

Assignment 1: Product Sense
Phase 3
Features & Prioritization

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Product: Udemy

In the previous phases of this assignment, we conducted an in-depth analysis of **Udemy's marketplace model** and identified a critical breakdown in the "Completion Loop". Through research involving 33 survey responses and targeted user interviews, we validated a significant **"Recognition Gap"**—a core problem in which 61% of users, particularly career-switchers, fail to complete courses because they perceive the final certificates as having low industry value and professional "market currency". While users value the platform's low cost and vast library, the lack of external credibility for its credentials often makes the high effort required for long-form content feel unrewarded.

The goal of **Phase 3** is to transition from understanding this problem to designing and prioritizing high-impact solutions. We plan to achieve this by:

- **Brainstorming** a wide range of quality solutions to bridge the gap between learner effort and professional recognition.
- **Prioritizing** these ideas using a structured framework to focus on the most viable features.
- **Visualizing** the user experience through wireframes and defining clear success metrics to measure impact.
- **Creating a Product Requirements Document (PRD)** to communicate exactly what should be built to improve long-term user retention and engagement.

STEP 1: Brainstorm Solutions

We need to solve why people quit. The root cause is that the effort (**long videos**) outweighs the perceived reward (**the certificate**).

Solution	Description	Assumption	Category
University "Verified" Track	A premier tier where Udemy partners with institutions like IIT or MIT to co-sign certificates.	Users Value the University Logo more than the Udemy logo.	High Confidence
LinkedIn Auto Verification	An API Integration that pushes "Verified Skills" to a profile with credential ID.	Social proof is a primary motivator for completion.	High Confidence
Job Ready Specializations	Bundling 3-5 courses into a "Micro degree path" with a final exam.	Users want a structured path rather than random videos.	High Confidence

Skill Testing Quizzes	Disabling the “skip” button and requiring 80% on quizzes to unlock the next chapter.	Artificial hardness makes the final certificate feel “earned”.	Medium Confidence
Recruiter Access Portal	A dashboard where employers can search for top-performing students by their specific quiz scores.	Transparency in performance creates “trust” in hiring.	Low Confidence.

STEP 2: Prioritization (RICE FRAMEWORK)

Solution	Reach	Impact	Confidence	Effort	RICE Score	Rank
LinkedIn Sync	3	2	3	1	18.0	1
University Verified Track	2	3	3	3	6.0	2
Job-Ready Bundles	2	3	2	2	6.0	3

- **Reach:** I assigned **LinkedIn Sync** a **3** because students finishing a course have a LinkedIn profile and want to share their success. I assigned **University Track** a **2** because only users willing to pay extra for a "premium" certificate would use it.
- **Impact:** **University Track** gets a **3** because it directly fixes our biggest weakness—**Brand Trust** (rated low at 2.93/5 by users).
- **Confidence:** We are **100% confident (3)** in these scores because our user interviews with **Rolly and Anikait** explicitly said they want certificates that recruiters respect.
- **Effort:** **LinkedIn Sync** is a **1** because most of the code (APIs) already exists; it’s just a "Share" button. **University Track** is a **3** because Udemy’s legal team has to sign contracts with real universities, which takes months.

STEP 3: Wireframe Flows & Design Intent

1. The “Prestige Toggle” (University Track)

The Flow: On the course landing page, next to the price Users see two options: Standard (price) or University Verified (price).

The UX Intent: This uses **anchoring**. By showing the higher-value option right away, we show that this course is not just a cheap video. It feels like a real path to a professional qualification.

For example, This is how a Standard Udemy Landing Page looks for a random course:

The screenshot shows a standard Udemy course landing page. The header includes the Udemy logo, navigation links (Explore, Subscribe), a search bar, and user links (Udemy Business, Teach on Udemy, My learning). The course title is "AI Product Manager Bootcamp" with a subtitle "10x your PM output—Build, Test, and Ship real Products using ChatGPT, Lovable, and Claude Code." It has a 4.3-star rating from 61 ratings and 1,231 students. The creator is Gary Schroeder, and it was last updated 1/2026. The "What you'll learn" section lists six bullet points. The "Explore related topics" section shows "Industry" and "Business" tags. The "Course content" section shows 11 sections, 43 lectures, and a 2h 57m total length. The right sidebar features a video player, a price of \$13.99 (30% off from \$19.99), an "Add to cart" button, a "Proceed with escrow" button, and a list of course inclusions: 4 hours on-demand video, 1 article, 6 downloadable resources, access on mobile and TV, full lifetime access, closed captions, and a certificate of completion. There are also links to share, gift the course, and apply a coupon.

After adding the Prestige Toggle, this would appear as:

This screenshot shows the same Udemy course landing page but with a "Prestige Toggle" added. The layout is identical to the first screenshot, but the right sidebar now includes a "Standard (\$13.99)" button and a new "University Verified (\$39.99)" button. The "University Verified" button is highlighted with a yellow glow and includes a shield icon and a "Certificate of completion" link. The "Add to cart" button is still present but is no longer the primary focus. The rest of the page content remains unchanged.

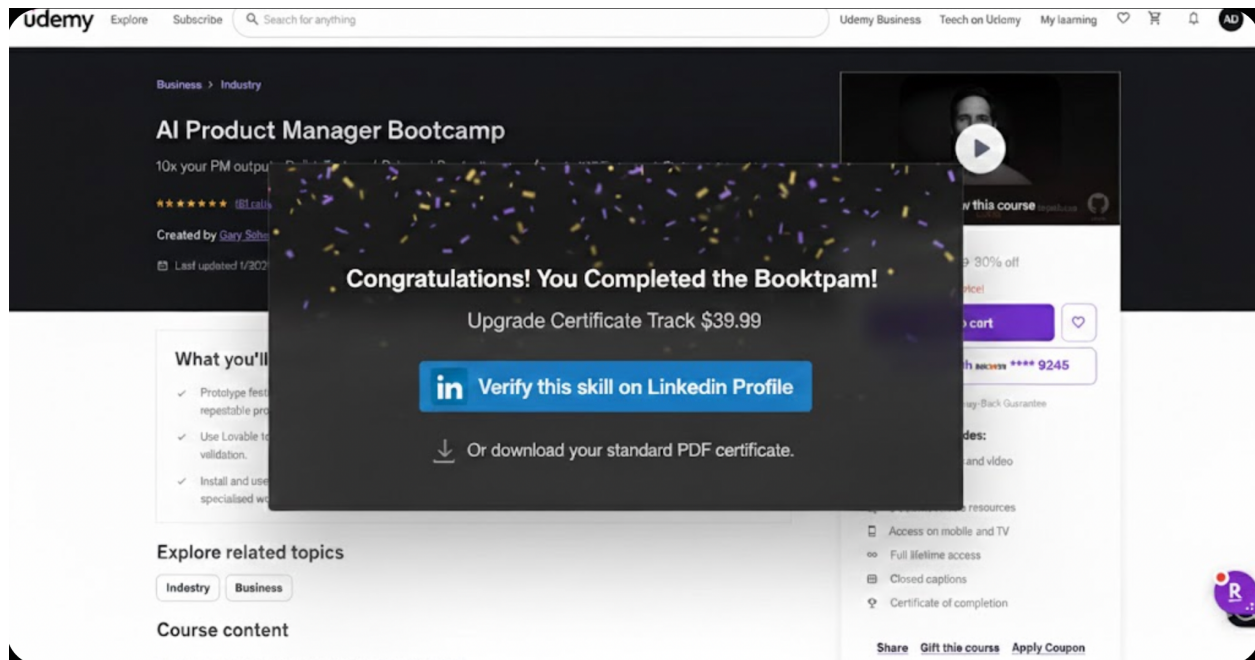
2. The “Verified Sync” (LinkedIn API)

The Flow:

When the user finishes the course (100% complete), a confetti animation appears. A button shows: “**Verify this skill on LinkedIn.**”

The UX Intent:

This gives **immediate gratification**. The user feels rewarded as soon as they finish. This positive feeling encourages them to start another course.



STEP 4: SUCCESS METRICS (The Score Card)

Metric Type	Metric Name	Definition	Why it Matters?
Key Metric	Completion Rate (Verified)	% of Users who finish 100% of a verified course	If this goes up, that will mean that “Prestige” is a motivator.
Secondary	LinkedIn Share Rate	% of graduates who sync their certificates to LinkedIn	Measures if Users are “Proud” of the credential.
Guardrail	Refund Rate	% of users asking for money back on premium tracks.	Ensures the university content isn’t too hard or boring.

Key Highlights:

- The **Completion Rate** is our main goal (our “North Star”) because our biggest problem P0) was that **61% of users were quitting**.
- The **Guardrail metric** is also important. If we make courses too difficult just to increase prestige, we might push users away. That would hurt the product and count as a failure.

STEP 5: Pitfalls & Mitigations (The "Safety Net")

- **Pitfall:** Recruiters might still ignore the logo if they don't know the partnership.

Mitigation: We will launch a "Recruiter Verification Portal" where they can enter a Certificate ID to see the student's actual test scores.

- **Pitfall:** Instructors might feel "left out" if Universities take the credit.

Mitigation: We will allow top-tier instructors to be "Co-Authors" with the University, boosting their personal brand.