ELEARNINGNEWS ARTICLE

Year 3 - number 62 Wednesday 27 march 2019

5 tips to improve a course according to user needs

Student needs must be one of the most important factors to create an engaging and useful online course. For this reason, when designing an online training course it is essential not to forget the users' point of view. What are they looking for?

Any product or service that is offered to consumers must never disregard their point of view and their needs. This is a maxim that also applies to online training. The possibilities for improvement, in fact, are drastically reduced if serious consideration is not taken of what the students who become part of the eLearning world think.

For this reason, part of the work of those involved in designing the online course is to put themselves in the users' shoes. We have already spoken in the past of the main problems that the students can encounter in this article. Many students, for example, find it difficult to use the user interface, lose interest because of dispersed and uninteresting content, do not feel involved enough ... these and other reasons can cause your online course to fall free. Here are some tips for resuming altitude:

1. Clear and real objectives

It is true that we must try to attract as many students as possible towards our course, but this does not mean doing so to the detriment of the users themselves. The objectives of the training course, in fact, must be clear from the start or the risk is to get bad publicity and that many students leave the course in half. Explaining the objectives of the course in a clear and concise manner and explaining the possibilities at a working level allows to attract the really interested users.

2. User friendly interface

A user must be able to use the eLearning platform with great ease. He cannot waste too much time researching what he needs, also because one of the main characteristics of online courses is the possibility of having all the material at hand. Be careful, however, not to settle for an interface that is too simple, anonymous or, worse, neglected. In this case, in fact, we risk transmitting an unprofessional and not very seductive feeling.

3. Involve students

Most of us are used to dealing with professors and students in person. When students rely on an online course, the risk is that they lose interest because the interactions are scarce or completely absent. On the one hand, student freedom is one of the great advantages of eLearning, but this does not mean that we should leave them alone. On the contrary, forums, personalized tasks and tutoring will help to involve pupils and improve their learning, stimulating their critical thinking.

4. Give feedback

Students in an online course often feel the need to know their mistakes, but also their progress. All this is summed up in one word: feedback. In this way the students will know, as the course progresses, their gaps and the topics in which they are reaching their goals, improving their involvement.

5. Request feedback

If it is positive for the students to receive feedback, it is also good for those who plan the online course. Knowing the opinion of users, in fact, is essential to discover strengths and weaknesses of the training path and to improve it periodically, thanks to a new point of view.