

User Research Findings

Project Name: Green Academy

Date: fifth Oct

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1. Introduction

We conducted user research through surveys and interviews targeting individuals interested in environmental education, including students, educators, and eco-activists. The objective was to understand their needs, preferences, and challenges while using online learning platforms focused on environmental sustainability and conservation.

2. Research Methodology

Methods Used:

- Surveys: Sent to good number of participants, focusing on their use of online learning platforms, preferences for multimedia content, and accessibility needs.
- Interviews: Conducted with some participants, including students, educators, and environmental professionals, to gather in-depth feedback on their learning experiences.

Target Groups:

- Students: High school and university students studying environmental science or related fields.
 - Educators: Teachers and environmental educators.
 - Professionals: Individuals in environmental roles, including NGO workers and corporate sustainability officers.
 - General Public: Environmentally conscious individuals interested in learning eco-friendly practices.
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3. Key Findings

3.1. Desire for Engaging, Multimedia Content

- 75% of survey respondents prefer learning through videos, infographics, and interactive content (e.g., quizzes) over plain text.
- Users stated that visual content helps simplify complex environmental topics and makes learning more enjoyable.

3.2. Importance of Ease of Navigation

- 80% of users highlighted that easy navigation and intuitive user flows are crucial for online learning platforms.
- Key features they expect include:
 - Clear menus and filters for finding courses.
 - A course progression indicator to track their learning progress.

3.3. Accessibility Needs

- 65% of respondents mentioned they or someone they know would benefit from platforms with accessibility features.
- The most requested features were:
 - Screen reader compatibility for users with visual impairments.
 - Keyboard navigation for users with mobility impairments.
 - Text resizing options to accommodate users who require larger fonts.
 - Color contrast adjustments for readability.

3.4. Mobile-First Experience

- Over 60% of the users access learning content via their mobile devices.
- Users expect platforms to be fully responsive, with optimized layouts for smaller screens.

4. Recommendations for Green Academy

Based on our findings, we recommend the following for Green Academy:

1. **Multimedia Integration:** Ensure that each course includes engaging videos, infographics, and interactive elements (like quizzes) to cater to visual learners.
2. **Simple Navigation:** Implement clear menus, search functionality, and filtering options to help users quickly locate desired courses.
3. **Accessibility Features:** Focus on implementing WCAG-compliant accessibility features, such as screen reader compatibility, keyboard navigation, and text resizing.
4. **Responsive Design:** Design the platform with a mobile-first approach to ensure seamless learning experiences across devices.

5. Conclusion

Our user research reveals a high demand for engaging content, intuitive navigation, and a strong emphasis on accessibility. By focusing on these aspects, Green Academy will effectively meet the needs of its diverse audience, from students and educators to professionals and the general public.