

Study 1: Semi-Structured Interview

Online skill-learners and what they need for a better life.

Background:

There is around 2 MILLION Egyptian youth who struggle with comprehending knowledge due to problematic pedagogical methods geared towards memorization and rote-learning giving +7 years on average to find gainful employment and cause about half million graduates churning out “graduates with no future”. according to Chatham House. Outdated curricula come to be blamed. A trend since 1882 when education was deprioritized under British control. Our platform provides lessons at a rate of 100-170 Egyptian pounds (\$7-8) per hour and allows students to have home-based sessions or lessons at public places in pre-approved locations.

Research Goal:

- Our platform allows students to create a tutor pool, forming a group to share the cost, and covers all subjects. Currently, we start focusing on students from international schools, for whom its rates are affordable and then expand to cover national schools.
- Our team needs to understand how school and college students use multimedia resources to learn their skills and how these tools are meant to accomplish. We want to assess the possibilities and needs to help us shape the path we follow in creating our product, so we can use these results and elevate our understanding and create proper predictions.

Research Questions:

- What is essential for online E-learning?
 - What are the E-learners' current pain points?
- How do skill E-learners currently study?
 - How do they interact with existing online learning products (Udacity - Udemy - etc)?
- Do users (learners) really need another online learning product exclusivity based?
 - How do users feel about existing products?
- What effect does daily use of online learning content have on skill building for college students and professionals?

- What practical techniques can E-learners benefit from online learning with a tutor?
- What are the main factors that influence young e-learners to engage in a specific platform? What do they perceive as their advantages and disadvantages? Does age and education level have an effect on how they experience these platforms?
- What are the differences and similarities between E-learners with and without tutor support?

Method:

- 30-minute in-person or video semi-structured interview to gather in-depth qualitative data
- Design survey questions by google form to understand the general characteristics of E-learner.
- The researcher will use the interview script as a reference to ask questions on the basis of consumer responses

Recruit:

- 5 attendees
- Full-time jobs with adults and college students:
 - Using goods for interactive online learning platform at least once a week
 - Have been using digital skill-learning products for at least 3 months.

Sending emails to full-time college students (Preferably junior or senior) in order to attract learners and group them from interested - neutral - not interested.

Screening Questions:

1. What is the primary reason for you to study and sign in for online skill learning platform?
 - a. For my current job (screened out)
 - b. For leisure
 - c. For a career change (screened out)
 - d. Other (screened out)
2. What is your primary way to learn new skills?
 - a. Take in-person, instructor-led or tutor courses (screened out)
 - b. Use digital products
 - c. Other (screened out)
 - d. Currently, I am not learning skills (screened out)

3. How long have you been using digital online learning platforms to study obtain new skills?
 - a. Less than 3 months (screened out)
 - b. 3 months to a year
 - c. Over a year
4. When was the most recent time you have used these platforms?
 - a. Within a week
 - b. Within a month
 - c. Over a month ago (screened out)
5. How often do you use these skill-learning online platforms?
 - a. A few times a week (screened out)
 - b. About once a week
 - c. 2-3 times a month (screened out)
 - d. About once a month
 - e. Fewer than once a month (screened out)
6. If you needed to get a job that is in quite a variance than your major background like going from math teacher to become a graphic designer, in 1 year to 1.5 years timeframe, which of the following would you consider doing to get to your such goal from your point of view?
 - A. Pay for a tutor or instructor to guide you through
 - B. Take a university program
 - C. Take an online learning experience from lead platforms (General Assembly or Udacity and etc.)
 - D. Practice on your own with youtube videos

Timeline:

- Design proposal: Jan 1—3, 2021
- Recruiting: Jan 6—8, 2021
- Sessions: Jan 12—15, 2021
- Readout: Jan 18, 2021

Script:

Introduction

My name is Karim Abdelaziz. Thank you very much for participating in this study. I am currently working on a project related to tutoring based online skill-learning platform. I would love to learn more about your experience with a skill-learning online platform. This interview will take about 30 minutes. If you want to leave the session or take a break at any point, please let me know. Do you have any inquiries before we start?

Do you mind if I record this session for note-taking purposes? The recording won't be shared with anyone outside of our team.

Warm-up Questions [Build rapport. Report. Start with basic questions to know the learner]

1. Could you show something about yourself to us.
2. What skill are you studying or working on at the moment?
3. What are your latest programmes or websites for skill learning? Did you try before any apps?

Probe into needs and behaviours

4. How did you get started using online skill-learning platforms? [Motivation: what did learners hope to achieve?]

Follow-up questions:

- When did this happen?
- What was the trigger?
- How was the learning experience?
- What was the learning outcome? Did you reach your learning goal?

5. How long have you been learning skills?

- Where did the first class you took?
- Why did you plan to move from digital products? (If not digital) [Digital goods, which needs you did reach the other forms of learning and not online learning platforms?]

6. How often do you study? What motivates you to continue to study on a daily/weekly/etc. basis? [There might be internal motivation "I want to feel confident about certain skill" and external motivation "I want to be able to have a better job".]

- What are your major achievements? [What makes learners feel proud and excited?]
 - Badges
 - Personalized feedback

- How do you track your progress? [How learners care about progress? Do existing apps do a good job at celebrating progress?]
 - Shout-out on learning community or learning group

7. How do you decide what to study? Why? [Do learner build their own learning plan or follow a thought leader or in platform customized skill plan?]

- Do you set up learning goals? [Do learners set up learning goals on learning platform?]

8. What do you use to learn skills now?

- Have you used other products/tools?
- What was the very first product you were using? Why did you switch to other products? [Pain points]
- (If a learner is using more than 1 product concurrently) What do you use each product? [Needs]

Wrap-up

Thank you so much for sharing your experience and insights. Your answers will help our team build a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at karimgoudy@gmail.com. Hope you have a wonderful day.

Study 2: Survey

How to build engaging skillset?

Background:

In our previous research, we learned that during breaks during their working day skill-learners prefer to preview their skill enrollments. This is a promising opportunity to target our courses, but more data is required to further comprehend the demands of skill-learners and to see if they are widespread to the broader community.

Research Goal:

The purpose of this analysis is to better understand the needs of learners during job or study breaks in terms of how engaging is the content and to better assess the degree to which the majority of skill-learners fulfil those requirements.

Research Questions:

- How can online skill-learning platform best support learners by becoming more engaged to educational content?
 - Which features/functions are useful?
 - How do you feel towards interactive features like “drag-and-drop”?

Method & Recruiting:

- Use surveys to collect data from at least 30 skill learners
- Test survey questions with 5 volunteers recruited from our engineering team whose answers in our screener meet our recruiting criteria:
 - Use mobile language learning platform(s) at least once a week
 - Have been using digital skill-learning platforms for at least 3 months

Survey Questions:

1. Which skill are you currently studying or working on? (If you are studying more than one skill, select the one you spend more time on.) [Assumption: people might use different approaches when learning different skills (project-based or exam-based)
 - a. Data Analytics
 - b. Digital Marketing
 - c. Web Development
 - d. Sales Development
 - e. Product Management
 - F. Customer Development
 - g. Other (Specify____)
2. In the past month, how was your studying? Was it easy to retrieve more information you have got applied in the real world? (Select all that apply.) [learning method]
 - a. Use mobile device(s) [if respondents do not select mobile, the survey ends]
 - b. Use desktop(s)
 - c. Other digital devices (e.g., Kindle, tablet)
 - d. Physical products (e.g., books, printouts, physical flashcards)
 - e. In an instructor-led class
3. In the past month, which types of mobile products did you use? (select all that apply) [current tools]
 - a. Skill-learning app(s) (e.g., Udacity, Udemy)
 - b. Podcasts
 - c. Video platforms (e.g., YouTube, The Great Courses Plus, Skilshare)

- d. E-books
- e. Websites in my mobile browser
- f. Other (Specify___)

4. In the past week, how often did you use a mobile app to study or working on a highly skilled job? [Frequency]

- a. A few times per day
- b. About once per day
- c. 4-6 times per week
- d. 2-3 times per week
- e. Once per week

5. Which of the following best describes when you study or working on developing your skills?
[Do participants have a routine?]

- a. I study when I have a space of time to do so [Spontaneous]
- b. I set aside time for studying new skills [Has a routine]
- c. I already registered in curriculum learning app [The tool does the planning work]
- d. Other (Specify___)

6. In the past week, how long was your typical study session? [How much content should be fit into each session]

- a. Less than 15 minutes
- b. 15 to 30 minutes
- c. 31 minutes to 1 hour
- d. Longer than 1 hour

7. What is your age? [Assumption: People in different age groups might have different learning styles.]

- a. Under 18
- b. 18–25
- c. 26–35
- d. 36–65
- e. Above 65

8. What is your education level? [Assumption: Education level affects learning style.]

- a. Less than a high school degree
- b. High school degree or equivalent
- c. Associate's degree
- d. Bachelor's degree
- e. Graduate degree

