P1
Director of Communications
at a government crown corporation

Interview

- eLearning Software wasn't well integrated into other systems
- was not branded with her company
- Not a priority to update software - Very complex to implement, lots of time investment
- There has to be a real reason to switch, need to prove why current platform isn't working
- "I have to go use this software only because I'm being told to by my job"
- HR softwares have life cycles of 7-10 years old
- Fees and Price is a big Factor
- Accessibility is important
- Mobile platform is important for employees who don't sit at a desk
- Need to accommodate for different levels of tech literacy
- Content felt very dated
- Want a progressive way to digest content eg. Video games
- Likes to see company's experience & people they've worked with
- Need to have access to services & support; Personal touch
- Likes to ask for Software recommendations in her network

Testing

- Doesn't get a lot from the actual screens of the product
- Looks at menu to see what jumps out - If nothing does, she will go left to right
- Pages feel a bit flat, animation may help
- Nucli App Hero statement is the first time she understood purpose and benefit of Software
- Amount of content on each page feels inconsistent
- Demo Page feels simplistic
- Booking demo is BIG step - she may have other questions before the demo
- Would want to see clients and testimonials
- Did not understand what Nucli App meant, thought it was a phone app

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P2
Instructional eLearning Designer
at various universities

Interview

- Software can be rigid / limiting, not very flexible
- Want more flexibility to visually brand & design course
- Universities are usually very set with the LMS that they use
- More flexibility with choosing content development tools
- Need to meet accessibility requirements (eg. Video captions, screen readers)
- Usually she already has some tools in mind - Narrow down from list
- University will make tool recs
- Part of an instructional designers community, ask for recs
- "Recommendations are huge" Recs help narrow down the countless software options
- Last resort would be googling for software
- Price point is a factor
- Don't like when LMS has confusing menu structure
- Likes when eLearning software shows user progress

Testing

- Too much text, want some visuals to direct her attention
- Wouldn't know that it's an LMS right away
- Images of product doesn't provide enough information, and doesn't match copy
- Thought the "i" meant information
- Liked the progress bar
- Liked the micro-modular structure, wanted to learn more
- Wishes she could click into icons to learn more about the functions / what it looks like
- Lots of symbols and words that don't give enough information
- Need to scroll quite a bit to find information you want
- Wants to know what makes it different/stand out from other LMS's
- Likes the flexibility & customization options
- What does learning design mean? Getting learning designer to create content or just consulting?
- Not sure if "Services" mean they are developing content for her
- Illustrations & Graphics are big perks
- About us text feels too long
- Pointed out there was no pricing listed
- Wondering what exactly she is getting in the demo
- Likes the section that aligns with business goals
- Wants to know how tool will evaluate eLearning outcomes
- Did not understand image of the subway map
- Skipped "How we help"

P3
Vice President of Business Development
at a meat processing company

Interview

- Document how they cut/trim meat with videos, want to explain why in videos
- Everyone trims meat differently, want to standardize the process
- Currently videos are buried on servers (no platform)
- Lots of legacy knowledge about certain clients
- Will usually just tell employee to find things on the servers
- Lots of employees who only speak Cantonese, need translation option
- Needs a partner to understand processes and help create training platform
- Very traditional company, very little changes to training system
- He is not very tech savvy, doesn't like when softwares sound like they're selling to IT people and not users
- Part of an executive sharing group to get software recs
- Having a peer use a tool makes him want to use it too
- For larger software implementations, lots of people are involved in process
- Data security is important
- How long the provider has been around for is important

Testing

- "I'm scrolling down and still trying to figure out what Nucli can do for me"
- Has short attention span, only skims and looks at pictures
- Data security is good, but want more info
- What does full service solution mean?
- Wishes there was a video of how the software works
- Wishes there were photos on about us
- Reading the story he is concerned it is a small start-up
- "There's a lot of words here, I'm not going to read it"
- Will he get to talk to consulting services to help him?
- "I would not buy it, because it took me a long time to process what it actually does"
- "Make it instagrammable"
- Likes that images were workplace based, speaks to his industry
- Features are trickled in the site, when it should be shown quickly
- Skipped "How we help"
- Does not normally read the menu nav, only clicks

P4
Director of Enterprise Sales
at an AI chat software company

Interview

- Have in-house instructional designers to manage in-house platform
- Often people won't use what they learned until much later, and they forget
- People only engage when new training has to be done eg. new product
- Doesn't like that it doesn't accommodate different learning styles
- Training feels like a necessary evil, forced to do it
- Like knowing the time a course takes & progress tracking
- Would only switch softwares if another platform would make training significantly better
- Began software research with google search
- Likes going to sites that list software options together
- Asks his network if anyone knows of the list of products
- Research the company & product, then look at website
- Look at other avenues eg. reviews, Youtube, Glassdoor
- After narrowing down to 2-5 vendors, he would schedule demo
- After demos, disqualify products that aren't objectively what he needs
- Makes pros/cons list, requirements matrix
- "I want a tool that appears to be the simplest, most elegant solution to the problem I'm facing"
- "What you're showing me feels harder than the problem I've got"
- Very frustrating experience purchasing software, lots of time investment
- Generally frustrating experience purchasing software, lots of time investment
- "I need to be able to explain why the product is the best... I need to be able to tell that story internally easily"
- "A good sales rep will arm me with the information I need, to tell the rest of the business why we need to spend money on this product."
- Nobody buys softwares independently, at least 5-6 people involved
- Doesn't like when companies are coy with their pricing

Testing

- Homepage: Doesn't know what heading means
- Only got it at "...managing workflows and operating procedures"
- 2 sections on homepage look the same
- Clicks into "about Nucli App" expecting to learn about tailoring to learning needs
- About us heading seems generic
- What does "curriculum translation" mean? Does it mean translating into different languages?
- When he clicks "see the product" he wants to see something more than screenshots, maybe a video
- Nucli App: is it managing workflows? Is it training for workflows? Is it training in general?
- A lot of headings are too high level, too generic
- Not clear what the product does, who the customer is, what segment they serve
- Wants to see himself / his company in their website
- Only saw "eLearning Solution" halfway through the test, should be more prominent
- How much does this cost?
- Does he need to get one or the other? eg. Can he just get services?
- "One part design strategy, one part software solution" more explanation
- Images of product doesn't add any value to him
- Images of product are not related to the content
- "Most people who are buying software are wildly impatient, they just want the quickest answer"
- Content is fine, but you have to pay attention very closely and read a lot to understand
- Want to see what problems they can solve for him
- Want to see what problems they can solve for him
- How we help: would expect to see differentiators as a business, rather than their approach of implementing the tool
- Feels like "approach" belongs in services page
- Nucli app: doesn't know what the title means
- Don't need to reinvent the wheel, organize nav the same as other softwares
- Services: not clear if they are offering software implementation services, or content consulting/advisory services?
- If they provide advisory services, what credibility do they have? Why would he hire them as advisors?

P5
Project Manager
at an athletic apparel retailer

Interview

- Strong consensus among team members that current system wasn't working
- Beginning of software project: Assessing current state, what the ideal state is, where team sees biggest issues
- Lots of demands from different groups of people of what it should be like
- Team consisted of her, 2 data analysts from IT, 6 subject matter experts from fabric dept., other various execs for approvals
- looking at different options of softwares, budget & functionality standpoint
- When looking at software options, had prior knowledge as company was already using basic version
- Looking through their website to see features and functionalities
- Reach out to sales team, series of in-depth calls to figure out requirements
- Meet with project team to discuss options, rule out options
- Once aligned, then approval process from exec team and getting budget
- Once approved, working with software company to build out what they want
- Training and launch for new software
- Working through exit of old software
- Working with IT to make sure everything is running smoothly
- Current software switch process has been almost 2 years
- In general its a long process to bring on new softwares
- Preference of sticking to software that they already have
- Frustrated with websites not being clear on what product actually does
- "It's almost like they make it confusing on purpose so you have to reach out to them."
- Wants to know the features & benefits
- Wants to know what industries they work with
- She is usually looking at many options - doesn't want to reach out to all of them
- Time consuming process of purchasing software
- Time it takes to implement software is important

Testing

- Confusing that buttons are worded differently but all take you to the same page
- Feels like there's a lot of different sections
- Unclear about if mockup screens is meant to show her as a user or admin
- Information needs more organization, feels random
- Not clear if app is separate from software, thinks it's an app on her phone
- Is it a consulting service? Is it included in the software? Is it an add on? Is it a package?
- When clicking on "see our product" she expected it to show a demo video
- Services: Page looks the same, thought she already saw it
- Has to spend a lot of time reading 3 pages to get the gist
- Doesn't walk away with clear concise idea of what they do and how they do it
- Would like to see video demo
- Short video is good to send to team so they don't have to sift through site
- Would like to see client testimonials & Case Studies
- Too many icons that don't provide enough clarity
- Screens of product doesn't really show her much
- "As a software purchaser my biggest concern isn't the visual look of the software, it's more about if it can do what I need it to do."

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Interview Insights

eLearning Software Gains

- Want a progressive way to digest content eg. Video games
- Likes when eLearning software shows user progress
- Document how they cut/trim meat with videos, want to explain why in videos
- Everyone trims meat differently, want to standardize the process
- Lots of legacy knowledge about certain clients
- Lots of employees who only speak Cantonese, need translation option
- Needs a partner to understand processes and help create training platform
- Like knowing the time a course takes & progress tracking
- Want more flexibility to visually brand & design course
- Need to accommodate for different levels of tech literacy
- Need to meet accessibility requirements (eg. Video captions, screen readers)
- Accessibility is important
- Mobile platform is important for employees who don't sit at a desk

eLearning Software Pains

- eLearning Software wasn't well integrated into other systems
- was not branded with her company
- "I have to go use this software only because I'm being told to by my job"
- Content felt very dated
- Software can be rigid / limiting, not very flexible
- Don't like when LMS has confusing menu structure
- Currently videos are buried on servers (no platform)
- Will usually just tell employee to find things on the servers
- Often people won't use what they learned until much later, and they forget
- People only engage when new training has to be done eg. new product
- Doesn't like that it doesn't accommodate different learning styles
- Training feels like a necessary evil, forced to do it

Software Website Pains

- He is not very tech savvy, doesn't like when softwares sound like they're selling to IT people and not users
- Generally frustrating experience purchasing software, lots of time investment
- Frustrated with websites not being clear on what product actually does
- "It's almost like they make it confusing on purpose so you have to reach out to them."
- Time consuming process of purchasing software

Software Website Gains

- "I want a tool that appears to be the simplest, most elegant solution to the problem I'm facing"
- "What you're showing me feels harder than the problem I've got"
- Wants to know the features & benefits
- Wants to know what industries they work with
- Time it takes to implement software is important

Switching Softwares

- Not a priority to update software - Very complex to implement, lots of time investment
- There has to be a real reason to switch, need to prove why current platform isn't working
- HR softwares have life cycles of 7-10 years old
- Universities are usually very set with the LMS that they use
- More flexibility with choosing content development tools
- Very traditional company, very little changes to training system
- Would only switch softwares if another platform would make training significantly better
- Strong consensus among team members that current system wasn't working
- In general its a long process to bring on new softwares
- Preference of sticking to software that they already have

Finding/Researching Software

- Usually she already has some tools in mind - Narrow down from list
- Last resort would be googling for software
- Began software research with google search
- Likes going to sites that list software options together
- Look at other avenues eg. reviews, Youtube, Glassdoor
- Research the company & product, then look at website
- looking at different options of softwares, budget & functionality standpoint
- When looking at software options, had prior knowledge as company was already using basic version
- Looking through their website to see features and functionalities

Pricing

- Fees and Price is a big Factor
- Price point is a factor
- Doesn't like when companies are coy with their pricing

Reviews & Reccomendations

- Likes to ask for Software recommendations in her network
- Part of an instructional designers community, ask for recs
- "Reccomendations are huge" Help narrow down the countless software options
- Part of an executive sharing group to get software recs
- Having a peer use a tool makes him want to use it too
- Asks his network if anyone knows of the list of products
- University will make tool recs

Trust & Reliability

- Likes to see company's experience & people they've worked with
- Need to have access to services & support: Personal touch
- How long the provider has been around for is important
- Data security is important
- Would want to see clients and testimonials
- Would like to see client testimonials & Case Studies

Reaching out to sales

- Reach out to sales team, series of in-depth calls to figure out requirements
- After narrowing down to 2-5 vendors, he would schedule demo
- She is usually looking at many options - doesn't want to reach out to all of them

Internal Decision Making

- For larger software implementations, lots of people are involved in process
- "I need to be able to explain why the product is the best... I need to be able to tell that story internally easily"
- "A good sales rep will arm me with the information I need, to tell the rest of the business why we need to spend money on this product."
- Nobody buys softwares independently, at least 5-6 people involved
- Beginning of software project: Assessing current state, what the ideal state is, where team sees biggest issues
- After demos, disqualify products that aren't objectively what he needs
- Lots of demands from different groups of people of what it should be like
- Team consisted of PM, 2 data analysts from IT, 6 subject matter experts from fabric dept., other various execs for approvals
- Makes pros/cons list, requirements matrix
- Meet with project team to discuss options, rule out options
- Once aligned, then approval process from exec team and getting budget

After Purchase

- Once approved, working with software company to build out what they need
- Training and launch for new software
- Working through exit of old software
- Working with IT to make sure everything is running smoothly

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Site Testing Insights

Clarity of Product

- Nucli App Hero statement is the first time she understood purpose and benefit of Software
- Need to scroll quite a bit to find information you want
- A lot of headings are too high level, too generic
- Content is fine, but you have to pay attention very closely and read a lot to understand
- Has to spend a lot of time reading 3 pages to get the gist
- Wouldn't know that it's an LMS right away
- "I'm scrolling down and still trying to figure out what Nucli can do for me"
- Has short attention span, only skims and looks at pictures
- "I would not buy it, because it took me a long time to process what it actually does"
- Not clear what the product does, who the customer is, what segment they serve
- Doesn't walk away with clear concise idea of what they do and how they do it
- "Most people who are buying software are wildly impatient, they just want the quickest answer"
- "As a software purchaser my biggest concern isn't the visual look of the software, it's more about if it can do what I need it to do."
- Want to see what problems they can solve for him
- Wants to see himself / his company in their website

User Confusions

- Did not understand what Nucli App meant, thought it was a phone app
- What does learning design mean? Getting learning designer to create content or just consulting?
- Not sure if "Services" mean they are developing content for her
- What does full service solution mean?
- What does "curriculum translation" mean? Does it mean translating into different languages?
- Nucli app: doesn't know what that means
- Not clear if app is separate from software, thinks it's an app on her phone
- What makes it different/stand out from other LMS's?
- Will he get to talk to consulting services to help him?
- Nucli App: Is it managing workflows? Is it training for workflows? Is it training in general?
- Services; not clear if they are offering software implementation services, or content consulting/advisory services?
- Does he need to get one or the other? eg. Can he just get services?
- If they provide advisory services, what credibility do they have? Why would he hire them as advisors?
- Is it a consulting service? Is it included in the software? Is it an add on? Is it a package?
- Did not understand image of the subway map
- Homepage: Doesn't know what heading means
- Only got it at "...managing workflows and operating procedures"
- Only saw "eLearning Solution" halfway through the test, should be more prominent
- "One part design strategy, one part software solution" more explanation

Amount of Copy

- Amount of content on each page feels inconsistent
- Too much text, want some visuals to direct her attention
- About us text feels too long
- "There's a lot of words here, I'm not going to read it"

Information Architecture

- Looks at menu to see what jumps out - if nothing does, she will go left to right
- Skipped "How we help"
- Skipped "How we help"
- Does not normally read the menu nav, only clicks
- Don't need to reinvent the wheel, organize nav the same as other softwares
- 2 sections on homepage look the same
- Feels like there's a lot of different sections
- Information needs more organization, feels random
- How we help: would expect to see differentiators as a business, rather than their approach of implementing the tool
- Feels like "approach" belongs in services page
- CTAs don't match up with destination page
- Confusing that buttons are worded differently but all take you to the same page
- Services: Page looks the same, thought she already saw it

Website Images/Graphics

- Doesn't get a lot from the actual screens of the product
- Pages feel a bit flat, animation may help
- Images of product doesn't provide enough information, and doesn't match copy
- Lots of symbols and words that don't give enough information
- Wishes she could click into icons to learn more about the functions / what it looks like
- Wishes there were photos on about us
- Images of product doesn't add any value to him
- Images of product are not related to the content
- Thought the "i" meant information
- Too many icons that don't provide enough clarity
- Screens of product doesn't really show her much
- Unclear about if mockup screens is meant to show her as a user or admin

User Gains

- Liked the progress bar
- Liked the micro-modular structure, wanted to learn more
- Likes the flexibility & customization options
- Illustrations & Graphics are big perks
- Likes the section that aligns with business goals
- Data security is good, wants more info
- Likes that images were workplace based, speaks to his industry
- Features are trickled in the site, when it should be shown quickly

Video

- Wishes there was a video of how the software works
- When he clicks "see the product" he wants to see something more than screenshots, maybe a video
- When clicking on "see our product" she expected it to show a demo video
- Would like to see video demo
- Short video is good to send to team so they don't have to sift through site

Demo

- Demo Page feels simplistic
- Booking demo is BIG step - she may have other questions before the demo
- Wondering what exactly she is getting in the demo

Pricing

- How much does this cost?
- Pointed out there was no pricing listed