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Online courses: practical elements

Contenut curation, user-friendly platform and video calls are just some of the elements that can make your online course more usable.

The coronavirus pandemic has accelerated an ongoing process that has brought eLearning to the forefront. The supply and demand for online courses is increasing. However, this offer does not always live up to expectations and you need to stand out from the crowd in offering virtual training courses.

It is essential to remember that students are looking for a course that can give them new information and skills. These are mainly skills that can help them improve their professional life. For this reason, many are looking for a mainly practical training. Here are several elements that allow your course to gain a competitive advantage:

1. Real contents

One of the most frequent complaints about a training course? Not practical enough! Creating practical courses also means creating content that is real, neither too complicated nor too simple: useful and applicable in everyday professional life. This concerns all the elements of the training path, from quizzes to simulations. In order to be sure that the content is practical and real, you need to be clear about the objective of the course.

2. User-friendly platform

From platform to content, students should not experience frustration during their online training. There are many possible navigation obstacles to avoid. An unfriendly design or a confusing layout are some of the elements that can make life impossible for students. In addition to surrounding themselves with a good team, it is essential to request feedback from students in order to assess the usability of the platform.

3. Indicate timescales

Often, those who attend an online course do not have all day to study. For this reason, it is very useful to give students a rough estimate of how long the lesson, study, quizzes, etc. will last. In this way, everyone will have the opportunity to organize themselves according to their own schedule.

4. Offer different formats

An online course can have the characteristic of losing some of the experience that takes place in traditional training courses, especially in the face-to-face relationship with the tutor and other students. Nevertheless, it allows to constantly offer new formats to transmit knowledge: from infographics to videos, from animations to audio, a virtual path can "awaken" all the students' senses to capture their attention.

5. The use of video calls

Another tool available to tutors and, consequently, to students, are video calls. During lockdown, we learned to use the main programs to stay in touch with loved ones. Video calls can also be useful in online courses in order to have direct contact with students and share their direct experience.

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