



# PRODUCT TEARDOWN

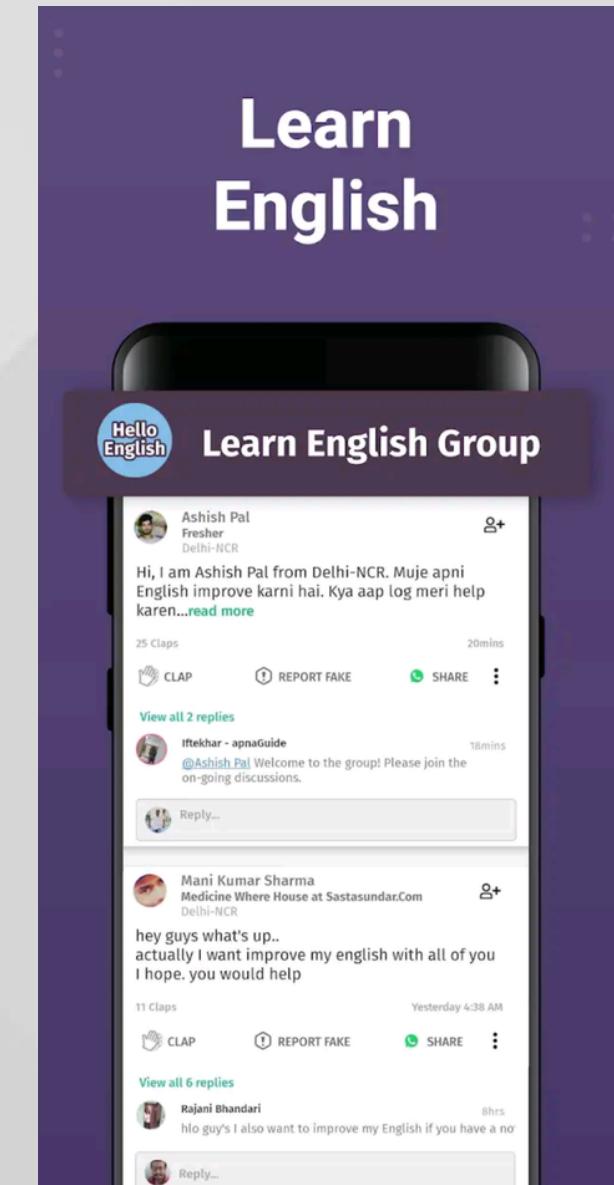
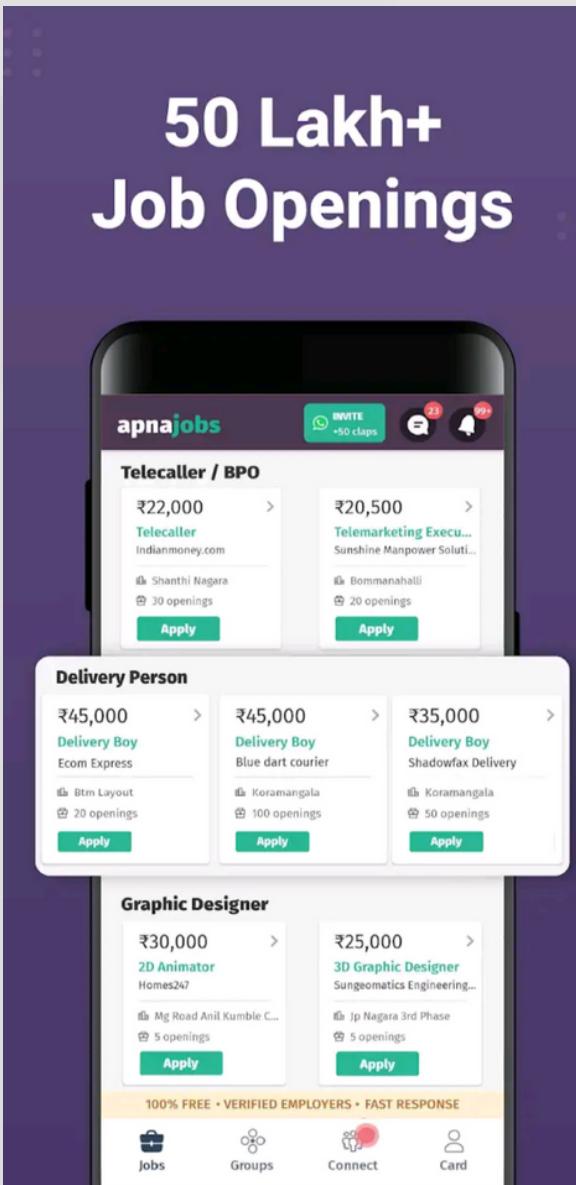


*Product Researcher :  
Divyanshu Dubey*



# About apna

apna ,aims to bridge the gap between recruiters and job seekers .The team at apna aims to provide jobs to every individual at their nearest destination .



THE  
PRODUCT  
FOLKS

# PROBLEM STATEMENT

## Context

A typical job aspirant on the platform is not well versed in English.

## Problem

This reduces the candidate's chances of getting hired as well as reduces his payouts.

## Statement

How can **apna**, help users learn spoken English using its products ;to enhance their chances of getting hired .

# GOAL : HELP USER LEARN

## SPOKEN ENGLISH

Based on my research ,the groups can be very useful tool which can be used to drive engagement and has not been used in its best possible form . There is also a need to add some new features to increase user engagement . Therefore ,the goal would be -

- Make changes in the functioning of groups by filtering unwanted stuff and adding features like speaking rooms etc.
- Help user to grow with a community by driving user engagement
- Adding New segments such as Games , Learn etc.



# USER PERSONA



## Anil , 19 Unemployed

Anil is a unemployed diploma holder looking for a job in his hometown of Varanasi . Anil wants to learn English from scratch to improve his chances of getting hired .

Although groups are a great way to learn and share ; anil prefers to learn individually.

### **Goals:**

- Get hired
- Improve confidence in English
- Learn Daily



## Rajat , 24 Working Professional

Rajat is a low profile employed individual looking for better carrier opportunities. Rajat wants to improve upon his English speaking skills to get hired on a better payroll . He likes to learn with a group of people , be part of a community , learn about others experiences and ask doubts .

### **Goals:**

- Get a better job than present
- Find like minded people to learn with
- Improve confidence in English speaking.

# ADDING LEARN AND GAME FEATURES



For Anil , and other users like him , adding new learn and game feature will be a great way to keep them engaged as well as enhance their learning outcomes.

*User can't stay committed*

Since the user is in initial learning phase , staying committed to daily learning may not happen . This can demotivate the user , leading to a dropoff .

## *Pain Points*

The platform is not gamified enough . The platform lacks an interactive learning experience which means user doesn't have an engaging experience .

*No engaging content to learn*

The platform lacks any engaging learning content . Learning content in the form of text as well as video is needed to cater to all type of learners.

Most of the Content on the groups is unnecessary resulting in a reduced credibility of the groups resulting in a user drop off . There is a need to filter out such comments to enhance user experience .

*No interactive means to learn*

*Unwanted stuff on the groups*

# Solutions!

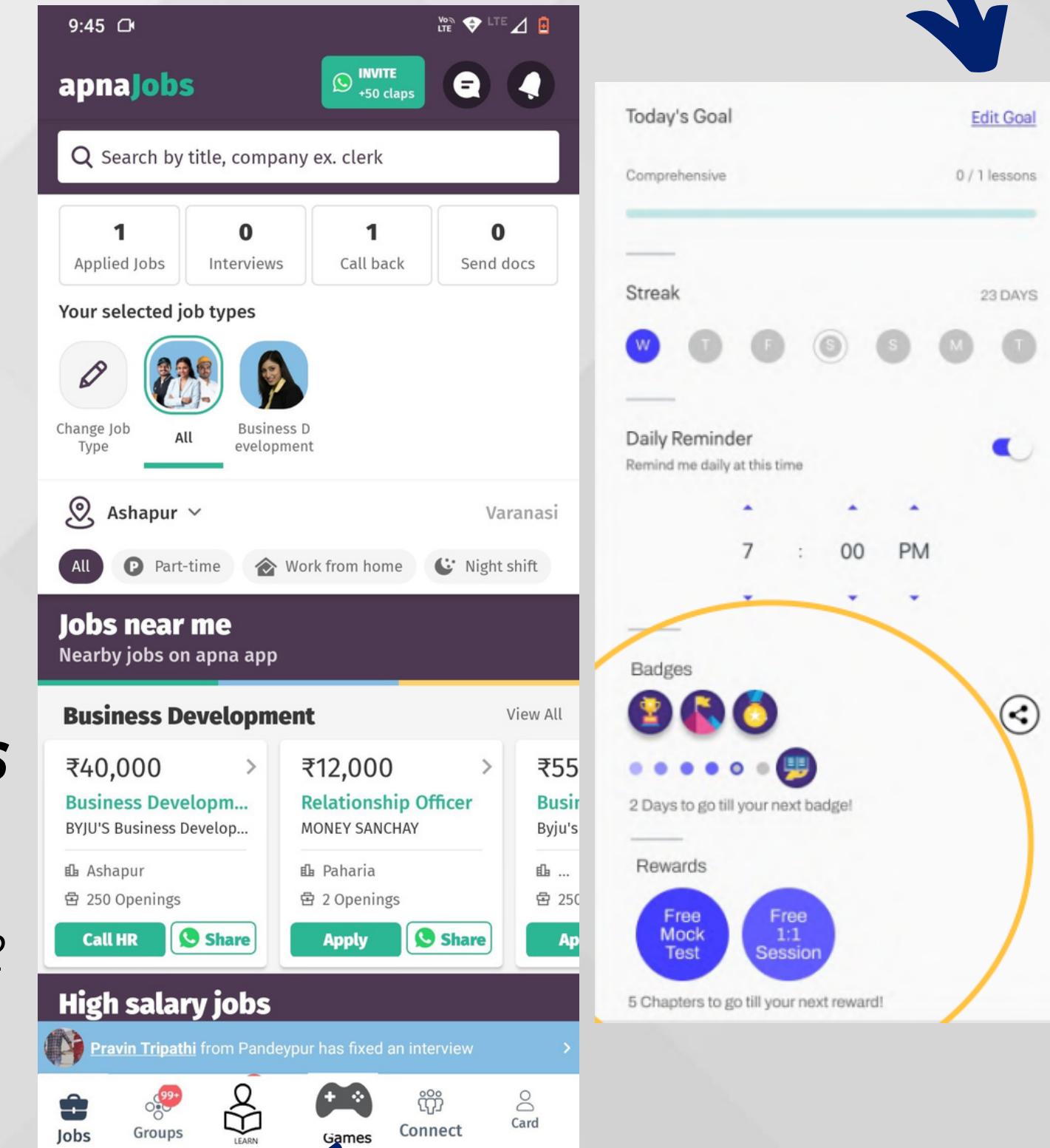
## **ADD Games Section**

A games section with games such as scribble , WordGame, , etc can be placed to improve user engagement as well as improve learning experience of the users .

**Games section must be clubbed with daily badges and rewards to improve user retention .**

Providing badges based on the daily streak in the game feature gives the user a sense of achievement and motivates them to be consistent .

**Daily Rewards and Badges with goal reminder**



**Games Section**

## Learn Section

# Solutions!

### **ADD Learn Section(&Apna Bites)**

**Addition of a learn section which includes free or affordable spoken English courses .** These can be done in collaboration with some of the learning platforms .

With the rise of bit sized content (reels , tiktok , YTshorts , etc. ), users are getting accustomed to that . The amount of bite-sized content in the education sector increases on a daily basis , which creators amassing millions of followers .

**Apna Bites is a section that will include quick clips to help users learn .** This could be a quick grammar tip - like the use of an oxford comma or a word of the day , or general spoken english tips etc.

Users who may find learning by reading a mundane activity might want to tune in for daily bite of knowledge .



**apnaBITES**

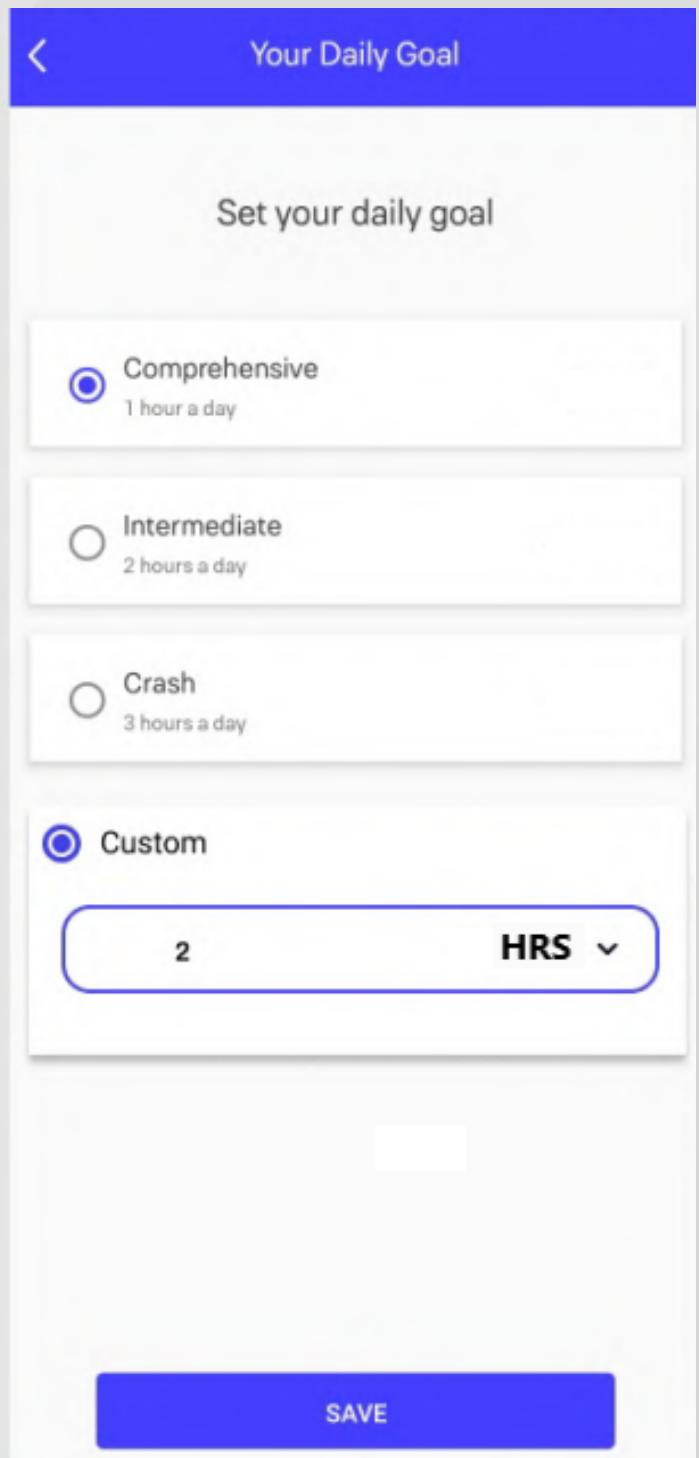
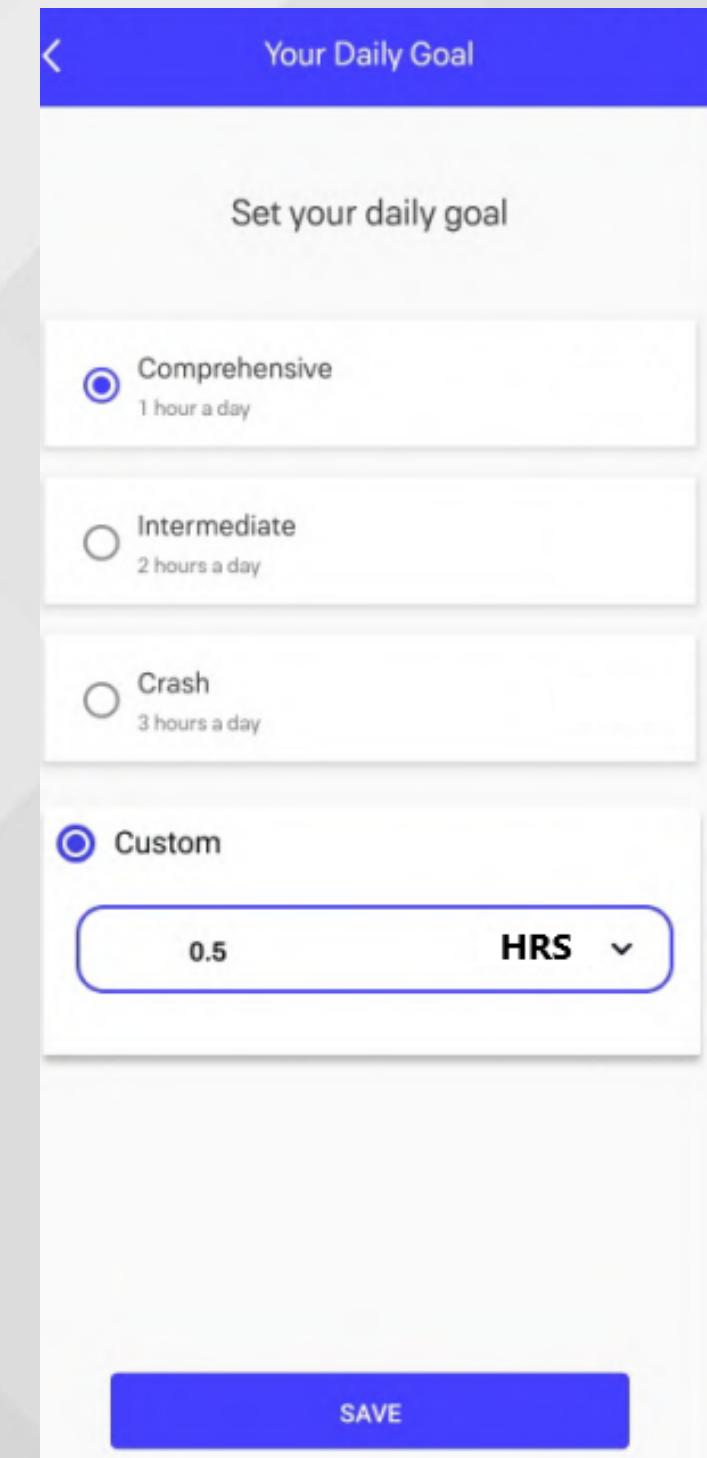
# Solutions!

Custom Goals



*Adding a goals section with can help the user to stay committed to his goals and remain consistent .*

*adding a custom goal section can help user customize their daily goals .*



# IMPROVING GROUP ENGAGEMENT



For Rajat , and other users like him , groups, if simplified and improved can be a great way to keep them engaged and assist learning process.

Groups are a great place to connect with other people and share content , **but there are way too many posts and most of them unsorted . This overwhelms the user and tarnish user experience resulting in a dropoff.**

## Pain Points

Too many unnecessary and personal messages on the group tarnishes the usefulness of groups psychologically, resulting in a drop off .

For ex: **A new user might just scroll through the group for a minute and 2 , and drop off by just seeing the community posts and assuming that's all there is.**

*No medium to practice spoken English*

*Personal and Unnecessary messages on the groups*

**They aren't able to find the content ,that caters to their need.**

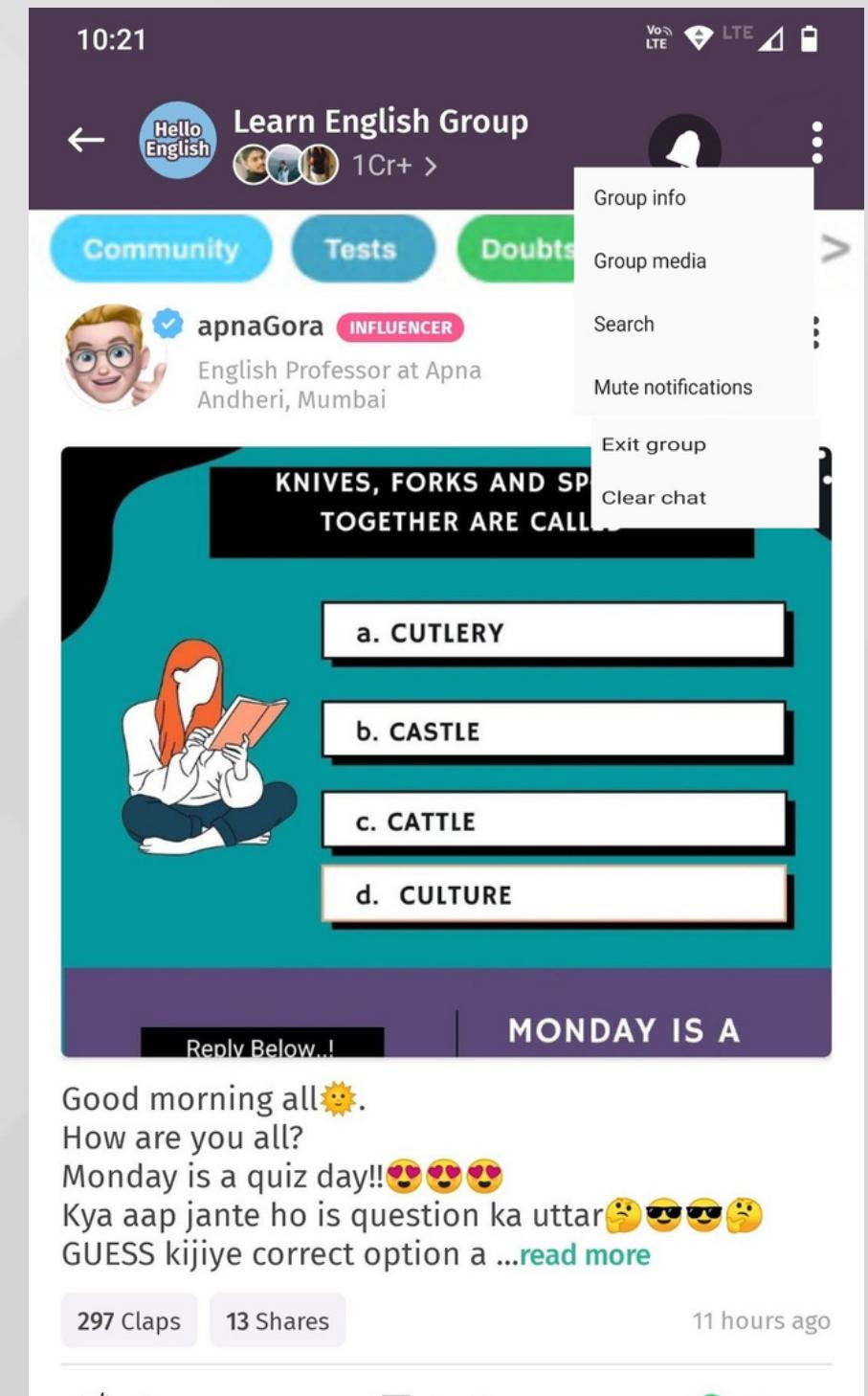
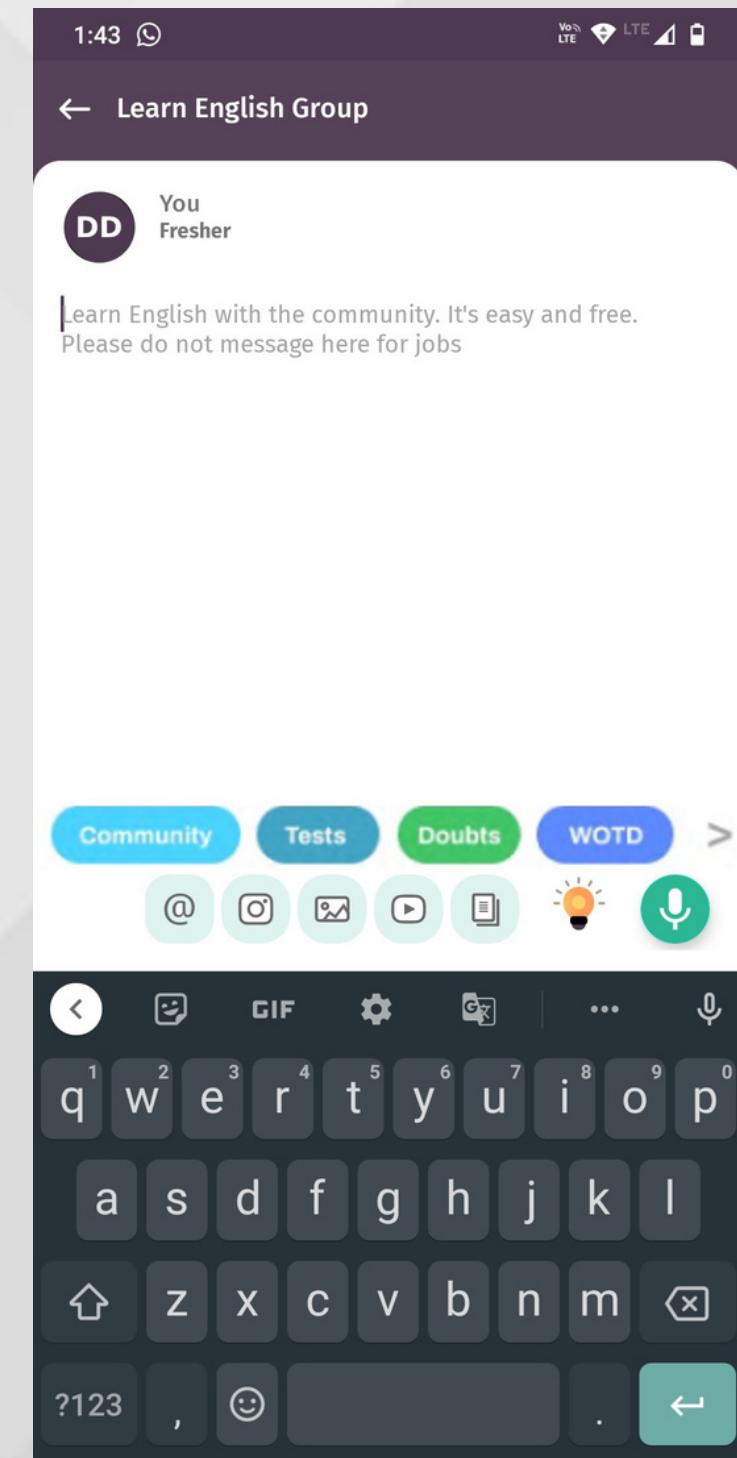
# Solutions!

## ***Adding Filters / Labels And adding search bar***

Adding a **search bar can help users find the data that cater to thier need**. This will help **users save time and get the exact information** they need .

Adding labels can help users sort the various type of contents available . This reduces the probability of creating false assumptions of the types of post available on the platform .

For ex : If any user wants to find tests on the platform , he can easily filter out the tests . or if a user is interested in interacting with like minded people he can filter out community posts .



# Solutions!

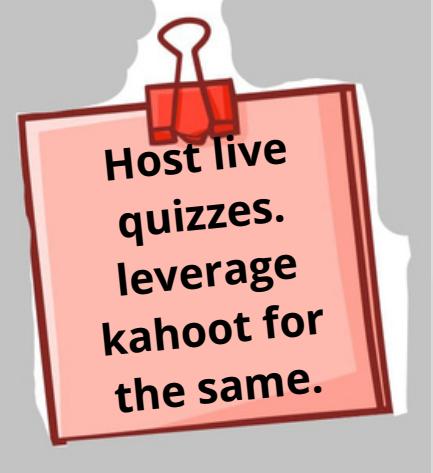
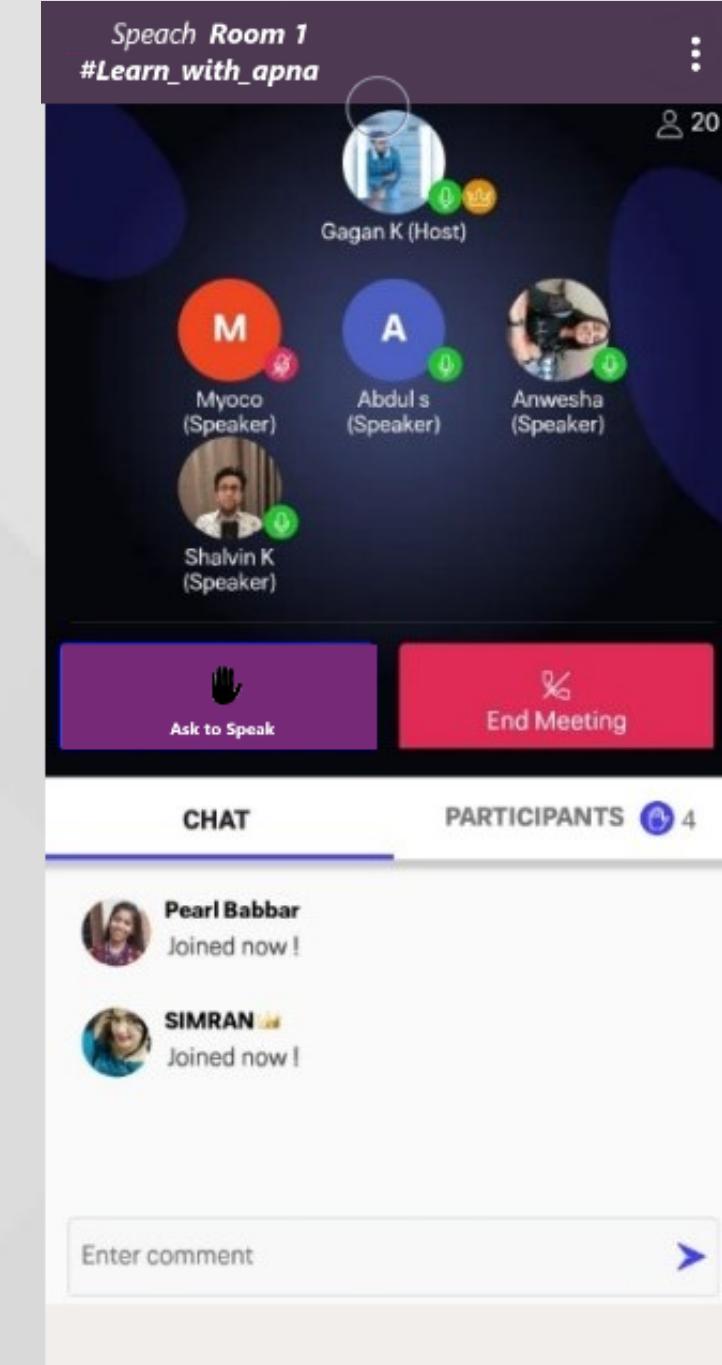
Some nice add-ons in speaking rooms :

## ***Adding Speech rooms***

*Adding Speech Rooms can be a great way to help users grow in community . These speaking rooms can be headed by members of **apna** and can help people improve upon their spoken English skills very quickly .*

*Beside that it will also enhance user experience and help in converting new customers .*

*These rooms can also be developed on a mentee model wherein users who have successfully completed their goals can help new users on a small user fee .*





# Solution for Hiring!

- **TEST BASED JOB RECOMMENDATIONS :**

***Adding a test section in the app and passing recommendations based on these tests .***

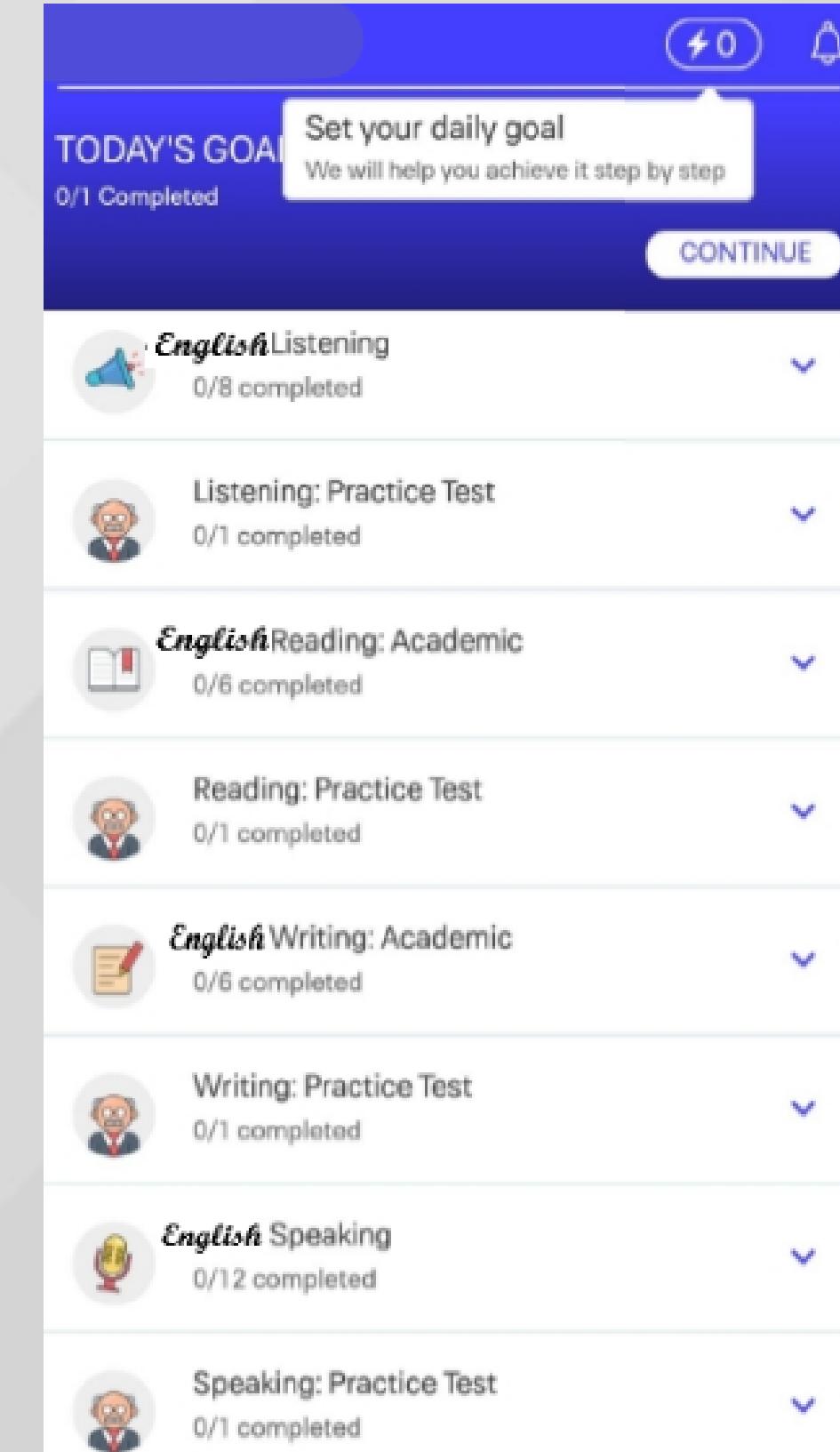
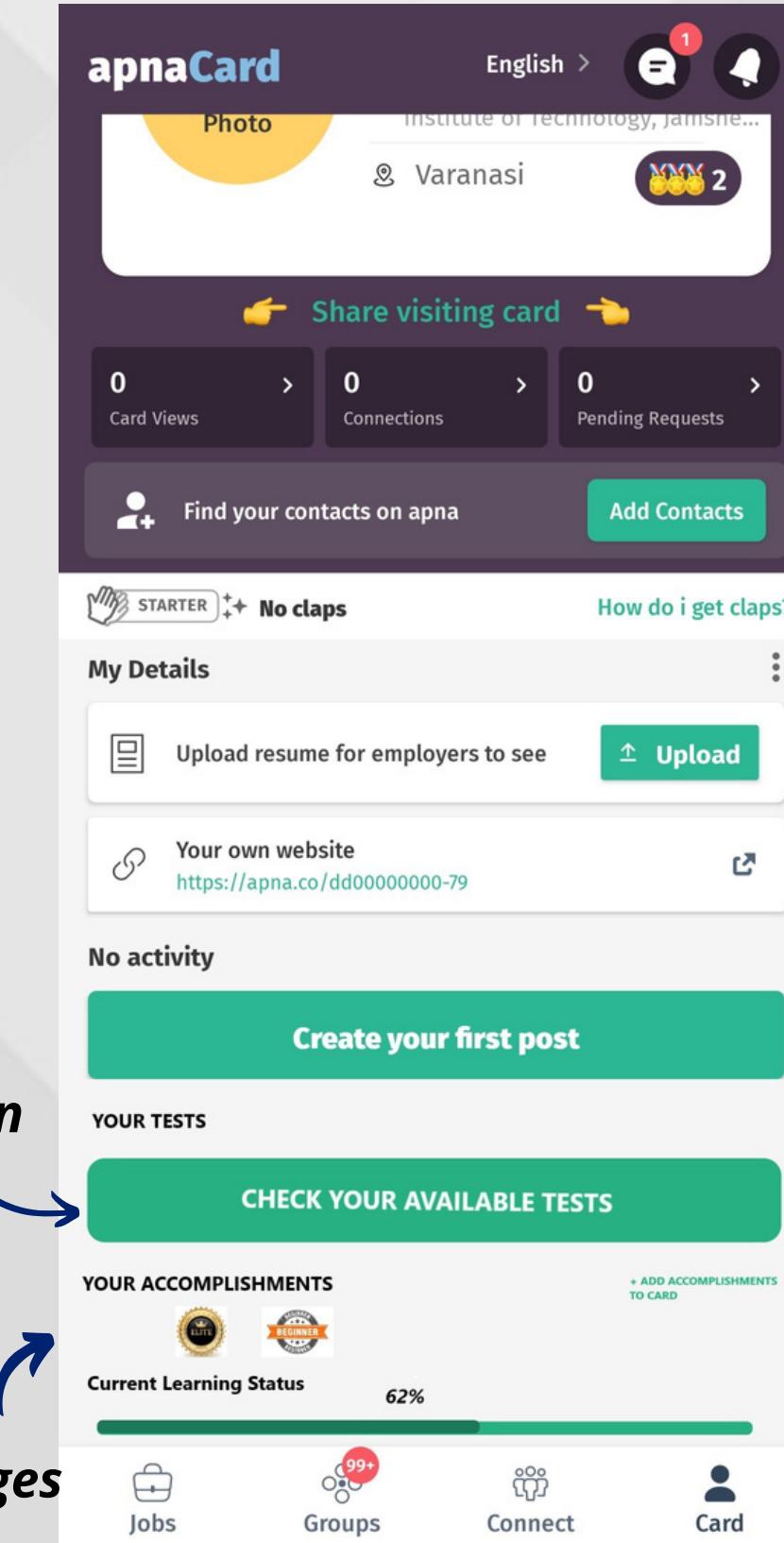
Special weekly test and awarding users for their performance in the test . The user test performance can be tracked and correct time for applying for a job can be recommended to the user based on the test performances.

- **Create option to add accomplishments in the card**

These accomplishments can help to instill confidence in recruiters and help users seek jobs .

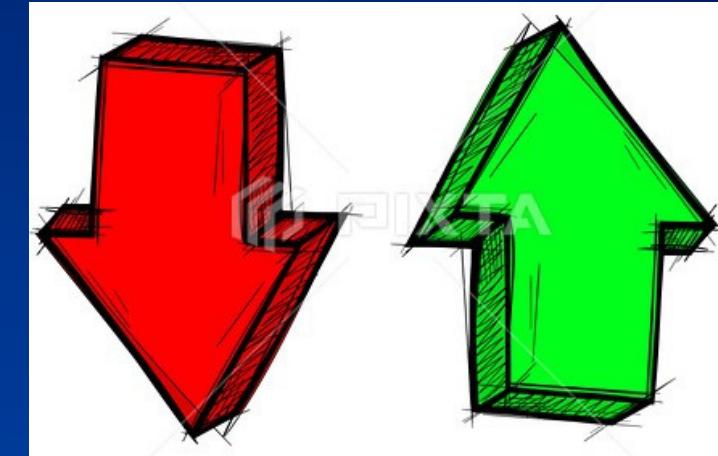
*Tests section*

*Badges*



# Prioritization and Strategy

Feature	Impact	Adoption	Effort
Test Based Job Recommendations	High	Medium	High
Games Section	High	High	Medium
Speech Rooms	Medium	Medium	High
Group Label and Search	High	High	Low >>
apnaBITES/ LEARN Section	Medium	Medium	High
Custom Goals	Medium/Low	Medium	Low



Based on this, we should implement the **Group Label and Search feature first** and track the KPI's (On the next slide). The **Test based Job recommendation and games features** should be implemented next and their adoption needs to be followed to keep a check.

# SUCCESS METRICS / KPI'S



- Adoption rate of the learn feature
  - Time spent
  - Goals Achieved

Increase in adoption rate  
and time spent and  
decrease in goals missed  
would indicate success

- Adoption rate of groups
  - Monthly Number of searches
  - Time spent

Increase in adoption rate , time spent , and a MOM increase in the number of searches and use of tags would indicate success.

- MRR
  - DAU/MAU

Overall increase in the Daily Active Users and an increase in the Monthly Revenue would indicate success

**THANK YOU**

**apna**

**THE  
PRODUCT  
FOLKS**