Skill-learners: their hopes and dreams

A guide by Karim Abdelaziz

Executive Summary

Since our platform is at a very early stage, our team is interested in exploring opportunities in adult language-learning products. We interviewed 5 leisure learners on their needs, pain points, and how they use online skill-learning platforms to learn new on-demand job skills in an engaging and interactive manner.

Key Findings:

We identified opportunities to build a product with a focus on storyboard learning style and adopt CEAT method: Concept, Elaboration, Application, Test (and repeat) model tied to certified curriculum and adjusted university programs.

1. What to learn?

Our team wanted to explore college and professional learners' experiences with existing digital tools for studying new skills. The goal was to determine what opportunities may exist for creating new skill-learning products.

➜ **Unexpected**
Highlight what's new, unusual, or surprising.

➜ **Emotional**
Give people a reason to care.

➜ **Simple**
Provide a simple unifying message for what is to come

—

Key Research Questions:

- **What is essential for skill learning?**
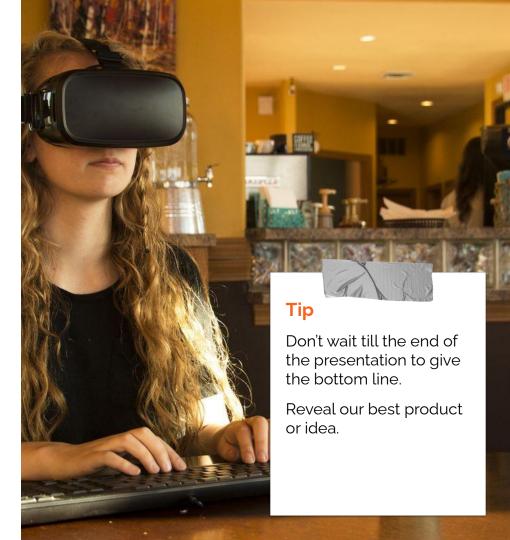- **How do skill learners currently study languages?**

Tip

In this example, we're leading off with something **unexpected.**

While the audience is trying to come up with a number, we'll surprise them with the next slide.

	Study frequency	Learning platforms they currently use	skill(s) they are currently studying
Participant (1)	Once a week	Udemy, Skillshare	Photography for video marketing
Participant (2)	7 times a week	Udacity	Digital Marketing Nanodegree
Participant (3)	3-5 times a week	Pluralsight	Android Development
Participant (4)	7 times a week	Knowledge officer	Product Management
Participant (5)	Once a week	Noon Academy	12 grade

Learners use **digital tools** only for building their learning journey

Tip

Don't wait till the end of the presentation to give the bottom line.
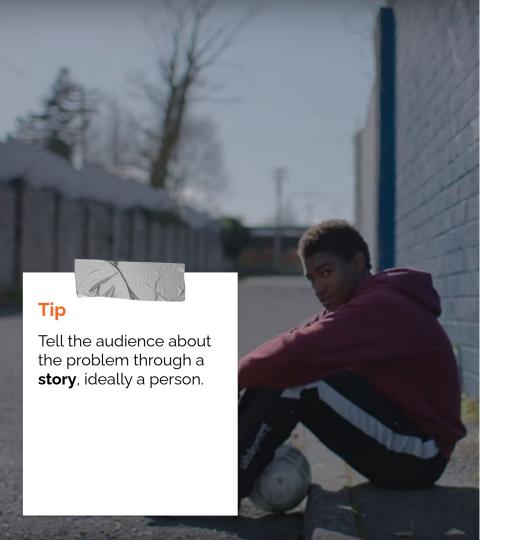
Reveal our best product or idea.

2. Stories are boring

Learning highly skilled requires intelligent beyond methods to amplify learners and of course that is not boring (at all) for 15 minute at max.

➔ **What**

   Participants hardly set time aside to study skills. Instead, they take advantage of short breaks, such as waiting for a shuttle. They need to entertain themselves with stories.

➔ **Who (P3)**

   "I like what I am interested in and I become into the course when I see sort of mutual interest during break time"

Recommendation 1

Our new product could solely focus on short learning sessions for skill building with curated personalized content

Things to consider:

● Each learning session should be shorter than 15 min (chuncking)

● The product should have built-in interactive drag-and-drop content sets

● Skill learning should range from easy to difficult

Tip

Tell the audience about the problem through a **story**, ideally a person.
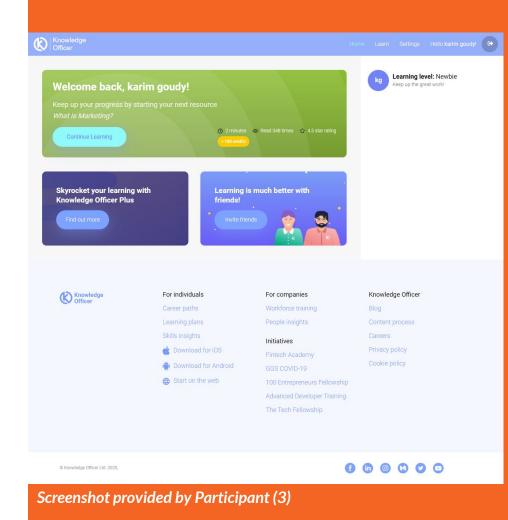
Key Finding 2.

Seeing progress and achievement is the key motivation for learners to keep learning with customization and backed with university credits.

Story for illustration purposes only

Tip

If one example isn't sufficient to help people understand the breadth of the idea.

Participants become interested with story based learning content with credit score tracking.

Emotional design plays a key role in making learning fun with stories curated with university credits. Score (credit) checkpoints, celebratory animations and badges made participants feel motivated.

"Spending my spare time learning and then receiving credits, I don't know why I like it to make into finish when it is curated with personalized story"
- Participant 3

Next Steps

● Do more surveys and connect with Human interaction professors to have more insights about desginning appealing visuals.

● Run a design sprint for brainstorming

Top level	(P1) I sense sort of exclusiveness when I got a certification that is unique and valuable.	(P2) Drag-and-drop functionality will be very engaging	(P3) When the content is tied to university curriculum, I feel relieved as I wasn't going with many debate with my parents
Second level	Specialized scholarship programs with need-based and on-demand	Engage influencers to learn from our platform or invite them to be learning tutor	(P1) A track of engaging and personalized content to my hobbies	(P4) Content that is approved with my university major
Third level	Influential curated content by program or individual	Great UI	(P5) Exclusive invite-only community that looks like student activities in my university	Trust worthy	Productivity
Brainstorming	Personalized example curated by AI	Exclusiveness	Customization	ROI	Customer satisfaction