

Curriculum learners:

Their hopes and dreams

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Executive Summary

Since our product is at a very early stage, our team is interested in exploring opportunities in curriculum learning products. We interviewed 5 full time learners on their needs, pain points, and how they use digital products to learn more about their curriculum's subject.

Key Findings

Full time students have study sessions during night and they use their mobile apps to learn more about their curriculum's subjects.

There are few products which focuses on this but still dont provide structured content. We identified opportunities to build a product with a focus on structured content which will also focus on detailed analysis of the student and well structured notes.

What did we learn?

Our team wanted to explore full time students experiences with existing digital tools for studying their subjects. The goal was to determine what opportunities may exist for creating new curriculum-learning products.

Key Research Questions

- [Needs] What is essential for learning the curriculum?
- [Behaviors] How do learners currently study their subjects?

5 Participants

	Study Frequency	Digital products they use	Subject they are studying
Participants 1	2-3 Times a Week	Udacity, Udemy	Cyber
Participants 2	2-3 Times a Week	Coding Blocks, Udemy	C Programming
Participants 3	1 Times per day	Udemy	Electric Circuits
Participants 4	2-3 Times a Week	Coding Blocks, Udemy	Python
Participants 5	1 Times per day	Youtube	Anatomy

Key Finding 1

Learners use Digital tools to learn more about their subject

All participants study during the night and never review the topics even if they want to.

Participants study at night after they come home from their respective educational institute, study but never review whatever they have studied even if they want to due to carelessness.

"I would love to review what i have studied but i often fail due to carelessness"

- Participant 2

Recommendation 1

Our product should focus upon providing summary to the student once they decide to re-open the session, after the day.

Things to consider:

1. The review option should be enabled by the student.
2. Review must be done of lessons covered in a day.

All participants want notes related to the video, extra resources and questions for better understanding.

Participants often waste their time by noting down notes and watching the lectures all together. This also makes them less focused towards the video. Also, they often fail to find questions and extra resources related to the specific video for in depth knowledge.

"Links to extra sources would be really helpful"

-Participant 1

"Previous year questions or frequently asked questions should also be added"

-Participant 2

"I often have to pause the video to take notes"

-Participant 4

Recommendation 2

Our product should focus upon providing notes and quizzes under the video in order to encourage better understanding

Things to consider:

1. The notes should be the text spoken by the teacher on the video, and extra materials related to the topic must be provided.
2. Questions of previous year must be provided in order to make it easier for the students to feel confident.
3. Students must be encouraged to make their own notes.

4/5 participants require
detailed analysis of their
performance.

"I wish i knew where i lack"
-Participant 1

Participants often are not aware of their
weak points and often fail to understand
them.

Recommendation 3

Our product should focus upon providing in-depth analysis of the student performance in the assesment tests.

Things to consider:

1. Graphs shouldn't be compliacted ones.

Appendix

Data Collection and Analysis

