# Needfinding (Learning Studio)

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# Meet the Team
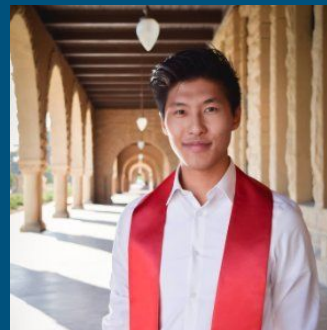


Matthew Chen
MSCS '17
Hometown : New York



Jiawen Guo (Kat)
MA CEAS '17
Hometown :
Xiamen, China



Tyler Berbert
BS SymSys '17
Hometown : Walnut
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Andrew Han

# Target Group

Jimmy, Lawyer

Debbie, Doctor

Roger, Software Engineer

Joel, Designer

Aileen, Teacher

Post-college Professionals
(Learning Needs)

Hypothesis : There is an unmet
need for continual learning in
fast changing fields

# Key Questions

How quickly is your field moving? How do you keep up?

How does the pace of change in your field make you feel?

What would like to know that you do not know now? Why not learn it?

# Interview Results

# Roger - Front-end Engineer

"Don't want my ability to go into a new field that I might be interested in to be **limited by my lack of fundamental skills** in those area."

"having classmates = mutual in person learning experience, **don't feel as bad about asking dumb fundamental questions**. self-studying = self justifying understanding, leaning more heavily on piazza"

# Aileen - Elementary School Teacher



"A major obstacle to teaching -- In class, kids often get distracted by things happening in their lives and cannot focus on learning."

" **The field is changing every year** with new teaching standards, methods. Old teachers find it harder to keep up."

# Joel - Designer



"**You don't want to follow the puck**, you want to be where the puck is going to be"

"It's good to know a formal or abstract way of doing things, but it might not work in reality for your company"

# Jimmy - Lawyer



"**The field has changed significantly** in the past 10 years"

"Most lawyers **lack the business knowledge** to give strategic legal advice"

"I don't use the new legal resources because learning trade off relative to the marginal benefit"

# Analysis

# Inferences

Learning individually and in groups are both important; creates a feedback loop; you hear about new things, implement them yourself, show off your results, etc.

Professionals have well established pipelines for getting new information in their field of work

Learning does not slow down after college

# Questions

What is the best combination of individual and group learning?

How can brand-new industry trends and practices best be taught to a wider audience?

Where is the right entry point to learn about a new unfamiliar field?

Can this be built into an online or mobile platform?

# Empathy Map

## Say

"Rate of learning has not decreased, it has increased actually"

"Learn better with classmates"

"There are two or three resource that I use to keep up to date"

"Style of learning since leaving school involves hands-on work rather than abstract or theory-based study"

## Do

Keep up to date with new material through forums, papers, conferences, etc.

Ad-hoc learning for new web frameworks

Study new industry trends and tools by looking at new products and what the younger generation is doing

## Think

Already inundated with information

Don't want to be too specialized

Want to be up to date and relevant in current times

Web development is still trying to figure out appropriate philosophies

Learning individually and in groups are both important

## Feel

Exhausted by work

**Frustrated** with patients

Frustrated with kids

**Fear** of being pigeonholed

Lost in uncertainty

Fear of losing jobs

Powerless

**Anxious** about keeping up

# Needs and Insights

Knowing what to learn is difficult. How do I learn only the useful things?

Get information from others without signaling a lack of information

# It would be game changing if we could…

Create a platform for people to learn professional skills in a social environment

Create an easier way to help people understand how the latest developments apply to their job

Create a safe environment to ask questions