



Building an Interactive Student Dashboard



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OVERVIEW

Problem
Analysis

User Persona

Wireframing

Prioritization

Metrics

GTM

ABOUT ACCREDIAN

ACCREDIAN is India's pioneering academic institution dedicated to transforming and upskilling working professionals in the domains of Product Management, Data Science & AI, General management and other professional upskilling programs.

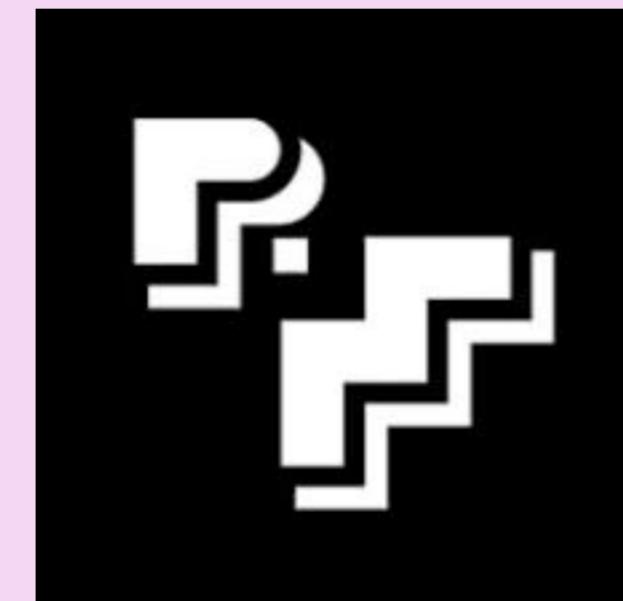
Founded in 2018 , having specialization in Artificial Intelligence, Machine Learning, Computer Vision, NLP, Big Data Analytics, Data Science, Product Management, MBA, BCA, and general management.

Major Competitors

upGrad

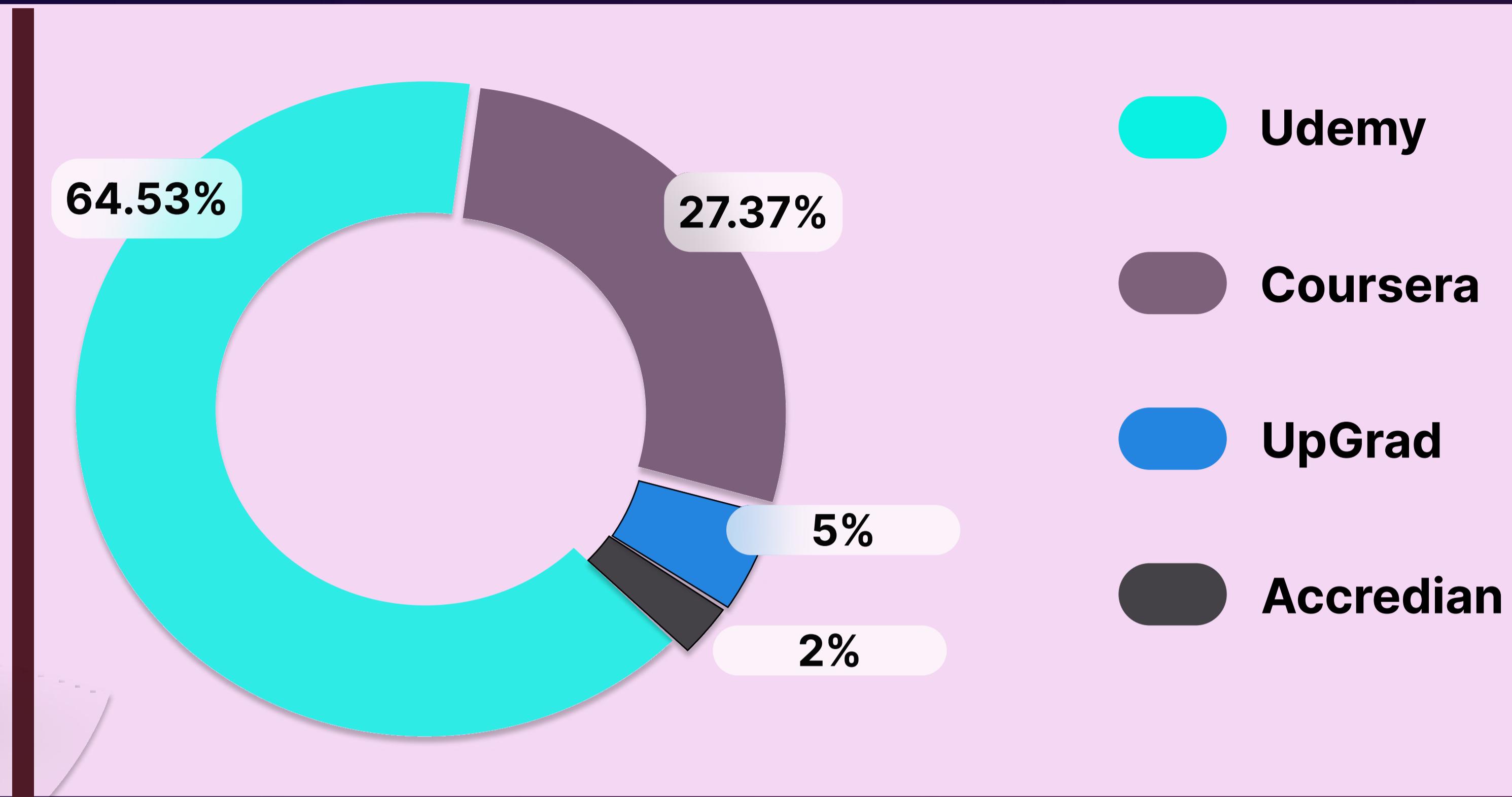
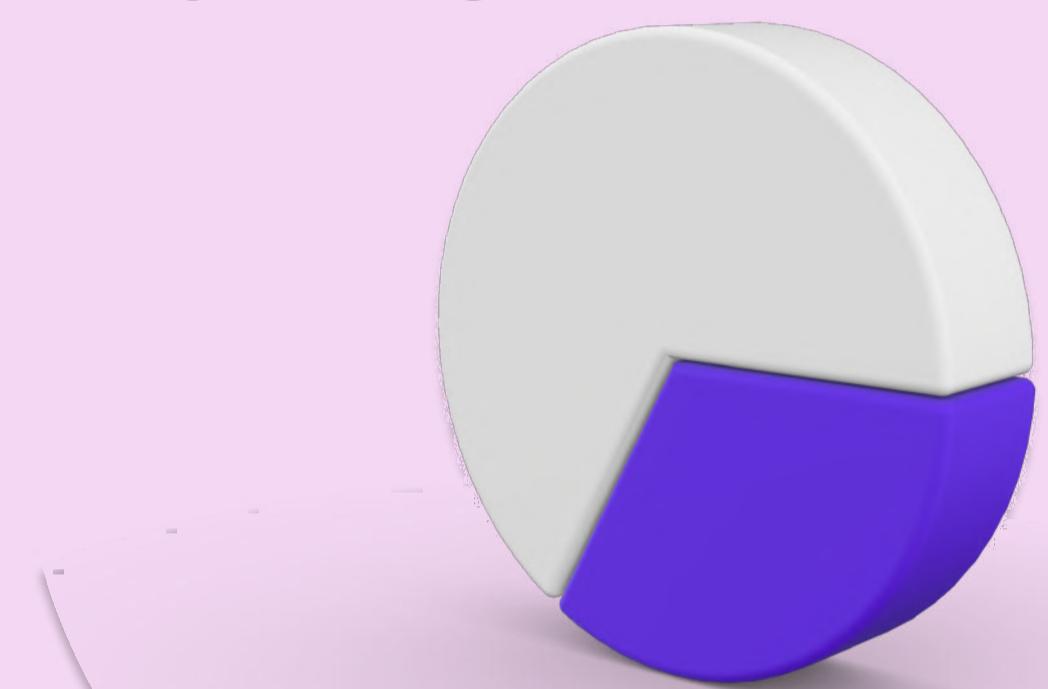
coursera

Udemy



Finlatics
ENABLING INSIGHTS

Distribution Of Market



accredian.com

Company	--
Year Founded	--
Employees	--
HQ	--
Annual Revenue	--
Industry	--

Want to validate your site's metrics? [Connect your Google Analytics](#)

Total Visits ⓘ 9.2K	Bounce Rate ⓘ 22.64%	Pages per Visit ⓘ 2.41	Avg Visit Duration ⓘ 00:04:34
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Global Rank ⓘ #3,728,475
Country Rank ⓘ #264,829
India
Category Rank ⓘ --

Source : [Similarweb.com](https://www.similarweb.com)

BACKGROUND

The main aim for the company and me (Product Manager at Accredian) is to design an interactive dashboard for the students that will help students interact together with their peers without relying on external communication networks like WhatsApp, LinkedIn, Telegram, etc.

The unsaid aim behind the dashboard is to increase user engagement and unify the customers by helping them interact with each other under the same app or website.



Problem Statement

I am a college student currently pursuing XYZ course from Accredian, I am trying to Connect with my peers who are currently doing or have done the same course in the past..

But due to lack of information about my fellow peers such as their contact details/emails and simultaneous non availability of an interactive platform within the app , i am not able to contact them which makes me feel secluded from the community and instead try opting courses from other platform.

**Rahul Bhojwani**

College student

• Goals :-

- Desires to opt course from a platform which help him to grow while simultaneously interacting with other team members.
- The platform provides him an inspiring and achieving environment where he can get motivated from other's achievements as well as can mention his winning. Desires to learn from an environment of healthy competition which keeps him motivated and headed towards his work.

• Pain Points :-

- Finds himself to be secluded from the community and therefore, lacks motivation for continuous upskilling and lacks information about progress of others.
- Finds the process of switching between apps to be tedious and inefficient and gets easily distracted from the work.
- Is new to the field and would like a Doubt solving platform to ask his doubts encountered during his initial stages.

Kartikey Mehta

Young Professional/learner

**• Goals :-**

- Desires to optimize his time in the best way possible as he is a working professional with other commitments.
- Looking for a environment which help him to grow professionally and wants effective user interface to help him save time.(solution to which is discussed further).

• Pain Points :-

- Finds it difficult to find the right course for him .
- Finds switching of app in between to be time consuming and incompetent.
- Struggles with remembering important dates like deadlines for a project or assignments or the time of a webinar or online class.

[OVERVIEW](#)[Problem Analysis](#)[User Persona](#)[Wireframing](#)[Prioritization](#)[Metrics](#)[GTM](#)**Added Dashboard Feature****acredian**
credentials that matter[Programs](#)[For Corporate](#)[About Accredian](#)[Login](#)[Try for Free!](#) [Dashboard](#)

Get Certified, Step Up Your Career with Top Programs

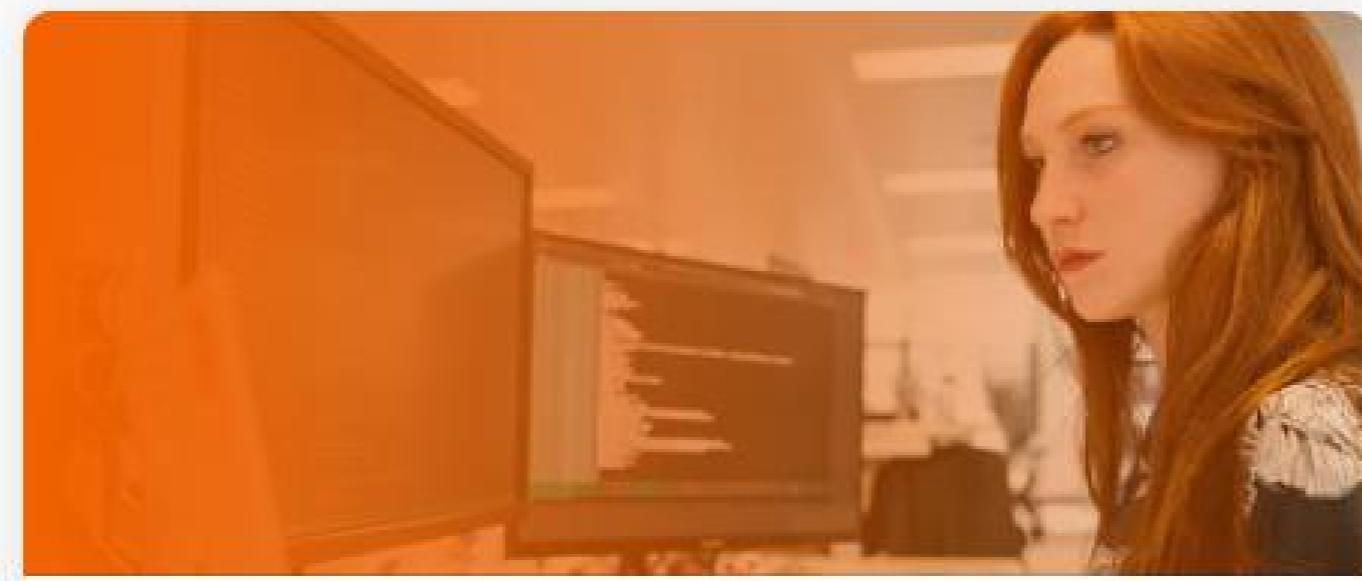
Recommended

Data Science

Artificial Intelligence

Product Management

General Management

**ARTIFICIAL INTELLIGENCE****IIT G - Executive Program in Data Science & AI**

12 Months | Online

Admission Deadline: 6 Aug 2023

[Explore Program Now >](#)**DATA SCIENCE****IIT G - Executive Program in Data Science and Business Analytics**

11 Months | Online

Admission Deadline: 6 Aug 2023

[Explore Program Now >](#)

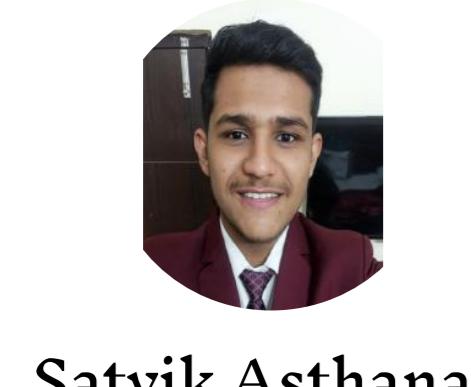
Dashboard Design

Settings

Switch Course Instantly
(if opted more than one)

Notification Panel**acredian**
credentials that matter[Home](#)**| Search Here....**

Satvik



Satvik Asthana

PM2023

DASHBOARD

Home

Notes

Resources

Projects

Courses

Settings

Product Manager
Experience Program

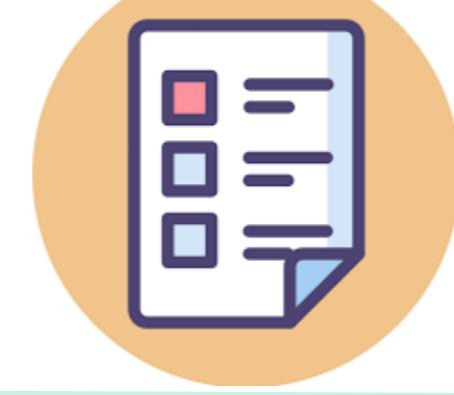
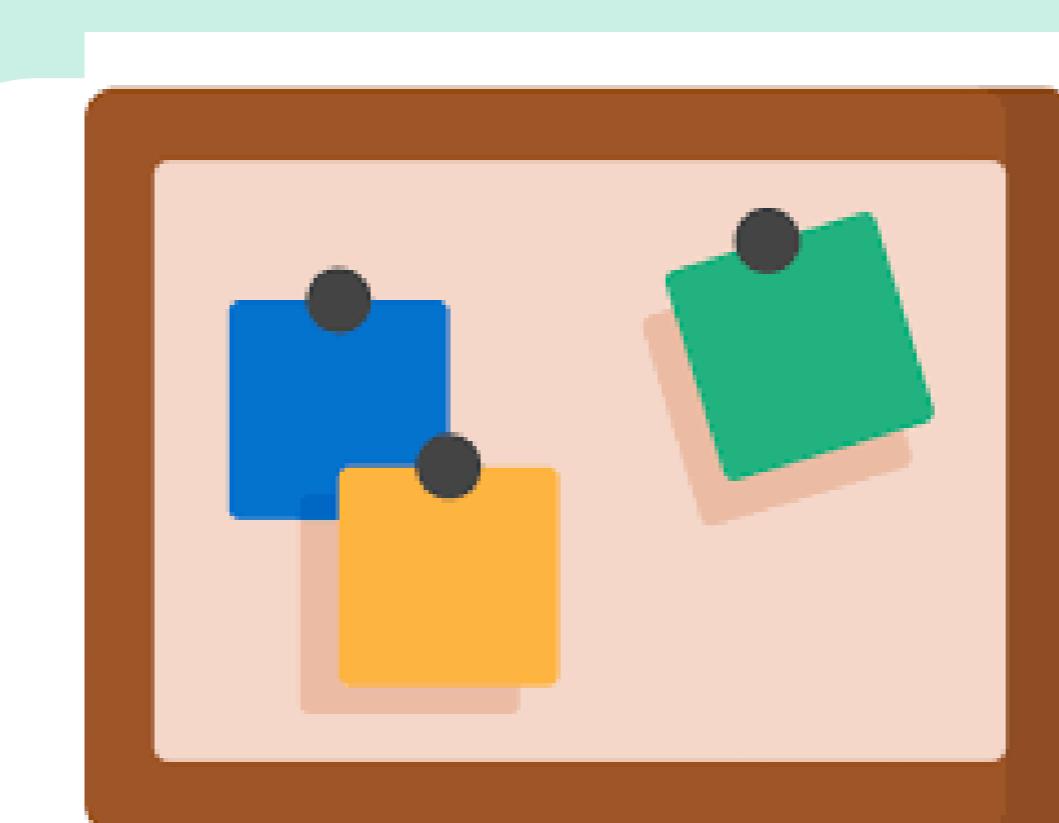
1000+ students



6 courses



1500+ alumini

**My Projects/
Assignments****Our Alumnus****PIN BOARD**PINBOARD ALLOWS YOU TO PIN OR
SHARE YOUR WEEKLY GROWTH WITH
YOUR FELLOW PEERS WHILE
SIMULTANEOUSLY BEING ABLE TO
ACCESS THEIRS.**Event
Calendar...****Students****Explore
Courses**

The screenshot shows the accredian app interface. At the top, there's a navigation bar with tabs: OVERVIEW, Problem Analysis, User Persona, Wireframing, Prioritization, Metrics, and GTM. Below the navigation bar is a header with the accredian logo, a search bar, and icons for notifications, settings, and account management.

The main area of the app includes:

- User Profile:** A profile picture of Satvik Asthana and the text "PM2023".
- Dashboard:** A sidebar with links: Home, Notes, Resources, Projects, Courses, and Settings.
- Event Calendar:** A large calendar grid for the month. The days are numbered 1 through 30. Some days are highlighted in different colors: red for Holidays (e.g., 2, 16, 23), green for Assignment Deadlines (e.g., 10, 20, 29), and gold for Live Class /Webinar (e.g., 8, 14, 18).
- Other Features:** A sidebar with links: LeaderBoards, Event Calender, PinBoard, Students, Projects, Other Courses, and Alumni.
- Add Notes Section:** A section titled "ADD NOTES:-" with input fields for "TIMESTAMPS..." and "TASK...", and buttons for "RECORD" and "RESET".

PAIN POINTS SOLVED

#Optimization of time and energy - With an inbuilt Calendar that highlights all the important dates related to the course , the user can easily adjust with the course without affecting his daily life curriculum and can pre-plan his/her activities around it more effectively and conveniently.

#Remembering Important Dates - The calendar mentions all the important dates associated with the course therefore, reduces or destroys the burden of remembering dates.

#Ineffectiveness of switching App - Since the website also provides a tabular dialogue box for keying down 'dates and timestamps' of other important events , this reduces the need for opening another notepad service providing app and hence increase user engagement as well as reduces the pain of shifting from one app to other.

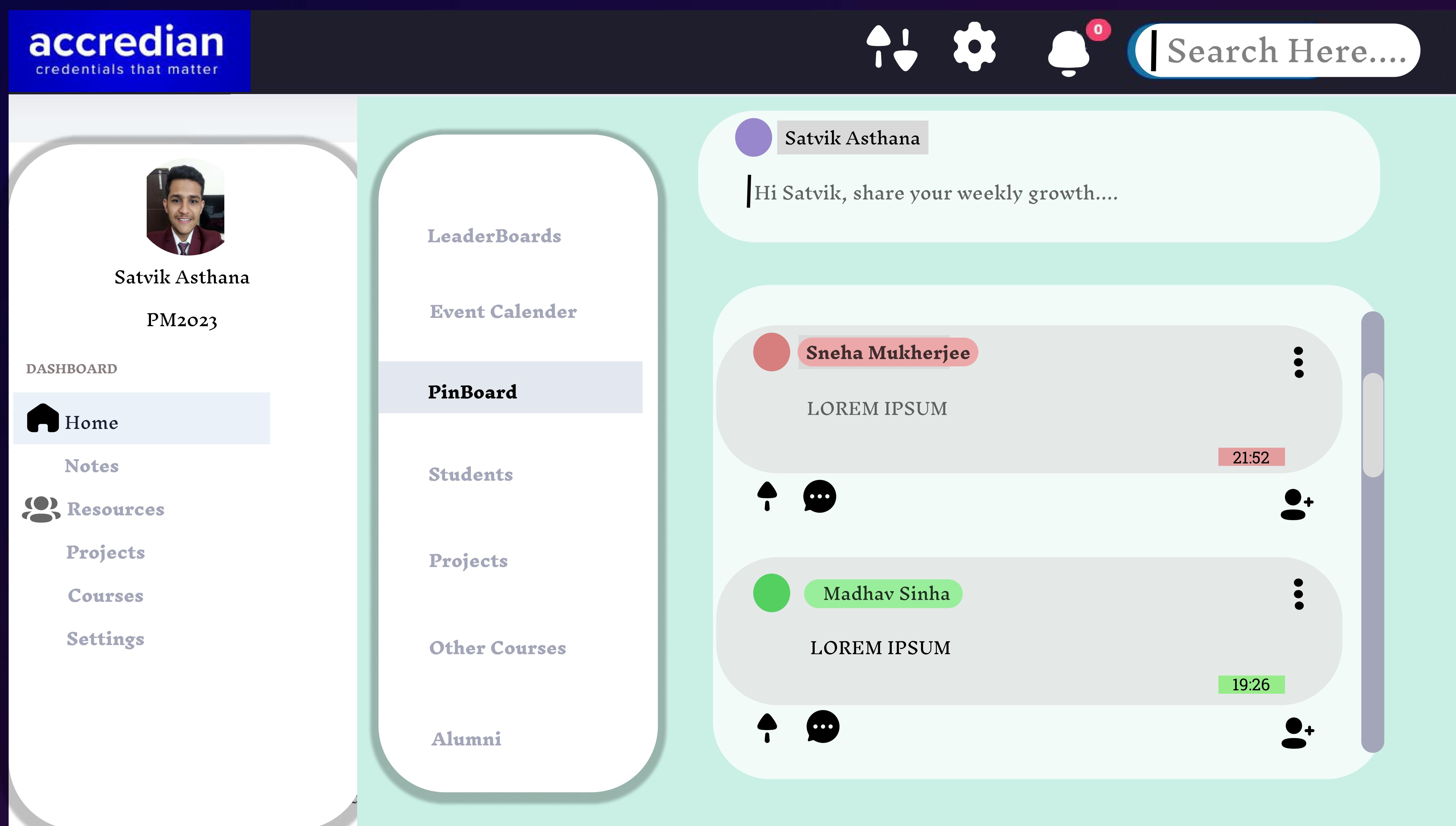
The screenshot shows a user interface for the Accredian platform. At the top, there is a navigation bar with tabs: OVERVIEW, Problem Analysis, User Persona, Wireframing, Prioritization, Metrics, and GTM. Below the navigation bar is a header section with the Accredian logo ('credentials that matter'), a search bar ('Search Here...'), and icons for sorting (up and down arrows), settings, and notifications (with a red dot).

The main area features a user profile for 'Satvik Asthana' (PM2023) on the left, which includes a photo, name, and role. To the right is a sidebar with links: LeaderBoards, Event Calender, PinBoard, Students, Projects, Other Courses, and Alumni. The central part of the screen displays a 'LEADERBOARD' section with a dark blue background and glowing blue highlights. It lists six users with their ranks, names, profiles, star ratings, and scores:

Rank	User	Score
1	LORIS	3545
2	HARRY	3324
3	DAVID	2890
4	JACK	2690
5	JERUCHO	2345
6	MONICA	1980

PAIN POINTS SOLVED

Lack Of Motivation - The leaderboard creates an environment of healthy competition among the users, and hence the user consistently stays motivated to upskill and improve his Rankings.



PAIN POINTS SOLVED

#**Unlively and Non-interacting mode of study-** Pinboard allow users to get inspired by other's achievements as well as share theirs , this creates a very interacting and engaging environment for users and may serve as a **potential retention factor for the app.**

#**Sense of Estrangement -** The person feel more committed to the app and will not feel secluded from the community , and hence will have a continuous thrust for upskilling by staying motivated throughout the course.

The screenshot shows the Accredian platform interface. At the top, there's a navigation bar with tabs: Overview, Problem Analysis, User Persona, Wireframing, Prioritization, Metrics, and GTM. Below the navigation bar is a header with the Accredian logo ('credentials that matter'), a search bar ('Search Here....'), and several icons for sorting, settings, and notifications.

The main area features a user profile for 'Satvik Asthana' (PM2023) on the left, which includes a photo, name, and role. To the right is a sidebar with links: LeaderBoards, Event Calender, PinBoard, Students, Projects, Other Courses (which is currently selected), and Alumni.

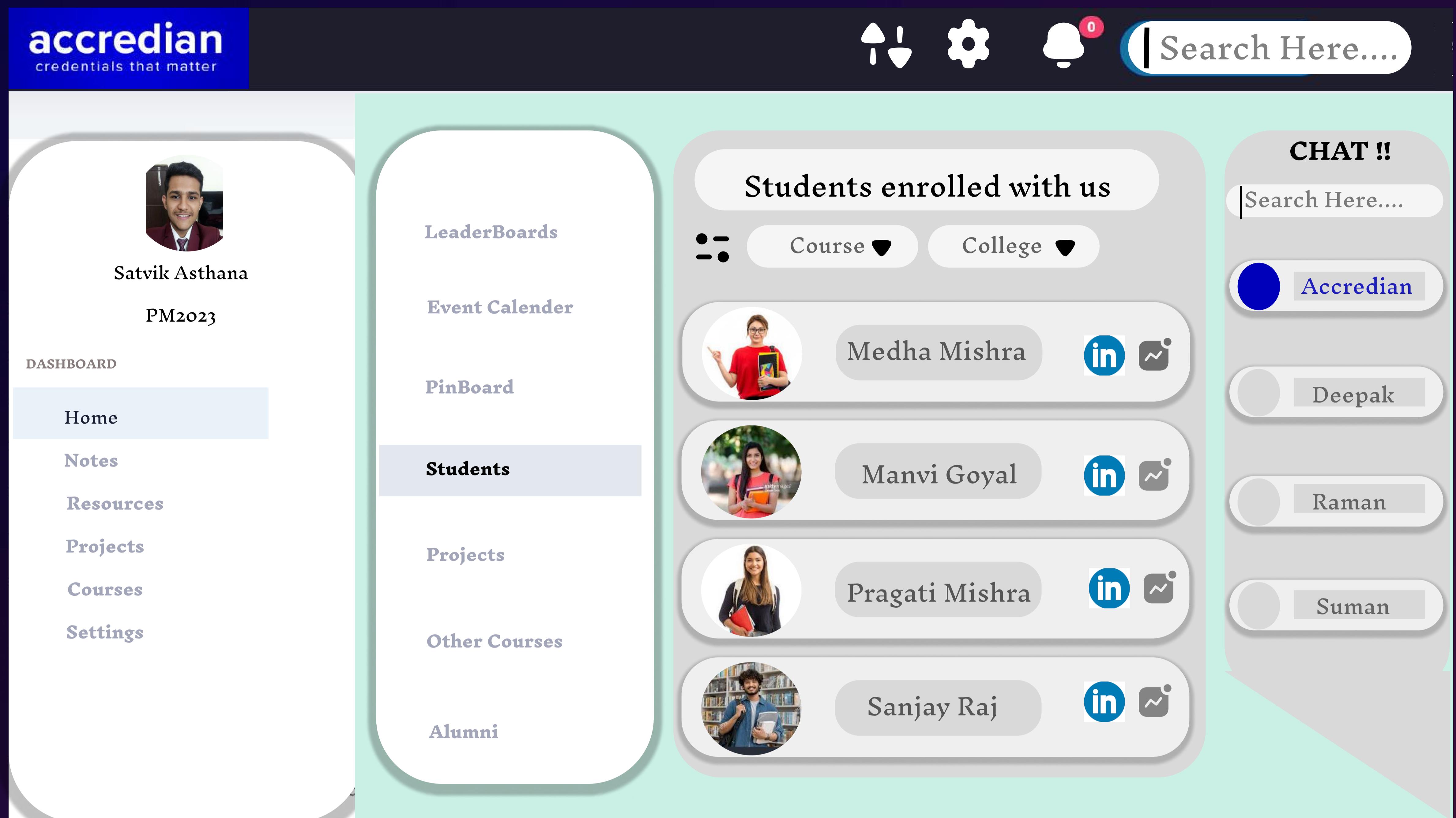
The main content area displays two course cards:

- IIT G - Advanced Certification in Data Science & ML** (DATA SCIENCE): 6 Months | Online. Admission Deadline: 6 Aug 2023. Explore Program Now >. Rating - 4/5. Best suited for: Beginners, College Students.
- XLRI- Executive Program in Product Management** (PRODUCT MANAGEMENT): 5 Months | Online. Admission Deadline: 6 Aug 2023. Explore Program Now >. Rating - 5/5. Best suited for: Young Professionals, Intermediates.

PAIN POINTS SOLVED

#Difficult to find relevant course- With the help of useful segregation of courses based upon rank and experience level , it will be easier for user to find the plan or course most relevant to them saving them time and energy , also it will account for a better user satisfaction ratio as users will not get irritated searching for the right course.

#Time Management - Working people often find it difficult to pursue a course simultaneously with work. Looking for a right course is ofcourse a lengthy and tedious process for them , by inculcating this section in the dashboard we can help users save time.



PAIN POINTS SOLVED

#Switching of Apps- With the Introduction of an inbuilt real time chat feature , users can easily interact (within the same app) with each other without sharing their private details such as Contact Number ,Mail ID with others .

#Difficulty in Initial Stages of Course - Learning a new subject can be really complicated and energy consuming for beginners. Introducing Accredian's personal Chat Based Doubt Solving System can really help users interact more with the team and getting their queries attend to. Also , this will help to develop a platform (specifically Chat Feature) using habit within users as they will be solely reliable on Chat to solve their doubts , whether it is related to the course or be it a technical issue.

The screenshot shows the accredian platform's user interface. At the top, there are navigation tabs: OVERVIEW, Problem Analysis, User Persona, Wireframing, Prioritization, Metrics, and GTM. Below the header is a dark navigation bar with icons for search, refresh, settings, and notifications (with 0 notifications). The main content area has a light green header bar with sections for LeaderBoards, Event Calender, PinBoard, Students, Projects, Other Courses, and Alumni. The Alumni section is currently active, displaying profiles for four users: Satyam Kushwah, Sai Krishna, Sanya Singh, and Priya Ghosh. Each profile includes a small photo, the user's name, their LinkedIn link, and a pin icon. A callout bubble points to the pin icon of Priya Ghosh with the text "Read Their Pins and reviews." On the right side, there is a "Notable Mentions" sidebar listing Microsoft India, Uber India, and Barclays India, each with a colored circular icon and the company name.

PAIN POINTS SOLVED

#Lack of References and Resources - As it is said ,”Any amount of information available is not enough to quench the thirst of a learner”. Reading Alumni pins and reviews can help users , gain some more insight into the corporate role of the work and users can also do a comparative analysis of alumni growth to theirs by reading their growth pins and reviews on project and could possibly get to know any alternate solution or dimension of the report , they probably have missed upon.

#Lack of Industrial Connections- Users may find alumni who belong to the same college or may be working in their dream company , they can find direct links to their LinkedIn Accounts and contact them for any issues.

FEATURE	Goal Oriented (50)	Ease of Implementation (20)	User Retention (30)	Score (100)
LeaderBoards	25	11	19	55
Pin Board	30	12	23	65
Alumni	35	13	21	69
Students	30	09	23	62
Other Courses	15	16	18	49
Event Calender	20	09	24	53

Goal Oriented - Whether or not , the feature serves the goal of the problem , i.e, increase user interaction and reduce their reliance on external communication apps.

Ease Of Implementation- Is the feature technically viable.

User Retention- Can the feature possibly serve as a potential user retainer and compel or drag the user to the app again.



Success Matrices



Happiness

#Increase in Number of DAU (Daily Active Users)

#Increase in Site Traffic



Engagement

#Increase In No of Pins On Pinboard.

#Increase in Number of Users Using Chat Feature



Acquisition

#Increase In No of Registrations.

#Increase in Number of Course Purchases.

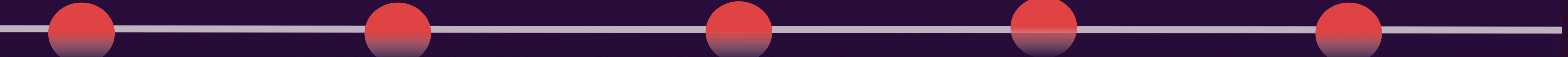


Retention

#Increase in no of users purchasing another course or upskilling.

#Increase in Ratio of

$$\frac{\text{No. of course purchases}}{\text{No. of total new users acquired}}$$



Target Market Audience

Segregate users into segments based on their user behaviour and identify the target market (college students, young professionals).

Beta Testing

Launch the app initially only for selective students and collect their feedback about the dashboard and work on improving the user experience.

Social Media Targeting

By using advance processes like Search Engine Optimization , deploy adds to the target market and try to acquire customers and brand value.

Collaboration with colleges and companies

Give Special Discount to students of esteemed colleges and collaborate with different colleges and companies to spread awareness and acquire customers.

Feedback Collection

Collect continuous feedback from users and work on it to provide a better user experience and increase user satisfaction.