Deliverable 3 – AI-Assisted Market Research Report

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User Group Profiles

Primary User Group – College Professors (Large Lectures)
Demographics: Typically 30–65 years old; many teach 100+ student classes in universities. Often tenured or adjunct faculty balancing teaching, research, and service responsibilities.
Pain Points:
• Inability to gauge student comprehension in real-time
• Limited class time to address questions during or after lectures
• Difficulty engaging quieter students who avoid speaking up
• Reliance on end-of-class feedback, which may come too late
Habits: Most deliver content through slides and spoken lectures; some experiment with polls or clickers but often find them cumbersome to set up.

Secondary User Group – Students in Large Lectures
Demographics: Primarily 18–24 years old, undergraduate students in large universities.
Pain Points:
• Fear of embarrassment or asking "dumb" questions in front of peers
• Lectures move too quickly, leaving gaps in understanding
• Lack of personalized feedback until exams
Habits: Frequently multitask with laptops/phones during lectures; familiar with tools like Kahoot or Google Forms but often use them outside of class settings.

Market Size & Opportunity

• The global eLearning market is projected to reach $400 billion by 2026, reflecting increasing reliance on digital tools in higher education (MarkNtel Advisors, 2024) https://www.marknteladvisors.com/research-library/e-learning-market.html?utm_source=chatgpt.com.
• The education app market generated $5.93 billion in revenue in 2023, with consistent year-over-year growth (Business of Apps, 2023) https://www.businessofapps.com/data/education-app-market/?utm_source=chatgpt.com.
• Many STEM faculty report that large class sizes and traditional lecture hall layouts are significant barriers to implementing active teaching methods, limiting their ability to engage students interactively (Inside Higher Ed, 2018) https://www.insidehighered.com/news/2018/04/02/study-finds-lecture-remains-dominant-form-teaching-stem?utm_source=chatgpt.com.
Opportunity: There is significant demand for lecture-enhancement tools that don't add heavy preparation time. A solution focusing on real-time comprehension feedback and adaptive lecture pacing can directly address professors' pain points while improving student outcomes.

Graph 1: Global eLearning Market Growth (2020–2026)

Global eLearning Market Growth (2020–2026)
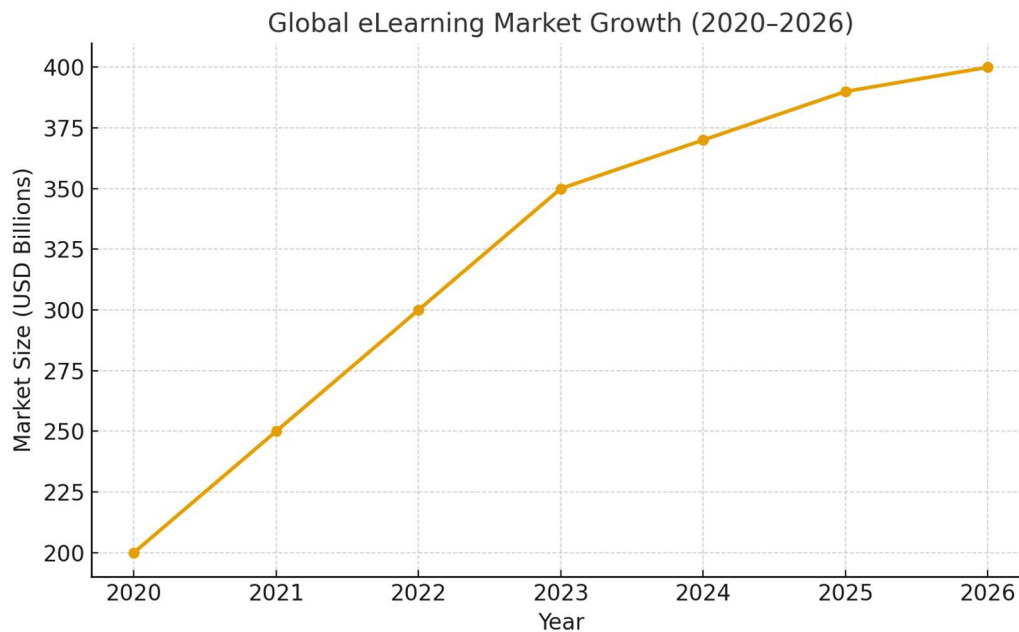
Competitor Analysis

Competitor 1 – Poll Everywhere
Features: Live polls, quizzes, open-ended responses, and word clouds. Widely used in higher education and conferences.
Gaps: Requires advance setup of questions; integration can be clunky; less focused on continuous comprehension tracking.
Reviews: Appreciated for flexibility, but some users find setup time-consuming.

Competitor 2 – Nearpod
Features: Interactive lesson slides, embedded polls/quizzes, real-time feedback. Integrates with Google Slides and LMS platforms.
Gaps: Preparation-intensive; designed more for K–12 classrooms, less seamless for large university lectures.
Reviews: Highly praised for interactivity, but some professors report "tool fatigue" due to high prep demands.

Competitor 3 – Top Hat
Features: Designed specifically for higher education; includes quizzes, polls, attendance tracking, and homework integration.
Gaps: Requires student subscriptions in many cases, creating equity concerns; some learning curve for instructors.
Reviews: Valued for comprehensive features, but students complain about extra costs.

Unique Value Proposition (UVP)

• Adaptive lecture pacing: Instead of just polls, the app provides professors with real-time "confusion signals" from students, helping adjust the lecture speed dynamically.
• Anonymous student input: Students can mark moments of confusion without fear of judgment.
• Low-prep integration: Unlike competitors requiring advance setup, this solution works "out of the box" — professors activate it and students join with a code.
• Equity-focused design: Free for students, avoiding financial barriers (unlike Top Hat).

This positions the app as a lightweight, equity-focused alternative to existing lecture engagement tools.

Generative AI Use

• Tools Used: ChatGPT (OpenAI), Perplexity.ai
• Prompts Used:
  - "You are a market researcher. Perform market research for a lecture engagement app where students can anonymously signal confusion and professors can adjust pacing in real time."
  - "Provide credible data on eLearning and edtech market size and growth."
  - "Analyze competitors (Poll Everywhere, Nearpod, Top Hat) for strengths, gaps, and reviews."
• Verification:
  - AI outputs were checked against Business of Apps (2023), Inside Higher Ed faculty surveys, and competitor websites.
  - Sources were included in citations where possible.
Additionally, I had ChatGPT build this document based off of Carson's Deliverable 2 and include sources for data. I also verified the sources and looked for the information ChatGPT was providing. I found that the first bullet was speculation for 2026 based off the report that utilizes a 2023-2028 projection, not 2026 specifically. This bullet was also crossed with another source to reinforce the claims being made
https://www.devlinpeck.com/content/elearning-market-size?utm_source=chatgpt.com.