

Pawar Kaustubh Chandrashekhar,  
Final Year Undergraduate,  
IIT Kanpur  
kaustubh@iitk.ac.in

## Trainer's Place

### Idea

To build a marketplace app aimed at connecting trainers and learners

### Problem

#### What is the problem you want to solve?

Reducing the roadblocks in finding a suitable trainer for learners and maximizing the reach of trainers among learners

#### Why is it important to address this problem?

In recent times, there has been an increase in the number of trainers and learners in different areas. Because of this it has become difficult for learners to find the most suitable trainer for them depending on their budget, expertise of trainer, etc. At the same time, it's getting costly for trainers to reach their ideal customer base via facebook and/or google ads. Hence it is important to address this problem.

#### What is the app's purpose?

To connect trainers and learners with minimal efforts



### Business Model

To earn revenue by charging a subscription fee for the trainer for showing him/her on platform to our wider user base. To earn additional revenue by featuring the trainer on the top of the list for a given period. In return, the trainer will get customer(s) who want to learn one/more skill(s) from the trainer and the user can make conscious and informed decisions about the most suitable trainer for him/her.

#### Who are the stakeholders?

Trainers  
Learners  
Marketplace app

## Customer Discovery

User Theme, Name	User Summary	Demographic and Psychographic Details	User Goals	Pain Points
Learner, Jack 	Getting highly skilled boxing trainer and the most suitable stock trading guru is something Jack values a lot	Jack, aged 27 is a mid level manager in a leading FMCG firm. He lives in the lavish locality of Pune. Now that he has financial stability, he wants to pursue his curiosity like learning boxing, stock trading, etc.	<ul style="list-style-type: none"> <li>To learn boxing from a highly skilled boxing trainer</li> <li>To learn stock trading from an established stock trading guru</li> </ul>	<ul style="list-style-type: none"> <li>It's time consuming understand which boxing trainer is highly skilled; since he can't move from gym to gym meeting trainers and asking their trainees about their experience</li> <li>It feels awkward to ask trainer about his/her certification</li> <li>Too many stock trading gurus to choose from and don't have enough information to compare them</li> </ul>
Trainer, Tyler Durden 	Reaching ideal customer base at inexpensive cost and prove his reliability in a hassle free way is what Tyler is looking forward to	Tyler, a 45 year old man is a personal development professional from the suburb of Mumbai. "No one has the ability to teach time management as excellent as Tyler" - said one of his personal productivity class students.	<ul style="list-style-type: none"> <li>To reach ideal customer base at inexpensive cost</li> <li>Establish his credibility among customers</li> </ul>	<ul style="list-style-type: none"> <li>It's expensive to reach ideal customer base via google ads</li> <li>Can't get enough customers since he lives in the remote part of suburb</li> <li>Difficult to get customers apart from word of mouth</li> <li>Difficult to prove his credibility and reliability in case of online personal development sessions</li> </ul>

## 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
Learner Acquisition Cost (LAC)	$(\text{Cost of learner marketing campaign}) / (\text{\#new learners activated})$	Weekly
Trainer Acquisition Cost (TAC)	$(\text{Cost of trainer marketing campaign}) / (\text{\#new trainers activated})$	Weekly
Trainer Lifetime Value (TLV)	$(\text{Revenue generated from trainer subscription and trainer featuring in a given period}) / (\text{\#active trainers during that time})$	Monthly

Leading Indicator

Lagging Indicator

## Pirate Metrics

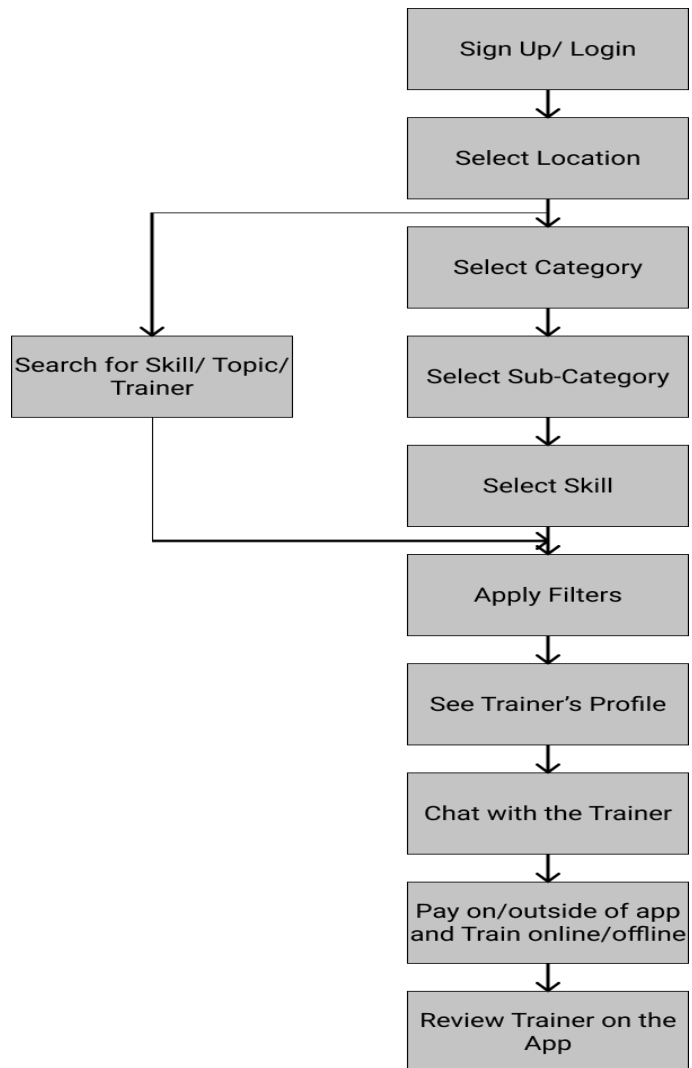
Stakeholder	Awareness	Acquisition	Activation	Engagement	Retention	Revenue	Referral
Learner	Number of impressions (via marketing campaigns for learners) per day	Number of learner account created per day	%age of new learners who saw at least a trainer profile within the first week of creating an account	Time spent doing activity <sup>#</sup> per learner per day	%age of learners who visited app at least once in a given month, DAU	NA	Number of users referred per learner per month, Net Promoter Score (NPS)
Trainer	Number of impressions (via marketing campaigns for trainers) per day	Number of trainer account created per week	%age of new trainers who verified at least one certification within the first month of creating an account	Time spent doing activity <sup>#</sup> per trainer per day	%age of trainers who visited app at least once in a given month, DAU	Monthly Recurring Revenue per trainer	Number of users referred per trainer per month, Net Promoter Score (NPS)

<sup>#</sup> - an activity is defined as a duration for which there were at least 2 clicks within 2 minutes

## Product Features

1. As an admin, I want to categorize trainers based on their areas of expertise to minimize learner's cognitive load while searching for the trainer
2. As a learner, I want to filter trainers based on radius within which training location lie from my location to minimize my commute time in case of offline training
3. As a learner, I want to filter and sort trainers based on their rating to make informed decision
4. As a learner, I want to filter trainers based on language they communicate to get most out of the training
5. As a learner, I want to filter trainers based on their fees to adhere to my budget
6. As a learner, I want to give rating and review to my trainer so that it can help other learners to make informed decision
7. As a growth person, I want learners to be enabled to refer their friends to get more learners on the platform
8. As a growth person, I want trainers to be enabled to refer other trainers to the platform to get more trainers on the platform
9. As a learner, I want to see trainer's certification to better use my money
10. As a learner, I want trainer's certification to be verified to prevent financial fraud
11. As a growth person, I want users to be enabled to login via google/facebook to increase the acquisition of the users
12. As a learner, I want to search skill I want to learn directly from the search bar to avoid selecting categories and sub-categories
13. As a trainer, I want to be featured on the top of the list of my category to reach the maximum users
14. As a trainer, I want to get paid from the learner on the app itself so that I don't need to prove my credibility outside of the app
15. As a learner, I want app to keep record of my monetary transaction with the trainer to avoid financial fraud in case of online training
16. As a learner, I want to filter trainers based on their time of availability to prevent clash with my schedule
17. As a learner, I want to chat with potential trainer so that my queries are answered before proceeding
18. As a trainer, I want to give quick-replies to the trivial queries by potential learners so that I can save my time and energy
19. As a trainer, I want to specify the nature of my training (online/ offline/ both) to avoid unnecessary queries from learners

## User Journey



# Wireframes

