

SkillUp Online Assignment

Problem Statement:

SkillUp Online is planning to launch a new online certification program focused on Generative AI. The goal of this assignment is to evaluate your ability to identify the target audience, define the course duration, conduct market research, analyze trends, and design a user journey for this program.

Objective:

To launch an online certification program for Generative AI.

Market Analysis

- Demand for Generative AI products are increasing day by day.
- For the year 2024 it is expected to reach \$36.06 billion.
- And it is expected to reach \$803 billion by 2033 with a CAGR of 46.5% from 2024 to 2033

Generative AI in EdTech:

- Generative AI is increasing fast in EdTech Market, During 2023 it was \$268 million.
- It is estimated to reach \$8,324 million by 2033. With a CAGR of 41% from 2024 to 2033

Threats:

- Market Saturation
- High competition from other companies

Market Trends:

- Dall-E: AI for creativity, create art work with minimal inputs
- Conversation AI: A process in which a computer responds to human language in a natural manner.
- Cloud Computing: It automate and optimize cloud services, makes data processing more efficient.

Competitor Analysis:

Criteria	UpGrad	IIT Kanpur	Coursera
Pricing	Rs 90,000/-	Rs 1,50,000/-	Free or Rs 34,000/-
Duration	8 months	11 months	Duration Varies
Community	Yes	Yes	Yes
Class Timing	Weekends	Weekends	Anytime
Projects	Individual	Individual	Individual
Courses	Data Science, Gen.AI included	Gen. AI	Vast collection of courses regarding Gen. AI
Certification	Yes	Yes	Only in Paid version not in free version
Public Satisfaction	Low	Low	Low

Target Audience:

For our course, we have two types of audiences: Primary and Secondary, mainly our focus would be on Primary.

- **Primary Audiences:** Primary audiences are those who are working professionals and having some amount of industry experience, Example: Software developer, It professional, AI developer etc.
- **Secondary Audiences:** These are those people who wants to learn AI but not having any experience, Example College students, Entrepreneur etc.

User Persona:

Aspect	Raj	Shweta	Avinash	Akansha	Rohan	Preety	Mohan
Demographics	Age: 30-45 Location: Urban	Age: 25-35 Location: Urban	Age: 20-30 Location: Urban	Age: 30-45 Location: Urban	Age: 20-25 Location: Urban	Age: 35-45 Location: Urban	Age: 20- Location: Urban
Occupation and Experience	AI Professional for 7 years	IT Professional (Developer) for 5 years	IT Professional for 3 years	Product Manager for 10 years	College Student	Entrepreneur	AI Enthu:
Tech Savvy	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Motivations	To contribute to exciting new projects and bring innovative ideas to life.	To create new and innovative features for her users.	Wants a career transition in AI	To make informed decisions about integrating AI into products.	Wants a job directly after college	To develop a cutting edge solution for her startup	Wants to images a videos u
Needs	A course on Advanced Generative AI	A course on Generative AI	Need personalized learning	A course on Generative AI	Difficulty in Accessing progress	Need for practical application	A course Generati
Challenges	Present Courses taking too much time to complete	Timing problem	Too many companies offering same course	Pricing is too high	Some courses asking for work experience	Too many courses on AI	Pricing tr

Pain Points

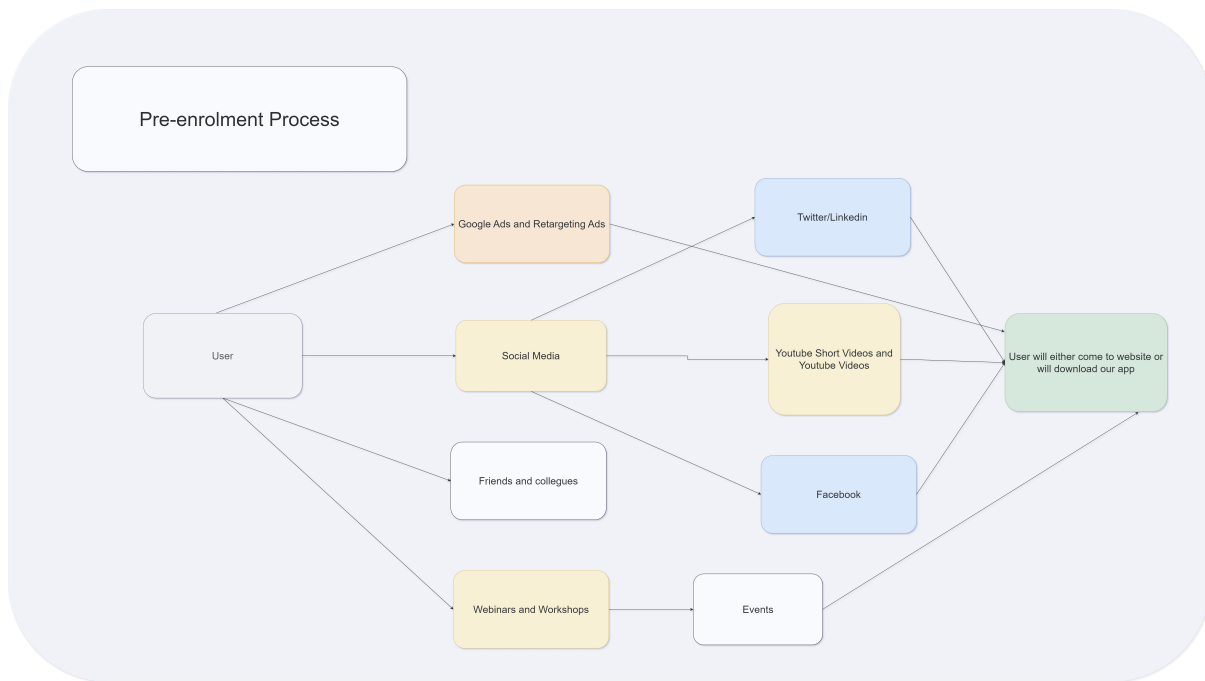
Issues	Explanation	Priority
Time Constraint	Most of the learners are working professionals so it becomes difficult for them to give so much time on courses	P0
Need for practical application	The best way to learn any course is by applying the learning in practical field	P0
Difficulty in Accessing progress	As other courses does not have any assessment tests so it becomes difficult to measure learners progress	P1
Difficult Concepts of Gen.AI	Some of the learners are from different background so it becomes difficult for them to understand core concepts of Gen. AI	P0
Lack of personalized learning	Learners are new to AI so they need special attention	P2

Note: P0-High, P1-Medium, P2-Low

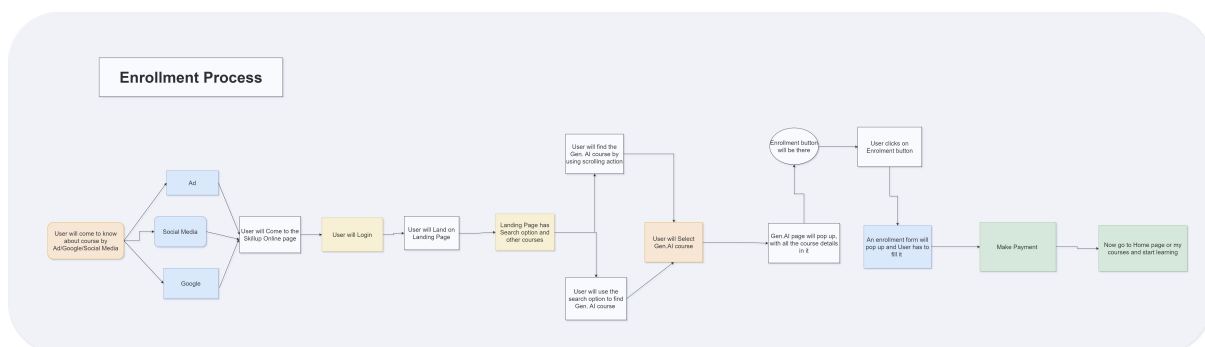
User Journey:

We can divide the user journey part in 4 phase:

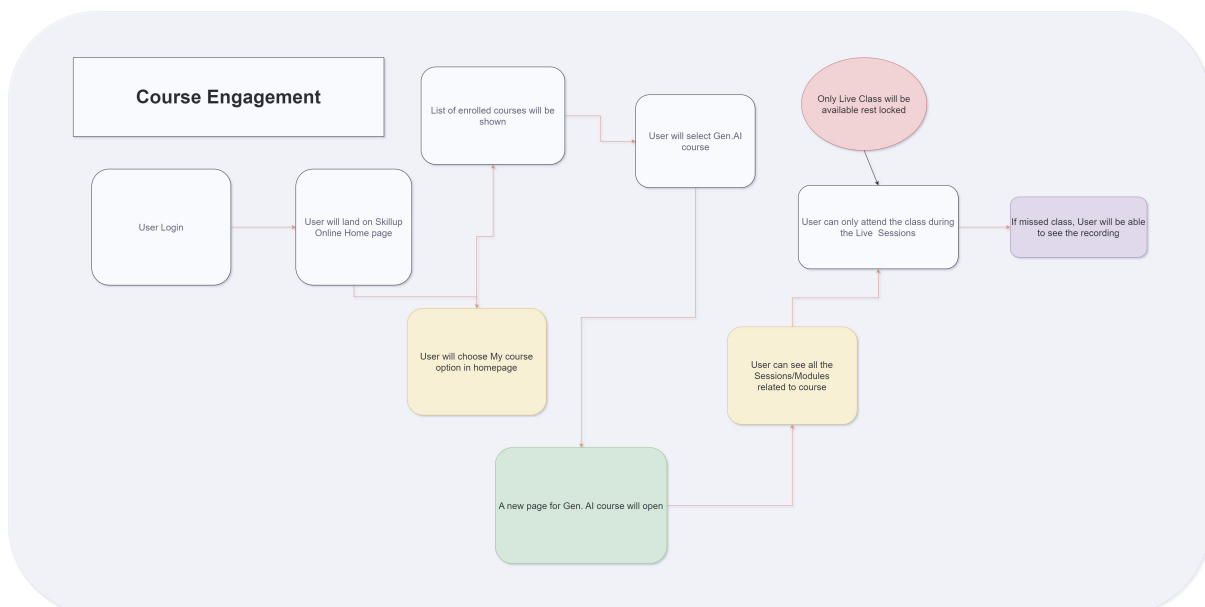
- **Before Enrollment phase:** During this phase we have to increase awareness among the audience about our course through Social Media, webinars, workshops and by giving limited time discounts.



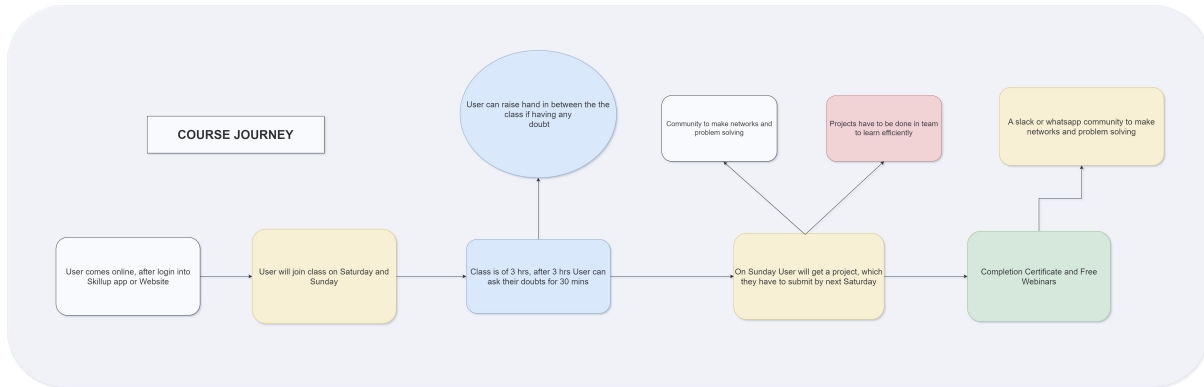
- **Enrollment Phase:** A simple registration process, with course details and course structure.



- **Course Engagement Phase:** We have to provide Live Sessions with doubt sessions and projects to our audience, and regularly taking feedback.



- **Post Completion phase:** Provide certification on successfully completion of course, Job placement support, free webinars and a community so that they can network with other people.



Go To Market Strategy (marketing and positioning strategy):

Our go to market strategy are as follows:

- **Target Audience:** we have to identify our audience, in this case our primary audience is working class so we will target them first.
- **Show Value:** we have to show our course value to our audience, for that we can show them testimonial's, Skillup Online is a part of Skillup Technologies and we can show our clients reviews and ratings, that will attract our audience.
- **Pricing:** we know what our competitors are charging, if we can provide a limited time discount offers it can change the game like first 20 people will get 30% to 40% discount.
- **Collaboration:** we can collab with universities or companies which are working on AI.
- **Advertising:** we can advertise our course in social media, can connect with AI influencers, we can use Google Ads, a new method is going on these days known as Retargeting Ads.
- **Events:** we can conduct free webinars or workshop on Gen. AI
- **Video Content and Blogging:** we can make short videos regarding our course, in social media and regularly post blogs related to Gen. AI

Course Duration

- Duration of Course: 12 weeks
- Course will be divided into 6 Sessions
- Classes will be Live Interactive Classes

Course Structure

- Weekend Classes:

Day	Timing	Doubt Session	Total
Saturday	12 P.M - 3 P.M	30 min	3 hr 30 min
Sunday	12 P.M - 3 P.M	30 min	3 hr 30 min

Note: Our primary audience is working class so structure has been made by keeping them in mind but the course and it's syllabus has been designed in such a way that anyone can do it.

- Self Assessment Test after each session
- Six Team Projects:

Projects	Submission date
Projects will be given after completion of each module/Session	Saturday would be project submission day

- Topics to be covered in each session:

Sessions	Roadmap of Course	Weeks
Session 1	Basics of Programming	Week 1
Session 2	Data Science and Python	Week 2 and 3
Session 3	Machine Learning	Week 4
Session 4	Deep Machine Learning	Week 5 and 6
Session 5	Gen. AI and Chat GPT	Week 7
Session 6	Advanced Gen. AI	Week 8
	Miscellaneous	Week 9 to 12

Weeks	Saturday	Sunday	Tools
Week 1	1) Fundamentals of Programming 2) Linear Algebra 3) Introduction to Python Programming 4) Python Data Types and Operators	1) Statistics Fundamentals 2) Python Functions 3) Object-Oriented Programming Operators	
Week 2	1) Probability Distributions 2) Essentials of Python Programming	1) Introduction to Data Science 2) Data Analysis	NumPy
Week 3	1) Data Wrangling 2) Advanced Statistics	1) Data Visualization 2) End-to-End Statistics Application in Python	Pandas
Week 4	1) Machine Learning Fundamentals 2) Classification Models and Applications 3) Supervised Learning	1) Regression Models and Applications 2) Recommendation Systems 3) Unsupervised Learning	
Week 5	1) Introduction to Deep Learning 2) Artificial Neural Networks 3) TensorFlow	1) Transformer Models for Natural Language Processing (NLP) 2) Convolutional Neural Networks (CNNs) 3) Model Optimization and Performance Improvement	Dall - E
Week 6	1) Object Detection 2) Deep Neural Networks 3) Transfer Learning	1) Getting Started with Autoencoders 2) Recurrent Neural Networks (RNNs)	
Week 7	1) Introduction to Generative AI Models 2) Explainable AI 3) Prompt Engineering 4) ChatGPT	1) Deploying and Scaling ChatGPT 2) Ethical Considerations in Generative AI Models 3) The Future of Generative AI 4) Large Language Mode	Chat GPT
Week 8	1) Introduction to Generative Models 2) Large Language Models Architecture 3) Types of Generative AI Models	1) Attention Mechanisms and Transformers 2) Popular Generative AI Models 3) Advanced Prompt Engineering Techniques	

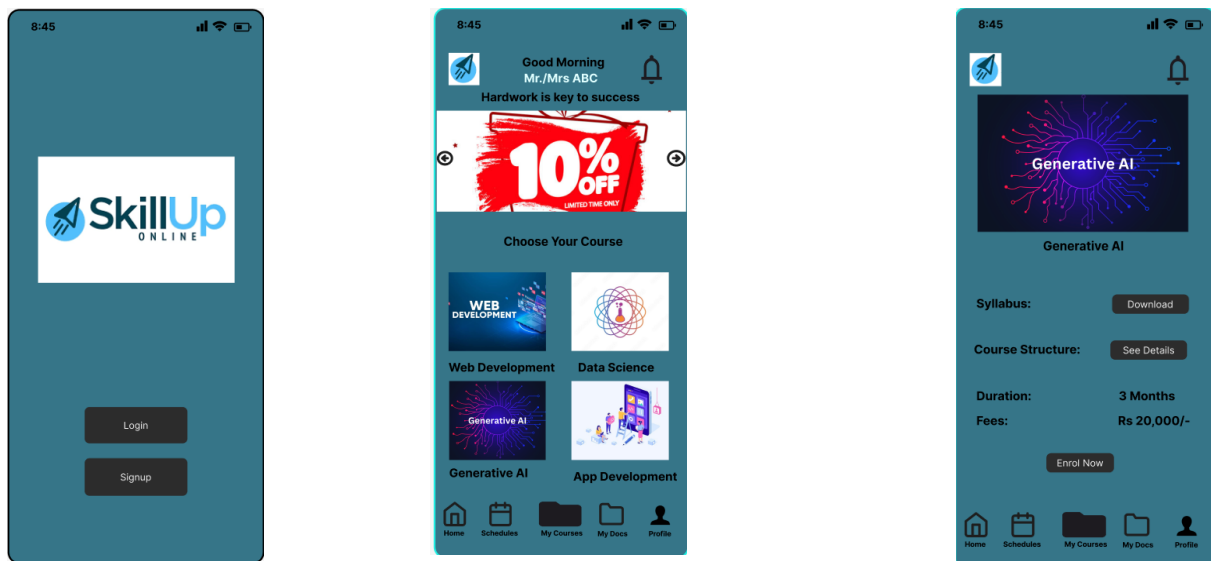
Metrics:

These are the following metrics we will follow:

- Total number of enrolled users completed the course.
- Total number of users satisfied from the course.
- Total number of users, got placement or got promotion after completion of course.

Prototype:

- Figma Link: <https://www.figma.com/proto/LkHuuiRbVJvag4kS8im6K9/SkillUp-Online-Assignment?node-id=2-358&t=gOUr2QY8mBUVk68o-1&scaling=min-zoom&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=2%3A358>



Recommendations:

- Quality matters more than quantity, so by teaching a small group of talented students, their success will naturally promote our course. That's why we'll offer limited seats for our first batch.
- We'll create a community, like a Slack or WhatsApp group, where students can connect and help each other out.
- People try to learn these only to get job and for promotion, so after the completion of course we can help our students with job assistance.

Conclusion:

- AI industry is innovating rapidly, for this reason we have to update our Generative AI course on regular basis.
- We have to offer real world projects and has to partner with industry leaders for our product success.