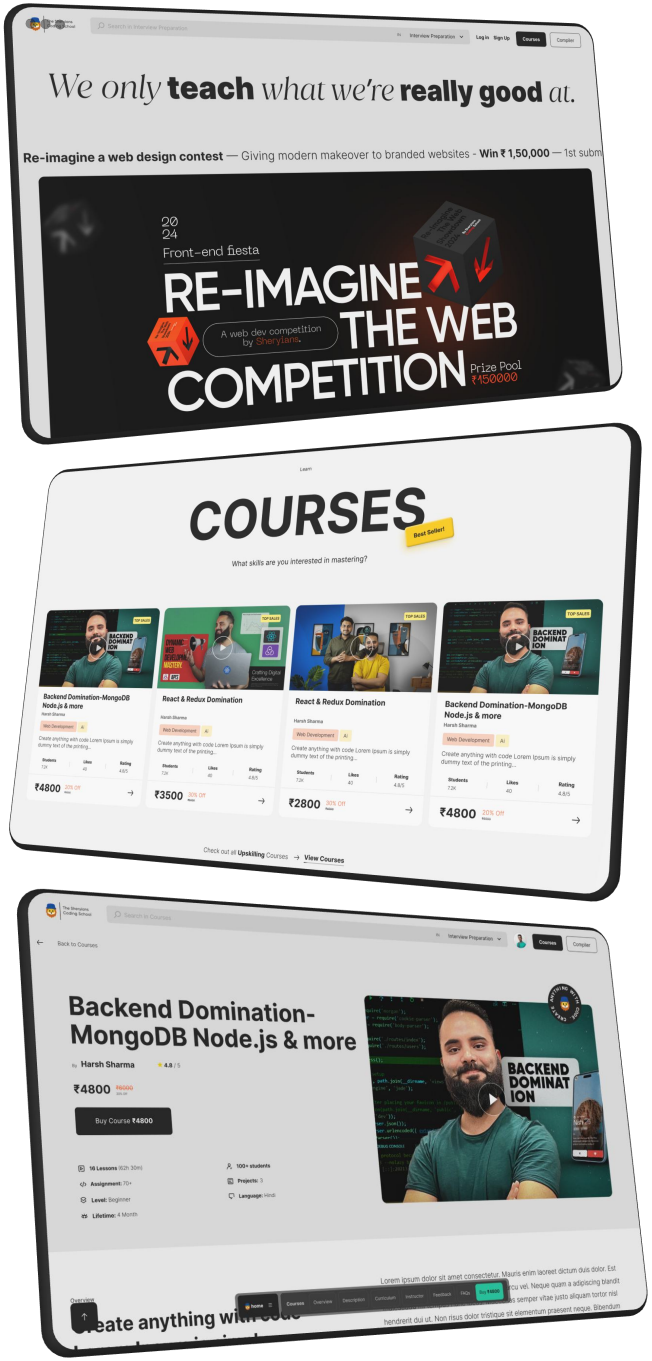


JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

Sheryians Web Application

Redesigning Sheryians' Learning Management System platform to create a more engaging and supportive learning environment.

VOL. 1 of 2

Student : **Eshita Jain**

Sponsor : **Sheryians Coding School, Pvt. Ltd**

Mentor : **Mr. Anirudha Biswas**

Consultant : **-**

Programme :
Master of Design (M.Des)
Interaction Design

THE GRADUATION PROJECT 2024

The Evaluation Jury has recommended **Eshita Jain**

for post-graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**

with specialization in **Interaction Design**

Herewith, for the project titled Sheryians Web Application, Learning management System

on fulfillment of requirements by

Jury Chairman	**Devanuj Kanta Balkrishan**	
Jury Member	**Yash Raizada**	
Jury Member	**Neha Bharshankar**	

Remarks, if any.

Dean, Institute of Design
JK Lakshmipat University

Originality Statement

I hereby declare that the work submitted here is entirely my own and does not contain any substantial portions or complete copies of previously published material. It also does not include significant portions of material that have been accepted for the completion of another degree or final graduation from any other educational institution, unless proper acknowledgment has been provided in this Graduation Project. Additionally, I affirm that I have not borrowed or copied any concepts without giving appropriate credit. The intellectual content of this Graduation Project is solely the result of my own efforts, except for any assistance received from others in the project's design, conception, style, presentation, and linguistic expression, which have been duly acknowledged. Finally, I assert that this Graduation Project, or any part of it, has not been and will not be submitted as assessed work for any other academic course.

Student Name in Full: Eshita Jain

Signature: 

Date: 27/06/2024

Place Bhopal, Madhya Pradesh

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Student Name in Full: Eshita Jain

Signature: 

Date: 27/06/2024

NDA

The contents of **“This volume”** of my graduation project and currently under a verbal **Non-Disclosure Agreement (NDA)** until the project goes live for the public. I take full responsibility for maintaining the confidentiality of the project and not disclosing any sensitive information related to the project, both verbally and in written form.

Once the project is publicly available, the NDA will no longer be in effect, allowing for open discussion. Until then, disclosing the project’s details without written permission from the publisher, Eshita Jain and the Sponsor Sheryians Private Limited is strictly restricted

Thank you for understanding and supporting the confidentiality measures for the graduation project

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GRADUATION PROJECT

The end of the students' academic tenure at the JK Lakshmipath University_Institute of Design is marked by the culmination of a substantial investigation in the field of design on a topic closely allied to their discipline of study. It is through the graduation project and subsequent documentation of the same that this investigation takes place. The graduation project is an opportunity for students to demonstrate their expertise as independent practitioners of design.

The project must be done with academic rigour incorporating systematic inquiry and informed design decisions. The phrase 'systematic inquiry' implies the presence of a structure and method by which the student must carry out his/her project. The graduation project reflects leadership manifested through creativity and innovation. The project leads to new knowledge creation and should align with broader objectives of the institute.

This project focuses on redesigning Sheryians' LMS platform to create a more engaging and supportive learning environment.

This project addresses the challenges faced by online learners, particularly aspiring coders, who often struggle with a lack of engagement and motivation in traditional online learning management systems (LMS)

ACNOWLEDGEMENT

I am deeply grateful for the unwavering support and encouragement I have received throughout the completion of this graduation project.

First and foremost, I extend my gratitude to my parents for their constant love, support, and sacrifices. Their belief in my abilities has been a cornerstone of my success.

A special thanks to **my friends** and **batch mates** for their camaraderie and encouragement, which have been invaluable during this journey. Their insights and discussions have enriched my learning experience.

I would like to express my sincere appreciation to my mentor **Mr. Anirudha Biswas**, whose guidance and expertise have been instrumental in the successful completion of this project. Your insightful feedback and encouragement have greatly enhanced my learning experience.

I am also thankful to **JKLU** for providing me with the resources and environment necessary for academic and personal growth. The institution's commitment to excellence has been a significant driving force behind my achievements.

I extend my heartfelt appreciation to **Sheryians Coding School** for giving me the opportunity to work on this project. The knowledge and skills I have gained here have been pivotal in shaping my career. Their platform has been crucial in honing my skills and providing real-world experience.

A special mention goes to **Mr. Dhanesh Malviya** for his exceptional mentorship. His guidance, patience, and expertise have been crucial in navigating the challenges of this project.

SYNOPSIS

In my graduation project, I tackled the challenge of disengagement and lack of motivation often faced by online learners, particularly aspiring coders. Current online learning platforms are frequently stuck in passive learning methods, leading to frustration and difficulty retaining information. Additionally, the absence of personalized feedback and a sense of community hinders motivation and learning outcomes.

To address these issues, I redesigned Sheryians' LMS platform, focusing on creating a more engaging and supportive learning environment. The redesigned LMS incorporates several key features to promote active learning and knowledge retention. These include interactive elements like quizzes, coding challenges, and a built-in compiler for hands-on practice. Learners can personalize their learning journey with a progress tracking system and receive valuable feedback through coding assessments and instructor guidance. This helps identify individual strengths and weaknesses, allowing learners to focus on specific areas for improvement.

Furthermore, the redesigned platform fosters a strong sense of community and collaboration among aspiring coders. I developed features like a dedicated Discord server for discussions, facilitating group projects, and a unique mentorship program. This program allows experienced learners to become paid mentors, guiding others while solidifying their own understanding. Overall, this user-centered design approach, informed by extensive user research, ensures the LMS meets the needs of aspiring coders. By focusing on interactivity, personalization, and community building, my graduation project empowers aspiring coders to achieve their goals and thrive in the ever-evolving world of technology.

1

About

- JKLU
- Sheryians Coding School
- Why Sheryians?
- The Team
- Project Timeline

JK LAKSHMIPATH UNIVERSITY

Prompted by the vision to integrate Design with Technology and Business.

“Design education has to move away from schools of Art and Architecture and move into the schools of Science and Engineering.
We need new kinds of Designers, people who can work across disciplines, who understand human beings, business, and technology and the appropriate means of validating claims.”

~DON NORMAN

Inspired by Don Norman’s quote, the Institute of Design at JKLU came up in 2019. Today, the Institute is ranked among the best in the country with well-curated courses in design that are backed by a curriculum geared to empower you with a designer’s mindset along with the tools and skills required to usher in a technology-led future. Its aim is to make a shift from conventional design education towards a more future-ready and transformative way of learning to enable you to become a successful designer.

The institute emphasizes to follow a multidisciplinary approach ,Develop a deep sense of empathy to become conscious of design’s role in building society.Our curriculum draws from the world’s leading design schools and programmes to break boundaries and equip you with the tools, skills, and mindset necessary for success.Imbibe sensitivity to understand people, cultures, and their influence on design effectiveness.



SHERYIANS CODING SCHOOL

Sheryians Coding School, a division of Sheryians Pvt. Ltd., empowers individuals to become proficient in coding and pursue fulfilling careers in the tech industry.



Equipping Learners for the Tech Revolution

Sheryians envisions a future where everyone has the opportunity to participate in the digital revolution. They aim to be at the forefront of coding education, continuously innovating and adapting their curriculum to meet the ever-changing needs of the tech industry.







Core Values:

They foster a collaborative learning environment where students can connect, share knowledge, and build a network of like-minded individuals.

Sheryians aims to make coding education inclusive, catering to learners with varying backgrounds and experience levels.

Sheryians emphasizes top-notch learning experiences through well-designed courses and instructors with industry expertise.

The curriculum equips students with in-demand programming languages and frameworks, emphasizing hands-on learning through real-world projects

Sheryians encourages continuous learning, enabling students to stay updated with the latest advancements in the tech world.



The Sheryians
Coding School

Vision

Sheryians envisions a future where everyone has the opportunity to participate in the digital revolution. They aim to be at the forefront of coding education, continuously innovating and adapting their curriculum to meet the ever-changing needs of the tech industry.

Mission

Sheryians' mission is to bridge the gap between the growing demand for skilled coders and the current talent pool. They achieve this by:

- Providing high-quality, industry-relevant coding courses.
- Fostering a supportive and collaborative learning environment.
- Equipping students with practical skills through real-world projects and mentorship.
- Cultivating a passion for coding and lifelong learning.



Sheryians' Unique Value Proposition

Emotional Connection Replicate the positive learning environment of the physical classrooms, fostering a sense of community and belonging within the online platform.

Holistic Development Go beyond coding skills by focusing on communication, personality, and interview preparation.

One-on-One Mentorship Provide personalized support and guidance to ensure no learner gets stuck or left behind.

Comprehensive Skill Development Offer a wide range of courses and resources that cater to different needs and career aspirations.

WHY SHERYIANS?

Sheryians Coding School wasn't just a logical choice for my graduation project; it felt like a homecoming.

As a proud alumnus (Batch B7, Web Development - 2019), I experienced firsthand the exceptional learning environment and the impact it has on students. The dedicated instructors and mentors became more than educators; they provided invaluable support that shaped my skills and confidence as a developer. Witnessing Sheryians' remarkable growth over the years, both as a student and in my role as a creative helper/ design decision maker since 2019, solidified my decision. Their unwavering commitment to quality education, constant innovation, and fostering a collaborative atmosphere perfectly aligns with my project's focus on practical, real-world application. Sheryians is the ideal place for me to leverage my knowledge, contribute meaningfully, and continue my journey as a developer.



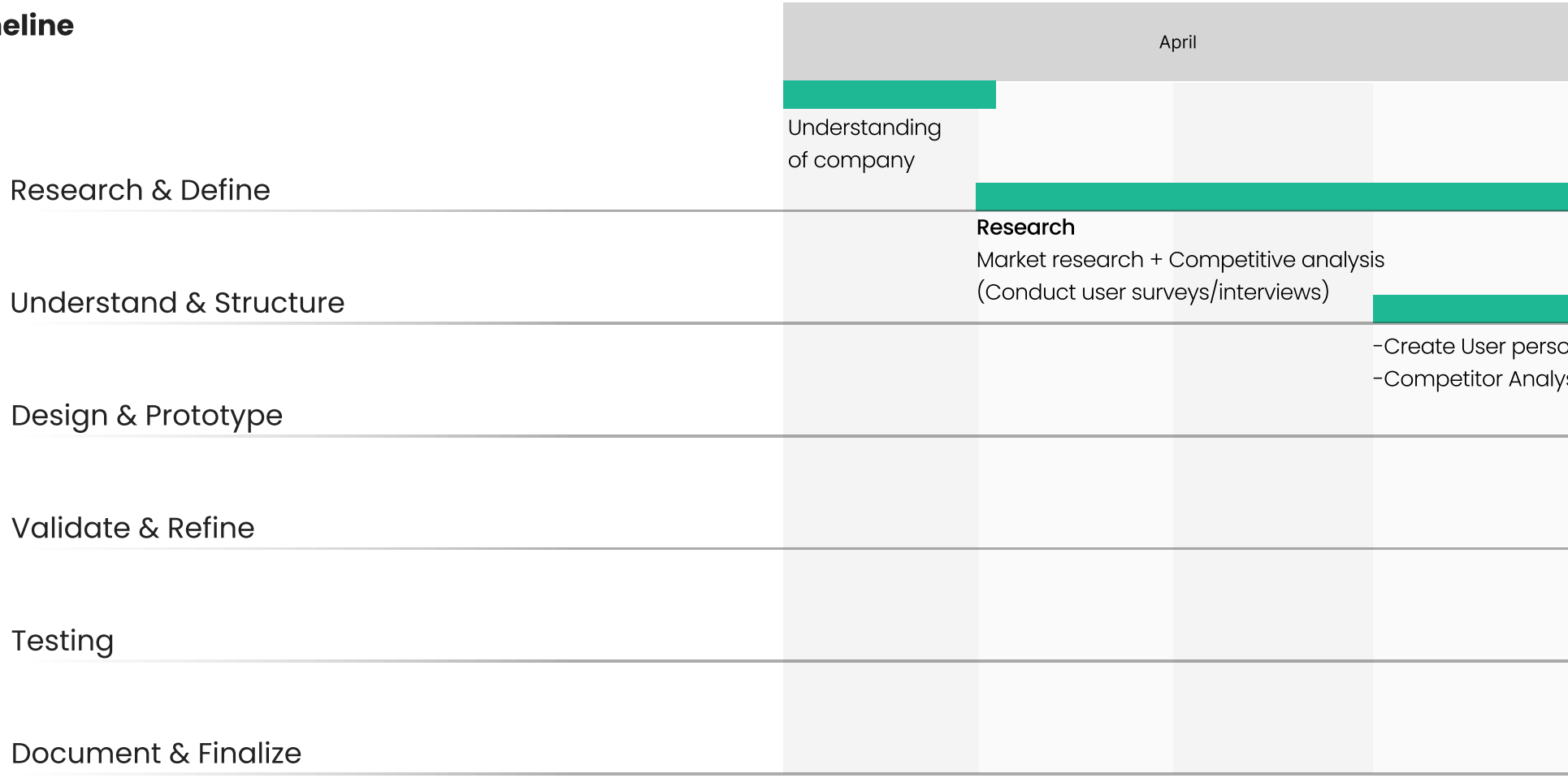


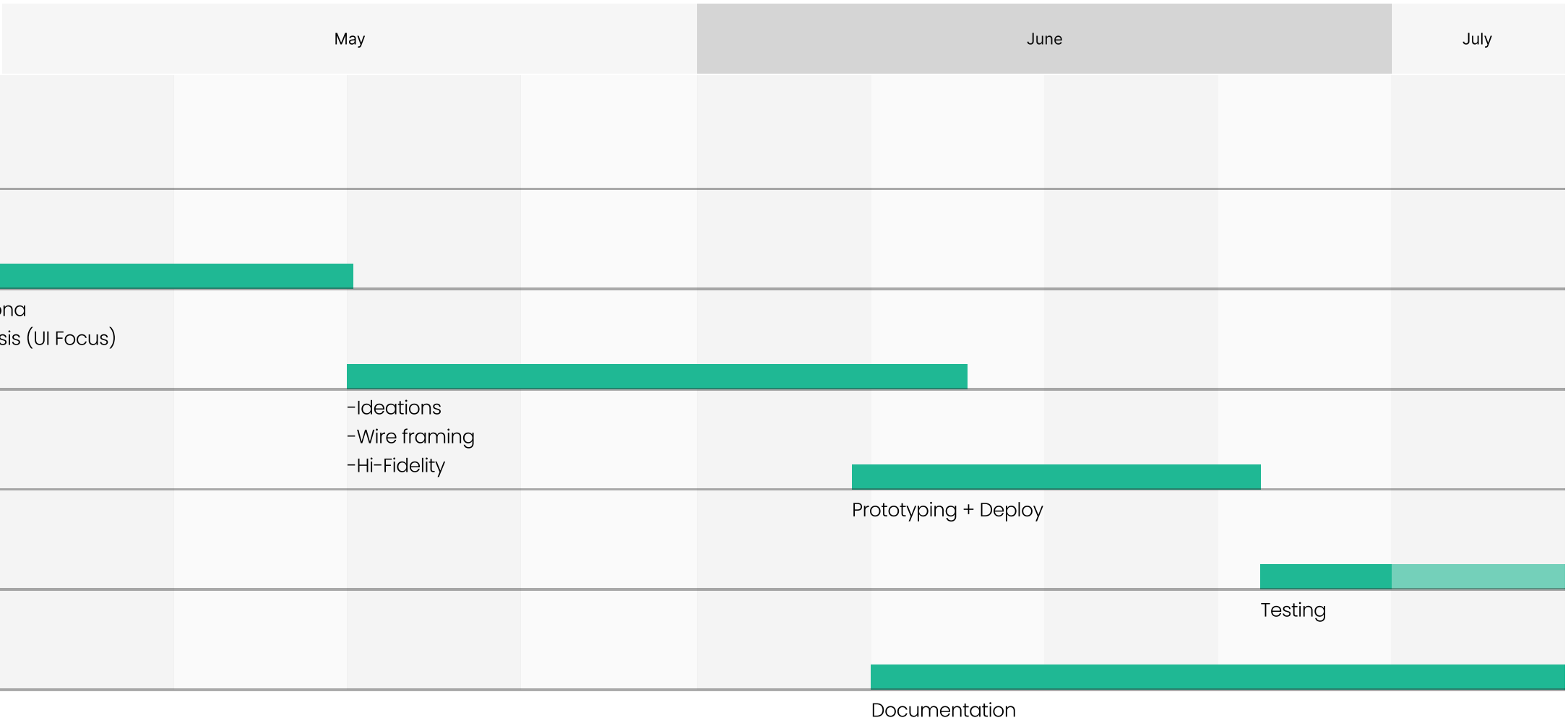
Having thrived as a student at Sheryians and contributed creatively as a design decision maker, I'm deeply invested in the school's mission and the success of its learners. This project is driven by my desire to make a lasting impact. The user-centered LMS design aims to enhance educational accessibility and effectiveness for a global audience.

Process



Timeline




May
June
July
ona
sis (UI Focus)
-Ideations
-Wire framing
-Hi-Fidelity
Prototyping + Deploy
Testing
Documentation

MY JOURNEY

My graduation project at Sheryians Coding School wasn't just a project; it was an odyssey of design discovery. Like a cartographer charting a new course, I began with **Research & Define**. This phase was my expedition into the existing landscape, meticulously studying the competition (think ancient mariners mapping uncharted territories). I identified their strengths, weaknesses, and the design patterns they employed, all to inform the path ahead.

Next came **Understanding & Structure**, the meticulous task of setting the project's compass. Here, I charted the goals and objectives, identified my target audience (my fellow voyagers on this journey), and meticulously listed the features and functionalities required. With a clear vision in sight, I embarked on Research & Analysis, a period of deep-sea exploration. I delved into market research, understanding existing solutions and user expectations. Competitor analysis was like encountering fellow ships on the high seas; I assessed their strengths and weaknesses, learning from their experiences.

User Personas became my treasure map, detailed profiles representing various user groups. Age, profession, goals, challenges, and technological proficiency – all factors I considered to create a comprehensive picture of my target audience. This journey wasn't mine alone; incorporating insights from the competitor analysis, I refined these personas, ensuring my design addressed their needs and desires.

Information Architecture was the meticulous task of crafting the ship's manifest. Here, I developed a sitemap, the lifeblood of the application's navigation. Just as a well-organized ship needs a clear layout, so too did my application.

The **Design & Prototype** stage was where the ship came to life. Here, I built low-fidelity wireframes, the initial sketches on my design parchment. Key screens like the homepage, course pages, and community forums were all meticulously planned. Competitor analysis became a treasure trove of best practices, incorporated into these initial wireframes. But this wasn't a one-way voyage; I also highlighted areas where my design could differentiate itself, charting a course for innovation.

Prototyping was the moment my ship left the harbor. I built interactive prototypes, allowing users to test the waters and experience the user flows. Feedback from stakeholders and potential users was like the wind in my sails, propelling the design forward. Learnings from competitor analysis were incorporated, and the prototype was battle-tested against competing apps. This rigorous process ensured my design stood out from the crowd.

The voyage wasn't over yet. **Visual Design** was where the ship received its final flourish. I developed a visual style guide, the colors, fonts, and imagery that would define the application's aesthetic. High-fidelity mockups were like the final coat of paint, bringing the design to life.

Usability Testing was like a critical inspection before setting sail. Real users tested the application, identifying any usability issues. Their feedback steered the design in the right direction, ensuring a smooth and enjoyable user experience.

Through this design odyssey, I learned, explored, and iterated. It was a challenging yet rewarding journey, and the final product is a testament to the valuable lessons learned at Sheryians Coding School.

2

PHASE 1 : DISCOVER

- Research and Analysis
- I. Understanding the Market
- II. Understanding the Industry Trend
- III. Understanding the User
- IV. Online Survey
- User Persona

RESEARCH AND ANALYSIS

USER RESEARCH GOALS

Understand the target audience
Who are the students we're designing for?
What are their existing learning experiences, preferred learning styles, and
pain points with current educational apps?

Identify user needs and expectations
What are students hoping to achieve with the Sheryians app?
What features would be most valuable to them?

UX RESEARCH METHODS

- **Conduct Market Research** to understand existing solutions and user expectations.
- **Competitor Analysis** Let's analyze existing educational apps to see what works well and identify areas for improvement, strengths, weaknesses, opportunities, and threats.
- **User Interviews** Conducting interviews with potential students from different backgrounds and experience levels will provide rich qualitative data about their needs and motivations.
- **Surveys** Online surveys can be a great way to gather quantitative data from a wider pool of potential users.

UNDERSTANDING THE MARKET

Step 1. Listing out Competitors

1. Direct Competitors
2. Indirect Competitors

Step 2. Gather Information

1. Features and Functionality
2. Target Audience
3. User Experience
4. Pricing Model
5. Marketing Strategies
6. Reviews and Feedback

Step 3. Competitive Analysis

1. SWOT Analysis
2. Benchmarking
3. Industry Trends and Market Size
4. Trend Analysis of Competitors
5. Target Audience, Pricing Model, Marketing Strategies, Reviews & Feedbacks
6. Competitive Takeaways for Sheryians

Step 4. Analysis of the collected data to identify patterns, trends, and gaps in the market

Direct Competitors

1. **Take U Forward**
   Focuses on professional IT certifications and tech skills development.

2. **Code Damn**
   Offers online coding courses with a focus on gamification and interactive learning.

3. **Code with Harry**
   Indian educational platform providing coding tutorials and courses in multiple programming languages.

4. **Coding Ninja**
   Indian platform offering online coding courses with a focus on interview preparation and career guidance.

5. **Apna College**
   Indian platform offering online coding courses for placements and higher education.

6. **Code Help**
   Indian platform providing coding tutorials, interview preparation, and resources for programmers.

7. **Pro Peers**
   Indian platform offering online coding courses and interview preparation for software development roles.

8. **JS Master**
   Specializes in JavaScript development and offers in-depth tutorials, courses, and resources.

Indirect Competitors

9. **Udemy**
   Offers a wide range of online courses on various topics, including programming and IT.

10. **Unacademy**
    Indian online learning platform offering courses for various exams and skill development, including programming.

11. **Sololearn**
    Mobile-first platform offering bite-sized coding lessons and gamified learning experiences.

12. **HackerRank**
    Platform for practicing coding challenges and preparing for technical interviews.

13. **Coursera**
    Offers online courses and specializations from top universities and companies, including programming and computer science courses.

STEP 2

GATHER INFORMATION

1. **Features and Functionality**
   List down the key features and functionalities offered by each competitor.
2. **Target Audience**
   Identify the primary target audience for each application.
3. **User Experience**
   Evaluate the user experience (UX/UI design) of each application. Note aspects like navigation, layout, and visual appeal.
4. **Pricing Model**
   Understand how competitors monetize their applications (e.g., subscription, freemium, one-time purchase).
5. **Marketing Strategies**
   Research how competitors promote their applications, including channels such as social media, advertising, and partnerships.
6. **Reviews and Feedback**
   Analyze user reviews and feedback on app stores, forums, and social media to understand user satisfaction and pain points.

FEATURES AND FUNCTIONALITY

No.	Direct Competitor	**Features and Functionality:**
1	**Take U Forward**	• Wide range of courses in programming languages, data structures,algorithms, and competitive exams. • Live and recorded video lectures. • Practice questions and mock tests (GATE-focused). • Cheat sheets and downloadable resources.
2	**Code Damn**	• Interactive coding challenges and projects. • Gamified elements like points, badges, and leaderboards. • Career resources and interview preparation content. • Limited information available) Online compiler and code execution tools (unverified).
3	**Code With Harry**	• **Content:** Free video tutorials on various programming languages andcomputer science concepts. • **Learning Style:** Primarily visual learning through video content. • **Interactivity:** Limited interactivity beyond comments and likes onYouTube. • **Assessment:** No formal assessments or quizzes. • **Community:** Limited community features beyond YouTube comments. • **Mobile Compatibility:** Accessible through YouTube mobile app.
4	**Coding Ninja**	• Structured courses with video lectures, quizzes, and assignments. • Project-based learning opportunities. • Mock interviews and career guidance resources. • (As of April 16, 2024) No mobile app available. • solve dout button given in courses so that user can clear there doubtthen and there
5	**Apna College**	• Wide range of courses, including coding, GATE preparation, and softskills. • Live and recorded video lectures. • Practice questions and mock tests (GATE-focused). • Placement assistance and interview preparation resources.
6	**Code Help**	• Coding tutorials in various programming languages. • Interview preparation resources. • Practice problems . • Online compiler.

No.	Direct Competitor	**Features and Functionality:**
7	**Pro Peers**	• Online courses (limited information available on course specifics). • Mentorship program. • Peer-to-peer learning opportunities . • Career guidance and networking resources.
8	**JS Mastery**	• Free guides and video courses on various JavaScript topics. • Project-based learning approach (limited information on projectdetails). • Paid courses on specific frameworks like Next.js or React (unverified details).
9	**Udemy**	• Extensive library of on-demand video lectures on various codingtopics. • Downloadable course materials like code examples and quizzes(availability varies by course). • Lifetime access to purchased courses. • Certificate of completion upon course finish (unverified details on format and recognition).
10	**Unacademy**	• Live and recorded video lectures on various coding topics (limitedinformation about specific coding courses). • Practice questions and mock tests (unverified details on coding-specific resources). • Doubt-solving sessions with instructors (limited information on format).
11	**Sololearn**	• Wide range of bite-sized coding courses in various programminglanguages. • Gamified learning experience with points, badges, and leaderboards. • Interactive coding challenges (limited information on complexity). • Mobile app for on-the-go learning.
12	**HackerRank**	• Extensive library of coding challenges in various programminglanguages. • Online code editor and compiler for code execution and testing. • Online community forums and discussions. • Mock coding interviews and interview preparation resources.
13	**Corsera**	• Video lectures by professors or industry experts. • Graded assignments and quizzes to assess learning progress. • Peer-reviewed assignments (availability might vary by course). • Potential for final projects (course-specific). • Course completion certificates.

TARGET AUDIENCE , PRICING MODEL , MARKETING STRATEGIES , REVIEWS & FEEDBACKS

NO.	Direct Competitor	Target Audience	Pricing Model	MarketingStrategies	Reviews &Feedbacks
1	**Take U Forward**	Engineering students in India preparing for GATE exams and software development careers.	Subscription- based with varying tiers depending on course andfeatures.	Likely uses a combination of online advertising, content marketing, and partnerships with educationalinstitutions.	• Positive reviews for the quality of GATE preparation content and effectiveness for competitive exams. • Some usersmight find the interface overwhelming and suggest theplatform could benefit from morebeginner-friendly coding courses.
2	**Code Damn**	• Beginners andintermediate learners seekinga fun and engaging way tolearn to code. • Career-oriented individuals seeking to develop codingskills for job placement.	Freemium model with paid plans Offering access tomore content andfeatures.	Limited information available about specific marketing strategies, but likely includes social media marketing and content marketing.	• Generally positive reviewsfor the engaginglearning experience and effectiveness forbeginners. • Some users might suggest a need for a wider range of coursesand a more user-friendly interface.
3	**Code With Harry**	Beginners in coding and thoseseeking a free introduction to various programminglanguages (mostly Hindispeaking audience).	Free content with monetization through YouTubeads.	Leverages organic reachon YouTube and potentiallysocial media promotion.	Mixed reviews,with some praising theengaging explanations and others suggestinga lack of depth for advancedlearners.
4	**Coding Ninja**	Students andworking professionals seeking careerdevelopment in software engineering.	Subscription-based with varying tiers depending on course and features.	Uses content marketing (blogs, articles)and social media marketing to reach target audience.	• Generally positive reviews highlighting the quality of contentand effectivenessfor interview preparation. • Some users might find the lack of a free tierand gamificationa drawback.

NO.	Direct Competitor	Target Audience	Pricing Model	MarketingStrategies	Reviews &Feedbacks
5	**Apna College**	Engineering students in India preparing for GATE exams andsoftware developmentcareers.	Subscription-based with varying tiers depending on course and features.	Likely uses a combination ofonline advertising, content marketing, and partnerships with educationalinstitutions.	• Positive reviewsfor the quality of GATE preparationcontent and effectiveness for competitive exams. Some users might find theinterface overwhelming and suggest theplatform could benefit from morebeginner-friendly coding courses.
6	**Code Help**	Students andworking professionals seeking to improve their coding skills andprepare for coding interviews.	Freemium model with paid coursesoffering additional features and interview preparationresources (unverifieddetails).	Limited information available about specific marketing strategies.	Mixed reviews,with some praising the variety of resources and others suggestingthe platform needs an update and more effective marketing.
7	**Pro Peers**	• Aspiring programmers seeking career development, mentorship, and networking opportunities. • Experienced coders looking for guidance and collaboration.	Unclear from the website; could besubscription based or pay- per-course for mentorships.	Limited information available about marketing strategies.	Limited reviews available online, making it difficult to assess user perception.
8	**JS Mastery**	Web developersor aspiring coders seeking to learn or improve their JavaScript skills.	Freemium modelwith free resources and potentially paidcourses for advanced topicsor frameworks.	Likely usescontent marketing through blogposts and tutorials, andpotentially social media marketing.	• Generally positive reviewsfor the quality ofcontent, clear explanations, andeffectiveness forlearning JavaScript. • Some users might suggest a need for a wider range of coursesand more interactive learning features.

NO.	Direct Competitor	Target Audience	Pricing Model	MarketingStrategies	Reviews &Feedbacks
7	**Pro Peers**	• Aspiring programmers seeking career development, mentorship, and networking opportunities. • Experienced coders looking for guidance and collaboration.	Unclear from the website; could be subscription based or pay- per-course for mentorships.	Limited information available about marketing strategies.	Limited reviews available online, making it difficult to assess user perception.
8	**JS Mastery**	Web developersor aspiring coders seeking to learn or improve their JavaScript skills.	Freemium modelwith free resources and potentially paidcourses for advanced topicsor frameworks.	Likely usescontent marketing through blogposts and tutorials, andpotentially social media marketing.	• Generally positive reviewsfor the quality ofcontent, clear explanations, andeffectiveness forlearning JavaScript. • Some users might suggest a need for a wider range of coursesand more interactive learning features.
10	**Unacademy**	• Students and professionals seeking to improve their coding skills orprepare for coding-relatedexams. • This broad target audiencemight include those interestedin coding alongside othereducational pursuits.	Freemium modelwith free introductory content and paidsubscriptions forfull courses andlive classes.	Utilizes extensive marketingcampaigns across variouschannels, including TV commercials, social media marketing, and influencer marketing.	• Generally positive reviewsfor the quality ofinstructors, variety of courses, and effectiveness for exam preparation. • Some users might suggest the platform can be overwhelming for beginners and lacks a more focused codingeducation experience.

NO.	Direct Competitor	Target Audience	Pricing Model	MarketingStrategies	Reviews &Feedbacks
11	**Sololearn**	• Beginners andaspiring programmers seeking a fun andengaging way to learn to code. • Users interested in exploring various programming languages before committing to a specific track.	Freemium modelwith a free plan offering limited access and paidplans for additional features and full courses.	Utilizes a combination of social media marketing, influencer marketing, andcontent marketing through blogposts and tutorials.	• Generally positive reviewsfor the engaging learning experience, gamification elements, andaccessibility through themobile app. • Some users might suggest a need for more in-depth learning resources for complex topics.
12	**HackerRank**	• Experiencedprogrammers seeking to improve their coding skills andproblem-solvingabilities. • Developerspreparing for technical codinginterviews. • Aspiring programmerslooking for a platform to practice and compete with peers (with some guidance).	Freemium modelwith limited access to features in the free plan. Paid plans offer additional challenges, analytics, andinterview preparationresources.	Utilizes contentmarketing (blogposts on coding challenges), social media marketing, and potentially partnerships with universities ortech companies.	• Generally positive reviews for the vast library of challenges, active community, and effectiveness for interview preparation. • Some users might suggest the platform can be difficult for beginners and lacks a structuredlearning path.
13	**Corsera**	• Learners seeking a comprehensiveand reputable coding education from top universities and companies. • Individuals aiming for career advancement or a career changein the coding field.	• Individual course fees orsubscription options for access to a wider range of courses(varies by platform). • Financial aid options might beavailable for some courses.	Utilizes contentmarketing (blogposts, webinars), social media marketing, and partnerships with universities or companies to reach potential learners.	• Generally positive reviewsfor the quality ofinstruction, course content, and the value of certificates fromprestigious institutions. • Some users might suggest high costs as a barrier and limited flexibility compared to self-paced learning platforms.

STEP 3

MARKET ANALYSIS

1. **SWOT Analysis**
   Conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for each competitor to identify their relative advantages and disadvantages.
2. **Benchmarking**
   Compare the features, pricing, user experience, and marketing strategies of competitors against each other and against your project's objectives.
3. **Industry Trends and Market Size**
   Research industry trends, market growth projections, and emerging technologies related to your project's niche.
4. **Competitive Takeaway**

1. SWOT ANALYSIS

No.	Direct Competitor	Strengths	Weaknesses	Opportunities	Threats
1	**Take U Forward**	• Offers a **wide range of courses** in various programming languages, data structures, and algorithms (DSA). • Focuses on preparing students for competitive exams like GATE and interviews. • Provides **free resources** like **cheat sheets** and **practice problems alongside paid courses.**	• User interface might be overwhelming for beginners due to the variety of content offered. • Limited focus on interactive elements compared to some competitors. • Content might be geared more towards exam preparation than general coding skills development.	• **Streamline the user interface for a more beginner- Friendly experience.** • Introduce gamified elements like quizzes or **progress tracking** to enhance engagement. • Offer more **beginner-friendly coding courses** alongside competitive exam preparation resources.	• Increased competition from platforms specializing in coding education with a wider range of courses and engaging learning styles. • Emergence of new platforms focusing solely on GATE preparation, potentially drawing away exam-focused users.
2	**Code Damn**	• Offers **interactive learning** experience with **bite-sized coding challenges** and **project-based learning.** • Employs **gamification elements like points, badges,** and **leaderboards** to enhance engagement. • Provides **career resources** and **interview preparation tips**, catering to career-oriented learners.	• Limited course variety compared to some competitors like Coding Ninjas or ApnaCollege. • Free plan offers restricted access to content, potentially limiting its reach. • User interface might appear cluttered for some users.	• Expand course library to encompass a wider range of programming languages and development skills. • Offer a more comprehensive free tier to attract new users and showcase platform value. • Streamline the user interface for a cleaner and more user-Friendly experience.	• Increased competition from platforms offering a broader range of courses and potentially more engaging gamification features. • Emergence of new coding bootcamps or online learning platforms with innovative learning methodologies.

No.	Direct Competitor	Strengths	Weaknesses	Opportunities	Threats
3	**Code With Harry**	• **Free learning through** engaging and informative **YouTube** tutorialsin Hindi. • Covers a wide range of programming languages and computer science concepts.	• Lacks structured curriculum and project-based learning compared to paid platforms. • Limited interactivity compared to platforms with exercises or quizzes. • Relies on video content, which might not suit alllearning styles.	• Develop a paidplatform with a structured curriculum and interactive elements. • Offer additionallearning materials like code snippets, cheat sheets, and practiceproblems. • Partner with educational institutions orcompanies to offer certifications orjob placement assistance.	• Emergence ofnew free or low-cost coding platforms with more features. • Increased competition from established coding bootcamps andonline courses.
4	**Coding Ninja**	Offers comprehensive courses in various programming languages with a**structured curriculum**. • Provides project-basedlearning opportunities to apply theoretical knowledge. • Strong focus oninterview preparation, making it ideal for placement intop tech companies. • Provides mentor for **doubt solving at any time of the date**	Limited focuson gamification compared tosome competitors. • Lacks a freetier, potentiallyrestricting access for someusers. • As of April 16,2024, no mobileapp exists for on-the-golearning.	Introduce gamification elements like points, badges, and leaderboards to enhance engagement. • Develop a freemium model with introductory content or limitedaccess features to attract new users. • Create a mobileapp to cater to the growing demand for mobile learning.	Emergence ofnew coding platformsoffering innovative features and lower pricingmodels. • Increased competition from established online learning platforms expanding intocoding education.

No.	Direct Competitor	Strengths	Weaknesses	Opportunities	Threats
5	**Apna College**	• Offers GATE(Graduate Aptitude Test inEngineering) preparation courses alongside codingcourses. • Provides **placement assistance** and **interview preparation resources**, idealfor career- oriented learners. • Strong focus oncompetitive exams relevant tothe Indian education system.	• Interface mightbe overwhelmingfor beginners due to the variety of courses offered. • Limited focuson gamificationcompared to some competitors. • Content mightbe geared moretowards exam preparation than general coding skills development.	• Streamline the user interface fora more beginner-friendly experience. • Introduce gamified elements to enhance engagement,especially fornon-exam- focused courses. • Offer more beginner- friendlycoding courses alongside competitive exam preparation resources.	• Increased competition from platforms specializing in coding education with awider range of courses and engaging learning styles. • Emergence ofnew platforms focusing solelyon GATE preparation,potentially drawing away exam-focused users.
6	**Code Help**	• Offers a varietyof coding tutorials, interview preparation resources, and practice problems. • Provides **online compiler**for code execution and testing, allowingfor practical application oflearning. • Free resourcesavailable alongside paidcourses, potentially attracting a wideraudience.	• Limited information available about course structure and curriculum compared to some competitors. • User interfacemight appear outdated, potentially hindering userexperience. • Reviews suggest a need for improvementin marketing andbrand awareness.	• Develop a more comprehensive website explaining course structure, learning paths, and unique selling points. • Modernize the user interface fora cleaner and more user-Friendly experience. Implement effective marketing strategies to increase brandawareness and attract new users.	• Increased competition from established • Platforms offering a wider range of coursesand engaging learning styles. • Emergence ofnew coding platforms withinnovative features and a stronger online presence.

No.	Direct Competitor	Strengths	Weaknesses	Opportunities	Threats
7	**Pro Peers**	• **Focuses on mentorship andpeer learning** alongside onlinecourses. • Offers career guidance and **networking opportunities** foraspiring programmers. •**Provides scholarships forfinancial aid**, making coding education more accessible.	• Limited information available aboutthe specific coding coursesoffered. • May not besuitable for complete beginnersseeking a structuredlearning experience. • The platformmight be morerelevant for experienced coders seekingmentorship andnetworking.	• Develop a more comprehensive course library to cater to a wider range of skill levels, including beginner-friendlycourses. • Clearly outlinethe mentorship and peer learningaspects on the website to attractusers seeking such guidance. • Partner with educational institutions orcompanies to offer job placement assistance or industry-specificcareer guidance.	• Increased competition from established online learning platforms offering comprehensivecourses and mentorship programs. • Emergence ofnew coding bootcamps oronline communities focused solely on peer learningand mentorship.
8	**JS Mastery**	• Focuses onmodern JavaScript development withproject-based learning. Offers a variety of resources,including freeguides, **video courses**,and **in-depth tutorials**. • Employs a **clear and engaging writing style**, making learning accessible.	• Lacks a broader range ofcourses beyond JavaScript and related frameworks React, Next.js). • Limited interactivity compared to platforms withcoding challenges orquizzes. Relies heavily on self-directedlearning, which might not suit alllearners.	• Expand courselibrary to encompass otherin-demand Programming languages andframeworks. • Introduce interactive elements like quizzes, codingexercises, or a practice platform. Offer additionalsupport options like forums or Q&A sessions formore interactive learning.	• Increased competition from platforms offering a wider range of coursesand catering to various programming languages. • Emergence of new JavaScript-focused tutorials and learning resources on YouTube or otherplatforms.

No.	Direct Competitor	Strengths	Weaknesses	Opportunities	Threats
9	**Udemy**	• Massive libraryof courses in Various programming languages and coding topics from different instructors. • **Flexible learningformat** with **on- demand video lectures** and **downloadable resources**. • **Wide range of pricing options**and **frequent sales**, making courses accessible.	• Inconsistentcourse qualitydue to the marketplace model, with varying levels of instructor expertise. • Limited interactivity within coursescompared to platforms with coding challenges or project work. • Difficulty in navigating thevast course library to find high-quality content.	• Implement stricter quality control measures for instructors and course content. • Introduce curated learning paths for specific coding skills or career goals. • Enhance interactivity byincorporating quizzes, coding challenges, or discussion forums within courses.	• Increased competition from platforms specializing in coding education with amore curated and controlledlearning experience. • Emergence ofnew subscription- based platforms offering a more structured curriculum at potentially lower costs.
10	**Unacademy**	• Wide variety ofcourses, including **codingbootcamps** and preparation for programming-related exams. • Offers **live interactiveclasses** with experienced instructors. • **Freemium modelwith some free content** attracting a wideraudience.	• Coding education might be a smaller partof their vast course library, potentially lacking focus. • Live classes might not cater to all learning styles, especiallyfor self-paced learners. User interfacemight be cluttered due to the sheer volumeof courses offered.	• Develop a dedicated codingeducation vertical with a curated selectionof courses and learning paths. •**Offer a mix oflive and pre-recorded lectures to caterto different learning preferences.** Streamline the user interface foreasier navigationspecific to coding courses.	• Increased competition from platforms specializing in coding education with amore structured learning experience. • Emergence ofnew coding bootcamps andonline learning platforms offering a more focused approach.

No.	Direct Competitor	Strengths	Weaknesses	Opportunities	Threats
11	**Sololearn**	• Vast library ofcourses in various programming languages and development topics. • Gamifiedlearning experience withpoints, badges, and leaderboardsfor increased engagement. • Offers a **mobile app foron-the-go learning**, makingit convenient and accessible. • Freemium model with asignificant amount of freecontent, attracting a wider audience.	Lacks in-depthlearning compared to some competitors specializing inspecific programming languages. • Courses mightbe shorter and less comprehensive for complex topics. • Free plan limitsaccess to some features and full courses.	• Develop more **in-depth learning paths for advanced topics alongsidebite-sized lessons.** • Partner with industry expertsto offer specialized courses or certifications. • Enhance themobile app experience with interactive coding challenges and gamified features.	• Increased competition from platforms offering more comprehensivelearning paths and project- based learning. • Emergence ofnew mobile-firstcoding learning platforms with astrong focus on gamification.
12	**HackerRank**	• **Vast library ofcoding Challenges categorized bydifficulty and skill level.** • Active **online community for peer-to-peer learning and problem-solving.** • Popular platform used bycompanies for technical assessmentsduring recruitment. Offers interviewpreparation resources and mock coding challenges.	• Lacks a structured curriculum or formal learningpaths. • Primarilyfocuses on problem-solving skills; may not be ideal for complete beginners. • Free plan offerslimited access tofeatures, potentiallyrestricting learning.	• Develop a structured learning path alongside coding challenges to cater to beginners. • Offer additional resources like **video explanations or tutorials for specific challenges.** • Partner with educational institutions orcompanies to offer job placement assistance.	• Emergence ofnew coding Platforms offering a blendof structured learning and coding challenges. • Increased competition from platforms specializing in interview preparationsolely.

No.	Direct Competitor	Strengths	Weaknesses	Opportunities	Threats
13	**Corsera**	• Renownedbrand with prestigious universities andcompanies offering courses,leading to high perceived value. • Comprehensivelearning experience withvideo lectures, quizzes, **graded assignments**, and **potentiallyfinal projects (varies bycourse).** • Offers specializationsand even degrees in coding, catering to learners seeking in-depth knowledge. • Financial aidoptions accessible to some users.	• Courses can be expensive compared to some competitors, potentially limiting accessibility. • Limited flexibility in learning pace due to start andend dates for some courses. • Might not beideal for complete beginners seeking a foundational understanding before diving into specializations.	• Develop introductory coding courses alongside specializations tocater to beginners. • Introduce a wider range of flexible learning options, includingself-paced courses alongsidescheduled programs. • Offer micro-credentials or certificates uponcompletion of specific learning modules.	• Increased competition from platforms specializing in coding education with afocus on affordability andflexibility. • Emergence ofnew micro credentialing Platforms offering bite- sized learning atlower costs.

2. BENCHMARKING

NO.	Direct Competitor	Benchmarking	Takeaway
1	**Take U Forward**	• Platforms like Coding Ninjas and Codecademy excel in gamificationand cater well to a general coding audience.	incorporating interactive quizzes,coding challenges, and progress tracking features to make learningmore engaging.
2	**Code Damn**	• Platforms like Sololearn excel ingamification with interactive coding challenges and a strong sense of community.	incorporating more engaging coding challenges, leaderboardswith real-time competition, and arobust forum or chat system to foster community interaction.
3	**Code With Harry**	• Platforms like Sololearn and CodingBat offer a more interactivelearning experience with gamification elements and coding challenges.	incorporating interactive exercises,quizzes, and gamified elements to complement video lectures.
4	**Coding Ninja**	• Platforms like Sololearn and Codename successfully integrategamification elements to make learning more engaging.	incorporating gamified quizzes, coding challenges, and progress tracking features.
5	**Apna College**	• Platforms like Coding Ninjas andCodename excel in gamification and cater well to a general coding audience.	incorporating interactive quizzes,coding challenges, and progress tracking features to make learning more engaging.
6	**Code Help**	• Platforms like HackerRank and LeetCode excel in providing a vastpool of coding challenges for practice and interview preparation.	incorporating a robust online judgesystem with a variety of coding challenges categorized by difficulty and skill level.
7	**Pro Peers**	• Platforms like Codementor and Mentorship.io excel in connectingusers with experienced mentors for one-on-one guidance.	incorporating a well-structured mentorship program with featureslike mentor profiles, matching algorithms, and progress tracking tools.

NO.	Direct Competitor	Benchmarking	Takeaway
8	**JS Mastery**	• Platforms like FreeCodeCamp and Codecademy excel in offeringa comprehensive curriculum with interactive elements and a broader range of programming languages.	incorporating a structured learningpath for JavaScript development, including interactive exercises, projects with increasing complexity, and a gamified learning experience.
9	**Udemy**	• Platforms like Coursera and edXexcel in offering high-quality courses from top universities and industry experts.	• partnering with established coding instructors or institutions todevelop a curated selection of high-quality courses within their platform.
10	**Unacademy**	• Platforms like CodeClan and Springboard excel in offering intensive coding bootcamps with aproject-based curriculum and career support.	• developing focused codingbootcamps with clear career outcomes and potentially partnering with industry experts toprovide valuable mentorship and job placement assistance.
11	**Sololearn**	• Platforms like Codecademy andFreeCodeCamp excel in offering structured learning paths with a mix of video lectures, coding challenges, and projects.	• incorporating a curriculum withclear learning objectives, interactive exercises, and real- world project opportunities alongside Sololearn's gamification elements.
12	**HackerRank**	• Platforms like LeetCode and Codewars offer a similar focus oncoding challenges but might lack the online community aspect of HackerRank.	• robust online judge system witha variety of coding challenges categorized by difficulty and skilllevel. Additionally, fostering a sense of community through forums or chat features can enhance user engagement.
13	**Corsera**	• Platforms like edX and FutureLearn offer a similar learning experience with coursesfrom top institutions.	• developing partnerships with coding bootcamps or established coding educators to create high-quality content for their platform. Additionally, offering a mix of introductory courses, specializations, and micro- credentials can cater to a wider learner base.

3. COMPETITIVE TAKEAWAY

NO.	Direct Competitor	Competitive Advantage	Key Takeaway
1	**Take U Forward**	• A more user-friendly experience forbeginners, especially in navigating thecourse options. • A stronger focus on interactivelearning elements to improve engagement. • A balance between exam preparation and general coding skill development, catering to a wider audience.	• Cater to both exam preparationand general coding skills development needs. • Offer a more user-friendly interface and broader range ofcoding courses for beginners. • Incorporate gamified elements and interactive features to enhanceuser engagement.
2	**Code Damn**	offering a more comprehensive learning experience with a broader course library, project-based learning focused on career goals, and a user interface optimized for a seamlesslearning journey.	• Focus on gamified learning and afun, engaging experience similar to CodeDamn. Expand course offerings to cater to a wider range of coding skillsand career aspirations. • Develop a user-friendly interfacewith a focus on clear navigation and ease of use. • Leverage project-based learningto provide practical application of skills and career-oriented outcomes.
3	**Code With Harry**	Sheryians can leverage the popularity of CodeWithHarry's content by offering a more comprehensive andinteractive learning experience that builds upon the existing foundation.	• Cater to the large audience of Hindi-speaking beginners seekingfree coding resources. • Offer a structured curriculum andinteractive elements to complement video lectures. • Consider a freemium model withfree introductory content and paidtiers with additional features like quizzes, projects, and certifications.
4	**Coding Ninja**	Sheryians can compete by offering amore engaging learning experience through gamification and cater to a broader audience with a potential freemium model and providing on-time Doubt solving	• Focus on structured curriculum, project-based learning, and careerpreparation like Coding Ninjas. • Distinguish yourself with innovative gamification elements toboost user engagement. • Consider a freemium model toattract new users and compete effectively in the market.

NO.	Direct Competitor	Competitive Advantage	Key Takeaway
5	**Apna College**	Sheryians can compete by offering amore user-friendly experience for beginners, focusing on a wider rangeof coding skills beyond exam preparation, and incorporatinggamified elements for a more engaging learning journey.	• Cater to the dual needs of exampreparation and general coding skills development, similar to ApnaCollege. • Offer a more beginner-friendly interface and broader range of coding courses to attract a wider audience. • Incorporate gamification elements to enhance engagementand compete with platforms specializing in coding education.
6	**Code Help**	Sheryians can compete by offering amore comprehensive and user-friendly platform that combines thestrengths of CodeHelp (coding resources, interview prep) with theengaging elements and modern design of other competitors.	• Focus on a clear value proposition and effectively communicate course structure andlearning outcomes. • Modernize the user interface anduser experience for a more engaging learning journey. • Implement effective marketingstrategies to build brand awareness and attract new users. • Consider incorporating collaborative learning features likeforums or live coding sessions to cater to the trend of peer-to-peer learning.
7	**Pro Peers**	Sheryians can compete by offering acomprehensive learning experience that combines structured courses with a robust mentorship program andnetworking opportunities. It can cater to both beginners seeking a foundation and experienced codershooking for additional guidance.	• Develop a well-defined valueproposition that clarifies the platform's focus on mentorship and peer learning alongside courses. • Offer a broader range of coursescatering to different skill levels, including beginner-friendly options. • Implement a structured mentorship program with clear matching processes and progresstracking tools. • Consider incorporating micro-credentials or skill-specific workshops alongside mentorshipto cater to the trend of personalized learning pathways.

NO.	Direct Competitor	Competitive Advantage	Key Takeaway
8	**JS Mastery**	by offering a more comprehensive learning experience for aspiring web developers. This could include: • A structured learning path forJavaScript development, encompassing the fundamentals andpopular frameworks like React or Next.js. • Interactive learning elements like coding challenges, quizzes, and a gamified learning experience to keepusers engaged. • Project-based learning focused onbuilding real-world applications to solidify skills and showcase a portfolio.	• Focus on project-based learningfor web development similar to JS Mastery, but with a broader rangeof languages and frameworks. • Incorporate interactive featuresto cater to learners who prefer a more engaging experience. • Develop a structured learningpath that guides users from beginner to a job-ready skillset.
9	**Udemy**	• A curated selection of high-qualitycoding courses from experienced instructors or industry experts. • A more structured learning experience with clear learning pathsand personalized recommendations. • A focus on interactivity within courses to enhance engagement, like coding challenges, quizzes, and discussion forums. • Potentially, a subscription model offering access to a broader range of courses for a fixed monthly fee.	• While Udemy offers a vast library, Sheryians can differentiate itselfwith a curated selection of high-quality courses and a more structured learning experience. • Focus on instructor expertise,interactivity within courses, andpersonalized learning paths. • Consider a subscription modellongside individual course purchases to cater to users seeking access to a broader rangeof content.
10	**Unacademy**	• Offering a more streamlined andfocused learning experience specifically for coding education. Developing a strong curriculum witha blend of live and pre-recorded lectures, interactive elements, and project-based learning. • Partnering with industry experts toprovide career-oriented learning paths and job placement assistance.	• While Unacademy offers a widerrange of courses, Sheryians can specialize in coding education and become a leader in that specific niche. Develop a clear value proposition highlighting the focused codingcurriculum, interactive learning elements, and career-oriented approach. • Cater to different learning style with a mix of live and pre-recordedcontent.
11	**Sololearn**	• A more focused learning experiencewith structured courses and clear learning objectives. • In-depth learning paths for specificprogramming languages or career goals, catering to a more serious learner. • Project-based learning opportunities to solidify skills andshowcase a portfolio.	• While not a direct competitor, Sololearn offers valuable insights into the importance of gamification and mobile accessibility. • Sheryians can learn from their strengths by incorporating engaging elements but focus on building structured learning pathsand project-based learning for deeper skill development.

NO.	Direct Competitor	Competitive Advantage	Key Takeaway
12	**HackerRank**	• Provide a structured learning pathfor beginners alongside a robust challenge system for experienced users. • Develop a strong communityelement through forums, chat features, or even collaborative codingchallenges. • Offer micro-credentials or skill certifications based on challenge completion to showcase user progress.	• While not a direct competitor, HackerRank offers valuable insights into the importance of coding challenges and interviewpreparation. • Sheryians can learn from their strengths by incorporating a similarchallenge system for advanced users. • Cater to beginners by offering a structured learning path alongsidethe challenges. • Build a strong community element to foster peer-to-peer learning and engagement.
13	**Corsera**	• A more affordable alternative whilemaintaining high-quality content through partnerships with codingexperts. • A mix of introductory courses, specializations, and micro-credentialscatering to different learning needs and goals. • Greater flexibility with self-paced learning options alongside potentially instructor-led sessions or workshops.	• While Coursera offers prestigiouscredentials, Sheryians can focus on affordability and flexibility whilemaintaining quality through partnerships. • Cater to beginners with introductory courses alongside specializations and micro- credentials for a more comprehensive learning journey. • Offer a mix of self-paced learningand potentially live or interactive sessions for a more engaging experience.

3. TRENDS COMPETITORS FOLLOWED

NO.	Direct Competitor	Trend Analysis	Takeaway
1	**Take U Forward**	• microlearning and personalizedlearning paths.	bite-sized lessons and allowingusers to create customized learning paths based on their goals (e.g., exam prep, specific programming skills).
2	**Code Damn**	• project-based learning and learning paths tailored to specific career goals.	real-world coding projects aligned with in-demand skills and developing personalized learningpaths based on user aspirations (e.g., web development, data science).
3	**Code With Harry**	• microlearning and bite-sized content that is easily accessible onmobile devices.	short, focused video lessonsalongside downloadable resources for offline learning.
4	**Coding Ninja**	• microlearning and project-basedlearning that allows for practical application of skills.	bite-sized lessons alongsidecomprehensive projects that simulate real-world coding scenarios.
5	**Apna College**	• microlearning and personalizedlearning paths.	bite-sized lessons and allowingusers to create customized learning paths based on their goals (e.g., exam prep, specific programming skills).
6	**Code Help**	• collaborative learning and peer-to-peer mentorship.	use features like forums, online communities, or even live coding sessions where users can learn from and collaborate with each other.
7	**Pro Peers**	•micro-credentials and personalizedlearning pathways.	micro-courses or skill-specific workshops alongside mentorship programs, allowing users to customize their learning journeys based on their goals.
8	**JS Mastery**	• project-based learning and career-oriented skill development.	real-world JavaScript projects aligned with in-demand skills for web development or full-stack development.
9	**Udemy**	• personalized learning paths andskill-based certifications.	developing personalized learningrecommendations based on usergoals and offering micro- credentials or skill certifications upon completing specific coursesequences.

NO.	Direct Competitor	Trend Analysis	Takeaway
10	**Unacademy**	• micro-credentials and outcome-based learning.	micro-courses for specificcoding skills and issuing certificates upon completion. Additionally, they can focus on career-oriented learning paths with clear job placement goals.
11	**Sololearn**	• project-based learning and career-oriented skill development.	real-world coding projects aligned with in-demand skills for specific career paths (e.g., webdevelopment, data science)
12	**HackerRank**	• micro-credentials and skill-specificlearning.	badges or certificates upon completion of specific challenge categories (e.g., algorithms, datastructures). This provides users with micro-credentials showcasing their skills.
13	**Corsera**	• micro-credentials and skill-focused learning.	micro-courses in specific codingskills and issuing certificates upon completion. Additionally, can develop learning paths that culminate inmicro-credentials or a final certification upon completing asequence of courses.

MARKET ANALYSIS FINDINGS

Analyze the collected data to identify patterns, trends, and gaps in the market. Use this analysis to draw insights that will inform your project's strategy and design decisions

1. providing a well-rounded and in-depth approach to learning that caters to various learning styles with graded assignments, and potentially final projects (varies by course)

2. Active online community for peer-to-peer learning and problem-solving. course/discord/Personal mentor

3. Vast library of coding challenges categorized by difficulty and skill level. practice project/problems

4. mobile responsive app for on-the-go learning, making it convenient and accessible.

5. Freemium model with some free content attracting a wider audience. youtube/compiler/projects

6. live interactive classes with experienced instructors.

7. Coding bootcamps

8. Wide range of pricing options and frequent sales, making courses accessible. course details

9. Wide range of pricing options and frequent sales, making courses accessible. course details

10. Flexible learning format with on-demand video lectures and downloadable resources. course details

11. Employ a clear and engaging writing style, making learning accessible. clear UI

12. Provides scholarships for financial aid, making coding education more accessible.

13. Focus on mentorship and peer learning alongside online courses. Mentorship program

14. Offer career guidance and networking opportunities for aspiring programmers. Showcasing work

15. Provide online compiler for code execution and testing, allowing for practical application of learning online compiler

16. Provide placement assistance and interview preparation resources, ideal for career-oriented learners. Personal guidance/ Book a call

17. Provide mentor for doubt solving at any time of the date Personal MA

18. Free learning through engaging and informative YouTube tutorials Social media presence

19. Provide career resources and interview preparation tips, catering to career-oriented learners.

20. Employ gamification elements like points, badges, and leaderboards to enhance engagement.

21. Offer interactive learning experience with bite-sized coding challenges and project-based learning.

22. Provide free resources like cheat sheets and practice problems alongside paid courses.

23. Offer a wide range of courses with structured curriculum in various programming languages, data structures, and algorithms (DSA).

24. Offer a mix of live and pre-recorded lectures to cater to different learning preferences.

25. Develop more in-depth learning paths for advanced topics alongside bite-sized lessons. curriculum

26. Offer resources like video explanations or tutorials for specific challenges. course details

27. Offer more beginner-friendly coding courses alongside competitive exam preparation resources.

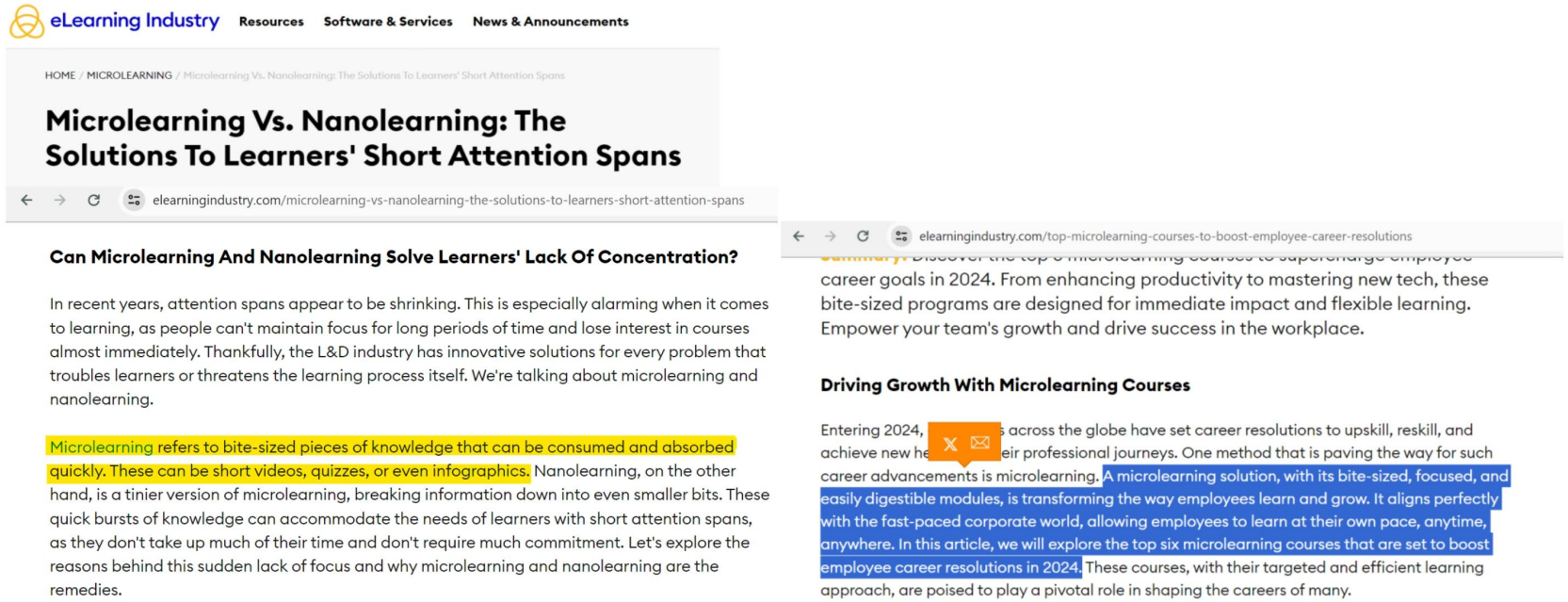
28. Introduce gamified elements like quizzes or progress tracking to enhance engagement.

29. Streamline the user interface for a more beginner-friendly experience. simple UI

30. Implement a robust search function to help users quickly find the content they need Navigation

II UNDERSTANDING THE INDUSTRY TREND 2024

1. Focus on Micro-learning and Bite-Sized Content:



Link:
https://elearningindustry.com/subjects/microlearning

Learners today have shorter attention spans, and bite-sized content modules are easier to digest in short bursts.

2. Personalized Learning Experiences:



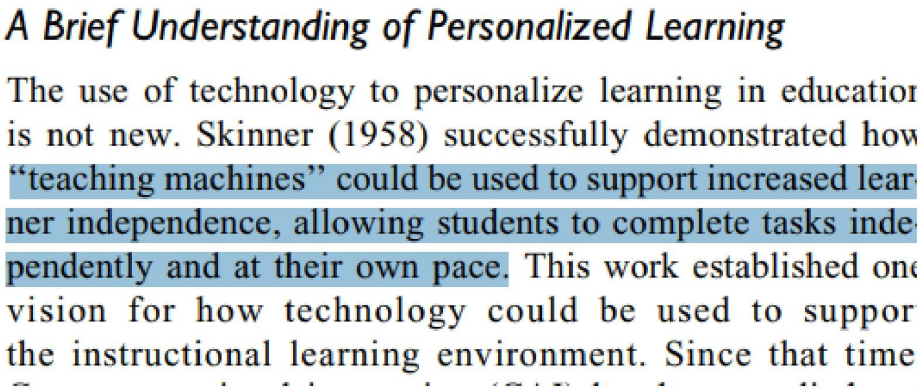
Article

An Operationalized Understanding of Personalized Learning

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Personalized learning. According to Patrick, Kennedy, and Powell (2013), personalized learning means tailoring learning for each learner's interest, strengths, and needs. This approach encourages flexibility to support mastery and enables learners to influence how, what, when, and where they learn .[1]



A Brief Understanding of Personalized Learning

The use of technology to personalize learning in educatior is not new. Skinner (1958) successfully demonstrated how "teaching machines" could be used to support increased lear ner independence, allowing students to complete tasks inde pendently and at their own pace. This work established one vision for how technology could be used to suppor the instructional learning environment. Since that time

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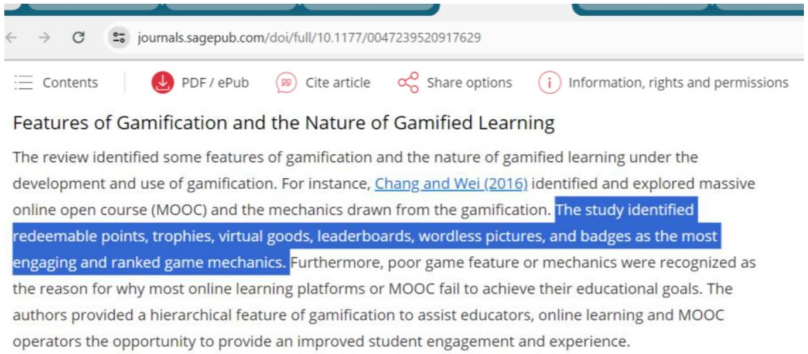
Adaptive learning technologies tailor content and difficulty to individual needs and learning styles.

3. Gamification for Engagement:



systems in education and importantly in predicting user behaviors. Researchers have therefore focused on the hedonic aspect of systems by examining intrinsic and extrinsic motivation for enhancing user experience and sustaining continuous behaviors (Ryan & Deci, 2000). In this regard, gamification in information systems tries to utilize the elements from game designs to improve educational outcomes, make monotonous activities more enjoyable and make students assignments and learning more engaging (D. Liu et al., 2017). Thus, gamification can result in educational benefit especially to Generation Y who expect an interplay (Burke & Hiltbrand, 2011) between learning and games, and to the institution a cost-saving and improvement in performance (D. Liu et al., 2017).

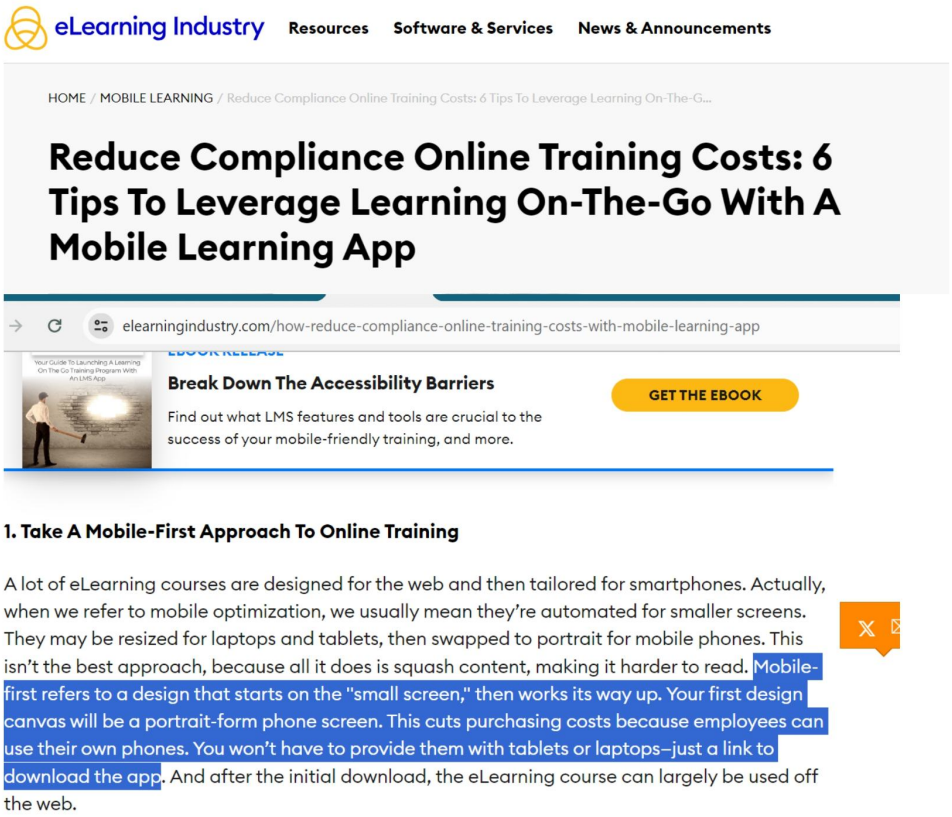
Furthermore, gamification foster problem solving and promote desired behaviors by applying game principles and design elements (Zichermann & Cunningham, 2011). Game components such as leaderboards, badges, points systems and levels that translate inputs to outputs are game mechanics (Hunicke et al., 2004). Similarly, the game elements (achievements, competition, rewards, and self-expression) that regulate interactions among players with game mechanics are referred to as game



Link:
https://journals.sagepub.com/doi/full/10.1177/0047239520917629

Gamification uses game mechanics (points, badges, leaderboards) to make learning more engaging and fun.

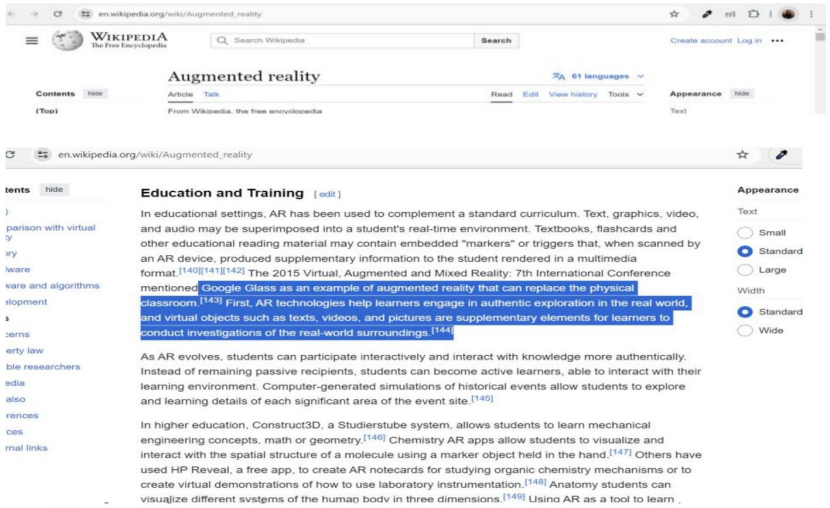
4. Emphasis on Mobile Learning:



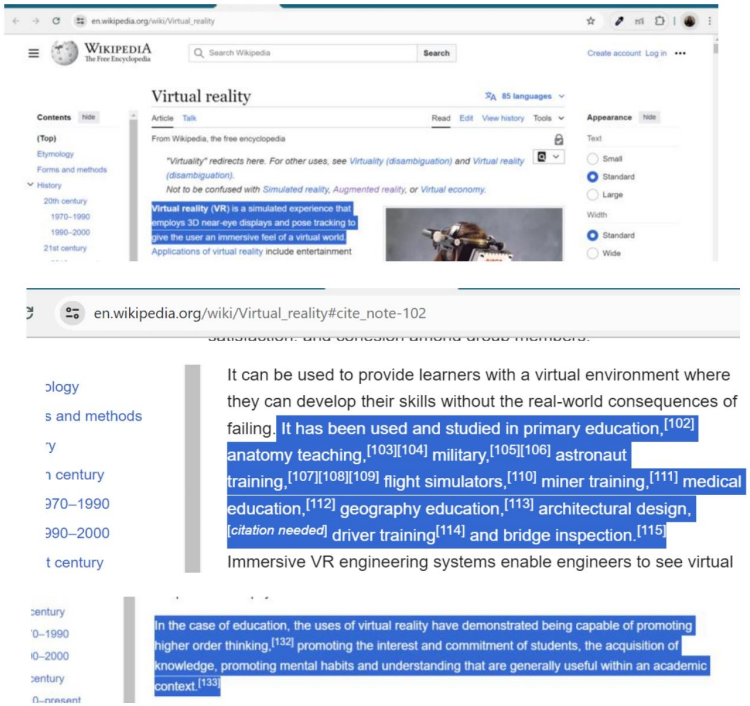
Link :
https://elearningindustry.com/how-reduce-compliance-online-training-costs-with-mobile-learning-app

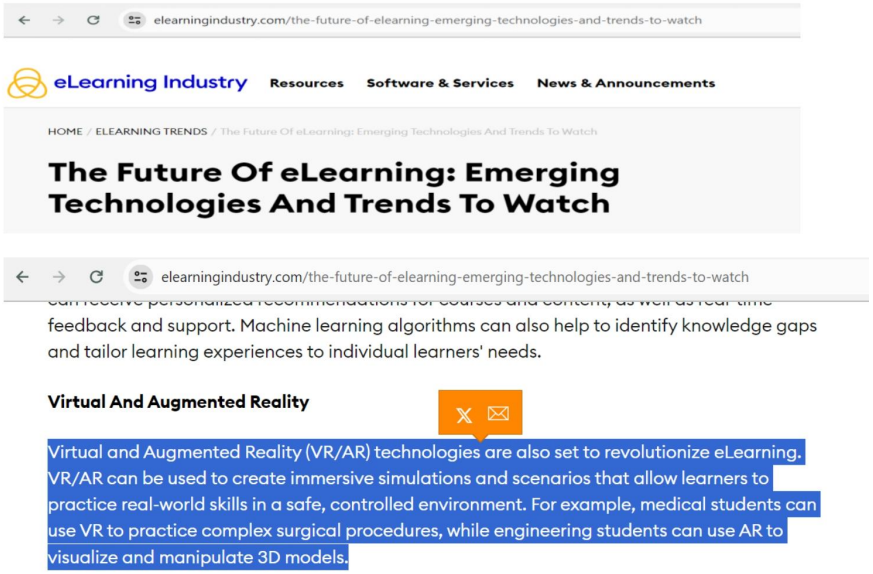
With increased smart phone and tablet use, educational apps prioritize mobile-first design for on-the-go learning.

5. Integration of AR/VR Technologies:



81. ^ "Augmented Reality". *merriam-webster.com*. Archived from the original on 13 September 2015. Retrieved 8 October 2015. "an enhanced version of reality created by the use of technology to overlay digital information on an image of something being viewed through a device (such as a smartphone camera) also : the technology used to create augmented reality"



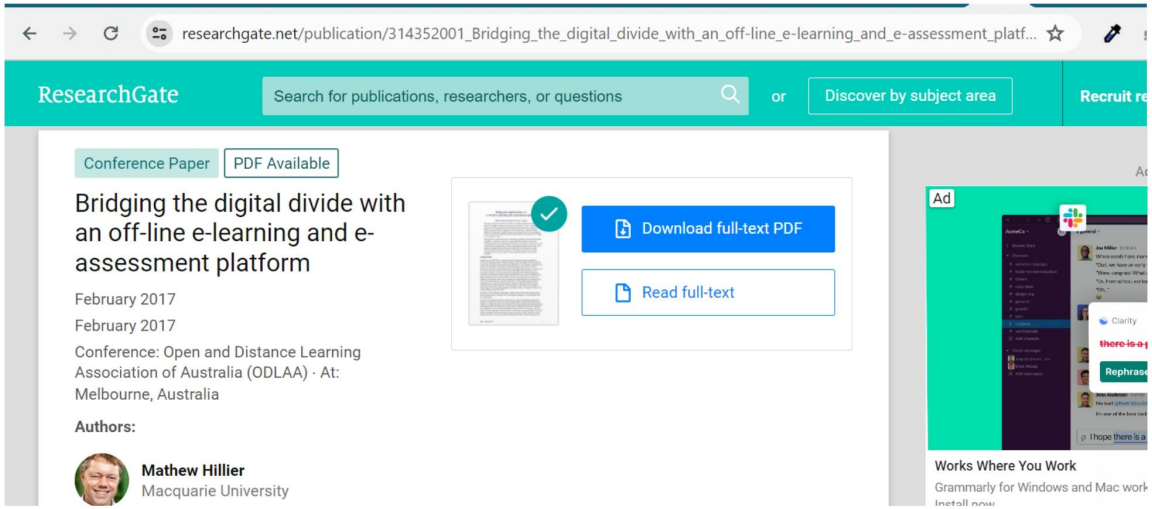


Link:

- https://en.wikipedia.org/wiki/Augmented_reality
- https://en.wikipedia.org/wiki/Virtual_reality
- https://elearningindustry.com/the-future-of-elearning-emerging-technologies-and-trends-to-watch

AR/VR technologies have the potential to revolutionize education by overlaying digital information (AR) or creating immersive experiences (VR).

6. Offline Functionality:



The digital divide

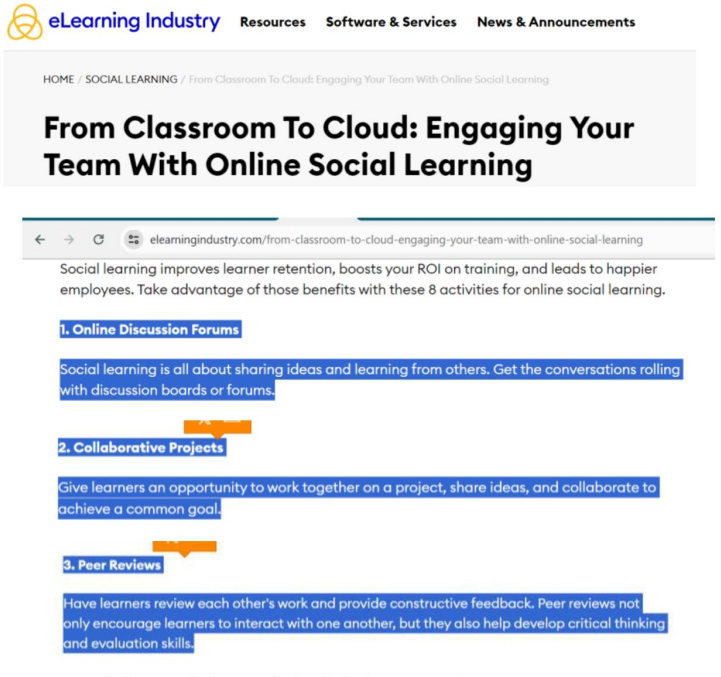
Groups such as UNESCO have expressed a desire to bring the advantages promised by MOOCs including high-quality, affordable education to the developing world where Internet connectivity is limited or non-existent (Patru & Balaji 2016). This represents a challenge to the current modus operandi of major online educational programs such as EdX, Coursera, FutureLearn who started out with the promise to bring high quality education to the masses but have largely ended up serving the needs of the already highly educated (Emanuel 2013, Christensen, Steinmetz, Alcorn, Bennett, Woods & Emanuel 2013, MOOCs@Edinburgh Group 2013, Norman 2014), affluent (Hansen & Reich 2015) and connected. Similarly, many higher education providers in the developed world are increasingly moving to online 24/7 platforms. The problem of delivering a contemporary learning experience to students located

Link: https://www.researchgate.net/publication/314352001_Bridging_the_digital_divide_with_an_off-line_e-learning_and_e-assessment_platform

Some educational apps offer offline functionality to download content for situations with unreliable internet access

7. Focus on Social Learning and Collaboration:



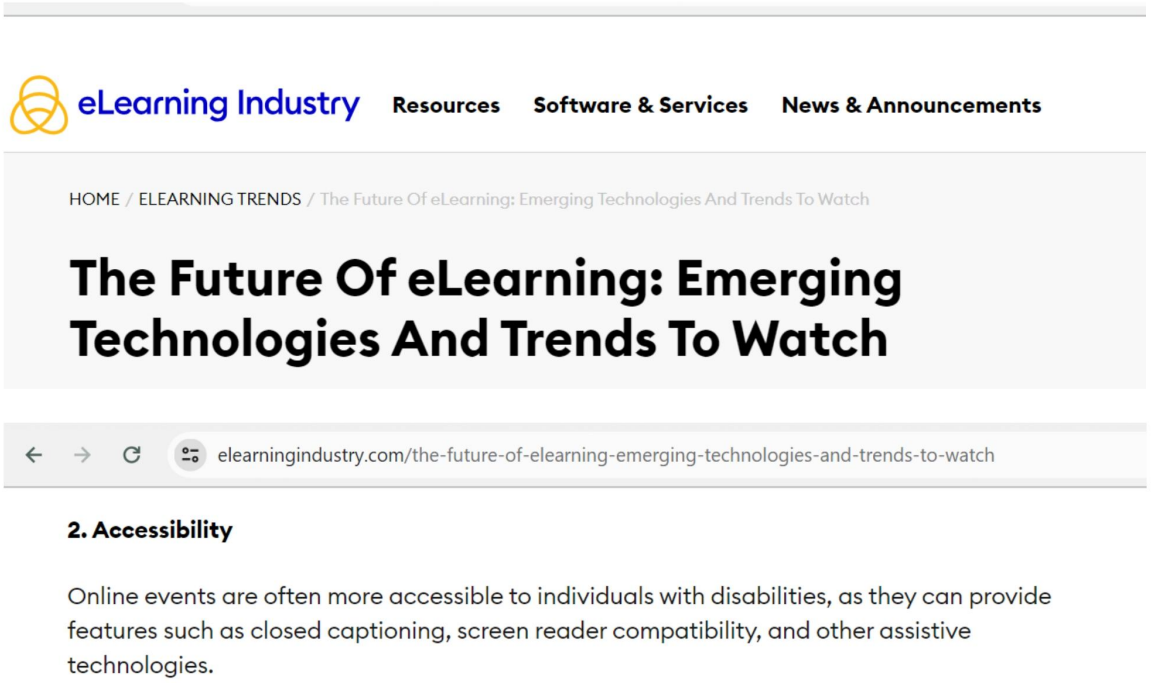


Link:

- https://elearningindustry.com/the-future-of-elearning-emerging-technologies-and-trends-to-watch
- https://elearningindustry.com/from-classroom-to-cloud-engaging-your-team-with-online-social-learning

Educational apps can foster a sense of community by incorporating features for user connection, discussions, and collaborative projects.

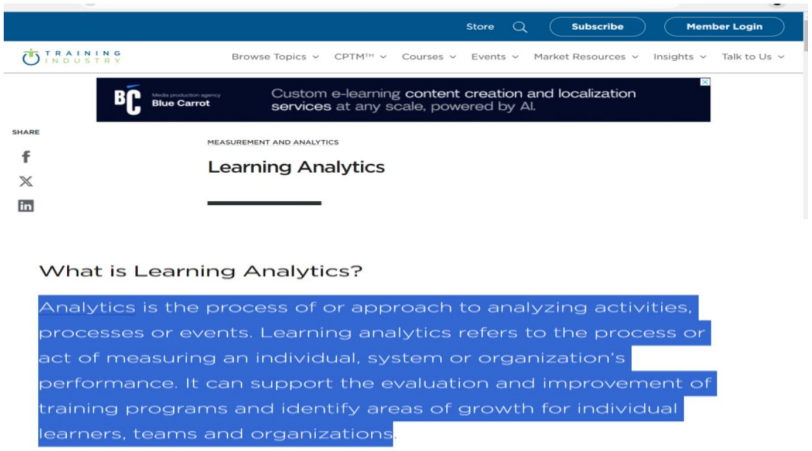
8. Emphasis on Accessibility:

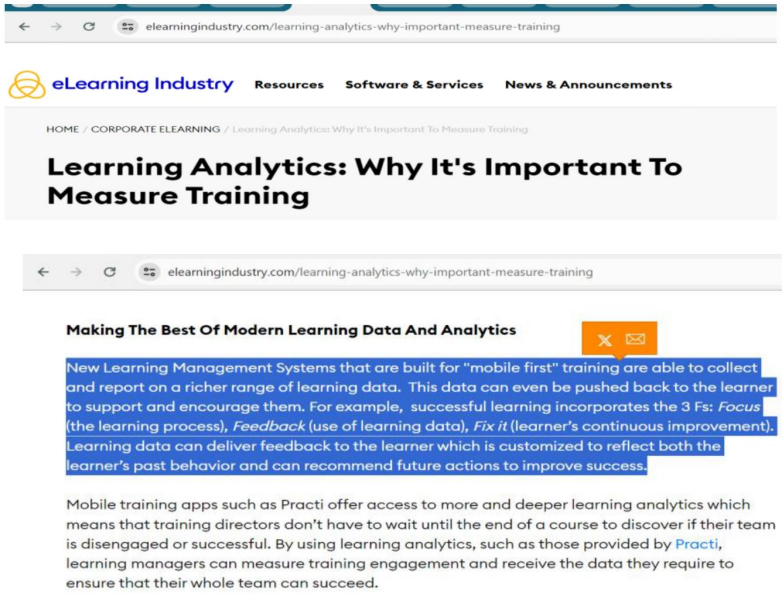


Link:
https://elearningindustry.com/the-future-of-elearning-emerging-technologies-and-trends-to-watch

Educational apps should be accessible to users with disabilities through features like text-to-speech, closed captions, and alternative input methods.

9. Data Analytics and Reporting:



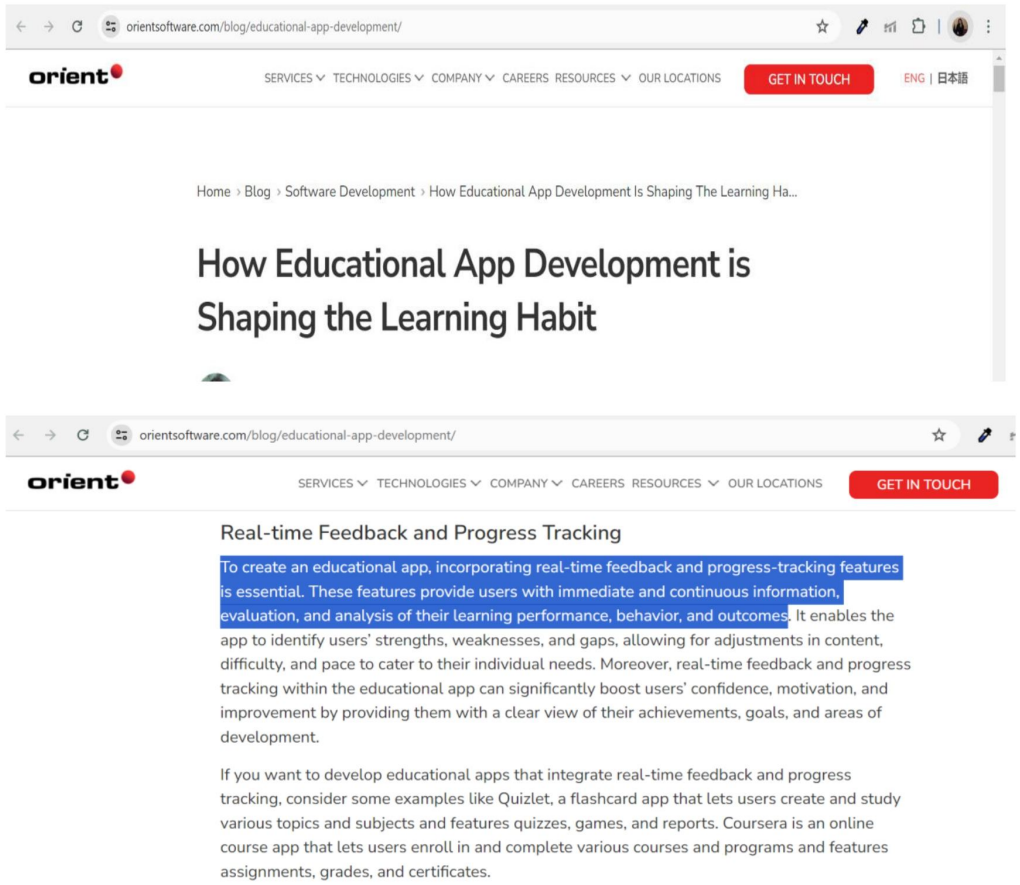


Link:

- https://elearningindustry.com/learning-analytics-why-important-measure-training
- https://trainingindustry.com/wiki/measurement-and-analytics/learning-analytics/

Educational apps can use data analytics to track progress, identify areas of difficulty, and personalize the learning experience.

10. Focus on Assessment and Feedback:



Link:
https://www.orientsoftware.com/blog/educational-app-development/

Educational apps can include features for self-assessment, quizzes, practice tests, and personalized feedback loops

III UNDERSTANDING THE USER

Step 1. Listing Target Audience

Step 2. Preparing Questionary (5WH)

Step 3. Conducting interviews with potential students from different backgrounds and experience levels

Step 4. Analyzing Users Pain Points and Frustrations, Needs and Motivations

TARGET AUDIENCE

Age: young adults and professionals (from late teens to late 20s and beyond)

Location: Focus on India, but can be adaptable to other regions

Educational Background:
i. School Student
ii. College Students with technical degrees (e.g., Computer Science, Electrical Engineering) & non-technical backgrounds seeking a career change.
iii. Working Professionals

Technical Background:
i. Absolute beginners with no prior coding experience
ii. Intermediate learners with a solid foundation in a specific programming language

Preparing Questionnaire

1. **Background Information:**
- What is your educational background and current occupation?
- Can you briefly describe your experience with using educational applications or online learning platforms?

2. **Motivations and Goals:**
- What are your primary motivations for seeking out educational courses or training programs?
- Can you describe your long-term career goals and how you believe further education or training can help you achieve them?
- How important is it for you to have access to a community of other learners or mentors?

3. **Challenges and Pain Points:**
- What are the main challenges or difficulties you face when trying to learn new skills or concepts?
- Are there any specific pain points or frustrations you encounter while using educational applications or online courses?
- What are the biggest challenges you face when learning to code? (Difficulty with specific concepts, Lack of motivation, Time constraints)

4. **Learning Preferences:**
- Do you have any preferences for how educational content is presented or delivered (e.g., videos, interactive quizzes, written materials)?
- What kind of learning style do you prefer? (Interactive exercises, Video lectures, Text-based tutorials)
- How do you typically prefer to learn new skills or concepts (e.g., self-paced study, structured courses, hands-on practice)?

5. **Technology Usage:**
   - On a scale of 1 to 10, how comfortable are you with using technology and digital platforms?
   - What devices do you primarily use for accessing educational content (e.g., smartphone, laptop, tablet)?

6. **Interactions and Engagement:**
   - How often do you interact with other users or instructors within educational applications or online courses?
   - What features or tools do you find most engaging or valuable for staying motivated and focused on your learning goals?

7. **Feedback and Improvement:**
   - How do you typically provide feedback or suggestions for improving educational applications or online courses?
   - What changes or enhancements would you like to see in your ideal learning platform to better meet your needs?

8. **Job Placement and Career Development:**
   - Can you describe your experience with job interviews and the placement process?
   - What specific skills or areas do you feel you need to improve upon to succeed in job interviews and secure placements?

9. **Support and Assistance:**
   - How likely are you to seek support or guidance when facing challenges or doubts in your learning journey?
   - What types of support services or resources would you find most helpful in overcoming obstacles?

10. **Additional Questions:**
    - Do you have any specific coding skills you're interested in learning? (Web development, Data science, Mobile app development)
    - How do you typically measure your progress when learning a new skill?
    - What are your career aspirations related to coding?

11. **Evaluating Sheryians' Value Proposition:**
    - What features are most important to you in a coding education platform? (Structured learning paths, Project-based learning, Gamification elements)
    - How would you feel about a platform that offers a mix of free and paid resources?
    - What would be your ideal learning experience on a coding education platform?

12. **Future Expectations:**
    - How do you see your educational needs and goals evolving in the future?
    - What are your expectations for the future of educational technology and online learning platforms


YOU
1st
Champion



Analyzing User Pain Points and Frustrations



No.	User's Statement	Pain Point		
1	"I signed up for this course to learn the basics of coding, but I was completely lost! They were throwing around all these technical terms I didn't understand."	User found the material too advanced and full of jargon.	Content Difficult	Content and Learning Experience
2	"I'd been coding for a while now, and these lessons seemed like they were meant for complete beginners. I needed something that would push me to learn more."	User felt the lessons were too basic and not challenging enough.		
3	"Man, sitting there watching lecture videos all day put me to sleep! There had to be a more interesting way to learn to code."	User found the learning format boring and disengaging.	Content Engagement	
4	"I kept zoning out while watching these long lectures. Maybe if there were some quizzes or activities to break things up, I could have stayed focused for longer."	User had trouble staying focused on long lectures and videos.		
5	"This app was a maze! Finding the specific lesson I was looking for was like searching for a needle in a haystack."	User found the platform difficult to navigate and locate specific learning materials.	Content Organization	
6	"These course descriptions were all so vague. I had no idea what I was signing up for! How could I tell if this was the right course for me?"	User felt the course descriptions were unclear and didn't provide enough information.		
7	"I felt like I was just passively absorbing information here. There should have been a way to actually practice the coding skills I was learning."	User felt the learning experience was passive and didn't allow for practice.	Limited Interactivity	
8	"Come on, there had to be more to this than just watching videos and reading text. I wanted to be able to interact with the material somehow."	User desired more interaction with the learning materials beyond just watching and reading.		
9	"This interface was way too complicated! It took forever to figure out where anything was."	User found the platform layout confusing and difficult to navigate.	Unintuitive Interface	Technical Issues and Usability:
10	"Why were all these buttons and menus crammed together? It made it really hard to find what I needed."	User was overwhelmed by the number of menus and buttons on the screen.		
11	"Ugh, this app kept crashing in the middle of my lessons! This was so frustrating, I was losing my train of thought."	User experienced frequent app crashes that disrupted the learning flow.	Technical Issues	
12	"The loading times on this app were terrible. It took forever for anything to open, making it hard to stay focused."	User encountered slow loading times that hindered the learning experience.		
13	"There weren't any closed captions on these videos! How was I supposed to follow along if I couldn't hear what they were saying?"	User with visual impairment found the lack of closed captions made it difficult to follow video lectures.	Accessibility Issues	

No.	User's Statement	Pain Point		
14	"This app didn't have a text-to-speech function? That made it impossible for me to use it."	User with reading difficulties struggled with the lack of text-to-speech options.		
15	"My internet went out, and I couldn't access any of my courses! Wasn't there a way to learn offline?"	User lost access to learning materials when encountering internet connectivity issues.	Offline Functionality	
16	"I had a long trip coming up with no internet access. I wished I could have downloaded some lessons to keep me busy on the plane."	User desired the ability to download lessons for situations with limited or no internet access.		
17	"I kept starting these coding courses, but I just couldn't seem to stay motivated. There wasn't anything that kept me engaged and coming back for more."	User struggled to stay motivated and engaged with the learning platform.	Lack of Motivation	Motivation and Progress Tracking
18	"I finished a bunch of lessons, but I had no idea how far I was from completing the course. There was no progress bar or something to keep me on track."	User was unsure of their progress within the course and felt a lack of direction.	Difficulty Tracking Progress	
19	"The app didn't tell me anything about how I was doing. I wished it could have told me what areas I was strong in and where I still needed work."	User desired feedback on their strengths and weaknesses to identify areas for improvement.		
20	"I wasn't sure if I was on the right track or not. It would have been helpful to get some feedback on my work from an instructor or the platform."	User felt a lack of guidance and feedback on their learning progress.	Limited Feedback	
21	"There weren't any quizzes or tests to see if I actually understood the material before moving on. I was worried I might be missing something."	User desired quizzes or assessments to gauge their understanding of the material.		
22	"This subscription fee was way out of my budget. I couldn't afford to learn to code at this price."	User found the subscription fee too expensive and a barrier to entry.		Financial
23	"There were so many free coding resources out there. Why should I have paid for this platform instead?"	User questioned the value proposition compared to free coding resources available online.		
24	"I miss the companionship of the classroom. Online learning feels lonely and impersonal. It's hard to stay motivated without classmates to share the struggle with."	User feels isolated and misses the sense of community found in physical classrooms.		Miss companionship & Community
25	"Those study groups in the physical classrooms were so helpful! online platform doesn't offer anything similar to connect and learn from each other."			

No.	User's Statement	Pain Point		
26	"The online lectures are so dry and boring compared to the energy of the instructors in person. It's hard to stay focused and motivated."	User misses the positive and engaging teaching style of instructors in physical classrooms.		Lack of Engaging Instructor Interaction
27	"I miss the back-and-forth discussions and Q&A sessions we had with instructors in the classroom. These online lectures feel one-sided."			
28	"Everything feels so independent online. I miss working on projects with classmates and bouncing ideas off each other."	User desires more interaction and collaboration with other students, like in group projects.		Limited Interaction and Collaboration
29	"These online courses are all about individual learning, but there's nothing like the energy and collaboration of a group project in the classroom."			
30	"All these points and badges feel distracting. I'm more interested in actually learning the material than competing with classmates."	User feels some gamification elements prioritize competition over the core learning experience.		Focus on Competition over Learning
31	"The online platform feels more like a game than a learning environment. I wish it focused more on helping me understand the concepts."			
32	"These online courses feel like you're on your own. I miss being able to ask questions and get help from the instructor right away."	User misses the access to personalized guidance and support from instructors available in physical classrooms.		Missing Personalized Support
33	"There's no substitute for the feedback and guidance you get from an instructor in person. Online learning feels impersonal and lacks that kind of support."			

Users Frustration & Pain Points

1. Content and Learning Experience

1. Content Difficulty
Finding content that is at the right level can be difficult. Some apps may offer content that is too basic or too advanced for the user's needs.

2. Content Engagement
Educational apps can sometimes feel dry or monotonous, leading to user disengagement.

3. Content Arrangement
Difficulty in finding specific learning materials or navigating the app's structure can be frustrating for users.

4. Limited Interactivity
Passive learning experiences with minimal interaction can lead to users losing focus or forgetting information.

2. Motivation and Progress Tracking

1. Lack of Motivation
Educational apps may struggle to keep users motivated, especially if they lack features that promote engagement and gamification.

2. Limited Feedback
Lack of personalized feedback or progress reports can make it difficult for users to gauge their learning effectiveness.

3. Difficulty Tracking Progress
Users may find it difficult to track their learning progress and accomplishments within the app.

4. Financial Status
Subscription fees or in-app purchases can be a barrier to entry for some users.

3. Technical Issues and Usability

1. Unintuitive Interface
A poorly designed interface with **confusing navigation** or **cluttered layouts** can make it **difficult for users to find what they need and complete tasks.**

2. Accessibility Issues
Apps that **lack features like text-to-speech** or closed captions can exclude users with disabilities.

3. Technical Issues
Bugs, crashes, or **slow loading times can disrupt** the learning flow and frustrate users.

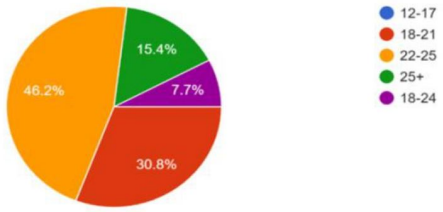
4. Offline Functionality
If an app requires a **constant internet connection**, it can be a **barrier to learning in situations with limited or no internet** access.

IV ONLINE SURVEY

Preparing a Google Survey form

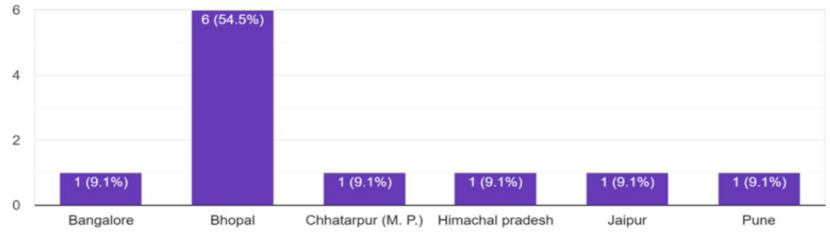
1. What is your age range?

13 responses



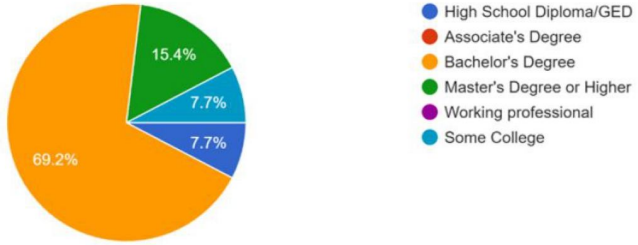
2. Location (were are you from?)

11 responses



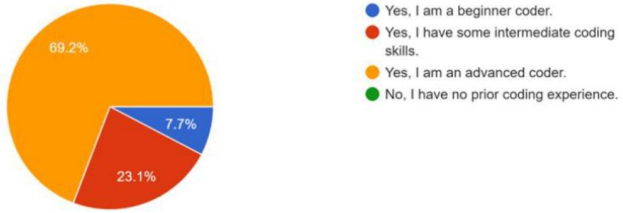
3. What is your highest level of education?

13 responses



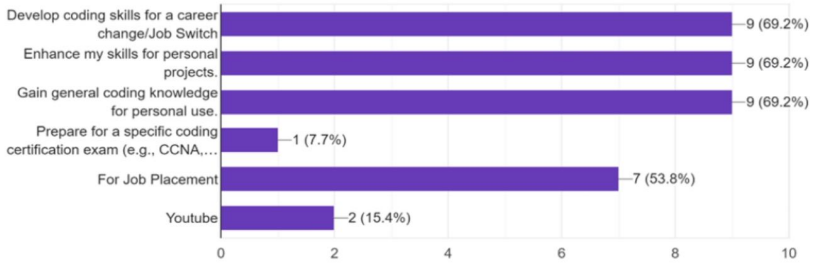
4. Do you have any prior experience with coding?

13 responses



5. What are your primary goals for learning to code? (Select all that apply)

13 responses



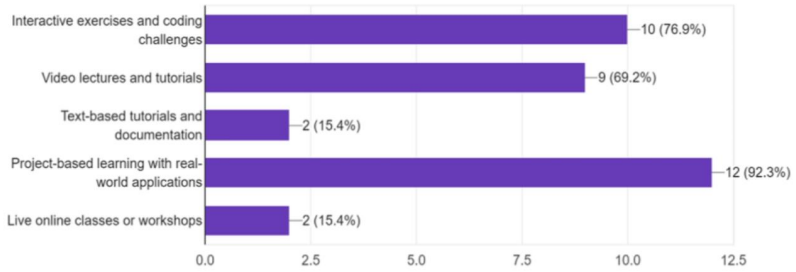
6. How do you typically learn new skills?

11 responses



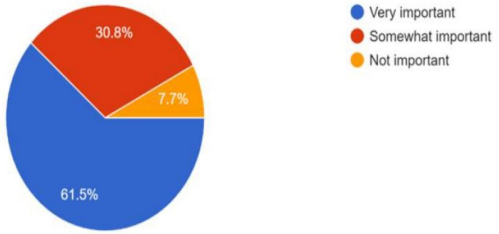
7. What is your preferred learning style? (Select all that apply)

13 responses



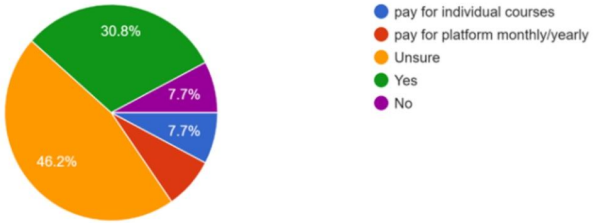
8. How important is it for you to have access to a community of other learners or mentors?

13 responses



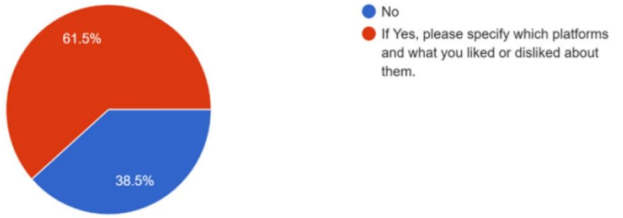
9. monthly subscription fee, would you be interested in a system where you pay for individual courses or learning modules?

13 responses



10. Have you used any other (free or Paid) online coding education platforms or resources in the past? (Yes/No)

13 responses



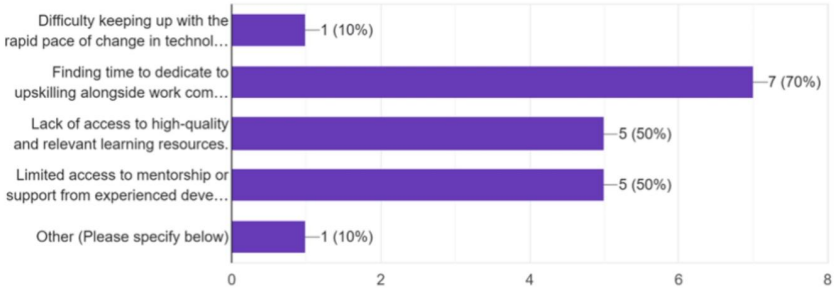
If Yes, please specify which platforms and **what you liked or disliked about them.**

6 responses

- Udemy, O'Reilly, prep insta.
- Sheryians coding school, motion design school
- full jugaad (no platform use)
- They charge very high fees and contain a lot information.
- .
- na

11. If you have prior coding experience, what are your biggest challenges in continuing to learn and upskill

10 responses



Other (Please specify below)

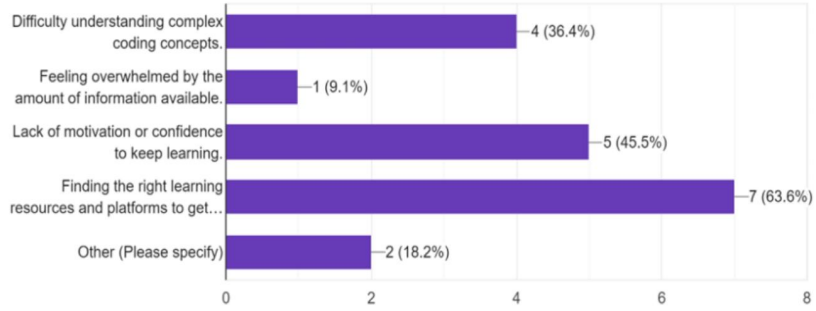
2 responses

Boring

Limited resources of learning

12. If you are a Beginner coder, what are your biggest challenges in learning to code?

11 responses



Other (Please specify)

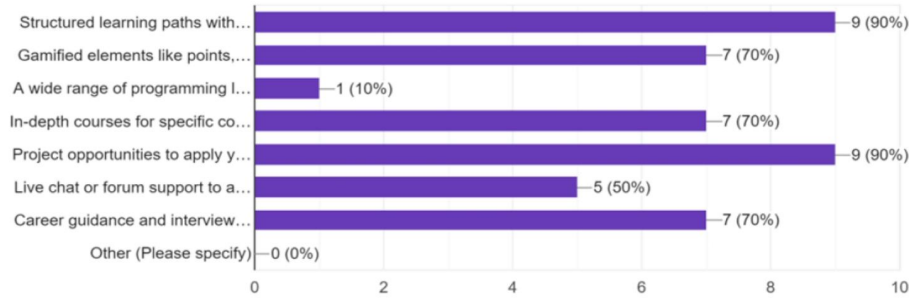
2 responses

Not a beginner

Typing speed is not good. Therefore , sometimes my concepts are clear but I couldn't pace fast in challenges.

13. What features would be most valuable to you in a coding education platform

10 responses



No comments

It is the best platform for learning coding...

I have overall loved the content provided by Sheryians. I have completed frontend, git, javascript and learn what matters backend playlist. All I ask is for the interview preparation. Like questions or modules to be provided. Also to give a facility for mock interviews. This is will help me a lot in switching companies.

Its good

It can be open sourced and the information on that must be concise and accurate.

no

Research Final Insights

To truly understand our users, I embarked on a research odyssey. I delved into the competitive landscape, analyzing existing educational apps to identify opportunities and pitfalls. Surveys provided quantitative insights into user preferences, while interviews offered rich qualitative data on their hopes, fears, and motivations. By piecing together these puzzle pieces, I crafted a comprehensive understanding of our target audience, setting the stage for a user-centric design.

Pain Points

Content Accessibility
Difficulty finding content at the right skill level.

Data Privacy
Concerns about data collection and usage.

Engagement
Monotonous learning experiences leading to disengagement.

Technical Issues
Poor user interface, technical glitches, and accessibility barriers.

Organization
Difficulty navigating and locating learning materials.

Motivation
Difficulty staying motivated and tracking progress.

Interactivity
Lack of interactive elements for active learning.

Cost
High costs for premium content and limited free resources.

Content and Learning Experience

Diverse Content
Offer a wide range of courses, from beginner to advanced levels, covering various programming languages and topics.

Engaging Learning
Incorporate interactive elements like quizzes, coding challenges, and project-based learning.

Clear Organization
Utilize a well-structured platform with clear navigation and search functionality.

Freemium Model
Provide a balance of free and paid content to attract a wider audience.

Learning Paths
Create structured learning paths for different skill levels and career goals.

Gamification
Implement gamification elements for enhanced engagement.

Community and Support

Online Community
Foster a sense of community through discussion forums, live chat, and mentorship programs.

Peer Learning
Encourage peer-to-peer learning and collaboration.

Career Support
Offer career guidance, job placement assistance, and networking opportunities.

Accessibility & Inclusivity

Accessibility Features
Provide options for text-to-speech, closed captions, and screen reader compatibility.

Flexible Learning Formats
Offer both live and pre-recorded content to cater to different learning styles..

Financial Aid
Provide scholarships and financial aid options to make learning accessible to all

Technology & User Experience

Robust Platform
Ensure a stable and reliable platform with minimal technical issues.

User-Friendly Interface
Design an intuitive and visually appealing interface.

Mobile Optimization
Develop a mobile app for on-the-go learning.

3

PHASE 2 : UNDERSTANDING AND IDEATING

- Building User Persona
- Problem Statement
- Potential Solutions
- User flows
- Ideations
- Final Site Maps

USER PERSONA

To craft user personas that resonate with my target audience, I delved into the lives of individuals from various segments.

Abhimanyu, a 28-year-old Java developer in Bangalore, desires to expand his skillset with JavaScript frameworks. As an analytical learner, he craves in-depth courses and practical application opportunities, all while aiming for a full-stack developer position.

On the other hand, Esha, a final year Electrical Engineering student, embodies the curious beginner. Hailing from Indore, she seeks a user-friendly platform with clear explanations and a supportive community to overcome the intimidation factor and embark on a web development career path.

By understanding these diverse needs and motivations, the LMS design can cater to both Abhimanyu's hunger for advanced learning and Esha's journey from coding novice to confident developer.

User Persona 1 A college student, Beginner.



Isha Jain

Beginner

Age: 20 years

Location: Indore, India

Education: B.Tech E.E.(Last year college student)

Bio:

Isha is a bubbly and inquisitive 20-year-old, final year B.Tech student in Electrical Engineering hailing from Indore, India. Though her background leans technical, coding is a whole new adventure for her.

Isha comes from a middle-class family who support her educational goals. However, expensive coding bootcamps are not a realistic option financially.

Personality Traits

- **Open-minded and enthusiastic** Isha embraces new challenges and gets excited about learning new skills.
- **Social and collaborative** She thrives in environments where she can learn alongside others and ask questions without judgment.
- **Slightly impatient** Complex information can overwhelm her, so she needs clear, concise explanations..

Goals

- **Career Transition** Isha's ultimate goal is to land a junior web developer position at a tech startup and embark on a new career path.
- **Financial Independence** Coding skills represent an opportunity for Isha to achieve financial independence and contribute to her household expenses.
- **Lifelong Learning** Isha enjoys the intellectual challenge of learning new things and sees coding as a valuable skill for the future.

Needs

- **Accessibility** User-friendly platform and beginner-friendly courses that cater to non-tech-savvy learners.
- **Engagement** Interactive elements, gamification, and a touch of fun to keep her motivated and Engaged.
- **Support System** Feeling lost in the vast ocean of online resources, Isha craves a supportive learning community where she can connect with other beginners and mentors to ask questions.

Motivation

- Isha's desire for a career change and the potential for financial independence are her primary motivators. She also sees learning to code as a valuable skill for personal growth and future opportunities.
- Sheryians' focus on a supportive learning environment and beginner-friendly content appeals to Isha.
- The platform's interactive elements and potential for one-on-one mentorship can address her need for personalized guidance.
- The community aspect can help her feel connected with other aspiring coders.

Pain Points

- Feels overwhelmed by the vast amount and complexity of coding resources available online.
- Intimidation by the perception that coding is solely for tech whizzes.
- Struggling to find a comfortable learning pace and stay focused during self-directed learning.
- can't find a structured learning environment with clear progression and guidance.

Frustration

- Overly technical jargon and complicated coding explanations.
- Lack of personalized guidance and feedback on her beginner coding attempts.
- Difficulty finding a beginner-friendly community where she feels comfortable asking basic questions.

Quote

"I'm completely new to coding, but I'm determined to learn. I need a platform that explains things clearly and doesn't overwhelm me."

"I learn best by doing, so interactive features and projects would be really helpful."

"Having a mentor or someone to answer my questions quickly would be amazing."

A college student aspiring to be a web developer.

SAYS

"I need a platform that teaches me coding from scratch,"

"I want to build real-world projects,"

"The content should be engaging and interactive."

DOES

Spends time researching online tutorials,

attempts to code on personal projects,

joins coding communities.

THINKS

"I want to learn to code quickly and efficiently,"

"I'm worried about not finding a job after graduation"

"I need a platform that offers hands-on experience."

FEELS

Frustrated with complex coding concepts,

excited about the potential of coding,

anxious about career prospects,

motivated to learn new skills.

User Persona 2 Working Professional, Advance learner, Looking for a change



Abhimanyu

Intermediate

Age: 28

Location: Bangalore, India

Education: B.Tech in Computer Science & Engg.

Occupation: Software Developer (Java)

Bio

Abhimanyu is a focused and tech-savvy 28-year-old software developer (Java) residing in Bangalore, India. While comfortable with coding, he feels stuck in a "Java rut" and yearns to broaden his skillset.

Coming from an upper-middle-class background, Abhimanyu has the financial resources to invest in upskilling opportunities.

Personality Traits

- **Analytical and very careful** Abhimanyu enjoys delving deep into complex topics and appreciates a strong theoretical foundation.
- **Ambitious and goal-oriented** He sets clear career goals and diligently pursues them.
- **Independent and driven** Abhimanyu prefers self-directed learning but values access to high-quality resources and expert guidance when needed.

Goals

- **Career Advancement** Abhimanyu seeks to become a full-stack developer, securing a higher-paying job and potentially working remotely.
- **Skill Mastery** Expanding his coding knowledge with JavaScript frameworks allows him to explore new technologies and enhance his professional value.
- **Problem-solving** Learning advanced topics and practical applications of coding fuels his passion for elegant solutions.
- **Prepare for technical interviews** for full-stack developer positions.

Needs

- **Advanced Learning** In-depth courses that challenge him with advanced JavaScript frameworks and full-stack development concepts.
- **Practical Application** Opportunities to test his knowledge through coding challenges and real-world projects.
- **Career Support** Resources like interview preparation and career guidance are crucial for landing his dream full-stack developer position.
- **Up-to-date content** that reflects the latest industry trends.

Motivation

- Abhimanyu's primary motivators are professional growth and achieving a well-paying job as a full-stack developer. The flexibility of potentially working remotely and the challenge of mastering new technologies further fuel his ambition.
- Sheryians' comprehensive course offerings cater to Abhimanyu's desire to upskill and learn advanced topics.
- The platform's focus on high-quality video lectures by engaging instructors aligns with his learning style.
- The potential for interview preparation resources can further enhance his career prospects.

Pain Points

- Difficulty finding in-depth and up-to-date content on the latest coding trends and frameworks.
- Lack of opportunities to apply his theoretical knowledge through practical exercises.
- Feeling limited by his current skillset and its impact on his career advancement options.

Frustration

- Repetitive or basic coding tutorials that don't cater to his advanced learning needs.
- Limited access to experienced mentors and industry professionals who can offer guidance.
- Feeling unprepared for the specific technical skills required in full-stack developer interviews.

Quote

"I have a good grasp of Java, but I want to expand my skillset to become a full-stack developer."

"I'm looking for in-depth courses on JavaScript frameworks like React."

"Having access to practice questions and interview preparation resources would be a big plus."

Working Professional, Aspiring Full-Stack Developer

SAYS

"I need in-depth courses on JavaScript frameworks."

"I want to apply my knowledge through practical projects."

"I'm looking for career guidance and interview preparation."

DOES

Researches online tutorials and courses.

Practices coding on personal projects.

Attends coding meetups or workshops (occasionally).

Looks for job openings and applies for full-stack developer positions.

THINKS

- "I can advance my career by becoming a full-stack developer."
- "I need to master JavaScript frameworks to get a better job."
- "I'm worried about not having enough practical experience."

FEELS

Frustrated with limited learning resources.

Confident in his Java skills but anxious about front-end development.

Motivated to achieve career advancement.

Overwhelmed by the vast amount of information available online.