

FINAL PROJECT FULL REPORT

TEAM 3 - PM RAKAMIN - BATCH 1



PEER TO PEER LEARNING

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STAGE 1: Product Strategy

1. Executive Summary of Stage One

PeerVerse is an web-based peer-to-peer learning platform that accommodates university students to have additional learning outside of class through 1o1 session, community learning, and integrative gamification on the learning journey. The platform is initiated based on **university student's problems** ([see details here](#)) & backed with scientific studies that supported **peer-to-peer learning as a fit solution** ([see details here](#)).

Upon finding the best product strategy, several analysis have been done, including competitor analysis (i.e. **Competitor Product Analysis** ([see details here](#)) and **Competitor Value Curve** ([see details here](#))), and business analysis (i.e. **SWOT Analysis** ([see details here](#)) and **Porter's 5 Forces** ([see details here](#))). We then develop the product strategy, consisting of **Product Vision** ([see details here](#)), **Business Model Canvas** ([see details here](#)), and **OKR & Product Metrics** ([see details here](#)).

2. Background

2.1 Problem in University

Students in University faced a problem in two parts, that is the semester system and assignments. Semester system is a learning system using a six-month time frame. In this system, **teachings are delivered quickly**. The students must understand the materials quickly. Assignments are valuable educational tools to raise students' consciousness as believed by teachers, parents, and authorities. Assignments can have a negative effect on students.

The Semester System in University has several issues. The students have a **short time to study and learn about all syllabus**. For the fact, **not all syllabus are delivered**. The students are **forced to learn and try to understand undelivered syllabus**. It increases students' stress and overwhelms them.

All assignments given by teachers must be worth high quality focusing on providing good feedback to students. Oftentimes, **teachers just make assignments without considering the quality of assignments**. Doing assignments takes a lot of time. Students often **easily get bored** and **lose motivation** because of **overload assignments**. The teachers **force students to have good time management** although the teachers don't consider the conditions of students such as controlling emotion or handling assignments distractions.

Sources:

- <https://gssrjournal.com/jadmin/Author/31rvlqlA2LALJouq9hkR/B0nfzGXhZA.pdf>

- https://www.researchgate.net/publication/270705416_Why_Do_Students_Have_Difficulties_Completing_Homework_The_Need_for_Homework_Management
- https://www.researchgate.net/publication/344281262_The_Use_of_Assignments_in_Education

2.2 Peer-to-Peer Learning as Solution

Peer Coaching is a “process in which two or more professional colleagues work together for specific predetermined purpose in order the teaching performance can be improved as well as validated”. Peer coaching differs from mentoring as it is based on mutually sharing the power and trust relationship.

This strategy could be effective based on Alsaleh, Alabdulhadi, & Alrwaished research that shows **students who teach their friends, are more confident and feel that their existence is worthy**. They also build trust relationships and have peers who feel any difficulties they face. Students tend to be more observant if the teacher is their peer.

It could be more effective if the **students surrounded by well-achieving friends are positively related to academic performance**, it seems preferable for a student not to have advisors, than to maintain strategic relationships with low-achieving peers. Peer instruction, while leveraging these benefits of self-explanation, also goes beyond them by involving what might be called “other-explanation” processes - processes recruited not just when explaining a situation to oneself but to others.

Sources:

- <https://www.sciencedirect.com/science/article/pii/S0883035516302592>
- <https://www.sciencedirect.com/science/article/pii/S0883035518317956>
- <https://cognitiveresearchjournal.springeropen.com/articles/10.1186/s41235-020-00218-5>

3. Competitor & Business Analysis

3.1 Competitor Analysis

3.1.1 Competitor Product Analysis

No.	Component	How's Our Competitors Doing?			How Can We Innovate?
		ADPList	Mentor Dial	Peer Square	PeerVerse
1	Price (How much does the product cost?)	0\$	\$20/month or \$69/year	0\$	0\$
2	Product (What are the features offered?) →	USP: Learn and Grow with help from	USP: The best mentor at an affordable price	USP: Learn together learn from each others	USP: Empowering academic success

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	This includes USP	mentors world class for free Your Next chapter made by possible by mentoring • Mentor Matching • Mentorship sessions • Mentor community • Accessibility.	• Top Rated Mentors • Instant Bookings • 1-1 Personalized Advice	• Peer Square Study Buddy • For student grade 7-13 • Peer to peer based on partnering school	through global peer community and interactive learning • Peer to peer learning community • Diverse learning methods • Top-rated Students Mentor • Do Mentor and get Rewards
3	Business model (Freemium? Top down? Bottom up? Sponsored?)	Free	TopDown	Free	Free, Ad-based revenue Sponsorship Partnership
4	Customers' experience (What their user said about them? Rate di appstore/pla ystore)	1. Subash V: Great session with mentor 1. Victor N: Professional, through feedback 2. Can Meto: informative and	1. Charles B: Interesting and insightful, mentor has experience 2. David Fox: Incredibly knowledgeable mentor	Only has 2 testimonials: Expand your knowledge, connect & study with friends 4.5 stars	Not launched

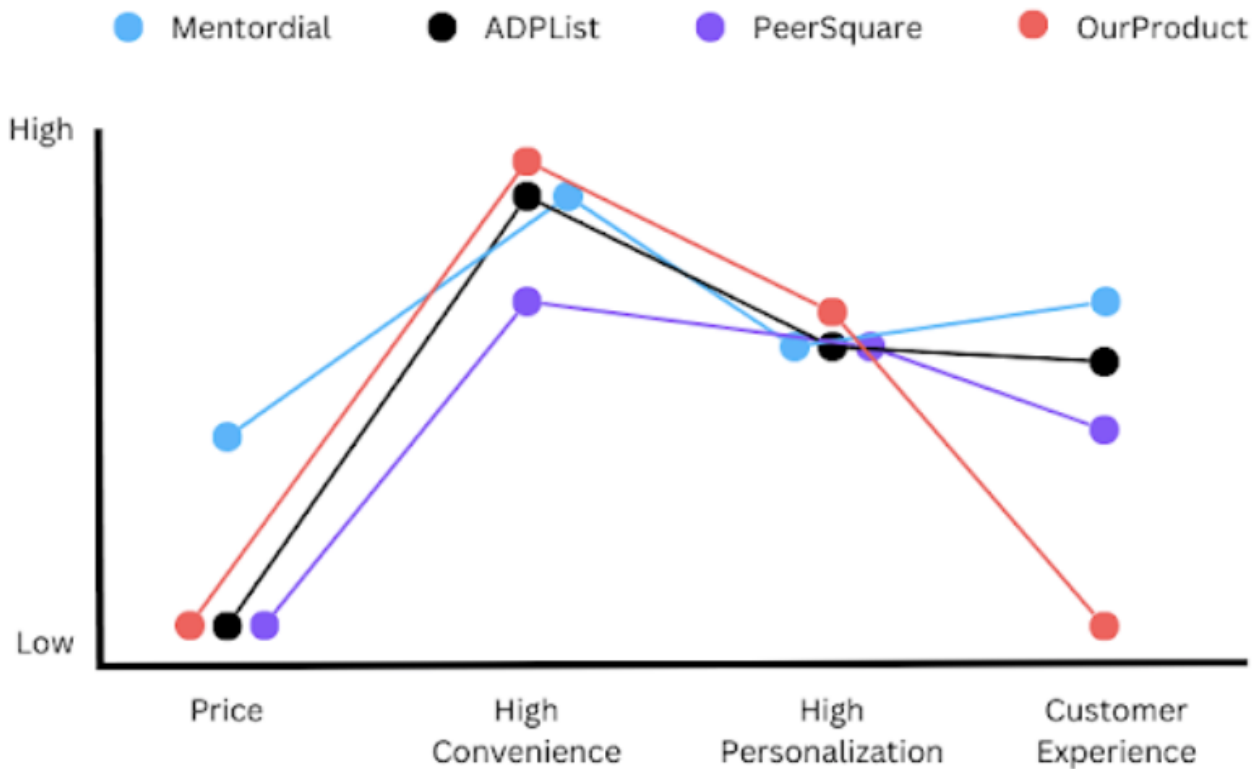
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		encouraging 3. Atosa: supportive and helpful 4. Sepni Lorena: insightful 5. elah eh behroozi: productive session, fascinating person 6. Stephen Love: impressive and so inspired 7. Lan Wang: Great session with mentor 8. Itiah Thomas: Motivated 9. Stanislav Zavialov: Insightful session with mentor From 10 users: Insightful & great session with mentor	3. Sandy Xu: Inspirational mentor 4. Joaquin M: Great feedback 5. Richard L: Best mentor 6. Rich James: Inspiring and knowledgeable mentor 7. Aisha A: Best mentor 8. Denis T: Amazing Mentor 9. Taru D: Insightful and has great mentors 10. Marin O'Brien: Amazing mentor From 10 users: Amazing and incredible mentor 4.5/5 stars from Trustpilot		
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3.1.2 Competitor Value Curve



Component Details:

- **Price**

- **PeerVerse: \$0**
- ADPList & Peersquare: \$0
- Mentordial: \$20/month and \$69/year

FYI! For the **prices**, ADPList and Peersquare are in low segment because of the products are free. Mentordial costs \$20/month and \$69/year, so the offering is higher than ADPList and Peersquare. For our product, because of our users mainly are for academic student, we want to make it more affordable and accessible.

- **High Convenience (Features Offered from Each Website)**

- Peersquare: Time limit session and focused for grade 7-13
- ADPList & Mentordial: Features quite similar based on [Competitor Product Analysis](#)
- **PeerVerse: For academic student, affordable, and accessible.**

FYI! Definition of **high convenience** itself are the features offered from each website. Peersquare are lower than the other because peersquare has a time limit session. Also, the other 3 products are mainly focused on college student and peersquare are

for student grade 7-13. ADPList and Mentordial are equal based on the features offered, and of course we want our product to be on top of that.

- **High Personalization (Unique Selling Proposition)**

- Mentordial, ADPList, Peersquare: For students to learn and best shaping mentors
- **PeerVerse: Adding gamification to make it more engaging.**

FYI! In **high personalization**, we define it as our Unique Selling Proposition. Mentordial, ADPList, and Peersquare's USP are quite similar which are; For students to learn and best shaping mentors. So, in our product we are adding gamification to make it more engaging.

- **Customer Experience**

- **PeerVerse: Has not launched yet**
- Peersquare: Only has 2 rating from the website
- ADPList: Has a great quantity of testimonials but no star rating
- Mentordial: 4.5/5

FYI! Because of our product has not launched yet, so our **customer experience** is on the low segment. Peersquare are on the third lower product in customer experience because on peersquare's website, it only has 2 ratings. And for ADPList, it has a great quantity of testimonials but no star rating. And Mentordial are on the highest segment because of it has 4.5/5 stars rating from Trustpilot.

3.2 Business Analysis

3.2.1 SWOT Analysis

Strengths:

- Students could discuss all topics and find insights from experts or other universities students
- Students could find their communities based on their needs & interest
- Students will get a reward if they are consistent to discuss a topic and share insights with others
- Students could have a flexible schedule to discuss all topics for free

Weaknesses:

- Students could have trust issues for the credible answers from other people
- Students could have problems when using the application because they are not used to using the platform

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Opportunities:

- Customer target markets are always growing because there is always a need for college students to discuss a certain course and find the right peer
- Universities often only focused on a specific method to be implemented, so there is a need for students to gather and find insights from other universities students
- The peer-to-peer learning platform is a new innovation and there are only a few applications that used peer-to-peer scheme

Threats:

- Not all students love to do a discussion, some college students often only implement what their lecturer teaches in class
- Lack of awareness from students because this is a new platform
- Competitors from established edtech companies, so students have other options to choose their learning platform



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3.2.2 Porter's 5 Forces

No.	Forces	Details
1	Bargaining Power of Suppliers	Supplier power negotiation: In the EdTech industry, suppliers can be application developers, content writers, technology providers, learning resources, intellectual property holders, brand and reputation managers, and network providers. EdTech companies must consider the power of their suppliers in making business decisions, such as pricing their products to benefit our company and adding new features to the product.
2	Bargaining Power of Customers	The buyer power in the EdTech industry is very significant because consumers can choose other alternatives that are more suitable for their needs. Therefore, EdTech companies must understand their customer needs well and provide products that are suitable for those needs.
3	Competitive Rivalry	There are many established EdTech companies in the market with strong market shares, such as Coursera, Zenius, and Ruangguru. In addition, non-edtech platforms such as Twitter in the form of academic-based accounts, and Quora with its famous open-space feature, can also be a threat. Therefore, new EdTech companies must consider the right strategy to face this competition.
4	Threat of New Substitutes	Consumers can choose other options for learning such as offline courses, books, or attending universities. Therefore, peer-to-peer-based EdTech companies must ensure that their products have attractive advantages to compete with other alternatives.
5	Threat of New Entrants	The EdTech industry is very attractive and has a large potential market, so many new competitors enter the market every year. EdTech companies must consider the risk of new competitors entering the market and develop the right strategy to face increasing competition.

4. Product Strategy

4.1 Product Vision

For university students, **who** need an additional learning platform outside of formal class, the **PeerVerse** is a peer-to-peer learning platform **that** empowers academic success through global peer community and interactive learning.

Unlike ADP List, Mentor Dial, and Peer Square, **our** product integrates gamification to the learning process.

4.2 Business Model Canvas

No.	Component	Details
1	Value Proposition What are the products proposed by business? What are the benefits given to customers?	• Access to world-class education for free • Access to good quality education • Experienced Ace Mate • Virtual delivery model • Flexible schedule
2	Customer Segments Who are the specific customer segments that's aimed by the business?	• College Students who wants to find information related to their university course Our main target for our web-app platform is for college students specifically students who need the most help for improving learning quality and academic results. Discussion, interactive, and fun learning methods could help them improve the quality of learning and academic results. • College Students who could provide insight and information (as mentors) Student who contributes as mentor could enable a collaboration with other students by increasing their academic knowledge or expanding their networks. College students who are qualified to be a mentor are most outstanding students in their universities, active in organization or competition & would like to improve their portfolios.
3	Channels How can the business reach out & communicate to customers?	• Website: our platform is web based • Events: we will held event for reach new users through Webinar, Offline Edu Fair, etc

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		• Social Media (Instagram, Twitter, and Youtube): This platform as aggregator for our product to many audience around the world
4	Customer Relationships Bagaimana tipe hubungan yang ada antara bisnis dengan <i>customer</i> ? (Co: Bantuan pribadi atau layanan mandiri)	Communities This application facilitates connections between community members that allow users to exchange knowledge and solve each other's problems.
5	Revenue Stream Apa sumber pendapatan bagi bisnis? (Co: Penjualan, langganan, atau iklan)	We got revenue from a few sources, such as: • Subscription fees from users • Ads from brands who want to promote on our platform • Sponsorship revenue sharing with top creators
6	Key Resources Apa saja sumber daya fisik, intelektual, dan manusia yang dibutuhkan oleh bisnis untuk beroperasi?	• Technology platform • Peer-to-Peer Learning Network • Learning Resources • Top-rated Students and Mentors • Brand and Reputation • Intellectual property
7	Key Activities Apa kegiatan inti yang dilakukan oleh bisnis untuk menciptakan <i>value</i> bagi <i>customer</i> ?	• Developing and maintaining the technology platform • Curating and developing learning resources • Establishing and managing the peer-to-peer learning network • Partnering with top-rated students and mentors • Marketing and promotion • Monitoring and improving platform performance
8	Key Partnerships Siapa saja mitra kunci yang bekerja sama dengan bisnis? (Co: <i>Supplier</i> atau distributor)	• Freelancer educator (as Mentor) • Private Course
9	Cost Structure Apa saja biaya kunci yang dikeluarkan oleh bisnis untuk beroperasi?	Cost divide for 2 types: Cost of Services: • API

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	(Co: Tenaga kerja, bahan, dan sewa)	• Creators Fee • Ads space Cost Operations: • Human Resources • Website maintenance • Tools subscription • Office Rent
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4.3 OKR & Product Metrics

No.	Component	Details
	NSM	Weekly Active User A good NSM need: • In accordance with the vision and mission. PeerVerse is an EdTech focused on peer-to-peer learning. The more users who use the application, the more they will benefit from and value the product. • Reflecting customer value. A good NSM must show the value obtained by the user, the higher the NSM, the more users will get the benefits or value from the product. • Reflecting the progress of the company as a whole. A good NSM must be easy to measure and can be used as a measure of company development. The higher the weekly active user (WAU), the faster the company is growing.
1	Objective What is the goal to be achieved?	Provides a seamless user experience for registering profiles in the PeerVerse website for the minimum of 5.000 users (minimum of 1650 Ace Mate & 3350 Mentee) in 3 months. Reason: Improving the user experience in registering easily can contribute to the addition of new users, which can affect the increase in NSM.
1.1	Key Results #1 How do I achieve this goal?	Targeting a minimum # of web visitors of 50.000 users in 3 months. How to count: The number of people who visited the website. Reason: The more people who visit the website, the more likely it is that they will register.
1.2	Key Results #2 How do I achieve this	Targeting a registration success rate of at least 95%. How to count: • Numerator = The number of people who have successfully

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	goal?	registered. • Denominator = The number of people who enter the registration page. Reason: The more users who register, the more users who get approval.
1.3	Key Results #3 How do I achieve this goal?	Targeting a minimum approval success rate of 85% within 1 day. How to count: • Numerator = The number of people who have been successfully accepted (<i>approve</i>) as application users. • Denominator = The number of people who successfully registered.. Reason: The higher the approval success rate, the more likely it is that active application users will be.
2	Objective What is the goal to be achieved?	Providing the most seamless and smoothest user experience in conducting 1o1 sessions on the PeerVerse website for the minimum of 5.000 users successfully using the feature in 3 months. Reason: Improving the user experience by conducting 1o1 sessions easily and smoothly can contribute to the active use of applications by user.
2.1	Key Results #1 How do I achieve this goal?	Targeting a minimum 1o1 session booking success rate of 90%. How to count: • Numerator = The number of people who made a successfully booking 1o1. • Denominator = The number of people who click the booking button 1o1. Reason: The more users who book, indicating that the user is interested in product features.
2.2	Key Results #2 How do I achieve this goal?	Targeting a minimum 1o1 session success rate of 90%. How to count: • Numerator = The number of successful 1o1 sessions carried out to completion. • Denominator = Total number of 1o1 sessions that's booked (including successful completion and unsuccessful completion). Reason: The more users who finish the session until it's finished,

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		indicating that the user is comfortable using the 1o1 feature.
2.3	Key Results #3 How do I achieve this goal?	Targeting a minimum 1o1 satisfaction rate of 80%. How to count: • Numerator = Number of all positive scores (Scale: 4 = Satisfied, 5 = Very Satisfied). • Denominator = Number of all scores (Scale: 1 = Very Dissatisfied, 2 = Dissatisfied, 3 = Neutral, 4 = Satisfied, 5 = Very Satisfied). Source: https://www.ionos.com/startupguide/productivity/customer-satisfaction-score/ Reason: The higher the satisfaction rate, the more comfortable the user is using the 1o1 feature.
3	Objective What is the goal to be achieved?	Providing the most seamless user experience for conducting community learning in the PeerVerse application for the minimum of 800 users using the feature. Reason: • Improving the user experience when conducting community learning can contribute to the active use of applications by users. • Providing the best experience to the user so that the user gets more value from the product.
3.1	Key Results #1 How do I achieve this goal?	Targeting a question submission success rate of at least 90%. How to count: • Numerator = The number of users who have successfully uploaded • Denominator = The number of users who have successfully entered the "Questions" page. Reason: The higher the question submission success rate, indicating more active users.
3.2	Key Results #2 How do I achieve this goal?	Targeting a minimum answer submission success rate of 90%. How to count: • Numerator = The number of users who successfully answered the question. • Denominator = The number of users who enter the answer page.

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		Reason: The higher the answer submission success rate , indicating more and more users who are active and interested in the questions given.
3.3	Key Results #3 How do I achieve this goal?	Target the number of questions answered at least 300 in 3 months. How to count: The number of questions answered successfully Reason: The more questions answered, indicating more active users.

STAGE 2: Research Problem

5. Executive Summary of Stage Two

In this second stage, PeerVerse does further research to get to know the users better. We're using literature search method to deepen our understanding of the users and identify the problems occurring. The following details are also attached in this Figma link: <https://www.figma.com/file/K9yRStjK6JmZ65eA5OpCrp/FinPro-Stage-2---Kelompok-3?node-id=1-692&t=8cOmtuhVnZp9Sqms-0>.

6. All About User

6.1 User Research Method

To get to know the user better, PeerVerse did an initial literature search about various types of university students to find out about their interests, influences, goals, needs & expectations, motivations, and pain points. Based on the research, we then map out the user into 2 types: **1) Ace Mate** and **2) Mentee**.

6.2 User Persona

6.2.1 Edward the Ace Mate

Edward is a college student who was attending his last year in the university. He was experienced in winning several competitions while also able to maintain good academic grades. Beside his achievements, he has an interest in web development and mobile apps. He is able to make awesome Website with React JS and Node JS. In mobile development, He can develop the apps with React Native.

With his knowledge and achievements, he wants to share insights to college students who have the needs to upgrade their academic studies. He also wants to expand his networks and improve his portfolio for his future career.

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Edward

"Informatics Students"

- 21
- Students
- Sleman, Yogyakarta, Indonesia
- Male

Bio

Edward is a college student who was attending his last year in the university. He was experienced in winning several competitions while also able to maintain good academic grades. Beside his achievements, he has an interest in web development and mobile apps. He is able to make awesome Website with React JS and Node JS. In mobile development, He can develop the apps with React Native.

With his knowledge and achievements, he wants to share insights to college students who have the needs to upgrade their academic studies. He also wants to expand his networks and improve his portfolio for his future career.

Personality

Introvert ————— Extrovert

Analytical ————— Creative

Busy ————— Time rich

Messy ————— Organized

Independent ————— Team player

Passive ————— Active

Safe ————— Risky

Interests

- Knowledge sharing
- Expand relationships
- Start opening the discussion

SOURCE

- https://www.researchgate.net/publication/340739232_Use_of_Social_Media_for_Knowledge_Sharing_Among_Students
- https://www.researchgate.net/publication/266344276_Use_of_social_media_by_college_students_Relationship_to_communication_and_self-concept
- <https://files.eric.ed.gov/fulltext/EJ1103654.pdf>

Influences

- Friends
- Colleagues
- Social Media Influencer

SOURCE

- https://www.researchgate.net/publication/340739232_Use_of_Social_Media_for_Knowledge_Sharing_Among_Students
- https://www.researchgate.net/publication/266344276_Use_of_social_media_by_college_students_Relationship_to_communication_and_self-concept
- <https://files.eric.ed.gov/fulltext/EJ1103654.pdf>

Goals

- Want to get a scholarship
- Want to increase portfolio
- Want to improve career opportunities

SOURCE

- https://www.researchgate.net/publication/340739232_Use_of_Social_Media_for_Knowledge_Sharing_Among_Students
- https://www.researchgate.net/publication/266344276_Use_of_social_media_by_college_students_Relationship_to_communication_and_self-concept
- <https://files.eric.ed.gov/fulltext/EJ1103654.pdf>

Needs and expectations

- Feeling of being competent
- Expanded experiential learning opportunities (e.g. service learning, internship, field experience)
- Paying for college

SOURCE

- https://www.researchgate.net/publication/340739232_Use_of_Social_Media_for_Knowledge_Sharing_Among_Students
- https://www.researchgate.net/publication/266344276_Use_of_social_media_by_college_students_Relationship_to_communication_and_self-concept
- <https://files.eric.ed.gov/fulltext/EJ1103654.pdf>

Motivations

- Want to share insights & Gain new perspectives
- Become a better leader & Expanding Networks
- Improve Experience & Portfolio

SOURCE

- https://www.researchgate.net/publication/340739232_Use_of_Social_Media_for_Knowledge_Sharing_Among_Students
- https://www.researchgate.net/publication/266344276_Use_of_social_media_by_college_students_Relationship_to_communication_and_self-concept
- <https://files.eric.ed.gov/fulltext/EJ1103654.pdf>

Pain points and frustrations

- Stress from work and/or study commitments
- University tuition fees keep rising (getting higher)
- Busy schedule

SOURCE

- https://www.researchgate.net/publication/340739232_Use_of_Social_Media_for_Knowledge_Sharing_Among_Students
- https://www.researchgate.net/publication/266344276_Use_of_social_media_by_college_students_Relationship_to_communication_and_self-concept
- <https://files.eric.ed.gov/fulltext/EJ1103654.pdf>

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- <https://files.eric.ed.gov/fulltext/EJ1103654.pdf>

- <https://www.mpug.com/the-influence-of-a-mentor/>
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- <https://sg.indeed.com/career-advice/career-development/how-to-become-mentor>
- <https://osf.io/preprints/metaarxiv/9e526/download>
- <https://core.ac.uk/download/pdf/301479326.pdf>
- https://www.researchgate.net/publication/356000080_Research_on_the_Strategy_of_Improving_College_Students%27_Career_Adaptability_in_Application-oriented_Colleges_and_Universities
- <https://www.hindawi.com/journals/mpe/2022/5205371/>
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- <https://www.insidehighered.com/blogs/higher-ed-gamma/what-today's-college-students-need>
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- https://www.linkedin.com/pulse/what-motivates-you-being-mentor-whats-krueer-andreas/?trk=public_profile_article_view
- <https://artofmentoring.net/11-reasons-why-you-should-be-a-mentor-2/>
- <https://www.todayonline.com/singapore/survey-singapore-undergrads-work-study-stress-academic-grace-days-1929776>
- <https://www.nbcnews.com/news/education/tuition-fees-continues-rise-pandemic-inflation-woes-hit-colleges-rcna14292>
- <https://www.liberty.edu/campusrec/student-activities/blog/im-just-so-busy/>

6.2.2 Maya the Mentee

Maya is a hardworking and dedicated first-generation college student pursuing a business administration degree at a large public university. Despite her passion for entrepreneurship and future career goals, she struggles to find the time and resources to participate in extracurricular activities and networking events. Balancing coursework, part-time work, and personal responsibilities is challenging for her, leading to feelings of overwhelm and isolation. Maya seeks more support and guidance to help her achieve her goals.

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MENTEE



Maya
"Business administration"

- 20
- Student and Part time workers
- Jakarta, Indonesia
- Female

Bio

Maya is a hardworking and dedicated first-generation college student pursuing a business administration degree at a large public university. Despite her passion for entrepreneurship and future career goals, she struggles to find the time and resources to participate in extracurricular activities and networking events. Balancing coursework, part-time work, and personal responsibilities is challenging for her, leading to feelings of overwhelm and isolation. Maya seeks more support and guidance to help her achieve her goals.

Personality

- Introvert (Heart icon)
- Analytical
- Busy
- Messy
- Independent
- Passive
- Safe
- Extrovert
- Creative
- Time rich
- Organized
- Team player (Star icon)
- Active
- Risky

[Link 1](#) [Link 2](#) [Link 3](#)

MENTOR

Interests

- Flexible platform, Ability to work around their academic timetable as well as plan activities with friends
- Meeting new and exciting people
- Affordable price

Sources:

- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>
- <https://www.bbc.com/news/education-55555555>
- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>
- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>

Influences

- Social media
- Word of mouth
- Online forums

Sources:

- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>
- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>
- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>
- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>

Goals

- Better Work-Life Balance
- Get a credible Ace Mate to learn from
- Finding affordable learning platform

Sources:

- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>
- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>
- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>
- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>

Needs and expectations

- achieve lessons by using many learn activities
- fulfill missing data they got from classes
- Students create more new knowledge and better diagnostic tests of answers together than alone

Sources:

- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>
- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>
- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>
- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>

Motivations

- Often lose motivation because of overload assignments
- Need help to improve the quality of learning
- Free education platform
- Adding relationships

Sources:

- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>
- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>
- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>
- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>

Pain points and frustrations

- student tend not achieve if they don't have any friends or forum outside class to discuss more
- being more prestige than others
- doubt of their answer or thoughts and need more insight from peers

Sources:

- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>
- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>
- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>
- <https://www.pearson.com/uk/why-flexible-work-can-benefit-uni-students/>

Sources:

- <https://www.wearearc.co.uk/why-flexible-work-can-benefit-uni-students/>
- <https://www.jbcnschool.edu.in/blog/students-interest-in-learning/>

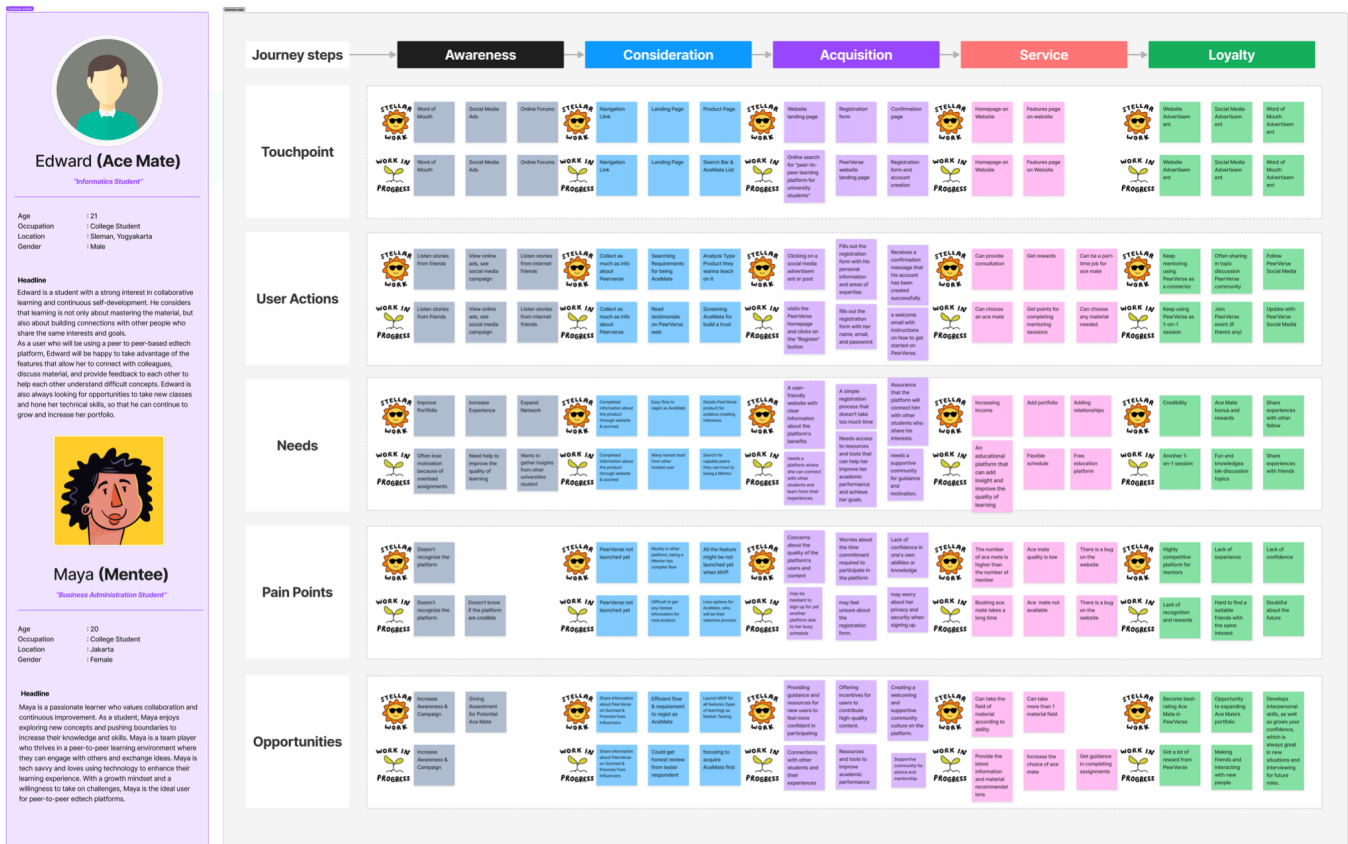
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6.3.2 Empathy Map

To further understand our users, we deep dive even further to understand what PeerVerse users: 1) Sees, 2) Hears, 3) Says & Does, and 4) Thinks & Feels.

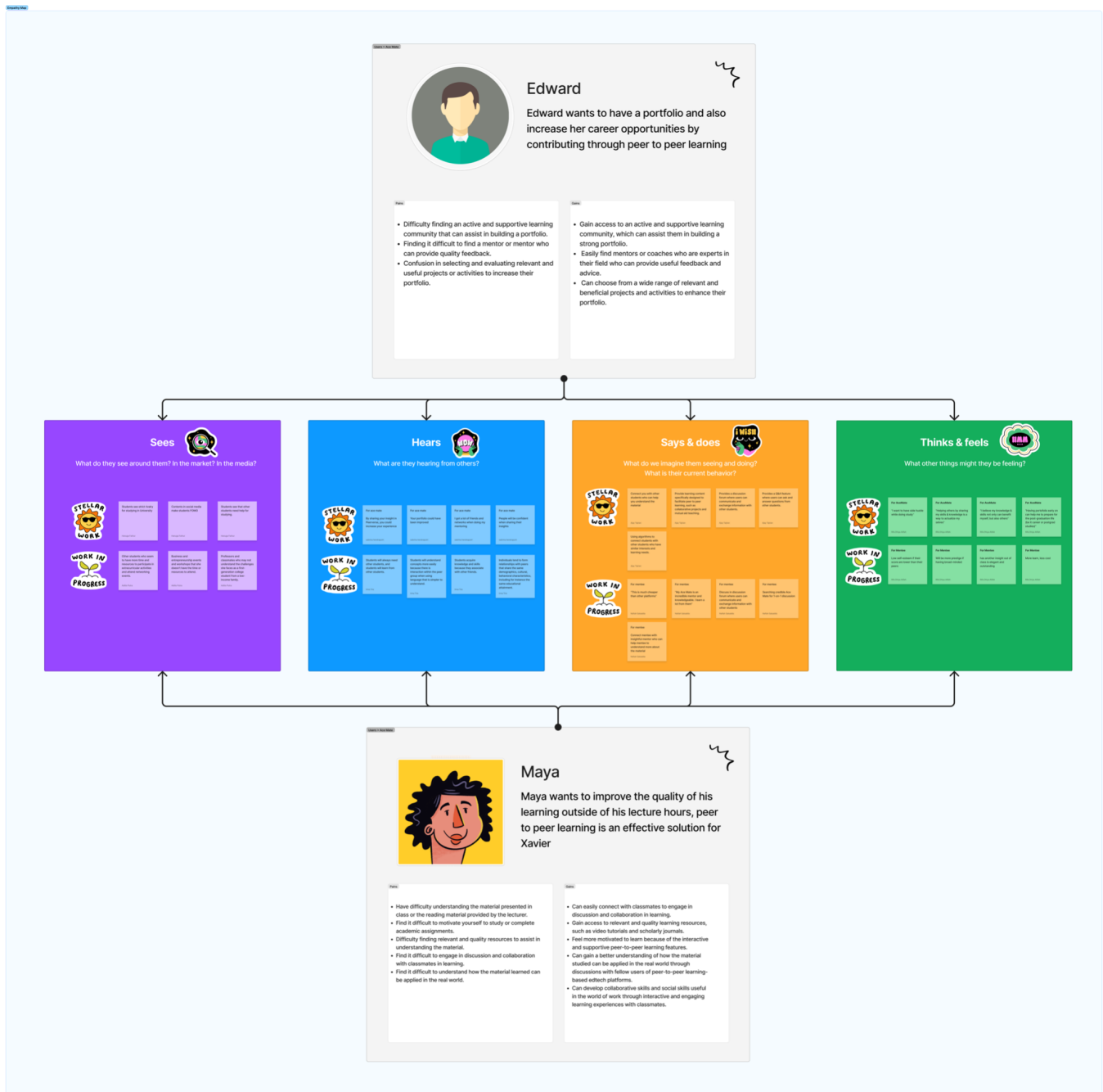
PEERVERSE

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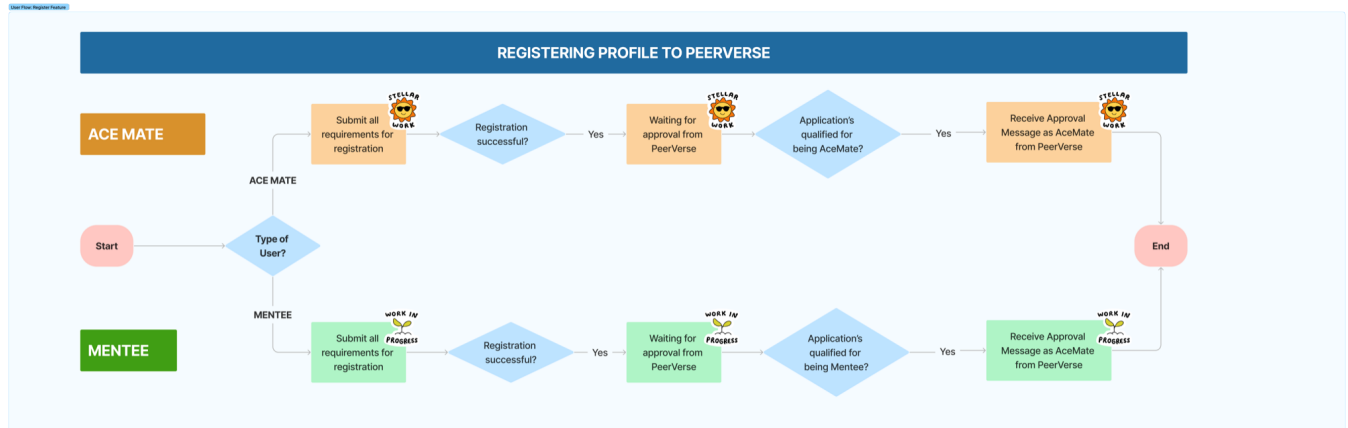
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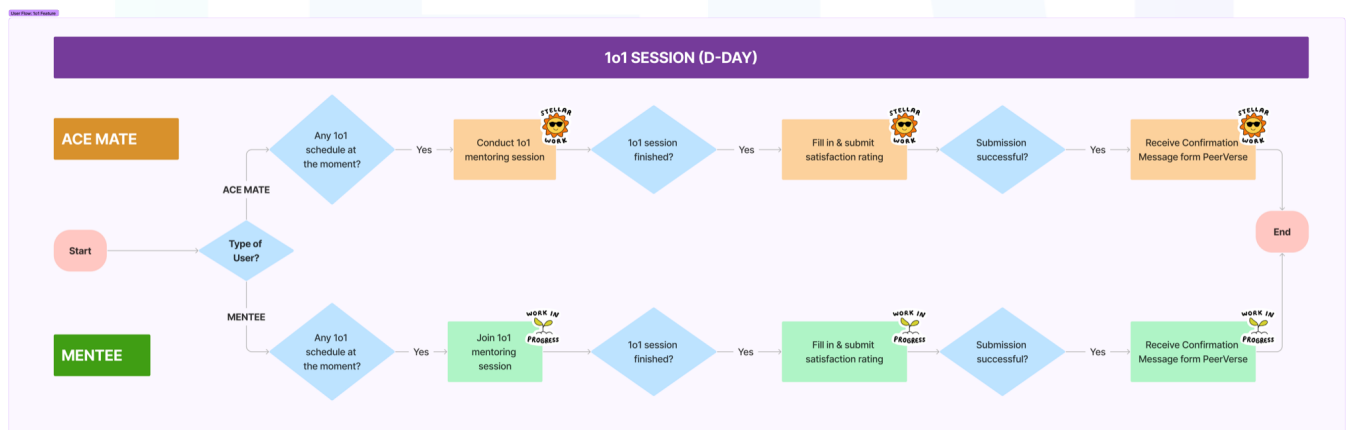
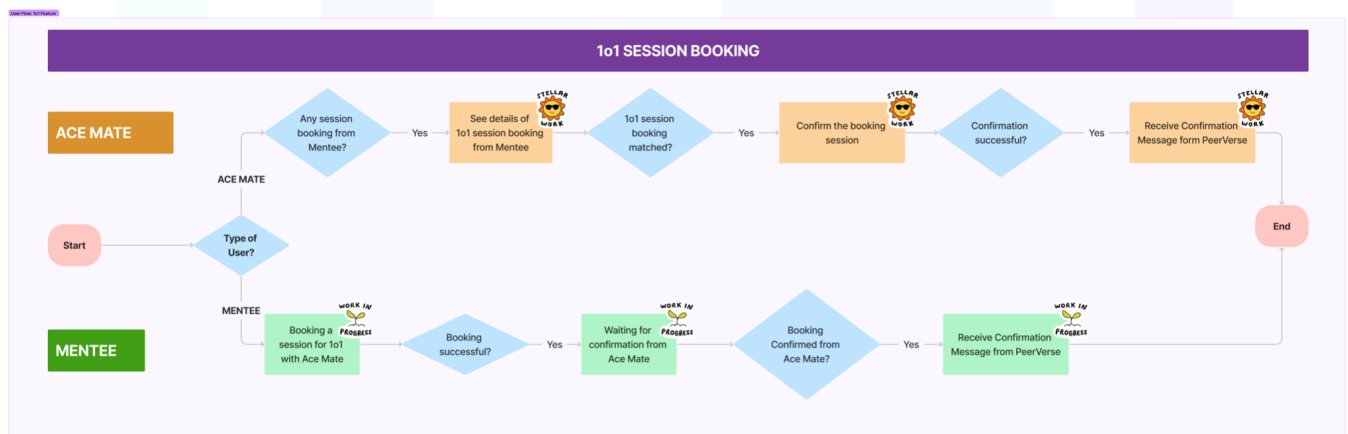
6.4 Initial User Flow

Based on the CJM and literature search, PeerVerse initiated 3 main user flow on its platform to cater user's needs: 1) Registration, 2) 1o1 Booking & Session, 3) Community Learning.

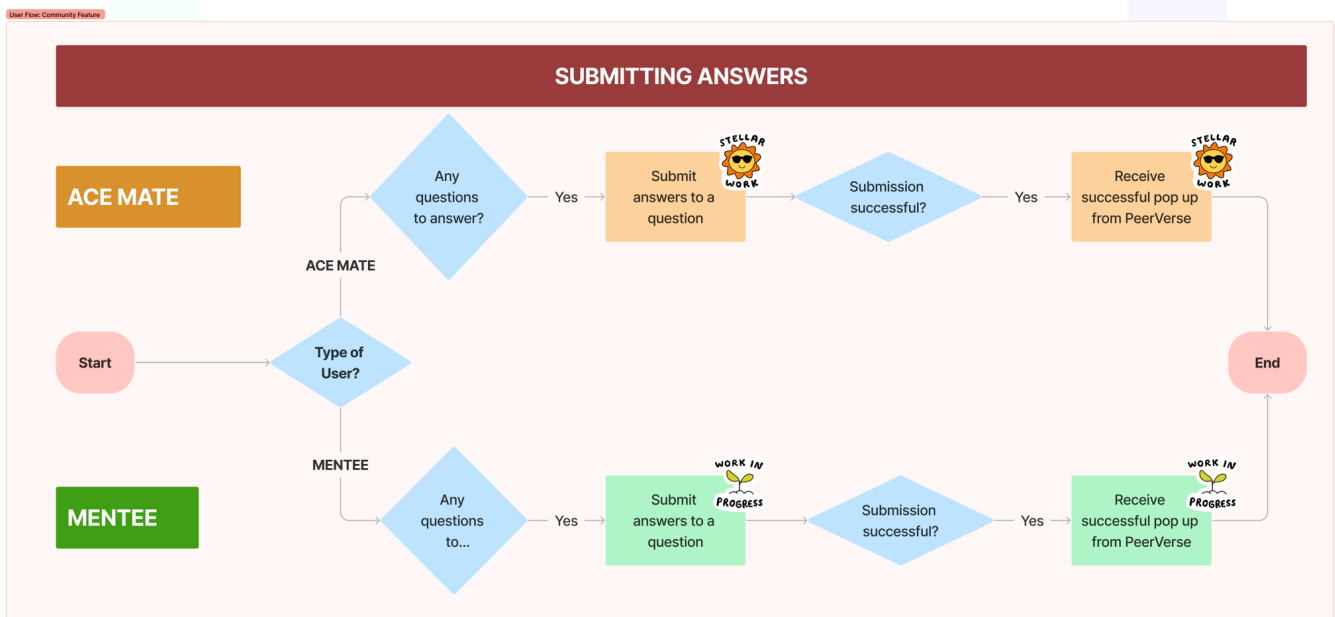
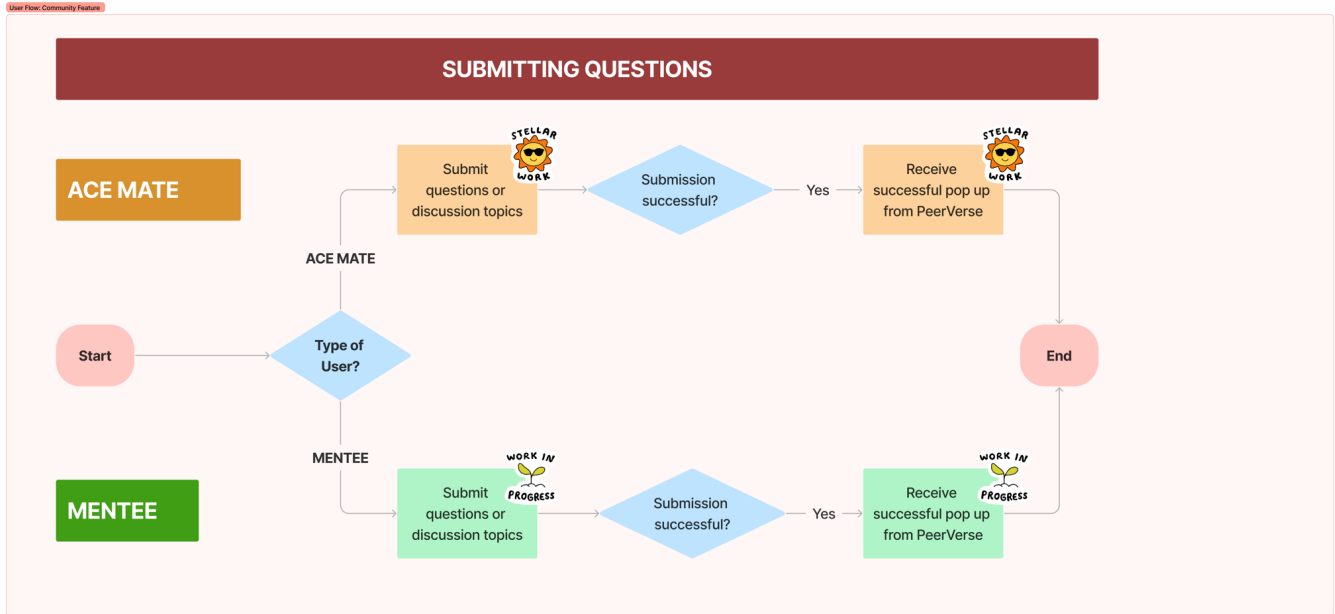
6.4.1 User Flow for Registration



6.4.2 User Flow for 1o1 Session Booking & D-Day



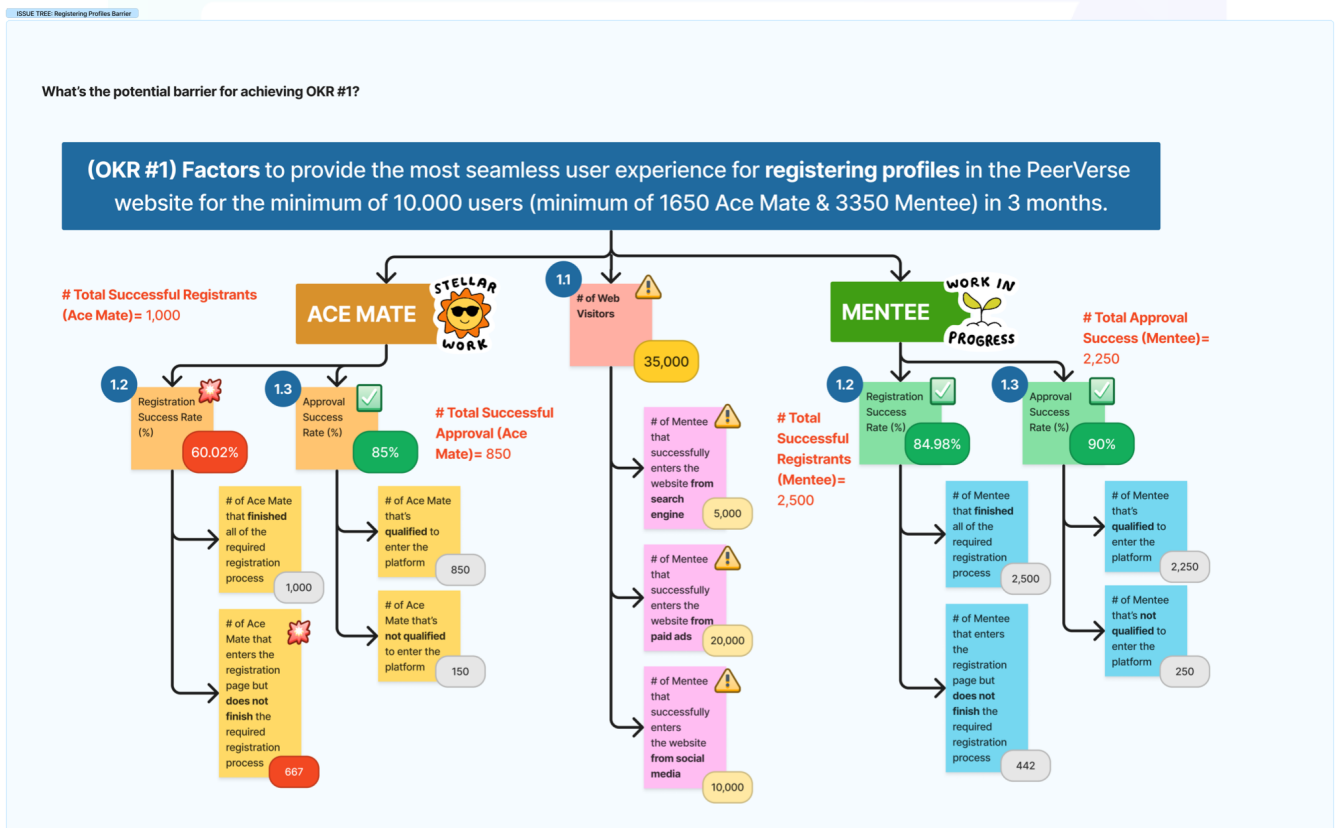
6.4.3 User Flow for Community Learning



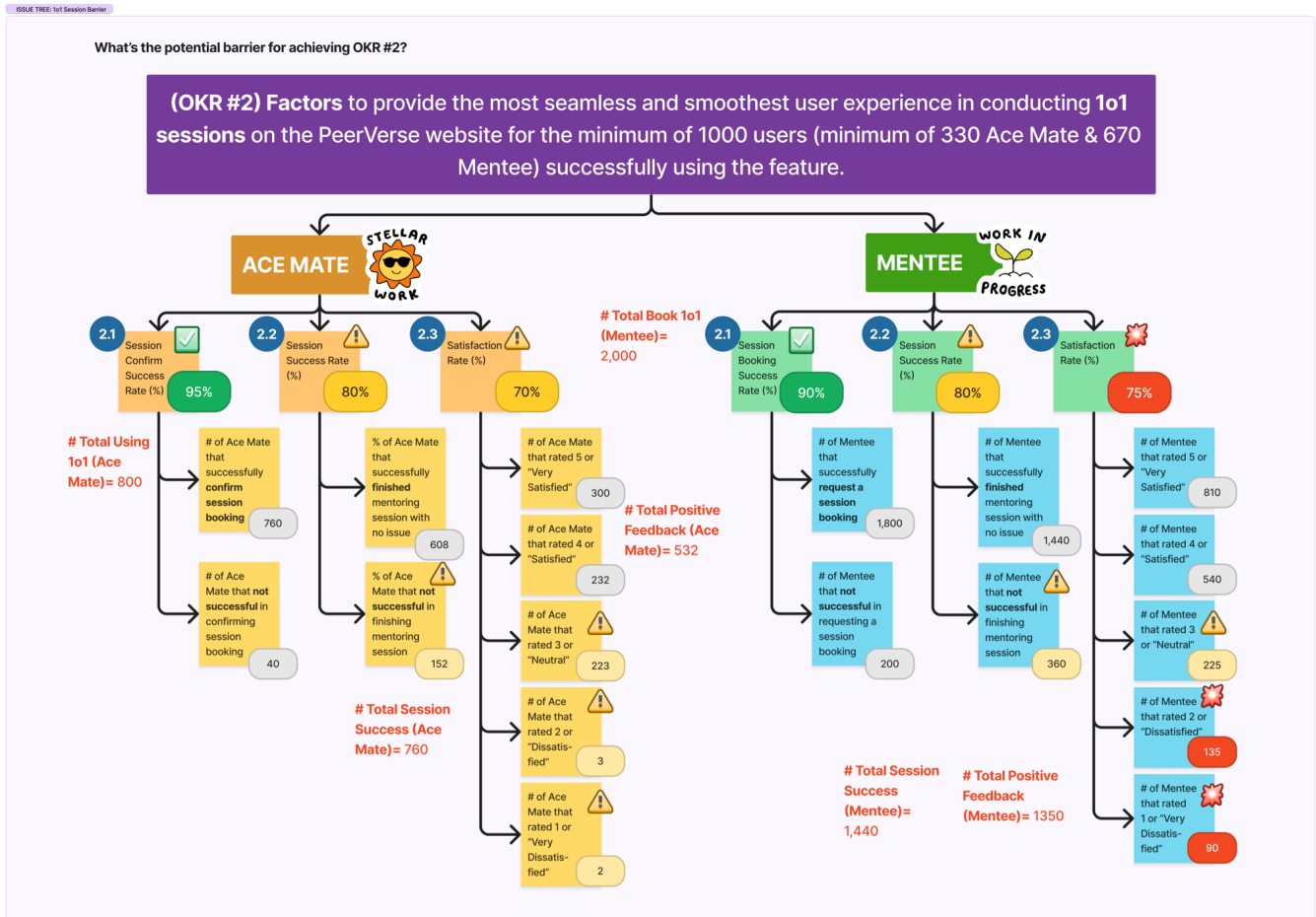
7. Problem Research

7.1 Issue Tree (Problem Identification)

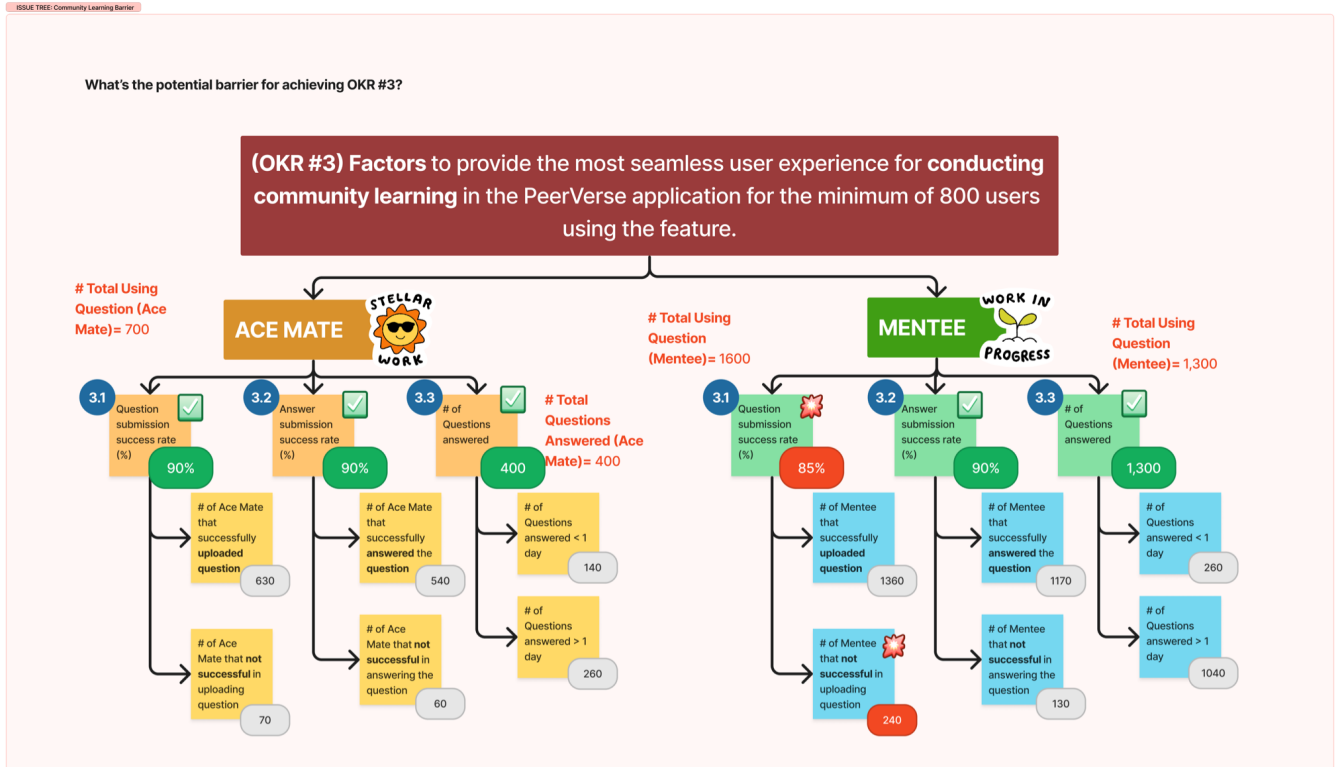
7.1.1 Issue Tree: Registering Profiles



7.1.2 Issue Tree: 1o1 Booking & Session



7.1.3 Issue Tree: Community Learning

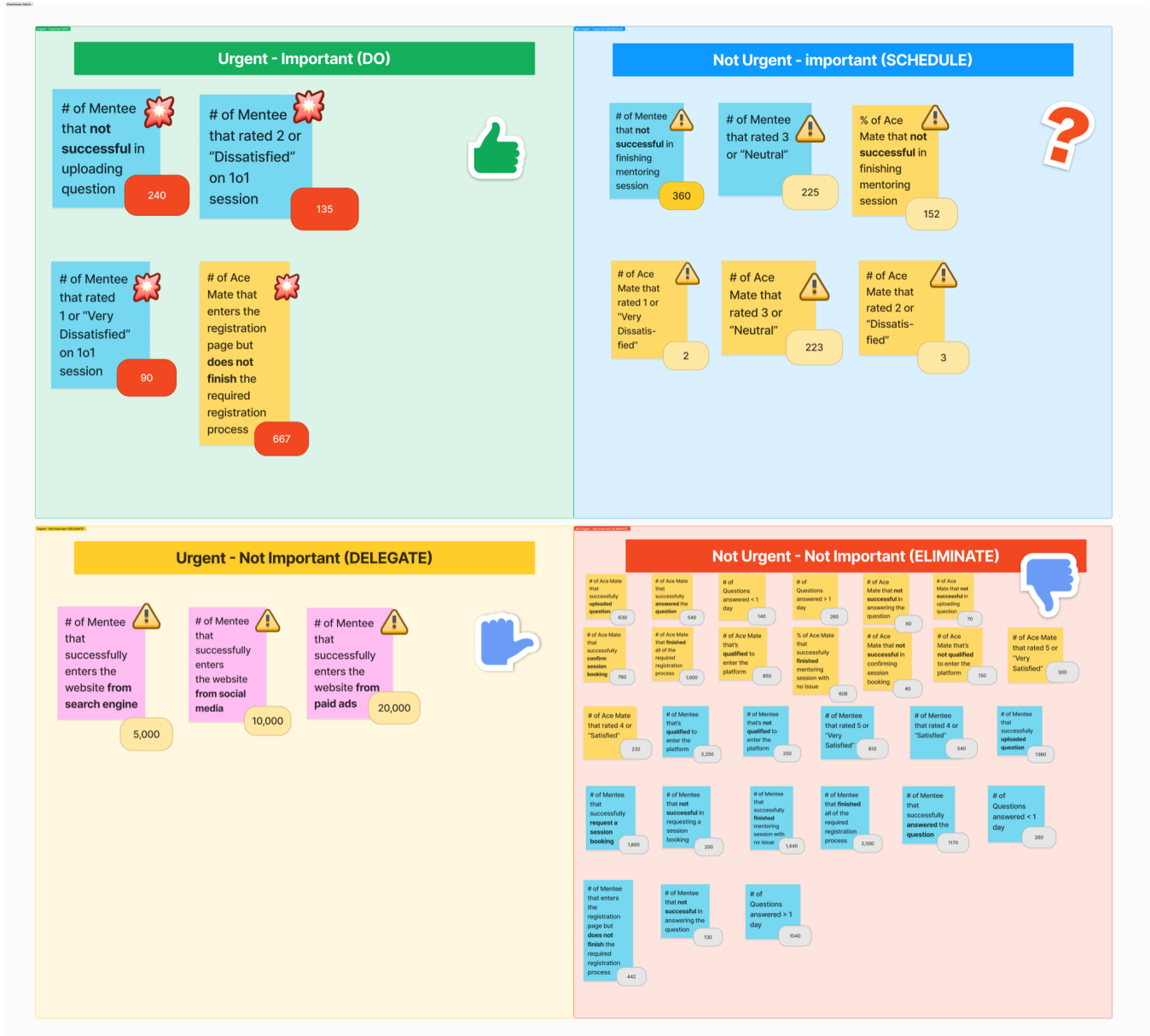


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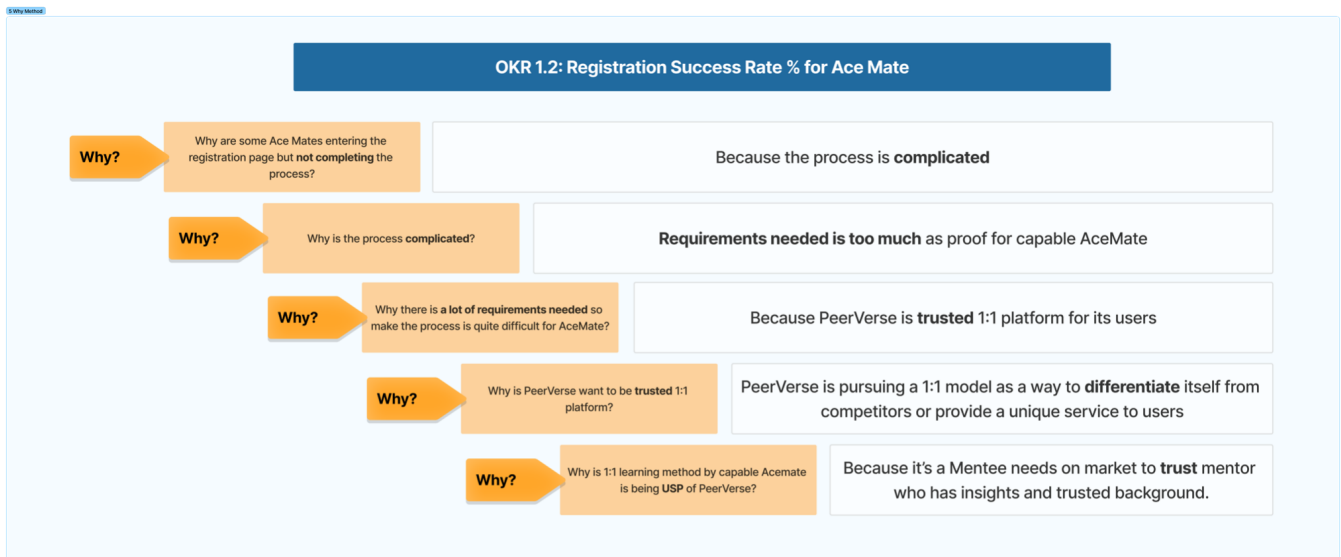
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7.2 Eisenhower Matrix (Problem Prioritization)

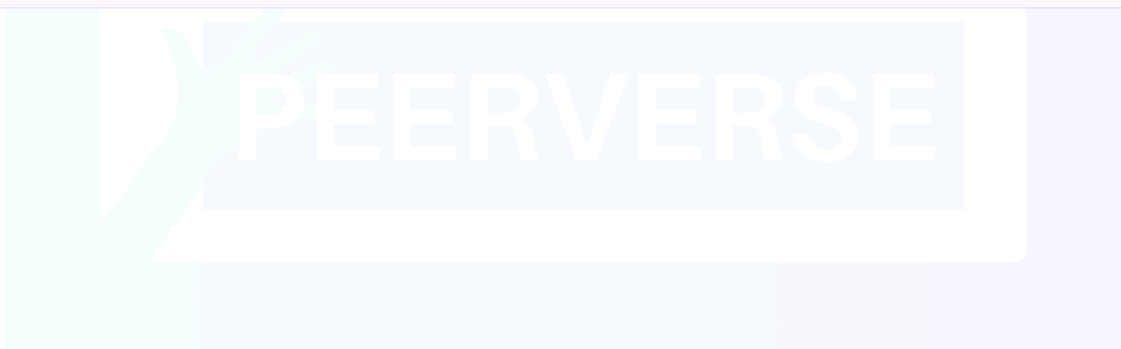
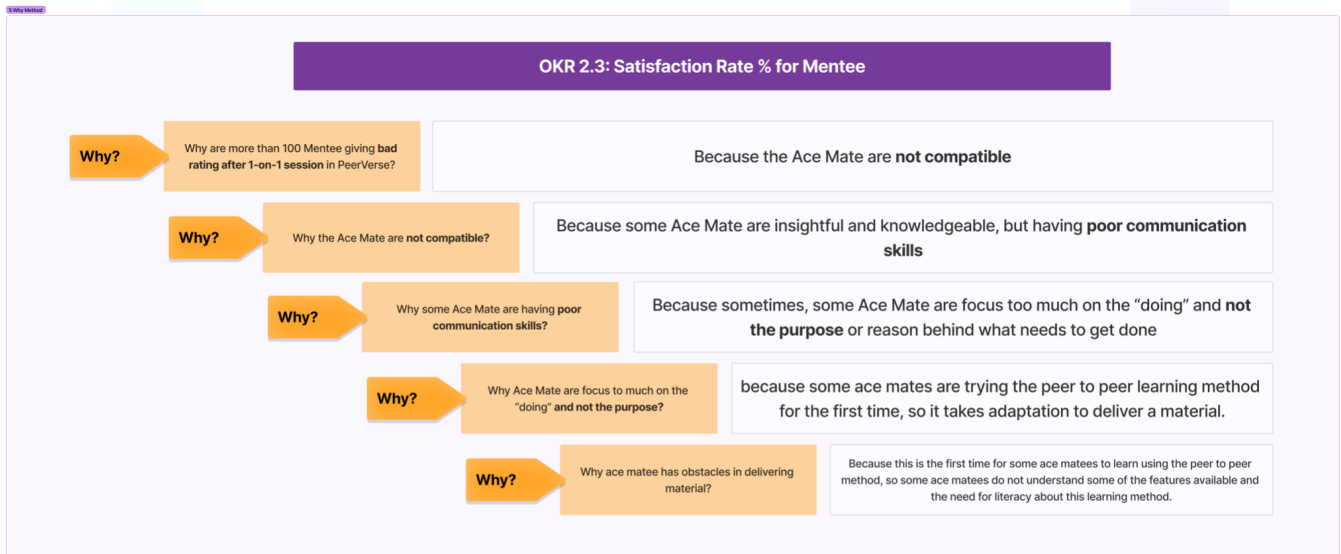


7.3 5 Whys (Problem Root Cause)

7.3.1 5 Whys: Low Registration Success Rate for Ace Mate

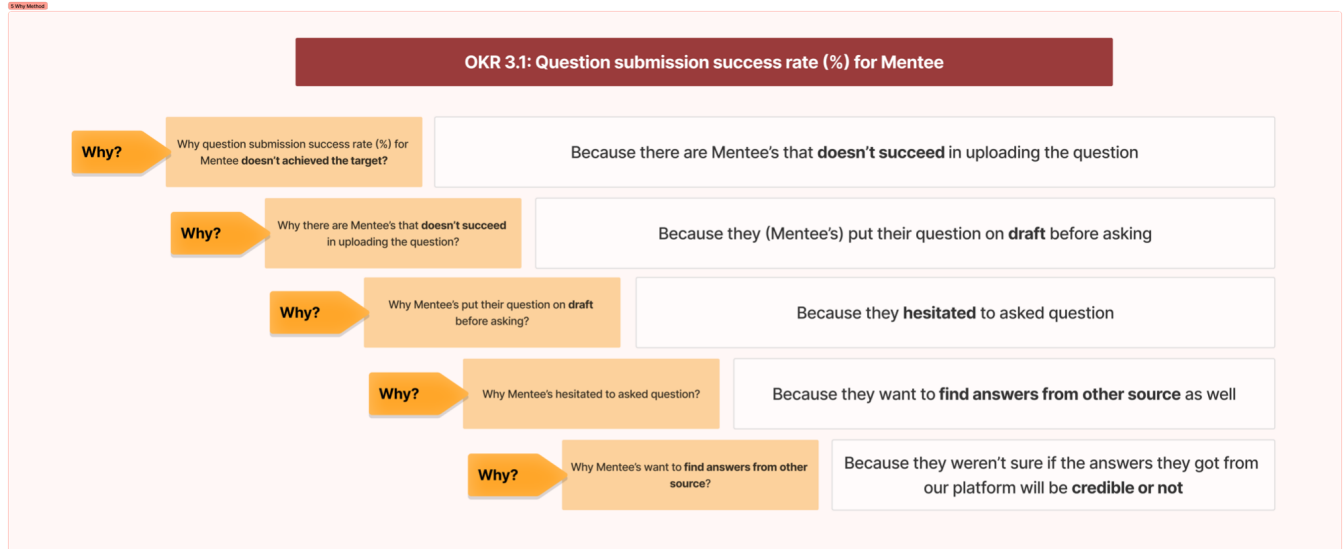


7.3.2 5 Whys: Low Satisfaction Rate for Mentee



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7.3.3 Low Question Submission Success Rate for Mentee



STAGE 4: Go To Market (GTM) Strategy

Executive Summary of Stage Four

PeerVerse does validation for making sure that the prototype is suited for users. PeerVerse's main feature is **1 on 1 session**. To strengthen our **Go-To-Market Strategy**, PeerVerse makes a **hypothesis** and **validates the Idea** for our main feature.

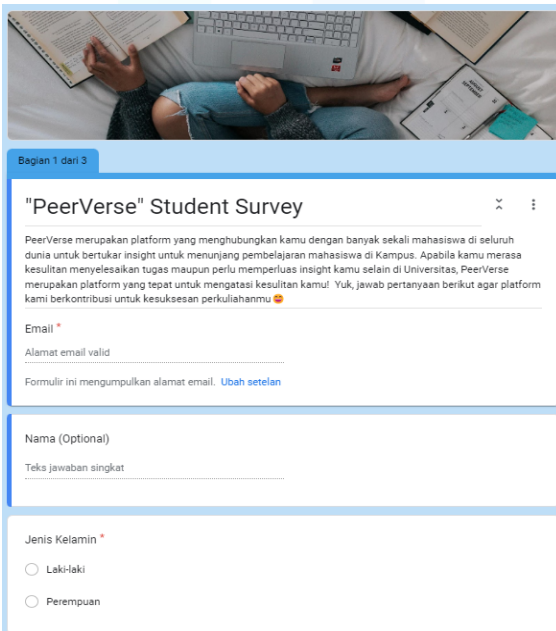
Hypothesis

We believe that we can **build a peer-to-peer learning platform**. To verify that, we will **build a 1-on-1 mentoring feature** and measure its **success rate in sessions by 90%**. We are right if the **booking sessions increase and succeed by 90%** and **user satisfaction increases by 80%** in Q1-Q2.

Idea Validation

After we create our hypothesis, We **validate** the idea using **google forms surveys**. In our surveys, we've asked three main questions that is for the **"level of difficulties"**, **"solutions to peerverse"**, and **"price ranges"**. Full data can be accessed following this link:

["PeerVerse" Student Survey \(Responses\)](#)



The screenshot shows a Google Form titled "PeerVerse" Student Survey. The form is displayed on a mobile device screen. At the top, there is a header image showing a person's hands typing on a laptop keyboard. Below the header, the form title "PeerVerse" Student Survey is followed by a description: "PeerVerse merupakan platform yang menghubungkan kamu dengan banyak sekali mahasiswa di seluruh dunia untuk bertukar insight untuk menunjang pembelajaran mahasiswa di Kampus. Apabila kamu merasa kesulitan menyelesaikan tugas maupun perlu memperluas insight kamu selain di Universitas, PeerVerse merupakan platform yang tepat untuk mengatasi kesulitan kamu! Yuk, jawab pertanyaan berikut agar platform kami berkontribusi untuk kesuksesan perkuliahanmu 🍀". The form contains three sections: 1. Email field with a red asterisk indicating it is required, a text input field, and a "Ubah setelan" link. 2. Nama (Optional) field with a text input field and a placeholder "Teks jawaban singkat". 3. Jenis Kelamin field with a red asterisk indicating it is required, and two radio button options: "Laki-laki" and "Perempuan".

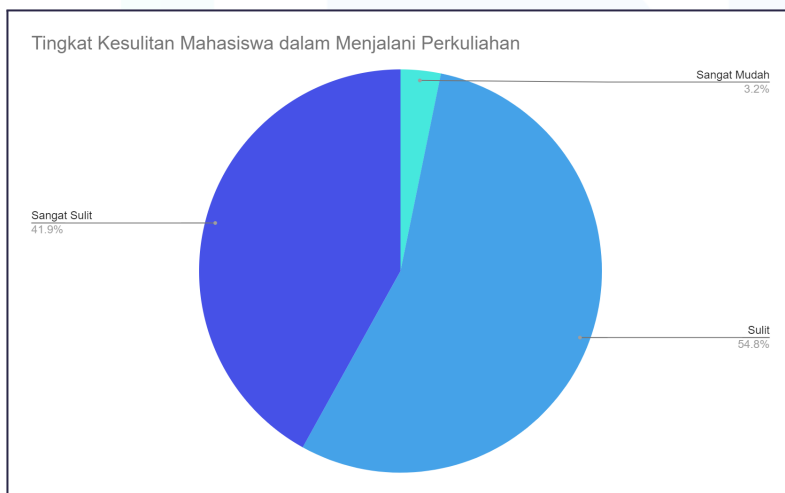
Data Visualization: Level of Difficulties

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Kategori	Persentase	Range Nilai	Frekuensi
Sangat Mudah	3.23%	1-25	1
Mudah	0.00%	26-50	0
Sulit	54.84%	51-75	17
Sangat Sulit	41.94%	76-100	13



Results:

Most of our respondents are having a **“Hard”** experience in facing their university studies, with a result of **54,8%** and **41,9%**, in **“Hard”** and **“Very Hard”** Category.

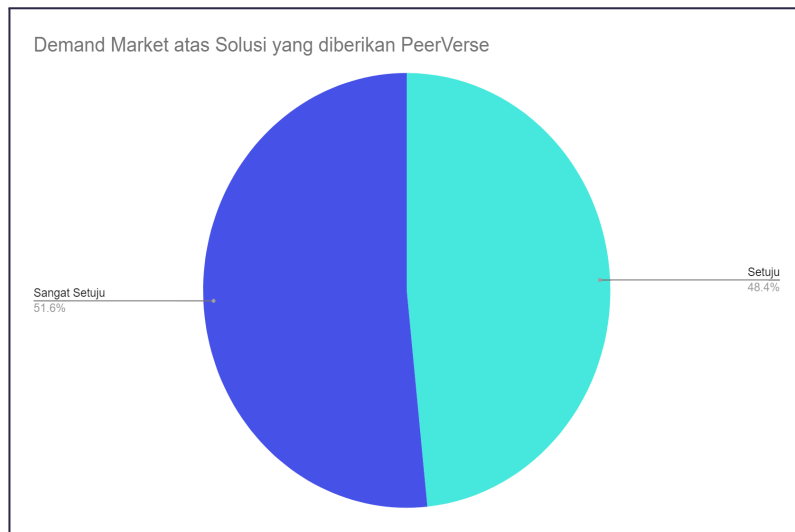
Data Visualization: Level of Solutions to Peerverse

Kategori Launch Product	Persentase	Range Nilai	Frekuensi
Sangat Tidak Setuju	0.00%	1-25	0
Tidak Setuju	0.00%	26-50	0
Setuju	48.39%	51-75	15
Sangat Setuju	51.61%	76-100	16

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Results:

All of our participants responded **enthusiastically** with the result of **51,6% “Very Agree”** and **48,4% “Agree”** to our Platform.

Data Visualization: Price Ranges

Kategori Range Harga	Persentase	Frekuensi
Rp. 0/Gratis	38.71%	12
> Rp. 1 (Masih Bingung Menentukan Harga)	3.23%	1
Package Tahunan: Rp. 1,000,000/tahun	16.13%	5
Rp. 150,000 - Rp 300,000/bulan	38.71%	12
Rp. 50,000/bulan	3.23%	1

Results:

A **tied result** for our Price Range in **“Free”** and **“150.000-300.000/month”** categories with a **percentage of 38,7%**.

Go-To-Market Strategy

Providing the most seamless and smoothest user experience in conducting 1o1 sessions on the PeerVerse website for the minimum of 670 mentee successfully using the feature in 3 months.

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Business Objectives	Target Markets	Target Customers	Differentiated Offerings	Channels
Providing the most seamless and smoothest user experience in conducting 1o1 sessions on the PeerVerse website for the minimum of 670 mentee successfully using the feature in 3 months.	University students	- College Students who wants to find information related to their university course - Specific characteristics Age: 18 to 25 years Needs: explain the syllabus that is not explained and students who need help with assignments Interest: Flexible platform and affordable learning platform Goals: understand all syllabus	Why should your user know about your product? USP: Empowering academic success through global peer community and interactive learning	Channels - Websiteour: platform is web based - Events: we will held event for reach new users through Webinar, Offline Edu Fair, etc - Social media: This platform as aggregator for our product to many audience around the world

Key Metrics
- Key Metrics → Ambil key metrics dari OKR 2 (1:1) - Session booking success rate - Numerator = # of people who successfully made a 1:1 booking - Denominator = Total # of people who click & enters the booking button - Session success rate - Numerator = # of successful 1o1 sessions carried out to completion - Denominator = Total # of 1:1 sessions that's successfully booked (including successful completion & unsuccessful completion)

Marketing Strategies
Channels - Websiteour: platform is web based - Events: we will held event for reach new users through Webinar, Offline Edu Fair, etc - Social media: This platform as aggregator for our product to many audience around the world Sales plan - Inside sales model → Digital ads (website & social media), email newsletter - Channel model → referral, word of mouth - Field sales model → acara kampus

Channels
Channels - Websiteour: platform is web based - Events: we will held event for reach new users through Webinar, Offline Edu Fair, etc - Social media: This platform as aggregator for our product to many audience around the world

Key Success Factor

- **Strategic focus**
- Peerverse needs mentors who have good qualities, such as being the most outstanding students in their universities, active in organizations or competitions, and who would like to improve their portfolios so that the 1o1 process can run smoothly. The key success factors here are conducting training for the ace mate so that he understands better the material that will be taught and improving the recruitment process for the ace mate.
- **People**
- Key success factors under the people category are how platforms help users develop and the rate of user satisfaction with the platform.
- **Operations**
- The operations of PeerVerse involve developinh and maintaining the technology platform, establishing and managing the peer-to-peer learning network, partnering with top-rated students and mentors, marketing and promotion, monitoring and improving platform performance
- **Marketing**
- Some of the marketing activities in PeerVerse include market research, corporate branding, customer profiling, and the exploration of various marketing channels, receiving feedback from customers on how the organization can improve its services.
- **Finance**
- Finances focus in PeerVerse include the organization's finances (comprises inventory, income, accounts receivable, accounts payable, and debts), the pricing of its products, and monitoring of financial activities.



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Behind The Project

PeerVerse is a final project by Team 3 - Product Management Bootcamp Rakamin Batch 1. During the development of this project, we managed to collaborate and divide the tasks as follows:

No.	Name of PIC	Stage 1	Stage 2	Stage 3	Stage 4
0	All	Discussing: Problem ideation, product vision draft, brand name, brand color palette, brand design Alignment & giving feedback: Cross section & task	Discussing: Problem ideation Alignment & giving feedback: Cross section & task Problem Prioritization: Eisenhower Matrix		
1	Aditio Dharma Putra	Competitor Analysis: Competitor Product Analysis, Competitor Value Curve Business Model Canvas: Value Proposition, Key Resources, Key Activities Name of Brand	User Characteristics (Mentee): Identity, bio & personality Empathy map (Mentee): Sees Customer Journey Map: Acquisition (Acemate & Mentee) Issue Tree: Isi data Key Results #1.3 dari OKR 1		

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		proposal & ideation	dan #2.1 dari OKR 2 (both untuk Ace Mate & Mentee) 5 Whys: OKR #1.2		
2	Ajay Tarigan	Business Analysis: Porter's 5 Forces, SWOT Analysis Business Model Canvas: Customer Segments, Customer Relationship	User Characteristics (Ace Mate): Interest & goals Empathy map (Ace Mate): Says Customer Journey Map: Template & finalization (Acemate & Mentee) Issue Tree: Isi data Key Results #3.2 dan #3.3 dari OKR 3 (both untuk Ace Mate & Mentee) 5 Whys: OKR #2.3		
3	Hanuga Fathur Chaerulisma	Literature Search: Problem in University & Benefits of Peer-to-Peer learning Business Model Canvas: Channels, Revenue Stream, Key Partnerships,	User Characteristics (Ace Mate): Identity, bio & personality Empathy map (Ace Mate): Sees Issue Tree: Isi data Key Results #1.1 dari OKR 1 (both untuk Ace Mate & Mentee)		

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		Cost Structure	5 Whys: OKR #3.1		
4	Irma Tria Utami	Product Vision finalization NSM, OKR & Product Metrics PPT & Full Report template making & finalization	User Characteristics (Mentee): Motivation & influence Empathy map (Mentee): Hear Customer Journey Map: Service (Acemate & Mentee) 5 Whys: OKR #3.1		
5	Nadya Zalsabila Alhumaira	Product Vision finalization NSM, OKR & Product Metrics PPT & Full Report template making & finalization Logo & design proposal of "PeerVerse" brand	User Characteristics (Ace Mate): Needs & painpoints Empathy map (Ace Mate): Think Customer Journey Map: Template & finalization (Acemate & Mentee) Issue Tree: Template & finalization (Acemate & Mentee) 5 Whys: Template & finalization (Acemate & Mentee)		

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			User		
6	Nafiah Salsabila	Competitor Analysis: Competitor Product Analysis, Competitor Value Curve Business Model Canvas: Value Proposition, Key Resources, Key Activities Name of Brand proposal & ideation	User Characteristics (Mentee): Interest & Goals Empathy map (Mentee): Says Customer Journey Map: Loyalty (Acemate & Mentee) Issue Tree: Isi data Key Results #2.2 dan #3.1 dari OKR 3 (both untuk Ace Mate & Mentee) 5 Whys: OKR #2.3		
7	Rifa Dhiya Alifah	Literature Search: Problem in University & Benefits of Peer-to-Peer learning Business Model Canvas: Channels, Revenue Stream, Key Partnerships, Cost Structure Color Palette proposal for PeerVerse	User Characteristics (Mentee): Needs & painpoints Empathy map (Mentee): Think Customer Journey Map: Consideration (Acemate & Mentee) Issue Tree: Isi data Key Results #2.3 dari OKR 2 (both untuk Ace Mate & Mentee) 5 Whys: OKR #1.2		

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8	Sabrina Henraputri	Business Analysis: Porter's 5 Forces, SWOT Analysis Business Model Canvas: Customer Segments, Customer Relationship	User Characteristics (Ace Mate): Motivation & influence Empathy map (Ace Mate): Hear Customer Journey Map: Awareness (Acemate & Mentee) Issue Tree: Isi data Key Results #1.1 dari OKR 1 5 Whys: OKR #3.1		
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