User Research & Product Recommendation

The Team

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About the Target User Segment

Target customer segment (Revised) :

Recent college graduates looking to upskill by obtaining a learning experience comparable to a Master's degree program but without the same commitment in terms of time, investment or stress.

The Reasoning:

Our product fulfills the unmet needs of this specific customer segment the best. These customers typically lack the economic background to pursue further education, require a customized course to gain competitiveness, and are eager to explore new fields of expertise.

Unemployed
Seeking Data Science Roles

Satya Hanson | 21 years
Located: in Rochester, NY
Education: BS in Statistics

"I want to leverage my background in Statistics towards Machine Learning. A Master's degree requires a huge financial investment and time commitment. Also, COVID19 does not help the situation as obtaining a Master's degree is stressful enough already."

Target User Segment - Persona

Jobs to be Done

Gain experience in employing machine-learning methodologies to practical problems to enhance appeal to companies.
Connect with peers who succeed in similar pursuits
Affordably upscaling and achieving her dream job

Needs

To stand out from other peers with a Master's degree who are seeking similar roles and have extensive experience
Gain specialized knowledge and skills in her chosen niche field.

Fears

Not getting a new job because of the harsh job climate.
Being discriminated against by other for being a woman in the ML field and not being taken serious.
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Hypothesis

Students feel limited in their learning since the SpringBoard curriculum is pre-defined and restrictive!

Some students prefer working on collaborative projects which currently Springboard does not offer!

Validating the hypothesis: Conducting user interviews

"What I like about doing a Master's program is that it allowed me to take on courses I found interesting and could dive deeper (**specialize**) in, **connect** with like-minded individuals in my program, complete assignments that teach concepts, interact with professors, **enhance my learning** while working on team projects and leverage **alumni resources**."

"I did my Master's in Robotics because I knew I wanted to do something related but **did not exactly know what yet**. Soon, I stumbled upon AI and couldn't help but revolve the rest of my learning around Machine Learning."

Key Insights: Both these user quotes validate the hypothesis that we need more **diverse** and **customized** curriculum. Many users enter the course without knowledge in the field. When they find their **specific interest**, a customized course module can enhance the learning greatly.

Validating the hypothesis: Conducting user interviews

"Udacity does not have enough **projects**, requires prerequisite systems and you need to set it up in a certain way."

"I was interacting with people who are **as passionate** or **as intrigued** by machine learning as me so that **also helped build my interest**. "

Key Insights: Both these insights state that projects are essential to the experience. The second quote specifically mentioned teammate matching. A student could be overwhelmed when trying to do a project in a new field, and collaboration between students in these projects are very helpful.

Current Customer Journey

1 I want to upskill and get the same experience as a Masters degree

2 Coming across SpringBoard

3 SIX MONTHS • ONLINE • LIVE 1:1 MENTORSHIP • CAREER-FOCUSED

Apply now

Applying and joining the program

4 Watching the lectures, begin working on projects

5 Looking up resources to study additional concepts

6 Working on projects by myself is not as interesting anymore

7 Getting mentor feedback on course learning and project + industry insights

8 Using the help of career advisors

9 Searching for a job

8

Product Recommendation

SpringBoard Rescue:

A feature that allows individuals to connect and collaborate as they find, cultivate and create a personalized program with SpringBoard so that they can enhance their learning to secure their ideal job.

Product Features:

✏️ Annotation for course customization: Learn what you want

👥 Collaboration for better learning: Connect and work with like-minded individuals
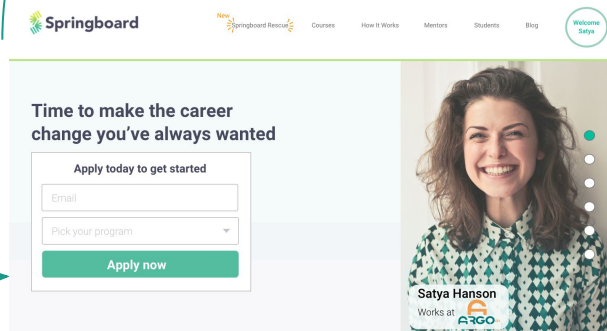
Revised Customer Journey

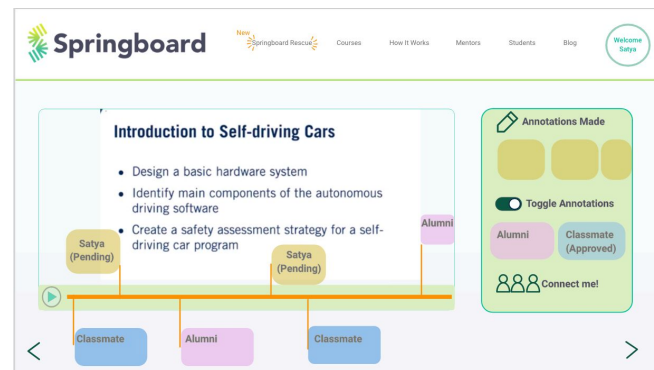**1** — I want to upskill and get the same experience as a Masters degree

2 — Coming across SpringBoard Rescue

3 — SIX MONTHS • ONLINE • LIVE 1:1 MENTORSHIP • CAREER-FOCUSED

Apply now

Applying and joining the program

4 — Watching the lectures, begin working on projects

5 — Annotating the lecture with what I want to learn in more depth

6 — Choosing to collaborate on the fourth project after connecting with another student in the cohort

7 — Getting mentor feedback on course learning and project + industry insights

8 — Using the help of career advisors

9 — Searching for a job

High-level Demo

Already onboarded
To SpringBoard
Rescue!

Already a
SpringBoard
member!

Signed into
SpringBoard

Introduction to Self-driving Cars

- Design a basic hardware system
- Identify main components of the autonomous driving software
- Create a safety assessment strategy for a self-driving car program

Heads to her tailored course
track in SpringBoard Rescue.

Time to make the career
change you've always wanted

Apply today to get started

Apply now

Satya Hanson
Works at ARGO

Annotations Made

Toggle Annotations

Alumni   Classmate
              (Approved)

Connect me!

Satya
(Pending)

Satya
(Pending)

Alumni

Classmate   Alumni   Classmate

Awaits approval on
annotations
to view newly curated
content for her.

Detailed Walkthrough
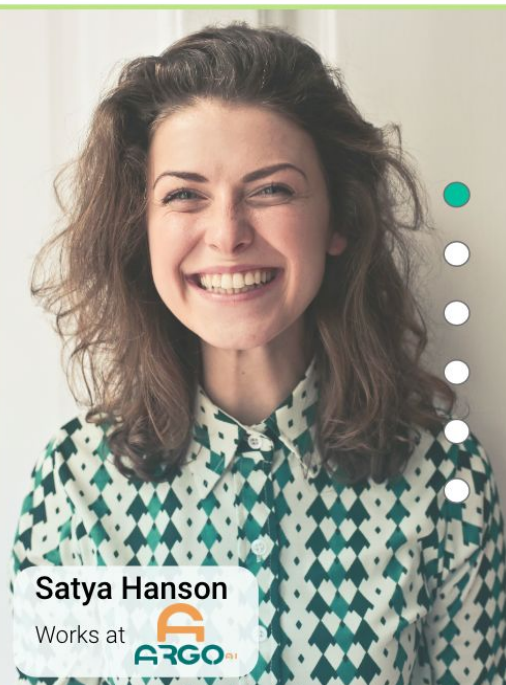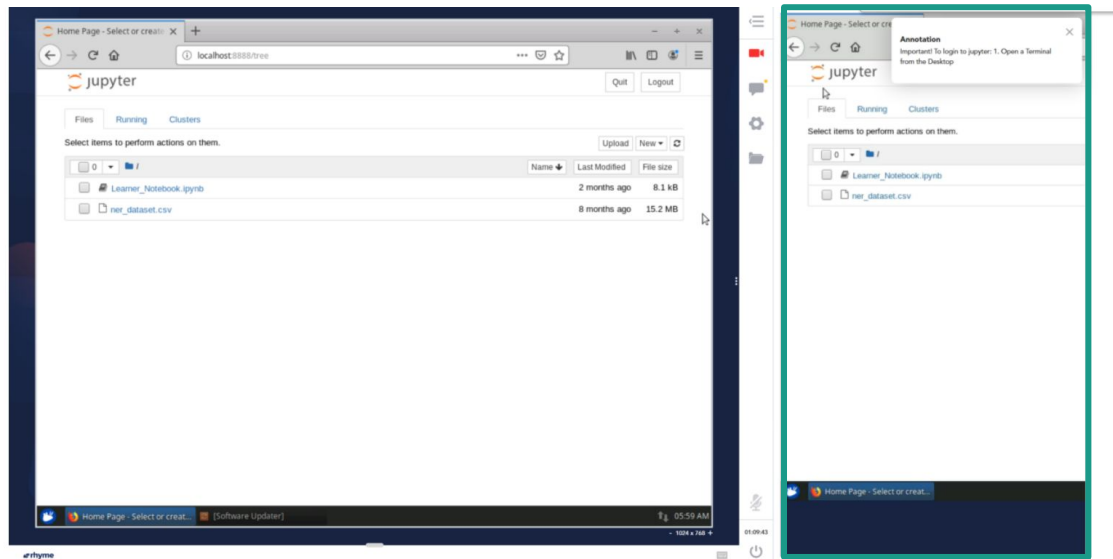
Springboard Rescue VS Coursera: Project

Coursera offers short guided projects as tutorial for 9.99 dollars

Split screen between instructor and student

Coursera Project:

1. Relatively short (2 hours) and close-ended

2. Uses Split screen for student/instructor

3. No collaboration feature

Springboard Rescue Project:

1. Longer and more open-ended

2. Collaboration with other students

3. Use distributed version control system for sharing

Springboard Rescue VS **Coursera:** Video Footage
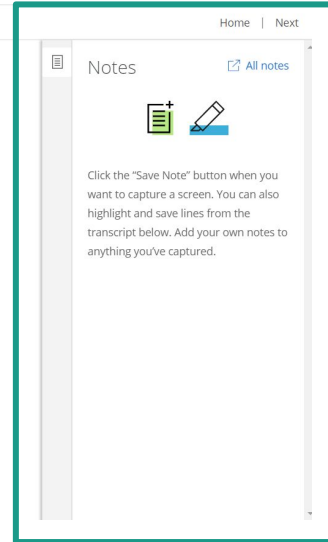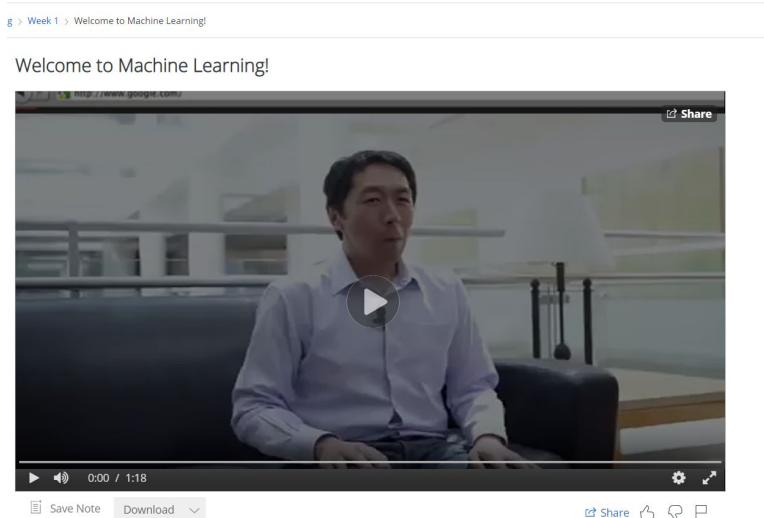
Coursera Video:

1. Note-taking feature

2. No customization feature

Springboard Rescue Video:

1. Use annotation for personal course customization

Resources needed to build SpringBoard Rescue

Staff Need

1. Software Development Team: Implementation of the expanded feature requires a solid development team. **(Development Cycle: About 2 weeks for five-person team)**

2. Course design team: Customized courses require much more original material on relevant popular subjects based on user annotation. Team projects also require professional instructors to design the project topic. **(Employing: contract-based employees depending on content demand and student needs)**

Hardware/Software

1. A larger server to support and accommodate a high-demand service: building personalized courses requires extra work

2. Collaboration with software companies for online platform or software usage (distributed version control system for example).

Q&A

Appendix -Reference Only

SpringBoard Vision Statement

"Springboard seeks to make 21st century skills accessible through mentor-led online courses."

For students and professionals who want to upscale or switch careers, Springboard is a new MOOC (Massive Open Online Courses) Platform that provides online degree programs in the areas of Design, Data Science, Analytics and Software Engineering. Unlike organizations like General Assembly, Springboard offers in its curriculum capstone projects that allow students to build their portfolio as they learn, matches students with current industry professionals for 1:1 mentoring, career guidance services and a job guarantee within 6 months of course completion.

Focus Customer Segment

Individuals displaced by COVID19 who lost their job or are having an extremely hard time finding employment - due to the overly competitive market and the high-bar of entry to technology jobs.

- Recent BA/BS graduates
- Graduate students who had their job/internship offers rescinded

Proposed Solution: Springboard Rescue

The Mission: "Guaranteeing the securing of a job during COVID19 with industry mentorship and guidance"

An opportunity (potential integration/plugin) that allows individuals who are either having extreme trouble finding a job or individuals who lost their internship or job offer to find, cultivate and create a program with springboard so that they can secure their ideal job.

Key features
1) For the workers that are struggling with interviews, this program offers special networking events and mock interview/feedback.
2) Students can actively comment on coursework they are planning to take, are taking or have completed and can customize it to their personal study needs and career aspirations.
3) Work on personalized project curated by current industry professionals and mentors.