

# Assignment

## Problem Statement

AdmitKard helps students manage their study abroad journey, but during an average **8-month student lifecycle**, students tend to disengage after initial application phases. To **increase retention and daily/weekly engagement**, AdmitKard needs features that continuously add value across all phases of this journey.

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Based on a **comparative analysis** of **AdmitKard** and its competitors, here are some **valuable features** that other companies offer on their **websites/apps** which AdmitKard **can adopt to drive user engagement and retention** across an 8-month student lifecycle:

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## Feature Ideas AdmitKard Can Add (for Higher Engagement)

Feature	Found On	Why It Helps
<b>Gamified Task Tracker / Journey Map</b>	LeapScholar, Yocket	Makes the study abroad process interactive (e.g., "Complete profile → Upload SOP → Get Reward")
<b>AI-based SOP/LOR Review Tools</b>	Yocket, Leverage Edu	Automates a critical step, increases app utility for students at the application stage
<b>Peer Networking / Forums</b>	Yocket, LeapScholar	Builds community, lets students ask/answer real-time queries, increases daily log-ins
<b>Scholarship Finder Tool</b>	Leverage Edu, IDP	Helps students discover and apply to relevant scholarships based on profile/university choice
<b>Document Checklist with Upload Tracker</b>	AECC Global, LeapScholar	Encourages repeated app visits to manage/track pending docs, reduces anxiety, adds value

<b>IELTS/GRE Mock Tests or Quizzes</b>	Manya Group, LeapScholar	Drives weekly engagement via test prep, especially in earlier lifecycle stages
<b>AI University Match Score</b>	Leverage Edu, iSchoolConnect	Gives personalized suggestions + sense of progress, drives exploration
<b>Visa Interview Preparation Module</b>	IDP, LeapScholar	Includes mock Q&A, past question banks, and tips to build user confidence before interviews
<b>Financial Budget Planner</b>	GradRight, Leverage Edu	Helps students plan cost of living, tuition, part-time work earnings in destination countries
<b>Offer Letter Comparison Tool</b>	iSchoolConnect	Let students compare admit offers, university ranks, ROI, etc., for smarter decision-making
<b>Daily Study Abroad Quiz / Trivia</b>	(New Idea)	Fun and educational — rewards for participation, increases habit formation
<b>Success Stories Section</b>	Leverage Edu, IDP	Inspires users by reading journeys of similar students, motivates them to engage and progress
<b>Push Notifications for Milestones</b>	LeapScholar, Yocket	Personalized reminders (e.g., “Visa deadline in 7 days”, “Mock test tomorrow”)

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## Feature Bundles Based on Lifecycle Stage

<b>Lifecycle Stage</b>	<b>Suggested Feature for Engagement</b>
<b>Early (1–2 months)</b>	Gamified journey tracker, AI university match, community chat
<b>Mid (3–6 months)</b>	Document tracker, SOP/LOR AI tool, scholarship finder
<b>Late (7–8 months)</b>	Visa interview prep, budget planner, offer comparison
<b>Throughout</b>	Quizzes, daily push tips, peer forum, mock tests

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## Engagement-Driving UX Elements

- **Streaks:** Daily login streak rewards.
- **Progress Bars:** For each step (e.g., “You’ve completed 60% of your application journey”).

- **Referral Rewards:** Incentivize inviting peers.
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## Proposed Solution

Design and launch a **feature bundle** focusing on:

1. **Gamified Journey Tracker**
  2. **Community Interaction & Peer Networking**
  3. **AI Tools for SOP/LOR Review**
  4. **Scholarship Finder + Budget Planner**
  5. **Visa Interview Prep Module**
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## Thought Process & Feature Rationale

Feature	User Need Solved	Engagement Driver
<b>Gamified Journey Tracker</b>	Visual clarity on progress, tasks to do next	Encourages daily check-ins, sense of achievement
<b>Community Forums/Chats</b>	Peer support, real-time query resolution	Builds habit, FOMO-driven daily log-ins
<b>AI SOP/LOR Review Tool</b>	Reduce stress over writing quality documents	Tool utility drives repeated usage during application phase
<b>Scholarship Finder Tool</b>	Discover financial aid easily	Exploration and discovery, retention through value
<b>Budget Planner</b>	Plan finances, reduce uncertainty	Practical utility encourages long-term app usage
<b>Visa Interview Prep Module</b>	Prepare confidently, reduce anxiety	Simulation, mock Q&A encourages weekly practice

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## Engagement Flow

1. **Login Screen**
  2. **Dashboard with Progress Tracker**
  3. **Daily Tasks / Next Steps Panel**
  4. **Community Tab:** Access peer forums & mentors
  5. **Tools Tab:**
    - AI SOP/LOR Review
    - Scholarship Finder
    - Budget Planner
    - Visa Prep Zone
  6. **Notifications:** Streaks, task reminders, new features
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## Wireframes

### 1. Dashboard

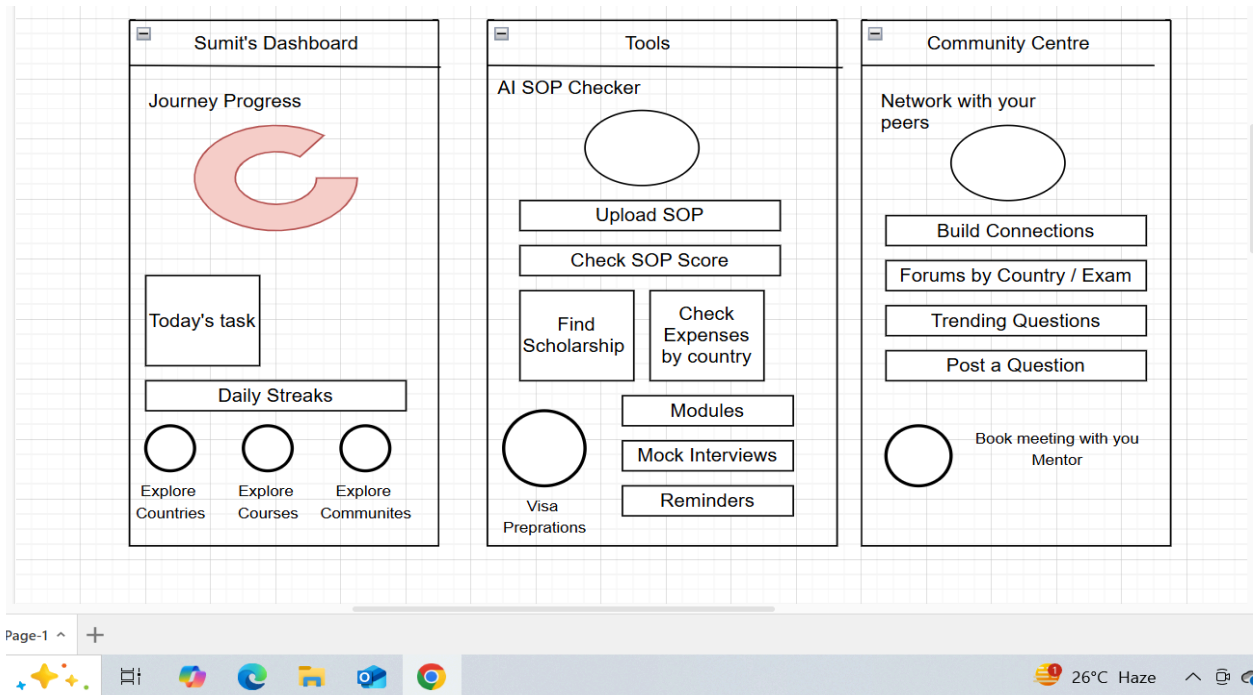
- Progress Bar: "60% of journey completed"
- Today's Task: "Upload financial documents"
- CTA: "Claim Reward for 5-day streak!"

### 2. Community Tab

- Forums by Country / Exam
- Trending Questions
- Ask a Question (Post)

### 3. Tools Tab

- AI SOP Checker (Upload & Get Score)
- Find Scholarships (Search by Country, Course)
- Budget Planner (Interactive Tool)
- Visa Interview Q&A (Mock Simulation)



<https://drive.google.com/file/d/10Nitw0gZHI5WvYBylIHxK-QNa8aES6b6/view?usp=sharing>

## Conclusion

By **adding value-driven, interactive tools and community features**, AdmitKard can significantly **boost user retention and engagement**, leading to improved user satisfaction and business outcomes.

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