Acadfly Case Study and Product Design

Objective:

1. **Identify and justify the top three metrics and choose a north star** that will guide the success and growth of the app.
2. Based on the identified metrics, develop a step-oriented roadmap. This should include:
   - Objectives and Key Results (OKRs): Define clear objectives/reasoning and key results aligned with the identified metrics.
   - Feature Prioritization: Outline the main features to be developed, prioritized according to their impact on the key metrics
3. Create a wireframe for one of the features depicting the end to end user journey.

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Key Metrics

Churn Rate

Justification: The churn rate measures the number of users who stop using the platform over a specific period. Lower churn rate indicates that the platform effectively retains its users, a critical factor for sustainable growth.

Conversion Rate

Justification: The conversion rate measures how effectively the platform guides students through the entire process, from exploration to final campus arrival. Higher conversion rates indicate a seamless and supportive user experience.

Support Response Time

Justification: This metric measures how quickly the customer support team responds to user inquiries. Faster response times can improve user satisfaction and trust in the platform's support system.

**NOTE- There may be several other metrics upon which success and growth of the platform may be based.

North Star

Conversion Rate

Conversion Rate is a perfect fit for north star as this is one of the most important metric for determining success and growth of platform.

Improving Conversion Rate not just helps to increase number of successful applications but also helps to improve following metrics :

- Enhances Retention Rate
- Helps To Build Trust With User
- Reduces Churn Rate
- Helps To attain Sustainable Growth
- Helps To Reach Leaners in every corner of country

Conversion Rate Metric Solves Majority Problems That Our Business Might Face To Grow Sustainably.

Step-Oriented RoadMap

Objective 1 : Reducing Churn Rate And Enhancing Engagement

Reasoning: Lowering Churn Rate Indicates Higher User Satisfaction And Engagement , Ensuring Users Continue To Find Value In acadfly.

Key Results

- **Reduce Churn Rate By 20% Over Next Quarter.**
- **Increase No. Of User Engaging On Platform Weekly By 25%.**

Key Features To Be Developed

Gamification Elements:

Feature: Badges, progress tracking, and leaderboards to encourage students to complete profiles, attend webinars, and participate in community forums.

Feedback Loop And Improvement Mechanism:

Feature: In-app surveys and feedback forms to continuously gather user insights and make data-driven improvements.

Community Forum:

Feature: User can post and interact on other posts, Unique Profile, User get to see a trending page , Micro Influencers concept.

Step-Oriented RoadMap

Objective 2 : Improve Customer Support Time

Reasoning: **Faster Response Time Enhances User Satisfaction And Trust.**

Key Results

- **Reduce The Customer Response Time To 5 Minutes Within Next 6 Months**
- **Resolve 90% Of Support Queries Within First Contact.**
- **Increase Review Score to 4.5/5(On Google PlayStore) Within Next 6 Months(Currently 4.1/5)**

Key Features To Be Developed

24/7 Chat Bot:

Feature: Provides instant support for common queries, Escalates complex issues to human advisors.

Dedicated Support Team:

Feature: Handles complex issues faced by users.

Step-Oriented RoadMap

Objective 1 : Increase Conversion Rate

Reasoning: Higher Conversion Rate Signifies That User's Are Completing Process, This Directly Impacts The Platform Success

Key Results

- **Improve Loan Approval Rate By 20% within next 6 Months.**
- **Increase Application Completion Process By 25% In The Next Quarter.**

Key Features To Be Developed

Automated Deadline Reminders:

Feature: Notifies user about upcoming deadlines regarding application forms, document submission, visa approvals etc. through in-app notifications, personalized e-mails.

Personalized Onboarding Checklist:

Feature: Provides user with a personalized checklist which helps them to have a check on completed and remaining steps.

Feature Prioritization

S.No.	Priority	Features To Be Developed
Phase-1	High Priority(Month 1-2)	1) 24/7 AI Chat Bot 2) Personalized Onboarding Checklist 3) In-App Surveys And Feedback Form
Phase-2	Short Term Goals(Month 3-4)	1) Automated Deadline Reminders 2) Community Forum
Phase-3	Long Term Goals(Month 5-6)	1) Gamification Elements 2) Dedicated Support Team 3) Analyze Feedbacks And Make Necessary Improvements

WireFrame

WireFrame is made on Community Forum feature.

Road map

WireFrame

Link For WireFrame Pdf File- click_here

Link For WireFrame Prototype- Click_here

THANK YOU

acadfly
Powered by PHYSICS WALLAH

acadfly Home Page

Community forum can be accessed through this button on Home page.

Community Forum Landing Page

Different Categories Can Be Selected Through This Dropdown Option

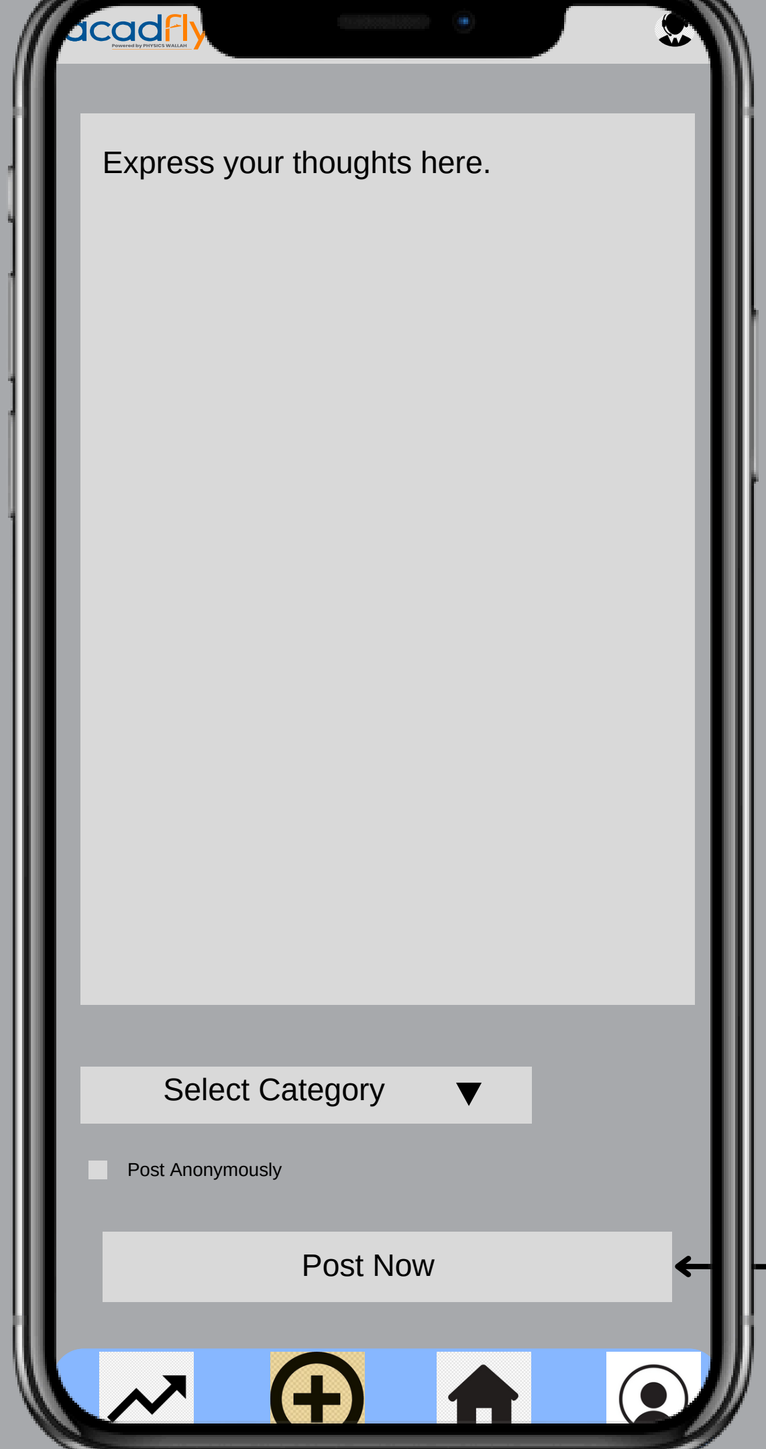
Takes User to posting page

Takes User Back to acadfly home page

Takes User to the Trending Page

Takes User to their Profile

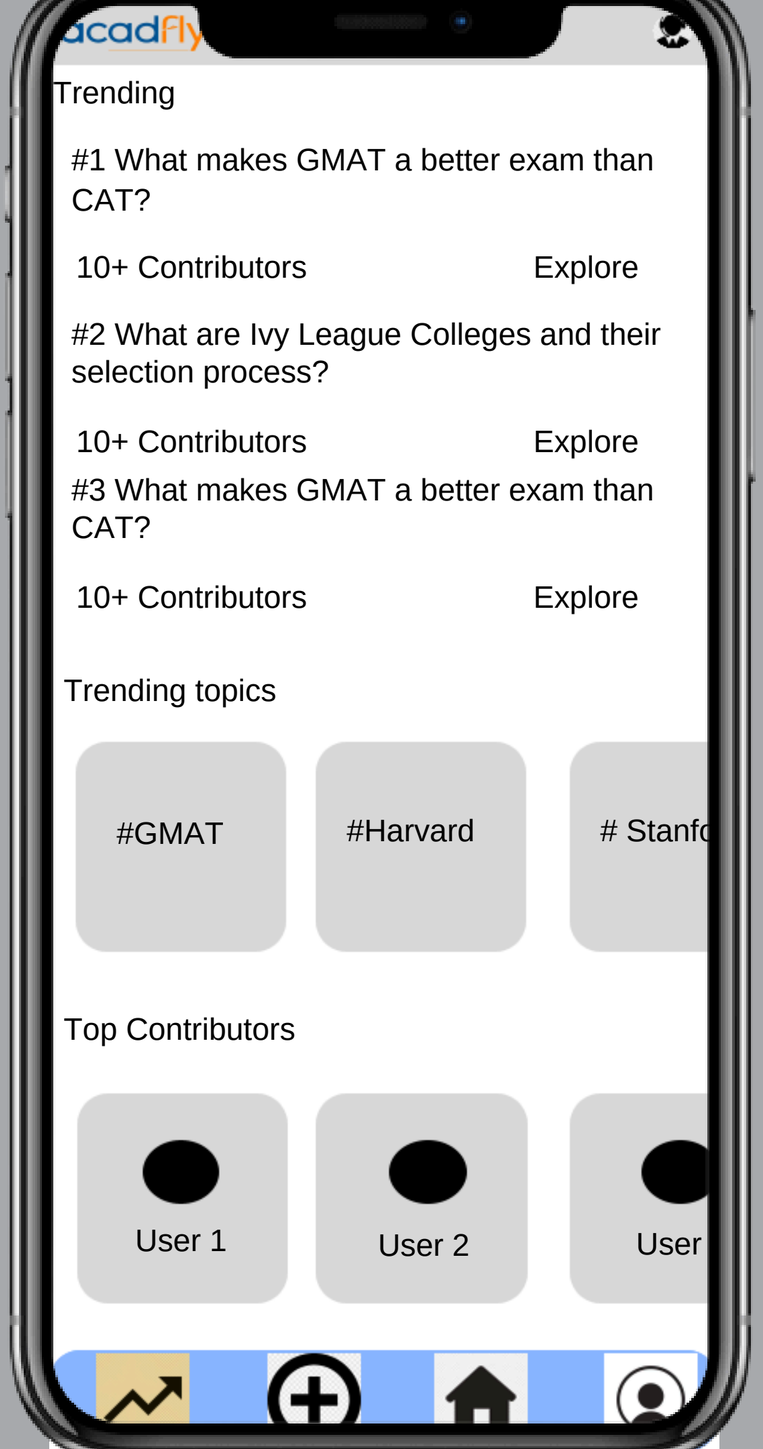
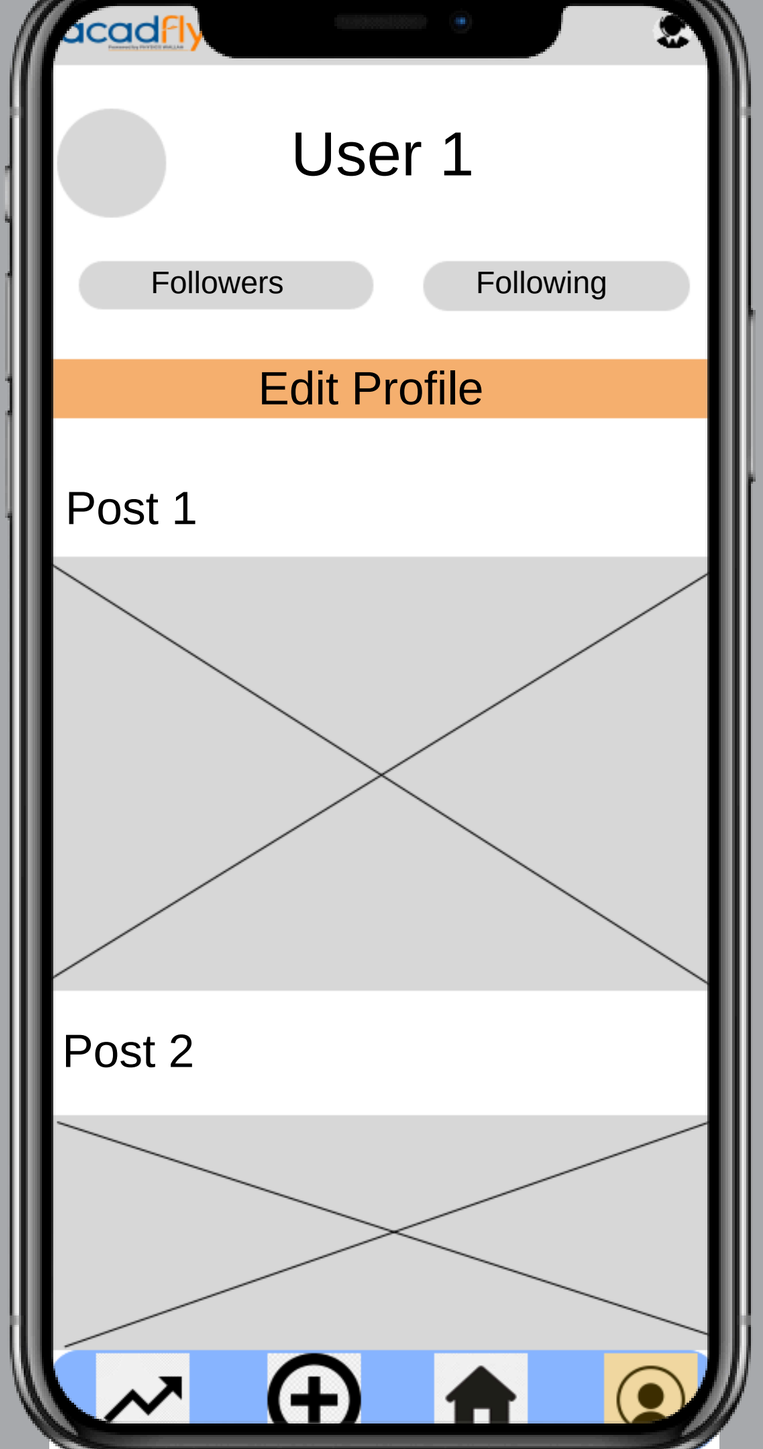
Posting page



Takes User to Posted Successfully page

Posted Successfully page

Trending page



Profile Page