

Coursera App Product Teardown



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Company Overview

- Coursera is a global online learning platform
- It offers professional certificates, degrees, and skills-based courses from top universities and companies.
- Founded - 2012 (USA) by Stanford professors Andrew Ng and Daphne Koller.
- Users - 140 M + learners globally
- Partners - 300 + universities and companies
- The mobile app enables anywhere learning with personalized recommendations, offline downloads, progress tracking, quizzes, and hands-on projects.
- Market share - holding 25 to 30 % of the total market share





Market Problem

- Many learners miss out on higher education due to distance, cost, and time limits.
- Working professionals struggle to find structured, high-quality courses that suit busy schedules.
- Companies need employees with verified, practical skills, but affordable certifications are scarce.
- Learners want mobile-friendly, self-paced programs that offer strong academic quality and industry recognition



Value Proposition



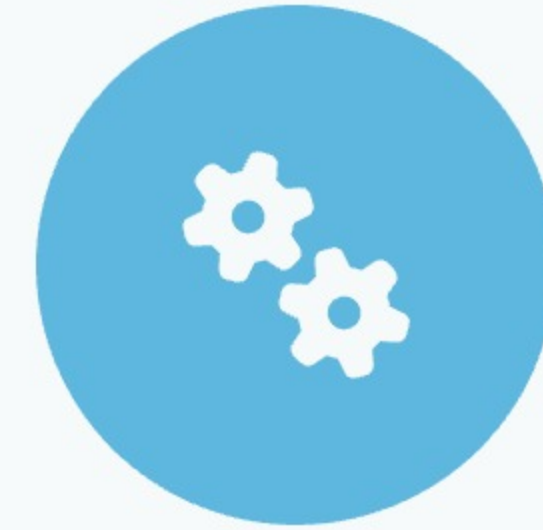
For Learners

- Learn from top universities anytime, anywhere with a mobile-first experience.
- Build real skills through hands-on guided projects.
- Earn valuable certificates.
- Get recognized by employers and advance your career confidently



For Institutions

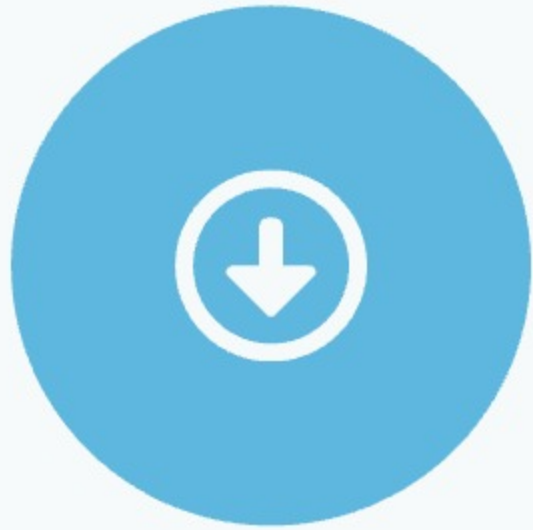
- Expand global reach through a revenue-share course hosting model.
- Get detailed student performance analytics.
- Benefit from strategic outreach and growth initiatives.



Platform Enablers

- Smart recommendation engine for personalized learning.
- Strong content delivery network for seamless access worldwide.
- Data-driven personalization to deliver smooth, scalable learning experiences globally

Competitors Landscape



Udemy

Massive course library; creator diversity

Weakness - Quality inconsistency; no accreditation



LinkedIn learning

Corporate adoption; job-relevant course pairing

Weakness - Weak academic credibility



Skill share

Creativity & community focus

Weakness- Not career/degree oriented

Target Users

1. Career Switchers

- Want industry-recognized certificates
- Need job-ready skills (e.g., Data, UI/UX)

2. Working Professionals

- Upskilling for promotions
- Limited time availability

3. Students

- Learning ahead of curriculum
- Internship/job preparation

4. Hobby Learners

- Light, interest-based learning

5. Enterprise Users

- Corporate learning assigned by managers

Core Personas



Amit - Career Switcher
customer support → Data
Analyst



Sarah - Working Professional
upgrade to high level



Rahul -College Student
build skills for career

End to End User Journey

Entry and Onboarding

- Sign in with Google or Apple,
- select interests,
- get a personalized home feed generated instantly.

Discovery

- Browse categories, s
- earch courses,
- receive recommendations based on interests, skills graph, and past behavior.

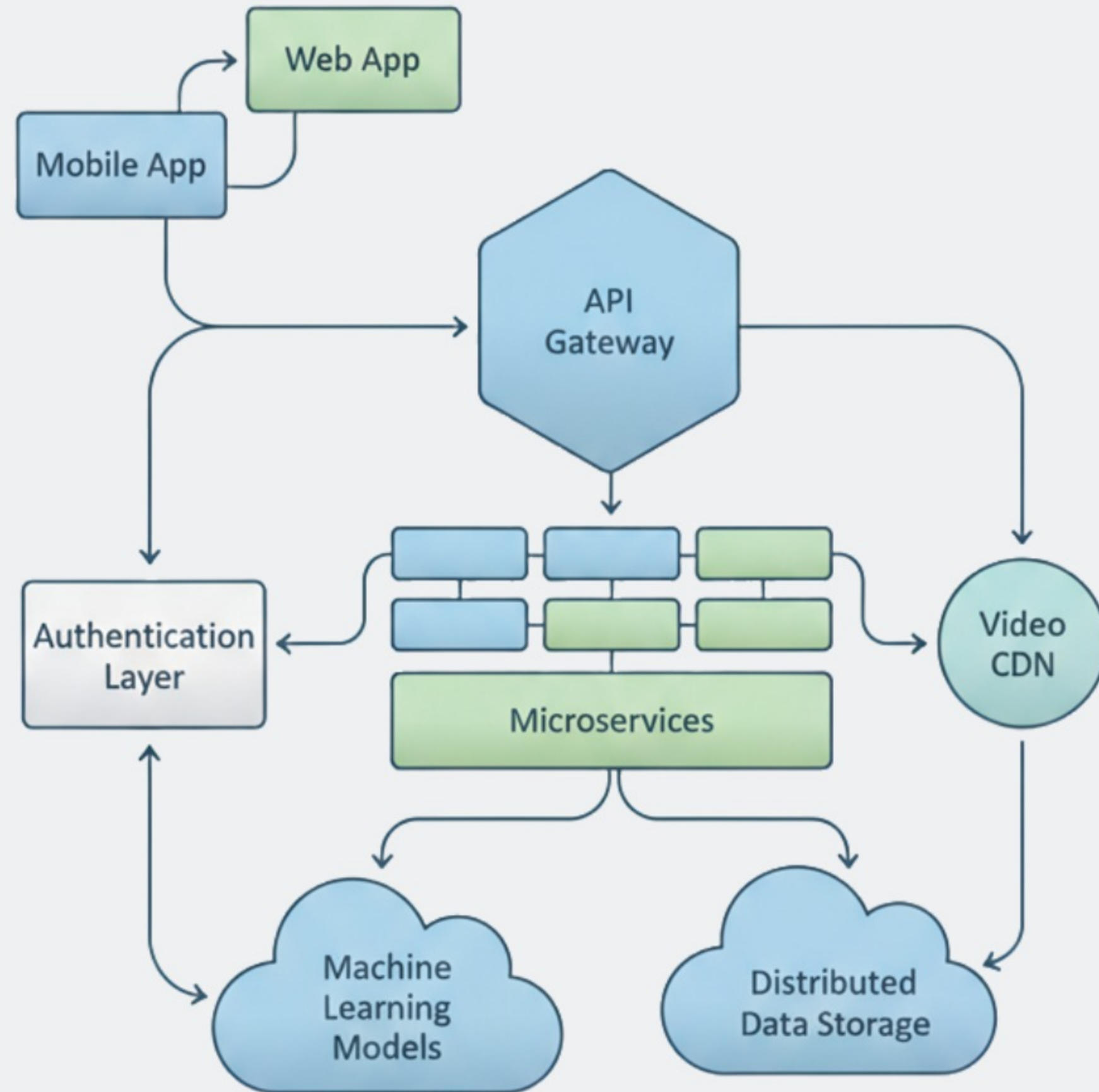
Decision

- Review course syllabus, ratings, skill-to-job relevance,
- certificate value to make an informed choice
- Enroll now.

Learning, Retention completion

- Watch videos, take quizzes, submit assignments, join discussions,
- earn certificates.
- Weekly targets,
- reminders,
- streaks,
- offline learning,
- Next-course recommendations drive engagement.

System Architecture Overview



- Mobile and web apps connect through a unified API gateway.
- Microservices manage users, course content, and personalization.
- Authentication uses enterprise-grade security with SSO.
- A global video CDN delivers fast, reliable streaming.
- ML models generate personalized recommendations.
- A scalable data store tracks progress and analytics.
- The system supports global scale with high performance and uptime.

Product Metrics

North Star - Course completion Rate

Acquisition

- No of downloads
- No if sign in and activations

Conversions

- No of enrollment in paid courses
- Conversion from free to paid
- No of paid courses taken * avg cost

Engagement

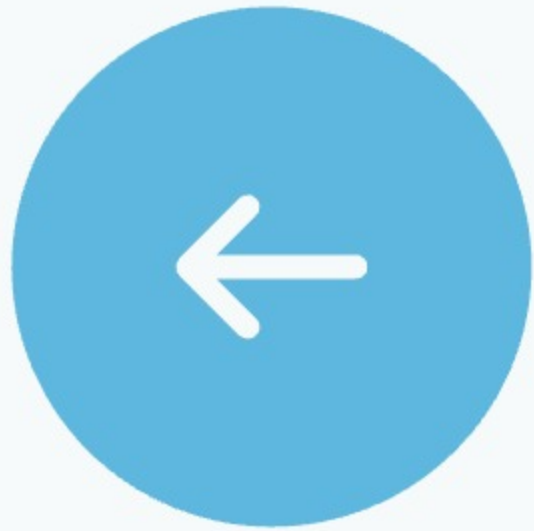
- Weekly Active learners
- Video Completion Rate
- Duration of watching videos

Retention

- No of additional courses enrolled
- No of drop offs



User Pain Points



Career Switchers

Pain Points

- Too many courses online; difficult to know which ones matter.
- Needs structured path, not just random videos.
- Wants deadlines to stay motivated.
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Working Professionals

Pain Points

- Limited time due to job + family.
- Prefers short, practical content.
- Needs credibility of university courses.

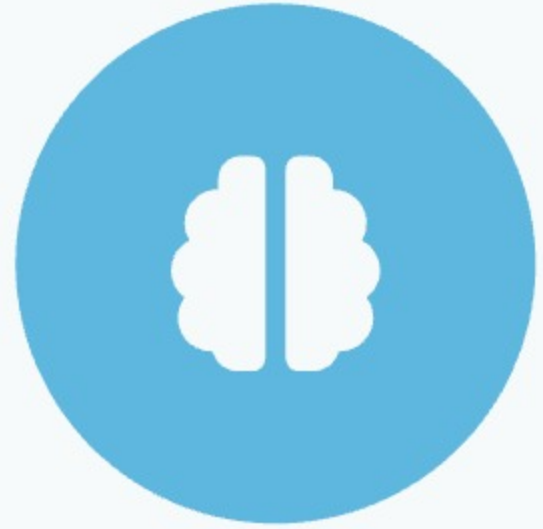


Students

pain Points

- Doesn't know which skills give job advantage.
- Limited money for costly certifications.

Proposed Solutions



1) Quick finder (skill gap finder) - a quick filter for career switchers to choose accurate course quickly



2) Micro learning module - (5–10 min lessons) to fit into busy schedules with practical and skill building for working professionals



3) Structured learning - structures learning path to ensure reduce random video watching for students

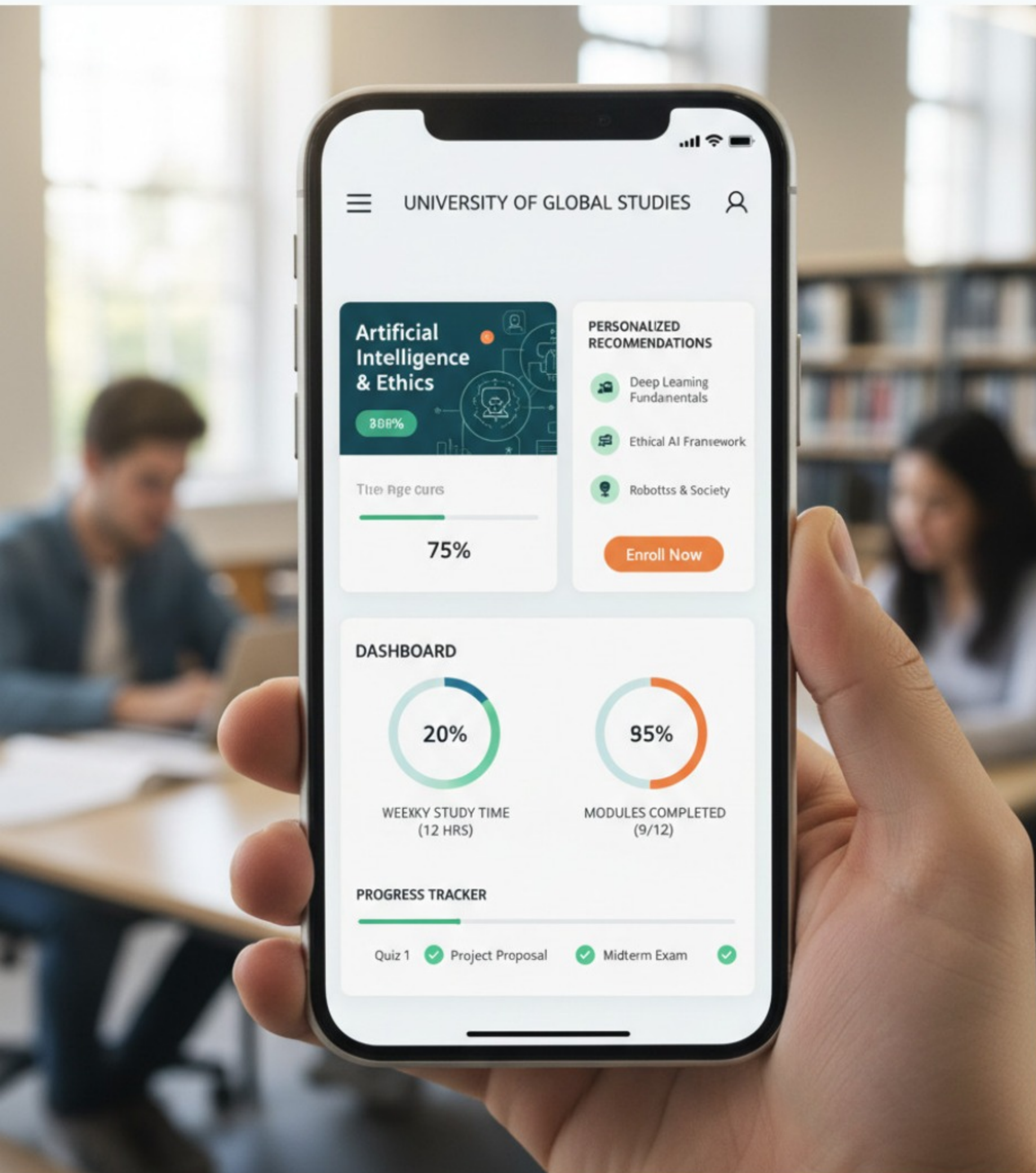
4) Ai enabled beginner friendly content - this will enable the new learner to get actively involved and upskill themselves with understanding.

5) Deadlines and reminders - sets motivation and encouragement for all types of learners to make them complete the course

Prioritized Problems RICE

Feature	Reach (1–10)	Impact (1–5)	Confidence (1–100%)	Effort (1–10)	RICE Score
Quick finder (skill gap finder)	7	4	90%	3	8.4
Micro learning module	9	5	85%	3	12.75
Structured learning	7	5	80%	6	4.67
Ai enables friendly content	8	3	85%	1	20.4
Deadlines and reminders	8	3	70%	5	3.36

PM Recommendations



1) Quick finder (skill gap finder) - Medium reach
less effort - will help the career switchers pick course
easily - increase in activation

2) Micro learning module - (5–10 min lessons)- high
impact less effort - helps more working professional
enroll - increase in engagement and retention rate

3) Ai enabled beginner friendly content - high impact
and less effort - helps of students / new users signing
in , increase in course completion rate , reduce drop
offs