

The Complete Guide To Making Your E-learning Apps Successful

Ever since technology has pervaded the territory of education, it has taken it by an absolute storm. In 2020, the global education technology market was valued at a whopping [USD 89.49 billion](#), a figure expected to witness a compound annual growth rate (CAGR) of 19.9% from 2021 to 2028. By giving rise to ebooks and resources that you can find online among countless digital repositories and libraries out there, digital technology has, in essence, made education more accessible for the masses.

What's more, it has also managed to eliminate the significant production costs that are generally associated with the traditional educational model. Digital content is, without a doubt, easier to generate and substantially more cost-effective as well. Further, as digital books are produced in different languages, they can be easily translated and retrieved by a wider user base. On top of that, students suffering from various physical and learning disabilities can now take advantage of specially tailored digital educational content, ushering in a new era of interpretation in the process.

Coronavirus and The Rise of E-learning

The onset of the fatal coronavirus in the previous year further revitalised this wave of e-learning. Whether it is virtual tutoring, language apps, online learning software or video conferencing tools, there has been a significant surge in usage of digital learning technologies since COVID-19. To that extent, to keep stride of this raging demand, many online learning platforms have started offering audiences free access to their services.

Notable names among these platforms include Byju's, an Indian ed-tech brand founded in 2011 which is currently the world's most highly valued ed-tech company. The global pandemic provided them with a tremendous influx of new users and caused them to cross the [\\$10.5 billion evaluation](#) in the process. While [Udemy reported a 425% increase](#) in enrollments since the pandemic.

Understanding Learner's Journey on an E-learning Platform

Infographic divided into three stages -

Stage 1 - Onboarding & Activation

1. Onboarding is the learner's first point of contact with your platform. It involves the cues you give your learners to speed up. Done wrong, your adoption rates will suffer drastically.
2. The goal is to activate faster. Activation is when the learner enrolls for the first class or course, buys a test package - basically becomes a learner on your platform.

Stage 2 - Interest & Adoption

1. The learner starts taking considerable interest and is on the way to become an active user of the platform.
2. Adoption is when the learner performs actions as an active user, attends live classes, views videos, takes tests, etc.

Stage 3- Subscription and Retention

1. The learner is now ready to convert from a freemium to a paid subscription model, buy a specific course, or upgrade the existing course.
2. Retention is when the learner continues to use your platform - renews subscription, becomes a power user of your platform, enrolls for another course, buys more courses or test packages, refers other users to enroll, and becomes a loyal user.

Use Cases To Solve Challenges at Each Stage of The Learner Lifecycle

At every stage of the e-learning app, the user lifecycle mentioned above presents its share of challenges and difficulties. To ensure your app rises above the competition, it is imperative that you proactively resolve these challenges. Here are use cases from the biggest and most successful e-learning platforms to showcase that these are tried and tested solutions and are sure to deliver the best results. Read on to find out

Onboarding

Problem Statement

Stats reveal that apps witness 75% uninstalls on Day 0.

Also know that the download numbers don't reveal the complete picture as within 72 hours of install, on average, 77% of the daily active users are lost.

And if that's not alarming, onboarding also suffers due to inactivity and complex processes. In elevating the product experience, app developers often end up making their e-learning apps so feature-intensive that the onboarding process becomes extremely complicated for new users. If you leave it on new learners to discover your key features and navigate through the app, you're preparing for uninstalls on Day 0 itself. Note that even feature-rich apps can perform poorly if you rely on intuitive discovery.

Solution Use Cases

- **Start with first-hand observation**

In order to resolve the obstacles that your application might be presenting to your learners, you must attempt to see for yourself how your learners are using it. To conduct proper research and demo sessions, rope in instructors and students to use your application and observe where they are stuck. After this, work on those specific traps so that you make considerable refinements.

- **Avoid the overwhelm and Walk first-time users through your application**

Avoid slapping the entire suite of features from the get-go and walk them through the priority tasks. Use onboarding to familiarise new users with all the core features of your application. Also, note that the onboarding doesn't end at the outset. If you introduce any new features or specific changes, introduce walkthroughs there too. Leverage pop-ups displaying - *did you know that you can now map your progress against fellow learners near you by clicking on the check progress?*

- **Walk-throughs while highlighting the USPs**

Walk them through how they can access the most essential things such as entering a classroom, taking notes, raising a doubt, uploading a class roster and the like using your app. While doing so, remember onboarding is a great time to value-sell your features - as you walk learners through specific features, rope in your USP's as well. For example, while explaining the raise a doubt feature, introduce a pop up displaying - *did you know to raise a doubt, you can now directly upload the pictures or send in voice notes instead of typing?*

- **Push Notifications for that extra push**

Users may not be hung on your app to access all the in-app notifications from the start. To brew a perfect onboarding experience, leverage push notifications to nudge them to start where they left. For example, if they have filled 70% of their profile, push them to

complete the profile or let them know what awaits them on the app. The aim is to keep bringing them back on the app.

- **Welcome series for the win**

Emails are still the easiest and best way to ensure effective onboarding and capture interest. With more than 50% open rates, the welcome email series does the job of hooking the learner and propelling them towards higher engagement. In your welcome series, start with making a feel-good first impression. Next, interactively elaborate on what you have to offer; leave with a CTA showing that you care about their interests and preferences. You must also explain what specific benefits your app brings to the learner and how it adds value, all the way encouraging them to explore further. Post that, drop in their inbox to nudge them for profile completion. Remember that the purpose of this email series is not only to talk about your product but also to nurture your learners. For this, acknowledge when learners take their first steps - this can be buying their first test series or subscribing to the first course. You should be guiding your learner to this moment in the previous emails. Once done, nudge your users to take the next steps. For this, rely on social proof and the stories of other learners.

- **Personalised emails instead of plain vanilla**

The highlight here is to remember that sending one standard email to all the users won't work and is more likely to drain all your efforts. Personalised and contextual emails that meet the user's need and are relevant to the user journey is what you need. How do you achieve that? You leverage AI to make each email count. Smart automation and artificial intelligence will help you with predictive segmentation and predictive engagement to choose email segments that are most likely to engage your audience and deliver the emails to high engagers on priority. Smart automation will also enable you to optimise the send time and subject lines as per historical performance to maximise the ROI.

- **Personalisation is the key**

What works well for one learner may not be the best fit for another. Onboarding, thus, must start with learning about the users as much as you can. This will help you deliver personalised experiences. Personalising user experience throughout your app and banking on personalised content along with 1:1 recommendations (via leveraging AI) will take your onboarding to the next level and enable you to achieve activation faster.

Activation

Problem Statement

[Nearly 1 in 4 people](#) abandon mobile apps after only one use. This is the biggest hurdle you need to overcome to improve user retention. The goal here is to activate faster. You want your learner to take their first action on the app and not uninstall it right after onboarding.

Solution Use Cases

- **Focus on the north-star metric**

While you have new learners who are not yet fully convinced if they have made the best decision with your app, now is the time to prove that. To activate the learners, keep directing them and give them enough reasons to start their first course, class, or test. Don't rely on in-app notifications alone. Instead, use multiple channels to maximize your content discovery and push the learners to enrol. Your (personalised) emails, walk-throughs and push notifications must elaborate on the USPs and explain why they should choose to go forward with your app. All of this must lead to your north star metric. For example, Airbnb's north star metric is booked nights. For slack, it's Daily Active Users; all their efforts are focused on maximising the same.

- **Many companies choose to start with a freemium model**

Most learners are apprehensive while approaching a new application. And if they have to pay first to use your application, chances are they'll never endorse it in the first place. This is why many companies establish a freemium model for their app. Make some value-led features and courses (ones that are most likely to activate learners) available to your learners for free. Show them what additional value they can unlock by accessing the paid premium features and courses. You could also partially gate some of your premium courses to hook the learners and propel first-time user activation. For example, make the first lesson of your relevant (as per learner's profile) premium course available for free.

Gradeup witnessed significant growth in adoption rates by deploying various animations on the start free trial feature as it suffered from low adoption of the same.

- **Personalise your freemium too**

To fully leverage the freemium model, focus on delivering a personalised user experience. Specific courses will interest specific segments of users. Thus a tailor-made recommendation approach will come in handy. For instance, randomly recommending a *free* digital marketing course to all your learners will not lead to conversions. But the same free course is a personalised recommendation to someone who has primarily joined your platform to learn digital marketing. They are thus most likely to make fast purchases too.

- **Make smart use of nudges**

Once the user has downloaded your app, the onus now shifts onto you to ensure that they proceed with the activation process. An effective way of doing this is by using

nudges or in-app notifications. Send nudges to inform your readers why they should enrol with your e-learning app and what awaits them once they become a member of your app's exclusive "club". Keep nudging your learners to free courses they can start with and guide them towards exploring different course categories to ensure activation. But is that all? Definitely not! Your nudges won't work until your learner feels *hey, this is exactly for me*. Speak directly to your learners 1:1 by welcoming personalisation. Leverage AI to deliver personalised recommendations and tailor-made user experiences.

- **Push notifications to take it further**

Leverage push notification to bring learners back on the app and enrol or consume more content. Notify them with nudges like *Enrolment pending! Complete now to unlock the first lesson of a relevant premium course*. Push notifications are known to take the enrolment ratio up by a considerable notch. But what kind? The personalised kind. One where you deliver a delightful user experience to each learner 1:1.

Not only that, retention is significantly higher if the user is activated in the first three days of onboarding. You can't underestimate the power of rich media content for your push notifications. Plain vanilla (plain text) won't interest your users. Instead, leverage exciting media notifications to drive the engagement engine.

Adoption

Problem Statement

While [38%](#) of e-learners claim they get bored with the courses, another [20%](#) claim they get frustrated by the technology itself. Once you've successfully passed the Onboarding and Adoption stage, the Adoption stage requires the learner to become an active user. The goal is to compel the user to keep coming back.

- **Make the most of Comprehensive Segmentation**

Every learner follows a unique journey on your app and has specific expectations. The key is to be personalised in your approach. Do this, by pushing out relevant content that targets specific learners at the specific stage of their journey. Personalise this journey and elevate the 1:1 learning experience. In-app-one-click surveys come to the rescue here. Make the most of this specific feedback and motivate the dormant and about to churn learners with personalised, contextual, omnichannel campaigns. This will rebuild the habit loop you're aiming for. But that's not all. A dive deep into user behaviour is necessary to maintain relevancy. Know that each learner navigates your app differently

and funnel analysis to identify journey pain points and drop-off traps can be a goldmine for you. These insights will help you create and target specific learner segments with personalised campaigns. Mapping behaviours of customer groups that display similarity will also help you make UI/UX improvements and ultimately boost engagement.

- **Introduce Microlearning:** In this age of dwindling attention spans, the only surefire way of holding your users' attention is by introducing microlearning in your apps. You can implement it in many ways- watching small instructional videos, solving small in-lesson quizzes, receiving small bits of information via SMS, email, and the like. Besides ensuring high information retention, providing smaller chunks of data can also guarantee greater receptivity.
- **Use push channels the right way**
Push channels like SMS, emails, app/web push notifications, and nudges to bring learners back on the app and complete a course or start a new one. Rely on contextual nudges to view recorded sessions, raise queries with ease, or explore the test section. Yet another way you must leverage is to send action-oriented emails, SMS, and push notifications to encourage 100% course completion. Action-triggering emails include learner stories to position the brand value right, such stories work as ambassadors for your platform. Keep sending platform updates to enhance perceived value, and drip campaigns (FOMO activating and *While you were gone...*) to encourage inconsistent learners. Also, don't forget to highlight the real-world applicability of your course like Edx which provides verified certificates from recognised universities upon course completion. Further, introduce course points, rewards, unlocking of premium features, and badges on successful completion which will compel them further towards completion.
- **Unique Learner Journey:**
To make sure that your adoption rates are always on the rise, leverage the right channel at the right time. Automate agile workflows to engage with relevant customer segments by sending personalised campaigns. You need to adapt your efforts based on user's journeys to meet your conversion goals!
Also, your engagement efforts must always be data-driven to reflect positive results and boost conversion and retention. How do you achieve that? By mapping out and personalising even complex customer journeys (for max ROI), controlling and adapting to the conversion journey, communicating contextually, taking into account all behavioural changes, and finally leveraging past data to recommend courses or discounts. This will not only increase engagement and restrict churn but also boost loyalty. For this, rely on

AI's customer metrics to gain intelligent insights and make data-backed decisions because Custom metrics + timely insights = Achieving your business goals!

- **Use Gamification:** Integrating game dynamics with your educational modules is a super-effective way of promoting user engagement, participation, and loyalty. The most redeeming aspect of gamification is that it applies the data-driven techniques game designers use to non-game experiences, thereby giving rise to actions that infuse value into your app. To gamify your app and take your learner's engagement to a whole new level, introduce points on course completion (which can be redeemed to unlock a premium feature) and badges that rank learners (as beginner, advanced, expert). Also leverage rewards (physical or digital), a portfolio which displays the learnt skills, and quizzes to make progress checking interesting.
- **Connect with dormant learners using the right strategy**
When **Vedantu** expected to reconnect with dormant users to enhance their adoption rate, they understood that sending out generic emails to everyone on the list would downgrade their reputation. So they relied on a predictive model to analyse and create smart learner segments based on their probability of engagement. A stellar email strategy to ensure the email lands in the primary inbox combined with testing out a variety of contextual and targeted content pieces and subject lines was brought into action. The result? **A whopping 137% open rate of emails.**

Conversion

Problem Statement

E-learning apps with freemium models often complain that their conversion rates fall way below their expectations.

Solution Use Cases

- **Leverage Data Analytics**
Glean key analytics from your analytics dashboard such as most popular courses, frequently watched review videos, most flagged questions and the like to understand how your users are interacting with your app. Updating your app based on these insights will enable you to deliver hyper-personalised experiences and boost your conversion rates in the process.

Leveraging user analytics the right way will also improve your marketing and product strategy.

By analysing user behaviour at every stage of the conversion journey, you can tweak your strategy based on real-time dashboard insights on your revenue, DAU, app stickiness, user flows and any other north star metric.

- **Keep bringing the learners back**

Learners who've adopted your freemium model are your best bet when it comes to conversion. To successfully convert them, you need to keep bringing them back to the app to start their first or next paid course, class, or test. Rely on referrals, discounts, and loyalty points to do this. Also, introduce a learner's dashboard that displays courses completed, skills unlocked, and other relevant stats, to encourage users to make progress.

To ensure that all your learners keep coming back, leverage RFM analysis to segment customers (automated) based on recency, frequency, monetary value, and other conversion events to identify your loyal, at-risk, and dormant customers and deliver customised omnichannel campaigns. AI/ML can help you craft actionable re-engagement campaigns using email, SMS, app/web push notifications.

- **Quick User Integrations:** Quick and smooth user integration can go a long way towards impacting a student's choice of the learning platform. From the initial signing up process to the eventual payment, ensure that every step is as smooth as possible. If your user experience is mediocre, even the most premium content will fail to convince your learners to continue using your app.

- **The Freemium to Premium Journey**

Your goal here is to turn registered users into paying learners. To achieve that, leverage no-code nudges on the web and app to unlock courses, shower discounts, convert to premium by highlighting the WHY. Note that your nudges must be personalised and contextual. For example, nudge the new learners to buy a course if they have watched 15+ minutes of the free course content or left a particular course midway. Basically, keep encouraging dropped-off learners to return to your platform. Introduce a milestone completion dashboard to gamify the experience further.

Retention plus Loyalty and Upsell

Problem Statement

With every passing day, the ed-tech industry continues to witness the entry of thousands and thousands of new competitors, making customer retention that much more complex for existing players.

Also, currently, there are more than [15000](#) ed-tech companies, each targeting different learning demographics with their courses and modules. How do you ensure your e-learning app stands out to gain loyal learners?

Solution Use Cases

- **Leveraging existing learners to upsell and bring in new users**

Send strategic emails, push notifications, and nudges to encourage your existing learners to share their course post-completion. Introduce rewards, points, and discounts when a new user joins using your existing learner's unique code. This has the potential to increase new app installs by 20%. Also, focus on existing learners and encourage them to sign up for other courses by offering exciting discounts.

- **Focus on driving second purchases**

Retention is all about driving repeated engagement. But how do you achieve that? Apart from offering enticing discounts, leverage learner segmentation to offer relevant recommendations that match your learner's interest. Not only that, build up excitement for your upcoming courses by sending personalised and relevant emails detailing the same. Don't miss out on establishing your credibility by including social proof in these email campaigns.

Personalised recommendations that resonate the most with your learners (and their stage) are most likely to encourage signups and conversion.

You need to take learner's profiles into account to recommend them the best choices that are the shortest routes to master individual subjects or impart highly in-demand skills. MIT's micro-master programs that are specific to learner's current academic route are a great example.

- **Clever use of cross-selling:** Promote courses and modules that are similar to the ones that the user is enrolled in at the moment. These may also be a series of courses to help learners advance in a particular subject. This will bolster your value proposition in their perception and incentivise them to keep interacting with your app.

- **Incorporate tools like Raman Analytics - AI to uplevel**

The goal is to uplift conversions and retention; the solution is to eliminate guesswork and manual exhaustion; and leverage predictive insights and hyper-personalised intelligent engagement. Tools like Raman AI Engine helps you automate the delivery of your personalised campaigns and engages customers by putting data analysis and machine learning to use. Data analysis will tell you WHAT's happening, WHY it's happening, and WHAT next. While predictive segments will identify most likely churn out learners and craft re-engagement campaigns to engage them. Predictive intelligence will also help you reach each customer with a specific message relevant to their journey. You change the game further when you dig deep into churn prediction and know the WHY behind falling Daily Active Users and decreasing app installs.

- **Introduce rewards:** In any kind of learning process, validation holds utmost importance.

The same goes for e-learning apps. Define learning milestones for your modules and reward your users when they achieve those. Rewards can include partnerships or different levels of scholarships. A milestone metrics dashboard to track the milestones the learner has covered on your app is another engaging way to boost retention.

- **Include social proof:** Share happy customer testimonials and positive case studies with

your users to show how your e-learning app has made learning accessible and brings about an inspiring change in customers' lives. MIT is again a great proponent of this strategy. It shares success stories with existing learners that take them through other students' journeys, starting from *never completing an online course to completing hundreds of them to finally earning MIT credentials.*

Win Customers For Life With Netcore Cloud

Netcore's robust customer engagement and product experience modules empower you to engage with your customers as you know them and deliver customer experiences that are as sophisticated as they are elegant. From effortlessly orchestrating customer journeys to making intelligent use of insights to work in improvements, Netcore allows you to prioritise user expectations above all else. Byjuus, Vedantu, LawSikho, Career Launcher, and Aku Pintar are some of the top names that Netcore Cloud has joined hands with.

They were ready to take their app to the next level, are you?