Product Teardown
March 2023

AlmaBetter

Efforts by:

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organized by-

The Product Folks & WebEngage

AI maBetter

What is Product Teardown?

An in-depth analysis of product which is currently existing or has a scope for the future roll-out. It involves a variety of tasks not only limited to user reasearch, persona, prioritization!

THE PRODUCT FOLKS

Product Breakdown- AlmaBetter

Learning is better with
Collaboration

Launch your career in Data Science & Web Development
Earn ₹ 5–25 LPA at leading companies
Pay us after you land your dream job

EXPLORE COURSES

▸ **AlmaBetter** is an **online educational platform**

▸ offers a **risk-free** education to students

▸ combines the best aspects of MOOCs, **vocational schools**, **apprenticeships**, and **bootcamps**

THE PRODUCT FOLKS

Product Mix & Lines

Online Educational Platform

↓

AlmaBetter

↓   ↓

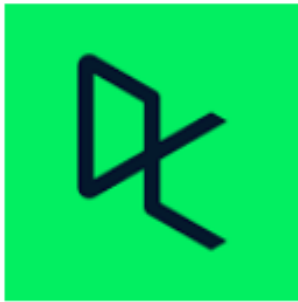**Full Stack Data Science**   **Full Stack Web Development**
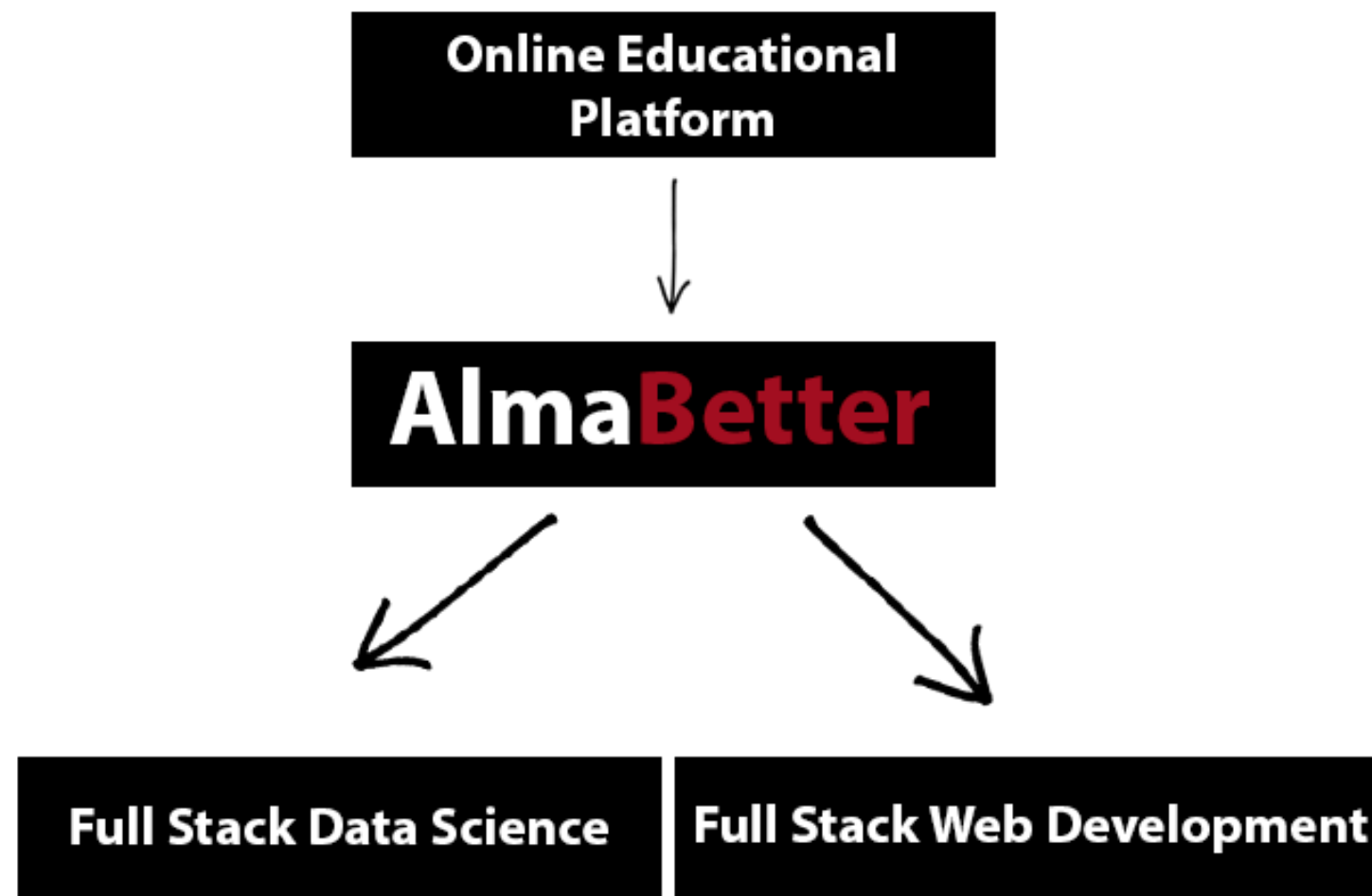
Product Mix

a variety of products which an organization is offering here, **AlmaBetter** is offering Ed-Tech products

Product Lines

group of similar products which are marketed under the same brand name here, the two mentioned programs
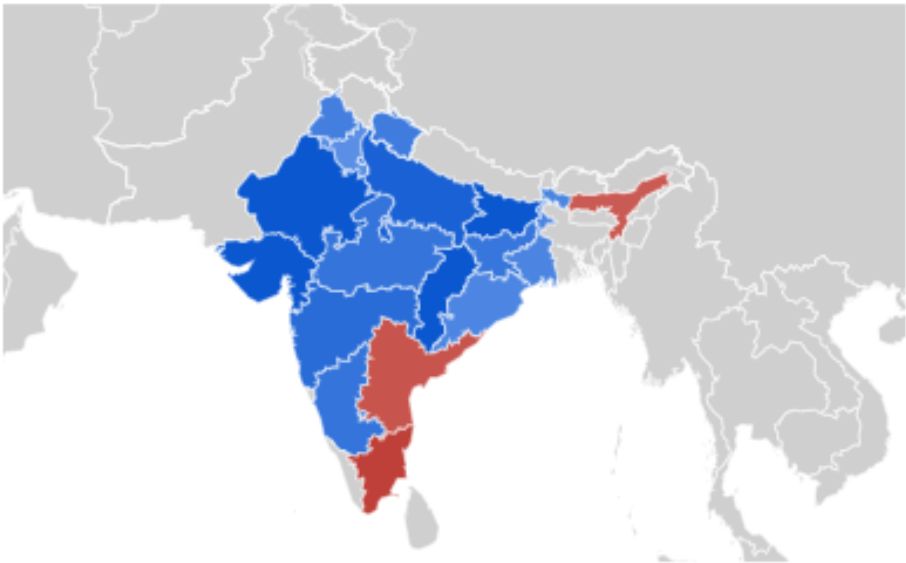
Competitors

DataCamp

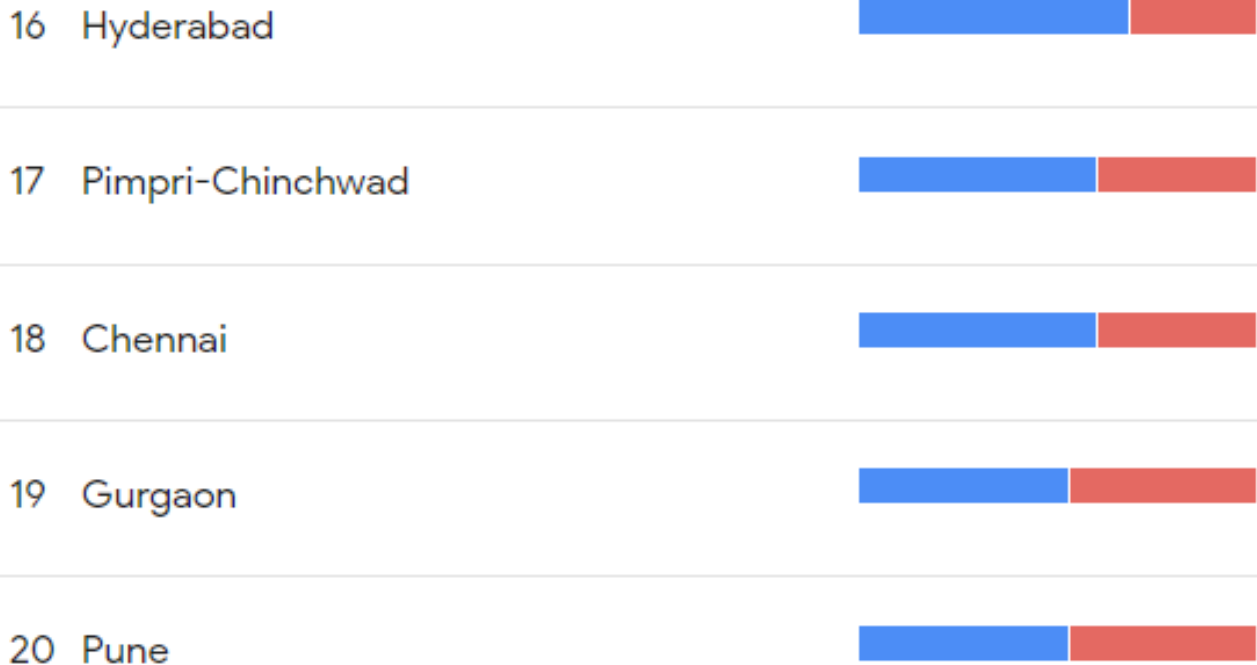an Ed-Tech platform, offering **video, written & exercise** based content

● AlmaBetter ● DataCamp

Sort: Interest for AlmaBetter ▼

16	Hyderabad
17	Pimpri-Chinchwad
18	Chennai
19	Gurgaon
20	Pune

Comparison based on Indian audience

Comparison based on audience worldwide

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Credits~ Google Trends for past 30 days

Comparison & Winnings

- **DataCamp offers a variety of subscription options to choose from, before the purchase**

- **It lays out a Basic Plan which helps in more user Acquisitions on the platform!**

Image Credits~ DataCamp

Comparison & Winnings

Explore Free Courses

All   Web Fundamentals   Frontend   Backend   Onboarding

BO Basics of Web Fundamentals

📖 6 Lessons   🕐 30 min

This is a short course which will give you a fair understanding o...

0% ▬▬▬▬▬▬▬▬▬▬

Start now →

IT Introduction to HTML

📖 5 Lessons   🕐 25 min

A short course on HTML to pique your interest in web development

0% ▬▬▬▬▬▬▬▬▬▬

Start now →

IT Introduction to CSS

📖 4 Lessons   🕐 20 min

A short course on CSS to pique your interest in web development

25% ▬▬▬▬▬▬▬▬▬▬

Continue →

JF JavaScript Fundamentals

JC JavaScript Control Flow and Arrays

FA Functional and Object Oriented Programming in JavaScript

- **AlmaBetter rolls out free courses to start with initially, but these can be made visuals rather than written content!**

- **This strategy could help in pushing user to the purchase**

Problem Statement
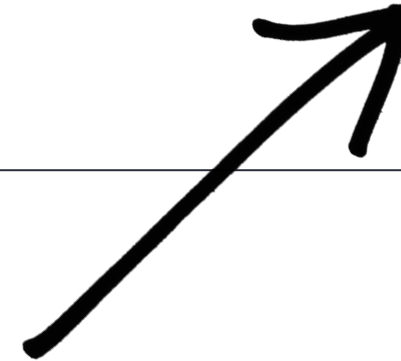
How would you personalize the website experience for the users of AlmaBetter?

OKRs (Objectives & Key Results)

Aim

Expected Outcomes

Revenue:

Drive free to paid conversions

Activation:

Boost community engagement

User Experience:

Personalization strategy for known and unknown users

Personalization:

Elements of the website

User persona:

Audience segmentation strategy

Content Analysis:

Content strategy

How the product is being used?

Navigations on the Platform

Primary

- exploring courses

- learning about pricing and other benefits

- timeline of the program

- testimonials or user reviews
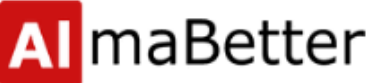
Secondary

- blog

- events

- community

▶ analyzing the how the product is being used, segmenting them into two categories **Primary** & **Secondary** navigations

▶ navigations refer to the "**Activations"** made by the user after the **"Acquisition"** phase

Blogs, Events & Community features on the platform are here being considered as secondary **CTAs** (Call to Action) because it is often observed that the trite human psychology is to gather information about the thing for which they're investing, in this case the priority of a user is to get more acquainted with the courses offered by **AlmaBetter.**

How the product is being used?

exploring courses
under "***Courses***" section →

Courses

Full Stack Data Science

Full Stack Web Development

AI maBetter

Courses   About   Community   Hire From Us   Sign In
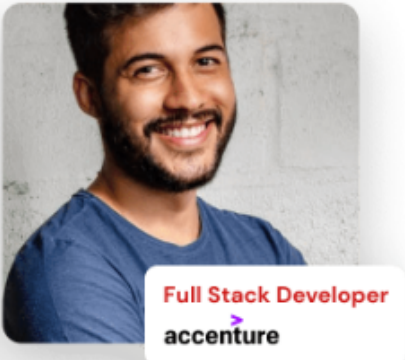
Learning is better with
Cohorts

Launch your career in Data Science & Web
Development
Earn ₹ 5–25 LPA at leading companies
Pay us after you land your dream job

Data Scientist
amazon

Full Stack Developer
accenture

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Image Credits~ AlmaBetter

How the product is being used?

Full Stack Data Science with Placement Guarantee of 5+ LPA

Learn from scratch. No prior coding experience required.

Become a job-ready Data Science professional in 30 weeks. Join the largest tech community in India. Pay only after you get a job above 5 LPA.

Explore Course

Full Stack Web Development with Placement Guarantee of 5+ LPA

Learn from scratch. No prior coding experience required.

Become a job-ready Full Stack Web Developer in 30 weeks. Join the largest tech community in India. Pay only after you get a job above 5 LPA.

Explore Course

learning about "*Pricing*" and other perks

Admission Fees

49,999/-

₹ 29,999/-

*Pay in easy EMIs starting INR 3000 per month

*Enrolment Fee is refunded on joining AlmaX

How the product is being used?

AI   Career Impact   **Curriculum**   Educators   Why AlmaBetter?   Hiring Partners   Admission Fees   **Explore Program**

Let's walk through your journey at AlmaBetter

1 **Foundation Track** .... ⏱ **4 months** ← "*Timeline*" of the program

AlmaBetter's Full Stack Data Science course begins by cementing your foundation in Data Science concepts.

| MODULE–1 | ⏱ 1 month |
| Python for Data Science | |

Topics

- Getting Started with Python

How the product is being used?

Testimonials/User Experience

💗 Some love from our learners

Placed
paisabazaar ▶
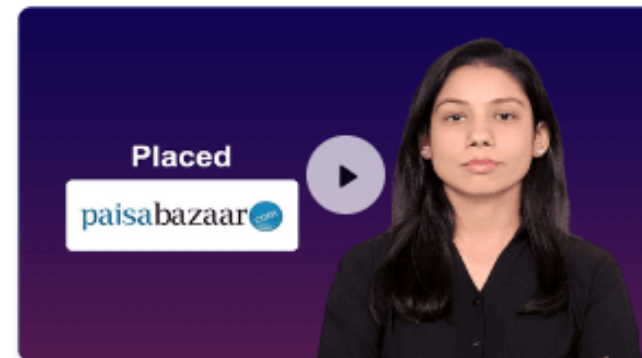
A paradigm shift in my career.

"If I were to name one value for which AlmaBetter stands for, it would be 'Excellence'. I'm saying this because the course was excellently designed and executed."

Placed
NEURONIMBUS ▶
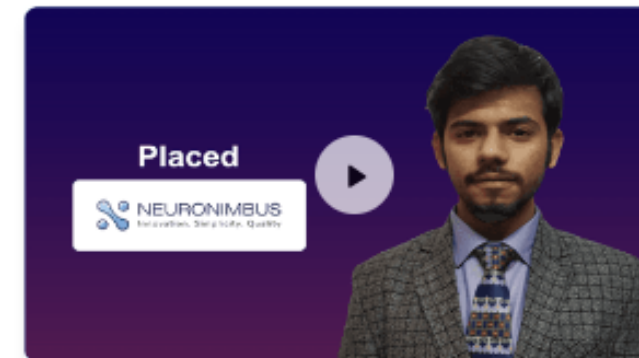
AlmaBetter steered me in the right direction.

"I understood how to aptly present myself in an interview and started getting more responses from the interviewing parties in the placement

Placed
accenture ▶
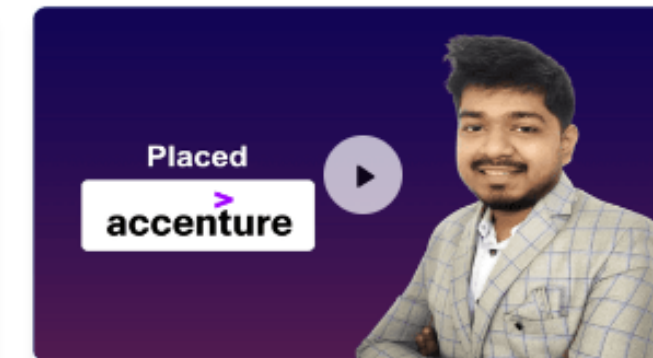
The unsurmountable drive for outcome-based learning is what makes Almabetter stand out in the crowd.

"Having the scope to learn and grow alongside some fascinating cohort

User Research

Designed a survey centering around the user's demographics & likes/dislikes for Online Educational Platforms

🔗 **link to survey**

Conducted IDIs (In-Depth Interviews) with the users belonging to the previously defined persona

🔗 **listen to User's voice**
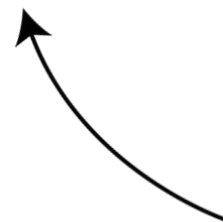
Analyzed the statistics collected to come up with story line & solutions to the problem proposed

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Statistics

Which age bracket, you identify yourself in?

10 responses

- ● 18 - 22
- ● 22 - 25
- ● 25 & above

40%

60%

Age Group Analysis

- ● Undergraduate
- ● Recent Graduate
- ● Working Professional

80%

10%

10%
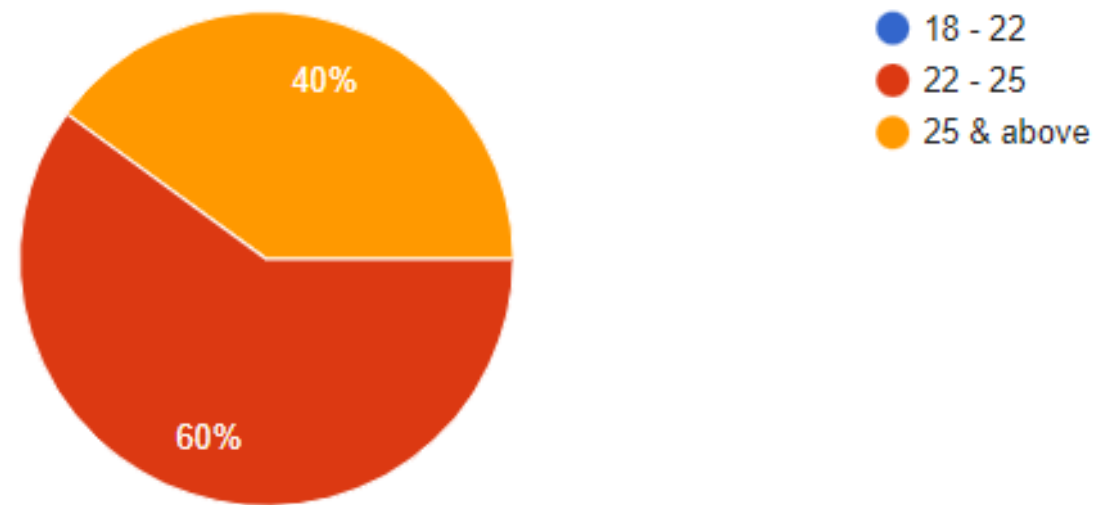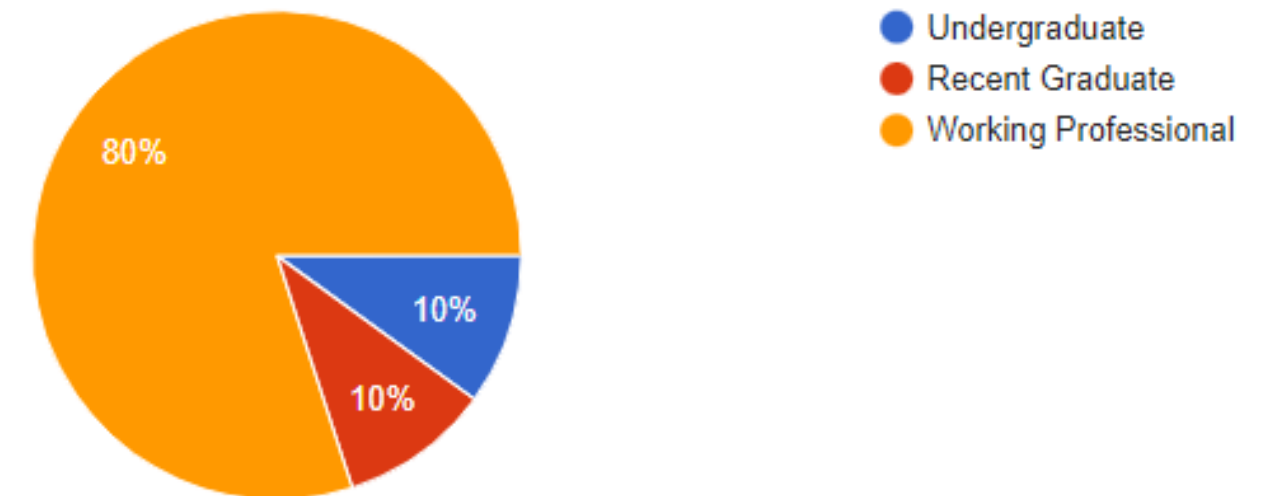
Education & Professional Analysis

According to the survey, several professionals working as SDEs, Data Analysts etc. want to explore **Data Science & Web Development**, which are an in-demand careers these days!

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Statistics

AImaBetter

Domain Analysis

Which domain are you planning to get into?

10 responses

- Data Science
- Web Development

70%
30%
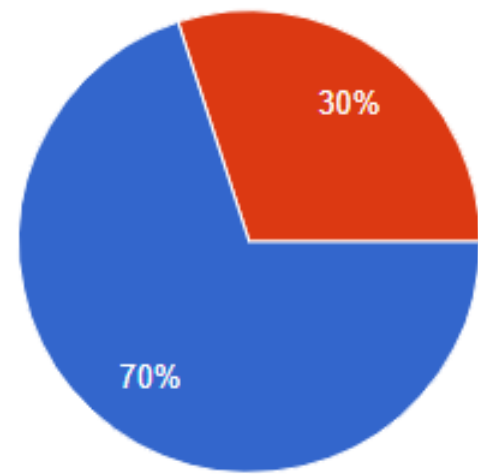
Preference Analysis

While making a purchase, what kind of testimonials/user experiences tend to convince you the most?

10 responses

- Written
- Video

70%
30%
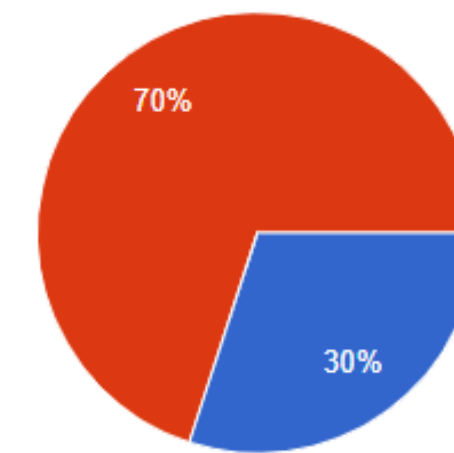
more than 70% folks are interested in **Data Science** and prefers **Video testimonials** over the written ones

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Statistics

Would you be interested in trying out a free trial version for 7 days or begin with the paid plan itself?

10 responses

● Trial Version- 7days
● Paid Plan

100%

All the users were found to be on the same page, when it comes to **trying out the product**

What are users preference?

Test first

Trial version a great way to get acquainted with the course & the platform

A free trial would allow me to know whether the course i am refering to is as per my need or not.

Freemium is always preferred

I want to make sure if its the right course for me

Trial will help to know if the way of the course is good for me personally.

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User's Story/Persona

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Whittling down to 3 user personas, to define solutions & strategies

Adam

- 22y/o engineering undergraduate
- Data Science enthusiast
- Budget- 5k - 10k INR
- Prefers personalized courses & trial version
- Advocate of Community & Networking

Eve

- 23y/o recent ECE graduate
- Wants to switch to Data Science
- Budget- 5k - 10k INR
- Prefers personalized, trial version, video testimonals
- Wants to work with similar minds

Clay

- 26y/o working as an SDE
- Aiming to upskill in Web Development
- Budget- 10k- 20k INR
- Prefers personalized, trial version, written user's reviews
- Yearns to gain hands-on expertise

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Improvements & Strategies

Strategizing as per the audience segmentation & user's story

Audience

Undergraduates | **Recent Graduates** | **Working Professionals**
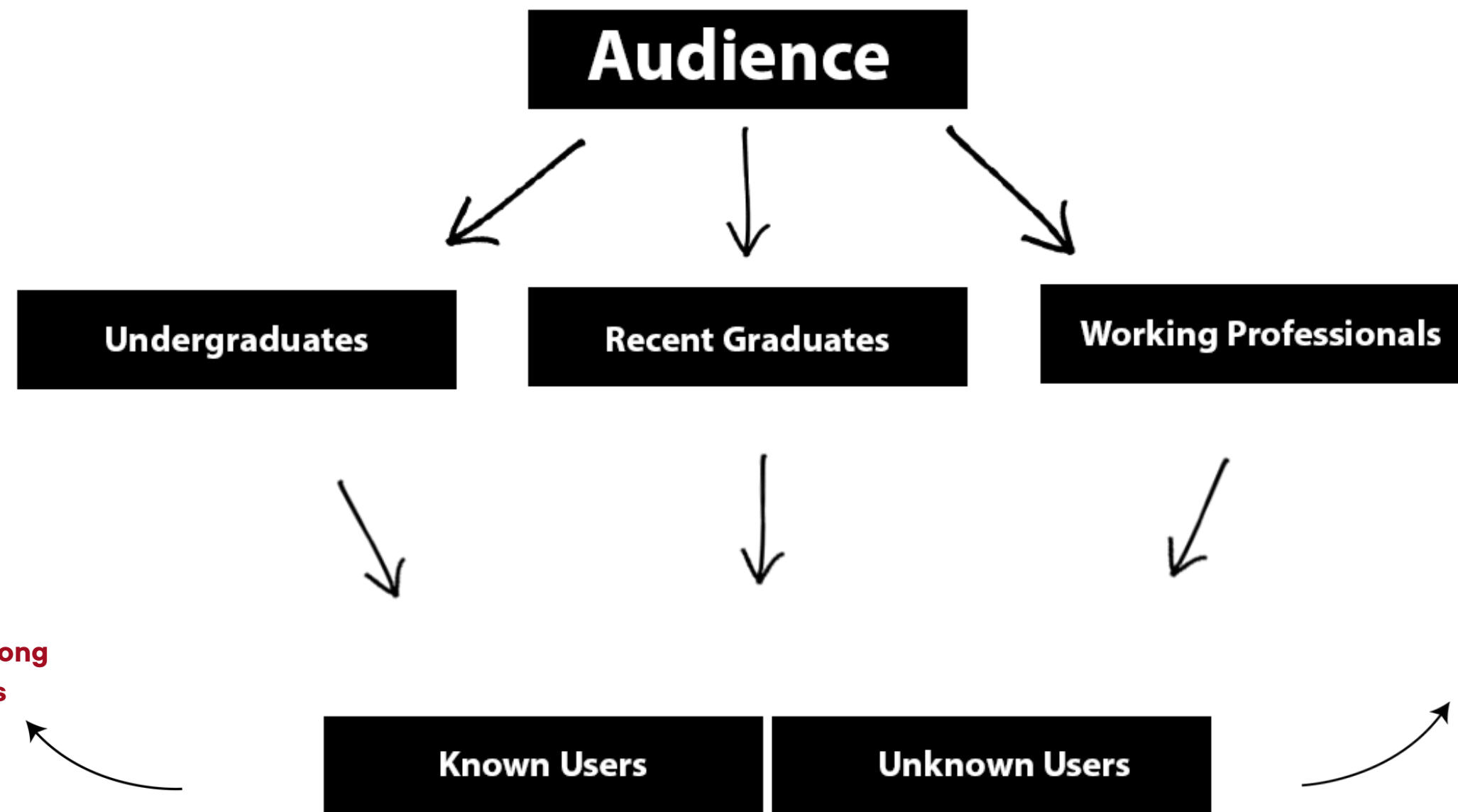
having the details in the database along with their product usage patterns

people who've not even signed up on the website

Known Users | **Unknown Users**

Improvements & Strategies

Personalize courses

Categories for personalization:
a) timings of the cohort
b) size of the cohort
c) user's budget
d) user's skills

Impact- gives user a sense of inclusion & ownership moreover, helps the users(working professionals) in managing their work-life balance

Element- in **explore courses** section, with **enroll now**, a button to **personalize** as per one's needs

Full Stack Data Science With Placement Guarantee Of 5+ LPA

- ✓ Pay only after you get a job
- ✓ Live classes four times a week
- ✓ Part time 6 months program
- ✓ Next Cohort Tuscany starts on 21 Mar

[Explore Program]   [Enrol Now]   [Personalize Courses]
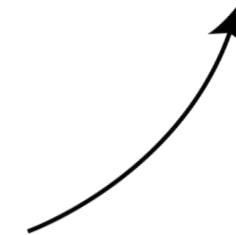
Personalize Course Button

Image Credits~ AlmaBetter

Improvements & Strategies

Working together is fun!

feature to pair with potential partner to work together on projects (this can be provided as a premium feature)

Impact- teamwork helps in getting things done fast and learning on the fly! also, promotes personalization

Element- on the user's dashboard, in the practice tab!

CTA

Practice

Put your learning to use. Practice and test your skills through curated coding problems and assessments.

Coding Problems   Coding Assessments   Quiz Assessments

Looking for a project-mate?

Interact, Ideate & Collab

AlmaBetter is a community first platform!

Find your project-mate!

Visual showing project-mates working together!

Sample Pop-up

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Image Credits~ AlmaBetter
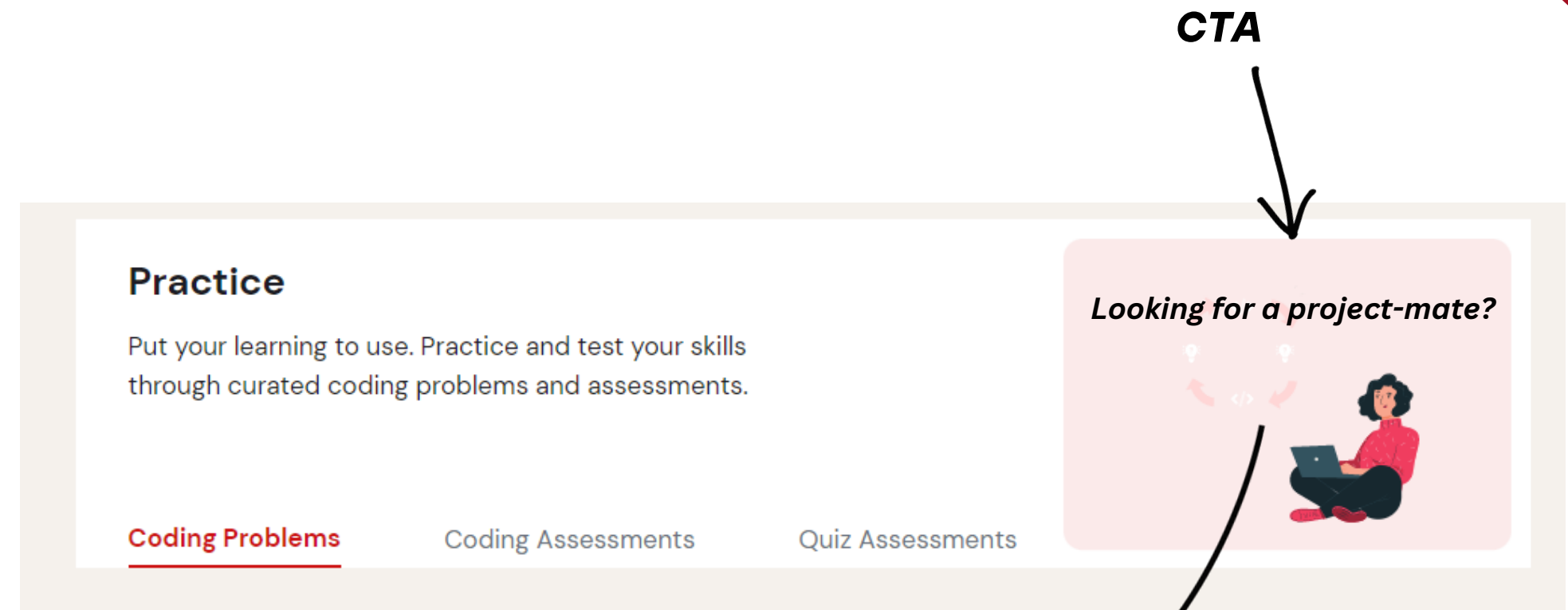
Improvements & Strategies
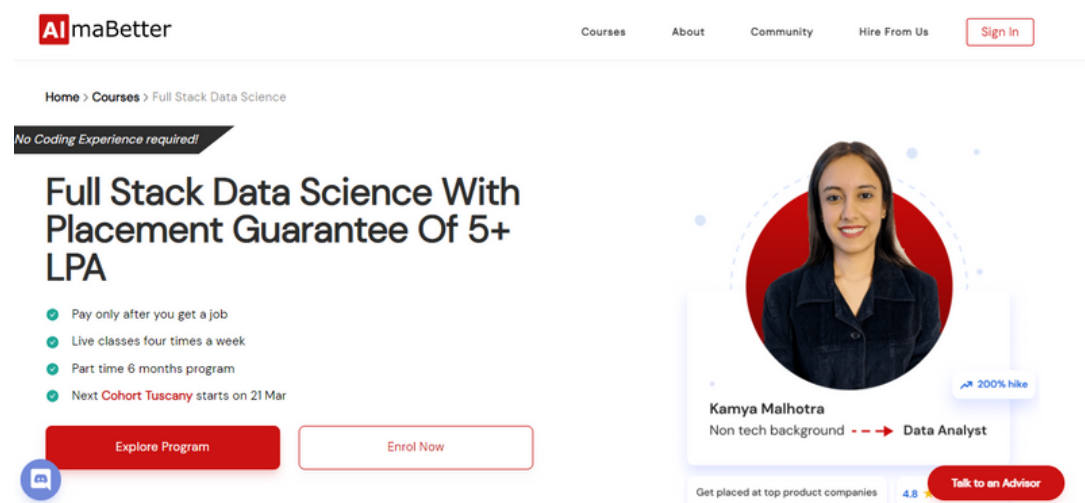
a pop-up to redirect user to a quiz
& in turn to the purchase page

Practice, Learn & Earn exclsuive benefits!

Want to test your skills in real-time?

Take me to Quiz!

Sample Pop-up

PLG strategy

offer a few **FREE** videos after finishing a "course specific" quiz and a CTA to purchase the entire **program.**

Impact- lures the user to give a shot at their skills and reward strategy initiates motivation and can be a substitue for a trial version!

Element- a pop up displaying "solve & unlock exclusive features!" when landing onto the course page

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Image Credits~ Alma**Better**

Improvements & Strategies
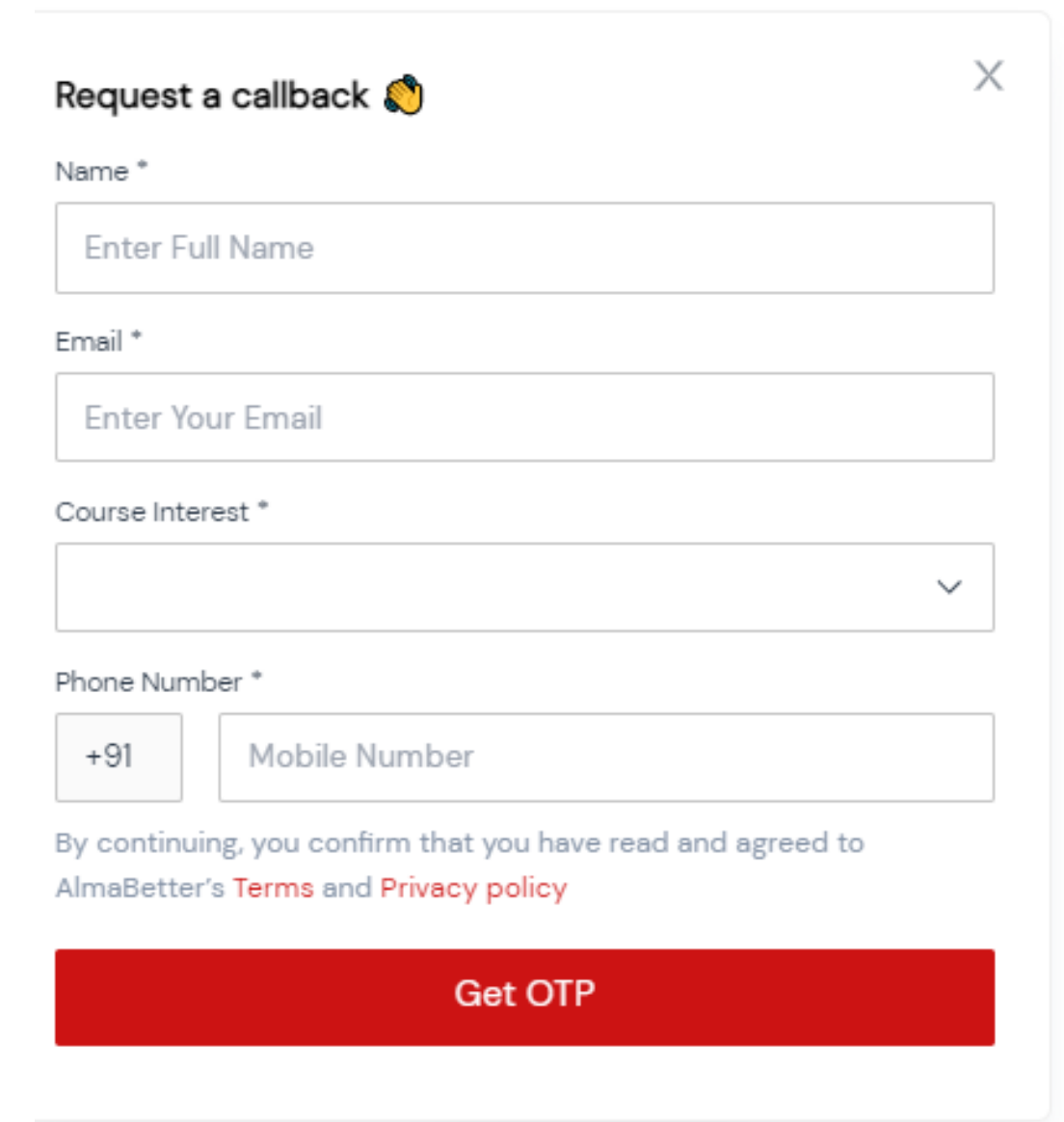
First interaction- makes or breaks the game!

an unknown user would potentially lookout to get their queries solved, we can personalize ***"Talk to Advisor"*** in the following ways:

    a. asking time preferences from the user
    b. suitable mode of contact for the user
    c. pairing a representative as per the skills of a user

Impact- user feels inclusive and time is saved when paired with right rep.

Element- tweaking the form which appears on clicking "*Talk to Advisor*"

Talk to an Advisor

Request a callback 👋   ✕

Name *

Enter Full Name

Email *

Enter Your Email

Course Interest *

⌄

Phone Number *

+91 | Mobile Number

By continuing, you confirm that you have read and agreed to AlmaBetter's Terms and Privacy policy

Get OTP

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Bonus Improvements
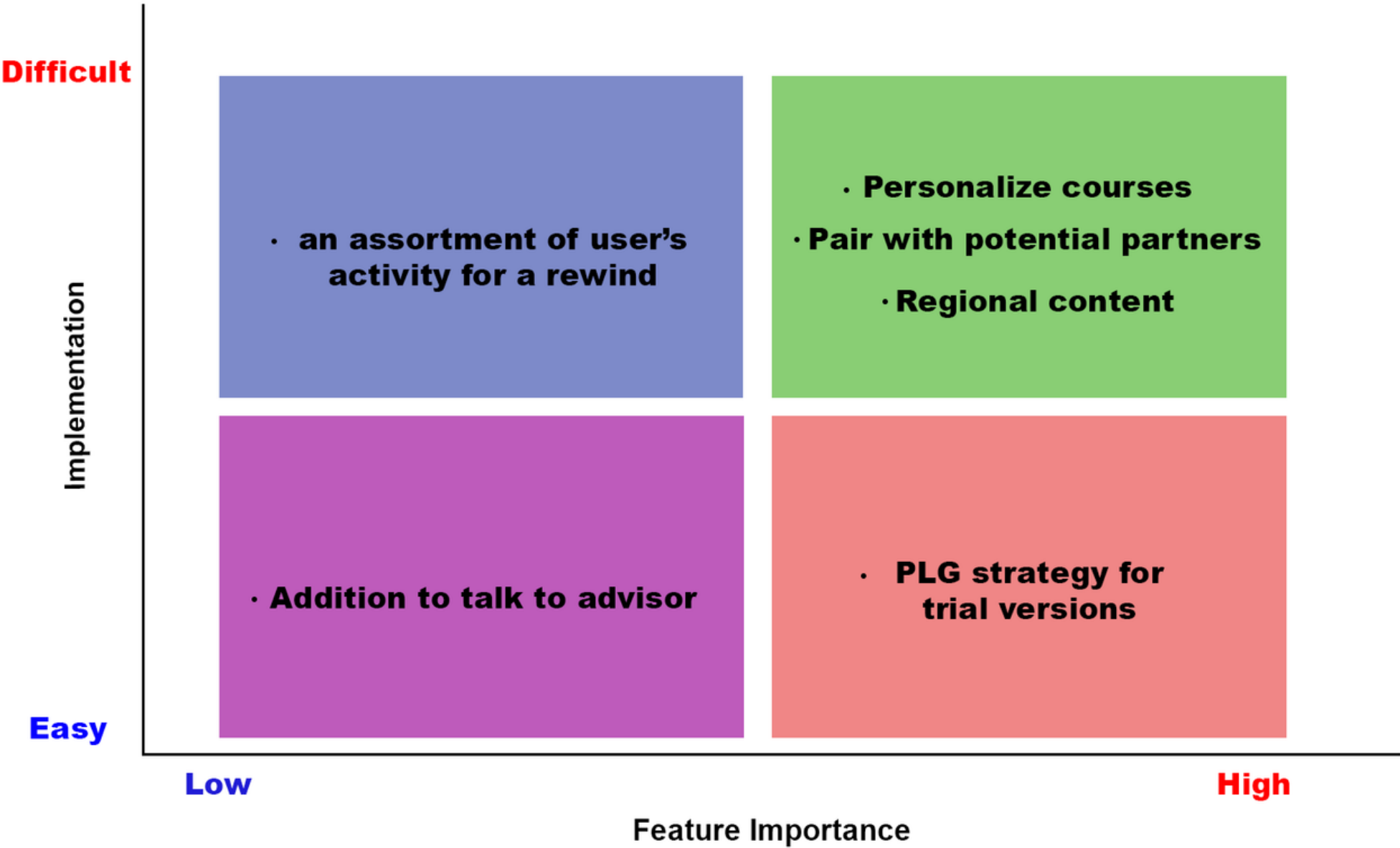
Driving user to Course Completion

- sending out regular push notifications(as per the demographics **Undergraduates, Recent Graduates, Working Professionals**)

- showing relevant ads as per their usage patterns

- initiating a reward strategy along the progress bar

- Populating regional content (not only limited to courses)

- a visual(dynamic preferably) of the most performed activities by the user and how a paid plan can help them in unlocking more features!

- Gamifying the newsletter with weekly quizzes, mini projects, community interaction add an CTA which lands the user to the purchase page

- inculcating schedule a call with the domain expert (be it mentor or fellow learners) add-on

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Prioritization Matrix

Prioritizing the features/implementation by considering it's importance and easiness to execute

Implementation

Difficult

· an assortment of user's activity for a rewind

· Personalize courses
· Pair with potential partners
· Regional content

· Addition to talk to advisor

· PLG strategy for trial versions

Easy

Low　　　　　　　　　　　　　　**High**

Feature Importance

Thank You!