**Product Requirement Document**

1. Objective: I see the product(website in our case) as a mentor buddy for anybody preparing for Master’s abroad. I want to give this overall website a roadmap-to-your-master’s feel and e a mentor buddy for the different steps. I feel providing free consulting for SOP/LOR can reach an audience because people would not mind getting their SOP cross read.

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| **Vision** | A free kit for helping anyone planning to go for Master’s |
| **Goals** | * GRE & TOEFL   + Sources to study   + Best strategy for Quant/Vocab   + Podcasts of interviews with great scorers(can be wrapped as a TOEFL listening skills material) * The D Day tips * Post GRE/TOEFL   + Resume   + SOP   + LOR   + Additional Essay * Consulting strategy   + Universal     - Send me your CV     - 1 hour free zoom session to discuss what can be an ideal SOP fit for your CV(this is only for SOP)     - Send me your final SOP/LOR/CV/additional essays; I will review and send edits   + Premium(if **Long term**/maybe an initial feature too)     - Over cheap rate (this is imp: competitive edge, say, 750 Rs. VS 20000 Rs.)     - For this to be possible, the free 1hr zoom session(universal point 2) needs to be super impressive     - Zoom sessions to design the layout for each LOR, each additional essay     - Several mid-way reviews allowed |
| **User Persona** | Mostly engineering students |

1. Roadmap

* **Study competitive landscape**: The existing products are mostly
  + Teaching websites: Offer expensive courses on GRE
  + Consulting services: Offer expensive consulting for SOP/Resume/LOR

I personally feel GRE/TOEFL can be definitely cracked without joining an online/offline course. Having personally paid for consulting service for my application, I feel they are good BUT TOTALLY unnecessary. So, we can beat both the roadblocks of the above points.

By doing a competitor analysis, I want to get a specific answer on

* + What features are generally being provided
  + What do customers feel about these features
  + What feature is lacking
* **Demographics of users** who would use the website
* **Conduct customer survey:** Get to know what customers want? Are they willing to pay a nominal fee for some features? Or do they want it for free?
* **Finalize MVP features of the product**
* **Wire-framing; UX/UI design brainstorming session**
* **Product launch**
* **Digital marketing**
* **Think of a premium version of the product**(for audience who want more consulting services)