



Final Project Presentation

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Alum



MVP & Success Metrics



A video of me interviewing a volunteer regarding their career



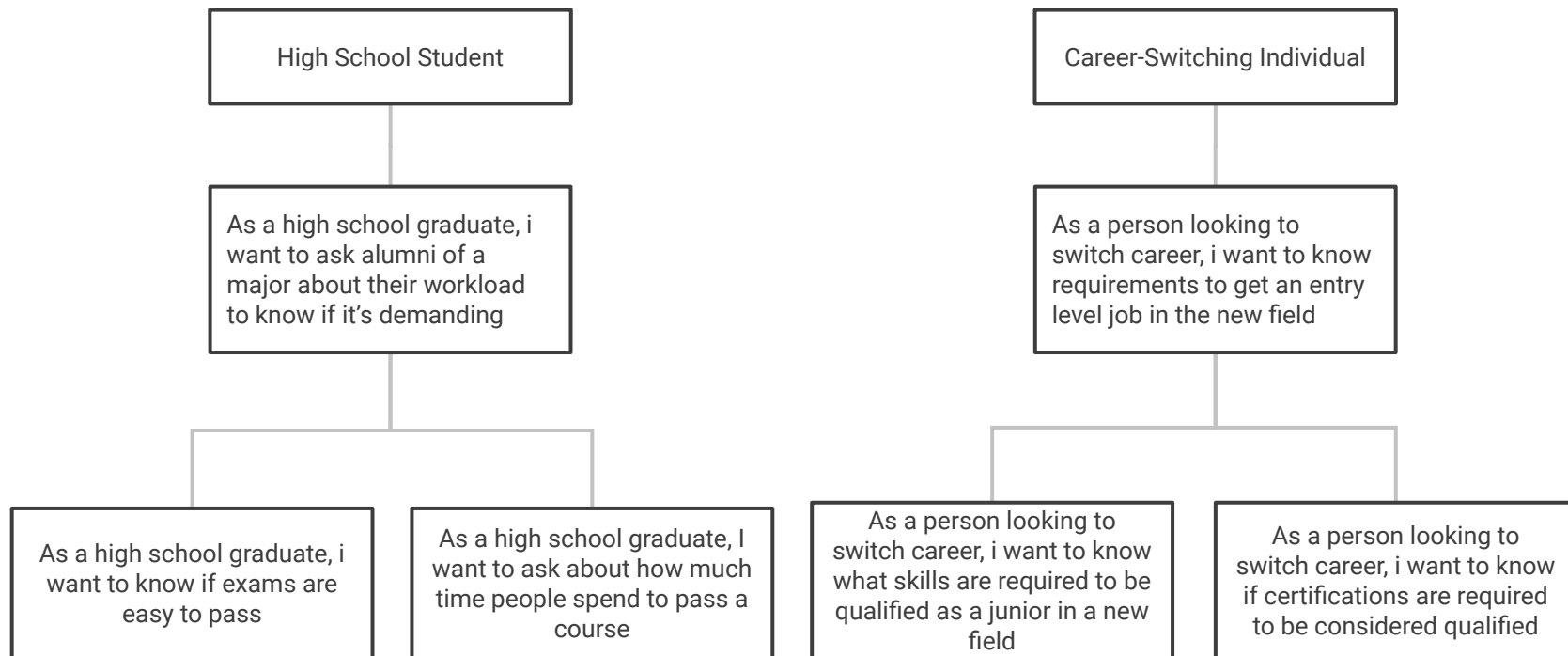
Upload a transcript of Q&A session with a friend about college choices and years



1. Ratings on video and transcript
2. Number of views and shares on video
3. Number of views of Google doc

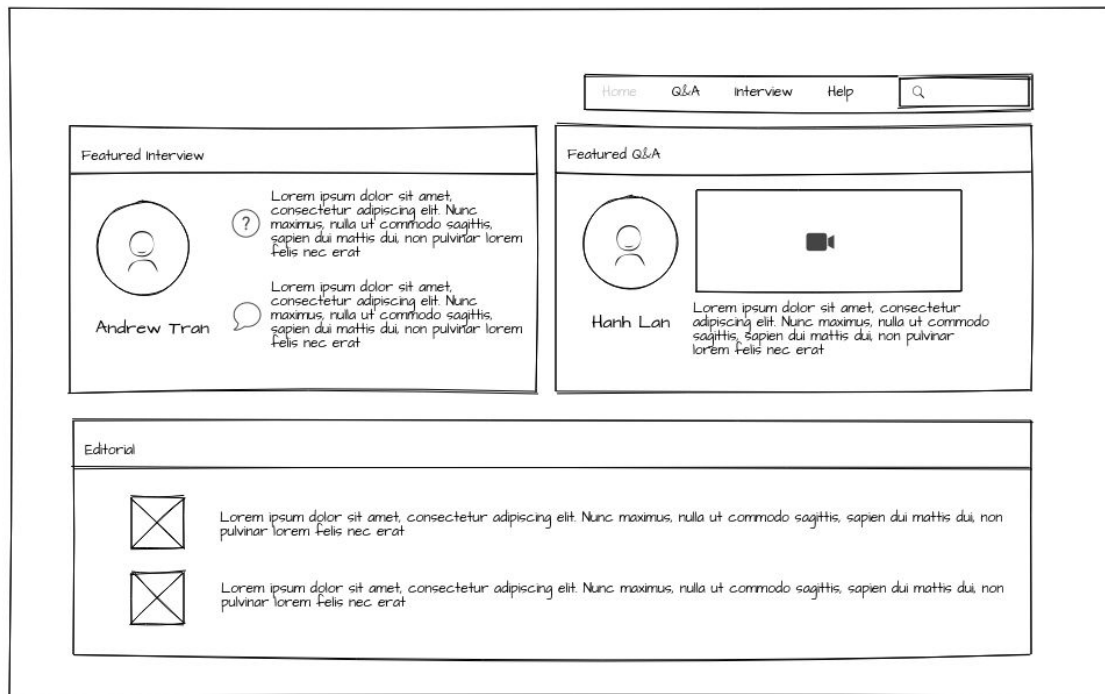


User Stories



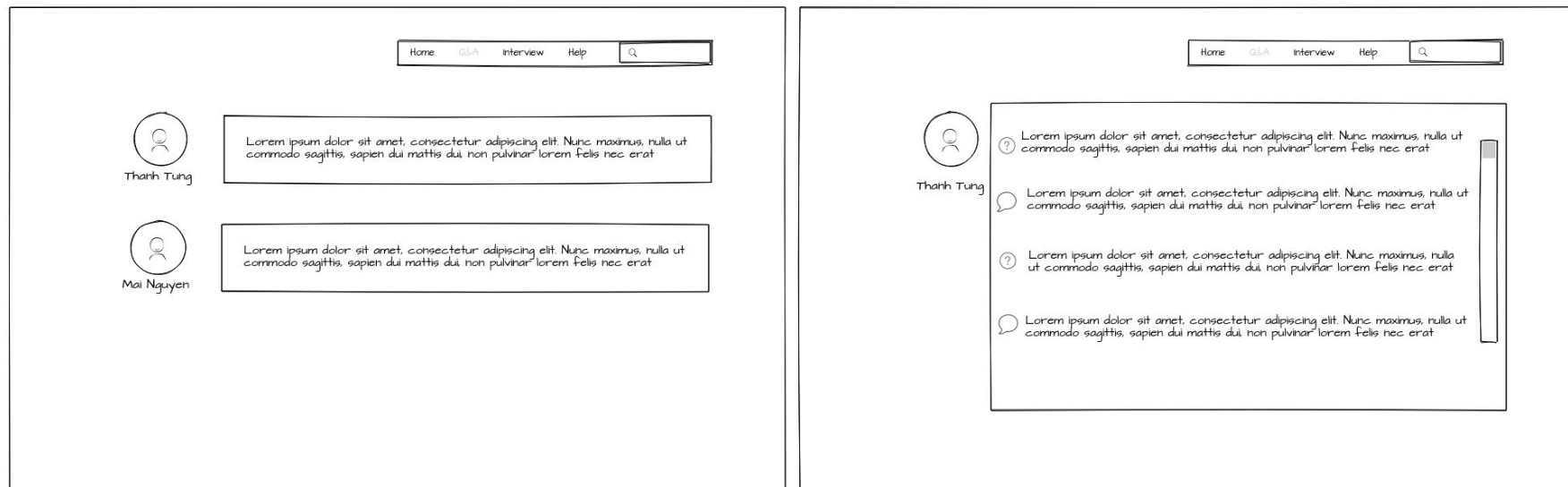


MVP Prototype



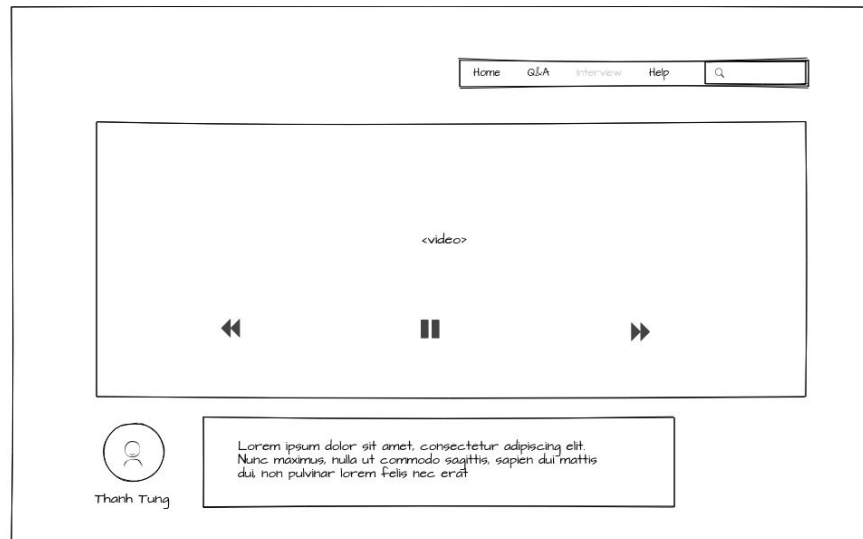
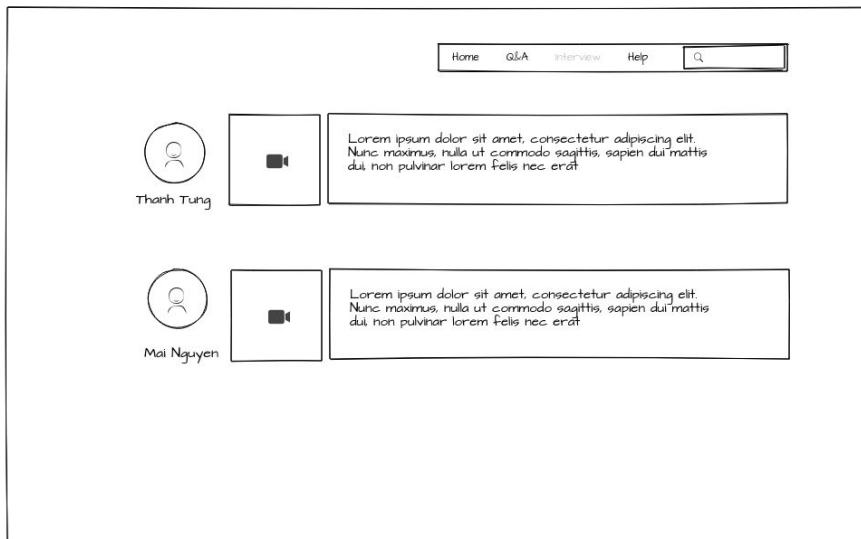


MVP Prototype





MVP Prototype





Go-to-Market Strategy: Positioning

What is it A platform to share experiences	Target Segment Students and career-switching individuals
Market Category Education	Competitive Alternatives Vietabroad forum, Facebook, education consultancies
Primary Differentiation Curated contents with focus on real life experiences to paint realistic pictures and build relatable understanding	Key Benefit Immediate access to objective information and crowd wisdom outside of immediate social network

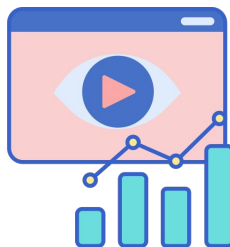


Go-to-Market Strategy: Metrics



Monthly Active Users

Track users' activities within a period to measure people who read Q&A and/or view video



Monthly Viewership

Track monthly number of interview views which are completed vs dropped



Net Promoter Score

In-site survey to determine NPS score

Questions?