

CS Mobile Review For Big Egg



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Objectives

RESEARCH GOALS & QUESTIONS

Context

The mission of “Big Egg” (BE, formerly One Chegg/Companion) is to keep students engaged on our site by clearly communicating and providing resources that address their needs across time.

Phase One is planned for H1 2021.

The current review is meant to inform mobile/mWeb initiatives for BE.

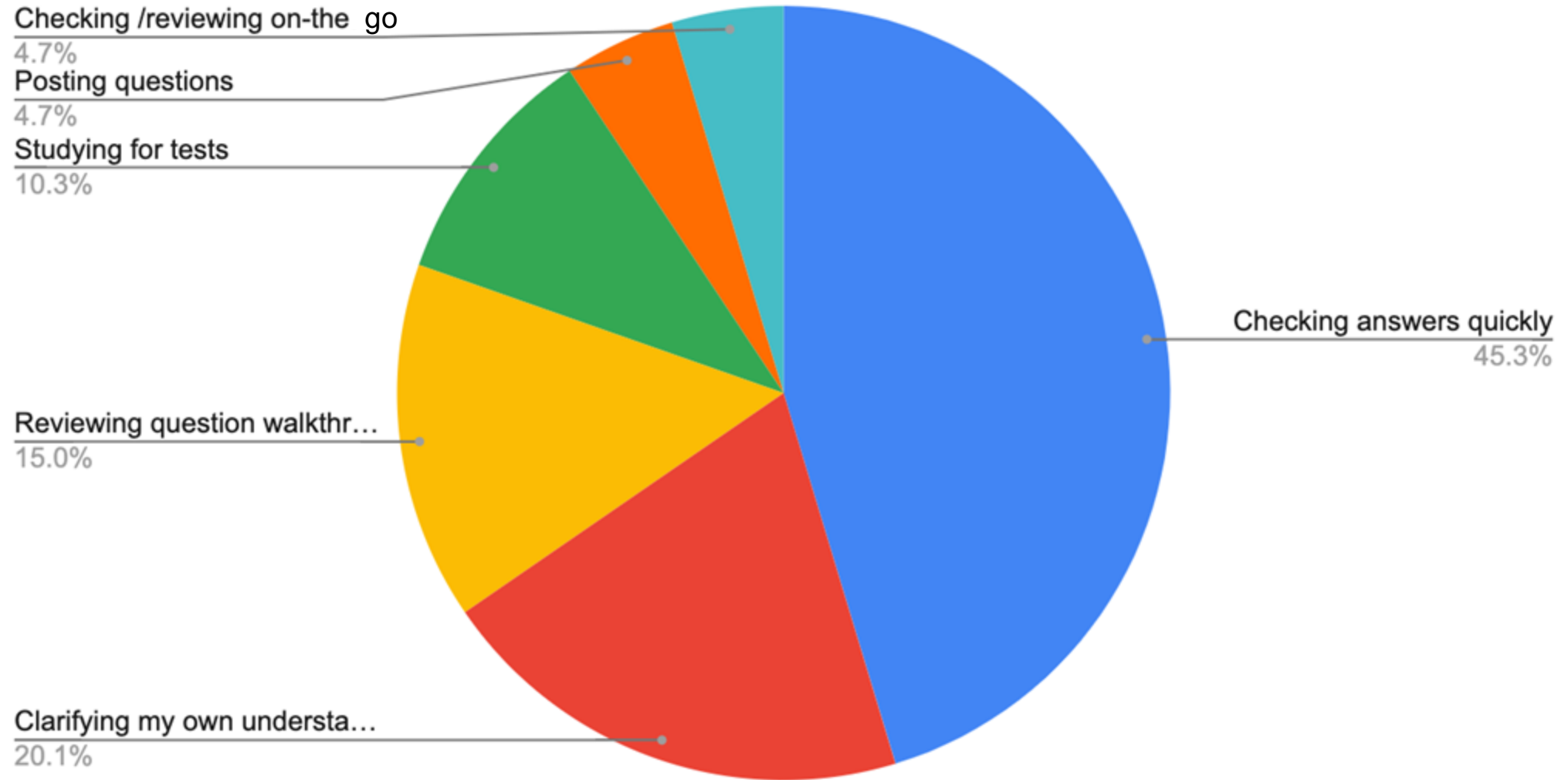
Research Questions

- 1. How/When are students studying on their phones/with CS mobile?**
 - a. Reported use and features**
 - b. Lack of use/abandonment**
 - c. COVID-19 update**
 - d. Other apps**
 - e. mWeb**
- 2. Are how/when mobile/mWeb studying different from desktop?**

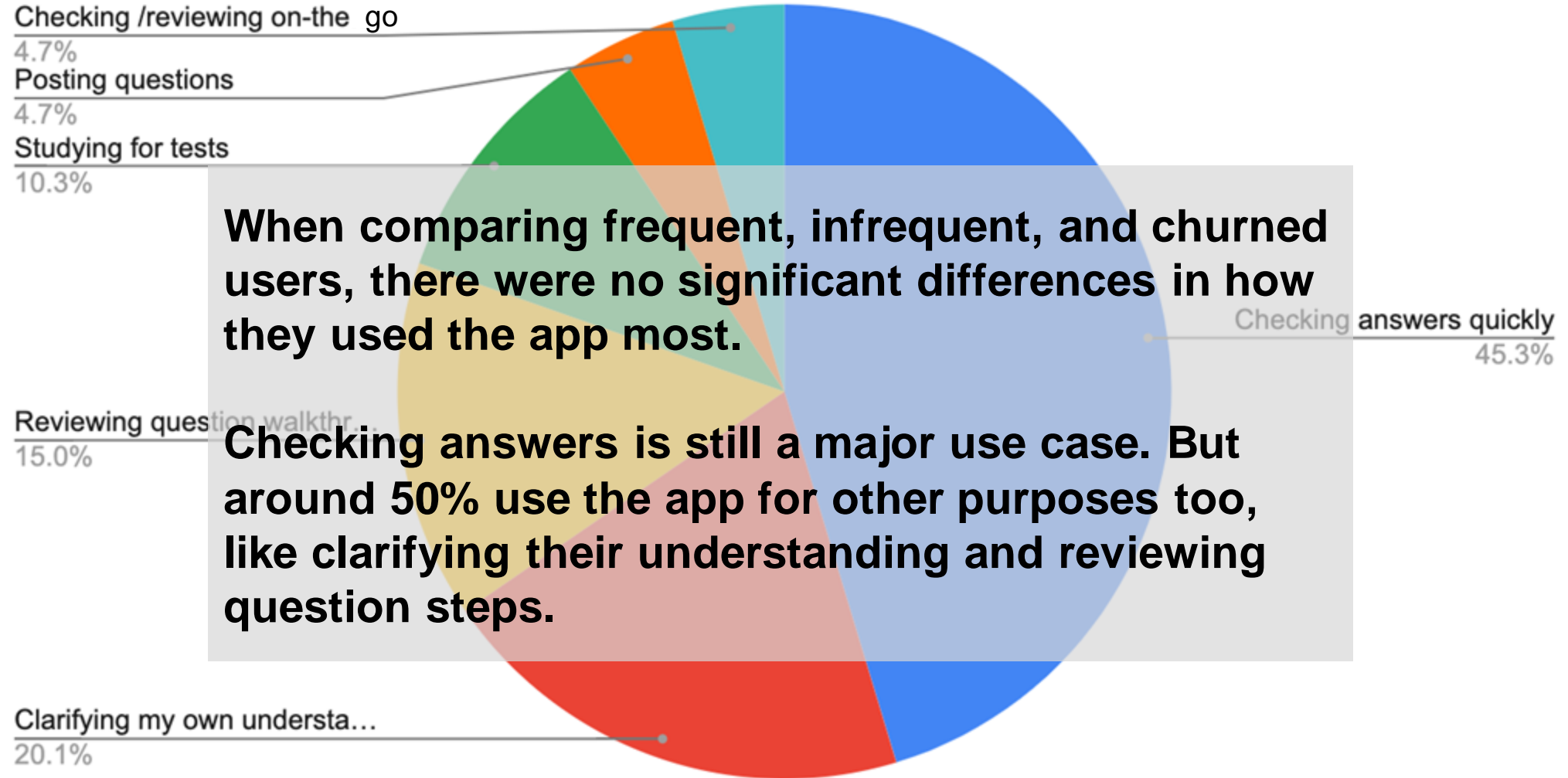
Studying with mobile

2020 Reported Use & Perspectives

What do you use the app for most? (N = 221)



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App use - Interview Feedback



“I feel like it's more efficient here - I would rather scroll on my phone than on my laptop.”

— P7, Aderonke

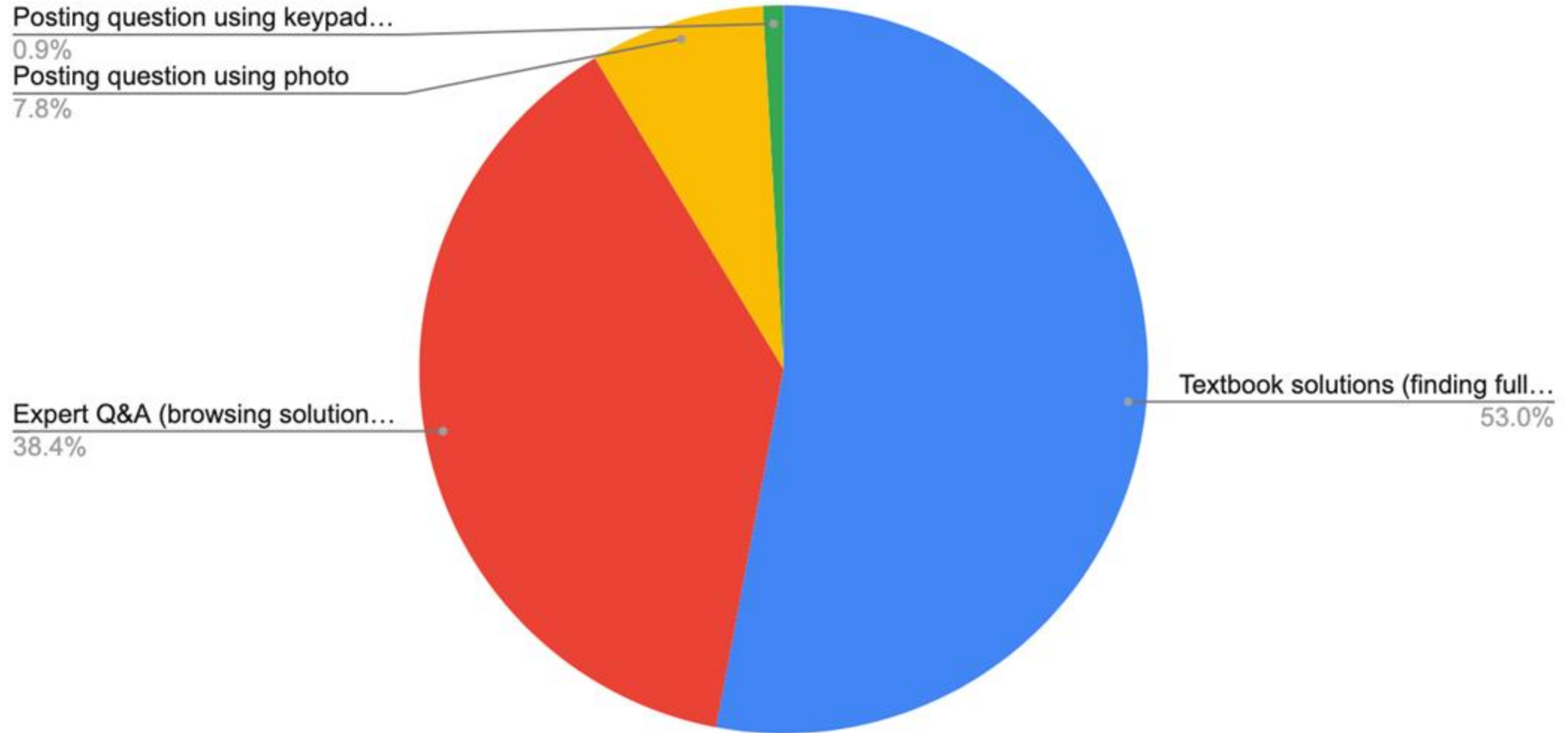
Students confirmed that they mostly use the app to **check answers**:

- While on-the-go;
- While away from their laptop;
- Instead of pulling out/booting laptop;
- While group studying.

While many students prefer to use their laptop for studying, many also claimed:

- **They get timely notifications** about answered questions they posted on their phones, and can quickly check.
- They use the **phone as an additional screen**.
- **Posting with photo is a delighter**, although the current posting flow has a learning curve.

Which features do you use most? (N = 221)



Which features do you use most? (N = 221)

Posting question using keypad...

0.9%

Posting question using photo

7.8%

When comparing frequent, infrequent, and churned users, there were no significant differences in which features were used.

Expert Q&A (browsing solution...

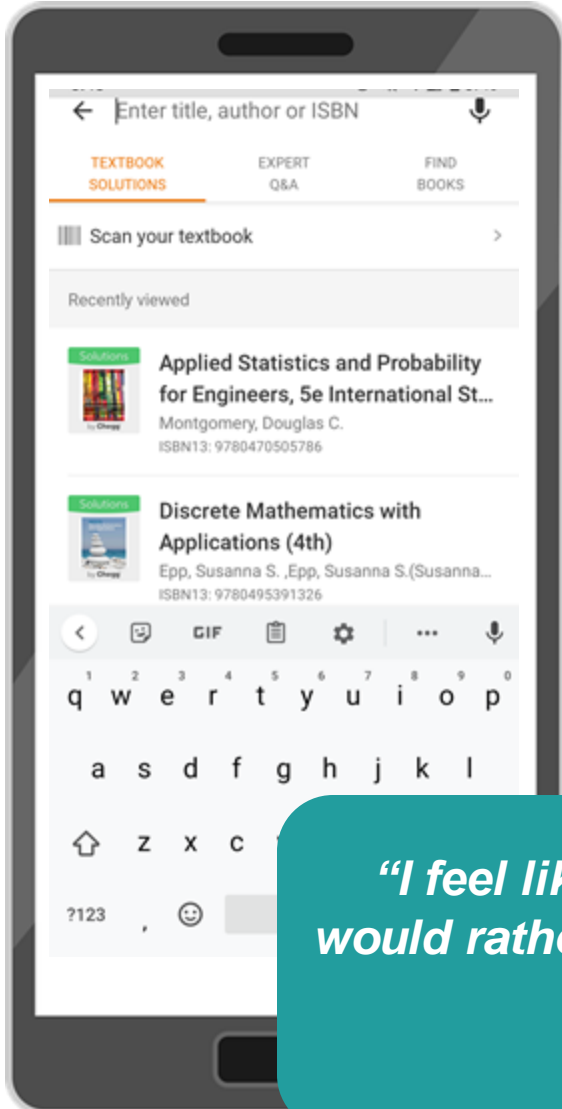
38.4%

Students mostly use TBS and Q&A - students use TBS more. This may be because students have difficulty with search, or the relative ease of using TBS on the mobile platform.

Textbook solutions (finding full...

53.0%

Feature use - Interview Feedback



“I feel like it's more efficient here - I would rather scroll on my phone than on my laptop.”

— P1, Vanessa

Students said TBS is easier to use than Q&A on the app:

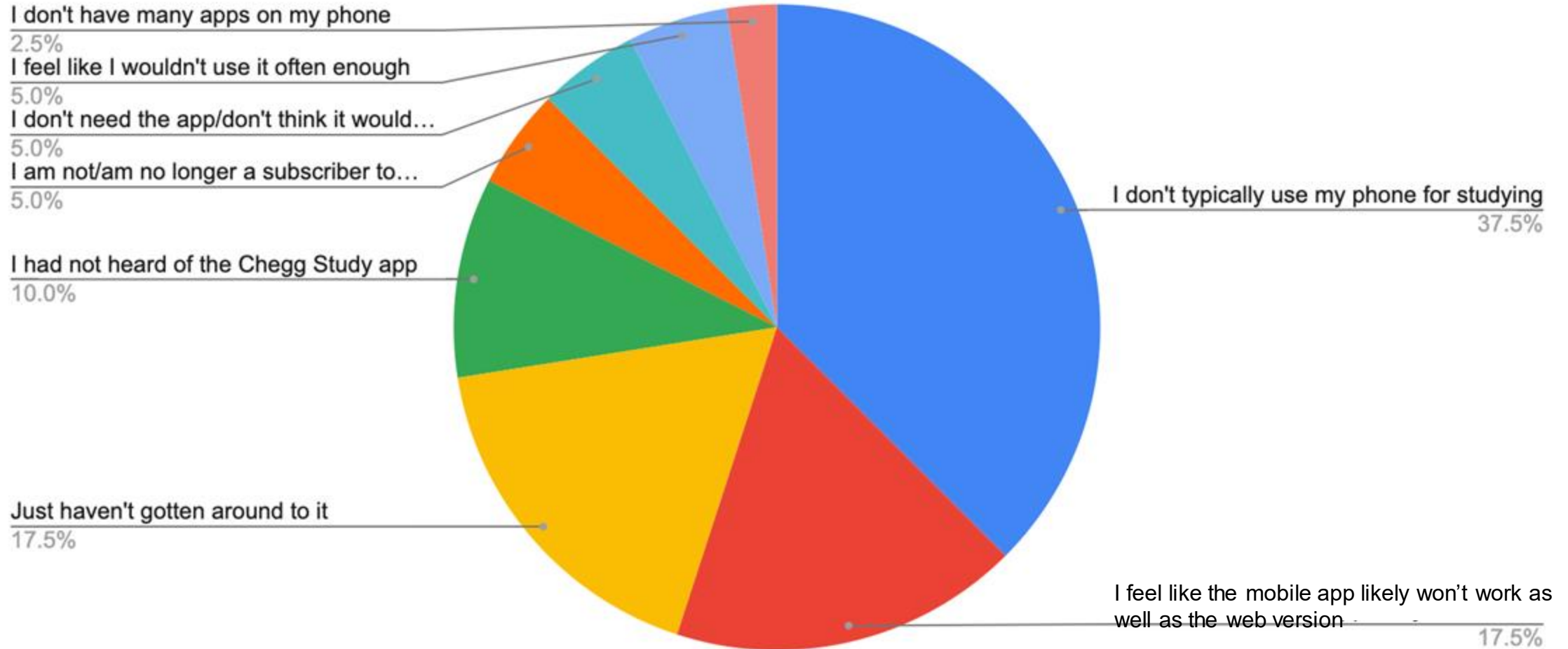
- Search **ghost text** mentions books, not solutions.
- Search **filter default is textbook solutions** (again, looks like book search).
- **Copy/paste** into search is more difficult with mobile.
- **Search results** do not give enough preview to help students decide where to go next.

Some claimed they preferred using TBS on app over desktop:

- **Books** on home screen.
- Collapsed **steps**.
- **Easy to scroll** through chapter/q's.

Lack of use/abandonment

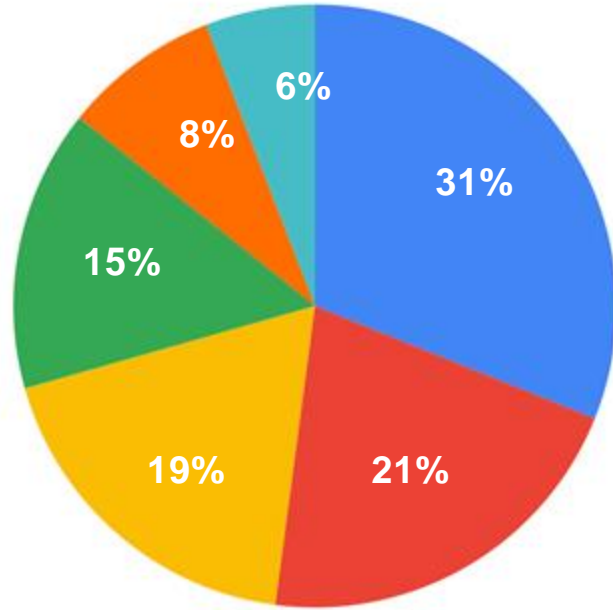
Why don't you use the app? N = 41



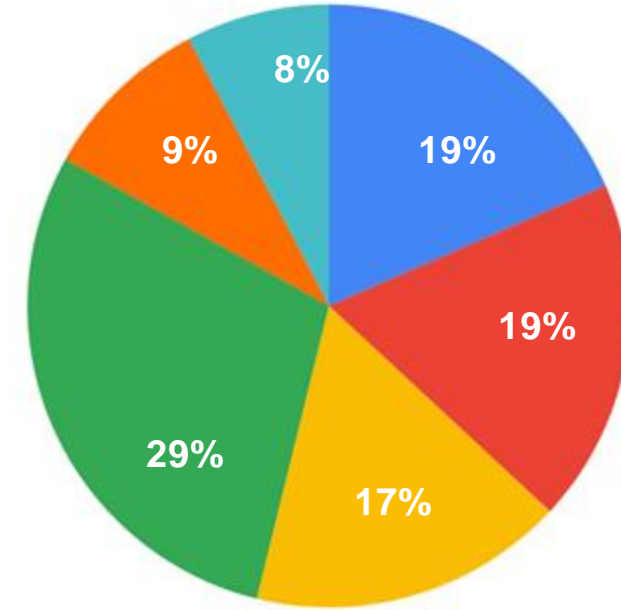
Why don't you use the app? N = 41



What might prompt you to use the app more? N = 184



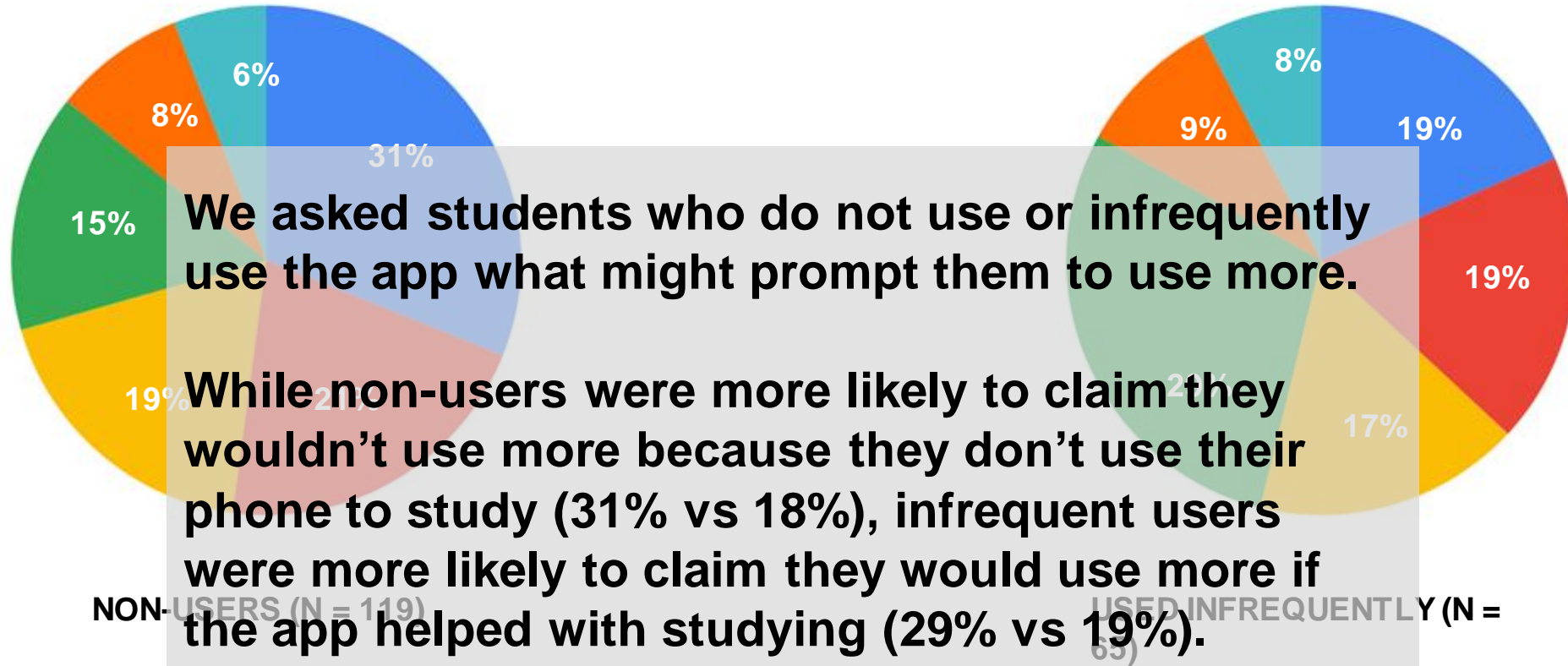
NON-USERS (N = 119)



USED INFREQUENTLY (N = 65)

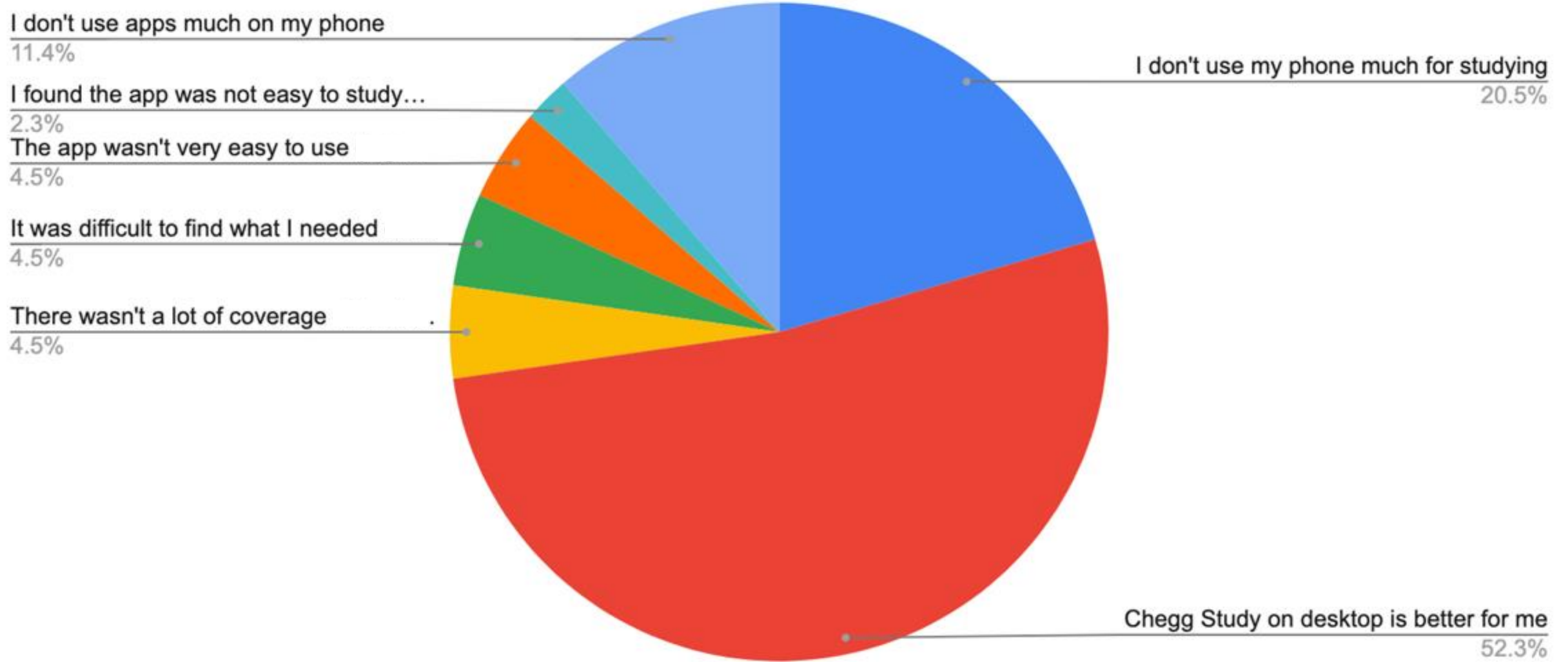
- N/A - I don't use my phone for studying
- If Chegg Study could help me find homework help FASTER
- If Chegg Study could cover MORE of the homework I'm expected to do in my classes
- If Chegg Study could help me with studying (e.g. for tests/exams), not just homework help
- N/A - I don't use apps much on my phone
- If Chegg Study were easier to use (navigating within the app)

What might prompt you to use the app more? N = 184



- N/A - I don't use my phone for studying
- If Chegg Study could help me with studying (e.g. for tests/exams), not just homework help
- If Chegg Study could help me find homework help FASTER
- N/A - I don't use apps much on my phone
- If Chegg Study could cover MORE of the homework I'm expected to do in my classes
- If Chegg Study were easier to use (navigating within the app)

Why do you not use the app any more? (N = 44)



Why do you not use the app any more? (N = 44)

I don't use apps much on my phone

11.4%

I found the app was not easy to study...

2.3%

The app wasn't very easy to use

4.5%

It was difficult to find what I needed

4.5%

There wasn't a lot of coverage

4.5%

I don't use my phone much for studying

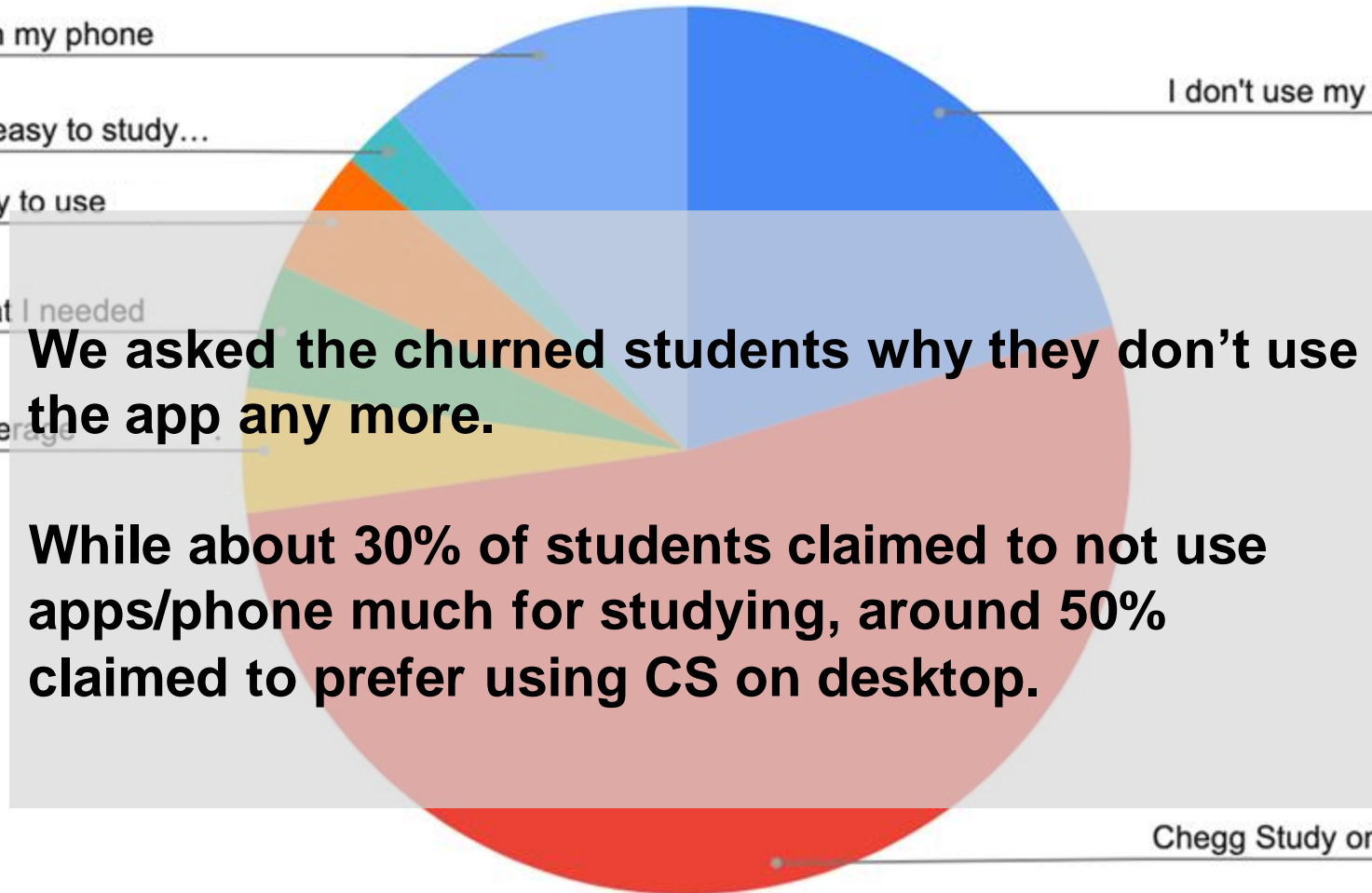
20.5%

Chegg Study on desktop is better for me

52.3%

We asked the churned students why they don't use the app any more.

While about 30% of students claimed to not use apps/phone much for studying, around 50% claimed to prefer using CS on desktop.



Reasons for low/non-use - Interview Feedback



“I post some questions. I like the questions because it's on the home screen and the plus makes it easy to post too.”

— P11, Tiffany

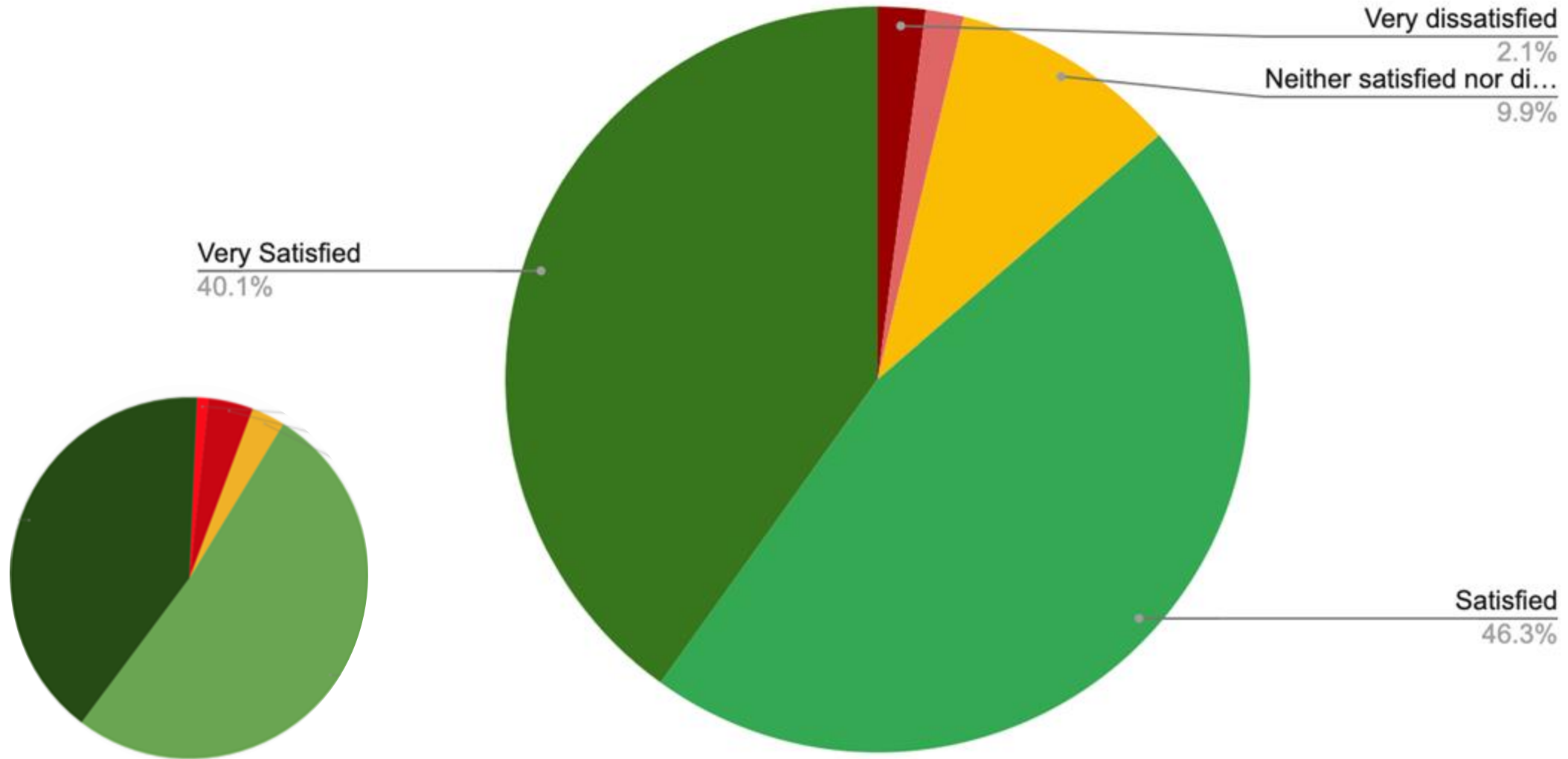
Many of the students who don't use the CS app much or at all said they **don't use their phone for studying** - they compartmentalize their phone for social and recreation purposes, and view it as antithetical to studying.

Others who don't use much claimed that the **desktop was easier for searching** (e.g. cut-and-paste) and they were able to **multitask** easier (multiple tabs, split screen).

“Converts” claimed that **certain things were more convenient on their phone**, like checking TBS quickly or their posted questions after getting notifications.

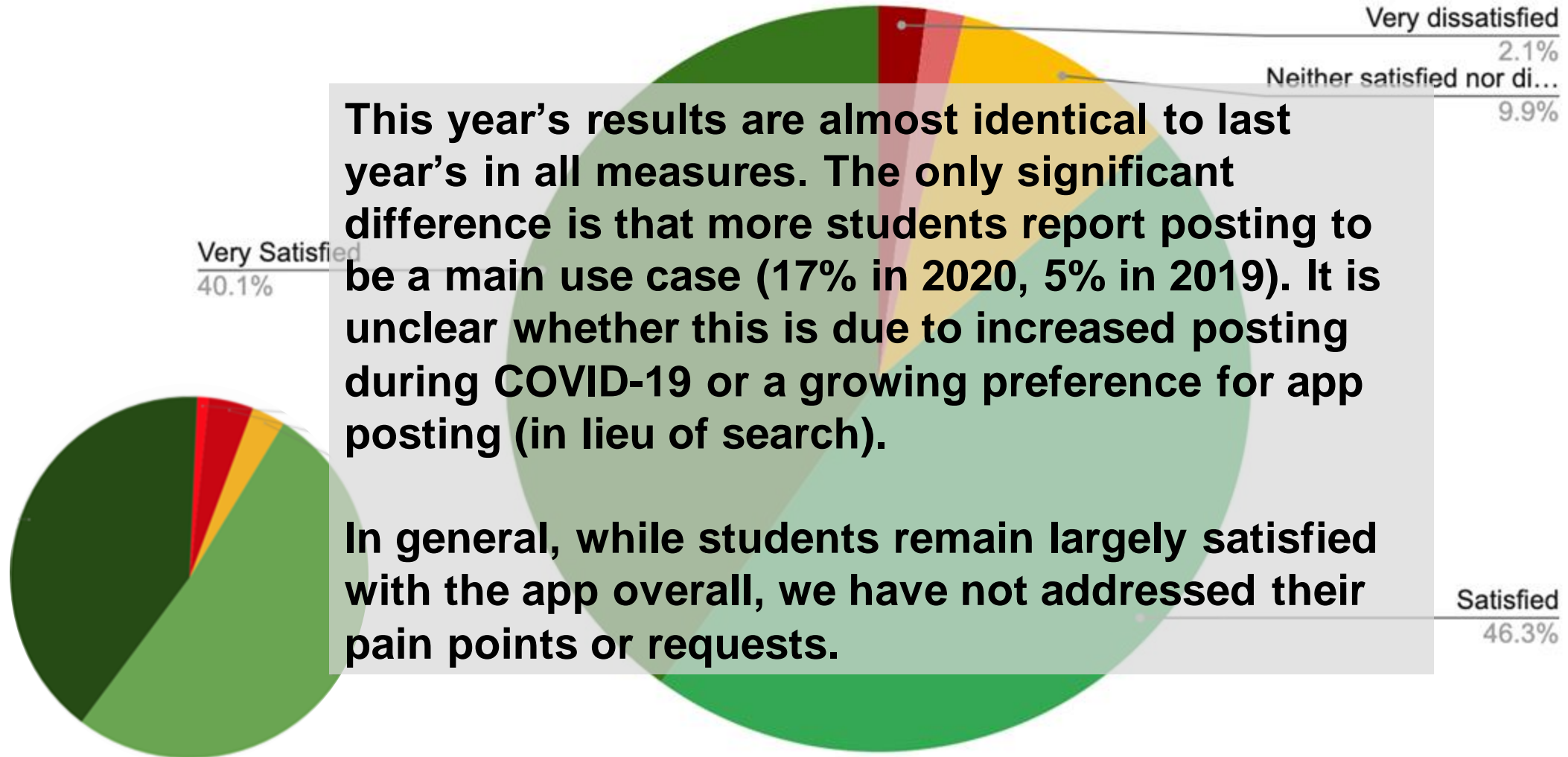
Comparison with 2019 (and COVID-19 implications)

How do this year's results compare to last year (2019)?



2019 SURVEY REPORT

How do this year's results compare to last year (2019)?



This year's results are almost identical to last year's in all measures. The only significant difference is that more students report posting to be a main use case (17% in 2020, 5% in 2019). It is unclear whether this is due to increased posting during COVID-19 or a growing preference for app posting (in lieu of search).

In general, while students remain largely satisfied with the app overall, we have not addressed their pain points or requests.

Comparison with 2019 - Interview Feedback



“It would be good to have all the resources here rather than downloading separate apps for each of them.”

— P15, Marie

With COVID, students’ academic lives have changed drastically:















- They’re online more and they have less support.
- They use their phone less because their laptops are more available.

But much of their feedback for our app is the same:

- **Search input and results** don’t help students find what they need.
- **Lack of global nav** also don’t help students find/revisit.
- **Posting questions** is great but the feature is not prioritized.
- It is confusing to have links to the other apps on the bottom of the homescreen.

Use of other apps

Educational apps used (N= 130)

Category	Description	Common Examples
Homework help (36%)	Answers, step-by-step solutions.	  
Conceptual help (19%)	Walkthroughs of concepts.	  
Studying (18%)	Quick drills, last minute review.	   
School related (22%)	School materials, announcements.	 
Word proc., notes (5%)	Essay writing, take/store notes.	 

- **Approximately 40% of students surveyed claimed to use other educational apps.**
- Apps used typically fell under **5 categories (see above)**.
- Though a large proportion of the apps downloaded were homework help, **students also use conceptual help and studying** (mostly quick review/drills).

Educational App Use - Interview Feedback



*“If I’m at school or on the go I’m using my phone. Otherwise I’m using laptop.”
— P14, Daniel*

Students discussed that even under normal circumstances (i.e. non-quarantine) **they preferred to use their desktops to study.**

Apps were typically used for quick checks. When using their phone for long periods of time, they tended to **use apps with sections of content they could easily access**, for example:

- A saved flashcard deck;
- A chapter from an e-book;
- Assigned reading from canvas;
- A video.

During quarantine, most students report to use their phones even less since their desktops are within reach.

mWeb

Why use CS mWeb?

- Survey (n=69); Interview (n=7)
- The majority of students use CS mobile web because they are **trying to Google an answer to a question.**
- Some students preferred Google search to CS mobile search.
- Some students enable “desktop mode” so that they can **view TBS.**

Mobile vs. Desktop

Usage Data

Reported Use & Perspectives

Desktop vs. Mobile app

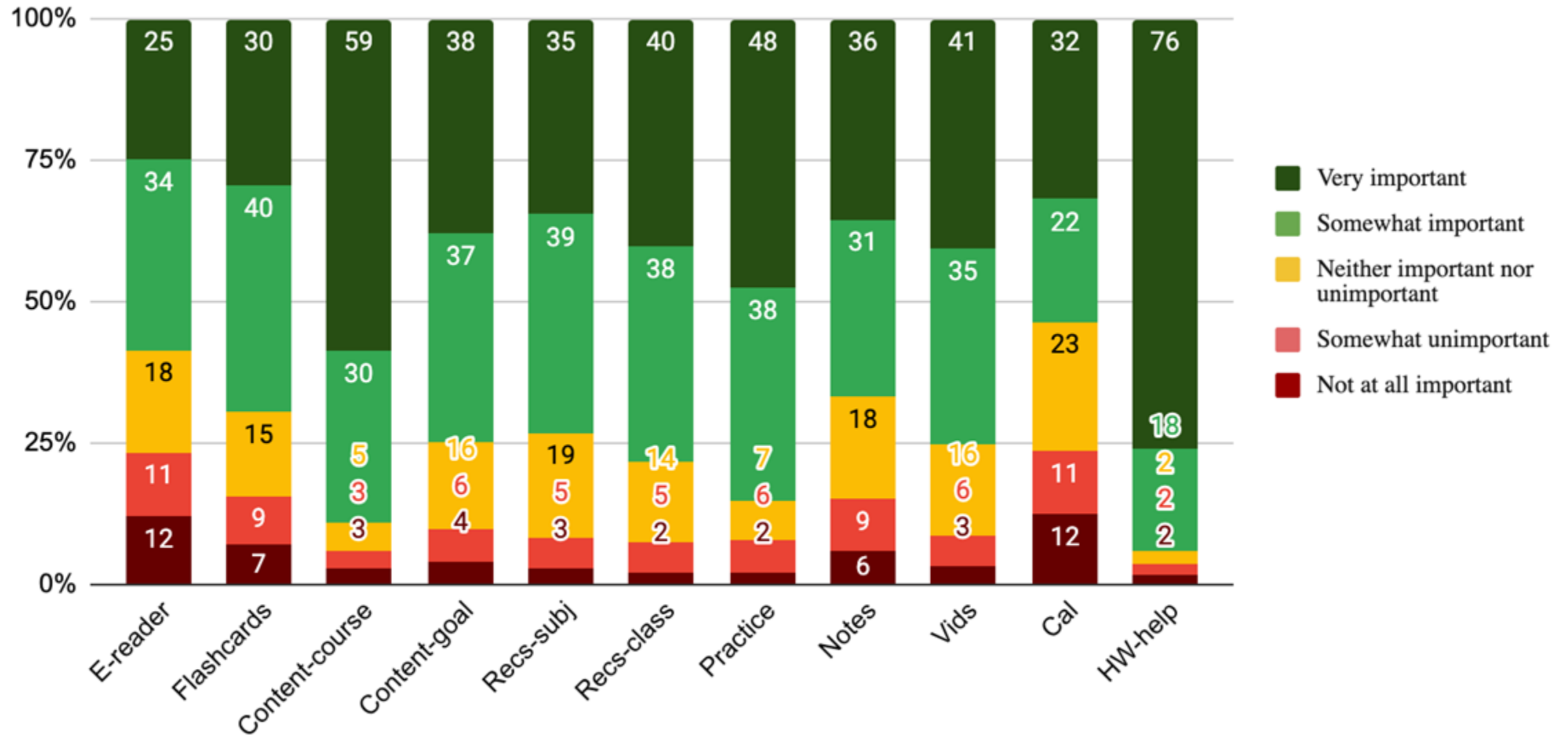
Desktop	<ul style="list-style-type: none">• Easier to read long solutions on bigger screen• Easier to search• Payment information is saved on the desktop	<ul style="list-style-type: none">• Can be a hassle to grab• Can end up with multi tabs• Cannot take out everywhere• Occasional Wi-Fi issues
Mobile	<ul style="list-style-type: none">• Very portable• Can use almost everywhere• Mobile app is "cleaner"• Photo posting	<ul style="list-style-type: none">• Copying and pasting is difficult• App doesn't always open as expected• Sometimes a lot of scrolling
	Pros	Cons

During interviews, we asked students about pros and cons of CS on desktop and mobile. Students greatly appreciated the convenience of the app and felt that overall there was good parity with desktop.

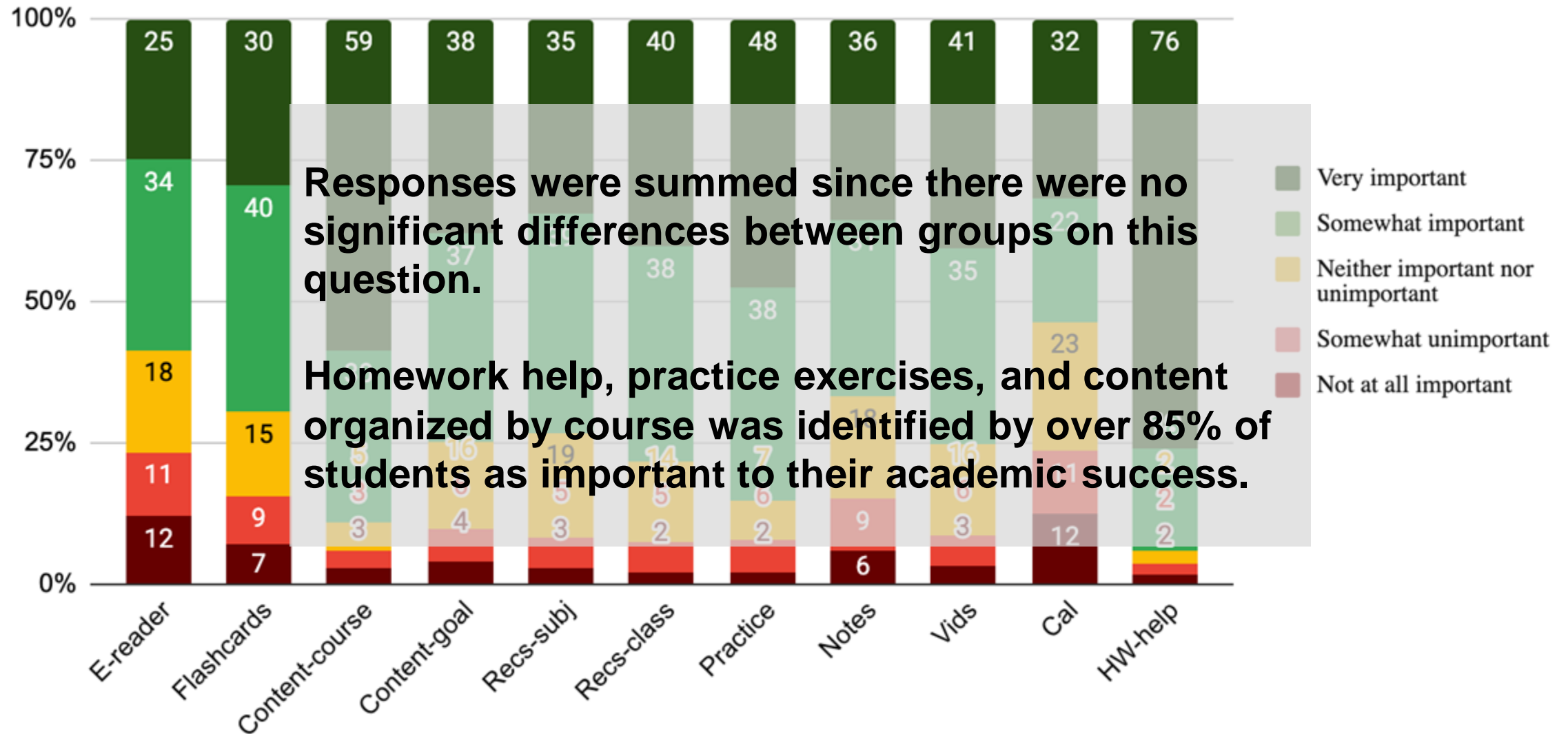
Students mentioned liking the additional visual affordances of desktop. Some students also felt that it is **easier to search on desktop** – potentially because of **cut-and-paste issues** with the app – students claimed that they were often unable to copy and paste into the CS search bar or post-a-question.

Prioritized learning features (general and app-specific)

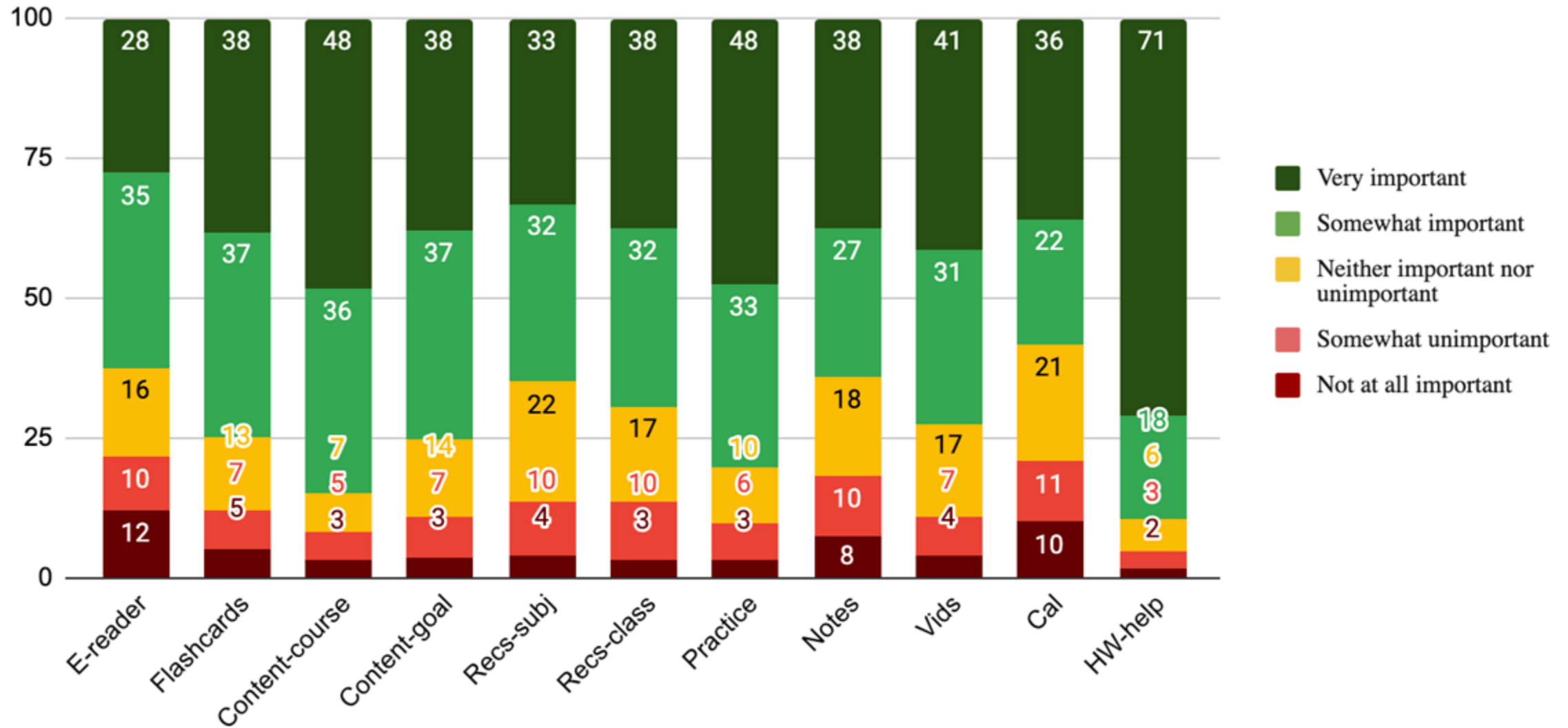
Which of the following are important to your academic success(GENERAL)? (N = 343)



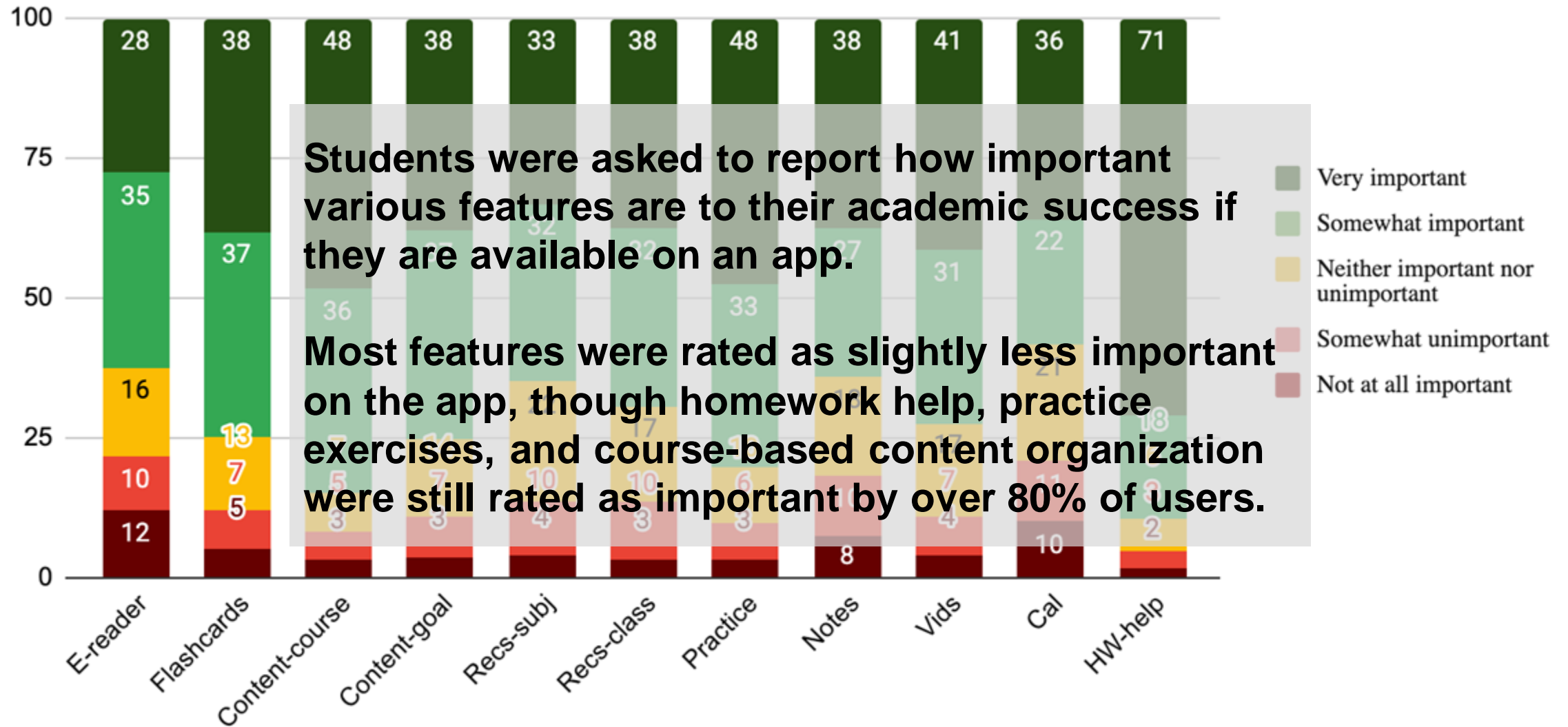
Which of the following are important to your academic success(GENERAL)? (N = 343)



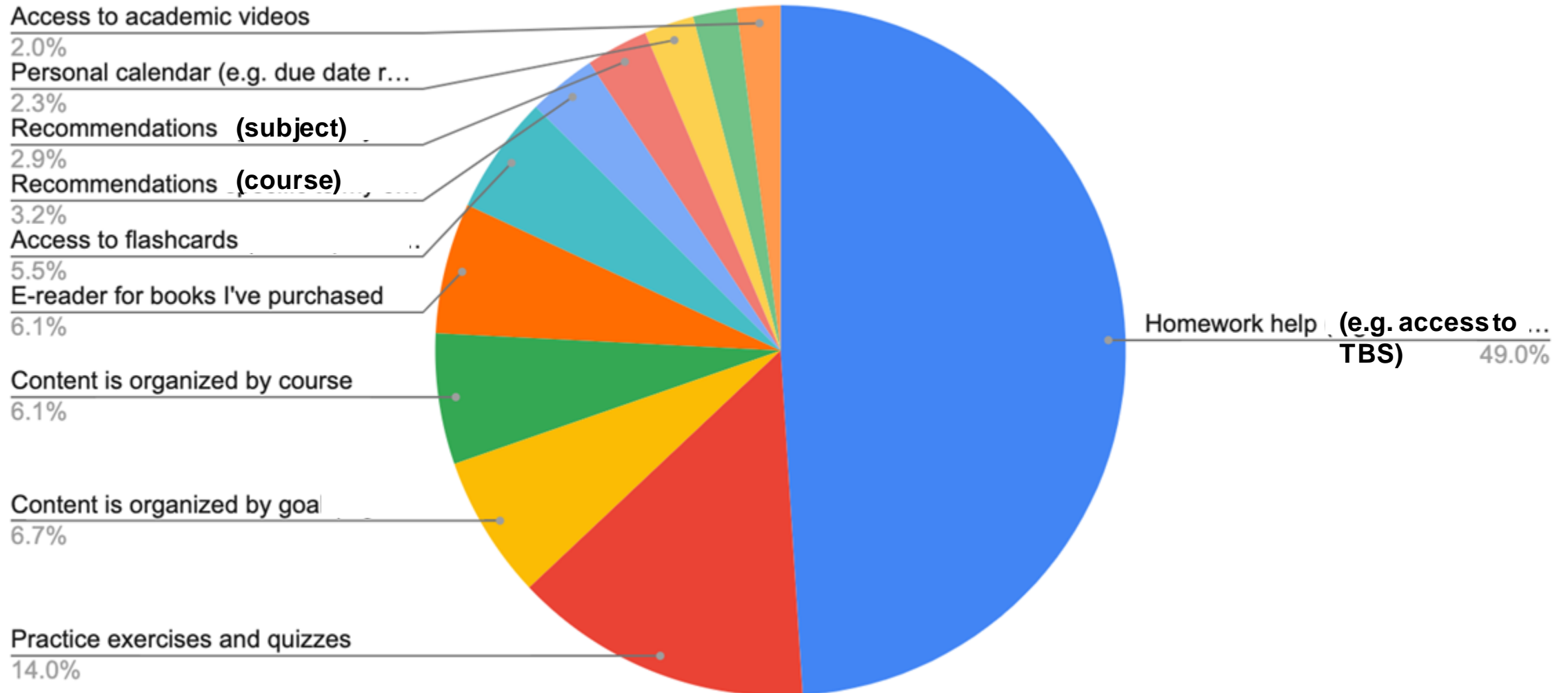
Which of the following are important to your academic success (APP SPECIFIC)? (N = 343)



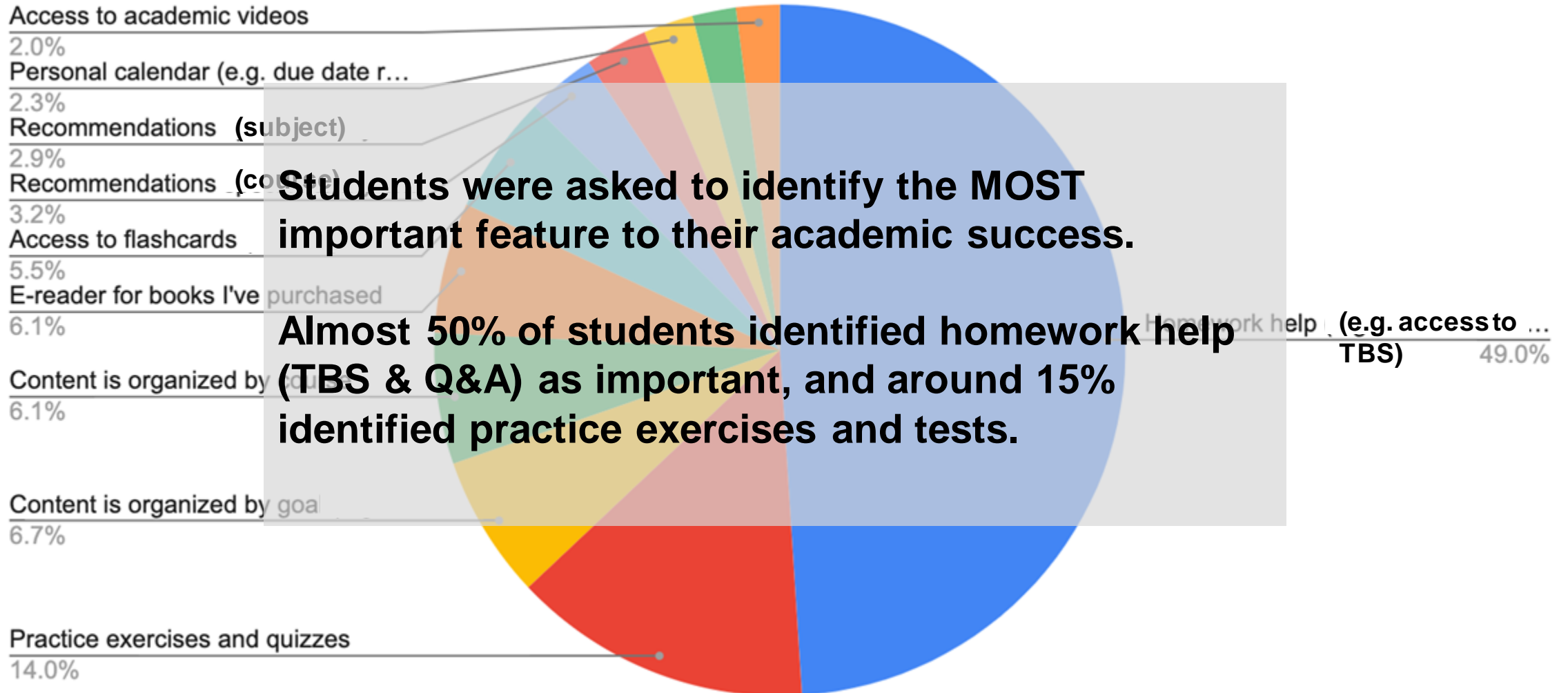
Which of the following are important to your academic success (APP SPECIFIC)? (N = 343)



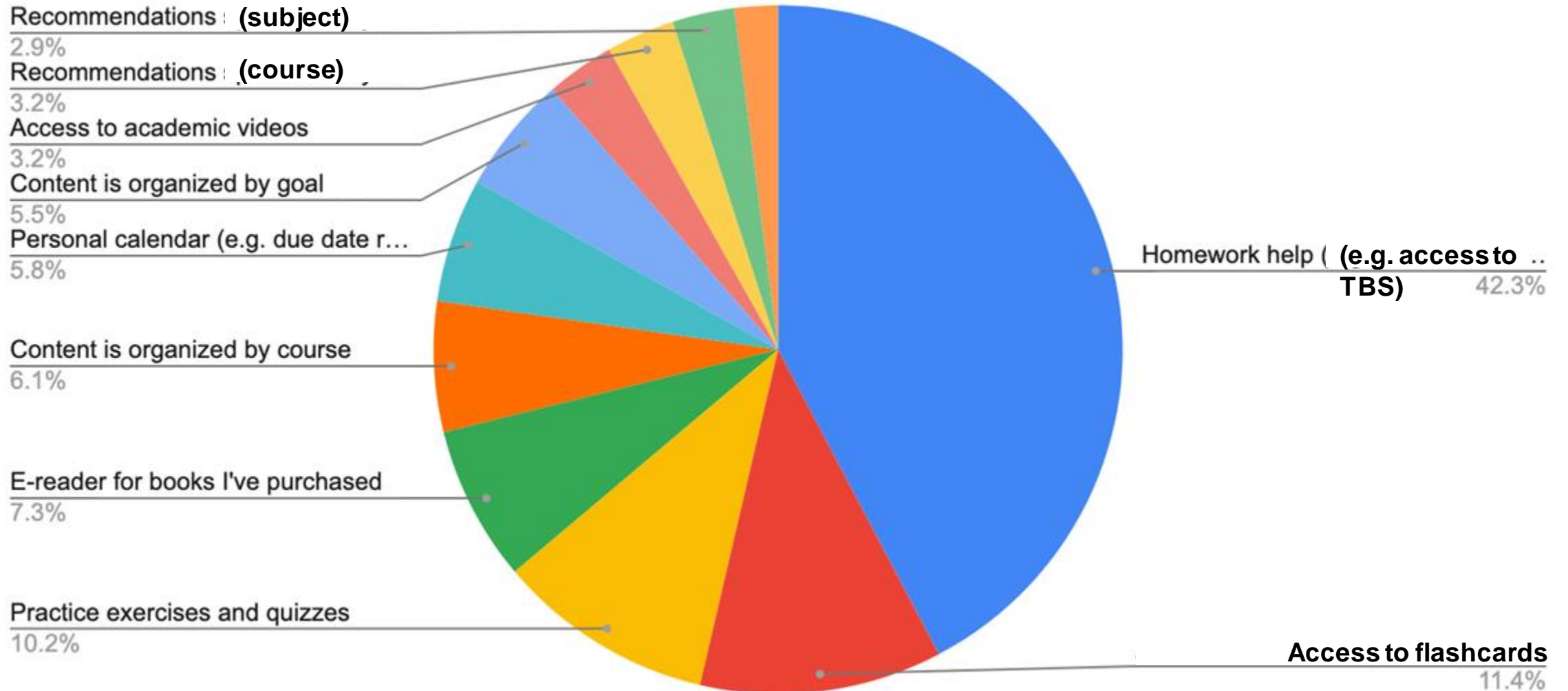
Which of the following is the MOST important to your academic success (GENERAL)? (N = 343)



Which of the following is the MOST important to your academic success (GENERAL)? (N = 343)



Which of the following is the MOST important to your academic success (APP SPECIFIC)? (N = 343)



Which of the following is the MOST important to your academic success (APP SPECIFIC)? (N = 343)

Recommendations : (subject) 2.9%

Recommendations : (course) 3.2%

Access to academic video 3.2%

Content is organized by 5.5%

Personal calendar (e.g. 5.8%

Content is organized by course 6.1%

E-reader for books I've 7.3%

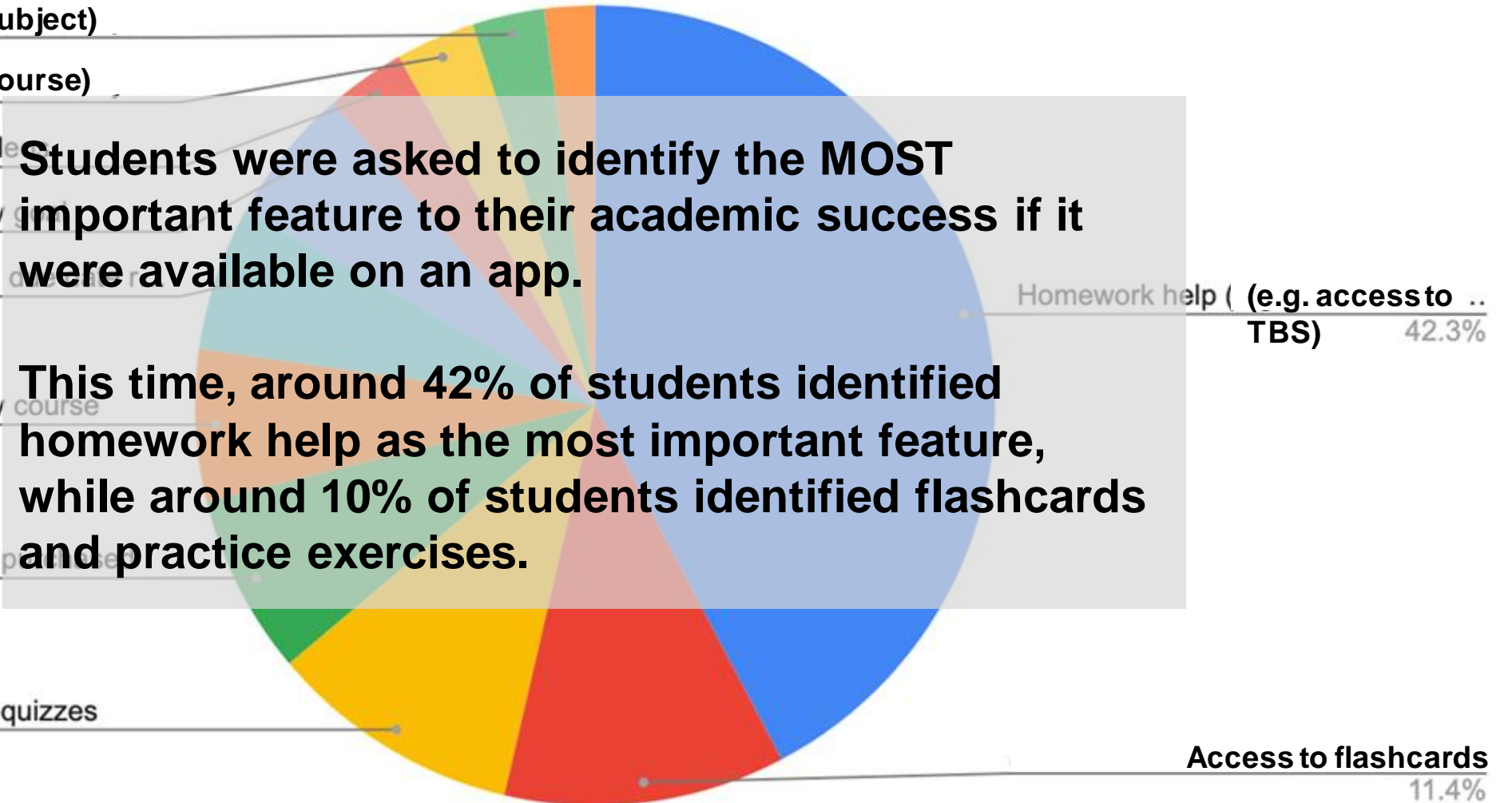
Practice exercises and quizzes 10.2%

Access to flashcards 11.4%

Homework help (e.g. access to TBS) 42.3%

Students were asked to identify the MOST important feature to their academic success if it were available on an app.

This time, around 42% of students identified homework help as the most important feature, while around 10% of students identified flashcards and practice exercises.



Important Features - Interview Feedback



“Make sure if someone posts a question and there's a thumbs down it's taken down or something is done about it.”

— P6, Juandah

We asked students what their ideal educational website would look like.

The following came up repeatedly:

- **Course-based** content organization;
- **Practice questions**;
- **Connecting services** we offer more (e.g. CS, tutors, prep);
- **Improving the quality** of our current CS content (e.g. incorrect, brief, messy answers).

When we asked students which features they would be most likely to use on the **app**, they discussed features that would be easy to access quickly, such as:

- **App consolidation** (e.g. flashcards, Math Solver, and e-books);
- **My saved stuff** / my history.

Appendix

Executive Summary

Summary

SEGMENT	Details	Implications/Recommendations for Chegg Services
1	x • s	• x
2	x • x	• x
3	x • x	• x