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5 questions to ask yourself before designing an online course

Designing an online course is an exciting but also very challenging activity. Before you embark on this adventure, ask yourself these five questions!

Designing is serious. This also applies to eLearning. Therefore, you should not jump headlong into creating an online course without having clear ideas. How to have them? Try asking yourself these five questions before you start. If you know how to answer all of them, it is very likely that you are ready to start designing your online course.

1. What is the target audience?

Who is your course aimed at? What is the average age of your students? What is their level of knowledge with respect to the topic of the course? These are just some of the data you should have about your students in order to offer a tailor-made product that will allow them to learn in the best possible way. Do you know, for example, what are the characteristics of the " **modern student**"? Or do you know what to do to adapt the course to students with disabilities or special educational needs?

2. What results do you want to achieve?

This must be clear from the beginning and will be present in the **course description**. Students will only choose your course if it meets their educational needs. For this, take a pen and paper and make a list of the results that the students should achieve at the end of the course: in this way, you will be able to create content in line with the objectives to be achieved.

3. How to organize content?

The possibilities are endless. **Video**, audio, text, **microlearning** or **gamification** content...the important thing is that the content is always up to date and that it is appropriately divided and structured in a logical way and that it is useful to ensure the learning of the students. Remember that this is not a traditional training course and that therefore you will have a whole range of interactive and multimedia means that will expand the possibilities of eLearning.

4. How to support the trainees?

It seems an unimportant question, but it becomes fundamental in eLearning. Since the lessons are held in virtual mode, it is essential to give the students the opportunity to speak with a tutor or to have educational support (but also technical!) in order to be followed, step by step, in their training.

5. What means do you have available?

Always stay with your feet on the ground. Right from the start, knowing what resources you have available, both from an economic and design team point of view, is crucial to know what means are available and, consequently, the objectives that can be achieved.

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