

Product Teardown

Referrals



nextleap

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What is



Nextleap is an online learning platform aimed at accelerating talent development amidst the challenges of the modern, rapidly evolving work landscape. Identifying the lacunae within the current online education sphere, Nextleap takes a unique approach by intertwining structure, community, and pedagogy. This helps seasoned professionals and newcomers to the job market in realizing their true potential.



in Numbers

**23+ Hiring
Partners**

**2022 -
South Asia
EdTech Top
100**

**Learners at
100+
product
companies**

Learning network spanning 22 countries, encompassing 1,000+ companies and over 7,000 learners.

Target User Segment

- Aspiring Job-seekers:** Fresh entrants seeking skills and guidance to become industry-ready.
- Career Navigators:** Professionals upskilling for advancement in a fast-paced job landscape.
- Autonomous Career Planners:** Self-driven individuals charting their own educational and career paths.
- Eternal Students:** Knowledge seekers valuing structured learning, community, and peer engagement.

Key Value Proposition

- Clear and organized learning journey**
- Interactions with supportive peers, domain experts, and mentors**
- Adapting teaching methods for varied learning styles and preferences.**
- Emphasizing the transition from theoretical knowledge to real-world use.**
- 1:1 mock interviews with mentors.**
- Cultivates an environment where intrinsic motivation thrives.**
- Affordable.**

User Persona



- **Layla** is a 27-year-old ambitious sales executive.
- From Central Delhi, known for its fast-paced corporate culture.
- Holds a bachelor's degree in Business Administration and works for a leading tech company.
- Often interacts with product teams to better understand product features and benefits.
- Eagerly looking to transition to a product management role within the tech industry.



- **Vicky** is a 23-year-old tech aspirant.
- From Bangalore, India, known as the tech hub of the country.
- Recently graduated with a bachelor's in Computer Science from a tier-2 college.
- Active member of coding forums and often participates in hackathons.
- Regularly scouts online platforms for courses to enhance his coding skills.

User Needs

- Acquire a comprehensive understanding of the tech products she's selling, enhancing her capabilities in her current role.
- Engage in courses or training programs that bridge the gap between sales and product management.
- Benefit from a community-driven learning experience to connect with current product managers and gain insights into the role's intricacies.

User Needs

- Find online courses that closely align with industry and job requirements.
- Secure mentorship or guidance from professionals in his desired career path.
- Access courses that offer hands-on practical experience, not just theoretical knowledge.
- Benefit from a structured learning path to ensure he's covering all the necessary topics for his job aspirations.
- Engage in community-driven learning experiences where he can collaborate with peers, share projects, and receive feedback.

Pain Points

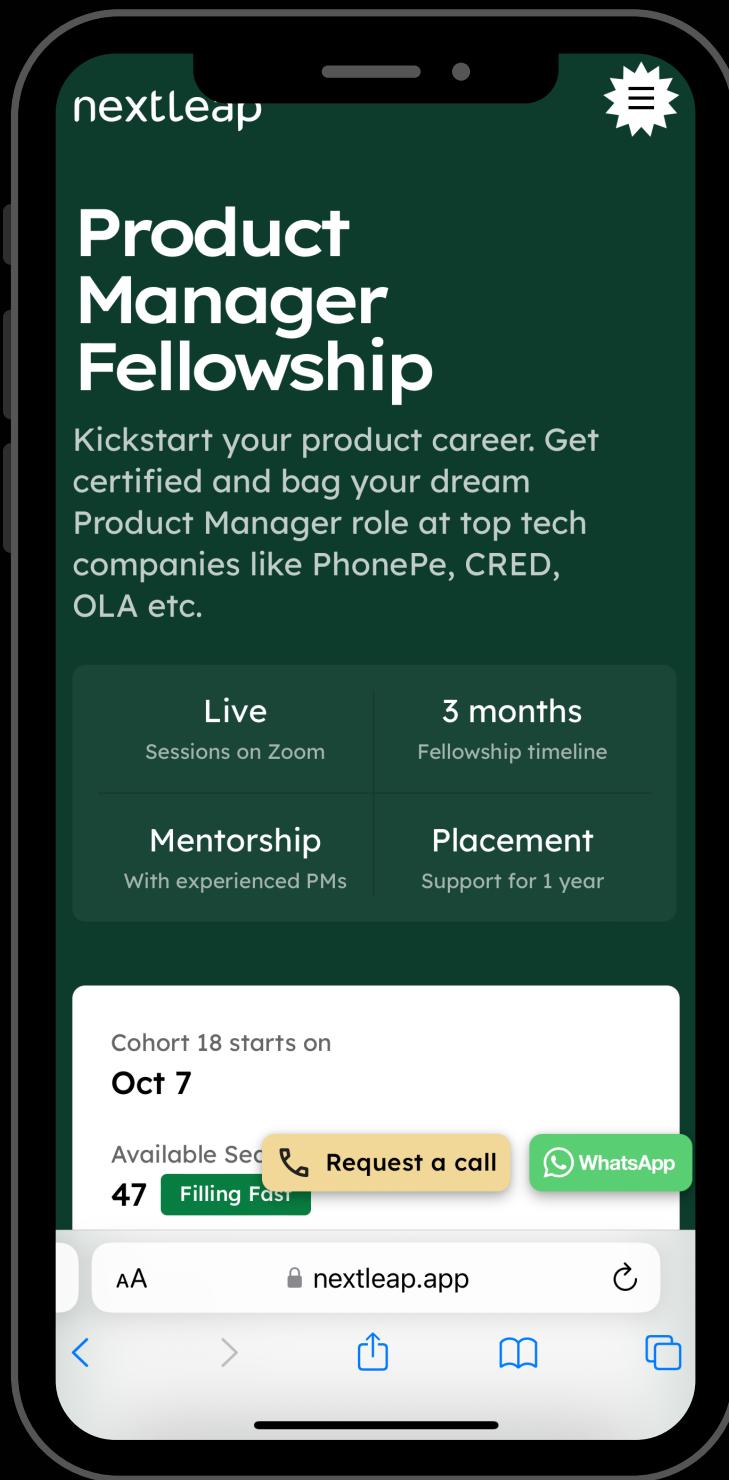
- With her demanding sales role, finding consistent and uninterrupted blocks of time for dedicated learning proves challenging.
- Overwhelmed by the number of available resources, unsure which would be the most beneficial for her career transition.
- Transitioning roles often requires networking in the target domain. Layla is concerned about how she'll connect with current product managers or industry insiders to get the necessary insights and potential job referrals.
- Layla worries about how she'll gain the practical experience that many product management roles demand, especially given her sales background.

Pain Points

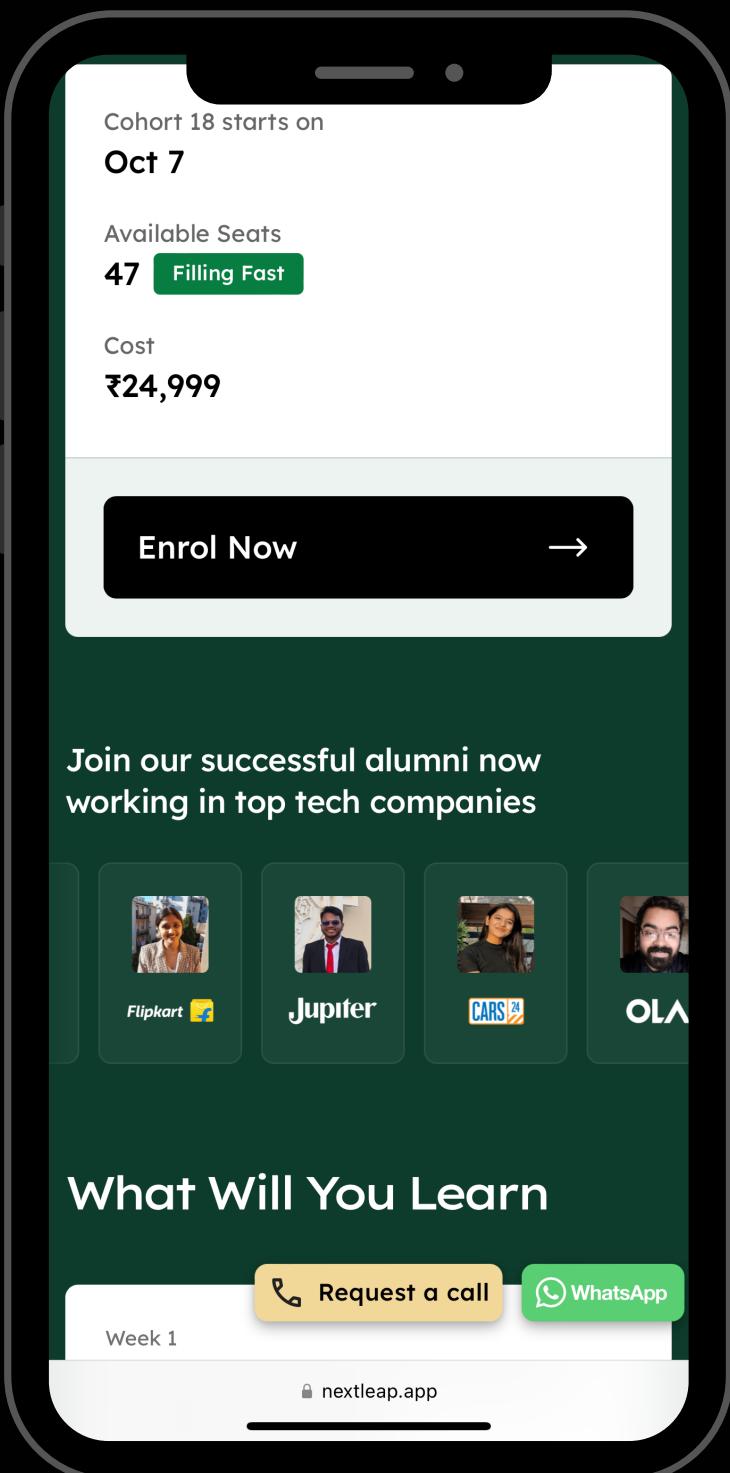
- Overwhelmed by the vast number of online courses, making decision-making difficult.
- Limited budget restricts him from investing in some of the premium courses that could be beneficial.
- Time management challenges between self-study, job applications, personal projects, and networking.
- Discrepancy between course content and real-world job requirements, leading to setbacks during job interviews.
- A lack of structured mentorship or guidance has sometimes led him down less productive learning paths.

User Journey

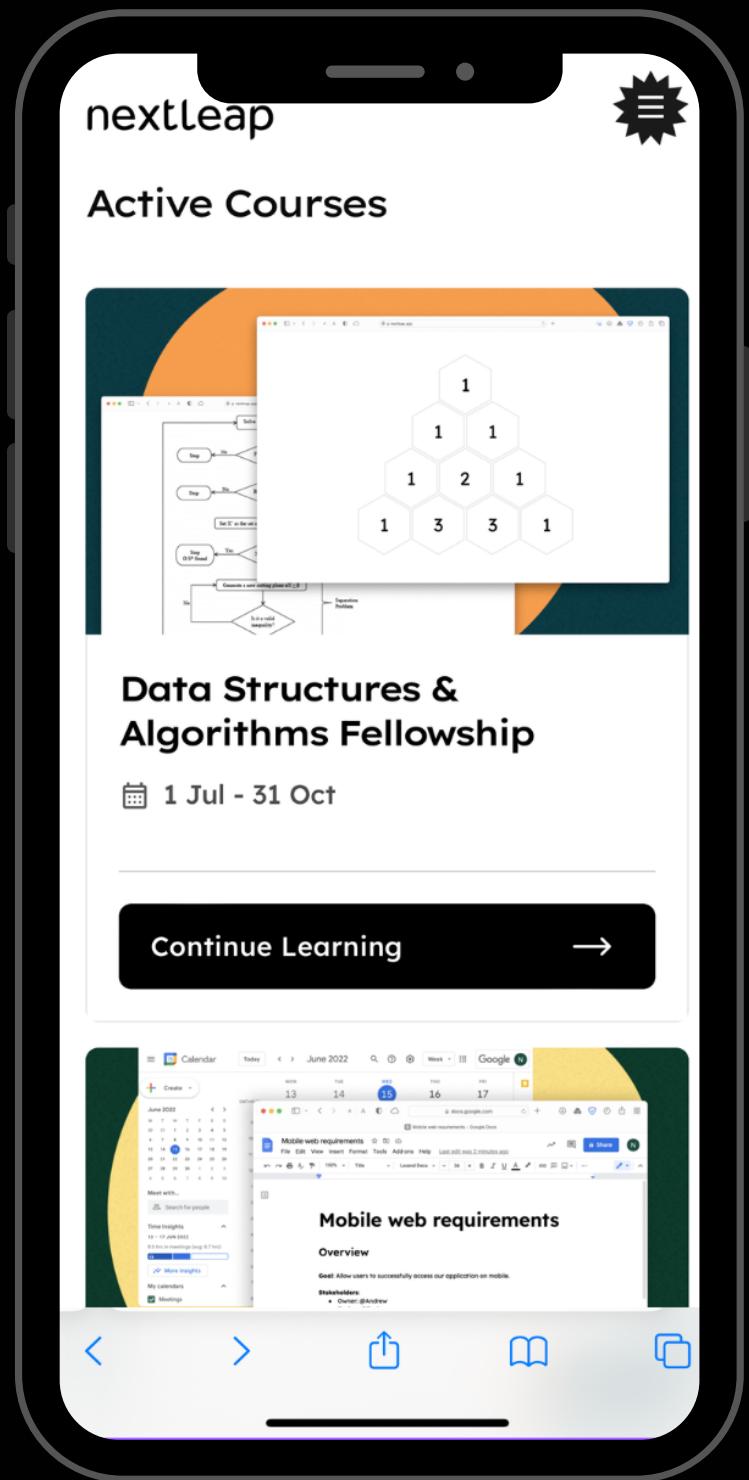
Step 1



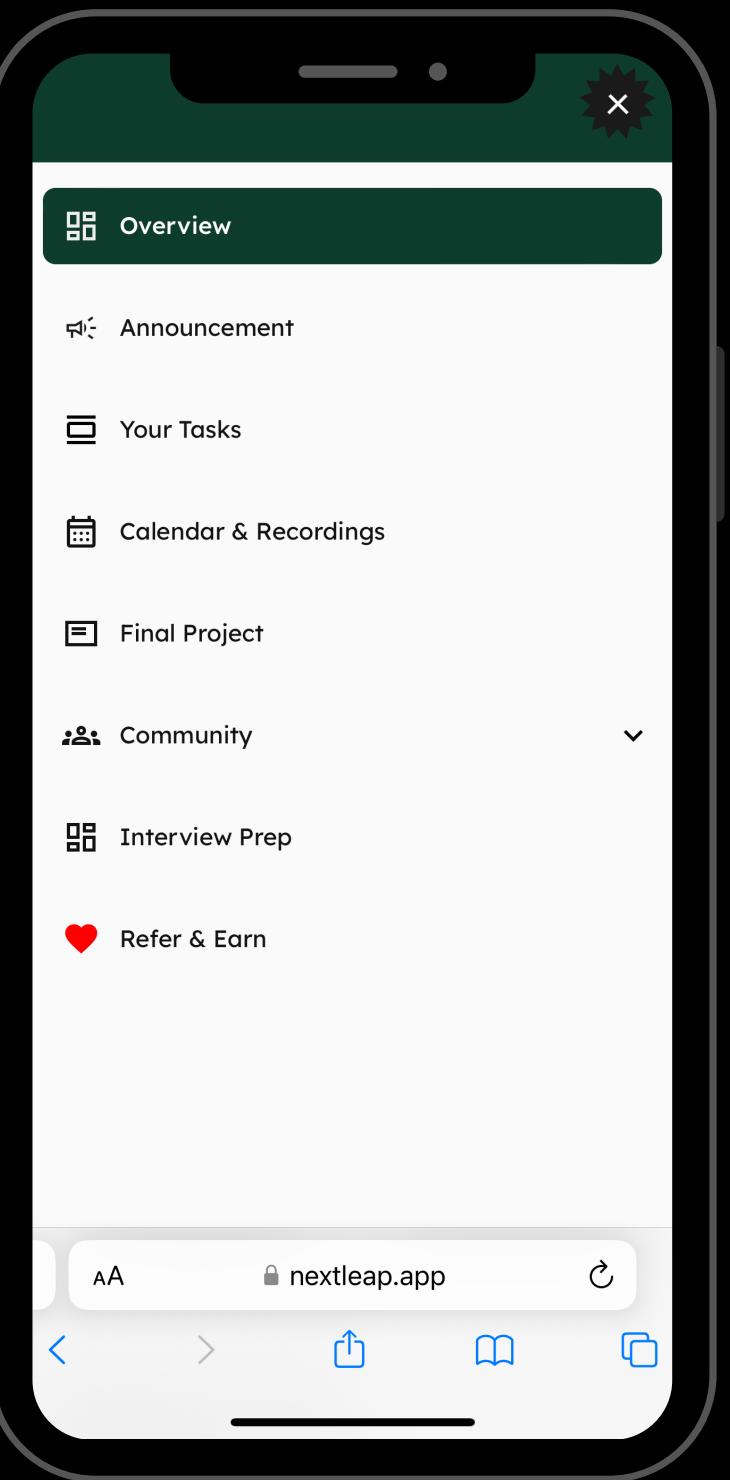
Step 2



Step 3



Step 4



1) User visits the Website.

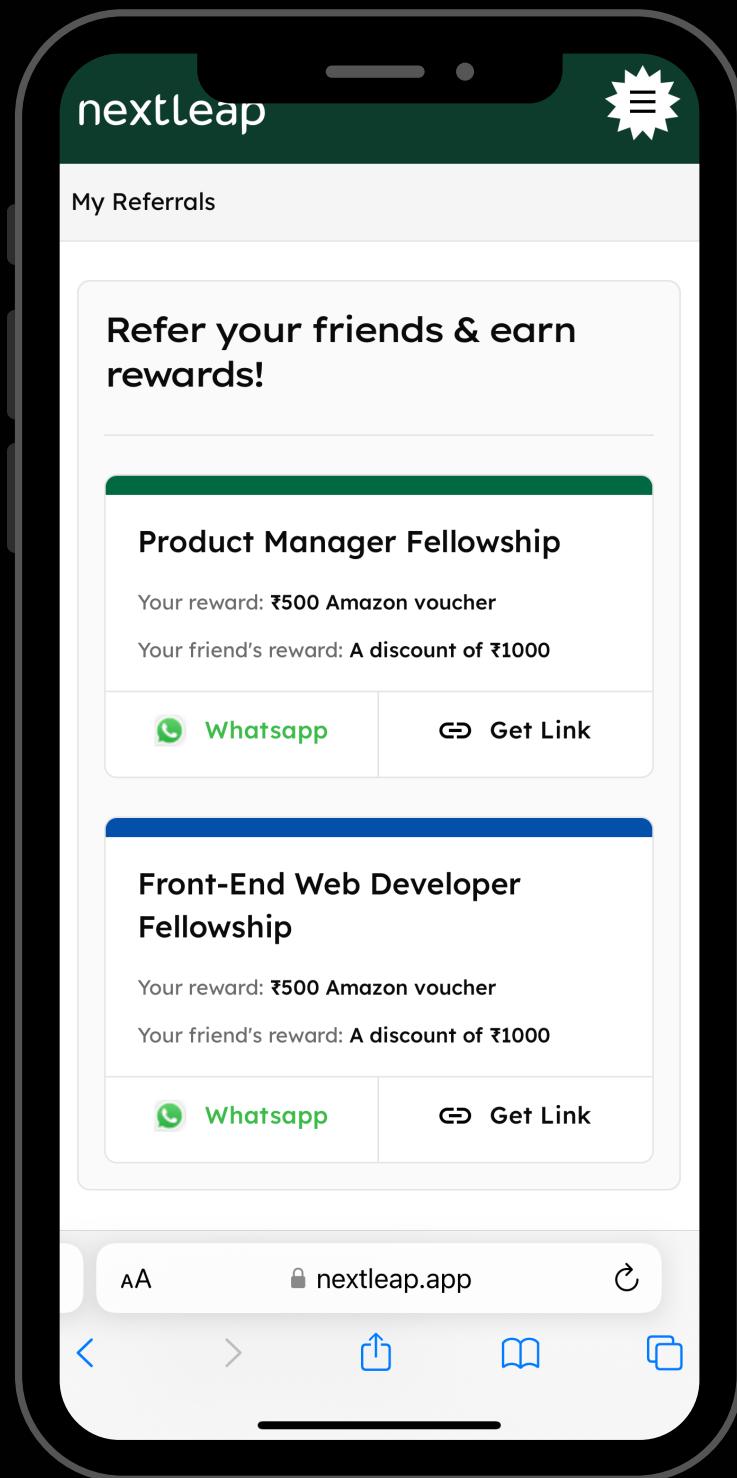
2) User searches for their desired course and enrolls in it.

3) User starts the learning.

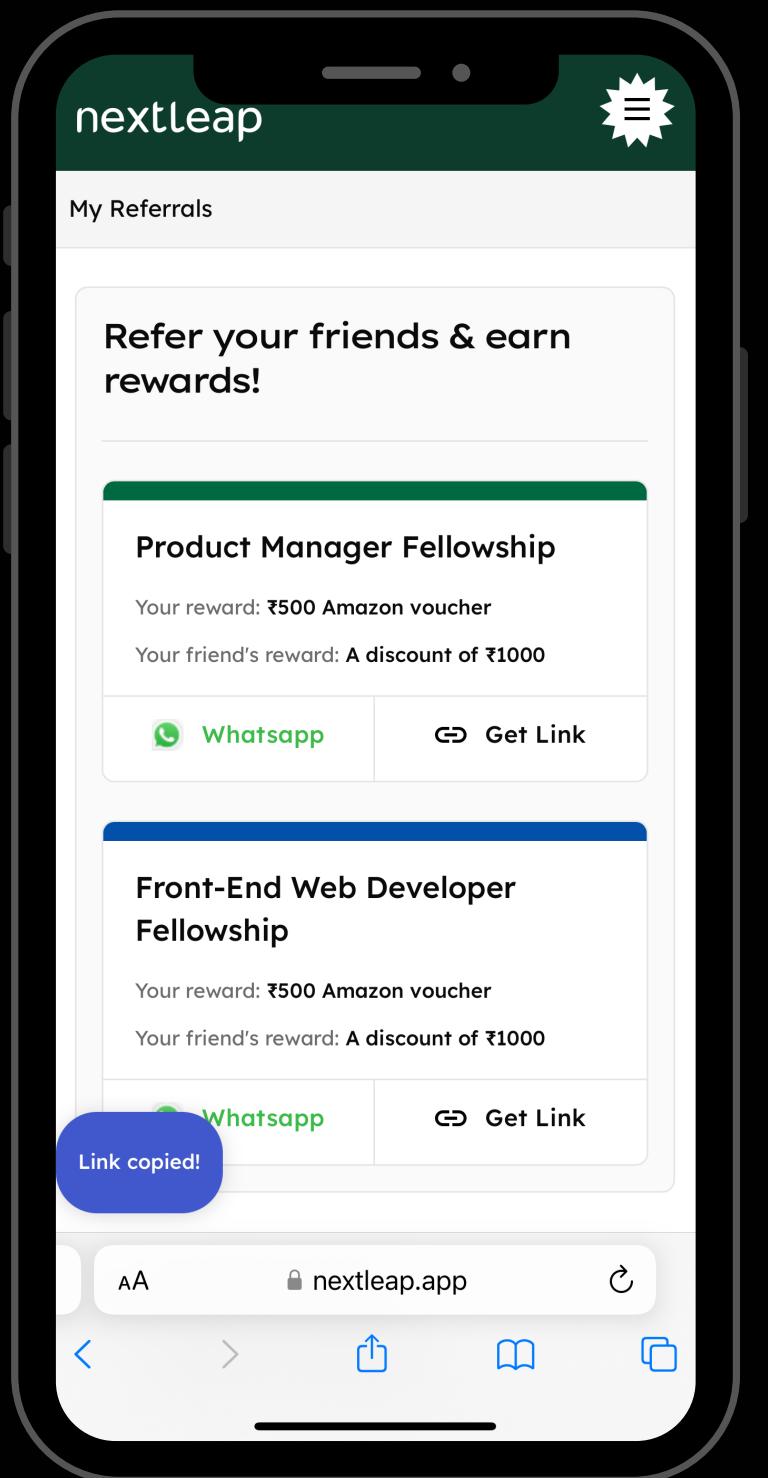
4) User clicks Refer & Earn.

User Journey

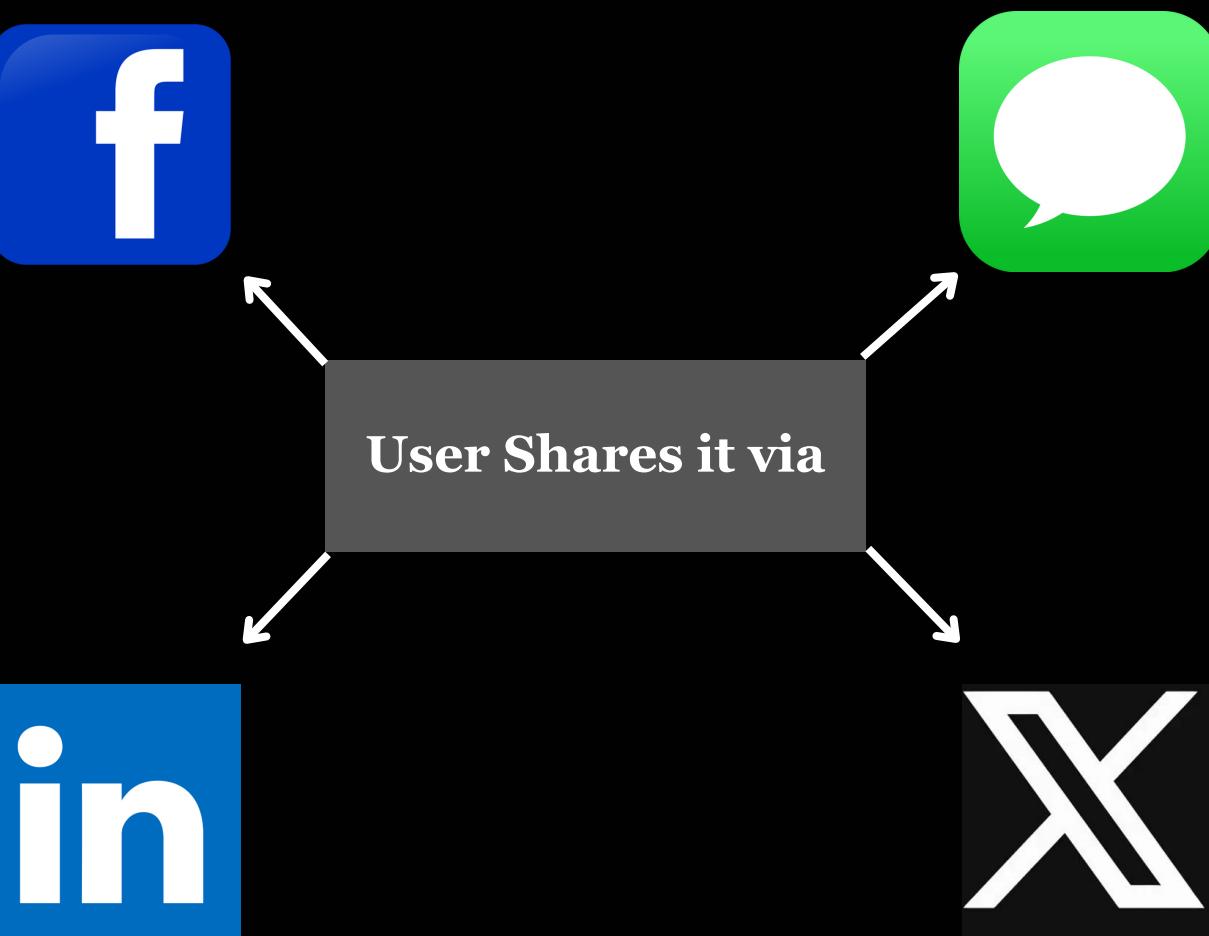
Step 5



Step 6



Step 6



5) User visits the Referral Page.

6) User copies the referral link.

WHAT GOT RIGHT

- 1. Gated Referral System:** Only fellows can refer, mitigating fraudulent referrals and ensuring genuine users promote the platform.
- 2. Balanced Incentives:** Offering benefits to both the referrer and the referred ensures mutual motivation to partake in the referral system.
- 3. Tiered Incentives:** A system that rewards users more as they bring in more referrals keeps users engaged and motivates them to refer more people.
- 4. Positive User Feedback:** Users refer others mainly because they believe in the value of the platform, indicating a strong product-market fit.

Areas for Enhancement

- 1. Incentive Transparency:** If the tiered system is not prominently showcased or is buried deep within the terms and conditions, users might forget or overlook it, diminishing its motivational impact. A clearly displayed reward system is crucial to keep users engaged and informed about the benefits of referring more people.

Metrics

1) L1 Metric :

- **Active Users:** The number of users who are actively engaging with the platform. This includes both new users and returning users.

2) L2 Metrics :

- **New User Acquisition:** The number of new users the platform acquires in a given timeframe.
- **Referral Rate:** The percentage of existing users who have made at least one successful referral.
- **Course Completion Rate:** The percentage of users who complete a course they've started.
- **Conversion Rate:** The percentage of referred users who end up making a purchase.

3) North Star Metric:

- **Successful Course Completions Through Referrals:** This captures the core value proposition of the platform – learning. It also ties in the referral mechanism, making it a metric that measures both user growth and the value users are receiving.

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Thank You

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