Kevin Hwang

AI product strategy

7 May 2024

Agenda

1. User needs analysis
2. Drivers for AI adoption in EdTech
3. Competitive landscape
4. Potential solutions
5. Solution prioritisation
6. Validation approach
7. Delivery plan
8. Success measures

Multiple unmet needs across student, teacher and administrator personas

Students

Jobs to be done

- Build knowledge and expertise in a topic(s)
- Develop professional skills to succeed in workforce
- Deepen understanding of self and societal challenges

Problems

- Poor knowledge retention if not applied
- Few integrated opportunities to apply skills
- Curriculum not designed with learner experience at centre

Teaching staff

Jobs to be done

- Deliver high quality student experience
- Prepare and deliver curriculum-aligned content
- Guide students on learning journey

Problems

- Adapting learning style to suit unique needs of each student
- Limited capacity for optimal lesson planning
- Lack of expertise to support at-risk or high-achieving students

Administrators

Jobs to be done

- Manage course delivery and governance
- Monitor student enrolment and participation
- Measure student outcomes
- Implement improvements to course delivery

Problems

- High administrative burden, limited capacity
- Synthesising student and staff feedback from multiple channels
- Poor visibility of student outcomes
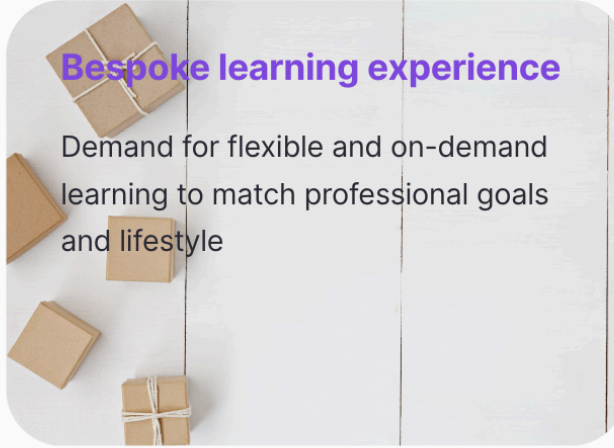
Key drivers for AI adoption in EdTech sector

Upskilling and reskilling

Changing industry dynamics and new technologies create demand for new skills

Bespoke learning experience

Demand for flexible and on-demand learning to match professional goals and lifestyle
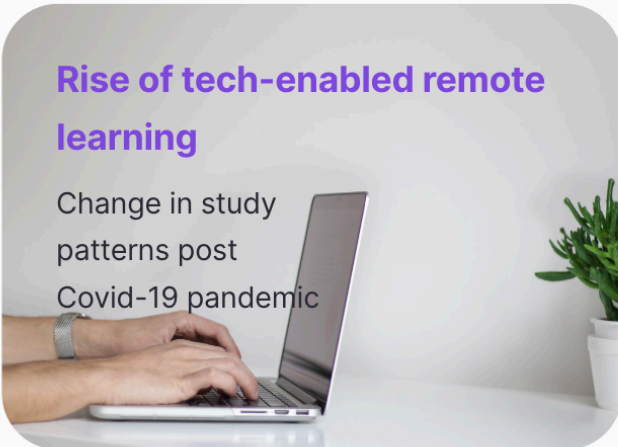
Reduce cost to serve

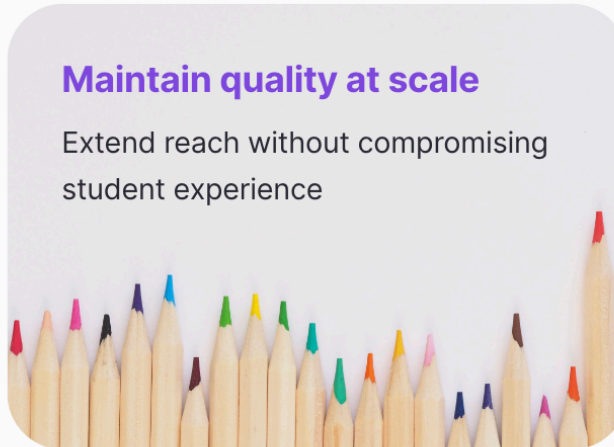Support growing student population while managing sustainable cost base

Rise of tech-enabled remote learning

Change in study patterns post Covid-19 pandemic

Maintain quality at scale

Extend reach without compromising student experience

Competitive landscape

Facilitated cohorts

Maven

Reforge

*Opportunity for market differentiation as an **AI-enabled, experiential cohort-based program***

Passive learning model

Udemy   Coursera

Applied learning model

Interplay Learning

Forage

Amira Learning   Brilliant.org

Self-serve

AI product strategy driven by three core pillars

01

Personalisation

Build **intelligent content delivery engine** to support an adaptive and responsive learner experience, continuously trained on millions of student interactions

02

Predictive insights

Synthesise high volume of student performance and behaviour data to **identify patterns and actionable insights** that can inform curriculum design and improve learning outcomes
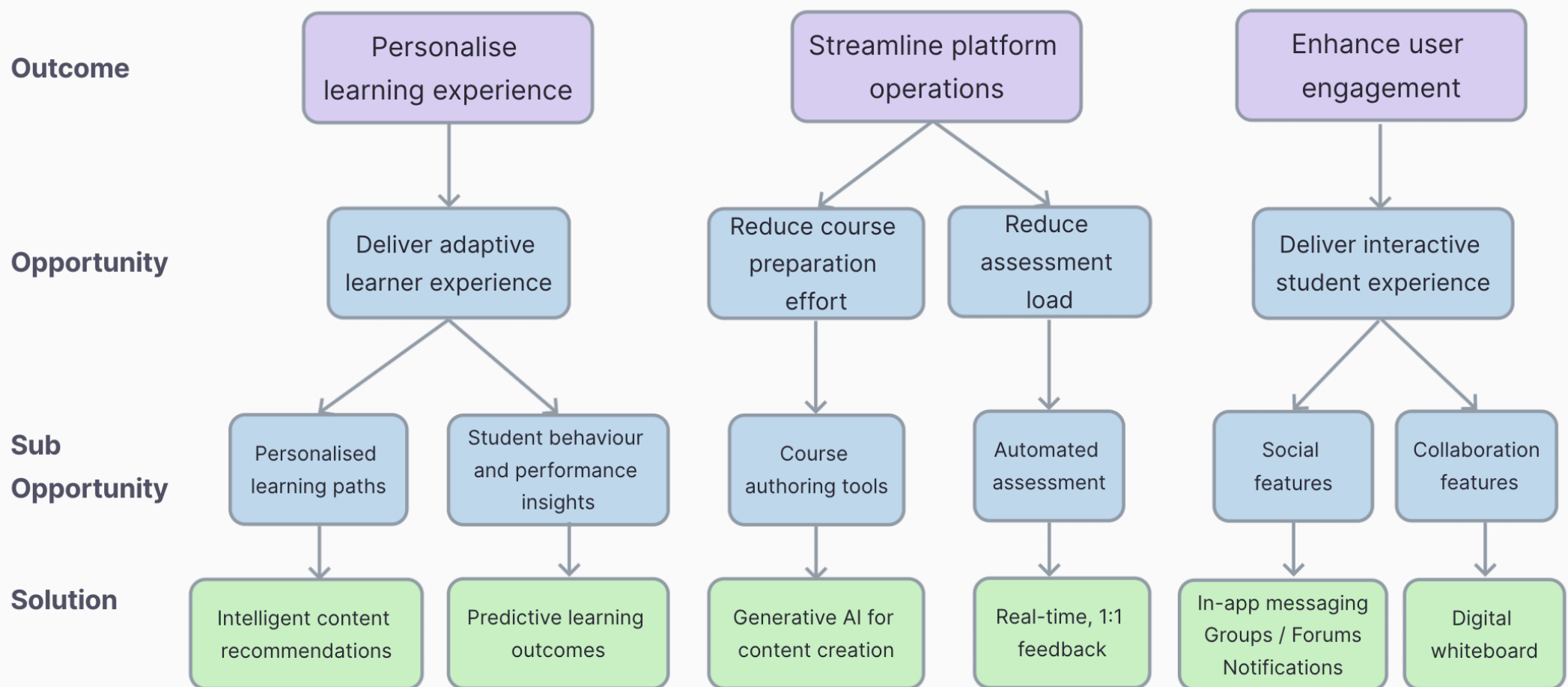
03

Efficiency

Leverage **automation and internal tools** to improve efficiency of core workflows and **reduce time and cost to serve** growing student population

Mapping business outcomes to opportunities and potential solutions

Outcome	Personalise learning experience	Streamline platform operations		Enhance user engagement	
Opportunity	Deliver adaptive learner experience	Reduce course preparation effort	Reduce assessment load	Deliver interactive student experience	
Sub Opportunity	Personalised learning paths / Student behaviour and performance insights	Course authoring tools	Automated assessment	Social features	Collaboration features
Solution	Intelligent content recommendations / Predictive learning outcomes	Generative AI for content creation	Real-time, 1:1 feedback	In-app messaging Groups / Forums Notifications	Digital whiteboard

Prioritisation based on impact, confidence and effort

Objective 1: Personalise learning experience
Objective 2: Streamline platform operations
Objective 3: Enhance user engagement

Feature Prioritised	Obj 1	Obj 2	Obj 3	Effort	Confidence	Score (O1*O2*O3)/E * C
Intelligent content recommendations	3	0	1	3	50% (Medium)	0.5
Predictive learning outcomes	1	0	2	2	50% (Medium)	0.5
Generative AI for content creation	0	2	0	3	20% (Low)	0.13
Real-time 1:1 feedback	1	3	1	2	50% (Medium)	0.75
In-app messaging	0	0	3	2	80% (High)	1.2
Groups / forums	0	0	1	2	80% (High)	0.4
Notifications	0	0	2	2	50% (Medium)	0.5
Digital whiteboard	0	0	2	3	50% (Medium)	0.33

High-level experimentation approach

Feature	Key risks	Experiments	Success indicators
Intelligent content recommendations	Feasibility, viability	Technical spike Proof of concept	User engagement
Predictive learning outcomes	Value, feasibility	User interviews Fake door test	Validated problem statement Clickthrough rate
Real-time 1:1 feedback	Value, feasibility	Wizard of Oz prototype Proof of concept	User engagement
In-app messaging	Value	Implement threads and comments first (proxy feature)	Adoption rate
Notifications	Value	Obtain data on most frequent click paths within app Trigger notifications for core set of user actions	Open rate

Measuring impact

Feature	Success metric
Intelligent content recommendations	>= 20% CTR on suggested content
Predictive learning outcomes	>90% course completion (overall cohort) >50% course completion (at risk students)
Real-time 1:1 feedback	>= 20% CTR to request real-time feedback >=2 hours saved per week providing written feedback
In-app messaging	25% of students use feature daily Average response time <72 hours
Notifications	Average open rate >20% 20% decrease in average time between sessions
Gen AI for content creation	20% decrease in time and cost to produce course content