

About Unacademy

Unacademy is India's largest education platform, working towards giving learners and educators the best experience.

Problem Statement

How can we improve learner's experience on unacademy platform?

Target Audience

- **Below 18 Years** - Students preparing for exams like JEE, NEET, Olympiads, etc.
- **Above 18 Years** - Undergrad students preparing for exams like GATE, UPSC, etc.



Tanay, 22

USER PERSONAS



Harshul, 22

- He is a UPSC aspirant and is enrolled in a plus membership
- He wants to attend all the live classes. It's really important for him to attend live lectures as he loses attention in the recorded ones
- He generally discusses about his preparation with his friends who are also preparing for the same
- There are some courses which he and his friends do not have in common; in those cases he is unable to talk to his friends, thus he needs a group of people he can interact to

- He is a UPSC and GATE aspirant enrolled in a plus membership
- Just joined unacademy and is overwhelmed by the number of instructors on the platform, so he is really confused about picking the best course out of all
- He doesn't have any friends who are also preparing for the exam so cannot decide which course to opt for
- He is more comfortable with recorded lectures as he doesn't have time to watch all the lectures

****These are some of the semi real user personas which represents a broader set of problems among the users.**

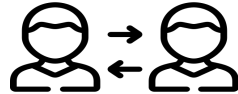


Identified Pain Points

- Users are unable to interact with their peers and professors directly and discuss about their courses as possible in an offline setup



PEER LEARNING



- Users are unable to select the right course as there are many courses available and they are just overwhelmed by the variety of courses presented before them



CHOICE DILEMMA



- Users don't have much time and the attention span is very less so they cannot always watch the whole live lecture or pre-recorded lecture of 2 hours while revising the course.

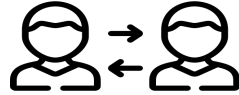


LESS TIME AND
ATTENTION SPAN



Which problem to solve for?

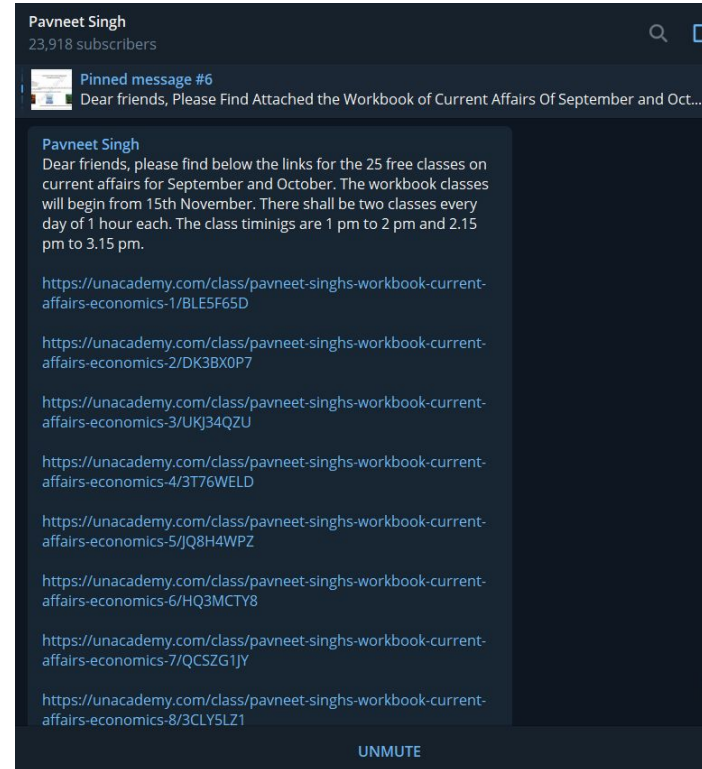
PEER CONNECT



- Students are unable to interact directly with their peers and teachers on unacademy platform for their courses and they face difficulty in finding and discussing with their unacademy course mates.
- Most of the time they use telegram or other messaging apps to interact but they find the apps very distracting due to spamming.
- Unable to choose the best teacher and course

Why Solve it now?

- 5/7 Students pointed out that peer learning plays a very important part in their learning journey.
- Unacademy Community was a very good solution but it lacks in personal touch as there are a lot of students studying from one teacher and multiple courses.
- Teachers themselves use telegram for various announcements and interacting with the students.



Screenshot of one such conversation on telegram



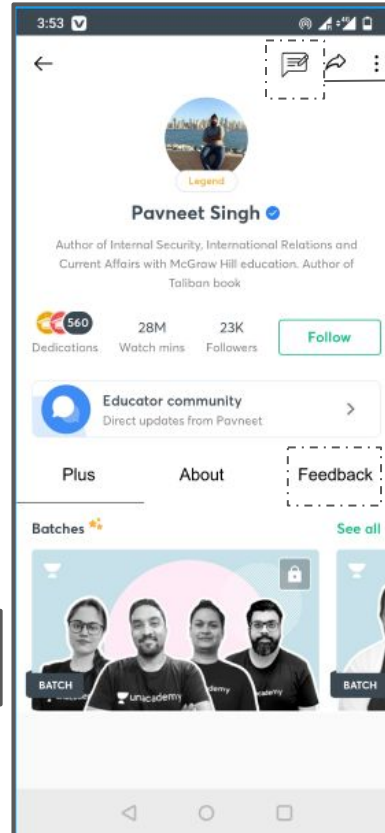
So, How can we increase the peer engagement on the platform??

1 Unacademy TUTOR FEEDBACK

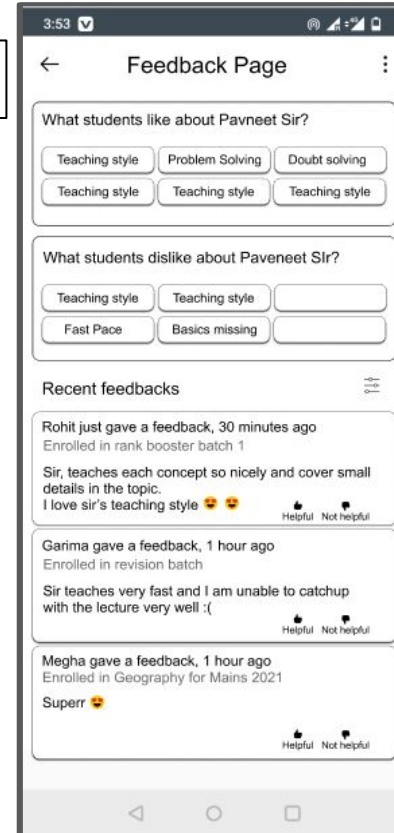
- Tutor Feedback is a place where students can check out feedback of teachers given by their own peers who have already enrolled in the tutor's course.
- Get to know about the Ins and outs of a particular teacher's classes
- Give feedback and help your friends and peers to select the right set of tutors for their learning journey. (Only students who have earlier enrolled in their courses can give a feedback)



Users will be able to decide by looking at the feedbacks and take an informed call



Write your feedback

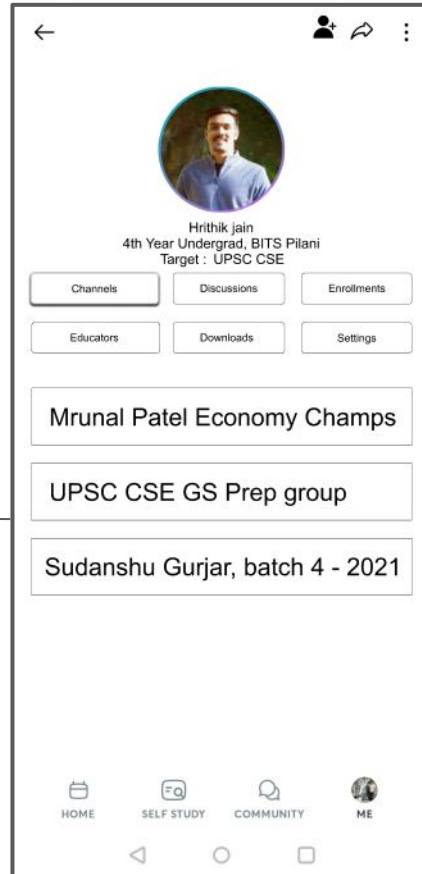
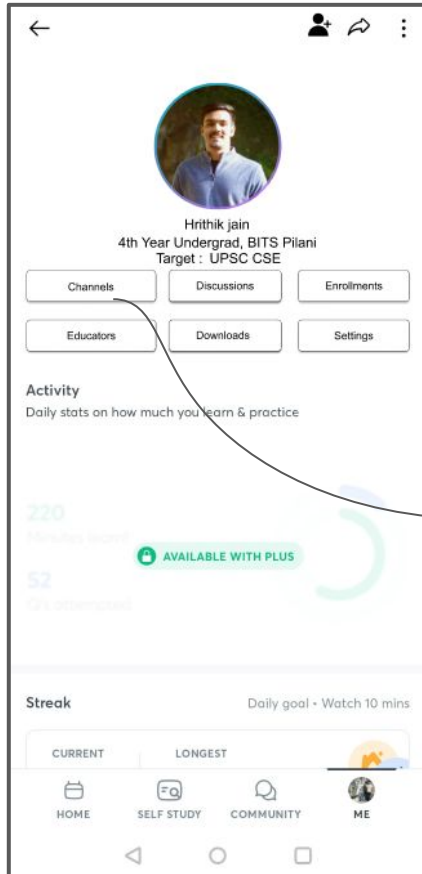


Constructive Criticism

Realtime feedbacks which gives a correct picture

2

Unacademy Peer Connect

Features

- Students page
- Create peer groups to interact
- Ask doubts and discuss

- Know about your unacademy peers and connect with them
- Maintain a user profile and help other student discover their peers with similar interests and courses


2

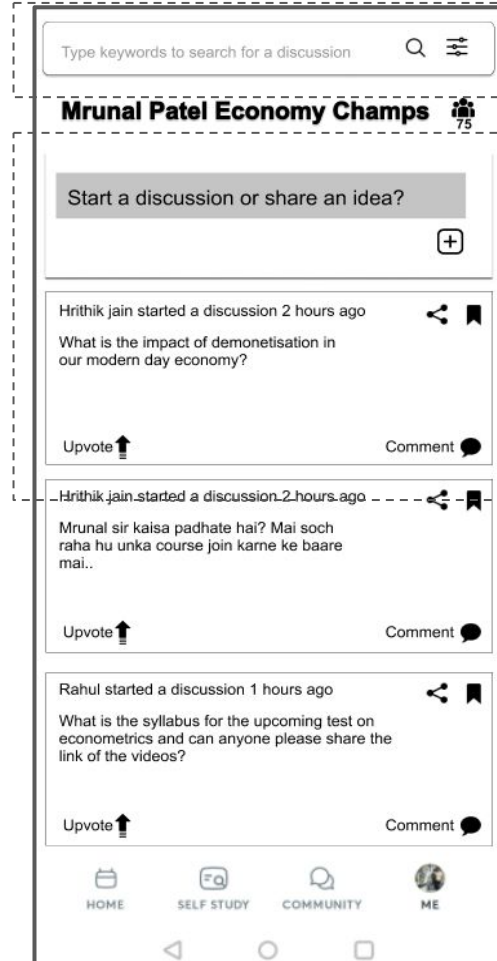
Unacademy Peer Connect (contd.)

LEARN !!

- Custom channels created for different courses
- Post a discussion
- Ask doubts
- Bookmark it for future reference
- Share it with your peers

Prioritization

Solution	Reach (out of 500)	Impact	Confidence (100%)	Effort	RICE Score (R * I * C) / E
Tutor Feedback	300	3	70	3	210
Peer Connect	400	4	60	3	320 



Search by keywords

Create Posts and engage

Take part in the discussion

What's in it for Unacademy?

- Unacademy aspire to be the one stop for all the exam preparation needs for the learners and it has thrived to be the best in the industry.
- Peer connect is designed to increase the engagement of the users
- Improve learner's experience by providing a wholesome experience to the learners, in contrast to other educational platforms where peer interaction is null.
- Monetisation and revenue generation for Unacademy

Here's how

1. Increase Engagement

Peer to peer interaction via different channels will lead to increased engagement on the platform



1. Increased time spent on platform

Users will not have to switch to other platforms to interact with their friends and peers hence time spent on the platform will increase



1. Revenue generation

As users spend more and more time on the platform, users will be lured to buy paid subscriptions because of the FOMO that gets created



Understanding the Problem

Pain Points

Solutions

Business Case

Metrics

Risks & Pitfalls



Adoption

1. % of users creating new peer channels
2. % of users joining new channels
3. % of users having at least x connects



Engagement

1. No. of channels created joined per user
2. No. of discussions started per user
3. No. of comments/upvotes/saves/shares per discussion
4. No. of users saving a discussion
5. No. of peer connects per user
6. Peer channels per course



Time Spent

1. Time spent on the channels per user
2. % increase in time spent per session



Revenue

% Non paid users converted to paid subscribers



User Satisfaction

Customer Satisfaction Index (C-SAT) and Net Promoter Scores (NPS) after 1 month of deployment(to measure how satisfied users are & measure pain-point addressing)

RISKS

1. Since users can discuss on the channels and these users are kids only, there is a threat of users using the discussion portals for personal chats
For eg :- A boy and a girl using discussion portals as messaging apps and then their parents might intervene, leaving a very bad impression.
2. Since we are allowing users to add images many a times, it might happen that users post irrelevant images which might hamper the quality of content on the channels and hence drop off
3. A lot of channels for one particular course might lead to redundancy
4. Because of channels it might lead to bandwidth issues for learners from remote areas where connectivity is an issue
5. Fake user profiles needs to be taken care of.

HOW TO OVERCOME?

1. We can keep in place a discussion monitoring system in place which would remove all the irrelevant discussions from the platform for sanity
2. With the help of deep learning and Computer vision we can remove irrelevant images from the discussion so that the quality of content is maintained
3. For lower bandwidth learners we can have an option to disable this and view on basic version but implementing it would be a challenge it itself