CASE PRESENTATION

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Expertrons
Inspire Success

Objective

Build a community-feature on the app, and increase engagement of experts

Current App Offerings for Experts

- View other experts' profile, Video Bot Q&A, Intro, Search profiles, book consultations, view resumes,
- Explore Job opportunities
- Explore Courses

Customer Expectations

- Follow & Learn from other Experts
- Meet people with shared interests or professional goals & build networks
- P2P Messaging & discussion forums
- Learn industry-relevant skills
- Get information about domain-wise events/workshops

User Personas

I'm young budding professional who loves to mentor young aspirants. I want to connect with people with shared professional interests, expertise, wants to actively involve in discussions with them on relevant topics and learn from them. I must use a 3rd party app to interact with them.

Rahul, 28Y

She is a working professional with decade's experience in her domain, who can guide young aspirants drive towards their aspirations. She would love to keep ahead of competition by constantly upskilling herself. She prefers to opt for courses after watching couple of modules/ based on reviews. Also, she want to get information about seminars & workshops/events
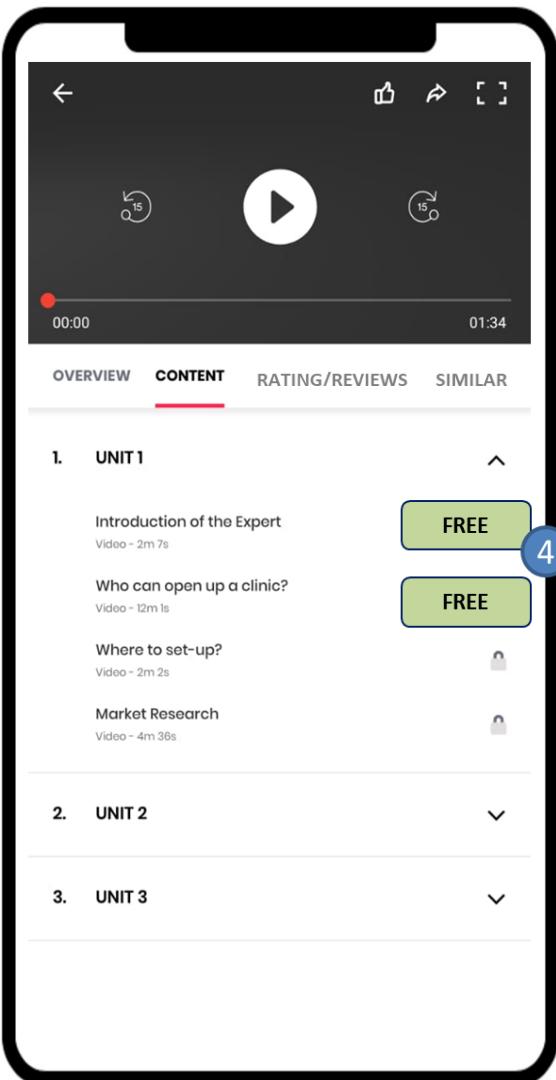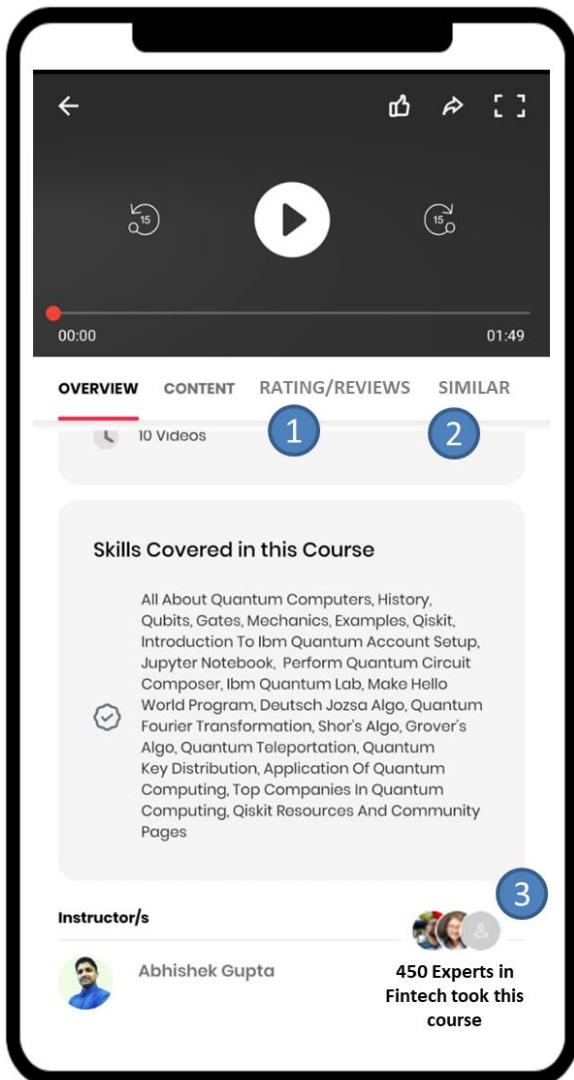
Srija, 35Y

He is an industry veteran, current CXO of a startup, with three decades of experience. He wants to share his experiences, lessons he learnt in his professional journey through short articles, podcasts, blog posts.

Raghu, 50Y

What?

We are proposing a freemium model, offer 1-2 modules for free, and to continue further and get certification he/she need to pay. Also added user reviews & ratings, to drive user conversion
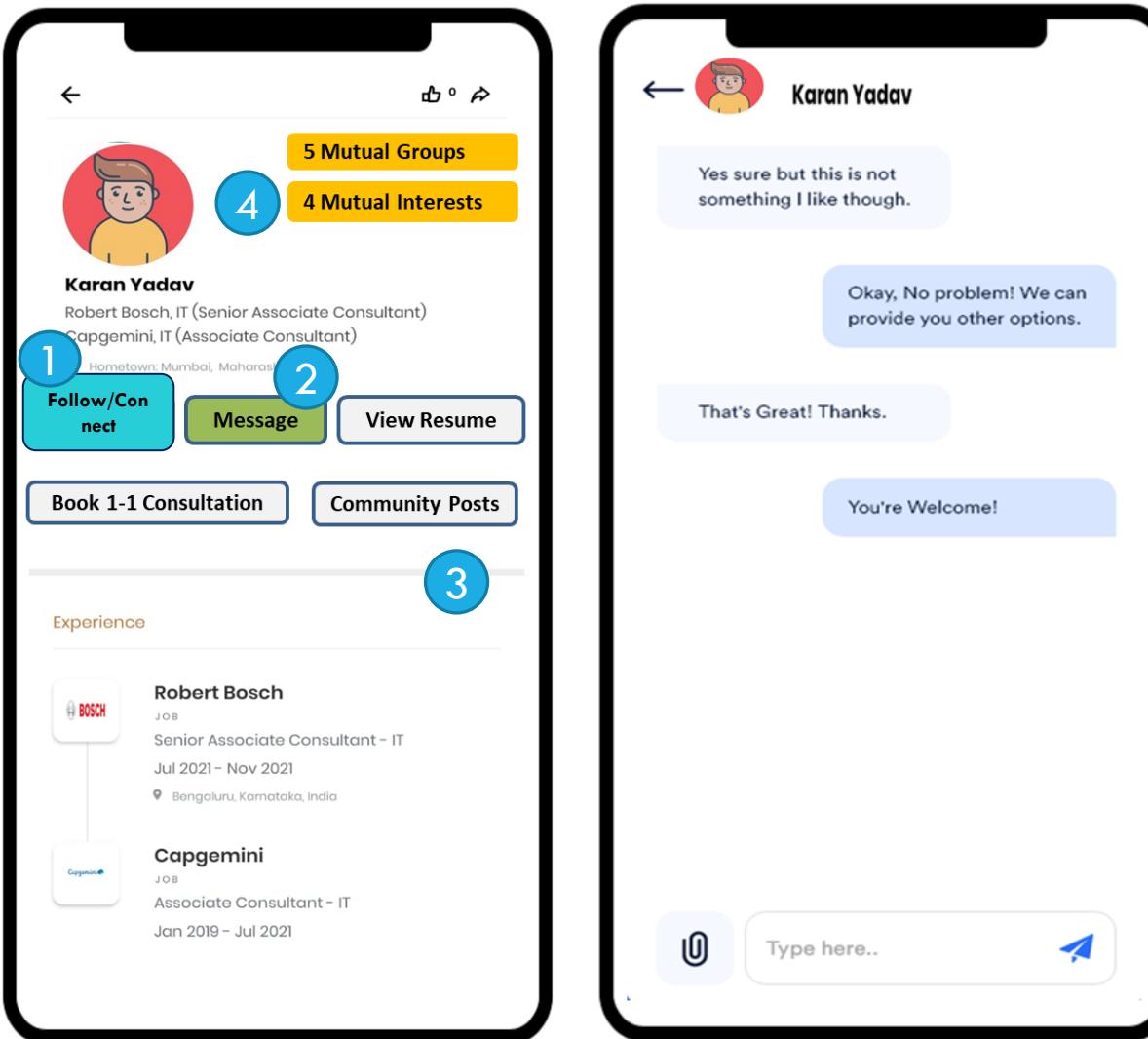
Value Proposition

We are addressing the user's inertia to pay for the course, by giving him an opportunity to explore few modules to judge the quality/usefulness of content. Also, course reviews & ratings helps him take an informed decision.

Key Metrics

- No of users purchased the course after watching free
- Average Purchase Value
- No of courses bought by an user
- No of users who made their first purchase

Recommendation 2: In-app Messaging & Connections

5 Mutual Groups

④ **4 Mutual Interests**

Karan Yadav
Robert Bosch, IT (Senior Associate Consultant)
Capgemini, IT (Associate Consultant)
Hometown: Mumbai, Maharashtra

① **Follow/Connect** ② **Message** **View Resume**

Book 1-1 Consultation **Community Posts**

③

Experience

🔴 BOSCH **Robert Bosch**
JOB
Senior Associate Consultant - IT
Jul 2021 – Nov 2021
📍 Bengaluru, Karnataka, India

Capgemini **Capgemini**
JOB
Associate Consultant - IT
Jan 2019 – Jul 2021

← **Karan Yadav**

Yes sure but this is not something I like though.

Okay, No problem! We can provide you other options.

That's Great! Thanks.

You're Welcome!

🔗 Type here.. ➤

What?

Build a P2P in-app messaging, also give the ability to connect/follow with fellow expert user. Once connected with the user, messaging feature will be enabled for interactions. In addition, on every user profile on the top show the no of mutual groups & mutual interests

Value Proposition

We are addressing the user point of relying on a 3rd party app to interact with another expert on the Expertrons network. Not only that now he can see all the content the expert posted at one place.

In future, these messaging module can be used as a in app promotional messaging, adding additional source of revenue to Expertrons platform.

Key Metrics
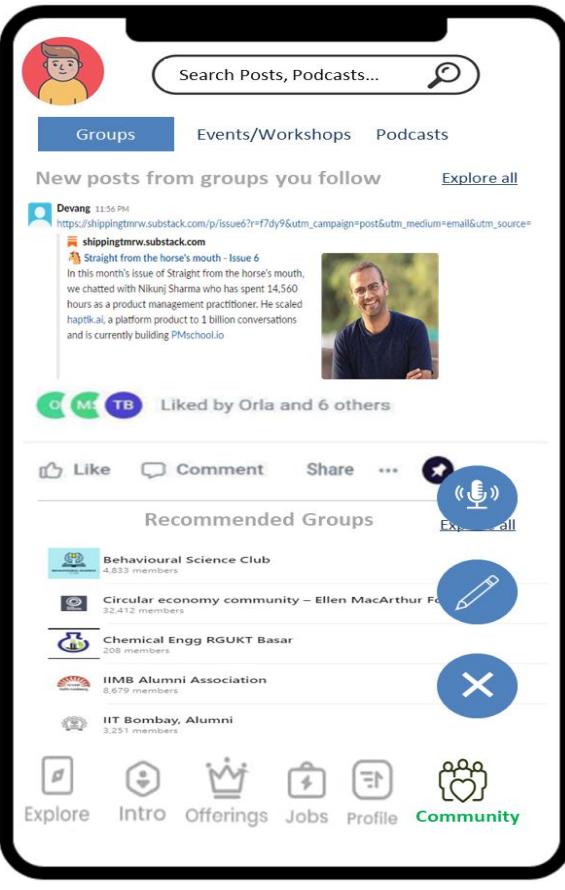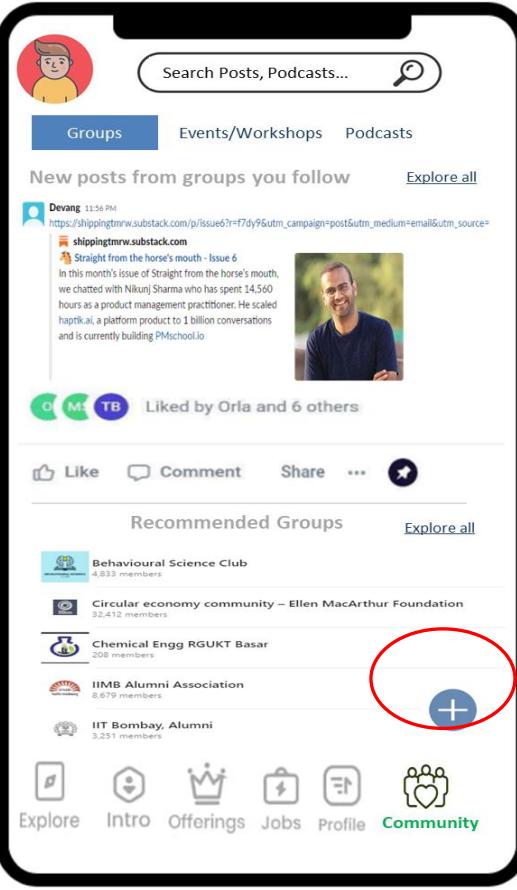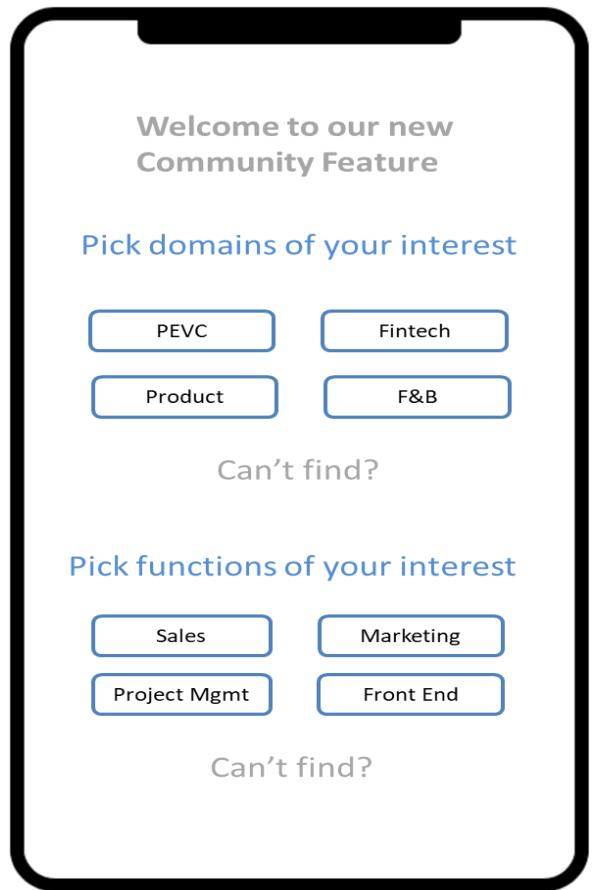
DAU who used the messaging feature
No of new connections made per week per user

Corner Case

Expert users may misuse messaging feature, can opt for offline consultation. AI/ML to be deployed to recognize such patterns and rectifying measures to be taken. This messaging feature should only be provided for Experts

Recommendation 3: Dedicated Community Section

Key Metrics

- No of posts per user per week
- No of post interactions like likes, shares & comments
- No of podcasts listened/created
- **DAU in Community Page**
- **Average time spent**

What?

Build a dedicated community feature, where the expert user can connect with other experts, by interacting with their posts, podcasts, find info about events, join groups based on their interest. Quick access floating button is given to user to post/record a podcast.

Value Proposition

We are engaging the user on our platform he can see all the content like articles/podcast/events the expert posted at one place in **Community section.** Also, he can find recommended groups, events etc.

Feature Prioritization & Roadmap

Low Effort, High Value – Freemium Courses

Medium Effort, Low Value – P2P messaging

High Effort, High Value – Dedicated Community Section

1 month

Offer freemium courses. user ratings/reviews & network recommendations. Experts will start exploring course modules, and user conversion to be tracked

4-5 months

Launch P2P messaging feature, ensuring data security. Users will start adding connections, start growing network.

During this stage, we will launch partial features of community like post, like, comment & share. These posts will be shown in the landing page, till the release of fully featured community section

7-8 months

With users already developed their network in 2nd phase, launch Community page with features like pre-defined groups based on their selection of interests & functions, podcasts.

Based on the customer success metrics, in the next phase we will allow users to create own groups

THANK YOU

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