

Owner: Aman Dixit

Development POC: Aman Dixit

Design POC: Aman Dixit

Marketing POC: Aman Dixit

Last Version Edited: February 18, 2026; 10:30 PM IST

UDEMY

Why? (Objective)

- **For Business:** To improve long-term user retention and engagement by solving the "Completion Loop" breakdown. The goal is to increase the course completion rate for career-switchers from 39% to 47%.
 - **For Users:** To provide career-switching learners with market credentials that have the industry recognition needed to impress employers and provide a tangible return on their time investment.
-

How do we measure success?

- **Associated OKR/Goal:** Increase course completion by 20% for career-switching segments by improving certificate value.
 - **Success Metrics:**
 - **Completion Rate (Verified):** The percentage of users who finish 100% of a course after opting for the University-Verified track.
 - **LinkedIn Share Rate:** The percentage of graduates who sync their verified certificates to their LinkedIn profiles.
 - **Guardrail Metrics:**
 - **Refund Rate:** Monitoring if the higher cost or increased rigor of verified tracks leads to higher refund requests.
 - **Customer Support Load:** Tracking tickets related to "Locked Quizzes" to ensure the UX remains smooth.
-

Who are the Users? (Persona)

- **The Career Shifter:** A 28-year-old looking to move into Data Science who needs a resume-builder that hiring managers respect.
 - **The Passive Upskiller:** A 32-year-old developer who loses interest quickly and needs high-value milestones to stay engaged.
-

Problems we are solving:

- **The Recognition Gap:** Users feel Udemy certificates lack the professional "weight" of university or big-tech credentials.
- **Low Motivation:** Without industry recognition, spending 40+ hours on a course feels unrewarded, leading to a 61% drop-off rate.

How do we know these problems exist:

- Validated through 33 survey responses, where 61% of users reported engagement and recognition issues.
 - User interviews confirmed a "Confidence Score" of only 2.93/5 regarding the value of current certificates.
-

What are the Proposed Solutions?

- **Brief of Solution:** A dual-pronged approach involving a **University-Verified Track** (co-branded certificates with top-tier institutions) and **LinkedIn Auto-Verification** (direct API sync for verified skills).
 - **Other Alternatives Considered:**
 - **Job-Ready Specializations:** Bundling 3-5 existing courses into a "Micro-Degree" path with a final exam.
 - **Recruiter Access Portal:** A dashboard where employers can search for top-performing students by their specific quiz scores.
 - **Skill-Testing Quizzes:** Disabling the "Skip" button and requiring 80% on quizzes to unlock the next chapter.
-

Product Flow:

- **Customer Journey:**

- **Discovery:** User sees "Standard" vs "University Verified" buying options on the Course Landing Page.
- **Purchase:** User selects the Verified Track.
- **Learning:** User completes the course modules
- **Completion:** Upon 100% completion, the user receives a co-branded certificate and a prompt to sync to LinkedIn.
- **Success Goal:** Increase completion rate from **39% to 47%** (a 20% relative lift).

- **User Stories:**

- As a **Career Shifter**, I want to purchase a university-backed certificate option so that my credentials have the external authority needed to impress recruiters.

Acceptance Criteria:

- The Course Landing Page (CLP) must display a "University Verified" toggle or button with a distinct price point.
 - The system must prevent a user from "upgrading" if they have not yet purchased the foundational course.
 - Upon purchase, the course player UI must update to show the University Partner's logo.
- As a **Job Seeker**, I want to post my "Verified Credential" directly to my LinkedIn profile so that I can automatically attract hiring managers to my skill set.

Acceptance Criteria:

- Upon 100% completion, a modal must appear featuring a "Verify on LinkedIn" button.
- Clicking the button must trigger an OAuth login to LinkedIn and auto-populate the "Licenses & Certifications" section.
- The synced post must include a unique, clickable **Credential ID** or **QR Code** that redirects to a Udeemy verification landing page.

- **Edge Cases:**
 - **LinkedIn Name Mismatch:** The user's Udemy account uses a nickname or alias (e.g., "AI Pro") that does not match their professional LinkedIn profile name. (**Mitigation:** Implement a "Name Verification" step within the completion modal, allowing users to confirm or edit their display name specifically for the LinkedIn credential sync).
 - **Payment-to-Credential Mismatch (Mid-Course Upgrade):** A user starts a course on the "Standard" track, completes 80%, and then decides they want the "University Verified" certificate. (Mitigation: Implement a "Dynamic Upgrade" button in the course player that calculates a pro-rated price and retroactively applies the University branding to their existing progress, so they don't have to start over).
-

Tentative Timelines:

- **Leadership Approval: Week 1**
 - **Design Ready: Week 3**
 - **Prototype: Week 4**
 - **Development Starts: Week 5**
 - **Beta Launch: Week 10 (Target 50 courses)**
-

Dependencies:

- **Partner Support:** Requires legal contracts and API access from university partners and LinkedIn.
 - **Infrastructure:** Unique Credential ID/QR code generation and verification database.
 - **Internal Dependencies:** On the marketing team for the "Prestige" Campaign.
-

Related Documents:

- **Assignment 1 - Phase 1 - Aman Dixit C49:** Detailed breakdown of Udemy's marketplace ecosystem, competitor benchmarking against Coursera, and the initial hypothesis of the "Recognition Gap."
- **Assignment 1 - Phase 2 - Aman Dixit C49:** Data-driven insights from 33 surveys and 3 user interviews that validated a 61% drop-off rate and identified "Career Switchers" as the primary affected segment.
- **Assignment 1 - Phase 3 - Aman Dixit C49:** Selection of the University-Verified Track and LinkedIn Sync features using the RICE framework, including UI wireframes and success metric mapping.