**STUDY BUDDY APP**

**Step 1: Problem Discovery**

We begin with understanding the **problem** — what user need are we solving?

**Problem Context:**

Competitive exam students (like UPSC, CAT, NEET, GATE, etc.) often:

* Study alone for long hours
* Feel **demotivated** or **isolated**
* Struggle with **focus and consistency**

Now, let's do a structured breakdown:

**1.1 Problem Statement (Draft)**

"Competitive exam aspirants often lack accountability, motivation, and a sense of community during self-study. This leads to reduced productivity, burnout, and inconsistent performance."

**1.2 Define Target Users (User Persona)**

“An 18-28 year old student preparing for competitive exams, studying alone at home for 6-10 hours a day, and struggling to stay motivated and consistent.”

**1.3 Primary Pain Points:**

1. **Lack of accountability** – no one knows if they’re studying or not
2. **Easily distracted** – phone, YouTube, social media, etc.
3. **No emotional support** – feels lonely, anxious
4. **Low consistency** – can’t maintain a routine
5. **Procrastination** – difficulty starting study sessions

**Step 2: Product Vision & Solution**

**2.1 Product Vision Statement**

“To help competitive exam aspirants study consistently and feel less isolated by pairing them with like-minded study partners for real-time accountability and motivation.”

**2.2 Solution Hypothesis**

If we provide students with a virtual platform where they can pair up with other aspirants, track study time, and stay motivated via gamification & live presence, they will be more likely to stick to their goals and reduce distractions.

**2.3 Key Features**

Here are some core features we could explore. We'll prioritize them in the next step:

| **Feature** | **Why It’s Useful** |
| --- | --- |
| **Find Study Buddy** | Match with users of similar exam & schedule |
| **Live Study Mode** | Video/audio off mode with live timer to create accountability |
| **Pomodoro Timer** | Help students follow structured study breaks |
| **Daily Goals & Streaks** | Build habit-forming motivation |
| **Leaderboard & Points** | Light gamification for competitive motivation |
| **Post-study Journaling** | Self-reflection to boost mental clarity |
| **Break Activities (Quotes, Breathing)** | Reduce burnout during breaks |

**🤖 2.4 Differentiators (Why This is Unique)**

* Most apps like Pomofocus or Forest focus on *solo productivity*.
* This app builds community-driven study – like having a “study partner” at home.
* No chat/distracting features — pure productivity focus

**Step 3: MVP Prioritization (Build the Right First Version)**

We use the **MoSCoW Framework** — simple, clean, effective to prioritise the features for MVP.

| Category | **Meaning** |
| --- | --- |
| **Must Have** | Critical to solving the core problem |
| **Should Have** | Useful but not essential in V1 |
| **Could Have** | Nice-to-haves for later |
| **Won’t Have (Now)** | Out of scope for MVP |

**Goal of MVP:**

Help students study with a buddy in real-time, stay consistent, and feel accountable without distractions.

**Feature Prioritization Table**

| **Feature** | **MoSCoW Tag** | **Reason** |
| --- | --- | --- |
| Find Study Buddy | **Must Have** | Core to product — enables real-time accountability |
| Live Study Mode (timer + presence) | **Must Have** | Creates the shared productivity environment |
| Pomodoro Timer | **Must Have** | Proven method for focused study |
| Daily Goals & Streaks | **Should Have** | Boosts habit formation but not critical for first test |
| Leaderboard & Points | **Could Have** | Gamification is good but can distract — add later |
| Post-study Journaling | **Could Have** | Good reflection tool — not critical in V1 |
| Break-time Quotes/Breathing | **Won’t Have (Now)** | Low impact in V1 — focus on core productivity features |

**MVP Scope (What We Will Build)**

Our MVP will include:

1. **Study Buddy Matching (basic filters like exam type & time)**
2. **Live Study Room (silent focus mode with session timer)**
3. **Pomodoro Flow (25–5 cycle, adjustable)**
4. **Basic User Login/Profile with Exam Selection**

**Product Requirements Document (PRD)**

**Product Name:** *StudyBuddy*  
**Version:** MVP v1.0  
**Date:** July 2025  
**Author:** Kartik Arora

**1. Problem Statement**

Competitive exam aspirants often lack accountability, motivation, and community support during long solo study sessions. This results in procrastination, inconsistency, and poor focus — despite high intentions and goals.

**2. Objective**

Build a mobile-first platform where students can find real-time study partners, enter silent study sessions together, and maintain consistent productivity using structured Pomodoro-based sessions.

**3. Target User Persona**

| **Attribute** | **Value** |
| --- | --- |
| Age | 18–28 |
| Role | Competitive exam aspirant |
| Location | Mostly Tier 1–3 cities in India |
| Behavior | Studies solo at home, 6–10 hrs/day |
| Pain Points | Isolation, procrastination, low consistency |

**4. User Journey (High-Level)**

1. User signs up & selects their exam (e.g. UPSC, NEET)
2. Finds a study buddy matching their schedule
3. Joins a real-time silent study session (Live Room)
4. Uses Pomodoro timer (25–5 min cycles)
5. Tracks session duration + consistency

**5. Core Features (MVP Scope)**

| **Feature** | **Description** |
| --- | --- |
| User Login/Profile | Signup/login with email; select target exam & daily goal |
| Study Buddy Match | Filters for exam type + preferred time slot to find a partner |
| Live Study Room | Silent session with timer, name tags of both users, study session clock |
| Pomodoro Timer | 25-min study / 5-min break format; auto loop; sound alert optional |
| Daily Progress Tracker | Simple stats: today's focus time, streak days, sessions completed |

**6. Out of Scope (for MVP)**

* Leaderboard & Gamification
* Break-time quotes/activities
* Chat or communication system
* Scheduling future sessions

**7. Success Metrics**

| **Metric** | **Goal After 1 Month (Assumed Beta)** |
| --- | --- |
| Avg Daily Active Users (DAU) | 500+ |
| Avg Session Time/User | 45+ mins/day |
| Week-1 Retention Rate | ≥ 30% |
| NPS (User Feedback) | ≥ +30 |

**8. Edge Cases / Considerations**

* If buddy disconnects — session should still continue
* Network loss → pause timer with alert
* Abandon mid-session → user gets partial credit only

**Feature List Table (Summary View)**

| **Feature Name** | **Type** | **Priority** | **Description** |
| --- | --- | --- | --- |
| User Login/Profile | Core | Must | Login + exam type + daily target input |
| Study Buddy Match | Core | Must | Filter-based buddy pairing system |
| Live Study Room | Core | Must | Timer + presence + session summary |
| Pomodoro Timer | Productivity | Must | 25/5 format + cycle + sound toggle |
| Daily Tracker | Dashboard | Should | Total mins focused, streak, sessions count |

**User Flow of the App**

Log out or start another session

Session ends leading to summary screen

Pomodoro Time Starts

Enter Study Room

Matched + Accepted Buddy

Find Study Buddy

Start

Login/Signup

Select Exam & Daily Goal

Home Dashboard

**Detailed Product Roadmap – StudyBuddy App (MVP v1.0)**

| **Timeline** | **Focus Area** | **Key Deliverables / Features** | **Goal / Outcome** |
| --- | --- | --- | --- |
| **Month 1** | **MVP Core Build** | - User Signup/Login (Email-based) - Select Exam Type + Set Daily Study Goal - Study Buddy Matching (basic filters like exam & timing) - Live Study Room (Timer + presence of both users) - Pomodoro Timer (25/5 loop) | Build the foundation — make users study with real-time accountability |
| **Month 2** | **Enhancements & Metrics** | - Daily Tracker Dashboard (focused time, #sessions, goal progress) - Streak Counter (consecutive days) - Session Summary Screen (post-study) - Auto-disconnect handler (if buddy leaves mid-session) - UI/UX Improvements (basic polish) | Improve usability, add habit-forming motivation features |
| **Month 3** | **Beta Testing & Feedback Loop** | - Closed Beta Launch (50–100 users) - Feedback Form + Session Rating - Fix bugs from early testers - Add analytics for session count, avg time, retention - Server readiness for 1,000+ users | Validate core loop, collect feedback, and prep for scale |

**Optional Features – *Post-MVP Roadmap (Month 4–6)***

These can be considered after MVP shows traction.

| **Feature** | **Why Add It** |
| --- | --- |
| **Leaderboard** | Adds light gamification, boosts motivation |
| **Study Session Scheduler** | Helps users plan future sessions with same buddy or alone |
| **Push Notifications** | Daily reminders, break alerts, streak status |
| **Focus Mode** | Disables distracting apps during sessions (via phone permissions) |
| **Text-Free Emojis/Signals** | Quick reactions during study (without chat to avoid distraction) |
| **Weekly Progress Email** | Summarizes study trends, nudges users to stay consistent |
| **Language Support** | Add Hindi/other Indian languages for broader reach |

**Step 7: Define Metrics & KPIs for “Study Buddy App”**

**Overall Product Goal:**

Help students stay consistent with study schedules via real-time accountability and motivation.

**Key Metrics & Success Indicators:**

| **Area** | **Metric** | **Target / KPI Example** | **Why it Matters** |
| --- | --- | --- | --- |
| **Activation** | % of users who complete onboarding | ≥ 70% complete onboarding in 3 mins | Ensures users start the experience |
| **Engagement** | Avg study time per session | ≥ 30 mins/session | Reflects session value |
|  | Daily Active Users (DAU) | 5,000+ DAU within 2 months | Measures product stickiness |
| **Retention** | Day 7 Retention Rate | ≥ 30% | Indicates if users come back |
|  | Weekly Returning Users | ≥ 40% | Shows habit forming |
| **Virality** (if enabled) | Invites sent per user | ≥ 1.2 invites/user | Reflects product's shareability |
| **Satisfaction** | NPS (Net Promoter Score) | ≥ +30 | User happiness |
| **Support Load** | Avg support tickets per 1000 users | ≤ 5 tickets/1k users | Product stability and clarity |

**Step 8: Go-To-Market Strategy – StudyBuddy App (MVP Launch Plan)**

**1. Target Audience**

* **Primary:** Students preparing for competitive exams (UPSC, NEET, JEE, CAT, GATE)
* **Secondary:** College students, CA/CS aspirants, or group study fans

**📣 2. Positioning & Messaging**

“StudyBuddy keeps you consistent and motivated with real-time accountability. Study *with* someone, not just alone.”

**Taglines to test:**

* “Don’t study alone — buddy up!”
* “Consistency made easier”
* “Your virtual study partner”

**3. Channels of Launch**

| **Channel** | **Strategy** |
| --- | --- |
| **Instagram & Reels** | Influencer partnerships with UPSC/JEE creators showing live study sessions |
| **YouTube Study Vlogs** | Reach through study vloggers using StudyBuddy during their sessions |
| **Reddit & Telegram Groups** | Share in focused student communities (JEE, UPSC, NEET prep) |
| **WhatsApp Campus Ambassadors** | Recruit students from top colleges to spread app via status & groups |

**4. Launch Incentives**

| **Audience** | **Incentive** |
| --- | --- |
| New Users | 7-day Pomodoro streak = get a free 1-month premium |
| Referrals | Invite 2 friends = unlock special avatars/backgrounds |
| Ambassadors | ₹500 Amazon voucher for every 50 active users brought in |

**5. Beta Launch Plan**

| **Phase** | **What Happens** |
| --- | --- |
| **Week 1–2** | Invite-only: 100 users from Reddit/Telegram for early feedback |
| **Week 3** | Fix critical bugs, implement feedback |
| **Week 4** | Expand to 500+ users with campus WhatsApp + Instagram |

**6. Post-Launch Plan**

* Monitor retention, DAU, session time (Step 7 metrics)
* Conduct weekly feedback surveys (via in-app popups or Typeform)
* Prioritize feature requests and bugs using impact–effort matrix

**Step 9: Feedback Loop & Feature Prioritization**

**9.1 Feedback Loop Design (Post MVP Launch)**

After your beta launch (Month 3 in Roadmap), we gather structured feedbacks.

**Feedback Channels:**

* **In-App Surveys** (e.g. "How was your last study session?")
* **User Interviews** (10–15 active beta users)
* **Usage Analytics** (session duration, buddy matching success rate, drop-offs)
* **Community/Discord/WhatsApp Group** for testers

**Key Questions to Ask:**

* What motivated you to try the app?
* How was your experience studying with a buddy?
* Which feature felt most/least useful?
* Was anything confusing or hard to use?
* What would make this app better?

**9.2 Prioritization Framework – ICE or RICE**

By using ICE Framework.

**ICE Framework:**

**Impact × Confidence × Ease**

| **Feature** | **Impact (1–10)** | **Confidence (1–10)** | **Ease (1–10)** | **ICE Score** |
| --- | --- | --- | --- | --- |
| 1. Group Study Rooms | 8 | 7 | 6 | 336 |
| 2. Reminder Notifications | 7 | 9 | 8 | 504 |
| 3. In-app Chat for Buddies | 6 | 6 | 5 | 180 |
| 4. Leaderboard + XP Gamification | 9 | 8 | 4 | 288 |
| 5. AI Goal Suggestions | 7 | 5 | 3 | 105 |