

Introduction:

A one stop solution for uniting students of a particular college for resources sharing and career advice in a hassle-free and smooth manner.

Revenue Source:

→ Advertisement/Promotions from organisations targeting college goers.

Pain Points-

Poor interaction and limited access to seniors and other college community because of which following problems are faced by students:

1. Lack of access to academic material (previous year papers, course feedback, prof feedback, course notes/books etc.)
2. Lack of know-how regarding internship/placements.

Product requirements

- Lack of access to academic material (previous year papers, course feedback, prof feedback, course notes/books etc.)
 - As a student, I want access to all my courses' materials at the same place (course ppts, course projects, course assignments, course quizzes and exams)
 - As a student, I want feedback about the prof and the course before registering for it (prof feedback/details, course feedback/details, grades stats)
- Lack of know-how regarding internship/placements
 - As a student, I want resources for placement/ internship preparation
 - As a student, I want feedback about role offered by companies before preparing/ applying for them
 - As a student, I want one-on-one meeting with seniors
 - As a student, I want resume review from seniors
 - As a student, I want placement/ internship opportunities open for my college
 - As a student, I want to chat with seniors and peers for career related things

User Personas

Persona Theme	Person a Name	Demographics	Psychographics	User Goals	Pain Points
Information Seeker	Mandar	Mandar Just joined Tier 2 college and wants to explore college life as he joined in covid times. He wants to connect with like minded peers from his college and get acquainted with some useful skills.	Mandar is from a middle class family.He is not ready to spend much on extra curricular courses until and unless they provide value. .He is quite friendly.	Wants to get exam/ placement resources/ advice with minimal efforts	<ul style="list-style-type: none">- Can't get resources for exams/ placements, etc- Don't know seniors whom he can approach for placement related advice
Information Provider	Saurabh	Saurabh is a senior student of	Saurabh has already been placed at a	Wants to save time and energy while	<ul style="list-style-type: none">- Has to repeat the same content again and again to

		college. He has some experience and contact.	MNC.He is willing to help out his juniors who seek his advice in the field of his expertise.	providing information/advice to information seekers.	different students - Many a times jr's approach me for things which I don't know - Has limited time on hands to help the students.
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Alumni Section - Search bar, Dashboard to list meetings, Alumni Profile, Personal Chat
Current Students Section - Search bar, Dashboard to list meetings, Students Profile, Personal Chat,
Resources for Courses, Resources for Placement Prep, Resume Review Section

Metrics

What to measure?	How to measure?
Number of interactions (Likes, Comments, Shares, Save)	No of likes per day, No of comments per day, No of shares per day, No of saves per day.
No of impressions or views	No of impressions or views per day
Number of google form signup	Number of google form signup per day

GTM for video - LinkedIn Post

GTM for App -

Positioning - Our product is combining audio rooms for the university with resume review and university specific resources. There are apps that do these things individually, but there is no app which does this all in a single app. Hence we have no competitor.

Launching -

Early Adopters - Freshers, Students preparing for internship and placement drive who are introverts
Where are they? - They can be reached via university mail

Link for the Video MVP -

https://www.linkedin.com/posts/kaustubh251_unilounge-mvpbuzz-webapplication-activity-6828171055551643648-BELS

Monitoring Success -

Metric	Day 1	Day 2	Day 3
No of likes per day	10	4	1

No of comments per day	1	2	0
No of shares per day	0	3	0
No of saves per day	0	0	0
No of impressions or views per day	244	138	19
Number of google form signup per day	0	0	0

Overall there was no success for video MVP

Possible reasons:

Less descriptive video (should have used more prototypes)

Audience didn't really want this problem to be solved

Possible improvements:

Making more prototypes to convey the product

Move on and pick other problem