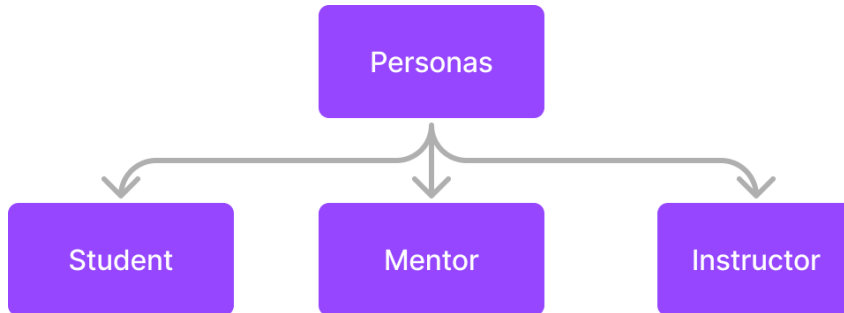


Goal: To Successfully run a Cohort of 500+ Students for Ed-Tech Organisation(Up-Grad)

Objective: Addressing the challenge of low retention and a personalized attention within the large size cohort

Personas:



Pain Points

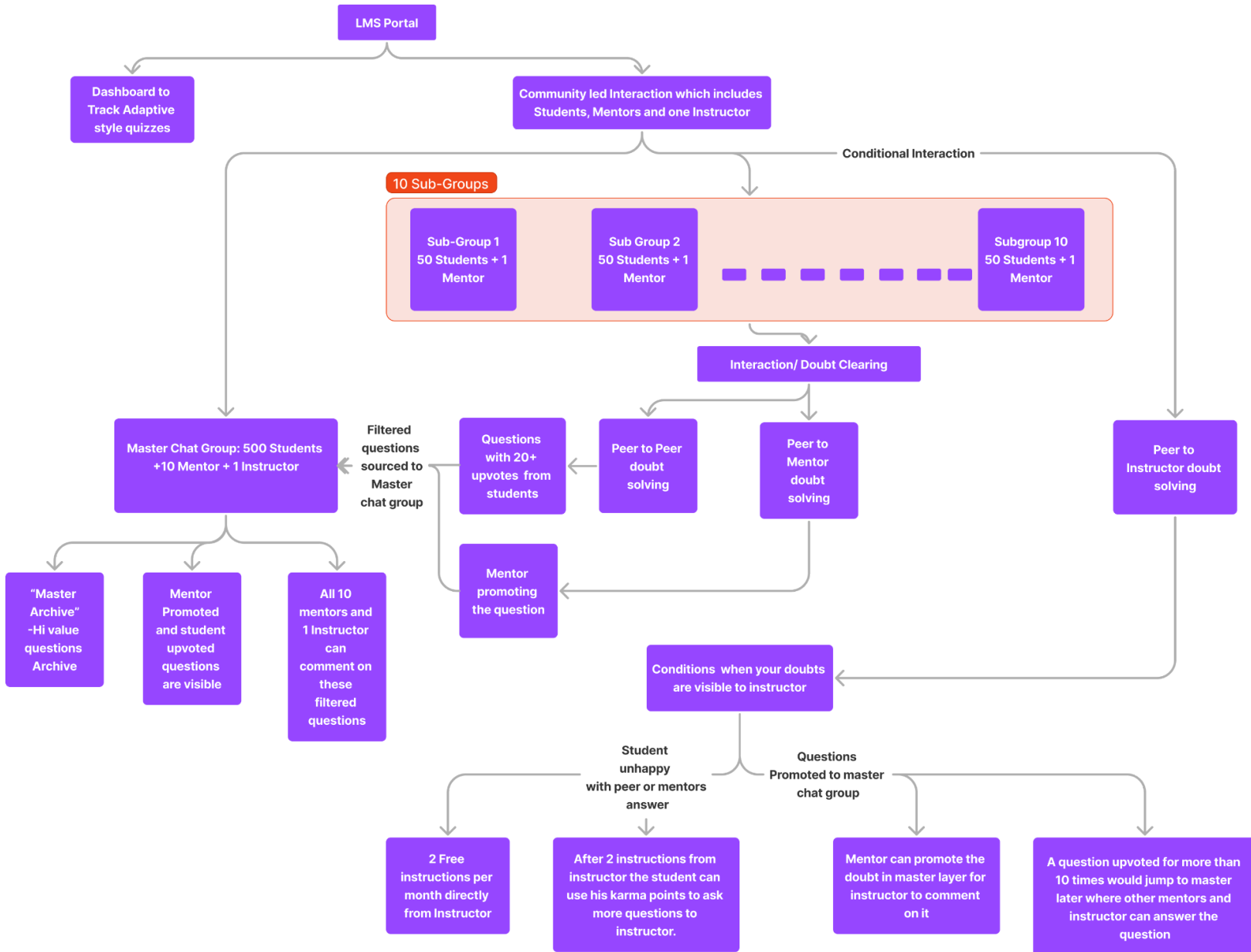
Student	Mentor	Instructor
<ol style="list-style-type: none"> 1. Doubt solving applied learning 2. Learning concepts deeply 3. Motivation and consistency 4. Progress tracking 	<ol style="list-style-type: none"> 1) Overburdening: Disconnect between student and instructor leading to higher burden of solving doubts on mentor 2) 1 on 1 mentorship even in size of 50 -> Limited Personal Interaction -> Poor Rapport 	<ol style="list-style-type: none"> 1) Difficulty in tracking individual progress 2) Engagement with students at scale 3) Personalised Feedback
<ol style="list-style-type: none"> 1. I-M-S Sync/teaching style/Trust 2. Personalised Feedback 	<ol style="list-style-type: none"> 1. Credibility of mentors 2. Availability 	<ol style="list-style-type: none"> 1. Live doubt solving applied 2. Speed of lecture delivery 3. Curated answers to individuals 4. Freeriding in group assignment evaluation

Solutions: LMS(Learning management system) Portal within the Platform that will have two solutions:

1. Community-led Interaction (Doubt solving module): Two layered chat platform
2. Adaptive quizzes and assessment: For tracking progress and receiving feedback on subject strengths and weaknesses

LMS Portal Design: The Platform is designed in two layers: Master Chat level and Sub-group level

- **Sub-Group levels:** Assigned Students with read/write access + 1 mentor with read/write access.
- **Master Chat level:** Students have read only access + All the Mentors + Instructors have read and comment access. The question that are promoted by the mentor and upvoted by students more than 20 times will shift to master chat group.



Interactions:**1 Peer to Peer:**

- 1.1 Peer can ask the question
- 1.2 Peer can upvote the answers of the other Peer.
- 1.3 Peer can answer the question asked by other Peer

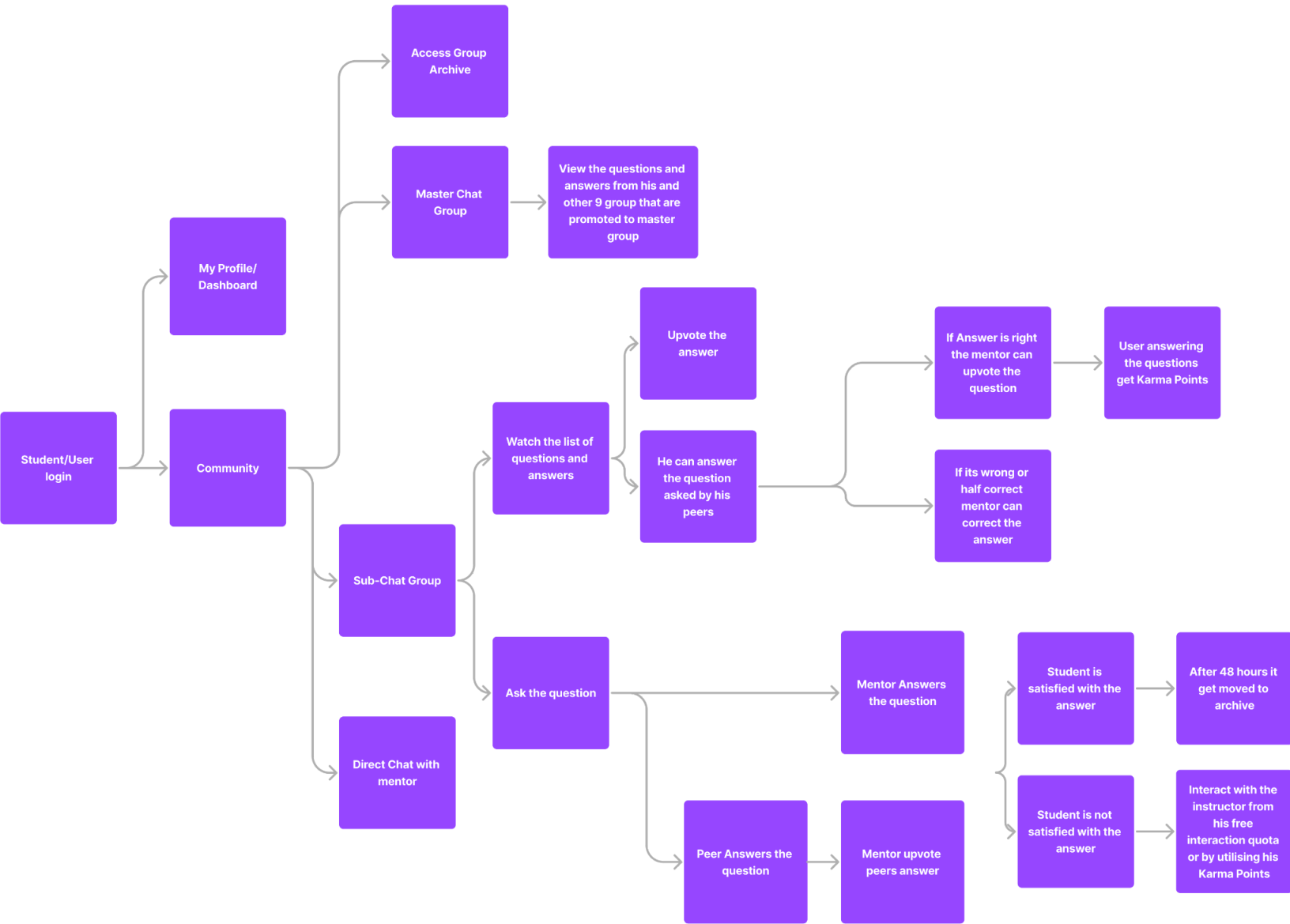
2 Mentor to Student:

- 2.1 Mentor can interact with the Questions/Answer by correcting it or supplementing it with detailed answer
- 2.2 Mentor can upvote the answers of the Students
- 2.3 Mentor can promote the answers of the Students which directly will be available in the master group (Answers can be seen by all the students in the Cohort irrespective of the group)

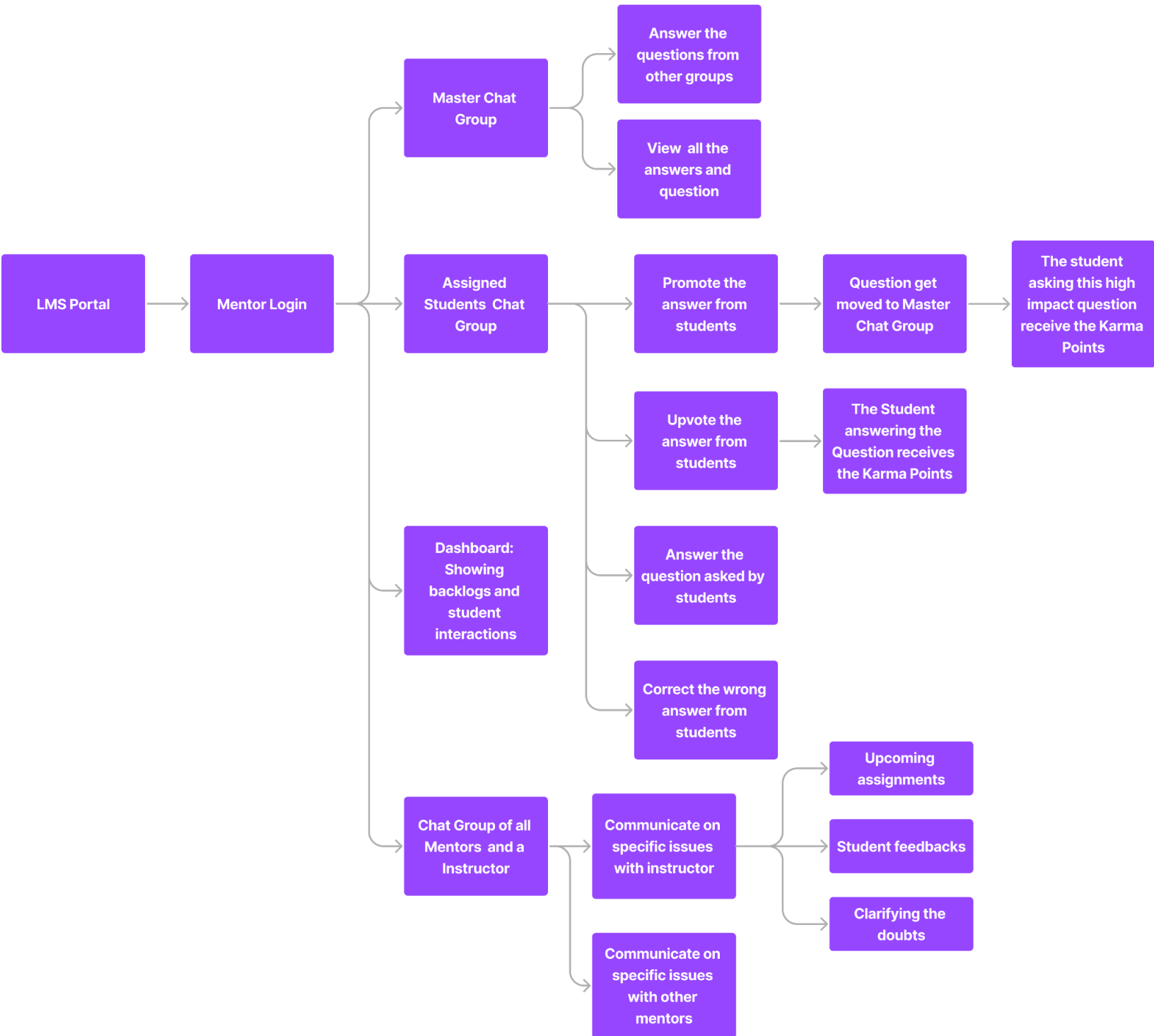
3 Student to Instructor:

- 3.1 Student can use the free "Interaction Points" to directly communicate with Instructor if he is not satisfied with Peer/Mentor' solution for this doubt
- 3.2 Students can redeem "Karma Points" earned by answering the Peer's question in the Sub group to communicate with the Instructor once free "Interaction Point" is used.
- 3.3 Instructor can choose to interact with the Questions/Answers from the Master Chat Group

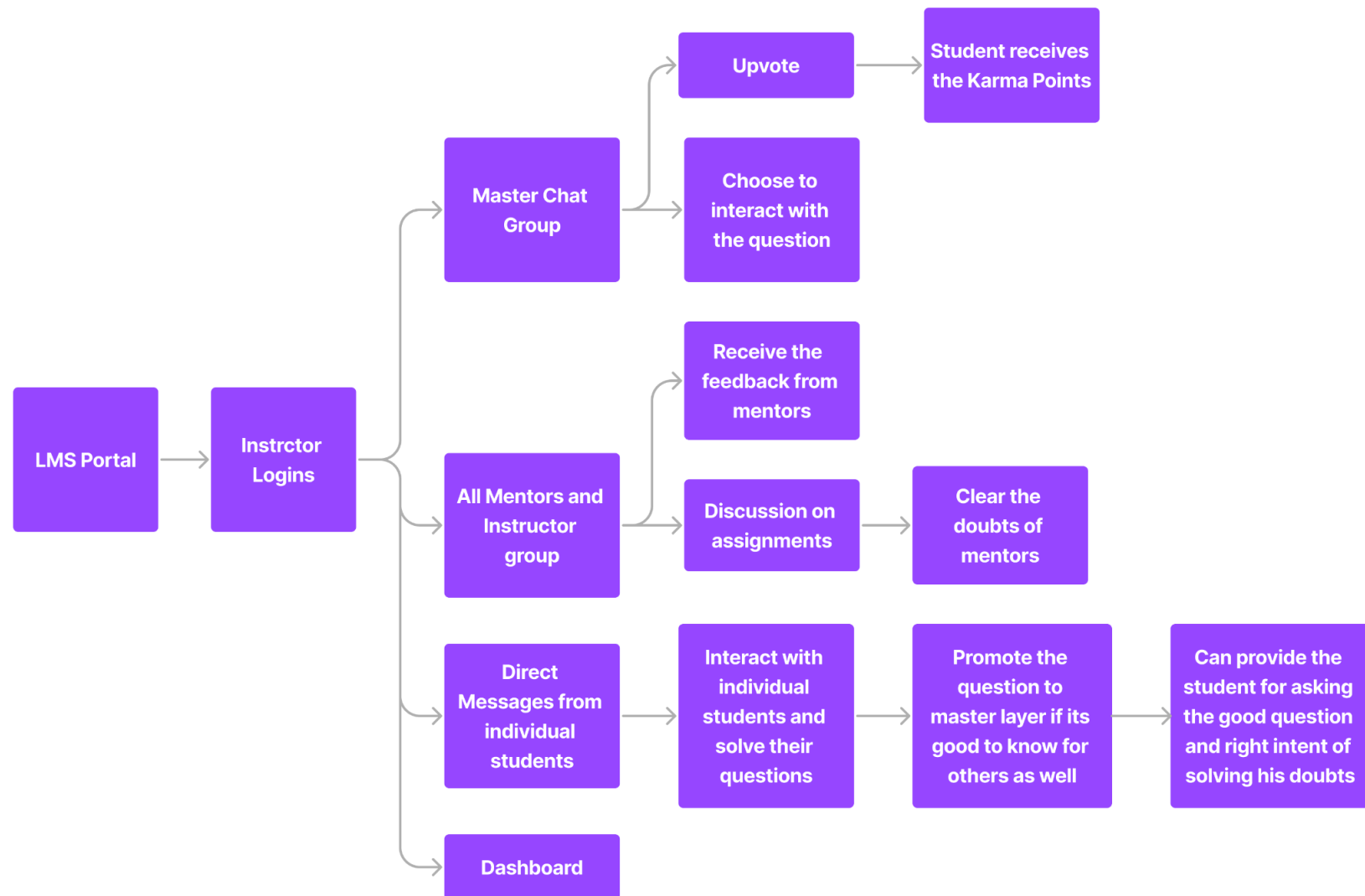
User/Students Journey



Mentors Journey



Instructor Journey



Success Metrics:

Adoption

- Ratio of students using LMS to Total students signed up for cohort

Engagement -

- DAU, WAU, MAU
- Avg of Questions posted/answered by students in a week/month
- Avg of Questions answered by mentors and Instructors in a week/month

- Avg Karma points earned by students

Retention -

- Avg App open time in a week
- NPS
- CSAT

Roll-Out Plan:

- The product will be introduced to every student via the email sent at the time of onboarding.
- A guided tour/video of LMS module within upgrad App/website
- 10 min intro session to be provided by mentors to in the 1st session of the cohort

Future Scope:

- Pending Pain points of Students, Mentors and Students will be tackled in future sprints.

Pitfalls of the Solution:

- Subjective question disagreement
- Technical : Reliability and Uptime