

# MySuccess E-learning App

## Study 2 : Semi-Structured Interview

### Background:

Digital learning has become the need for the hour, more so in COVID situation. Our market research shows that the online education market in India was valued at INR 39 billion in 2018 and is expected to reach INR 360.3 billion by 2024, expanding at a CAGR of ~43.85% during the 2019-2024 period. Ease of learning, flexibility, and a wide range of study materials have influenced the overall growth of the industry.

Our team is interested in creating a digital product (digital app) for aspirants of UPSC Civil Services Exams, India, already signed up with our client (RR Campus UPSC Coaching Institute) who runs an offline coaching class. Our product being in a very early stage, we are interested in exploring e-learning avenues for competitive exams preparations.

### Research Goal

Our team wants to learn about how UPSC aspirants use digital tools to access online class, solve their doubts and download class materials. What goals they try to achieve when using these tools. We want to determine what opportunities and needs might exist for an e-learning app, so that we can use these findings to help us shape the direction we take in developing our product.

### Research Questions

[Needs]

1. Why students need an app to cater to their learning?
2. What are their primary expectations from the app?
3. What are their current pain points?

[Behaviours]

1. How do they currently study in absence of a dedicated app for coaching institute?
2. Why don't they keep continuing with the existing digital facilities provided?
3. How do they interact with other e-learning platforms, if they are using it?

## Method

- 30-minute in-person or video semi-structured interview to gather in-depth qualitative data
- The researcher will use the interview script as a guide and ask follow-up questions based on answers from the users

## Recruiting

- 4 participants
- The sample will consist of students (enrolled/wanting to enroll) in our client's coaching institute.
- To recruit participants, we will send Emails to the registered students & WhatsApp messages in the study group forum of the institute.

## Screening Questions

1. Are you currently enrolled with RR Campus institute?
  - a. No, I am just here for some fun (screened out)
  - b. Yes, I am currently a student with RR Campus
  - c. No, but I am planning to join RR Campus
  - d. No, but I want to enroll in some coaching institute.
2. When was the most recent time you have used such digital products for e-learning?
  - a. Within a week
  - b. Within a month
  - c. Over a month ago (screened out)
3. Have you watched our YouTube videos on our channel?
  - a. Yes, I am a regular follower
  - b. No, Not interested in watching videos on UPSC exam preparations (screened out)
  - c. No, but I will watch it now.
  - d. Yes, but very few videos

## Timeline

Design proposal: Feb 11-12, 2019

Recruiting: Feb 13-14, 2019

Sessions: Feb15-16, 2019

Readout: Feb17-18, 2019

## Script

Notes: [italicized brackets] are used to document what we wish to learn from each question.

### Introduction

My name is Saumya. Thank you very much for participating in this study.

I am currently working on a project related to an e-learning app design for RR Campus coaching institute for UPSC Civil Services exam. I would love to learn more about your experience with e-learning products & its need if any.

This interview will take about 30 minutes. If you want to leave the session or take a break at any point, please let me know.

Do you have any questions before we start?

Do you mind if I record this session for note-taking purposes?

The recording won't be shared with anyone outside of our team. Your recordings will be transcribed and the audio files will be destroyed after transcribing.

### Warm-up Questions

*[Build rapport. Start with easy questions to get to know the participant.]*

1. Could you tell us more about yourself?
2. Are you appearing in the coming mains exam?
3. Which subject of the syllabus you find most difficult to deal with?

### Questions

*[Fill in your questions here] [Note your reasoning—what are you trying to learn from this question?]*

Probe into needs and behaviors

4. How long have you been preparing for UPSC? *[Why students need an app to cater to their learning?]*
  - Where did you take your very guidance for this exam?
  - When did you join RR Campus coaching Institute?
  - Why do you feel the need for a digital application to access the coaching's material? *[Which needs will digital products meet that other types of learning failed to meet?]*
5. How frequently do you follow our live classes & recorded classes on YouTube? *[What is their current pain-points with the prevailing solutions provided?]*
  - What is the problem with continuing with YouTube itself?
  - How interactive do you find the YouTube videos that we provide?

- How was the learning experience in physical classes & then through YouTube?
6. In the absence of a dedicated app for our coaching institute, have you tried other apps before? Which apps or websites are you currently using for UPSC exam preparation? [How do they currently study in absence of an app dedicated to coaching institute?]
- How has been your experience through those apps? [What are their primary expectations from the app? How do they interact with the existing provisions?]
  - What was the very first product you were using? If & Why did you switch to other products? [Pain points/good points]
  - (If participant is using more than 1 product concurrently) What do you use each product for? [Needs]
  - Any other e-learning app un-related to UPSC? If yes what features were most striking? [Needs]
7. How often do you study? What motivates you to continue to study on a daily/weekly/etc. basis? [There might be internal motivation “I want to crack UPSC exam in this attempt itself” and external motivation “I want to keep my streak on my study app’s top leaderboard”.]
- How often do you study? [preferable time /place]
  - Do you set up learning goals? [Do participants set up learning goals in the app?]
  - How do you track your progress? [Do users care about progress? Do existing apps do a good job at celebrating progress?]
  - How do you decide what to study? Why? [Do participant build their own learning plan or follow the app?]
  - How frequently should the quizzes be conducted?
8. How do you access the written coaching materials presently? [Does participant feel the need for a written material?]
- Does the present method save their time or they require a digital access to the same?
  - A written material of the classes accessible online will be better or do they want a downloadable digital copy? In either case, why?
9. You mentioned you are currently using XYZ app, what time of day and where do you usually use XYZ app? [Does participant have a daily routine? Is it spontaneous?]
- Ask participants about the context [when and where]: At noon every day? Are they on a short lunch break? When they are waiting for a bus?
  - Ask participants why they choose to use the app in certain locations or during certain times.

10. When was the last time you opened up XYZ app? Could you walk me through how you were using this app? [How do UPSC aspirants interact with existing tools. Better to ask participants to show than tell]
- Observe what features the participant is using and how the participant uses them.
  - Ask what participants like or dislike about each feature, why they like/dislike each feature.
  - Which features do participants not use and why?
  - What's on participants' wishlist for the app?
  - If participants talk about frustrations, ask why and their current workarounds [Unmet needs]

### **Wrap-up**

Thank you so much for sharing your experience and insights. Your answers will help our team build a better product. If you have any additional thoughts and comments, I would love to hear about them at any time. I can be reached at [[saumya.shashi.ux@gmail.com](mailto:saumya.shashi.ux@gmail.com)].

Hope you have a wonderful day.

## Study 2: Survey

### Background

In our previous study we ran an interview with four UPSC aspirants who were enrolled or desire to enroll with our client RR Campus coaching institute, regarding the necessity of a digital app instead of offline classes. The findings of the interview made it clear that all the four participants are interested in such a digital app which is handy, available on-demand, addresses their query resolutions and keeps motivating them time to time to keep going.

This is a promising opportunity we may be able to target with our product, but more data is needed to better understand the needs and whether they generalize to the larger population of UPSC aspirants already enrolled to the institute.

### Research Goal

This study focuses on better understanding users' needs related to online UPSC classes especially during this pandemic situation, as well as better measuring the extent to which these needs are held by the majority of UPSC aspirants enrolled with the institute.

### Research Questions

- How can digital products best support UPSC aspirants to access on-demand online classes and materials?
  - Which features/functions are useful?

### Method & Recruiting

- Use surveys to collect data from at least 15 UPSC aspirants enrolled with the offline classes of RR Campus Coaching Institute.

- Test survey questions with 5 volunteers recruited from our engineering team.

## Survey Questions

### Questions

1. In the past month, which types of mobile products did you use to study for UPSC exam?  
(select all that apply) [current tools]
  - a. UPSC online apps(s) (e.g., IAS BABA, Unacademy etc)
  - b. Podcasts
  - c. Video platforms (e.g., YouTube)
  - d. E-books
  - e. Websites in my mobile browser (Insights etc)
  - f. Other (Specify\_\_\_)
2. In the past week, how often did you use a mobile app to study for UPSC? [Frequency]
  - a. A few times per day
  - b. About once per day
  - c. 4-6 times per week
  - d. 2-3 times per week
  - e. Once per week
  - f. I didn't study for the exam last week
3. Which 5 of the choices given below are the most important issues you want to be addressed in an e-learning app for UPSC CSE preparation? (select any 5) [need]
  - a. Downloadable Notes of the online classes
  - b. One to One Query Resolution with the teacher
  - c. A regulated discussion forum with peers
  - d. Quizzes
  - e. Progress report
  - f. Comparative report with toppers/peers
  - g. Regular pat-on-backs in case of achievements
  - h. Podcasts
  - i. A fixed study plan
4. From amongst the 5 options you selected above which one is the most important for you? [need]
5. What should be the optimum frequency of quizzes? [frequency]
  - a. Daily

- b. Weekly
  - c. Bi-Monthly
  - d. Monthly
6. Which app/apps are you using to study for UPSC exam? [competition research]
7. Which is the one best feature of the app/apps you used? (if any)
8. Which one feature of the app frustrated you the most? (if any) [pain-points]
9. Which one of below is the biggest loophole of e-learning [pain points]
- a. Not as interactive as offline classes
  - b. No peer communication to compare your progress with
  - c. Peer group forums are not regularized
  - d. Doubt resolutions are delayed
  - e. Other \_\_\_\_\_
10. Which of the following would you prefer to motivate yourself through the entire process of exam? (select the ones you prefer) [Motivation]
- a. Self-motivation, I do not need any external source to motivate me.
  - b. Progress report as I move towards my targets
  - c. Small encouraging messages when I achieve a task
  - d. Comparative report with my peers/toppers
  - e. Streaks & stars whenever I login the app to help me coming back.
11. Which one of these irritates you the most regarding query resolution on a discussion forum? [pain points]
- a. Query not being resolved for days on a discussion forum
  - b. No one to confirm if the answers given by students on your query is right or wrong
  - c. Students debating on useless topics
  - d. Other \_\_\_\_\_
12. Which of the following will be the best form of notes of the lesson for you? [need]
- a. Pre-made lecture notes in the form of downloadable pdf
  - b. Self-made notes that I jot down during lecture
  - c. Physical copies of the notes (no pdfs required)
13. What is your education level? [Assumption: Education level affects learning style.]
- a. Undergraduate



- b. Bachelor's degree
- c. Master's degree
- d. Others\_\_\_\_\_

14. Are you employed?

15. What is your age? [Assumption: People in different age groups might have different learning styles.]

- a. Under 18
- b. 18–25
- c. 26–35
- d. Above 36