PROBLEMS IN ED-TECH INDUSTRY

(solved taking the case of Unacademy Mobile App)

unacademy

In a survey conducted on 70+ students it was found that:

98.6%

People agreed that Revision is important

51.4%

People agreed that they could't do proper revision

85.1%

People believed they could have improved their score with proper revision.

User Persona of Unacademy

(Assumption: Pre-Covid Scenario)

Vaibhav
IIT-JEE Aspirant

Demographic Details

Vaibhav is a 17 year old boy who lives in Kota. He comes from a middle class background and is financially dependent on his parents.

Psychographic Details

He is a hard working and determined school going student. He is also tech-savvy but easily gets distracted.

Pain Points

Has a fixed budget

School studies are time consuming

Forgets to do revision

He is a slow learner

Has no teacher to guide him

Jhantoo
CAT Aspirant

Demographic Details

Jhantoo is a 20 year old college student. He is a final year student in a tier-3 college. He is doing a part-time job and lives in his college hostel.

Psychographic Details

He is a hardworking and determined student. He has a very busy schedule and is tech savvy.

Pain Points

Gets very little time to study

No proper place to keep study materials

Needs help with the college assignments

Gets no time to revise old topics

Cannot attend coaching classes

Abhilash
UPSC Aspirant

Demographic Details

Abhilash is a 26 year old unmarried man who is unemployed. He lives in Rajendranagar locality of New Delhi away from his parents. He is financially dependent on his savings.

Psychographic Details

He is a determined man but is underconfident and afraid as he has left his job. He gets ample time after coaching and is not tech savvy.

Pain Points

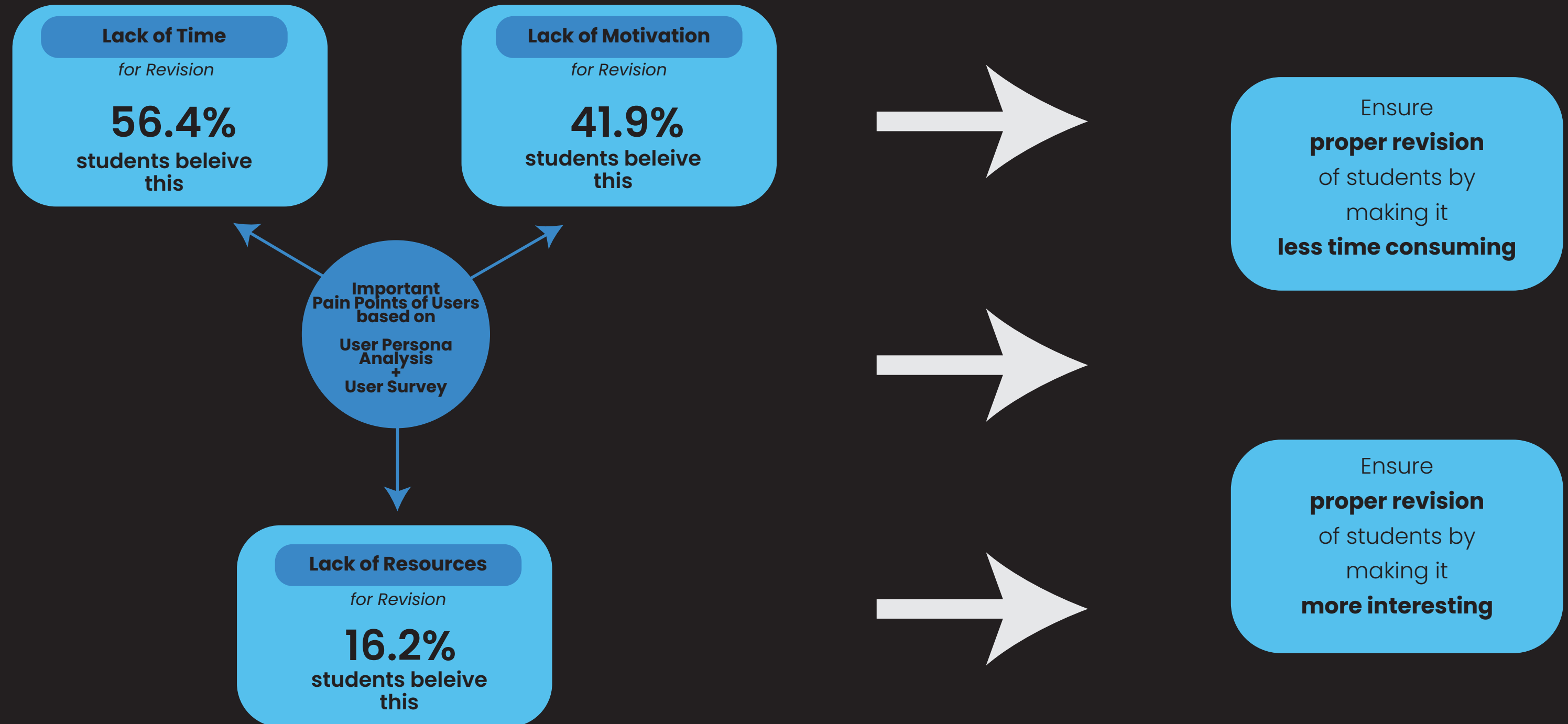Wants personal attention

No one to ask doubts from

Doesn't know how to revise the huge syllabus

Shy by nature

No improvement in coaching exams

Product Goals

(Based on User Persona Analysis and User Survey)

Lack of Time
for Revision

56.4%
students beleive this

Lack of Motivation
for Revision

41.9%
students beleive this

Important **Pain Points of Users** based on **User Persona Analysis + User Survey**

Lack of Resources
for Revision

16.2%
students beleive this

Ensure **proper revision** of students by making it **less time consuming**

Ensure **proper revision** of students by making it **more interesting**

Possible Features

Unacademy Reels

- Similar to Instagram Reels
- It has its own algorithm
- Teachers can upload 15-30 second video explaining (revising) a topic in an innovative way.
- Students can like the videos and follow the teacher.
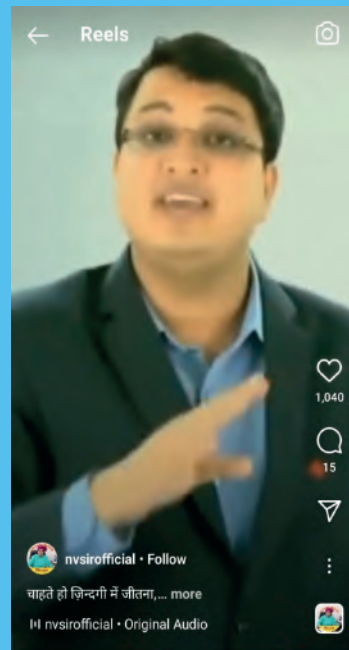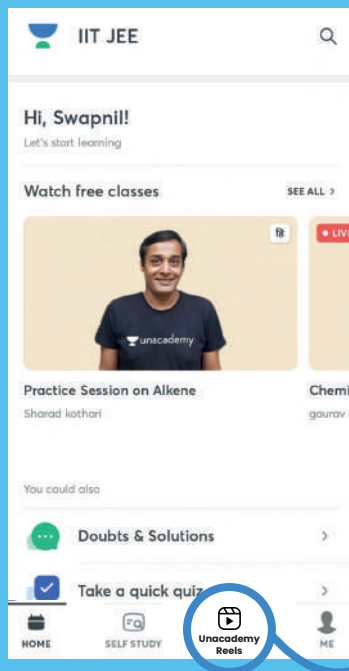
Digital Revision Popups

- Popups which would appear randomly(time/ frequency of appearance can be customised by the students)
- Students can either:
  - Accept- Read the popup and skip
  - More- Read the card and further learn the topic in detail
  - Ignore- Ignore it
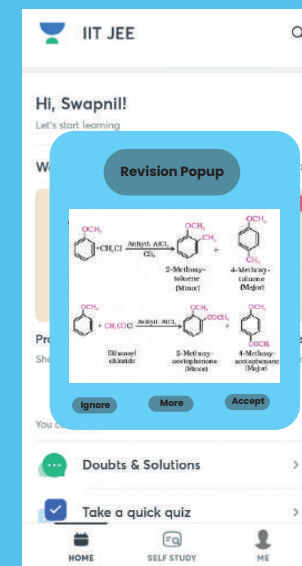
Personalised Phone Calls/Messages

- Subscribed users will get an option to receive reminders in the form of calls/text messages
- They would be informed (revised) about the chosen topic in few minutes.
- Time and topic of call can be pre-decided.
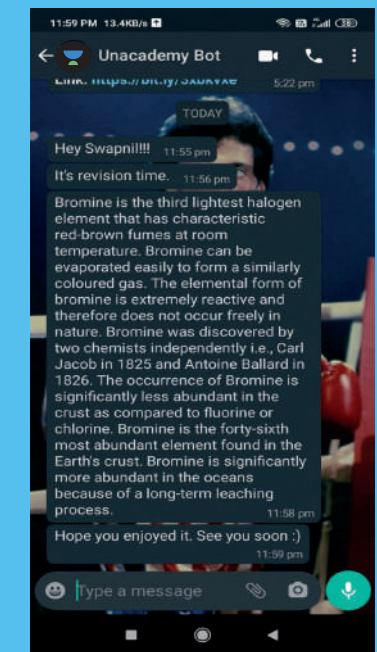
Prioritisation Framework

*(Choosing the best feature on the basis of Impact-Cost Analysis and User Survey)*

| Feature	Impact score					Cost score			Overall Score
	Awareness (10%)	Acquisition (30%)	Activation (10%)	Engagement (25%)	Retention (25%)	Dev Time (40%)	Operational effort (40%)	External Risks (20%)	
Unacademy Reels	3	3	3	2	3	3	2	2	0.35
Digital Revision Popups	2	2	2	3	2	2	1	1	0.85
Personalised Phone Calls/ Messages	1	1	1	1	1	1	3	3	-1.2

Result:

Digital Revision Popups are prefered according to Impact-Cost Ananlysis

Prioritisation Framework

(Choosing the best feature on the basis of Impact-Cost Analysis and User Survey)

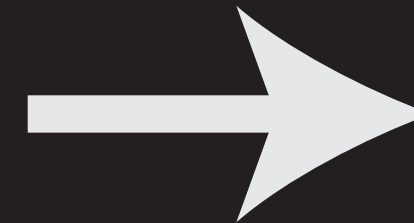**User Survey**

14.7%

7.4%

77.9%
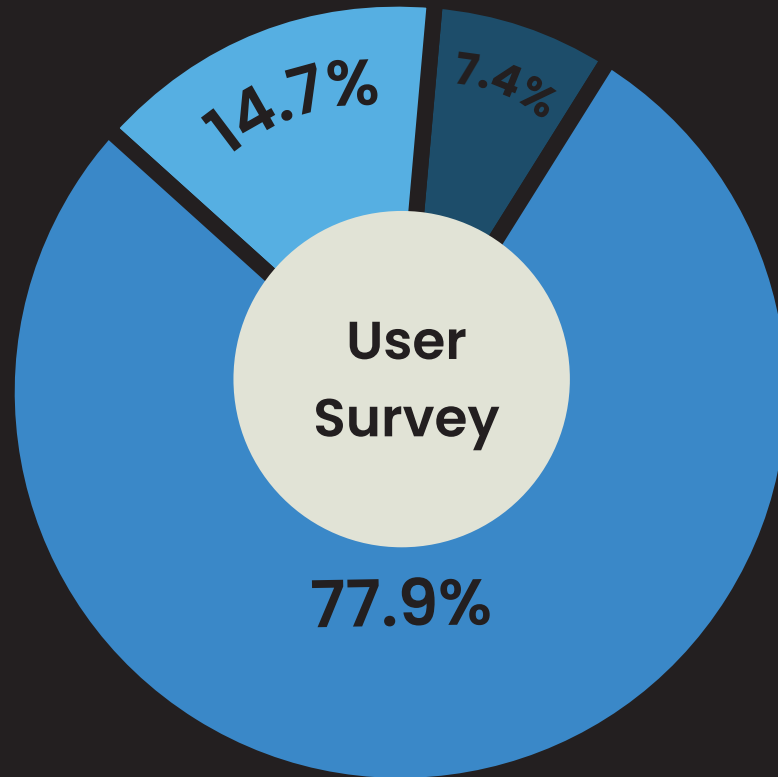
- Users in favor of Unacademy Reels
- Users in favor of Personalised Messages
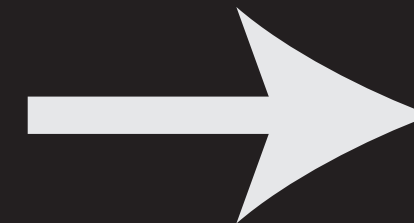- Users in favor of Revision Popups
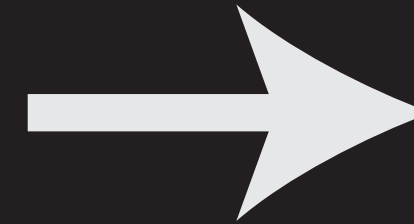
Conclusion

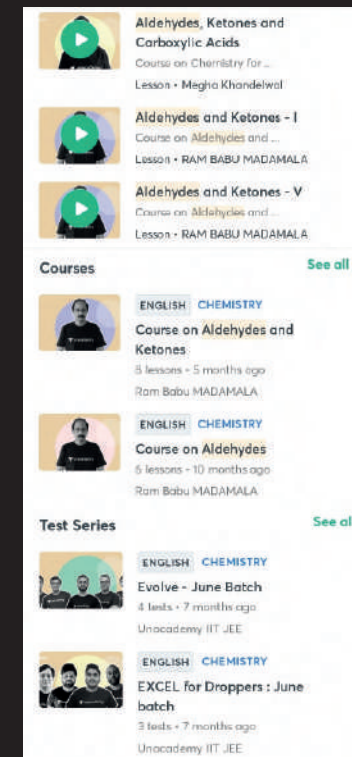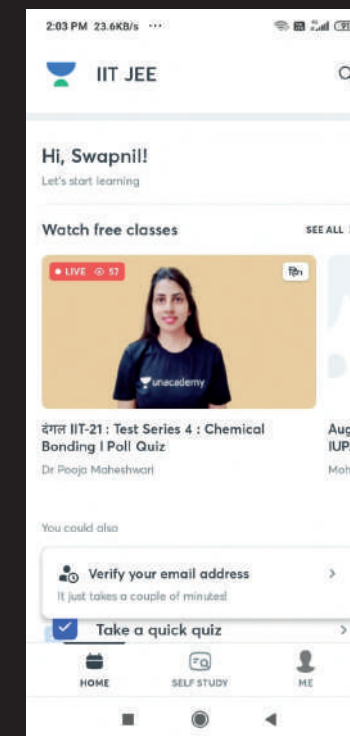The idea would be implemented in **two phases**

Phase 1
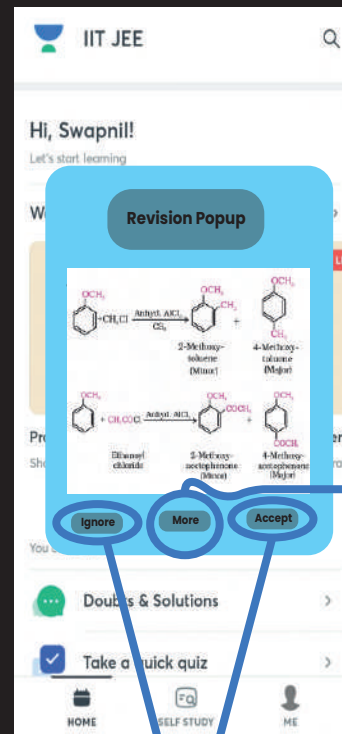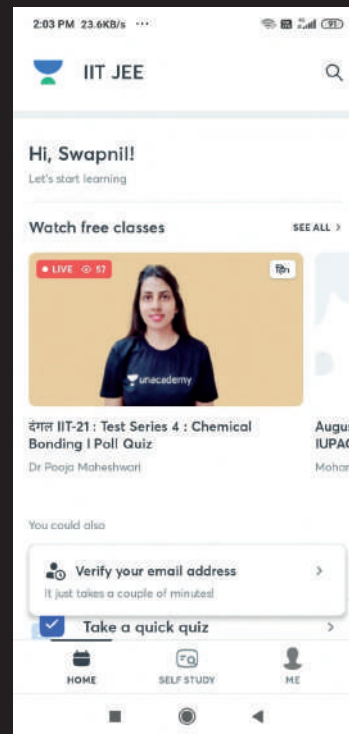
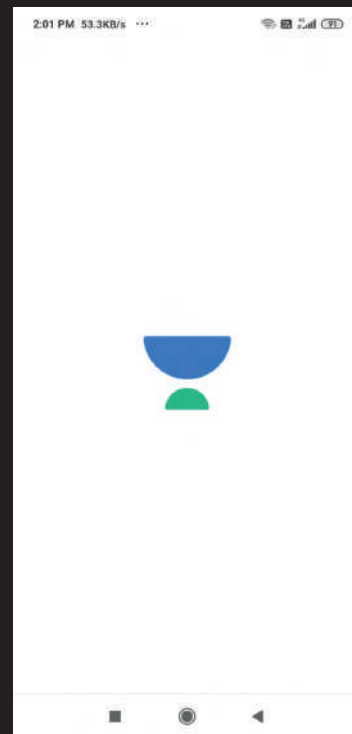Revision Popups

Phase 2

Unacademy Reels
(if Phase 1 is a success)

Result:

Digital Revision Popups are prefered according to User Survey

User Journey
(Revision Popups)

Product Critique
(Pitfalls)

Digital Revision Popups

Product Info	Random popups which help the students to do timely revision
Buisness Objective	Increase Awareness, Acquisition, Activation, Engagement, Retention of new customers
User Types	Student

Pitfalls

- Can be irritating for the user if timing of appearance of popups is not entered properly
- Students may press 'Accept' without reading them
- Content for the popups has to be prepared which would be very time consuming
- It may distract the students from what they are studying

Unacademy Reels

Product Info	15-30 second videos(similar to Instagram reels) which helps students to revise old topics in short and interesting manner
Buisness Objective	Increase Awareness, Acquisition, Activation, Engagement, Retention of new customers
User Types	Student+Teachers

Pitfalls

- Increase in app size
- Piracy of videos is possible
- Teachers may not be well equipped/trained to make reels
- It would be difficult to ensure standard of reels
- It will take considerable amount of time to roll out this feature
- Mammoth competitors like Instagram and YouTube Shorts exists

Metrics

Digital Revision Popups

Engagement	Retention
$\dfrac{\text{Number of popups 'Accepted' by the Student}}{\text{Number of Popups shown to him}}$	Average session time of student before and after the rolling out of the feature
$\dfrac{\text{Number of times 'More' button pressed by the Student}}{\text{Number of Popups shown to him}}$	Total app sessions in a day before and after rolling out of the feature
Time spend on 'Accepted' Popups	Number of courses bought after reading a particular Popup

Unacademy Reels

Engagement	Retention
$\dfrac{\text{Number of Reels liked}}{\text{Number of Reels Watched}}$	Number of courses purchased in a month before and after rolling out of this feature
$\dfrac{\text{Number of Profile visits of Teahcer}}{\text{Number of Reels wacthed}}$	Average monthly earning of a teacher
Number of reels created by a teacher in a month	Total app sessions in a day before and after rolling out of the feature

THANK YOU

by

DHARAVATH PRAKASH