## Key user insights

#### Overview

The UX team conducted five user interviews from participants who have been involved with the SBA and have a background in (or relating to) entrepreneurship. These participants range from aspiring business owners to veterans in the field who are actively involved with the SBA. We’ve asked questions to open the conversation about their experiences with the SBA Learning Platform, general E-Learning Platform experiences, and wants/needs as a business owner.

**Key topics**

* Past experience with the SBA
* SBA Learning Platform Experience
* E-Learning Platform Experience
* Progressive Learning Paths vs. Linear Learning Paths
* Feature Experience (registering, logging in; notifications)
* Learning Barriers
* Multimedia (videos; quizzes; downloadable documents)
* Gamification
* Collaboration Experience
* Ultimate Wish for an E-Learning Platform

**Average time spent on E-learning platforms:** 1-4 hours per week.

**2 out of 5** participants has experience with an E-Learning Platform other than SBA.

**4 out of 5** participants **DID NOT** care for Gamification.

**4 out of 5** were looking for specific subjects and/or clicking around to see which content related to them the most.

**3 out of 5** participants mentioned wanting a thorough **CHECKLIST** of steps/directions/classes needed according to their skill level and/or size of business.

**3 out of 5** participants mentioned not knowing what are some of the **local** **regulations** they need to be aware of (What permits do I need? Should I become LLC or Escrow?)

**Notable quotes**

*“I’d appreciate a more structured checklist of.. “These are the things you need to do”... something according to level of skills so that I can know what I need to do in order to save time..”* (answer to “Ultimate Wish” question)

*“The ability to take notes, watch the video and follow along the transcript to all be included would be ideal…*”

*“Simplified content is best. People go through the material way too fast and it should be better paced…”* (as he likes to take notes at the same time)

*“It’s helpful to go in and get a refresher on subjects just so that I can see what headspace I’m in…see what I need to know and what’s the right way to do it…”*

*“There is no search capability when looking for a specific topic.... At least I didn’t notice it. It would also help if it could be more user-friendly and ask me things like “What are you looking for today?”*

*“I like videos that are straight-to-the-point.. Maybe 5 min. Or so…”* (mentioned how a lack of time can be her ultimate barrier and likes to know how much time a video will take and the importance of searchability.)

*“I’m thinking… what’s the shortest way to get through this? (Gamification) didn’t impact my need to learn..”* (mentioned how gamification might be more beneficial to those < 30)

*“I want to know all that I can so that I don’t get taken advantage of…”*

*“I like getting notifications like.. “You have ‘X’ due in ‘X’ amount of days..”* (on email notifications)

*“I’m a visual person, I’m always downloading things.. More things than I probably need to..”*

(on being able to download certain worksheets; notes)

**About the participants**

**User 1** *is a bookkeeper from Massachusetts. He has a solid background in corporate finance for over 12 years now. He has experience working in large companies and corporations like XPO and has worked for Conway for about 5 years. Don has a degree in Business Administration and a MBA in Finance. He is currently unemployed– looking to create his own bookkeeping company with just a few clients to start with and eventually grow enough so that his wife can retire.*

**User 2** *lives in Oklahoma City. Mom recommended to her that she check with SBA to see what resources they have available at both a national + local level to grow her small business. Corey’s business entails allowing traveling nurses to rent rooms that would be in much lower of a price than signing a lease or booking a hotel. “Kind of like Air BnB but marketed to a specific demographic– medical professionals.” She is currently working as a Training Manager in the Healthcare IT field and has already looked into ways she can grow… creating a logo, figuring out how to market medical professionals, homeowners, eCommerce, whether or not she should be a LLC and what types of permits are needed.*

**User 3** *has 17 years of experience in product management. She retired from a Fortune 500 company in Corporate Marketing and is looking to start a business in market research and assisting other business problems they have– especially with SBA. She likes to look for businesses with less than 10 employees so that she can help them build cases and business plans (basically a “middle-man” between small businesses and SBA). She filters and hand-picks content tailored for each company.*

**User 4** *is from Columbus, OH, her and her husband have a company called ‘Junk King’. They currently have about 12 employees now including them and have been in business for 8 years now. Marta doesn’t have much knowledge about e-learning platforms and/or the SBA Learning Center. She is a person that just looks for specific information that she can digest in the shortest amount of time. Marta explains that her method of learning is normally through just “winging it” and understanding the culture of the company. She seems like she learns more while she is put in certain situations or predicaments.*

**User 5** *is from Bronx, NY and has recently moved back there from Ohio. Jorge has a company called ‘Bronx Provisions’ –which is a food and food stubs service that offer the best food available to people that cannot afford it. “Gourmet” food/spices shop with the most high-quality ingredients from all over the world. Once Jorge learned that he was required to take classes via SBA Learning Center, he allocated time for himself, and began to go through each learning path, step by step so that he was able to cover everything he needed to know. He enjoys having this kind of structure and wants to become very knowledgeable in how he can take his business off the ground and not get taken advantage of in the process.*