



# Peak Performer

Assessment Round

# Problem Statement-1

## Improving the first-time user experience

Assume that you are the Product Owner for Peakperformer.io and have been asked to improve the First Time User Experience to reduce drop-offs in the initial stage of a user's lifecycle and increase the core actions on the platform.

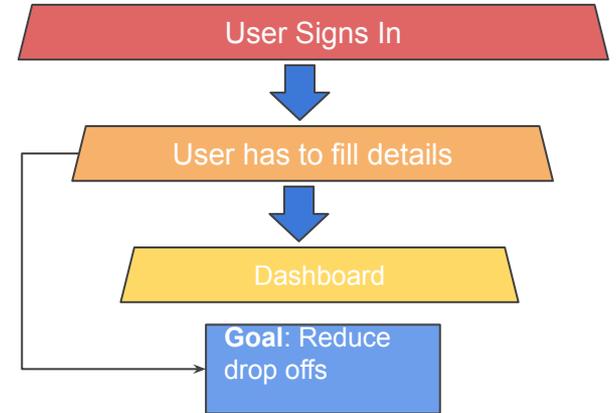
- What customer pain points are not being well-served during the FTUE?
- Come up with at least 1 proposed Product solutions to improve FTUE. How would you measure success?
- Provide UI mocks/flow charts and explain the feature in detail (Wireframes on paper will work with one sample wireframe on Balsamiq/Figma) Think of Product solutions. For e.g., if a new user wants to buy a program on our platform, showing her how much other people benefited serves as social proof for her to take the core action.

# Goal

- To reduce the drop offs between signup and the core action.
  - Increase perceived benefit of providing information.
  - Reduce median time for completion .
  - Reduce number of steps for completion.
  - Reduced perceived effort for completion.

# User Journey

1. Awareness (Word of mouth,Acquisition flow)
2. Lead (Demo call,Lead nurturing flow)
3. Customer (Payment flow)
4. Learner
  - a. Signup
  - b. Details
  - c. Dashboard
    - i. Core action (Booking sessions)



# Problems

Exploration of current flow

<https://miro.com/welcomeonboard/foQ947jhu3wS1xBzMskbdBcK3pcZ7TQIFvm61pXSAjuWsA6wAN7nkrJ9OevFdImc>

# Problems

## Condensed set of issues

1. Users perceives the effort to be on the higher side.
  - a. Missing expectation-setting before commencement of this flow.
  - b. Questions require self awareness and thought preventing the user from making progress.
2. Users don't see the value of providing additional information.
  - a. Some visibility into how the data would be used to match the appropriate coach would help.
  - b. Some fields like city might not be required immediately.
3. No attempts to winback dropped off customers.

# Principles of ideal state

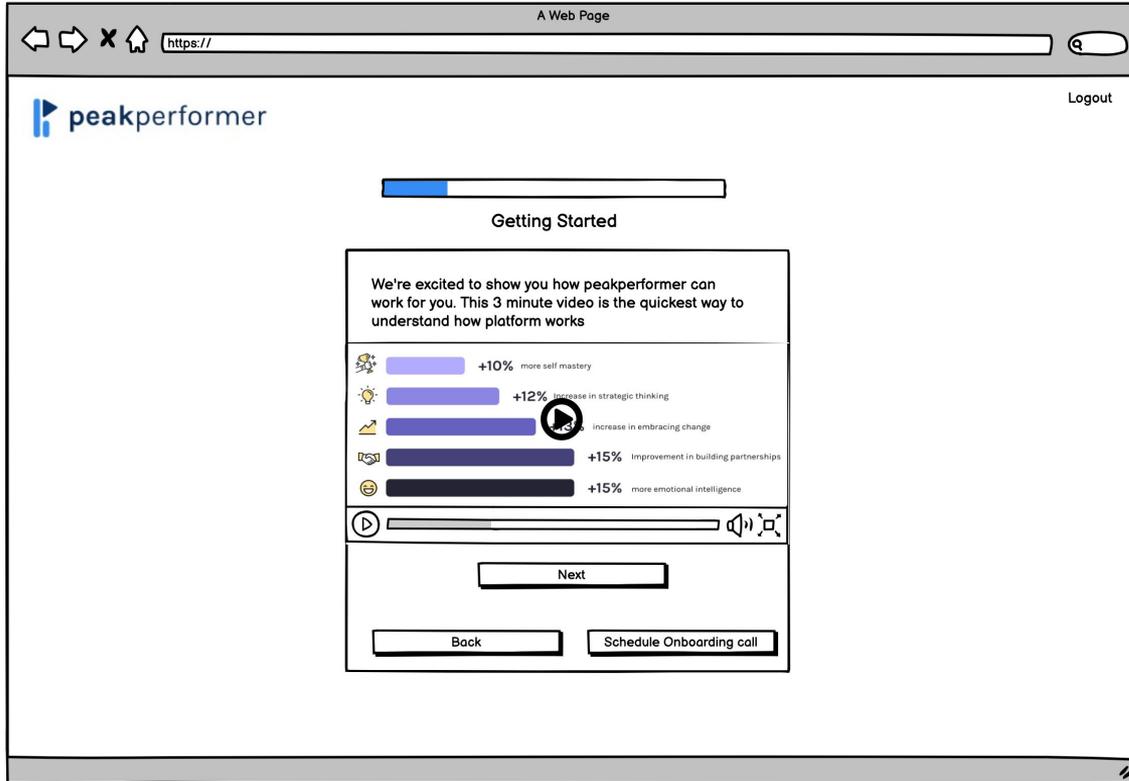
While creating the ideal state of the first time user experience, the following principles should be kept in mind.

1. Let the user experience core value (Aha moment) as soon as possible.
2. The user should face minimal interaction, cognitive, emotional friction.
3. Meaningful data is captured to customise the path.
4. User sees tangible result for inputting additional information.
5. The next step is clear to the user at all times.

# Solution exploration

Bridging the gap between present and ideal

Solution	Effort required	Impact on reduction of dropoff
Setting up learners expectation about the length that it will take to fill up the form- By adding progress bar	Low	Medium
Removing the additional information asked that don't add value.	Low	High
Adding intro videos guiding users about the benefits they might not be aware of.	High	High
Sending onboarding emails can help to winback dropped off customers.	Medium	High



## Adding Intro videos

Helps in guiding users about the benefits they might not be aware of

Introduce the users to the core objective or functionality of the peak performer.

## Option to schedule onboarding call

This will help in knowing learners well and help learners in understanding how peakperformer can help them to achieve their goals.

<b>Step 1</b> Personal Details
<b>Step 2</b> My Background
<b>Step 3</b> Self Reflection
<b>Step 4</b> 360 Degree Feedback
<b>Step 5</b> Coach Selection
<b>Step 6</b> Accountability Partner Session

## Tell us about yourself

To get you started we need a few details

<b>First Name*</b> <input type="text" value="First Name"/>	<b>Last Name*</b> <input type="text" value="Last Name"/>
<b>Gender*</b> <input type="text" value="Female"/>	<b>Age*</b> <input type="text" value="Below 21"/>
<b>Email*</b> <input type="text" value="Email Address"/>	<b>Contact Number</b> <input type="text" value="Phone Number"/>
<b>City</b> <input type="text" value="City"/>	<b>Company Name*</b> <input type="text" value="Company Name"/>
<b>Job Title*</b> <input type="text" value="Job Title"/>	<b>Job Function*</b> <input type="text" value="Other"/>
<b>What best describes you*</b> <input type="text" value="Individual Contributor"/>	<b>Span of Control*</b> <input type="text" value="0"/>
<b>Total Years of Experience*</b> <input type="text" value="0-3"/>	

Save & Next

A Web Page  
https://

peakperformer Logout

Tell us about yourself  
To get you started we need a few details

First Name <input type="text"/>	Last Name <input type="text"/>
Gender <input type="text" value="Select"/>	Age <input type="text" value="Select"/>
Job Title <input type="text"/>	Job Function <input type="text" value="Select"/>
What best describes you? <input type="text" value="Select"/>	Span of Control <input type="text" value="Select"/>
Total years of Experience <input type="text" value="Select"/>	

Save & Next

## Asking relevant information

Asking information that is required and deliver value and removing fields which can be asked at later stage.

Removed fields like city, company name since they don't fit in context and doesn't justify why the ask was being made.

Step 1   
Personal Details

Step 2  
My Background

Step 3  
Self Reflection

Step 4  
360 Degree Feedback

Step 5  
Coach Selection

Step 6  
Accountability Partner Session

## My Background

We just need a few more details to pair you with a coach that's right for you. The more accurately you answer these questions, the better we can match you.

Please note: Your responses will be visible to the peakperformer.io matching team and to potential coaches.

Tell us about your career so far. What have you done and what are your goals or aspirations over the next 1 - 3 years?\*

I have worked as an individual contributor in engineering teams across various startups for the first three years of my career.

Post that I got the chance to join a mid sized organization where I was leading a small team of 3 programmers for two years, before getting promoted within the same organization.

Today I am leading a department in a large multinational software organization.

Over the next three years I want to lead a cross functional team of engineers and business executives and be responsible for the P&L of an entire business unit with my organization



This field is required.

Share some specifics about the role you play at your organization. What are your top priorities and responsibilities?\*

As the head of the engineering department, I am responsible for overseeing all the technical decisions related to our product development and implementation.

My role requires me to understand business requirements from our sales and product teams and then create a plan to be implemented by our team of engineers and programmers.

My key priorities are:

1. Ensuring we deliver new updates to our software every 2 weeks
2. Addressing bugs and software issues in a maximum of 72 hours
3. Creating a culture of high performance in my department to attract the best talent



What are the top 3 transitions/changes you are currently experiencing in the workplace? (These could be changes in your working style or culture, new projects or people you are working with, or new roles and responsibilities you are taking)\*

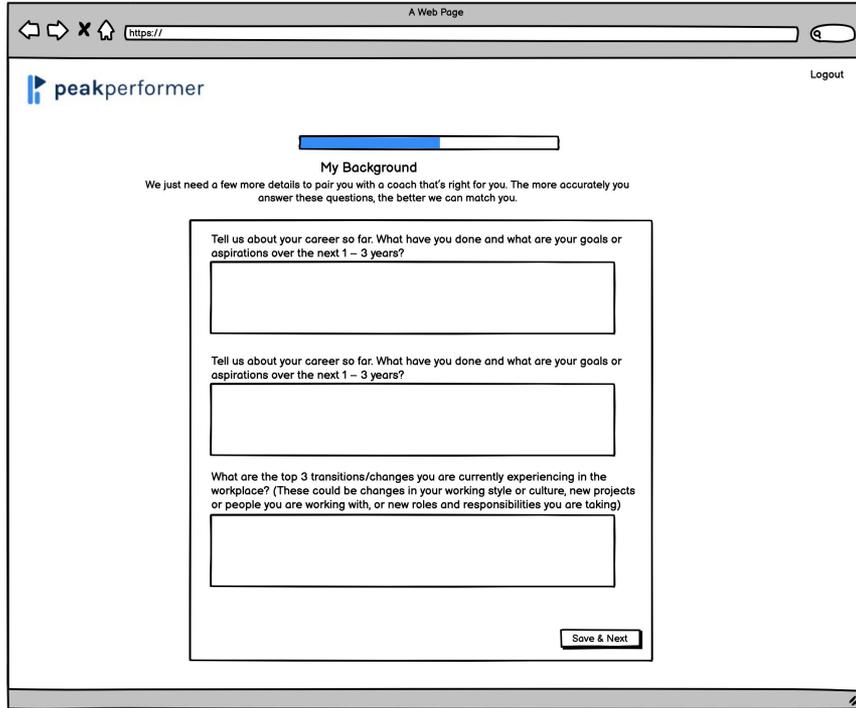
1. I have recently been promoted to the head of my department where I am managing double the number of direct reports than I was in my previous role

2. I am working on a new project to optimize our customer referral software which requires me to spend much more time directly interacting with customers

3. I have recently joined my current employer which has more than 1000 employees. In the past I have only worked in small organizations with less than 30 employees.



# Proposed change



A Web Page

https://

peakperformer Logout

**My Background**

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Save & Next

## Adding progress bar

In an attempt to get more users to complete the steps, keep them motivated and reduce churn rate, we can add a visible progress indicator.

Humans are biased towards completing tasks they are given. A progress bar reminds learners that they've been given a task, and they feel as though they should complete it.

# Success criteria

- Improving drop off rate by xx%
- Decreasing the median time to finish form from start to end

# Problem Statement-2

## Increasing Coaches Retention

Currently, we have 90+ coaches on our panel who have registered with us. The challenge is that since we are not able to provide a recurring demand to them there is a huge drop off that happens.

- How will you increase the stickiness of the coaches on the platform that also acts as an acquisition channel?
- How will you measure success?

# What causes the coaches to churn?

## 1. Mismatch of expectations

- a. Onboard coaches by giving them realistic expectations of work, pay and engagement
- b. Ensure every coach gets at least a minimum capacity of work

## 2. Misaligned incentives

- a. Make the value hard to give up
- b. Give them a reason to stay

# Problems faced by coaches

- peakperformer not able to meet coaches expectations since coaches are not getting new requests on regular basis.
- Lack of motivation for coach to stay on the platform despite of non-recurring demand.
- Coach not getting paired with learner.
- Not able to earn as expected when joining.

# Strategies

1. Grow supply in proportion with demand
2. Onboard more demand
3. Give coaches a single-player mode which they can monetise

# Solution Exploration

Solution	Effort required	Impact
Increase recurring demand by onboarding new users and motivating existing learners to schedule more sessions.	High	High
Pay coaches for generating useful content for the platform for initial time (e.g. first 3 months) since they are onboarded. This will encourage them to stay on the platform and will generate content for learners on the other side.	Medium	High
Introduce loyalty campaigns where they would be rewarded for staying with peakperformer.	Medium	Medium
Proactively communicate with them about the problems they are facing, content they are working on etc.	Low	High
Provide feedback and learning for coaches on how they can improve the content, content generation skills etc.	Medium	Medium

# Success metrics

- Improving D30 Retention