

UniLounge

Idea

To build a progressive web app which can cater peer based resume review, mock interviews and one-to-one meetings with seniors for career guidance. The app can be monetized by showing ads from ed-tech companies targeting college students.

Problem

What is the problem you want to solve?

Reducing the roadblocks in arranging resume review, mock interviews and seeking career guidance from seniors.

Why is it important to address this problem?

The problem of reduced interaction between college students because of COVID-19 pandemic and/ or limitations of student's own network leading to unequal access for the preparation of major stages in grabbing internships and placements i.e. resume review, mock interviews, personalized guidance, etc. Hence it is important to address this problem.

What made you think of this product?

The disrupted interaction with peers because of COVID 19 pandemic, own experience and the problem area of one of the competitions

Why? What are the goals and objectives?

What is the product purpose?

To connect college students virtually for the peer based internships/ placements preparation and guidance from seniors

Business Objective

Earn revenue from ed-tech companies targeting college students by showing their ads. Invest all of the revenue for the growth and the development of the platform.

Product's features or functionalities

Resume Review, Mock Interviews, One-to-one Career Guidance Meetings, Search and Message

Who is your audience?

Who are the target stakeholders of the solution?

College students

Demographics of users

Living at their home, coming from diverse backgrounds

Pain points of users

Reduced interaction with peers and seniors wrt internships/ placements preparation

Longer user journey in arranging mock interviews and resume reviews

Feels awkward to ask for resume review or advice from seniors that the user don't know

Market research



Competitors	Peer Based Resume Review	Mock Interview	Guidance from seniors
Direct Competition		Pramp, InterviewBit	
Indirect Competition		PrepLounge	
Alternatives	Contacting seniors via social media dm, phone call, etc		Contacting seniors via social media dm, phone call, etc

		Pramp	InterviewBit	PrepLounge
Company specific	# of employees	5	260	17
	Founded	2015	2015	2012
	Funding	\$120K	\$21.5M	Undisclosed
	Investors	Seed - Y Combinator, SEGNEL Ventures	Seed - Surge Series A - Sequoia Capital India, Tiger Global Management, Global Founders Capital	Seed - Menden Ventures Consulting
	Acquisitions	None	None	None
	# of customers	200K/month Website Visits	1.4M/month Website Visits	180K/month Website Visits
	Strengths/	Strengths - Completely free	Strength - Established user	Strength - Strong presence

	weaknesses	as of now Weakness - High competition in India the largest market	base in India focusing IT/ Software aspirants	among students preparing for consulting
Target Customer	Product	Platform for mock tech interviews	Platform for mock tech interviews, coding courses and coding problems	Platform for mock consulting case interviews
	Primary buyer/ Decision maker	Job seekers preparing for tech job needing mock tech interviews	Job seekers preparing for tech job tests and interviews	Job seekers preparing for consulting interviews
	Secondary buyer	NA	NA	NA
	Target customer	Final and pre-final year college students	Final and pre-final year college students	Final and pre-final year MBA students
	Messaging	Email	Email	Email
Product specific	Product Features	Anonymous mock tech interviews, Easy canceling, scheduling, rescheduling of interviews	Coding courses, Mock tech interviews, IT/ Software skill resources	Mock consulting interviews, Case Library, Expert Counselling, DM, QnA Community
	Pricing	Free	Tech Courses	Subscription Based
	Free tier	All	Everything except some courses	6 free mock case interviews
	Customers	People preparing for tech interviews	People preparing for tech jobs	People preparing for consulting interviews
	Product strength	Completely anonymous process with option to reveal identity upon consent from both parties	Scheduled preparation path designed upon filling questionnaire	Presence of consulting experts, Only platform present in consulting interviews preparation space
	Product weakness	Lack of preparation resources to lure new users and engage existing users	Complexity for the beginner - wide variety of courses/ problems	High pricing
	Customer reviews	5/5	5/5	5/5
Positioning	How to win	Strong campaigning at a university level	Marketing our product as specially curated for the specific college	Building a case library in the context of given college
	Why customers should choose us	Shortened and emotion-less user journey for peer based	One-to-one placements/ career guidance from their	No direct charge to the user

		resume review	seniors they don't know that much	
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Customer Discovery

User Theme, Name	User Summary	Demographic and Psychographic Details	User Goals	Pain Points
Help Seeker, Lord Voldemort 	Hassle-free PM case practice and resume review is something that Voldemort values a lot	Voldemort is a 3rd year UG in the University of Hogwarts. He aspires to become a Product Manager after his college. Currently he is at his home, attending online college and preparing for product case interviews.	<ul style="list-style-type: none"> Getting resume review Getting to practice PM case studies with peers and seniors 	<ul style="list-style-type: none"> Difficulty in finding and connecting with peers and seniors with whom he can practice product case studies It's awkward to ask resume review from the senior he don't know Longer journey in terms of time and tasks to be performed to organize a single case study session and resume review It's a cumbersome process to keep log of the case study practiced
Helper, Hermione 	Saving time and energy to help as many juniors as possible is very important to Hermione	Hermione is a recently graduated student of Hogwarts. She is currently an APM in a fin-tech startup. She gets a lot of requests from her college juniors to review their resume, give them some gyan about cracking product interviews and practice mock product case interviews.	<ul style="list-style-type: none"> Help juniors crack product roles 	<ul style="list-style-type: none"> Difficult to keep track of all the resume review requests she gets Takes time to find a good product case to practice with the juniors

Product Metrics

Business Metrics

Metric	Description	Usage Frequency
Conversion Rate	$(\text{\#users at a stage in funnel}) / (\text{\#users at the previous stage in funnel})$	Weekly
Customer Acquisition Cost	$(\text{Cost of sales and marketing campaign}) / (\text{\#new users activated})$	Weekly
Customer Lifetime Value	$(\text{Revenue generated from Ads in a quarter}) / (\text{\#active users during that time})$	Quarterly

Leading Indicator

Lagging Indicator

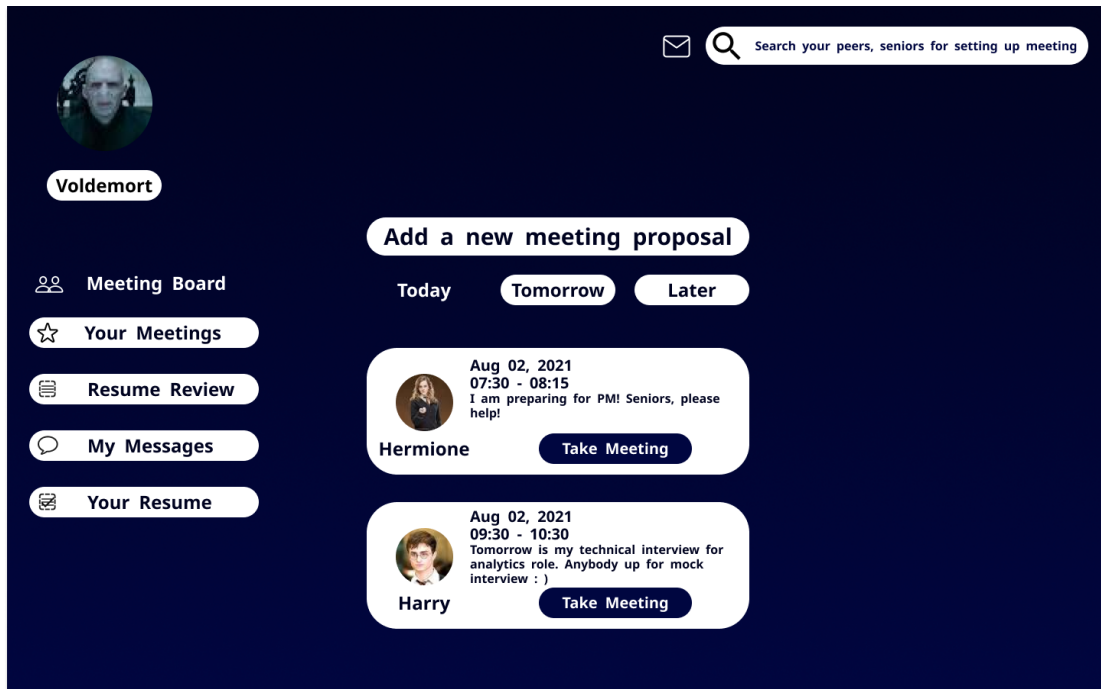
Pirate Metrics

Metric	Description	Usage Frequency
Activation	%age of new users who scheduled a meeting within a week after creating an account	Weekly
Engagement	Average time spent in a meeting per day per active user	Daily
Retention	$\text{\#no of active users in a given month who were active in the last month} / \text{\#no of active users in the last month}$	Monthly
Referral	$\text{\#users activated using referral link per week}$	Weekly

North Star Metric

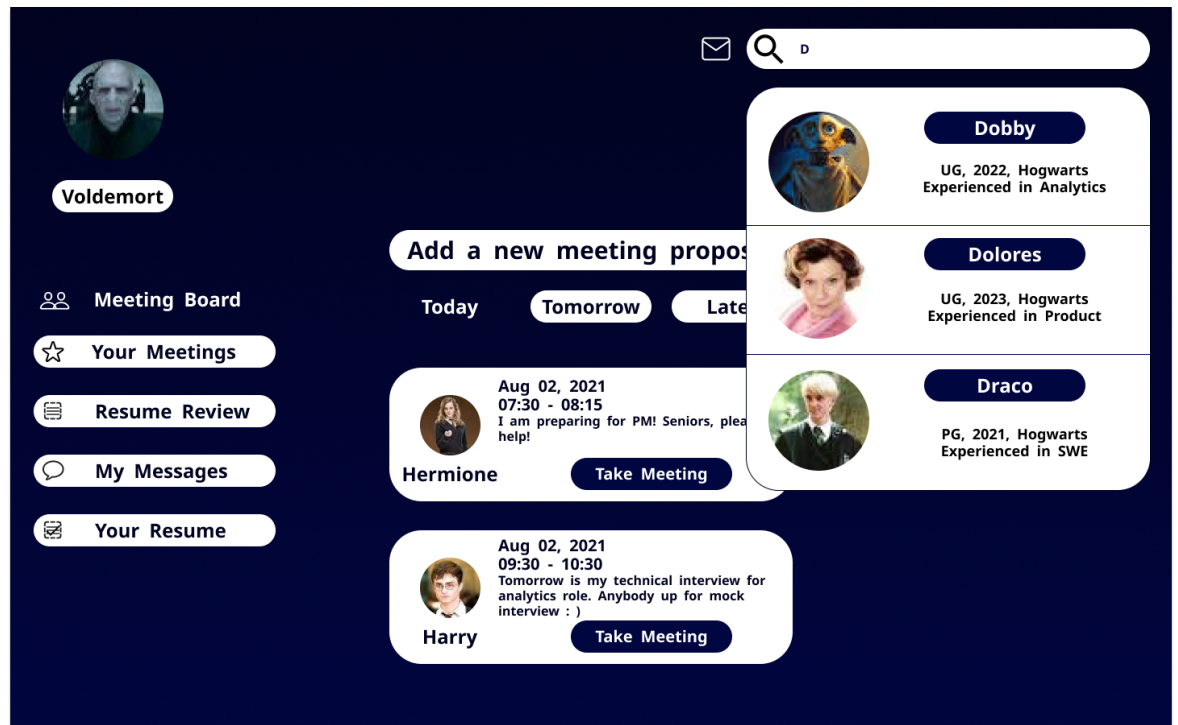
Active User - User who schedules at least one meeting in the last 30 days

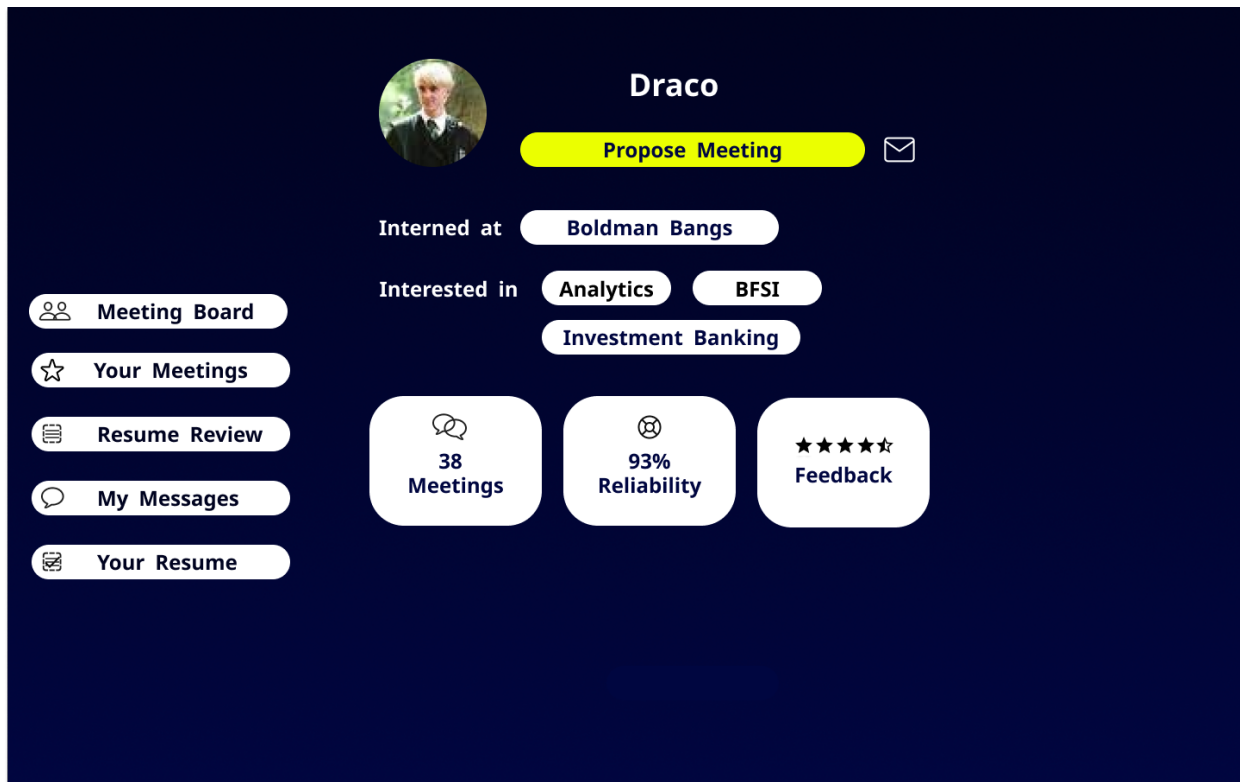
App Design, UX and Prototype



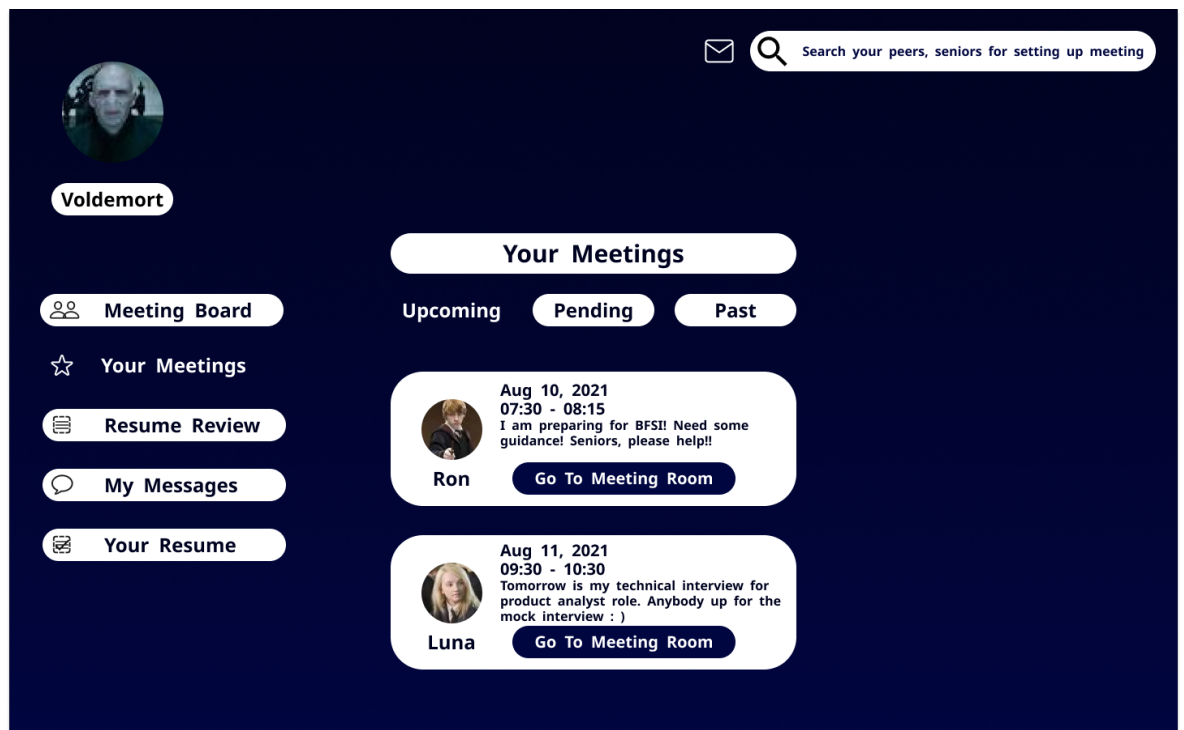
Main
Dashboard

Search Bar

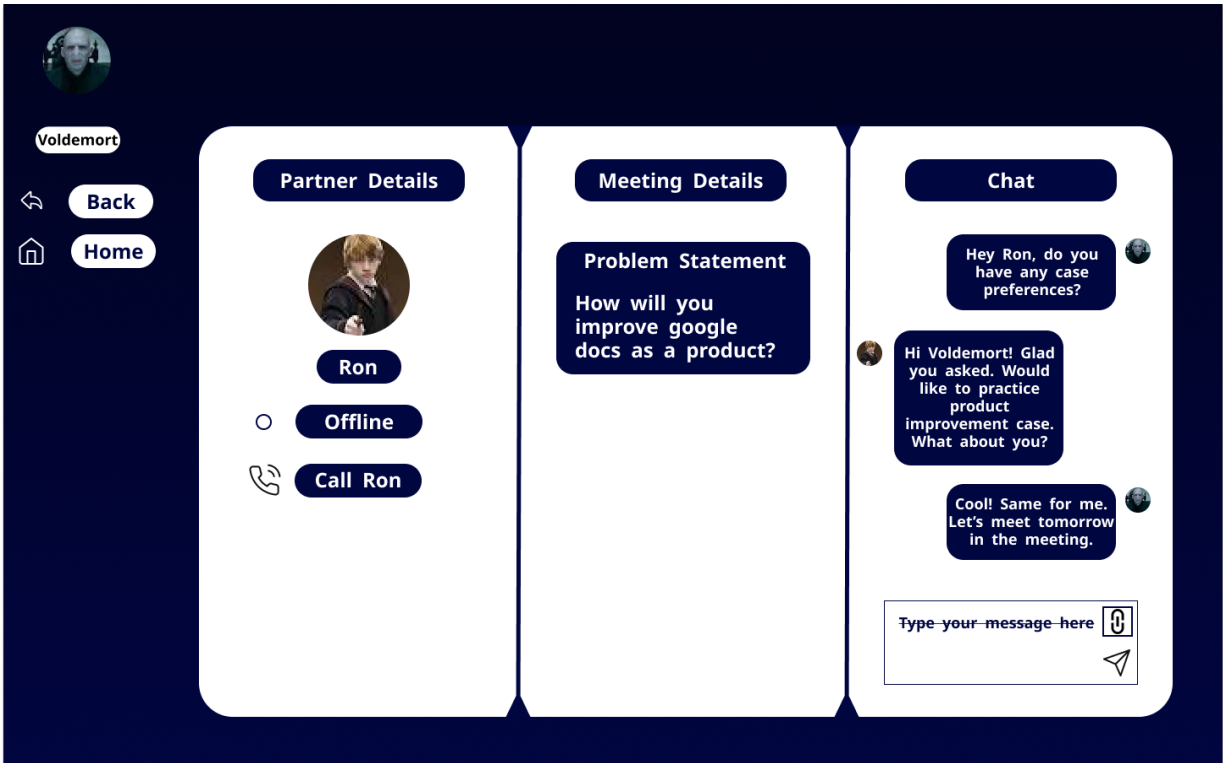




User
Profile
Page

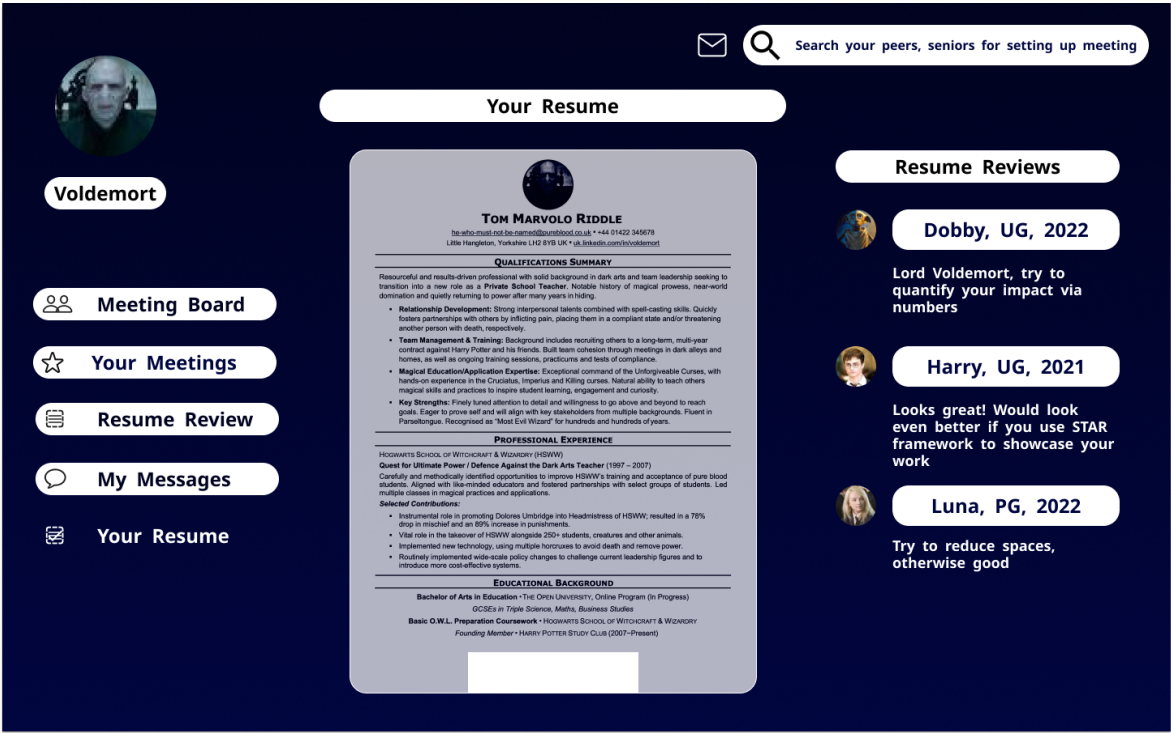



User's
Meeting
Dashboard



Meeting Dashboard

User's Resume Dashboard





Voldemort


Meeting Board

Your Meetings

Resume Review


My Messages

Your Resume




Search your peers, seniors for setting up meeting

Review Resumes and Help Your Peers




Review Harry's Resume



Review Hermione's Resume

Resume
Review
Section



Voldemort

Meeting Board

Your Meetings


Resume Review

My Messages


Your Resume

Your Messages


Search through your messages



Sup! Voldemort!! Up for the product case study?



Hi Dobby! Would you guide me how to crack technical interview?



Hi Voldie! Shall we meet sometime this week to do some mock interview?

User's
Messages
Section

Product Specs

Epics

1. User signup and login
2. Scheduling a meeting
3. In-meeting functionalities
4. Resume Review
5. Messaging
6. Case Library
7. User profile

User Stories

1. User signup and login

- As a user, I want easy sign-up to save my energy
- As an admin, I want user's college to be verified to tackle impersonation
- As a lazy user, I want my login credentials to be remembered on the device I login to minimize cognitive load
- As a security concerned user, I don't want my login credentials to be remembered on any device
- As a forgetful user, I want to change my password when forgotten to retrieve my account

2. Scheduling a meeting

- As a user, I want to convey the purpose of the meeting so that it can only be accepted by the relevant peers or seniors
- As a user, I want to cancel the meeting any time before it starts in case something comes up
- As a user, I want to schedule meeting with only users of my college to gain better perspective wrt my college
- As a user, I want to schedule meeting with any user other than my college to gain perspective about what happens outside of my college
- As a user, I want to schedule meeting with a particular person who I think will be more helpful than others to achieve my goal
- As a user, I want to automatically add accepted meeting invitations to my calendar to prevent double booking myself
- As a user, I want to automatically remove canceled meeting invitations from my calendar to get smooth experience
- As a user, I want to know reliability and rating of other users before scheduling a meeting with them
- As a PM/ Consulting aspirant user, I want to select case study of particular type for my case partner depending on his/ her preferences
- As a user, I want to know which cases my partner has practiced before so that I don't choose the case study which he/ she has practiced before

- As a user, I want to manually mark cases which I have practiced on my own to avoid repeatability
- As a user, I want to get notified whenever someone accepts/ declines/ cancels meeting with me
- As a user, I want to provide reason while canceling the meeting to avoid bad blood with meeting partner

3. In-meeting functionalities

- As a user practicing case study, I want to message case study partner in case of glitch in audio
- As a user, I want to know whether case study partner has showed up on the platform before starting the meeting
- As a user, I want to report case partner if he/ she don't show up
- As a user, I want to give feedback for my case partner so that he/ she can improve
- As a product analyst, I want feedback from the user at the end of the meeting to improve the product further
- As a user, I want to take notes regarding the case study practiced during or at the end of the case study for improving myself
- As a user, I want to share pdf, doc, etc with my case partner to help him/ her

4. Resume review

- As a user, I want to review resume via audio since it's cumbersome to write if too much improvement is needed in the resume
- As a user, I want my resume to be reviewed by some particular users only
- As a user, I want to filter out frivolous reviews to focus only on genuine reviews
- As a user, I want to filter out reviews by time to know about latest reviews
- As a user, I want to be notified whenever someone reviews my resume

5. Messaging

- As a user, I want to message peers/ seniors from my college or those I met via meetings
- As a user, I want to be enabled to send zip/ pdf/ docs etc format of files via messaging
- As a user, I want to be enabled to schedule meeting with particular user via message itself
- As a user, I want to be enabled to review or get reviewed resume with particular user via message itself

6. Case Library

- As a user, I want cases to be filtered based on type (PM/ Consulting/ Other), sub-type (Product Design, Product Improvement, Problem Solving, Profit and Loss, etc), difficulty (easy, medium, difficult), rating (1 to 5 stars) and whether I solved it or not
- As a user, I want to mark case as solved/ unsolved so that I don't waste my time looking through the same cases

- As a user, I want to be enabled to write notes for every case I go through to revisit them in the future
- As a user, I want to add my own cases to the case library as my way to give back to the community
- As an admin, I want to sensor every case added by the user before adding to the case library to maintain quality

7. User Profile

- As a user, I want to see linkedin of meeting partner to connect on the professional platform
- As a user, I want to see reliability of user before scheduling the meeting
- As a user, I want to see feedback of user as a meeting partner before scheduling the meeting
- As a user, I want to know the background information (interests/ internships/ jobs) of the user before scheduling the meeting
- As a user, I want to add bio to my profile to show my interests and laurels
- As a user, I want to block certain users from seeing me on the platform to protect my privacy
- As a user, I don't want people to know that I saw their profile to avoid cliches and maintain privacy

8. Search Bar

- As a user, I want to be enabled to see my college's students upon searching
- As a user, I want to be enabled to access everything on the platform via search bar
- As a user, I want to be enabled to access my search history
- As a user, I don't want platform to store my search history