Delight

Discover

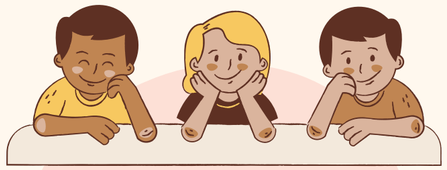
Develop

Vision

To become the leading digital platform for children's creativity, helping them to express their ideas, share their experiences, and develop their skills in a safe and nurturing environment.

Why?

Children today need creative outlets that can help them develop their cognitive and emotional skills while also allowing them to express themselves in a fun and engaging way.



8%

K-12

21.9%

Teens

33%

Adults

Existing User Base

Survey Synthesis

83%

Loves to draw/sketch digitally, create poster or birthday card

67%

Loves to write and maintain a journal

75%

Loves to travel, capture photos, likes to create a collage and create a diary

93%

Are interested in exploring templates for their creativity

User Personas

Loves to travel

Clicks pictures on smartphone

Interested in creating a travel diary

Soumama

8 yr

Loves hanging out with people

Wants to create a school memory

Interested in creating a Slam book

Allison

9 yr

Loves Reading

Loves writing and summarizing books

Wants to maintain a digital journal

Divija

12 yr

Gaps in Market

One-Stop

Safe & Appropriate

Fun & Engaging

User Needs

Canva Current Version

Complex

Tech-Savvy

Steep Learning Curve

Market Analysis

80M

- parents with children under 18
- 56 million students in K-12

TAM

25M

- target age range between 5 and 12
- competitors in the market

SAM

10M

- effectively market and distribute the product
- Focused Market

SOM

Competitor Analysis

Core Proposition	Social media graphics, editing & Design	Collages, editing & collaboration	posters, flyers & collages	Infographics, ppts, reports	Educational templates, resources & tools
Educational	✓				✓
B2C	✓	✓	✓		

Solution

1. Accessible

2. Paint dreams

3. Travel Stories

4. Diaries

5. Hobbies/ Collages

Risks

Child safety and privacy concerns

Adoption

COPA

Regulatory compliance

TEAM PASTELS: GROUP 9

Robinhood Education

Your investment learning journey begins here

- Prerna Pallan
- Aayushi Panwar
- Aayushi Pandey
- Julia Rose Jimmy
- Tanay Hariprasad

Current User Base

EDU

- Millennials (18 to 29-year-old) interested in trading
- High-frequency traders
- Retail brokerage marketing
- Electronic trading firms

Pain Points

- Lack of structured information on Trading
- No credible sources of information
- No simultaneous learning and investment experience
- Lack of data-driven personalized content

Proposed Solution

Unified platform for an integrated learning and trading experience

Targeted Customer Segments

Beginners who are too scared to invest

Amateurs

Medium to High Frequency traders

Competitor Analysis

Features				
Reliable Videos	✗	✓	✓	✓
Stock Market Simulator	✗	✓	✗	✓
Personalized content	✗	✗	✓	✓
Live Market Analysis	✗	✗	✗	✓

Market Sizing for USA

US Population eligible for investing

240 Million

73%

Current market investing or ready to invest

200 Million

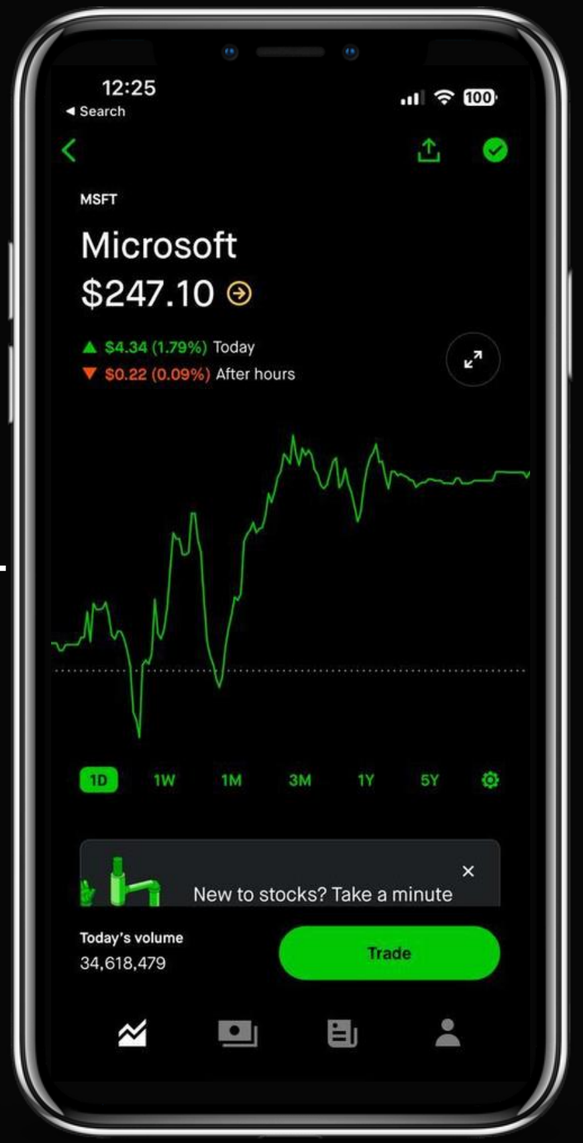
1% penetration

Minimum penetration into the market

2 Million

Key Features

- STRUCTURED VIDEO COURSES
- STOCK MARKET SIMULATOR
- PERSONALIZED LEARNING EXPERIENCE
- LIVE STOCK MARKET ANALYSIS VIDEOS



Key Success Metrics

Vanity Metric

Feature Visits

Northstar Metric

Monthly Active Users

Counter Metric

Consumption of Content

HI-FI Prototype

Product Roadmap

Q2 2023
ROBINHOOD EDU Launch
Video Courses and
Simulator

Q3 2023
Bug Resolutions &
Targeted Marketing
Campaigns

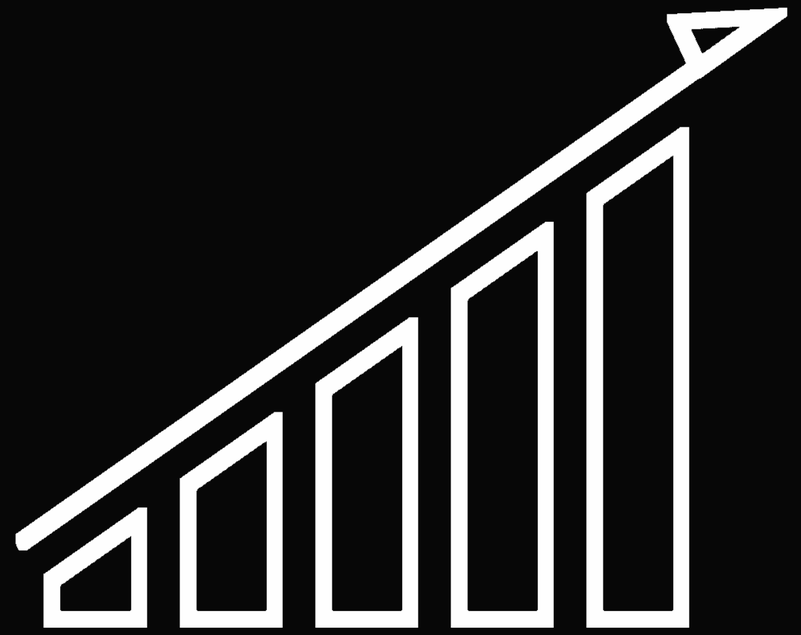
Q4 2023
New Feature
Implementation -
Live Stock
Market Analysis

Q1 2024
Bug Resolutions &
Customer Retention

Q2 2024
New Feature
Implementation -
Data Driven
Personalization

EDU

Ready to begin your Investment Journey??



EVENT BOOKING

Instagram

Team 10

INSTAGRAM - BOOKING

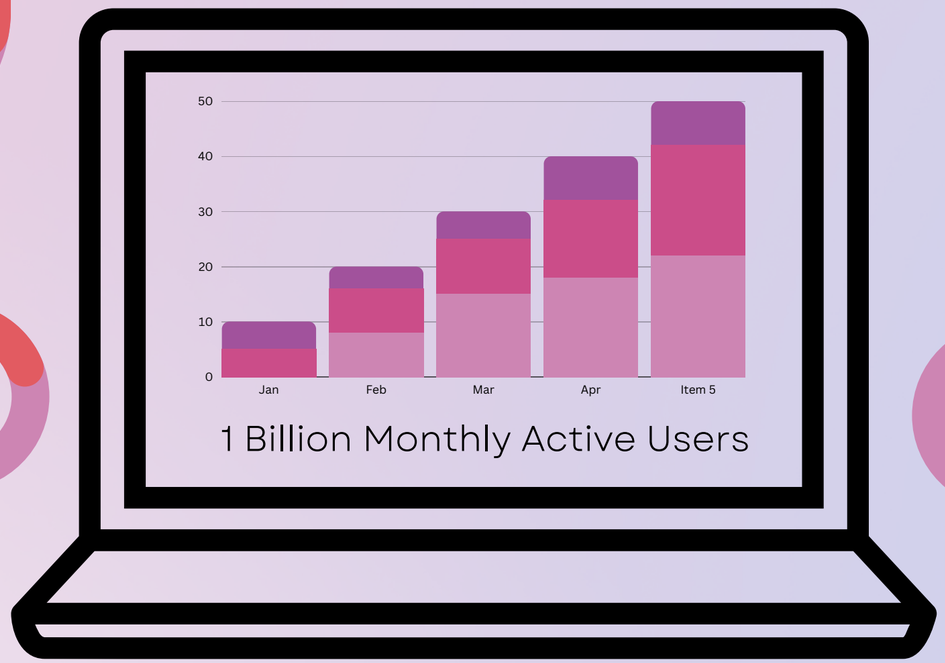
Now book your events and reserve a table at restaurant through Instagram

Instagram

Current User-Base

More than 130 million users tap on Instagram Shopping every moth

32% of US Instagram users are 25-34 Years



1 Billion Monthly Active Users

22% (37 million) are 18-24 Years

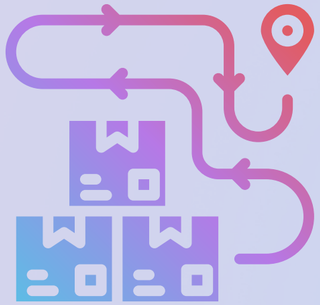
19% (31.5 million) are 35-44 Years

Problem Statement & Pain points

An Instagram user who is influenced by the content on the platform to explore has to go through the hassle of booking events/restaurants through third-party platforms

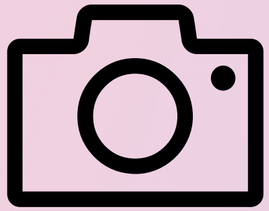
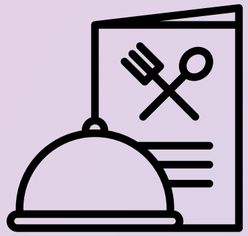
- No filtered search

- Limited info on events/ restaurants

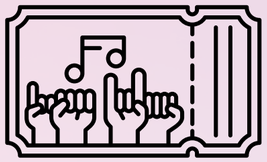


- Difficulty in tracking nearby events

Vision

For the explorers on instagram, we are providing an in-app booking feature that lets them reserve Restaurant Seats and Book event tickets



Market Sizing

TAM

Total Available Market

Total Market cap of all Booking and event Booking companies

SAM

Serviceable Available Market

Market cap of booking nearby places

SOM

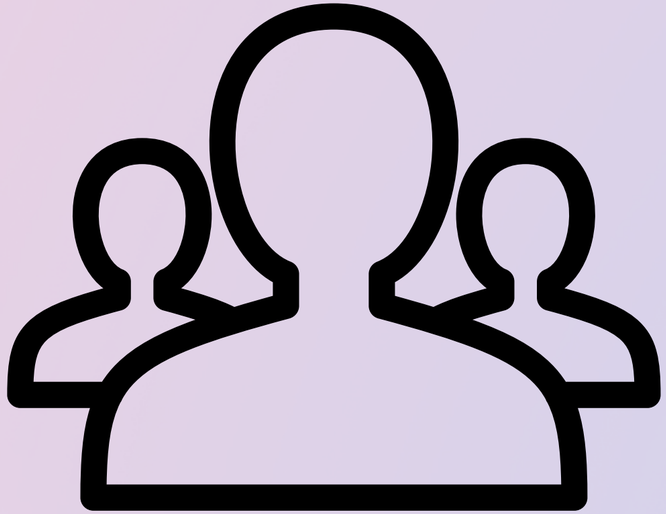
Serviceable Obtainable Market

Taking instagram MAU and instagram shopping GMV

Competitor Analysis

Product/ Features	Google Maps	Snapchat	Airbnb	Eventbrite	Booking.com
Booking platform	✗	✗	✓	✓	✓
Heat map	✗	✓	✗	✗	✗
Book button on reels/posts	✗	✗	✗	✗	✗
Trusted Reviews	✓	✗	✓	✗	✓
Authenticity of Service	✓	✗	✓	✓	✓

Customer Segments



Explorers

Creator

Business

Idea Validation

82%

Gets motivated to visit a tagged location/event on Instagram reels/posts

78%

Go to Instagram for travel ideas and then spend an average of 5-6 hours on Google/3rd party apps to make a booking

63%

Make bookings by seeing event pictures, and customer reviews on a trusted booking platform

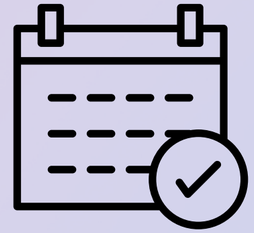
93%

Travel locally and are interested more in local events like concerts, cheap weekend getaways, dining reservations, etc

List of Features

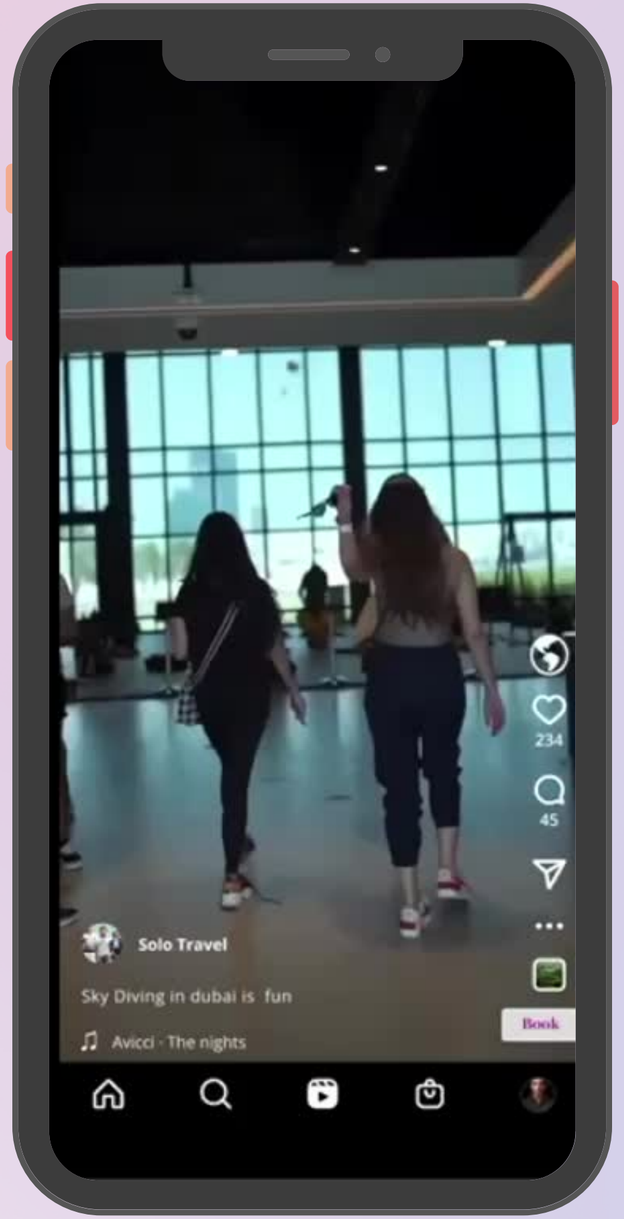
Explore

An improved version of the Instagram map that will show you the location of the restaurant and/or events with similar reels on the map

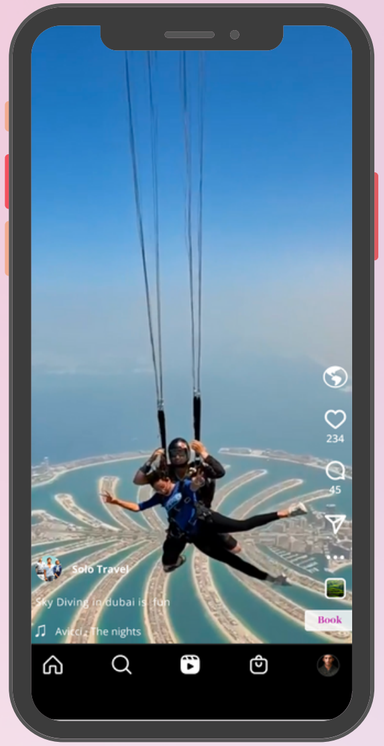


Book Now

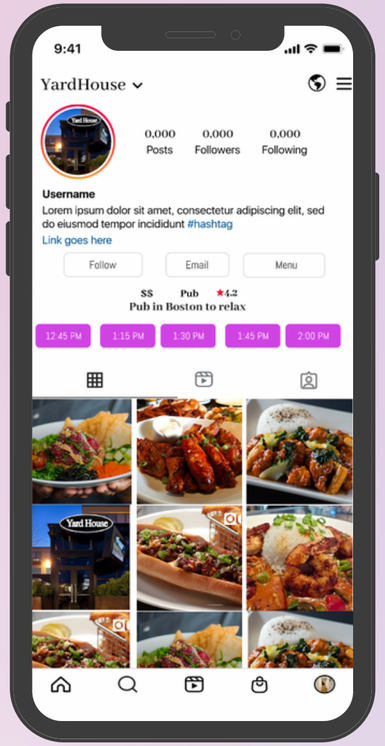
When looking at food/event reels, there would be an option to book restaurants and event tickets through Instagram


234
45
Solo Travel
Sky Diving in dubai is fun
Avicci · The nights
Book

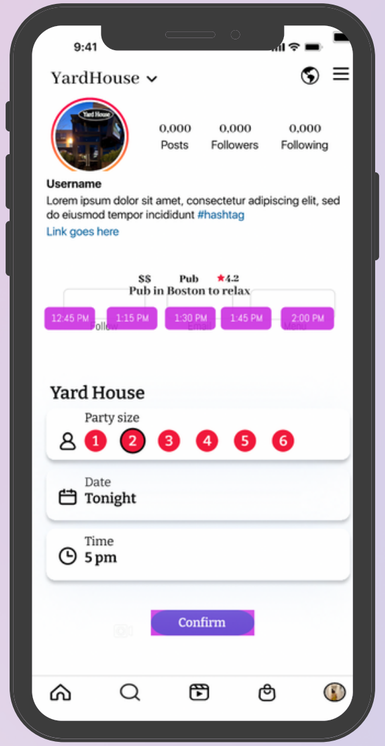
High Fidelity for Explorers



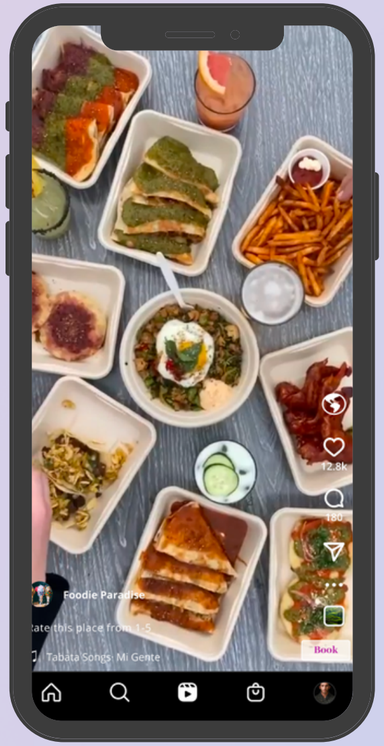
Reel - Book Now



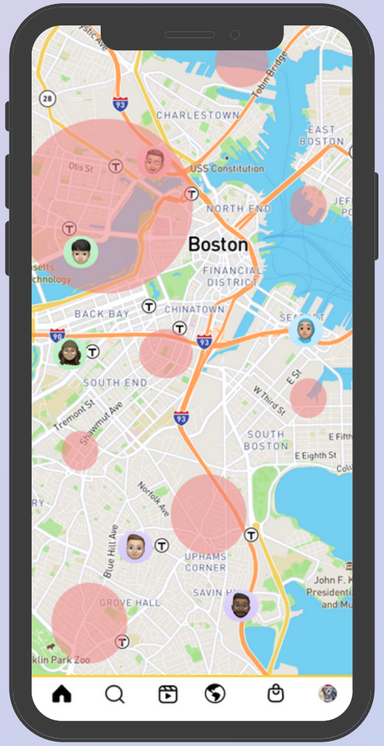
Explore the event



Confirm Booking



Reel - map



Heat map of events

User Flow

Creator

- Geotag Location
- Tag the Event or Restaurant
- Tracking the Analytics

Business

- Create a Facebook business account
- Add events to your Facebook Shop
- Link your Facebook account with your Instagram page

Metrics

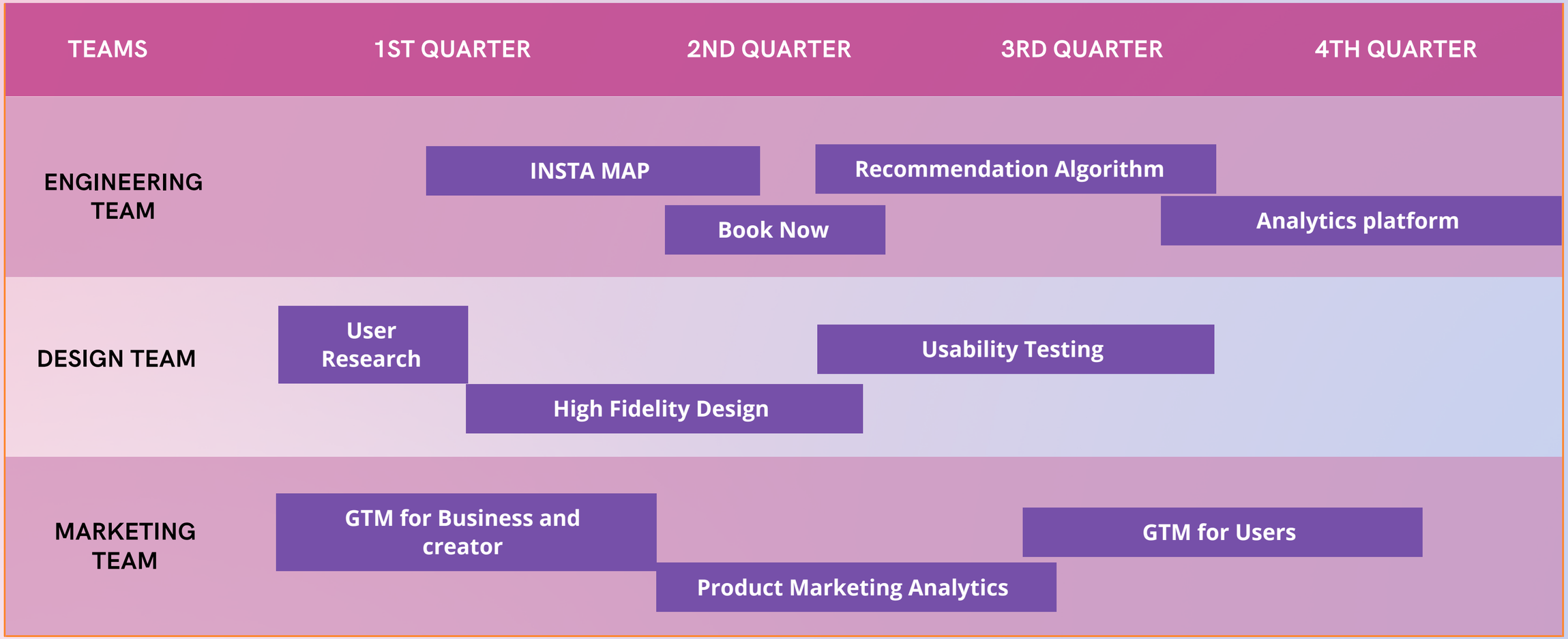
Number of Bookings per User

DAU | WAU | MAU

Click-through rate
on Booking

Average Time
spent on
Instagram Map

Product Roadmap



Meet the Team

Aniruddha Patil

Arjun Pardasani

Kanishka Raj

Priyanka Tyagi

Rohit Deshmukh

Northeastern Marketplace

An exclusive marketplace for the Northeastern’s student community

Problem statement

Northeastern University students encounter challenges when buying and selling essential items to and from fellow students. These challenges stem from the absence of a dedicated local market space and the prevalence of irrelevant, misleading, or untrustworthy listings on online platforms.

Product Vision

To build a safe and user-friendly online marketplace for the Northeastern student community.

User segment

Individual Sellers

Northeastern students who want to sell items they no longer need, such as furniture, clothing, electronics, and more. They can create listings to reach potential buyers within Northeastern.

Buyers

Northeastern students in search of second-hand or new items at reasonable prices. Buyers can use Northeastern Marketplace to discover and purchase products.

User pain points

Limited Trust and reliability

New students find it challenging to trust the authenticity of listings they find online as there is a risk of encountering scammers and fraudulent listings, which can lead to financial loss or security issues.

No affordable local market space

There is a lack of a centralized, easily accessible, trustworthy marketplace dedicated to students to purchase new and used items at a reasonable price.

Online Marketplace issues

Online platforms that sell products are flooded with irrelevant listings, spam, and sellers from different locations making it challenging for students to find genuine, local sellers for their necessities.

User Persona

Elain is a tech-savvy young professional pursuing MS in Engineering Management at Northeastern University. She loves to paint, read fiction and enjoys exploring new places.

Name - Elain
Age - 23 years old
Occupation - Student
Location - Boston

Goals and Motivations:
Finding Bargains: As an international student, Elain likes to save money by hunting for good deals on a wide range of second-hand products, from furniture and clothing to electronics and home appliances. She is always on the lookout for high-quality items at affordable prices.

Behavior and Usage:
Regularly checks Northeastern Whatsapp communitites for new listings and frequently interacts with sellers and buyers. Prefers negotiating prices and discussing product details with sellers through messaging on the platform.

Challenges:
Safety Concerns: Elain is cautious about meeting strangers for transactions. She's concerned about personal safety and the authenticity of the products. She is also worried about the scams that take place online.

Competitor Analysis

Products/Features	Whatsapp Communities	Facebook Marketplace	Craigslist
Platform to sell and buy	✓	✓	✓
Verification of sellers	✗	✗	✗
Dedicated to student community	✓	✗	✗
Filter based on location	✗	✓	✓

User Survey Analysis

90%

Students were frustated that there wasn’t any trusted application they could use to buy products from other Northeastern students.

80%

Found it inconvenient to sell and buy items through Northeastern whatsapp communities.

80%

Students struggled to find sellers in nearby locations.

70%

International students found it challenging to buy essential items at affordable prices during their first month in Boston.

Our MVP

Type of MVP - Concierge MVP

Our MVP is a dedicated website called Northeastern Marketplace. Northeastern students interested in selling items can sign up using their Northeastern Email ID and post their listings on the website. Interested buyers can sign up using their Northeastern Email ID, browse through the listings and reach out to the sellers using the contact details provided in the listing.

Success metrics of the MVP

User Acquisition

- Number of users downloading/signing up.

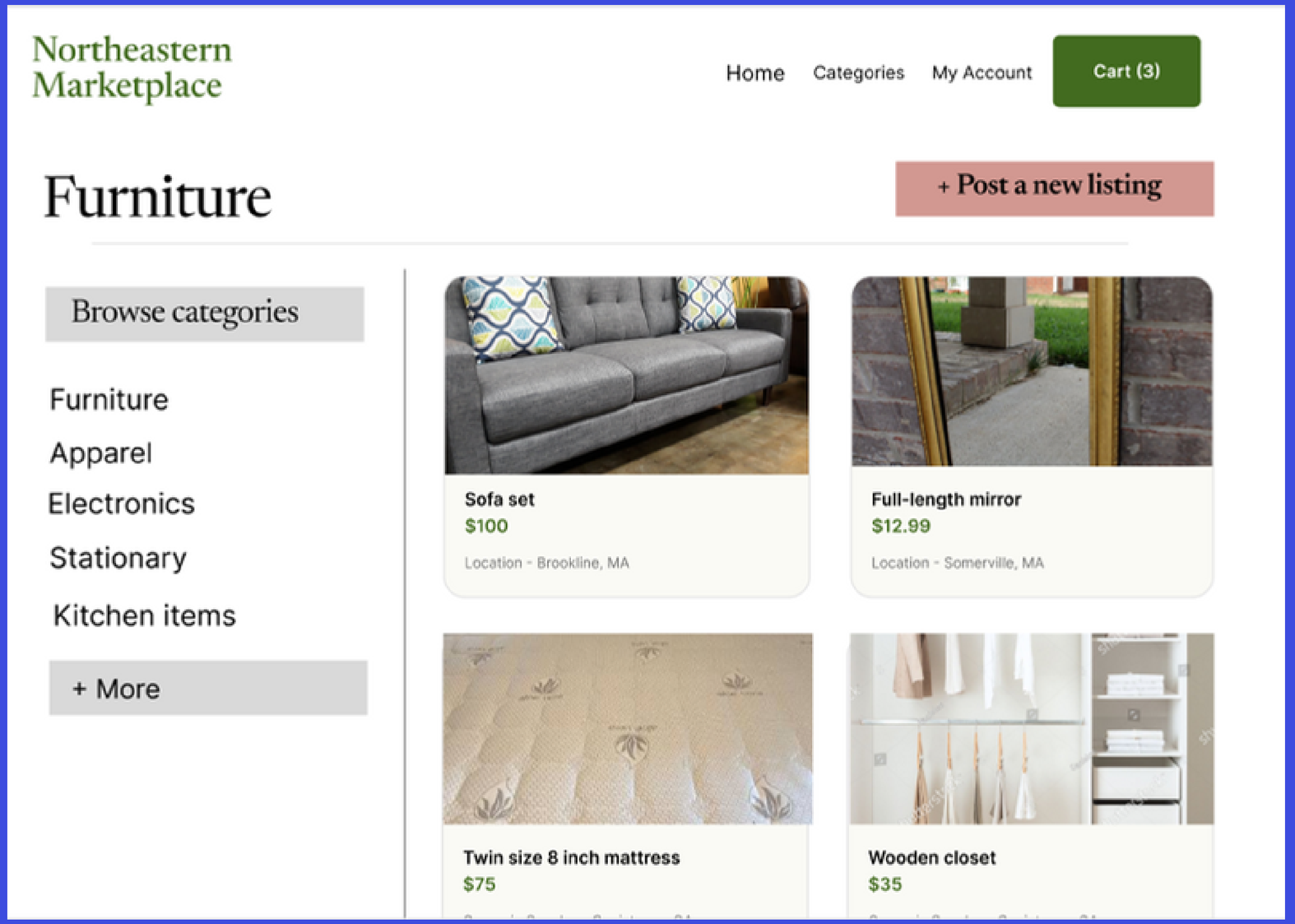
User Engagement

- Number of sellers posting their listings.
- Number of listings in a day.
- Number of buyers buying the items.
- Number of purchases in a day.

Northstar Metric -

Number of items sold in a day

High-Fidelity design



Meet our team!

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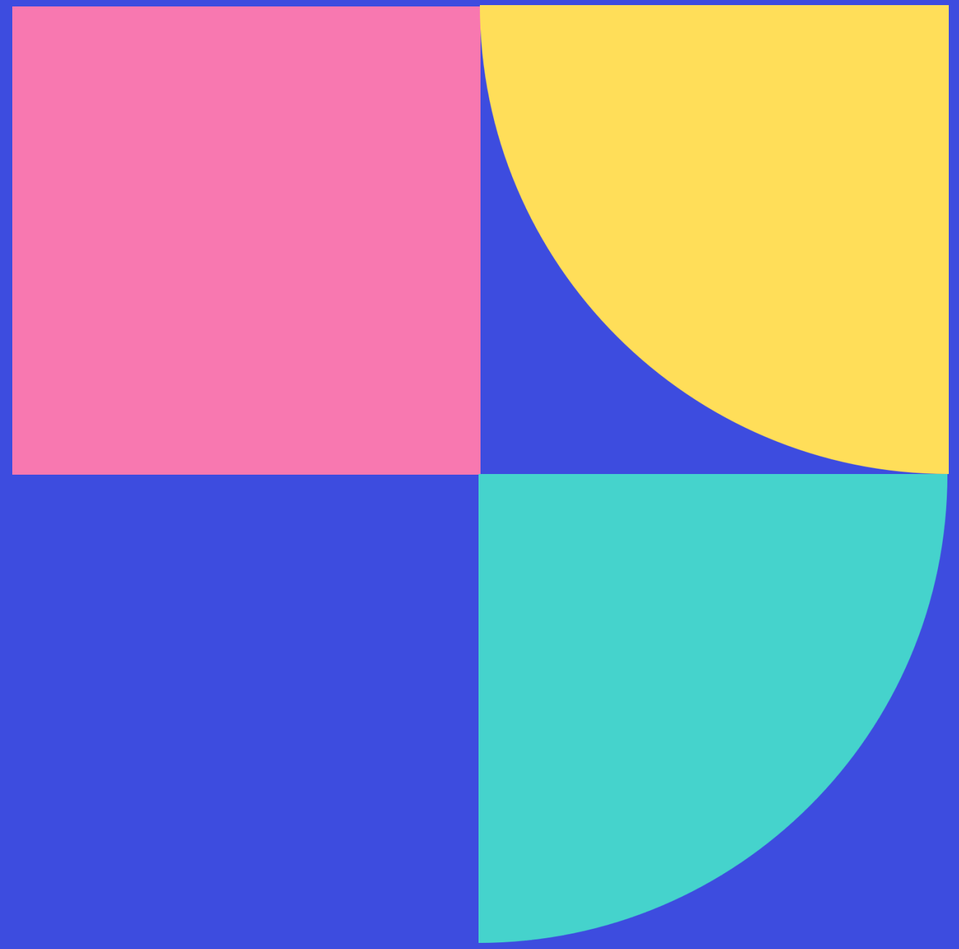


Uber drivers have a suicide rate that is 46% higher than the national average.

Uber: Uber Driver
Mental Health: Stress Management

A Positive Path for Uber Drivers

Uber →

By:
Pragnesh Anekal
Prateek Shetty
Riya Singh

Problem Statement

- **Gap:** Uber drivers face a perpetual cycle of stress, due to challenging rides, traffic, and unpredictable earnings.
- **Orientation:** Originating in congested urban cities, this challenge has escalated.
- **Impact:** Constant stress lowers service quality, offering a subpar experience for drivers and passengers.
- **Importance:** Prioritizing driver well-being is crucial, aligning with Uber's vision to set the world in motion for all.

Approach

1.

Problem Identification

2.

Current User Base & User Persona

3. DOORDASH lyft

Market and Competitor research

4.

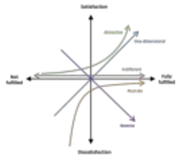
Evaluate Current User Journey

5.

Understand User Pain Points

6.

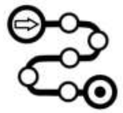
Incorporate solutions/features

7. 

Prioritize and Build MVP

8.

Metrics for Success

9. 

Product Roadmap

10.

Scope &Business Model

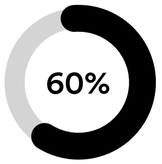
Vision

To champion the well-being and mental health of Uber drivers through in-app tools and services, promoting a seamless driving experience, and ultimately becoming the premier ride-sharing platform, enhancing the global movement experience for all.

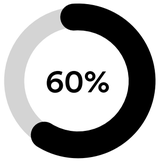
User Research & Persona

Driver Base

Power



Revenue



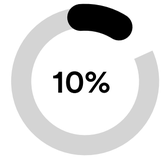
Driver Base

Core

Revenue

Driver Base

Casual



Revenue

Carlos

A 45 year old full-time Uber driver based out of NYC.

Goals:

- Save up for a down payment on a house
- Earn a good living for his family
- Be his own boss

Pain Points:

- Managing physical and mental toll of long driving shifts
- Heavy traffic
- Driving in bad weather

Andrea

A 35 year old high-school teacher working part-time as an Uber driver in LA.

Goals:

- To pay off her credit card debt
- To save for her children's education
- To travel more

Pain Points:

- Managing difficult customers
- Heavy traffic
- Balancing work and family life
- Fear of crime

Jack

A 25 year old student (part-time Uber driver) in Austin.

Goals:

- To graduate from college with little or no debt
- To start his own business
- To meet new people

Pain Points:

- Occasional difficult passengers
- Fear of crime

Market Analysis

Uber

TAM

Global Driver Base

SAM

US Driver Base

SOM

Power Users & Core Users

Competitor Analysis (Direct)

	In-app Feature	Partnership	Subscription Type	Impact on Overall Wellbeing
instacart	✗	talkspace	PAID	
DOORDASH	✗	Calm	FREE	
lyft	✗	✗	✗	NOT APPLICABLE
Uber	✓	✗	PAID	

Competitor Analysis (Indirect)

	Live Sessions	Guided Meditation	Subscription Type
Calm	✗	✓	PAID
talkspace	✓	✓	PAID
betterhelp	✓	✓	PAID

Empathy Mapping

Says

- “Tired of driving in heavy traffic all day.”
- “Had a few difficult passengers who have made me feel uncomfortable.”
- “Like meeting new people, so driving for Uber is a good way to do that.”

Thinks

- “I know I have to deal with traffic to make money.”
- “I've felt uneasy with some passengers, but fear reporting them due to potential retaliation.”
- “I'm enjoying meeting new people.”

Feels

- Stressed
- Frustrated
- Anxious
- Optimistic

Does

- Drives all day, taking as many rides as he can.
- Becomes selective about the rides she accepts.
- Tries to be friendly and outgoing to his passengers.

Carlos' Daily Journey

Neutral

Another day of driving around...

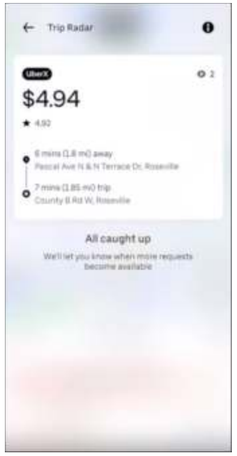
Hopefully my day goes well..

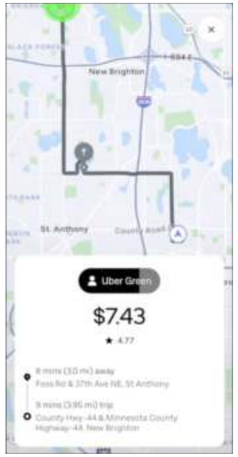
This trip isn't priced right. Let me skip it.

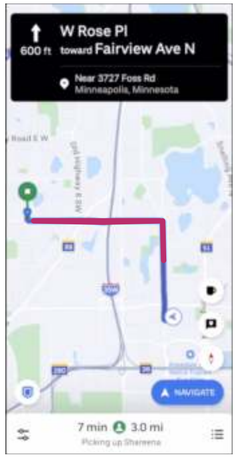
This trip looks fine.

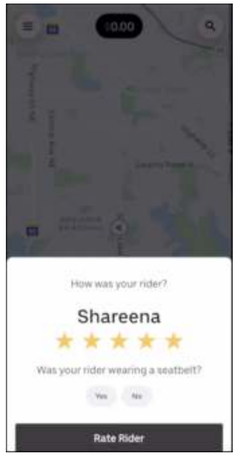
Ughh! The traffic is crazy today, I hope the passenger doesn't cancel.

Hope they give me a good rating...









Frustration Level

Carlos' Daily Journey

Mid-shift, amidst hectic driving hours...

Neutral

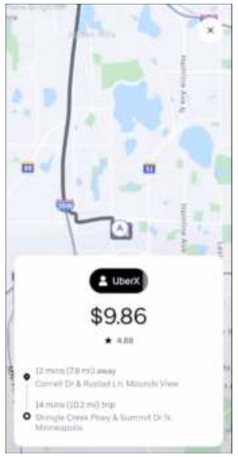
If only I could talk to someone...

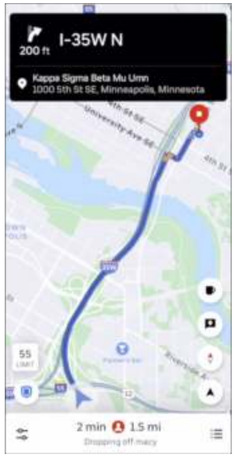
Hopefully this customer is nice to me...

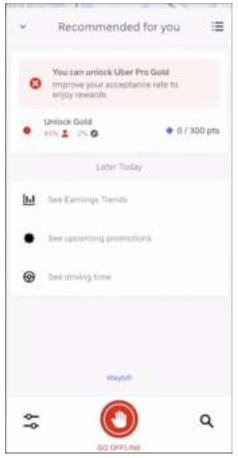
Ugh! How can someone be insensitive!

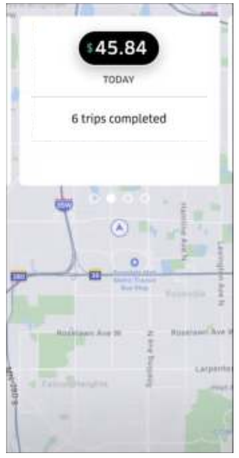
I just want to get done with the day and go home...

What an exhausting day...









Frustration Level

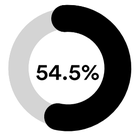
User Pain Points & Assumptions

User Pain Points

- Managing the physical and mental toll of long driving shifts
- Heavy traffic
- Handling difficult customers
- Driving in bad weather

Assumptions

- Power Users & Core Users
- Tech-savvy
- Major Cities



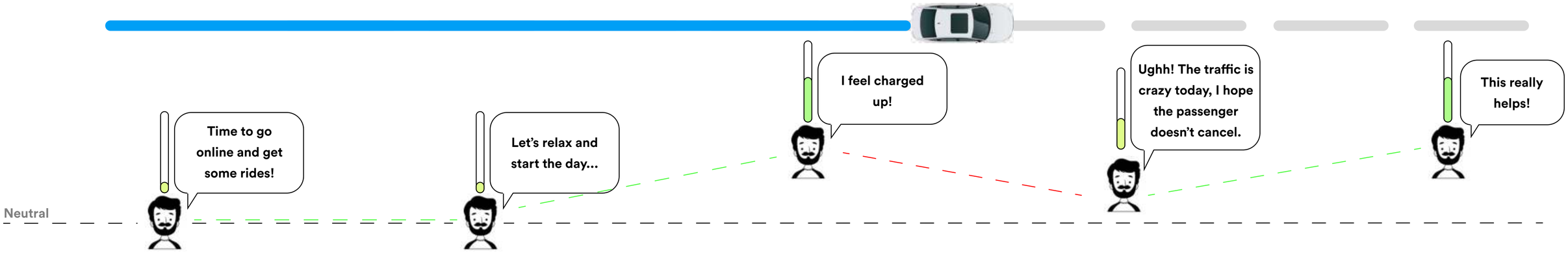
Idea Validation

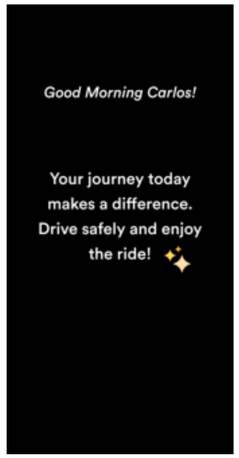
90% Stress is a major problem for them.

70% Would use well-being resources if they were available.

60% Would be willing to pay for access to mental health services.

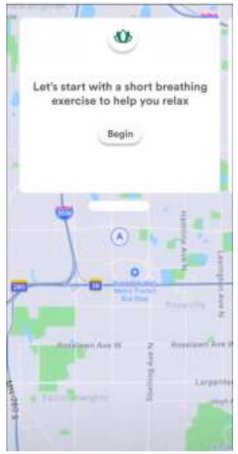
New Feature User Flows

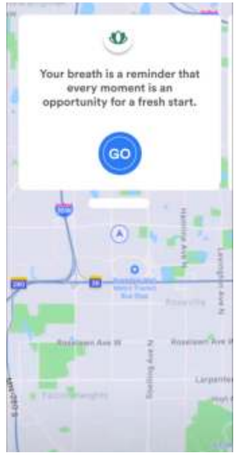




Daily drive boost:

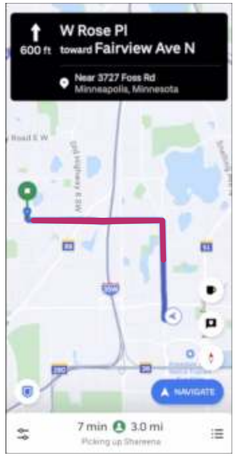
- Elevate every ride with a **daily affirmation**.





Mindfulness:

- Log your **mood** (Thrice a day).
- Discover **personalized** relaxation techniques.
- Earn **reward points** for completing exercises.
- Redeem points into **free minutes** of premium wellness hub.

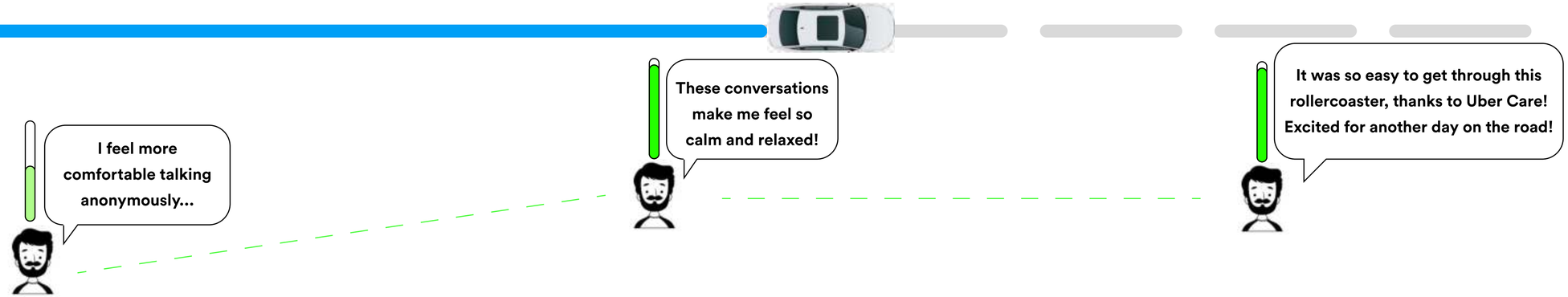


Push Notifications:

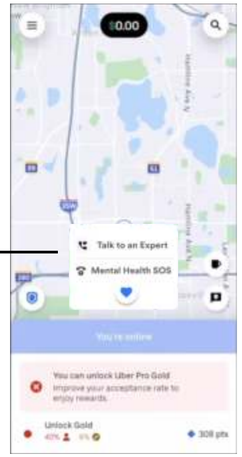
- Suggest **personalized tunes** and **podcasts** to calm the mind.
- **Situational affirmations** to help relax and refocus.

Contentment Level

New Feature User Flows



Neutral

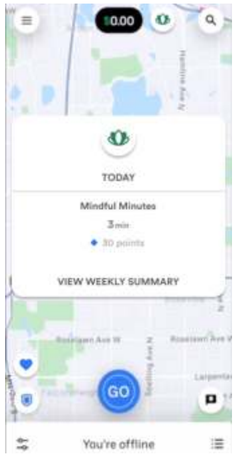


Uber Care Hotline:

- Talk to an Expert - 24/7 dedicated mental health support from **licensed professionals**.
- Mental Health SOS - **Immediate** crisis intervention.

Common Interests:

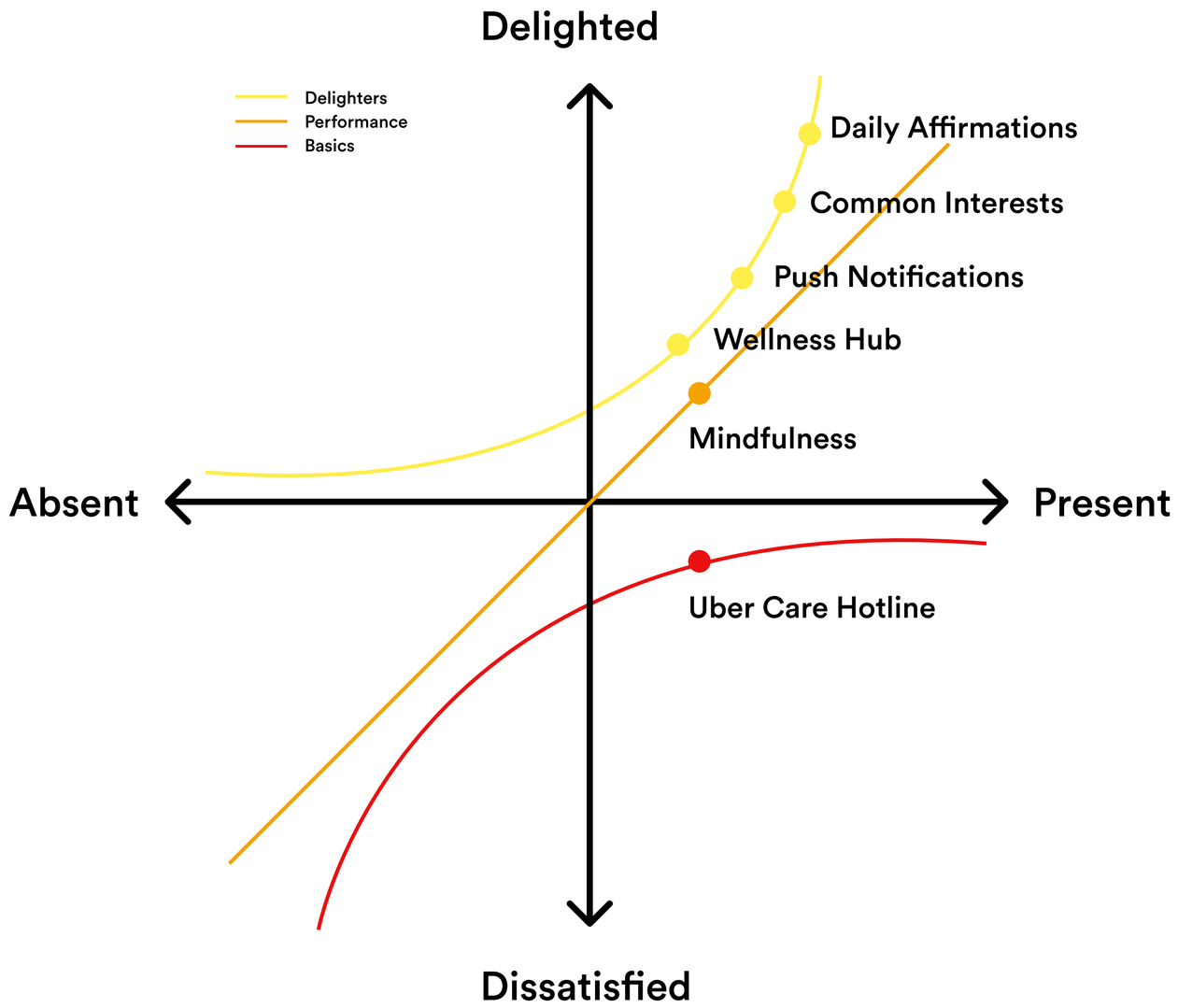
- Highlight **shared interests** between passengers and drivers.
- Enhances the journey through **meaningful conversations** and connections.



- Brief **summary** of daily relaxation journey.

Contentment Level

Feature Prioritization



Our Prototype MVP

https://www.figma.com/proto/ySvL6SG3kVt00nSfCmAOHw/Untitled?page-id=0%3A1&type=design&node-id=214-43&viewport=137%2C444%2C0.1&t=6NiiYOKElbfAvoiV-1&scaling=scale-down&starting-point-node-id=166%3A640&mode=design

Metrics Considered

Our Northstar Metrics

- Number of calls to the support hotline
- Time spent on mindfulness exercises
- Impact on feelings logged

Counter Metric

- Number of rides completed by a driver

Activation

Conversion Rate

CLTV

Retention

Acquisition

Net Promoter Score

Churn Rate

Retention

Product Roadmap

Feature	Goal	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Support Hotline	Supporting driver mental health	Staffing requirements Trained Professionals Targeted Awareness	Gather driver insights Iterative Improvements	Multilingual Support Specialized Assistance	Quantitative analysis Driver Satisfaction
Mindfulness, Wellness Hub	Boost Mental Health, Drive Subscriptions	Prototyping Sample User Segment	Feedback Analysis Gamification Music Introduction	Podcast Integration Personalized Techniques Premium Teasers	Premium Launch User Satisfaction
Common Interests, Push Notifications, Affirmations	Foster Positive Connections, Timely Prompts, Improve Mental Wellbeing	Interests Research Sample User Segment Testing	Gather driver insights Iterative Improvements	Quantitative analysis Conversation Prompts	Driver Satisfaction

Subscription Introduction

Business Model & Scope

Basic

- Breathing and Meditation
- Music Playlists
- Wellness Hub

Premium

- Personalized Meditation
- Curated Music and Podcasts
- Exclusive Wellness Services

Future Scope

Target Audience ⟶ Uber drivers prioritizing wellbeing

Distribution Platform ⟶ Integration into Uber Driver app

Features

- Exclusive content
- Personalized music and podcast suggestions
- Wellness ecosystem
- Strong community forum

Targeted Revenue

Target Audience	984K
Uptake Rate	5%
Subscription Price	14.99/mon
Revenue Generated	8.8M

Questions?