

# Nucli

## Interview + Testing Report

### Background

Nucli is an eLearning platform that help organizations manage workflows and operating procedures with online training and real-time knowledge sharing. In addition to the software solution, Nucli also provides consultancy and creative production services to create rich multimedia course content.

### Problem

Nucli needs to update their existing responsive website to effectively showcase and market their product to potential customers.

### Research Goal

- To learn how users research & compare eLearning software and/or other softwares
- To learn what users value when choosing an eLearning software and/or other softwares
- To learn the frustrations of users when researching an eLearning software and/or other softwares
- To learn the user journey of purchasing and eLearning software and/or other softwares

### Methodology

- **Remote User Interviews** - Gather data on user behaviour, values, frustrations
- **Remote User Testing** - To observe how users behave and navigate the existing website, while allowing them to think out loud while performing task(s)

### Participants

I talked to 5 working professionals in large organizations with experience in the following:

- Being a user of eLearning softwares
- Being involved with the purchasing process of softwares
- Managing & creating content for eLearning softwares

## Key Insights

### 1. Users need to quickly understand what the product does and how it solves their problems when landing on a site.

Most users typically don't read, but rather skim the pages very quickly. All users were confused about what Nucli actually does, and had to read many pages of content to understand. Many of the headings were too high-level and generic, and users all noted that it held no meaning to them. One user noted frustration that because he is not very tech-savvy, he often doesn't understand the nuances of purchasing software. He felt like many software websites only cater their content to people in IT, and not to the actual user.

*"I'm scrolling down and still trying to figure out what Nucli can do for me."*

*"Most people who are buying software are wildly impatient... They just want the quickest answer."*

*"What you're showing me feels harder than the problem I've got."*

*"I want a tool that appears to be the simplest, most elegant solution to the problem I'm facing."*

*"What makes Nucli different from other LMS's?"*

### 2. Users wanted to see their company/industry being represented in the website.

Users wanted to see what industries the software is serving, so they can quickly gauge if the software is right for them. Many users noted that they wanted to see case studies and testimonials, to assess the company's experience and the people and industries that they've worked with.

*"It's not clear who the ideal customer is, and what segment they serve."*

### 3. Peer reviews and recommendations are very valuable to users.

Many users are in online communities related to their profession, and will ask for software recommendations in these groups. Even if users begin their search on Google, they will narrow down their list of software options by asking peers around them. Having a real person give a positive review of a software helps add credibility to the software.

*“Recommendations are huge.”*

**4. Users noted that product pricing is an important factor.**

Software procurement processes usually involve the Financial Department to oversee budget. One user noted frustration with companies that are coy with their pricing.

**5. For most companies, switching softwares is not high-priority as it is a very complex, time-consuming, and resource heavy process.**

Users noted that there has to be strong consensus that the current software is not working, and proof that another platform would work significantly better. There is always more of a preference to using or updating the existing software, rather than bringing in something new. One user noted that the entire process of procuring a fabric development software from beginning to end took almost 2 years to complete.

**6. Users noted that the experience of purchasing software is generally frustrating and time-consuming.**

Users noted that often a lot of time and resources are spent on calls and demos to evaluate different software options. Oftentimes they would invest a lot of time into a software just to find out that the software is not suitable for them. They also noted that websites are often confusing and aren't clear with what the product actually does.

*“It's almost like they make it confusing on purpose so you have to reach out to them.”*

**7. There are usually a lot of different people from different departments involved in the software procurement process.**

There are almost always at least 5-10 people involved in the process, depending on the scale of the software and the team. These people can include; project managers, subject matter experts (the actual users), people from IT, people from financials, and directors and executives for approvals. There are usually a lot of demands from different groups of people on what the software should be like. Since so many people are involved, users

noted that they need to be able to easily relay to the team in a few simple sentences exactly what the software does. They also noted that a short video explaining the product is helpful to send to the team, as people don't want to have to sift through the entire site.

*"I need to explain to the team why the product is the best product... I need to be able to easily tell that story internally."*

*"A good sales rep will arm me with the information I need, to prove to the rest of the business why we need to spend money on this product."*

**8. Key features that users value in eLearning softwares include; customizable branding, accommodating to different learning needs, accessibility, showing user progress, data security, micro-modularity, and content creation services.**

Some other features include: translation of course languages, accommodating for different levels of tech literacy, and having a mobile version of the platform.

**9. Users wanted to see a video demo of the product.**

Users noted that a short video is a good way to learn about the product quickly. One user also noted that it's easier to send colleagues videos rather than websites.

**10. Users were confused with some of the content & terminology in the existing website.**

3 out of 5 users did not understand what "Nucli App" meant, and 2 out of 5 users thought it meant an App on their phone.

*"Is the software separate from the app?"*

4 out of 5 users were confused on what kind of services Nucli provided.

*"What does learning design mean? Does it mean a learning designer creates the content for me or is it just consulting services?"*

*"Does 'services' mean they are developing the content for me?"*

*"What does full service solution mean?"*

*"Will I get to talk to consulting services to help me create the content?"*

*“It’s 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 I hire them as advisors?”*

*“Is it a consulting service? Is it included in the software? Is it an add on? Is it a package?”*

*“Do I need to get both? Can I purchase just the services?”*

One user was confused on the terminology of “curriculum translation”.

*“What does ‘curriculum translation’ mean? Does it mean the ability to translate content into different languages?”*

#### **11. Most users noted that images of the software on the existing website doesn’t provide any value for them.**

Most users noted that the images of the software doesn’t match up with the content. They also noted some of the icons were redundant and didn’t provide enough information for them. One user wished she could click into the icons to learn more about the function and see what it actually looks like in the software.

*“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.”*

#### **12. Navigation on the existing site was not intuitive for users when trying to find the information they wanted.**

2 out of 5 users skipped the “How we help” page and went straight into “Nucli App”, either because they didn’t think it held important information, or that it was the homepage.

2 out of 5 users when clicking on “See Our Product” expected to see a demo video showing the product.

One user noted they expected to see Nucli’s differentiators as a business, rather than their approach, under “How We Help”. They also noted that the approach section feels like it belongs under “Services”.

One user noted that it's confusing how buttons are worded differently but all take you to the same page. Some buttons also didn't lead to where the user expected them to lead.

One user noted that as someone who has to look at and compare many software websites, he likes when websites all follow a similar navigation, as it makes it more efficient for him to navigate these sites. Eg. Solutions, Products, Industries, and About.

### **13. Booking a Demo feels like a big step for users.**

Users felt the demo page felt simplistic, and wanted to know what she is getting in the demo. Since booking a demo is a big step, one user also wondered if there's another option for them to ask questions before moving onto the demo step.