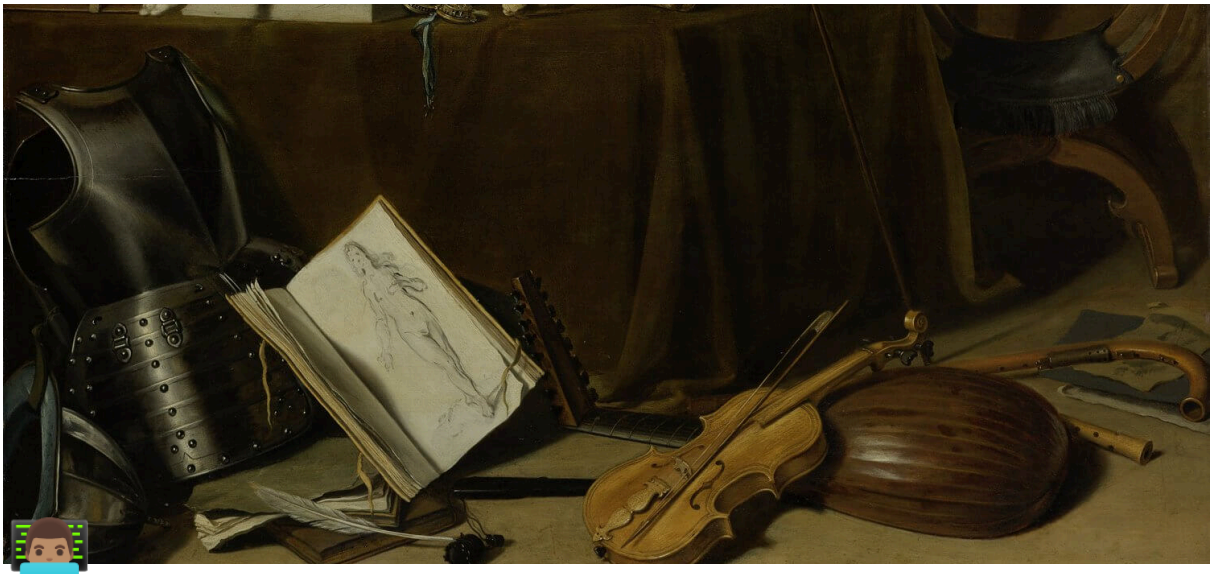


Assignment 1 Phase 3: Features, Prioritization + PRD

Step 1: Brainstorm Solutions (Diverge)

P0 Problem Statement: Professional users are abandoning Trailhead because the hands-on experience focuses on 'Happy Path' tutorials that don't replicate real-world job complexities. This lack of iterative, mistake-driven learning makes the platform feel disconnected from their actual work and provides no guidance when they deviate from the rigid instructions.

Solution	Short Description	Key Assumption	Category
Broken Org Challenges	Instead of having a user go through the hands on experience step by step, we can also introduce broken org challenges where a specific feature is intentionally misconfigured. User must debug it to pass.	Learning is more effective when you have to reverse-engineer a failure.	**Low Confidence**
AI-Powered Contextual Hints	An AI assistant provides real-time, context-specific feedback and suggestions when a user deviates from the expected path.	Users need immediate, intelligent guidance when they go off-script, not just a pass/fail.	**Low Confidence**
AI-Powered Learning Journeys based on real time learning requirements	Users inputs what he is trying to learn and AI designed a learning journey. For example, when user enters 'I want to set up data validation', the AI provides specific units that provides just in time information.	Trailhead has the capability to also say it does not have content available for a specific job to be done and click here to raise a request to the Trailhead team.	High Confidence
Solution Driven Hands on Experience	The Help site for a cloud provides technical documentation, grouped based on jobs to be done. For example, Turn Opportunities into Deals, Increase Productivity with Sales Cloud Einstein, etc. Instead of	The team has the time and resources to build this.	**Moonshot**

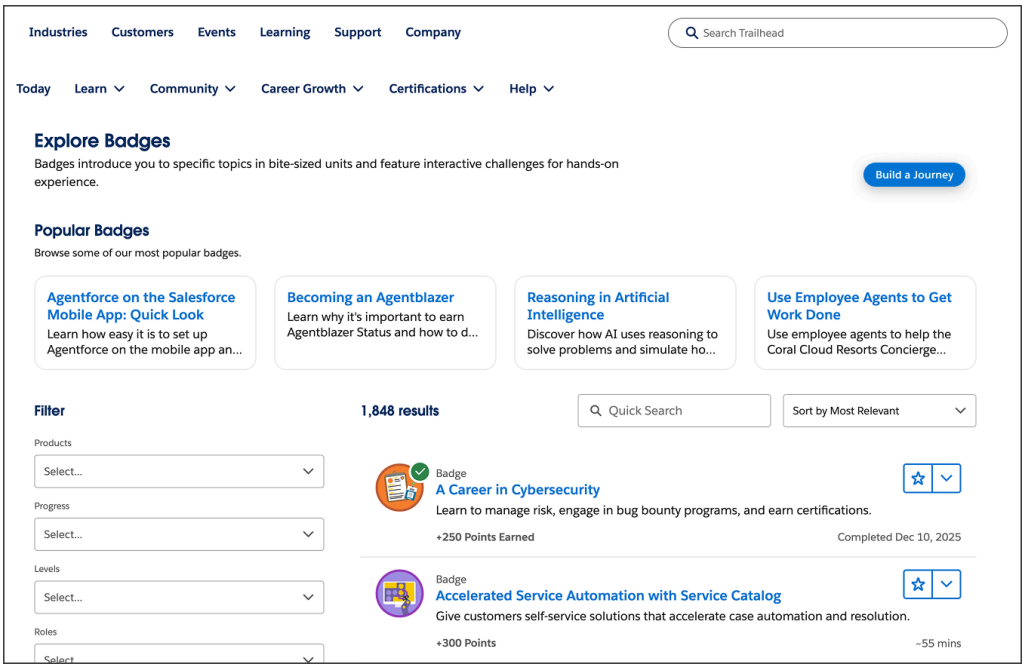
Solution	Short Description	Key Assumption	Category
	creating feature level hands on experience, create solution driven ones that cover multiple features.		

Step 2: Prioritize Smartly (From Possibility to Focus)

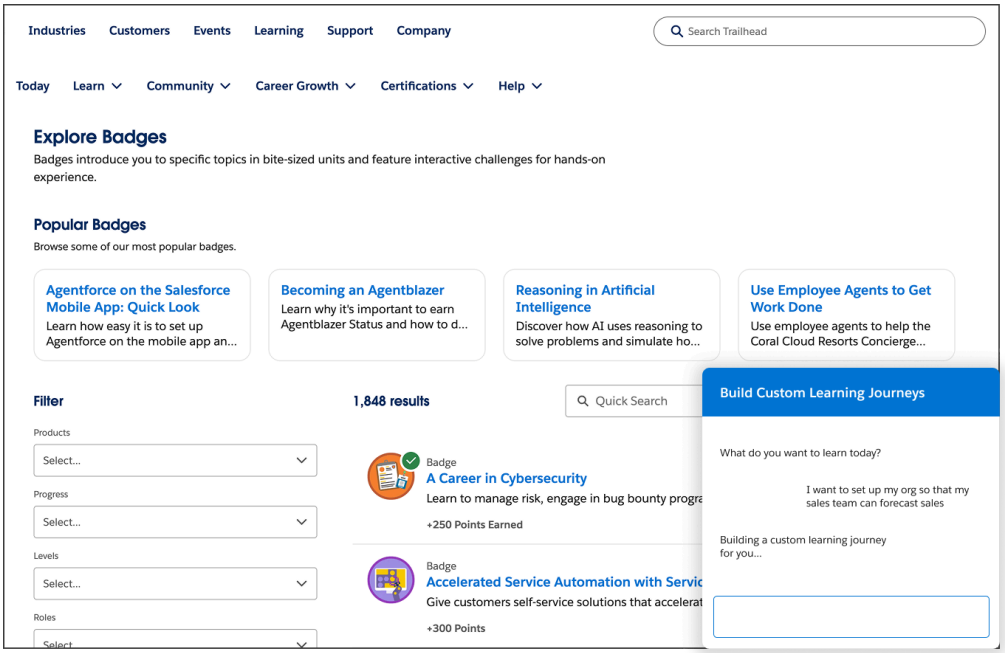
Solution	Reach	Impact	Confidence	Effort	RICE Score
Broken Org Challenges	2	1	2	3	1.33
AI-Powered Contextual Hints	2	2	3	3	4.00
AI-Powered Learning Journeys based on real time learning requirements	3	3	3	3	9.00
Solution Driven Hands on Experience	2	3	1	3	2.00

Step 3: Wireframe Your Top Ideas

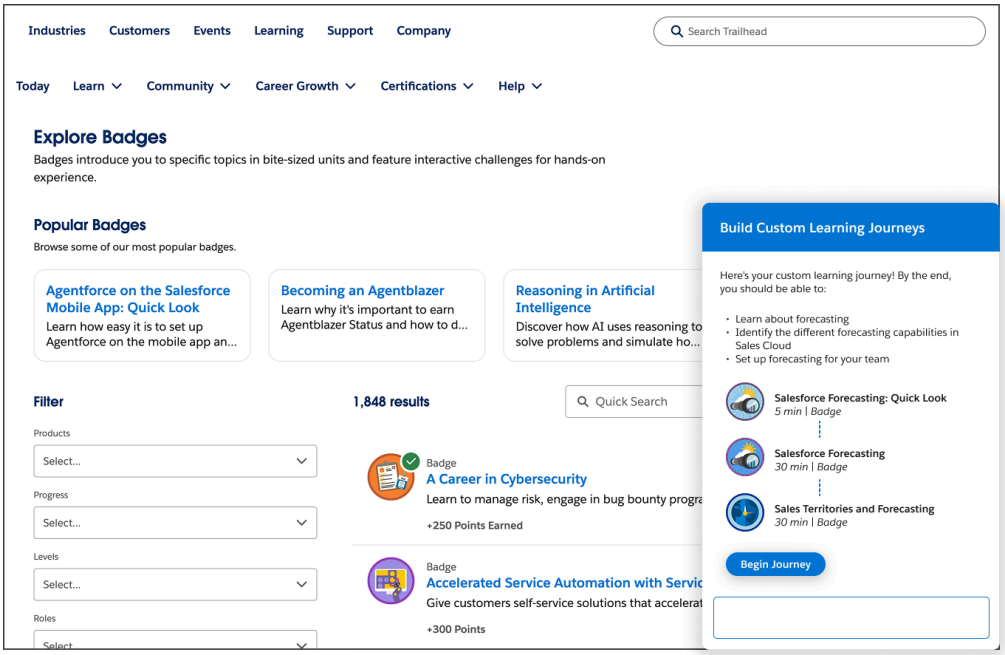
Step 1: User accesses Trailhead and clicks the button to create a new custom learning journey.



Step 2: It opens up a conversation window where the user provides his precise requirements.



Step 3: The AI tool reviews the request and generates a custom learning journey for the user based on the learning objectives he has.



Note:

- The AI model should only provide relevant badges and not a long list of recommended badges
- If nothing is available, an option should be present to formally request the badge to the Trailhead team.

STEP 4: Define Success Metrics

Metric Type	Metric Name	Definition	Why it matters
Key Metric	**Journey Completion Rate**	% of users who complete all badges in their AI-generated	Directly measures if the curated path was relevant and achievable enough to finish.

Metric Type	Metric Name	Definition	Why it matters
		journey within 14 days.	
Secondary Metric	**Goal-to-Start Conversion**	% of users who click "Begin Journey" after receiving their AI results.	Indicates if the AI's initial selection of badges matched the user's expectations/intent.
Secondary Metric	**Time-to-Learning**	Average time elapsed from clicking "Build a Journey" to starting the first unit.	Measures the efficiency of the AI compared to manual searching and filtering.
Guardrail Metric	**"Request a Badge" Rate**	% of queries that result in "No exact match found" and a formal request.	Ensures the AI isn't being used as a substitute for a broken search or that content gaps aren't frustrating users.

STEP 5: Identify Pitfalls & Mitigations

Assumption at Risk	Failure Mode	Impact	Likelihood	Mitigation (Practical)	Detection Signal (Metric)	Containment / Rollback
AI correctly maps intent to technical features	AI suggests Sales Reports when user specifically needs Forecasting config	High	Medium	Implement a Keyword Verification layer that double-checks AI output against a pre-set product taxonomy.	High bounce rate from the Journey Preview screen.	Add a Not what you're looking for?" button to trigger a manual search.
A 3-badge list is sufficient for complex goals	User feels the path is too shallow and doesn't actually solve the Sales Forecasting goal	Medium	Medium	Include a See Related Modules expandable section below the 3-step path for those who want more depth.	Low Goal Achievement sentiment in post-journey surveys.	Dynamically increase the path length to 5 badges if the goal is flagged as Advanced.
Users provide enough context in the chat	User types Sales(too vague) and gets a generic, unhelpful journey	Medium	High	Use Placeholder text" in the input box and 3 Prompt Starters (for exmaple, I want to automate...) to guide input quality.	High rate of users restarting the journey builder immediately.	Prompt the user with a clarifying question: Which part of Sales? (e.g., Leads, Forecasting, or Invoicing)?