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PRODUCT MANAGEMENT FUNDAMENTALS

EduChat - Edtech platform for Interactive learning

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PART I: INTRODUCTION

PROBLEM STATEMENT

- **Clear Statement of the Problem:** Due to various reasons students face issues in studies and are not scoring well in the exams.
- **Why It Matters:** Students are the future of the nation. Focusing on the problems faced by them in studies help us to fix issues for their future.
- **Target Audience:** School children esp. 10th and 12th standard (due to the marks being considered important) in a rural community.

PART II: CUSTOMER JOURNEY MAP AND INTERVIEW QUESTIONS

Journey Map:

- Effective Learning supported by teacher during/after school.
- Effective learning during homeworks.
- Score with good marks at exams.

Interview Questions: (35 students/Parents were interviewed in-person)

- What are the main reasons of less scores?
- What are you doing from your side to get it resolved?
- What do you think, how school can help you out?
- Tell me few resources that may help you ?
- Do you have time to explore those resources after book reading and class time?
- How do you spend time at home?
- Who helps you at home/out of school in your academic problems?
- Which subjects do you have issues in?

Reference List:

https://docs.google.com/spreadsheets/d/1AADcfdf_JZePSZv68xF581Rk16arek6Lcrcs-yGylQw/edit?usp=drive_link

PART III: CUSTOMER UNDERSTANDING



PERSONA

- The customer segment covered here is of a particular school in remote village. The typical age of the students are between 10 and 18.

Behaviours:

- Students interested to learn but do not get the right facilities.
- Attend school regularly but often rely on self-study due to lack of teacher support.

Aspirations :

- Show curiosity and willingness to learn despite limited resources.
- They desire a learning environment that is interactive, engaging, and encourages active participation.

Goals:

- Want to score high in exams to get into good universities/colleges as per desires.
- Dream of pursuing career in fields like engg, medicine, space etc.

Challenges:

- Teachers are often irregular, making it hard to maintain consistent learning.
- Lack of academic support after school hours, both at home and in community.
- Limited access to digital resource and infrastructure, since its a remote village.

Empathy Map

SAYS

- Teachers are absent
- Difficulty understanding a subject
- Nobody helps after school hours
- I want to do well but don't know HOW

THINKS

- If I have proper guidance, I would do better.
- Education is only way out to better life

DOES

- Studies on his own, but does not know where to make corrections.
- Finds difficulty on certain subjects during studying (Biology, Physics, Maths)

FEELS

- Helplessness and no guidance
- Anxiety during exams
- Demotivated when grades do not improve

Empathy Map

PAINS

- Struggles to understand the topics.
- Has a lot of doubts in certain subjects but has no help in clarifying them.
- Does preparations on their own for exams, leads to unsatisfactory results.

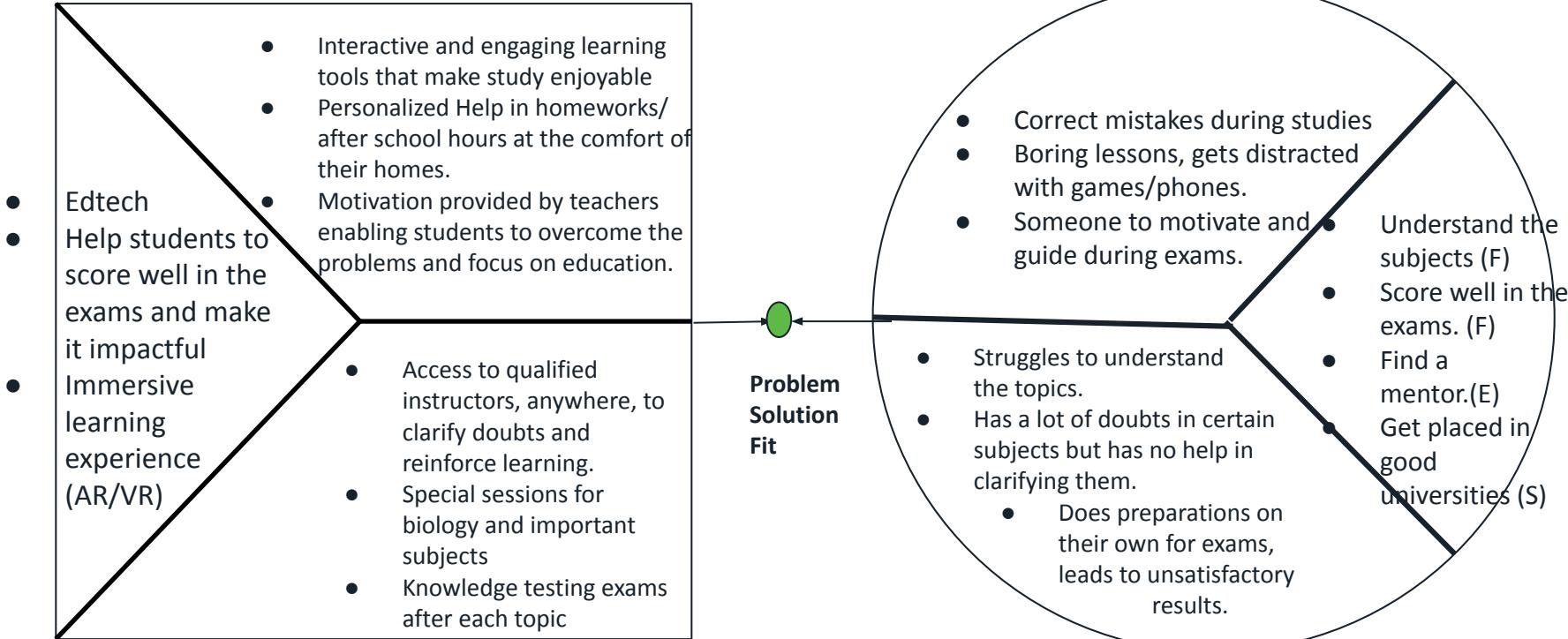
GAINS

- Access to qualified instructors anytime, anywhere, to clarify doubts and reinforce learning
- Personalized Help in homeworks/ after school hours at the comfort of their homes.
- Interactive and engaging learning tools that make study enjoyable
- Motivation provided by teachers enabling students to overcome the problems and focus on education.

PART IV: VALUE PROPOSITION



Value Proposition Canvas



PART V: MVP EXPERIMENTATION



MVP Scope

We have created a problem solution fit for the customer segment to gain insights on the market on this below link:

- <https://educhat-k-12-landing-fitq.bolt.host>

Based on the testing on real-time basis we would start to build the next phase of the product.

ASSUMPTIONS & HYPOTHESIS:

		Critical
		No Evidence
Have Evidence		
	Assumed that the students are comfortable using technology (phone/ computers) and have access to internet.	Assumed that the students are interested to learn despite lack of external motivation.
	Parents are supportive and guide the students or supervise them on timely basis.	Assumed that we could scale the service to other schools with the help of government and sponsors to produce the best education
		Not Critical

ASSUMPTIONS & HYPOTHESIS:

“We believe” hypothesis...

We believe that 60% of the school students

will adopt the platform service in 1 month

to study on daily basis

Because its solving learning issues in interactive manner

Hypothesis:

- **Null Hypothesis:** Our proposed product will not bring any significant outcomes in learning and exams.
- **Alternate Hypothesis:** Our proposed product will significantly improve the learning outcomes.

MVP EXPERIMENTS:

Our MVP is a lightweight, web based adaptive learning platform tailored for k12 students, initially focusing on one subject (Biology), it includes:

- 1. Diagnostic quizzes to assess learning levels
- 2. Personalized content recommendations
- 3. Dashboard for progress tracking
- 4. Uses of AR/VR for deeper insights in subjects.

Prioritized Assumptions:

- Student struggle with understanding concept due to lack of personalized support
- Adaptive content, improved engagement
- Students are willing to try digital resources if it's easy to use and accessible

MVP Experiment Continued

Currently under process:

Landing Page: Created a single page, explaining LMS to invite sign-up for early access

In our next stage, we will be conducting following experiments:

Mockup testing: shared clickable mockup with students and teachers to observe usability and gather feedback.

Explainer Video: Explaining video as how LMS works and its benefits.

Pilot Quiz: A diagnostic quiz to test engagement and accuracy of contents

MVP Continued...

Data Collected

- Number of signups and quiz completions.
- Feedback from students and teachers.
- Engagement metrics (time spent)
- Pre and post quiz scores.

Value Delivered

- Student received personalized learning path.
- Teachers gained more insight on student.
- Parents can see visible progress.

Learning Outcomes

- Validated that adaptive learning platform increases engagement and scores.



THANK YOU