Understanding User Needs and Preferences for the New E-Learning Platform

### Background

The research plan focuses on understanding user needs and preferences for the new e-learning platform currently under development. The platform aims to provide an enhanced learning experience for students and improve accessibility to educational resources. The research will be conducted during the development phase to gather valuable insights and inform the design and feature prioritization.

### Research Goal

The goal of this research is to gain a deep understanding of user needs, pain points, and preferences regarding e-learning platforms. The research findings will guide the development team in creating a user-centered platform that meets the requirements and expectations of the target users. Additionally, the research will help identify opportunities for innovation and improvement in the e-learning experience.

### Research Questions

* What are the main challenges and pain points that users encounter when using existing e-learning platforms?
* What features and tools do users consider essential for an ideal e-learning platform?
* How do users prefer to access and navigate through educational materials, such as recorded lectures and course resources?
* What are the preferred methods of communication and interaction between students and instructors within an e-learning platform?
* How can the platform support different learning styles and accommodate various levels of technological proficiency?

### Method & Recruiting

The research will employ a mixed-methods approach, combining qualitative user interviews and two separate online surveys for students and teaching staff.

**Qualitative User Interviews:**

* **Participants:** A diverse group of current or recent users of e-learning platforms.
* **Recruitment:** Participants will be recruited through targeted online platforms, educational institutions, and social media groups related to e-learning.
* **Method:** Semi-structured interviews conducted remotely via video conferencing.
* **Duration:** Approximately 45 minutes per interview.
* **Data Analysis:** Thematic analysis of interview transcripts.

**Online Surveys:**

**1. Student Survey:**

* **Participants:** Students who have experience with e-learning platforms.
* **Recruitment:** The survey will be distributed through online channels, such as email lists, social media, and educational communities.
* **Method:** Structured questionnaire with multiple-choice and open-ended questions using Google Forms.
* **Duration:** Approximately 5 -10 minutes per participant.
* **Data Analysis:** Quantitative analysis of survey responses using Google Sheets.

**2. Teaching Staff Survey:**

* **Participants:** Educators and teaching staff who have experience with e-learning platforms.
* **Recruitment:** The survey will be distributed through educational institutions and professional networks.
* **Method:** Structured questionnaire with multiple-choice and open-ended questions using Google Forms.
* **Duration:** Approximately 5 -10 minutes per participant.
* **Data Analysis:** Quantitative analysis of survey responses using Google Sheets.

### Timeline:

* Participant recruitment: Week 1
* Interviews: Weeks 2-3
* Surveys distribution: Weeks 3-4
* Data analysis: Weeks 5-6
* Report and insights synthesis: Weeks 7-8

### Script

#### **Introduction**

Researcher: Good [morning/afternoon/evening], [Participant's Name]. Thank you very much for participating in this interview. My name is Abdelrhman Mohamed, and I am a researcher working on the development of a new e-learning platform. The purpose of this interview is to gather insights and understand your experiences, needs, and preferences regarding e-learning platforms. The information you provide will be instrumental in creating a user-centered platform that meets your requirements. Before we begin, I want to assure you that your responses will remain confidential, and the data will be anonymized for analysis purposes. Do you have any questions or concerns before we proceed?

Participant Consent Researcher: Additionally, I would like to record this session for note-taking purposes. The recording will only be accessible to the research team and will not be shared with anyone outside our team. Is it alright if I record this session?

#### **Warm-up Questions**

Researcher: Great! Now, let's start with some warm-up questions to get to know you better.

1. Can you tell me a little bit about yourself and your background related to e-learning platforms?
2. What motivated you to participate in this study and share your insights on e-learning platforms?

[Note: Add any additional warm-up questions that help build rapport and understanding of the participant's background and motivations.]

Main Interview Questions Researcher: Now, let's move on to the main questions about your experiences and preferences with e-learning platforms.

1. What are the main challenges or pain points you have encountered when using existing e-learning platforms?
2. Which features and tools do you find essential for an ideal e-learning platform? Why are they important to you?
3. How do you prefer to access and navigate through educational materials, such as recorded lectures and course resources? Are there any specific requirements or preferences you have?
4. What methods of communication and interaction do you find most effective and engaging within an e-learning platform?
5. How do you think an e-learning platform can support different learning styles and accommodate users with varying levels of technological proficiency?

[Note: Feel free to add additional questions based on the specific research goals and objectives.]

#### **Wrap-up**

Researcher: Thank you so much for sharing your experiences and insights. Your input is incredibly valuable and will greatly contribute to the development of the new e-learning platform. If you have any additional thoughts, ideas, or comments, please feel free to share them now.

Participant: [Participant's response]

Researcher: Excellent! Your feedback will be carefully analyzed and used to inform the design and development of the platform. Once again, I want to express my gratitude for your participation. If you have any further questions or would like to follow up on anything, please don't hesitate to reach out to me at 3bdelrhmanelsha3er@mail.com. Have a wonderful day!

Survey Introduction

Dear participant,  
  
Thank you for taking part in our project survey. We are currently working on a graduation project aimed at developing an innovative online educational platform for university students. Your feedback is crucial in shaping the design and features of the platform.  
  
Thank you for your time and valuable contribution. Your comments will make a difference in improving online education.

#### **Students Survey Questions**

1. Have you ever used any online learning platform during your university studies?
2. Please specify the platforms you have used ( you can select multiple platforms based on your personal usage ).
3. Among these platforms, please select the platform that you prefer to use primarily.
4. How frequently do you use the platform?
5. Do you prefer using the platform as a website on your computer or as a mobile app?
6. On a scale of 1 to 10, rate your overall experience with the platform?
7. Could you briefly explain the reason behind your rating choice?
8. What are the features/tools that you frequently use on the platform?
9. Are there any features/tools that you rarely or never use?
10. Have you encountered any issues or glitches with the platform?
11. On a scale of 1 to 5, rate the performance and speed of the platform.
12. On a scale of 1 to 5, rate the features/tools available on the platform.
13. On a scale of 1 to 5, rate the user interface of the platform.
14. What improvements or changes would you like to see in the platform?
15. What is the most important aspect for you when using an e-learning platform?
16. What are the aspects that you cannot tolerate in an e-learning platform?
17. Among the following factors, which aspect do you prefer us to prioritize more in the new platform?
18. What are the specific tools you would like to see in the new platform?
19. How do you imagine the ideal e-learning platform?

#### **Teaching Staff Survey Questions**

1. Have you used online learning platforms during your teaching tenure at the university?
2. Please specify the platforms you have used ( you can select multiple platforms based on your personal usage ).
3. Among these platforms, which educational platform do you consider your first / second preference?
4. Do you prefer using the platform as a website or as a mobile application?
5. Why did you choose it as your first / second preference?
6. What is the feature/tool you use the most on this platform?
7. What problems have you encountered while using this platform?
8. How did you handle these problems?
9. Rate your overall experience using the platform on a scale of 1 to 10.
10. Based on your experience, what features/tools must be available in any educational platform and cannot be compromised?
11. Based on your experience, what problems should not occur in any educational platform?

#### **Wrap-up**

Thank you so much for sharing your experiences and insights. Your input is incredibly valuable and will greatly contribute to the development of the new e-learning platform. If you have any additional thoughts, ideas, or comments, please feel free to share them now.