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| Udẹmy's Online Courses. udemy.com | | |
| What is the user doing/trying to do? | To find the course they want to learn. | Check out and finish the payment process |
| How does it make the user feel? | Very nice | Very nice |
| Why do the users feel this way? | Very good function for “Tell us which skills you’d like to learn” .Very good recommendation for user’s personal need | The user wants to check out as a guest. |
| Any bad experiences when the user doing/trying to do? |  | But unfortunately, he/she can’t.  The user has to log in or sign in. |

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| --- | --- | --- |
| LinkedIn Learning | | |
| What is the user doing/trying to do? | To find the career development learning courses . | Check out and finish the payment process |
| How does it make the user feel? | Excellent | Daily notification by email for reminder |
| Why do the users feel this way? | The user clicks the top bander “Black Friday - Huge savings on TVs” button to filter out the TV with BIG discount.  The user is impressed by showing how much he/she saves on the TV.  However, the product list is sorted by price, from low to high. | Able to check out as a guest.  Able to add outstanding services, such as care & repair, installation |

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| --- | --- | --- |
| Skillshare | | |
| What is the user doing/trying to do? | To find the course for the goal “get creative with skillshare” and connect the community I like | Check out and finish the payment process |
| How does it make the user feel? | Good | good |
| Why do the users feel this way? | It is very easy for user to Connect with a global community of curious creatives | The user wants to check out as a guest.  But unfortunately, he/she can’t.  The user has to log in or sign in. |

MiUdemy’s Competitive Analysis:

* Course variety:
  + offers a wide array of software development courses,
  + covering updated/trendy topics like coding languages, web development, and software engineering, catering to different skill levels
  + recommendations for studying
* accessibility and flexibility :
  + provides flexible schedules,
  + allowing learners to study at their own pace.
  + accessibility on mobile devices enables learning
  + accommodating busy individuals
* Learning resources:
  + interactive content
  + provide revision and exercises
  + video lectures
  + practically provide hands-on experience
  + explain complex programming concepts in a case study
* Personalize:
  + covers various level of courses
  + specialized entry courses
  + specific or advanced knowledge courses
  + professional courses
  + personalize the preferences settings
  + personalized learning paths based on learners' skills and career goals
  + tailored courses for different proficiency levels
  + users can learn at your own speed
* Mentorship or trainer/trainee Pair up service
  + from industry experts, or for comprehensive skill development
  + pair up 1:1 online tutoring session
* Provide Certification program:
  + Issue the certifications under Udemy
  + To attract professionals seeking career advancement opportunities
* Rapid changes and updates
  + to provide up-to-date content,
  + potentially impacting its competitiveness
  + focusing on specialized content,
  + personalized learning experiences,
  + more comprehensive certifications
  + meet the evolving needs of different users
* Interface usability :
  + Easy to use
  + fun ways to learn,
  + provide enough help from experts for users
  + to personalize users’ learning paths
  + provide valuable certificates.
  + teach special things , which is on nowadays trend.
  + world changes fast, so it is good to provide newest courses to learn.
  + It is better by adding more special classes