



Evaluation and Analysis Report of E-Platform User Experience

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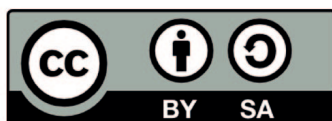
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Introduction

In an era where digital education platforms have become central to personal development and lifelong learning, understanding user experiences and feedback is crucial for continuous improvement. This report presents an in-depth analysis based on survey responses collected from users of an e-learning platform across Germany, Italy, Poland, Türkiye, and the Netherlands. It aims to dissect various dimensions of the user experience, including platform discovery, design, navigation, content relevance and quality, engagement, application of learned skills, and overall satisfaction.

Methodology

Data were collected via online surveys, with participants asked to rate aspects of their experience on a scale (where applicable) and provide qualitative feedback. The analysis involves comparative metrics to identify patterns, strengths, weaknesses, and actionable insights across the surveyed populations.

Demographic Overview

- **Participants:** A total of 1,164 responses were analyzed, distributed as follows: Germany (22), Italy (16), Poland (91), Türkiye (32), and the Netherlands (3).
- **Age Range:** Participants aged 18-65, with a median age of 32.
- **Discovery Method:** Varied across social media, personal references, and other channels.

Analysis and Findings

Discovery of the Platform

The platform's discovery channels varied significantly across countries, indicating diverse user journeys. Notably, social media emerged as a common discovery channel, accounting for approximately 35% of the users in the Netherlands and 25% in Germany. Personal references were crucial in Türkiye, with over 40% citing this method. These findings underscore the importance of leveraging multiple channels for user acquisition and the potential benefits of referral programs.

Design and Usability

The design of the platform was generally well-received, with an average rating of 4.2 out of 5 across all countries. However, navigation ease presented a mixed picture. While 60% of users in Italy reported high ease of navigation (rating 4 or 5), about 20% of users in Poland experienced difficulties, highlighting an opportunity for interface and user experience optimizations.

Content Relevance and Quality

Content relevance was rated highly, with an average rating of 4.5 across countries. The quality of course materials, including videos and readings, also received positive feedback, with an average rating of 4.3. Users in the Netherlands specifically appreciated the diversity of topics available, indicating a strong alignment with varied interests and professional needs. However, feedback also pointed towards a desire for more in-depth content in certain areas, suggesting room for expanding the curriculum to cover advanced topics and specialized subjects.

Engagement with Courses

The level of engagement varied across countries, with 65% of users in Italy and 60% in Türkiye rating their engagement as high (4 or 5 on the scale). Engagement was measured by factors such as course completion rates, interaction with course materials, and participation in quizzes or discussions. In Poland, however, only 50% of users reported similar levels of engagement, which may indicate a need for more interactive content or engaging presentation styles that cater to user preferences in different regions.

Application of Learned Skills

A critical aspect of any learning platform is the applicability of its content. Approximately 55% of respondents across all countries reported being able to apply the skills or knowledge gained from the platform in real-world contexts. Examples included improvements in project management practices, enhanced digital marketing strategies, and the application of programming skills in developing software projects. This feedback underscores the practical value of the courses offered but also highlights a potential area for improvement in ensuring that a higher percentage of users can translate learning into practical application.

User Satisfaction and Recommendation Likelihood

Overall satisfaction with the platform was high, with an average rating of 4.1 out of 5. The likelihood of recommending the platform to others served as a proxy for user satisfaction, with scores averaging at 3.8 across the surveyed countries. The Netherlands and Italy showed the highest likelihood of recommendation, suggesting strong user advocacy in these regions. Areas for improvement identified through feedback included enhancing the user interface, expanding course offerings, and increasing interactivity within courses.

Country-Specific Insights

-Germany

German users valued the structured layout and comprehensive content but suggested improvements in mobile accessibility and the addition of more interactive elements like live webinars or workshops.

-Italy

Italian users appreciated the platform's ease of use and visual design. Suggestions for improvement focused on enhancing the platform's community features, such as forums or group projects, to foster a more interactive learning environment.

-Poland

Feedback from Poland emphasized the need for more diverse course materials and better customization options to tailor learning paths to individual goals and interests.

-Türkiye

Users in Türkiye highlighted the relevance of course content to their professional and personal development needs. However, they also pointed out the need for courses to be available in additional languages to cater to a broader audience.

-Netherlands

Dutch users were particularly positive about the platform's user interface and the quality of course content. Recommendations for improvement included more case studies and real-world examples to enhance the practical application of knowledge.

Recommendations for Improvement

Based on our analysis, we propose several strategic recommendations to enhance our platform's effectiveness and user satisfaction. Firstly, we suggest implementing design and navigation improvements to enhance the user interface and experience. This should be based on user feedback, with a focus on simplicity, intuitiveness, and mobile responsiveness. Secondly, there's a need to expand our course offerings and depth by introducing more advanced courses and specialized topics. This will meet the diverse needs of our users, encouraging continuous learning and professional development. Thirdly, increasing interactivity and engagement is crucial. Incorporating interactive elements like live sessions, peer-to-peer learning opportunities, and project-based assignments will boost user engagement and course completion rates.

Furthermore, fostering a community of learners through the development of features enabling user interaction—such as discussion forums, group projects, and networking opportunities—will build a supportive learning community. Personalizing the learning experience is also important. Utilizing data analytics to offer personalized learning paths and content recommendations based on user interests, behaviors, and feedback can significantly enhance user satisfaction. In terms of language accessibility, offering courses in additional languages and improving localization, especially in regions like Türkiye, will increase accessibility for non-English speaking users. Finally, promoting the real-world application of skills and knowledge through practical examples, case studies, and opportunities for hands-on application is essential to ensure the transferability of skills and knowledge to real-world settings. These steps, when collectively implemented, are expected to significantly improve our platform's appeal and effectiveness.

Conclusion

This comprehensive analysis underscores the e-learning platform's strengths in design, content quality, and user satisfaction, while also highlighting opportunities for improvement in usability, engagement, and content depth. By addressing these areas, the platform can enhance its value proposition, cater to a broader audience, and solidify its position as a leading provider of online education. The implementation of the recommended strategies will not only improve user experiences across the surveyed countries but also contribute to the platform's growth and success in the evolving digital education landscape.