



CRYPTO ACADEMY

PMDojo Core Track Week 8 | Product Launch Part 1

Crypto Academy Team

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Identifying the Problem

Young Genz and Millennial investors find it challenging to decide whether or not to invest in cryptocurrency and risk making uninformed decisions when deciding to invest. This makes them feel uncertain about where to begin if at all.





Gen-Z And Millennial Users Will Be Able To Find The Best Information Through Our Search & Review Solution



Gen-Z

Meet Jacob , he is a young gen z who is early in his career. He is looking for new and cool ways to grow his investments with the bit of income he has and is forward thinking and he loves the idea of decentralization. He prefers taking most of his decision making away from centralized locations , including banks or any specific entity.



Millennial

Meet Pam, she is a millennial with a thriving career. She is tech savvy and looks for ways technology can improve her life and is an early adopter and innovator of tech. She has some experience with crypto but is looking for value added buys and ways to navigate the complicated world of crypto



Solution

We will help users find the location of the best information through our search and review solution

Users will be able to:

- Find the best information through search capabilities in a single location
- Find the best information by being able to navigate to the location of their course of choice
- Submit, view, edit or delete a rating for a course
- Submit, view, edit or delete a review for a course

In the future users will be able to:

- Register more courses
- Sign up to platform
- Search and navigate courses easier



Our Early Stages Goal Is To Provide A Platform For Users To Search, Rate, Review, View & Navigate Courses On The Subject



Search for Information On The Subject

Allow users to search for the best courses based on their needs . This will be used by users to find the best information on the subject



Rate And Review Courses On The Subject

Allow users to rate and review courses based on their experiences of the course of interest. This will be used by future users to find the best information on the subject



View Ratings On Courses On The Subject

Allow users to view course ratings and reviews for a set number of courses initially and allow them to make a decision on what the best information is and where to find it from a single platform



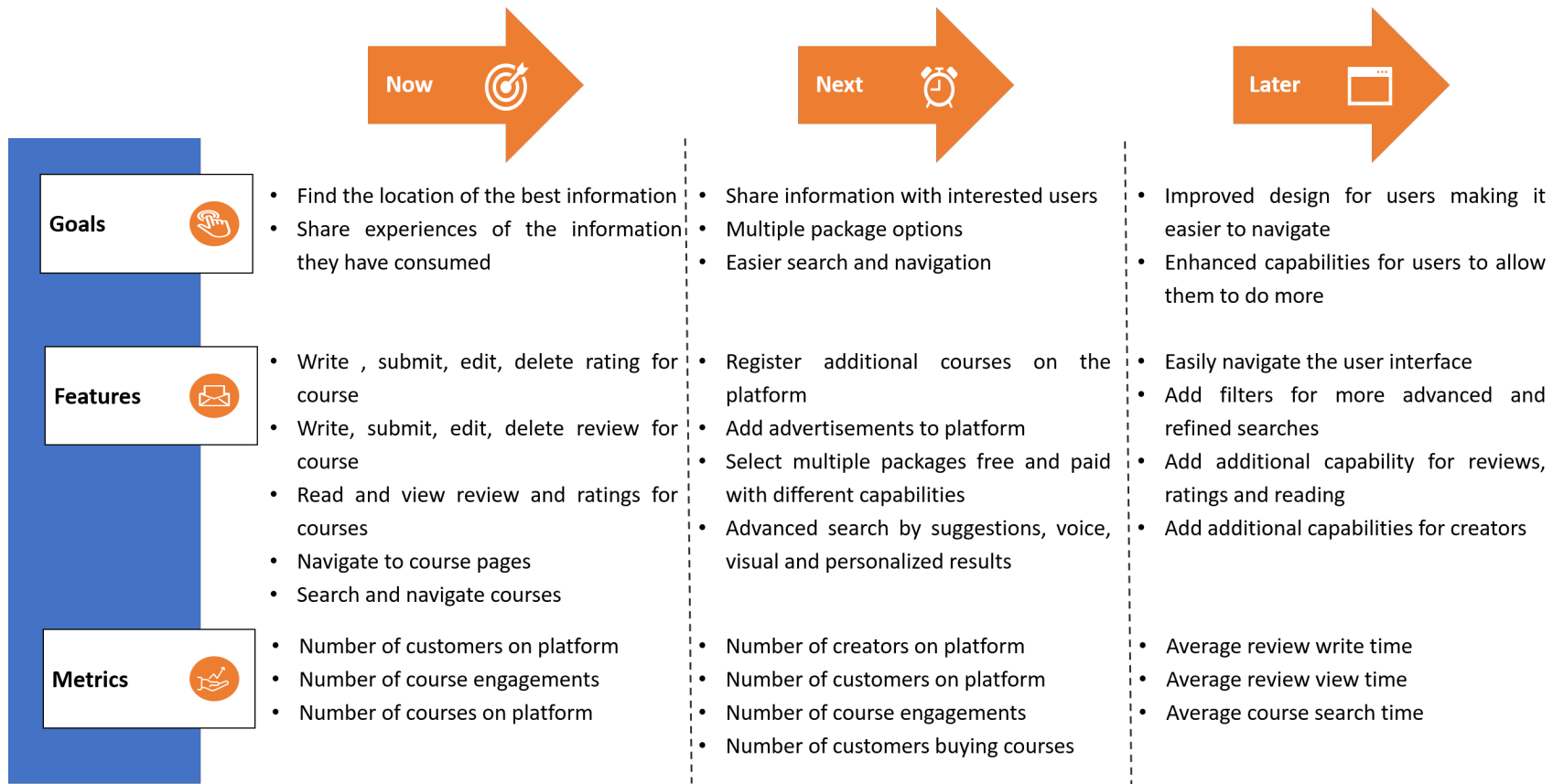
North Star

B2C: # of course creators on
platform

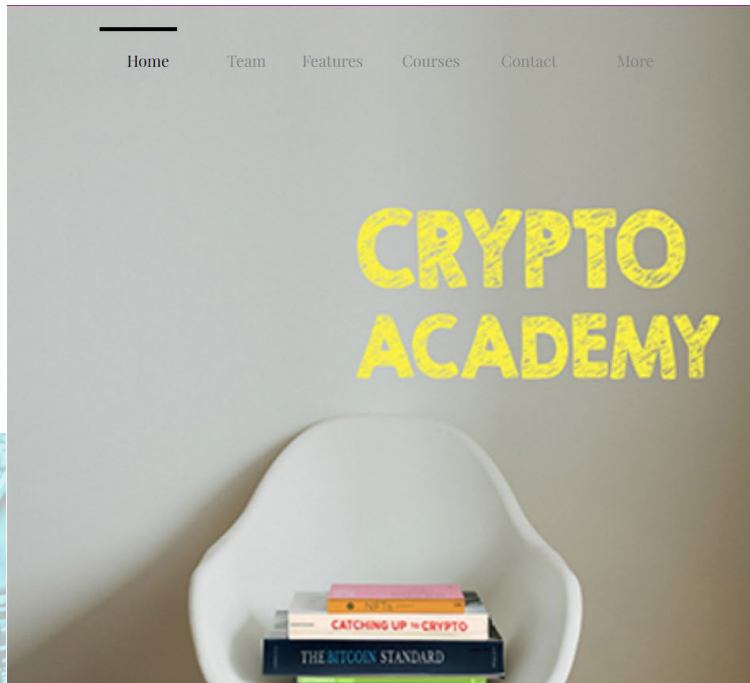
B2C: # of customers on platform



Our Product Roadmap Includes Our Goals, Features And Metrics That Will Solve The Users Problem



Our Current Demo



Join our mailing list

Email *

Subscribe

Welcome to the source for learning all things cryptocurrency.

Review the ratings and rankings for cryptocurrency courses for the new and experienced investor.

Participate by lending your voice to rate and rank cryptocurrency courses.

Lastly, **Join Our Email List**, test drive our Beta version and be notified of updates and



Currently We Have Found The Following User Insights & Will Continue Beta Testing

- We asked users a scenario where they are looking to learn more about cryptocurrency and blockchain. They come across our solution and are intrigued. They want to learn more about our solution and how would they go about it
- Users liked the clean layout and design of our solution
- Users recommended changes to our buttons and clickable links
- Users asked for more details regarding product functionality
- We are working on making updates based on the feedback
- We will continue our beta testing

Website Traffic Analytics

Traffic Overview

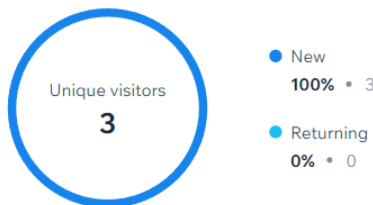
Last 30 days (Sep 14 - Today) compared to previous period (Aug 15 - Sep 13, 2023)

Site sessions
5

Unique visitors
3

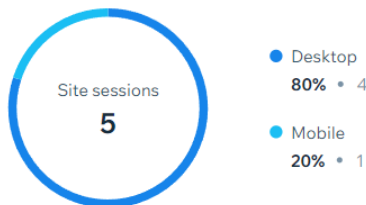
Avg. session duration
0s

New vs returning visitors



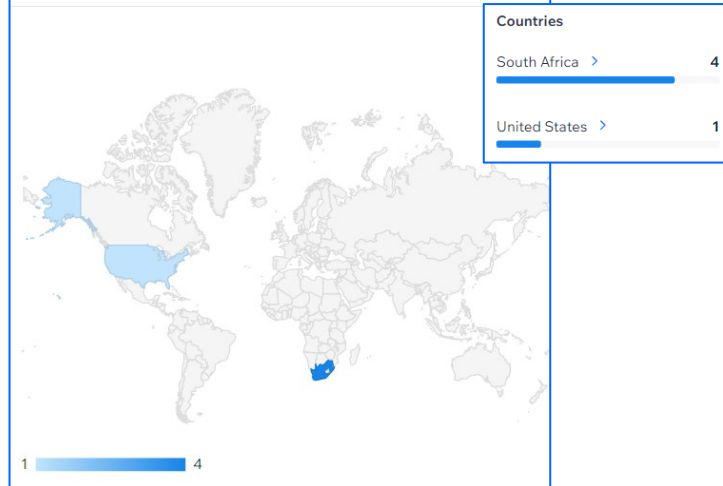
[See full report](#)

Sessions by device



[See full report](#)

Sessions by country



- Our website has had 3 unique visitors from South Africa and the United States.
- Visitors have been viewing our site from desktop computers and mobile devices.



Big Learnings And Unlearnings

- The final product is constantly morphing and is dependent upon technical capabilities.
- Sometimes it's easier to work from a blank website template than one that's preconfigured template.
- Team member's input is fluid and variable. But it all balances out in the end.





Q&A

Got Questions?

