Evelyn Learning

Performance, Relevance and Future of Digital Apps and E-Learning Tools

A Research Study

April 2022

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Foreword by the CEO

" One truth that has been established over the last 3 years is that it is almost impossible to predict the line of thought in the post pandemic world, especially in a traditional industry like education.

No doubt that the last year and a half has been comparatively better in terms of online learning and digital education. It saw the **emergence of the digital apps industry**, which is getting better at offering the multi-sensorial experience that was earlier credited only to offline classroom experiences.

The digitals apps, tools and softwares come in-built with features like students and teachers portals where one could upload assignments, download study material, offer video lessons, assess tests etc., which was a huge step up from the linear video call classes that we initially began with.

Naturally, the new forms of learning immediately became a hit and saw staggering growth. However, despite the exponential rise, we noticed the **shortcomings of the new forms of technology and digital apps** time and again.

We realized that the demand for online education was fulfilled. But, inefficiently. As our team probed further into the issue, it was sufficiently clear that there is a **huge product and content gap** built into the digital apps, tools and softwares that needs to be called out.

With the objective of identifying and rectifying the gaps in the digital apps, our team at Evelyn set out to gather the latest data and information.

This research study is based on a survey of students and teachers, who **elucidate the limitations and drawbacks inbuilt in the interface** of digital apps. Furthermore, we also analyze the key findings and **propound the next steps in order to overcome the defects** and make digital learning easier and more qualitative.

As you proceed to read this research study, I want to write a special mention to all the people who found time to take the survey, our team at Evelyn who compiled the research project and all of you for taking the time to go through it. Hope you find it informative and insightful. "
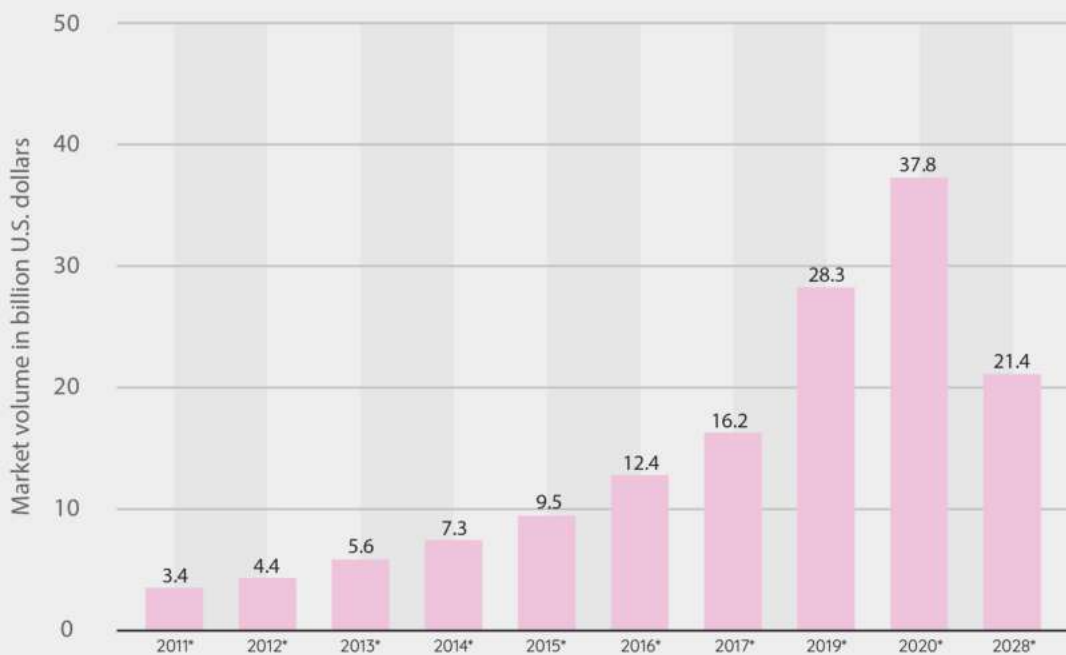
So, thank you!

Praveen Tyagi

Praveen Tyagi
Founder
Evelyn Learning Systems

EXECUTIVE SUMMARY

An Education Crisis Averted by the Rise of Digital Apps

Global e-learning Market Volume from 2011 to 2020

Source

As the pandemic took the world by a storm, the education industry experienced a paradigm shift from offline to online learning. What started as zoom calls classes rapidly transitioned to Google Meet, Skype and other online video platforms.

Not soon after, we observed an increase in the **emergence of edtech companies, apps and softwares** which could make digital learning easier and faster, for both educators and students. These apps offered more than just the video calling feature. Some of these had options to upload homework and download it, assessment portal and so on.

Naturally, some of these apps and tools went on to occupy the larger section of the education market. But they were still touted to be **buggy, dysfunctional and inefficient**. Keeping in mind the requirements of the times from the perspective of both students and teachers, we surveyed a large section of both parties to generate and analyze the probable growth and sustenance of digital education.

This report determines the effectiveness of the new tools and focuses on the challenges that the students and educators face when it comes to digital learning.

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RESEARCH PARTICIPANTS PROFILES

*The research survey was carried out by interviewing learners and teachers from different stratas of society. Our research participants belonged to both **government and private schools**.*

The research survey was carried out by interviewing learners and teachers from different stratas of society. We **interviewed over 46 tutors** over long-drawn, extensive phone calls. These tutors comprised school teachers between grade 8 and 12, coaching center instructors, online app tutors, supplementary teachers, test prep tutors and more.

Fig:

37%　63%
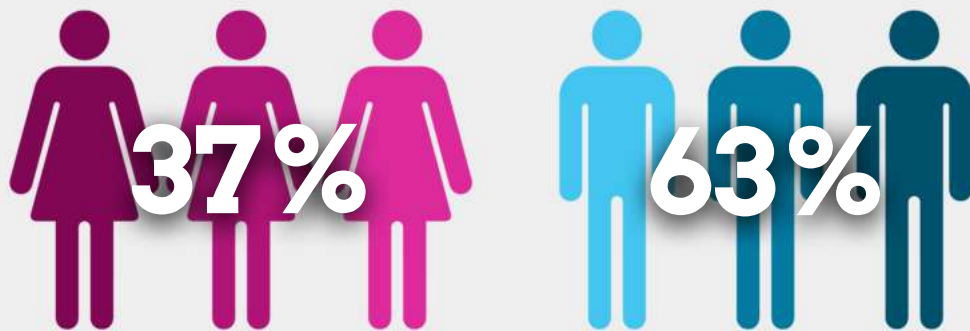
In addition to that, we also **surveyed students** who were using these apps- regular or new. These students were a mix of elementary school students who used the digital apps through their school curriculum, children who are preparing for entrance exams, and students who are using the apps as instructed by their coaching centers.

Fig:

29%　71%

RESEARCH OBJECTIVE

This research study was **conducted by Evelyn Learning Systems** which is an academic content development company. As a B2B company in the education space, we consider it our responsibility to bring about an actual and factual analysis of the resources in the market, to find gaps and opportunity and to state them patently.
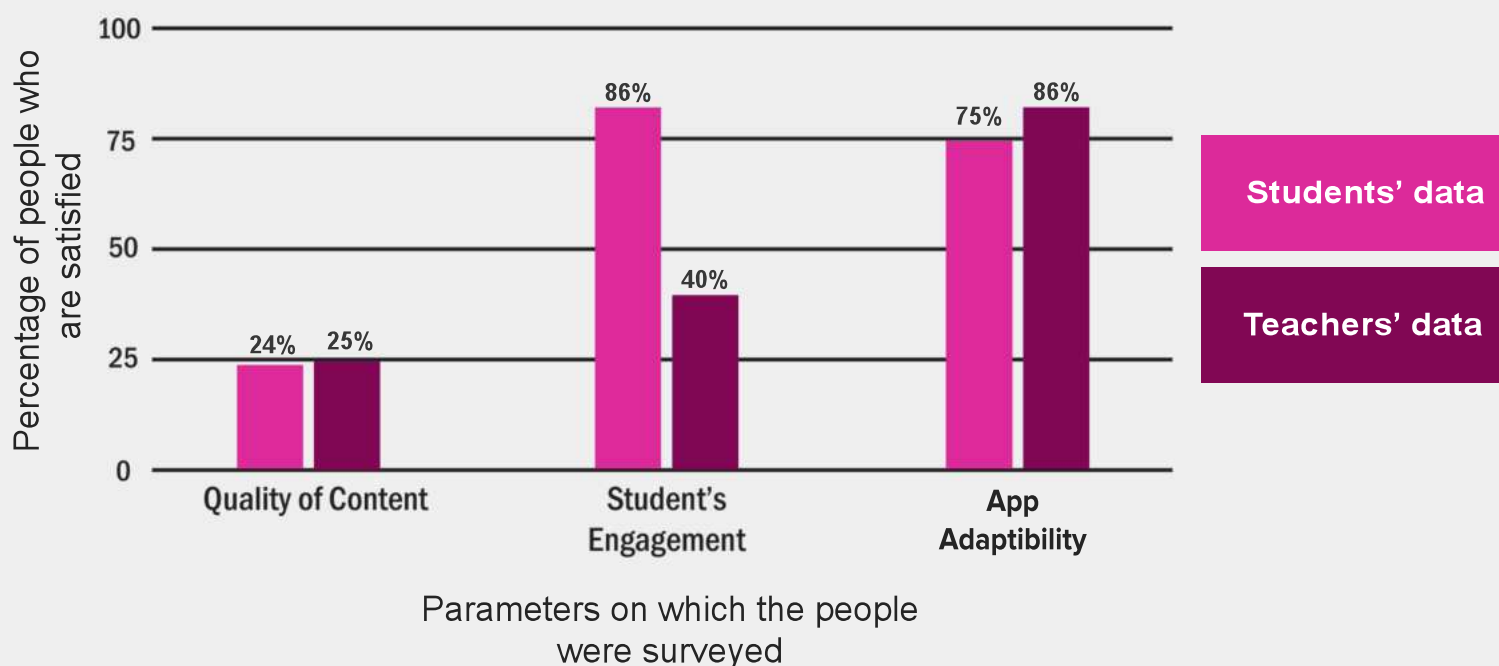
Therefore, we went ahead with this research analysis and conducted the study in two segments where we **surveyed both students and educators**, at a time.

The idea was to **assess their experience with the digital form of learning**, especially digital tools and e-learning apps, **identify the loopholes** if any and evaluate the **scope of any improvements** to make the whole process of digital teaching and digital learning more interactive, informative and convenient for educators and students.

DATA OBTAINED

Percentage of people who are satisfied

	86%	86%
		75%
24% 25%	40%	

Quality of Content · Student's Engagement · App Adaptibility

Parameters on which the people were surveyed

Students' data

Teachers' data

| Parameters	Students' Opinion	Teachers' Opinion
Quality of Content on these apps	Low	Low
Engagement Rate of **Students**	High	Low
Adaptability to the new mode of teaching	High	High

KEY FINDINGS

Areas of Similar Opinions for Both Learners and Educators:

- A majority of the people surveyed- both students and teachers believed that the **content quality was poor** and that there was a huge scope to improve the quality of the content used by the apps.
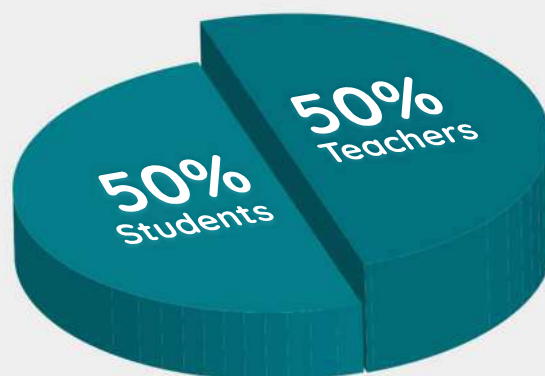

Category of people surveyed
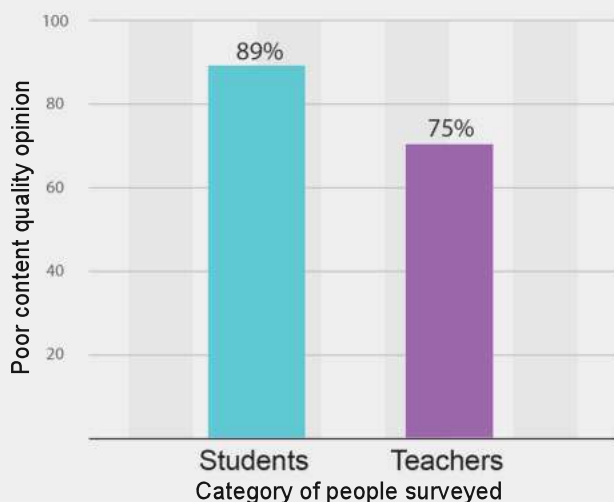
- Both the parties believed that the apps and tools had a **high adaptability rate** and that it was easier to adapt to and work on.

Point of Conflict Between Learners and Educators:

- While **most students were satisfied with the engagement of online content** resources and apps, **most teachers weren't.**

Point to note is that engagement means different things for students than educators. **Students find it more engaging** because the content is more interactive, interesting and reusable. The extra shelf life of the study material and resources enables students to be able to visit and consume this content repeatedly over time.

Whereas, **teachers find it less engaging** as they find their interactivity with their students to be limited on this app.

Interesting Discovery

- Another Interesting Point to note is that 50% students and 50% teachers reported that they find the **apps buggy and dysfunctional**, and that they prove to be a hindrance in the process of learning and teaching.
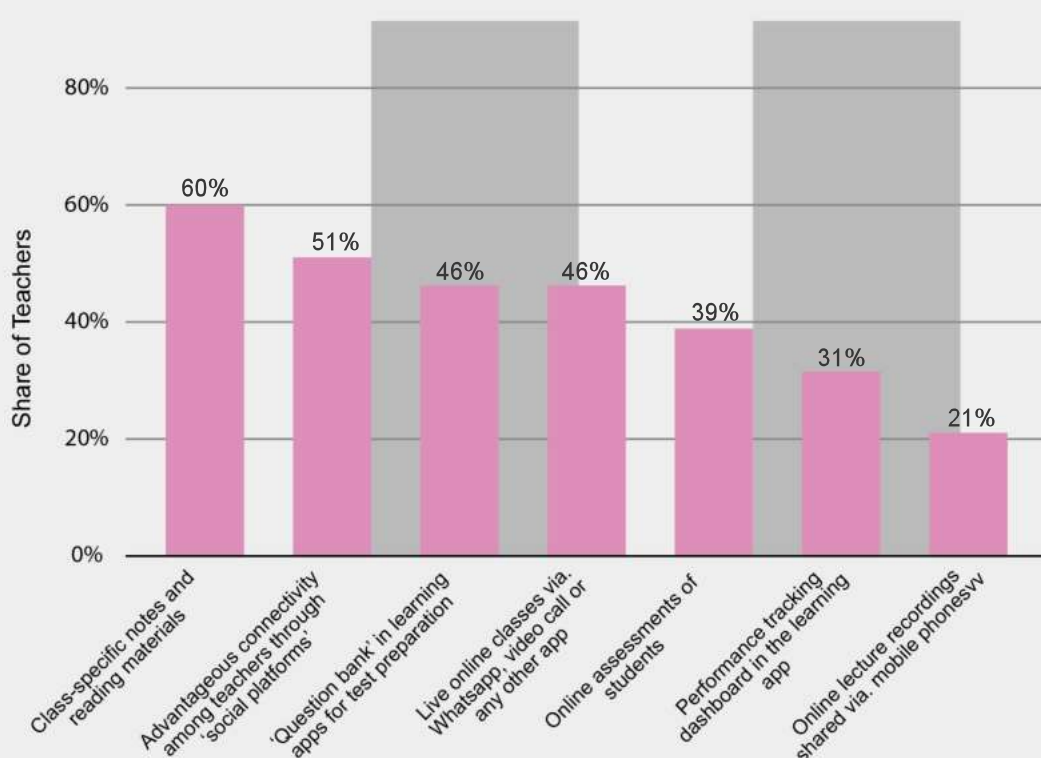
SEARCH: A DEEPER LOOK INTO THE SUBJECT

Data to support statement-

Chart data (Share of Teachers):

- Class-specific notes and reading materials: 60%
- Advantageous connectivity among teachers through 'social platforms': 51%
- 'Question bank' in learning apps for test preparation: 46%
- Live online classes via Whatsapp, video call or any other app: 46%
- Online assessments of students: 39%
- Performance tracking dashboard in the learning app: 31%
- Online lecture recordings shared via mobile phonesvv: 21%

Source

In 2021, 68 percent of the teachers at government schools indicated that **curriculum related video sharing would be a desirable feature** of an EdTech app. 60 percent of the teachers indicated the **need for class specific notes and reading material** in an EdTech app. Only 21 percent of teachers were in favor of recording their own lectures and providing students with access to them on mobile phones.

The data just goes on to indicate the **lack of good content on e-learning apps** and hence, the **demand for more and better content on digital platforms.**

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INSIGHTS AND SCOPE FOR OPPORTUNITY FOR E-LEARNING COMPANIES

Our research data suggests that **ONLY 33% students are convinced with the quality** and standards of the e-learning study material provided by online institutes and edtech apps.

Similarly, **ONLY 25% teachers are satisfied** with the quality of the e-learning study material provided by online institutes.

The urgent rise in e-learning courses and digital apps could be attributed to the escalating demand for the same, in the industry.

Some industry statistics:

- MIT's OpenCourseWare was the first MOOC to make all their e-learning resources freely and openly available in 2001. 2006 saw the launch of the Wikiversity and then many MOOC platforms like Coursera, Udacity, Udemy, edX, and NEPTEL were launched.

- In 2020 alone, globally more than 180 million learners benefitted from MOOCs.

- The MOOC market in **2021 is estimated to be $5.16 billion** and is projected to grow at a **CAGR of 37.11% to cross the $25 billion by 2025.**

Need of the HOUR:

The next to focus on is to build better content and advance learning verticals like textbook solutions, test prep content and other academic content services.

IMPORTANCE, IMPACT AND FUTURE OF DIGITAL APPS

Of the surveyed students and teachers, 50% each stated the requirement of better and improved digital apps.

Problems with the Existing Apps:

- Most existing **apps are buggy** which make for a bad user experience.
- Senior teachers who are already struggling with fast-paced technology find the **interface hard to operate.**
- **Lack of ergonomic and adaptable features**, preferably different dashboards for educators and students.
- **Lack of regulators** for easy uploading and downloading of content.

Suggestions and Recommendations:

The incessant need for **new apps which can allow a smooth segue into digital learning** is the solution to most problems. Apps and softwares which can provide attractive courses or real time industrial training lessons, less bugs, more information and great features like performance regulator auto reminders, use of animation and gamification, and various test paper solutions etc.

- Create **content that is interactive and consumable.**
- Focus on the product to **improve user experience.**
- Leverage on **digital innovation** and focus on newer technologies like gamification, consult tutors via live chat etc.
- Create a **holistic culture** of learning.

CONCLUSION

We believe the findings of our Survey provides actionable insights for the e-learning and edtech companies.

The many students and teachers who responded to our survey affirmed that they see **vast potential and scope for content quality improvement** and also in the user interface of the digital apps and tools, especially in the wake of the rapid demand of the same. This, in particular, should be insightful for the edtech and e-learning companies to be able to incorporate required changes in the tools and resources that they develop and provide, for an exponential qualitative result.

This paper has categorically listed the problems after carefully analyzing the data obtained from surveying the target population. In addition, it has also offered opinions, recommendations and solutions in what could be the effective next steps to curb the problems.

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TEAM BEHIND THIS EFFORT

The Evelyn Learning Systems Digital Apps Research Study has been created with utmost precision and focus by an adept team who have been in the education field with an experience of more than a decade.

We spent a total of **2 months gathering data**, talking to people trying to gauge their problems and verifying our sources, before we could analyze and create this research study.

Our team comprises eminent over **100+ tutors, 400+ subject matter experts, 10+ managers** and several education consultants. The team is well aware of the nature of the subject and its role in the industry. For more such reports, news articles or insights from the industry,

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Evelyn Learning

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2200
Subject Matter Experts

900
Interns

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Ecat for content authoring solutions

QA

QAProcessor to ask questions and get solutions from expert tutors

SCREEN

Screen Tool for creating, sending, and managing tests

fa fa

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