

SmartAssist **coursera**

Learn the way that works for you



PROBLEM STATEMENT & PAIN POINTS

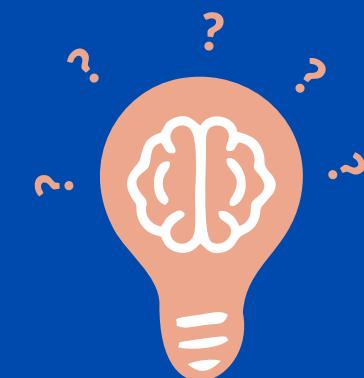
Neurodivergent learners, such as those with ADHD, Autism and dyslexia, often face cognitive overload, focus difficulties, and comprehension struggles on traditional online platforms. As digital education grows, these challenges have become more pronounced, leading to frustration, disengagement, and lower course completion rates.



Cognitive Overload



Lack of Personalization



Difficulty with Focus and Attention



1:20 / 8:00



1. Problems faced by Neurodivergent Student

C | VISION

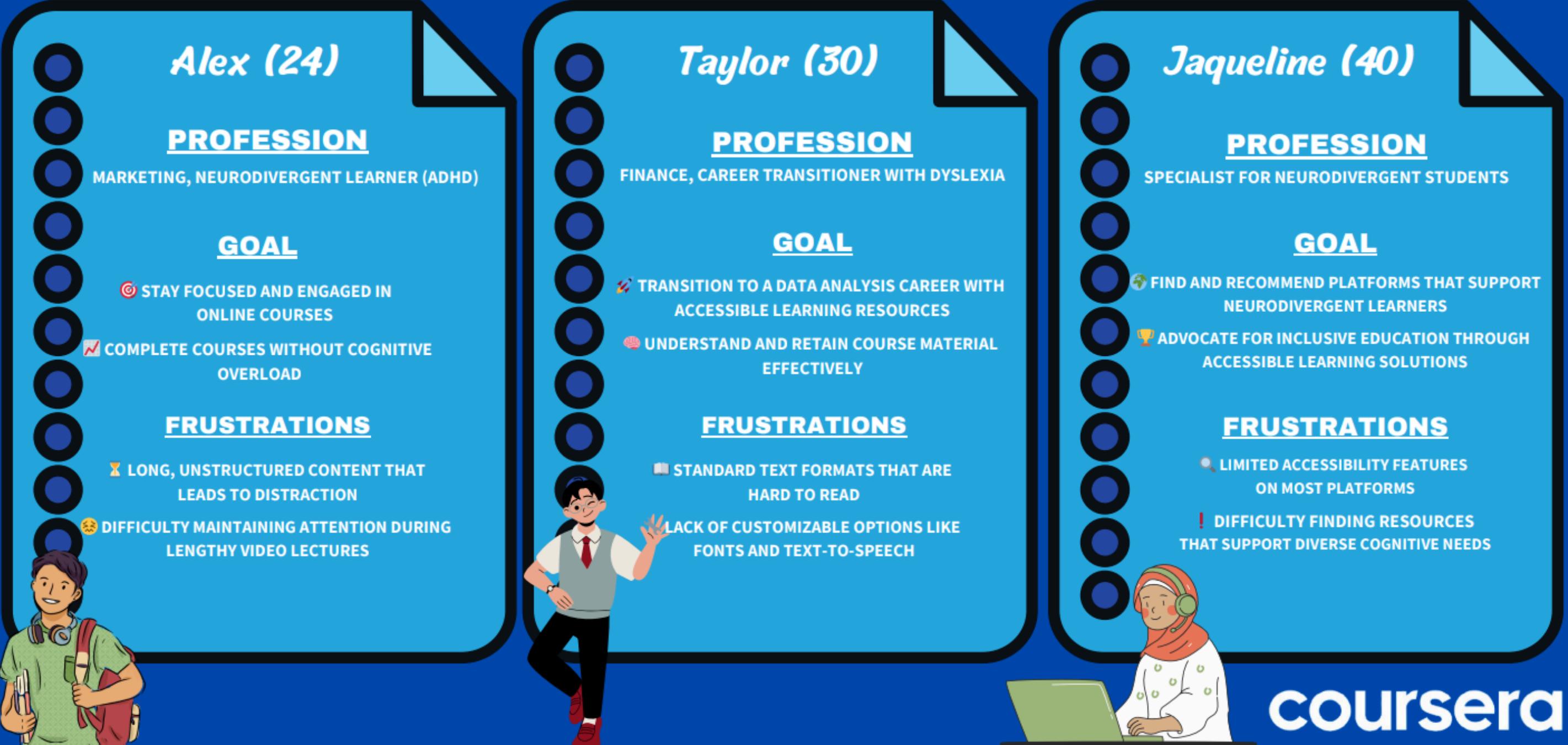
To make Coursera the most inclusive learning platform, empowering neurodivergent learners—such as those with ADHD, dyslexia, and autism—to thrive through accessible, personalized education, free from cognitive barriers.



▶ 🔊 2:25 / 8:00



2. Our Vision for SmartAssist



Alex (24)

PROFESSION
MARKETING, NEURODIVERGENT LEARNER (ADHD)

GOAL

- ⌚ STAY FOCUSED AND ENGAGED IN ONLINE COURSES
- ✗ COMPLETE COURSES WITHOUT COGNITIVE OVERLOAD

FRUSTRATIONS

- ✖ LONG, UNSTRUCTURED CONTENT THAT LEADS TO DISTRACTION
- ✖ DIFFICULTY MAINTAINING ATTENTION DURING LENGTHY VIDEO LECTURES

Taylor (30)

PROFESSION
FINANCE, CAREER TRANSITIONER WITH DYSLEXIA

GOAL

- ⚡ TRANSITION TO A DATA ANALYSIS CAREER WITH ACCESSIBLE LEARNING RESOURCES
- 🧠 UNDERSTAND AND RETAIN COURSE MATERIAL EFFECTIVELY

FRUSTRATIONS

- ✖ STANDARD TEXT FORMATS THAT ARE HARD TO READ
- ✖ LACK OF CUSTOMIZABLE OPTIONS LIKE FONTS AND TEXT-TO-SPEECH

Jacqueline (40)

PROFESSION
SPECIALIST FOR NEURODIVERGENT STUDENTS

GOAL

- 🌐 FIND AND RECOMMEND PLATFORMS THAT SUPPORT NEURODIVERGENT LEARNERS
- 🏆 ADVOCATE FOR INCLUSIVE EDUCATION THROUGH ACCESSIBLE LEARNING SOLUTIONS

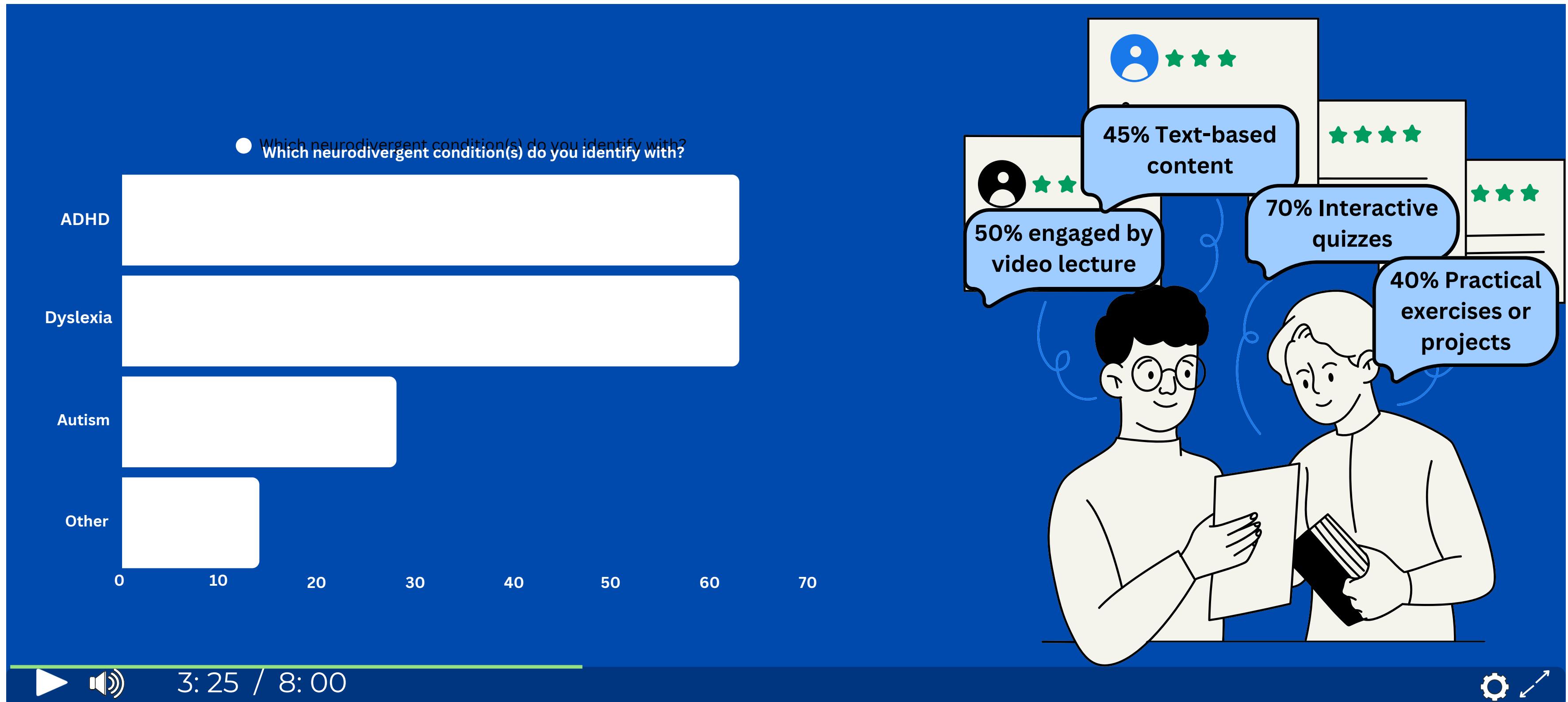
FRUSTRATIONS

- ✖ LIMITED ACCESSIBILITY FEATURES ON MOST PLATFORMS
- ❗ DIFFICULTY FINDING RESOURCES THAT SUPPORT DIVERSE COGNITIVE NEEDS

3:05 / 8:00

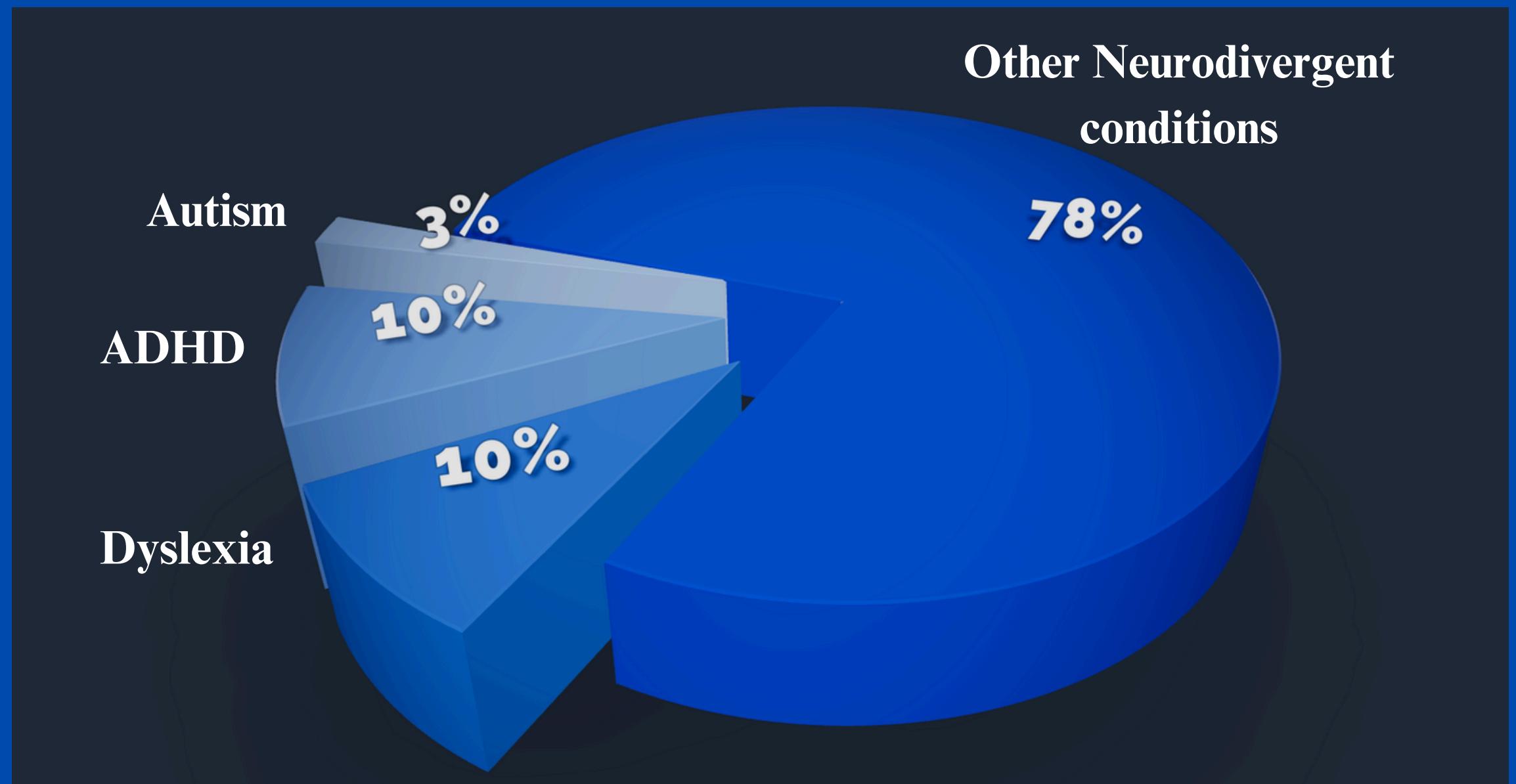
   

3. User Personas and Assumptions



4. User Research

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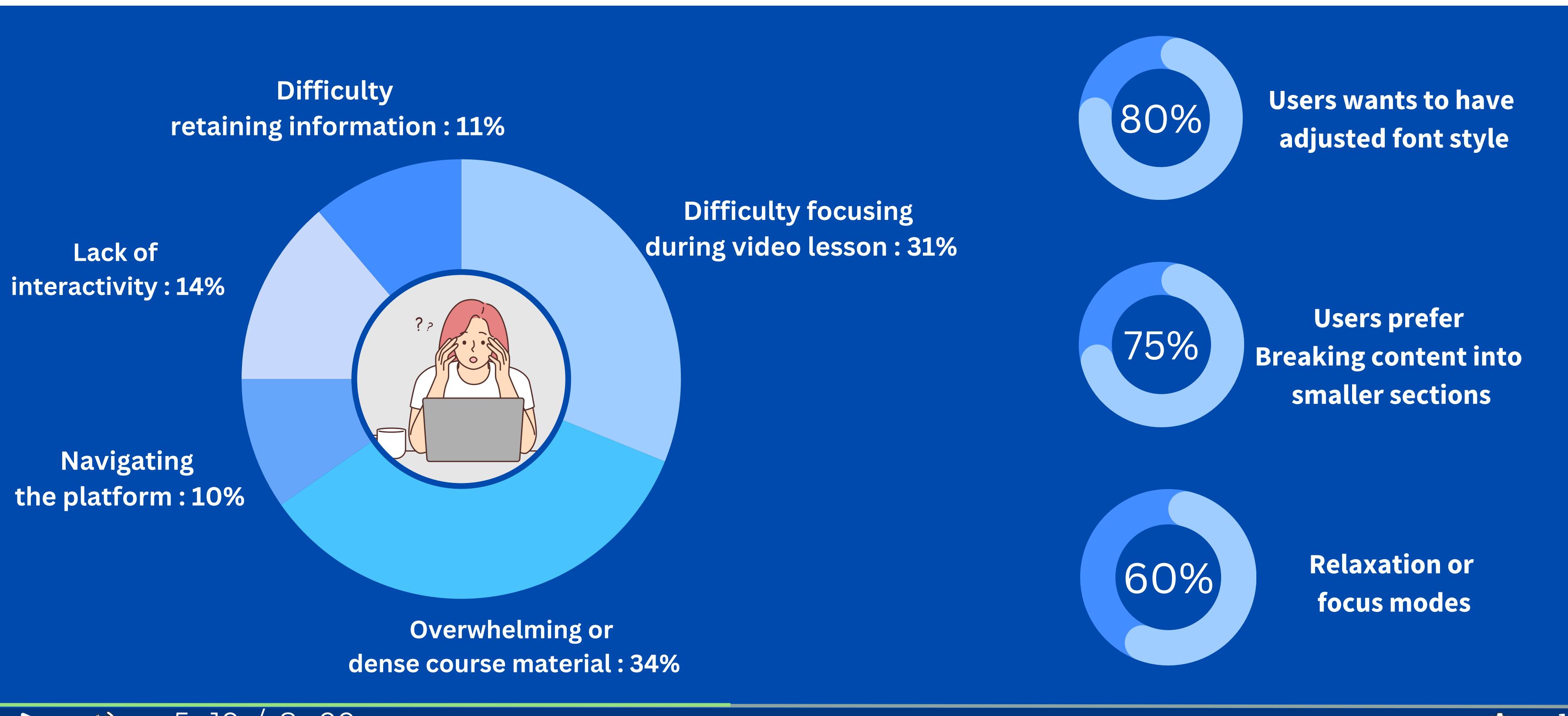
- Neurodivergent individuals make up 15–20% of the population
- Key groups like ADHD, Dyslexia and Autism
- Accessibility gap in E-learning platforms
- Lack tools for focus, leaving a major segment unserved
- Addressing this group could grow Coursera's user base by 20%



4 : 10 / 8 : 00



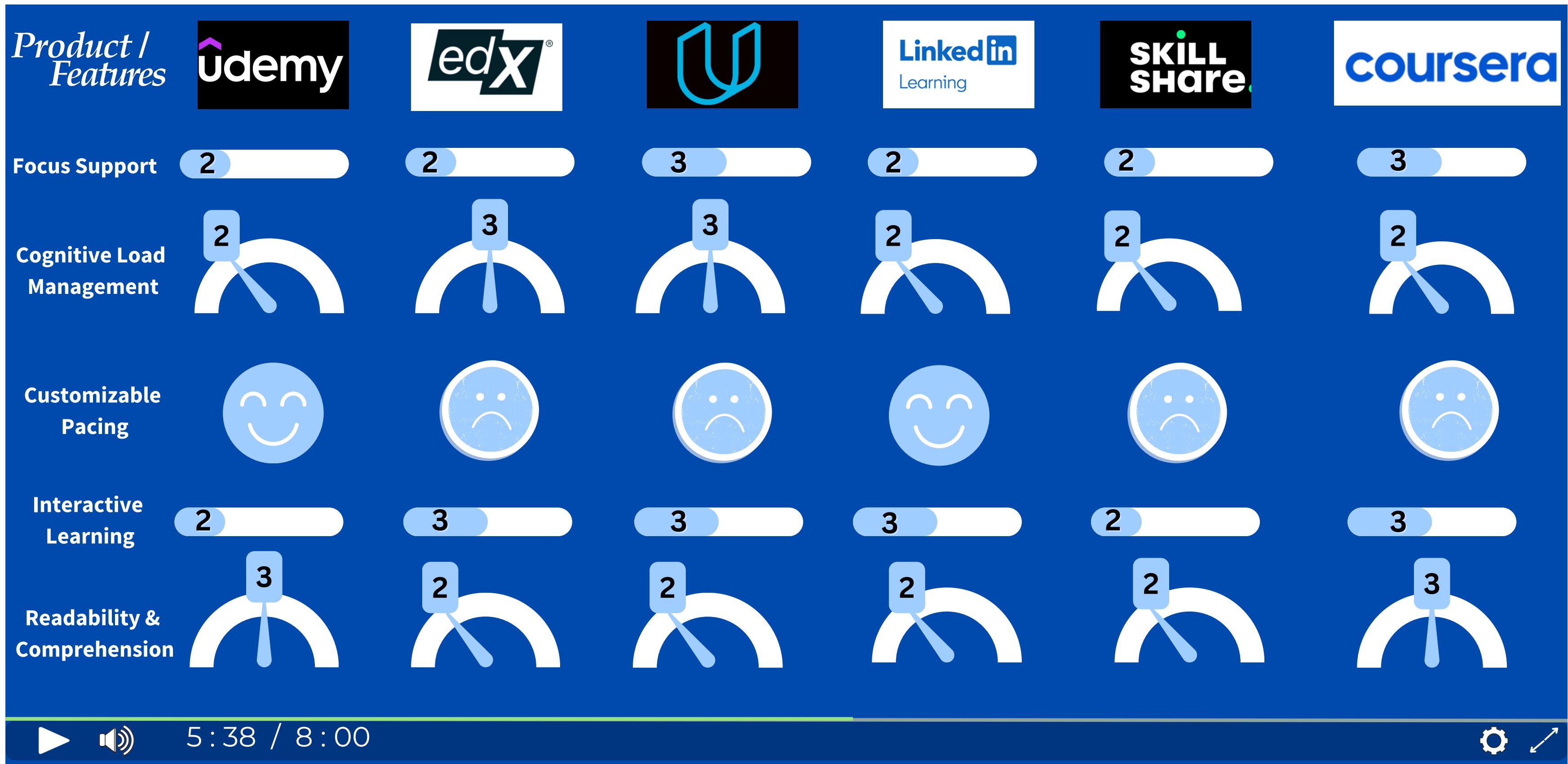
5. Market Research



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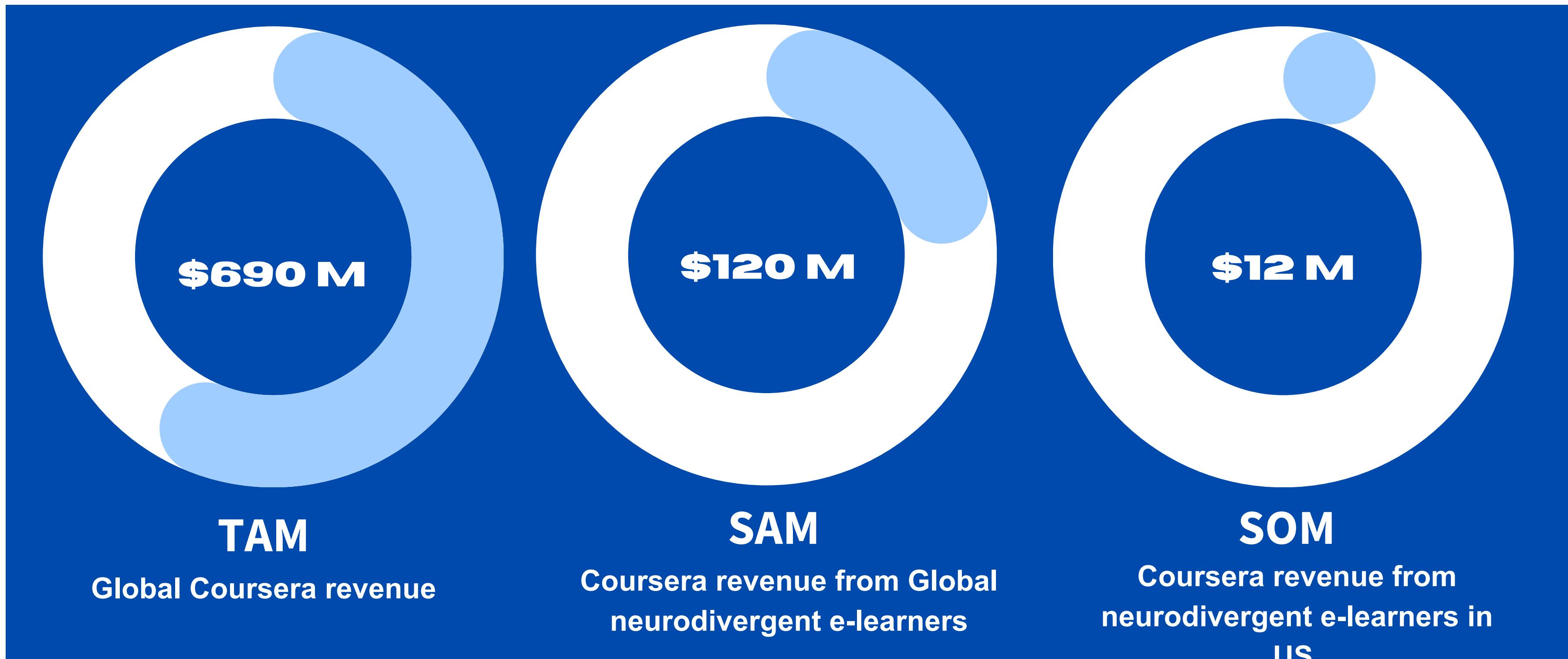
SmartAssist > Problem Statement > Vision > Personas > User Research > Market Research > Idea Validation > Analysis

Next >



7. Competitor Analysis

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6:15 / 8:00



8. Market Analysis

SmartAssist Product Features

**Flash
Cards**



**Display
Flexibility**



**Relaxation
Moments**



6:50 / 8:00



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Link to Prototype



coursera Search in course Search Smart Assist English ▾ D ▾

Business Analysis & Process Management > Project > Welcome to Your Guided Project! Next >

Hide menu

Practical Application

- Video: Welcome to Your Guided Project! 30 sec
- Reading: Project-based Course Overview 10 min
- Reading: Community Discussion Forum 5 min
- Lab: Business Analysis & Process Management 1h
- Graded Assignment: Graded Quiz: Test your Business Analysis & Process Management understanding 30 min
- Ungraded Plugin: Course End Survey - We appreciate your feedback! 15 min

Welcome to SmartAssist coursera Learn the way that works for you

X Choose your style : Open Dyslexic | - 12 + A

Master Concepts With **FLASH CARDS**
Boost memory through strategic reviews

- ✓ Bite-sized cards
- ✓ Interactive Learning
- ✓ Spaced repetition
- ✓ Text-to-Speech

Learn Your Way With **DYNAMIC DISPLAY**
Dynamic Display transforms visuals to match your style

- ✓ Customizable fonts
- ✓ Flexible colors
- ✓ Font Style
- ✓ Personalized layouts

Recharge with **RELAXATION MODE**
Relaxation Mode calms your mind with guided breaks

- ✓ Guided breaks
- ✓ Soothing visuals
- ✓ Simple exercises
- ✓ Boost focus

Continue → Save note

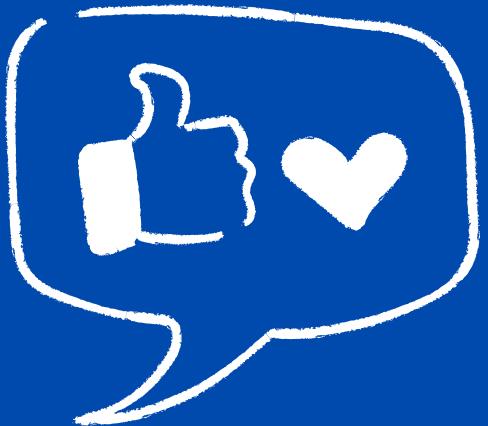
Welcome to Your Guided Project!

Transcript Notes Downloads Discuss

7:00 / 8:00



Course Completion
Rate



Course Rating
Improvement



Average time spent
with SmartAssist
enabled



Conversion
Rate to Paid
Plans



Feature Usage
Rate

NORTHSTAR
METRICS

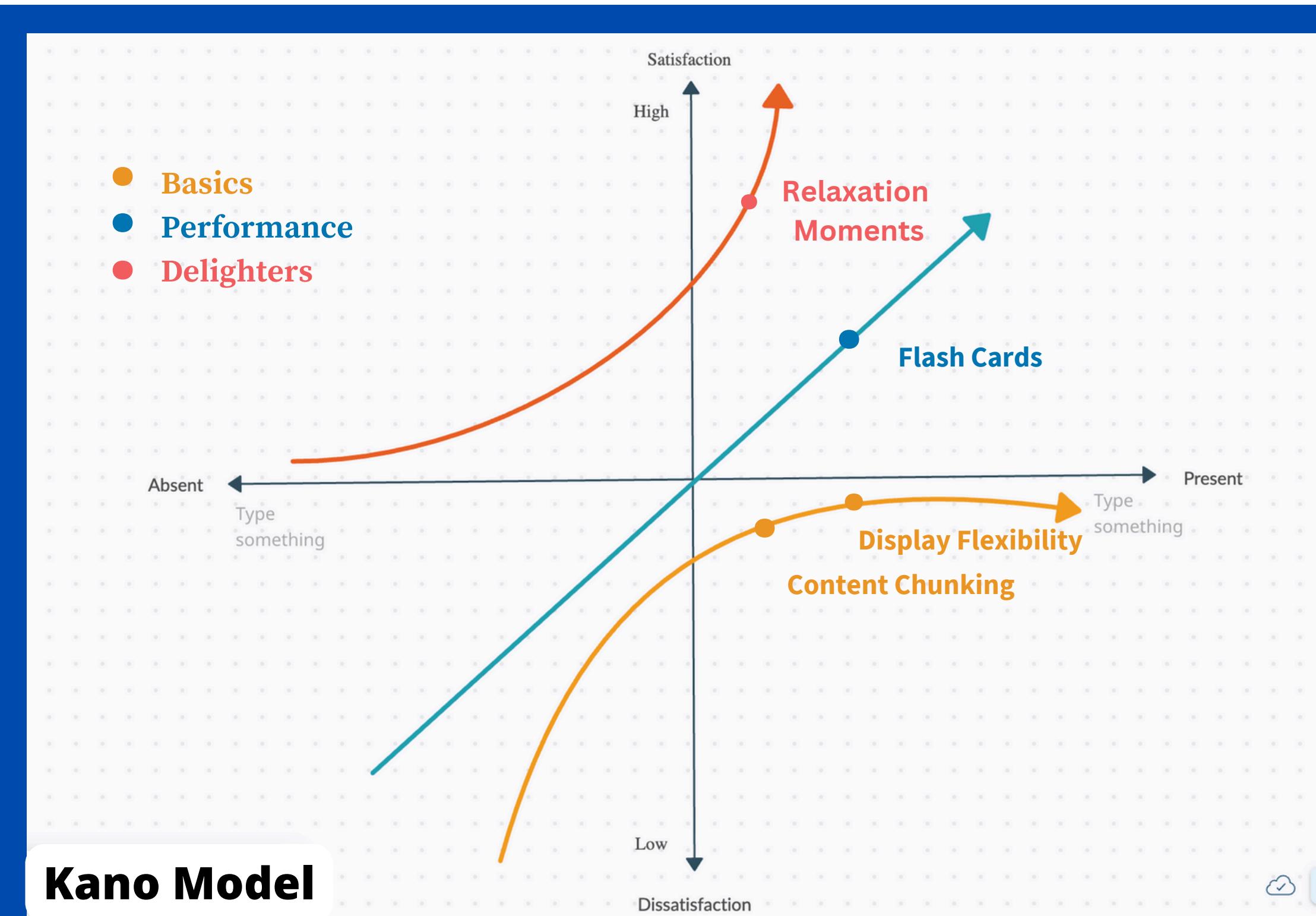
VANITY
METRICS

COUNTER
METRICS



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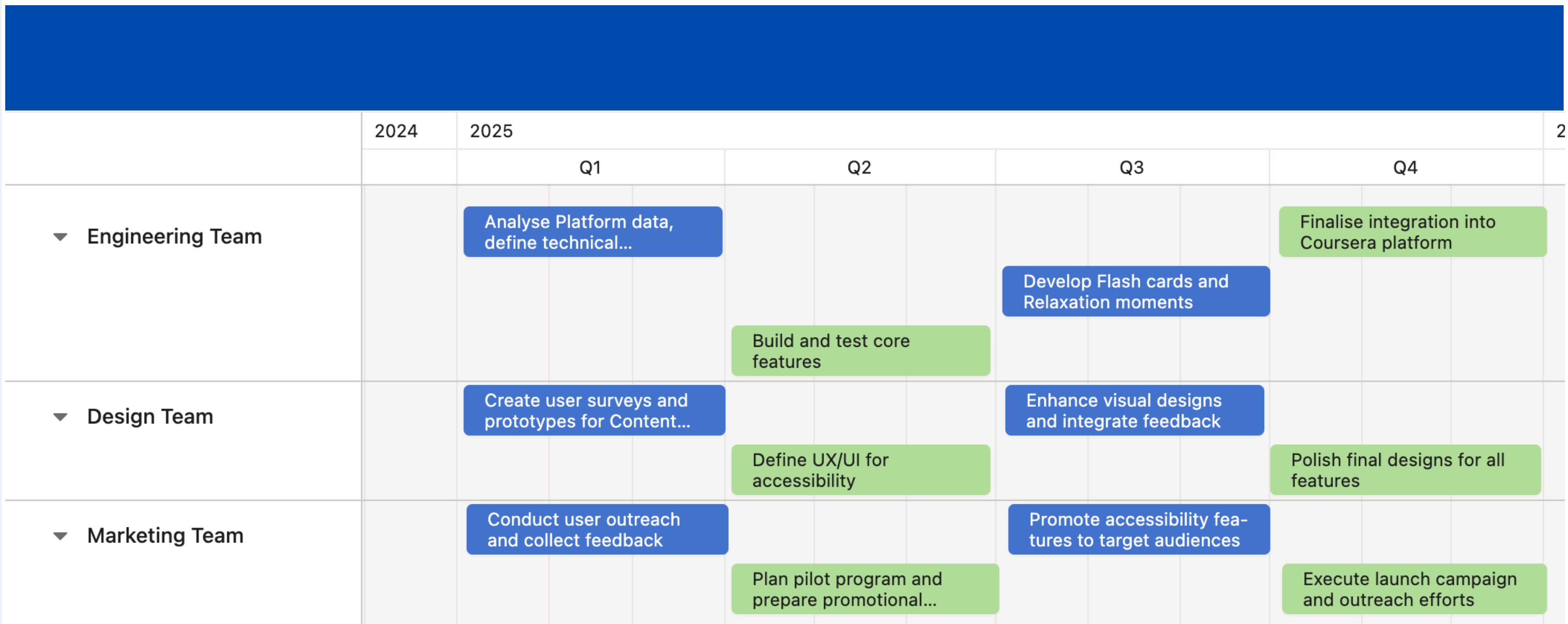
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12. KANO MODEL



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7:30 / 8:00



13. PRODUCT ROADMAP



Our Team



Esha Thakur



Priyank Bagad



Deepika Kulkarni



Manushree Bhat

Together, we are not just building a product—we are shaping a future where education is truly for everyone.



8:00 / 8:00



Congratulations you have completed the course !