



# PRODUCT TEARDOWN

BitClass

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# PROBLEM STATEMENT

**User Activation ↲** - Given the FREE LIVE classes & recorded properties present on the app, design a user journey to "activate" all the new users within the first 7 days of signing-up on the app. Activation here means doing at least one of the 3:

→ Registering for 2 FREE classes.

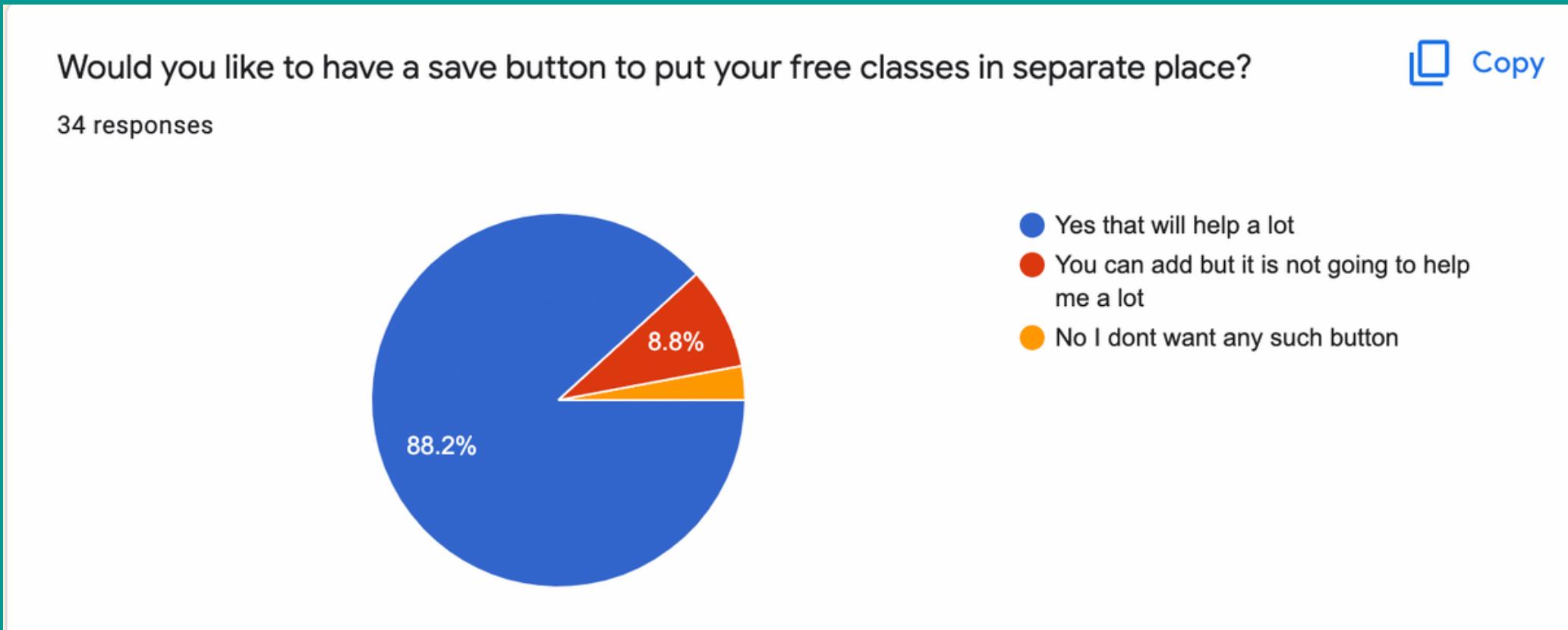


# SURVEY

- Why this survey? - We surveyed to test out a few of our ideas and get an idea about the persona of users on Bitclass.
- **Thirty-three students** from the Bitclass app took part in the survey.
- **Participant Background:** Attended one or more live classes on Bitclass.

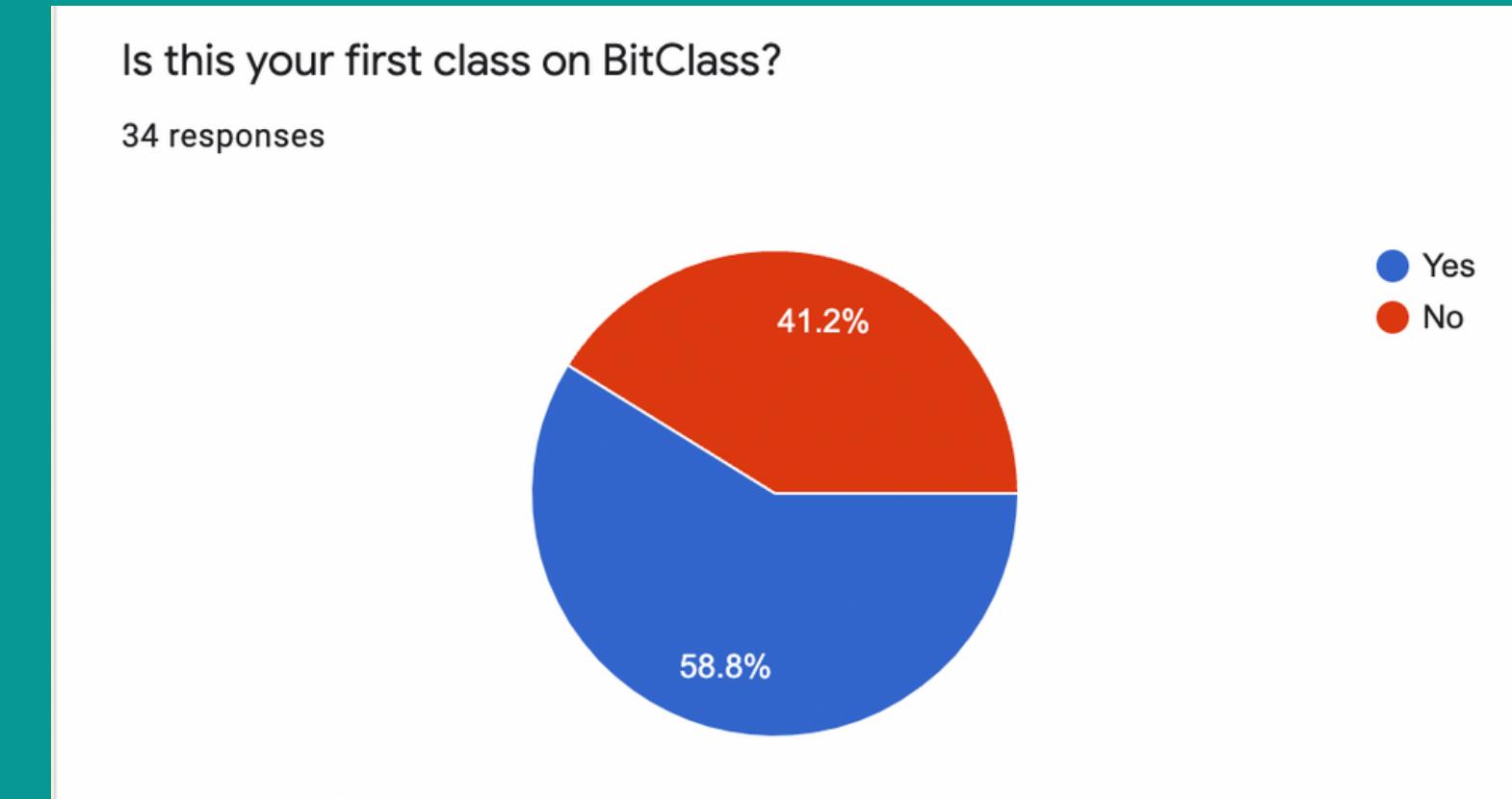


# RESULTS FROM THE SURVEY



## Hypothesis 1

- **88.2%** of people want a save button on every FREE class
- Saved FREE classes can be viewed separately.

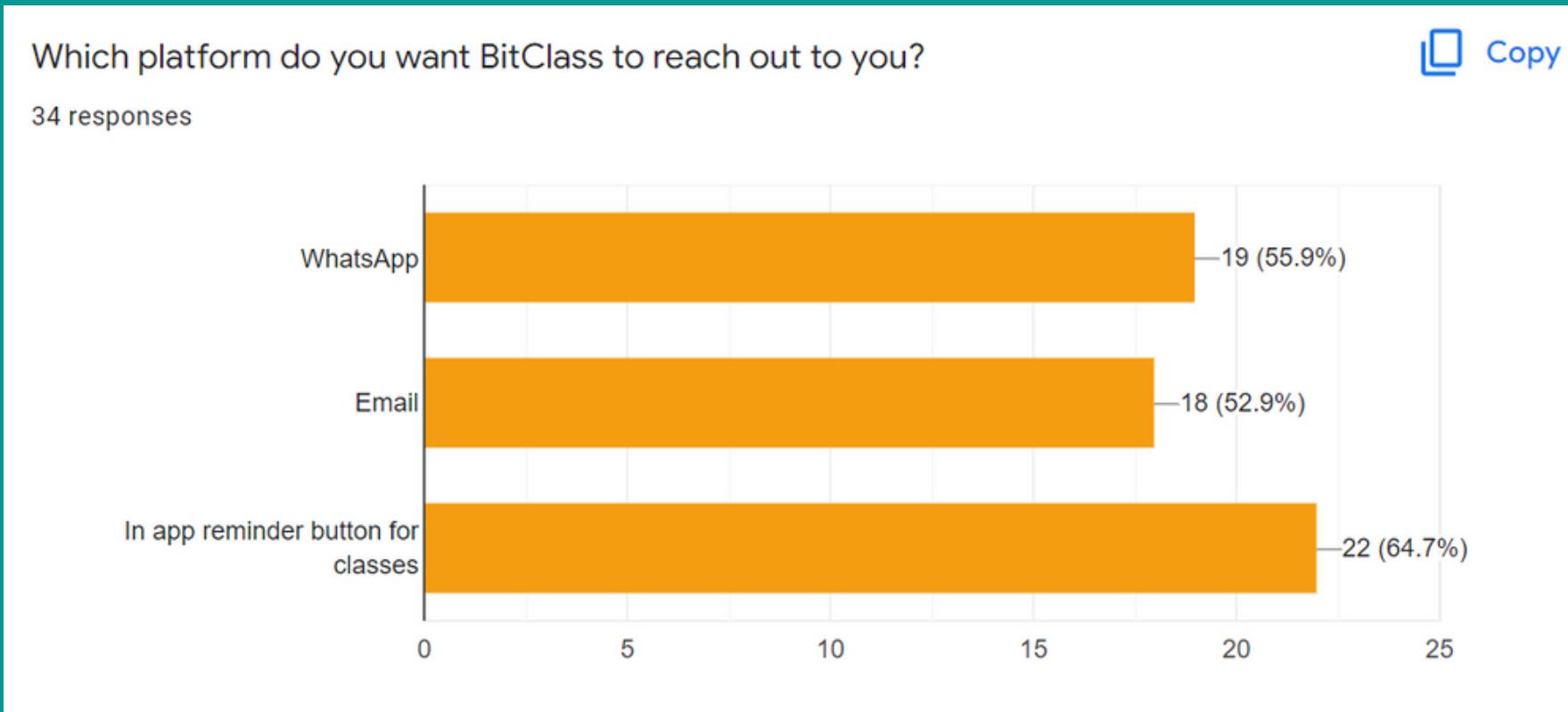


## Persona Information

- **58.8%** of people were attending their first class.
- This will help target the people who are likely to be "Activated."



# RESULTS FROM THE SURVEY



## Hypothesis 2

- We wanted to know that how many users were fine with Whatsapp messaging.
- And we even introduced our feature of in app reminder button which we have later integrated in the UI.
- We got to know that out of 34, 22 liked the idea of in app reminder button for notifications or other information.
- We also observed the users with lesser age group are preferring emails over whatsapp compared to the older age group of 32+

# FEW OTHER INSIGHTS AND COMMENTS FROM THE USERS

## How can we improve Bitclass?

Put categories together

WHy are courses everywhere, I dont like it.

## What you don't like about FREE classes?

There is no way we can save those classes, I am a college students and generally the free classes are at college timings, so want to save such classes for future so that can come and attend those.

Difficult to find new free classes offered



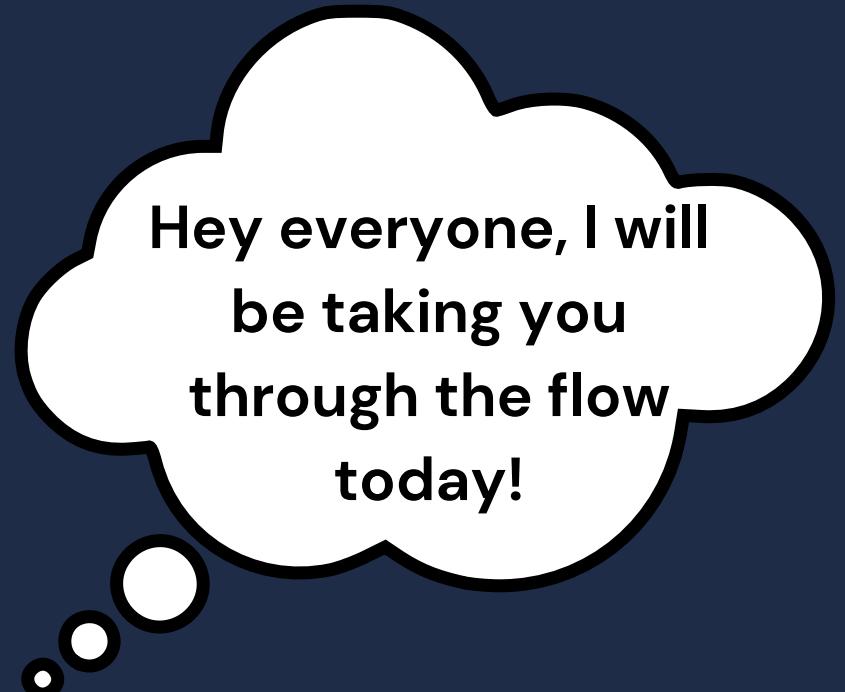
# USER PERSONA



Here we have considered two different person from two different age group because of the diversity of the ages on the Bitclass app.

<b>Age</b>	22 years	35 years
<b>Name</b>	Rashmika	Anupriya
<b>Designation</b>	College Student	Housewife
<b>What are they looking for?</b>	Looking for courses on Painting and Creativity	Looking for courses on Bakery and Cooking
<b>Motivation</b>	She wants to take up free classes after her college to improve her extra curricular skills starting from free live classes of Bitclass.	She loves cooking, so she keeps on looking for new courses on different platforms and signed up on Biclass as it offers free live classes.
<b>Preferences</b>	Does not like constant messaging on Bitclass on Whatsapp. She prefers emails and in-app messages over WhatsApp.	She is fine with Whatsapp messaging as this helps her remind about the class out of her daily schedule.

# ABOUT RASHMI AND RAJIV

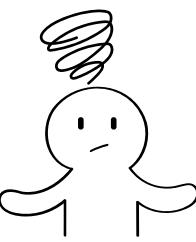


- Rashmi is a young college student, and she has agreed with Rajiv to help him improve the Bitclass app.
- She will explore the platform according to her needs, and with the help of the emotion bar, she will tell Rajiv about her experience.

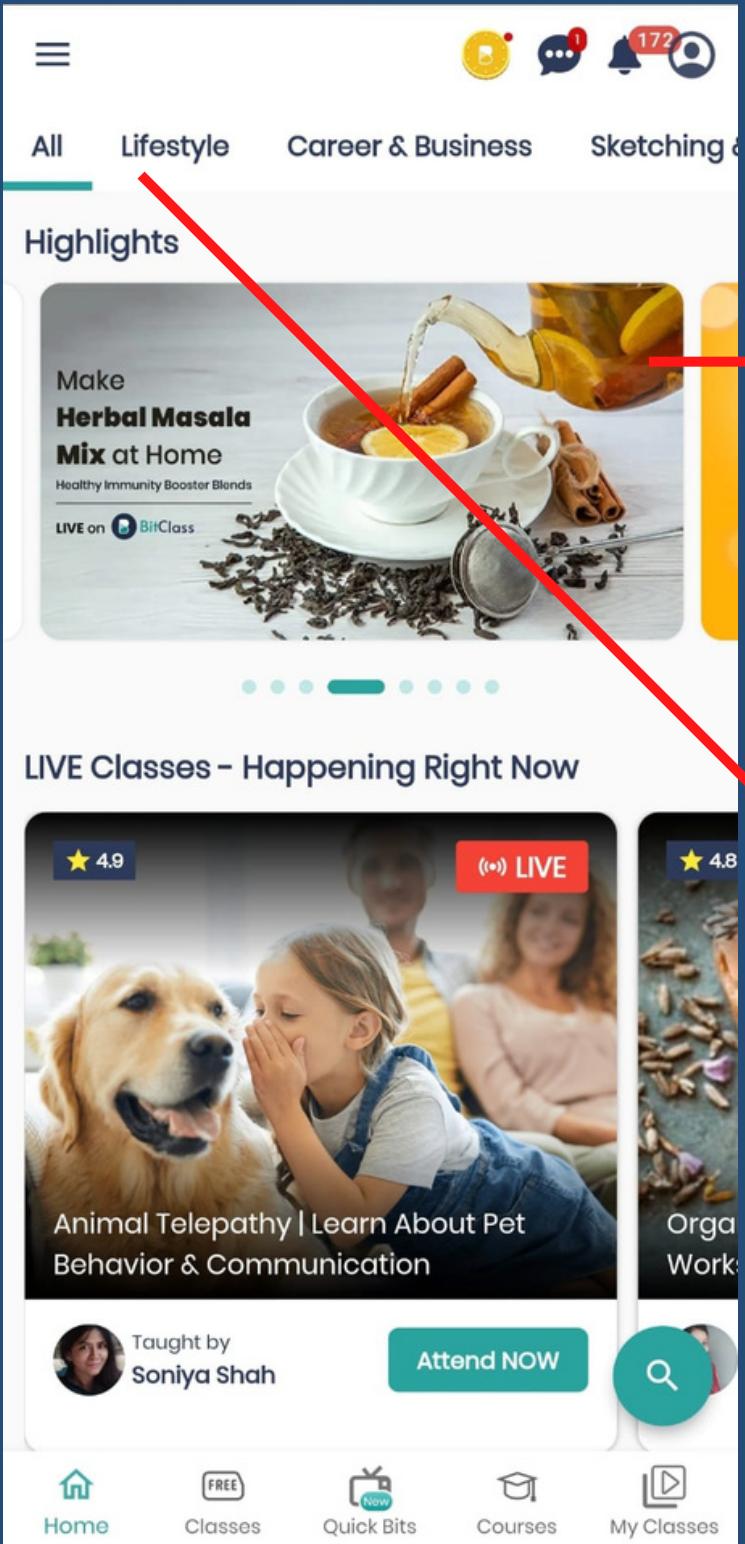
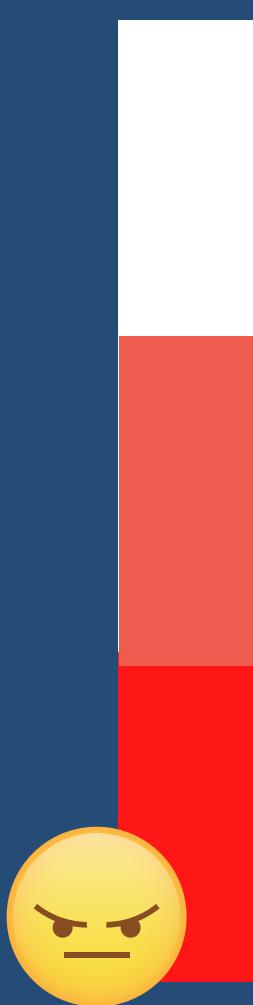


- Rajiv is our Product Manager for Bitclass, he will be taking into account all the issues faced by Rashmi and try finding the solution to those issues.
- He will be altering UI, introducing features and adding content to improve the overall journey of Rashmi

# HOME SCREEN : PRESENT FLOW



Rashmi opens the Bitclass app and comes onto the main screen. Then she starts looking for the desired category on the horizontal scroll bar.



## Problem:

When Rashmi comes onto the platform, she observes advertisements, confuses her.

## Effect:

Due to this cluttered and confusing distribution of content, Rashmi may leave the platform, or even if she doesn't, the first impression will not be significant.

## PM's View:

For Rajiv, the most important thing is to have the best first experience possible for the user.

## Problem:

Since Rashmi could not find the desired course on the home screen, she scrolled through the horizontal categories. Since she is looking for a coding course, she scrolled through the courses.

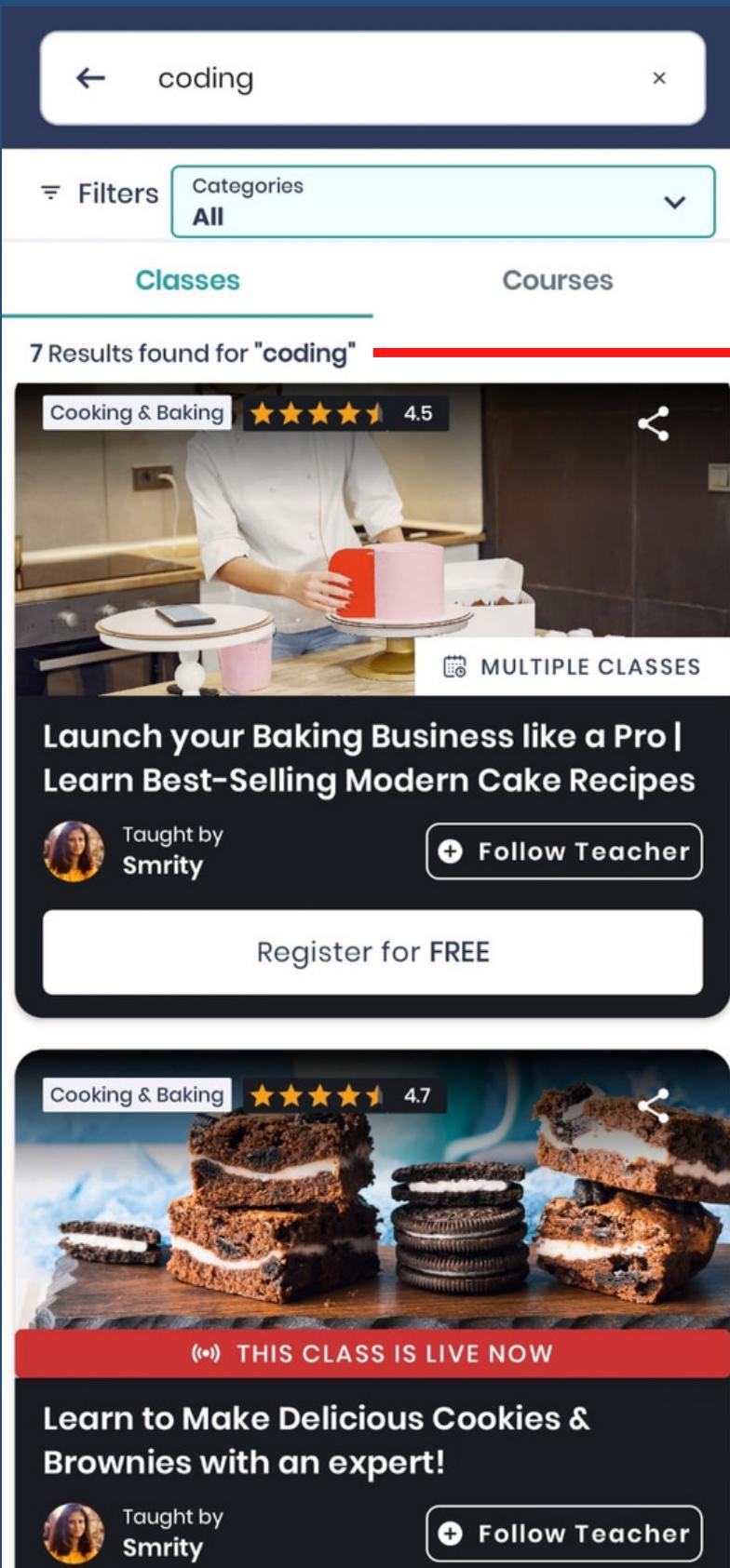
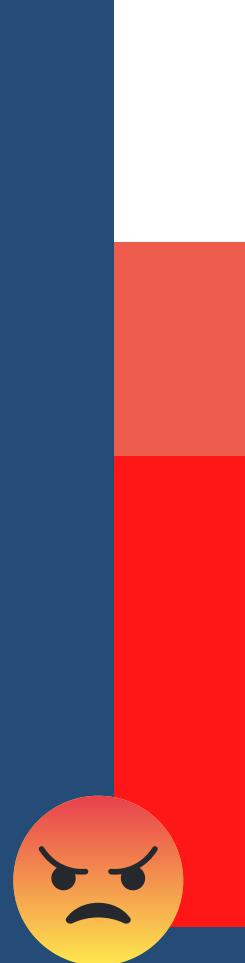
## Effect:

Rashmi can only see 3 to 4 categories at once, and she has to scroll till last to find any category on coding or related topics.

## PM's View:

Rajiv would never want his user to do the hard work and try to make it as easy as possible.

# HOME SCREEN : PRESENT FLOW



## Problem:

The search algorithm is broken as it shows courses on Cryptocurrency and cooking.

## Effect:

This disappoints her, as she had a long journey to find that the course she is looking for is not available. Also, there is nothing on the platform to stop such a user from leaving.

## PM's View:

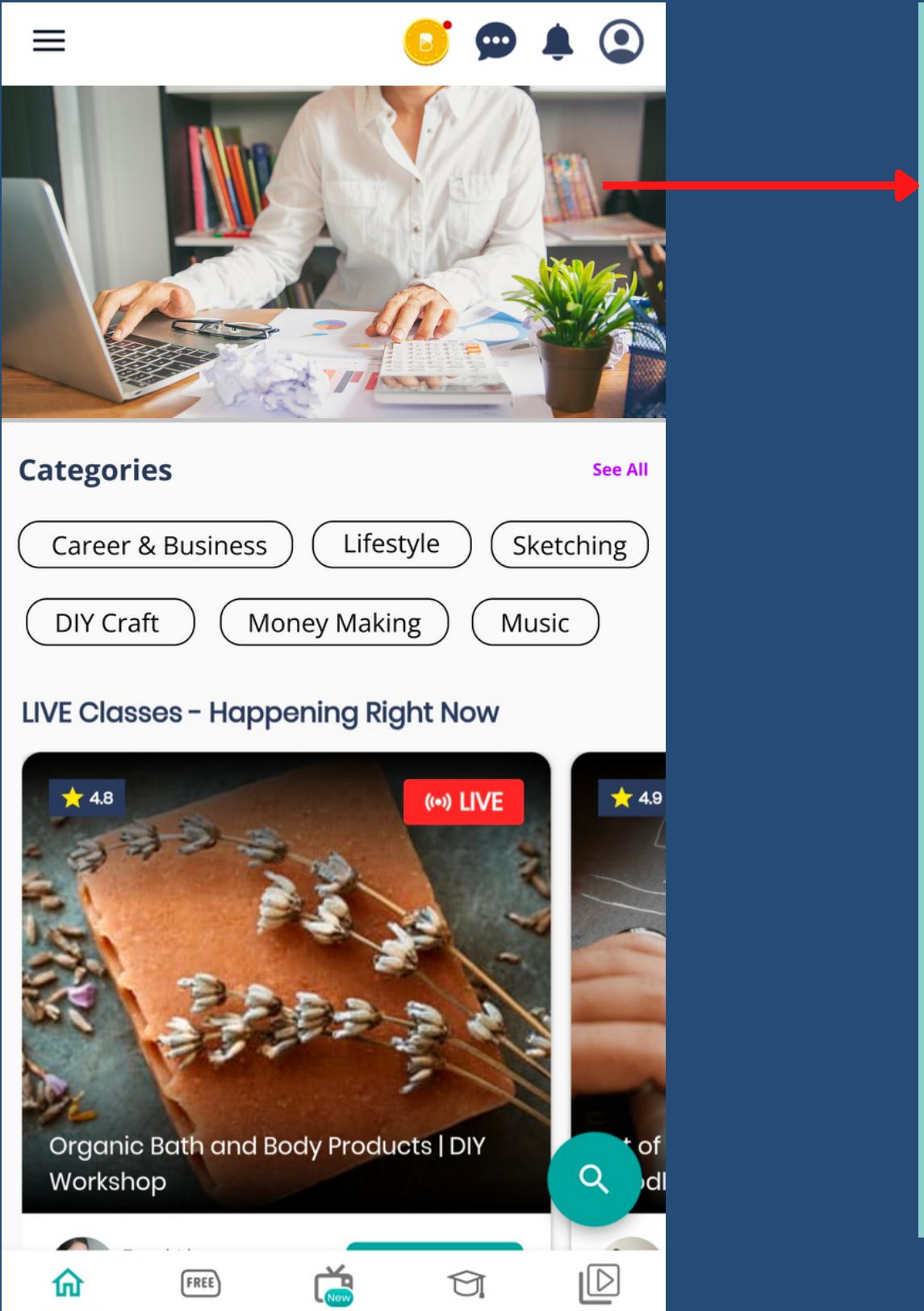
Rajiv will never want his users to leave the platform and thus brainstorm ideas to solve this problem.



# HOME SCREEN : NEW FLOW



Rashmi comes opens the application and comes onto the main screen



## Solution 1: Adding Women Centric Banner

We added a women-centric banner. Since our survey, we found that 70% of the active users are female, we made a women-centric banner with a motto.

## Impact

The banners provide the first-time user **a sense of motivation and an aim** and what BitClass wants its users to achieve.

## PM's View:

Rajiv did this to ensure that when users come onto the platform, they do not feel a sense of commotion with courses all around. Instead, a motivation banner to align them with their goals.



# HOME SCREEN : NEW FLOW



The home screen displays a grid of categories: Career & Business, Lifestyle, Sketching, DIY Craft, Money Making, Music, Photography, Dance Form, Personal Development, Languages, Health Fitness, and Cooking & Baking. Below the categories is a section for "LIVE Classes - Happening Right Now" featuring a DIY workshop for organic bath and body products. At the bottom, there are navigation icons for Home, Classes, Quick Bits, Courses, and My Classes.

**Categories**

See All

Career & Business   Lifestyle   Sketching  
DIY Craft   Money Making   Music

LIVE Classes - Happening Right Now

Organic Bath and Body Products | DIY Workshop

Home   Classes   Quick Bits   Courses   My Classes



She tries to find the desired category in the a category page

## Solution 2: Adding category screen

A separate page to view each category has been designed by clicking on the "See All" CTA in the "Categories" section

### Impact

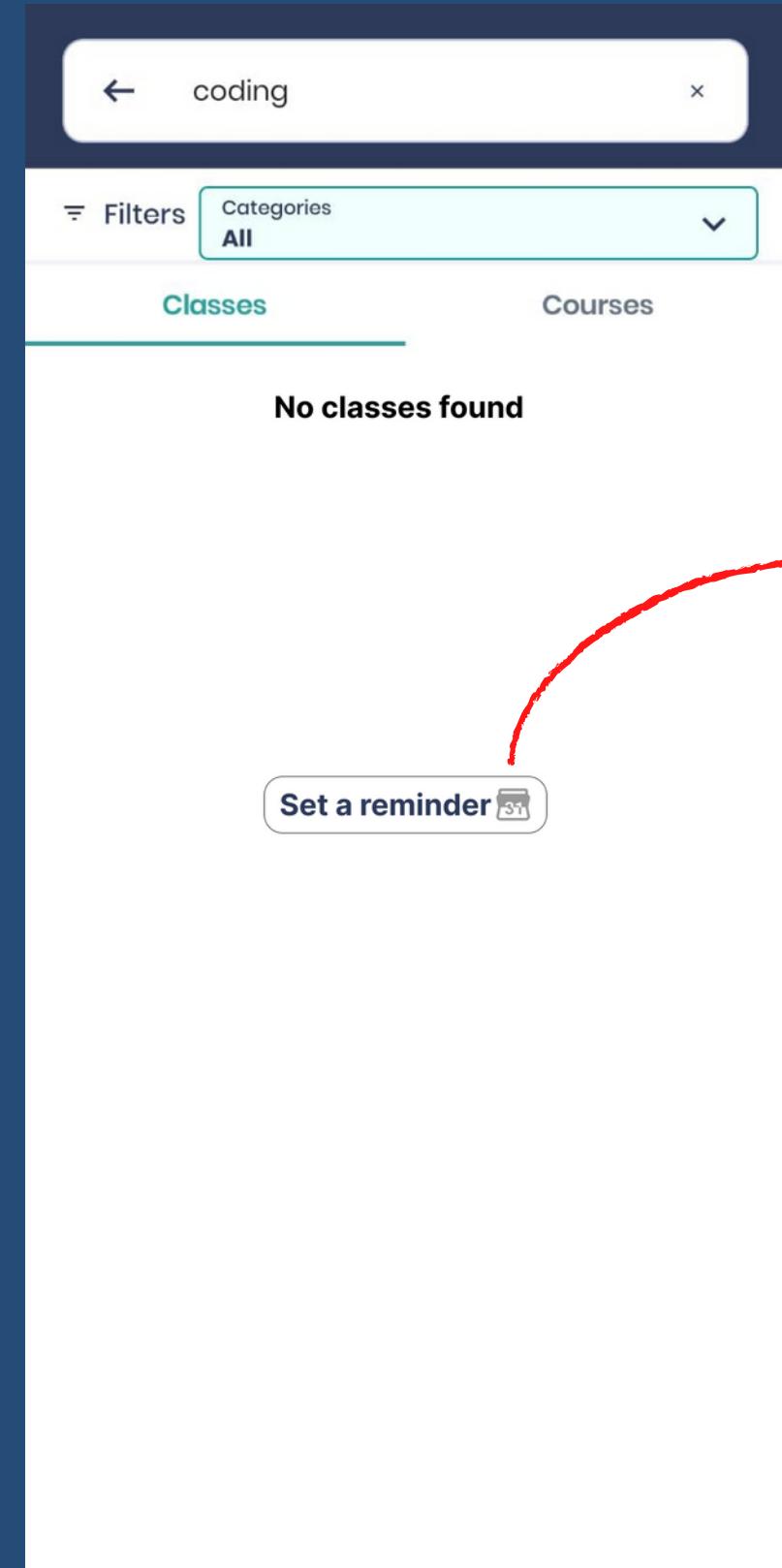
This helps Rashmi find all the categories in one place rather than scrolling horizontally for each category.

### PM's View:

Rajiv observed Rashmi's ease in finding the desired category of her interest. At the same time, the UI looks clean, and the entire flow becomes streamlined.



# HOME SCREEN : NEW FLOW



She is still not able to find so she searches the course on coding and she is not able to find any course on coding.

## Solution 3: Adding Reminder Button

The first thing to observe is that there is no gibberish result for searching coding this time. Instead, Bitclass mentions "No such course found" with a Reminder button.

### Impact

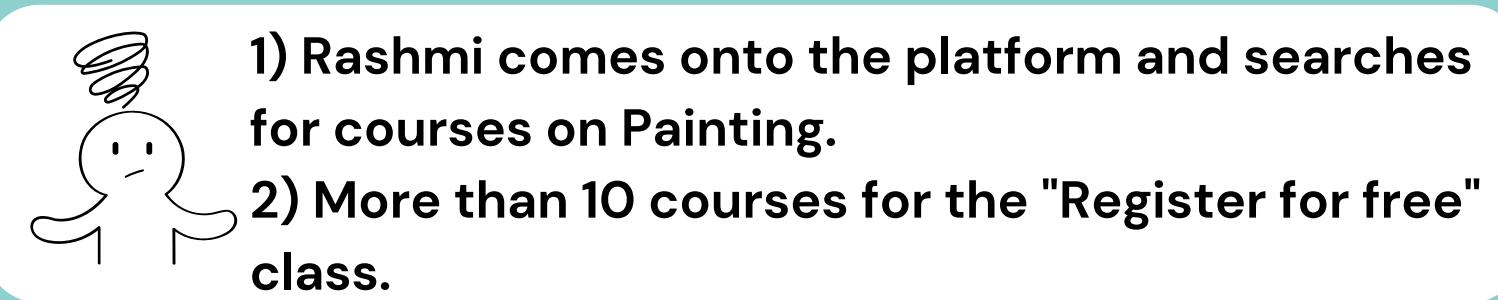
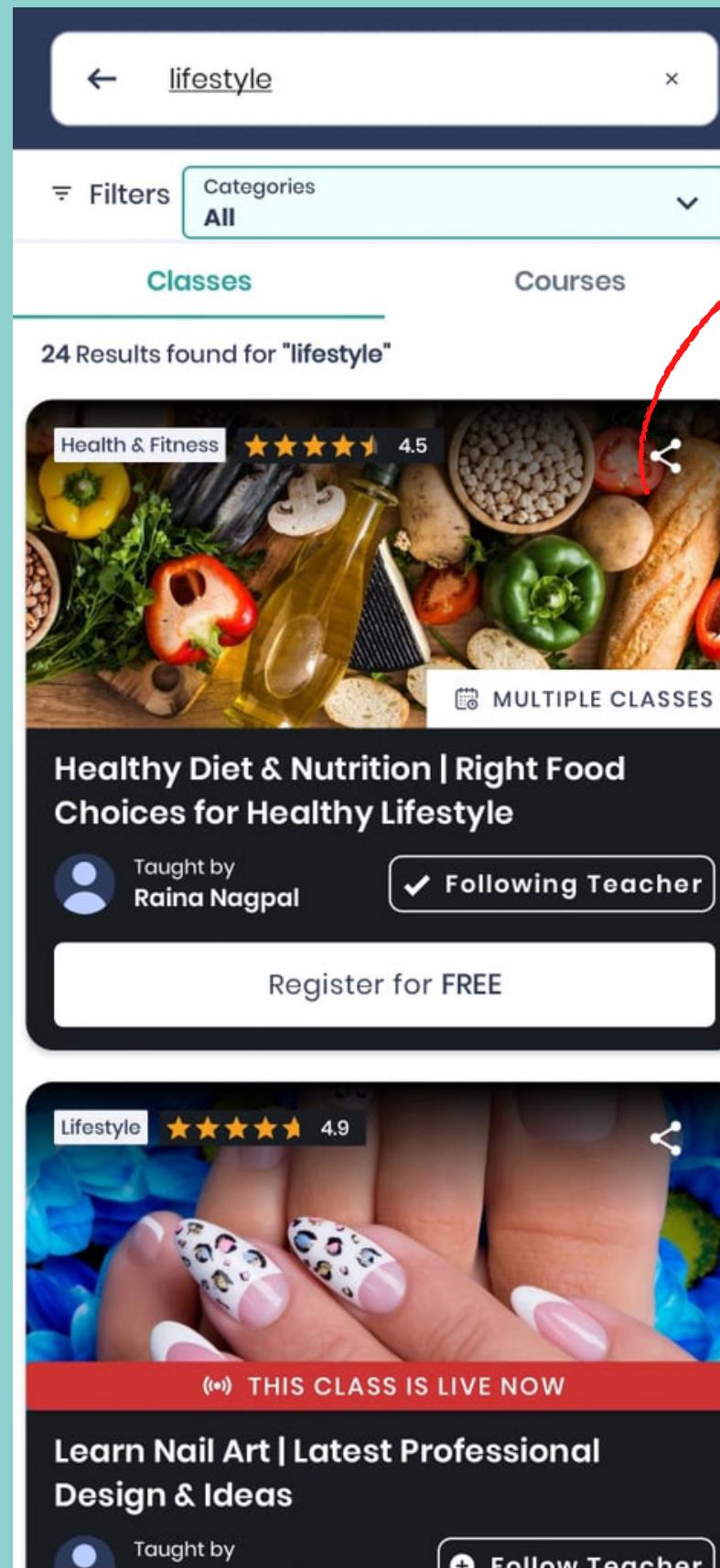
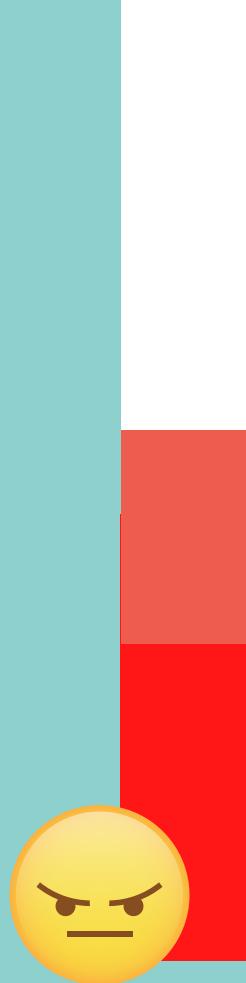
First of all, the perfect result does not frustrate Rashmi. At the same time, Rashmi will set up a reminder button for any new course on coding, which makes Rashmi stay on the platform further rather than deleting Bitclass.

### PM's View:

Rajiv observed the disappointment a user felt when they could not see the desired course, and thus they deleted the app. Still, now, not only should Bitclass have the correct result and retain users who can be targeted further with proper marketing.



# CLASS CARD: PRESENT FLOW



## Problem:

How is Rashmi going to decide what course to go for? There are reviews but no clarity about how many gave that, there is no information about the popularity of the course, about the number of students registering for a free class.

## Effect:

Rashmi ends up not registering for any of the "Register for free" classes as she could not find what to choose from

## PM's View:

Rajiv doesn't want to make the selection part confusing for Rashmi and thus thinking for ways to improve that.



# CLASS CARD: NEW FLOW



When Rashmi finds too many courses on the search and wants to compare among courses to know which one is preferred among students.

## Solution 1: Added no. of reviewers

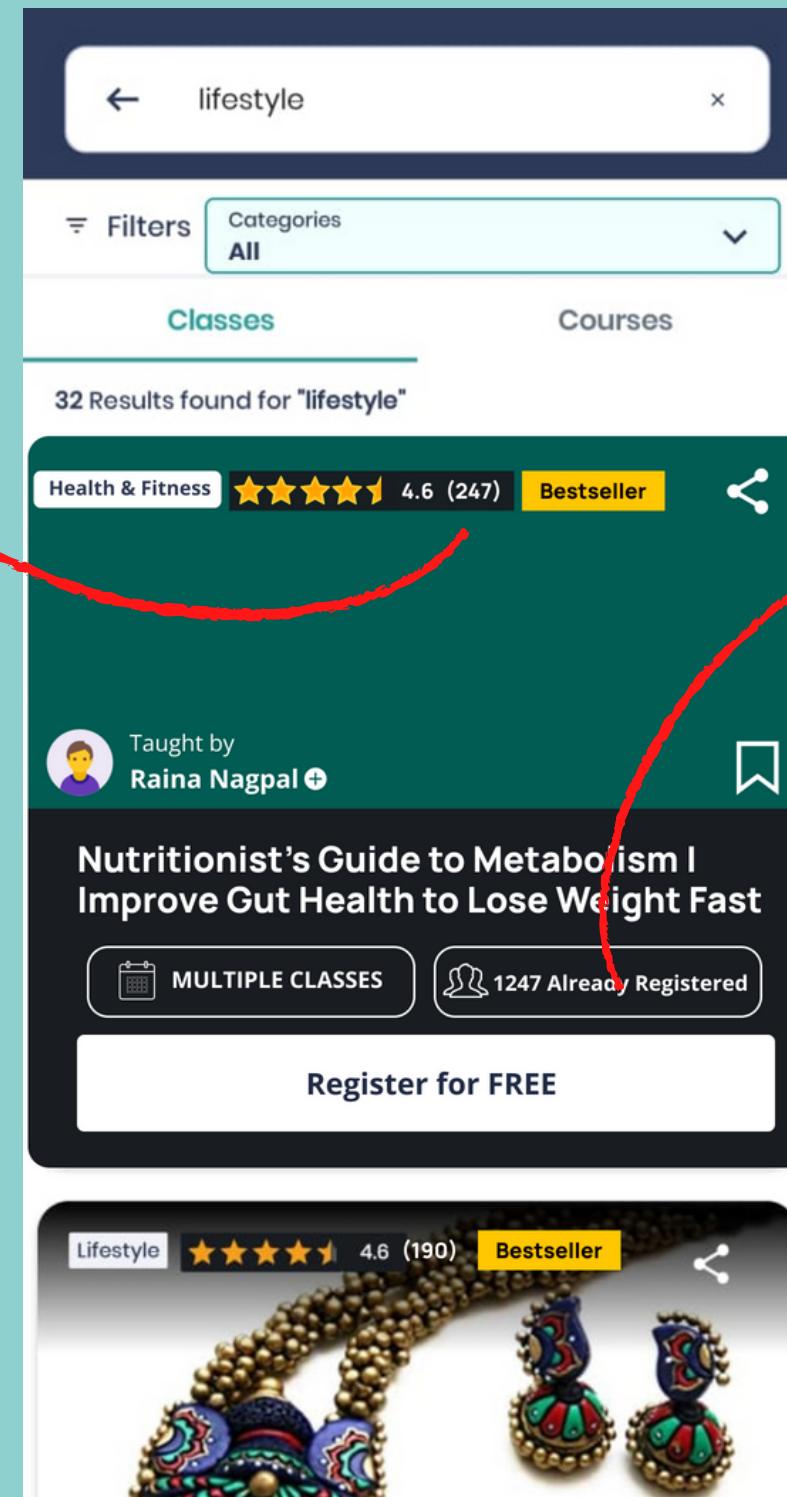
Several reviewers besides the rating have been added.

### Impact:

This will help Rashmi compare which course has been reviewed best and how many people. This even helps her clarify how many people have taken this course before.

### PM's View:

Rajiv was able to provide an easy selection for Rashmi by introducing the number of reviewers, which also doesn't require a lot of engineering



## Solution 2: Added no. of registered users

The number of students who have registered for the FREE live class has been added.

### Impact:

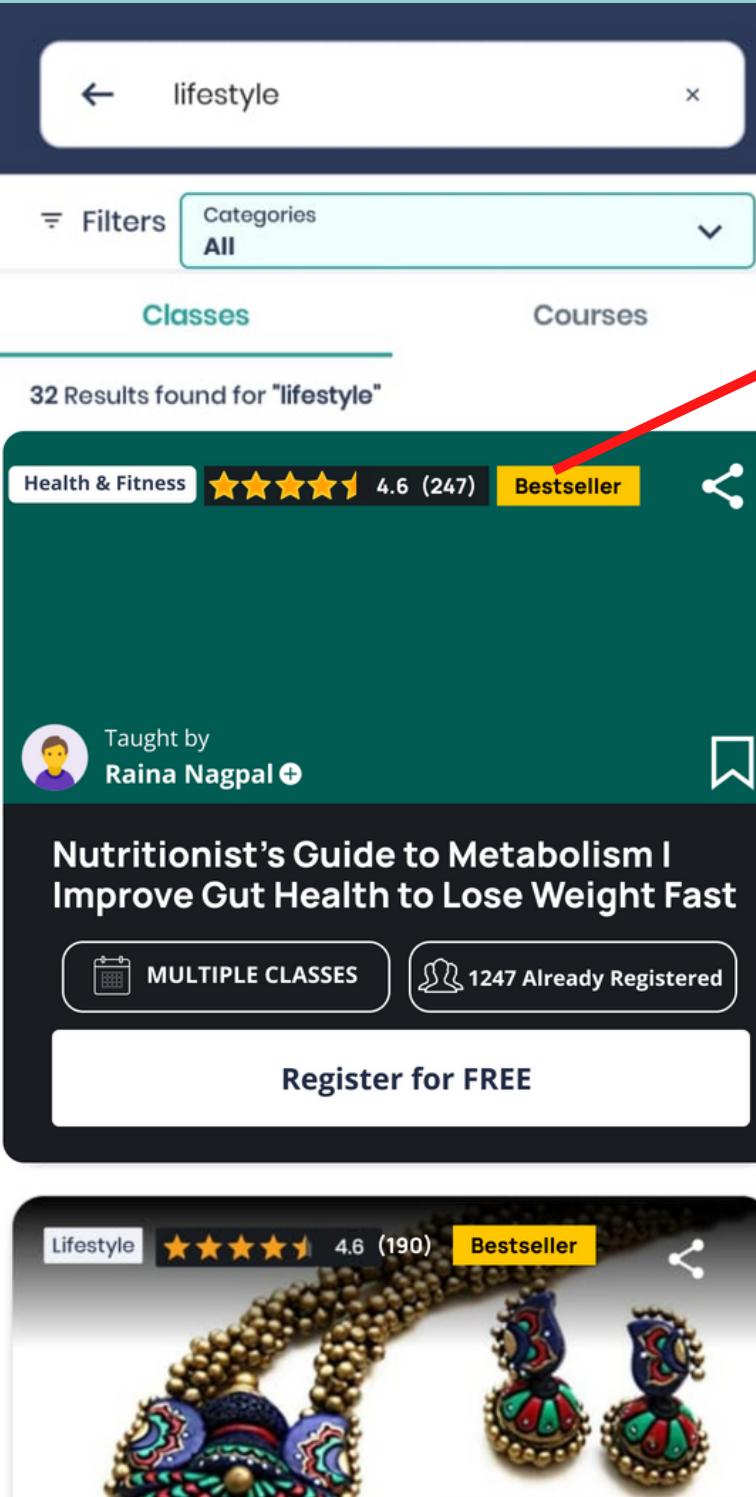
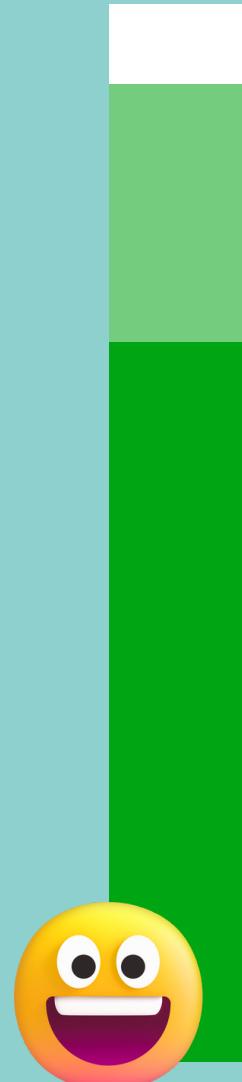
This will help Rashmi find the desired course for her further as she can see and compare the number of registrations and which one of the classes other students opt for.

### PM's View:

Rajiv now made sure that Rashmi had no issues deciding the perfect course for her.



# CLASS CARD: NEW FLOW



When Rashmi is looking for  
"Bestseller" courses on Painting

## Solution 3: Added tags for the courses

Tags have been added for the course like "Latest," "Bestseller," or "Most rated."

### Impact:

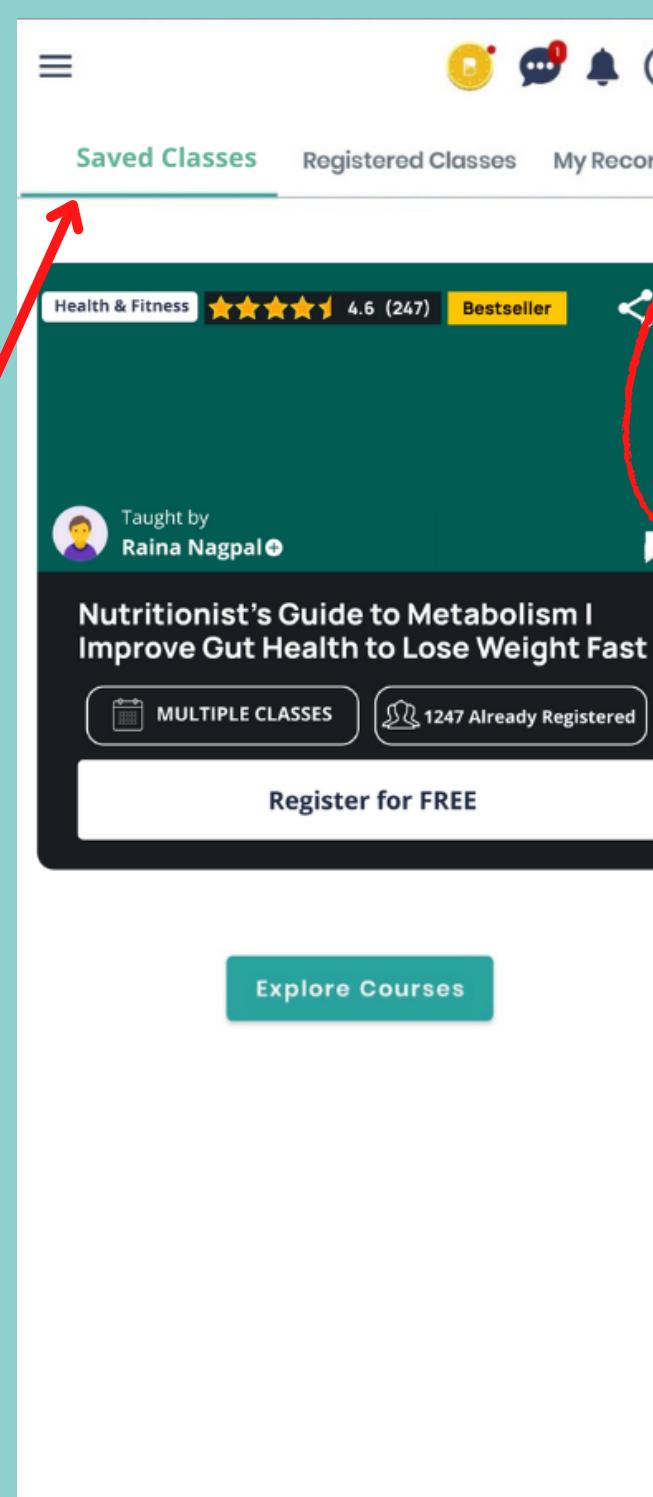
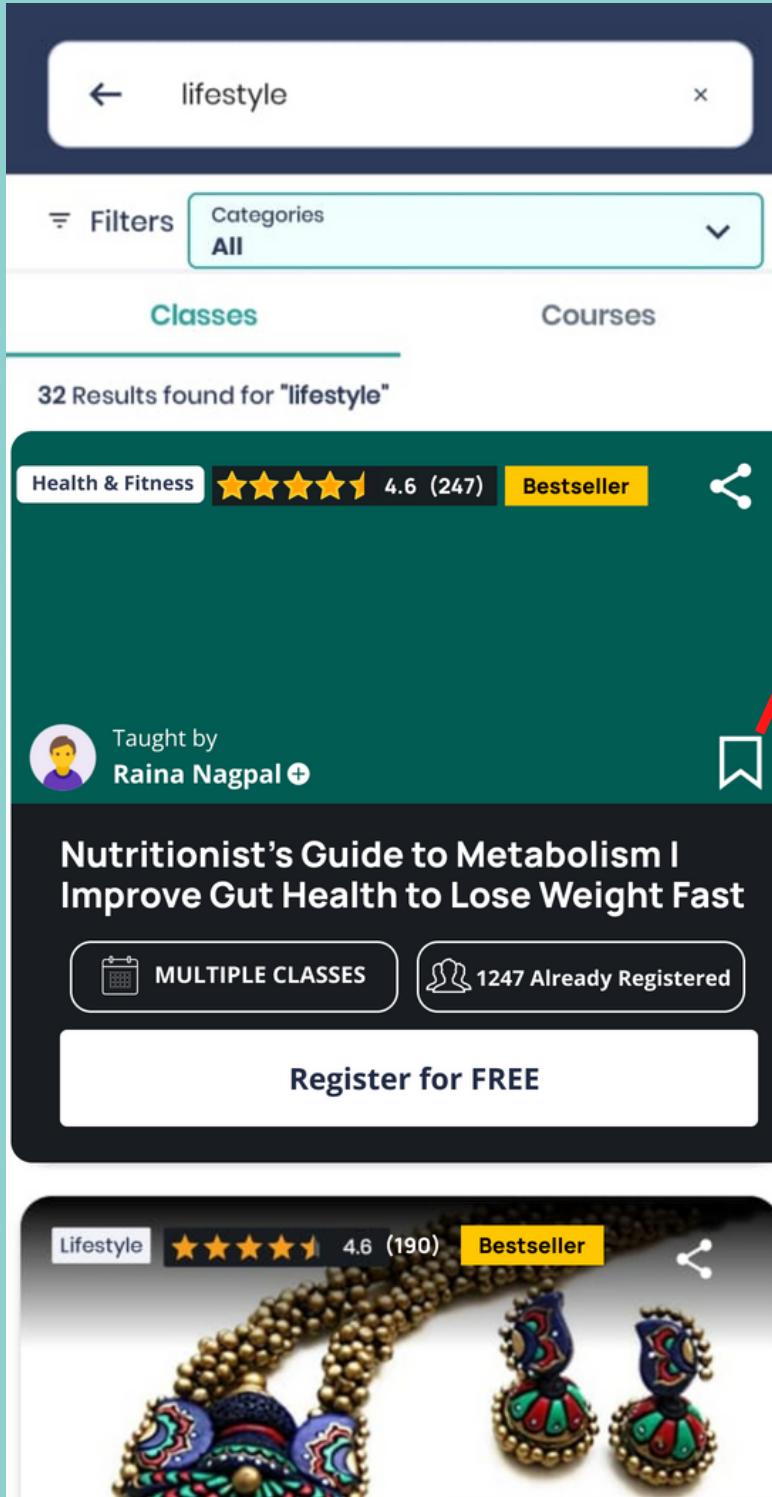
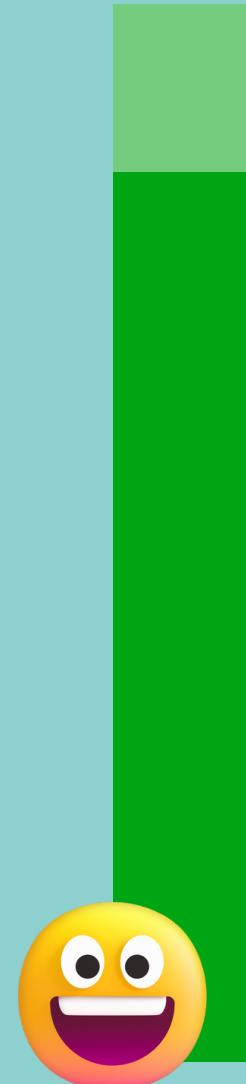
This will help Rashmi find the "Bestseller" course without leaving the platform. As of now, there is no way a user can find the best-sold course. Hence, this will help users find courses related to any tag.

### PM's View:

Rajiv added this to help new and old users; even if an older adult comes onto the platform to search for the latest courses, the tag will help them find the course.



# CLASS CARD: NEW FLOW



When Rashmi finds more than one free class attractive on search.

## Solution 4: Added a separate save button

We have added a save option for the students. This will help Rashmi save those free classes for which she can not register but will look forward to registering in the future.

### Impact:

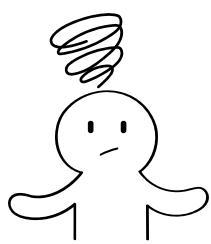
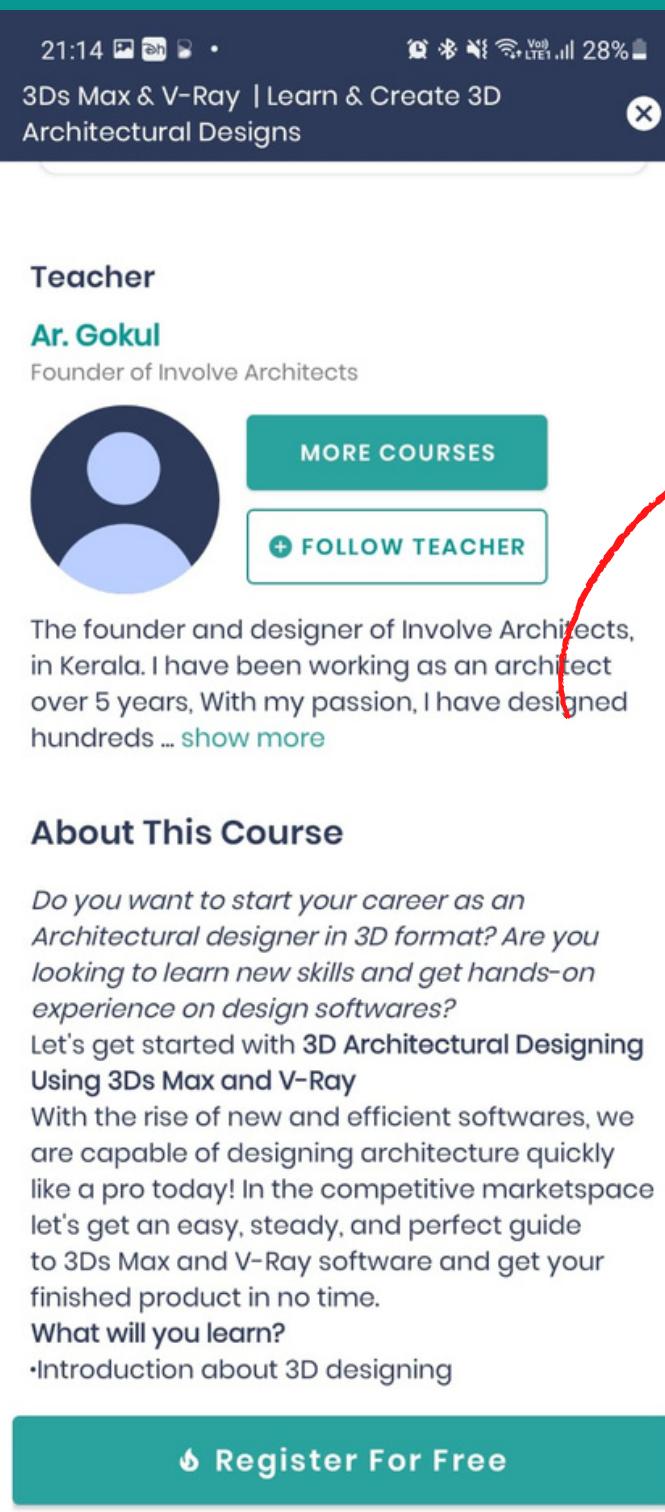
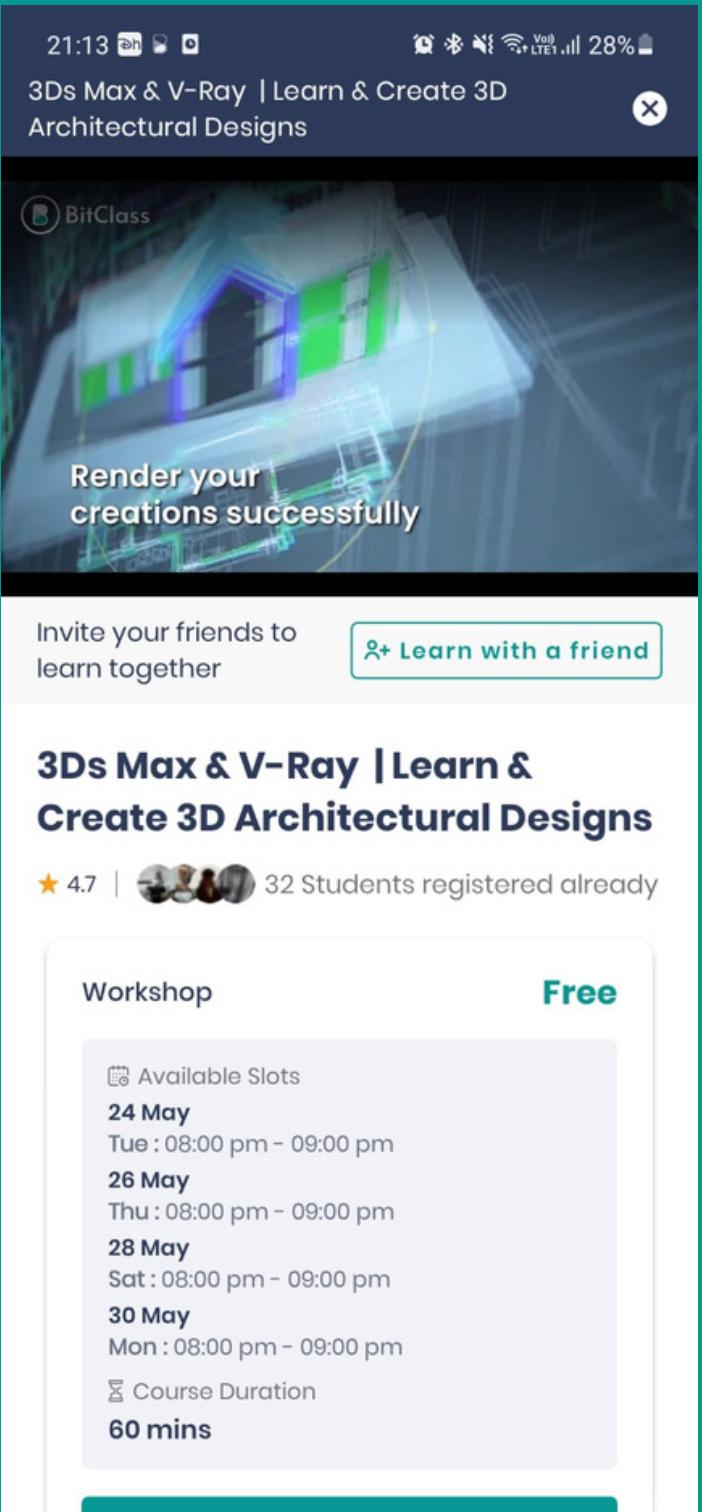
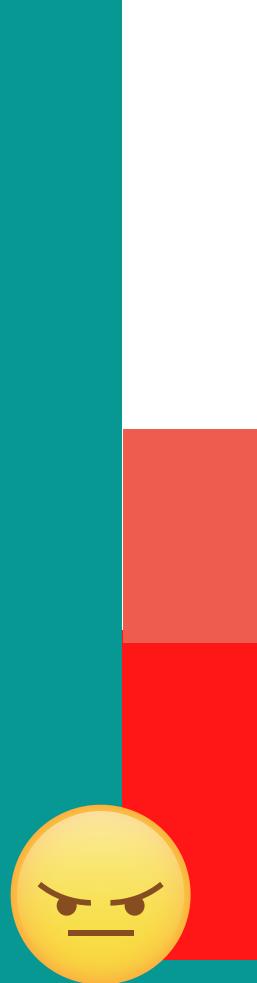
This will increase the registrations as the courses which were going to skip by Rashmi will now be saved and registered later.

### PM's View:

Therefore, Rajiv made sure that his users would not have to come every time and search for a free class. Instead, they can go to the Saved section shown to access those classes.



# REGISTRATION SCREEN: PRESENT FLOW



When Rashmi goes onto the registration screen to know more about the free class and what previous students have to say...

## Problem:

When someone comes onto the registration screen after clicking the "Register for FREE" CTA, they cannot have any information about the FREE class they will attend.

## Effect:

It reduces the number of registration on the platform as the students lack information about the course they will be registering for.

## PM's View:

Rajiv does not want Rashmi to not register for the course just because she doesn't have the information about the Free class.



# REGISTRATION SCREEN: NEW FLOW



The screenshot shows a mobile application interface for a free class. At the top, it says "Dance Fitness | Give Yourself a Happy Workout with Body & Cardio Exercises!". Below this are four student profiles: Utsav T, Saksham, Utkarsh, and Jo. A red box highlights a section titled "This Live Session Includes" which lists: "Know 5 Weight Losing exercises with Folk Dance", "7 Stretch exercises followed with Zumba", and "For Beginner, Intermediate level". A red arrow points from this section to the "Impact" text below. Below this, there's a section titled "What Students Have To Say-" with reviews from Shweta Tiwari ("This Course helped me to reduce my weight") and Himanshu Singh ("Anamika is an expert"). The teacher information shows Anamika Borah with a profile picture, "More Courses" button, and "Follow Teacher" button. At the bottom is a large green "Get Started for FREE" button.



When Rashmi enters the registration screen and finds what she will learn in the free class.

## Solution 1: Added the summary of Free classes.

A summary of what will be there in the free class for students has been added.

### Impact:

It will help Rashmi decide on a suitable free class for her as she will get to know about the offering, and if she likes more than one-course content, she can register for both.

### PM's View:

Rajiv ensured that a user does not spend time looking for the content with the free class offers, thus saving the user's time and effort and ensuring the user has a great experience on Bitclass.



# REGISTRATION SCREEN: NEW FLOW



Dance Fitness | Give Yourself a Happy Workout with Body & Cardio Exercises!

Join your friends

Utsav T Saksham

Utkarsh Jo

This Live Session Includes

- Know 5 Weight Losing exercises with Folk Dance
- 7 Stretch exercises followed with Zumba
- For Beginner, Intermediate level

What Students Have To Say-

Shweta Tiwari "This Course helped me to reduce my weight"

Himanshu Singh "Anamika is an expert"

Teacher  
Anamika Borah

More Courses

+ Follow Teacher

Get Started for FREE



When Rashmi further discovers the testimonials and what previous students have to say about the free class.

## Solution 2: Added testimonials

A testimonial section has been added.

### Impact:

Nearly all students we surveyed wanted a testimonial section as they wanted to know about the instructor from the previous students. Thus, it helps the users like Rashmi to register for the desired course and later have the confidence to become paid users of the course.

### PM's View:

Rajiv wants his user to have all the information, and even though the free class is for an hour, he wants the user to utilize that 1 hour as best as possible. He wants every second he spends on the Bitclass platform to be the best for his users.



# PRIORITIZATION



Tasks	Reach	Impact	Confidence	Effort
Home screen - Adding banner & Categories	High	High	Medium	Medium
Card Screen- Adding titles, no. of registrations & reviews	High	High	High	Low
Adding save FREE Classes	Medium	Medium	High	Medium
Registration Screen - Adding testimonials & Live class information	High	High	High	Low
Reminder Button for classes	High	High	Medium	High

# THANK YOU

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