

**Design a product launch strategy
for an e-learning platform offering
short, skill-based courses**

Market Research

	UDEMY	COURSERA	LINKEDIN LEARNING	UNACADEMY
Overall learners	75 million	92 million	27 million	6 million MAU in india
Target market	Professionals, General learners	Professionals, College students	Professionals, College students	competitive exam aspirants
Pricing	High	High	Subscription	Subscription
Engagement	lack of interaction with instructors	Lack of practical learning	Interactive	lacking hands- on, real-world skills training
Local Content	Lack of regional content	Lack of regional content	Lack of regional content	Focuses for regional people

PAIN-POINTS

- **Short Attention Span** - Mostly there are 1 or 2 hours long videos which deviates the learners motivation.
- **Lack Of Motivation** - Learners lack the thirst and motivation and get bored in the long run.
- **Localization** - There is lack of content tailored to the Indian context (regional languages, local exams, and industries).
- **High pricing** - The paid plans are relatively expensive for people, making access to quality content a challenge.
- **Lack of interaction** - Lack of practical learning hands-on and real-world skills training.

User persona

AJAY, 16M

Goals:

Acquire knowledge and skills in areas of personal interest.

Needs:

- Access to free or affordable courses.
- Short-duration courses
- Tools for tracking progress and receiving regular feedback

Pain-points:

- Struggling to stay motivated over time.
- Absence of frequent assessments or personalized feedback to guide progress.
- Losing interest due to lengthy videos and a lack of interactive elements.

Student

SONA, 24F

Goals:

Enhance skills and expand knowledge in emerging technologies.

Needs:

- Practical, hands-on knowledge with opportunities for interaction.
- Tools to track learning progress, manage deadlines, and optimize learning within limited time.

Pain-points:

- Limited interaction and practical application in courses beyond programming languages.
- Difficulty finding time for consistent learning due to other commitments.

Professional

VEDANT, 21M

Goals:

Access courses in their native language and gain a competitive edge in their field.

Needs:

- Availability of mock exams and practical tests.
- Courses offered in local languages to ensure better understanding.

Pain-points:

- Struggling to stay motivated.
- Difficulty understanding courses that are not in their preferred language.
- Lack of realistic mock exams or timed practice sessions to simulate real exam conditions.

Aspirant

Solutions

SHORT CLIP CONTENTS

- Provide short, engaging clips on specific topics within course videos, similar to the format of reels, to boost user engagement.
- Limit video length to under 10 minutes for easier consumption.

Pain-points addressed:

- Overcoming reluctance towards long videos by breaking content into bite-sized chunks.
- Increasing user interest and retention by delivering valuable knowledge in a short amount of time.

LEADERBOARD

- Show the top learners of the week, based on points, and highlight their achievements in different categories based on skills.
- Allow learners to set personalized learning goals and share their achievements.

Pain-points addressed:

- By introducing leaderboards, goal-setting, and peer recognition, learners are encouraged to stay motivated and engaged throughout their learning journey.

PRACTICAL KNOWLEDGE IN REGIONAL LANGUAGES

- Provide learning contents in a wide range of regional languages.
- Offer practical learning experiences that apply to real-world scenarios in areas such as business, marketing, data science, design and more.

Pain-points addressed:

- Providing courses in regional languages eliminates the language barrier.
- Practical learning improves problem-solving abilities and career readiness.

Prioritization & Go-To Market Strategy

	Reach (1-10)	Impact (1-5)	Confidence (1-100%)	Effort (1-5)	RICE score
Contents in regional language with practical knowledge	7	4	70%	5	4
short clip contents	8	5	90%	3	12
Leaderboard	7	5	85%	3	10

PRE-LAUNCH

Landing Page: Develop a landing page for early sign in users or waiting list users by creating the anticipation among users.

Beta testing: Identify and engage a group of users to test and use the feedback for iteration. Engage group of people like aspirants, students and professionals.

Q&A Sessions: Engage customers with Q&A sessions in real-time by answering their questions and addressing their concerns to attract potential customers.

LAUNCH

Webinars: Conduct webinars to showcase the unique features like short clips, motivational reels and quotes which we are offering.

Partners with Influencers: By partnering with influencers who are in relatable fields like professionals, students to promote it to their followers.

Social media Ads: Showing targeted ads for users in social media platforms like linkedIn, Instagram to let the users know about the launch.

POST-LAUNCH

Gather feedback: Collect feedback from users through surveys, reviews and direct user interaction.

Iterate on features: Continuously iterate on features based on the feedback and reviews received from the users.

Promote continued use: Promoting updated features through push notifications and personalized mails to let the users know about the updates and continuous engagement.

Metrics

Acquisition metrics:

#No. of new users who signed up – Calculate the no. of users signed up in a day

Engaging metrics:

#Monthly Active users – Calculate the users who are active on monthly basis

#Weekly Active users – Calculate the users who are active on weekly basis

#No. of views per course – Calculate the weekly no. of views per course

#No. of users who watches videos after watching motivational reels – To know if motivational reels are really impacting.

#Average spent time per user – Calculate by total time spent per month/Total users

#Click Through Rate of push notifications – Calculate the no. of users who entered the app by clicking on push notifications

Customer satisfaction:

#Net Promoter Score – %promoters-%detractors

#CSAT score – $(\text{No. of positive responses} / \text{Total no. of responses}) * 100$

Risk matrix

Impact →

↑
Likelihood

	1.Negligible	2. Minor	3.Moderate	4.Significant	5. Severe
5. Very Likely	5	10 Server downtime	15	20	25
4. Likely	4	8	12 Limited content engagement	16 User Interface issues	20
3. Possible	3	6 Slow Loading Times	9	12 Data breach	15 Bugs in the system
2. Unlikely	2 Schedule delay time	4 Low platform scalability	6	8 Compliance violation	10
1. Very Unlikely	1	2	3 Payment Gateway failure	4	5 Financial loss

CONTROLLABLE MEASURES

Regression testing: Perform testing before the launch to ensure the system functions correctly after any updates or changes.

User Testing: Conduct testing with set of users to evaluate the platform's usability and gather feedback for improvements.

Cybersecurity measures: Implement security protocols, such as encryption, two-factor authentication, and penetration testing, to protect user data and platform integrity.

Schedule Management: Effectively plan and manage the timeline to ensure all tasks are completed on time.

Content Audits: Reviewing course materials and videos regularly for accuracy and identify if there is any errors.

Compliance Checks: Assess data privacy practices and accreditation standards to ensure compliance with relevant regulations.