

EasyShiksha – Kids Learning User Journey & Pricing Structure

Product: EasyShiksha Kids Learning

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1. User Types & Access Flow

1. Guest User (Not Logged In)

- Can browse all pages
- Can view content previews
- Allowed **1 free activity without login**
- Post activity → **Login required to continue**

2. Logged-In User (No Subscription)

- Access to **2 free activities**
- Activities are **tracked (unique usage only)**
- After limit → **Paywall is triggered**

3. Trial User (0-Day Free Trial)

- **Full platform access**
- Trial validity: **0 days**
- **Auto-converts to paid subscription** after trial expiry
- Trial is **limited to one-time use per user**

4. Paid User

- **Unlimited access** to all content and activities
- Available plans:
 - Monthly
 - Yearly

2. User Journey Flow

Guest User → Preview Content

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1 Free Activity (No Login Required)

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Login / Signup Prompt

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2 Free Activities (Usage Tracked)

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Usage Limit Reached

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Paywall Display (Trial / Subscription Options)

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Full Access (Trial or Paid Subscription)

3. Pricing Structure

For India Users

- **Monthly Plan:** ₹199
- **Yearly Plan:** ₹1499

For International Users

- **Monthly Plan:** \$5 USD
- **Yearly Plan:** \$40 USD