

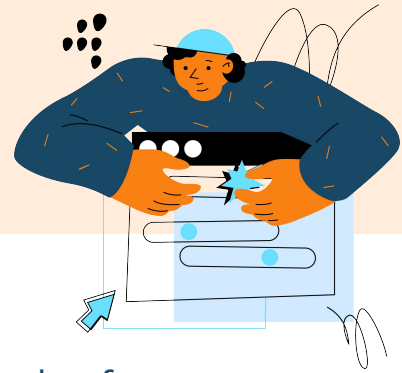


Continuous Discovery: Research Insights

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Continuous Discovery Project

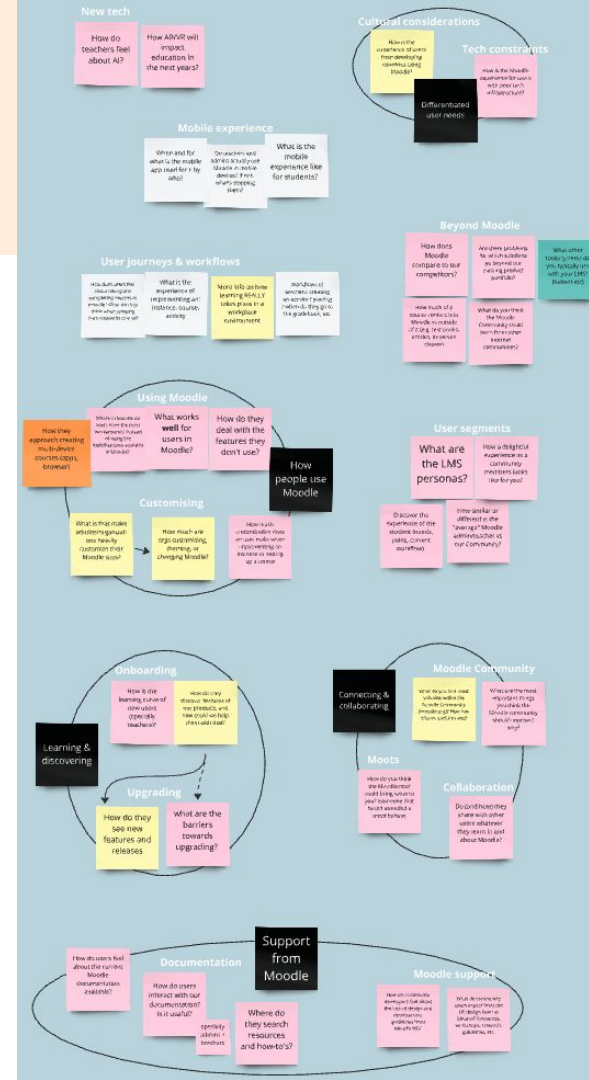


- **What is it?**
 - An initiative by the UX Research Team who will be running a cycle of discovery interviews with users.
 - A space for exploring topics that are usually out of scope.
- **Why are we doing it?**
 - Adds to our knowledge base and increases empathy with our users.
 - Opens opportunities for non-researchers to practise user research methods.
 - Allows researchers to experiment with new processes and methods.

Choosing our first topic

We asked the UX Designers, Content Designers, Product Managers and Marie Achour for suggestions.

UX Researchers sorted through the topics and chose this one submitted by Sabina Abellan (UX Lead)...



How do users in
developing
countries use
Moodle?

We spoke with 6 teachers across different parts of the world...

**Bogotá,
Colombia**

**São Paulo,
Brasil**

**Buenos Aires,
Argentina**

**Capetown,
South Africa**

**Cagayan de Oro,
Philippines**

**Western Province,
Papua New Guinea**



Insights

What do our teachers think of Moodle?

"It's wonderful, sweetie!
Everything about Moodle is
wonderful."

-Participant 1, South Africa

"It allows us to deliver quality
education for people who
wouldn't be able to come to a
face-to-face class."

-Participant 3, Papua New Guinea

"It's very intuitive. I learned it by
myself and I use a lot of tools that
Moodle has, and it was easy to
learn."

-Participant 5, Argentina

Teacher Motivations

Why do they teach? 3/6 teachers expressed a genuine love and passion for teaching, whereas the other teachers took opportunities offered to them.

What challenges do they face as a teacher? Unmotivated students and faculty who are not always open to learning new things or adapt to modern technologies. Contributing factors to this mindset include age, an unwillingness to let go of cultural traditions and/or lack of tech skills.

"Teaching has always been a pleasure. Everyday I think to myself 'How can I do better?'"

-Participant 4, Colombia

"To go to university and become a teacher was a status thing."

-Participant 1, South Africa

"It's hard for me to explain to someone who doesn't want to learn."

-Participant 5, Argentina

"Academics don't like being told what to do."

-Participant 3, Papua New Guinea

Student Motivations

Poverty is a common theme shared amongst these countries. Students are motivated to better their lives and increase their opportunities but many lack access to technology tools and internet connectivity. As a result, they can have lower levels of digital literacy.

Teachers have to be mindful of including course content that is relevant, relatable and understandable to all their students.

"I have to make sure that I'm not using data intensive images."

-Participant 1, South Africa

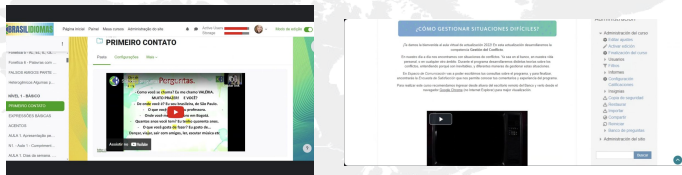
"The people these days are looking for opportunities to improve their quality of life."

-Participant 4, Colombia

"We have so many challenges with transport and remote locations and accessibility to quality education."

-Participant 3, Papua New Guinea

Engaging Students



Teachers like including media and visuals in course content to increase student engagement.

This is challenging with data and storage limitations, and poor and unreliable internet connection.

"The internet connection and the velocity of the page is the problem. Many videos don't work."

-Participant 5, Argentina

"There are a lot of students accessing it (internet) and that's why it becomes slow."

-Participant 6, Philippines

"I was very concerned about images because they take a very long time to download."

-Participant 1, South Africa

Student Communication

Students are more expressive and vocal in person. Some come from cultures that favour oral communication so reading and writing is more of a challenge.

This doesn't translate well online in virtual lessons or Moodle forums.

"When I require them to open their cameras, they're not really comfortable because they're wearing house clothes."

-Participant 6, Philippines

"It is an oral culture. In whatsapp they use a lot of audio messages."

-Participant 2, Brasil

"Reading and writing are not part of our culture. We handed down knowledge through spoken language."

-Participant 3, Papua New Guinea

"In person or 1:1 they always have something to say."

-Participant 5, Argentina

Conclusion

- **Teachers in developing countries have similar motivations and challenges to teachers elsewhere:**
 - Passion for teaching despite low salaries.
 - Doing their best to engage and support students.
- **Issues they face exist in other countries but may be more pronounced for these teachers:**
 - Poverty, access to tech, low digital literacy.
 - Internet connectivity.
 - Communication preferences based on culture and language.
- **Improving accessibility is not just about physical and cognitive differences. Considering cultural and social needs will benefit everyone.**

