CRYPTO ACADEMY

PMDojo Core Track Week 6 |
North Star Metrics & User Testing

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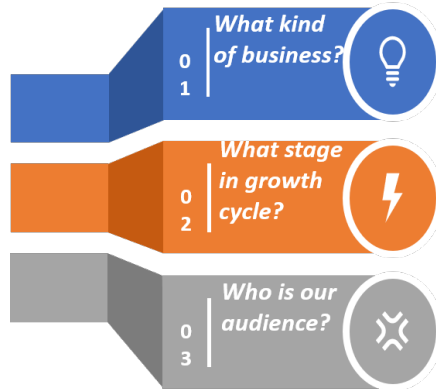
Product Manager

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Identifying the Problem

Established GenX 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.

We Analyzed Type Of Business, Stage Of Product And Our Audience To Understand What Metrics Matter
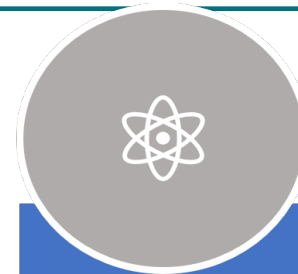
Lets see

01 *What kind of business?*

B2C: Aggregation part of business allows course creation on platform

B2C: Consumption part of business allows people to find courses on platform

02 *What stage in growth cycle?*

B2C and B2C: Early stages , acquire users and engage. Focussed on acquisition and monetization

03 *Who is our audience?*

B2C: Course Creators

B2C: Gen-x Investors Looking To Learn

B2C Creators

of course creators on platform, course engagement, # of customers buying course

B2C Consumers

of customers on platform, course engagement, # of courses on platform, # of customers buying course

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B2C Creators: # of course creators on platform

B2C Consumers: # of customers on platform

Our Prototype Before User Testing Includes Basic Functionality To Allow Users To Consume Courses

Sign-in

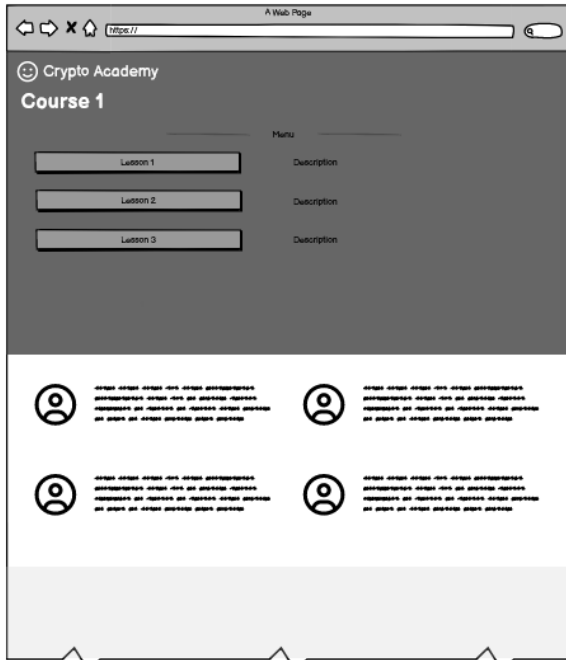Select Category

Select Course

Our Prototype Before User Testing Includes Basic Functionality To Allow Users To Consume Courses
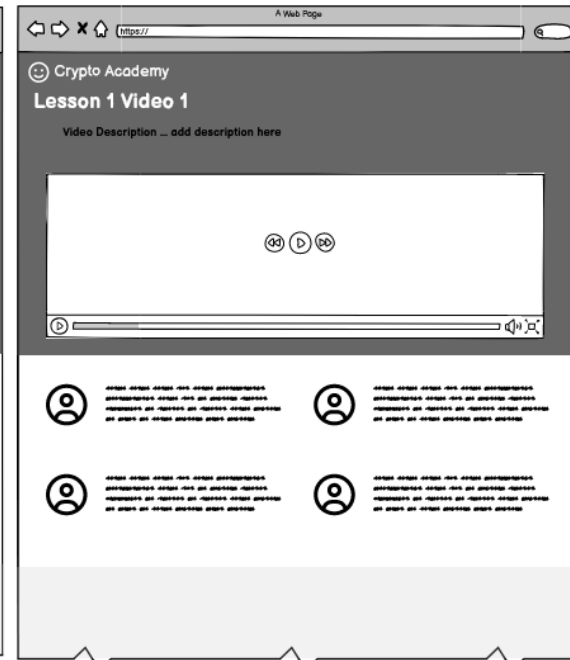
Select Lesson

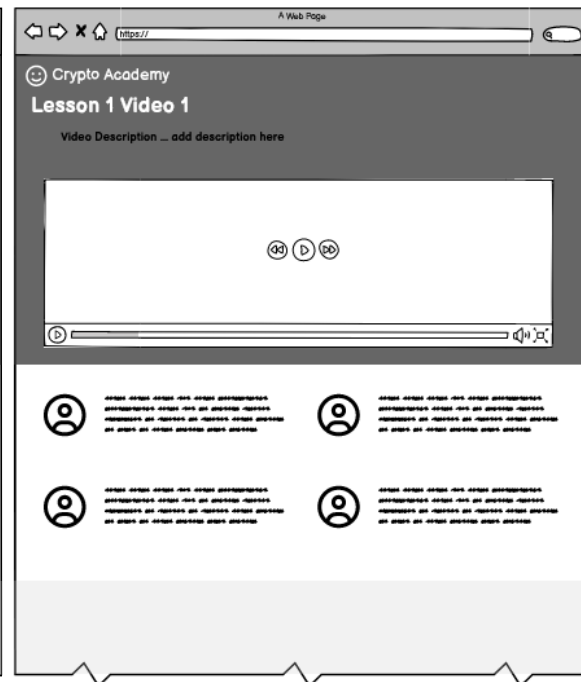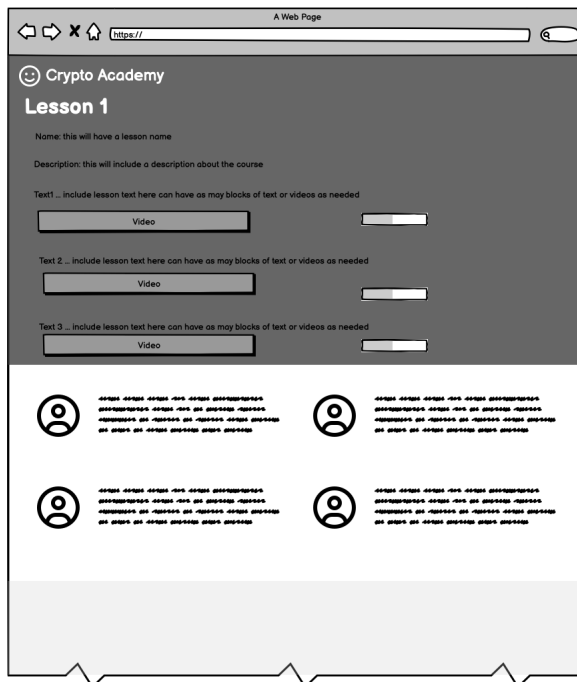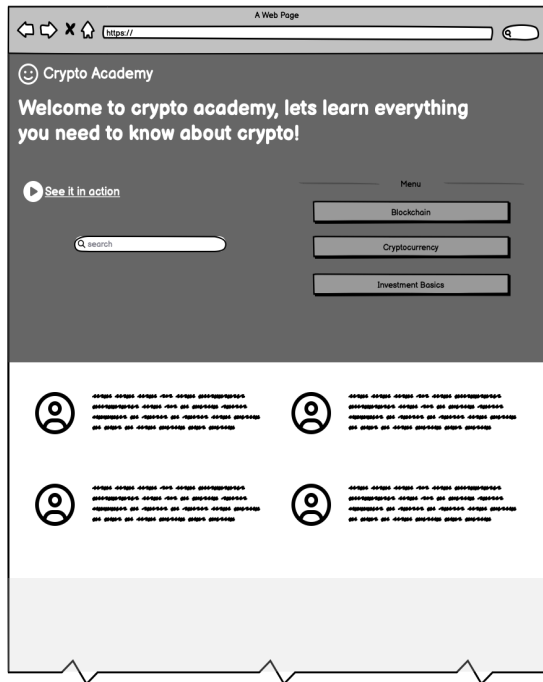## Work Through Lesson

Select Video

We Conducted User Testing And Used Our Feedback To Refine Our Prototype Further

- Include Search Bar feature on the Course Selection screen
- Provide Status feature and security controls for course completion
- Combine video with captions or script and use video control features
- Easy access to move through course with forward/back buttons

Our Refined Prototype After User Testing Looks Like This For Courses

Big Learnings And Unlearnings

- Pivots are essential and to be expected.
- User testing is a great tool and has helped us see things we might not have seen ourselves
- Always tie your prototype back to metrics, users and business
- Decision on aggregator or consumer product made this interesting to decide how to refine our problem statement

Q&A

Got Questions?