

Nucli Research Plan

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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 design strategy - consultancy and creative production services to create rich multimedia course content. They help write, map, illustrate, animate and give voice to each organization's unique educational needs. Nucli's mission is to build operations technologies that support people in their daily work lives, engage collective learning and that creates a foundation for continuous improvement.

Problem

Nucli needs a responsive website designed to effectively showcase and market their product to potential customers.

Research Goal

- To learn how users research & compare eLearning platforms
- To learn what users value when choosing an eLearning platform
- To learn the frustrations of users when researching an eLearning platform
- To learn the flow of a user before deciding to book a demo

Research Questions

1. How do users look for eLearning platforms/software?
2. How often do users look for new softwares? What usually triggers this?
3. What do users value when choosing an eLearning platform/software?
4. What is the flow of a user when deciding to enter their email or book a demo for a software?
5. What do users currently use as an eLearning platform? What do they like and what do they don't like about it? What would make them switch?
6. What are current user frustrations when looking for an eLearning platform/software?
7. What helps to build trust & credibility when looking for an eLearning platform/software?
8. How do users feel about the existing site's Information architecture?

Methodologies

Secondary Research

- Market Research - Look at articles, statistics, and studies on trends and best practices in the field of Saas marketing / eLearning platforms

- Competitor reviews - Discover what competitors are doing in terms of marketing, content, information architecture and website interface

Primary Research

- Remote User Interviews - Gather data on user behaviour, values, frustrations
- Remote Moderated User Testing - To observe how users interact with the existing site while thinking out loud, to understand what is currently working and what is not

Participants

I will talk to 5 folks in the following categories:

- Executives in organizations who manage training & education

Assumptions

- Users will spend a lot of time comparing different softwares before picking one
- Users will sign up for multiple demos before picking one
- Users need robust & comprehensive information on the website to feel confident in the software
- Users prefer headings and subheadings to be short, simple, and straightforward

Timeline

Participant Recruitment: Aug 21st - 22nd

Prepare survey + interview questions: Aug 22nd

User Interviews (3-5 people): Aug 24th - Aug 27th