nagarro

Thinkster Product Strategy

Prepared for:
Thinkster

Agenda

Brand Affinity

Gaming Personas
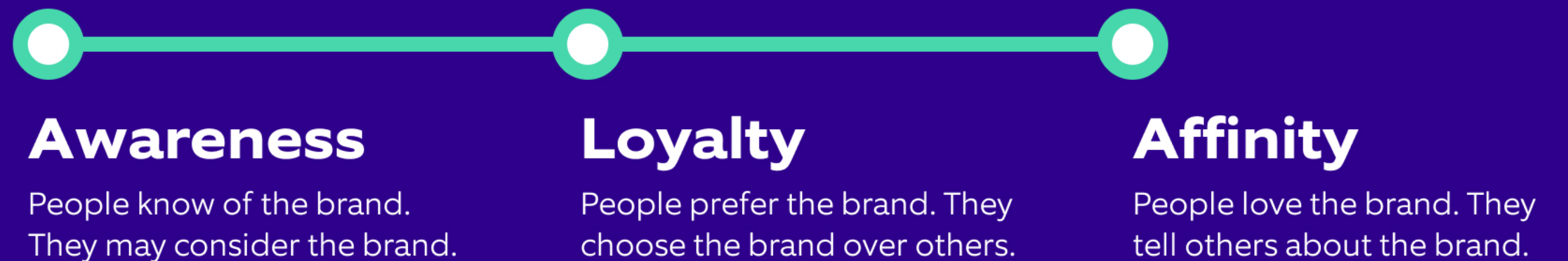
Learning Journey

Student Engagement

Community Growth

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Brand Affinity

For all brands, there are loyalty drivers that motivate customers to behave and act in certain ways.

Awareness
People know of the brand. They may consider the brand.

Loyalty
People prefer the brand. They choose the brand over others.

Affinity
People love the brand. They tell others about the brand.

Thinkster
Brand
Affinity

We want students to understand the value in the product, love the product, make it a daily routine they enjoy, and **encourage their friends to join.**

We need students to continually use the platform to see positive results. We need results so parents trust the product so they can renew it year after year and **recommend it to other parents**.

Duolingo Product Strategy

Insights

- Free language education for all.

- 300+ million users worldwide.

- Organic growth by word of mouth.

- The most downloaded educational app.

- Accessible and free with an internet connection.

- Has ads and in-app purchases.

- Every lesson is available for free.

- 100+ AB tests at a time for minor improvements.

Notable Observations

When a user fails, they go back and try again and again until they succeed.

Don't copy your competitors because you won't look any different.

Borrow ideas from outside your industry and remix them.

Always revisit previous ideas, because something might have changed since then.

3 Takeaways From Duolingo's Product Culture | Zan Gilani, Product Manager at Duolingo

Competitor Matrix

	Math	Free Stuff	Tutoring	Technology	Languages
IXL	✓+	✓		✓	✓
Khan Academy	✓+	✓		✓	✓
Varsity Tutors	✓+	✓	✓	✓	✓
Kumon	✓+		✓		✓
Thinkster	✓		✓	✓	
Mathnasium	✓		✓		

Gaming Personas

Killers

Focus on winning, ranking and direct peer-to-peer competition.

Engaged by leaderboards and rankings.

Achievers

Focus on obtaining status and achieving a preset of goals quickly or completely.

Engaged by achievements, collectibles, and special bonuses or streaks..

Socialites

Focus on socializing and a drive to develop a network of friends and contacts.

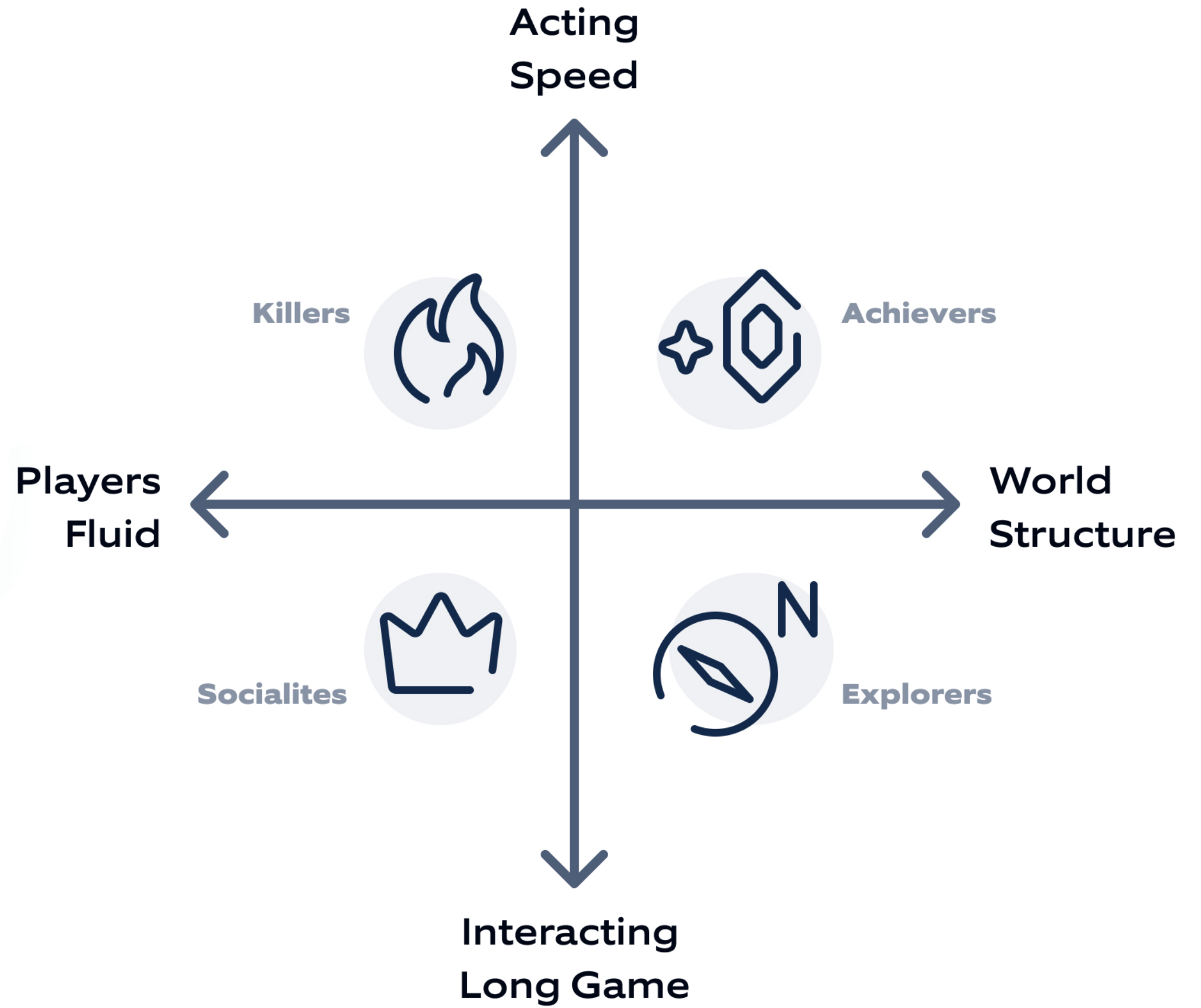Engaged by newsfeeds, comments, friends list, chat, and avatar customizations.

Explorers

Focus on exploring and a drive to discover the unknown.

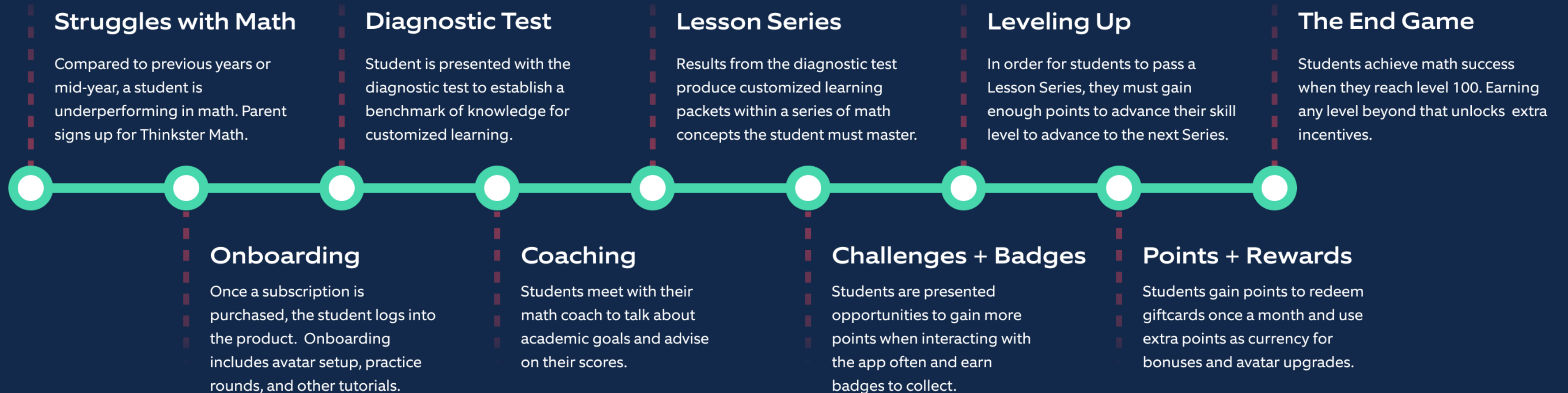Engaged by discovery, easter eggs, patterns, and surprises.

Persona Behaviors + Values

Acting
Speed

Killers

Achievers

Players
Fluid

World
Structure

Socialites

Explorers

Interacting
Long Game

Learning Journey

Struggles with Math

Compared to previous years or mid-year, a student is underperforming in math. Parent signs up for Thinkster Math.

Diagnostic Test

Student is presented with the diagnostic test to establish a benchmark of knowledge for customized learning.

Lesson Series

Results from the diagnostic test produce customized learning packets within a series of math concepts the student must master.

Leveling Up

In order for students to pass a Lesson Series, they must gain enough points to advance their skill level to advance to the next Series.

The End Game

Students achieve math success when they reach level 100. Earning any level beyond that unlocks extra incentives.

Onboarding

Once a subscription is purchased, the student logs into the product. Onboarding includes avatar setup, practice rounds, and other tutorials.

Coaching

Students meet with their math coach to talk about academic goals and advise on their scores.

Challenges + Badges

Students are presented opportunities to gain more points when interacting with the app often and earn badges to collect.

Points + Rewards

Students gain points to redeem giftcards once a month and use extra points as currency for bonuses and avatar upgrades.

Psychology of Flow

Where students start the product.

Where we want them to go.

Positivepsychology.com | Catherine Moore

Nagarro + Thinkster

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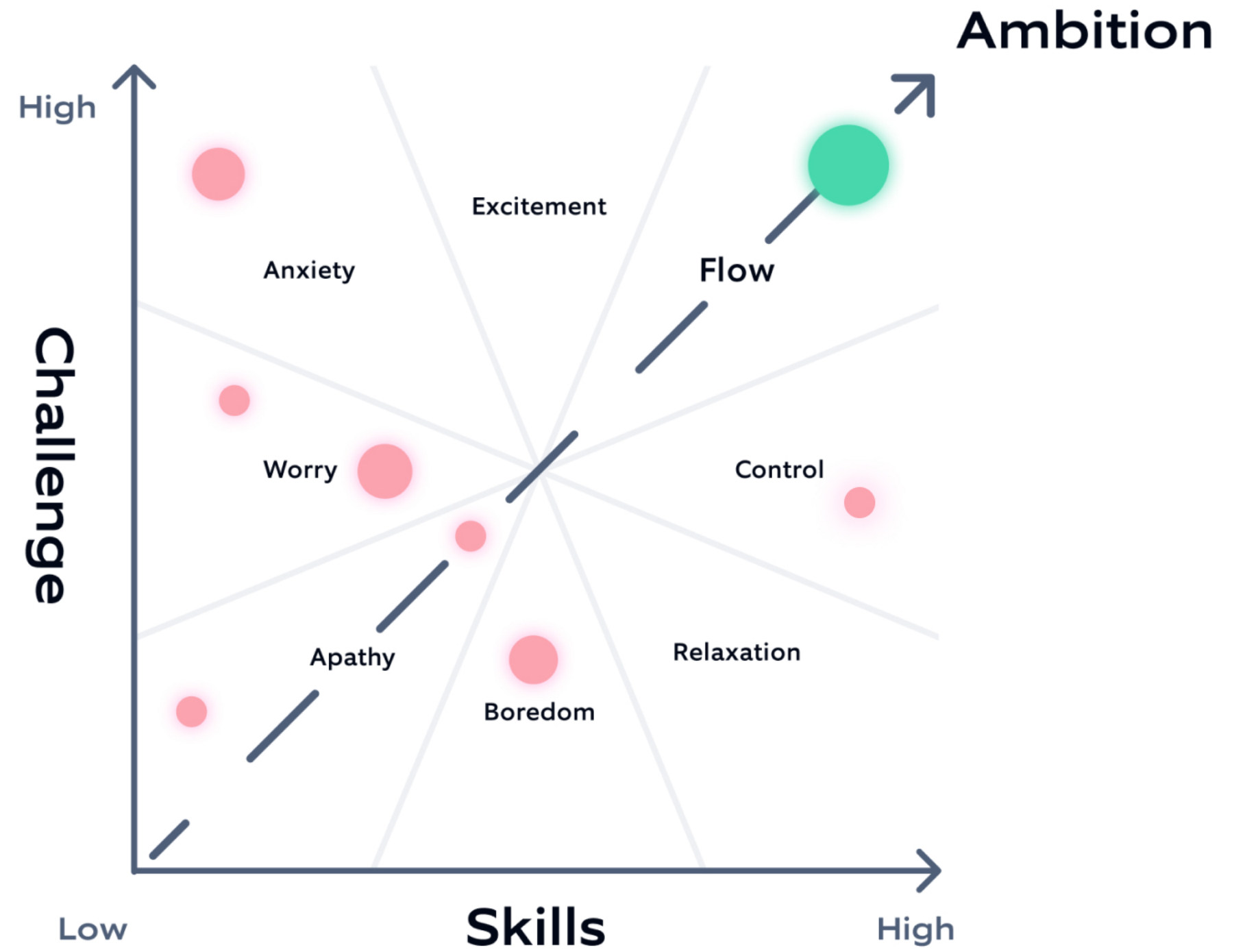
Auto-mated Learning Tasks

Lesson Series

Students build their skill levels by working toward completing custom worksheets within Lesson Series.

Remember Wrong Questions

Repeat questions that were answered incorrectly into Practice Questions and Daily Questions and label them.

Practice Questions

Prompt students to try practice questions when question difficulty rises. When they do poorly on a worksheet, prompt practice again.

Daily Streaks

Prompt students to commit to a few questions a day. Offer bonus points that grow with each day.
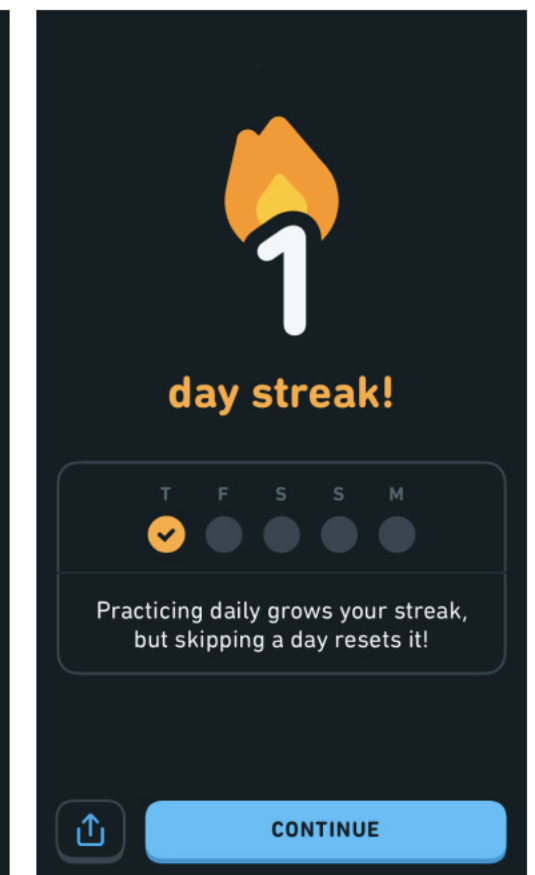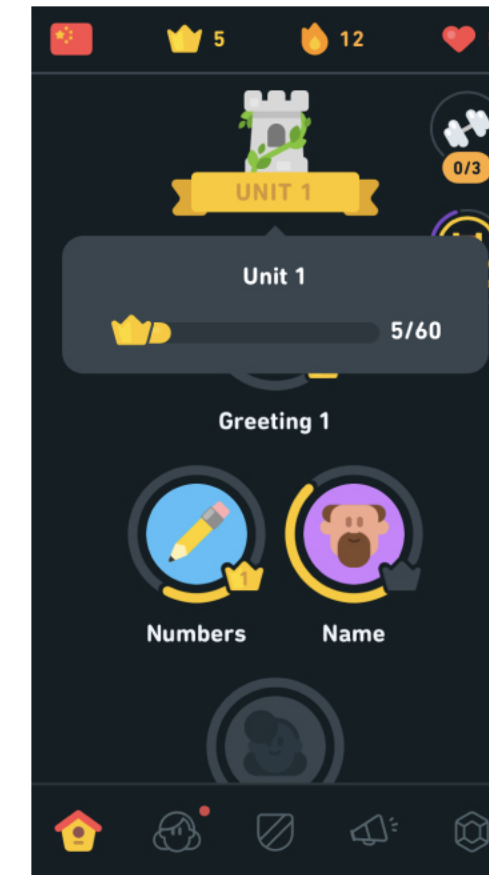
Auto-mated Learning Tasks

Pop Quiz/Flashcards

When student progress is trending downwards, offer pop quizzes to help makeup lost points and breakup the worksheet routine.
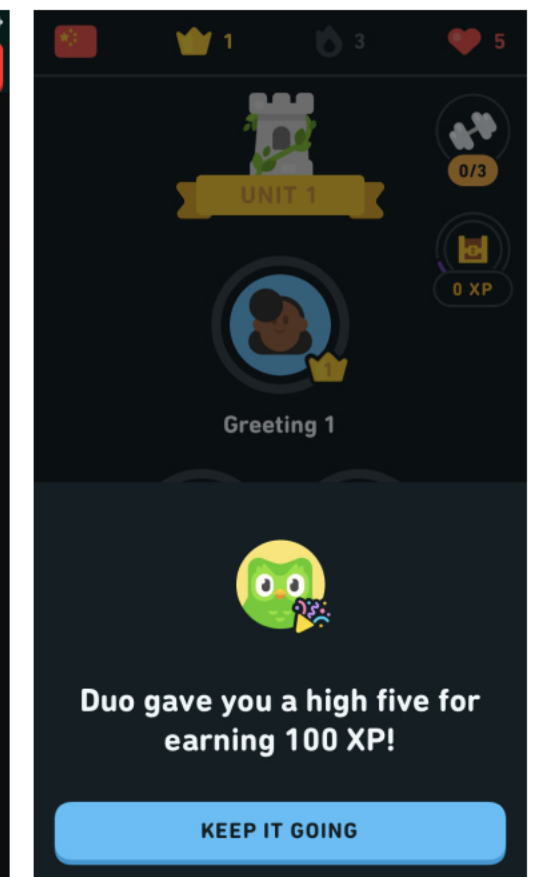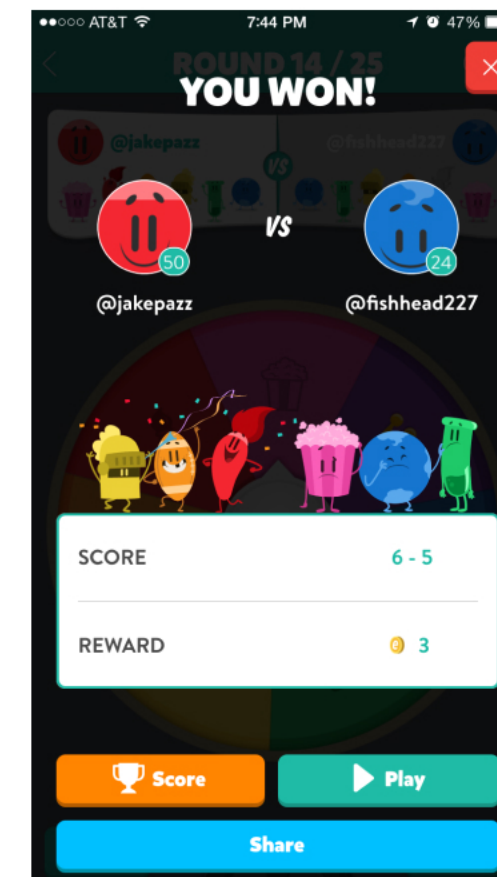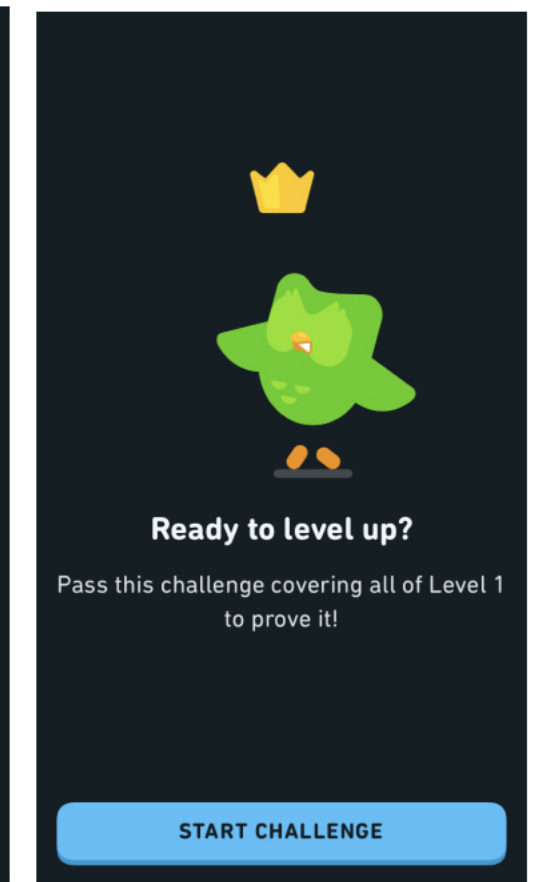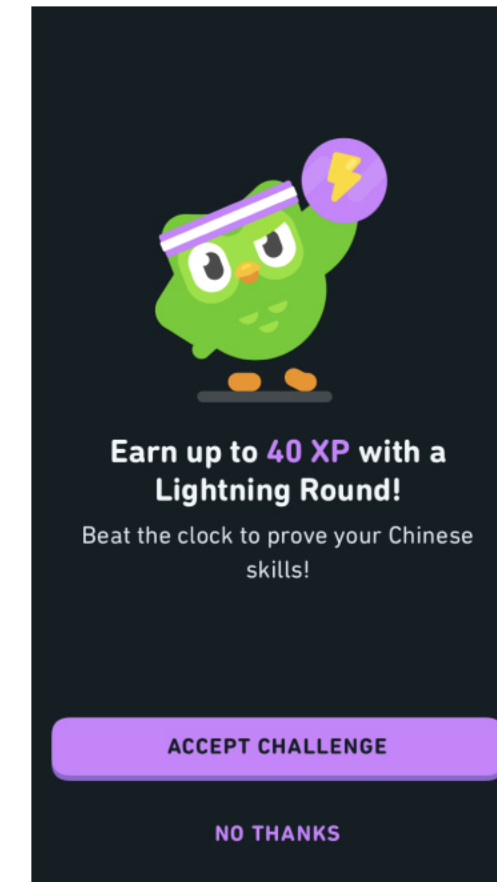
Lightning Rounds

When student progress is trending upwards or they are completing lots of Packets/Worksheets in one sitting.

Friend Challenges

Students can interact with friends by prompting their friends or other players across the world to challenge based on their skill and grade level.

Motivating CTAs

Get students going with motivating calls to action to continue on to the next learning opportunity.

Earn up to **40 XP** with a **Lightning Round!**

Beat the clock to prove your Chinese skills!

ACCEPT CHALLENGE

NO THANKS

Ready to level up?

Pass this challenge covering all of Level 1 to prove it!

START CHALLENGE

●●○○○ AT&T 🔋 7:44 PM ⏱ 47% 🔋

YOU WON!

@jakepazz VS @fishhead227

| SCORE | 6 - 5 |
| REWARD | 3 |

Score ▶ **Play**

Share

UNIT 1

Greeting 1

Duo gave you a high five for earning 100 XP!

KEEP IT GOING

Learning Types

	Points	Recorded	Timed
Diagnostic Test		✓	✓
Worksheets	✓	✓	✓
Practice Qs	✓		
Pop Quiz	✓	✓	
Lightning Rounds	✓		✓
Friend Challenge	✓		✓

Most Important

Learning Object Hierarchy

All Learning Objects Contain 2-6 Questions (except diagnostic)

Main Objectives

- Diagnostic Test
- Lesson Series 1
  - Concept Video
  - Solution Video
  - Practice Questions
  - Worksheets/Packets
- Lesson Series 2
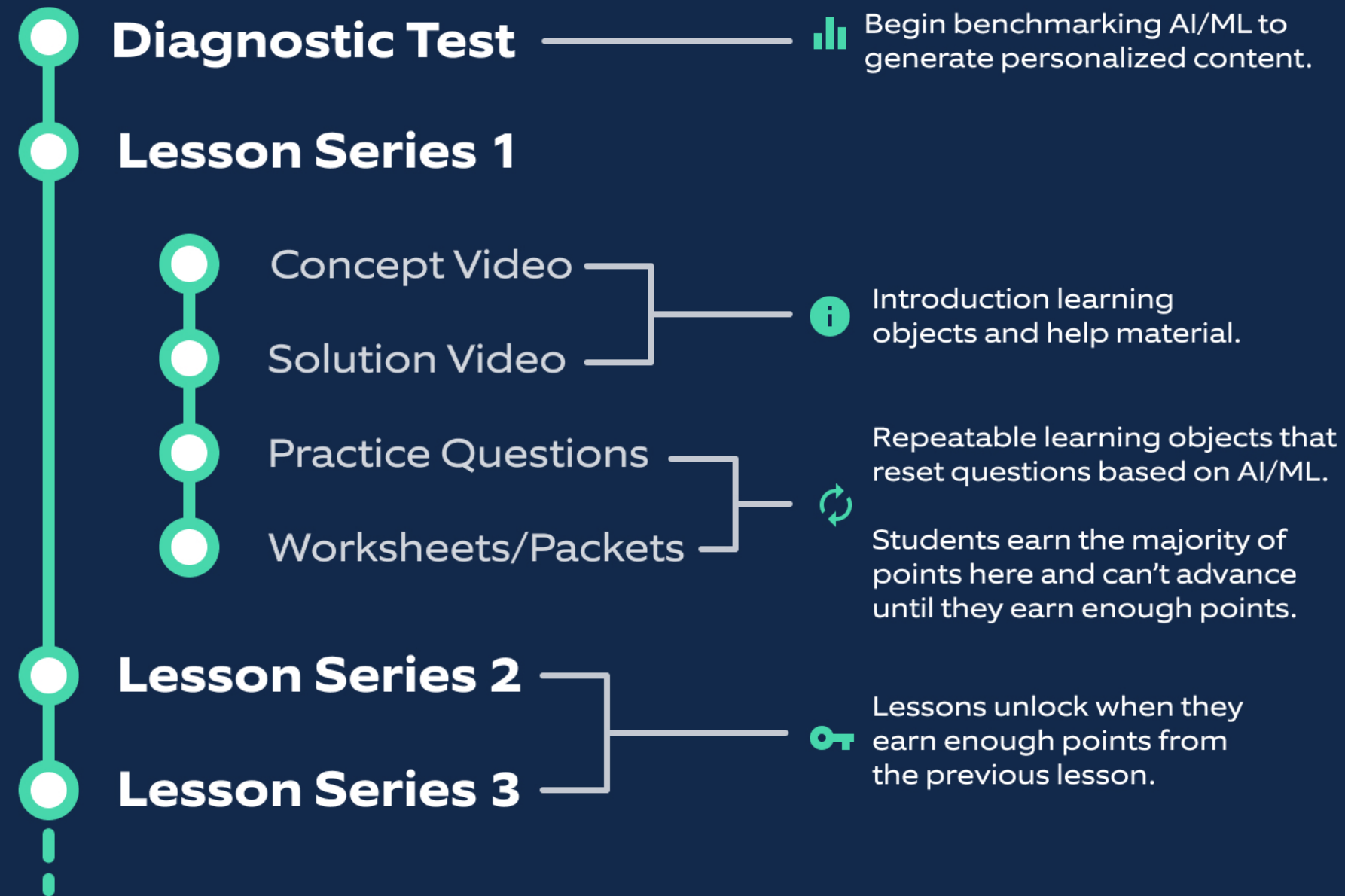- Lesson Series 3

Supplemental

- Pop Quiz/Flashcards
- Lightning Rounds
- Friend Challenges

Learning Object Behaviors

All Learning Objects
Contain 2-6 Questions
(except diagnostic)

Main Objectives

Diagnostic Test — Begin benchmarking AI/ML to generate personalized content.

Lesson Series 1

Concept Video
Solution Video — Introduction learning objects and help material.

Practice Questions
Worksheets/Packets — Repeatable learning objects that reset questions based on AI/ML.

Students earn the majority of points here and can't advance until they earn enough points.

Lesson Series 2
Lesson Series 3 — Lessons unlock when they earn enough points from the previous lesson.

Learning Object Behaviors

All Learning Objects Contain 2-6 Questions (except diagnostic)

Supplemental

○ **Pop Quiz/Flash Cards** ——— ↘ When student progress is trending downwards.

○ **Lightning Rounds** ——— ↗ When student progress is trending upwards.

○ **Friend Challenges** ——— 👥 Unlock when users reach level X to earn more points and build community engagement.

Student Engage- ment

Our Methods:

Gamification Methods

Engagement Loop + Trigger Strategies

Point + Reward Strategies

Positive Psychology

Gamifi-cation Methods

% Progress Indicators

$ Points & In-App Currency

Badges & Stickers

Leaderboards & Social Interactions

Challenges & Streaks

Rewards & Collectibles

Nagarro + Thinkster

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Engagement Loop

New Students Learn About
Daily Steaks from Onboarding

🙁 "I'm so busy, but
I can try."

Completing a
Worksheet a Day

💪 "This isn't so bad,
I can do this!"

**1.
Trigger
Event**

**2.
Compelling
Activity**

Daily Streak

Continues
Daily Streaks

**4.
Investment
& Reward**

**3.
Feedback
& Progress**

Notices They Do Better
Practicing Every Day

😝 "Wow, look at all those
points I've earned today."

When Students Complete
a Week Streak

😎 "I'm really good at this."

Engagement Loop

Start New Lesson Worksheet

😬 "Here we go."

Prompt to Practice First

🙂 "Let's see how I do."

Practice Questions

1. Trigger Event

2. Compelling Activity

Gains Confidence to Do More Worksheets

4. Investment & Reward

3. Feedback & Progress

Completes Worksheet with Good Score

😄 "That wasn't so hard. Let's do another Worksheet."

When Student Completes Practice Questions

😄 "I can do this!"

Engagement Loop

Complete 2 Worksheets in a Row Poorly

🙁 "I'm not doing so good."

Prompt Pop Quiz to Help Catch Up

🙂 "Let's see if this helps."

1. Trigger Event

2. Compelling Activity

Pop Quiz

Regains Confidence to Do More Worksheets

4. Investment & Reward

3. Feedback & Progress

Completes Worksheet With a Good Score

😅 "Phew that was better. I'll try another one."

When Students Complete Quiz Questions

😁 "I think I get it now. I'll try a worksheet again."

Engagement Loop

Complete 4 Worksheets in a Row with Good Scores

😁 "I'm doing so good!"

Prompt Lightning Round for Extra Points

💪 "Bring it!"

Sees Benefit of Longer Sessions

Lightning Round

1. Trigger Event

2. Compelling Activity

4. Investment & Reward

3. Feedback & Progress

Visits Rewards to Redeem

😝 "Wow, look at all those points I've earned today."

When Students Complete Lightning Round

😎 "I'm really good at this."

Point Strategies

Main Objectives

■ Intro Videos

When students go through the concept and solution videos, they earn points.

▮ Practice Questions

Prompt students to try practice questions when question difficulty rises. When they do poorly on a worksheet, prompt practice again.

▮ Worksheets

Worksheets are the main objective of progression for students to master. With each round of questions the AI/ML makes it harder. They need a certain amount of points to consider mastery.

Other

■ Friend Challenges

Students can interact with friends by prompting their friends or other players across the world to challenge based on their skill level and grade level.

▮ Lesson Series Mastery

When students have earned the maximum amount of badges within a lesson series, they earn more points and incentives.

100% Gold
80% Silver
40% Bronze

Point Strategies

Streak Triggers

■ Correct Streaks

When students answer a number of questions correctly in a row, they display micro-interactions from the streak and offer bonus points.

Daily Streaks

Prompt students to commit to a few questions a day outside of Worksheets. Offer bonus points that grow with each day.

Worksheet Streaks

When students complete a number of Worksheets with passing scores in a row, offer bonus points.

Trending Triggers

Pop Quizzes/ Flashcards

When student progress is trending downwards, offer pop quizzes to help makeup lost points and breakup the worksheet routine.

Lightning Rounds

When student progress is trending upwards or they are completing lots of Packets/ Worksheets in one sitting.

Positive Psych-ology

No Negative Points

Motivating Characters

No "Wrong" Answers

No Red Indicators for Bad

Levels instead of Grading Scale

Optimistic & Simple Language

Community Growth

Be more inclusive & accessible.

❤️ **Freemium Play**

Allow free accounts with limitations so more friends can play with each other and increase subscription enrollments.

❤️ **Custom Avatars**

Use avatars as profile pictures for students to protect their identities and use avatar items as prizes and point redemption. Lucrative items can be used as status symbols.

❤️ **More Languages**

Consider adding more languages, especially Spanish.

❤️ **Student Referral Campaigns**

Run specials for existing subscription students to redeem their points for their friends to experience premium features.

❤️ **Parent Referral Campaigns**

Run specials for existing subscription parents to refer other parents children to experience premium features.
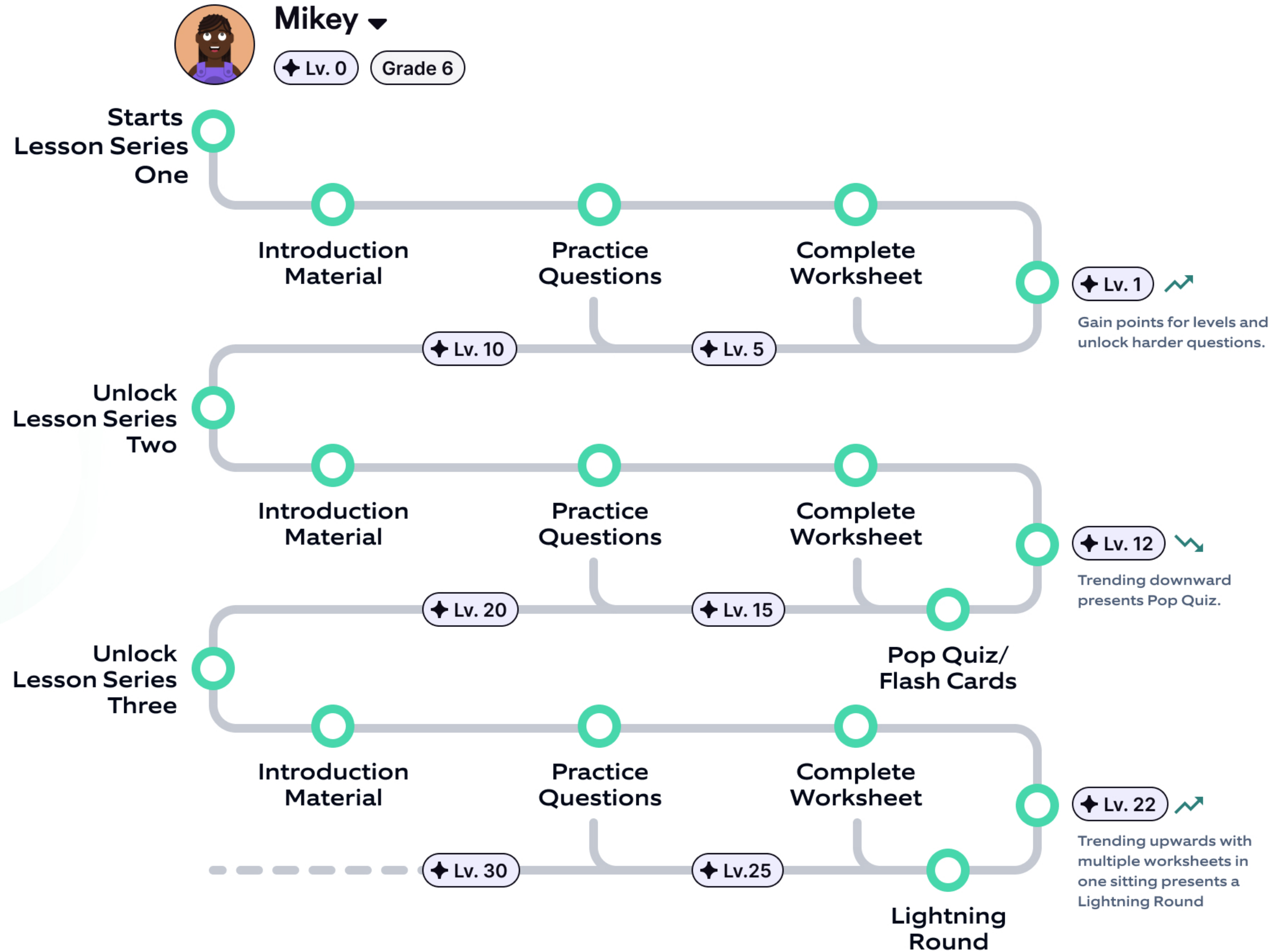
Subscription Tiers

	Freemium	Basic	Silver	Platinum	Diamond
	$0	$3.99	$58	$114	$475*
Custom Learning Journey	✓	✓	✓	✓	✓
Full Content Access		✓	✓	✓	✓
"Play List" Features			✓	✓	✓
Gift Card Rewards			✓	✓	✓
Coaching			1 call /month	4 session /month	Unlimited
				Group Tutoring	

Student Learning Path

Mikey ▾

✦ Lv. 0   Grade 6

Starts Lesson Series One ○

○ Introduction Material

○ Practice Questions

○ Complete Worksheet

○ ✦ Lv. 1 📈
Gain points for levels and unlock harder questions.

✦ Lv. 10   ✦ Lv. 5

Unlock Lesson Series Two ○

○ Introduction Material

○ Practice Questions

○ Complete Worksheet

○ ✦ Lv. 12 📉
Trending downward presents Pop Quiz.

✦ Lv. 20   ✦ Lv. 15

○ Pop Quiz/ Flash Cards

Unlock Lesson Series Three ○

○ Introduction Material

○ Practice Questions

○ Complete Worksheet

○ ✦ Lv. 22 📈
Trending upwards with multiple worksheets in one sitting presents a Lightning Round

✦ Lv. 30   ✦ Lv.25

○ Lightning Round

Thank you!