Product Teardown: TTT ACADEMY

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📅 : 21/12/2023
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> 📖 **About TTT Academy:**
> Terribly Tiny Tales(TTT) Academy is an Indian ed-tech platform, that provides a comprehensive and enriching learning experience for aspiring content creators. The platform provides course material, live classes, and access to pre-recorded sessions, that host programs with assessment-led grading and certification.
>
> ⚙️ **Vision:**
> TTT Academy aims to be the platform where creators can hone their story-telling skills with the best learning experience and land their dream jobs.
>
> 💡 **Solution:**
> Provide enriching learning experience with course content and provide better employment opportunities with the integrated job portal.
>
> ❗ **USP:**
> Courses planned by industry leaders in content creation and a job portal that offers opportunities listed by esteemed brands.

Research and Groundwork

Success Metrics

These will be the most important metrics to track to see if the platform is on the right path.

Metric	Purpose
Monthly Gross Enrolments	To track the total value of all courses sold in a month.
Monthly and Daily Active Users	To track user activity beyond login; an active user should complete a pre-specified task on the platform, such as watching a video or completing a quiz.
Other Metrics	Net Promoter Score(NPS) and Customer Churn Rate to measure retention.

Ratings and Reviews

External Forum Reviews: Satisfactory - Pleased ⭐

Ghanghor Yadav
In this spaces you learn more informative news and digital · Author has **97** answers and **29.1K** answer views · Jun 3

Whether or not Terribly Tiny Tales Academy courses are worth learning depends on your individual goals and needs. If you are looking to improve your writing skills and learn how to write for a variety of audiences, then TTT Academy could be a good option for you. The courses are taught by experienced writers and cover a wide range of topics, including storytelling, copywriting, and creative writing. In addition, TTT Academy offers a variety of resources and support to help students succeed, such as one-on-one mentorship, online forums, and career counseling.

However, it is important to note that TTT Academy courses can be expensive. If you are on a tight budget, there are other, more affordable options available. Additionally, TTT Academy courses are not accredited, so they may not be accepted by all colleges or universities.

Overall, TTT Academy courses can be a valuable resource for writers who are looking to improve their skills and learn how to write for a variety of audiences. However, it is important to weigh the pros and cons before making a decision.

Santosh Vihari · 3rd+   **+ Follow** ···
Sr. FinOps Analyst - Amazon 📘 | Recommended Writer @t...
1yr · 🌐

"Some things are best left unsaid, which is why I write!"

Writing and creating text-based content is always an exciting thing for me. I'm happy to be a part of a well-crafted course by the Terribly Tiny Tales and Fambase HQ

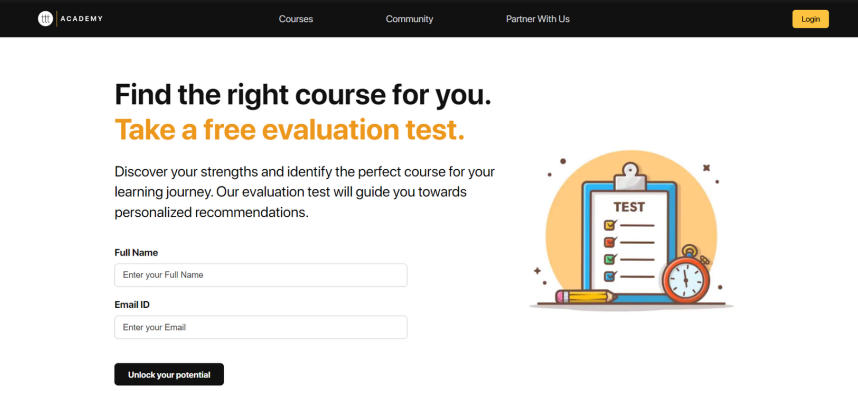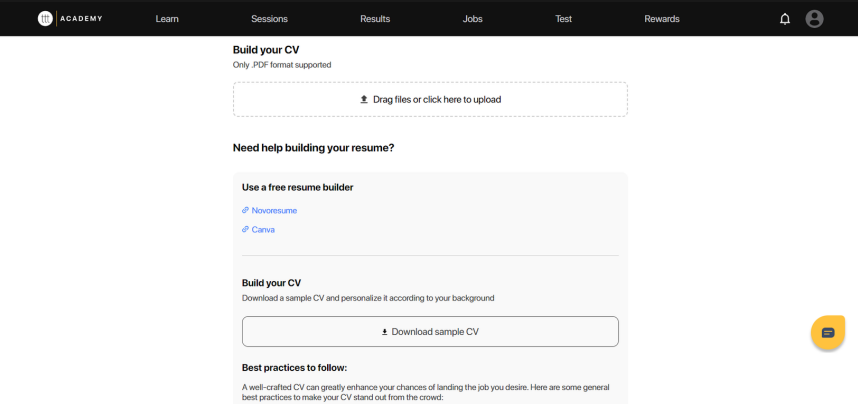This course has taught me how to write for brands and products; and make money out of them.

-being_sv

#terriblytinytales #ttt #writing #fambase
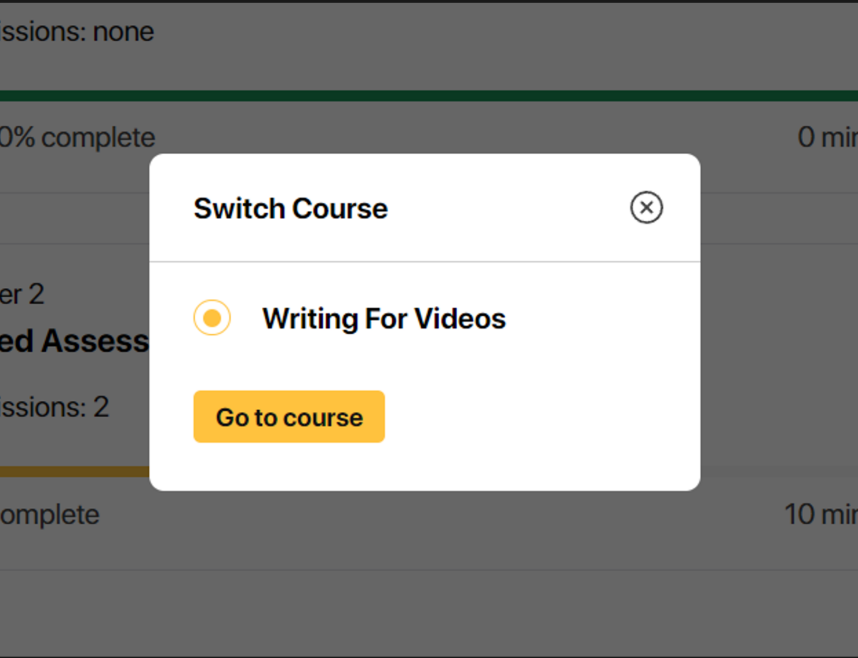
Key Strengths of the platform

- **Free Evaluation** to check the type of course needed for the candidate.

- **In-built Resume builder**, with Novoresume and Canva extensions, adding more value to the Jobs Portal feature.

- Simple but effective and time-saving **Switch Course** feature.

User Segments and Experience

User	User Behavior
User 1	No prior work experience, Up-skilling to land a job in writing; Might use Placement Assistance
User 2	Work experience in a different domain, looking to switch domains; Might use Placement Assistance
User 3	Currently working, upskilling to switch domains within the same company. Will not use Placement Assistance
User 4	Hobbyist writer, looking to gain more knowledge or monetize with side gigs. Might or might not use Placement Assistance

Common points of users' frustration

- 🔴 Pain Point 1: Long Onboarding process; might frustrate User 3 and User 4

- 🔴 Pain Point 2: No way to add in current employment state. The end date needs to be added in to submit professional experience; might frustrate User 2 and User 3

- 🔴 Pain Point 3: Possibility of written tests getting reviewed with an ETA of a whole business week; might frustrate users who are looking for certificates in short courses.

- 🔴 Pain Point 4: Cannot log out from the platform. Logout action redirects to the onboarding page with the session still active.

Welcome to

TTT Academy!

Our vision is to help you unlock your full potential. Let's embark on this learning journey together!

Step 1-Basic Information

Profile Picture

Full Name*

Jibin Thomas

Email Address*

jibinsajithomas8@gmail.com

Phone Number*

(+91) India   8943819034

☑ This is my WhatsApp number

- ↻ Switch Course
- ✎ Edit Profile
- ⇄ My Transactions
- ⦾ Help & Support
- 🗋 T&C
- FAQs
- ↺ Logout

User Persona

Persona 1: Ameena Lobo, HR at a Top-4 Consultancy

Facts:
- Currently works for a Consultancy as an HR. Looking to pivot into creative writing.
- Has time to make decisions regarding career change, and explore options to gain knowledge in writing.

Emotional Drivers:
- Professional Goals: Use inherent creativity to tell more relatable stories.
- Motivators: Cares about a segment of the audience that cannot relate to mainstream storytelling techniques
- Challenges: Ameena is overwhelmed by the workshops and articles online on creative writing, as their encounter with their creative side was rather serendipitous.

Frustrations:
- Can't set the end date of present employment to current, trying to build a CV with the in-built resume builder with this data would make them appear to be out of employment with the current company.
- Cannot successfully log out of their account, and get redirected to the onboarding page.

Persona 2: Manjoth Singh, SDE at a Unicorn Startup

Facts:
- Currently works for a Tech startup as a Software Development Engineer. Looking to pivot into creative writing within their current company.
- Has a hectic schedule, and needs crisp and quick micro-courses with quick results.

Emotional Drivers:
- Professional Goals: Use newly gained knowledge to tell stories in the tech industry.
- Motivators: Cares about a niche segment of the audience, to be targeted with tech-based content
- Challenges: Manjoth has a tight schedule, and wants certifications to be completed as quickly as possible.

Frustrations:
- Overwhelmed by the long onboarding process, as Manjoth doesn't want the placement assistance.
- Frustrated by the long time frame associated with manual grading of assignments, as they're looking for a quick role shift.
- Cannot successfully log out of their account, and get redirected to the onboarding page.

User Journey Analysis

📈 Customer Journey Map 1

	Account Setup	Account Setup	Account Setup	Account Setup
Steps	Platform Open	Begin Account Setup	Enter Basic Information	Enter Employment Information
Touchpoints	Interaction with Platform			
Actions	Click to Open	Sign up for a new user	Click Next	Click Submit
Thoughts	"I like the UI Design"	"So nice to see the gender dropdown being so inclusive"	"I don't want to give away so much data"	"Needing to enter employment details takes away so much time"
Feelings (1-5)	4 (Unsure if they'll like the platform but open-minded)	5 (Inclusivity scores satisfaction)	3 (Annoyed but accepts this as part of the process)	2 (Frustrated, Takes away way too much time and information)
Pain Points			Long onboarding time	Lots of asks one after another
Opportunities/ Gain Point			Set additional information ask later in the journey	Consolidate the asks into one for a later session (i.e., Move Employment details set to a later session for only interested customers)

🪟 Customer Journey Map 2

|	Enroll for course	Course Interaction	Course Interaction	Close Session
Steps	Pay for Course	View content	Take quizzes and/or assessment	Get a Certificate and logout
Touchpoints	Interaction through payment gateway and platform	Interaction with Platform		
Actions	Leave the platform to confirm the payment	Start streaming sessions or view course content	Apply gained knowledge to attend quizzes and/or assessments	View Results. Later hit logout
Thoughts	"This gateway has a good and fast interface for UPI Payments"	"Interesting courses"	"Why does the written assessment take up to 5 days to be graded?"	"Why am I redirected to onboarding while trying to log out?"
Feelings (1-5)	4 (Open-minded)	3.5 (Like the faculty and content)	2 (Annoyed by the delay due to tight schedule)	1(Cannot properly logout of session)
Pain Points			Long turnaround time concerning manual grading of written tests.	Bug, logout redirects to onboarding without terminating the session
Opportunities/ Gain Point			Introduce AI-powered grading for quick results.	Resolve bug concerning logout

Customer Journey Map:
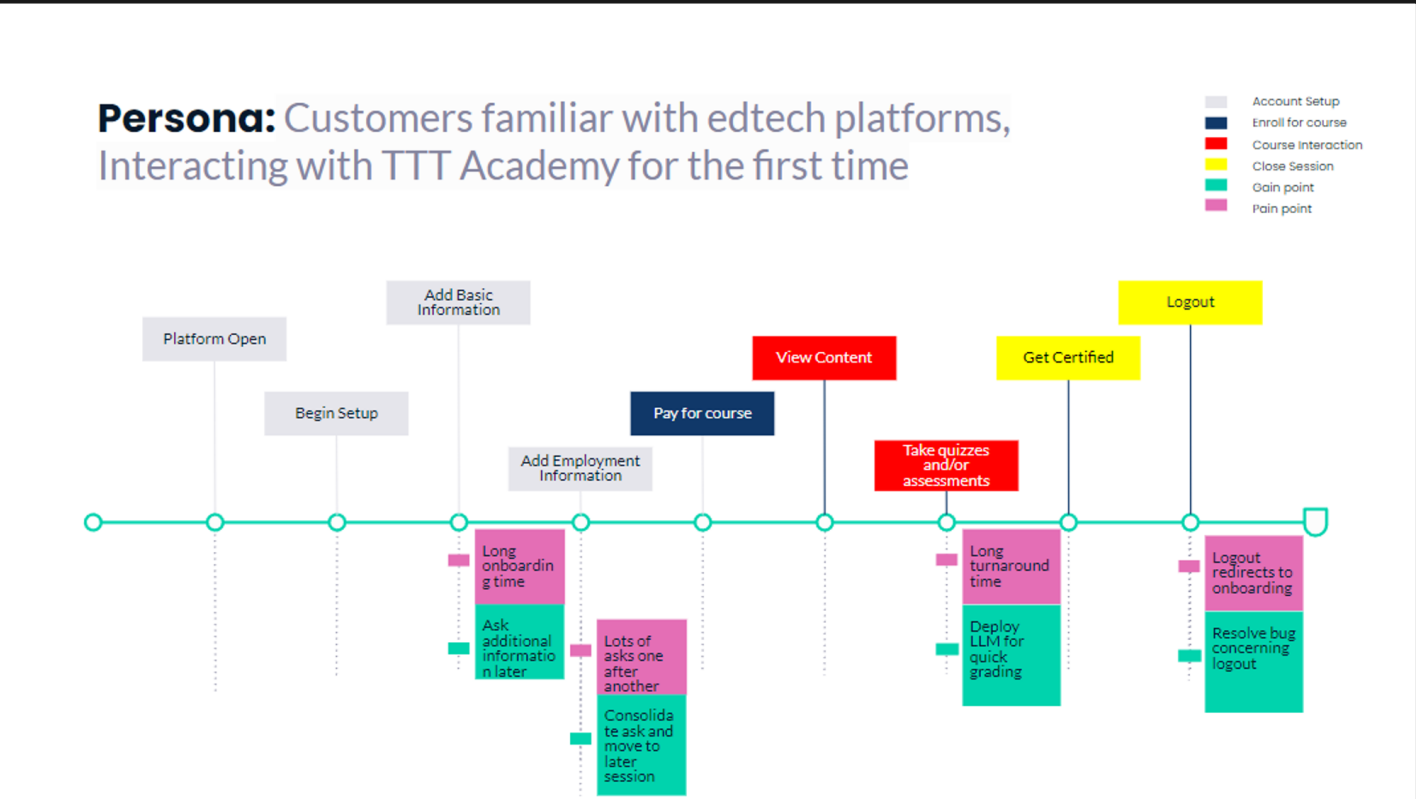
Recommended Solutions

✅ Solution #1: Move the collection of education and employment data to the Jobs tab from registration:

- Moving registration for placement services to the Jobs tab from the onboarding session will decrease onboarding time considerably.
- Pain points 1 & 2 can be addressed.

Tech specs:

- The collection of education details and employment data will be moved from the onboarding screen, leaving with the customer only needing to enter basic details.
- The customer who looks for placements will navigate to the Jobs panel and will need to submit educational and employment details to get tailored opportunities.
- The addition of this data to the resume builder module will remain the same.
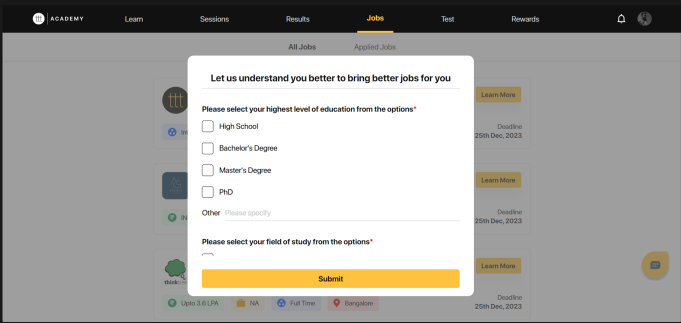

✅ Solution #2: 💡Feature: AI-Powered Automated grading (Computerized Grading):

- Adding AI to grade assessments will reduce the time needed to publish results, as manual intervention is minimized. Grading time can be reduced from 5 days to a maximum of 1 day, leaving a buffer for manual intervention to verify the evaluation.
- Pain point 3 can be addressed.

Tech specs:

- Assessments, assignments, or essays submitted by candidates will be analyzed by an AI algorithm, e.g., a Natural Language Processing (NLP) algorithm to analyze the text and content of the student's work.
- Educators input grading criteria and rubrics into the system. These criteria define what constitutes a well-written and accurate response. The AI system uses these guidelines to assess the student's work.
- For assessments with model answers or known correct responses, the AI system compares the student's work to these answers. It checks for similarities in terms of content, structure, and accuracy.
- Based on the analysis and comparison, the AI system assigns a score to the student's work. It can also provide detailed feedback, highlighting areas where the student excelled and where improvements are needed.
- Advanced automated grading systems can be trained over time to recognize a wider range of correct responses and potential errors, improving their accuracy and effectiveness.
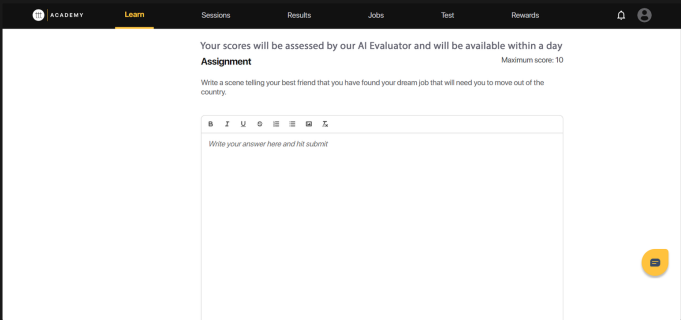

✅ Solution #3: Resolve bug concerning logout:

- Work with the Engineering and QA team to ensure log-out action functions properly, instead of redirecting to the onboarding page.
- Pain point 4 can be addressed.

Tech specs:

- The engineering team needs to look at the possible reasons, which may vary with the architecture of the platform.
- The raised bug should be retested by the QA team to ensure the bug is closed.
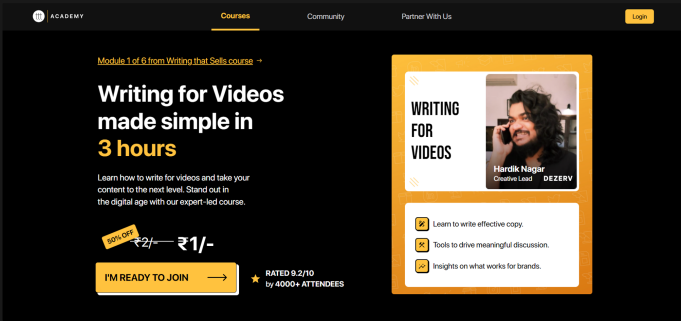
Solutions Prioritization

The solutions will be prioritized based on the RICE Scoring Model:

Solution/Feature	Reach	Impact	Confidence	Effort	Score	Priority
Solution #1	75%	1	50%	1 month	3750	3
Solution #2 / Feature #1	100%	3	80%	4 months	6000	2
Solution #3	100%	3	100%	1 month	30000	1

Implementation of Feature #1 will require additional resources (AI/ML and Data Engineers), apart from initial efforts of maintenance and integration.

💡 Legend:
- Reach: % of total users
- Impact: 1-low, 2-medium, 3-high
- Confidence: 50%-low, 80%-medium, 100%-high
- Effort: # of months
- Score = (Reach x Impact x Confidence)/Effort

Thank You for going through the report.

The teardown process is born out of a tight time-bound analysis. An in-depth teardown can be done in a data-driven manner, with access to detailed analytical dashboards, analyzing more personas.