

Platform for Online learning

Online Learning Platform Customer Journey Map



Jack

Scenario:

Jack is a college student who decided to use his free time to learn new knowledge and skills during the winter vacation to improve his competitiveness. He has a certain level of English proficiency and is interested in computer science and data analysis, hoping to find relevant courses through online learning platforms.

Expectations:

Jack hopes to find some interesting and practical online courses during the winter vacation to help him improve his professional capabilities and solve practical problems. He expects that the courses will be rich in content and the teaching methods will be lively and interesting, allowing him to easily understand and absorb knowledge. Jack also hopes to meet like-minded students during the learning process, share learning experiences and exchange ideas, and improve learning efficiency and enthusiasm.

Find suitable learning resources

Action

- Browse online learning platforms such as Coursera, Udemy, etc.
- Use the search function to find a course or topic of interest.
- Read the course descriptions and reviews to determine the learning resources that are right for you.

Being able to find a program that



Find the process of selecting

Study course content

Action

- Select and subscribe to the courses of interest.
- Watch course videos, read relevant materials or participate in discussions online.
- Submit assignments or complete quizzes to test learning.

Curious about the quality of different



Encountering difficult to understand

Participate in the community and interact

Action

- Join a course discussion group or forum to interact with other students and instructors.
- Participate in online events such as webinars, study groups, etc.
- Provide feedback and suggestions to improve course quality and user experience.



Supported and encouraged by the



Successfully completed the course

End of course and feedback

Action

- Complete course content and take a final exam or project.
- Submit course evaluations and feedback, and share learning experiences and suggestions.
- Earn a certificate of completion or credit and share the achievement on social media.

Opportunities:

Provide personalized course recommendations based on users' interests and learning history.

Improve search functionality to allow users to find courses that match their needs faster.

Increase the credibility and relevance of user reviews to help other users make better choices.

Metrics:

User search frequency and search result click-through rate.

The number of user views and reviews of the course.

Course completion and assignment submission rates.