

Assignment 2

A. Feature Analysis – E-Monetization (Auro Coins)

To improve user engagement and retention, I propose introducing **Hourly Quizzes with Rewards** as part of the E-Monetization strategy.

Concept:

- ✓ Users can participate in short quizzes every hour during certain hours of the day.
- ✓ A **lucky winner** receives a **cash reward**, incentivizing participation.
- ✓ Additional winners receive **Auro Coins**, which they can use to purchase courses, unlock premium content, or access exclusive features.
- ✓ A leaderboard can be introduced to encourage competition and motivation.

Benefits:

- ✓ **Higher User Retention:** Regular quizzes will bring users back to the platform frequently.
- ✓ **Increased Engagement:** Gamified rewards create excitement and encourage learning.
- ✓ **Better Monetization:** Auro Coins drive in-app purchases and keep users invested in the platform's ecosystem.

User Journey:

- ✓ A user logs into the app and sees an hourly quiz notification.
- ✓ They participate in a **1-minute quiz** with a mix of general and course-related questions.
- ✓ Results are announced, and winners receive **cash rewards** or **Auro Coins**.
- ✓ Coins can be redeemed for courses, premium features, or exclusive study materials.

Implementation Flow:

- ✓ **Home Page:** Displays a banner for the ongoing quiz.
- ✓ **Quiz Page:** Shows a countdown timer, questions, and a leaderboard.
- ✓ **Rewards Page:** Users can see their earned Auro Coins and available redemption options.

This strategy will transform **Auro Coins** into a valuable in-app currency while maintaining user excitement and regular engagement.

B. Product Analysis – Enhancing Auro.Edu for Better User Experience and Retention

As a **Product Manager at Auro Edu**, I conducted a thorough user-testing analysis of the app across Android, iOS, and the website. Based on engagement patterns, user feedback, and monetization strategies, I propose **seven key improvements** to enhance the platform:

1. Personalized Learning Paths with AI Recommendations

Problem:

Currently, users follow a standard learning path, which may not cater to their individual needs and skill levels. This can lead to reduced engagement.

Solution:

Introduce **AI-driven personalized learning paths** that analyze user progress, strengths, and weaknesses to suggest customized courses and exercises.

- ✓ **AI-based recommendations** adjust dynamically based on quiz performance and time spent on topics.
- ✓ Users receive **weekly learning goals** tailored to their pace.
- ✓ **Progress tracking dashboards** display their journey and suggest the next best steps.

Expected Outcome:

- ✓ Increased **course completion rates** and engagement.
- ✓ Higher **user satisfaction** through a customized experience.

2. Gamified Learning & Social Engagement (Leaderboard + Community Challenges)

Problem:

Users lack **interactive engagement** outside of learning modules. Without social motivation, retention rates decline over time.

Solution:

- ✓ **Daily & Weekly Learning Challenges** where users can compete in quizzes, coding tasks, or problem-solving activities.
- ✓ A **Leaderboard** showcasing top-performing learners with badges and rewards.
- ✓ **Community Engagement:** Users can challenge friends, discuss problem solutions, and exchange learning tips in a social forum.
- ✓ **Allow user to share the link of their post to other social media apps.**

Expected Outcome:

- ✓ Stronger **user retention** due to competitive elements.
- ✓ Higher **motivation levels** as users strive to improve rankings.

- ✓ Increased **social learning** through peer interaction.

3. Industry Partnerships & Internship Opportunities for Top Performers

Problem:

Learners often struggle to find real-world opportunities after completing courses, reducing motivation.

Solution:

- ✓ Partner with **tech companies, startups, and educational institutions** to offer **internships or job interviews** to top-performing students.
- ✓ Implement a "**Career Track**" where learners can work towards certifications and receive **internship offers** based on their rankings.
- ✓ Display **internship leaderboards** where students see their eligibility for career opportunities.

Expected Outcome:

- ✓ **Higher completion rates**, as users are motivated to finish courses on time.
- ✓ **Stronger industry credibility**, making Auro Edu an attractive platform for learners and recruiters.
- ✓ **Better career outcomes** for learners, increasing overall platform reputation.

4. Improved Monetization Model – Subscription + Microtransactions

Problem:

Current monetization relies mainly on course purchases, limiting revenue potential.

Solution:

- ✓ **Freemium Model:** Offer free basic courses while unlocking premium courses through **Auro Coins** or a **subscription plan**.
- ✓ **Hourly quiz model:** Discussed in the first answer.
- ✓ **Corporate Partnerships:** Allow companies to recruit top-performing learners, generating additional revenue.

Expected Outcome:

- ✓ **Diversified revenue streams** beyond one-time purchases.
- ✓ More **user engagement**, as they can earn Auro Coins and redeem them for valuable features.

5. Community Engagement – “Top Creator” & “Top Fan” Badges for Exchange Section

Problem:

The **Exchange Section** lacks incentives for users to contribute actively. Without recognition or rewards, users may not engage regularly.

Solution:

- ✓ Introduce **"Top Creator" and "Top Fan" badges** for users who actively participate in discussions and help others.
- ✓ **Badge Criteria:**
 - ❖ "Top Creator" → Given to users who post valuable content, tutorials, or insights.
 - ❖ "Top Fan" → Awarded to users who respond frequently to queries and provide useful feedback.
- ✓ **Exclusive Perks:** Badge holders receive **Auro Coins, exclusive learning materials, or early access to new features.**

Expected Outcome:

- ✓ Increased **user interaction** in the Exchange Section.
- ✓ Enhanced **peer-to-peer learning**, making the community stronger.
- ✓ Better **knowledge sharing**, leading to a more engaging platform experience.

6. Festival Campaigns & Reward-Based Quizzes (Inspired by Google Pay's Events)

Problem:

Users may lose motivation to engage consistently, especially during festive seasons or special events.

Solution:

- ✓ Introduce **seasonal learning campaigns** during major Indian festivals like **Diwali, Holi, Eid, Christmas, Independence Day** or the **IPL**.
- ✓ Users can participate in **special quizzes or challenge their friends** to collect **festival-themed cards**.
- ✓ Once a user collects a full set of cards, they can win **monetary rewards, Auro Coins, or premium course access**.
- ✓ Leaderboards will display **top festival campaign participants**, further motivating users.

Expected Outcome:

- ✓ **Increased daily active users** through fun and engaging event-based activities.
- ✓ Users return to the platform regularly to **complete challenges and earn rewards**.
- ✓ A sense of **community and excitement**, boosting overall engagement and retention.

7. Expanding Semiconductor & VLSI Courses – A Structured Learning Approach

Problem:

- ✓ The **semiconductor and VLSI industry is booming**, but there are **very few structured courses** available on Auro Edu.
- ✓ On YouTube, **free content exists but is scattered across multiple channels**, making it difficult for learners to find a well-organized learning path.
- ✓ Learners often struggle to **navigate through fragmented resources** and **lack a guided approach** to mastering VLSI concepts.

Solution:

- ✓ **Create a specialized “Semiconductor & VLSI” category** under Auro Edu’s/ course offerings.
- ✓ Introduce **structured learning paths** where courses are grouped under a **degree-like framework**.
- ✓ **Curated Course Bundles:** Organize high-quality content under well-defined modules such as:
 - ❖ Digital VLSI Design
 - ❖ Analog & Mixed-Signal Circuits
 - ❖ RTL Design & Verification
 - ❖ ASIC & FPGA Design
 - ❖ Semiconductor Fabrication & Process Engineering
 - ❖ CAD & EDA Tools (Cadence, Synopsys, Mentor Graphics)
 - ❖ AI/ML in Semiconductor Industry
- ✓ **Industry Expert Collaboration:** Invite **professors, industry professionals, and working engineers** to create or mentor these courses.
- ✓ **Hands-on Projects & Certification:** Offer **practical projects, live simulation demos**, and a **certificate of completion** to increase credibility.

Expected Outcome:

- ✓ Auro Edu will become a **go-to platform for semiconductor & VLSI education**.
- ✓ Users will find **all relevant courses under one structured framework**, eliminating the need to search across multiple sources.
- ✓ Increased **user retention** as learners progress through a **clear, step-by-step degree-like path**.

- ✓ **Higher enrolments from engineers, students, and professionals** looking to switch to VLSI careers.

Final Thoughts

These improvements will create a more personalized, interactive, and rewarding experience for Auro Edu users. The integration of AI-driven learning, gamification, industry partnerships, monetization strategies, community engagement, festival campaigns and addition of VLSI related courses will increase retention, boost engagement, and improve financial sustainability.

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