Knowledge Themes - Q1 2019

1. Spend time with Q1 #knowledge items

2. Identify a theme or framework - ideally one that taps two or more items shared

3. During a time on Tue, we will group the themes, and discuss.

Q: How do we want to share these more broadly?

Q: Should we also retro on knowledge sharing, or let more time pass?

Trends Deck

Cost of Entry

- Test likeness is important in a Qbank, seemingly at odds with learning science's idea of what a qbank is (UW vs Nursing and MCAT Qbanks)
- Personalization in product and marketing (potentially fueled by AI, simulation) is rapidly becoming baseline for consumers in all fields (Web Design Guide, GMAT S&R, Sana Labs, NIT Sim, Khan)
- Controllability is important but a distant second to personalization (GMAT S&R, UPE)
- Controllability levers boost engagement (Qbank/Usurp, Wizard, UPE)
- Test-likeness in content and UI (on a large screen) is essential (even over research-driven learning experiences)

Customer Experience

- Media > text (Web Design Guide)
- The majority of users don't read explicit instructions (ExD)
- Users can spot bad design (violating UX principles) even if they can't explain why it's bad. Sites must be easy to access and use or will be quickly rejected/forgotten (ExD, OC interviews)

ZONE OF TABLESTAKES

Learning Environment

- Moments of high emotional charge disproportionately influence satisfaction (Web Design Guide)
- 20–45 minute learning doses are greatly preferred over 5–10 minute and somewhat over longer 1–2 hours (DLC Report; UPE)
- Practical applications motivate learners. Peer status and recommendations don't. (DLC Report, Khan reviews, UPE)
- Higher usage of online assets leads to higher conversion (online center)
- Each successive generation is becoming more adept at complex, self-directed learning (UPE)
- Kaplan students currently overwhelmingly prefer laptops over mobile, desktop, or tablet for learning (ExD)

Core Product Offerings

- [Media-rich] Practice + explanations remain the most important resources (NCLEX QB)
- Great teachers reign supreme (UPE, tutor)

ZONE of KAPLAN DIFFERENTIATORS

Hub+Anchoring

- Centralizing offerings is appealing, but requires 'usage anchors' (UPE, Qbank/Usurp, Online center research)
- Students want persistent learner history / a single hub (DLC Report, NCLEX QB)

Human Interaction

- An engaging, passionate live teacher/coach/mentor is still a desirable support (DLC Report, S&R, UPE)
- Live is about interaction, not instruction (UPE, tutor)
- Human interaction early on boosts engagement & satisfaction (reference: tutor research, UPE)

General Observations Go Here

Yariv: We do a lot of retail work, not a lot of institutional

Rebecca: We do a lot of work on conversion lower in the funnel