



PRODUCT TEARDOWN

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PROBLEM STATEMENT

BitClass is a LIVE learning platform that has a range of FREE classes available across categories (Think music, art, dance, finance, entrepreneurship, programming and many more). The goal of the platform is to enable anyone to get started with learning anything without any friction. After attending FREE LIVE classes of their choice, the students can choose to continue learning by enrolling for a longer, paid course which we call a "FULL course".

Given the FREE LIVE classes & recorded properties present on the app, design a user journey to "activate" all the new users within the first 7 days of signing up on the app. Activation here means doing at least one of the 3 :

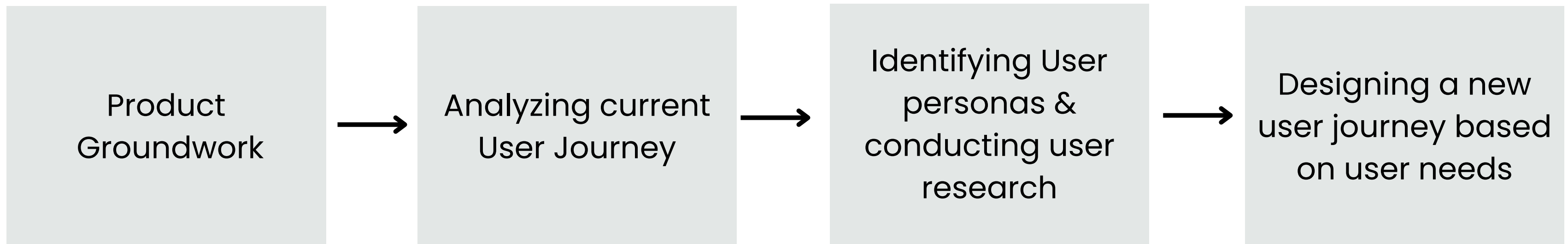
- a. attending one LIVE class for more than 10 mins
- b. spending 15 mins watching recordings of past classes
- c. registering for 2 FREE classes



GOAL

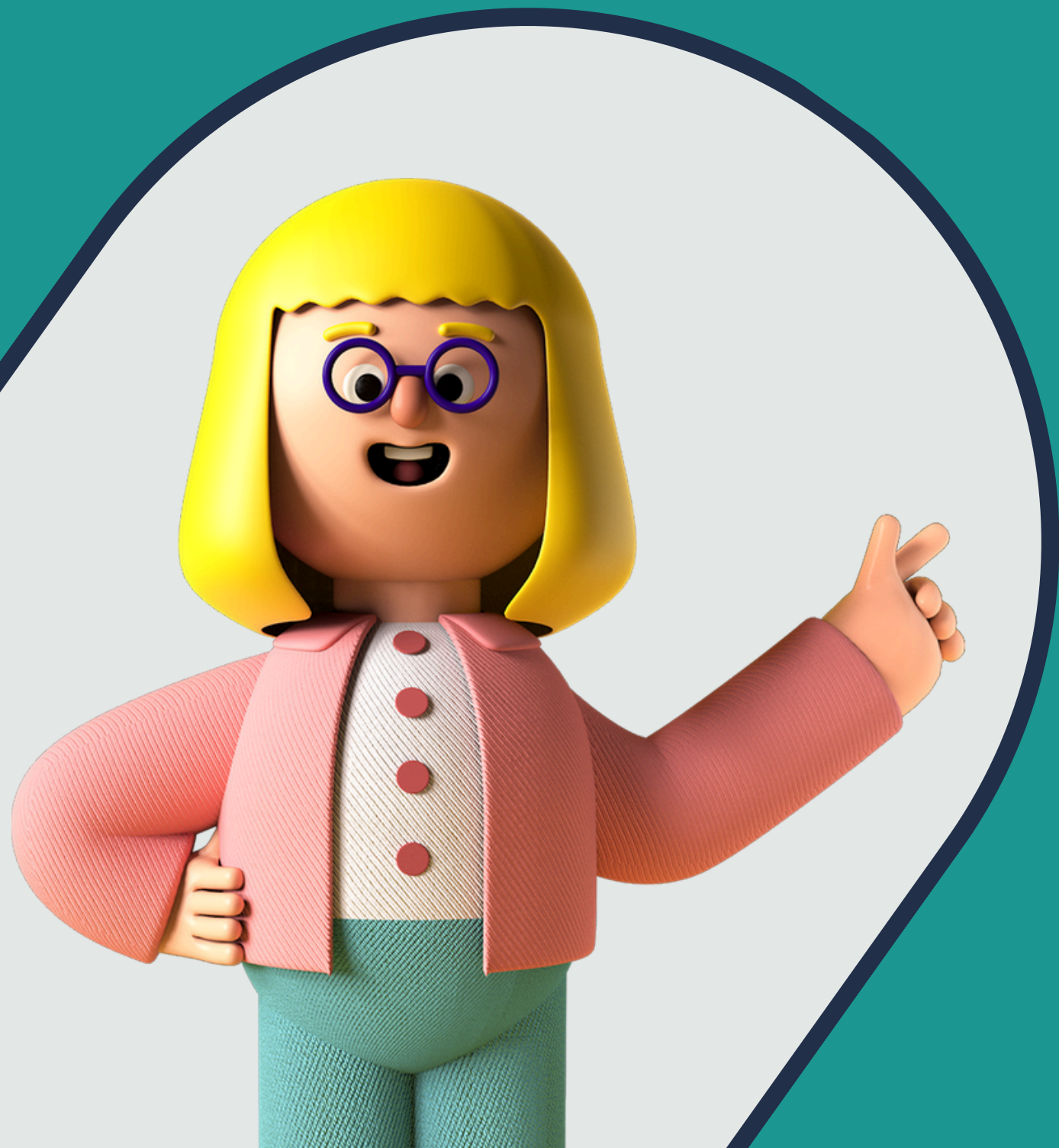
To design a user journey to activate all the new users within the first 7 days of signing up on the app.

SOLUTION APPROACH





ABOUT BITCLASS



BitClass is a new-age learning platform for the ambitious and passionate people to learn live, network and grow together.

The app is designed for individuals who want to have an immersive learning experience.

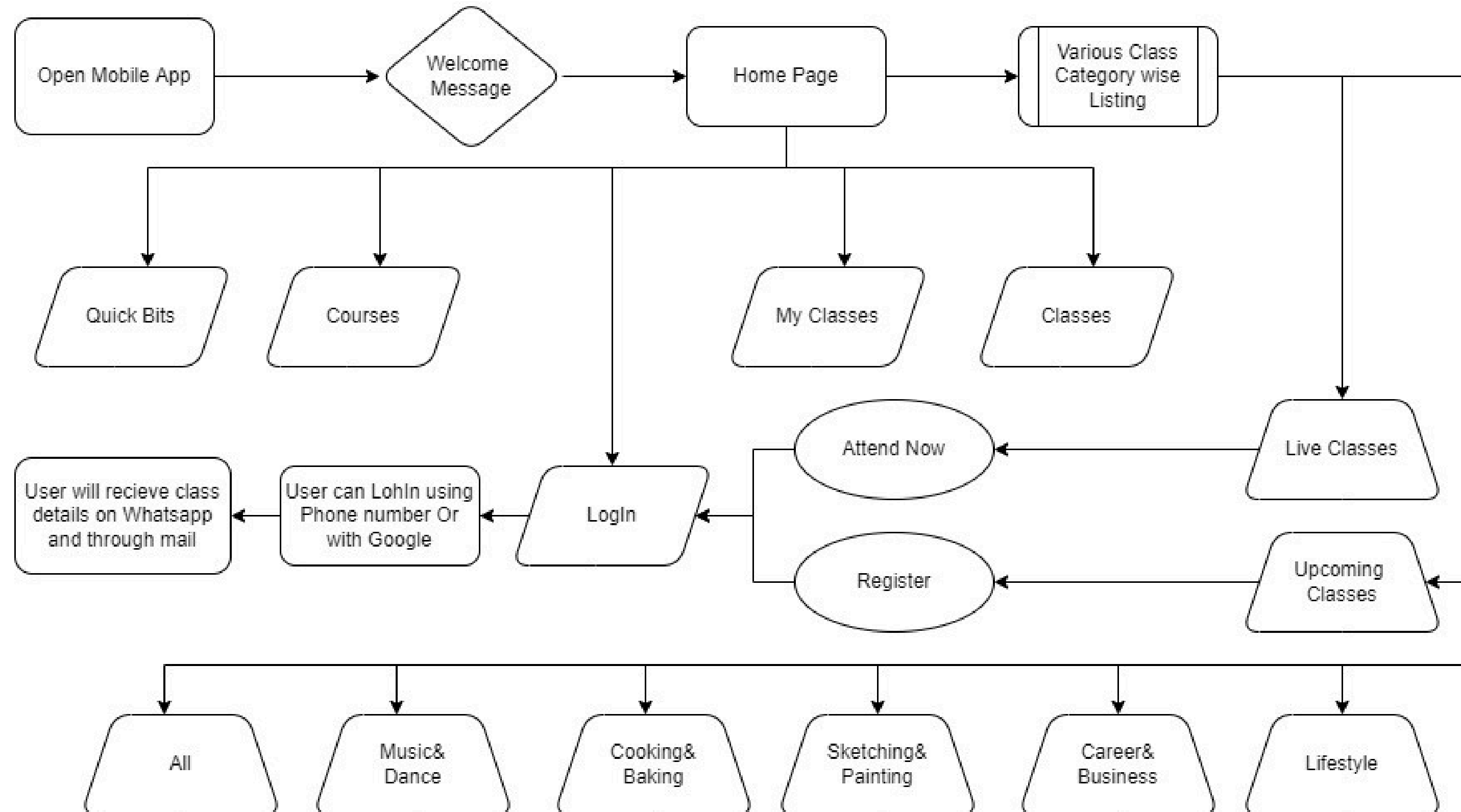
Founded in 2020, BitClass now have more than 1.6 lac+ users enrolled in 750+ cohort-based courses, clocking 8M+ minutes of learning. (data from Hindustan times)

COMPETITORS (Direct/Indirect)





CURRENT USER JOURNEY





USER PERSONA #1

RUTUJA

"I'm looking for a platform to upskill myself and learn a skill"

ABOUT

Age: 18 years

Occupation: Arts Student

Location: Pune, India

Archetype: The Artist

Household Income: NA

CORE NEEDS

- Wants to utilize her free time in learning more in the field of Painting and Drawing specifically Portrait Drawing.
- have specific amount of money to invest on coursework so want to invest in a good course.

PAIN POINTS

- As she wants to do course in Art and have specific amount to invest wants to try and buy so that her needs would get fulfilled.
- Too many free classes are available , making it hard to attend any one out of all as she have very definite time to choose.

HABITS

- She is a student of Arts and loves drawing and painting.
- Loves watching online content on art and related things so always keeps searching for various courses and classes of the same.
- Desires perfection in anything she does.

SOLUTIONS

- She can try out which teachers' class works for her by attending various live classes and then she can enroll in the course of whichever class best works for her
- After onboarding/SignUp on the application we can show her top 5 performing free classes on the Painting section and reviews for their courses, it'll get easy for her choose between them.





USER PERSONA #2

SEEMA

"I'm a housewife and my son suggested me BitClass to learn various skills such as Baking in my free time as love cooking"

ABOUT

Age: 34 years

Occupation: Housewife

Location: Mumbai, India

Archetype: The Planner

Household Income: NA

CORE NEEDS

- Wants to utilize her free time to learn new things that are not conventional to her.
- Want to have a simple and easy to use platform for learning.

PAIN POINTS

- Not a Tech-savvy so she finds it difficult to spot the class or course she wants to attend.
- She finds it very difficult to choose which one of the class she should take.

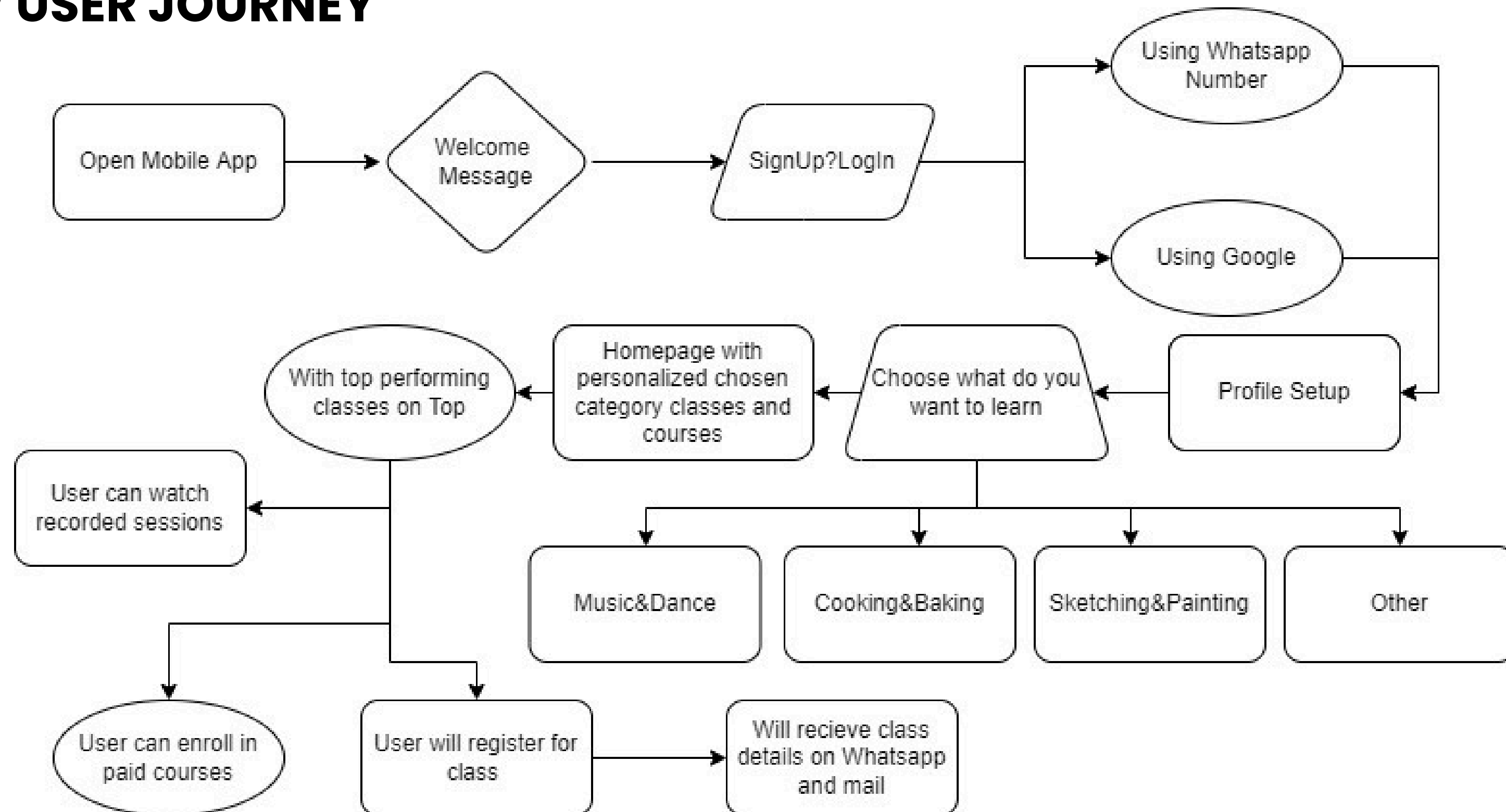
HABITS

- She is a housewife and want learn something in her free time instead of watching Daily soaps.
- Her son suggested BitClass to her and she want to learn baking on the platform.
- Knows English but not that comfortable with using tech, knows basic things like using WhatsApp.

SOLUTIONS

- Introducing a personalization feature while onboarding this problem could be solved, with the feature we can take input from her while SignUp like what she wants to learn and we will show only those classes on her home feed which will be very easy for her to navigate through.
- And showing top performing classes and course reviews will solve the other problem

NEW USER JOURNEY




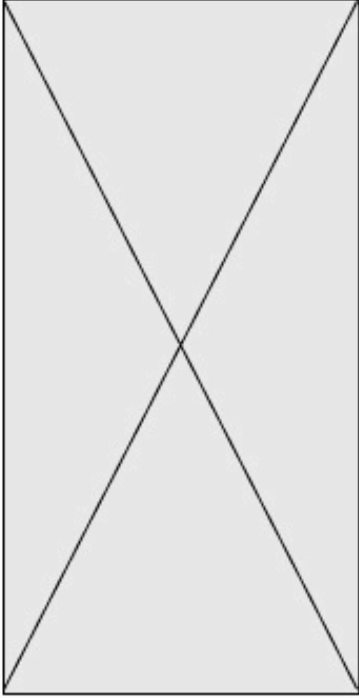


WIREFRAMES AND DESCRIPTION FOR NEW USER JOURNEY






 BitClass



Learn Anything. LIVE.

Continue



 BitClass

Login/SignIn

+91

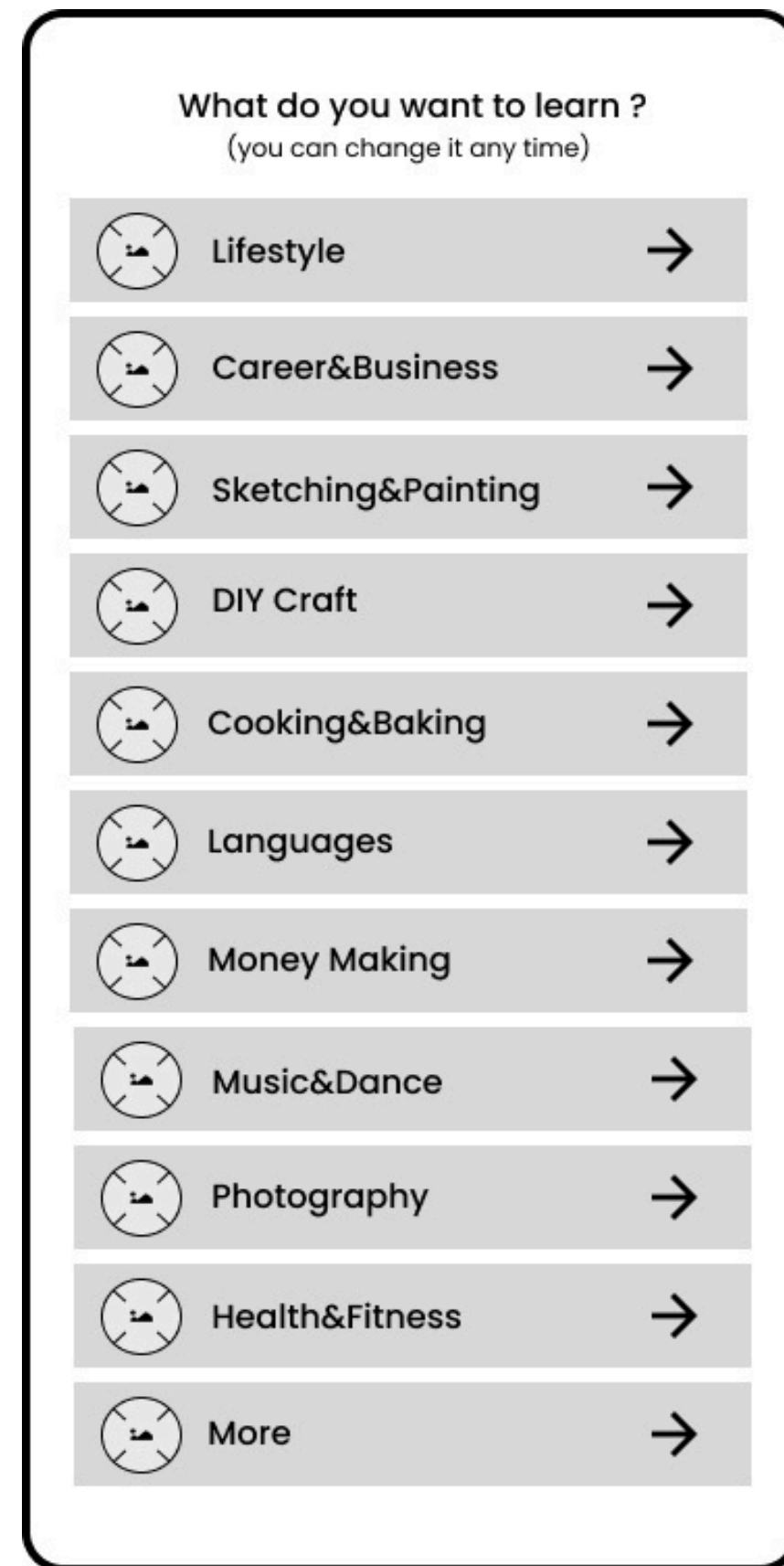
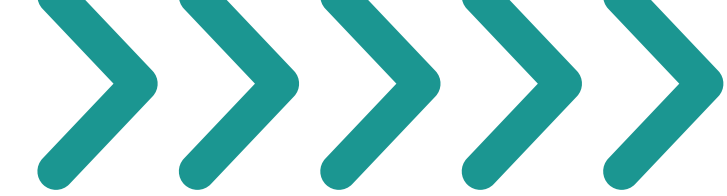
WhatsApp Number

Continue

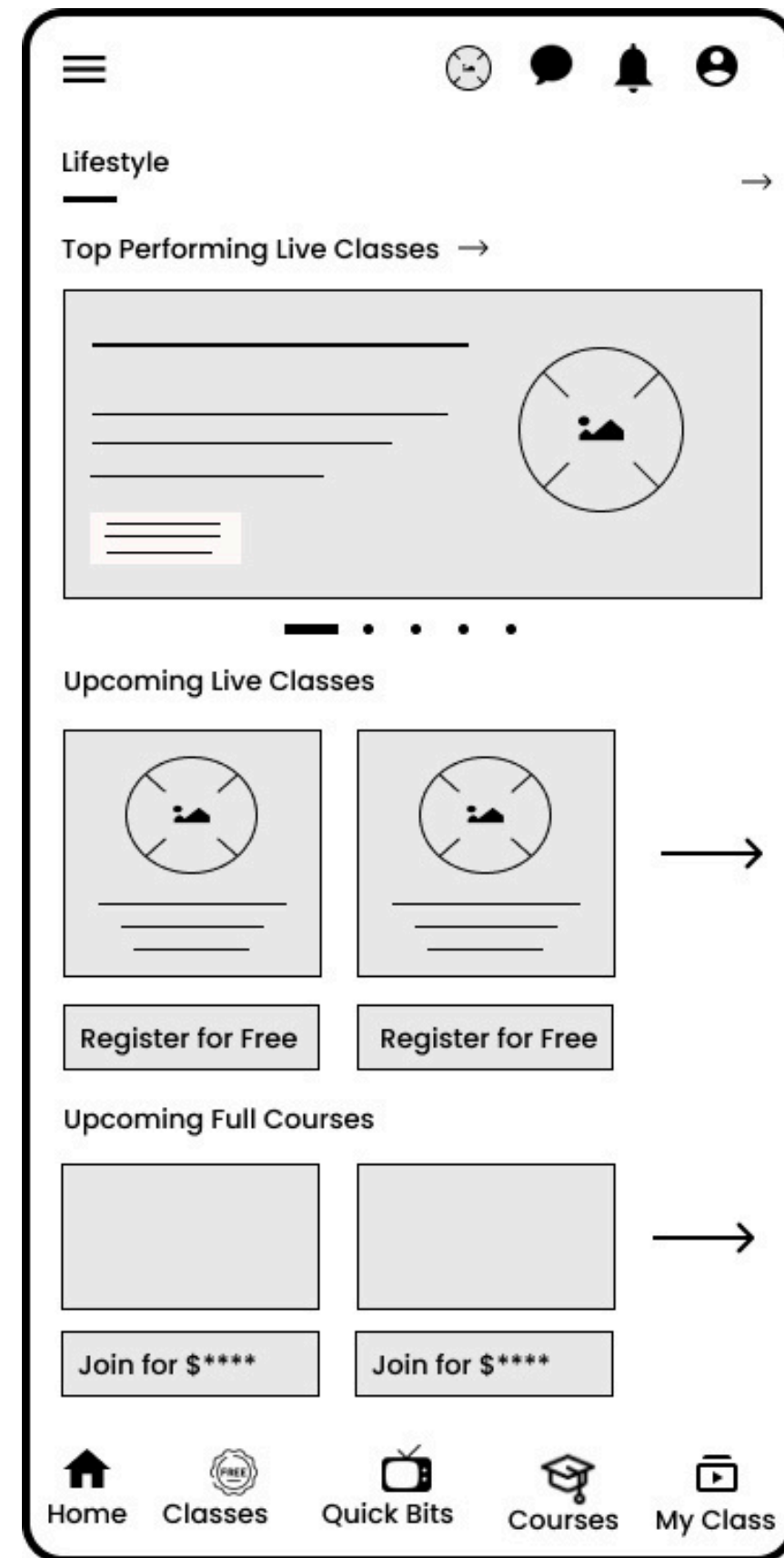
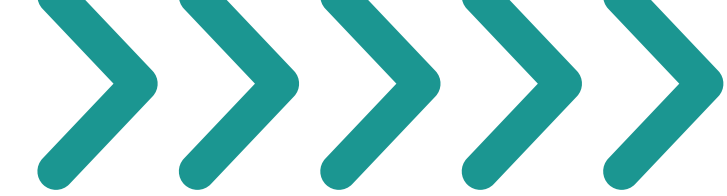
OR

Sign In with Google

User can Login using WhatsApp
Number or can SignIn using
Google



- After the SignUp or Logging In this page will open
- As every user will have a specific reason for installing the application we will let them choose which type of class they want to enroll.
- User will be able to choose any **category** listed on the application
- This chosen category could be changed anytime in the profile section of the app.



- After user selects a specific category this page will open
- Which will show **Top performing classes** on the top and Upcoming live classes and courses in that specific category
- This will also show **users ratings** of teachers and courses so that they can make a informed decision.



PRIORITIZATION

Feature	Reach (per 100 customers)	Impact (1-5)	Confidence (%)	Efforts (person-months)	Final score
What do you want to learn?	100	4	90	5	7200
Top performing Classes	100	4	70	4	7000



SUCCESS METRICS

- Net Promoter Score (NPS).
- Referral Rate.
- Churn Rate.
- Increase in User Engagement.
- Decrease in drop off rate.
- Customer retention rate.
- MAU
- DAU
- Increase in Activation Rate.



**THANK
YOU**