

Edureka!

Homepage Critique

USER PERSONA

Name : Vinay Kamatagi

Age : 22 yo

Profile :

Vinay is from a middle class family in Bangalore. He has just completed a Mechanical Engineering course from YDIT - a local engineering college in Bangalore. He has passed with an overall aggregate of 53%. Due to his low percentage and not 'in-demand' skill set, he could not avail a job via the college placement facility. He is now desperately trying to equip himself with the necessary 'in-demand' knowledge to get a job.



USER JOURNEY

- " Vinay now needs to figure out the suitable 'in-demand' courses.
- " He obtains advice from friends and family. He also does some online research for the same.
- " After fair amount of research, Vinay comes to the conclusion that he wants to equip himself with knowledge in the field of Big Data Analytics.
- " He then moves on to Google for identifying & evaluating online courses in Big Data Analytics.
- " He goes through various websites offering courses on the subject, and enrolls himself for the 'most suitable' online course.

USER JOURNEY - FACTORS THAT DETERMINE VINAY'S DECISION

- o Factor 1 - 'Industry Reputation' of the Course [Perceived Value of the 'Certificate' in the job market represented by Corporate clientele, affiliations]
- o Factor 2 - 'Industry Relevance' of Course Content
- o Factor 3 - User Ratings & Testimonials
- o Factor 4 - Ease of learning [time, flexibility, help & support]
- o Factor 5 - Cost

CURRENT HOMEPAGE STRUCTURE & FEATURES

Current sequence is as follows :

1. Search bar
2. Small gist of Edureka features (Which can be easily overlooked)
3. Elaborate course listings (all with dissimilar designs)
4. How it works & Edureka advantage
5. User Testimonials
6. Corporate clients

HOMEPAGE PROPOSED CONTENTS AND OBJECTIVES

Highlight the following:

1. 'Industry Relevance' (Factor 2) - by speaking about how each course content has been arrived at from 5000+ Industry Specified Job Descriptions
2. 'Ease and Convenience' (Factor 4) - by speaking about the unique course delivery features like - Live Classes, Expert Educators, 24 x 7 support and flexible schedule
3. 'Industry Reputation' (Factor 1) - Testimonials and Corporate Clients

INDUSTRY REPUTATION - CORPORATE CLIENTS

- a. Corporate logos could go higher up on the homepage as they build trust. This is because when people see big names attached to a service they are considering, psychologically a sense of trust or confidence is created and they are already leaning towards actually buying the course.
- b. I also noticed that Corporate Training is a link in the persistent header — thus, if it's something that brings Edureka value, then we could supplement it with corporate logos in the first section

Our Corporate Clients

Coca-Cola

VISA


CISCO


wipro


DELL


citi

Honeywell

Walmart 

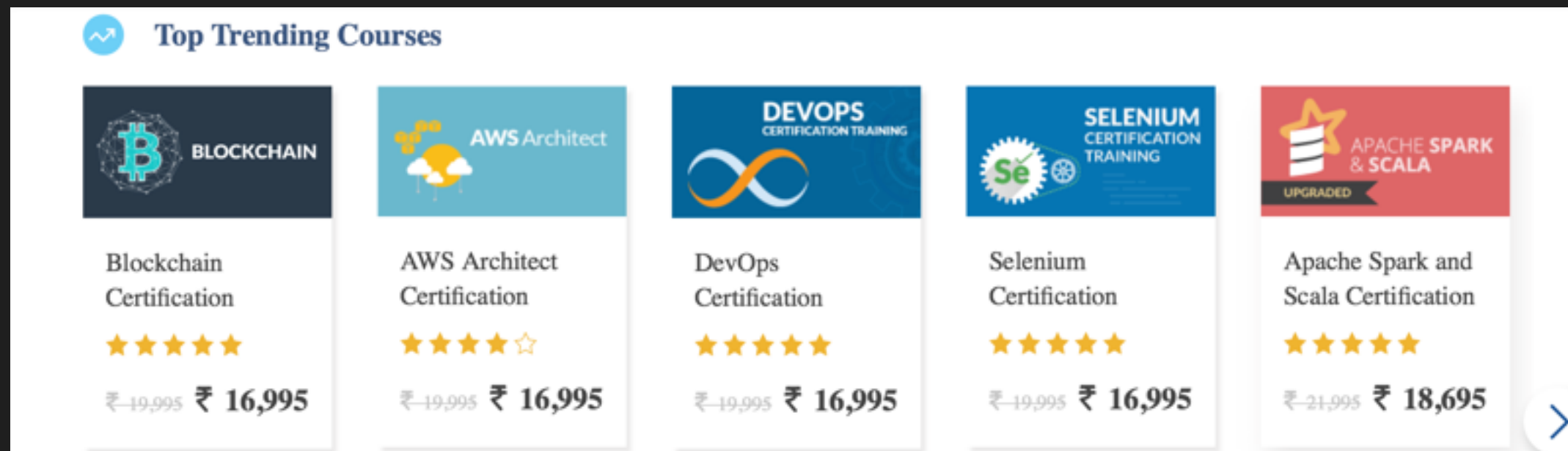
PLACEMENT OF COURSE LISTINGS

- a. Shift from main focus in homepage. The default view should be on 'Why Edureka!'
- b. In homepage, only provide a search bar to enable user to find out whether Edureka! offers courses in the domains he is looking for.

COURSE LISTINGS

PROBLEM

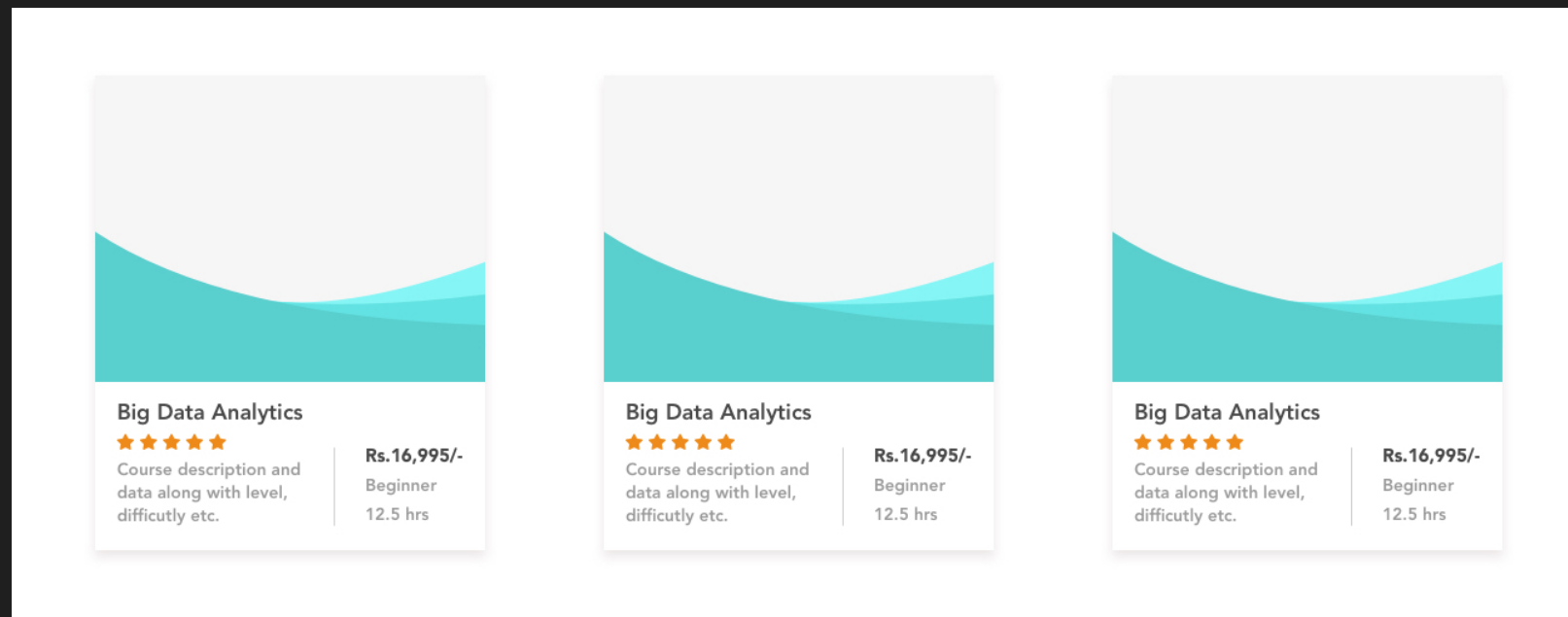
- a. All Edureka products need to use a uniform and standardized design language. Every card/course picture should look & feel similar as all the courses are created in-house - and offer the same unique 'Edureka Advantage'. The lack of this comes out strongly in the course listings on the homepage. The card of each course looks different and has a different design - giving a 'sub-conscious' impression that they all come from different sources with differing quality standards



COURSE LISTINGS

SOLUTION

- a. The solution is to make every card have the same visual impact.
- b. But making sure every single course thumbnail looks very similar will give Vinay the impression that every course will be equally good and a certain standard will be met throughout.

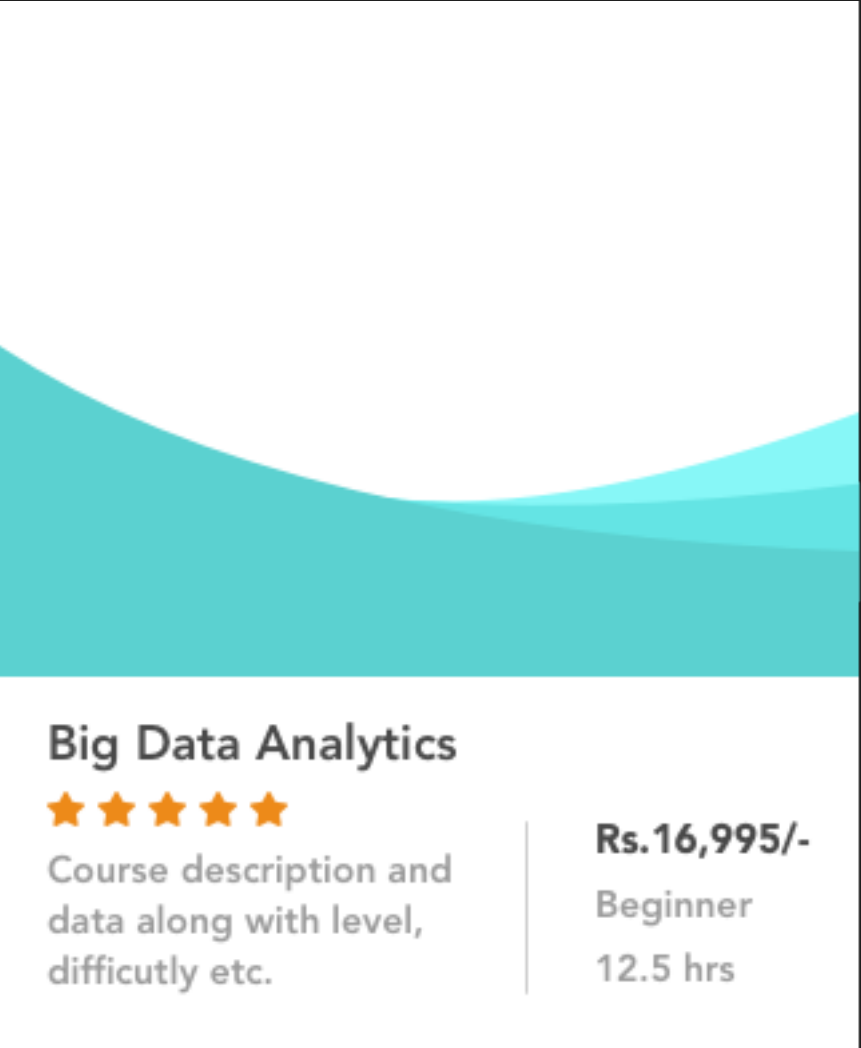


*for representation purposes only

COURSE LISTINGS

SOLUTION

CLEAN & SIMPLE
USER INTERFACE

A course listing card with a white background and a teal wavy graphic at the top. The card displays the course title 'Big Data Analytics', a 5-star rating, a brief description, the price 'Rs.16,995/-', the level 'Beginner', and the duration '12.5 hrs'.

Big Data Analytics

★★★★★

Course description and data along with level, difficultly etc.

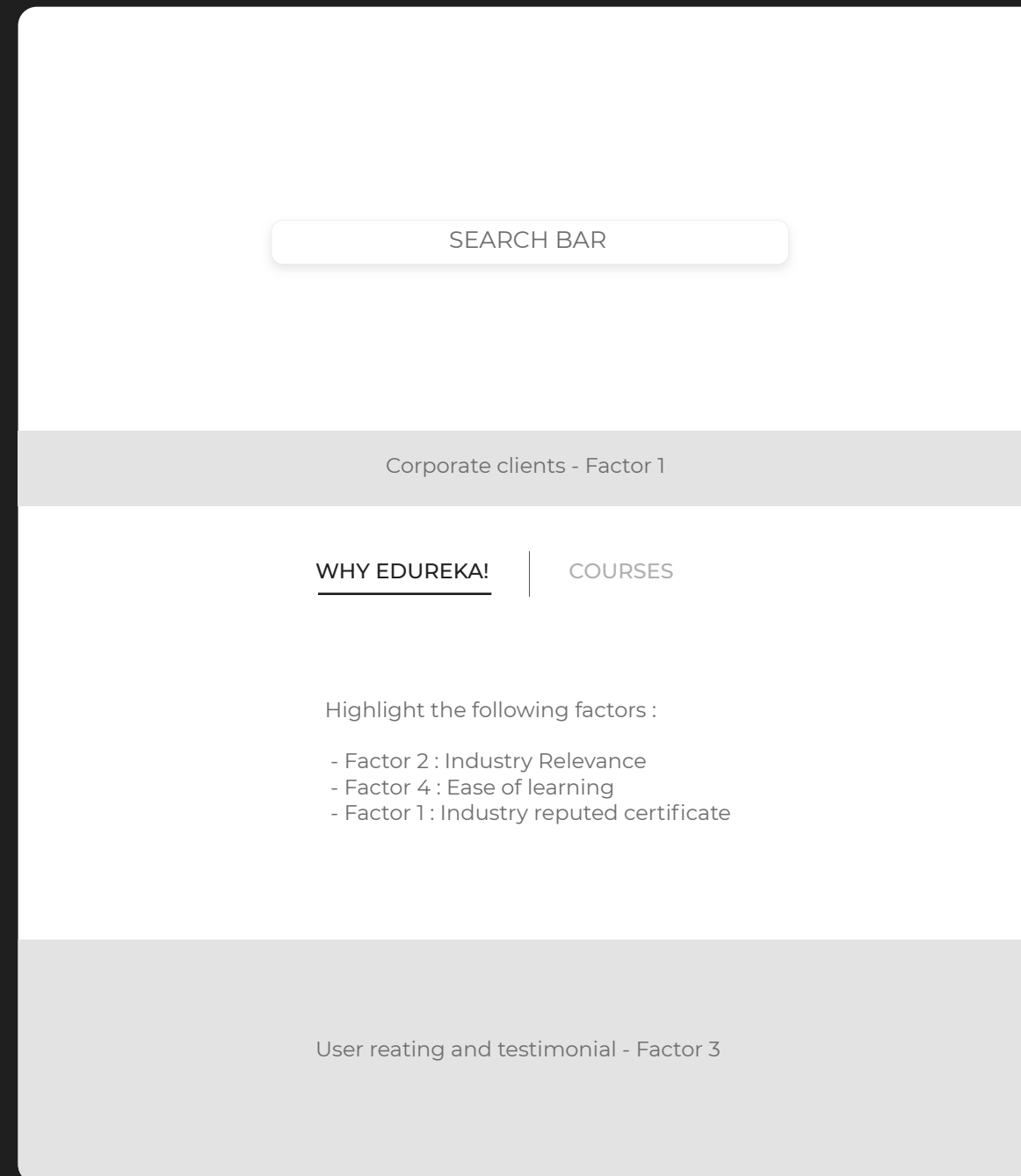
Rs.16,995/-

Beginner

12.5 hrs

RATING
COST
LEVEL
TIME

PROPOSED HOMEPAGE STRUCTURE



Thank you!

Note : This critique was made during the month of July, 2018.