ASSESSMENT

Background: An online educational platform is seeking ways to improve user satisfaction and course completion rates. The platform offers a variety of courses, and some are more successful than others.

Task: The group is assigned the task of formulating questions to understand the factors influencing user satisfaction and course completion, identify successful course attributes, and propose strategies to enhance the overall performance of the platform.

**INTRODUCTION**

Ask - Understand the problem

It is always important to understand what even seems to be the problem or the question. Assuming or not understanding fully the problem will lead to wrong conclusions and will result in wrong actions. Identifying the problem is naturally also one of the hardest tasks. You should clearly understand why you are doing this analysis and what kind of problem you are solving. You define the problem by understanding the stakeholder’s expectations. Keeping the line of communication with stakeholders will help you stay on track. When describing the problem, consider the whole picture to make sure you get the situation right.

So, what would help to identify the problem? The following actions should help:

* State the problem. This will become your first cornerstone. If it should change over time, it is very natural. The more we know the wiser we are. All the problem statements should be Specific, Measurable, Action-Oriented, Relevant, and Timebound.
* Our statement of the problem is our focus. Everything else should be an afterthought and avoided.
* Try to see the bigger picture! Take a step back and see the whole situation in context. And context is crucial here. Different settings can give different meanings.
* Never set sail alone and make sure you fully understand the collaborators' expectations. This means, getting people involved, and getting their views and interests. Once that is there, make it also clear what they expect. Be open in all conversations and do not play telephone games, meaning try to communicate to everyone in the same manner and if possible, in the same conversation.

ASK - THE PROCESS

In the scenario that we are presented with, the problem we are seeking to unravel is to help an educational online platform improve user satisfaction and increase completion rates. We will assume the educational online platform as FRANKDEM. The problem therefore is TO HELP IMPROVE USER SATISFACTION AND INCREASE COMPLETION RATES AT FRANKDEM.

Some of the questions that we will seek to answer include:

1. How long has FRANKDEM been in business?

This question seeks to know how long FRANKDEM has been in business and its success rates since its inception. This will help us understand the root cause of the problem and when it started, and hence give us knowledge on where to gather the data from.

1. Which group of people purchase their online platform?

This question will also help us to know the caliber of people who access their online platforms. For instance, are they students, are they literate thus can they read and write, and what's their computer literacy level because it is an online platform?

1. How many programs are they running?

So, this addresses the number of programs that are being run at FRANKDEM. It will also address or help us to know the successful programs and the ones that are nonperforming.

1. What's the duration of each program?

Again, the duration of the program will play a vital role here in the sense that people nowadays do not have time and might not be available all the time for online sessions. Is it a 6-month program, 1 year, 2 years, etc.?

1. Which program is highly subscribed to at FRANKDEM?

After considering the number of programs, we should be able to identify which programs their clients subscribe to most of the time.

1. Why do they have so many people subscribing to a particular program?

Further, we need to understand why clients subscribe to a particular program more than the others. For instance, is it cost-related, what's the perception out there about the program, is it considered more important than the others, and is it sought after by employers?

1. Which programs are nonperforming?

At this point, we need to establish the particular programs that are not being subscribed to.

1. Why are these programs nonperforming?

After establishing the nonperforming program, then we find out why they are not working. We can compare the response rate when the program started and now in gathering data.

1. What's the location for people who subscribe to their programs?

This question seeks to find out if clients have challenges with the network where they find themselves because it is an online program. Moreover, the network strength differs from location to location, and this will inform us on what to do going forward.

1. Do their clients provide feedback after every program?

This question seeks to know if FRANKDEM has instituted a policy to gather feedback from their clients and how it is being treated.

1. Who are the facilitators for the programs?

The question seeks to understand who the facilitators are, their various qualifications, and experiences and to understand if there should be some kind of workshop for all of them.

1. What kind of materials are being used by the facilitators?

Materials here include the learning materials available online and whether they are readily accessible to the clients online or offline. Again, is it user-friendly and easy to understand and navigate around it?

1. Are the facilitators happy with their benefits?

This question will seek to know the reward structure of FRANKDEM, also whether it is fair to all facilitators or it is dependent on certain parameters like your qualifications, experience, the number of clients that attend your program as a facilitator, and others.

1. Are the facilitators resourced well to do their work?

This question seeks to know if the facilitators are well equipped to teach their clients to their understanding and if there is a need for knowledge upgrades for all the facilitators. It will find out whether they need monthly, quarterly, or even annual orientation programs put in place for the facilitators.

1. When was the last time the platform was updated?

This question seeks to know what the online platform is like and how frequently it gets updated to inculcate new features that are user-friendly and easy to understand.

1. Are the clients comfortable using the platform?

This one seeks to understand if clients are comfortable maneuvering their way around the online platform with little or no supervision. Does the platform have guidelines popping up to guide clients when they are learning on their own?