

# Project: Accredian's Communication Dashboard



**ACCREDIAN** is India's pioneering academic institution dedicated to transforming and upskilling working professionals in the domains of Product Management, Data Science & AI, General management and other professional upskilling programs.

Their mission is to produce the sharpest minds, who will lead tomorrow's world with their astute analytical skills and intuitive decision-making abilities.

## Background

Accredian wants to build a student's dashboard features that will help students to interact with one another without relying on external communication networks like WhatsApp, LinkedIn and Telegram.

## Problem Statement

Students find it difficult, interacting with their peers for course-related discussions, collaboration, and support due to lack of centralized communication tool and this leads to a broken and distracted learning experience.

## Goal

The goal is to design and develop a user-friendly communication dashboard, offering a centralized hub for student collaboration and interaction and enhance the learning experience by providing a focused and distraction-free environment that promotes engagement and fosters a sense of community among students.

## Accredian's Competitors

|              | <br>Accredian | <br>Imarticus | <br>EMERITUS | <br>GrowthSchool |
|--------------|-------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| Description  | Platform offering courses for multiple subjects                                                 | Provider of online professional courses                                                         | Online platform offering tutoring solutions for students                                         | Online platform offering cohort-based solutions for teachers                                         |
| Founded Year | 2018                                                                                            | 2012                                                                                            | 2015                                                                                             | 2021                                                                                                 |
| Location     | Gurgaon (India)                                                                                 | Mumbai (India)                                                                                  | Singapore (Singapore)                                                                            | Bengaluru (India)                                                                                    |

## Hypothesis

By implementing a communication dashboard that enables collaboration and foster a sense of community among students, Accredian can improve its user satisfaction, engagement and retention. Ultimately, strengthening Accredian's competitive position in the online learning market.

## Vision Narrative: User Persona



**Neha (20 years)**  
***(Computer Science student)***  
**Delhi**

- Joined a course on Accredian to expand her knowledge
- Wanted to connect with like minded peers who share similar interests and academic goals and help her in her learning journey.

### **Pain Points:**

- Being new to the platform, she is hesitant about how to establish connections with her peers.
- Feels frustrated and disconnected from her learning community.

### **With Accredian's new communication dashboard**

- Neha can explore various resources offered by Accredian, such as discussion boards, interest groups, or virtual events that bring together students with similar interests.
- Can reach out to course instructors or program coordinators for guidance on how to engage with the community and connect with other students.



**Joseph (28 years)**  
***Software Engineer (Data Enthusiast)***  
**Bangalore**

- Joined a course to upgrade his skills on data science.
- Wants to join a discussion group with his peers to enhance his understanding of complex concepts and engage in 1:1 virtual meetings with his course mates to further support his learning experience.

### **Pain Points:**

- Unable to attend live classes sometimes and participate in real-time discussions due to time constraints
- Has to rely on external tools like WhatsApp, LinkedIn, to connect with her course mates.
- Gets distracted while switching platform

### **With Accredian's new communication dashboard**

- John can schedule meetings and send calendar invitations to his peers for virtual study sessions, project discussions, or even social gatherings.

# Dashboard Features

## Direct Messaging

A chat feature that allows students to send and receive text messages, and attachments within the dashboard.

## Integration with Courses

Link the communication dashboard with Accredian's course modules, allowing students to easily connect with classmates and instructors.

## Notifications

Real-time alerts for new messages, group invites, and discussion updates to keep students informed and engaged.

## Group Conversations

Enabling students to create or join topic-based groups for discussions and study groups.

## Event Organization

A built-in event management feature for organizing study sessions, group projects, and other academic or extracurricular activities.

## Screen Sharing and Video Conferencing

Allow students to collaborate in real time through integrated screen sharing and video conferencing feature.

## Discussion Boards

Topic-based boards where students can post questions, share resources, and hold discussions on course material, projects, or other relevant subjects.

# MockUps

**accredian**  
credentials that matter



Aparna



## MY DASHBAORD

Courses

Portfolio

Connect

Time Table

Calendar

Resources

Settings



Community



Alumni



Peers



Discussion Boards



Upcoming Events



Create a Group



User will get a real time alert when a new connection is made/requested, meetings and groups notifications

A network of alumni, peers and community, where a user can explore and find other like minded users that can help in their learning.

The users can create a group for learning with their peers. An invitation will be sent to be added to a group for discussion. It's upto the user whether they want to accept or ignore.

"Connect" in the students dashboard will work as the communication feature for the platform where the students can interact and collaboarte with others.

Learners can engage in course-related discussions, share insights, and seek support from their peers and mentors.

All the upcoming events can be found and added to the user's calendar where they can engage and participate with their peers

My Dashboard

Connect

**Community**



**Product management**  
750 members

**Request to Join**



**Data Science**  
1200 members

**Request to Join**

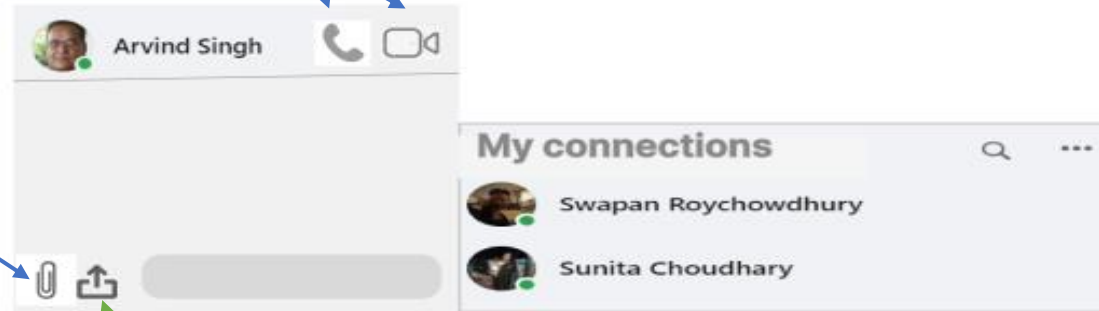


**General management**  
512 members

**Request to Join**

The users can join the communities that they want to be the part of. An approval request will be sent to the admin who will allow the access to the users. Once approved, the user can join the community can collaborate with other students.

The user can share learning resources, set up a call or video call their peers for study related discussions



Direct messaging option will be available to all the connections of the users.

A "screen sharing" option will be there in the Chat section, where the students can share their screens to understand complex concepts.



**Jessica**  
Google   



**Roger**  
Microsoft   



**Aman**  
Adobe   



**Amy**  
JPMC   



**Jacob**  
Amazon   



**Kapil M**  
Uber   



**Sanjana**  
Wells Fargo   



**Samarth**  
Meta   

My connections



A dedicated space for graduated students to stay connected, network, and continue their professional development journey.

Here a user can find a directory of alumni with their linkedin, email and career details, enabling them to find and connect with fellow graduates.

Connections can be easily contacted by using search to set up meetings and discussions whenever needed.

My Dashboard

Connect

Peers

Your Course

**PG Certificate Program in Strategic Product Management by IIM Visakhapatnam**

Total students enrolled: 693



Astha

Connect



Emy

Connect



John

Connect



Amit

Connect



Aman

Connect



Jay

Connect



Damini

Connect



Diksha

Connect



Neha

Connect



Damini

Connect



Aditya

Connect



Chris

Connect

My connections



A space where user can find and engage with peers pursuing the same courses and have course specific discussions.

Interacting with peers pursuing the same courses will facilitate knowledge exchange and collaborative learning,

## Key Trade Offs

**Third-Party Integration:** Partnering with existing communication platforms would save a lot of development time but having an in-built communication dashboard will be a better solution as the features will be tailored according to the users of the platform.

**Adding a lot more features:** Too many features can make the platform complex, so, adding only essential communication features will make it user-friendly and efficient.

**More customization options:** Offering limited customization options, such as color schemes and profile settings, while keeping the overall layout uniform will work as an identity for the platform and make it easier to use.

## Risks and Mitigation

| Risks                              | Mitigations                                                                                                                                |
|------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| Low user adoption                  | Conducting user research and providing tutorials, onboarding support, and incentives to encourage adoption.                                |
| Inappropriate behaviour            | Clear community guidelines, moderation policies to maintain a healthy learning environment.                                                |
| Performance                        | Optimizing code, using scalable infrastructure, and conducting regular testing to handle increasing user traffic and demand.               |
| Integration with existing features | Collaborating with the development team for smooth integration, and conduct thorough testing to identify and resolve compatibility issues. |

## Competitive Analysis

- Accredian has a total of 364 competitors and it ranks 104 th among them. 30 of its competitors are funded while 4 have exited. Overall, Accredian and its competitors have raised over \$896M in funding across 68 funding rounds involving 442 investors.
- It has a strong user base in India, with positive reviews and a growing community. Competitors like Imarticus and GrowthSchool have similar traction in the Indian market.
- Accredian offers a diverse range of professional development courses, similar to competitors like EMERITUS and GrowthSchool. Accredian differentiates itself by focusing on emerging technologies and in-demand skills tailored to the Indian job market.
- Its pricing is competitive, with options for individual courses and subscription-based access.

## Success Metrics

### Feature Adoption:

- No. of users who have started using the platform for communication

### User Engagement:

- **Daily Active users (North Star Metric),** Weekly active users, monthly active users
- No. of messages sent per user per session, no. of users who use the different features of the communication platform

### User Retention:

- No. of users who use the communication platform in a week or month (D7 retention, D30 retention)
- **User Satisfaction:** Measure CSAT and NPS

Thank You