

Product Plan: Student Chat Dashboard for Accredian

Background

Right now, Accredian students use apps like WhatsApp, Telegram, and LinkedIn to talk to each other. These apps are useful, but they can be distracting and make it hard to stay focused on learning. Students often miss important updates or struggle to work together on assignments. A built-in chat dashboard inside Accredian can solve this problem by keeping all student communication in one place.

Problems Faced by Students

- “I find it hard to work with classmates because everyone uses different apps.”
- “I want to ask questions quickly, but chats outside Accredian slow things down.”

Goals

- Create a simple and focused chat space inside Accredian.
- Help students stay connected and work together easily.
- Keep learning-related conversations organized.
- Measure success by how many students use it and how often they stop using outside apps.

Idea

If we give students a chat tool inside Accredian that's easy to use and made for learning, they'll prefer it over other apps and use it more often for study-related talks.

Key Features

- **One-on-One Chat:** Students can message each other directly.
- **Batch and Study Groups:** Auto-created groups for each class or batch discussing about projects.
- **Mentor Announcements:** Important updates from mentors.
- **File Sharing:** Easy way to share notes and links.
- **Polls:** Quick surveys to collect opinions or feedback
- **AI Query Assistant:** Ask questions and get instant answers from an AI chatbot.
- **Mock Tests:** Take quick practice tests based on your lessons.
- **Help Desk:** Report app issues and get support within 24 hours.

Student Story

Riya logs into Accredian before her class. She checks her batch group where classmates are discussing an assignment. She joins the chat and gets helpful replies. Her mentor posts a workshop update, and Riya clicks “Interested.” Everything she needs is inside Accredian—no switching between apps.

Choices Made

- **Other Options:** Using WhatsApp or Discord.
- **Final Decision:** Build our own chat feature inside Accredian. It's cheaper, safer, and fits our needs better.
- **Trade-Off:** WhatsApp is familiar, but Accredian will offer better tools for learning.

Risks and Solutions

Risk

- Students may still use WhatsApp
- Too much chatting may distract
- Privacy concerns

How We'll Handle It

- Add special features only available in Accredian
- Add “Quiet Mode” and limit daily messages
- Use strong security and moderation tools

Comparison Table

| Platform | Good Points | Weak Points |
|-----------|---------------------------------------|--------------------------|
| WhatsApp | Easy to use | Too many distractions |
| Telegram | Good for big groups | Not made for learning |
| LinkedIn | Professional | Not good for quick chats |
| Accredian | Focused on learning, safe, all-in-one | -- |

Why students will prefer Accredian

- No distractions
- All learning + chatting in one place

- Safe, private, phone-number-free communication
- Learning-focused features they can't get on WhatsApp

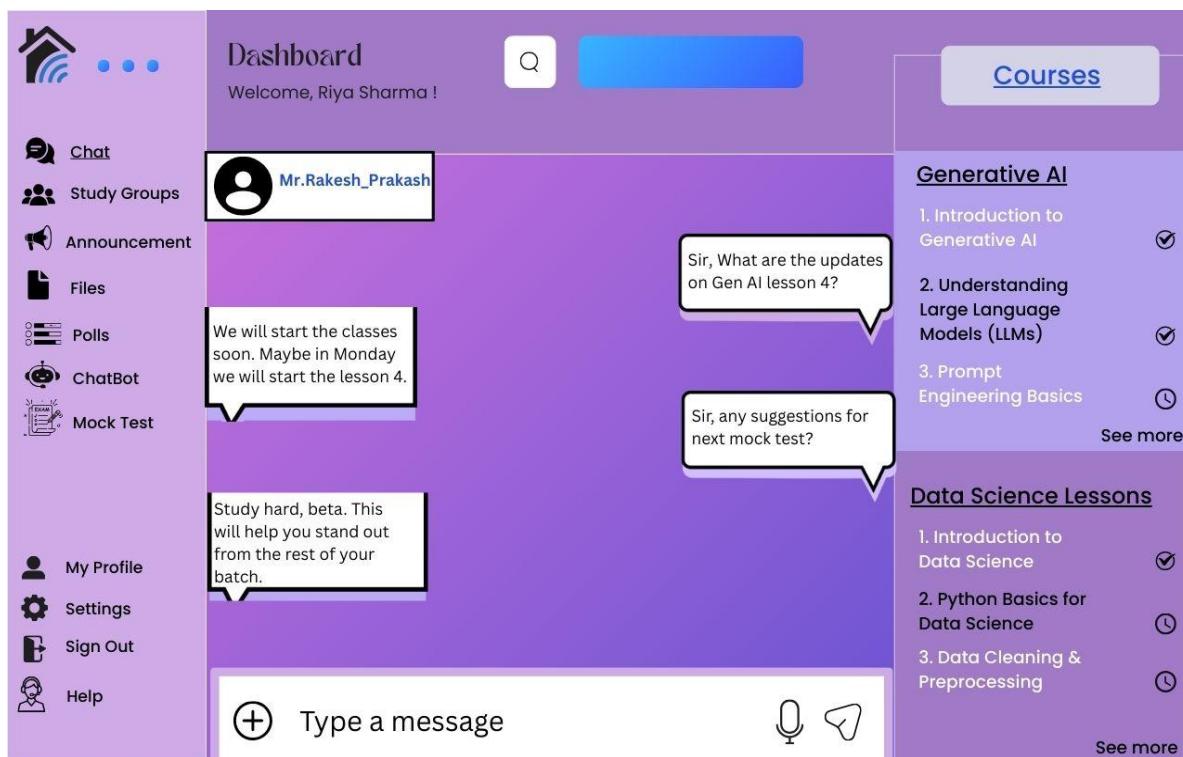
Success KPIs:

- 60% drop in WhatsApp group usage
- 80% of batch chats happening on Accredian
- High weekly active users

Concept Mocks

This mockup presents a clean, intuitive student dashboard for Accredian, focused on streamlining peer communication. Key sections like Chats, Groups, and Announcements are clearly laid out to reduce distractions and keep everything in one place. The design supports easy collab.

Wireframe



ration and replaces the need for external apps.