SCALER Mobile App

User Research

Feb 17, 2023

Objective

1. To understand our users tasks, habits, decision making factors & expectations related to learning.
2. To understand the value proposition and features our competitors provide.
3. To evaluate what is working well and what needs to be improved in our current product

How did we do this research?

Research Methodologies

1. Competitor Research - 18

Want to know who are our competitors & what did we study? Here are the details

2. Qualitative Interviews - 17

Want to know more? Here is the questionnaire used for these interviews

3. Data Analytics

User Segments

1. Engineers that don't know about scaler

2. Users that have used our app but have not bought the course

3. Paid users: Users already enrolled in Scaler
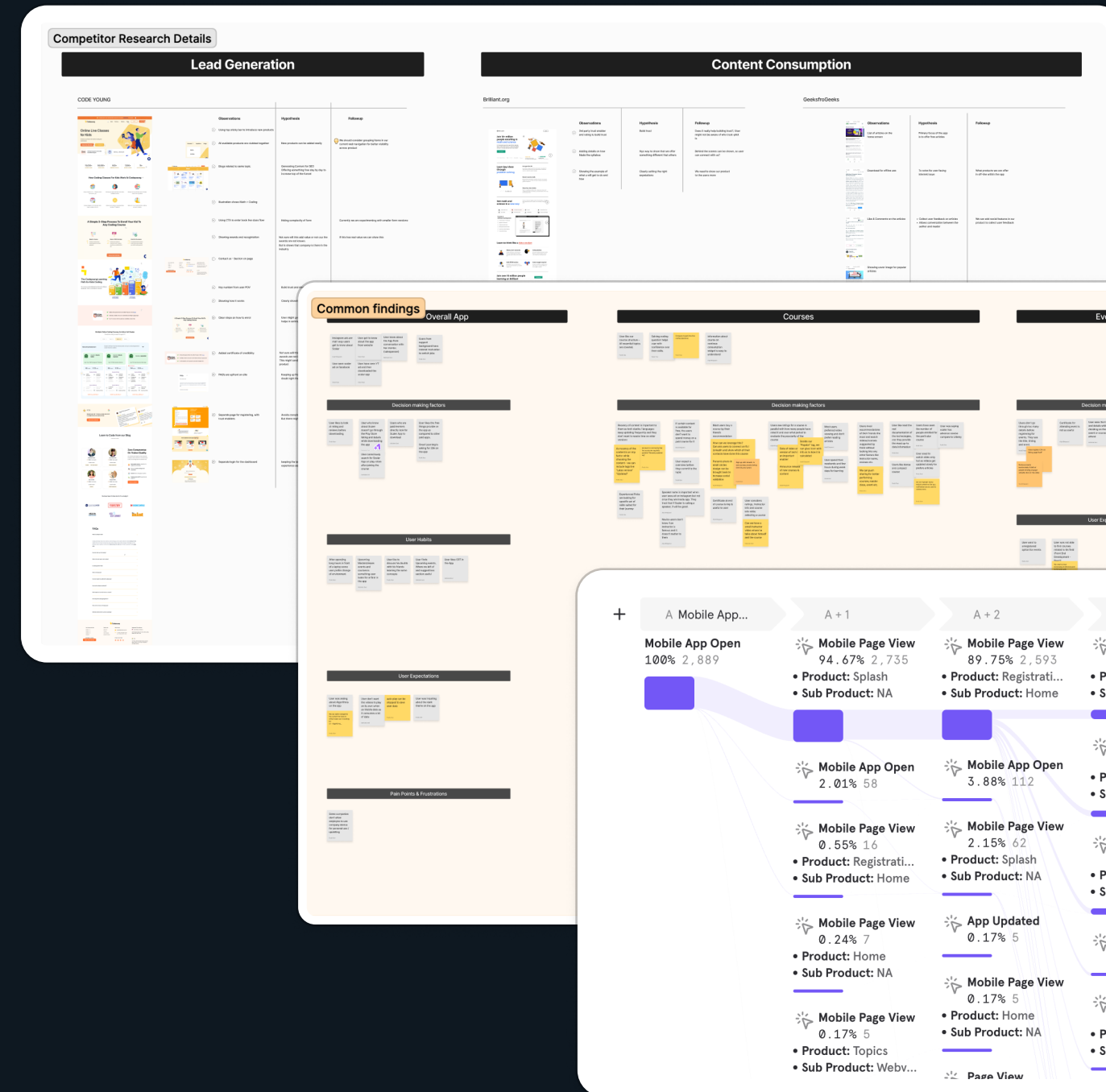
Lets understand our users

Rushab Patil

QA
Age: 23
From: Nashik

Rushab has recently started working. He is learning a new tech language to grow in his career

" **There is a lot of learning content available but I do not have any mentor to guide me on what I need to learn in order to get my dream job** "

Tasks related to learning

Searches for courses of interest on various platforms. Considers course rating, number of people who took the course and recency of course.

→

Asks friends and peers for recommendations.

→

Finds a relevant course. Scan the modules & lessons. Start learning

↓

Reminds himself that up-skilling is important and comes back to complete course

←

Loses motivation if course is too long

←

Makes notes with pen and paper while learning. Practices coding as the instructor is teaching. Notes timing of important pointers to refer back to

Motivation

- Wants to work in better, bigger companies that pay better and where he can learn more

Learning Goals

- To make a profile & project portfolio that will land them a better job

Attitude towards learning

1. Learning needs to happen everyday

2. Learning is an intrinsically enjoyable process and one needs to learn for their own progress.

Pain Points

1. Struggle to find structured & guided learning customised to current level of understanding.

2. No guidance on how to build your profile for a particular job/company

3. Often has to pause the video to code in parallel and resolve errors and catch up with instructor. This can be a bit irritating
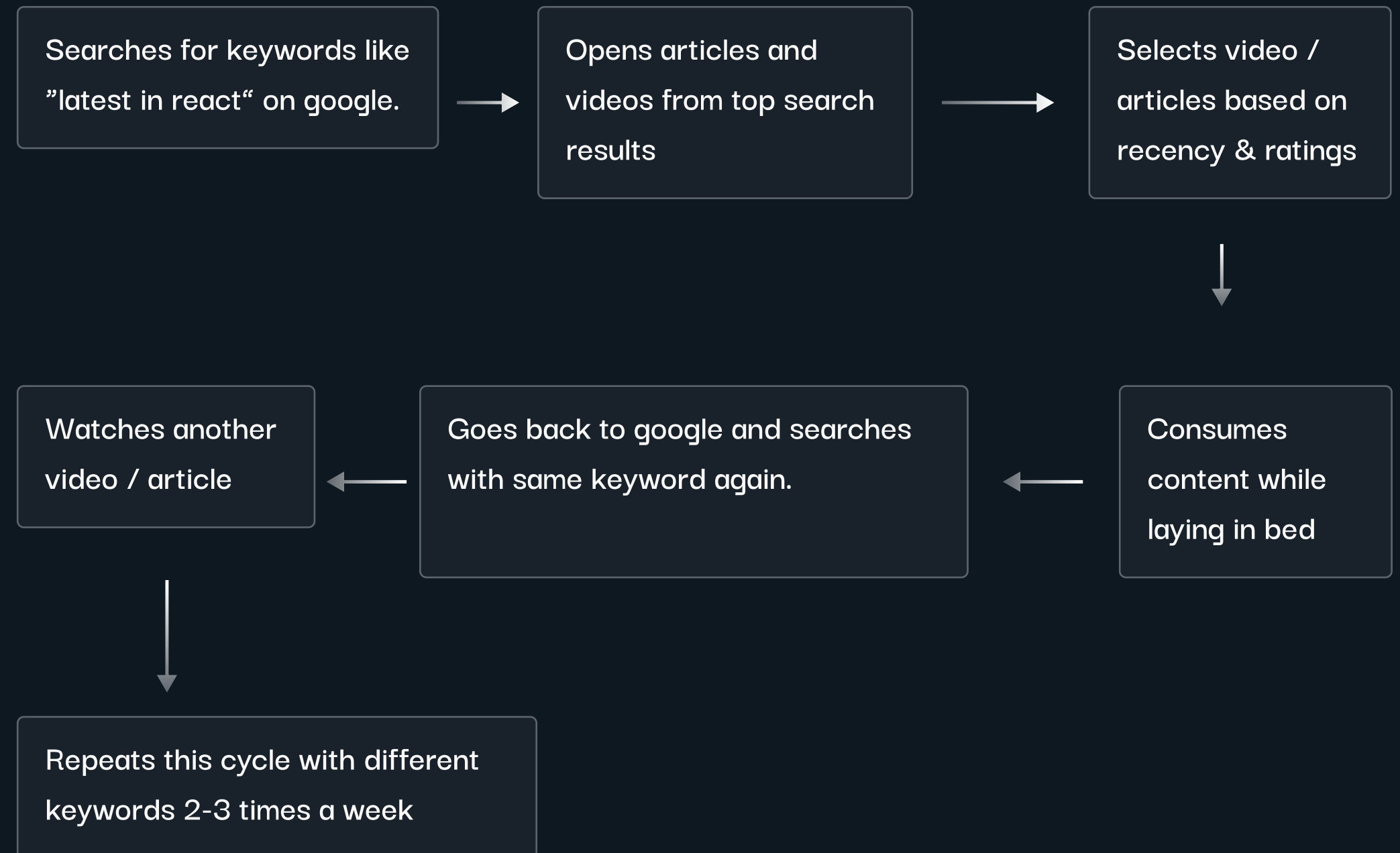
Aditya Iyer

Senior Software Developer
Age: 30
From: Chennai

Aditya has been working in the software industry for last 6 years. He likes to keep himself apprised with the latest updates in the tech world

" I don't have time to do long courses but I try to make time few times a week to learn about new updates in Software Development "

Tasks related to learning

| Searches for keywords like "latest in react" on google. | → | Opens articles and videos from top search results | → | Selects video / articles based on recency & ratings |

↓

| Watches another video / article | ← | Goes back to google and searches with same keyword again. | ← | Consumes content while laying in bed |

↓

| Repeats this cycle with different keywords 2-3 times a week |

Motivation

- Wants to have an edge over peers so that he is not at risk of being laid off

Learning Goals

- To keep stay relevant and not become obsolete in the tech world

Attitude towards learning

1 Learning is like self care. One needs to make it a habit even in a busy schedule

Pain Points

1. To manually keep searching for latest programming content

2. To search for articles & videos on similar topics on many different platforms

3. Some courses are difficult to understand without captions

What did we learn & what can we do about it

App Strategy

Insights	Proposed Action
The primary user groups can be classified into two categories: those who are new to coding and those who have intermediate coding skills.	Users should be segmented based on their Grad Year for now. We can consider asking them their coding level in the future
The novice user wants a structured learning journey that leads to getting a job in their dream company.	The app should give a step-by-step journey to users. This journey should inform the user what companies are looking for, teach them all those things via courses and events & end with preparing them for interviews via events and interview guides.
Intermediate user wants to keep themselves updated on a specific technology and general trends in tech. They look this up at least once a week and commonly thrice a week	Add & promote fresh content aligned with new updates and trends in technology. Some of these could be scaler podcast, topics stories, new events. Notify the user when new content is added. Allow them to set up alerts for keywords ✦

Insights

Proposed Action

Users find "Upcoming events"& "Pick up where we left of" most useful on the home page

→ Continue to keep upcoming events & continue consumption at the top.

The most important pain point was that they don't have any guidance on how to land jobs in specific companies. Currently there are many learning platforms they use but they struggle to find any resources for interviews.

→ Add interview guides as one of the main value proposition of the app. It is as important as courses and events for users.✦

Highlight "Frequently asked in interviews" items in articles & courses.

Personalisation is expected by users. Some users assumed we are personalising the content for them and others complained that we are not.

→ Show upcoming events & courses based on already consumed content. Allow users to give us input related to their preferences like areas of interest & level of knowledge to show relevant content

Topics & Courses

Insights		Proposed Action
Users' decision to consume a course is highly influenced by their friends' & mentors' recommendation	→	If users are signed in via Fb, LinkedIn etc. show friends & contacts that have registered in this course.
Users go through course content in detail before starting a course. They understand what they can expect from our courses	→	Maintain the current level of detail in course content. The content can be pushed to first fold for quicker consumption
Users decide to start a course based on ratings as compared to how many people have rated it and over what period of time.	→	We currently have a "Popular" tag that considers these factors. Use popularity to sort courses. Let the user know how popularity is determined.
Intermediate users skip concepts & chapters they already know.	→	Ensure easier and more intuitive navigation to previous/ next modules and lesson on the course consumption page

Events

Insights

Proposed Action

Events is a low friction action for user. Users don't go through too many details before registering for events → Bring "Register" CTA on the listing card itself. Viewing details can be an optional action for users that are interested in more details. ✦

Event testimonials are clicked by 0.64% users → Event testimonials are not needed. Especially on home

Users expect recordings for the events they have registered after the event is completed. → Allow the user to record an event and save it in the app. This can be our USP as compared to web. We can set a limit on number of events that can be recorded or duration for accessing these.

Premium Programs

Insights	Proposed Action
Users believe course creators invest more effort in paid courses. They believe these courses will be more structured.	Include this belief in the paid program narrative. We can show a comparison between free and paid program on premium program page.
Users understood the features of the paid program and were able to find all the information they would expect to make a decision about buying the course	The premium program page doesn't need to be reworked on priority as of now. It is satisfactory for our users.

Enrolled Users

Insights	Proposed Action
Users were frustrated at us continuing to pitch the paid course to them even after they had enrolled in it. They could not fathom that if they see their enrolment and batch details on M-web, why could they not see it in the app	Eliminate features like RCB, BLC, take test for paid users. Show acknowledgement of their enrolment with batch details for paid learners.
Users use their paid dashboard on M-web when they are not in front of their laptop or their company laptop usage is monitored. They did not express major frustrations with the M-web experience.	Consider bringing features frequently used on M-web on the mobile app. Bringing the M-web as is can also be a starting point before building paid experience natively
Scaler's enrolled users use the app most often to attend events. They attend masterclasses before course / modules start and interview preparation events throughout the course	Tailor the homepage experience for enrolled users to promote relevant upcoming events. This will encourage the enrolled users to retain and engage with the app till we build the paid experience

Good to Know

✦ Since WFH / Hybrid work is still prevalent for many, Mobile App's use case of learning on the way to and from work has diminished. Users now use their mobile phone to learn when they are in bed or tired of using their laptop

✦ Users want to learn for ~20 mins at a time

✦ Most users want to practice coding while doing a course. This is more common in new learners than intermediate coders

✦ Users want to know job openings, expectations from the job, other's interview experience and how to learn those things in one place. Our Careers Hub Product will soon start collecting interview experiences and questions asked in the interview from our learners. Some interview experiences and common interview questions can be shown to our users

✦ Users go through reviews of scaler on Google and Quora before enrolling in our paid course.

Cross Functional Insights

Paid Experience

✦ Users tend to lose motivation during the course and want nudges that increase motivation (like ongoing placements, alumni encouragement etc.)

✦ Paid users often multitask while classes are going on like solving assignments, buying necessary groceries etc.

Alumni Directory

✦ Users interested in DSML currently see Academy success stories in Alumni Directory. This reduces their confidence in DSML course offering. They should be shown DSML alumni success stories

Recommended Next Steps

✦ With a more comprehensive understanding of our users, we should also evaluate prioritisation of features based on the benefits and value addition they can offer to our users.

✦ Build new features with a lens towards solving the known pain points identified during this exercise

✦ Perform ongoing user research after fixed intervals to validate that we have built successful features and ensure that we're aware of the user expectations and habits

✦ Share relevant research insights with different teams across the organisation.