PRODUCT ROADMAP
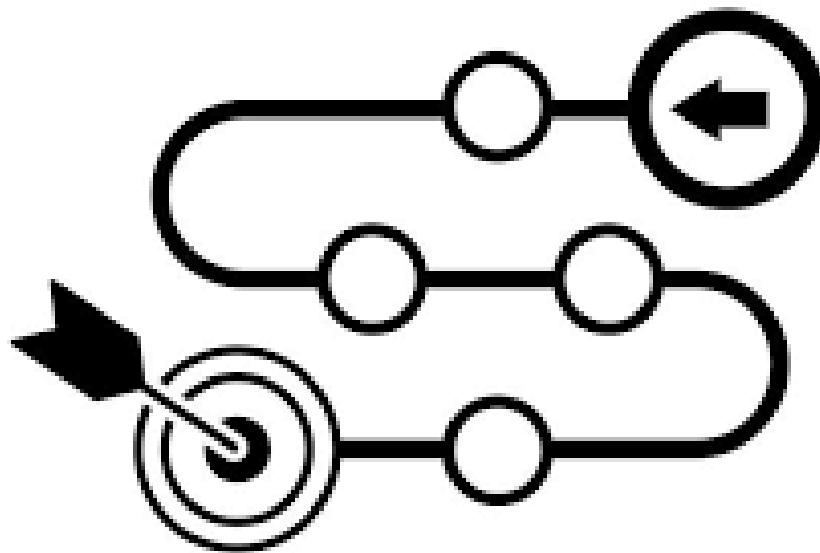
PROBLEM STATEMENT

Strategic Roadmap Planning for Lean Growth and Vertical Expansion at NextLeap

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PRODUCT ROADMAP

- **GOAL** :

  To define and deliver a focused 3-month product roadmap that supports NextLeap's entry into the software engineering vertical, increases active learners, and improves operational efficiency — all while operating with a lean cross-functional team.

- **OBJECTIVES** :

  1. **Expand Product Offering :**
     Launch new platform capabilities (e.g., coding playground, live learning) to support the Software Engineering vertical and ensure differentiation in a competitive market.

  2. **Enhance Learner Experience :**
     Boost learner satisfaction and engagement through community features, better profiles/portfolios, and personalized guidance.

  3. **Improve Operational Efficiency :**
     Automate repetitive tasks for internal teams (learning design, community) to reduce manual overhead and cost.

  4. **Drive Learner Growth :**
     Acquire and retain more active learners via referrals, onboarding improvements, and increased value delivery.

- **KEY CHALLENGES** :

  1. **Lean Team Bandwidth :**
     Only 2 engineers and 1 designer are available to execute a wide range of complex initiatives — prioritization is critical.

  2. **Time-to-Market Pressure :**
     The software engineering vertical launch needs to happen quickly to capitalize on market momentum.

  3. **Balancing Core vs. Growth :**
     Ensuring existing fellowships continue to deliver value while building for a new audience segment.

4. **Technical Complexity :**
   Features like live video integration, a coding playground, and scalable dashboards require significant backend infrastructure.

5. **Cost Efficiency Mandate :**
   Every initiative must not only deliver learner value but also reduce platform dependence on third-party tools or manual ops.

6. **Data & Insights Gap :**
   Limited visibility into learner behavior and instructor feedback makes decision-making harder without analytics tools in place.
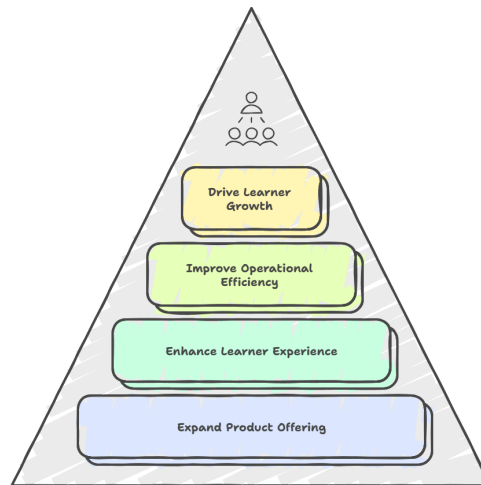
Figure : Strategic Growth Pyramid

Figure : Key Business Challenges

- ### __USER SEGMENTS__ :

NextLeap's users include aspiring software engineers, career switchers, and early professionals seeking structured upskilling. They are supported by instructors, mentors, and internal teams like community managers and learning designers. Each segment drives needs for seamless learning, collaboration, and operational efficiency.

| User Segment	Description	Goals & Needs	Pain Points
Aspiring Software Engineers	Final-year students or recent grads seeking their first tech job	Learn industry-relevant skills; build a portfolio; crack job interviews	Lack of structured, practical content; low confidence; need job-readiness
Career Switchers (Non-tech → Tech)	Working professionals from non-CS backgrounds (e.g., Mechanical, Sales) transitioning into tech	Fast-track skill acquisition; job placement; mentorship	Information overload; imposter syndrome; need personalized paths
Active Learners in Current Fellowships	Learners already enrolled in Product/Design programs	Deepen learning; stay engaged; connect with peers; land interviews	Fragmented tools (Zoom, Discord); lack of progress tracking
Instructors & Mentors	Industry experts delivering live sessions and mentoring learners	Share knowledge efficiently; track learner progress	Manual operations; lack of learner analytics
Job Seekers (Post-Program)	Alumni looking for placement support	Get hired quickly with a strong profile and connections	Lack of confidence; poor job application strategy
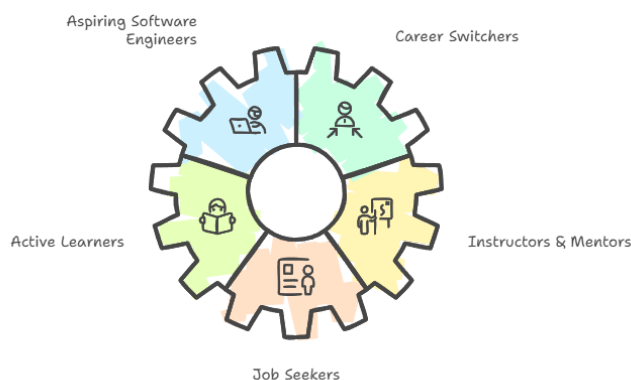
Figure : Key Business Challenges

- **<u>SUCCESS METRICS - FRAMEWORK</u>** :

We used the **ICE (Impact–Confidence–Effort)** framework to prioritize initiatives based on their expected value and feasibility.

Each task was rated on its potential impact on goals, our confidence in delivering that impact, and the effort required.

The **ICE Score = (Impact × Confidence) / Effort**, allowing us to objectively compare diverse initiatives. This helped surface **high-leverage, low-effort tasks** to prioritize within our limited bandwidth.

Task	Impact Metric	Effort (Dev Weeks)	Impact	Confidence	ICE Score
Cohort builder	Course time to go live	10	7	8	5.6
Content creation on LMS (forms etc.)	Course time to go live	3	6	8	16
Metrics/user dashboards for instructors	Instructor NPS	2	6	7	21
NextLeap Spot: Live Learning Platform	Cost reduction	12	8	9	6
Learner profile & portfolio upgrade	Learner satisfaction	2	6	8	24
Discord Replacement--community Q&A	Learner satisfaction	5	7	7	9.8
AI bot for guidance	Learner satisfaction	8	7	6	5.3
Build out a coding playground	Learner satisfaction	6	8	8	10.7
Mock interview scheduling	Active Learners	2	6	8	24
Referral program - leaderboard	New Learners	1	7	8	56
Support for international payments	New Learners	2	5	7	17.5
Instructor onboarding/training on CBCs	Instructor NPS	2	5	7	17.5
Instructor access to learner metrics	Instructor NPS	2	6	8	24

Pre-prod environment	# on-calls	5	6	8	9.6
CI / CD	# on-calls	3	6	8	16
Logs (rotation, retention, health check)	# on-calls	2	6	9	27

Top Prioritized Initiatives (ICE Score ≥ 20):

1. **Referral program – leaderboard** (56.0)

2. **Logs and health checks** (27.0)

3. **Learner profile & portfolio upgrade** (24.0)

4. **Mock interview scheduling** (24.0)

5. **Instructor access to learner metrics** (24.0)

6. **Instructor/user dashboards** (21.0)

• <u>PRODUCT ROADMAP (Next 3 Months)</u> :

The 3-month roadmap focuses on high-impact features led by a lean dev team. Key priorities like NextLeap Spot and Cohort Builder begin early to streamline live learning and course setup. Mid-to-late phase efforts enhance learner experience with dashboards, portfolios, referrals, AI bots, and coding tools.

| Feature	Start Date	End Date	Owner	Priority
NextLeap Spot (Live Learning)	2025-07-22	2025-10-14	Developer 1 / Developer 2	**High**
Cohort Builder	2025-07-22	2025-09-20	Developer 1	**High**
Content Creation on LMS + Forms	2025-08-01	2025-08-21	Developer 2	Medium
Metrics & User Data Dashboards	2025-08-15	2025-09-05	Developer 1	Medium
Learner Profile & Portfolio Upgrade	2025-08-22	2025-09-10	Designer / Developer 2	Medium
AI Bot for Guidance	2025-09-01	2025-09-28	Developer 2	Medium
Coding Playground	2025-09-15	2025-10-14	Developer 1	Medium
Referral Program – Leaderboard	2025-08-10	2025-08-24	Developer 2 / Marketing	Medium
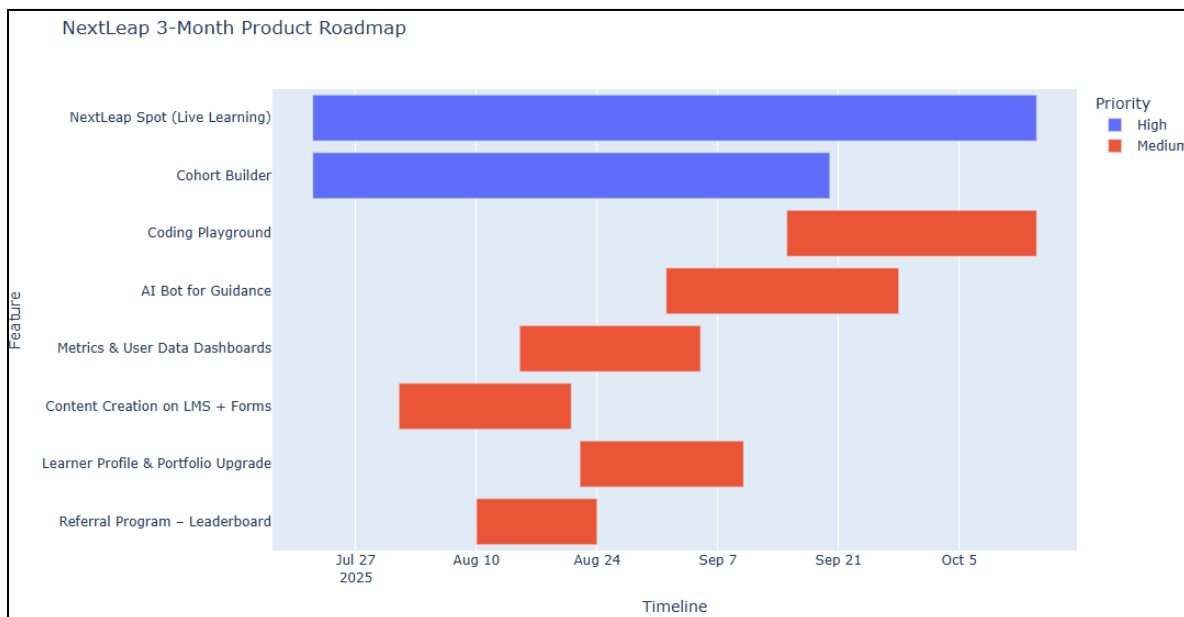
Figure : Gantt Chart (Product Roadmap for next 3 months)

- ### JIRA TICKET FORMAT FOR PRIORITY:

JIRA Ticket 1: NextLeap Spot (Live Learning Platform)	
Field	**Details**
Title	Build "NextLeap Spot" – Live Learning Platform
Type	Epic
Assignee	Developer 1 / Developer 2
Priority	High
Labels	live-platform, cost-reduction, core-feature
Start Date	2025-07-22
Due Date	2025-10-14
Story Points	12 weeks (approx. 24–30 SP)
Description	Develop a live learning platform with video integration, attendance tracking, breakout rooms, session history, and chat. This feature supports cohort learning at scale and reduces dependency on external tools like Zoom.
Acceptance Criteria	- Learners can attend live sessions inside the portal - Instructors can schedule and manage sessions - Basic chat and Q&A feature enabled - Session recordings auto-uploaded
Dependencies	Backend infra for video, auth system, session calendar
Linked Issues	LMS integration, Community UI

JIRA Ticket 2: Cohort Builder Tool	
Field	**Details**
Title	Build Internal Cohort Builder Tool
Type	Feature
Assignee	Developer 1
Priority	High
Labels	Automation, operations-efficiency, cohort-setup
Start Date	2025-07-22
Due Date	2025-09-13
Story Points	4 weeks (approx. 8–10 SP)
Description	Create an internal tool for LXD and ops to create, configure, and launch new cohorts with automation (Slack setup, Notion docs, LMS mapping, scheduling).
Acceptance Criteria	- Admins can create a new cohort with instructor and learner info - Auto-generates schedules - Slack channels and session links auto-created
Dependencies	LMS, Slack APIs, Scheduling module
Linked Issues	Admin dashboard upgrade

JIRA Ticket 3: Coding Playground / Compiler	
Field	**Details**
Title	Build Web-based Coding Playground
Type	Feature
Assignee	Developer 2
Priority	High
Labels	coding-platform, software-eng, learner-engagement
Start Date	2025-09-16
Due Date	2025-10-18
Story Points	4 weeks (approx. 10–12 SP)
Description	Build a code editor that supports live coding, syntax highlighting, and auto-evaluation for languages like Python and JS. Key to SE vertical.
Acceptance Criteria	- Run code in Python & JS - Save and resume sessions - Basic auto-evaluation for exercises - Integrated into LMS
Dependencies	Sandbox environment, backend runner
Linked Issues	LMS, SE curriculum

JIRA Ticket 4: Referral Program MVP	
Field	**Details**
Title	Launch Learner Referral Program MVP
Type	Feature
Assignee	Developer 1
Priority	Medium
Labels	growth, marketing, low-effort-high-impact
Start Date	2025-08-15
Due Date	2025-09-15
Story Points	1 week (approx. 2 SP)
Description	Implement a simple referral system where learners can invite peers and earn credits. Basic tracking and attribution via unique links.
Acceptance Criteria	- Referral links are auto-generated - Signups attributed to referrers - Reward eligibility is logged
Dependencies	Auth, CRM, user DB
Linked Issues	Dashboard upgrade

JIRA Ticket 5: Instructor Dashboard	
Field	**Details**
Title	Build Instructor Dashboards for Learner Monitoring
Type	Feature
Assignee	Developer 2
Priority	Medium
Labels	Instructor-tools, analytics, cohort-insight
Start Date	2025-09-20
Due Date	2025-10-15
Story Points	2 weeks (approx. 4 SP)
Description	Dashboards for instructors to monitor cohort progress, engagement, and at-risk learners. Improves outcomes and supports NPS.
Acceptance Criteria	- Instructors can view learner scores & attendance - Dashboard filters by batch/module - PDF export support
Dependencies	LMS data pipeline
Linked Issues	Admin panel updates

JIRA Ticket 6: Learner Profile & Portfolio Upgrade	
Field	**Details**
Title	Upgrade Learner Profile & Public Portfolio
Type	Feature
Assignee	Developer 1
Priority	Low
Labels	Learner-experience, UX, career-outcomes
Start Date	2025-09-01
Due Date	2025-09-20
Story Points	2 weeks (approx. 4 SP)
Description	Add learner's projects, GitHub, and fellowship progress into a public-facing portfolio. Helps with placement and peer credibility.
Acceptance Criteria	- Projects section added to profile - Exportable resume - Viewable by peers and mentors
Dependencies	LMS, GitHub API
Linked Issues	Career outcomes reporting

JIRA Ticket 7: AI Bot for Learner Guidance (Backlog)	
Field	**Details**
Title	Build AI Learning Assistant (Chat Bot)
Type	Epic
Assignee	TBD
Priority	Low (Backlog)
Labels	AI, automation, learner-guidance
Start Date	TBD
Due Date	TBD
Story Points	6 weeks (approx. 16–18 SP)
Description	AI bot to help learners with doubts, content recommendations, and feedback loops. Reduces load on LXD and support teams.
Acceptance Criteria	- Answers FAQs - Can recommend next module - Escalates complex queries to human
Dependencies	OpenAI API, LMS context engine
Linked Issues	Learner dashboard, content tagging

- **RISK ANALYSIS (Next 3 Months)**:

Risk Category	Risk Description	Impact	Likelihood	Mitigation
Team Bandwidth	Only 2 core developers; multiple mid/high-complexity features in parallel.	High	High	Weekly reprioritization, consider short-term contractor help.
Feature Overlap	Timeline overlaps across key features (Spot, AI bot, playground) may cause bottlenecks.	Medium	High	Align timelines more clearly, allow buffer periods.
Technical Complexity	Live learning infra (NextLeap Spot), AI bot, coding playground require deep testing and infra setup.	High	Medium	Pilot rollout with a small batch first; stagger development.
Adoption Uncertainty	Learner-facing tools (portfolio, leaderboard) may lack adoption if not accompanied by onboarding.	Medium	Medium	Integrate feature launches with learning experience + marketing push.
Data Dependencies	Dashboards and learner metrics rely on backend data availability and quality.	Medium	Medium	Ensure backend readiness before dashboard development starts.
Design Bandwidth	Limited designer support may delay UI-heavy features like dashboards and profiles.	Medium	High	Pre-scope design needs; consider using design templates or part-time help.
Internal Build Bias	Choosing to build (vs. buy) live learning and community platforms adds overhead and risk.	Medium–High	Medium	Reassess build vs. integrate decision per feature with ROI in mind.
Go-to-Market Delay	Too much time spent on building core infra may delay the SE vertical launch or early user feedback loop.	High	Medium	Parallel pilot/testing efforts; ship MVP early for feedback.

- ## **NextLeap 3-6 months Outlook (Oct 2025 - Mar 2026)**:

Post the launch of the Software Engineering vertical, NextLeap will focus on enhancing platform robustness and learner outcomes. Planned initiatives include:

- **Analytics for live sessions** to drive instructor feedback and session quality.

- **Mobile app MVP** to increase accessibility and engagement across devices.

- **Hiring partner integration** to improve learner placement outcomes and employer visibility.

- **Gamification features** like badges and streaks to boost engagement and course completion.
  These features are aimed at strengthening retention, preparing for user scale, and deepening monetization pathways.