JEE Student User Research Session

In-Depth Agenda & Detailed Interview Questions

SESSION OVERVIEW

- **Duration:** 90-120 minutes
- **Participant Count:** 8-15 JEE aspirants (mix of Class 11 & 12, varying preparation stages)
- **Format:** Interactive discussion + Live Demo + Open Feedback
- **Objective:** Understand pain points in online learning, validate Rewision approach, gather feature feedback

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DETAILED SESSION AGENDA

PHASE 1: WELCOME & ICEBREAKER (10 minutes)

Moderator speaks: "Welcome everyone! Thank you for joining us. Today, we're conducting research to understand the real challenges JEE aspirants face when studying online. We're not here to sell anything—we genuinely want to listen to your experiences and learn from you. Your honest feedback will directly shape how Rewision evolves. Feel free to be candid, disagree with us, and ask questions."

Icebreaker Activity (3-5 mins):

- Go around: Quick 1-minute intros - Name, which class, when they started JEE prep
- Ask: "On a scale of 1-10, how satisfied are you with your current online learning setup?" (Get quick polling answers)

PHASE 2: CURRENT STUDY SETUP & BASELINE (15-20 minutes)

Goal: Understand their current learning environment, tools, and workflows
Q2: When you think about "studying online," what platforms or resources do you currently use?

- Follow-ups:
    - YouTube channels? (Which ones?)

- Apps? (Unacademy, Byju's, Khan Academy, etc.)
- Coaching institute platforms?
- PDFs and notes?
- Discord/Telegram groups?
- How do you decide which resource to use for a particular topic?

Q3: How did you choose the learning resources you currently use?

- Follow-ups:
    - Was it peer recommendation?
    - Trial and error?
    - YouTube recommendations algorithm?
    - Your coaching institute?
    - Online forums/Reddit recommendations?

PHASE 3: PAIN POINTS & CHALLENGES (25-35 minutes)

Goal: Deep dive into the specific problems they face while learning online

3.1 Content & Quality Issues

Q4: When you're searching for content on YouTube or other platforms, what frustrates you the most?

- Follow-ups:
    - How do you decide if a video is worth watching?
    - Have you wasted time on low-quality content?
    - Do you worry about whether the content is accurate/aligned with JEE syllabus?
    - How often do you have to switch between multiple videos to understand one concept?

Q5: Describe a time when you felt confused by a video or couldn't understand the explanation. What happened?

- Follow-ups:
    - Did you go looking for another video?
    - How much time did that take?
    - Did you ask someone for help?
    - Did you give up on that concept?

Q6: Have you ever watched a video on YouTube but immediately forgot what you learned? When does that happen?

- Follow-ups:
    - Was it a long video?
    - Did you not take notes?
    - Were there too many concepts covered?
    - Did you not practice problems after?

3.2 Engagement & Motivation Issues

Q7: What makes you stop studying or feel demotivated while learning online?

- Follow-ups:
    - Phone notifications/distractions?
    - Video quality or instructor's teaching style?
    - Feeling lost in the content?
    - Not seeing progress?
    - Watching passively without accountability?
    - Long stretches without breaks?

Q8: How do you stay accountable while studying at home? What's your current method?

- Follow-ups:
    - Do you study with peers?
    - Do you have a study partner or mentor checking on you?
    - Do you track your own progress?
    - What would help you stay more accountable?

Q9: When you watch a YouTube video, are you typically just passively watching or are you actively engaged?

- Follow-ups:
    - Do you pause and take notes?
    - Do you solve problems while watching?
    - Do you rewind and rewatch parts?
    - Do you discuss what you learned afterward?

3.3 Structure & Organization Issues

Q10: How do you currently organize your study plan? Walk me through it.

- Follow-ups:
    - Do you have a structured plan or do you wing it?
    - Who decides what you study each day?
    - How do you know if you've covered everything?
    - Do you have a revision schedule?
    - How often do you revise concepts?

Q11: Have you ever felt overwhelmed by too many study resources or not knowing where to start?

- Follow-ups:
    - How many tabs/resources do you have open at once?
    - Have you ever wasted time choosing between resources instead of studying?
    - Do you have too many half-finished courses?
    - Do you know what to prioritize?

Q12: When you face a doubt or get stuck on a problem, what do you currently do?

- Follow-ups:
    - Do you have someone to ask immediately?
    - How long does it take to get help?
    - Do you post on forums/Discord?
    - Do you just move on?
    - Are you ever too shy to ask?

3.4 Completion & Retention Issues

Q13: When you start a course or study plan, do you actually complete it? Tell me about the last one.

- Follow-ups:
    - What percentage of courses/plans do you finish?
    - Why do you abandon them?
    - How do you feel when you don't complete something?
    - What would make you more likely to finish?

Q14: A month after learning a concept from YouTube, do you remember it? How?

- Follow-ups:
    - Do you revise regularly?
    - Do you forget quickly?
    - Have you ever relearned the same concept multiple times?
    - How do you decide what to revise?

3.5 Peer Learning & Community

Q15: How important is studying with peers or having a learning community?

- Follow-ups:
    - Do you currently study in any groups?
    - What works well about group studying?
    - What doesn't work?
    - Do you discuss problems with friends? How?

- Would you benefit from a structured peer learning community?

Q16: Have you ever felt lonely or isolated while studying online?

- Follow-ups:
    - Do you miss interaction with other JEE aspirants?
    - Would seeing others' progress motivate you?
    - Do you want to celebrate wins with others?

PHASE 4: COMPARISON & COMPETITIVE LANDSCAPE (10-15 minutes)

Goal: Understand their perception of alternatives and what they value

Q17: Have you tried or heard of other learning platforms/apps like Unacademy, Byju's, Physics Wallah, etc.?

- Follow-ups:
    - What's your impression?
    - What do they do well vs. poorly?
    - Why did you stick with YouTube or switch?
    - What's missing from them?

Q18: What would be your "ideal" online learning platform for JEE prep?

- Follow-ups:
    - What features must it have?
    - How should it feel?
    - What problem does it solve that others don't?

PHASE 5: REWISION PLATFORM DEMO (20-25 minutes)

Moderator narrates while demoing:

"Let me show you what we've built with Rewision. We're trying to solve some of the problems you just mentioned."

Demo Flow:

5.1 Platform Overview (2 mins)

- Show the main dashboard/home
- Explain the core concept: YouTube as a learning hub + community + accountability

5.2 Key Features (15-18 mins)

- **Feature 1: Smart Study Plans**

    - Show how students can create or join curated learning paths
    - How it's structured by topics/chapters
    - How it tracks progress
    - Q to students: "Does this help with the overwhelm and organization?"

- **Feature 2: Community & Study Groups**

    - Show how students can create or join study buddies/groups
    - How peer accountability works
    - Q to students: "Would this solve your isolation problem?"

- **Feature 3: Discussion & Doubt Resolution**

    - Show how discussions are organized within the platform
    - How peers help each other
    - Q to students: "How quickly could you get help here vs. YouTube comments?"

- **Feature 4: Progress Tracking & Revision Reminders**

    - Show how the platform tracks what they've learned
    - How it reminds them to revise
    - Q to students: "Would this solve your 'forgot everything' problem?"

- **Feature 5: Active Learning Framework**

    - Show how it encourages note-taking, problem-solving, discussions
    - How it integrates YouTube (not replaces it)
    - Q to students: "Does this feel different from passive YouTube watching?"

5.3 Interactive Poll (2-3 mins)

- "Does this address any of the problems you mentioned?"
- "Which feature resonates most with you? Why?"

PHASE 6: OPEN FEEDBACK & DISCUSSION (15-20 minutes)

Goal: Gather unfiltered feedback, concerns, and feature suggestions

6.1 Honest Feedback

Q19: What's your honest first impression of what you just saw?

- Follow-ups:
    - Did it feel useful?
    - Was anything confusing?
    - What stood out?
    - What felt unnecessary?

Q20: What's one thing we're missing that would make this platform something you'd actually use every day?

- Follow-ups:
    - A specific feature?
    - A different approach?
    - Integration with something else?

Q21: What would concern you about switching to Rewision from your current setup?

- Follow-ups:
    - Network effects? (Is anyone else using it?)
    - Reliability?
    - Would it actually help you score better?
    - Would it require too much effort to set up?

6.2 Pricing & Willingness to Pay

Q22: If Rewision were a paid platform, what would be a fair price? And would you pay for it?

- Follow-ups:
    - How much are you currently spending on learning resources?
    - What features would justify paying?
    - Would you prefer free + ads, or paid + no ads?

6.3 Decision-Making & Influencers

Q23: Who influences your decisions about which learning platforms to use?

- Follow-ups:
    - Friends/peers?
    - Coaching institute?
    - Online reviews/YouTube?
    - Parents?
    - How much weight does each have?

Q24: If your best friend said Rewision helped them score better in JEE, would you try it?

6.4 Closing Open Floor

Q25: Is there anything else about your online learning experience or about Rewision that you'd like to discuss?

PHASE 7: CLOSING (5 minutes)

Moderator says: "Thank you so much for this conversation. Your insights are incredibly valuable. We'll be using this feedback to improve Rewision. In the next phase, we'd love to have a few of you beta test the platform and keep giving us feedback. Would anyone be interested?"

Collect:

- Contact info for interested beta testers
- Quick survey link (optional) for those who want to answer follow-ups asynchronously

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TIPS FOR CONDUCTING THIS RESEARCH

Before the Session

- Prepare all links and demo materials
- Test the platform demo on multiple devices
- Have screenshots/recordings as backup
- Prepare a Google Form for post-session feedback

During the Session

- **Record responses** (with permission) - audio or written notes
- **Look for patterns:** Similar pain points across students
- **Don't be defensive:** If they criticize, listen and take notes
- **Ask "why" at least 2-3 levels deep:** Don't settle for surface answers
- **Watch body language:** Excitement or hesitation tells you a lot
- **Keep time:** Stick to the agenda but allow for tangents if they're valuable

After the Session

- **Synthesis:** Group similar pain points and themes
- **Quotes:** Note verbatim quotes from students (powerful for internal pitches)
- **Feature Priority:** See which features got the most enthusiasm

- **Red Flags:** Document any major concerns or objections
- **Next Steps:** Follow up with beta testers and interested students

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KEY METRICS TO TRACK

- **Pain Point Frequency:** How often did each pain point come up?
- **Feature Excitement:** Which features generated the most interest?
- **Willingness to Recommend:** Would they tell a friend about Rewision?
- **Effort to Adopt:** How much friction is there to actually using the platform?
- **Estimated NPS Score:** Based on feedback, estimate Net Promoter Score

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EXPECTED INSIGHTS YOU MIGHT UNCOVER

✓ **Content Quality Problem:** Most students waste time finding good videos ✓ **Accountability Gap:** Lack of peer pressure/motivation leads to incompletion ✓ **Doubt Resolution Delay:** Waiting days for answers demotivates them ✓ **Passive Learning Problem:** YouTube watching feels productive but isn't retained ✓ **Isolation Issue:** They feel alone in their prep journey ✓ **Revision Anxiety:** They're unsure how much to revise or when ✓ **Platform Fragmentation:** They use 5+ different resources and feel lost ✓ **Community Desire:** They want to study with peers but don't have the mechanism

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FOLLOW-UP RESEARCH (For Later)

- **Quantitative Survey:** 50-100 JEE students to validate findings
- **Beta Testing:** 10-20 students to test the platform over 4 weeks
- **Competitor Research:** Detailed interviews with users of Physics Wallah, Unacademy, etc.
- **Long-tail Research:** Interview students who dropped out of JEE prep (why did they quit?)