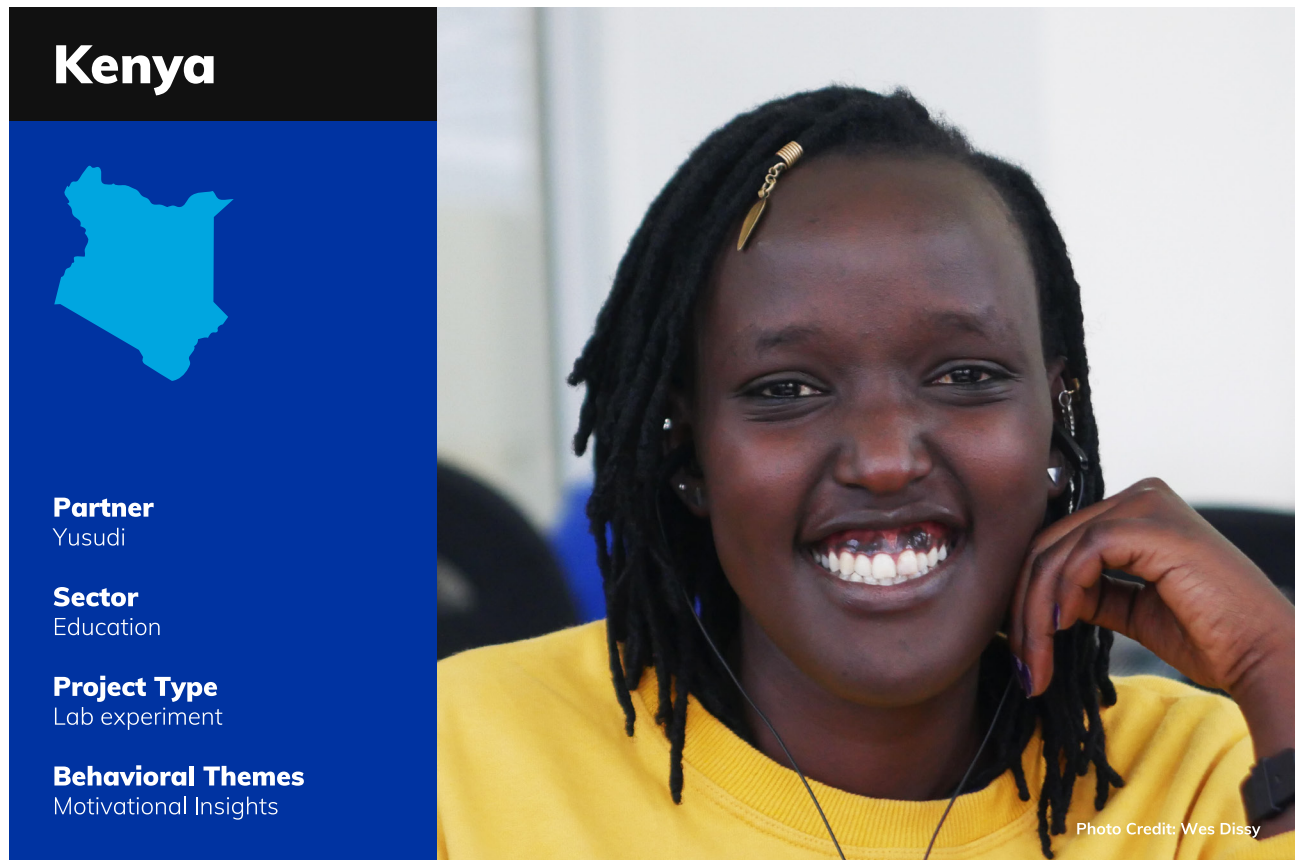


# Gaining insights into what motivates Yusudi customers



## Summary

The most common challenge students face when undertaking online training course is the self-motivation. Lack of direct contact with an instructor and peer support, low response rate on discussion forums are some of the reasons demotivating students from completing online courses. Moreover, due to the variety of students from different backgrounds with different learning rates and grasping powers, cognitive comprehension, psychological profile and learning style- the underlying challenge for e-learning providers is designing a course that is compatible for all learners. Thus, acknowledging diversity gives greater insight into what students best respond to and also how learners differ from one another - key information when sharing knowledge to a large audience. This is why rather than a uniform approach to teaching, a personalised approach using academic support strategies and understanding the needs of your audience can lead to an optimal learning experience which is beneficial for both the bearer and receiver of knowledge.

Yusudi aspires to bridge this learning gap. As an online learning platform, it seeks to deliver creative training materials that is unique to every individual's learning style and interest. Busara's engagement with Yusudi sought to design a survey to understand participants' learning styles, goals, motivation styles, and psychological profiles, in order to design a customized experience for different types of learners.



## A Behavioral Science Approach

While there are structural barriers that impede engagement and learning in online courses, there are also many less obvious psychological drivers as well.

*Psychological barriers such as self-efficacy, motivation and commitment devices.*

In this study, we wanted to gain insights into what motivates Yusudi customers (both current and future) in order to understand learning patterns and behavior among different consumer groups that can be profiled for intervention.



### What did we do?

To understand Yusudi's customers, we designed a survey during the initial fact finding and data gathering process to inform possible intervention.

The purpose of the survey was to understand different aspects of a participants learning traits.

We divided the survey into three themes to test:

1. *Level of experience and learning style*
2. *Aspiration and motivation*
3. *Psychological profiles*

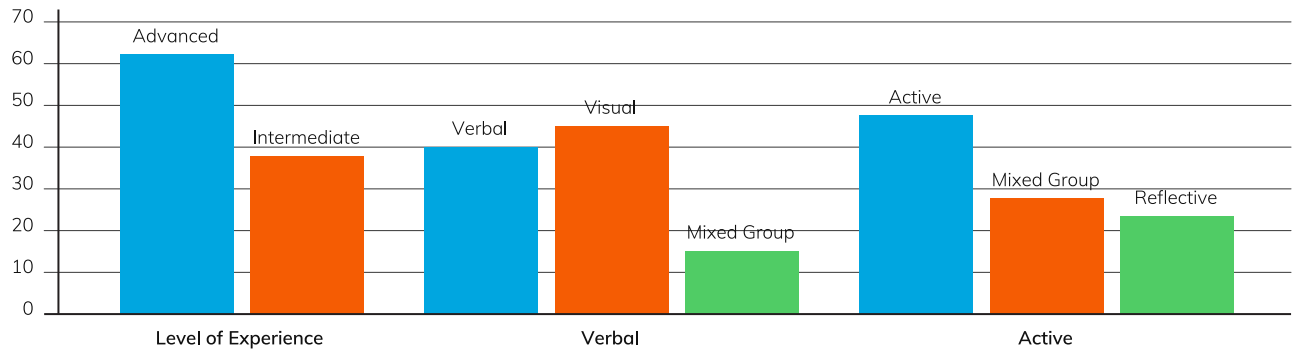
Furthermore, using the data collected during the quantitative survey, we conducted a segmentations exercise, clustering customers according to key characteristics.





# Design and Result

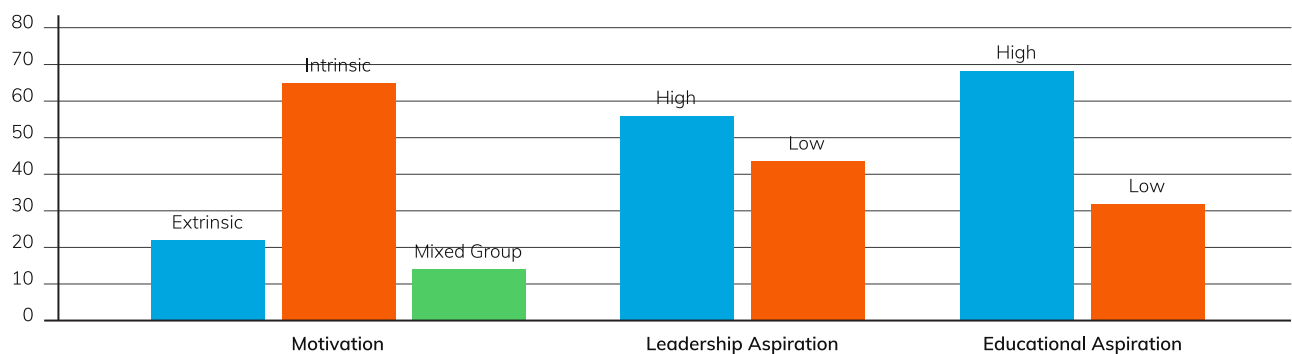
## Experience Level



### Result

- A huge proportion of participants (62%) fall into the advanced category, whilst 38% indicated an intermediate experience level. Interestingly, no one in our sample considered themselves a beginner.
- We found an almost equal split of verbal and visual learners, however there are slightly more visual learners (45%) and 15% are both visual and verbal.
- There are more active learners (48%) than reflective learners (24%) in our sample. A proportion of our respondents (28%) is both active and reflective.

## Aspiration and Motivation

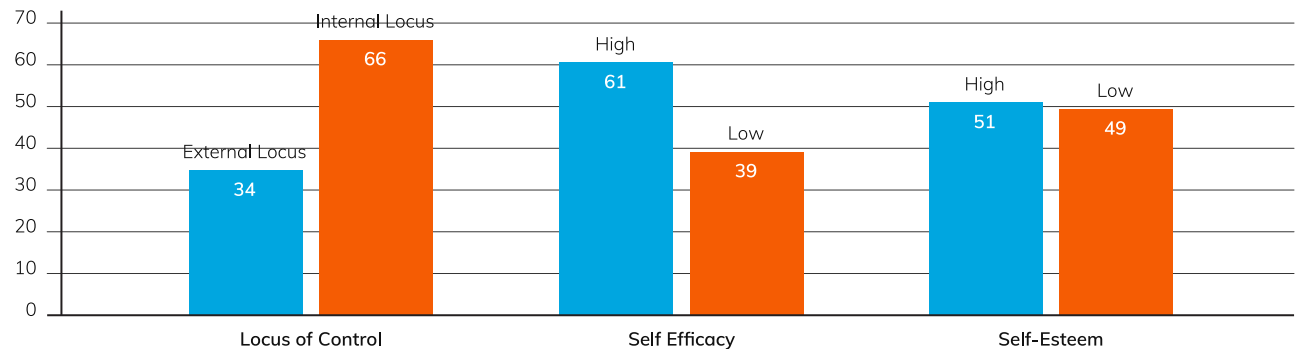


### Result

- Most participants are intrinsically motivated, a few (21%) are extrinsically motivated and a small proportion (14%) are both.
- Most respondents score high on the leadership aspiration, though it is only slightly more than half the participants (56%).
- Most respondents scored high on the education aspiration questions (70%).



## Psychological Profiles



### Result

- Most people in our sample (66%) had an internal locus of control, that means that they believe they can influence events and their outcomes in life.
- Most people in our sample (60%) had high self-efficacy, that means that they believe that they are capable to produce action that exercises influence over events that affect their lives.
- About half of the participants had relatively high self-esteem and the other half had relatively low self-esteem.

## Psychological clusters using Segmentation

In the second phase of the project, we looked for clusters of users with similar psychological profiles to see which groups were currently being well served by the design of the platform and which were not. The clustering approach (concentration of participants with similar or identical personality traits).

The goal is that participants in a cluster group will be similar (or related) to one another and distinguishably different from (or unrelated to) the objects in other groups - providing a quick and easy overview on who participants are as well as similar patterns that exist among them. We identified 2 distinct segments based on how similarly and distinctly learners chose responses across variables in module 2 and 3.

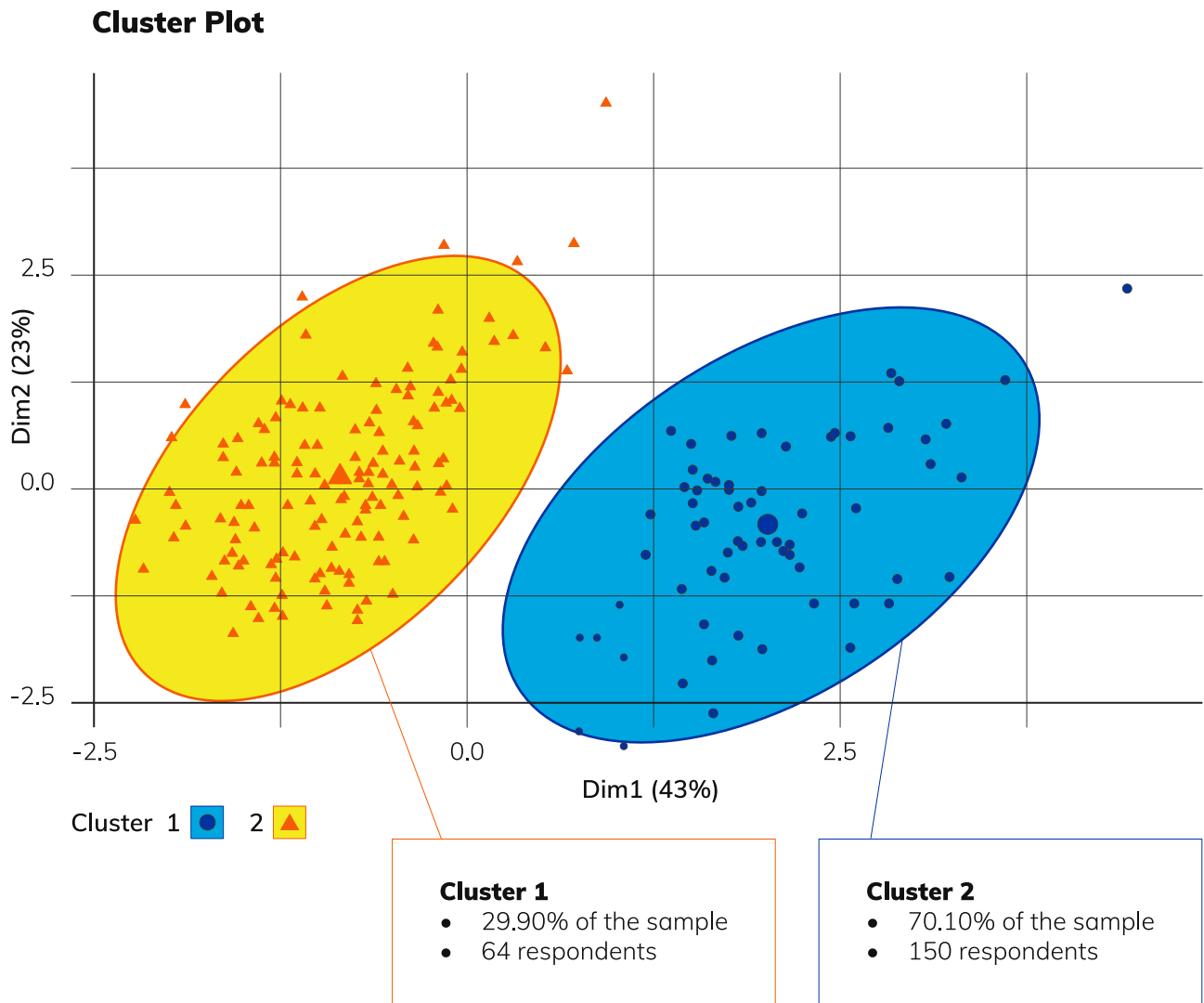
This is the detail of the process we used:

- We selected data we had collected on people's motivation, locus of control, self- efficacy, self-esteem,
- We calculated cluster ranges(see image below) to determine the optimal number of clusters for the data set
- Visualize the clusters (using image) to see how close and distinct they are from each other
- Conduct summary statistics on the clusters to see how they behave



## Segmentation: The 2 Clusters

Based on motivation and psychometrics variables we identified 2 distinct segments.



The two profile identities are:

**Cluster 1** is intrinsically motivated, has higher self- efficacy and higher self- esteem score. They have an internal locus of control but slightly less than cluster 2.

**Cluster 2** is extrinsically motivated, has lower self- efficacy and self-esteem, they have an internal locus of control, slightly higher than cluster 1.



## Discussion

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Our results, especially from the segmentation process has given us a clearer picture on the constituents of participants undertaking the course. We found that 70% of customers are well served on the platform while 30% had critical features missing that meant their completion rate was low. With these findings, the client was able to cater to the 30% by designing customised materials to drive completion rate for that select group. In addition, segmentation is also applicable to other contexts such for designing behavioral change campaign to increase vaccine uptake in hospitals.

Specifically, in the educational context which this study takes place, it forms an important resource in understanding what types of people are attracted to the clients products which means for example,

1. *The assimilation tasks for the extrinsically motivated people should be customized to emphasize grades, ranking, getting (non- financial) awards, diploma or prizes.*
2. *The extrinsic people could receive motivator reminders based on the external goal they are trying to achieve. These motivators could be individually customized to mention the role model or career goal they mention in the survey.*

