2022

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MONTH 2022

RE-DESIGN FREE SESSION FLOW

PROBLEM STATEMENT

Task is to redesign the free session flow in a way that would make it easily accessible for the users without sacrificing the conversion to purchase metric.

Thought Process & Approach Taken

DESIGN THINKING & PROBLEM SOLVING PARAMETERS

JTDB- *“As a student user, i want to feel that i have a high likelihood of receiving optimal and faster tutor help”*

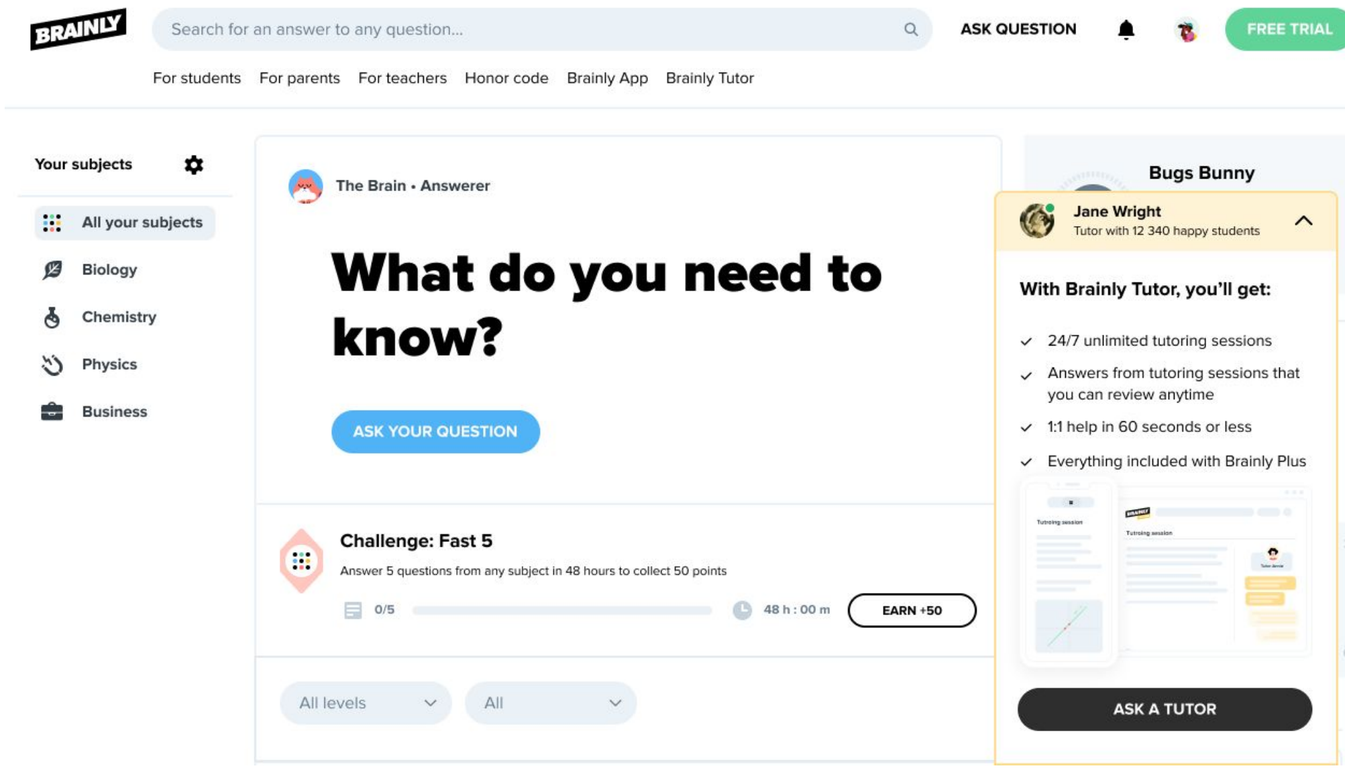
1. Heuristic analysis of the current flow
2. Considered UX Research key insights
3. Brainly Tutors Competitive Landscaping
4. UX strategy
5. How to measure success metric of the proposed solution

HEURISTIC ANALYSIS

Weak points-

1. Many CTA's led to confusion
   - ASK QUESTION
   - FREE TRIAL
   - ASK YOUR QUESTION
   - ASK A TUTOR
2. The Copy/content used isn't clear
3. Navigation flow is confusing eg-

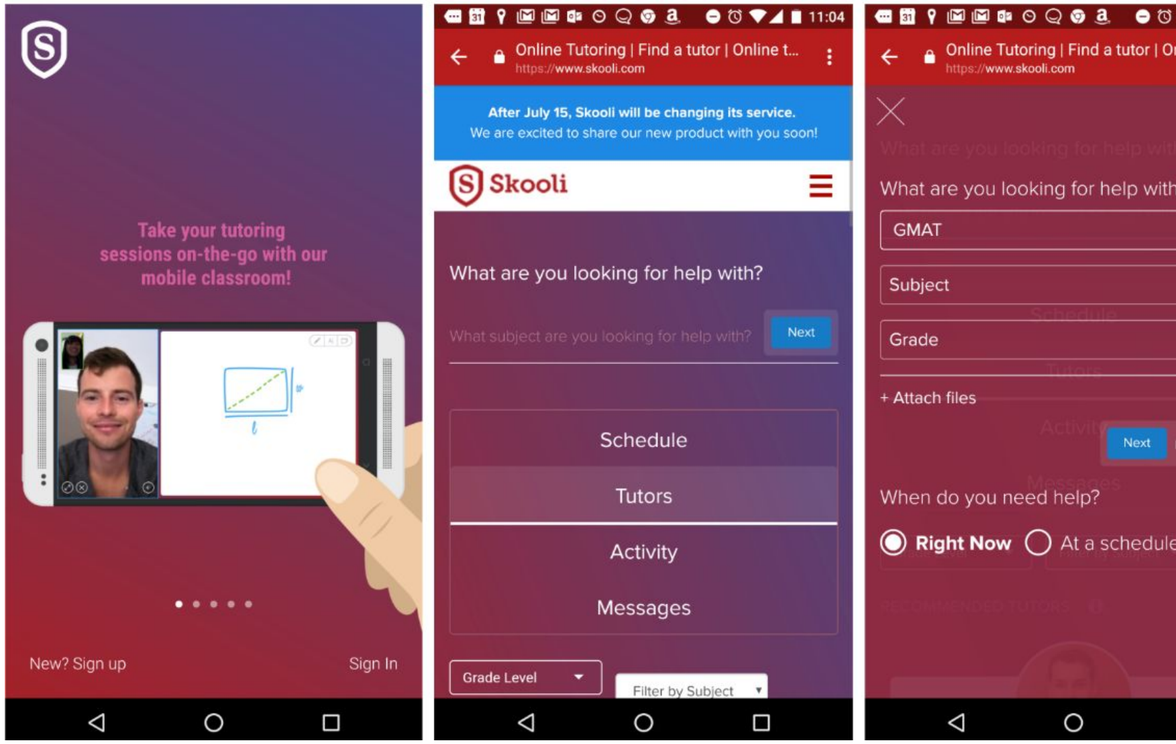
   Your subjects has settings icons> All your Subjects selected> List of subjects
4. Ask a tutor CTA in a chat bot have likely to get less clicks. Previously tested if students liked chatbots to connect with tutor. In short, they did not like chatbots. Answering questions in chatbot form felt longer than filling out a form.



COMPETITIVE LANDSCAPE

All the platforms have a requirement filter funnel followed by providing the choice of Tutor selection to match the student's subject-specific needs.

- Tutor- Select a tutor first & then ask question
- Wyzant- Select a tutor first & then ask question
- Skooli- Select a tutor first & then ask question



PROPOSED UX STRATEGY

Our students are based out of US and Indian markets. **AARRR** strategy will help Brainly Tutor in being ahead of its competitors.

A- Acquisition-To inform students about annual plan and its features upfront so that we can attract as many annual plan booking as possible.

A- Activation- Students to be provided with **Faster results**, **Trusted**, **Accurate** layered with best user experience

R- Retention- On occasions provide extended free services. Student debt has ballooned as tuition has increased, meaning students must borrow more for the same education. Since the Great Recession, federal student debt in the United States has increased 144% to $1.566 trillion in 2020, up from $642 billion in 2007

R- Referral-Let the students becomes preachers. Gaining positive reviews and promoting word of mouth. **Student trust real time comment feeds on any learning services platform**

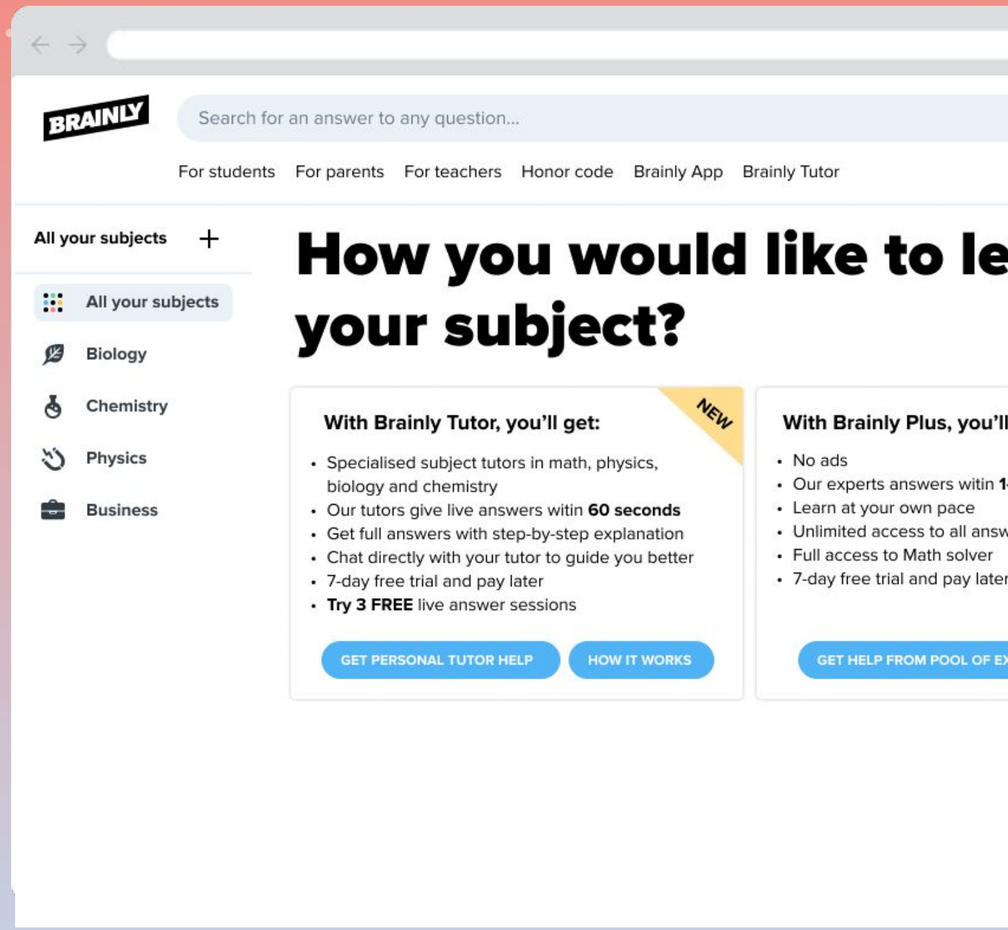
R- Revenue- Slashing pricing of the existing cost will get a leap in the market

PROPOSED UX DESIGN FLOW

- Providing student clear indications of the product qualities
- How it works video help to highlight value added propositions of the services, in support to bullet points
- Reduced number of screens and clicks to get what students want, as they are looking for fast help
- Copy/content hygiene
- [Figma link prototype here]

To measure effectiveness of the recommendations

- To use Design Sprints to see if this was a good way for the students to move fast and test new concepts within one week- Idea-Build-Launch-Learn.
- Usability test with 3 students of proposed MVP vs Current flow



THANK YOU!