

Phase 3: Assignment 1

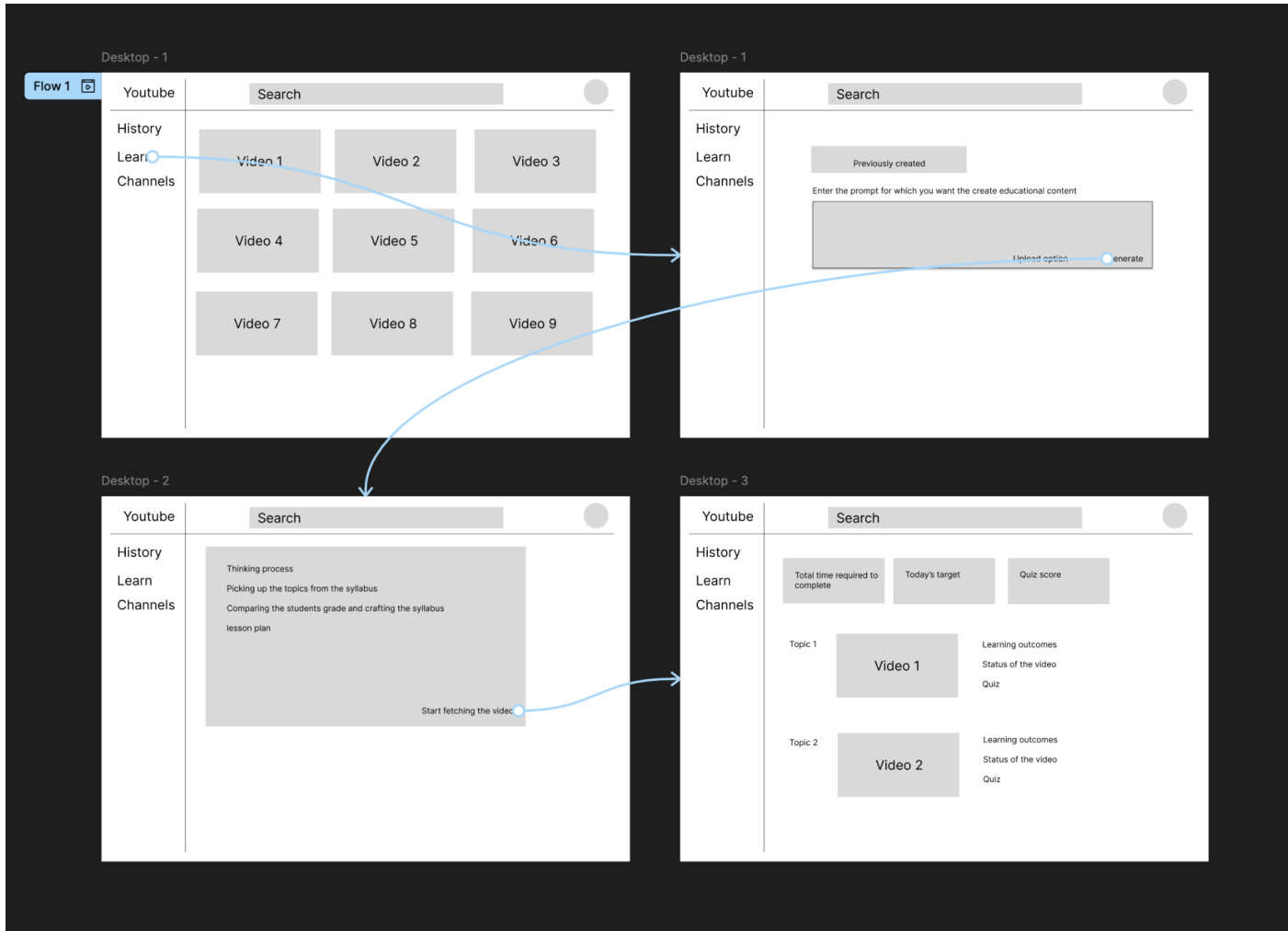
Possible solutions

- Provide a dedicated LMS option for students to study
- Provide agentic platform with LMS so that students study journey becomes easier
- Provide agentic platform so that students study journey becomes easier
- Providing AI option within the video to go dig deeper
- Allow integration with different platforms to verify the content and understand if the content is latest

Prioritization

	Reach	Impact	Confidence	Effort	Sum
Provide a dedicated LMS option for students to study	★★★★★	★☆☆☆☆	★★★★☆☆	★☆☆☆☆	10
Provide agentic platform with LMS so that students study journey becomes easier	★★★★★	★★★★★	★★★★☆☆	★★★★★	18
Provide agentic platform so that students study journey becomes easier	★★★★☆☆	★☆☆☆☆	★★★★☆☆	★★★★☆☆	10
Providing AI option within the video to go dig deeper	★★★★★	★★★★★	★★★★☆☆	★★★★☆☆	16
Allow integration with different platforms to verify the content and understand if the content is latest	★☆☆☆☆	★☆☆☆☆	★★★★☆☆	★★★★★	10

Based on the assessment using RICE framework the best selected option would be **Provide agentic platform with LMS so that students study journey becomes easier**



AGENTIC LMS IN YOUTUBE

Title	Agentic LMS in Youtube
Date & Version	22-Feb-2026
Product POC	Rahul Raveendran
Design POC	
Tech POC	
Marketing POC	

1. Executive Summary

YouTube is a primary destination for educational content, yet it lacks a structured environment, leading to distractions and fragmented learning. This project aims to integrate an **Agentic Learning Management System (LMS)** within YouTube to provide students with a focused, AI-driven, and structured educational journey.

2. Market Context & Problem Statement

2.1 Current Landscape

YouTube serves diverse segments, including consumers (18+ and Kids), content creators, and corporate advertisers. While it excels at video delivery, it faces competition from OTT platforms (focused on paid series/movies) and short-form platforms like Instagram.

2.2 Problem Hypothesis (P0)

- **The Issue:** Learners struggle with an "unstructured format" where educational content is mixed with entertainment, and recommendations often derail focus.
- **The Goal:** Transition YouTube from a passive video repository to an active, structured learning environment.

3. Solution Overview

Based on a RICE framework evaluation, the selected solution is to **Provide an Agentic Platform with LMS**.

- **Core Value Proposition:** To provide a dedicated "Study Time" mode that uses AI agents to generate lessons, quizzes, and deep-dive clarifications.

4. User Personas & Journey Mapping

4.1 Target Segment: The Student

- **Need:** Structured learning without the "rabbit hole" of random video suggestions.

4.2 Proposed User Journey

1. **Entry:** User selects "Study Time" from the YouTube left-hand menu.
2. **Creation:** User uses the **Agentic Menu** to create a structured lesson plan.
3. **Consumption:** User opens saved lessons and begins watching.
4. **Interaction:** * **Quizzes:** Every 30 seconds (or custom frequency), the system triggers a quiz to assess understanding.
 - **Deep Dives:** User selects "Dig Deeper" on a video; the AI agent generates responses based on the student's specific comprehension level.
5. **Loop:** Clarify doubts → Watch → Assess → Repeat.

5. Feature Requirements

Feature	Description	Priority
Agentic Lesson Creator	AI-driven tool to group existing YouTube videos into a cohesive curriculum.	High
Study Mode UI	A distraction-free interface (removing random suggestions).	High
Automated Assessment	AI-generated quizzes triggered during video playback.	Medium
Interactive Doubts Agent	A "mimic the teacher" chat interface to clarify specific video segments.	Medium

6. Business Impact & Success Metrics

6.1 Impact on Stakeholders

- **For YouTube:** Acquires students seeking structured learning and opens new revenue streams via "Platform Subscriptions" and targeted educational ads.
- **For Creators:** Higher reviews and engagement as their content is used in a more meaningful, high-retention context.

6.2 Success Metrics

- **Retention:** Increase in daily active users (DAU) within the "Study Time" segment.
- **Engagement:** Number of lessons completed and quiz pass rates.
- **Monetization:** Conversion rate for the LMS-specific subscription tier.

7. Competitive Analysis & Reverse Engineering

7.1 Competitive Advantage

Unlike traditional OTT platforms or general video streamers (Vimeo, KM Player), YouTube has the world's largest library of educational content. The LMS adds the "order" that these competitors lack.

7.2 Learning from Existing Features

- **Subscriptions:** Proved that users want to stay connected to specific creators.
- **Comments:** Proved the need for a community/feedback loop, which the Agentic LMS will evolve into a teacher-student dialogue.