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Case Study

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Problem Statement : Diagnose and provide a solution for the decline in the weekly activity completion rate in the Fellowships

Industry : E-Learning, Recruitment

Market Size : 18 M *

Business Model : Selling a product/service

Value Proposition

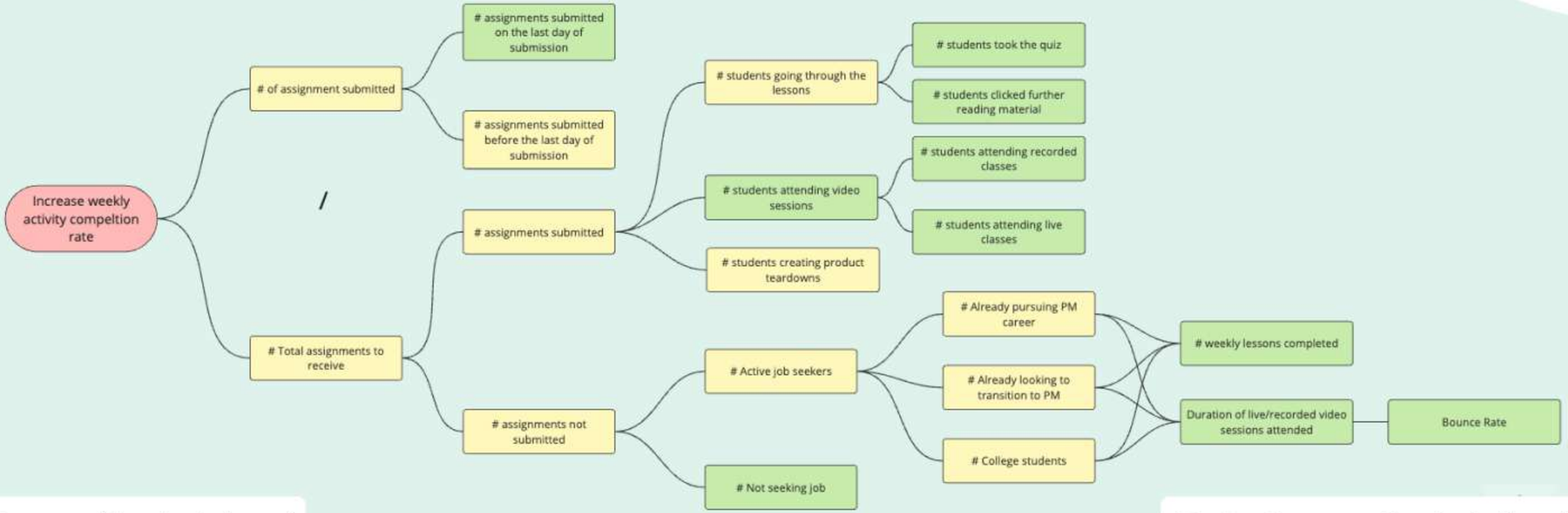
- **Skilling** and upscaling for better career outcomes
- Better **placements** & salary outcomes
- Improved **RoI**
- **Certificate** to signal higher level of job-preparedness
- **Online** cohort with part time commitment

Actors

- **Internal** : Support team, Educators, Mentors Investors, Product team, Execution team
- **External** : Cohort community, Competitors, MHRD

Competitors

Hero, SCALER, upraised, Great Learning, Product School



Business Outcome : (Lagging Indicator)

Product Outcome : (Leading Indicator)

KPI Tree

* 1 https://www.similarweb.com/website/nextleap.app/#geography
2 https://www.enzia.vc/perspective-posts/enzia-investment-thesis-higher-education

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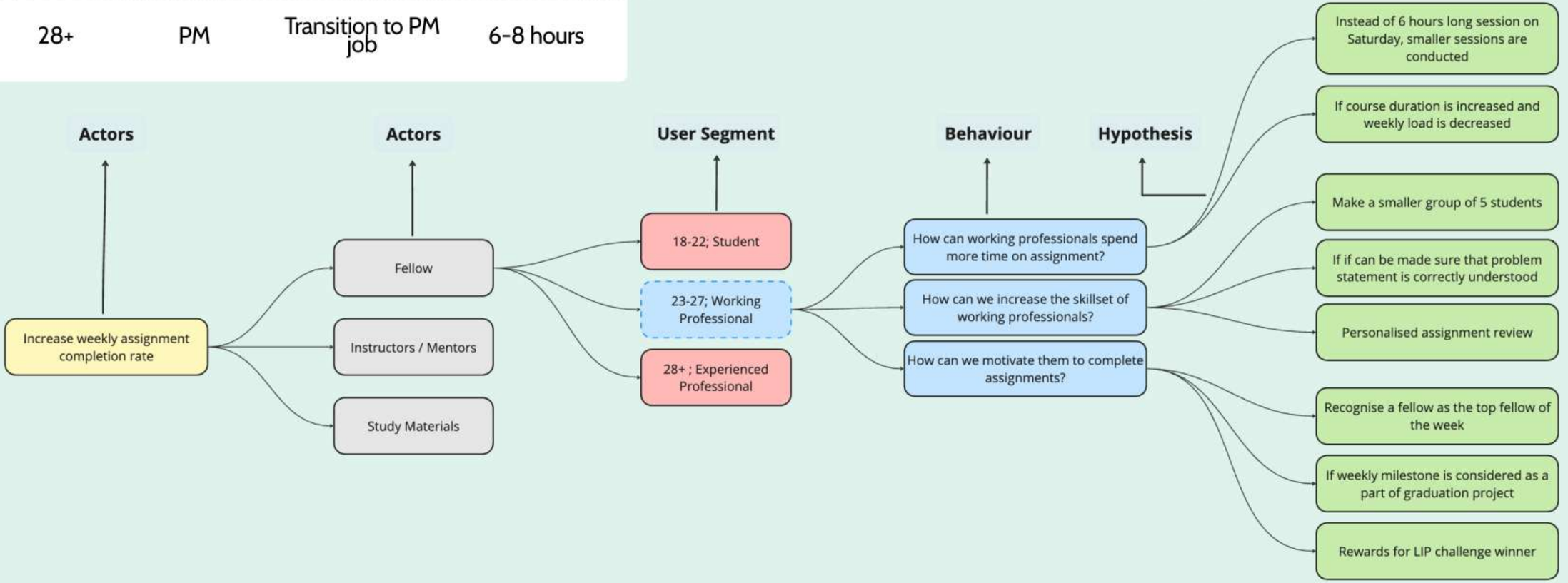
User Segmentation

User Segment	Age	Existing Occupation	Motivation	Time Commitment
Students	18-22	Fresher	To explore PM	10+ hours
Working Professionals	23-27	Non PM	Transition to PM job	8-10 hours
Experienced Professionals	28+	PM	Transition to PM job	6-8 hours

Selected User Segment

- **Demographic** : Age - 23-27
  . Occupation - Working professionals
- **Geographic** : India
- **Behavioural** : Looking to transition to PM job
- **Psychological** : Job-To-Be-Done (JTBD)
  Resources to get a PM job

Impact Mapping



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Job to Be Done (JTBD)

Hypothesis

1. 6 hours straight sessions are conducted throughout Saturday
2. Course duration is short
3. Not able to complete the study materials and live sessions/recordings

1. Unable to clarify doubts in a larger group
2. Problem statement of assignment is not understood correctly
3. No personalised feedback on assignment

1. Lack of recognition on doing the submission on time
2. Participating only for knowledge
3. Do not consider weekly milestone as a part of overall assessment

Questions

JTBD Questions

1. What was the trigger when you found NextLeap?
2. How did you get to know about NextLeap?
3. Why did you hire NextLeap for the first time?
4. What were the other options available?
5. Are you using multiple courses/resources to do the same thing?

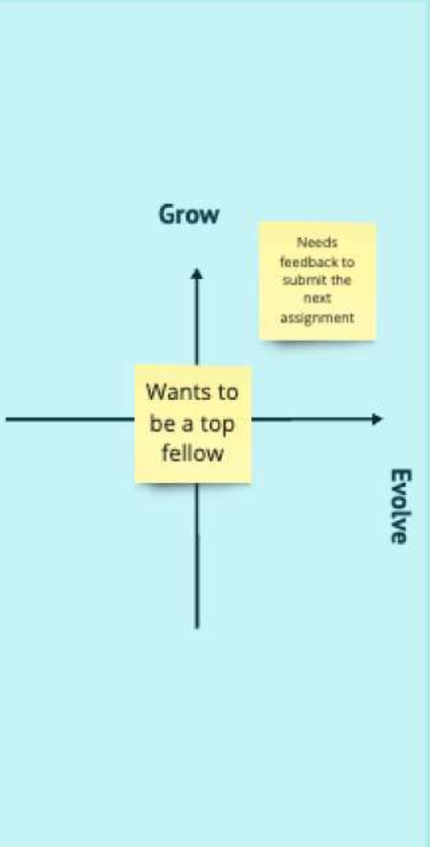
Hypothesis Questions

1. Are you comfortable in attending 6 hours of straight sessions?
2. Do you feel if the duration of the course is increased and per week commitment is reduced, will you be able to complete more submissions?
3. Are you able to complete all the study materials? If not attended the live session, do you complete the recordings?
4. How important is cohort size and networking to you?
5. Do you completely understand the problem statements for the assignment?
6. Will getting a personalised feedback on your submissions motivate you to review and do the next assignment?
7. If weekly milestone is considered a part of your graduation process, will it increase your chance of submitting assignments?

Customer Insights

Customer Jobs

Potential Matrix



MAIN JTBD

WHEN I want to complete the weekly milestone assignment **BUT I** have limited time and no assistance with my assignment **PLEASE HELP ME** get corrective measures/path **SO THAT** I can become a top fellow and get placement assistance

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User Persona

Rohit Khanna

Work	Software Engineer
Location	Bangalore
Age	26
Status	Single

Bio

Rohit works in Oracle as a software engineer. He is a product enthusiast and is looking to transition into product industry. He spends most of his time at work. During Saturday he attends NextLeap's session and on Sunday he goes out with friends

Wants & Needs

- Wants to submit NextLeap's weekly milestone on time.
- Wants to present his findings in a proper way.
- Needs to be a top fellow for the placement assistance.
- Wants to cover the reading material and live sessions before attempting the assignment
- Wants to participate in LIP challenge
- Wants to network with the other fellows

Behaviour

Motivated **Punctual**

Hard-working **Curious**

Pain Points

- Feels like the 6 hours session is so overwhelming and hectic.
- Disappointed from no personalized feedback on his weekly milestone
- Strict deadline leads in either poor submission of milestone or no submission
- Does not have the proper knowledge of tools for presentation
- Does not get adequate support from mentor
- Does not understand the approach to solve the problem

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Framing the problem

What is the true problem?

- User is not able understand the problem statement because of less clarity/lack of tools' knowledge
- There is no personalised feedback on milestones
- Strict deadlines/no follow-ups reduces motivation to submit

Who are the customers facing the problem?

Fellows who are working professional, have little knowledge of the tools, and who cannot follow the deadline because of their busy schedule.

How do we know it is a real problem?

User interviews and survey forms validated the possible hypothesis.

What is the value generated by solving this challenge?

For target customers

- Increases in chances of becoming a top fellow, thereby getting assistance in placements
- Portfolio betterment and better personal branding on LinkedIn

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Why should we solve this problem now?

Data shows the motivation of the fellows drop after 2 weeks of join which is decreasing the rate of retention

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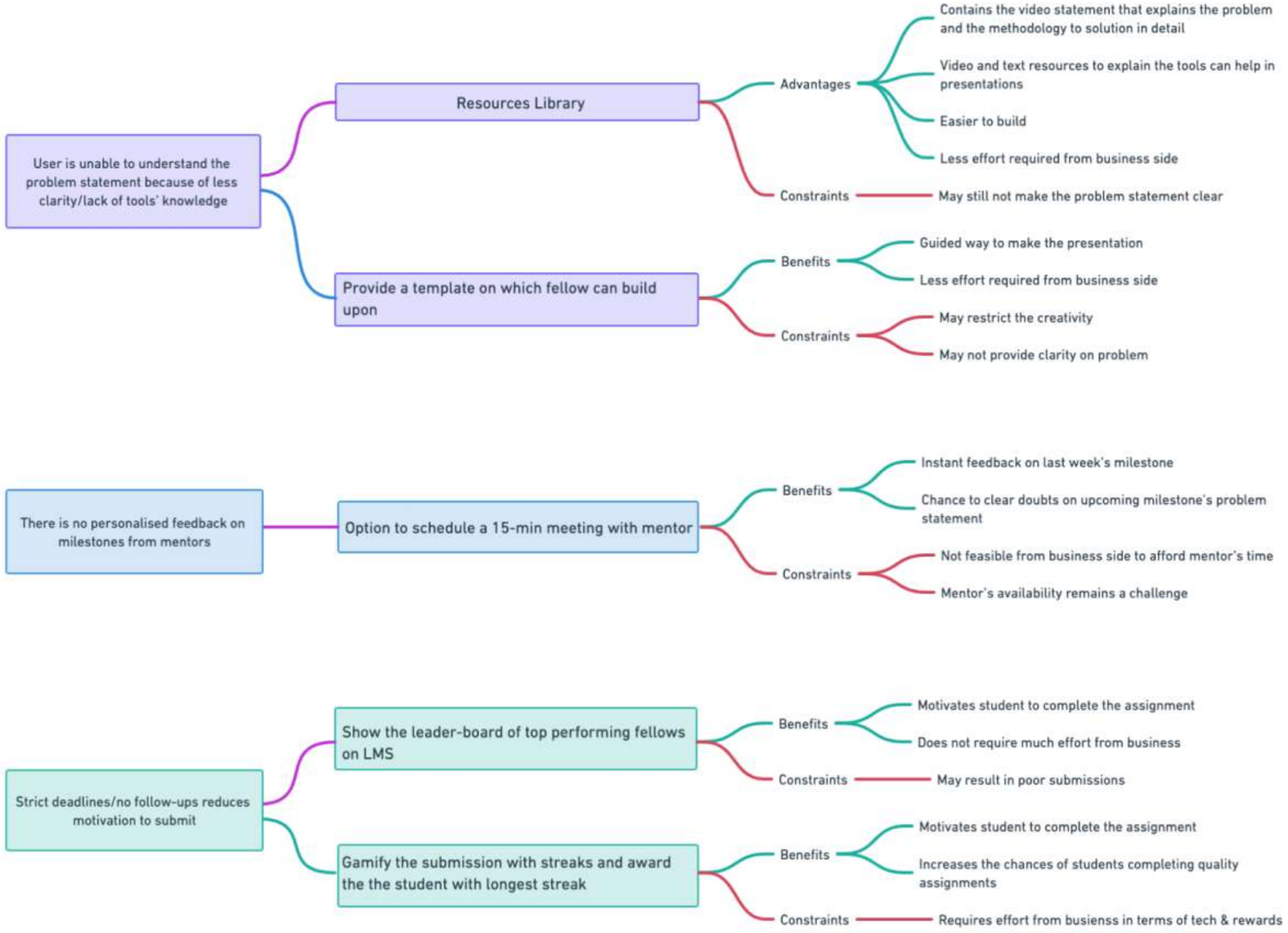
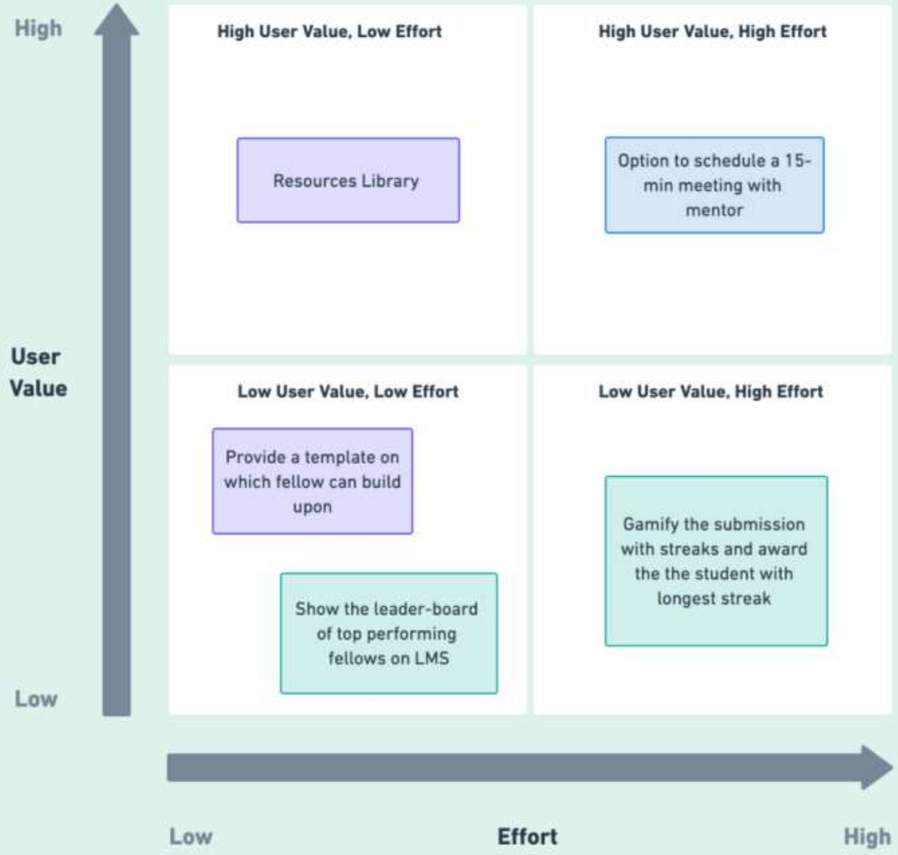
Mind-map of Solutions



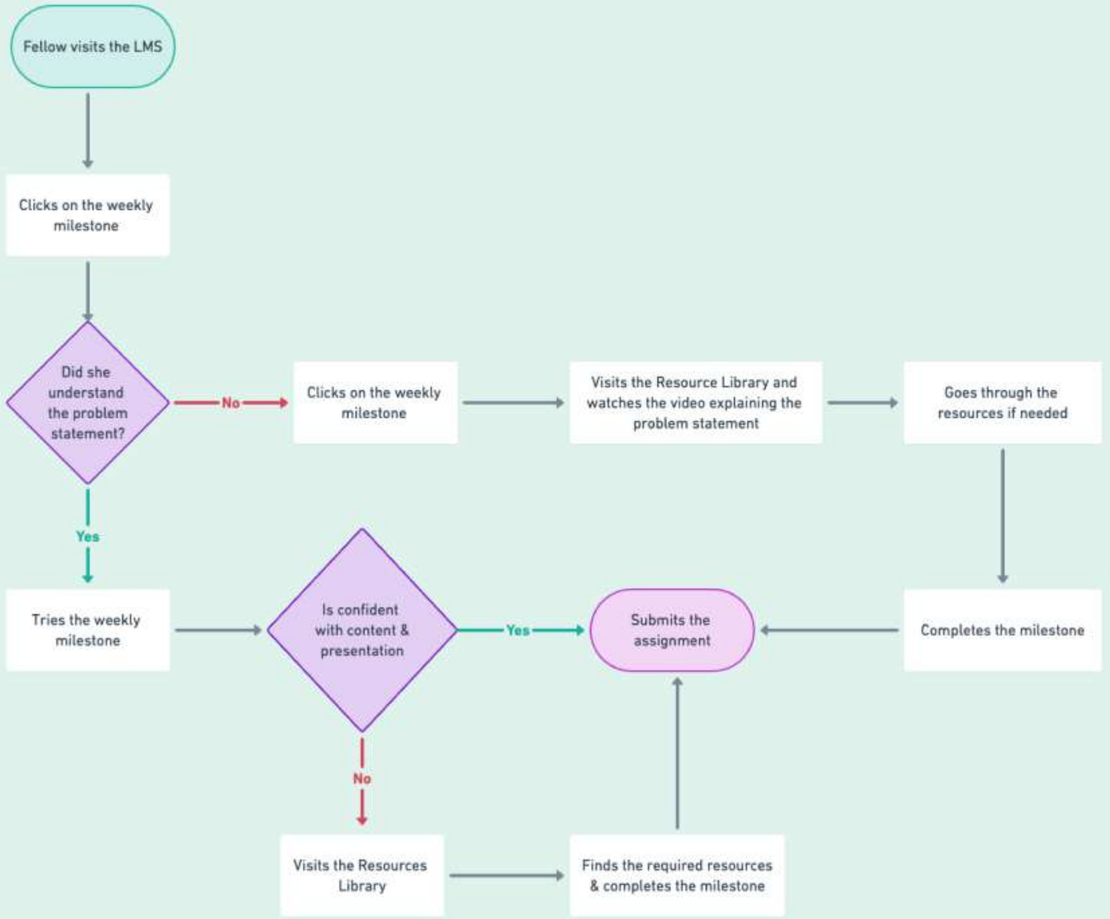
Prioritisation of solutions



What should be the prioritised solution?

Creating a **Resource Library** takes less effort and provides higher user value. Thus creating a Resources Library should be the chosen solution.

User Flow



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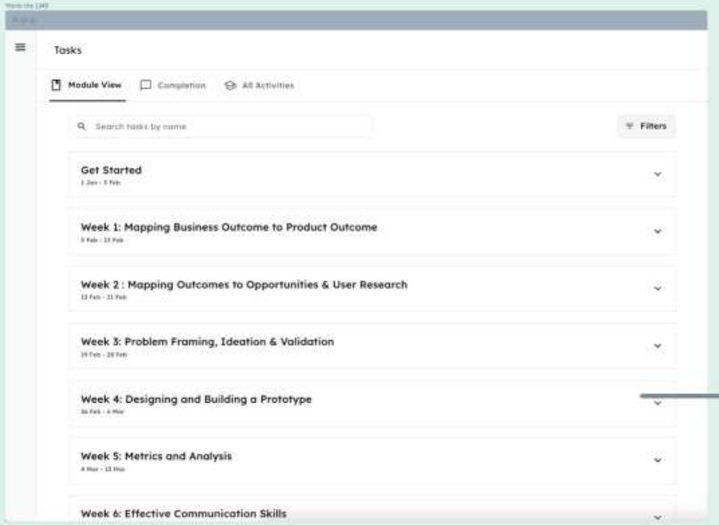
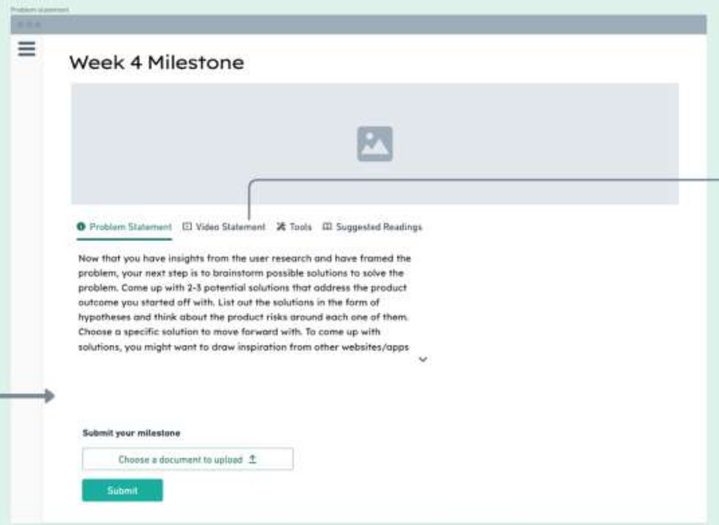
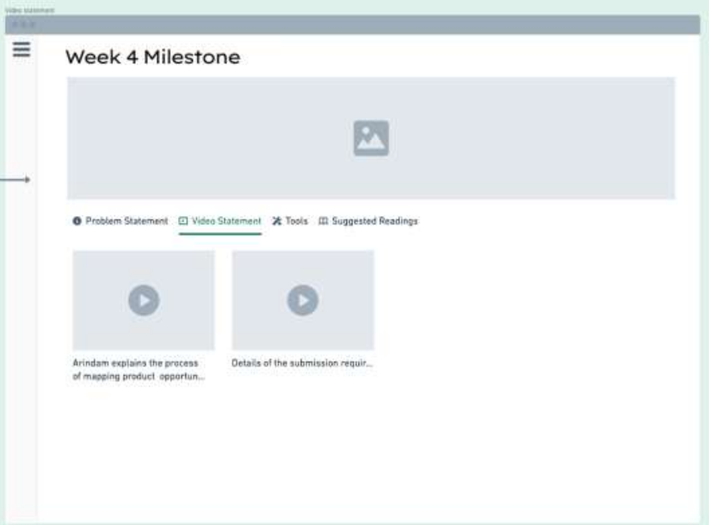
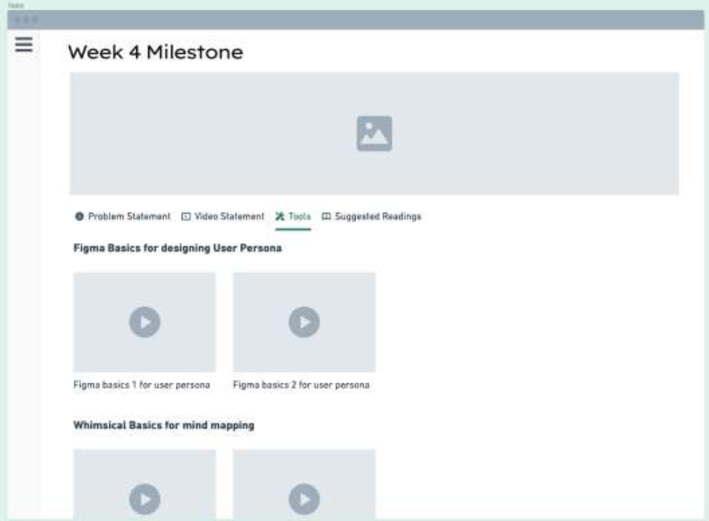
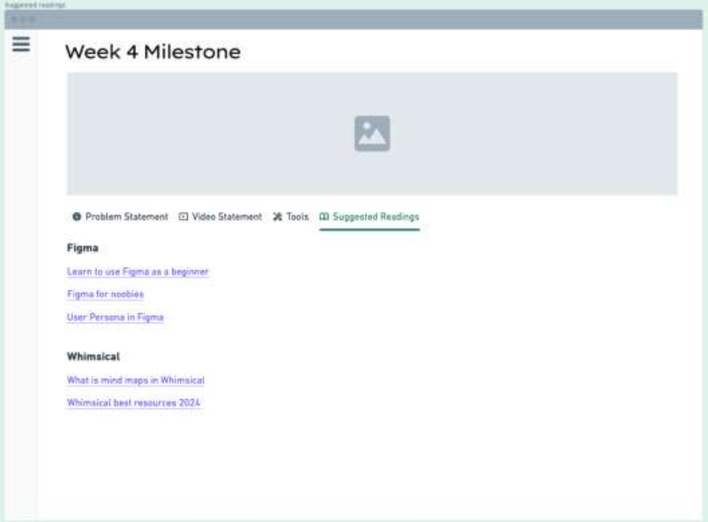
Wireframes











Link to Whimsical - https://whimsical.com/weekly-milestone-4-QvXZBkGQ7FKKs3PzXLqRCr@6HYTAunKLgTWQA43MyDMAMUCy9vx214DxydAfhr87Zhtyrw

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Metrics

Usage Metrics

- Number of fellows opening the video statement
- Number of fellows viewing the tools playlist
- Number of fellows clicking on the suggested readings

Satisfaction metrics

- **Bounce rate** = # of fellows who visited the video statement tab but bounced back
- **Lack of help** = # of fellows who did not submit the milestone & visited video statement/tools / # of fellows who visit video statement/tools

Non Functional Metrics

- Down time for the video statement
- # of broken link clicks in suggested readings

Outcome metrics

- **Conversion rate** =# of submissions by fellows who visited the video statement / # of fellows opening the video statement