**Interviewing user.**

**Ask follow up questions if there is an opportunity and note them down.**

**4 Test Subjects:**

1. **Have you ever tried to study a course online before?**

**Started recently started. Only half the group have studied online.**

**Have considered using a mooc.**

**If Yes Do these questions**

1. **Where have you studied online before?**

Coursera, target group that’s is aimed at.

1. **What was your experience like?**

**Incompatible. Lacking in practical application. No social environment. Forums where people who also took part in that course so can post problems and questions. So a Q&A form. Specific to Lufthansa. Possibly be open to other people outside of Lufthansa, can be more confusing or central.**

**Set filters for this, maybe..**

**Change filters, I want to see the courses.. Personalised experience. Reviews and Ratings… etc..**

1. **What where your most notable problems or frustrations?**
2. **What where the things you found enjoyable?**
3. **How would you make the experience better for yourself(Tell user to consider his frustrations)?**

**If No Do these questions**

1. **Have you ever considered studying online?**

**Motivation. Trouble finding what he’s looking for.**

1. **Yes/No why?**
2. **(Skip if studied online before) What stopped you from studying online?**
3. **What are your thoughts on studying online?**

**Convenient side and a boring side. You have to do it.  
Better in classroom because it’s easier to go to a physical classroom than motivate yourself when you come home late and go on a learn online. Enforced training!   
Make courses enforced not optional.**

1. **What do you expect from the experience?**

**The choice, certain things I’m already interested in. Regulate emails. Advising of course chances.**

**Title is not enough.**

**You need lots of information! Disappointed when the content isn’t in relation to the title. Clear outline.**

1. **What would give you the motivation to study online?**

**Regulated email. Filtering results down.**

1. **What demotivates you from studying online?**

**Level filters. Content that could have been learned from 2 slides. Aimed at Germans levels different to America.**

**Need to filter the difficulty of the course.**

**Topic is new, but it starts at a level that you are higher at.**

**What level am I.. Fill out survey initially when sign up to make content presented in reltation to them..**

* **Teach people office 365 (Example)**

**How they choose the right level, Pre-tests (maybe)**

**Can do statements!**

**Personalised skill level when you open the MOOC. Reduce to personal skills and interests.**

**Be able to see, what other people in this job have taken so that you can enrol in this course also.**