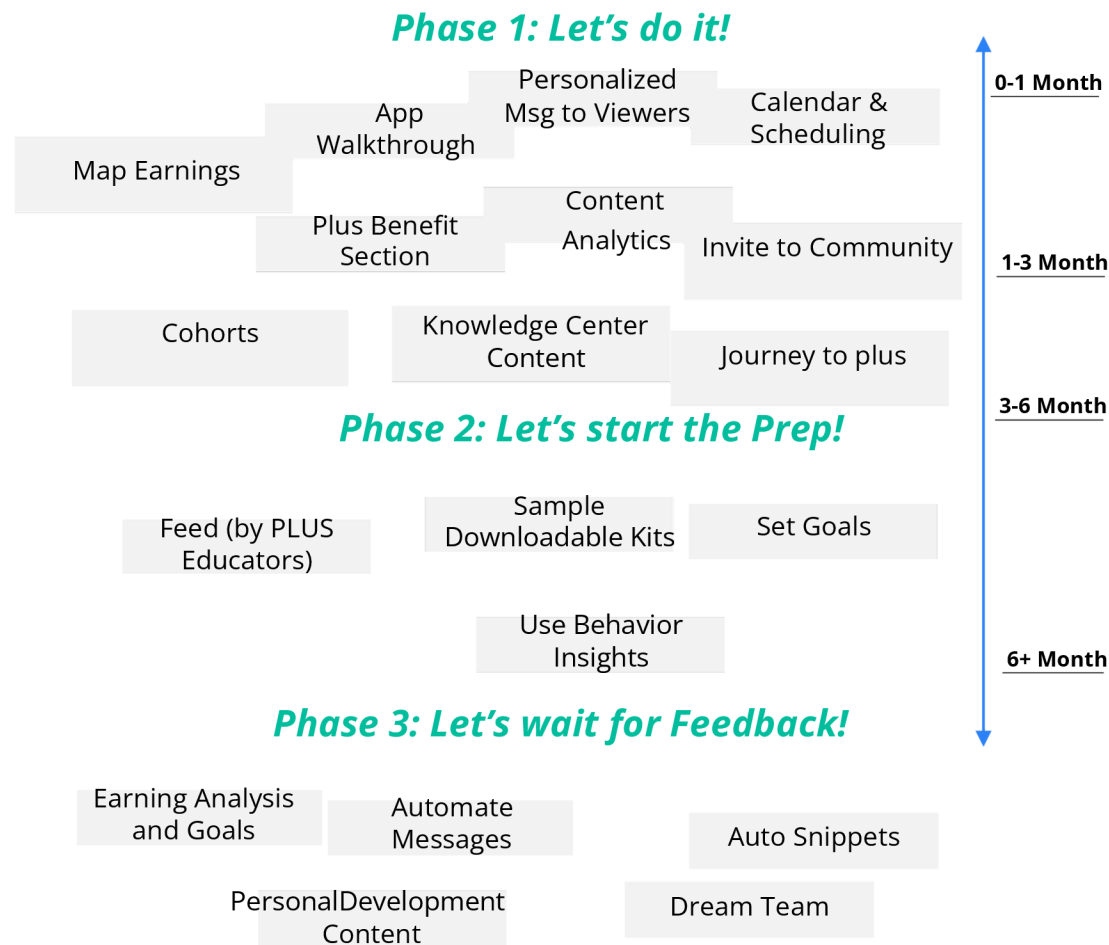


3 Step Opportunity Navigator

Step 2: Attractiveness Map



Step 3: Feature Opportunities



Thank you

-Tushar Kalra

Appendix-

Data Required-

- Process and approach to upload content
- User/viewer personas, demographics, and behavior
- Educator Persona
- User Flow, pre-post updates

Research Required-

- A deep research on Educator Personas, to understand their adaptability, usability, day-day schedule, preferences, and more.
- Survey on Educators using Laptops (/PC) vs Mobiles
- Content Type apart from Video proffered by viewers-Text doc, ppts, visuals?
- PLUSEducator's interest in community
- App Expectation
- Content Awareness
- Educator Collaboration Flow

P.S. It is just a Product Management Case Study I worked to refine my skills and has no connection whatsoever with the Product Team at Unacademy or the company on whole! 🙏