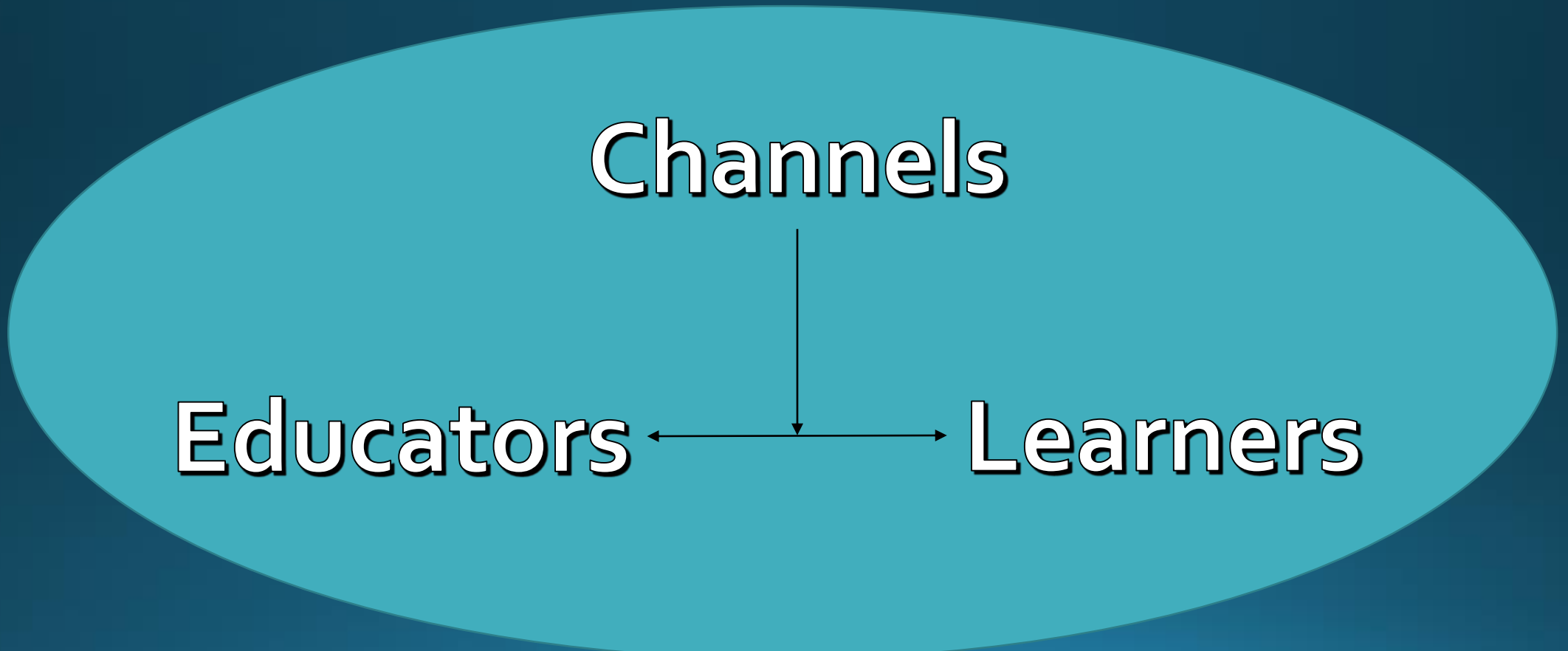


Building the nation by improving education

Who, Where and How?



Education Landscape and User Segments

Let me break the education landscape into the user segments in the space and the channels of content/knowledge distribution

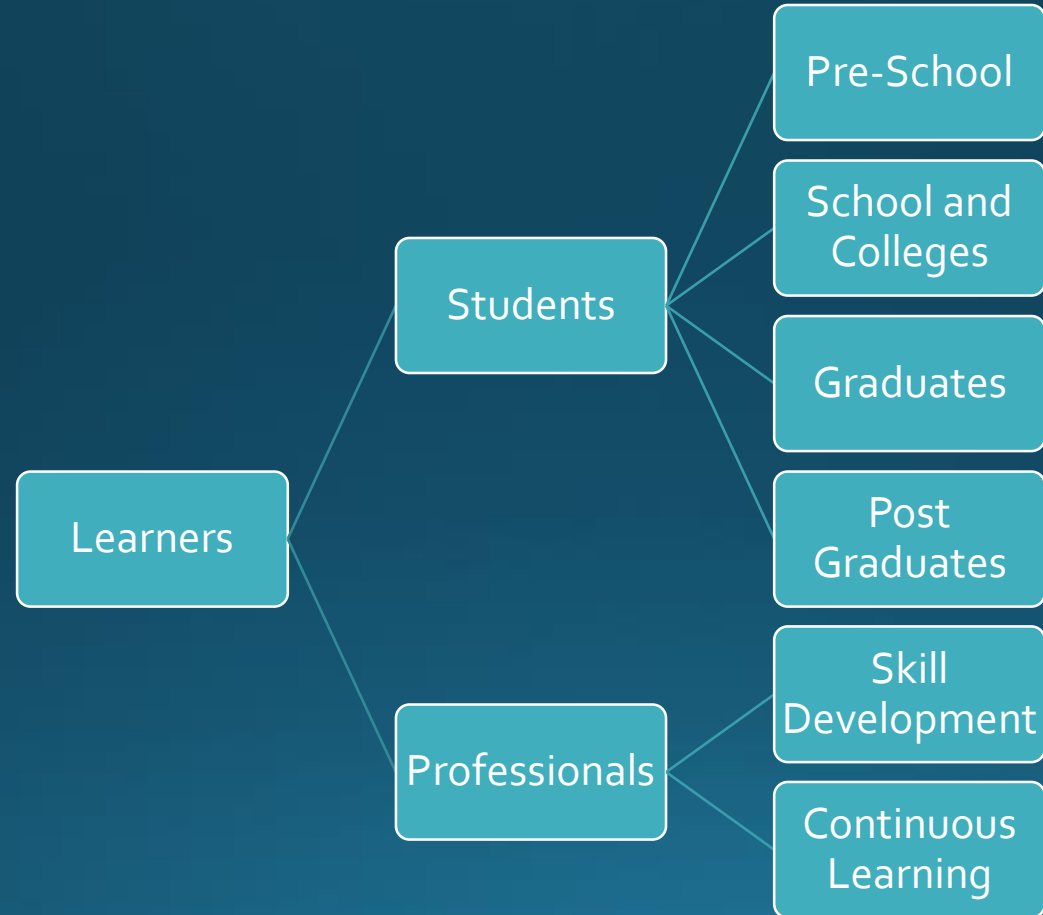
User Segments:

1. Consumer or receiver of content/knowledge, let call them as 'Learners'
2. Deliverer of content/knowledge, let me call them as 'Educators'

Channels of Content/Knowledge:

1. Communication – The Educators explaining to the learners by their experience
2. Books – Learners learning from books by themselves or by the help of educators
3. Notes – Learners learning from notes by themselves or by the help of educators
4. Digital Content like eBook, Videos and Audio – Learners learning from digital contents by themselves or by the help of educator

Learners



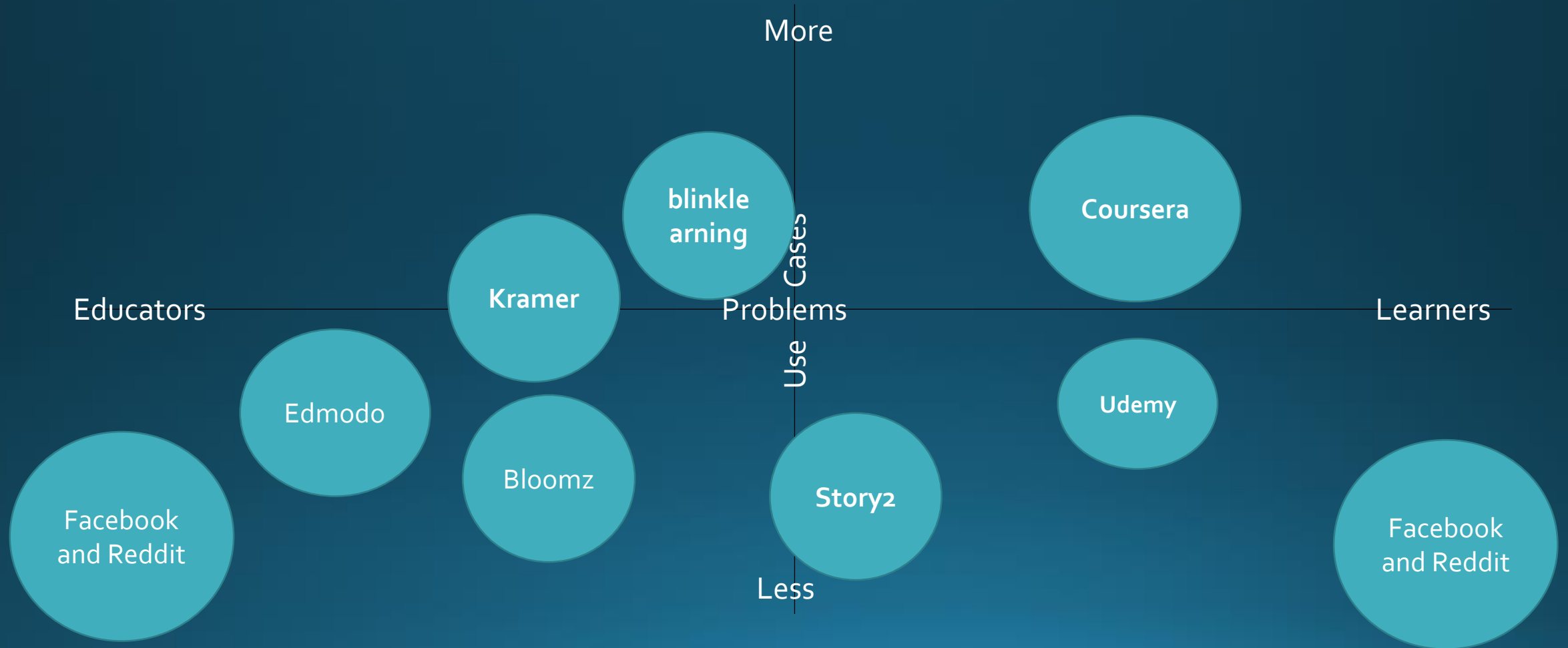
Educators



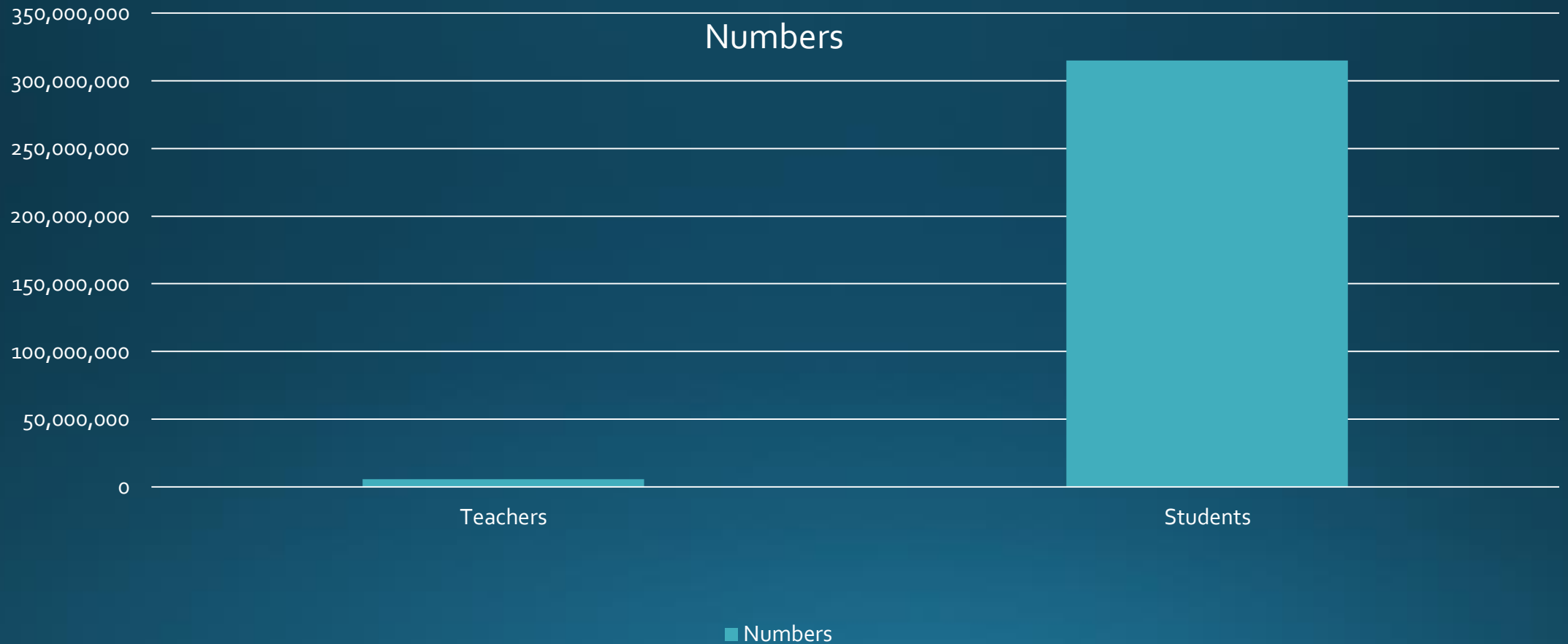
Channels



Existing Solutions



Students Vs Teachers (India)



Focus on Teachers

- Make better teachers to make better students
- Many problems and use cases needs to be solved
- Teachers are extremely less as compared to students (6 mn VS 300 mn)

Let me create a user person – Mahima,
who is a teacher

Mahima

Mahima, recently became a high school English teacher



Behaviors

1. Mahima is very friendly with her students
2. She always tries to guide and mentor her students
3. She tries to learn and adopt new learning methodology

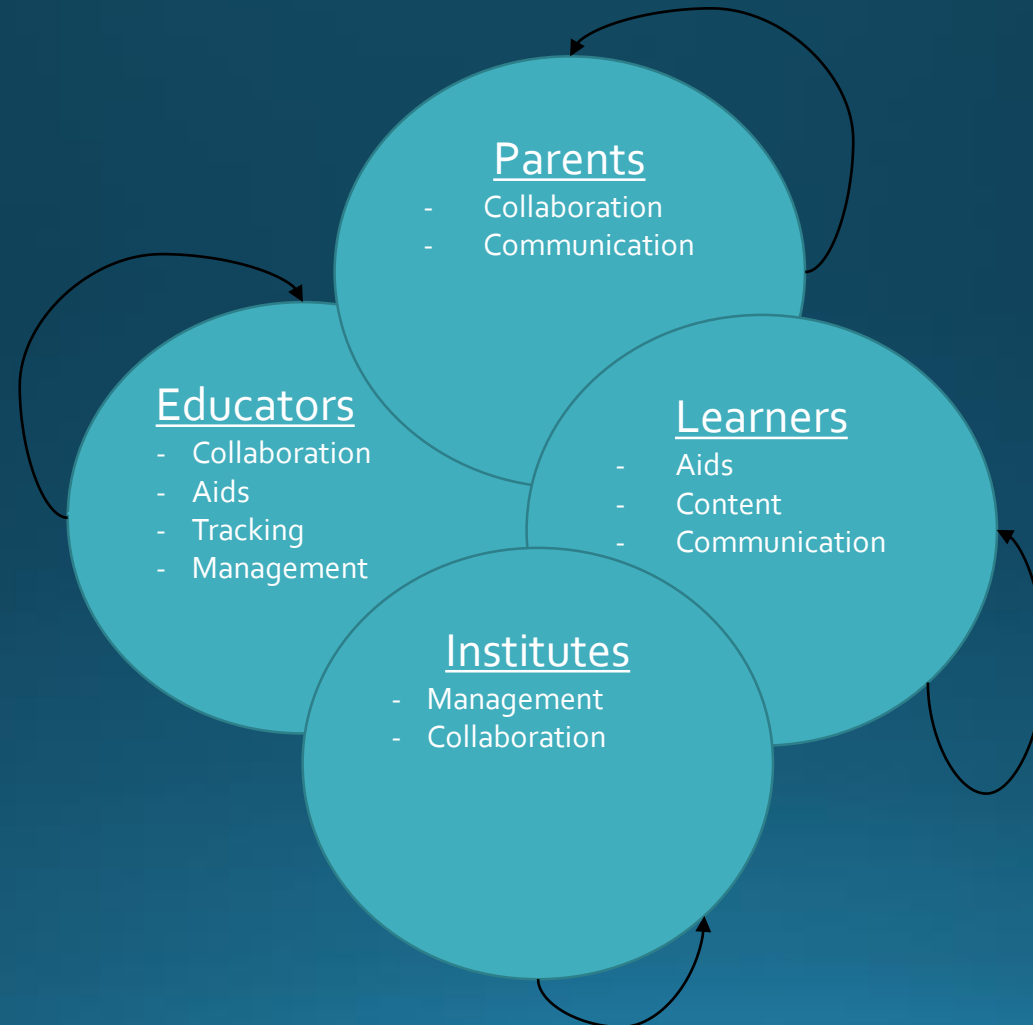
Needs and Goals

1. She wants to know what are the new teaching methodology
2. She wants guidance from other teachers
3. She wants guidance on how to treat each type of students (personalities)
4. She wants an easy way to help her with her daily routines like curriculum creation, teaching, paper checking and mentoring
5. She wants to find out if the students is going to perform well or she has to give extra attention
6. She wants to connect with student's parents and so that she can guide them

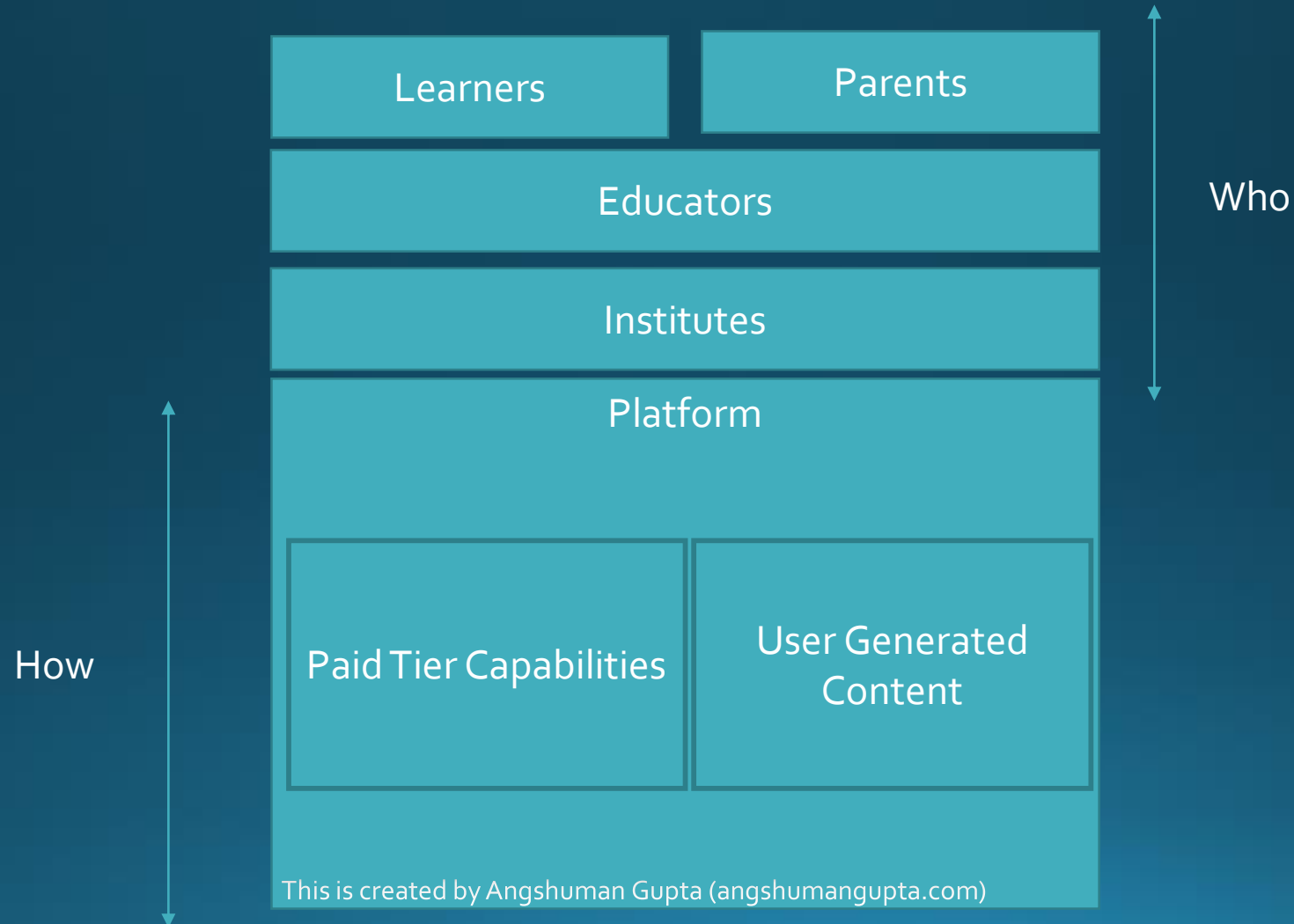
Solutions -> Ideas

#	User Needs	Existing Solution	Proposed Solution/Features	Value Proposition
1	She wants to know what are the new teaching methodology	By asking from peers and friends or by Googling, which is not real-time and is time consuming	A knowledge Base of latest teaching methodology	Always latest and easy
2	She wants guidance from other teachers	Limited to only peers and friends	Connect with other teachers across the world	Realtime
3	She wants guidance on how to treat each type of students (personalities)	Teachers will find out this by their experience which is not optimum	Teacher forums to discuss the different problems	Global corpus of knowledge
4	She wants an easy way to help her with her daily routines like curriculum creation, teaching, paper checking and mentoring	No Solution	Helping bots that will act as an aid for various day to day activities, like creating the teaching schedule and checking answer papers	Will help the teachers and reduce their day to day activities
5	She wants to find out if the students is going to perform well or she has to give extra attention	Teachers will find out this by their experience which is not optimum	A camera can be used to track and record the daily activities of the students - whether they're paying attention, talking or doing their task. This recorded video will act as data to analyze and predict the student's performance	Data-Driven and students can be monitored better
6	She wants to connect with student's parents and so that she can guide them	Limited to parent teacher meeting or through WhatsApp	Connect with parents anytime and update them	Realtime

Solution → What are we building?



Solution → What are we building?



Minimum Viable Product

- Based on the previous proposed solutions, let me create an platform where different teachers can connect, post and discuss. Teachers can also connect with parents.
- I am only picking user needs – 1, 2, 3 and 6 as these will be easy to implement and immediately add value for the users

Use Cases and Prioritization

Let me divide the different use cases into phases depending on the customer delight, how many customers we're impacting and finally development cost. Phase 1 will be our minimum viable feature sets

Phase	Use Cases	Product Module	Customer Delight	Impact	Cost
Phase 2	As a teacher I want to connect and chat with other teachers so that I can communicate	Teacher Connect>Chats	High	Medium	Medium
Phase 1	As a teacher I want to post my problems so that I can get answers	Forum	High	High	Low
Phase 1	As a teacher I want to reply to the problems so that I can help others	Forum	High	High	Low
Phase 3	As a teacher I want to post the latest teaching methodology	Knowledge Base	High	High	High
Phase 1	As a teacher I want to connect with the parents about the class updates	Parents Connect>Post Updates	High	High	Low
Phase 2	As a teacher I want to update the parents about the students performance	Parents Connect>Student Profile	High	Medium	Medium
Phase 1	As a teacher I want to update the parents about the homework and assignments	Parents Connect>Student Calendar	Medium	Medium	Medium
Phase 3	As a teacher I want to chat with the parents so that I can communicate with them	Parents Connect>Chats	High	Medium	Medium
Phase 1	As a parents I want to view the class updates	Updates	High	High	Low
Phase 2	As a parents I want to view my child's performance	Student Profile	High	High	Medium
Phase 2	As a parents I want to view my child's homeworks and assignments	Student Calendar	High	Medium	Medium
Phase 3	As a parents I want to chat with my child's teacher	Chats	High	Medium	Medium

Business Goals

1. Engagement – How much the users using each features
2. Retention – Users coming back to the platform

Product Overview

Our MVP will have a web apps, for teachers and parents.

Teachers will have following capabilities:

1. Capability of ask questions
2. Capability to post answers
3. Capability to answers
4. Capability to post the class updates

Parent will have:

1. The capability to view the posted updates by the teacher

As it is an MVP the credentials will be shared/whitelisted and there no registration flow

User Journey Maps

Teachers

Login

- User Type - Teachers
- Enter Credentials

Forums

- Post Questions
- View Questions

Questions

- View Question
- Post Answers
- Reply Answers

Class Updates

- Select Class
- Post daily updates

Parents

Login

- User Type - Parents
- Enter Credentials

View Updates

- Select Class
- View daily updates

Designs (Mockups)

Login

A Web Page

http://pearson.com/login

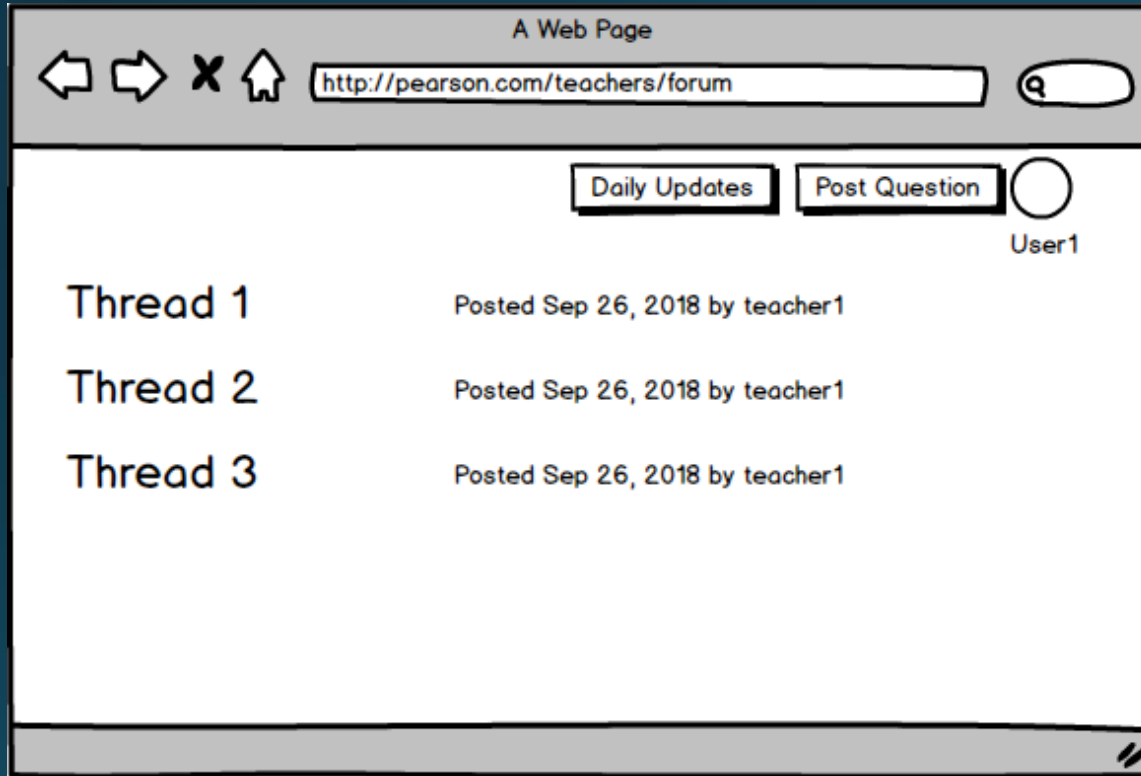
Parents ☒

Username

Password

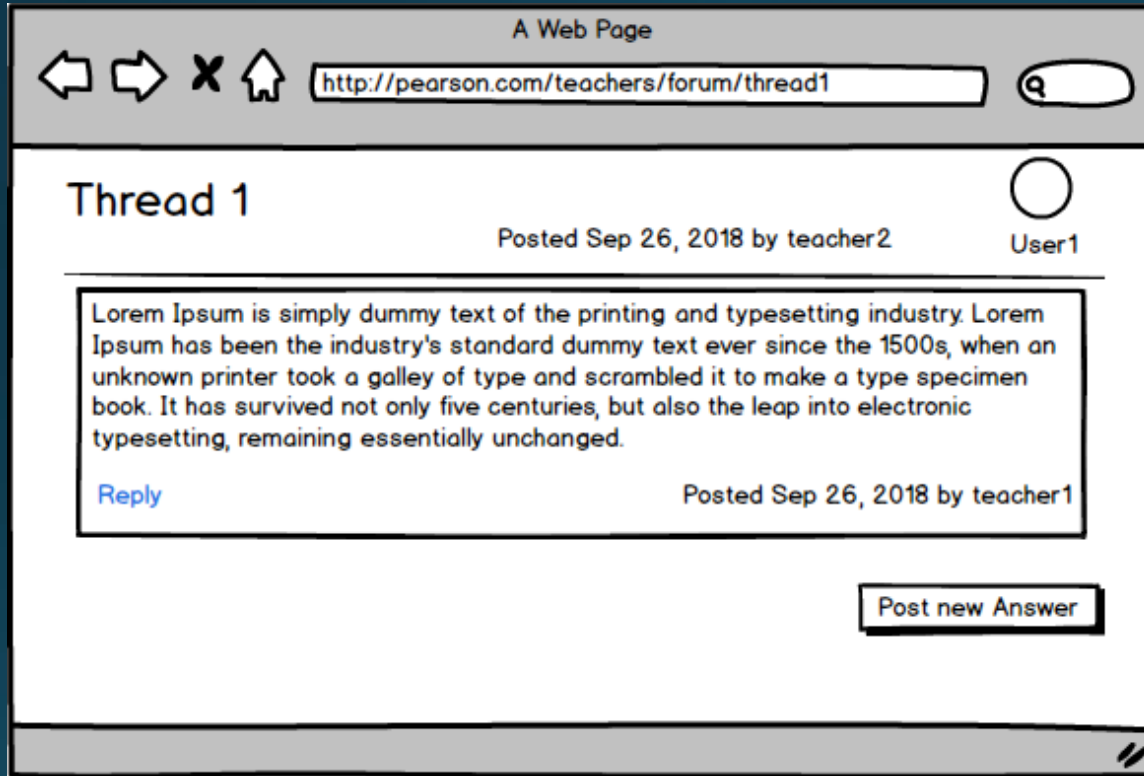
1. Both parents and teachers can login by this
2. I have separated the parents and teachers roles as there may be users with both the parent and teacher roles

Forum



1. Teachers post login can post their forum threads by clicking on 'Post Questions'
2. 'Post' will open a text box where the user can enter the thread question and submit the same
3. Each thread on posting will log the username, and time of the post
4. Daily Updates will redirect the user to the Daily Updates screen (Slide – 26)

Forum - Thread



1. On clicking a particular thread, user can check the answers
2. User can reply to a particular answer
3. User can post a new answer
4. Each answer upon posting will log the username, and time of the post

Daily Updates - Teachers

A Web Page

http://pearson/dailyupdates

Select Class

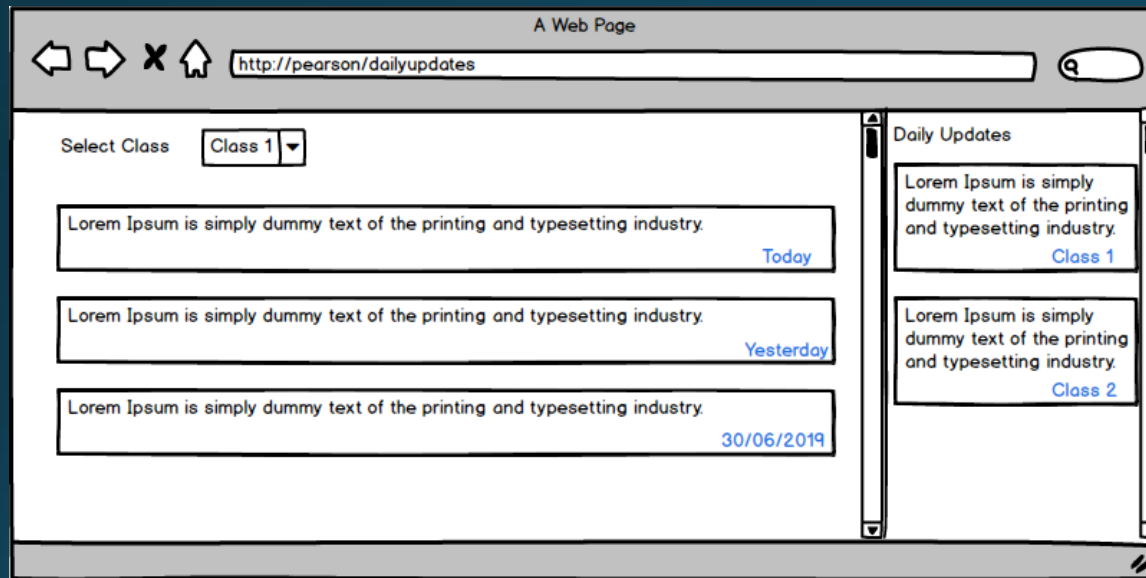
Daily Updates

Lorem Ipsum is simply dummy text of the printing and typesetting industry.
[Class 1](#)

Lorem Ipsum is simply dummy text of the printing and typesetting industry.
[Class 2](#)

1. Teachers can select a particular class and post their updates
2. Teachers can also check the daily updates of all class at the left hand side

Daily Updates - Parents



1. Parents post login will be directed to this screen where they can select a class
2. Upon selection, the parents can check the daily updates posted by the teachers in a reverse chronological order
3. The left hand side is similar to teachers, where they can check the daily updates of all classes

Go To Market Plans



Business Model



Success Criteria

Following will be metrics we need to track:

1. # of users logging in per user segment – Teachers and Parents
2. # of users posting
3. # of users replying
4. # of parents viewing/# of teachers posting
5. # of teachers replying per forum post
6. Total time spend per user segment – Teachers and Parents
7. # of users coming back → D₁, D₂, D₃...D₇ Retention numbers and W₁, W₂, W₃, W₄ Retention numbers
8. NPS Score → This can be done with survey forms initially

Thank You

Get in touch! [LinkedIn](#) | [Instagram](#) | [Facebook](#) | [Email](#)

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