

Role IQ Learner Research Synthesis

May 2019



Q1/Q2 2019 Challenge

- Conduct research to gain insights into:
 - the original mission/vision for Role IQ learners
 - how learners are interacting with Role IQ and how interactions differ between cohorts
 - areas of improvement that would be most valuable to learners
 - any points of friction in the learner experience

Executive Summary

- From May - March 2019, the Role IQ team conducted analysis to better understand how Role IQ is being adopted since it's launch at PSLive in August 2018
- Engagement has been steadily increasing since it's launch
- Learners are receiving value or expect to receive value from Role IQ.
- Role IQ is being used by learners as a benchmarking tool, proof of learning, confidence, and as a way to focus/direct their learning
- Motivations for using Role IQ include: skilling up in their role, understanding skill level, preparing for certification or changing roles, and sharing their skill level for social proof
- Learners express confusion around some areas of the experience including how to skill-up, what role levels mean and how they are calculated, and how to unlock retakes/measure progress
- The biggest immediate opportunity area for Role IQ is to improve: clarity for learners around it's purpose and value, context on how skills relate to roles, guidance on how to skill up in a role, and clarity on role levels

Discovery Findings

[Link to research synthesis](#)

Breadth of
Discovery

- 24 VOC interviews with completers and bailers (12 of these were B2B learners)
- learner motivation & value surveys
- internal stakeholder surveys & interviews
- ad-hoc data analysis
- evidence based principle review

FINDINGS ON

Arrival at Role IQ

[Link to arrival analysis](#)

Most learners are arriving at Role IQ through the Home banner

~87% of arrivals






Many visits seem to be exploratory

- Some learners describe “stumbling” into Role IQ or finding it by “exploring”
- There’s a big discrepancy in Role starts vs Role completes (8.4% completion rate)

Some learners express initial confusion

- One learner described clicking on it and it took him to a test -- First time he did it wasn't in a place where he could take the test so he backed out
- One learner wanted to know how certain skills are relevant to a particular role



“Was confused because there were the same topics in both roles (development and architecture).”

- BA (completer)

FINDINGS ON

Learner-perceived value



72% of learners surveyed receive
or expect to receive value from
Role IQ

“Tells you how prepared you are for a particular role and directs your studies. Measures your skills to get a read on the impact of your studying.”

- BM (completer)

"Before PS I used Microsoft certification exams, they were the only way I knew how to validate where my knowledge was at. PS and Role IQ give you faster feedback against a smaller area"

- ER (bailer)

Role IQ users have a diverse range of motivations





However...

- Several described Role IQ as a collection of tests
- There's a big discrepancy in Role starts vs Role completes

FINDINGS ON

Prioritization and efficiency



12% of learners surveyed said they're using Role IQ to focus their learning



“Recommendations fill in my gaps. Not to make me take everything about a subject when I might know 70-80% of it already.”

- ER (bailer)



Learners seem to value efficiency and desire more guidance

- Some learners described workarounds for finding role content and prioritizing skills for assessment or learning (ex. starting with content recs for the lowest Skill IQs)
- Some requested clearer prioritization of gaps
- One learner described learning a whole skill from scratch as daunting
- Some learners were unaware of existing guidance (personalized skill analysis)

“Hmm, looking at the gaps... which is the low hanging fruit?.”

- JF (completer)

"Since RoleIQ is a step above... if there was any one assessment that would contribute to the increase of the Role IQ... bubbling up its... recommendations to tell you what to start working on."

- LM (completer)

“I want all Role IQs to be similar to Microsoft roles” (referring to the partnership roles since they have the link to role content at the top of the page)

- JB (Completer)

FINDINGS ON

Role progress



Assessment cadence appears to reflect varying motivations

- 57% of Role completers take all assessments in their first day with that role
- Others focus on assessing the skills they know first
- Motivators included seeing streaks and competition with co-workers

“Took the three ones I thought I would get a good score in. The remaining four I know I need to research.”

- ER (bailer)

“I did all the assessments at once, I had 3 months until taking the [certification] test, and I wanted to lay all the cards on the table and see where I was.”

- KB (completer)



Learners aren't clear on how to make progress in a role

- Over half of interviewed learners described a desire to reassess and see progress
- Many expressed confusion over retakes (some who thought they retook actually used do-overs)
 - How do I unlock a retake?
 - How many do I get?

“If I was coming in completely fresh, what are the PS recommended courses to go from 0 to level 3?”

- LM (completer)

Q: If you want to go from a level 1 to a level 2, what would you have to do?

A: ...“I don’t know.”


- TH (completer)

FINDINGS ON

Role Levels

Role levels are confusing

- Role levels confused interviewed learners in multiple ways
 - How is level calculated?
 - Are optional skills factored into level?
 - What is the relation of Skill IQs to Role levels?



“I would hope the core skills are weighted more highly than auxiliary skills...not equally weighting them. Like react should be weighted higher for the React Web Developer, because that's the differentiating feature for this role from a Vue Web Developer”

- ER (bailer)

FINDINGS ON

Progress Sharing

Many learners say they want to share progress

- 8/10 interviewees mentioned wanting to share some Role artifact
 - Internally with manager
 - 4 of the 8 wanted to share externally
 - 3 of those 4 explicitly mentioned adding to LI/resume
- Desire to show progress, proof of engagement or improvement

"I want to share like a certification (internally, with my managers, on social media). Have a badge to prove I know my role. "

- BA (completer)

"I took a screenshot of the results I got after watching videos to show my boss my improvements. Would like to do more sharing internally."

- KB (completer)

PERSONAS

Role IQ - Jobs to be done

Job Performance
(Improve in role)

45.7%

Benchmark
(Where am I?)

13.2%

Certification Prep
(For a certification)

9.7%

Job Change

8.7%

Work Project

2.4%

ENT Assigned

2.2%

Tech Stack Change

1.5%

Proof of Learning
(As a certification)

1.3%

METRICS

Engagement

- Total Role IQs started
 - 215,725
- Role IQs completed
 - 18,298
- Completion rate
 - 8.5%

*All time metrics as of 3/31/19

Entry and
engagement

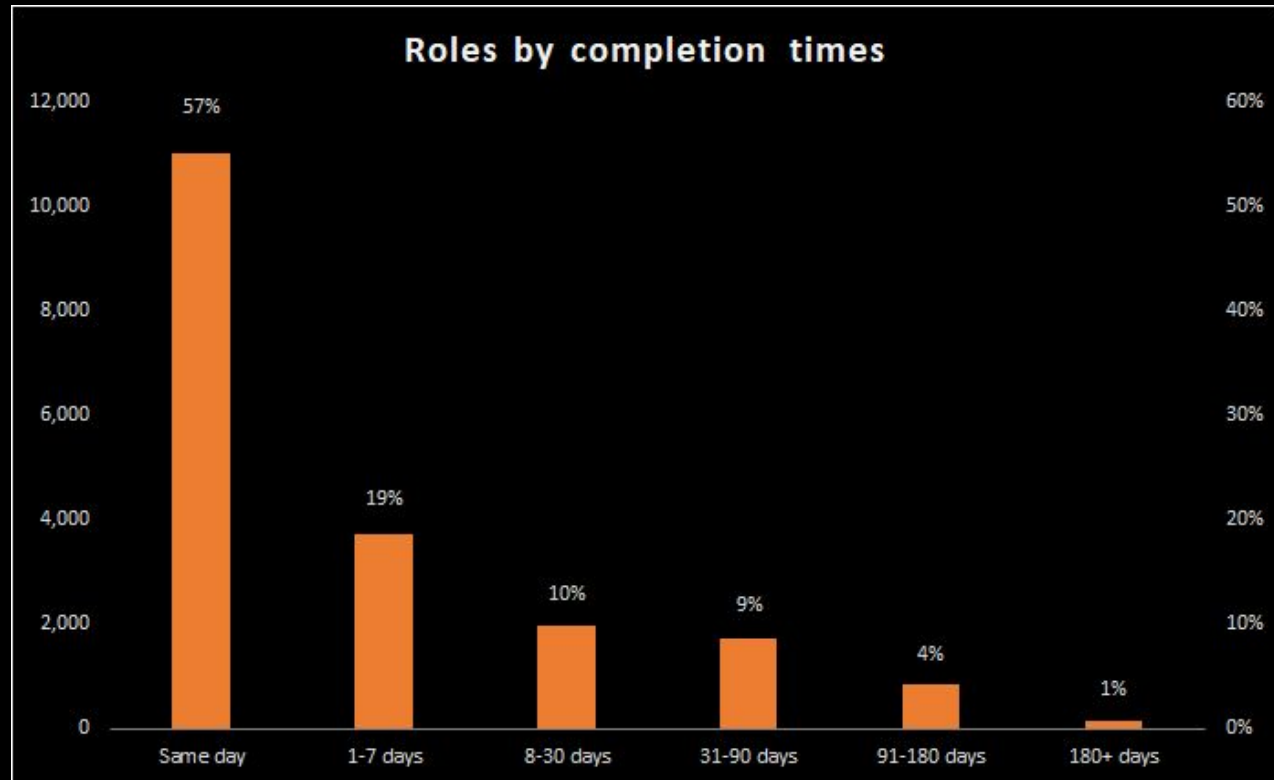
Role starters: learners assigned a role, accidentally complete a role, or who self-select a role level

- Most common entries to Role pages:
 - Home
 - All roles page
 - Site entry
 - Other Role pages
- ~**55%** start an assessment
- ~**40%** complete at least 1 assessment
- Role completion rate for learners who completed at least 1 assessment is ~**20%**

*most likely clicking back from assessment to Role page

Role completion

- Days to complete role:
 - median: 0 (same day)
 - mean: 14 days
 - 86% of roles are completed by day 30, 95% by day 90 from start date



Happiness and
face validity

- Learner NPS = 40
 - +5 pts. from previous quarter
- 84.20% of learners found their scores accurate
 - +12.6% from previous quarter

*All time metrics as of 3/31/19

RECOMMENDATIONS

There are some areas of confusion in the existing experience

- Some learners were unaware of existing guidance post measurement (SCR)
- Some requested clearer prioritization of gaps
- Learners aren't aware of how to make progress within a role (redo/retakes)
- Learners had a lot of questions about role level:
 - How is it calculated? Are optional skills included?
 - What's the difference between role vs skill levels?

We have an opportunity to improve clarity for Role IQ learners, with immediate focus on

- Increasing clarity about the purpose and value of Role IQ
- Providing learners with guidance (clarity and support) on how to skill up in a role
- Providing Role IQ Learners with context about how skills relate to a role (relevance and importance of a skill in a role)
- Providing clarity on Role IQ Levels

JOURNEY MAP

First Time Learner Journey: Role IQ

APRIL 2019 | ROBERTA DOMBROWSKI, JESSICA ROBASH, AND MARLEY ARBORICO

OVERVIEW

This is a current state journey map of a first time Role IQ learner. Interviews with 9 learners who started a role and received a Role IQ, and 1 learner who started a role but did not complete it, highlighted a need to understand how a role learner's first time experience shapes their understanding of the what, how, and why of Role IQ.

CONTEXT

Goal: Understand the current user experience in order to identify user flow improvements for first time users for Role IQ.

Hypotheses: Role learners would benefit from increased guidance, onboarding, and clear communication of feature value early in their interaction with the product.

Notes: Learners seem to use Role IQ for benchmarking, progressing within or toward a role, social proof of learning, or certification prep; most role arrivals are from Home; most completers take all role assessments the same day they start a role; levels as currently conveyed confuse learners.

Questions: How do learners prioritize their assessment? What actions are learners taking from their assessment results?

	NEED	PLURALSIGHT HOME	ALL ROLES	ROLE DETAILS	ASSESSMENT START	ASSESSMENT FLOW	ASSESSMENT RESULTS	ROLE DETAILS
DOING	<ul style="list-style-type: none"> Need to learn a skill for work or a project Have or had Pluralsight through a company 	<ul style="list-style-type: none"> See the Role IQ banner at the top of the Home page Clicks in to the banner to see what it is and if it can help them 	<ul style="list-style-type: none"> Sees some imagery and levels at the top right of the page Sees a list of roles Scrolls through the list of roles Sees some roles in beta Sees the React Web Developer role, clicks into it 	<ul style="list-style-type: none"> Sees the self-assessment modal Clicks "I'll do this later" Sees a long list of skills and the CTA to "Check Skill IQ" Knows some of the skills, clicks on one Clicks "Check now" 	<ul style="list-style-type: none"> Clicks into assessment Looks over the topics it covers Clicks start 	<ul style="list-style-type: none"> Tries to read quickly Thinks Answers questions 	<ul style="list-style-type: none"> Scores proficient Sees their score, looks at gaps Clicks back to role 	<ul style="list-style-type: none"> Sees another skill highlighted Skips down to another skill they know well and clicks into it to take another assessment
THINKING	<ul style="list-style-type: none"> "I need to learn this but I have no clue where to start" "I need help" "What do I need to know?" "I'm a single dad of three kids and don't have much time to learn" - Ethan // Dev Learner 	<ul style="list-style-type: none"> "What is this? It looks like an advertisement" [about the banner on Home] "Do I need Role IQ? Will it help me?" "How do I figure out what to learn and how?" 	<ul style="list-style-type: none"> "There's a lot here" "What are these levels? What do they relate to that I use?" "What should I do? Where should I start?" "Is anything here relevant to me?" "How long will this take?" "How does this help me skill up?" 	<ul style="list-style-type: none"> "What does level mean? How do I know which I am? Why is it asking me this? Who sees my response?" "What happens if I 'check now?'" "How does this help me get to where I want to go?" "This role doesn't match my job title" "I am wasting time" "Do I really need all these skills? Why is this skill related to this role? Which skill do I start with?" 	<ul style="list-style-type: none"> "I think I know these topics" "I wonder how I'll do" "I wonder how this works" 	<ul style="list-style-type: none"> "Maybe I don't know as much as I thought" "I've never used that part of Javascript" "This feels like a trick question" 	<ul style="list-style-type: none"> "I did pretty well. What do I do next?" "I guess I'll go back to role" "How do I close these gaps?" 	<ul style="list-style-type: none"> "Why is this skill highlighted next?" "I have 15% of the role complete - what happens when I take all of them?" "There's a lot here, this is going to take a while?" "Where's my score?"
FEELING	<ul style="list-style-type: none"> Overwhelmed by the daunting process of starting from scratch, or simply not knowing what they don't know Confused as to how to structure their learning Stressed for time 	<ul style="list-style-type: none"> Curious about the ad-looking banner and about the site Stressed for time because there's so much to learn 	<ul style="list-style-type: none"> Confused as to the what, why, how and how long of the feature Annoyed by how dense the page and process is Overwhelmed by the number of roles and unknowns Hopeful about receiving guidance and knowledge 	<ul style="list-style-type: none"> Confused as to the what and why of role levels and skills 	<ul style="list-style-type: none"> Curious about what the assessment experience will be and about what score they will receive 	<ul style="list-style-type: none"> Stressed because of the question difficulty, length, or ticking clock Annoyed at the timer, questions in areas irrelevant to their work, or poorly worded questions Confident when they get a question right Pressured by the timer 	<ul style="list-style-type: none"> Confused about what to do next, or potentially by their results Wondering which thing to work on currently That was fun / stressful Proud or disappointed depending on how results compared to expectations 	<ul style="list-style-type: none"> Excited and curious to keep going Wanting guidance or celebration

Appendix

Role IQ - Jobs to be Done

As a Role IQ Learner, I want to:

- Understand what Role IQ is
- See the required skills for a job role
- Understand my proficiency in a role
- Know where I fit in the industry, organization
- Understand my strengths and gaps in my role
- Set a goal for my role development
- Have a prioritized list of skills to improve on in my role**
- Understand what's required to move to the next level in my role or new role
- Get better in my role (and see it)**
- Skill up in my role quickly and efficiently**
- Provide proof of my proficiency
- Control the visibility of my role data**

** = The Role IQ team enables this for learners in conjunction with another team

Resources

- [Role IQ KPI Dashboard](#)
- [Role IQ Learner Adoption Dashboard](#)
- [Research Synthesis Findings](#)