

# Research Plan: Learning a new skill

## Problem

Choosing a new skill to learn is overwhelming. Learning a new skill is overwhelming. Most people stop practicing after a few days or weeks because they are no longer interested and end up where they began.

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## Background

Choosing a new skill to learn has a lot of factors to consider. Many want to improve their skill set but feel overwhelmed by where to start. In our research, we will be looking into understanding user pain points when it comes to learning a new skill and how we can make this process easier through our product.

## Research Goal

We want to know why **users struggle to find a skill to learn** so that we can **find an effective solution to make their experience easier**.

## Research Objectives

1. Understand why users fail to continue learning their chosen skill
2. Understand how users normally practice their skills and how often
3. Understand what inspires users to learn a new skill
4. Understand what users like and do not like about learning a new skill
5. Understand how much time users are willing to dedicate to learning a new skill
6. Determine the most common skills users want to improve upon

## Research Questions

1. What do users like and not like about learning a new skill?
2. How do users best learn a new skill?
3. What are users' current habits?
4. What inspires users to start learning a new skill and what prevents them from continuing?
5. What products/platforms do users use currently to learn a new skill?

6. What part of the process of learning a new skill is most overwhelming for users?
7. What are current platforms/products on the market missing?
8. Why do users want to learn their specific skill?

## Methodologies

1. User interviews to understand user pain points and what is or not working when it comes to choosing a skill and learning it. This gives us qualitative data.
2. Surveys to collect quantitative data. Asking questions such as how often they have tried to learn a new skill? How long can they usually practice for?
3. Competitive analysis to see how competing products and platforms are addressing this so that we can utilize that in our product to stand out.

## Participants

Collect data from people from a range of career stages, age ranges, and ethnicities in target industry:

- People who are looking to improve their skillset.
- People who consider themselves lifelong learners.
- People who have free time and technology that they can access.
- People who have trouble building long-term habits
- People who utilize competitor products.

## Assumptions/Risks

We might have trouble finding people who do not have the time to learn a new skill

People who do not have access to technology

People who do not have the means to sustain the skill/product

People who are happy with a competitor's product

## Timeline

Activity	Date
Publish research plan Discuss with mentor	12/21/2022
Schedule user interviews Prepare interview questions Discuss with mentor	12/22/2022
Conduct interviews Review findings with mentor	12/23/2022
Prepare Survey for launch Launch survey	12/24/2022
Gather data from survey and discuss with mentor	12/25/2022
Conduct final interviews/surveys and finalize findings	12/26/2022
Prepare all data and present findings	12/27/2022

