

ASSIGNMENT OF ASSOCIATE PRODUCT MANAGER AT LogIQids.

- **Primary value proposition of LogIQids?**

So, here what we have seen about the Value Proposition of this application is where all other apps are providing the study materials for the competitive examinations like State exams, NDA, UPSC Etc, for the adults and Job seekers. This one has come with a really different idea and that is the:

“User centric approach but this time these are the kids, would be existing somewhere between 5 to 15 years of age”.

So The Value Prop is it came with a unique approach to touch the Pain points of the customer:- Parents this time, those who wanted to consolidate the Critical thinking and logical reasoning ability of their child.

1. **Customer Acquisition** is based on the centricity of “age bracket” those are still not came across with such kind of services.
2. Growth is enormous, in these kind of application. But still with continuous improvements, Priorities measurements And new feature addition.

- **STRENGTHS AND WEAKNESS IN CURRENT UX.**

So since I’ve downloaded the app and done a basic user survey, so on basis of that only I can say it has.....

1. Short and simplified **User Interface**.
2. **Gamifications** too, that’s the demand of new generation.
3. Non confusing interface.

And talking about the weakness then.....

Well an app can’t have that weakness, because it can be fix with appropriate appliance of frameworks and methodologies but the **Area of Improvements**, we can say are here, as from the perspective of a user and examining the Pain point here.

1. Usually lagging screen by clicking on a feature

2. Yes, Worksheet, are still gives the vibe of a class exam paper's solution sheet, so by going through that and if not able to gain good marks, the morale drops, and **Drop-off comes**.
3. Looks like , it has some limited resources and limited facilities too over the application, and not proper prioritization has been done, That's why it loose its **retention ability**.

- **Unnecessary Features/Improvisation**

So, when it comes to talk about the unnecessary feature or any improvisations in the future then I see that in this application, when I first, It takes the General Information like....

Kids Name, Class, Address and School And that's fine for the Identification and all. Credentials are good. There are not these kind of stuff except that time taking onboarding process.

So Now Talking about the competitors in the market then we see that there are few still despite of dismissal of Byjus. But there are few.....Still like Cuemath and Akash...

1. But we have the benefit that they are really not in the **specifc niche** that we do have like **reasoning, Quants and IQ Building**.

And we can differentiate ourselves as, we should start looking at our USP, That's the **logical reasoning**, that was left out by many so it could be a pioneer into that. And this way it could gain the Dominance that comes with having the power of a Pioneer.

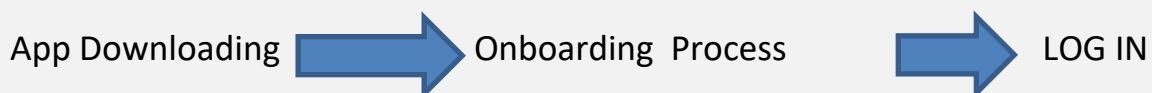
2. By adapting the traits of continuous upgradations and improvements with the Customer/ User Feedback we can come the **Feasibility maximization**.

Data Based Problem Statements:

So, talking about the main reason behind the drop off is that, see eventually they are child and that too at the age of 5 to 14 so, they would be energetic and lethargic as well, But as a digital Platform we have to found out that where they are showing there complete interest.

1. Worksheet are not enough and I see even my nephew does not shows interests in the exams, unless some Puzzles and Games are there on the way...So can give my own opinions to improve the features like
 - **Add some Prizes, rewards and gifts or can collaborate with Zepto' to deliver the Reward or appreciation prize for the best performance (above decided benchmarks in marks segment) to deliever at their doorstep, Just to make the Child happy....like Chocolate, Toys based on some brainstorming games like puzzles and chess etc.**
 - **Should add more Gamification and Animation or videos in mid of the worksheet to keep the child hooked with the best storytelling, but again based on some question at the end to optimise the memory enhancement skill of a child.**

So when it comes to Priortizing the series to evolve this app in a better way is that I can create this....



So, Now here we can start it by notifying the **worksheet timing to the Parent's phone as well as where on which device the application is installed.**

So when he opens the application, have a worksheet on the starting at the front page but should be added with **Animations and videos in the cartoon form but as a bonus only, for short time like 2 min or 1 min even** , but can be accessed only when the child is completed a certain extent of Problem Statements.

- And Now we are going for the success metric of this application and for this we need to see the:-

- **Drop off Rate**
- **Customer Engagement Rate based on previous track**
- **Retention Rate**
- **CTA Ratio, in case of additional benefit on pay**
- **Customer Feedback and UI Rating based.**