

# Creating the Customer Archetype for English e-Learning in India



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## Focusing Question:

What are the contributing factors for people to pay for online learning in India?

## Abstract:

The goal for any startup is to increase its volume of customers in order to increase profit. The startup EnglishLeap, an English education platform geared towards Indians, wanted to convert customer's interest in learning English into paying for the product. In order to determine how to convert the users to customers, we electronically distributed two surveys with questions about demographics, preferred form of offline content, and areas of focus within English (listening comprehension, reading, speaking, and writing). We categorized customers into three groups: those not willing to pay for online learning, those willing to pay, and those who were already paying customers. The archetype of those customers who were willing to pay and already paying was a working male between the ages of 25-44 whose main motivation to learn English was for career growth. The main area of English that customers wanted to improve was speaking fluency, so EnglishLeap created online classes to target them. We found that for all three groups, an eBook was the preferred form of offline content whereas those who were not already paying were also interested in improving their grammar. EnglishLeap then created a Grammar eBook to act as an incentive to start paying for the product.

## Background and Rationale:

- The importance of English fluency in India grows rapidly through use in professional fields, global connectivity, and as a means of distinguishing oneself socially.
- Despite the ability of most Indians to understand the English alphabet, literacy rates are quite low in a country in which English fluency is highly valued.
- The Internet is changing the education landscape, providing options that allow users to work and learn simultaneously. With the growing mobile market, India has explosive growth in Internet users.
- EnglishLeap has come up with a web platform targeted at Indians that teaches all components of the language: verbal, written, reading, and listening comprehension.
- While the interest is there, the company struggles converting that interest into payment for the product. This investigation aims to create a customer archetype to focus on as well as find other solutions that could draw more users.

## Methods:

To analyze the customer base, two surveys with demographic and customer satisfaction questions were distributed to paying customers and non-paying registered users. The data was analyzed and compared between the following three segments: already paying, willing to pay, and not willing to pay.

## Conclusion:

- The segment that a company would want to cater to is those who are already paying and those who are willing to pay. Based on the aforementioned trends, the target customers would be males between the ages of 25-44 in the workforce looking to improve their English for Career Growth.
- Given that the majority of students are not willing to pay coupled with the fact that those who are looking to improve their English for exams shows that they are not a viable customer segment to market to. As a result, EnglishLeap is looking to partner with companies to give their product to the employees to help them grow in their field.
- Because those who were not already paying were highly interested in Grammar, EnglishLeap decided to offer additional content that was focused on Grammar. Since an eBook/Downloadable PDF was the most preferred form of offline content, they soon created and released a Grammar eBook with the hopes of adding an incentive to pay.
- Finally, within all three segments the main area of English that customers wanted to improve was Speaking Fluency so EnglishLeap created online classes to target those customers. The hope of EnglishLeap is that the new partnerships and additional content will expand their customer base.

Age Distribution

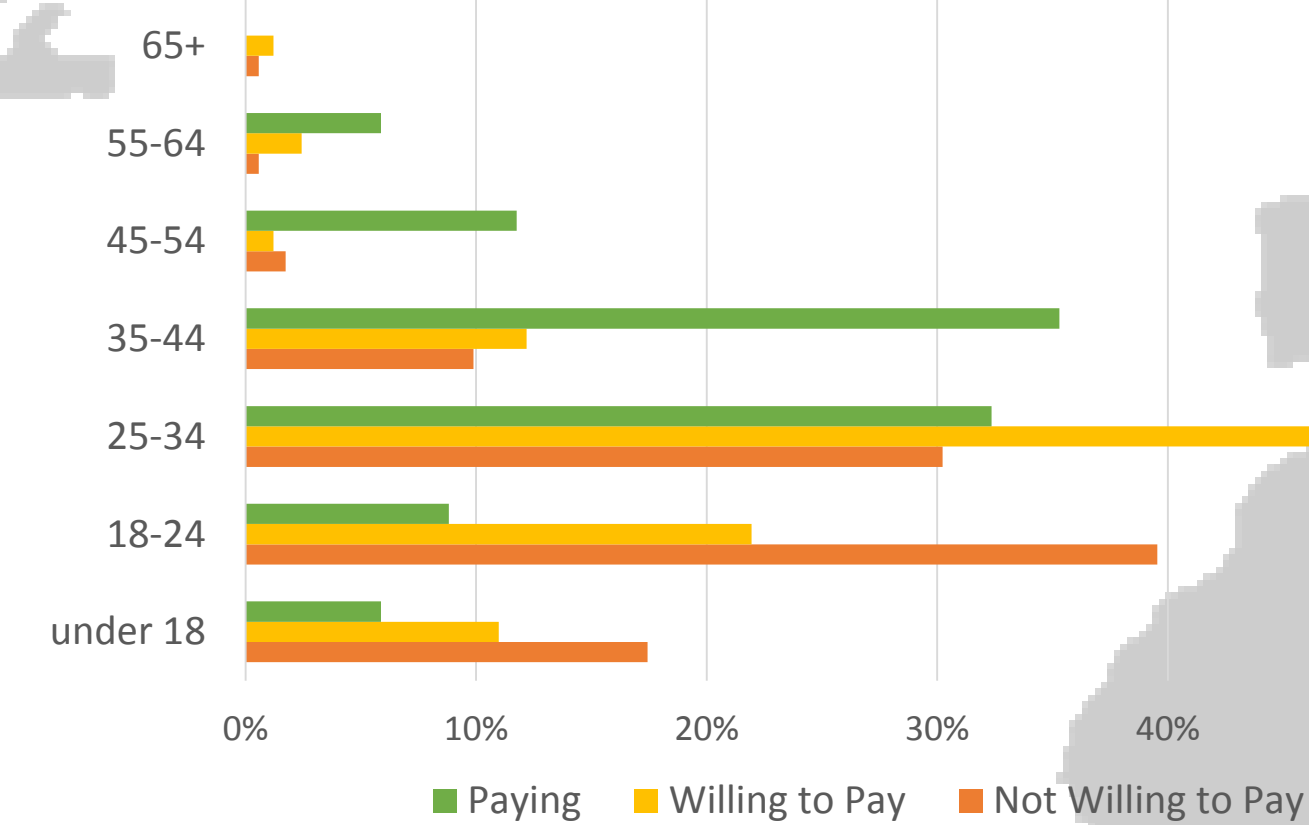


Figure 1. Graph showing the percentage of people within each segment in the given age divisions.

Profession Distribution

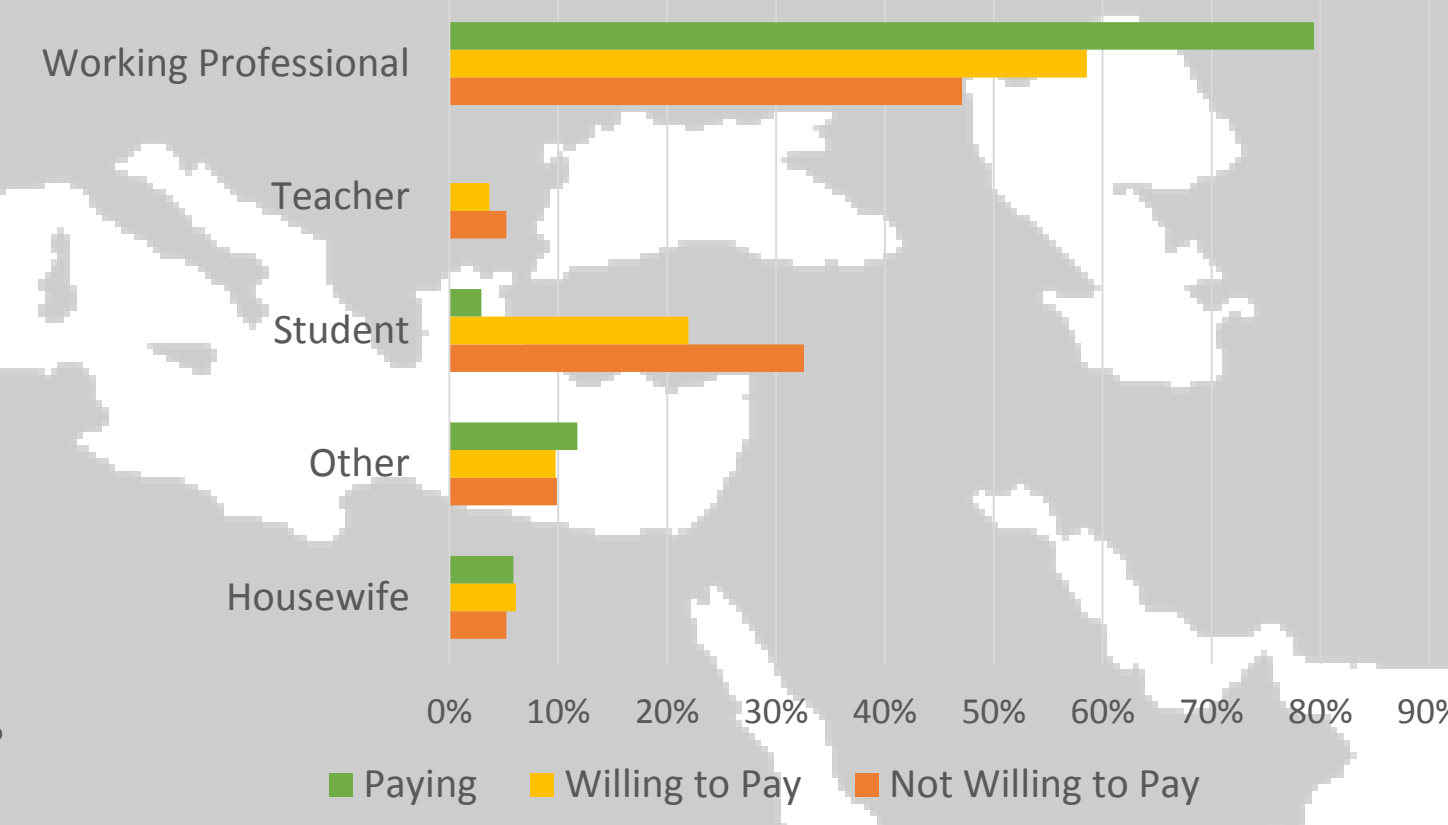


Figure 2. Graph showing the percentage of people within each segment in who are in the given professions.

Motivation

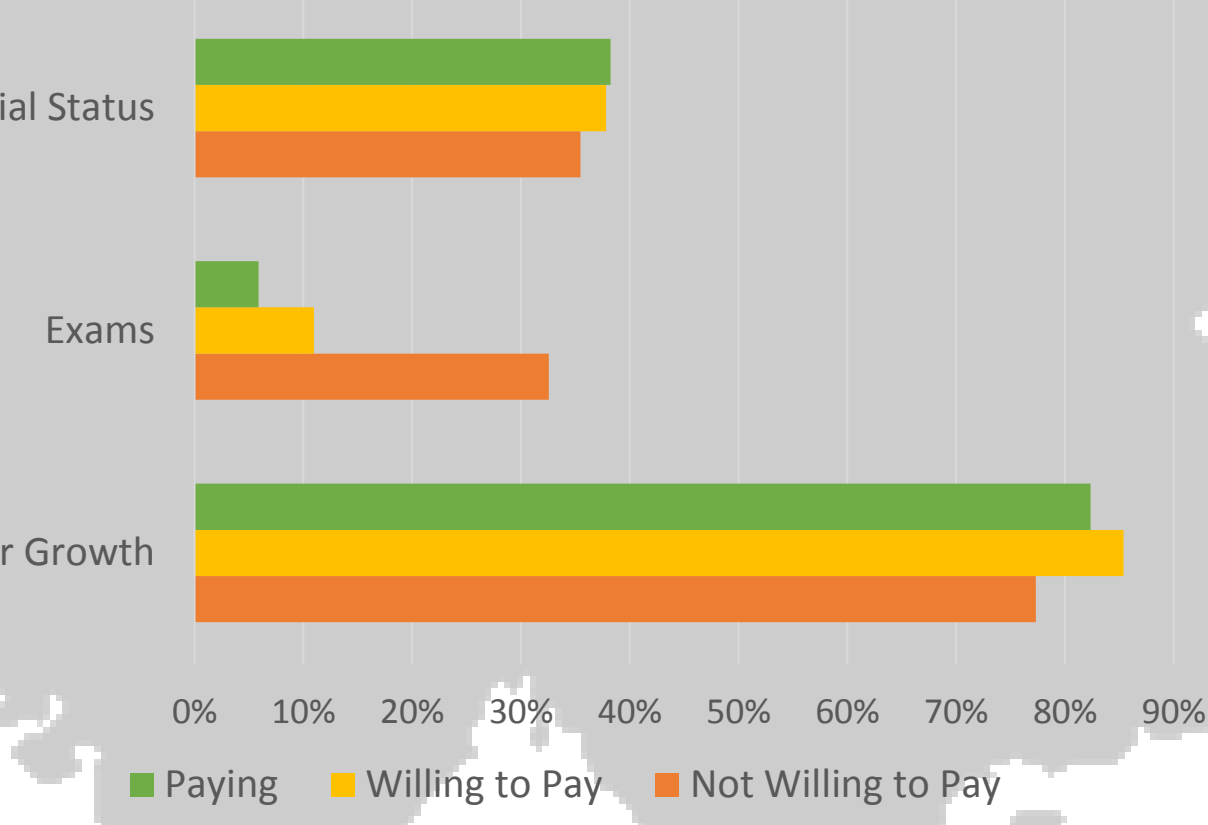


Figure 3. Graph showing the percentage of people within each segment in who are motivated by the given factors to learn English.

Offline Content

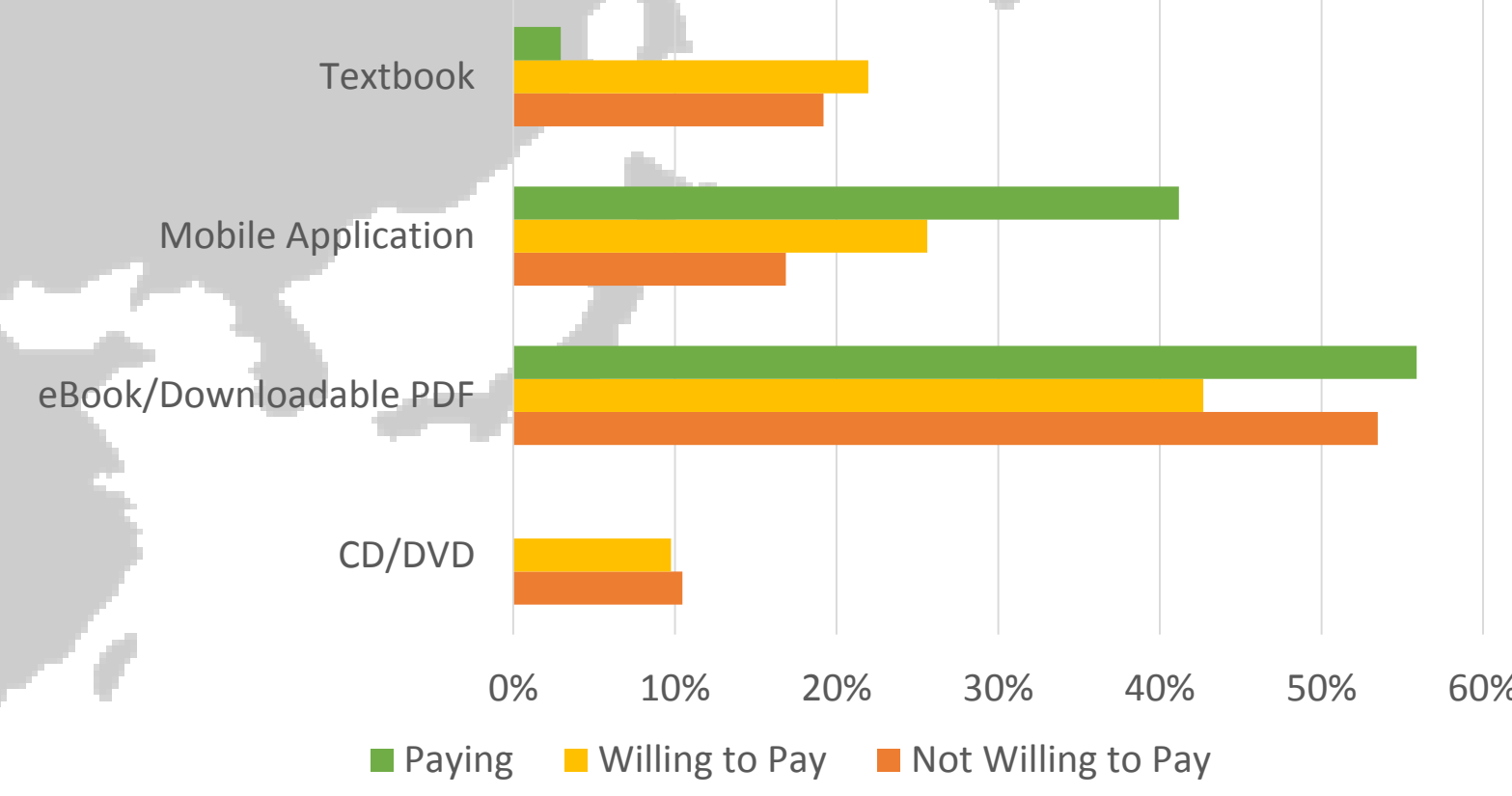


Figure 4. Graph showing the percentage of people within each segment who prefer the given types of offline content to supplement their English education.

Gender Distribution

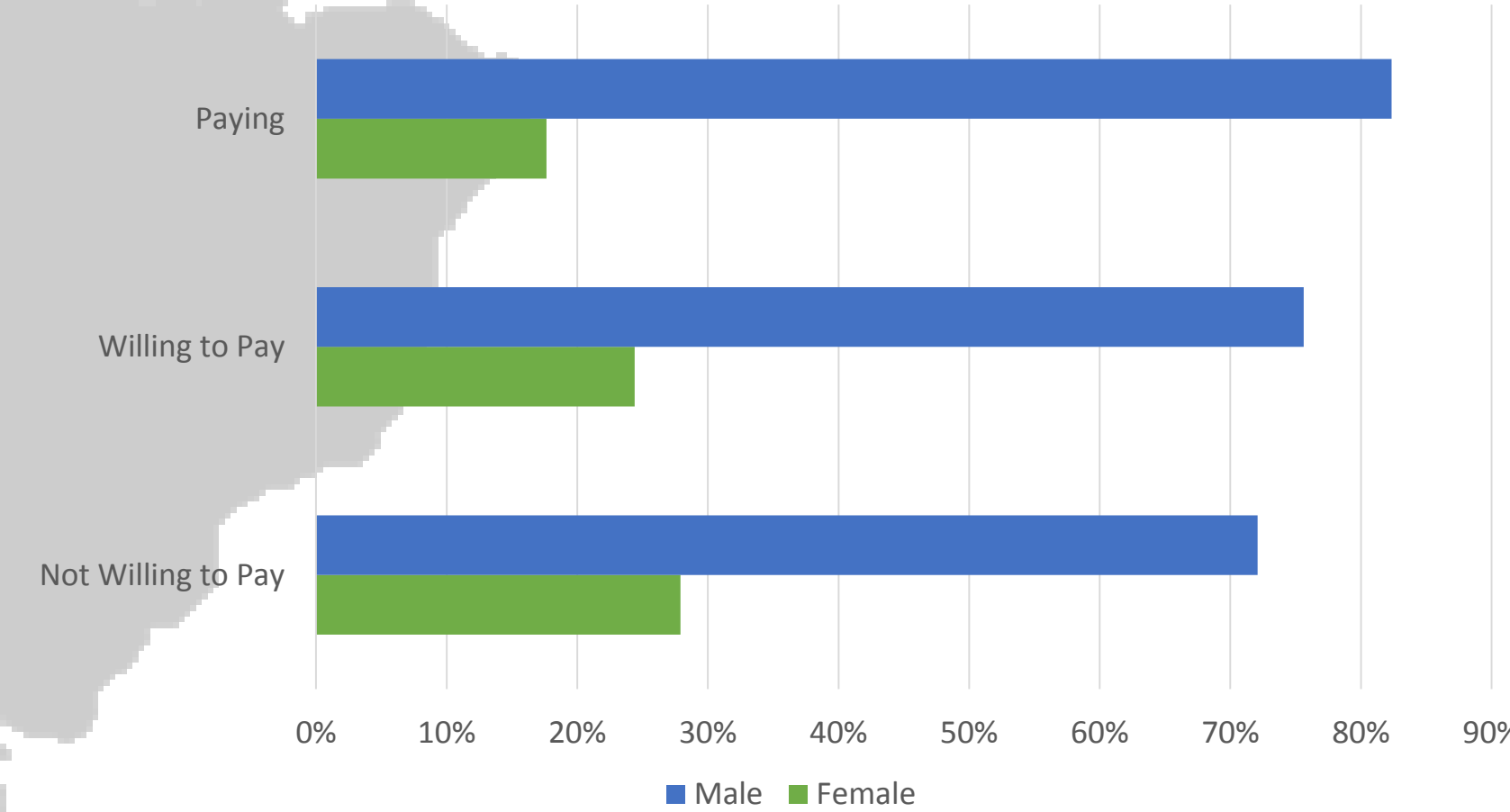


Figure 8. Graph showing the percentage of people of each gender within each segment.

Area of Focus: Not Willing to Pay

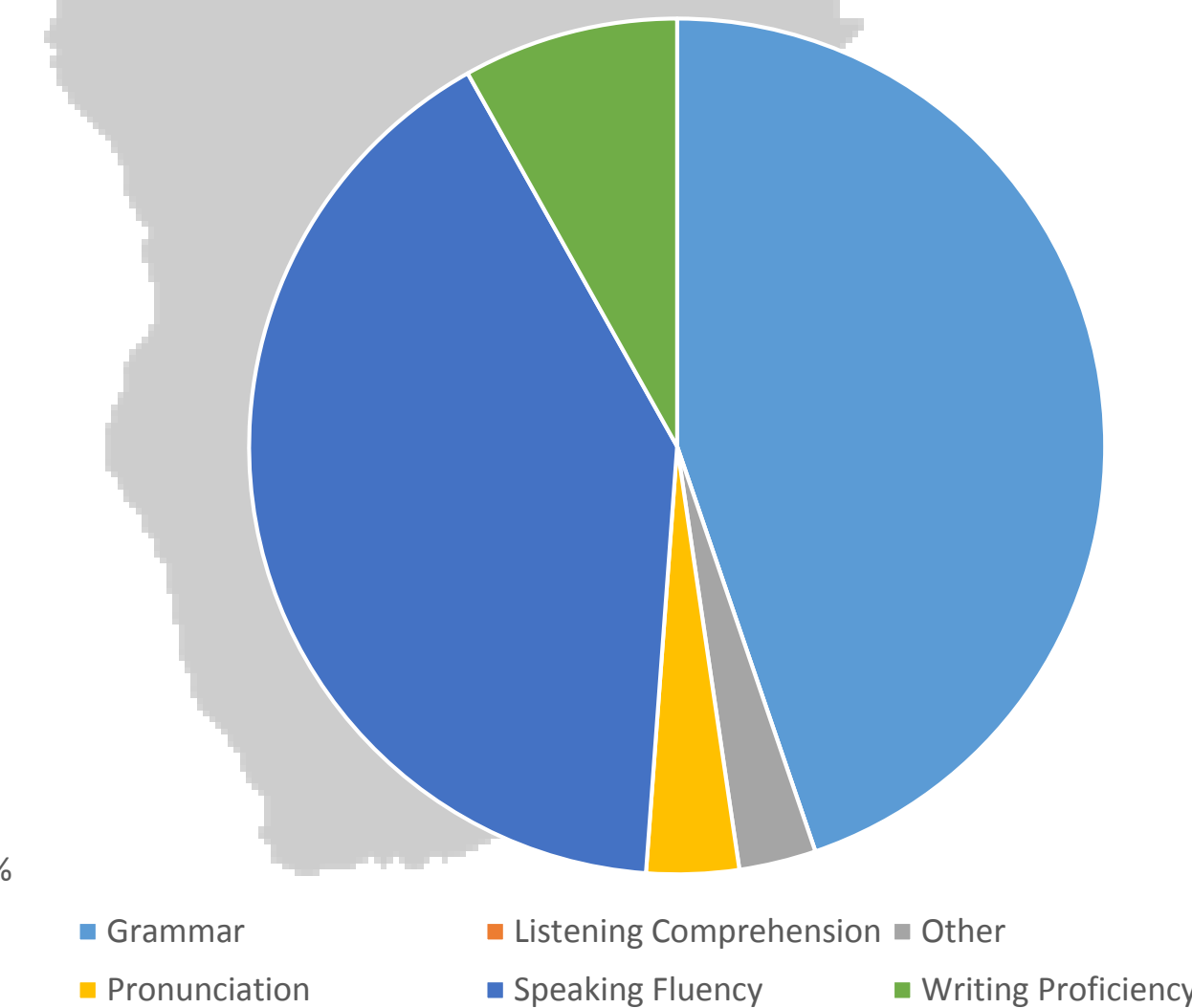


Figure 5. Pie chart showing the areas of English that customers who aren't willing to pay would like to improve.

Area of Focus: Willing to Pay

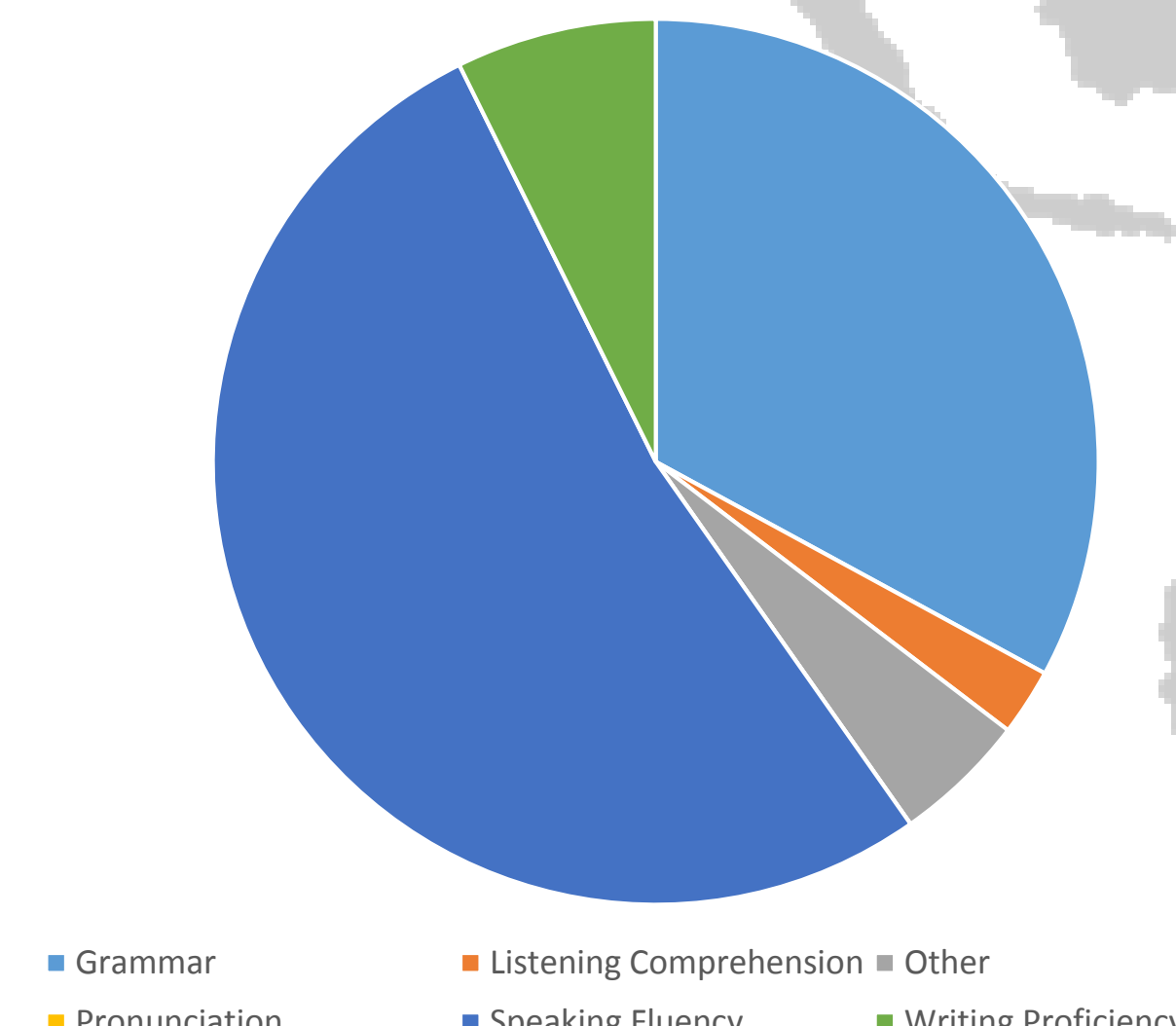


Figure 6. Pie chart showing the areas of English that customers who are willing to pay would like to improve.

Area of Focus: Paying

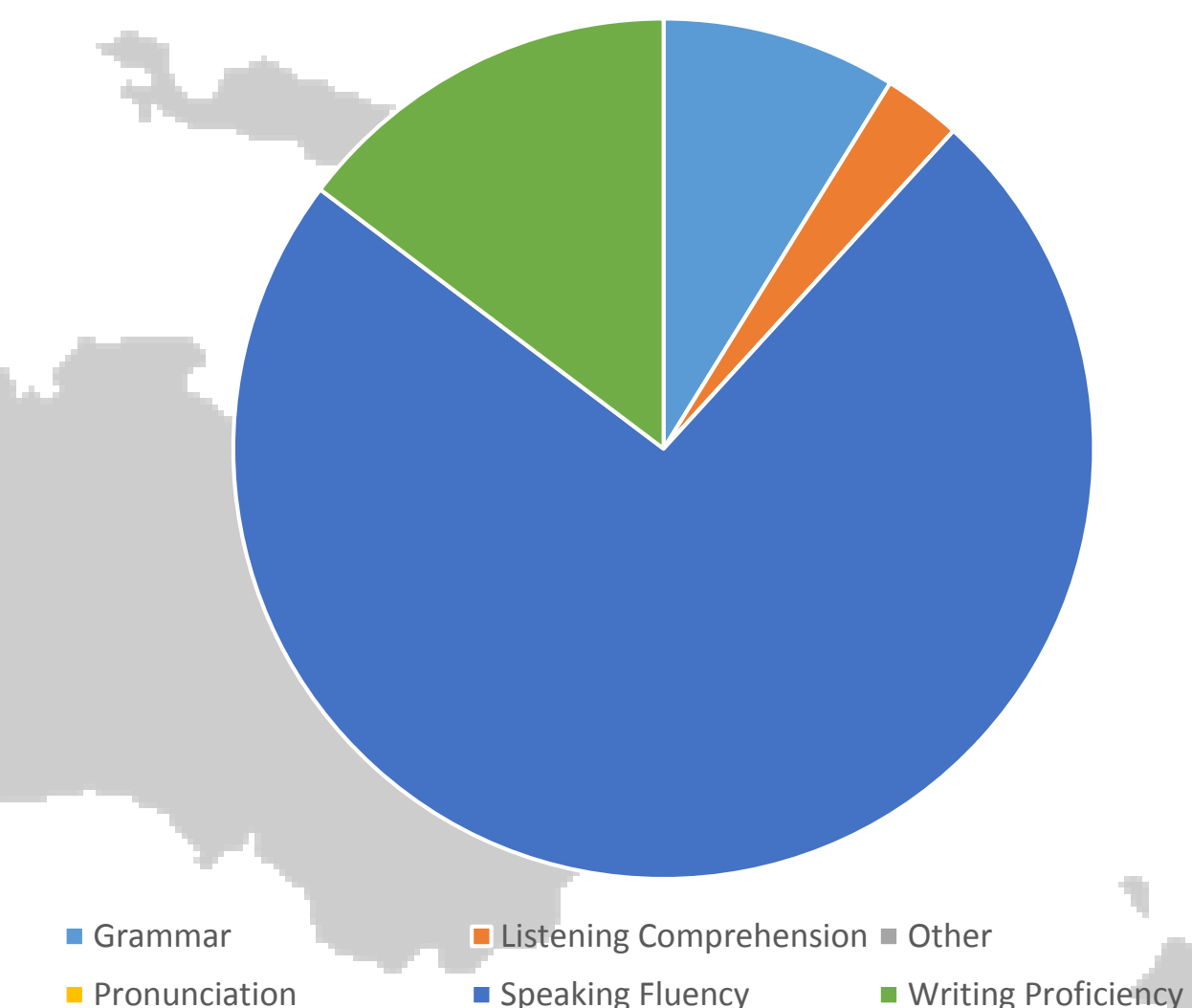


Figure 7. Pie chart showing the areas of English that customers who are already paying would like to improve.

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