



CRYPTO ACADEMY

PMDojo Core Track Week 3 | Idea
Validation



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Identifying the Problem

Investors find it challenging to decide whether or not to invest in cryptocurrency and risk making investment choices with no knowledge on the subject. This makes them second guess whether or not they should invest. Most are unsure of where to begin and have not thought about it





Our User Research Shows Us That There Is An Interest In Subject But Very Little Knowledge

1. Is there an interest in cryptocurrency?

- 100% have heard of crypto
- 50% currently invest in crypto
- 5.6% are planning to invest in the future, 33% are hesitant , 44% have not thought about it but are open to it

2. Do potential investors have knowledge on the subject?

- 50% of those who invest have learned about some aspect of crypto before investing, while 50% have not learned about it before investing
- 44% use traditional media and unstructured websites , 38.9% use word of mouth , 11.1% have used social media



3. Is knowledge necessary before investing?

- 50% of those who invest or plan to invest prefer to learn about it before investing
- 11.1% are currently using some form of structure through short courses like udemy but for specific topics

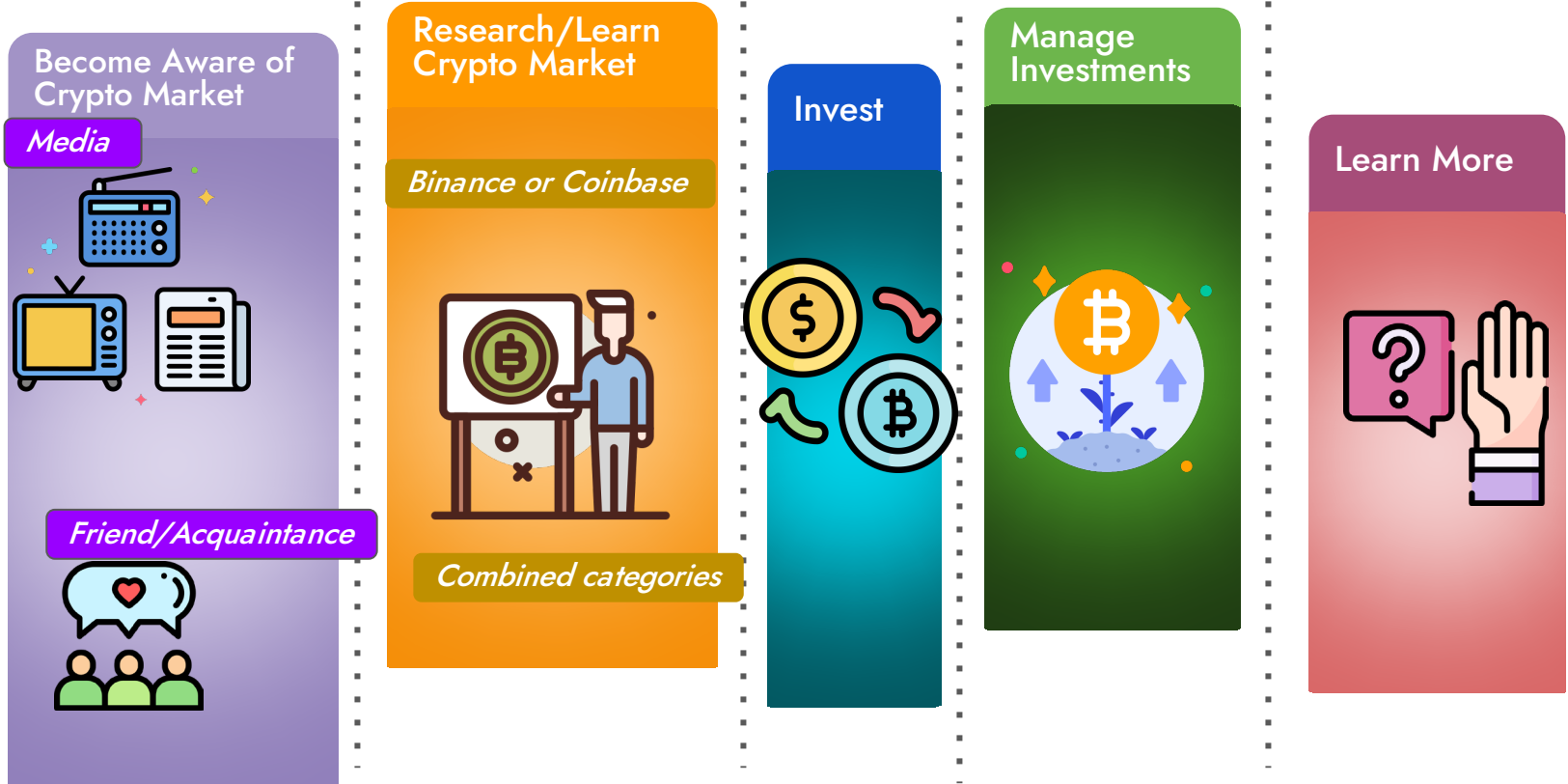
4. Why are they hesitant to invest?

- 15.7% who plan to invest need more information
- 11.1% are unsure of where to begin
- 5.6% are worried about risk
- The majority 61.1% have not thought about the idea of investing in crypto





Our Customer Journey Identified Several Key Pain Points





Full Circle - Connecting the Dots

- Investors find it challenging to decide whether or not to invest in cryptocurrency because of lack of knowledge.
- Investors are more interested in structured knowledge. While some still pursue learning through unstructured vehicles.
- Potential investors are aware of crypto and believe knowledge is necessary.
- Some potential investors are untrusting of the volatile market.





Big Learnings and Unlearnings

- We need better ways to get end users to engage with our surveys and interviews
- Practice interpreting surveys; Excel auto analyze tools are great
- Research interviewing requires a lot of discipline in managing the dialogue and not influencing it by staying objective





Q&A

Got Questions?

