



Educational Content Findings Highlights- 2014

Nina Church

Research Done

For each step I used the design process to empathize with individuals interested in startups/entrepreneurship, ideated, prototyped and tested various ways of appealing to the target group.

Video Clips

explored the best video breakdown format for lecture videos

Lecture Site

explored the wording and formatting design for each lecture video

Newsletter

experimented with a consistent newsletter format to build the user base

Future Strategy

explored ways Alchemist could expand its educational reach in the future

Recommendations

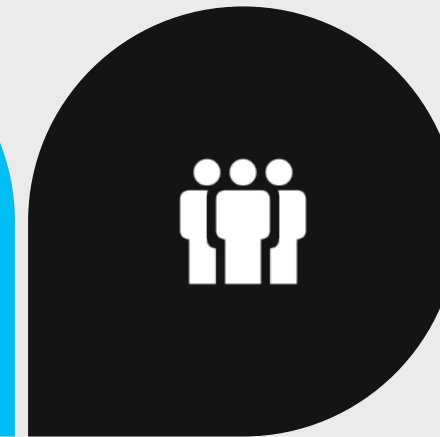
For each of the following observations, I provided Alchemist with a set of recommendations and implementation strategies, pros and cons for each one. For confidentiality reasons, I have not included those recommendations.

Video Clips

what I found people wanted during empathy interviews & observation

Short

Users want to consume short videos with high applicability. The Alchemist lecture series, with an average hour length video, was considered far too long.

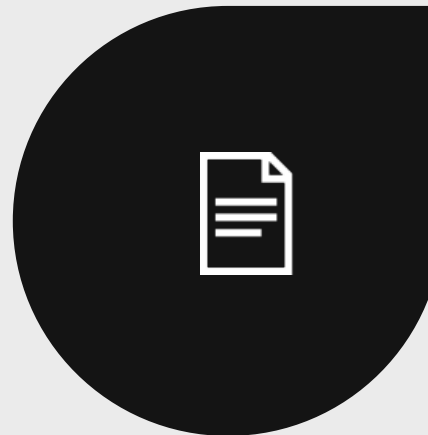


Sharable

Users wanted to be able to share powerful clips on social media. In a mini experiment where people were asked to share a lecture on Facebook, within 24 hours of asked posting time the video views had gone from 25 to 40 views – a 60% increase in views

Highlighting

Viewers want the best clip from the larger speech. They want something that highlights key points.



Teasing

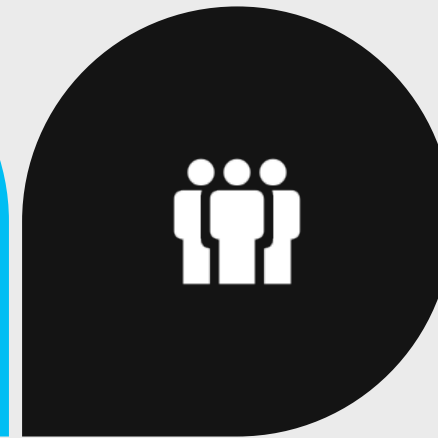
While they want a/all key points highlighted, viewers were drawn to watch some of the longer video when clips left off at a bit of cliff-hangers.

Lecture Site Layout

what I found people wanted during empathy interviews & observation

Informative

Users want to see all the information they would need right there on the site: speaker's bio, an abstract of the lecture, and key takeaways.



Objective-oriented

Users have different objectives when watching lectures, and they want to know which videos are worth their time and which aren't.

Simple

Easy site navigation is key.



Options

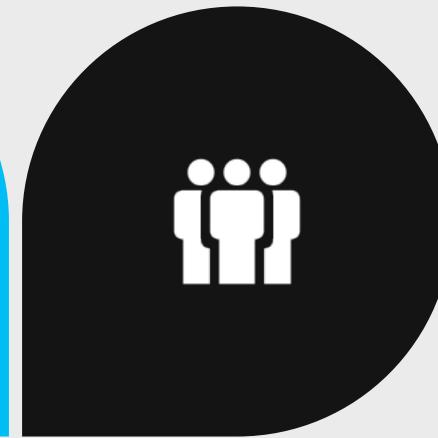
Users want to be able to listen to the lecture as a podcast or have the transcript.

Newsletter

what I found people wanted during empathy interviews & observation

Informative

Users want a newsletter that's both informative and different than their other newsletters.



Timely

They don't want something too frequent. It should also come at the time of the week and day when they're most likely to read it.

Easy

They want something that's easy and fun to read- something they look forward to engaging with.



Differentiator

They will view brands who do something unique with their newsletter as cooler.

Facebook Experiment

13 people from various networks with varying levels of interest in entrepreneurship were asked to post the same lecture from Alchemist's lecture content. Within 24 hours, I measured the video's increase in views (independent of those 13 individuals). A more in depth experiment analysis is on the next page, but some key findings are to the right.

- 60% view increase in 24hrs
- ONLY 3/13 posted within the 24hrs (so the 60%+ is from 3 people's posts)
- 9/10 who didn't post just didn't see the message in time, but would have posted

Experiment Objective:

Discover if Alchemist auto posting lecture views to Facebook will increase virality/publicity

Part of larger pursuit to see if a more interactive lecture interface coupled with auto Facebook posts will increase vitality overall

If within the 24 hour period every there are 2 views for every one person who posts, it will be considered a success

Terms set because 2 views for every 1 post will mean the mechanism produces twice the amount of views than if it were not to exist (1 view for person posting, 1 for someone seeing it in their feed)

Conditions:

Send out Ryan Ferrrier Video

Current views as of 1/14 at 11pm: 25

Email list (name and various networks):

Dana Ritchie - Stanford PD, from LA

Chris Barber - Stanford CS, from Australia

Josh Church - Miami of Ohio, from San Diego

Alaciel Torres - Notre Dame, form San Diego

Caroline Beckman - Suja Juice, from San Fernando

Aaron Perez - High School, San Diego Jewish Academy

Abbie Stone - Bucknell University, from Connecticut

James Webb - Stanford, from Newport Beach

Cameron Waller - High School, Vancouver Canada

Chanel Assayag - University, Montreal Canada

Virginia Hazel - North Virginia

P.J. Leimburger - NeoReach, from Florida

Rob Church - Uof Florida, from Florida

Results:

Within 24 hours of asked posting time the video views had gone from 25 to 40 views - a 60% increase in views

Only three out of the 13 people approached actually received the message in time to post.

Initial metrics were two views for every one post - an increase of 6 views would have met this metric. Here if all views came from experiment traffic than this was far exceeded.

More research was done in follow up to those who did not post, and it was determined that of the ten that did not post, nine did not see the message or were not at their computers to post it during the experiment time frame and only 1 decidedly did not post because "[he] never posts on Facebook and felt weird making the first post in a long time something that he did not know."

Current video views are at 42, and if you subtract my site view and potentially one on the Alchemist end the results remain controlled.

Analysis:

Facebook video posts are an easy and effective way to drive traffic to Alchemist's videos. Even with very few posts, the views were largely increased. If a post were automatically made every time a video were viewed on the site, it would negate the only problem that occurred in the test which was user's neglect to post.



Newsletter Experiment

You can see the campaign summary of a newsletter test experiment sent out to Alchemist founders mailing list in the Alchemist MailChimp (and the accompanying template). However some other relevant statistics about the newsletter's success are on the right.

- 83.3% open rate
- 66.7% click through rate
- 118 opens
- 80% clicks per unique opens

MailChimp template preview:

https://us8.admin.mailchimp.com/templates/share?id=29588603_db8b97a94696f1803753_us8

MailChimp summary Report:

<https://us8.admin.mailchimp.com/reports/summary?id=487537>

