coursera

Adaptive Assignment Coach

Transforming Learning Friction into Mastery

Coursera: Vision & Global Scale

Vision

To provide universal access to world-class learning, partnering with 300+ leading universities and companies.

Revenue

Diverse streams across Consumer (Subscriptions), Enterprise (Training), and Degrees (Online Programs).

Ecosystem

Serving over 100M+ learners globally who love the flexibility and prestige of the platform.

Coursera: User & Business Value

User Value

- **Credibility:** Recognized certificates from world-class institutions.
- **Accessibility:** High-quality education at a fraction of on-campus costs.
- **Career Growth:** Job-ready skills mapped to employer requirements.

Business Value

- **Partnership Network:** Unmatched distribution for university and corporate content.
- **Ecosystem Lock-In:** Multi-product portfolio from free MOOCs to full degrees.
- **B2B Expansion:** Strategic training platform for Fortune 500 companies.

The Problem: High Attrition in STEM

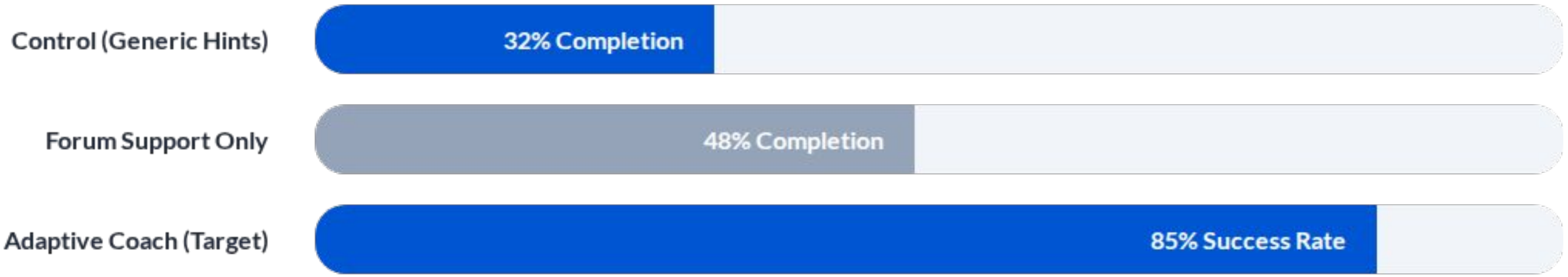
⚠️ The "Cognitive Wall"

Learners face immense friction during graded coding assignments. When generic hints fail, two outcomes occur:

- **Abandonment:** Learners churn from the course and platform.
- **Dishonesty:** Learners resort to external solution copying (GitHub/Chegg).

We are losing learners at the most critical moment of their mastery journey.

Market Opportunity & Strategic Impact



Target: Drive a 2.5x increase in assignment pass rates for technical specializations.

These percentages are modeled target benchmarks, not historical results.

User Persona: Priya

The "Career Switcher"

Bio: 29, QA Engineer upskilling to Data Automation. Studies around a busy full-time job.

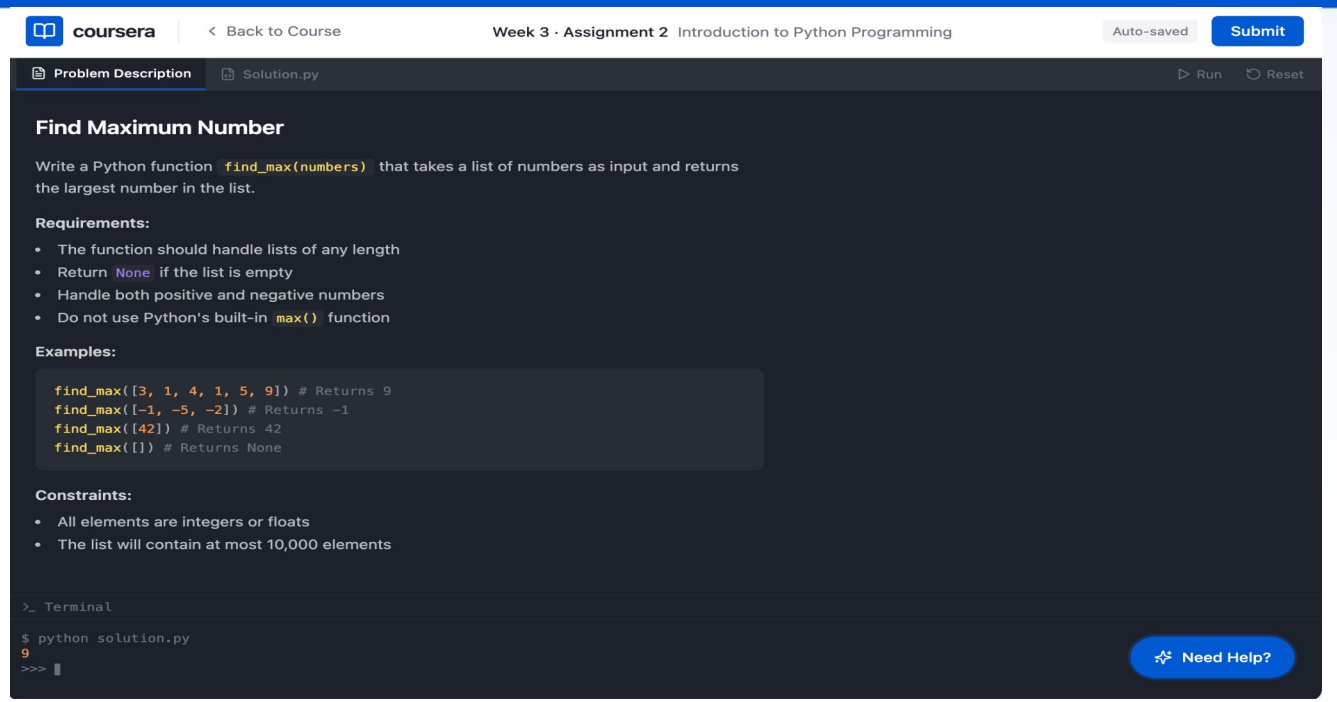
Pain Point: "I understand the videos, but I freeze when I see the code editor. I need a nudge, not the answer."

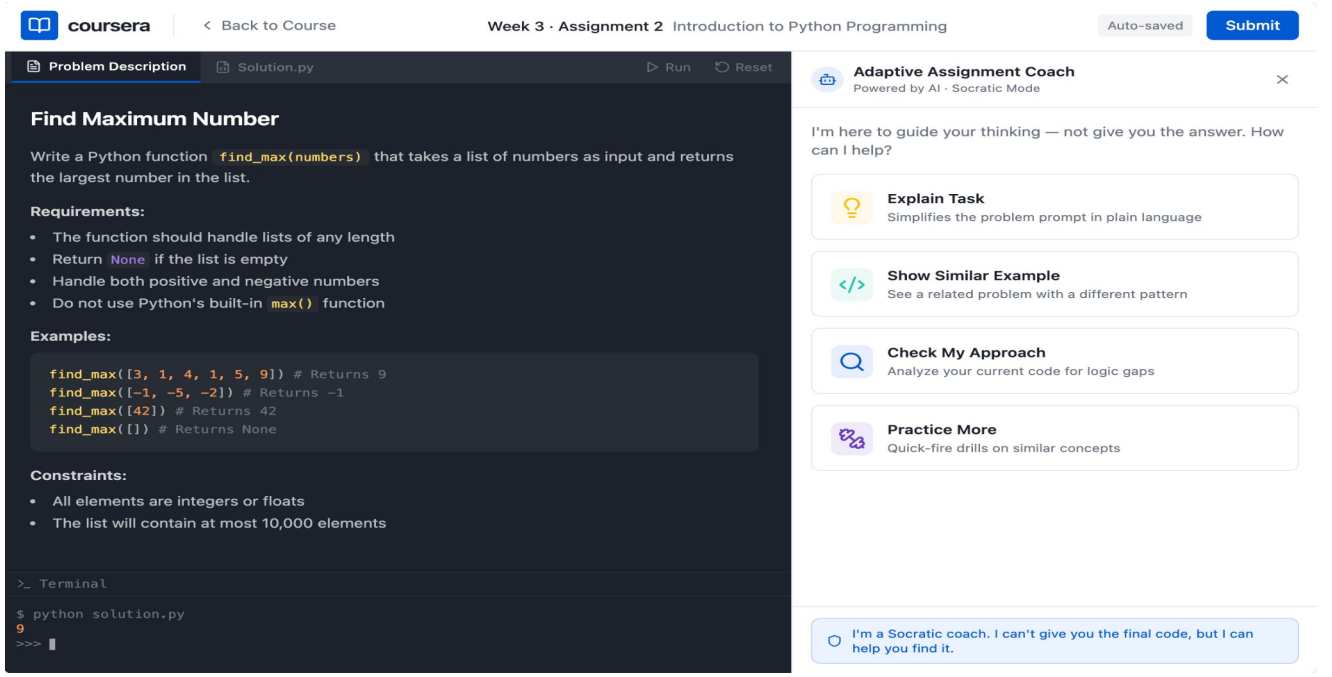
Goal: True mastery of algorithmic logic for technical interviews.

In-Context AI Tutoring

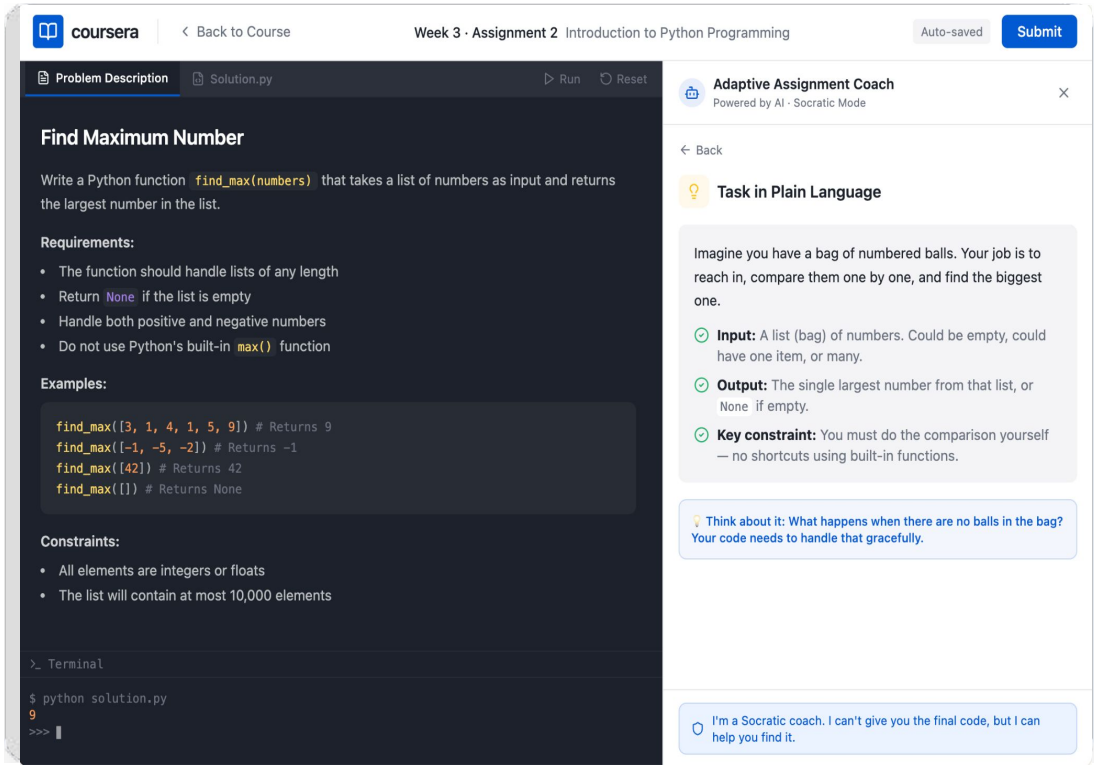
The "Need Help?" button activates a Socratic side-panel directly within the Coursera Lab interface.

- **Safe:** No final code reveal.
- **Contextual:** Reads user attempts in real-time.
- **Menu-Driven:** Four targeted help paths.



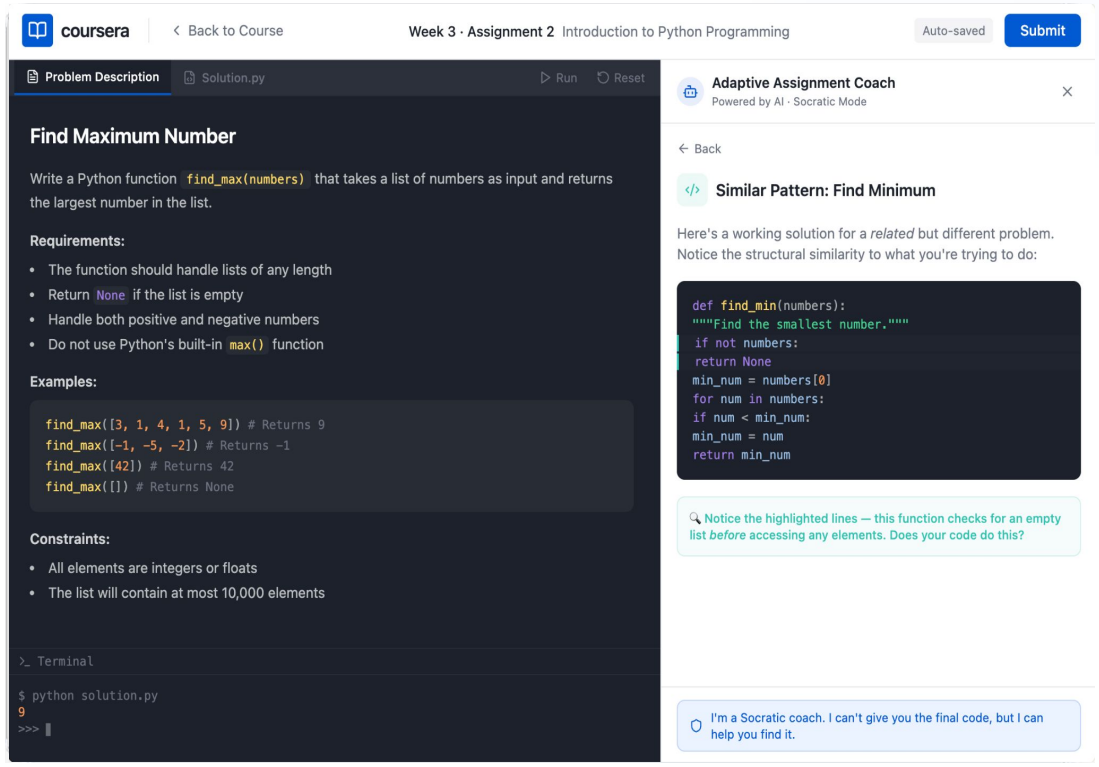


Multimodal Scaffolding



Plain Language

Simplifies complex tasks in simple plain language.



Similar Pattern

Uses "Brother Problems" to spark recall.

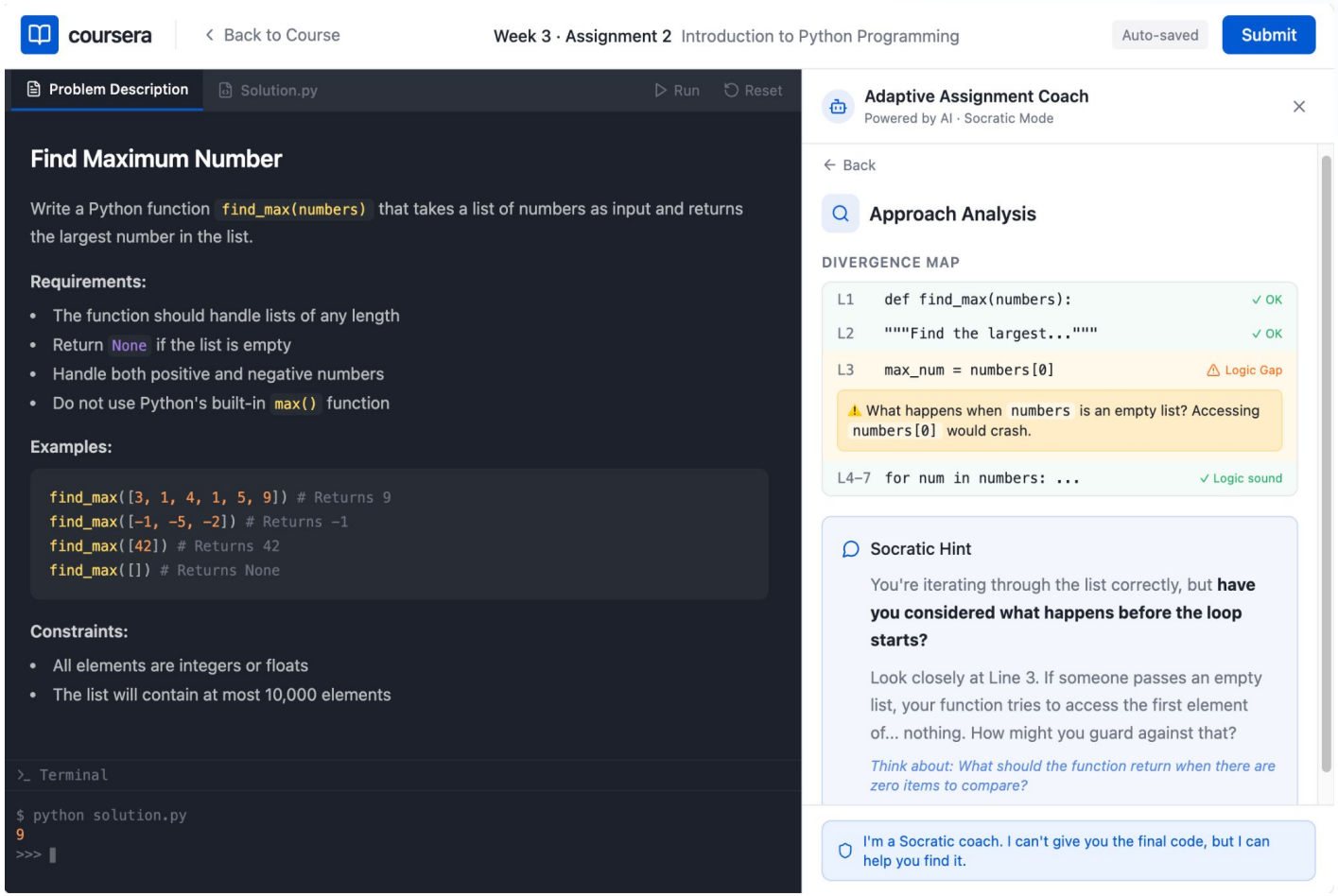
Approach Analysis: Precision Logic Auditing

The AI maps the student's attempt against the solution path to identify exactly where reasoning diverged.

Divergence Map: Highlights line-by-line gaps, such as missing "Guard Rails" for empty lists.

Socratic Hint:

"Look closely at Line 3. If someone passes an empty list, your function tries to access the first element of... nothing. How might you guard against that?"

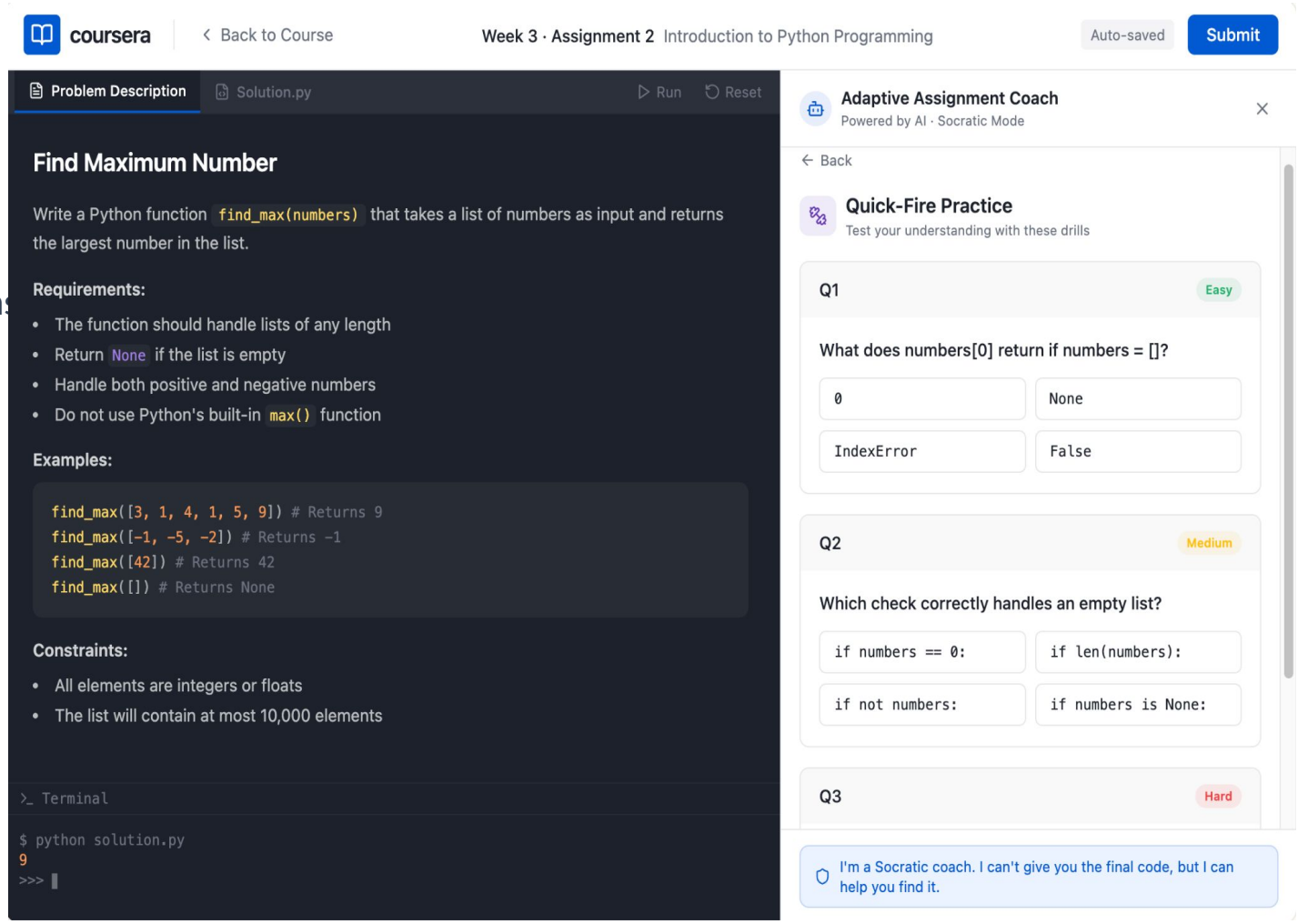


Reinforcement Learning

The Mastery Cycle

One-click "Practice More" generates 3 variant questions to cement concept durability.

Ensures the learner didn't just guess, but truly understands the underlying pattern.



Socratic Logic Engine

- **Logic Auditing:** Identifies the exact moment a student's logic drifts from the instructor's solution path.
- **Pedagogical Guardrails:** The system is hard-coded to refuse code generation, providing only scaffolding and hints.
- **Synthetic Variation:** Automatically creates structurally similar challenges to verify true mastery

Phased Product Rollout

1

Alpha

Pilot with 5 technical Specializations.

2

Beta

Expansion to Coursera for Business partners.

3

Scale

Integration into all STEM degree courses.

4

Global

Platform-wide tutoring support GA.

Questions?

Building the future of mastery-based learning.

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Strategic Product Initiative | Q2 2026

Image Sources

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